

Interpersonal Attraction:

These are the original interpersonal attraction measures reported by McCroskey & McCain in 1974. They have been widely used by researchers in communication and psychology. Their alpha reliability estimates have ranged from the upper .70s to the upper .80s.

Directions: The scales below are designed to indicate how attractive you find another person to be. Please indicate your perceptions of the attractiveness of "**David Letterman.**" Please indicate the degree to which each statement applies to you by marking whether you:

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

Social Attraction

- ___ 1. I think he (she) could be a friend of mine.
- ___ 2. I would like to have a friendly chat with her/him.
- ___ 3. It would be difficult to meet and talk with him (her).
- ___ 4. He (she) just wouldn't fit into my circle of friends.
- ___ 5. We could never establish a personal friendship with each other.
- ___ 6. He/she would be pleasant to be with.

Physical Attraction

- ___ 7. I think he (she) is quite handsome (pretty).
- ___ 8. He/she is somewhat ugly.
- ___ 9. He (she) is very sexy looking
- ___ 10. I find him (her) very attractive physically.
- ___ 11. I don't like the way he (she) looks.
- ___ 12. He/she is not very good looking.

Task Attraction

- ___ 13. He (she) is a typical goof off when assigned a job to do.
- ___ 14. You could count on her/him getting the job done.
- ___ 15. I have confidence in his (her) ability to get the job done.
- ___ 16. If I wanted to get things done I could probably depend on him (her).
- ___ 17. I couldn't get anything accomplished with him (her).
- ___ 18. He/she would not be good to work with.

Scoring:

Average the scores. Reverse code:3, 4, 5, 8, 11, 12, 13, 17, & 18

Original McCroskey & McCain (1874) Scoring:

Add your scores for each item Reverse code:3, 4, 5, 8, 11, 12, 13, 17, & 18

Scores should range from 6 to 30.

Social Attraction (Items 1-6) _____

Physical Attraction (Items 7-12) _____

Task Attraction (Items 13-18) _____

NOTE: To measure the attractiveness of a different person, simply put in the other person's name in place of "David Letterman" above.

CAUTION: Do not add the scores for these three dimensions to get a total score. These are different dimension. Adding them together is similar to the proverbial adding of apples, oranges, and watermelons.

Source:

McCroskey, J. C., & McCain, T. A. (1974). The measurement of interpersonal attraction. *Speech Monographs*, 41, 261-266.