

Supplementary Materials

Qualtrics Survey (S1)

Start of Block: Consent Form

For Regional Survey Only:

NEOres This study is only open to people who are residents of these five counties in Ohio: Lorain, Medina, Lake, Geauga, Cuyahoga. Please click "yes" to confirm that you are a resident.

- ☐ Yes, I live in one of these counties. (1)
- ☐ No, I do not live in one of these counties. (2)

Skip To: End of Survey If This study is only open to people who are residents of these five counties in Ohio: Lorain, Medi... = No, I do not live in one of these counties.

End regional survey specific question

intro_T1 Welcome! Thank you for your interest in participating in our study! This survey is part of a larger research project conducted by students and faculty at Oberlin College. We are interested in getting feedback on one component of a display that will appear on public display screens in many communities. This study will take no more than 15 minutes. You will be compensated for your participation. In this study, you will be asked to answer questions about your beliefs and concerns. You may or may not see a series of slides that show pictures and quotes. You may or may not be asked to answer additional questions regarding components of the displays. You must be 18 years or older to participate in this study. There are no known risks associated with your participation in this research study. The answers and information you provide in this study will remain confidential. Should the data be published, no individual information will be disclosed. Your participation in this study is completely voluntary. You are free to decline to answer any particular question you do not wish to answer for any reason, and you are free to discontinue participation completely at any point for any reason and still receive payment. We recommend that you print a copy of this consent form for your records. If you have any additional questions about the study, please contact Dr. Cindy Frantz, at Cindy.Frantz@oberlin.edu or 440-775-8499. For questions concerning the rights of human subjects, please contact Dr. Michael Parkin, Chair of Oberlin College's Institutional Review Board, at ocirb@oberlin.edu or 440-775-8410.

consent I affirm that I am 18 years or older, and that I consent to participate in this research.

- ☐ Yes, I consent (1)
- ☐ No, I do not consent (2)

Skip To: End of Survey If I affirm that I am 18 years or older, and that I consent to participate in this research. = No, I do not consent

Prolific ID What is your Prolific ID? Please note that this response should auto-fill with the correct ID

End of Block: Consent Form

Start of Block: No Exposure

Start of Block: Pro-Social CV Exposure

gencvtext This video displays a series of 12 slides featuring content produced from interviews with real people in Northeast Ohio (Cuyahoga, Medina, Lake, Geauga, and Lorain counties). Each slide features a quote, image, and attribution. Each slide will be displayed for 15 seconds, and the video will last 3 minutes. You will be asked a series of questions in response to the video. You will not be able to continue to the questions until you have watched the video.

Please click the link here to watch the video:

https://drive.google.com/file/d/1XvE0PzHWQ_CVeKu-bbpWC6uRrOhoBOPL/view?usp=sharing

*All photographs included in the slide show are included in **Appendix 1** for both climate action-focused CV content and pro-social CV content*

genCVtimer Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

genslidecheck Which of the following was depicted in the slideshow you just watched?

- ☐ a goose (0)
- ☐ children (1)
- ☐ a doctor (0)
- ☐ a windmill (0)

End of Block: Pro-Social CV Exposure

Start of Block: CA CV Exposure

CACVtext This video displays a series of 12 slides featuring content produced from interviews with real people in Northeast Ohio (Cuyahoga, Medina, Lake, Geauga, and Lorain counties) that focus on climate action. Each slide features a quote, image, and attribution. Each slide will be displayed for 15 seconds, and the video will last 3 minutes. You will be asked a series of questions in response to the video. You will not be able to continue to the questions until you have watched the video. Please click the link here to watch the video: https://drive.google.com/file/d/1Hbu_6kGcJO5qumFrMDiJRSBNxlyMRRr/view?usp=sharing

*All photographs included in the slide show are included in **Appendix 1** for both climate action-focused CV content and pro-social CV content*

CACVtimer Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

caslidecheck Which of the following was depicted in the slideshow you just watched?

- ☐ a doctor (0)
- ☐ a police officer (1)
- ☐ a goose (0)
- ☐ a windmill (0)

End of Block: CA CV Exposure

Start of Block: Norms

Norms Using the scale below, please indicate the extent to which you agree or disagree with the following statements

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Agree (5)
I am aware of what others think about climate change (1)	☐	☐	☐	☐	☐
People in my community are at least somewhat worried about climate change (2)	☐	☐	☐	☐	☐

People in my community are taking action to address climate change (3)	☐	☐	☐	☐	☐
I think it is important to address climate change (4)	☐	☐	☐	☐	☐
People have a responsibility to protect the environment for future generations (5)	☐	☐	☐	☐	☐
People in my community are not as concerned by climate change as me (6)	☐	☐	☐	☐	☐
People in my community do not support the government taking action to address climate change (7)	☐	☐	☐	☐	☐

End of Block: Norms

Start of Block: PsycDistance

PsycDist Using the scale below, please indicate the extent to which you agree or disagree with the following statements

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Serious effects of climate change will mostly occur in communities	☐	☐	☐	☐	☐

far away from here (1)					
Serious effects of climate change will occur in my local community (2)	☐	☐	☐	☐	☐
I don't see myself as someone who will experience the effects of climate change (3)	☐	☐	☐	☐	☐
My family and I will experience the effects of climate change (4)	☐	☐	☐	☐	☐

End of Block: PsycDistance

Start of Block: ECAS

ECAS Using the scale below, please indicate the extent to which you agree or disagree with the following statements

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
It is easy to imagine a world where we no longer use fossil fuels (1)	☐	☐	☐	☐	☐
I can imagine a world where	☐	☐	☐	☐	☐

politicians
take effective
action to
address
climate
change (2)

I can think of
numerous
methods of
achieving a
world where
carbon
emissions
are reduced
below current
levels (3)

When I
imagine what
an
ecologically
sustainable
existence for
humans
would be like,
I can picture
it in detail (4)

○

○

○

○

○

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○

○

○

○

End of Block: ECAS

Start of Block: Emotions

CCemotions How strongly do you feel each of the following emotions when you think about the issue of climate change?

	Not at all (1)	Slightly (2)	Moderately (3)	Strongly (4)
Guilty (1)	○	○	○	○
Angry (2)	○	○	○	○
Betrayed (3)	○	○	○	○
Hopeful (4)	○	○	○	○
Brave (5)	○	○	○	○
Resilient (6)	○	○	○	○

Sad (7)	☐	☐	☐	☐
Afraid (8)	☐	☐	☐	☐
Optimistic (9)	☐	☐	☐	☐

End of Block: Emotions

Start of Block: Human Efficacy

MitAdaptDef In this study, we are assessing how people think and feel about climate change and responses to climate change. The survey will ask you to consider two different kinds of ways that people cope with climate change. Mitigation is when people work to reduce the causes of climate change. This means reducing greenhouse gas emissions and/or removing carbon dioxide from the atmosphere. Adaptation involves anticipating the impacts of a changing climate and taking action to prevent or minimize the damage caused. For example, this might mean installing air-conditioning to deal with extreme heat, or installing sea walls to prevent flooding. Our research focuses mostly on adaptation, but you will be asked to consider both types of coping strategies in this survey.

HumanMitEff Think about humans' ability to mitigate (or reduce) climate change. Which of the following statements comes closest to your view?

- ☐ My community can't reduce climate change (1)
- ☐ My community could reduce climate change, but people aren't willing to change their behavior, so we're not going to (2)
- ☐ My community could reduce climate change, but it's unclear at this point whether we will do what's needed (3)
- ☐ My community can reduce climate change, and we are going to do so successfully (4)

HumanAdaptEff Now think about whether humans can adapt to climate change. Can we take actions that make the impacts of climate change less disruptive? Which of the following statements comes closest to your view?

- ☐ My community can't adapt to climate change (1)
- ☐ My community could adapt to climate change, but people aren't willing to change their behavior, so we're not going to (2)
- ☐ My community could adapt to climate change, but it's unclear at this point whether we will do what's needed (3)
- ☐ My community can adapt to climate change, and we are going to do so successfully (4)

Attcheck2 Please select "strongly agree" to show that you are paying attention to this question.

- ☐ Strongly agree (1)
- ☐ Agree (0)

- Disagree (0)
- Strongly Disagree (0)

End of Block: Human Efficacy

Start of Block: Policy Support

PolicySupport Using the scale below, please indicate the extent to which you agree or disagree with the following statements

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I support using significant tax dollars to mitigate climate emissions (1)	○	○	○	○	○
I support using significant tax dollars to help adapt to climate change (2)	○	○	○	○	○
I support using significant tax dollars to invest in infrastructure that supports the use of public transit (3)	○	○	○	○	○
I support using significant tax dollars to fund the production of renewable energy (4)	○	○	○	○	○

End of Block: Policy Support

Start of Block: Demographics

age Your age (in years)

gender What is your gender?

- ☐ Male (1)
- ☐ Female (0)
- ☐ Self-describe: (0) _____

edulevel Select the level of education you have obtained:

- ☐ Less than HS (1)
- ☐ HS Graduate or equivalent (2)
- ☐ Technical school (3)
- ☐ Some college (4)
- ☐ 2-Yr College / Associate's degree (5)
- ☐ 4-yr College / Bachelor's degree (6)
- ☐ Master's degree (7)
- ☐ Doctorate (8)

income What is your household income, before taxes?

- ☐ Less than \$34,999 (1)
- ☐ \$35,000 - \$74,999 (2)
- ☐ \$75,000 - \$149,999 (3)
- ☐ Greater than \$150,000 (4)

ethnicity With what ethnicity do you primarily identify?

- ☐ White (1)
- ☐ Black or African American (0)
- ☐ Asian (0)
- ☐ American Indian or Alaskan Native (0)
- ☐ Hispanic or Latino (0)
- ☐ Middle Eastern/North African (0)
- ☐ Native Hawaiian or other Pacific Islander (0)
- ☐ Other (please specify) (0) _____

zip Please enter your zip code:

children How many children do you have under the age of 18?

poliscale Use the scale below to indicate the extent to which you view yourself as politically liberal or conservative.

- ☐ Liberal (1)
- ☐ ___ (2)
- ☐ ___ (3)
- ☐ Neither (4)
- ☐ ___ (5)
- ☐ ___ (6)
- ☐ Conservative (7)

regionidentity How would you describe the place you live?

- ☐ Urban (1)
- ☐ Suburban (2)
- ☐ Rural (3)

6americas How do you feel about climate change?

- ☐ Alarmed (1)
- ☐ Concerned (2)
- ☐ Cautious (3)
- ☐ Disengaged (4)
- ☐ Doubtful (5)
- ☐ Dismissive (6)

End of Block: Demographics

Start of Block: Thank You

National Sample

thankyou Thank you for your participation! Please click [here](#) or copy and paste the code below in Prolific to receive payment. C1H7BN4X The purpose of this study was to test the effectiveness of exposure to pro-environmental messages focused on climate action. Some of you were not exposed to any slides. Some of you were exposed to slide shows focused on climate action. The rest were exposed to slide shows that had no content focus.

OR

Regional Sample

thankyou Thank you for your participation! Please click here or copy and paste the code below in Prolific to receive payment. CSUJDF6T The purpose of this study was to test the effectiveness of exposure to pro-environmental messages focused on climate action. Some of you were not exposed to any slides. Some of you were exposed to slide shows focused on climate action. The rest were exposed to slide shows that had no content focus.

End of Block: Thank You

Community Voices Slides (S2)

Pro-Social Community Voices Slides

 "We are helping people to understand systems and policies that lead to food insecurity and the tools and resources available to care for yourself and your family" — Aja Barrett, Saint Martin Food Justice Initiative, Community Engagement Specialist SERVING OUR COMMUNITY 1	 "I am so proud of our City Council, school board, and local businesses in the way they are taking care of the community" — Lili Sandler, Founder, Lorain County Rising SERVING OUR COMMUNITY 2	 "I want to bring into the future a culture of support and confidence that helps people grow" — Kathryn Blessington, Girls in Motion SERVING OUR COMMUNITY 3
 "Community can be found anywhere – in a neighborhood, a building, or a school" — Delance Graham, Member of Silver Threads Senior Program at Fatima OUR NEIGHBORS 4	 "The science says it is beneficial to both our physical and mental well-being to be in nature" — Kim Woodford, Director of Journey on Yornder NATURAL CLEVELAND 5	 "I have a lot of hope for young people. They're exercising their power and making a difference" — John Mitterholzer, Director for Climate and Environmental Justice, Gund Foundation NEXT GENERATION 6
 "It is essential that everybody fills out their census and everybody votes" — Lili Sandler, Founder, Lorain County Rising SERVING OUR COMMUNITY 7	 "Making lifestyle changes is important, but organizing with others to bring about greater change is empowering" — Dr. Ruby Bell, Professor of Environmental Science, Lorain County Community College OUR NEIGHBORS 8	 "I'm excited about the new ideas and innovation that are coming into our community" — Ron Fuqua, Creator, Leeds Casino Radio SERVING OUR COMMUNITY 9
 "The founding words that describe what our nation should be are incredibly beautiful. How do we get there?" — Trey Johnson, Program Director for Vibrant Neighborhoods and Inclusive Economy, Gund Foundation OUR NEIGHBORS 10	 "I am really excited to see Ohio schools tackling huge projects that address the scale of the challenge" — Stephanie Corbett, Director of Sustainability, Case Western Reserve University NEXT GENERATION 11	 "One of the things I would like is to see the town and the college to work together more ... we are all in this environment together" — Pastor Lester Allen, Oberlin Christian Missionary Alliance Church NEIGHBORS 12

Climate Action Community Voices Slides

 "Renewable energy is something that right and left can all come together on as Americans. It is a win-win for everybody." — Nick Bundren, Land & Liberty Coalition CLIMATE ACTION	 "Our food pantry and garden are positive climate actions that improve quality of life for underserved people. Everything is interconnected!" — Aja Barrett, Saint Martin Food Justice Initiative, Community Engagement Specialist SERVING OUR COMMUNITY	 "People from all political orientations are beginning to understand that business as usual can't go on and that some form of climate adaptation will be necessary" — Brett Joseph, Professor of Sustainable Agriculture, Lorain County Community College CLIMATE ACTION
1  "I love growing food and providing it to my community. Taking large and small steps that help mitigate climate change helps my business thrive" — Annabel Khouri, Owner, Bay Branch Urban Vegetable Farm, Cleveland CLIMATE ACTION	2  "Business growth depends on reliable electricity. We need to take chances and figure out how to provide that with renewable energy" — Brian Baker, International Brotherhood of Electrical Workers CLIMATE ACTION	3  "For my 'fall Fabulipstick hike' to the Cuyahoga Valley ledges we all wear colorful lipstik -- I encourage my sister friends to come as they are" — Kim Woodford, Director of Journey on Yonder CLIMATE ACTION
4  "Climate action has always been important to me. But when I had my first son, it became about his future" — John Mitterholzer, Director for Climate and Environmental Justice, Gund Foundation NEXT GENERATION	5  "The good news is that people are recognizing climate change as real. We need to bring them hope and stress relief by helping them find solutions" — Dr. Ruby Bell, Professor of Environmental Science, Lorain County Community College CLIMATE ACTION	6  "Our role is assessing what has to be done in our neighborhood. How can we help people understand and prepare for climate change?" — Pat Shields, Climate leader and Slavic Village resident CLIMATE ACTION
7  "Young voters are making climate a priority. That makes me feel like we've got a real fighting chance" — John Mitterholzer, Director for Climate and Environmental Justice, Gund Foundation CLIMATE ACTION	8  "The police department's climate action plan is to purchase hybrid vehicles from here on out" — Ryan Warfield, Police Chief CLIMATE ACTION	9  "We've gone from fluorescent light bulbs to LED because we are concerned about what our carbon footprint looks" — Pastor A.G. Miller, House of the Lord Fellowship CLIMATE ACTION
10	11	12