

Measuring Belief in Quantification

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Measuring Belief in Quantification

Abstract

We introduce the Belief in Quantification (BiQ) scale, a measure of the extent to which individuals believe that important information can be meaningfully expressed numerically. Across six samples ($N = 1,105$), the 6-item scale showed strong reliability, temporal stability, and clear discriminant validity from subjective numeracy and preference for numerical information. BiQ also demonstrated convergent validity, correlating positively with competitiveness and with extrinsic motivations and aspirations. Higher BiQ scores predicted perceiving stronger alignment between proxy measures and fundamental attributes and greater surrogation. These findings identify belief in quantification as a distinct and consequential individual difference, offering a new lens for understanding how people interpret and use quantified information in an increasingly metric-driven society.

Track: Consumer Behaviour