

# Informatics 1 Cognitive Science

## Lecture 15: Vision Part 4

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Marr and Poggio's Vision Theory

Object Recognition in the Ventral Pathway

Deep Neural Networks and the Ventral Pathway

Concept Cells

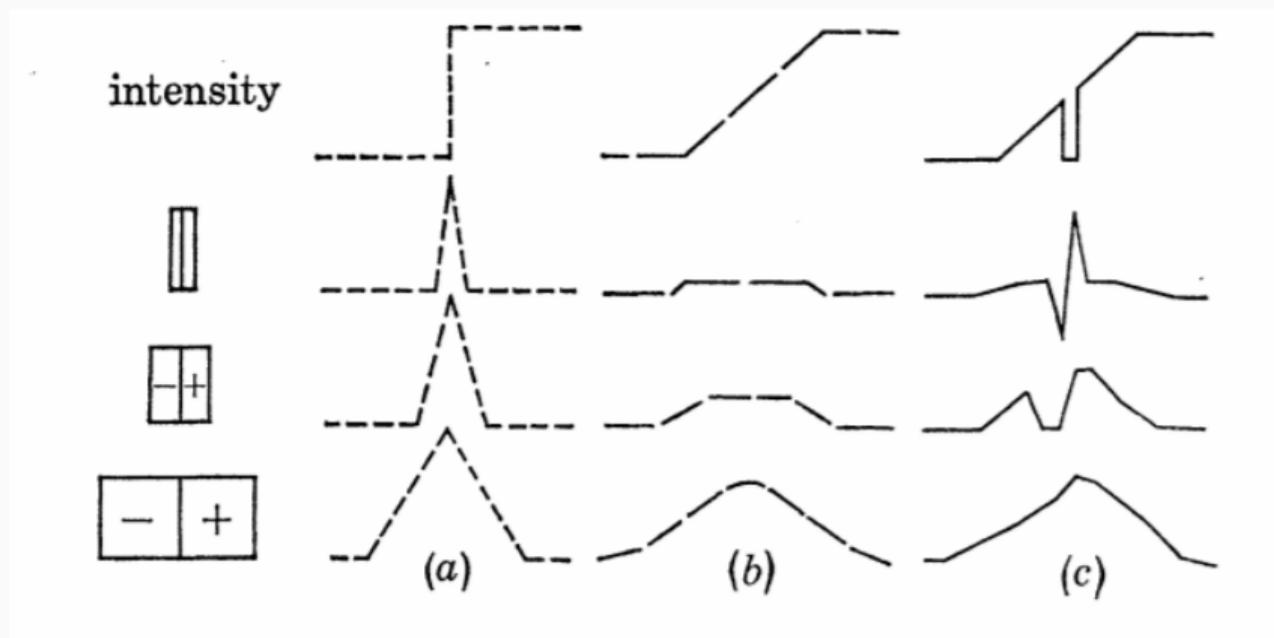
# Marr and Poggio's Vision Theory

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# Understanding Vision: Marr & Poggio

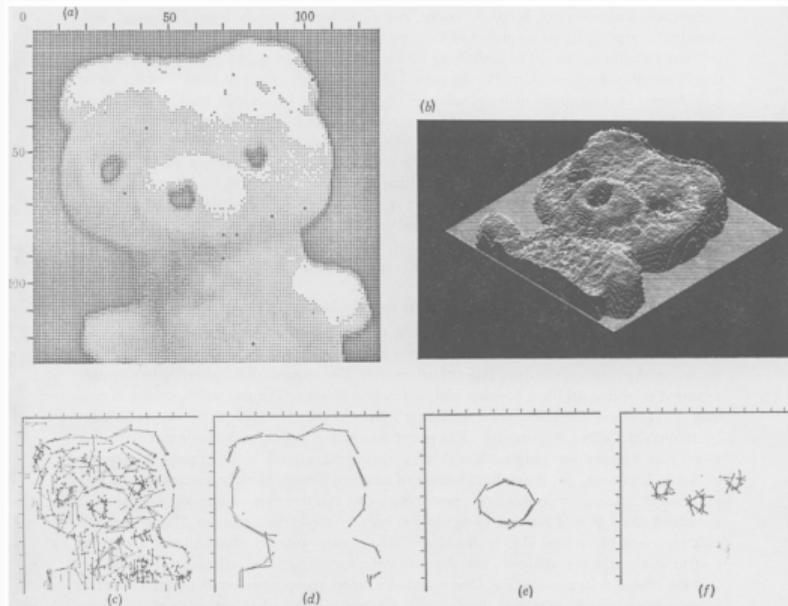
1. Primal sketch: local features including edges, regions, etc.
2. 2.5D sketch: surfaces with depth/orientation — shape as seen by the viewer
3. 3 D model: represents objects in terms of 3D geometric primitives

# The Primal Sketch



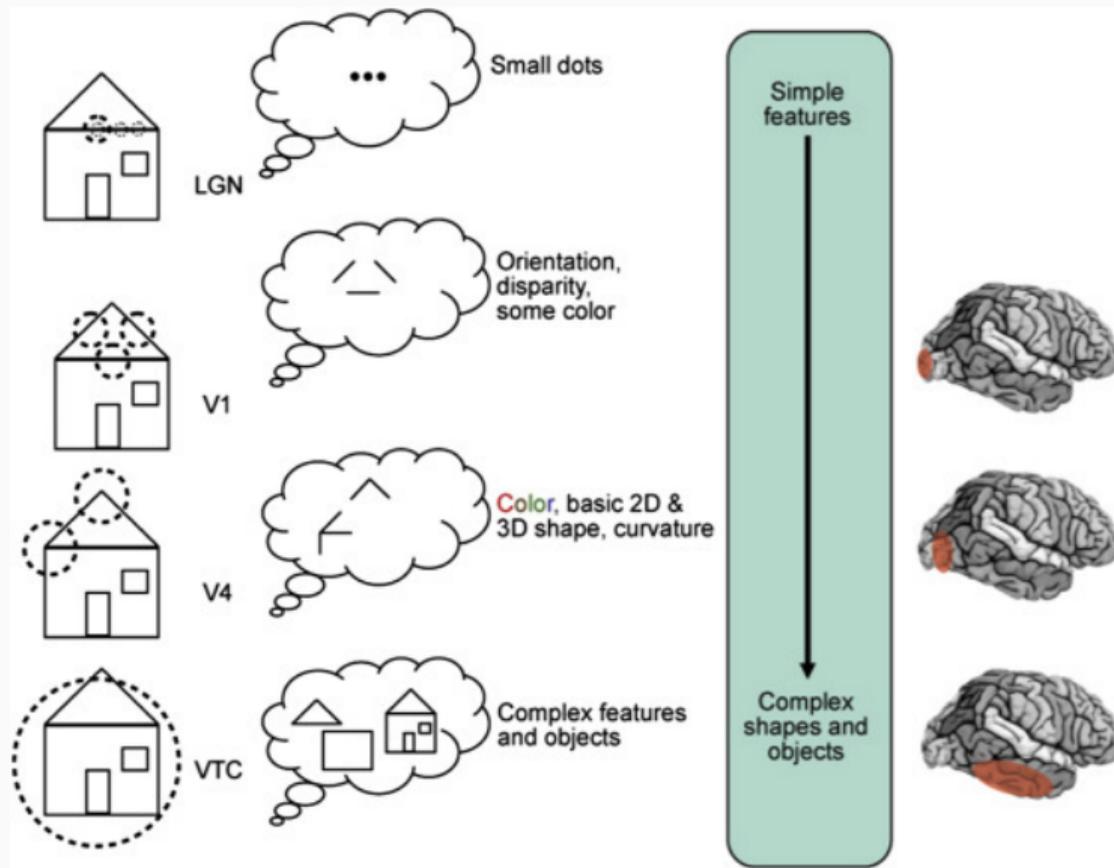
Filters are required to capture contrast changes at different scales. These resemble V1 simple cells RFs.

## Beyond the Primal Sketch



The primal sketch (c), and three principal forms extracted from the primal sketch (d-f). Marr's idea was that these primitives can now be combined to 3D object descriptions. This is a hard problem that deep learning can now solve.

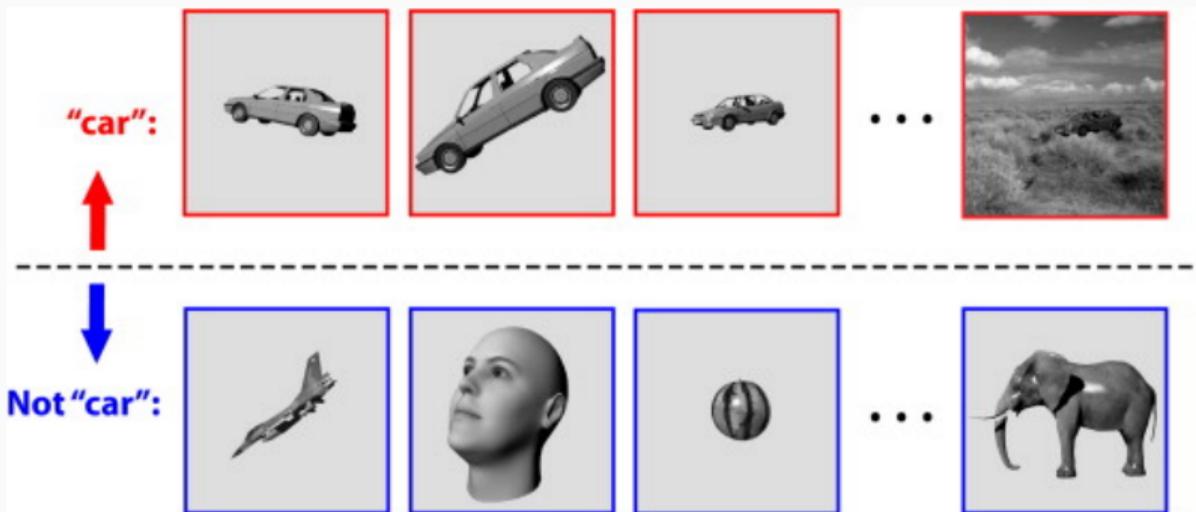
# The hierarchy of visual processing



# Object Recognition in the Ventral Pathway

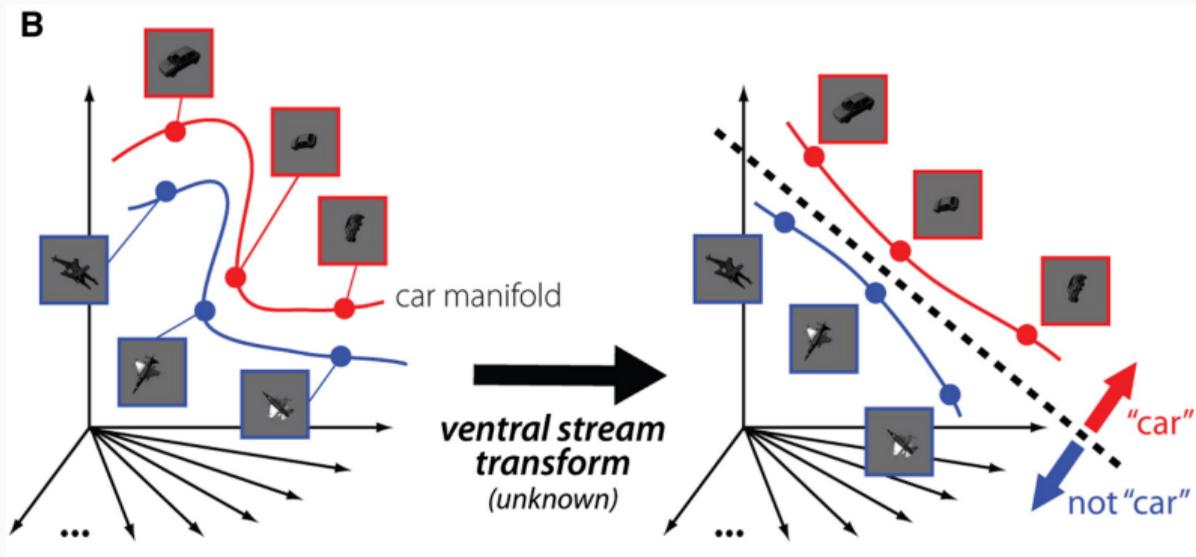
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# Object Recognition



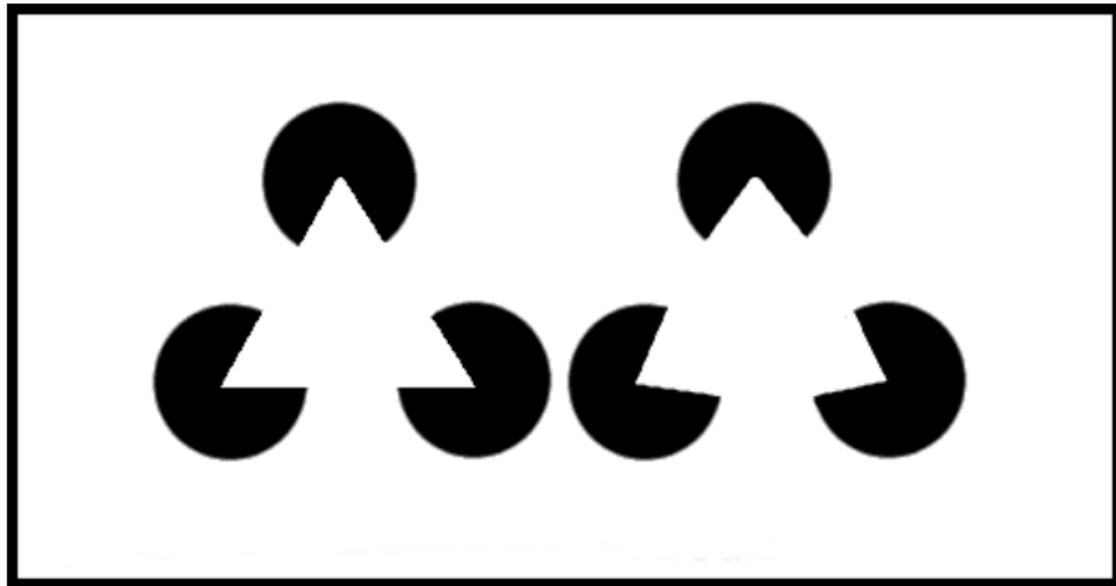
Object recognition is the ability to rapidly (200 ms viewing duration) discriminate a given visual object (e.g., a car, top row) from all other possible visual objects (e.g., bottom row) without any object-specific or location-specific pre-cuing.

# Object Recognition



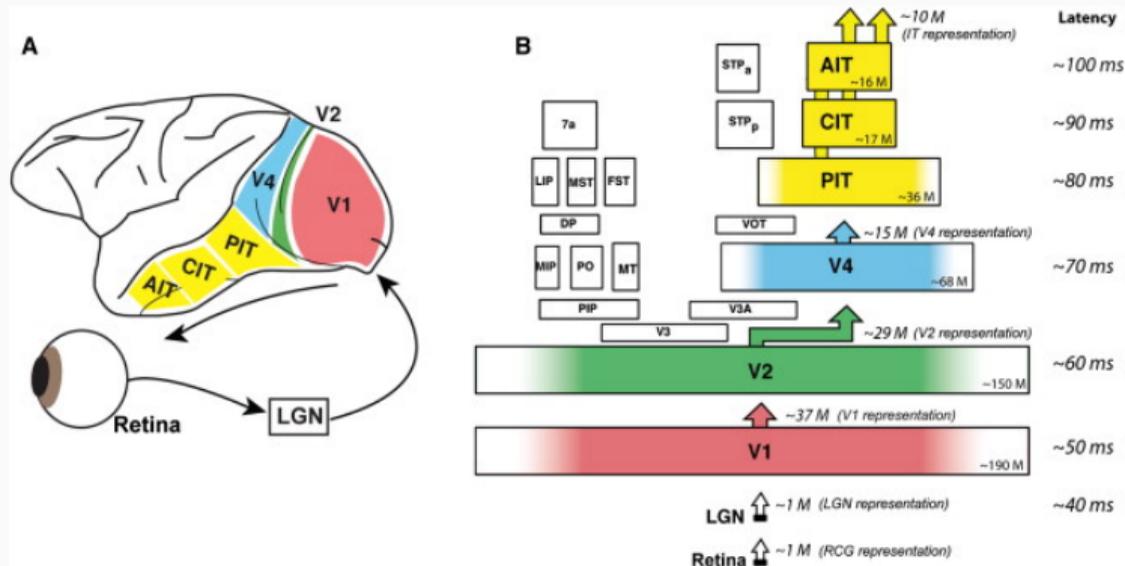
In images and responses in the early visual system, object identity is hidden in curves and tangled “manifolds”. Solution: a series of successive re-representations along the ventral stream to area IT that allows easy separation of the object manifold.

## Illusory Contours have a Neural Correlate



Responses corresponding to the non-existing lines in these images are recorded in area V2. This suggests the cortex actively interprets images according to common ecological properties.

# The Ventral Pathway

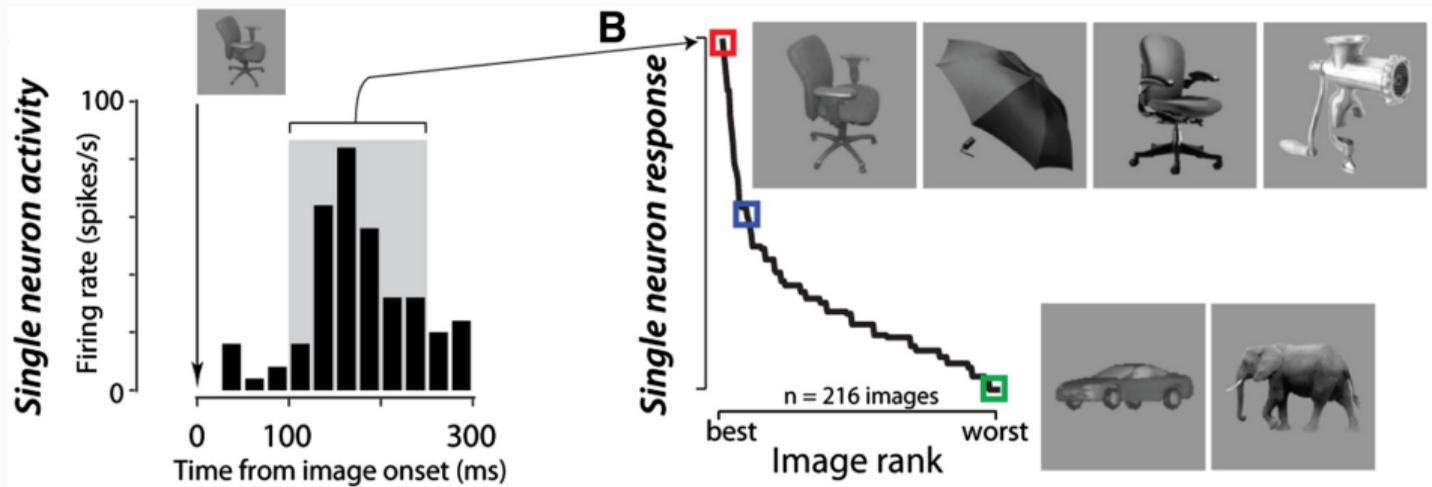


V2: Like V1 and orientation of illusory contours and figure/ground separation

V3: intermediate complexity object features, simple geometric shapes (2.5D-like), but tuning difficult to measure

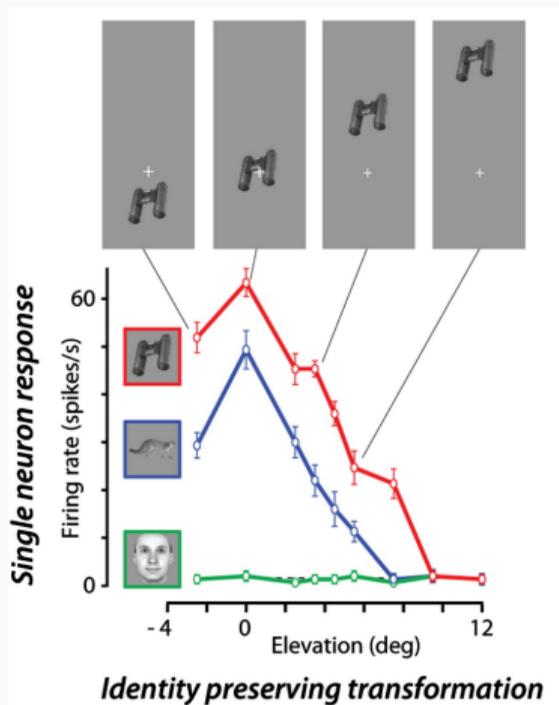
Inferotemporal cortex (IT): complex shapes, objects, and faces

## Specificity of IT Neurons



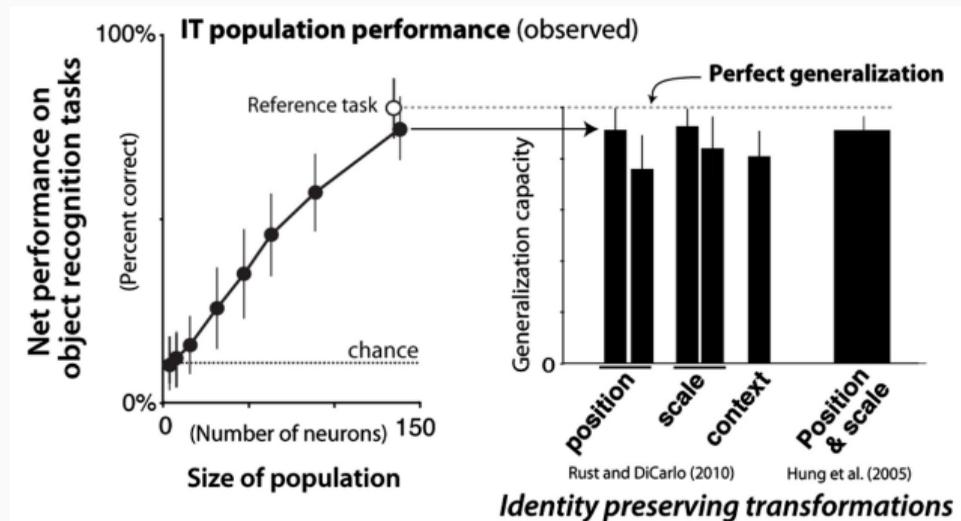
IT neurons respond to pictures of objects with relatively high selectivity. (pictures from DiCarlo et al., *Neuron*, 2012)

# Invariances in IT Neurons



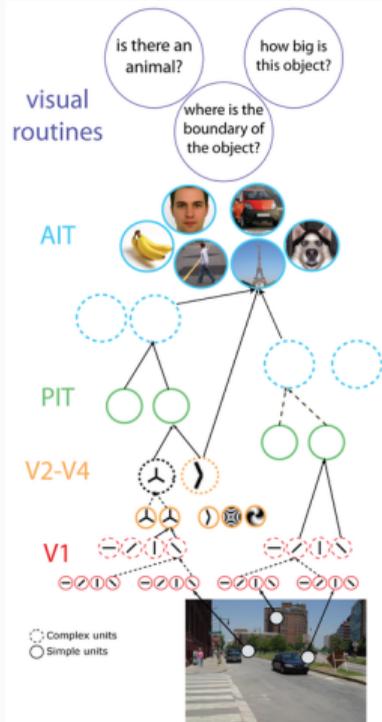
Object preference is preserved over a wide range of elevations.

# Decoding Object Identity from IT Neurons



Object classification is near perfect using about 100 IT neurons, and generalisation across position and scale is robust. (reference is a based on SVM classifier on full population)

# The HMAX Model - a Model of the Ventral Stream (Riesenhuber & Poggio, 1999)

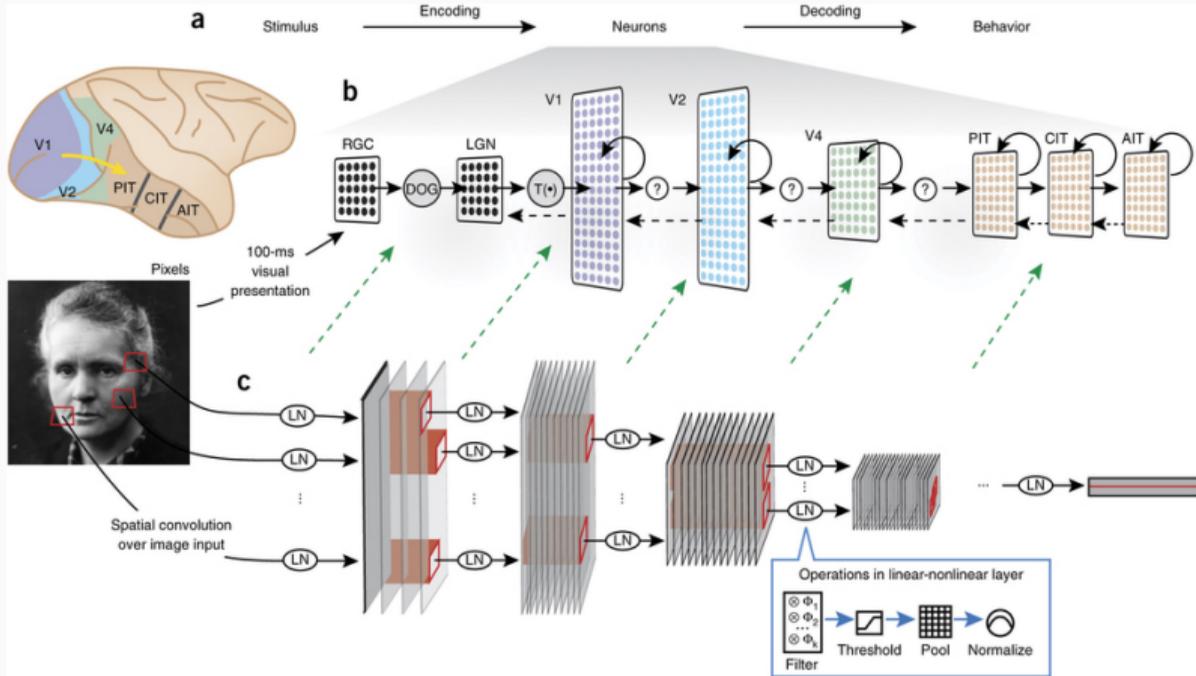


- hierarchical, local layer-wise pooling on multiple scales
- increasing size of RFs
- max pooling in higher layers
- includes learning at the top layer (and intermediate layers in newer version)
- performance ranges 50%-90% in 10 class image data sets

# Deep Neural Networks and the Ventral Pathway

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# Deep Neural Networks resemble the Ventral Stream

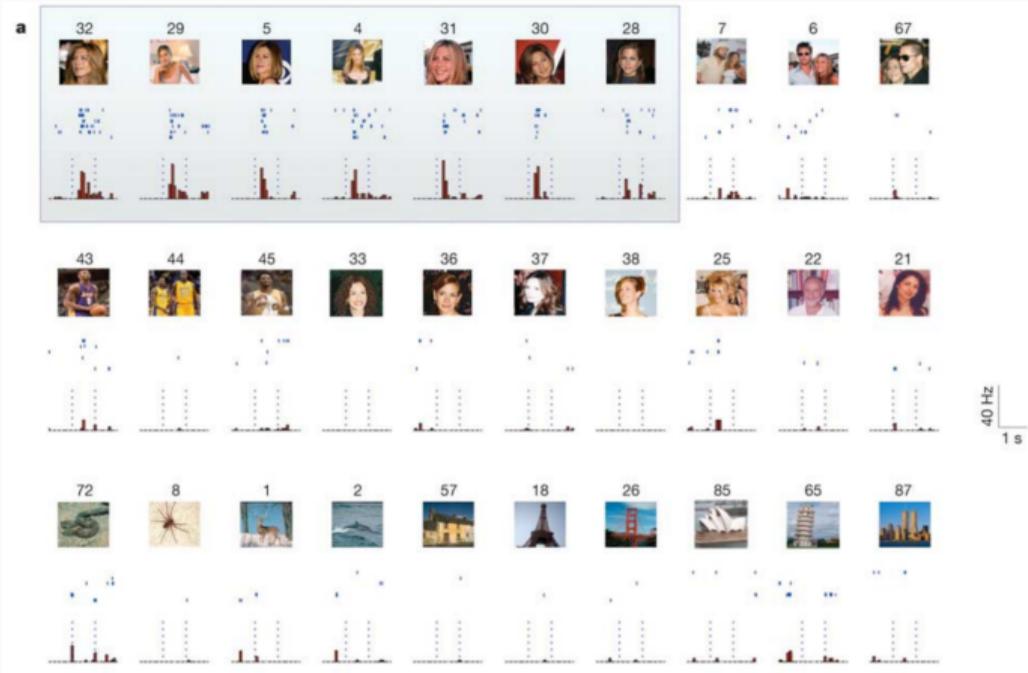


Activations in a deep net trained to classify images mirror recorded activity in the ventral stream, and its hierarchical organisation (Yamris, DiCarlo 2012, 2016).

## Concept Cells

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# Jennifer Aniston or Grandmother Cells



A single unit in the hippocampus that responds selectively to images (+ e.g. written or spoken name) of Jennifer Aniston (Quiroga et al., 2005).

# CLIP models also have concept cells

## Emotion Neurons

Neurons which seem to primarily respond to emotions.

Shocked



Crying



Happy



Sleepy



Evil



Punished



Serious



Soft smile



CLIP model: trained jointly on text and images

Paper: <https://distill.pub/2021/multimodal-neurons/>

# CLIP models also have concept cells, but they can be tricked...

NO LABEL



Granny Smith	85.61%
iPod	0.42%
library	0%
pizza	0%
rifle	0%
toaster	0%

LABELED "IPOD"



Granny Smith	0.13%
iPod	99.68%
library	0%
pizza	0%
rifle	0%
toaster	0%

LABELED "LIBRARY"



Granny Smith	1.14%
iPod	0.08%
library	90.53%
pizza	0%
rifle	0%
toaster	0%

LABELED "PIZZA"



Granny Smith	0.89%
iPod	0%
library	0%
pizza	65.35%
rifle	0%
toaster	0%

Stroop effect:

green, blue, red

- Marr & Poggio: primal sketch  $\rightarrow$  2.5D sketch  $\rightarrow$  3D model.
- The ventral stream supports object recognition via hierarchical increase in selectivity + invariance (V1/V2  $\rightarrow$  IT).
- Higher areas (e.g., V2) reflect interpretation, not just stimuli (e.g. illusory contours).
- Models: HMAX (pooling / increasing RF size) and deep networks.
- “Concept cells” illustrate highly selective coding; such units are also found in multimodal models (e.g. CLIP).