

Data Storytelling Survey

Welcome!

Thank you for considering participation in our research study on the persuasive elements of data storytelling. Your insights are crucial to advancing our understanding of this important topic.

Instructions for Taking the Survey

1. Voluntary Participation:

Your participation in this study is entirely voluntary. You may choose to withdraw at any point without any consequence.

2. Confidentiality:

Your responses will be kept strictly confidential. The data collected will be stored in a secure, password-protected database accessible only to the two principal researchers.

3. Anonymity:

No personally identifiable information will be collected. Your responses will be combined with those of other participants to ensure anonymity.

4. Survey Duration:

The survey will take approximately 10 minutes to complete. Please answer each question as honestly as possible.

5. Data Usage:

The information you provide will be used solely for research purposes. Results will be reported in aggregate form, and no individual responses will be identifiable.

6. Informed Consent:

By proceeding with the survey, you are indicating your informed consent to participate in this study.

7. Contact Information:

If you have any questions or concerns about the survey, please feel free to contact the principal researchers:

- **Victor Yocco, PhD:** Allelo Design, Philadelphia, PA, USA, Victor@alllelodesign.com
- **Angelica Lo Duca, PhD:** Institute of Informatics and Telematics, National Research Council, Pisa, Italy angelica.loduca@iit.cnr.it

How to Complete the Survey

1. Click the "Next" button to begin the survey.
2. Read each question carefully and select the response that best represents your opinion or experience.
3. If you need to return to a previous question, use the "Back" button at the bottom of the page.
4. Once you have completed all questions, click the "Submit" button to finalize your responses.

Thank You!

Please email Victor at **Victor@allelodesign.com** if you have any questions about the survey or would like to learn more about the study.

** Indicates required question*

Data Storytelling Survey

1. What is your age range? *

Tick all that apply.

- ☐ Under 18
- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65-74 years old
- ☐ 75 years or older

2. What was your major or field of study?

3. Have you previously participated in any climate action initiatives (e.g., protests, volunteering)? *

Tick all that apply.

- ☐ Yes
- ☐ No

4. Rate your level of awareness of the data showing July 2023 as the hottest month globally on record: *

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Extremely aware

5. Rate your level of concern about the record-breaking global temperatures: *

Mark only one oval.

	1	2	3	4	5	
<hr/>						
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely concerned
<hr/>						

6. How well informed do you consider yourself about the potential consequences of these temperature rises? *

Mark only one oval.

	1	2	3	4	5	
<hr/>						
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely well informed
<hr/>						

Data Storytelling Survey

7. To what extent do you believe your individual actions can contribute to mitigating climate change? *

Mark only one oval.

	1	2	3	4	5	
<hr/>						
I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I believe this
<hr/>						

8. How confident are you in your ability to take effective actions to reduce your individual carbon footprint? *

Mark only one oval.

	1	2	3	4	5	
<hr/>						
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely confident
<hr/>						

9. How beneficial do you believe individual actions are compared to systemic changes (e.g., government policies) in tackling climate change? *

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Extremely beneficial

10. How much do you think the people you care about (family, friends, community) expect you to take action against climate change? *

Mark only one oval.

1 2 3 4 5

They ☐ ☐ ☐ ☐ ☐ They expect me to take action

11. *
- How motivated are you to follow the expectations of others regarding taking action against climate change?

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Extremely motivated

12. *
- To what extent do you believe data about the impact of climate change influences individuals to take action against climate change?

Mark only one oval.

1 2 3 4 5

No i ☐ ☐ ☐ ☐ ☐ Extreme influence

13.

*

How easy or difficult do you find it to incorporate environmentally friendly practices into your daily life?

Mark only one oval.

	1	2	3	4	5	
Diffi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy

14.

*

To what extent do you believe you have the necessary knowledge to take effective actions against climate change?

Mark only one oval.

	1	2	3	4	5	
I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I have the necessary knowledge

15.

*

To what extent do you believe you have the necessary financial resources to take effective actions against climate change?

Mark only one oval.

	1	2	3	4	5	
I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I have the necessary financial reserouces

16. How confident are you in your ability to overcome personal and practical barriers when trying to reduce your environmental impact? *

Mark only one oval.

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely confident

Data Storytelling Survey

17. *

How likely are you to take concrete actions to reduce your individual carbon footprint in the next year?

Mark only one oval.

	1	2	3	4	5	
Extr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

18. *

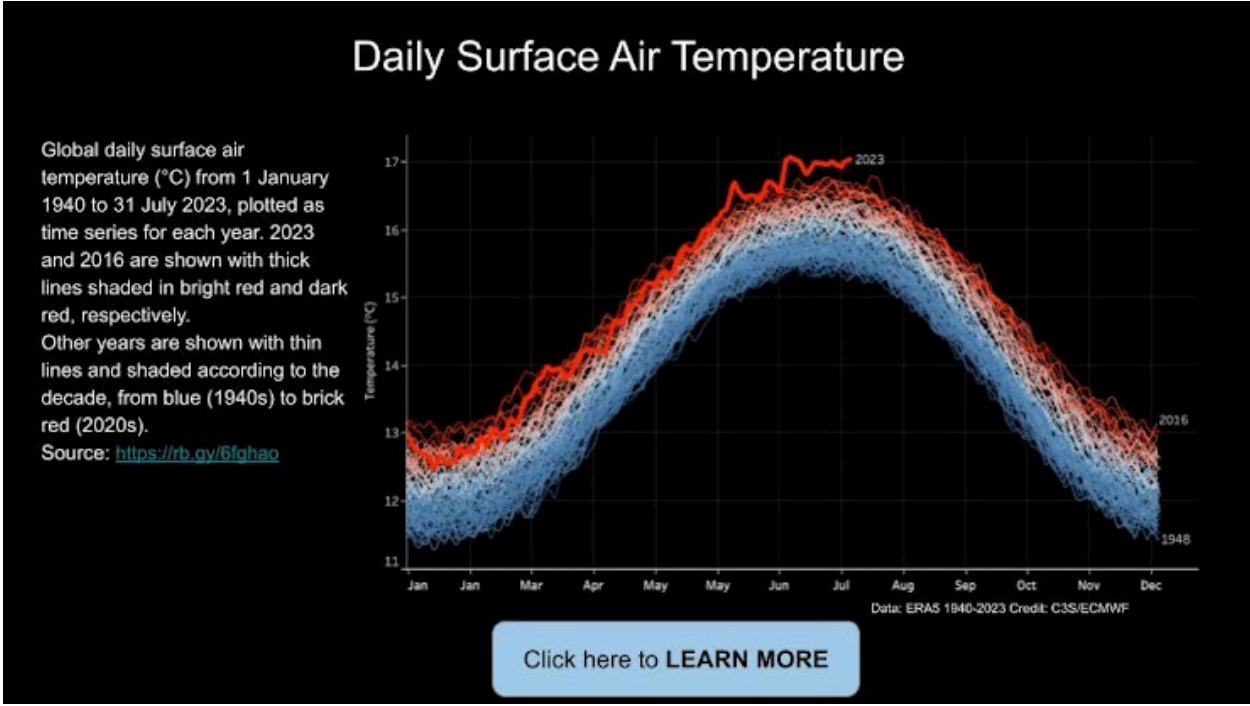
How likely are you to participate in future climate action initiatives (e.g., protests, community events) in the next year?

Mark only one oval.

	1	2	3	4	5	
Extr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Data Storytelling Survey

Please take your time to carefully examine the below visualization and consider the information presented. Please note, this is a static image and none of the page elements are clickable in this survey.



19. Imagine you have received the above data story via email. How likely are you to click on the "learn more" button?

Mark only one oval.

1 2 3 4 5

Extr. ☐ ☐ ☐ ☐ ☐ Extremely likely

Data Storytelling Survey

Please take your time to carefully examine the below visualization and consider the information presented. Please note, this is a static image and none of the page elements are clickable in this survey.



20. Imagine you have received the above data story via email. How likely are you to click on the "learn more" button?

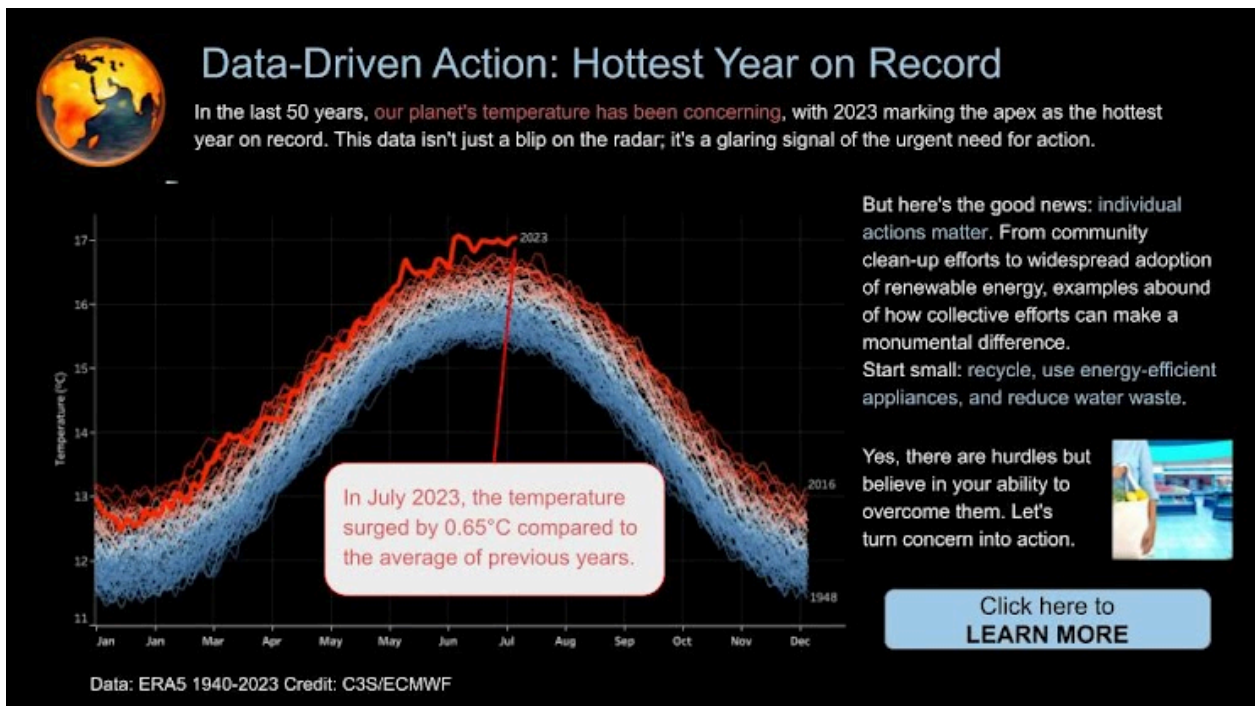
Mark only one oval.

1 2 3 4 5

Extr ☐ ☐ ☐ ☐ ☐ Extremely likely

Data Storytelling Survey

Please take your time to carefully examine the below visualization and consider the information presented. Please note, this is a static image and none of the page elements are clickable in this survey.



21. Imagine you have received the above data story via email. How likely are you to click on the "learn more" button?

Mark only one oval.

1 2 3 4 5

Extr. ☐ ☐ ☐ ☐ ☐ Extremely likely

22. Please enter your Mtur *

Data Storytelling Survey

Thank You for Completing the Survey

This concludes the survey. We greatly appreciate your time and participation in our study. Your responses will contribute to our understanding of how to create more effective data stories for critical topics such as climate change and other complex issues that researchers must communicate to various audiences.

If you have any questions about the survey or would like to learn more about the study, please do not hesitate to contact **Victor at Victor@allelodesign.com**.

Please click the "**Submit**" button below to finalize your responses.

Thank you once again for your valuable contribution.

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