

## Abstract

The present study was conducted to investigate the cultural difference in self-construal, through both quantitative and qualitative (auto-photography) method. 72 students from Hong Kong and 62 students Toronto participated in the study (aged from 17 to 40). Participants were asked to construct photo diaries together with completing a set of questionnaire (Self-Construal Scale). It was expected that the Hong Kong participants would be higher in the level of interdependent self-construal and lower in independent self-construal. The result showed that cultural difference was only found from the coding of photo diary including people inclusion and objects, but not the questionnaire data. Justification of both methods and further implication of the photo coding were discussed.