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Translation and Validation of Social Appearance Anxiety Scale (SAAS) for Students

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Astract

The study was aimed to translate and validate the social appearance anxity scale. Social appearance anxiety is a type of social anxiety, specifically about one's appearance and body shape. Quantitative research design was used for this study. The 592 undergraduate students were taken from Multan and Bahawalpur for the sample. Social appearance anxiety scale (SAAS) developed by Hart at el., in 2008 was used to translate in Urdu language. For data analysis SPSS V.25 and AMOS V.21 were used. Findings reveal that the alpha reliability of original and backward translated scale computed and it showed good alpha value with 0.881. Results demonstrate that validation of psychometric properties of SAAS Urdu version are found significant. Correlational analysis revealed that items of original and translated SAAS are inter related. Excellent internal consistency between the SAAS in its original English and Urdu version was also revealed by Cronbach's alpha values. An exploratory factor analysis revealed that Urdu version SAAS has one factor structure just like original version and relationship between variable and respondent is significant. Translation and validation of SAAS in Pakistan is a step onward to work and explore more in the wider field of psychology. It will aid in the adaptation and creation of additional tools in accordance with Pakistan's contemporary culture and standards. Urdu version tools are need of time for the psychological assessment in Pakistan because mostly people in Pakistan do not understand English properly.

Keywords: Social appearance anxiety, types of anxiety, translation method

1. Introduction

Anxiety makes life difficult, people may stop doing things they like, they start avoiding people and social gatherings. They may stop leaving homes altogether and isolate themselves due to feeling of anxiousness (Munir, 2022). Anxiety is fear of what will happen in the future. Sometimes this fear is about something that that is expected to happens in three minutes. Such as, to go on stage to present something in front of audience. Cultural researches also show that individuals of every culture encounter social anxiety. Many people among us become anxious on many things and situations, some of which involve social situations. Similarly, social appearance anxiety is an aspect of social anxiety. Socially anxious people easily develop appearance anxiety (Yuceant & Unlu, 2017). This is the most shared type of anxiety that our generation experiences today. There can be various reasons for this type of anxiety such as negative assessment by others which can lead to thin body desire and physical dissatisfaction (Claes, Hart, Smits, Van den Eynde, Mueller & Mitchell, 2012). This is common nowadays because we are living in a highly developed age where everyone is exposed to the media which has unrealistic standards of beauty and appearance such as slim body, perfect face, ideal personality, ideal skin color and all these standards of beauty are impractical because not everyone can have a perfect ideal body and beauty and the result is a negative self-assessment. But today's generation not only tries to meet these standards but also evaluates the appearance of others based on these standards. When an individual fails to meet these standards and has a constant fear of negative social judgment about his or her appearance, it alters feelings and leads to social outward anxiety due to low self-esteem (Turan, Ozdemir Aydın, Kaya, Aksel & Yılmaz, 2019).

1.1. Social Appearance Anxiety

Social appearance anxiety is emerging and pervasive form of anxiety so, many studies in our culture are employing this instrument. For example, a study conducted by Zakir, khan & Rauf, (2019) by using this instrument to check impact of acne on social appearance anxiety and psychological distress level. People face different challenges in life but these routinely challenges are not felt as an actual threat. These challenges are not reason of anxiety however; our capacity to cope with challenges can affect us in terms of anxiety. If we find it difficult to accept and cope with these routinely challenges then it can make our transition difficult which as a result leads to experience of anxiety.There is another type of anxiety which is related to an individual's social anxiety. This type of anxiety is known as social appearance anxiety. This anxiety has to do with how someone appears, but it also includes how an individual feel about his body, not just how he physically appears. An individual's assessment of his or her body can also be regarded as social appearance anxiety (Ermis & Imamoglu, 2019).

Individuals are concerned not only with their own physical appearances, but also with the appearances of others. The feeling that they are not alone in their actions causes uneasiness. Social appearance anxiety is a sort of anxiety that is closely linked to how people see their own bodies. It results due an individual's assessments on the basis of his appearance (Yuceant & Unlu, 2017). "Social Appearance Anxiety (SAA) is a form of social anxiety, conceptualized as nervousness and distress due to supposed negative social evaluations of one's own physical appearance". Social appearance anxiety is what individuals feel anxious about how their physical appearance is perceived by others. This type of anxiety involves thoughts of an individual about his body (Cetin & Ece, 2021).

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It suggests that a person's physical appearance is a component that can easily impact the environment. The portrayal of an object's physical attributes is known as physical appearance. Individuals who suffer from social appearance anxiety are concerned about being judged negatively by others and consequently fear rejection and shame. These concerns can have a negative impact on people's interactions and communication with others, as well as induce psychiatric problems. A gorgeous, handsome, slender, healthy, and muscular appearance is always evaluated by persons who wish to make a favorable impression on others (Turan et al., 2019). It is seen that physically attractive persons are regarded to be more self-assured and adored by others during social communication. Furthermore, other individuals regard such persons as more engaging, social, skilled, and successful. As a result, people frequently seek out attractive people to engage with. It is claimed that persons who believe they are unable to make a positive impression on others experience heightened anxiety and tension. As a result, this ideal standard is the source of social appearance anxiety (Celik & Tolan, 2021).

Negative body image is the main reason of this type of anxiety. People are afraid of being rejected by others, people with social appearance anxiety lack genuineness and engage in less intimate actions. Body image can influence an individual's integrity in a variety of ways, including physically, intellectually, and socially (Yuceant & Unlu, 2017). An individual's thoughts, feelings, and opinions about their body shape and body appearance referred to as body image. It's a complicated phenomenon that involves a person's attitudes, body-related cognitions, perceptions, and actions in relation to their own physical appearance. Positive body image would result from a low negative body image, and vice versa. A person's negative body image can be general or particular to a specific proportion of bodily features, resulting in numerous impressions such as feeling uneasy about one's body, being unattractive, and being embarrassed about one's body. Positive body image, on the other hand, is an individual's satisfaction and contentment with his or her body. Body satisfaction and appearance evaluation are only two aspects of a positive body image. Body image is significant since it influences one's self-esteem. Positive body image is related with high self-esteem, whilst negative body image is associated with low self-esteem (Turan et al., 2019).

According to self-presentational drive, people have a natural need to fit in and be accepted by others. People who don't obtain what they want often struggle with low self-esteem, negative body image, and social appearance anxiety. It's a concept that takes the place of physical characteristics including height, weight, body shape, face shape, smile, eye distance, nose shape, and muscle structure. As a result, rather than a generic physical appearance, this form of worry covers a more comprehensive and extensive phenomenon. People who are more concerned about their physical appearance are more likely to suffer from social body anxiety. Individuals who are unhappy with their bodies have bad feelings about themselves. Similarly, individuals who are continually managing themselves, noting flaws in their appearance, and comparing themselves to others often spend too much time doing so. As a result, social appearance anxiety has a greater impact on young individuals' future lives (Turan et al., 2019). Individuals who are unhappy with their appearances and believe they have many flaws have uneasy, insecure, and worthless feelings throughout their lives, whereas those who have a positive physical evaluation of themselves have more secure interpersonal relationships and are more successful in their lives and at work (Ermis & Imamoglu, 2019).

1.2. Types of Anxiety

Normal Anxiety: According to May, "Normal anxiety is proportionate to the threat, does not involve repression, and can be confronted constructively on the conscious level" (1967, as cited in People encounter anxiety when they become aware that, 2012). Normal anxiety is not a serious medical condition. Freud coined the term "actual" or "objective" anxiety to describe this form of anxiety. It is a normal and natural reaction to an external threat. Normal anxiety is felt while facing daily life challenges. It is useful for proper functioning of a person. Normal anxiety differs from neurotic anxiety as it is not associated with any external threat. This type of anxiety is experienced at conscious level and it doesn't require any defense mechanism or repression for its management (Crosby, 1976). This sort of anxiety is linked to a specific problem or circumstance, and it only lasts as long as that circumstance. Iti s a natural response to real-life events. It can go through a conscious process and be faced constructively or with ease when the condition changes. Normal anxiety can be felt in everyday situations and experiences (Canadian Mental Health Association, BC Division, 2015). For example a student experiences the feelings of agitation and nervousness before an upcoming exam or result. It can also be experienced at first day at your job or college or while meeting a new person or visiting a new place or shifting to new place.

Neurotic Anxiety: Neurotic anxiety is "a reaction which is disproportionate to the threat, involves repression certain and other forms of intra psychic conflict, and is managed by various kinds of blocking-off of activity and awareness" as defined by May (1967, as cited in People encounter anxiety when they become aware that, 2012). This type of anxiety is opposite to normal anxiety. When one's values or moral principles are threatened, neurotic anxiety develops. In contrast to objective anxiety, neurotic anxiety is referred to as subjective anxiety. Neurotic anxiety arises when a person has anxiety about situations that are objectively not dangerous. Neurotic anxiety is maladaptive and stems from unconscious conflict. It requires repression and defense mechanism for its management (Crosby, 1976). This type of anxiety is unusual, and reaction may be considerably stronger than expected. It is uncontrollable, impractical, and pointless and involves dread about a situation or event that will never happen. Such people have anxiety for a long time, even after the problem is addressed, and they may avoid situations that induce anxiety in the future (Canadian Mental Health Association, BC Division, 2015). There are a lot of researches and theories on anxiety. Apart from these two forms of anxiety, it has also been researched as a personality trait which known as trait anxiety

and as a state of a person is called as state anxiety (Torres-Lagares et al., 2014).

State Anxiety: State anxiety is a transient emotive state characterized by a conscious sense of pressure and apprehension, as well as stimulation of autonomic nervous system (Torres-Lagares et al., 2014). This type of anxiety is accompanied by immediate thoughts of tension, edginess and bodily reactions. The severity of state anxiety is determined by an individual's temperament and predisposition to anxiety, as well as the scenario that is the causes of anxiety. State anxiety is caused when a person feels that they are in a stressful situation. Individuals with state anxiety exhibit a mix of somatic and mental symptoms. Increased heartbeat, bloated stomach, tense muscles, difficulty breathing are physical symptoms, while mental symptoms include continual concern, difficulties concentrating and focusing, irritable mood, and so on (Raypole, 2021).

Trait Anxiety: Trait anxiety is when the person is prone to become anxious. Such people are generally described as anxious people. They can become easily anxious. This type of anxiety is stable while facing any circumstances or event that is apparent as threatening (Torres-Lagares et al., 2014). This form of anxiety is a personality trait, means that if a person has higher trait anxiety, he will find a scenario more distressing than someone with lower trait anxiety. Even in situations that aren't bothersome to others, their anxiety is triggered.

1.3. Rationale of the Study

The purpose of this study is the translation and validation of social appearance anxiety scale (SAAS) into Urdu (National language of Pakistan) developed by Hart et al., (2008). According to the literature, this scale has also been translated into Persian (Goodarzi et al., 2021), which demonstrates its significance and application in different areas of the world. In Pakistan, the SAA scale is widely used in English, but no formal efforts have been undertaken to translate the scale into Urdu for Pakistan's diverse population. The goal of this study is to make social appearance reliable and understandable for Pakistan's monolingual and uneducated people. As in Pakistan, mostly psychological instruments being used are in English language. So, this language difference can lead to invalid findings and it can impact the response of our population due to difference in cultural norms and environment. Another reason to select social appearance anxiety scale for translation is that, social appearance anxiety is an emerging problem faced by today's youth which is evident from literature and this self-reporting scale helps to measure this problem comprehensively, as well as one reason can be lack of valid and psychometrically sound instrument in Urdu language. Translation of this scale in Urdu will be beneficial for use with Urdu speaking people across the globe. Moreover, the translation and validation of SAAS will help to address cultural variability and make the measure more understandable to assess social appearance anxiety among undergraduate population of Pakistan.

1.4. Research Objectives

- To translate and validate the Social appearance anxiety scale in Urdu (National language of Pakistan) among undergraduate students.
- To analyze the reliability and validity of the translated scale.

1.5. Research Questions

- Does Urdu version of SAAS will show a single factor structure?
- How much psychometrically sound will be the Urdu version of SAAS?

1.6. Hypotheses

- The Urdu version of SAAS will show a single factor structure.
- The Urdu version of SAAS will be a highly reliable and valid measure for undergraduate students.

2. Method

2.1. Participants

Quantitative research design was used for this study. In pre testing phase sample of cross language validation comprised of N=30 and in main study N=592 undergraduate students were taken from Multan and Bahawalpur, Pakistan. Both male and female undergraduate students having different birth orders and belonging to both joint and nuclear family system were selected as participants. For their selection purposive sampling technique was used. After determining the inclusion criteria only those participants were approached which were satisfied and willing to cooperate. After obtaining informed consent, questionnaires were completed. The inclusion criteria were the undergraduate students only and their inclination to participate in the study. Participants were selected from Multan and Bahawalpur City only. The exclusion criteria were incomplete questionnaires and participant's disinclination to take part in the study. Moreover, Participants from other cities and other age groups apart from undergraduates were also excluded.

2.2. Materials

Social appearance anxiety scale (SAAS) developed by Hart at el., in 2008 was used to translate in Urdu language for this study. This scale consists of 16 items that are arranged on a 5-point Likert scale. The scale response categories ranged from 1= Not at all to 5 = extremely. The scale consists of 15 positive items 2 to 16 and one negative time which is item number 1. Negative item is reversed scored for which 1 = extremely and 5 = Not at all. The scores are then simply added, higher scores show high levels of social appearance anxiety. SAAS demonstrates one factor model with good test-retest reliability, r = .84. It also shows good internal consistency, αs = .94, .95, and .94 respectively.

2.3. Operational Definition of Social Appearance Anxiety

"Social appearance anxiety is a type of social anxiety, specifically about one's appearance and body shape. Much like individuals with social anxiety, individuals with social appearance anxiety also experience a fear of negative evaluation by others".

2.4. Procedure

Translation and adaptation of social appearance anxiety scale was carried out in different stages and phases. Following are the phases and steps that were followed during the process of translation and validation.

Phase I: Translation and Pretesting

For translation of the scale, translation guidelines provided by Brislin (1980) were followed. Forward-backward method was employed to translate the original instrument into the target language followed by back translating the translated version in to original language.

Scale translation was done according to following steps:

Step 1: Obtaining Permission. As authors hold copy right of scale so, to begin with the translation of social appearance anxiety scale prior permission was sought from main author "Trevor hart" via E-mail by briefing him about the purpose of research and need to translate and validate the scale. The request for translation was graciously accepted.

Step 2: Forward Translation. This step consisted of translation of social appearance anxiety scale from source language which is English into target language Urdu. For this purpose three bilingual translators were selected who were M.Phil in English. These translators were selected according to Brislin (1980) criteria which included: being bilingual in English and Urdu and having Masters or higher degree in Urdu and English language. Before the beginning of translation process translators were told about the purpose of study and characteristics of the target population. This information was intended to assist translators in comprehending the content of the items and selecting appropriate phrases based on the target population's communication style. They were told to translate the elements appropriately and to recommend alternatives for those were not relevant to Pakistani culture. After translation through committee approach best translated items were selected and Urdu version of scale was finalized. Pre-testing of scale also took place in this phase to check the reliability between original and translated Urdu scale. For this purpose N=30 undergraduates students were selected to rate the equivalence of original English and translated Urdu scale. These selected students were bilingual and were selected through purposive sampling technique.

Step 3: Backward Translation. In this step all Urdu translated items were given to bilingual experts again for back translation into English language. Experts were completely unaware with the original English version of scale. They were instructed to back translate the Urdu version scale in English by keeping the content equivalent between both versions. After back translation of Urdu scale in to English committee approach was utilized to find the best fitted back translated items. After the final back translated version of scale N=30 undergraduates students were selected for pilot study to rate the equivalence between back translated English version and original English version of scales. These selected students were also bilingual and were selected through purposive sampling technique.

Step 4: Review of Forward and Backward Translation. The committee approach consisted of four members, three assistant professor of psychology (who were Ph.D.) and one lecturer of psychology with M.Phil degree. This committee reviewed and compared between the original, forward and backward translated versions of scale to check the content validity and final Urdu version of scale for main study was selected. In final Urdu version scale those items were selected that were simple, closer to original scale and culturally relevant.

Phase II: Main Study

To check the reliability and validity of Urdu translated social appearance anxiety scale main study was conducted. For this purpose N=592 undergraduate students from different universities and institutes of Multan and Bahawalpur were selected. Before taking the consent of participants and they were briefed about the purpose of study to gain their interest and attention. Participants were requested to be honest. They were informed about confidentiality and their right to quit the study at any time during research. At the end of data collection they were thanked for their cooperation and valuable time.

2.5. Statistical Analysis

For data analysis SPSS V.25 and AMOS V.21 were used. Correlation between the items of original, forward and backward translated scale was checked. Before factor analysis, Kaiser-Meyer-Oklin (KMO) and Bartlett test were also calculated to check the suitability of the data for factor analysis. After determining the suitability, Confirmatory factor analysis (CFA) and Exploratory factor analysis (EFA) was carried out. Internal consistency level was computed using Cronbach's alpha reliability coefficient.

3. Results

Table 1: Descriptive Statistics of Demographic Variables

	Categories	Frequency	Percentage	Mean	SD
Gender	Male	192	32.4	1.68	.469
	Female	400	67.6		
No of siblings	1-4	327	55.2	1.49	.579

	5-8	240	40.5		
	9-12	25	4.2		
Birth order	1-4	487	82.3	1.19	.421
	5-8	98	16.6		
	9-12	7	1.2		
Family income	1-50,000	392	66.2	1.44	.774
	50,000-1 lac	166	28.0		
	1 lac-1.5 lac	17	2.9		
	1.5 lac-2 lac	9	1.5		
	2 lac-2.5 lac	5	.8		
	2.5 lac-3lac	3	.5		
Family system	Joint	220	37.2	1.63	.484
	Nuclear	372	62.8		

Note. N = 592

Table 2: Descriptive Statistics of Instrument

	N	Minimum	Maximum	Mean	Standard Deviation
Pretest Total Scores	30	1.200	2.567	26.40	9.814
Total SAAS Scores	592	1.755	2.649	32.08	12.884

Note. The above table shows descriptive statistics of pretesting and main study. In pretesting, minimum rating for the equivalence of both English and Urdu version of SAAS is 1.200 and maximum rating is 2.567 with Mean 26.40 and Standard Deviation 9.814. In main Study, the minimum rating of SAAS Urdu version is 1.755 and maximum rating is 2.649 with Mean 32.08 and Standard Deviation SD=12.884.

Table 3: Frequency Distribution of SAAS Urdu version's items in pre-testing.

Item	Rating	F	%	Min	Max	Mean	SD
Q1	Not at all	3	10.0	1	5	2.57	1.305
	Slightly	5	16.7				
	Moderately	5	16.7				
	Very	10	33.3				
	Extremely	7	23.3				
Q2	Not at all	16	53.3	1	5	1.70	.873
	Slightly	7	23.3				
	Moderately	7	23.3				
	Very	0	0				
	Extremely	0	0				
Q3	Not at all	9	30.0	1	5	2.10	1.125
	Slightly	15	50.0				
	Moderately	2	6.7				
	Very	2	6.7				
	Extremely	2	6.7				
Q4	Not at all	20	66.7	1	5	1.73	1.230
	Slightly	3	10.0				
	Moderately	4	13.3				
	Very	1	3.3				
	Extremely	2	6.7				
Q5	Not at all	18	60.0	1	5	1.77	1.194
	Slightly	6	20.0				
	Moderately	3	10.0				
	Very	1	3.3				
	Extremely	2	6.7				
Q6	Not at all	22	73.3	1	5	1.50	1.042
	Slightly	5	16.7				
	Moderately	0	0				
	Very	2	6.7				
	Extremely	1	3.3				
Q7	Not at all	21	70.0	1	5	1.57	1.104
	Slightly	5	16.7				

	Moderately	2	6.7				
	Very	0	0				
	Extremely	2	6.7				
Q8	Not at all	23	76.6	1	5	1.40	.770
	Slightly	2	6.7				
	Moderately	5	16.7				
	Very	0	0				
	Extremely	0	0				
Q9	Not at all	19	63.3	1	5	1.60	.932
	Slightly	6	20.0				
	Moderately	3	10.0				
	Very	2	6.7				
	Extremely	0	0				
Q10	Not at all	20	66.7	1	5	1.60	1.003
	Slightly	5	16.7				
	Moderately	2	6.7				
	Very	3	10.0				
	Extremely	0	0				
Q11	Not at all	17	56.6	1	5	1.73	1.048
	Slightly	7	23.3				
	Moderately	4	13.3				
	Very	1	3.3				
	Extremely	1	3.3				
Q12	Not at all	20	66.7	1	5	1.57	1.073
	Slightly	7	23.3				
	Moderately	1	3.3				
	Very	0	0				
	Extremely	2	6.7				
Q13	Not at all	24	80.0	1	5	1.27	.583
	Slightly	4	13.3				
	Moderately	2	6.7				
	Very	0	0				
	Extremely	0	0				
Q14	Not at all	16	53.3	1	5	1.77	1.006
	Slightly	8	26.7				
	Moderately	3	10.0				
	Very	3	10.0				
	Extremely	0	0				
Q15	Not at all	26	86.7	1	5	1.33	.959
	Slightly	1	3.3				
	Moderately	1	3.3				
	Very	1	3.3				
	Extremely	1	3.3				
Q16	Not at all	26	86.7	1	5	1.20	.610
	Slightly	3	10.0				
	Moderately	0	0				
	Very	1	3.3				
	Extremely	0	0				

Note. The above table demonstrates bilingual participant's ratings on SAAS Urdu version in high equivalence to its original English version.

Table 4: Cronbach's Alpha Reliability Coefficients of pretesting (N=30) and SAAS (Urdu version) where N=592.

	N of Items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Pre-testing (N=30)	16	.886	.894
Main Study (N=592)	16	.935	.935

Note. Above table shows that in pre-testing, Cronbach's Alpha value is 0.886 which shows the appropriate internal consistency between translated Urdu version of SAAS and original version of SAAS. In main study, Cronbach's Alpha value is 0.935 which shows that the internal consistency for SAAS Urdu version is excellent.

Table 5: **Item Statistics of SAAS Urdu version where N=592**

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha If Item Deleted
Q1	29.43	148.526	.600	.387	.933
Q2	29.91	151.444	.510	.347	.935
Q3	29.88	148.116	.632	.457	.932
Q4	30.13	144.927	.710	.519	.930
Q5	29.97	147.732	.577	.354	.934
Q6	30.21	146.097	.682	.512	.931
Q7	30.32	147.589	.688	.544	.931
Q8	30.29	145.128	.709	.560	.930
Q9	30.16	146.520	.651	.477	.932
Q10	30.19	144.179	.760	.598	.929
Q11	29.87	145.610	.670	.476	.931
Q12	30.05	146.101	.669	.464	.931
Q13	30.13	144.869	.713	.554	.930
Q14	30.04	146.366	.662	.498	.931
Q15	30.32	146.773	.675	.505	.931
Q16	30.23	144.490	.742	.597	.929

Note. Above table shows validity of instrument with Alpha value 0.9.

Table 6: **Inter-item Correlation of SAAS Urdu version (N=592)**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1		.416	.456	.473	.356	.395	.436	.478	.432	,494	.403	.395	.436	.375	.449	.481
2			.521	.418	.315	.356	.371	.380	.324	.431	.330	.353	.346	.330	.296	.360
3				.462	.405	.454	.458	.428	.413	.538	.479	.438	.446	.428	.402	.471
4					.472	.523	.528	.532	.466	.543	.539	.509	.496	.519	.514	.579
5						.434	.411	.411	.412	.452	.461	.415	.459	.404	.420	.400
6							.620	.513	.447	.570	.465	.501	.508	.472	.487	.562
7								.582	.430	.523	.468	.499	.465	.480	.486	.603
8									.584	.590	.477	.513	.526	.429	.567	.559
9										.586	.469	.443	.517	.483	.451	.521
10											.553	.523	.598	.512	.553	.611
11												.499	.507	.529	.495	.488
12													.549	.525	.481	.520
13														.603	.548	.589
14															.456	.543
15																.613
16																

Note. Above table shows Inter-item Correlation of SAAS Urdu version. It shows high correlation between items of SAAS Urdu version.

3.1. Exploratory Factor Analysis

Table 7: KMO and Bartlett's Test where N=592

KMO		.961
Bartlett's Test of Sphericity	Approx. Chi-Square	4946.719
	Df	103
	Sig.	.000

Note. The above table shows the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO) value is 0.961, and the Bartlett's Test of Sphericity is significant (p=.000), therefore factor analysis is appropriate.

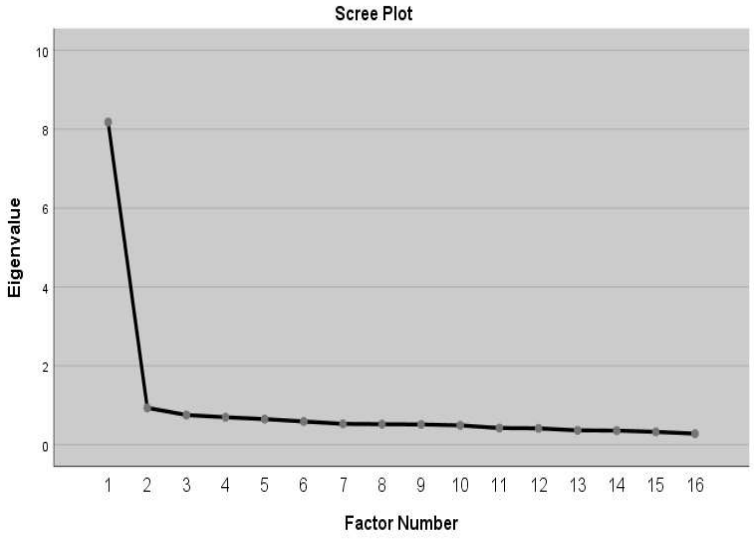
Table 8: Communalities of items of SAAS Urdu version (EFA)

	Initial	Extraction
Q1	1.000	.422
Q2	1.000	.312
Q3	1.000	.459
Q4	1.000	.567
Q5	1.000	.393

Q6	1.000	.535
Q7	1.000	.541
Q8	1.000	.570
Q9	1.000	.491
Q10	1.000	.640
Q11	1.000	.513
Q12	1.000	.514
Q13	1.000	.574
Q14	1.000	.505
Q15	1.000	.525
Q16	1.000	.619

Note. The above table shows that all items represents high loading (greater than 0.4, 0.5 and 0.6) except few represents greater than 0.3.

Figure 1: Scree Plot of SAAS Urdu version (EFA)



Note. In the above figure Scree Plot showed 1 factor is attained before Eigen value 1.

Table 9: Total Variance Explained

Component	Total	% of Variance	Cumulative %
1	8.179	51.118	51.118

Note. The above table shows one component analysis of SAAS Urdu version with Cumulative percentage as 51.118.

Table 10: Component Matrix of SAAS Urdu Version

	Component 1
Q1	.649
Q2	.559
Q3	.677
Q4	.753
Q5	.627
Q6	.731
Q7	.736
Q8	.755
Q9	.701
Q10	.800
Q11	.716

Q12	.717
Q13	.757
Q14	.711
Q15	.724
Q16	.787

Note. Above table explains that all variables weighted above 0.5 for each factor. Factor loadings show high correlations between variables and the factor as they range from 0.5 to 0.8.

3.2. Confirmatory Factor Analysis

Table 12: Model Fit Summary of SAAS Urdu version

Scale	Chi Square	df	GFI	AGFI	IFI	TLI	CFI	RMSEA
One factor	303.363	103	.940	.921	.959	.952	.959	.057

Note. GFI = Goodness-of-Fit Index; AGFI = Adjusted goodness of fit; IFI= Incremental Fit Index; TLI = Tucker Lewis index; CFI = Comparative Fit Index; RMSEA = Root Mean Square Error of approximation. The above table depicts that the model fit of the data and evaluation of estimates which presented the significant parameters in model. The model fit indices suggest that model presented above is a good model fit to the data because of the value of GFI 0.940, IFI 0.959, TLI 0.952, CFI 0.959 and RMSEA 0.057.

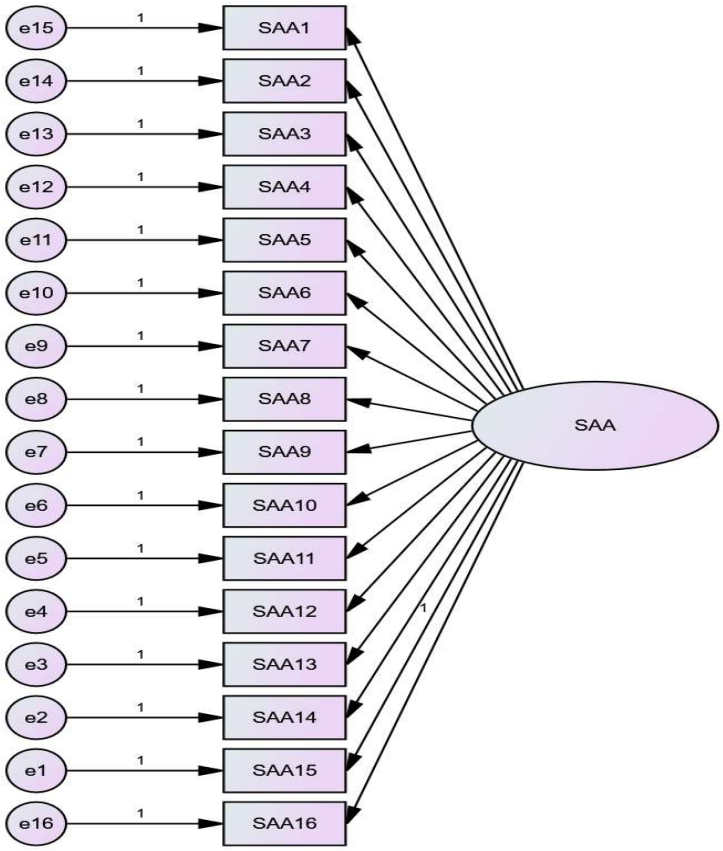


Figure 2: Path Diagram of one Factor Model of SAAS Urdu version, (Initial diagram)

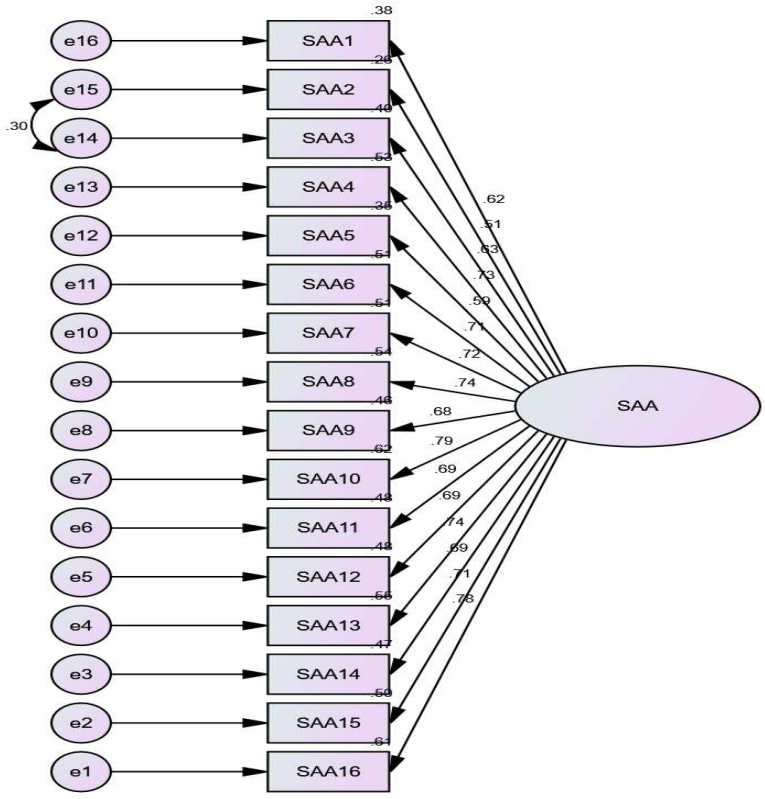


Figure 3: Path diagram of SAAS Urdu version (Standardized Estimates)

3.3. Estimates of CFA

Table 13: Regression Weights of SAAS Urdu version's one factor model

			Estimates	S.E.	C.R.	P
SAAS16	<---	SAA	.778	.053	13.453	***
SAAS15	<---	SAA	.710	.048	18.305	***
SAAS14	<---	SAA	.688	.051	17.649	***
SAAS13	<---	SAA	.741	.050	19.293	***
SAAS12	<---	SAA	.694	.051	17.815	***
SAAS11	<---	SAA	.691	.052	17.719	***
SAAS10	<---	SAA	.786	.048	20.742	***
SAAS9	<---	SAA	.680	.051	17.381	***
SAAS8	<---	SAA	.737	.050	19.167	***
SAAS7	<---	SAA	.716	.045	18.482	***
SAAS6	<---	SAA	.712	.050	18.371	***
SAAS5	<---	SAA	.593	.054	14.852	***
SAAS4	<---	SAA	.729	.050	18.914	***
SAAS3	<---	SAA	.633	.049	16.002	***
SAAS2	<---	SAA	.506	.049	12.455	***
SAAS1	<---	SAA	.615	.050	15.487	***

Table 14: Covariance of SAAS Urdu version's one factor model

			M.I.	Par Change
e15	<-->	e16	12.439	.119
e14	<-->	e16	6.047	.076
e14	<-->	e15	51.129	.230
e11	<-->	e16	4.288	-.062
e10	<-->	e11	34.301	.147

e9	<-->	e14	5.077	-.063
e9	<-->	e10	9.180	.075
e8	<-->	e10	7.733	-.074
e8	<-->	e9	19.091	.125
e7	<-->	e10	5.823	-.054
e7	<-->	e8	9.092	.078
e6	<-->	e12	5.061	.079
e4	<-->	e13	6.156	-.067
e4	<-->	e10	12.590	-.088
e3	<-->	e16	4.818	-.068
e3	<-->	e9	16.392	-.114
e3	<-->	e6	7.043	.081
e3	<-->	e5	5.589	.071
e3	<-->	e4	24.941	.141
e2	<-->	e15	9.412	-.093
e2	<-->	e14	6.295	-.070
e2	<-->	e9	6.227	.066
e1	<-->	e15	4.448	-.060
e1	<-->	e12	9.569	-.093
e1	<-->	e10	8.146	.066
e1	<-->	e6	7.541	-.074
e1	<-->	e2	14.044	.092

Table 15: Variances of SAAS Urdu version's one factor model

Variance				
	Estimate	S.E.	C.R.	P
SAA	.777	.070	11.086	***
e1	.507	.033	15.466	***
e2	.601	.037	16.049	***
e3	.687	.042	16.179	***
e4	.599	.038	15.818	***
e5	.683	.042	16.147	***
e6	.722	.045	16.165	***
e7	.483	.031	15.368	***
e8	.712	.044	16.227	***
e9	.598	.038	15.850	***
e10	.524	.033	16.011	***
e11	.628	.039	16.035	***
e12	.932	.056	16.582	***
e13	.624	.039	15.913	***
e14	.706	.043	16.433	***
e15	.848	.050	16.792	***
e16	.765	.046	16.507	***

Note. The table shows that regression weights and standardized regression weight is high.

4. Discussion

Due to lack of availability of an instrument in native language can lead to inaccurate findings and can also influence the people's responses due to cultural differences. That is why rather than creating a new instrument, many researchers prefer to translate and adapt an existing tool to make it applicable to a new population. The procedure of translation and adaptation is not expensive and less time taking as compare to developing a new instrument. Moreover, the cross-cultural validation and adaptation of culturally adapted scales is a cornerstone of success in the field of psychology. However, word to word translation of an instrument from source language to target language does not assure content equivalence. Back translation of an instrument is necessary to ensure its content equivalence (Cha et al., 2007). So, this study aimed at translating and validating social appearance anxiety scale in Urdu language by employing Brislin method of translation. The original scale was developed by Hart at el., (2008) consisting of 16 items. This chapter will explain the results of this study on scientific basis. The study was accomplished in two phases to check the reliability and validity of SAAS.

The first phase also called pre-testing was conducted to analyze the content and construct validity of translated version of SAAS. In this phase translation of original English scale was done in to Urdu through forward and backward method given by Brislin and most appropriate translated version was selected through committee approach. After that alpha reliability of both scales was computed. Results of initial pre-testing demonstrated validation of the Urdu version of SAAS when applied on a sample of 30 participants, with good alpha reliability of 0.886. In second pre testing, thirty participants were again subjected to original and backward translated English version of Urdu SAAS. The alpha reliability of both original and backward translated scale computed and it showed good alpha value with 0.881. These coefficient values show that it has good reliability which suggests the good suitability of SAAS Urdu version as a research tool.

In the second phase, a population sample from Pakistan through purposive sampling technique was selected for the assessment of psychometric qualities and validity of the Urdu version of SAAS. For this purpose scale was administered on 592 undergraduates after fulfilling required ethical considerations. These undergraduate students were selected from different universities and institutions. For reliability and validity, the SAAS was analyzed using a comprehensive set of indices. The findings of the study indicated acceptable psychometric properties of the Urdu version of social appearance anxiety scale.

The Descriptive statistics of SAAS Urdu version is shown in table 1. The populace of 592 undergraduates including 192 males and 400 females participants reveals that minimum rating of SAAS is 1.755 with the mean 32.08 and Standard Deviation SD=12.884. The scoring of SAAS range between 1 (Not at all) and 5 (Extremely) while, item 1 is reverse coded. High scores correlate with high levels of social appearance anxiety level and vice versa. As results of descriptive statistics indicate mean 32.08 in 592 undergraduates of Pakistani population which shows that majority of Pakistani undergraduate population experience social appearance anxiety.

The aim of this study was to assess the suitability and reliability of SAAS Urdu version in a population sample of undergraduate students in Pakistan. For analyzing the psychometric properties and validity of social appearance anxiety scale Urdu version following main statistical analysis are computed:

- Cronbach's Alpha
- Exploratory Factor Analysis (EFA)
- Confirmatory Factor Analysis (CFA)

The above mentioned statistical analyses were computed by using two soft wares, Statistical package for social sciences (SPSS version 25) and Analysis of moment structures (IBM AMOS version 21).

Table 4 explains Cronbach's Alpha value of scale that was computed by using SPSS version 25. The alpha reliability coefficient of SAAS Urdu version was found to be 0.93 which indicates excellent internal consistency level between all the items of Urdu version of SAAS. It implies that all the items of scale are reliable. Results of alpha reliability coefficient are consistent with the results of original English SAAS developed by (Hart at el., 2008), Italian version SAAS developed by (Dakanalis et al., 2015) and Persian versions of SAAS developed by (Goodarzi et al., 2021) with Cronbach's alpha values 0.95, 0.96 and 0.95 respectively. As the results supported by previous researches which indicates that language differences did not impair the effectiveness of the 16 items SAAS. Furthermore, these results are also consistent with a previous r study on validation of SAAS in patients with eating disorders by (Claes et al., 2011). Results in table 5 depict correlation between items which shows that all the items have positive correlation with each other. These results demonstrate validation of psychometric properties of SAAS Urdu version. Items are found significant on the sample of 592 undergraduate students which indicated significant correlation.

Exploratory Factor Analysis (EFA) was also done on SPSS version 25 to check the cross-cultural adaptation and underlying structure of SAAS Urdu version and to find the relevance of data for factor analysis. Table 7 depicted that the Kaiser Meyer Olkin Measure of sample adequacy (KMO) value is .961 which shows that sampling is satisfactory and factor analysis can be performed. The Bartlett's Test of Sphericity is also significant (p=.000), which shows relatedness variables in factor and ensure the appropriateness of factor analysis. These findings are consistent with the findings of (Goodarzi et al., 2021). Results drawn from Scree Plot shown in figure 1 indicate that it retains one factor. Hence, first hypothesis of this study is proved. EFA results extracted one component which shows that scale has one factor structure with 51.118% of the total variance of scale and factor loadings ranging from0.5 to 0.8. One factor structure of SAAS Urdu version is supported by both original English and Persian version of SAAS (Goodarzi et al., 2021). These findings are also supported by (Claes et al., 2011) study on patients with eating disorders and (Levinson & Rodebaugh, 2011) study on validation of SAAS. Both researches found one factor structure for English version SAAS as appropriate. Table 10 depicted factor loadings of one factor solution. All variables weighted above 0.5 for one factor as. One component shows item number 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16 are the highest loadings variables. Item 2 shows lowest loading among all with 0.5. As a result, the EFA results demonstrate the strong correlation between all variables as supported by previous researches (Claes et al., 2011; Goodarzi et al., 2021; Hart at el., 2008).

Confirmatory Factor Analysis (CFA) was carried out using IBM AMOS version 21to confirm the factor structure of SAAS Urdu version in undergraduates students of Pakistan. To demonstrate how well the factor structure identified by EFA is supported by the data, CFA is employed. For the SAAS in Urdu, the one factor model that appeared in CFA initially revealed mixed results about fitness of model with acceptable fit to RMSEA = 0.064, acceptable fit to CFI = 0.948, acceptable fit to GFI = 0.929,

excellent fit to SRMR = 0.038 and terrible fit to PCLOSE = 0.001. However, modification indices showed high covariance between two error terms 14 and 15. Thus, correlation between these error terms was allowed in order to improve the model.
This modification resulted in the final model with good model fit indices which are consistent with earlier researches by Goodarzi et al., (2010) and Hart et al. (2008). The most commonly discussed indices, including CFI, GFI, AGFI, IFI, PCLOSE, and RMSEA with chi-square value, were used as a reference for good model fit. To compare these model fit indices of Urdu version SAAS one factor model guidelines given by Hu and Bentler (1999) for commonly used fit indices were used. Results are shown in Table 11 as 303.363 for the Chi-square value, 103 for the Degrees of Freedom, and.000 for the Probability level. CFI value is 0.959, demonstrating the excellent properties of Comparative Fit Indexes. A rating of 0.940 on the goodness of fit index indicates that the model is fit. The Goodness of Fit Index shows that the model is fit with a value of 0.940. An excellent GFI value is one that is more than 0.8. CFI values over 0.95 are regarded as good. Similarly, adjusted goodness of fit (AGFI) value is 0.921 and Incremental Fit Index (IFI) is 0.959. These values are greater than 0.90 which means they are also in excellent range. While, the root mean square error of approximation (RMSEA) is 0.057 and PCLOSE value 0.051 are also excellent. RMSEA value less than 0.06 is considered good while PCLOSE value greater than 0.05 is considered as good. Overall CFA results showed that Model is fit. All the factor loadings are in also acceptable range and there was no need to remove any item. Therefore, it can be concluded from CFA results that social appearance anxiety scale is also applicable in Pakistan. All the findings approved by previous literature shows that psychometric properties of SAAS Urdu version are sound and acceptable and make it a valid and reliable measure for Pakistani undergraduate students as well. So, these findings are consistent with the second hypothesis of this study.
This scale's translated Urdu version can be applied to Pakistan's less educated Urdu-speaking populace effectively. It can assist in the diagnosis and management of social appearance anxiety level and other problems. As social appearance anxiety is linked to many other problems those people who score high on SAAS they display problems related to appearance anxiety which can lead to further problems such as binge eating, (Brosof & Levinson, 2017). Similarly, many problems can also lead to high levels of social appearance anxiety such as people with bulimia nervosa display high levels of SAA (Koskina, Van den Eynde, Meisel, Campbell, & Schmidt, 2011) and malocclusion patients show low self-esteem and high social appearance anxiety as reported by (Agırnaslıgıl et al., 2019). Translation and validation of SAAS in Pakistan is a step onward to work and explore more in the wider field of psychology. It will aid in the adaptation and creation of additional tools in accordance with Pakistan's contemporary culture and standards. Urdu version tools are need of time for the psychological assessment in Pakistan because mostly people in Pakistan do not understand English properly.

5. Conclusion

The Social Appearance Anxiety Scale (SAAS) has been employed in numerous studies in Pakistan and in other spheres of this world. It has also been validated and translated into other languages and populations (Goodarzi et al., 2021). However, as it is clear from the literature and confirmed by the developer of the original English version of SAAS, no study has ever been done on the translation and validation of SAAS in Urdu language in Pakistan. Therefore, the motivation behind this study is the need for SAAS validation and translation into Urdu, Pakistan's national language. Forward and backward translation of scale is done by bilingual experts and appropriate version was used through committee approach. The findings of this study were based on correlation, exploratory factor analysis, and confirmatory factor analysis, and were computed using SPSS and AMOS. Correlational analysis revealed that items of original and translated SAAS are inter related. Excellent internal consistency between the SAAS in its original English and Urdu version was also revealed by Cronbach's alpha values. An exploratory factor analysis revealed that Urdu version SAAS has one factor structure just like original version and relationship between variable and respondent is significant. It demonstrates that data is appropriate for factor analysis. Confirmatory factor analysis also confirms that model is good fit due to its significant values.

5.1. Limitations and Suggestions

It is essential to describe the limitations of the current study. The SAA scale Urdu version was applied on undergraduate population of Pakistan so; the findings cannot be extended on other populations to make it generalize it should be used with other populations as well. As tool included in present study is self-reported so, there are chances that some people might have not filled the scale accurately because people sometimes are reluctant to share personal details or attitudes.
Additionally, data was collected from different institutions and universities of only two cities Multan and Bahawalpur which can also raise generalizability issues so; diverse cities of Punjab should be considered for data collection. Clinical population should also be included to establish its generalization among this population which can aid in its use on clinical population as well. Convergent and discriminant validity of SAAS Urdu version is not evaluated in present study so; it is suggested to establish its convergent validity.

5.2. Recommendations

On the basis of good reliability and psychometric properties of Urdu version of SAAS it is recommended to use this instrument for the identification of social appearance anxiety level in Pakistani population. Identification of SAA level can help in its management.

5.3. Ethical Consideration

Prior to conduct this study, necessary ethical considerations were taken into account. First, formal approval from the ethical review committee was obtained. Permission from the original author to use this scale for translation was obtained via email. Appendix A contains a copy of the email in which the author granted permission to use the scale for translation. Further, Participants who were approached for data collection were informed about the goals and purpose of the study before obtaining their consent. They were also briefed about the confidentiality of their response.

5.4. Practical Implications of the Study

The outcomes of this study yield translated version of SAAS in Urdu language. The results of the current study have significant applications in the fields of education, research and clinical settings. Based on its strong psychometric qualities this instrument can serve as a useful tool for teachers and student counselors in assessing the level of appearance anxiety among our young generation enrolled in colleges and universities. This evaluation can lead towards the management of their social appearance anxiety level and enhancement in their self-esteem and thus can help in making them more confident, focused, and improved individuals. SAAS Urdu version can also be utilized in clinical settings for the identification of other problems as well related to high social appearance anxiety level such as eating disorders, depression and social anxiety. By identifying individuals with high social appearance anxiety level their anxiety related to appearance can be addressed and other problems can be highlighted. It will further help in the management of other problems as well. This scale can prove as a useful instrument for advancing research in various areas of psychology. Pakistani researchers can use it in future researches for monolingual population of Pakistan. Moreover, they can also employ this instrument for validation among other populations of Pakistan apart from undergraduates.

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Appendix-A
Social Appearance Anxiety Scale Urdu Version
سماجی ظاہری تشویش کو جانچنےکا پیمانہ

ہدایات:

ہر ایک بیان کو غور سے پڑھیں اور درج ذیل پیمانہ کے مطابق اس کی نشاندہی کریں کہ یہ بیان آپ میں کتنا نمایاں ہے اس بات کی شاندہی کیلئے دائرے کو بھریں۔

1۔بلکل بھی نہیں
2۔تھوڑا سا
3۔درمیانہ
4۔بہت
5۔ بہت زیادہ

نمبر شمار	بیانات	بلکل بھی نہیں	تھوڑا سا	درمیانہ	بہت	بہت زیادہ
1	میں دوسروں کے سامنے جسطرح سے ظاہر ہوتا / ہوتی ہوں میں اس پر اطمینان محسوس کرتا / کرتی ہوں۔	①	②	③	④	⑤
2	جب میری تصویر لی جاتی ہے تو میں گبھراہٹ محسوس کرتا / کرتی ہوں۔	①	②	③	④	⑤
3	جب یہ واضح ہو کہ لوگ میری طرف دیکھ رہے ہیں تو میں پریشان ہو جاتا / جاتی ہوں۔	①	②	③	④	⑤
4	میں فکر مند ہوں کہ میں جسطرح سے میں دِکھتا/ دِکھتی ہوں لوگ مجھے اسطرح سے پسند نہیں کریں گے۔	①	②	③	④	⑤
5	مجھے فکر ہوتی ہے کہ جب میں آس پاس نہیں ہوتا / ہوتی تو لوگ میری ظاہریت میں خامیوں کے بارے میں بات کرتے ہیں۔	①	②	③	④	⑤
6	میں فکر مند ہوں کہ میں اپنی ظاہریت کی وجہ سے لوگوں کو غیر دلکش لگوں گا / گی۔	①	②	③	④	⑤
7	مجھے اس بات کا خوف ہے کہ میں لوگوں کیلئے پر کشش نہیں ہوں۔	①	②	③	④	⑤
8	مجھے فکر ہے کہ میری ظاہریت میرے لیے زندگی کو مزید مشکل بنا دے گی۔	①	②	③	④	⑤
9	میں فکر مند رہتا / رہتی ہوں کہ میں نے اپنی ظاہریت کی وجہ سے بہت سے مواقع کھو دیے ہیں ۔	①	②	③	④	⑤
10	میں جس طرح سے نظر آتا/آتی ہوں اسکی وجہ سے جب میں لوگوں سے بات کرتا/کرتی ہوں تو گھبرا جاتا/جاتی ہوں۔	①	②	③	④	⑤
11	میں بے چینی محسوس کرتا / کرتی ہوں جب لوگ میرے انداز کے بارے میں کچھ کہتے ہیں۔	①	②	③	④	⑤
12	میں اس بات سے اکثر خوفزدہ رہتا/ رہتی ہوں کہ جسطرح سے میں نظر آتا /آتی ہوں اسطرح سے دوسروں کے معیار پر پورا نہیں اترتا/ اترتی۔	①	②	③	④	⑤
13	مجھے فکر ہے کہ میں جیسے دِکھتا / دِکھتی ہوں لوگ مجھے اس وجہ سے منفی طور پر پرکھیں گے۔	①	②	③	④	⑤
14	میں بے چین ہوتا/ ہوتی ہوں جب مجھے لگتا ہے کہ لوگ میری ظاہریت میں خامیوں کو دیکھ رہے ہیں۔	①	②	③	④	⑤
15	مجھے فکر ہے کہ میرا رومانوی ساتھی مجھے میری ظاہریت کی وجہ سے چھوڑ دے گا۔	①	②	③	④	⑤

16	میں فکر مند ہوں کہ لوگ سوچتے ہیں کہ میں اچھا / اچھی نہیں دِکھتا / دِکھتی۔	①	②	③	④	⑤

Appendix-C

Social Appearance Anxiety Scale (Original Scale)

Read each of the following statements carefully and indicate how characteristic it is of you according to the following scale. Fill in a bubble to indicate how characteristic the statement is of you.

1 = **Not at all** characteristic or true of me
2 = **Slightly** characteristic or true of me
3 = **Moderately** characteristic or true of me
4 = **Very** characteristic or true of me
5 = **Extremely** characteristic or true of me

Sr no	Statements	Not at all	Slightly	Moderately	Very	Extremely
1	I feel comfortable with the way I appear to others.	①	②	③	④	⑤
2	I feel nervous when having my picture taken.	①	②	③	④	⑤
3	I get tense when it is obvious people are looking at me.	①	②	③	④	⑤
4	I am concerned people won't like me because of the way I look.	①	②	③	④	⑤
5	I worry that others talk about flaws in my appearance when I'm not around.	①	②	③	④	⑤
6	I am concerned people will find me unappealing because of my appearance.	①	②	③	④	⑤
7	I am afraid people find me unattractive.	①	②	③	④	⑤
8	I worry that my appearance will make life more difficult for me.	①	②	③	④	⑤
9	I am concerned that I have missed out on opportunities because of my appearance	①	②	③	④	⑤
10	I get nervous when talking to people because of the way I look.	①	②	③	④	⑤
11	I feel anxious when other people say something about my appearance.	①	②	③	④	⑤
12	I am frequently afraid that I won't meet others' standards of how I should look.	①	②	③	④	⑤
13	I worry people will judge the way I look negatively.	①	②	③	④	⑤
14	I am uncomfortable when I think others are noticing flaws in my appearance.	①	②	③	④	⑤
15	I worry that a romantic partner will/would leave me because of my appearance	①	②	③	④	⑤
16	I am concerned that people think I am not good looking.	①	②	③	④	⑤