

# Online experiment appendix

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## Start of Block: Consent

Q1 Welcome to this study carried out for a research project led by Jönköping University, Sweden.

The study contains a decision experiment and a short survey used for scientific purposes only, which will take you less than 15 minutes to complete.

This study is anonymous. The information you provide will not be stored or used in any way that could reveal your personal identity.

I have read and understood the consent form and agree to participate in this study. I confirm that I live in Germany and am at least 18 years old.

Cancel

## End of Block: Consent

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## Start of Block: Screening & Quotas

Q3 Are you...

Male

Female

Others

Q4 Which age group do you belong to?

18-34

34-54

55 or older

Q5 What is your year of birth?

▼ Before 1954 ... After 2006

Q6 What is the highest level of education you have completed?

- No completed degree
- Secondary school leaving certificate
- Intermediate secondary school certificate
- University entrance qualification (general university entrance qualification, subject-specific university entrance qualification, or advanced technical college entrance qualification)
- University degree (Bachelor's, Master's, Diploma, State Examination, Doctorate)

Q7 Are you currently...

- full-time employed
- part-time employed
- intern
- vocational training
- self-employed
- student
- unemployed
- retired
- homemaker/housewife

End of Block: Screening & Quotas

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**Start of Block: Demographic questions**

Q8 What is your marital status?

- Married
- Widowed
- Divorced
- Separated
- Never married

Q9 How many children do you have?

- None
- 1
- 2
- 3
- 4
- 5
- More than 5

Q10 How many people, including you, live in your household?

- 1
- 2
- 3
- 4
- 5
- More than 5

Q11 Do you own land or property? (Multiple answers possible)

- Yes, I own the land that my house or apartment is on
- Yes, I own a piece of land or property (that is not my residence)
- No, I do not own any land or property

*Display This Question:*

*If Do you own land or property? (Multiple answers possible) != No, I do not own any land or property*

Q12 Do you own agricultural land and/or forest? (Multiple answers possible)

- Yes, agriculture land
- Yes, forest
- No

Q13 Do you manage agricultural land and/or forest? (Multiple answers possible)

- Yes, I manage the land that I own
- Yes, I manage land that I don't own
- No

Q14 Are you...

- A full-time farmer
- A part-time farmer
- Not a farmer

Q15 Your current place of residence:

- A major city
- A suburb or on the outskirts of a major city
- A large city
- A small town
- A rural area or village

Q16 What is your favourite color? **Please select "Green" from the following options to demonstrate that you're reading attentively.**

- Red
- Blue
- Green
- Yellow

**Start of Block: Instructions and Practice Round**

Q17

**The effort task**

In this study, we will ask you to conduct a simple task:

**Position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

Performing the task correctly generates EARNINGS.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual bonus payment.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

We begin with a practice round!

Page Break

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Q18

**PRACTICE ROUND**

In this practice round, there is no time limit, and no points are scored. This round is designed for you to become familiar with the sliders.

Practice by adjusting the sliders on the specified numbers. You can move all the sliders or only the ones you wish to.

When you are done practicing, click the [Blue Arrow](#) at the bottom of the page.

Q19

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 53:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 53:**



Q20

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 33:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 33:**



Q21

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 62:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 62:**



Q22

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 30:**





[This is what a correct slider looks like]

Set EFFORT for YOU to 100:



Do you want to work for nature?

Set EFFORT for NATURE to 30:



End of Block: Instructions and Practice Round

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Start of Block: **Control Questions Round 1**

Q23

Before starting Round 1, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

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Q24 If you set the **EFFORT for YOU** slider on 100, how many points do **you earn** for yourself?

- 0
- 5
- 10

Page Break

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Q25 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

0

5

10

Q26 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break

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Q27 You are now ready to start Round 1.

Adjust as many sliders of your choice as possible within 2 minutes.

End of Block: Control Questions Round 1

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Start of Block: **Round 1** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q29

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**

A horizontal slider bar with a blue circle at the left end, representing a value of 100.

**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**

A horizontal slider bar with a green circle at approximately 31% of the way from the left, representing a value of 31.

[This is what a correct slider looks like]

Set EFFORT for YOU to 100:

100



Do you want to work for nature?

Set EFFORT for NATURE to 31:

31



End of Block: Round 1

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[Participants were randomized into one of the treatment arms]

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**Start of Block: Round 2 Instructions – Treatment 0: Baseline/Control** [This treatment is exactly the same as Round 1 and Round 3 [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q109 Thank you for completing Round 1.

Now we move to Round 2.

Page Break

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Q110

**Round 2**

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

**The EARNINGS are the same as in Round 1.**

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break

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Q111 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q112 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

0

5

10

Page Break

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Q113 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

0

5

10

Q114 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break

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Q115 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break

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Q117

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



A horizontal slider bar with a blue circle at the left end, indicating a value of 0.

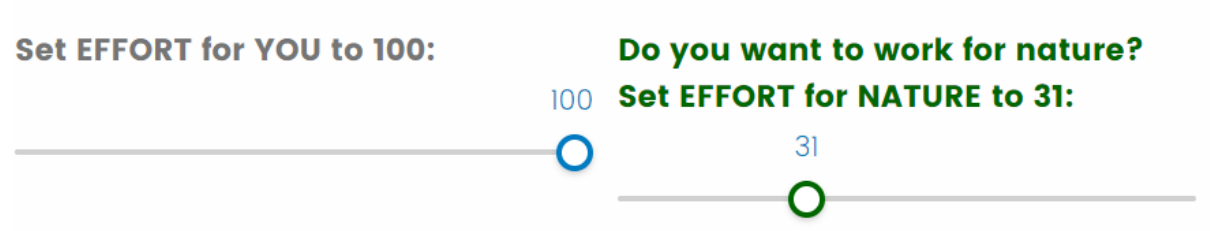
**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



A horizontal slider bar with a green circle at the left end, indicating a value of 0.

[This is what a correct slider looks like]



End of Block: Round 2 Instructions - T0 Control

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.....  
**Start of Block: Round 2 Instructions – Treatment 1: Monetary Incentive** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q197 Thank you for completing Round 1

Now we move to round 2.

Page Break

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Q198

## Round 2

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

**The EARNINGS are NEW.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break

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Q199 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q200 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

Page Break

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Q201 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q202 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break 

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Q203 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break 

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Q205

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



Page Break 

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End of Block: Round 2 Instructions - T1 Monetary Incentive

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**Start of Block: Round 2 Instructions – Treatment 2: NATURE easier** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q285 Thank you for completing Round 1.

Now we move to Round 2.

Page Break

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Q286

### Round 2

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at 100. This means that both tasks are equally easy.

**The EARNINGS are the same as in Round 1.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points.**

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual bonus payment.

#### Please note:

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- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break

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Q287 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q288 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

Page Break 

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Q289 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q290 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

Page Break 

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Q291 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break 

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Q293

[This is what they see when they enter the survey]

Set EFFORT for YOU to 100:



Do you want to work for nature?

Set EFFORT for NATURE to 100:



[This is what a correct slider looks like]

Set EFFORT for YOU to 100:



100

Do you want to work for nature?

Set EFFORT for NATURE to 100:



100

End of Block: Round 2 Instructions - T2 NATURE easier

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.....

**Start of Block: Round 2 Instructions – Treatment 3: Monetary incentive and NATURE easier** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q373 Thank you for completing Round 1.

Now we move to Round 2.

Page Break

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Q374

### Round 2

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed **when positioned at 100. This means that both tasks are equally easy.**

**The EARNINGS are NEW.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points.**

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

**Please note:**

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- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break 

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Q375 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q376 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

Page Break 

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Q377 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q378 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break 

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Q379 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break 

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Q381

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 100:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 100:**



End of Block: Round 2 Instructions - T3 Money + Easy

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.....  
**Start of Block: Round 2 Instructions – Treatment 4 Social Norm** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question] [The question numbers are repeating in treatment 4-7 due to the experiment being conducted in two waves]

Q197 Thank you for completing Round 1.

Now we move to Round 2.

Page Break 

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Q198

## Round 2

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

**The EARNINGS are the same as in Round 1.**

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

### Please note:

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- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break 

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Q199 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q200 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

0

5

10

Page Break

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Q201 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

0

5

10

Q202 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break

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Q203

**What do people think you should do?**

Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs?

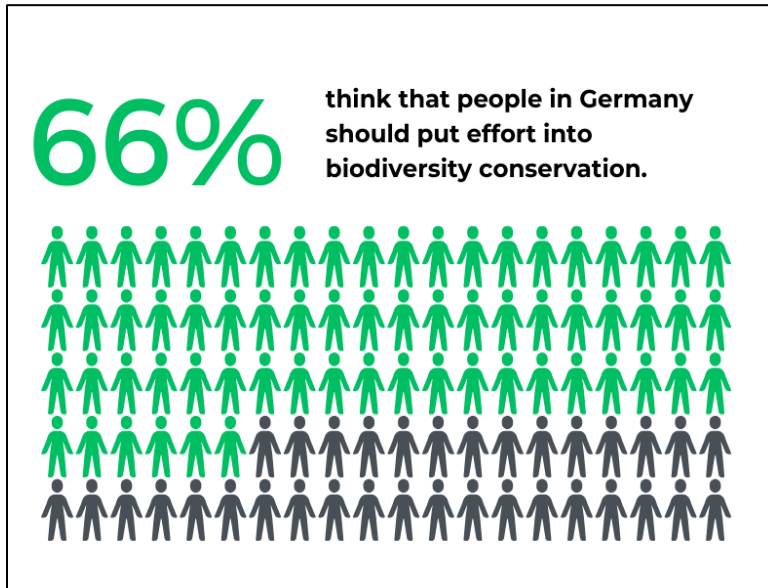
0 10 20 30 40 50 60 70 80 90 100

Out of 100 People ( )



Page Break

Q205 Out of 2000 people:



Page Break

Q206 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break

Q208

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



[This is what a correct slider looks like]



Set EFFORT for YOU to 100:

100



Do you want to work for nature?

Set EFFORT for NATURE to 31:

31



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Page Break

End of Block: Round 2 Instructions - T4 Social Norm

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**Start of Block: Round 2 – Treatment 5: Monetary incentive and Social Norm** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q288 Thank you for completing Round 1.

Now we move to Round 2.

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Page Break

Q289

**Round 2**

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

**The EARNINGS are NEW.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break 

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Q290 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q291 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

0

5

10

Page Break 

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Q292 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q293 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

Page Break

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Q294

**What do people think you should do?**

Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs?

0 10 20 30 40 50 60 70 80 90 100

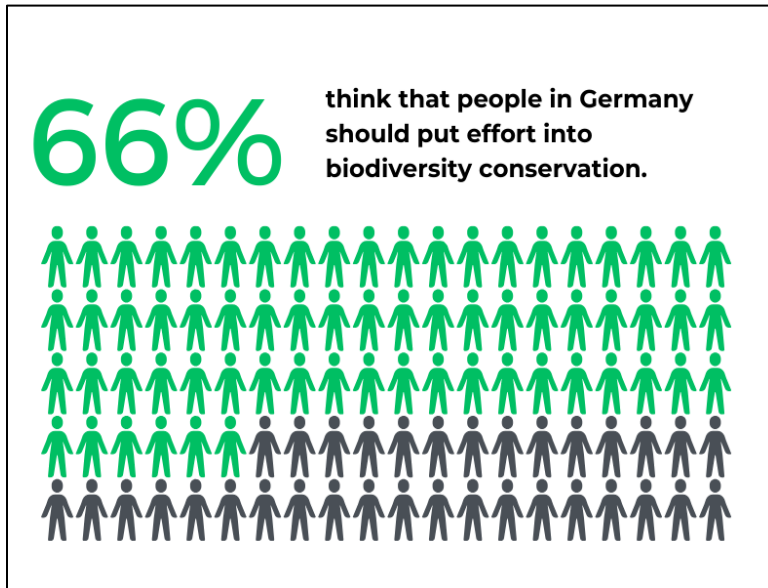
Out of 100 People ()



Page Break

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Q296 Out of 2000 people:



Page Break

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Q297 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break

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Q299

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 31:**



Page Break

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End of Block: Round 2 - T5 Money + Norm

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**Start of Block: Round 2 Instructions – Treatment 6: NATURE Easier and Social Norms**  
[Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q379 Thank you for completing Round 1.

Now we move to Round 2.

Page Break

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Q380

**Round 2**

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at 100. This means that both tasks are equally easy.

**The EARNINGS are the same as in Round 1.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points.**

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual bonus payment.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
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- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break

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Q381 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q382 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

Page Break

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Q383 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q384 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

Page Break

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Q385

**What do people think you should do?**

Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs?

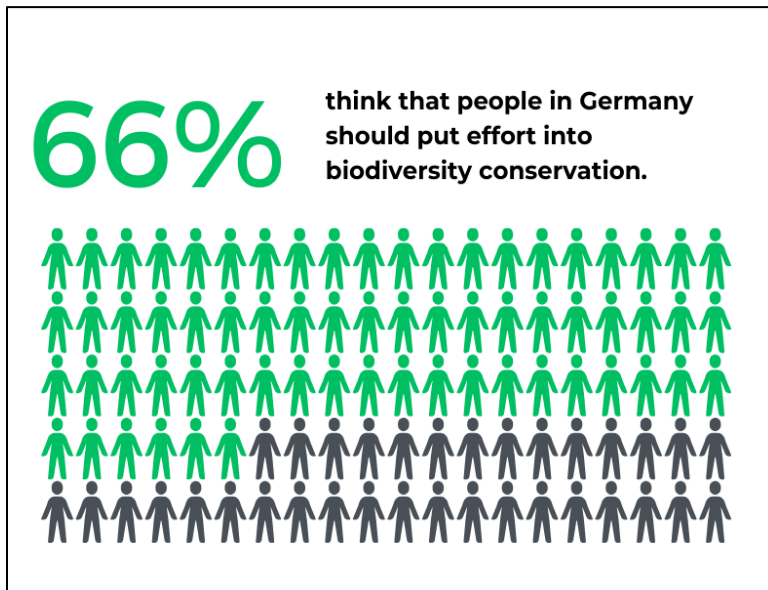
0 10 20 30 40 50 60 70 80 90 100

Out of 100 People ( )



Page Break

Q387 Out of 2000 people:



Page Break

Q388 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break

Q390

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 100:**



[This is what a correct slider looks like]

Set EFFORT for YOU to 100:



Do you want to work for nature?

Set EFFORT for NATURE to 100:



End of Block: Round 2 Instructions - T6 Easy + Norm

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.....

Start of Block: Round 2 Instructions – Treatment 7: Monetary incentive, NATURE easier, and Social Norms [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q470 Thank you for completing Round 1.

Now we move to Round 2.

Page Break

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Q471

### Round 2

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at 100. This means that both tasks are equally easy.

**The EARNINGS are NEW.**

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points.**

If you position the "**EFFORT for NATURE**" slider at the specified number, you earn 5 points, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).



For every 10 points earned, you receive panel points worth 3 cents.

**Please note:**

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break 

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Q472 Before starting Round 2, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q473 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

0

5

10

Page Break 

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Q474 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

0

5

10

Q475 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break

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Q476

**What do people think you should do?**

Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs?

0 10 20 30 40 50 60 70 80 90 100

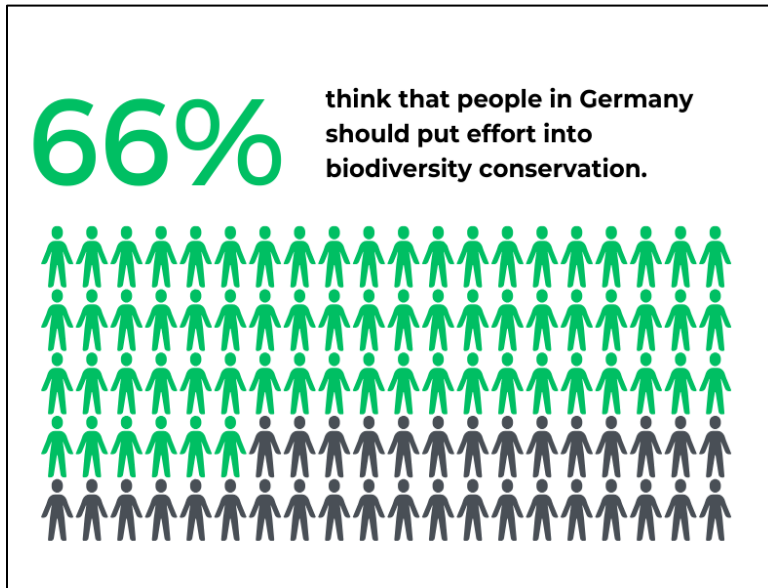
Out of 100 People ()



Page Break

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Q478 Out of 2000 people:



Page Break

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Q479 You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Page Break

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Q481

[This is what they see when they enter the survey]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 100:**



[This is what a correct slider looks like]

**Set EFFORT for YOU to 100:**



**Do you want to work for nature?**

**Set EFFORT for NATURE to 100:**



End of Block: Round 2 Instructions - T7 Money + Easy + Norm

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**Start of Block: Round 3 [Round 3 is exactly the same as Round 1 and Round 2 baseline/control]** [Participants were exposed to a maximum of 80 tasks with 2 sliders in each question]

Q461 Thank you for completing Round 2.

Now we move to Round 3.

Page Break 

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Q462

### Round 3

Your task is again to **position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

**EFFORT for YOU** and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

**The EARNINGS are the same as in Round 1.**

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

#### Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Page Break 

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Q463 Before starting Round 3, we want to make sure you remember the different payoffs.

Please respond to the following verification questions:

Q464 If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

0

5

10

Page Break 

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Q465 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

0

5

10

Q466 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

0

5

10

Page Break 

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Q467 You are now ready to start Round 3.

Adjust as many sliders of your choice as possible within 3 minutes.

Page Break 

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Q469

[This is what they see when they enter the survey]

Set EFFORT for YOU to 100:



Do you want to work for nature?  
Set EFFORT for NATURE to 31:



[This is what a correct slider looks like]

Set EFFORT for YOU to 100:



Do you want to work for nature?  
Set EFFORT for NATURE to 31:



Page Break

End of Block: Round 3

Start of Block: Experiment experience questions

Q549/649 Thank you for completing Round 3.

Before concluding this research study, we kindly request your response to a few additional questions.

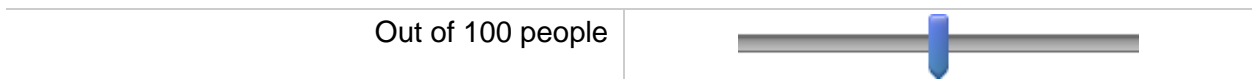
Page Break

Q550/650 Currently [Recently<sup>1</sup>], more than 2,000 working-age individuals in Germany completed the slider task you just performed.

Please estimate the following two aspects of the first round of the slider task:

1. Out of 100 participating individuals, how many do you think moved the slider for "EFFORT for NATURE" to protect biodiversity?

0 10 20 30 40 50 60 70 80 90 100



<sup>1</sup> Different wording on the question in the two waves

Q552/652 2. How many "EFFORT for NATURE" sliders do you think these individuals on average moved in the first round?

▼ 0 ... 80

Page Break

Q653<sup>2</sup> Do you think that people in the experiment should move the slider for "EFFORT for NATURE" to protect biodiversity?

Yes

No

Display This Question:

If Do you think that people in the experiment should move the slider for "EFFORT for NATURE" to protect biodiversity? = Yes

Q654<sup>3</sup> How many "EFFORT for NATURE" sliders do you think people should move on average in the first round?

▼ 0 ... 80

Page Break

Q655<sup>4</sup> How many people out of a sample of 100 surveyed individuals in Germany believe that people should move the "EFFORT for NATURE" sliders in the first round?

0 10 20 30 40 50 60 70 80 90 100



Page Break

<sup>2</sup> Question only in wave 2

<sup>3</sup> Question only in wave 2

<sup>4</sup> Question only in wave 2

Q657<sup>5</sup> Do you try to contribute to biodiversity conservation, even if it is costly, for example through monetary donations or volunteer work?

Yes

No

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Page Break

Q553/658 Next, we ask you to make an estimate:

How many people out of a sample of 100 individuals surveyed in Germany indicated that they would support biodiversity conservation, even if it is costly, for example through monetary donations or volunteer work?

0 10 20 30 40 50 60 70 80 90 100

Out of 100 people



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Page Break

Q555/660 Do you think that people in Germany should support biodiversity conservation, even if it is costly, for example, through monetary donations or volunteer work?

Yes

No

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Page Break

Q556/661 We also asked a representative sample of people living in Germany whether they believe that people in Germany should try to contribute to biodiversity conservation, even if it is

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<sup>5</sup> Question only in wave 2



costly. The respondents come from all parts of the working-age adult population and their answers represent the views and attitudes of people in Germany.

Next, we ask you to make another estimate:

How many people out of a sample of 100 individuals surveyed in Germany believe that people in this country should support biodiversity conservation despite potential high costs?



Page Break

Q558/663 Had you heard about the German Federation for the Environment and Nature Conservation (BUND) before?

Yes

No

Q559/664 Do you have confidence that BUND will use donations to safeguard biodiversity in Germany?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

Q560/665 Do you trust the information provided to you by the researchers from Jönköping University, Sweden?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

Page Break

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Q561/666 Finally, a few questions regarding how you filled out the survey.

Which device did you use to fill out this survey?

- Desktop PC or Laptop
- Tablet
- Phone

Q562/667 Which of the following did you use for the slider task?

- The mouse
- The trackpad/touchpad
- The keyboard

Q563/668 How difficult/easy did you find the slider task in this experiment?

- Very difficult
- Difficult
- Nor difficult/easy
- Easy
- Very easy

Q564/669 Do you have additional feedback regarding this survey?

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End of Block: Experiment experience questions

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Start of Block: **End of Survey Message**

Q565/670

**Thank you for taking part in this study.**

It typically takes about a week for the bonus payment to be credited to your account.

You can check the provided link to upload proof of the total amount of the donation once data collection is complete: <https://www.biodiversity-study.com/donation-receipts-1>

**Click on the [Blue Arrow](#), to exit the questionnaire.**

End of Block: End of Survey Message

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