

Instrument Correlations

```
pacman::p_load(dplyr, purrr, tidyr, here, haven, tibble, ggplot2, ggh4x, lme4, knitr, kableExtra, gt, p  
options(digits=2, scipen=999, dplyr.summarise.inform=FALSE)  
  
source(here("scripts", "survey_functions.R"))  
  
draw <- readRDS(here("data", "draw.rds"))  
dinst <- readRDS(here("data", "dinst.rds"))  
  
# Attari Energy Survey (Part 1)  
aes1 <- draw |> select(id, ATT01:ATT18)  
aes2 <- dinst |> select(id, ATT01:ATT18)  
aes_combined <- bind_rows(aes1, aes2)  
  
att_useSave <- draw |> select(id, ATT19:ATT33)  
att_useSave2 <- dinst |> select(id, ATT19:ATT33)  
att2_combined <- bind_rows(att_useSave, att_useSave2)  
  
els1 <- draw |> select(id, ELS01:ELS08)  
els2 <- dinst |> select(id, ELS01:ELS08)  
els <- bind_rows(els1, els2)  
  
rs1 <- draw |> select(id, RS01:RS06)  
rs2 <- dinst |> select(id, RS01:RS06)  
rs <- bind_rows(rs1, rs2)  
  
attari1 <- analyze_attari_survey_part1(aes_combined)  
attari2_scores <- analyze_attari_survey(att2_combined)  
els_scores <- analyze_els_survey(els)  
rs_scores <- analyze_recycling_survey(rs)  
  
# Combine all scores into one dataframe  
combined_scores <- attari1 %>%
```

```

left_join(attari2_scores, by="id") %>%
left_join(els_scores, by="id") %>%
left_join(rs_scores, by="id")

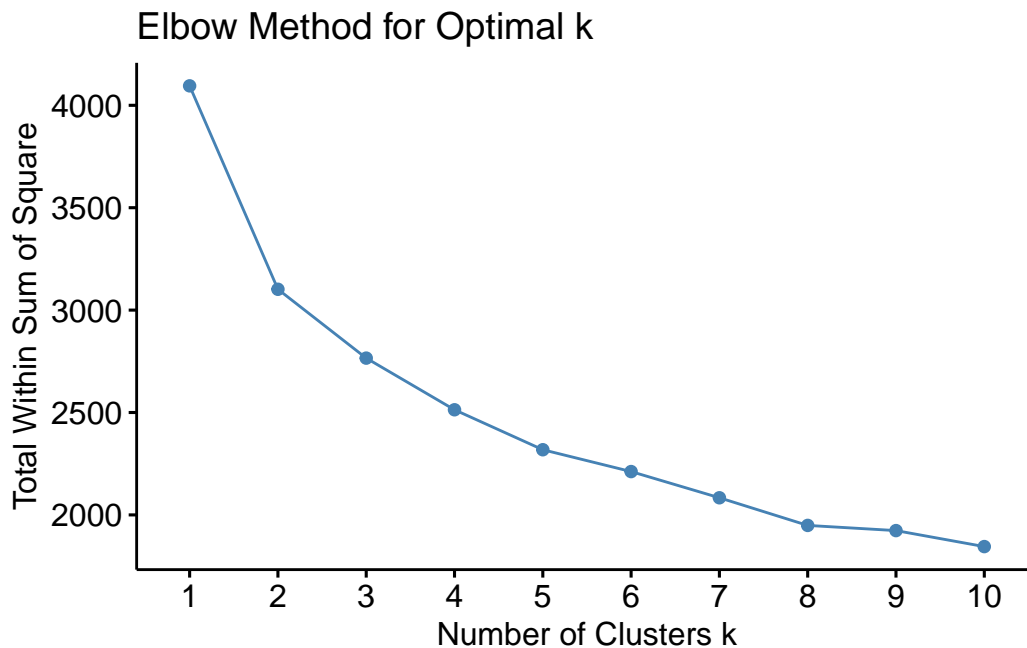
# Rename columns for clarity
names(combined_scores) <- c("id", "perceived_difficulty", "numeracy",
                             "energy_use", "energy_save",
                             "els_accuracy", "els_score",
                             "env_attitude", "env_attitude_z",
                             "pol_conservatism", "pol_conservatism_z")

# 1. Cluster Analysis

# Prepare data for clustering (select relevant variables and scale)
cluster_data <- combined_scores %>%
  select(perceived_difficulty, numeracy, energy_use, energy_save, els_score, env_attitude_z,
         na.omit()) %>%
  scale()

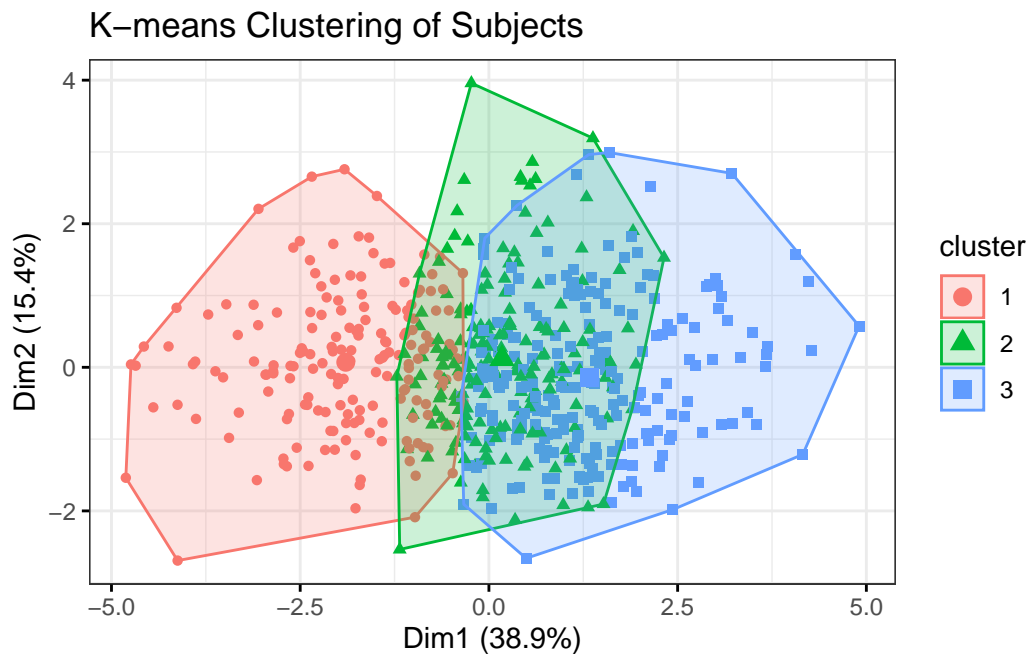
# Determine optimal number of clusters using the elbow method
fviz_nbclust(cluster_data, kmeans, method = "wss") +
  labs(title = "Elbow Method for Optimal k", x = "Number of Clusters k")

```



```
# Perform k-means clustering (e.g., with 3 clusters)
set.seed(123)
km_result <- kmeans(cluster_data, centers = 3, nstart = 25)

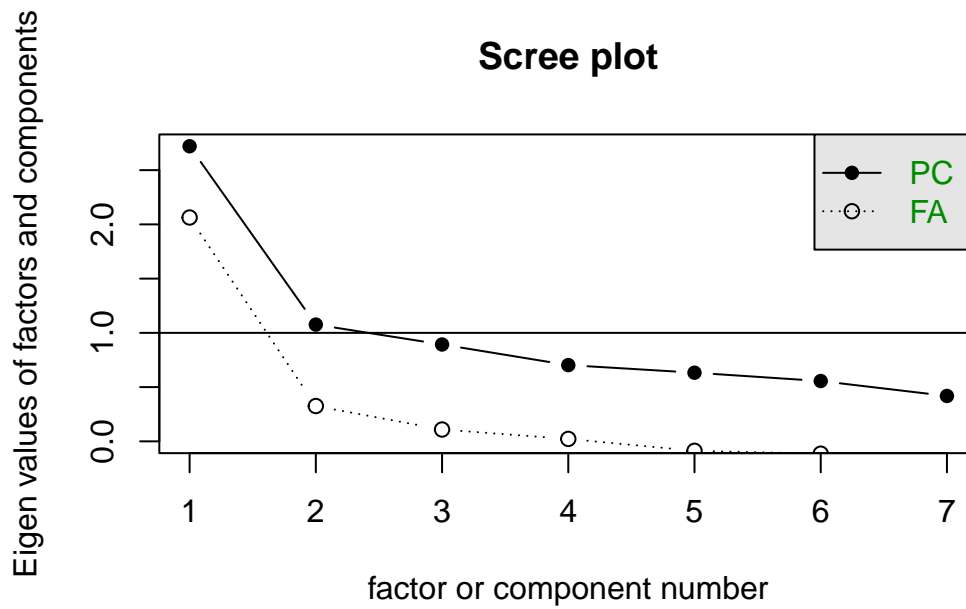
# Visualize the clusters
fviz_cluster(km_result, data = cluster_data,
              geom = "point",
              ellipse.type = "convex",
              ggtheme = theme_bw()) +
  labs(title = "K-means Clustering of Subjects")
```



```
# Add cluster assignments to the main dataframe
combined_scores$cluster <- as.factor(km_result$cluster)

# 2. Enhanced Factor Analysis

# Scree plot to determine the number of factors
fa_data <- combined_scores %>%
  select(perceived_difficulty, numeracy, energy_use, energy_save, els_score, env_attitude_z,
         na.omit())
scree(fa_data)
```



```
# Perform factor analysis with, e.g., 3 factors
fa_result <- fa(fa_data, nfactors = 2, rotate = "varimax")
print(fa_result, cut = 0.3, sort = TRUE)
```

```
Factor Analysis using method = minres
Call: fa(r = fa_data, nfactors = 2, rotate = "varimax")
Standardized loadings (pattern matrix) based upon correlation matrix
```

	item	MR1	MR2	h2	u2	com
energy_use	3	0.77		0.61	0.3856	1.1
energy_save	4	0.68		0.49	0.5146	1.1
numeracy	2	0.52		0.29	0.7067	1.2
els_score	5	0.50		0.30	0.6954	1.4
pol_conservatism_z	7			0.14	0.8570	2.0
env_attitude_z	6		0.99	1.00	0.0035	1.0
perceived_difficulty	1		-0.36	0.19	0.8120	1.7

	MR1	MR2
SS loadings	1.72	1.31
Proportion Var	0.25	0.19
Cumulative Var	0.25	0.43
Proportion Explained	0.57	0.43
Cumulative Proportion	0.57	1.00

```
Mean item complexity = 1.4
```

Test of the hypothesis that 2 factors are sufficient.

df null model = 21 with the objective function = 1.3 with Chi Square = 760
df of the model are 8 and the objective function was 0.03

The root mean square of the residuals (RMSR) is 0.03

The df corrected root mean square of the residuals is 0.04

The harmonic n.obs is 586 with the empirical chi square 17 with prob < 0.035

The total n.obs was 586 with Likelihood Chi Square = 17 with prob < 0.029

Tucker Lewis Index of factoring reliability = 0.97

RMSEA index = 0.044 and the 90 % confidence intervals are 0.014 0.073

BIC = -34

Fit based upon off diagonal values = 0.99

Measures of factor score adequacy

	MR1	MR2
Correlation of (regression) scores with factors	0.87	1.00
Multiple R square of scores with factors	0.76	0.99
Minimum correlation of possible factor scores	0.52	0.99

```
# 3. Enhanced Regression Models
```

```
# Model predicting ELS from motivation, controlling for other knowledge scores
```

```
model_els_enhanced <- lm(els_score ~ perceived_difficulty + env_attitude_z + pol_conservatism_z +  
                           numeracy + energy_use + energy_save, data = combined_scores)
```

```
summary(model_els_enhanced)
```

Call:

```
lm(formula = els_score ~ perceived_difficulty + env_attitude_z +  
    pol_conservatism_z + numeracy + energy_use + energy_save,  
    data = combined_scores)
```

Residuals:

Min	1Q	Median	3Q	Max
-2.8527	-0.5932	-0.0299	0.6199	1.8308

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-0.00000000000000163	0.03613218269822796	0.00	1.0000
perceived_difficulty	-0.06114449214752567	0.04004735896976241	-1.53	0.1274
env_attitude_z	0.13430310791561964	0.04088654156087833	3.28	0.0011

pol_conservatism_z	-0.02729118081676693	0.03888339472559318	-0.70	0.4830
numeracy	0.16978503215872956	0.04078151886943691	4.16	0.000036
energy_use	0.19904507771344263	0.04637687030463776	4.29	0.000021
energy_save	0.13859460176947813	0.04521755406911262	3.07	0.0023

(Intercept)

perceived_difficulty

env_attitude_z **

pol_conservatism_z

numeracy ***

energy_use ***

energy_save **

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.88 on 579 degrees of freedom

Multiple R-squared: 0.243, Adjusted R-squared: 0.235

F-statistic: 30.9 on 6 and 579 DF, p-value: <0.0000000000000002

4. Interaction Effects in Regression

Example: Interaction between environmental attitude and perceived difficulty on ELS

```
model_interaction <- lm(els_score ~ perceived_difficulty * env_attitude_z, data = combined_scores)
summary(model_interaction)
```

Call:

```
lm(formula = els_score ~ perceived_difficulty * env_attitude_z,
    data = combined_scores)
```

Residuals:

Min	1Q	Median	3Q	Max
-3.169	-0.678	0.026	0.689	2.285

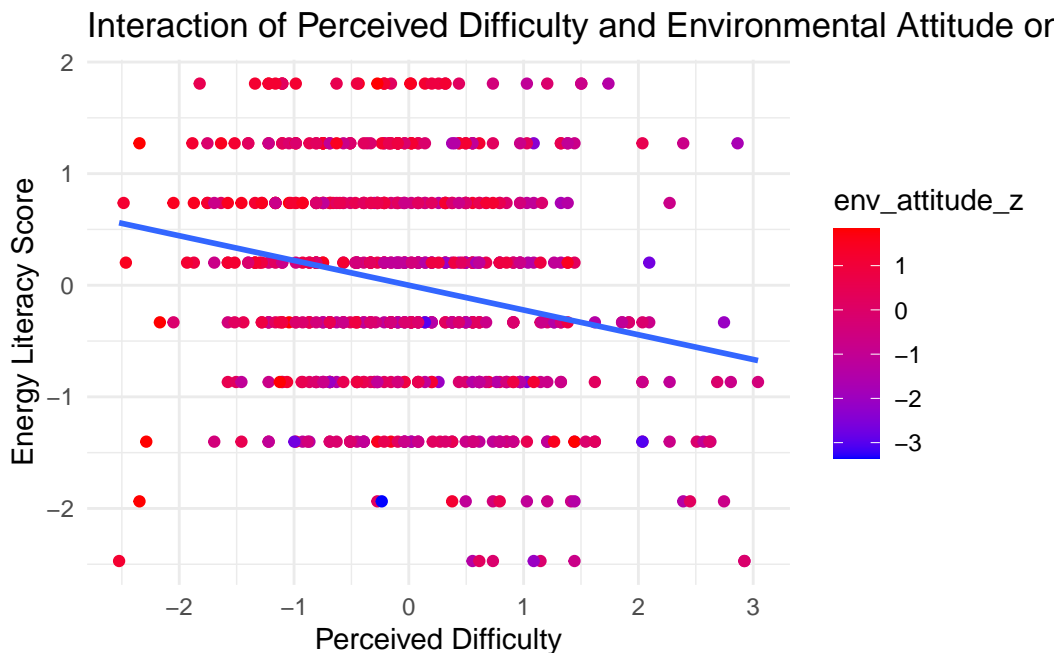
Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-0.0130	0.0423	-0.31	0.7592
perceived_difficulty	-0.1383	0.0428	-3.23	0.0013 **
env_attitude_z	0.2187	0.0428	5.11	0.00000045 ***
perceived_difficulty:env_attitude_z	-0.0337	0.0393	-0.86	0.3915

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.96 on 582 degrees of freedom
 Multiple R-squared: 0.0915, Adjusted R-squared: 0.0868
 F-statistic: 19.5 on 3 and 582 DF, p-value: 0.00000000000438

```
# Visualize the interaction (example)
ggplot(combined_scores, aes(x = perceived_difficulty, y = els_score, color = env_attitude_z)) +
  geom_point() +
  geom_smooth(method = "lm", se = FALSE) +
  scale_color_gradient(low = "blue", high = "red") +
  labs(title = "Interaction of Perceived Difficulty and Environmental Attitude on ELS",
       x = "Perceived Difficulty",
       y = "Energy Literacy Score") +
  theme_minimal()
```



```
combined_df <- attari1 %>%
  full_join(attari2_scores, by = "id") %>%
  full_join(els_scores, by = "id") %>%
  full_join(rs_scores, by = "id")

# 1. Create knowledge profiles using cluster analysis
knowledge_vars <- combined_df %>%
  select(numeracy_score, relative_energy_use_score,
```

```

        relative_energy_save_score, els)

set.seed(123)
clusters <- kmeans(scale(knowledge_vars), centers=3)

# Add cluster membership to data
combined_df$knowledge_cluster <- as.factor(clusters$cluster)

# Compare motivation scores across clusters
cluster_comparison <- combined_df %>%
  group_by(knowledge_cluster) %>%
  summarise(
    mean_env_attitude = mean(env_attitude, na.rm=TRUE),
    mean_difficulty = mean(perceived_difficulty_score, na.rm=TRUE)
  )

# 2. Test for non-linear relationships
library(mgcv)
gam_model <- gam(els ~ s(env_attitude) + s(perceived_difficulty_score),
  data=combined_df)

# 3. Create interaction model between knowledge and motivation
interaction_model <- lm(els ~ env_attitude * perceived_difficulty_score +
  numeracy_score, data=combined_df)

library(gridExtra)
library(factoextra)
library(mgcv)
library(corrplot)

# 1. Enhanced Correlation Plot
cor_matrix <- combined_df %>%
  select(numeracy_score, relative_energy_use_score,
    relative_energy_save_score, els,
    perceived_difficulty_score, env_attitude,
    pol_conservatism_z) %>%
  cor(use = "pairwise.complete.obs")

corrplot(cor_matrix,

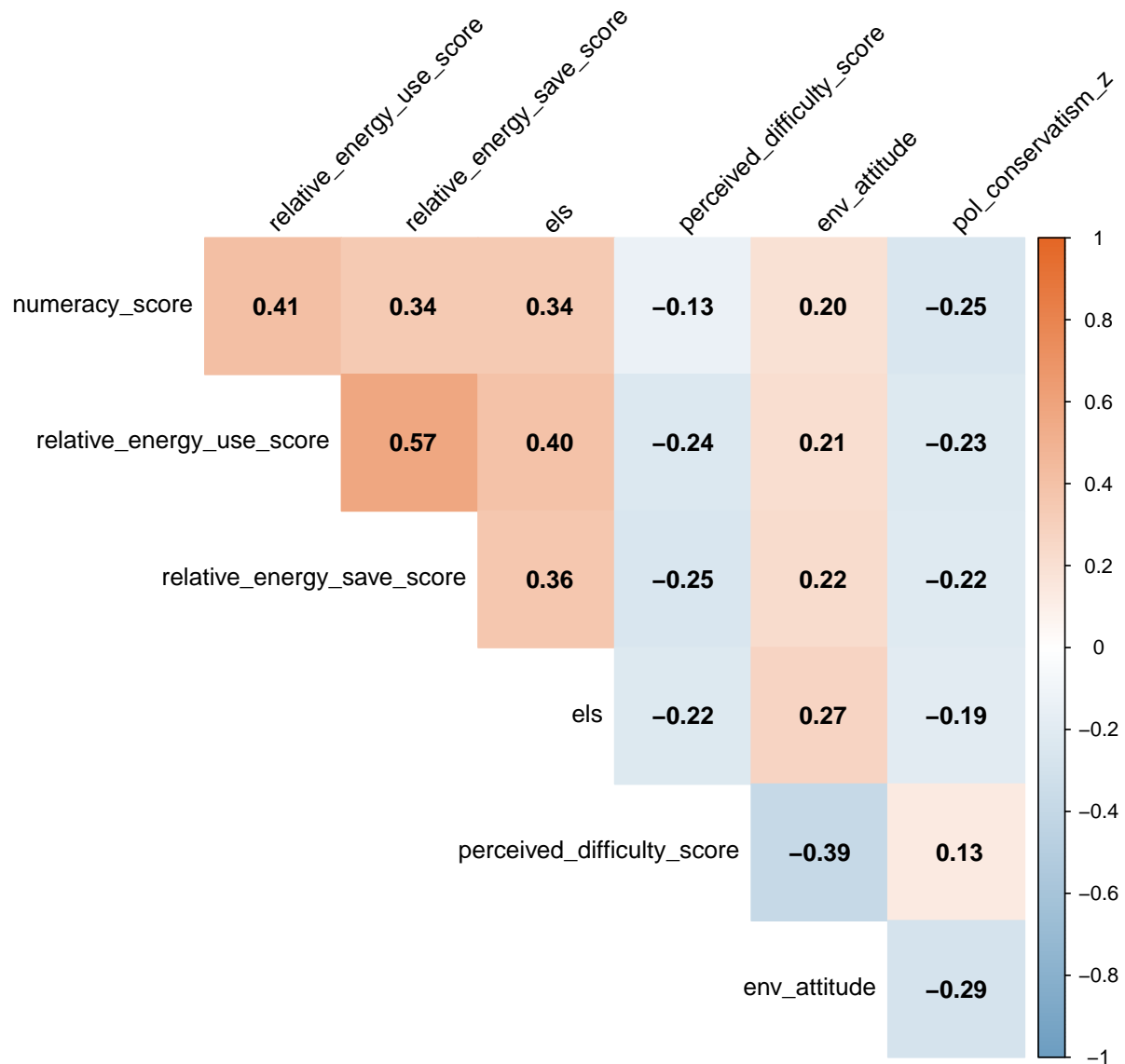
```



```

method = "color",
type = "upper",
addCoef.col = "black",
tl.col = "black",
tl.srt = 45,
diag = FALSE,
col = colorRampPalette(c("#6D9EC1", "white", "#E46726"))(200))

```



```

# 2. Knowledge Profile Clustering
# Standardize knowledge variables
knowledge_vars <- combined_df %>%
  select(numeracy_score, relative_energy_use_score,
         relative_energy_save_score, els) %>%
  scale()

# Determine optimal number of clusters
set.seed(123)
wss <- sapply(1:10, function(k) {
  kmeans(knowledge_vars, centers=k)$tot.withinss
})

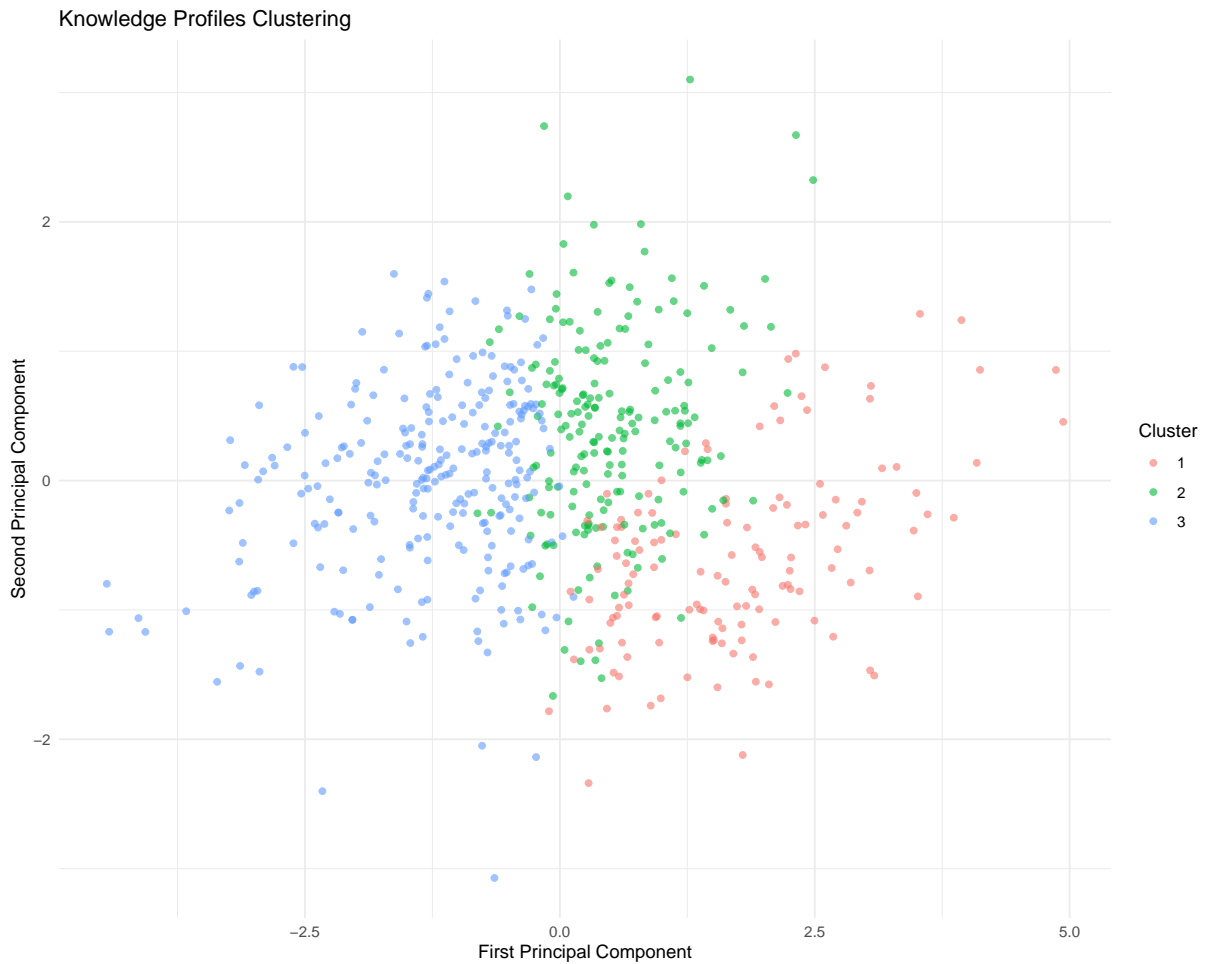
# Perform k-means clustering
k <- 3 # Based on elbow plot inspection
clusters <- kmeans(knowledge_vars, centers=k)

# Add cluster membership to data
combined_df$knowledge_cluster <- as.factor(clusters$cluster)

# Visualize clusters
pca_result <- prcomp(knowledge_vars)
cluster_df <- data.frame(
  PC1 = pca_result$x[,1],
  PC2 = pca_result$x[,2],
  Cluster = combined_df$knowledge_cluster
)

# Create cluster visualization
p_clusters <- ggplot(cluster_df, aes(x=PC1, y=PC2, color=Cluster)) +
  geom_point(alpha=0.6) +
  theme_minimal() +
  labs(title="Knowledge Profiles Clustering",
       x="First Principal Component",
       y="Second Principal Component")
p_clusters

```



```
# 3. Non-linear GAM Analysis
gam_model <- gam(els ~ s(env_attitude) + s(perceived_difficulty_score),
  data=combined_df)

# Create prediction grid for GAM visualization
env_grid <- seq(min(combined_df$env_attitude, na.rm=TRUE),
  max(combined_df$env_attitude, na.rm=TRUE),
  length.out=100)
diff_grid <- seq(min(combined_df$perceived_difficulty_score, na.rm=TRUE),
  max(combined_df$perceived_difficulty_score, na.rm=TRUE),
  length.out=100)

# Predict ELS scores
pred_env <- predict(gam_model,
  newdata=data.frame(env_attitude=env_grid,
```

```

perceived_difficulty_score=mean(combined_df$perceived_difficulty_score)
pred_diff <- predict(gam_model,
                     newdata=data.frame(perceived_difficulty_score=diff_grid,
                                         env_attitude=mean(combined_df$env_attitude, na.rm=TRUE)),

# Create GAM plots
p_gam_env <- ggplot() +
  geom_line(aes(x=env_grid, y=pred_env), color="blue") +
  geom_point(data=combined_df, aes(x=env_attitude, y=els), alpha=0.2) +
  theme_minimal() +
  labs(title="Non-linear Relationship: Environmental Attitude and Energy Literacy",
       x="Environmental Attitude",
       y="Energy Literacy Score")

p_gam_diff <- ggplot() +
  geom_line(aes(x=diff_grid, y=pred_diff), color="red") +
  geom_point(data=combined_df, aes(x=perceived_difficulty_score, y=els), alpha=0.2) +
  theme_minimal() +
  labs(title="Non-linear Relationship: Perceived Difficulty and Energy Literacy",
       x="Perceived Difficulty Score",
       y="Energy Literacy Score")

#p_gam_diff

# 4. Knowledge-Motivation Interaction Analysis
interaction_model <- lm(els ~ env_attitude * perceived_difficulty_score +
                        numeracy_score, data=combined_df)

summary(interaction_model)

```

Call:

```
lm(formula = els ~ env_attitude * perceived_difficulty_score +
    numeracy_score, data = combined_df)
```

Residuals:

Min	1Q	Median	3Q	Max
-3.0152	-0.6285	0.0088	0.6599	2.2174

Coefficients:

	Estimate	Std. Error	t value
--	----------	------------	---------

(Intercept)	-0.7906	0.1966	-4.02
env_attitude	0.2192	0.0538	4.07
perceived_difficulty_score	-0.0550	0.1782	-0.31
numeracy_score	0.2909	0.0387	7.52
env_attitude:perceived_difficulty_score	-0.0177	0.0488	-0.36

Pr(>|t|)

(Intercept)	0.00006570557947 ***
env_attitude	0.00005257587373 ***
perceived_difficulty_score	0.76
numeracy_score	0.000000000000021 ***
env_attitude:perceived_difficulty_score	0.72

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.91 on 581 degrees of freedom

Multiple R-squared: 0.172, Adjusted R-squared: 0.166

F-statistic: 30.2 on 4 and 581 DF, p-value: <0.0000000000000002

```
# Create interaction plot data
env_levels <- quantile(combined_df$env_attitude, probs=c(0.25, 0.75), na.rm=TRUE)
diff_seq <- seq(min(combined_df$perceived_difficulty_score, na.rm=TRUE),
               max(combined_df$perceived_difficulty_score, na.rm=TRUE),
               length.out=100)

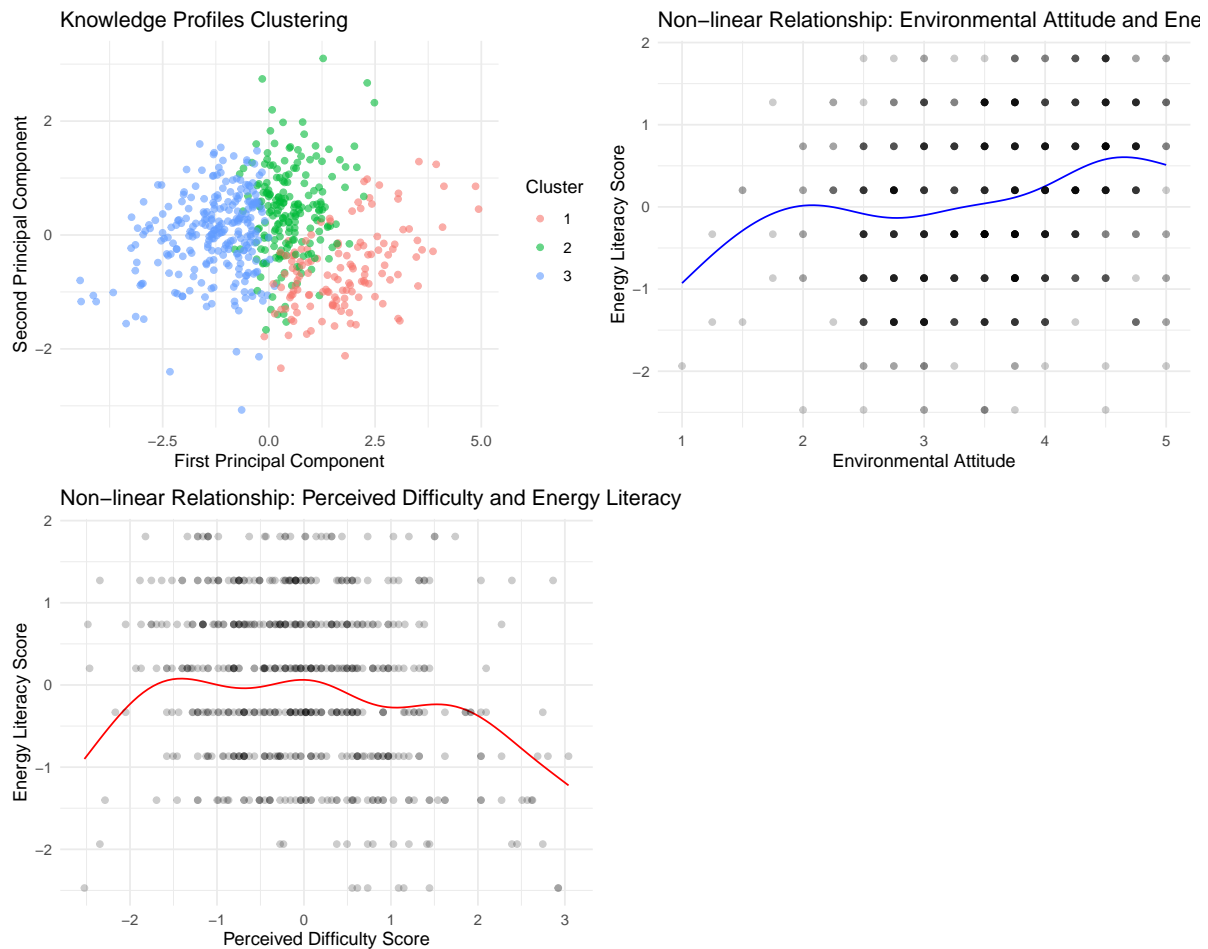
# pred_data <- expand.grid(
#   perceived_difficulty_score = diff_seq,
#   env_attitude = levels(factor(combined_df$env_attitude)),
#   numeracy_score = mean(combined_df$numeracy_score, na.rm=TRUE)
# )

# pred_data$predicted_els <- predict(interaction_model, newdata=pred_data)

# p_interaction <- ggplot(pred_data, aes(x=perceived_difficulty_score, y=predicted_els,
#                                       color=factor(env_attitude))) +
#   geom_line() +
#   theme_minimal() +
#   labs(title="Interaction between Environmental Attitude and Perceived Difficulty",
#        x="Perceived Difficulty Score",
#        y="Predicted Energy Literacy Score",
#        color="Environmental\nAttitude Level")

# Arrange all plots
```

```
grid.arrange(p_clusters, p_gam_env, p_gam_diff, ncol=2)
```



```
# Print statistical summaries
summary(gam_model)
```

Family: gaussian

Link function: identity

Formula:

els ~ s(env_attitude) + s(perceived_difficulty_score)

Parametric coefficients:

Estimate

Std. Error t value Pr(>|t|)

```
(Intercept) 0.00000000000000488 0.03867979305614088      0      1
```

Approximate significance of smooth terms:

	edf	Ref.df	F	p-value
s(env_attitude)	5.44	6.52	6.19	0.0000016 ***
s(perceived_difficulty_score)	6.28	7.42	3.76	0.00043 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

R-sq.(adj) = 0.123 Deviance explained = 14.1%

GCV = 0.89618 Scale est. = 0.87673 n = 586

```
summary(interaction_model)
```

Call:

```
lm(formula = els ~ env_attitude * perceived_difficulty_score +  
    numeracy_score, data = combined_df)
```

Residuals:

Min	1Q	Median	3Q	Max
-3.0152	-0.6285	0.0088	0.6599	2.2174

Coefficients:

	Estimate	Std. Error	t value
(Intercept)	-0.7906	0.1966	-4.02
env_attitude	0.2192	0.0538	4.07
perceived_difficulty_score	-0.0550	0.1782	-0.31
numeracy_score	0.2909	0.0387	7.52
env_attitude:perceived_difficulty_score	-0.0177	0.0488	-0.36

Pr(>|t|)

(Intercept)	0.00006570557947 ***
env_attitude	0.00005257587373 ***
perceived_difficulty_score	0.76
numeracy_score	0.000000000000021 ***
env_attitude:perceived_difficulty_score	0.72

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.91 on 581 degrees of freedom

Multiple R-squared: 0.172, Adjusted R-squared: 0.166

F-statistic: 30.2 on 4 and 581 DF, p-value: <0.0000000000000002

```
# Cluster profile analysis
cluster_profiles <- combined_df %>%
  group_by(knowledge_cluster) %>%
  summarise(
    mean_numeracy = mean(numeracy_score, na.rm=TRUE),
    mean_energy_use = mean(relative_energy_use_score, na.rm=TRUE),
    mean_energy_save = mean(relative_energy_save_score, na.rm=TRUE),
    mean_els = mean(els, na.rm=TRUE),
    mean_env_attitude = mean(env_attitude, na.rm=TRUE),
    mean_difficulty = mean(perceived_difficulty_score, na.rm=TRUE),
    n = n()
  )

print(cluster_profiles)
```

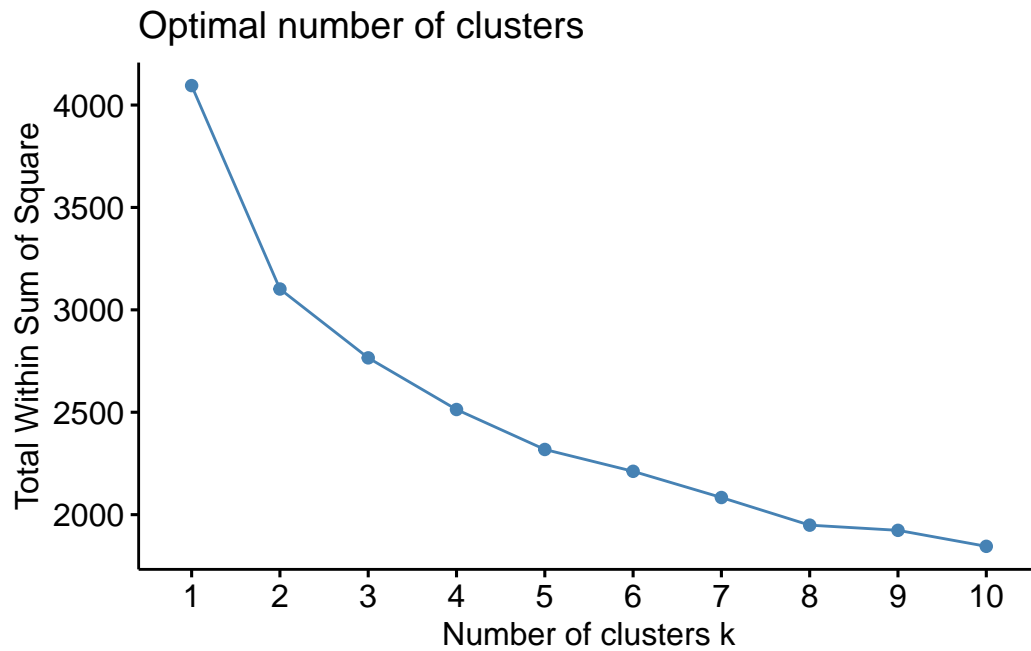
```
# A tibble: 3 x 8
  knowledge_cluster mean_numeracy mean_energy_use mean_energy_save mean_els
  <fct>              <dbl>          <dbl>          <dbl>      <dbl>
1 1                -1.43          -0.670          -0.679    -0.790
2 2                 0.361          -0.386          -0.470    -0.463
3 3                 0.459           0.635           0.705     0.756
# i 3 more variables: mean_env_attitude <dbl>, mean_difficulty <dbl>, n <int>
```

```
# Example: K-means clustering on knowledge + motivation
library(dplyr)
library(factoextra) # for visualization of clusters

# Subset your knowledge & motivation columns
cluster_data <- combined_df %>%
  select(numeracy_score, relative_energy_use_score, relative_energy_save_score,
         els, perceived_difficulty_score, env_attitude, pol_conservatism) %>%
  na.omit()

# Scale them
cluster_data_scaled <- scale(cluster_data)

# Decide on number of clusters (e.g. 2-5) - use e.g. Elbow method
fviz_nbclust(cluster_data_scaled, kmeans, method = "wss")
```

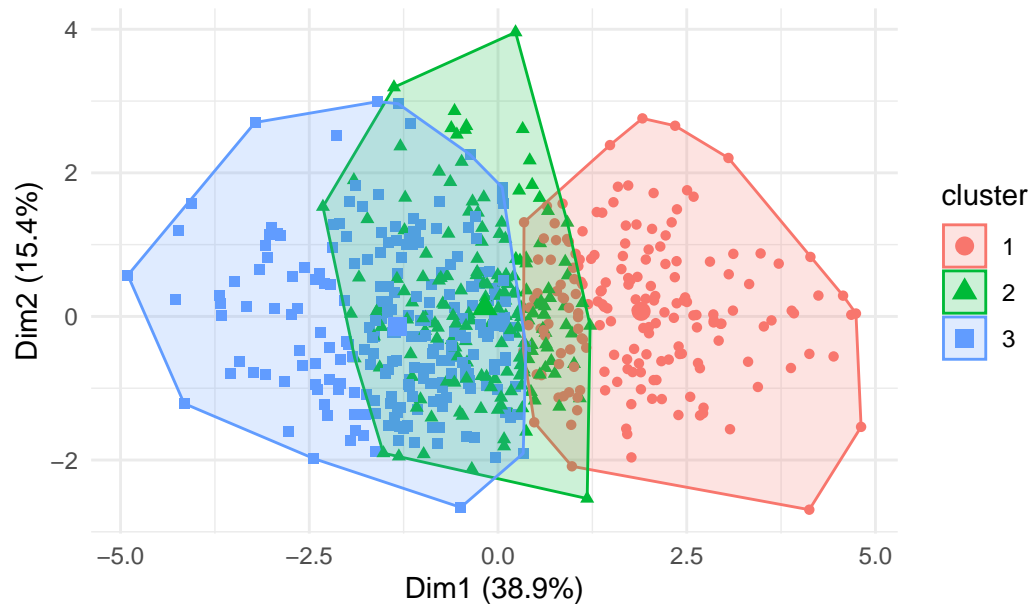



```
# Suppose we choose 3 clusters as a demonstration
set.seed(123)
km_result <- kmeans(cluster_data_scaled, centers = 3, nstart = 25)

# Add cluster membership back into the original data
cluster_data$cluster <- factor(km_result$cluster)

# Visualize clusters in 2D (using PCA behind the scenes)
fviz_cluster(km_result, data = cluster_data_scaled,
              geom = "point", ellipse.type = "convex") +
  theme_minimal() +
  labs(title = "K-means Clusters of Knowledge & Motivation Variables")
```

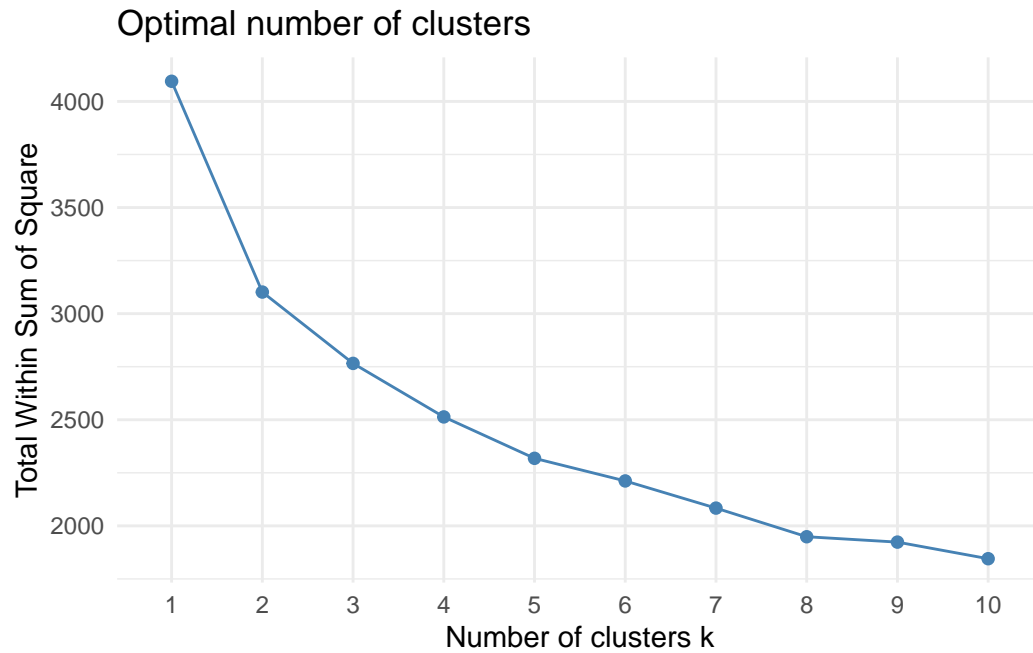
K-means Clusters of Knowledge & Motivation Variables



```
# 1. Grab relevant variables
cluster_data <- combined_df %>%
  select(numeracy_score, relative_energy_use_score, relative_energy_save_score,
         els, perceived_difficulty_score, env_attitude, pol_conservatism) %>%
  na.omit()

# 2. Standardize/scale them
cluster_data_scaled <- scale(cluster_data)

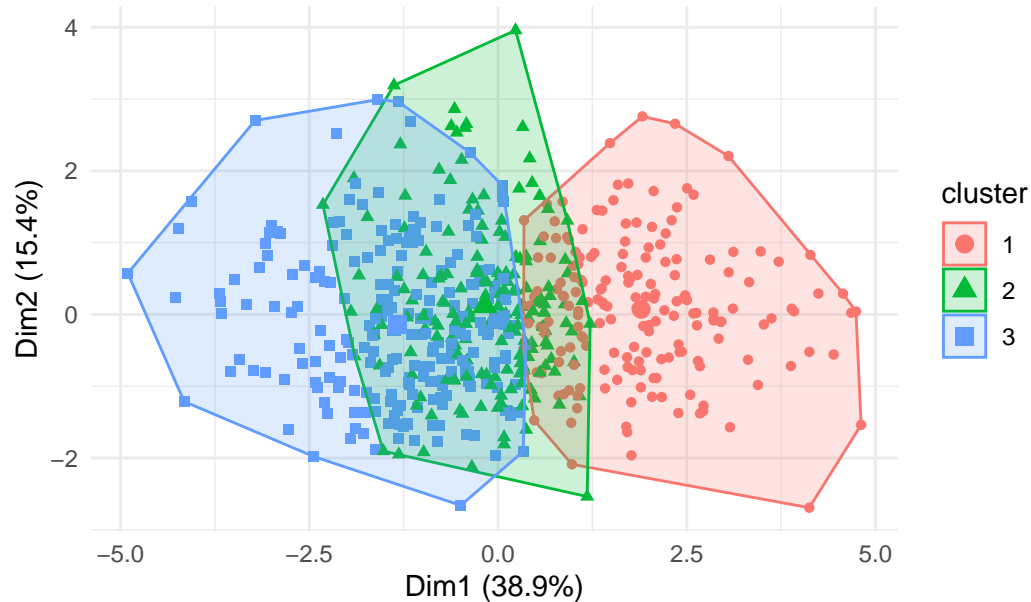
# 3. Determine the optimal number of clusters (Elbow or Silhouette methods)
fviz_nbclust(cluster_data_scaled, kmeans, method = "wss") +
  theme_minimal()
```



```
# 4. Run k-means with your chosen number of clusters (say k = 3)
set.seed(123)
km_res <- kmeans(cluster_data_scaled, centers = 3, nstart = 25)

# 5. Visualize
fviz_cluster(km_res, data = cluster_data_scaled,
              geom = "point", ellipse.type = "convex") +
  theme_minimal() +
  labs(title = "K-means Clusters of Knowledge & Motivation Variables")
```

K-means Clusters of Knowledge & Motivation Variables



```
# 6. Inspect cluster means
```

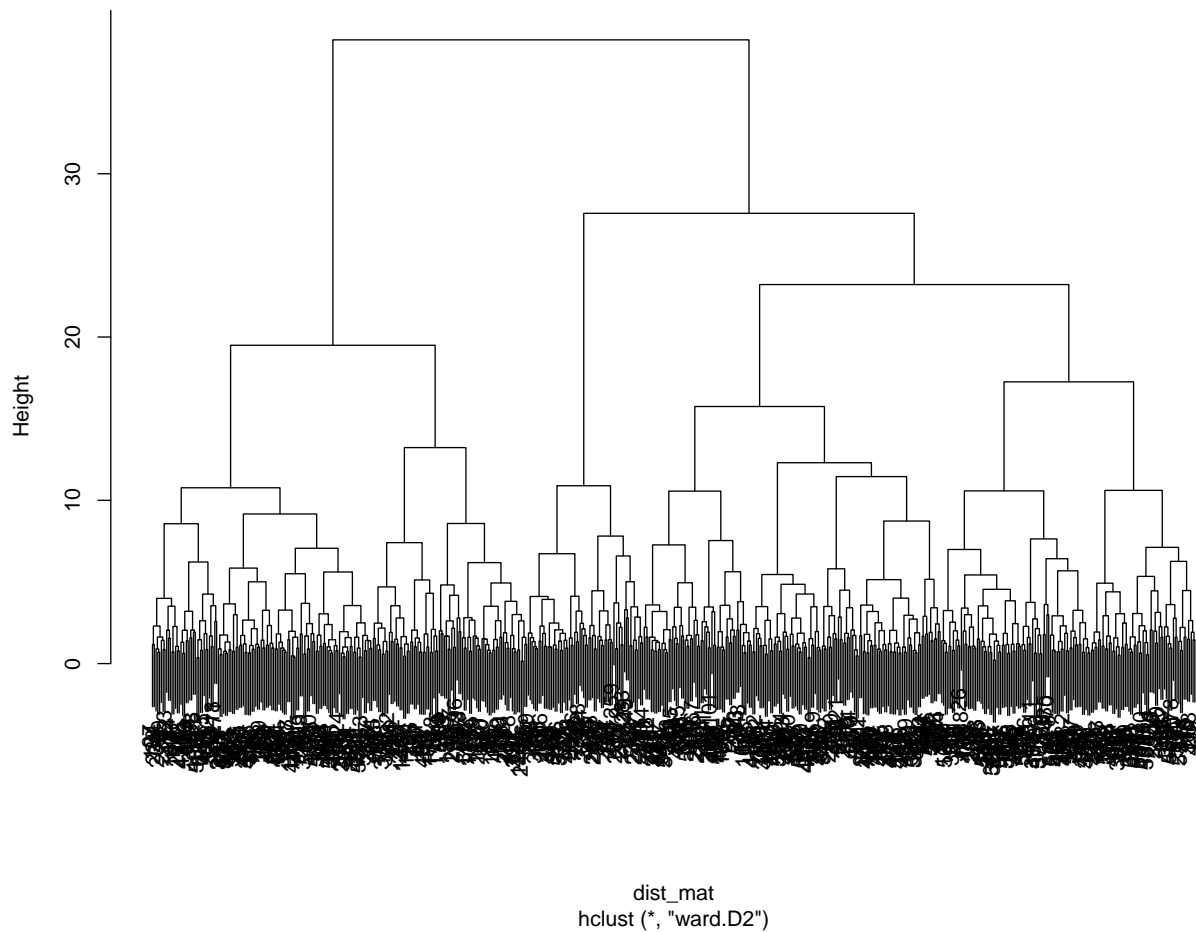
```
cluster_centers <- as.data.frame(km_res$centers)
colnames(cluster_centers) <- colnames(cluster_data)
cluster_centers
```

	numeracy_score	relative_energy_use_score	relative_energy_save_score	els
1	-0.80	-0.74	-0.76	-0.89
2	0.19	0.12	0.13	0.33
3	0.48	0.48	0.49	0.44

	perceived_difficulty_score	env_attitude	pol_conservatism
1	0.69	-0.6788	0.41
2	-0.35	0.0008	0.84
3	-0.27	0.5253	-0.96

```
# Example of hierarchical clustering if that is preferred
dist_mat <- dist(cluster_data_scaled, method = "euclidean")
hc_res <- hclust(dist_mat, method = "ward.D2")
plot(hc_res, main = "Dendrogram of Hierarchical Clustering")
```

Dendrogram of Hierarchical Clustering



```
# Cut tree at chosen k  
clusters <- cutree(hc_res, k = 3)  
table(clusters)
```

```
clusters  
  1   2   3  
211 65 310
```

```
# Example mediation: knowledge -> perceived_difficulty -> env_attitude  
library(lavaan)  
  
model_mediation <- '  
  # direct effect  
  env_attitude ~ c*els
```

```

# mediator
perceived_difficulty_score ~ a*els
env_attitude ~ b*perceived_difficulty_score
# indirect effect
ab := a*b
# total effect
total := c + (a*b)
,

fit_mediation <- sem(model_mediation, data = combined_df, missing="fiml")
summary(fit_mediation, fit.measures=TRUE, standardized=TRUE, rsquare=TRUE)

```

lavaan 0.6-19 ended normally after 1 iteration

Estimator	ML
Optimization method	NLMINB
Number of model parameters	7
Number of observations	586
Number of missing patterns	1

Model Test User Model:

Test statistic	0.000
Degrees of freedom	0

Model Test Baseline Model:

Test statistic	149.690
Degrees of freedom	3
P-value	0.000

User Model versus Baseline Model:

Comparative Fit Index (CFI)	1.000
Tucker-Lewis Index (TLI)	1.000
Robust Comparative Fit Index (CFI)	1.000
Robust Tucker-Lewis Index (TLI)	1.000

Loglikelihood and Information Criteria:

Loglikelihood user model (H0)	-1434.548
Loglikelihood unrestricted model (H1)	-1434.548
Akaike (AIC)	2883.095
Bayesian (BIC)	2913.709
Sample-size adjusted Bayesian (SABIC)	2891.486

Root Mean Square Error of Approximation:

RMSEA	0.000
90 Percent confidence interval - lower	0.000
90 Percent confidence interval - upper	0.000
P-value H_0: RMSEA <= 0.050	NA
P-value H_0: RMSEA >= 0.080	NA
Robust RMSEA	0.000
90 Percent confidence interval - lower	0.000
90 Percent confidence interval - upper	0.000
P-value H_0: Robust RMSEA <= 0.050	NA
P-value H_0: Robust RMSEA >= 0.080	NA

Standardized Root Mean Square Residual:

SRMR	0.000
------	-------

Parameter Estimates:

Standard errors	Standard
Information	Observed
Observed information based on	Hessian

Regressions:

	Estimate	Std.Err	z-value	P(> z)	Std.lv
env_attitude ~					
els (c)	0.152	0.029	5.151	0.000	0.152
perceived_difficulty_score ~					
els (a)	-0.222	0.040	-5.506	0.000	-0.222
env_attitude ~					
prcvd_dff_ (b)	-0.263	0.029	-8.934	0.000	-0.263
Std.all					
	0.197				

-0.222

-0.342

Intercepts:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.env_attitude	3.583	0.029	124.796	0.000	3.583	4.653
.prcvd_dffclty_	0.000	0.040	0.000	1.000	0.000	0.000

Variances:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.env_attitude	0.483	0.028	17.117	0.000	0.483	0.815
.prcvd_dffclty_	0.949	0.055	17.117	0.000	0.949	0.951

R-Square:

	Estimate
env_attitude	0.185
prcvd_dffclty_	0.049

Defined Parameters:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
ab	0.058	0.012	4.687	0.000	0.058	0.076
total	0.210	0.031	6.862	0.000	0.210	0.273

```
combined_scores <- combined_df %>%
  mutate(
    # Example composite for knowledge: average of (z-scored) numeracy,
    # energy_use, energy_save, ELS.
    # (You can also sum them, but average is convenient.)
    composite_knowledge = rowMeans(
      cbind(numeracy_score, relative_energy_use_score,
            relative_energy_save_score, els),
      na.rm = FALSE # If a row has missing for any item, result = NA
    ),

    # Example composite for motivation:
    # env_attitude might be already in a favorable direction, but if
    # perceived_difficulty is "difficulty," consider reversing so that
    # higher = "less difficulty" = "higher motivation."
    # For example: reverse_diff = (-1)*perceived_difficulty_score
```



```

# Then average with env_attitude (if you want them combined).
# If you are including pol_conservatism as well, you must decide
# how to handle that in the composite. Possibly reverse-coded
# so that higher # = more liberal or more "pro-environment" stance.
# (It's your theoretical call.)

# For now, let's do a small composite with environmental attitude
# and reversed difficulty:
reverse_diff = -1 * perceived_difficulty_score,

composite_motivation = rowMeans(
  cbind(env_attitude, reverse_diff),
  na.rm = FALSE
)
)

library(factoextra) # for nice cluster visualizations

# We'll create a small data frame with just the two composites,
# removing any incomplete cases
cluster_data <- combined_scores %>%
  select(composite_knowledge, composite_motivation) %>%
  na.omit()

# Decide on number of clusters "k". Let's try k = 3:
set.seed(123)
km3 <- kmeans(cluster_data, centers = 3, nstart = 25)

# Inspect results
km3

```

K-means clustering with 3 clusters of sizes 184, 167, 235

Cluster means:

	composite_knowledge	composite_motivation
1	-0.79	1.2
2	0.47	1.4
3	0.29	2.5

Clustering vector:

```

[1] 2 3 1 3 2 3 3 1 2 3 3 3 1 3 1 1 1 1 3 3 2 1 3 3 3 2 3 1 1 2 2 2 3 2 2 2
[38] 1 3 2 1 3 2 1 2 3 3 1 1 1 2 2 3 1 3 2 3 3 1 3 2 3 1 2 3 2 1 3 1 3 3 1 3 2
[75] 2 3 1 3 1 3 3 3 3 2 2 2 1 2 3 1 2 3 3 3 2 3 1 3 2 3 3 3 3 2 2 2 3 3 3 3 2
[112] 3 2 3 3 1 3 3 2 2 2 1 3 3 2 2 3 3 2 2 3 3 3 3 1 1 3 3 3 1 3 1 3 2 3 3 2 2
[149] 2 3 3 2 2 1 3 3 1 2 2 1 2 3 3 2 3 1 3 3 2 2 3 2 2 1 2 3 1 3 2 2 2 3 3 1 2
[186] 1 2 2 3 3 3 2 1 2 2 2 3 2 3 2 3 2 3 1 1 1 3 3 3 2 1 2 3 1 2 1 3 2 2 3 2 2
[223] 3 1 3 1 2 2 3 2 1 1 2 2 3 2 1 3 1 1 1 2 2 1 1 1 3 1 3 1 3 1 1 2 1 2 1 1 1
[260] 3 1 3 1 3 3 1 1 1 3 1 1 1 1 1 3 3 1 2 1 1 1 1 1 1 1 3 1 3 2 1 1 3 1 2 2 2
[297] 2 3 2 2 3 2 1 3 3 1 2 1 1 1 1 2 2 3 2 1 3 1 1 2 3 3 2 2 3 3 1 1 1 2 2 1 3
[334] 1 3 3 3 1 1 1 2 2 2 1 3 3 3 1 1 3 1 2 2 3 2 2 1 1 1 1 1 3 3 1 2 3 3 2 1 3
[371] 1 2 3 3 3 2 1 3 2 3 3 3 3 2 1 3 2 3 3 3 1 1 1 1 2 2 1 3 3 3 3 2 3 1 1 3 1
[408] 3 2 2 2 1 2 2 3 1 2 3 3 2 3 1 2 3 1 1 3 3 1 1 3 2 2 1 3 1 3 2 2 3 2 3 1 1
[445] 2 1 1 2 3 3 2 1 3 1 2 2 2 2 3 1 1 2 2 3 3 2 3 3 1 3 2 3 1 3 3 1 2 3 3 1 3
[482] 3 3 2 3 3 2 2 3 1 1 1 2 1 3 1 1 3 1 1 3 1 3 3 3 1 3 3 3 3 3 3 1 2 2 3 3 1
[519] 3 1 2 3 2 1 2 2 1 2 3 3 3 3 3 3 1 3 3 3 3 1 3 1 3 2 1 1 2 3 3 1 2 1 3 1 1
[556] 2 1 1 1 1 3 1 3 2 1 3 3 2 2 3 3 3 2 1 3 3 1 1 1 3 3 2 3 3 3 2

```

Within cluster sum of squares by cluster:

```

[1] 103 67 108
(between_SS / total_SS = 57.0 %)

```

Available components:

```

[1] "cluster"      "centers"      "totss"        "withinss"     "tot.withinss"
[6] "betweenss"    "size"         "iter"         "ifault"

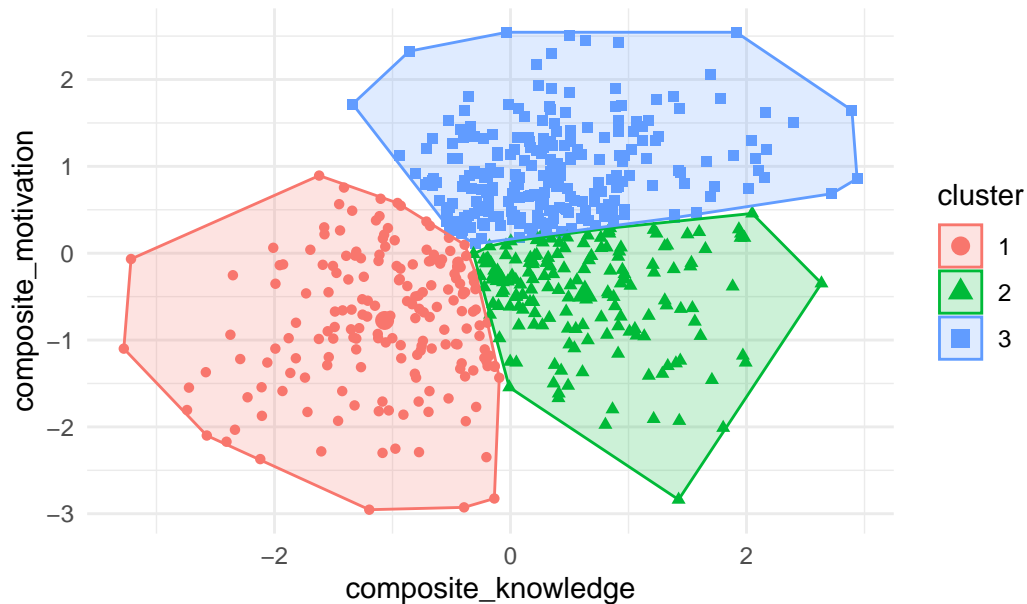
```

```

# Visualize
fviz_cluster(km3, data = cluster_data,
              geom = "point", ellipse.type = "convex") +
  theme_minimal() +
  labs(title = "K-means (k=3) Clustering on Knowledge vs. Motivation")

```

K-means (k=3) Clustering on Knowledge vs. Motivation



```
combined_scores$cluster <- factor(km3$cluster)

# Compare mean knowledge & motivation by cluster
combined_scores %>%
  group_by(cluster) %>%
  summarize(
    n = n(),
    mean_knowledge = mean(composite_knowledge, na.rm = TRUE),
    mean_motivation = mean(composite_motivation, na.rm = TRUE)
  )
```

```
# A tibble: 3 x 4
  cluster      n mean_knowledge mean_motivation
  <fct>   <int>         <dbl>         <dbl>
1 1         184        -0.794           1.22
2 2         167         0.469           1.44
3 3         235         0.288           2.49
```

#1b

```

combined_scores <- attari1 %>%
  left_join(attari2_scores, by="id") %>%
  left_join(els_scores, by="id") %>%
  left_join(rs_scores, by="id")

# Rename columns for clarity
names(combined_scores) <- c("id", "perceived_difficulty", "numeracy",
                           "energy_use", "energy_save",
                           "els_accuracy", "els_score",
                           "env_attitude", "env_attitude_z",
                           "pol_conservatism", "pol_conservatism_z")

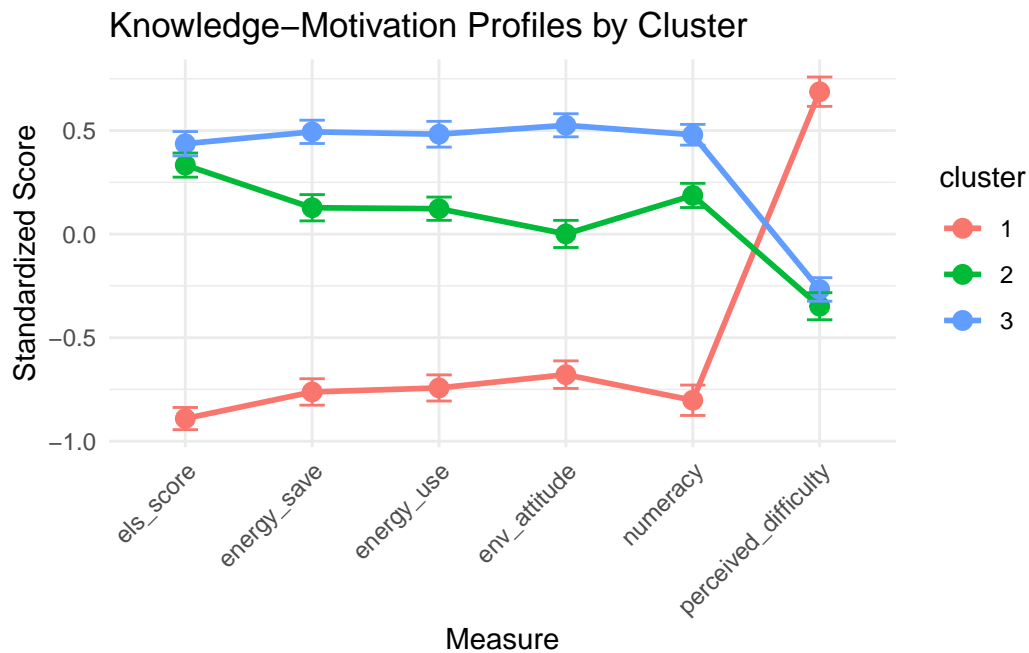
combined_scores$cluster <- as.factor(km_result$cluster)

# Create composite knowledge score
combined_scores$composite_knowledge <- rowMeans(combined_scores[, c("numeracy", "energy_use"

# Create standardized scores for profile analysis
profile_data <- combined_scores %>%
  select(id, cluster, numeracy, energy_use, energy_save,
         els_score, env_attitude, perceived_difficulty) %>%
  gather(measure, value, -id, -cluster) %>%
  group_by(measure) %>%
  mutate(z_score = scale(value)[,1]) %>%
  ungroup()

# Create profile plot
ggplot(profile_data, aes(x = measure, y = z_score, color = cluster, group = cluster)) +
  stat_summary(fun = mean, geom = "line", size = 1) +
  stat_summary(fun = mean, geom = "point", size = 3) +
  stat_summary(fun.data = mean_se, geom = "errorbar", width = 0.2) +
  theme_minimal() +
  theme(axis.text.x = element_text(angle = 45, hjust = 1)) +
  labs(title = "Knowledge-Motivation Profiles by Cluster",
       x = "Measure", y = "Standardized Score")

```



```
# 2. Canonical Correlation Analysis between Knowledge and Motivation Sets
library(CCA)
```

```
select <- dplyr::select
```

```
# Prepare matrices
```

```
knowledge_vars <- combined_scores %>% select(numeracy, energy_use, energy_save, els_score) %>%
  as.matrix()
```

```
motivation_vars <- combined_scores %>%
  select(env_attitude, perceived_difficulty, pol_conservatism) %>%
  as.matrix()
```

```
# Perform CCA
```

```
cc_result <- cancortest(knowledge_vars, motivation_vars)
```

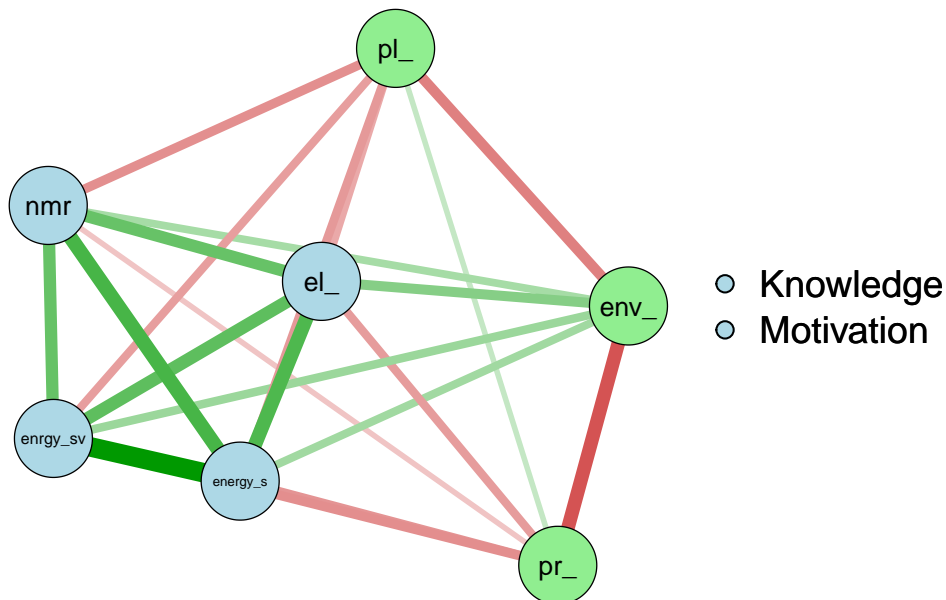
```
# 3. Network Analysis to Visualize Variable Relationships
```

```
library(qgraph)
```

```
# Create correlation matrix
```

```
cor_matrix <- cor(combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score,
         env_attitude, perceived_difficulty, pol_conservatism),
  use = "pairwise.complete.obs")
```

```
# Create network plot
qgraph(cor_matrix,
       layout = "spring",
       groups = list(Knowledge = 1:4, Motivation = 5:7),
       color = c(rep("lightblue", 4), rep("lightgreen", 3)))
```



```
# 4. Mixed Effects Model to Account for Potential Group-Level Effects
library(lme4)

mixed_model <- lmer(els_score ~ env_attitude + perceived_difficulty +
                    (1|cluster), data = combined_scores)
summary(mixed_model)
```

```
Linear mixed model fit by REML ['lmerMod']
Formula: els_score ~ env_attitude + perceived_difficulty + (1 | cluster)
Data: combined_scores
```

```
REML criterion at convergence: 1432
```

```
Scaled residuals:
    Min      1Q  Median      3Q     Max
-3.446 -0.743  0.019  0.716  2.054
```

Random effects:

Groups	Name	Variance	Std.Dev.
cluster	(Intercept)	0.583	0.763
Residual		0.650	0.806

Number of obs: 586, groups: cluster, 3

Fixed effects:

	Estimate	Std. Error	t value
(Intercept)	-0.1027	0.4782	-0.21
env_attitude	0.0172	0.0515	0.33
perceived_difficulty	0.0600	0.0386	1.55

Correlation of Fixed Effects:

	(Intr)	env_tt
env_attitud	-0.382	
prcvd_dffcl	-0.095	0.244

```
# 5. Structural Equation Model for Path Analysis
library(lavaan)

# Define model
model <- '
  # Measurement model
  knowledge =~ numeracy + energy_use + energy_save + els_score
  motivation =~ env_attitude + perceived_difficulty + pol_conservatism

  # Structural model
  knowledge ~ motivation
'

# Fit model
fit <- sem(model, data = combined_scores)
summary(fit, standardized = TRUE, fit.measures = TRUE)
```

lavaan 0.6-19 ended normally after 36 iterations

Estimator	ML
Optimization method	NLMINB
Number of model parameters	15
Number of observations	586

Model Test User Model:

Test statistic	48.061
Degrees of freedom	13
P-value (Chi-square)	0.000

Model Test Baseline Model:

Test statistic	765.733
Degrees of freedom	21
P-value	0.000

User Model versus Baseline Model:

Comparative Fit Index (CFI)	0.953
Tucker-Lewis Index (TLI)	0.924

Loglikelihood and Information Criteria:

Loglikelihood user model (H0)	-5510.805
Loglikelihood unrestricted model (H1)	-5486.775
Akaike (AIC)	11051.610
Bayesian (BIC)	11117.210
Sample-size adjusted Bayesian (SABIC)	11069.590

Root Mean Square Error of Approximation:

RMSEA	0.068
90 Percent confidence interval - lower	0.048
90 Percent confidence interval - upper	0.089
P-value H ₀ : RMSEA ≤ 0.050	0.068
P-value H ₀ : RMSEA ≥ 0.080	0.180

Standardized Root Mean Square Residual:

SRMR	0.045
------	-------

Parameter Estimates:

Standard errors	Standard
Information	Expected
Information saturated (h1) model	Structured

Latent Variables:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
knowledge =~						
numeracy	1.000				0.534	0.534
energy_use	1.441	0.131	10.978	0.000	0.769	0.769
energy_save	1.331	0.123	10.786	0.000	0.710	0.711
els_score	1.024	0.109	9.393	0.000	0.546	0.547
motivation =~						
env_attitude	1.000				0.506	0.657
percvd_dffclty	-1.068	0.142	-7.515	0.000	-0.540	-0.541
pol_conservtism	-1.159	0.175	-6.635	0.000	-0.586	-0.413

Regressions:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
knowledge ~						
motivation	0.609	0.094	6.497	0.000	0.577	0.577

Variances:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.numeracy	0.714	0.047	15.120	0.000	0.714	0.715
.energy_use	0.408	0.042	9.619	0.000	0.408	0.408
.energy_save	0.494	0.042	11.665	0.000	0.494	0.495
.els_score	0.700	0.047	14.976	0.000	0.700	0.701
.env_attitude	0.337	0.037	9.074	0.000	0.337	0.569
.percvd_dffclty	0.706	0.056	12.591	0.000	0.706	0.708
.pol_conservtism	1.668	0.111	14.976	0.000	1.668	0.829
.knowledge	0.190	0.034	5.553	0.000	0.667	0.667
motivation	0.256	0.042	6.021	0.000	1.000	1.000

6. Classification Tree for Predicting Knowledge Levels

```
library(rpart)
```

```
library(rpart.plot)
```

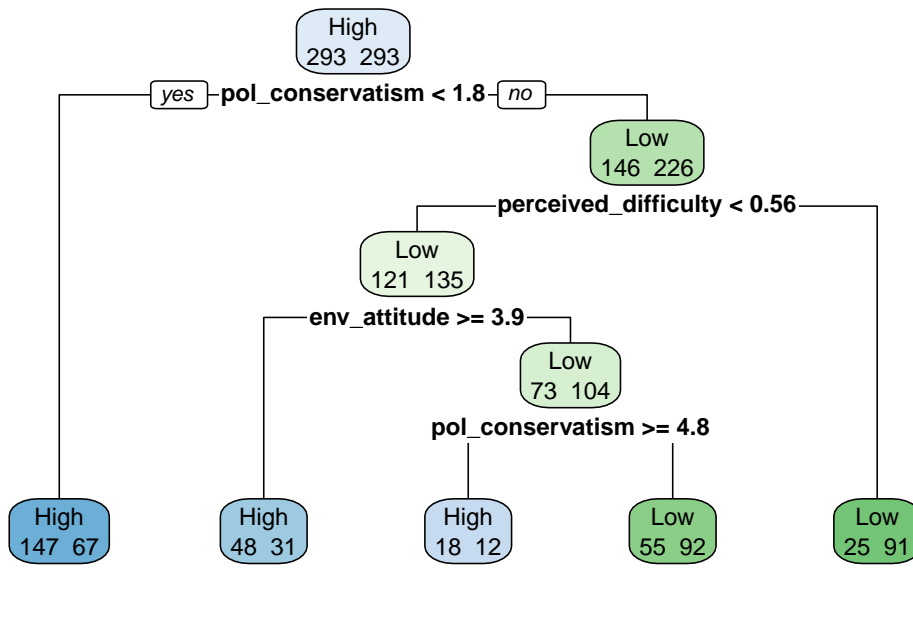
```
# Create binary knowledge indicator (high/low) based on median split
```

```
combined_scores$knowledge_level <- factor(ifelse(combine
```

```
# Fit tree
```

```
tree_model <- rpart(knowledge_level ~ env_attitude + perceived_difficulty +  
                    pol_conservatism, data = combined_scores)
```

```
# Plot tree
rpart.plot(tree_model, extra = 1)
```



2b

```
library(mclust)
lpa_model <- Mclust(cluster_data_scaled)
summary(lpa_model)
```

Gaussian finite mixture model fitted by EM algorithm

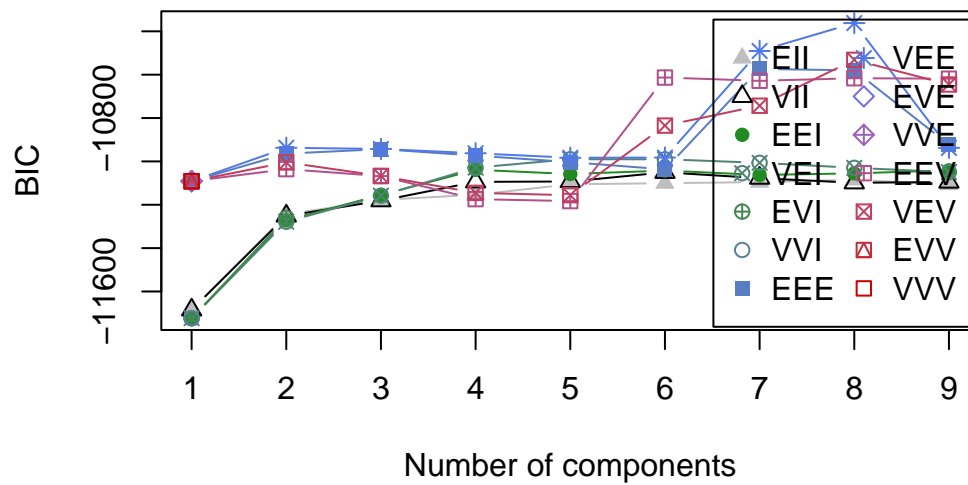
Mclust VEE (ellipsoidal, equal shape and orientation) model with 8 components:

log-likelihood	n	df	BIC	ICL
-4869	586	98	-10362	-10419

Clustering table:

1	2	3	4	5	6	7	8
54	123	115	30	81	68	83	32

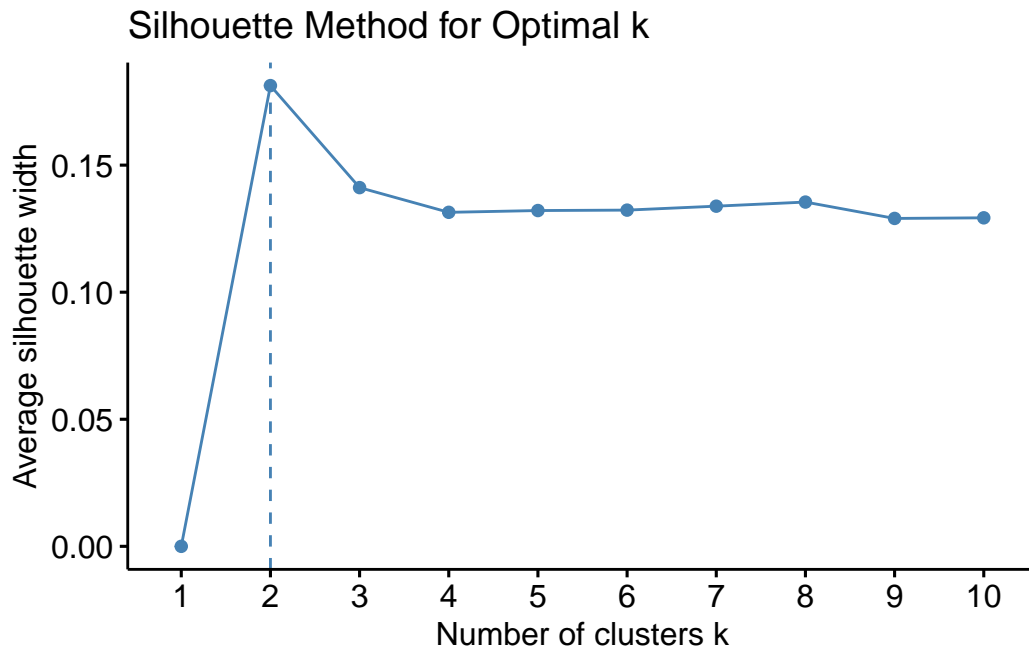
```
plot(lpa_model, "BIC")
```



```
can_cor <- cancort(select(combined_scores, numeracy, energy_use, energy_save),
                   select(combined_scores, env_attitude_z, perceived_difficulty))
print(can_cor$cor)
```

```
[1] 0.324 0.084
```

```
fviz_nbclust(cluster_data_scaled, cluster::pam, method = "silhouette") +
  labs(title = "Silhouette Method for Optimal k")
```



```
sem_model <- '
  knowledge =~ numeracy + energy_use + energy_save + els_accuracy
  motivation =~ env_attitude_z + perceived_difficulty
  knowledge ~ motivation
'
fit <- sem(sem_model, data = combined_scores)
summary(fit, standardized = TRUE)
```

lavaan 0.6-19 ended normally after 34 iterations

Estimator	ML
Optimization method	NLMINB
Number of model parameters	13
Number of observations	586

Model Test User Model:

Test statistic	23.012
Degrees of freedom	8
P-value (Chi-square)	0.003

Parameter Estimates:

Standard errors	Standard
Information	Expected
Information saturated (h1) model	Structured

Latent Variables:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
knowledge =~						
numeracy	1.000				0.527	0.527
energy_use	1.469	0.136	10.825	0.000	0.774	0.774
energy_save	1.352	0.127	10.662	0.000	0.712	0.713
els_accuracy	1.925	0.208	9.263	0.000	1.014	0.543
motivation =~						
env_attitude_z	1.000				0.618	0.619
percvd_dffclty	-1.006	0.160	-6.283	0.000	-0.622	-0.623

Regressions:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
knowledge ~						
motivation	0.450	0.076	5.903	0.000	0.529	0.529

Variances:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.numeracy	0.721	0.047	15.176	0.000	0.721	0.722
.energy_use	0.400	0.043	9.282	0.000	0.400	0.400
.energy_save	0.491	0.043	11.489	0.000	0.491	0.492
.els_accuracy	2.463	0.164	15.004	0.000	2.463	0.705
.env_attitude_z	0.616	0.070	8.860	0.000	0.616	0.617
.percvd_dffclty	0.611	0.070	8.726	0.000	0.611	0.612
.knowledge	0.200	0.036	5.586	0.000	0.721	0.721
.motivation	0.382	0.075	5.087	0.000	1.000	1.000

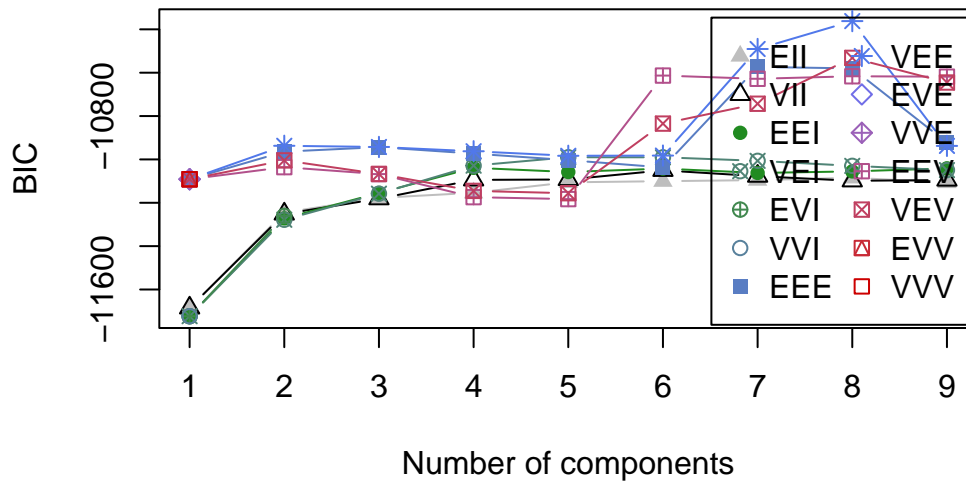
```
combined_scores %>%
  group_by(cluster) %>%
  summarise(across(c(numeracy, env_attitude_z),
                    list(mean = mean, sd = sd)))
```

A tibble: 3 x 5

	cluster	numeracy_mean	numeracy_sd	env_attitude_z_mean	env_attitude_z_sd
<fct>		<dbl>	<dbl>	<dbl>	<dbl>
1	1	-0.802	0.983	-0.679	0.890
2	2	0.187	0.774	0.000799	0.869

3 3 0.480 0.761 0.525 0.848

```
plot(lpa_model, "BIC") # Visualize model selection
```



```
lpa_3class <- Mclust(cluster_data_scaled, G=3) # Force 3-class solution
summary(lpa_3class, parameters=TRUE)
```

Gaussian finite mixture model fitted by EM algorithm

Mclust VEE (ellipsoidal, equal shape and orientation) model with 3 components:

log-likelihood	n	df	BIC	ICL
-5302	586	53	-10943	-11055

Clustering table:

1	2	3
236	270	80

Mixing probabilities:

1	2	3
0.39	0.46	0.16

Means:

	[,1]	[,2]	[,3]
numeracy_score	0.108	0.31	-1.18

relative_energy_use_score	-0.010	0.26	-0.74
relative_energy_save_score	-0.021	0.32	-0.89
els	0.069	0.28	-0.98
perceived_difficulty_score	-0.163	-0.20	0.99
env_attitude	-0.196	0.32	-0.46
pol_conservatism	0.889	-0.95	0.58

Variances:

[,,1]

	numeracy_score	relative_energy_use_score
numeracy_score	0.800	0.27
relative_energy_use_score	0.266	0.97
relative_energy_save_score	0.151	0.47
els	0.127	0.27
perceived_difficulty_score	0.087	-0.11
env_attitude	0.088	0.13
pol_conservatism	-0.051	-0.05

	relative_energy_save_score	els
numeracy_score	0.1511	0.1272
relative_energy_use_score	0.4697	0.2750
relative_energy_save_score	0.9038	0.2033
els	0.2033	0.8974
perceived_difficulty_score	-0.0940	-0.0432
env_attitude	0.1237	0.1850
pol_conservatism	0.0079	-0.0076

	perceived_difficulty_score	env_attitude
numeracy_score	0.087	0.088
relative_energy_use_score	-0.108	0.133
relative_energy_save_score	-0.094	0.124
els	-0.043	0.185
perceived_difficulty_score	0.890	-0.326
env_attitude	-0.326	0.996
pol_conservatism	0.014	-0.044

	pol_conservatism
numeracy_score	-0.0507
relative_energy_use_score	-0.0504
relative_energy_save_score	0.0079
els	-0.0076
perceived_difficulty_score	0.0139
env_attitude	-0.0441
pol_conservatism	0.2415

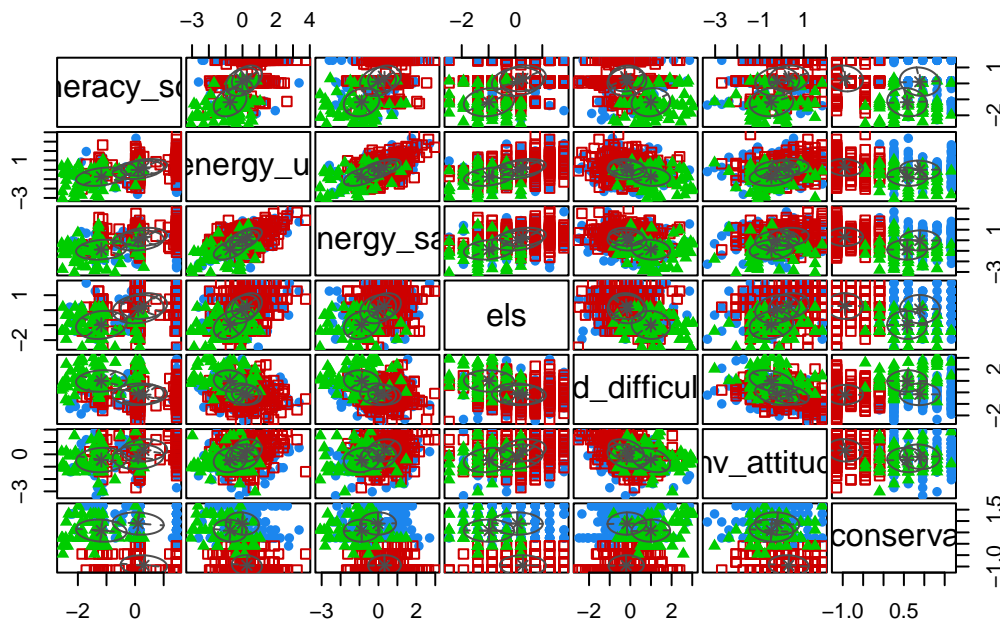
[,,2]

	numeracy_score	relative_energy_use_score
--	----------------	---------------------------

numeracy_score	0.658	0.219
relative_energy_use_score	0.219	0.798
relative_energy_save_score	0.124	0.386
els	0.105	0.226
perceived_difficulty_score	0.071	-0.089
env_attitude	0.073	0.109
pol_conservatism	-0.042	-0.041
	relative_energy_save_score	els
numeracy_score	0.1243	0.1046
relative_energy_use_score	0.3863	0.2262
relative_energy_save_score	0.7434	0.1672
els	0.1672	0.7381
perceived_difficulty_score	-0.0773	-0.0355
env_attitude	0.1018	0.1522
pol_conservatism	0.0065	-0.0063
	perceived_difficulty_score	env_attitude
numeracy_score	0.071	0.073
relative_energy_use_score	-0.089	0.109
relative_energy_save_score	-0.077	0.102
els	-0.036	0.152
perceived_difficulty_score	0.732	-0.268
env_attitude	-0.268	0.819
pol_conservatism	0.011	-0.036
	pol_conservatism	
numeracy_score	-0.0417	
relative_energy_use_score	-0.0415	
relative_energy_save_score	0.0065	
els	-0.0063	
perceived_difficulty_score	0.0114	
env_attitude	-0.0363	
pol_conservatism	0.1987	
[, ,3]		
	numeracy_score	relative_energy_use_score
numeracy_score	0.785	0.261
relative_energy_use_score	0.261	0.952
relative_energy_save_score	0.148	0.461
els	0.125	0.270
perceived_difficulty_score	0.085	-0.106
env_attitude	0.087	0.130
pol_conservatism	-0.050	-0.049
	relative_energy_save_score	els
numeracy_score	0.1483	0.1248
relative_energy_use_score	0.4608	0.2698

relative_energy_save_score	0.8868	0.1994
els	0.1994	0.8806
perceived_difficulty_score	-0.0922	-0.0424
env_attitude	0.1214	0.1816
pol_conservatism	0.0078	-0.0075
	perceived_difficulty_score	env_attitude
numeracy_score	0.085	0.087
relative_energy_use_score	-0.106	0.130
relative_energy_save_score	-0.092	0.121
els	-0.042	0.182
perceived_difficulty_score	0.874	-0.320
env_attitude	-0.320	0.977
pol_conservatism	0.014	-0.043
	pol_conservatism	
numeracy_score	-0.0498	
relative_energy_use_score	-0.0494	
relative_energy_save_score	0.0078	
els	-0.0075	
perceived_difficulty_score	0.0136	
env_attitude	-0.0432	
pol_conservatism	0.2370	

```
plot(lpa_3class, what="classification") # Visualize classification
```



```
# 2. Interpret canonical variables
cancor_loadings <- can_cor$xccoef %>%
  as.data.frame() %>%
  rownames_to_column("variable") %>%
  rename(Dimension1=V1, Dimension2=V2, Dimension3=V3)
print(cancor_loadings)
```

	variable	Dimension1	Dimension2	Dimension3
1	numeracy	0.010	0.045	0.00041
2	energy_use	0.017	-0.019	0.04573
3	energy_save	0.023	-0.012	-0.04353

```
# 3. Improve SEM specification
sem_improved <- '
  knowledge =~ numeracy + energy_use + energy_save + els_accuracy
  motivation =~ env_attitude_z + perceived_difficulty
  knowledge ~ motivation
  els_accuracy ~~ energy_use # Add residual covariance
'
fit_improved <- sem(sem_improved, data=combined_scores)
summary(fit_improved, fit.measures=TRUE)
```

lavaan 0.6-19 ended normally after 37 iterations

Estimator	ML
Optimization method	NLMINB
Number of model parameters	14
Number of observations	586

Model Test User Model:

Test statistic	19.280
Degrees of freedom	7
P-value (Chi-square)	0.007

Model Test Baseline Model:

Test statistic	680.231
Degrees of freedom	15
P-value	0.000

User Model versus Baseline Model:

Comparative Fit Index (CFI)	0.982
Tucker-Lewis Index (TLI)	0.960

Loglikelihood and Information Criteria:

Loglikelihood user model (H0)	-5022.340
Loglikelihood unrestricted model (H1)	-5012.700
Akaike (AIC)	10072.681
Bayesian (BIC)	10133.907
Sample-size adjusted Bayesian (SABIC)	10089.462

Root Mean Square Error of Approximation:

RMSEA	0.055
90 Percent confidence interval - lower	0.026
90 Percent confidence interval - upper	0.085
P-value H ₀ : RMSEA ≤ 0.050	0.350
P-value H ₀ : RMSEA ≥ 0.080	0.085

Standardized Root Mean Square Residual:

SRMR	0.029
------	-------

Parameter Estimates:

Standard errors	Standard
Information	Expected
Information saturated (h1) model	Structured

Latent Variables:

	Estimate	Std.Err	z-value	P(> z)
knowledge =~				
numeracy	1.000			
energy_use	1.551	0.154	10.076	0.000
energy_save	1.312	0.122	10.768	0.000
els_accuracy	2.123	0.248	8.545	0.000
motivation =~				
env_attitude_z	1.000			
percvd_dffclty	-0.999	0.158	-6.311	0.000

Regressions:

	Estimate	Std.Err	z-value	P(> z)
knowledge ~				
motivation	0.436	0.075	5.812	0.000

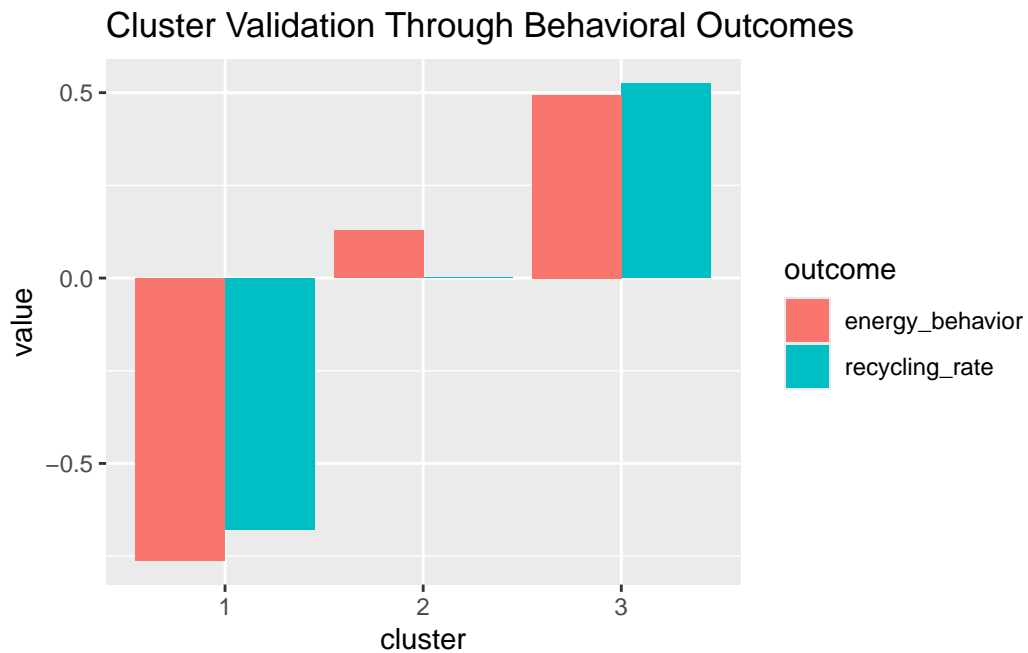
Covariances:

	Estimate	Std.Err	z-value	P(> z)
.energy_use ~~				
.els_accuracy	-0.150	0.077	-1.946	0.052

Variances:

	Estimate	Std.Err	z-value	P(> z)
.numeracy	0.727	0.048	15.278	0.000
.energy_use	0.346	0.054	6.423	0.000
.energy_save	0.531	0.046	11.596	0.000
.els_accuracy	2.269	0.189	11.994	0.000
.env_attitude_z	0.613	0.070	8.811	0.000
.percvd_dffclty	0.614	0.069	8.836	0.000
.knowledge	0.198	0.035	5.650	0.000
motivation	0.385	0.075	5.111	0.000

```
# 4. Validate clusters with outcomes
combined_scores %>%
  group_by(cluster) %>%
  summarise(recycling_rate = mean(env_attitude_z, na.rm=TRUE),
            energy_behavior = mean(energy_save, na.rm=TRUE)) %>%
  pivot_longer(-cluster, names_to="outcome") %>%
  ggplot(aes(x=cluster, y=value, fill=outcome)) +
  geom_col(position="dodge") +
  labs(title="Cluster Validation Through Behavioral Outcomes")
```



3b

```
# Combine all items into a single dataframe
all_items <- full_join(aes_combined, att2_combined, by = "id") %>%
  full_join(els, by = "id") %>%
  full_join(rs, by = "id")

# Select only item columns for factor analysis
item_columns <- setdiff(names(all_items), "id")
item_data <- all_items[, item_columns]

# Perform factor analysis
fa_items <- fa(item_data, nfactors = 5, rotate = "varimax") # Adjust nfactors as needed
print(fa_items, cut = 0.3, sort = TRUE)
```

Factor Analysis using method = minres
 Call: fa(r = item_data, nfactors = 5, rotate = "varimax")
 Standardized loadings (pattern matrix) based upon correlation matrix

	item	MR1	MR2	MR5	MR3	MR4	h2	u2	com
ATT25	25	0.94					0.903	0.097	1.0
ATT23	23	0.90					0.865	0.135	1.1

ATT27	27	0.89			0.804	0.196	1.0
ATT26	26	0.89			0.810	0.190	1.0
ATT24	24	0.82			0.767	0.233	1.3
ATT33	33	0.70			0.622	0.378	1.5
ATT32	32	0.61			0.424	0.576	1.3
ATT30	30	0.56	0.40		0.572	0.428	2.6
ATT31	31	0.42			0.258	0.742	1.9
ELS08	41				0.026	0.974	3.2
ATT10	10	0.63			0.455	0.545	1.3
ATT15	15	0.63	-0.37		0.537	0.463	1.7
ATT09	9	0.62			0.456	0.544	1.3
ATT14	14	0.62	-0.34		0.516	0.484	1.6
ATT06	6	0.61			0.401	0.599	1.2
ATT07	7	0.56			0.337	0.663	1.1
ATT08	8	0.55			0.313	0.687	1.0
ATT13	13	0.54			0.317	0.683	1.2
ATT03	3	0.49	0.36		0.367	0.633	1.9
ATT12	12	0.48			0.256	0.744	1.2
ATT05	5	0.48	0.37		0.362	0.638	1.9
ATT04	4	0.47			0.235	0.765	1.1
ATT01	1	0.42	0.31		0.275	0.725	1.9
RS01	42	-0.40			0.248	0.752	2.0
RS02	43				0.083	0.917	1.2
ATT11	11				0.070	0.930	1.5
ELS01	34				0.037	0.963	2.8
ATT20	20		0.92		0.915	0.085	1.2
ATT21	21	0.35	0.79		0.759	0.241	1.4
ATT22	22		0.73		0.610	0.390	1.3
RS03	44	-0.37	0.59		0.503	0.497	1.8
RS04	45		0.46		0.256	0.744	1.5
RS05	46		0.44		0.212	0.788	1.2
RS06	47		0.38		0.158	0.842	1.2
ATT17	17		-0.36		0.166	0.834	1.5
ELS02	35		0.34		0.132	0.868	1.2
ATT18	18				0.139	0.861	2.6
ELS03	36				0.073	0.927	1.4
ATT02	2				0.111	0.889	2.2
ELS04	37				0.038	0.962	1.3
ELS07	40				0.039	0.961	1.9
ATT19	19				0.028	0.972	1.1
ELS05	38				0.022	0.978	1.4
ATT28	28			0.94	0.888	0.112	1.0
ATT29	29			0.90	0.827	0.173	1.0

ATT16	16	0.024	0.976	1.1
ELS06	39	0.027	0.973	4.0

	MR1	MR2	MR5	MR3	MR4
SS loadings	5.69	4.67	2.52	2.38	1.98
Proportion Var	0.12	0.10	0.05	0.05	0.04
Cumulative Var	0.12	0.22	0.27	0.32	0.37
Proportion Explained	0.33	0.27	0.15	0.14	0.11
Cumulative Proportion	0.33	0.60	0.75	0.89	1.00

Mean item complexity = 1.6

Test of the hypothesis that 5 factors are sufficient.

df null model = 1081 with the objective function = 27 with Chi Square = 15130
df of the model are 856 and the objective function was 8.8

The root mean square of the residuals (RMSR) is 0.05

The df corrected root mean square of the residuals is 0.06

The harmonic n.obs is 586 with the empirical chi square 3813 with prob < 0

The total n.obs was 586 with Likelihood Chi Square = 4950 with prob < 0

Tucker Lewis Index of factoring reliability = 0.63

RMSEA index = 0.09 and the 90 % confidence intervals are 0.088 0.093

BIC = -506

Fit based upon off diagonal values = 0.91

Measures of factor score adequacy

	MR1	MR2	MR5	MR3	MR4
Correlation of (regression) scores with factors	0.98	0.93	0.97	0.87	0.97
Multiple R square of scores with factors	0.97	0.87	0.94	0.76	0.93
Minimum correlation of possible factor scores	0.94	0.75	0.88	0.52	0.87

```
# Example SEM model (using lavaan)
```

```
library(lavaan)
```

```
model <- '
```

```
  # Measurement model
```

```
  Knowledge =~ numeracy + energy_use + energy_save + els_score
```

```
  Motivation =~ env_attitude_z + perceived_difficulty
```

```
  # Structural model
```

```
  Knowledge ~ Motivation
```

```
fit <- sem(model, data = combined_scores)
summary(fit, fit.measures = TRUE, standardized = TRUE)
```

lavaan 0.6-19 ended normally after 32 iterations

Estimator	ML
Optimization method	NLMINB
Number of model parameters	13
Number of observations	586

Model Test User Model:

Test statistic	23.012
Degrees of freedom	8
P-value (Chi-square)	0.003

Model Test Baseline Model:

Test statistic	680.231
Degrees of freedom	15
P-value	0.000

User Model versus Baseline Model:

Comparative Fit Index (CFI)	0.977
Tucker-Lewis Index (TLI)	0.958

Loglikelihood and Information Criteria:

Loglikelihood user model (H0)	-4657.376
Loglikelihood unrestricted model (H1)	-4645.870
Akaike (AIC)	9340.753
Bayesian (BIC)	9397.606
Sample-size adjusted Bayesian (SABIC)	9356.335

Root Mean Square Error of Approximation:

RMSEA	0.057
-------	-------

90 Percent confidence interval - lower	0.030
90 Percent confidence interval - upper	0.084
P-value H_0: RMSEA <= 0.050	0.305
P-value H_0: RMSEA >= 0.080	0.086

Standardized Root Mean Square Residual:

SRMR	0.032
------	-------

Parameter Estimates:

Standard errors	Standard
Information	Expected
Information saturated (h1) model	Structured

Latent Variables:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
Knowledge =~						
numeracy	1.000				0.527	0.527
energy_use	1.469	0.136	10.825	0.000	0.774	0.774
energy_save	1.352	0.127	10.662	0.000	0.712	0.713
els_score	1.029	0.111	9.263	0.000	0.542	0.543
Motivation =~						
env_attitude_z	1.000				0.618	0.619
percvd_dffclty	-1.006	0.160	-6.283	0.000	-0.622	-0.623

Regressions:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
Knowledge ~						
Motivation	0.450	0.076	5.903	0.000	0.529	0.529

Variances:

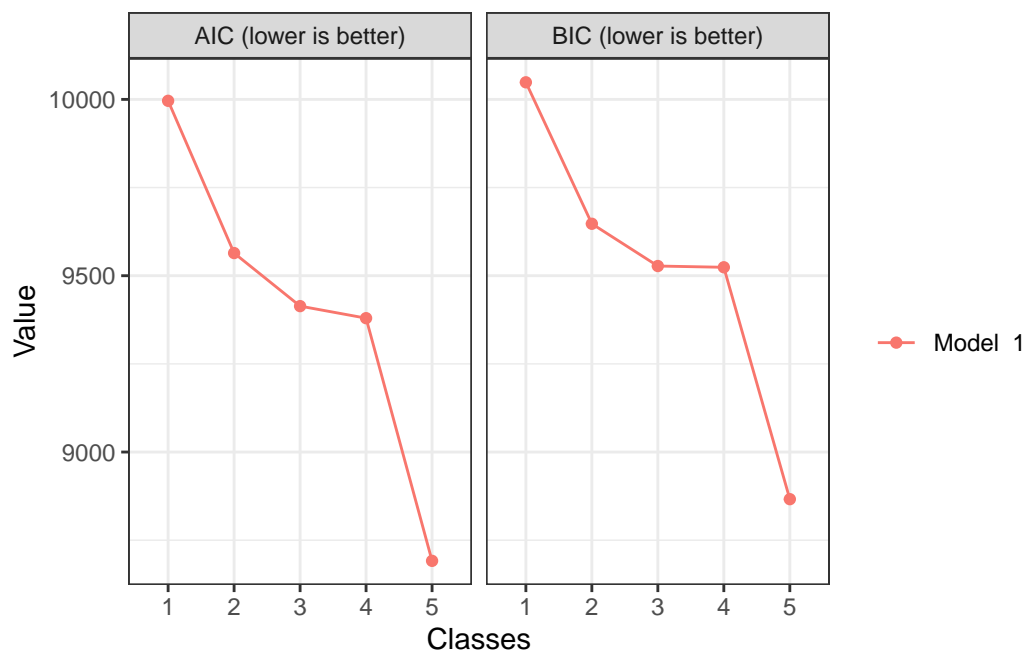
	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.numeracy	0.721	0.047	15.176	0.000	0.721	0.722
.energy_use	0.400	0.043	9.282	0.000	0.400	0.400
.energy_save	0.491	0.043	11.489	0.000	0.491	0.492
.els_score	0.704	0.047	15.004	0.000	0.704	0.705
.env_attitude_z	0.616	0.070	8.860	0.000	0.616	0.617
.percvd_dffclty	0.611	0.070	8.726	0.000	0.611	0.612
.Knowledge	0.200	0.036	5.586	0.000	0.721	0.721
Motivation	0.382	0.075	5.087	0.000	1.000	1.000

```
# Example LPA (using tidyLPA)
library(tidyLPA)

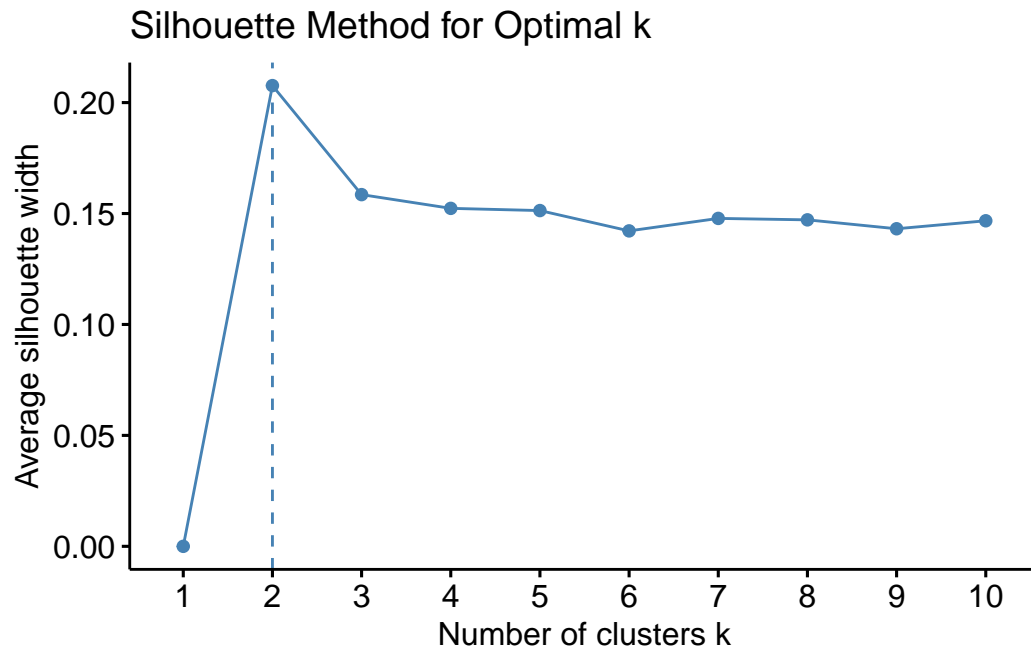
lpa_data <- combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score, env_attitude_z, perceived_difficulty)
  na.omit() |>
  # convert all to numeric
  mutate_all(as.numeric)

lpa_results <- lpa_data %>%
  estimate_profiles(n_profiles = 1:5) %>% # Estimate models with 1-5 profiles
  compare_solutions(statistics = c("AIC", "BIC"))

plot(lpa_results)
```



```
# Determine optimal k using silhouette method
fviz_nbclust(cluster_data_scaled, kmeans, method = "silhouette") +
  labs(title = "Silhouette Method for Optimal k")
```



```
# Example of cluster stability assessment (using fpc package)
library(fpc)

clusterboot_result <- clusterboot(cluster_data_scaled, B = 100,
                                   bootmethod = "boot", clustermethod = kmeansCBI,
                                   krange = 3, seed = 123)
```

```
boot 1
boot 2
boot 3
boot 4
boot 5
boot 6
boot 7
boot 8
boot 9
boot 10
boot 11
boot 12
boot 13
boot 14
boot 15
boot 16
```

boot 17
boot 18
boot 19
boot 20
boot 21
boot 22
boot 23
boot 24
boot 25
boot 26
boot 27
boot 28
boot 29
boot 30
boot 31
boot 32
boot 33
boot 34
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boot 74
boot 75
boot 76
boot 77
boot 78
boot 79
boot 80
boot 81
boot 82
boot 83
boot 84
boot 85
boot 86
boot 87
boot 88
boot 89
boot 90
boot 91
boot 92
boot 93
boot 94
boot 95
boot 96
boot 97
boot 98
boot 99
boot 100

```
print(clusterboot_result)
```

```
* Cluster stability assessment *
```

```
Cluster method: kmeans
```

```
Full clustering results are given as parameter result  
of the clusterboot object, which also provides further statistics  
of the resampling results.
```

```
Number of resampling runs: 100
```

```
Number of clusters found in data: 3
```

```
Clusterwise Jaccard bootstrap (omitting multiple points) mean:
```

```
[1] 0.82 0.68 0.74
```

```
dissolved:
```

```
[1] 0 26 16
```

```
recovered:
```

```
[1] 68 45 57
```

```
# 1) Create a correlation matrix of the key knowledge & motivation subscales  
# ensuring no duplicates (e.g., pick either 'env_attitude' or 'env_attitude_z').
```

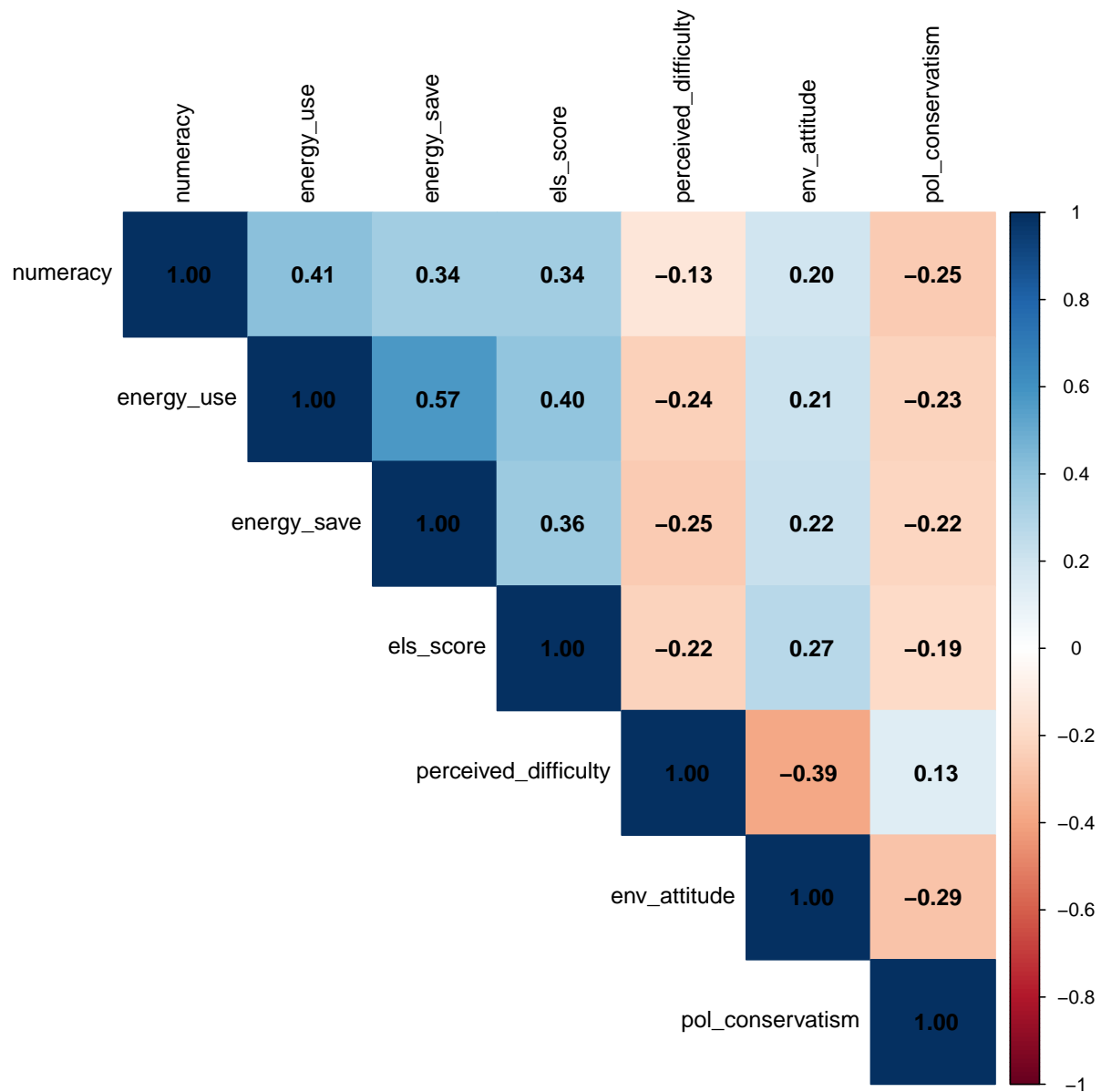
```
cor_vars <- combined_scores %>%  
  select(numeracy, energy_use, energy_save, els_score,  
         perceived_difficulty, env_attitude, pol_conservatism)
```

```
# 2) Compute correlations
```

```
cor_matrix <- cor(cor_vars, use = "pairwise.complete.obs")
```

```
# 3) Visualize
```

```
corrplot::corrplot(cor_matrix, method = "color", type="upper",  
                   tl.col="black", addCoef.col="black")
```



```
library(psych)

fa_data <- combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score,
         perceived_difficulty, env_attitude, pol_conservatism) %>%
  na.omit()

fa_result <- fa(fa_data, nfactors = 2, rotate = "varimax", fm = "ml")
```

```
print(fa_result, cut=0.3, sort=TRUE)
```

Factor Analysis using method = ml

Call: fa(r = fa_data, nfactors = 2, rotate = "varimax", fm = "ml")

Standardized loadings (pattern matrix) based upon correlation matrix

	item	ML2	ML1	h2	u2	com
energy_use	2	0.78		0.63	0.374	1.1
energy_save	3	0.69		0.50	0.497	1.1
numeracy	1	0.51		0.28	0.720	1.2
els_score	4	0.49		0.29	0.709	1.4
pol_conservatism	7			0.14	0.860	2.0
env_attitude	6		0.99	1.00	0.005	1.0
perceived_difficulty	5		-0.37	0.19	0.807	1.7

	ML2	ML1
SS loadings	1.71	1.31
Proportion Var	0.24	0.19
Cumulative Var	0.24	0.43
Proportion Explained	0.57	0.43
Cumulative Proportion	0.57	1.00

Mean item complexity = 1.4

Test of the hypothesis that 2 factors are sufficient.

df null model = 21 with the objective function = 1.3 with Chi Square = 760
df of the model are 8 and the objective function was 0.03

The root mean square of the residuals (RMSR) is 0.03

The df corrected root mean square of the residuals is 0.04

The harmonic n.obs is 586 with the empirical chi square 18 with prob < 0.025

The total n.obs was 586 with Likelihood Chi Square = 16 with prob < 0.036

Tucker Lewis Index of factoring reliability = 0.97

RMSEA index = 0.042 and the 90 % confidence intervals are 0.01 0.072

BIC = -35

Fit based upon off diagonal values = 0.99

Measures of factor score adequacy

	ML2	ML1
Correlation of (regression) scores with factors	0.87	1.00
Multiple R square of scores with factors	0.77	0.99
Minimum correlation of possible factor scores	0.53	0.99


```
model_motivation <- lm(env_attitude ~ els_score + numeracy + pol_conservatism,
                        data=combined_scores)
summary(model_motivation)
```

Call:

```
lm(formula = env_attitude ~ els_score + numeracy + pol_conservatism,
    data = combined_scores)
```

Residuals:

Min	1Q	Median	3Q	Max
-2.320	-0.486	0.020	0.514	1.944

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	3.9098	0.0646	60.48	< 0.0000000000000002 ***
els_score	0.1575	0.0318	4.95	0.00000098 ***
numeracy	0.0555	0.0323	1.72	0.086 .
pol_conservatism	-0.1239	0.0218	-5.69	0.00000002 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.72 on 582 degrees of freedom

Multiple R-squared: 0.135, Adjusted R-squared: 0.131

F-statistic: 30.3 on 3 and 582 DF, p-value: <0.0000000000000002

```
model_knowledge <- lm(els_score ~ perceived_difficulty + env_attitude + pol_conservatism,
                        data=combined_scores)
summary(model_knowledge)
```

Call:

```
lm(formula = els_score ~ perceived_difficulty + env_attitude +
    pol_conservatism, data = combined_scores)
```

Residuals:

Min	1Q	Median	3Q	Max
-3.171	-0.646	-0.004	0.716	2.333

Coefficients:

Estimate	Std. Error	t value	Pr(> t)
----------	------------	---------	----------

(Intercept)	-0.6422	0.2390	-2.69	0.0074	**
perceived_difficulty	-0.1338	0.0425	-3.15	0.0017	**
env_attitude	0.2421	0.0571	4.24	0.000026	***
pol_conservatism	-0.0854	0.0289	-2.96	0.0032	**

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.95 on 582 degrees of freedom

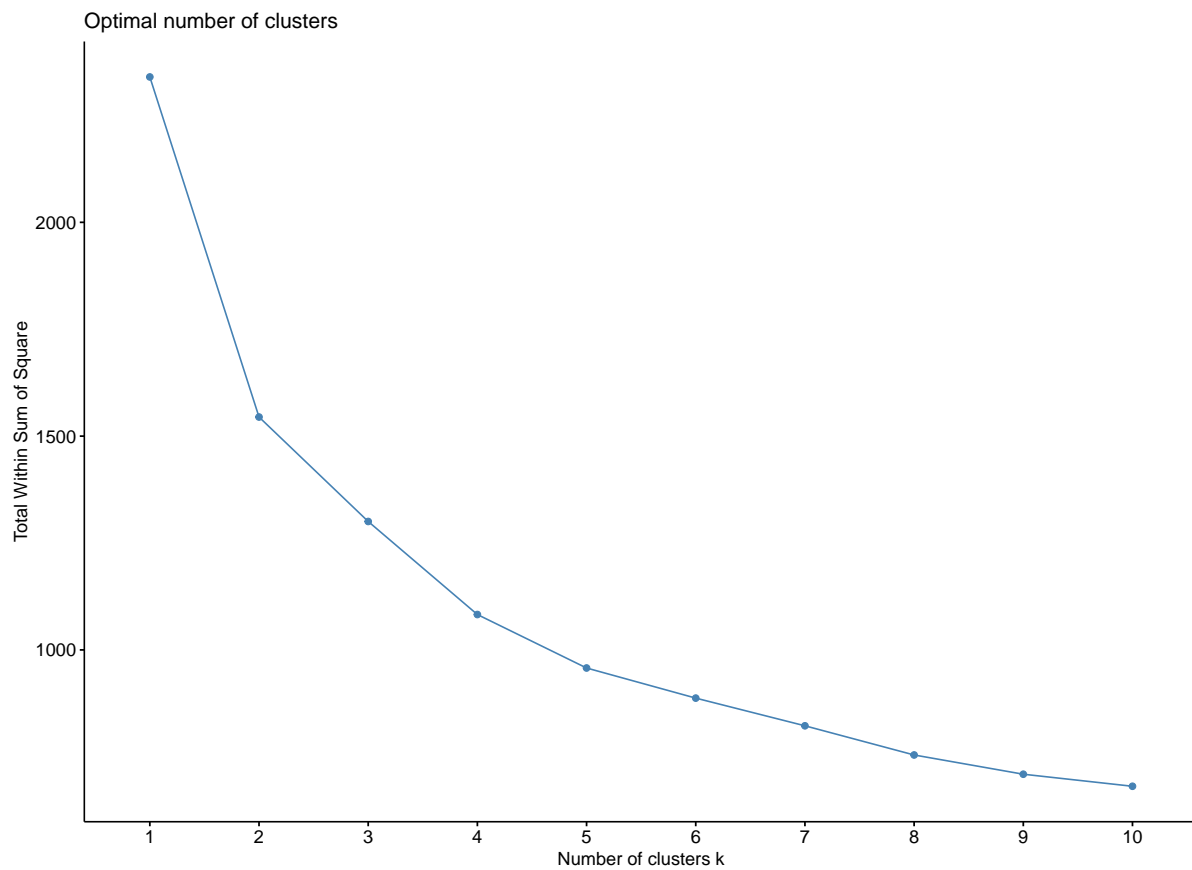
Multiple R-squared: 0.104, Adjusted R-squared: 0.0992

F-statistic: 22.5 on 3 and 582 DF, p-value: 0.0000000000000872

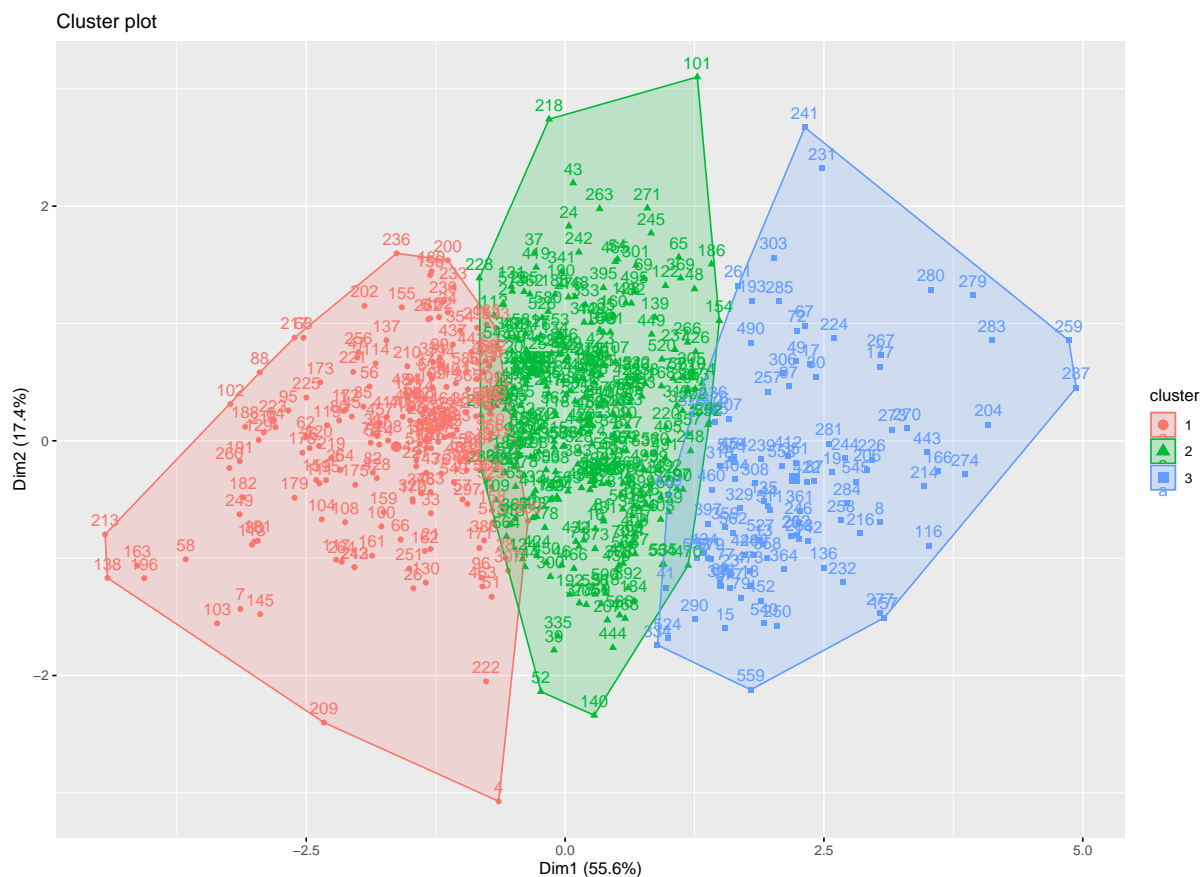
```
library(factoextra)

knowledge_only <- combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score) %>%
  na.omit() %>%
  scale()

set.seed(123)
# Decide k with elbow or silhouette
fviz_nbclust(knowledge_only, kmeans, method="wss")
```

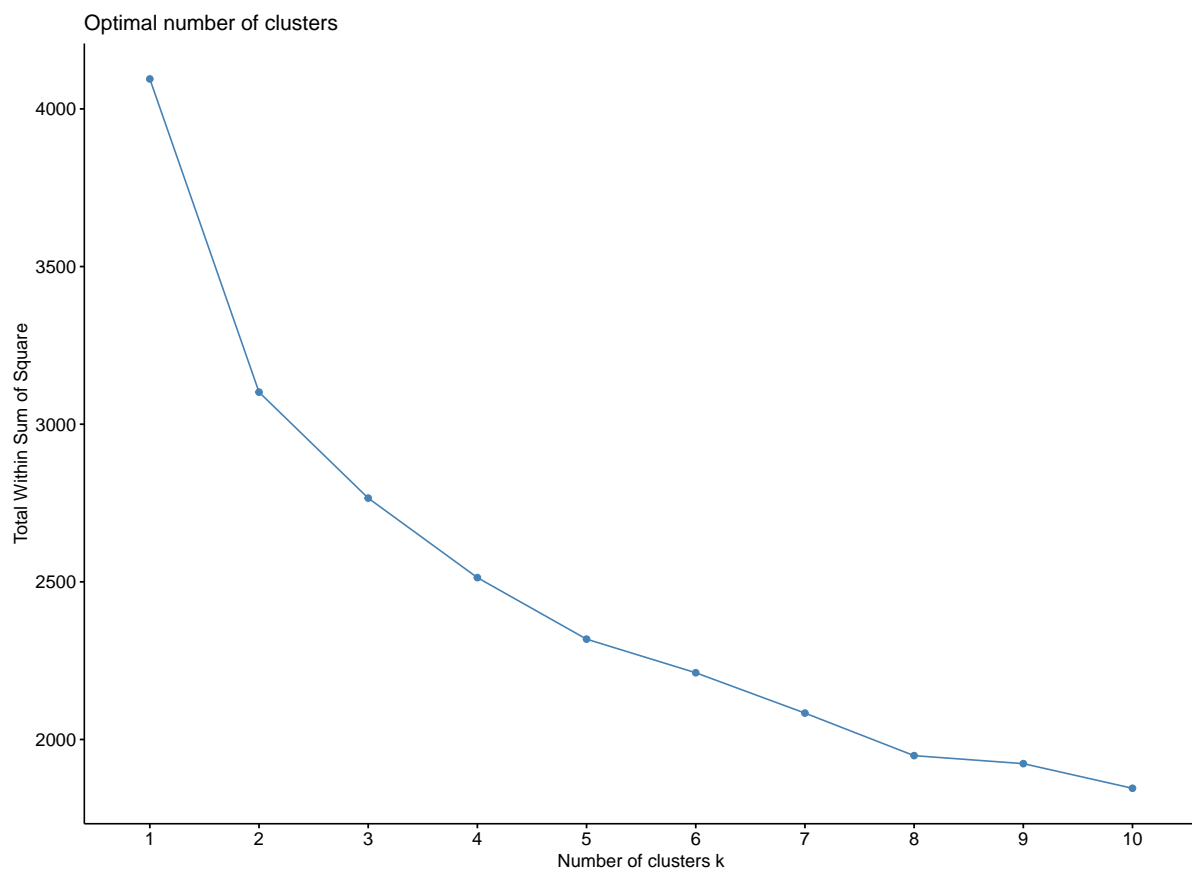


```
km_knowl <- kmeans(knowledge_only, centers=3, nstart=25)
fviz_cluster(km_knowl, data = knowledge_only)
```

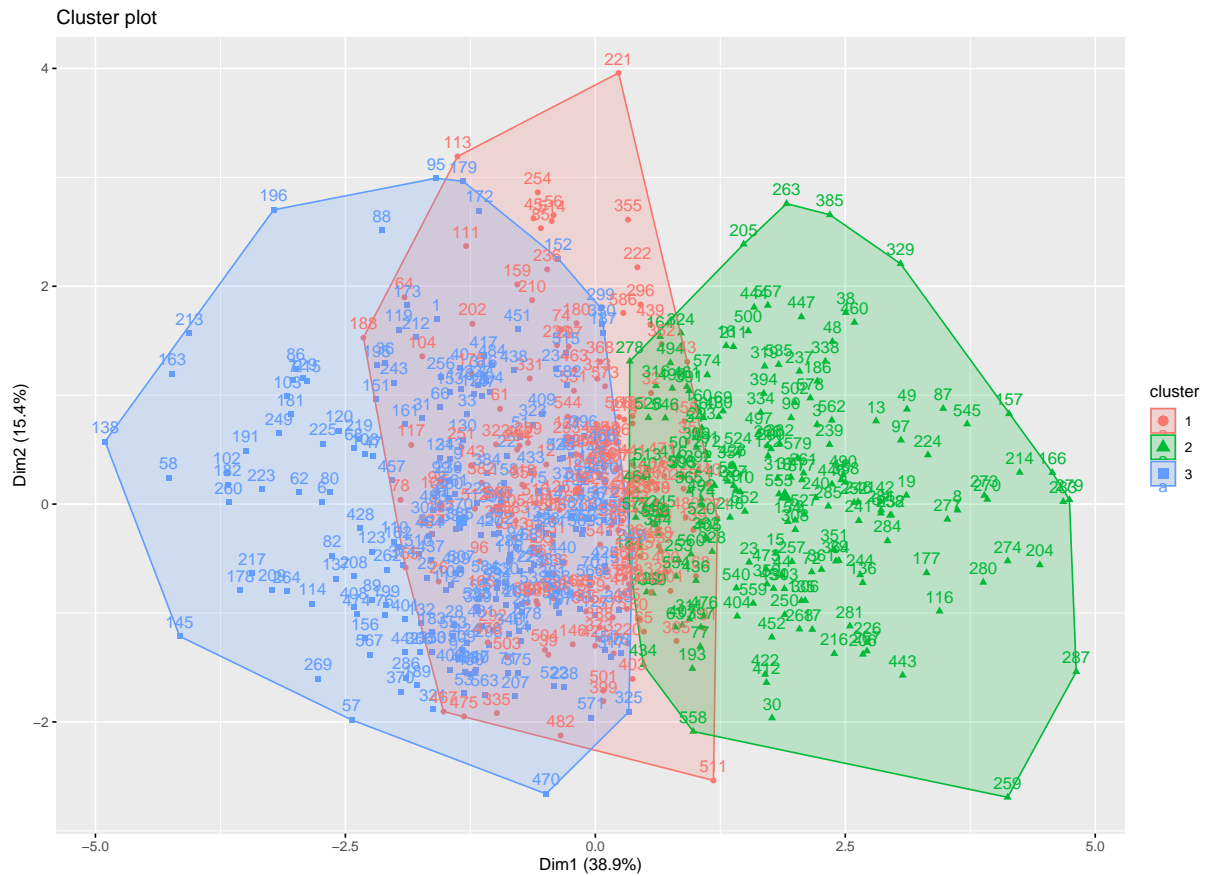


```
all_vars <- combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score,
         perceived_difficulty, env_attitude, pol_conservatism) %>%
  na.omit() %>%
  scale()

set.seed(123)
fviz_nbclust(all_vars, kmeans, method="wss")
```



```
km_all <- kmeans(all_vars, centers=3, nstart=25)
fviz_cluster(km_all, data=all_vars)
```



```
# 1. Summarize clusters on an extra measure
combined_scores %>%
  group_by(cluster) %>%
  summarise(
    mean_recycling = mean(env_attitude_z, na.rm=TRUE),
    sd_recycling   = sd(env_attitude_z, na.rm=TRUE),
    n = n()
  ) %>%
  arrange(cluster)
```

```
# A tibble: 3 x 4
  cluster mean_recycling sd_recycling    n
  <fct>      <dbl>         <dbl> <int>
1 1         -0.679         0.890   179
2 2          0.000799     0.869   176
3 3          0.525         0.848   231
```

```
# 2. ANOVA to test whether clusters differ significantly
anova_result <- aov(env_attitude_z ~ cluster, data = combined_scores)
summary(anova_result)
```

```

              Df Sum Sq Mean Sq F value           Pr(>F)
cluster         2    146    73.1    97.1 <0.0000000000000002 ***
Residuals     583    439     0.8
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
# 3. Pairwise comparisons if ANOVA is significant
TukeyHSD(anova_result)
```

```

Tukey multiple comparisons of means
 95% family-wise confidence level
```

```
Fit: aov(formula = env_attitude_z ~ cluster, data = combined_scores)
```

```

$cluster
      diff   lwr   upr p adj
2-1  0.68 0.46 0.90    0
3-1  1.20 1.00 1.41    0
3-2  0.52 0.32 0.73    0
```

```
library(mclust)

# Subset data to knowledge & motivation variables
lpa_data <- combined_scores %>%
  select(numeracy, energy_use, energy_save, els_score,
         perceived_difficulty, env_attitude, pol_conservatism) %>%
  na.omit() %>%
  scale()

# Model-based clustering
lpa_model <- Mclust(lpa_data)
summary(lpa_model) # Tells you how many clusters & the type of covariance structure
```

```
-----
Gaussian finite mixture model fitted by EM algorithm
-----
```

Mclust VEE (ellipsoidal, equal shape and orientation) model with 8 components:

```
log-likelihood   n df      BIC      ICL
      -4869 586 98 -10362 -10419
```

Clustering table:

```
  1   2   3   4   5   6   7   8
54 123 115  30  81  68  83  32
```

```
# Extract membership
combined_scores$LPA_cluster <- as.factor(lpa_model$classification)
table(combined_scores$LPA_cluster)
```

```
  1   2   3   4   5   6   7   8
54 123 115  30  81  68  83  32
```

```
# Compare means across the new LPA-based clusters
combined_scores %>%
  group_by(LPA_cluster) %>%
  summarise(
    across(numeracy:pol_conservatism, mean, na.rm=TRUE)
  )
```

A tibble: 8 x 9

	LPA_cluster	numeracy	energy_use	energy_save	els_accuracy	els_score
	<fct>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>
1	1	1.45	0.453	0.258	5.04	0.222
2	2	0.106	0.0661	0.146	4.84	0.116
3	3	-1.50	-0.687	-0.671	3.17	-0.774
4	4	-1.17	0.146	0.239	4.37	-0.136
5	5	0.117	-0.130	-0.193	4.79	0.0903
6	6	1.43	0.785	0.659	5.18	0.297
7	7	0.0666	-0.0178	0.00612	4.67	0.0286
8	8	0.133	0.0197	0.261	6.78	1.16

i 3 more variables: env_attitude <dbl>, env_attitude_z <dbl>,

pol_conservatism <dbl>