PRIMING Individual and Collective Mindset


Below are two versions of the general task instructions, once for the paper version, and once for the computerized version. Instructions are followed by each of the specific priming paragraphs used in Oyserman, Sorensen, Reber, & Chen. Note that the original prime is the visit to the city version, which is from Gardner and Gabriel, 1999. This paragraph is presented first. A version of the paragraph in Chinese is also provided.

Please read the paragraph on the next page carefully and circle all the PRONOUNS found within the paragraph. The pronouns may be singular (e.g. he, she, etc.) or plural (e.g. they, their, etc). Please take your time.

Please read the paragraph on the next page carefully and click on all the PRONOUNS found within the paragraph. The pronouns may be singular (e.g. he, she, etc.) or plural (e.g. they, their, etc). Please take your time.
We go to the city often. Our anticipation fills us as we see the skyscrapers come into view. We allow ourselves to explore every corner, never letting an attraction escape us. Our voices fill the air and street. We see all the sights, we window shop, and everywhere we go we see our reflections looking back at us in the glass of a hundred windows. At nightfall we linger, our time in the city almost over. When finally we must leave, we do so knowing that we will soon return. The city belongs to us.

I go to the city often. My anticipation fills me as I see the skyscrapers come into view. I allow myself to explore every corner, never letting an attraction escape me. My voice fills the air and street. I see all the sights, I window shop, and everywhere I go I see my reflection looking back at me in the glass of a hundred windows. At nightfall I linger, my time in the city almost over. When finally I must leave, I do so knowing that I will soon return. The city belongs to me.
I love to watch the sunset across the lake. Each night during the summer, I drive my car over to the beach near my house where I relax my body and watch the colors paint the canvas in the sky. I like to bury my hands in the cool sand and stare into the golden ball of fire as it sinks into the water. The heat that warmed my face slowly fades away and leaves my body with a cool chill. The bright colors in the sky above me hurt my eyes but the scene is too beautiful to look away. Slowly, the light fades completely and I am immersed into the growing darkness. As I get up, I brush the sand off my body and think to myself, how fortunate I am to experience such a beautiful site everyday. The night rests upon me and I return home to fall asleep to wait for a new day.

We love to watch the sunset across the lake. Each night during the summer, we drive our car over to the beach near our house where we relax our bodies and watch the colors paint the canvas in the sky. We like to bury our hands in the cool sand and stare into the golden ball of fire as it sinks into the water. The heat that warmed our faces slowly fades away and leaves our bodies with a cool chill. The bright colors in the sky above us hurt our eyes but the scene is too beautiful to look away. Slowly, the light fades completely and we are immersed into the growing darkness. As we get up, we brush the sand off my bodies and think to ourselves, how fortunate we are to experience such a beautiful site everyday. The night rests upon us and we return home to fall asleep to wait for a new day.
On summer weekends I like to go to the beach. I bring a blanket and my radio and lots of sunscreen. I always remember to bring my sunscreen. Before I swim I rub it on so my skin won’t get burned. When I get to the beach, I set my stuff up quickly. Then I run into the water. I love to swim out to the diving dock and jump off the highest board. I have a small boat and love boating on the lake. After the swim, I love lying on my blanket, and reading a good book or I have some ice-cream. I always have fun at the beach, and I always look forward to another day.

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I love to watch the sunrise at my house. I get up early on the weekends when the sun is still asleep. I go out my window and pull myself on to the roof. Sometimes it’s cold outside, and I bring my blanket to cover me. The air seems fresher in the morning, it’s cool and crisp and I breathe it deeply into my lungs. The morning sky puts on a show just for me. The colors start to change before my eyes. The sky starts out dark, and then slowly the light begins to come. A hint of yellow appears on the horizons gently grows brighter. Soon I see more and more light, and the colors begin to appear to me. The glorious sunrise delights my eyes. It’s not long until the day comes and takes over my morning glow. So I leave my rooftop hideaway and begin my day.

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I don’t go out to eat very often, but when I do I have a hard time choosing where I want to go. Thai food, Mexican food, and Indian food are all delicious, but my all time favorite is Chinese. There is a Chinese restaurant near my house that serves the best food I have ever eaten. When I enter, the aroma fills my nostrils. It’s a sweet and spicy smell and it makes me hungry. I sit down and order the food. Everything on the menu appeals to me. I know whatever I order will delight me. The food is so pretty, it almost makes me feel bad about eating it. The best part of the meal is when I get my choice of dessert. I can’t go wrong with anything I order at my favorite restaurant.

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CHINESE EXAMPLE:

In the first set of tasks you will first read a short paragraph and circle the pronouns in it, pronouns are words like he or they and can be singular or plural. After completing this task click on the computer screen. You will be shown a picture briefly and asked what you remember about it.

在第一組任務中，你將會首先閱讀一段文章，妳需要將文中所有的代名詞圈岀。代名詞指的是好似“他”或者“他們”這樣的詞，可以是單數也可以是複數。

完成這個任務之後，我們將會給妳看一張圖片，然後問你記得圖片中的哪些內容。

I am passing out the first task now. Please, start working on the first task now. Take your time, and when you are finished, press the space bar to start the second task.

現在請開始做第一個任務。不用心急，做完後請舉手示意。

I prime

請認真閱讀下一頁中的短文，將文章中所有的代名詞圈岀。這些代名詞可以是單數（比如“他”，“她的”，等等），

也可以是複數（比如“他們”，“他們的”，等等）。時間不限。
我不常外出吃飯，但每當我外出吃飯時我總是難決定應該選擇哪間餐廳。泰國菜、墨西哥菜和印度菜都很美味，但我一向最愛的還是中國菜。我家附近有一間中國餐廳供應我嚐過最棒的菜式。每當我走進去，香氣都立即撲鼻而來。這一股香甜而辛辣的氣味常令我不禁飢腸轆轆。而當我坐下來點菜，餐牌上的每一道菜都吸引著我。我知道無論我點什麼都會令我愉快。那些食物都很漂亮，令我彷彿為了吃掉它們而感到內疚。整頓飯最棒的地方是在當我精心挑選的甜點擺放在我面前的時候。在我最愛的餐廳裡，無論我點任何菜式，都不會出問題。
We prime

請認真閱讀下一頁中的短文，將文章中所有的代名詞圈出。這些代名詞可以是單數（比如“他”、“她的”，等等），也可以是複數（比如“他們”、“她們的”，等等）。時間不限。
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English Version

I [We] go to the city often. My [Our] anticipation fills me [us] as I [we] see the skyscrapers come into view. I [We] allow myself [ourselves] to explore every corner, never letting an attraction escape me [us]. My [Our] voices fill the air and street. I [we] see all the sights, I [we] window shop, and everywhere I [we] go I [we] see my [our] reflections looking back at me [us] in the glass of a hundred windows. At nightfall I [we] linger, my [our] time in the city almost over. When finally I [we] must leave, I [we] do so knowing that I [we] will soon return. The city belongs to me [us].

Korean Version
