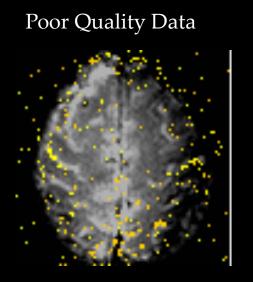
- 1) Unaltered, Whole-Brain Activation Maps
- 2) Average MR Timeseries from Regions of Interest
- 3) Maps from Multiple Individual Subjects
- 4) Random-Effects Group Maps
- 5) Behavioral Data
- 6) Clear explanation of the analysis, especially statistical tests

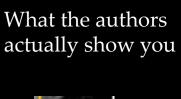
Unaltered, Whole-Brain Activation Maps

Common deception techniques:

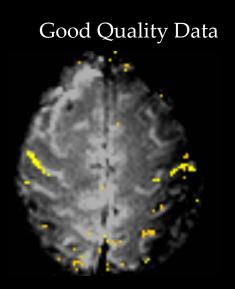
Using different thresholds for different regions (low where you want to see activity, high where you don't)

Photoshop-ing (or otherwise eliminating) regions with activity you don't want to explain









Average MR Timeseries from Regions of Interest

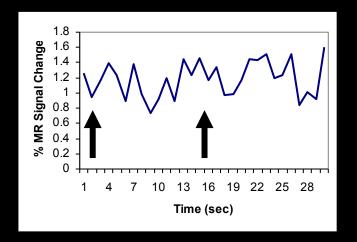
Common deception techniques: Showing bar graphs, t-statistics, curve fits to the data (especially SPM) or any other method to avoid showing the actual MR data

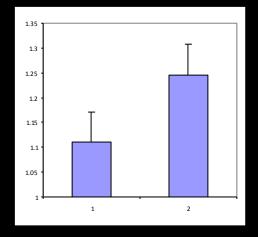
Arrow indicates stimulus onset—note that histogram is actually generated from mean +SD of poor quality data!

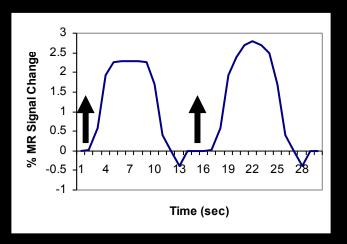
Poor Quality Data

What the authors actually show you

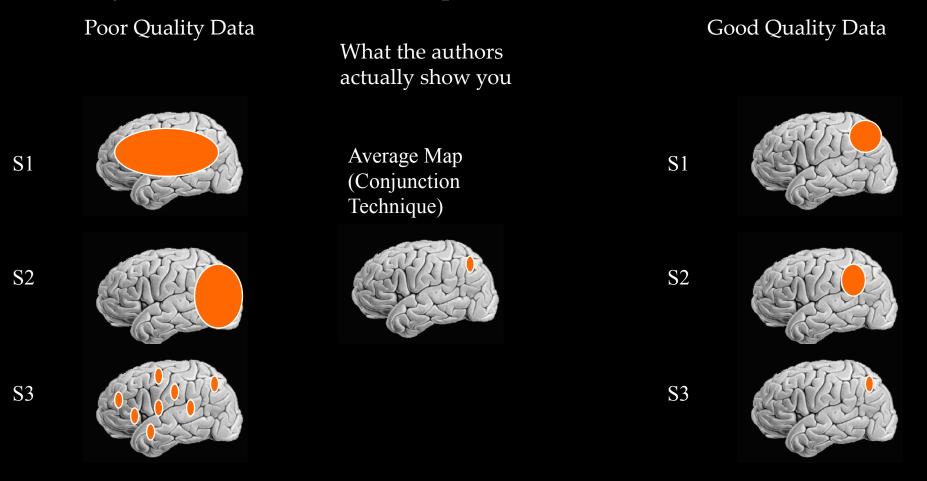
Good Quality Data





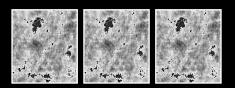


Maps from Multiple Individual Subjects + Random-Effects Group Map (random effects better captures variability across subjects; conjunction and other techniques hide it)



#### Behavioral Data

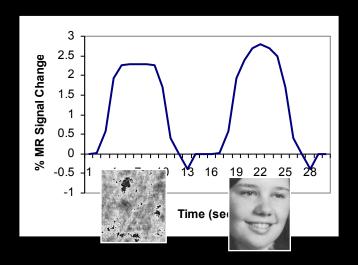
Poor Quality Experiment: Different Stimuli, No Task











Is this because.

Neurons like



not



OR

The subject was less alert





Clear explanation of the analysis, especially statistical tests

Many ways to analyze fMRI data → if you try enough ways you will find SOMETHING; therefore, essential to know exactly what the authors have done.

Most egregious example:

"The data was analysed using SPM 99"

(fMRI methods section in its entirety)