

The Appearance-Related Social Media Consciousness Scale (ASMC Scale)

Document Prepared by Sophia Choukas-Bradley, Ph.D., March 2020

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Please use the citation above in any materials that report on data using the scale (as well as any relevant scale development papers published in the future, validating the use of the scale with new populations).

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Instructions regarding how to use the scale:

This self-report scale can be administered via paper-and-pencil or electronic means. To score the scale, take the mean of responses to all items. No reverse coding is needed. The items should be treated as one single scale; there are no validated subscales.

As of March 2020, the scale has been validated for use with adolescent girls and boys. My team is currently collecting and analyzing scale data from transgender adolescents and emerging adults.

Researchers may alter the scale instructions to add examples of current social media sites/apps as they are developed. No other scale alterations are allowed without first contacting Dr. Choukas-Bradley.

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The next questions ask about your experience with social media. When we say “social media,” for this scale, we are referring to photo-based social media sites and apps like Facebook, Snapchat, and Instagram. We are NOT talking about dating websites or apps such as Tinder.

Please read each statement and decide how frequently this happens for you.

1=Never, 2=Almost Never, 3=Rarely, 4=Sometimes, 5=Often, 6=Almost Always, 7=Always

1. When people take pictures of me, I think about how I will look if the pictures are posted on social media.
2. I think about how specific parts of my body will look when people see my pictures on social media.
3. Even when I'm alone, I imagine how my body would look in a social media picture.
4. During the day, I spend time thinking about how attractive I might look when people see pictures of me on social media.
5. I try to guess how people on social media will react to my physical appearance in my pictures.
6. My attractiveness in pictures is more important than anything else I do on social media.
7. When I go to social events, I care more about looking attractive in pictures people might post on social media than I care about having a fun time.
8. If an unattractive picture of me is posted on social media, I feel bad about myself.
9. I look at pictures of myself on social media again and again.
10. I zoom into social media pictures to see what specific parts of my body look like.
11. If someone takes a picture of me that might be posted on social media, I ask to look at it first to make sure I look good.
12. Before I post pictures on social media, I crop them or apply filters to make myself look better.
13. If someone takes a picture of me that might be posted on social media, I pose in a particular way so that I'll look as attractive as possible.