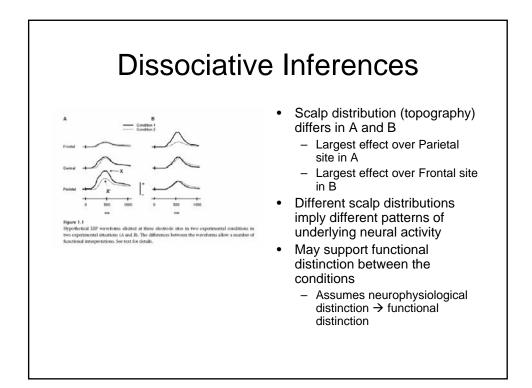
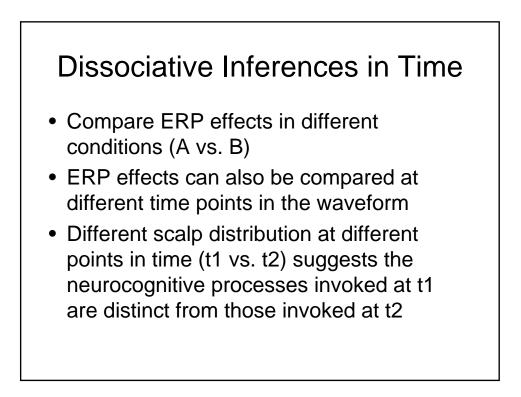


## When do attentional processes engage? Woldorff & Hillyard (1991)

- Compare ERPs elicited by stimuli that are attended versus unattended
- Waveforms differ as early as 50 ms after stimulus onset
- Attentional processes engaged within 50 ms

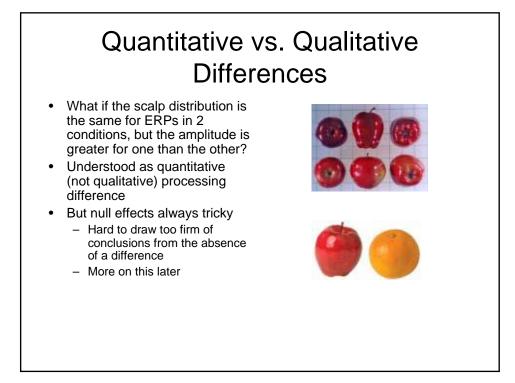




## **Memory Processes**

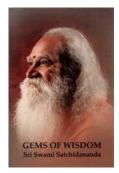
Rugg & Wilding (2000)

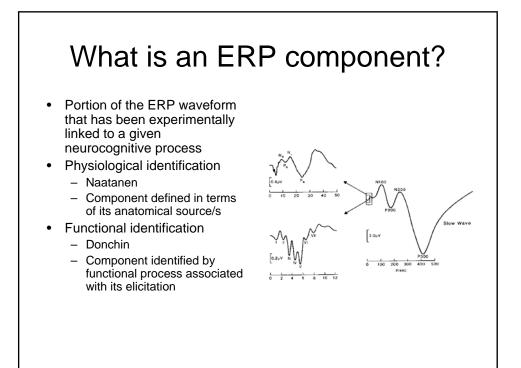
- Subjects see list of items (study)
- Subjects see list comprised of previously studied items and new items (test)
- · Old items more positive than new items
  - Early: largest over posterior (parietal) sites
  - Late: largest over right anterior sites
- Task engaged different brain areas over time
  - Memory retrieval requires multiple, qualitatively different processes

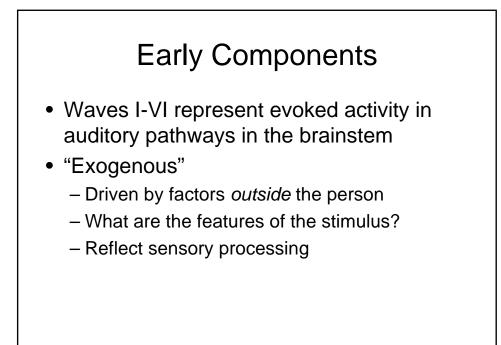


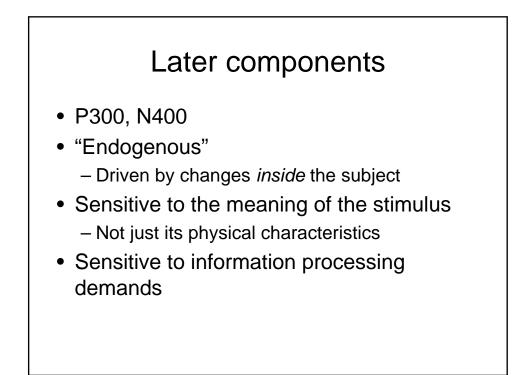
#### Inferences Based on Prior Knowledge

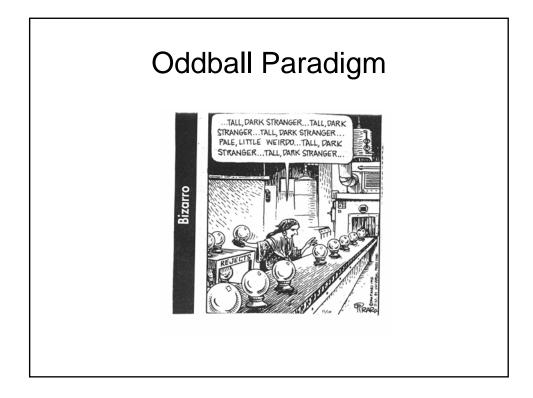
- Build on research by older (sometimes wiser) scientists
- Relies on the elicitation of an ERP component whose functional significance is agreed upon by cognitive neuroscientists

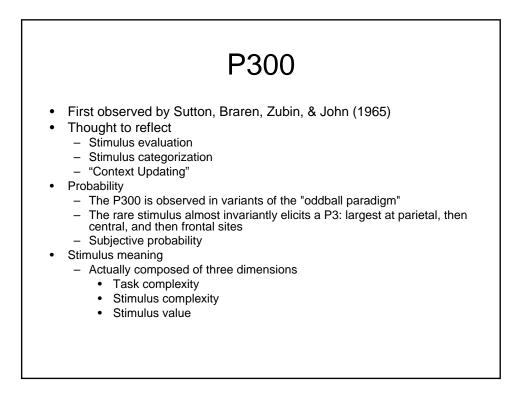


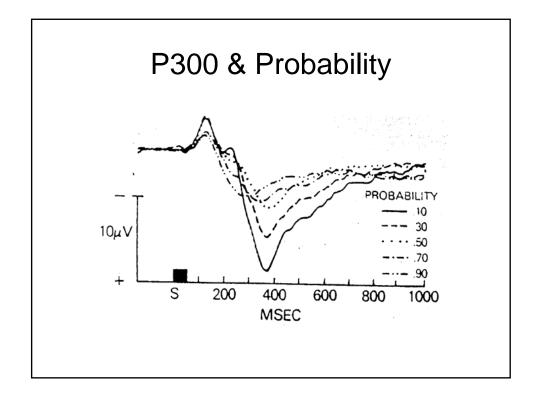


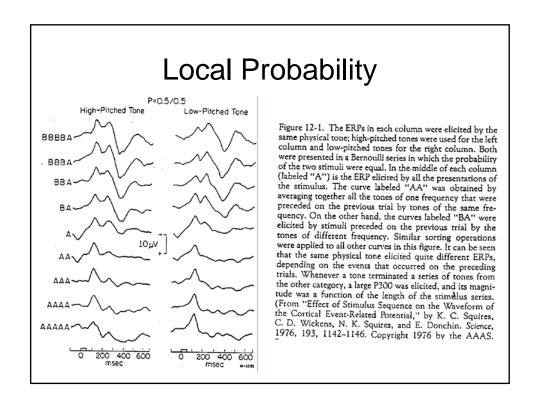






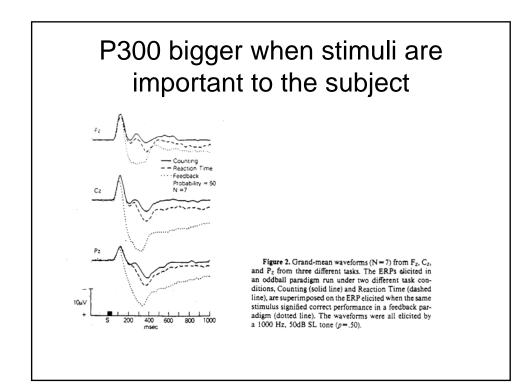






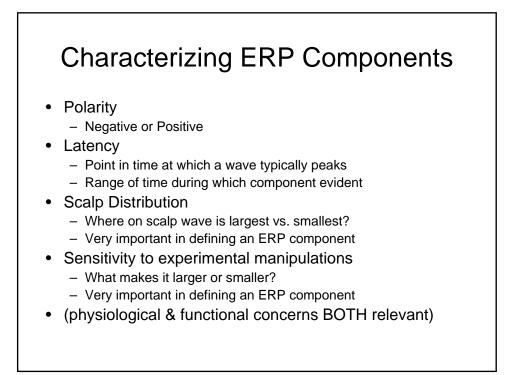
# Stimulus Meaning

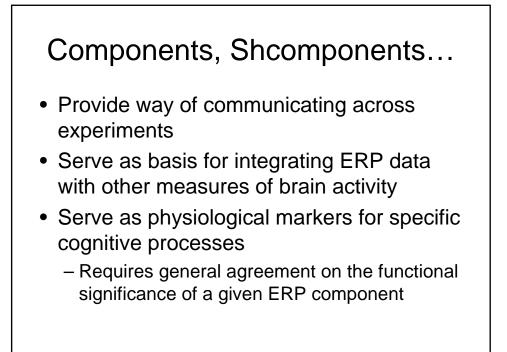
- Stimulus Complexity
  - Complex (interesting?) visual stimuli produce larger P3
    [e.g., Verbaten, Roelofs, Sjouw, & Slangen, 1986]
  - Words elicit larger P3 than more simple visual stimuli
  - [Johnson, Pfefferbaum, & Kopell, 1985; Kutas et al., 1977]
- Stimulus Value
  - Stimuli associated with reward [Jenness, 1972; Johnston, 1979]
  - Target status
  - Stimuli associated with punishment [Curtin et al., 2001]
  - Interesting [Homberg, Grumewald, and Netz, 1984]
- Task Complexity
  - Count vs. passive listen
  - Predict vs. count

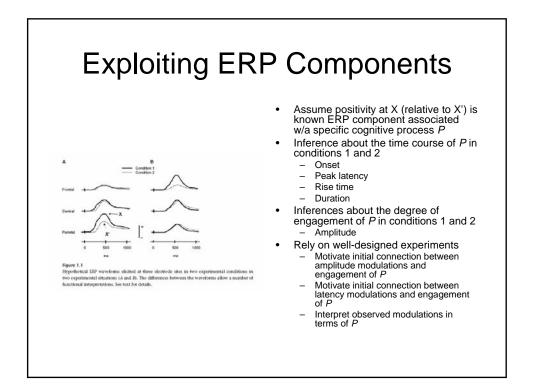


# P300 Component

- ERP component sensitive to probability and/or importance of stimulus
- Reflects stimulus evaluation and categorization
- Reflects updating model of world in memory
  - Orient to novel or important stimuli
  - Keep track of how often such stimuli occur



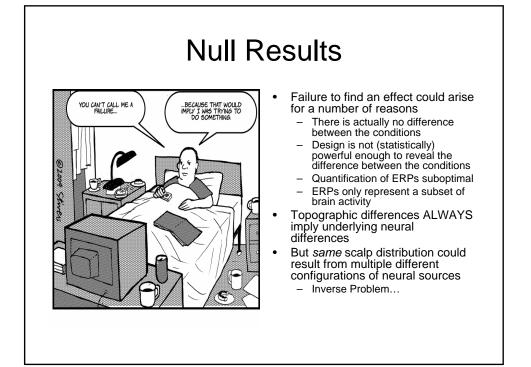




## **Inferential Limitations**

- Null Results
- Scalp Distribution
- Polarity
- Intracerebral Sources
- Amplitude
- Time Course
- Correlation vs. Causation
- Interdomain Mapping





# Scalp Distribution

- "Scalp distribution differences can only come about when the patterns of neural activity generating the distributions differ across conditions or time." Otten & Rugg p. 10
- Many reasons distributions differ
- Engagement of anatomically distinct generators
- Differences in relative contributions of different generators in a network (relative strength or time course of engagement)

