



fMRI Methodology

Ruling Out Alternative Explanations

- So you can really never be absolutely certain any given region **ONLY** responds to one type of stimuli and never anything else but it's important to gather as much evidence as you can to at least minimize the possibility that there is some obvious alternative explanation (e.g. another kind of major category of objects that you didn't think to test)
- One way Kanwisher tried to be as thorough as possible here involved a very 'low-level' solution... simply bring the experimental participants back for multiple fMRI sessions so they could gather enough data, to rule out enough alternative explanations, to satisfy the scientific community that her argument was at least plausible (albeit not an absolute certainty)

ECoG

Ruling Out Alternative Explanations



A causal test of face recognition in the FFA

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