***Comprehensive Indoor Tanning Expectations (CITE) Scale – FINAL VERSION***

***Positive Subscales***

Item Stem: *If I went indoor tanning…..*

**Appearance Benefits (α = .92)**

1. It would make me look thinner.

2. It would make me look more toned.

3. It would hide my skin imperfections.

4. It would make me more fashionable.

5. It would make me look healthy.

6. It would make me look great.

7. It would make me look more like a celebrity.

8. It would make me more attractive.

**Convenience (α = .88)**

9. It would get me ready for a special event (e.g., dance)

10. It would be a fast way to get a tan.

11. It would be a convenient way to get a tan.

12. It would prepare me for a vacation or spring break.

13.It would make my tan lines disappear.

14. It would give me a nice base tan.

**Mood Enhancement (α = .95)**

15. It would be enjoyable.

16. It would reduce stress or tension.

17. It would be relaxing.

18. It would improve my mood.

19. It would help lift my spirits.

**Health Improvement (α = .86)**

20. It would be healthy for me.

21. It would be a safe way to get a tan.

22. It would be good for my skin.

23. It would be safer than tanning in the sun.

**Social Approval (α = .88)**

24. It would lead to compliments from people I date.

25. It would make me more desirable to people I date.

26. It would lead to compliments from my friends.

**Parental Approval (*r*=.76, *p*<.01)**

27. It would be something that my mom supports.

28. It would be something that my dad supports.

Response categories:

definitely wouldn’t

probably wouldn’t

not sure

probably would

definitely would

***Negative Subscales***

Item Stem: *If I went indoor tanning…*

**Health Threat (α = .93)**

1. It would be dangerous.

2. It would increase my chances of getting melanoma.

3. It would be bad for my skin.

4. It would be unhealthy.

5. It would lead to skin cancer.

**Psychological/Physical Discomfort (α = .87)**

6. It would feel uncomfortably hot and sweaty in the tanning booth.

7. It would feel claustrophobic in the tanning booth.

8. It would be a waste of money.

9. It would make me feel bad about myself.

10. It would be an unnecessary luxury.

11. It would be expensive.

**Appearance Harms (α = .89)**

12. It would lead to saggy skin later in life.

13. It would lead to wrinkles later in life.

14. It would make my skin leathery.

15. It would lead to premature (early) skin aging.

16. It would make my skin smell bad.

**Social Disapproval (α = .88)**

17. It would upset some of my friends.

18. It would upset people around me.

19. It would lead people to worry about my health.

**Parental Disapproval (*r*=.84, *p*<.01)**

20. It would upset my mom.

21. It would upset my dad.

Response categories:

definitely wouldn’t

probably wouldn’t

not sure

probably would

definitely would

**Scale administration**:

Ask all [positive or negative] items together, randomizing the order of the items. Suggested language for survey instructions in each positive/negative section is below.

*Below are items reflecting what some people believe are benefits of indoor tanning.*

*Please indicate your opinion on these. Even if you have not tanned indoors before,*

*give your best answer.*

*Below are items reflecting what some people believe are drawbacks of indoor*

*tanning. Please indicate your opinion on these. Even if you have not tanned indoors*

*before, give your best answer.*

**Scoring**: To score CITE subscales, add up responses on each subscale individually and divide by the number of items.

**Citation for scale**:

Noar, S. M., Myrick, J. G., Morales-Pico, B., & Thomas, N. E. (2014). Development and validation of the comprehensive indoor tanning expectations scale. *JAMA Dermatology, 150*(5), 512-521.

For further information about this scale, please contact:

Seth M. Noar, Ph.D.

James Howard and Hallie McLean Parker Distinguished Professor

Hussman School of Journalism and Media

382 Carroll Hall (CB 3365)

University of North Carolina at Chapel Hill

Chapel Hill, NC  27599-3365

Phone: (919) 962-4075

Fax: (919) 962-0620

Email: [noar@email.unc.edu](mailto:noar@email.unc.edu)

Web: [http://noar.web.unc.edu/](http://jomc.unc.edu/)