

# Bottom-up and top-down computations in word- and face-selective cortex

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# Overview

## **Part 1:**

### **Forward model for high-level visual cortex**

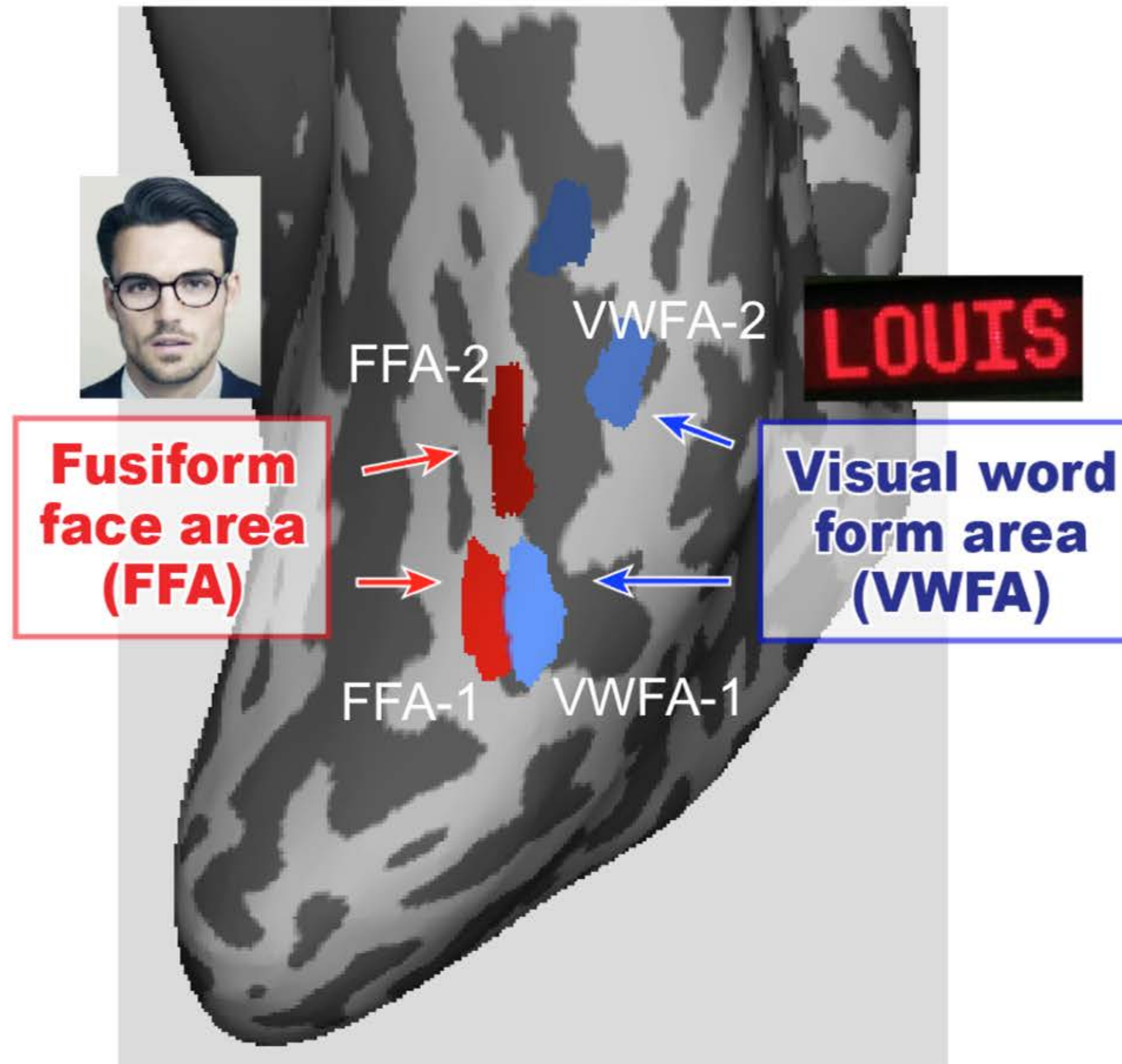
Kay & Yeatman, *eLife*, 2017

## **Part 2:**

### **General model principles**

Kay, *NeuroImage*, 2017

# Ventral temporal cortex (VTC)



# Experiment

- fMRI parameters (3 T, 2.5-mm, 2 s TR)
- 9 subjects



## Methods:

- Slice time correction
- Motion correction
- Fieldmap-based undistortion
- Denoising using GLMdenoise

# Experiment

- 24 stimuli x 3 tasks = 72 conditions (12 trials each)

## Categorization task

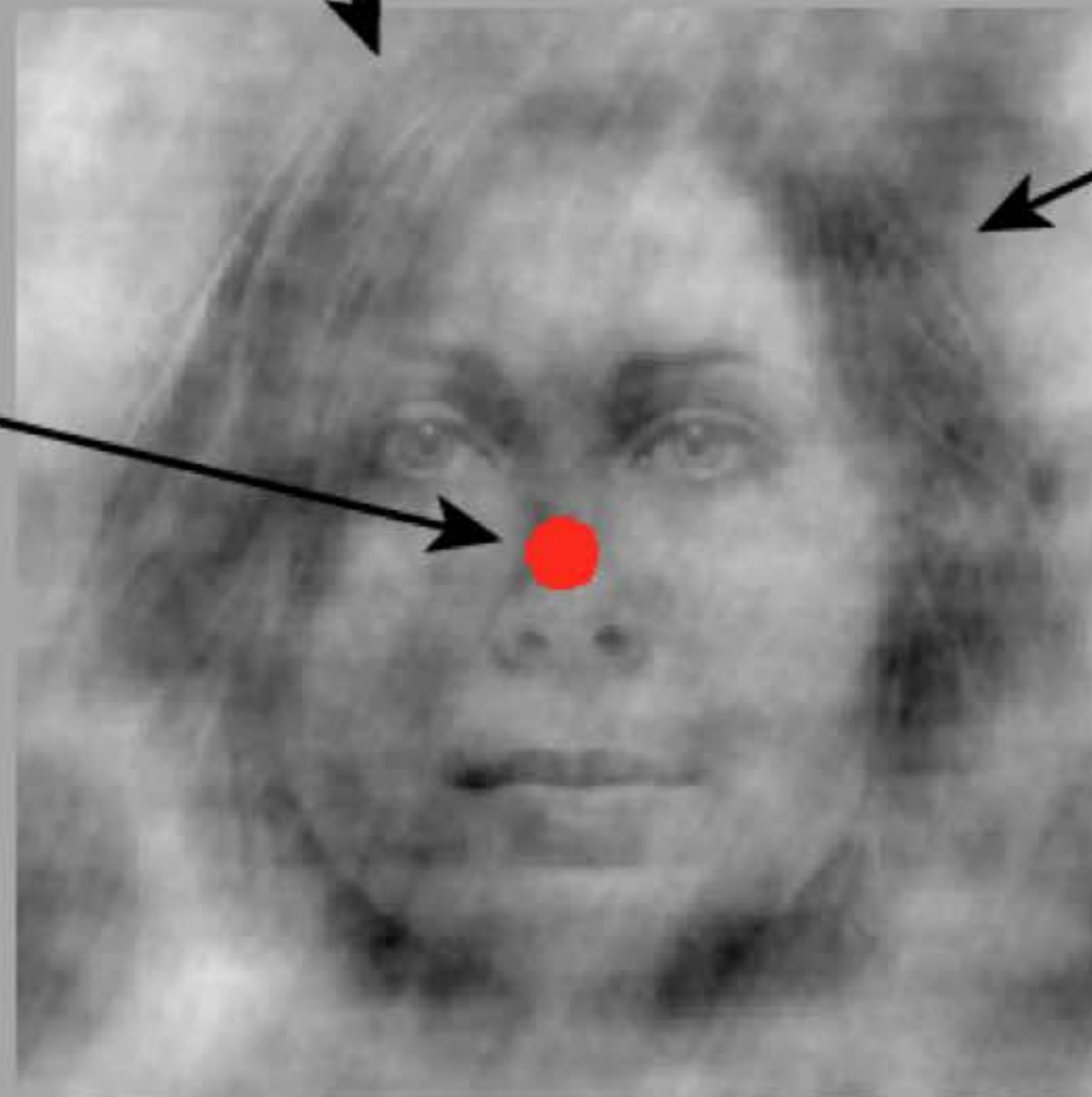
Is the stimulus a word, a face, or neither?

## One-back task

Is the stimulus the same as the previous one?

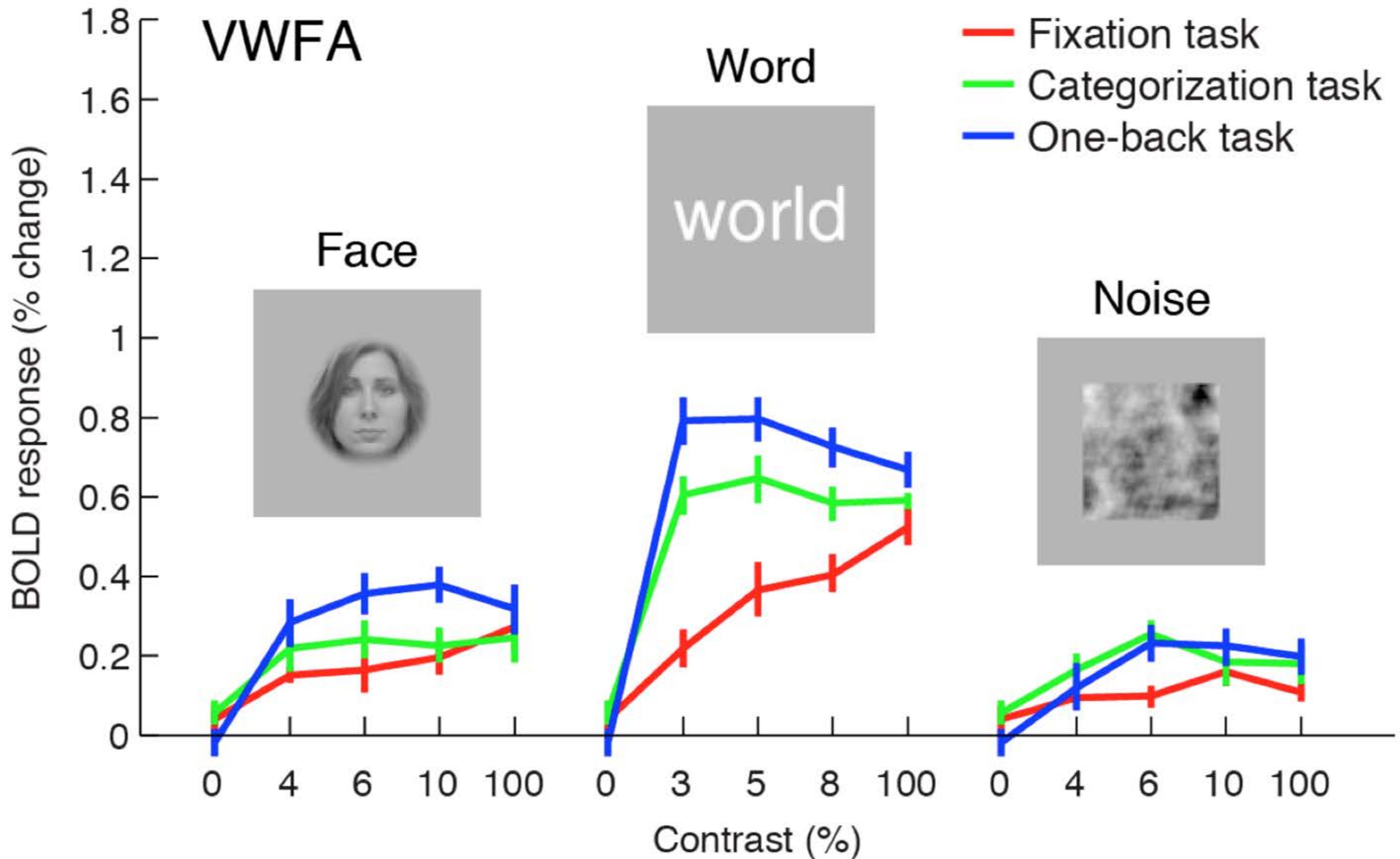
## Fixation task

Is the dot red?

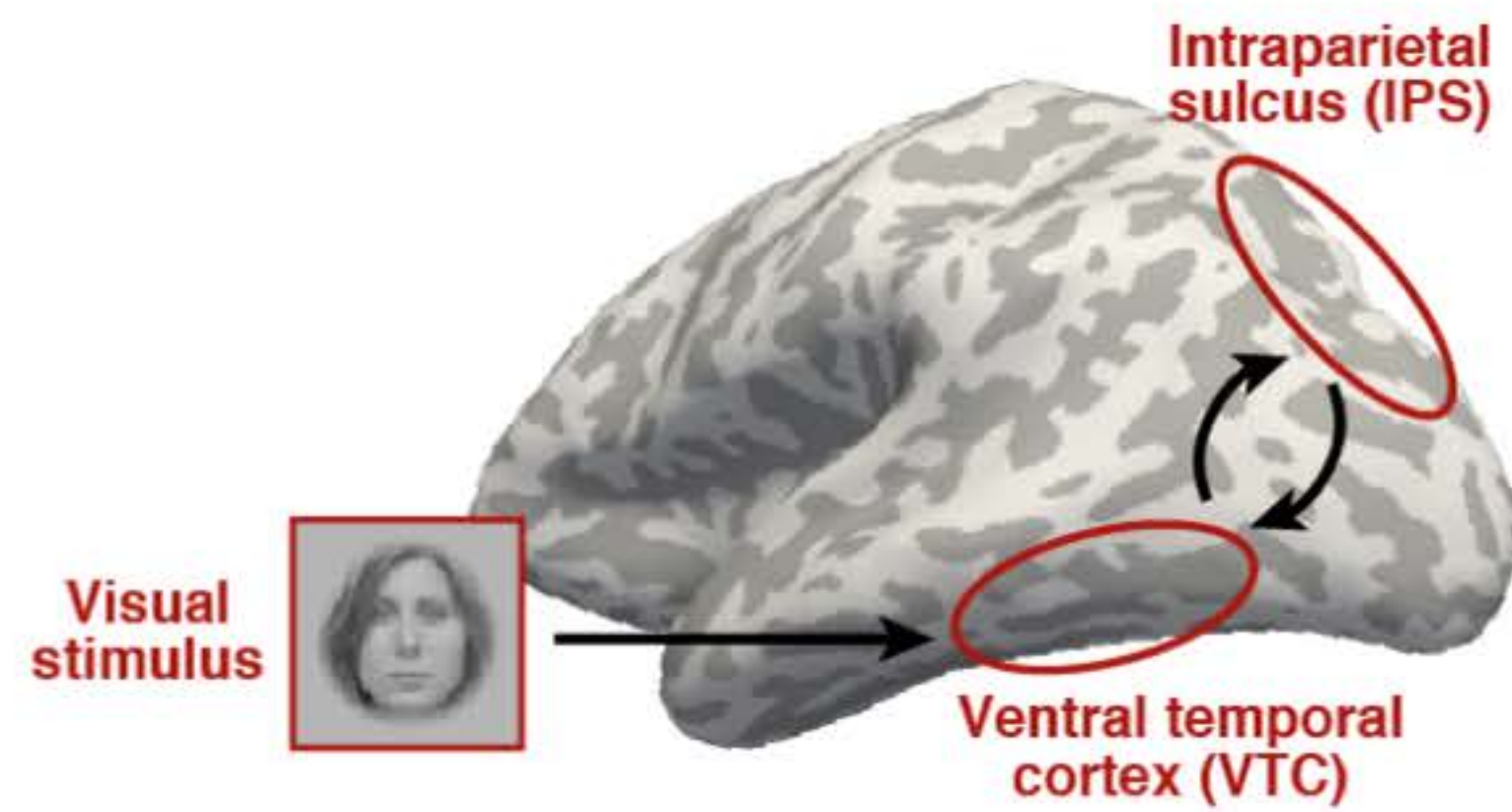


# Both the stimulus and the task matter

Kay & Yeatman, *eLife*, 2017

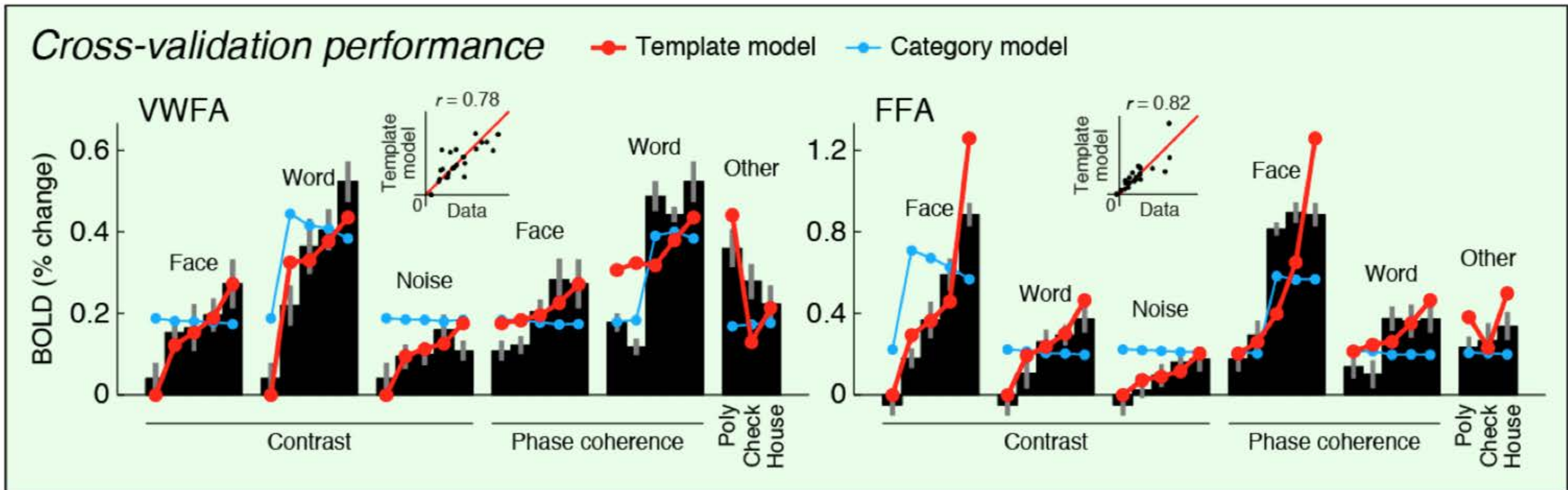
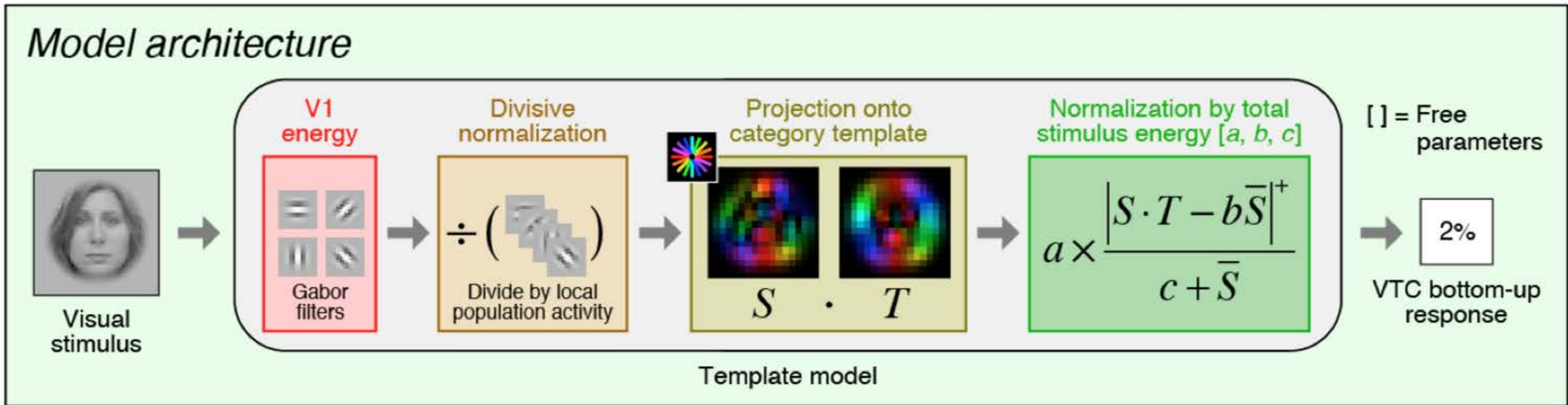


# The model in Kay & Yeatman 2017



# Template model of VTC

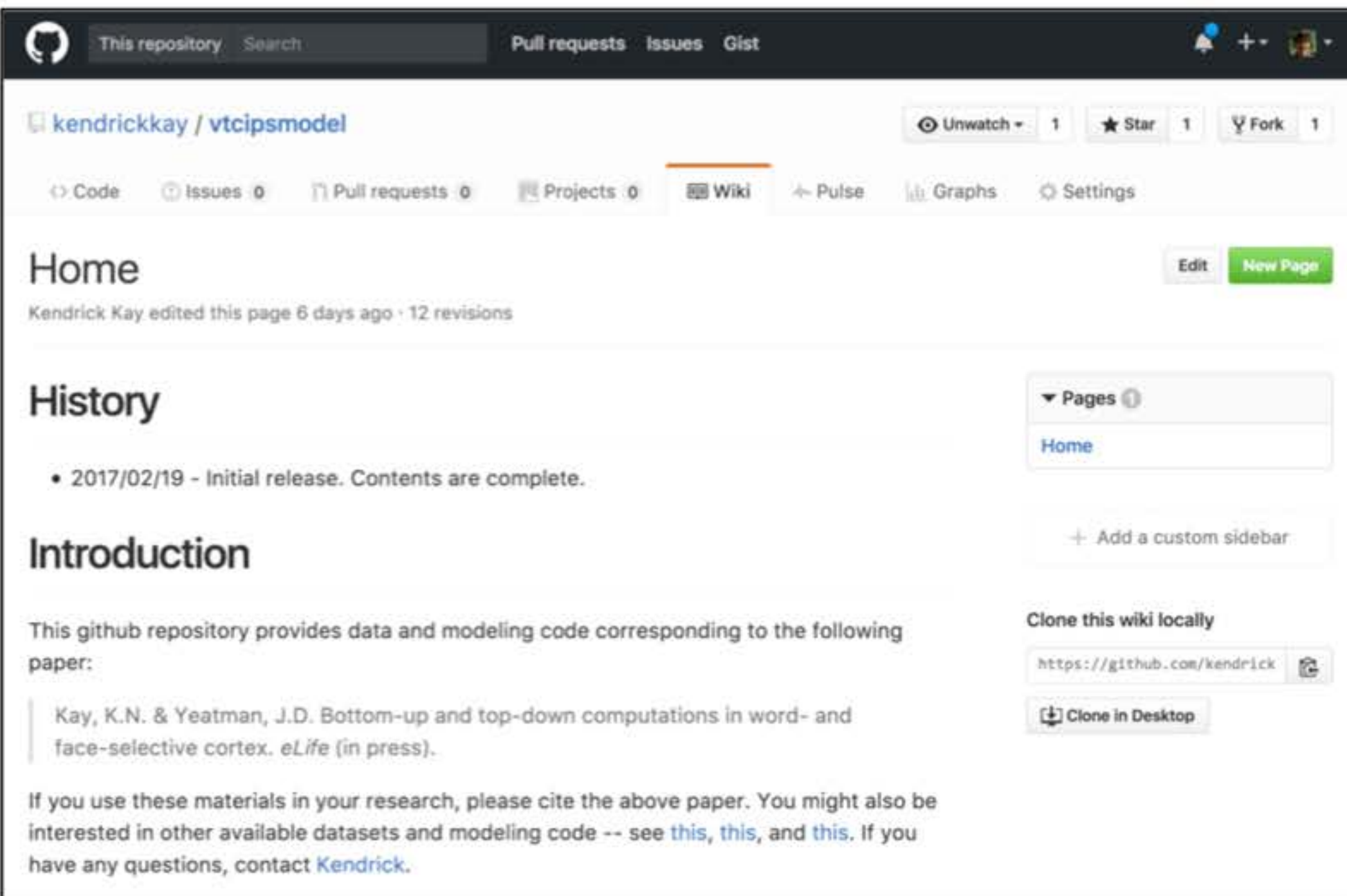
Kay & Yeatman, *eLife*, 2017



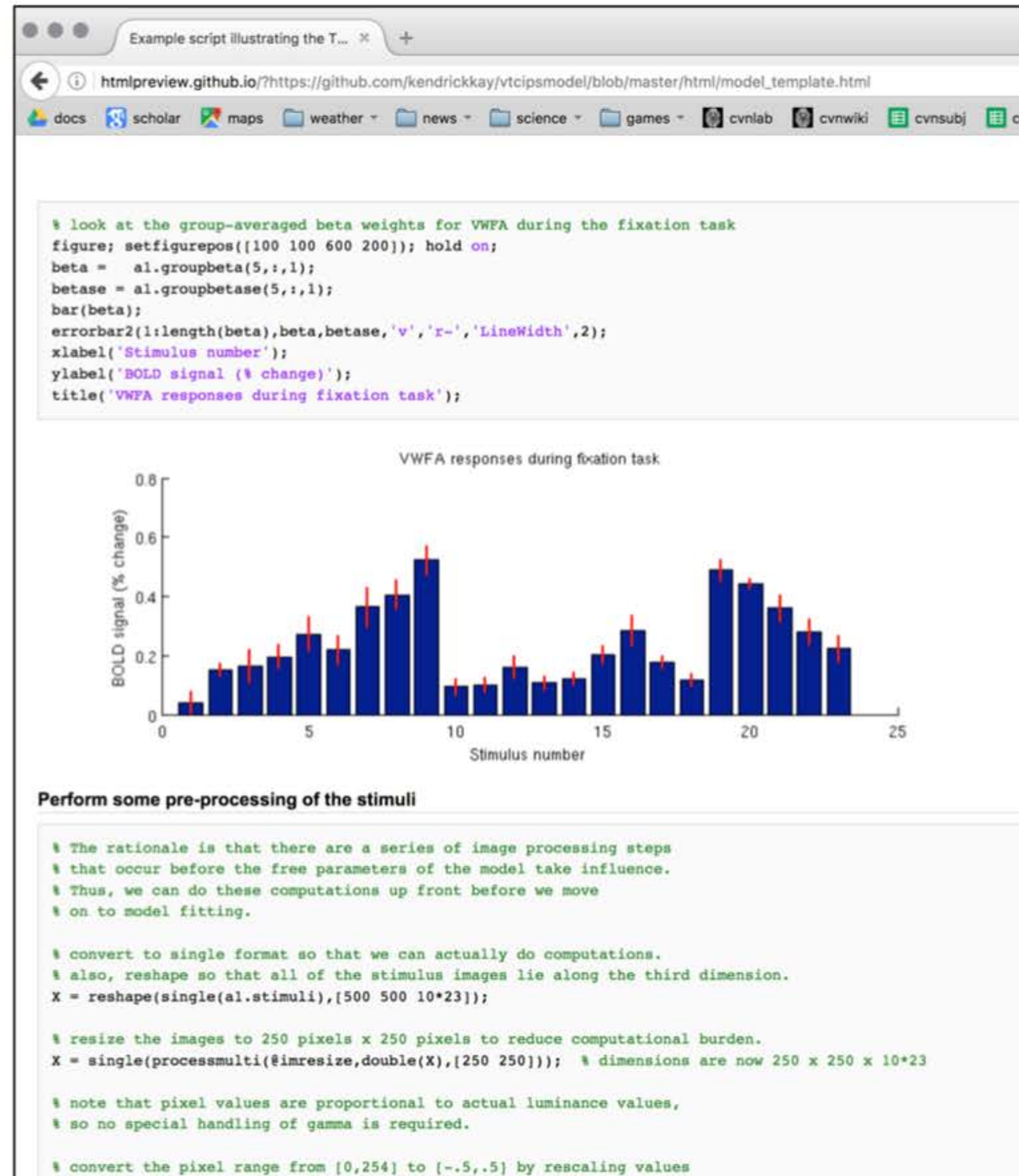


# Code implementation

<http://github.com/kendrickkay/vtcipsmodel/>



The screenshot shows the GitHub repository page for 'kendrickkay / vtcipsmodel'. The page includes a navigation bar with 'Code', 'Issues', 'Pull requests', 'Projects', 'Wiki', 'Pulse', 'Graphs', and 'Settings'. The 'Home' section indicates that Kendrick Kay edited this page 6 days ago with 12 revisions. The 'History' section shows a single entry for the initial release on 2017/02/19. The 'Introduction' section provides a citation for the paper: 'Kay, K.N. & Yeatman, J.D. Bottom-up and top-down computations in word- and face-selective cortex. *eLife* (in press)'. It also includes a note about citing the materials and a contact link for Kendrick.



The screenshot shows a web browser displaying a MATLAB script and its output. The script is titled 'Example script illustrating the T...' and is hosted on 'htmlpreview.github.io'. The script includes comments and code for plotting BOLD signal changes for 25 stimuli. The output is a bar chart titled 'VWFA responses during fixation task' showing the BOLD signal (% change) for each stimulus number. The x-axis is labeled 'Stimulus number' and ranges from 0 to 25. The y-axis is labeled 'BOLD signal (% change)' and ranges from 0 to 0.8. The chart shows a peak response around stimulus 9 and another peak around stimulus 19.

```
% look at the group-averaged beta weights for VWFA during the fixation task
figure; setfigurepos([100 100 600 200]); hold on;
beta = al.groupbeta(5, :, 1);
betase = al.groupbetase(5, :, 1);
bar(beta);
errorbar2(1:length(beta), beta, betase, 'v', 'r-', 'LineWidth', 2);
xlabel('Stimulus number');
ylabel('BOLD signal (% change)');
title('VWFA responses during fixation task');
```

VWFA responses during fixation task

Stimulus number	BOLD signal (% change)
1	0.05
2	0.15
3	0.18
4	0.20
5	0.25
6	0.22
7	0.35
8	0.40
9	0.55
10	0.10
11	0.12
12	0.15
13	0.10
14	0.12
15	0.20
16	0.28
17	0.18
18	0.10
19	0.50
20	0.45
21	0.35
22	0.28
23	0.22

Perform some pre-processing of the stimuli

```
% The rationale is that there are a series of image processing steps
% that occur before the free parameters of the model take influence.
% Thus, we can do these computations up front before we move
% on to model fitting.

% convert to single format so that we can actually do computations.
% also, reshape so that all of the stimulus images lie along the third dimension.
X = reshape(single(al.stimuli), [500 500 10*23]);

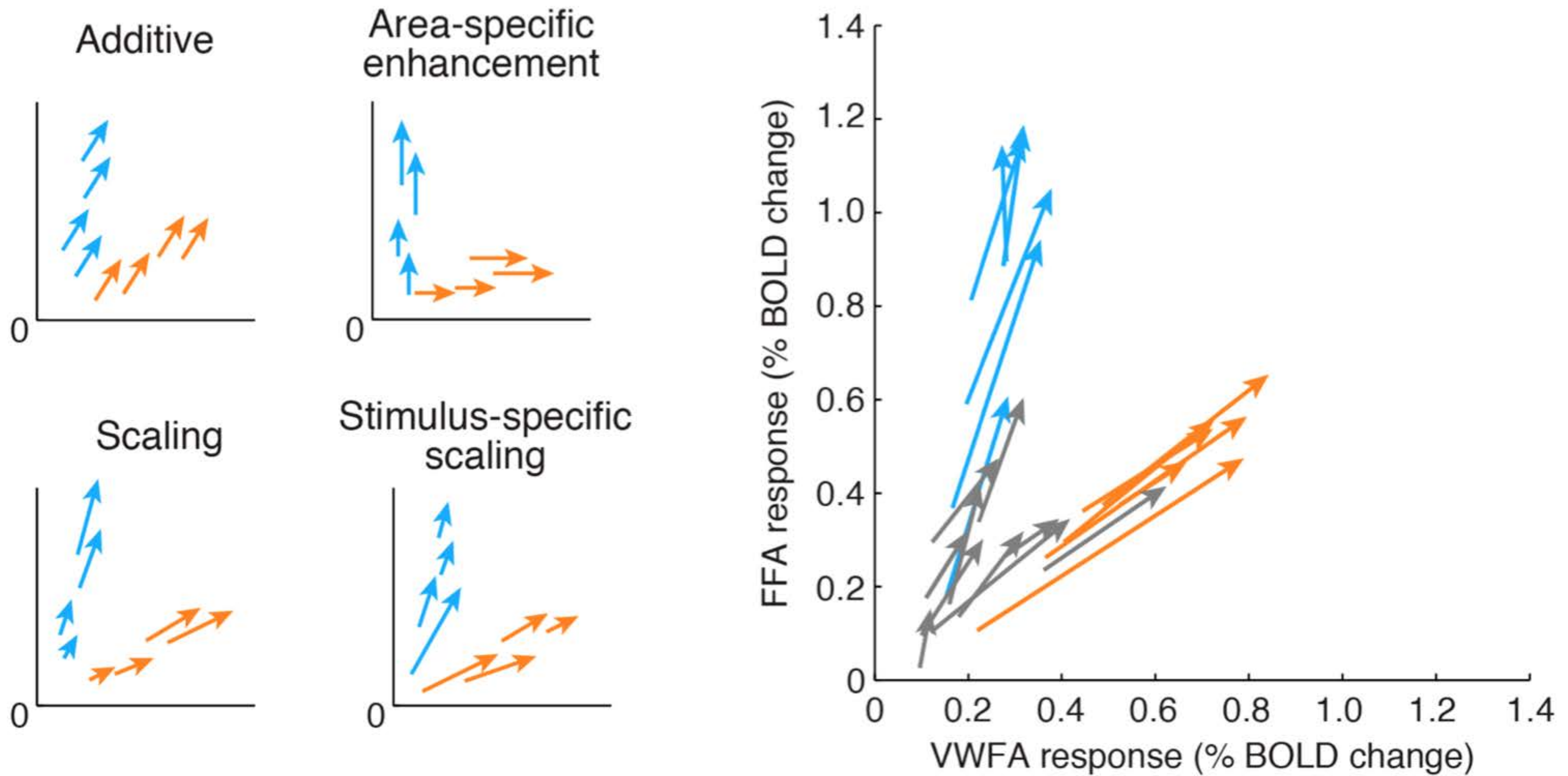
% resize the images to 250 pixels x 250 pixels to reduce computational burden.
X = single(processmulti(@imresize, double(X), [250 250])); % dimensions are now 250 x 250 x 10*23

% note that pixel values are proportional to actual luminance values,
% so no special handling of gamma is required.

% convert the pixel range from [0,254] to [-.5, .5] by rescaling values
```

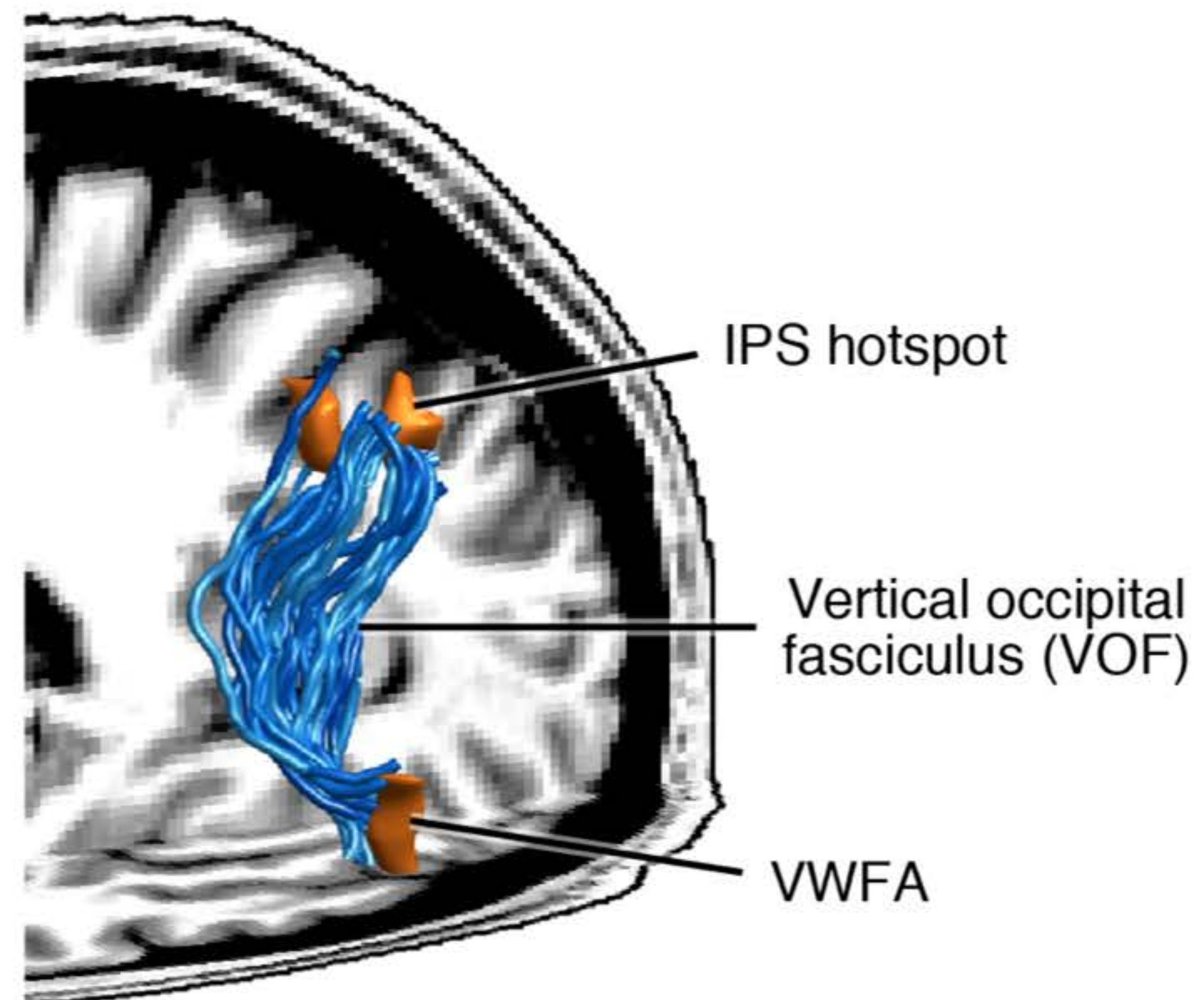
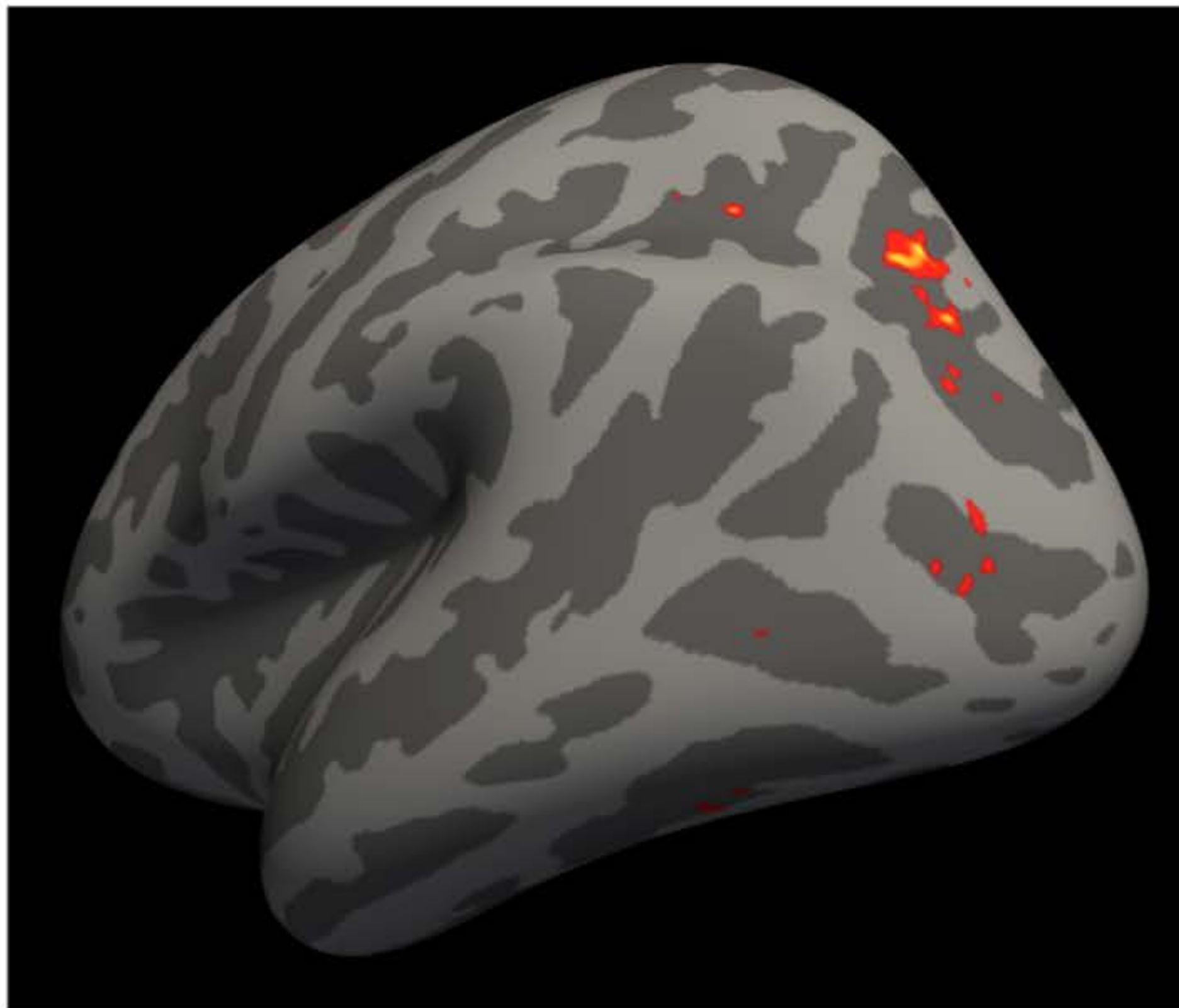
# Top-down: stimulus-specific scaling

Kay & Yeatman, *eLife*, 2017



# IPS as source of top-down signals

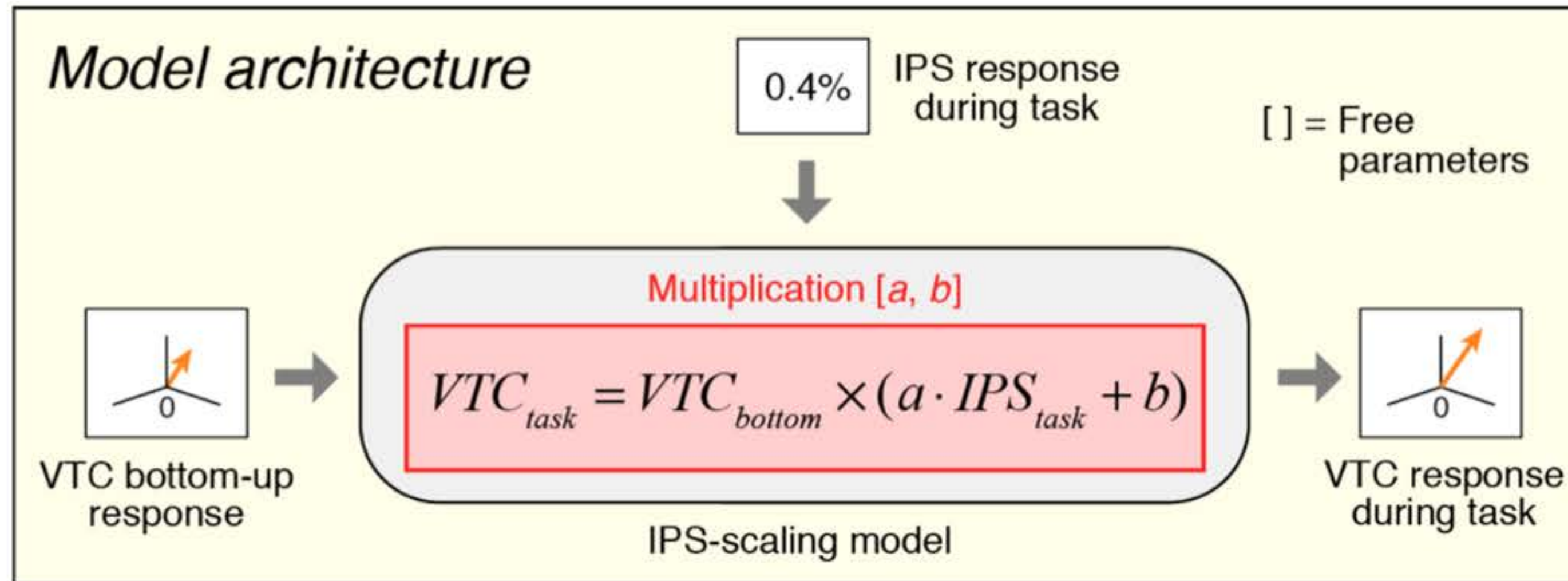
Kay & Yeatman, *eLife*, 2017



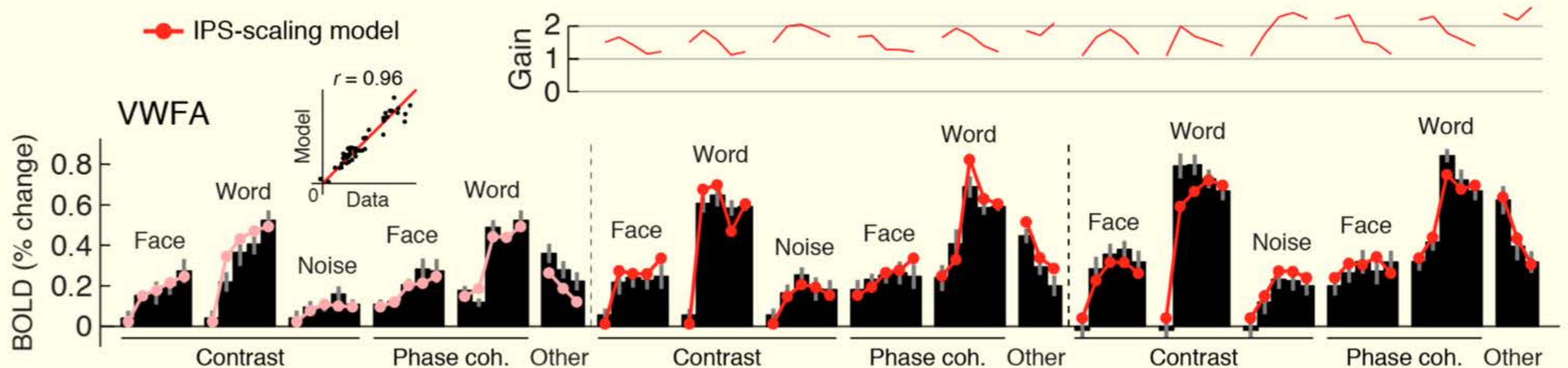
See Yeatman et al., *PNAS*, 2014

# IPS-scaling model

Kay & Yeatman, *eLife*, 2017

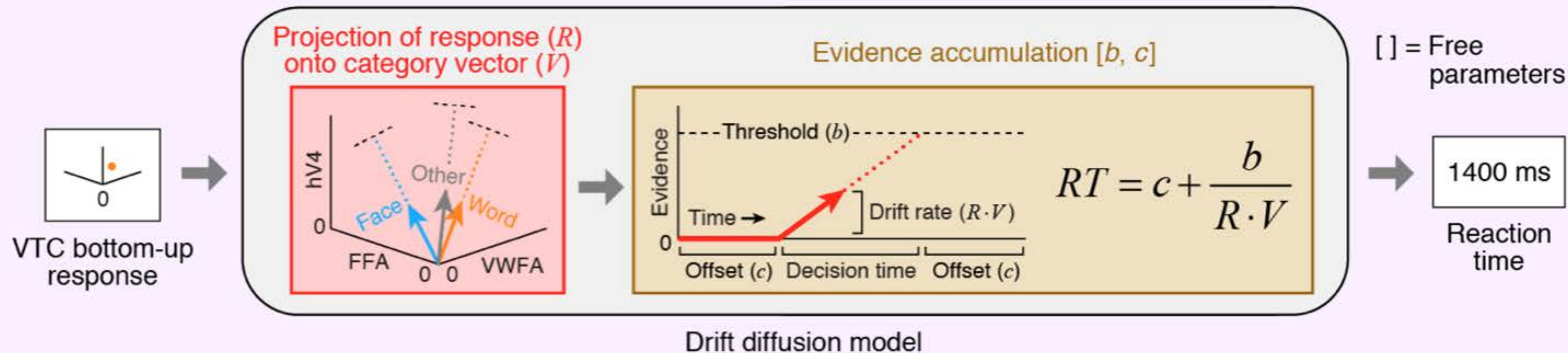


## Cross-validation performance

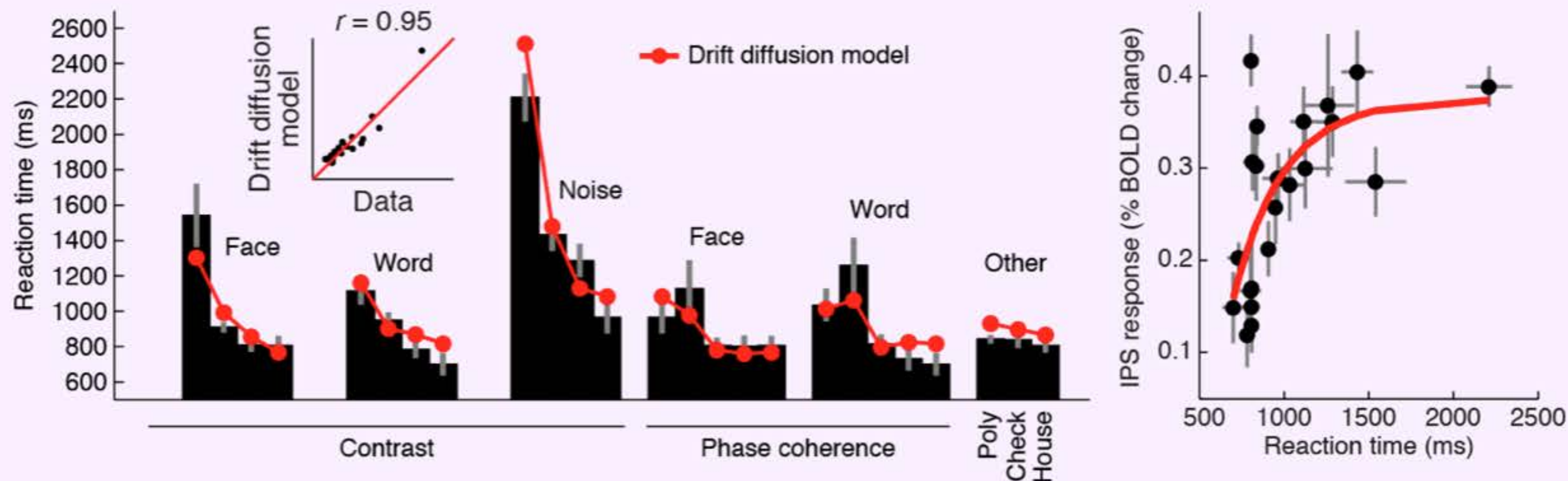


# Drift diffusion model of IPS

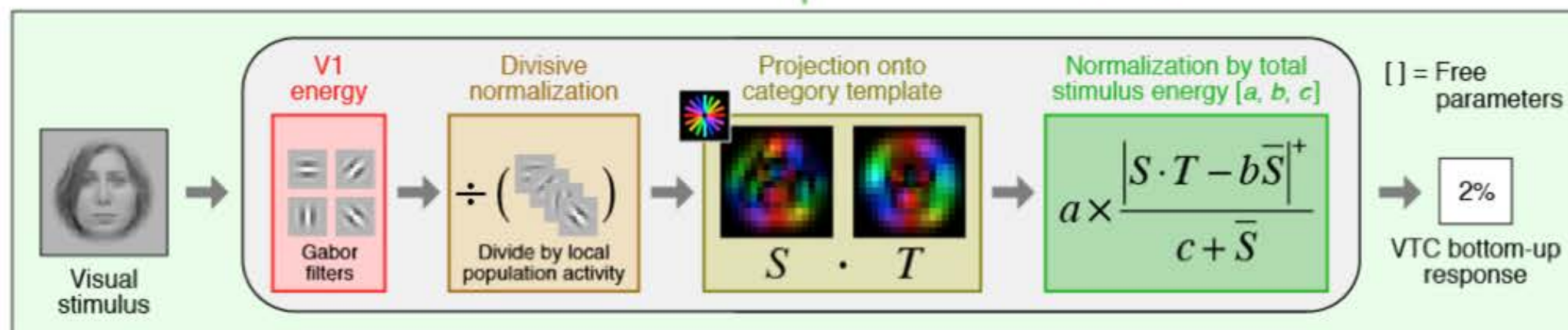
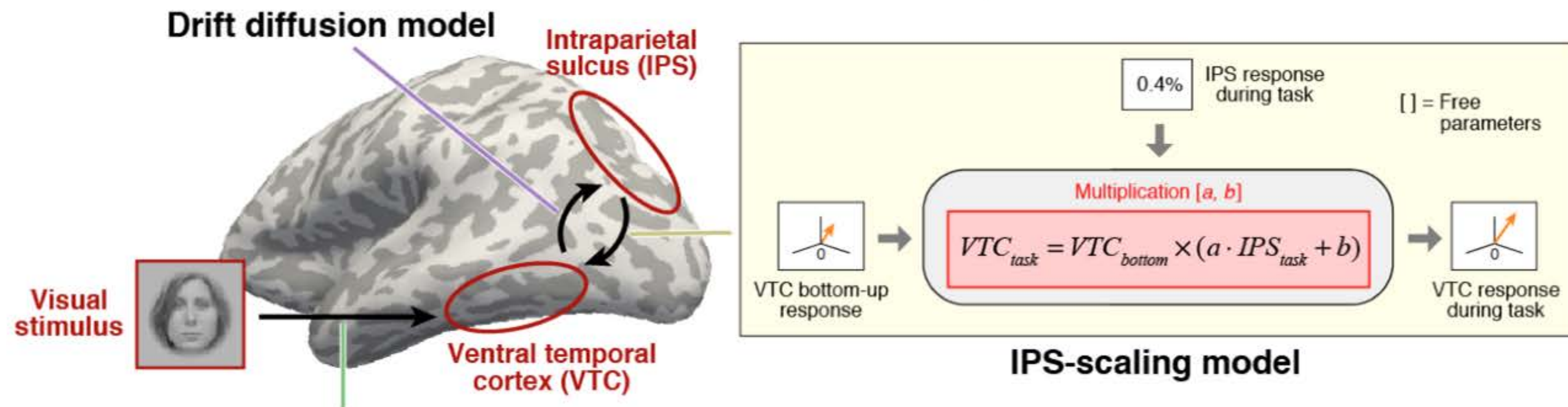
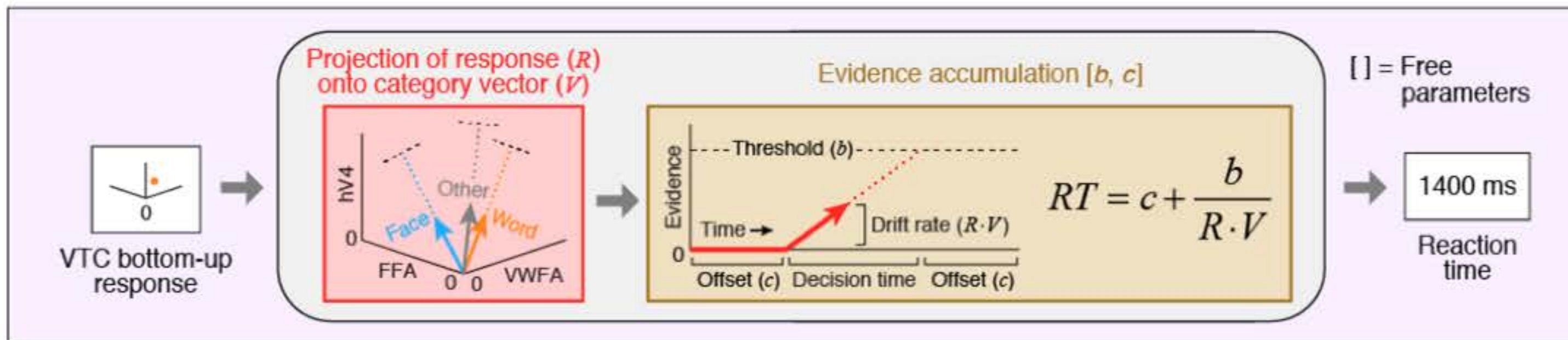
## Model architecture



## Cross-validation performance



# The model in Kay & Yeatman 2017

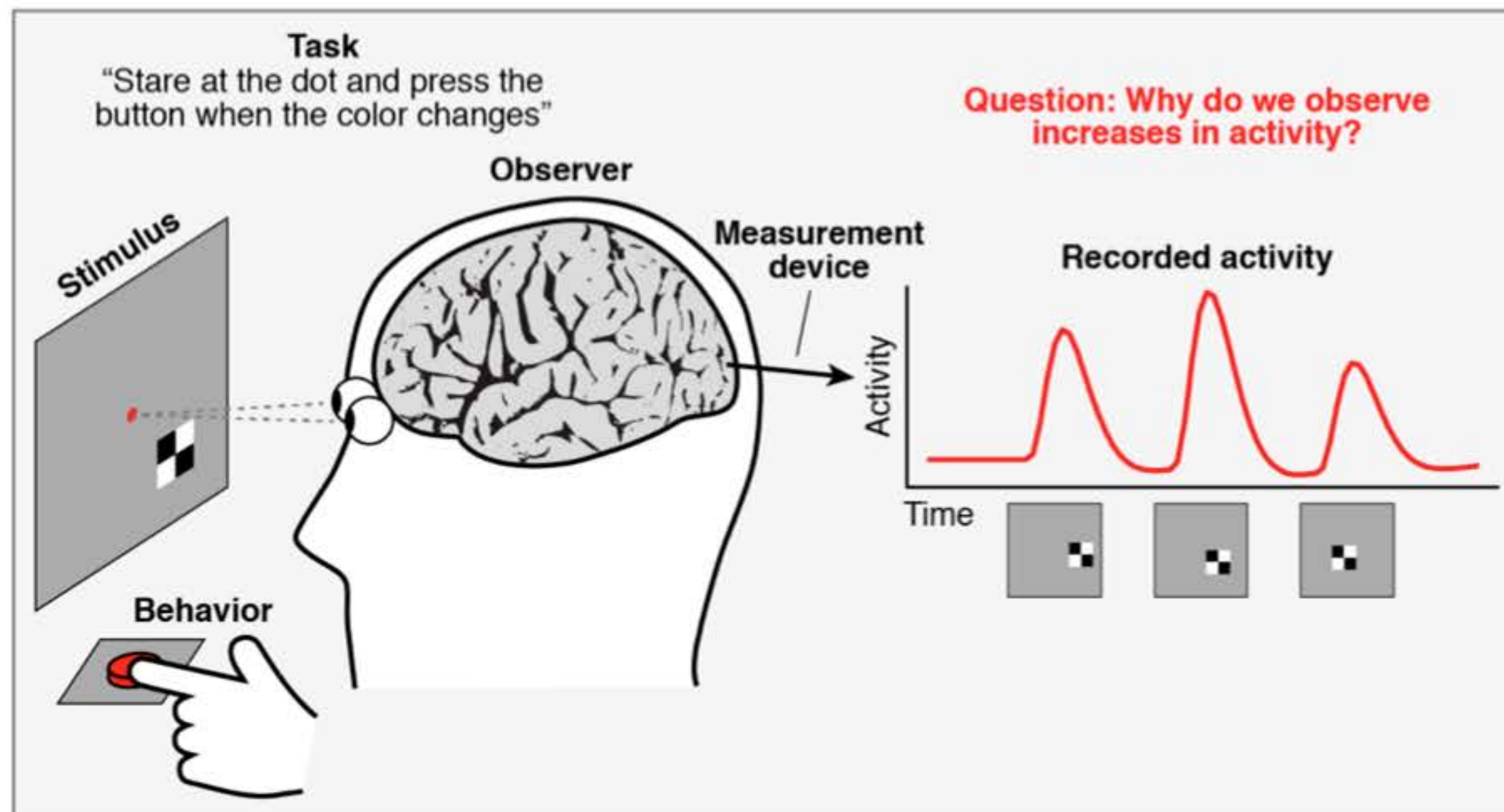


# The concept of forward models

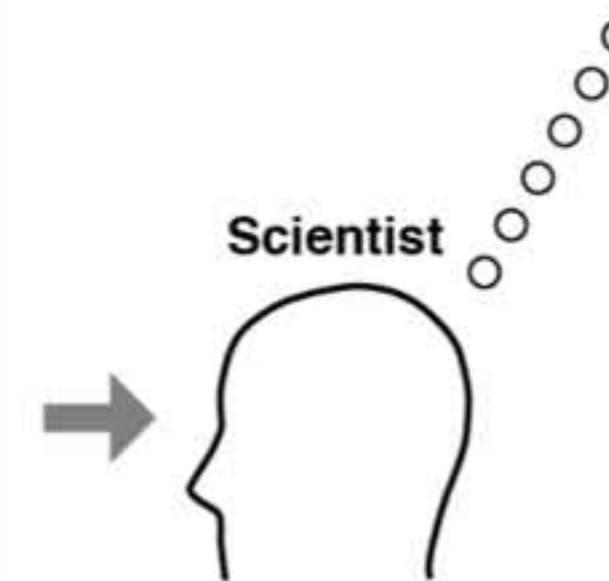
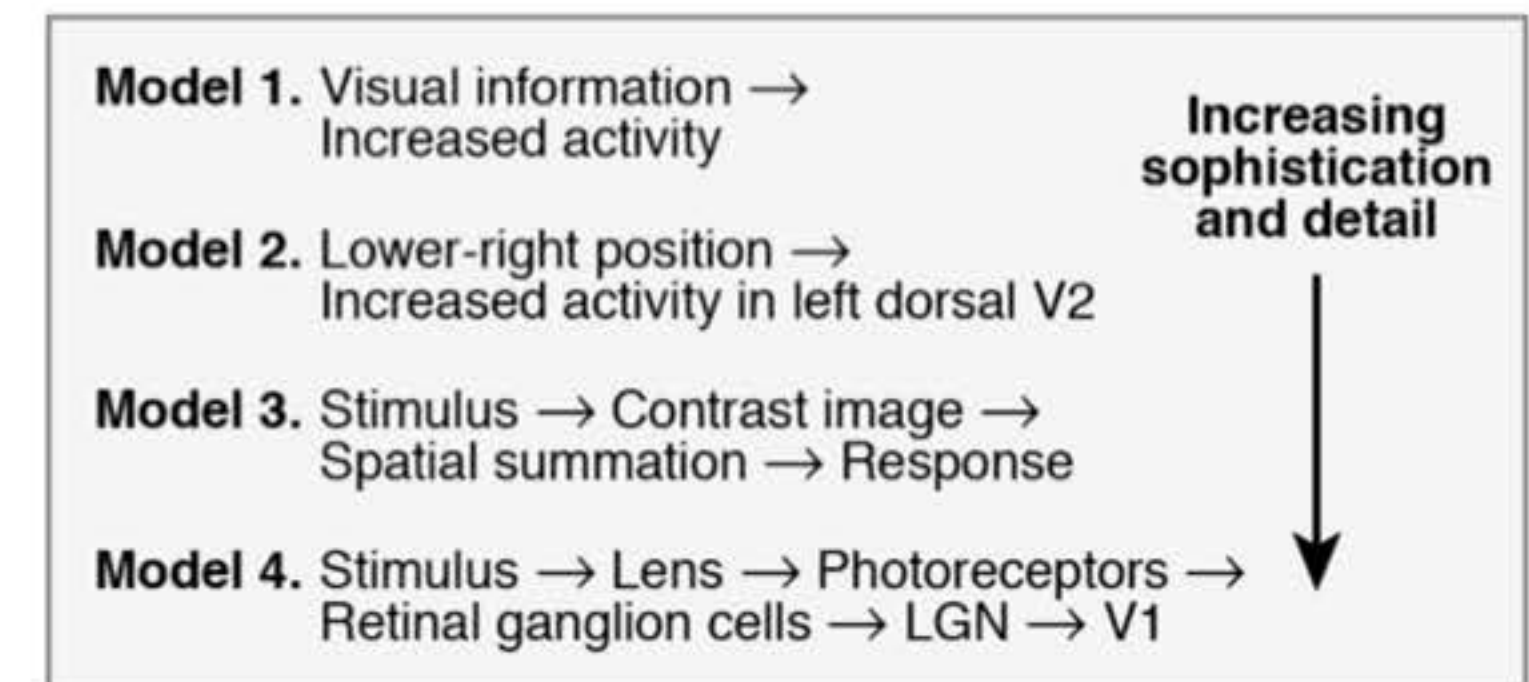
Kay, *NeuroImage*, 2017

- Cognitive neuroscience is about linking experimental properties to neural activity
- Forward models just make this explicit

## SYSTEM



## POTENTIAL MODELS



# The concept of forward models

Kay, *NeuroImage*, 2017

- Cognitive neuroscience is about linking experimental properties to neural activity
- Forward models just make this explicit
- Forward models for visual responses need both the ***stimulus*** and the ***task***



# On the issue of biological detail

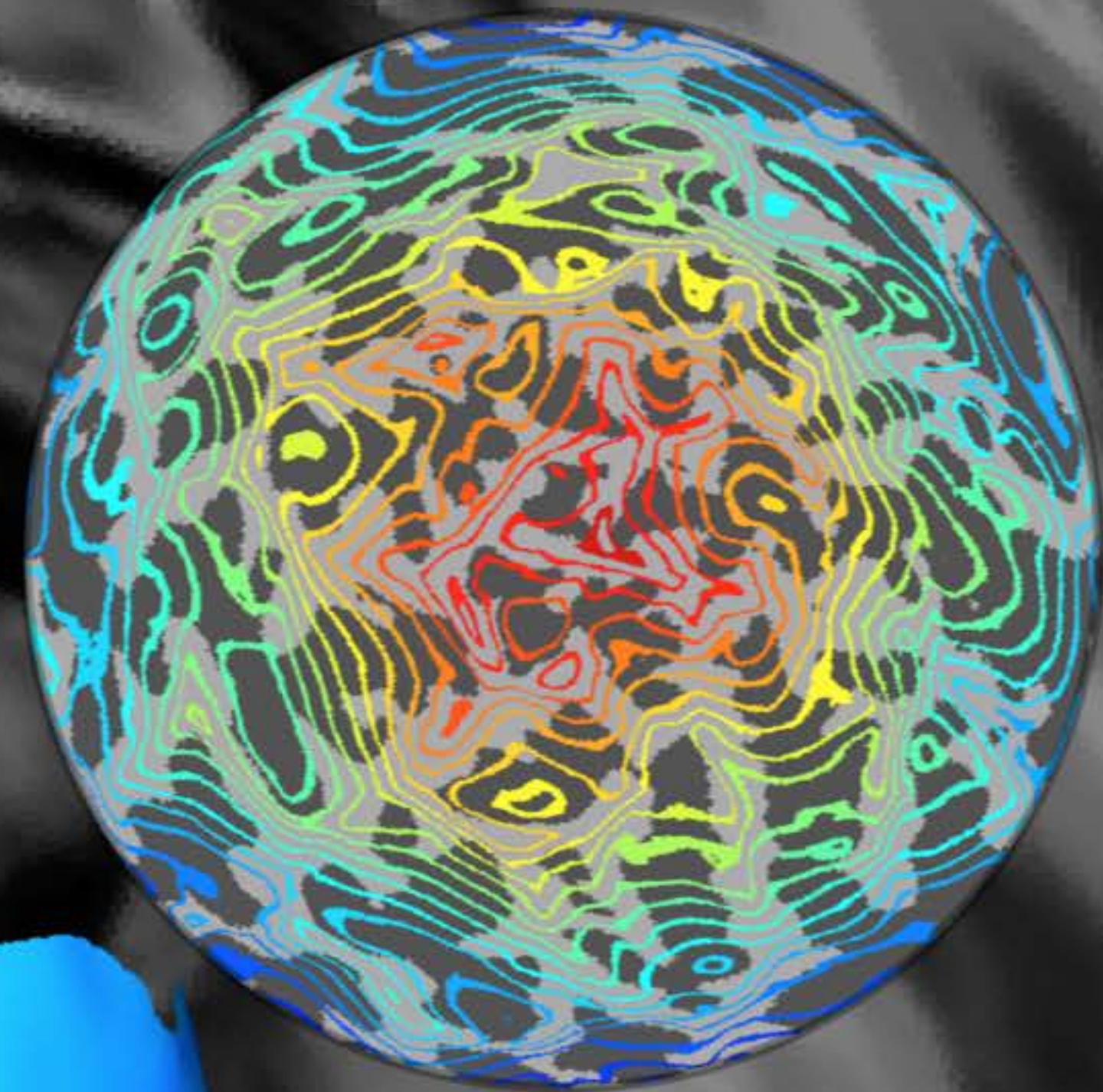
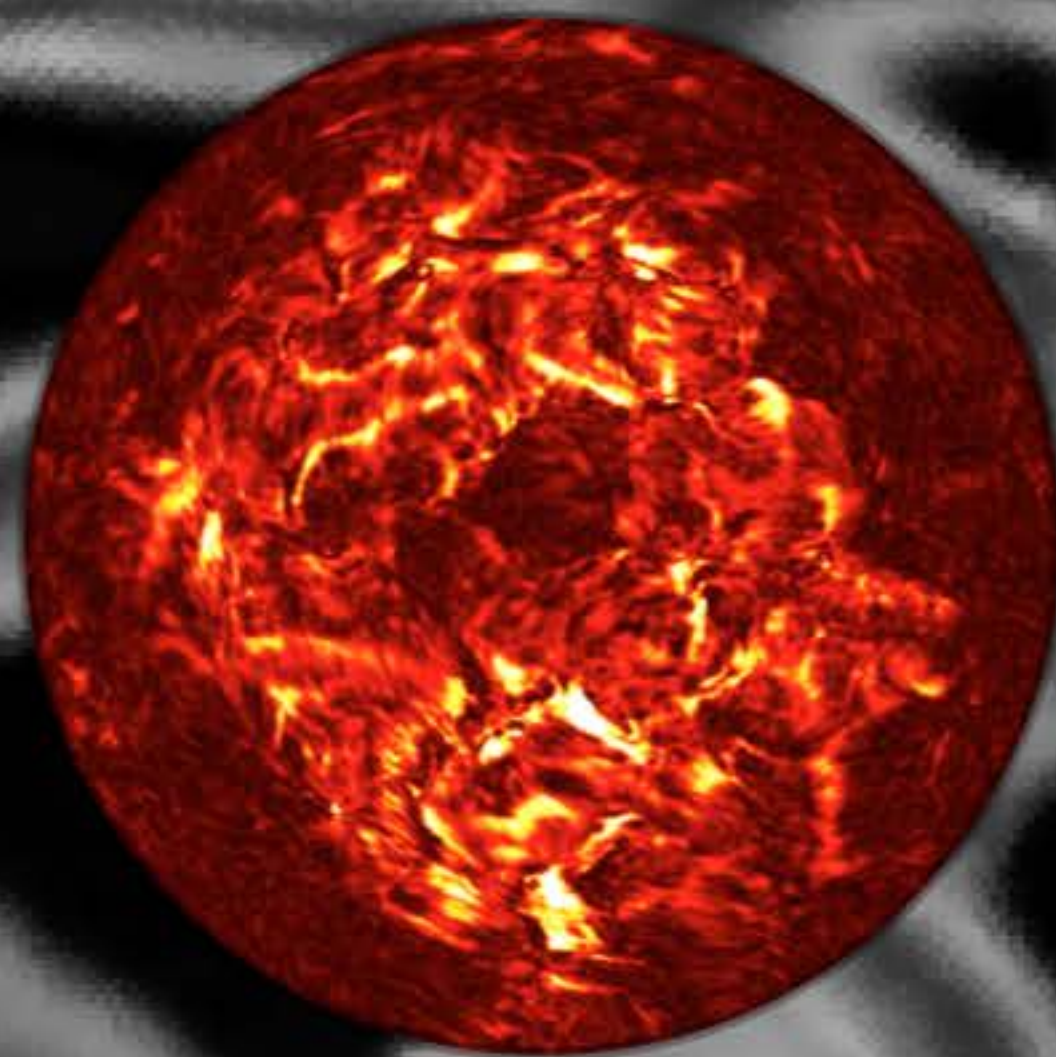
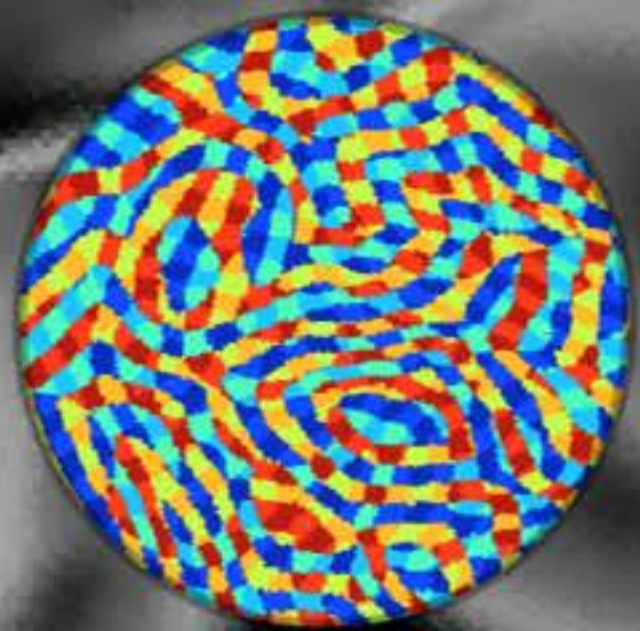
Kay, *NeuroImage*, 2017

- Both **functional** and **mechanistic** models are useful
- Two criteria for models:
  - **Accuracy**: Does the model accurately match experimental measurements for a diverse range of manipulations?
  - **Understanding**: Do we grasp the relationship between model components and the outcomes the model predicts?
- Should we have included the retina in our model?
  - Yes, that is necessary for a mechanistic model...
  - But if we can build a functional model that is **accurate** for our data...
  - Also, omitting helps us **understand** model components

# Acknowledgments

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UC-Berkeley  
(*NeuroImage* paper)





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