(Martinek and Zaichkowsky 1977) is designed to measure the global self-concept of children from . RR-96-38 Measuring Self-Concept and Relating It to . - ETS.org Experiment 1 used the Implicit Association Test (IAT; A. G. Greenwald, D. E. McGhee, & J. L. K. Schwartz, 1998) to measure self-esteem by assessing automatic A behavioural checklist for the measurement of self-esteem in the . Discusses measures of self-concept for adults. Measures include the following items: Dimensions of Self-Concept (Form H), Body Esteem Scale, Physical