**Study 2**

**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?

**Individual Differences in Anthropomorphism Questionnaire**

Listed below are some questions about various entities in this world. According to the scale on the right, for each question, please check the box that best represents your answer.

0 = Not at all to 10 = very much

1. To what extent does technology—devices and machines for manufacturing, entertainment, and productive processes (e.g., cars, computers)—have intentions?
2. To what extent does a fish have free will?
3. To what extent does a mountain have free will?
4. To what extent does a television set experience emotions?
5. To what extent does the average robot have consciousness?
6. To what extent do cows have intentions?
7. To what extent does a car have free will?
8. To what extent does the ocean have consciousness?
9. To what extent does the average computer have a mind of its own?
10. To what extent does a tiger experience emotions?
11. To what extent does the environment experience emotions?
12. To what extent does the average insect have a mind of its own?
13. To what extent does a tree have a mind of its own?
14. To what extent does the wind have intentions?
15. To what extent does a reptile have consciousness?

**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 >

Thinking about the damages humans have done to the natural environment, how do you feel? According to the scale on the right, for each feeling below, please a check a box to indicate to what extent it describes your feelings. Thinking about the damages humans have done to the natural environment, I feel...

0 = Not at all to 10 = Extremely

1. guilty
2. regretful
3. remorseful
4. angry
5. annoyed
6. anxious
7. worried
8. ashamed
9. disgraceful

(guilt: 1, 2, and 3; anger: 4 and 5; anxiety: 6 and 7; shame: 8 and 9)

**Private-Sphere Behavior**

Listed below are some environmental behaviors. How likely will you do each of these behaviors in near future? Please indicate your answer by choosing an option in the dropdown list.

0 = 0% chance; I certainly will NOT do it to 5 = 50% chance that I will do it to 10 = 100% chance; I certainly will do it

1. looking for ways to reuse things
2. recycling things (e.g., papers, cans or bottles)
3. using reusable shopping bags
4. buying environmentally friendly products even if they may not work as well
5. purchasing something made of recycled materials even though it is more expensive
6. taking shorter showers
7. using energy-efficient products
8. turning off lights when not being used
9. turning off standby household appliances not being used
10. increasing temperature setting on air-conditioners

**Participatory Actions and Leadership Actions**

Listed below are some environmental activities and actions. How likely will you do each of these in near future? Please indicate your answer by choosing an option in the dropdown list.

0 = 0% chance; I certainly will NOT do it to 5 = 50% chance that I will do it to 10 = 100% chance; I certainly will do it

1. educating myself about environmental issues (e.g., through media, television, internet, blogs, etc.)
2. participating in an education event (e.g., workshop) related to the environment
3. talking with others about environmental issues (e.g., partner, parents, children, friends)
4. using online tools (e.g., YouTube, Facebook, Wikipeida, blogs) to raise awareness about environmental issues
5. becoming involved with an environmental group or political party (e.g., volunteer)
6. financially support an environmental cause
7. consciously made time to be able to work on environmental issues (e.g., working in an environmental job, choosing environmental activities over other leisure activities)
8. participating in a community event which focuses on environmental awareness
9. participating in nature conservation efforts (e.g., planting trees, restoration of waterways)
10. spending time working with a group/organization that deals with the connection of the environment to other societal issues such as justice or poverty
11. organizing an educational event (e.g., workshop) related to environmental issues
12. using traditional methods (e.g., letters to the editor, articles) to raise awareness about environmental issues
13. personally writing or calling a politician/government official about an environmental issue
14. taking part in a protest/rally about an environmental issue
15. organizing an environmental protest/rally
16. organizing a boycott against a company engaging in environmentally harmful practices
17. organizing a petition (including online petitions) for an environmental cause
18. organizing a community event which focuses on environmental awareness

(participatory actions: 1 to 10; leadership actions: 11 to 18)

**New Ecological Paradigm**

Listed below are statements about the relationship between humans and the environment. According to the scale on the right, for each statement, please check a box to indicate your agreement or disagreement with it.

1 = strongly disagree to 7 = strongly agree

1. We are approaching the limit of the number of people the earth can support.
2. Humans have the right to modify the natural environment to suit their needs.
3. When humans interfere with nature it often produces disastrous consequences.
4. Human ingenuity will insure that we do NOT make the earth unlivable.
5. Humans are severely abusing the environment.
6. The earth has plenty of natural resources if we just learn how to develop them.
7. Plants and animals have as much right as humans to exist.
8. The balance of nature is strong enough to cope with the impacts of modern industrial nations.
9. Despite our special abilities humans are still subject to the laws of nature.
10. The so-called “ecological crisis” facing humankind has been greatly exaggerated.
11. The earth is like a spaceship with very limited room and resources.
12. Humans were meant to rule over the rest of nature.
13. The balance of nature is very delicate and easily upset.
14. Humans will eventually learn enough about how nature works to be able to control it.
15. If things continue on their present course, we will soon experience a major ecological catastrophe.