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Science Curiosity Scale
Version 1
4/14/2016

***Note that this survey was designed to be presented in an online format.

1. NEWS INTEREST

There are a lot of issues in the news and it is hard to keep up with every area. We will list some topics that get covered in the media. Please indicate how closely you follow the news relating to each topic in either the newspaper, on television, on radio, or on the internet.

[1. Not at all, 2. A little but not closely, 3. Closely but not very closely, 4. Very closely]

[Randomize, each item appears on a separate page; keep question prompt at top of page]

- Crime
- Education
- Government or Politics
- Sports
- Religion
- International Affairs
- Business or Finance
- Scientific Research or Discoveries
- New Technologies
- Entertainment or Celebrities
- Local Weather

2. LEISURE ACTIVITY

We'd also like to know about some of the activities that you engage in. We will list some activities. Please indicate how many times you engaged in the activity in the last year.

[Randomize except Public Lecture B should immediately follow Public Lecture A; each item should appear on a separate page, keep question prompt at top of page]

- Visited a science or technology museum
- Attended a live sports event
- Visited an art museum
- Attended a musical performance or concert
- Went to a public library
- Went to a zoo or aquarium
- Went to a gun show
- Visited a theme park or amusement park
- Participated in a political rally or attended a political event
- Attended a public lecture

- [If Yes to public lecture] What was the topic of the lecture you attended? If you attended more than one, please indicate all that apply:
 - History
 - Science or Technology
 - Public Affairs or Politics
 - Religion
 - Economics
 - Other

3. BOOKS

We'd also like to know whether you read books in your spare time. We will list some book topics. Please indicate whether you have read a book on that topic in the previous year.

[Randomize, each item appears on a separate page]

- Real-life Crime
- Science Fiction
- Mystery Novel
- Education
- Government or Politics
- Sports
- Religion (Other than Holy Scripture Text)
- International Affairs
- Business or Finance
- Scientific Research or Discoveries
- History

4. CONVERSATION

We are also interested in knowing about the sorts of topics that you discuss with family members, friends, or co-workers. We will list some conversation topics. Please indicate about how often you discuss these topics with either friends, family members, or co-workers

[1. Never; 2. Rarely; 3. More than Rarely but Not Often; 4. Often]

[Randomize; each item appears on a separate page, keep question prompt at top of page]

- Crime
- Education
- Government or Politics
- Sports
- Religion
- International Affairs
- Business or Finance
- Scientific Research or Discoveries
- New Technologies
- Entertainment or Celebrities

5. SOCIAL MEDIA

Some people share news stories with each other on social media (Facebook, Twitter, etc).

How often do you share a news story on social media?

[1. Never; 2. Rarely; 3. More than Rarely but Not Often; 4. Often]

[If 2, 3, or 4 on the above, display the following; uses a drag-and-drop item-type]

We would like to know the kinds of news stories you are most likely to share on social media. Here is a list of topics. Please rank the topics in order of how likely you are to share or post them on social media from **most likely on top to least likely at the bottom**. If the topic is one that you never bother to share, please leave it off of your list.

- Crime
- Education
- Government or Politics
- Sports
- Religion
- International Affairs
- Business or Finance
- Scientific Research or Discoveries
- New Technologies
- Entertainment or Celebrities

6. READING SELECTION (PERFORMANCE MEASURE)

Now, we'd like to get your reactions to an interesting news story. One story will be drawn randomly from the story set of your choice. After you read the story, we'll ask you some questions about it.

Please pick the story set that contains the stories you'd be most interested in reading.

The image displays four story sets, labeled A, B, C, and D, each containing a grid of news headlines. Set A is titled 'DAILY DISH' and includes headlines about Taylor Swift, Ben Affleck, De Laurentiis, and Bravolebrity. Set B is titled 'Science Latest News and Headlines' and includes headlines about an ancient Mars lake, a robot learning to make pancakes, human language evolution, and horses. Set C is titled 'ESPN' and includes headlines about a 'Crush' Davis, a Kane investigation, Brady on 'Deflategate', and a comparison of Serena Williams. Set D is titled 'YAHOO! FINANCE' and includes headlines about Toyota's investment, Las Vegas Sands' earnings report, Apple's earnings, and Blackberry's tech purchase.

[Story sets should probably be updated to reflect current topics in each domain]

7. SELF-REPORTED INTERESTS

We will now list some topics that some people are interested in and some people are not interested in. For each topic, please indicate **how interested** you are in that topic.

[1. Not at all interested; 2. Slightly interested; 3. More than slightly interested but not very interested; 4. Very interested]

[Randomize; each item should appear on a new page; keep question prompt at the top of each page]

- Government or Politics
- Sports
- Religion
- Foreign Travel
- Scientific Research or Discoveries
- New Technologies
- Entertainment or Celebrities
- Nature
- Music

Note to readers: This publication reports the results of the first attempt at creating the science curiosity scale. We are currently working on more studies to continue to validate the scale. As part of this process we may be adding and removing items. Please contact Asheley R. Landrum (LandrumAR@gmail.com) or Dan M. Kahan (Dan.Kahan@yale.edu) with any questions about the scale.