

Neural Speech Tracking During Attention Switching Between Speakers in a Cocktail Party

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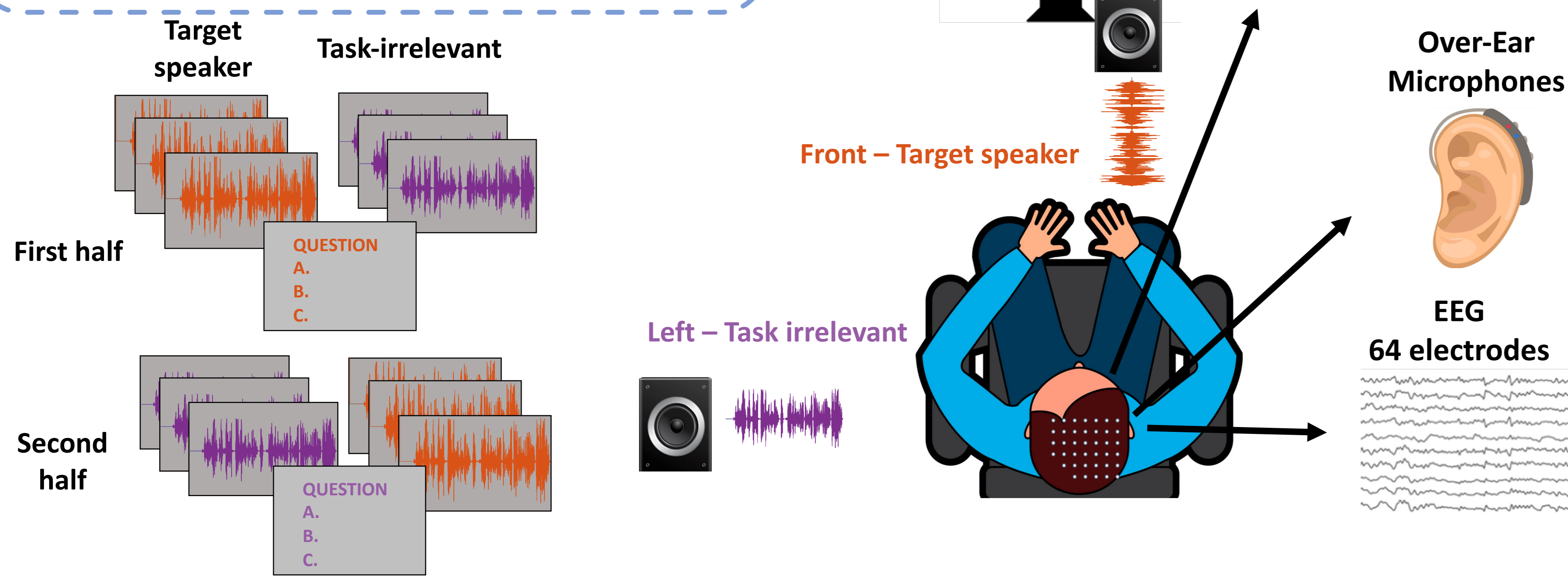
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Background

- The ability to focus our attention on one speaker in common noisy situations is a challenging feat in our busy real-life environments.
- In this project, we attempt to take the next step towards more ecological set-ups using **loudspeakers**, which allows us to conduct laboratory experiments that more closely resemble everyday challenges of selective attention.
- In such 'Cocktail Party' scenarios, top-down attention operates to selectively amplify one voice (**target**) and suppress other competing voices (**task irrelevant**).
- Using the neural signatures of this selective attention (**TRF**), we investigate this competition for processing resources.
- Research question: How is the ability to attend-to or to ignore speech affected when the target and task-irrelevant speakers switch roles.**

Experiment Design

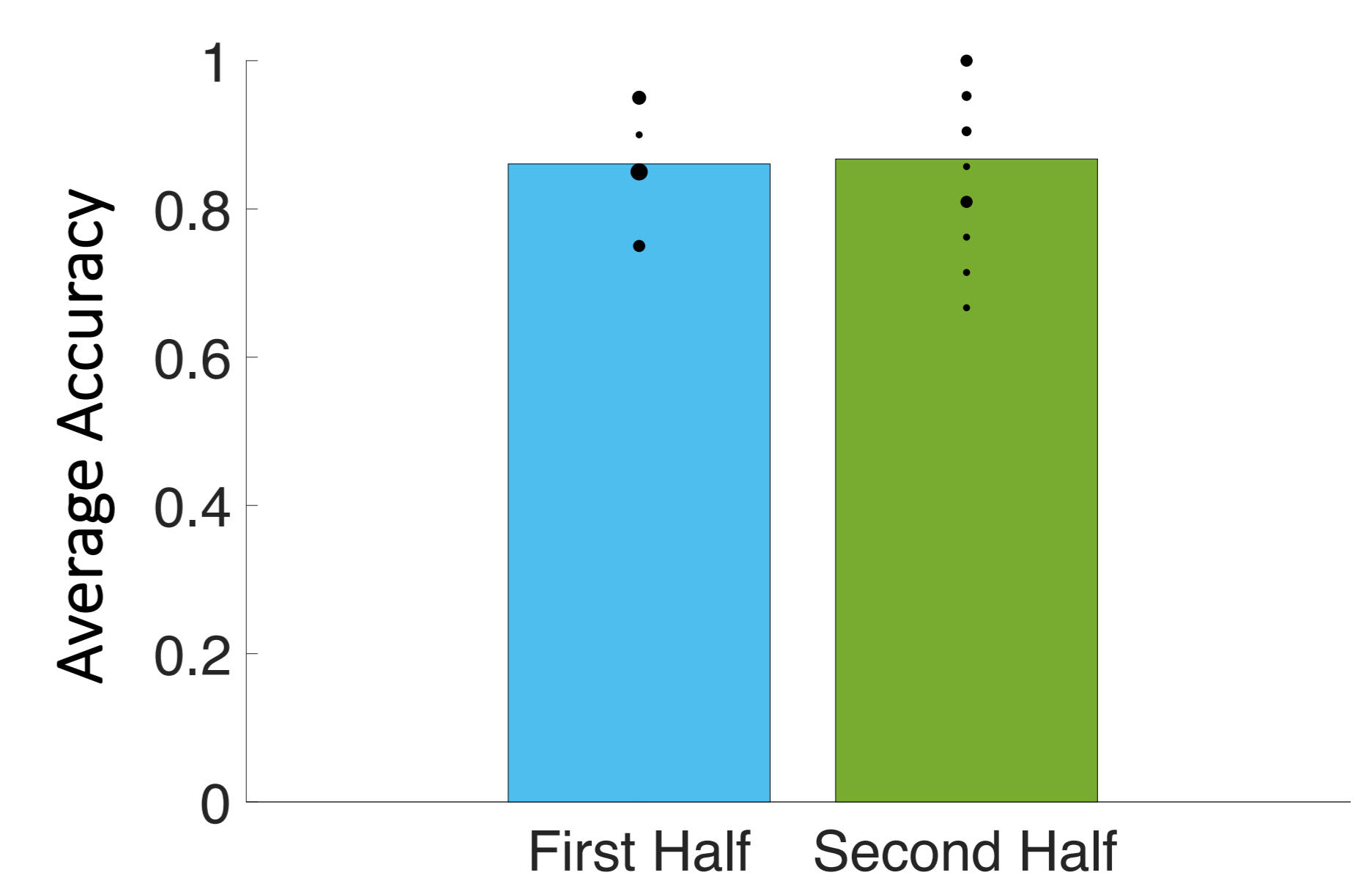
- Participants**
 - N = 14
 - Mean age: 23.3
 - Normal hearing, Native Hebrew speakers
- 40 trials** (~30 sec each)
- 3 multiple choice questions after each 3 trials



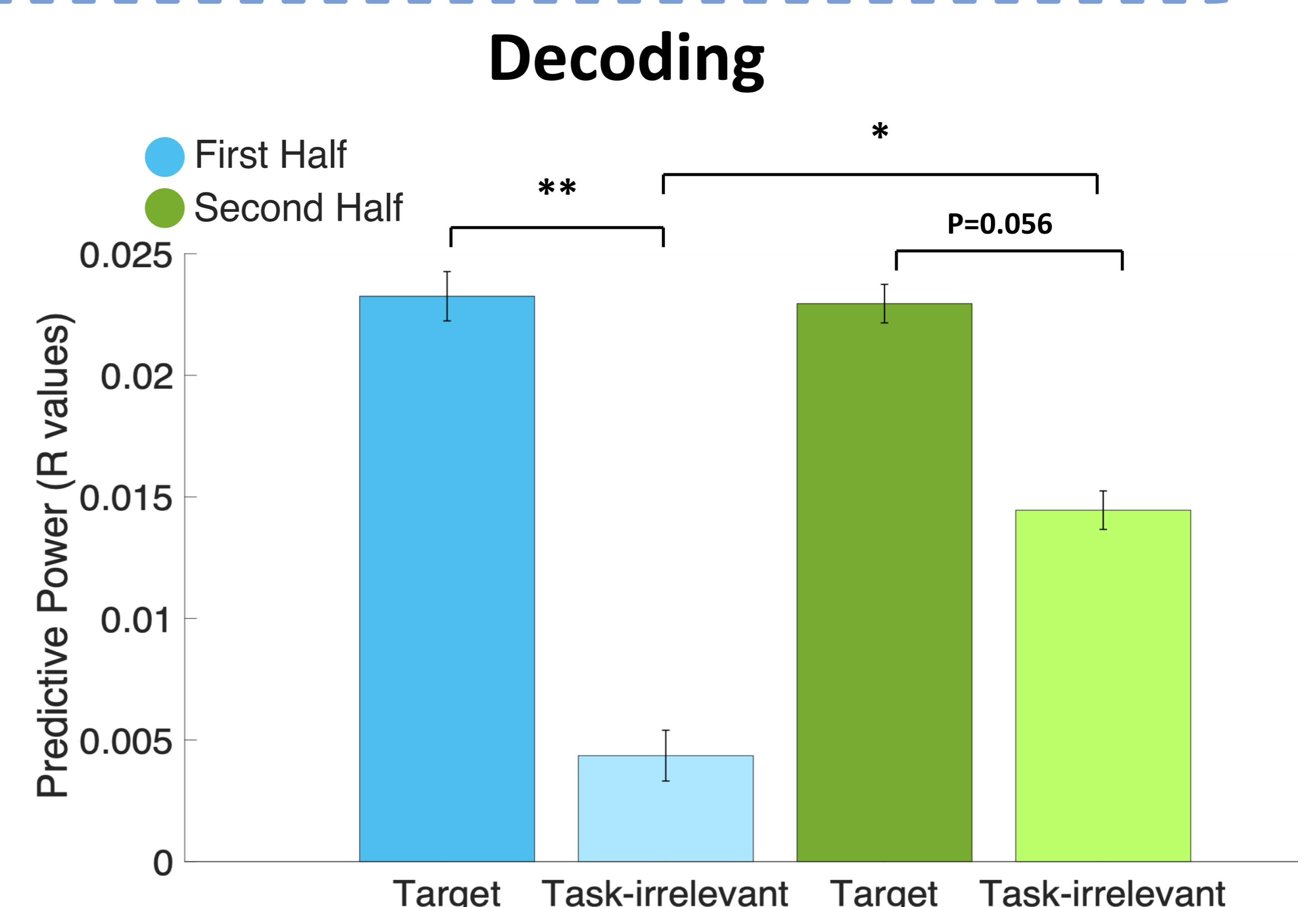
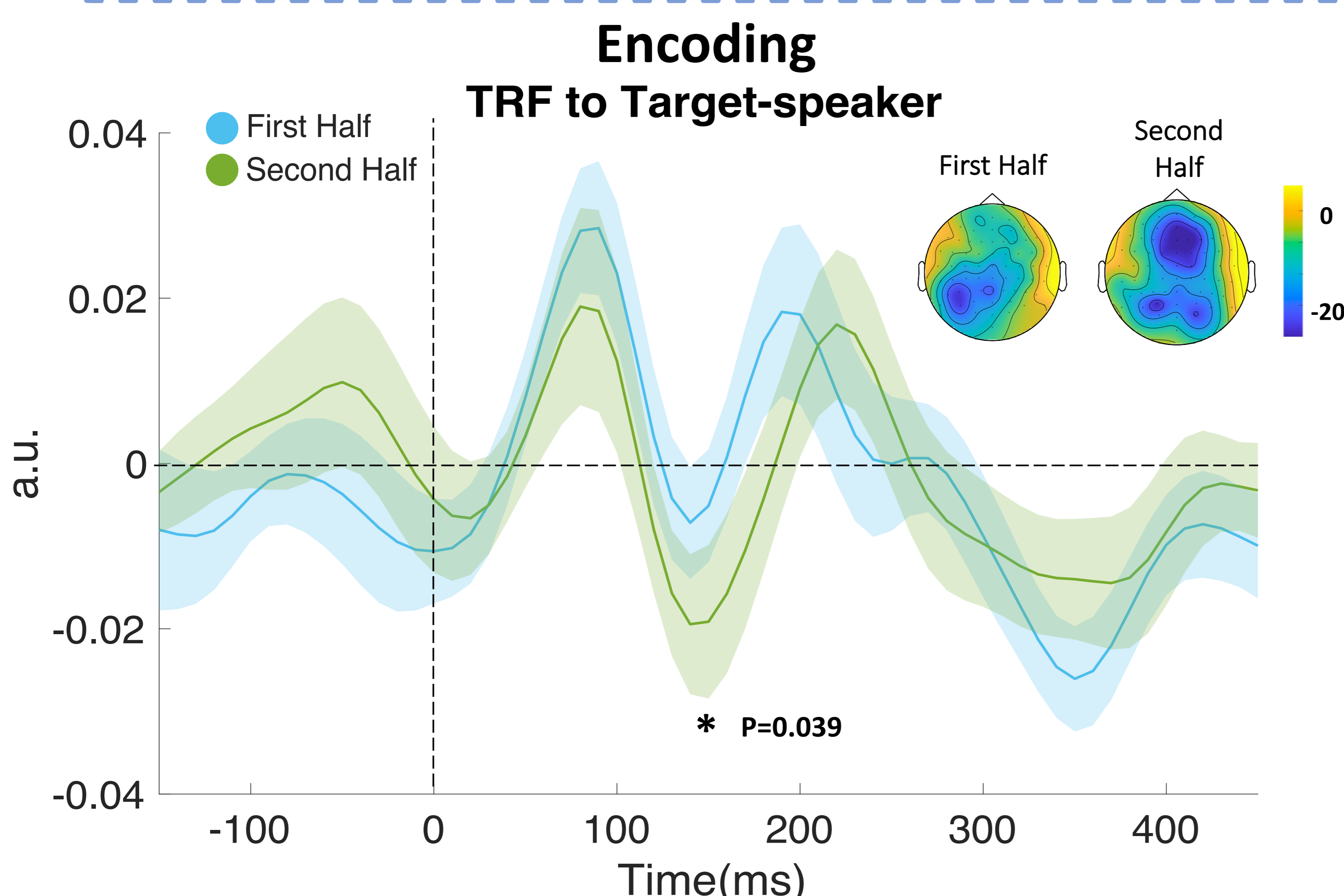
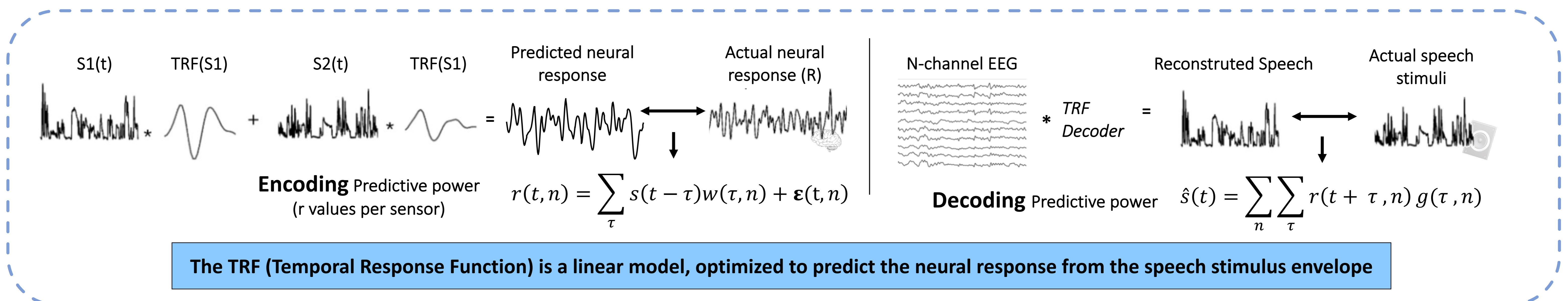
Hypothesis

- Task-irrelevant in the second half (the familiar voice) will be more interfering and serve as an 'attention grabber', leading to an **enhanced speech tracking response of the target speech and possibly reduced behavioral performance.**

Behavioral results



EEG Results – Speech Tracking Analysis



There is a difference between the first and the second half regarding the process of the Task-irrelevant speaker

Conclusions

- The neural representation of **task-irrelevant speech** and of **target speech** is affected by previous exposure.
- Neural decoding of **task-irrelevant speech** was enhanced in the second vs. first half, suggesting it may be harder to ignore.
- Neural encoding of the **target speech** was also enhanced in the second half, which may reflect higher listening effort (to avoid distraction) or effects of familiarity of the previously task-irrelevant voice.
- These results indicate that familiarity with voice and previous experience shape neural selectivity to speech in multi-talker environments.