

# Decision Processes Colloquia

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**Monday, September 24, 2012**

**Where:** JMHH 340

**When:** 12:00 noon to 1:20 PM

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## **The Emotional Impact of Distant Events: Prediction versus Experience**

ABSTRACT: Although consumers believe that the emotional impact of events reduces with psychological distance, we find that actual emotional reactions are often surprisingly insensitive to it. Specifically, readers of a sad story overestimated how much their emotional reaction to the story would be reduced by knowing that it is fictional or happened long ago; and winners of a prize overestimated how much their excitement would be dampened by knowing that the prize will only be available later. Additional findings indicate that consumers overestimate the impact of the distancing information because they fail to appreciate the absorbing power of the hedonic experience.