

## Appendix A

### Study 1 Catalogue of Web articles

(<http://www.seashepherd.org/news-and-media/commentary-and-editorial.html>)

- 1 - The Terrible Troubling Tribulations of Being Called an (*shudder*) Eco-terrorist, March 2, 2011.
- 2 - Greenpeace mon Amour, January 13, 2011.
- 3 – Will this be Sea Shepherd’s last Antarctic Campaign? January 28, 2011.
- 4 – The Art of Hunting Whalers, January 25, 2011.
- 5 – Sea Shepherd and Taiji, January 19, 2011.
- 6 – Greenpeace meets George Orwell: Greenpeace Rewrites History, January 15, 2011.
- 7 – The Confessions of an Insensitive Coldhearted Whale Warrior (Satire), January 05, 2011.
- 8 – Should we Save Paper Whales, Virtual Whales or Real Whales?, December 22, 2010.
- 9 – Sea Shepherd Welcomes the Support of the United States, the Netherlands, New Zealand and Australia in condemning Japanese whaling in the Southern Ocean, December 10, 2010.
- 10 – Passion, Pity, Professionalism, Patience and Perseverance, October 07, 2010.
- 11 – Refuting the Racist Rhetoric, August 19, 2010.
- 12 – Insight into Reality TV by the *New York Times*, August 27, 2010.
- 13 – Remaining Aggressive and Nonviolent, by Chuck Swift, June 04, 2010.
- 14 – Crossing (S)words with the Goliaths of Doom, June 02, 2010.
- 15 – Politics Vs Results in the Whale Wars, February 22, 2010.
- 16 – Letter to the Editor (*The Australian*), February 18, 2010.
- 17 – Hey Japanese Whaler Dudes, Stop Your Pathetic Whining, February 10, 2010.
- 18 - Sea Shepherd is a Fundamentalist Darwinist Anti-God Organization Interfering with God’s Divine Plan to Have the Japanese Illegally Slaughter the Whales! January 15, 2010.
- 19 – The League of Extraordinarily Gentle Terrorists, June 11, 2009.
- 20 – Captain Paul Watson Dismisses and Disses the Whale Wars Critics, June 16, 2009.
- 21 – Communications with the Enemy, July 13, 2009.

## Appendix B

### Study 1 – Interview Questions

Interview Itinerary; Three Parts.

#### I. Discussion of information and consent forms

- introduction and greetings
- anonymity and confidentiality
- recording and transcription
- nature and aims of the study
- information and consent forms
- any questions needing answers

#### II. Personal experience, reflections and thoughts

##### *Membership of SSCS*

Tell me how you became involved in the SSCS.

What does it mean to you to be a member of the SSCS?

How does it make you feel to be a member?

What are the values that SSCS members have in common?

Why did you choose to join the SSCS and not another anti-whaling organization?

##### *Actions with SSCS*

What sorts of activities have you participated in as a member of the SSCS?

What was the aim of that action? Tell me about it. How did that go?

Have you been involved in any other social action before? What kinds?

- i.e. protests, rallies, marches, demonstrations...

What was the nature of that action? The aim?

How did you expect that action to go?

What was the outcome or end-result of that action?

How did you feel about that result? Were you happy that?

What did that action achieve for you personally? For the bigger picture?

How did that action affect the group[organisation/movement]?

Would you consider that action as contributing to an increase in the group's momentum?

Were there any ways that the action was not successful[unsuccessful]?

What is it in particular about that action that made it that way?

How do you feel about participating in future action?

### **III. SSCS (Sea Shepherd Conservation Society) recent events**

I have here information on five recent events concerning the SSCS (present one at a time). *<this will present the same information as presented in the pilot test>*

For each event:

Tell me what you think of this issue?

Thinking about your membership of SSCS, how does this issue make you feel?

When you say you feel [that], to whom is that feeling directed [what is the source of that feeling]?

What do you think this issue means for the SSCS now? For the future?

Do you think this issue will progress the cause for SSCS? How?

What is it in particular about this issue that would cause momentum [inertia]?

How do you think the SSCS will respond to these events?

Did you expect this type of event to happen? Or things to go this way?

Does this issue affect the role of the SSCS? Their power? Their reception and support?

How?

*Closing Remarks*

Details to school of psychology website where thesis summary will be displayed.

Option of leaving email to receive more detailed summary.

## Appendix C

### Study 2 – Information Letter

**Have you ever participated in any form of collective action – such as protesting, donating money, letter writing, petition signing - for any social, political or environmental cause?**

**Then we would like to know about your experiences!**

#### **Who we are looking for**

A really broad base of people who range from remotely interested to highly involved, in any form of social/political/environmental social change movements, even people who are not involved but have an interest are invited to participate.

Anyone who has in the past, present, or wants to in the future, participate in any of the following:

- Boycott goods/companies
- Sign up to an online collective action group
- Join a collective action group
- Attend a protest
- Write a letter
- Sign a petition
- Donate money
- Sign up for an activist newsletter
- Purchase Fair Trade goods
- Any other form of action

#### **What do we want to know?**

We would like to hear about the experiences of people who are concerned about social, political or environmental issues. For example, if you are someone who would like to be more involved but hasn't been so far – what concerns you? Or if you are someone who is highly involved in collective action – how do you manage your involvement in your everyday life?

#### **What Does Your Participation Involve?**

All you need to do is go to this web address - [http://scored.murdoch.edu.au/\\_custom/stuart/CollectiveAction.html](http://scored.murdoch.edu.au/_custom/stuart/CollectiveAction.html) - and complete the 15-30 minute survey which consists of open ended questions that allow you to tell us about your own experiences.

You will not need to provide your name or any identifying information. If you decide to discontinue participation at any time, you may cancel out of the survey without

providing an explanation. If you withdraw, all information you have provided will not be used or made available to the researcher.

### **Reimbursement**

You have the option of entering into a **prize** pool, to win a **\$50 gift voucher**, or if you are a psychology student you can receive 30 minutes subject pool credit.

### **Questions?**

Investigator                      Avelie Stuart, BA in Psychology (Hons)

Telephone No.                    (08) 9360 2390

Email.                                [a.stuart@murdoch.edu.au](mailto:a.stuart@murdoch.edu.au)

Also feel free to contact Dr Ngaire Donaghue on ph 9360 6450, or Dr Emma Thomas on ph 9360 7209. We would be happy to discuss any aspect of the research with you.

We would like to thank you in advance for your assistance with this research project. We look forward to hearing from you soon.

This study has been approved by the Murdoch University Human Research Ethics Committee (Approval 2010/167). If you have any reservation or complaint about the ethical conduct of this research, and wish to talk with an independent person, you may contact Murdoch University's Research Ethics Office (Tel. 08 9360 6677 or e-mail [ethics@murdoch.edu.au](mailto:ethics@murdoch.edu.au)). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.

## Appendix C

### Study 2 - Survey (paper representation)

#### Participation in Collective Action

In this study we are interested in learning about your level of interest and/or involvement in any form of collective action. Collective action is broadly defined as either groups of people coming together to try and create social or political change around a particular issue (e.g. a protest rally), or it can also include individuals each making their own contribution towards a common goal (e.g. donating money to an aid organisation).

Collective action can include activities such as writing letters to politicians, boycotting goods, donating money, attending protests, signing up to collective action organisations, attending group meetings, land conservation work, reading information published by a social movement/collective action organisation, and many more activities.

Collective action can also include online (internet) actions. Examples of online action are things like joining a Facebook group, or receiving an email newsletter from a collective action group.

1. Have you ever participated in any of these forms of collective action? (*multi choice*)
  - Boycott goods/companies
  - Sign up to an online collective action group
  - Joined a (offline) collective action group
  - Attend a protest
  - Write a letter
  - Sign a petition
  - Donate money
  - Signed up for an activist newsletter
  - Purchased Fair Trade goods
  - Other – describe
  
2. How often do you take part in campaigns? (*single choice*)
  - Daily
  - Weekly
  - Monthly
  - Every few months
  - 6 months
  - Yearly
  - Less than yearly
  - Never

#### Demographics

3. Age

4. Gender
5. Ethnicity
6. Are you a citizen or permanent resident of Australia?
7. What is your main field of study/work? (e.g. Environmental Science, Politics, Marketing)
8. Briefly, what are the particular social, political, or environmental causes that concern you the most?
9. Why do you feel the need to be involved in these causes?
10. How does being involved in collective action make you feel?
11. Some people believe that the power for change lies in groups of people acting together, rather than on their own. Do you feel like it is important or helpful to be a part of an organised collective? Why/why not?
12. Are there times when you prefer to act on your own? Why/why not?
13. There are a lot of people who are concerned about social or environmental issues but, for various reasons, have difficulties becoming involved in collective action. Apart from it making demands on your life, in terms of issues like time, money, or difficulty travelling, do you feel like you experience any further reservations or concerns about your involvement? What are these?

Think back to the first time you remember becoming involved in collective action, such as attending a group meeting. I would like to know what kind of thoughts ran through your head when you were contemplating joining this group.

14. Please describe the event you have in mind.
15. During this event or time period, what aspects of becoming involved in collective action interested or excited you?
16. During this event or time period, what aspects of becoming involved in collective action concerned you?
17. Do you feel like you have changed as a person since becoming involved in these particular causes? Has it changed your perspective or lifestyle in any way? If so, please tell us about it.
18. What kind of person do you think it takes to make an impact, and to bring about social change?
19. Do you feel like you are the kind of person who can make a difference? Why/why not?
20. Do you ever feel like being involved in collective action limits your life in any way?
21. Is there anything else you would like to add?

### **Last Page – debrief**

Thank you for completing this survey!

The intention of this survey is to explore potential issues, concerns, or perceptions that people, who are concerned about a whole range of social, political or environmental issues, may have in regards to knowing how to contribute to those causes. I am also interested in whether reservations people have about their participation is related to

conflicting life demands and interests. Additionally I want to know about people who *are* active in social change movements and whether they also experience conflicting life demands and how they manage them.

A summary of the research results will be posted on the School of Psychology website by November 30, 2010,

[http://www.psychology.murdoch.edu.au/researchresults/research\\_results.html](http://www.psychology.murdoch.edu.au/researchresults/research_results.html)

If you have any further questions, please do not hesitate to contact Avelie Stuart on (08) 9360 2390, or [a.stuart@murdoch.edu.au](mailto:a.stuart@murdoch.edu.au)

You can also contact my supervisors, Dr Ngaire Donaghue on ph 9360 6450, or Dr Emma Thomas on ph 9360 7209. We would be happy to discuss any aspect of the research with you.

Additionally, If you have any reservation or complaint about the ethical conduct of this research, and wish to talk with an independent person, you may contact Murdoch University's Research Ethics Office (Tel. 08 9360 6677 or e-mail [ethics@murdoch.edu.au](mailto:ethics@murdoch.edu.au)).

**If you are a School of Psychology student click the Continue button to leave your student number, so you can receive your subject pool credit.**

**For all other people, click the Continue button to enter your email address for the prize pool, otherwise click Close.**



## Appendix D

### Study 3 – Information Letter

#### Survey about efforts to create political or social change

Spare 15 minutes for a survey?

We would like to understand how people with different levels of interest or involvement in social or political issues manage their involvement in relation to other life goals, what kinds of collective activities you have ever participated in, and how personally meaningful these issues are (or are not) to you.

**We want to hear from everyone. You don't have to have a strong opinion on this topic.**

#### What Does Your Participation Involve?

Go to this web address:

<http://scored.murdoch.edu.au/survey/TakeSurvey.aspx?SurveyID=9811m86> and complete the 15 minute survey.

You will not need to provide your name or any identifying information. If you decide to discontinue participation at any time, you may cancel out of the survey without providing an explanation. If you withdraw, the information you have provided will not be used.

#### Reimbursement

You can enter into a prize pool, to **win one of three \$50 gift vouchers**, or if you are a psychology student you will receive 30 minutes subject pool credit.

#### Questions? Feel free to contact:

Investigator                      Avelie Stuart, PhD candidate

Telephone No.                    (08) 9360 6463

Email.                                [a.stuart@murdoch.edu.au](mailto:a.stuart@murdoch.edu.au)

I would be happy to discuss any aspect of the research with you.

We would like to thank you in advance for your assistance with this research project. We look forward to hearing from you soon.

This study has been approved by the Murdoch University Human Research Ethics Committee (Approval 2012/129). If you have any reservation or complaint about the ethical conduct of this research, and wish to talk with an independent person, you may contact Murdoch University's Research Ethics Office (Tel. 08 9360 6677 or e-mail [ethics@murdoch.edu.au](mailto:ethics@murdoch.edu.au)). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.

## Appendix E

### Study 3 – Questionnaire (paper representation)

#### Personal relevance

In this section you will be asked some questions about how relevant various political issues are to you, and if you participate in any activities relating to your interest in these issues.

- . Please rate each of the following issues for how personally relevant it is to you (i.e., how much it affects your life or reflects your values and concerns).\*

	Very Irrelevant	Irrelevant	Neutral	Relevant	Very Relevant
Climate change					
Protecting Australian borders					
Investment in renewable energy					
Animal welfare					
Global poverty					
Cutting down on government spending					
Asylum seeker/refugee rights					
Protecting Australia's mining industry					
Same-sex marriage					
Other-please state below					

Other issues that you consider relevant to you (optional).

If you were to pick one issue that is the *most* relevant to you, what would that be?\*

For the issue that is most relevant to you:

	Strongly disagree	Strongly Agree
My position on this issues reflects something about my core moral values and convictions		
My position on this issue reflects a practical concern.		
I am committed to this cause.		
I feel a bond with other people who share the same position on this issue as me.		
I am glad to be a supporter of this cause.		
I often think about the fact that I am a supporter of this cause.		
I have a lot in common with the average supporter of this cause.		
The supporters of this cause have a lot in common with each other.		

Please select the types of activities you typically participate in on an ongoing basis.\*

	Never	Rarely	Sometimes	Often	Frequently
Take part in a protest					
Sign a petition					
Donate money					
Meet with a collective action group					
Write a letter to a politician					
Write a letter to a newspaper editor					
Talk to my friends about social/political issues					
Share articles/news on social network sites					
Attend an information event					
Participate in online forums					
Change my purchasing behaviours/boycott goods					
Volunteer my time					

Other actions (optional)

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How likely are you to participate in collective activities in the future?\*

Very Unlikely

Not sure

Very Likely

---

When I think about my involvement in these activities, I consider myself to be a...\*

Strongly  
Disagree

Neither  
agree/disagree

Strongly  
Agree

Volunteer

Community  
member

Activist

Citizen

Just someone who  
cares

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Other terms you use to describe yourself (optional)

How confident are you that you could influence the following situations?\*

Not at all  
confident

Very  
confident

Get public officials to pay  
attention to your views

Contact public officials if  
you want something done

Participate effectively in  
community groups that are  
trying to get something  
done

---

**Life goals**

In this second section you will be asked to think about 2 of your life goals, and how important they are to you. Life goals can include career goals, family goals, skill development, hobbies, and personal projects.

What goal are you working towards?\*

<b>Importance of this goal</b>			
	<b>Strongly Disagree</b>	<b>Neither agree/disagree</b>	<b>Strongly Agree</b>
I am committed to achieving this goal			
It is easier for me to achieve this goal if I don't participate in collective actions			
Doing collective actions interferes with achieving this goal			

**Reminder:** collective actions refers to any activity that is directed towards efforts for social or political change.

Because of this goal, I do not participate in collective actions\*

	<b>Strongly Disagree</b>	<b>Neutral</b>	<b>Strongly Agree</b>

What is another goal are you working towards?\*

Importance of this goal\*

	Strongly Disagree	Neither agree/disagree	Strongly Agree
I am committed to achieving this goal			
It is easier for me to achieve this goal if I don't participate in collective actions			
Doing collective actions interferes with achieving this goal			

Because of this goal, I do not participate in collective activities\*

	<b>Strongly Disagree</b>	<b>Neutral</b>	<b>Strongly Agree</b>

**Beliefs around collective action groups**

By collective action organisations we mean groups of people coming together to try and create social change around a particular issue. These can be informal or formal organisations.

Do you consider yourself to be an active member of any collective action organisations (informal or formal)?\*

Yes/No

If yes, please describe which organizations/groups

**\*ANSWER TO THIS QUESTION DETERMINES NEXT PAGE QUESTIONS WHICH ARE WORDED ACCORDING TO WHETHER THEY DO OR DO NOT CONSIDER THEMSELVES ‘ACTIVE’**

In this section we will ask your general thoughts and feelings around collective efforts for change. By collective action we mean groups of people coming together to try and create social change around a particular issue.

<b>Beliefs around collective action groups*</b>	<b>Strongly Disagree</b>	<b>Neither Agree/Disagree</b>	<b>Strongly Agree</b>
Collective action groups are accessible to newcomers			
Joining a collective action group would provide me with the support I need to continue my commitment			
Some types of collective action can be effective			
If I participate in one activity, I will be overwhelmed with requests in the future			
People in collective action groups would want me as a member			
My employers would not like it if I was a member of a collective action group			
People in collective action groups would understand that I have limited time to help out			
I worry what my friends and family would think of me for joining a collective action group			
I enjoy the feeling when people come together as a group to bring about change			
Collective action is a waste of everyone's effort			
If I join a collective action group I will just become one of the many			
I would rather make a difference on my own.			

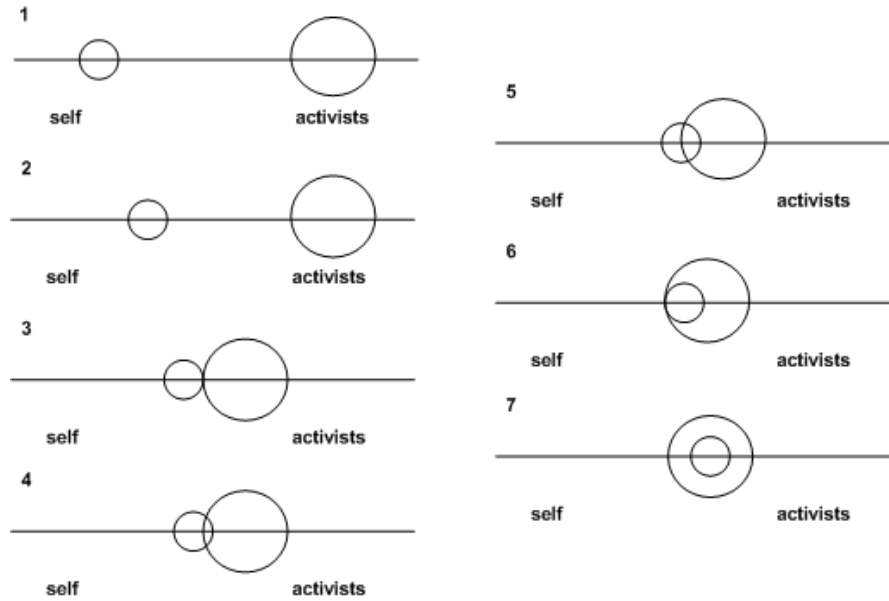


without belonging to a group	
Even if I become a member of a collective action group, I will still be an individual	
If I join in collective actions I might feel silly for making a display of myself	
Being part of a collective action group would make me feel like I belong	
In joining a collective action group I would be free to pick and choose which particular actions to participate in	
Collective action can be effective	
Collective action groups rarely say exactly what I would like to say	
I feel that I could make friends in collective action groups	
If I joined a collective action group my family and friends would be proud of me for standing up for what I believe in	
An individual voice can be unheard in a collective	

### **Attitudes about Activists**

When someone identifies as an 'activist', what thoughts immediately come to your mind about them?\*

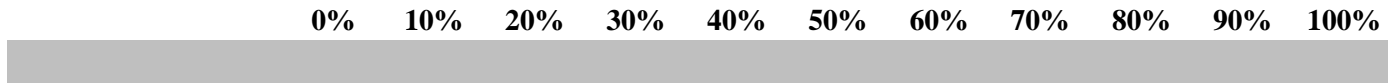
We are interested in how you see yourself in relation to **activists**.  
 In the figure below, 'self' refers to you and how you see yourself.



Please indicate which of the figures above best represents how you view yourself in relation to activists.\*

	1	2	3	4	5	6	7	
	Strongly Disagree							Strongly Agree
I think of myself as an activist								
To engage in activism is an important part of who I am								
I am not the type of person who would be involved in activism								

What percentage of the Australian community would consider themselves to be activists?\*



<b>Please rate the degree to which the following are characteristic of the typical activist.*</b>	
<b>Not at all</b>	<b>Very Much</b>
Thick-skinned	
Hardcore	
Deceitful	
Self-righteous	
Friendly	
Approachable	
Persevering	
Radical	
Confident	
Self-sacrificing	
Willing	
Honest	
Persistent	
Uncompromising	
Warm	
Immoral	
Uninformed	
Powerful	
Good natured	
Sincere	

Enthusiastic
Energetic
Passionate
Committed
Emotional
Competent
Intelligent
Overbearing
Irrational
Rabid
Trustworthy
Caring
Knowledgeable
Skilled

<b>Plans for the Future</b>					
Finally, we would like to know what your plans are for the future.					
In the future I intend to...*					
	<b>Very Unlikely</b>	<b>Unlikely</b>	<b>Neutral</b>	<b>Likely</b>	<b>Very Likely</b>
Take part in a protest					
Sign a petition					
Donate money					
Meet with a collective action group					
Write a letter to a politician					
Write a letter to a newspaper editor					

Talk to my friends about social/political issues
Share articles/news on social network sites
Attend an information event
Participate in online forums
Change my purchasing behaviours/boycott goods
Volunteer my time

### **Demographics**

Age\*

Gender

Are you an Australian citizen/permanent resident?\*

Yes/No

Highest education level achieved\*

Did not complete secondary school, Completed secondary school, Vocational training (part or completed), Bachelor degrees (part or completed), Higher degree (part or completed)

In political matters, people sometimes talk about "the left" and "the right." How would you place your views on this scale, generally speaking?\*

Left

---

Centre

---

Right

Not Sure

At the next federal election I am likely to vote for...\*

Australian Labor Party

National Party

Liberal Party

Australian Greens

Other party

No party

Please rate the extent to which you agree or disagree with the following\*

	Strongly Disagree	Strongly Agree
It is OK if some groups have more of a chance in life than others		
Inferior groups should stay in their place		
To get ahead in life, it is sometimes okay to step on other groups		
We should have increased social equality		

It would be good if groups could be equal

We should do what we can to equalise conditions for different groups

If people work hard, they almost always get what they want

Most people who don't get ahead in our society should not blame the system; they have only themselves to blame

There are no inherent differences between rich and poor; it is purely a matter of the circumstances into which you are born

### Completion

Thank you for taking this survey. The main aim behind this survey is to look at the relationship between the identity labels people will adopt (such as activist), and their level of interest and participation in collective action. We are also interested in whether people feel that they can fit collective action into their life goals.

The results from this study will be made available by December, 2012. A summary of results will be published on [http://www.psychology.murdoch.edu.au/researchresults/research\\_results.html](http://www.psychology.murdoch.edu.au/researchresults/research_results.html)

Thanks again for taking part. If you would like to enter your name into a prize draw/receive subject pool credit, then click **continue** to be taken to a separate page where you can enter your details.

## Appendix F

### Study 4 Information Letter

#### What is this research about?

The aim of this research is to conduct interviews with a range of people who are involved in political or social justice causes and campaigns - such as climate change, international aid and development, asylum seeker/refugee rights, and other welfare/rights causes. In these interviews I ask a range of questions relating to how your views or ideas align with particular approaches to addressing those problems – such as why you align with some organizations over others, why you choose to particular types of action over others. I am also interested in how you respond to other people’s efforts to oppose your cause (for example, when people say that we should be concerned with what is best for Australia, rather than working on global issues).

#### What does your participation involve?

You will participate in an anonymous one-on-one interview for approximately an hour. We can meet at a place and time that suits you, or via video call. The interviews will be audio-recorded, but we will remove identifying information from the interview transcripts (including your name and any affiliations, as we are not asking you to speak on behalf of an organization). You will be free to withdraw consent at any time. If we hold a video call, I will need to record video as well as audio. However we will not release the video-recording to anyone, and it will only be used by the researchers to transcribe the interview.

#### What will this research contribute to?

This research is part of a larger project being conducted by a team of social/political psychologists. The aim is to understand pathways to social change. We believe that this research will contribute towards understanding recent global challenges, and the many ways that people are coming together to meet these challenges.

A summary of this research will be made available by January 2013, at

[http://www.psychology.murdoch.edu.au/researchresults/research\\_results.html](http://www.psychology.murdoch.edu.au/researchresults/research_results.html)

#### Questions? Feel free to contact us:

**Avelie Stuart, PhD candidate**

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**Email.** [a.stuart@murdoch.edu.au](mailto:a.stuart@murdoch.edu.au)

Prof. Craig McGarty, [craig.mcgarty@murdoch.edu.au](mailto:craig.mcgarty@murdoch.edu.au)

Dr. Emma Thomas, [emma.thomas@murdoch.edu.au](mailto:emma.thomas@murdoch.edu.au); (08) 9360 7209.

Dr. Ngaire Donaghue, [n.donaghue@murdoch.edu.au](mailto:n.donaghue@murdoch.edu.au); (08) 9360 6450.

We would be happy to discuss any aspect of the research with you.

We would like to thank you in advance for your assistance with this research project.

This study has been approved by the Murdoch University Human Research Ethics Committee (Approval 2012/170). If you have any reservation or complaint about the ethical conduct of this research, and wish to talk with an independent person, you may contact Murdoch University’s Research Ethics Office (Tel. 08 9360 6677 or e-mail [ethics@murdoch.edu.au](mailto:ethics@murdoch.edu.au)). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.



## Appendix G

### Study 4 Interview Schedule

#### Questions about them

Q: How did you become involved in this cause? (procedural)

Q: Why did you become involved in this cause? (value)

Q: What activities are you regularly involved in or responsible for?

Q: What do you think defines people who work in your cause? What brings these people together?

Q: Given the work you do for this cause, if you were to put a label on yourself, what would that be?

Q: Do you feel that your activism is a central focus of your life?

Prompt: In a previous study a lot of people can say that activism requires an ‘all or nothing’ commitment – what are your thoughts on this?

#### Questions about public support

Q: Does your cause have general public support? Or do you feel your cause is marginal/unpopular?

How important is public support to your cause?

Why is public support important?

Q: What kind of opposition does your group face? Do you feel that you are ever stigmatised? If so, how?

Q: Sometimes people criticise activists for being disloyal to the countries they live in (as standing in the way of the national interest). Do you recognize this criticism? (e.g. accusations of being un-Australian)

(Tailor for specific cause, e.g. environmental protection “for example environmental activists can be accused of working to damage Australian jobs or national economic growth” “supporters of international development and humanitarian work can be accused of focusing overseas when we have problems here”)

Do you ever encounter those arguments, and how do you feel about/respond to these? Does this criticism affect your ability to gain support from the general public for the cause?

Other groups have sometimes mentioned how important it can be to target/frame their aims and goals at a level that connects effectively with things that are important to people in their own lives. For example, groups might emphasise how supporting their particular cause might benefit people's immediate families (e.g., environmental causes making their communities better for their kids), or they might highlight how support could benefit Australia (e.g., environmental causes showing Australia as a world leader), or they could say how support benefits the global community and all of human kind (e.g., making the environment better for all future generations).

Q: What types of messages are the most effective in your experience?

Prompt: personal (individual) messages, global/humanitarian, national identity, efficacy, financial ...etc

Q: We social psychologists research identity a lot, because there has shown to be a strong relationship between a person's identification with like-minded others and their participation in activism --- what are your thoughts on that? Do you find that building a shared sense of "who we are" has a role to play in gaining support for your cause?

### **Questions about recruitment/mobilization**

Q: In previous research we have heard that a lot of activist organisations struggle with how to retain new members. In that often people who display a lot of interest initially quickly drop off. Do you encounter this in your area?

Why do you think that is – why do some people drop out?

Prompts: Are these people uncommitted? Do they lose enthusiasm? Are they having trouble fitting in? Other possibilities...

Q: Going back to what we were discussing prior, do you think that negative media attention and criticisms directed at your group have any influence on the recruitment or retention of new members? Do you think new and or less committed members of the group are sensitive to criticism (e.g., that the movement is not putting Australia's interests first)?

If so, what strategies can be used to ameliorate this?

We have a few questions regarding some findings from previous research, and I would like to know if these relate to your experiences at all. These findings relate to a few main reasons that people gave for not wanting to participate in activism:

1. The first is that people said that activists and protesters are this kind of rabble; radical, aggressive and so on – and they didn't want to be seen to

be association with people like that – have you encountered these kinds of concerns?

2. Another concern they mentioned is that people are afraid of losing their autonomy or individuality if they join an activist organisation – do you have any thoughts on this?
3. And the final one was that some people thought that to be an activist you need to be a kind of ‘superhuman’, someone who is very skilled and competent, particularly in public speaking and holding your ground in debates – do you have any thoughts on this?

Q. Thinking back to when you first joined, do you think you’re more committed now than you used to be? Why? What made you more committed?

### **Questions about technology use**

Q: Is technology changing the way activism is carried out and communicated? (e.g. social networking and blogging) What implications do you think this has for achieving your goals?

Prompt (if needed): Example: The Kony campaign. We have heard from some groups that that campaign was a big “wake up call”

Q: Do you think online actions aid with the carrying out of offline/face-to-face activism?

Q. What are the good points and the bad points (pros and cons?) of how technology has impacted the way your group carries out its activities?

Q: Do you think online activism has the potential to improve membership retention and/or the kinds of people who will take action for your cause? I.e. is it helpful in mobilizing people?