**Study 1**

**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.

1 = Not at all to 7 = 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**

The following statements concern your feelings about human actions. Please indicate your agreement or disagreement with each statement by checking a bubble on the right.

1 = Strongly Disagree to 7 = Strongly Agree

1. I am regretful about humans’ lack of performance on environmental protection.
2. I feel guilty for how little humans have done to improve the quality of the environment.

**Intention to Participate in Future**

The following statements concern your intention to participate in Earth Hour this year (2014). Please indicate your agreement or disagreement with each statement by checking a bubble on the right.

1 = Strongly Disagree to 7 = Strongly Agree

1. I intend to turn off non-essential lights during Earth Hour this year.
2. I will make an effort to turn off non-essential lights during Earth Hour this year.
3. It is very likely that I will turn off non-essential lights during Earth Hour this year.
4. My intention to turn off non-essential lights during Earth Hour this year is strong.

**Participation in the Past**

The following questions concern your participation in Earth Hour in the past. Please indicate your answer by checking a bubble on the right.

1= Yes, 0 = No

1. Have you ever turned off non-essential lights during Earth Hour in the past?
2. Have you ever made a pledge on the official Earth Hour website in the past?
3. Have you ever discussed Earth Hour with your family or friends in the past?
4. Have you ever talked about Earth Hour through your social media accounts (e.g., Facebook, Weibo, Twitter) in the past?
5. Have you ever witnessed Earth Hour outdoor (e.g., at Victoria Harbour) in the past?
6. Have you ever read or watched any reports (e.g., news reports, official reports by the WWF) about Earth Hour in the past?