Reviewer’s report

Title: Exploratory Study of The Impact of Perceived Reward on Habit Formation

Version: 1 Date: 21 Oct 2018

Reviewer: Jennifer Labrecque

Reviewer's report:

The authors have satisfactorily addressed all of my comments/concerns. The additional clarifying text is effective (particularly with regard to automaticity as a central concept). I also appreciate that the authors attempted to use more objective measures of behavior, despite the methodological difficulties that they faced (e.g., unreliable sensor data). I support the publication of the manuscript in its current form.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
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I am able to assess the statistics

Quality of written English
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