

Answer the questions below while thinking about yourself and your preferences:¹

Use this scale when answering:

1	2	3	4	5
Not at all like you	Somewhat uncharacteristic	Uncertain	Somewhat characteristic	Very much like you

1. I would prefer complex 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 thinking 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 than 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 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 much thought.
16. *I feel relief rather than satisfaction after completing a task that required 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.

Write your answers here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

¹ Modified from the Need for Cognition Scale created by Cacioppo, Petty, Feinstein, & Jarvis (1996).
Cacioppo, J. T., Petty, R. E., Feinstein, J. A., & Jarvis, W. B. G. (1996). Dispositional differences in cognitive motivation: The life and times of individuals varying in need for cognition. *Psychological Bulletin*, 119(2), 197–253.
<https://doi.org/10.1037/0033-2909.119.2.197>

- 16.
- 17.
- 18.

Score the measure. Start with the number 36. Subtract your answers on items 3, 4, 5, 7, 8, 9, 12, 16, and 17 (marked with asterisk above). Add your answers from items 1, 2, 6, 10, 11, 13, 14, 15, and 18. Higher scores indicate a higher need for cognition.

Your total

What does your response on this tell you about yourself?

Your response

How does this apply to the Elaboration Likelihood Model?

Your response