

**Internet Appendix A106: Environmental Activism**  
**A106.1 Illustrative Reverse Engineered Pitch Template Example**

<b>Pitcher's Name</b>	Beile Zhang	<b>FoR Category</b>	Tourism	<b>Date Completed</b>	3 April
<b>(A) Working Title</b>	Dono, J., Webb, J., & Richardson, B. (2010). The relationship between environmental activism, pro-environmental behaviour and social identity. <i>Journal of Environmental Psychology</i> , 30(2), 178–186. <a href="http://doi.org/10.1016/j.jenvp.2009.11.006">http://doi.org/10.1016/j.jenvp.2009.11.006</a> <b>[Reverse Engineered]</b>				
<b>(B) Research Question</b>	How do environmental activism and pro-environmental behaviour relate to people's social identity?				
<b>(C) Key Paper(s)</b>	Seguin, C., Pelletier, L. G., & Hunsley, J. (1998). Toward a model of environmental activism. <i>Environment and Behavior</i> , 30, 628–652. Opotow, S., & Brook, A. (2003). Identity and exclusion in rangeland conflict. In S. Clayton, & S. Opotow (Eds.), <i>Identity and the natural environment</i> (pp. 249– 272). Cambridge: MIT Press. Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: the case of environmentalism. <i>Human Ecology Review</i> , 6, 81–97.				
<b>(D) Motivation/Puzzle</b>	Environmental activism is obtaining increasing attention in explaining people's environmental behaviour. Despite the theoretical statements depicting the relationship between environmental activism and environmental behaviour, empirical studies on this relationship are open to doubt. Firstly, the theoretical foundation of the concepts was not well defined, leading to the confusion of two concepts across works. Secondly, while a number of studies presumed the relationship between environmental activism and environmental behaviour in theory, empirical research failed to reveal this relationship. Therefore, it is necessary to put forward a clear theoretical illustration of the environmental activism and environmental behaviour, and further explore the relationship.				
<b>THREE</b>	Three core aspects of any empirical research project i.e. the "IDioTs" guide				
<b>(E) Idea?</b>	The current study will apply social identity theory to the explanation of environmental activism and environmental behaviour. Defined as the part of an individual's self-concept derived from emotionally significant group membership, social identity can be utilized to explain the environmental activism, in a way that higher inter-group conflicts between environmental activists and other stakeholders can lead to a higher level of social identity of environmental activists, thus result in their environmental behaviour and enhance their environmental activism. In this study, a path analysis will be embraced to investigate the relationship between environmental activism (EA), environmental behaviour (EB) and social identity (SI), with the hypothesis that there exists a relationship between environmental activism and social identity, which is mediated by environmental behaviour.				
<b>(F) Data?</b>	This research will be taken in a university, with a target number of 100 to 150 university students. After getting the ethical clearance, a quantitative method will be used in the study, with questionnaires delivered to university students in different areas on campus (lecture theatres, cafeterias and the library). Students will be informed of some properties of this questionnaire, including the time commitment (10-15min), age requirement (at least 18), as well as some example questions to get familiar with the study. The anonymity and privacy will be				

	guaranteed by asking them to put their completed questionnaires into reply-paid envelopes and directly return to the researcher.
<b>(G) Tools</b>	A 10-page self-report questionnaire will be used in this study to acquire university students' environmental activism scale, social identity scale and environmental behaviour scale. The scales will be adapted from the key papers mentioned above. In data analysis phase, path analysis will be used to test the relationship between environmental activism scales, environmental behaviour scales and social identity scales. In specific, AMOS software is expected to conduct the path analysis.
<b>TWO</b>	<b>Two</b> key questions
<b>(H) What's New?</b>	This study will extend the current understanding of the relationship between environmental activism and environmental behaviour using path analysis. Furthermore, the study applies social identity concept to the explanation of people's environmental activism and environmental behaviour, which adds to the current literature.
<b>(I) So What?</b>	By exploring the relationship between environmental activism, environmental behaviour and social identity, the study will help portray the psychological properties of the environmental activists, who are acting as a main target market of environmental-friendly products. Furthermore, this study will also shed light on the environmental psychology by involving the social identity theory. Therefore, the findings will help both environmental-friendly product manufacturers and academics in this field to get a better understanding of environmental activists from social identity perspective and further investigate their behaviour.
<b>ONE</b>	<b>One</b> Bottom Line
<b>(J) Contribution?</b>	The core contribution of this study is to apply social identity theory to the explanation of environmental activism and environmental behaviour, which provides a new perspective in understanding the relationship between environmental activism and environmental behaviour.
<b>(K) Three Key Findings</b>	<ol style="list-style-type: none"> <li>1. There are positive relationships between environmental activism and pro-environmental behaviours.</li> <li>2. Social identity via environmental citizenship obtains a better explanation of environmental activism than other models.</li> <li>3. The link between social identity and environmental activism via environmental citizenship is stronger than the links via consumer behaviour and willingness to pay.</li> </ol>