

**The greater the contact, the closer the threat: The influence of contact with nature on the social perception of biodiversity loss and the effectiveness of conservation behaviours**

**Supplementary Materials**

**Word association task (Study 1)**

Please list the first 3 words, or verbal expressions, you think of when thinking about BIODIVERSITY

**Instructions about the topic (Study 1 and Study 2):**

This questionnaire concerns biodiversity loss, which is defined as “decrease in biodiversity within a species, an ecosystem, a given geographic area, or Earth as a whole. Biodiversity, or biological diversity, is a term that refers to the number of genes, species, individual organisms within a given species, and biological communities within a defined geographic area, ranging from the smallest ecosystem to the global biosphere »

Here you will find several questions, asking you to rate your (dis)agreement with different concepts; please respond freely, there are no right or wrong answers, as this is all about your personal opinion and perception.

**Psychological distance (Study 1 and Study 2):**

*Answers: 1 - Strongly disagree to 7 - Strongly agree*

1. The worst effects of biodiversity loss will be felt by countries far from where I live
2. Biodiversity loss is more likely to impact countries faraway
3. Local area is largely immune from the loss of biodiversity
4. My first thoughts about biodiversity loss are about how it will impact my country\*
5. Biodiversity loss is an immediate threat affecting people right now\*
6. Recent impacts of the loss of biodiversity mean we must tackle the issue now\*
7. Future generations are more likely to feel the effects of the loss of biodiversity
8. I definitely observed biodiversity loss in my lifetime\*
9. Biodiversity loss is likely to have a big impact on people like me\*

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\* Items followed by \* were reverse coded

10. Biodiversity loss will definitely affect me and my family\*
11. The biggest impacts of the loss of biodiversity will be felt by people other than people like me
12. I don't think biodiversity loss will significantly impact people I know
13. Seriousness of biodiversity loss is largely exaggerated
14. I am certain that biodiversity loss is really happening\*
15. I am uncertain what the effects of biodiversity loss will be
16. There is a lot of agreement among scientists that biodiversity loss is happening\*

### **Actual behaviours (Study 2):**

*Question: Please think about the month before the lockdown due to covid-19 started: How often have you performed the following behaviors?*

*Answers: 1 - Never to 7 - Always*

1. I limited my consumption of disposable products (plastic bags/ packaging, etc.)
2. I limited my water consumption (by turning off the water tap while brushing teeth, short showers etc.)
3. I bought products that carry an eco-label (Bluedesign, EU Ecolabel, EU Energy label, etc)
4. I limited my transportation by car
5. I bought regionally produced products

### **Contact with nature (Study 1 and Study 2):**

*Question: Do you live...*

*Answer: yes or no*

1. Close to the woods
2. Close to a big park
3. In a house with a garden
4. With a pet (dog, cat, fish, rabbit...)

*Question: Did you grow up living...*

*Answer: yes or no*

5. Close to the woods
6. Close to a big park
7. In a house with a garden
8. With a pet (dog, cat, fish, rabbit...)

*Question: How often do you go for a walk in nature (woods, parks...)*

*Answer: 1 – Never to 5 – Always*