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Review Article

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Title: On the Origin of Visual Symbols

Cordelia Mühlenbeck (1)*

Thomas Jacobsen (2)

1. Brandenburg Medical School Theodor Fontane

Department of Psychology

Fehrbelliner Str. 38

16816 Neuruppin, Germany

Telephone: +49-(0)3391 39-14654

2. Experimental Psychology Unit, Helmut Schmidt University / University of the Federal

Armed Forces Hamburg, Hamburg, Germany

* Corresponding author

Email: cordelia.muehlenbeck@mhb-fontane.de (CM)

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26 **Abstract**

27 What is the origin of visual symbols? The artefacts that are viewed as the first visual
28 symbols—or at least their prototypes—are the remains of stones and other objects with
29 engravings and colorful markings. Our only access to the origin of this behavior that we share
30 with our ancestors within the genus *Homo* is through skeletons, artefacts, and genetic testing,
31 and we can only draw indirect conclusions about the reasons for their behavior and the
32 underlying cognitive capacities. Yet indications from different disciplines, including
33 anthropology, archaeology, evolutionary biology, and psychology, fit together to form an
34 overall picture. Through empirical studies, we can analyze and draw conclusions from the
35 advantageous visual effects caused by material symbols. In this review, we first examine a
36 definition of visual symbols that captures their essential characteristics and also provide an
37 overview of the evolution of *Homo sapiens* and the emergence of the species' cultural
38 behavior. Next, we present two prominent theories regarding the origin of material symbols: a
39 cultural intensification across the entire evolution of the genus *Homo* versus a later cultural
40 revolution involving only anatomically modern humans and the assumption of additional
41 anatomical or genetic changes, and we describe the difficulties each theory faces. We then
42 examine differences in the cultural behaviors of different primates and indicate which aspects
43 of the two theories are testable, discussing the advantages and limitations of experimental
44 approaches. In conclusion, we clarify how the invention of material symbols can be
45 embedded in the (cultural) evolution of *Homo sapiens*.

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51 **1 Introduction**

52 Human visual perception is, among other things, salience driven, with a biased competition
53 between different objects in visual scenes (Desimone & Duncan, 1995). This competition is
54 driven to focus on desired perceptual features through the inherent salience of objects (Yantis,
55 2005), on the one hand, and the influence of top-down attention (Desimone & Duncan, 1995),
56 on the other (for a summary see: Shinn-Cunningham, 2008). The first nonutilitarian object
57 manipulation (i.e., with no direct technical function) took the form of markings on objects
58 highlighting object-inherent salience. Such findings date back not only to cognitively modern
59 humans, but also to *archaic Homo sapiens*, *Homo neanderthalensis*, and *Homo erectus*
60 (Hoffmann et al., 2018; Joordens et al., 2015; Rodríguez-Vidal et al., 2014). Examples
61 include pigment processing with ochre from more than 280,000 years ago (McBrearty &
62 Brooks, 2000) and use of incisions from different archaeological sites around 100,000 years
63 (Balter, 2009b, 2009a; Hovers, Vandermeersch, & Bar-Yosef, 1997) to 75,000 years ago
64 (Henshilwood, d'Errico, & Watts, 2009; Henshilwood et al., 2002). While these objects
65 provide evidence for a gradual development (McBrearty & Brooks, 2000) of nonutilitarian
66 object manipulation through highlighting existing structure, which raises the question of how
67 salience was used to create the first material symbols, there are two contrasting theoretical
68 explanations for the historical emergence of human production of material symbols. The first
69 assumes that the emergence of human symbolic behavior was a gradual cultural
70 intensification across the entire evolution of the genus *Homo*, while the second assumes a late
71 revolutionary cultural change, rather than a gradual development, that involved anatomically
72 modern humans but with an additional reorganization of the brain and/or genetic changes.

73 Given the discrepancies between the two theories, the following questions seem
74 salient: What were the benefits of the object-marking and object-shaping behavior of these
75 ancestors of *Homo sapiens*, and how might this behavior be related to the beginning of

76 external symbolic storage (a term introduced by Merlin Donald; 1991)—i.e., could there be a
77 connection between a gradual intensification of object manipulation and a late cultural
78 revolution? Since the markings are visual attributes, we believe that investigations of how
79 such objects are visually perceived may show how the two theories regarding the origin of
80 human symbolic behavior can be reconciled. Markings can be used to create different object
81 structures and to construct different object–background relations (Singer & Gray, 1995) and
82 thereby function as representations of the perceived structure of the environment and thus as
83 memory representations, but also as tools for guiding the attention of others. In this way, they
84 can be regarded as external representations and thus as early symbols.

85 In this article, we argue that the earliest markings on objects should already be
86 interpreted as the beginning of symbolic behavior, and we show how cultural and species
87 comparative studies of the visual perception of marked objects can provide information about
88 differences in mental-processing architectures (i.e., the functioning whole of all mental
89 processes and structures) that can lead to inferences about the beginning of this first symbolic
90 behavior. In particular, we discuss the similarities of nonhuman primate social behavior that
91 appears to be a precursor of human symbolic expression, as great apes understand many
92 aspects of their physical and social worlds—which means that characteristics such as
93 language, sociality, and culture are not unique to humans but are also how great apes
94 approach problem solving (Tomasello, 2014). For this comparative approach, we discuss
95 several eye-tracking studies and the perceptual constraints on orangutan shape perception as
96 examples of how an experimental approach can inform us about the processing of basic
97 abstract visual symbols, since the visual processing architecture reveals aspects of conceptual
98 processing and representations of the environment.

99 **2 What Are Visual Symbols?**

100 In this section, we argue that symbolic behavior can be understood as the ability to create a

101 relation between a signifier and a signified entity. A symbol is a sign or entity that is used to
102 stand for something else (Deacon, 1998); it can be divided into a content carrier¹ and the
103 content, in line with De Saussure's classification of the *signifiant* (signifier: content carrier,
104 the symbol) and the *signifié* (signified: content, the symbolized idea; De Saussure, Baskin, &
105 Meisel, 2011). The signifier can be any material or immaterial entity, such as a sound in
106 language, a material object in art, an action in a ritual, and much more.

107 There are several requirements regarding what the content can be, which brings us to
108 concepts. One commonality of all symbols is that, when shared by more than one person, they
109 rely on a common information background and often draw the attention of those who share
110 the same information background (Rosch, Mervis, Gray, Johnson, & Boyes-Braem, 1976). In
111 line with cognitive psychology, we use the term “concept” to denote a representation in
112 semantic memory (Collins & Quillian, 1969; Medin, Lynch, & Solomon, 2000; for review
113 see: Putnam, 1979). Symbols can be viewed as external representations of mental concepts,
114 externalized by using material or nonmaterial signifiers. The categories from which concepts
115 are formed are based on family resemblances (Rosch & Mervis, 1975) in prototype theory or
116 exemplar models (Storms, De Boeck, & Ruts, 2000), which require that certain components
117 of perceptual inputs are highlighted during information filtering and are associated with the
118 signifier when they are subsequently considered. Any type of content can function as an
119 object of the subsequent consideration—that is, there are other kinds of concepts in addition
120 to noun–object concepts (Medin et al., 2000).

121 Language-specific cognition is required for forming the concepts and symbolic
122 representations we have described thus far, but when we turn to the beginnings of the
123 production of visual symbols, we find parallels. The earliest manipulated objects are
124 characterized by a highlighting of single components through colorful or structural markings
125 on stones, bones, and shells (these are documented by the findings that have been preserved,

¹ “Carrier” is used here in the sense of “bearer” and does not convey the idea of transportation.

126 although it is possible that other materials were also used but have since disintegrated; Colagè
127 & d'Errico, 2018; Henshilwood et al., 2018). Markings can be used to orient attention in
128 visual processing, which suggests that they can be used as vehicles for meaning because their
129 specialness is recognized. In this sense, markings are the earliest material symbols: They
130 externalize mental representations of the structure of the environment, or the structures
131 individuals have filtered out of the environment.

132 For definitions, we will use the terms “symbol,” “sign,” and “signal” in line with
133 cognitive psychological and linguistic usage. There are many ways in which signs and
134 symbols can be defined. For example, Peircean semiotics has recently been applied to the
135 analysis of various Paleolithic artefacts (Iliopoulos, 2016a, 2016b; Preucel, 2008). In this
136 perspective, which semiotically deems early markings to be Peircean icons or indexes (see the
137 comments by Coolidge F.L., Wynn. T., 2011, and Rossano, M., 2011, to: Henshilwood et al.,
138 2011), signs differ from symbols insofar as they are considered to be materially grounded:
139 Signs refer only to themselves, while symbols can acquire meanings in arbitrary and
140 conventional ways (Iliopoulos, 2016b). Consequently, the Peircean perspective assumes that
141 the cognitive architecture associated with the realization of iconic and indexical artefacts
142 could be different from the architecture required for creating full symbols and could have
143 different implications regarding the causality of cognitive evolution.

144 However, we want to differentiate our use of the term “symbol.” We believe that
145 abstract markings and icons are themselves already symbolic in a basic way, with symbols
146 differing from signs only in adding another level of referencing; that is, there is a hierarchy of
147 referencing in which symbols span multiple levels. For example, it is assumed (and only
148 assumed) that the Venus figurines of the Upper Paleolithic period were a symbol of fertility.
149 As icons, it is possible that they represent only the body of a woman. However, as qua icons,
150 they are the content carrier for a picture of the female body, and this necessitates the concept
151 of a female body. It is not doubted that different symbolic levels were acquired during the

152 cultural evolution of modern humans. Even Malafouris (2013), who differentiates between
153 linguistic and material signs, believes that the difference lies primarily in the communicative
154 dimension. Malafouris sees the enactive logic of material semiosis “as a product of a process
155 of conceptual integration between material and conceptual domains”, and even though
156 material icons might not refer to another culturally shared meaning, but only to their directly
157 incorporated meaning, the ability to form concepts and mental representations is still
158 necessary. This is why we focus on the cognitive foundations needed for basic mental
159 representations in general.

160 Hence, as indicated above, we also use the term “symbol” for the lowest-level
161 representations of structural elements of the environment, because they require (the same)
162 conceptual abilities; we use the term to refer to any entity that stands for something else,
163 where the entity can be any form of external representation (i.e., also including iconic
164 concepts). We use the terms “sign” and “signal” (for an explanation how these two terms
165 form communicative elements see, e.g. Tomasello, Call, & Gluckman, 1997) to refer to the
166 identification marks that form part of a symbolic representation, that is, the signifiers. Using
167 signs and signals, we highlight parts of reality to denote reality. Using symbols, we place
168 ourselves in relation to reality and express our notions of reality, referring not only to objects,
169 but also relations between them, the conditions and essential characteristics of their existence,
170 and their localization in time and space. Hence, “symbol” refers to both our notion of
171 reality—its perceived structure—and the content carrier that conveys it, while “sign” and
172 “signal” both refer to the content carrier alone.

173 **2.1 Early Forms of Material Symbols and Aesthetics**

174 It is often assumed that the benefits of symbolic behavior are so self-evident (R. White, 1992)
175 that there is no need to explain them or their effects for an individual or a social group in
176 detail. We will argue that there is exactly one commonality between all examples of symbolic

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177 behavior: the ability to create representations, which is why marking behavior can already be
178 viewed as visually symbolic and a behavior that distinguishes humans from other primates.
179 To find reasons for the first invention of symbols, we focus on the visual effects of the earliest
180 marked objects. However, it is important to examine not only the visual benefits, but also the
181 possibility of underlying aesthetic rules, as some early artefacts feature structural
182 manipulations that have no direct technical benefit, which hints at an aesthetic value.

183 Two examples are a hand axe from Tofts, Norfolk, that features a bivalve mollusk and
184 another from Swanscombe, Kent, that features a fossil echinoid. Both come from the
185 Acheuléen, which belongs to the Middle Pleistocene era and pre-dates *Homo sapiens* (Bahn &
186 Vertut, 1997; McNamara, 2007). The mollusk shell and the echinoid were not added to these
187 artefacts after they were made; rather, the stones featuring them were cut in such a way that
188 the shell and the echinoid that were already embedded in them were left undamaged. As
189 leaving these items on the axes had no direct technical function, this suggests an aesthetic or
190 symbolic reason for leaving them. Moreover, even though the shell and the echinoid were not
191 added to the hand axes after they were made, the objects were highlighted with these items,
192 and cutting around them required a preconceived mental template. Thus, these axes combine
193 two characteristics: the objects were made special through marking, and there is evidence for
194 an aesthetic reason. Additional evidence for aesthetic expression can be seen in the further
195 development of Acheuléen tools from 1.5 million to 100,000 years ago (Abramiuk, 2012)
196 with respect to their shape. Unlike Oldowan tools (2.7 to 1.5 million years ago), the
197 Acheuléen hand axes were bifacial and showed a finished form. The Acheuléen axes were
198 built more and more symmetrically, with a change in their production around 400,000 years
199 ago (Mithen, 1996; T. Wynn, 2002, 2004), while earlier hand axes show no evidence of being
200 meant to be shaped symmetrically in plan view (McNabb, Binyon, & Hazelwood, 2004). A
201 recent study (Brooks et al., 2018) documenting the pigment use and long-distance stone
202 transport of *Homo sapiens* around 320,000 years ago provides an additional example of

203 colorful markings on stones. These examples of early aesthetic and structuring expression
204 show the importance of directly analyzing the visual features of early artefacts and how they
205 focus attention.

206 **3 The Evolution of *Homo Sapiens* and the Species' Cultural** 207 **Behavior**

208 There are different approaches to determining the beginning of *Homo sapiens* and the species'
209 capabilities. Skeletal remains, stones and other artefacts, and evidence from DNA analyses
210 can be used together to trace back to the place and time of our last common ancestors within
211 the genus *Homo*. Analyses of mitochondrial DNA (mtDNA) have shown that all present-day
212 humans can be traced to a small group of people living in eastern Africa between roughly
213 194,000 and 160,000 years ago (Gonder, Mortensen, Reed, de Sousa, & Tishkoff, 2007;
214 Ingman, Kaessmann, Pääbo, & Gyllensten, 2000; Stringer & Andrews, 1988). Y-
215 chromosomal DNA analyses examining the root of all living males have found a common
216 ancestor who lived around 104,000 to 59,000 years ago (Tang, Siegmund, Shen, Oefner, &
217 Feldman, 2002; Underhill et al., 2000). African populations seem to have been separated early
218 during our evolution (Behar et al., 2008; Henn et al., 2011), but only 150,000 to 90,000 years
219 ago; albeit, humans with combinations of archaic and modern features persisted in Africa as
220 late as 35,000 years ago (Durvasula & Sankararaman, 2020). Skeletal remains point to almost
221 the same time spans. According to these remains, anatomically modern humans emerged
222 around 200,000 years ago (McDougall, Brown, & Fleagle, 2005; T. D. White et al., 2003).
223 This means that we have a single origin and that *Homo sapiens*, with the genetic basis for
224 most of the cognitive capabilities we have today, dispersed across the globe with those
225 cognitive capabilities, including the use of spoken language and the ability to create visual
226 symbols. Indeed, Roepstorff (Roepstorff, 2009) has argued that a cognitive connection exists

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227 between language and art production, or symbolic practices, because words and objects both
228 function as entities holding a content and are expressions for internal representations, and this
229 also supports the idea that all characteristically human cognitive outcomes have the same
230 origin.

231 *Homo sapiens* began to expand across the globe around 60,000 years ago (Atkinson,
232 Gray, & Drummond, 2009; Mellars, 2006). An alternative opinion also states that around
233 125,000 to 74,000 years ago, *Homo sapiens* began to expand into Asia ((for a review see:
234 Appenzeller, 2012))—but this is not important to our considerations. Any further
235 development of modern humans could only involve cognitive capabilities, since the
236 postcranial skeleton did not change, which allows identification of only one type of modern
237 human. Some archaeologists believe that *Homo sapiens* did extend its cognitive abilities
238 (Mithen, 1996); for example, a variety of artefacts in large quantities (such as remnants from
239 burial goods and adornment) from between 60,000 and 30,000 years ago have led researchers
240 to this belief. This proposed fundamental change in behavior is also known as the cultural
241 revolution of the Middle–Upper Paleolithic transition in Europe (Mellars, 1973; R. White et
242 al., 1982). Modern humans’ characteristics include their spoken language and their variety of
243 cultural and social practices. Regarding the implications of changes in *Homo sapiens*’
244 “cognitive abilities” compared to other species of *Homo*, it is also important to mention the
245 evolution of neurocranial globularization during the past 125 ka. A gradual change in
246 anatomically modern humans’ cranial shape compared to archaic humans and Neanderthals
247 suggests enlargement of the parietal cortex, the precuneus (where visual imagery generated in
248 the prefrontal cortex is integrated with motor activity), the cerebellum (which regulates
249 delicate hand–eye coordination for construction), and possible enlargement of the basal
250 ganglia (which regulate motor activity) (Bruner et al., 2014; Heilman, 2016; Kochiyama et al.,
251 2018; Neubauer, Hublin, & Gunz, 2018).

252

253 **3.1 Cultural Behavior and Artefacts: Long-term Cultural Intensification or**
254 **Sudden Cultural Revolution?**

255 The proposal of a sudden change in the human mind—the cultural revolution—is supported
256 by the new density of cultural artefacts that emerged around 40,000 years ago. Some of the
257 first evidence of ornamentation (Abramiuk, 2012) in Europe is 43,000 years old (Kozłowski,
258 2000), and evidence in the form of Late Stone Age ostrich shell beads in East Africa
259 (Ambrose, 1998a) as well as evidence in Asia (Turkey and Israel) are both 41,000 years old
260 (Kuhn, Stiner, Reese, & Güleç, 2001). Promoters of the sudden-change perspective state that
261 something fundamental, such as anatomical or genetic changes shaped by natural selection—
262 referred to as a change in cognitive fluidity, occurred during the Middle–Upper Paleolithic
263 transition and provided modern humans with the ability to have their different types of
264 intelligence function together fluidly (Mithen, 1996, 1998b). This is supposed to have led to
265 the origin of our diverse cultural outcomes through art, science, and religion. According to
266 this perspective, specialized types of intelligence that had previously been reserved for special
267 problem solving were reorganized in the brain, and then a working structure was created that
268 made it possible to combine different intelligence types or modules (although today’s human
269 mind is still described by some researchers as comprising different, separated modules (for
270 example: H. Gardner, 1983; Tooby & Cosmides, 1992). It is argued that, although the brain
271 size in general remained the same across modern humans (from 200,000 years ago to now),
272 ranging between 1200 and 1500 cc (Abramiuk, 2012), the different modules that are
273 responsible for different specialized tasks were reorganized to work together as a network.
274 According to this perspective, a combination of different abilities such as technical, social,
275 and natural history intelligence is necessary for creating material symbols (Mithen, 1996).
276 Moreover, this perspective views the mind as working in a holistic way rather than in separate
277 modules responsible for different tasks. As described by Fodor, cognition comprises

278 analogical reasoning (1983), creativity, and holism (1985).

279 In contrast, the perspective of the gradually evolving human mind sees no sudden
280 changes. According to the gradual evolution perspective, the human mind emerged in a series
281 of gradual changes occurring over several hundred thousand years, even though a clearly
282 stronger density of artefacts appeared around 40,000 years ago. Proponents of the gradual
283 evolution perspective rely on findings that date to earlier than 40,000 years ago, of which
284 there are in fact fewer, although they do exist. In addition to the examples already mentioned
285 in the introduction, there have also been findings of nonpurposeful use of ochre from between
286 130,000 and 120,000 years ago (Bar-Yosef Mayer, Vandermeersch, & Bar-Yosef, 2009),
287 shell beads from about 92,000 to 82,000 years ago (Bouzouggar et al., 2007), pierced and
288 colored shells and a piece of ochre with geometrical incisions from about 75,000 years ago
289 (Henshilwood et al., 2009; Henshilwood et al., 2002), remnants of ochre found in Blombos
290 Cave, South Africa, that are around 100,000 years old (Balter, 2009a), and geometrically
291 ornamented ostrich shells found in the Diepkloof rock shelter in South Africa that are about
292 60,000 years old (Texier et al., 2010). Very recent findings that are about 540,000 to 430,000
293 years old suggest that *Homo erectus* also engraved objects (Joordens et al., 2015). A good
294 overview of the different new cultural achievements during this long period can be found in
295 McBrearty and Brooks (2000). Various researchers regard the use of beads as a sign of
296 modern cognition (Ambrose, 1998b; d'Errico, Henshilwood, & Nilssen, 2001; Henshilwood &
297 Marean, 2003; McBrearty & Brooks, 2000) and the practice of pigment processing as very
298 early symbolic behavior and part of notational systems (Knight, Power, & Watts, 1995).

299 There is a vigorous debate between proponents of these two perspectives regarding
300 whether the early findings of markings and pigment processing should be seen as the
301 beginning of symbolic behavior. According to Mithen (1996) and Wynn and Coolidge (2009),
302 the most important things that must be identified in order to settle this debate are a cognitive
303 basis for symbolic behavior, a capacity to intentionally create marks, and a common

304 definition of what exactly symbolic behavior is. For symbolic behavior, we suggest the
 305 definition provided earlier: It is the externalization of mental representations in material or
 306 immaterial content carrier. Regarding its cognitive basis, the previously mentioned two
 307 genetic analyses regarding mtDNA and Y-chromosomal DNA trace us back to ancestors
 308 within our own type of neuroanatomically modern humans, which means that the genetic and
 309 skeletal findings do not fit well with the theory that a mutation was responsible for the
 310 emergence of working memory: “The radical reorganization of gene expression that
 311 underwrote the distinctive physical appearance of *Homo sapiens* was probably also
 312 responsible for the neural substrate that permits symbolic cognition. This exaptively acquired
 313 potential lay unexploited until it was ‘discovered’ via a cultural stimulus” (Tattersall, 2009, p.
 314 16018). The expression “exaptation” used by Tattersall was first proposed by Gould & Vrba
 315 (1982) and refers to nonadaptive co-opting of existing brain plasticity for a new symbolic
 316 cognition function.

317 Modern human anatomy, including the anatomy of the brain, has been apparent since
 318 around 200,000 to 150,000 years ago. In this regard, another finding suggests that modern
 319 humans should have had at least some sort of cognitive fluidity very early in their evolution:
 320 Investigations into the origin of certain amino acids on the modern human FOXP2² gene that
 321 “have been found to be genetically linked to the advent of language” (Abramiuk, 2012, p.
 322 273) suggest that language had already developed by 200,000 years ago (Enard et al., 2002) .
 323 Spoken language is known to use a network of different centers in the brain (Deacon, 1998),
 324 which confirms that cognitive fluidity is also necessary for material symbols, because both are
 325 symbolic outcomes.

326 As Sterelny (2014) explains, the early use of symbols, which he already sees in
 327 markings and decorations, can be carried out without metarepresentational capacities and, in

² The human FOXP2 gene is different from that of other animals and has subsequences that can also be differentiated from that found in *Homo neanderthalensis* (J. Krause et al., 2007; Maricic et al., 2012).

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328 particular, without the advanced theory of mind (ToM) capacities. Anatomically, the early
329 humans of about 100,000 years ago and later humans of about 50,000 years ago are not very
330 different. There is no evidence of genetic changes that led to a cultural revolution. Sterelny
331 goes on to explain that only the social lives of early humans changed, and these changes
332 needed markers for social bonding, as can be seen by the decorations. In this regard, early
333 material symbols were an objectification of social structures. Thus, we need to focus on the
334 effects of markings on visual perception, because we can derive possible advantages for social
335 life from these effects.

336 Hence, we will argue for the model proposed by Sterelny (2011), which can be seen as
337 a mixture of the two perspectives. This means that the advent of modern behavior did not
338 coincide with the first appearance of anatomically modern humans, although their cognitive
339 abilities might have been the same over time: “There seems to be good evidence that the
340 modern cultural ensemble arose gradually in Africa and that its abrupt appearance in the
341 European record is the signature of migration (and perhaps indigenous response) rather than
342 rapid biocultural evolution” (Sterelny, 2011, p. 811; see also: Klein, 2008; Klein & Edgar,
343 2002; McBrearty & Brooks, 2000; McBrearty, 2007). In this model, the behavioral changes
344 are built on previous achievements. It should also be mentioned that in later works, many
345 supporters of the old mutational models (e.g. T. G. Wynn & Coolidge, 2017) no longer make
346 such a strong assertion but rather seem to believe that biology is a necessary but not sufficient
347 condition for cognitive and cultural change and that culture remains a critical condition for
348 this goal. Regarding why (sparse) evidence of symbolic use appeared around 100,000 to
349 80,000 years ago and subsequently disappeared and then reappeared around 50,000 years ago,
350 we argue that all we can infer based on the record are behavioral changes, which are more
351 likely due to changes in social structures and not anatomical or genetic ones. Markings can be
352 seen as signs, already requiring an individual to be receptive to the benefit of their usage and
353 therefore already requiring the individual’s ability to engage in the use of symbols. To a

354 certain extent, nonhuman primates are also able to use signs (R. A. Gardner & Gardner, 1969;
355 Greenfield & Savage-Rumbaugh, 1990, 1991; Rivas, 2005). In the following section, we
356 examine the extent to which they are similar in this regard but also how the symbolic behavior
357 of humans differs.

358 **4 Cultural and Symbolic Behavior in Comparative Psychology**

359 Comparative studies often focus on the question of which working memory capacities are
360 present in great apes, because this is supposed to be connected to higher-order consciousness
361 and the use of symbols, and whether great apes have the ability to use symbols to
362 communicate or, as a kind of materialization of their mental concepts for providing
363 information to others, or for their own representational examination of their environment. To
364 test their cultural behavior, several studies have examined chimpanzees' ability to use tools
365 and transfer their knowledge about this use (Boesch, 1991, 1993), as well as whether they
366 have mental maps to remember and find the locations of hidden objects (Menzel, 1973, 1978).
367 Many comparative studies on social learning and transmission of cultural traditions in
368 different great ape species have revealed that cultural transmission is much more widespread
369 in ape species than had earlier been suspected (Gruber, 2016; Schuppli, Koops, & van Schaik,
370 2016; Whiten, 2017; Whiten, Ayala, Feldman, & Laland, 2017) and also depends on whether
371 they are living in captive environments or in the wild (Gruber, Singleton, & van Schaik, 2012;
372 Kendal, 2015; Musgrave & Sanz, 2016). Tool use and transfer of knowledge represent what
373 the tool user must know about the outcomes that using a tool on a target object will have.
374 Both are connected to what we call cultural behavior and are similar to early human behavior.

375 In this context, the concept of Gibsonian affordances (Gibson, 1966, 2014) is helpful
376 for describing the relation between an organism and the environment, as certain objects or
377 events permit certain behaviors to occur. It is a descriptive term that refers to the functional
378 opportunities that animals have for interacting with their environment or to properties that

379 permit a behavior (e.g., climbing up or hiding in something). Regarding tool use, early
380 hominins would have functionally perceived the sharp edges of fractured stone, including
381 those of the earliest Oldowan choppers, as objects that could slice or penetrate some structure
382 (Coss, 2003), which then led to the development of ever more symmetrical structures for their
383 shape. The affordances portrayed by abstract graphical images, such as technological
384 symbols, would mostly need to be learned. Crosshatch and zig-zag patterns on artefacts by
385 Asian *Homo erectus* and early modern humans can be viewed as salient representations of
386 ecologically important biological patterns, possibly recognized innately (e.g., macaques and
387 humans are both attuned to snake scales; Isbell & Etting, 2017; Kawai & He, 2016). Despite
388 arguments by d’Errico and Henshilwood, these salient designs are not recognized as being
389 symbolic representations, although engraved notches on artefacts might afford (symbolically
390 characterize) counts (numbers) for record keeping (d’Errico et al., 2018; for a recent
391 Neanderthal example see Majkić, Evans, Stepanchuk, Tsvelikh, & d’Errico, 2017).

392 Our interpretation is different, however, because mental maps are connected to the
393 functions of working memory. Even though the method of inferring information about our
394 early ancestors using great apes—chimpanzees, bonobos, gorillas, and orangutans—as models
395 has been critiqued (Sayers & Lovejoy, 2008; T. D. White et al., 2009), great apes provide a
396 good way to narrow down the likelihood of a human behavior being unique or shared by a
397 common ancestor (Carvalho & McGrew, 2012). Following De Waal (1999), Tomasello
398 summarizes: “In the absence of evidence our default assumption will be evolutionary
399 continuity” (Tomasello, 2014, p. 15).

400 Marc Mehu’s (2015) combination of a hybrid information-theory construct of signal
401 transmission (encoding) with the perceiver’s interpretation of the information is relevant to
402 the topic of de Waal’s notion of evolutionary continuity: “Models of information transfer are
403 useful to understand certain aspects of symbolic communication, but they have to be
404 complemented with models that emphasize social influence. Such integration implies that we

405 recognize the different functions associated with the roles of signaler and perceiver in
406 communication” (p. 4). He concludes that research “should pursue questions related to what is
407 achieved by communicative signals and by perceivers’ assessment mechanisms, along with a
408 careful analysis of the contextual factors and interactive consequences of multimodal
409 displays” (p. 4). For a nonhuman primate comparative view of multimodal communication,
410 see Partan and Marler (1999).

411 Great apes understand many aspects of their physical and social worlds (for a review,
412 see Tomasello & Call, 1997) and the underlying relations to others’ intentions. This means
413 that human characteristics such as language, sociality, and culture are not unique, but are also
414 the great apes’ approach to problem solving (Tomasello, 2014). To a certain degree, for
415 example, chimpanzees understand the goals of the intentions of others as well as their
416 perceptions, knowledge, and beliefs (Call & Tomasello, 2008). What makes humans different
417 is the extent to which they are capable of understanding the mental states of others, including
418 mental representations of the world that guide others’ actions (Call & Tomasello, 2008).
419 Several studies have shown that great apes seem to be unable to understand false belief (Call
420 & Tomasello, 1999; Hare, Call, & Tomasello, 2001). In contrast, one- and two-year-old
421 human children do seem to understand false belief to a certain degree (Clements & Perner,
422 1994; Csibra & Southgate, 2006; Onishi & Baillargeon, 2005; Surian, Caldi, & Sperber,
423 2007). The larger picture of knowing someone else’s belief–desire system (i.e., having a
424 concept of someone else’s mind, referred to as the Theory of Mind (ToM) construct) can be
425 seen as originating from the shared intentionality and cooperative communication of which
426 great apes are only capable to a certain extent (Leavens & Racine, 2009; Tomasello, 2014;
427 Tomasello, Carpenter, Call, Behne, & Moll, 2005).

428 Much recent work has examined primates’ abilities regarding shared intentionality and
429 ToM (ToM; for review see: Martin & Santos, 2016). This work has shown that primates are
430 able to track the current and past perceptions of others, but do not represent others’ beliefs or

431 form representational relations in the same way as humans (Call & Tomasello, 1999;
432 Kaminski, Call, & Tomasello, 2008; Krachun, Carpenter, Call, & Tomasello, 2009;
433 Marticorena, Ruiz, Mukerji, Goddu, & Santos, 2011; Martin & Santos, 2014; O Connell &
434 Dunbar, 2003). Still, there is consistent evidence that primates are aware of other individuals'
435 perceptions and information about the world (Flombaum & Santos, 2005; Hare, Call, Agnetta,
436 & Tomasello, 2000; Hare et al., 2001; Hare, Call, & Tomasello, 2006; MacLean & Hare,
437 2012; Melis, Call, & Tomasello, 2006; Santos, Nissen, & Ferrugia, 2006; Schmelz, Call, &
438 Tomasello, 2011). These studies show that shared intentionality and representation of others'
439 beliefs exist at different levels of abstraction and that primates (can) only use these to a
440 certain extent.

441 Regarding the ability to engage in symbolic behavior, Tomasello also views the use of
442 iconic gestures, or pantomime, as the foundation for symbolic behavior, because these
443 gestures symbolize entities, actions, or situations in external icons (Tomasello, 2014), which
444 are then advanced and integrated in further levels of abstraction. Although the emergence of
445 symbolic gestures is not our concern in this review, but rather symbolic markings, there are
446 commonalities. According to Tomasello (2014, p. 68), "Joint goals and attention, as the
447 shared aspect, and individual roles and perspectives, as the individual aspect" unite two levels
448 of cognitive abilities, the two different concepts of the two communicative partners, and their
449 specific perspectives. This ability to do things together did not require language but was
450 rather its prerequisite. Markings on an object make it salient for oneself, and they change the
451 marked object into something different for others. A marking becomes a sign by virtue of
452 being an identification mark that can be remembered, in contrast to the ordinary object before
453 it was marked. Thus, the marking already functions as a concept of an object on which one
454 can fall back as a *new object of special interest*.

455 Nonhuman primates do not use iconic gestures (in the sense of higher-order
456 communicative entities that transmit information against a shared culturally-agreed-upon

457 background) or vocalizations (Tomasello, 2014), and they also do not understand other signs,
458 for example, as markers that indicate someone else's communicative intention (Herrmann,
459 Melis, & Tomasello, 2006; Tomasello et al., 1997). In addition, to our knowledge, there is no
460 reported evidence that nonhuman primates actively use their own signs or markings for
461 relating specific objects to their experiences and memories or for actively representing their
462 mental representations of their surroundings. Regarding symbolic gestural usage, we know
463 that great apes that were raised by humans and trained to use symbols for communication did
464 so almost exclusively to request something (Greenfield & Savage-Rumbaugh, 1990, 1991;
465 Rivas, 2005; Tomasello, 2014). The expressions were always from their own perspective and
466 did not show any constructions that were meant to refer to the recipient's knowledge and
467 expectations (Tomasello, 2014).

468 Other studies with trained chimpanzees, bonobos, and gorillas (R. A. Gardner &
469 Gardner, 1969, 1978; Patterson, 1980; Savage-Rumbaugh, 1986) have shown that they have
470 difficulty inventing new words and that the structure of their sentences is simple (extending to
471 only a few words). More recent studies have focused on intentional communication with
472 innate signals (Byrne et al., 2017), though the communicational radius remains the same
473 (Jensvold, 2016; Pika, 2015; Rumbaugh & Massel, 2018; Tomasello & Call, 2019; Zebrowitz
474 & Rhodes, 2004). There is a large body of literature on pointing gestures in primates, also
475 viewed as sign language, but there are "substantive critiques of how to interpret pointing or
476 'pointing-like' gestures in animals [and whether these gestures are rather used] in a way that
477 communicates intent (declarative) rather than motivational states (imperative)" (M. A.
478 Krause, Udell, Leavens, & Skopos, 2018, p. 326).

479 Donald (1991) believes that the primates' difficulties stem from the absence or near
480 absence of semantic memory, which "consists of impersonal information, such as general
481 concepts that are socially agreed upon" (Abramiuk, 2012, p. 162). Studies on the presence of
482 episodic-like memory in great apes (Dere, Kart-Teke, Huston, & Silva, 2006; Martin-Ordas,

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483 Haun, Colmenares, & Call, 2010; Templer & Hampton, 2013) show that it is unlikely that
484 only humans are capable of episodically remembering, but it seems that great apes do not
485 have mental states whose contents are propositionally structured (Sant'Anna, 2018). The
486 ability to conceptualize symbols for signs, spoken language, and symbolic actions (such as
487 rituals) should rely on the same cognitive structures. Many studies on concept and category
488 learning in animals have shown that other species are capable of differentiating between
489 classes of categories (Zentall, Wasserman, Lazareva, Thompson, & Rattermann, 2008) and
490 have demonstrated strong continuities with humans in categorization, but they have also
491 shown that the major difference is the extent to which humans express their concepts and
492 categorizations for others (for a review, see Smith, Zakrzewski, Johnson, Valteau, & Church,
493 2016). Regarding the reasons for the differences in the cognitive structures of primates,
494 including humans, Barsalou (2005, p. 311) states that “Humans represent situations that are
495 completely unrelated to the current situation. ... This system [greater frontal control plus
496 mechanisms that support social coordination] might also allow humans to focus on mental
497 states and their relations to events, thereby supporting the semantics of abstract concepts
498 (Barsalou & Wiemer-Hastings, 2005).” This aligns with our previous description of the
499 evolution of neurocranial globularization during the past 125 ka in anatomically modern
500 humans compared to archaic humans and Neanderthals.

501 To summarize, great apes exhibit social and communicative approaches to problem
502 solving similar to that of humans, but their cultural and symbolic behaviors still occur in
503 different forms than those of humans. This is because humans can combine different
504 perspectives detached from space and time. Moreover, the extent to which great apes can
505 conceptualize (regarding other individuals as well as objects or situations) determines the
506 differences in their mechanisms for handling challenges in their environment. Great apes
507 conceptualize in relation to their direct surroundings, which can be seen in the symbolic
508 meanings they represented in the aforementioned studies, but they also differ in the symbols

509 they use, insofar as gestures do not persist over time as material objects do. Humans
510 conceptualize reality to a deeper extent; the conceptualization relates not only to objects, but
511 also relations between different objects and the conditions and essential characteristics of their
512 existence or their localization in time and space.

513 Cultural comparisons can also shed light on the variability in humans' use of their
514 cognitive capacities to deal with their ecological environment and how their sociocultural
515 structures correspond to this. Combined with species comparisons, cultural comparisons can
516 also help determine the likelihood of a certain behavior being culturally shaped or having a
517 deeper evolutionary background. In the following section, we present the results of three
518 empirical studies that we conducted for the purpose of cultural and species comparison.

519 **5 Empirical Studies on the Effects of Visual Symbols**

520 Markings restructure objects, changing them from ordinary objects into new ones with their
521 own individuality, and they make specific parts of an individual's environment salient. The
522 concepts that the new objects represent can vary from individual to individual. The first
523 modifications of objects could have been executed without any significance, but due to the
524 highlighting effects, it is likely that they were subsequently used to carry a meaning to be
525 communicated, such as a marker for ownership, group identity, or personal identity. In what
526 follows, we show how eye tracking combined with a cultural and species comparative
527 approach can lead to reliable information about the relation between viewing behavior,
528 cognitive information processing, and visual adaptation to the living environment.

529 **5.1 Visual Perception and the Eye-Tracking Method**

530 For many mammals, the visual perception channel is one of the most important for processing
531 information from the environment. The analysis of visual attention in psychological research
532 began around one hundred years ago (Duchowski, 2007), when Dodge and Cline (1901) used

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533 the first noninvasive technique to measure eye movements via corneal reflection (Jacob &
534 Karn, 2003). The method advanced from mounting the apparatus on the head or in front of the
535 eyes to corneal reflection techniques, with the first of these developed specifically for
536 experiments with young children (Gredebäck, Johnson, & von Hofsten, 2009; Haith, 1969; for
537 a review, see Jacob & Karn, 2003; Salapatek & Kessen, 1966). Most eye-tracking studies
538 analyze the fixations and saccades of the eyes and combine these to construct the scan path
539 that the eyes build on a given stimulus (Poole & Ball, 2006). The fixations are not random,
540 but are rather centered on the object (Buswell, 1935). In a first scan, the rough structure of the
541 object is detected, and then the eyes rest on the object in longer fixations, which can indicate
542 that there is greater interest in the area fixated upon or that the area is more difficult to
543 encode, as formulated in Just and Carpenter's eye-mind hypothesis (1976, 1980, 1984). Eye
544 movements can thus reveal underlying cognitive processes (Just & Carpenter, 1984; Rayner,
545 1995, 1998). The duration of a fixation on a specific part of a stimulus can be viewed as an
546 indication of neural information processing or cognitive activity (Loftus & Mackworth, 1978;
547 Salthouse & Ellis, 1980), and the regression of fixations back to the parts that are fixated upon
548 reflects the difficulty of processing and the amount of interest a subject has in the visual
549 information (Goldinger, He, & Papesh, 2009; Just & Carpenter, 1984; Mak, Vonk, &
550 Schriefers, 2002; Radach, 1998; Reichle, Pollatsek, Fisher, & Rayner, 1998). Thus, the
551 intensity of a subject's information processing can be inferred using the combined
552 measurements of fixations and saccades. It is also possible to analyze spatial and temporal
553 information about the viewing behavior (provided, respectively, by the scan path and by the
554 duration of the fixation on the stimulus).

555 Eye tracking is a relatively new method for studying the cognitive processes of great
556 apes and comparing these to those of different primate species (Hattori, Kano, & Tomonaga,
557 2010; Kano, Hirata, Call, & Tomonaga, 2011; Kano & Tomonaga, 2009, 2010, 2011a,
558 2011b). Assuming that the eye-tracking techniques can be reasonably applied even though the

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559 animals live in captivity, have different visual skill development than humans, and may also
560 differ in other respects, a comparison of the eye-tracking patterns of different cultural groups
561 and species allows inferences to be made about their basic visual organization.

562 We conducted three eye-tracking studies in a cultural and species comparison to
563 analyze the characteristics of early markings. First, we studied the general visual effects of the
564 markings, how they are used in visual processing, and whether they are really given greater
565 attention, which would mean that they are highlighted in contrast to their background
566 (Mühlenbeck, Jacobsen, Pritsch, & Liebal, 2017). Second, since the structures of early
567 markings were often made in a symmetrical way and the overall shapes of hand axes and
568 other tools became more and more symmetrical, we analyzed the visual effects of symmetric
569 structures and whether symmetry could have had an attention-seeking effect (Mühlenbeck,
570 Liebal, Pritsch, & Jacobsen, 2016). Third, we studied the perception of colors to determine
571 whether humans and nonhuman primates share an avoidance or approach reaction to specific
572 colors (Mühlenbeck, Liebal, Pritsch, & Jacobsen, 2015). Thus, the first study concerned the
573 general visual effect of markings, while the second (symmetry) and third (color) studies
574 concerned how the markings or highlighting were done. In each case, it could be argued that
575 the markings would be fixated upon longer because marked objects contain more complex
576 information to be processed. Our environment contains an endless amount of information that
577 must be filtered, and in our processing we choose what we pay attention to. Markings can also
578 be viewed as reducing the information to be processed by providing orientation points.
579 Analysis of different cultural groups and species reflects the different ways these groups solve
580 this information-processing task. No nonhuman primate species have been reported to use or
581 produce highlighting of objects, as *Homo sapiens* does (although, as noted above, other
582 subspecies of the species *Homo* have decorated objects; Majkić et al., 2017). Fixation times
583 and patterns can be used to analyze whether other species fail to perceive markings as more
584 complex information. In turn, symmetry can offer an ordering that helps in filtering

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585 information, as the ordered structure makes the information easier to process. If spectators
586 pay more attention to symmetry than to other patterns, symmetric markings would be a good
587 choice for highlighting objects.

588 Assuming that symmetry attracts attention, previous studies have examined the
589 preference for symmetry in other animals. For example, Rensch (1964) conducted a study
590 with capuchin monkeys, vervet monkeys, jackdaws, and crows that tested their preference for
591 symmetrical versus asymmetrical shapes, and Morris (1962) trained different primate species
592 to paint and draw and examined whether they were able to tag predetermined patterns and
593 balance asymmetrical shapes. Both studies found clearly positive effects of symmetry, but the
594 tests were only conducted with individual subjects, so it is not clear whether the tests reflected
595 individual or general preferences. Similarly, testing color preferences in cultural and species
596 comparisons holds interest because the capability of trichromatic color vision has evolved in
597 many primates, including humans and other apes, as well as in Old World monkeys
598 (Buchanan-Smith, 2005; Wells, McDonald, & Ringland, 2008) and one genus of New World
599 monkeys (Dominy & Lucas, 2001). When many species are found to have this capability, the
600 question of whether colors are connected to specific information, for example, hazards or
601 fertility, arises. If so, colors could be used to deliver a certain kind of information or provide a
602 certain signal, and the color with which objects are marked could already contain information
603 that the producer intended to communicate. Thus, markings and highlighting with symmetry
604 and colors could have been the basis for building content carriers because members of *Homo*
605 *sapiens* developed the ability to agree with others on using these to draw someone else's
606 attention and also to use these for themselves, to re-identify objects to which they attached a
607 certain importance.

608 For our studies, we chose three groups of primates based on the distinctiveness of their
609 habitats and/or sociocultural backgrounds. For humans, two populations were selected,
610 Namibian hunter-gatherers and German town-dwellers. They are different in many ways, but

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611 their living environments have been shown to particularly influence their visual perception
612 (e.g., Haun, Rapold, Call, Janzen, & Levinson, 2006). This is special insofar as, like other
613 southern African hunter–gatherers, they have outstanding orientation skills. Widlok (1997, p.
614 328) describes the orientation strategy of the ≠Akhoe Hai//om, who live in the Northern
615 Namibian Savannah: “Unlike those associated with Indo-European languages it does not rely
616 primarily on the intersecting body-centred axes of left/right and front/back. And, unlike
617 western maps, Hai//om orientation is not based on a grid of latitudes and longitudes.” These
618 orientation skills represent a more holistic approach to dealing with the challenges of the
619 environment and locating oneself within this environment. The ≠Akhoe Hai//om perceive
620 humans and their senses as part of the environment and not separate from it. Widlok (2008, p.
621 378) explains that the “senses participate in the ‘environment’ and have evolved with the
622 general evolution of the body and the landscape” and further that “there are indications that
623 the insistence to separate out ‘the landscape’ from human practices, including the naming of
624 places as well as the moving through space, is not found in ≠Akhoe Hai//om cultural
625 practice”. Western European humans’ living environment is characterized by a high
626 population density and a mixture of rural, industrialized, and urban landscapes. In contrast to
627 Hai//om children, who live and play outside most of the day, German schoolchildren spend
628 most of the day inside buildings and are therefore confronted with different dimensions in
629 depth perception. The industrialization of cities is also significant, because these cities feature
630 more buildings and an infrastructure net, and sight of the horizon is restricted.

631 For a non-human primate, we selected orangutans whose natural habitat is even more
632 different than those of the two groups of humans used. Orangutans live in the high canopy of
633 the rainforests of Sumatra and Borneo and use all available vertical and horizontal space when
634 climbing trees, something that is not always possible when they are housed in captive
635 environments such as zoos (Hebert & Bard, 2000; Perkins, 1992; Wilson, 1982). Zoos
636 provide fewer opportunities for apes to move upwards because the enclosures often do not

637 include many trees. Therefore, orangutans in zoos are frequently seen sitting on the floor,
638 although they have been shown to prefer using the upper levels of vertical space when they
639 have the opportunity to climb upwards (Hebert & Bard, 2000). The possibility of climbing
640 and using vertical space could influence orangutans' visual perception, although we do not
641 know to what extent. Many orangutans that were born in captive environments and have
642 never been exposed to the visual conditions of a dense canopy nevertheless use all spatial
643 dimensions to climb in trees. The Wolfgang Köhler Primate Research Center at Leipzig Zoo,
644 where the orangutans in our studies were tested, offers many opportunities for the apes to
645 climb and hide in the higher levels of trees. Thus, the orangutans in our studies were familiar
646 with the three-dimensional use of climbing space and therefore lived in an environment that
647 differs significantly from that of humans.

648 **5.2 Cultural and Species-specific Differences in Visual Perception**

649 The purpose of our three studies was to test three characteristics of marked objects: the marks
650 that make objects salient (marking), the form in which objects can be modified (symmetry),
651 and the use of specific colors that can reflect an associated meaning through a shared
652 preference for or aversion to these colors. The studies also aimed to determine whether
653 marking behavior could have been based on underlying aesthetic universals.

654 The study on markings (Mühlenbeck et al., 2017) showed that, regardless of their
655 cultural background, humans paid more attention to marked objects and used the markings in
656 their visual processing of the objects, but the orangutans did not. The orangutan group had a
657 trend of preferring marked sticks over unmarked ones, which shows that they also responded
658 to the markings to some extent. However, their overall viewing behavior seemed to be
659 completely different since they generally paid more attention to the background of the objects
660 than the humans did. This suggests that human perception is trained in finding signs and
661 signals, in the sense of identification marks, whereas orangutans' perception is not.

662 Considering markings as basic symbolic representations of the structure of our environment,
663 our studies showed that the difference between the humans and orangutans was that the
664 orangutans only responded to the markings on the objects they knew—that is, they perceived
665 the markings only in the context of the known objects, and not as a general abstraction of an
666 object marker common to the other objects that were presented. Hence, for the humans, a
667 structural abstraction emerged as a commonality among all marked objects, whereas for the
668 orangutans, no abstraction among the objects apparently occurred.

669 Our study on symmetry (Mühlenbeck et al., 2016) showed that the same result also
670 holds for symmetric structures. The humans preferred symmetry over asymmetry and used the
671 ordered structures in their visual processing by sustaining their fixation on them after briefly
672 scanning two patterns, one symmetric and the other asymmetric. In this regard, it is worth
673 noting that preschool children’s early artistic expression is dominated by pattern symmetry
674 (Kellogg, 1969). In contrast, the orangutans did not differentiate between the two types of
675 structures.

676 Our study on colors (Mühlenbeck et al., 2015) showed that there were no shared color
677 preferences between orangutans and humans, and also that the visual perception of colors was
678 not influenced by a simultaneously heard auditory stimulus. In the human group an aversion
679 to the color yellow was found, but not among the orangutans, which suggests that the use of
680 color for markings has no predetermined connected information.

681 One explanation of the ability to attend to markings could be the ability to respond to
682 signs and use them in the structural processing of one’s surroundings and as a prerequisite for
683 creating symbols for the representation of one’s surroundings. While we can assume that the
684 two species under investigation in the three studies share overlapping mental representations
685 in their long-term memory, i.e., concepts; it is not clear whether orangutans share the basic
686 processes of early symbol use found in *Homo sapiens*, as reviewed above. Our hypothesis that
687 markings and symmetry are used in human visual processing was confirmed. (Regarding the

688 results of the aesthetic preference for these structures, we refer the reader to our studies.)
689 However, we confirmed neither a shared preference nor a shared fixation avoidance when
690 colors were combined with negatively or positively valenced auditory information.

691 As described above, the living environment, among other factors, influences how
692 individuals perceive their surroundings. Separation of the self from the surrounding
693 environment could be the reason why the German participants in the studies on markings and
694 symmetry concentrated completely on the center of the objects and ignored the objects'
695 background. In contrast, in the ≠Akhoe Hai//om culture, there is no strong separation between
696 subject and environment, which could explain why the Hai//om always perceived objects as
697 part of the background. Spatial cognition systematically varies with language and culture, as
698 found by Haun et al. (2006), who examined four different genera—*Pongo*, *Gorilla*, *Pan*, and
699 *Homo*—regarding their processing of spatial relations, and found that all four genera
700 preferred allocentric over egocentric spatial orientations. This means that they linked
701 themselves to a reference frame based on their external environment rather than their own
702 position in this environment. This shows that the preference for allocentric coding of spatial
703 relations can be overridden by cultural preferences, as in our own Western European culture,
704 where we have a more egocentric orientation.

705 Biological mechanisms could also explain the differences in visual perception. People
706 who live in their original environmental niche, as hunter–gatherers do, develop almost no
707 myopia (Cordain, Eaton, Brand Miller, Lindeberg, & Jensen, 2002). Moreover, several studies
708 involving people living in industrialized cities, not only in Western Europe but also, for
709 example, in China (Angle & Wissmann, 1980; Lu et al., 2009; Park & Congdon, 2004), have
710 found that these people develop more myopia. However, the extents to which genetic
711 predisposition and habituation of the eyes to a near focal distance during close work have an
712 impact are still under discussion. A strong connection has only been found between indoor
713 activities and myopia, while outdoor activities have been shown to reduce the prevalence of

714 myopia in children (Dirani et al., 2009; Jones et al., 2007; Rose et al., 2008). Thus, for the
715 ≠Akhoe Hai//om, spending most of their life outside could result in better depth perception
716 and hence in different attention being paid to the object–background relation. The connection
717 between attention in visual perception and ecological-sociocultural backgrounds should be
718 tested in future studies, including a broader variety of cultures.

719 The distinctiveness of the three different groups regarding their spatial orientation and
720 their perception of their environment played a major role in our eye-tracking studies. The
721 studies showed that, though ≠Akhoe Hai//om children are very different from German
722 children in terms of their culture, their social life, and how they perceive their surroundings
723 and locate themselves within it (their scanning patterns represented these differences in
724 perception), both groups nevertheless preferred the markings and the symmetric patterns in
725 their fixations. The main difference between humans and orangutans was that the orangutans
726 scanned the stimuli much more quickly and with a wider radius than did the human
727 participants. This is consistent with the findings of Kano et al. (2011), who explain the
728 different scanning behaviors by different adaptations to the respective ecological
729 environments. We agree with their argument that “it may be more beneficial to scan visual
730 fields more quickly ... in the context of arboreal living, where objects and animals tend to
731 appear in an unexpected manner, as may be the case for chimpanzees and orangutans,” and
732 “rather than constantly retrieving new information, humans may keep their gaze stationary
733 and thereby promote time-consuming internal processing (e.g., for the sake of categorical and
734 language processing)” (Kano et al., 2011, p. 2354). Although it is only an interpretation of
735 Kano and colleagues' findings, this statement reveals very clearly how differences between
736 species and cultures can be explained by the surroundings that they live in and to which they
737 are adapted. The orangutans we studied were living in captivity, so it is possible that other
738 orangutans living in a natural habitat would show different viewing behaviors. We do not
739 think, however, that the extent to which the viewing behaviors might differ would have a

740 significant influence on the presented results, because the environmental influence did not
741 reveal itself to be significant regarding the viewing architecture in our cultural comparison.
742 For the three groups tested, we showed how visual perception and attention capturing can be
743 understood relative to the participants' ecological and sociocultural environments, which
744 revealed commonalities that resisted a cultural override.

745 **6 The Invention of Visual Symbols**

746 **6.1 A Theory Regarding the Origins of Visual Symbols**

747 According to Mithen (1996), technical skills, knowledge of natural history, and social
748 intelligence are the three types of intelligence that represent the three basic mental attributes
749 involved in creating and reading visual symbols. These should work together smoothly: 1)
750 planning and execution of a preconceived mental template or construct (technical
751 intelligence); 2) intentional communication that is not limited in terms of time and space and
752 easily recalled in memory (social intelligence, language intelligence); and 3) attribution of
753 symbolic meaning independent of the object (natural history intelligence as, for example, the
754 attribution of hoof prints are natural signs). As we have argued, we should not focus on the
755 materials used or the types of intelligence involved, but rather on the basic requirements of
756 symbols, which are any form of content and any form of content carrier. Therefore,
757 improvement in the cognitive abilities required for producing visual symbols should not be
758 inferred from technical advancements, but rather from the intention to engage in symbolic
759 behavior. As Mithen (1996, p. 160) explains, "What we need to find in the mind of Early
760 Humans is a capacity to intentionally create marks or objects of a preconceived form." Since
761 incidentally produced incisions and marks from tooth scratches on bones and the like can be
762 excluded, our findings indicate that the markings were applied intentionally, because as signs
763 they guide the attention of other humans and because information about the mental

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764 representation of the perceived structure of the environment is provided by the visual-
765 scanning architecture.

766 We suggest that the ability to already use manipulated objects in this way as
767 information carrier represents the most crucial step in cultural evolution and does not have to
768 be connected to cognitive or genetic changes shaped by natural selection. Although cognitive
769 changes would be inherent in any brain plasticity subserving cultural evolution, these changes
770 also function in accordance with the aforementioned nonadaptive construct of “exaptation.”
771 (Gould & Vrba, 1982). Concepts have their foundation in memory, and markings address this
772 characteristic insofar as they highlight objects and thereby stand for the mental representation
773 of the environment. In addition, concepts make it possible to invest markings with other
774 information. Mithen (1996) and Wynn and Coolidge (2009) outlined additional requirements
775 for symbols: first, a mental template—a concept—and intentional manipulation of an object
776 to represent this concept, second, intentional communication with others, and third, they
777 should stand for something else—a meaning, a content. These apply to marking behavior
778 without needing anatomical changes such as brain modifications with genetic effects. The
779 intentional modification of an object already requires a mental template—the distinction
780 between an ordinary object and the highlighted version of it, which also includes a mental
781 template of a higher aesthetic value if the marking was only for personal use. The other two
782 requirements address the social structures in which symbols are used. The communicative
783 dimension of symbols does not mean that information will eventually be delivered to others.
784 Symbols are defined as entities that stand for something else. We can decorate or highlight
785 things as symbols for beauty or value or to carry information that we only use personally
786 without ever communicating it to others. But still, with highlighting, there is the possibility
787 that the attention of others will be driven to the marking. Hence, the attention-guiding effect
788 of markings has a communicative role, although being a symbol does not necessitate use of
789 this role.

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790 As we have argued, spoken language must have already appeared by the time of the
791 earliest use of material symbols, since *Homo sapiens* was anatomically modern. As modern
792 humans were already able to use specific forms of symbols (auditory symbols), the use of
793 material symbols can therefore be understood as a cultural change or cultural intensification,
794 rather than based on genetic changes. As mentioned earlier, very recent findings indicate that
795 marking behavior was also conducted by hominoid groups other than *Homo sapiens*—*Homo*
796 *erectus* some 530,000 years ago (Joordens et al., 2015), but also *Neanderthals* more than
797 39,000 years ago (Rodríguez-Vidal et al., 2014)—and neither of these was assumed by
798 cultural revolution theory to be capable of symbolic behavior. Additionally, these authors
799 claim that accidental manipulation of the objects could be ruled out. This shows that there
800 existed other large-brained hominids who already used markings, which supports the thesis
801 that the early use of symbols should be understood as a cultural advancement rather than a
802 cognitive one. The fact that humans visually respond to markings differently than orangutans
803 (and possibly other primates) suggests that early markings were created to represent certain
804 information, even if directed only to oneself. Thus, our three studies did not prove that
805 cognitive fluidity (i.e., different types of intelligence working fluently together, such as
806 technical, communicative, and conceptual intelligence) was necessary for the early markings.
807 Instead, they showed that markings solicit attention and that only humans responded to them.
808 That is, cognitive fluidity is not a necessary characteristic for symbolic behavior; rather,
809 attention guidance and structural representation are already important characteristics that lead
810 to symbolic behavior.

811 There is another reason why we should view the invention of visual symbols as
812 cultural transmission rather than the result of a genetic change. As Tomasello notes, genetic
813 and anatomical changes would have required time “to invent and maintain complex tool-use
814 industries and technologies, complex forms of symbolic communication and representation,
815 and complex social organizations and institutions.” (1999, p. 2). The proposal of a sudden

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816 change is even more surprising when we consider that for many millions of years there should
817 not have been anything other than “typical great ape cognitive skills” (Tomasello, 1999, p. 4),
818 and then these suddenly changed into human cognitive skills. Tomasello maintains that the
819 only solution to this problem is “social or cultural transmission, which works on time scales
820 many orders of magnitude faster than those of organic evolution” (1999, p. 4). Seen this way,
821 the invention of visual symbols does not seem as complex as has been assumed. The
822 catalyst—the social or cultural transmission—stands in sharp contrast to the mutation
823 assumed by Wynn and Coolidge (2004, 2007). When such a significant development as
824 symbolic behavior intensified about 30,000 years ago, there had to exist prototypes on which
825 to build and which could be further developed. This is why we must consider that the
826 cognitive abilities necessary for creating symbols should have been present before the cultural
827 revolution. Still, cognitive architectures can also transform themselves over time due to
828 cultural learning, and differences in our cognitive architectures can depend on the complexity
829 of the external symbolic storage a culture has produced and builds upon (for the hypothesis
830 that biological selection increased in time due to culture see Cochran & Harpending, 2009;
831 and for a detailed analysis of the dependence between mind and external symbolic storage,
832 see Donald, 1991). But there must be a difference between the genetic changes that are
833 assumed to have caused a cultural revolution and the steady transformation that takes place
834 when the mind remains in interchange with different forms of material and nonmaterial
835 symbols, because the amount of symbolic storage that is produced and used in today’s living
836 cultures varies widely but all living humans still belong to the same species of *Homo sapiens*,
837 for which we would not assume such saltational genetic changes as have been assumed for the
838 Upper Paleolithic period.

839 Given what our study on markings has shown, namely, that markings are treated
840 differently in visual processing, it is more likely that the development of marking behavior
841 built the foundation for symbolic behavior, because markings represent a prototype of abstract

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842 signs. They do this through the pointing character to which humans are receptive, which
843 shows that humans at that time should already have possessed the capacity to understand
844 abstract signs as a hint that their attention should be drawn to something. As we have noted,
845 the orangutans in our study most likely did not perceive the markings as signs or references to
846 a certain kind of peculiarity of the object.

847 Regarding the question why material symbols were not used earlier in human history,
848 which Zilhão (2007, p. 72) described as the “sapiens paradox”, Sterelny (2011, p. 813)
849 explains that this can only be seen as a paradox “if it is conjoined with a ‘simple-reflection
850 model’ of the relations between cultures, minds and genes: a model in which cultures reflect
851 the intrinsic capacities of human minds, and these in turn reflect our evolved genetic
852 endowment”. This model can be rejected because it is not inevitable that human cultures
853 should mirror the innate capabilities of the human mind. Humans react based on their material
854 and informational environments (Sterelny, 2011, p. 813), and material symbols, which emerge
855 in environments where they are supported, enhance memory (Clark, 2008). Technological
856 advancements have appeared and disappeared again over the last 300,000 years, and they
857 become the foundations for later technologies (Conard, 2007; Hiscock & O’Connor, 2006).
858 Hence, the emergence of modern behavior was due to cultural learning, as supported by
859 several facts. First, technological advancements do not develop in a linear fashion; rather,
860 they appear and then disappear again. The genetic change model seems to predict a change in
861 cultural complexity around 60,000 to 50,000 years ago (Sterelny, 2011), but the
862 archaeological data do not support such a single change. Second, tool production changed
863 around 300,000 to 250,000 years ago (McBrearty & Brooks, 2000), and the changes included
864 the use of different materials, such as bone and ivory, which were likely valued because of
865 their aesthetic properties. Humans expanded their range of resources (O’Connell, 2006), and
866 the extension of hand crafts could only have been due to cultural learning.

867 **6.2 Limitations**

868 Inferences about the cognitive abilities of our early human ancestors are always
869 subject to uncertainties since these ancestors are extinct, which makes it impossible to directly
870 test such inferences. However, as we have outlined, there are reasons that make it likely that
871 the cognitive abilities needed for symbol use were already present in early humans, such as
872 the temporal problem described by Tomasello and the cultural transmission solution to this
873 problem. In addition, Sterelny has argued that the cultural development of *Homo sapiens*
874 should not be seen as a genetic inheritance alone because this would predict a single sudden
875 emergence of cultural artefacts. The archaeological record shows different peaks of cultural
876 inventions, which poses a challenge that must be solved by the cultural revolution
877 perspective.

878 By analyzing the visual perception found in different living cultures and species, we
879 can only address two dimensions of the cultural-transmission hypotheses described by
880 Tomasello and Sterelny: the attention-driving dimension of intentional communication and
881 the mental representation of the structure of one's surroundings, which is the symbolic
882 dimension. The scanning paths of the human participants in our studies reflected recognition
883 of these mental representations and the functional use of the markings; in contrast, the
884 orangutans did not indicate such recognition. Cultural and species comparative approaches
885 have the advantage of including the evolutionary developmental status of the compared
886 groups within their specific habitats, and a direct experimental approach to the behavioral
887 dimension of markings provides missing information about how our visual perception and
888 attention are linked to symbolic behavior.

889 However, there is a need to test more species and analyze their visual attention in a
890 wider context. German city dwellers and Namibian hunter-gatherers culturally differ to a
891 great extent, but other environmental niches that people live in should be included in the

892 comparison to support the conclusions. There are many respects in which people vary in their
893 cultural lives, their ecological niches, and their social backgrounds, and all of these can have
894 different influences. Since all habitats differ to some extent and with these the surroundings
895 for testing, this raises a general question regarding whether other species and humans from
896 different cultures are similar enough to be comparable. To fruitfully compare them, one must
897 eventually assume that, for eye-tracking methods, their eyes, their eye movements, and also
898 their basic attentional behavior are similar. To some extent, this is not the case. For example,
899 orangutans have a much shorter attention span than humans. In addition, to reflect the visual
900 adaptation of the orangutans to their natural habitat, it would be necessary to test subjects in
901 the field, which is impossible with eye trackers. Although head-orientation measures of
902 vigilance in wild species have been quantified using head orientation as a proxy for measuring
903 visual fixation on something important (see, for example, Fernández-Juricic, Beauchamp,
904 Treminio, & Hoover, 2011; Okamoto et al., 2002), it is not possible to use head orientation to
905 accurately study the duration of single fixations and the number of saccades. This means that
906 testing in a species comparison will inevitably carry some limitations that cannot be
907 overcome.

908 **7 Conclusions**

909 While we can assume that the two species under investigation in our three studies share
910 overlapping mental representations in their long-term memory—namely, the concepts of
911 many natural categories—it appears that orangutans do not share the basic processes of early
912 symbol use with *Homo sapiens*. We consider markings, engraving, and coloring of objects to
913 be good candidates for such early abstract symbols. Using the perspective of cognitive
914 archeology, Duilo Garofoli (2015, p. 7) provides a cautionary review, with a broad view of
915 perceptual symbols: “Perceptual symbols can coexist with amodal representations, so that
916 abstract concepts can be represented by the classic amodal theories (definitions, prototypes,

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917 exemplars, theories), while concrete, highly-imageable entities can be represented in the form
918 of perceptual tokens”. Under the assumption that the employed eye-tracking techniques can
919 be reasonably applied to orangutans (even though the animals live in captivity, have different
920 visual skill development than humans, and may also differ in other factors), a comparison of
921 the scanning patterns between cultural and species groups allows us to draw inferences about
922 basic visual organization. The data we collected show that the orangutans did not exhibit the
923 basic processes of visual organization that underlie the construction of a mental representation
924 of signs serving as symbols, in our case, the markings on objects. Despite all of the given
925 limitations, one inference that can be drawn from our three studies is that the orangutans did
926 not use basic visual symbols (i.e., basic abstract representations of the given structure),
927 because their viewing did not mirror construction of the respective mental representation. In
928 contrast, the two human participant groups did not differ in their basic viewing behavior,
929 despite the fact that they had vastly different life-history experiences. In this way, cultural and
930 species comparisons can address fundamental questions about the evolution of human
931 cognition.

932 Steven Mithen (1998a, p. 181) wrote that the invention of language “provided the
933 means by which one could explore one’s own conceptual spaces, and, by creating a network
934 of minds, the extent of this exploration and transformation was exponentially increased”. We
935 believe that this also applies perfectly to visual symbols, because they made it possible to
936 externalize information by using any available material to build new signifier for content and
937 attach value and meaning to them. In this way, humans began to actively structure their
938 surroundings and communicate their own impressions of how the world is structured and
939 build their identity in relation to it.

940

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943

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