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CHINESE COLLEGE STUDENTS' SPONTANEOUS SELF-CONCEPT: CONFIGURATIONS OF CONTENT AND ORDER EFFECTS

YU-CHIEH CHANG and CHIH-WEI HUE
National Taiwan University

The purpose of this research is to investigate the self-concept of college students in Taiwan. In Experiment 1, subjects' responses to the Twenty Statements Test were collected, and were analyzed into simple sentences and keywords. In experiment 2, another group of subjects was instructed to categorize each keyword into one of 30 self-concept dimensions. The results of Experiment 2 indicate that 77.82% of the responses collected in Experiment 1 can be accounted by five self-concept dimensions. Further analysis indicates that "like vs. dislike", "personality", and "basic data" are the most central dimensions of the self-concept of the students.