

This project investigates the relationship between word meaning and the use of iconic gestures, focusing on whether action-related meaning is more influential than general sensory meaning. Using data from the article (Wilding et al., 2025) and semantic ratings from the Lancaster Sensorimotor Norms, the analysis examines how the proportion of iconic gestures varies with the strength of action-related and sensory associations for words. The goal is to explore patterns in gesture use, rather than to test a formal hypothesis, and to communicate these patterns. The goal is to communicate these patterns visually and descriptively, highlighting how gestures complement spoken language and revealing the different ways meaning is conveyed in multimodal communication.