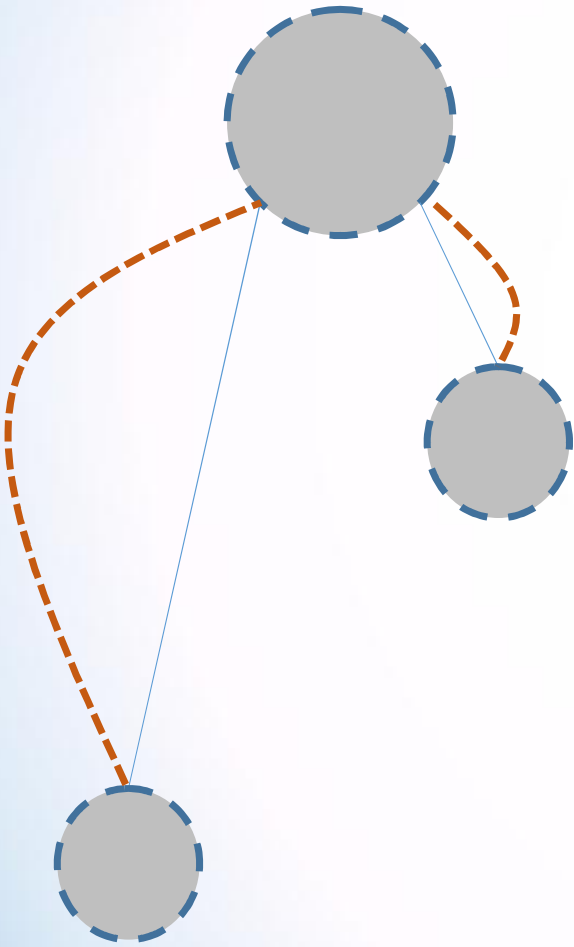


Proposal

- Distance as a Cue
- for the Unknown
- Past Time Estimates

01 | OVERVIEW



Long time ago,
At a LONG distance from here

*The longer distance it is,
the longer history it has.*

02 | Appeal to History

- Brown, Kozinets, and Sherry Jr (2003) : a historical brand had somewhat positive images in consumers' mind related to its essence
- Peñaloza (2000) : an importance of expanding the conception of history as “a source of market value”
- Thompson, Pollio, and Locander (1994) : classic brands hold someone back to a time when the world seemed safer

Then, how do consumers infer the depth of history?

03 | Pretest

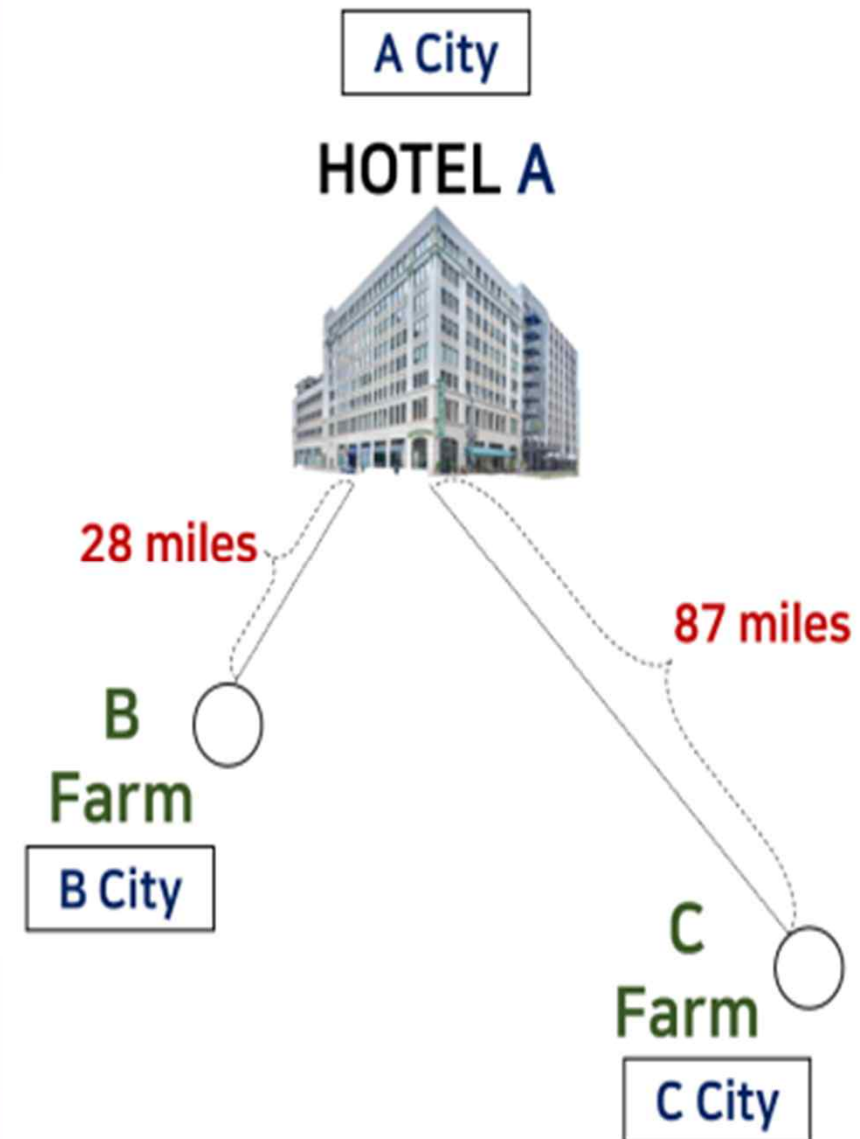
Q. how long do you think each cheese product from each farm has been made ?

(1 ~ 7 longer fermentation)

$M_{near\ farm} = 4.21$ VS.

$M_{farther\ farm} = 4.70$

$t(65) = -2.16, SE = .26$ 95% CI [-.93, -.04], $p < .05$



04 | Metaphorical Relationship and Past Time Perception

- **Metaphoric explanation when any information or sufficient information is not available**
(Landau, Meier, & Keefer, 2010)
- **“Conceptual metaphor,” used for us to infer something abstract by thinking about concrete domains**
(Lakoff & Johnson, 1980; Landau, et al., 2010)
- **‘Embodied,’ in human mental that existing mechanism could be carried over in similar domain sharing core concept**
(Barsalou, 2008; Lee & Schwarz, 2011)

04 | Metaphorical Relationship and Past Time Perception

**Trope and Liberman
(2010)**

**psychological distances
are correlated** each other

Kim, et al. (2012)

For the future duration estimates

**Casasanto and Boroditsky
(2008)**

“asymmetry relationship” between
time and distance

Miles, Nind, and Macrae (2010)

Direction framing can switch on not only
for the prospect, **but for the retrospect**

04 | Metaphorical Relationship and Past Time Perception

**Block and Zakay
(1997)**

Retrospection

based on a non-temporal information

**Stern
(1992)**

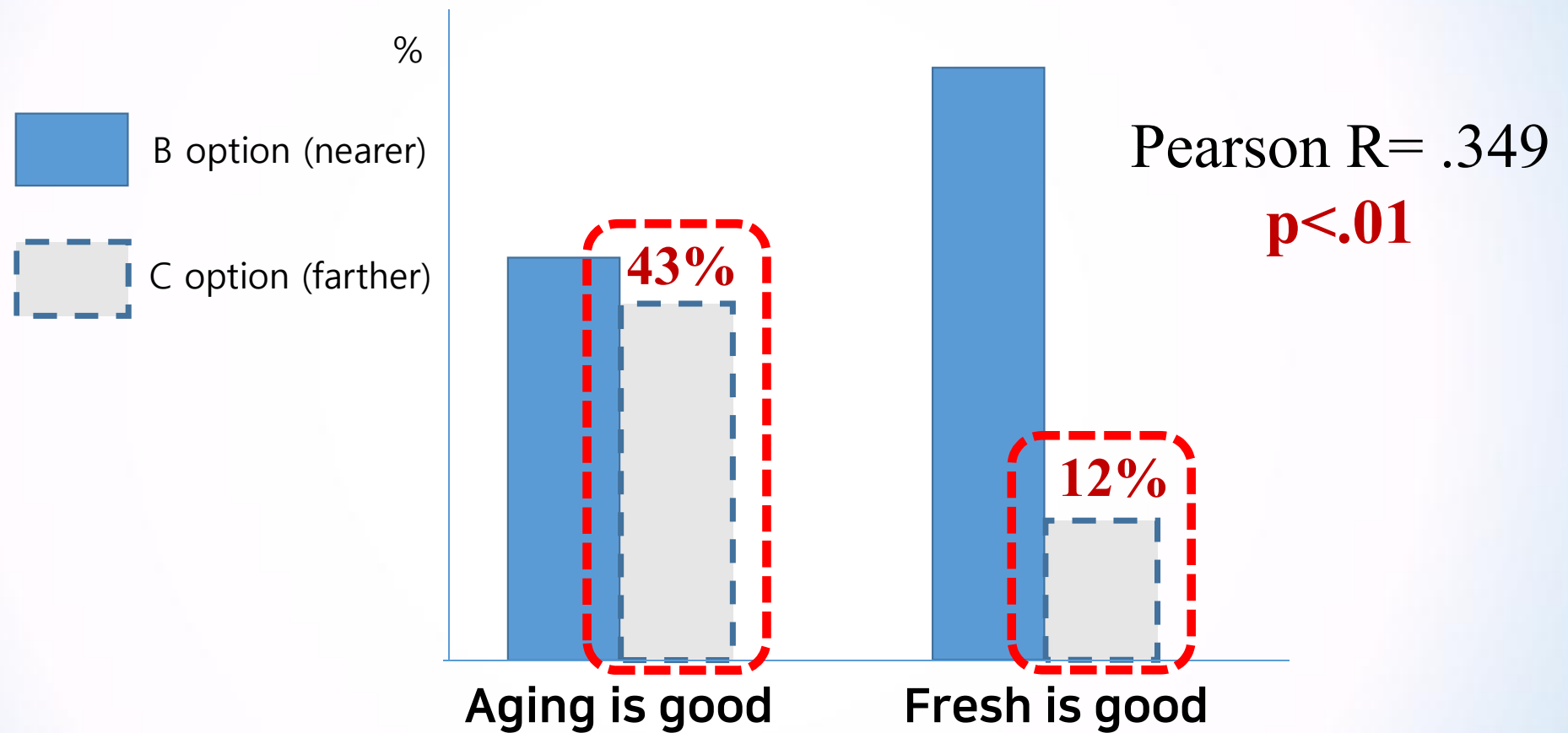
“historical nostalgia”

not experienced by oneself

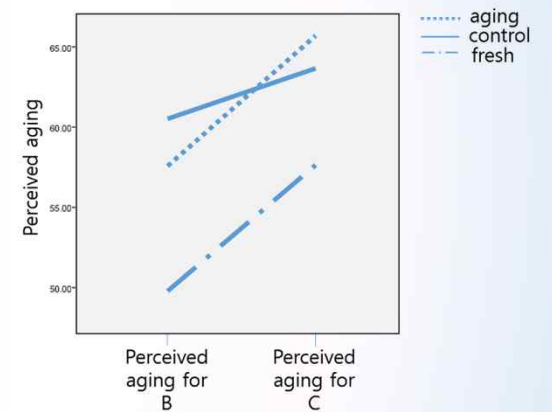
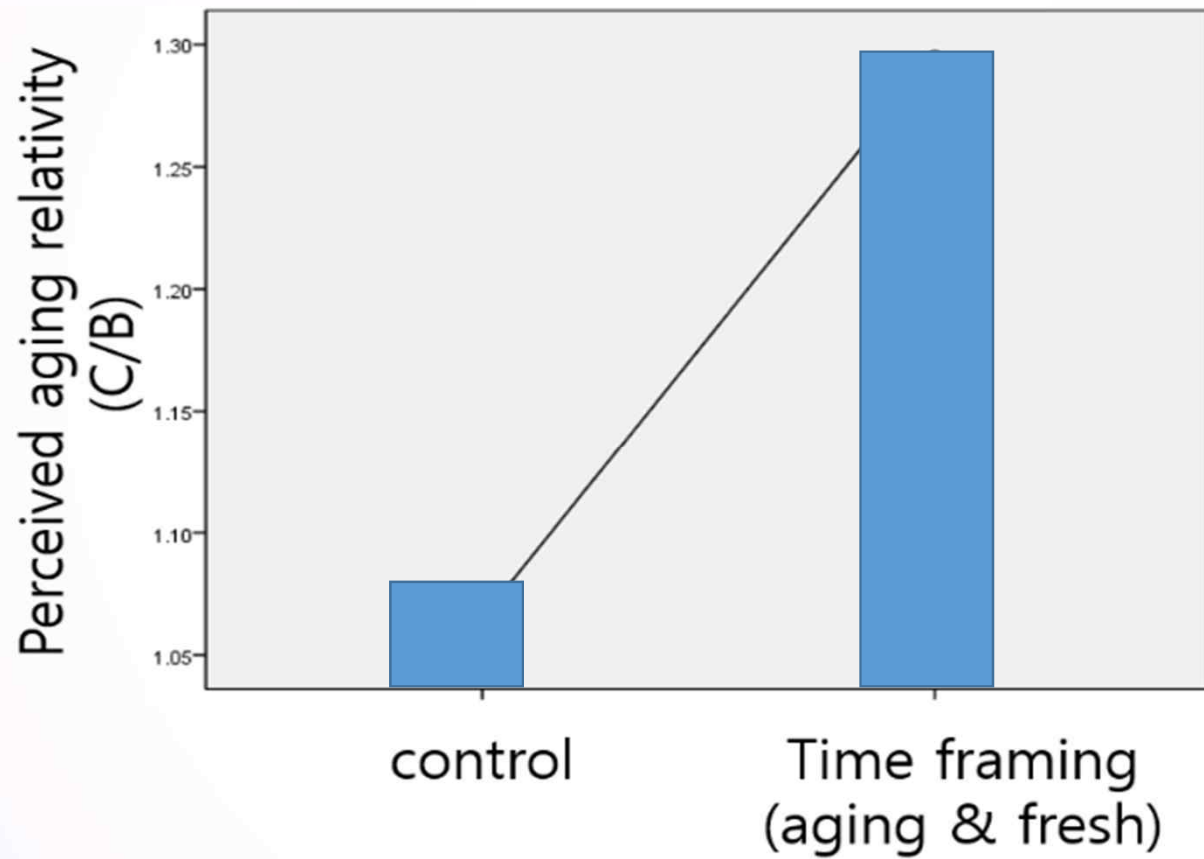
**By just looking at the history
appealing**

Hypothesis: *Those who are framed as “aging is good” (“freshness is good”) will prefer a distant (near) product to a near (distant)*

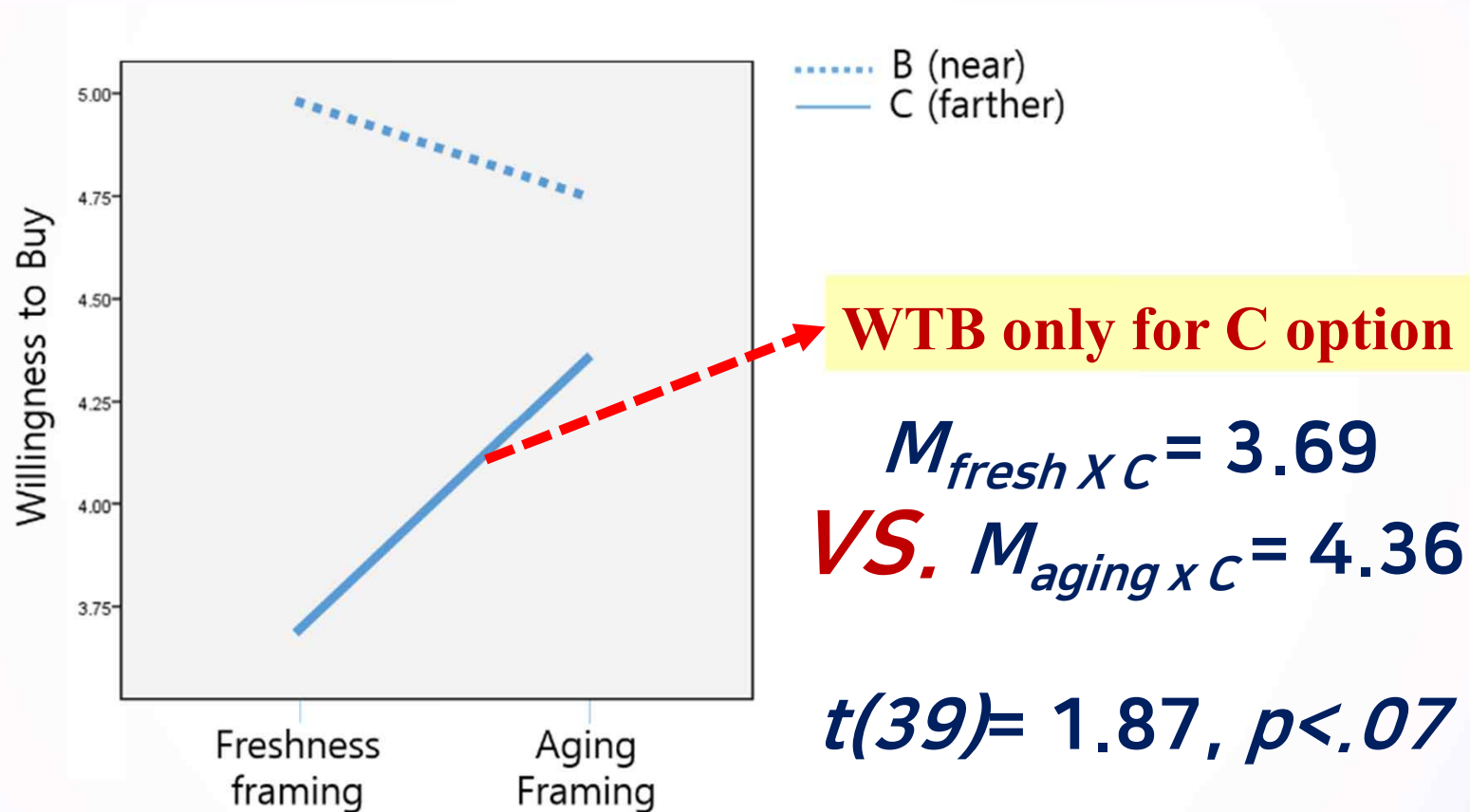
05 | Pretest II



06 Study 1



07 | Study 2



08 | Discussion

- I think, **construal level theory could be ruled-out** for alternative explanation
- **Preference for nearer option** – perceived damage during delivery
- **Selling point**

Further extended the previous view by showing this asymmetry metaphor relationship could be applied into the past time perception, as well