

Defining Political Correctness ¹

“political correctness is using language (or behaviour) to seem sensitive to others feelings, especially those who are socially disadvantaged”

1. Not being offensive
2. Censoring yourself
3. Being socially acceptable
4. Being overly sensitive
5. Having consideration for others

Content Validity

Developing a Scale ²

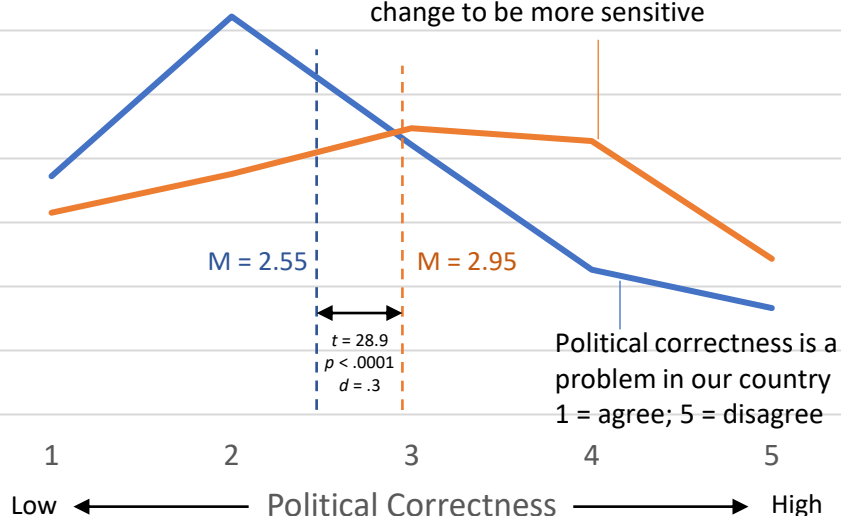
1. Item generation
2. Pilot Testing
3. Administer questionnaire
4. Factor analysis
5. Internal consistency
6. Construct validation
7. Replication

Expert Panel

Pilot survey

Questions make a BIG difference

1 = people are just too easily offended;
5 = the way people talk needs to change to be more sensitive



Required Scale Properties

- 10 items or less
- Suitable for on-line survey
- Relevant to all education levels and all ages
- Won't become dated over time
- International; no culturally specific slang
- Does not conflate PC with political ideology

Expert Panel ³

4 Academics; 2 from UK, 2 from USA

CONTENT VALIDITY

- 1 = not relevant
- 2 = somewhat relevant
- 3 = quite relevant
- 4 = highly relevant

QUESTION QUALITY

- 1 = poor quality
- 2 = requires improvement
- 3 = good quality
- 4 = excellent quality

48 items

24 items

Content Validity Index (CVI) =
assessors rating content validity 3 or 4/ assessors

Quality Criteria

- Simple, familiar words & syntax
- Avoid ambiguity or multiple interpretations
- Specific, not abstract
- Avoid loaded or leading questions
- Avoid 'double-barrelled' questions
- Avoid double negatives

Example items

Do you disagree or agree with the following statements?

1 = strongly disagree; 6 = strongly agree

People should be more aware of what they say in case it offends people

People are not allowed to say what they think about important topics because of political correctness (rev)

There is too much pressure to be politically correct nowadays (rev)

Insensitive language encourages discrimination in our society

It is important to me to challenge people who say things that are insulting to minority groups

Congratulations! It's a phallogocentric, binary, carbon-emitting, hetero-normative member of the Euro-centric, white-supremacist, judeo-Christian, imperialist patriarchy.



References

1. Rosenblum, Schroeder & Gino (2020)
2. Bartholomew, Ntoumanis & Thogerson-Ntoumani (2010)
3. Lynn (1986); Polit, Beck & Own (2007)