

NONATTITUDC

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Introduction

Nonattitude is a concept that is used to describe individuals' lack of knowledge or opinion on a given topic. Nonattitude is often seen as being passive in nature, as those who express nonattitude may be disengaged from the topic or have a lack of information about it. This phenomenon is often studied in the context of survey research, where individuals may be asked to answer questions about topics they are unfamiliar with or may not have a formed opinion on. In these cases, nonattitude can be an important factor to consider when interpreting survey results. This article will provide a review of the literature on nonattitude, including its definition, measurement, and implications for survey research.

Definition

Nonattitude can be defined as a lack of knowledge, interest, or opinion on a given topic. It is seen as being distinct from attitude, which is an evaluation of a topic or issue based on one's beliefs, values, and personal experiences. Nonattitude has been described as "the absence of an attitude" (Wicker, 1969) and "a lack of opinion or judgment" (Krosnick, 1995). Nonattitude is often used to explain why individuals do not answer survey questions or why they provide ambiguous responses.

Measurement

Several methods have been developed to measure nonattitude in survey research. One approach is to use open-ended questions or scales that allow individuals to express their lack of opinion or knowledge. For example, Krosnick (1995) developed a Nonattitude Scale that uses a five-point scale to measure respondents' lack of knowledge or opinion about a particular topic. Other approaches involve probing respondents to provide more information about their level of knowledge or opinion about a given topic. For example, Tourangeau, Rips, and Rasinski (2000) developed a technique called "cognitive mapping" to probe respondents' knowledge and understanding of a given topic.

Implications

Nonattitude has important implications for survey research. Nonattitude can lead to inflated or deflated estimates of opinion, depending on the type of question that is asked. For example, if respondents are asked to express their opinion on a topic they are unfamiliar with, they may be more likely to provide a response that is not reflective of their true opinion. On the other hand, if the question is posed in a way that allows respondents to express their lack of opinion, then nonattitude may lead to deflated estimates of opinion.

Conclusion

Nonattitude is an important concept in survey research that can have implications for the

interpretation of survey results. Nonattitude is distinct from attitude in that it is a lack of knowledge, interest, or opinion on a given topic. Several methods have been developed to measure nonattitude, such as open-ended questions and scales. Understanding nonattitude is important for accurately interpreting survey results.

References

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