

Supplementary Material

At the Swedish politicians week in Almedalen, Gotland, a questionnaire was distributed to visitors to one of the early presentations in the WorldView project, given in the inflatable geodome. The survey was administered in real time after the presentation. The survey was constructed of questions with grading, multiple choice or free text answers. Of a total of 180 visitors, 113 respondents completed the questionnaire, giving a response rate of 63%. Slightly more men than women responded. Most participants were 30–70 years of age and only a few under 20 participated in the survey. Participation was voluntary, and participants could respond on paper, respond online in real time at the geodome venue, or register to receive the survey via e-mail. The audience consisted of visitors to the “Swedish politicians’ week” fair, held in July each year. This is a public event at which Sweden’s political parties market their ideas. The respondents were homogenous in that they had a sufficiently strong interest in politics to visit political seminars and open-air meetings on their summer vacations. However, the respondents were heterogeneous in terms of place of residence, age, and professional background, ensuring sufficient variation in opinions and experiences.

In total, the questionnaire consisted of twelve questions, encompassing demographic information, perception of the seriousness of different environmental problems including climate change, evaluation of the trustworthiness of different information sources on climate change, as well as perception of the relevance and potential for ICT-based visualization for climate change communication. For the purposes of this paper we will focus on the following three survey questions:

(1) In which role/capacity are you at Almedalen?

The following response options were available:

- (a) Politician on the national level
- (b) Politician on the local/regional level
- (c) Representing an authority
- (d) Creator of public opinion
- (e) Non-profit organisation
- (f) NGO
- (g) Representing the business sector
- (h) Journalist
- (i) Private person
- (j) Other (free text)

(2) How relevant did you experience the WorldView presentation for your professional role?

The usefulness of ICT-based visualization for their professional roles was indicated on a 1–5 Likert scale in combination with an open question about the reasons for the respondent’s answer.

(3) What potential do you ascribe climate visualization as a tool for climate communication and creating opinion?

This question was outlined as a free text answer