

WHAT THE SCALE MEASURES

Developed by Mark Snyder (1974), the Self-Monitoring (SM) Scale measures the extent to which you consciously employ impression management strategies in social interactions. Basically, the scale assesses the degree to which you manipulate the nonverbal signals that you send to others and the degree to which you adjust your behavior to situational demands. As we discussed, some people work harder at managing their public images than do others.

In his original study, Snyder (1974) reported very reasonable test-retest reliability (.83 for one month) and, for an initial study, provided ample evidence regarding the scale's validity. In assessing the validity of the scale, he found that in comparison to low SM subjects, high SM subjects were rated by peers as being better at emotional self-control and better at figuring out how to behave appropriately in new social situations. Furthermore, Snyder found that stage actors tended to score higher on the scale than undergraduates, as one would expect. Additionally, Ickes and Barnes (1977) summarize evidence that high SM people are (1) very sensitive to situational cues, (2) particularly skilled at detecting deception on the part of others, and (3) especially insightful about how to influence the emotions of others.

INTERPRETING YOUR SCORE

Our norms are based on guidelines provided by Ickes and Barnes (1977). The divisions are based on data from 207 undergraduate subjects:

NORMS

High score:	15-22
Intermediate score:	9-14
Low score:	0-8