**Study 3**

**Measures**

**Anthropomorphism of Nature**

Listed below are some questions about nature. According to the scale on the right, for each question, please check a box to indicate your view.

0 = Not at all to 10 = very much

1. To what extent does nature have a mind of its own?
2. To what extent does nature have intentions?
3. To what extent does nature have free will?
4. To what extent does nature have consciousness?
5. To what extent does nature experience emotions?

**Environmental Guilt and Other Emotions**

Nowadays, we often hear news reporting how humans have damaged the natural environment. For instance, rivers are being polluted by chemicals or toxic waste from factories, oceans being polluted by deep-water oil spill, and forests being cleared and degraded into wasteland. In the following, you will see a slideshow of 10 photos illustrating these damages. Please view these photos carefully, and then answer some questions about how you think and feel. Please click the button below to proceed. The photos will be shown one by one automatically.

< slideshow >

Regarding environmental degradation, how do you think and feel? According to the scale on the right, for each statement below, please check a box to indicate to what extent you agree or disagree that it describes your thoughts and feelings.

1 = Strongly disagree to 7 = Strongly agree

1. I think that I have done damage to someone else
2. I think that I have violated a moral norm
3. I think that I am in the wrong
4. I want to undo what I have done
5. I want to make up for what I have done wrong
6. I want to apologize to someone
7. I want to punish myself
8. I want to be forgiven
9. I feel like a bad person
10. I feel guilty
11. I feel apologetic\*
12. I think of violence toward others
13. I think of how unfair something is\*
14. I think that someone shouldn't have done what they did\*
15. I want to hurt someone by hitting, yelling, or criticizing
16. I want to say something nasty
17. I want to get back at someone
18. I want to take some form of revenge
19. I boil inwardly\*
20. I feel that I'd explode
21. I feel angry\*
22. I feel irritated\*
23. I think of how bad things could get
24. I think that something bad is going to happen
25. I think that the world is not safe
26. I want to run away\*
27. I want to get to a safe place\*
28. I feel my heart beating fast\*
29. I feel anxious
30. I feel fearful

(guilt: 1 to 11; anger: 12 to 22; anxiety: 23 to 30; items with \* were dropped after an exploratory factor analysis)

**Private-Sphere Behavior**

Listed below are some activities that support environmental protection. How likely are you to engage in these activities in the next 12 months? For each activity, please indicate your answer by checking a bubble on the right. (If it is not possible for you to perform the activity, please choose “Not applicable”)

1 = Not at all likely to 5 = Extremely likely

1. Install products to save energy (for example, low-energy light bulbs)
2. Buy environmentally-friendly products
3. Conserve water at home (for example, when cooking or showering)
4. Minimize use of air-conditioning or heating
5. Reduce car travel (for example, walk, cycle, use public transport)
6. Turn off lights and appliances when not in use
7. Avoid or reduce eating meat
8. Recycle
9. Turn off electrical equipment rather than use “standby” mode
10. Eat food which is locally grown or in season
11. Use car-sharing or car-pooling schemes
12. Buy products with less packaging

**Public-Sphere Behavior**

Listed below are some environmental actions. How likely are you to engage in the following actions in the next 12 months? For each action, please indicate your answer by checking a bubble on the right. (If it is not possible for you to perform the action, please choose “Not applicable”)

1 = Not at all likely to 5 = Extremely likely

1. Sign a petition in support of protecting the environment
2. Join or renew membership of an environmental group
3. Join public demonstrations or protests supporting environmental protection
4. Write a letter or call your member of Parliament or another government official to support environmental protection
5. Give money to an environmental group
6. Read a newsletter, magazine or other publication written by an environmental group
7. If an election was called, vote for a candidate at least in part because he or she was in favour of strong environmental protection
8. Write to a newspaper in support of protecting the environment
9. Boycott companies that are not environmentally friendly
10. Volunteer to help an environmental group or event
11. Post pro-environmental messages or links on social media (for example, Facebook, Twitter)
12. Speak in favour of pro-environmental policies in conversations with your friends or family

**Donation**

Thank you very much for completing this research study.

A good news: In addition to the promised compensation of £1.30, you have just earned a bonus of £0.50!

You may choose to take all of the bonus (£0.50), or donate part or all of it to an environmental organization.

The donation will be made to World Wide Fund for Nature (WWF), an international environmental organization founded in 1961. WWF has offices in more than 80 countries around the world; its global mission is to stop the degradation of the planet's natural environment, and build a future in which people live in harmony with nature. Your donation will be used to support WWF's global conservation work.

Please slide the bar below to indicate the amount you would like to donate out of the bonus (from £0.01 to £0.50). We will donate the amount you select to WWF directly; you will receive the remaining of the bonus plus the promised compensation through Prolific. If you do not want to donate, please just choose £0.00.

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