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### [3P041] Testing for Multidimensional Color-Emotion Semantic Space

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Attempts to associate particular color concepts and specific emotions were rare although a strong connection was always assumed. We tested for a potentially wide range of semantic connections between emotions and color terms by asking 106 Serbian native speakers (age 19–79) to associate 20 emotions to 12 color terms. This particular dataset is part of a multi-national online survey, where participants are asked to indicate for each color term any number of associated emotions on 5-level intensity scale. We found a significant interaction between the color terms and emotions ( $F(209,42) 1/4 18.46, p < 0.000$ ), different color terms are associated with different emotions at different intensity. Also there is significant difference between the 12 color terms ( $F(11) 1/4 16.7, p < 0.000$ ). Some color terms seem to evoke a single associated emotion (i.e. brown is just disgust) while some color terms cover a number of emotions and intensities (red scores high on 6 different positive and negative emotions; green and turquoise on 5 positive emotions). Factor emotion was also significant ( $F(19) 1/4 16.7, p < 0.000$ ): anger, love, disgust, regret, fear and hate are associated to a single color; joy and pleasure are associated with 6 colors. Finally, we did not find particular emotion-color associations for compassion, contempt, guilt or shame.

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