

The Measurement of Threat Orientations

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Objective: To develop measures of 3 threat orientations that affect responses to health behavior messages. **Method:** In Study 1, college students (N = 47) completed items assessing threat orientations and health behaviors. In Study 2, college students and community adults (N = 110) completed the threat orientation items and measures of convergent and discriminant validity. **Results:** In Study 1, the control-based, denial-based, and

heightened-sensitivity-based threat orientation scales demonstrated good internal consistency and correlated with engagement in health behaviors. In Study 2, the convergent and discriminant validity of the 3 measures was established. **Conclusion:** The 3 scales have good internal reliability and construct validity.

Key words: reactions to threat, health behaviors, control, denial
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