

**INFORMATION LETTER & CONSENT TO PARTICIPATE IN RESEARCH**

Title: Motivational & Educational Dimensions of Expedition Cruising in the Arctic - Phase 1: pre-cruise survey

You are invited to participate in a research study conducted by graduate student Brittany Manley, under the advisory board of Dr. Statia Elliot and Dr. Stephen Smith from the College of Business and Economics and Dr. Shoshanah Jacobs from the College of Biological Sciences at the University of Guelph. The results of this study will contribute to Brittany's Masters Thesis, conference presentation and journal publication.

**If you have any questions or concerns about the research, or would like a copy of the results of this study, please feel free to contact:** Brittany Manley at [manley@uoguelph.ca](mailto:manley@uoguelph.ca) or Statia Elliot at [statia@uoguelph.ca](mailto:statia@uoguelph.ca)

The purpose of the study is to explore the motivations to take an expedition cruise and your environmental knowledge prior to the expedition. Please drop off the survey at the reception desk aboard the Akademik Sergey Vavilov.

We are inviting you to fill out a survey which should take no longer than 15 minutes.

- There is no foreseeable risk to you, nor will you benefit in any way by taking part. You will have helped us to better understand the motivations to take an expedition cruise and your environmental knowledge prior to the expedition.
- We will not be collecting any personally identifying information, and will only be reporting aggregate results of the study, so you can never be identified.
- All data will be kept for a period of up to 5 years after the completion of the research, after which electronic data will be deleted and hardcopies will be shredded.
- You can choose whether to be in this study or not. You may simply not return the survey, or return an incomplete survey. Once you return the survey, however, you cannot withdraw because the researcher will not know which one is yours. You may also skip any questions you would prefer not to answer. The investigator may withdraw you from this research if circumstances arise that warrant doing so.
- You are not waiving any legal claims, rights, or remedies because of your participation in this research study. This study has been reviewed and received ethics clearance through the University of Guelph Research Ethics Board. If you have questions regarding your rights as a research participant, contact: Director, Research Ethics; (519) 824-4120, ext. 56606; E-mail: [sauld@uoguelph.ca](mailto:sauld@uoguelph.ca)

By continuing on to fill in and return the survey, you are agreeing that you have read the information provided. If you have any questions, please contact the research team before continuing. Please find attached a copy of this form and you may tear it off for your records.

**SIGNATURE OF RESEARCH PARTICIPANT/LEGAL REPRESENTATIVE**

I have read the information provided for the study "Motivational & Educational Dimensions of Expedition Cruising in the Arctic" as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. Please detach the last page for your records.

\_\_\_\_\_  
Name of Participant (please print)

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

## Pre-Cruise Survey

**I. Please indicate (x) how important the following possible reasons are for participating in this cruise.**

		Extremely important	Very important	Important	Slightly important	Not very important	Not at all important	No opinion
1.	Socializing with family and friends							
2.	Relaxing & escaping from everyday life							
3.	Experiencing a spiritual connection with nature							
4.	Seeing beautiful or interesting wildlife							
5.	Learning about the human history of the Arctic							
6.	Learning about the natural history of the Arctic							
7.	Adventuring in the wilderness							
8.	Learning about environmental issues and conservation							
9.	Exploring new places							
10.	Seeing a beautiful landscape							
11.	Seeing unique wildlife							
12.	Following in the footsteps of the great explores							
13.	Seeing the Arctic before it melts away							
14.	Capturing photographs							

**II. Please give your opinion of the following statements regarding your general views toward the natural environment. There are no right or wrong answers.**

		Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree	No opinion
1.	I enjoy the thrill of sailing across a wild place like the Davis Straight							
2.	I don't have a particularly strong spiritual connection with nature							
3.	I approve of seal hunting for aboriginal subsistence							
4.	If large oil reserves are found in a wildlife refuge, I believe drilling should be approved so long as efforts are made to protect the environment							

		Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree	No opinion
5.	I am not particularly interested in bird-watching							
6.	Seeing the physical grace of a whale conveys to me a sense of the beauty of the natural world							
7.	I would prefer to go whale-watching rather than participating in a scientific expedition to study whales							
8.	I am morally opposed to the hunting of seals for sport							
9.	I can accept the harvesting of a small number of unthreatened animal species in fishing nets if it keeps the price of fish at a reasonable price for consumers							
10.	I think the environment is important but protection measures should not hurt the local or national economy							
11.	I would enjoy reading a book on the ecology of the Arctic							
12.	I feel a strong connection with the wildlife that I see							
13.	I participate in tours like this one primarily to see beautiful scenery and wildlife							
14.	I support the expedition company's \$250 fee for restoration and protection of the Arctic environment							
15.	Mandatory visitation guidelines are needed for the protection of the Arctic environment							
16.	While approaching a group of muskoxen to photograph them, they show signs of agitation. As long as they don't run; it is okay to photograph before moving away							
17.	It is acceptable to walk across some lichens and moss in order to photograph a seal							
18.	In order to get a better photo of the sleeping walrus, it is acceptable to toss a small stone or make a noise to awaken the walrus.							
19.	Visitors to the Arctic should follow the guidelines designed to protect the wildlife and vegetation							

**III. How often do you participate in the following activities in your day-to-day life?**

		A great deal	A moderate amount	Occasionally	Rarely	Never
1.	Donating money or time to organizations concerned with the protection and restoration of the Arctic					
2.	Voting for elected officials that support environmental protection					
3.	Becoming a member of organizations concerned with the environment					
4.	Avoiding the use or purchase of certain products because of their environmental impact					
5.	Contributing waste to a recycling program					
6.	Making efforts to reduce your consumption					
7.	Finding ways to reuse materials					
8.	Reading about the environment					
9.	Attending meetings in the community about the environment					

**IV. Please indicate your opinion regarding the following:**

		Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree	No opinion
1.	Limiting the number of tourists that visit the Arctic							
2.	Setting aside large pieces of land in the Arctic as protected areas that limit human use							
3.	Conserving wildlife in the Arctic by limiting human access to important breeding areas							
4.	Regulating the use of long lines for fishing in the Arctic, that accidentally kills seabirds							
5.	Setting aside large sections of the Arctic Ocean as marine protected areas where economic uses like fishing and drilling are excluded							
6.	Monitoring cruise tourism's impact in the Arctic							
7.	Regulating greenhouse gas emissions in an effort to curb global warming							
8.	Regulating the commercial fishing of krill within the Arctic							
9.	Developing stricter regulations on field excursions in an effort to minimize negative impacts							

**V. The following questions concern your *general* knowledge of the Arctic environment. Respond on the basis of your knowledge rather than guess. Please do not be concerned if you cannot answer many of these questions before participating in this adventure.**

1. The most apparent sign of Arctic climate change today is:
  - a. Reduction in sea ice cover
  - b. Seal population decline
  - c. Overall Polar Bear population decline
  - d. Progression of tree line northward
  - e. Don't know the answer
  
2. The most threatened species of Arctic whale is:
  - a. Beluga
  - b. Humpback
  - c. Bowhead
  - d. Grey
  - e. Don't know the answer
  
3. Maximum sustainable yield refers to:
  - a. The maximum production from an industry required in order to ensure its sustainability.
  - b. The theoretical maximum rate a resource can be exploited without reducing its supply over time
  - c. The maximum number of species that an ecosystem can sustain
  - d. The harvesting of immature individuals of a species to reduce population size
  - e. Don't know the answer
  
4. What is generally thought to be the progression of Native cultures living in the Arctic?
  - a. Thule, Pre-Dorset, Dorset, Inuit
  - b. Dorset, Thule, Inuit
  - c. Inuit, Haida, Dorset,
  - d. Inuit, Pre-Dorset, Dorset, Thule
  - e. Don't know the answer
  
5. What major species of whale has increased in number above the pre-human-hunting levels?
  - a. Belugas
  - b. Narwhale
  - c. Bowhead
  - d. Humpback
  - e. Don't know the answer
  
6. What species of bird is found in the highest numbers in the Arctic during the summer months?
  - a. Peregrine Falcons
  - b. Thick-billed Murres
  - c. Northern Fulmars
  - d. Northern Gannets
  - e. Don't know the answer

7. The highest incidental catch of long-line fishing affects the following group of species
- a. seabirds
  - b. seals and sealions
  - c. small whales and dolphins
  - d. doesn't have an incidental effect on any species
  - e. Don't know the answer
8. Lichens are:
- a. a type of moss
  - b. only eaten by muskox and caribou
  - c. a symbiotic relationship between a fungus and an algae
  - d. instruments used by scientists to track the progression of ozone depletion
  - e. Don't know the answer
9. The ring seal eats primarily:
- a. Squid
  - b. Fish
  - c. Krill
  - d. Crab
  - e. Don't know the answer
10. The first person to sail the Northwest Passage:
- a. Sir Francis Drake
  - b. Sir John Franklin
  - c. Sir Robert Peary
  - d. Roald Amundsen
  - e. Don't know the answer

Please indicate whether the following statements are true, false, or you don't know the answer.

11. Ilulissat glacier is on UNESCO's World Heritage list.
- a. True
  - b. False
  - c. Don't know the answer
12. The magnetic north pole does not move.
- a. True
  - b. False
  - c. Don't know the answer
13. The surface water currents in the Davis Strait bring warmer waters from the southern tip of Greenland northwards to mix with the colder waters from the Arctic Ocean moving southwards:
- a. True
  - b. False
  - c. Don't know the answer
14. Iqaluit, the Capital city of Nunavut was formally known as Frobisher Bay.
- a. True
  - b. False
  - c. Don't know the answer

15. The Arctic is the highest and driest of the world's landmasses

- a. True
- b. False
- c. Don't know the answer

**VI. Please explain in your own words why you chose to go on this expedition with Adventure Canada:**

**VIII. Please fill out the following regarding your background. All this information, in addition to the above survey answers will be kept strictly confidential.**

1. Have you participated in an Arctic tour before?    Yes    No
2. How many other nature trips of over one week in length have you participated in? \_\_\_\_\_
3. What is your country of citizenship? \_\_\_\_\_
4. Please circle the best description of your place of residence:  
- City                      - Suburb                      - Small Town                      - Rural Area
5. What is your gender?  
- Male                      - Female                      - Other                      - Prefer not to answer
6. What is your age?:
  - a) less than 20 years
  - b) 20-30 years
  - c) 31-40 years
  - d) 41-50 years
  - e) 51-60 years
  - f) 61- 70 years
  - g) 71- 80 years
  - h) 81-90 years
  - i) Older than 90
7. What formal education level have you completed?
  - a. 8 – 11<sup>th</sup> grade
  - b. High School
  - c. Some post-secondary
  - d. Graduated from college or university
  - e. Professional or Graduate Degree

**IX. If there is anything else you would like to share please do so here.**

Thank you very much for your participation in this phase of the study.  
Please drop off the survey at the reception desk aboard the ship.

If you have any questions regarding this study or would like a copy of the results please contact  
Brittany Manley at [manley@uoguelph.ca](mailto:manley@uoguelph.ca)