The Objectified Body Consciousness Scale (OBCS)

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 ($r = .66$, $p$

h2>Administration, Analysis and Reporting

Statistics Solutions consists of a team of professional methodologists and statisticians that can assist the student or professional researcher in administering the survey instrument, collecting the data, conducting the analyses and explaining the results.

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**References**