

Source Credibility Measures

This source credibility measure is composed of three dimensions: Competence, trustworthiness, and goodwill/caring. The three scales represent unique constructs, but those constructs are intercorrelated. These scores should not be summed to create a single score. They should not be employed in stepwise regression analyses because their colinearity will violate the assumptions of this statistical procedure. However, they can be used in regular multiple regression and in canonical correlational analyses, as well as for computing individual simple correlations.

Directions: On the scales below, indicate your feelings about your manager (or, if not currently employed, your most recent supervisor). Numbers 1 and 7 indicate a very strong feeling. Numbers 2 and 6 indicate a strong feeling. Numbers 3 and 5 indicate a fairly weak feeling. Number 4 indicates you are undecided.

1.	Intelligent	1	2	3	4	5	6	7	Unintelligent
2.	Untrained	1	2	3	4	5	6	7	Trained
3.	Cares about me	1	2	3	4	5	6	7	Doesn't care about me
4.	Honest	1	2	3	4	5	6	7	Dishonest
5.	Has my interests at heart	1	2	3	4	5	6	7	Doesn't have my interests at heart
6.	Untrustworthy	1	2	3	4	5	6	7	Trustworthy
7.	Inexpert	1	2	3	4	5	6	7	Expert
8.	Self-centered	1	2	3	4	5	6	7	Not self-centered
9.	Concerned with me	1	2	3	4	5	6	7	Not concerned with me
10.	Honorable	1	2	3	4	5	6	7	Dishonorable
11.	Informed	1	2	3	4	5	6	7	Uninformed
12.	Moral	1	2	3	4	5	6	7	Immoral
13.	Incompetent	1	2	3	4	5	6	7	Competent
14.	Unethical	1	2	3	4	5	6	7	Ethical
15.	Insensitive	1	2	3	4	5	6	7	Sensitive
16.	Bright	1	2	3	4	5	6	7	Stupid
17.	Phony	1	2	3	4	5	6	7	Genuine
18.	Not understanding	1	2	3	4	5	6	7	Understanding

SCORING:

Recode 1, 3, 4, 5, 9, 10, 11, 12, 16

To compute your scores, add your scores for each item as indicated below:

Competence Factor (1, 2, 7, 11, 13, and 16)_____

Caring/Goodwill Factor (3, 5, 8, 9, 15, and 18)_____

Trustworthiness Factor (4, 6, 10, 12, 14, and 17)_____

Source:

McCroskey, J. C., & Teven, J. J. (1999). Goodwill: A reexamination of the construct and its measurement. *Communication Monographs*, 66, 90-103.