

Ethnocentrism Scale

This is the Revised Ethnocentrism Scale. Of the 22 items, 15 are scored. The other seven are included to balance the number of positively and negatively worded items. You can expect an alpha reliability estimate in the range of .80 and .90 in most cases.

Directions: Below are items that relate to the cultures of different parts of the world. Work quickly and record your first reaction to each item. There are no right or wrong answers. Please indicate the degree to which you agree or disagree with each item using the following five-point scale:

Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5;

- _____ 1. Most other cultures are backward compared to my culture.
- _____ 2. My culture should be the role model for other cultures.
- _____ 3. People from other cultures act strange when they come to my culture.
- _____ 4. Lifestyles in other cultures are just as valid as those in my culture.
- _____ 5. Other cultures should try to be more like my culture.
- _____ 6. I am not interested in the values and customs of other cultures.
- _____ 7. People in my culture could learn a lot from people in other cultures.
- _____ 8. Most people from other cultures just don't know what's good for them.
- _____ 9. I respect the values and customs of other cultures.
- _____ 10. Other cultures are smart to look up to our culture.
- _____ 11. Most people would be happier if they lived like people in my culture.
- _____ 12. I have many friends from different cultures.
- _____ 13. People in my culture have just about the best lifestyles of anywhere.
- _____ 14. Lifestyles in other cultures are not as valid as those in my culture.
- _____ 15. I am very interested in the values and customs of other cultures.
- _____ 16. I apply my values when judging people who are different.
- _____ 17. I see people who are similar to me as virtuous.
- _____ 18. I do not cooperate with people who are different.
- _____ 19. Most people in my culture just don't know what is good for them.
- _____ 20. I do not trust people who are different.
- _____ 21. I dislike interacting with people from different cultures.
- _____ 22. I have little respect for the values and customs of other cultures.

Scoring:

Drop questions 2, 6, 12, 15, 16, 17, 19.

Recode questions 4, 7, & 9

Add all of the responses to the remaining 15 items together to get your composite ethnocentrism score.

Sources:

Neuliep, J. W., & McCroskey, J. C. (1997). The development of a U. S. and generalized ethnocentrism scale. *Communication Research Reports*, 14, 385-398.

Neuliep, J. W. (2002). Assessing the Reliability and Validity of the Generalized Ethnocentrism Scale, *Journal of Intercultural Communication Research*, 31, 201-215.