

ANALYZING THE DEVELOPMENT OF THE MARTIN STIGMA AGAINST TATTOOS MEASURE

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Stigma against tattoos and tattooed individuals can lead to self-doubt and shame on the part of the tattooed individual (Dosani, 2005). Although previous studies exist, little is known about the subject. In order to better analyze stigma against tattooed individuals, an instrument was developed to measure this phenomena in a quantitative fashion. This measure, termed the Martin Stigma Against Tattoos Scale (MSAT), was based on literature pertaining to the stigmatization of having tattoos. A 12-item questionnaire consisting of agree or disagree questions was developed. The measure was then distributed through an online survey administration system at a Southeastern regional university. Participants were 175 undergraduate students ranging in age from 18 to 62 years of age (120 women, 55 men, $M=20.5$, $SD=4.99$) completed the survey for a modest amount of extra credit. Psychometric analysis was performed and stigma was calculated by summing the responses. In addition to strong face-validity, extraction of one higher-order factor provided evidence of a single overall construct. Confirmatory factor analysis supported the structure of the scale and suggested coefficient reliability. A Cronbach's alpha was .92 provided evidence of internal consistency reliability. This scale could be applied in future research to gauge whether a stereotype placed on tattooed employees by biased employers has any merit.