

# The fundamentals of Kansei Engineering

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**Abstract.** This paper discusses the fundamentals of kansei Engineering.

Humans are existences who were born from the activities of others and were given the means to live by the cultures prepared by others. The culture is a system of norms for human activities that allows humans to live as they are. Humans perform various actions under their respective cultures. The set of these various actions is called Kansei, and Kansei grows as a set of actions unique to each person. We collect various information from the outside, consider it using our subconscious and conscious minds, and then act on the outside world. When the aspects of each Kansei are revealed, the characteristics of that person can be understood.

The characteristics of a person's Kansei are the characteristics of the set of that person's actions. So in order to clarify a person's Kansei, we consider what each action within the set is like.

Therefore, I consider a shape of each action. For example, a certain action is symmetrical or asymmetrical. By classifying and organizing human actions, we can understand people's Kansei and it is believed to be useful in understanding what kind of society we currently live in.

Finally, I will reiterate the role of Kansei Engineering.

**Keywords:** Kansei, Culture, aspect of Kansei, a set of actions, shape of action