

Variable Description

1. participantcode – unique participant id
2. treat – intervention variable; can take 7 values from 0 to 7 where 0 is control, 1 is more scientific information, 2 is efficacy salience, 3 is health information, 4 is animal welfare, 5 is social norms and 6 is social efficacy
3. finalmoney – participant's total earnings
4. participationfee – participation fee for the study (\$1.50 for all participants)
5. bonusamount – bonus amount offered to participant (\$0.50 for all participants)
[refer to Experiment Script, provided later in the document, for the variables described below]
6. prior1-prior7 – answers to questions Q1(a) to Q1(g)
7. concern – answer to Q2
8. friendconcern -answer to Q3
9. action1-action3 – answers to Q4
10. efficacy_pre1, efficacy_pre2 – answers to Q5(a) and (b)
11. currentdiet – answer to Q6
12. agreepre - answer to Q7
13. agreepost -answer to Q8
14. efficacy_post1, efficacy_post2 – answers to Q9(a) and (b)
15. diet_change – answer to Q10
16. post_action1 – post_action3 – answers to Q11
17. recall – answer to Q12
18. morality – answer to Q13 (1 is very morally wrong and 7 is very morally right)
19. age – answer to Q14
20. gender – answer to Q15 (1- male, 2-female, 3-other, 4 -prefer not to say)
21. education – answer to Q16 (1 - None, 2 - High/Secondary School, 3- Vocational Training, 4 - Bachelor, 5 - Master, 6 – PhD)
22. state – answer to Q17
23. political_belief – answer to Q18 (1 - Democrat, 2- Republican, 3- Other, 4- Prefer not to say)
24. network – answer to Q19
25. impact – answer to Q20
26. disease – answer to Q21 (1 – if participant has history of genetic health conditions and 0 otherwise)
27. donate – 1 if participant donate bonus earnings and 0 otherwise
28. payoff – bonus earnings (\$0.50 is the participant did not donate bonus earnings to climate change charity and \$0 if the participant donated)
29. simscore – cosine similarity score between evidence recalled by participants and actual evidence provided to them during the study

Experiment Script

1. Rate the degree to which you agree with the following statements:

Answer on a 5-point likert scale where 1 is strongly disagree and 5 is strongly agree.

- (a) The balance of nature is very delicate and easily upset by human activities.
- (b) Ecological, rather than economic, factors must guide our use of natural resources.
- (c) We attach too much importance to economic measures of the well-being of our society.
- (d) We are approaching the limit of the number of people the earth can support.
- (e) When humans interfere with nature, it often produces disastrous consequences.
- (f) Humans must live in harmony with nature in order to survive.
- (g) There are limits to growth beyond which our industrialized society cannot expand.

2. How concerned about climate change are you?

Answer on a 5-point likert scale where 1 is Not at all concerned and 5 is Extremely concerned.

3. How concerned about climate change do your friends think you are

Answer on a 5-point likert scale where 1 is Not at all concerned and 5 is Extremely concerned.

4. What actions could you take personally to reduce climate change? Please mention 3 actions.
Leave empty if you cannot think of any.

5. Rate the degree to which you agree with the following statements:

Answer on a 5-point likert scale where 1 is Strongly disagree and 5 is strongly agree.

- (a) Individuals can influence climate change.
- (b) Collectively humans have little influence on climate change.

6. How many days in a week do you eat meat? Please indicate a number between 0 to 7 days.

7. Rate the degree to which you agree with the following statement.

There is a relationship between climate change and people's food choice.

Answer on a 5-point likert scale where 1 is Strongly disagree and 5 is strongly agree.

Information Intervention

8. Rate the degree to which you agree with the following statement.

The information I read made me feel that there is a relationship between climate change and people's food choices.

Answer on a 5-point likert scale where 1 is Strongly disagree and 5 is strongly agree.

9. Rate the degree to which you agree with the following statements.

Answer on a 5-point likert scale where 1 is Strongly disagree and 5 is strongly agree.

(a) Individuals can influence climate change.

(b) Collectively humans have little influence on climate change.

10. After reading the information provided, how many days in a week will you eat meat? Please indicate a number between 0 to 7 days.

11. What actions could you take personally to reduce climate change? Please mention 3 actions. Leave empty if you cannot think of any.

12. Please write down everything you can recall from the evidence presented to you.

13. Is it morally wrong to show people the consequences of their own behaviour?

Options - very morally wrong, morally wrong, neither morally wrong nor right, morally right, very morally right

14. What is your age?

15. What is your gender?

Options - Male, Female, Other, Prefer not to say

16. Please indicate the highest academic degree you have completed.

Options - None, High/Secondary School, Vocational Training, Bachelor, Master, PhD

17. In which part of the US are you currently located?

18. Which party would you prefer to win the next election?

Democrat, Republican, Other, Prefer not to say.

19. How many people would notice if you changed your diet?
20. How many of these people do you think might be influenced to change their diets as well?
21. Have you or any member of your immediate family (father, mother, siblings, and grandparents) had or suffered from heart disease, stroke, cancer, diabetes, high blood pressure or high cholesterol?

You have now reached the end of the study.

For your participation today, you will be receiving \$1.50.

Additionally, for your effort, we would like to offer you a **bonus of \$.50**.

You can keep the bonus earnings for yourself or you can give it to the experimenters who will **donate on your behalf to the [Adaptation Fund](#)**.

The Adaptation Fund was set up under the Kyoto protocol of **United Nations Framework Convention on Climate Change**. The fund finances projects and programmes which help vulnerable communities in developing countries adapt to climate change.

Do you want to donate your bonus earnings to The Adaptation Fund?

Thank you for participating in the study. We appreciate your help with our research.

Your earnings today is \$x.

In case of donation to The Adaptation Fund;

Also, we want to thank you for your donation to The Adaptation Fund.