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4. Comparing iterated learning with interactive communication; 4.1 Experiment; 4.2 Participants
 4.3 Task and procedure 4.4 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 strategies 7. 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

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.