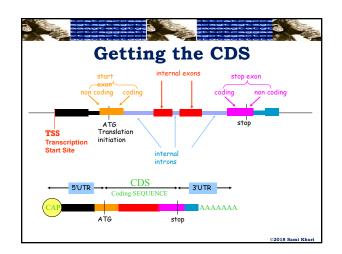
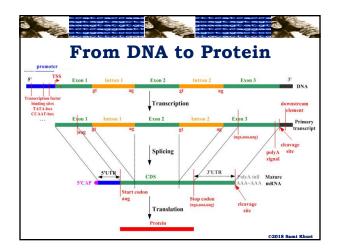
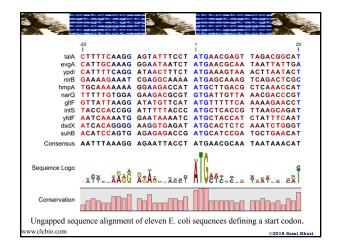


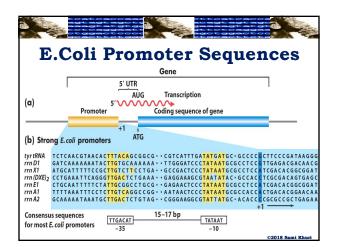


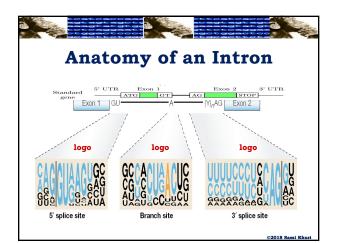
- Examples:
 - The **TATA box** is a motif that helps RNA polymerase find the transcription start site (TSS) in many eukaryotic genes.
 - The **CAT box** is another highly conserved region used for the initiation of transcription.

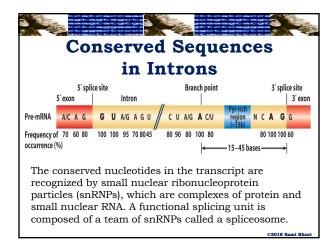


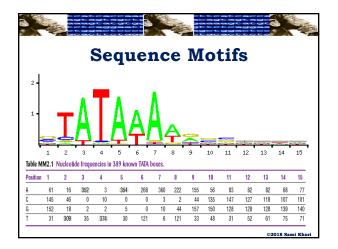


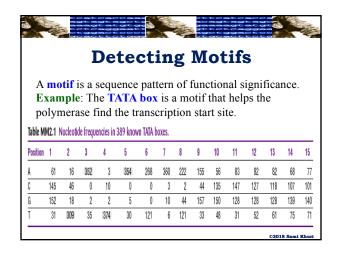








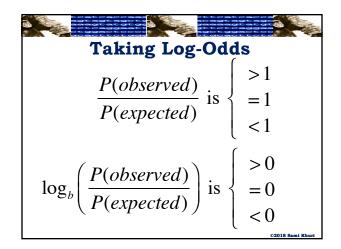


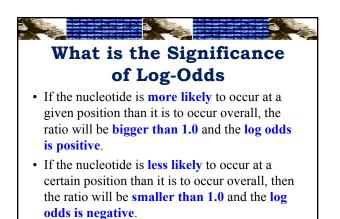


| The | pro | babil | ity o | of hav | Cal | n A i | n the | e firs | st po | sitio | | | | | |
|-------------------------|----------------|---------------|---------------|--------------|----------------------|---------------|----------------|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Sim | | | 2 | | es at a | | | | | is: 3 | 09/3 | 89 = | 0.79 | 43 | |
| | | | | | able c 389 know | | 1 | ncies | | | | | | | |
| 10010 111 | 114+1 | | | | 507 Kilon | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Position | 1 | 2 | 3 | 4 | 0 | | | | | | | | | | |
| Position A | 1 | 2 16 | 3 352 | 4 | 5 354 | 268 | 360 | 222 | 155 | 56 | 83 | 82 | 82 | 68 | 77 |
| Position A C | 1 61 145 | 2 16 46 | 3 352 0 | 4 3 10 | э 354 0 | 268 0 | 360 | 222 | 155 44 | 56 135 | 83 147 | 82 127 | 82 118 | 68 107 | 77 101 |
| Position A C G | 61 | 10 | | · | 5 354 0 5 | 268 0 0 | 360 3 10 | | | ** | ** | ~~ | ~ | ** | |

| Sup | ead o | f cro that | eatin the | ig a ta geno | able o me-w | of fre vide a | quer | ncies age (| , we | crea | ite a | table | of lo | og-o | dds. |
|----------------|---------------------------|--------------------|----------------------|-----------------------|----------------------|------------------|------------|----------------|----------|----------|----------|----------|----------|----------|----------|
| Sup | pose | that | the | geno | me-w | vide a | ivera | age (| | | | | | | dds. |
| Sup | pose | that | the | geno | me-w | vide a | ivera | age (| | | | | | | uus. |
| | | | | <u> </u> | | | | 0 | j ano | au | conte | nt is | | | |
| Tha | a 41a a | | 6.6. | 1:4 | | | | | | | | | 77/0 |). | |
| THE | 1 the | pro | Dabi | шту о | ot an A | A 15 (|).56/ | 2 = 0 |).28. | | | | | | |
| | | - | | | | | | | | | | | | | |
| | (0.1) | | | . 1 | (0 | 50 | | | | | | | | | |
| log_2 | (0.13) | 068/ | 0.28 | i = 10 | $pg_2(0)$ | .36) | = - (| 0.84. | | | | | | | |
| Note | e that | the | bas | e of t | he log | garitl | nm h | iere i | is 2. | | | | | | |
| | | | | | | - | | | | | | | | | |
| Sim | larly | 100 | | | | j - 1 | | | | | | | | | |
| | 2 | | -2 \ | | | · | | | | | | | | | |
| Sim Table M | 2 | | -2 \ | | 389 know | n TATA b | oxes. | | | | | | | | |
| | 2 | | -2 \ | | | n TATA b 6 | oxes. 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| able M | 2 | cleotid | e freque | | 389 know | | | 8 222 | 9 155 | 10 56 | 11 83 | 12 82 | 13 82 | 14 68 | 15 77 |
| able M | W2.1 Nu | cleotid 2 | e freque | encies in 3 4 | 389 know 5 | 6 | 7 | - | <u> </u> | | | | | | |
| lable M | M2.1 Nu 1 61 | cleotid 2 16 | e freque 3 352 | encies in 3 4 3 | 389 know 5 354 | 6 268 | 7 360 | 222 | 155 | 56 | 83 | 82 | 82 | 68 | 77 |

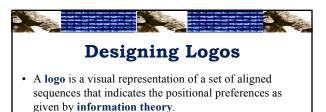
| | | 1 | п | e | | | | | | | | | | | |
|---------------|--------|---------------|-------------------|-----------|-----------|----------|---------|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | | | | U | LU | g- | U | 10 | lS | 1 | aD | 16 | S | | |
| Table M | M2.1 N | ucleotid | le frequ | iencies i | in 389 kn | own TATA | boxes. | | | | | | | | |
| Position | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 1 |
| A | 61 | 16 | 352 | 3 | 354 | 268 | 360 | 222 | 155 | 56 | 83 | 8 | 2 8 | 2 68 | |
| C | 145 | 46 | 0 | 10 | 0 | 0 | 3 | 2 | 44 | 135 | 147 | 12 | 7 11 | 8 107 | 1 |
| G | 152 | 18 | 2 | 2 | 5 | 0 | 10 | 44 | 157 | 150 | 128 | 12 | B 12 | 8 139 | 1 |
| T | 31 | 309 | 35 | 374 | 30 | 121 | 6 | 121 | 33 | 48 | 31 | 5 | 26 | 1 75 | |
| | | | | | | | | | | | | | | | |
| T.L. 14 | | | | | | | | Ļ | | | | | | | |
| _ | M2.2 P | | | | 1 70 | 1 20 | 176 | 1.03 | 0.51 | -0.06 | _0.30 | -0.41 | -0.41 | -0.68 | -0.50 |
| A -0. | .84 –2 | .77 | 1.69 | -5.18 | 1.70 | 1.30 | 1.76 | 1.03 | | -0.96 | -0.39 | -0.41 | -0.41 | | |
| A -0. C 0. | _ | .77 .90 –9 | 1.69 · 99.00 · | -5.18 | -99.00 | -99.00 - | -4.80 - | | 0.51 -0.96 0.88 | -0.96 0.66 0.81 | -0.39 0.78 0.58 | -0.41 0.57 0.58 | -0.41 0.46 0.58 | -0.68 0.32 0.70 | -0.50 0.24 0.71 |



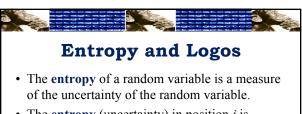


| ab | ole MM2 | | sir on weigh | | LC | og- | O | dd | S ' | Га | bl | es | ; (1 | .) | |
|----------|------------------|--------------------|-----------------------|------------------------|-----------------------|----------------------|--------------------|--------------------|-----------------|------------|------------|-------------|---------------------|------------|-------------|
| | -0.84 | -2.77 | 1.69 | -5.18 | 1.70 | 1.30 | 1.76 | 1.03 | 0.51 | -0.96 | -0.39 | -0.41 | -0.41 | -0.68 | -0.50 |
| | 0.76 | -0.90 | -99.00 | -3.10 | -99.00 | -99.00 | -4.80 | -5.42 | -0.96 | 0.66 | 0.78 | 0.57 | 0.46 | 0.32 | 0.24 |
| | 0.83 | -2.25 | -5.42 | -5.42 | -4.10 | -99.00 | -3.06 | -0.96 | 0.88 | 0.81 | 0.58 | 0.58 | 0.58 | 0.70 | 0.71 |
| | | | | | | | | | 4 70 | 4.40 | 1.01 | 1.07 | 0.04 | 0.04 | 0.00 |
| i iab | -1.81 ble MM2 | 1.50 .3 PWM | -1.64 score of | 1.78 the 15 b | -1.86 | 0.15 ce ACAT | -4.14 'ATATA | 0.15 AGCTG | -1.72 | -1.18 | -1.81 | -1.07 | -0.84 | -0.54 | -0.62 |
| | | | | | | | | | | -1.18 A | -1.81 G | - 1.07 C | -0.84 T | -0.54 G | -0.62 G |
| ab | ole MM2 | .3 PWM | score of | | p sequen | | ATATA | | 3. | | | | -0.84 T -0.41 | | |
| | ole MM2 A | .3 PWM C | score of | the 15 b | p sequen A | ce ACAT T | 'ATATA A | AGCTG T | з. А | A | G | C | T | G | G |
| ab | A -0.84 | .3 PWM C | score of A 1.69 | the 15 b T -5.18 | p sequen A 1.70 | ce ACAT T 1.30 | ATATA A 1.76 | AGCTG T 1.03 | 3. A 0.51 | A -0.96 | G -0.39 | C -0.41 | T -0.41 | G -0.68 | G - 0.50 |

| | | | | | LO | g-(| Ud | ld | 5 1 | l'a | ble | es | (1 | I) | |
|-----------|--------------|----------------------------|-----------------------|------------------------|-----------------------|----------------------|--------------------|--------------------|-----------------|------------|------------|------------|------------|------------|------------|
| lab | -0.84 | -2.77 | on weigh | t matrix. -5.18 | 4.70 | 1.30 | 4.70 | 1.03 | 0.54 | -0.96 | 0.00 | 0.11 | -0.41 | -0.68 | 0.50 |
| 1 | -0.84 | -2.77 | 1.69 | -3.10 | 1.70 | -99.00 | 1.76 -4.80 | -5.42 | 0.51 | -0.96 | -0.39 | -0.41 | -0.41 | -0.68 | -0.50 |
| , | 0.76 | -2.25 | -5.42 | -5.42 | -4.10 | -99.00 | -3.06 | -0.96 | 0.88 | 0.80 | 0.78 | 0.57 | 0.40 | 0.32 | 0.24 |
| | 0.03 | -2.20 | =0.4Z | | | | -4.14 | 0.15 | -1.72 | -1.18 | -1.81 | -1.07 | -0.84 | -0.54 | -0.62 |
| ab iab | -1.81 | 1.50 | -1.64 | 1.78 the 15 b | -1.86 | 0.15 ce acat | | | | -1.10 | -1.01 | -1.07 | -0.04 | 0.04 | -0.02 |
| ab | | | | | | 0.15 ce ACAT T | | | | - 1.10 | G | C | -0.04 | G | -0.02 G |
| ab | ole MM2 | 3 PWM | score of | | p sequen | | ATATA | | 3. | | | | T | | |
| ab | ole MM2 A | 3 PWM | score of | the 15 b | p sequen A | ce ACAT T | atata A | AGCTO T | з. А | A | G | C | T | G | G |
| ab | A -0.84 | 3 PWM C -2.77 | score of A 1.69 | the 15 b T -5.18 | p sequen A 1.70 | ce ACAT T 1.30 | атата А 1.76 | AGCTG T 1.03 | 3. A 0.51 | A -0.96 | G -0.39 | C -0.41 | T -0.41 | G -0.68 | G 0.50 |



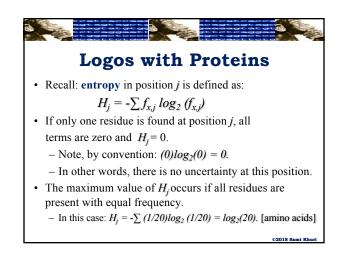
- A logo gives a visual representation of the motif.
- The size of the character in the stack of characters is proportional to the character's frequency in that position.
- The total height of each column is proportional to its **information** content.
- **Information theory** quantifies the amount of information



• The **entropy** (uncertainty) in position *j* is defined as:

$H_j = -\sum f_{x,j} \log_2 (f_{x,j})$ where

 $f_{x,j}$ is the frequency of character x in position j, the summation is over all the characters x, and the entropy units are bits of information.



Logos with Proteins: An Example

• The information present in the pattern at position *j* is denoted by *I_j* and is given by:

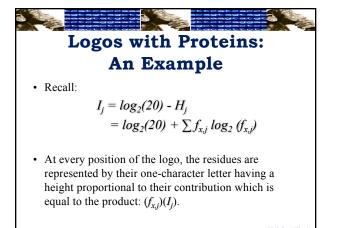
- In other words, the information content I_j at position j is defined as the "opposite" of its uncertainty.
- Note that a position with a perfectly conserved residue will have the maximum amount of information.

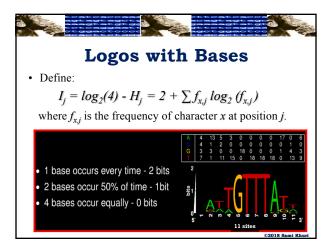
Logos with Proteins: An Example

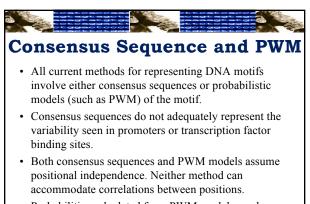
• Recall: $I_i = log_2(20) - H_i$

$$= log_{2}(20) + \sum f_{r_{i}} log_{2}(f_{r_{i}})$$

- The information content is a number between 0 and $log_2(20)$ bits and measures the conservation of a position in a profile.
- Since conserved positions in sequence families are considered to be functionally or structurally important, they should stand out when the profile is visualized.







• Probabilities calculated from PWM models can be highly misleading.

