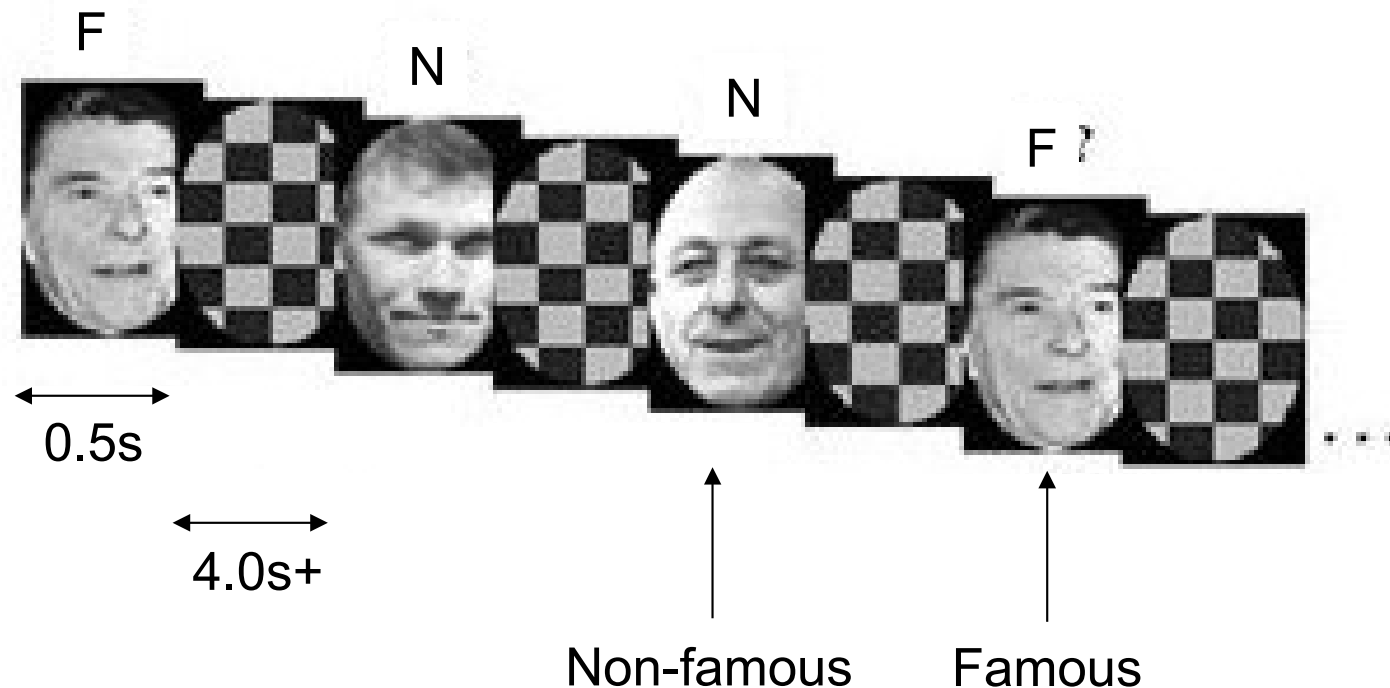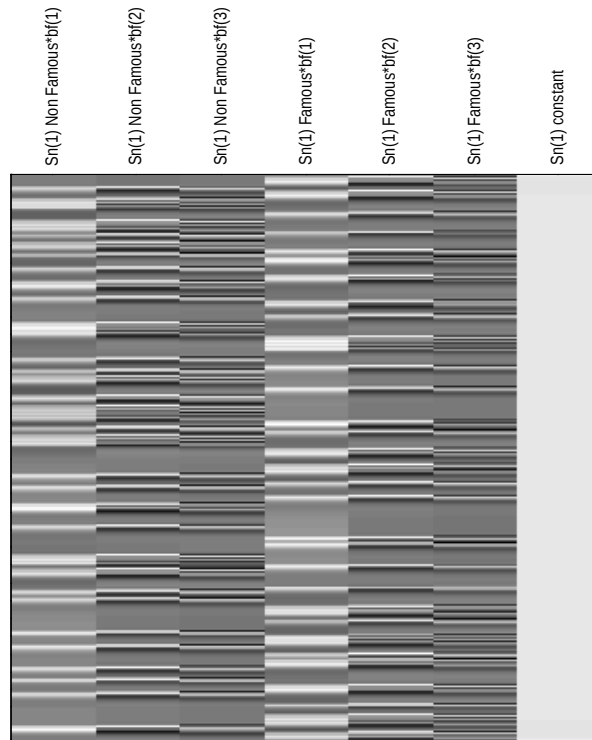**Paradigm:** presentation of 52 Famous and 52 Non-famous greyscale photographs for 0.5s, for fame judgment task (one of two right finger presses), against a checkerboard baseline, randomly intermixed together with a further 52 null events.
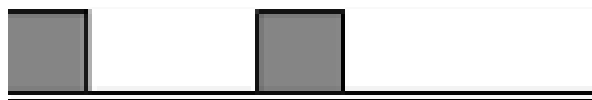
12 subjects.

# First level models (within subject)

**M1i**: Informed basis set



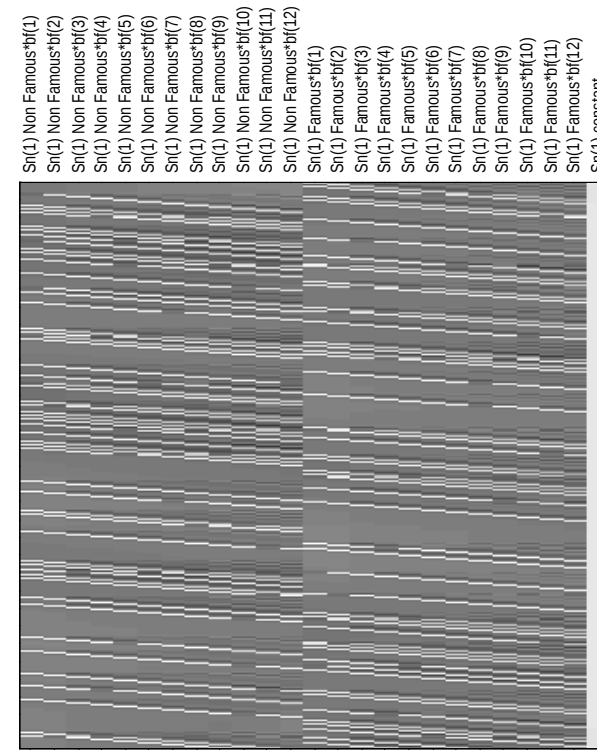non-famous     famous

Canonical response
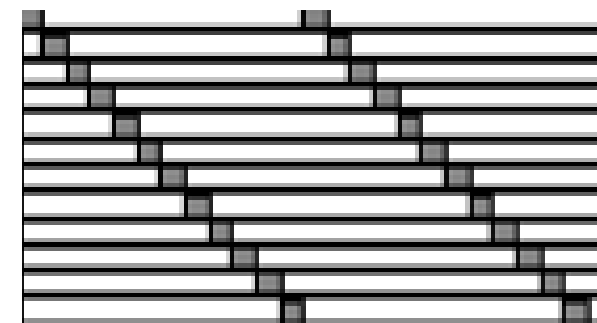
Temporal derivative

Dispersion derivative

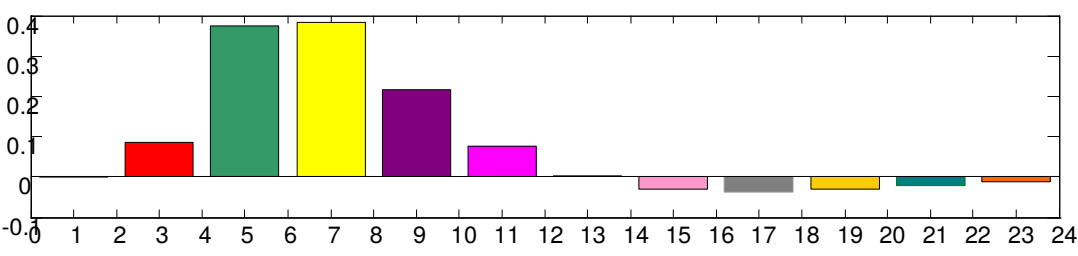1-3 contrasts per subject

**M1f**: Finite Impulse Response (FIR)


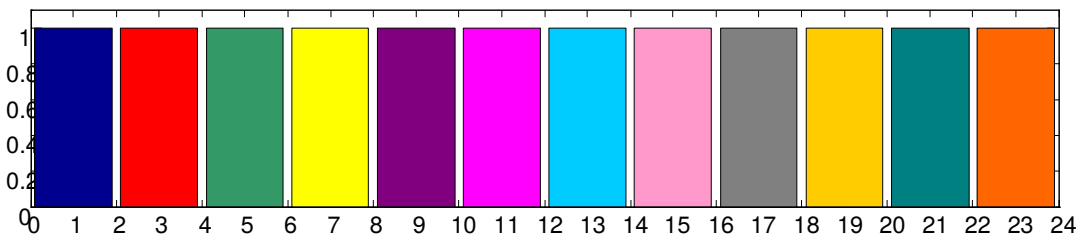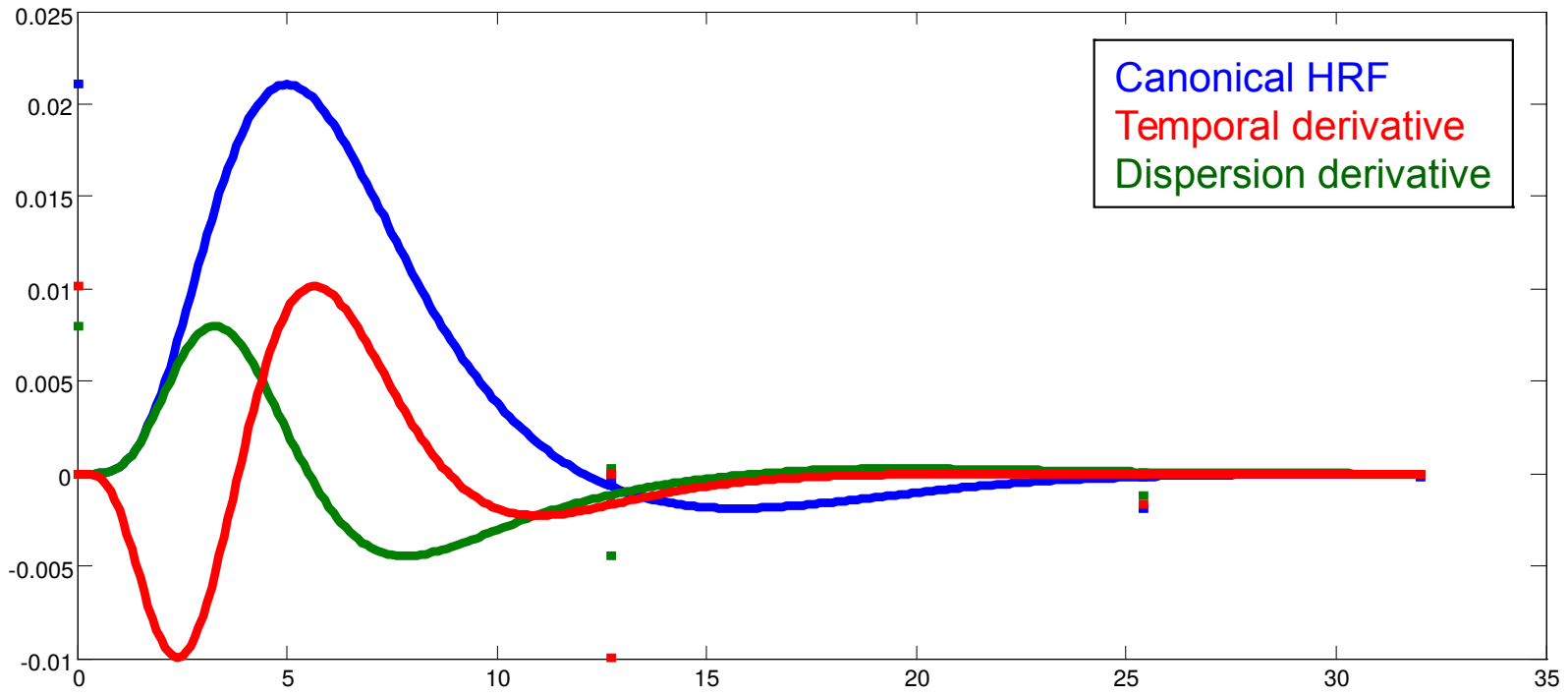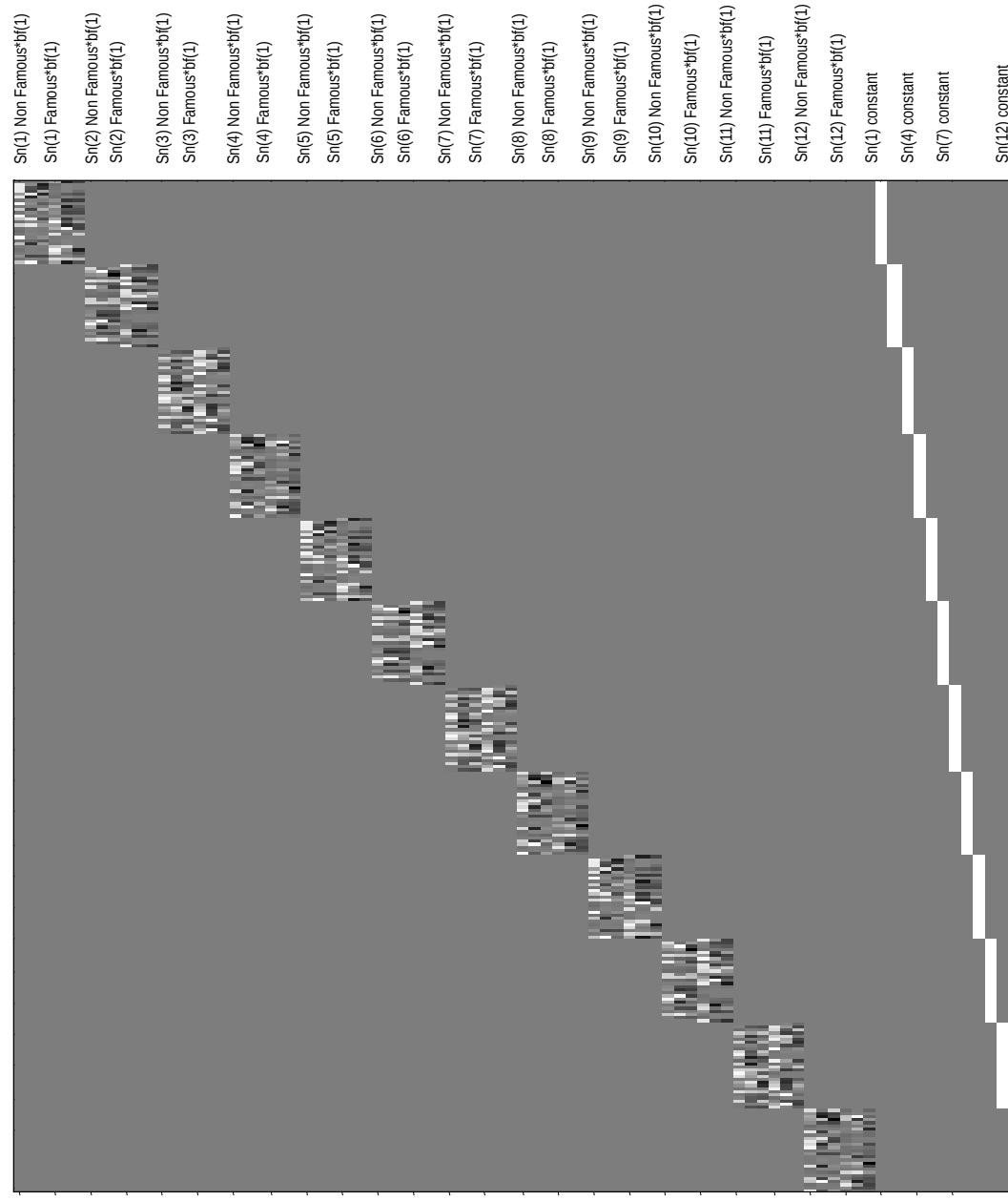
non-famous     famous

12 contrasts per subject

24s poststimulus, 12 basis functions, ie 2s timebins

# Basis sets



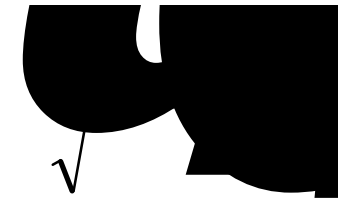Canonical HRF
Temporal derivative
Dispersion derivative

FIR
12 time bins of 2s

# FFX model

# Summary Statistics approach



First level

Data  Design Matrix  Contrast Images

Second level
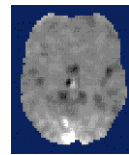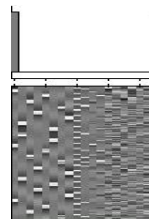
SPM(t)

SPM{T_{11}}
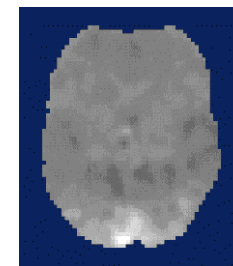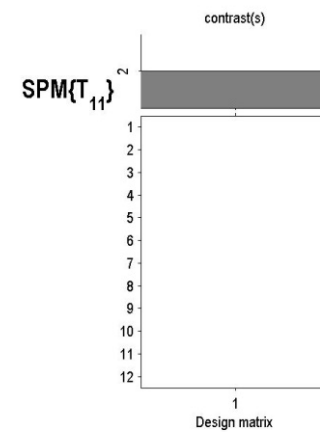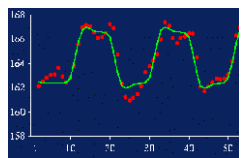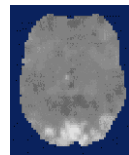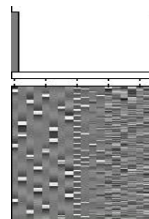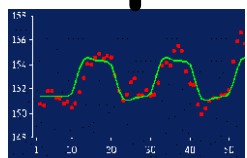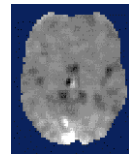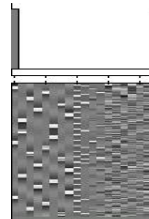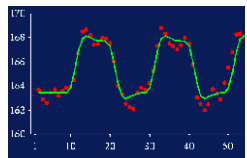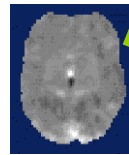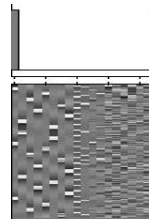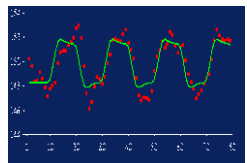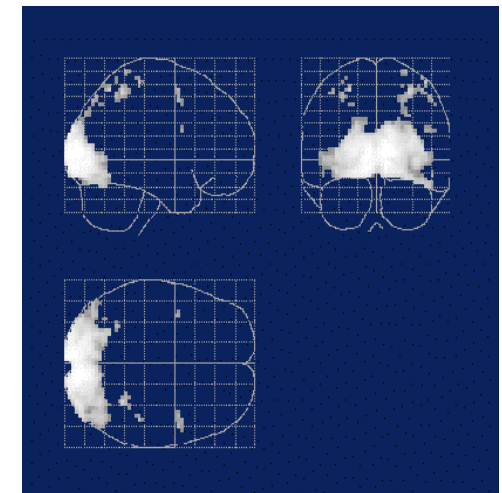
One-sample t-test @ 2nd level