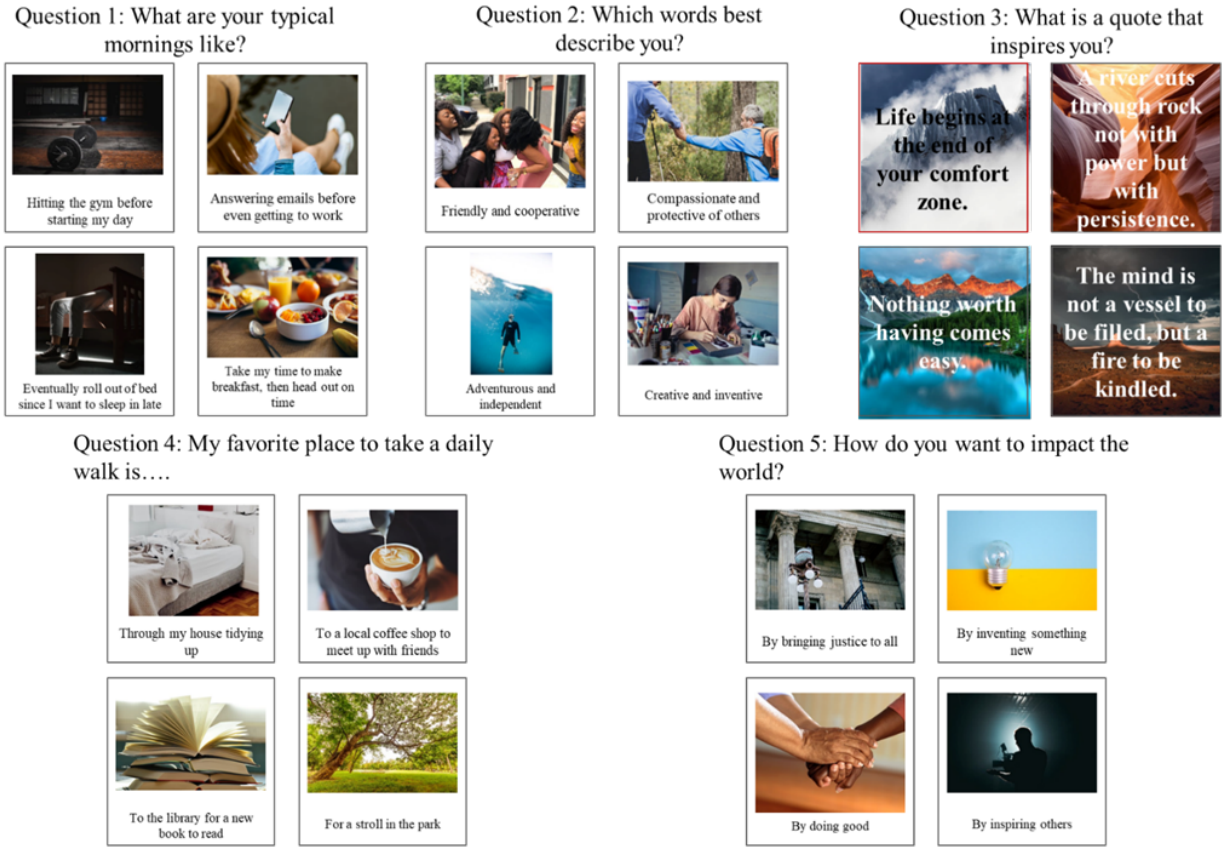
Supplemental Materials

Appendix A: Game Information

Game Questions. To begin the game, all participants were asked five questions, response options were randomly ordered in both the online and in situ versions of this study. Text and visuals were the same between the two study versions. All game questions, including both texts and visuals, can be found in Figure 1.

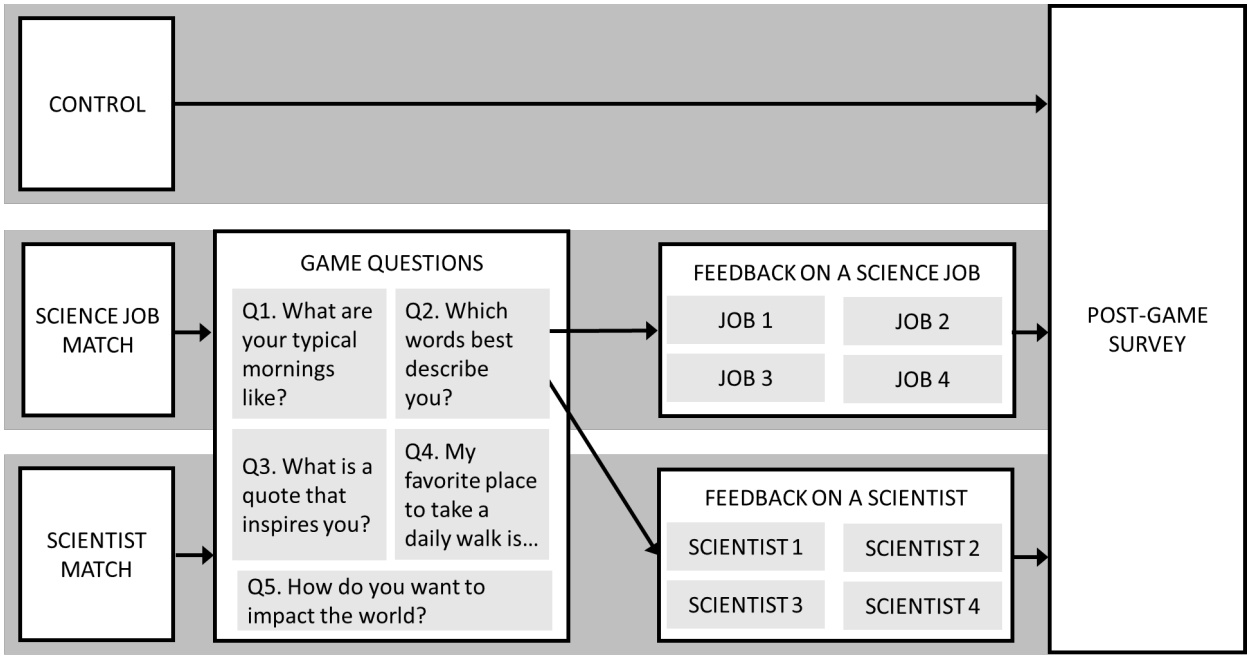
Figure 1. Game Questions.



Flow of the Game. After completing the five questions, individuals were assigned a match based solely on the answer to Question 2: “Which words best describe you?”. An overview of the survey and game flow can be found in Figure 2. Each of the four response options had a corresponding match for both the *Scientist Match* and *Job Match* conditions. The match

conditions for each response were based off the same scientist to maintain consistency in the type of science discussed, but the *Scientist Match* condition included information on the specific scientist, while the *Job Match* condition only included information about the profession. All matches were based on actual professions in the fields of biology, ecological conservation, etc., to remain consistent with the venue of data collection (e.g., a zoo). The pairings for each response option and their corresponding match conditions can be found in Table 1.

Figure 2. Survey and Game Flow.



Note. Feedback depended on which of the four response options they chose. Condition options were paired together.

Table 1.

Response Option and Matching Feedback for Both Study Conditions

Response Option	**Scientist Match Condition**	**Job Match Condition**
Compassionate and protective of others	Pornkamol Jornburom	Conservation Program Manager
Adventurous and independent	Camila Ferrara	Aquatic Ecologist
Curious and inventive	Claudia Silva	Offsets & Conservation Strategies Coordinator
Friendly and cooperative	Kris Inman	Manager of Strategic Partnerships and Engagement

***Scientist Match* Content.**

Below are the feedback descriptions participants in the Scientist Match condition saw during the online version game. The in situ version used the same descriptions, but were communicated orally by the actor guiding the game.

***Pornkamol Jornburom*.**

YOUR SCIENTIST JOB MATCH IS…

PORNKAMOL JORNBUROM

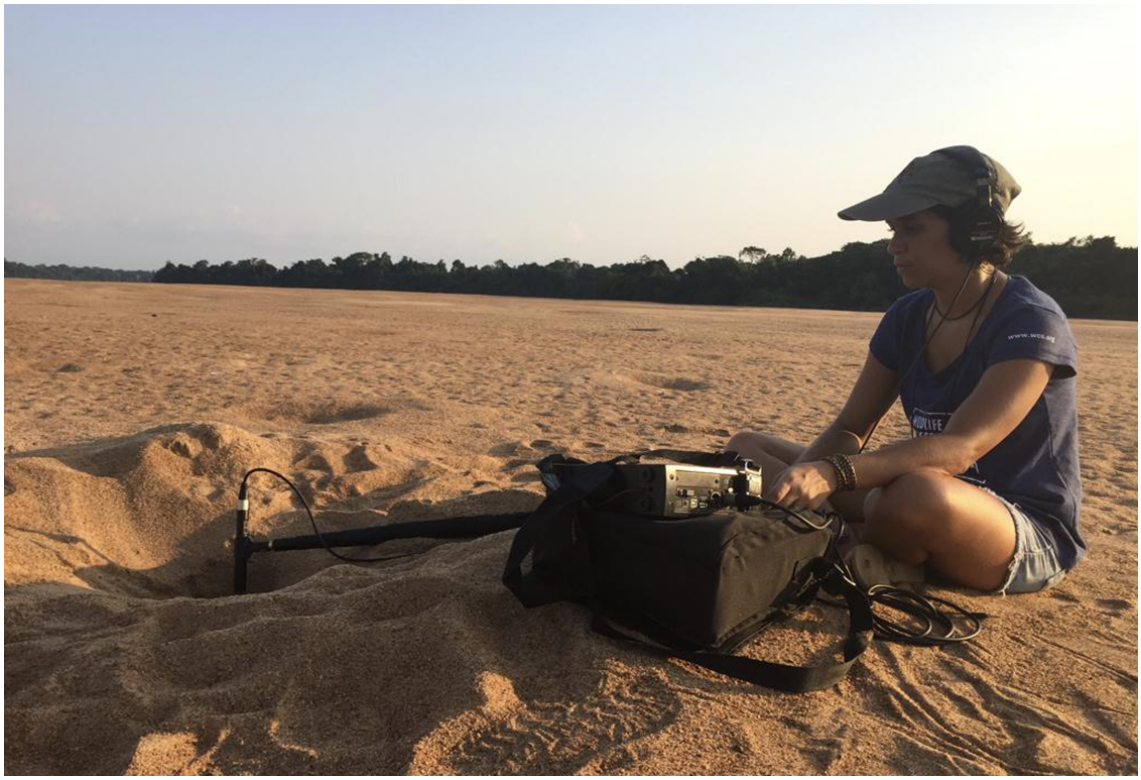
Pornkamol Jornburom is the Conservation Program Manager for WCS's Southeast Asian Archipelago program, working with WCS Thailand Program in the Counter Wildlife Trafficking (CWT) project aiming to ensure wildlife laws are properly enforced. As a manager for the counter-wildlife trafficking program, your match works to detect, identify, and investigate criminal organizations that perpetrate wildlife trafficking.

By doing so she can protect wildlife in its native habitat. The goal of her job is to work closely with park rangers and the government to improve conviction rates of wildlife traffickers, and ultimately dismantle organized wildlife trafficking networks. Other parts of her position include serving as a trainer, doing workshops and teaching classes to help people use science to save animals.

Two of her favorite past projects have been working on saving hornbills, and studying tigers who live near villages where people live. She's got a PhD in Conservation Biology, but spends most of her time outside of any sort of lab – either teaching people or out in the field, which is her favorite place to be. A favorite part of her position is being able to use a wide range of skills, like observation skills, outdoor skills, critical thinking and problem-solving skills. Her strong interpersonal skills make her successful at communicating with diverse audiences.

***Camila Ferrara*.**

YOUR SCIENTIST JOB MATCH IS…



CAMILA FERRARA

Camila Ferrara is an Aquatic Ecologist with WCS programs in the Andes, Amazon and Orinoco, in South America, which means she primarily works with endangered turtles and tortoises. Your match works with turtles and tortoises, specifically learning about how they communicate by sound, and looking for ways to protect their environments using this information.

By doing so she learns more about the connections between plants, animals, and environments, goes to new places and follows her goal to stabilize turtle populations. While Camila spends a lot of time working with kids and adults in the community to teach them how

to do research science that helps her projects, she spends most of her time out in the rainforest, which she says is her favorite place to be.

She went to school to be a veterinarian, and while she was doing that, she spent time studying manatees in the Amazon Rainforest. In the rainforest, people have a strong connection with nature in a way that Camila had never seen before. She loved the rainforest, and decided to move there after she was done with vet school.

***Claudia Silva*.**

YOUR SCIENTIST JOB MATCH IS…

CLAUDIA SILVA

Claudia Silva is the Offsets & Conservation Strategies Coordinator with WCS programs in Andes, Amazon and Orinoco, which means she primarily works with Guanacos in Chile. Guanacos are a relative of camels, llamas and alpacas. Much of her work involves using research and science to come up with ideas to help animals and people live together, and then talking to people about them.

She usually jokes about being a "desktop biologist". She loves being outside and observing wildlife, but most of her work happens by influencing people who are responsible for decision-making in business and government. This means her job includes revising policy

documents, running workshops and writing reports that propose new approaches for biodiversity management in different spaces. She loves the creativity required to use science to help come up with new solutions to problems where everyone wins, and seeing those changes affect people and wildlife all throughout Chile.

She started working as a researcher in Argentina, and that work inspired her to help change policies around how groups like miners can be successful in their work while still protecting wildlife. She was attracted to her current position because of the mental freedom, always coming up with new ideas and approaches.

***Kris Inman*.**

YOUR SCIENTIST JOB MATCH IS…

KRIS INMAN

Kris Inman is the Manager of Strategic Partnerships and Engagement for the WCS programs in the Rocky Mountain West, where she's focused on Black Bears and Wolverines. She partners with ranching and recreational communities, and state and federal wildlife agencies, to develop solutions for human-grizzly bear coexistence that will ensure the economic viability of ranching and biological viability of grizzly bears. With wolverines, she's been helping to ensure that their migration paths are still available, even as humans build other things on the land.

She loves taking the information she has gathered out in the field and talking to people who live nearby to get them engaged, especially connecting it to issues they are concerned about like the changing climate, sports and activities they like to do and places they spend their time. In fact, she's a huge people-person! Right now, she is leading a field team in the US Northern Rockies that is capturing and radio-tagging beavers to figure out how they are helping to affect our changing climate.

She got her start traveling across the US mapping owls where she realized that, while she thought they were amazing, others thought that they were pests. That inspired her to start working with people to help them understand how they are connected to animals. She loves that she is able to be in places where conservation is happening and working with local communities to bring science to action.

***Job Match* Content.**

Below are the feedback descriptions participants in the Job Match condition saw during the online version game. The in situ version used the same descriptions, but were communicated orally by the actor guiding the game.

Counter-Wildlife Trafficking Program Manager.

YOUR SCIENCE JOB MATCH IS…

COUNTER-WILDLIFE TRAFFICKING PROGRAM MANAGER

As a manager for the counter-wildlife trafficking program, your match works to detect, identify, and investigate criminal organizations that perpetrate wildlife trafficking. The goal is to work closely with the government to improve conviction rates of wildlife traffickers, and ultimately dismantle organized wildlife trafficking networks.

At WCS, we've got lots of scientists working on projects that you'd be a good fit for. In Thailand, we have a Counter Wildlife Trafficking project that helps investigate poaching and trafficking. In India, our Counter-Wildlife Trafficking Program Managers focus on elephant ivory, as illegal hunting to feed the ivory trade is an enormous threat. Scientists in this area work with governments and other partners to enforce the laws by training rangers, deploying

software systems that improve anti-poaching efforts, and working with government to ensure traffickers are stopped.

This job requires lots of observation skills, outdoor skills, critical thinking and problem-solving skills. You'll be working with park rangers, policy makers and the public, so there is a lot of interaction in the day to day. You'll get to protect species that are otherwise vulnerable.

Generally, the types of science people use are biology to focus on animal habitats, chemistry to measure the illegal wildlife trade's impact, and forensic science to track down perpetrators.

Aquatic Ecologist.

YOUR SCIENCE JOB MATCH IS…

AQUATIC ECOLOGIST

Aquatic ecologists like your match study the connection between plants, animals, and environments in lakes, streams, ponds and oceans. You work to protect endangered animals like turtles in their native habitats, and do field monitoring. You'll also be writing proposals to work with communities, working with numbers to model data, and making suggestions about how to balance the needs of both animals and humans.

At WCS, lots of our scientists are working on turtle and dolphin conservation. For this job, you'll have both days at the office and days in the field. At the office, you would write proposals, analyze data, contact people, and give talks about WCS in places like Brazil and Bangladesh to show them activities they can do to save animals. Out in the field, get ready for monitoring, beach management and environmental education conducted with the participation of local people. You might find yourself watching giant South American River turtle hatchlings emerge from their nests in the Amazon, or mapping out the protected areas for humpbacks and bottlenose dolphins in Bangladesh.

This job requires work in aquatic areas, outdoor skills, the ability to make strong decisions based on data, and great communication skills. You'll get to travel to new and exciting places. You'll get to be outdoors and see places few people have ever seen before.

Generally, the types of science people use are ecology, biology and environmental sciences, since you'll get to collect, examine, and report information on the quality of soil, food, air, and water.

Offsets & Conservation Strategies Coordinator.

YOUR SCIENCE JOB MATCH IS…

OFFSETS & CONSERVATION STRATEGIES COORDINATOR

Offsets & Conservation Strategies Coordinators are all about conservation-related decision making. You'll be working on the environmental needs and concerns on wildlife reserves, parks and other important areas, and then connecting that back to governments and private businesses to help them make decisions that are good for both people and the environment. You get to not only help animals thrive, but also small businesses and people in the local community.

At WCS, we have scientists working with people to help protect wildlife all over the globe. You might find yourself in Bolivia, working with indigenous people to set up sustainable fishing practices that help local hunters grow small businesses while also protecting the environment. Or maybe you'll be in Alaska, learning about Alaskan Native culture and helping protect historic coastlines from climate change. Get ready for lots of meetings and workshops, and to help people find middle ground between their needs and those of the environment. You'll spend a lot of time indoors, writing reports and policy documents, and a good amount of time speaking directly with important decision makers.

This job requires being a good listener, a creative thinker, a great writer and an effective communicator. You'll have to come up with unique solutions to big issues, handle lots of differing opinions to find compromise and network with people from small communities to government officials. You'll get to develop new strategies that can make nationwide (and maybe even worldwide!) change.

Generally, the types of science people use are ecology, economics, environmental science and geosciences, but the really unique part of this job is bridging the gap between theoretical conservation science and practical application, so get ready to get creative and come up with new ideas.

Manager of Strategic Partnerships and Engagement.

YOUR SCIENCE JOB MATCH IS…

MANAGER OF STRATEGIC PARTNERSHIPS AND ENGAGEMENT

This job is all about engaging with people! Engagement managers help partner organizations and local people to talk about science and inspire action and awareness. A lot of the work focuses on protecting threatened species in their natural habitat, reducing conflicts between humans and wildlife and coming up with creative solutions through community involvement. Get ready for lots of community events, workshops and planning meetings and onsite fieldwork to see how humans and animals are interacting all over the world.

At WCS, we have scientists working with people all over the US to protect animals like wolverines, grizzly bears and bison. In the Rocky Mountains, WCS scientists are connecting with ranchers, government agencies and Indigenous peoples to learn about how these animals use the land that they share together. You might get to host a conference like the American Bison Society (ABS) Conference to come up with ways to protect Bison migration routes. You might spend time radio-tagging beavers to learn about where they tend to create dams, and then presenting that data to local governments to suggest areas that could be protected. Or you might mentor local youth to help plan and run a summer wildlife speaker series for local communities to learn about their wildlife neighbors and how they can protect their local areas.

This job requires being a people person who loves science. You'll be networking, hearing lots of differing opinions to find compromise, leading public events to talk to large groups of people and doing fieldwork so that you can share your real-world experience. You'll do both cutting edge research, and then see the research make real change in the world.

Generally, the types of science people use are behavioral science (psychology, communications), ecology, and environmental science. Not only do you need to understand the science of animals, but also the science of communicating with people!

Appendix B: Study Measures

Below includes the items for the scales in both the online and in situ versions of this study. Means, standard deviations and Cronbach's alphas (where relevant) are included in Table 2.

Table 2.

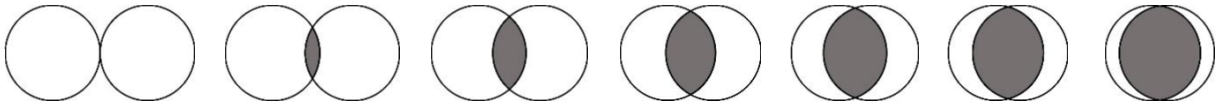
Means, Standard Deviations and Cronbach's Alphas (α) for Scales in both the Online and In Situ Study Versions

Scale	Online			In Situ	
	M	***SD***	***α***	***M***	***SD***
Self-Scientist Overlap	4.14	1.77	-	4.40	1.86
Attitudes Toward Scientists	86.04	12.23	-	-	-
Trust in Scientists	6.93	1.40	-	7.83	1.36
Trust in Science	5.34	0.76	.61	-	-
Science Bias	53.78	26.78	-	-	-
Science Identity*	1.77	0.76	-	-	-

*This is the mean and standard deviation excluding those who did not meet the criteria to be included in the study, e.g., 'agreed' or 'strongly agreed' they work in a science profession.

Self-Scientist Overlap (Schubert & Otten, 2002; Aron et al., 1992)**.** Collected for both the online and in situ versions of this study.

Which picture best describes your relationship with scientists?



(1) No overlap (2) (3) (4) Some overlap (5) (6) (7) Almost complete overlap

Attitudes Toward Scientists (based on Inbar et al., 2012; Turner et al., 2008)**.** Collected for both the online and in situ versions of this study. However, failure in the data collection process for the in situ version resulted in responses not registering on a sliding scale if individuals did not move the slider on the scale (*N missing* = 22; 35% of the sample). As the scale was set to 50, e.g., neutral, this meant that non-responses would be

indistinguishable from true neutral responses. Due to the inherent bias in the data collection failure, this scale was not used for analysis in the in situ version.

Below you will see a slider which measures your feelings toward scientists. Here is how it works. If you don't know too much about scientists, or don't feel particularly warm or cold toward them, then you should place the slider in the middle, at the 50 mark. If you have a warm feeling toward scientists, or feel favorably toward them, you will give a score somewhere between 50 and 100 depending on how warm your feeling is. On the other hand, if you don't feel very favorably toward scientists - if there are some scientists you don't care for too much - then you would place the slider somewhere between the 0 and 50 mark.

How do you feel towards scientists...

Note: You will need to move the slider to register a response.

0	10	20	30	40	50	60	70	80	90	100
Cold					Neutral					Warm

Trust in Scientists. Collected for both the online and in situ versions of this study.

How trustworthy are scientists?

1	2	3	4	5	6	7	8	9
Very untrustworthy				Neither				Very trustworthy

Trust in Science (Bauer et al., 1994)**.** Collected for the online version of this study only.

Rank your level of agreement to each of these statements on the scale provided:

1 = strongly disagree
2 = moderately disagree
3 = slightly disagree
4 = neither agree nor disagree
5 = slightly agree
6 = moderately agree
7 = strongly agree

Science and technology are making our lives healthier, easier, and more comfortable.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Computers and factory automation will create more jobs than they will eliminate.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
We depend too much on science and not enough on faith. (reverse-coded)	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Science makes life change too fast. (reverse-coded)	**1**	**2**	**3**	**4**	**5**	**6**	**7**

It is not important for me to know about science in my daily life. (reverse-coded)	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Scientists can be trusted to make the right decisions.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Even if it brings no immediate benefits, scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The benefits of science are greater than any harmful effects.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Scientist Bias. Collected for the online version of this study only.

Do you believe science in the U.S. is biased toward specific groups or agendas?

If you believe there is a bias, move the slider to the left and indicate how far to the left the bias is (0 = extremely bias).

If you believe there is no bias, move the slider to the right and indicate how far right the bias is (100 = extremely unbiased).

Note: You will need to move the slider to register a response.

0	10	20	30	40	50	60	70	80	90	100
0 = extremely bias										100 = extremely unbiased

Scientist Identity. Collected for both the online and in situ versions of this study, however the question format differed between the two versions.

Online Version. To start, please let us know if you consider yourself someone who works in a scientific profession.

I work in a science profession.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

In Situ Version. Do you consider yourself a scientist? How about anyone in the group you're with today?

Yes (myself only)	Yes (myself and someone in my group)	Yes (someone in my group only)	No

Demographics. Collected for the online version of this study only.

What is your age? (e.g., 21) (open response)

Do you identify as . . . ?

[ ] Male

[ ] Female

[ ] Non-Binary / Third Gender

[ ] Prefer to self-describe: _____

[ ] Prefer not to answer

Which categories describe you. Select all that apply to you.

[ ] American Indian or Alaskan Native

[ ] Native Hawaiian or Other Pacific Islander

[ ] Asian

[ ] Middle Eastern or North African

[ ] Latinx or Spanish Origin

[ ] Black or African American

[ ] White

[ ] Some other race or origin, please specify:_____

[ ] Prefer not to say

Do you identify as a person of Hispanic origin?

[ ] Yes

[ ] No

[ ] Prefer not to say

What is the highest level of education you have?

[ ] Did not finish High School

[ ] High School Diploma or GED

[ ] Associates Degree (2-year degree)

[ ] Vocational Degree

[ ] Some College

[ ] Bachelor's Degree (4-year degree)

[ ] Graduate Degree (Masters, Ph.D, JD, MD, etc)

[ ] Other, please specify: _____

Do you live in the United States?

[ ] Yes

[ ] No

[Display if selected Yes for previous question] What is your zip code? _____

[Display if selected No for previous question] What is your country of residence? _____

How do you typically vote?

[ ] Democratic

[ ] Republican

[ ] Independent

[ ] Other

[ ] Non-voter

[ ] Prefer not to answer

What is your religious affiliation?

[ ] Wiccan, or another Celtic, Nature-Based, Pagan Religion

[ ] Islam

[ ] Hindu

[ ] Buddhist

[ ] Christian - Protestant

[ ] Christian - Catholic

[ ] Christian - Other

[ ] Jewish

[ ] Agnostic

[ ] Atheist

[ ] Other, please specify:_____

In the last 12 months, how many times have you visited any zoo or aquarium (INCLUDING THIS VISIT)?

[ ] 1

[ ] 2

[ ] 3

[ ] 4 or more

Visitor Information. Collected for the in situ version of this study only. This data was recorded by a researcher during the game.

Group Size

[ ] 1-2

[ ] 3-4

[ ] 5+

Children Present

[ ] Yes

[ ] No

Start Time/End Time (open response)

Number of Interactions (e.g., self-volunteered responses)

[ ] 1

[ ] 2

[ ] 3

[ ] 4

[ ] 5

[ ] 6

[ ] 7

[ ] 8

[ ] 9+

Appendix C: Demographics

***Online Study Recruitment*.**

Demographics	Control		Scientist Match		Job Match		Total	
	N	%	N	%	N	%	N	%
Age[a]								
24 and younger	9	10%	11	11%	10	9%	30	10%
25-34	17	18%	17	18%	31	27%	65	21%
35-44	41	44%	38	39%	35	30%	114	37%
45-54	14	15%	14	14%	18	16%	46	15%
55-64	5	5%	10	10%	8	7%	23	8%
65 and older	8	9%	7	7%	13	11%	28	9%
Gender								
Male	30	32%	18	18%	26	23%	74	24%
Female	61	64%	76	78%	84	73%	221	72%
Non-Binary / Third Gender	2	2%	3	3%	3	3%	8	3%
Prefer to self-describe	0	0%	0	0%	0	0%	0	0%
Prefer not to answer	2	2%	1	1%	2	2%	5	2%
Race and Ethnicity								
American Indian or Alaskan Native	0	0%	1	1%	1	1%	2	1%
Native Hawaiian or Other Pacific Islander	0	0%	0	0%	0	0%	0	0%
Asian	7	7%	11	11%	14	12%	32	10%
Middle Eastern or North African	1	1%	0	0%	2	2%	3	1%
Latinx or Spanish Origin	4	4%	5	5%	11	9%	20	7%
Black or African American	3	3%	4	4%	3	3%	10	3%
White	66	70%	60	62%	68	59%	194	63%
Multiple race/ethnicities	6	6%	8	8%	12	10%	26	8%
Some other race or origin	0	0%	1	1%	1	1%	2	1%
Prefer not to say	7	7%	7	7%	4	3%	18	6%
Hispanic Origin								
Yes	9	9%	12	12%	21	18%	42	14%
No	82	86%	81	84%	92	79%	255	83%
Prefer not to say	4	4%	4	4%	3	3%	11	4%
Education Level								
Did not finish high school	0	0%	2	2%	0	0%	2	1%

High School Diploma or GED	9	9%	4	4%	3	3%	16	5%
Associates Degree (2-year degree)	0	0%	7	7%	7	6%	14	5%
Vocational Degree	0	0%	1	1%	0	0%	1	0%
Some College	7	7%	10	10%	7	6%	24	8%
Bachelor's Degree (4-year degree)	41	43%	32	33%	48	41%	121	39%
Graduate Degree (Masters, Ph.D, JD, MD, etc)	38	40%	42	43%	51	44%	131	42%
Other	0	0%	0	0%	0	0%	0	0%
Living in the US								
Yes	94	100%	98	100%	112	97%	304	98%
No	0	0%	0	0%	4	3%	4	1%
Voter Status								
Democratic	58	61%	59	60%	67	58%	184	60%
Republican	9	9%	6	6%	6	5%	21	7%
Independent	4	4%	6	6%	9	8%	19	6%
Other	5	5%	5	5%	3	3%	13	4%
Non-voter	8	8%	8	8%	5	4%	21	7%
Prefer not to answer	11	12%	14	14%	26	22%	51	17%
Religious Affiliation								
Wiccan, or another Celtic, Nature-Based, Pagan Religion	1	1%	1	1%	0	0%	2	1%
Islam	2	2%	0	0%	0	0%	2	1%
Hindu	0	0%	1	1%	2	2%	3	1%
Buddhist	1	1%	2	3%	0	0%	3	1%
Christian - Protestant	9	11%	9	12%	11	12%	29	11%
Christian - Catholic	10	12%	15	20%	13	14%	38	15%
Christian - Other	8	10%	4	5%	6	6%	18	7%
Jewish	12	14%	15	20%	20	22%	47	19%
Agnostic	16	19%	14	18%	17	18%	47	19%
Atheist	17	20%	11	14%	17	18%	45	18%
Other	8	10%	4	5%	7	8%	19	8%
12 Month Zoo Visitation								
1	9	9%	10	10%	18	16%	37	12%
2	14	15%	24	24%	22	19%	60	19%
3	17	18%	11	11%	16	14%	44	14%
4 or more	55	58%	52	53%	57	49%	164	53%
Prefer not to answer	0	0%	1	1%	3	3%	4	1%

[a] Measured as a continuous variable, presented here using ranges.

***In-Situ Study Recruitment*.**

Demographics	Control		Scientist Match		Job Match		Total	
	N	%	N	%	N	%	N	%
Group Size								
1-2	10	40%	11	58%	9	47%	30	48%
3-4	12	48%	3	16%	7	37%	22	35%
5+	3	12%	5	26%	3	16%	11	17%
Children Present								
Yes	21	84%	9	47%	2	11%	32	51%
No	4	16%	10	53%	17	89%	31	49%