

- Voluntary attention
- Reflexive attention

'Attention is ... The taking possession by the mind ... of one out of what seem several simultaneous possible objects or trains of thought.'
William James, 1890

Dichotic listening task

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2. Working memory
3. Learning and memory
4. Mental time travel
5. Memory (re) consolidation
6. Decision-making
7. Reward and motivation
8. Language processing
9. Executive function

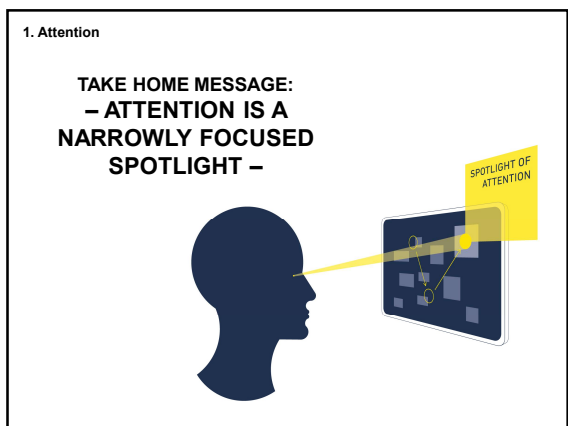
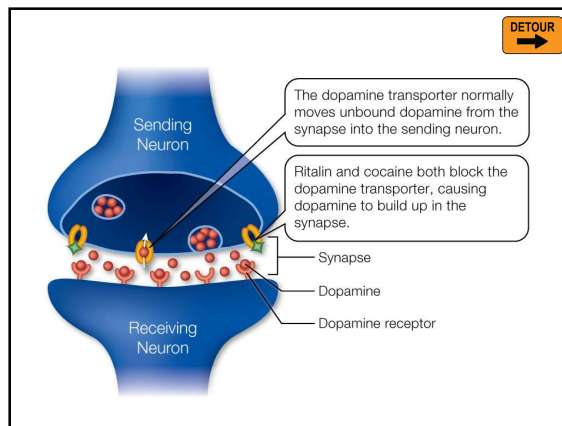
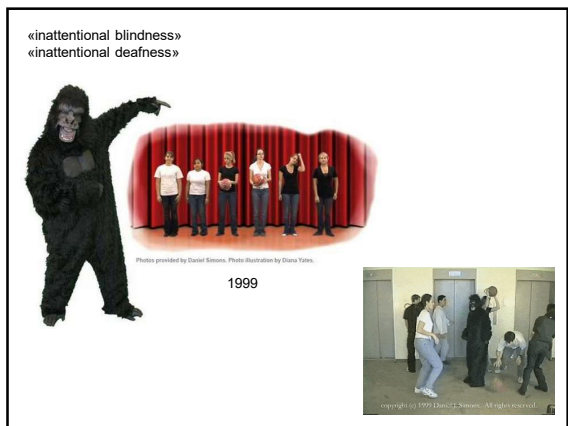
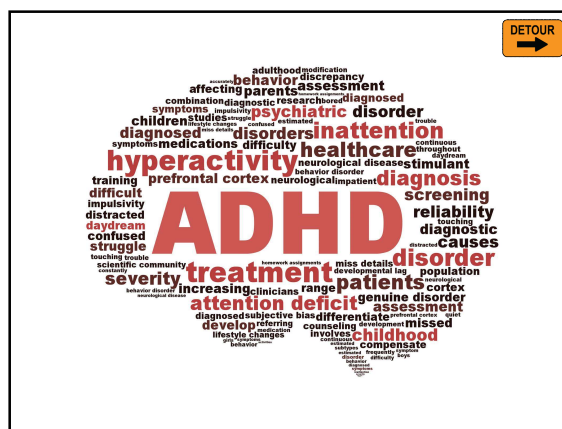
COCKTAIL PARTY EFFECT

- Introduced by Cherry (1953), this theory focuses on the individual's ability to attend to a single talker among a mixture of conversations and background noises, ignoring other conversations.
- The experiment was conducted on dichotic listening task.
- The subjects were asked to listen to two different messages from a single loudspeaker at the same time and try to separate them; and only repeat one message and not the other, known as **shadowing** task.
- His work revealed that the ability to separate sounds from background noise is based on the characteristics of the sound, such as gender of the speaker, direction from which the sound is coming, the pitch or the speaking speed.
- When the messages were similar in characteristics, subjects were unable to complete the task successfully.

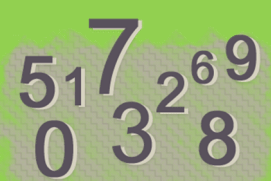
1. Attention

This is a good way to get people's attention. No matter what you're doing, you're going to stop and read this thinking image.

Broadbent's Filter Model

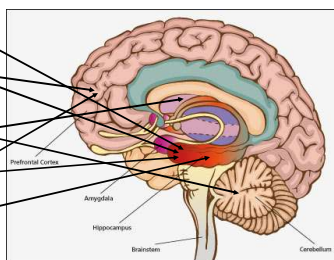


2. Working memory



'Human thought processes are underpinned by an integrated system for temporarily storing and manipulating information.'
Alan Baddeley, 2003

- Declarative memory (London is the capital of UK)
- Episodic memory (childhood experiences, or what we had for breakfast yesterday)
- Procedural memory (riding a bike, driving a car)
- Semantic memory (meanings and concepts)
- Spatial memory (our environment and the relationship of objects and landmarks within it)



Working Memory

1974 Alan Baddeley and Graham Hitch
system for temporary storage and initial management of information, creating a functional link between sensory perception and controlled action

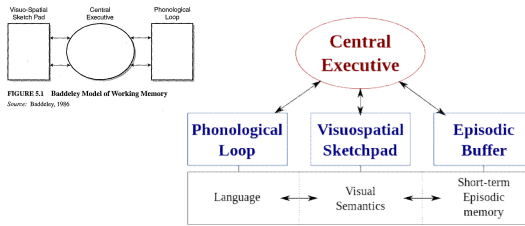
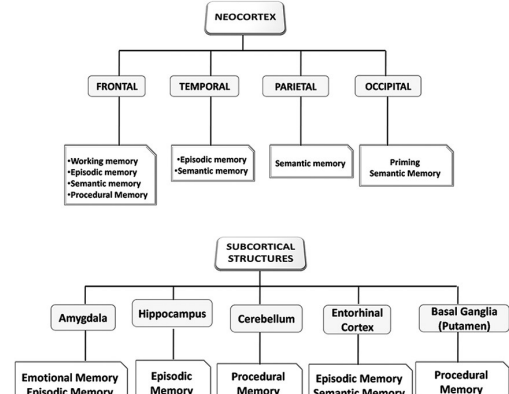
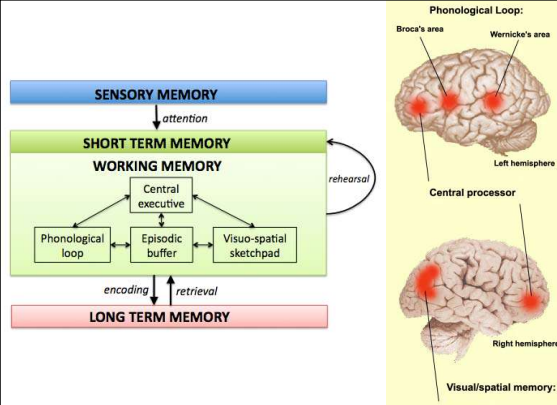
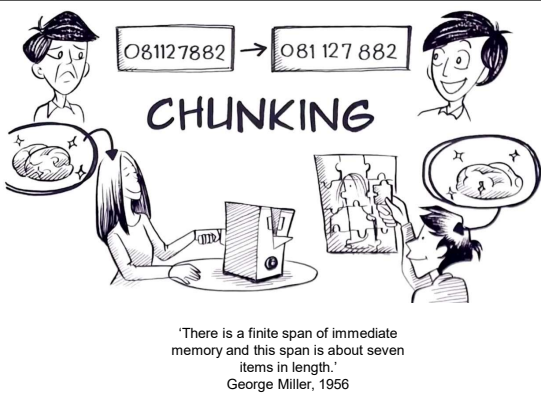
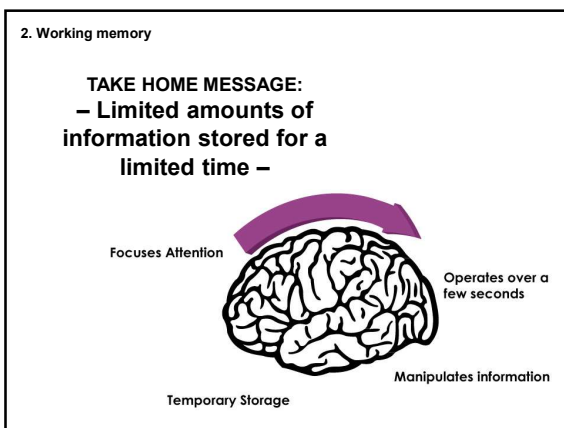
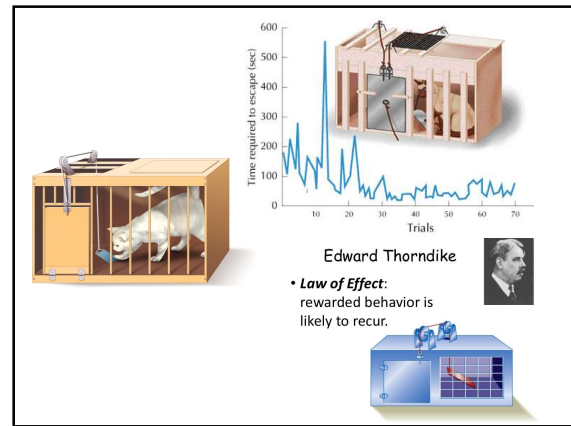


FIGURE 5.1 Baddeley Model of Working Memory
Source: Baddeley, 1986

CHUNKING

'There is a finite span of immediate memory and this span is about seven items in length.'
George Miller, 1956

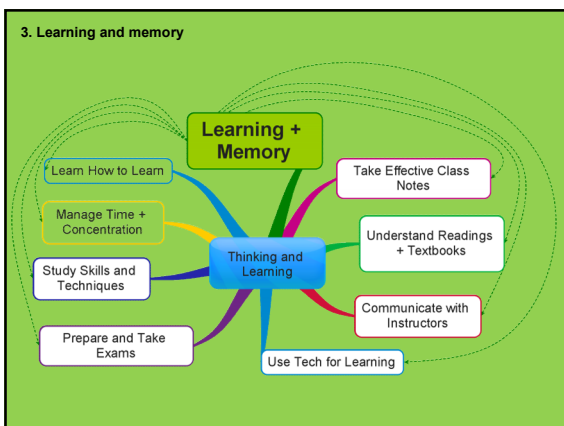


Operant conditioning

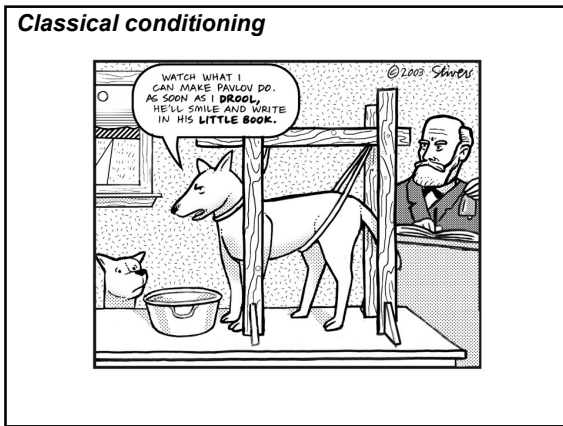
B.F. Skinner
Science and Human Behavior (1953)

- Human behavior Under Stimulus Control
 - Source of Doctrine of Situationism
- Important Variables
 - Reinforcement History
 - Discriminative Stimuli
 - Contingencies of Reinforcement
- Sources of Complexity of Personality
 - Complexity of Stimulus Conditions
 - Complexity of Reinforcement History

'Behaviour is shaped and maintained by its consequences.'
B.F. Skinner, 1971



Procedure	Behavior	Consequence	Change in behavior
Use of positive reinforcement	Behavior (Studying)	Positive reinforcer (Teacher approval) is presented when student studies	Frequency of behavior increases (Student studies more)
Use of negative reinforcement	Behavior (Studying)	Negative reinforcer (Teacher disapproval) is removed when student studies	Frequency of behavior increases (Student studies more)



Hyperthymesia is a mental condition that allows the person to remember almost every detail of their lives with near-perfect accuracy.

DETOUR →

Salomon Shereshevsky

DISULFIRAM

Disulfiram is used to ensure Abstinence in the Treatment of Alcohol Dependence. Its Main effect is to Produce a rapid & Violently Unpleasant Reaction in a Person who ingests even a Small amount of alcohol While Taking Disulfiram.

3. Learning and memory

TAKE HOME MESSAGE:
- LEARNING CAUSES PHYSICAL CHANGES TO THE BRAIN -

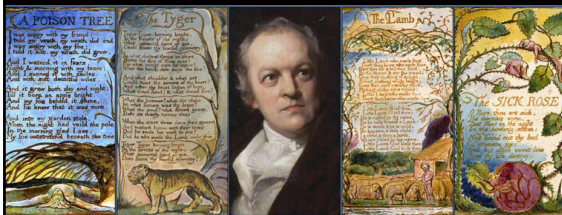
Cells that fire together, wire together

Let us assume that the persistence or repetition of a reverberatory activity (or "trace") tends to induce lasting cellular changes that add to its stability... When an axon of cell A is near enough to excite a cell B and repeatedly or persistently takes part in firing it, some growth process or metabolic change takes place in one or both cells such that A's efficiency, as one of the cells firing B, is increased.

Hippocampus

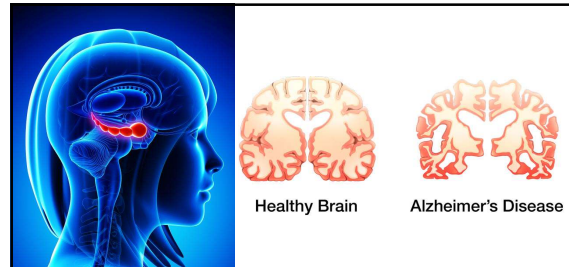


Memory, wrote William Blake, enables us to 'traverse times and spaces far remote'.



'You don't need mental time travel to remember a chemical formula ... But you can't remember events from your past, or anticipate your future, without it.'

Endel Tulving, 2003



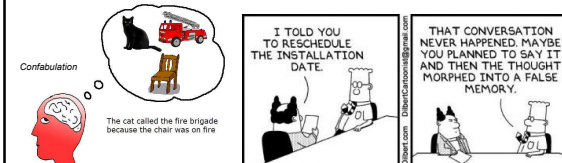
Healthy Brain Alzheimer's Disease

1. Anterograde deficits are more severe
2. Episodic memories are more affected than semantic memories
3. Patients cannot time travel to the past or future

Reconstructive Memory

- Bartlett distinguished between reproductive and reconstructive memory
- Reproductive memory: A highly accurate, verbatim recording of an event
- Reconstructive Memory: Remembering by combining elements of experience with existing knowledge

«One's memory of an event reflects a blend of information ... encoded at the time it occurred, plus inferences based on knowledge, expectations, beliefs and attitudes.»
Bartlett, «Remembering»



Confabulation

4. Mental time travel

**TAKE HOME MESSAGE:
– MEMORY ENABLES US TO
RECALL THE PAST AND
IMAGINE THE FUTURE –**




Western Scrub-Jays Anticipate Future Needs Independently of Their Current Motivational State

Report

5. Memory (re) consolidation



'The interval of a single night will greatly increase the strength of the memory.'
 Quintilian, c. AD 95

The diagram is divided into three stages: A (WAKE), B (SLEEP), and C (WAKE). In stage A, cortical modules and the hippocampus are shown with active connections. In stage B, sleep spindles and slow waves are depicted, indicating a transition to sleep. In stage C, memory consolidation is shown, leading to a restored encoding capacity in the hippocampus.

Dyssomnia

Dyssomnias are sleep disorders characterized by insomnia, excessive sleepiness, or abnormal sleep-wake timing

- Intrinsic
- Extrinsic
- Circadian

DYSSOMNIA
 MEDICAL CONDITION INFORMATION

Sleep is:
 Physiological restoration
 Active process

Activities/Phases:
 Non-REM (early)
 REM (late)

Non-rapid Eye Movement (NREM)
 Stage 1: transition
 5% total time
 Stage 2: 50% total time
 Stages 3 and 4: slow-wave sleep
 10-20% total time
 Restoring sleep

Rapid Eye Movement (REM)
 20-25% total time

The hypnogram shows the progression of sleep stages: Awakening, REM Sleep, Stage 1, Stage 2, Stage 3, and Stage 4. The x-axis represents time from Midnight to 0630. A 'Brief Awakening' is noted between 0300 and 0400.

Intrinsic Dyssomnia

- Psychophysiological insomnia
- Sleep state misperception
- Idiopathic insomnia
- Narcolepsy
- Hypersomnia
 - Recurrent, idiopathic, post-traumatic
- Restless legs syndrome
- Obstructive sleep apnea syndrome
- Central sleep apnea syndrome
- Central alveolar hypoventilation syndrome
- Periodic limb movement disorder
- Intrinsic sleep disorder NOS

Sleep cycle & Architecture

- Healthy persons: NREM1, then NREM 2, 3, 4, 3, 2, and then REM
- Cycles repeat every 90-120 minuti
- Entire cycle repeated 3-4/nighte
- NREM 3 e 4: more prominent during the first half of the night, then decreases
- REM: the oppsite

Extrinsic Dyssomnia

- Inadequate sleep hygiene
- Environmental sleep disorder
- Altitude insomnia
- Adjustment sleep disorder
- Insufficient sleep syndrome
- Limit-setting sleep disorder
- Sleep-onset association disorder
- Food allergy insomnia
- Nocturnal eating (drinking) syndrome
- Hypnotic-dependent sleep disorder
- Stimulant-dependent sleep disorder
- Alcohol-dependent sleep disorder
- Toxin-induced sleep disorder
- Extrinsic sleep disorder NOS

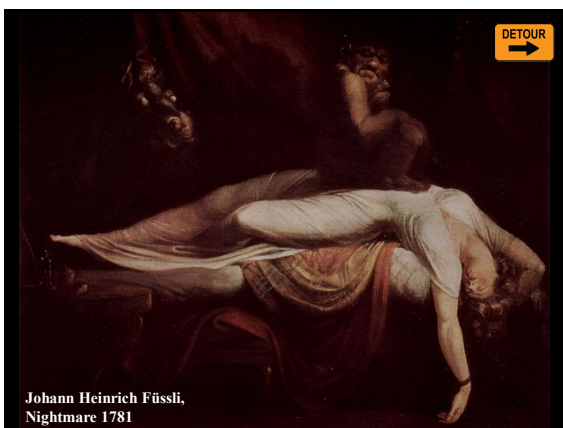
DETOUR
➔

Circadian Dyssomnia

- Time zone change (jet lag) syndrome
- Shift work sleep disorder
- Irregular sleep-wake pattern
- Delayed sleep phase syndrome
- Advanced sleep phase syndrome
- Non-24-hour sleep-wake disorder
- Circadian rhythm sleep disorder NOS
- Shifts with age (adolescent or elderly)

DETOUR
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- **Parasomnias NOS**
 - Sleep bruxism (tooth grinding)
 - Sleep enuresis (bed-wetting)
 - Sleep-related abnormal swallowing syndrome
 - Nocturnal paroxysmal dystonia
 - Sudden unexplained nocturnal death syndrome
 - Primary snoring
 - Infant sleep apnea
 - Congenital central hypoventilation syndrome
 - Sudden infant death syndrome
 - Benign neonatal sleep myoclonus
 - Other parasomnia NOS



CC(C)NCC(O)COc1ccc2ccccc12
propranolol

Effects of Propranolol, a β-noradrenergic Antagonist, on Memory Consolidation and Reconsolidation in Mice

Hilmar Weber¹, Felix Beckebard², Anne Drepper³, Mira Lutzgans⁴, Gidon Benayahu⁵, Raphael Paul⁶, Eric Baif⁷, Alan Brown⁸, Philippe Simon⁹ and Paul Paulsen¹⁰

POST-TRAUMATIC STRESS DISORDER

DETOUR
➔

- **Arousal disorders:**
 - Confusional arousals
 - Sleepwalking
 - Sleep terrors
- **Sleep-wake transition disorders:**
 - Rhythmic movement disorder
 - Sleep starts
 - Sleep talking
 - Nocturnal leg cramps
- **Parasomnias usually associated with REM sleep:**
 - Nightmares
 - Sleep paralysis
 - Impaired sleep-related penile erections
 - Sleep-related painful erections
 - REM sleep-related sinus arrest
 - REM sleep-related REM sleep behavior

Conditioned Taste Aversion

A DAY 1

1st Exposure to Food Item

Injection of LiCl or NaCl

DAY 2

2nd Exposure to Food Item


B

Treatment	Grams Ingested (Day 2)
LiCl	~0.3
NaCl	~0.8

Grams Ingested on 2nd Exposure (LiCl treated group compared to NaCl treated control)

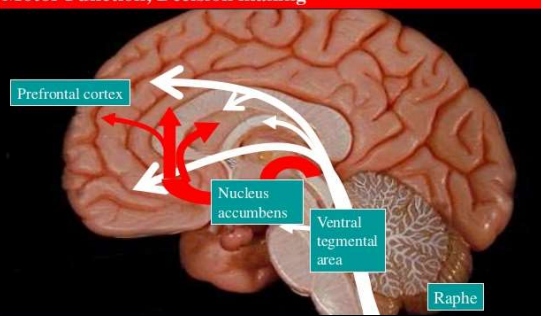
A person who becomes very sick after consuming vodka-and-orange-juice cocktails may then become averse to the taste of orange juice, even though the sickness was caused by the over-consumption of alcohol.

5. Memory (re) consolidation

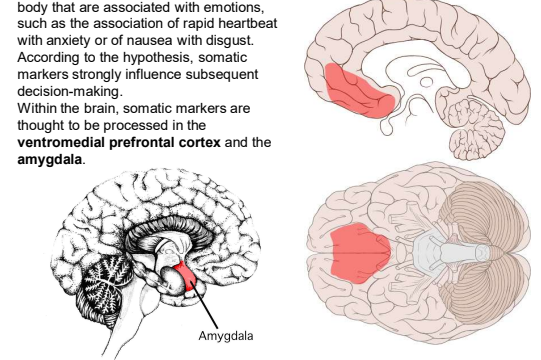


TAKE HOME MESSAGE:
– STORED MEMORIES CAN BE STRENGTHENED, ALTERED AND MANIPULATED –

Dopamine Pathways: Reward, Pleasure, Euphoria, Motor Function, Decision making




“Somatic markers” are feelings in the body that are associated with emotions, such as the association of rapid heartbeat with anxiety or of nausea with disgust. According to the hypothesis, somatic markers strongly influence subsequent decision-making. Within the brain, somatic markers are thought to be processed in the **ventromedial prefrontal cortex** and the **amygdala**.



7 STEPS TO EFFECTIVE DECISION MAKING

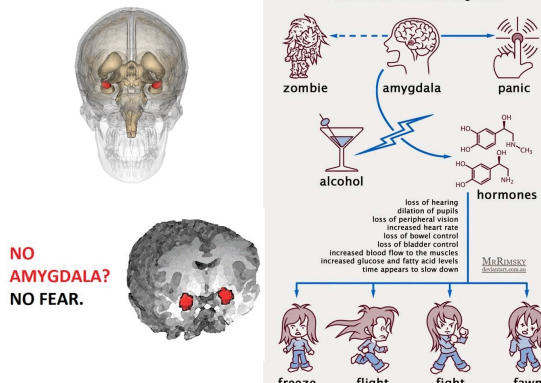
Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chance that you will choose the most satisfying alternative possible.

- 1 IDENTIFY THE DECISION
- 2 GATHER INFORMATION
- 3 IDENTIFY ALTERNATIVES
- 4 WEIGH THE EVIDENCE
- 5 CHOOSE AMONG ALTERNATIVES
- 6 TAKE ACTION
- 7 REVIEW YOUR DECISION



THE AMYGDALA HIJACK



NO AMYGDALA? NO FEAR.

alcohol

hormones

loss of hearing
 dilation of pupils
 loss of peripheral vision
 increased heart rate
 loss of bladder control
 loss of bowel control
 increased blood flow to the muscles
 increased glucose and fatty acid levels
 time appears to slow down

freeze flight fight fawn

The way the problem is presented influences the decision

- Group 1:
 - A: 200/600 saved
 - B: 30% all saved
- Group 2:
 - C: 400 die
 - D: 30% none dies

75%

6. Decision-making

TAKE HOME MESSAGE:
– HOW DO WE CHOOSE THE BEST COURSE OF ACTION? –

Prisoners' dilemma

Case A		Case B		Case C	
Prisoner 1	Prisoner 2	Prisoner 1	Prisoner 2	Prisoner 1	Prisoner 2
Remain Silent	Confess	Remain Silent	Remain Silent	Confess	Confess
20 years	Released	1 year	1 year	5 years	5 years

7. Reward and motivation

The ultimatum game

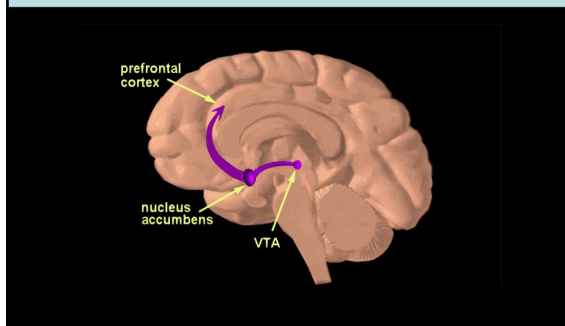
5 : 5 0 : 0 8 : 2 0 : 0

"[Motivation is] ... all those pushes and pulls ... that defeat our laziness and move us, either eagerly or reluctantly, into action"
 George Miller, 1962

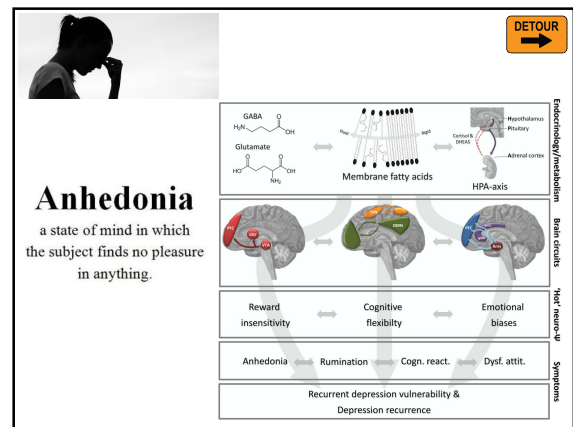
- Mesolimbic pathway
- Nigrostriatal pathway

a.k.a. «Pleasure Centre»

the pleasure molecule

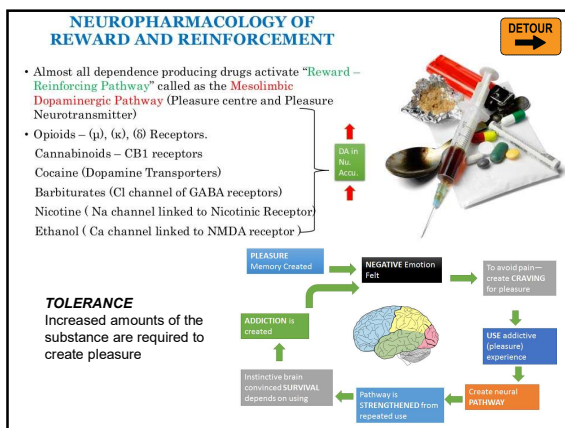
NCCc1ccc(O)c(O)c1


Anhedonia
a state of mind in which the subject finds no pleasure in anything.



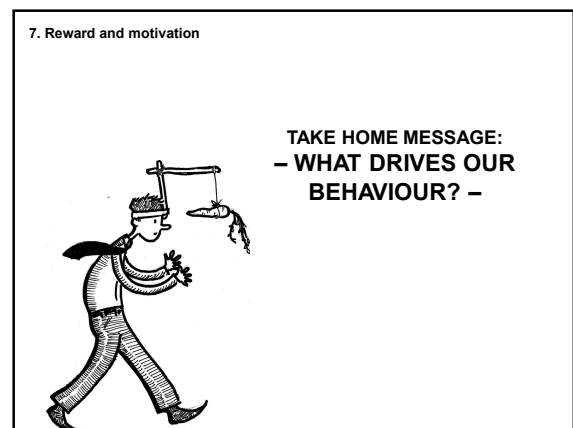
NEUROPHARMACOLOGY OF REWARD AND REINFORCEMENT

- Almost all dependence producing drugs activate "Reward – Reinforcing Pathway" called as the **Mesolimbic Dopaminergic Pathway** (Pleasure centre and Pleasure Neurotransmitter)
- Opioids – (μ), (κ), (δ) Receptors.
- Cannabinoids – CB1 receptors
- Cocaine (Dopamine Transporters)
- Barbiturates (Cl channel of GABA receptors)
- Nicotine (Na channel linked to Nicotinic Receptor)
- Ethanol (Ca channel linked to NMDA receptor)

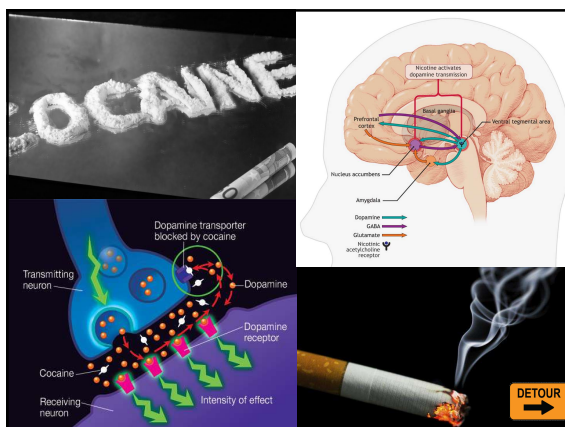


7. Reward and motivation

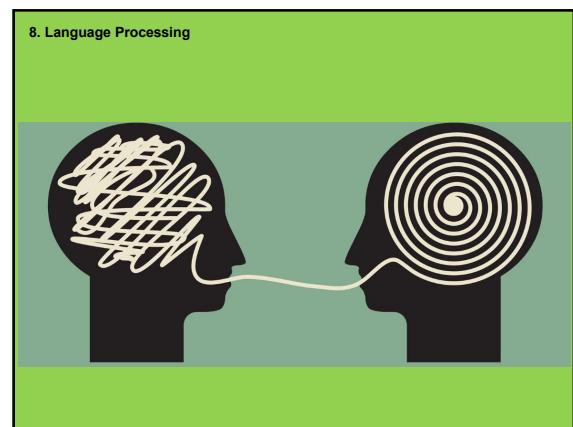
TAKE HOME MESSAGE: – WHAT DRIVES OUR BEHAVIOUR? –

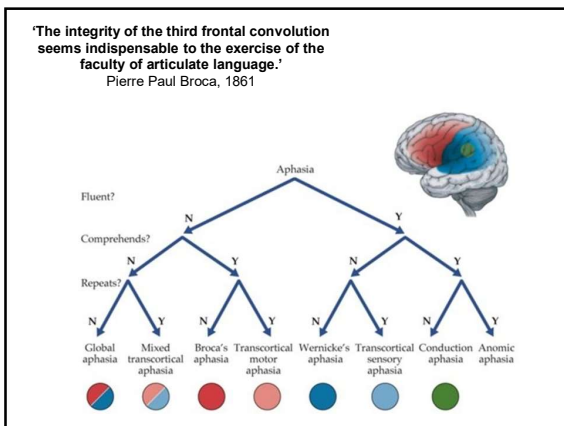


Cocaine



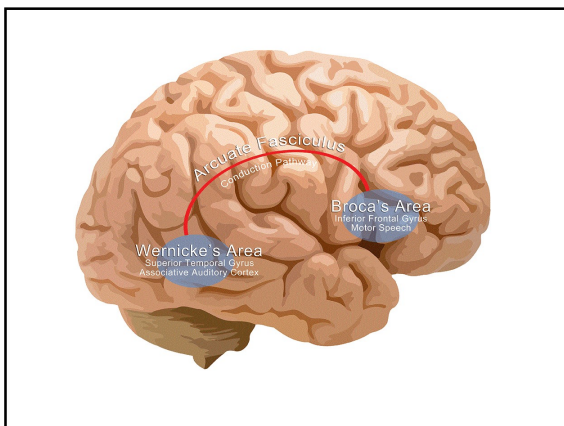
8. Language Processing





8. Language Processing

**TAKE HOME MESSAGE:
 – THE BRAIN CONTAINS MULTIPLE, COMPLEX CIRCUITS DEDICATED TO LANGUAGE –**



9. Executive function

What Is Executive Function?

HEAD INJURIES

Parlez-vous francais? Car crash leaves man with a French accent

Newspaper clipping with text about a man who developed a French accent after a car crash. Includes a 'DETOUR' arrow icon.

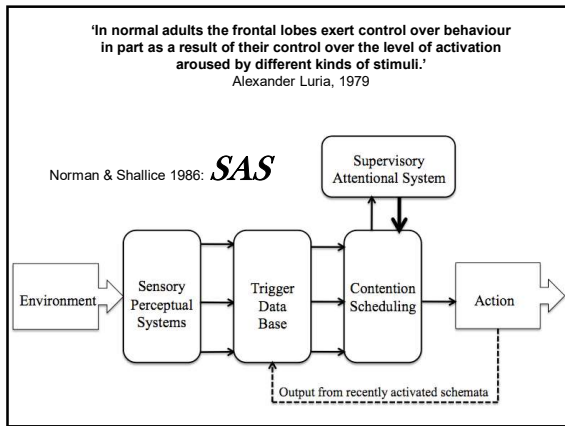
MEDICAL BOOKSHELF

Executive function refers to the brain's control system, which enables us, among other things, to organize our thoughts and behaviours, prioritize and plan tasks, and make decisions.

... multi-component system that supervises and coordinates other high-level mental functions

Executive function emerged with the evolution of the modern mind – it is tied to the prefrontal cortex, a part of the brain far more highly developed in human beings than in our closest primate ancestors.

Costandi, Mobebe. 50 Human Brain Ideas You Really Need to Know.



9. Executive function

TAKE HOME MESSAGE:
 – THE BRAIN'S 'CONTROL SYSTEM', WHICH SUPERVISES AND REGULATES OTHER MENTAL PROCESSES –

PURPLE YELLOW RED
 BLACK RED GREEN
 RED YELLOW ORANGE
 BLUE PURPLE BLACK
 RED GREEN ORANGE

Stroop 1935

giallo	blu	arancione
nero	rosso	verde
viola	giallo	rosso
arancione	verde	nero
blu	rosso	viola
verde	blu	arancione

