

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

Document updated by Sophia Choukas-Bradley, Ph.D.
in September 2022

The full scale can be found on the final page of this document, but please read Parts 1 and 2 carefully.

Part 1: Appropriately citing the ASMC Scale

Please cite both of the following two papers in any materials that report on data using the ASMC Scale. #1 was the original scale development paper (Choukas-Bradley et al., 2020), which first introduced the scale; and #2 was the paper that first introduced ASMC as a construct (Choukas-Bradley et al., 2019):

1. Citation of original scale paper with adolescents (Choukas-Bradley et al., 2020):

Choukas-Bradley, S., Nesi, J., Widman, L., & Galla, B. M. (2020). The Appearance-Related Social Media Consciousness Scale: Development and validation with adolescents. *Body Image*, 33: 164-174. <https://doi.org/10.1016/j.bodyim.2020.02.017>

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2. Citation of paper that first introduced the construct of ASMC (Choukas-Bradley et al., 2019):

Choukas-Bradley, S., Nesi, J., Widman, L., & Higgins, M. K. (2019). Camera-ready: Young women's appearance-related social media consciousness. *Psychology of Popular Media*, 8(4), 473-481. <https://doi.org/10.1037/ppm0000196>

Please additionally cite this third paper in any materials that report on data using the ASMC Scale with young adults specifically:

3. Citation of follow-up scale paper with young adults (Maheux et al., 2022):

Maheux, A. J., Roberts, S. R., Nesi, J., Widman, L., & Choukas-Bradley, S. (2022). Psychometric properties and factor structure of the Appearance-Related Social Media Consciousness Scale among emerging adults. *Body Image*, 43: 63-74. <https://doi.org/10.1016/j.bodyim.2022.08.002>

Part 2: Instructions regarding how to use and score the scale

Administering the scale:

- ♦ This self-report scale can be administered via paper-and-pencil or electronic means.
- ♦ As of September 2022, the scale has been validated by our research team for use with adolescents and young adults.

Scoring responses to the scale:

- ♦ Simply compute the mean score of responses to all 13 items.
- ♦ No reverse coding is needed.
- ♦ Higher average scores indicate higher levels of ASMC.
- ♦ The 13 items should be treated as one single scale; there are no validated subscales.

Alterations to the scale:

- ♦ Researchers may alter the scale instructions to add examples of current social media sites/apps as they are developed. For example, researchers might consider mentioning TikTok in the instructions. It also would be appropriate to add “videos” to mentions of “pictures” in the original scale items, in light of recent research supporting a link between video-based social media app use and appearance concerns.
- ♦ Please contact me for permission to translate the scale into new languages; many teams have already translated the scale.
- ♦ No other scale alterations are permitted without first contacting me.

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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.