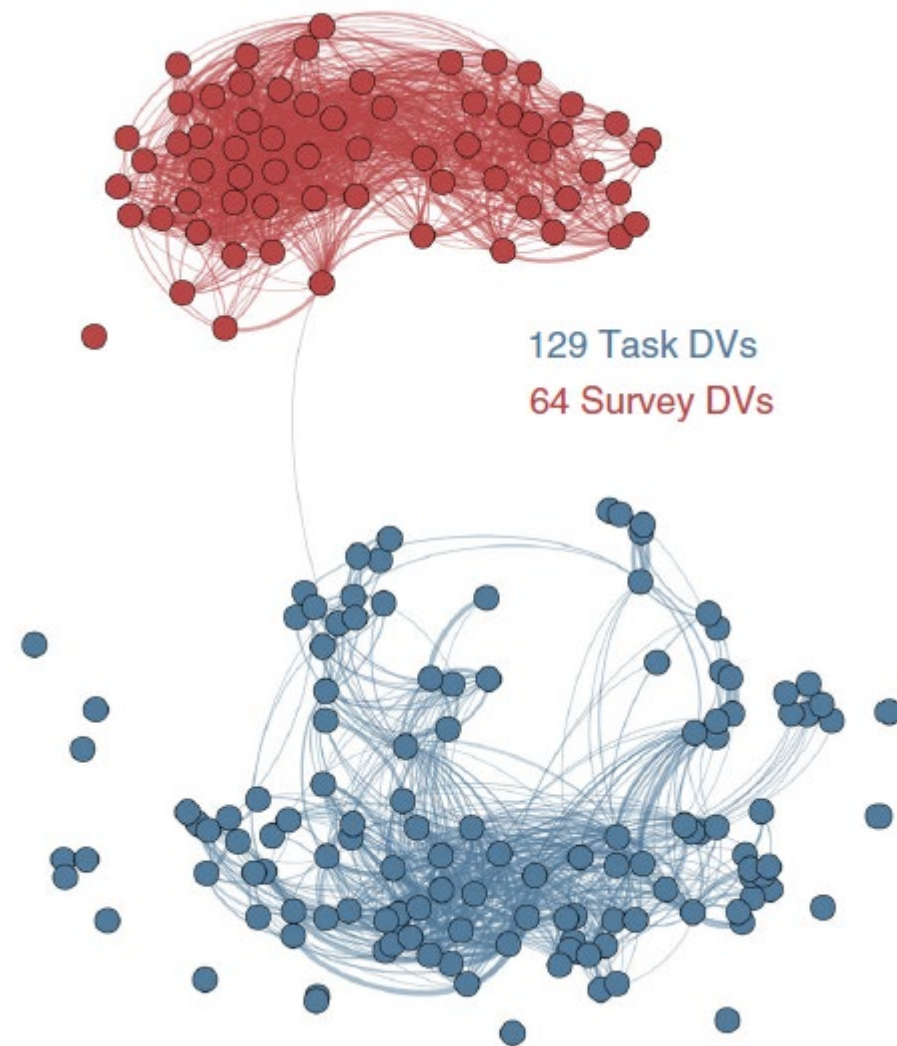
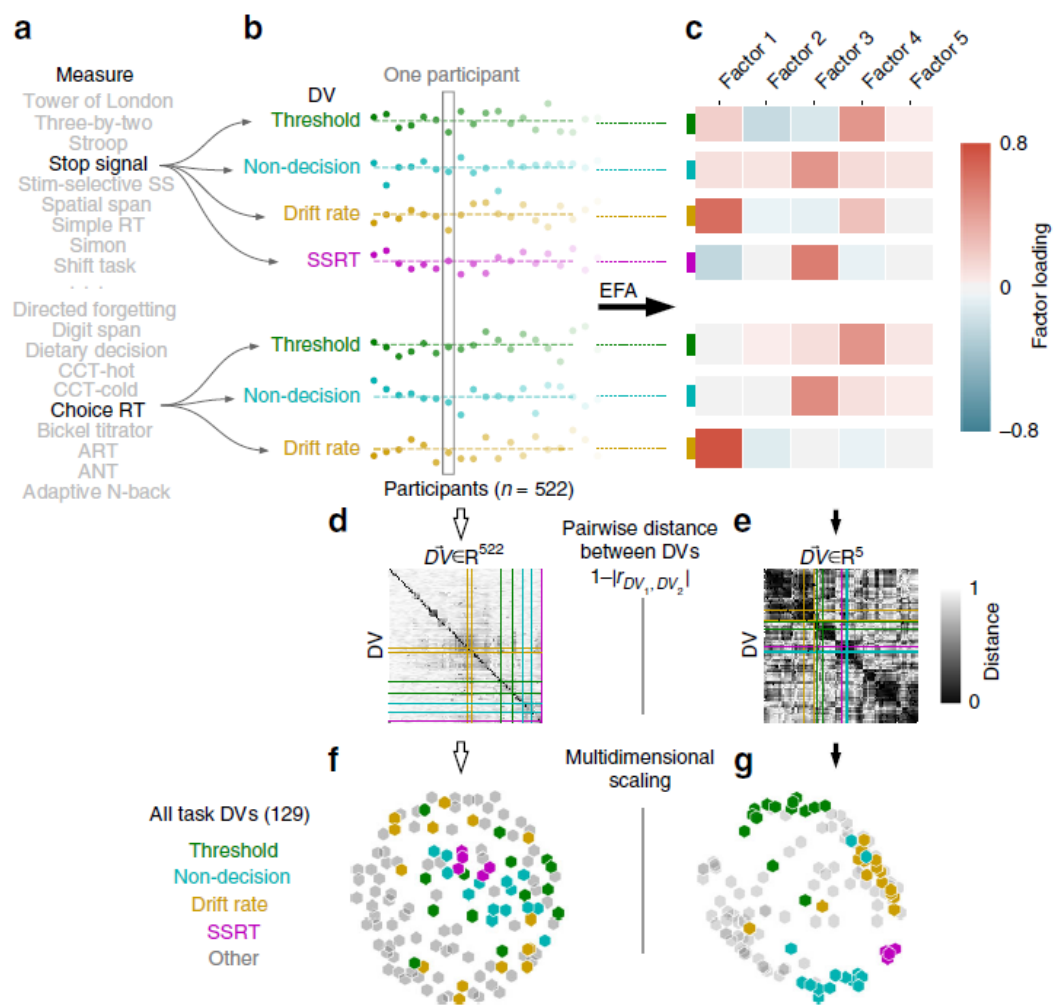


Multi-Measurement of Self-Enhancement Effect (SEE)

Self-Enhancement Effect (SEE)

- a) The strong motivation to maintain a positive self-images → positive self-bias → **self/others(or average person); positive/negative**
- b) Different cognition levels: **evaluation, memory, perception**
- c) different dimensions: **competence, morality**



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

- ① Self-Referential Encoding Task (SRET)
- ② Implicit Association Test (IAT)
- ③ Subliminal Evaluative Priming (SEP)
- ④ Association Learning Task (ALT)
- ⑤ Continuous associative binding (CAB)

randomization

Day1

47.76
mins

demographic
variables -
1.8mins

SRET-18.2mins

Moral Self -
4.2mins

ALT-I-21.76mins

Self
Deception
Enhancement
- 1.8mins

Day2

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

Self-Referential Encoding Task (SRET)

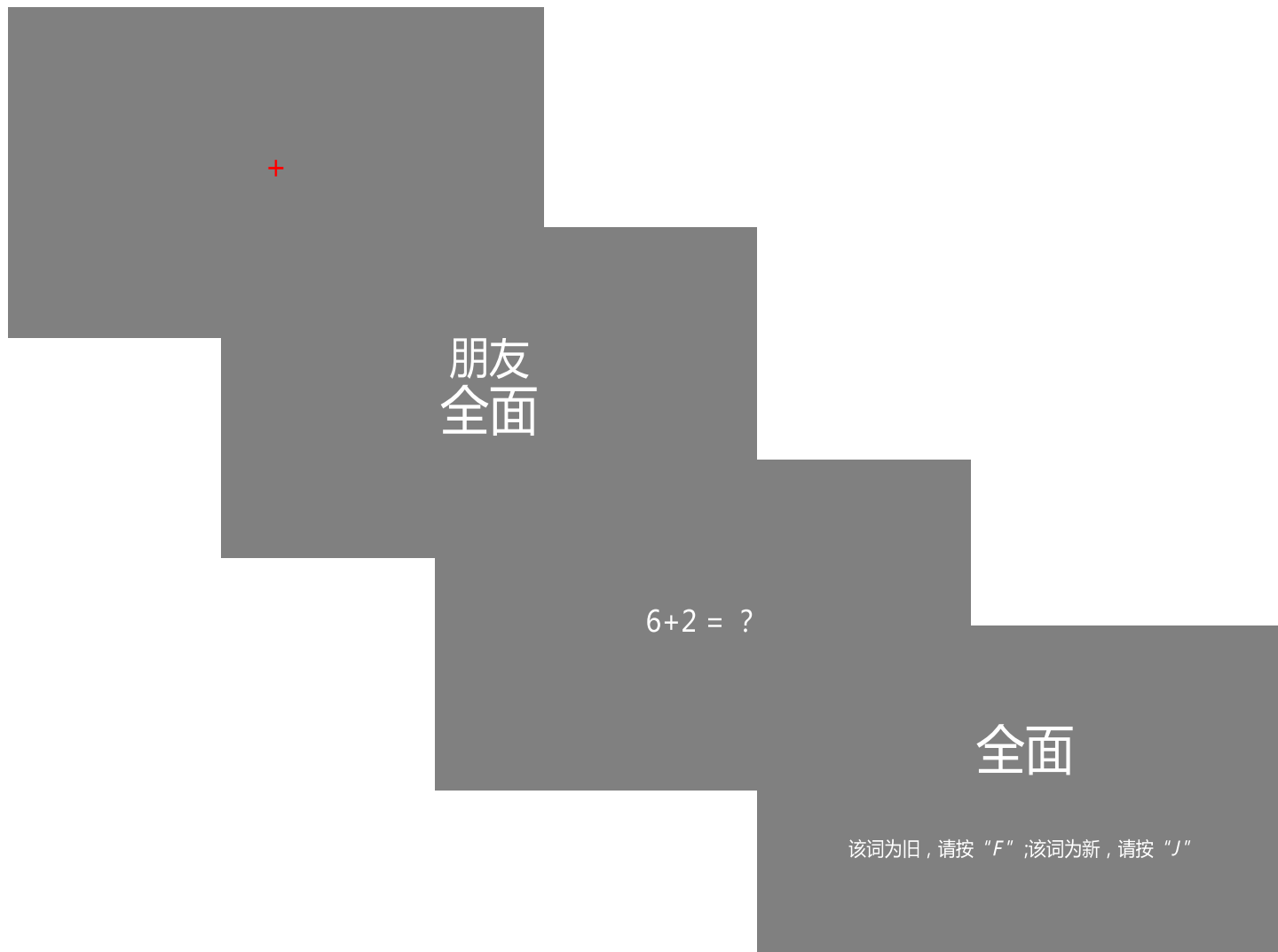
2 (**domain**: morality vs. competence) × 2 (**valence**: positive vs. negative) × 2 (**self-reference**: self vs. the average person) within-subject design.

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)

Self-Referential Encoding Task (SRET)



Implicit Association Test (IAT)

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

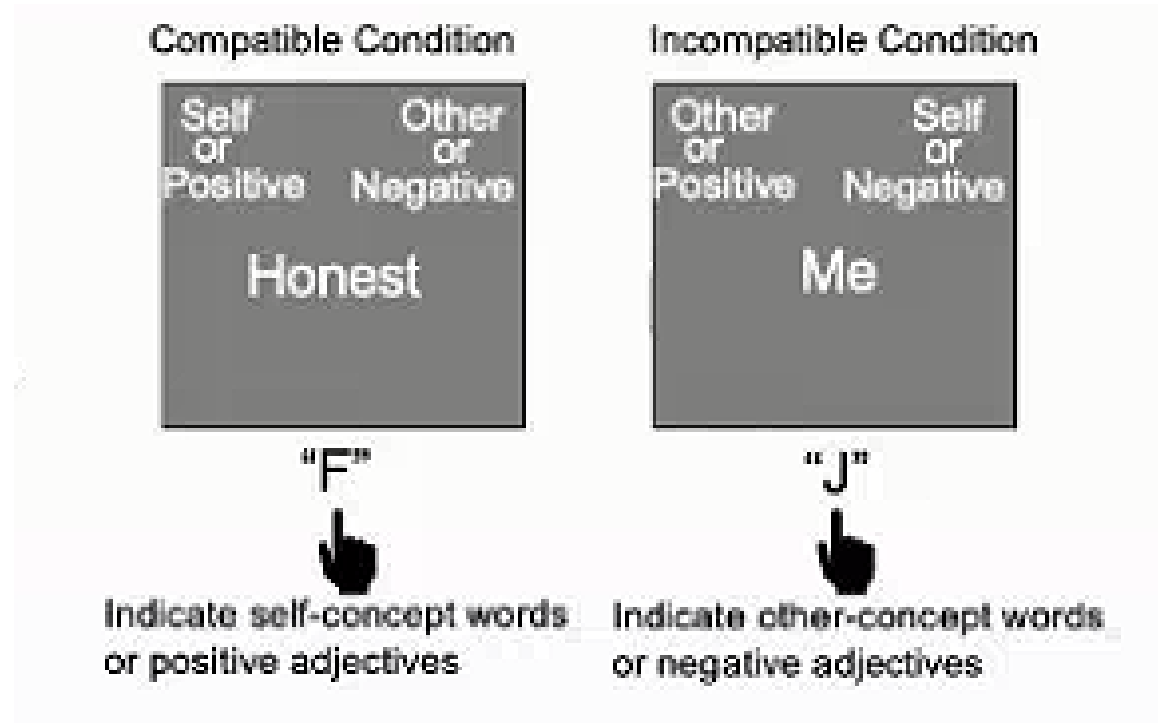
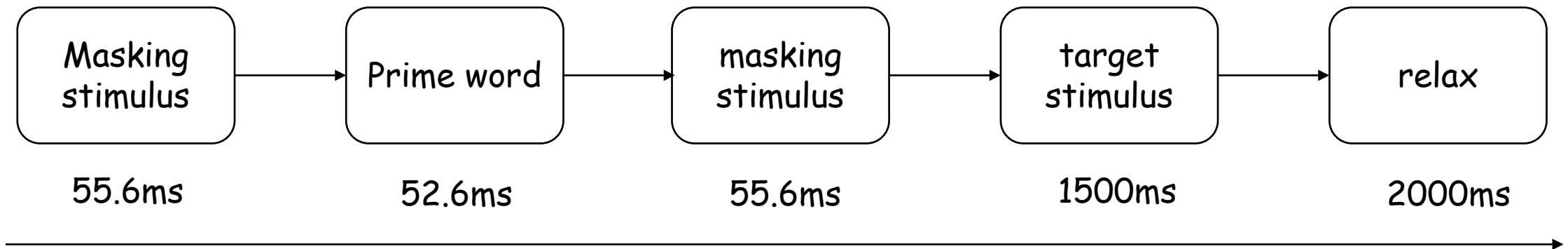


TABLE 3.3. Summary of IAT Scoring Procedures Recommended by Greenwald et al. (2003)

- 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 ($\text{Mean}_{\text{Stage 6}} - \text{Mean}_{\text{Stage 3}}$) and ($\text{Mean}_{\text{Stage 7}} - \text{Mean}_{\text{Stage 4}}$)
 - 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



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

Assoicative learning task

