



How Do We Measure Belief in Conspiracy Theories?

A Quick Guide to the Leading Tools



1. Generic Conspiracist Beliefs Scale (GCB)

(Brotherton et al., 2013)

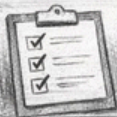
- Measures general conspiracist ideation across five dimensions.



2. Conspiracy Mentality Questionnaire (CMQ)

(Bruder et al., 2013)

- Assesses conspiratorial mindset across cultures.



3. Measurement Critique & Strategy

(Enders & Smallpage, 2018)

- Highlights the impact of question wording & bias.



4. Adolescent Conspiracy Beliefs Questionnaire (ACBQ)

(Jolley et al., 2021)

- For studying conspiracy beliefs in youth.



5. Single-Item Conspiracy Belief Scale

(Lantian et al., 2016)

- A quick, single-question measure.



6. Conspiracy Mentality Scale (CMS)

(Stojanov & Halberstadt, 2019)

- Differentiates irrational beliefs from skepticism.

Rigorous tools for understanding conspiracy beliefs.



Sources:

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- 2) Bruder, M., Haffke, P., Neave, N., Nouripour, N. & Imhoff, R. (2013). Measuring Individual Differences in Generic Beliefs in Conspiracy Theories Across Cultures: Conspiracy Mentality Questionnaire. *Frontiers in Psychology*, 4, 1-15. <https://doi.org/10.3389/fpsyg.2013.00225>
- 3) Enders, A. M. & Smallpage, S. M. (2018). On the measurement of conspiracy beliefs. *Research & Politics*, 5(1), 205316801876359. <https://doi.org/10.1177/2053168018763596>
- 4) Jolley, D., Douglas, K. M., Skipper, Y., Thomas, E. & Cookson, D. (2021). Measuring adolescents' beliefs in conspiracy theories: Development and validation of the Adolescent Conspiracy Beliefs Questionnaire (ACBQ). *British Journal of Developmental Psychology*, 39(3), 499-520. <https://doi.org/10.1111/bjdp.12368>
- 5) Lantian, A., Muller, D., Nurra, C. & Douglas, K. M. (2016). Measuring belief in conspiracy theories: Validation of a French and English single-item scale. *International Review of Social Psychology*, 29(1), 1. <https://doi.org/10.5334/irsp.8>
- 6) Stojanov, A. (2015). Reducing conspiracy theory beliefs. *Psihologija*, 48(3), 251-266. <https://doi.org/10.2298/PSI1503251S>