

The Influence of Spicy Taste on People's Metaphorical Perspectives on Time



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Embodied cognition contends that sensorimotor experiences undergird cognitive processes. Three embodied cross-domain metaphorical mappings constitute quintessential illustrations: spatial navigation and orientation underpin the conceptualization of time and emotion and gustatory sensation underlies the formulation of emotion. Threading together these strands of insights, the present research consisted of three studies explored the potential influence of spicy taste on people's metaphorical perspective on time. The results revealed a positive correlation between spicy taste and the ego-moving metaphor for time such that individuals who enjoyed spicy taste (Study 1) and who consumed spicy (vs. salty) snack (Study 2) exhibited a predilection for the ego-moving perspective when cognizing a temporally ambiguous event. Because both spicy taste and the ego-moving metaphor are associated with anger and approach motivation, the latter two were postulated to be related to the novel taste-time relationship. Corroborative evidence for the hypothesis was found, which indicated that spicy (vs. salty) intake elicited significantly stronger anger toward and significantly greater approach-motivated perception of a rescheduled temporal event (Study 3). Taken together, the current findings demonstrate that spicy taste may play a role in people's perspective on the movement of event in time and highlight the involved embodied interrelation between language, emotion and cognition.

Biography:

Yutian Qin is a doctoral student at Faculty of Humanities, ELTE Eötvös Loránd University, Hungary and a lecturer at College of International Studies, Southwest University, Chongqing, China. She is interested in Cognitive Linguistics in general and is particularly interested in spacetime metaphors. She is currently focused on exploring factors, particularly those to do with sensory experiences that may affect people's metaphorical representations of time and the underlying emotional and psychological mechanisms.