

Introduction:

The aim of this research is to evaluate how much knowledge our participants have about the Corporate Social Responsibility (CSR) policies of various companies. We have examined the websites of the companies used in the study, and provide you with a summary of what they say are their CSR policies and activities. We need you to evaluate whether the research participants have knowledge of the policy and / or activities.

Methods of evaluation:*Method 1: Scoring against knowledge of policy*

Our first method is to directly compare the participant statements against the actual policies of the companies. You will need to read through the participants' statements, and then evaluate what score to give. We are using a scoring system, which is as follows:

Evaluation	No Knowledge	Some Knowledge	Knowledgeable
Score	0	1	2

Each mention of any policy or activities can gain a score of 1 or 2, and you will need to use your judgement in how to score the individual. The total scores will then be entered into the scoring sheets. In this case, the more policies they know, the higher the score. Please note, you can only score an activity if the participant's description is included in the summary of the company's policy and activities summary.

Method 2: Global evaluation

In contrast to method 1, this method is a global evaluation of the participant's response against a particular area of CSR e.g. a global evaluation of the participant evaluation of a company's environmental policy. The scoring system is as follows:

Evaluation	Positive	Negative
Score	1	-1

In this case, the final answer entered into the scoring sheet can only be +1 or -1. This captures your view of whether the overall discussion of the participant is positive or negative for a particular area of CSR.