

Assessing Your Ethnocentrism

The Following measure of ethnocentrism was developed by James Neuliep and James McCroskey. Print this out and answer the questions honestly. It is composed of 24 statements concerning your feelings about your culture and other cultures. In the space provided to the left of each item indicate the degree to which the statement applies to you by marking whether you (5) strongly agree, (4) agree, (3) are neutral, (2) disagree, or (1) strongly disagree with the statement.

There is no right or wrong answers. Work quickly and record your first response.

- ___ 1. Most other cultures are backward compared with my culture.
- ___ 2. People in other cultures have a better lifestyle than we do in my culture.
- ___ 3. Most people would be happier if they didn't live like people do in my culture.
- ___ 4. My culture should be the role model for other cultures.
- ___ 5. Lifestyles in other cultures are just as valid as those in my culture.
- ___ 6. Other cultures should try to be more like my culture.
- ___ 7. I'm not interested in the values and customs of other cultures.
- ___ 8. It is not wise for other cultures to look up to my culture.
- ___ 9. People in my culture could learn a lot from people in other cultures.
- ___ 10. Most people from other cultures just don't know what's good for them.
- ___ 11. People from my culture act strange and unusual when they go into other cultures.
- ___ 12. I have little respect for the values and customs of other cultures.
- ___ 13. Most people would be happier if they lived like people in my culture.
- ___ 14. People in my culture have just about the best lifestyles of anywhere.
- ___ 15. My culture is backward compared with most other cultures.

- ___ 16. My culture is a poor role model for other cultures.
- ___ 17. Lifestyles in other cultures are not as valid as those in my culture.
- ___ 18. My culture should try to be more like other cultures.
- ___ 19. I'm very interested in the values and customs of other cultures.
- ___ 20. Most people in my culture just don't know what is good for them.
- ___ 21. People in other cultures could learn a lot from people in my culture.
- ___ 22. Other cultures are smart to look to my culture.
- ___ 23. I respect the values and customs of other cultures.
- ___ 24. People from other cultures act strange and unusual when they come into my culture.

Score for Ethnocentrism Test

To determine your ethnocentrism, **reverse** your score for items 2, 3, 5, 8, 9, 11, 15, 16, 18, 19, 20 and 23. For these items, 5 = 1, 4 = 2, 3 = 3, 2 = 4, 1 = 5. That is, if your original score was a 5, change it to a 1. If your original score was a 4, change it to a 2, and so forth.

Once you have reversed your score for these 12 items, add up all 24 scores. This is your generalized ethnocentrism score.

Scores greater than 80 indicate high ethnocentrism. Scores of 50 and below indicate low ethnocentrism.