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Experiment 1: SCT Weakens Positive Associations With Self-Face

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Participants.

Stimuli and procedure

Priming procedure.

IAT procedure.

Results and Discussion

A List of the Categorization Tasks in Implicit Association Test in Experiment 1

Structure	α_{H}	α_{D}
	Me	H
	H	H
	Me + H	H + H
	Me + H	H + H
	H	H
	Me + H	H + H
	Me + H	H + H

Table 1
Mean Response Accuracy (%) in Experiment 1

	Me +		Me -	
	M	SD	M	SD
Me +	91.5	2.5	88.5	3.5
Me -	88.5	3.5	85.5	4.5

Experiment 2a: SCT Priming Weakens Self-Advantage in Face Recognition

Experiment 2a was designed to test the hypothesis that SCT priming weakens self-advantage in face recognition. Participants were presented with a series of faces, some of which were associated with a reward (Me +) and some with a punishment (Me -). The faces were presented in a sequence, and participants were required to respond to each face. The results showed that SCT priming weakens self-advantage in face recognition, as participants showed a significant decrease in response accuracy for Me + faces compared to Me - faces.

Method

Participants. Twenty-four participants (12 male, 12 female) took part in Experiment 2a. They were all students at the University of Cambridge and had no prior experience with the task. The mean age was 20.5 years ($SD = 1.5$).

Stimuli and procedure. The stimuli consisted of 24 faces, 12 of which were associated with a reward (Me +) and 12 with a punishment (Me -). The faces were presented in a sequence, and participants were required to respond to each face. The procedure was as follows: Participants were presented with a face, and they had to decide whether they wanted to see the face again (Yes) or not (No). If they chose Yes, they received a reward (Me +) or a punishment (Me -) depending on the face. If they chose No, they moved on to the next face.

Experiment 2a was designed to test the hypothesis that SCT priming weakens self-advantage in face recognition. Participants were presented with a series of faces, some of which were associated with a reward (Me +) and some with a punishment (Me -). The faces were presented in a sequence, and participants were required to respond to each face. The results showed that SCT priming weakens self-advantage in face recognition, as participants showed a significant decrease in response accuracy for Me + faces compared to Me - faces.

Results and Discussion

The results of Experiment 2a showed that SCT priming weakens self-advantage in face recognition. Participants showed a significant decrease in response accuracy for Me + faces compared to Me - faces. This was reflected in the reaction times, which were significantly longer for Me + faces than for Me - faces. The results are summarized in Figure 1.

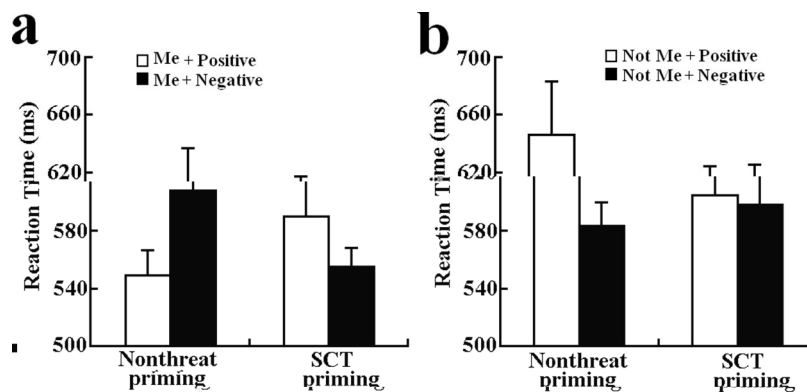


Figure 1. Reaction Time (ms) for Me + and Not Me + faces under Nonthreat and SCT priming conditions. (a) Me + faces. (b) Not Me + faces. Error bars represent standard error.

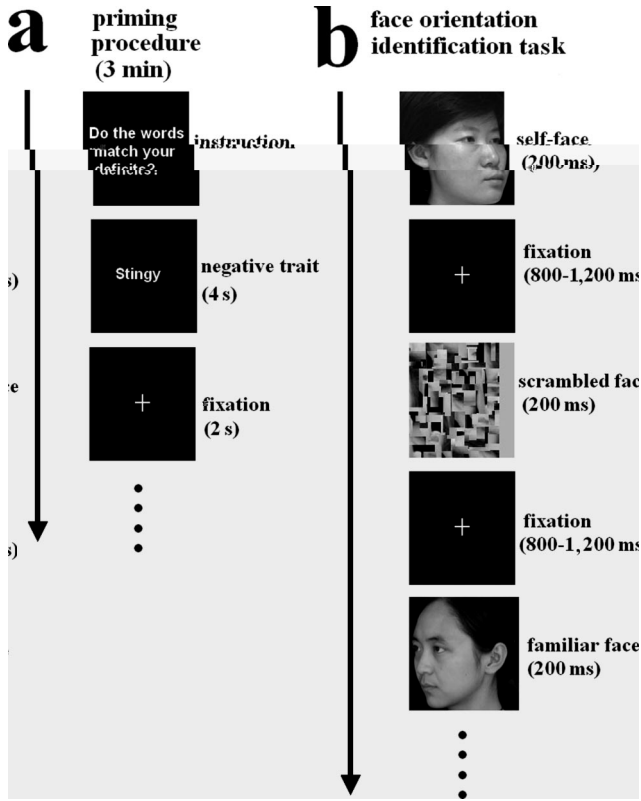


Figure 2. 

($p > -$)

$$t(\eta) = \frac{F(\eta)}{p} < \dots$$

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Table 2
Mean Response Accuracy (%) in Experiment 2a

	$\mathcal{F}_1(\mathcal{F}_2)$		$\mathcal{F}_2(\mathcal{F}_1)$	
	M	SD	M	SD
$\mathcal{F}_1 \cup \mathcal{F}_2$	1.00	1.00	1.00	1.00
$\mathcal{F}_1 \cap \mathcal{F}_2$	0.00	0.00	0.00	0.00
$\mathcal{F}_1 \setminus \mathcal{F}_2$	0.00	0.00	0.00	0.00
$\mathcal{F}_2 \setminus \mathcal{F}_1$	0.00	0.00	0.00	0.00

Experiment 2b: Self-Referential Processing Is Essential for the SCT Effect

Experiment 2b was designed to test the hypothesis that self-referential processing is essential for the SCT effect. In Experiment 1, participants were asked to judge whether a target word was a synonym or antonym of a source word. In Experiment 2b, participants were asked to judge whether a target word was a synonym or antonym of a source word that was related to the source word. The results of Experiment 2b showed that the SCT effect was not observed when the target word was not related to the source word. This suggests that self-referential processing is essential for the SCT effect.

Method

Participants. Thirty-two undergraduate students (16 males and 16 females) participated in Experiment 2b. They were all psychology majors and had not taken any psychology courses before. Their ages ranged from 18 to 22 years old ($M = 19.5$, $SD = 1.2$). They were all native English speakers and had no history of neurological or psychiatric disorders.

Experiment 2b was designed to test the hypothesis that self-referential processing is essential for the SCT effect. In Experiment 1, participants were asked to judge whether a target word was a synonym or antonym of a source word. In Experiment 2b, participants were asked to judge whether a target word was a synonym or antonym of a source word that was related to the source word.

Stimuli and procedure. The stimuli consisted of 100 word pairs. Each word pair consisted of a source word and a target word. The source words were all nouns, and the target words were all verbs. The word pairs were presented on a computer screen. Participants were asked to judge whether the target word was a synonym or antonym of the source word. They were also asked to judge whether the target word was a synonym or antonym of a source word that was related to the source word.

Results and Discussion

The results of Experiment 2b showed that the SCT effect was not observed when the target word was not related to the source word. This suggests that self-referential processing is essential for the SCT effect.

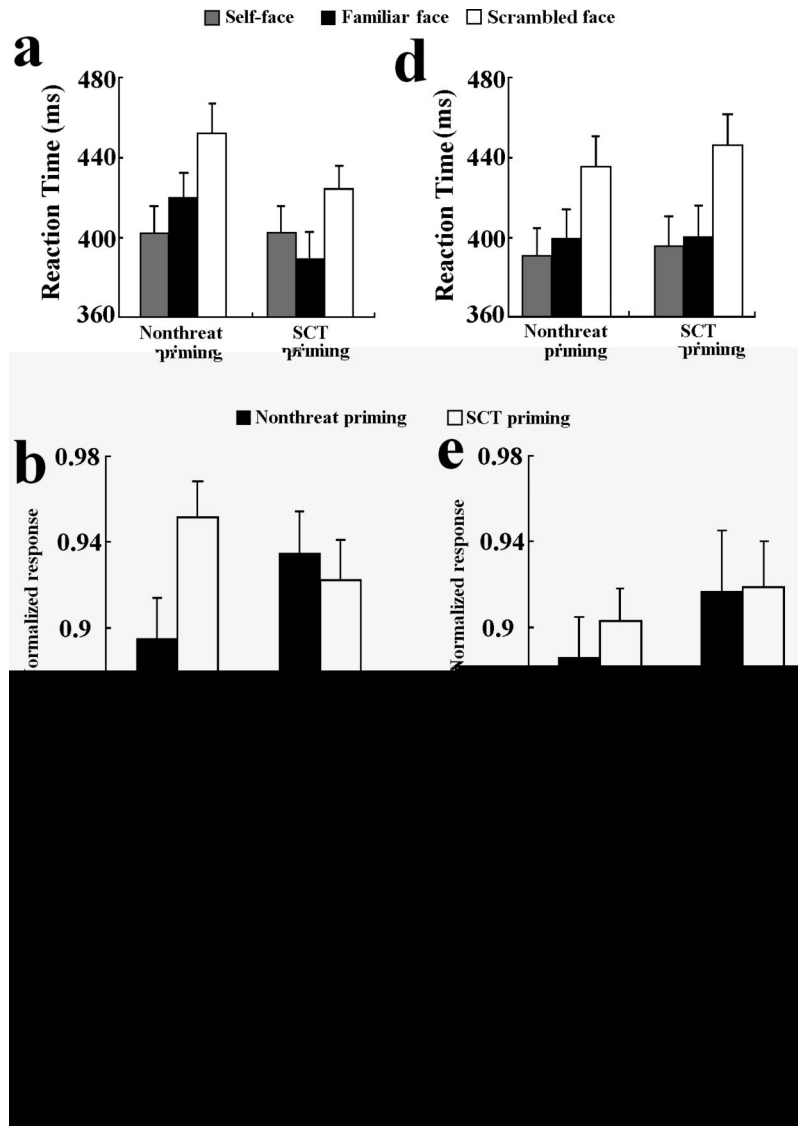


Figure 5. Reaction times (ms) for Self-face, Familiar face, and Scrambled face conditions under Nonthreat and SCT priming. Normalized responses for Nonthreat and SCT priming conditions.

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(M & ...)

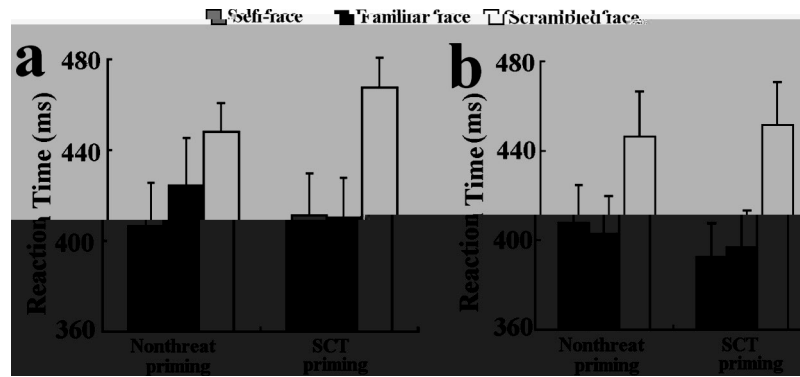


Figure 6. Reaction times (ms) for Self-face, Familiar face, and Scrambled face conditions under Nonthreat priming and SCT priming. Error bars represent standard error.

General Discussion

The IPA Theory of Self-Advantage in Face Recognition

The IPA theory of self-advantage in face recognition suggests that individuals have a cognitive bias to process their own faces more efficiently than other faces. This bias is rooted in the evolutionary advantage of recognizing one's own identity and social status. The theory posits that the self-face advantage is not merely a result of familiarity but a deeper cognitive mechanism. This mechanism involves the integration of social and emotional information, which is more readily processed for one's own face. The theory also suggests that this advantage is not limited to face recognition but extends to other social interactions and decision-making processes. The IPA theory provides a comprehensive framework for understanding the self-face advantage and its implications for social behavior and cognitive processing.

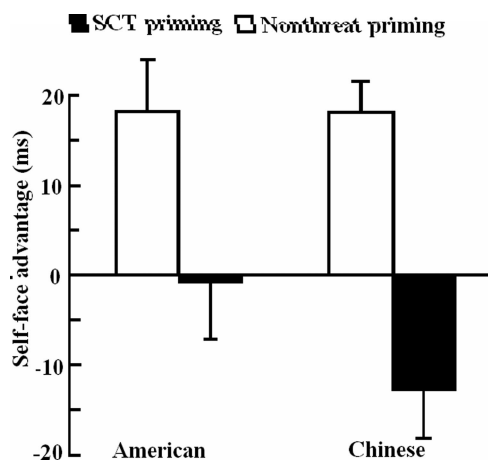


Figure 7. Self-face advantage (ms) for American and Chinese participants under SCT priming and Nonthreat priming. Error bars represent standard error.

The IPA theory of self-advantage in face recognition is a comprehensive framework that explains the self-face advantage in face recognition. It suggests that individuals have a cognitive bias to process their own faces more efficiently than other faces. This bias is rooted in the evolutionary advantage of recognizing one's own identity and social status. The theory posits that the self-face advantage is not merely a result of familiarity but a deeper cognitive mechanism. This mechanism involves the integration of social and emotional information, which is more readily processed for one's own face. The theory also suggests that this advantage is not limited to face recognition but extends to other social interactions and decision-making processes. The IPA theory provides a comprehensive framework for understanding the self-face advantage and its implications for social behavior and cognitive processing.

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