

**SCALE FOR SOCIAL COMPARISON ORIENTATION (INCOM, Iowa-Netherlands Comparison Orientation Scale)**  
**English version**

**Primary references:**

Gibbons, F.X. & Buunk, B.P. (1999). Individual differences in social comparison: The development of a scale of social comparison orientation. *Journal of Personality and Social Psychology*, 76, 129-142.

Buunk, B.P., Belmonte, J., Peiró, J.M., Zurriaga, R., & Gibbons, F.X. (2005). Diferencias individuales en la comparación social: Propiedades de la escala española de orientación hacia la comparación social. *Revista Latinoamericana de Psicología*, 37, 561-581.

Buunk, A.P., & Gibbons, F.X. (2006). Social comparison orientation: a new perspective on those who do and those who don't compare with others. In Guimond, S. (Ed.) *Social Comparison and Social Psychology: Understanding cognition, intergroup relations and culture* (pp. 15-33). Cambridge: Cambridge University Press.

**Response scale for all items:**

1. I disagree strongly
2. I disagree
3. I neither agree nor disagree
4. I agree
5. I agree strongly

**Recode:** items 6 en 10

**Short version:** items 1, 3, 4, 6, 7, 11

*Most people compare themselves from time to time with others. For example, they may compare the way they feel, their opinions, their abilities, and/or their situation with those of other people. There is nothing particularly 'good' or 'bad' about this type of comparison, and some people do it more than others. We would like to find out how often you compare yourself with other people. To do that we would like to ask you to indicate how much you agree with each statement below.*

1. I often compare myself with others with respect to what I have accomplished in life
2. If I want to learn more about something, I try to find out what others think about it
3. I always pay a lot of attention to how I do things compared with how others do things
4. I often compare how my loved ones (boy or girlfriend, family members, etc.) are doing with how others are doing
5. I always like to know what others in a similar situation would do

6. I am not the type of person who compares often with others
7. If I want to find out how well I have done something, I compare what I have done with how others have done
8. I often try to find out what others think who face similar problems as I face
9. I often like to talk with others about mutual opinions and experiences
10. I never consider my situation in life relative to that of other people
11. I often compare how I am doing socially (e.g., social skills, popularity) with other people