

# Habituation, Sensitization, and Familiarization

*Learning & Memory*

*Dr. Clark-Foos*

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# Habituation

*the ability to ignore irrelevant, repetitive stimuli*

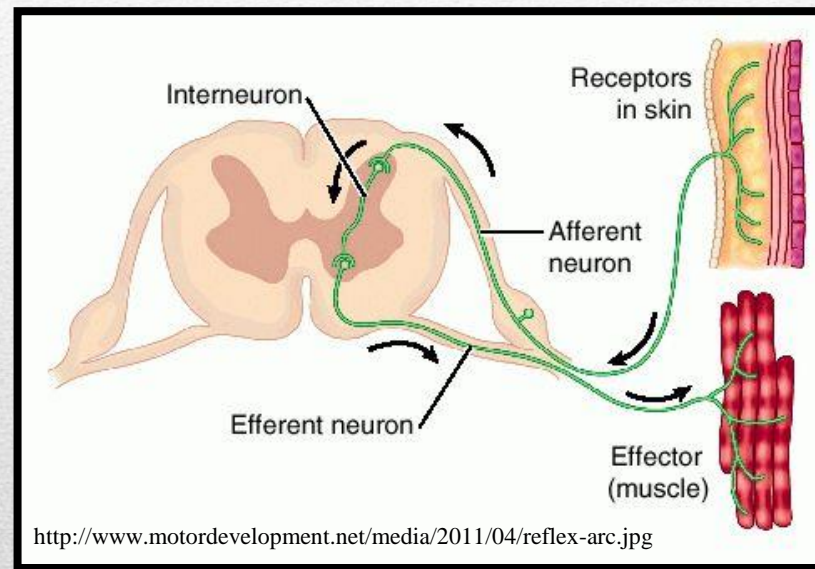


- What else are you habituated to *right now*?
  - My first experience with snow
-



# Where does habituation occur?

- The case of the simple reflex (3 neurons)



## Non-Learning Explanations

1. Decreases in sensitivity of sensory receptor (*adaptation*)
  2. Fatigue of motor response
-

# Where does habituation occur?

- The case of the reflex

Sensory  
Neuron?

1. Decreases in sensitivity of sensory receptor (*adaptation*)

1. Habituate jumping reflex to loud sound.

2. Play sound in a new location.

3. Observe dishabituation or reorienting to new location.

\* Alternatively, observe other (non-habituated) behaviors.

Muscle?

2. Decreases in the responsiveness of motor neuron or muscle (*fatigue*)

1. Habituate jumping reflex to loud sound.

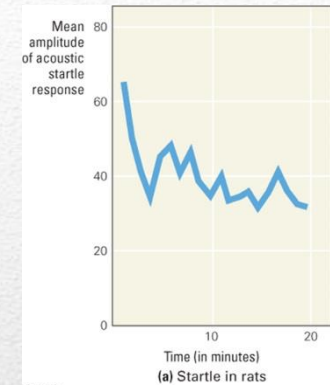
2. Play new sound or new stimulus.

3. Observe dishabituation/spontaneous recovery.

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- A brief video demonstrating habituation of an acoustic startle reflex in a rat.



<https://www.youtube.com/watch?v=Kfu0FAAu-10>

- Other measures: orienting responses, fixation time, etc.

- Not always advantageous
  - e.g., Deer and gamblers



# Utility of Habituation: *Recognition Memory*



- Novelty preference/  
preferential viewing
  - *Length* and *content* of memory
  - Rats & Monkeys look 2x as long at  
*novel* stimuli

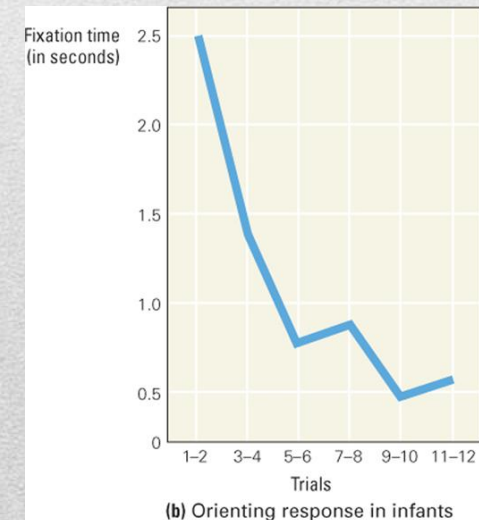


FIGURE 3.1b  
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(a) Data from Davis, 1980; (b) Data from Marcovitz et al., 1996



- Stimulus Specificity and Generalization
- Dishabituation



- Coolidge Effect
  - “Ha. Tell that to [Mr./Mrs] Coolidge.”

# Influences on Habituation

- Interstimulus Interval (ISI)
    - Short-term and Long-term Habituation
      - Massed Exposure
        - Faster habituation in short-term
      - Spaced Exposure
        - Longer habituation, less spontaneous recovery
-





# Sensitization

*heightened awareness/responsiveness to a stimulus or class of stimuli for a period of time.*



- *Can you think of other things you have been sensitized to?*
-



# Habituation vs. Sensitization

Habituation	Sensitization
Specific to particular stimulus and response	General to a variety of stimuli and responses
Results in decreased response magnitude	Results in increased response magnitude
Specific to a particular brain circuit	Heightens responses in many circuits
Occurs after repetition of a variety of types of stimuli	Occurs only after emotional stimuli
Exhibited in both the short term and long term	Normally lasts only for a short period



# Sensitization

- Dishabituation and Sensitization
- Fear-potentiated startle reflex
- Desensitization
- Skin conductance response (SCR)
  - *Prepulse inhibition*
    - Quiet tone → Startling Tone → Less response
    - Less response, Habituation
    - Not Stimulus Specific, Sensitization

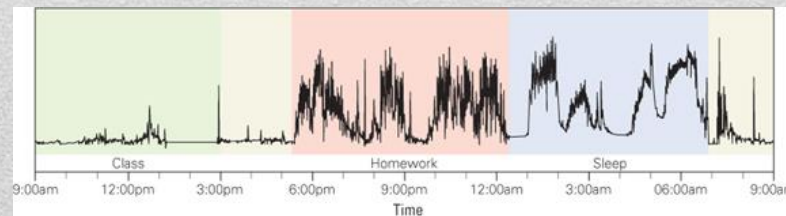


FIGURE 3.3b  
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(b) Data from Poh, Swenson, & Picard, 2010.

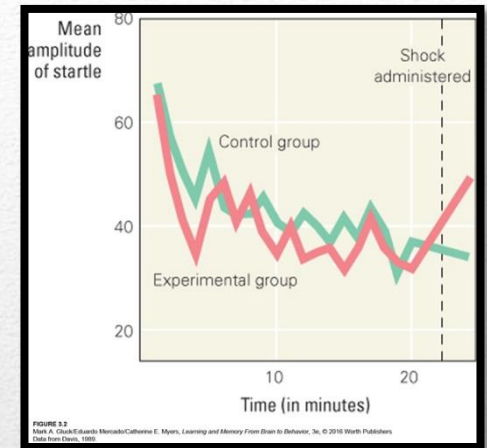


FIGURE 3.2  
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Data from Davis, 1985.



FIGURE 3.3a  
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# Dual Process Theory

- Sensitization and Habituation, at the SAME time.
- Behavior is result of summation

# Opponent Process Theory

- Take the good with the bad.

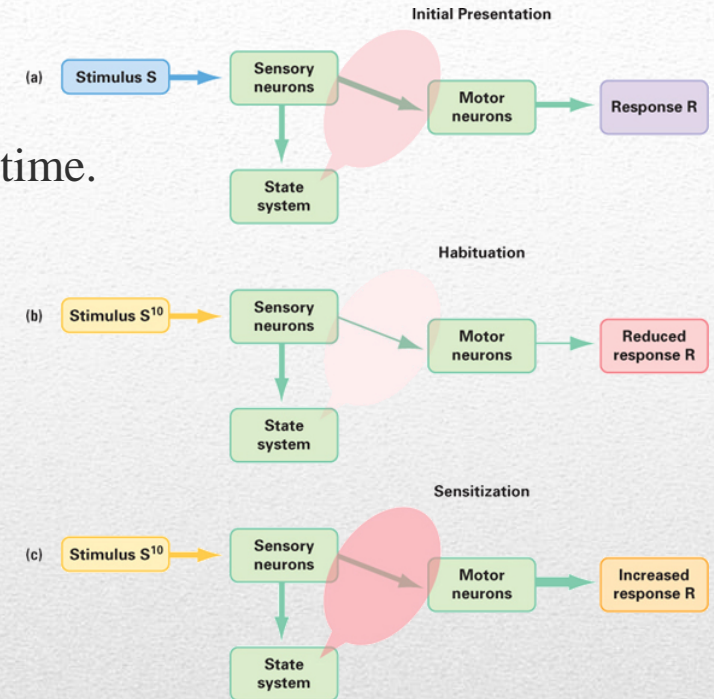


FIGURE 3.4  
Mark A. Gluck/Eduardo Mercado/Catherine E. Myers, *Learning and Memory From Brain to Behavior*, 3e, © 2016 Worth Publishers  
(a) Information from Groves and Thompson, 1970.





# Experience-based learning

## Object Recognition

- *Neophobia*
- Dolphins

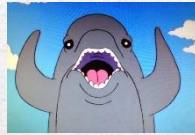


FIGURE 3.5  
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Ellen Ann Walker, Ph.D.

## Familiarity

- “sense of sameness” (James, 1890)
- Priming, word-stem completion task
- Moth detection in blue jays (Bond & Kamil, 1999)



FIGURE 3.4b  
Mark A. Gluck/Eduardo Mercado/Catherine E. Myers, *Learning and Memory From Brain to Behavior*, 3e, © 2016 Worth Publishers  
Illustration by Alan B. Bond, ©1999  
Data and images from Bond and Kamil, 1999

# • Recognition of Individuals?

Johnston (1993): Flank scent memory in golden hamsters

- Habituation to Hamster A's scent can last up to 30 min.

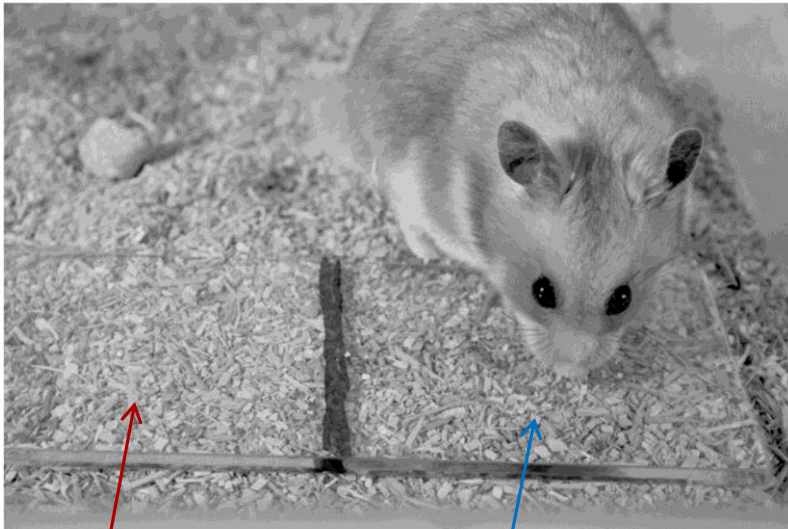


FIGURE 3.3A Individual scent recognition by hamsters.

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Hamster A  
flank scent

Hamster B  
flank scent

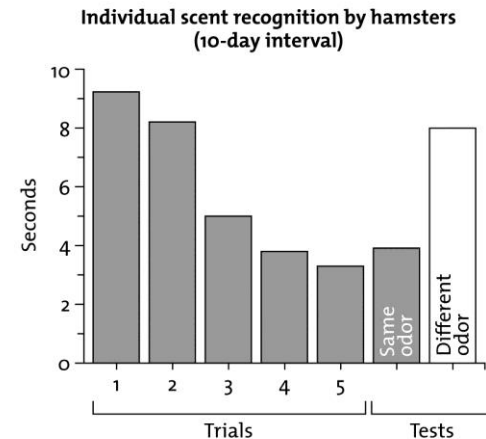


FIGURE 3.3B Individual scent recognition by hamsters.

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- # More Golden Hamsters

Can they distinguish between two female hamsters with similar scents?



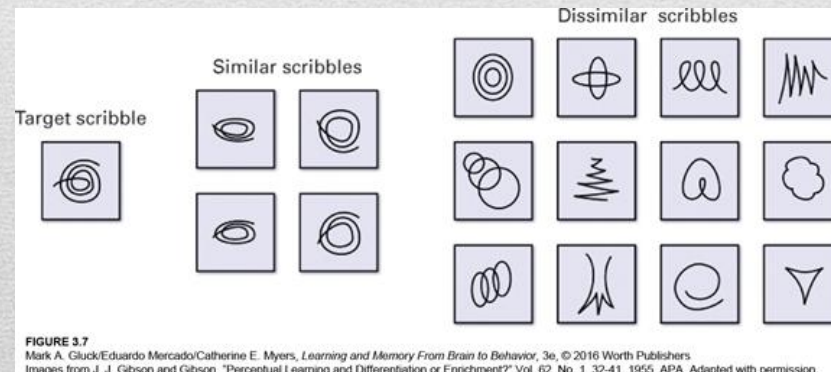
**FIGURE 3.4 Testing recognition of individuals, not chemical differences.**

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# Perceptual Learning

*increased ability to detect and classify particular sensory stimuli after exposure*

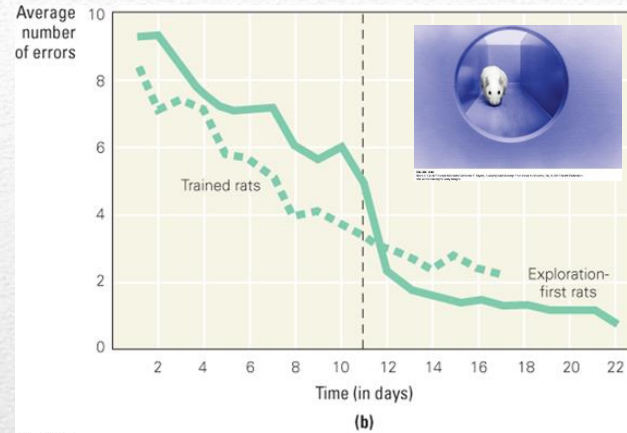
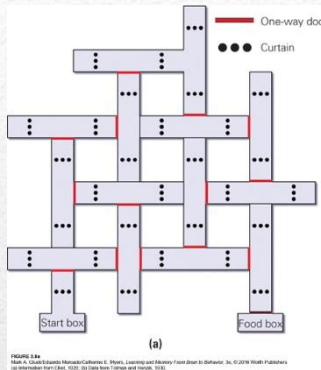
- Chicken Sexers
- Coke vs. Pepsi
- Rats in Fancy Houses learn faster\* (Gibson & Walk, 1956)
- Mere Exposure (Gibson & Gibson, 1955)



- Other-race effect (Malpass & Kravitz, 1969) and improvement

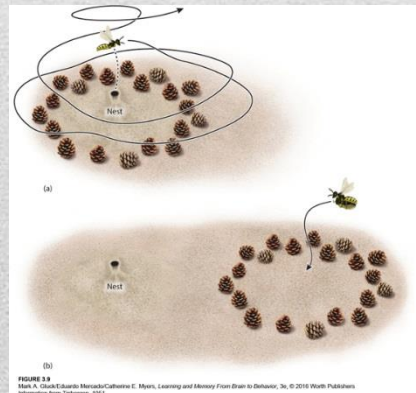


# Spatial Learning

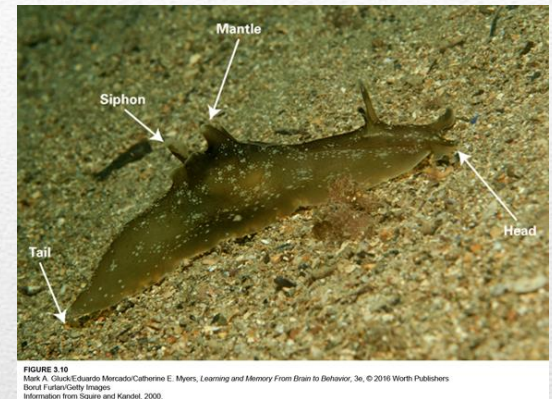


## Memory for turns, Visual Cues

## Messing with Wasps (Tinbergen & Kruyt, 1972)



- Biology of Habituation: *Why Sea Snails?*



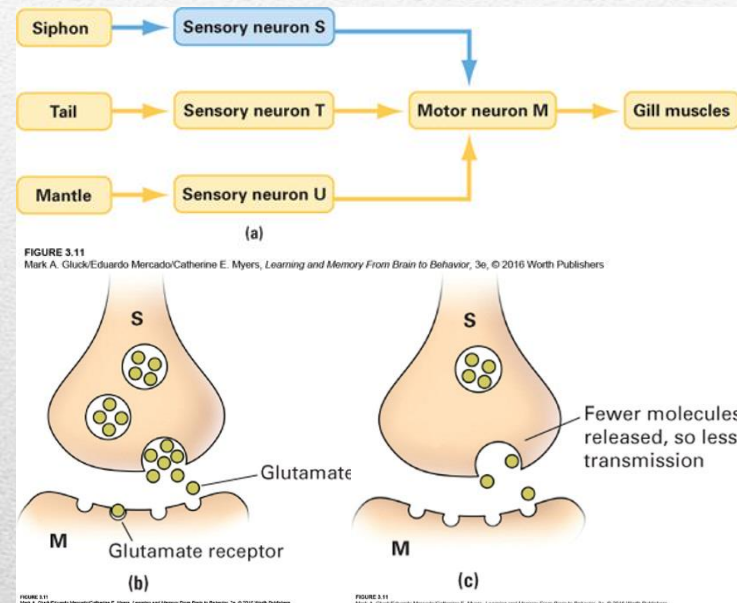
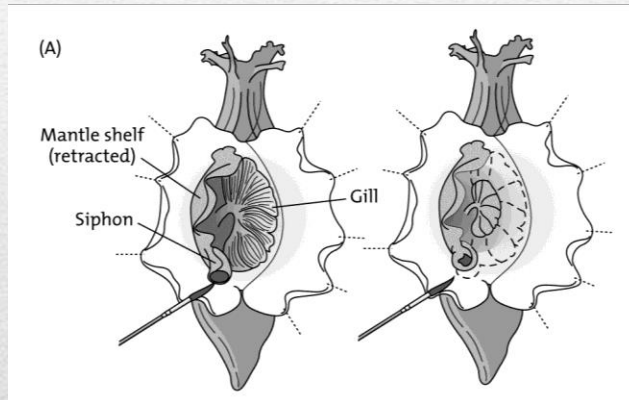
*Aplysia* (invertebrates) are simple, with large unique neurons

- *Gill/siphon withdrawal reflex*



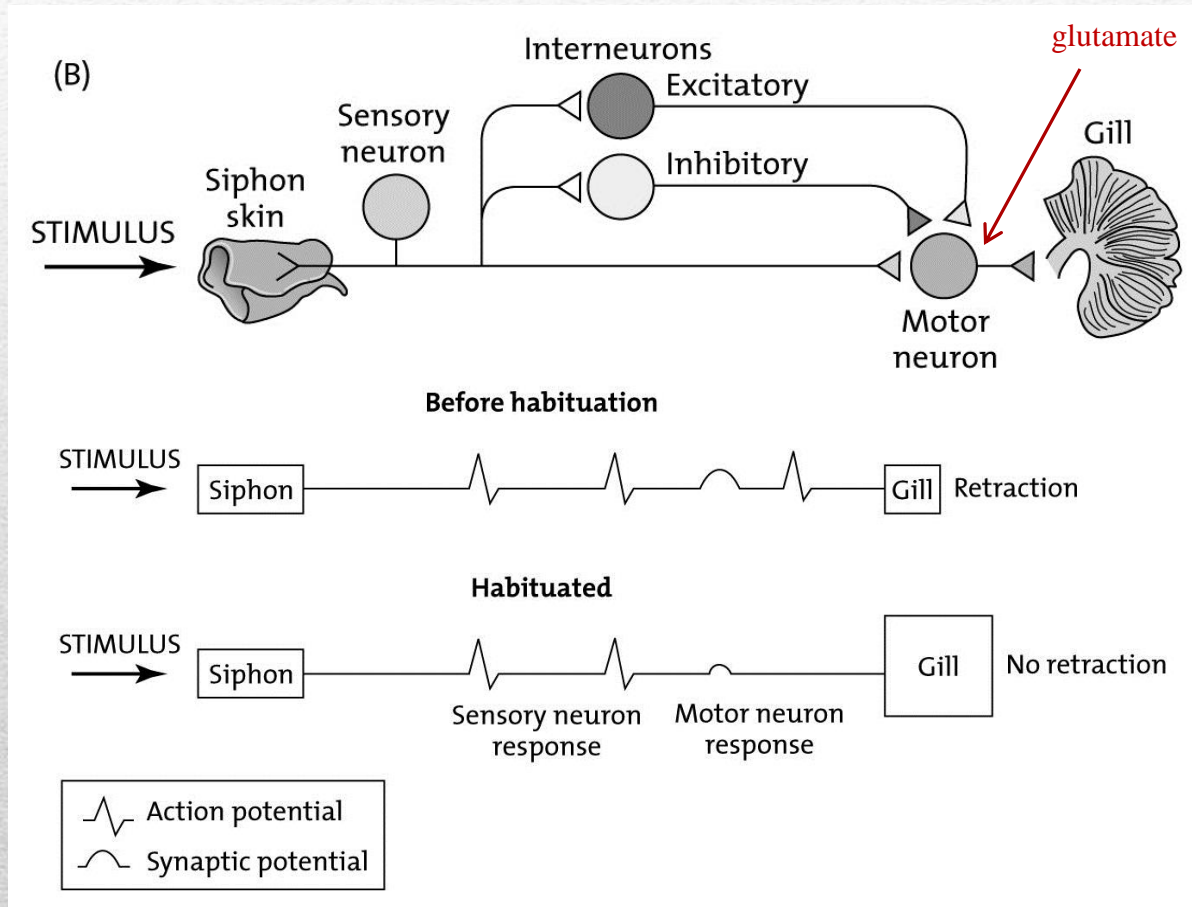


- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)
  - Habituation of a gill withdrawal reflex



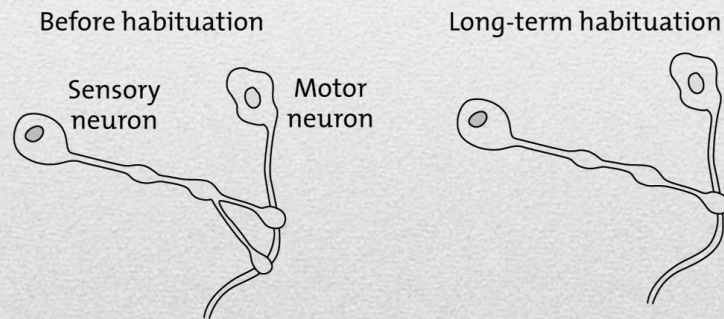
- Repeated stimulation results in long-lasting (long-term memory?) habituation for several weeks.
  - Synaptic Depression (dual process theory)

- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)
  - Neuronal mechanism of habituation



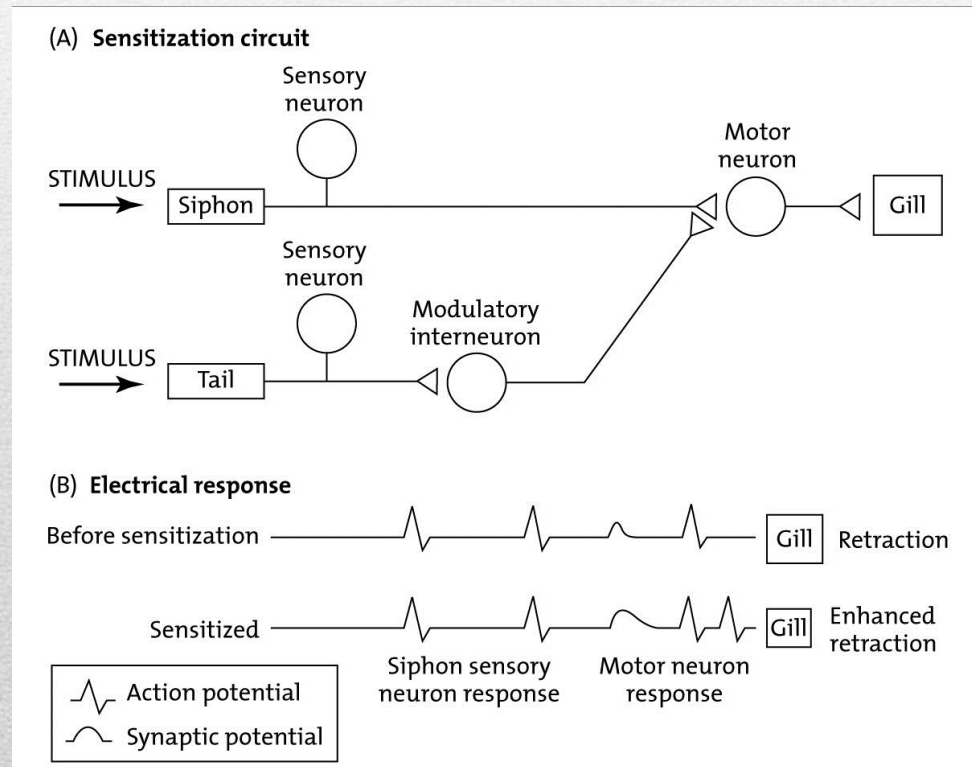


- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)
  - Neuronal mechanism of habituation
    - Sensory-Motor Synapse
      - Sensory neurons still fire AP
      - Motor neurons still sensitive to neurotransmitter, just less of it.
      - Homosynaptic



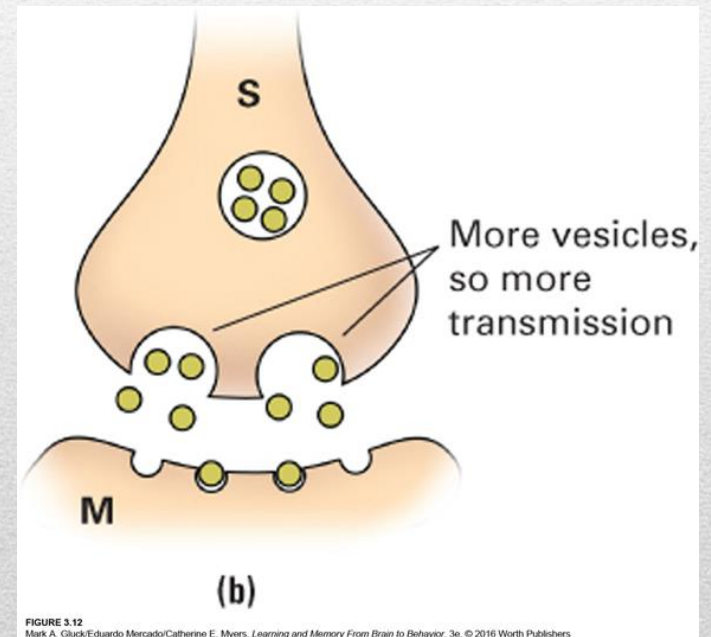
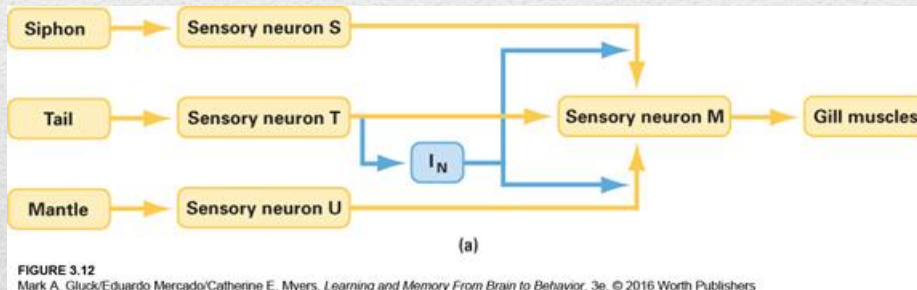
- Fewer synaptic connections and fewer vesicles being released presynaptically
    - Crayfish and cats
-

- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)
  - Neuronal mechanism of sensitization
    - Electric shock to tail results in sensitization of gill withdrawal





- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)
  - Neuronal mechanism of sensitization
    - *Modulatory Interneurons* (heterosynaptic)

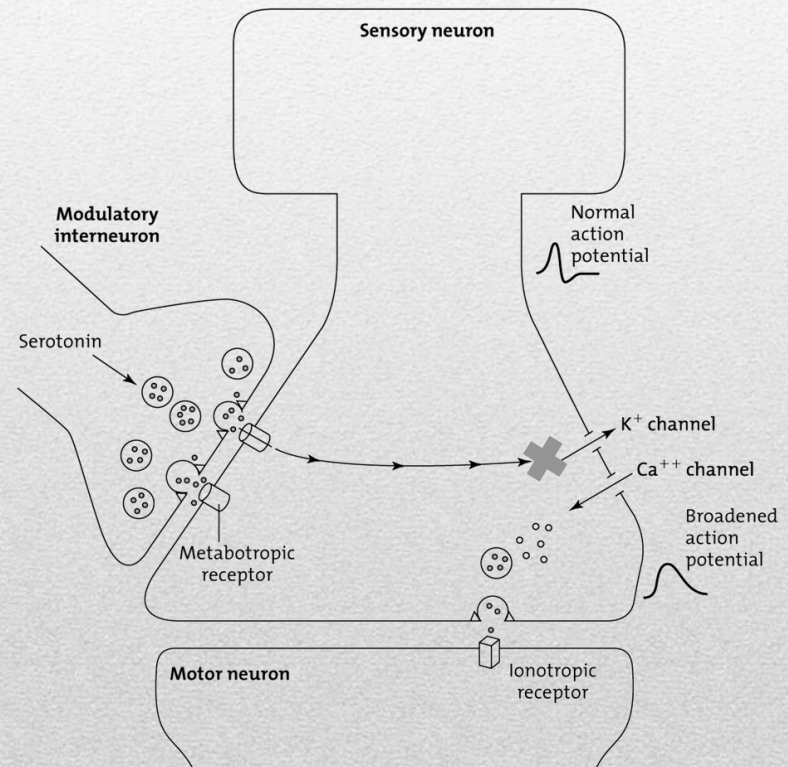


- Kandel's *Aplysia* research (e.g., Squire & Kandel, 1999)

- Neuronal mechanism of sensitization

- *Ionotropic vs. Metabotropic receptors*

1. Modulatory interneuron releases serotonin
2. Presynaptic  $K^+$  channel blocked, Action Potential prolonged
3.  $Ca^{++}$  channels open, more  $Ca^{++}$  in presynaptic
4. More  $Ca^{++}$  docking with vesicles, more neurotransmitter
5. More neurotransmitter, more AP from motor neuron

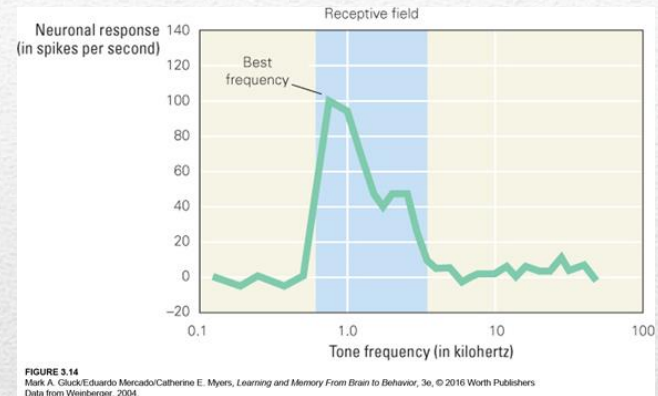




# Perceptual Learning and Cortical Plasticity

- Somatosensory cortex

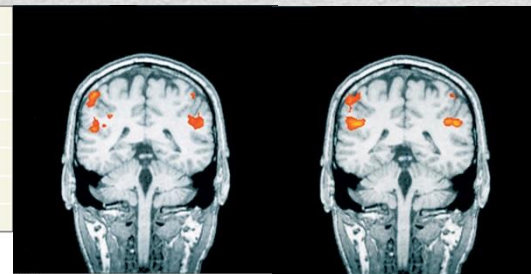
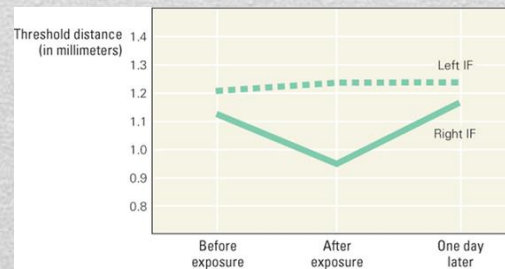
- Receptive Fields
  - Topographic map



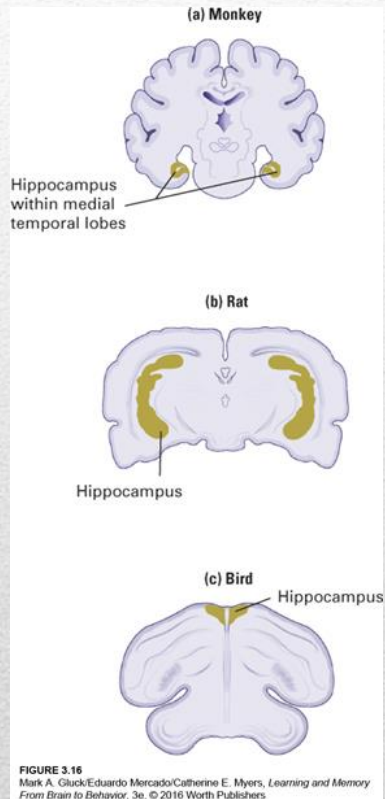
- Development
  - Blind kittens and opossums
  - Specific and multimodal and new?



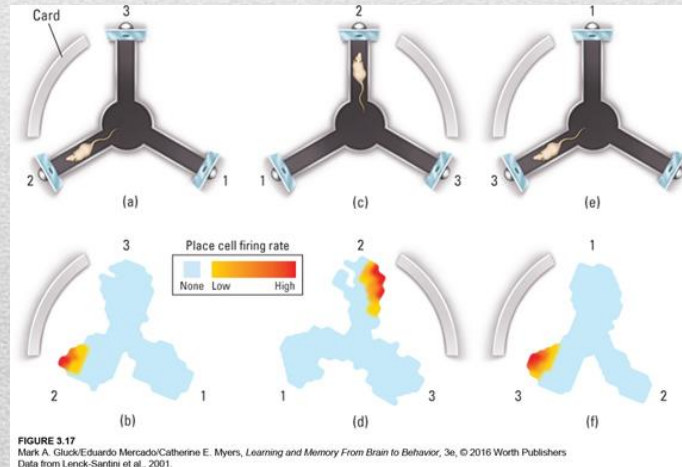
- Exposure



# Spatial Memory



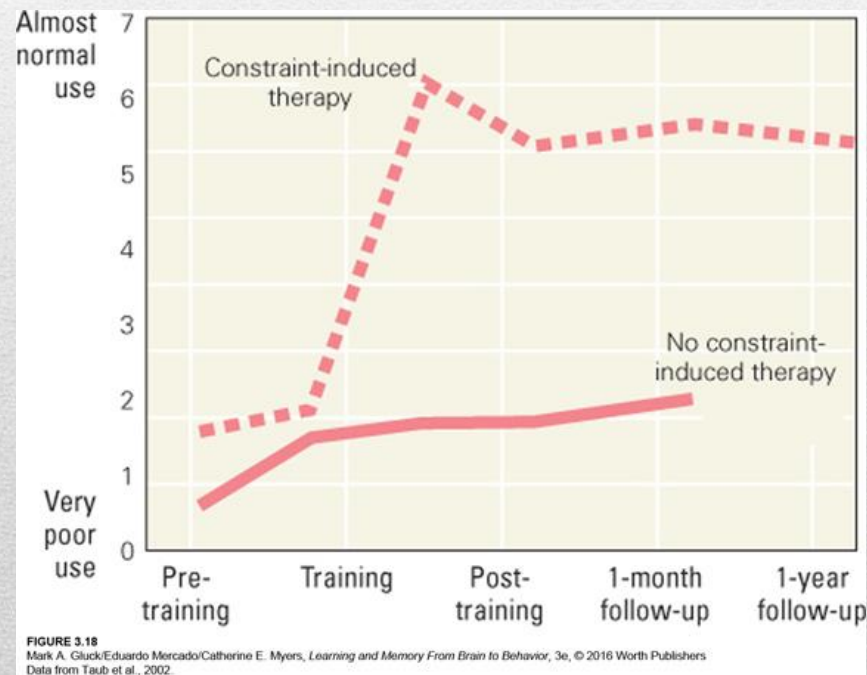
- Hippocampus size and importance
- Place cells (O'Keefe & Dostrovsky, 1971)
  - Nobel Prize in 2014
  - Shrinkage or blocking, decreased abilities





# Damage and Rehabilitation after Stroke

- Use it or Lose it and Learned non-use
- Constraint-induced movement therapy
  - Possibly a form of perceptual learning



# Human-Machine Interfaces

- Cochlear implants
- Rats with night vision

