**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).