

Forest Science Data Bank: SS007 – Survey_Instrument

A. Background information. *Additional demographic information (GEND, AGE, AGE_RANGE, INCO, EDU, RACE) was appended from respondents' Qualtrics panelist profiles.

1. In the past year I have donated money to an environmental organization. (ORG_DON)
2. In the past year I have volunteered for an environmental organization. (ORG_VOL)
3. I consider myself an environmentalist. (ENV_ID)
4. I think nature conservation is important. (INATT_CON)
5. How do you self-identify politically? (POL_OR)
6. How religious are you? (REL)

B. Social desirability

1. It is sometimes hard for me to go on with my work if I am not encouraged. (SODES_1)
2. I sometimes feel resentful when I don't get my way. (SODES_2)
3. On a few occasions, I have given up doing something because I thought too little of my ability. (SODES_3)
4. There have been times when I felt like rebelling against people in authority even though I knew they were right. (SODES_4)
5. No matter who I'm talking to, I'm always a good listener. (SODES_5)
6. There have been occasions when I took advantage of someone. (SODES_6)
7. I'm always willing to admit it when I make a mistake. (SODES_7)
8. I sometimes try to get even rather than forgive and forget. (SODES_8)
9. I am always courteous, even to people who are disagreeable. (SODES_9)
10. I have never been irked when people expressed ideas very different from my own. (SODES_10)
11. There have been times when I was quite jealous of the good fortune of others. (SODES_11)
12. I am sometimes irritated by people who ask favors of me. (SODES_12)
13. I have never deliberately said something that hurt someone's feelings. (SODES_13)

C. Moral inclusivity

1. Every person has value above and beyond his or her usefulness for others. (MINC1_A1)
2. In general, I would say human suffering is a moral issue. (MINC2_A2)
3. As a basic principle, people ought to demonstrate respect for other individual people. (MINC3_A3)
4. The wellbeing of an individual animal matters, even if it does not affect the wellbeing of people. (MINC4_Z1)
5. Every individual animal possesses a dignity that deserves respect. (MINC5_Z2)
6. The wellbeing of individual plants is *not* a matter of moral concern to me. (MINC6_B1)
7. Every plant deserves respect as a living creature. (MINC7_B2)

The following questions will ask you about species. When you see the word “species,” bring to your mind a category of beings. Don’t focus on the individual specimens that make up the species. Instead, think of the species as a distinctive thing with its own properties. Organisms come and go, but a species is continuous. Its past, present, and future is one story.

9. People have a moral obligation to consider how their decisions might harm or benefit a species, even if the species has no apparent use. (MINC8_E1)
10. It makes no sense to talk about respecting a species. (MINC9_E2)
11. When people cause the extinction of a species, they have committed a moral wrong against the species. (MINC10_E3)

In the following questions you will see the word “ecosystem.” When you see this, don’t think so much about the individual organisms that live in an ecosystem. Instead, think of the ecosystem as a whole, a network of interactions and relationships. An ecosystem does have smaller parts, but they are all bound together by flows of matter and energy. Think about these flows, and how they connect to form one system.

12. People have a moral obligation to consider how their decisions might harm or benefit an ecosystem, even if the ecosystem has no apparent use. (MINC11_E4)
13. It makes no sense to talk about respecting an ecosystem. (MINC12_E5)
14. When people cause the loss of an ecosystem, they have committed a moral wrong against the ecosystem. (MINC13_E6)
15. If I had mice nesting in my walls, I would feel some guilt for exterminating them. (MINC14_Z3)
16. If I found a spider inside my house, I would hesitate to kill it. (MINC15_Z4)
17. If I were weeding a garden, I would feel some remorse for killing the weeds. (MINC16_B3)
18. It is appropriate to feel grateful to the fruits and vegetables we eat. (MINC17_B4)

For the next questions you will see statements with a blank (_____) followed by a list of items. Please read these questions by filling in the blank with each item one by one, marking your response for each individual item. Here’s an example:

“I enjoy reading _____.”

- a. novels
- b. magazines
- c. blogs

For this question you would respond to item a. “I enjoy reading novels,” item b. “I enjoy reading magazines,” and item c. “I enjoy reading blogs” by indicating the extent to which you disagree or agree with each separate statement.

Some of the following questions will again use the word “species.” Like before, when you see this, bring to your mind a category of beings. Don’t focus on the individual organisms that make up the species. Instead, think of the species as a distinctive thing with its own properties.

You will also again see the word “ecosystem.” Just as before, when you see this, don’t think so much about the individual organisms that live in an ecosystem. Instead, think of the ecosystem as a whole, a network of interactions and relationships.

20. If I had to decide whether or not to do something that would harm _____, I would be making a moral decision.

- a. myself (MINC18_A4)
- b. my family (MINC19_A5)
- c. Americans (MINC20_A6)
- d. people in other countries (MINC21_A7)
- e. a dog (MINC22_Z5)
- f. a bald eagle (MINC23_Z6)
- g. a cow (MINC24_Z7)
- h. a cougar (MINC25_Z8)
- i. a fly (MINC26_Z9)
- j. a houseplant (MINC27_B5)
- k. an oak tree (MINC28_B6)
- l. a fungus (MINC29_B7)
- m. a poison ivy plant (MINC30_B8)
- n. an endangered species of elephant (MINC31_E7)
- o. a local species of mosquito (MINC32_E8)
- p. a tropical rainforest ecosystem (MINC33_E9)
- q. an agricultural ecosystem (MINC34_E10)


21. _____ has value above and beyond any use it may serve for others.

- a. A dog (MINC35_Z10)
- b. A bald eagle (MINC36_Z11)
- c. A cow (MINC37_Z12)
- d. A cougar (MINC38_Z13)
- e. A fly (MINC39_Z14)
- f. A houseplant (MINC40_B9)
- g. An oak tree (MINC41_B10)
- h. A fungus (MINC42_B11)
- i. A poison ivy plant (MINC43_B12)
- j. An endangered species of elephant (MINC44_E11)
- k. A local species of mosquito (MINC45_E12)
- l. A wild rainforest ecosystem (MINC46_E13)
- m. An agricultural ecosystem (MINC47_E14)

D. Treatment messages (TRT_CAT). Each study participant viewed only one flyer).
Top row, left to right: (TRT_CAT 1) human/binding; (TRT_CAT 2) human/individualizing; (TRT_CAT 3) nonhuman/binding. Middle row, left to right: (TRT_CAT 4) nonhuman/individualizing; (TRT_CAT 5) combined/binding; (TRT_CAT 6) combined/individualizing. Bottom row: (TRT_CAT 7) control.

Please consider the following flyer carefully, before answering the questions below it:

Families and neighbors. Fellows and citizens.
Our history, our communities, and our traditions
are bound to one planet.




Why conservation?
To serve our nation and honor our heritage.
It is our duty.

Newborn babies, tomorrow's leaders.
Tiny toddlers, tomorrow's dreamers.
If we destroy this one planet, we destroy their future.



Why conservation?
To protect their right to a life worth living.
It's only fair.

Flocks of birds in pristine forests.
Schools of fish in pure, clear lakes.
These communities of life are Earth's living tradition.



Why conservation?
To honor and obey the order of nature.
It is our duty.

Birds nesting in peaceful forests.
Fish grazing in coral reefs.
If we destroy this one planet, we destroy their future.




Why conservation?
To protect their right to a life worth living.
It's only fair.

Schools of fish and high school friends.
Pristine forests and family trees.
Together we are one community of life,
Earth's living tradition.



Why conservation?
To honor the planet, our heritage and our home.
It is our duty.

Birds adrift on a peaceful breeze.
Hopeful children, tomorrow's dreamers.
If we destroy this one planet, we destroy their future.



Why conservation?
To protect their right to a life worth living.
It's only fair.

Why conservation?



For every reason imaginable.

E. Attitudes, moral salience, and hypothetical donation

1. The cause promoted in this flyer is worthy of support. (TRT_ATT1)
2. The cause promoted in this flyer is important. (TRT_ATT2)
3. I find the message in this flyer persuasive. (TRT_ATT3)
4. The message in this flyer makes me think about right and wrong. (MOSA_1)
5. The message in this flyer makes me think about my moral responsibilities. (MOSA_2)
6. The message in this flyer reflects my core moral beliefs. (MOSA_3_)
7. If this were an outreach message asking you to support a real conservation organization, would you donate money to that organization right now? (HYDON1)
8. If you answered “yes” to the question above, how much would you be willing to donate? (I would donate \$_____; I answered “no” to the previous question.) (HYDON2, HYDON3))

F. Manipulation checks. Respondents viewed the same flyer again at the top of the page before answering these questions

Here’s the flyer again- just a few more questions about it!

1. This message is about trying to avoid harm. (MC1_MFI1)
2. This message is about fairness. (MC2_MFI2)
3. This message is about tradition. (MC3_MFB1)
4. This message is about community. (MC4_MFB2)
5. This message expresses concern for people. (MC5_MWH)
6. This message expresses concern for non-human beings (like animals or plants). (MC6_MWNH)
7. I have a strong emotional response to this message. (MC7_EMO)

G. Actual donation (DON, DON2)

To personally thank you for helping us with this survey we are pleased to pay you \$5 in addition to the normal fee you receive from Qualtrics. In keeping with the spirit of the study and the message you saw above, we would like to give you the opportunity to donate some of this amount to a non-profit organization whose mission is focused on conservation (for example, The Nature Conservancy). If you would like to donate some of your \$5, please indicate how much using the slider below (you are free to donate any amount, from \$0.01 to \$5). Whatever amount you choose not to donate will be emailed to you by the Qualtrics management team. You are also welcome to make no donation and keep the full amount. Like your survey responses, any information entered here will be kept strictly confidential, and no personal or identifiable information will be disclosed to any parties outside the Qualtrics management team.

H. De-brief

Thank you again for your participation. At this time we would like to disclose the full objectives of the survey, some of which were withheld from the study description you viewed previously. The message you saw was one of seven we have used in this study, each carefully crafted to express certain types of moral concern. We are investigating whether different types of moral messages affect whether people donate money to support conservation work. Your decision to donate or not donate some portion of the \$5 (and, if you chose to donate, the amount) will be recorded as data. We *will* donate the amount you entered on the previous page to a conservation organization, and the balance *will* be paid to you via email.

We apologize for the deception, which was necessary to minimize distorting effects that have been observed in past studies, like ours, which investigate persuasive appeals and donation behavior. At this time you have received full information about the study, which was administered with the oversight of the Oregon State University Institutional Review Board to ensure ethical conduct in research with human subjects. While we would greatly appreciate your continuing participation in our study, if you would like to be removed from the sample, you are free to do so at this time by clicking the “Withdraw” button below. If you choose to withdraw, you will still be compensated by Qualtrics, and the additional \$5 will still be distributed between you and a conservation organization in whichever proportions you designated above. To remain in the sample, please click the button marked “Remain in sample.” Thank you again for your time and participation.