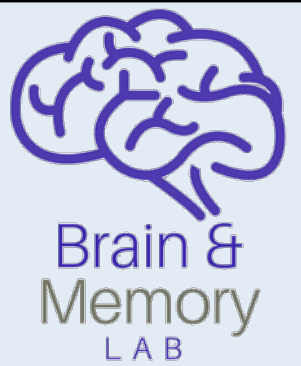




# Prototype representations in VMPFC and hippocampus during concept generalization

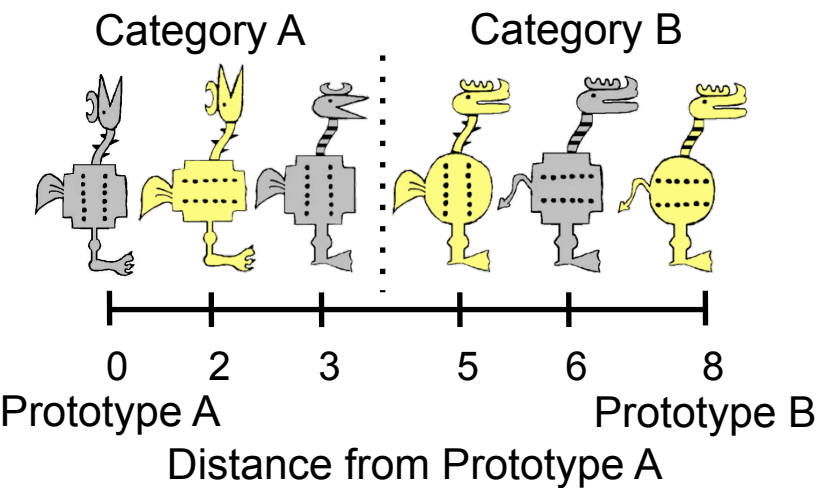
Caitlin R. Bowman & Dagmar Zeithamova  
Department of Psychology, University of Oregon



## Background

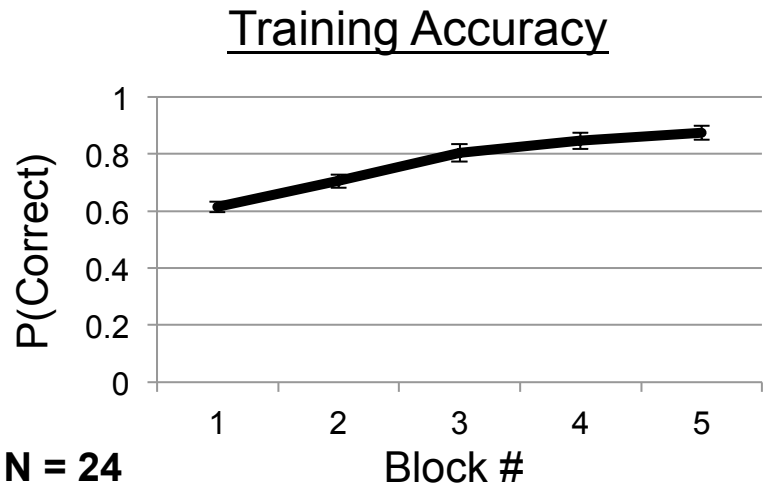
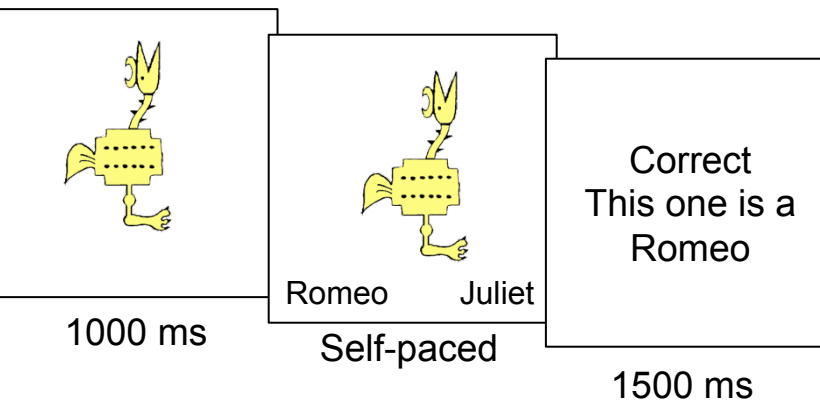
- Exemplar models**<sup>1-2</sup>: categories represented as individual instances (exemplars). Generalization involves joint consideration of all category exemplars.
- Prototype models**<sup>3-4</sup>: categories represented as central tendencies (prototypes). Generalization involves comparison to category prototypes.
- One study found exemplar correlates in visual and lateral prefrontal cortices.<sup>5</sup>
- Prototype correlates unknown, but ventromedial prefrontal cortex (**VMPFC**) and **hippocampus**, structures supporting memory integration<sup>6</sup>, may also support prototype abstraction.<sup>7</sup>
- Do VMPFC and hippocampus support generalization judgments by tracking prototype information?**

## Categorization Task



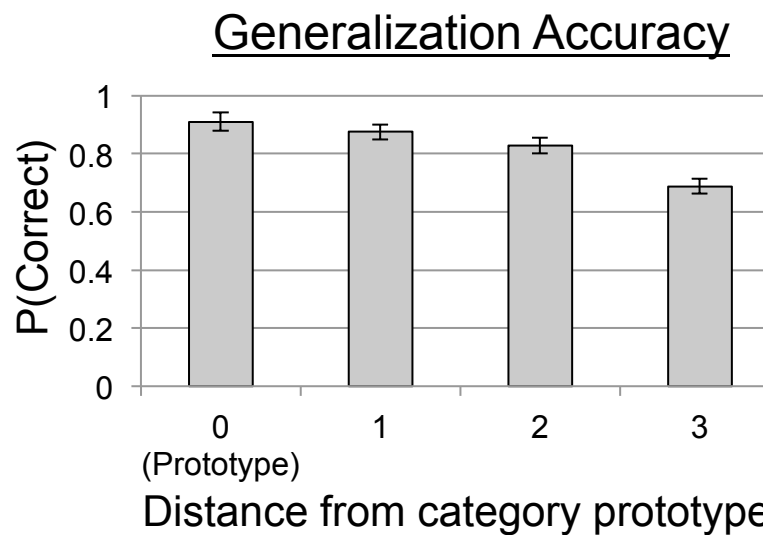
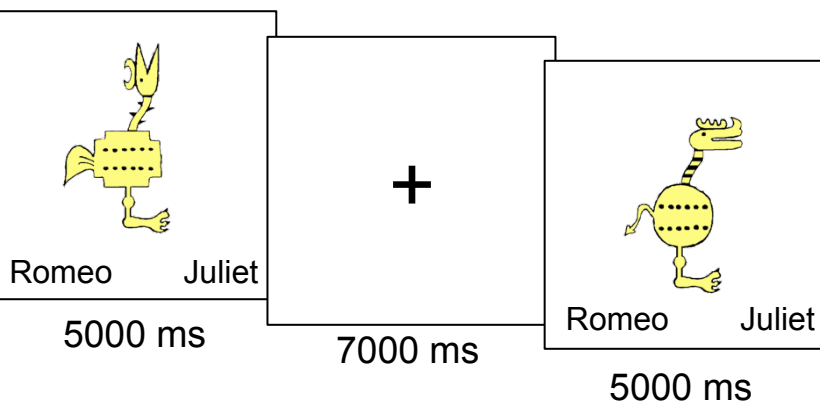
- Stimuli with 8 binary features
- One stimulus = category A prototype
- All other stimuli: 1-8 features different from the A prototype ("distance from the prototype A")
- Stimulus with all 8 features different = B prototype

## Training (outside scanner)



- 4 exemplars per category, differing from their prototypes by 2 features
- 6 repetitions per run, 5 runs

## Generalization

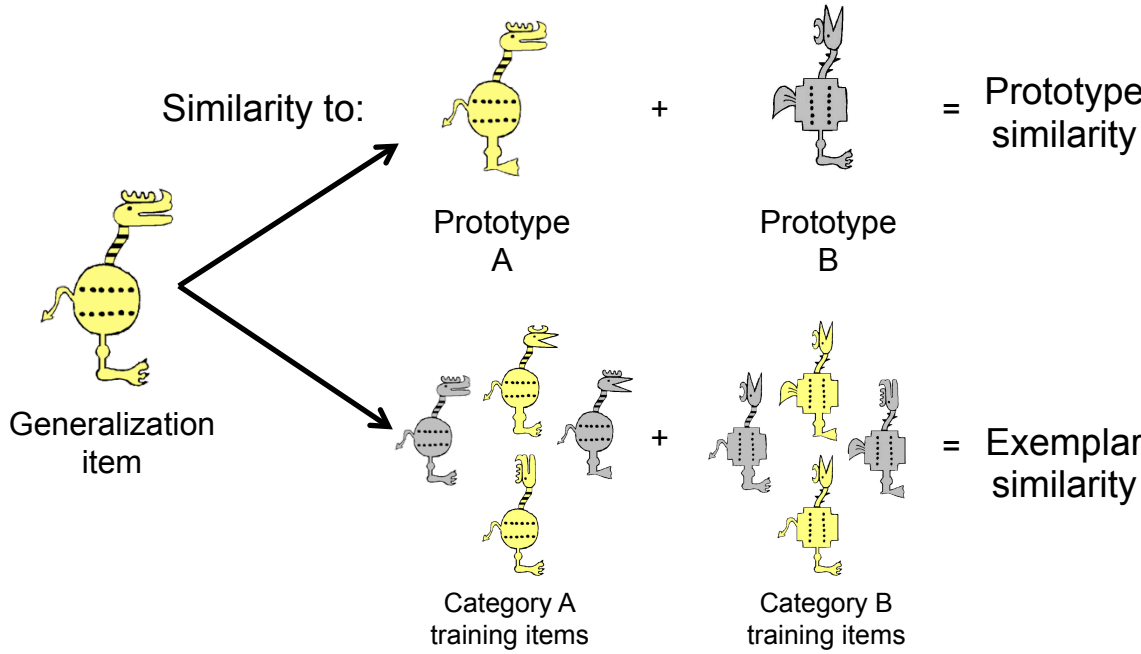


- All training items + new items at each distance from prototypes

- Better classification for items closer to the prototype**

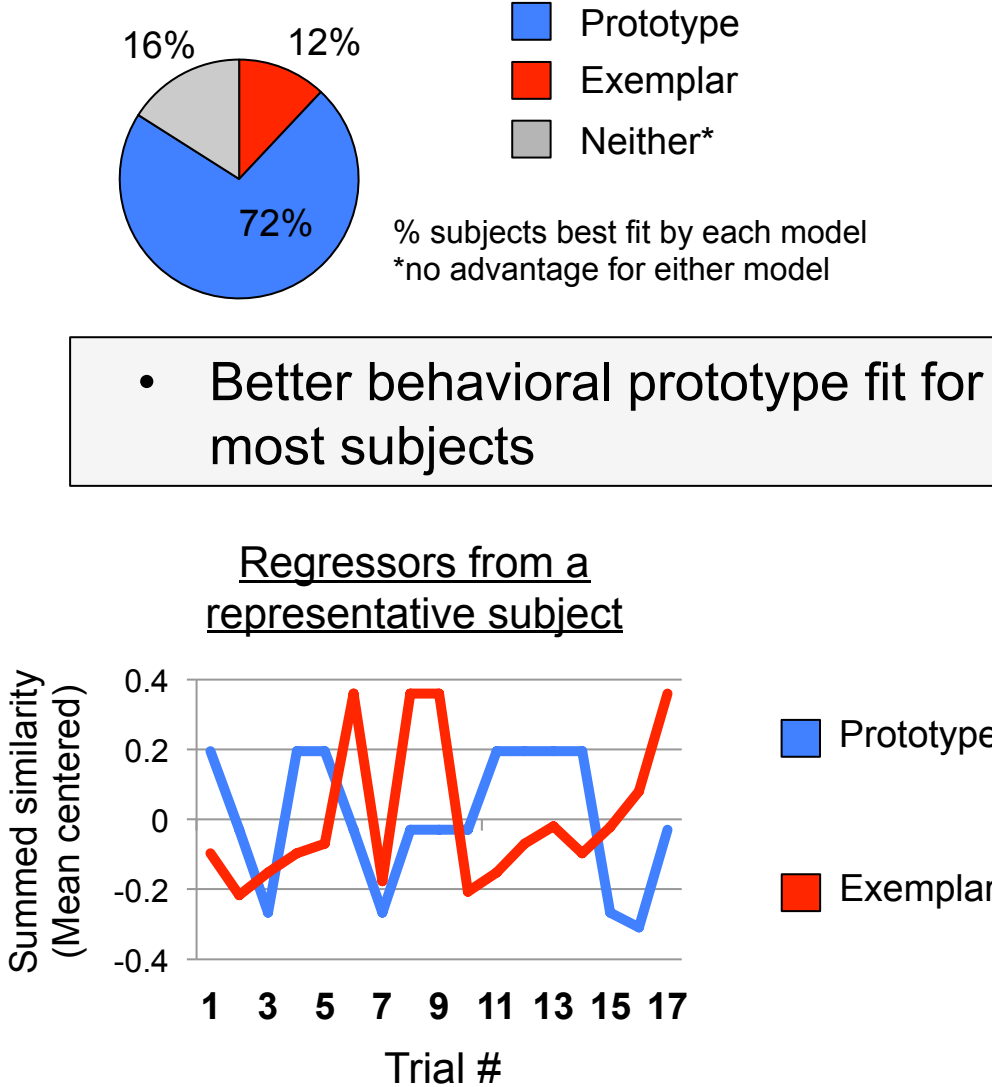
## Prototype & Exemplar model fits

### Generating Model Predictors



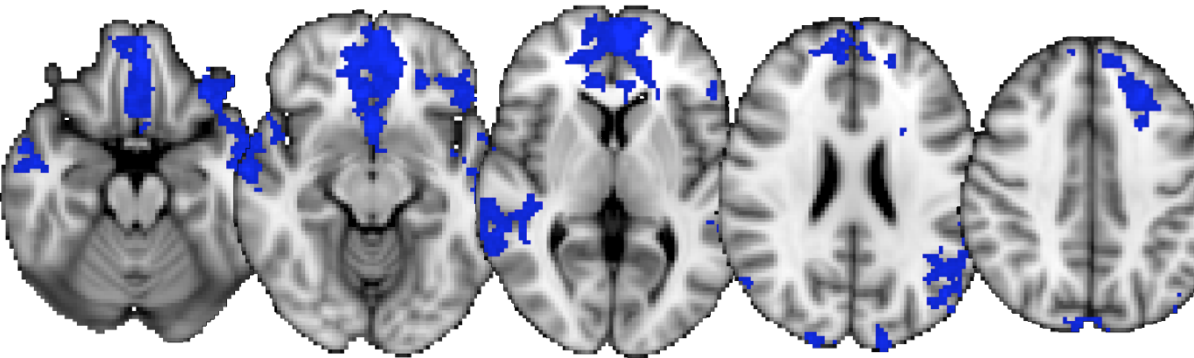
- Trial-by-trial predictors generated for each subject from behavioral generalization data and fit to fMRI data

### Behavioral Model fits

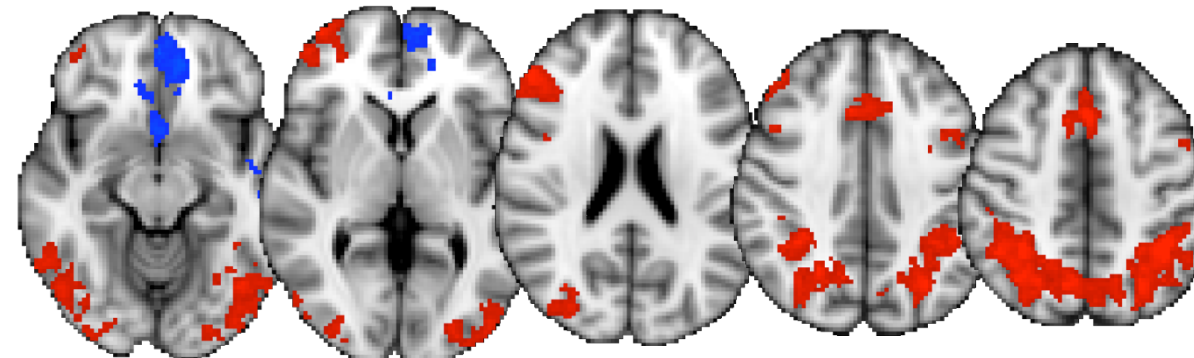


## Whole Brain

### Model predictors versus baseline

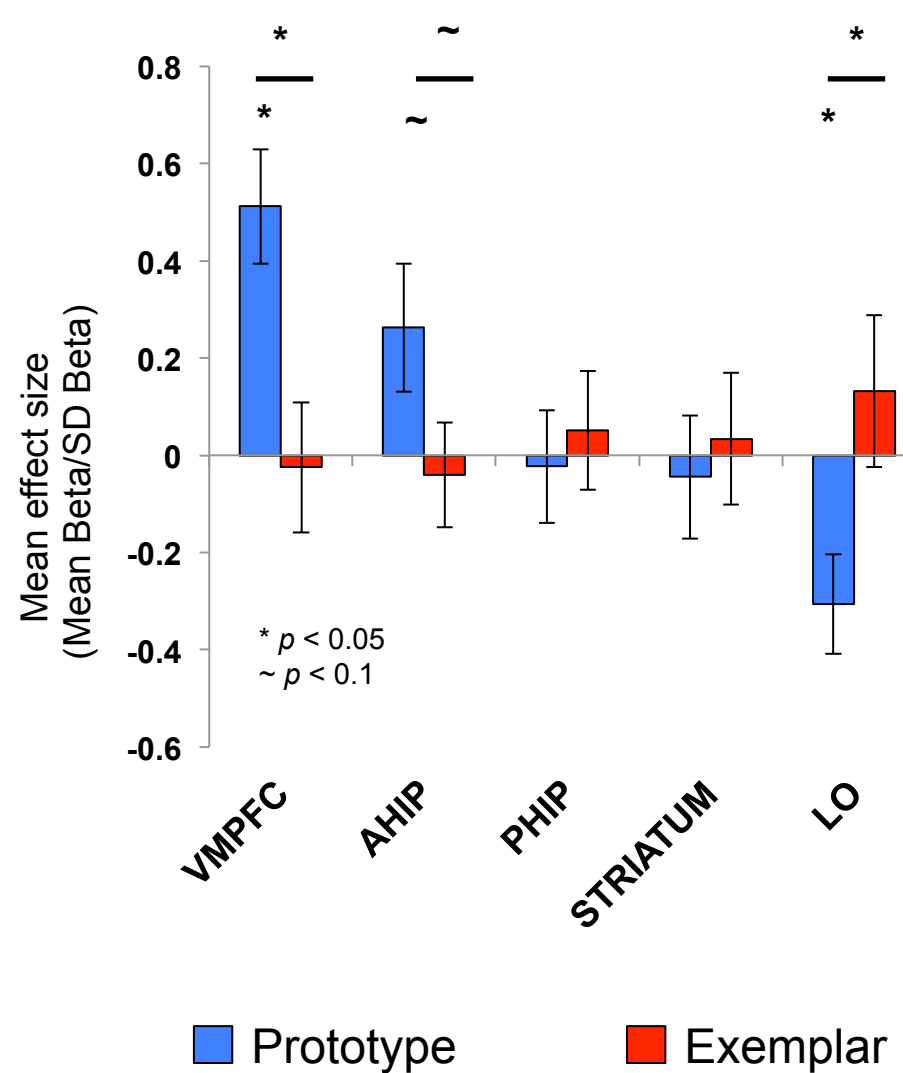


### Direct contrasts of model predictors



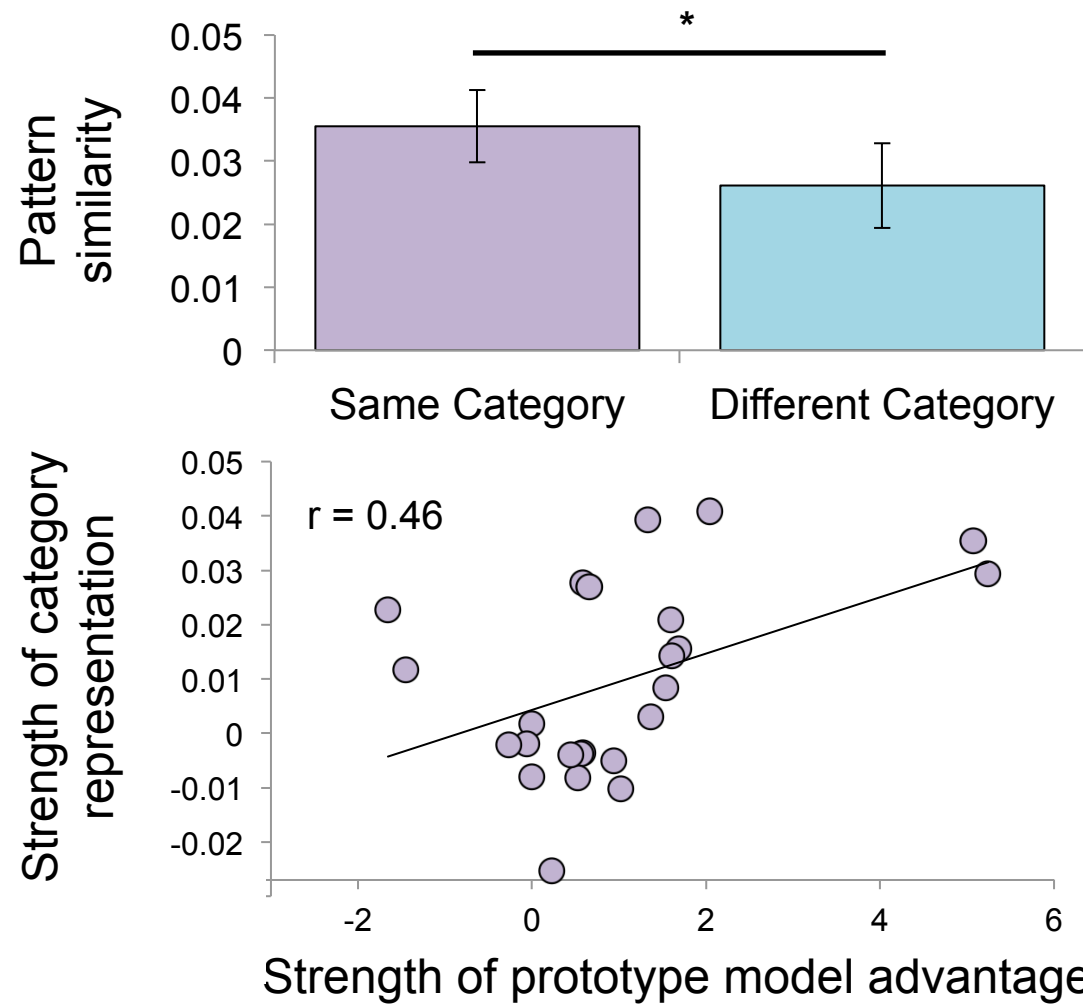
- Strong prototype brain correlates match prototype dominance in behavior
- Consistent with a prior report<sup>5</sup>, visual and lateral prefrontal cortices track exemplar more than prototype predictors
- Marginal prototype correlates in anterior but not posterior hippocampus

## Anatomical regions of interest



## Pattern Similarity Analysis (PSA)

### VMPFC Category Representation



- VMPFC represents exemplars within a category more similarly than exemplars of equal physical similarity from other category
- Strength of this category representation tracks behavioral prototype advantage

## Conclusions

- With better prototype fit to behavior, prototype correlates identified, including in VMPFC
- VMPFC shows PSA-based category representation that tracks with strength of evidence for prototype representations in individual subjects
- Strong evidence that VMPFC represents abstract category information to facilitate generalization

## References

- Nosofsky, R. M. *J. Exp. Psychol. Gen.* **115**, 39–57 (1986).
- Medin, D. L. & Schaffer, M. M. *Psychol. Rev.* **85**, 207–238 (1978).
- Posner, M. I. & Keele, S. W. *J. Exp. Psychol.* **77**, 353–363 (1968).
- Reed, S. K. *Cogn. Psychol.* **3**, 382–407 (1972).
- Mack, M.L., Preston, A.R., & Love, B.C. *Curr. Biology*. **23**, 2023–2027 (2013).
- Zeithamova, D., Dominick, A.L., & Preston, A.R. *Neuron*, **75**, 168–179 (2012).
- Zeithamova, D., Maddox, W.T., & Schnyer, D.M. *J. Neuro.* **28**, 13194–13201 (2008).