

## Abstract

The present study investigated participants' self-identity and social connection. 53 (31 females, 22 males) university students were recruited. Using Ziller's (1990) autohphotography method, participants were invited to take photographs to represent their self-identities. What the participants took, selected in the photos and their interpretations are the subject of study. It is expected that within a collectivistic culture like Hong Kong, social connection is paramount, hence, I predict one's group orientation and the extend to which people express this orientation in their photo diaries should significantly affect one's self evaluation (self esteem). The present study supported this hypothesis. Furthermore, female participants showed more positive responses towards social dimension and more positive self evaluation. Assessment of personality traits found that high conscientiousness and low neuroticism were salient qualities of positive social group identity.