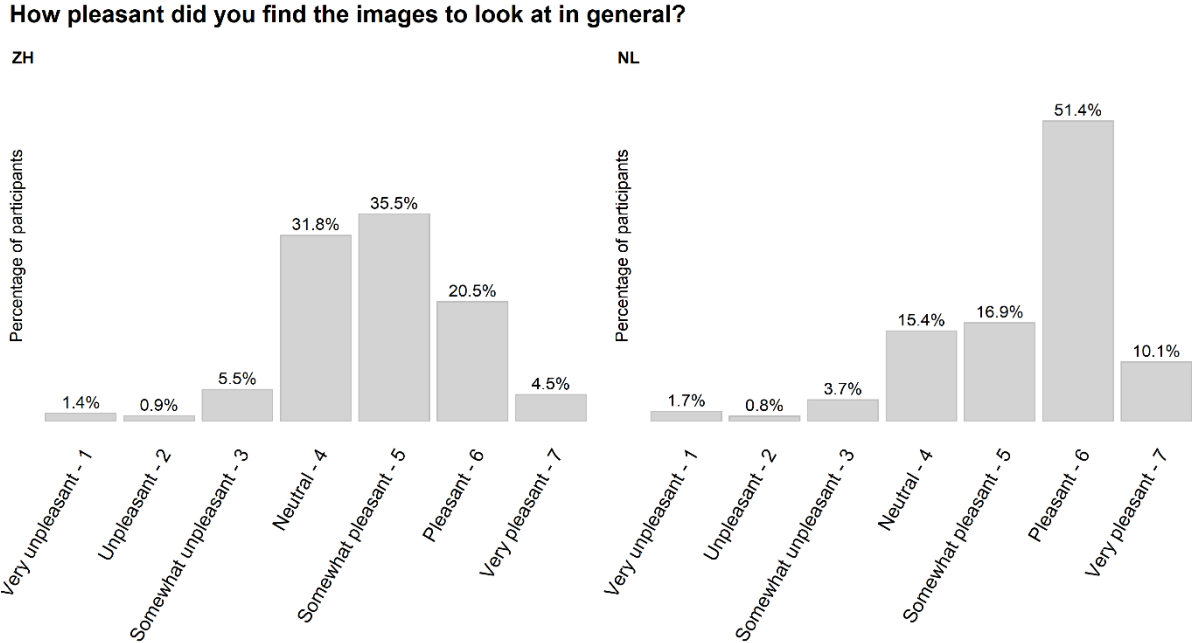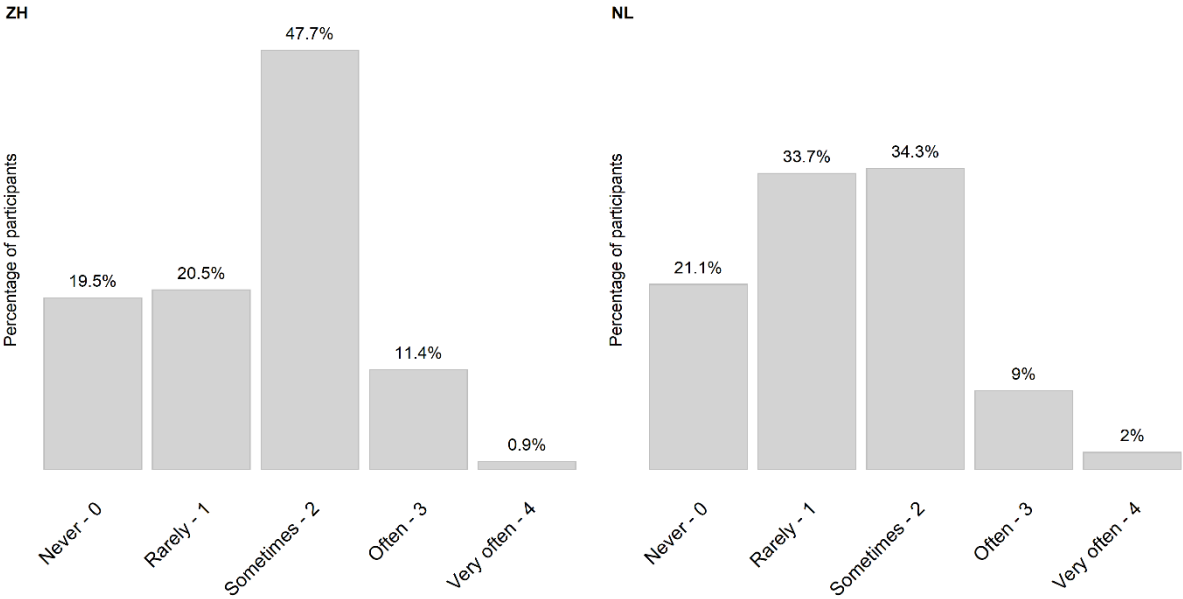**Supplementary Figures**

Figure S1. Distribution of the overall pleasantness score participants gave to the images in the Chinese-speaking (left) and the Dutch-speaking (right) sample.

Did you see similar images before?

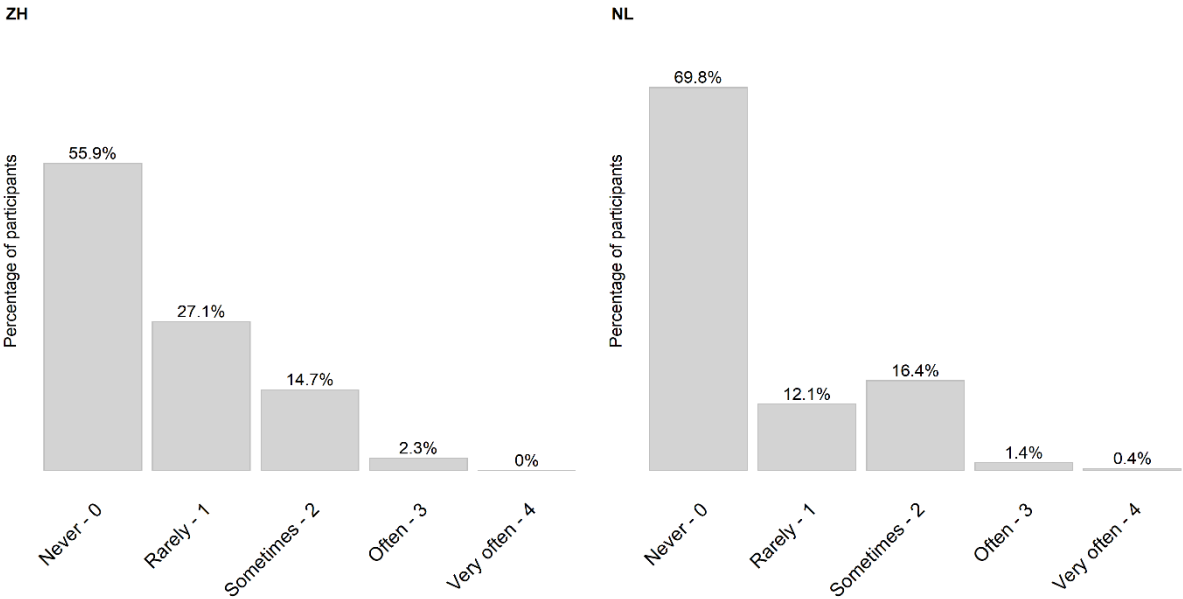**If so, did you already consciously search for similar images?**

Figure S2. Distribution of how often participants saw (A) and searched for (B) similar images before in the Chinese-speaking (left) and the Dutch-speaking (right) sample.
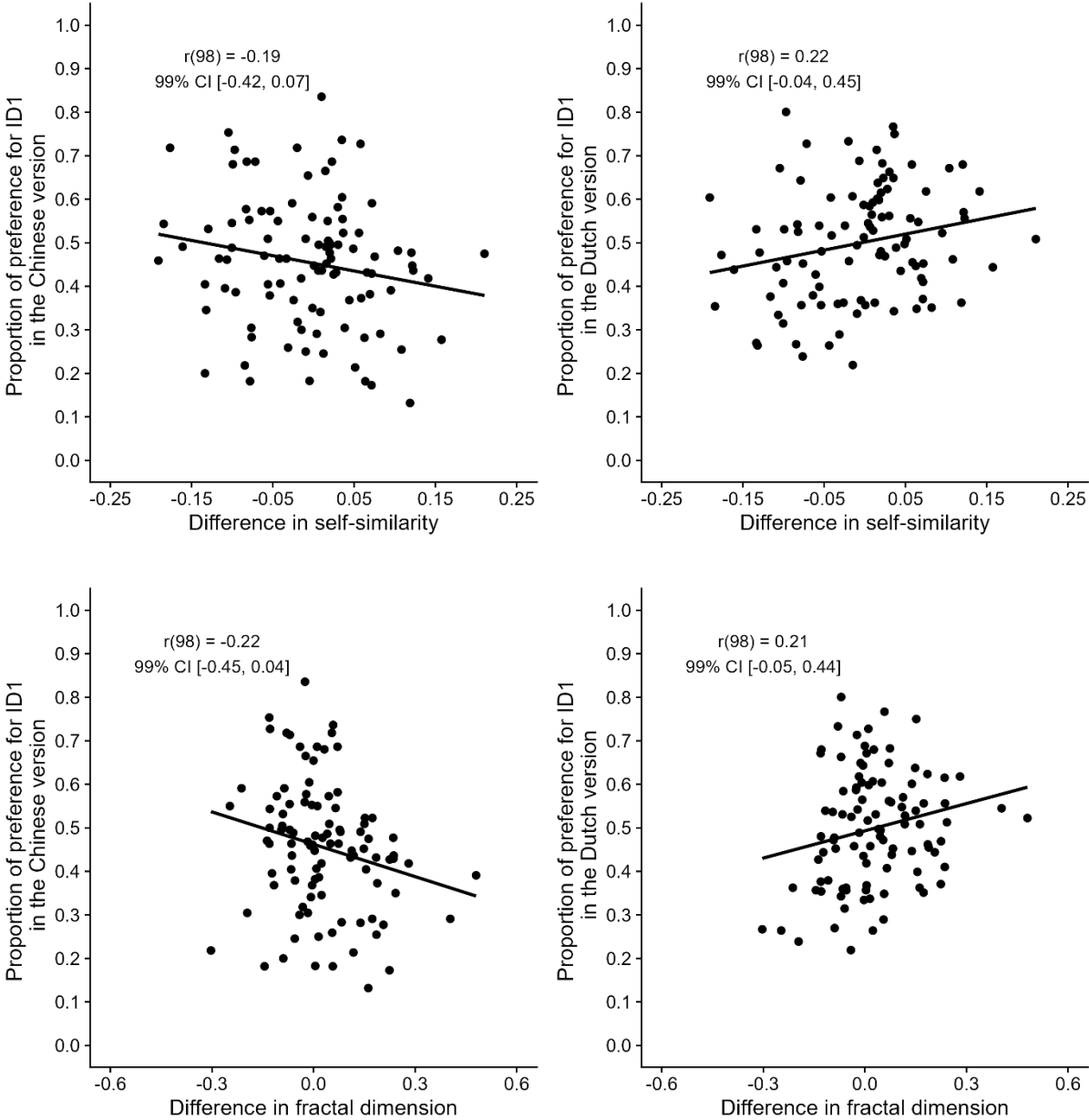
Figure S3. Correlation between difference in self-similarity (top) and fractal dimension

(bottom) and aesthetic preference in the Chinese (left) and Dutch (right) version respectively.