

## consent

We invite you to take part in this study, which is part of a larger program of research being carried out under the supervision of Professor Leif Nelson, who is a faculty member in the Haas School of Business at UC Berkeley.

As a participant in this research, you will be asked to complete the attached online survey, which contains a short questionnaire.

You will complete this survey at home, on your own computer

Although this research has no direct benefits for you, the findings from it may benefit scientific knowledge.

This study presents minimal risk to you. In the event of an unanticipated breach of confidentiality, you would be exposed to a loss of privacy; however, we are taking measures to minimize such a risk. Your responses will be kept as confidential as possible and all data will be stored on password protected computers and on encrypted hard drives.

Your responses will be retained indefinitely. Your name and other identifying information will not be used in any publications of this research.

If you have any questions about your rights or treatment as a participant in this research project, please contact the University of California at Berkeley's Committee for the Protection of Human Subjects at 510-642-7461 or email [subjects@berkeley.edu](mailto:subjects@berkeley.edu).

If you agree to participate in this study, select yes below to enter the survey.

Do you consent to participate in this study?

- ☐ Yes
- ☐ No

## Intro Question Block

Do you think global warming has been happening?

- ☐ I think global warming has been happening
- ☐ I do not think global warming has been happening
- ☐ I cannot tell whether global warming has been happening or not

How serious a problem do you think global warming is for the United States?

Not at all serious    ☐ ☐ ☐ ☐ ☐ ☐ ☐    Very serious

### Paragraph\_1\_no language

Below is what a researcher might say after conducting a survey measuring Americans' opinions about global warming. Please read the paragraph, and then we'll ask you some questions about it.

"One group of people believed that global warming has been happening, that it has been caused by humans, that it is bad, and that it requires government action. The other group of people believed that global warming has not been happening, that if it has been happening, it has not been caused by humans and is not a bad thing, and that government should not do anything about it."

### Paragraph\_3\_deniers\_not call

Below is what a researcher might say after conducting a survey measuring Americans' opinions about global warming. Please read the paragraph, and then we'll ask you some questions about it.

"One group of people believed that global warming has been happening, that it has been caused by humans, that it is bad, and that it requires government action. The other group of people, climate change deniers, believed that global warming has not been happening, that if it has been happening, it has not been caused by humans and is not a bad thing, and that government should not do anything about it."

### DVs

Do you think the researcher who wrote the paragraph you read believes in global warming?

- ☐ The researcher thinks global warming has been happening
- ☐ The researcher thinks global warming has not been happening
- ☐ I cannot tell whether the researcher thinks global warming has or has not been happening

Do you think the researcher respects one group of people, either those who believe global warming is happening, or those who believe global warming is not happening, more than the other?

- ☐ The researcher respects those who think global warming has been happening more
- ☐ The researcher respects those who think global warming has not been happening more
- ☐ I do not think the researcher respects one group more than the other

How serious a problem do you think the researcher thinks global warming is for the United States?

Not at all serious    ☐ ☐ ☐ ☐ ☐ ☐ ☐    Very serious

How much do you trust what the researcher is saying about his research?

Not at all    ☐ ☐ ☐ ☐ ☐ ☐ ☐    Very much

How much do you trust other scientists who do research on public opinions about global warming?

Not at all    ☐ ☐ ☐ ☐ ☐ ☐ ☐    Very much

## Attention Check

In this study, you read about a researcher who describes people who do believe global warming has been occurring as well as those who do not believe global warming has been occurring.

In one version of the study, the researcher calls the people who do not believe global warming has been occurring "climate change deniers" while in the other version, the researcher does not use this language.

Which version of the study did you complete?

- ☐ The researcher did not use the phrase "climate change deniers."
- ☐ The researcher did use the phrase "climate change deniers."

## Demos

Have you completed this questionnaire previously?

- ☐ Yes
- ☐ No

How many times have you taken this survey previously?

What is your gender?

- ☐ Male
- ☐ Female

What is your year of birth?

What is the highest level of education you have completed?

- ☐ Less than first grade
- ☐ 1st, 2nd, 3rd, or 4th grade
- ☐ 5th or 6th grade
- ☐ 7th or 8th grade
- ☐ 9th grade
- ☐ 10th grade
- ☐ 11th grade
- ☐ 12th grade - NO DIPLOMA
- ☐ High School Graduate - HS Diploma or Equivalent (GED)
- ☐ Some college but no degree
- ☐ Associate degree in college - Occupational/vocational program
- ☐ Bachelor's degree (For example: BA, AB, BS)
- ☐ Master's Degree (For example: MA, MS, MEng, MEd, MSW, MBA)

- ☐ Professional School Degree (For example: MD, DDS, DVM, LLB, JD)
- ☐ Doctorate Degree (For example: PhD, EdD)

What is your race/ethnicity?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other

Are you Hispanic or Latino?

- ☐ Yes
- ☐ No

What is your income?

- ☐ Less than \$30,000
- ☐ \$30,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more

What is your ZIP code?

Were you invited through an email link to participate in this survey?

- ☐ Yes
- ☐ No

If you were not invited through an email link, how were you invited to participate in this survey?

What is the name of the company that invited you to answer this survey?

How many panels are you a member of to complete online surveys?

Please type one name in each box below to tell us the names of the companies who sponsor the online survey panels to which you belong.

Click to write Choice 1

Click to write Choice 2

Click to write Choice 3

Click to write Form field 4

Click to write Form field 5

Click to write Form field 6

Click to write Form field 7

Click to write Form field 8

Click to write Form field 9

Click to write Form field 10

Will you receive cash to pay you for completing this survey, or will you be compensated in some other way?

- ☐ Cash
- ☐ Some other way
- ☐ With points that can be used to get gifts, prizes, or to enter lotteries
- ☐ Not compensated at all

How much money will you be paid for completing this survey?

How will you be compensated for completing this survey?