

Supplementary Information for  
*Warm Glow Feelings Can Promote Green Behavior*

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## Contents

<b>1</b>	<b>Main Analyses</b>	<b>1</b>
1.1	Warm Glow Treatment Effects . . . . .	1
1.2	Warm Glow Effects by Partisan Identity and Behavior Types . . . . .	3
<b>2</b>	<b>Auxiliary Analyses</b>	<b>4</b>
2.1	Distribution of Demographic Variables . . . . .	4
2.2	Evidence on Treatment Effectiveness . . . . .	5
2.3	Pilot Study for Behavior Type Validation . . . . .	6
2.4	Power Analysis . . . . .	6
2.5	Structural Topic Modeling Results . . . . .	8
<b>3</b>	<b>Survey Instrumentation</b>	<b>10</b>
3.1	Study 1 . . . . .	10
3.2	Study 2 . . . . .	14
3.3	Study 3 . . . . .	16
	<b>References</b>	<b>17</b>

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# 1 Main Analyses

This section provides the analyses referenced in the main text.

## 1.1 Warm Glow Treatment Effects

Table S1 shows model output for Figure 1 in the main text (Studies 1 and 2).

Table S1: Treatment Effects on Behavioral Intentions (Studies 1 and 2)

	Study 1		Study 2	
WG Treatment	0.20**	0.22**	0.09	0.13*
	0.09	0.09	0.08	0.07
Democrat		0.57***		0.48***
		0.14		0.10
Republican		-0.12		-0.21*
		0.15		0.11
Female		-0.01		0.12*
		0.09		0.07
Education		0.37**		0.43***
		0.18		0.13
Age		-0.01**		-0.02***
		0.00		0.00
Income		0.01		0.08
		0.01		0.17
Black		0.07		0.10
		0.14		0.11
Hispanic		0.19		-0.11
		0.14		0.11
Constant	4.23***	3.82***	4.08***	4.42***
	0.06	0.21	0.05	0.16
Adj. R <sup>2</sup>	0.01	0.10	0.00	0.16
N	655	655	999	959

*Note:* Cell entries are coefficients, with standard errors below, from OLS regression models where DV is 15-item Behavioral Intentions scale. \*\*\* $p < .01$ ; \*\* $p < .05$ ; \* $p < .10$  (two-tailed).

The Behavioral Intentions columns in Table S2 provide model output for Figure 1 in the main text (Study 3).

Table S2: Treatment Effects on Behavioral Intentions (Study 3)

	Behavioral Intentions		Willingness to Pay	
WG Treatment	0.10***	0.11***	0.06	0.09*
	0.04	0.03	0.05	0.05
Placebo	0.06*	0.06*	0.06	0.09*
	0.04	0.03	0.05	0.05
Republican		-0.65***		-0.93***
		0.03		0.04
Female		-0.05		-0.01
		0.03		0.04
Education		0.35***		0.24***
		0.04		0.06
Age		-0.02***		-0.03***
		0.00		0.00
Income		0.20***		0.53***
		0.05		0.07
Black		0.10**		0.02
		0.05		0.07
Hispanic		0.15***		-0.01
		0.04		0.07
Constant	4.09***	4.95***		
	0.03	0.06		
Coeff Test (WG=Placebo)	0.04	0.05	0.001	-0.001
	0.04	0.03	0.05	0.05
Adj. R <sup>2</sup>	0.00	0.14		
N	8207	8093	8110	7928

*Note:* Cell entries are coefficients, with standard errors below, from OLS regression models where DV is 10-item Behavioral Intentions scale and ordered logit of WTP variable (coefficients for cutpoints suppressed). \*\*\* $p < .01$ ; \*\* $p < .05$ ; \* $p < .10$  (two-tailed).

Study 3 permits an additional test of H1 with the quasi-behavioral willingness to pay (WTP) item. Respondents were asked how much more a month they would be willing to pay for green electricity (with options for \$0, \$10, \$20, \$30 or a write-in option for some other amount). Write-in responses (4%) included a range of content—both numeric and textual. We used `grepl` in R to identify numeric content, and manually assigned write-in

responses into 5 categories (\$0, \$10, \$20, \$30, More than \$30), generating an ordinal measure of WTP. In Table S2, we used ordered logistic regression to analyze the effects of WG and placebo on willingness to pay. Respondents who wrote textual response only (e.g., “We have solar on our home and are paying more than that now”) were excluded from the analysis. As with the patterns reported in the main text, people in the WG condition move in a pro-environmental direction compared to the control group, selecting a higher monetary contribution to green electricity ( $p_{no.controls} = .225$  and  $p_{controls} = .095$ ). The placebo task had a marginally significant effect as well ( $p_{no.controls} = .237$  and  $p_{controls} = .089$ ) and in the model with controls, the two effects are indistinguishable from one another ( $p = .98$ ).

## 1.2 Warm Glow Effects by Partisan Identity and Behavior Types

Table S3 shows model output for Figure 2 in the main text.

Table S3: Treatment Effects by Partisanship and Behavior Types (Study 3)

	A. Partisanship		B. Visibility		C. Difficulty	
			High	Low	High	Low
WG Treatment	0.14*** 0.05	0.08 0.05	0.02 0.05	0.14*** 0.05	0.14*** 0.04	0.07* 0.04
Placebo	0.06 0.05	0.09* 0.05	0.06 0.05	0.11** 0.05	0.09** 0.04	0.06 0.04
Republican			-0.87*** 0.05	-0.65*** 0.05		
WG x Republican			0.14* 0.08	-0.05 0.08		
Placebo x Republican			0.01 0.08	-0.08 0.08		
Constant	3.71*** 0.04	4.46*** 0.03	4.34*** 0.04	4.60*** 0.04	3.60*** 0.03	4.82*** 0.03
Adj. R <sup>2</sup>	0.00	0.00	0.08	0.06	0.00	0.00
N	4100	4107	8181	8017	8194	7646

*Note:* Cell entries are coefficients, with standard errors below, from OLS regression models. For panel A, DV is 10-item Behavioral Intentions scale. For panel B, DV is 5-item high-visibility and 5-item low-visibility Behavioral Intentions scale respectively. For panel C, DV is 5-item high-difficulty and 5-item low-difficulty Behavioral Intentions scale respectively. \*\*\* $p < .01$ ; \*\* $p < .05$ ; \* $p < .10$  (two-tailed).

## 2 Auxiliary Analyses

### 2.1 Distribution of Demographic Variables

Table S4: Distribution of Demographics in Studies 1-3

	Study 1 CloudConnect	Study 2 CES	Study 3 Verasight
<b>Gender</b>			
Female	54.2	53.6	56.2
Male	43.7	45.8	43.4
Other	2.1	0.6	0.4
<b>Partisan Identity</b>			
Democrat	62.6	44.0	49.7
Republican	25.3	36.1	50.3
Independent	12.1	15.9	0.0
Not sure		4.0	
<b>Age</b>			
18-24	39.0	9.1	4.9
25-34	27.9	17.3	17.0
35-44	16.6	14.7	25.4
45-54	11.6	14.1	21.5
55-64	4.3	20.6	17.5
65 or older	0.5	24.2	13.6
<b>Race/Ethnicity</b>			
White	76.7	66.1	70.4
Black	11.6	13.0	11.3
Hispanic/Latino	10.0	12.5	11.6
<b>Education</b>			
College degree or more	68.7	44.4	41.7
Some college	19.4	21.7	35.1
High school or less	11.9	33.9	23.2
<b>N</b>	1658	1000	8323

*Note:* Cell entries indicate percentages of each category. For partisan identity, Independent refers to pure independents who are not partisan leaners.

## 2.2 Evidence on Treatment Effectiveness

We utilize the full design of Study 1 to test the effectiveness of different methods of inducing WG. The key outcome in this analysis is the 4-item scale used by Jia and van der Linden (2020) to measure WG feelings. These items asked respondents to rate their level of agreement with four statements (e.g., “I expect to feel good when I behave in an environmentally friendly way”) on a 7-point scale ( $\alpha = .90$ ). If a treatment was effective at priming warm glow, respondents should have higher values on this scale. Table S5 shows the effect of the treatments on the 4-item manipulation check. Although coefficients for all treatments are positively signed, only the feeling induction had a statistically significant effect on WG feelings.

Table S5: Manipulation Check (Studies 1 and 2)

	Model 1	Model 2
Feeling Induction	0.20**	0.20**
	0.10	0.10
Choose New Action	0.09	0.07
	0.10	0.10
Scientific Study	0.12	0.14
	0.10	0.10
Third-Party Quotes	0.15	0.15
	0.10	0.10
Democrat		0.67***
		0.10
Republican		0.09
		0.11
Socially Desirable Responding (SDR)		0.08***
		0.03
Constant	5.22***	4.75***
	0.07	0.11
Adj. R <sup>2</sup>	0.00	0.06
N	1646	1646

*Note:* Cell entries are coefficients, with standard errors below, from OLS regression models where the DV is 4-item Warm Glow scale. Terms are dummy indicators except for SDR which is a person’s score on the 8-item index rescaled to range from 0 to 1. \*\*\* $p < .01$ ; \*\* $p < .05$ ; \* $p < .10$  (two-tailed).

Compliance with the writing task was high across treatment conditions (avg length of response = 34.6 words). However, responses were longer in the Feeling Induction condition compared to the other three (avg = 37.2 words;  $p < .05$ ). In addition, people in this condition were highly specific in how they talked about the environment; for example, listing concrete

actions (e.g., drying clothes outside, composting) or specific experiences (e.g., beach cleanup). These differences in respondent engagement may have resulted in a stronger effect for the feeling induction compared to the other manipulations in Study 1 as well as the treatment in Lohmann et al. (2024).

## 2.3 Pilot Study for Behavior Type Validation

We identified low/high visibility and low/high difficulty with a pre-test from December 2023 ( $N = 1986$ ) on CloudResearchConnect. The survey asked about 23 green behaviors based on the items used in Brick et al. (2017). Participants in the pilot study rated the social visibility (how much a behavior can be observed by other people) and the difficulty (in terms of effort and expense) in two separate grids that ranged from “Not at all” (1) to “Extremely” (5). When creating the scale for Study 2 we identified items that were at the bottom and top of the visibility distribution (and significantly different from the sample mean) while balancing on difficulty.

Table S6: Selection of Items for Subscales

Item Wording	Visibility	Difficulty
Limit consumption of meat and/or dairy product	2.24	2.50
Turn personal electronics off or put in low-power mode when not in use	2.27	1.55
Conserve water when showering, doing dishes, or watering plants	2.27	2.13
Use high efficiency light bulbs	2.39	1.51
Reduce non-essential air travel	2.32	2.31
Use reusable bags at the grocery store	3.58	1.56
Walk, bicycle, carpool, or take public transportation instead of driving a vehicle	3.61	3.26
Carry a reusable water bottle	3.68	1.40
Engage in political action related to protecting the environment	3.97	2.95
Purchase an electric/hybrid vehicle	4.21	3.81
Average rating for 23 behaviours	2.84	2.28
	SD=0.63	SD=0.58

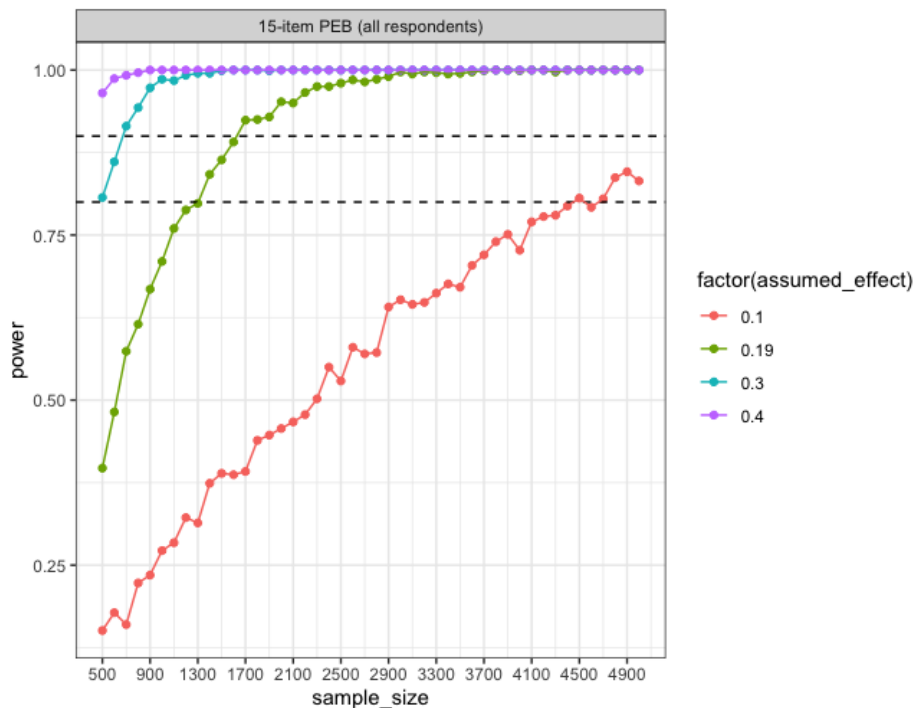
*Note:* Visibility and Difficulty were scored on a 5-pt scale, ranging from “Not at all” (1) to “Extremely” (5). Items above the gray bar represent “low visibility” behaviors while items below it represent “high visibility” behaviors. Individual items are significantly different from the sample mean on visibility ( $ps < .01$ , two-tailed).

## 2.4 Power Analysis

We determined the sample size for Study 3 with simulation-based power analyses. The purpose was to detect effects of interest and to be able to consider any potential null effects as informative as possible. We used data from Study 1 to make the assumptions about the means and standard deviations.

For instance, for the 15-item behavioral intentions scale, the means and standard deviations for control and treatment conditions were assumed to be: mean\_control = 5.21, mean\_treat = 5.41, SD\_control = 1.23, SD\_treat = 1.17 (see Table S7 below). Assuming a two-condition design (i.e., control vs. treatment), we conducted 1000 simulations of the data-generating processes for the assumed effect sizes of [0.1, 0.19 (*observed effect size*), 0.3, 0.4]. As shown in Figure S1, assuming the effect size of 0.19, .80 power is achieved with a total sample size of 1400. For a two-condition study, the suggested sample size is 700 per condition.

Figure S1: Power, Effect Size, and Sample Size: 15-item Behavioral Intentions Scale (All Respondents)



*Note:* The first dashed line (from the top) indicates .90 power, and the second dashed line indicates .80 power.

The same simulation procedure was applied to the 15-item scale, 5-item high-visibility scale, and 5-item low-visibility scale for all respondents and by partisan groups. Table S7 summarizes the sample size per condition suggested by simulation-based power analyses for each case (R code for each simulation will be included in the replication data/code upon publication).

We did not conduct a power analysis for Study 2 because data collection was part of a collaborative study, with sample size for all participants set at N=1000.



Table S7: Power Analysis: Observed Baseline Means and SD, Treatment Effects, and Proposed Sample Size

All Respondents	Behavioral Intentions (15 items)				High-visibility PEB (5 items)				Low-visibility PEB (5 items)			
	Mean	(SE)	(SD)	N	Mean	(SE)	(SD)	N	Mean	(SE)	(SD)	N
Study 1												
Treatment	5.41	-0.06	-1.17	319	5.2	-0.08	-1.35	319	5.61	-0.08	-1.39	319
Control	5.21	-0.07	-1.23	336	5.11	-0.08	-1.39	336	5.44	-0.08	-1.41	336
Difference (treatment effect)	0.19	-0.09		655	0.1	-0.11		655	0.17	-0.11		655
t-test value	-2.07				-0.89				-1.53			
p-value (two-tailed)	0.04				0.37				0.13			
Sample size needed per condition	700				>2500				1100			
Democrats												
Study 1												
Treatment	5.61	-0.09	-1.11	162	5.51	-0.1	-1.26	162	5.79	-0.11	-1.35	162
Control	5.45	-0.09	-1.2	167	5.48	-0.1	-1.25	167	5.57	-0.11	-1.4	167
Difference (treatment effect)	0.16	-0.12		329	0.03	-0.14		329	0.22	-0.15		329
t-test value	-1.24				-0.19				-1.48			
p-value (two-tailed)	0.22				0.85				0.14			
Sample size needed per condition	800				>2500				1300			
Republicans												
Study 1												
Treatment	5.09	-0.16	-1.3	69	4.7	-0.18	-1.5	69	5.25	-0.18	-1.47	69
Control	4.54	-0.16	-1.22	57	4.12	-0.18	-1.32	57	4.85	-0.19	-1.44	57
Difference (treatment effect)	0.55	-0.23		126	0.59	-0.25		126	0.4	-0.26		126
t-test value	-2.44				-2.34				-1.55			
p-value (two-tailed)	0.02				0.02				0.12			
Sample size needed per condition	88				100				200			

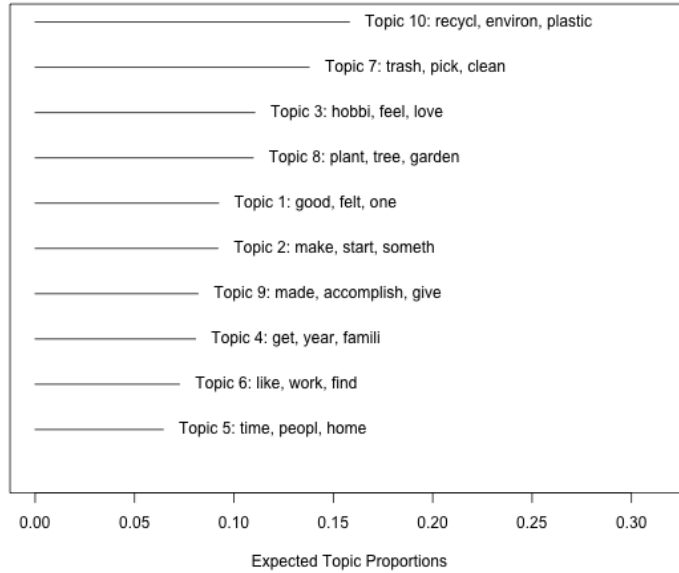
## 2.5 Structural Topic Modeling Results

For Study 3, we employed Structural Topic Modeling (STM) to explore respondent behavior in the WG and Placebo conditions and further validate the effect of the WG feeling induction. Across both conditions, approximately 90% of respondents provided an open-ended response that was consistent with the instructions. A small number (less than 4%) said they could not recall a personal experience and the remainder (6-7%) left the open-ended text box blank.

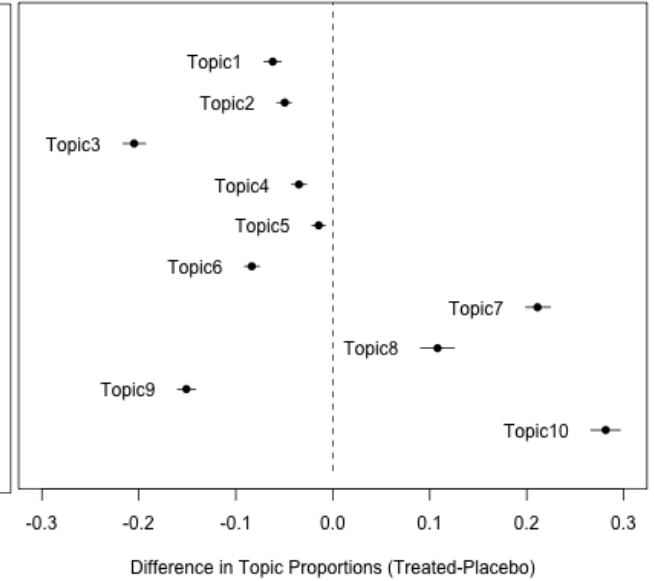
Using the methods in Roberts et al. (2014) we used STMs to explore the content of the open-ended responses. The results in Figure S2 are based on a structural topic model that assumes 10 topics.

Figure S2: Structural Topic Modeling Results Assuming 10 Underlying Topics

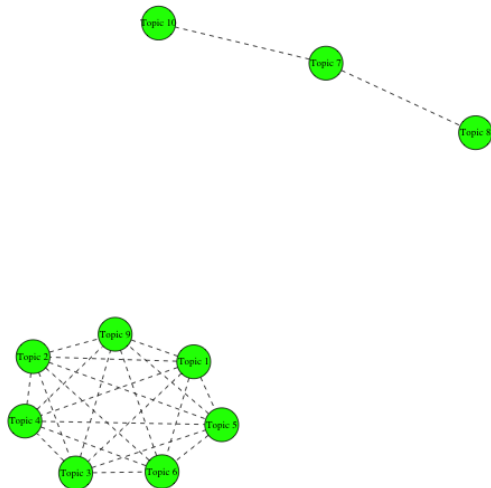
A. Proportion of topics in the corpus (x-axis), Most frequent words for each topic



B. Topic prevalence in WG Treatment condition compared to Placebo condition



C. Topic correlations



D. Frequent words for each topic

<p>Topic 1: good, felt, one, help, realli, enjoy, also, read, book, learn, cook, children, sport, food, other, mind, gave, free, share, keep</p>
<p>Topic 2: make, start, someth, thing, take, day, happi, life, abl, just, much, now, even, first, need, know, put, lâ€™m, old, well</p>
<p>Topic 3: hobbi, feel, love, play, always, paint, great, relax, game, music, learn, enjoy, favorit, stress, draw, tri, better, exercis, write, golf</p>
<p>Topic 4: get, year, famili, can, friend, took, mani, went, lot, everi, differ, walk, got, way, want, ago, fun, week, month, interest</p>
<p>Topic 5: time, peopl, home, love, build, think, see, long, live, wood, outsid, piec, rememb, didnt, bring, son, small, two, built, busi</p>
<p>Topic 6: like, work, find, new, fish, itâ€™, money, hous, collect, ive, sever, come, found, nice, run, recent, sinc, kid, littl, ride</p>
<p>Topic 7: trash, pick, clean, use, help, water, bag, beach, park, around, road, neighborhood, walk, save, made, keep, better, along, reusabl, live</p>
<p>Topic 8: plant, tree, garden, communiti, volunt, local, sens, environ, environment, particip, group, know, contribut, flower, day, posit, satisfact, grow, organ, collect</p>
<p>Topic 9: made, accomplish, give, finish, satisfi, sens, enjoy, complet, creat, project, satisfact, use, joy, craft, crochet, color, art, beauti, watch, experi</p>
<p>Topic 10: recycl, environ, plastic, can, tri, feel, always, litter, garbag, thing, bottl, much, wast, also, possibl, item, throw, sure, reduc, dont</p>

In Figure S2, Panel A illustrates the expected proportion of open-ended responses that belongs to each topic on the horizontal axis. It also shows three most frequent words per topic. The two most common topics are Topic 10 and Topic 7, both related to pro-environmental behaviors, followed by Topic 3, related to hobbies. Panel B compares the relative topic prevalence for each topic in WG treatment condition and placebo condition. Topics 7, 8, 10 are more prevalent among respondents assigned to WG treatment condition, whereas Topics 1-6 and 9 are more prevalent among respondents in placebo condition. Panel C illustrates correlations among topics, where positive correlations between two topics indicate that those topics are likely to be discussed within open-ended responses. The results indicate Topics 7, 8, 10 are likely to be discussed together, whereas Topics 1-6 and 9 are likely to be discussed together in open-ended responses. Lastly, Panel D lists most frequent words for each topic.

We also conducted a regression analysis in which the proportion of each topic (Topic 1 through 10) was regressed on treatment status (1 = WG; 0 = placebo), Republican, and the interaction. There is a positive and statistically significant effect for WG in models predicting Topics 7, 8, and 10 ( $p < .01$ ). In all other models, the coefficient for WG is negative and statistically significant. These findings (similar to Panel B) further validate the distinctiveness of open-ended responses across the WG and Placebo conditions in Study 3.

Table S8: Associations between Topic Proportion and WG Treatment and Partisanship

	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5
WG Treatment	-0.062***	-0.050***	-0.205***	-0.036***	-0.015***
Republican	-0.010**	0.012***	-0.017***	0.002	0.013***
WG x Republican	-0.012*	-0.017***	0.015*	-0.003	-0.016***
Constant	0.131***	0.110***	0.215***	0.098***	0.072***
	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10
WG Treatment	-0.083***	0.209***	0.110***	-0.151***	0.282***
Republican	-0.002	-0.0005	-0.003	0.006	-0.003
WG x Republican	0.013**	0.035***	-0.011	-0.008	0.005
Constant	0.114***	0.019***	0.073***	0.157***	0.012**

*Note:* Cell entries are coefficients, from OLS regression models where DV is the proportion of each topic in open-ended responses. \*\*\* $p < .01$ ; \*\* $p < .05$ ; \* $p < .10$  (two-tailed).

### 3 Survey Instrumentation

#### 3.1 Study 1

The first treatment (Feeling Induction) is based on the induction method used in emotion research (Banks and Valentino 2012). The second treatment (Choose New Action) is adapted from the content-controlled method for measuring tolerance (Sullivan et al. 1982). The third treatment (Scientific Study) describes the findings from a scientific study about the relationship between pro-environmental behaviors and life satisfaction and asks respondents to

speculate about the reason for that finding (as in Groenendyk and Krupnikov 2021). The fourth treatment (Third-Party Quotes) invokes the above relationship but adds quotations from interviewees in the scientific study (adapting the vignette approach of Carlson and Settle 2022).

All the claims in Treatments 1-4 are non-deceptive. Past research has shown an association between pro-environmental behaviors and life satisfaction (e.g., Schmitt et al. 2018).

### **Treatment Wording**

For all treatments, the text box appears on the same screen as the treatment.

#### **TREATMENT 1 (Feeling Induction)**

Scientific studies show that taking actions to protect the environment, even small things, gives people a feeling of satisfaction. Please describe a time when you did something for the environment and felt good afterwards. If possible, please tell us in a few sentences and be as specific as possible. We're interested in learning about your experience.

#### **TREATMENT 2 (Choose New Action)**

Many people try to do something, however small, to help the planet. They also think about additional ways they could contribute to climate protection in the future.

Please look at the list below. Is there anything you are not currently doing for the environment that you think you might start doing? If you see more than one idea you like, pick the one that best fits your lifestyle.

- change your diet
- take fewer flights
- eat organic or local food
- buy a more efficient vehicle
- reduce use of gas-powered vehicle
- cut energy use in home
- use public transportation
- buy items secondhand instead of new
- conserve water
- reduce food waste

If you were able to do [PIPE IN RESPONSE], how do you think it would make you feel? Please give us your thoughts in a few sentences.

#### **TREATMENT 3 (Scientific Study)**

According to a recent scientific study of citizens in the U.S. and Canada, people who engaged in more pro-environmental behaviors reported higher life satisfaction than those who did fewer. Similar results were found in research from Sweden, Mexico, Spain, and China. All around the world, contributing to the health of the planet increases feelings of personal well-being.

If you had to explain why pro-environmental behavior is linked to life satisfaction, what would you say? Please share your thoughts in a few sentences and be as specific as possible.

#### **TREATMENT 4 (Third-Party Quotes)**

A recent scientific study shows that taking actions to protect the environment gives people a feeling of satisfaction. Here are some of the reactions from people in this study:<sup>1</sup>

- ◇ Female, 55: I just think that I am doing something. I can't be a member of Greenpeace or anything like that. I know it's very small. But it's positive; it's something I feel good about.
- ◇ Male, 40: I feel like that there is a small part of me that is making a bit of a difference. Probably not a huge amount in the overall scheme of things but I feel better in my mind and my heart.
- ◇ Female, 54: I feel good that I am doing what I can. There is a good feeling that at least I am doing something.
- ◇ Male, 43: It mainly comes down to that feeling of pride and satisfaction in doing something that helps, while knowing it's never going to be quite enough, it does feel good to know that I can do something. I'm happy that I can do something.

Now imagine that *you* did something beneficial for the environment. How do you think it would make you feel? Please give us your thoughts in a few sentences and be as specific as possible.

#### **Question Wording**

##### *Manipulation Check*

Please read the statements below and indicate your level of agreement or disagreement with them.

“I expect to feel good when I behave in an environmentally friendly way.”

“I anticipate that I would feel good when I do something to help the environment.”

“I'd feel guilty if I did not behave in an environmentally friendly way.”

“Doing something good for the environment would make me feel positive about myself.”

---

<sup>1</sup>The quotes are excerpts from interviewees in Hartmann et al. (2017, see Appendix 2)

1. Strongly agree
2. Agree
3. Slightly agree
4. Neither agree nor disagree
5. Slightly disagree
6. Disagree
7. Strongly disagree

*Emotion Self-Report*

When you think about the environment or the planet, how do you feel?

Proud  
Excited  
Happy  
Hopeful  
Satisfied  
Worried  
Afraid  
Nervous  
Scared

1. Not at all
2. A little
3. Slightly agree
4. Somewhat
5. Very
6. Extremely

*Behavioral Intentions Scale*

Please read the list below and tell us how likely you would be to engage in the following behaviors in the future. Don't feel any pressure, just indicate what you are likely to do.

Use reusable bags at the grocery store  
Walk, bicycle, or take public transportation instead of driving a vehicle by yourself  
Limit non-essential air travel  
Compost your household food garbage  
Limit consumption of meat and dairy products  
Eat organic/locally produced food  
Purchase an electric or hybrid vehicle  
Install energy efficient appliances in your home  
Turn personal electronics off or in low-power mode when not in use

Buy high efficiency light bulbs  
Conserve water when showering, doing dishes, or watering plants  
Dry clothes on a clothesline instead of using the dryer  
Purchase clothing from environmentally friendly brands  
Carry a reusable water bottle  
Engage in political action related to protecting the environment

1. Extremely unlikely
2. Very unlikely
3. Somewhat unlikely
4. Neither unlikely nor likely
5. Somewhat likely
6. Very likely
7. Extremely likely
8. Already doing

## 3.2 Study 2

### Treatment Wording

The text box appears on the same screen as the treatment.

### FEELING INDUCTION

Scientific studies show that taking actions to protect the environment, even small things, gives people a feeling of satisfaction. Please describe a time when you did something for the environment and felt good afterwards. If possible, please tell us in a few sentences and be as specific as possible. We're interested in learning about your experience.

### Question Wording

#### *Manipulation Check*

Please read the statements below and indicate your level of agreement or disagreement with them.

“I expect to feel good when I behave in an environmentally friendly way.”

“I anticipate that I would feel good when I do something to help the environment.”

“I'd feel guilty if I did NOT behave in an environmentally friendly way.”

“Doing something good for the environment would make me feel positive about myself.”

“I don't think I would feel any different if I did something to help the environment.”  
(*Reverse-coded*)

1. Strongly agree

2. Agree
3. Slightly agree
4. Neither agree nor disagree
5. Slightly disagree
6. Disagree
7. Strongly disagree

*Behavioral Intentions Scale*

Please read the list below and tell us how likely you would be to engage in the following behaviors in the future. Don't feel any pressure, just indicate what you are likely to do.

- Use reusable bags at the grocery store
- Walk, bicycle, or take public transportation instead of driving a vehicle by yourself
- Limit non-essential air travel
- Compost your household food garbage
- Limit consumption of meat and dairy products
- Eat organic/locally produced food
- Purchase an electric or hybrid vehicle
- Install energy efficient appliances in your home
- Turn personal electronics off or in low-power mode when not in use
- Buy high efficiency light bulbs
- Conserve water when showering, doing dishes, or watering plants
- Dry clothes on a clothesline instead of using the dryer
- Purchase clothing from environmentally friendly brands or from a thrift store
- Carry a reusable water bottle
- Engage in political action related to protecting the environment

1. Extremely unlikely
2. Very unlikely
3. Somewhat unlikely
4. Neither unlikely nor likely
5. Somewhat likely
6. Very likely
7. Extremely likely
8. Already doing



### 3.3 Study 3

#### Treatment Wording

For all treatments, the text box appears on the same screen as the treatment.

#### FEELING INDUCTION

Scientific studies show that taking actions to protect the environment, even small things, gives people a feeling of satisfaction. Please describe a time when you did something for the environment and felt good afterwards. If possible, please tell us in a few sentences and be as specific as possible. We're interested in learning about your experience.

#### PLACEBO

Scientific studies show that taking up a hobby, whatever the activity, gives people a feeling of satisfaction. Please describe a time when you did something related to a hobby and felt good afterwards. If possible, please tell us in a few sentences and be as specific as possible. We're interested in learning about your experience.

#### Question Wording

##### *Manipulation Check*

How much do you agree or disagree with the following statement:

“I expect to feel good when I behave in an environmentally friendly way.”

1. Strongly agree
2. Agree
3. Slightly agree
4. Neither agree nor disagree
5. Slightly disagree
6. Disagree
7. Strongly disagree

##### *Behavioral Intentions Scale<sup>2</sup>*

Please read the list below and tell us how likely you would be to engage in the following behaviors in the future. Don't feel any pressure, just indicate what you are likely to do.

---

Turn personal electronics off or in low-power mode when not in use

<sup>2</sup>In the question used for Study 3, the top 5 items are the low visibility behaviors (and have significantly lower visibility than the mean of the 23-item scale) and the bottom 5 items are high visibility behaviors (significantly higher visibility than the mean of the 23-item scale). In the administration of Study 3, the order of behaviors was randomized.

Use high efficiency light bulbs  
Limit consumption of meat and/or dairy products  
Reduce non-essential air travel  
Conserve water when showering, doing dishes, or watering plants  
Use reusable bags at the grocery store  
Engage in political action related to protecting the environment  
Carry a reusable water bottle  
Walk, bicycle, or take public transportation instead of driving a vehicle by yourself  
Purchase an electric or hybrid vehicle

1. Extremely unlikely
2. Very unlikely
3. Somewhat unlikely
4. Neither unlikely nor likely
5. Somewhat likely
6. Very likely
7. Extremely likely
8. Already doing

### *Willingness to Pay*

If you had to decide about a new electricity contract for your home, how much more (in dollars) would you be willing to pay each month for green electricity (e.g., solar, wind, geothermal) instead of electricity from non-renewable sources.

1. \$0 (nothing)
2. \$10
3. \$20
4. \$30
5. Some other amount: \_\_\_\_\_

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