The visual lures of spiders exploit insect preferences for

flower-like colour and symmetry

Thomas E. White[1, 3], Darrell J. Kemp[2]

[1]School of Life and Environmental Sciences, The University of Sydney, Sydney, Australia 2106

[2]Department of Biological Sciences, Macquarie University, North Ryde, Australia 2113.

[3] Corresponding author.

E-mail: thomas.white@sydney.edu.au

Keywords: sensory trap, orb-web spider, prey lure, colour, floral mimicry

Word count (excluding abstract): 3168

Number of figures: 3

Number of tables: 0

Supplementary information: Table S1

Abstract

Sensory systems capture only a fragment of available information, which creates opportunities for

the evolution of deceptive signalling. The sensory traps and sensory bias models have proven

valuable for explaining how the structure of visual systems and environments may shape the

evolution of sexual signal design, but their potential in deceptive contexts is largely untapped. Here

we use the 'jewelled' orb-web spider *Gasteracantha fornicata* to formalise and experimentally test

two longstanding hypotheses for the function of deceptive visual lures. Namely, that they: (1)

exploit generalised preferences for conspicuous colouration (sensory bias), or (2) co-opt the

otherwise-adaptive foraging response of prey toward flowers (sensory traps). In a field-based study

we manipulated the conspicuous dorsal signal of female spiders along two axes —— colour pattern

and symmetry — to generate a gradient of floral resemblance, and monitored the per-individual

consequences for prey interceptions; a key dimension of fitness. As predicted by the traps model,

the most attractive phenotypes were those with flower-like radial symmetry and solid colour

patterns, and their attractiveness equaled that of wild-type models. These results demonstrate that

deceptive orb-web spider lures function, in part, as inter-kingdom 'sensory traps' via floral

mimicry, and support the broader extension of sensory-based models to deceptive signalling

contexts.

Introduction

Visual communication is ubiquitous, and the demands of effective information-exchange have driven diverse outcomes (Maia et al. 2013; Thoen et al. 2014; Dalrymple et al. 2015). Understanding this diversity requires examining the relationship between signals, environments, and receivers' sensory systems, for which the sensory traps and bias models — under the umbrella of sensory drive — have proven valuable (among a suite of related models; Christy 1995; Endler 1992; Endler and Basolo 1998; West-Eberhard 1979). According to sensory traps, signals evolve under a model-mimic dynamic to co-opt receiver responses that are adaptive in otherwise unrelated behavioural contexts (Christy et al. 2003). The design of sexual signals, for example, may be shaped by how potential mates detect or recognize food items (Rodd et al. 2002) or shelter (Christy et al. 2003). The sensory bias model, in contrast, emphasises how the existence of underlying sensory and/or perceptual biases may present opportunities for exploitation and hence drive signal evolution (Basolo and Endler 1995; Ryan and Cummings 2013). The elaborate fins of male swordtails present a canonical example (Basolo 1990), having evolved in response to a pre-existing female bias toward such structures (Basolo 1990; Basolo 1995). Empirically, each of these models have found robust support in the context of sexual signalling, however their ability to explain signal evolution more broadly is largely untested.

Visual luring is a widespread predatory strategy and is particularly common among sit-and-wait predators. Orb-web spiders are a model group, with many species combining striking body colours and patterns to actively attract insect prey to the web (Tso et al. 2004; Chuang et al. 2007a; White and Kemp 2015). The question of why such conspicuous deceptive signals are attractive to insect viewers has been the focus of considerable attention (Tso et al. 2004; Chuang et al. 2007b; Rao et al. 2015; Goncalves and Gawryszewski 2017; White and Kemp 2017). Two

hypotheses predominate, which informally mirror the bias and traps models; namely, that lures (1)

exploit innate colour preferences, or (2) co-opt the foraging response of prey toward flowers.

Empirical support for these hypotheses is presently limited to observational and correlative data,

and hence remains equivocal (e.g., Tso et al. 2004; Chuang et al. 2007b; Goncalves and

Gawryszewski 2018; White et al. 2017). Formalising these hypotheses within sensory models

offers a promising path to progress, with the reciprocal benefit of extending such theory to

deceptive contexts.

Though elements of the bias and traps models overlap, their core predictions as applied to

deceptive lures can be neatly partitioned (White & Kemp 2015). If conspicuous visual lures are

exploiting receivers' sensory biases then the most likely perceptual target is colour. The insect

prey of luring predators are taxonomically diverse, though pollinating flies and bees are

overrepresented (Nentwig 1985; Nentwig 1987; O'Hanlon et al. 2014a). Strong innate preferences

for (human-perceived) yellows and whites are well documented (Kay 1976; Lunau 1988; Lunau

and Maier 1995), and parallel the biased distribution of these colours among predator lures (White

and Kemp 2015). A standing prediction under the bias model, then, is that the presence and size

of preferred colours among deceptive signallers should predict their attractiveness to potential

prey. The traps hypothesis, in contrast, suggests that lures are exploiting an otherwise-adaptive

attraction to flowers, in a dynamic more akin to floral mimicry. Accumulating evidence for the

predicted resemblance between lures and sympatric flowers supports this view (Tso et al. 2004;

Goncalves and Gawryszewski 2017; White et al. 2017). The key untested prediction, however, is

that lures should co-opt the response of prey toward flowers. The strongest evidence to date comes

from the orchid mantis, which resembles (O'Hanlon et al. 2013; O'Hanlon et al. 2014b) and is

more attractive to pollinators (O'Hanlon et al. 2014a) than sympatric flowers. Though compelling,

the restricted range of experimental stimuli offered to pollinators presents a challenge to

unambiguously distinguishing between the traps and (more permissive) bias explanations.

Here we sought to formalise and test these adaptive hypotheses for visual luring using the

jewelled orb-web spider *Gasteracantha fornicata* (supplementary Fig. S1). Females of the species

are colour polymorphic sit-and-wait predators, whose striking yellow- or white-and-black banded

abdomens actively attract prey — primarily pollinating Diptera and Hymenoptera — to their webs

(Hauber 2002; Kemp et al. 2013; White and Kemp 2016). To distinguish between the traps and

bias hypotheses in a field-based assay we manipulated the appearance of female *G. fornicata* in

the wild along two axes — colour and symmetry (Fig. 1). This served two purposes. First, it varied

the presence and size of a colour patch for which pollinating insects have a known bias (as

discussed above). Second, the selected combinations of colour and symmetry generated an

approximate gradient of floral resemblance. Colour is a central channel of information for insects

that aids in the detection, discrimination, and memorisation of rewarding resources (Chittka and

Raine 2006), and the floral colour gamut itself is thought to have evolved in response to the colour

vision of pollinators (Chittka and Menzel 1992; Chittka 1996; Shrestha et al. 2013). When

foraging, pollinating insects integrate these colour preferences with information on different forms

of floral symmetry, which they can readily perceive and express preferences for (as contrasted

with asymmetry, which is aversive: Kay 1976; Lehrer et al. 1995; Lunau and Maier 1995; Giurfa

et al. 1996). The two main forms of symmetry described in angiosperms are radial (actinomorphy)

and bilateral (zygomorphy), with radial symmetry pre-dating other forms by some 40 MYA,

actively preferred by model insects (Giurfa et al. 1996), and outnumbering bilateral species 2:1

(Crane et al. 1995; Neal et al. 1998; Endress 2001). This manipulation thus allows for

discrimination between the predictions of the biases and traps hypotheses as applied to deceptive

lures. If lures are exploiting simple colour biases, then the sheer area of yellow coverage within

signals should best predict the attractiveness of phenotypes (Fig 2a). If lures are instead mimicking

flowers, then the traps model predicts an equivalently heighted response to natural phenotypes and

the most 'flower-like' stimulus specifically (Fig. 2b).

Methods

Methods

Phenotype manipulations and prey interception rates

Our phenotypic manipulations included asymmetric, biradially symmetric, and radially

symmetric shapes, in a fully crossed combination of solid black, black-and-yellow banded, and

solid yellow patterns (n = 17-29 each; Fig. 1). We manipulated the appearance of spiders by fixing

a painted cardboard model (Quill 180 gsm paper) corresponding to a given treatment (Fig. 1) to

each individual's dorsum using a ca. 5 mm^2 square of double-sided tape. Importantly, we

controlled the proportionate size of stimuli in each symmetry-class to ensure an equal area of

colour coverage. That is, all solid-yellow models displayed approximately the same total amount

of yellow (ca. 81 mm^2), all striped models had equal amounts of yellow and black (ca. 40 mm^2),

and all black models displayed the same amount of black (ca. 81 mm^2). We used Derivan Matisse

Yellow-Mid AZO Series 2 paint to imitate the yellow colouration of *G. fornicata*, which has

previously been spectrally matched for this purpose using standard methods and is also a known

match to sympatric insect-pollinated flora (Maia et al. 2019; White and Kemp 2017). In addition

to the nine primary treatments we included a further control in which spiders were unmanipulated

save for a square of double-sided tape on their ventrum. Though *G. fornicata* are colour

polymorphic we used only yellow colouration in all treatments for simplicity, and manipulated

both 'white' and 'yellow' individuals in the field.

To estimate prey interceptions, a key component of spider fitness, we used a transect-base

method comparable to one previously used in this system (White 2017). After applying the

cardboard models, we recorded the presence of new prey and/or web damage at 30 minute intervals

for four hours, either in a morning (0800-1200) or, less often, afternoon (1300-1700) session.

Abiotic confounds may inflate true interception rates, but the effects should be randomly

distributed across treatments. Spiders whose webs that sustained >50% damage (indicating gross

environmental disturbance) during an observation period were excluded (n = 12) as well as those

whose model did not remain affixed (n = 4), and the experiments took place in November 2018

across populations spanning Cairns to Port Douglas, Queensland, Australia. The observer (TEW)

was not blind to treatments, but the unambiguous response variable and simultaneous testing of

multiple hypotheses should work to ameliorate unconscious bias.

Statistical analyses

To validate the baseline efficacy of the phenotypic manipulations, we first tested for

differences in prey interceptions between the wild-type models of *G. fornicata* (biradial striped;

Fig. 1 centre) and unmanipulated spiders using a generalised linear mixed-effects model (GLMM).

We specified interception rate (mean interceptions / 30 minutes) as the gaussian response

following confirmation of the normality within groups, and treatment (presence/absence) as a main

effect, with diel session (morning/afternoon) as a random covariate to account for any systematic

differences associated with diel insect activity.

For the central tests we used a GLMM with interception rate (mean interceptions / 30

minutes) as the response, as above. We specified an interaction between colour

(black/striped/solid) and symmetry (asymmetric/biradial/radial) and their main effects, and

included diel session (morning/afternoon) as a random covariate. We then used Tukey post-hoc

contrasts to test for pairwise differences across all treatment combinations. Should the sensory bias

model best explain the attractiveness of phenotypes, we predict a main effect of colour alone (Fig.

2a). In contrast, the sensory traps hypothesis predicts an interaction between colour and symmetry,

with post-hoc tests revealing grouped differences in the manner specified in Figure 2b (and as

discussed above). Summary statistics reported below are pooled means ± standard deviations of

prey interceptions rates (interceptions / 30 minutes). All analyses were run in R v. 3.5.2 (R Core

Team 2018) using 'nlme' (Pinheiro et al. 2018) for linear mixed modelling and 'multcomp'

(Hothorn et al. 2008) for multiple comparisons.

Data availability

All data and code will be made persistently available via Github and Zenodo upon acceptance.

Results

We found no difference in prey interception rates between unmanipulated *Gasteracana.*

fornicata and wild-type models ($F_{1,41} = 0.65$, $p = 0.43$, $R^2 = 0.02$). For the main test, we found an

interactive effect of colour and symmetry on prey interception rates ($F_{4,218} = 4.12$, $p = < 0.01$,

conditional $R^2 = 0.54$), as well as main effects of colour ($F_{2,218} = 107.40$, $p = < 0.01$) and symmetry

($F_{2,218} = 15.08$, $p = < 0.01$). Pairwise contrasts (supplementary table S1) revealed considerable

variation in prey interception rates between treatments, with three distinct groupings of

experimental phenotypes (Fig. 3). Spiders assigned to black control treatments intercepted prey

less frequently than all others (0.84 ± 0.77), while both striped- and solid-coloured asymmetric

phenotypes had greater capture success (1.92 ± 0.70). The highest rates of prey interception were

shared by radially and biradially symmetric treatments across both striped- and solid-coloured

phenotypes (2.86 ± 0.89).

Discussion

Visual lures are a striking adaptation for predation, but the underlying mechanism of

deception is poorly resolved. In a field-based assay, we manipulated the phenotypes of the jewelled

spider *Gasteracantha fornicata* along an approximate gradient of floral resemblance to test

whether deceptive lures are exploiting simple colour-biases, or co-opting foraging preferences, in

prey. As predicted by the sensory traps model (Fig. 2b), we found equivalently heightened prey

interception rates between the natural phenotype and the biradially symmetric, solid-yellow (most

'floral') model (Fig. 3). In contrast, the sheer coverage of yellow colouration on models was not

singularly predictive of prey interceptions as expected under a bias explanation (Fig. 2a). Control

tests suggest that the manipulations were convincing and effective, with no difference in

interception rates between the wild-type model and unmanipulated spiders, and significant

differences between black models and all others (Fig. 3; supplementary table S1). The deceptive

lures of *G. fornicata* thus appear to co-opt the foraging responses of prey toward flowers, in a

deceptive inter-kingdom sensory trap.

Though the wild-type and most 'flower-like' phenotypes were equally attractive (Fig. 3),

Gasteracantha. fornicata are unlikely to be a simple mimic of any one sympatric flower. Rather,

the signals of spiders are likely presenting a combination of visual cues that are shared by local

flowers including, but not limited to, the spectral, spatial, and symmetric properties of patterns

(O'Hanlon et al. 2014a; O'Hanlon et al. 2014b; White et al. 2017). This accords with known

features of visual processing among well-studied insects in which local cues such as (in order of

prioritisation) colour, modulation, shape, area, and orientation are weighed and integrated to guide

the choice and classification of stimuli (Giurfa et al. 1995; Horridge and Zhang 1995; Giurfa et al.

1996; Horridge 2007). These cues can be readily generalised to novel contexts (Stach et al. 2004),

and their relative importance may vary during assessments of mimetic accuracy (e.g. colour

similarity may prioritised over shape; Kazemi et al. 2014) or with cognitive load (e.g. in speed-

accuracy tradeoffs; Chittka & Osorio 2007). This offers a basis for deceptive signal efficacy among

luring predators despite their human-subjective distinctiveness from flowers. That is, lures may

need only present an ensemble of a few salient cues, rather than a faithful analogue of floral signals,

to exploit the foraging response of insect prey (discussed further below). This possibility is further

enabled by the phenotypic diversity of sympatric flora, which present a suite of shapes,

symmetries, and colour patterns from which deceptive signallers may draw (see White et al. 2017

for data relevant to *G. fornicata* specifically). Our finding that colour alone was attractive to

insects, yet moreso when combined with floral symmetry cues, is consistent with such a view (Fig.

3), though awaits closely controlled behavioural work to test in detail.

While the presence of colour in any form was associated with improved attractiveness, the

colour pattern —— be it solid or striped — had no further effect (Fig. 3). There are two plausible

explanations for this equivalence. One is that the stripes cannot be resolved at meaningful

distances, and a striped pattern would instead only generate a subtly duller, though still 'solid',

signal that is functionally equivalent to their block-coloured counterparts. Although the stripes are

indeed only resolvable at close distances by typical fly and bee viewers (Land 1997), past work

has shown that interception rates are directly modified by the orientation of the stripes of *G.*

fornicata in the web (White 2017), thereby establishing the discriminability of the patterns at

relevant viewing distances. A simple alternative, related to the above, is that both striped and solid

variants present attractive cues to viewers that are shared by flowers. Solid colours are typical

among flowers, though some 33% of radially symmetric and 14% of bilaterally symmetric species

also present patterned 'floral guides' (Dafni and Giurfa 1999). Such guides take the form of

repeated stripes and/or radiating elements, which serve to draw pollinators to the location of nectar

and pollen centers (Dafni and Kevan 1996; Dafni and Giurfa 1999). The banded pattern of *G.*

fornicata and our striped, radial model are thus unlikely to be entirely novel to experienced

receivers and may merely present another cue that pollinators recognise as broadly 'floral'.

The use of colour as a deceptive instrument is widespread, and our results support the

extension of sensory models to formalise the study of its causes and predicted consequences more

generally. The dynamic displays of crab spiders (Heiling et al. 2003), red rims of pitcher plants

(Schaefer and Ruxton 2008), and decorated webs of spiders (Herberstein et al. 2000) are striking

examples, though identifying the underlying mechanism in each case has proven difficult

(Herberstein et al. 2000; Schaefer and Ruxton 2009). Our results reiterate the well understood

necessity of considering the perspective of receivers, since human-subjective assessments of

similarity are a poor guide to the existence and extent of mimicry (Fig. 3). Though our wild-type

and 'floral' spider models bear little human-subjective resemblance, our results are consistent with

the view that they converge at some stage of sensory processing in insect viewers to elicit a shared

foraging response (as noted above). This accords with evidence from sexual signalling systems in

which the co-option of food detection pathways underlies the attractiveness and early evolution of

male sexual ornaments, such as the yellow caudal bands of male swordtail characins (Garcia &

Ramirez 2005; Rodd et al. 2002). Interestingly, once such signals become common within a

population, receivers may 'escape' the sensory trap via selection for increased response thresholds

or improved discriminability (Garcia & Ramirez 2005). We may predict a similar course in luring

systems, though the consequences for signal evolution will diverge due to differences in the

alignment of interests between signallers and receivers. In sexual contexts the interests of both

parties are broadly aligned toward reproduction. Although selection may favour the partitioning

of receivers' feeding and sexual responses through improved discrimination of mimetic traps, they

will ultimately respond positively to both sexual and foraging cues (Basolo and Endler 1995; Ryan

and Cummings 2013). With respect to signallers, a known consequence is a shift toward signal

honesty which also reduces the foraging costs to receivers of responding to deceptive cues (Garcia

& Ramirez 2005). Luring systems, in contrast, cannot follow such a trajectory since they are

entirely antagonistic. Thus while selection for improved discrimination and response thresholds in

receivers is a predictable outcome, the consequences for deceptive, as opposed to sexual, signal

evolution will diverge. These include selection for improved mimetic fidelity via the integration

of new cues and/or refinement of existing ones (e.g. a move toward closer spectral or

morphological resemblance to models), a shift toward dietary specialisation or generalisation

depending on the composition of available prey and their foraging preferences, and/or the

evolution of signal polymorphism if extant prey or models are diverse enough to generate multiple

fitness optima (Kazemi et al. 2014; Kikuchi & Pfenning 2013; White & Kemp 2016). These are

intriguing avenues for future work and highlight the reciprocal promise of luring systems for

fueling both empirical insight and theoretical development.

267 Acknowledgments

268   TEW thanks Elizabeth Mulvenna and Cormac White for their tireless support.

270 Funding

References

Basolo, A. L. 1990. Female preference predates the evolution of the sword in swordtail fish. Science 250:808–810.

Basolo, A. L. 1995. Phylogenetic evidence for the role of a pre-existing bias in sexual selection. Proceedings of the Royal Society of London. Series B: Biological Sciences 259:307–311.

Basolo, A. L., and J. A. Endler. 1995. Sensory biases and the evolution of sensory systems. Trends in Ecology & Evolution 10:489–489.

Chittka, L. 1996. Does bee color vision predate the evolution of flower color? Naturwissenschaften 83:136–138.

Chittka, L., and R. Menzel. 1992. The evolutionary adaptation of flower colours and the insect pollinators' colour vision. Journal of Comparative Physiology A 171:171–181.

Chittka, L., and N. E. Raine. 2006. Recognition of flowers by pollinators. Current opinion in plant biology 9:428–435.

Chittka, L., and Osorio, D. 2007. Cognitive dimensions of predator responses to imperfect mimicry. PLoS Biology, 5(12), e339.

Christy, J., P. Backwell, and U. Schober. 2003. Interspecific attractiveness of structures built by courting male fiddler crabs: Experimental evidence of a sensory trap. Behavioral Ecology and Sociobiology 53:84–91.

Christy, J. H. 1995. Mimicry, mate choice, and the sensory trap hypothesis. The American Naturalist 146:171–181.

Chuang, C. Y., E. C. Yang, and I. M. Tso. 2007a. Deceptive color signaling in the night: A nocturnal predator attracts prey with visual lures. Behavioral Ecology 19:237–244.

Chuang, C.-Y., E.-C. Yang, and I.-M. Tso. 2007b. Diurnal and nocturnal prey luring of a colorful predator. Journal of Experimental Biology 210:3830–3837.

Crane, P. R., E. M. Friis, and K. R. Pedersen. 1995. The origin and early diversification of
angiosperms. Nature 374:27.

Dafni, A., and M. Giurfa. 1999. The functional ecology of floral guides in relation to insects
behaviour and vision. In Evolutionary theory and processes: Modern perspectives (pp. 363–383).
Springer.

Dafni, A., and P. G. Kevan. 1996. Floral symmetry and nectar guides: Ontogenetic constraints
from floral development, colour pattern rules and functional significance. Botanical Journal of the
Linnean Society 120:371–377.

Dalrymple, R., D. Kemp, H. Flores-Moreno, S. Laffan, T. White, F. Hemmings, M. Tindall, et al.
2015. Birds, butterflies and flowers in the tropics are not more colourful than those in higher
latitudes. Global Ecology and Biogeography 848–860.

Endler, J. A. 1992. Signals, signal conditions, and the direction of evolution. American Naturalist
S125–S153.

Endler, J. A., and A. L. Basolo. 1998. Sensory ecology, receiver biases and sexual selection.
Trends in Ecology & Evolution 13:415–420.

Endress, P. K. 2001. Evolution of floral symmetry. Current opinion in plant biology 4:86–91.

Garcia, C. M., Ramirez, E. 2005. Evidence that sensory traps can evolve into honest signals. Nature
434:501–5

Giurfa, M., W. Backhaus, and R. Menzel. 1995. Color and angular orientation in the discrimination
of bilateral symmetric patterns in the honeybee. Naturwissenschaften 82:198–201.

Giurfa, M., B. Eichmann, and R. Menzel. 1996. Symmetry perception in an insect. Nature 382:458.

Goncalves, N. X., and F. M. Gawryszewski. 2018. Prey and predators perceive orb-web spider
conspicuousness differently: evaluating alternative hypotheses for color polymorphism evolution.
Current Zoology.

Hauber, M. E. 2002. Conspicuous colouration attracts prey to a stationary predator. Ecological
Entomology 27:686–691.

Heiling, A. M., M. E. Herberstein, and L. Chittka. 2003. Pollinator attraction: Crab-spiders
manipulate flower signals. Nature 421:334–334.

Herberstein, M., C. Craig, J. Coddington, and M. Elgar. 2000. The functional significance of silk
decorations of orb-web spiders: A critical review of the empirical evidence. Biological Reviews
of the Cambridge Philosophical Society 75:649–669.

Horridge, A. 2007. The preferences of the honeybee (apis mellifera) for different visual cues
during the learning process. Journal of insect physiology 53:877–889.

Horridge, G. A., and S. W. Zhang. 1995. Pattern vision in honeybees (apis mellifera): Flower-like
patterns with no predominant orientation. Journal of Insect Physiology 41:681–688.

Hothorn, T., F. Bretz, and P. Westfall. 2008. Simultaneous inference in general parametric models.
Biometrical Journal (Vol. 50, pp. 346–363).

Kay, Q. 1976. Preferential pollination of yellow-flowered morphs of raphanus raphanistrum by
pieris and eristalis spp. Nature 230–232.

Kazemi, B., Gamberale-Stille, G., Tullberg, B. S., and Leimar, O. 2014. Stimulus salience as an
explanation for imperfect mimicry. Current Biology, 24(9), 965-969.

Kemp, D. J., C. Holmes, B. C. Congdon, and W. Edwards. 2013. Color polymorphism in spiny
spiders (gasteracantha fornicata): Testing the adaptive significance of a geographically clinal lure.
Ethology 1126–1137.

Kikuchi, D. W., and Pfennig, D. W. 2013. Imperfect mimicry and the limits of natural
selection. The Quarterly review of biology, 88(4), 297-315.

Land, M. F. 1997. Visual acuity in insects. Annual review of entomology 42:147–177.

Lehrer, M., G. A. Horridge, S. Zhang, and R. Gadagkar. 1995. Shape vision in bees: Innate
preference for flower-like patterns. Phil. Trans. R. Soc. Lond. B 347:123–137.

Lunau, K. 1988. Innate and learned behaviour of flower-visiting hoverflies-flower-dummy
experiments with eristalis pertinax (scopoli)(Diptera, syrphidae). Zool. Jb. Physiol. 92:487–499.

Lunau, K., and E. J. Maier. 1995. Innate colour preferences of flower visitors. Journal of
Comparative Physiology A 177:1–19.

Maia, R., D. R. Rubenstein, and M. D. Shawkey. 2013. Key ornamental innovations facilitate
diversification in an avian radiation. Proceedings of the National Academy of Sciences.

Maia, R., Gruson, H., Endler, J. A., & White, T. E. (2019). pavo 2: new tools for the spectral and
spatial analysis of colour in R. *Methods in Ecology and Evolution* 10, 1097-1107.

Neal, P. R., A. Dafni, and M. Giurfa. 1998. Floral symmetry and its role in plant-pollinator
systems: Terminology, distribution, and hypotheses. Annual Review of Ecology and Systematics
29:345–373.

Nentwig, W. 1985. Prey analysis of four species of tropical orb-weaving spiders (araneae:
Araneidae) and a comparison with araneids of the temperate zone. Oecologia 66:580–594.

Nentwig, W. 1987. The prey of spiders. In Ecophysiology of spiders (pp. 249–263). Springer.

O'Hanlon, J. C., G. I. Holwell, and M. E. Herberstein. 2014a. Pollinator deception in the orchid
mantis. The American naturalist 183:126–132.

O'Hanlon, J. C., G. I. Holwell, and M. E. Herberstein. 2014b. Predatory pollinator deception: Does
the orchid mantis resemble a model species? Current Zoology 60.

O'Hanlon, J., D. Li, and Y. Norma-Rashid. 2013. Coloration and morphology of the orchid mantis
hymenopus coronatus (mantodea: Hymenopodidae). Journal of Orthoptera Research 22:35–44.

Pinheiro, J., D. Bates, S. DebRoy, D. Sarkar, and R Core Team. 2018. nlme: Linear and nonlinear
mixed effects models.

Rao, D., E. Castaneda-Barbosa, N. Nunez-Beverido, and F. Diaz-Fleischer. 2015. Foraging
benefits in a colour polymorphic neotropical orb web spider. Ethology 121:187–195.

R Core Team. 2018. R: A language and environment for statistical computing. R Foundation for
Statistical Computing, Vienna, Austria.

Rodd F. H., Hughes K. A., Grether G.F., and Baril C. T. (2002) A possible non-sexual origin of
mate preference: are male guppies mimicking fruit? Proceedings of the Royal Society of
London (B) 269 (1490):475-481.

Ryan, M. J., and M. E. Cummings. 2013. Perceptual biases and mate choice. Annual Review of
Ecology, Evolution, and Systematics 44:437–459.

Schaefer, H. M., and G. D. Ruxton. 2008. Fatal attraction: Carnivorous plants roll out the red carpet
to lure insects. Biology Letters 4:153–155.

Schaefer, H. M., and G. D. Ruxton. 2009. Deception in plants: Mimicry or perceptual exploitation?
Trends in Ecology & Evolution 24:676–685.

Shrestha, M., A. G. Dyer, S. Boyd-Gerny, B. B. M. Wong, and M. Burd. 2013. Shades of red:
Bird-pollinated flowers target the specific colour discrimination abilities of avian vision. New
Phytologist 198:301–310.

Stach, S., J. Benard, and M. Giurfa. 2004. Local-feature assembling in visual pattern recognition
and generalization in honeybees. Nature 429:758.

Thoen, H. H., M. J. How, T.-H. Chiou, and J. Marshall. 2014. A different form of color vision in
mantis shrimp. Science 343:411–413.

Tso, I.-M., C.-W. Lin, and E.-C. Yang. 2004. Colourful orb-weaving spiders, nephila pilipes,
through a bee's eyes. Journal of Experimental Biology 207:2631–2637.

West-Eberhard, M. J. 1979. Sexual selection, social competition, and evolution. Proceedings of
the American Philosophical Society 123:222–34.

White, T. E. 2017. Jewelled spiders manipulate colour-lure geometry to deceive prey. Biology
letters 13:20170027.

White, T. E., R. L. Dalrymple, M. E. Herberstein, and D. J. Kemp. 2017. The perceptual similarity
of orb-spider prey lures and flower colours. Evolutionary Ecology 1:1–20.

White, T. E., and D. J. Kemp. 2015. Technicolour deceit: A sensory basis for the study of colour-
based lures. Animal Behaviour 105:231–243.

White, T. E., and D. J. Kemp. 2016. Colour polymorphic lures target different visual channels in

prey. Evolution.

White, T. E., and D. J. Kemp. 2017. Colour polymorphic lures exploit innate preferences for

spectral versus luminance cues in dipteran prey. BMC evolutionary biology 17:191.

Figures and Tables

Figure 1: The models applied to female *G. fornicata*. The aim was to generate an approximate gradient of floral resemblance from most flower-like (top right) to least (bottom left), while including a wild-type model (center; also see Supplementary Fig. S1).

Figure 2: The predicted attractiveness of artificial phenotypes under the traps and bias models of signal evolution. If lures are exploiting general colour-biases, the attractiveness of models should simply be predicted by yellow coverage. If, in contrast, lures are floral sensory traps, then the natural phenotype should be as equally attractive as the most 'flower-like' phenotype. Note that solid biradial and striped radial models (6 and 9) are excluded from (b) for simplicity, since it is difficult to derive unambiguous predictions for their rank-order attractiveness from the sensory traps model.

Figure 3: The effect of phenotypic manipulations (Fig. 1) on prey interception rates in *G. fornicata*. Boxes denote the median and first and third quartiles, while whiskers extend to values at a maximum of 1.5 times the inter-quartile range. Horizontal lines indicate statistically distinct treatment groupings based on post-hoc multiple comparisons. Sample sizes, left-to-right; 29, 24, 29, 29, 28, 29, 17, 22, 21.