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Nota di contenuto	Experimental Semiotics; Editorial page; Title page; LCC data; Table of contents; Experimental semiotics; 1. Experimental semiotics: Recent past of a growing discipline; 2. Summary of contributions in this volume; 3. Future directions; Notes; References; Systematicity and arbitrariness in novel communication systems; 1. Introduction; 2. Previous work; 3. Current approach; 4. Experiment; 4.1 Participants; 4.2 Apparatus; 4.3 Stimuli; 4.4 Rules of the game; 4.5 Procedure; 5. Results: An example sign system; 6. Results: Systematicity; 6.1 Measuring systematicity; 6.2 Coding for systematicity 6.3 Reliability 6.4 Results; 6.5 Systematicity discussion; 7. Results: Arbitrariness; 7.1 Procedure; 7.2 Results; 7.3 Arbitrariness discussion; 8. Final discussion; Acknowledgments; Notes; References; Appendix A: Instructions to participants; Appendix B: Instructions for coding systematicity; Can iterated learning explain the emergence of graphical symbols?; 1. Introduction; 2. Theoretical approaches to the evolution of

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4.3 Task and procedure4.4 Results; 4.4.1 Identification accuracy; 4.4.2 Complexity; 4.4.3 Convergence of signs; 4.5 Discussion; 5. General discussion and conclusions; Acknowledgements; Notes; References; Exploring the cognitive infrastructure of communication; 1. Introduction; 2. The role of conventions; 3. The present study; 4. The Tacit Communication Game; 5. Experiment 1; 5.1 Method; 5.1.1 Participants; 5.1.2 Equipment; 5.1.3 Procedure; 5.1.4 Materials; 5.2 Results; 6. Experiment 2; 6.1 Method; 6.1.1 Participants; 6.1.2 Equipment; 6.1.3 Procedure; 6.1.4 Materials; 6.2 Results

6.3 TCG communication strategies7. Experiment 3; 7.1 Method; 7.1.1 Participants; 7.1.2 Equipment; 7.1.3 Procedure; 7.1.4 Training; 7.1.5 Materials; 7.2 Results; 8. Summary and conclusions; Acknowledgments; Notes; References; The evolution of communication: Humans may be exceptional; 1. Introduction; 2. The nature of communication; and the two-step hypothesis of its emergence; 3. Three case studies of the emergence of communication; 3.1 Simulated Khepera robots; 3.2 The evolution of animal signals; 3.3 Ontogenetic ritualisation; 4. The Embodied Communication Game; 5. Discussion

AcknowledgementsReferences; The effects of rapidity of fading on communication systems; 1. Method; 1.1 The game; 1.2 Participants; 2. Results; 2.1 Performance; 2.2 Communicative power; 2.3 Form recombination; 3. Discussion; Notes; References; Investigating how cultural transmission leads to the appearance of design without a designer in human communication systems; 1. Introduction; 2. Design without a designer; 3. Iterated language learning; 4. General methodology; 5. Recent studies; 5.1 The data bottleneck; 5.2 The memory bottleneck; 5.3 Another kind of bottleneck: Forcing expressivity

5.4 Increasing early transmission fidelity

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#### Sommario/riassunto

In the early twentieth century, Ferdinand de Saussure envisioned ""a science which studies the role of signs as part of social life"". About a century later, a science has emerged that is very much in the spirit of that envisioned by de Saussure. Researchers who are developing this science, which has been labeled Experimental Semiotics, conduct controlled studies in which human adults develop novel communication systems or impose novel structure on systems provided to them. This volume offers a primer to Experimental Semiotics and presents a set of studies conducted within this new discipline.

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