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**1. Abstract**

So far, researchers have made progress in understanding prototypical features of heroes and also in describing and predicting the psychological functions served by heroes, yet, unfortunately, these have not been examined across cultures. There is very little knowledge about cross-cultural similarities or differences in perceptions of heroes.

**2. Introduction**

**2.1 Perception of Heroes in Individualistic Cultures**

(① In total, 26 features of heroes were identified via a process of open-ended feature generation and coding.

②Participants most strongly identified a hero when the target person was described with central (vs. peripheral or neutral) characteristics.

③There is a consensus that there are three broad forms of heroic types: civil heroes, martial heroes, and social heroes.)

**2.2 Perception of Heroes in Collectivistic Cultures**

(It is possible that perceptions of heroes in Chinese culture may be influenced by collectivistic values people hold. However, the perception of heroes in collectivistic cultures has not been systematically examined, and previous findings did not illustrate the influences of individualism and collectivism on the perception of heroes. Thus, the research was designed to fill this void.)

**3. Methods and Results**

(The current project investigated cognitive representations of heroes as a function of cultural differences (individualism vs. collectivism). They conducted six empirical studies.)

**3.1 Study 1**

(to identify prototypical features of heroes in a typical collectivistic (i.e., Chinese) cultural context.)

**3.1.1 Methods** (Prototype analyses)

**3.1.2 Results and Discussion**

(Eight distinctive features were identified: patriotic, righteous, responsible, respected, dedicated, noble, masculine, and decisive. This may provide evidence that laypeople in collectivistic and individualistic cultures perceive heroes differently, or cultural values may influence their understanding of heroes.)

**3.2 Study 2**

( to examine the centrality of the hero features identified in the previous study through feature rating by independent samples.)

**3.2.1 Methods** (Prototype analyses)

**3.2.2 Results and Discussion**

(The highest 13 central features were: patriotic, righteous, dedicated, brave, protect, fearless, responsible, respected, courageous, helpful, moral integrity, inspiration, and determined. The lowest 13 peripheral features were: sacrifice, save, noble, selfless, masculine, decisive, compassionate, exceptional, intelligent, humble, altruistic, strong, and personable. These current findings provide new insight into conceptions of heroes in a collectivistic culture.)

**3.3 Study 3**

(to examine the centrality ratings of features of heroes generated by Chinese participants in the current project and features generated by participants from individualistic cultures in Kinsella et al. (2015a))

**3.3.1 Methods** (Prototype analyses、a discriminant function analysis)

**3.3.2 Results and Discussion**

(①There are both cultural differences and similarities in lay conceptions of heroes between individualistic and collectivistic cultures.

②Participants tend to rate the features associated with their cultural values as being more related to their personal view of the features of heroes.)

**3.4 Study 4**

(to examine further whether hero features that distinguish between Chinese and American participants when used to describe a target person lead to the impression that the target person is considered a hero.)

**3.4.1 Methods**

The study followed a 2 (Cultures: American vs. Chinese) × 3 (Conditions: American-related features, Chinese-related features, and Neutral features) mixed design, with cultures as the between-participants variable and conditions as the within-participant variable.

**3.4.2 Results and Discussion**

(Participants would evidence a stronger identification of heroes when their cultural features were used to describe the target person.)

**3.5 Study 5**

( to investigate whether there are cultural differences in perceptions of different types of heroes (i.e., martial, civil, social).)

**3.5.1 Methods**

The study followed a 2 (Cultures: American vs. Chinese) × 3 (Conditions: Civil Heroes, Martial Heroes, and Social Heroes) mixed design, with cultures as the between-participants variable and conditions as the within-participants variable.)

**3.5.2 Results and Discussion**

(These findings strongly confirm cultural differences in perceptions of different types of heroes (i.e., civil, martial, social) and provide further evidence that cultural values may influence the understanding of heroes.)

**3.6 Study 6**

(to examine the influence of individualistic and collectivistic values on the perception of those heroes.)

**3.6.1 Methods**

The study followed a 2 (Cultures: American vs. Chinese) × 3 (Conditions: Civil Heroes, Martial Heroes, and Social Heroes) mixed design, with culture as the between-participants variable and conditions as the within-participants variable.

**3.6.2 Results and Discussion**

(The perception of heroes may be shaped by various characteristics that people tend to focus on, which are often linked to their cultural values.)

**4. General Discussion**

The research examined differences in the perception of heroes between American and Chinese participants. The findings demonstrate essential cultural differences in the perception of features of heroes and how individualistic and collectivistic values influence perception of different types of heroes. These studies offer an important first step toward understanding cultural differences in perceptions of heroes in individualistic and collectivistic cultures and provide a crucial foundation for further development and application of research on heroes and heroism.

**5. Meanings and Limitations**

Meanings:

①These studies represent an important step toward understanding conceptions of heroes in a collectivistic culture and how cultural values influence the identification of heroes.

②Second, the current findings contribute to a deeper understanding of how culture shapes perceptions and that using the psychology of heroism helps to understand human behavior within and across cultures.

③Third, our work makes important contributions to the development of methodology in cross-cultural psychology by using a prototype analysis to examine cultural differences in lay understandings of a concept.

Limitations:

①They have only identified features of heroes among Chinese participants.

②Following previous studies (e.g., Joo et al., 2019; Shi et al., 2021), they used the first two steps in the prototype approach to generate features of heroes and assess the centrality of these features. It may be possible for future research to include additional measures of prototypicality (e.g., reaction times).

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