

Table S1 – List of items used to measure each variable (adapted from Harms et al. [8]).

The Oceans and Humans
Anthropocentric Value Orientations (AVO)
‘The primary purpose of the marine environment should be to benefit people’
‘The needs of humans are more important than the marine environment’
‘Humans should manage the marine environment such that humans benefit’
Biocentric Value Orientations (BVO)
‘The marine environment should be protected for its own sake rather than to meet the needs of humans’
‘The marine environment has value whether humans are present or not’.
‘Recreational use of the marine environment should not be allowed if it damages the area’
Oceans and Marine Life
Awareness of Ocean’s Vulnerability (AV)
‘We do not need to worry about the oceans’ health because we will develop new technologies to keep them clean’
‘Oceans are so large, it is unlikely that human will cause any lasting damage to them’
‘Polluted oceans are able to clean themselves’
Awareness of Consequences (AC)
‘The loss of marine life can have a negative effect on the health of human beings’
‘I am worried about the health of the marine environment’
‘Cleaning products that I use in my house on a daily basis can have a negative effect on the marine environment’
Oceans and Me
Ascription of Responsibility (AR)
‘I believe the government has the task to protect the marine environment, not me’
‘My contribution to pollution into the marine environment is negligible’
Behavioral Intentions (BI)
‘I am willing to change my behavior if this is required to protect the marine environment’
Personal Norm (PN)
‘I feel a personal obligation to protect the marine environment’