

Consent

You are invited to participate in a study about wildlife tourism.

This study has been approved by the University of British Columbia's Behavioural Research Ethics Board Protocol (H18-03226).

Principal Investigator:

Dr. Marina von Keyserlingk, Professor and NSERC Industrial Research Chair, University of British Columbia, marina.vonkeyserlingk@ubc.ca

Co-Investigators:

Katelyn Mills, Graduate student, University of British Columbia, ktmills@mail.ubc.ca

Maya Weston, Undergraduate student, University of British Columbia, maya.weston@alumni.ubc.ca

Recruitment

Participation in this project is open to anyone over 18 years of age. You were recruited to participate in this study using Amazon's Mechanical Turk service.

Compensation

Participants will be paid \$0.25 on completion of the survey. This survey may only be completed once per individual.

Study Procedures

You will be given a description of a wildlife tourism activity and asked to answer some questions, followed by a few demographic questions. This survey should take about 5-10 minutes to complete. This survey collects only answers to questions and all analysis of data is limited to the survey questions that you answer.

Risks

There are no known risks in taking this survey. You may close the survey at any point.

Confidentiality

We will not collect any information that allows us to identify or contact you individually. The data you provide will be stored in a password protected and encrypted computer and will only be accessible to the research team. This online survey is hosted by a version of Qualtrics licensed to UBC, which is based in Canada and fully compliant with FIPPA. The privacy and security policy of the survey service provider can be found at: <http://www.qualtrics.com/privacy-statement/>.

Your responses will be used in peer-reviewed publications, but all identifying information will be removed. Once made publicly available, you will not be able to withdraw your data.

Consent

I am over 18 years of age and I understand my participation in this study is entirely voluntary and that I may choose to quit at any time. I understand that any information I provide will be anonymous and will only be stored and analyzed for the purposes of this research.

If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or if long distance e-mail RSIL@ors.ubc.ca or call toll free 1-877-822-8598.

- I consent to participate in this study.
- I DO NOT consent to participate in this study.

Instructions

Instructions

IMPORTANT! Please read carefully.

We are interested in learning about why people take part in wildlife tourism activities.

You will be randomly assigned a description of a wildlife tourism activity and asked to agree or disagree with a series of statements, using the 1-7 scale provided. The scenarios you are about to read may not be realistic and so you should suspend disbelief – try to imagine what you are reading is true.

Feels good/low contact

Molly is a female Asian elephant who lives in an elephant attraction in northern Thailand, alongside 60 other elephants. Tourists are not allowed to touch or ride her. Tourists can take photos of Molly. Traditional elephant handlers feed her grasses twice a day, and occasionally give her sugar cane and bananas. Molly does not spend much of her time in close contact with tourists. A team of neuropsychologists and elephant behaviour experts have recently determined that Molly spends almost all of her time feeling excellent.

I have read and understood the above information.

- Yes

Do you believe that Molly spends all her time feeling excellent?

- Yes

No

Feels bad/low contact

Molly is a female Asian elephant who lives in an elephant attraction in northern Thailand, alongside 60 other elephants. Tourists are not allowed to touch or ride her. Tourists can take photos of Molly. Traditional elephant handlers feed her grasses twice a day, and occasionally give her sugar cane and bananas. Molly does not spend much of her time in close contact with tourists. A team of neuropsychologists and elephant behaviour experts have recently determined that Molly spends almost all of her time feeling terrible.

I have read and understood the above information.

Yes

Do you believe that Molly spends all her time feeling terrible?

Yes

No

Feels good/high contact

Molly is a female Asian elephant who lives in an elephant attraction in northern Thailand, alongside 60 other elephants. Tourists are allowed to touch and ride her. Tourists can take photos with Molly. Traditional elephant handlers feed her grasses twice a day, and occasionally give her sugar cane and bananas. Molly spends most of her time in close contact with tourists. A team of neuropsychologists and elephant behaviour experts have recently determined that Molly spends almost all of her time feeling excellent.

I have read and understood the above information.

Yes

Do you believe that Molly spends all her time feeling excellent?

Yes

No

Feels bad/high contact

Molly is a female Asian elephant who lives in an elephant attraction in northern Thailand, alongside 60 other elephants. Tourists are allowed to touch and ride her. Tourists can take photos with Molly. Traditional elephant handlers feed her grasses twice a day, and occasionally give her sugar cane and bananas. Molly spends most of her time in close contact with tourists. A team of neuropsychologists and elephant behaviour experts have recently determined that Molly spends almost all of her time feeling terrible.

I have read and understood the above information.

Yes

Do you believe that Molly spends all her time feeling terrible?

Yes

No

Questions

It is important to have elephants in this tourist attraction.

Strongly disagree

Disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Agree

Strongly agree

It is important to support this elephant attraction.

Strongly disagree

Disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Agree

Strongly agree

I would be interested in paying money to this elephant attraction in the future.

Strongly disagree

Disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Agree

Strongly agree

I would be interested in visiting this elephant attraction in the future.

Strongly disagree

Disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Agree

Strongly agree

This elephant attraction would give me feelings of well being.

Strongly disagree

Disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Agree

Strongly agree

This elephant attraction would be exciting.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

This elephant attraction would make me elated.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

This elephant attraction would make me feel happy.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Explanation

Please explain your above answers:

Demographics

Age

Gender

Male

- Female
- Other

Does your household currently own any pets?

- Yes
- No

Which best describes the area where you grew up?

- Urban
- Suburban
- Rural

Which best describes your level of education?

- Did not graduate from high school
- Graduated from high school, did not attend college
- Attended college, no degree earned
- Attended college, Associates or Trade Degree earned
- Attended college, Bachelor's (B.S. or B.A.) Degree earned
- Graduate or professional degree (M.S., Ph.D., Law School)

What is your household's total (pre-tax) income?

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 or more

Have you participated in elephant tourism before?

- Yes

No

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