**PUBLIC KNOWLEDGE, ATTITUDES, AND PERCEPTIONS TOWARDS DOLPHINS AND DOLPHIN CONSERVATION**

### INFORMED CONSENT FORM

**RESEARCH PROCEDURES**  
This research is being conducted to explore the connection between a person’s knowledge about dolphins and the attitude they hold towards them, along with exploring the different variables that may be affecting the public’s knowledge and or attitudes about dolphins such as gender, education level, age and where they are receiving their information about dolphins. If you agree to participate, you will be asked to complete the following 27 question survey which will take approximately 15 minutes.

**RISKS**  
There are no foreseeable risks for participating in this research.

**BENEFITS**  
There are no benefits to you as a participant other than to further research in dolphin conservation.

**CONFIDENTIALITY**  
The data in this study will be confidential. Surveys will remain anonymous and names will not be placed on surveys or research data. Surveys will be assigned a number and the participants responses will be number coded and placed in an Excel spread sheet.

**PARTICIPATION**  
Your participation is voluntary, and you may withdraw from the study at any time and for any reason. If you decide not to participate or if you withdraw from the study, there is no penalty or loss of benefits to which you are otherwise entitled. There are no costs to you or any other party.

Upon full completion of the online survey, participants will receive compensation in the amount of $0.25.

**CONTACT**  
This research is being conducted by Whitney Denham (E.C.M. Parsons- faculty advisor) in the Environmental Science and Policy Department at George Mason University. She may be reached at 703-993-1033 for questions or to report a research-related problem. You may contact the George Mason University Office of Research Integrity & Assurance at 703-993-4121 if you have questions or comments regarding your rights as a participant in the research.  
  
This research has been reviewed according to George Mason University procedures governing your participation in this research.

**CONSENT**  
I have read this form, all of my questions have been answered by the research staff, and I agree to participate in this study.  
  
☐ Yes, I agree to take the survey

☐ No, I do not agree to take the survey

APPENDIX I

Survey

**Public Knowledge, Attitudes, and Behavior Towards Dolphins and Dolphin Conservation**

**George Mason University Department of Environmental Science and Policy**

1. How important do you think dolphin/whale conservation is?

☐ Very important ☐ Slightly unimportant

☐ Important ☐ Unimportant

☐ Slightly important ☐ Very unimportant

2. Which dolphin/whale species listed below is the most important to conserve?

☐ Lump-headed Dolphin ☐ Bottlenose Dolphin

☐ Pigmy Short-fined Whale ☐ Fin Whale

☐ Whale Shark ☐ Majestic Spotted Dolphin

☐ Northern Right Whale ☐ Vaquita Porpoise

☐ California Harbor Porpoise ☐ Not Applicable

3. Which dolphin/whale species listed below is the most endangered?

☐ Humpback Whale ☐ Blue Whale

☐ Killer Whale ☐ Bottlenose Dolphin

☐ Hector's Dolphin ☐ Hourglass Dolphin

4. Have you ever gone on a dolphin/whale research expedition or a dolphin/whale

watching trip?

☐ Yes ☐ No

If yes, where?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Do you watch animal programs on channels like Discovery, Animal Planet, BBC,

or NatGeo?

☐ Yes ☐ No

If yes, which programs?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Do you subscribe to any environmental/scientific/animal magazines?

☐ Yes ☐ No

If yes, which magazines?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Do you have any social media accounts?

☐ Yes ☐ No

If yes, which ones?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**If no to question 7, skip to question 12.**

8. What type of pages/accounts do you follow on social media? (Check all that apply)

☐ Friends/family/coworkers ☐ Media outlets ☐ NGOs/non-profits

☐ Businesses ☐ Celebrities/Hollywood ☐ Marine science/conservation

☐ Other Explain\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. Do you post information about dolphins/whales on your social media page(s)?

☐ Yes ☐No

If yes, where do you get the information from?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. How important do you think it is for scientists/conservation professionals to post information about dolphins/whales on social media?

☐ Very important ☐ Slightly unimportant

☐ Important ☐ Unimportant

☐ Slightly important ☐ Very unimportant

11. How accurate do you think the information on dolphin/whales posted on social media is?

☐ Very accurate ☐ Slightly inaccurate

☐ Accurate ☐ Inaccurate

☐ Slightly accurate ☐ Very inaccurate

12. Where do you feel you receive most of your information about dolphins? (Check all that apply

☐ Documentaries ☐ Magazines ☐ Movies ☐ Social media

☐ Newspapers ☐ Science journals ☐ TV news ☐ Internet

☐ Sea World ☐ Aquariums ☐Other people ☐ Not Applicable

13. If costs were similar and both options available in a given location, which way would you prefer to see dolphins/whales:

☐ In a marine park or aquarium

☐ On a dolphin/whale watching boat trip

☐ Dolphins/whales in the ocean from a land-based vantage point

14. Please indicate whether you support or oppose dolphins/whales in marine

parks/aquariums?

☐ Strongly support ☐ Support ☐ Oppose ☐ Strongly oppose

15. When do you believe it is right to keep dolphins in captivity:

A. When the dolphins are captured from the wild?

☐ Yes ☐ No

B. When the dolphins are captive bred?

☐ Yes ☐ No

C. When dolphins are kept in an aquarium/tank?

☐ Yes ☐ No

D. When dolphins are kept in their natural habitat, but confined to an area by

nets?

☐ Yes ☐ No

E. When dolphins are sick or injured?

☐ Yes ☐ No

F. For human enjoyment to perform shows involving tricks?

☐ Yes ☐ No

G. For conducting research relevant to dolphin conservation in the wild?

☐ Yes ☐ No

H. For conducting research on captive dolphin rearing and breeding

(Husbandry)?

☐ Yes ☐ No

16. Were you aware that there are several countries that are still involved in

whale hunting (whaling)?

☐ Yes ☐ No

If yes, which countries?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

17. Would you boycott visiting a country involved in whaling?

☐ Yes ☐ No

18. Have you heard of the International Whaling Commission (IWC)?

☐ Yes ☐ No

If yes, what do you think it does?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

19. Please indicate whether you support or oppose the hunting of whales?

☐ Strongly support ☐ Support ☐ Oppose ☐ Strongly oppose

20. How important do you think marine mammal conservation laws and policies

are?

☐ Very important ☐ Slightly unimportant

☐ Important ☐ Unimportant

☐ Slightly important ☐ Very unimportant

21. How well do you think dolphin and whale species are protected worldwide?

☐ Overprotected ☐ Protected ☐ Slightly protected ☐ Under protected

22. What is your gender? ☐ Male ☐ Female

23. In what year were you born? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

24. Where is your permanent residence (City, State/Providence, Country)?

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25. Please indicate the highest level of education that you have completed.

☐ Less than High School ☐ Associate/Bachelor Degree

☐ High School Diploma/GED ☐ Masters Degree

☐ Some college, no degree ☐ Ph.D., M.D., or other terminal

degree

26. What is your occupation?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

27. Are you a member of any type of conservation/environmental group?

☐ Yes ☐ No

If yes, which one(s)?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_