

Image Fixation Questionnaire

The Image Fixation Questionnaire (IFQ) is a self-report measure which was designed to measure an individual's sensitivity to their own appearance. This instrument may be used to classify individuals as to the degree to which their appearance orientation is healthy (see scoring below). Alpha reliability estimates should be above .80.

Directions: Write T (true) or F (false) beside each statement. Use the scoring at the end of the questionnaire to determine how you are doing in comparison to other North American women and men.

- ___ 1. I think my life would improve if my body was better looking.
- ___ 2. I would like to have/or have had cosmetic surgery.
- ___ 3. I starve, or do not eat, at least one day a week.
- ___ 4. I am uncomfortable around attractive people of the same age/sex.
- ___ 5. I am constantly comparing my body and face to my peers.
- ___ 6. I think my life would improve if my face was better looking.
- ___ 7. I am very sensitive to other people's comments about my general appearance.
- ___ 8. I am very sensitive to other people's comments about my weight.
- ___ 9. I am very sensitive to other people's comments about my height.
- ___ 10. I feel the North American culture focuses too much on appearance.
- ___ 11. I would like to lose weight.
- ___ 12. I would like to be taller.
- ___ 13. I overeat at least once a week.
- ___ 14. I will not go out in public if I do not look perfect.
- ___ 15. I exercise so I will not get fat.
- ___ 16. Several times each week, I feel like I look fat.
- ___ 17. I berate myself about my general physical appearance.
- ___ 18. Most of the time, I think I look bad in my clothes.
- ___ 19. I change clothes constantly in order to get the "right look."
- ___ 20. I feel there is a lot of pressure in this culture to have the "right look."
- ___ 21. I often buy new clothes in hopes that I will look better.
- ___ 22. Rarely do I feel good about my overall appearance.
- ___ 23. I will avoid social situations if I feel I do not have the right body or clothing.
- ___ 24. I wear big clothes to hide my appearance defects.
- ___ 25. I look in the mirror and wish I looked better.
- ___ 26. Often I would like to trade bodies with one of my friends.
- ___ 27. Comments from peers about what is the "right" look makes me want to change my appearance.
- ___ 28. I find myself focusing more on how I look than who I am.
- ___ 29. I think people judge others on their appearances more than their competencies.
- ___ 30. If you do not have the "right" look in this culture, you will get the less than prestigious jobs.

Scoring/Interpretation:

Add the number of true statements.

0-10 True statements means you are handling the North American culture image fixation fairly well. 10-15 True statements means you are very sensitive to the North American culture image fixation. More than 15 true statements means you are very fixated or focused on your physical appearance. You may be very dissatisfied with your appearance.

Source:

Richmond, V. P., & McCroskey, J. C. (2004). *Nonverbal behavior in interpersonal relations* (5th Ed.). Boston, MA: Allyn & Bacon.