PCAs

**Kahan et al (2007) scale**

Individualism - Communitarinism

* **K\_IINTRFER** The government interferes far too much in our everyday lives.
* **K\_IPRIVACY** The government should stop telling people how to live their lives.
* **K\_SHARM** Sometimes the government needs to make laws that keep people from hurting themselves.
* **K\_IPROTECT** It’s not the government’s business to try to protect people from themselves.
* **K\_SLIMCHOI** The government should put limits on the choices individuals can make so they don’t get in the way of what’s good for society.
* **K\_SPROTECT** The government should do more to advance society’s goals, even if that means limiting the freedom and choices of individuals.

Hierarchy -Egalitarianism

* **K\_HEQUAL** We have gone too far in pushing equal rights in this country.
* **K\_HREVDIS1** Nowadays it seems like there is just as much discrimination against upper castes as there is against Dalits.
* **K\_EDISCRIM** Discrimination against minorities is still a very serious problem in our society.
* **K\_ERADEQ1** We need to dramatically reduce inequalities between the rich and the poor.
* **K\_EWEALTH** Our society would be better off if the distribution of wealth was more equal.
* **K\_ERADEQ2** We need to dramatically reduce inequalities between men and women.

Cronbach’s alpha test on the Kahan et al (2007) scale

Factor Analysis on Kahan et al (2007) scale: 2 factor spaces

| Items | PA1 | PA2 |
| --- | --- | --- |
| We need to dramatically reduce inequalities between the rich and the poor | 0.62 | 0.15 |
| We need to dramatically reduce inequalities between men and women | 0.62 | 0.03 |
| Sometimes the government needs to make laws that keep people from hurting themselves | 0.60 | 0.08 |
| Our society would be better off if the distribution of wealth was more equal | 0.56 | 0.12 |
| The government should put limits on the choices individuals can make so they don’t get in the way of what’s good for society | 0.56 | 0.16 |
| We have gone too far in pushing equal rights in this country | 0.50 | 0.15 |
| The government should do more to advance society’s goals, even if that means limiting the freedom and choices of individuals | 0.44 | 0.14 |
| Discrimination against minorities is still a very serious problem in our society | 0.31 | 0.72 |
| The government interferes far too much in our everyday lives | 0.28 | 0.15 |
| Nowadays it seems like there is just as much discrimination against upper castes as there is against Dalits | 0.13 | 0.71 |
| The government should stop telling people how to live their lives | 0.02 | 0.31 |
| It’s not the government’s business to try to protect people from themselves | -0.16 | 0.10 |

|  | PA1 | PA2 |
| --- | --- | --- |
| SS loadings | 2.44 | 1.26 |
| Proportion Var | 0.20 | 0.11 |
| Cumulative Var | 0.20 | 0.31 |
| Proportion Explained | 0.66 | 0.34 |
| Cumulative Proportion | 0.66 | 1.00 |

Factor Analysis on Kahan et al (2007) scale: 4 factor spaces

| Items | PA1 | PA2 | PA3 | PA4 |
| --- | --- | --- | --- | --- |
| We need to dramatically reduce inequalities between men and women | 0.76 | 0.03 | 0.10 | -0.03 |
| We need to dramatically reduce inequalities between the rich and the poor | 0.66 | 0.16 | 0.17 | 0.03 |
| Our society would be better off if the distribution of wealth was more equal | 0.52 | 0.13 | 0.23 | 0.03 |
| We have gone too far in pushing equal rights in this country | 0.45 | 0.15 | 0.21 | 0.05 |
| Sometimes the government needs to make laws that keep people from hurting themselves | 0.35 | 0.06 | 0.52 | 0.03 |
| The government interferes far too much in our everyday lives | 0.27 | -0.01 | 0.13 | 0.67 |
| Discrimination against minorities is still a very serious problem in our society | 0.20 | 0.77 | 0.24 | 0.05 |
| The government should put limits on the choices individuals can make so they don’t get in the way of what’s good for society | 0.17 | 0.12 | 0.83 | 0.00 |
| The government should do more to advance society’s goals, even if that means limiting the freedom and choices of individuals | 0.15 | 0.10 | 0.56 | 0.06 |
| Nowadays it seems like there is just as much discrimination against upper castes as there is against Dalits | 0.14 | 0.69 | 0.04 | 0.13 |
| The government should stop telling people how to live their lives | -0.02 | 0.24 | 0.04 | 0.33 |
| It’s not the government’s business to try to protect people from themselves | -0.16 | 0.03 | -0.05 | 0.22 |

|  | PA1 | PA3 | PA2 | PA4 |
| --- | --- | --- | --- | --- |
| SS loadings | 1.82 | 1.49 | 1.22 | 0.64 |
| Proportion Var | 0.15 | 0.12 | 0.10 | 0.05 |
| Cumulative Var | 0.15 | 0.28 | 0.38 | 0.43 |
| Proportion Explained | 0.35 | 0.29 | 0.24 | 0.12 |
| Cumulative Proportion | 0.35 | 0.64 | 0.88 | 1.00 |

**The economic -political values of the perceiver scale**

* **DECISIONDECEN** Local politicians shouldn’t have to ask permission from the central government to implement policies
* **DECISIONCEN** Laws and policies would be implemented more smoothly if more power lay with the central government.
* **SYSTEMTOTAL** It is good to have a strong leader who does not have to bother with elections.
* **SYSTEMTECHNO** Experts, not the government, should make decisions according to what they think is best for the country.
* **SYSTEMDEMO** It is very important to have a democratic political system because it ensures that no individual leader has too much power.
* **SYSTEMRELIGION** There should be a system governed by religious law.
* **INDUSTRYSMALL** Large corporations are destroying the local industries in India and benefiting only a handful of people.
* **INDUSTRYLARGE** Large scale industries are required for the development of the country that will benefit everyone
* **ECONOMYLOCAL** India would be better off if foreign companies didn’t come to here
* **ECONOMYGLOBAL** Foreign companies have led to a range of benefits for the Indian people and society
* **DEVOVERENV** Economic growth and creating jobs should be prioritized over environmental protection
* **ENVOVERDEV** Polluting industries that spoil the environment should be shut down even if it costs people their jobs
* **OWNERPVT** All businesses and industries should be owned privately
* **OWNERPUB** The government should own most large businesses and industries
* **OWNERREG** Regardless of ownership, the government should pass strong regulations and implement them
* **OWNERNOREG** There is too much red-tape and the government should not interfere with businesses and industries
* **WEALTHLIM** A limit should be put to how much wealth a person can amass
* **MECHANISATION** Rapid mechanization of work is taking away jobs from workers in this country

Cronbach’s alpha test on the economic -political values of the perceiver

Factor Analysis on the economic and political values scale: 2 factor spaces

| Items | PA1 | PA2 |
| --- | --- | --- |
| A limit should be put to how much wealth a person can amass | 0.61 | -0.18 |
| All businesses and industries should be owned privately | 0.55 | -0.20 |
| Rapid mechanization of work is taking away jobs from workers in this country | 0.53 | 0.02 |
| Foreign companies have led to a range of benefits for the Indian people and society | 0.52 | 0.19 |
| Local politicians shouldn’t have to ask permission from the central government to implement policies | 0.51 | -0.05 |
| There should be a system governed by religious law | 0.49 | 0.08 |
| It is very important to have a democratic political system because it ensures that no individual leader has too much power | 0.49 | 0.07 |
| Economic growth and creating jobs should be prioritized over environmental protection | 0.46 | 0.05 |
| India would be better off if foreign companies didn’t come to here | 0.41 | 0.09 |
| It is good to have a strong leader who does not have to bother with elections | 0.41 | 0.06 |
| Large scale industries are required for the development of the country that will benefit everyone | 0.36 | 0.27 |
| There is too much red-tape and the government should not interfere with businesses and industries | 0.36 | 0.37 |
| Large corporations are destroying the local industries in India and benefiting only a handful of people | 0.36 | -0.06 |
| Polluting industries that spoil the environment should be shut down even if it costs people their jobs | 0.32 | 0.14 |
| Experts, not the government, should make decisions according to what they think is best for the country | 0.21 | -0.02 |
| Laws and policies would be implemented more smoothly if more power lay with the central government | 0.20 | 0.40 |
| Regardless of ownership, the government should pass strong regulations and implement them | -0.11 | 0.46 |
| The government should own most large businesses and industries | -0.17 | 0.50 |

|  | PA1 | PA2 |
| --- | --- | --- |
| SS loadings | 3.13 | 0.99 |
| Proportion Var | 0.17 | 0.06 |
| Cumulative Var | 0.17 | 0.23 |
| Proportion Explained | 0.76 | 0.24 |
| Cumulative Proportion | 0.76 | 1.00 |

Factor Analysis on the economic and political values scale: 4 factor spaces

| Items | PA1 | PA2 | PA3 | PA4 |
| --- | --- | --- | --- | --- |
| There should be a system governed by religious law | 0.57 | -0.03 | 0.18 | -0.03 |
| India would be better off if foreign companies didn’t come to here | 0.55 | -0.02 | 0.00 | 0.01 |
| Local politicians shouldn’t have to ask permission from the central government to implement policies | 0.49 | 0.11 | 0.21 | -0.02 |
| Economic growth and creating jobs should be prioritized over environmental protection | 0.46 | 0.11 | 0.04 | 0.15 |
| It is very important to have a democratic political system because it ensures that no individual leader has too much power | 0.46 | 0.10 | 0.10 | 0.16 |
| Large scale industries are required for the development of the country that will benefit everyone | 0.45 | -0.08 | -0.09 | 0.26 |
| Rapid mechanization of work is taking away jobs from workers in this country | 0.43 | 0.04 | 0.40 | 0.03 |
| It is good to have a strong leader who does not have to bother with elections | 0.41 | 0.08 | 0.05 | 0.12 |
| A limit should be put to how much wealth a person can amass | 0.38 | 0.41 | 0.26 | 0.21 |
| Foreign companies have led to a range of benefits for the Indian people and society | 0.32 | -0.04 | 0.47 | 0.27 |
| All businesses and industries should be owned privately | 0.32 | 0.44 | 0.24 | 0.21 |
| There is too much red-tape and the government should not interfere with businesses and industries | 0.29 | -0.09 | 0.04 | 0.46 |
| Large corporations are destroying the local industries in India and benefiting only a handful of people | 0.16 | 0.12 | 0.42 | 0.05 |
| Polluting industries that spoil the environment should be shut down even if it costs people their jobs | 0.08 | 0.09 | 0.24 | 0.42 |
| Regardless of ownership, the government should pass strong regulations and implement them | 0.06 | -0.45 | -0.10 | 0.11 |
| Laws and policies would be implemented more smoothly if more power lay with the central government | 0.00 | -0.17 | 0.14 | 0.62 |
| The government should own most large businesses and industries | -0.06 | -0.57 | 0.03 | 0.10 |
| Experts, not the government, should make decisions according to what they think is best for the country | -0.07 | 0.07 | 0.52 | 0.13 |

|  | PA1 | PA3 | PA4 | PA2 |
| --- | --- | --- | --- | --- |
| SS loadings | 2.33 | 1.13 | 1.10 | 1.01 |
| Proportion Var | 0.13 | 0.06 | 0.06 | 0.06 |
| Cumulative Var | 0.13 | 0.19 | 0.25 | 0.31 |
| Proportion Explained | 0.42 | 0.20 | 0.20 | 0.18 |
| Cumulative Proportion | 0.42 | 0.62 | 0.82 | 1.00 |

Factor Analysis on the economic and political values scale: 6 factor spaces

| Items | PA1 | PA2 | PA3 | PA4 | PA5 | PA6 |
| --- | --- | --- | --- | --- | --- | --- |
| Large scale industries are required for the development of the country that will benefit everyone | 0.48 | 0.09 | -0.04 | 0.09 | 0.13 | 0.13 |
| India would be better off if foreign companies didn’t come to here | 0.47 | -0.03 | 0.03 | 0.00 | -0.07 | 0.30 |
| Economic growth and creating jobs should be prioritized over environmental protection | 0.45 | 0.11 | 0.07 | -0.14 | -0.01 | 0.24 |
| It is good to have a strong leader who does not have to bother with elections | 0.45 | -0.02 | 0.11 | -0.07 | 0.07 | 0.11 |
| There is too much red-tape and the government should not interfere with businesses and industries | 0.40 | 0.12 | 0.08 | 0.15 | 0.37 | -0.01 |
| Local politicians shouldn’t have to ask permission from the central government to implement policies | 0.33 | -0.07 | 0.18 | -0.12 | 0.05 | 0.36 |
| There should be a system governed by religious law | 0.32 | -0.16 | 0.09 | 0.06 | 0.14 | 0.47 |
| A limit should be put to how much wealth a person can amass | 0.28 | 0.00 | 0.22 | -0.36 | 0.30 | 0.26 |
| All businesses and industries should be owned privately | 0.24 | -0.03 | 0.21 | -0.38 | 0.33 | 0.21 |
| Foreign companies have led to a range of benefits for the Indian people and society | 0.23 | 0.03 | 0.44 | 0.09 | 0.33 | 0.23 |
| It is very important to have a democratic political system because it ensures that no individual leader has too much power | 0.22 | 0.12 | -0.05 | -0.10 | 0.18 | 0.54 |
| Rapid mechanization of work is taking away jobs from workers in this country | 0.17 | 0.03 | 0.31 | -0.04 | 0.07 | 0.51 |
| Large corporations are destroying the local industries in India and benefiting only a handful of people | 0.16 | -0.06 | 0.50 | -0.10 | 0.08 | 0.06 |
| Laws and policies would be implemented more smoothly if more power lay with the central government | 0.14 | 0.88 | 0.13 | 0.16 | 0.23 | -0.01 |
| Regardless of ownership, the government should pass strong regulations and implement them | 0.11 | -0.04 | -0.09 | 0.52 | 0.10 | -0.06 |
| Polluting industries that spoil the environment should be shut down even if it costs people their jobs | -0.01 | 0.14 | 0.13 | -0.03 | 0.56 | 0.14 |
| The government should own most large businesses and industries | -0.07 | 0.14 | 0.01 | 0.56 | -0.04 | 0.03 |
| Experts, not the government, should make decisions according to what they think is best for the country | -0.09 | 0.16 | 0.53 | -0.08 | 0.05 | 0.06 |

|  | PA1 | PA6 | PA3 | PA4 | PA2 | PA5 |
| --- | --- | --- | --- | --- | --- | --- |
| SS loadings | 1.58 | 1.27 | 1.02 | 0.99 | 0.94 | 0.92 |
| Proportion Var | 0.09 | 0.07 | 0.06 | 0.06 | 0.05 | 0.05 |
| Cumulative Var | 0.09 | 0.16 | 0.22 | 0.27 | 0.32 | 0.37 |
| Proportion Explained | 0.23 | 0.19 | 0.15 | 0.15 | 0.14 | 0.14 |
| Cumulative Proportion | 0.23 | 0.42 | 0.58 | 0.72 | 0.86 | 1.00 |

**Economic and Political characteristics of the energy technology scale - Solar Energy and rooftop solar energy**

* **DISPLACESOLAR** Solar energy is leading to displacement of people from their land
* **POLLUTESOLAR** Solar energy increases pollution of air/water/land
* **HEALTHSOLAR** Solar energy poses a great risk to the health of people living around it
* **JOBSSOLAR** Solar energy will bring jobs to the local community
* **BEAUTYSOLAR** Solar energy spoils the natural beauty of the landscape
* **PRIDESOLAR** I would be proud if my community used solar energy
* **NPRIDESOLAR** Solar energy is a mark of pride for our nation
* **DEVSOLAR** Solar energy pushes forward the country’s development
* **PROSPERSOLAR** Solar energy brings economic prosperity to the surrounding regions
* **RELYSOLAR** I don’t like the idea that I have to rely on the government for electricity from (large scale) solar energy

Cronbach’s alpha test on the Eco-Pol characteristics of the technology - Solar Energy

Factor Analysis on the eco- pol characteristics of the technology, Solar Energy : 2 factor spaces

| Items | PA1 | PA2 |
| --- | --- | --- |
| Solar energy pushes forward the country’s development | 0.83 | -0.14 |
| Solar energy brings economic prosperity to the surrounding regions | 0.79 | -0.05 |
| I would be proud if my community used solar energy | 0.78 | -0.21 |
| Solar energy is a mark of pride for our nation | 0.77 | -0.10 |
| I don’t like the idea that I have to rely on the government for electricity from (large scale) solar energy | 0.55 | 0.04 |
| Solar energy will bring jobs to the local community | 0.50 | 0.19 |
| Solar energy is leading to displacement of people from their land | 0.04 | 0.60 |
| Solar energy spoils the natural beauty of the landscape | -0.03 | 0.66 |
| Solar energy poses a great risk to the health of people living around it | -0.06 | 0.82 |
| Solar energy increases pollution of air/water/land | -0.12 | 0.80 |

|  | PA1 | PA2 |
| --- | --- | --- |
| SS loadings | 3.08 | 2.21 |
| Proportion Var | 0.31 | 0.22 |
| Cumulative Var | 0.31 | 0.53 |
| Proportion Explained | 0.58 | 0.42 |
| Cumulative Proportion | 0.58 | 1.00 |

Factor Analysis on the eco- pol characteristics of the technology, Solar Energy : 4 factor spaces

| Items | PA1 | PA2 | PA3 | PA4 |
| --- | --- | --- | --- | --- |
| Solar energy pushes forward the country’s development | 0.82 | -0.13 | 0.03 | 0.08 |
| Solar energy is a mark of pride for our nation | 0.81 | -0.07 | -0.22 | -0.11 |
| I would be proud if my community used solar energy | 0.79 | -0.20 | -0.08 | 0.25 |
| Solar energy brings economic prosperity to the surrounding regions | 0.79 | -0.05 | 0.06 | -0.15 |
| I don’t like the idea that I have to rely on the government for electricity from (large scale) solar energy | 0.54 | 0.02 | 0.26 | -0.05 |
| Solar energy will bring jobs to the local community | 0.49 | 0.18 | 0.23 | 0.11 |
| Solar energy is leading to displacement of people from their land | 0.03 | 0.59 | 0.27 | -0.06 |
| Solar energy spoils the natural beauty of the landscape | -0.04 | 0.65 | 0.03 | -0.06 |
| Solar energy poses a great risk to the health of people living around it | -0.06 | 0.85 | -0.11 | 0.03 |
| Solar energy increases pollution of air/water/land | -0.12 | 0.80 | 0.00 | 0.08 |

|  | PA1 | PA2 | PA3 | PA4 |
| --- | --- | --- | --- | --- |
| SS loadings | 3.13 | 2.23 | 0.27 | 0.13 |
| Proportion Var | 0.31 | 0.22 | 0.03 | 0.01 |
| Cumulative Var | 0.31 | 0.54 | 0.56 | 0.58 |
| Proportion Explained | 0.54 | 0.39 | 0.05 | 0.02 |
| Cumulative Proportion | 0.54 | 0.93 | 0.98 | 1.00 |

| Items | PA1 | PA2 |
| --- | --- | --- |
| Rooftop solar pushes forward the country’s development | 0.81 | -0.11 |
| Rooftop solar is a mark of pride for our nation | 0.79 | -0.07 |
| Rooftop solar brings economic prosperity to the surrounding regions | 0.76 | -0.03 |
| I would be proud if my community used Rooftop solar | 0.73 | -0.15 |
| I don’t like the idea that I have to rely on the government for electricity from (large scale) Rooftop solar | 0.64 | -0.12 |
| Rooftop solar will bring jobs to the local community | 0.47 | 0.12 |
| Rooftop solar is leading to displacement of people from their land | 0.01 | 0.67 |
| Rooftop solar spoils the natural beauty of the landscape | -0.04 | 0.72 |
| Rooftop solar poses a great risk to the health of people living around it | -0.07 | 0.82 |
| Rooftop solar increases pollution of air/water/land | -0.15 | 0.78 |

|  | PA1 | PA2 |
| --- | --- | --- |
| SS loadings | 3.04 | 2.32 |
| Proportion Var | 0.30 | 0.23 |
| Cumulative Var | 0.30 | 0.54 |
| Proportion Explained | 0.57 | 0.43 |
| Cumulative Proportion | 0.57 | 1.00 |