Abstract: In Italy the data about difficulties in mathematics of students are alarming. This phenomenon is linked with the reduction of the enrolments in mathematics and science courses at university level but implications are more general: often a disappointing relationship with mathematics results in an explicit refusal of rational thought. By now the research in mathematics education overcome a purely cognitive interpretation of the phenomenon and highlighted the role of affective factors. Research on affective factors (and in particular on attitude) has produced many meaningful results in the context of mathematics education. Nevertheless, the theoretical framework needs further development, in order to grant effective tools for observing, interpreting, and possibly modifying students' decisions in the context of mathematics activity.