**Participant Walk-Through**

The 10 conditions are (Each participant only viewed **ONE** of the conditions):

Seal/Sea Lion with Perceived Control Vignette

Seal/Sea Lion with Perceived Helplessness Vignette

Sea Turtle with Perceived Control Vignette

Sea Turtle with Perceived Helplessness Vignette

Sea Bird with Perceived Control Vignette

Sea Bird with Perceived Helplessness Vignette

Ocean with Perceived Control Vignette

Ocean with Perceived Helplessness Vignette

Household Items Pertaining to Water with Perceived Control Vignette

Household Items Pertaining to Water with Perceived Control Vignette

1. Participant read informed consent and agreed to participate
2. The participant took a **Pre-Test** that included 15 questions regarding environmental sustainability/eco-friendly behavior.
   * All conditions took the Pre-Test.

**The Next Steps (Step 3 & 4) Occur Simultaneously**

1. Next participants viewed a series of images (Conditions: Seal/Sea Lions, Sea Turtles, Sea Birds, Ocean (Control Condition), and Household Items Pertaining to Water (Control Condition))
   * Participants were only exposed to **ONE** of the above conditions.
   * All participants viewed 8 images regardless of condition.
   * The Seal/Sea Lion, Sea Turtle, Sea Bird, Ocean conditions viewed 4 “distressed images” (animal suffering/animal death for animal conditions or plastics in the environment for the ocean condition) and 4 “natural images” (animals a clean environment for the animal conditions or a plastic free ocean setting for the ocean condition).
   * Participants in the animal conditions viewed the images in this order: live plastic strangulation, natural image, live plastic ingestion, natural image, dead plastic strangulation, natural image, dead plastic ingestion.
   * The participants in the ocean condition **(control condition)** viewed this images in this order: plastics in ocean environment, natural image, plastics in ocean environment, natural image, plastics in ocean environment, natural image, plastics in ocean environment, natural environment. There was no specific criteria for these images except that the plastic had to look like it was from “everyday use” (i.e. water bottles, plastic bags, etc.) **NOT** from commercial use (i.e. equipment from boats, parts from cars, factory waste, etc.)
   * The participants in the household items pertaining to water **(control condition)** viewed the following images: garden hose, sink, shower, water fountain, glass of water, ice cube, toilet, and bucket of water.
2. While viewing the images (Step 3) the participants were also asked how impactful they found the image and were exposed to a “fun fact” about the animals, ocean, or water depending on what condition they were in.
3. Next participants read a vignette addressing the current state the environment is in and our potential influence over the situation. There were two vignettes one taking an attitude of perceived helplessness and one with the attitude of perceived control. Participants were asked how empowered they felt after reading the vignette.
   * Participants were exposed to only **ONE** of the two vignettes.

* All participants read a vignette regardless of what condition they were in.
* **Perceived Helplessness** made statements that imply that the average person has no control of the current environmental state and can **NOT** do much to help.
* **Perceived Control** made statements that acknowledged this was a large issues but felt individual actions could help to improve the environment.
* The question regarding empowerment was also a manipulation check since we want to either elicit feelings of helplessness or control depending on which vignette the participant/condition read.

1. Then the participant answered 8 true or false questions. The true or false questions were based off the “fun facts” the participant was exposed to during Step 3/4
   * All participants regardless of condition answered 8 true/false questions.
   * These questions were being used as “distractor questions” to help reduce hypothesis guessing/memorization of answers.
2. The participants took a **Post-Test** that were the same 15 questions as the Pre-Test regarding environmental sustainability/eco-friendly behavior just re-worded/reverse coded.
   * All conditions took the Post-Test.
3. Then participants were shown a flyer asking about beach and waterway clean-ups (**Behavioral Choice Measure**). They were asked if they would be interested in finding out more about beach/water-way clean ups near them. They were given the option of selecting yes or no.

* All conditions were asked this question.

1. Then **ALL** participants were asked the manipulation check. The manipulation check asked them what images they saw. They were given the options of: Seal/Sea Lion, Sea Turtle, Sea Bird, Ocean without animals present, or Household Items Pertaining to Water.
2. Then **ALL** participants were asked what age did they perceived the animal as if they viewed one.
3. **ALL** participants were then asked two demographic questions (Age & Gender)
4. Then **ALL** participants were exposed to another series of images. Two almost identical images were placed side by side and the participant was asked to select one. The different between the images was that one image had all reusable items and the other image used all single use plastic items.
   * There were 10 of these images total (5 pairs). The 5 pairs contained these scenes in the following order: person eating breakfast, person packing lunch, person pouring water, person making coffee, and person putting away groceries.
5. Participants were then debriefed and thanked for their time/efforts.