

S2. Instructions online experiment

S2.1 Introduction

Welcome to this study carried out for a research project led by Jönköping University, Sweden.

The study contains a decision experiment and a short survey used for scientific purposes only, which will take you less than 15 minutes to complete.

This study is anonymous. The information you provide will not be stored or used in any way that could reveal your personal identity.

- I have read and understood the consent form and agree to participate in this study. I confirm that I live in Germany and am at least 18 years old.
- Cancel

S2.2 Demographics

Are you...

- Male
- Female
- Others

Which age group do you belong to?

- 18-34
- 34-54
- 55 or older

What is your year of birth? [select year]

What is the highest level of education you have completed?

- No completed degree
- Secondary school leaving certificate
- Intermediate secondary school certificate
- University entrance qualification (general university entrance qualification, subject-specific university entrance qualification, or advanced technical college entrance qualification)
- University degree (Bachelor's, Master's, Diploma, State Examination, Doctorate)

Are you currently...

- full-time employed
- part-time employed
- intern
- vocational training
- self-employed
- student
- unemployed
- retired
- homemaker/housewife

What is your marital status?

- Married
- Widowed
- Divorced
- Separated
- Never married

How many children do you have? [None – More than 5]

How many people, including you, live in your household? [1 – More than 5]

Do you own land or property? (Multiple answers possible)

- Yes, I own the land that my house or apartment is on
- Yes, I own a piece of land or property (that is not my residence)
- No, I do not own any land or property

If yes: **Do you own agricultural land and/or forest?** (Multiple answers possible)

- Yes, agriculture land
- Yes, forest
- No

Do you manage agricultural land and/or forest? (Multiple answers possible)

- Yes, I manage the land that I own
- Yes, I manage land that I don't own
- No

Are you...

- A full-time farmer
- A part-time farmer
- Not a farmer

Your current place of residence:

- A major city
- A suburb or on the outskirts of a major city
- A large city
- A small town
- A rural area or village

S2.3 Attention check

What is your favorite color? Please select "**Green**" from the following options to demonstrate that you're reading attentively.

- Red
- Blue
- Green
- Yellow

S2.4 General instructions

In this study, we will ask you to conduct a simple task: **Position as many sliders as possible within 2 minutes.**

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

Performing the task correctly generates **EARNINGS**.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual earnings

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

We begin with a practice round!

S2.5 Practice round

In this practice round, there is no time limit, and no points are scored. This round is designed for you to become familiar with the sliders. Practice by adjusting the sliders on the specified numbers. You can move all the sliders or only the ones you wish to. When you are done practicing, click the *Blue Arrow* at the bottom of the page.

Example:

[This is what they see when they enter the survey]

Set EFFORT for YOU to 100:

Do you want to work for nature?

Set EFFORT for NATURE to 53:

[This is what a correct slider looks like]

Set EFFORT for YOU to 100:

Do you want to work for nature?

Set EFFORT for NATURE to 53:

Set EFFORT for YOU to 100:

Do you want to work for nature?

Set EFFORT for NATURE to 30:

Q2.6 Control questions

Before starting Round 1, we want to make sure you remember the different payoffs. Please respond to the following questions:

If you set the **EFFORT for YOU** slider on 100, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

Q2.6 ROUND 1

You are now ready to start Round 1. Adjust as many sliders of your choice as possible within 2 minutes.

[Participants were randomized into one of the treatment arms]

Q2.7.1 ROUND 2 - Control

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

The EARNINGS are the same as in Round 1.

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

You are now ready to start Round 2.

Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.2 ROUND 2 - Money

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

The EARNINGS are NEW.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.3 ROUND 2 - Boost

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed **when positioned at 100. This means that both tasks are equally easy.**

The EARNINGS are the same as in Round 1.

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual bonus payment.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.4 ROUND 2 – Money + Boost

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at 100. This means that both tasks are equally easy.

The EARNINGS are NEW.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

Q377 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q378 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.4 ROUND 2 – Social norm

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

The EARNINGS are the same as in Round 1.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

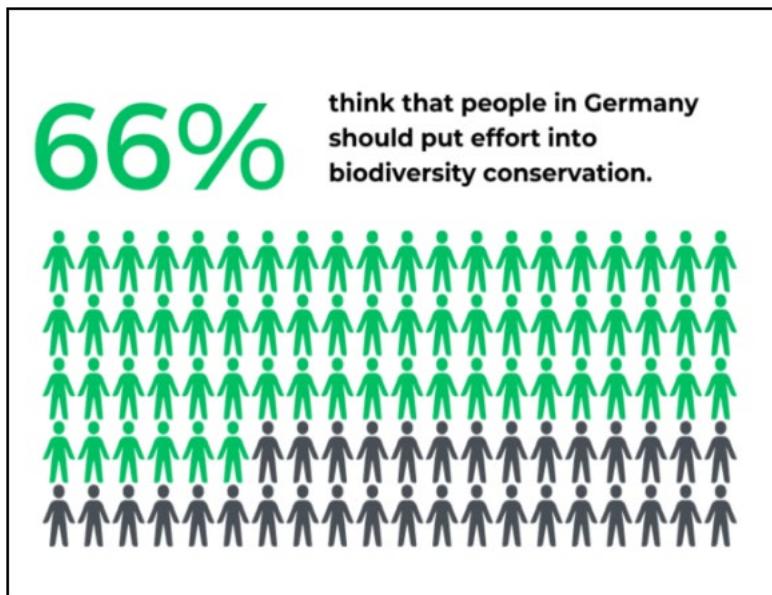
What do people think you should do? Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs? [Out of 100 people: 0-100]

[Page Break]

Out of a sample of 2000 people:



You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.5 ROUND 2 – Money + Social norm

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

The EARNINGS are NEW.

If you position the "EFFORT for YOU" slider at 100, **you earn 10 points**.

If you position the "EFFORT for NATURE" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

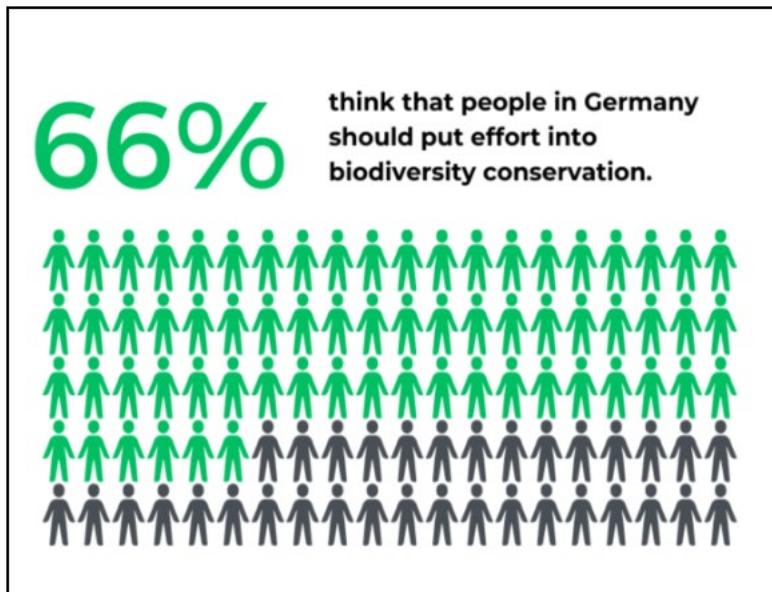
What do people think you should do? Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs? [Out of 100 people: 0-100]

[Page Break]

Out of a sample of 2000 people:



You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.6 ROUND 2 – Boost + Social norm

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed **when positioned at 100. This means that both tasks are equally easy.**

The EARNINGS are the same as in Round 1.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

You will perform the task several times and one of these will be randomly selected for actual bonus payment.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

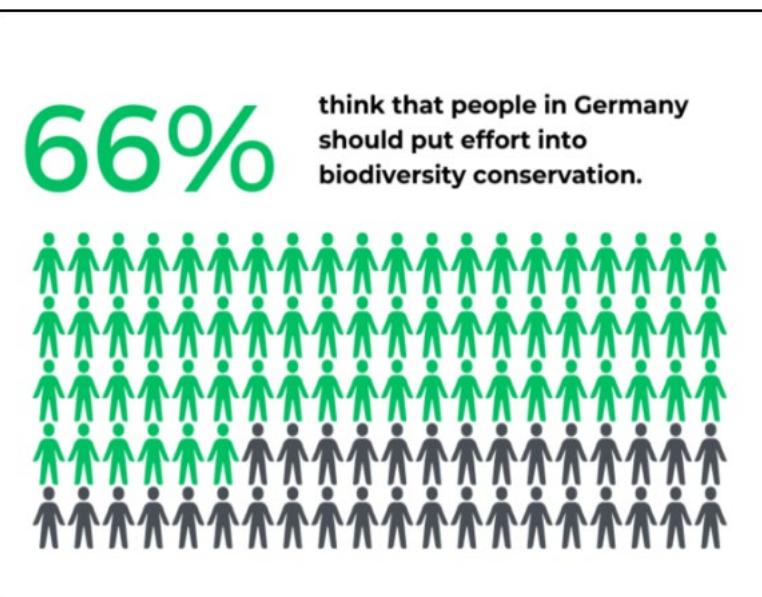
What do people think you should do? Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs? [Out of 100 people: 0-100]

[Page Break]

Out of a sample of 2000 people:



You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.7.6 ROUND 2 – Money + Boost + Social norm

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed **when positioned at 100. This means that both tasks are equally easy.**

The EARNINGS are NEW.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 5 points**, and **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 2, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

What do people think you should do? Recently, we asked a representative sample of more than 2,000 people living in Germany whether they believe that people in Germany should try to contribute to the protection of biodiversity, even if it is costly. The respondents come from all parts of the working-age adult population, and their answers represent the views and attitudes of the people in Germany.

Next, we ask you to make an estimate:

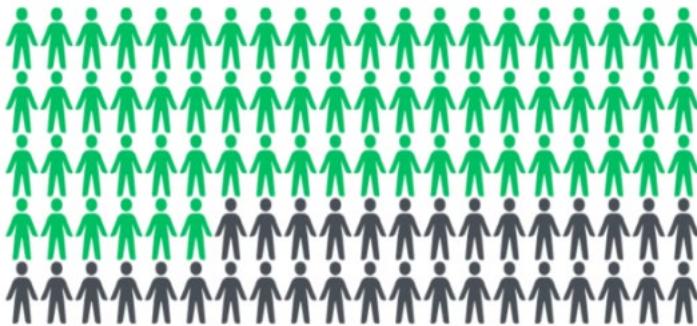
How many people out of a sample of 100 surveyed individuals in Germany do you think believe that people in this country should still strive to preserve biodiversity despite possible high costs? [Out of 100 people: 0-100]

[Page Break]

Out of a sample of 2000 people:

66%

think that people in Germany
should put effort into
biodiversity conservation.



You are now ready to start Round 2. Adjust as many sliders of your choice as possible within 2 minutes.

Q2.8 ROUND 3

Your task is again to **position as many sliders as possible within 2 minutes**.

Two sliders are shown side by side:

EFFORT for YOU and **EFFORT for NATURE**

- **EFFORT for YOU** is completed when positioned at **100**.
- **EFFORT for NATURE** is completed when positioned at **the specified number**.

The EARNINGS are the same as in Round 1.

If you position the "**EFFORT for YOU**" slider at 100, **you earn 10 points**.

If you position the "**EFFORT for NATURE**" slider at the specified number, **you earn 0 points**, but instead **you donate 10 points** to a biodiversity conservation initiative, the German Federation for the Environment and Nature Conservation (BUND).

For every 10 points earned, you receive panel points worth 3 cents.

Please note:

- This task is voluntary, and you can stop at any time by clicking on the *Blue Arrow* at the bottom of the page. (i.e., you need to scroll down for this).
- Two sliders will always be displayed side by side, and you are free to position as many sliders for yourself, for nature, or a combination of both as you like.
- You can also choose to forgo it altogether.
- Each slider you position affects either your own points or points for nature.

Before starting Round 3, we want to make sure you remember the different payoffs. Please respond to the following verification questions:

If you set the **EFFORT for YOU** slider at 100, how many points do **you earn** yourself?

- 0
- 5
- 10

If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you earn** for yourself?

- 0
- 5
- 10

Q466 If you set the **EFFORT for NATURE** slider on the specified number, how many points do **you donate** to biodiversity conservation, the German Federation for the Environment and Nature Conservation (BUND)?

- 0
- 5
- 10

You are now ready to start Round 3. Adjust as many sliders of your choice as possible within 3 minutes.

Q2.9 “About the experiment”

Recently more than 2,000 working-age individuals in Germany completed the slider task you just performed. Please estimate the following two aspects of the first round of the slider task:

Out of 100 participating individuals, how many do you think moved the slider for "EFFORT for NATURE" to protect biodiversity? [0-100]

How many "EFFORT for NATURE" sliders do you think these individuals on average moved in the first round? [0-80]

Do you think that people in the experiment should move the slider for "EFFORT for NATURE" to protect biodiversity?

- Yes
- No

If yes: How many "EFFORT for NATURE" sliders do you think people should move on average in the first round? [0-80]

How many people out of a sample of 100 surveyed individuals in Germany believe that people should move the "EFFORT for NATURE" sliders in the first round? [Out of 100 people: 0-100]

Do you try to contribute to biodiversity conservation, even if it is costly, for example through monetary donations or volunteer work?

- Yes
- No

How many people out of a sample of 100 individuals surveyed in Germany indicated that they would support biodiversity conservation, even if it is costly, for example through monetary donations or volunteer work? [Out of 100 people: 0-100]

Do you think that people in Germany should support biodiversity conservation, even if it is costly, for example, through monetary donations or volunteer work?

- Yes
- No

We also asked a representative sample of people living in Germany whether they believe that people in Germany should try to contribute to biodiversity conservation, even if it is costly. The respondents come from all parts of the working-age adult population and their answers represent the views and attitudes of people in Germany. Next, we ask you to make another estimate:

How many people out of a sample of 100 individuals surveyed in Germany believe that people in this country should support biodiversity conservation despite potential high costs? [Out of 100 people: 0-100]

Had you heard about the German Federation for the Environment and Nature Conservation (BUND) before?

- Yes
- No

Do you have confidence that BUND will use donations to safeguard biodiversity in Germany? [Definitely yes – Definitely not: 1-5]

Do you trust the information provided to you by the researchers from Jönköping University, Sweden? [Definitely yes – Definitely not: 1-5]

Which device did you use to fill out this survey?

- Desktop PC or Laptop
- Tablet
- Phone

Which of the following did you use for the slider task?

- The mouse
- The trackpad/touchpad
- The keyboard

How difficult/easy did you find the slider task in this experiment? [Very difficult – Very easy: 1-5]

Do you have additional feedback regarding this survey? [open question]

Q2.10 Thank you message

Thank you for taking part in this study. It typically takes about a week for the bonus payment to be credited to your account.

You can check the provided link to upload proof of the total amount of the donation once data collection is complete: <https://www.biodiversity-study.com/donation-receipts-1>

Click on the *Blue Arrow*, to submit.