Supplementary Materials

Study 1

<u>Hashtags used to elicit tweets:</u>

#ModiInAmerica

#Modi

#NarendraModi

#PMOIndia

#narendramodi

#CleanIndia

#CleanIndiaCampaign

#MyCleanIndia

#SwachhBharatMission

#SwachBharatMission

#CleanUpIndia

#SwachBharat

#SwachBharat

#SwachhBharat

Coding Instructions for independent coders:

In the next several pages, you will see several words. For each word, please assess how likely it is that the word can be used to describe an action or behavior.

Word list for coding (each word shown on new page):

broom	along	add
challenge	area	appreciate
cleanliness	around	broom
deserve	branch	congratulate
drive	broom	create
fake	dirtiness	effort
fight	ganga	gesture
ghat	garbage	great
help	keep	himself
initiate	litter	inspire
involve	mumbai	join
join	pick	kudo
launch	place	sever
liar	public	significant
nominate	road	strength
part	start	sure
participate	street	together
register	surround	toward
varanasi	sweep	wonder
voter	up	won't

Probabilities of Clean India related keywords across the 100 topics:

In order to assess the overall probability that a topic was about the campaign we summed up the probabilities of Clean India Related keywords in each topic. These keywords only occurred in 8 (out of 100) of the topics:

*Topic 7: 0.193

*Topic 20: 0.417

Topic 39: 0.008

Topic: 40: 0.001

Topic 52: 0.001

*Topic 67: 0.333

Topic 86: 0.037

*Topics that were used in subsequent analyses

Reliability Analysis for 3 Clean India Related Topics:

Topic 7:Cronbach's α = .90

Topic 20: Cronbach's α = .78

Topic 67: Cronbach's α = .91

Study 2—Text Validation

Twenty-six participants were recruited via Amazon's Mechanical Turk online crowdsourcing platform. All participants were adults living in India.

They received the following instructions:

In this task, you will be asked to read through two texts, asking you to take environmental action. For each text, we would like you to answer two questions:

1) To what degree the text reminds you about **purity and cleanliness**

2) To what degree the text reminds you about **nature and all living beings**

Text 1

"2nd October is the birth anniversary of our Pujya Mahatma Gandhi and Lal Bahadur Shashtri ji. Lal Bahadur Shastri gave us the Mantra of Jai Jawan Jai Kisan. Indian Farmers filled the granaries in reply to that exhortation. Pujya Bapu gave us the message of 'Quit India- Clean India'. Our countrymen, under the leadership of Mahatma Gandhi, freed the nation from colonialism. Bapu's dream of cleanliness, however, remains unfulfilled.

I invite every one of you. We are going to take an oath here. My request is that you should raise both of your hands and remember Mahatma Gandhi. Feel that this work is for building a Bharat of the dreams of Pujya Bapu. We should not just utter the words but take solemn pledge. You will take the pledge, take the movement forward and will leave no stone unturned. Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it is our duty to serve Mother India by keeping the country neat and clean."

Please respond to the questions below

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This text makes me think of purity and cleanliness	o	o	o	o	o	o	o
This text makes me think of nature and all living beings	o	o	o	o	o	o	o

Text 2

"We as human beings are very much dependent on others in nature. For example, we depend on the trees; we depend on the ants, the mice and the birds. Without birds the forests will not survive, because the birds whelp in transporting seeds. Without snakes the mice will feed on everything. Without frogs the bugs will thrive. Without forests there will be no rains. Without rains we will all die. There is really no end to our dependency on each other.
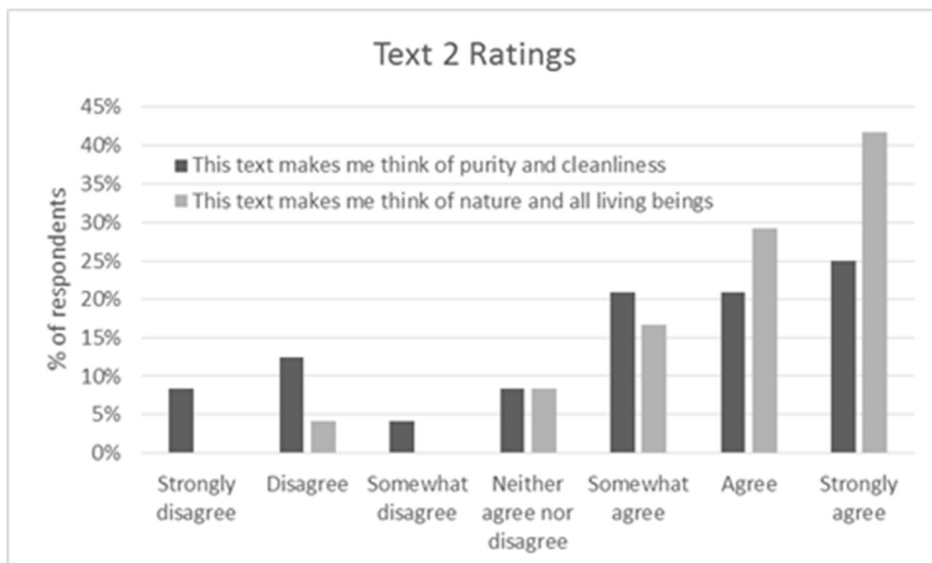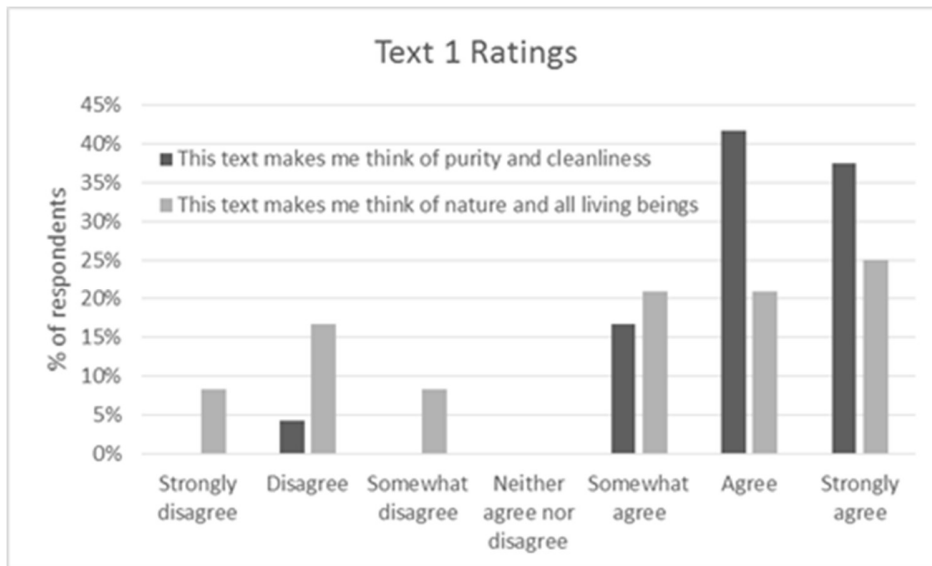
Eventually, once we get rid of our delusions and make progress towards learning about our environment, we then realize that we do not the masters in running the show. Everything in the universe runs the show- the animal, the wind, the trees, etc. Therefore, there is a lesson for all of us in this: we must respect not only each other but also everyone and everything in this world. This country is going to be run by your initiatives and by your helping each other. We have to help our neighbors and clean our environments."

Please respond to the questions below

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This text makes me think of purity and cleanliness	o	o	o	o	o	o	o
This text makes me think of nature and all living beings	o	o	o	o	o	o	o

Results

Study 2—Complete list of green behaviors

__1. Switch off the lights when they are not in use.

__2. Eat vegetarian meals more often

__3. Wash only full loads of laundry

__4. Install low flow shower heads

__5. Make recycling a priority

__6. Get around without a car (carpool, walk, bus)

__7. Vote for officials who make climate change a priority

Study 3—Behavioral Recall Measure

Please indicate how often you have done each of the following in the last few years (1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Very often). If you didn't have the opportunity to engage in the action please select NA.

__1. Switch off the lights when they are not in use.

__2. Eat vegetarian meals more often

__3. Wash only full loads of laundry

__4. Install low flow shower heads

__5. Make recycling a priority

__6. Get around without a car (carpool, walk, bus)

__7. Vote for officials who make climate change a priority

__8. Looked for ways to reuse things

__9. Picked up litter that was not your own

__10. Recycled newspapers