

Main RQ: What drives (a lack of) trust in the adoption of sustainable initiatives expressed in online discussions?

Stance:

1 – support

2 – reject/not support

0 - neutral/absent

Sub RQ1: Which dimensions of the VBN theory are implied when people discuss their (lack of) trust on sustainable initiatives?

1. Value-belief-norm theory of environmentalism (Stern et al. 1999)

1.1. Threat: individuals who accept a movement's basic values believe that valued objects are threatened

Absent: 0; present: 1

1 – threat explicit mentioned

2 – lack of threat explicit mentioned

0 – not mentioned/absent

Issues:

→ *implicit textual evidence:*

→ there should be clear *textual evidence*, if inferred it cannot be inferred without textual evidence.

- Just need to learn how to breathe under water → evidence enough of threatening the water levels
- “I like these measures” → not evidence for threat

→ *sarcasm:*

- if very clear (embedded in bigger argument, or clear textual evidence) annotate it with intended meaning.
 - “hmmmm” or \s
 - Just need to learn how to breathe under water
- if not very clear whether sarcasm or not, annotate it as text implies.
 - “highly optimistic with coalmines” → unsure whether support or not support for climate policy measures

→ if debate diverges from main post or point (e.g. into anti vaxx or covid measures) totally separate from climate debate, annotate as 0; if covid or other topic is used as comparison or argument FOR climate, then annotation is not 0.

→ power is not who is RESPONSIBLE.

→ If the post (topic) mentions several initiatives, annotate for either if all related to climate change.

1.2. Power: individuals believe that their actions can help restore those values and therefore feel obligated to provide support

Absent: 0; present: 1

1 – power explicit mentioned

2 – lack of power explicit mentioned

0 – not mentioned/absent

*Example: an initiative to incentivize the consumption of locally produced food might be distrusted either because consumers do not think non-local food production affects the environment (**no threat**) or because they do not believe individuals changing food habits has a collective effect (**no power to restore**).*

Sub RQ2: Which actors are behind people's (lack of) trust in sustainable initiatives?

2. Types of trust that shape environmental attitudes (Fairbrother 2017)

2.1. Trust in science and scientists—the providers of basic facts about forms of environmental change, their anthropogenic drivers, and their potentially negative implications (do people trust scientists when they say that environmental problems are real, serious, and anthropogenic?);

Not mentioned: 0; Trust in science and scientists is mentioned: 1; Distrust in science and scientists is mentioned: 2

2.2. Trust in environmental organisations and the media—the carriers of messages about environmental problems (do people trust environmental journalists and advocates when they highlight some environmental problem and/or warn that scientists are concerned about it?);

Not mentioned: 0; Trust in environmental organisations and the media is mentioned: 1; Distrust in environmental organisations and the media is mentioned: 2

2.3. Trust in politicians and public administrators—the people involved in planning and delivering policy solutions to environmental problems (do people trust the information government agencies provide about environmental problems, and do they trust public officials' claims and promises about the policy responses they propose?).

Not mentioned: 0; Trust in in politicians and public administrators is mentioned: 1; Distrust in in politicians and public administrators is mentioned: 2

3. Who issued the initiative being debated?

Other: 0; For profit organization (i.e., company): 1; non profit organization (i.e., NGO): 2; scientific community: 3; public figures and entities (i.e., politicians, parties, tv presenters,...): 4; media organizations: 5

References

- Fairbrother, M. 2017. Environmental attitudes and the politics of distrust. *Sociology Compass* 11, no 5: e12482.
- Stern, P.C., T. Dietz, T. Abel, G.A. Guagnano and L. Kalof. 1999. A value-belief-norm theory of support for social movements: The case of environmentalism. *Human ecology review*: 81-97.