自我优势效应中自上而下的加工机制

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摘要：

先前研究表明，被试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未对被试的目标进行操纵，其结果反映的可能是个体在默认状态下的自发信息加工模式。先前大量研究表明，人类的认知功能具有高度的灵活性，当具备明确的任务目标时，个体能灵活地调整其策略从而优化其相对目标的表现。本研究通过两个实验，分别对经典的自我联系学习范式中的两个自变量进行了操纵，给被试明确的任务目标，从而探索自上而下对快同效应和自我优势效应的调节作用。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，发现了判断优先级对快同效应的影响：不匹配判断优先的条件下，快同效应比在匹配判断优先条件下减弱，表明先前研究中的快同效应可能是因为人们默认匹配是需要优先反应的选项，而反应优先级能够调节这种长期以来形成的默认优先反应。实验2操纵了重点关注图形，包括三个水平：关注自我、关注朋友和关注生人，探究任务目标对我优势效应的影响。我们发现，最佳表现的（反应时快和正确率高）随着重点关注图形的变化而变化：当重点关注自我图形时，对自我图形的反应速度快于其他图形；当重点关注图形为朋友图形时，对朋友图形的反应速度快于其他图形；当重点关注生人图形时，对生人图形的反应速度快于另两种图形。上述结果表明，随着任务目标的变化，自上而下的加工能够灵活地调整加工的优先级，从而削弱快同效应，逆转自我优势效应。本研究的扩展了先前有关于自我优势效应的研究，可能为自我优势效应设定边界条件。

关键词：自我联结学习范式 自我优势效应 快同效应 自上而下加工

**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