**Effects of attentional prioritization on the representation of content and of context in visual working memory**

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Rapid and flexible prioritization among the contents of working memory is important for the adaptive control behavior. Although it has been suggested that the same stimulus information might be represented in different, possibly opposite, representational formats depending on whether it corresponds to a prioritized memory item (PMI) or an unprioritized memory item (UMI; van Loon et al., 2018; Yu & Postle, 2018), interpretation of these results is complicated by negative correlation between the two items held in working memory. The current study was designed to provide an unconfounded assessment of the effects of prioritization on working memory content and context. During fMRI scanning, subjects first viewed the sequential presentation of two oriented gratings (“content”) that could appear at any of nine locations (“context”), then, on two occasions, digit retrocues indicated the item to be recalled. Multivariate inverted encoding model (IEM) reconstructions of stimulus orientation indicated that, in early visual cortex, stimulus content was represented in rotated formats depending on priority status (i.e., reconstructions of the UMI were flipped relative to the PMI). For stimulus location, in contrast, it was in IPS that IEM reconstructions revealed rotated representational formats as a function of priority. Thus, a similar active mechanism may be engaged to transform the working memory representation of both stimulus content and its context when that item is not needed to guide an impending decision or action.