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(Perceptual-Matching Task)中对匹配的文字-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结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，从而探索自上而下因素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（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:

Previous studies have shown that participants respond faster to matched text-labels than mismatched text-labels in Perceptual-Matching task, and respond to self-linked graphics with the shortest and highest accuracy rates, exhibiting a fast-same effect and self-prioritization Effect. However, the classical Perceptual-Matching task does not manipulate the participants' goals, and the results may reflect the individual's spontaneous information processing mode in the default state. Previous studies have shown that human cognitive function is highly flexible, and when there is a clear task goal, individuals have the flexibility to adjust their strategies to optimize their performance relative to the goal. In this study, two independent variables in Perceptual-Matching task were manipulated to give participants clear task objectives, so as to explore the moderating effect of top-down factors on the fast-same effect and self-prioritization effect. Experiment 1 finds the influence of judgment priority on the fast-same effect by manipulating the key rules to set the reaction priority of matching judgment and mismatch judgment: under the condition of mismatch judgment priority, fast-same effect is weakened than the condition of matching judgment priority, indicating that the fast-same effect in previous studies may be because people default to think matching is the option that needs to be prioritized, and the reaction priority can adjust this long-established default priority response. Experiment 2 manipulated the focus figure, including three levels: focusing on self, focusing on friends, and focusing on strangers, and explored the influence of task goals on self-prioritization effect. We found that optimal performance (fast response and high accuracy) varied with changes in the focus figure: when the self-figure was focused, the self figure responded faster than other figures; When the focus is on a friend figure, it reacts faster to the friend's figure than to other figures; When the focus is on the stranger figures, the reaction to the stranger figure is faster than the other two figures. The above results show that with the change of task objectives, top-down processing can flexibly adjust the priority of processing, thereby weakening fast-same effect and reversing self-prioritization effect. This study expands on previous research on the self-prioritization effect and may set boundary conditions for the self-prioritization effect.

Keywords:

Perceptual-Matching Task; Self-Prioritization Effect; Fast-Same Effect; Top-down processing