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*Psychological Reports: Mental & Physical Health*

*Department of Psychology  
Peking University*

*Department of Psychology  
Peking University*

*Department of Psychology  
Peking University  
Learning and Cognition Lab  
Capital Normal University*

*Summary:*

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*ET AL.*

*Self, Culture, and the Self-reference Effect*



*ET AL.*

*The Present Study*

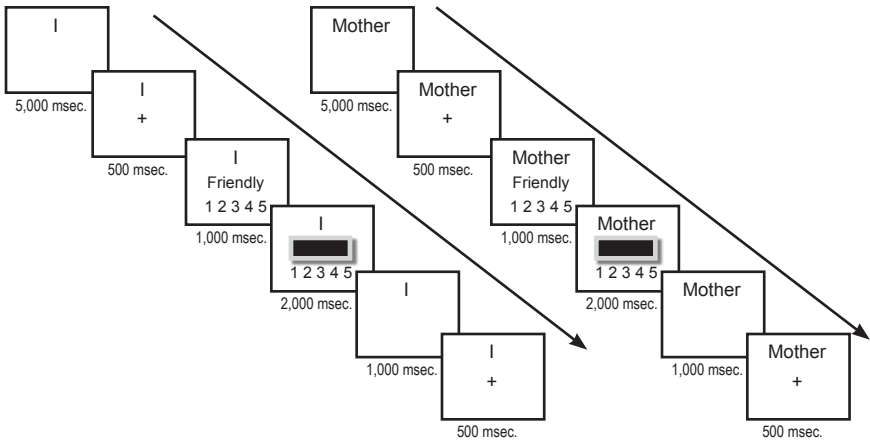
*Participants*

*M*

*SD*

*Stimuli and Equipment*

*Design and Procedure*



$t$

$M^{(t)}$   $SD^p$

$t$

$t$   $p^M$   $SD$   $M_t$   $SD$

$F$   $p$   $F$   $\eta$   $p$   $\eta^2$

$F$   $\cdot$  *post hoc*  $F$   $p$   $\eta$

$ps$

$p$

$p$

---



---

$n$		$n$	
$M$	$SD$	$M$	$SD$

---



*ET AL.*

*memory*

*Levels of processing in human*

*Journal of Personality and Social Psychology,*

*Psychological Science*

ET AL.

*Journal of Personality and Social Psychology*

*Journal of Experimental Social Psychology*

*Psychology Bulletin*

*Psychology,*

*Sinica*

*Acta Psychologica Sinica*

*ence in China: Series C*

*NeuroImage*

*Journal of Experimental Social*

*Acta Psychologica*

*Sci-*

*Accepted May 30 2012*