Values of the past and the future: cultural differences in temporal value asymmetry

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Abstract:
Past research has indicated that Chinese culture is more past oriented; whereas North American culture is more future oriented. Such cultural differences in temporal orientation may affect how people value future and past events. I predicted that the typical temporal value asymmetry effect among European North Americans - placing more value on future events than on past ones - would be reversed among Chinese due to the cultural differences in temporal orientation. Overall, the results from four studies supported my predictions on how culture affects the values people attached to past and future events.

12th May 2009 (Tuesday)
2:00 – 3:00 pm
L205 A
(Luso-Chinese Building)

ALL ARE WELCOME