

WebSupplement 1: Complete paper-based survey. Web-based surveys contained the same questions, but responses were automatically binned along a 100-point scale.

Paper-based consent statement:

Dear Participant,

Thank you for taking the time to complete this survey by members of the Department of Forest and Conservation Sciences at the University of British Columbia. Your feedback will help us understand effective methods scientists can use to communicate their research to multiple audiences. This survey should take 10-15 minutes of your time. Your answers will be completely anonymous.

Please note that by completing this survey you consent to release the information you provide to the University of British Columbia to be used in a scientific publication.

If you have any questions about the survey, please contact us at

[REDACTED]

Who can you contact if you have complaints or concerns about the study?

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 Services at [REDACTED] or if long distance e-mail [REDACTED] or call toll free [REDACTED]. Reference BREB H14-01167

Demographic Questions

1. In what year were you born? _____

2. What is your highest level of education? (circle only one answer)
 - Less than high school
 - High school/equivalent
 - Community college/Vocational school
 - Some university
 - Bachelor's degree
 - Master's degree
 - Doctoral degree
 - Professional degree (MD, JD)

3. In which country were you born? _____
 - If born in the US or Canada, please write the state or province in which you were born_____

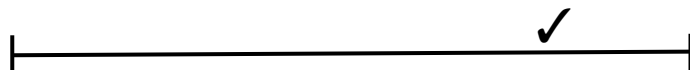
4. How would you describe your current community? (circle only one answer)
 - Rural (region outside a city or town, with low population density, often agricultural)
 - Suburban (area immediately outside a city)
 - Metropolis (a large city of significant economic, political, or cultural importance)

5. Which group do you consider yourself a member of? (circle answer)
 - Policy maker/politician
 - Natural resource manager
 - Academic scientist
 - Non-academic scientist (e.g., government, NGO, etc)
 - Student
 - Other/None of the above

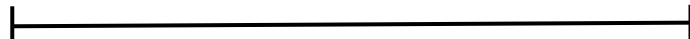
Survey Questions (please indicate your agreement/disagreement with the statement by marking an appropriate area on the line)

Strongly Disagree Neutral Strongly Agree

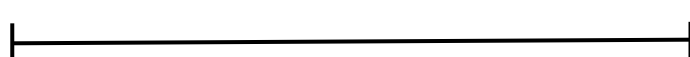
Example: I like cats



1. Most people can be trusted



2. You can't be too careful in dealing with people



3. In general, I trust scientific information from the following groups:

	Disagree	Neutral	Agree
Policy maker/politician	-----		
Natural resource manager	-----		
Academic scientist	-----		
Non-academic scientist (government/NGO)	-----		

4. Please indicate how frequently you use the following sources to obtain scientific information:

	Never	Monthly	Daily
News outlets (e.g., CNN, New York Times, local news)	-----		
Magazines (e.g., <i>National Geographic</i> , <i>Scientific American</i>)	-----		
Talk radio (e.g., NPR, BBC One)	-----		
Television programs (e.g., <i>Cosmos</i> , <i>Planet Earth</i>)	-----		
Web video or podcasts (e.g., YouTube, TED talks)	-----		
Social media (e.g., Facebook, Twitter, blogs)	-----		
Academic journals (e.g., <i>Nature</i> , <i>PLOS ONE</i>)	-----		
Scientific conferences (e.g., Ecological Society of America)	-----		
Personal or cultural experiences (e.g., friends, family, time spent outdoors)	-----		
Colleagues	-----		
Policy briefs	-----		

5. Please indicate how much you trust the following sources of scientific information:

	Not at all	Neutral	Very much
News outlets (e.g., CNN, New York Times, local news)	-----		
Magazines (e.g., <i>National Geographic</i> , <i>Scientific American</i>)	-----		
Talk radio (e.g., NPR, BBC One)	-----		
Television programs (e.g., <i>Cosmos</i> , <i>Planet Earth</i>)	-----		
Web video or podcasts (e.g., YouTube, TED talks)	-----		
Social media (e.g., Facebook, Twitter, blogs)	-----		
Academic journals (e.g., <i>Nature</i> , <i>PLOS ONE</i>)	-----		
Scientific conferences (e.g., Ecological Society of America)	-----		
Personal or cultural experiences (e.g., friends, family, time spent outdoors)	-----		
Colleagues	-----		
Policy briefs	-----		

6. Please rank the following aspects of communication from 1 (most important) to 6 (least important):

- _____ Concise
- _____ Simple
- _____ Source
- _____ Accurate
- _____ Transparent
- _____ Timely

Not at all Neutral Very much

7. Would you like more information about recent scientific discoveries?

|-----|

8. Would you like more scientific information from the following sources:

	Not at all	Neutral		Very much
News outlets (e.g., CNN, New York Times, local news)	-----			
Magazines (e.g., <i>National Geographic</i> , <i>Scientific American</i>)	-----			
Talk radio (e.g., NPR, BBC One)	-----			
Television programs (e.g., <i>Cosmos</i> , <i>Planet Earth</i>)	-----			
Web video or podcasts (e.g., YouTube, TED talks)	-----			
Social media (e.g., Facebook, Twitter, blogs)	-----			
Academic journals (e.g., <i>Nature</i> , <i>PLOS ONE</i>)	-----			
Scientific conferences (e.g., Ecological Society of America)	-----			
Personal or cultural experiences (e.g., friends, family, time spent outdoors)	-----			
Colleagues	-----			
Policy briefs	-----			

9. Please indicate how frequently you communicate with people from the following groups:

	Never	Monthly	Daily
Policy maker/politician	-----		
Natural resource manager	-----		
Academic scientist	-----		
Non-academic scientist (government/NGO)	-----		

10. What do you do with scientific information? Please indicate how frequently you engage in each of the following activities:

	Never	Monthly	Daily
Discuss information with friends or family	-----		
Discuss information with colleagues	-----		
Make informed decisions (voting, buying products)	-----		
Contact elected officials/policy makers	-----		
Contact natural resource managers	-----		
Contact scientists with questions or comments	-----		
Post information to personal blog, Twitter, or Facebook	-----		
Look for more related information	-----		

Thank you for taking part in this survey, we appreciate your time! Please return to the lock box in the library.