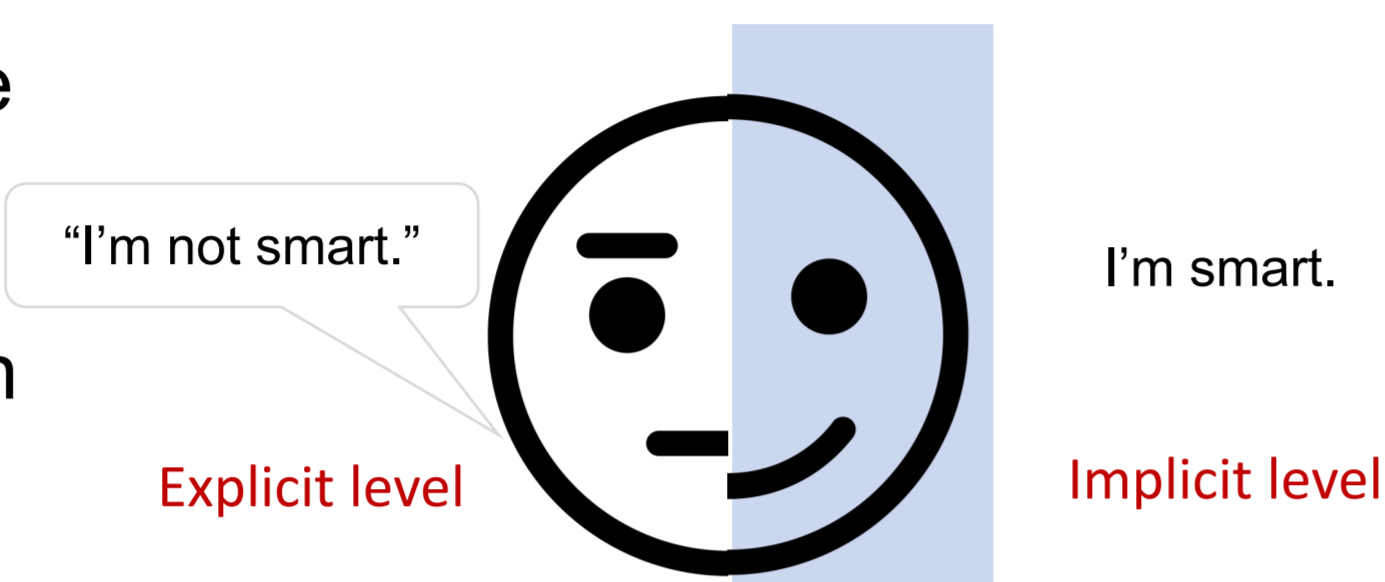


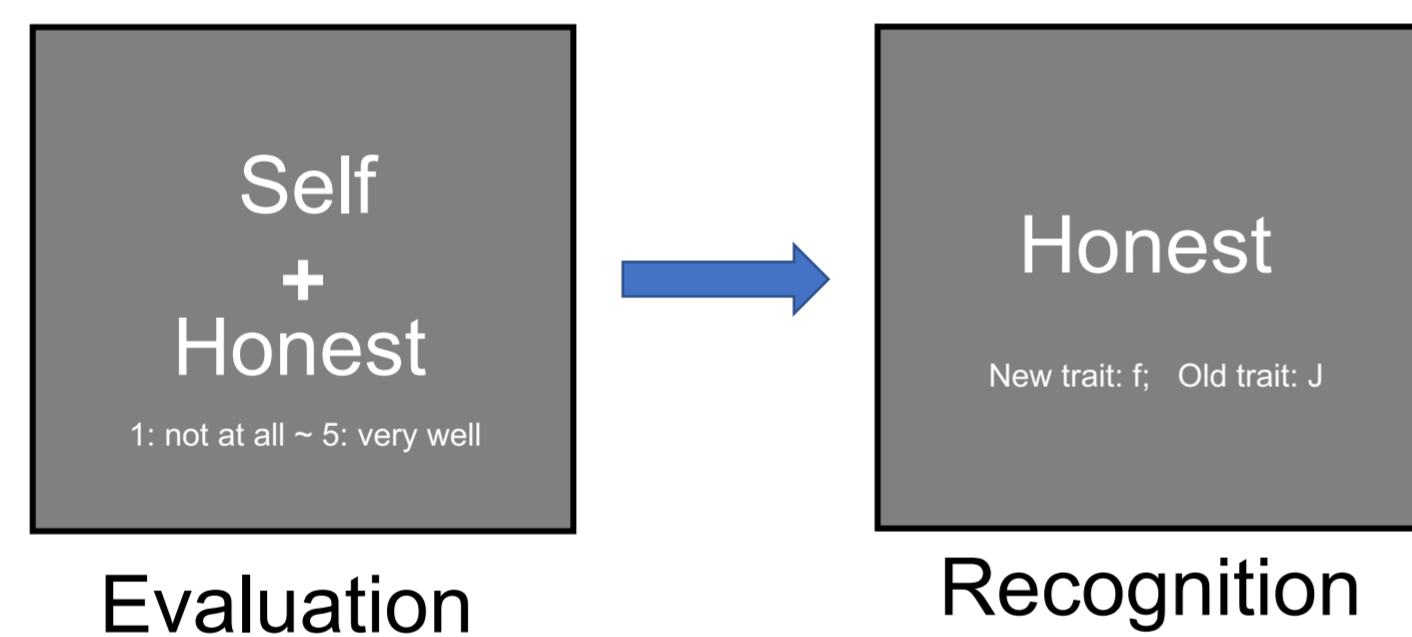
## Introduction

- Self-Enhancement Effect (SEE): people tend to have an overly positive self-view [1]
- This effect has been poorly examined at the implicit perceptual level and its relationship to the explicit level and their relationships.
- It is less consistently reported in the eastern cultures
- **Purpose: whether self-enhancement effect also exists at the perceptual level and their relationship**

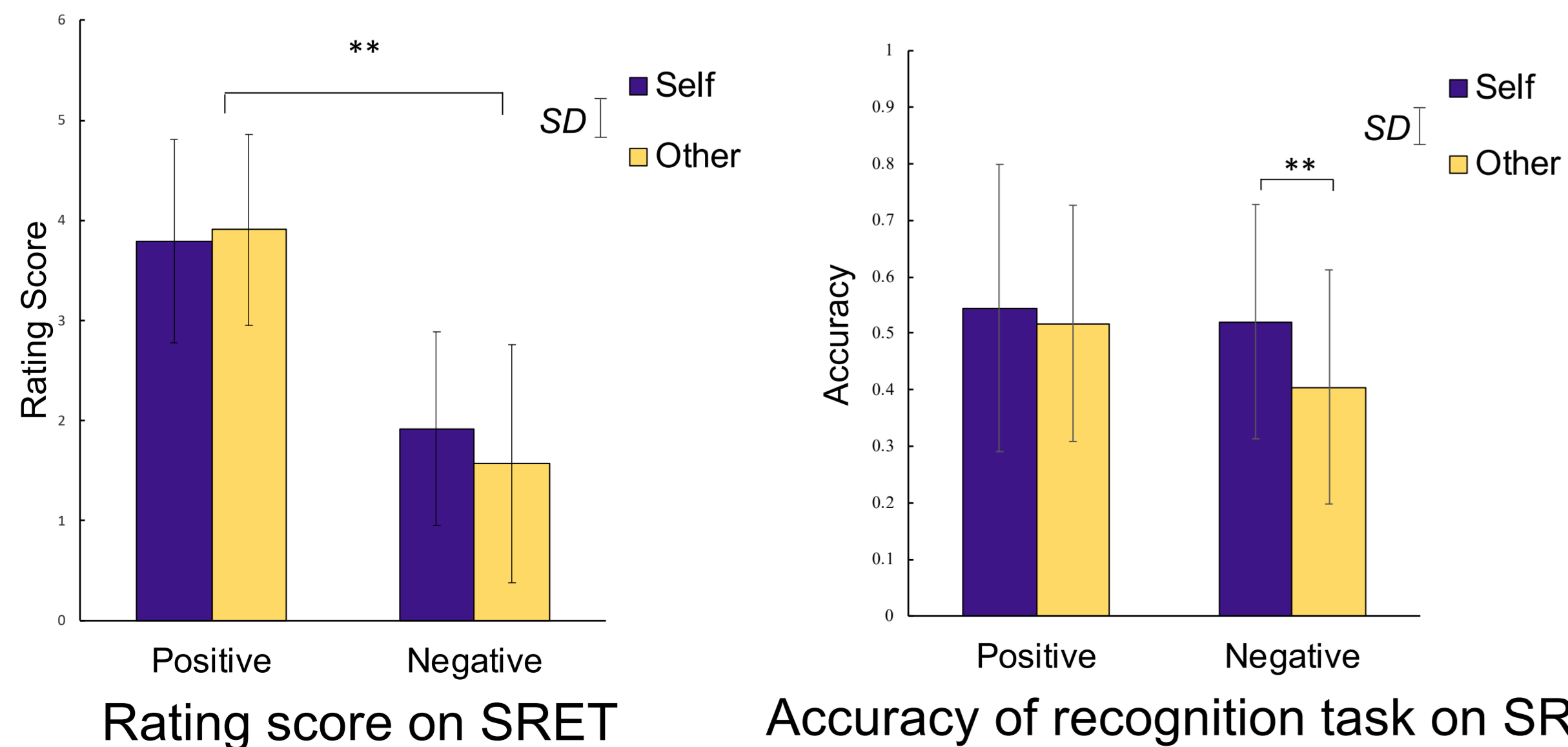


## Methods & Results

- **Participants:**
  - 86 Chinese university students (22 male, Mean age = 20.19 ± 1.37)
- **Explicit Level Task**
- **[Task. 1] Self-Referential Encoding Task (SRET)**
  - **1. Evaluation:** Rate how suitable the adjective can describe themselves or their friend from 1 (not at all) to 5 (very much)
  - **2. Recognition:** Judge 160 words whether the word was evaluated or not before (80 words were used on the evaluation and 80 words were not)

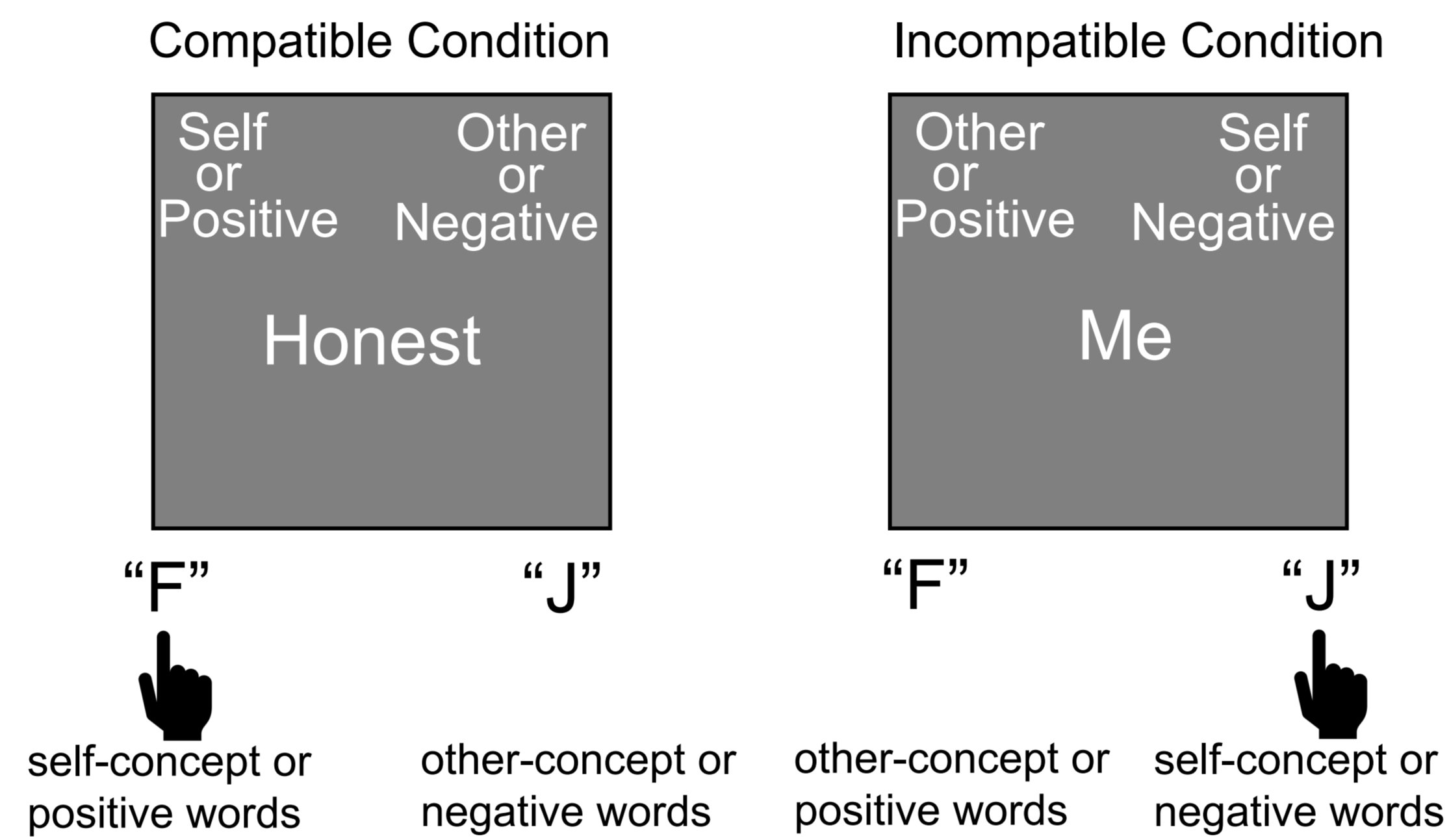


- **Results**
- **Evaluation:**
  - Difference between self and other: *n.s.*
  - Both of self and other were evaluated more positively ( $p < .001$ )
- **Recognition:**
  - Positive trait recognition accuracy between self and other: *n.s.*
  - Participants remembered negative self-related words better other-related words ( $p < .001$ )



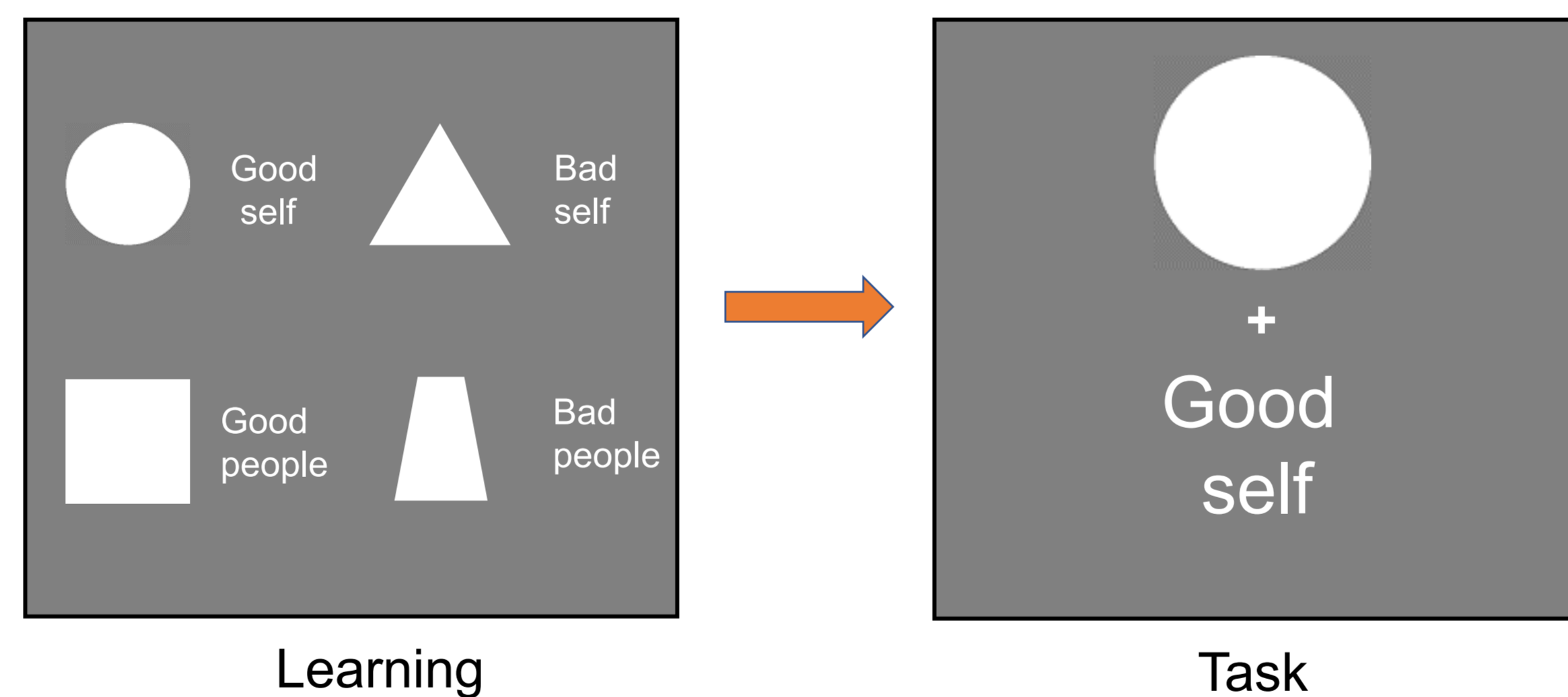
## Implicit Level Task

- **[Task. 2] Implicit Association Task (IAT)**
  - Categorize identity-concept word into two concept categories
  - OR categorize adjective word into two attribute categories
  - Compatible condition: positive word and “self” on the same side
  - Incompatible condition: change “self” and “other” position

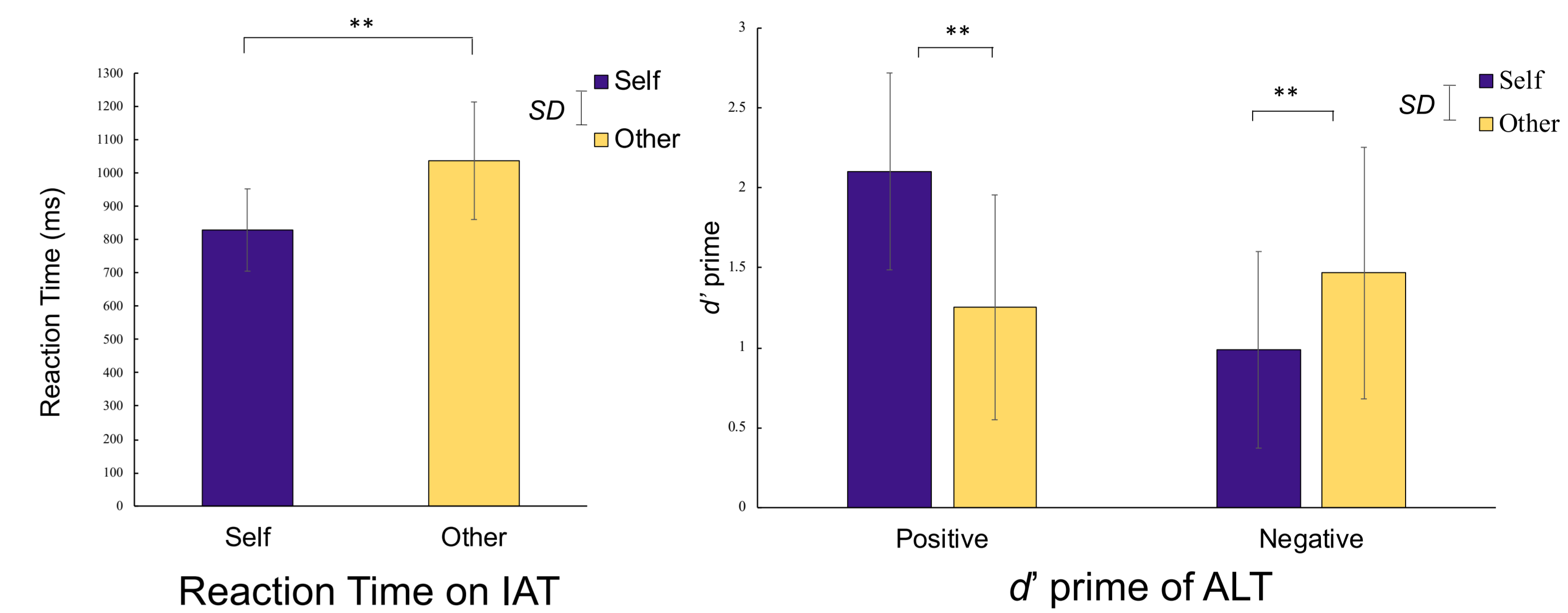


## [Task. 3] Association Learning Task (ALT)

- **1. Learn:** the associations between 4 shapes and 4 labels
- **2. Task:** Judge whether the shape corresponds with label



- **Results**
- **[Task. 2]**
  - Based on Greenwald, Nosek, & Banaji (2003)[2],  $D = 0.402$ .
  - Participants reacted **faster** to positive trait words and self-concept words ( $p < .001$ )
- **[Task. 3]**
  - Participants reacted **faster** to positive words and self pair ( $p < .001$ )
  - Participants' performance was better in the positive self condition ( $p < .001$ )



Task	Explicit Level Task [Task 1]		Implicit Level Task [Task 2, 3]	
	Evaluation	Recognition	IAT	ALT
SE exists or not	No	NO (Opposite to SE)	Yes	Yes

## [Cross Task]

- Across these four tasks, we didn't find significant correlations, **two explicit tasks** are not correlated with **two implicit tasks**
- **Two explicit tasks** are not correlated
- **Two implicit tasks** are not correlated

## Discussions

- Previous studies about self-enhancement effect
  - **Self-enhancement effect** is a robust effect among Westerners at the explicit level [3], but not in Eastern cultures due to modest [1]
  - **The self-enhancement effect** are distinct on attentional and perceptual domains [4]
- Our result is consistent with the previous study [1,3,4]
- **Implicit self-enhancement effect** might exist in China
- Two different perceptual tasks showed different self-enhancement effect

## Conclusions

- Self-enhancement effect existed in the **implicit perceptual level** in the Eastern, but **opposite on explicit level (self-criticism)**.
- The **implicit self-enhancement** effect across different cognitive domains are distinctive