**Ad Hominem Policy Study – Survey Draft SZA, May 12th 2017**

Overall design has 12 experimental conditions:

1. CCS x High carbon footprint
2. CCS x Low carbon footprint
3. Carbon tax x High carbon footprint
4. Carbon tax x Low carbon footprint
5. Nuclear power x High carbon footprint
6. Nuclear power x Low carbon footprint
7. Population control x High carbon footprint
8. Population control x Low carbon footprint
9. Renewable energy x High carbon footprint
10. Renewable energy x Low carbon footprint
11. Public transit x High carbon footprint
12. Public transit x Low carbon footprint

Dear Participant,

Please complete this survey on public policy issues. 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 Z. Attari

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[Common language]   
  
Please read the story below and then answer some questions:

You attend a talk by a leading climate researcher. He has been publishing scholarly articles about climate science since 1974 and has over 150 publications in leading journals, including *Science* and *Nature*.

The researcher explains that individual actions have a large collective impact on the environment. For example, air travel and high energy use at home have negative environmental effects. The researcher advises the audience to reduce energy use by flying less, using less energy at home, and using local public transportation. He goes on to say that while voluntary action by individuals is important, society must also modify public policies in order to reduce carbon dioxide emissions. His main policy recommendation is to

[Branches]

**regulate carbon dioxide as a pollutant:**

**tax carbon emissions:**

**increase nuclear power generation:**

**stabilize human population:**

**increase renewable energy:**

**increase support of public transit:**

[Branch CCS]

**Regulate carbon dioxide as a pollutant:** Society should regulate carbon dioxide as a pollutant**.** After a transition period, regulations will lead to improved technology for capturing large-scale emissions of carbon dioxide, which will be stored as solid rock (i.e., carbonate minerals) that will not return to the atmosphere for millions of years.

[Branch Tax]

**Tax carbon emissions:** Society should estimate the financial cost of carbon dioxide emissions and recover it from a revenue-neutral tax on gasoline and on use of electric power. (Other taxes will go down equal to the increase from the new tax.) This tax would be adjusted up or down as the environmental cost of carbon dioxide emission changes over time.

[Branch Nuclear]

**Increase nuclear power:** Society should resume construction of nuclear power plants using the best current technology for safety, efficiency and disposal of nuclear waste. New nuclear plants will replace coal-fired power plants.

[Branch Population]

**Stabilize human population:** Society should stabilize human population by promoting education and work opportunities for women and by lowering the cost of children’s education for parents who restrict themselves to no more than 2 births.

[Branch Renewable]

**Increase renewable energy:** Society should invest heavily in research to improve renewable energy (e.g., solar and wind power) and should also provide incentives for renewable energy industries to implement the discoveries that result from this research.

[Branch Public Transit]

**Increase public transit:** Society should reduce pollution from cars and trucks by investing strongly in infrastructure for public transportation, including rapid, convenient local rail and transit for people and energy-efficient transport of agricultural and manufactured products.

Participants would then see one of the following two carbon footprint vignettes:

[Low home carbon footprint]

During the question period a member of the audience asks the researcher how much energy he himself uses at home. He replies that he has a modest home with a low energy bill; he has switched to a slightly more expensive but green electricity provider, and has invested in energy-efficient appliances.

[High home carbon footprint]

During the question period a member of the audience asks the researcher how much energy he himself uses at home. He replies that he has a large home with a high energy bill; he has not yet switched to a slightly more expensive but green electricity provider or invested in energy-efficient appliances.

[Common Narrative]

As you think about the researcher’s advice, do you support or oppose <insert bold title here>?

\_Strongly support \_Support \_Neutral \_Oppose \_Strongly oppose

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

☐ I already conserve energy

☐ Change no actions

☐ Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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[CREDIBILITY measure]

Based on the previous paragraph, please indicate how strongly you agree or disagree with each of the following statements: [Shown in random order]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| I believe that the researcher’s behavior is consistent with his advice | **☐** | **☐** | **☐** | **☐** | **☐** |
| I believe the researcher’s advocacy is sincere | **☐** | **☐** | **☐** | **☐** | **☐** |
| I do not trust the researcher’s authority with respect to climate science | **☐** | **☐** | **☐** | **☐** | **☐** |
| I believe that the researcher has good reasons for his behavior | **☐** | **☐** | **☐** | **☐** | **☐** |
| I doubt the researcher’s credibility | **☐** | **☐** | **☐** | **☐** | **☐** |
| I believe that the researcher provides quality advice |  |  |  |  |  |
| I believe climate researchers need to influence policy decisions that affect how society responds to climate change | **☐** | **☐** | **☐** | **☐** | **☐** |

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[Policy attitude measure]

Recall that the researcher recommended the following policy: [insert entire policy here]

Based on the policy, please indicate how strongly you agree or disagree with each of the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| This policy appeals to me philosophically | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be environmentally sound | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be economically sound | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be effective in decreasing carbon dioxide emissions to limit climate change | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be fair | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be too expensive to be feasible | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be too risky to be feasible | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would be politically feasible | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would affect me directly | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would restrict freedom unnecessarily | **☐** | **☐** | **☐** | **☐** | **☐** |
| In the long term, this policy would create more jobs than it eliminates | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would decrease our reliance on foreign oil | **☐** | **☐** | **☐** | **☐** | **☐** |
| I trust the officials, scientists, and companies that would carry out this policy | **☐** | **☐** | **☐** | **☐** | **☐** |
| This policy would decrease energy prices in the long term | **☐** | **☐** | **☐** | **☐** | **☐** |

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Recently, you may have noticed that climate change has been getting much 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

Assuming climate change is happening, do you think it is…

☐ Caused mostly by human activities

☐ Caused mostly by natural changes in the environment

☐ Caused by both human activities and natural changes

☐ None of the above because climate change isn’t happening

☐ Don’t know

☐ Other (please specify): \_\_\_\_\_\_\_\_\_

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

☐ I don’t know enough to say

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

☐ Very important

☐ Somewhat important

☐ Not too important

☐ Not at all important

How sure are you that climate change is happening?

☐ Extremely sure

☐ Very sure

☐ Somewhat sure

☐ Not at all sure

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How would you describe your political beliefs?

☐ Very Liberal

☐ Liberal

☐ Slightly Liberal

☐ Moderate

☐ Slightly Conservative

☐ Conservative

☐ Very Conservative

What is your gender?

☐ Male

☐ Female

☐ Other

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

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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

How many college-level courses have you taken in the physical or natural sciences (such as physics, chemistry, biology, etc.)?

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4 or more

During 2016, what was your yearly household income before taxes? 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

What is your ZIP code?

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

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

[open ended; not required]

Thank you for participating!

Your unique completion code is: [survey taker is presented with a unique completion code]