The Objectified Body Consciousness Scale (OBCS)

by James Lani

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The Objectified Body Consciousness Scale (OBCS) has 24 items, each using a 7-point likert scale from 1 “Strongly Disagree” to 7 “Strongly Agree.” There are three sub-scales. The Body Shame sub-scale assesses shame felt due to one's body not fitting society’s expectations.

Authors

Nita Mary McKinley & Janet Shibley Hyde 1996

Reliability and Validity

Body Shame sub-scale internal consistencies $a = 0.75$ (McKinley & Hyde, 1996), $a = 0.78$ (Greenleaf & McGreer, 2006) and $a = 0.79$ (Forbes, Jobe, & Revak, 2006).

Body Shame sub-scale Concurrent validity supported by significant positive correlations between the Body Shame Scale and measures of sedentary individuals with disordered eating ($\beta = .398$, $p = .007$) and those who are physically active ($\beta = .252$, $p = .045$) (Greenleaf & McGreer, 2006).

There is a positive correlation of the Body Shame sub-scale with two sub-scales of the Sociocultural Attitudes Toward Appearance Questionnaire-3. Internalization-General Scale ($r = .66$, $p < .001$) and the Internalization-Athletic Scale ($r = .21$, $p < .05$).

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References
