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The authors explored the positive mental effects of the National Day celebration on the participants — the undergraduate volunteers of Peking University, and discussed in details its possible mechanism. Through distributing questionnaires before and after the celebration, the research found the National Day celebration could significantly increase individuals' sense of national identity, and also tested the mediation of sense of national identity. Result showed that the National Day celebration could promote participants' volunteering willingness and life satisfaction; sense of national identity, rather than the affective reaction, was the mediator variable between them. According to the self-presentation theory, National Day celebration would enhance sense of nation identity and self-esteem. The results were also discussed in terms of theoretical and practical implications.

National Day celebration; sense of national identity; social identity theory

[2] Cialdini [3]

[1]

(social identity theory)

2011-02-17

2011-03-29

: 2011-08-20

: <http://www.cnki.net/kcms/detail/11.2442.N.20110820.1500.001.html>

“9· 11” , 195

[4 5] , 195

[6] , 2009

10 1 , 60

8 2 2009 12 21 , 2009

100%

3 [7] : Diener [11]

(satisfaction with life scale), 5 (: , 7

[8-9], , 1 , 7

Cronbach 0.79 0.76

[10] 6 (: , 5

, 1 , 5

0.76 0.83

: Rosenberg^[12] (self-esteem scale, SES), 10 (: , 4 , 1

, 4 , 8 (

[13], 9

0.78

1: : Leach [14]

15 “ ”

2: “ ” “ ”,

3: (,)

7 , 1 , 7

0.94

[15]

390 2008 (positive and negative affect schedule, PANAS),

Watson [16] 18, 2 ((1, 387)=32.52, <0.001), (: 387)=32.52, <0.001), (=22.85) (=20.47); ((1, 387)=155.29, <0.001), (=22.68) (=20.64); ((1, 387)=136.97, <0.001), 0.91 0.84, 0.71 0.68 :

ANOVA, 3 ((1, 385)=7.43, <0.01), (=5.743) (=5.532); ((1, 385)=54.53, <0.001), (=5.70) (=5.58); ((1, 385)=86.06, <0.001),

ANOVA, 1 ((1, 387)=26.35, <0.001), (=21.02); ((1, 387)=25.97, <0.001)

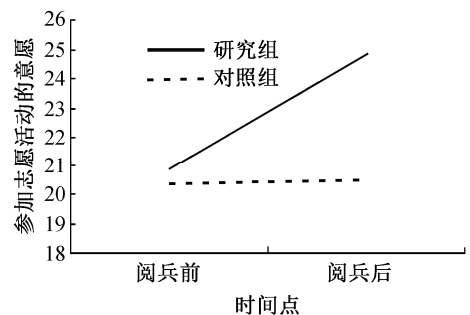


Fig. 2 Willingness to volunteering at different times

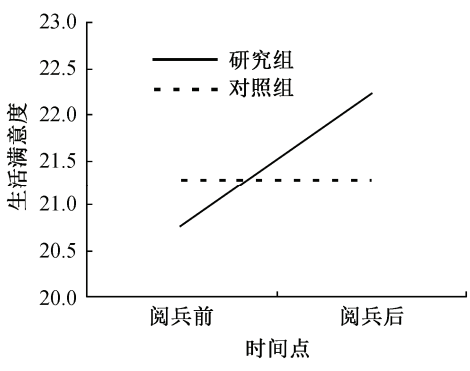


Fig. 1 Satisfaction with life at different times

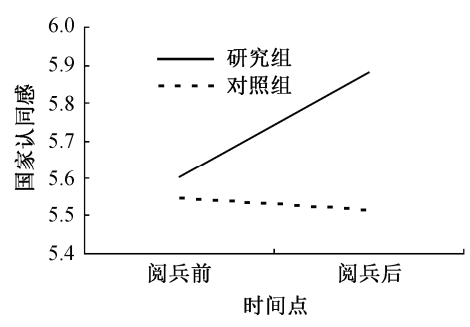


Fig. 3 Sense of national identity at different times

2
 , 4
 ((1, 385) = 11.58,
 (=28.05)
 <0.01), (=25.55); ((1, 385)
 = 67.45, <0.001),
 (=28.08) (=25.52);
 ((1, 385) = 75.26,
 <0.001) ,
 (=25.67
 =30.42),
 2

Baron [17]
 : 1) ANOVA
 ; 2) ANOVA
 ; 3)
 1) , ANCOVA

1 ,
 , Sobel
 (=3.44, <0.01)
 2; Sobel = 2.58, <0.01)

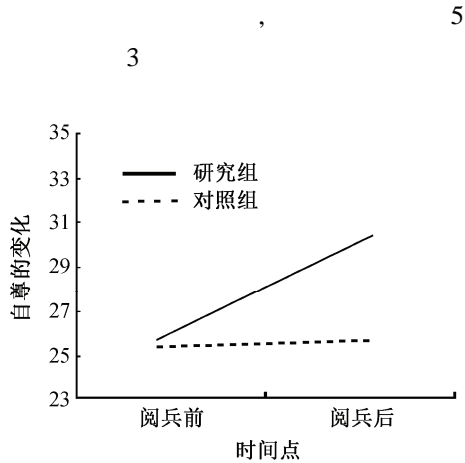


Fig. 4 Self-esteem at different times

Table 1 Mediation effect of sense of national identity between celebration participation and willingness to volunteering

Δ		
0.46**	0.13	71.51**
0.42**	0.11	53.07**
0.38**		
0.18**	0.03	15.20**

: ** $p < 0.01$

Table 2 Mediation effect of sense of national identity between celebration participation and satisfaction with life

Δ^2		
0.23**	0.032	13.13**
0.42**	0.112	53.07**
0.16*		
0.15**	0.018	7.59**

: * $p < 0.05$; ** $p < 0.01$

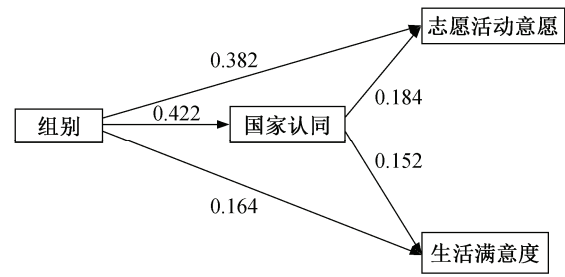


Fig. 5 Mediation model

Liu [18]

Phinney [19]

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