

## THE CONCEPT AND MEASURE OF NEED FOR COGNITION

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Need for cognition refers to intrinsic motivation to engage in effortful cognitive endeavors. To develop a Chinese version of this measure, the short form of the Need for Cognition Scale (Cacioppo, Petty, & Kao, 1984) and other measures were administered to 1195 high school and college students. The results showed that the scale had adequate internal consistency and test-retest reliability. In addition, a factor analysis yielded one major factor. The pattern of correlations between need for cognition and other constructs demonstrated convergent and discriminant validity of the scale. As predicted, need for cognition was moderately related to individual-oriented achievement motivation, but it was weakly related to test anxiety, internal-external locus of control, or social skills. Additional support for the construct validity of the scale was obtained. Subjects high in need for cognition were more likely to engage in the intellectual type of leisure activities, and reported spending more time in reading newspapers and magazines, but spending less time in watching television. The results provide support for the validity and usefulness of the Chinese version of the short form of the Need for Cognition Scale.

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