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Abstrak

ABSTRAK

In a Journal of Personality and Social Psychology article, Sedikides, Gaertner and Vevea (2005) presented two meta-analyses that include eight papers to investigate the question of whether people from Eastern cultures self-enhance more for traits that they view to be important compared to those that they view as unimportant. The results supported their hypothesis: Self-enhancement appears to be pancultural. However, this conclusion is severely compromised by six relevant papers that are not included in their meta-analyses. Importantly, all of these six studies contradicted their hypothesis. When complete meta-analyses are conducted which include all of the relevant papers, a very different pattern of results emerges. Eastern and Western cultures do not differ from each other in the pattern of their self-enhancement of independent and interdependent traits. Furthermore, whereas Westerners self-enhanced significantly more for traits that they viewed to be especially important, East Asians did not. Contrary to the Sedikides et al. (2005) suggestion, the existing evidence suggests substantial cross-cultural variation in self-enhancement, with Westerners being far more self-enhancing than Easterners. Reasons for the conflicting pattern of findings across methods and meta-analyses are discussed.