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**Multisensory Perception: From Lab to Dining Table**

Yi-Chuan Chen

Department of Medicine, Mackay Medical College

When watching a film or eating a meal, for example, these everyday activities involve different senses working together. The human brain, therefore, needs to integrate multisensory signals originating from the same source and construct a unitary perceptual experience. In this process, the perceiver’s assumption or belief regrading which signals should go together, known as the “unity assumption”, provides a top-down cognitive constrain on multisensory integration. The unity assumption can be elicited by another person’s instructions, or can emerge from semantic congruency and crossmodal correspondences between multiple sensory signals (see Chen & Spence, 2017, *Front. Psychol.*, for a review).

Semantic congruency and crossmodal correspondences between vision, audition, and touch have long been studied (see Spence, 2011, *Atten. Percept. Psychophys.*, for a review). These mechanisms can be generalized to the interactions between vision and olfaction, and between vision and taste. Recent studies demonstrate cultural commonality and cultural differences of crossmodal correspondences, suggesting the critical role of past experiences. Our understanding of semantic congruency and crossmodal correspondences is useful knowledge in the field of food display, marketing, and product design.