Handbook of Sexuality-Related Measures

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Double Standard Scale

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11. *How strong* is your desire to engage in sexual behavior by yourself?

<table>
<thead>
<tr>
<th>No desire</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>Strong desire</th>
</tr>
</thead>
</table>

12. *How important* is it for you to fulfill your desires to behave sexually by yourself?

<table>
<thead>
<tr>
<th>Not at all important</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Extremely important</th>
</tr>
</thead>
</table>

13. Compared to other people of your age and sex, how would you rate your desire to behave sexually by yourself?

<table>
<thead>
<tr>
<th>Much less desire</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Much more desire</th>
</tr>
</thead>
</table>

14. *How long* could you go comfortably without having sexual activity of some kind?

<table>
<thead>
<tr>
<th>0) Forever</th>
<th>1) A year or two</th>
<th>2) Several months</th>
<th>3) A month</th>
<th>4) A few weeks</th>
<th>5) A week</th>
<th>6) A few days</th>
<th>7) One day</th>
<th>8) Less than one day</th>
</tr>
</thead>
</table>

The purpose of the Double Standard Scale is to measure acceptance of the traditional sexual double standard.

**Description**

The Double Standard Scale consists of 10 items arranged in a 5-point Likert format with response options labeled from (1) *Strongly Agree* to (5) *Strongly Disagree*.

**Response Mode and Timing**

Respondents circle the number from 1 to 5 corresponding to their answer. The scale requires an average of 5 minutes for completion.

**Scoring**

A total score for the instrument is obtained by summing each of the item scores, including reversing the negative item (Item 8). Scores can range from 10 to 50 points. A lower score indicates a greater adherence to the traditional double standard.

**Reliability**

In a sample of 330 college men and women (Caron, Davis, Halteman, & Stickle, 1993), the Cronbach alpha for the summed scores from the 10 items was 72.

**Validity**

In addition to the face validity of the questions, Caron et al. (1993) obtained results consistent with expectations about how those men and women who held a double standard would behave regarding some aspects of condom use.

**Reference**


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**Exhibit**

*Double Standard Scale*

*Instructions:* Please circle your response to the following questions regarding your attitudes about the sex roles of men and women. Please keep in mind that there are no right or wrong answers. Please answer honestly.

1 = Strongly Agree  
2 = Agree  
3 = Undecided  
4 = Disagree  
5 = Strongly Disagree

1 2 3 4 5 1. It is expected that a woman be less sexually experienced than her partner.
1 2 3 4 5 2. A woman who is sexually active is less likely to be considered a desirable partner.
1 2 3 4 5 3. A woman should never appear to be prepared for a sexual encounter.
1 2 3 4 5 4. It is important that the men be sexually experienced so as to teach the women.
1 2 3 4 5 5. A “good” woman would never have a one-night stand, but it is expected of a man.
1 2 3 4 5 6. It is important for a man to have multiple sexual experiences in order to gain experience.
1 2 3 4 5 7. In sex the man should take the dominant role and the woman should assume the passive role.
1 2 3 4 5 8. It is acceptable for a woman to carry condoms.
1 2 3 4 5 9. It is worse for a woman to sleep around than it is for a man.
1 2 3 4 5 10. It is up to the man to initiate sex.

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**Indicators of a Double Standard and Generational Difference in Sexual Attitudes**

**ILSA L. LOTTES,** Indiana University of Maryland, Baltimore County  
**MARTIN S. WEINBERG,** Indiana University

**Description**

The Indicators of a Double Standard and Generational Difference in Sexual Attitudes were developed by Weinberg as part of a 1992 comparative study of sexual attitudes and behaviors of university students in the United States and Sweden. Compared to the United States, Sweden is considered a much more homogeneous society and the double standard of sexuality is also thought to be less evident in Sweden (see Reiss, 1980; Weinberg, Lottes, & Shaver, 1995). Thus, the Indicators were used to test these expectations. In general, the Indicators can be used to assess the perceived heterogeneity of sexual attitudes of a population by generation and gender or to compare two or more populations with respect to such generational and gender differences.

The Indicators of sexual attitudes consist of six 5-point Likert-type items. For each item, respondents compare their sexual attitudes to those of their mother, father, close female friends, close male friends, female students their own age, and male students their own age. The response options for each item are that the specified individual(s) is (are) *much more liberal* (1), *slightly more liberal* (2), *the same* (3), *slightly more conservative* (4), or *much more conservative* (5). Because the evaluation of parent and peer sexual attitudes is provided by respondents, not respondents’ parents and peers, this instrument should be regarded as providing indirect measures of a lack of homogeneity—a perception of a double standard and/or a generational difference in sexual attitudes. When evaluating a double standard of sexual behavior, researchers often ask the same respondents identical questions about...

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