

出國報告:出席國際會議

第 26 屆心理科學協會年會論文發表: 中文裡的名字發音效果
(The Name-Pronunciation Effect: Further Evidence from Chinese)

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出國期間:103.5.20~103.5.25
報告日期:103.6.5

摘要

心理科學協會成立的宗旨是讓各領域的心理學家，有發表基礎科學研究成果的平台。今年會議主題與網路科技的發展有關，會中有關「大數據」、「網路數學」、「網路與」都是國內心理學界尚未正視但卻重要且即時的議題，且筆者發表的論文具跨領域性質，很適合在該會發表。會議共舉行四天，超過千人參加，論文分別以口頭報告及壁報的方式發表。這類國際會議是重要的學術合作和交流的平台。會議除了有助於筆者了解心理學各領域的最新發展、得知網路對人類認知與課堂教學影響的最新研究，有關記憶的演講對筆者的研究有高度啟發性，會議期間非正式的互動，筆者獲得研究相關的回饋。會議主辦單位相當用心的安排一些有創意的活動，值得國內主辦會議者參考。

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一、目的:

會議名稱: 第 26 屆心理科學協會年會 APS (Association for Psychological Science) 26th Annual Convention

心理科學協會是筆者在美國唸書時成立的心理學學術團體。成立的宗旨是讓各領域的心理學家，有發表基礎科學研究成果的平台。它另外一個目的在與以臨床和實務為主的美國心理學會區別。返國之後我一直是這個協會的會員，會定期收到各類協會出版的期刊與有關協會發展的訊息。每隔數年也會參加協會所舉辦的會議。今年會議主題都與網路科技的發展有關，會中有關大數據、網路數學、網路與認知都是國內心理學界尚未正視但卻重要且即時的議題，故筆者報告參加。且筆者發表的論文具跨領域性質，很適合在該會發表。

參加這個會議除了可以了解心理學各領域的最新發展、得知網路對人類認知與課堂教學影響的最新研究，有幾場有關記憶的演講對筆者的研究將有啟發性，更可利用會議期間的非正式互動，獲得有關筆者研究的回饋。

二、參加會議過程

第 26 屆心理科學協會年會於 2014 年 5 月 22- 5 月 25 日在美國舉行，由美國心理科學學會所主辦。這是一個綜合心理學的各個領域的會議，與美國心理學會的不同在於它強調心理學是科學，並將心理學的教學與大學部的教育列入會議的重點。通常第一天的議程對象是心理系大學部的學生，因此舉辦了多個與教學有關的工作坊，另外也有關於教學的壁報展示。

正式會議前一天的議程對象是心理系大學部的學生，有教學相關的工作坊和壁報展示。其他的工作坊包括針對年輕學者學術生涯規劃的建議、科普文章的寫作、人腦造影技術、結構方程模型的介紹、如何從事領域整合的研究以及如何在教學型大學中從事研究。四天總共有十二場壁報展示，每一場都有超過一百五十篇的壁報。每天傍晚都有一場專題演講。其他的口頭報告安排在每天早上 8:00 到下午 5:00，每一個時段都有將近十場的口頭報告在進行。

這次會議場地是在舊金山市中心 Hilton 旅館，附近有多個大型旅館和會議中心，住宿及交通都十分便利。會議共舉行四天，超過千人參加，論文分別以口頭報告及壁報的方式發表。

筆者於前一天到達旅館，除了發表了論文，並參與所有的主題演講。專題討論所邀請的都是相關主題已經頗有成就的學者，雖然人數不多，但他們都有自己的創見。雖然筆者的專長是記憶，但從這些主題的討論中依然獲益良多。由於這是一個綜合性的心理學會議，因此有機會聽到其他領域的口頭報告以及壁報發表。這對於了解目前心理學的發展趨勢，擴展研究視野十分有幫助。主辦單位同時安排一些有創意的活動。會議的進行相當順利，論文取消或改時間的例子並不

多。

第一天筆者參加一個會前關於科普寫作的工作坊，演講者透過兩篇文章的比較說明普通文章寫作與論文寫作的差異，以及好的科普文章的特色。大家熱烈參與頗有收獲。第一個參加的主題演講是討論跟介紹教學與網路相關軟體的應用，演講人實際示範如何利用一些網路軟體進行考試、教學及與學生互動，很實用的演講。下午有一個重要演講是關於空間能力的先天和後天的爭議，演講者是相關領域的專家，演講內容豐富生動，可提供聽眾有關這個重要且古老的議題全面且及時的訊息。

接下來二天都有關於大數據的相關演講，可見這個研究取向的重要性，它提供心理學另一個研究工具，可以藉以驗證假設或理論。這次大會有多場關於實驗重置的討論。為了讓大家對心理學實驗的結果有信心，實驗結果必須穩定且可以重複產生，有一場演講詳細分析某些社會促發實驗沒有辦法被重置的原因。很有啟發性。另一個相關的演講是討論人類的認知錯覺及推理上的謬誤，內容精彩有趣。

與我的研究領域最有關的是一場關於如何增強記憶的演講和示範。演講者是這個領域的大師，先介紹相關研究的歷史和背景，接著是連續三年的美國記憶比賽冠軍得主示範如何利用心像幫助記憶，他並當場接受測驗。他示範依順序回憶出一疊 52 張隨機的撲克牌及 100 個隨機數字。

同時在口頭報告和壁報的發表中，筆者有機會和其他領域的心理學家交換意見，分享及討論彼此的研究成果。收穫良多。在最後一天的壁報發表中，對於筆者的研究（中文裡的名字發音效果 / The Name-Pronunciation Effect: Further Evidence from Chinese; 詳見附錄）有一些研究者深感興趣，我們彼此交換研究結果和心得。這些討論帶來不少收穫。

三、與會心得

主辦單位與附近多家旅館合作，才能在交通便利的市中心讓與會人員都有住宿。與會人員也可以在參觀附近某些博物館時得到折扣。會議的安排除了專業且有效率，也十分貼心，是一次很愉快的參加經驗。

每日晚餐前的專題演講都是心理學各領域的大師級人物，對某些主題長期專鑽研，所以都十分精彩。主辦單位對科學教育普及化也十分用心，會中也會安排名記者與這些學者對話，通常可以有異想不到的有趣觀點。這個會議的有些研究也會在美國重要報章雜誌被廣為報導，可見心理學被重視的程度。相對而言，在台灣心理學一直未能發揮社會影響力。開會期間得知捷運事件，深感台灣的心理學家應該可以扮演更積極的角色。

最後一天的專題演講是一位知名的記憶研究學者，這場演講開放給一般名眾參加，在介紹了許多促進記憶的原則之後，由連續三次美國記憶比賽下冠軍得主，說明他如何記憶，並現場示範。雖然在論文及書籍中讀過很多記憶天才的故事和經驗，但這是第一次親自目睹，很訝異人的潛力無窮，透過練習可以成就看似不可能的任務。

主辦單位提供會議議程的 APP，十分有用且方便。除了方便安排自己的行程，尋找會場，又可以作筆記和查資料。這個作法充分體現這次會議的主軸之一：網路科技的應用。對於一直處於台灣心理學術界不重視與實務和應用結合的氛圍，是很新鮮的體驗。

這類國際會議是重要的學術合作和交流的平台。特別是與心理學有關的研究方法可以從腦電位測量、腦造影技術到對故事的質的分析；研究議題則可以從最基礎的知覺現象到複雜的社會文化因素。在同一個會議中發表可以互相刺激，更可以對某些理論得到異法同證的效果，這可能是一個跨學門跨領域溝通、整合的很好的例子，值得國內研究者參考。

四、建議

這次的會議主辦單位相當用心的安排一些有創意的活動，值得國內主辦會議者參考。國內的會議安排可以更用心並且結合新科技。可以利用會議期間向大眾宣導心理學的研究及其應用，尤其是如何與日常生活產生關連及解決日常生活中的問題。國內心理學亦可向國外的做法借鏡，與大眾媒體合作，促進民眾對心理學正確的認識，並進一步提升心理學對社會的影響力。

The Name-Pronunciation Effect: Further Evidence from Chinese

Yuh-shiow Lee

Previous studies have demonstrated that easy-to-pronounce names of stocks, people and drugs are more valued than difficult-to-pronounce names, the so-called name-pronunciation effect. This advantage of the phonological fluency, however, may not occur in an ideographical language such as Chinese. Chinese language is a logographic system. The graphemes are symbols that typically represent the basic unit of meaning and do not map directly into phonological units. This is different from alphabetic writing systems such as English, in which symbols correspond more to the basic unit of pronunciation. Therefore, conceptual fluency or visual perceptual fluency of a Chinese name may be more important in determining the preference judgment.

Two sets of 20 Chinese names were used in this study. Each name comprised a one-character last name and a two-character first name. The two sets included the same 60 characters and only differed in the arrangement of the two characters used for the first name. Thus, the two sets of names had the same overall visual form. Rearranging the two characters in the first name altered the ease of the name pronunciation; one set had twenty easy-to-pronounce names and the other twenty difficult-to-pronounce names. This was confirmed by 20 participants' judgment of pronounce ease. The measure of articulation speed from another 20 participants also showed that the difficult-to-pronounce names were pronounced significantly longer than the easy-to-pronounce names.

In all the experimental conditions, the 40 names were presented one by one in a random order. One hundred college students were randomly assigned to rate all 40 names on one of the following five dimensions on a 6-point scale: typicality (how typical are the following names), liking (how much do you like the following names), income (what is the possible income level of the person with the following names), electability (how likely would a person with the following names be elected as the president of Taiwan), and baby name preference (how likely would you name your baby the following names). Additional 40 participants were tested on recall and recognition of the 40 names. Participants' performance on the recall and recognition memory tests was used as an index of conceptual fluency.

The easy-to-pronounce names were rated significantly higher in liking, electability and baby name preference than the difficult-to-pronounce names, whereas no

differences were found in the ratings of typicality and income between the two name types. This study extends the name-pronunciation effect into the Chinese language, a logographic system. More importantly, the present results highlight the role of phonological fluency, as opposed to conceptual and visual perceptual fluency, in judgments related to the likeability and popularity of a person's name.

The easy-to-pronounce Chinese names were rated higher in liking, electability and baby name preference than the difficult-to-pronounce names, whereas no differences were found in the ratings of typicality and income. These results highlight the role of phonological fluency in judgments related to the likeability and popularity of a person's name.

Abstract

The easy-to-pronounce Chinese names were rated higher in liking, electability and baby name preference than the difficult-to-pronounce names, whereas no differences were found in the ratings of typicality and income. These results highlight the role of phonological fluency in judgments related to the likeability and popularity of a person's name.



The Name-Pronunciation Effect: Further Evidence from Chinese

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Abstract

This study controlled visual perceptual fluency while manipulated phonological fluency of two sets of three-character Chinese names. The two sets of names also did not differ in conceptual fluency. The easy-to-pronounce Chinese names were rated higher in liking, electability and baby name preference than the difficult-to-pronounce names, whereas no differences were found in the ratings of typicality and income. These results highlight the role of phonological fluency in judgments related to the likeability and popularity of a person's name.

Background

Easy-to-process stimuli are evaluated more positively than difficult-to-process stimuli (Schwarz, 2004). Moreover, previous studies have demonstrated that easy-to-pronounce names of stocks, people and drugs are more valued than difficult-to-pronounce names (Alter & Oppenheimer, 2009), the so-called name-pronunciation effect. Name pronunciation also affects impression formation (Laham, Koval, & Alter, 2012). This advantage of phonological fluency, however, may not occur in an ideographic language such as Chinese. Chinese language is a logographic system. The graphemes are symbols that typically represent the basic unit of meaning and do not map directly into phonological units. This is different from alphabetic writing systems such as English, in which symbols more or less correspond to the basic unit of pronunciation. Therefore, conceptual fluency or visual perceptual fluency of a Chinese name may be more important in determining the preference judgment than phonological fluency.

Purpose: to test whether conceptual fluency, visual perceptual fluency, or phonological fluency was more important in determining the preference judgment of a Chinese name.

Method

Materials: Two sets of 20 Chinese names were used in this study. Each name comprised a one-character last name and a two-character first name.

For example: 賈現 (Last name) 賈現 (First name)

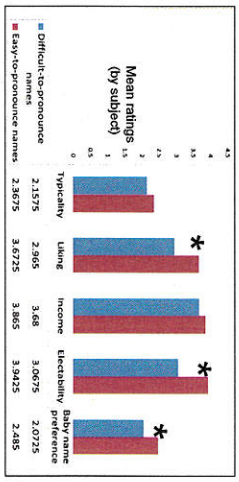
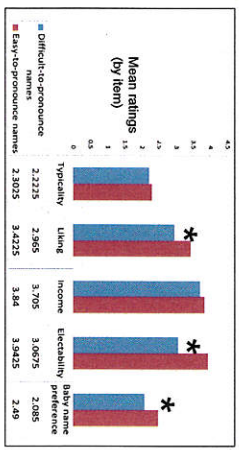
The two sets included the same 60 characters and the same 20 last names. They only differed in the arrangement of the two characters used for the first name.

Easy-to-pronounce names		Difficult-to-pronounce names	
謝育現	曹麗雲	柳景暹	廖樹維
呂瑋萍	劉年然	葉敏潔	江文偉
周麗娟	何偉彰	朱瑞海	胡林奕
蘇樹信	洪遠樂	許草翔	胡楚雲
謝文舉	黃景然	柳廣貢	廖現遠
呂瑋年	劉蔚信	葉楚璇	江韋彰
周麗娟	何瑋卿	張富雲	雷山濤
蘇漢輝	洪海林	許樹敏	胡景暹
包顯羽	吳偉英	顏樹維	潘山郎
吳偉英	顏樹維	潘山郎	

> This was confirmed by 20 participants' judgment of pronounce ease (3.88 vs. 4.74). Further, the measure of articulation speed from another 20 participants showed that the difficult-to-pronounce names (1.13 sec / name) were pronounced significantly longer than the easy-to-pronounce names (0.99 sec / name).

Procedure

- In all the experimental conditions, the 40 names were presented one by one in a random order.
- One hundred college students were randomly assigned to one of five groups. Each group rated all 40 names on one of the following five dimensions on a 6-point scale:
 - Typicality (how typical/common are the following names)
 - Liking (how much do you like the following names)
 - Income (what is the possible income level of the person with the following names)
 - Electability (how likely would a person with the following names be elected as the president of Taiwan)
 - Baby name preference (how likely would you name your baby the following names).
- Additional 40 participants were recruited for the memory tests of the 40 names. Twenty of them performed a recall test and the other 20 performed a recognition test. Participants' performance on the recall and recognition memory tests was used as an index of conceptual fluency.



Conclusions

- The easy-to-pronounce names were rated significantly higher in liking, electability and baby name preference than the difficult-to-pronounce names.
- No differences were found in the ratings of typicality and income between the two name types.
- No differences were found in recall (0.95 vs. 0.86) and recognition (Hit: .88 vs. .87; False alarm: .22 vs. .23) between the two name types.
- This study extends the name-pronunciation effect into the Chinese language, a logographic system.
- The present results highlight the significant role of phonological fluency, as opposed to conceptual and visual perceptual fluency, in judgments related to the likeability and popularity of a person's name.

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