

Abstracts

In the current study, the gender and cultural effect on participants' self construal was investigated through an Autophotographic method (Ziller, 1990). University students from Hong Kong ($N=72$) and Toronto ($N=62$) completed photographic essay in response to the question, "Who am I?" Both the photographs and essays are coded by 3 levels, according to their representation of self construal. It was hypothesized that Hong Kong women would focus more on interdependent self construal, while Toronto men focus more on independent self construal. The study supports that Toronto men are the most independent among all participants. However, the gender difference in Hong Kong is not salient, and both groups are rated high in interdependent self construal. It is suggested that different gender patterns existed between the two cultures. The renowned gender model on self construal by Cross and Madson (1997) may be only suitable in Western culture. The gender role and the representation of self construal in Hong Kong were discussed. Moreover, it is suggested that Autophotographic method is more powerful than questionnaires in studying cross-cultural self concepts.