

COLLECTIVE SELF-ESTEEM SCALE

Reference:

Luhtanen, R., & Crocker, J. (1992). A collective self-esteem scale: Self-evaluation of one's social identity. *Personality and Social Psychology Bulletin*, 18, 302-318.

Description of Measure:

A 16-item scale measures four types of self-esteem associated with one's group. In particular these four types are:

- (1) Membership Esteem –how good or worthy a member of the group one is.
- (2) Private Collective Self-Esteem –how good one's social groups are.
- (3) Public Collective Self-Esteem –how one believes others evaluate one's social groups
- (4) Importance to Identity – how important one's group is to one's self concept.

All items are answered on a 7-point Likert Scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

Note: This scale is often used to measure group identification.

Abstracts of Selected Related Articles:

Crocker, J., Luhtanen, R., Blaine, B., & Broadnax, S. (1994). Collective self-esteem and psychological well-being among White, Black, and Asian college students. *Personality and Social Psychology Bulletin*, 20, 503–513.

The authors propose an interpersonal social– cognitive theory of the self and personality, the relational self, in which knowledge about the self is linked with knowledge about significant others, and each linkage embodies a self– other relationship. Mental representations of significant others are activated and used in interpersonal encounters in the social– cognitive phenomenon of transference (S. M. Andersen & N. S. Glassman, 1996), and this evokes the relational self. Variability in relational selves depends on interpersonal contextual cues, whereas stability derives from the chronic accessibility of significant-other representations. Relational selves function in if–then terms (W. Mischel & Y. Shoda, 1995), in which ifs are situations triggering transference, and thens are relational selves. An individual's repertoire of relational selves is a source of interpersonal patterns involving affect, motivation, self-evaluation, and self-regulation.

Heine, S. J., Lehman, D. R., Markus, H. R., & Kitayama, S. (1999). Is there a universal need for positive self-regard? *Psychological Review*, 106, 766-794.

It is assumed that people seek positive self-regard; that is, they are motivated to possess, enhance, and maintain positive self-views. The cross-cultural generalizability of such motivations was addressed by examining Japanese culture. Anthropological, sociological, and psychological analyses revealed that many elements of Japanese culture are incongruent with such motivations. Moreover, the empirical literature



provides scant evidence for a need for positive self-regard among Japanese and indicates that a self-critical focus is more characteristic of Japanese. It is argued that the need for self-regard must be culturally variant because the constructions of self and regard themselves differ across cultures. The need for positive self-regard, as it is currently conceptualized, is not a universal, but rather is rooted in significant aspects of North American culture. Conventional interpretations of positive self-regard are too narrow to encompass the Japanese experience.

Rowley, S. J., Sellers, R. M., Chavous, T. M., & Smith, M. A. (1998). The relationship between racial identity and self-esteem in African American college and high school students. *Journal of Personality and Social Psychology*, 74, 715-724

The Multidimensional Model of Racial Identity was used to examine the relationship between racial identity and personal self-esteem (PSE) in a sample of African American college students (n = 173) and a sample of African American high school students (n = 72). Racial identity was assessed using the Centrality and Regard scales of the Multidimensional Inventory of Black Identity, whereas the Rosenberg Self-Esteem Scale was used to assess PSE. Four predictions were tested: (a) racial centrality is weakly but positively related to PSE; (b) private regard is moderately related to PSE; (c) public regard is unrelated to PSE; and (d) racial centrality moderates the relationship between private regard and PSE. Multiple regression analysis found that racial centrality and public racial regard were unrelated to PSE in both samples. Private regard was positively related to PSE in the college sample. Racial centrality moderated the relationship between private regard and PSE in both samples, such that the relationship was significant for those with high levels of centrality but nonsignificant for those with low levels.

Scale:

Contact author for permission to use items

<http://www.rcgd.isr.umich.edu/crockerlab/cse.htm>

