

Charismaphobia Scale

Following are some statements which may be False or True in your case. Please apply these on yourself and respond very truly while keeping the last 6 months in mind. You must check only one box under each statement.

- 1 I want to be liked by all because of my bodily features and physical attractiveness.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 2 I want to be appreciated by all because of my physical attractiveness.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 3 I want others to give me good comments on my physical attractiveness.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 4 I want to be admired by all.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 5 I want to be the most attractive person.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 6 I am a special person with a unique attraction.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 7 I usually watch advertisements related to beauty and fashion.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 8 I remain interested in finding new beauty products to improve my attraction.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 9 I usually spend a significant amount of money to buy beauty products.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 10 I have subscribed to many beauty channels and blogs on social media.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 11 I usually do search Internet to find the best beauty products for me.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 12 I feel worried when I think that my physical attractiveness may decline with the passage of time.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 13 I feel annoyed when I think that I will be of no use when I will get older.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 14 I feel worried when I think that I will lose my value by getting older.
 Extremely False Slightly false Don't know Slightly True Extremely True
- 15 I feel sad when I think that people will not appreciate my physical attractiveness when I will get older.
 Extremely False Slightly false Don't know Slightly True Extremely True

- 16 I am afraid to get older.
Extremely False Slightly false Don't know Slightly True Extremely True
- 17 It hurts me when I think that I am getting older day by day.
Extremely False Slightly false Don't know Slightly True Extremely True
- 18 I cannot think of being unattractive.
Extremely False Slightly false Don't know Slightly True Extremely True
- 19 It hurts me when I think that I would be considered unattractive in future.
Extremely False Slightly false Don't know Slightly True Extremely True

Psychometric Properties

Scale: Charismaphobia Scale

Description: The Charismaphobia Scale is a novel psychometric instrument designed to assess charismaphobia, a newly identified psychological condition conceptualized by Dr. Sukoon. Charismaphobia is defined as the fear of being or becoming unattractive, a distressing psychological experience that may affect both men and women, and which operates at the intersection of self-perception, societal standards of beauty, and the psychosocial consequences of physical desirability. This condition is differentiated into two distinct yet interrelated manifestations:

- (a) Fear of being unattractive, referring to persistent anxiety over not meeting societal or interpersonal standards of attractiveness;
- (b) Fear of becoming unattractive, which reflects a decline in self-worth or psychological wellbeing resulting from the loss of previously held attractiveness, often ascribed to aging, illness, or perceived physical changes.

The Charismaphobia Scale addresses a critical lacuna in psychological literature by foregrounding the aesthetic dimension of identity and self-esteem, which has historically been underrepresented in clinical assessment. It is particularly relevant in media-saturated, image-conscious cultures where attractiveness is not only commodified but is deeply implicated in social validation, romantic viability, and self-concept. The scale comprises four theoretically derived subscales:

Exhibition – assesses tendencies toward self-display, public presentation of appearance, and overinvestment in visual impression management.

Narcissistic Trends – captures underlying narcissistic preoccupations with beauty, admiration, and the fragility of self-esteem when appearance is not affirmed.

Media Consumption – evaluates the degree to which individuals engage with appearance-centric media (e.g., social media, fashion, cosmetic trends), contributing to comparative dissatisfaction and idealized standards.

Anxiety – reflects the affective and physiological symptoms associated with fears of losing attractiveness, such as body image concerns, fear of rejection, and anticipatory distress.

The Charismaphobia Scale offers substantial contributions to clinical psychology, aesthetic psychiatry, body image research, and cultural psychology, particularly in examining how beauty-related ideologies influence emotional functioning and social behavior. It supports the understanding of attractiveness-related distress as a legitimate psychological issue, warranting attention in both diagnostic and therapeutic frameworks. Importantly, the scale aligns with the broader framework of Natural Psychology and Psychosocial Health, illustrating how culturally constructed ideals—such as beauty and desirability—become internalized and give rise to measurable psychological illnesses. It invites a reexamination of how self-worth is shaped by physicality, perception, and social affirmation, and encourages a more inclusive and compassionate model of psychosocial diagnostics.

Language: English **Items:** 19

Sub-scales: Exhibition (items 1 & 3), Narcissistic Trends (items 4 to 6), Media Consumption (items 7 to 11), and Anxiety (items 12 & 19)

Reverse coded items: Nil

Response sheet: Extremely False (scored 1), Slightly false (scored 2), Don't know (scored 3), Slightly True (scored 4), Extremely True (scored 5)

Participants: 5117

FGDs: $n=165$; women from public= 62 , cosmetic dermatologists= 30 ; female beauticians= 73

PCA: $n=344$; men= 101 ; women= 243

EFA: $n=1407$; men= 427 ; women= 980

CFA/CV: $n=988$; men= 62 ; women= 926

DV: $n=879$; men= 261 ; women= 618

HoF= $n=1334$; men= 422 ; women= 919

The average educational qualification of the participants was graduation from university. Participants' age ranged from 18 to 75 years. The mean age of the participants was 28 years.

Reliability: Cronbach's alpha: Charismaphobia Scale= 0.843 ; Exhibition= 0.802 ; Narcissistic Trends= 0.756 ; Media Consumption= 0.860 ; Anxiety= 0.904

Item-total correlations range from 0.453 to 0.845 with $p<0.01$ (mean= 0.692)

Item-scale correlations range from 0.719 to 0.916 with $p<0.01$ (mean= 0.842)

Construct Validity: Chi-square test: Baseline model: $\chi^2 = 9060.608$, $df = 171$, Factor model: $\chi^2 = 842.297$, $df = 146$, $p < 0.001$; Additional Fit Measures: Comparative Fit Index (CFI): 0.922 ; Tucker-Lewis Index (TLI): 0.908 ; Bentler-Bonett Non-normed Fit Index (NNFI): 0.908 ; Bentler-Bonett Normed Fit Index (NFI): 0.907 ; Parsimony Normed Fit Index (PNFI): 0.774 ; Bollen's Relative Fit Index (RFI): 0.891 ; Bollen's Incremental Fit Index (IFI): 0.922 ; Relative Noncentrality Index (RNI): 0.922 ; Information Criteria: Log-likelihood: -29609.417 , Number of free parameters: 63 , Akaike (AIC): 59344.835 , Bayesian (BIC): 59653.263 , Sample-size adjusted Bayesian (SSABIC): 59453.173 ; Root mean square error of approximation (RMSEA): 0.069 ; RMSEA 90% CI lower bound: 0.065 ; RMSEA 90% CI upper bound: 0.074 ; RMSEA p-value: 1.494 ; Standardized root mean square residual (SRMR): 0.044 ; Hoelter's critical N ($\alpha = .05$): 206.504 ; Hoelter's critical N ($\alpha = .01$): 222.303 ; Goodness of fit index (GFI): 0.969 ; McDonald fit index (MFI): 0.703 ; Expected cross-validation index (ECVI): 0.980 ; Kaiser-Meyer-Olkin (KMO) Test: Overall KMO: 0.871 ; KMO for individual indicators ranged from 0.599 to 0.938 ; Bartlett's Test of Sphericity: $\chi^2 = 8985.714$, $df = 171$, $p < 0.001$; R-Squared: Explained variance (R^2) for each factor ranged from 0.536 to 0.586

Convergent Validity: Significant positive correlation with Generalized Anxiety Disorder ($r=0.327$, $p<0.01$), Obsessive-Compulsive Disorder ($r=0.344$, $p<0.01$), and Narcissistic Personality Disorder ($r=0.250$, $p<0.01$)

Discriminant Validity: Significant inverse correlation with Self-Esteem ($r= -0.679$, $p<0.01$) and Body-Esteem ($r= -0.436$, $p<0.01$)

Interpretation of Results:

19 to 38 = Absence of Charismaphobia

39 to 57 = Slight Charismaphobia

58 to 76 = Moderate Charismaphobia

77 to 95 = High Charismaphobia

How to cite:

1. Waqar Husain. (2023). Charismaphobia: diagnosis and measurement of the psychodermatological symptoms. Journal of skin and stem cell, 10(2), e137387. <https://doi.org/10.5812/jssc-137387>
2. Waqar Husain, Neha Zahid, Areej Jehanzeb, & Momina Mehmood. (2022). The psychodermatological role of cosmetic-dermatologists and beauticians in addressing charismaphobia and related mental disorders. Journal of Cosmetic Dermatology, 21(4), 1712-1720. <https://doi.org/10.1111/jocd.14317>
3. Waqar Husain & Maha Nasir Malik. (2024). The gender-specific dynamics of charismaphobia in relation to body-esteem and self-esteem: implications for cosmetic and psycho-dermatology. Journal of Skin and Stem Cell, 11(2), e145103. <https://doi.org/10.5812/jssc-145103>