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Value Analysis determines when and how to strive

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Abstract: The optimization of effort investment, which minimizes the cost of effort and maximizes benefits, is a core issue in every field. This study aims to review previous theoretical and empirical studies on analysis of effort value. Based on the Paradox of Effort theory, this study expounds on the two sides of effort: inherent cost and potential value. By extending the Expected Value of Control theory, we discussed the non-social and social factors that influence effort. Studies on the mechanisms of effort provide essential insights into understanding the adaptive effort in social life and provide references for treating motivational disorders, shaping learned industriousness and prosocial behavior.

Key words: effort, Expected Value of Control theory, cost-benefit trade-off