

Revised Personal Involvement Inventory

Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of advertising*, 23(4), 59-70.

10 Items

1 Dimension

To me (object to be judged) is:

important_:::~::~:~::~:~::~:~::~:_unimportant (-)

boring_:::~::~:~::~:~::~:~::~:_interesting

relevant_:::~::~:~::~:~::~:~::~:_irrelevant (-)

exciting_:::~::~:~::~:~::~:~::~:_unexciting (-)

means nothing_:::~::~:~::~:~::~:~::~:_means a lot to me

appealing_:::~::~:~::~:~::~:~::~:_unappealing (-)

fascinating_:::~::~:~::~:~::~:~::~:_mundane (-)

worthless_:::~::~:~::~:~::~:~::~:_valuable

Involving_:::~::~:~::~:~::~:~::~:_uninvolving (-)

Unneeded_:::~::~:~::~:~::~:~::~:_needed

9-point Likert Scale

Cronbachs α : .91-.96