

1 **Qualitative and quantitative examples of natural and**
2 **artificial phenomena**

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6 **Abstract** The dichotomy between the qualitative and the quantitative has
7 been a classic throughout the history of science. As will be seen, this dichotomy
8 permeates all ontological levels of reality. In this work, phenomenological ex-
9 amples potentially related to semiosis are presented at the different levels
10 established by Mario Bunge and Josep Ferrater Mora, contrasting the qualita-
11 tive categorizations with the quantifiable physical reality. Likewise, the need
12 to continue in the quantification of the biosemiotic and linguistic studies will
13 be presented, while, in contrast, the need to establish a qualitative framework
14 in the little-addressed study of technosemiotics will be raised, of potential in-
15 terest given the notable advances that are expected in communication systems
16 for inert artifacts in the next years. In short, in the thesis defended here the
17 qualitative precedes the quantitative in the defining path of science.

18 **Keywords** Biosemiotics · Quantitative Linguistics · Technosemiotics ·
19 Bungean ontology · Categorization examples · Artificial systems

20 **1 Introduction**

21 In this Special Issue the dichotomy between qualitative and quantitative ap-
22 proaches has been raised in biosemiotics (Faltýnek and Lacková 2021) and, in
23 addition, recently the *sign* character of life and the explanatory power of quan-
24 titative approaches have been debated (Faltýnek and Lacková 2020), which is
25 not only an interesting and heated controversy in semiotics but also in linguis-
26 tics and epistemology. As we will see, the starting question is not whether

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quantitative approaches can develop biosemiotics, but when they will. Obviously, in this sense it is assumed that biosemiotics, like linguistics, bets on its scientific character. The examples are many, but in general in the history of science the qualitative interpretation of reality has always preceded quantitative studies in all disciplines. Biosemiotics needs quantification in order to be formalized in a scientific way, like the rest of the sciences. In this sense, despite having followed parallel paths, both within the broad framework of general linguistics, biosemiotics and quantitative linguistics are disciplines doomed to meet.

Another premise is that the agents in biosemiotic processes do not necessarily have to be human, since they can be other living beings, or even artifacts in technosemiotic or cybernetic processes (Sharov 2010). Actually, the need for the distinction between life and everything artificial is at the very root of cybernetics (Wiener 1948) and it has generated a deeper definition of the concepts of agent and agency from a broader perspective (Sharov 2010; Sharov 2018). The need to separate communication processes from semiotic ones was qualitatively clarified by Eco (1979), although Eco insisted on the need for a human addressee to interpret the coded signal in order to be able to speak *properly* of "communication process" (Eco 1979). It is true that Eco extends semiotics to the study of everything that can be considered a "sign", so that all meaningful phenomena are signs (Chandler 2017), but implicitly there is always *a human* behind the semiotic phenomenon (Eco 1979).

To begin with, in a point of view opposite to this anthropocentric one assumed by Eco (1979) and other scholars, we could affirm that the prefix "bio-" is redundant both when talking about (bio)semiotics and when talking about (bio)linguistics, since both semiotic and linguistic systems are inherently linked to life. In fact, paraphrasing Von Uexküll (1942) all living beings are *carriers of meaning* (Von Uexküll 1942) and therefore are semiotic agents, potential interpretants (still a controversial concept, by the way, see (Colapietro 1988)) in the sense of Peirce (Peirce 1894).

Von Uexküll's approach thus eliminated the implicitly 'human' character of the semiotic agent extending it to the various manifestations of life. Each organism has its own meaningful perception of the world (*Umwelt*), far from human (Von Uexküll 2010; Machado and Romanini 2012). We coexist with a myriad of living beings that are subjects of their own perceptual worlds, with functional cycles adapted to their communicative contexts (Von Uexküll, 2010: 49), more or less complex (Von Uexküll 2010), that constitute authentic semiotic universes parallel to ours, as close as often unknown and of which we still know very little or only some of their plural codes (Emmeche 2004).

Biosemiotics studies the production and interpretation of signs and codes in living systems from an interdisciplinary perspective (Hoffmeyer 2008; Favareau 2010; Kull 2016), and as recently pointed out and synthesized by Schult, Preik and Kirschner (2020:2):

"The basic idea is that biology is based on communication processes on all levels, from the molecular level to ecosystems (Gérard 2014), so

72 that life processes can be viewed as sign-mediated interactions. Life
73 phenomena are, in all aspects, natural semiotic systems. Permeating
74 the entire biology, the sign is a useful key and a practically relevant
75 access to the understanding of life. The connection between biology and
76 semiotics is characterized by Pattee (1995) as follows: *Communication*
77 *is the essence of life.*”

78 On the other hand, quantitative linguistics, from its origins (Zipf 1949;
79 Grzybek 2012), shares the broad and formalizing view of biosemiotics in the
80 study of communication systems (Köhler et al. 2008), but with the mathemat-
81 ical gaze of science, also converging with other open perspectives from fields
82 such as information theory (Shannon 1948; Shannon and Weaver 1949) or ge-
83 netics (Tsonis et al. 1997). Thus, there have been no few efforts to extend the
84 statistical regularities found in human language, mathematically formalized
85 and known as linguistic laws (Meyer 2002; Altmann and Gerlach 2016), to the
86 study of human speech (Torre et al. 2019) and other communication systems
87 which range from the vocalizations of other primates (Gustison et al. 2016;
88 Watson et al. 2020) or their gestural communication (Heesen et al. 2019), to
89 chemical communication (Hernández-Fernández and Ferrer-i-Cancho 2016), ge-
90 nomics (Ferrer-i-Cancho et al 2013; Li 2012; Hernández-Fernández et al. 2011)
91 or proteomics (Eroglu 2014; Shahzad et al. 2015; Caetano-Anollés et al. 2017),
92 to name some fields where studies abound in recent years. However, part of
93 theoretical linguistics continue without considering the advances of quanti-
94 tative linguistics or biosemiotics, without trying to explain them from their
95 theoretical formalisms, while in contrast ethologists or scholars of animal com-
96 munication or zoosemiotics do try because they have found in these approaches
97 a fruitful way to carry out comparative studies (Sebeok 1965).

98 It is undoubtedly necessary to establish meeting points between both per-
99 spectives: qualitative (classical semiotics) and quantitative, essential in the
100 development of science. Along these lines, the quantitative and qualitative
101 approach to natural phenomena in the systems of the ontological levels of
102 reality will be discussed first (following Bunge and Ferrater Mora proposals
103 (Bunge 1977; Bunge 1979; Ferrater Mora 1979), see figure 1). Subsequently,
104 quantitative linguistics and semiotics will be situated in this general scheme.
105 Next, we will see that humans cannot escape neither from a quantitative physi-
106 cal reality that we perceive, nor from a brain that qualitatively categorizes and
107 processes information. In semiotic systems qualitative categories with which to
108 segment the *continuum* are established, assuming a knowable physical reality
109 that is inescapably quantitative.

110 Finally, for the peace of mind of the editors of *Biosemiotics* (given the
111 name of the journal) and contrary to what was stated at the beginning, it
112 will be discussed the need to maintain the prefix ”bio-” in biosemiotics given
113 the emergence of technologies that, once implemented, could develop their
114 own *technosemiotics*, when they become autonomous and complete agents
115 (Sharov 2010; Sharov 2018). This conceptualization will allow to maintain a
116 contrastive distinction between the semiotics of the natural (*bio*) and that

117 of the artificial (*techno*), because although traditionally inert objects that ac-
118 tively participate in semiosis were unknown (without some living being behind
119 them), the evolution of artificial intelligence systems and synthetic biology
120 pose the future challenge of the emergence of technosemiotics (Fernández 2015;
121 Fernández 2013), or even of the *synthetic* biosemiotics (Joesaar et al. 2019),
122 fields as unknown as once were (and still are) the communication systems of
123 a large number of the living beings on our planet.

124 **2 From matter to mind: an ontological segmentation**

125 The emergence of an apparent conflict between qualitative perception and
126 quantitative scientific inquiry into reality is natural. As we will see below
127 through some examples, our brain organizes and segments reality in a dis-
128 crete and qualitative way, through concepts and words with which it segments
129 and collapses reality. The use of categories, categorical perception and the
130 subsequent cognitive processes of categorization are universal in human lan-
131 guages (Goldstone and Hendrickson 2010; Harnad 1987), and, as a hypothe-
132 sis, it should also occur similarly in the *Umwelt* and perceptual mechanisms of
133 other species as a fundamental step in biosemiotic processes (Machado and Romanini 2012).
134 On the other hand, with the birth and development of science, the need to
135 mathematize and quantify that same reality has been established, surely be-
136 cause the success of science derives from its predictive capacity and this, in
137 turn, involves quantitative processes such as counting and calculation. How-
138 ever, mathematical and quantitative capacities are also present in our brain
139 mechanisms and in those of other species, phylogenetically related or not with
140 humans (Nieder 2019).

141 During the 20th century and so far into the 21st, science has made it pos-
142 sible to discern the material elements that make up different ontological levels
143 with which, traditionally, the continuum of reality has been segmented. Thus,
144 José Ferrater Mora (1979) distinguished four levels in reality *between matter*
145 *and mind*: Physical, Biological, Social and Cultural (Ferrater Mora 1979). For
146 his part, Mario Bunge extended these levels to five, highlighting their *systemic*
147 character; these are systems to which Bunge gave crucial importance to the
148 transitions between them, in such a way that it also distinguished some in-
149 termediate levels (in parentheses in this list), so following Bunge (1979:46):
150 Physical systems, chemosystems (biochemosystems), biosystems (psychosys-
151 tems), sociosystems and technical systems (Bunge 1979).

152 Bunge (1998, pp.339-340) later redefined the types of possible systems, es-
153 tablishing among others (Bunge 1998): Natural systems, Social systems, Tech-
154 nical systems, Conceptual systems, Semiotic systems and Artificial systems.
155 Natural systems are those in which all its components, and the bonds among
156 them, are not man-made, whereas technical systems are human creations. The
157 distinction that Bunge (1998) makes between technical and artificial systems
158 is interesting. For Bunge, artificial systems are the result of the union of
159 technical, conceptual and semiotic systems, semiotic systems understood as

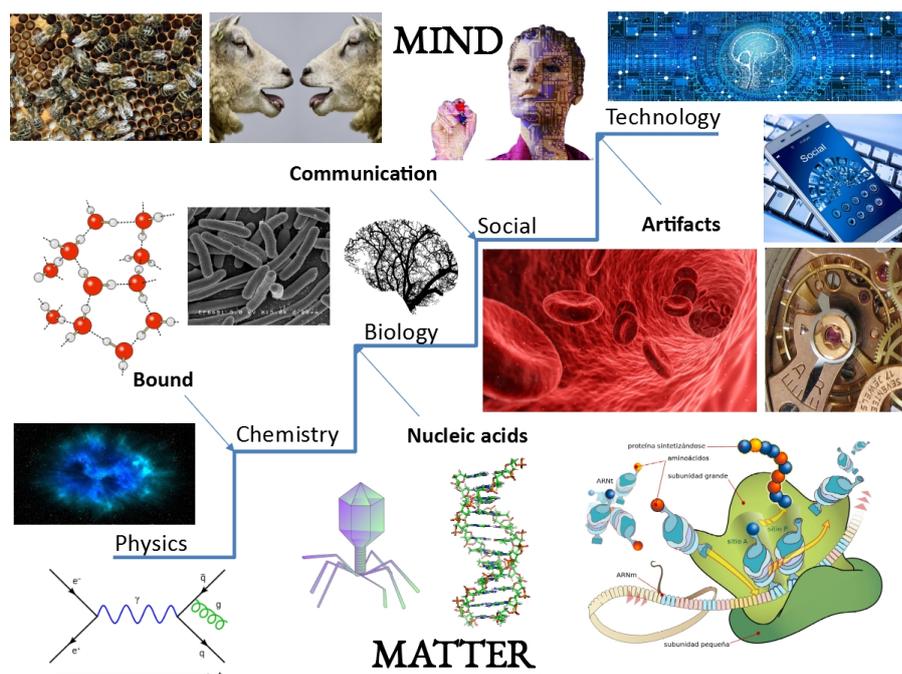


Fig. 1 Artistic interpretation of the scale of systemic levels of the continuum of reality, between the ontological poles of "Matter" to "Mind", posed by Bunge (1979) and Ferrater Mora (1979) (Bunge 1979; Ferrater Mora 1979). Adapted figure by Hernández-Fernández (2019), with permission (Hernández-Fernández 2019).

160 those composed of signs (Bunge 1998). Artificial languages, designed by hu-
 161 man beings, would thus be an example of an artificial system. Bunge points
 162 out that languages are semiotic systems that can be natural, artificial or mixed
 163 (Bunge 1998). Therefore, the distinction between artificial and technical sys-
 164 tems allows Bunge to locate programming languages as artificial systems with
 165 a semiotic component, and the same would be applicable to communication
 166 systems that are designed for machines.

167 Some Bunge scholars have already revealed that this asymmetry between
 168 the ontological levels and the types of systems is deliberate, so that there
 169 is no one-to-one correspondence between them. Thus, Barceló (2021) points
 170 out that the existing systems in a bungean sense are countless and are dy-
 171 namic systems that respond to both external influences and internal changes.
 172 In this way, to understand how a semiotic system works, it is necessary to
 173 discover the mechanisms that modulate its evolution and its transformations
 174 (Barceló 2021). Certainly the ontological levels mentioned above could then
 175 be obvious and are nothing more than a qualitative segmentation, with fuzzy
 176 limits, of a more complex reality composed of systems and subsystems.

177 A free and expanded interpretation of these ontologies established between
 178 Bunge and Ferrater Mora has been proposed in figure 1 (Hernández-Fernández 2019).

179 In fact, Bunge and Ferrater Mora during their lives exchanged abundant corre-
180 spondence in this regard (i.e. see the introductory study by Carla Velásquez in
181 (Ferrater Mora 2018)). In this way, in these transitions (figure 1) we find the
182 chemical bond between the physical and the chemical levels, which establishes
183 unions between atoms and constitutes molecules and compounds; between the
184 chemical and the biological we have the genetic information, encapsulated in
185 DNA and RNA; between the biological and the social, communication systems
186 and psychology; and between the social and cultural levels, artifacts and tech-
187 nologies. Bunge thus includes apart the technical systems that Ferrater Mora
188 integrated at the cultural level (Bunge 1979; Ferrater Mora 1979).

189 Potentially, semiotic and communication processes can occur at all these
190 levels and, interestingly, in the corresponding transitions. Thus, in life there are
191 organisms that perceive, interpret and act according to the incidence of pho-
192 tons or radiation (Belousov et al. 2000; Brosche and Strid 2003), and even it
193 has been speculated with quantum approximations (Bischof and Del Giudice 2013);
194 chemical communication is key in microscopic life (Waters and Bassler 2005),
195 inside organisms, in taste and smell, and in ecosystems, such as pheromones
196 and other volatile compounds (see many examples in (Wyatt 2003)); intraspe-
197 cific and interspecific communication is obvious and well-known at a biolog-
198 ical and social level (Leonhardt et al. 2016; Guerrero 2009); and, finally, the
199 emergence and ubiquity of data science is leading scientists to propose to
200 speak of semiotics at the (bio)technological level, using DNA based molecular
201 communication (Sun et al. 2019) or proposing DNA as an information stor-
202 age system (Church et al. 2012). Likewise, it has been discussed what type of
203 relationship is established between the concepts of information and meaning
204 (Shannon and Weaver 1949), within the framework of biosemiotics in its differ-
205 ent manifestations in living beings (Queiroz et al. 2011). In short, epistemolog-
206 ically it is questioning whether there is a correspondence between "data" and
207 "signs" (Compagno and Treleani 2019; Compagno 2018), between the quanti-
208 tative and the qualitative.

209 It is this last debate within the development of new technologies that is
210 stirring up the need to establish a dialogue between disciplines and quantitative
211 and qualitative approaches. Whatever the chosen ontological segmentation, the
212 semiotic study of all these transitions represents a challenge. Or many, since
213 they can be given to living species and possible artificial life systems that will
214 be created in the future (with their corresponding artificial languages), and
215 that will arise from human creation as a result of the same knowledge of these
216 transition elements (genetics, communication and technology). Technological
217 artifacts then will permeate all levels and affect the transitions between them.

218 3 Qualitative and quantitative phenomena

219 Qualitative phenomena are fundamental in semiotics, but science cannot es-
220 cape from physical quantities. Table 1 contains some examples of phenom-
221 ena in which some quantitative correlate has been established in a more or

less solid way. The strength of the quantitative approach lies in its predictive power and its tendency to objectively approach the object of study, so in my opinion it will progressively spread in the biosemiotics. The examples are intended to be suggestive for communication scholars to venture what could be happening, in a broad way, in any discipline that claims to aspire to have a scientific character, as is the case of linguistics (Bunge 1983; Hernández-Fernández and Ferrer-i-Cancho 2019). Quantification will then be inevitable.

A well-researched classic case is the perception of color: faced with a *continuum* of wavelengths in the visible, we categorize and name colors according to our language and cultural biases (Baronchelli et al. 2015; Hardin et al. 1997). In the color labels, as in the phonetic inventory or in the use of words, our brain uses mechanisms of categorical perception (Goldstone and Hendrickson 2010; Harnad 1987). Although it is an old problem of correlation between qualitative and quantitative, with clear semiotic and communicative implications in comparative studies (Sandell et al. 1979), there are still very interesting approaches from computational theories (Vaina and Passingham 2017).

Ontological level	Phenomena		Formula/ Method	Refs
	Qualitative	Quantitative		
Physical	Color	Wavelength (λ)	$\lambda \cdot f = c$	(Baronchelli et al. 2015; Hardin et al. 1997)
Chemical	Acidity / Basicity	pH	$pH = -\log_{10}[H_3O^+_{(aq)}]$	(Bates 1948; Lim 2006)
Biological	Classification of species (Linnean system)	Genome code assignement	DNA barcodes	(Marakeby et al. 2014; Blaxter 2016)
Linguistical	Speech sounds	Intensity, duration, frequency	$f = c/\lambda$; $\beta(dB) = 10 \log_{10}(\frac{I}{I_0})$	(Goldstone and Hendrickson 2010; Schatz et al. 2021)
	Classification of populations (town, village, city, metropolis...)	Urban Quantitative Indicators	Power laws in urban indicators	(Bettencourt et al. 2007; Gabaix 1999)
Technological	Chip Scale Integration (SSI,MSI,LSI,VLSI,ULSI)	Transistor Count (Number/Area)	Moore's law	(Kaeslin 2008; Noyce 1977)
	Programming Languages	Quantitative Classification and Phylogeny	$f(r) = \frac{A}{r}(N + 1 - r)^b$	(Valverde 2016; Smith and Szathmary 1997)

Table 1 Some examples of phenomena at different bungean ontological levels and their associated physical quantities or quantitative approach. The chosen examples have implications in some communication systems of living beings or in technological communication. The last column gives some relevant references regarding the chosen example.

pH is a scale used to specify the acidity or basicity of a substance and is used as a measure of the hydronium ion concentration in chemistry (Bates 1948), with values that are often erroneously bounded between 0 and 14, but which can be negative (Lim 2006). In chemistry textbooks, qualitative interpretations used to be given to pH, establishing classifications for substances (i.e. very acidic, acidic, neutral, alkaline or very alkaline), classifications that some public organisms have standardized, as is the case of the classification of soils from the United States Department of Agriculture (Kellogg 1993). pH variations in ecosystems, often anthropogenic, can affect the communication of organisms (Heuschele and Candolin 2007) or their reproduction (Räty and Huhta 2003). The study of the influence of pH in the communication of plants or other living beings is undoubtedly still a challenge for science.

Both the wavelength of radiation and the pH are clear examples in which a *continuum* it is qualitatively segmented. However, can we do the same and quantify discrete elements of nature (beyond simply counting them)? In this

254 sense, scientific advances have been allowing quantitative proposals, unsus-
255 pected years ago. The discovery of DNA and the vastness of microscopic species
256 that overspread our planet have shown that the current Linnaean classifica-
257 tion system of organisms is inadequate to name and order all that immense
258 genetic diversity, and for this reason new quantitative proposals have been
259 made that go beyond the Linnaean qualitative system (Marakeby et al. 2014;
260 Blaxter 2016): before studying the biosemiotics of an organism, we should be
261 able to name it correctly.

262 Of course Genome Code Assignment, or DNA barcodes, could *complement*
263 current biological classification of organisms (Marakeby et al. 2014; Blaxter 2016),
264 in the same way that quantum mechanics or relativity did not replace New-
265 tonian mechanics, very useful in most studies of everyday physics. There is,
266 however, an important nuance in this example: the assignment of genetic codes
267 to organisms implies an important quantitative leap in the naming of species,
268 to date based on fundamentally qualitative observations and in the concept
269 of *species*. Meanwhile, the physical formulations of quantum mechanics or rel-
270 ativity are also quantitative in its majority of formulations, like Newtonian
271 mechanics.

272 The acoustic identification of speech sounds is another type of categor-
273 ical perception in which we organize the phonological inventory of the lan-
274 guages we know, after a learning period. We do it automatically in our mother
275 tongue(s), to which we are massively early exposed (Roy et al. 2015) and later
276 we can do it in other languages that we learn. Statistical learning mechanisms
277 (Saffran et al. 1996) could explain the phenomena of phonological space seg-
278 mentation, in addition to another wide range of basic and higherorder cogni-
279 tive functions (Bogaerts et al. 2020). However, as recent research shows, the
280 problem of learning and segmentation of phonetic categories is not yet fully
281 resolved (Schatz et al. 2021).

282 As an example of the verbal segmentation of social reality, the denomina-
283 tion of human populations has been chosen in Table 1. The development of
284 civilizations will require having clear quantitative parameters to define popu-
285 lations, something that has been speculated on since the pioneering work of
286 Malthus (Malthus 1798; Brown et al. 2014). Thus, we usually classify urban
287 population nuclei according to their size (hamlet, town, village, city, metropo-
288 lis, megalopolis...) but, as with all non-scientific classification and segmenta-
289 tion of a perceptual continuum, it is problematic, particularly at the bound-
290 aries between segments and at their extremes. In this sense, starting from
291 the quantitative study of the main urban indicators (population, extension,
292 energy consumption,...) a more objective classification can be made, relevant
293 in a global context in which the environmental impact of cities begins to be
294 worrying (Brown et al. 2014). There have already been quantitative attempts
295 in this line (Bettencourt et al. 2007), such as the suggestive study of Zipf's
296 law in cities by Gabaix (1999) (Gabaix 1999).

297 Finally, two examples of proposals for quantitative modeling of technologi-
298 cal phenomena that we usually discern qualitatively have been chosen. The first
299 is the study of the evolution of the miniaturization scale of transistors, related

300 to computational power. Regarding its evolution, the famous Moore's law in
301 1965 established that the number of transistors on a chip should double in each
302 technology generation (Moore 1965). We will not enter here into the problems
303 of this quantitative law of technological development (see (Lundstrom 2003) in
304 this regard), but in this case the names of the integrated circuits (SSI, MSI,...)
305 have had to be industrially standardized quantitatively, simply by counting the
306 number of transistors per unit area (Kaeslin 2008; Noyce 1977). However, this
307 count per unit area should consider the type of technology used if more accu-
308 rate predictions of technological evolution are to be made (Lundstrom 2003),
309 showing us the difficulties and limitations of modeling in the technological field
310 despite this *artificial* quantitative approach.

311 A history of technological progress can be described as a list of significant
312 major transitions of evolution (Smith and Szathmary 1997) that require the
313 emergence of elements or agents resulting in a novel property in the former
314 that was not present in the latter (Valverde 2016). They are often qualitative
315 transitions but can be quantitatively modeled from the perspective of complex
316 systems, as Valverde (2016) showed for the case of the evolution of program-
317 ming languages (Valverde 2016). His interesting proposal shows us the way
318 forward for the modeling of semiotic phenomena in cultural transmission us-
319 ing complex networks. Let us recall here Bunge's definition of an artificial
320 system, as a confluence of technical, conceptual and semiotic systems, appli-
321 cable to programming languages (Bunge 1998). In Table 1 the frequency-rank
322 $f(r)$ beta distribution of programming languages popularity is showed as an
323 example (Valverde 2016), where r is the programming language rank, N is
324 the maximum rank, A is a normalization constant and a and b the empirically
325 fitted parameters.

326 4 Conclusions

327 As has been seen, the continuum of ontological reality – classified here follow-
328 ing the structural levels proposed by Ferrater Mora and Bunge (Bunge 1979;
329 Ferrater Mora 1979; Ferrater Mora 2018) – it is usually categorized and con-
330 ceptualized through language in a discrete, qualitative way, at the cost of seg-
331 menting a continuous perceptual reality. The fact that our systemic interpre-
332 tations and discourses are based on these qualitative linguistic labels (mainly
333 *words*) should not make us renounce the quantitative approach, necessary to
334 scientifically study any natural phenomenon. However, for a quantitative ap-
335 proach to be given, it needs to be based on clear qualitative conceptions. In
336 the history of science it has always been like this: the qualitative has preceded
337 the quantitative.

338 Otherwise, going back to the examples in Table 1, in the case of light,
339 it would be impossible for us to understand the communicative systems of
340 many organisms, without exactly measuring the wavelengths of the radiation
341 involved; nor would we ever know how many plants react to pH variations, if
342 we stick only to qualitative considerations on the acidity or basicity of the soils;

343 nor will we be able to rigorously study the enormity of living beings whose
344 genetic variations escape the classical Linnaean denominations of species nor,
345 finally, will we be able to scrutinize the linguistic laws and the universals of
346 language, if we impose qualitative limitations on ourselves.

347 In this sense, in some previous works on speech it has been seen that the
348 statistical laws of language are found with greater precision if their study is
349 attended based on quantitative physical magnitudes of voice (frequency, du-
350 ration and amplitude), than merely attending to symbolic simplifications (like
351 texts) that, in many cases, only reproduce the linguistic laws to the extent that
352 they are more or less faithful to the physical reality of which they pretend to be
353 a mirror (Torre et al. 2019; Hernández-Fernández and Ferrer-i-Cancho 2019).
354 Another controversial example has been the categorization of emotions in hu-
355 mans (Ekman 1992), which can be seen as the establishment of labels regarding
356 the perception of the continuum of facial features, something fundamental in
357 facial recognition systems (Mellouk and Handouzi 2020).

358 We are perhaps in a transition in linguistics and semiotics towards the
359 quantitative (Köhler et al. 2008; Barbieri 2007), which is the result of ad-
360 vances in computing that allow us to easily analyze data that was unapproach-
361 able a century ago. We could say that the physical, chemical and biological
362 levels have been successfully quantified, the linguistic level is on the way, but
363 what about the cultural and technological one?

364 To date, research in *technosemiotics* has been posed as an emerging chal-
365 lenge or as a bridge between 'natural', or biological, semiotics (*biosemiotics*)
366 and artifacts of increasing communicative complexity (Fernández 2015; Fernández 2013).
367 However, while in biology centuries have passed since the Linnaean tradi-
368 tion of systematization in the study and qualitative classification of living
369 beings, which now allows novel and solid quantitative approaches as has been
370 seen (Marakeby et al. 2014; Blaxter 2016), there is a lack of qualitative tradi-
371 tion in the evolutionary study of technology and artifacts, as the limita-
372 tions of quantitative approaches at the technological level reflect (Moore 1965;
373 Valverde 2016): Technology lacks a clear definition of qualitative traits on
374 which, *a posteriori*, quantitative approaches can be applied.

375 If reviewed in detail, most quantitative studies in technology are reduced
376 to analyzing the *evolutions in the time scale* of the different technologies, with
377 an underlying concept of 'progress' or 'growth' typical of the 19th century
378 (Valverde 2016; Smil 2019), while the most successful efforts of evolutionary
379 studies are related to technology effects in the so-called *anthropocene*, and have
380 come from ecology approaches where qualitative and quantitative efforts con-
381 verge (Smith and Szathmary 1997; Ellis 2019; Ellis 2015). An example worthy
382 of review is the defining effort of Ellis (2015) and his clear distinction be-
383 tween the qualitative and the quantitative (Ellis 2015). In other words, while
384 biosemiotics has arrived at a time when biology is mature enough to consider
385 quantitative studies in its midst, technosemiotics still needs for qualitative
386 prior work.

387 Technosemiotics extends Wiener's classic cybernetics (Wiener 1948) and
388 therefore the following work is pending to support this subdiscipline:

- 389 i) the establishment of the traits that define artifacts, analogously to how liv-
390 ing beings are defined, considering the existence of hybrid entities between the
391 biological and the technological;
392 ii) the extension to the technological elements of all those parameters of biologi-
393 cal communication systems that are applicable to technology and technological
394 agents (Sharov 2018).

395 Regarding this second point, it would be good not to grant limitations to
396 the technology that living beings possess (*biocentrism*): thus for example an
397 artifact could potentially produce and *understand* (process) several acoustic
398 signals simultaneously in parallel, something very difficult for a mammal. On
399 the other hand, as a hypothesis, it seems a priori easier to know the *new tech-*
400 *nological umwelt* of the complex artifacts that we will design and create, than
401 those of living beings that are modified by biotechnologies, especially when we
402 are completely unaware of the communicative mechanisms and *umwelt* of the
403 starting organisms. However, we will once again be lost with respect to the
404 new technological agents that we are capable of creating if we are left alone
405 with the data and ignore the qualitative mechanisms underlying its operational
406 functioning. Controlling future artificial intelligence systems implies a good un-
407 derstanding of their internal functioning and technosemiosis, as well as delving
408 into the conception of a technosemiotic agent (Sharov 2010; Sharov 2018).

409 We must remember that the artificial systems we design have, in addition to
410 a technological component, their corresponding conceptual and semiotic com-
411 ponents (Bunge 1998). However, we could add a certain *social* component, un-
412 derstanding that machines and other artificial systems already communicate
413 with each other as *relatively* autonomous agents, since they are still under
414 human supervision. Technosemiotics should be especially concerned with the
415 study of these artificial systems in case, in the future, the autonomy of the
416 machines were total and real. Another aspect open to reflection is whether our
417 current confusion about the approach we should give to the study of artificial
418 communication systems is due to the fact that, for the first time, the quantita-
419 tive has been put before the qualitative, so that we are flooded with data that
420 we do not know how to categorize or we are unable to study, simply because we
421 had not considered a systematic definition or categorization of technological
422 systems and their parts.

423 In conclusion, both biosemiotics and technosemiotics still have a long pend-
424 ing roadmap. While biosemiotics will require greater quantitative approxima-
425 tions in the years to come, technosemiotics still needs a solid qualitative foun-
426 dation.

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