

CHAPTER 5 QUESTIONNAIRE 5.1

Self-Monitoring Scale

INSTRUCTIONS

The statements below concern your personal reactions to a number of situations. No two statements are exactly alike, so consider each statement carefully before answering. If a statement is true or mostly true as applied to you, mark T as your answer. If a statement is false or not usually true as applied to you, mark F as your answer. It is important that you answer as frankly and as honestly as you can. Record your responses in the spaces provided on the left.

THE SCALE

- ___ 1. I find it hard to imitate the behavior of other people.
- ___ 2. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.
- ___ 3. At parties and social gatherings, I do not attempt to do or say things that others will like.
- ___ 4. I can only argue for ideas I already believe.
- ___ 5. I can make impromptu speeches even on topics about which I have almost no information.
- ___ 6. I guess I put on a show to impress or entertain people.
- ___ 7. When I am uncertain how to act in a social situation, I look to the behavior of others for cues.
- ___ 8. I would probably make a good actor.
- ___ 9. I rarely need the advice of my friends to choose movies, books, or music.
- ___ 10. I sometimes appear to others to be experiencing deeper emotions than I actually am.
- ___ 11. I laugh more when I watch a comedy with others than when alone.
- ___ 12. In a group of people I am rarely the center of attention.
- ___ 13. In different situations and with different people, I often act like very different persons.
- ___ 14. I am not particularly good at making other people like me.
- ___ 15. Even if I am not enjoying myself, I often pretend to be having a good time.
- ___ 16. I'm not always the person I appear to be.
- ___ 17. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.
- ___ 18. I have considered being an entertainer.
- ___ 19. In order to get along and be liked, I tend to be what people expect me to be rather than anything else.
- ___ 20. I have never been good at games like charades or improvisational acting.
- ___ 21. I have trouble changing my behavior to suit different people and different situations.
- ___ 22. At a party, I let others keep the jokes and stories going.
- ___ 23. I feel a bit awkward in company and do not show up quite so well as I should.
- ___ 24. I can look anyone in the eye and tell a lie with a straight face (if for a right end).
- ___ 25. I may deceive people by being friendly when I really dislike them.

SCORING THE SCALE

The scoring key is reproduced below. You should circle your response of true or false each time it corresponds to the keyed response below. Add up the number of responses you circle. This total is your score on the Self-Monitoring Scale. Record your score below.

- | | | | | | | | | | |
|-----------|-----------|-----------|-----------|----------|----------|-----------|----------|----------|-----------|
| 1. False | 2. False | 3. False | 4. False | 5. True | 6. True | 7. True | 8. True | 9. False | 10. True |
| 11. True | 12. False | 13. True | 14. False | 15. True | 16. True | 17. False | 18. True | 19. True | 20. False |
| 21. False | 22. False | 23. False | 24. True | 25. True | | | | | |

MY SCORE _____

Source: Snyder, 1974

WHAT THE SCALE MEASURES

Developed by Mark Snyder (1974), the Self-Monitoring (SM) Scale measures the extent to which you consciously employ impression management strategies in social interactions. Basically, the scale assesses the degree to which you manipulate the nonverbal signals that you send to others and the degree to which you adjust your behavior to situational demands. Research shows that some people work harder at managing their public images than do others.

In his original study, Snyder (1974) reported very reasonable test-retest reliability (.83 for one month) and, for an initial study, provided ample evidence regarding the scale's validity. In assessing the validity of the scale, he found that in comparison to low SM subjects, high SM subjects were rated by peers as being better at emotional self-control and better at figuring out how to behave appropriately in new social situations. Furthermore, Snyder found that stage actors tended to score higher on the scale than

undergraduates, as one would expect.

Additionally, Ickes and Barnes (1977) summarize evidence that high SM people are (1) very sensitive to situational cues, (2) particularly skilled at detecting deception on the part of others, and (3) especially insightful about how to influence the emotions of others.

INTERPRETING YOUR SCORE

Our norms are based on guidelines provided by Ickes and Barnes (1977). The divisions are based on data from 207 undergraduate subjects.

NORMS

High score: 15-22

Intermediate score: 9-14

Low score: 0-8