

# Codebook sustainability views

Anke Wonneberger & Irina Lock

November 2020

---

**Survey question:** “Als u aan duurzaamheid denkt, waar denkt u dan aan?” [If you think about sustainability, what are you thinking about/what comes to your mind?]

**Context:** This question was the first of a new block in the survey which was introduced with the statement: “The following part of this survey is about sustainability.” No additional information was provided. The preceding part of the survey contained questions on sociodemographics and general consumer behavior.

## VAR1. Coder

- 1 Rxxxx
- 2 Yxxxx

## VAR2. Degree of elaboration

The degree of elaboration is coded per whole answer. Thus, you judge the elaboration of all considerations together. **Definition:** Elaboration is the degree of detail in respondents’ descriptions of each individual category. The use of a verb is an important distinction between codes 1 and 2. 3 is reserved for more complex arguments. If respondents mentioned irrelevant thoughts like ‘no thoughts’ or ‘don’t know’, then please code as 0.

<b>0</b>	<b>No related information mentioned</b> “alles”, “niets”
<b>1</b>	<b>Keyword mentioned, no additional description</b> > either a single word or 1-2 nouns linked with an adjective, <u>no verb</u> used in combination with other words “besparen”, “bio”, “milieuvriendelijke materialen”, “producten uit de EU”, etc. Also lists of several keywords: “geen plastic zakken, afbreekbare verpakking, recyclebaar, zonnepanelen, elektrische auto, waterpomp, stadsverwarming”, “Beter voor mens en dier”
<b>2</b>	<b>Consideration, no additional description</b> (how, who etc.) > at least 3-4 words (but no list of keywords), e.g., <u>combination of verb</u> and object

	<p>“product lang mee gaat”, “milieuvriendelijke materialen gebruiken”,  “Geld besparen op langere termijn”, “Het produceren/verkrijgen van materiaal/een product met zo min mogelijk verbruiken van grondstoffen en energie”</p>
<b>3</b>	<p><b>Consideration, with additional description</b> (explanatory information provided, some kind of reasoning (indicator: “because”, “when”, “therefore” “that is why...”) &gt; more than 6 words  “oog voor volgende generaties verdeling van welzijn klimaat vriendelijk”, “Prijzige dingen die niet verschillen van de normale versie van iets, maar veel duurder vanwege één afwijkend ingrediëntje”, “Het verstandig produceren van producten. Waarbij er duidelijk rekening gehouden wordt met het milieu.”,  “Dat deze generatie in zijn behoefte kan voorzien zonder dat de toekomstige generatie daar een nadeel van ervaart”</p>

### VAR3. Levels of abstraction

Considerations can address the issue on a very general, abstract level (1), mention specific problems (2) or actions or both (3).

<b>0</b>	<p><b>Does not apply / unclear</b>  Typically when VAR2 coded 0</p>
<b>1</b>	<p><b>Abstract</b>  Referring to global/future/nature/protect etc.  often when <u>no context</u> is given or context is not inherent to a word  “het milieu besparen”, “tijdlos”, “lang leven”, “uitdaging”, “overdrevenheid”, “onzin”</p>
<b>2</b>	<p><b>Specific</b>  Referring to recycling/organic food/plastics/renewables/products etc.  “besparen”, “kwaliteit “ (is interpreted as product-related if not stated otherwise),  “Lange te dragen” (clearly implies a product), “product dat lang mee gaat”</p>
<b>3</b>	<p><b>Both abstract and specific elements</b>  E.g., protecting nature [&gt; abstract] by avoiding plastic products [&gt; specific]  “Duurzame materialen [&gt; specific] uitdaging creativiteit [&gt; abstract]”</p>

### VAR4. Valence (pro vs. con)

What is the explicit loading of the consideration? Code neutral (0) if in doubt and/or the valence is too implicit (e.g., maybe it is meant cynical but this is not clear or made explicit). Normally, only the

presence of clearly loaden adjectives is coded (e.g. goed, bad, etc.). Note that we do count some words as positive/negative if no other interpretation is possible. These are the words listed below among the examples. If you have doubt about adding another word, please consult during coding. Do not interpret: Someone can talk about something that might have positive implications or consequences but talk about it in a rather neutral way. Example: “Producing a new product or service without any irreversible impact on environment” – this would be coded as neutral.

<b>0</b>	Neutral (no valence)
	“geen idee”, “huishoudelijke spullen”, “zuinig”, “duurzaam”, “juist”, “product dat lang mee gaat”, <b>“fair trade”</b>
<b>1</b>	Negative (also sceptical, cynical etc.)
	“hype”, “duur”, “niet interessant”, “vervuilend”, “slechte kwaliteit”, <b>“onveilig”, “onbetrouwbaar”</b>
<b>2</b>	Balanced, positive and negative
	“beter voor milieu maar ook duurder”
<b>3</b>	Positive
	“iets dat lang goed blijft” [only because of “goed”], “belangrijk”, “kwaliteit”, “eerlijk”, “respect”, “verantwoord”, <b>“milieuvriendelijk”, “veilig”, “betrouwbaar”</b>

#### VAR5. Actor

Mentioning (of responsible) persons or institutions, such as citizens (also “we”), the government, countries, industry. Code only if explicitly mentioned. Referring to products/production, for instance, is not coded as an actor.

For countries or regions, such as the EU, only code if referred to as an actor, not as a geographical region (“producten uit de EU” would **not** be coded).

- 0 no
- 1 yes

If yes, type the actor in **VAR6**.

#### VAR7. Sustainability elements

This typology is based on Hanss & Böhm (2012) (used as main basis (some very specific categories from Norwegian context taken out (oil fund, Brundtland)), some additions from Dam and van Trijp (2011) – mainly individual/intrinsic elements. Unsustainability included from Fuchs (2017, see also unsustainable dimensions in Steiner et al. (2018)). Degrowth/limits of growth included to capture transformative/post-modern views (Polonsky, 2016; Kemper & Ballantine, 2019).

A maximum of five elements can be coded (in order of appearance). Leave blank if it doesn't apply, code **1** if it applies. Multiple codes may apply within and across categories, except when stated otherwise (e.g. only code the general sub-category if no other, more specific code applies within a category for a single keyword). Sort the codes not by appearance in the response but by their number (from lowest to highest).

The elements can be coded as soon as a relevant keyword is mentioned. This also applies to categories where longer considerations are given as examples in the table below.

### Environment

10	Nature/environment	General category, code if others don't apply AND always if general terms like "nature", "environment" are included 'Environment', <del>'taking care of the planet'</del> , "milieubewust" also "groen" (without other, more specific context)
11	Nature preservation	'The environment should be protected', 'how much we can produce without harming nature', 'taking care of the planet', 'not polluting', "geen dierproeven", "geen belasting/negatieve effecten voor her milieu"
12	Biodiversity	'Not only protecting species but also the diversity'
13	Resources	'Not using more resources than necessary', "zuinig" in general: "grondstoffen", "natuurlijke hulpbronnen", "materialen" and all specific resources not mentioned below (e.g., metals, minerals, etc.) Ook "afvalstoffen", 'geen plastic', "geen verspilling"
9	Water	All references to water ("water", "drinkwater", "hoogwater", etc.) Except for hydropower which is coded as 14
14	Energy	'Renewable energies', 'hydropower', "hernieuwbaar", "energiezuinig" "windmolens", "zone-energie", "gaswinning", "gasverwarming" (if fossiels are mentioned hier, then always in combination with 16)
15	Emissions	CO2 or GHG emissions in general
16	Fossils (oil, coal, gas)	'Time is short and resources are limited, for example, oil'
17	Soil/land	'Not damaging soil', 'ecological farming'
18	Forest	'Taking care of the rainforest'
19	Fish	'Fishery without overfishing'

### Economics

20	Economics	General category, only code if others don't apply 'Don't use more money than you have', 'industry' also specific sectors: "de bouw", 'circulariteit' / 'circulaire economie'
21	Economic welfare	'All get a job', 'job opportunities', "werkomstandigheden"
22	Economic viability	'Economic viability'
23	Degrowth	Limits of growth or change to degrowth
24	Production	How a product is produced

		<b>"duurzaam gemaakt" (also coded as 61)</b>
25	Transportation, distribution	How and for how long goods are transported; regional/local markets "afstand"
26	Product characteristics	Except price, quality, taste, health/healthy "verpakking", "wegwerp-plastic", <b>"weinig plastic"</b> , <b>"biologisch"</b> "product dat lang mee gaat" (also coded as 61) Note that "duur" is not coded hier but as 40

### Society

30	Society/community	General category, only code if others don't apply 'Building up society', 'keeping down population figures'
31	Developing countries	'Africa's poverty and development', 'developing countries need help'
32	Social welfare	'Enough educated people to keep society functioning', 'health'
33	Distribution	'Fair distribution of goods', 'distribution of natural resources'
34	Fair trade	'Fair-trade' "eerlijke loon", <b>"eerlijke prijs"</b>
35	Politics	'Something discussed in politics'
36	Deliberation	Need for debate; different opinions
37	Engagement	"We have to do something"
38	National scope	'Important for the country', 'whole Norway'
39	Global scope	"International solutions"

### Individual

		(added, see (van Dam & van Trijp, 2011)
40	Price	Prices for consumers only (i.e. not farmers etc.), "duur"
41	Quality	"kwaliteit", "goed product", <b>"degelijk product"</b>
42	Taste	References to good or bad taste
43	Health	Advantages or disadvantages for personal health
44	Convenience	Ease or difficulty of usage or consumption
45	Consumption behaviour	Buying less or different products
46	Other individual behaviours	'Using less plastic bags', 'building environmentally friendly houses' "besparen", "beschermen", "afval minderen", "herbruiken", note that words should explicitly refer to individual behavior, such as "consuminderen", "hergebruik", "vernieuwing aan huis"
47	Food	Individual food choices and habits

### Development

50	Development	General category, only code if others don't apply 'Development that is balanced economically, ecologically, and socially', 'development of the planet'
51	Technologies	'Environmentally friendly electric cars', 'solar cells'
52	Research	'Research to promote development'
53	Problems to be solved	'Food crisis', 'use of fossil fuels and effects on nature', 'changes in climate'

### Time

61	Long-term perspective	‘Something that will persist’, ‘future possibilities’, ‘foundation, something to build on’, ‘durability’ “duurzaam”, “lang meegaan”, “product dat lang mee gaat”
62	Future generations	‘Reasonable usage of resources that takes future generations into consideration’

### **VAR8. Ethical values:**

The statement makes explicit or implicit reference to one or more of the following ethical values. Each value is coded in a separate variable. Leave blank if it doesn’t apply, code **1** if it applies and is used in a positive way, code **2** if the reference is negative.

Note that in contrast to valence (VAR4), values can be rather implicit (e.g., high prices as a link to an egocentric view).

- 0 – does not apply
- 1 – positive reference
- 2 – negative reference

**1. Trustworthiness** (indicating trust or no trust in actors or sustainable solutions, including products or behaviours > note that not products or behaviours on itself are coded but their qualification as trustworthy)

Positive: “(goede) kwaliteit”, “degelijk”

Negative: “hype”, “onzin”, “overdrevenheid”, “gezeur”, “slechte kwaliteit”, “niets het is alleen de prijs opdrijven”

**2. Caring, responsibility & citizenship** (focus on practices/behaviours that relate to protecting nature, animals, etc. or taking responsibility to improve the environment or society)

Positive: “good” practices such as recycling, using less plastic, eating habits etc.;

“respect voor de aarde”, “geproduceerd denkend aan milieu”, “op een verantwoorde manier omgaan met de natuur”, “geen verspilling”, “geen vergif over gewas spuiten”, “zuinig”, “milieubewust”, “duurzaam”, “hernieuwbaar”, “goed voor het milieu” (> as indicating good practices)

Negative: any kind of critique or scepticism toward what is listed under “positive” above

**3. Egoism** (any monetary considerations, such as referring to higher prices, or other individualistic/egocentric considerations, such as no interest in sustainability)

Positive: “beter voor mezelf”, “goed voor mijn gezondheid”

Negative: “geldkloppers”, “hoge prijzen”, “duur”, “interesseerd me niet”

#### 4. Moral rights, justice & fairness (e.g., referring to human rights, fair trade, or safety)

Positive: “veilig”, “nobel”, “mensenrechten”, “dierenrechten”, “eerlijke producten”,  
“rechtvaardig tegenover toekomstige generaties”, “fairtrade”

Negative: “niet eerlijk / rechtmatig etc.”, “bedrijging voor toekomstige generaties”

#### Examples where no values are coded:

“langlevend”, “juiste producten”, “hoe het gemaakt is”, “windenergie”

#### Examples:

##### 1 “Eerlijke prijs voor boeren”

<b>VAR2</b>	Elaboration	2
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	3
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	-
<b>VAR7</b>	Elements	34
<b>VAR8</b>	Values	4(1-pos.)

##### 2 “geen vergif over gewas spuiten”

<b>VAR2</b>	Elaboration	2
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	0
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	-
<b>VAR7</b>	Elements	11
<b>VAR8</b>	Values	2(1-pos.)

##### 3 “producten niet te lang onderweg.”

<b>VAR2</b>	Elaboration	2
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	3
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	-

<b>VAR7</b>	Elements	25
<b>VAR8</b>	Values	2(1-pos.)

4 “Aan een goede kwaliteit.”

<b>VAR2</b>	Elaboration	1
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	3
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	
<b>VAR7</b>	Elements	41
<b>VAR8</b>	Values	1(1-pos.)

5 “Hoe het gemaakt is:

<b>VAR2</b>	Elaboration	2
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	0
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	
<b>VAR7</b>	Elements	24
<b>VAR8</b>	Values	

6 “Hoop onzinverhalen alleen om alles duurder te maken”

<b>VAR2</b>	Elaboration	2
<b>VAR3</b>	Abstraction	2
<b>VAR4</b>	Valence	1
<b>VAR5</b>	Actor	0
<b>VAR6</b>	Actor name	
<b>VAR7</b>	Elements	40
<b>VAR8</b>	Values	1(2 – neg.)