

# Experimental design for Cognitive fMRI

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Thanks to Rik Henson, Thomas Wolbers, Jody Culham, and  
the SPM authors for slides



# Overview

- Categorical designs
  - Factorial designs
  - Conjunction designs
- 
- Parametric designs
  - fMRI adaptation
- 
- Paradigm timing

# Isolating a process

- Basic aim: neural correlates of a single process
- Assume that addition of the component process does not alter other task components

“pure insertion”

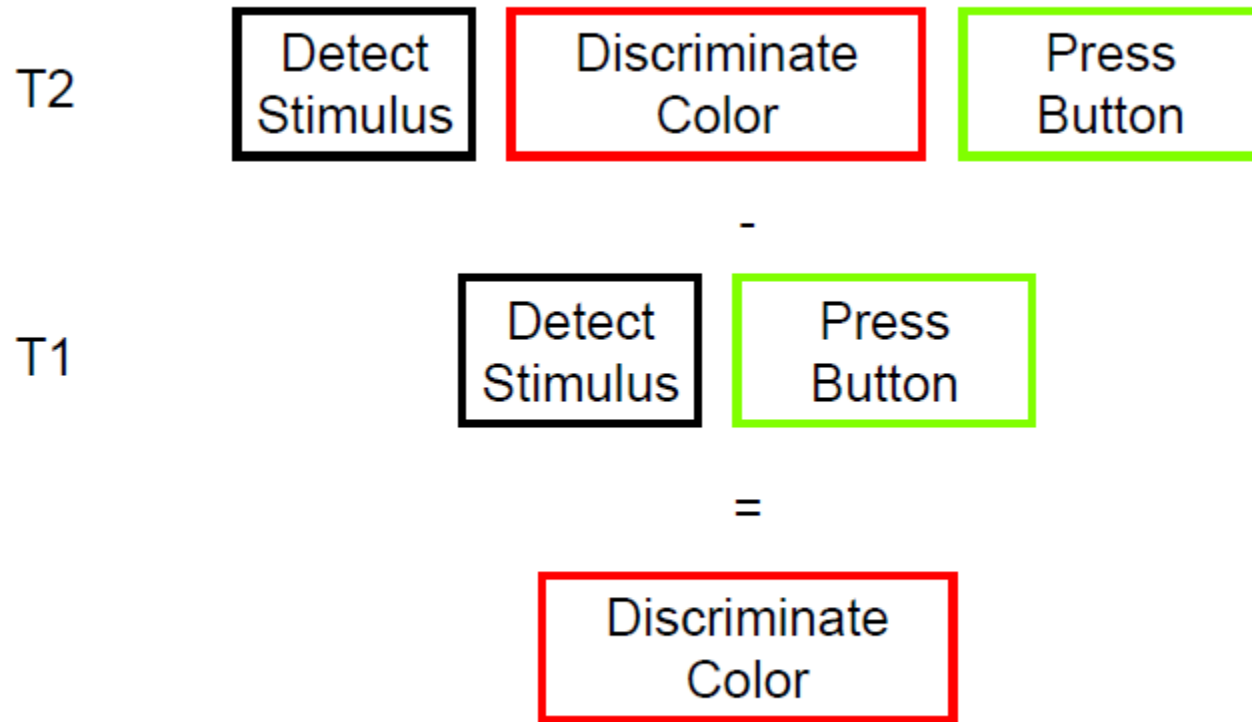
- And: a meaningful cognitive question

Donders (1898-9)



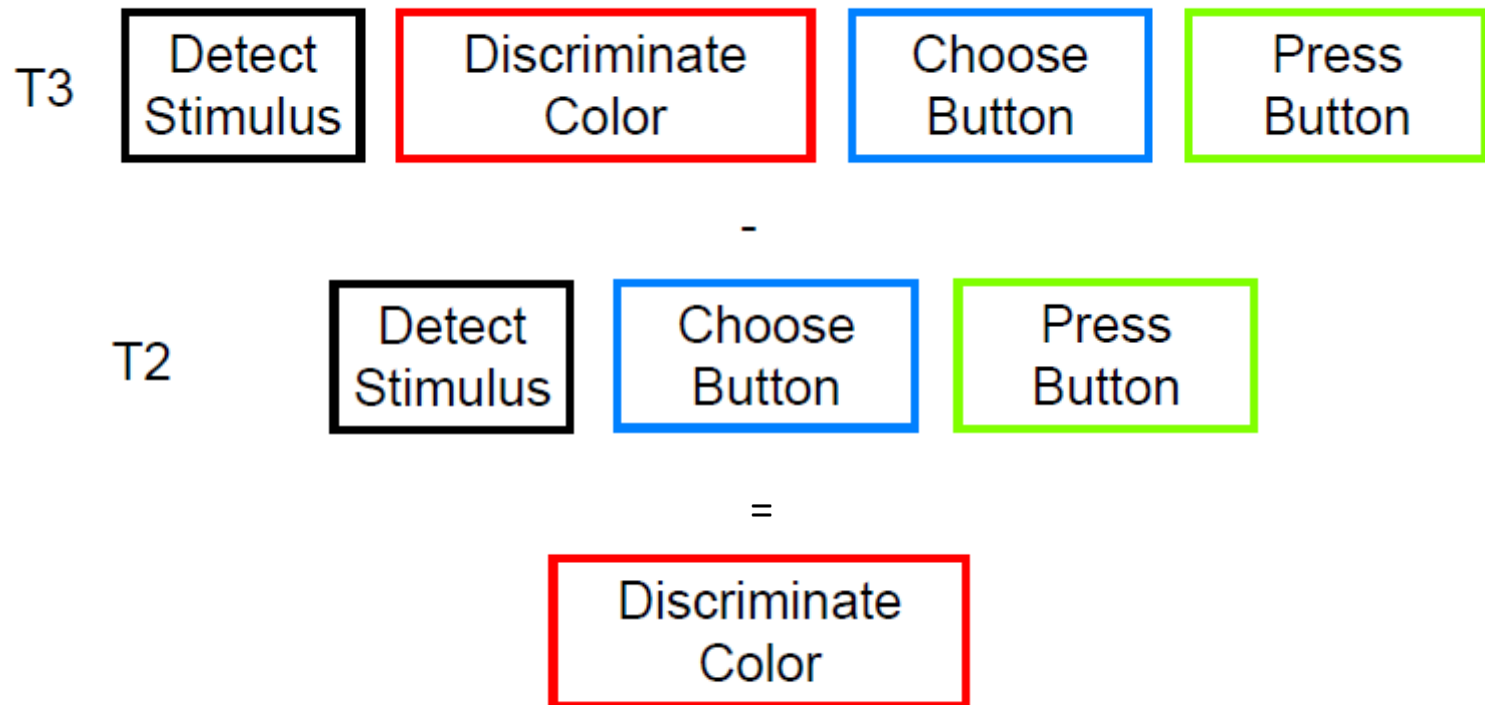
# Cognitive subtraction

Use a simple reaction time task to isolate a process



# Cognitive subtraction

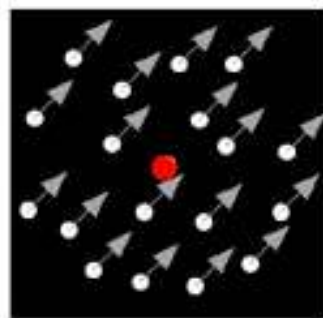
Use a choice reaction time task – get the same results



# Categorical designs

## Simple subtraction

- Detect regions specialised for a function by testing for activation difference
- May also ask: do 2 tasks differ in processing?



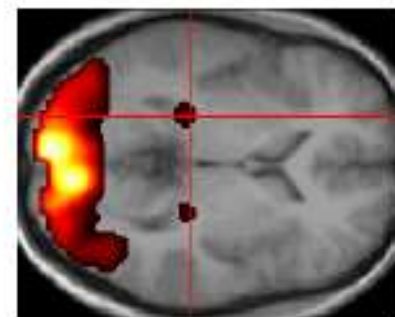
moving dots

—



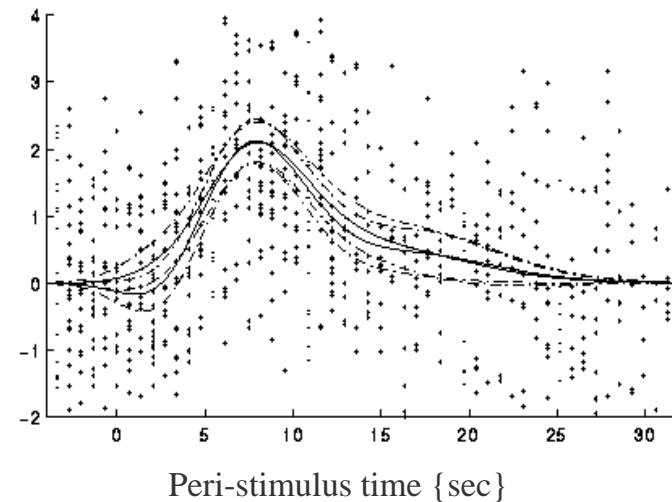
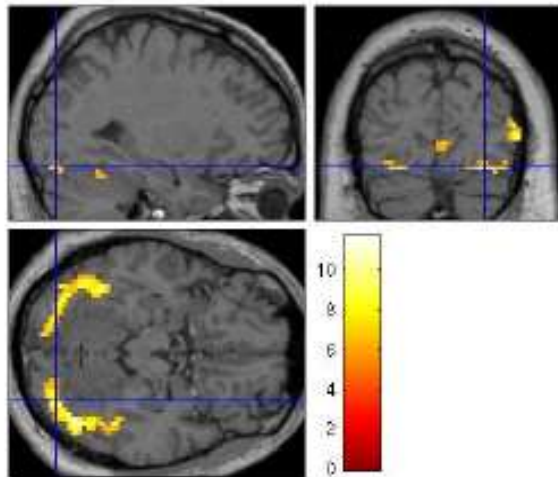
fixation

=



# Evoked responses

Faces vs. baseline 'rest'



‘Null’ events or long SOAs essential for estimation of response shape

‘Implicit baseline’ in SPM = everything not specified in the model

Any baseline ok for estimation of haemodynamic response shape

But cognitive interpretation usually not possible – not a control condition

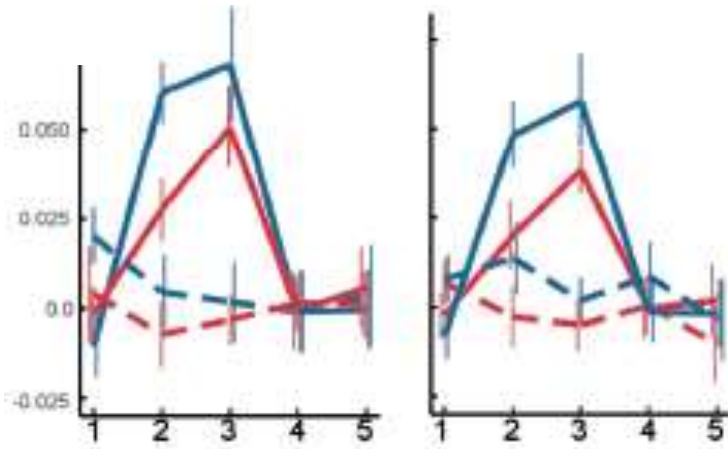
# Control condition

Early “Failure to activate” the hippocampus during episodic memory tasks

Were studies of amnesia wrong?

...only if we use fixation/ rest as the baseline

→ Choice of a baseline depends on your question!



- Novel vs. Odd/Even
- Familiar vs. Odd/Even
- Novel vs. Rest
- Familiar vs. Rest

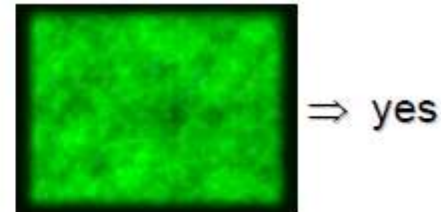


# Categorical designs

## Serial subtraction

- Is the inferiotemporal cortex sensitive to both **object recognition** and **phonological retrieval** of object names?

**A** say „yes“ when you see an abstract image  
(vis. analysis, verbal output)



**B** say „yes“ when you see a concrete object  
(vis. analysis, **object recognition**, verbal output)



**C** name concrete object  
(vis. analysis, **object recognition**, **phonological retrieval**, verbal output)



# Categorical designs

<b>A</b>	visual analysis verbal output	.....
<b>B</b>	visual analysis object recognition verbal output	<b>C</b>
		visual analysis object recognition phonological retrieval verbal output

**B - A**  $\Rightarrow$  significant IT activation  $\Rightarrow$  object recognition!

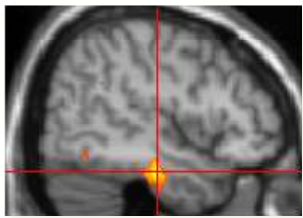
**C - B**  $\Rightarrow$  no significant IT activation  $\Rightarrow$  no evidence for IT involvement in phonological retrieval!

**Problem:** unjustified assumption that IT response to object recognition is context independent!

more likely, one process modulates another

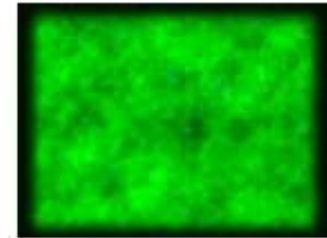
# Overview

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- Factorial designs
- Conjunction designs
- Parametric designs
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# Factorial designs

**D** Name colour of abstract image  
*(vis. analysis, phonological retrieval, verbal output)*



⇒ green

	no phonolog. retrieval	phonolog. retrieval
no object recogn.	<b>A</b> visual analysis verbal output	<b>D</b> visual analysis phonological retrieval verbal output
object recogn.	<b>B</b> visual analysis object recognition verbal output	<b>C</b> visual analysis object recognition phonological retrieval verbal output

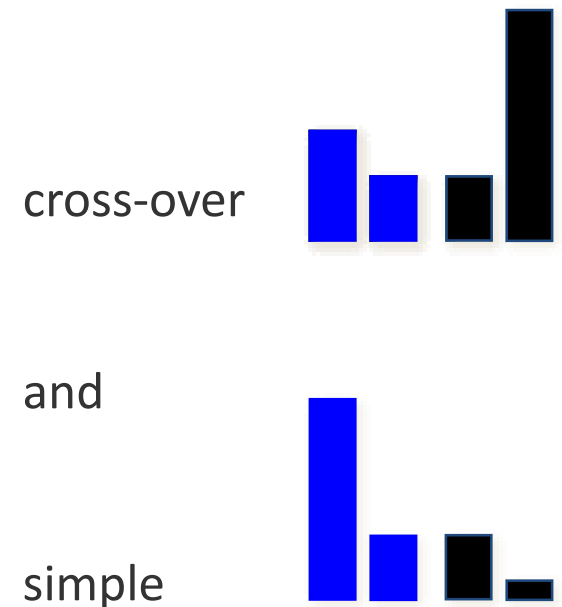
Interaction:  $(C - D) - (B - A) \Rightarrow$  significant IT activation

- phonological retrieval modulates IT response to object recognition  
 ⇒ IT also involved in phonological retrieval!

# Factorial designs

## Interactions

- The task is more than the sum of its (interdependent) processes
- A modulates B
- Test by varying A and B independently
- May alternatively find only main effects – if so, serial subtraction and factorial designs give same answer



We can selectively inspect our data for one or the other by **masking** during inference

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# Conjunction design

One way to minimize ‘the baseline problem’ is to **isolate the same cognitive process by two or more separate contrasts**, and inspect the resulting simple effects for **commonalities**.

Conjunctions can be conducted across different contexts:

- tasks
  - stimuli
  - senses (vision, audition)
- etc.

Note: requirement for contrasts to be **independent** depends on which null hypothesis we test about conjunctions

# Conjunction design

Two task pairs

- B – viewing concrete objects and saying “yes”
- C – naming concrete objects

Difference = **phonological retrieval** PLUS **interaction with object recognition**

- B2 – viewing coloured shapes saying “yes”
- C2 – naming colour of coloured shapes

Diff = **phonological retrieval** PLUS **interaction with visual analysis**

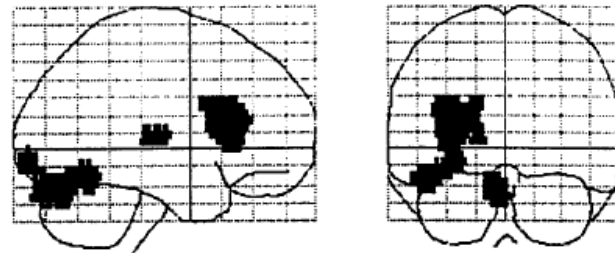


# Conjunction design

Overlap isolates the process of interest

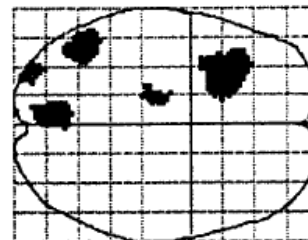
- Phonological retrieval
- NOT its interactions with visual processing

SPM{Z}



Overlap of 4 subtractions

Price & Friston (1997)



# Conjunction statistical tests

SPM12 offers two general ways to test the significance of conjunctions.

- Test of global null hypothesis (c):  
Significant set of consistent effects

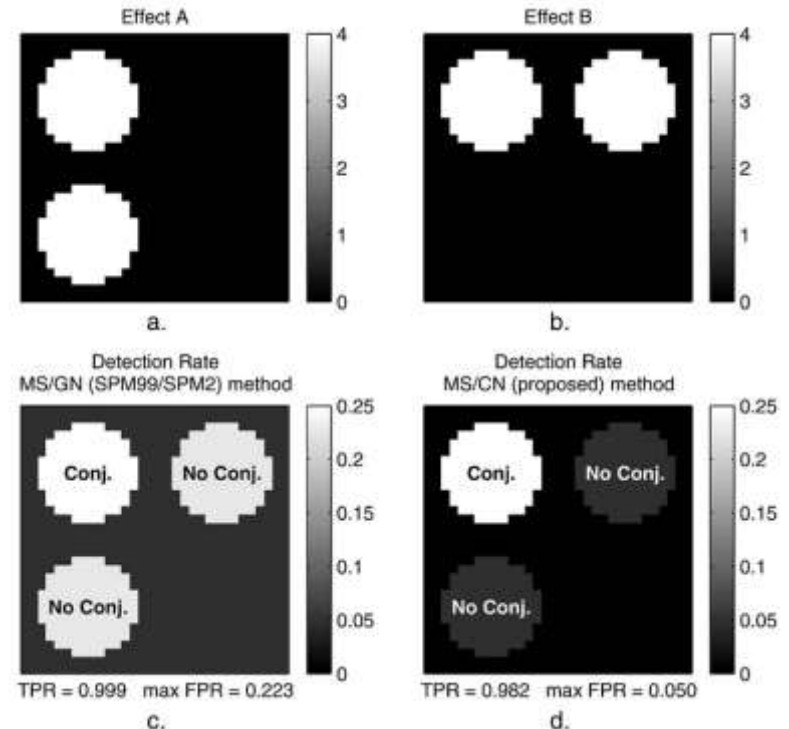
“which voxels show effects of similar direction (but not necessarily individual significance) across contrasts?”

Requires **independent** contrasts

- Test of conjunction null hypothesis (d):  
Set of consistently significant effects

“which voxels show, for each specified contrast, effects > threshold?”

Works for **dependent** contrasts



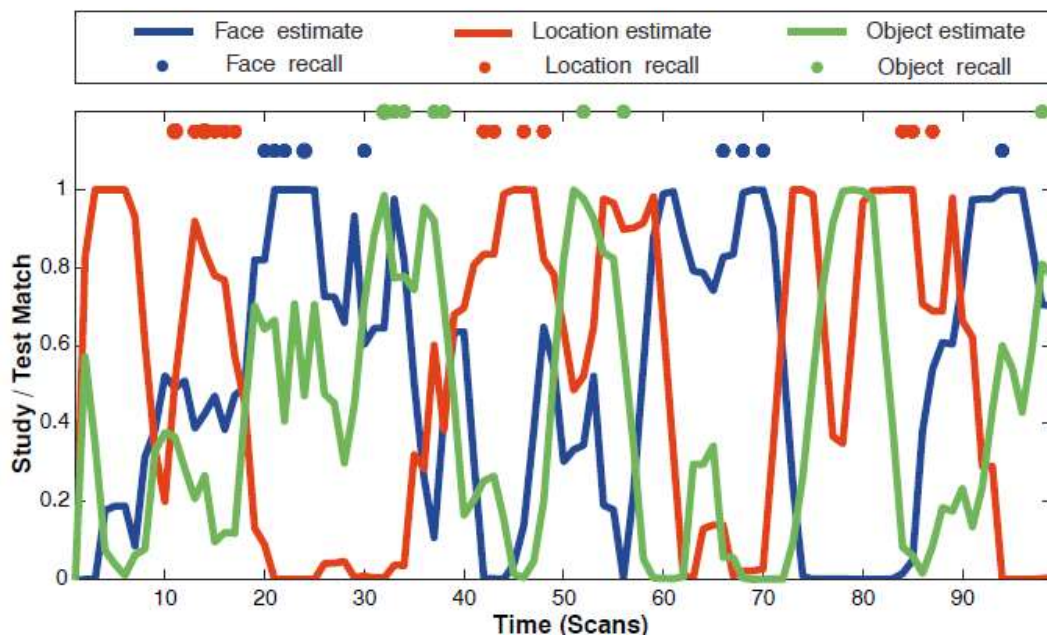
Friston et al., (2005). *Neuroimage*, 25:661-7.

Nichols et al., (2005). *Neuroimage*, 25:653-60.

# Conjunction design

## Detecting overlapping processing

- Experiencing 'events' involving faces, scenes, objects
- Reactivation of same regions when these categories of memories were retrieved
- Multivariate pattern analysis (Advanced course)



MVPA recall study

Polyn et al. (2005)

# Summary

- **Categorical designs** involve simple, or serial, subtraction and assume pure insertion
- **Factorial designs** do not need to assume pure insertion and examine interactions between cognitive variables
- **Conjunction designs** examine regions which engage the same processes in multiple contrasts, and can avoid issues with violations of pure insertion

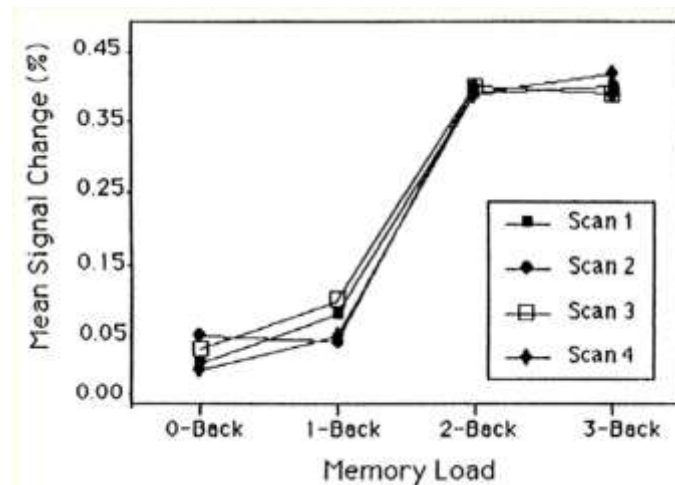
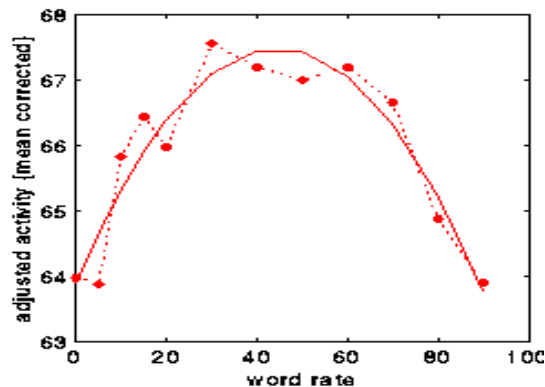
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# Parametric designs

## A continuously varying parameter

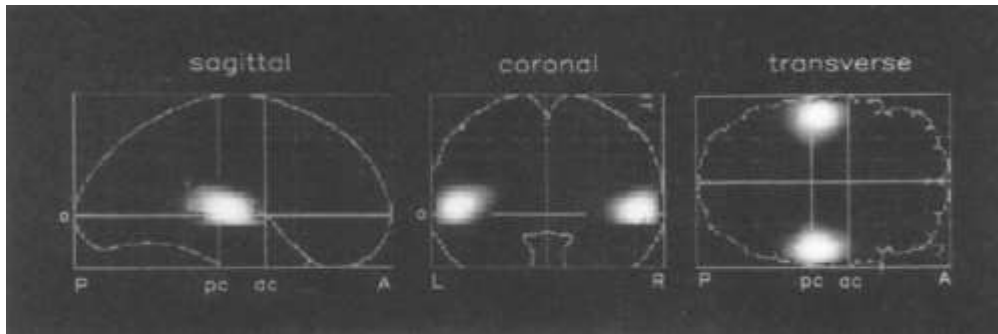
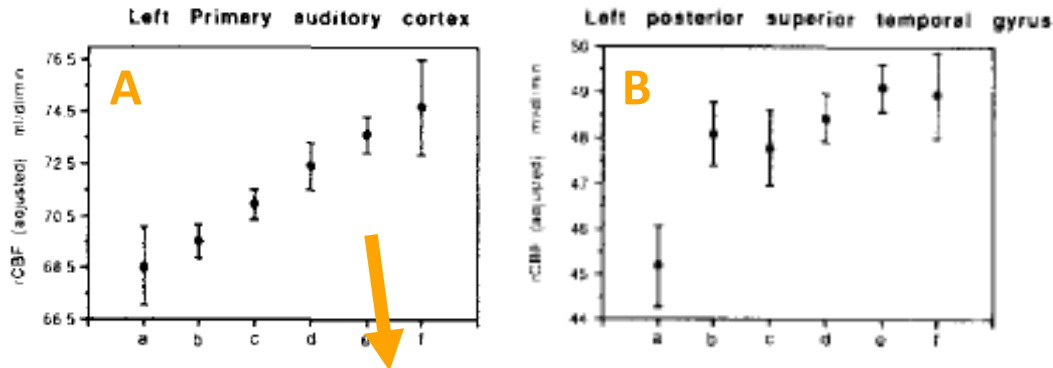
- Detects systematic variation in activity with a process which is engaged to varying degrees
- Avoids pure insertion but does **assume no qualitative change** in this processing over levels of the task
- To investigate this, need to be more specific, e.g. Linear?
- BUT: often less sensitive



Buchel et al.  
(1996)

Cohen et al.  
(1996)

# Parametric designs



Price et al. (1992)

## PET study

- Auditory words
- Linear relationship of presentation rate with activity in primary auditory cortex
- (Can also extend to factorial design)
- Implement using **contrasts**
- Or, the SPM12 GUI supports parametric modulation regressors in **design**
- Tuesday & Wednesday!

# Parametric designs

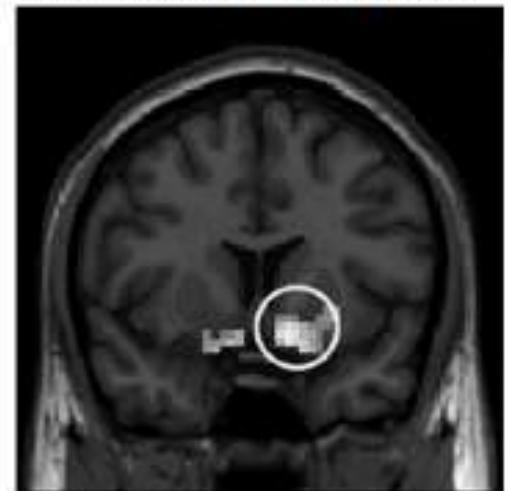
## Model based fMRI

- Computational model provides neurometric function e.g. Rescorla-Wagner prediction error
- Can also do model comparison

Time series of model-derived prediction error



Statistical map for prediction error regressor



Glascher & O'Doherty (2010)

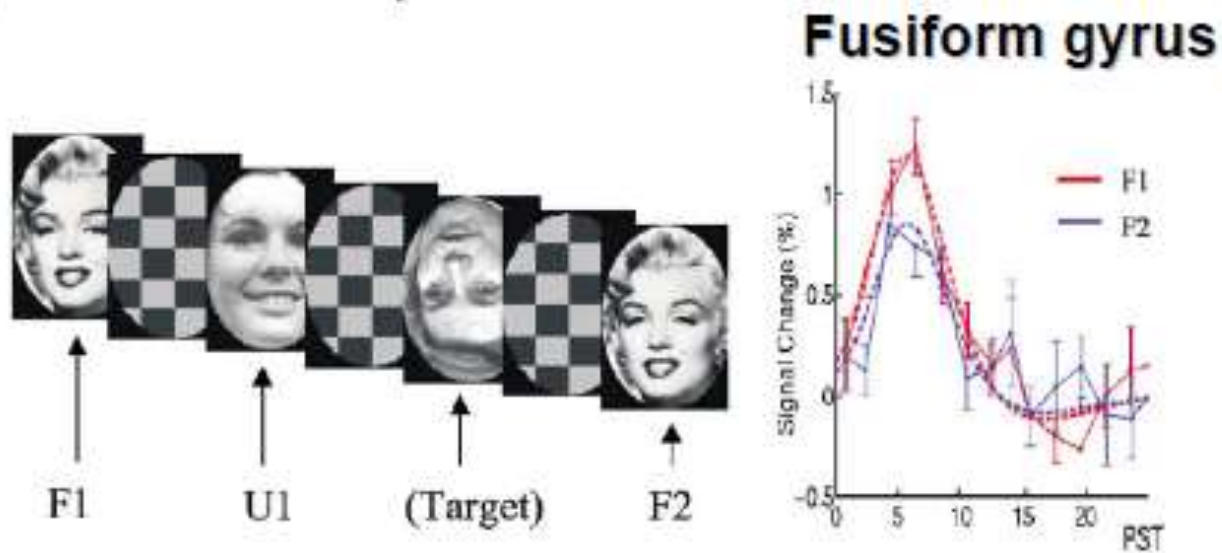


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# fMRI adaptation

- Repetition suppression
- = a reduced BOLD response to repeated stimuli
- Accompanies priming (behavioural)

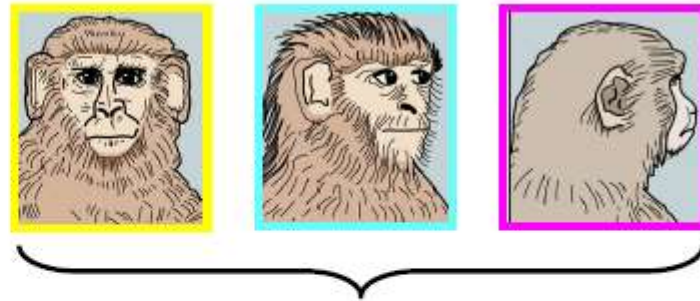
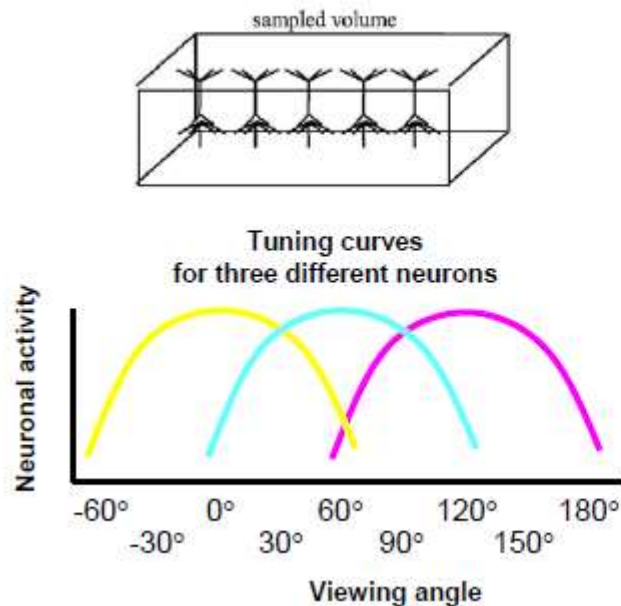


Henson et al. (2000)

# fMRI adaptation

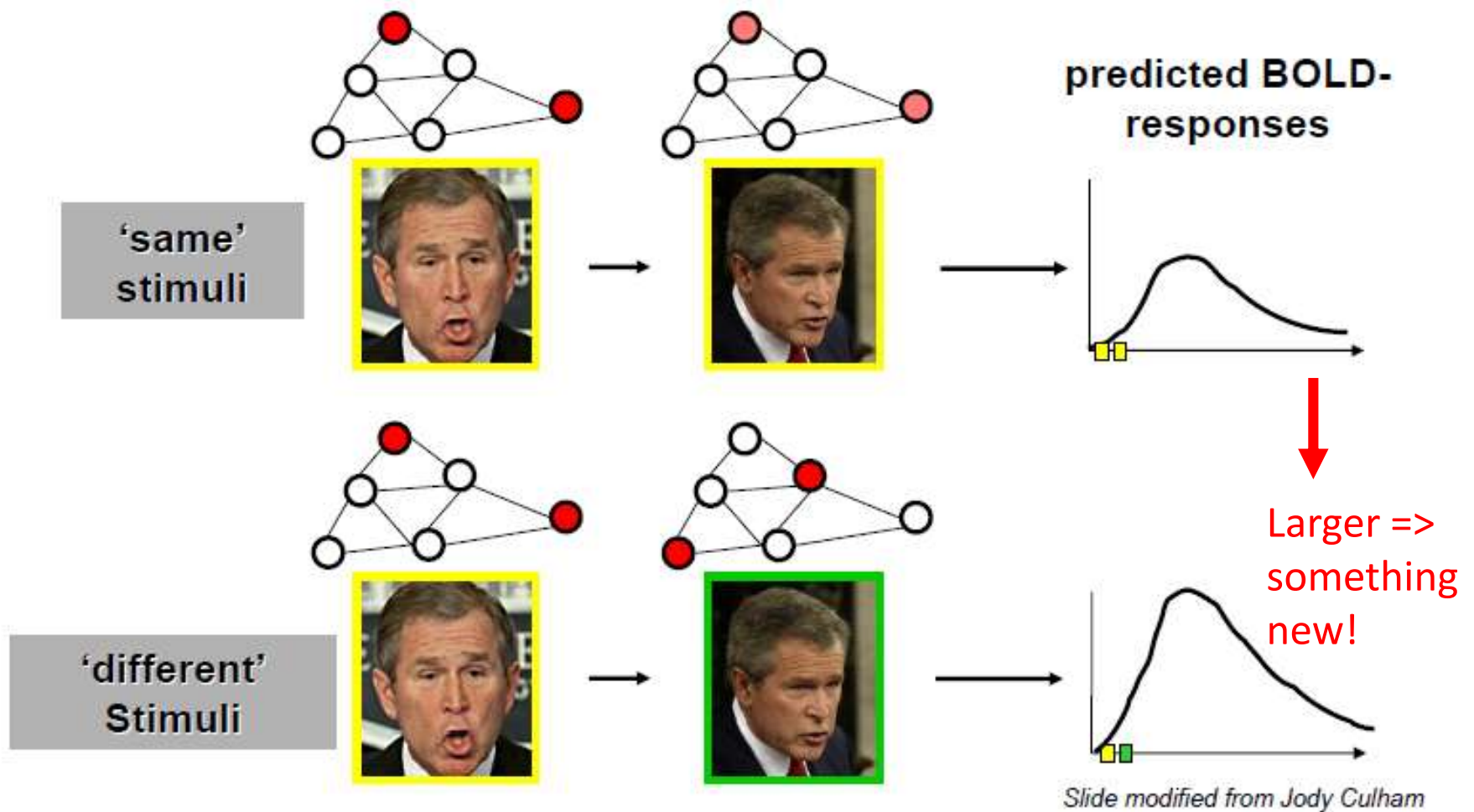
## Repetition suppression as a tool

- fMRI – typical voxel = 10,000s of neurons
- Is there a mix, tuned to diff. face orientations?
- Or: all viewpoint-invariant?



→ identical BOLD response to each orientation!

# fMRI adaptation

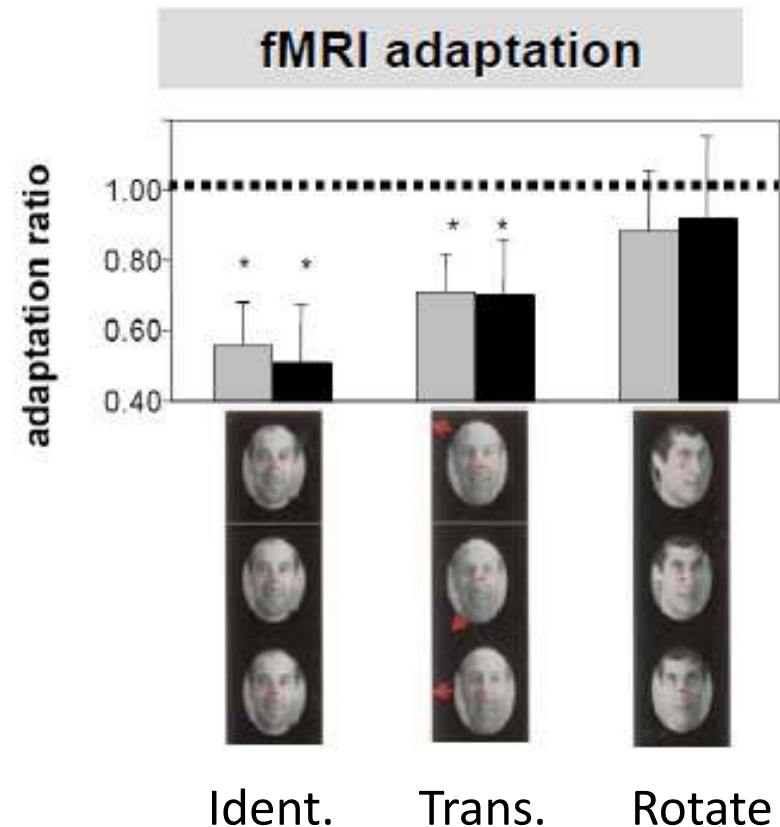
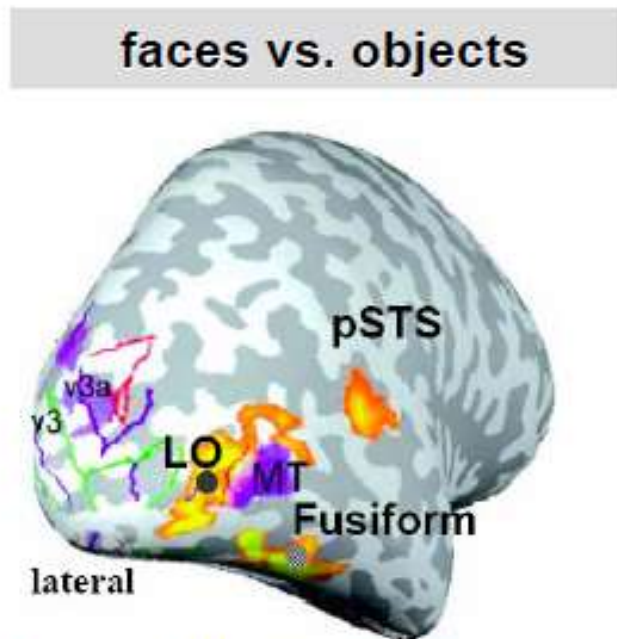


Release from adaptation => sensitivity to the changed feature

# fMRI adaptation

## Orientation tuning in human LOC (posterior Fusiform)

- Recovery from adaptation when rotate faces



Grill-Spector et al. (2001)

# Summary

- Parametric designs extend categorical designs, requiring weaker assumptions to detect effects of a cognitive variable over multiple levels
- fMRI adaptation uses repetition suppression to examine neural representations

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# Paradigm timing





# Separating signal from noise

- Absolute BOLD signal not interpretable, so always **make a contrast** of task conditions\*
- Stopping and restarting the scanner resets the baseline, so **keep comparisons within-session**
- fMRI signal is weak: functionally significant changes <5% signal intensity so get all the signal you can
- Paradigm timing is also critical...
- your task-related changes of interest need to take place **slowly but not too slowly**

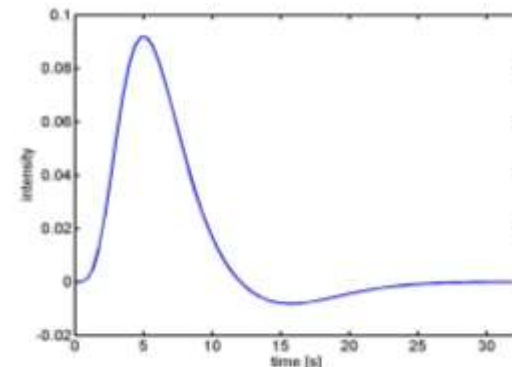
\*although can measure connectivity, e.g. at rest

# Separating signal from noise

- For adequate signal-to noise, must **filter out large low frequency effects** (e.g., scanner drift, aliased physiological rhythms)  $> \sim 0.01$  Hz (1 cycle per 100 sec)
- To avoid removing effects of interest at the same time, need **fairly high experimental design frequency**

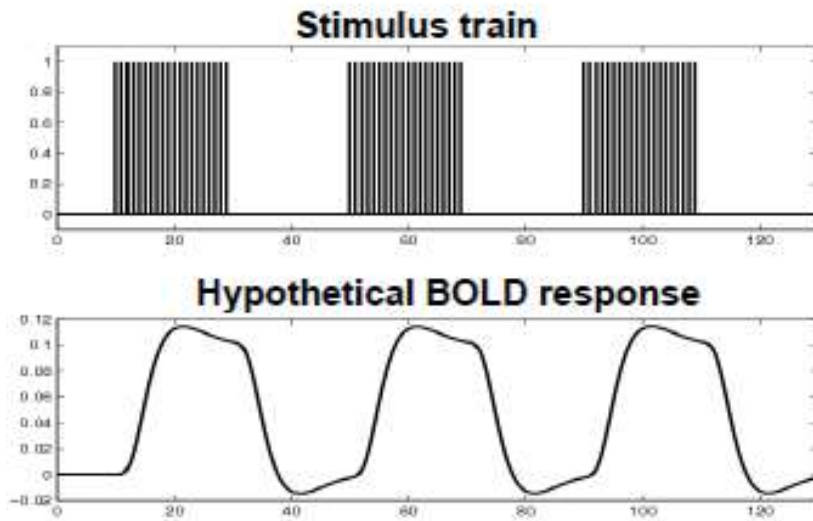
BUT

- ‘Sluggish’ BOLD response with slow response to neural changes **effectively filters out high frequencies**
- So also **avoid very rapid experimental changes**



# Paradigm timing

## Block Design

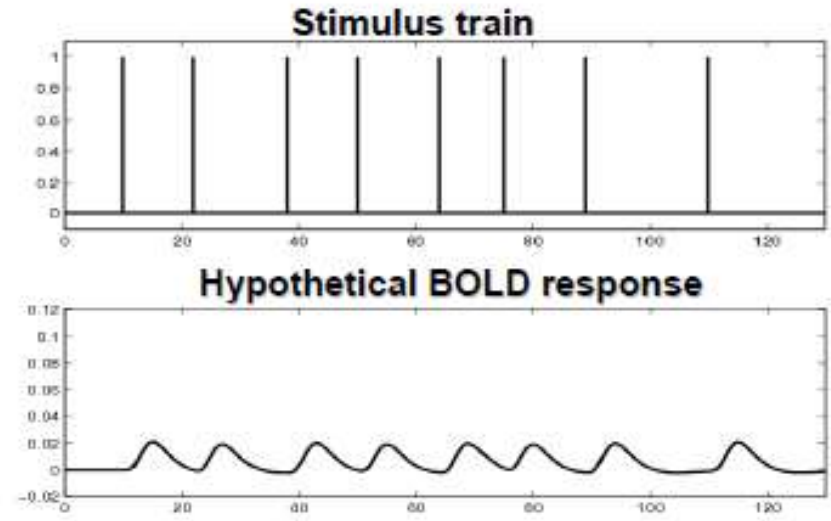


Analysis of whole block

Large effects (=efficient)

Optimal on-off cycle = 32 sec  
(sluggish BOLD response vs.  
low frequency confounds)

## Event-Related Design



Analysis of single items

Smaller effects

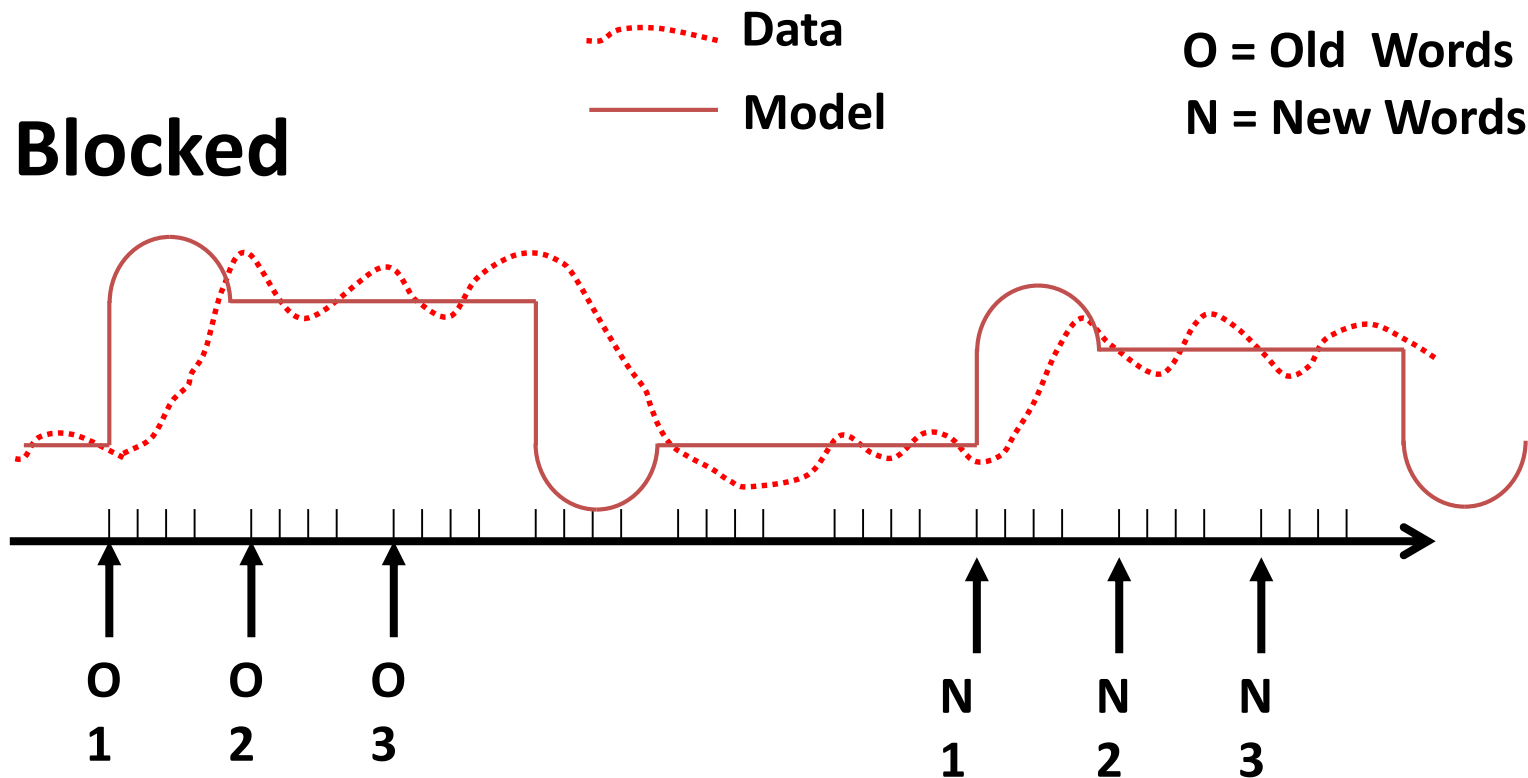
SOA from min  $\sim$  2 sec

# Paradigm timing

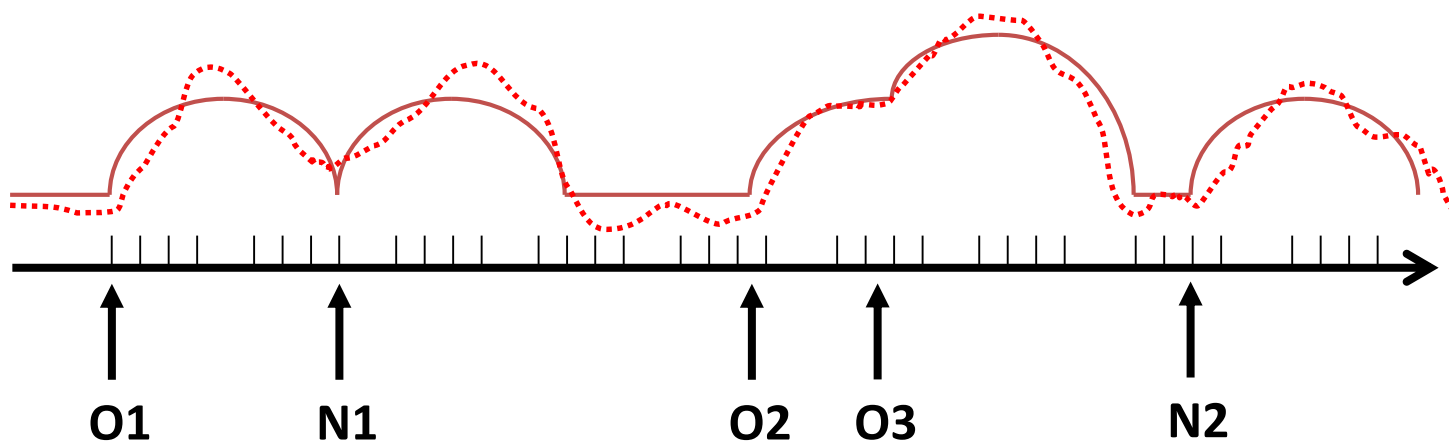
## Advantages of event-related design

- Intermixing of conditions avoids unwanted psychological effects e.g. habituation, expectancy, loss of concentration

## Blocked



## Randomised



# Paradigm timing

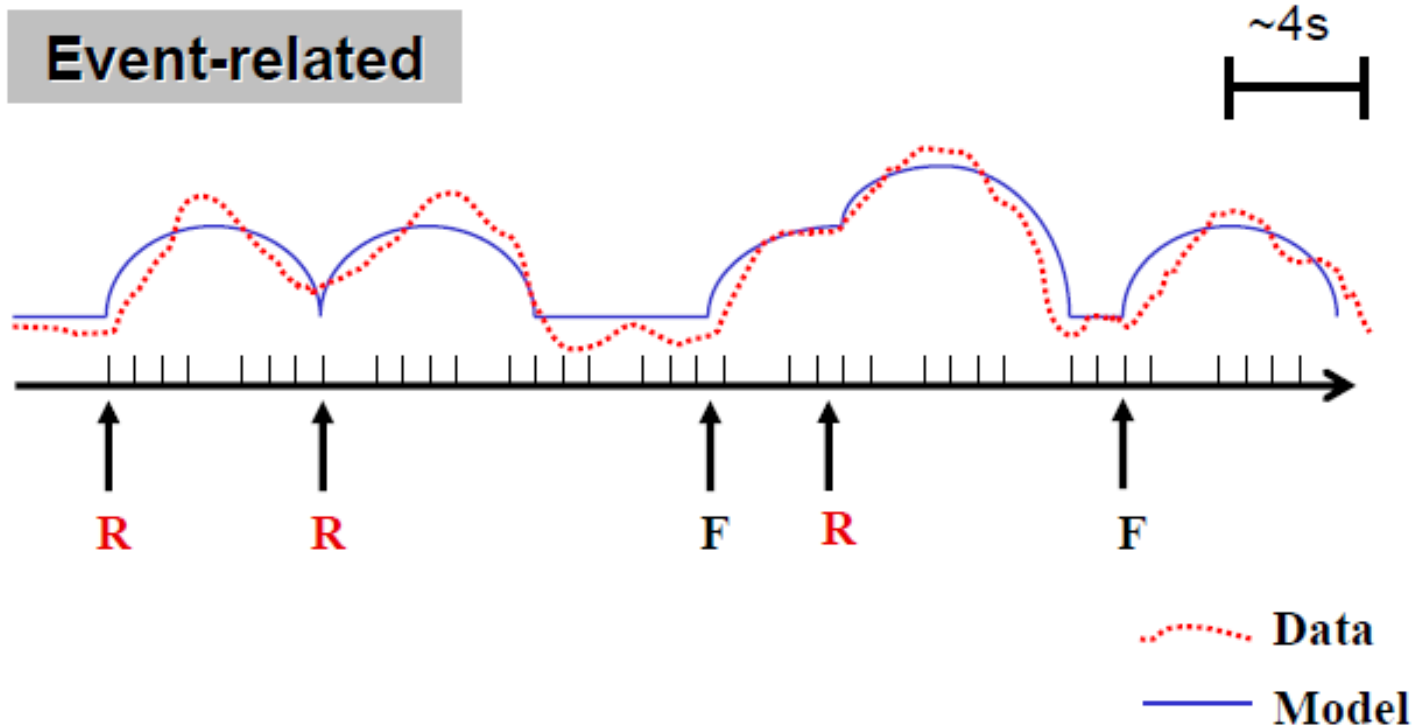
## Advantages of event-related design

- Intermixing of conditions avoids unwanted psychological effects e.g. habituation, expectancy, loss of concentration
- Post-hoc classification of trials, e.g. Subsequent memory effect

# Paradigm timing

**R = Words Later Remembered**

**F = Words Later Forgotten**

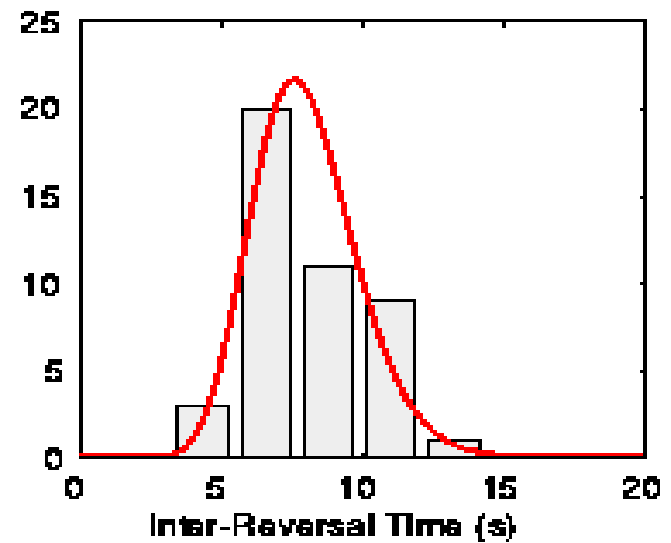
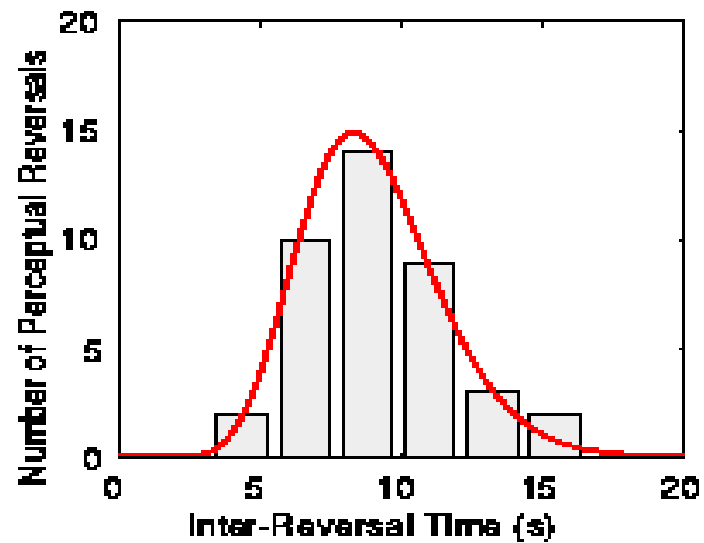


# Paradigm timing

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- Intermixing of conditions avoids unwanted psychological effects e.g. habituation, expectancy, loss of concentration
- Post-hoc classification of trials, e.g. Subsequent memory effect
- Some events can only be indicated by subject at particular time e.g. Spontaneous perceptual changes





# Paradigm timing

## Advantages of event-related design

- Intermixing of conditions avoids unwanted psychological effects e.g. habituation, expectancy, loss of concentration
- Post-hoc classification of trials, e.g. Subsequent memory effect
- Some events can only be indicated by subject at particular time e.g. Spontaneous perceptual changes
- Some events cannot be blocked, e.g. oddball

# Summary

Main message: different designs for different questions

Don't forget

- Scan for as long as possible (lots of trials)
- Never contrast trials very far apart in time (low f noise)
- Never contrast conditions run in different scanner sessions (i.e., scanner stopped and restarted)

Want to know more?

- Temporal design efficiency
- Design optimisation
- <http://imaging.mrc-cbu.cam.ac.uk/imaging/DesignEfficiency>

# Design taxonomy

## Categorical designs

Subtraction

Conjunction

## Task A – Task B

- Pure insertion, evoked / differential responses
- Testing multiple hypotheses or for overlap

## Parametric designs

Linear

Nonlinear

a A A A A

- Adaptation, cognitive dimensions
- Polynomial expansions, neurometric functions
- Model-based fMRI (model parameters)

## Factorial designs

Categorical

Parametric

- Interactions/ test pure insertion
- Linear and nonlinear interactions
- Psychophysiological Interactions (PPI)