ASSOCIATIONS BETWEEN SIGN-TRACKING AND INDIVIDUAL DIFFERENCES IN ALCOHOL CONSUMPTION AND ALCOHOL USE DISORDER SYMPTOMS. J. Duckworth; M. Field; A. Jones; A. K. Rose. Department of Psychological Sciences, University of Liverpool, Liverpool, L69 7ZA, United Kingdom, and the UK Centre for Tobacco and Alcohol Studies, Liverpool, United Kingdom.

Sign-tracking refers to attentional capture by cues that are associated with reward at the expense of attention to the reward itself. Animal studies have revealed that elevated sign-tracking is seen in animals that are addicted to alcohol or are at increased risk of addiction. The aim of the present study was to investigate whether individual differences in sign-tracking, assessed with a novel gaze-tracking task, would be associated with individual differences in alcohol consumption and markers of alcohol use disorders and risk for those disorders. One hundred and three non-dependent social drinkers completed a previously validated eye-tracking task in which they had to rapidly shift their gaze toward rewarded target cues whilst ignoring distracters that were associated with either high-value or low-value rewards. Individual differences in sign-tracking are inferred from increased interference on trials with high-value versus low-value distracters. After completing the task, participants completed self-report measures of alcohol consumption, alcohol use disorder symptoms, and variables associated with increased risk of alcohol problems (e.g. childhood trauma). Findings indicated a sign-tracking effect in the sample as a whole, as fixations to targets were slower on trials with a high-value distracter versus trials with a low-value distracter (*r* = 0.32), as well as there being a greater number of errors made on high-value versus low-value distracter trials (*r* = 0.40). However, individual differences in sign-tracking were not significantly correlated with any of the self-report measures of alcohol consumption or alcohol use disorders, or risk for those disorders. This is the largest study of human sign-tracking to date, and shows no evidence that sign-tracking is associated with social drinkers' alcohol use.