

# Attention and decisions

Jacqueline Gottlieb

Department of Neuroscience

The Kavli Institute for Brain Science

Columbia University, USA

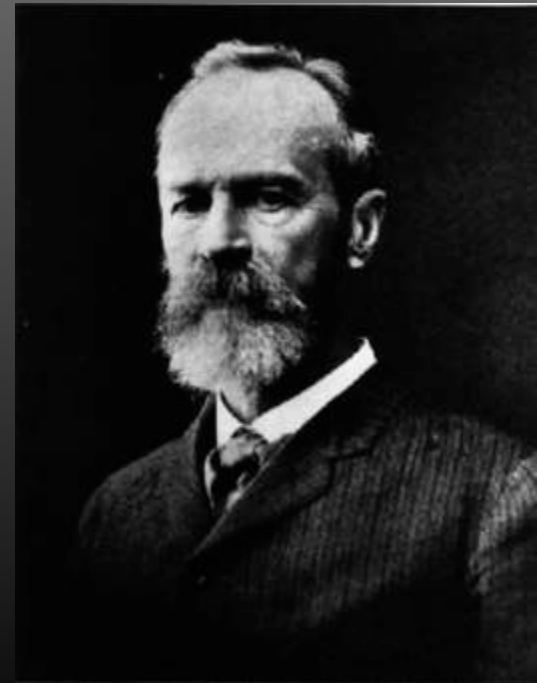
Experience is *given*



# Experience is **constructed** through **selective attention**

Millions of items ... are present to my senses which never properly enter into my experience ... because they have no interest for me.

My experience is what I agree to attend to... Without selective interest, experience is an utter chaos.



– *William James*

# Feedback is critical



Complicated!

But we have a good handle.

Eye movements show us how we  
construct our evidence

Experience

> >

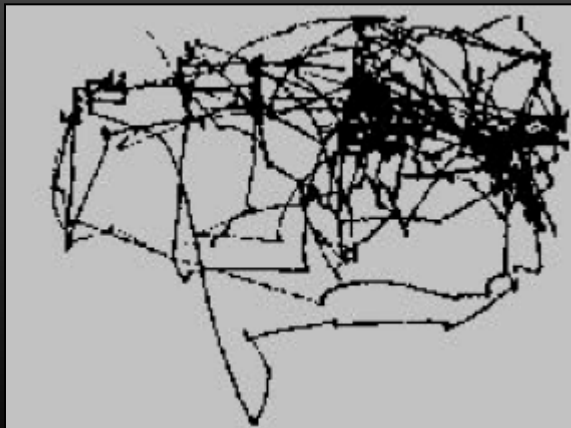
Evidence



# Eye movements show us how we construct our evidence



How wealthy is the family?

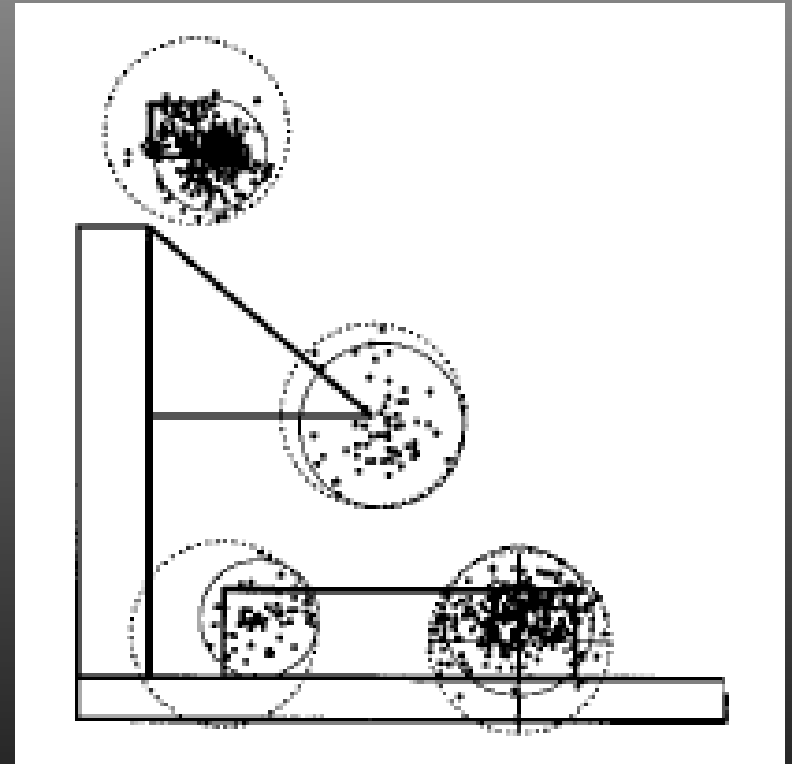
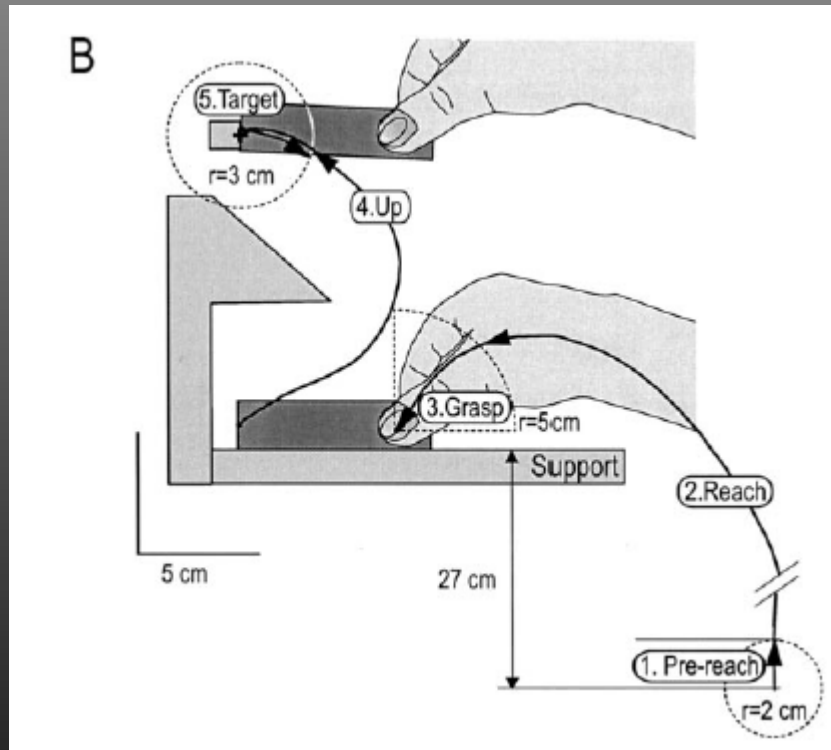


How old are the people?



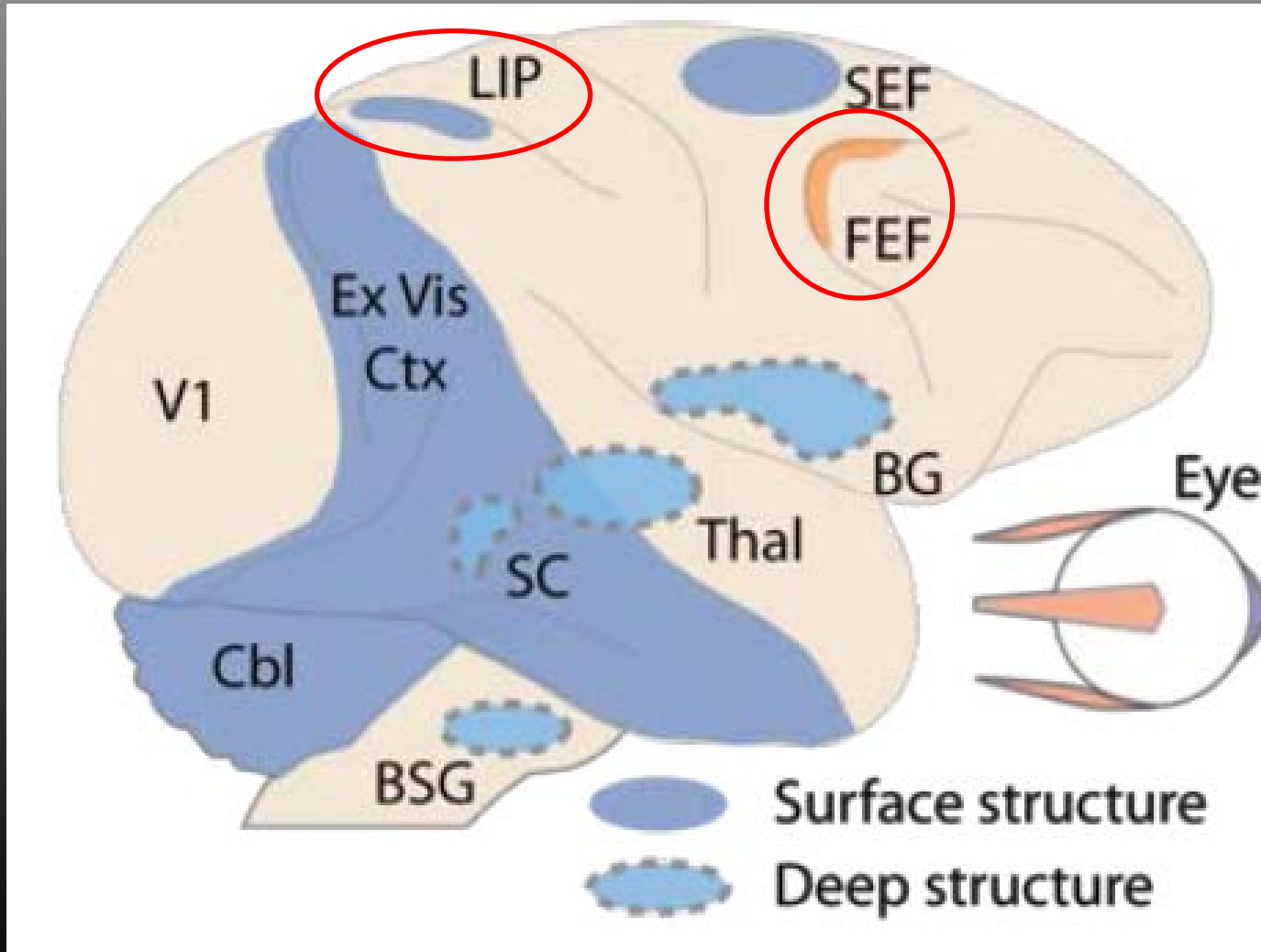


# Eye movements show us how we construct our evidence





# Oculomotor decisions are made in FEF and LIP



# LIP & FEF: oculomotor decisions

Spatial receptive fields.

Very selective for attention worthy stimuli

Priority maps



*Itti and Koch, 2000*

# LIP is at the center of this intellectual storm

Decision-related activity has been interpreted in the feedforward view

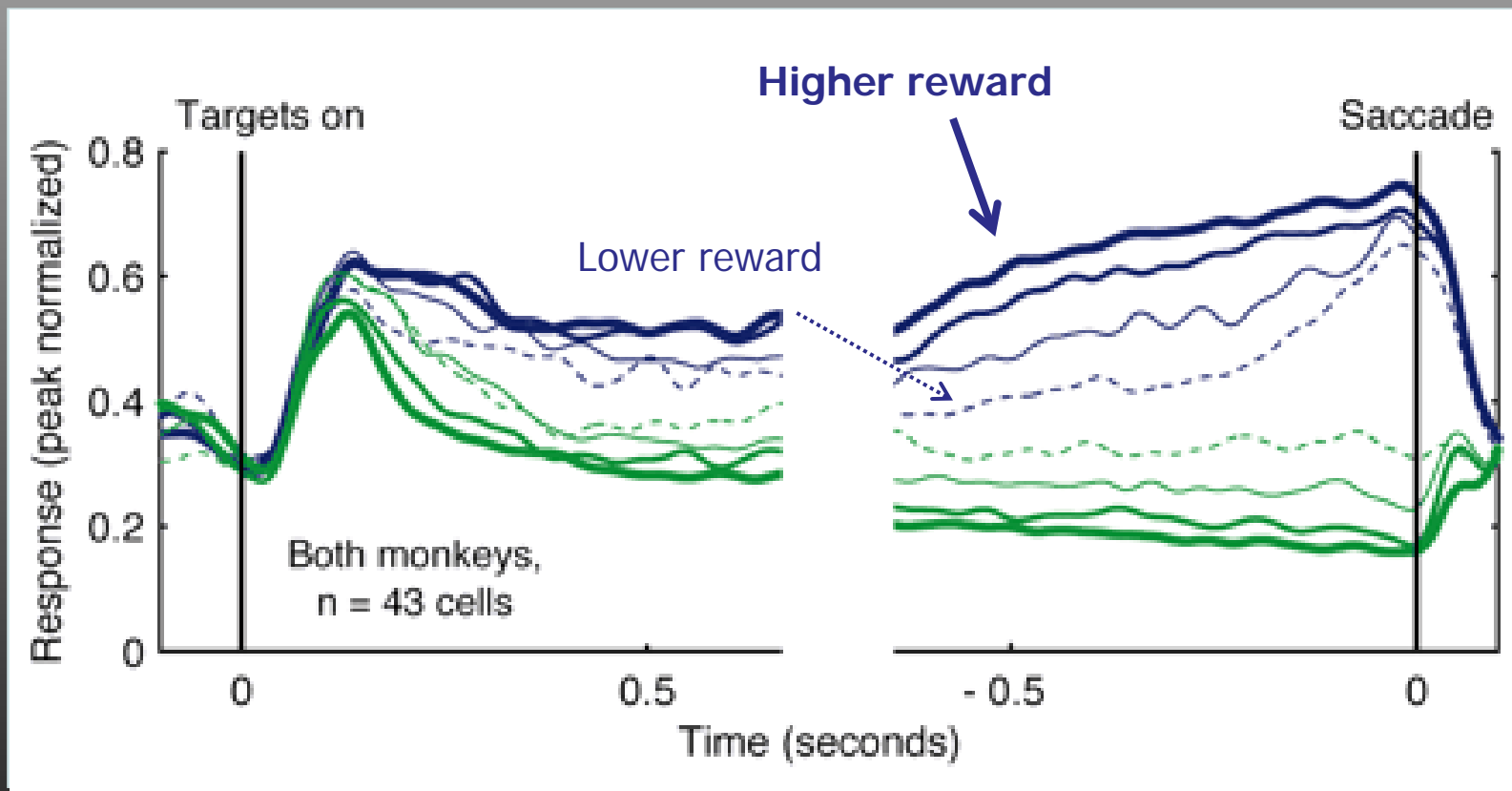
Value

Evidence accumulation

In parallel, there is an “attention” (feedback) view – but it is incomplete.



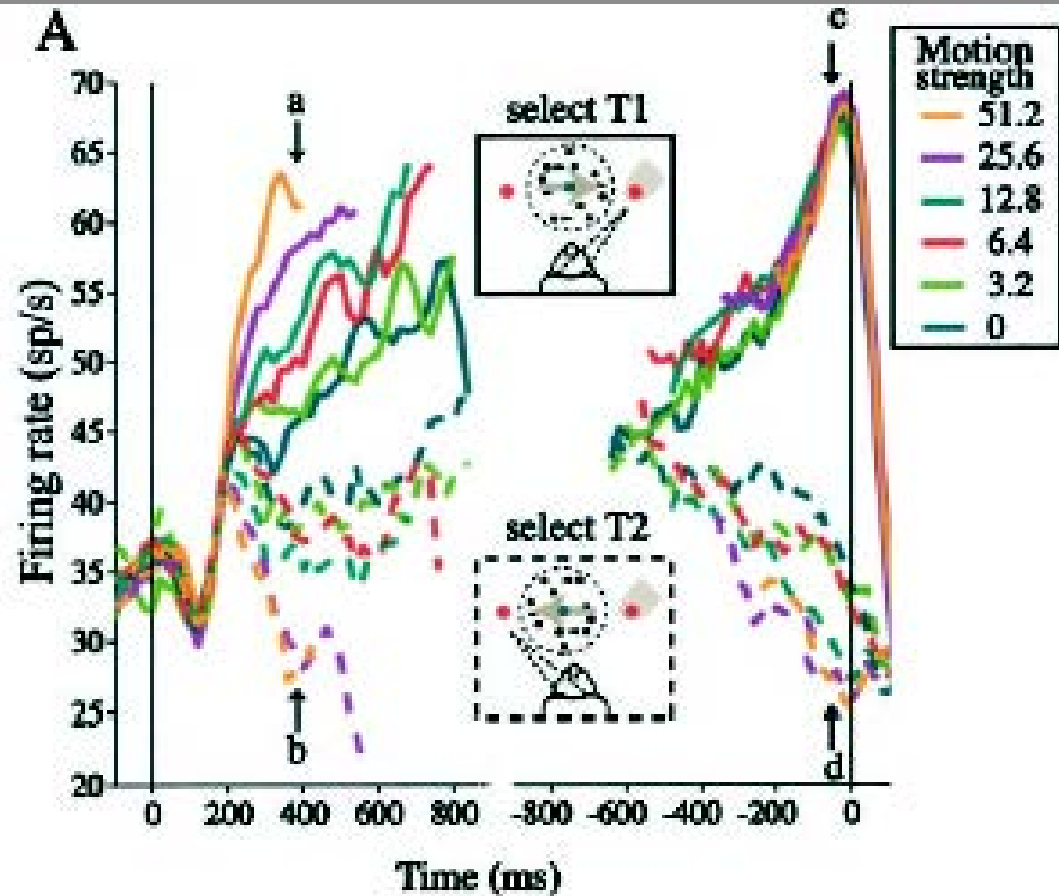
# Feedforward: Value



"Offers" + learning (RL) >> choice

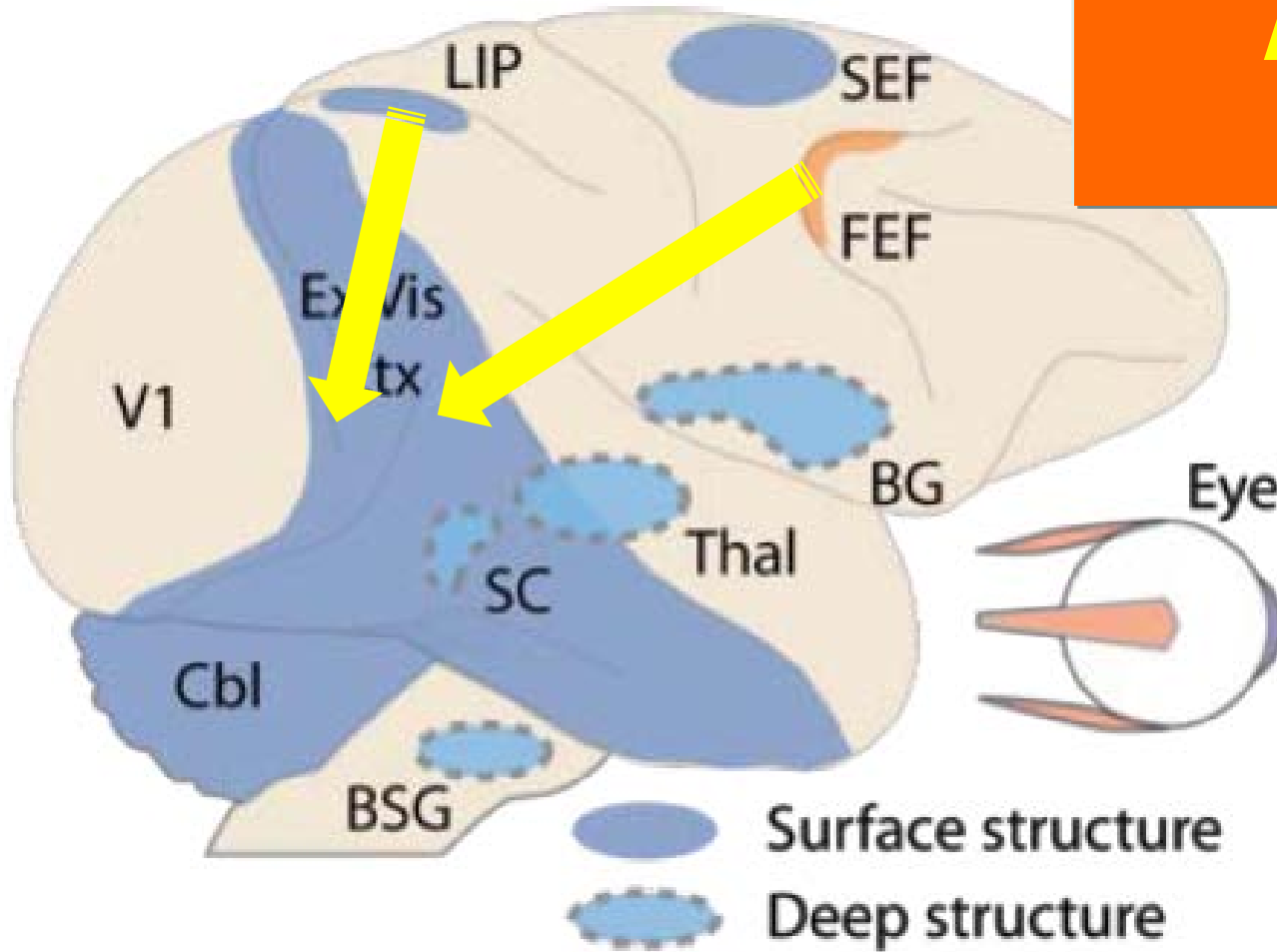
# Feedforward: Evidence

“Evidence”  
(given) +  
evaluation >>  
choice

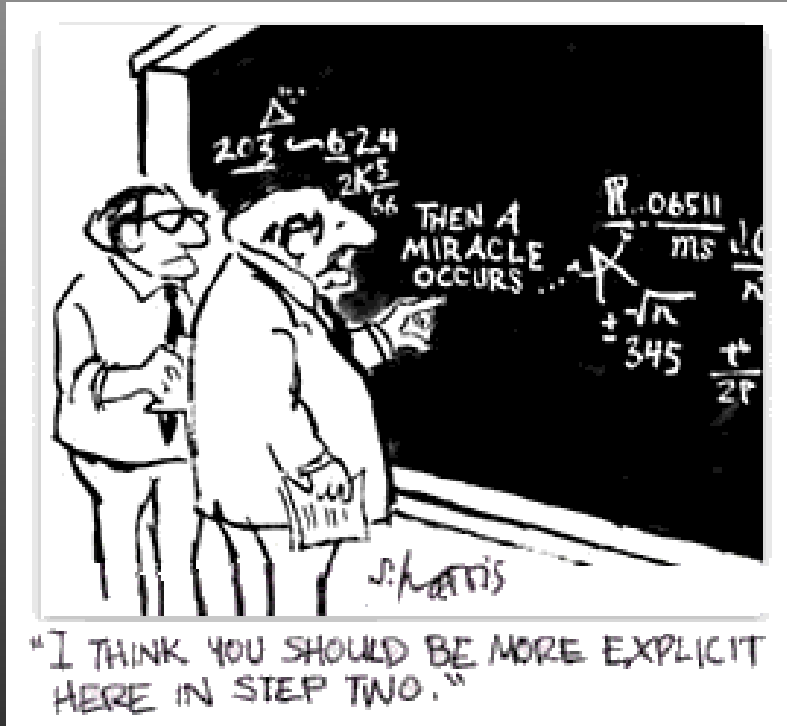


# Feedback: attention

**A miracle  
occurs**



# Feedback: attention



How does the brain decide which source of information to sample?



# How do we begin?

Exp 1: Information sampling in an instrumental context:

select task-relevant information

Exp 2: Information sampling in non-instrumental context:

select *interesting* information





# Instrumental sampling: what does “task-relevant” mean?



The task is known.

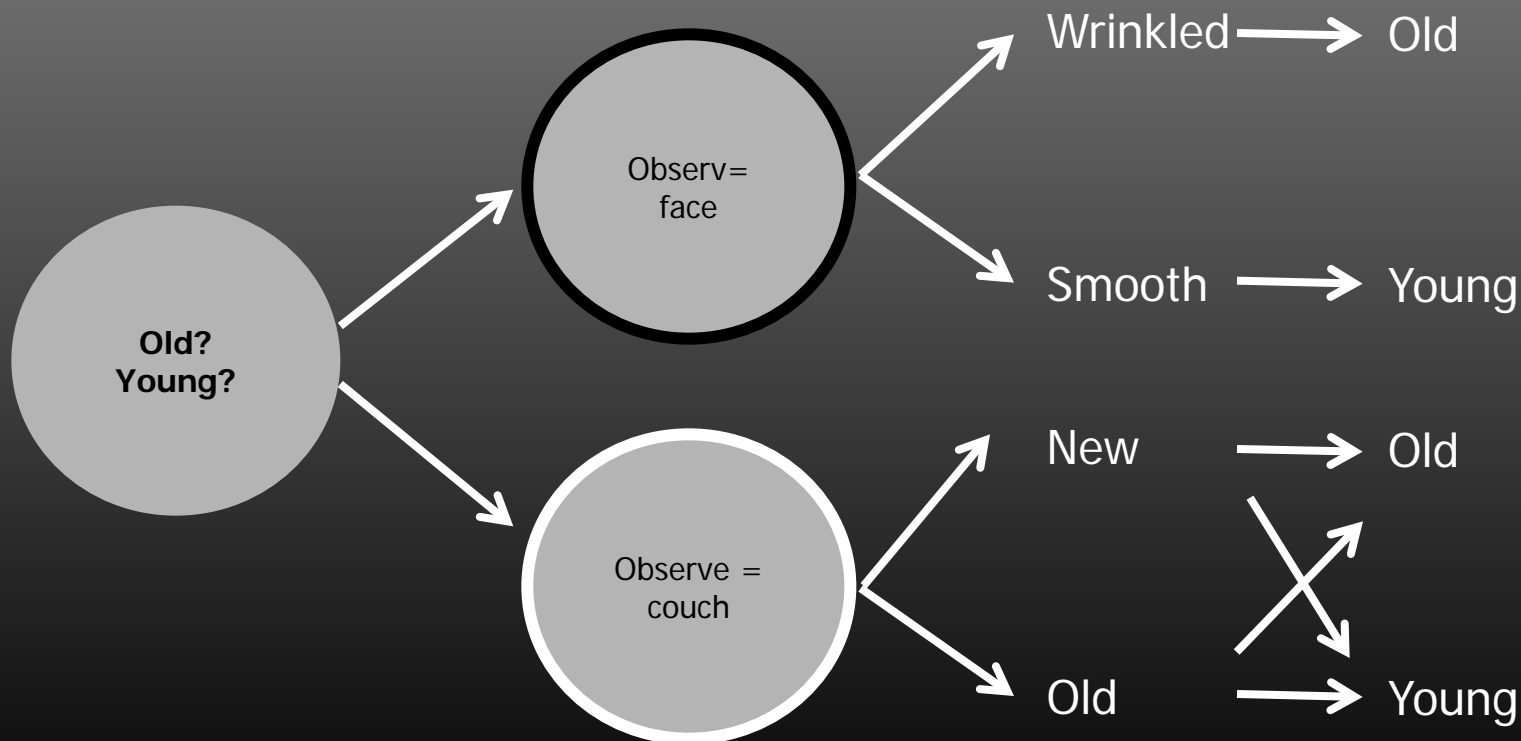
The reward is known.

The uncertainty is known.

Sampling requires forward planning based on a task model.

# Uncertainty reduction or reward?

Entropy	1.0	1.0	0.0	0.0
P(R)	0.5	1.0	1.0	1.0
RPE		+	0	0





# Strategy

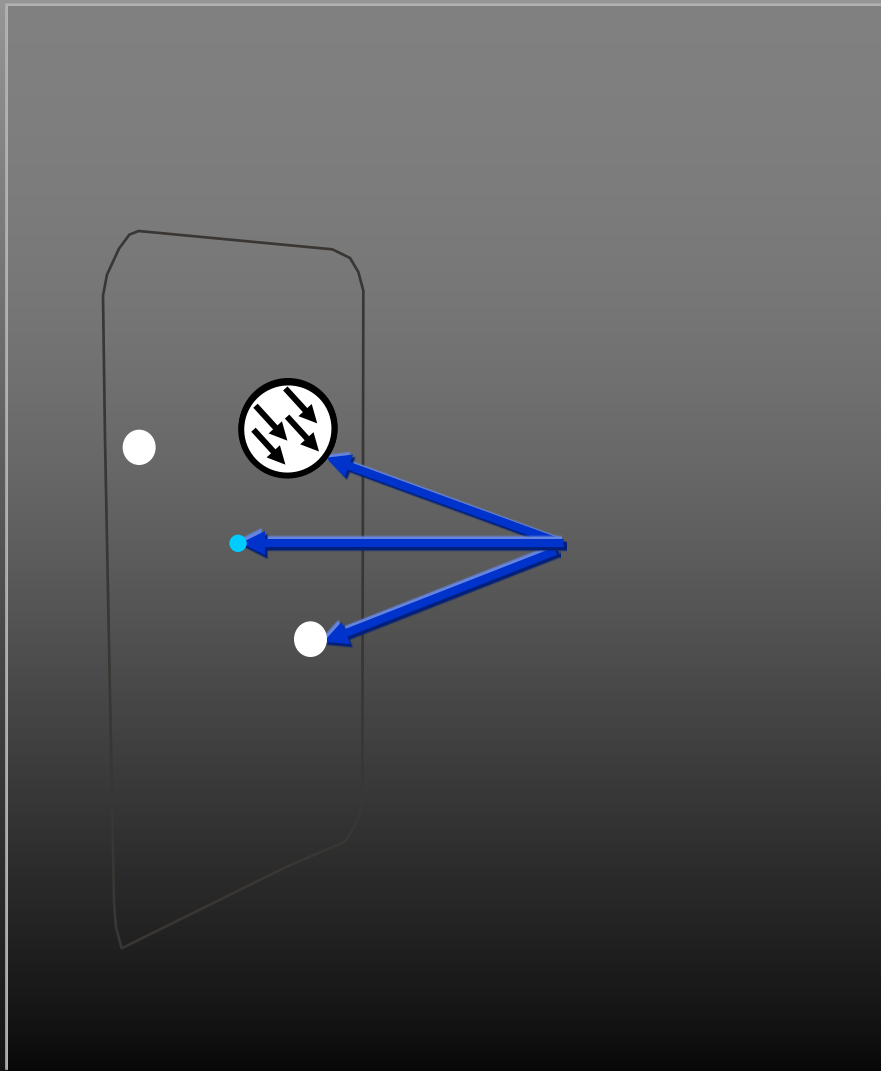
Devise two step task: sample, act

Show that LIP neurons (and monkeys) distinguish between informative and uninformative cues

Test whether responses can be explained by cumulative future rewards

Test whether responses can be explained by reward prediction errors (RPE)

# The 2-step task



1<sup>st</sup> saccade &  
motion info

Info  
sampling

3 validities (expected  
information gain)

black: 100% validity: 1.0 bit

green: 80% validity: 0.278 bits

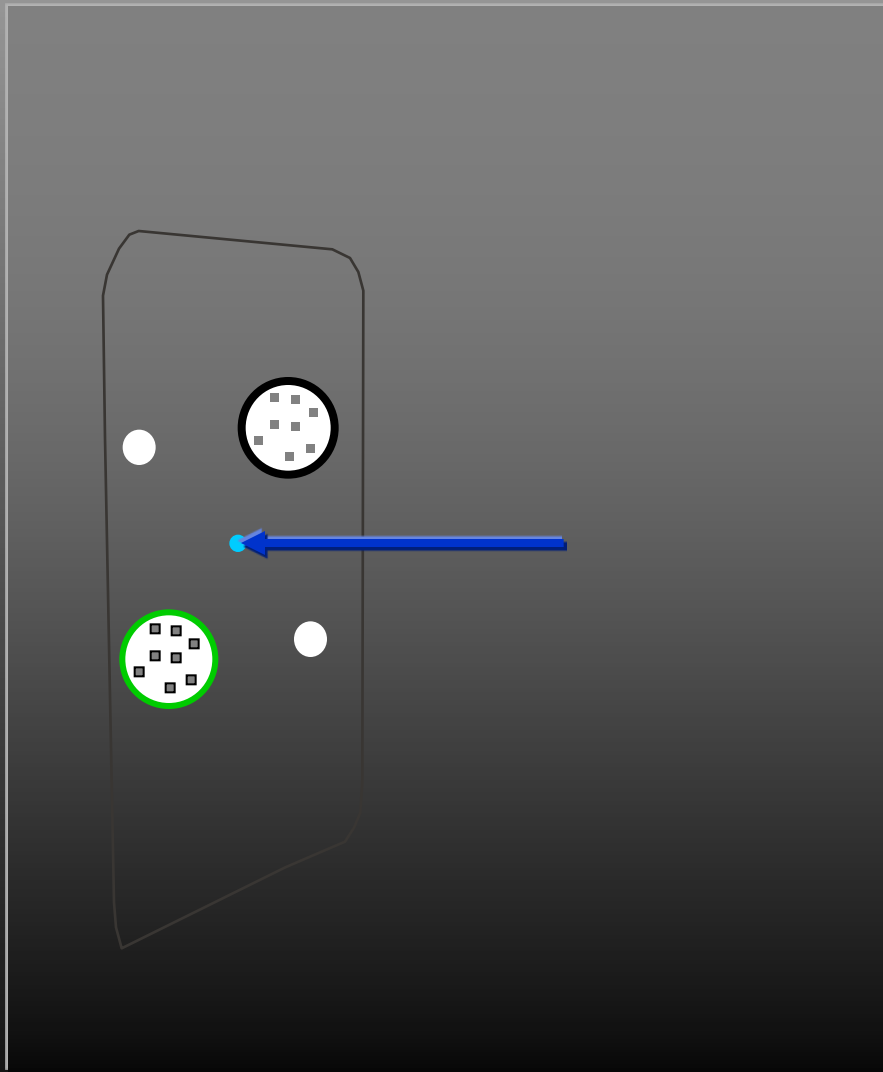
blue: 55% validity: 0.0007 bits

2<sup>nd</sup> saccade  
to target

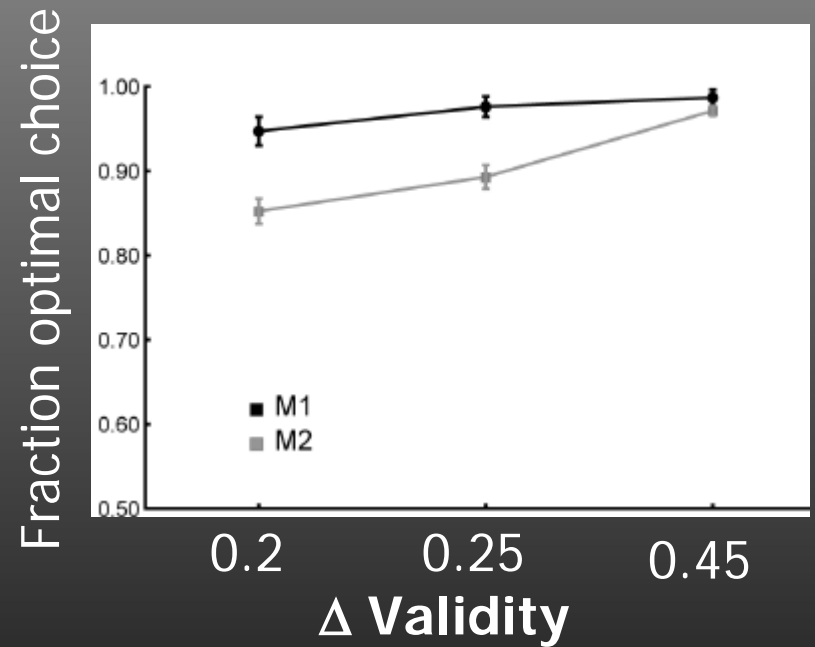
Decision

outcome  
(R or NR)

# Cue choice trials



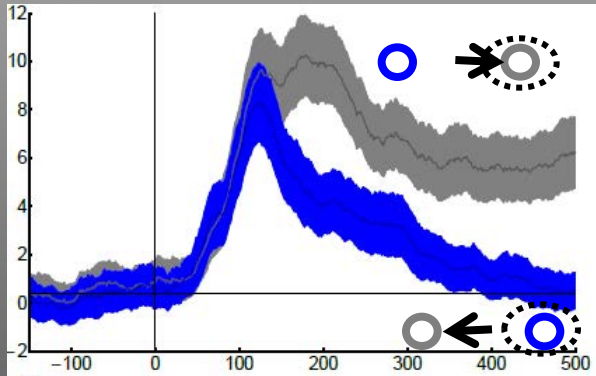
Two cues of unequal validity,  
chose one



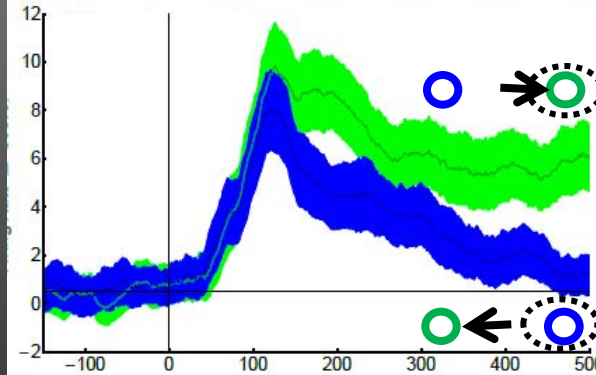
# LIP neurons encode relative validity

Validity difference

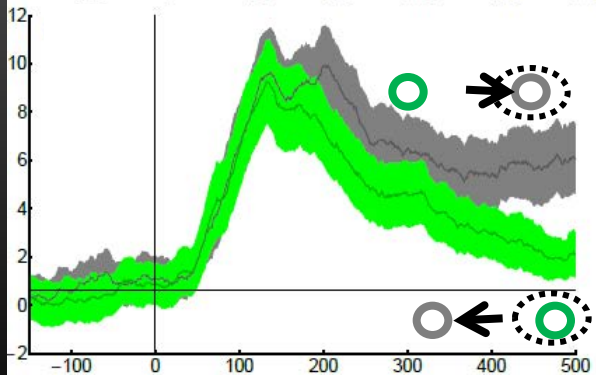
0.45



0.25

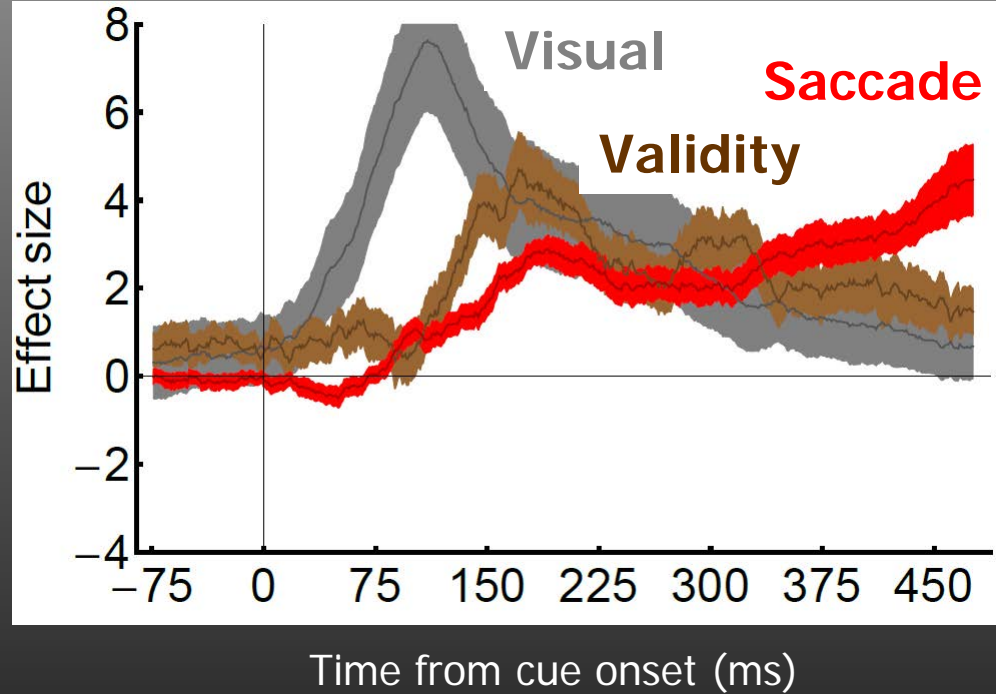


0.20



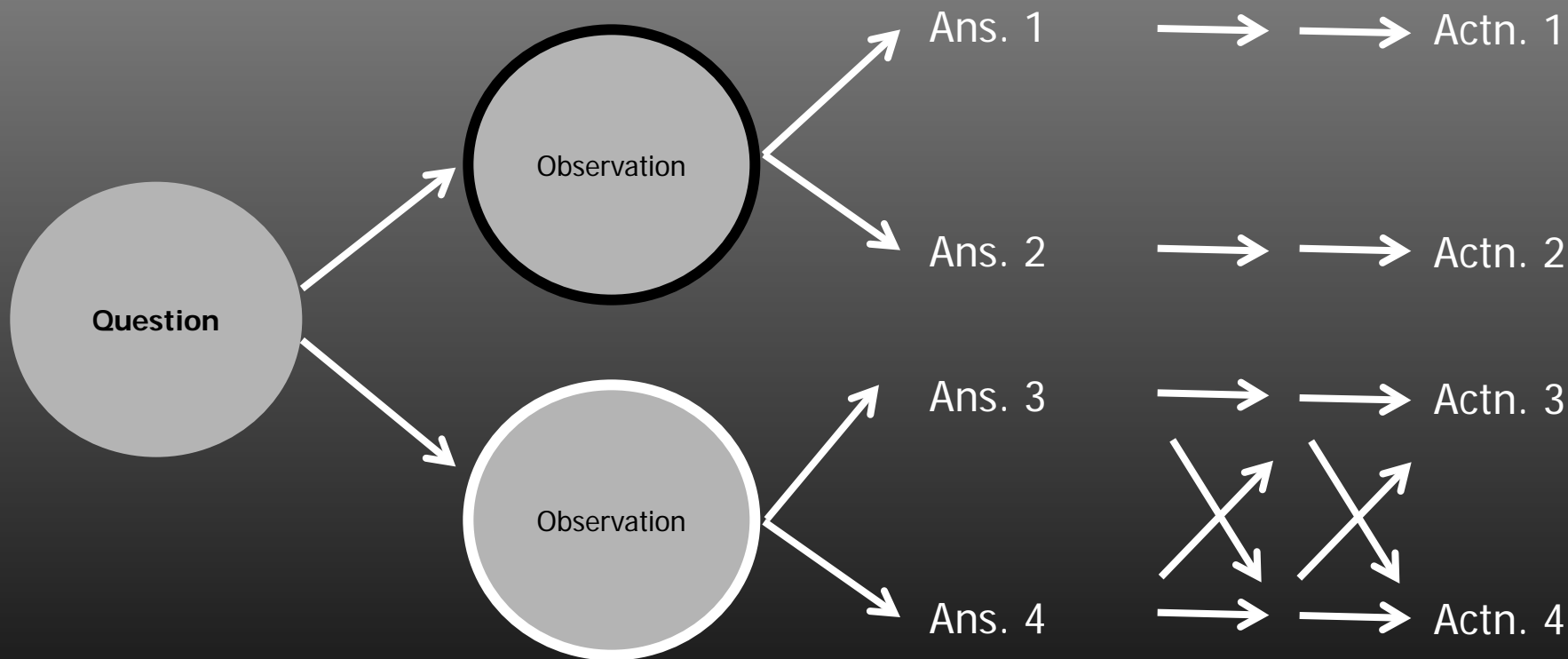
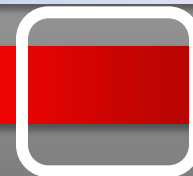
Firing rate (z-scored)

Time from cue onset (ms)

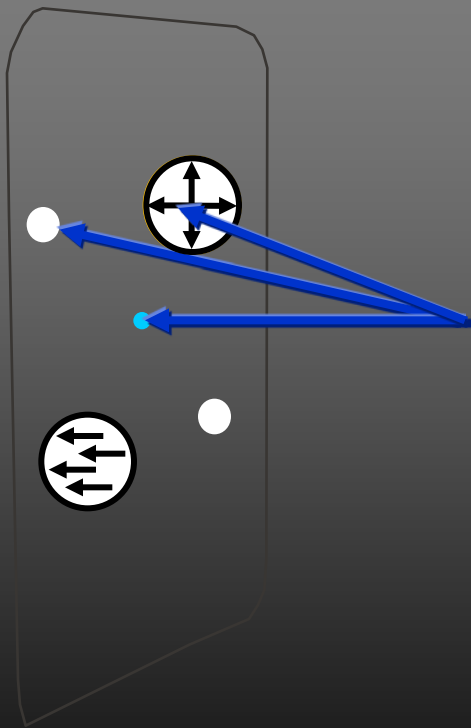


# Are rewards sufficient?

Entropy	1.0	1.0	0.0		0.0
P(R)	0.5	1.0	1.0		1.0



# Uninformative cues



<u>Inf.</u>		<u>Uninf</u>		<u>Value</u>
Black	>>	yellow	>>	100%
Green	>>	red	>>	80%
Blue	>>	cyan	>>	55%



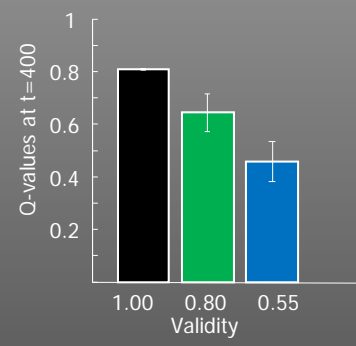


# Neurons modulate only for informative cues

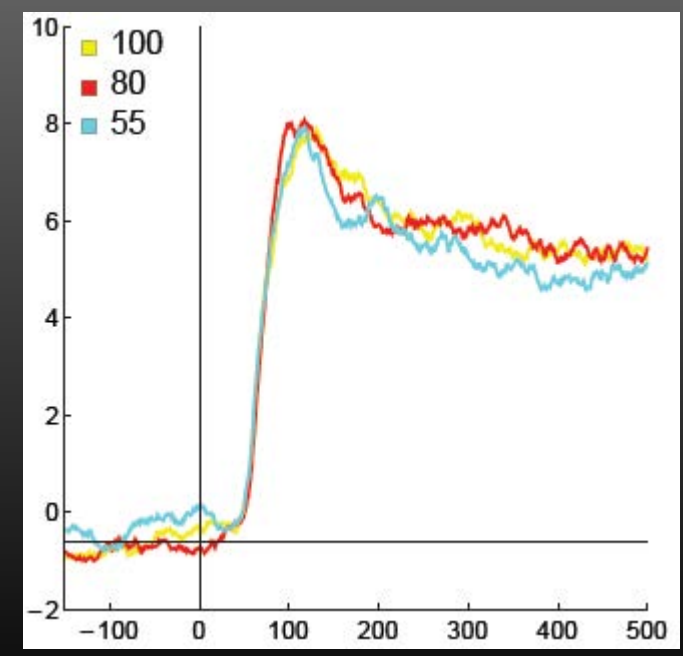
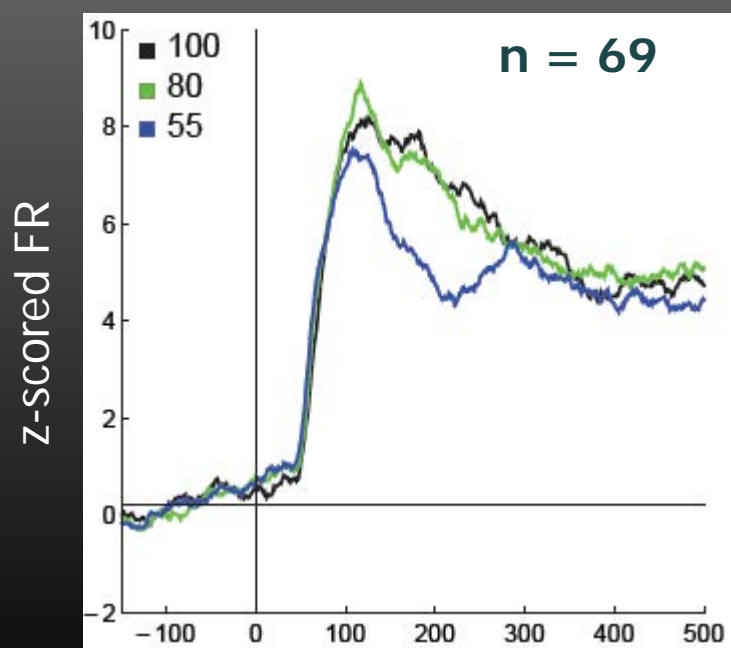
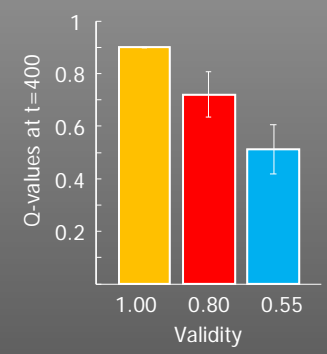
Model:  
Cumulative  
future rewards

Neurons:

informative



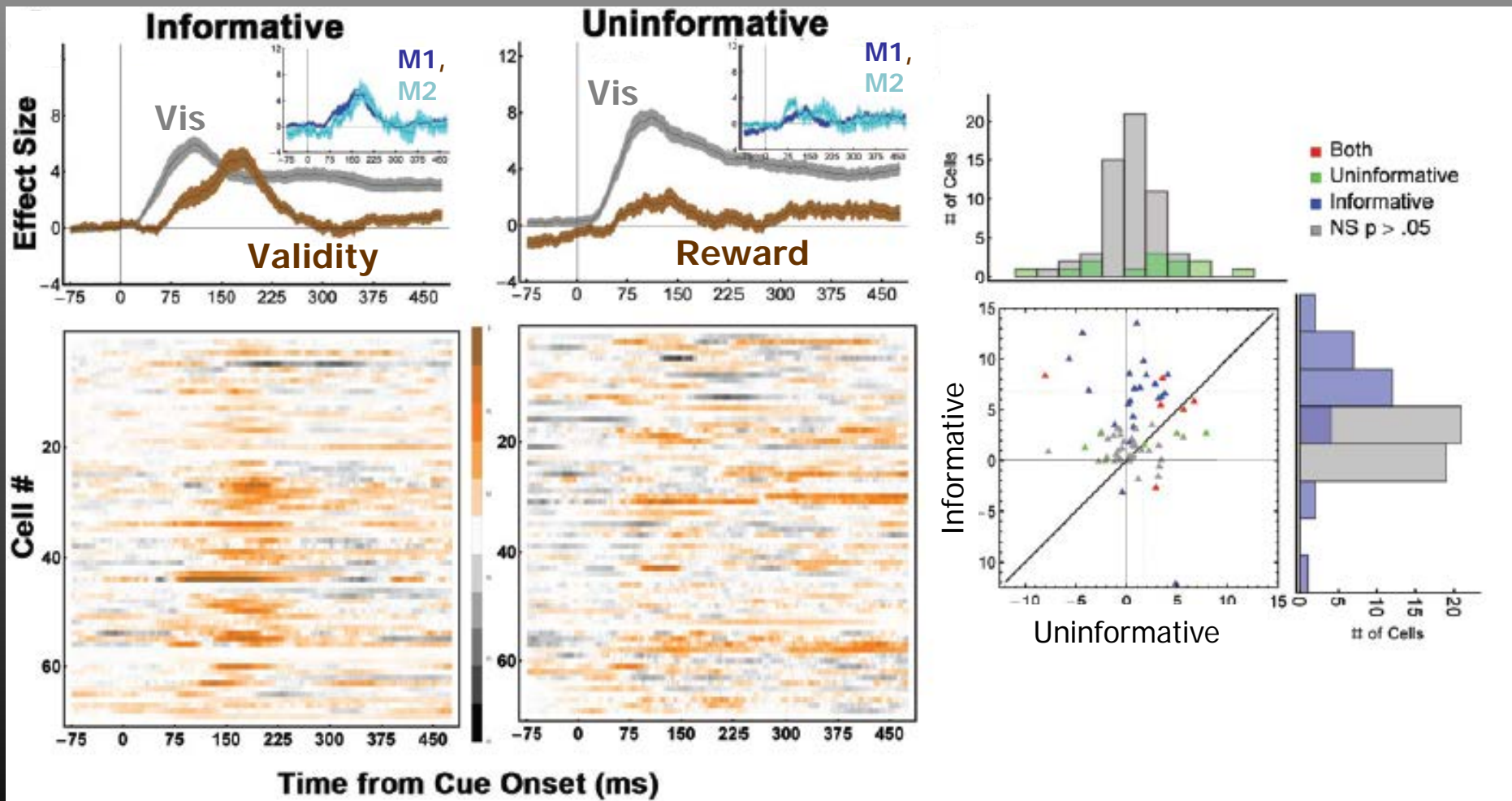
uninformative



Time from cue onset (ms)

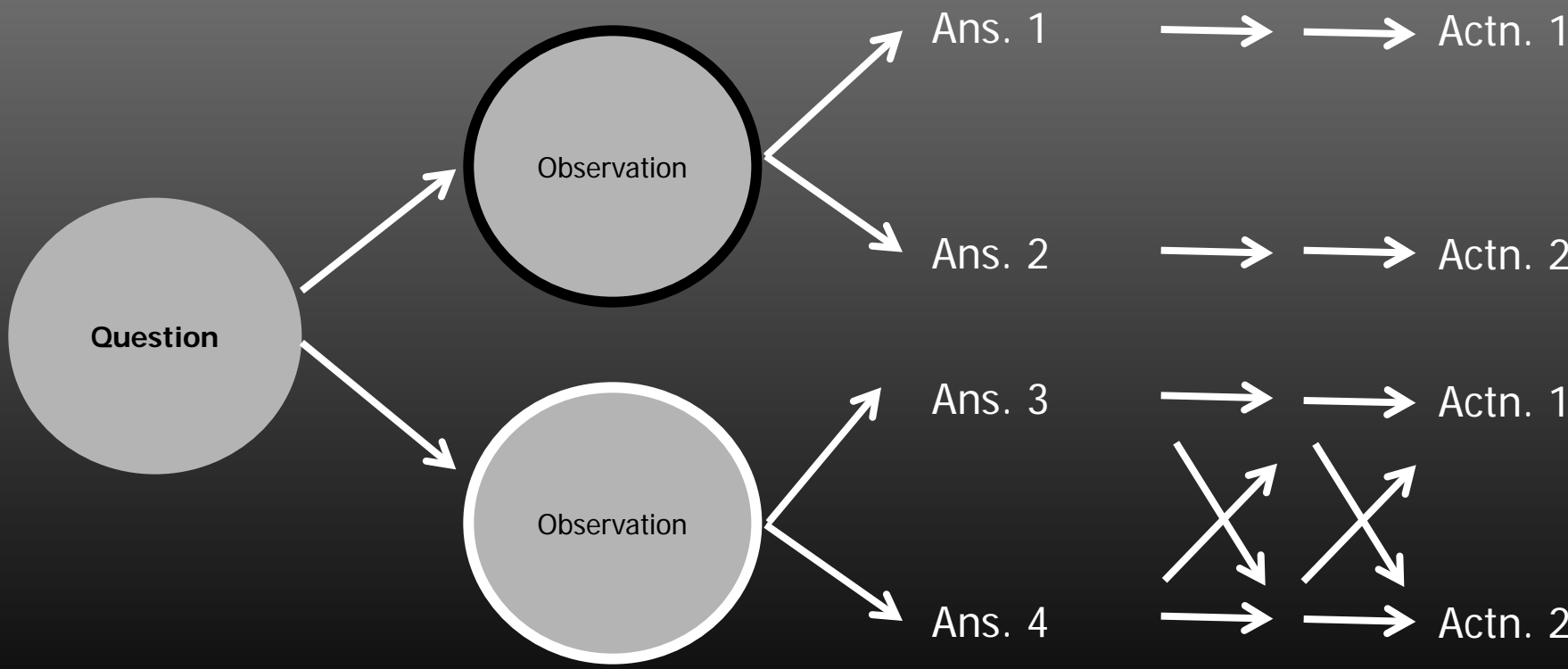
# Neurons modulate only for informative cues

## Not explained by cumulative future rewards

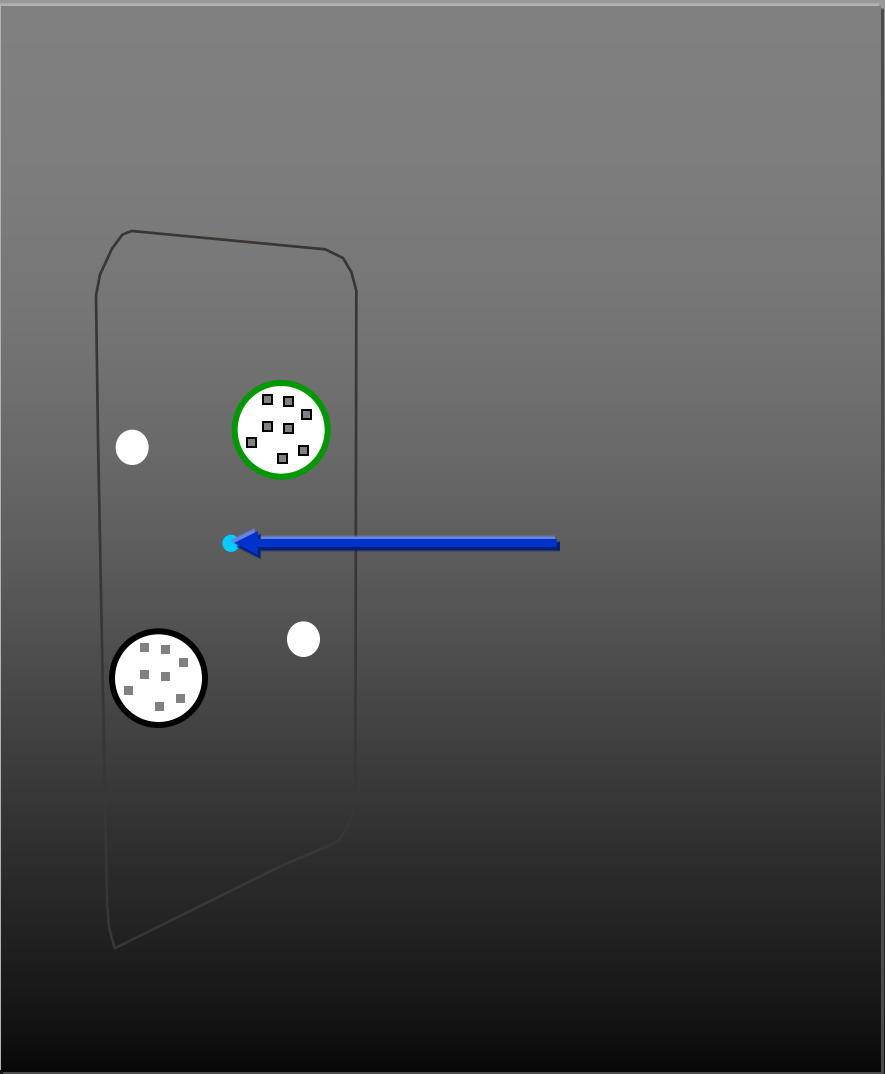


# Cumulative uncertainty reduction or RPE Efficient

Entropy	1.0	1.0	0.0	0.0
P(R)	0.5	1.0	1.0	1.0
RPE		+	0	0



# Generate artificial RPEs for informative cues



"Feint"

Change of cue

Feints are infrequent (20% trials)

Prior expectation

$\Delta$  expectation

Info sampling

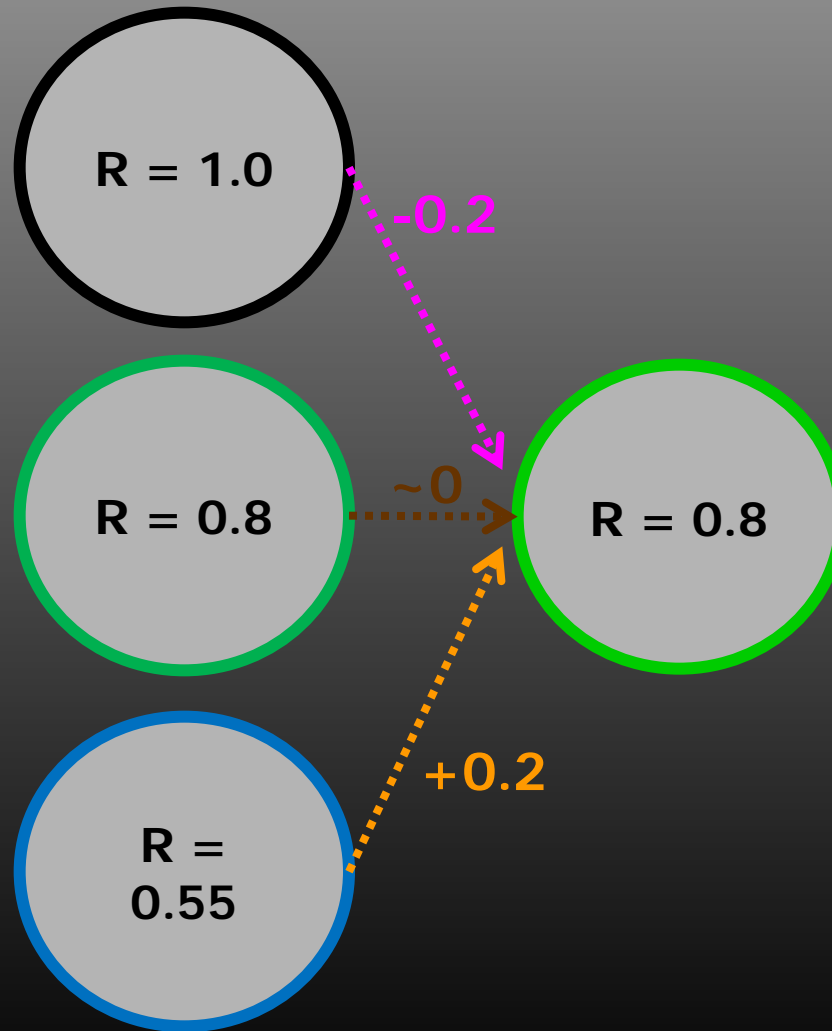
Decision

outcome (R or NR)

# Critical trials

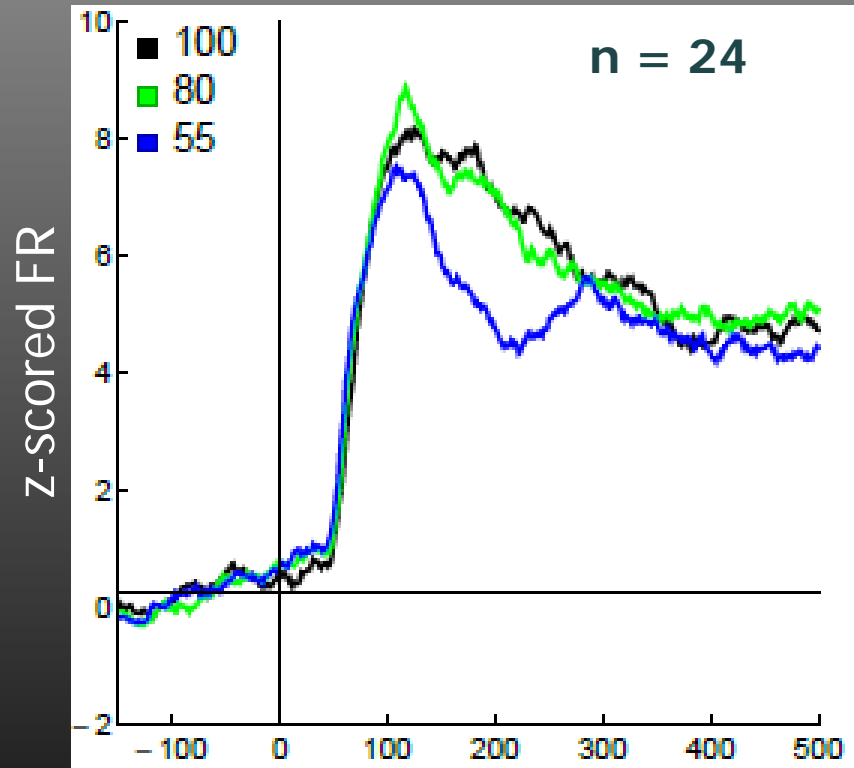
“Feint”

Informative

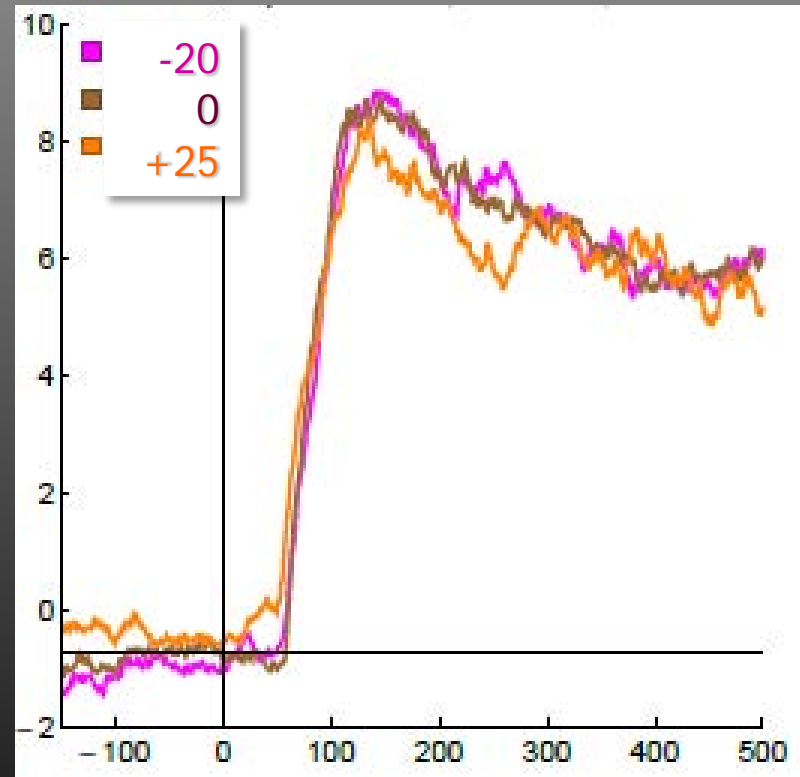


# Neurons do not modulate with RPE

## Validity



## RPE



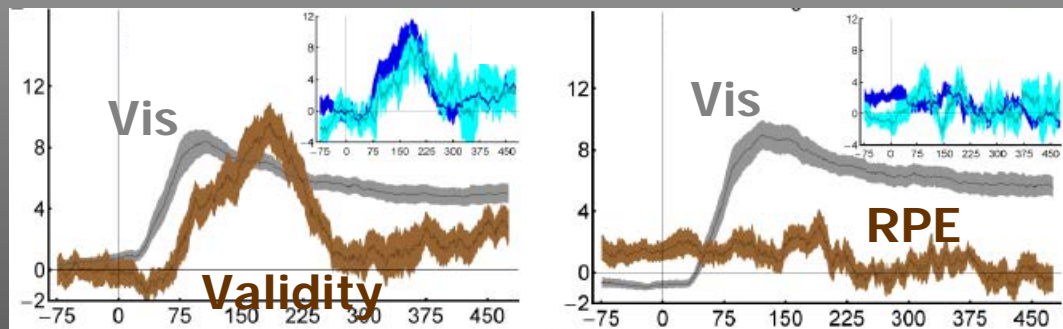
Time from cue onset (ms)

# Neurons do not modulate with RPE

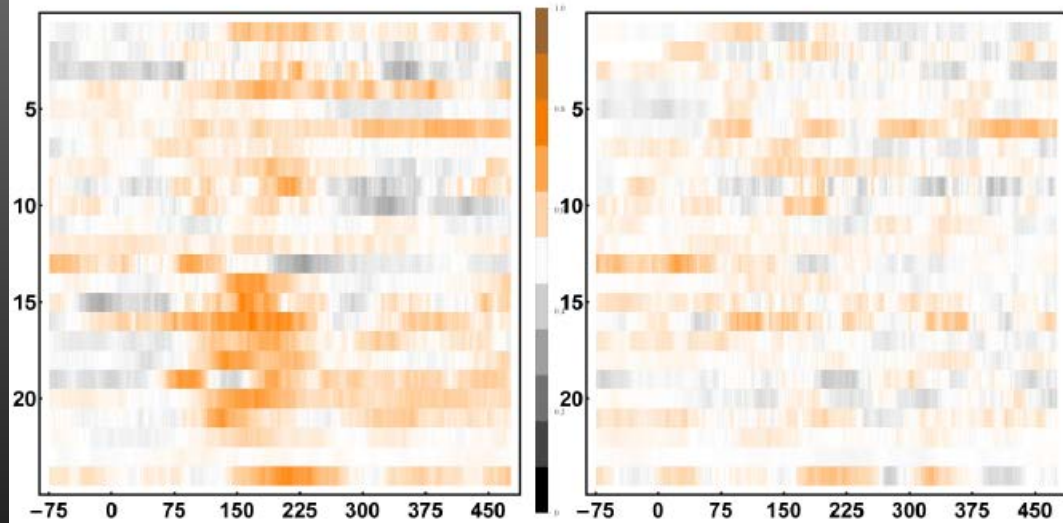
## Validity

## RPE

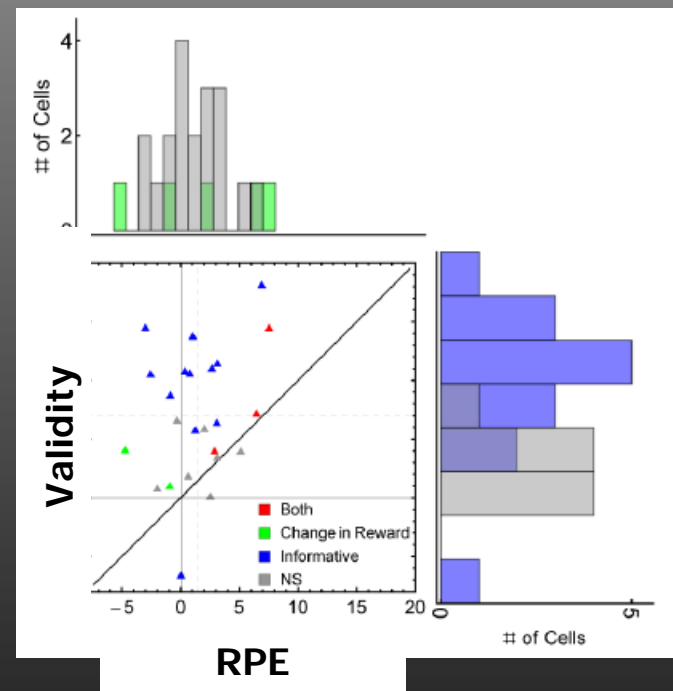
Effect size



Cell #

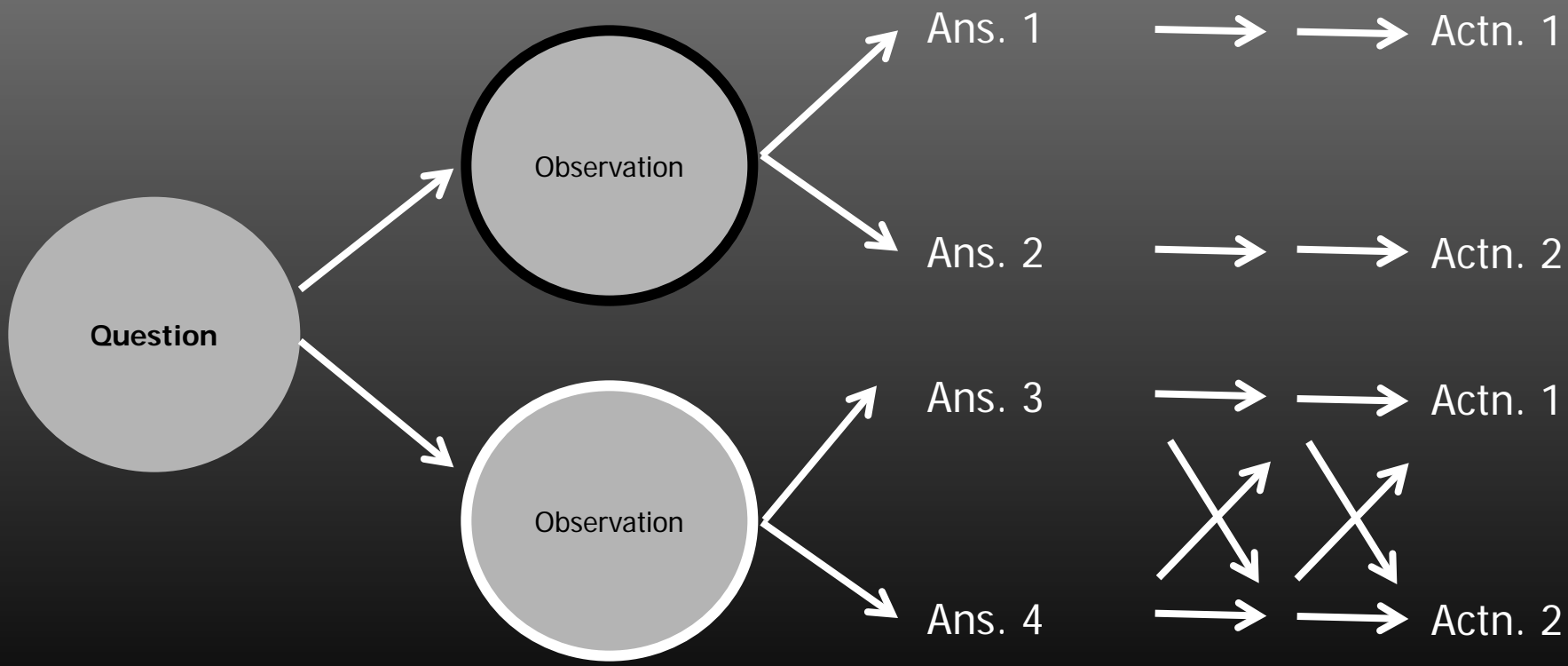


Time from cue onset (ms)



# Entropy reduction is involved in target selection

Entropy	1.0	1.0	0.0	0.0
P(R)	0.5	1.0	1.0	1.0





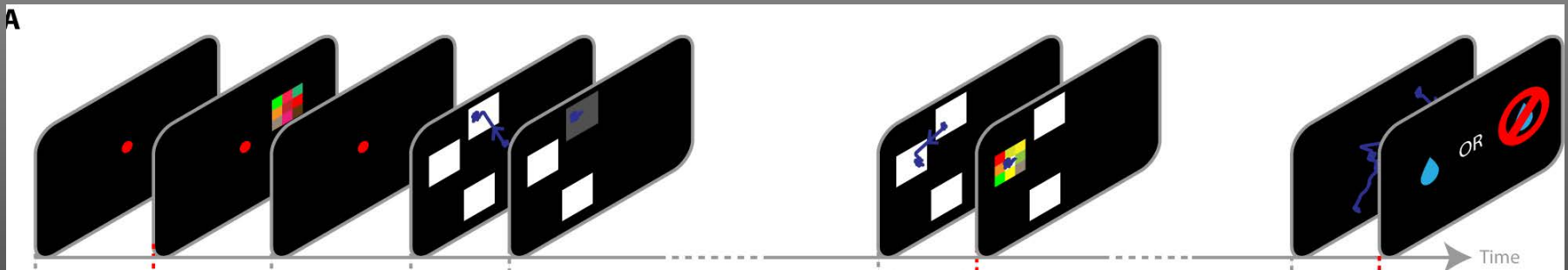


## Information sampling in an instrumental context:

The brain encodes the expected gain in information of competing cues.

## Information sampling in non-instrumental context: interest

# Intrinsically motivated exploration



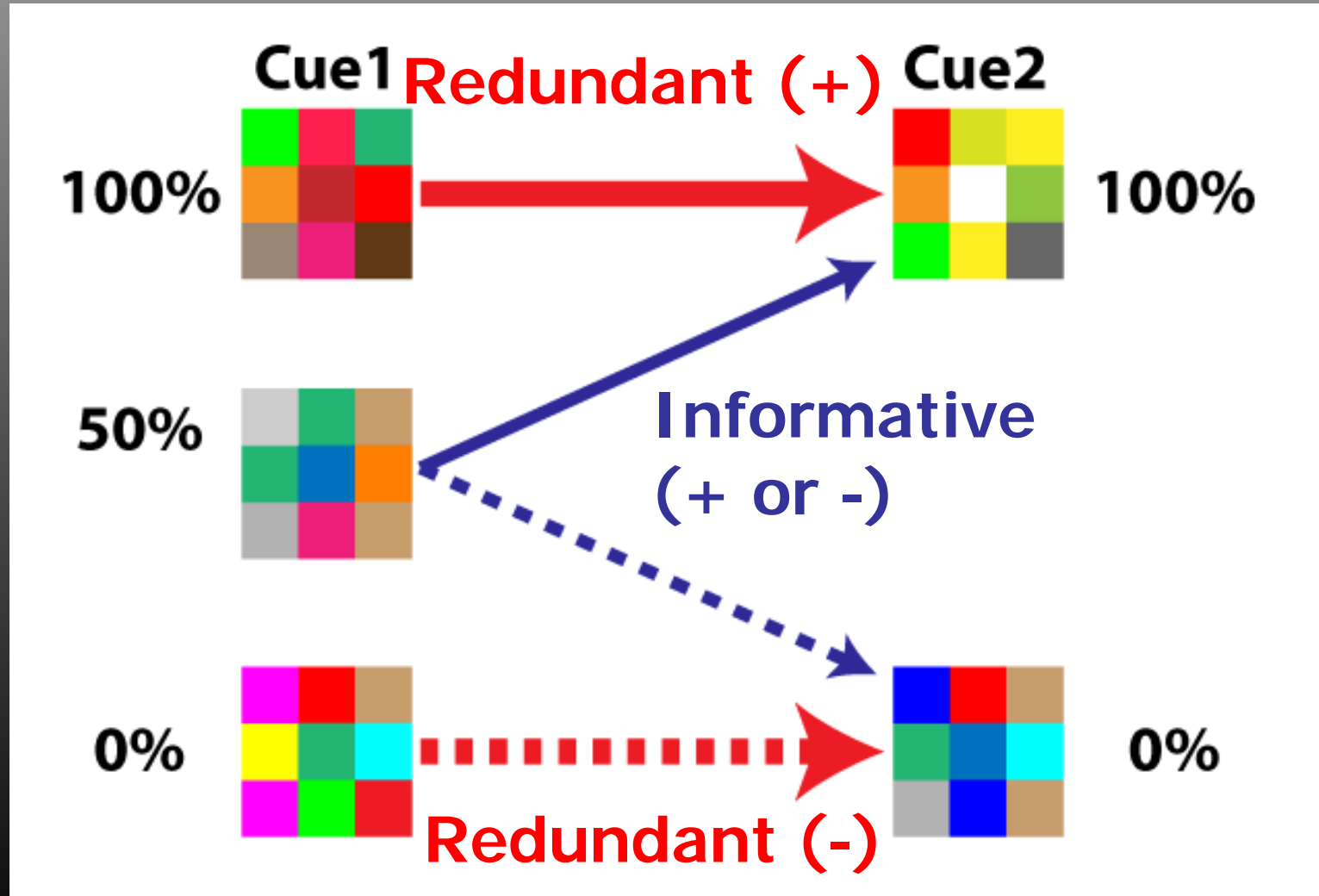
Cue 1: Priors  
0%, 50%, 100%  
reward probability

Cue 2:  
*more reward  
info*

Outcome

**Intrinsically  
motivated**

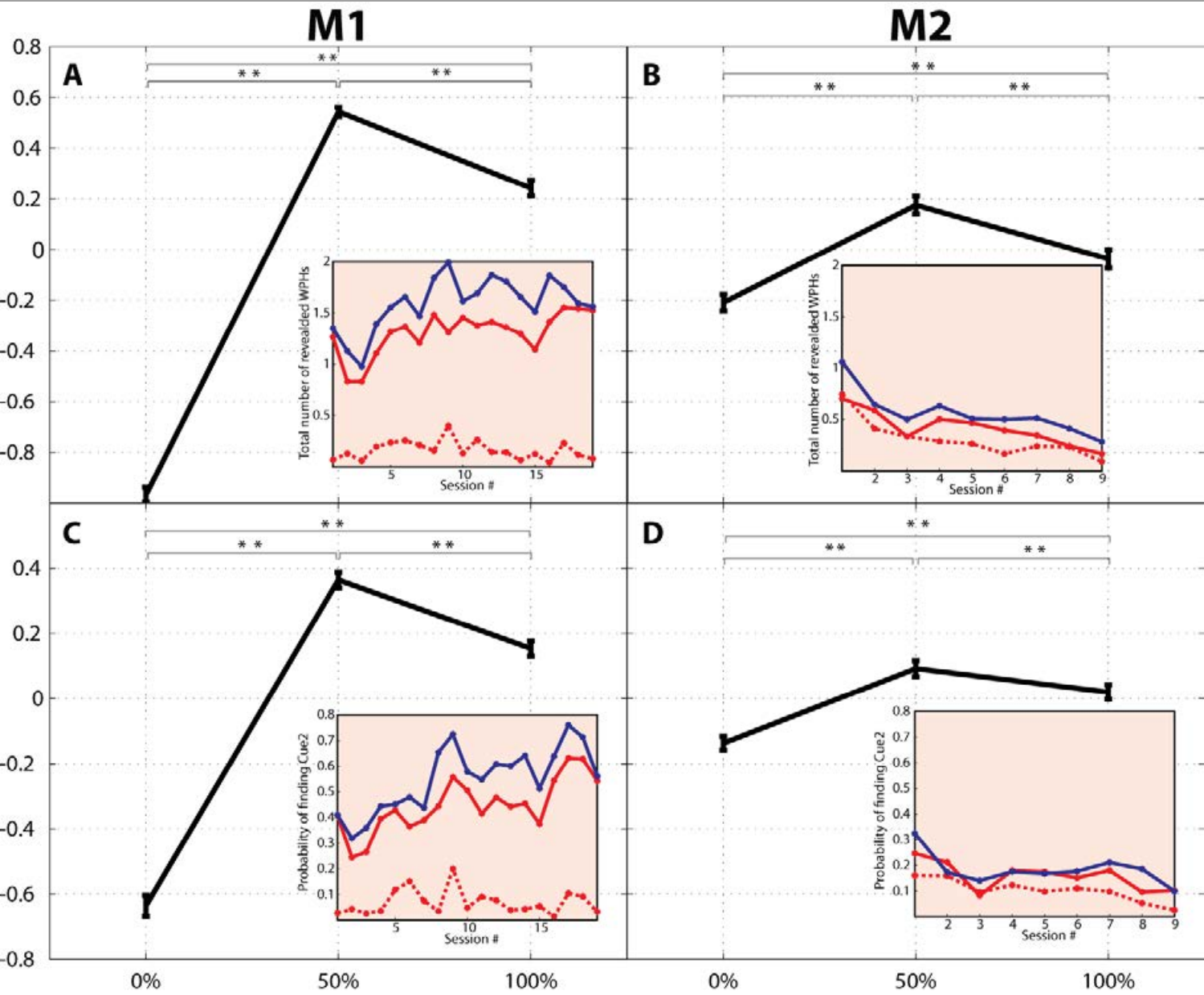
# How does search depend on priors?



# Motivation to sample depends on priors

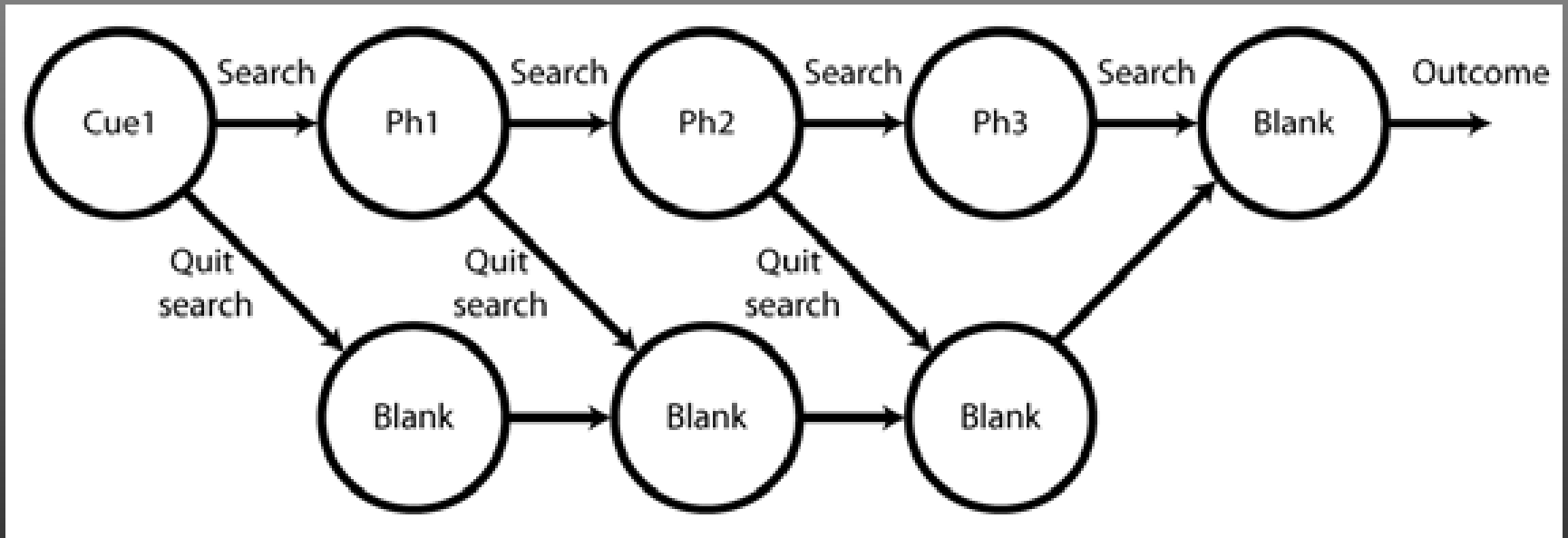
Nb samples PH  
(zscore)

Probability finding  
cue 2



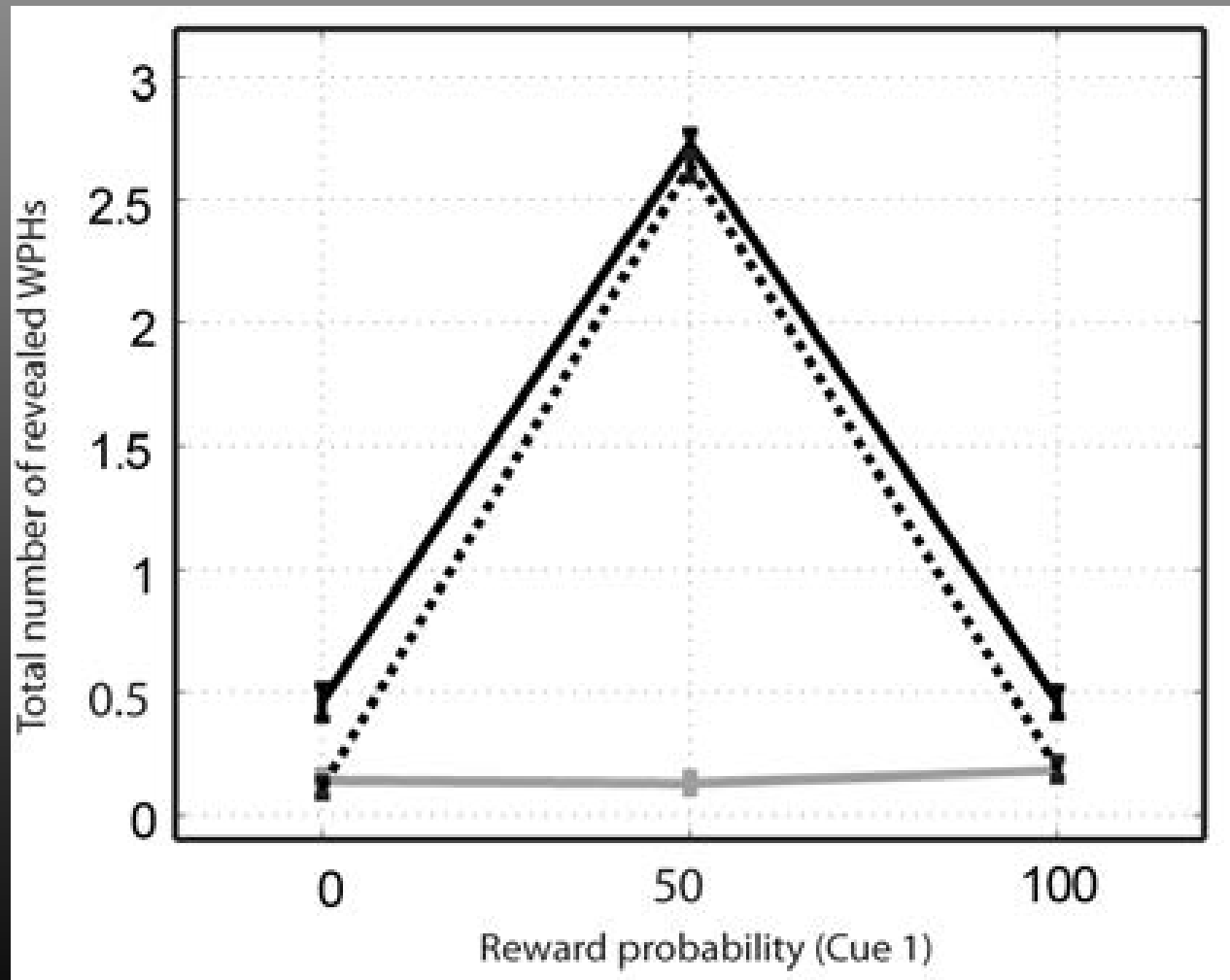
Prior probability (cue 1)

# Reinforcement model



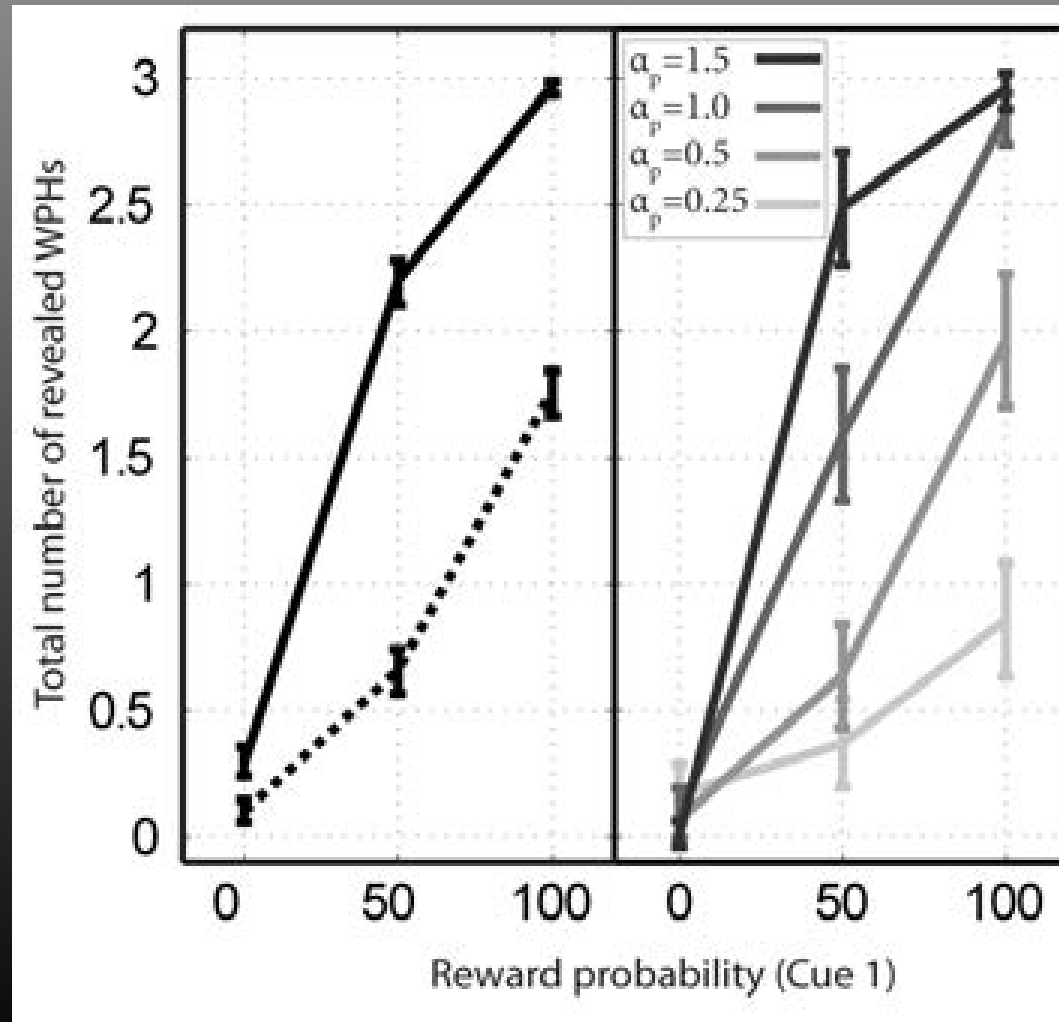
# Reinforcement model

## Operant and entropy rewards



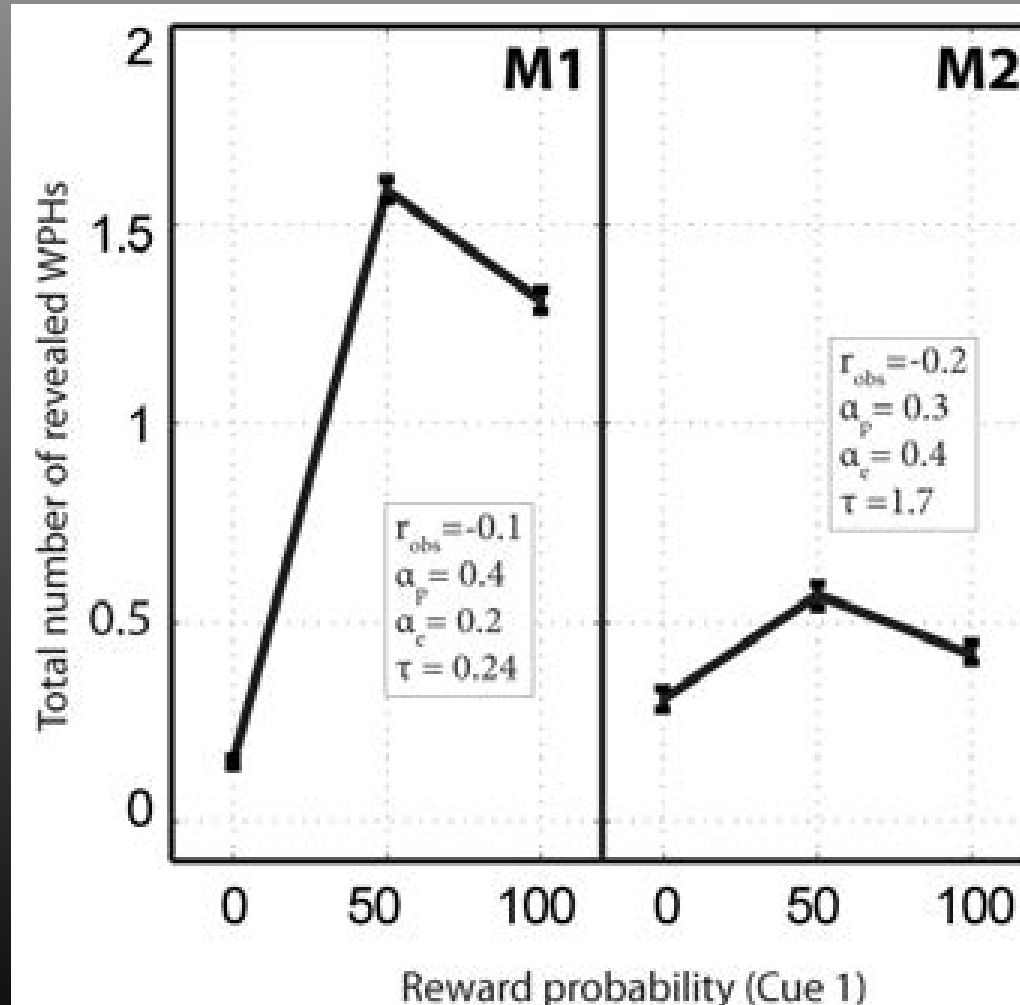
# Reinforcement model

## Operant and Pavlovian rewards



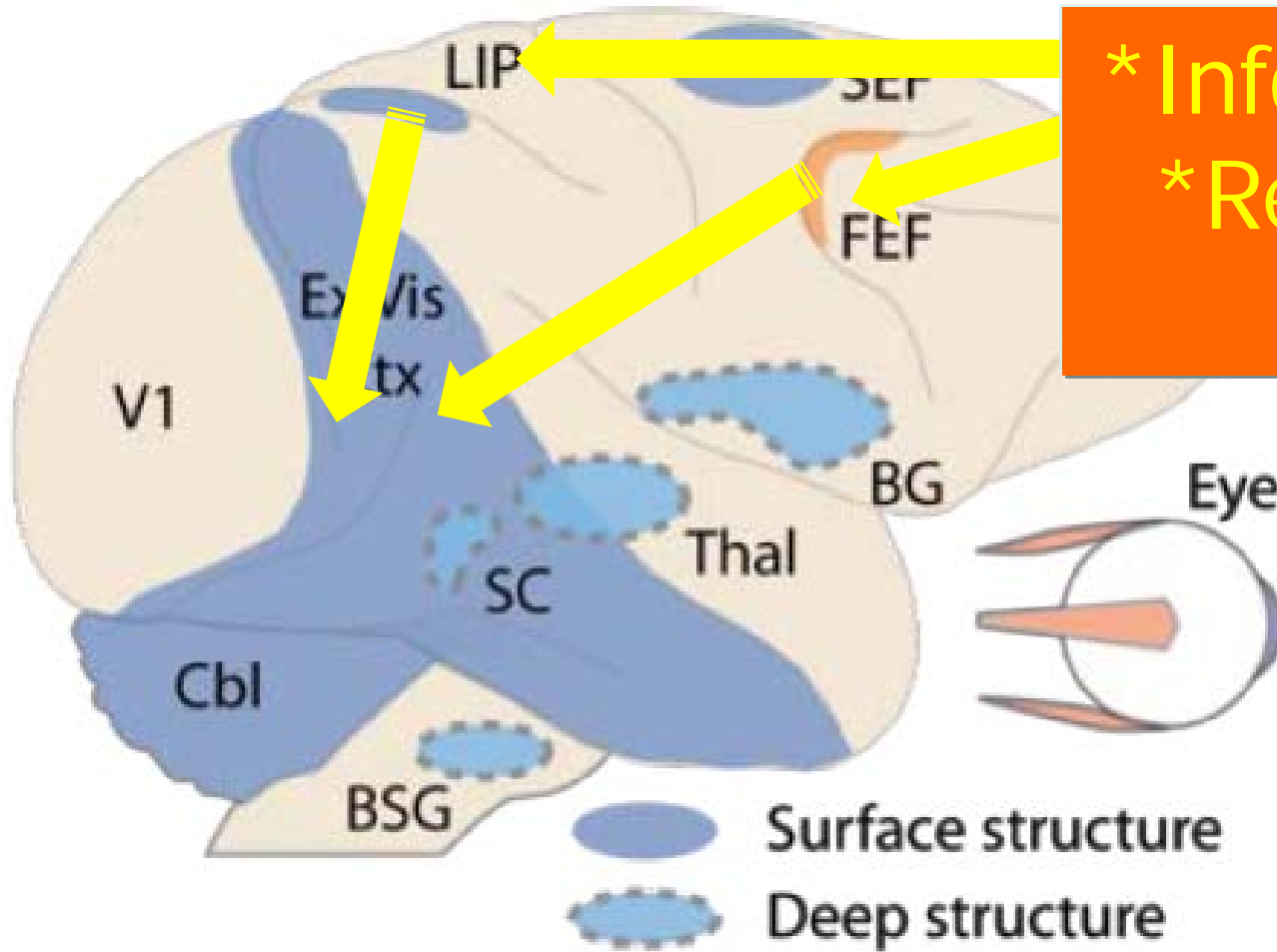
# Reinforcement model

Operant, Pavlovian and entropy rewards





# Understanding the construction



\* Information gain  
\* Reward based salience

Experience is *constructed*



# Experience is *constructed*

## Decision making:

- \* The informational basis of a decision is actively constructed.
- \* Is (most likely) imperfect and biased.
  - \* Are adaptations for natural actions optimal for reasoning?
- \* A potential new explanation for non-normative decisions (behavioral economics).

# Experience is *constructed*

## Vision and sensation:

- \* Active sampling is (most likely) critical for building visual representations. Feedback!

## Learning & development:

- \* Active; learner decides which data to seek out.
- \* Curiosity and creativity.

Thank you for  
your attention

