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## Objectives

- Given a textual description of a movie, what is an accurate way to represent the narrative context as it changes over time?
- To what extent can we map between semantic word representations of the movie and fMRI readings of people watching the movie?

### **Overview**

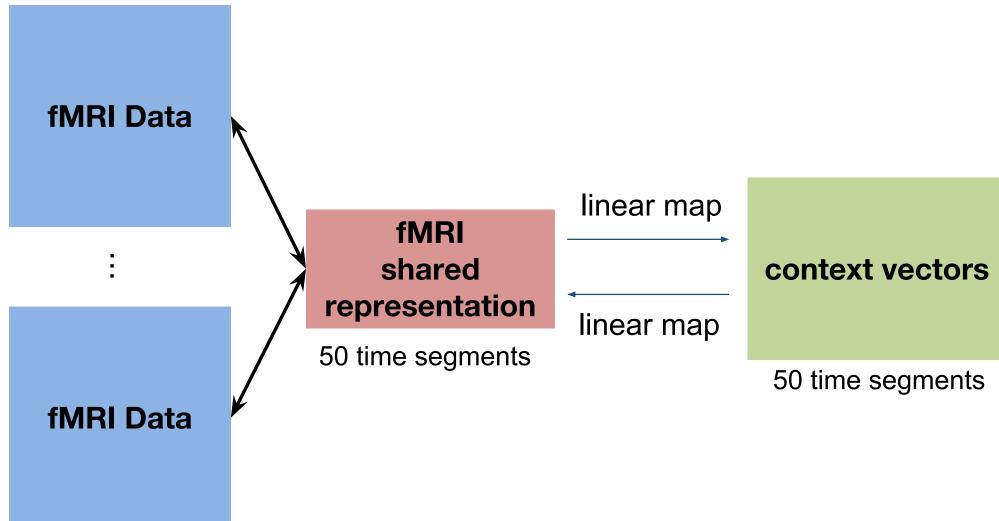
Several researchers have attempted to find relationships between word featurizations and fMRI activation in the brain. One popular method due to [4] gathers fMRI data across several subjects corresponding to story text. We study the Sherlock fMRI dataset [2], which consists of fMRI recordings of 17 people watching the British television program "Sherlock" for 45 minutes. In addition, we use externally annotated, second-level-resolution, English text scene descriptions of the movie. In this poster, we

- Construct 100-dimensional semantic context vectors for the annotations [1]
- Apply SRM [3] to construct shared 20-dimensional embedding of originally high-dimensional fMRI subject data
- **Solution** Learn linear maps from fMRI  $\rightarrow$  text and text  $\rightarrow$  fMRI with ridge regression and the Procrustes problem
- Evaluate with scene classification (84% over a 20% chance rate) and scene ranking (90% over a 50% chance rate) tasks for five different brain ROIs

## Model Description

There are three components to our model. To construct a shared space for the fMRI data, we use the Shared Response Model (SRM) [3], a probabilistic latent variable model for multisubject fMRI data under a time synchronized stimulus. SRM learns orthogonalcolumn maps  $W_i$  such that  $||X_i - W_i S||_F$  is minimized over  $\{W_i\}, S$ , where  $X_i \in \mathbb{R}^{v \times t}$  is the  $i^{th}$  subject's fMRI response (v voxels by t repetition times) and  $S \in \mathbb{R}^{k \times t}$  is a feature time-series in a k-dimensional shared space.

To featurize the descriptions of the Sherlock movie, we use the Wikipedia corpus to calculate word co-occurrence values. A matrix factorization objective then yields low-rank semantic vectors whose geometry clusters similar words. In order to combine these representations into vectors for each annotation, each of which is several sentences, we apply a weighted averaging scheme [1]. We learn linear maps from fMRI  $\rightarrow$  text and text  $\rightarrow$ fMRL



# Mapping Between Natural Movie fMRI Responses and Word-Sequence Representations

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### **Experiments**

- Scene Classification: We evenly segment the time points into 50 segments and learn a map using the first 25 segments. Then for each predicted held-out segment, we rank via Pearson correlation with the true held-out segments and report the proportion of the time the correct true held-out segment is ranked within the top 5 most correlated segments (20% chance).
- Scene Ranking: This task is nearly identical, except we report - average normalized rank (1 is highest, 0 is lowest, 0.5 is average random chance).

We compare several pipeline choices in these metrics:

- SRM versus averaging
- Applying a weighted averaging for annotation vectors versus an unweighted average
- Subtracting out the mean of the annotation vectors
- Solving the Procrustes problem (orthogonal constraint) to learn map versus using ridge regression ( $\ell_2$  constraint).

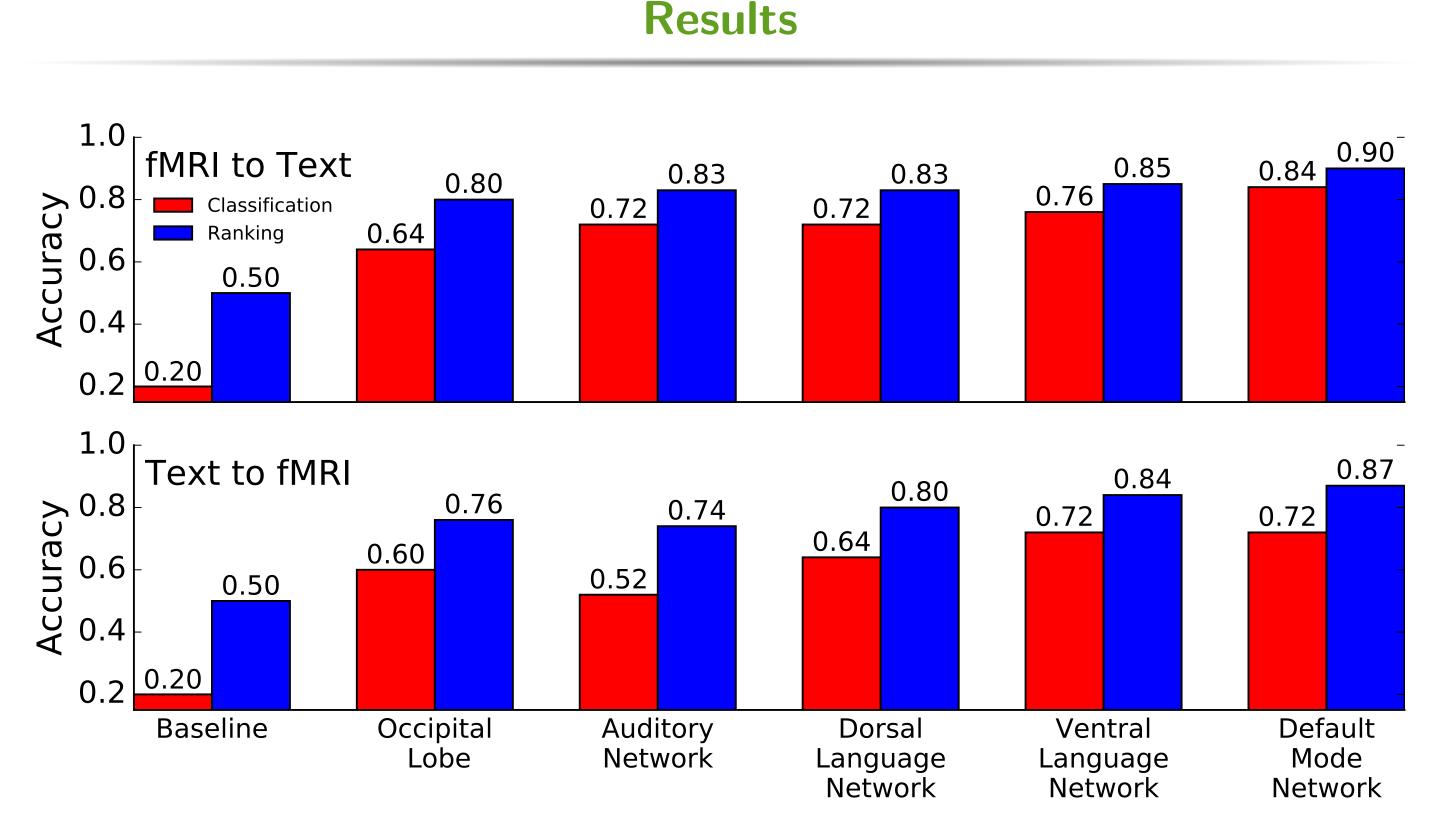
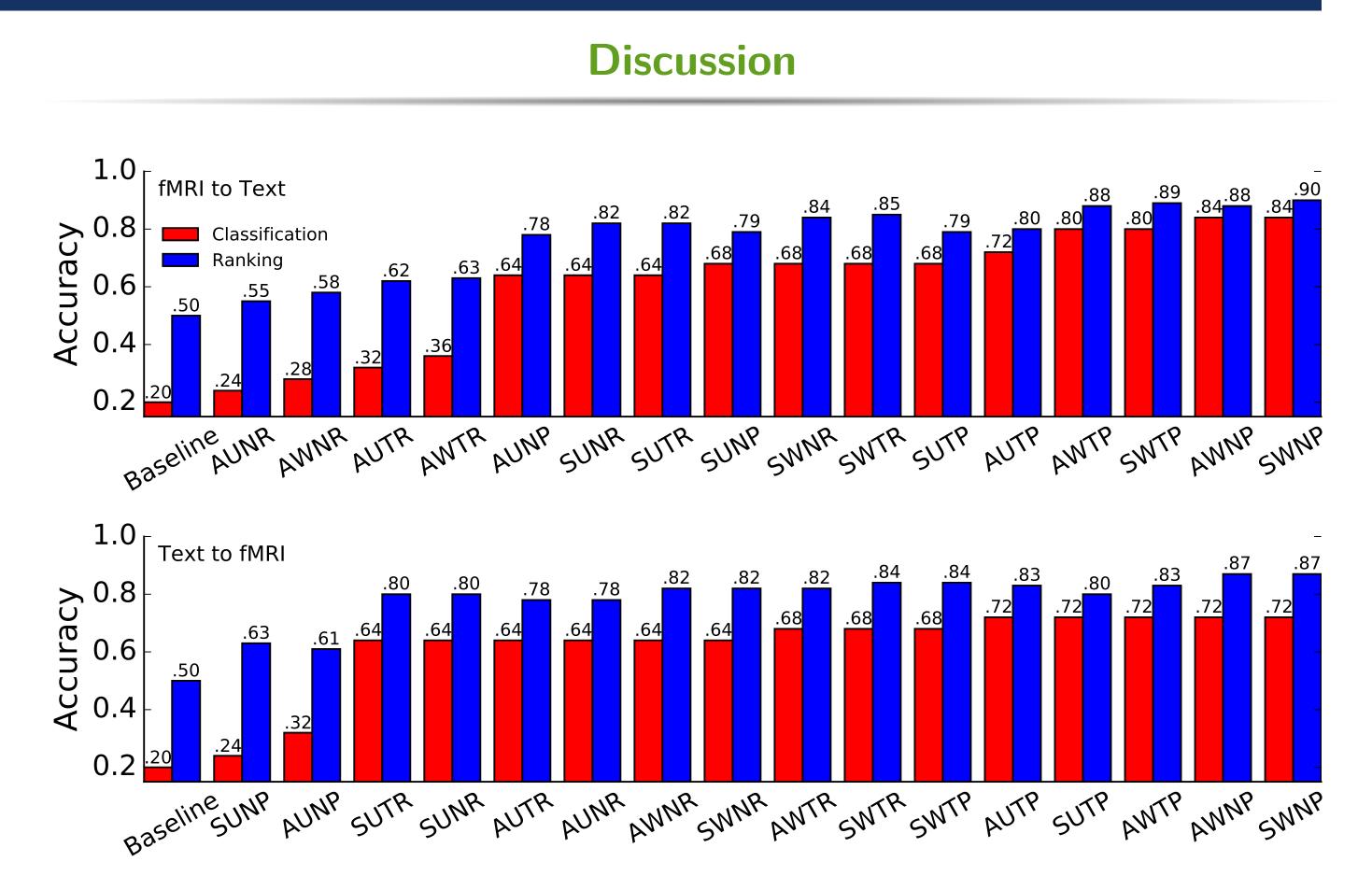


Figure 2: Best Bidirectional Accuracy Scores for Each Brain Region of Interest for both Scene Classification and Ranking (std. err. over different average subsets < 0.01)

Comparison on the Classification Task	$fMRI \to Text$	$Text \to fMRI$
20-dim SRM / Avg	$1.57 \pm 0.10$	$1.00 \pm 0.03$
Weighted / Unweighted Semantic Vectors	$1.17 \pm 0.04$	$1.06 \pm 0.03$
Temporal Zero Mean / No Zero Mean	$1.09 \pm 0.04$	$1.57 \pm 0.11$
Procrustes / Ridge	$1.42 \pm 0.09$	$0.85 \pm 0.06$

 Table 1: Average Improvement Ratio for Various Comparisons

## Kiran Vodrahalli, Po-Hsuan Chen, Yingyu Liang, Janice Chen, Esther Yong, Christopher Honey, Kenneth A. Norman, Peter J. Ramadge,



average subsets < 0.01)

We now list our main findings:

- SRM versus averaging improves performance by  $1.57 \times$  on average, but only much as a factor of 2.67)
- factor of  $1.42 \times$ . Top six methods use Procrustes.
- $\rightarrow$  text; top three methods use weighted word vectors.
- [1] S. Arora, Y. Liang, and T. Ma. A Simple but Tough-to-Beat Basline for Sentence Embeddings. preprint, 2016.
- [2] J. Chen, Y. C. Leong, K. A. Norman, and U. Hasson. bioRxiv preprint, 2016.
- [3] P.-H. Chen, J. Chen, Y. Yeshurun, U. Hasson, J. V. Haxby, and P. J. Ramadge. A Reduced-Dimension fMRI Shared Response Model
- [4] L. Wehbe, A. Vaswani, K. Knight, and T. Mitchell. pages 233–243, 2014.

Figure 3: DMN Bidirectional Accuracy Scores for Scene Classification and Ranking. The acronyms stand for combinations of methods, with the following key: S/A = SRM/Average, W/U = Weighting/No Weighted, T/N = Temporal Zero Mean/No Temporal Zero Mean, P/R = Procrustes/Ridge (std. err. over different)

• Top accuracy of 84% on the fMRI  $\rightarrow$  text scene classification task using the Default Mode Network region of the brain (SRM, weighted, Procrustes, no mean subtraction) • DMN has best performance for both fMRI  $\rightarrow$  text and text  $\rightarrow$  fMRI

considerably improves accuracy over averaging if with averaging the result is bad (by as

• Temporal zero mean is the only algorithmic step which seems to make a big difference on average for the text  $\rightarrow$  fMRI problem, but does not affect the fMRI  $\rightarrow$  text problem Procrustes regularization universally outperforms Ridge regression, on average by a

• Weighted combination of word vectors proves average of  $1.17 \times$  improvement for fMRI

References

Shared experience, shared memory: a common structure for brain activity during naturalistic recall.

The 29th Annual Conference on Neural Information Processing Systems (NIPS), 2015.

Aligning context-based statistical models of language with brain activity during reading.