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**MARKETING 399 RESEARCH PAPER**

**CROSS-CULTURAL MEMORY DIFFERENCES FOR ADVERTISEMENT**

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**PURPOSE OF THE STUDY**

Many have claimed that our world is becoming a huge global village where all will be similar, it is important to acknowledge that cultural differences<sup>^</sup>reexist (several psychology studies have proven that differences across culture groups do exist.) These inevitable differences have important effects on us, causing differences in perceptions, values and perhaps even memories.

In this study, we are interested in finding out if the cultural differences between the East and the West indeed affect our memories; and if so, how does it affect. Through the findings and the results, we could perhaps discover how people of the Western culture remember better and how companies could then tailor their printed advertisements to strike more lasting impressions in this culture group. Similarly for the Asian consumers, if our study hypothesis proves to be right, firms may wish to employ more congruent and social-oriented advertisement designs to induce better consumer memory for their brand names.

Our study might even offer some explanations as why certain types of advertisements are not as effective with one culture versus another, assuming that the product in concern is equally applicable and familiar in both cultures.

## ABSTRACT

Many previous studies have shown that the Chinese culture is characterized by its holistic way of processing information and American culture by its individualistic manner. In this study we wanted to examine whether this cultural difference in information processing would contribute to a difference in memory performance. In addition, we were also interested in finding out if the memory would be affected when subject to different priming stimuli. The results of our experiment indicated that culture affects memory performance. We however could not come to a satisfying conclusion as whether different external stimuli would affect memory. We could only conclude that Americans remembered better or could recall more of the advertisement details when verbally primed. There is however no evidence to prove that Chinese remember better when visually primed.

*Not exactly.*

*as  
feq  
↓*

*than when visually primed?*

*compared to what?*

## **CROSS-CULTURAL DIFFERENCES IN ADVERTISEMENT MEMORY**

### **Background Information**

The way East Asians (Chinese, Korean and Japanese) process information has always been distinguished as holistic and relational. This simply means that parts exist within wholes and their relationship is inseparable. An example to illustrate this would be in Chinese writing system. Each individual Chinese character consists of a radical and another part(s) to become a meaningful whole. This holistic and context-dependent way of thinking may be attributable to their culture and society. Chinese culture is highly collectivist and group-oriented. Their social behavior is primarily based on relationships with others and with the environment. On the contrary, the Western society emphasizes and cultivates individualism. The American culture in particular is person-centered and tend to isolate the individual from relationships, roles, and social contexts when determining causes of behavior (Morris, Nisbett & Peng, 1995).

### **HYPOTHESES**

The two key purposes of this study were to find out if culture differences affect memory performance and if memory performance deviates when subjected to different stimuli.

#### **Hypothesis 1**

In accordance to the first study objective, we hypothesize that culture differences would cause differential memory performance. Given the holistic information-processing characteristic of the Eastern Asians, we hypothesize that the Chinese would have better memory when exposed to a social oriented environment. They would gather all the different

pieces of information from the given situation, group them and remember the details as a whole. The Westerners, in the contrary, would outdo the Asians when given information in details or in solidarity, since they are shown to be more analytical and tend to isolate information from its context.

We devised an advertisement-related memory task, consisting of product advertisements on two different kinds of backgrounds for the study purpose. The products are set in two different kinds of settings, either social or asocial. In the social backgrounds, the scenes are congruent to the product categories, either of people interacting with each other or with the product, while simple outlines of random and repetitive shapes make up the asocial backgrounds.

Given the different ways of processing information, we expected the Chinese participants to remember better advertisements with social backgrounds. The American participants on the other hand were expected to score better with the asocial backgrounds than with the social ones. Since Americans process information by singling out the relevant pieces, the rich information presented by the social backgrounds might distract them and cause them to perform not as well with social context advertisements.

*compared with  
asocial ads.  
context*

### Hypothesis 2

The second hypothesis we hold is that different <sup>stimuli</sup> ~~stimulants~~ would cause differences in memory performances. Since previous studies have shown that the Asian cultures are more holistic, <sup>in their processing</sup> we expected the Chinese to perform better when stimulated visually. The Americans are expected to do well when primed verbally as they are more analytical and detail oriented.

*more  
analytical*

We administered either a verbal or a visual priming test for each participant before they embarked on the advertisement memory test. We predicted the following results:

- a) Chinese subjects who were given the visual task would have better memory than Chinese who were given the verbal task;
- b) American subjects who were given the verbal task would have better memory than Americans who were given the visual task;
- c) Among subjects who were given the visual priming task, the Chinese would have better memory performance than the American subjects;
- d) Among subjects who were given the verbal priming task, the Americans would have better memory performance than the Chinese subjects would.

## **METHOD**

### **Participants**

All 53 subjects recruited for this study were University of Michigan undergraduate students (aged 18-23 years,  $M = 20.5$ ). The 27 Caucasian American participants were chosen from a participant pool of Business School students. They were remunerated course credits for taking part in the experiments. The 26 Chinese participants were recruited from the university's international student associations (mainly Hong Kong Students Association and Singapore Students Association) and by word of mouth. They are either Chinese from Hong Kong, Singapore, Taiwan, or Mainland China. These subjects were compensated \$8 to \$10 for their participation.

In order to be qualified for our study, American and Chinese subjects had to be proficient in English or Chinese respectively. This is because the Americans would perform the experimental tasks in English whereas the Chinese would perform theirs in traditional

Chinese. We also wanted to ensure that the subjects were able to correctly understand and complete their language version of the study materials.

Since the Chinese participants are undergraduate students studying in the United States, we had to ensure that they had not been acculturated (i.e., undergone psychological and social processes in response to a changing cultural context; Berry, Poortinga, Segall & Dasen, 1992) during their years in college. To resolve this problem, we initially screened them for the number of years they had lived in North America. If the subjects lived in North America for a total of less than five years, their chances of preserving their Chinese culture were higher; hence, were welcomed to participate in the study.

To double-check that the data for Chinese subjects was not skewed by their acculturation, we included in the task materials an English or Chinese version of Singelis' (1994) Self-Construal Scale (SCS). The P-levels of the SCS results were all higher than 0.10; therefore, none of the results were significantly different. This implied that the Chinese subjects are similar with the Americans in terms of independence measures. We attributed this to the fact that the Chinese participants have been studying in the U.S. for at least two years and have gained a significant level of independence while their stay away from home. During their stay here, they might have assimilated to the American culture too.

It is to be noted that the Chinese participants have an overall higher score for inter-dependence measure than the American counterparts. Though we had expected the Chinese to be less independent than the Americans, we suffice the higher inter-dependence measure as the cultural difference between the two groups.

The above finding might distort the results of our overall research. However, the significance of its distortion is unknown. We assumed that the distortion could not be great



because we had the initial screening process whereby Chinese subjects who lived in North America for more than five years were prohibited from participating in our study. In addition, our Chinese subjects have an average of 12.3 years of formal education in the Chinese Language in their respective country of origin.

### **Test Materials and Procedure**

Bilingual research assistants individually administered the half-hour study to participants in either Chinese or English. The Chinese-speaking participants were given verbal and written instructions both in Mandarin Chinese and English, while the American participants were provided with the equivalent instructions in English. Each participant was then given a test booklet containing five separate tasks. The tasks in both the Chinese and English booklets were essentially the same, with the only difference in the language medium. Each participant was also informed that the purpose of our research was to investigate public perceptions of print advertisements.

The first part of the test booklet consists of a priming task. Half of the participants received the verbal priming task while the other half the visual one. In the visual priming task, participants were given ten picture questions. Each question consisted of a pattern picture with a missing piece. The task was to select the best fitting piece from four alternatives. In the verbal task, each subject was to form ten words with alphabets from each of the three given words. Due to the difference in language constructs, the Chinese verbal priming task required each participant to form ten Chinese characters with the same radical as each of the three given characters.

Right after the priming task, each participant was shown 12 printed advertisement prototypes. There were two separate sets of ad prototypes, both having the same product categories. Set A consisted of six product advertisements in colored social backgrounds, with the remaining six products in asocial (i.e. black and white plain repetitive patterns) background. Set B carries the same 12 products, but each product was set in the alternative background as in Set A. All ad prototypes were arranged in the same sequence in both sets. The ad prototypes, which had written on it the product category and product brand name, were prepared both in English and Chinese.

Half of the participants were given set A while the other half, set B. The participants were shown the ads right after the priming task and were instructed to look through them carefully. The ads were taken away from the participants before they proceeded with the second part of the booklet.

In the second part, the participants were given two open-ended questions, product category / brand name matching questions, and lastly, attitudinal questions. In the open-ended questions, the participants were asked to recall as many details as they could regarding the advertisements they had been shown. In the matching test, participants were asked to identify if each brand name was paired with the correct product category as were in the ads (The product brand names that appeared on the ad prototypes and questions were generic names created by the researchers. A pretest on the created names was conducted to ensure the generality of the names. No existing or established names were used to prevent memory effects from previous knowledge). In the last part, participants were asked their attitudes toward each of the ad seen.

The third and last section of the booklet constituted of the Self-Construal Scale (Singelis, 1994) and a demographic questionnaire, gathering data on age, gender, and language knowledge. After completing our study session, the participants were debriefed, thanked, and compensated for their participation.

### **Dependent Measure: Memory**

The primary dependent measures of memory were based on the three tests in the second section of the booklet. The tests were two recall tests and a name-matching test.

In the recall tests, the participants were given two open-ended questions. In the first question, they were asked to recall as many details regarding the ads that they were shown. In the second open-ended question, the participants were asked their personal opinions regarding the ads seen. With these two tests, we were attempting to find out if the individuals could better remember the ads, product categories and/or brand names when the ad was set in a social background or in an asocial background. The brand name / product matching test was designed with the same motive.

### **Results**

After collecting the 53 completed surveys, we coded the results on Microsoft Excel. We next transferred the data and ran it in the SAS System. From the output generated by the program, we were able to find the following:

### Hypothesis 1: Effects of Cultural Differences on Memory

The product category / brand name matching task results indicated that Americans had better memory than their Chinese counterparts, irregardless of the priming and the ads backgrounds (social or asocial.) Moreover, when we compared the effects of the social and asocial backgrounds on the recall, the data did not show a significant difference ( $P > 0.01$ .) This meant that the results from the matching task did not prove our hypothesis that Chinese have better recollection of information when they were given a social background.

Most of the results from the recall task suggested that ethnicity affects memory; however, they supported that overall Americans had better memory of the advertisements. Nevertheless, there was one instance when the data showed otherwise. In the recall of brand names in social backgrounds, we found that Chinese remembered more of the information when primed visually and Americans remembered more when primed verbally. Not only was this the one and only result that supported Hypothesis 1, it also supported Hypothesis 2.

One interesting point to take note from the recall results was the amount of correct and incorrect matches of background / brand name, background / product category, and brand name / product category. For all matches, Americans had the higher scores for both the numbers of correct and incorrect answers. From our judgment, we attributed this to the fact that Americans tend to reveal all information they know, disregarding whether the information is accurate or not. Chinese are inclined towards only writing information they feel are correct.

## Hypothesis 2: Visual or Verbal Priming Effects on Memory

By contrasting the data on the number of remembered items from both the Chinese and American groups, and from both the visual-primed and verbal-primed groups, we have arrived at the following conclusions.

Within the verbal-primed group, the Americans have a significantly better recall rate than the Chinese ( $P < 0.1$ .) This result is consistent through out all the recall tests on brand names, product categories and background recollections. In addition to that, we also found that the American recall results are relatively better when given asocial backgrounds. These two outcomes have proven point (d) in the second hypothesis.

Within the American subject group, we however cannot find a conclusive answer as to whether Americans remember better when primed verbally or visually. Two tests (total number of brands remembered and background / name match) gives significance level less than 0.1, meaning that the verbally primed Americans remembered significantly better than the visually primed Americans; however, the same result is not seen in other tests. Hence, we cannot conclude positively to point (b) of the hypothesis.

We also fail to prove points (a) and (c) in our second hypothesis. Though a few results attest that Chinese recalls better when primed visually, not all test results are supportive of such a conclusion. Similarly, although the mean scores of remembrance for visually primed Chinese is higher than that of the visually primed American group, the difference is not significant enough to draw a positive conclusion to point (c).

## **Summary**

On one hand, our research has successfully concluded that ethnicity or culture in general does affect one's memory. In the case of commercial advertisements, Americans have a better recall ability than the Chinese participants do. On the other hand, our study has failed to resolve if human memory performance in fact can be affected by different external stimuli. Though some of our experiment results support our hypothesis, others do not. To be cautious, we shall conclude that there is no significant difference in memory when subjected to different primes.

There are a few points that we feel necessary to highlight here. The issue on Chinese acculturation, as mentioned previously, might constitute a potential error in our research. According to Singelis (1994), Asians from Asia or who are still living in their country of birth, have low scores for independence but high scores for interdependence, while the Westerners have high independence scores and low interdependence scores. Contrast to this research conclusion, our Chinese participants (mainly international students from Hong Kong and Singapore) have a relatively high independence score, while maintaining high interdependence figures. This understanding may hurt the credibility of our research, as the Chinese participants are not as "Asian" as we initially expected.

It is also to be noted that Singapore and Hong Kong are presumably the two most Westernized countries in the East (colonial backgrounds), and that in Singapore, all students receive English education since kindergarten. This may help to explain why the participants are more "Westernized" (scoring high for the independence study) than other Asians. Similarly, these undergraduate students have been living here for at least 2-3 years without their families. This could possibly explain why their independence score is not significantly

different from the American undergraduates, since both are living away from home and learning independence.

Our test result has shown that Chinese has not as good a memory as their American counterparts. However, we feel that this may not be necessary true. Given that these international students are pursuing their undergraduate degrees in a totally American environment, they have little chance to use their Chinese Language (since majority of their brain processing work would be done in the English language.) Despite a high language proficiency (almost 95% of the Chinese participants answered the open-ended recall questions in total Chinese, demonstrating a high level of language proficiency; While a few sprinkled their responses with English terms), the lack of use and practice might have somehow impaired their Chinese language skills. This might lead to a lower recall.

In the meantime, it is also noted by a fair number of the Chinese participants that they found the brand names difficult to remember. They pointed out that these names are direct translations and they felt that these names do not 'fit' the respective product categories. It is true that all brand names are directly translated and that the brand names are generic, so as to minimize any possible correlation with the product categories. Though it is justified that the American participants had to work with the same generic names, it is possible that the names are easier to remember in English than in Chinese, given the difference in language construct. If we were to repeat the same experiment, it may be a better idea to adopt totally different brand names for the two languages chosen, so as to prevent any foreign-sounding terms.

It's a nicely executed experimental study which required lots of work.  
The paper could however have been ~~be~~ written up better. There were some conceptual issues that ~~could~~ could have been better addressed. The results needed to be referenced properly.

### REFERENCES

Berry, J.W., Poortinga, Y.H., Segall, M.H., & Dasen, P.R.. (1992). Cross-cultural psychology: research and applications. Cambridge: Cambridge University Press.

Morris, M.W., Nisbett, R.E., & Peng, K.. (1995). Causal attribution across domains and cultures. Oxford: Clarendon Press.

Singelis, T.M. (1994). The measurement of independent and interdependent self-construals. Society for Personality and Social Psychology, 20, 580-591.



## APPENDIX

- 1) English Version of Questionnaire with visual priming
- 2) English verbal priming test
- 3) Chinese Version of Questionnaire with visual priming
- 4) Chinese verbal priming test
- 5) Ad prototypes set A (English)
- 6) Ad prototypes set B (English)
- 7) Data Output

## **General instructions**

This booklet contains five separate study tasks.

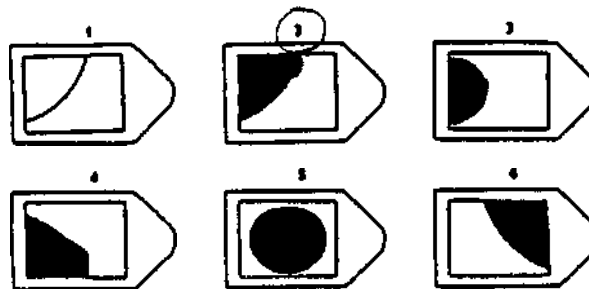
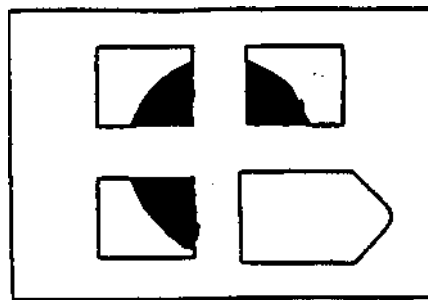
The first one is a brief, five- minute task, intended to put you in a relaxed but thinking mode before commencing the main study. Then in the main section, you will be shown copies of advertisement prototypes. Right after that, you will answer questions related to the ads that you have just been shown. Next, you will perform an intriguing mind teasing task and answer some questions that determine how representative you are of the general population.

Please read and follow instructions that will be stated before every task very carefully. If you have any questions, please raise your hand and the administrator of the study will help you. Please do NOT interrupt the study by asking your questions out loud. It is important that your comments not influence others.

Complete each page in this booklet in the order it appears. Please look up now and indicate to the administrator that you are ready; please wait for further instructions.

**Study Task:**

**In this task, you will be asked to make judgements about patterns. Please look below and you will find a pattern with a piece missing. Each of the small pieces at the bottom of the page is the right shape to fit the space, but do not complete the pattern. Go ahead and circle the number of the piece that completes the pattern. For example, the correct piece to complete the pattern in Question 1 is 2.**

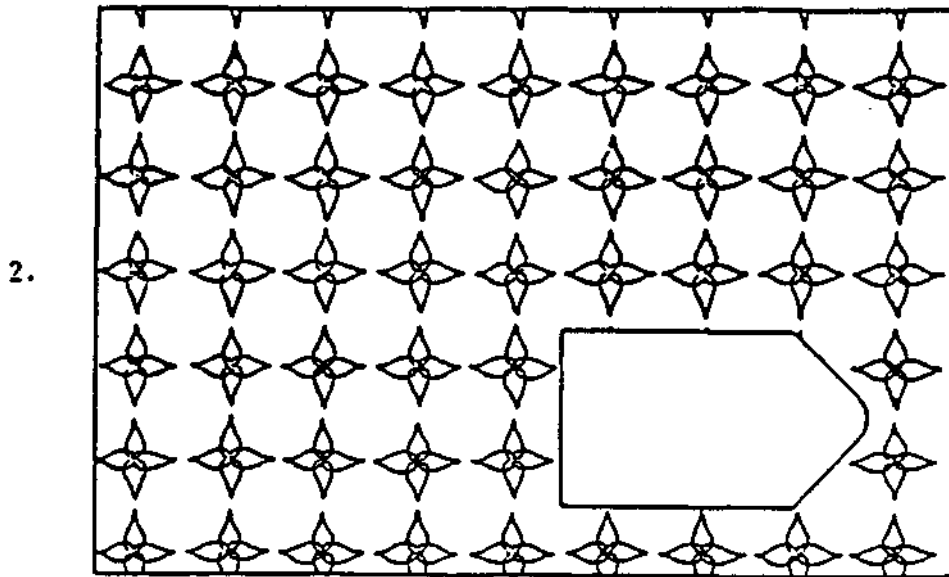


**There are altogether 10 similar questions in this practice (Q.2 — Q.11) The questions are simple at first and get more difficult as you go on. If you pay attention to the way the easy ones go, you will find the later ones less difficult. Try each in turn, going from the beginning to the very end of the task.**

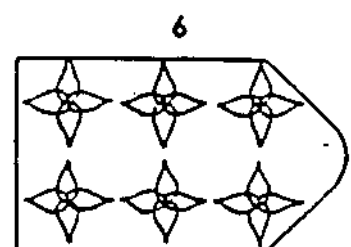
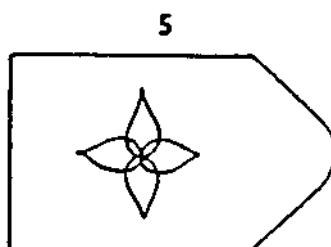
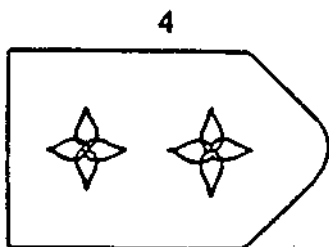
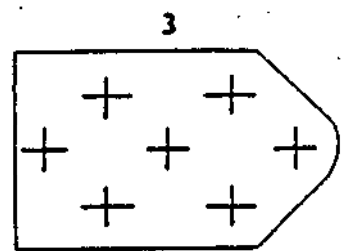
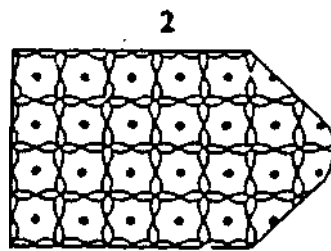
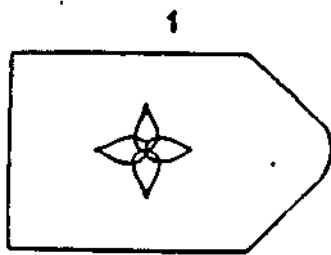
You will be timed as you do the test. Please work as quickly as you can.

**PLEASE DO NOT TURN THE PAGE UNTIL ASKED TO DO SO.**

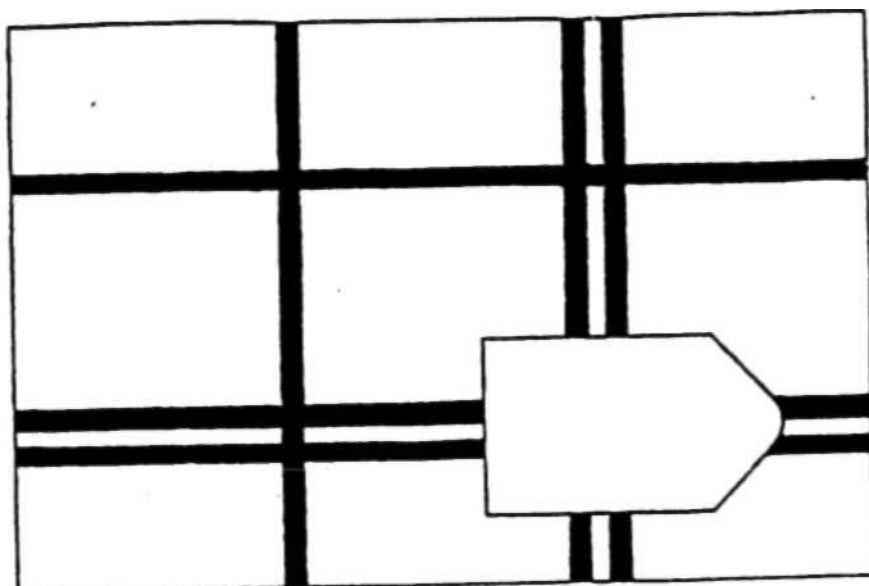
Circle the correct response.



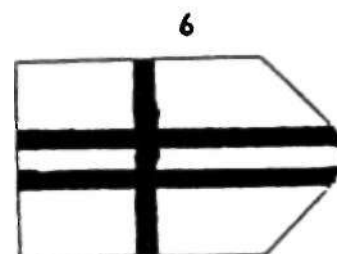
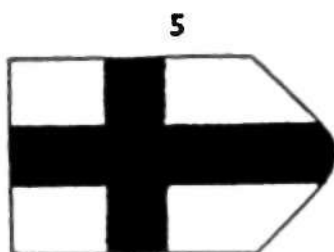
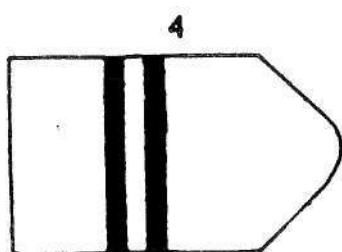
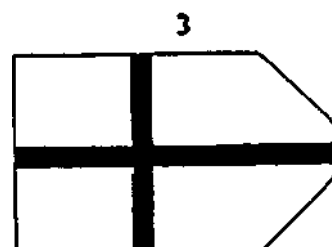
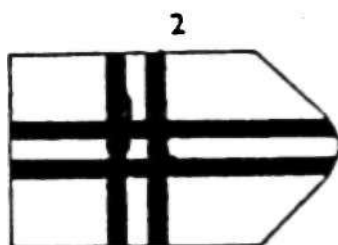
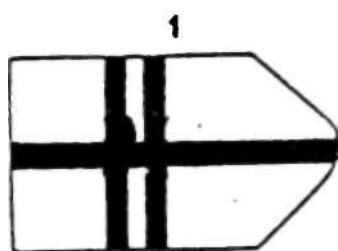
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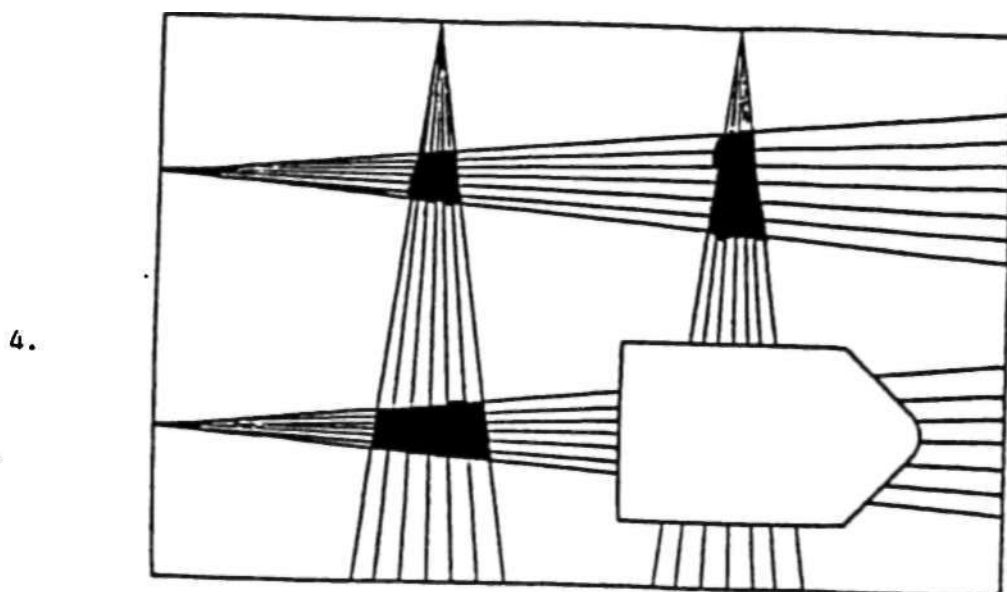


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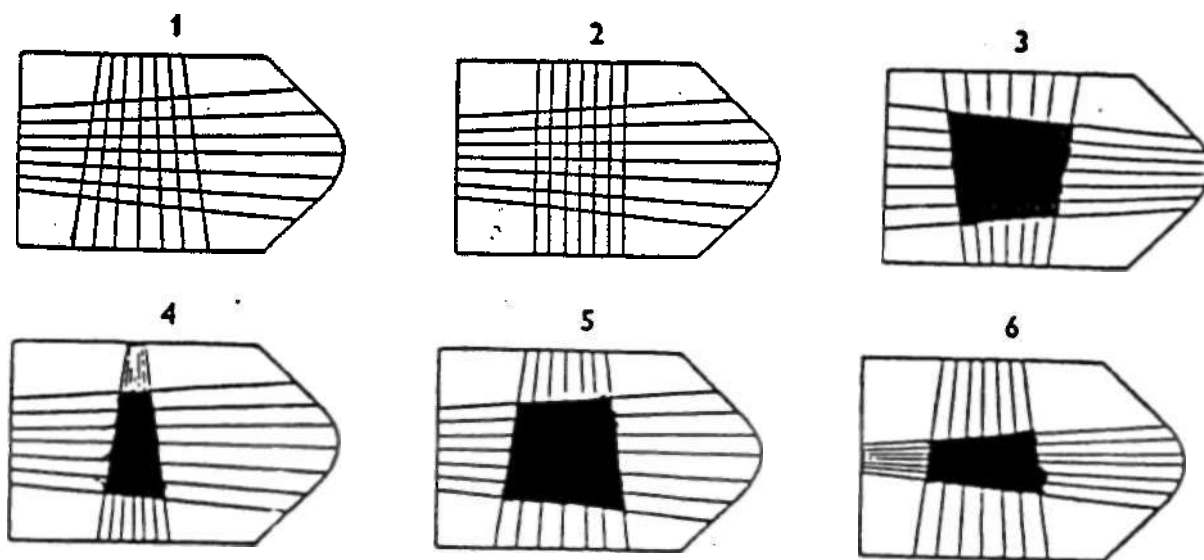


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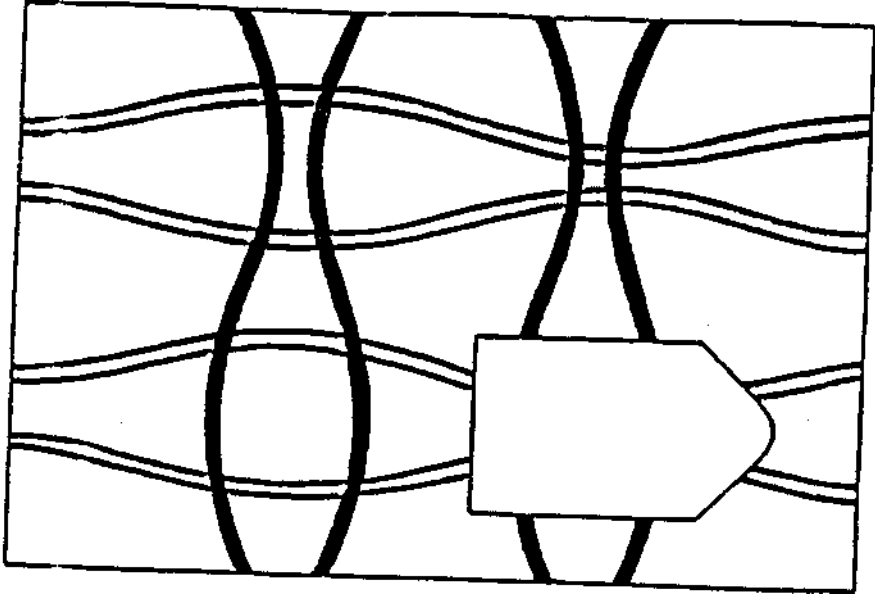




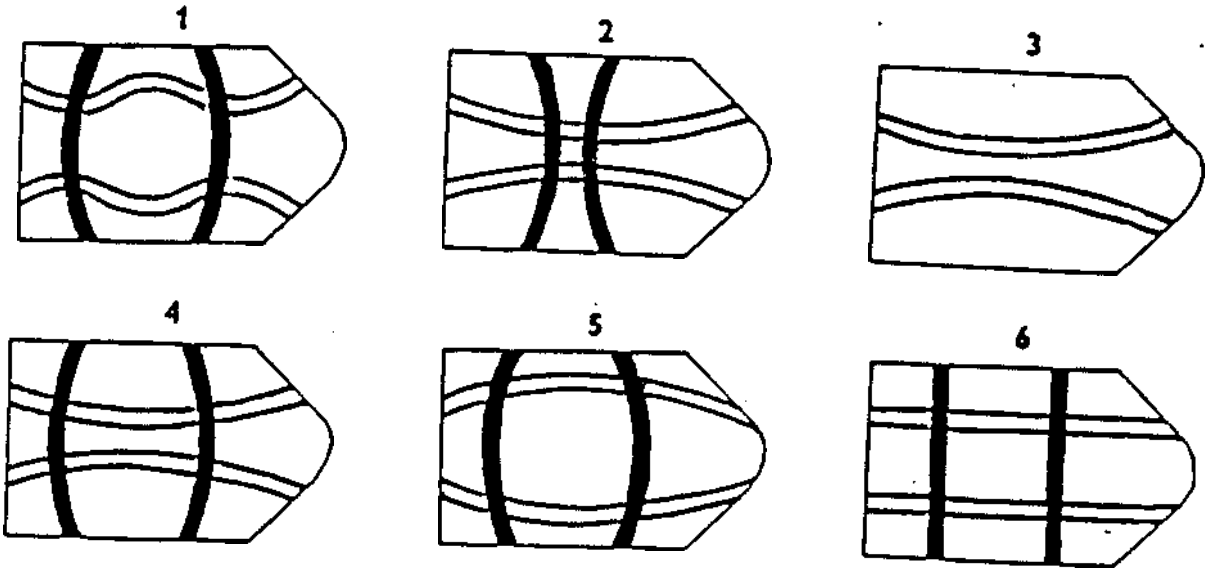
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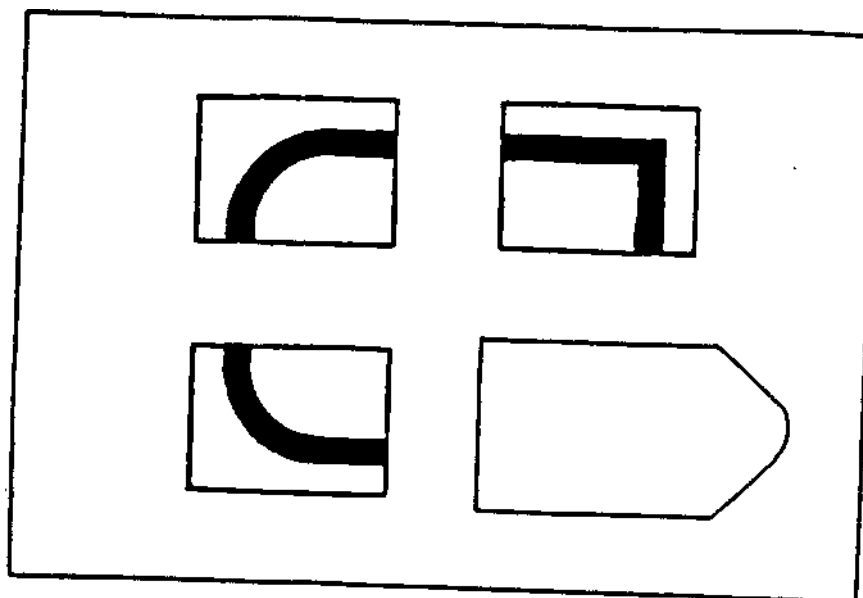
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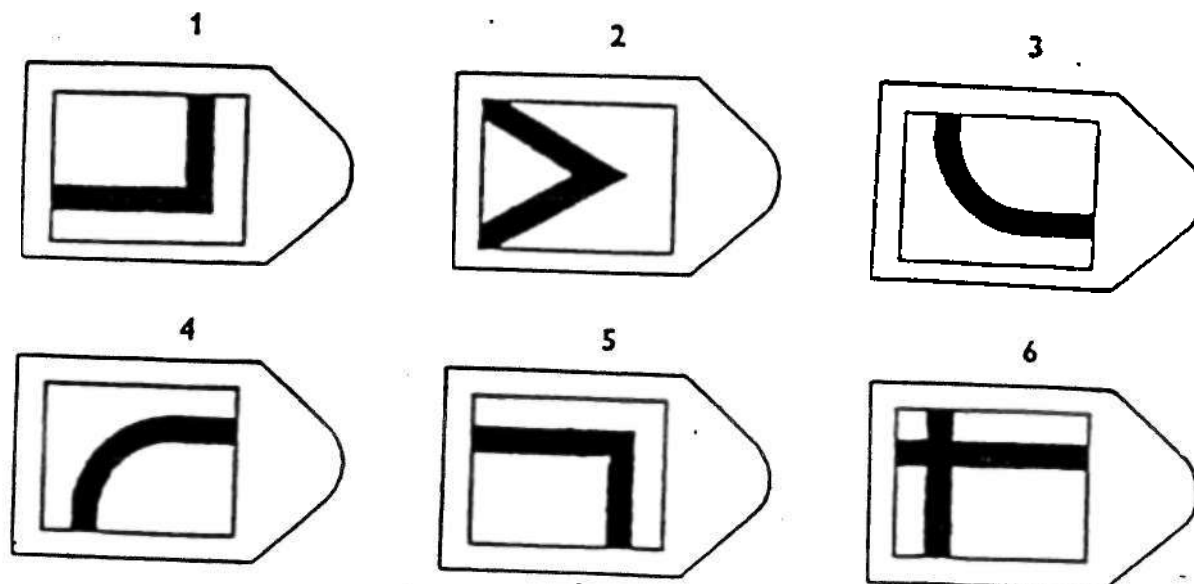
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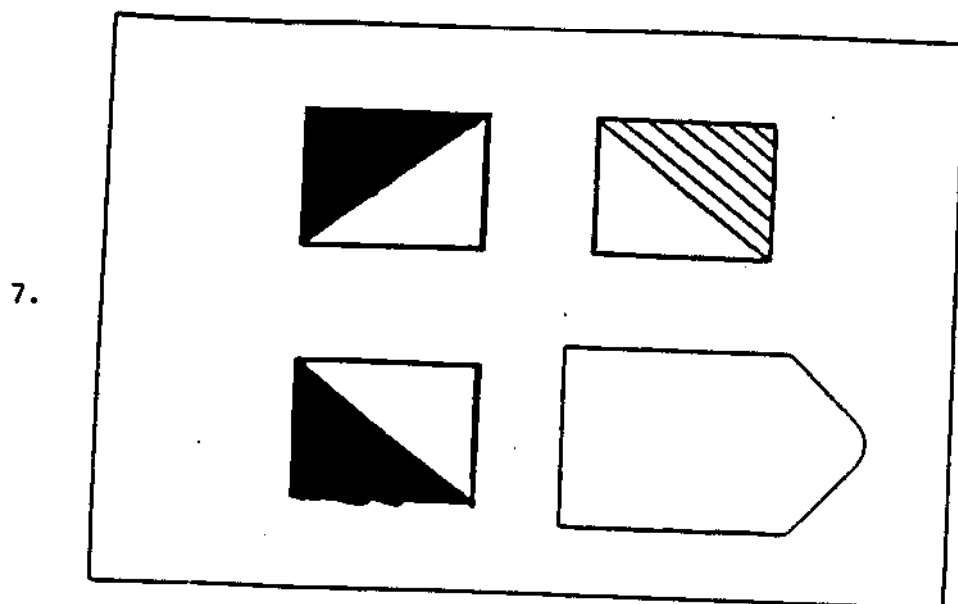
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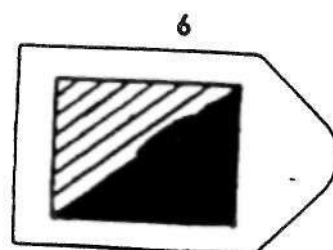
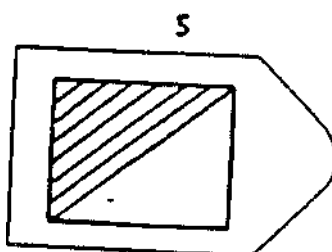
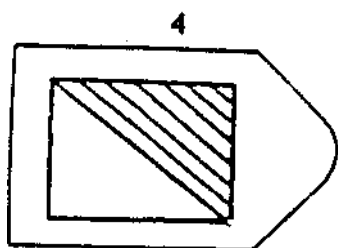
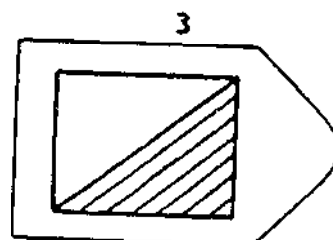
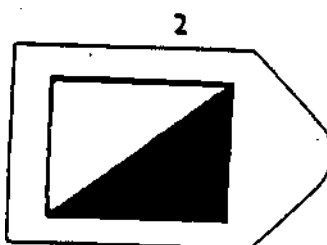
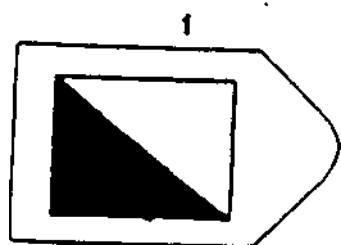
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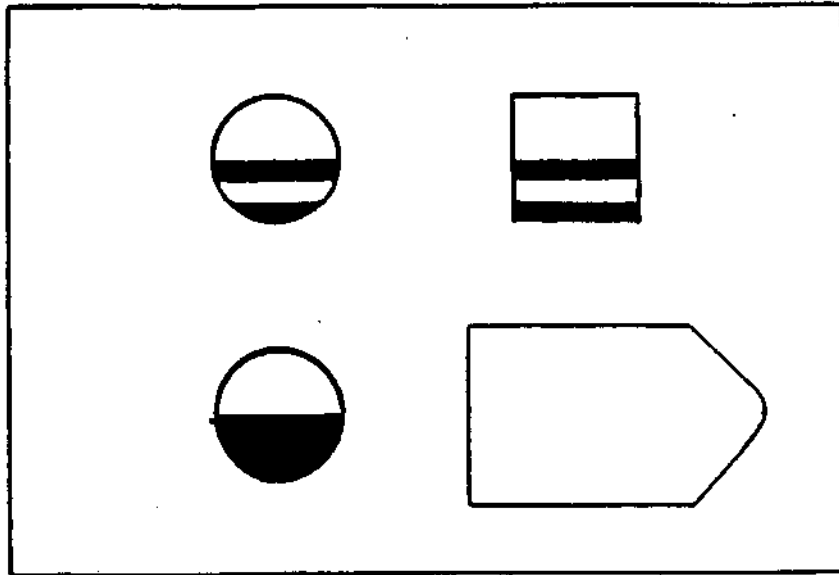




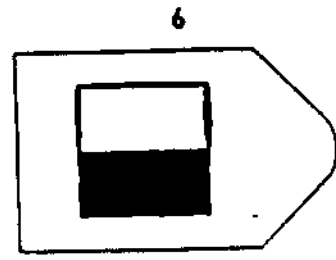
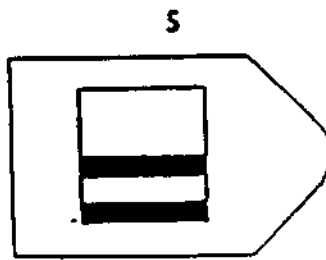
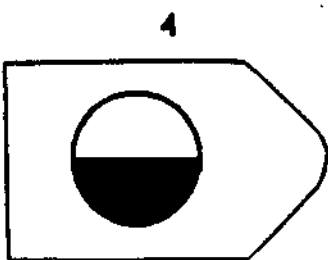
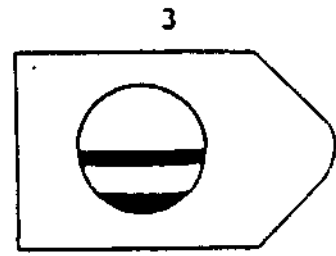
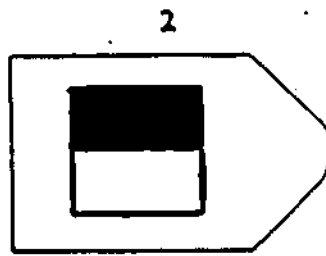
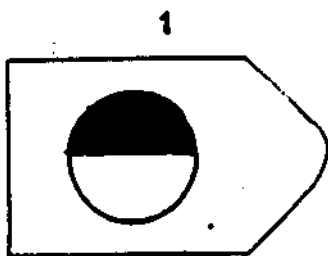
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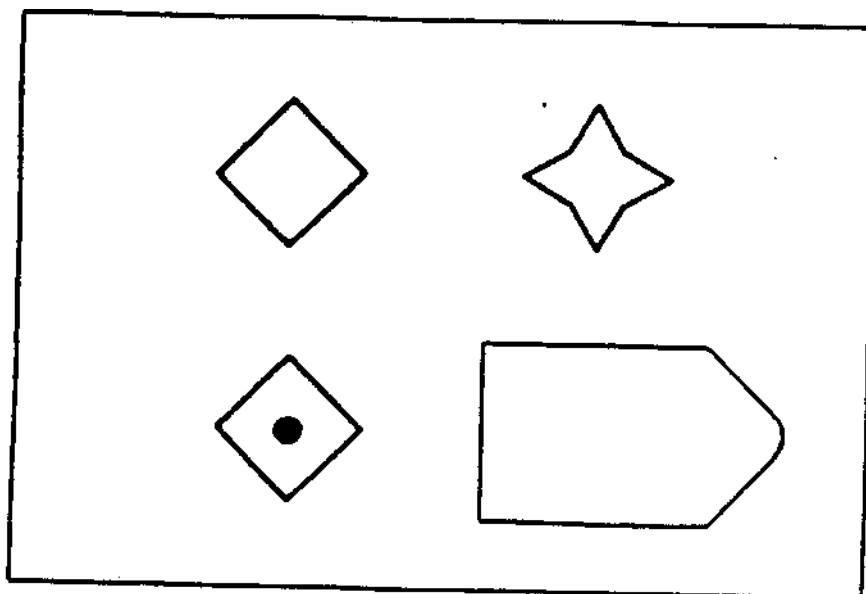
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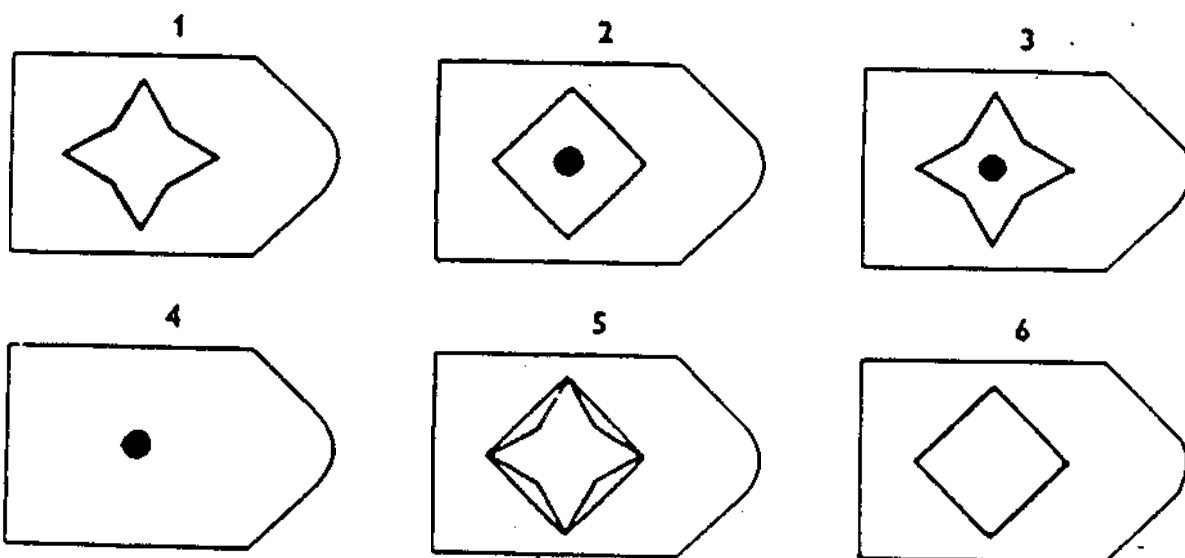
Remember, there is only one best answer.



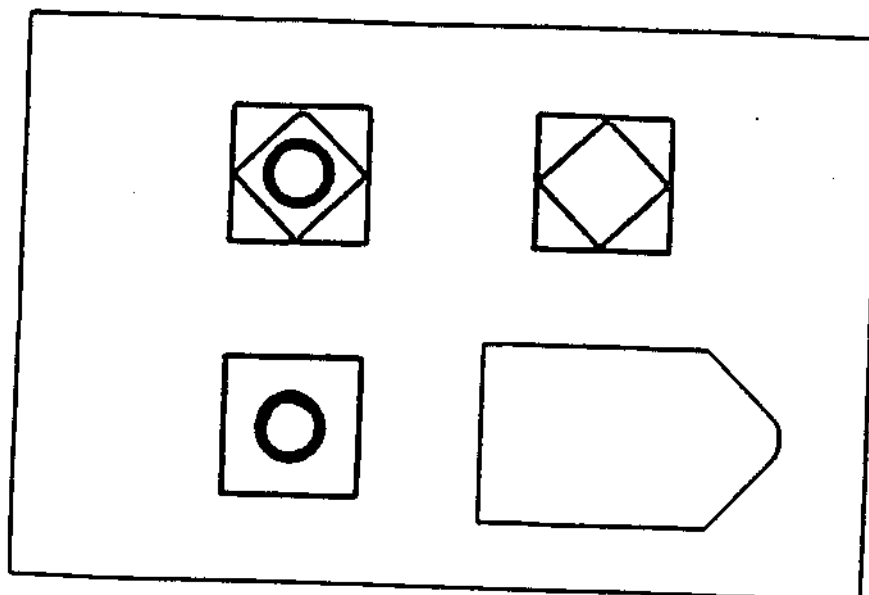
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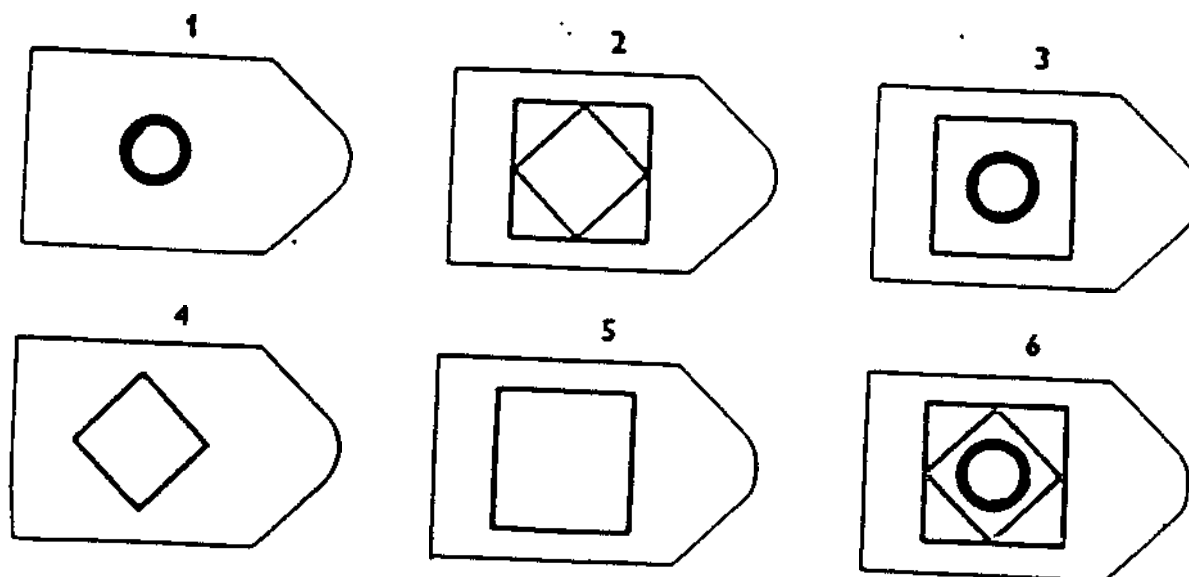
Remember, there is only one best answer.



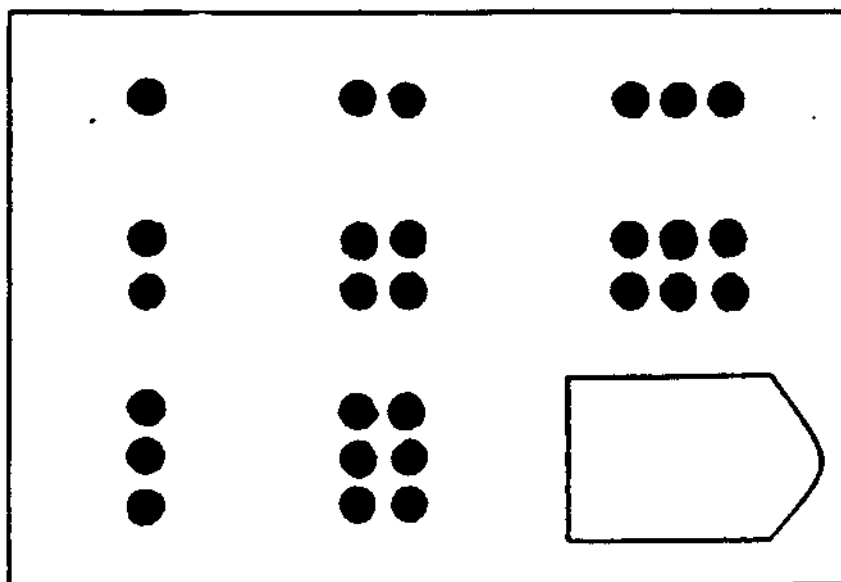
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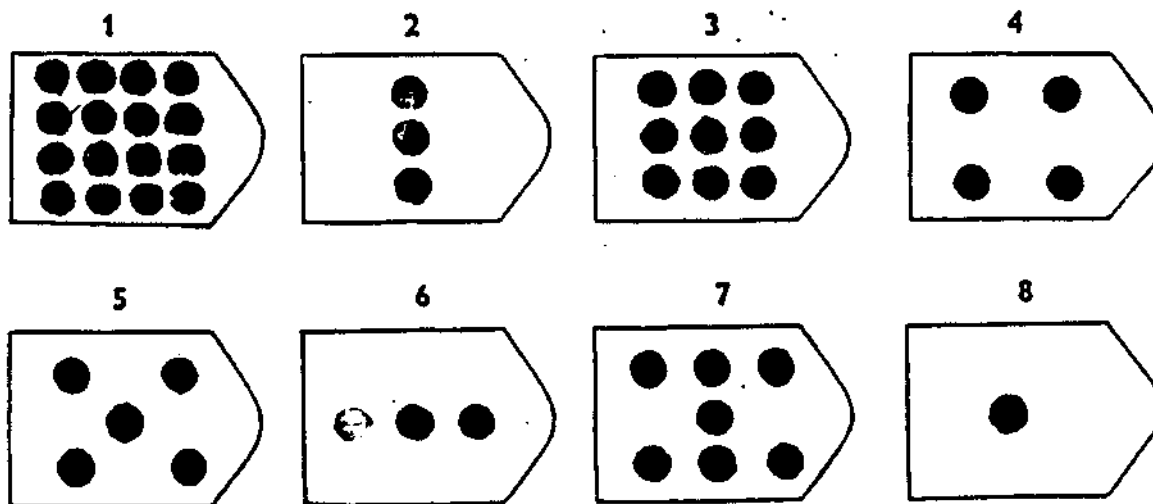
Remember, there is only one best answer.



11.



Remember, there is only one best answer.



STOP.

**Now, we would like to show you 12 advertisement prototypes. These ads are sample ads for future product launch. We will be asking you questions on these products in the following section.**

**Please raise your hand when you are ready to begin.**

**DO NOT TURN THE PAGE UNTIL TOLD TO DO SO**

In the following section, we would like to ask you for your thoughts and feelings about the different products that you have just seen featured in the ads.

Please read the instructions carefully. Feel free to ask for clarifications at any time. It is important that you answer the questions in the order that they appear on the page. Also, please take your time in answering the as it is important for us to get as accurate a picture of your opinions as possible.

Please circle the number that corresponds to your thoughts and feelings on the following pages.









In this task, we would like to find out how memorable you found each of the brand names you saw in the ads. For each pair of the product category and brand name listed below, please circle 'Yes' if you remember the brand name as having been featured in the ads that you saw; and circle 'No' if you do not remember the brand name as having been featured in the ads. It is extremely important that you do not refer back to any of the previous pages.

- |            |               |          |
|------------|---------------|----------|
| 1. Metua   | Camera        | Yes / No |
| 2. Rondy   | Soft Drink    | Yes / No |
| 3. Zenx    | Wrist Watch   | Yes / No |
| 4. Derver  | Color Printer | Yes / No |
| 5. Sher    | Shampoo       | Yes / No |
| 6. Jugue   | SUV           | Yes / No |
| 7. Ioda    | Camera        | Yes / No |
| 8. Jugue   | Wrist Watch   | Yes / No |
| 9. Razol   | Sunglasses    | Yes / No |
| 10. Ioda   | Bicycle       | Yes / No |
| 11. Aidia  | Sunglasses    | Yes / No |
| 12. Derver | Dog Food      | Yes / No |

Continued on the next page.

13. Razol	Bottled Water	Yes / No
14. Zenx	Bicycle	Yes / No
15. Danrael	SUV	Yes / No
16. Lusa	Pain Reliever	Yes / No
17. Rondy	Alcohol	Yes / No
18. Lusa	Soft Drink	Yes / No
19. MeW	Dog Food	Yes / No
20. Sher	Color Printer	Yes / No
21. Aidia	Shampoo	Yes /
22. Endyce	Bottled Water	Yes / No
23. Endyce	Pain Reliever	Yes / No
24. Danrael	Alcohol	Yes / No



Please circle the number that you feel best reflects how you feel about these brands that were featured in the advertisements that you saw. **It is extremely important that you do not refer back to any of the previous pages.**

*Metua Camera*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Jugue SUV*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Aidia Shampoo*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Ioda Bicycle*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Zenx Wrist Watch*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Danrael Alcohol*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Razol Sunglasses*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Derver Dog Food*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Sher Color Printer*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Endyce Bottled Water*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Lusa Pain Reliever*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

*Rondy Soft Drink*

Negative	-4	-3	-2	-1	0	1	2	3	4	Positive
Bad	-4	-3	-2	-1	0	1	2	3	4	Good
Unfavorable	-4	-3	-2	-1	0	1	2	3	4	Favorable

## Instructions

This is a questionnaire that measures a variety of feelings and behaviors in various situations. Listed below are a number of statements. Read each one as if it is referred to you. Below each statement is a scale. Put an 'x' above the number that best matches your agreement or disagreement. Please respond to every statement. Thank you.

- 1 = STRONGLY DISAGREE
- 2 = DISAGREE
- 3 = SOMEWHAT DISAGREE
- 4 = DON'T AGREE OR DISAGREE
- 5 = AGREE SOMEWHAT
- 6 = AGREE
- 7 = STRONGLY AGREE

1. I enjoy being unique and different from others in many respects.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Strongly Disagree						Strongly Agree

2. I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Strongly Disagree						Strongly Agree

3. Even when I strongly disagree with group members, I avoid an argument.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Strongly Disagree						Strongly Agree

4. I have respect for the authority figures with whom I interact.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Strongly Disagree						Strongly Agree



5. I do my own thing, regardless of what others think.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

6. I respect people who are modest about themselves.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

7. I feel it is important for me to act as an independent person.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

8. I will sacrifice my self-interest for the benefit of the group I am in.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

9. I'd rather say "No" directly, than risk being misunderstood.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

10. Having a lively imagination is important to me.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree

11. I should take into consideration my family members' advice when making any life plans.

1   2   3   4   5   6   7

Strongly  
Disagree

Strongly  
Agree







Thank you very much for answering the questions. Before you go, we would like to know a little bit about you. Please answer the following questions. All information provided will be kept confidential.

Gender: 1. Female 2. Male

Age : \_\_\_\_\_

Spoken English Language Fluency : 1. Very Fluent  
2. Proficient  
3. Fair

Is English your First language / Mother tongue? Yes / No

Number of years of Formal English Education : \_\_\_\_\_years

Do you speak any other languages? Yes / No

If yes, please list them all here.

## Study Task

This task is intended to refresh your mind and put you in a relaxed but thinking mode before beginning the main study.

Below you will find 3 words which are followed by 10 blank lines. For each word, try to write down 10 words of 3 or more letters that can be formed from the letters of the word. For example, if the word "maintenance" was presented below, 5 of the words you form might be: main, ten, aim, team, cat. Be sure you see how each of these words might be formed from the word "maintenance."

Now try to identify 10 words that can be formed from the words presented below. Remember that all words must be composed of 3 or more letters. Please try to come up with 10 words for each word but regardless of whether you do so, **DO NOT SPEND MORE THAN 5 MINUTES ON THIS ENTIRE TASK.** Please work as quickly as possible.

inflammatory

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environmental

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complimentary

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## 說明

本冊子內共分五個部分。

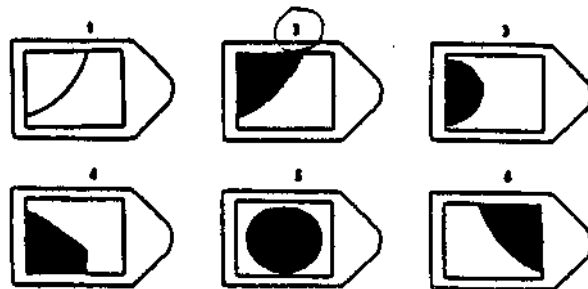
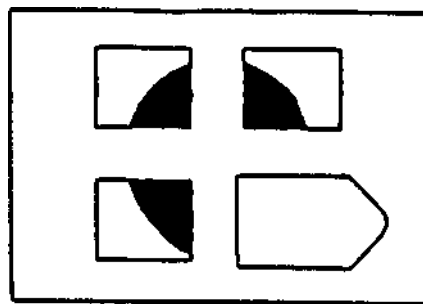
第一部分是一個簡單的頭腦體操，主要是讓你先輕鬆一下，活動活動腦筋。在正式問卷調查開始前，我們會讓你看一些平面廣告的樣板。之後，我們會請你回答一些有關這些廣告的問題。在你完成這些問答後，我們也還將向你收集一些有關你個人的看法和想法。

在你開始回答問題以前，請務必仔細閱讀所有的指示。如有疑問，請舉手。負責的同學會盡量幫助你解決問題。在調查進行期間，請不要大聲喧嘩，以免打擾其他的參加者。

請依順序完成這份問卷。現在，請抬頭，向前看，讓負責同學知道你已準備好，能開始作答了。

練習：

在以下練習中，每一個圖案都缺少了一小塊。在每一個圖案下，有六塊圖案的組成部分，其中之一是和圖案中短缺的那小塊相吻合的。你的任務就是從這六塊中選出可以正確完成圖案的那一小塊，並在相應的號碼上畫圈。例如第一題：正確答案是2，所以要在2上畫圈。



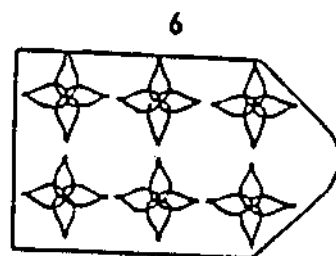
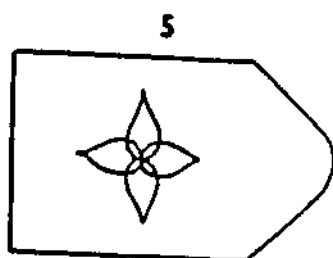
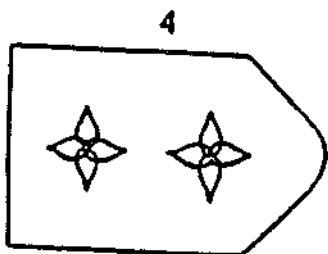
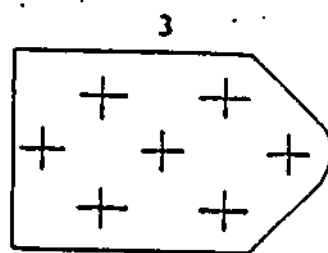
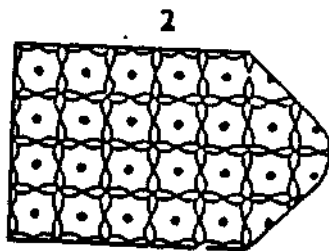
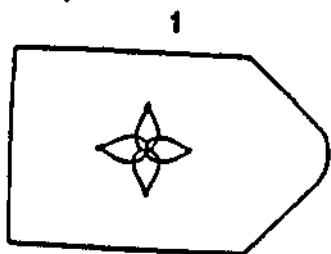
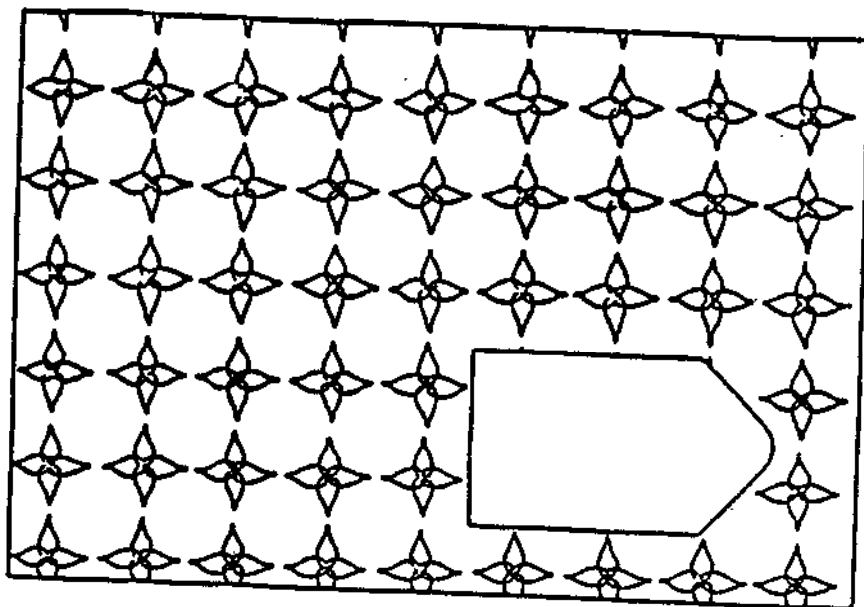
本部分的練習中共有十道類似第一題的題目（Q2 - Q11）難度將會逐題增加。為了讓你逐漸習慣這類題目，請從前面開始做起。我們會為每位參加者計時。請盡量減少花在每一題上的時間。

在負責人未給予指示前，請不要自行翻閱題目。你必須在負責人給予指示後，才可開始做題。

請圈出正確答案的號碼。注意：請選出最適當的答案。

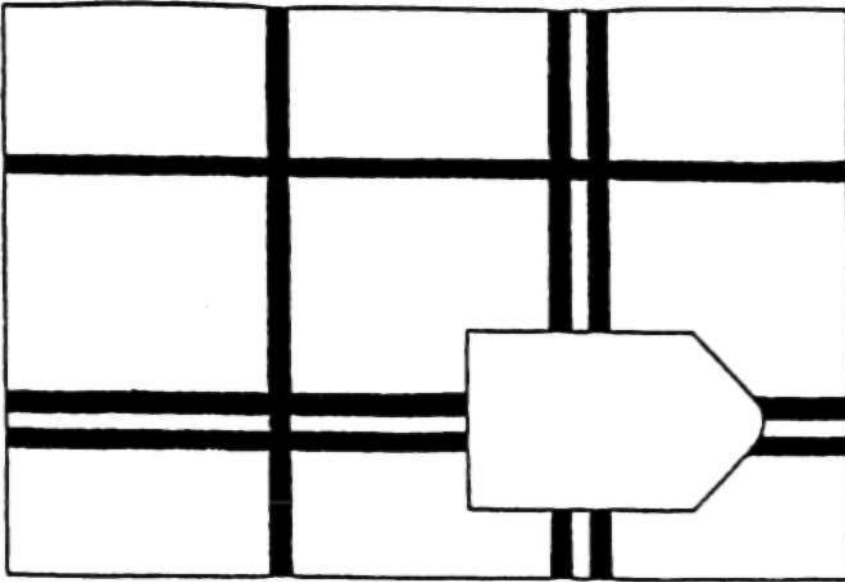


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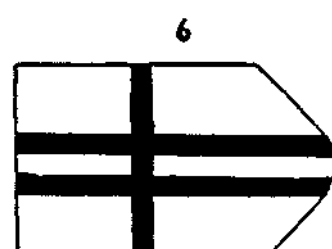
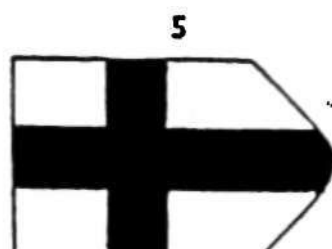
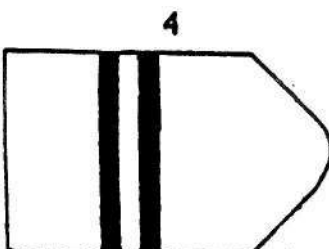
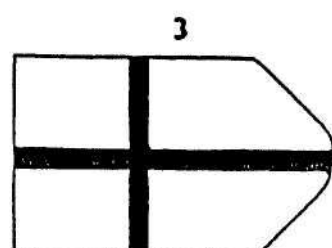
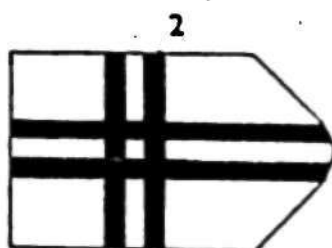
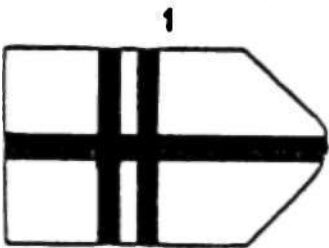


第三題

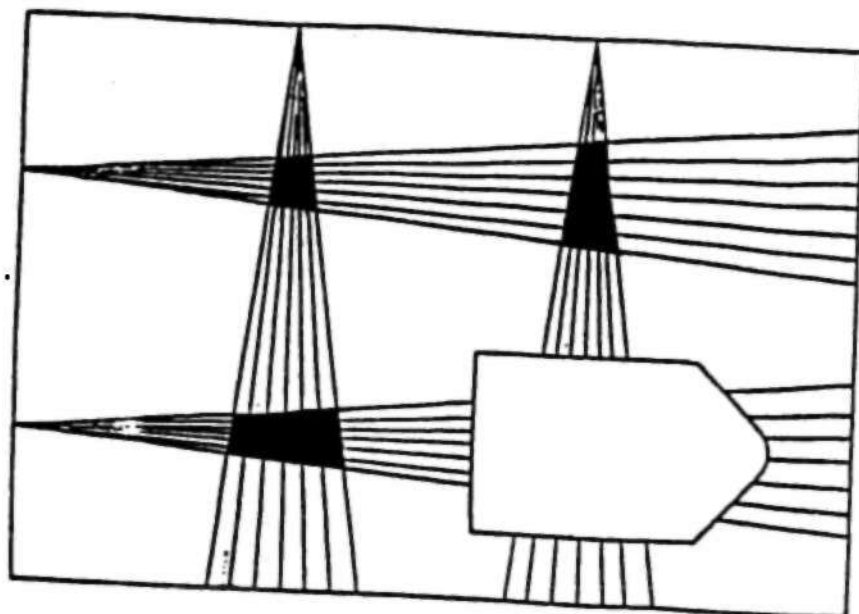
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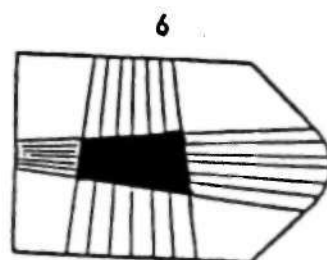
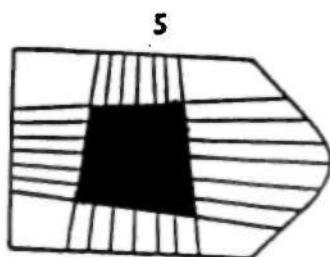
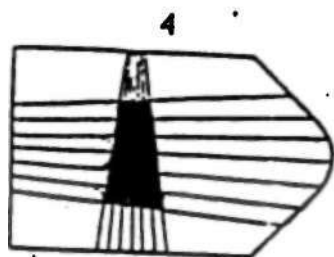
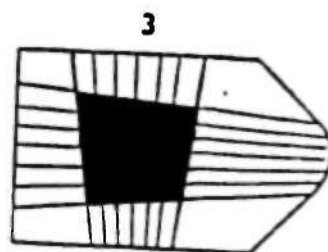
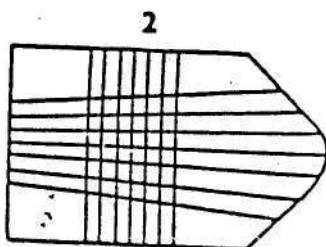
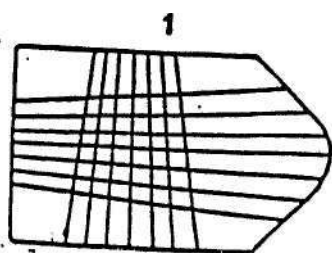


4. 第 3 題



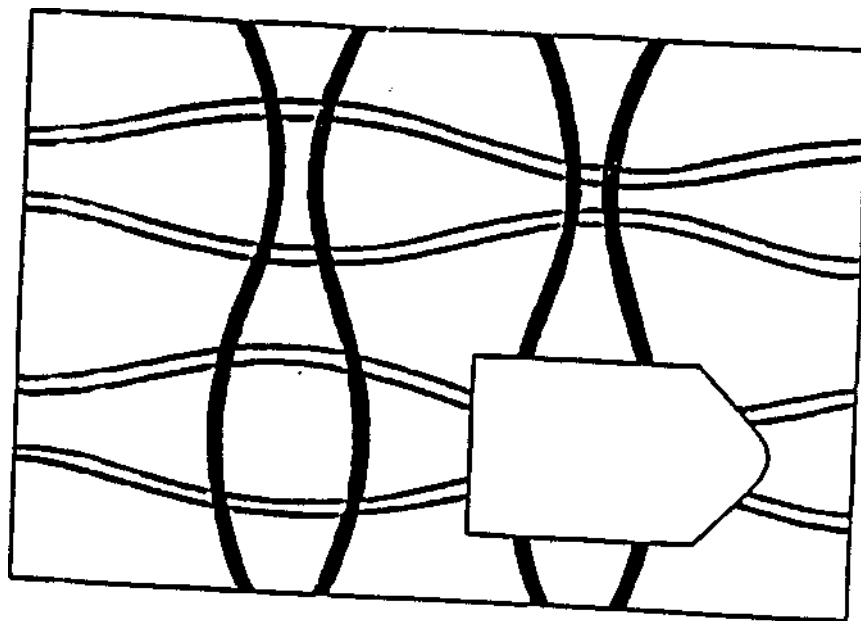
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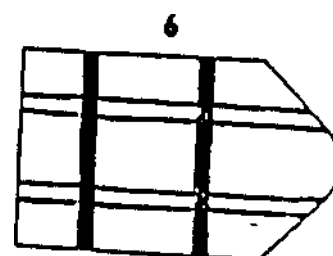
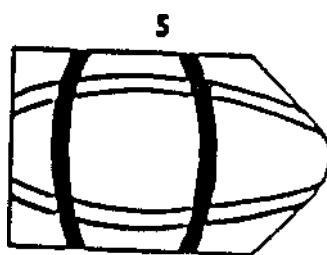
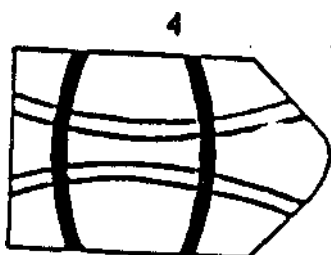
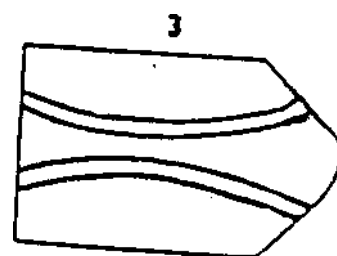
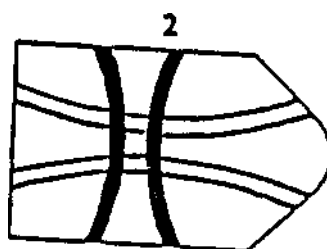
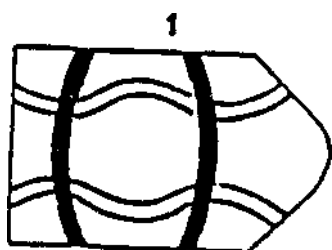


第5題：

5.

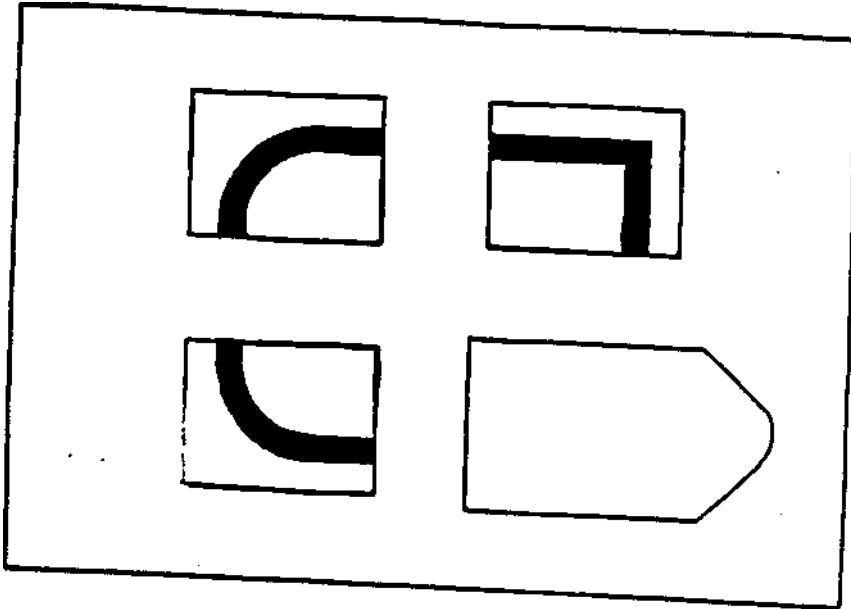


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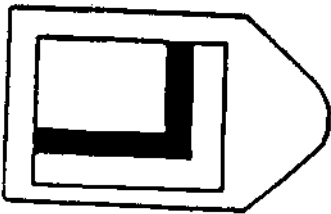
第 6 題

6.

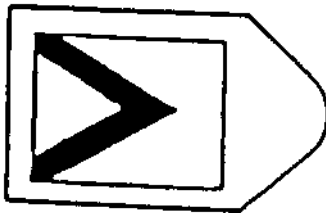


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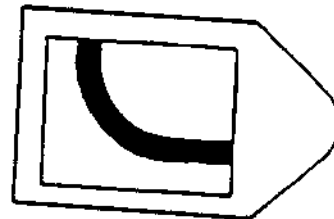
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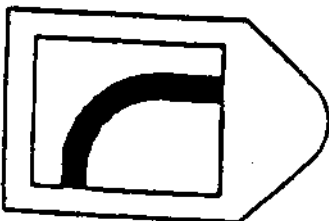
2



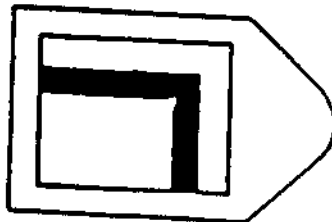
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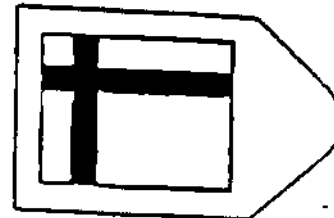
4



5

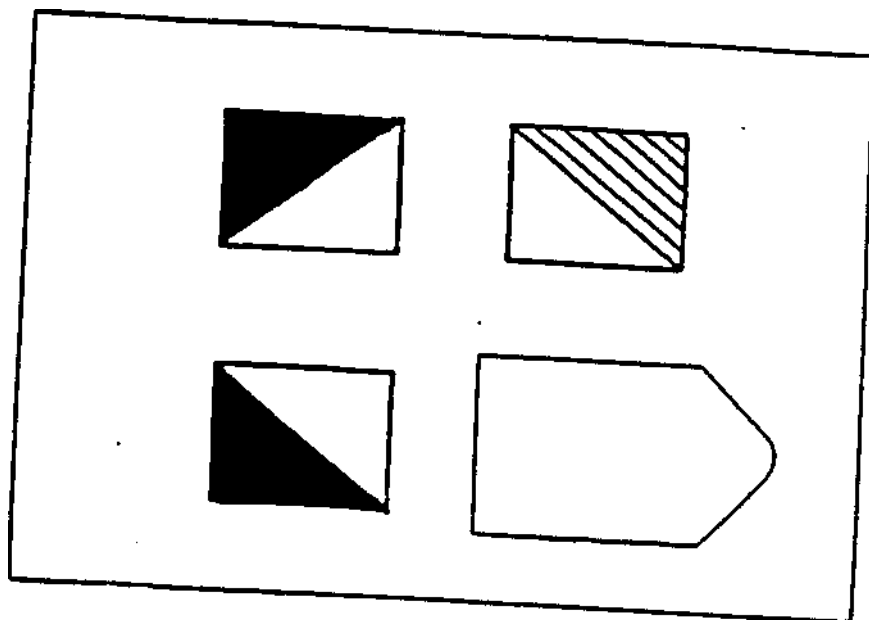


6

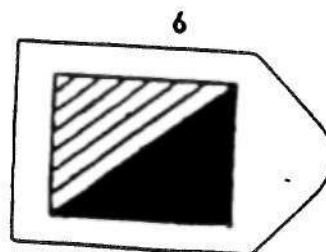
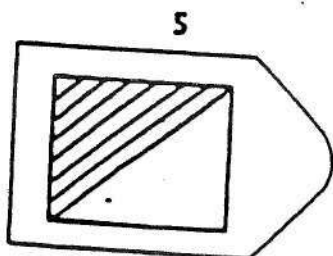
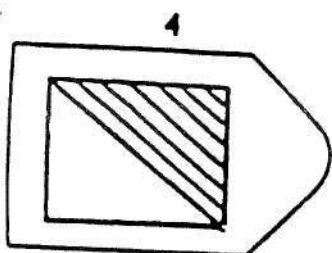
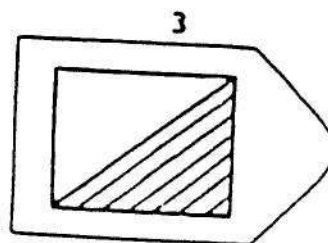
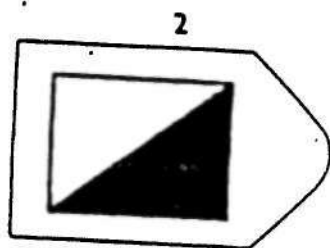
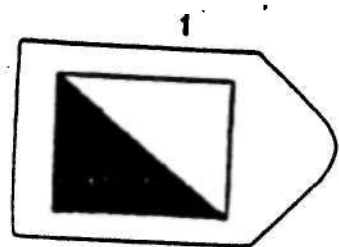


第七題

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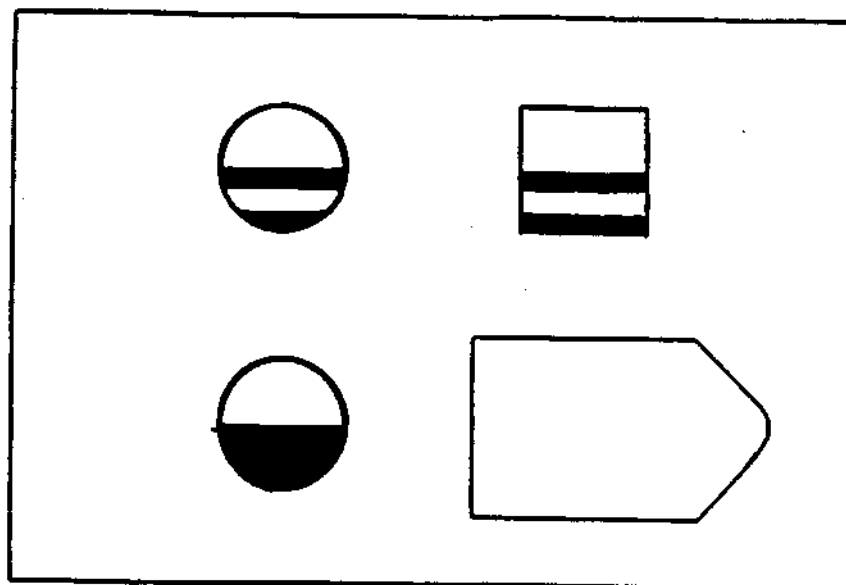


請圈出正確答案的號碼。注意：請選出最適當的答案。

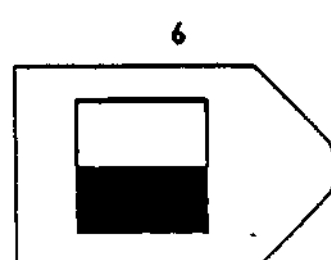
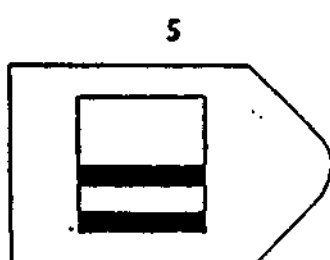
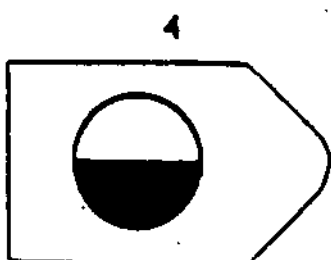
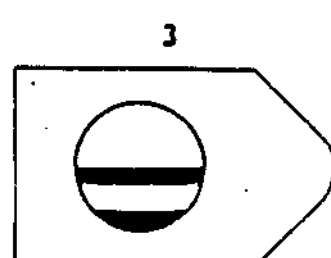
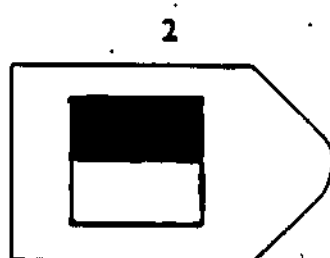
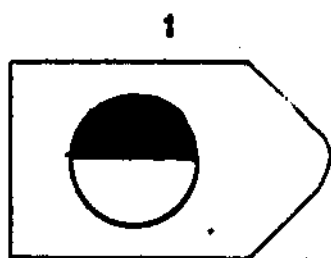


第八題

8.

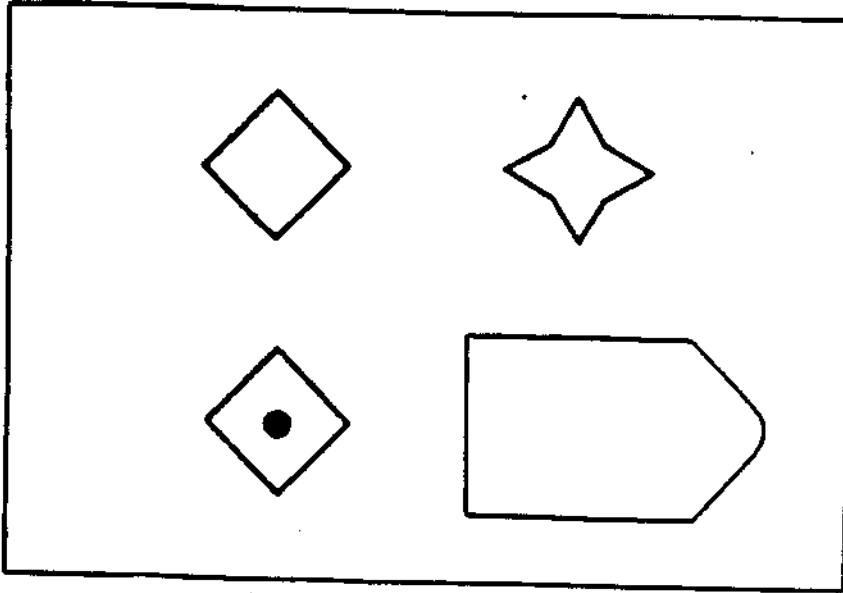


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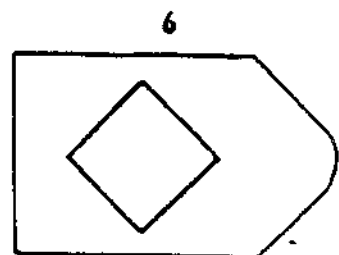
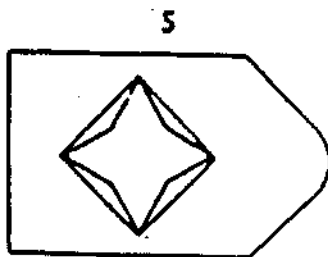
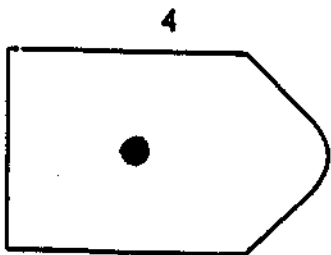
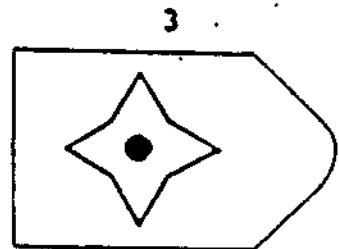
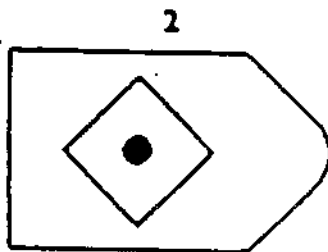
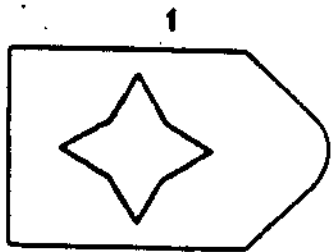


第九題

9.



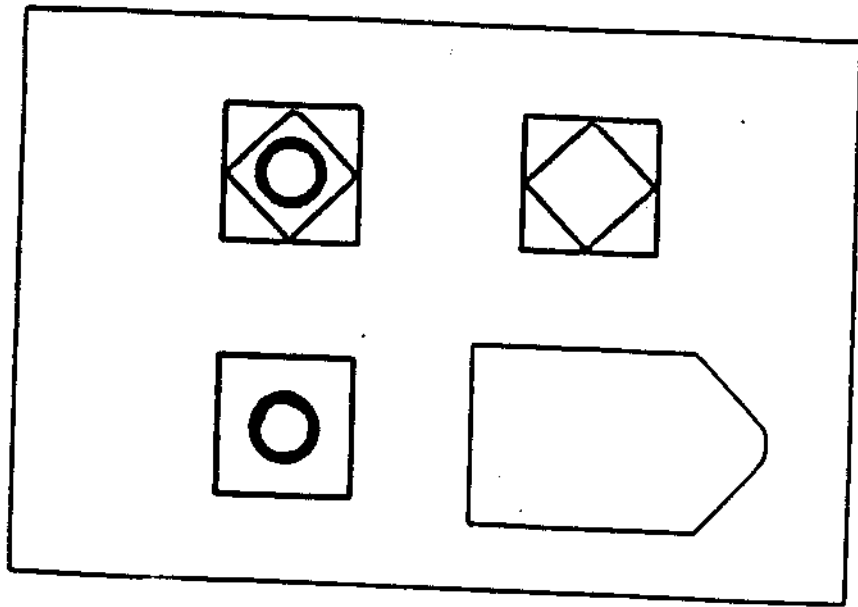
請圈出正確答案的號碼。注意：請選出最適當的答案。



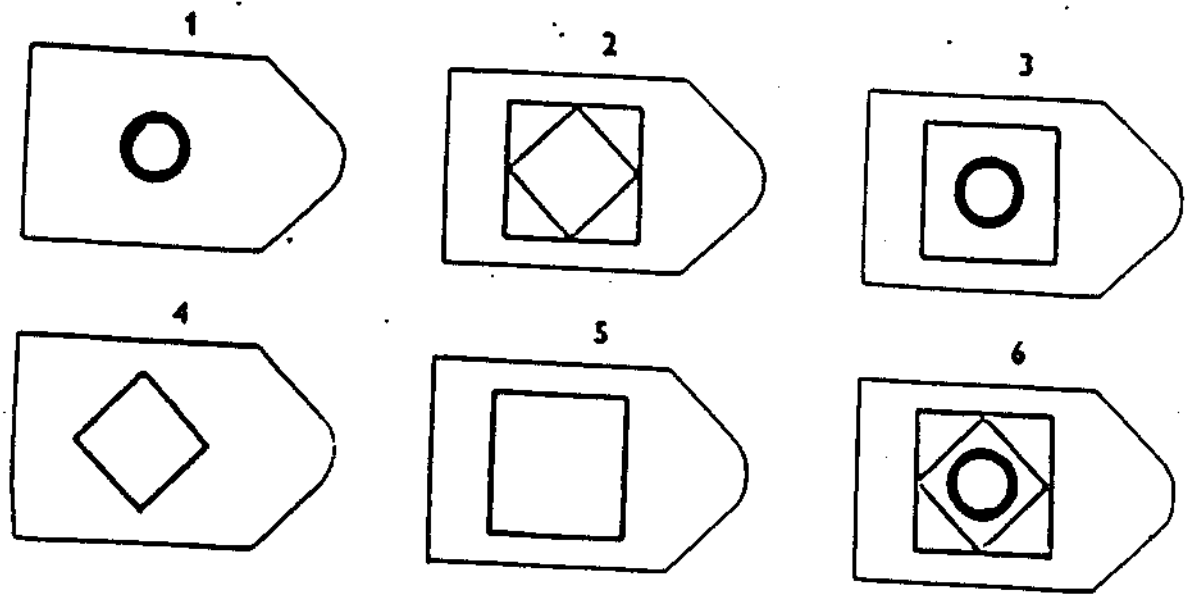


第十題

10.

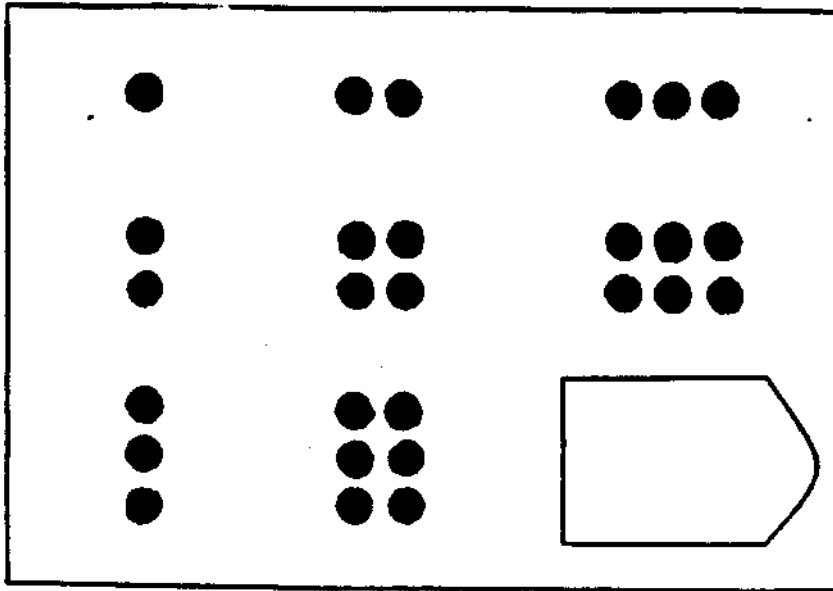


請圈出正確答案的號碼。注意：請選出最適當的答案。

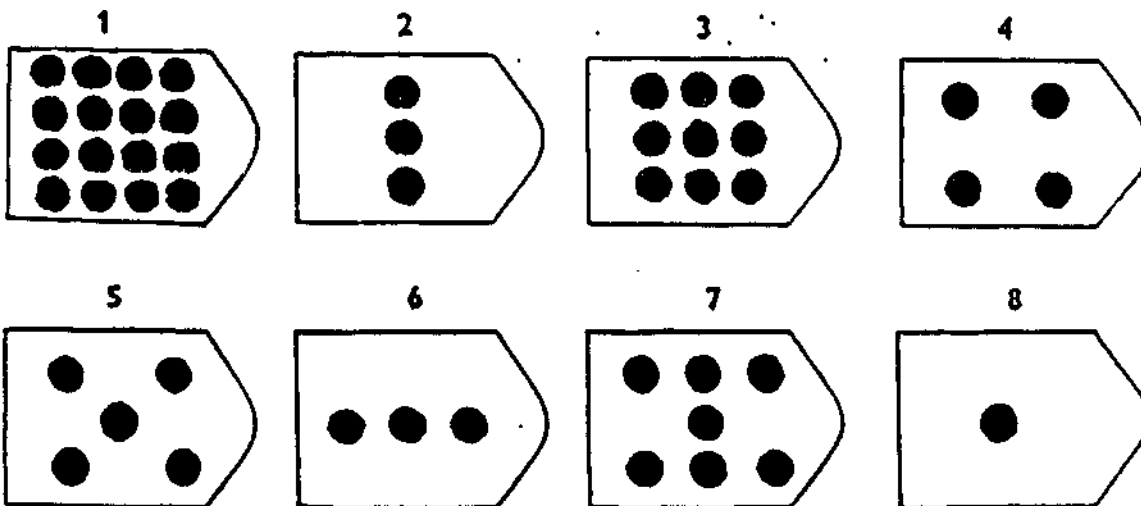


第十一題

11.



請圈出正確答案的號碼。注意：請選出最適當的答案。



現在，我們將讓你看12個平面廣告版。我們主要是想知道你對這些廣告，廣告中的產品，產品牌子等等有何看法。這些廣告都是為了下一季的產品推銷而設計的。在看完這些廣告後，我們將會針對這些廣告對你提出問題。所以，請仔細觀看這些樣板

在接下來的兩道問答題中，我們主要是想發掘大眾對這些產品所可能產生的反應。這些問題並沒有標準答案。所以請別顧慮你的答案是對或是錯。

在開始回答問題前，請仔細閱讀問題的指示。如有任何不清楚的地方，請舉手發問。同時，請盡量回答所有的問題。

你所有的看法和意見都是寶貴的。

在這一項目中，我們想知道你能記住多少有關你剛剛看過的平面廣告。請在下方的空格上，盡你所能地，回想並形容你剛才看過的廣告。寫下你能記得的任何內容，如在廣告中出現過的產品和產品品牌等等。如果你只能記住其中的一小部分（如：廣告背景或圖案），也請你把它寫下來。任何你所能記得的，請你都寫下來。

現在，請盡你所能的，將你剛才在看廣告（任何一篇廣告）所產時所產生的各種看法，想法或意見寫在下方的空格內。所涉及的廣告越多，就越好。例如，你可形容你在看到其中一篇廣告時的第一反應；或者，你可對某篇廣告的設計發表看法；又或者，你可寫下你對某個牌子的意見。請仔細地形容你所有的觀後感。



在以下各題中，請指出該對產品和品名是否和你在廣告中所見的一樣。  
。如果產品和牌名字跟你在廣告中所見的相同，請圈“是”；  
如果兩者不能配，請選“否”。請注意，千萬不可翻閱或參考前頁。

- |         |      |       |
|---------|------|-------|
| 1. 美濤   | 照相機  | 是 / 否 |
| 2. 德凡   | 打印機  | 是 / 否 |
| 3. 尚    | 洗髮精  | 是 / 否 |
| 4. 九谷   | 吉普車  | 是 / 否 |
| 5. 幽達   | 照相機  | 是 / 否 |
| 6. 九谷   | 腕表   | 是 / 否 |
| 7. 拉棕   | 太陽眼鏡 | 是 / 否 |
| 8. 尚    | 打印機  | 是 / 否 |
| 9. 隆氏   | 汽水   | 是 / 否 |
| 10. 幽達  | 自行車  | 是 / 否 |
| 11. 艾迪亞 | 太陽眼鏡 | 是 / 否 |
| 12. 德凡  | 狗食   | 是 / 否 |

請翻到下一頁繼續作答。



13. 拉棕	礦泉水	是 / 否
14. 善狄士	自行車	是 / 否
15. 鹿紗	止痛劑	是 / 否
16. 隆氏	洋酒	是 / 否
17. 鹿紗	汽水	是 / 否
18. 美湍	狗食	是 / 否
19. 艾迪亞	洗髮精	是 / 否
20. 丹萊爾	吉普車	是 / 否
21. 安帝思	礦泉水	是 / 否
22. 善狄士	腕表	是 / 否
23. 安帝思	止痛劑	是 / 否
24. 丹萊爾	洋酒	是 / 否



請圈出最能代表你對剛才所看的廣告的想法的數字。請注意，千萬不可翻閱或參考前頁。

*美湍照相機*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

*九谷吉普車*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

*艾迪亞洗髮精*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

*幽達自行車*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

*善狄士腕表*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

*丹萊爾洋酒*

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**拉棕太陽眼鏡**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**德凡狗食**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**尚的彩色打印記**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**安帝思礦泉水**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**鹿紗止痛劑**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

**隆氏汽水**

消極的	-4	-3	-2	-1	0	1	2	3	4	積極的
坏的	-4	-3	-2	-1	0	1	2	3	4	好的
不宜的	-4	-3	-2	-1	0	1	2	3	4	有利的

謝謝。







19. £E±±|fc#i\*ftj£aft8rjg|g±H, .

1 2 3" ~4 5 6 T  
横之反對

20. iii^jSfAffl\* ' ^m-^dt: . mft&tt ••

~ 2 3 4 5 6 7~

21. M A f l ' ^ f "ati2€I(f'^^ .

" 2 3 4 5 6 7"

22. m%znmmttiiffimwmw •

" 2 r ~4 r '6 r

& \*? sfr tfe fn °

1 2 3 4 5 6 7~

M5 -> P7 »f  
ra " \_ \* I J

Mi ^ H fsj

24 - Sf225?S ^ e • fc»&-ft\*si\*«ft&A >

& i£ # tf I\* £ ft •

^ ^ ^ \_ \_ \_ \_ .

25. i i ^ e i l g B - I t l l ^ ^ J l f =

1 ~2 3 4 5 6 T

S ; ^

®zn®





非常感謝你參加這次的問卷調查。以下各題是為了在做分析時作為參考之用。所有收集到的資料將會嚴格的保密。再一次謝謝你參加這份研究做答。謝謝。

性別： 1. 女 2. 男

年齡： \_\_\_\_\_

中文水平： 1. 精通  
2. 流利  
3. 尚可

中文是你的第一語言或母語嗎？ 是 / 否

請問你受過幾年正式的中文教育？ \_\_\_\_\_ 年

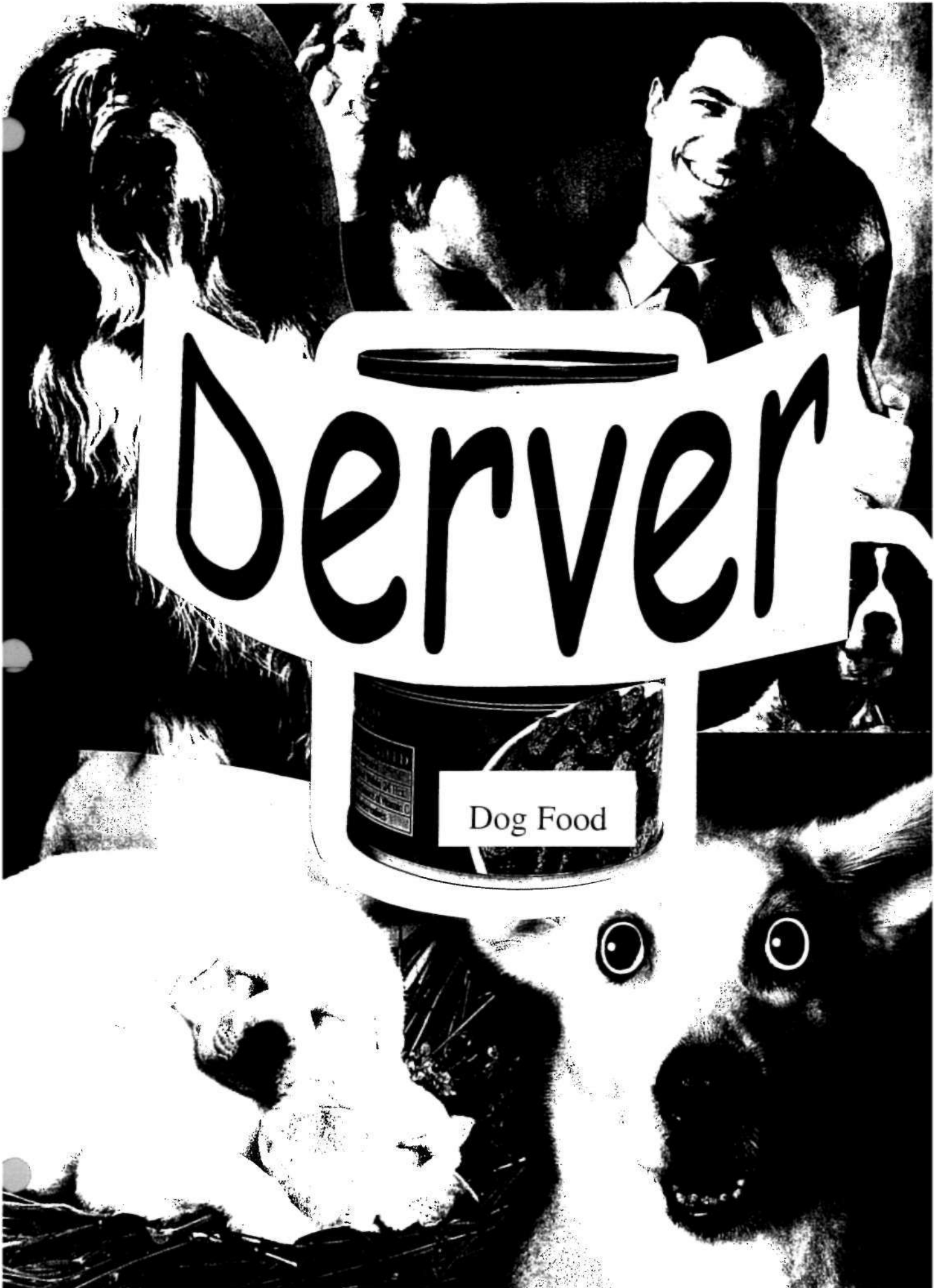
請問你是否還會其他語言？ 是 / 否  
如是，請一一列出。

---

再次表示感謝。  
謝謝。



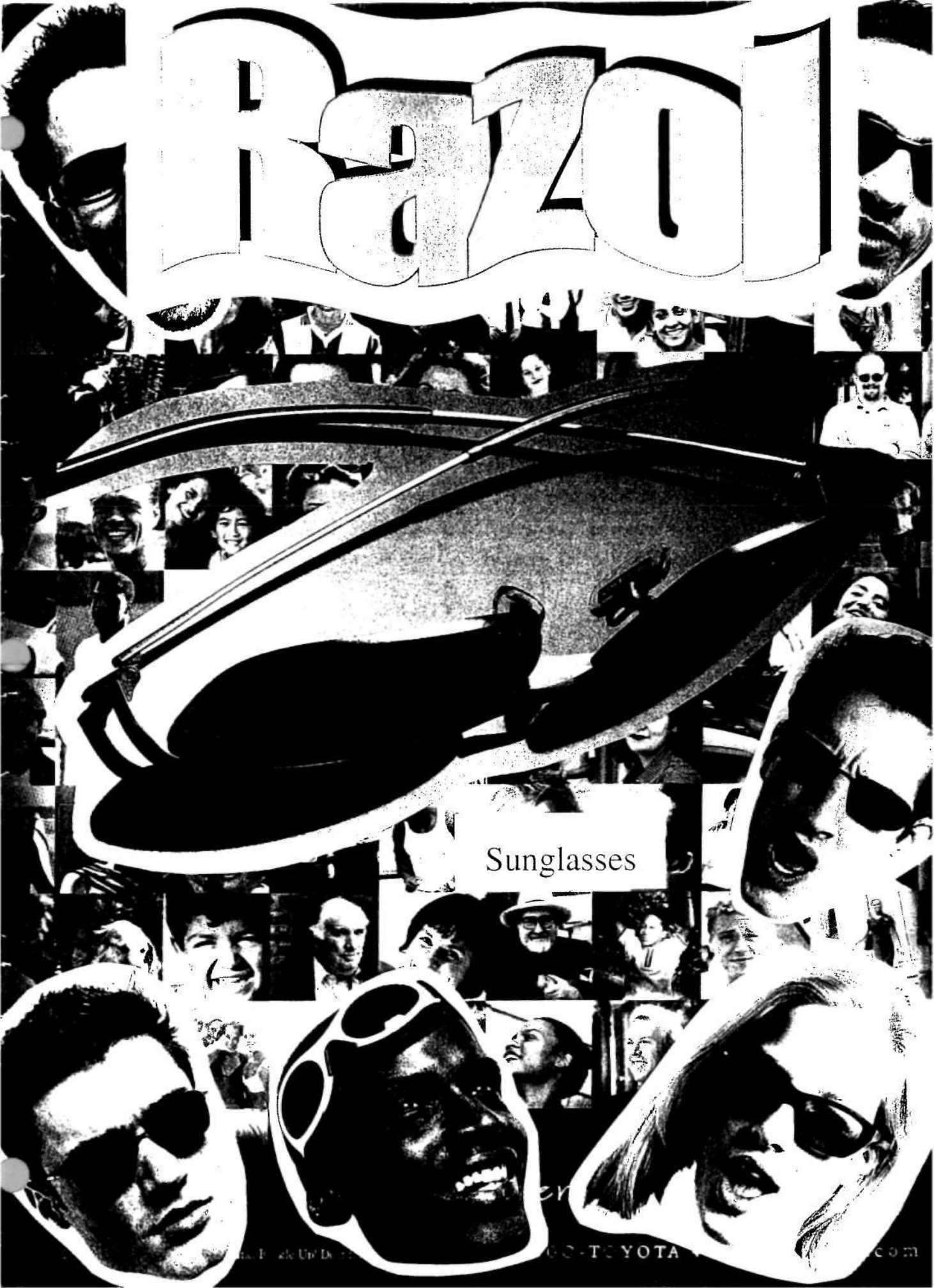
## **Ad Prototype Set A**



Derver

Dog Food

# RAZOR



Sunglasses



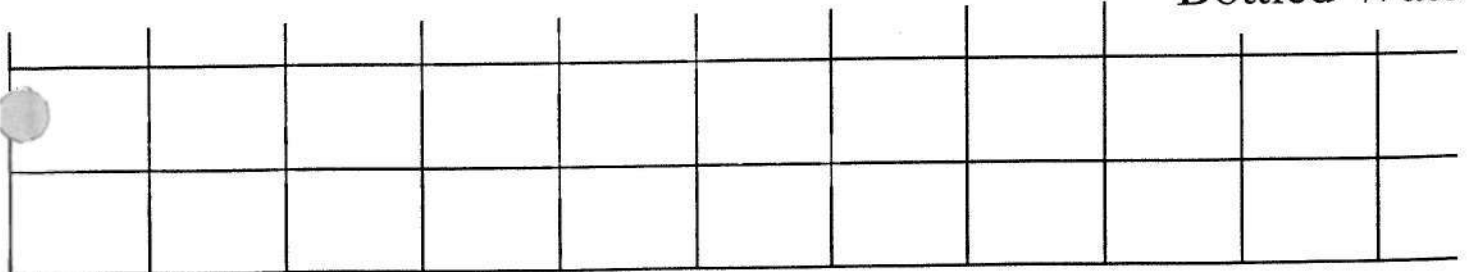
# Loda

Bicycle



# endycee

Bottled Water





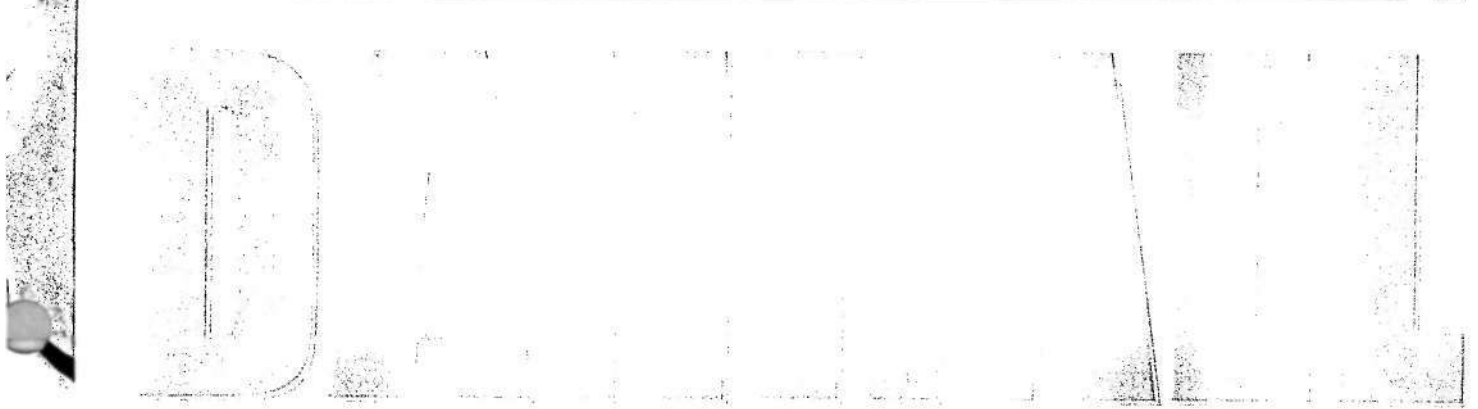
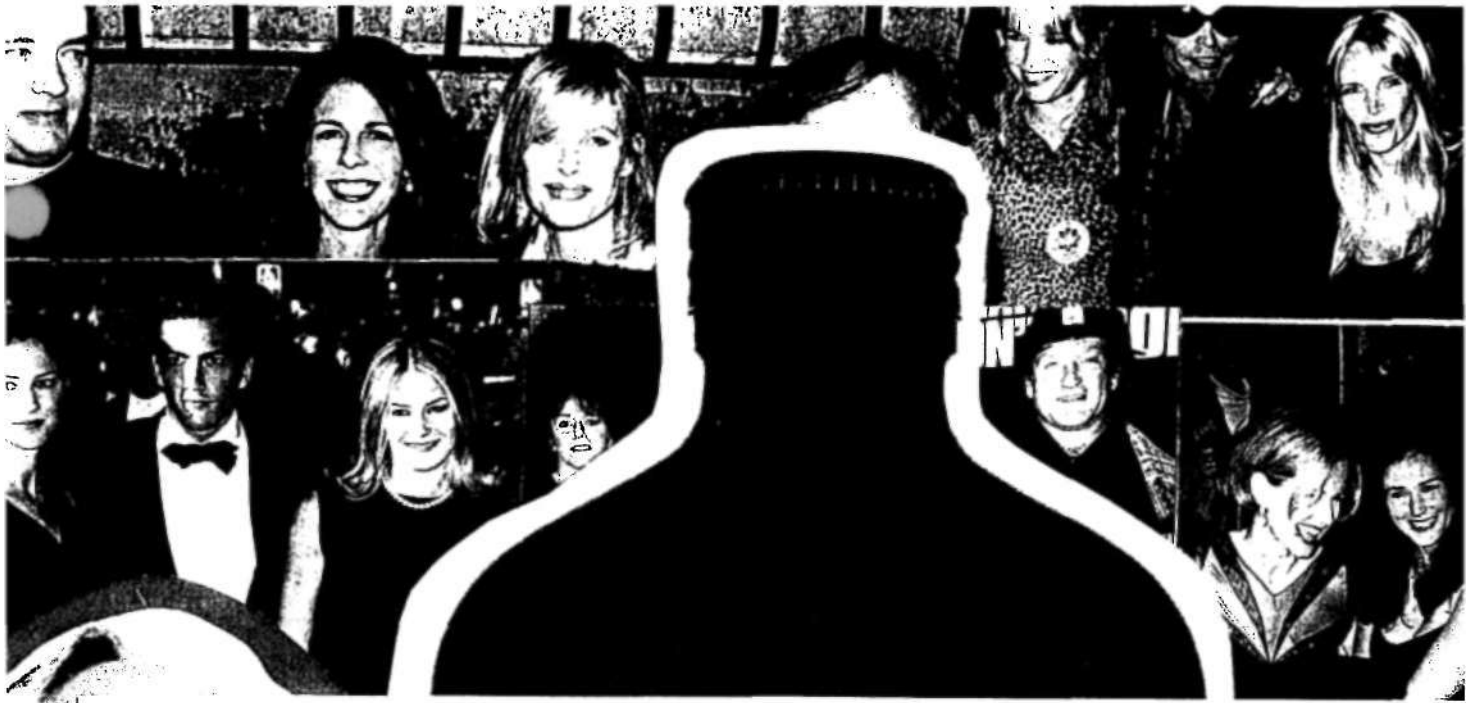


**Rollydy**

**Rollydy**  
Natural Flavors  
Sparkling Beverages

Introducing Strawberry and Lemon/Lime.

**SODA**

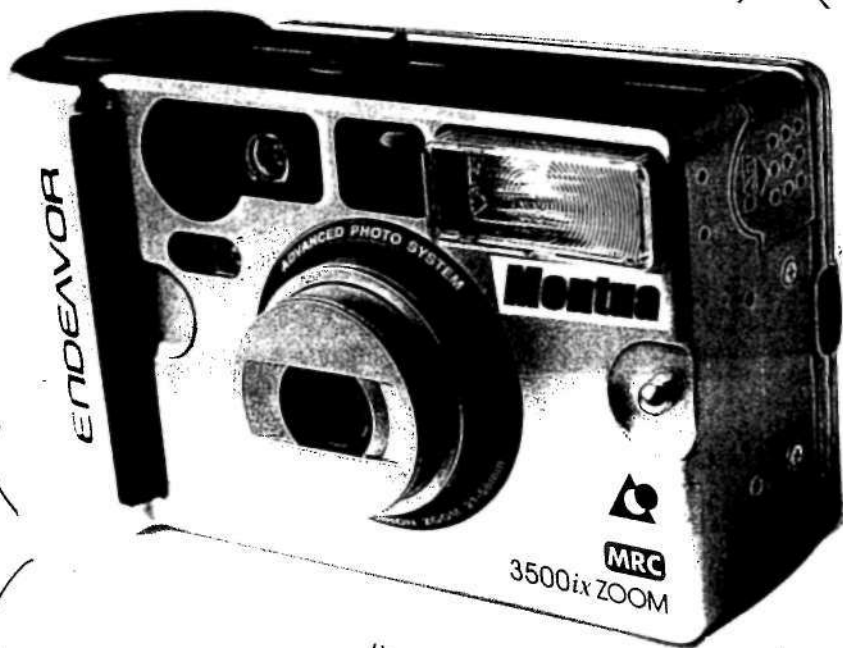


2011 X

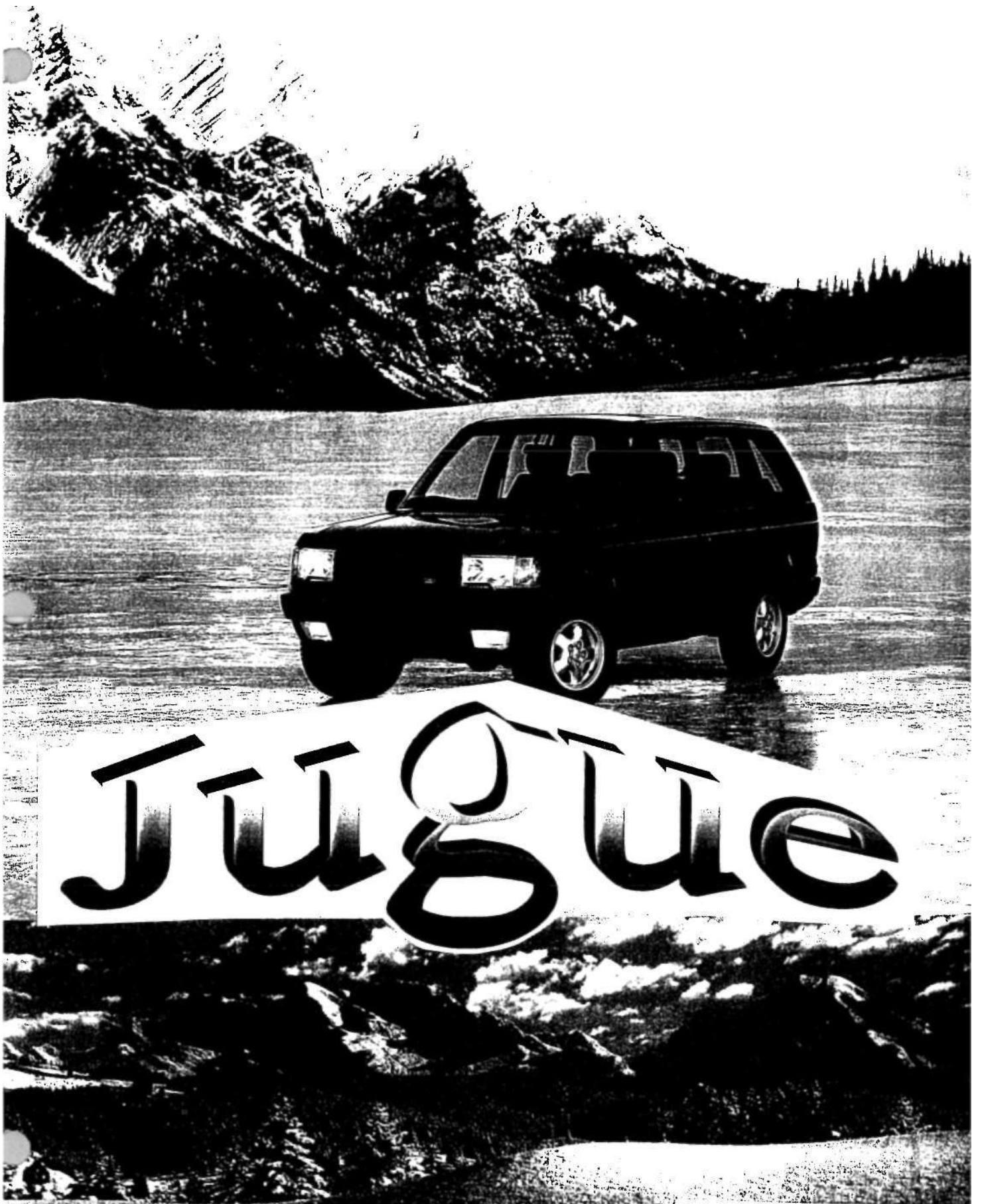


Wrist Watch

# Mentua



Camera



# Jeep

Sports Utility Vehic



Color Printer

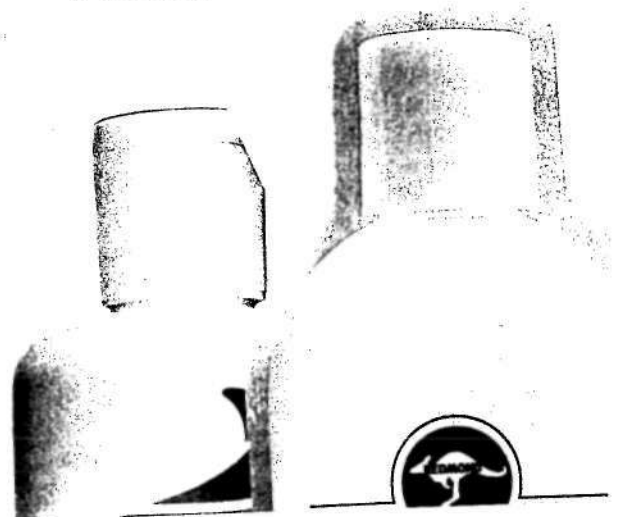
# Sher



# LUSA

Pain Reliever





# AIDIA

Shampoo

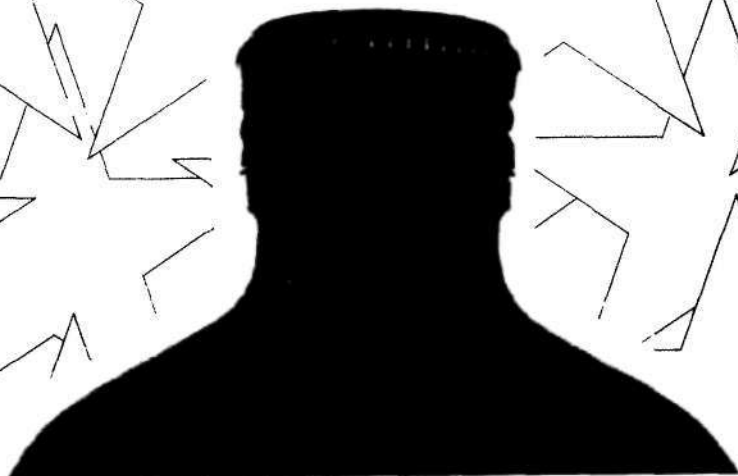




## **Ad Prototype Set B**

/---





DANIEL





Bicycle



# Loda





endyce

Bottled Water

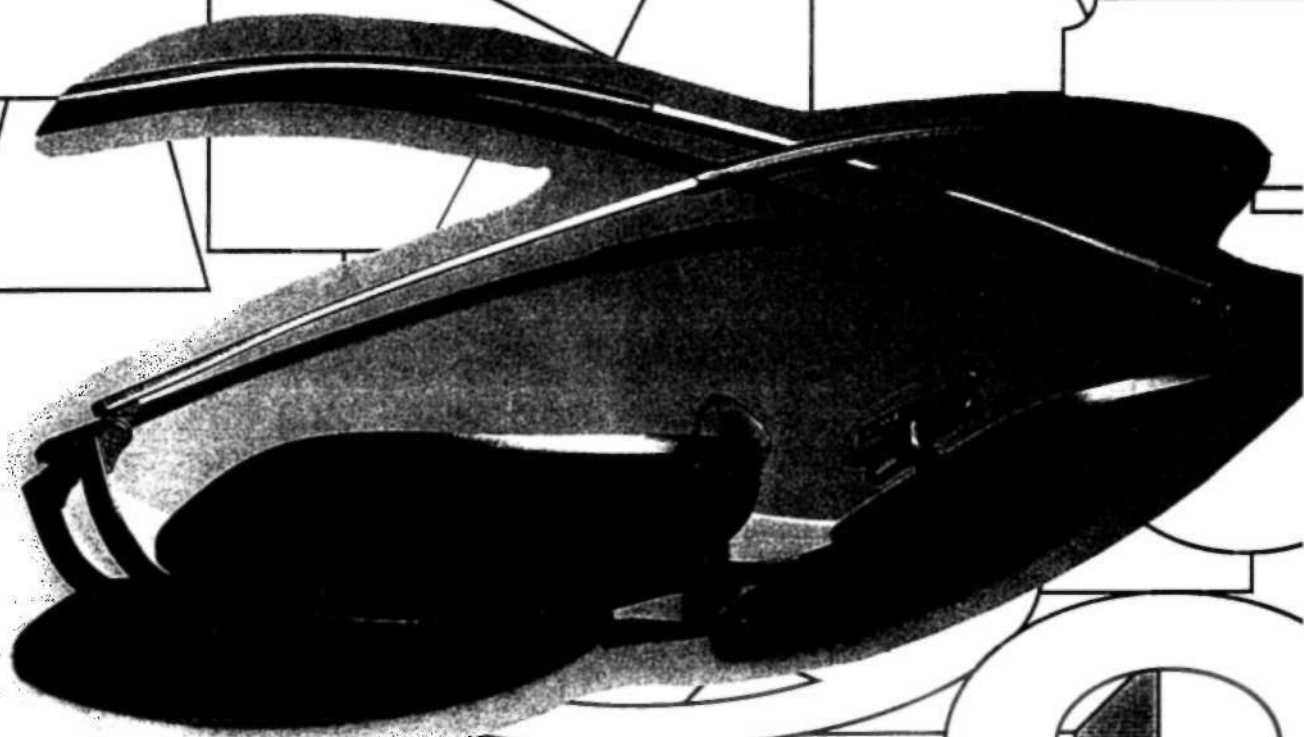


# AIDIA

Shampoo



RAZON



Sunglasses



# MicroVista



Cam



# LUSA

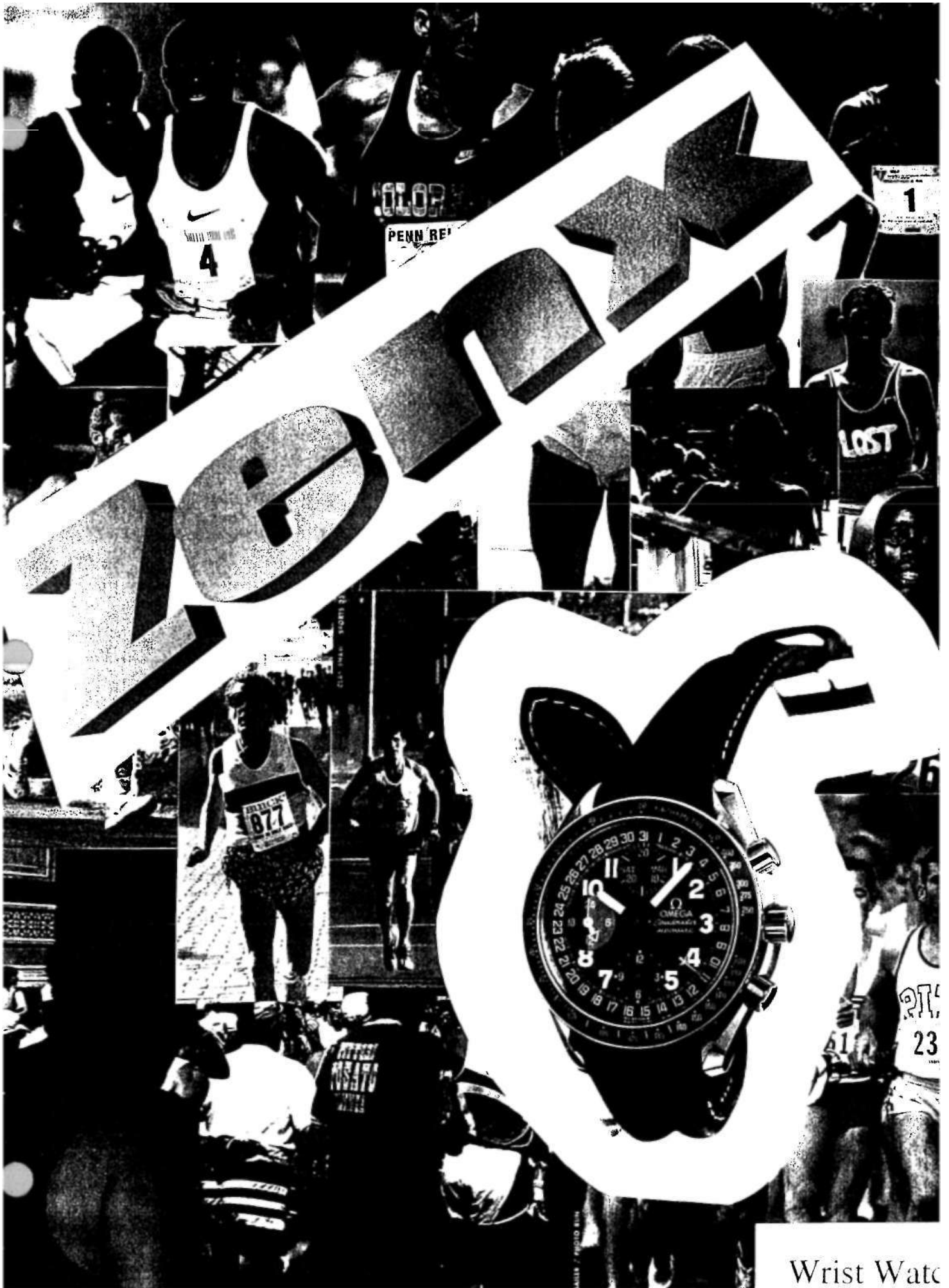


Pain Reliever



# Jeep Grand Cherokee

Sports Utility Vehicle



Wrist Watch



Color Printer

# Sher



# ROUNDY



Introducing Strawberry and Lemon/Lime.

Soft Drink

General Linear Models Procedure  
 Class Level Information

Class	Levels	Values
PRIMINGT	2	12
ETHNIC	2	12

Number of observations in data set = 53

Group	Obs	Dependent Variables
1	53	INDEPSC RECOGCRI RECOGFIL RECOGTOT SOCIAL NOSOCIAL SOCBKDIF AVGATTC AVGATTF AVGATTT WORDS ENGWORAD DTTL ADTTLFIL ADTTLSOC ADINCOR CATTL CATTLFIL CATTLSOC CATINCO BRATTL BRAFIL BRASOC BRAINCOR BNCOR BNINCOR BCCOR BCINCOR NCCOR NCINCOR COMPO COMNEG COMNEU GENDER AGE PROF LANG
2	50	DEPSC
3	47	YRSEDUC

NOTE: Variables in each group are consistent with respect to the presence or absence of missing values.

General Linear Models Procedure

Dependent Variable: INDEPSC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	82.70229456	27.56743152	0.35	0.7924
Error	49	3907.82600733	79.75155117		
Corrected Total	52	3990.52830189			

R-Square	C.V.	Root MSE	INDEPSC Mean
0.020725	12.38706	8.93037240	72.09433962

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	6.74625060	6.74625060	0.08	0.7724
ETHNIC	1	0.68559034	0.68559034	0.01	0.9265
PRIMINGT*ETHNIC	1	75.27045361	75.27045361	0.94	0.3361

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.57861071	5.57861071	0.07	0.7925
ETHNIC	1	1.02271948	1.02271948	0.01	0.9103
PRIMINGT*ETHNIC	1	75.27045361	75.27045361	0.94	0.3361

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	62.23219373	62.23219373	0.78	0.3814
vis vs ver w/in chin	1	19.52014652	19.52014652	0.24	0.6230
eng vs chin w/in vis	1	45.94871795	45.94871795	0.58	0.4515
eng vs chin w/in ver	1	30.00732601	30.00732601	0.38	0.5424

General Linear Models Procedure

Dependent Variable: RECOGCRI

Source	DF	Sum of Squares	Mean Square	Value	Pr > F
Model	3	299.00221162	99.66740387	24.05	0.0001
Error	49	203.07326007	4.14435225		
Corrected Total	52	502.07547170			

R-Square	C.V.	Root MSE	RECOGCRI Mean
0.595532	25.87427	2.03576822	7.86792453

Source	DF	Type I SS	Mean Square	F Value	Pr > F
--------	----	-----------	-------------	---------	--------



PRIMINGT	1	0.96008708	0.96008708	0.23	0.6324
ETHNIC	1	288.99842303	288.99842303	69.73	0.0001
PRIMINGT*ETHNIC	1	9.04370152	9.04370152	2.18	0.1460
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	3.54521209	3.54521209	0.86	0.3596
ETHNIC	1	286.71137523	286.71137523	69.18	0.0001
PRIMINGT*ETHNIC	1	9.04370152	9.04370152	2.18	0.1460
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	12.21509972	12.21509972	2.95	0.0923
vis vs ver w/in chin	1	0.61904762	0.61904762	0.15	0.7008
eng vs chin w/in vis	1	94.94871795	94.94871795	22.91	0.0001
eng vs chin w/in ver	1	203.09340659	203.09340659	49.00	0.0001
cross-cultural indep study - ethnic:1=english, 2=chinese					
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#### General Linear Models Procedure

Dependent Variable: RECOGFIL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	80.18586288	26.72862096	9.52	0.0001
Error	49	137.62545788	2.80868281		
Corrected Total	52	217.81132075			
	R-Square	C.V.	Root MSE	RECOGFIL Mean	
	0.368144	23.13108	1.67591253	7.24528302	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.86117830	0.86117830	0.31	0.5823
ETHNIC	1	61.82519640	61.82519640	22.01	0.0001
PRIMINGT * ETHNIC	1	17.49948818	17.49948818	6.23	0.0160
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.65313513	1.65313513	0.59	0.4466
ETHNIC	1	60.41446444	60.41446444	21.51	0.0001
PRIMINGT*ETHNIC	1	17.49948818	17.49948818	6.23	0.0160
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	15.27798128	15.27798128	5.44	0.0238
vis vs ver w/in chin	1	4.11080586	4.11080586	1.46	0.2322
eng vs chin w/in vis	1	6.30860806	6.30860806	2.25	0.1404
eng vs chin w/in ver	1	73.01607652	73.01607652	26.00	0.0001
cross-cultural indep study - ethnic:1=english, 2=chinese					
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#### General Linear Models Procedure

Dependent Variable: RECOGTOT

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	673.50482065	224.50160688	22.01	0.0001
Error	49	499.81593407	10.20032519		
Corrected Total	52	1173.32075472			
	R-Square	C.V.	Root MSE	RECOGTOT Mean	
	0.574016	21.13247	3.19379479	15.11320755	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	3.63984304	3.63984304	0.36	0.5530
ETHNIC	1	618.16149001	618.16149001	60.60	0.0001
PRIMINGT*ETHNIC	1	51.70348760	51.70348760	5.07	0.0289
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	10.04012981	10.04012981	0.98	0.3260
ETHNIC	1	610.34828691	610.34828691	59.84	0.0001
PRIMINGT*ETHNIC	1	51.70348760	51.70348760	5.07	0.0289
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	54.81501832	54.81501832	5.37	0.0247

vis vs ver w/in chin	1	7.92032967	7.92032967	0.78	0.3825
eng vs chin w/in vis	1	150.20604396	150.20604396	14.73	0.0004
eng vs chin w/in ver	1	519.65893366	519.65893366	50.95	0.0001

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: SOCIAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	163.06456908	54.35485636	15.09	0.0001
Error	49	176.48260073	3.60168573		
Corrected Total	52	339.54716981			

R-Square	C.V.	Root MSE	SOCIAL Mean
0.480241	24.71351	1.89781077	7.67924528

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.53434930	0.53434930	0.15	0.7018
ETHNIC	1	145.39067981	145.39067981	40.37	0.0001
PRIMINGT*ETHNIC	1	17.13953997	17.13953997	4.76	0.0340

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.76621239	1.76621239	0.49	0.4871
ETHNIC	1	143.22240574	143.22240574	39.77	0.0001
PRIMINGT*ETHNIC	1	17.13953997	17.13953997	4.76	0.0340

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	15.27798128	15.27798128	4.24	0.0448
vis vs ver w/in chin	1	3.86904762	3.86904762	1.07	0.3051
eng vs chin w/in vis	1	30.00091575	30.00091575	8.33	0.0058
eng vs chin w/in ver	1	132.52930403	132.52930403	36.80	0.0001

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: NOSOCIAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	174.65989357	58.21996452	13.31	0.0001
Error	49	214.35897436	4.37467295		
Corrected Total	52	389.01886792			

R-Square	C.V.	Root MSE	NOSOCIAL Mean
0.448975	28.13536	2.09157188	7.43396226

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.38496479	1.38496479	0.32	0.5762
ETHNIC	1	163.96925057	163.96925057	37.48	0.0001
PRIMINGT*ETHNIC	1	9.30567821	9.30567821	2.13	0.1511

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	3.38422806	3.38422806	0.77	0.3834
ETHNIC	1	162.24827640	162.24827640	37.09	0.0001
PRIMINGT*ETHNIC	1	9.30567821	9.30567821	2.13	0.1511

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	12.21509972	12.21509972	2.79	0.1011
vis vs ver w/in chin	1	0.71794872	0.71794872	0.16	0.6872
eng vs chin w/in vis	1	45.94871795	45.94871795	10.50	0.0021
eng vs chin w/in ver	1	127.32621083	127.32621083	29.11	0.0001

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: SOCBKDIF

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	1.94410464	0.64803488	0.11	0.9523
Error	49	281.86721612	5.75239217		
Corrected Total	52	283.81132075			



R-Square 0.006850 C.V. 977.8151 Root MSE 2.39841451 SOCBKDIF Mean 0.24528302

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.19878514	0.19878514	0.03	0.8533
ETHNIC	1	0.55837074	0.55837074	0.10	0.7567
PRIMINGT*ETHNIC	1	1.18694875	1.18694875	0.21	0.6517

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.26075108	0.26075108	0.05	0.8323
ETHNIC	1	0.59307737	0.59307737	0.10	0.7495
PRIMINGT*ETHNIC	1	1.18694875	1.18694875	0.21	0.6517

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.17114367	0.17114367	0.03	0.8638
vis vs ver w/in chin	1	1.25366300	1.25366300	0.22	0.6427
eng vs chin w/in vis	1	1.69322344	1.69322344	0.29	0.5899
eng vs chin w/in ver	1	0.05209605	0.05209605	0.01	0.9246

cross-cultural indep study - ethnic:1=english, 2=chinese 9  
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General Linear Models Procedure

Dependent Variable: AVGATTC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	9.00248962	3.00082987	2.90	0.0441
Error	49	50.66802051	1.03404123		
Corrected Total	52	59.67051013			

R-Square 0.150870 C.V. 93.82029 Root MSE 1.01687818 AVGATTC Mean 1.08385744

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.96178110	1.96178110	1.90	0.1747
ETHNIC	1	4.98207299	4.98207299	4.82	0.0329
PRIMINGT*ETHNIC	1	2.05863553	2.05863553	1.99	0.1646

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	2.23460275	2.23460275	2.16	0.1479
ETHNIC	1	4.84534088	4.84534088	4.69	0.0353
PRIMINGT*ETHNIC	1	2.05863553	2.05863553	1.99	0.1646

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	4.38415060	4.38415060	4.24	0.0448
vis vs ver w/in chin	1	0.00176649	0.00176649	0.00	0.9572
eng vs chin w/in vis	1	0.28761645	0.28761645	0.28	0.6003
eng vs chin w/in ver	1	6.75309207	6.75309207	6.53	0.0138

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General Linear Models Procedure

Dependent Variable: AVGATTF

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	4.61477999	1.53826000	1.33	0.2741
Error	49	56.50198684	1.15310177		
Corrected Total	52	61.11676683			

R-Square 0.075508 C.V. 141.6132 Root MSE 1.07382576 AVGATTF Mean 0.75828092

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00148509	0.00148509	0.00	0.9715
ETHNIC	1	2.61033438	2.61033438	2.26	0.1389
PRIMINGT*ETHNIC	1	2.00296052	2.00296052	1.74	0.1936

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.01011536	0.01011536	0.01	0.9258

	DF	Sum of Squares	Mean Square	F Value	Pr
ETHNIC	1	2.51337149	2.51337149	2.18	0.1462
PRIMINGT*ETHNIC	1	2.00296052	2.00296052	1.74	0.1936
Contrast	DF	Contrast SS	Mean Square	F Value	Pr
		.17369936	<b>1.17369936</b>	1.02	<b>0.3180</b>
vis vs ver w/in eng	1	84630037	<b>0.84630037</b>	0.73	<b>0.3958</b>
vis vs ver w/in chin	1	01416768	<b>0.01416768</b>	0.01	<b>0.9122</b>
eng vs chin w/in vis	1	.59912721	<b>4.59912721</b>	3.99	<b>0.0514</b>
eng vs chin w/in ver	1				<b>11</b>

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: AVGATTT

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	6.24972284	2.08324095	3.19	0.0316
Error	49	31.99042274	0.65286577		
Corrected Total	52	38.24014559			
	R-Square	C.V.	Root MSE	AVGATTT Mean	
	0.163434	87.72426	0.80800110	0.92106918	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.51780466	0.51780466	0.79	0.3775
ETHNIC	1	3.70121557	3.70121557	5.67	0.0212
PRIMINGT*ETHNIC	1	2.03070262	2.03070262	3.11	0.0840

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.63635235	0.63635235	0.97	0.3284
ETHNIC	1	3.58453780	3.58453780	5.49	0.0232
PRIMINGT*ETHNIC	1	2.03070262	2.03070262	3.11	0.0840

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	2.52366648	2.52366648	3.87	0.0550
vis vs ver w/in chin	1	0.19268420	0.19268420	0.30	0.5894
eng vs chin w/in vis	1	0.10736334	0.10736334	0.16	0.6869
eng vs chin w/in ver	1	5.62455484	5.62455484	8.62	0.0051

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: WORDS

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	25636.21133112	8545.40377704	2.22	0.0977
Error	49	188694.65659341	3850.91135905		
Corrected Total	52	214330.86792453			
	R-Square	C.V.	Root MSE	WORDS Mean	
	0.119610	72.65193	62.05571174	85.41509434	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1037.16991883	<b>1037.16991883</b>	0.27	<b>0.6061</b>
ETHNIC	1	17588.94444506	<b>17588.94444506</b>	4.57	<b>0.0376</b>
PRIMINGT*ETHNIC	1	7010.09696723	<b>7010.09696723</b>	1.82	<b>0.1835</b>

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1719.88117094	1719.88117094	0.45	0.5071
ETHNIC	1	18053.76636732	18053.76636732	4.69	0.0353
PRIMINGT*ETHNIC	1	7010.09696723	7010.09696723	1.82	0.1835

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	912.02462352	912.02462352	0.24	0.6287
vis vs ver w/in chin	1	7674.93131868	7674.93131868	1.99	0.1643
eng vs chin w/in vis	1	23289.23901099	23289.23901099	6.05	0.0175
eng vs chin w/in ver	1	1309.80240130	1309.80240130	0.34	0.5624

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: ENGWOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	52918.98199599	17639.66066533	20.67	0.0001
Error	49	41806.71611722	853.19828811		
Corrected Total	52	94725.69811321			

R-Square	C.V.	Root MSE	ENGWOR Mean
0.558655	78.78405	29.20955816	37.07547170

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	63.32916734	63.32916734	0.07	0.7864
ETHNIC	1	52383.33463426	52383.33463426	61.40	0.0001
PRIMINGT*ETHNIC	1	472.31819439	472.31819439	0.55	0.4604

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	421.15203125	421.15203125	0.49	0.4856
ETHNIC	1	52149.78043004	52149.78043004	61.12	0.0001
PRIMINGT*ETHNIC	1	472.31819439	472.31819439	0.55	0.4604

Contrast	DF	Contrast SS	Mean Square	F Value	Pr
vis vs ver w/in eng	1	912.02462352	912.02462352	1.07	0.3063
vis vs ver w/in chin	1	0.71794872	0.71794872	0.00	0.9770
eng vs chin w/in vis	1	20905.93772894	20905.93772894	24.50	0.0001
eng vs chin w/in ver	1	31949.71509972	31949.71509972	37.45	0.0001

cross-cultural indep study - ethnic:1=english, 2=chinese

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General Linear Models Procedure

Dependent Variable: ADTTL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	6.06038773	2.02012924	0.23	0.8729
Error	49	424.65659341	8.66646109		
Corrected Total	52	430.71698113			

R-Square	C.V.	Root MSE	ADTTL Mean
0.014070	47.42429	2.94388537	6.20754717

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	3.29247971	3.29247971	0.38	0.5405
ETHNIC	1	0.07275347	0.07275347	0.01	0.9274
PRIMINGT*ETHNIC	1	2.69515454	2.69515454	0.31	0.5796

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	3.46425251	3.46425251	0.40	0.5302
ETHNIC	1	0.09265131	0.09265131	0.01	0.9181
PRIMINGT*ETHNIC	1	2.69515454	2.69515454	0.31	0.5796

Contrast	DF	Contrast SS	Mean Square	F Value	Pr
vis vs ver w/in eng	1	0.02462352	0.02462352	0.00	0.9577
vis vs ver w/in chin	1	6.00824176	6.00824176	0.69	0.4091
eng vs chin w/in vis	1	1.85439560	1.85439560	0.21	0.6457
eng vs chin w/in ver	1	0.91351241	0.91351241	0.11	0.7468

cross-cultural indep study - ethnic:1=english, 2=chinese

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General Linear Models Procedure

Dependent Variable: ADTTLFIL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	4.79637501	1.59879167	0.54	0.6604
Error	49	146.41117216	2.98798311		
Corrected Total	52	151.20754717			

R-Square	C.V.	Root MSE	ADTTLFIL Mean
0.031720	69.93485	1.72857835	2.47169811

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.80441327	0.80441327	0.27	0.6062

Source	DF	Type III SS	Mean Square	F Value	Pr > F
ETHNIC	1	0.15928410 3.83267764	0.15928410 3.83267764	0.05 1.28	0.8184 0.2629
PRIMINGT*ETHNIC	1				
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.76837035 0.12788697 3.83267764	0.76837035 0.12788697 3.83267764	0.26 0.04 1.28	0.6144 0.8370 0.2629
ETHNIC	1				
PRIMINGT*ETHNIC	1				
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	.10337810 .57234432 .25366300 .73829874	4.10337810 0.57234432 1.25366300 2.73829874	1.37 0.19 0.42 0.92	0.2469 0.6636 0.5202 0.3431
vis vs ver w/in chin	1				
eng vs chin w/in vis	1				
eng vs chin w/in ver	1				

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: ADTTLSOC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	4.41131039	1.47043680	0.48	0.6982
Error	49	150.34340659	3.06823279		
Corrected Total	52	154.75471698			
	R-Square	C.V.	Root MSE	ADTTLSOC Mean	
	0.028505	53.35447	1.75163717	3.28301887	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.03107026	0.03107026	0.01	0.9203
ETHNIC	1	2.44203257	2.44203257	0.80	0.3767
PRIMINGT*ETHNIC	1	1.93820756	1.93820756	0.63	0.4306
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.08667541	0.08667541	0.03	0.8672
ETHNIC	1	2.53380532	2.53380532	0.83	0.3679
PRIMINGT*ETHNIC	1	1.93820756	1.93820756	0.63	0.4306
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.61558812	0.61558812	0.20	0.6562
vis vs ver w/in chin	1	1.39285714	1.39285714	0.45	0.5036
eng vs chin w/in vis	1	4.35989011	4.35989011	1.42	0.2390
eng vs chin w/in ver	1	0.02035002	0.02035002	0.01	0.9354

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General Linear Models Procedure

Dependent Variable: ADINCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	8.81648697	2.93882899	2.66	0.0586
Error	49	54.20238095	1.10617104		
Corrected Total	52	63.01886792			
	R-Square	C.V.	Root MSE	ADINCOR Mean	
	0.139902	242.3590	1.05174666	0.43396226	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.73681664	5.73681664	5.19	0.0272
ETHNIC	1	0.58805042	0.58805042	0.53	0.4694
PRIMINGT*ETHNIC	1	2.49161991	2.49161991	2.25	0.1398
Source	DF	Type III SS	Mean Square	F Value	Pr
PRIMINGT	1	5.35307869	5.35307869	4.84	0.0326
ETHNIC	1	0.64008776	0.64008776	0.58	0.4505
PRIMINGT*ETHNIC	1	2.49161991	2.49161991	2.25	0.1398
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	7.73809524	7.73809524	7.00	0.0110
vis vs ver w/in chin	1	0.26465201	0.26465201	0.24	0.6269
eng vs chin w/in vis	1	2.77014652	2.77014652	2.50	0.1200

eng vs chin w/in ver 1 0.30952381 0.30952381 0.28 0.5992  
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General Linear Models Procedure

Dependent Variable: CATTL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	34.19959914	11.39986638	2.35	0.0837
Error	49	237.61172161	4.84921881		
Corrected Total	52	271.81132075			

R-Square	C.V.	Root MSE	CATTL Mean
0.125821	30.39349	2.20209419	7.24528302

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.14322959	0.14322959	0.03	0.8643
ETHNIC	1	18.09407304	18.09407304	3.73	0.0592
PRIMINGT*ETHNIC	1	15.96229652	15.96229652	3.29	0.0758

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.28685413	<b>0.28685413</b>	<b>0.06</b>	<b>0.8089</b>
ETHNIC	1	17.37446743	<b>17.37446743</b>	<b>3.58</b>	<b>0.0643</b>
PRIMINGT*ETHNIC	1	15.96229652	<b>15.96229652</b>	<b>3.29</b>	<b>0.0758</b>

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	10.48616199	10.48616199	2.16	0.1478
vis vs ver w/in chin	1	5.86080586	5.86080586	1.21	0.2770
eng vs chin w/in vis	1	0.01465201	0.01465201	0.00	0.9564
eng vs chin w/in ver	1	34.04171754	34.04171754	7.02	0.0108

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General Linear Models Procedure

Dependent Variable: CATTLFIL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	19.91699495	6.63899832	2.52	0.0684
Error	49	128.87545788	2.63011139		
Corrected Total	52	148.79245283			

R-Square	C.V.	Root MSE	CATTLFIL Mean
0.133858	51.46909	1.62176182	3.15094340

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.27963232	<b>0.27963232</b>	<b>0.11</b>	<b>0.7458</b>
ETHNIC	1	14.91851753	<b>14.91851753</b>	<b>5.67</b>	<b>0.0212</b>
PRIMINGT*ETHNIC	1	4.71884510	<b>4.71884510</b>	<b>1.79</b>	<b>0.1866</b>

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.49269059	<b>0.49269059</b>	<b>0.19</b>	<b>0.6670</b>
ETHNIC	1	14.55915585	<b>14.55915585</b>	<b>5.54</b>	<b>0.0227</b>
PRIMINGT*ETHNIC	1	4.71884510	<b>4.71884510</b>	<b>1.79</b>	<b>0.1866</b>

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	4.21978022	.21978022	1.60	0.2113
vis vs ver w/in chin	1	1.05860806	05860806	0.40	0.5288
eng vs chin w/in vis	1	1.32234432	32234432	0.50	0.4816
eng vs chin w/in ver	1	18.31501832	31501832	6.96	0.0111

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General Linear Models Procedure

Dependent Variable: CATTLSOC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	5.31876771	1.77292257	1.35	0.2678
Error	49	64.15293040	1.30924348		
Corrected Total	52	69.47169811			

R-Square 0.076560 C.V. 29.87377 Root MSE 1.14422178 CATLTSOC Mean 3.83018868

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.02582917	0.02582917	0.02	0.8889
ETHNIC	1	0.19835060	0.19835060	0.15	0.6988
PRIMINGT*ETHNIC	1	5.09458794	5.09458794	3.89	0.0542

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.01905924	0.01905924	0.01	0.9045
ETHNIC	1	0.15803205	0.15803205	0.12	0.7298
PRIMINGT*ETHNIC	1	5.09458794	5.09458794	3.89	0.0542

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	2.93040293	2.93040293	2.24	0.1410
vis vs ver w/in chin	1	2.19871795	2.19871795	1.68	0.2011
eng vs chin w/in vis	1	1.69322344	1.69322344	1.29	0.2610
eng vs chin w/in ver	1	3.59971510	3.59971510	2.75	0.1037

cross-cultural indep study - ethnic:1=english, 2=chinese 21  
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General Linear Models Procedure

Dependent Variable: CATINCO

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	0.28815053	0.09605018	0.29	0.8296
Error	49	16.01373626	0.32681094		
Corrected Total	52	16.30188679			

R-Square 0.017676 C.V. 216.4194 Root MSE 0.57167381 CATINCO Mean 0.26415094

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.09675859	0.09675859	0.30	0.5888
ETHNIC	1	0.00292708	0.00292708	0.01	0.9250
PRIMINGT*ETHNIC	1	0.18846486	0.18846486	0.58	0.4513

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.09265131	0.09265131	0.28	0.5968
ETHNIC	1	0.00201687	0.00201687	0.01	0.9377
PRIMINGT*ETHNIC	1	0.18846486	0.18846486	0.58	0.4513

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.27859178	0.27859178	0.85	0.3604
vis vs ver w/in chin	1	0.00824176	0.00824176	0.03	0.8745
eng vs chin w/in vis	1	0.07417582	0.07417582	0.23	0.6359
eng vs chin w/in ver	1	0.11721612	0.11721612	0.36	0.5520

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General Linear Models Procedure

Dependent Variable: BRATTL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	89.41450688	29.80483563	3.58	0.0202
Error	49	407.79304029	8.32230694		
Corrected Total	52	497.20754717			

R-Square 0.179833 C.V. 114.1019 Root MSE 2.88484089 BRATTL Mean 2.52830189

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	7.15626512	7.15626512	0.86	0.3583
ETHNIC	1	34.33419099	34.33419099	4.13	0.0477
PRIMINGT*ETHNIC	1	47.92405077	47.92405077	5.76	0.0203

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	8.16574262	8.16574262	0.98	0.3268
ETHNIC	1	32.62495712	32.62495712	3.92	0.0533

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
PRIMINGT'ETHNIC	1	47.92405077	47.92405077	5.76	0.0203
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	48.86039886	48.86039886	5.87	0.0191
vis vs ver w/in chin	1	8.09157509	8.09157509	0.97	0.3290
eng vs chin w/in vis	1	0.71794872	0.71794872	0.09	0.7702
eng vs chin w/in ver	1	31.54029304	31.54029304	9.80	0.0029

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BRAFIL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	10.85997650	3.61999217	1.96	0.1327
Error	49	90.61172161	1.84921881		
Corrected Total	52	101.47169811			

R-Square	C.V.	Root MSE	BRAFIL Mean
0.107025	163.8013	1.35985985	0.83018868

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.18964683	0.18964683	0.10	0.7501
ETHNIC	1	4.46202539	4.46202539	2.41	0.1268
PRIMINGT*ETHNIC	1	6.20830428	6.20830428	3.36	0.0730

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.25232673	0.25232673	0.14	0.7134
ETHNIC	1	4.24024213	4.24024213	2.29	0.1364
PRIMINGT*ETHNIC	1	6.20830428	6.20830428	3.36	0.0730

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	4.57875458	4.57875458	2.48	0.1220
vis vs ver w/in chin	1	1.93772894	1.93772894	1.05	0.3110
eng vs chin w/in vis	1	0.09157509	0.09157509	0.05	0.8248
eng vs chin w/in ver	1	10.57875458	10.57875458	5.72	0.0206

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BRASOC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	18.90787200	6.30262400	3.43	0.0241
Error	49	90.07326007	1.83822980		
Corrected Total	52	108.98113208			

R-Square	C.V.	Root MSE	BRASOC Mean
0.173497	138.1887	1.35581333	0.98113208

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.46688706	5.46688706	2.97	0.0909
ETHNIC	1	0.07488377	0.07488377	0.04	0.8409
PRIMINGT*ETHNIC	1	13.36610117	13.36610117	7.27	0.0096

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.16238947	5.16238947	2.81	0.1001
ETHNIC	1	0.03852240	0.03852240	0.02	0.8855
PRIMINGT*ETHNIC	1	13.36610117	13.36610117	7.27	0.0096

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	17.95054945	17.95054945	9.77	0.0030
vis vs ver w/in chin	1	0.93772894	0.93772894	0.51	0.4785
eng vs chin w/in vis	1	5.86080586	5.86080586	3.19	0.0804
eng vs chin w/in ver	1	7.58017908	7.58017908	4.12	0.0477

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BRAINCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	12.67596240	4.22532080	2.72	0.0544
Error	49	76.07875458	1.55262764		
Corrected Total	52	88.75471698			
	R-Square	C.V.	Root MSE	BRAINCOR Mean	
	0.142820	173.7905	1.24604480	0.71698113	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00970274	0.00970274	0.01	0.9373
ETHNIC	1	12.06547173	12.06547173	7.77	0.0075
PRIMINGT*ETHNIC	1	0.60078793	0.60078793	0.39	0.5368
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00691655	0.00691655	0.00	0.9471
ETHNIC	1	11.94649359	11.94649359	7.69	0.0078
PRIMINGT*ETHNIC	1	0.60078793	0.60078793	0.39	0.5368
Source	DF	Contrast SS	Mean Square	F Value	Pr > F
Contrast	DF				
vis vs ver w/in eng	1	0.37627188	0.37627188	0.24	0.6247
vis vs ver w/in chin	1	0.23443223	0.23443223	0.15	0.6993
eng vs chin w/in vis	1	3.52014652	3.52014652	2.27	0.1386
eng vs chin w/in ver	1	9.14611315	9.14611315	5.89	0.0189

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BNCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	39.07370931	13.02456977	2.64	0.0595
Error	49	241.37912088	4.92610451		
Corrected Total	52	280.45283019			
	R-Square	C.V.	Root MSE	BNCOR Mean	
	0.139324	161.1405	2.21948294	1.37735849	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	4.60667634	4.60667634	0.94	0.3383
ETHNIC	1	6.48987417	6.48987417	1.32	0.2566
PRIMINGT*ETHNIC	1	27.97715879	27.97715879	5.68	0.0211
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	4.73330899	4.73330899	0.96	0.3318
ETHNIC	1	5.92968361	5.92968361	1.20	0.2779
PRIMINGT*ETHNIC	1	27.97715879	27.97715879	5.68	0.0211
Source	DF	Contrast SS	Mean Square	F Value	Pr > F
Contrast	DF				
vis vs ver w/in eng	1	28.46479446	28.46479446	5.78	0.0201
vis vs ver w/in chin	1	4.74725275	4.74725275	0.96	0.3311
eng vs chin w/in vis	1	3.98901099	3.98901099	0.81	0.3726
eng vs chin w/in ver	1	30.47802198	30.47802198	6.19	0.0163

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BNINCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	14.65180731	4.88393577	3.97	0.0130
Error	49	60.21611722	1.22890035		
Corrected Total	52	74.86792453			
	R-Square	C.V.	Root MSE	BNINCOR Mean	
	0.195702	189.5276	1.10855778	0.58490566	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.73402139	1.73402139	1.41	0.2406
ETHNIC	1	12.67209908	12.67209908	10.31	0.0023



Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT*ETHNIC	1	0.24568684	0.24568684	0.20	0.6568
PRIMINGT	1	1.21245421	1.21245421	0.99	0.3255
ETHNIC	1	12.74115512	12.74115512	10.37	0.0023
PRIMINGT*ETHNIC	1	0.24568684	0.24568684	0.20	0.6568

Source	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	1.30240130	1.30240130	1.06	0.3083
vis vs ver w/in chin	1	0.17948718	0.17948718	0.15	.7040
eng vs chin w/in vis	1	8.09157509	8.09157509	6.58	.0134
eng vs chin w/in ver	1	4.82621083	4.82621083	3.93	.0531

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BCCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	37.35081899	12.45027300	1.24	0.3054
Error	49	492.12087912	10.04328325		
Corrected Total	52	529.47169811			

	R-Square	C.V.	Root MSE	BCCOR Mean
	0.070544	65.61056	3.16911395	4.83018868

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.97027361	0.97027361	0.10	0.7573
ETHNIC	1	23.96970245	23.96970245	2.39	0.1288
PRIMINGT*ETHNIC	1	12.41084293	12.41084293	1.24	0.2717

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.41041134	1.41041134	0.14	0.7095
ETHNIC	1	23.23518475	23.23518475	2.31	0.1347
PRIMINGT*ETHNIC	1	12.41084293	12.41084293	1.24	0.2717

Source	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	11.33414733	11.33414733	1.13	0.2933
vis vs ver w/in chin	1	2.67032967	2.67032967	0.27	0.6084
eng vs chin w/in vis	1	0.82417582	0.82417582	0.08	0.7757
eng vs chin w/in ver	1	35.55636956	35.55636956	3.54	0.0658

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: BCINCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	11.65351787	3.88450596	2.90	0.0440
Error	49	65.55402930	1.33783733		
Corrected Total	52	77.20754717			

	R-Square	C.V.	Root MSE	BCINCOR Mean
	0.150938	218.9372	1.15664918	0.52830189

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	6.47962694	6.47962694	4.84	0.0325
ETHNIC	1	1.34121328	1.34121328	1.00	0.3216
PRIMINGT*ETHNIC	1	3.83267764	3.83267764	2.86	0.0969

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.92158572	5.92158572	4.43	0.0405
ETHNIC	1	1.43820203	1.43820203	1.08	0.3049
PRIMINGT*ETHNIC	1	3.83267764	3.83267764	2.86	0.0969

Source	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	9.84940985	9.84940985	7.36	0.0092
vis vs ver w/in chin	1	0.11080586	0.11080586	0.08	0.7747
eng vs chin w/in vis	1	4.88003663	4.88003663	3.65	0.0620
eng vs chin w/in ver	1	0.29385429	0.29385429	0.22	0.6414

cross cultural indep study ethnic:1=english, 2=chinese 30  
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General Linear Models Procedure

Dependent Variable: NCCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	42.53305342	14.17768447	1.91	0.1396
Error	49	362.93864469	7.40691112		
Corrected Total	52	405.47169811			

R-Square	C.V.	Root MSE	NCCOR Mean
0.104898	148.7040	2.72156409	1.83018868

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.56429071	5.56429071	0.75	0.3903
ETHNIC	1	3.79044582	3.79044582	0.51	0.4778
PRIMINGT*ETHNIC	1	33.17831690	33.17831690	4.48	0.0394

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	5.49251630	5.49251630	0.74	0.3934
ETHNIC	1	3.32937430	3.32937430	0.45	0.5057
PRIMINGT*ETHNIC	1	33.17831690	33.17831690	4.48	0.0394

Contrast	DF	Contrast S3	Mean Square	Value	> F
vis vs ver w/in eng	1	33.54415954	33.54415954	4.53	0.0384
vis vs ver w/in chin	1	5.71520147	5.71520147	0.77	0.3840
eng vs chin w/in vis	1	7.58333333	7.58333333	1.02	0.3166
eng vs chin w/in ver	1	29.38542939	29.38542939	3.97	0.0520

cross-cultural indep study - ethnic:1=english, 2=chinese 31  
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General Linear Models Procedure

Dependent Variable: NCINCOR

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	8.71495957	2.90498652	2.16	0.1049
Error	49	65.96428571	1.34620991		
Corrected Total	52	74.67924528			

R-Square	C.V.	Root MSE	NCINCOR Mean
0.116699	192.1685	1.16026286	0.60377358

Source	DF	Type I SS	Mean Square	F Value	Pr
PRIMINGT	1	0.12796323	0.12796323	0.10	0.7592
ETHNIC	1	8.54912409	8.54912409	6.35	0.0150
PRIMINGT*ETHNIC	1	0.03787225	0.03787225	0.03	0.8675

Source	DF	Type III SS	Mean Square	F Value	Pr
PRIMINGT	1	0.03787225	0.03787225	0.03	0.8675
ETHNIC	1	8.52125593	8.52125593	6.33	0.0152
PRIMINGT*ETHNIC	1	0.03787225	0.03787225	0.03	0.8675

Contrast	DF	Contrast SS	Mean Square	F Value	Pr
vis vs ver w/in eng	1	0.00000000	0.00000000	0.00	1.0000
vis vs ver w/in chin	1	0.07417582	0.07417582	0.06	0.8154
eng vs chin w/in vis	1	3.63461538	3.63461538	2.70	0.1068
eng vs chin w/in ver	1	4.95238095	4.95238095	3.68	0.0609

cross-cultural indep study - ethnic:1=english, 2=chinese 32  
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General Linear Models Procedure

Dependent Variable: COMPO

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	1.61847743	0.53949248	0.94	0.4309
Error	49	28.26831502	0.57690439		
Corrected Total	52	29.88679245			

R-Square	C.V.	Root MSE	COMPO Mean
0.054154	223.6430	0.75954222	0.33962264

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.75858732	0.75858732	1.31	0.2571
ETHNIC	1	0.85025951	0.85025951	1.47	0.2306
PRIMINGT*ETHNIC	1	0.00963060	0.00963060	0.02	0.8977
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.84605701	0.84605701	1.47	0.2317
ETHNIC	1	0.84605701	0.84605701	1.47	0.2317
PRIMINGT*ETHNIC	1	0.00963060	0.00963060	0.02	0.8977
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.52930403	0.52930403	0.92	0.3428
vis vs ver w/in chin	1	0.33058608	0.33058608	0.57	0.4527
eng vs chin w/in vis	1	0.33058608	0.33058608	0.57	0.4527
eng vs chin w/in ver	1	0.52930403	0.52930403	0.92	0.3428

cross-cultural indep study - ethnic:1=english, 2=chinese  
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General Linear Models Procedure

Dependent Variable: COMNEG

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3.11833921	1.03944640	0.50	0.6845
Error	49	102.01373626	2.08191298		
Corrected Total	52	105.13207547			
R-Square		C.V.	Root MSE	COMNEG Mean	
0.029661		318.6368	1.44288357	0.45283019	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.11355695	0.11355695	0.05	0.8163
ETHNIC	1	3.00276539	3.00276539	1.44	0.2355
PRIMINGT*ETHNIC	1	0.00201687	0.00201687	0.00	0.9753
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.18846486	0.18846486	0.09	0.7648
ETHNIC	1	2.99813253	2.99813253	1.44	0.2359
PRIMINGT*ETHNIC	1	0.00201687	0.00201687	0.00	0.9753
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.11721612	0.11721612	0.06	0.8134
vis vs ver w/in chin	1	0.07417582	0.07417582	0.04	0.8511
eng vs chin w/in vis	1	1.39285714	1.39285714	0.67	0.4174
eng vs chin w/in ver	1	1.61192511	1.61192511	0.77	0.3832

cross-cultural indep study - ethnic:1=english, 2=chinese  
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Dependent Variable: COMNEU

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	4.42250674	1.47416891	1.52	0.2205
Error	49	47.46428571	0.96865889		
Corrected Total	52	51.88679245			
R-Square		C.V.	Root MSE	COMNEU Mean	
0.085234		289.7936	0.98420470	0.33962264	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.35545342	0.35545342	0.37	0.5475
ETHNIC	1	4.02918107	4.02918107	4.16	0.0468
PRIMINGT*ETHNIC	1	0.03787225	0.03787225	0.04	0.8441
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.50917134	0.50917134	0.53	0.4719
ETHNIC	1	4.04391454	4.04391454	4.17	0.0464
PRIMINGT*ETHNIC	1	0.03787225	0.03787225	0.04	0.8441

Contrast	DF	Contrast SS	Mean Square	F Value	Pr
vis vs ver w/in eng	1	13756614	0.13756614	0.14	0.7079
vis vs ver w/in chin	1	40384615	0.40384615	0.42	0.5215
eng vs chin w/in vis	1	38186813	2.38186813	2.46	0.1233
eng vs chin w/in ver	1	68518519	1.68518519	1.74	0.1933
cross-cultural indep study - ethnic:1=english, 2=chinese					35
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General Linear Models Procedure

Dependent Variable: GENDER

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	1.61868477	0.53956159	2.32	0.0869
Error	49	11.40018315	0.23265680		
Corrected Total	52	13.01886792			
	R-Square	C.V.	Root MSE	GENDER Mean	
	0.124334	33.63722	0.48234510	1.43396226	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	1.04308445	1.04308445	4.48	0.0393
ETHNIC	1	0.32494187	0.32494187	1.40	0.2430
PRIMINGT*ETHNIC	1	0.25065846	0.25065846	1.08	0.3044

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.95329117	0.95329117	4.10	0.0484
ETHNIC	1	0.33697697	0.33697697	1.45	0.2346
PRIMINGT*ETHNIC	1	0.25065846	0.25065846	1.08	0.3044

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	1.11436711	1.11436711	4.79	0.0334
vis vs ver w/in chin	1	0.11080586	0.11080586	0.48	0.4934
eng vs chin w/in vis	1	0.57234432	0.57234432	2.46	0.1232
eng vs chin w/in ver	1	0.00325600	0.00325600	0.01	0.9063
cross-cultural indep study - ethnic:1=english, 2=chinese					36
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General Linear Models Procedure

Dependent Variable: AGE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	2.70022116	0.90007372	0.68	0.5663
Error	49	64.50732601	1.31647604		
Corrected Total	52	67.20754717			
	R-Square	C.V.	Root MSE	AGE Mean	
	0.040177	5.604703	1.14737790	20.47169811	

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00526797	0.00526797	0.00	0.9498
ETHNIC	1	0.12394515	0.12394515	0.09	0.7603
PRIMINGT*ETHNIC	1	2.57100805	2.57100805	1.95	0.1686

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.01597999	0.01597999	0.01	0.9127
ETHNIC	1	0.14891051	0.14891051	0.11	0.7381
PRIMINGT*ETHNIC	1	2.57100805	2.57100805	1.95	0.1686

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	.11436711	1.11436711	0.85	0.3621
vis vs ver w/in chin	1	.46520147	46520147	1.11	0.2966
eng vs chin w/in vis	1	.93772894	93772894	1.47	2309
eng vs chin w/in ver	1	.75722426	.75722426	0.58	.4518
cross-cultural indep study - ethnic:1=english, 2=chinese					37
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General Linear Models Procedure

Dependent Variable: PROF

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
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Model	3	7.38150529	2.46050176	6.14	0.0013
Error	49	19.63736264	0.40076250		
Corrected Total	52	27.01886792			
	R-Square	C.V.	Root MSE	PROF Mean	
	0.273198	44.14747	0.63305806	1.43396226	
Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.81373972	0.81373972	2.03	0.1605
ETHNIC	1	5.51112734	5.51112734	13.75	0.0005
PRIMINGT*ETHNIC	1	1.05663823	1.05663823	2.64	0.1108
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.62159291	0.62159291	1.55	0.2189
ETHNIC	1	5.40709140	5.40709140	13.49	0.0006
PRIMINGT*ETHNIC	1	1.05663823	1.05663823	2.64	0.1108
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	.02930403	0.02930403	0.07	7880
vis vs ver w/in chin	1	.61538462	1.61538462	4.03	0502
eng vs chin w/in vis	1	.82417582	0.82417582	2.06	1579
eng vs chin w/in ver	1	.74358974	5.74358974	14.33	0004
		cross-cultural indep study - ethnic:1=english, 2=chinese			38
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Dependent Variable: LANG

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	0.52871657	0.17623886	1.38	0.2603
Error	49	6.26373626	0.12783135		
Corrected Total	52	6.79245283			
	R-Square	C.V.	Root MSE	LANG Mean	
	0.077839	42.10969	0.35753511	0.84905660	
Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00043004	0.00043004	0.00	0.9540
ETHNIC	1	0.27929081	0.27929081	2.18	0.1458
PRIMINGT*ETHNIC	1	0.24899572	0.24899572	1.95	0.1691
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.00039839	0.00039839	0.00	0.9557
ETHNIC	1	0.29042860	0.29042860	2.27	0.1382
PRIMINGT*ETHNIC	1	0.24899572	0.24899572	1.95	0.1691
Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	0.11721612	0.11721612	0.92	0.3430
vis vs ver w/in chin	1	0.13186813	0.13186813	1.03	0.3148
eng vs chin w/in vis	1	0.52747253	0.52747253	4.13	0.0477
eng vs chin w/in ver	1	0.00081400	0.00081400	0.01	0.9367

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Level of PRIMINGT		-INDEPSC-		____RECOCRI____		____RECOGFIL____	
			SD	Mean	SD	Mean	SD
1	26	71.7307692	8.77978447	7.73076923	2.73580251	7.11538462	1.60815231
2	27	72.4444444	8.89396223	8.00000000	3.47518677	7.37037037	2.42023756
Level of PRIMINGT		____RECOTOT____		-SOCIAL-		____NOSOCIAL____	
		Mean	SD	Mean	SD	Mean	SD
1	26	14.8461538	3.74905116	7.57692308	2.17574037	7.26923077	2.34192557
2	27	15.3703704	5.61007437	7.77777778	2.91327642	7.59259259	3.10408241
Level of PRIMINGT		____SOCBKDIF____		-AVGATTC-		-AVGATTF-	
		Mean	SD	Mean	SD	Mean	SD

	26	0.30769231	2.52617071	1.27991453	1.09200018	0.76367521	1.28844267
	27	0.18518519	2.18450905	0.89506173	1.03584078	0.75308642	0.86853477
Level of PRIMINGT	N	-----AVGATTT-----		-WORDS-		-ENGLWORD-	
		Mean	SD	Mean	SD	Mean	SD
	26	1.02179487	0.97812737	89.9230769	66.4728053	35.9615385	37.4192258
	27	0.82407407	0.72864501	81.0740741	62.8881338	38.1481481	47.9011030
Level of PRIMINGT	N	-----ADTTL-----		-----ADTTLFIL-----		-----ADTTLSOC-----	
		Mean	SD	Mean	SD	Mean	SD
	26	6.46153846	2.84577960	2.34615385	1.57333551	3.30769231	1.91351469
	27	5.96296296	2.94149990	2.59259259	1.84514455	3.25925926	1.55890969
Level of PRIMINGT	N	-----ADINCOR-----		-CATTL-		-----CATTLFIL-----	
		Mean	SD	Mean	SD	Mean	SD
	26	0.76923077	1.45072926	7.19230769	2.20942039	3.07692308	1.59807577
	27	0.11111111	0.42365927	7.29629630	2.39895514	3.22222222	1.80455265
Level of PRIMINGT	N	-----CATTLSOC-----		-CATINCO-		-BRATTL-	
		Mean	SD	Mean	SD	Mean	SD
	26	3.80769231	1.26551905	0.30769231	0.61768800	2.15384615	2.60295690
	27	3.85185185	1.06351029	0.22222222	0.50636968	2.88888889	3.51188458
Level of PRIMINGT	N	-BRAFIL-		-BRASOC-		-----BRAINCOR-----	
			SD		SD	Mean	SD
	26	0.76923077	1.27460401	0.65384615	1.19807538	0.73076923	1.28242559
	27	0.88888889	1.52752523	1.29629630	1.61280489	0.70370370	1.35348027

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Level of PRIMINGT	N	-BNCOR-		-----BNINCOR-----		-----BCCOR-----	
		Mean	SD	Mean	SD	Mean	SD
	26	1.07692308	1.49460569	0.76923077	1.42288980	4.69230769	3.08245656
	27	1.66666667	2.90887237	0.40740741	0.93064325	4.96296296	3.34527774
Level of PRIMINGT	N	-----BCINCOR-----		-----NCCOR-----		-NCINCOR-	
		Mean	SD	Mean	SD	Mean	SD
	26	0.88461538	1.60815231	1.50000000	2.54950976	0.65384615	1.29436649
	27	0.18518519	0.48334070	2.14814815	3.02176341	0.55555556	1.12089708
Level of PRIMINGT	N	-COMPO-		-----COMNEG-----		-----COMNEU-----	
		Mean	SD	Mean	SD	Mean	SD
	26	0.46153846	0.81145643	0.50000000	1.79443584	0.42307692	1.06482212
	27	0.22222222	0.69798244	0.40740741	0.97109214	0.25925926	0.94431874
Level of PRIMINGT	N	-----GENDER-----		-AGE-		-PROF-	
		Mean	SD	Mean	SD	Mean	SD
	26	1.57692308	0.50383147	20.4615385	1.20766781	1.30769231	0.61768800
	27	1.29629630	0.46532163	20.4814815	1.08735283	1.55555556	0.80064077
			Level of PRIMINGT	N	-LANG-		
					Mean	SD	
			26		0.84615385	0.36794648	
			27		0.85185185	0.36201399	
Level of ETHNIC		-INDEPSC-		-----RECOGCRI-----		-----RECOGFIL-----	
		Mean	SD	Mean	SD	Mean	SD
1	27	71.9629630	8.88595037	10.1481481	1.97491390	8.29629630	2.05341769
2	26	72.2307692	8.80139849	5.50000000	2.14009346	6.15384615	1.37672968
Level of ETHNIC		-----RECOGTOT-----		-SOCIAL-		-----NOSOCIAL-----	
		Mean	SD	Mean	SD	Mean	SD
	27	18.4444444	3.63035634	9.29629630	2.10886070	9.14814815	2.33211201
	26	11.6538462	2.96570137	6.00000000	1.78885438	5.65384615	1.85347906
Level of		-----SOCBKDIF-----		-AVGATTC-		-----AVGATTF-----	
		Mean	SD	Mean	SD	Mean	SD

27 14814815 2.56760445 0.79423868 0.90080354 0.54115226 0.95476918  
 26 34615385 2.11551049 1.38461538 1.16544095 0.98376068 1.18018300  
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Level of ETHNIC		-AVGATTT-		-WORDS-		-ENGWORD-	
		Mean	SD	Mean	SD	Mean	SD
1	27	0.66769547	0.67886286	67.814815	39.5785850	67.8148148	39.5785850
2	26	1.18418803	0.95340545	103.692308	79.1336941	5.1538462	8.9249865
Level of ETHNIC		-ADTTL-		-ADTTLFIL-		-ADTTLSOC-	
		Mean	SD	Mean	SD	Mean	SD
1	27	6.18518519	2.98762881	2.51851852	1.60217089	3.07407407	1.89991753
2	26	6.23076923	2.81861941	2.42307692	1.83680324	3.50000000	1.52970585
Level of ETHNIC		-ADINCOR-		-CATTTL-		-CATTTLFIL-	
		Mean	SD	Mean	SD	Mean	SD
1	27	0.55555556	1.33972825	7.81481481	2.11290972	3.66666667	1.44115338
2	26	0.30769231	0.78837711	6.65384615	2.34848560	2.61538462	1.79057361
Level of ETHNIC		-CATTLSOC-		-CATINCO-		-BRATTL-	
		Mean	SD	Mean	SD	Mean	SD
1	27	3.88888889	1.18754217	0.25925926	0.52569314	3.29629630	3.52807220
2	26	3.76923077	1.14219761	0.26923077	0.60383390	1.73076923	2.37583993
Level of ETHNIC		-BRAFIL-		-BRASOC-		-BRAINCOR-	
		Mean	SD	Mean	SD	Mean	SD
1	27	1.11111111	1.55250005	1.00000000	1.68705478	1.18518519	1.64169324
2	26	0.53846154	1.17407902	0.96153846	1.18256566	0.23076923	0.51440780
Level of ETHNIC		-BNCOR-		-BNINCOR-		-BCCOR-	
		Mean	SD	Mean	SD	Mean	SD
1	27	1.70370370	2.93276995	1.07407407	1.51723245	5.48148148	3.34400003
2	26	1.03846154	1.42774701	0.07692308	0.27174649	4.15384615	2.93519754
Level of ETHNIC		-BCINCOR-		-NCCOR-		-NCINCOR-	
		Mean	SD	Mean	SD	Mean	SD
1	27	0.70370370	1.56438277	2.07407407	3.07503503	1.00000000	1.51910905
2	26	0.34615385	0.68948141	1.57692308	2.50076911	0.19230769	0.49146563
Level of ETHNIC		-COMP0-		-COMNEG-		-COMNEU-	
		Mean	SD	Mean	SD	Mean	SD
1	27	0.22222222	0.50636968	0.22222222	0.50636968	0.07407407	0.26688026
2	26	0.46153846	0.94787211	0.69230769	1.95487556	0.61538462	1.35873244

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Level of ETHNIC		-GENDER-		-AGE-		-PROF-	
		Mean	SD	Mean	SD	Mean	SD
27	1.51851852	0.50917508	20.5185185	0.75296186	1.11111111	0.42365927	
26	1.34615385	0.48516452	20.4230769	1.44701284	1.76923077	0.81523946	
Level of ETHNIC		-LANG-					
		Mean	SD				
27	0.77777778	0.42365927					
26	0.92307692	0.27174649					
Level of PRIMINGT		-INDEPSC-		-RECOGCRI-			
		Mean	SD	Mean	SD		
14	70.5000000	8.10270610	9.5000000	1.78670302			
12	73.1666667	9.66562168	5.6666667	2.14617348			
13	73.5384615	9.73494894	10.8461538	1.99357944			
14	71.4285714	8.27149215	5.3571429	2.20513885			
Level of PRIMINGT		-RECOGFIL-		-RECOGTOT-			
		Mean	SD	Mean	SD		

Level of PRIMINGT	Level of ETHNIC	N	Mean	SD	Mean	SD
		14	7.57142857	1.74154157	17.0714286	3.09998228
		12	6.58333333	1.31137217	12.2500000	2.63283463
		13	9.07692308	2.13937446	19.9230769	3.68468765
		14	5.78571429	1.36880472	11.1428571	3.23103086
		-SOCIAL-		-NOSOCIAL-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	8.5714286	2.10180456	8.50000000	1.95133091
1	2	12	6.4166667	1.67648622	5.83333333	1.94624736
2	1	13	10.0769231	1.89127552	9.84615385	2.57701875
2	2	14	5.6428571	1.86494557	5.50000000	1.82924953
		-SOCBKDIF-		-AVGATTC-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	0.07142857	2.61546542	1.18253968	0.84012293
1	2	12	0.58333333	2.50302847	1.39351852	1.36009720
2	1	13	0.23076923	2.61896437	0.37606838	0.79256896
2	2	14	0.14285714	1.79130991	1.37698413	1.02304375
		-AVGATTF-		-AVGATTT-		
Level of PRIMINGT	Level of ETHNIC	N	Mean	SD	Mean	SD
	1	14	0.74206349	1.09769835	0.96230159	0.69016692
	2	12	0.78888889	1.53219105	1.09120370	1.26558180
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Level of PRIMINGT	Level of ETHNIC	N	Mean	SD	Mean	SD
2	1	13	0.32478632	0.75626538	0.35042735	0.52171696
2	2	14	1.15079365	0.79182329	1.26388889	0.61476665
		-AVGATTF-		-AVGATTT-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	62.214286	32.4065012	62.2142857	-32.4065012
1	2	12	122.250000	81.7558727	5.3333333	6.3722885
2	1	13	73.846154	46.6937650	73.8461538	46.6937650
2	2	14	87.785714	76.1346768	5.0000000	10.8981297
		-ADTTL-		-ADTTLFIL-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	6.21428571	2.39160620	2.14285714	1.16732059
1	2	12	6.75000000	3.38781238	2.58333333	1.97522534
2	1	13	6.15384615	3.62505526	2.92307692	1.93483584
2	2	14	5.78571429	2.25929095	2.28571429	1.77281052
		-ADTTLSOC-		-ADINCOR-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	2.92857143	2.01777813	1.07142857	1.73046395
1	2	12	3.75000000	1.76454990	0.41666667	0.99620492
2	1	13	3.23076923	1.83275049	0.00000000	0.00000000
2	2	14	3.28571429	1.32598709	0.21428571	0.57893422
		-CATTL-		-CATTLFIL-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	7.21428571	1.80506004	3.28571429	1.43733575
1	2	12	7.16666667	2.69117525	2.83333333	1.80067327
2	1	13	8.46153846	2.29548051	4.07692308	1.38212026
2	2	14	6.21428571	2.00685638	2.42857143	1.82774707
		-CATTLSOC-		-CATINCO-		
Level of PRIMINGT	Level of ETHNIC	Mean	SD	Mean	SD	
1	1	14	3.57142857	1.22249969	0.35714286	0.63332369
1	2	12	4.08333333	1.31137217	0.25000000	0.62158156
2	1	13	4.23076923	1.09192843	0.15384615	0.37553381
2	2	14	3.50000000	0.94053994	0.28571429	0.61124985
		cross-cultural indep study		ethnic:1=english 2=chinese		44

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Level of PRIMINGT	Level of ETHNIC		-BRATTL--		-BRAFIL-	
			Mean	SD	Mean	SD
1	1	14	2.00000000	2.21880078	0.71428571	1.13872881
1	2	12	2.33333333	3.08466392	0.83333333	1.46680440
2	1	13	4.69230769	4.19095485	1.53846154	1.85361739
2	2	14	1.21428571	1.47692880	0.28571429	0.82542031

Level of PRIMINGT	Level of ETHNIC		-BRASOC-		-BRAINCOR-	
			Mean	SD	Mean	SD
1	1	14	0.21428571	0.57893422	1.07142857	1.59152978
1	2	12	1.16666667	1.52752523	0.33333333	0.65133895
2	1	13	1.84615385	2.07549809	1.30769231	1.75045782
2	2	14	0.78571429	0.80178373	0.14285714	0.36313652

Level of PRIMINGT	Level of ETHNIC		-BNCOR-		-BNINCOR-	
			Mean	SD	Mean	SD
1	1	14	0.71428571	.13872881	1.28571429	1.77281052
1	2	12	1.50000000	.78376517	0.16666667	0.38924947
2	1	13	2.76923077	.85473402	0.84615385	1.21423185
2	2	14	0.64285714	.92878273	0.00000000	0.00000000

Level of PRIMINGT	Level of ETHNIC		-BCCOR-		-BCINCOR-	
			Mean	SD	Mean	SD
1	1	14	4.85714286	76953600	1.28571429	2.01641614
1	2	12	4.50000000	52909981	0.41666667	0.79296146
2	1	13	6.15384615	86967169	0.07692308	0.27735010
2	2	14	3.85714286	41333293	0.28571429	0.61124985

Level of PRIMINGT	Level of ETHNIC		-NCCOR-		-NCINCOR-	
			Mean	SD	Mean	SD
1	1	14	1.00000000	.41421356	1.00000000	1.61721508
1	2	12	2.08333333	.42340430	0.25000000	0.62158156
2	1	13	3.23076923	.94025900	1.00000000	1.47196014
2	2	14	1.14285714	.29241235	0.14285714	0.36313652

Level of PRIMINGT	Level of ETHNIC		-COMPO-		-COMNEG-	
			Mean	SD	Mean	SD
1	1	14	0.35714286	0.63332369	0.28571429	0.61124985
1	2	12	0.58333333	0.99620492	0.75000000	2.59807621
2	1	13	0.07692308	0.27735010	0.15384615	0.37553381
2	2	14	0.35714286	0.92878273	0.64285714	1.27744594

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Level of PRIMINGT	Level of ETHNIC		-COMNEU-		-GENDER-	
			Mean	SD	Mean	SD
1	1	14	0.14285714	0.36313652	1.71428571	0.46880723
1	2	12	0.75000000	1.48477118	1.41666667	0.51492865
2	1	13	0.00000000	0.00000000	1.30769231	0.48038446
2	2	14	0.50000000	1.28601950	1.28571429	0.46880723

Level of PRIMINGT	Level of ETHNIC		-AGE-		-PROF-	
			Mean	SD	Mean	SD
1	1	14	20.7142857	0.91387353	1.14285714	0.53452248
1	2	12	20.1666667	1.46680440	1.50000000	0.67419986
2	1	13	20.3076923	0.48038446	1.07692308	0.27735010
2	2	14	20.6428571	1.44686094	2.00000000	0.87705802

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Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	396.54747253	132.18249084	1.29	0.2890
Error	46	4712.57252747	102.44722886		
Corrected Total	49	5109.12000000			

R-Square	C.V.	Root MSE	DEPSC Mean
0.077616	13.81980	10.12162185	73.24000000

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	84.93964573	84.93964573	0.83	0.3673
ETHNIC	1	290.09888337	290.09888337	2.83	0.0992
PRIMINGT*ETHNIC	1	21.50894342	21.50894342	0.21	0.6490

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	117.54948396	117.54948396	1.15	0.2897
ETHNIC	1	301.84989976	301.84989976	2.95	0.0928
PRIMINGT*ETHNIC	1	21.50894342	21.50894342	0.21	0.6490

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	20.34615385	20.34615385	0.20	0.6579
vis vs ver w/in chin	1	113.66785714	113.66785714	1.11	0.2977
eng vs chin w/in vis	1	222.69431438	222.69431438	2.17	0.1472
eng vs chin w/in ver	1	88.91351241	88.91351241	0.87	0.3564

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Level of PRIMINGT	N	Mean	SD
1	23	74.6521739	9.3740876
2	27	72.0370370	10.9033569

Level of ETHNIC	N	Mean	SD
1	26	71.0384615	8.3975271
2	24	75.6250000	11.5788882

Level of PRIMINGT	Level of ETHNIC	N	Mean	SD
1	1	13	71.9230769	7.2509946
1	2	10	78.2000000	10.9524224
2	1	13	70.1538462	9.6250208
2	2	14	73.7857143	12.0586935

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General Linear Models Procedure

Dependent Variable: YRSEDUC

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	191.38396887	63.79465629	4.77	0.0059
Error	43	575.25432900	13.37800765		
Corrected Total	46	766.63829787			

R-Square	C.V.	Root MSE	YRSEDUC Mean
0.249641	26.44723	3.65759588	13.82978723

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	40.89192106	40.89192106	3.06	0.0875
ETHNIC	1	139.81650831	139.81650831	10.45	0.0024
PRIMINGT*ETHNIC	1	10.67553950	10.67553950	0.80	0.3767

Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	27.85149441	27.85149441	2.08	0.1563
ETHNIC	1	139.17898346	139.17898346	10.40	0.0024
PRIMINGT*ETHNIC	1	10.67553950	10.67553950	0.80	0.3767

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
vis vs ver w/in eng	1	1.82900433	1.82900433	0.14	0.7134

vis vs ver w/in chin	1	40.77014652	40.77014652	3.05	0.0880
eng vs chin w/in vis	1	36.08728590	36.08728590	2.70	0.1078
eng vs chin w/in ver	1	114.40476190	114.40476190	8.55	0.0055

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Level of PRIMINGT		N	-----YRSEDUC-----	
			Mean	SD
1		23	14.7826087	4.20990738
2		24	12.9166667	3.82118428

Level of ETHNIC			-----YRSEDUC-----	
			Mean	SD
1		21	15.8095238	4.11848331
2		26	12.2307692	3.33835519

Level of PRIMINGT	Level of ETHNIC		-----YRSEDUC-----	
			Mean	SD
1	1	11	16.0909091	4.59248398
1	2	12	13.5833333	3.60450055
2	1	10	15.5000000	3.74907396
7	2	14	11.0714286	2.70225791

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Class Level Information

Class	Levels	Values
PRIMINGT	2	12

Number of observations in data set = 53

NOTE: Due to missing values, only 28 observations can be used in this analysis

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General Linear Models Procedure

Dependent Variable: ORIGIN

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	0.10714286	0.10714286	0.19	0.6675
Error	26	14.75000000	0.56730769		
Corrected Total	27	14.85714286			

R-Square	C.V.	Root MSE	ORIGIN Mean
0.007212	175.7463	0.75319831	0.42857143

Source	DF	Type I SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.10714286	0.10714286	0.19	0.6675
Source	DF	Type III SS	Mean Square	F Value	Pr > F
PRIMINGT	1	0.10714286	0.10714286	0.19	0.6675

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Level of PRIMINGT		N	-----ORIGIN-----	
			Mean	SD
1		12	0.50000000	0.79772404
2		16	0.37500000	0.71879529