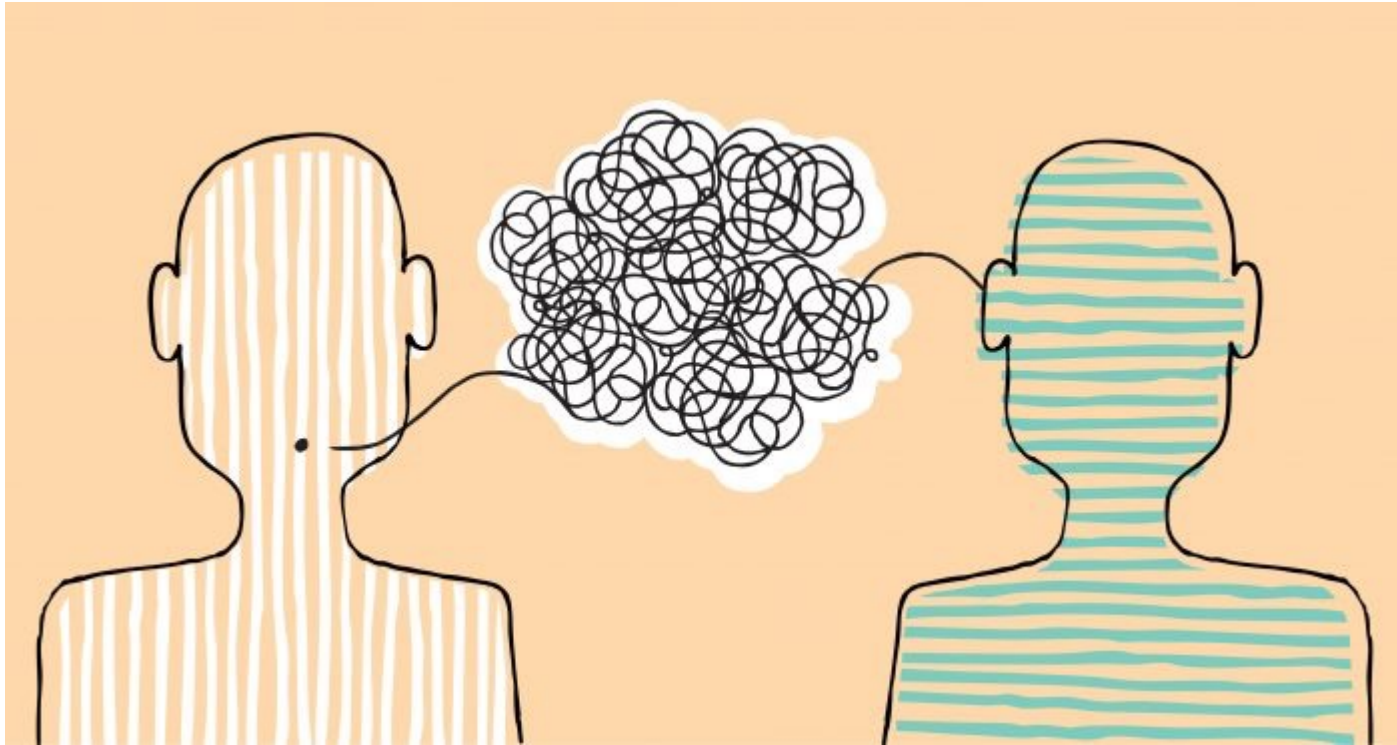Do we have an agreement?

Conceptual Pacts

1. ## Language games
   Wittgenstein, Yo

2. ## Models of dialogue
   Message model, interactive alignment, grounding

3. ## Conceptual pacts
   Maze game, tangrams

Wittgenstein

"Slab!"

- Words are defined only by their use, not their definition or meaning (Wittgenstein, 1953)

- A secret code that is written nowhere, known by none, and understood by all (Sapir, 1927)

Yo is a single-tap zero-character communication tool.

Yo is everything and anything, it all depends on you, the recipient and the time of the Yo.

Wanna say "Good morning"? just Yo.

Wanna say "Baby I'm thinking about you"? - Yo.
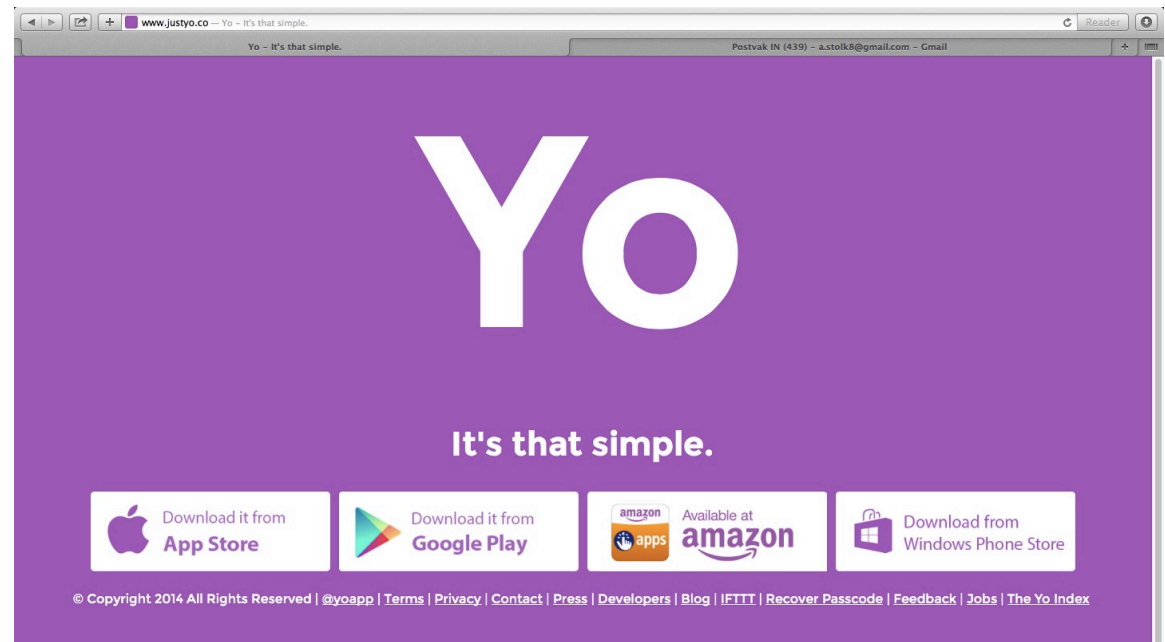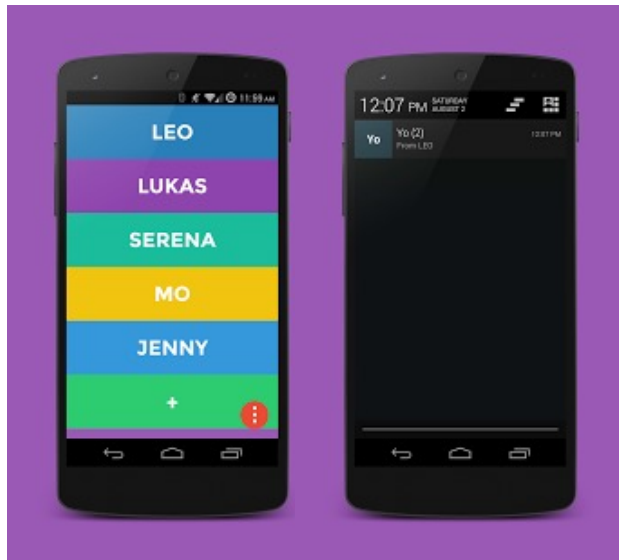
"Done with my meeting, come by my office" - Yo.

"Are you there?" - Yo

You determine the context.

We don't want your Email, Facebook, or Twitter. There is no search, no nothing. Just Yo.

Open the app, tap on a friend, that's it. The possibilities are endless!

It's that simple, Yo.

The simplest and most efficient communication tool in the world
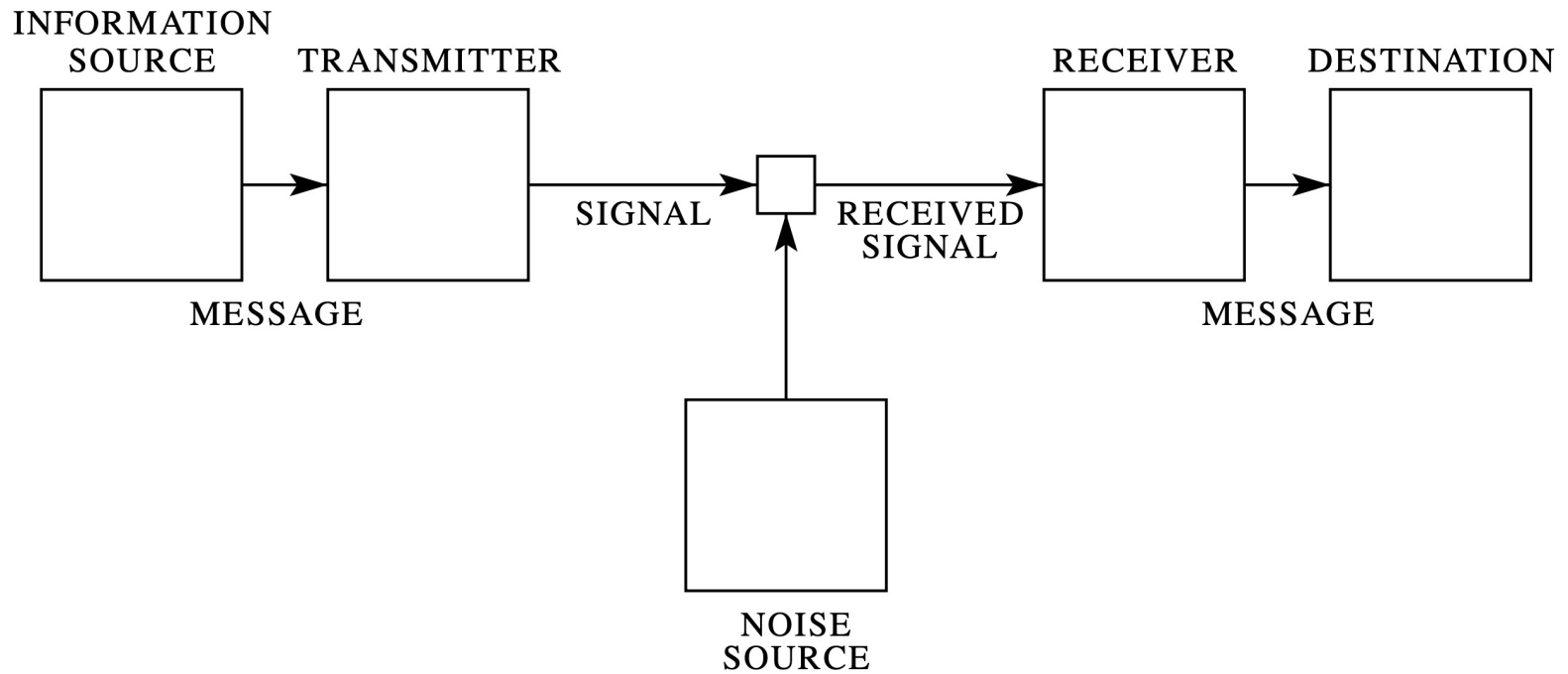
1. ## Language games
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Message model

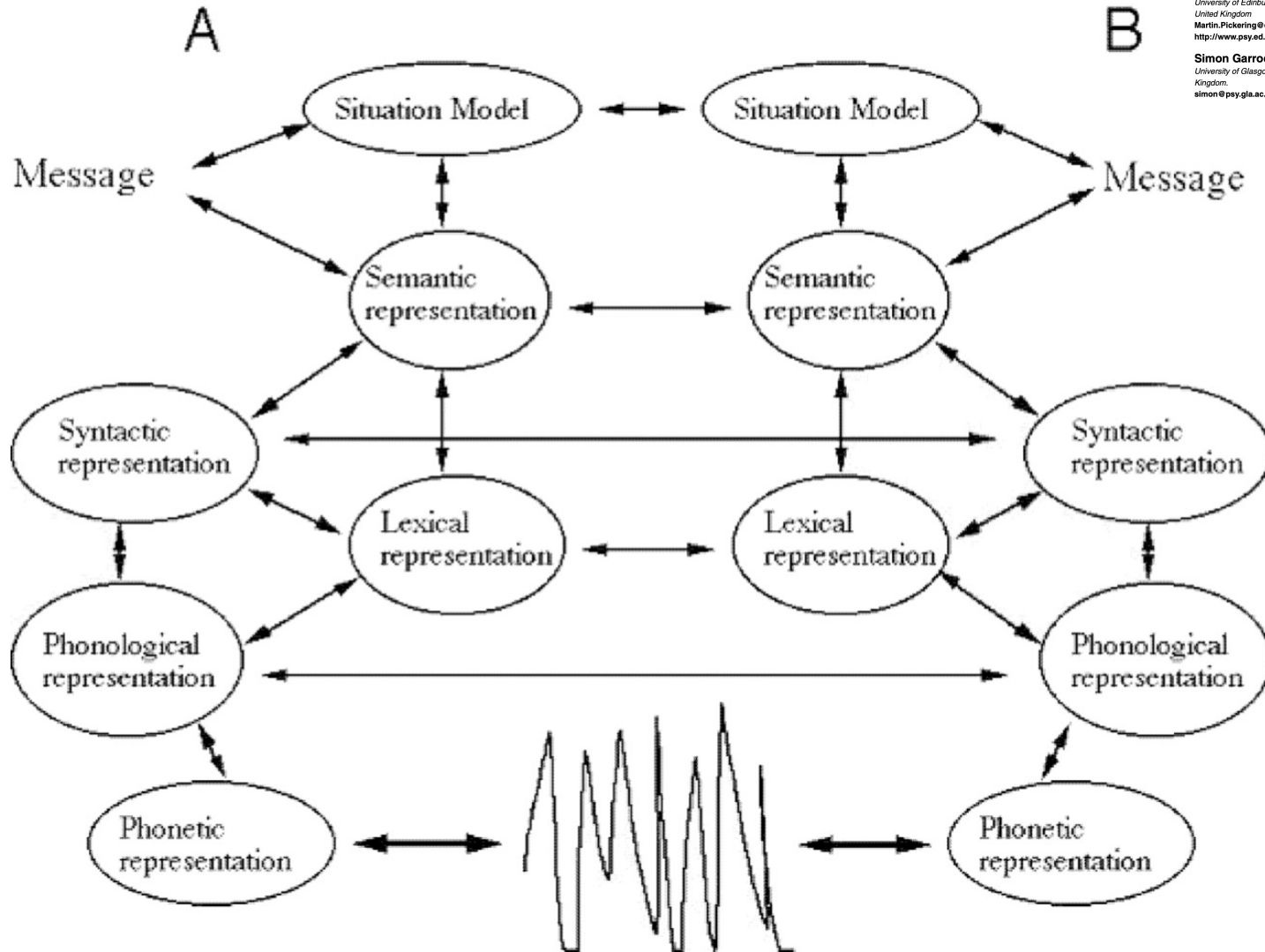A Mathematical Theory of Communication

By C. E. SHANNON

Presupposes shared encoding/decoding rules for transferring information

Interactive alignment model

Presupposes shared associations across levels and individuals

Grounding model

. . .

Leah: um. . . then he gets punished or whatever?

Dale: what was that, a wreath or—

Leah: yeah it was some kind of browny—

Adam: yeah it was some kind of straw thing or something

Leah: mhm

Dale: around his neck

Leah: so that everybody knew what he did or something?

Adam: straw wreath

Dale: yeah

**TWO MINDS, ONE DIALOG: COORDINATING
SPEAKING AND UNDERSTANDING**

Susan E. Brennan, Alexia Galati, *and* Anna K. Kuhlen

People in dialogue seek and provide evidence for mutual understanding

Evidence used for grounding

- Can be explicit, such as a backchannel response (*uhuh*) or clarification question

- Can be implicit, such as displaying continuing attentiveness via eye contact or continuing with a next relevant utterance

- Paralinguistic cues provide information about the ongoing utterance itself, yet they have been largely neglected by traditional models

People in dialogue seek and provide evidence for mutual understanding

1. Language games
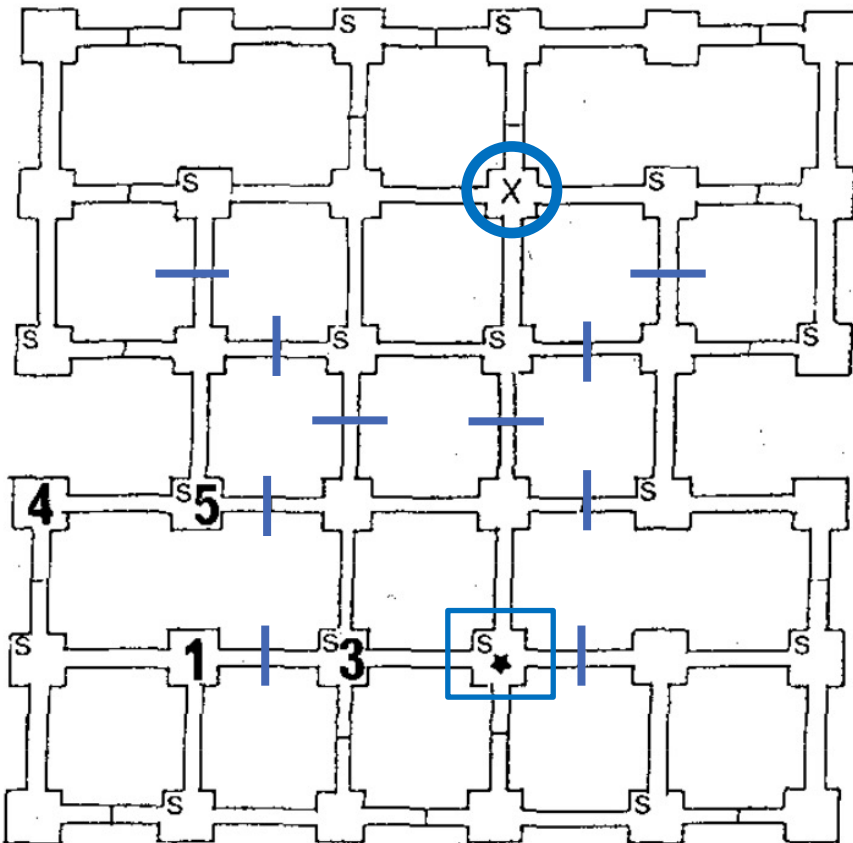
   Wittgenstein, Yo

2. Models of dialogue

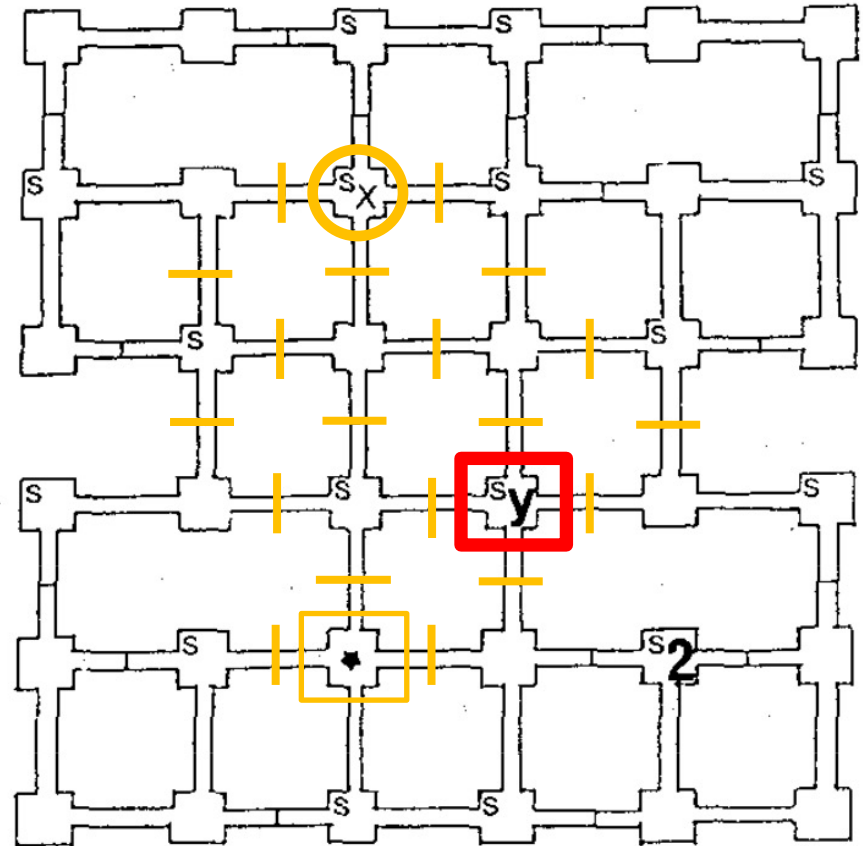   Message model, interactive alignment, grounding

3. Conceptual pacts

   Maze game, tangrams

Maze game

Path type: *"See the bottom right, go two along and two up"*

Coordinate type: *"I'm on the third row and fourth column"*
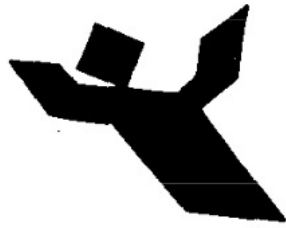
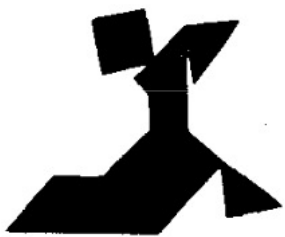Line type: *"Third bottom line, third box from the right"*

Saying what you mean in dialogue: A study in conceptual and semantic co-ordination*

SIMON GARROD
Glasgow University

ANTHONY ANDERSON
Strathclyde University

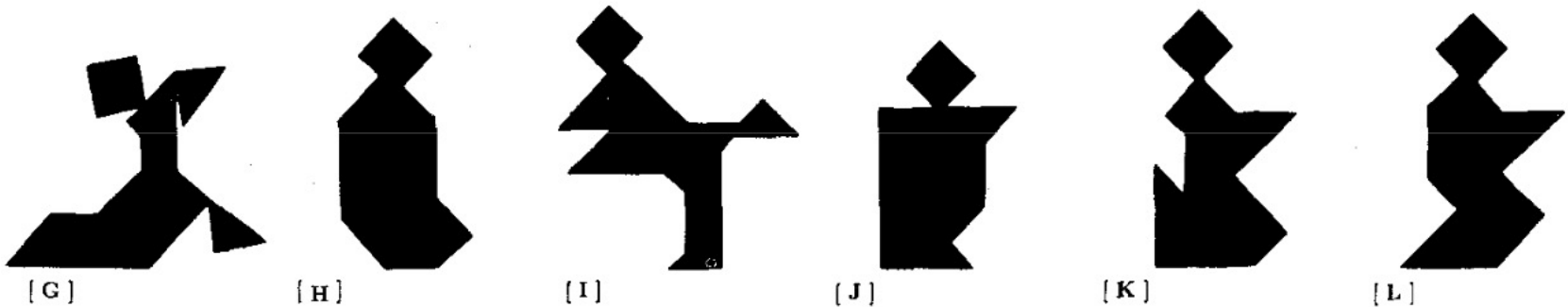# Tangrams

Tangrams

1. All right, the next one looks like a person who's ice skating, except they're sticking two arms out in front.

[G]   [H]   [I]   [J]   [K]   [L]

People in dialogue gradually simplify their (provisional) references

Partner specificity

Conceptual Pacts and Lexical Choice in Conversation

Susan E. Brennan
State University of New York at Stony Brook

Herbert H. Clark
Stanford University

set A

"The shoe"

set B

"The loafer"

set C

?

Informativeness: "the shoe", regardless

Recency: "the loafer", regardless

Partner specificity: "the loafer" with same partner
"the shoe" with new partner

Lexical choice is based on partners and not informativeness or recency

- Yo!?

- People collaboratively come to use the same terms in conversation

- They are "conceptual pacts", provisional and partner-specific references to an object

• Measuring Mutual Understanding

How well do we understand facial expressions?