

Name of Measure: Bem Sex Role Inventory (BSRI) (Bem, 1974)

Purpose of Measure: To measure masculine, feminine and androgynous personality traits among men and women.

Author(s) of Abstract:

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Reference: Sugihara, Y. & Katsurada, E. (in press) Gender role personality traits in Japanese culture, *Psychology of Women Quarterly*, 28.

Description of measure: The BSRI was developed by Sandra Bem in 1974 to measure masculine, feminine and androgynous personality traits among men and women. The BSRI consists of sixty items (20 feminine, 20 masculine and 20 non-gender related items) which describe personality characteristics. Participants rate each item on a 7-point scale on how true each of these characteristics is for them. The manual published in 1978 with some updated information on the BSRI reported internal consistencies between .75 and .90. Test-retest reliabilities for the Femininity and Masculinity scales for the original BSRI were .82 and .94 respectively among females and .89 and .76 among males. Although the norms were also provided in the manual, the author recommended creating a sample median on the basis of the sample used for study where a large number of male and female subjects are used. Although there is some criticism regarding the validation of the scale (Bernard, 1980; Pedhazur & Tetenbaum, 1979), the scale has been shown to have a relatively good validity in current American culture (Blanchard-Fields; Harris, 1994; Holt & Ellis, 1998; Suhrer-Roussel & Hertzog, 1994).

The modified Japanese Masculine scale (JM) consists of 12 BSRI items (Defend my own beliefs, Independent, Assertive, Strong personality, Forceful, Have leadership abilities, Willing to take a risk, Willing to take a stand, Self-reliant, Competitive, Ambitions, and Act as a leader). The modified Japanese Feminine scale (JF) contains 7 BSRI items (Affectionate, Eager to soothe hurt feelings, Tender, Love children, Gentle, Cheerful, and Soft-spoken).

Language Availability: Japanese

Translation Comment: The BSRI was translated using the back-translation method. Two bilingual researchers translated the BSRI into Japanese. The Japanese language professional checked the translation for appropriateness of expressions. Then, the Japanese version was translated back into English by a native English speaker to assure the accuracy and equivalency of the measure. The final version of the Japanese BSRI was tested among Japanese college students for its readability. This process revealed that some items (Tactful, Conventional and Solemn) were difficult to understand. Although the original words were literally translated into Japanese, it appeared that these words were no longer in daily use. Because of this, it was decided to list three words for Solemn and Tactful, and add a brief explanation to Conventional to make these clearer for the Japanese college students. English equivalent of skillful was listed with tactful, serious and grave with solemn, and "respect/value custom" was added for an explanation for conventional.

Description of Asian population: Three hundred and ten Japanese college students were

used to establish social desirability ratings, factor structure, reliability and means and standard deviations. The average age of the participants was 21.1 years old (SD = 3.4). One thousand two hundred and twenty seven college students in 11 universities and colleges in Japan were used to establish norms. The mean ages of male and female college students were 19.7 (SD = 1.9) and 19.3 (SD = 1.4) respectively. Means and standard deviations for social desirability ratings for men were 5.03 (SD = .98) and 4.95 (SD = 1.03) for the Masculine and Feminine respectively. Those for women were 3.40 (SD = 1.12) and 5.57 (SD = 1.02) respectively.

Norms: The means and standard deviations for self-ratings on the Masculine and Feminine scales for men (N = 531) were 3.64 (SD = .95) and 4.34 (SD = 0.95) respectively and those for women (N = 696) were 3.89 (SD = 0.98) and 4.33 (SD = 0.95) respectively.

Reliability: Cronbach alpha for the modified version of the BSRI for social desirability ratings was .76 and .75 for the JM and JF respectively. The correlation between the two subscales was -.21.

Validity: Information about content validity, factor analysis and confirmatory factor analysis are available. Factor analysis identified three factors. Factor analysis identified two factors with 19 original BSRI items. Twelve items rated significantly desirable for men were highly loaded on Factor 1, where 7 items rated as significantly desirable for women were highly loaded on Factor 2.

Original reference to instrument: Bem S.L. (1974). The measure of psychological androgyny. *Journal of Consulting and Clinical Psychology, 42-2*, 155-162.

How to obtain a copy of the instrument: Contact Consulting Psychological Press, Inc. Distributed by Mind Garden, 1690 Woodside Road Suite 202, Redwood City California 94061, (650) 261-3500.