

EXAMINING THE PERSONALITY CORRELATES OF A JAPANESE TRANSLATION OF THE CHEEK-BUSS SHYNESS SCALE.

Emi Sato: Tokyo Fuji University, JAPAN

Kouhei Matsuda: Tohoku Bunkyo Collage, JAPAN

Bernardo J. Carducci: Indiana University Southeast in U.S.A

Emi Sato

E-mail: karen@ff.ij4u.or.jp

Keywords: Shyness, Locus of control, Big Five

What's shyness?

Shyness is conceptualized as a syndrome of affective, cognitive, and behavioral components characterized by social anxiety and behavioral inhibition resulting from the feeling that others are evaluating you (Buss, 1995; Carducci, 2000), which is expressed as a self-report characteristic of personality by over 40 percent of those surveyed (Carducci & Clark, 1996). In an effort to extend this conceptualization of shyness, a recent factor analysis of the Japanese translation of the 20-item Cheek-Buss Shyness Scale (CBSS; Cheek & Melchior, 1985) provided a cross-cultural construct validation of the presence of the three components (Matsuda, Sato, & Carducci, 2016). As further support of this conceptualization of shyness and the construct validity of the Japanese translation of the Cheek-Buss Shyness Scale, we assume the three factors of shyness as are related to interpersonal anxiety and other personality traits.

Purpose

The purpose of the present study was to extend previous research examining the cross-cultural expressions of shyness (cf. Carducci, 2013) and the three components of shyness by investigating the personality correlates of a Japanese translation of the Cheek-Buss Shyness Scale CBSS-J, along with its three factors, with other well-established personality inventories.

Result and Discussion

1. The coefficient of correlation with the CBSS/J and Big Five scale.

Result of the coefficient of correlation, CBSS-J scores were negatively correlated with the Extraversion ($r = -.62$), Neuroticism ($r = -.46$), Openness ($r = -.48$) Big 5 subscales. This pattern of results suggests those scoring high on shyness would be introversive, emotional instability, and incurious. There were negative correlations of more than .60 with the Att scale for all three shyness factor subscales. Such results suggests that those with high scores on the Tension, Competency, and Disability subscales of shyness are less likely to show public position. The scores for the CBSS-J and all three shyness factor subscales correlated negatively at -2.69 or less with Agreeableness and Conscientiousness.

Table.1 The coefficient of correlation of the Japanese translation of CBSS and Big5 scale

	F scale	Att scale	Extroversion	Agreeableness	Conscientiousness	Neuroticism	Openness to experience
Shyness	.219	-.704	-.615	-.242	-.269	-.460	-.488
Tension of shyness	.199	-.700	-.630	-.213	-.241	-.417	-.433
Competence of shyness	.228	-.682	-.547	-.241	-.265	-.472	-.440
Desirability of shyness	.223	-.603	-.599	-.249	-.201	-.324	-.353

$p < .05$ $p < .01$

2. The coefficient of correlation with the CBSS-J and Locus of Control scale.

CBSS-J scores correlated most positively with the LOC total score and Self Control (Sc) and Social helplessness (Sh) subscales of the LOC. There was no correlation of the Momentary (Mo) and Luck/Opportunity (LO) subscales of the LOC with the CBSS-J. Such a pattern of results suggests that self control and the social helplessness were related to shyness in a manner similar to the total LOC score.

3. The coefficient of correlation with the CBSS/J and BIS/BAS scale.

CBSS/J scores correlated positively with BIS scale ($r = .49$) but not with the BAS scale ($r = -.152$). For the subscales of BAS, there was no correlation of the Drive (D), Reward Responsible (RR), and Fun Seeking (FS) scores with the CBSS/J scores. Such results suggest that shyness was related more by the avoidance tendency to the punishment but not to the approach tendency to the reward.

Table.2 The coefficient of correlation of the Japanese translation of CBSS and LOC scale, BIS/BAS scale

	LOC	LOC_EF	LOC_Mo	LOC_Sc	LOC_LO	LOC_Sh	BIS	BAS	BAS/D	BAS/RR	BAS/FS
Shyness	.369	.162	-.038	.430	.118	.357	.490	-.152	-.154	-.071	-.127
Tension of shyness	.321	.131	-.036	.390	.125	.293	.441	-.156	-.156	-.059	-.148
Competence of shyness	.392	.183	-.037	.450	.083	.414	.521	-.113	-.150	-.045	-.061
Desirability of shyness	.263	.115	-.009	.333	.065	.225	.365	-.121	-.133	-.055	-.105