

## SURVEY 1

October 2014

Page breaks, survey notes, and logic branches are indicated in orange font.

Dear Participant,

Please complete this survey on a relevant public policy issue. The survey is anonymous, and no one will know what answers you give. This brief survey should take no more than 15 minutes to complete.

Thank you for your time and help with this effort.

If you have any questions, please do not hesitate to send me an email at:  
[survey.iub@gmail.com](mailto:survey.iub@gmail.com).

Sincerely,

Dr. Shahzeen Attari

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**VIGNETTES** – participants are shown only one vignette at random followed by the rest of the survey

### **First Vignette: HIGH FLY**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. He has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. He gives examples of these actions, such as air travel and amount of energy used in the home. He also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. He gives examples such as flying less, using less energy at home, and taking public transportation. He urges the audience to make these changes.

You later find out that the researcher flew across the country to the talk that you attended and that he regularly flies to lectures and conferences all over the world. Flying like this leads to increased negative climate impacts.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

### **Second Vignette: LOW FLY**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. He has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. He gives examples of these actions, such as air travel and amount of energy used in the home. He also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. He gives examples such as flying less, using less energy at home, and taking public transportation. He urges the audience to make these changes.

You later find out that the researcher flew to the talk that you attended, but chooses to only fly two times per year. He also regularly calls in to meetings and conferences, choosing not to travel whenever he can possibly avoid it. He also takes public transit (trains/buses/subway) whenever possible rather than driving or using cabs. This leads to a much lower environmental impact than the average for someone in his position.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

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### **Third Vignette: HIGH FLY + OFFSET**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. He has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. He gives examples of these actions, such as air travel and amount of energy used in the home. He also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. He gives examples such as flying less, using less energy at home, and taking public transportation. He urges the audience to make these changes.

You later find out that the researcher flew to the talk that you attended and he regularly flies to lectures and conferences. Flying regularly like this can contribute to negative effects on the environment. However, to make up for his emissions while flying, he buys commercially available offsets for flying. Buying offsets will fund projects to reduce emissions elsewhere.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

#### **Fourth Vignette: HIGH HOME ENERGY**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. He has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. He gives examples of these actions, such as air travel and amount of energy used in the home. He also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. He gives examples such as flying less, using less energy at home, and taking public transportation. He urges the audience to make these changes.

You later find out that the researcher consumes much more energy than the average person at home. He has a large home with a high lighting, heating, and cooling bill, has not switched to a slightly more expensive but green energy provider and has not invested in energy efficient appliances that would decrease his energy use at home.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

### **Fifth Vignette: LOW HOME ENERGY**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. He has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. He gives examples of these actions, such as air travel and amount of energy used in the home. He also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. He gives examples such as flying less, using less energy at home, and taking public transportation. He urges the audience to make these changes.

You later find out that the researcher consumes much less energy than the average person at home. He has a modest home with a low lighting, heating, and cooling bill, has switched to a slightly more expensive but green energy provider, and has invested in energy efficient appliances that decreases his energy use at home.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

### **Sixth Vignette: HIGH FLY FEMALE**

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. She has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. She gives examples of these actions, such as air travel and amount of energy used in the home. She also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. She gives examples such as flying less, using less energy at home, and taking public transportation. She urges the audience to make these changes.

You later find out that the researcher flew across the country to the talk that you attended and that she regularly flies to lectures and conferences all over the world. Flying like this leads to increased negative climate impacts.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less

- ☐ Use less energy in my home
- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

### Seventh Vignette: LOW FLY FEMALE

Please read the following paragraph and answer the questions that follow:

You are attending a talk by a leading climate researcher. She has been publishing scholarly articles in the field of climate science since 1974, and has over 150 publications in top journals, including many in *Science* and *Nature*.

The researcher explains how an individual's actions can collectively have a large impact on the environment. She gives examples of these actions, such as air travel and amount of energy used in the home. She also explains how these actions can have negative effects on the environment. Near the end of the talk, the researcher gives advice to the audience on how they can reduce their own energy use. She gives examples such as flying less, using less energy at home, and taking public transportation. She urges the audience to make these changes.

You later find out that the researcher flew to the talk that you attended, but chooses to only fly two times per year. She also regularly calls in to meetings and conferences, choosing not to travel whenever she can possibly avoid it. She also takes public transit (trains/buses/subway) whenever possible rather than driving or using cabs. This leads to a much lower environmental impact than the average for someone in her position.

1. What are your immediate thoughts about the research presented and the researcher's own behavior? (Please answer in 1-3 sentences)

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[open-ended]

2. Based on the advice provided by the researcher, please check which of the following actions you would be willing to incorporate in your life. (*Check all that apply*).

- ☐ Fly less
- ☐ Use less energy in my home

- ☐ Take public transportation more often
- ☐ Think about changing some actions
- ☐ Change no actions
- ☐ I already conserve energy
- ☐ Other (please specify): \_\_\_\_\_

[PAGE BREAK]

**ATTITUDES – all participants are asked the following questions. Statements are shown in random order.**

**3.** Please fill out the matrix based on the previous paragraph:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I believe that the researcher's behavior is consistent with their advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The researcher's advice will probably not influence my behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe the researcher's advocacy is sincere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not trust the researcher's authority with respect to climate science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the researcher has good reasons for their behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am doubtful of the researcher's credibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the researcher provides quality advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[PAGE BREAK]

**4.** For each statement below, please indicate how strongly you agree or disagree with the statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I always practice what I preach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientists should practice what they preach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would trust an overweight doctor to give dieting advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Scientists know best what is good for the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important for scientists to get research done even if they displease people by doing it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientists should do what they think is best, even if they have to persuade people that it is right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate scientists should make decisions about the impacts of climate change research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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5. Recently, you may have noticed that climate change has been getting some attention in the news. Climate change refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result. What do you think? Do you think that climate change is happening?

- ☐ Yes -- **Definitely**
- ☐ Yes -- probably
- ☐ No -- probably
- ☐ No -- **Definitely**

6. Assuming climate change is happening, do you think it is...

- ☐ Caused mostly by human activities
- ☐ Caused mostly by natural changes in the environment
- ☐ None of the above because climate change isn't happening
- ☐ Caused by both human activities and natural changes
- ☐ Don't know
- ☐ Other (please specify): \_\_\_\_\_

7. Which comes closer to your own view?

- ☐ Most scientists think climate change is happening
- ☐ Most scientists think climate change is not happening
- ☐ There is a lot of disagreement among scientists about whether or not climate change is happening
- ☐ Don't know enough to say

[PAGE BREAK]

8. On some issues, people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For climate change, where would you place yourself?

- ☐ I need a lot more information

- ☐ I need some more information
- ☐ I need a little more information
- ☐ I do not need any more information

**9.** How important is the issue of climate change to you personally?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not too important
- ☐ Not at all important

**10.** How sure are you that climate change is happening?

- ☐ Extremely sure
- ☐ Very sure
- ☐ Somewhat sure
- ☐ Not at all sure

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## SCIENCE LITERACY

**Below are a few questions about science.**

**11.** What is an example of a chemical reaction?

- ☐ Water boiling
- ☐ Sugar dissolving
- ☐ Nails rusting

Please explain your answer: [open-ended]

**12.** Which is the better way to determine whether a new drug is effective in treating a disease? If a scientist has a group of 1,000 volunteers with the disease to study, should she...

- ☐ Give the drug to all of them and see how many get better
- ☐ Give the drug to half of them but not the other half, and compare how many in each group get better

Please explain your answer: [open-ended]

**13.** What gas do most scientists believe causes temperatures in the atmosphere to rise?

- ☐ Carbon Dioxide
- ☐ Hydrogen
- ☐ Helium
- ☐ Radon

Please explain your answer: [open-ended]

[PAGE BREAK]

### ATTENTION QUESTION

Thoughts and motivations

This page is a test to confirm that you are reading the instructions carefully. For the question, which follows this paragraph, please give the following answer: reader. Please just ignore the text of the question, and type in the word “reader” as your answer for the item. Thank you for reading carefully.

On average, how many times a day do you think about things you need to do? Please give your best estimate: [no validation]

[PAGE BREAK]

### ENERGY USE

**14. Estimate your overall energy usage compared with other people. Examples of your overall energy use include home electricity use, driving your personal car, and flying).**

- ☐ Far below average
- ☐ Below Average
- ☐ Average
- ☐ Above average
- ☐ Far above average

**15. What is the average monthly electricity bill (in \$) for your household?**

- ☐ under \$20
- ☐ about \$20
- ☐ about \$40
- ☐ about \$60
- ☐ about \$80
- ☐ about \$100
- ☐ about \$120
- ☐ about \$200
- ☐ above \$200
- ☐ Do not know

- ☐ Not applicable
- ☐ I don't pay my bill

[PAGE BREAK]

Please select your current vehicle from the following options (please move the slider bar):

16. Year \_\_\_\_\_ [slider bar], ☐ Not Applicable

17. Make \_\_\_\_\_ [drop down menu]

18. Model \_\_\_\_\_ [drop down menu]

19. On average, how many miles do you drive in one week? \_\_\_\_\_ [numeric validation]

20. Please estimate how many round-trip flights you have taken within the past year:  
\_\_\_\_\_ [Short answer for each category, numeric validation]

[PAGE BREAK]

**DEMOGRAPHICS**

21. How many people are there in your household (including yourself)? \_\_\_\_\_ [numeric validation]

22. How would you describe your political beliefs?

- ☐ Very Liberal
- ☐ Liberal
- ☐ Slightly Liberal
- ☐ Moderate
- ☐ Slightly Conservative
- ☐ Conservative
- ☐ Very Conservative

23. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

24. What is your age? \_\_\_\_\_ [numeric validation]

25. What number of college natural science courses have you taken (such as physics, chemistry, biology, engineering). Please include courses in both community colleges and four-year colleges and universities.

- ☐ no college-level science courses
- ☐ one to three courses
- ☐ four or more courses

26. Do you have any degrees in the physical sciences (such as physics, chemistry, biology, mathematics, geology, engineering)?

- ☐ Yes
- ☐ No

[PAGE BREAK]

27. What is the highest level of education you have attained?

- ☐ Some schooling, but no diploma or degree
- ☐ High school diploma or GED
- ☐ Some college
- ☐ College degree
- ☐ Some graduate school
- ☐ Graduate degree

28. During 2013, what was your yearly household income before tax? Your best estimate is fine.

- ☐ None
- ☐ < \$20,000
- ☐ \$20,000 - \$40,000
- ☐ \$40,000 - \$80,000
- ☐ \$80,000 - \$120,000
- ☐ \$120,000 - \$200,000
- ☐ > \$200,000

29. Please select the state and county in which you currently reside.

State: \_\_\_\_\_ [drop down menu, including option 'not applicable' or 'Not from United States']

County: \_\_\_\_\_ [drop down menu, including option 'not applicable' or 'don't know']

30. What is your ZIP code?

\_\_\_\_\_ [Zip code validation]

[PAGE BREAK]

**31.** Do you have any additional thoughts or comments about the survey that you would like to share with us?

[open ended; not required]