

### Ethnocentrism Short Form

Below are several descriptions of how you may feel. Please use the scale below to rate the degree to which each statement applies to you. Remember, we want you to be completely honest and we appreciate your cooperation.

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree  
1                              2                              3                              4                              5

- \_\_\_\_\_ 1. My culture is generally right about things.
- \_\_\_\_\_ 2. I respect differences between my culture and other cultures.
- \_\_\_\_\_ 3. Other cultures should try to be like my culture.
- \_\_\_\_\_ 4. People who are different make me anxious.
- \_\_\_\_\_ 5. I don't respect values and customs of other cultures.
- \_\_\_\_\_ 6. I like conversing with culturally different people.
- \_\_\_\_\_ 7. Other cultures should model themselves after my culture.
- \_\_\_\_\_ 8. I do not feel the need to respect other cultures.
- \_\_\_\_\_ 9. I respect cultures that believe different things from me.
- \_\_\_\_\_ 10. I would prefer to avoid interaction with other cultures.

Scoring: To compute your scores, add your scores for each item as indicated below:  
Recode questions 2, 6, 9 with the following format:

1      =      5  
2      =      4  
3      =      3  
4      =      2  
5      =      1

After you have recoded the previous questions, add all of the numbers together to get your composite ethnocentrism score.

Source:

Wrench, J. S. (2001). *Intercultural communication: Power in context*. Acton, MA: Tapestry Press.