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Development of Japanese Version of Balanced Inventory of Desirable Responding (BIDR-J)

Iori Tani[1)]

1) Graduate School of Education and Human Development, Nagoya University

In Japan, many researchers use Social Desirability Scale (SDS: Crowne & Marlowe, 1960; Kitamura & Suzuki, 1986) in order to study social desirable responding. However, different researchers used different response formats and found inconsistent factors for SDS. We tried to develop a new Japanese version of social desirability scale, translating Balanced Inventory of Desirable Responding (BIDR) by Paulhus (1991). In Study 1, we explored internal structure of the scale with factor analysis, and found two factors: self-deception and impression management, as in the original scale. In Study 2, the two factors found in Study 1 were verified by confirmatory factor analysis with data from another sample. In Study 3, we investigated validity in terms of the correlations between the new scale (BIDR-J), SDS and other scales. It was demonstrated that the BIDR-J and its component scales had good correlational validity. Finally in Study 4, we showed that BIDR-J had sufficient criterion-related validity.

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