

## Assessing Students' Perceptions

### Psychological Distance<sup>2</sup>

- Temporal Distance
- Spatial Distance
- Social Distance
- Hypothetical Distance

### Empathy<sup>1</sup>

- Personal Distress
- Empathic Concern
- Personal Distress
- Fantasy

## Why could students perceive these problems to be similar?

Aggregated assessment instead of component-wise assessment

Only varied socio-spatial distance and not other components of psychological distance

Focused on one issue related to environmental sustainability

Relationship between the perceptions of empathy-invoking nature and psychological distance

## Collaborators

Dr. Elizabeth Starkey (Penn State University)  
Dr. Mohammad Alsager Alzayed (Kuwait University)

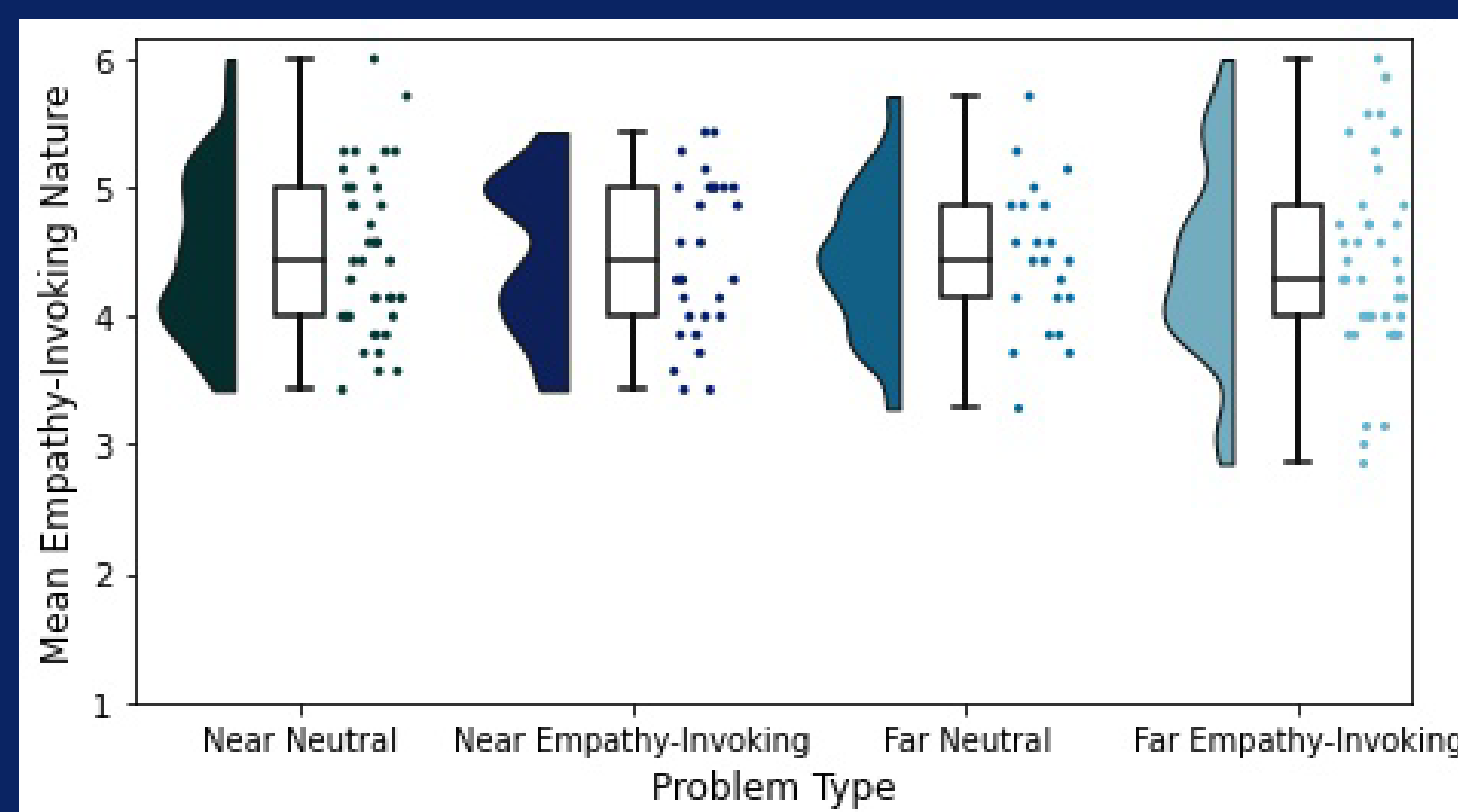
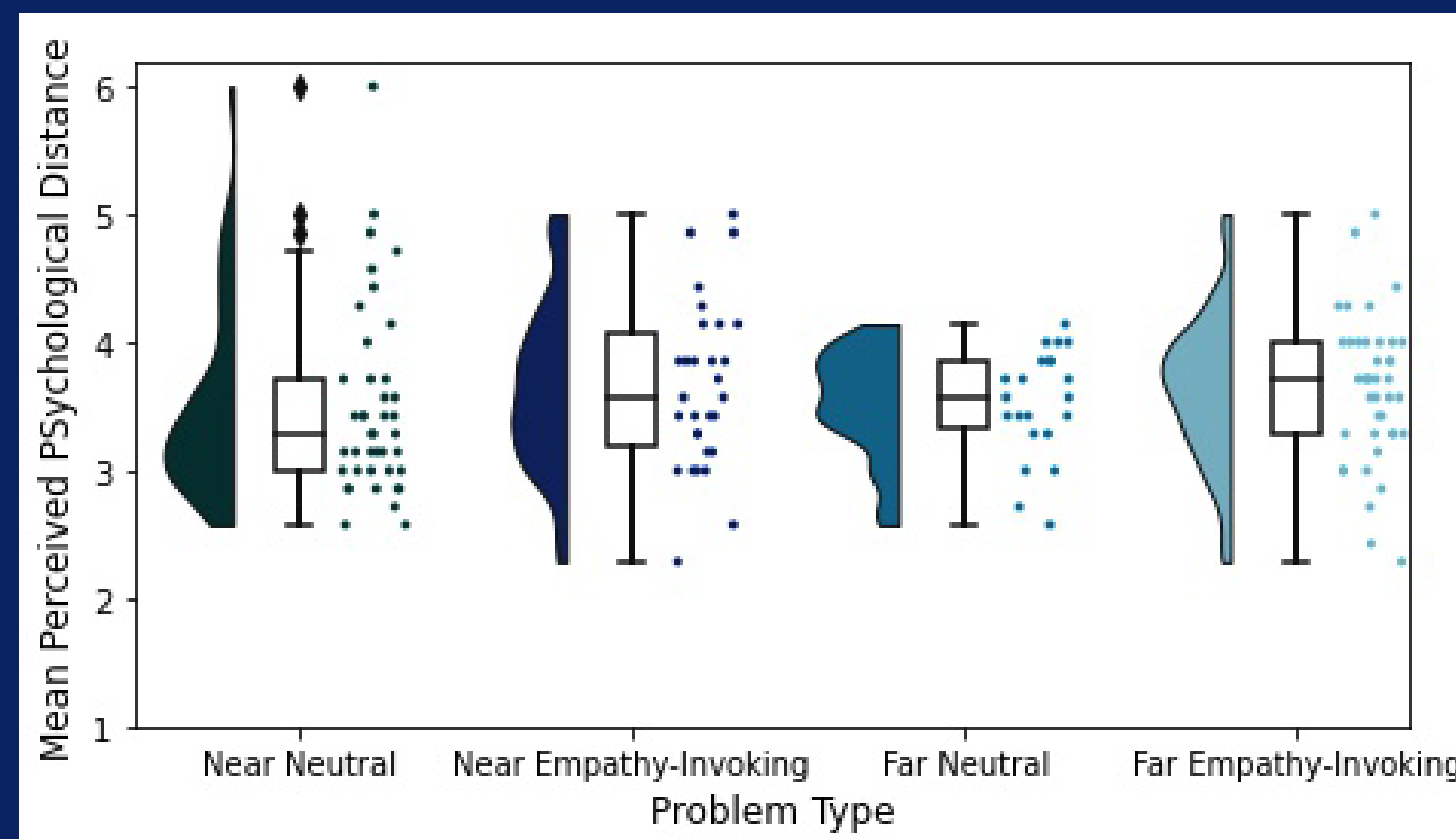
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<sup>1</sup>Liu, Q., Zhang, X., Huang, S., Zhang, L., and Zhao, Y., 2020, "Exploring Consumers' Buying Behavior in a Large Online Promotion Activity: The Role of Psychological Distance and Involvement".

<sup>2</sup>Davis, M. H., 1983, "Measuring Individual Differences in Empathy: Evidence for a Multidimensional Approach.,".

# Student designers have similar perceptions of sustainability problems despite framing them with variations in psychological distance and empathy-invoking nature.



## Feeling The Distance: Exploring Novice Designers' Perceptions of the Psychological Distance Towards and Empathy Induced by Problem Variations



Presenters: Jenna Herzog & Rebekah Fodale  
Advisor: Rohan Prabhu  
(herzogj@, fodaler@, and prabhur@lafayette.edu)

## Research Questions

- RQ1: How do the variations in the formulation of sustainable design problems relate to their perceived psychological distance?
- RQ2: How do the variations in the formulation of sustainable design problems relate to their perceived empathy-invoking nature?

## Problem Variants & Hypotheses

