

TABLE 7.4 The Need for Cognition Scale

For each of the statements below, please indicate to what extent the statement is characteristic of you. Please use the following scale:

1 = Extremely uncharacteristic of you (not at all like you)

2 = Somewhat uncharacteristic

3 = Uncertain

4 = Somewhat characteristic of me

5 = Extremely characteristic of me (very much like you)

1. ____ I would prefer complex problems to simple problems.
2. ____ I like to have the responsibility of handling a situation that requires a lot of thinking.
3. ____ Thinking is not my idea of fun.
4. ____ I would rather do something that requires little thought than something that is sure to challenge my intellectual abilities.
5. ____ I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.
6. ____ I find satisfaction in deliberating hard and for long hours.
7. ____ I only think as hard as I have to.
8. ____ I prefer to think about small, daily projects to long-term ones.
9. ____ I like tasks that require little thought once I've learned them.
10. ____ The idea of relying on thought to make my way to the top appeals to me.
11. ____ I really enjoy a task that involves coming up with new solutions to problems.
12. ____ Learning new ways to think doesn't excite me very much.
13. ____ I prefer my life to be filled with puzzles that I must solve.
14. ____ The notion of thinking abstractly is not appealing to me.
15. ____ I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require a lot of thought.
16. ____ I feel relief rather than satisfaction after completing a task that requires a lot of mental effort.
17. ____ It's enough for me that something gets the job done; I don't care how or why it works.
18. ____ I usually end up deliberating about issues even when they do not affect me personally.

Scoring: First, reverse your responses to items 3, 4, 5, 7, 8, 9, 12, 16, and 17 (1 = 5)(2 = 4)(4 = 2)(5 = 1). Then add up your scores to all 18 questions. Scores can range from 18 to 90.

Source: Cacioppo, Petty, and Kao (1984).