Supplementary Note 3

The experiment comprised 8 runs, which we divided into odd and even runs. For the non-independent analysis (similar to that conducted by Grill-Spector and colleagues) we used the odd runs to determine the preferred category for each voxel, and the same odd runs to quantify responses (and then even runs to identify and even to quantify). In contrast, in the independent cross-validation analysis we used separate datasets to select voxels and to look at the profile of responses: odd runs were used to determine the preferred category, but the profile of response was obtained from the even runs (and vice versa).