# Multi-Measurement of Self-enhancement Effect (SEE) -- flow

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## Questionnaire

① demographic variables (gender, age, SES, ethnicity )

② Self Esteem

③ Self Deception Enhancement

④ Moral Self (Moral identity, Moral self image, Moral self-concept )

⑤ Self Competence (Core Self-Evaluations)

⑥ Narcissistic Personality Inventory (NPI-13)

## Experiments

①Self-Referential Encoding Task (SRET)

②Implicit Association Test (IAT)

③Subliminal Evaluative Priming (SEP)

④Association Learning Task (ALT)

# Self-Referential Encoding Task (SRET)

2 (**domain**: morality vs. competence) × 2 (**valence**: positive vs. negative) × 2 (**self-reference**: self vs. the average person) within-subject design.

**Evaluation part**: Rate how the adjective can describe themselves and the average person from 1 (not to all) to 5 (very much)

**Interference task**: complete some simple calculation to insure they didn't repeat the vocabulary in their head

**Recognition part**: Judge 168 words whether the word was evaluated or not before (88 words were used on the evaluation and 80 words were not)

# Implicit Association Test (IAT)

2 (**self-relevance**: self, non-self) × 2 (**domain**: morality, competence) × 2 (**valence**: positive, negative) within-subject design
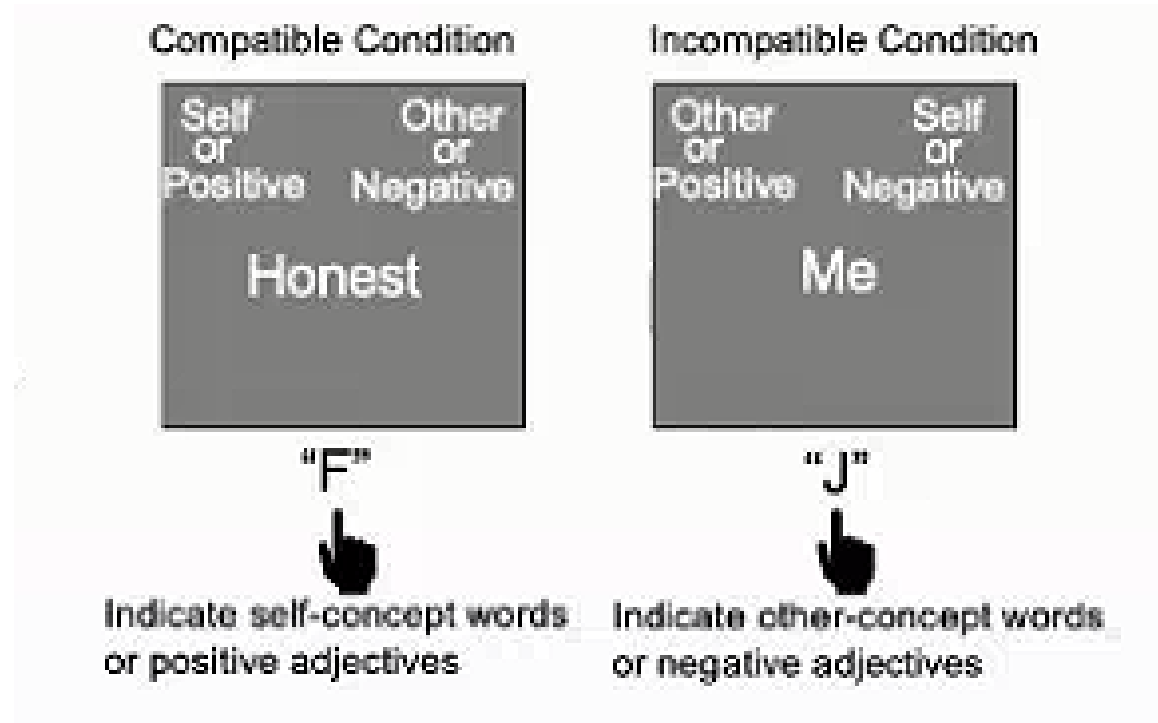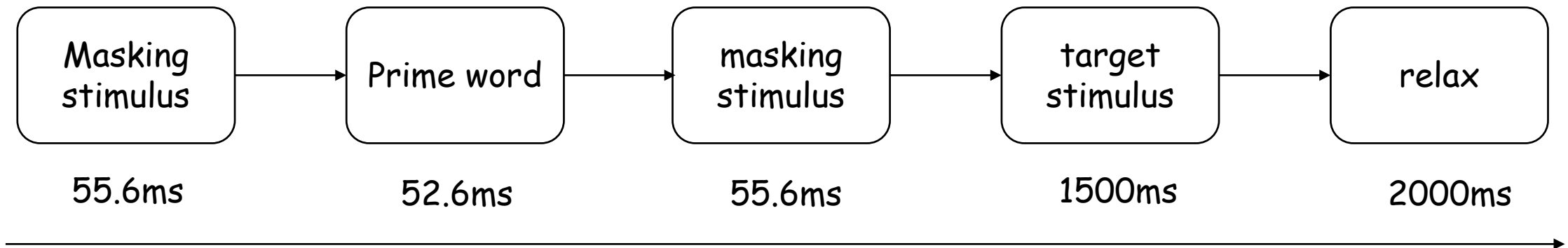


Compatible Condition
Self or Positive — Other or Negative
Honest
"F"
Indicate self-concept words or positive adjectives

Incompatible Condition
Other or Positive — Self or Negative
Me
"J"
Indicate other-concept words or negative adjectives

**TABLE 3.3. Summary of IAT Scoring Procedures Recommended by Greenwald et al. (2003)**

1  Delete trials greater than 10,000 msec

2  Delete subjects for whom more than 10% of trials have latency less than 300 msec

3  Compute the "inclusive" standard deviation for all trials in Stages 3 and 6 and likewise for all trials in Stages 4 and 7

4  Compute the mean latency for responses for each of Stages 3, 4, 6, and 7

5  Compute the two mean differences $(Mean_{Stage\ 6} - Mean_{Stage\ 3})$ and $(Mean_{Stage\ 7} - Mean_{Stage\ 4})$

6  Divide each difference score by its associated "inclusive" standard deviation

7  $D$ = the equal-weight average of the two resulting ratios

# Subliminal Evaluative Priming (SEP)

2 (**self-relevance**: self, non-self) × 2 (**domain**: morality, competence) × 2 (**valence**: positive, negative) within-subject design



| Masking stimulus | → | Prime word | → | masking stimulus | → | target stimulus | → | relax |
|---|---|---|---|---|---|---|---|---|
| 55.6ms | | 52.6ms | | 55.6ms | | 1500ms | | 2000ms |

( Practice*40 trials + test*160 trials ) * 3,663.8ms = 12.21 mins

## Questionnaire (93) ≈ 15 mins

① demographic variables (gender, age, SES, ethnicity )

- 12 ≈ 1.8 mins

② Self Esteem  - 10 ≈ 1.5 mins

③ Self Deception Enhancement  - 20 ≈ 3 mins

④ Moral Self (Moral identity, Moral self image, Moral self-concept ) – 28 ≈ 4.2 mins

⑤ Self Competence (Core Self-Evaluations) – 10 ≈ 1.5 mins

⑥ Narcissistic Personality Inventory (NPI-13) – 13 ≈ 1.95 mins

## Experiments

①Self-Referential Encoding Task (SRET) – 18.2 mins

②Implicit Association Test (IAT) – 12mins

③Subliminal Evaluative Priming (SEP) – 12.21mins

④Association Learning Task (ALT) - (21.76 + 33 mins)

demographic variables – 1.8mins

SRET-18.2mins

IAT-12mins

Self Esteem– 1.5mins

Self Deception Enhancement – 1.8mins

ALT-I-21.76mins

SEP-12.21mins

Moral Self – 4.2mins

Core Self-Evaluations– 1.5mins

Narcissistic Personality Inventory– 1.5mins

ALT-II-33.16mins

47.76
mins

demographic
variables –
1.8mins

SRET-18.2mins

Moral Self –
4.2mins

ALT-I-21.76mins

Self
Deception
Enhancement
– 1.8mins

61.87
mins

Core Self-
Evaluations–
1.5mins

IAT-12mins

Narcissistic
Personality
Inventory–
1.5mins

SEP-12.21mins

Self
Esteem–
1.5mins

ALT-II-33.16mins

| Subj-ID | gender | block | | | | |
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