

Abstract

Content analysis has been prominent in recent years with the aid of computer programs. One way of analysis is to group words in a passage into different categories and correlate their frequencies psychological constructs. One well-developed software is Linguistic Inquiry and Word Count (LIWC) by Pennebaker and colleagues (2001). The latest line of research has been extended to European languages such as Spanish and German as well as Asian language like Korean. Starting from decoding some Chinese's TAT protocols by the LIWC – Chinese Version (C-LIWC) translated and developed by our lab, this paper was attempted to apply the existing theoretical framework to test the use of content analysis in Chinese language. In particular, implicit disclosing nature of TAT was investigated and a new construct, Interpersonal Sensitivity, was built by using the word count approach. Relations were found between the new construct and self-esteem as well as life satisfaction. Although it did not contribute unique variance in addition to self-esteem in predicting life satisfaction, the implicit measuring method sheds new light in capturing human thoughts and behaviors supplementing the traditional self-reporting practice.