


Appendixes

Appendix A: Experimental Stimuli

Condition 1: Pro-nuclear YouTube video & comments, high social attraction



IS NUCLEAR ENERGY AWESOME?

#4 ON TRENDING
3 Reasons Why I Support Nuclear Energy
2,478,816 views

LIKE DISLIKE SHARE ...

Isaac Tan
Published on Jan 5, 2018
SUBSCRIBE 5.6M

Nuclear energy might have a lot of unused potential. Not only is it one of the best mid term solutions for global warming but despite what gut feeling tells us, it has saved millions of lives. By investing more into better technologies we might be able to make nuclear energy finally safe and clean forever.

SHOW MORE

4,645 Comments SORT BY

Isaac Tan
What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY

Jaslyn Chua
I'm Nuclear supporter, because it is one of the cleanest energy but it also can produce a huge amount of power in a short time, meanwhile you need hundreds square miles of solar farm or wind farm to equally produce same amount of electricity compare to a single nuclear reactor.

REPLY

Xavier Sim
I am all for nuclear energy. Why would you be against it, it produces way more energy and takes up way less space. With a few easy innovations, the waste problem wouldn't be a big issue, and the disasters are nothing compared to the benefits provided by a nuclear plant.

REPLY

Navena Prakesh
Nuclear power is the only future to keep up with energy demand in a CLEAN way!!! Nuclear is green! If you are an environmentalist you must support nuclear energy because its the only clean solution on a large scale. Wind and solar are nice, but cannot provide all the power.

REPLY

Bryant Ng
I'm pro nuclear energy, simply because it's one of the only options. Wind energy? Well, have you seen those things, they are huge, and they break down frequently. Solar energy is very hard to extract So you have to build THOUSANDS OF THEM before you can really pull enough power.

REPLY

Up next AUTOPLAY

NUCLEAR ENERGY Nuclear Energy Explained: How does it work? 1/3
Kurzesagt - In a Nutshell
2,359,849 views
5:18

NUCLEAR VS SOLAR NUCLEAR ENERGY vs SOLAR ENERGY: Which Is Better? - Energy Source Comparison
The Infographics Show
307,098 views
3:31

Where Do We Store Nuclear Waste?
Seeker
333,690 views
3:27

FUSION ENERGY Fusion Power Explained - Future or Failure
Kurzesagt - In a Nutshell
2,824,296 views
6:16

Inside a nuclear reactor core - Bang Goes The Theory - BBC
BBCWorldwide
1,102,282 views
3:53

Nuclear Reactor - Understanding how it works | Physics Eleamin
Elearnin
787,890 views
4:52

Is Nuclear Power Good Or Bad?
The Good Stuff
158,583 views
13:50

Debate: Does the world need nuclear energy?
TED
286,619 views
25:32

SHOW MORE

Condition 2: Pro-nuclear YouTube video & comments, low social attraction



3 Reasons Why I Support Nuclear Energy

147 views

LIKE DISLIKE SHARE ...



Isaac Tan
Published on Jan 5, 2018

SUBSCRIBE 959

Nuclear energy might have a lot of unused potential. Not only is it one of the best mid term solutions for global warming but despite what gut feeling tells us, it has saved millions of lives. By investing more into better technologies we might be able to make nuclear energy finally safe and clean forever.

SHOW MORE

85 Comments SORT BY



Pinned by Isaac Tan
Isaac Tan

What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY



Jaslyn Chua

I'm Nuclear supporter, because it is one of the cleanest energy but it also can produce a huge amount of power in a short time, meanwhile you need hundreds square miles of solar farm or wind farm to equally produce same amount of electricity compare to a single nuclear reactor.

REPLY



Xavier Sim

I am all for nuclear energy. Why would you be against it, it produces way more energy and takes up way less space. With a few easy innovations, the waste problem wouldn't be a big issue, and the disasters are nothing compared to the benefits provided by a nuclear plant.

REPLY



Navena Prakesh

Nuclear power is the only future to keep up with energy demand in a CLEAN way!!! Nuclear is green! If you are an environmentalist you must support nuclear energy because its the only clean solution on a large scale. Wind and solar are nice, but cannot provide all the power.

REPLY



Bryant Ng

I'm pro nuclear energy, simply because it's one of the only options. Wind energy? Well, have you seen those things, they are huge, and they break down frequently. Solar energy is very hard to extract So you have to build THOUSANDS OF THEM before you can really pull enough power.

REPLY

Up next

AUTOPLAY



Nuclear Energy Explained: How does it work? 1/3
Kurzgesagt - In a Nutshell
2,359,849 views



NUCLEAR ENERGY vs SOLAR ENERGY: Which Is Better? - Energy Source Comparison
The Infographics Show
307,098 views



Where Do We Store Nuclear Waste?
Seeker
333,690 views



Fusion Power Explained - Future or Failure
Kurzgesagt - In a Nutshell
2,824,296 views



Inside a nuclear reactor core - Bang Goes The Theory - BBC
BBCWorldwide
1,102,282 views



Nuclear Reactor - Understanding how it works | Physics Elearnin
Elearnin
787,890 views



Is Nuclear Power Good Or Bad?
The Good Stuff
158,583 views



Debate: Does the world need nuclear energy?
TED
286,619 views

SHOW MORE

Condition 3: Anti-nuclear YouTube video & comments, high social attraction

#4 ON TRENDING

3 Reasons Why I Oppose Nuclear Energy

2,478,816 views

LIKE DISLIKE SHARE ...

Isaac Tan
Published on Jan 5, 2018 SUBSCRIBE 5.6M

Nuclear energy might be a failed experiment. In over sixty years, the technology has not only failed to keep its promise of cheap, clean, and safe energy, it also caused major catastrophes and enabled more nuclear weapons while the nuclear waste problem is still not solved.

SHOW MORE

4,645 Comments SORT BY

Isaac Tan
Pinned by Isaac Tan

What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY LIKE DISLIKE

J
OMG NONONON!!! This must never happen!!! Have they thought about how to dispose the nuclear waste??? NOBODY has yet to find a solution to the problem of nuclear waste disposal!! Nuclear power has NEVER been economically justified since its very first nuclear power plant. U should NEVER consider nuclear power!!

REPLY LIKE DISLIKE

Xavier Sim
Fukushima is having a irreversible effect on the world's oceans. This is why nuclear is not the answer to our energy needs. We should behave as stewards of this planet, and the risks of nuclear are too high given that radiation from meltdowns sticks around for a really long time.

REPLY LIKE DISLIKE

Navena Prakesh
NEVER should we say YES as any leakage is simply too much to bear. We cant even afford any leak. We must find and use alternative power source as we cannot take a risk to put ourselves in danger because of the goodness of NPP. We should never underestimate it.

REPLY LIKE DISLIKE

Bryant Ng
Fukushima killed the entire Pacific you lying heartless fucks. 4600 nuclear bombs exploded in testing above ground atmospheric detonations. Majority of nuclear power plant running 20 year longer than engineered and polluting every fucking community around them. Everyone associated with this video should be hung for a crime against humanity!

REPLY LIKE DISLIKE

Up next AUTOPLAY

NUCLEAR ENERGY Nuclear Energy Explained: How does it work? 1/3
Kurzgesagt – In a Nutshell
2,359,849 views
5:18

NUCLEAR VS SOLAR NUCLEAR ENERGY vs SOLAR ENERGY: Which Is Better? - Energy Source Comparison
The Infographics Show
307,098 views
3:31

WHERE DO WE STORE NUCLEAR WASTE?
Seeker
333,690 views
3:27

FUSION ENERGY Fusion Power Explained – Future or Failure
Kurzgesagt – In a Nutshell
2,824,296 views
6:16

INSIDE A NUCLEAR REACTOR CORE - BANG GOES THE THEORY - BBC
BBCWorldwide
1,102,282 views
3:53

NUCLEAR REACTOR - UNDERSTANDING HOW IT WORKS | PHYSICS ELEARMIN
Elearnin
787,890 views
4:52

IS NUCLEAR POWER GOOD OR BAD?
The Good Stuff
158,583 views
13:50

DEBATE: DOES THE WORLD NEED NUCLEAR ENERGY?
TED
286,619 views
25:32

SHOW MORE

Condition 4: Anti-nuclear YouTube video & comments, low social attraction



3 Reasons Why I Oppose Nuclear Energy

147 views

LIKE DISLIKE SHARE ...



Isaac Tan
Published on Jan 5, 2018

SUBSCRIBE 959

Nuclear energy might be a failed experiment. In over sixty years, the technology has not only failed to keep its promise of cheap, clean, and safe energy, it also caused major catastrophes and enabled more nuclear weapons while the nuclear waste problem is still not solved.

SHOW MORE

85 Comments SORT BY

† Pinned by Isaac Tan



Isaac Tan

What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY LIKE DISLIKE



Jaslyn Chua

OMG NONONONON!!! This must never happen!!! Have they thought about how to dispose the nuclear waste??? NOBODY has yet to find a solution to the problem of nuclear waste disposal!! Nuclear power has NEVER been economically justified since its very first nuclear power plant. U should NEVER consider nuclear power!!

REPLY LIKE DISLIKE



Xavier Sim

Fukushima is having a irreversible effect on the world's oceans. This is why nuclear is not the answer to our energy needs. We should behave as stewards of this planet, and the risks of nuclear are too high given that radiation from meltdowns sticks around for a really long time.

REPLY LIKE DISLIKE



Navena Prakesh

NEVER should we say YES as any leakage is simply too much to bear. We cant even afford any leak. We must find and use alternative power source as we cannot take a risk to put ourselves in danger because of the goodness of NPP. We should never underestimate it.

REPLY LIKE DISLIKE



Bryant Ng

Fukushima killed the entire Pacific you lying heartless fucks. 4600 nuclear bombs exploded in testing above ground atmospheric detonations. Majority of nuclear power plant running 20 year longer than engineered and polluting every fucking community around them. Everyone associated with this video should be hung for a crime against humanity!

REPLY LIKE DISLIKE

Up next

AUTOPLAY



Nuclear Energy Explained: How does it work? 1/3

Kurzgesagt – In a Nutshell
2,359,849 views



NUCLEAR VS SOLAR ENERGY: Which Is Better? - Energy Source Comparison

The Infographics Show
307,098 views



Where Do We Store Nuclear Waste?

Seeker
333,690 views



Fusion Power Explained – Future or Failure

Kurzgesagt – In a Nutshell
2,824,296 views



Inside a nuclear reactor core - Bang Goes The Theory - BBC

BBCWorldwide
1,102,282 views



Nuclear Reactor - Understanding how it works | Physics Elearnin

Elearnin
787,890 views



Is Nuclear Power Good Or Bad?

The Good Stuff
158,583 views



Debate: Does the world need nuclear energy?

TED
286,619 views

SHOW MORE

Condition 5: Mixed YouTube video & comments, high social attraction



#4 ON TRENDING Nuclear Energy Explained: Benefits & Risks

2,478,816 views

LIKE DISLIKE SHARE ...



Isaac Tan
Published on Jan 5, 2018

SUBSCRIBE 5.6M

Nuclear energy is a controversial subject. The pro- and anti-nuclear lobbies fight furiously, and it's difficult to decide who is right. So we're trying to clear up the issue – In this video, I will discuss how we got to where we are today, as the basis of discussion. I will also be looking at the arguments for and against nuclear energy.

SHOW MORE

4,645 Comments SORT BY



† Pinned by Isaac Tan

What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY LIKE DISLIKE



Jaslyn Chua

OMG NONONONO!!! This must never happen!!! Have they thought about how to dispose the nuclear waste??? NOBODY has yet to find a solution to the problem of nuclear waste disposal!! Nuclear power has NEVER been economically justified since its very first nuclear power plant. U should NEVER consider nuclear power!!

REPLY LIKE DISLIKE



Xavier Sim

I am all for nuclear energy. Why would you be against it, it produces way more energy and takes up way less space. With a few easy innovations, the waste problem wouldn't be a big issue, and the disasters are nothing compared to the benefits provided by a nuclear plant.

REPLY LIKE DISLIKE



Navena Prakesh

NEVER should we say YES as any leakage is simply too much to bear. We cant even afford any leak. We must find and use alternative power source as we cannot take a risk to put ourselves in danger because of the goodness of NPP. We should never underestimate it.

REPLY LIKE DISLIKE



Bryant Ng

I'm pro nuclear energy, simply because it's one of the only options. Wind energy? Well, have you seen those things, they are huge, and they break down frequently. Solar energy is very hard to extract So you have to build THOUSANDS OF THEM before you can really pull enough power.

REPLY LIKE DISLIKE

Up next

AUTOPLAY



Nuclear Energy Explained: How does it work? 1/3

Kurzgesagt – In a Nutshell
2,359,849 views



NUCLEAR ENERGY vs SOLAR ENERGY: Which Is Better? - Energy Source Comparison

The Infographics Show
307,098 views



Where Do We Store Nuclear Waste?

Seeker
333,690 views



Fusion Power Explained – Future or Failure

Kurzgesagt – In a Nutshell
2,824,296 views



Inside a nuclear reactor core - Bang Goes The Theory - BBC

BBCWorldwide
1,102,282 views



Nuclear Reactor - Understanding how it works | Physics Elearkin

Elearkin
787,890 views



Is Nuclear Power Good Or Bad?

The Good Stuff
158,583 views



Debate: Does the world need nuclear energy?

TED
286,619 views

SHOW MORE

Condition 6: Mixed YouTube video & comments, low social attraction



Nuclear Energy Explained: Benefits & Risks

147 views

LIKE DISLIKE SHARE ...



Isaac Tan
Published on Jan 5, 2018

SUBSCRIBE 959

Nuclear energy is a controversial subject. The pro- and anti-nuclear lobbies fight furiously, and it's difficult to decide who is right. So we're trying to clear up the issue – In this video, I will discuss how we got to where we are today, as the basis of discussion. I will also be looking at the arguments for and against nuclear energy.

SHOW MORE

85 Comments SORT BY



‡ Pinned by Isaac Tan
Isaac Tan

What do you think about nuclear energy? Are you pro-nuclear or anti-nuclear? Let me know in the comments below!

REPLY LIKE DISLIKE



Jaslyn Chua

OMG NONONONO!!! This must never happen!!! Have they thought about how to dispose the nuclear waste??? NOBODY has yet to find a solution to the problem of nuclear waste disposal!! Nuclear power has NEVER been economically justified since its very first nuclear power plant. U should NEVER consider nuclear power!!

REPLY LIKE DISLIKE



Xavier Sim

I am all for nuclear energy. Why would you be against it, it produces way more energy and takes up way less space. With a few easy innovations, the waste problem wouldn't be a big issue, and the disasters are nothing compared to the benefits provided by a nuclear plant.

REPLY LIKE DISLIKE



Navena Prakesh

NEVER should we say YES as any leakage is simply too much to bear. We cant even afford any leak. We must find and use alternative power source as we cannot take a risk to put ourselves in danger because of the goodness of NPP. We should never underestimate it.

REPLY LIKE DISLIKE



Bryant Ng

I'm pro nuclear energy, simply because it's one of the only options. Wind energy? Well, have you seen those things, they are huge, and they break down frequently. Solar energy is very hard to extract So you have to build THOUSANDS OF THEM before you can really pull enough power.

REPLY LIKE DISLIKE

Up next

AUTOPLAY



Nuclear Energy Explained: How does it work? 1/3
Kurzgesagt – In a Nutshell
2,359,849 views
5:18



NUCLEAR ENERGY vs SOLAR ENERGY: Which Is Better? - Energy Source Comparison
The Infographics Show
307,098 views
3:31



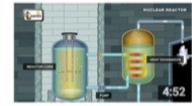
Where Do We Store Nuclear Waste?
Seeker
333,690 views
3:27



Fusion Power Explained - Future or Failure
Kurzgesagt – In a Nutshell
2,824,296 views
5:16



Inside a nuclear reactor core - Bang Goes The Theory - BBC
BBCWorldwide
1,102,282 views
3:53



Nuclear Reactor - Understanding how it works | Physics Eleamin
Eleamin
787,890 views
4:52



Is Nuclear Power Good Or Bad?
The Good Stuff
158,583 views
13:50



Debate: Does the world need nuclear energy?
TED
286,619 views
25:32

SHOW MORE

Appendix B: Measurement Items

PRE-TEST

Instructions: Please indicate your opinion by clicking the option for the number that expresses your level of agreement with each statement.

PRE 1. General attitudes toward nuclear energy development

Adapted from: Ho & McLeod (2008)

1. In general, how much do you favor/ oppose nuclear energy development?

Oppose					Favor
1	2	3	4	5	6
0	0	0	0	0	0

2. How much do you support/ oppose nuclear energy development in **Singapore**?

Oppose					Favor
1	2	3	4	5	6
0	0	0	0	0	0

PRE 2. Instrumental attitudes toward nuclear energy development

Adapted from: Mehling, 1959, Neuwirth & Frederick, 2004

3. In general, I perceive **nuclear energy development** to be:

Useless						Useful
0	0	0	0	0	0	0
Worthless						Valuable
0	0	0	0	0	0	0
Unimportant						Important
0	0	0	0	0	0	0
Boring						Stimulating
0	0	0	0	0	0	0
Meaningful (R)						Meaningless (R)
0	0	0	0	0	0	0

PRE 3. Affective attitudes toward nuclear energy development

Adapted from: Hagger & Chatzisarantis, 2005; Kang, Cappella & Fishbein, 2006

4. In general, I perceive **nuclear energy development** to be:

Bad						Good
0	0	0	0	0	0	0
Unappealing				Appealing		
0	0	0	0	0	0	0
Foolish						Wise
0	0	0	0	0	0	0
Rewarding (R)						Punishing (R)
0	0	0	0	0	0	0
Pleasant (R)						Unpleasant (R)
0	0	0	0	0	0	0

POST-TEST

Instructions: Please indicate your opinion by clicking the option for the number that expresses your level of agreement with each statement.

POST 1. Instrumental Attitudes toward the YouTube video

Adapted from: Mehling, 1959, Neuwirth & Frederick, 2004

5. Overall, I find the arguments raised in the **YouTube video** to be:

Useless						Useful
0	0	0	0	0	0	0
Worthless						Valuable
0	0	0	0	0	0	0
Unimportant						Important
0	0	0	0	0	0	0
Convincing (R)						Unconvincing (R)
0	0	0	0	0	0	0
Poorly argued						Well argued
0	0	0	0	0	0	0
Uninformative						Informative
0	0	0	0	0	0	0
Boring						Stimulating
0	0	0	0	0	0	0
Meaningful (R)						Meaningless (R)
0	0	0	0	0	0	0

POST 2. Affective Attitudes toward the YouTube video

Adapted from: Hagger & Chatzisarantis, 2005; Kang, Cappella & Fishbein, 2006

6. Overall, I find the **YouTube video** to be:

Bad						Good
0	0	0	0	0	0	0
Unappealing						Appealing
0	0	0	0	0	0	0
Enjoyable (R)						Unenjoyable (R)
0	0	0	0	0	0	0
Pleasant (R)						Unpleasant (R)
0	0	0	0	0	0	0
Foolish						Wise
0	0	0	0	0	0	0
Rewarding (R)						Punishing (R)
0	0	0	0	0	0	0

POST 3. General attitude intensity toward nuclear energy development

(Repeated questions from PRE 1. General attitudes toward nuclear energy development)

7. **In general**, how much do you favor/ oppose nuclear energy development?

Oppose						Favor
1	2	3	4	5	6	
0	0	0	0	0	0	0

8. How much do you support/ oppose nuclear energy development in **Singapore**?

Oppose					Favor	
1	2	3	4	5	6	
0	0	0	0	0	0	

POST 4. Instrumental attitude intensity toward nuclear energy development

(Repeated questions from PRE 2. Instrumental attitudes toward nuclear energy development)

9. In general, I perceive **nuclear energy development** to be:

Useless						Useful
0	0	0	0	0	0	0
Worthless						Valuable
0	0	0	0	0	0	0
Unimportant						Important
0	0	0	0	0	0	0
Boring						Stimulating
0	0	0	0	0	0	0
Meaningful (R)						Meaningless (R)
0	0	0	0	0	0	0

POST 5. Affective attitude intensity toward nuclear energy development

(Repeated questions from PRE 3. Affective attitudes toward nuclear energy development)

10. In general, I perceive **nuclear energy development** to be:

Bad						Good
0	0	0	0	0	0	0
Unappealing				Appealing		
0	0	0	0	0	0	0
Foolish						Wise
0	0	0	0	0	0	0
Rewarding (R)						Punishing (R)
0	0	0	0	0	0	0
Pleasant (R)						Unpleasant (R)
0	0	0	0	0	0	0

POST 6. Willingness to share the YouTube video

Adapted from: Pang et al. (2016)

11. Please select the option that best represents your views:

	Highly unlikely						Highly likely
	1	2	3	4	5	6	7
a) How likely are you to click "share" on the YouTube video?	0	0	0	0	0	0	0
b) How likely are you to share the YouTube video in offline conversations?	0	0	0	0	0	0	0

MANIPULATION CHECKS

MC1. Social identification

Adapted from: Cameron, 2004; Doosje, Haslam, Spears, Oakes & Koomen, 1998; Ellemers, Kortekaas & Ouwerkerk, 1999

12. Please select the option that best represents your views:

	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
a) I feel strong ties to the YouTube users featured in this YouTube page.	0	0	0	0	0	0	0
b) I find it difficult to form a bond with the YouTube users featured in this YouTube page (R).	0	0	0	0	0	0	0
c) I don't feel a strong sense of connection to the YouTube users featured in this YouTube page (R).	0	0	0	0	0	0	0
d) I identify with the YouTube users featured in this YouTube page.	0	0	0	0	0	0	0

MC2. Social Attraction

Adapted from: Cronshaw & Lord, 1987; Hogg, Hains & Mason, 1998

13. Please select the option that best represents your views:

	Not very well						Very well
	1	2	3	4	5	6	7
a) The YouTube user's channel was influential.	0	0	0	0	0	0	0

MC3. Valence of YouTube video

14. The YouTube **video** contained arguments that were _____ of nuclear energy development:

- Mostly supportive
- Mostly unsupportive
- Both supportive and unsupportive
- I did not notice the arguments in the YouTube video

15. To what extent do you agree/ disagree with the following statement?

	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
[Display logic] If the YouTube video contained arguments that are supportive of nuclear energy development:							
a) The YouTube video contained arguments that were largely supportive of nuclear energy development.	0	0	0	0	0	0	0
[Display logic] If the YouTube video contained arguments that are unsupportive of nuclear energy development:							
b) The YouTube video contained arguments that were largely unsupportive of nuclear energy development.	0	0	0	0	0	0	0
[Display logic] If the YouTube video contained arguments that are both supportive and unsupportive of nuclear energy development:							
c) The YouTube video contained arguments that were both supportive and unsupportive of nuclear energy development.	0	0	0	0	0	0	0

MC4. Valence of User Comments

16. To what extent do you agree/ disagree with the following statement?

	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
[Display logic] If the user comments contained arguments that are supportive of nuclear energy development:							
a) The comments contained arguments that were largely supportive of nuclear energy development.	0	0	0	0	0	0	0

[Display logic] If the user comments contained arguments that are **unsupportive** of nuclear energy development:

b) The comments contained arguments that were largely unsupportive of nuclear energy development.	0	0	0	0	0	0	0
--	---	---	---	---	---	---	---

[Display logic] If the user comments contained arguments that are **both** supportive and unsupportive of nuclear energy development:

c) The comments contained arguments that were both supportive and unsupportive of nuclear energy development.	0	0	0	0	0	0	0
--	---	---	---	---	---	---	---

DEMOGRAPHICS

1. What is your gender?

- Male
- Female

2. What is your age?

3. What is your ethnicity?

- Chinese
- Malay
- Indian
- Eurasian
- Others, please specify: _____