

# SocioCommunicative Orientation Scale (SCO)

Sociocommunicative orientation refers to an individual's perception of how assertive and responsive he/she is. This instrument is designed to measure these orientations. Generally, these orientations are either totally uncorrelated or only marginally correlated ( $r < .30$ ). These are two of the three components of the SCO construct. The third component is variously labeled as "versatility" or "flexibility." This third component is best measured by the "Cognitive Flexibility" scale. The alpha reliability estimates for the measures of assertiveness and responsiveness are generally above .80. The predictive validity of this instrument has been demonstrated in numerous studies. It is believed that the components of SCO (assertiveness, responsiveness, and versatility/flexibility) are the essential cognitive components of general communication competence.

**Directions:** The questionnaire below lists twenty personality characteristics. Please indicate the degree to which you believe each of these characteristics applies to you while interacting with others by marking whether you (5) strongly agree that it applies, (4) agree that it applies, (3) are undecided, (2) disagree that it applies, or (1) strongly disagree that it applies. There are no right or wrong answers. Work quickly; record your first impression.

1. Helpful
2. Defends own beliefs
3. Independent
4. Responsive to others
5. Forceful
6. Has strong personality
7. Sympathetic
8. Compassionate
9. Assertive
10. Sensitive to the needs of others
11. Dominant
12. Sincere
13. Gently
14. Willing to take a stand
15. Warm
16. Tender
17. Friendly
18. Acts as a leader
19. Aggressive
20. competitive

**Scoring:**

Assertiveness Score: Add responses to items 2, 3, 5, 6, 9, 11, 14, 18, 20.

Responsiveness Score: Add responses to items 1, 4, 7, 8, 10, 12, 13, 15, 16, 17.

**Source:**

McCroskey, J. C., & Richmond, V. P. (1996). *Fundamentals of human communication: An interpersonal perspective*. Prospect Heights, IL: Waveland Press.

Richmond, V. P., & McCroskey, J. C. (1990). Reliability and separation of factors on the assertiveness-responsiveness scale. *Psychological Reports*, 67, 449-450.