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 shape-label pairs than mismatched pairs in perceptual-matching task, and respond to self-associated shapes with the shorter reaction times and higher accuracy, exhibiting both a fast-same effect and self-prioritization effect. However, previous perceptual-matching task did not manipulate the participants' goals, thus previous findings may reflect individuals' spontaneous information processing mode in the default state. However, human cognitive function is highly flexible, and when there is a clear goal in a task, individuals can flexibly adjust their strategies to optimize their performance for the goal. In this study, two independent variables in perceptual-matching task were manipulated to set goals for participants, which allowed us to examine how top-down factors change the fast-same effect and self-prioritization effect. In Experiment 1, we found the effect of task priority on the fast-same effect by manipulating the priority of matching judgment and mismatch judgment when pressing the keys: when the mismatch response was prioritized, the fast-same effect was weakened as compared to the condition where matching response was prioritized, suggesting that the fast-same effect in previous studies may be because people’s default to think matching is the option that needs to be prioritized, and setting a goal can modify this default. Experiment 2 manipulated the prioritization of shapes, which includes three levels: prioritize the self-condition, prioritize the friends condition, and prioritize the strangers condition. This manipulation allowed us to examine the effect of goals on self-prioritization effect. We found that optimal performance (fast response and high accuracy) varied with response prioritization: when the self-condition was the priority, the self-condition were responded faster than other conditions; When friend’s condition was the priority, participants responded faster to the friend’s condition than to other conditions; When the stranger condition was the priority, participants responded faster to stranger condition than the other two conditions. These results showed that with the change of goals, top-down processing can flexibly adjust the priority of information processing, weaken fast-same effect and reverse 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