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.
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.