

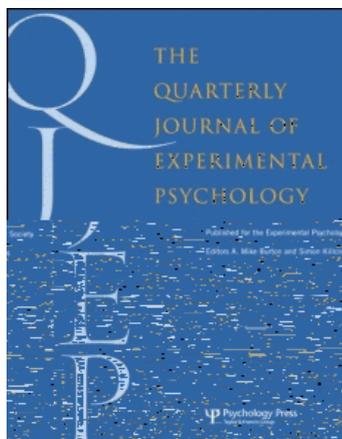
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Self-construal priming modulates the scope of visual attention

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Self-construal priming modulates the scope of visual attention

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Abstract. The present study examined whether self-construal priming modulates the scope of visual attention. Participants were primed with either individualistic or collectivistic self-construals before viewing a target scene. Results showed that individualistic priming led to a narrower scope of visual attention compared to collectivistic priming. These findings suggest that self-construal priming modulates the scope of visual attention.

Keywords: Self-construal; Visual attention; Priming; Collectivism; Individualism.

The present study examined whether self-construal priming modulates the scope of visual attention. Participants were primed with either individualistic or collectivistic self-construals before viewing a target scene. Results showed that individualistic priming led to a narrower scope of visual attention compared to collectivistic priming. These findings suggest that self-construal priming modulates the scope of visual attention.

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The present study investigated the effects of a 5-
 day period of physical activity on the accuracy of
 150 m, 200 m, 250 m, and 350 m. We believe that
 the results of this study will be useful for
 the development of training programs for
 the improvement of performance in these
 events. The results of the present study
 showed that the accuracy of the 150 m
 event was significantly improved after
 5 days of physical activity. The results
 of the present study also showed that
 the accuracy of the 200 m, 250 m,
 and 350 m events was not significantly
 improved after 5 days of physical activity.

Results and discussion

The present study investigated the effects of a 5-
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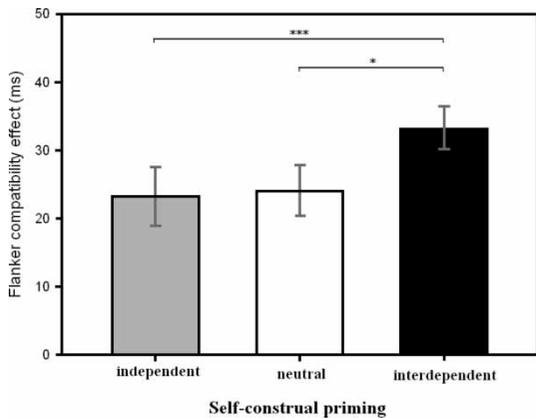


Figure 1. Illustration of the modulation of the flanker compatibility effect (FCE) by self-construal priming. The FCE was indexed by the difference in reaction times (RTs) between incompatible and compatible stimuli (i.e., FCE effect = RTs to incompatible stimuli minus RTs to compatible stimuli). The positive FCE indicates faster RTs to compatible than to incompatible stimuli.

In the present study, we examined the effect of self-construal priming on the flanker compatibility effect (FCE). Participants were primed with either independent, neutral, or interdependent self-construals before performing a flanker task. The FCE was calculated as the difference in reaction times between incompatible and compatible trials. Results showed that the interdependent group exhibited a significantly larger positive FCE compared to the independent and neutral groups, indicating faster reaction times for compatible trials.

EXPERIMENT 2

Method

Participants

A total of 30 Chinese participants (8 males, 22 females), aged 20–28 years ($M = 20.2$ years), participated in Experiment 2. All participants were students at the University of Hong Kong and had no prior experience with the task. They received a monetary reward for their participation.

S i l i a d e d e
 The present study examined the effect of self-construal priming on the flanker compatibility effect (FCE). Participants were primed with either independent, neutral, or interdependent self-construals before performing a flanker task. The FCE was calculated as the difference in reaction times between incompatible and compatible trials. Results showed that the interdependent group exhibited a significantly larger positive FCE compared to the independent and neutral groups, indicating faster reaction times for compatible trials.

Results and discussion

Consistent with previous research, the interdependent group showed a significantly larger positive FCE compared to the independent and neutral groups. This finding suggests that self-construal priming modulates the flanker compatibility effect, with interdependent individuals showing a stronger bias towards compatible stimuli.

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GENERAL DISCUSSION

Cross-cultural differences in self-construal have been well documented (e.g., Markus & Nuriel, 2000; Markus & Nuriel, 2003). ...
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 e l - c ... a p f ... d p f d c e p p e
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Our findings are consistent with previous research (e.g., Markus & Nuriel, 2000; Markus & Nuriel, 2003) ...
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 a ... e b a a f e ... e d e p e d e
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 e f e d l l e f e l f ... e l e p e e d
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