S1. Expert forecast instructions

S1.1 Introduction

Welcome!

Background: The survey is part of a research project on what motivates costly effort for biodiversity conservation. The project is funded by the Swedish Research Council.

Compensation for your participation: We will randomly select one winner per 100 participants to receive a cash payment, ranging from 0 to 300 Euros based on survey responses. Only completed surveys with an included email address are eligible for payment, which can be made via bank transfer or voucher upon preference.

Data and confidentiality: We will use your data solely for scientific purposes in an anonymous form. Your email address will be collected solely for payment purposes, after which it will be deleted. Survey results will be analyzed and published in an open-access scientific journal.

Duration: The survey takes about 15 minutes to complete, and participation is limited to once per person.

Risks: Participation poses no known risks.

Contact information:
Project leader: Assistant Professor Anna Nordén (anna.norden@ju.se).
Send an email to biodiversity.study@ju.se if you have any questions.

Consent to participate:
I herewith confirm that I have read and understood the above information. I am at least 18 years old and give my consent to participate in this research. I am aware that I can only be randomly selected for a payment if I provide a valid email address at the end of the survey.

- o I have read and understood the consent form and agree to participate in this study.
- o Cancel

S1.2 Instructions

Your task: In this survey, we ask you to predict how people will behave in a real-effort experiment involving a trade-off between personal payoff and biodiversity conservation under different incentives.

Note, a real-effort experiment in economics has participants perform tasks requiring genuine effort, like positioning a slider to a specific point, under different incentive schemes. By comparing the results across various incentives, researchers can determine which incentives

most effectively motivate effort.

This real-effort experiment runs parallel to the survey. The more accurately you predict participants' behavior in the experiment, the higher your potential earnings will be if you are selected for payment.

Now we will provide some information about the real-effort experiment. If economic experiments are new to you, please don't worry – your predictions are important to us, so we encourage you to keep going!

Experiment sample: The target population for the experiment is working-age Germans. The sample, supplied by a market research company, comprises a representative online panel of this population, with at least 6400 participants overall and a minimum of 800 participants per treatment condition.

Experiment structure: The online experiment involves a real-effort task with sliders. Participants complete three rounds, with one randomly selected for payment.

In each round, participants can complete as many sliders as possible within 2 minutes. Participants choose between putting effort into positioning "YOU" sliders (earning money for themselves) and "NATURE" sliders (donating to biodiversity conservation).

Example of the sliders side by side:

Monetary incentives in baseline: The participants receive 10 points (3 cents) per complete "YOU" slider (10 points = 3 cents). *In the example, the "YOU" slider is complete if positioned at 100.*

They get no points (0 cents) for themselves if they complete a "NATURE" slider but instead they donate 10 points (3 cents) per complete to a well-known German nature conservation NGO. *In the example, the "NATURE" slider is complete if positioned at 53.*

In short: The experiment involves participants making a trade-off between spending their 2 minutes of effort to earn money for themselves by completing "YOU" sliders or contributing to nature conservation by completing "NATURE" sliders.

Randomization into treatment conditions: There are eight treatment conditions, including the baseline. In the second round, each participant is assigned to one of the treatment conditions in

the experiment. The first and third rounds are identical for all participants, using the baseline condition.

YOUR Prediction: You will make predictions based on the second round where each participant is assigned to one out of eight treatment conditions including the baseline.

Your task is to predict the average number of "YOU" and "NATURE" sliders participants complete, ranging from 0 to 80 complete sliders.

You will make predictions for all treatment conditions, with the baseline condition always provided as a reference. In total, you will predict 7 treatment conditions.

Thank you so much for taking the time to read through all this information! We really appreciate it. Please go ahead – your participation means a lot to us!

****
Below you can read the original instructions given to participants for the baseline condition.
****

Your task is 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 **a specified number.**

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.

****

S1.3 Practice round

Before starting your predictions, familiarize yourself with the real-effort slider task:

Adjust the slider to the specified numbers. When you are done practicing, click the *Blue Arrow* at the bottom of the page.

S1.4 Control questions

Before starting your prediction, please answer these control questions to demonstrate your understanding of the incentives in the experiment:

How many points do the participants in the real-effort experiment earn in the following three scenarios?

- If they set the EFFORT for YOU slider on 100, how many points do they earn for themself? [0 points, 5 points, 10 points]
- If they set the EFFORT for NATURE slider on the specified number, how many points do they donate to biodiversity conservation? [0 points, 5 points, 10 points]
- If they set the EFFORT for NATURE slider on the specified number, how many points do they earn for themselves? [0 points, 5 points, 10 points]

S1.5 Payment

Hopefully, you now have a good understanding of the real-effort experiment. Please continue – your predictions are very important to us!

Your Payment: For every 100 participants who complete the prediction survey and provide their email address, one will be randomly chosen for payment. For instance, among the first 500 participants, five will be randomly selected for payment.

This payment will be based on the accuracy of your prediction. We will randomly select one predicted treatment (i.e. you will make predictions for 7 treatments). Your payment is based on how closely your prediction matches the actual outcome in sliders. You'll receive 300 Euros minus five times the deviation of your prediction.

For example, if you predict accurately, you get 300 Euros. If your prediction deviates by 5 sliders, you receive 275 Euros (300 - 5 x 5). If it deviates by 20 sliders, you get 200 Euros (300 - 5 x 20).

You cannot lose any money. We will contact you for the payment by email no later than 30 September 2024.

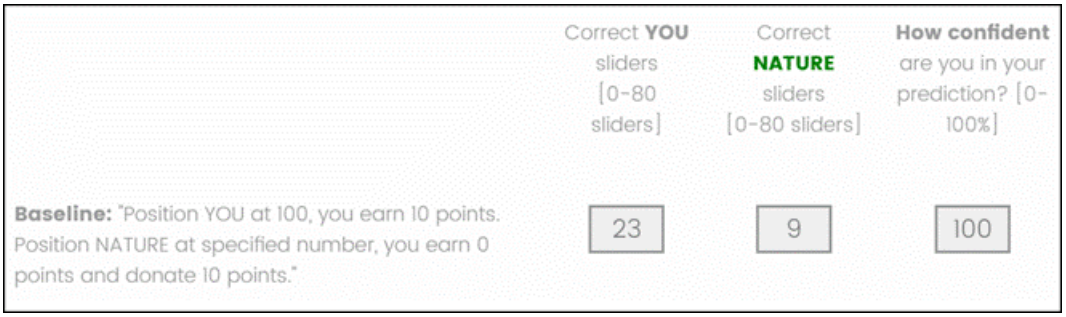
S1.6 Guidance Prediction

Here are the results from the baseline condition.

On the left, you'll find a brief description of the treatment conditions. The complete wording given to the participants is available for reference here.

On the right, you see three boxes:

- The first box indicates the average number of correct sliders for YOU (i.e., payoff for self).
- The second box shows the average number of correct sliders for NATURE (i.e., contribution to biodiversity conservation).
- The third box indicates the confidence level of the prediction, where 100% means completely certain and 0% means no clue.



S1.7 Prediction

Please predict the average number of correct sliders between 0-80 for both YOU and NATURE, and your confidence level between 0-100 for all treatment conditions (except for the baseline).

For each treatment condition, changes in wording from the baseline are highlighted in bold. The treatment conditions in the experiment vary as follows:

- Monetary incentive: Compared to the baseline, participants also earn a personal payoff for completing the **NATURE** sliders.
- Easy nature: **NATURE** sliders are easier to complete than in the baseline, needing to be positioned at 100 rather than a specific number.
- Social norm: Participants are presented with a social norm message compared to the baseline.
- Combinations: The remaining conditions are various combinations of the aforementioned incentives.

Baseline Condition: “Position YOU at 100, you earn 10 points. Position NATURE at specified number, you earn 0 points and donate 10 points.”
[YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Monetary Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at specified number, you earn 5 points and donate 10 points.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Easy Nature Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at 100, you earn 0 points and donate 10 points.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Monetary + Easy Nature Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at 100, you earn 5 points and donate 10 points.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Social Norm Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at specified number, you earn 0 points and donate 10 points.”
  “66% of Germans think that people in Germany should contribute to biodiversity conservation.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Monetary + Social Norm Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at specified number, you earn 5 points and donate 10 points.”
  “66% of Germans think that people in Germany should contribute to biodiversity conservation.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Easy Nature + Social Norm Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at 100, you earn 0 points and donate 10 points.”
  “66% of Germans think that people in Germany should contribute to biodiversity conservation.”
  [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

- Monetary + Easy Nature + Social Norm Treatment: “Position YOU at 100, you earn 10 points. Position NATURE at 100, you earn 5 points and donate 10 points.”
  “66% of Germans think that people in Germany should contribute to biodiversity conservation.”
- [YOU sliders: ___; NATURE sliders: ___; Confidence: ___%]

S1.8 Demographic questions

Are you...

- Male
- Female

- Divers
- Prefer not to say

When were you born? [select year]

Which country did you live most of the time over the past five years? [select country]

What is your highest level of completed education?

- No degree
- University/vocational training - ongoing
- Vocational training
- University - bachelors degree
- University - masters degree
- University - PhD degree

Which option best describes your education/degree?

- Social Sciences other than Economics and Business Studies
- Economics or Business Studies
- Natural and Environmental Sciences
- Humanities
- Engineering
- Administration
- Other/prefer not to say

Which institution best describes your professional environment?

- University
- Research center
- Non-governmental organization (NGO)
- International organization (e.g., UN, EU, etc.)
- Governmental organization (local, regional, national)
- Private sector (consulting firms, corporations, etc.)
- Others

What is your current academic position?

- Full professor
- Associate professor
- Assistant professor
- Post Doc.
- PhD Candidate
- Other

How much do you agree or disagree with the following statements?

- I have good knowledge of human behavior. [1–7, Strongly disagree – Strongly agree]

- I have good knowledge of biodiversity conservation. [1–7, Strongly disagree – Strongly agree]
- I have good knowledge about economics. [1–7, Strongly disagree – Strongly agree]
- I have good knowledge about policy making. [1–7, Strongly disagree – Strongly agree]

Have you conducted research on the effectiveness of incentives for biodiversity conservation?

- Yes
- No

Have you conducted research using representative population online panels?

- Yes
- No

To qualify for the payment, please provide your email address. If selected randomly, we will notify you by email regarding payment details by September 30, 2024, at the latest. [text]

If you are interested in an email with a summary of the results, please choose the respective option:

- Yes, please send me a summary of the research results. I agree that you use my email address for this purpose
- No, I am not interested in a summary.

Please share any comments below. We value your feedback! [text]