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Fighting plastic pollution: An investigation into whether the presence or absence of single-use plastic impacts our impression of others

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The Plymouth Student Scientist
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Supplementary information and data

Appendix A: Brief

CONNECT; trialling a new friendship app

Thank you for choosing to take part in our study.

Before you decide to take part in this study it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully. A member of the team can be contacted if you have any questions.

The aim of this study is to gain feedback from a trial of a new friendship app called CONNECT, which is designed to make it easier for university students to make friends. You will view 8 profiles and will then answer questions about each profile. Your data gained from this study will remain confidential and entirely anonymous as you will be given a unique participation number. You have the right to withdraw at any point within the study, this will not affect your participation points. At any point within two weeks after taking part, you can request for your data to be destroyed if you wish, by contacting one of the experimenters.

If you have any questions, please do not hesitate to ask.

I confirm that I have read and understand the participation brief.

I have had the opportunity to ask questions if I do not understand something.

I understand that all personal information will remain confidential and that all efforts will be made to ensure I cannot be identified.

I agree that data gathered in this study may be stored anonymously and securely.

I understand that my participation is voluntary and that I am free to withdraw at any time.

I agree to take part in this study.

Please sign the consent form given to you by the researcher and make note of your participant number in case you wish to withdraw your data

Appendix B: Debrief

Thank you for taking part in our study.

You signed up to this study under the impression that you were trialling a new friendship app called CONNECT. However, the true aim of this study was to investigate whether the presence or absence of single-use/ reusable items influence impression formation positively or negatively. The second aim investigated whether scores from an ocean connectedness survey influences judgement or not. We apologize for the minor deception, but this was necessary so as to not reveal the true aims of our study.

In the interests of researcher analysis, you have 14 days from the date of your study if you wish to withdraw your data. Please email any of the contacts on this page if you wish to withdraw your data quoting your unique participation number so we know which set to withdraw.

In good nature we ask you not to discuss this study with any other psychology students.

Appendix C: Full Table of pictures used in the study, in their relevant photosets.

Profile	SET A	SET B
1	<p>PROFILE 1: Lucy, 21. PLASTIC</p> <p>1a Plastic Bag.</p>  <p>1b Control.</p> 	<p>PROFILE 1: Lucy, 21. REUSABLE</p> <p>1a Reusable Bag.</p>  <p>1b Control.</p> 

	<p>1c Plastic Bottle</p>  <p>1d Plastic Coffee Cup</p> 	<p>1c Reusable Bottle</p>  <p>1d Reusable Coffee Cup.</p> 
2	<p>PROFILE 2: Josh, 20. REUSABLE</p>	<p>PROFILE 2: Josh, 20. PLASTIC</p>

2a Reusable Bottle



2a Plastic Bottle



2b Reusable Bag



2b Reusable Bag







2c Reusable Coffee Cup



2c Reusable Coffee Cup



	<p>2d Control</p> 	<p>2d Control</p> 
3	<p>PROFILE 3: Emily, 21. REUSABLE</p> <p>3a Reusable Coffee Cup</p>  <p>3b Control</p>	<p>PROFILE 3: Emily, 21. PLASTIC</p> <p>3a Plastic Coffee Cup</p>  <p>3b Control</p>



3c Reusable Bottle







3c Plastic Bottle



3d Reusable Bag



3d Plastic bag

		
4	<p>PROFILE 4: Luke, 21. PLASTIC.</p> <p>4a Plastic Bottle</p> 	<p>PROFILE 4: Luke, 21. REUSABLE</p> <p>4a Reusable Bottle</p> 
	<p>4b Control</p>	<p>4b Control</p>









4c Plastic Coffee Cup





4c Reusable Coffee Cup



4d Plastic Bag

4d Reusable Bag

		
<p>5</p>	<p>PROFILE 5: Lauren, 21. PLASTIC.</p> <p>5a Plastic Coffee Cup</p>  <p>5b Plastic Bag</p> 	<p>PROFILE 5: Lauren, 21. REUSABLE.</p> <p>5a Reusable Coffee Cup</p>  <p>5b Reusable Bag</p> 

	<p>5c Control</p> 	<p>5c Control</p> 
	<p>5d Plastic Bottle</p> 	<p>5d Reusable Bottle</p> 
6	<p>PROFILE 6: Matt, 19. REUSABLE</p> <p>6a Control</p>	<p>PROFILE 6: Matt, 19. PLASTIC</p> <p>6a Control</p>







6b Reusable Coffee Cup

6b Plastic Coffee Cup



6c Reusable Bag

6c Plastic Bag

	 <p>6d Reusable Bottle</p> 	 <p>6d Plastic Bottle</p> 
7	<p>PROFILE 7: Hannah, 19. REUSABLE</p> <p>7a Reusable Bag</p>	<p>PROFILE 7: Hannah, 19. PLASTIC</p> <p>7a Plastic Bag</p>



7b Reusable Coffee Cup



7b





Plastic Coffee Cup



7c Control



7c Control

	 <p>7d Reusable Bottle</p>	 <p>7d Plastic Bottle</p>
8	 <p>PROFILE 8: Dan, 19. PLASTIC</p> <p>8a Plastic Bag</p>	 <p>PROFILE 8: Dan, 19. REUSABLE</p> <p>8a Reusable Bag</p>







8b Plastic Coffee Cup



8b Reusable Coffee Cup



<p>8c Control</p>  <p>8d Plastic Bottle</p> 	<p>8c Control</p>  <p>8d Reusable Bottle</p> 
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Appendix D: Full marine litter awareness analysis

Similarity.

There was no significant interaction between marine litter awareness scores, and how participants rated themselves as being 'similar' to those pictured with single-use or reusable items, $F(1, 160) = .02, p = .89$. Furthermore, there was no interaction between 'similarity' scores, marine litter and which photoset participants were in, $F(1, 160) = .73, p = .40$.

Table 11.

Mean scores showing how ‘similar’ those with both a low marine litter awareness score and a high marine litter awareness score rated the models in the images to be, depending on whether they were pictured with a single-use item or a reusable item

Photoset	Marine Litter Awareness Score	Single-Use vs Reusable	Mean ‘Similarity’ Score	Standard Deviation
1	Low	Single-Use	2.49	0.53
		Reusable	2.70	0.67
	High	Single-Use	2.22	0.64
		Reusable	2.52	0.70
2	Low	Single-Use	2.42	0.60
		Reusable	2.46	0.54
	High	Single-Use	2.63	0.68
		Reusable	2.61	0.60

Table 11 shows no real difference across means or standard deviation.

Coolness

There was no significant interaction between marine litter awareness scores, and how ‘cool’ participants rated to those pictured with single-use or reusable items, $F(1, 160) = .86, p = .36$

Furthermore, there was no interaction between ‘coolness’ ratings, marine litter and which photoset participants were in, $F(1, 160) = .63, p = .43$.

Table 12.

Mean scores showing ‘coolness’ ratings for single-use and reusable items based on low and high marine litter awareness scores and photoset.

Photoset	Marine Litter Awareness Score	Single-Use vs Reusable	Mean ‘Coolness’ Score	Standard Deviation
1	Low	Single-Use	3.23	0.48
		Reusable	3.63	0.45
	High	Single-Use	2.95	0.67
		Reusable	3.40	0.52
2	Low	Single-Use	3.37	0.55
		Reusable	3.08	0.52
	High	Single-Use	3.35	0.53
		Reusable	3.07	0.55

Table 12 shows no real difference across means or standard deviation.

Caring

There was no significant interaction between marine litter awareness scores, and how 'caring' participants rated to those pictured with single-use or reusable items, $F(1, 160) = .04, p = .85$

Furthermore, there was no interaction between 'caring' ratings, marine litter and which photoset participants were in, $F(1, 160) = .07, p = .80$

Table 13.

Mean 'caring' scores participants with both low and high marine litter awareness scores gave to those pictured with single-use and reusable items, across both photosets.

Photoset	Marine Litter Awareness Score	Single-Use vs Reusable	Mean 'Caring' Score	Standard Deviation
1	Low	Single-Use	3.70	0.60
		Reusable	3.64	0.60
	High	Single-Use	3.54	0.58
		Reusable	3.52	0.54
2	Low	Single Use	3.42	0.64
		Reusable	3.54	0.50
	High	Single Use	3.58	0.51
		Reusable	3.70	0.50

Table 13 shows no real difference across means or standard deviation.

Overall Friendship Judgement

There was no significant interaction between marine litter awareness scores and how likely participants were to be friends with those pictured with single-use and reusable items, $F(1, 160) = .50, p = .48$. There was no interaction between marine litter awareness scores, participants friendship judgement and which photoset they were in, $F(1, 160) = .001, p = .98$.

Table 14.

Mean scores for how likely those with both low and high marine litter awareness scores are to be friends with someone based on if they're pictured with a single- use or a reusable item, across both photosets.

Photoset	Marine Litter Awareness Score	Single-Use vs Reusable	Mean Score	Standard Deviation
1	Low	Single-Use	2.40	0.44
		Reusable	2.56	0.47
	High	Single-Use	2.32	0.48
		Reusable	2.50	0.46
2	Low	Single-Use	2.45	0.46
		Reusable	2.53	0.41
	High	Single-Use	2.58	0.43
		Reusable	2.53	0.43

Table 13 shows no real difference across means or standard deviation.