



The Influence of Event Markers on Time Perception: Moderating role of Self-construal

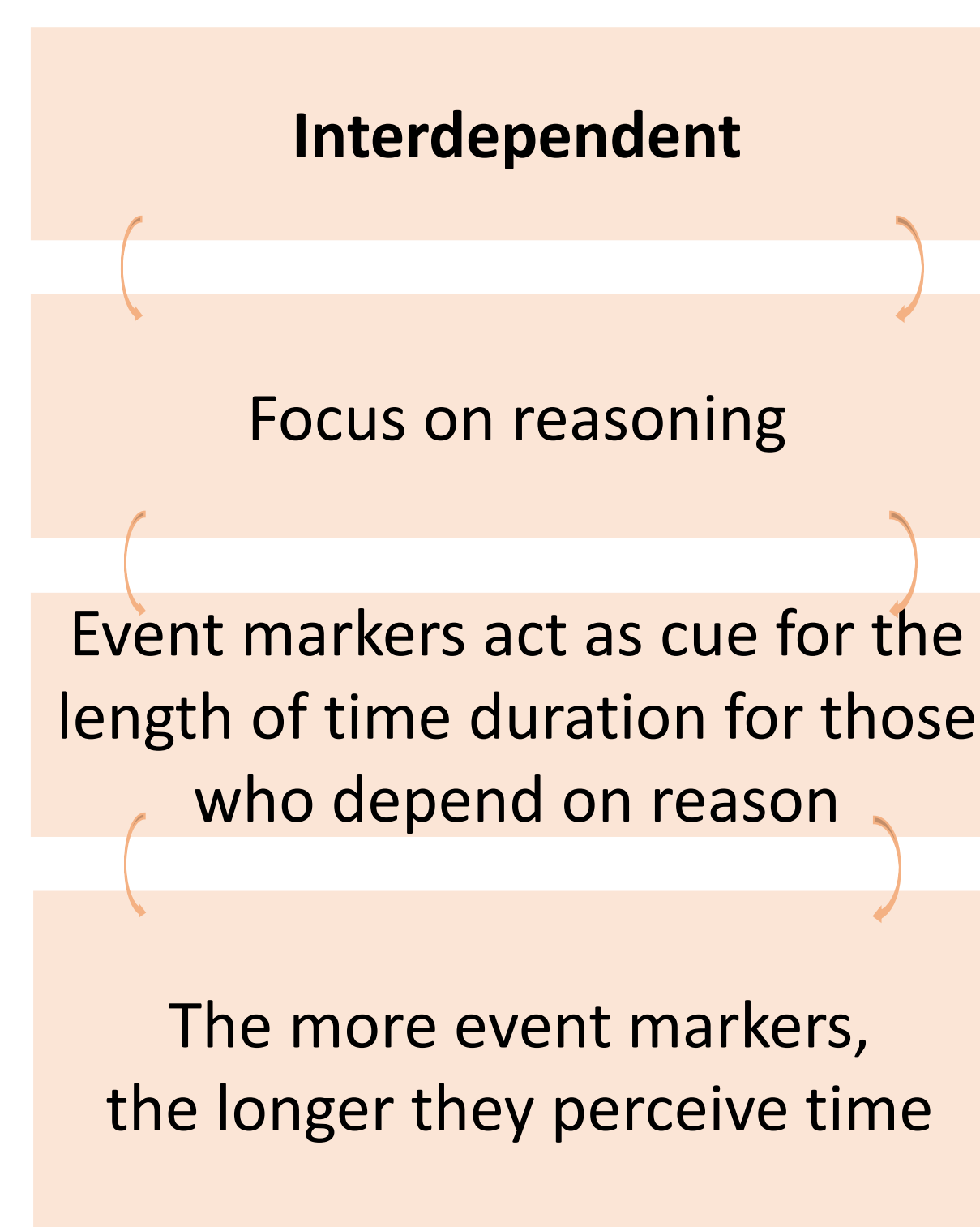
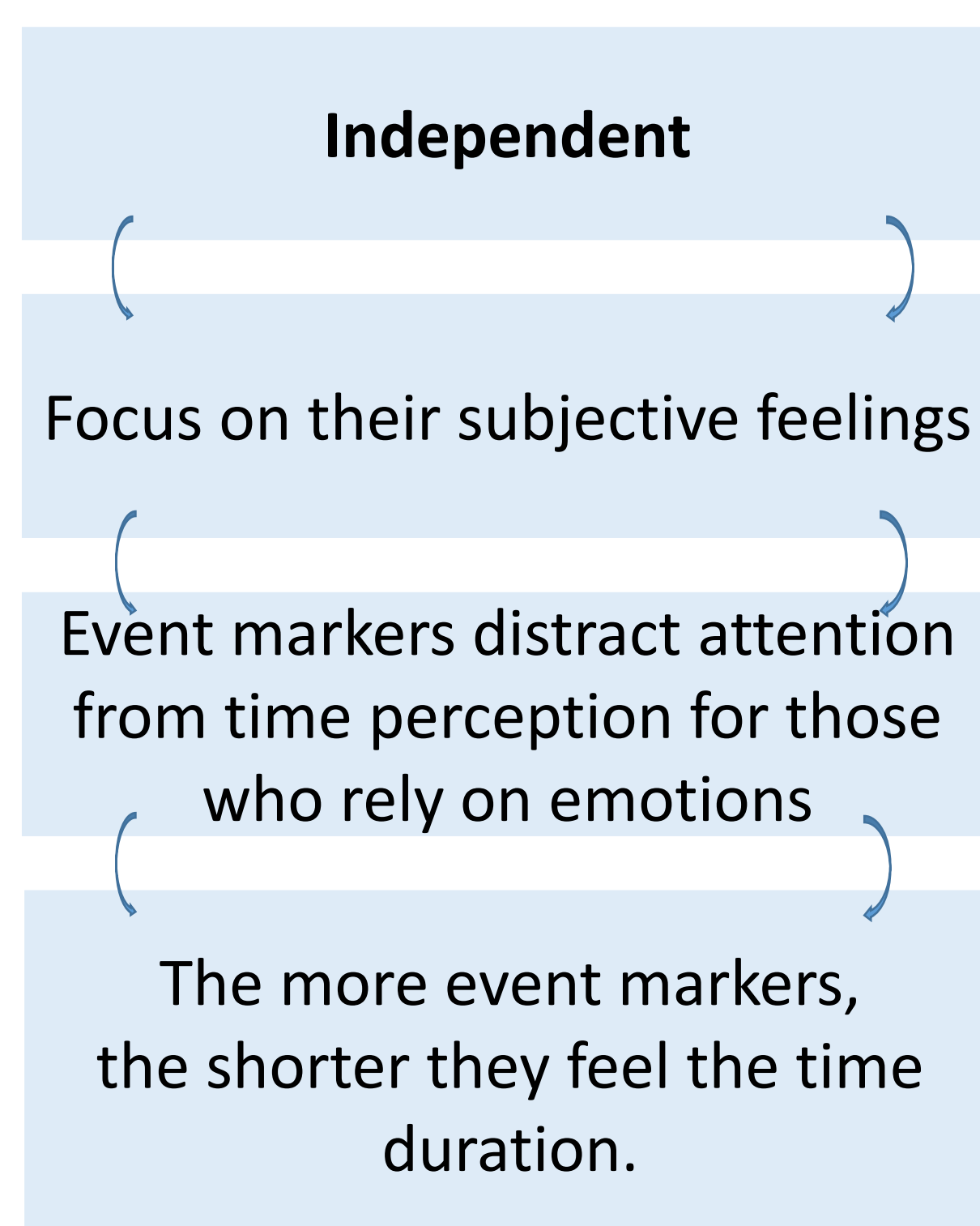
Jin A Jeon and Young-Won Ha*
Sogang Business school, Sogang University

Abstract

- The number of event markers act as a cue regarding the length of duration for those with an interdependent self-construal; the more events occur the longer they feel.
- In contrast, future event markers distract attention away from time for those with an independent self-construal; future events contract perceptions of time more strongly as the number of markers increases.
- Cohesiveness of event markers has a shrinking impact on time perception only for interdependents.

Background

- In decision-making, independents, mostly cultivated in Western culture, focus on emotional feelings more, whereas interdependents, mostly grown up in Asian culture, tend to rely on reasoning¹.
- For those who rely on their subjective feelings more in decision making, increasing the number of events occurring within a time period expands the time perception because the number of events acts as a cue for the length of time.
- However, for those who depend on reasoning more the events distract attention from time, so it could help contracting the perception of time duration².



- Compared to Westerners, Asians tend to engage more context information and think holistically, so that they perceive the objects relying on the context presented.
- So we could infer that the effect of event markers' cohesiveness on time perception would be moderated only for interdependents but not for independents.

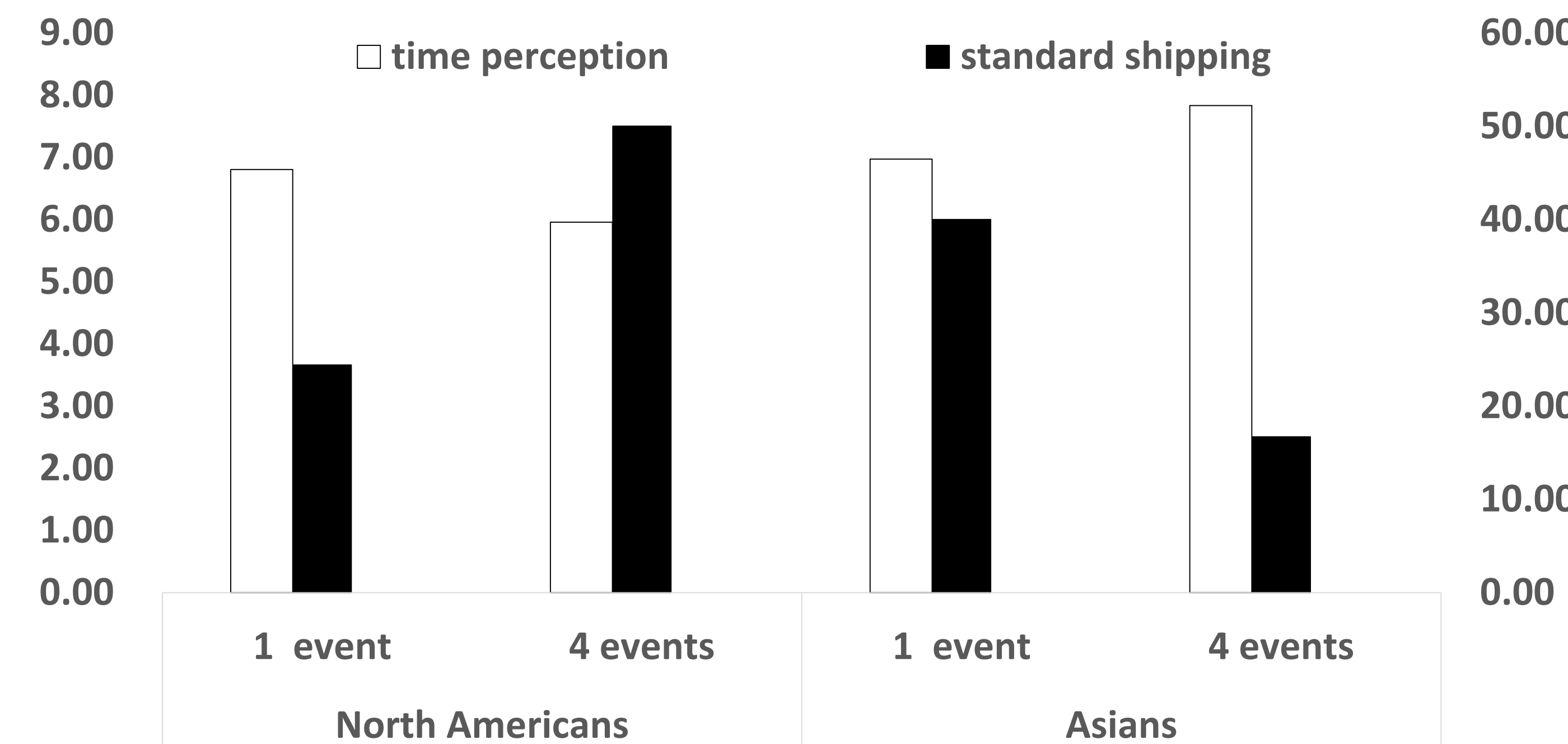
References

- 1) Hong, J., & Chang, H. H. (2015), "I" follow my heart and "We" rely on reasons: The impact of self-construal on reliance on feelings versus reasons in decision making," *Journal of Consumer Research*, 41(6), 1392-1411.
2) May, F. (2017), "The Effect of Future Event Markers on Intertemporal Choice Is Moderated by the Reliance on Emotions versus Reason to Make Decisions," *Journal of Consumer Research*, 44(2), 313-331.

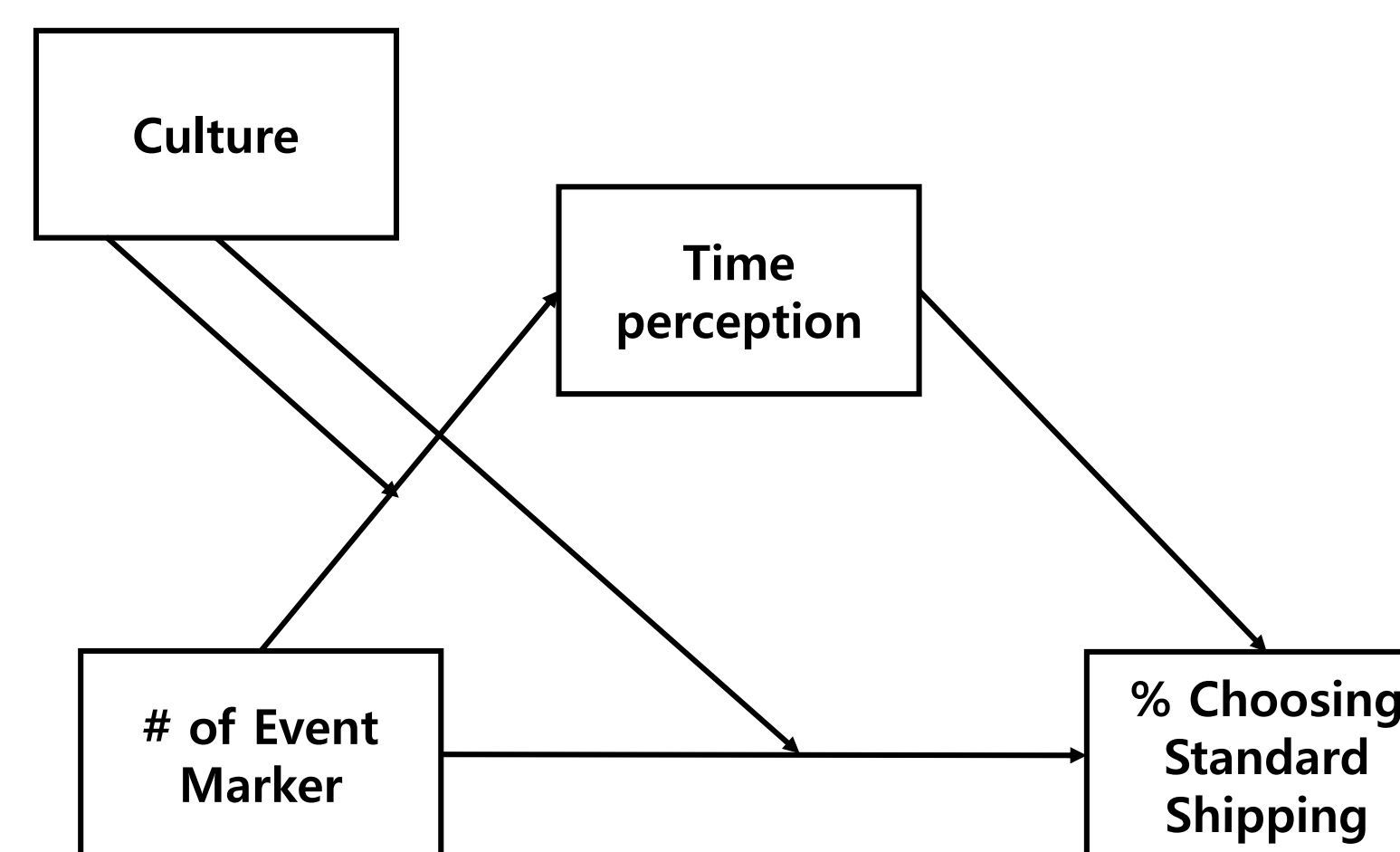
Study 1

- N=142 m-turk (77 Caucasians, 65 Asians)
- 2 (Culture: North America vs. Asia) x 2 (# of event markers: 1 vs. 4)
- DV: Time perception, % choosing standard shipping

Result



✓ Interaction of event markers and culture is significant ($F(1, 138) = 9.80, p < .01$).

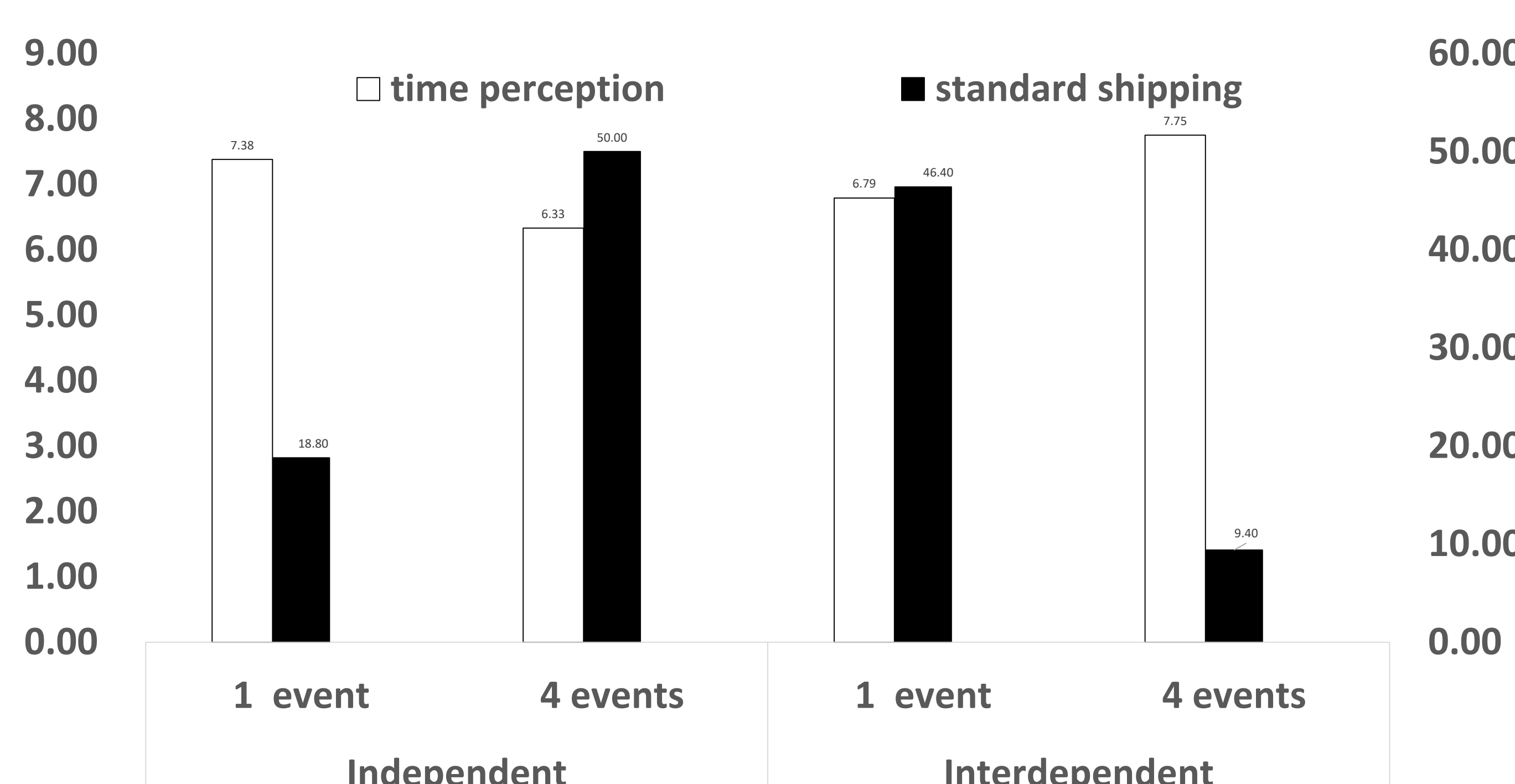


- Time perception's mediation effect is significant ($\beta = .51, SE = .27, CI = .17$ to 1.04).
- The interactive effect of event markers and culture is also significant ($\beta = .86, SE = .42, CI = .04$ to 1.69).

Study 2

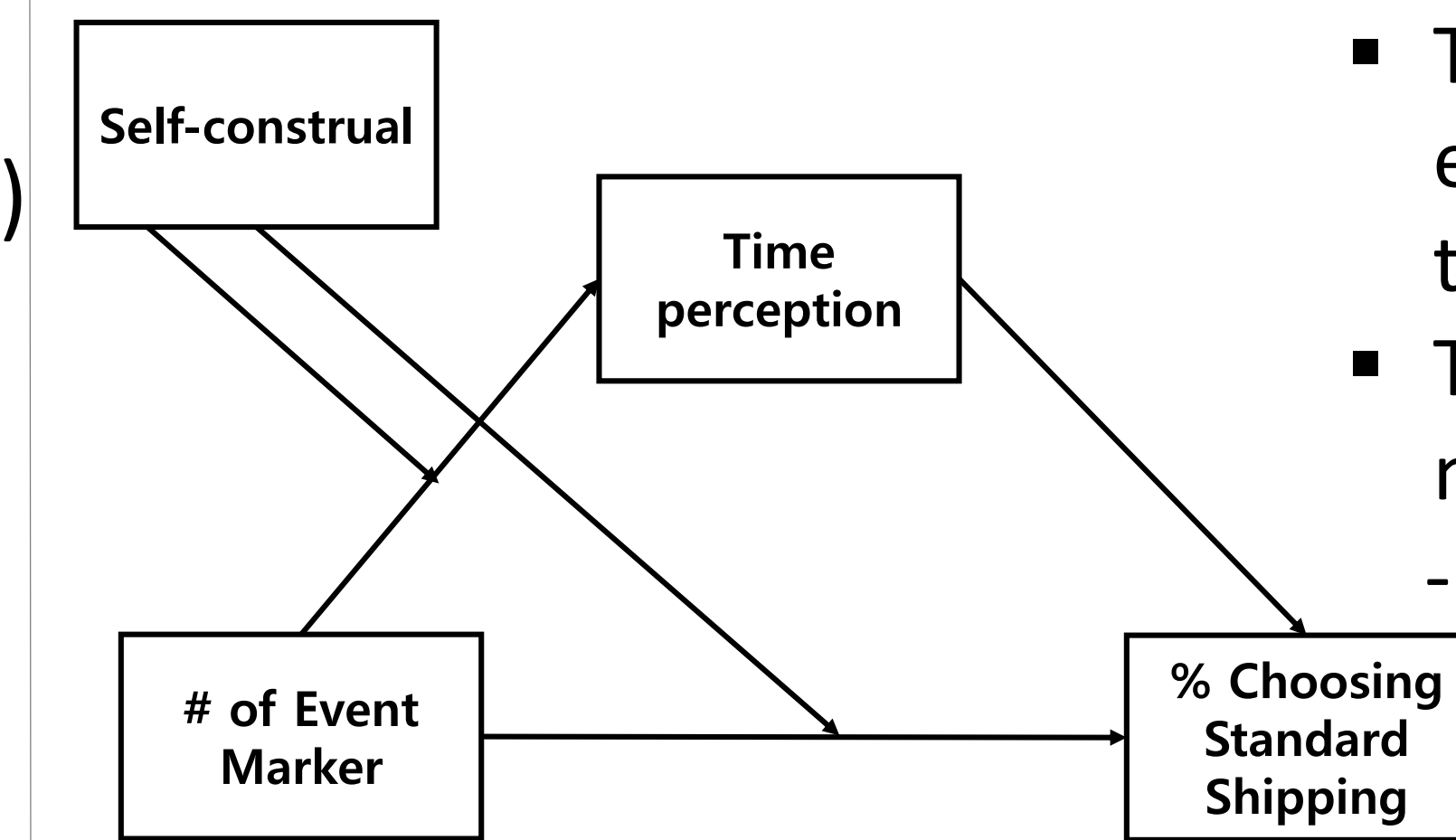
- Conceptually replicate Study 1's findings in self-construal priming.
- N=122 undergraduate students (62 independents primed, 60 interdependents primed)
- 2 (Self-construal priming: Interdependents vs. Independents) x 2 (# of event markers: 1 vs. 4)

Result



✓ Interaction of event markers and self-construal is significant ($F(1, 118) = 18.97, p < .01$).

Result (contd.)

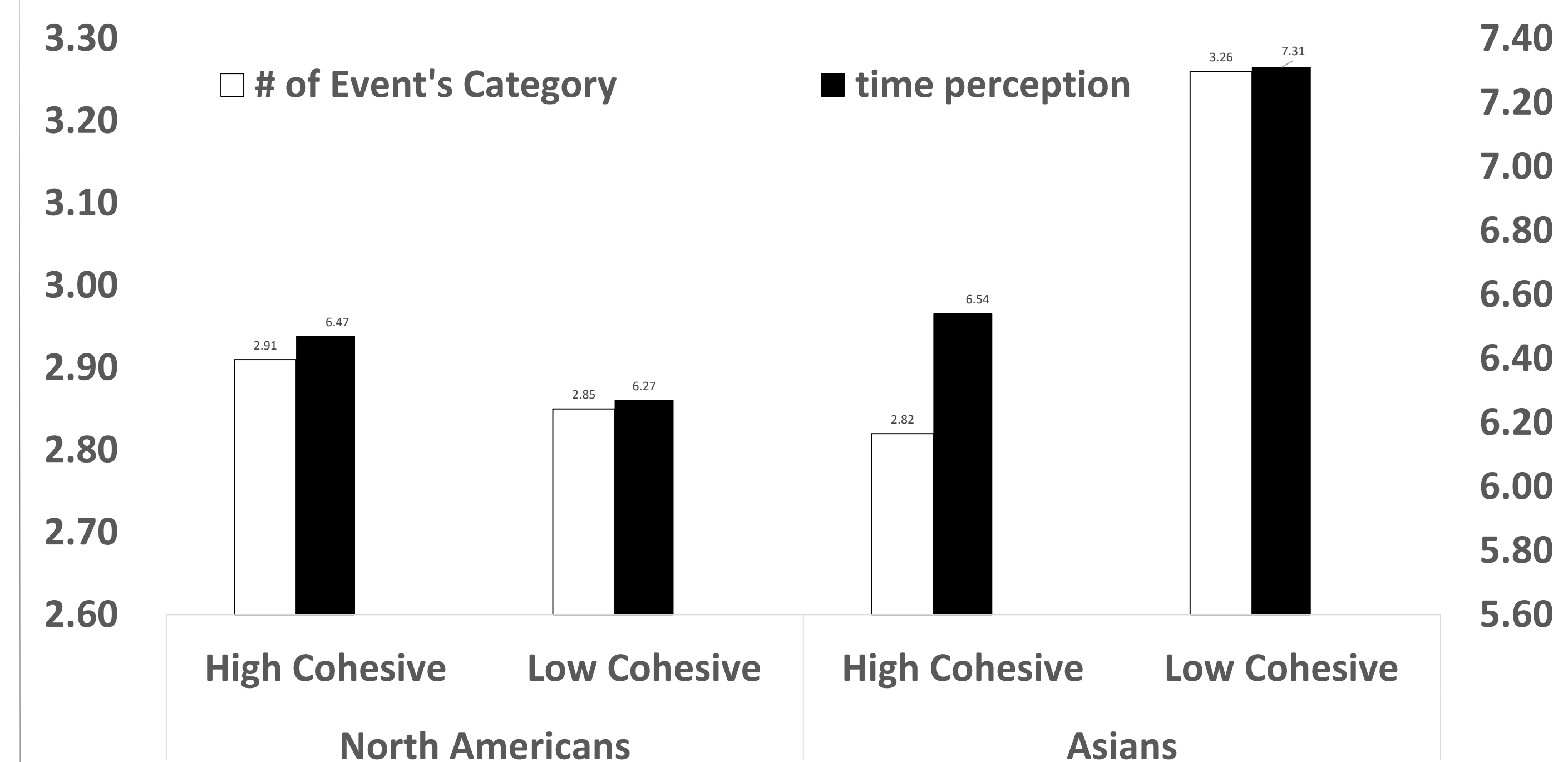


- Time perception's mediation effect ($\beta = -.64, SE = .16, CI = -.97$ to $-.32$).
- The interactive effect of event markers and self-construal ($\beta = -1.47, SE = .50, CI = -2.46$ to $-.49$).

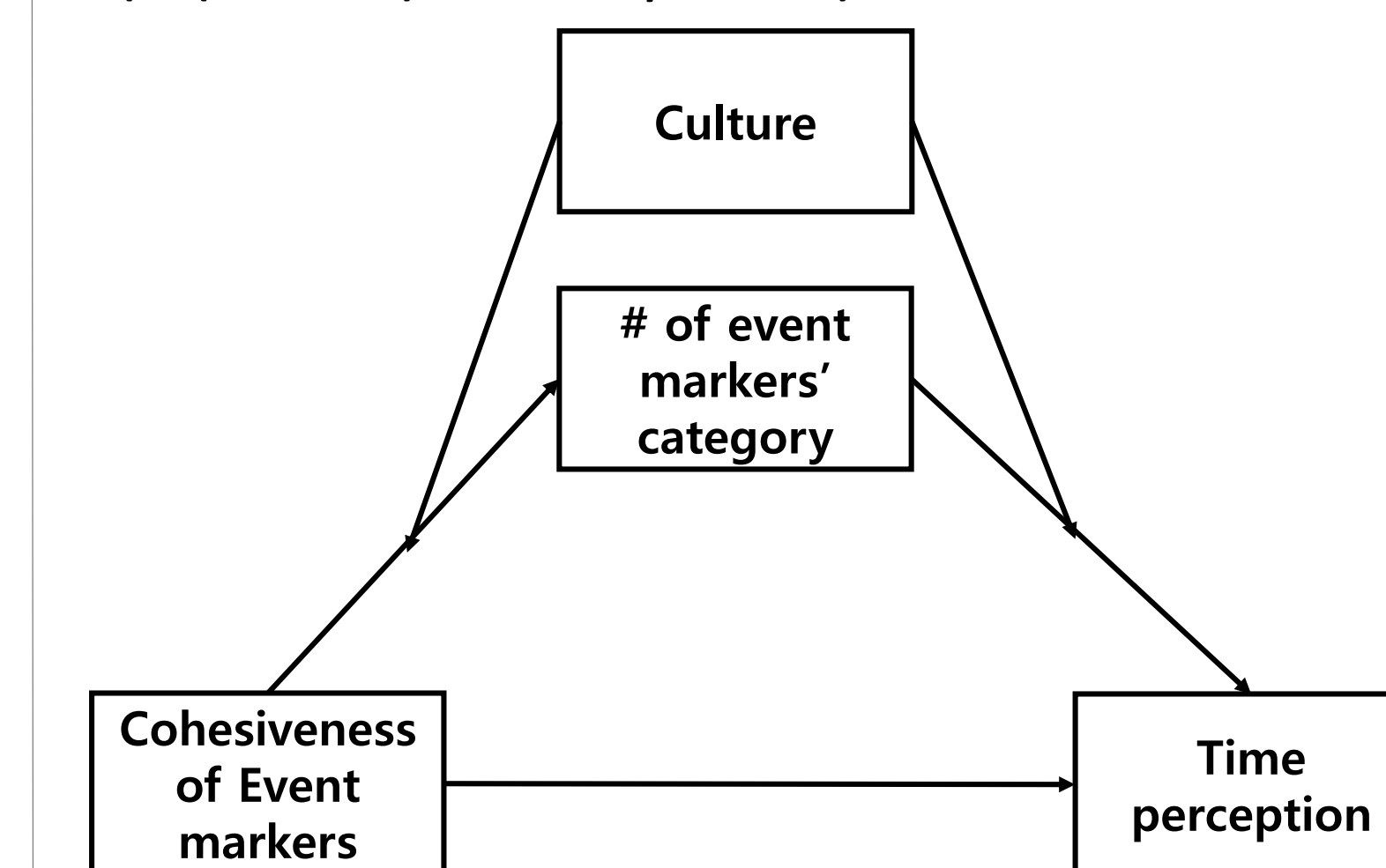
Study 3

- N=146 m-turk (66 Caucasians, 80 Asians)
- 2 (Culture: North America vs. Asia) x 2 (Cohesiveness: High vs. Low)
- DV: # of Event's category, Time perception

Result



✓ Interaction of event markers' cohesiveness and culture is significant ($F(1, 142) = 4.00, p < .05$).



- Only interactive effect of # of event markers and culture is significant ($\beta = .12, SE = .06, CI = -.25$ to $-.01$).

Discussion

- This research examines the influence of event markers on time perception and the moderating role of self-construal. 3 studies demonstrate that the number of event markers plays an important role on time perception and the effect is moderated by self-construal.
- Also cohesiveness of event markers had an impact on time perception only for interdependents who depend on context info on decision making.

For additional information of this poster, please contact jeongina@sogang.ac.kr

