ABSTRACT

Aim: To build a scale to measure and analyze the qualitative concepts of arrogance and hypocrisy, the concepts of asuri sampat.

Methodology: The study used tool development method in which a questionnaire with 25 items was developed. Google form was created with these 25 questions and then circulated through social media to friends and family. The survey data is collected in the Google excel sheet and downloaded and checked for the duplicates the data is converted into CSV format. Then the data is taken for analysis. As it was a survey design, so there is no intervention.

Result: Exploratory Factor analysis on a sample of 225 was performed for both the subdomains combined (arrogance and hypocrisy). A parallel analysis revealed two factors to be extracted. Bartlett ' s test of Sphericity was performed to check the suitability of performing factor analysis and the result was statistically significant (p-value was <.001) showing that factor analysis can be performed. The Keyser-Meyer-Olkin (KMO) test, a measure of sampling adequacy, showed all values to be above 0.60. Overall Mean Sampling adequacy (MSA) was 0.69, higher than the recommended value of 0.60. Pilot data will be used for further refinement of the construct and the measuring tool (George & Ilavarasu, 2021).

Conclusion: This is the first scale explicitly constructed to measure the personality aspects of scriptures like Bagavad gita as such, it constitutes a short and user-friendly instrument that provides a quick impression of the personality aspects using concept of asuri sampat. As initial validity results are promising for the scale, the methods described in this study for scale construction could potentially be helpful for future researchers wishing to build scales. With promising results, future scale building of this nature may prove useful to help unify the field of personality assessment with psychology and yoga.