

Instrument Title: Homophily Scale

Instrument Author: McCroskey, J. C., Richmond, V. P., & Daly, J. A.

Cite instrument as: McCroskey, J. C., Richmond, V. P., & Daly, J. A..  
(2013) . Homophily Scale . Measurement Instrument  
Database for the Social Science. Retrieved from  
[www.midss.ie](http://www.midss.ie)



In the example noted below, Tom Brokaw, has been used as the target person. In use, whatever person you wish to measure should be substituted. This can be done by name, as with Tom Brokaw, or by description, such as "my teacher," "my physician," or "my supervisor." The scales are presented as separate measures below. However, they can be randomly combined into an 8-item measure. However, the scores cannot be added together. Individual scores for attitude and background must be competed.

**Directions:** On the scales below, indicate your feelings about Tom Brokaw. Numbers 1 and 7 indicate a very strong feeling. Numbers 2 and 6 indicate a strong feeling. Numbers 3 and 5 indicate a fairly weak feeling. Number 4 indicates that you are unsure or undecided. There are no right or wrong answers.

### Attitude Homophily Scale

(Name of person the to whom participant is asked to respond)

1. Is like me	7	6	5	4	3	2	1	Is unlike me
2. Is different from me	1	2	3	4	5	6	7	Is similar to me
3. Thinks like me me	7	6	5	4	3	2	1	Does not think like me
4. Doesn't behave like me	1	2	3	4	5	6	7	Behaves like me

### Background Homophily Scale

(Name of person the to whom participant is asked to respond)

1. Has status like mine            7   6   5   4   3   2   1            Has status different  
from mine

2. Is from a different social class    1   2   3   4   5   6   7            Is from the  
same social class

3. Is culturally different            1   2   3   4   5   6   7            Is culturally similar

4. Has an economic situation like mine 7   6   5   4   3   2   1            Does not  
have an economic situation like mine

**Scoring:**

Add the numbers you circled for each measure separately.

Scores for each concept must be between 4 and 28.

