Social Desirability Scale
Adapted from Reynolds & Richmond, 1994

Description of Measure

Purpose
The purpose of this instrument is to assess a respondent’s tendency to provide either an idealized self image or an overly negative, socially undesirable self image.

Conceptual Organization
This six-item scale asks about behaviors that, depending upon responses, could represent either an idealized self image or the opposite. The pattern of responses may inform interpretation of other data. For example, a respondent who presents an idealized self image may be “faking good,” and may tend to under-report negative behavior, experiences or feelings on other measures. This measure may be referred to as a lie scale, although respondents may under or over-report without intending to deceive.

Item Origin/Selection Process
These items were LONGSCAN adaptations of items from the Revised Children’s Manifest Anxiety Scale (RCMAS, Reynolds & Richmond, 1994). The changes from the original include: rephrasing statements as questions (i.e.,” I never lie,” to “How often do you lie”?), and revising the answer set from yes/no to a 4 point Likert scale ranging from ‘never’ to ‘all of the time’.

Materials
A-CASI delivery system

Time Required
1-2 minutes

Administration Method
A-CASI. Paper and pencil self administration is also possible.

Training
Minimal training is required given that the measure is delivered in an A-CASI format.

Scoring
At the time of this posting, the psychometrics of this measure had not been established and therefore scoring recommendations are not made. Due to the modifications made to the original measure, scores were not created. Individual items may be utilized. Researchers should carefully examine the psychometric properties with regard to item-level use and scale construction for their own populations.

LONGSCAN Use

Data Points
Age 12

Respondent
Child

Mnemonic and Version
LSCA: Ages 12
Rationale
The pattern of responses may inform interpretation of other data. For example, a respondent who presents an idealized self-image may be “faking good,” and may tend to under-report negative behavior, experiences or feelings on other measures. This measure may be referred to as a lie scale, although respondents may under or over-report without any intent to deceive. Adaptations from the original were made in order to get a more nuanced understanding of self-image.

Results

Descriptive Statistics for Individual Items

Table 1 provides descriptive statistics for the items on the Age 12 Lie Scale overall and by sample demographics. Item responses include 4 point Likert scales (i.e., 0 = never, 1 = some of the time, 2 = most of the time, 3 = all of the time). Responses for items asking about negative behaviors were reversed (i.e., 0=all of the time, 3=never).

Table 1. Descriptive Statistics for Age 12 Lie Scale Items by Demographics (N = 874)

<table>
<thead>
<tr>
<th>Demographics</th>
<th>tell the truth?</th>
<th>say things you shouldn’t?</th>
<th>lie? *</th>
<th>have good manners?</th>
<th>get angry? *</th>
<th>nice to people?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>1.9 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.2 (0.6)</td>
<td>2.1 (0.9)</td>
<td>1.9 (0.7)</td>
<td>2.2 (0.8)</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>1.9 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.1 (0.6)</td>
<td>2.0 (0.9)</td>
<td>1.9 (0.8)</td>
<td>2.2 (0.8)</td>
</tr>
<tr>
<td>Females</td>
<td>1.9 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.2 (0.6)</td>
<td>2.2 (0.8)</td>
<td>1.8 (0.7)</td>
<td>2.3 (0.8)</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>2.0 (0.7)</td>
<td>2.2 (0.7)</td>
<td>2.2 (0.6)</td>
<td>2.0 (0.8)</td>
<td>2.0 (0.7)</td>
<td>2.3 (0.8)</td>
</tr>
<tr>
<td>Black</td>
<td>1.9 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.2 (0.7)</td>
<td>2.2 (0.9)</td>
<td>1.8 (0.8)</td>
<td>2.3 (0.8)</td>
</tr>
<tr>
<td>Other</td>
<td>1.9 (0.7)</td>
<td>2.0 (0.7)</td>
<td>2.1 (0.6)</td>
<td>1.9 (0.8)</td>
<td>1.9 (0.6)</td>
<td>2.2 (0.8)</td>
</tr>
<tr>
<td><strong>Study Site</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EA</td>
<td>1.9 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.2 (0.7)</td>
<td>2.2 (0.9)</td>
<td>1.8 (0.7)</td>
<td>2.1 (0.9)</td>
</tr>
<tr>
<td>MW</td>
<td>2.0 (0.8)</td>
<td>2.2 (0.8)</td>
<td>2.2 (0.6)</td>
<td>2.2 (0.8)</td>
<td>1.8 (0.8)</td>
<td>2.2 (0.8)</td>
</tr>
<tr>
<td>SO</td>
<td>2.0 (0.8)</td>
<td>2.1 (0.8)</td>
<td>2.2 (0.8)</td>
<td>2.2 (0.8)</td>
<td>1.9 (0.8)</td>
<td>2.3 (0.7)</td>
</tr>
<tr>
<td>SW</td>
<td>1.8 (0.7)</td>
<td>2.1 (0.8)</td>
<td>2.1 (0.6)</td>
<td>1.9 (0.9)</td>
<td>1.9 (0.7)</td>
<td>2.2 (0.8)</td>
</tr>
<tr>
<td>NW</td>
<td>2.0 (0.7)</td>
<td>2.1 (0.7)</td>
<td>2.2 (0.6)</td>
<td>2.0 (0.8)</td>
<td>1.9 (0.7)</td>
<td>2.3 (0.8)</td>
</tr>
</tbody>
</table>

Note. Based on data received at the Coordinating Center through March’08.
* Response set for these items were reversed (i.e., 3 = never, 2 = some of the time, 1 = most of the time, 0 = all of the time).

Validity and Reliability
At the time of this posting, psychometrics for the measure have not been established.

Publisher Information
This measure is free and available for use upon the receipt of a signed User Agreement for Project-Developed Measures.

References and Bibliography