

Innovation Attitude Survey

Instructions: This survey was designed to gather information about how individuals feel about innovation.

Read each statement and then click on the circle which best shows how you feel.

How much do you agree with the following statements about innovation?

SD = Strongly Disagree, D = Disagree, U = Undecided, A = Agree, SA = Strongly Agree

	☹				☺
	SD	D	U	A	SA
1. Searching for new ideas for products and services is enjoyable to me.	①	②	③	④	⑤
2. I am motivated to figure out how to make existing products or services better.	①	②	③	④	⑤
3. I would like to invent something that is new to the world.	①	②	③	④	⑤
4. I'd like to do something no one has ever thought of before that would bring about positive changes to society or the environment.	①	②	③	④	⑤
5. Inventing new solutions to problems could turn into an important part of who I am.	①	②	③	④	⑤
6. When I am doing something, I like to feel it has a purpose or goal.	①	②	③	④	⑤
7. I am proud when I have designed something myself and made it.	①	②	③	④	⑤
8. I feel really motivated when I produce something that no one else has produced.	①	②	③	④	⑤
9. I want my future work to be based around a set of challenges that I would find interesting.	①	②	③	④	⑤
10. I like to pursue my interests outside school where I feel more in control.	①	②	③	④	⑤
11. Once I start something, I like to finish it.	①	②	③	④	⑤
12. Project work gives me the chance to take a leading role in the group.	①	②	③	④	⑤
13. I am often chosen to be the team leader of my team.	①	②	③	④	⑤
14. I would rather invent my own company than work for a company as my career.	①	②	③	④	⑤
15. I would like to stay in Hawaii and become an entrepreneur for my future work.	①	②	③	④	⑤

IAS 1.0 by R. Christensen and G. Knezek 1/2020

Items adapted from: Chell, E., Athayde, R. (2009) and Fellnhofer, K. (2017)