



simple/complex shapes also tended to prefer some light/dark colors, and these cross-preferences might be explained by some semantic information (e.g., simple/complex, light/dark).

Taken together, these results suggested that Japanese color-shape associations could be verified by both direct and indirect behavioral experimental methods. Semantic sensory correspondence between colors and shapes could explain color-shape associations, the influence of hearing sound effect on color-shape associations, and cross-preference for color and shape.