

## **“The Effect of Ambient Scent on Perceived Time Duration”**

This research examines whether ambient scent (i.e., scent that is present in the environment and does not emanate from a specific product) affects temporal judgments. Based on previous research in the sensory and time perception domains, it is hypothesized that ambient scents can elicit emotional responses that can influence subsequent judgments of retrospective time duration. Two factors are hypothesized to moderate the effect of ambient scent on evaluations: (1) the scent valence (pleasant vs. unpleasant), and (2) the timing of the temporal judgments (immediate vs. delayed).