自我优势效应中自上而下的加工机制

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摘要：

有效地加工自我相关信息是保证个体能够正常生活的一项重要社会认知能力。自我联结学习范式是研究自我优势效应在认知加工过程中的主要实验范式。以往研究发现，在自我联结学习范式中，参与者对匹配的文字-标签反应速度快于不匹配的文字-标签，且对与自我联结的图形的反应时最短、正确率最高，即表现出快同效应(Fast-Same Effect)与自我优势效应(Self-Prioritization Effect,)。然而经典的自我联结学习范式反映的可能是个体在自发默认状态下的信息加工模式，在具备明确的任务目标的情境下，个体可能会表现出不同的行为模式。基于此，文章拟探究任务目标等自上而下的因素对自我优势效应与快同效应的影响。

实验 1通过操纵按键规则设置匹配判断与不匹配判断的反应优先级，探究判断优先级对快同效应与自我优势效应的影响。对反应时与正确率进行贝叶斯重复测量方差分析，结果发现，存在极强的证据支持判断优先级对快同效应的影响，匹配判断优先条件下的快同效应大于不匹配判断优先条件。且有极强的证据支持图形的社会相关性对快同效应的调节，即快同效应在自我图形下最大，朋友图形次之，生人图形最小。

实验2通过设置重点关注图形与非重点关注图形操纵任务目标，探究任务目标对快同效应与自我优势效应的影响。实验2结果发现，存在非常强的证据支持图形的社会相关性、图形与文字标签的匹配情况与任务目标三阶交互效应的存在。当重点关注图形为自我图形时，有极强的证据支持被试对自我图形的反应速度快于朋友图形与生人图形；当重点关注图形为朋友图形时，有极强的证据支持被试对朋友图形的反应速度快于自我图形与生人图形；当重点关注图形为生人图形时，有极强的证据支持被试对生人图形的反应速度快于自我图形与朋友图形。上述结果表明，任务目标调节自我优势效应，在具备明确的任务目标时，个体会优先加工目标相关的信息，而不是自我相关的信息。任务目标调节自我优势效应为应对现代社会面临的焦虑和社交压力等心理问题提供了启发，对于个体心理健康的积极发展具有重要意义。

关键词：

自我相关性 自我联结学习范式 自我优势效应 快同效应 自上而下

**Top-down processing mechanisms in the Self-Prioritization Effect**

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Abstract:

Effectively processing self-related information is an important social cognitive ability to ensure that individuals can live normally. The self-association learning paradigm is the main experimental paradigm to study the effect of self-prioritization in cognitive processing. Previous studies have found that in the self-association learning paradigm, participants respond faster to matched text-labels than to mismatched text-labels, and respond to self-connected graphics with the shortest time and highest accuracy rates, exhibiting a fast-same effect and self-prioritization effect. However, the classic self-association learning paradigm may reflect the information processing patterns of individuals in the spontaneous default state, and individuals may show different behavior patterns in situations with clear task goals. Based on this, this paper intends to explore the influence of top-down factors such as task objectives on the self-prioritization effect and the fast-same effect.

Experiment 1: By manipulating the key rules to set the reaction priority of matching judgment and mismatch judgment, the influence of judgment priority on the fast-same effect and self-prioritization effect is explored. Bayesian repeated measurement variance analysis was performed on the reaction time and accuracy rate, and it was found that there was strong evidence to support the influence of judgment priority on the fast same effect, and the fast same effect under the matching judgment priority condition was greater than that under the mismatch judgment priority condition. And there is strong evidence to support the adjustment of the social correlation of the graph to the fast same effect, that is, the fast-same effect is the largest under the self figure, followed by the friend figure, and the smallest figure of stranger figure.

Experiment 2: By setting the focus on graphics and non-focus graphs to manipulate the task objectives, the influence of task objectives on the fast-same effect and self-prioritization effect was explored. The results of experiment 2 showed that there existed a strong evidence to support the existence of three-order interaction effects of social correlation of graphics, the matching of graphics and text labels and task objectives. When the focus was on self-figures, there was a strong evidence to support that participants responded faster to self-figures than friend graphics and stranger-figures; When the focus was on the figure of friends, there was a strong evidence to support that the participants responded faster to the figures of friends than to the graphics of self and the figure of stranger; When the focus was on stranger-figures, there was a strong evidence to support that participants responded faster to stranger-figures than self and friend figures. The above results show that task objectives regulate self-prioritization effects, and when having clear task objectives, individuals will give priority to processing target-related information rather than self-related information. Task goal modulation of self-advantage effect provides inspiration for coping with psychological problems such as anxiety and social stress faced by modern society, which is of great significance for the positive development of individual mental health.

Keywords:

Self-correlation; Self-association learning paradigm; self-prioritization effect; fast-same effect; Top-down