COMMUNICATIVE ADAPTABILITY SCALE

Scale/Subscale: Communicative Adaptability Scale

Instrument: Communicative Adaptability Scale (CAS) – Self Evaluation Form

Source: www.tandfonline.com/

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Year: 1983

Target Audience(s): Adolescents, college students, adults

Language other than English available: Information not available

Type: Attitudes/Behavior

Data collected: Quantitative

Data collection format: Self-report version – Pre/post

Reading Level: Flesch-Kincaid grade level: 5.6

Existence of test/technical manuals, user guides, supplemental materials: See references

Level of training necessary for administration/scoring/interpretation: None necessary for administration.

Widespread Use/Professional Endorsements: Listed on CYFERnet and in CART (Compendium of Assessment and Research Tools) database

Cost of Use: There is a Cost.

Description:
- The Communicative Adaptability Scale (CAS) is a self-report and observational instrument designed to measure the ability to perceive socio-interpersonal relationships and adapt one’s interaction goals and behaviors accordingly.
- The multi-dimensional measure consists of 6 dimensions: (1) social experience, which assesses affect for and participation in varied social settings; (2) social confirmation, which taps maintenance of the other’s projected social image; (3) social composure, which measures the degree to which one feels relaxed in social situations; (4) appropriate disclosure, which assesses sensitivity to the intimacy level of social exchanges; (5) articulation, which measures the
appropriateness of one’s syntax and semantics; and (6) wit, which taps the use of humor to diffuse social tension (Duran, 1992).

- 5-pt Likert scale - 25 items (Social subscale)

Psychometrics:
Information on reliability and validity are provided below. If information on a particular psychometric was not found, it is indicated as “no information provided.” It should be noted that this is not necessarily an indication of a lack of reliability or validity within a particular scale/instrument, but rather a lack of rigorous testing, for various reasons, by the developers or other researchers.

Reliability: A correlation of at least .80 is suggested for at least one type of reliability as evidence; however, standards range from .5 to .9 depending on the intended use and context for the instrument

Internal Consistency: Based on ten samples, the average alpha reliabilities for the CAS dimensions are: Social Experience, .80; Social Confirmation, .84; Social Composure, .82; Appropriate Disclosure, .76; Articulation, .80; and Wit, .74.

Inter-rater reliability: No information provided

Test-Retest: No information provided

Validity: The extent a measure captures what it is intended to measure.

Content/Face Validity: Comprehensive description of content (communicative competence and adaptability) domain and development process (Duran, 1983, 1992)

Criterion Validity: “To establish convergent validity, the relationship of the CAS to a number of related constructs was investigated: communicator style, cognitive complexity, interaction involvement, and psychological gender orientation. The CAS, particularly social composure and social experience, has been significantly correlated with communication apprehension, shyness, and loneliness.” (Duran, 1992).

Construct Validity: Six-factor structure has remained consistent over 10 studies (Duran, 1992)

References: