

# 華人對成就的人際歸因方式與 動機之分析研究\*

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本研究探討不同程度的關係親近性以及成就事件對對方具不具有威脅性，如何影響儒家社會的華人對自身的成就事件做人際歸因，以及其背後的動機為何。研究結果支持華人在面對不同的互動對象時，基於不同的動機，會以不同的人際歸因方式來解釋自己成就的想法。簡單的說，當自己的成就會威脅到對方時，不管和對方的關係親不親近，基於同理對方和維護對方的面子，個人都會以外在因素的運氣來向對方歸因自己的成就。當自己的成就不會威脅對方，對象的親近程度便決定華人的歸因方式，在互動的對象是關係親近者時，基於互享榮耀的動機，華人會以努力和能力這種自我增進的方式，來歸因自己的成就；當互動的對象是不熟識者時，則是以外在因素的運氣為歸因方式，但其後的動機是受到不讚己長社會規範的影響，此不同於在自己的成就會威脅到對方時，是基於同理心而謙虛的情況。

關鍵字：謙虛、自我增進、人際歸因、成就威脅性

# The Study of Chinese Interpersonal Attribution Styles and Motivations for Achievements

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## ABSTRACT

This study focused on the effect of interpersonal closeness and threats of one's achievement to the interacting target on interpersonal attribution for the achievements of Chinese subjects. The results of this study found that Chinese adopt different attribution styles to explain their achievement to different relationships, and the motivations behind this differ, too. For example, when the achievement would be a threat to the interacting target, Chinese would attribute their achievement to luck, and their concern was empathy and allowing the other to save face. When the achievement would not be a threat, then, how Chinese attribute their achievement depends on their closeness to the target. When the interacting target was an intimate, Chinese would not be modest. In fact, they made interpersonal attribution for their achievements to ability and efforts with the motivation of sharing glory. On the contrary, when the target was just an acquaintance, Chinese would attribute their achievement to luck, and the motivation behind this was to obey the social norm of "not to boast of one's advantages" which was different from the motivation of empathy in the situation where one's achievement was a threat to the target.

Key Words: modesty, self-enhancement, interpersonal attribution, threat of achievements