

Understanding optimal resource allocation in the brain

A collaboration between experimentalists and theorists shows how the brain processes information about textures, paving the way for better understanding of sensory perception efficiency.



A processed image representative of the types of images used in this study. Natural landscapes were transformed into binary images, ones made of black and white pixels, that were decomposed into different textures defined by specific statistics. (Image: Eugenio Piasini)

The human brain uses more energy than any other organ in the body, requiring as much as 20% of the body's total energy (<https://www.scientificamerican.com/article/why-does-the-brain-need-s/>). While this may sound like a lot, the amount of energy would be even higher if the brain were not equipped with an efficient way to represent only the most essential information within the vast, constant stream of stimuli taken in by the five senses. The hypothesis for how this works, known as efficient coding, (https://en.wikipedia.org/wiki/Efficient_coding_hypothesis) was first proposed in the 1960s by vision scientist Horace Barlow.

Now, new research from the Scuola Internazionale Superiore di Studi Avanzati (SISSA) (<https://www.sissa.it/>) and the University of Pennsylvania (<https://www.upenn.edu/>) provides evidence of efficient visual information coding in the rodent brain, adding support to this theory and its role in sensory perception. Published in *eLife* (<https://elifesciences.org/articles/72081>), these results also pave the way for experiments that can help understand how the brain works and can aid in developing novel artificial intelligence (AI) systems based on similar principles.

According to information theory—the study of how information is quantified, stored, and communicated—an efficient sensory system should only allocate resources to how it represents, or encodes, the features of the environment that are the most informative. For visual information, this means encoding only the most useful features that our eyes detect while surveying the world around us.

