

Development and Validation of a Chinese Version of the Attitudes Towards Gossip Scale

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A sample of 504 Taiwanese participants (312 women, 192 men) responded to a pool of translated Attitudes Towards Gossip (ATG) scale items. Factor analyses identified two factors reflecting attitudes about gossip's Social Value (SV) and Moral Value (MV), which provided the basis for constructing a 10-item Chinese (C) ATG scale. C-ATG scale scores were negatively correlated with social approval needs; the SV subscale was positively associated with self-reports of being good at influencing other people, while both SV and MV scores were negatively related to perceptions of how successfully coworkers interacted with others, indicative of self-enhancement.

Keywords: gossip, personality, social desirability, ingratiation tendencies

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中文流言態度：量表的構建與效度建立

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摘要

由504名台灣的參與者(312名女性, 192名男性)組成的樣本對一組翻譯過的「流言態度 ATG」測量項目做出回應。因子分析確定了兩個因素: 有關流言蜚語的社會價值(SV)和有關流言蜚語的道德價值(MV)。這為構建一個十項中文「流言態度」ATG量表提供了基礎。「中文流言態度C-ATG」量表的評分與社會認同的需要呈負相關; 社會價值分量表與對旁人產生良好影響的自我報告是呈正相關; 但是社會價值和道德價值的評分與同事之間互動的有效性的看法是負面關聯的, 這顯示自我提高的意向。

關鍵詞: 流言蜚語、性格、社會取向、迎合趨勢