

Neutral (Latin neuter+a+um ‘*Neither this nor the other, none of the two!*’)

Indifferent, i.e. something that does not matter, which is not related to something charged, distinct, tense, important or distinguished (see **distinctiveness**). For example, a neutral situation does not evoke feelings in the person and is not linked through associations with his/her **needs** (but does not impede them). It is not related to oneself or the people/ issues that are personally important in terms of one’s world outlook.

Neutrality always has zero **valence**, but the opposite is not true: When a respondent selects 0 or the corresponding point from the response form it does not always mean neutrality. Sometimes, 0 is a result of **ambivalence**; the person may hesitate between, let us say, +3 and -3, cannot choose any of these two and for this reason chooses 0, which, actually, means avoiding the choice. It is similar to the case with Buridan’s ass: Standing at the same place does not at all mean that the ass is not attracted by any of the two sacks. Therefore, in psychology, differently from mathematics, the real 0 (or neutrality) essentially differs from the sum of +3 and -3, which means that neutrality is different from ambivalence.