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*Summary:*

and father-reference effects. Because the father is the primary role model in Cha  
reference effect while females would show a mother-reference effect. The results  
confirmed that females showed significant self-, mother-, and father-reference  
effects in terms of memory performance, while males showed only a significant  
father-reference effect and a marginally significant self-reference effect. This study

The self-reference effect, or the tendency toward enhanced memory  
effect has been found in both individualistic and collectivistic cultures  
widely accepted that there are differences in self-construal between males  
ferent individuals or cultural groups could influence the self-reference effect.  
The present study aimed at testing the influence of sex differences on  
the self-reference effect in individuals belonging to the Chaoshan culture,  
a Chinese subculture that places a high value on male offspring.

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1970s, the self-reference effect of memory has been the object of sustained  
mance was significantly better than for non-self-related materials. Re

Psychological mechanism explanation of the self-reference effect

reference effect arises from the self-judgment required for evaluative judg

allows all task items to be categorized into different domains (such as “rel

under the condition of self-reference creates a stronger clustering effect

Johnson (1997) proposed that the self-reference effect occurs because self

*Self, Culture, and the Self-reference Effect*

and self are closely connected, and different cultures foster different mental representations of the self. Culture affects how self is perceived, which further affects an individual's perceptions, motives, emotions, and behavior.

is often expressed in desires for self-fulfillment and autonomy and in a

context and recognize that their behavior is determined and affected, to a

contextual, connected, and relational. Social psychologists, using different methodologies, also found that culture affects self-concept, concluding that culture could influence the self-reference effect (e.g., Wagar & Cohen, 2003). Integrating self-reference and cultural difference research is a growing trend in psychology. Self-reference research offers a unique viewpoint from which to discuss differences in self-concept between the West

jectives and rate them on a 4-point scale. The results showed no significant difference between the performance of the mother-referential group and

self-, mother- and father-referential groups were not significantly different. However, the difference between these three groups and the Lu Hsun-referential group was significant. Both results indicated that, for Chinese participants, the parent-concept had the same influence on the self-reference effect as self-concept. Guan and Chi (2006) adopted the self-reference paradigm to examine the effect of self and friend constructs on person

Eastern cultures, the friend-reference effect can enhance memory in a way similar to the self-reference effect. In contrast, Keenan's performance of the self-referential group was significantly different from both the parent-referential group and the semantic group. However, the difference was not significant, suggesting that for Western participants, parent-reference

was significantly higher than on processing tasks referenced to Americans, which confirms the existence of a collective-reference effect in memory processing and in-group identification exert a greater influence on Chinese individuals.

played a larger role in the self-concept of Chinese individuals.

#### *The Present Study*

In relevant experiments, an individual's self-reference effect was relatively

pronounced when the memory effect was closer to that of the self-reference effect because memory constructs for important others were more elaborated and abundant. Self-reference effect research indicates that cultural differences in self-concept change based on differences in social relations. For example, Zhou and Su (2008) found that intimacy could affect the appearance of reference effect, such that those who felt close to a partner would show a significant partner-reference effect.

For Chinese individuals, the significant self-reference and father-reference effects because of the social effects because

### *Participants*

$M$   
 $SD = 0.75$ , range = 14-17 years) from a secondary school in Jieyang City,

were tested individually and finished the experiment within 2 hours. The

### *Stimuli and Equipment*

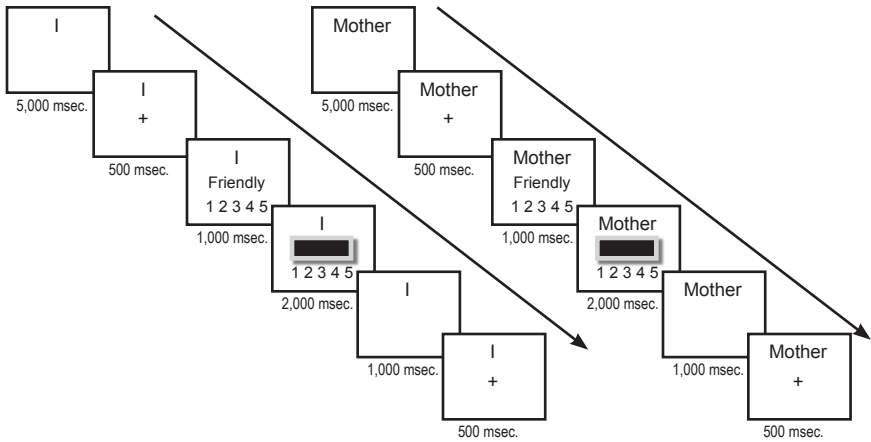
### *Design and Procedure*

about four different types of people. At the beginning of each trial, the ti

ous target. Then, different adjectives were presented at the center of the

Each trial proceeded as follows: first, a red cross was presented in the

After participants finished all 192 trials of the practice phase, they had



pare the average scale score against the mid-point, and a significant dif-  
 $(t = -2.59, p < .05)$   
 $M = 1.5, SD = 1.0, t = -2.59, p < .05$   
 $t = -4.08, p < .001$   $M = 1.5, SD = 1.0, t = -4.08, p < .001$   
 $M = 1.5, SD = 1.0, t = -.75, ns$ .

the recognition accuracy data. A significant reference type main effect was  
 $F(1, 10) = 10.0, p < .01, \eta^2 = 0.28$ , qualified by a significant reference  
 $F(1, 10) = 10.0, p < .01, \eta^2 = 0.10$ . The main effect of sex  
 was not significant.

with reference type as the within-subjects variable. A significant reference  
 type main effect was found for females ( $F(1, 10) = 10.0, p < .01, \eta^2 = 0.28$ )  
 $F(1, 10) = 10.0, p < .01, \eta^2 = 0.10$ . *post hoc*

and father-reference targets was significantly larger than the other-ref-  
 $p < .05$   
 erence effect was significantly larger than the other-reference effect,  
 $p < .05$   
 but mother-reference was not significantly different from other-reference

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<i>n</i>		<i>n</i>	
<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>

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is significantly enhanced by self-, mother- and father-reference effects, but the memory performance of males is primarily influenced by father-reference effects.

This study found that male Chaoshan adolescents showed a significant father-reference effect that was larger than both mother- and self-reference effects. Female Chaoshan adolescents, however, showed significant father-, mother- and self-reference effects in the present study. These results corroborate findings of other studies, which have observed self-reference and mother-reference effects in Chinese individuals (Sui, Zhu, &

participants exhibited a father-reference effect without significant self-reference and mother-reference effects, which reflects the influence of Chaoshan culture on self-construct. Here, the difference lies not in the self-constructs promoted by Eastern and Western cultures, but in the difference in self-

preliminary, and further studies should be conducted to confirm these results and the generalizability of the findings. A wide age range should be studied to include individuals that belong to them. Another limitation to the study's findings is the possibility of differences between male and female participants in terms of how that intimacy affects the occurrence of the lover-reference effect. In their study, the high-level group showed the effect while the low-level group did not. Future studies should take into account that Chaoshan culture, a culture in which males are highly valued, influences

*memory*

*Levels of processing in human*

*Journal of Personality and Social Psychology,*

) [The effect of self-reference and friend-reference on person  
*Psychological Science*

ET AL.

*Journal of Personality and Social Psychology*

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