

Abstract

The present study explores the role of public self-presentation in the internalization of culturally normative expectations toward independence or interdependence of the self. It was expected that people would align their self-view to the normative self-view in their cultural context, more so in public than in private settings. Consistent with this expectation, Americans were more likely in public than in private to describe themselves by reference to inner attributes and assess themselves to be independent, thereby endorsing to a greater degree the culturally normative view of the self as an independent and bounded entity. By contrast, Japanese were more likely in public than in private to describe themselves by reference to social roles and status and assess themselves to be interdependent, thereby endorsing to a greater degree the culturally normative view of the self as an interdependent and relational entity. The implications of repeated public self-presentation for internalization were discussed.

Key Words: Self-View, Cultural Norm, Independence and Interdependence, Self-Presentation