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#### Title

**The Pace of Awesome: How Fast- And Slow Motion Make the Ordinary Awe-Inspiring**

#### Abstract

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This research shows that fast- and slow-motion videography techniques can make mundane video content more awe-inspiring because they reveal movements that are imperceptible in real time. A series of ten preregistered studies finds that fast and slow motion elicit awe by increasing awareness of time scales outside the human realm of experience (temporal vastness) and stimulating the incorporation of new knowledge (accommodation), in sequence. The results rule out the alternative explanation that any deviation from real time is awe-inspiring by showing that reverse-motion does not elicit awe.

As a boundary condition, this research documents that fast- and slow-motion tactics do not inspire awe when they are applied to movements that are already fully perceptible in real time. Finally, as a downstream consequence, this research highlights that awe-inspiring fast- and slow-motion causes consumers to satiate to content more slowly. After eight repetitions, participants who had watched a video in fast- or slow-motion (vs. real time) liked the video more and were more likely to choose similar content in an incentive-compatible choice. Taken together, the benefits of fast- and slow-motion techniques for content creators are twofold: They make mundane content more awe-inspiring while simultaneously reducing consumer satiation and thus content fatigue.