SATAQ-3

Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-3)

The SATAQ-3 assesses the extent to which an individual has internalized sociocultural standards of physical appearance, particularly those conveyed by the media. It is widely used to examine the influence of societal pressure on body image and the risk of eating disorders, breaking this internalization down into several dimensions (general internalization, pressures, information, etc.).

Number of questions	30 questions
Estimated duration	10 minutes
Language	English
Original name	Sociocultural Attitudes Towards Appearance Questionnaire
Target audience	Adolescents, adults
Authors	Kristen M. Thompson, J. Kevin Heinberg, L. Kevin Altabe, Steven R. Tantleff-Dunn (2004)
Category	General

Preview of the 30 questions

TV programs are an important source of information about fashion and "being attractive."

Definitely disagree | Mostly disagree | Neither agree nor disagree | Mostly agree | Definitely agree

I've felt pressure from TV or magazines to lose weight.

Definitely disagree | Mostly disagree | Neither agree nor disagree | Mostly agree | Definitely agree

I do not care if my body looks like the body of people who are on TV.

Definitely disagree | Mostly disagree | Neither agree nor disagree | Mostly agree | Definitely agree

I compare my body to the bodies of people who are on TV.

Definitely disagree | Mostly disagree | Neither agree nor disagree | Mostly agree | Definitely agree

TV commercials are an important source of information about fashion and "being attractive."

Definitely disagree	Mostly disagree	Neither agree nor disagree	Mostly agree	Definitely agree

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Scoring & interpretation

Each item is rated on a 5-point Likert scale (from "definitely disagree" to "definitely agree"). Overall scores and subscores for each dimension are calculated by summing the responses to the corresponding items. A high score indicates greater internalization of sociocultural appearance standards.

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Laura V. - Online Psychologist