



























- Disney, from <http://www.disney.co.jp/>
- M. Hagiwara, (1994). Neuro, Fuzzy and Genetic Algorithm. Sangyo Tosho.
- K. Inoue, T. Harada, H. Shiizuka, Y. Kudo, & A. Sekiguchi, (2009). Application of Rough Set Theory to Kansei engineering. Kaibundo Shuppan.
- K. Ito, T. Yamanaka, Y. Adachi, & Y. Nakazato, (2007, September). Verification of Effect of Healing Achieved According to Short Leg Shape. Welfare Engineering Symposium, Vol. 2007, (pp. 242-243).
- S. Ito, & T. Yamashita, (2012). Effects of shapes of eyes in mascots on their impression and preference. Proceedings of national conference of JSKE, Vol. 14, (pp. E6-7).
- R. Kiya, H. Yamanaka, H. Takimoto, J. Kunieda, & T. Kiyofuji, (2009). Proposal of the color palette system to design the Image-characters by Kansei evaluation. Proceedings of national conference of JSKE, Vol. 11, P. 20.
- Y. Koshikawa, (2013). Consideration on Characters and Brands – Development of Area Revitalization and Yuru-Chara –. Kohokukiyou, No. 34, (pp. 161-176).
- Kumamoto Prefecture, Kumamon, from <http://kumamon-official.jp/>
- M. Miyashita, (2001). Character business – Hidden strategy -. Seishunshuppansha.
- J. MacQUEEN, (2008), Some Methods For Classification and Analysis of Multivariate Observations. Proc. Fifth Berkeley Symp. on Math. Statist. and Prob., Vol. 1, (pp. 281-297), (Original work published 1967).
- NIPPON COLOR & DESIGN RESEARCH INSTITUTE INC., About Image Scale, from [http://www.ncd-ri.co.jp/about/image\\_system.html](http://www.ncd-ri.co.jp/about/image_system.html).
- Pokémon Company, from <http://www.pokemon.co.jp/corporate/>.
- T. Ogura, & M. Hagiwara, (2012). 3D Character Creation System Using Kansei Rule with the Fitness Extraction Method. Keio University.
- M. Sakawa, & M. Tanaka, (1995). Genetic Algorithm. Asakurashoten.
- Sanrio, from <http://www.sanrio.co.jp/>.
- H. Shiizuka, (2012, April). Relationship between KAWAII and Interactivity of a Character. Kougakuin University research paper, No.112, (pp. 53-62).
- I. Takahashi, H. Asano, N. Kobayashi, Y. Matsuo, & G. Kikui, (2009). Kansei retrieval system using kansei space based on texts. Proceedings of national conference of JSKE, Vol. 11, (pp. 2A1-4).
- TINAMI Co.,Ltd., Local Community Mascot Characters Catalog, from <http://localchara.jp/>
- H. Watabe, N. Okumura, & T. Kawaoka, (2006, January). The Method of Measuring the Degree of Association between Concepts Using Attributes of the Concepts and Coincidence Information. Natural Language Processing, Vol. 13, No. 1, (pp. 53-74).
- W. S. Journal, (2012, December). “Isn't that cute? in Japan, cuddly characters compete”
- T. Yamada, (2008). Character business – enormous market created by “kawaii” -. PHP Kenkyujo.