USING THE MEDIA AND TECHNOLOGY USAGE AND ATTITUDES SCALE (MTUAS)

This measurement instrument includes 60 items that assess 11 usage subscales and 4 attitudes subscales. The scale may be used in a variety of ways including: all 60 items, just specific subscales or even the top loaded items from each subscale which can be found in the following article. Information on reliability and validity may also be found in the article.

Rosen, L.D., Whaling, K., Carrier, L.M., Cheever, N.A., and Rokkum, J. (2013). The Media and Technology Usage and Attitudes Scale: An empirical investigation. *Computers in Human Behavior, 29*(6), 2501-2511.

GENERAL SCALE USAGE:

In general, MTUAS researchers typically use a total of the first 44 items to comprise a total usage measure although that requires that users have a Facebook account (see items 41- 44). If users are not on Facebook then a sum of the first 40 items will provide a total score independent of social media activity.

- When using subscales it is best to calculate a mean score for each subscale to make them comparable.

- Although there are no data on reliability and validity, a short form of usage items can be created by using the top loaded items for each of the 11 usage subscales

A NEW SOCIAL MEDIA USAGE MEASURE:

We are now using a new Social Media Usage Scale that includes the following items on the following scale

Please indicate how often you check each of the following social media sites:

Facebook
Twitter
LinkedIn
Google+

* 10. Please indicate how often you check each of the following social media sites.

	I do not have an account on this social media site	I have an account but never check it	Check it once a month	Check it several times a month	Check it once a week	Check it several times a week	Check it once a day	Check it several times a day	Check it once an hour	Check it several times an hour	Check it all the time
Twitter	○	○	○	○	○	○	○	○	○	○	○
LinkedIn	○	○	○	○	○	○	○	○	○	○	○
Google+	○	○	○	○	○	○	○	○	○	○	○
YouTube	○	○	○	○	○	○	○	○	○	○	○
Pinterest	○	○	○	○	○	○	○	○	○	○	○
Instagram	○	○	○	○	○	○	○	○	○	○	○
Tumblr	○	○	○	○	○	○	○	○	○	○	○
Flickr	○	○	○	○	○	○	○	○	○	○	○
Reddit	○	○	○	○	○	○	○	○	○	○	○
Snapchat	○	○	○	○	○	○	○	○	○	○	○
MySpace	○	○	○	○	○	○	○	○	○	○	○

Appendix

MEDIA AND TECHNOLOGY USAGE AND ATTITUDES SCALE (60 ITEMS)

USAGE SUBSCALES

This scale includes 44 items which comprise 11 subscales: Smartphone Usage (9 items), General Social Media Usage (9 items), Internet Searching (4 items), E-Mailing (4 items), Media Sharing (4 items), Text Messaging (3 items), Video Gaming (3 items), Online Friendships (2 items), Facebook Friendships (2 items), Phone Calling (2 items) and TV Viewing (2 items)

10-point frequency scale for items 1-40 (with scoring in parentheses):

Never (1)
Once a month (2)
Several times a month (3)
Once a week (4)
Several times a week (5)
Once a day (6)
Several times a day (7)
Once an hour (8)
Several times an hour (9)
All the time (10)

Please indicate how often you do each of the following e-mail activities on any device (mobile phone, laptop, desktop, etc.)

1. (E-Mailing Subscale) Send, receive and read e-mails (not including spam or junk mail)
2. (E-Mailing Subscale) Check your personal e-mail
3. (E-Mailing Subscale) Check your work or school e-mail
4. (E-Mailing Subscale) Send or receive files via e-mail

Please indicate how often you do each of the following activities on your mobile phone.

5. (Text Messaging Subscale) Send and receive text messages on a mobile phone
6. (Phone Calling Subscale) Make and receive mobile phone calls
7. (Text Messaging Subscale) Check for text messages on a mobile phone
8. (Phone Calling Subscale) Check for voice calls on a mobile phone
9. (Smartphone Usage Subscale) Read e-mail on a mobile phone
10. (Smartphone Usage Subscale) Get directions or use GPS on a mobile phone
11. (Smartphone Usage Subscale) Browse the web on a mobile phone
12. (Smartphone Usage Subscale) Listen to music on a mobile phone
13. (Smartphone Usage Subscale) Take pictures using a mobile phone

14. (Smartphone Usage Subscale) Check the news on a mobile phone
15. (Smartphone Usage Subscale) Record video on a mobile phone
16. (Smartphone Usage Subscale) Use apps (for any purpose) on a mobile phone
17. (Smartphone Usage Subscale) Search for information with a mobile phone
18. (Text Messaging Subscale) Use your mobile phone during class or work time

How often do you do each of the following activities?

19. (TV Viewing Subscale) Watch TV shows, movies, etc. on a TV set
20. (TV Viewing Subscale) Watch video clips on a TV set
21. (Media Sharing Subscale) Watch TV shows, movies, etc. on a computer
22. (Media Sharing Subscale) Watch video clips on a computer
23. (Media Sharing Subscale) Download media files from other people on a computer
24. (Media Sharing Subscale) Share your own media files on a computer
25. (Internet Searching Subscale) Search the Internet for news on any device
26. (Internet Searching Subscale) Search the Internet for information on any device
27. (Internet Searching Subscale) Search the Internet for videos on any device
28. (Internet Searching Subscale) Search the Internet for images or photos on any device
29. (Video Gaming Subscale) Play games on a computer, video game console or smartphone BY YOURSELF
30. (Video Gaming Subscale) Play games on a computer, video game console or smartphone WITH OTHER PEOPLE IN THE SAME ROOM
31. (Video Gaming Subscale) Play games on a computer, video game console or smartphone WITH OTHER PEOPLE ONLINE

Do you have a Facebook account? If the answer is "yes," continue with item 32; if "no" skip to the Attitudes Toward Technology Scale items. NOTE: The word "social media" may be substituted for Facebook in the question stem above and in items 32-34.

How often do you do each of the following activities on social networking sites such as Facebook?

32. (General Social Media Usage Subscale) Check your Facebook page or other social networks
33. (General Social Media Usage Subscale) Check your Facebook page from your smartphone
34. (General Social Media Usage Subscale) Check Facebook at work or school
35. (General Social Media Usage Subscale) Post status updates
36. (General Social Media Usage Subscale) Post photos
37. (General Social Media Usage Subscale) Browse profiles and photos
38. (General Social Media Usage Subscale) Read postings
39. (General Social Media Usage Subscale) Comment on postings, status updates, photos, etc.
40. (General Social Media Usage Subscale) Click "Like" to a posting, photo, etc.

Please answer the following questions about your Facebook and other online friends. NOTE: In items 41 and 42 the words "social media" (or any specific social media site) may be substituted for Facebook.

9-point scale for items 37-40 (with scoring in parentheses:

0 (1)
1-50 (2)
51-100 (3)
101-175 (4)
176-250 (5)
251-375 (6)
376-500 (7)
501-750 (8)
751 or more (9)

41. (Facebook Friendships Subscale) How many friends do you have on Facebook?
42. (Facebook Friendships Subscale) How many of your Facebook friends do you know in person?
43. (Online Friendships Subscale) How many people have you met online that you have never met in person?
44. (Online Friendships Subscale) How many people do you regularly interact with online that you have never met in person?

ATTITUDES SUBSCALES

These subscales includes 16 items, which comprise four subscales: Positive Attitudes Toward Technology (6 items), Anxiety About Being Without Technology or Dependence on Technology (3 items), Negative Attitudes Toward Technology (3 items) and Preference for Task Switching (4 items)

5-point Likert scale for all items (with scoring in parentheses):

Strongly Agree (5)
Agree (4)
Neither Agree nor Disagree (3)
Disagree (2)
Strongly Disagree (1)

1. (Positive Attitudes) I feel it is important to be able to find any information whenever I want online.
2. (Positive Attitudes) I feel it is important to be able to access the Internet any time I want.
3. (Positive Attitudes) I think it is important to keep up with the latest trends in technology.

4. (Anxiety/Dependence) I get anxious when I don't have my cell phone.
5. (Anxiety/Dependence) I get anxious when I don't have the Internet available to me.
6. (Anxiety/Dependence) I am dependent on my technology.
7. (Positive Attitudes) Technology will provide solutions to many of our problems.
8. (Positive Attitudes) With technology anything is possible.
9. (Positive Attitudes) I feel that I get more accomplished because of technology.
10. (Negative Attitudes) New technology makes people waste too much time.
11. (Negative Attitudes) New technology makes life more complicated.
12. (Negative Attitudes) New technology makes people more isolated.
13. (Preference for Task Switching) I prefer to work on several projects in a day, rather than completing one project and then switching to another.
14. (Preference for Task Switching) When doing a number of assignments, I like to switch back and forth between them rather than do one at a time.
15. *(Preference for Task Switching) I like to finish one task completely before focusing on anything else.
16. (Preference for Task Switching) When I have a task to complete, I like to break it up by switching to other tasks intermittently.

*Scoring for item 15 is reversed with strongly agree = 1 and strongly disagree = 5.