Others' Deception Attitude Measure: Investigating its Psychometric Properties

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INTRODUCTION

Many people hold negative attitudes toward others who lie (Curtis, 2013; Curtis, 2015; Curtis & Hart, 2015; Curtis, Huang, & Nicks, 2015). The Others' Deception Attitude Measure (ODAM) has been developed to measure attitudes toward others who employ deception, (Curtis & Dickens, 2016). The purpose of the current study was to examine the psychometric properties of the ODAM, to determine its utility for assessing attitudes toward deception and its reliability. This study examined inter-item reliability and test-retest reliability of the ODAM. In addition, convergent and discriminant validity was assessed by comparing the ODAM to similar, theoretically related and unrelated, measures.

METHODS

Participants were recruited from a southwestern university and response-driven sampling methods through Facebook (see Table 1). There were 151 participants who completed all measures at the first administration. Forty-two participants completed the ODAM two weeks afterwards. The current study was conducted online and uses five instruments: demographics questionnaire, Others Deception Attitude Measure (ODAM), The Revised Lie Acceptability Scale (RLAS), the Attitude Towards Deceptive Scenarios (ADS), and Massachusetts General Hospital Hairpulling Scale (MGH).

Table 1. Demographics

Number	153
Mean	20.85 years
Range	17-52 years
Female/Male	108/ 54
Caucasian	53.3 %
African American	7.2%
Hispanic/ Latino	26.3 %
Other	13.2%

The ODAM is a 23 item instrument, adapted from the Therapists' Attitudes Towards Deception Scale and Attitudes Toward Patient Deception Scale (Curtis, 2015; Curtis & Hart, 2015). The first 12 items ask participants to indicate their attitudes if they discovered a person was lying to them (1 = significantly decrease; 4 = no change; 7 = significantly increase). The remaining 11 items ask participants to indicate their attitudes on various attitudinal anchors (e.g., 1 = not very successful; 7 = Very successful), comparing people who lie to those who do not lie. The RLAS is an eight item scale that measures the how acceptable people view lying (Oliveira & Levine, 2008; α = .83). The ADS uses 10 semantic differential scales to assess attitudes towards 6 scenarios using a 7-point scale (Dunivan, 2012; range of α = .86-.93). The MGH is a self-report measure that consists of seven 5-point scales used to assess repetitive hair pulling (Keuthen, O'Sullivan, Ricciardi, Shera, Savage, Borgmann, Jenike, & Baaer, 1995). Table 2 provides the internal consistencies of the measures used in the current study.

RESULTS

The ODAM consisted of 23 items, which demonstrated high internal consistency reliability for both administrations (Cronbach's α = .84). As predicted, there was statistically significant negative correlation found between the ODAM and the RLAS (r = -0.29, $p < 0.001$), revealing that the more negative attitudes participants had towards deception the less accepting they indicated being of deception. This provides convergent validity to the ODAM. Additionally, a statistically significant positive correlation was found between the ODAM and the Attitude Towards Deceptive Scenarios (r = 0.18, p=0.027), supporting concurrent validity. There was no statistically significant relationship between the ODAM and the MGH scale, supporting discriminant validity (r = 0.12, p = 0.13). A bivariate correlation revealed a statistically significant correlation (r =.59, $p < 0.001$) between the ODAM pre- and post-test, indicating moderately high test-retest reliability.

Table 2. Internal Consistencies of Measures

Scale	Mean (SD)	Range	α
ODAM-pre	110.36 (14.89)	23-161	0.84
ODAM-post	49.38 (10.68)	23-161	0.84
RLAS			
ADS			
MGH			

DISCUSSION

There are few instruments that measure deception. Deception has been measured in terms of the acceptability of its use, its use within relationships, or attitudes with specific scenarios (Dunivan, 2012; Hart, Curtis, Williams, Hathaway, & Griffith, 2014; Kaplar, 2006; Oliveira & Levine, 2008). Recently, attitudes toward deception has been examined in contexts of professional relationships, such as psychotherapists, nursing students, physical therapy students, and lawyers (Curtis, 2013; Curtis & Hart, 2015; Curtis et al., 2015; Davis, Curtis, Hack, 2015).

The ODAM was developed to assess general attitudes toward others who use deception (Curtis & Dickens, 2016). The current study provided support that the ODAM demonstrates psychometric qualities of reliability and validity. This instrument may be used in future research for those wanting to examine attitudes towards others who lie. The ODAM may assist researchers interested in examining various aspects of deception. This tool could be used to assess social cognitive label of liar, attributional biases about lying, and attitude-behavior consistency (Bentler & Speckart, 1979; Fishbein & Ajzen, 1974), or other areas of personal or professional attitudes toward lying (e.g., physicians). The tool could also be used if wanting to investigate interventions of attitude change (e.g., educational workshops; Curtis & Dickens, 2016).