Script for emotions experiment BLOCK b

*Thanks for coming along today. We are going to ask you to undertake a few tasks and answer some questions about yourself, and also to watch a short film.*

*These sessions are being run as part of research being undertaken by the Economics Department at Waikato, jointly with the University of Stirling in the UK.*

*All of your responses will be treated confidentially – we will not disclose individualised data to anyone outside the research team.*

1. *First, a couple of questions about yourself:*
2. What are you studying here?
3. Where are you from?

*We’d now like you to watch some short film clips.*

**(show positive, negative or neutral film – record which one shown to this respondent)**

*We now want to ask you some questions about the New Zealand coast. Many of us enjoy a visit to the beach, whether to go surfing, swimming or just hanging out. Many people also enjoy fishing and boat trips. The state of the environment can affect peoples’ experiences during such visits, and may be one of the factors determining which beaches they choose to visit. Most of these environmental conditions – such as water quality – are partly determined by how we manage our coastal areas (for example, how much money is spent on pollution control).*

*Imagine that you have decided to take a day trip to a beach in this area, and are thinking about where to go. On the next screens, you’ll see a number of options. We’d like you to make a choice in each case about which beach you’d prefer to visit. Whilst there are many factors determining where you might want to go, these options are all concerned with the environmental conditions at different beaches. Another important factor is obviously how far you would have to travel, so you will see some information in the choice sets about this too. You can assume that it is safe (and fun!) to surf or swim at all of these beaches.*

*For example, you might be asked to choose between these options:*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | poor | good |
| *Sediments* | High levels | Medium levels |
| *Fish populations* | declining | increasing |
| *How far from where you live?* | 30 km | 80 km |
| I would choose: | *□* | *□* |

*Here, we asked you to choose beach A, beach B or stay at home. Beach A and B are described by these environmental conditions:*

***WATER QUALITY*** *is important so that we can swim safely without getting sick, keep the animals and plants that live in the sea healthy and to keep the sea looking beautiful. Water entering the coastal zones is affected by human wastes and can be laden with nutrients and other contaminants from farmland. If we take no further action, with a growing population and reduced effectiveness of infrastructure over time, water quality will get worse. This may cause more beach closures (due to pollution by “coliforms” or algal blooms) in certain places. However, if we increase our efforts we will be able to maintain water quality to the current standards we experience (likelihood of beach closures remains similar to the present) and further efforts could actually see an improvement in water quality (reduced risks of beach closures, no algal blooms and healthier waterways).*

*In the choices below, you will find that water quality might take one of 3 levels:*

* *Poor water quality – high levels of nutrients, algal blooms likely*
* *Good water quality*
* *Very good water quality – nutrient levels are greatly reduced, algal blooms very unlikely*

***SEDIMENTS*** *affect the way we experience the coast, from the clarity of the water (how far down you can see) to underfoot conditions. Changes in land-uses mean that sediment arriving in our harbours and estuaries has increased. This has caused a muddying of many shores and high levels of turbidity that result in the water being murky and unattractive. If we take no further action, sediment will continue to accumulate at the coast and areas of muddy sediment will increase (in coverage and in muddiness). In some places, this will result in further expansion of mangroves. While we can’t entirely remove the sediment problem, it is possible to reduce its impacts. . With an increased effort in storm-water management areas, we may also be able to improve on the current situation, leading to cleaner, bluer water) and less muddy shores.*

*In the choices below, you will find that water quality might take one of three levels:*

* *High levels of sediment – water is very cloudy, beaches become muddy*
* *Medium levels of sediment*
* *Low levels of sediment - water is very clear, beaches stay sandy*

***FISH POPULATIONS:*** *many people like to go fishing, for example for snapper. Others like to just know that there are healthy fish stocks in the sea. How good fish stocks are depend on how the coastal environment is managed. Right now, fish populations are under pressure from over-fishing and from water pollution. We can take actions to reduce these pressures, but unless we do so, stocks might continue to decline.*

*In the choices below, you will find that fish populations might take one of three levels:*

* *Declining – fish populations are falling due to too much pollution and too much fishing*
* *Stable*
* *Increasing – there are healthy and expanding fish populations of fish such as snapper.*

*Now, we would like you to go through each of the following 8 choice sets, and in each case choose one option which you like best:*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | poor | good |
| *Sediments* | low | medium |
| *Fish populations* | increasing | stable |
| *How far from where you live?* | 80 km | 50 km |
| I would choose: | *□* | *□* |

*1b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | very good | poor |
| *Sediments* | low | medium |
| *Fish populations* | declining | increasing |
| *How far from where you live?* | 80 km | 30 km |
| I would choose: | *□* | *□* |

*2b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | very good | poor |
| *Sediments* | high | low |
| *Fish populations* | increasing | stable |
| *How far from where you live?* | 80 km | 50 km |
| I would choose: | *□* | *□* |

*3b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | good | poor |
| *Sediments* | high | medium |
| *Fish populations* | stable | declining |
| *How far from where you live?* | 80 km | 50 km |
| I would choose: | *□* | *□* |

*4b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | good | very good |
| *Sediments* | high | medium |
| *Fish populations* | increasing | stable |
| *How far from where you live?* | 50 km | 80 km |
| I would choose: | *□* | *□* |

*5b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | poor | good |
| *Sediments* | low | high |
| *Fish populations* | declining | increasing |
| *How far from where you live?* | 50 km | 50 km |
| I would choose: | *□* | *□* |

*6b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | good | poor |
| *Sediments* | medium | low |
| *Fish populations* | increasing | declining |
| *How far from where you live?* | 120 km | 30 km |
| I would choose: | *□* | *□* |

*7b*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Beach A*** | ***Beach B*** | *Go to neither – I would not want to visit either of these beaches and would stay at home instead.*  *□* |
| *Water quality* | very good | poor |
| *Sediments* | high | low |
| *Fish populations* | stable | increasing |
| *How far from where you live?* | 30 km | 80 km |
| I would choose: | *□* | *□* |

*8b*

And now, some questions about yourself:

How often do you usually go to the beach? \_\_\_ trips/year

What is your main activity at the beach? A. surfing B. swimming C. boating D. just hanging out with friends and family

Here are a number of personality traits that may or may not apply to you. Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

1 = Disagree strongly

2 = Disagree moderately

3 = Disagree a little

4 = Neither agree nor disagree

5 = Agree a little

6 = Agree moderately

7 = Agree strongly

I see myself as

1. extraverted, enthusiastic
2. critical, quarrelsome
3. dependable, self-disciplined
4. anxious, easily upset
5. open to new experiences, complex
6. reserved, quiet
7. sympathetic, warm
8. disorganized, careless
9. calm, emotionally stable
10. conventional, uncreative”

Finally, can you tell us what you film like when watching the film clips?

1. While I was watching the film I felt…1 = sad, 4 = neither happy nor sad, 7 = happy

2. While I was watching the film I felt…1 = bad, 4 = neither bad nor good, 7 = good

3. While I was watching the film I felt…1 = relaxed, 4 = neither tense nor relaxed, 7 = tense

4. While I was watching the film I felt…1 = not-aroused, 4 = somewhat aroused, 7 = aroused

THANKS! THAT IS THE END OF THE EXPERIMENT. PLEASE COLLECT YOUR $20 FROM THE SESSION LEADER.