

Expert survey on social movements and protest

Social movement impacts and strategies

Thank you for responding to this survey, we appreciate your time. We expect the survey will take around 20-25 minutes to complete. The deadline for responses is 31st May 2023.

The questions ask for your expert views on the activities and effects of social movements. Specifically, we're trying to understand expert views on the factors that make some social movements more successful than others, as well as the outcomes arising from disruptive protest. We're primarily interested in social movements in a democratic context, so ask you to respond with that in mind.

We understand that in many cases the answers will be highly context-dependent and that it might be difficult to answer in general terms. Nevertheless, we are looking for your 'best guesses' on general answers. There is also space to expand on your answers in the open text boxes, but we would emphasise that these are optional.

Your answers will remain anonymous, except where you leave additional comments and indicate you are happy for them to be attributed to you. We will publish aggregate findings and, where appropriate, non-attributed (optional) quotes.

* 1. Do you wish your responses to be anonymous?

- I am happy for you to attribute direct quotes to me (from the open text boxes) and appear in the list of participating scholars
- I am happy to appear in a list of participating scholars, while all of my responses remain anonymous
- Yes I want to remain fully anonymous, such that my name doesn't even appear in the list of participating scholars

2. Participant Info (we will only display this if you choose not to be anonymous)

Full Name

Institution

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3. The ultimate goal of social movements is often to influence national government policy or legislation. To achieve this, they may focus on a range of intermediate goals. How important are the following intermediate goals in contributing to an ultimate goal of influencing government policy or legislation?

	Not at all important	Somewhat important	Moderately important	Quite important	Extremely important
Increasing issue awareness amongst the general public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making public opinion more supportive of the issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning over elite allies (high-profile experts or celebrities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning over political allies (local or national policymakers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining sympathetic media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining backing from industry and business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. (Optional) If you would like to, please add any comments to expand on, clarify or contextualise your responses to the previous question on important intermediate goals to influence policy.

5. We are now going to ask some questions about the factors which affect the likelihood of success of a social movement. By success, we mean a continuum from tangible, measurable success such as policy wins, through to longer-term changes such as public discourse or public opinion which may have second-order effects which are hard to measure. We divide the factors into **external factors** which are those largely outside of a movement's control and **two types of internal factors**: those relating to strategy and those relating to governance, both of which lie more within a movement's control.

How important do you think the following external factors are in contributing to a social movement's success?

	Not at all important	Somewhat important	Moderately important	Quite important	Very important
Supportive media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive elite allies (policymakers, high-profile experts or celebrities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sympathetic government being in power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The nature of the political system (e.g. level of proportional representation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to attract funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The current state of public opinion on the issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How important do you think the following tactical and strategic factors are in contributing to a social movement's success?

	Not at all important	Somewhat important	Moderately important	Quite important	Very important
A strict avoidance of violent tactics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having both more radical and more moderate flanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The strategic use of nonviolent disruptive tactics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A focus on achievable demands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having ambitious goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A focus on gaining media coverage (positive or negative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How important do you think the following governance and organisational factors are in contributing to a social movement's success?

	Not at all important	Somewhat important	Moderately important	Quite important	Very important
Having a high level of internal unity (e.g. on demands)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a broad and diverse constituency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organisational capacity (e.g. ability to run large campaigns)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having strong leadership with clear decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having decentralised decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to mobilise and scale quickly in response to external events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having clear political goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being open to collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being willing to accept incremental wins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focusing on a narrow issue (e.g. carbon emissions) rather than broader systemic issues (e.g. global climate justice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size (number of supporters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. (Optional) If you would like to, please add any comments to expand on, clarify or contextualise your responses to the previous 3 questions on the relative importance of various external or internal factors

9. **Social movements sometimes fail to achieve significant wins**, whether on policy, public opinion or other desired outcomes. This is often due to external factors but some factors lie more within a movement's control. **How important are the following internal factors in threatening social movement success?**

	Not at all important	Somewhat important	Moderately important	Quite important	Very important
Being unwilling to compromise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having stated goals that are too broad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having stated goals that are too radical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being unable to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being co-opted by other groups or individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activists not being sufficiently engaged in the long-term	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal conflict or movement infighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a lack of clear political objectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being too dependent on key individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A lack of clarity on leadership and decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. (Optional) If you would like to, please add any comments to expand on, clarify or contextualise your responses to the previous question on the largest threats to social movement success, or common reasons for social movements to fail.

11. This question concerns the **relative importance of internal and external factors to a social movement's success in achieving its goals**. How important do you think factors inside a movement's control (e.g. tactics and strategy) are compared to factors outside its control (e.g. political context) in achieving the following goals?

	All internal factors	Mostly internal factors	Slightly more internal factors	Both equally important	Slightly more external factors	Mostly external factors	All external factors
Increasing issue awareness amongst the general public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making public opinion more supportive of the issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning over political allies (local or national policymakers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning over other elite allies (high-profile experts or celebrities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining sympathetic media coverage of the issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining backing from industry and business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning policy or legislative changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. (Optional) If you would like to, please add any comments to expand on, clarify or contextualise your responses to the previous questions on the importance of **external factors vs internal factors**.

13. The following questions relate to the **appropriateness of social movements using disruptive tactics given different levels of public support and awareness of the issue**. Please indicate how effective disruptive protest might be in the following contexts.

By 'effective', we mean bringing about overall positive outcomes. In the case of the climate movement, this would look like a reduction in greenhouse gas emissions, either through direct effects on policy, or indirect effects on policy or individual behaviour via increased public awareness and support for the issue.

	Highly ineffective	Somewhat ineffective	No overall effect	Somewhat effective	Highly effective
Low awareness, low public support (e.g. the farmed animal advocacy movement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low awareness, high public support (e.g. traffic safety)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High awareness, low public support (e.g. anti-vaccination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High awareness, high public support (e.g. climate change)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. (Optional) If you would like to, please add any comments to expand on your responses about disruptive tactics in the context of different levels of public support and awareness.

Expert survey on social movements and protest

Protest impacts in your country

15. In which country are you mainly based?

16. How would you rate the legitimacy of protest in your country?

- Not at all legitimate
- Somewhat legitimate
- Moderately legitimate
- Quite legitimate
- Completely legitimate

17. Are protests becoming more or less visible in your country compared to the past?

- Becoming much less visible
- Somewhat less visible
- About the same
- Somewhat more visible
- Becoming much more visible

18. (Optional) In your view and in your country (or one you are familiar with), what has been the most successful social movement in the last 20 years? On what basis do you consider it to be successful and to what do you attribute its success?

Expert survey on social movements and protest

The climate movement

The next set of questions specifically concern the climate movements in Western Europe and the US that have been active over the last decade. In all cases, we are assuming that actions are non-violent.

19. Given your knowledge of the climate movement, we would like your views on the overall effectiveness of different climate protest tactics. By overall effectiveness, we mean a wide range of possible outcomes, including increased media coverage, shifting public opinion, policy change, movement building etc. Assuming all are non-violent and are similar in other respects (e.g. same number of participants), how effective do you think the following tactics are likely to be?

	Highly counterproductive	Somewhat counterproductive	No overall effect	Somewhat effective	Highly effective
Targeting the public (e.g. blocking roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the fossil fuel industry (e.g. blockades at oil refineries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the government (e.g., government department for climate change)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting less related venues (e.g. art galleries or sporting events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. We are now going to ask your views about nonviolent, **non-disruptive** climate actions (such as a legal protest march). What overall effect do you think **non-disruptive protests** are likely to have on the following outcomes, in relation to the goals of the activists?

	Strongly negative	Somewhat negative	No overall effect	Somewhat positive	Strongly positive
Government policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support from influential individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement-building (e.g. growing the number of people interested in joining the movement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher salience in public discourse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's behaviour and choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. We are now going to ask your views about nonviolent, **disruptive** climate actions. By **disruptive** we mean actions which, though non-violent, might cause inconvenience to the public or to others (such as a roadblock that disrupts traffic). What overall effect do you think **disruptive protests** are likely to have on the following outcomes, in relation to the goals of the activists?

	Strongly negative	Somewhat negative	No overall effect	Somewhat positive	Strongly positive
Government policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support from influential individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement-building (e.g. growing the number of people interested in joining the movement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher salience in public discourse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's behaviour and choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Some disruptive protests have a clear '**action logic**' whereby the reason and goals of the protest is obvious (e.g. climate activists targeting fossil fuel companies). Others have less clear logic (e.g., climate activists throwing soup at paintings). This question concerns your agreement with various statements on the action logic of **disruptive** protests.

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
Protests with strong action logic are likely to have overall positive outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protests with no clear logic are likely to have overall positive outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substantial media coverage for a logical protest (e.g. blockading oil depots) is likely to be beneficial for the issue of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substantial media coverage for an illogical protest (e.g. disrupting art galleries) is likely to be beneficial for the issue of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protests with strong logic are likely to be more effective in achieving the goals of the activists than protests with no logic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. We are now going to ask your views on some **potential negative consequences** which can arise from **climate protests**. By a 'backfire effect' we mean an **overall** negative consequence such as a reduction in public support or lower chance of policy implementation. By 'polarisation' we mean an increase in highly contrasting opinions on a cause.

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
Non-disruptive climate protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disruptive climate protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Violent climate protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polarisation of climate change as an issue is likely to hinder the progress of the climate movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polarisation of climate change is unavoidable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Please add any comments to expand on your responses about the use of different tactics within the climate movement (Optional)

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Final question on advice to protest movement organisers

25. What is the single most important piece of advice you would give to organisers of protest movements?

Expert survey on social movements and protest

Participant questions

These questions are about your background and research, to better understand the participants of this survey.

26. What is your primary discipline of study?

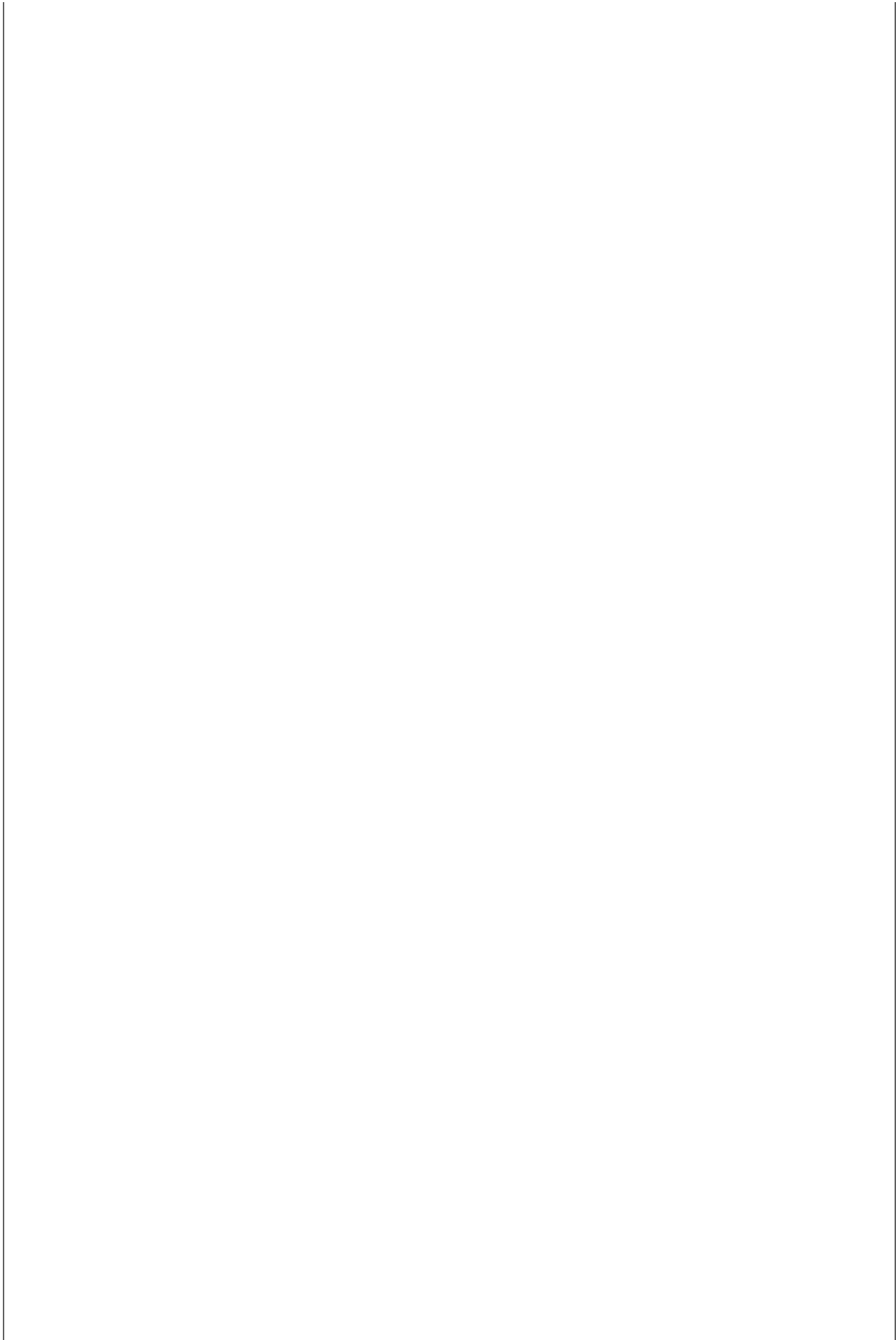
- Political science
- Psychology
- Sociology
- Communicaitons
- Other (please specify)

27. What is your current academic position?

- PhD candidate
- Postdoctoral researcher
- Research associate, lecturer, fellow (or equivalent)
- Associate or assistant professor (or equivalent)
- Professor (or higher title of special distinction)
- Other (please specify)

28. Below we name different aspects of social movements and protest that can be studied. Tick as many as apply to your current publication record

- Movement mobilization, recruitment and participation
- Movement emergence
- Movement impacts (media, public opinion, politics, et.c)
- Movement strategies (e.g. nonviolence vs violence)
- Protest impacts (media, public opinion, policy, etc.)
- Other (please specify)



Expert survey on social movements and protest

Animal advocacy protests

The next set of questions concerns the current animal advocacy movement in Western Europe and the US, which seeks to reduce meat consumption and improve animal welfare.

For context, this issue has much lower salience than climate (e.g. it is not considered in the top 20 issues facing the UK public) and also lower support (e.g. 37.1% of the Swiss electorate voted to ban factory farming; this is likely higher than many countries). We appreciate you might not have expertise in this issue, but we ask you to try to make judgments based on the above context, similarities and dissimilarities with the climate movement, and your own knowledge.

35. We would like your views on the overall effectiveness of different targets for animal advocacy protests. By overall effectiveness, we mean a wide range of possible outcomes including increased media coverage, shifting public opinion, policy change, movement building etc. Assuming all are nonviolent and are similar in other respects (e.g. same number of participants), how effective do you think the following tactics are?

	Highly counterproductive	Somewhat counterproductive	No clear effect	Somewhat effective	Highly effective
Targeting the public (e.g. blocking roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the animal agriculture industry (e.g. blockades at meat distribution plants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the government (e.g., government department for agriculture)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting less related venues (e.g. art galleries or sporting events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. We are now going to ask your views about nonviolent, non-disruptive animal advocacy actions (such as a legal protest march). What overall effect do you think **non-disruptive protests** are likely to have on the following outcomes, in relation to the goals of the activists?

	Strongly negative	Somewhat negative	No overall effect	Somewhat positive	Strongly positive
Government policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support from influential individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement-building (e.g. growing the number of people interested in joining the movement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher salience in public discourse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's behaviour and choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. We are now going to ask your views about nonviolent, **disruptive** animal advocacy protests. By **disruptive** we mean actions which, though non-violent, might cause inconvenience to the public or to others (such as a roadblock that disrupts traffic). What overall effect do you think **disruptive protests** are likely to have on the following outcomes, in relation to the goals of the activists?

	Strongly negative	Somewhat negative	No overall effect	Somewhat positive	Strongly positive
Government policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive media coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support from influential individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement-building (e.g. growing the number of people interested in joining the movement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher salience in public discourse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's behaviour and choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Some disruptive protests have a clear '**action logic**' (e.g., animal activists targeting industrial meat producers). Others have less clear logic (e.g., animal activists targeting football games). This question concerns your views on the **action logic of disruptive protests**.

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
Protests with strong action logic are likely to have overall positive outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protests with no clear logic are likely to have overall positive outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substantial media coverage for a logical protest (e.g. blockading meat distribution facilities) is likely to be beneficial for the issue of animal advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substantial media coverage for an illogical protest (e.g. disrupting football games) is likely to be beneficial for the issue of animal advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protests with strong logic are likely to be more effective in achieving the goals of the activists than protests with no logic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. We are now going to ask your views on some **potential negative consequences** which can arise from **animal advocacy protests**. By a 'backfire effect' we mean an **overall negative** consequence e.g. a reduction in public support or lower chance of policy implementation. By 'polarisation' we mean an increase in highly contrasting opinions on a cause.

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
Non-disruptive animal advocacy protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disruptive animal advocacy protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Violent animal advocacy protests cause a backfire effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polarisation of animal rights or animal welfare is likely to hinder the progress of the animal advocacy movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polarisation on animal advocacy is unavoidable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. Please add any comments to expand on your responses about the use of different tactics within the animal advocacy movement (Optional)