

## MISS

Please indicate **to what extent the following statements apply to you**. Use the following scale to record your answers:

1	2	3	4	5
not at all	a little	somewhat	quite a bit	a lot

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- \_\_\_\_\_ 1. I am easily influenced by other people's opinions
- \_\_\_\_\_ 2. Commercials sometimes make me want products that I did not know I needed
- \_\_\_\_\_ 3. When I read a story I sometimes feel what the character goes through
- \_\_\_\_\_ 4. My friends and I like all the same things
- \_\_\_\_\_ 5. I can be convinced by a good argument
- \_\_\_\_\_ 6. In a scary situation I can make feelings of fear go away
- \_\_\_\_\_ 7. People think that I am opinionated
- \_\_\_\_\_ 8. If I convince myself something is not going to hurt, I will not really feel it
- \_\_\_\_\_ 9. I question what I see on the news
- \_\_\_\_\_ 10. I often get information about products from commercials
- \_\_\_\_\_ 11. Being in a room where someone is sleeping makes me sleepy
- \_\_\_\_\_ 12. After seeing a scary movie I feel jumpy for a while
- \_\_\_\_\_ 13. I usually can be persuaded by a well-written editorial
- \_\_\_\_\_ 14. I can be influenced by a good commercial
- \_\_\_\_\_ 15. When someone coughs or sneezes, I usually feel the urge to do the same
- \_\_\_\_\_ 16. My friends and I like the same stores
- \_\_\_\_\_ 17. When I listen to music my mood usually changes accordingly
- \_\_\_\_\_ 18. If I had a sharp pain, I could make it better by imagining something pleasant

1	2	3	4	5
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or very slightly				

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- \_\_\_\_\_ 19. It takes a lot to persuade me
- \_\_\_\_\_ 20. After someone I know tries a new product, I will usually try it too
- \_\_\_\_\_ 21. When I think about something pleasant I sometimes notice that I am smiling
- \_\_\_\_\_ 22. In a discussion I often use arguments that I've heard other people make
- \_\_\_\_\_ 23. If my heart is racing, I can slow it down just by thinking about it
- \_\_\_\_\_ 24. Sometimes I want a product because I like the person endorsing it
- \_\_\_\_\_ 25. When someone clears their throat, I often notice that my throat feels scratchy
- \_\_\_\_\_ 26. It is no use trying to argue with me
- \_\_\_\_\_ 27. Imagining a refreshing drink can make me thirsty
- \_\_\_\_\_ 28. If I tell myself to lighten up, my mood usually improves
- \_\_\_\_\_ 29. I like the style of clothes that my friends wear
- \_\_\_\_\_ 30. I am not easily influenced
- \_\_\_\_\_ 31. When someone yawns, I usually yawn myself
- \_\_\_\_\_ 32. When a salesperson explains advantages of their service, I am usually pretty convinced
- \_\_\_\_\_ 33. When someone describes an experience, I sometimes feel as if I am having it
- \_\_\_\_\_ 34. I dress very differently from my friends
- \_\_\_\_\_ 35. A logical argument can make me change my mind
- \_\_\_\_\_ 36. Even when I am worked up, I can calm myself down pretty quickly
- \_\_\_\_\_ 37. I am very certain about my likes and dislikes
- \_\_\_\_\_ 38. I am strong-willed

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- \_\_\_\_\_ 39. I don't like most of the movies my friends like
- \_\_\_\_\_ 40. A touching scene can make my eyes water
- \_\_\_\_\_ 41. When I feel that I am getting sick, I sometimes can stop the illness with my willpower
- \_\_\_\_\_ 42. My opinions are very slow to change
- \_\_\_\_\_ 43. I feel more attractive if someone compliments me on my appearance
- \_\_\_\_\_ 44. I trust the advice of experts
- \_\_\_\_\_ 45. A good salesperson can really make me want their product
- \_\_\_\_\_ 46. I seem to have a perspective on life that is quite similar to the people around me
- \_\_\_\_\_ 47. I don't mind changing my opinion after hearing a different point of view
- \_\_\_\_\_ 48. If I had to walk on a narrow ledge high above the ground, I could convince myself not to think about the height
- \_\_\_\_\_ 49. I do things my own way
- \_\_\_\_\_ 50. The smell of food usually makes me hungry
- \_\_\_\_\_ 51. I get a lot of good practical advice from magazines or TV
- \_\_\_\_\_ 52. After hearing about an illness, I sometimes start feeling symptoms of that illness
- \_\_\_\_\_ 53. I often buy things that my friends have
- \_\_\_\_\_ 54. I am comfortable holding unpopular opinions
- \_\_\_\_\_ 55. Even when I am really worried, I can put concerns out of my mind
- \_\_\_\_\_ 56. I have strong opinions on most issues
- \_\_\_\_\_ 57. If a product is nicely displayed, I usually want to buy it

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- \_\_\_\_\_ 58. When I see someone shiver, I often feel a chill myself
- \_\_\_\_\_ 59. I share many of my friends' opinions
- \_\_\_\_\_ 60. I often get emotionally involved in a good movie
- \_\_\_\_\_ 61. People may disagree with me, but it usually turns out that I was right
- \_\_\_\_\_ 62. The more I am exposed to other people's views, the more my own view of the world changes
- \_\_\_\_\_ 63. I get my style from certain celebrities
- \_\_\_\_\_ 64. After watching deodorant commercials, I sometimes notice that I smell
- \_\_\_\_\_ 65. My friends and I have similar music tastes
- \_\_\_\_\_ 66. When people tell me how they feel, I often notice that I feel the same way
- \_\_\_\_\_ 67. If I decide not to think about something, I can easily put it out of my mind
- \_\_\_\_\_ 68. I sometimes don't realize that a room is too hot until someone else mentions it
- \_\_\_\_\_ 69. When making a decision, I often follow other people's advice
- \_\_\_\_\_ 70. I use advertisements as a guide for shopping
- \_\_\_\_\_ 71. I sometimes don't realize that I am tired until someone tells me I look tired
- \_\_\_\_\_ 72. I like the same celebrities as my friends
- \_\_\_\_\_ 73. Reading descriptions of tasty dishes can make my mouth water
- \_\_\_\_\_ 74. I agree with the idea of "mind over matter"
- \_\_\_\_\_ 75. I get many good ideas from others

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- \_\_\_\_\_ 76. I frequently change my opinion after talking with others
- \_\_\_\_\_ 77. After I see a commercial for lotion, sometimes my skin feels dry
- \_\_\_\_\_ 78. I discovered many of my favorite things through my friends
- \_\_\_\_\_ 79. I think I could learn to hypnotize myself
- \_\_\_\_\_ 80. I am good at controlling my thoughts
- \_\_\_\_\_ 81. I am seldom persuaded by other people's arguments
- \_\_\_\_\_ 82. When discussing politics I often find myself using arguments that I recently read or heard on TV
- \_\_\_\_\_ 83. When my clothes are not warm enough, I can make myself not feel the cold
- \_\_\_\_\_ 84. I follow current fashion trends
- \_\_\_\_\_ 85. Thinking about something scary can make my heart pound
- \_\_\_\_\_ 86. I have a unique style
- \_\_\_\_\_ 87. People would say that I am stubborn
- \_\_\_\_\_ 88. If I had an opinion that no one else shared, I would seriously question it
- \_\_\_\_\_ 89. I find other people's advice helpful in making decisions
- \_\_\_\_\_ 90. I have picked-up many habits from my friends
- \_\_\_\_\_ 91. After seeing something striking, the image often comes back to me
- \_\_\_\_\_ 92. If I wanted to I could become very good at meditation
- \_\_\_\_\_ 93. I would describe myself as an "independent thinker"
- \_\_\_\_\_ 94. If I am told I don't look well, I start feeling ill
- \_\_\_\_\_ 95. It is important for me to fit in

### MISS scoring program

Consumer Suggestibility (CS) = Q2 + Q10 + Q14 + Q20 + Q24 + Q32 + Q45 + Q51 + Q57 + Q63 + Q70.

Persuadability (PER) = Q1 + Q5 + Q13 + Q22 + Q35 + Q44 + Q47 + Q62 + Q69 + Q75 + Q76 + Q82 + Q88 + Q89.

Physiological Suggestibility (PS) = Q11 + Q15 + Q25 + Q33 + Q52 + Q58 + Q64 + Q66 + Q68 + Q71 + Q77 + Q94.

Physiological Reactivity (PHR) = Q3 + Q12 + Q17 + Q21 + Q27 + Q31 + Q40 + Q43 + Q50 + Q60 + Q73 + Q85 + Q91.

Peer Conformity (PC) = Q4 + Q16 + Q29 - Q34 - Q39 + Q46 + Q53 + Q59 + Q65 + Q72 + Q78 + Q84 + Q90 + Q95 + 12.

Mental Control (MC) = Q6 + Q8 + Q18 + Q23 + Q28 + Q36 + Q41 + Q48 + Q55 + Q67 + Q74 + Q79 + Q80 + Q83 + Q92.

Unpersuadability (UNP) = Q7 + Q9 + Q19 + Q26 + Q30 + Q37 + Q38 + Q42 + Q49 + Q54 + Q56 + Q61 + Q81 + Q86 + Q87 + Q93.

Short Suggestibility Scale (SSS) = Q1 + Q14 + Q15 + Q27 + Q45 + Q51 + Q57 + Q58 + Q63 + Q66 + Q69 + Q73 + Q75 + Q76 + Q77 + Q78 + Q84 + Q85 + Q90 + Q94 + Q95.

Suggestibility Total = consumer + physiological + physiological reactivity + persuadability + peer conformity.

**Note. The MISS includes five suggestibility subscales and two companion scales. The five suggestibility subscales can be summed to give the suggestibility total score. Short suggestibility scale is composed of items drawn from the five subscales and provides a good index of the general suggestibility trait.**

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*Interscale correlations and reliabilities*

	TOT	SSS	COS	PER	SC	PHR	PC	PSC	SOP
TOT	<b>(.92 .94)</b>	0.94	0.83	0.75	0.74	0.76	0.75	0.13	-0.13
SSS	0.93	<b>(.86 .89)</b>	0.87	0.66	0.77	0.65	0.70	0.07	-0.18
COS	0.77	0.80	<b>(.83 .90)</b>	0.50	0.64	0.50	0.58	0.05	-0.17
PER	0.75	0.67	0.47	<b>(.79 .86)</b>	0.40	0.46	0.47	0.18	-0.20
SC	0.72	0.75	0.60	0.42	<b>(.83 .82)</b>	0.51	0.37	0.16	0.04
PHR	0.72	0.57	0.36	0.49	0.34	<b>(.79 .81)</b>	0.43	0.09	0.11
PC	0.68	0.60	0.42	0.39	0.25	0.39	<b>(.82 .84)</b>	0.04	-0.17
PSC	0.13	0.13	0.16	0.14	0.28	0.00	-0.06	<b>(.79 .87)</b>	0.35
SOP	-0.11	-0.15	-0.09	-0.16	-0.06	0.05	-0.13	0.30	<b>(.81 .89)</b>

*Note.* Community data above the diagonal, undergraduate data below the diagonal, reliabilities are on the diagonal (undergraduate reliabilities first).

	<i>Undergraduate Norms</i>				<i>Community Norms</i>	
	Minimum	Maximum	Mean	SD	Mean	SD
TOT	64	320	179.32	26.49	156.11	29.46
SSS	21	105	53.80	10.90	44.29	11.63
COS	11	55	26.05	6.85	21.10	7.65
PER	14	70	40.80	6.93	37.92	8.20
SC	12	60	25.18	7.31	19.70	6.30
PHR	13	65	43.91	7.68	39.63	8.49
PC	14	70	43.30	7.76	37.82	8.25
PSC	15	75	37.64	7.92	34.99	9.88
SOP	16	80	49.68	8.44	49.75	10.75

*Note.*  $N = 1957$  undergraduates,  $r > .06$  is significant at .01,

$N = 275$  community volunteers,  $r > .15$  is significant at .01

TOT = sum of the five suggestibility subscales, SSS = short suggestibility scale, COS = consumer suggestibility, PER = persuadability, SC = sensation contagion, PHR = physiological reactivity, PC = peer conformity, SOP = stubborn opinionatedness, PSC = psychosomatic control.