Supplementary materials for Afonso et al. *Does Lack of Knowledge Lead to Misperceptions? Disentangling the Factors Modulating Public Knowledge About and Perceptions Towards Sharks*

This document contains:

- 2 supplementary tables
- 34 supplementary figures

Supplementary table 1. Self-administered questionnaire used to examine public knowledge about and perception towards sharks among the resident and transient population of Recife and Fernando de Noronha, Brazil. An alphanumeric code is ascribed to each question to ease cross-referencing. Question categories (Cat) included demographic/socioeconomic (D), knowledge (K), perception (P), affinity for nature (A) feelings/prejudice towards sharks (F), specific knowledge about sharks (S), and economic level (E). Types of questions included straightforward Direct questions, Likert questions, Multiple choice single answer (MCSA) and multiple answer (MCMA) questions, and Free text questions. Weight (Lw) of Likert questions and the universe of possible responses are also informed. Responses to Likert questions follow an ordinal scale from 1 (Total disagreement) through 5 (Total agreement), with 3 corresponding to a neutral response.

Question/assertion	Code	Cat	Type	Lw	Responses
Sex	A	D	Direct		Male/Female
Age	B	D	Direct		Number of years
State of residence	C	D	Direct		Name of a Brazilian state
Education level	D	D	Direct		Elementary/High/Superior
Profession	E	D	Direct		Free text
Sharks are fish.	F	K	Likert	3	1 to 5
Sharks exist for millions of years and emerged before the dinosaurs.	G	K	Likert	1	1 to 5
Sharks grow and reproduce quickly in balanced environments.	H	K	Likert[a]	1	1 to 5
Some sharks must swim constantly in order to breathe.	I	K	Likert	1	1 to 5
Sharks are essential to keep marine ecosystems healthy and balanced.	J	K	Likert	2	1 to 5
Several shark populations are threatened by overfishing and environmental degradation.	K	K	Likert	3	1 to 5
Most shark species inhabit shallow coastal waters.	L	K	Likert[a]	2	1 to 5
The removal of shark fins and subsequent discard of the carcass in fisheries – i.e. finning – produces serious ecological damage.	M	K	Likert	2	1 to 5
In the western world, including Brazil, shark meat is not consumed as a food source.	N	K	Likert[a]	3	1 to 5

Sharks are among the marine animals which better resist to the impacts of human activities.	O	K	Likert[a]	2	1 to 5
Fernando de Noronha has great abundance of sharks and is a nursery and mating area for some species.	P	K	Likert	2	1 to 5
Most shark species are potentially aggressive.	Q	P	Likert[a]	2	1 to 5
Some sharks may acquire taste for human flesh and become persistently hazardous to people.	R	P	Likert[a]	3	1 to 5
The "cação" is a shark.[b]	S	K	Likert	3	1 to 5
Sharks feed on everything and do not distinguish between prey.	T	P	Likert[a]	2	1 to 5
Shark attacks on people result from an increase in shark abundance.	U	P	Likert[a]	1	1 to 5
Increasing the number of marine reserves is required to protect shark populations.	V	P	Likert	2	1 to 5
The touristic value of a live shark is lower than the value of a fished shark.	W	P	Likert[a]	2	1 to 5
The best strategy to mitigate shark hazard is to cull sharks in order to reduce their local abundance.	X	P	Likert[a]	3	1 to 5
How often do you go to the beach or sea?	Y	A	MCSA		Daily/Weekly/Monthly/Annually/Rarely
How often do you visit public aquaria?	Z	A	MCSA		Frequently/Rarely/Never
How often do you watch wildlife documentaries?	A1	A	MCSA		Frequently/Occasionally/Rarely/Never
How often do you practice free or scuba diving?	B1	A	MCSA		Frequently/Occasionally/Rarely/Never
Have you ever seen a live shark in its natural environment?	C1	A	MCSA		Yes/No
If yes, what feelings did you experience?	D1	F	MCMA		Fear/Curiosity/Unconfort/Joy/Admiration/Indifference/Repulse/Threat/Other
Would you like to see live sharks in their natural environment?	E1	F	MCSA		Yes/No

Do you consider cage diving is essential to provide adequate comfort and safety to underwater shark watchers?	F1	F	MCSA	Yes/No/Depending on species
Which activity do you consider to be more stimulating in Noronha?	G1	F	MCSA	Beach/Hiking/Free diving/Scuba diving/Surf/Sport fishing/Boating/Bars & Disco/Other
Has the proximity to free-ranging wildlife had any influence in your decision to live in Noronha?	H1	F	MCSA	Yes, it was the main reason/Yes, but not exclusively/No, but it is a plus/It didn't have any influence/I am a native
In your opinion, which is the most emblematic animal from Noronha?	I1	F	MCSA	Dolphin/Sea turtle/Shark/Ray/Tegu lizard/Frigate/No opinion/Other
Write the first 3 words that come to your mind when you think about sharks.	J1	F	Free	3 possible free-text entries
Have you ever donated to an environmental institution or project?	K1	A	MCSA	Yes/Thought about it but had no chance yet/No, but I would be open to that possibility/I would donate only if I get something in return/No, and not intend to
On average, how many shark attacks occur worldwide per year?	L1	S	MCSA	1-10/10-100/100-500/500-1000/>1000
How many different shark species currently exist?	M1	S	MCSA	5/10/50/75/100/250/500/750/1000/2500/5000
How many metric tons of sharks are harvested per year worldwide?	N1	S	MCSA	5/50/100/500/1000/5000/50000/>500000
How would you describe Steven Spielberg's movie "Jaws"?	O1	F	MCSA	Never watched it/Very realistic and frightening, changed my way to see the ocean/Genius, I wonder how they trained the shark to do that/Too much fantasy, I doubt any shark would behave like that/Very convincing but perhaps a bit exaggerated.
Have you ever eaten shark meat?	P1	F	MCSA	No/Not that I am aware of/Yes/I eat occasionally/I eat regularly

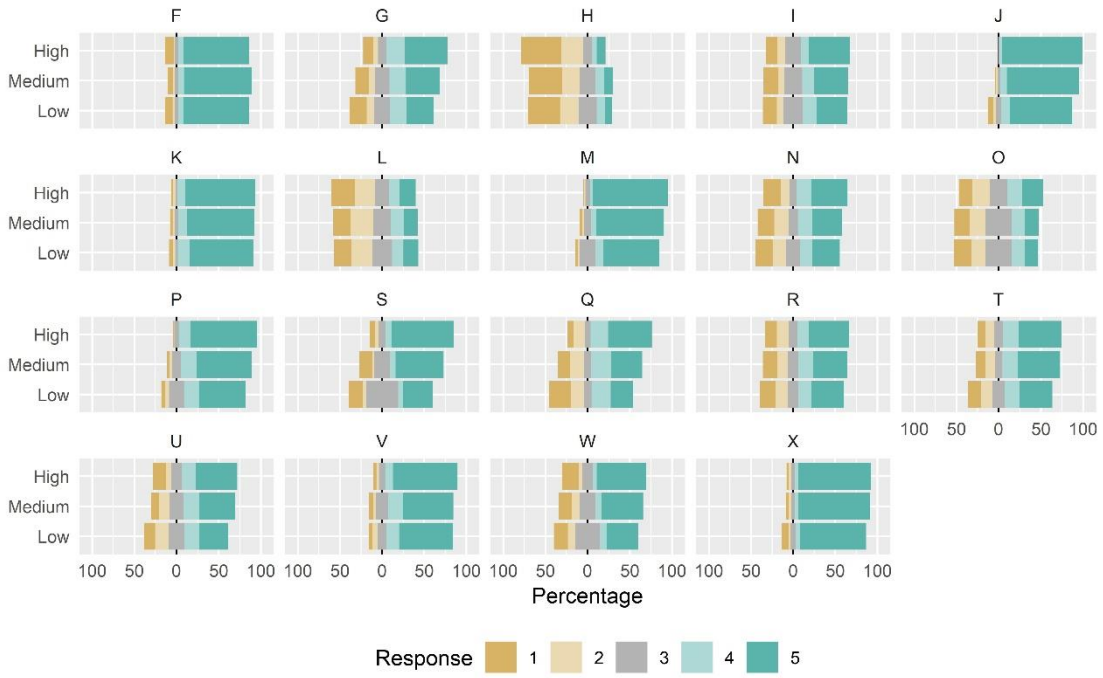
Would you purchase a shark-related object as a vacation souvenir?	Q1	F	MCSA	No/Yes/Depending on the object
How much money would you be willing to spend on an activity involving live sharks?[c]	R1	E	MCSA	>3000/1000-3000/500-1000/250-500/100-250/50-100/None
How many days will you be staying in Noronha?[c]	S1	E	MCSA	1-3/4-6/7-10/11-14/>14
How many times did you travel to Noronha?[c]	T1	E	MCSA	1/2-3/4-5/6-10/>10
How much money have you planned spending per person?[c]	U1	E	MCSA	>5000/3000-5000/2000-3000/1000-2000/<1000
What is the average investment per person and per trip on recreational activities only?[c]	V1	E	MCSA	>2000/1500-2000/1000-1500/500-1000/250-500/<250

[a]Reversed Likert questions, where "1" is the most favorable answer
[b]"Cação" is a common, mainly culinary term for a small-sized shark
[c]These questions were posed exclusively to Fernando de Noronha's tourists

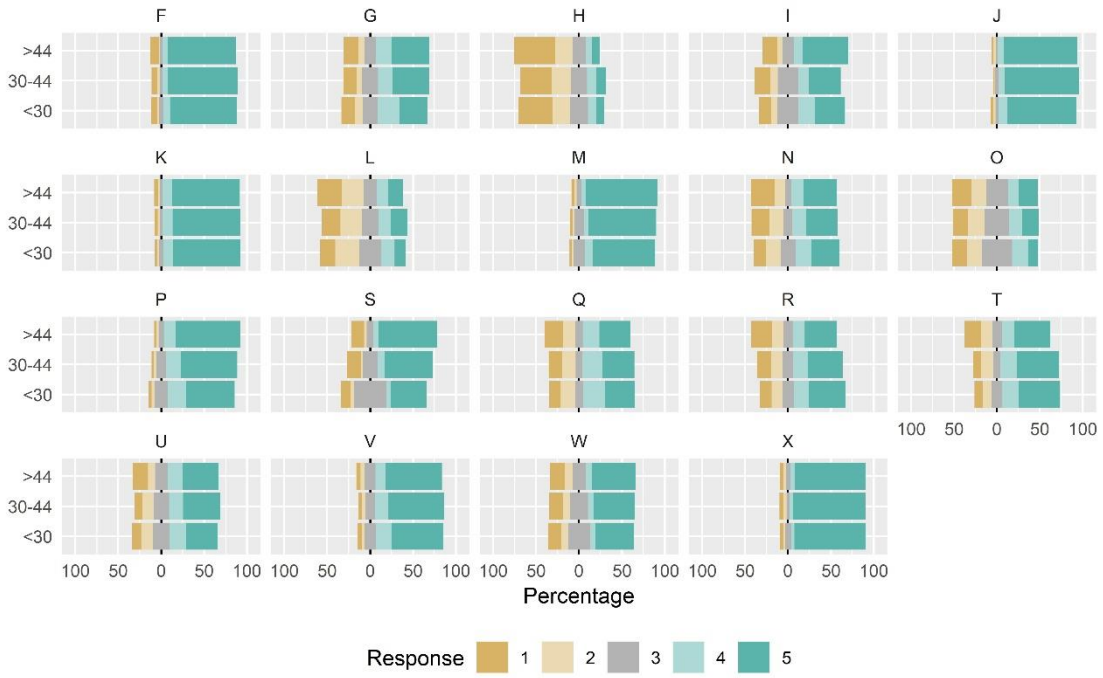
Supplementary table 2. Pearson's Chi-2 test and Fisher's test results applied to data collected in treatment REC for comparing respondents residing in Recife with respondents residing elsewhere. Statistically significant relationships between factors are highlighted in bold.

Factor 1	Factor 2	df	Chi2	p-Chi2	p-Fisher
Residence area	Afinity for nature	2	0.6315	0.729	0.780
Residence area	Age	2	4.7698	0.092	0.097
Residence area	**Education level**	**2**	**6.8141**	**0.033**	**0.023**
Residence area	Prejudice	2	0.1967	0.906	0.976
Residence area	Sex*	1	0.3470	0.556	0.488
Residence area	Specific knowledge	2	2.4192	0.298	0.324

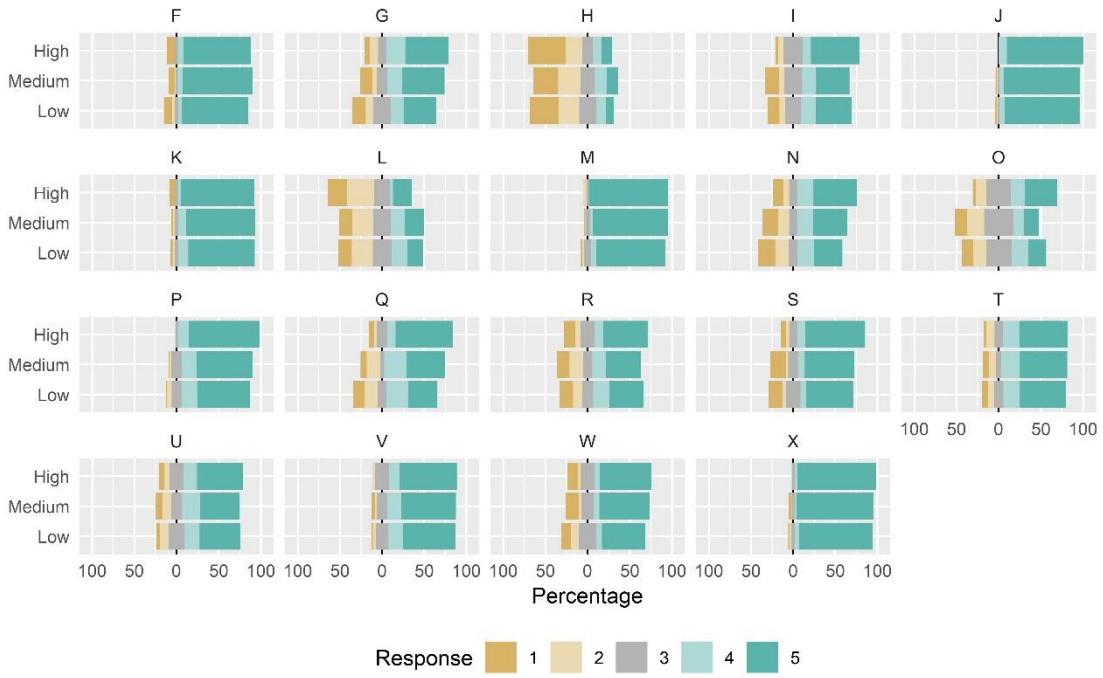
*Pearson's test conducted with Yate's continuity correction



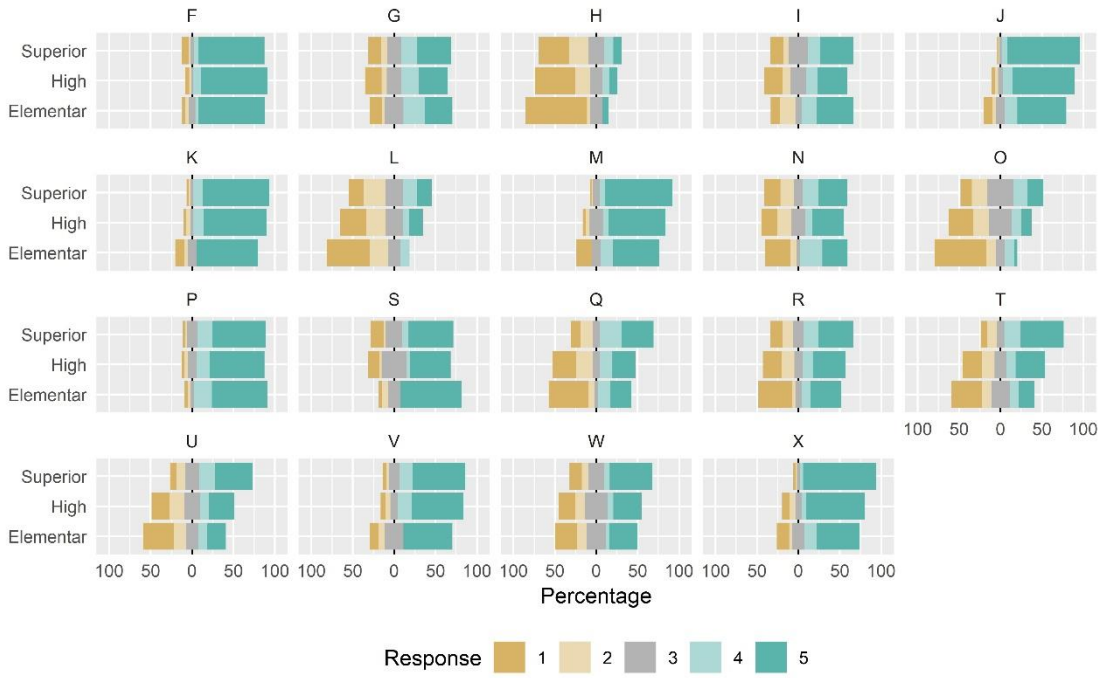
Supplementary figure 1. Distribution of responses to a 5-level Likert question survey across three levels of respondent's affinity for nature (i.e. low, medium, and high). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



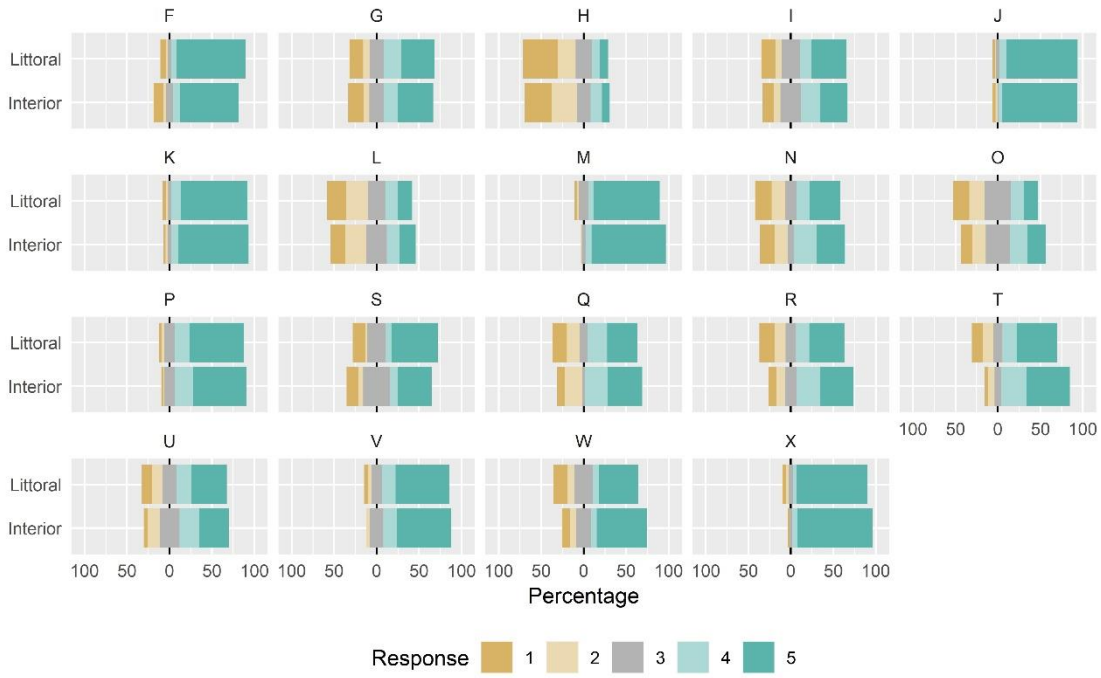
Supplementary figure 2. Distribution of responses to a 5-level Likert question survey across three age classes (i.e. < 30, 30-44, and > 44 years old). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



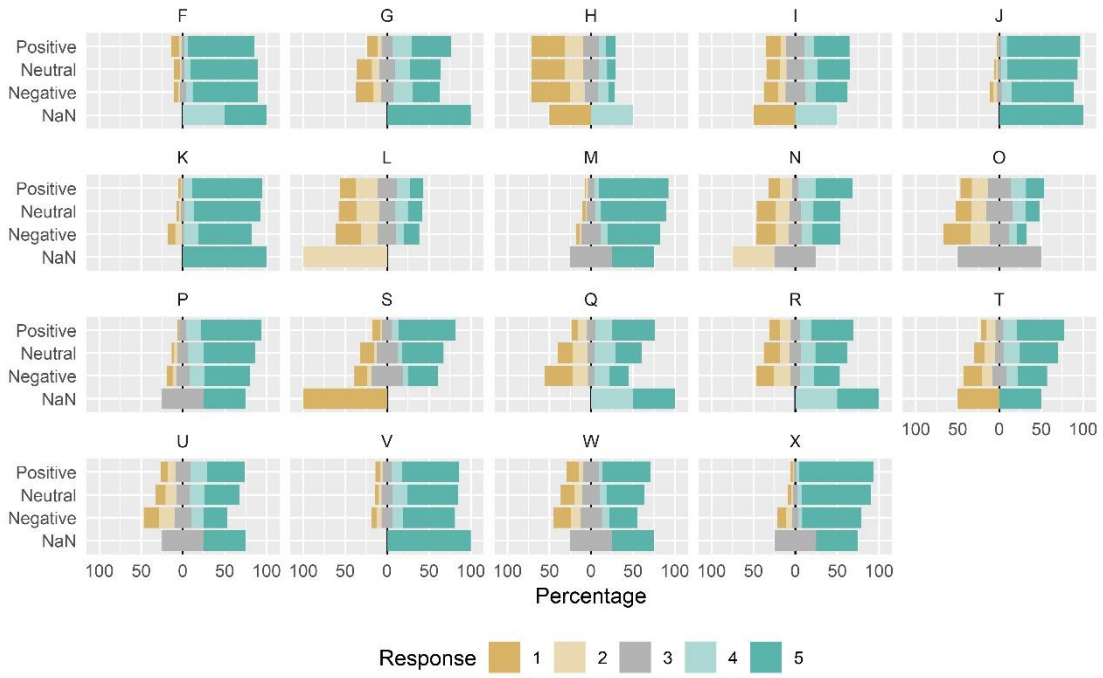
Supplementary figure 3. Distribution of responses to a 5-level Likert question survey across three levels of respondent's economic level (i.e. low, medium, and high). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



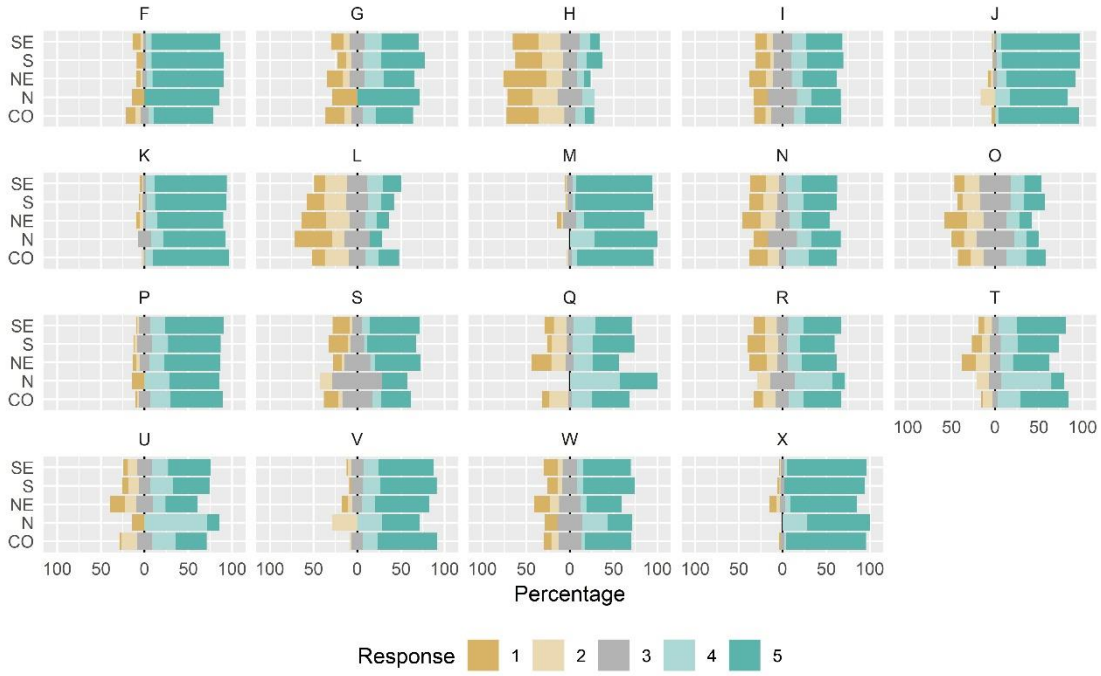
Supplementary figure 4. Distribution of responses to a 5-level Likert question survey across three education levels (i.e. elementary, high, and superior). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



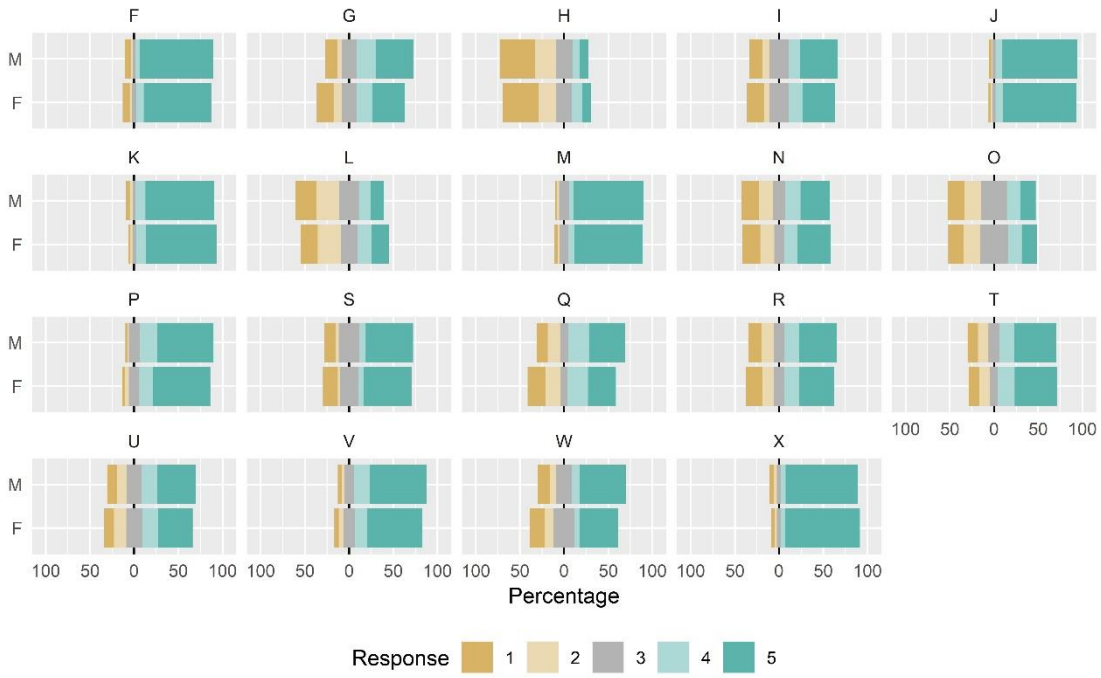
Supplementary figure 5. Distribution of responses to a 5-level Likert question survey in relation to the proximity of respondent's state of residence to the ocean (i.e. interior and littoral). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



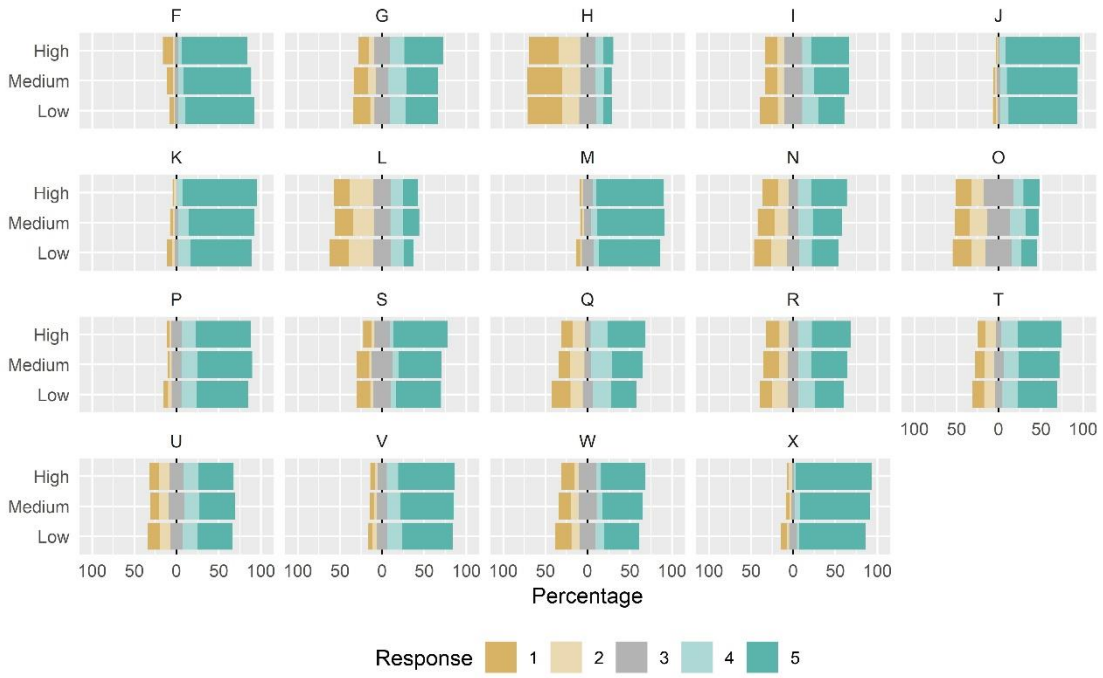
Supplementary figure 6. Distribution of responses to a 5-level Likert question survey across three levels of respondent's prejudice towards sharks (i.e. negative, neutral, and positive). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



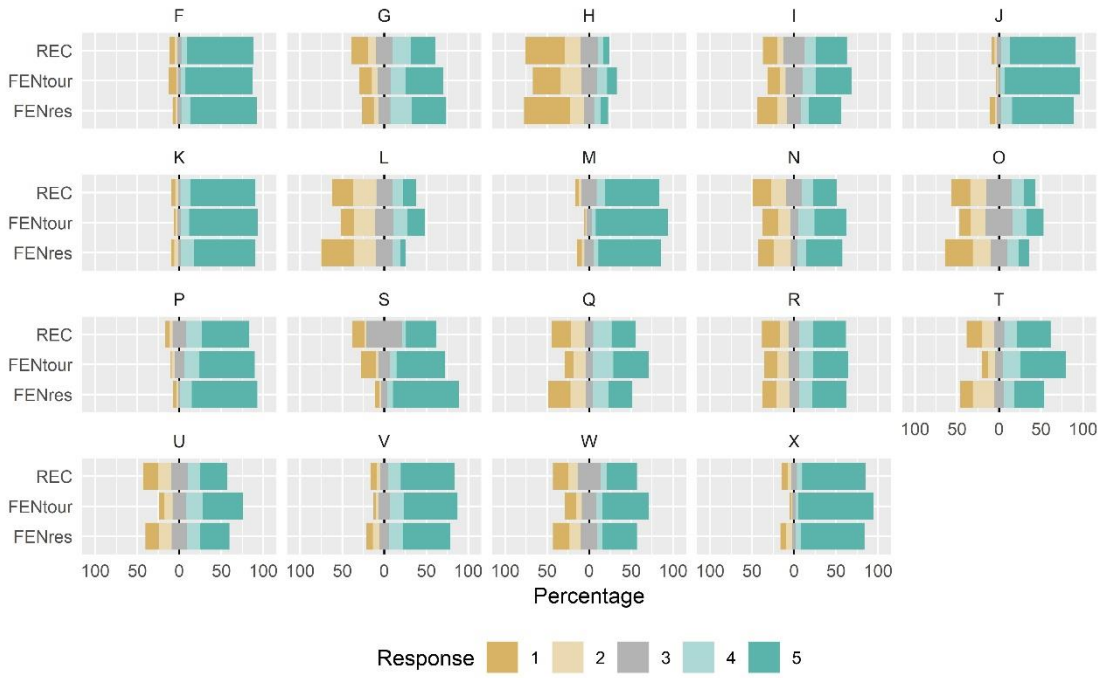
Supplementary figure 7. Distribution of responses to a 5-level Likert question survey in relation to respondent's Brazilian region of residence (i.e. northeast – NE, centerwest – CO, south – S, southeast – SE). Respondents from the North region were not included due to low sample size. Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



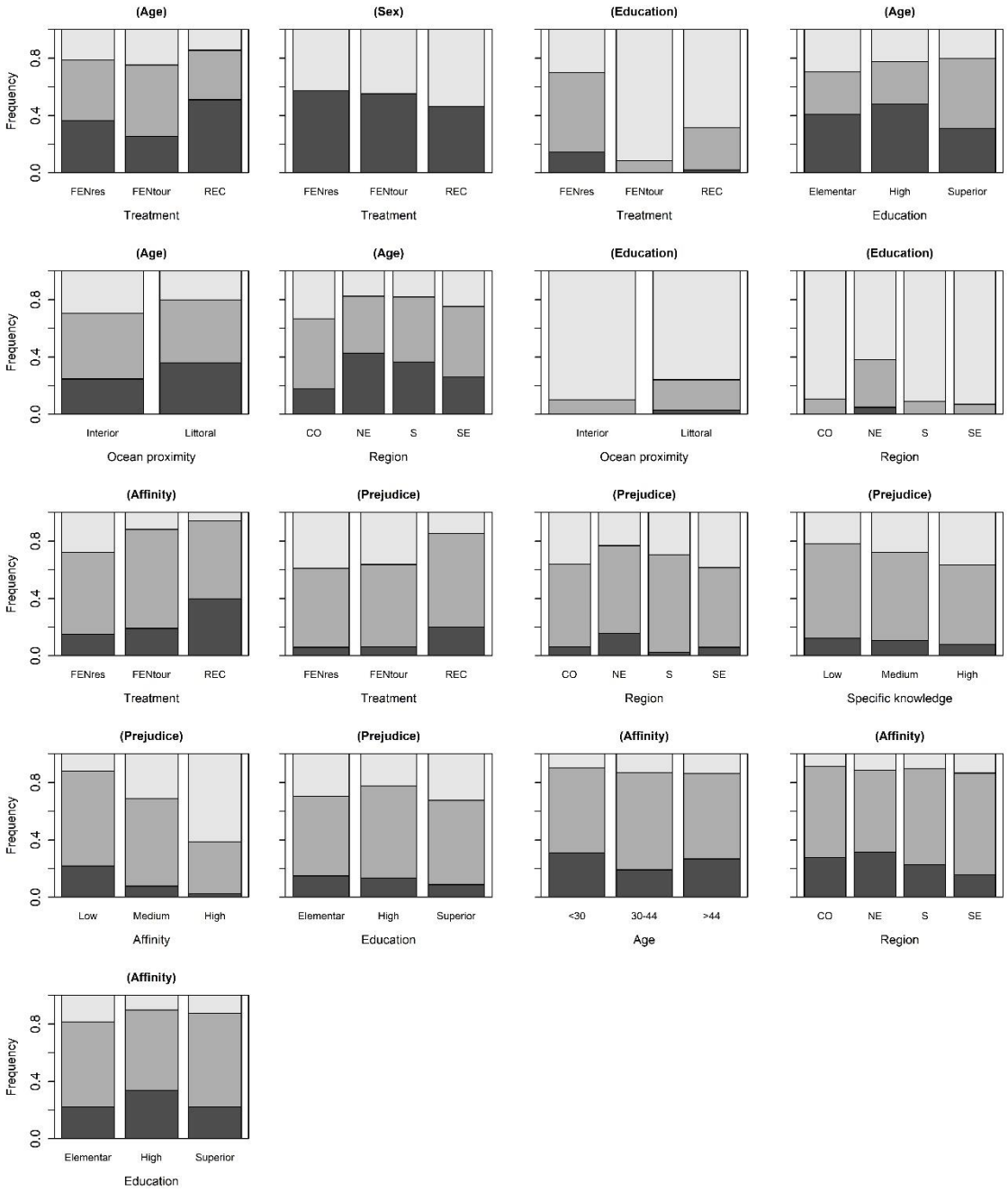
Supplementary figure 8. Distribution of responses to a 5-level Likert question survey in relation to respondent's sex (i.e. male and female). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



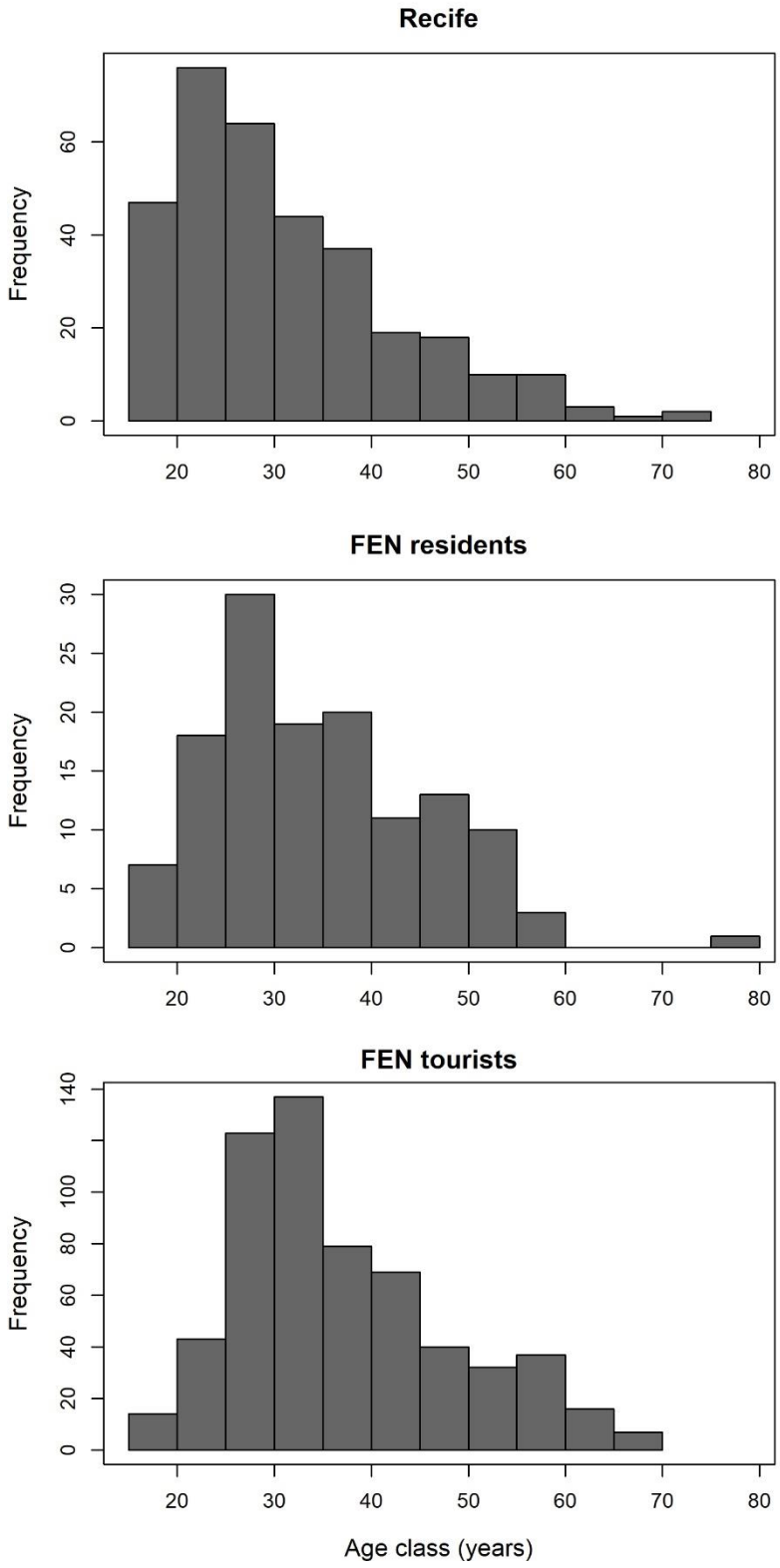
Supplementary figure 9. Distribution of responses to a 5-level Likert question survey across three levels of respondent's specific knowledge about sharks (i.e. low, medium, and high). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



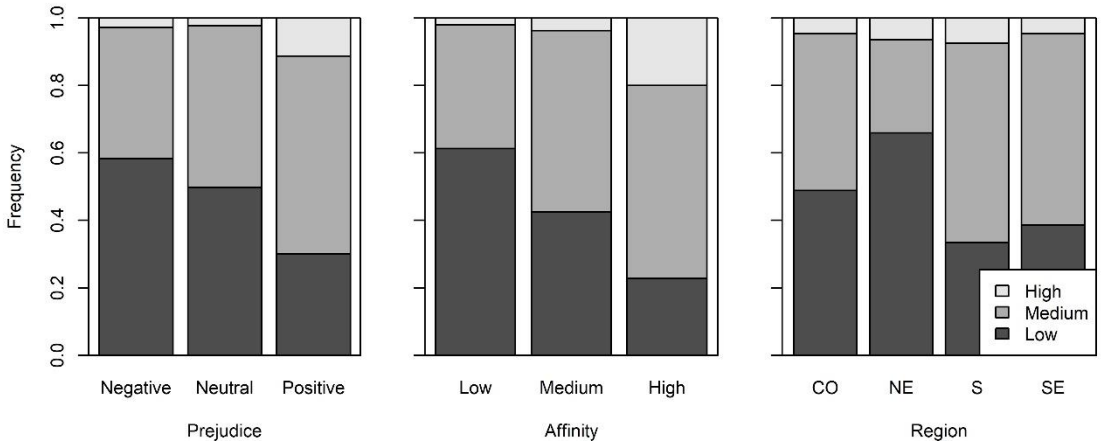
Supplementary figure 10. Distribution of responses to a 5-level Likert question survey across three sampling treatments (i.e. Recife – REC, tourists from Fernando de Noronha – FENtour, and residents from Fernando de Noronha – FENres). Questions F, G, H, I, J, K, L, M, N, O, P and S were used to assess knowledge whereas questions Q, R, T, U, V, W and X were used to assess perceptions. Response levels 1 and 2 (yellowish colors) correspond to total/partial disagreement, levels 5 and 4 (greenish colors) correspond to total/partial agreement, and level 3 (grey color) is neutral.



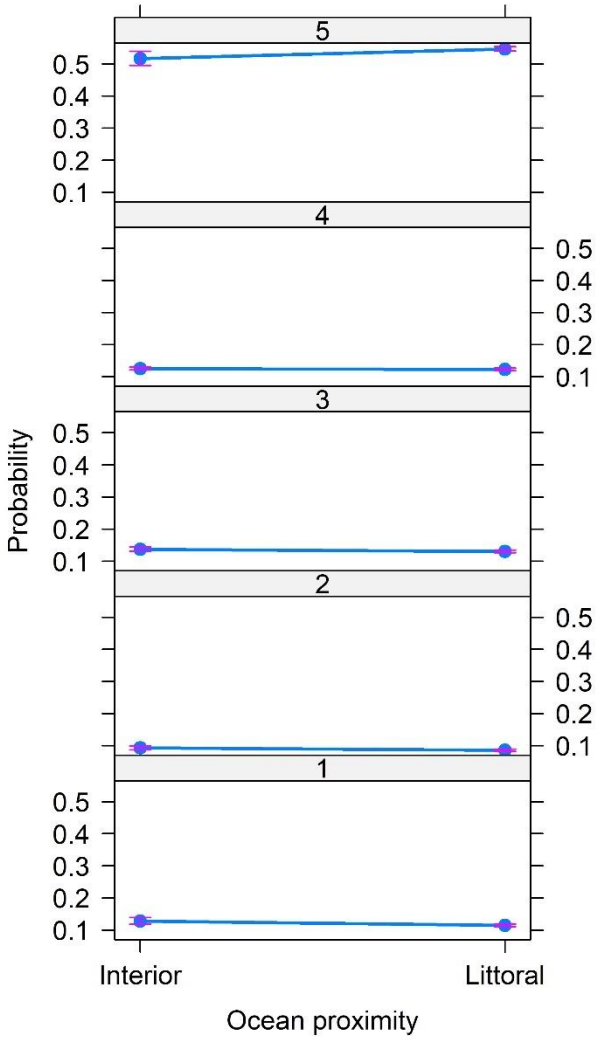
Supplementary figure 11. Pair-wise relative frequency distributions of statistically significantly ($p < 0.05$) interrelated variables. The variables represented by color gradients are informed within parenthesis above each panel. Color codes were arranged in such a way that the lowest, smallest or more negative levels correspond to darker tones and the highest, greatest or more positive levels correspond to lighter tones. As such, young and less-educated people are represented in dark grey whereas older and more-educated people are represented in light grey. Concerning sex, males were represented in light grey and females were represented in dark grey. Affinity for nature and prejudice towards sharks followed the same color scheme, with affinity levels (i.e. low, medium, and high) and prejudice levels (i.e. negative, neutral, and positive) being arranged from darker through lighter tones, respectively.



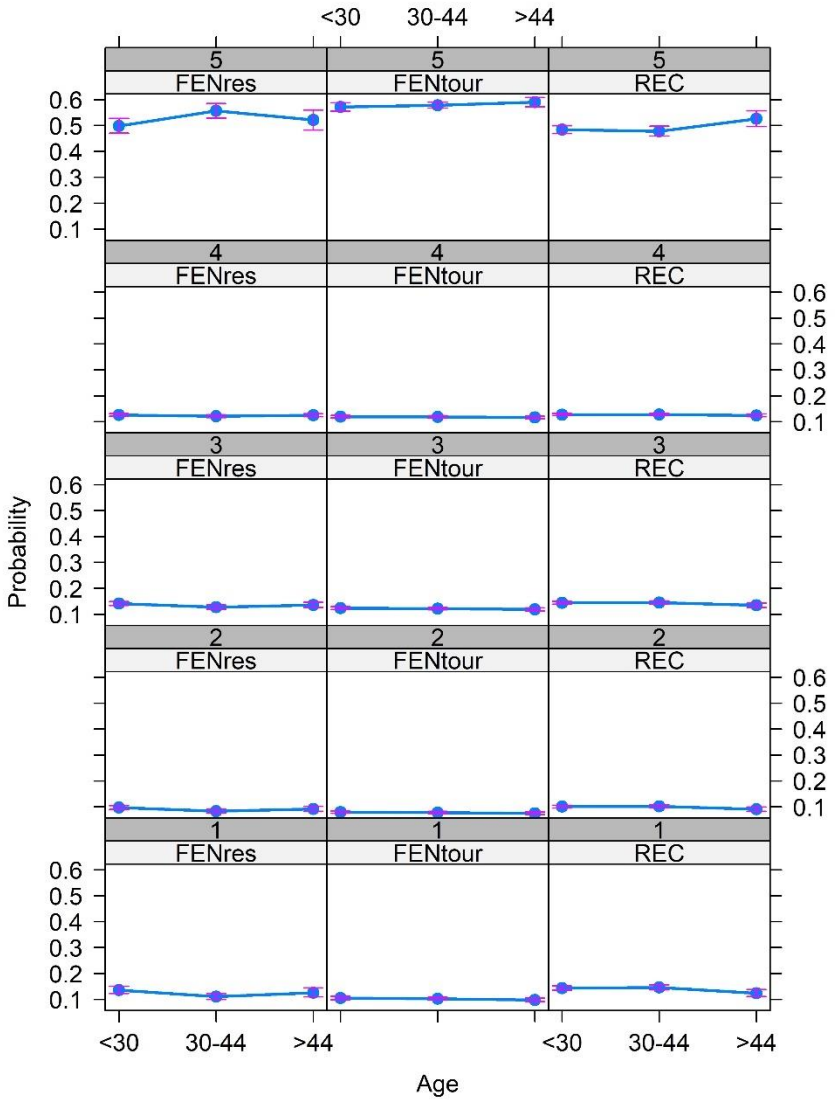
Supplementary figure 12. Frequency distribution histograms of respondent's age across three sampling treatments, i.e. Recife (top panel), residents from Fernando de Noronha (middle panel), and Fernando de Noronha's tourists (bottom panel).



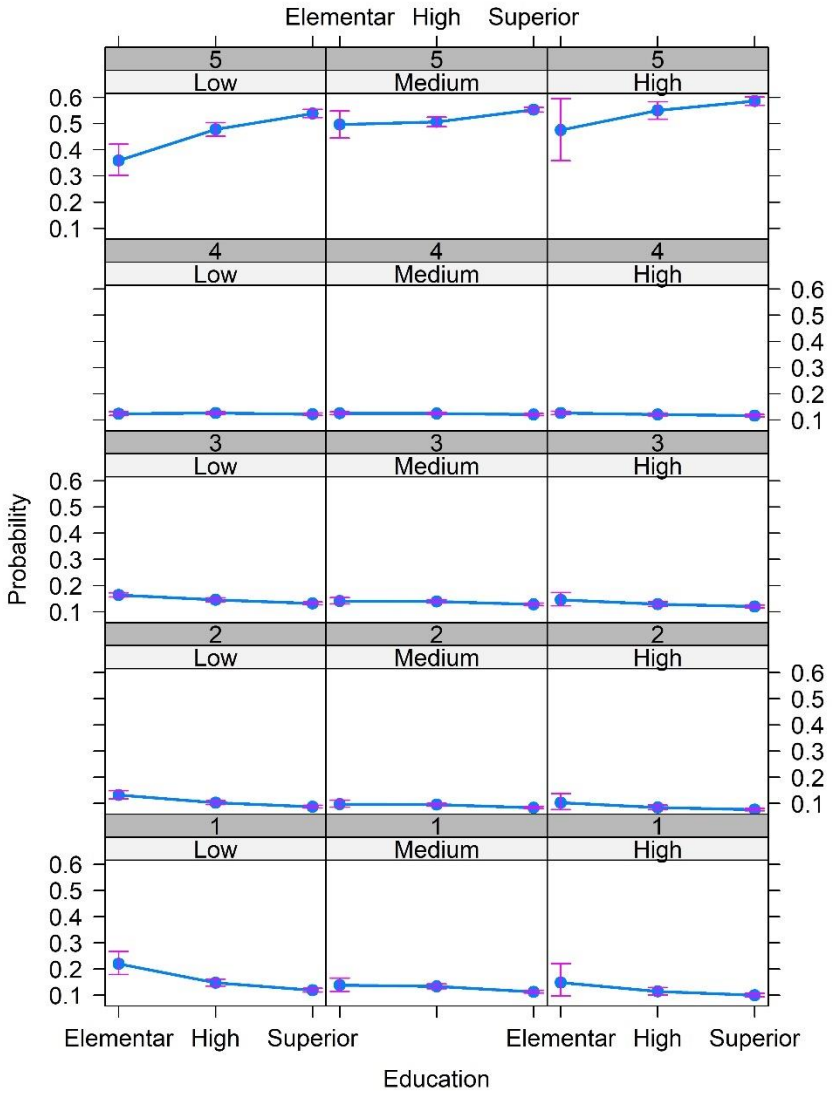
Supplementary figure 13. Relative frequency distributions of statistically-significantly ($p < 0.05$) interdependencies between the economic level (i.e. low, medium, and high) of Fernando de Noronha's tourists and prejudice towards sharks (left panel), affinity for nature (middle panel), and Brazilian region of residence (right panel).



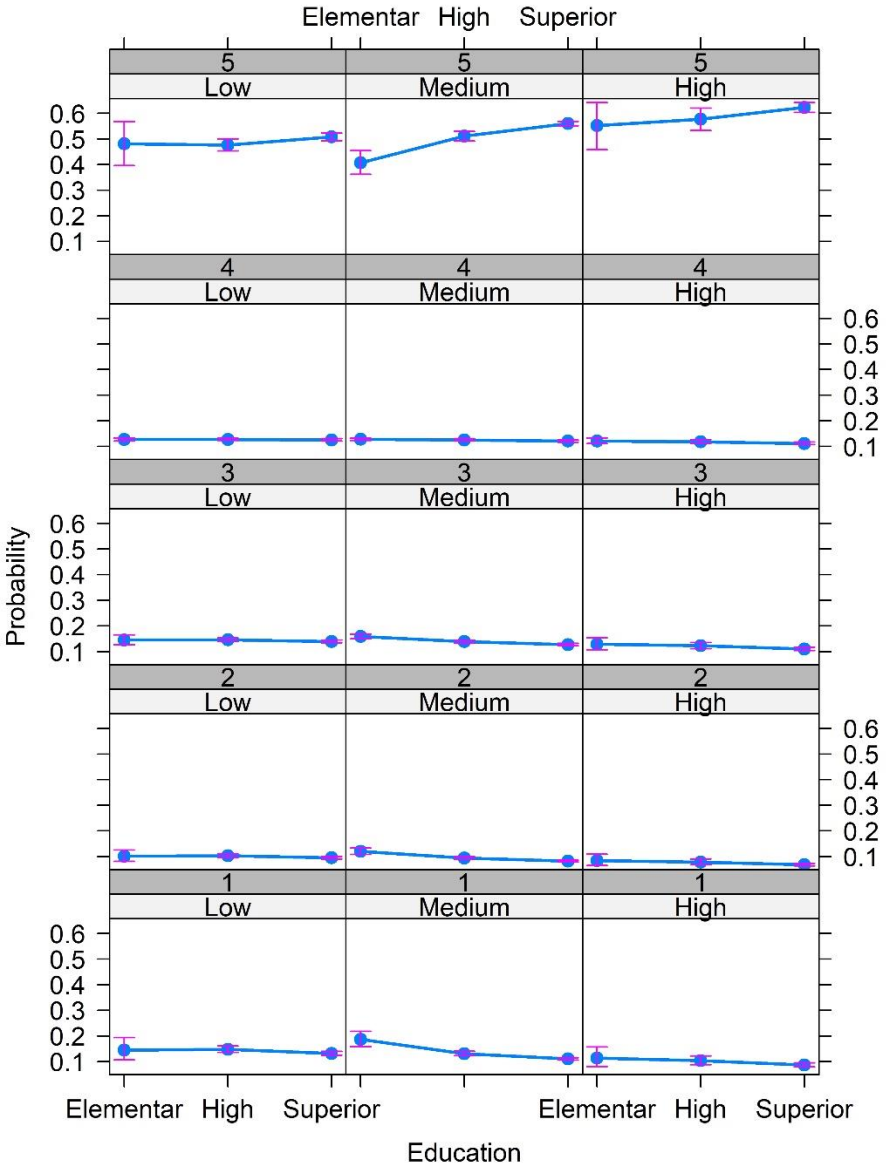
Supplementary figure 14. Effect of respondent's residence area relatively to the ocean on the variability in knowledge about sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options, and the five panels correspond to Likert options ordered in descending order from the top through the bottom panel. The complete model also included the interaction of sampling treatment with specific knowledge about sharks.



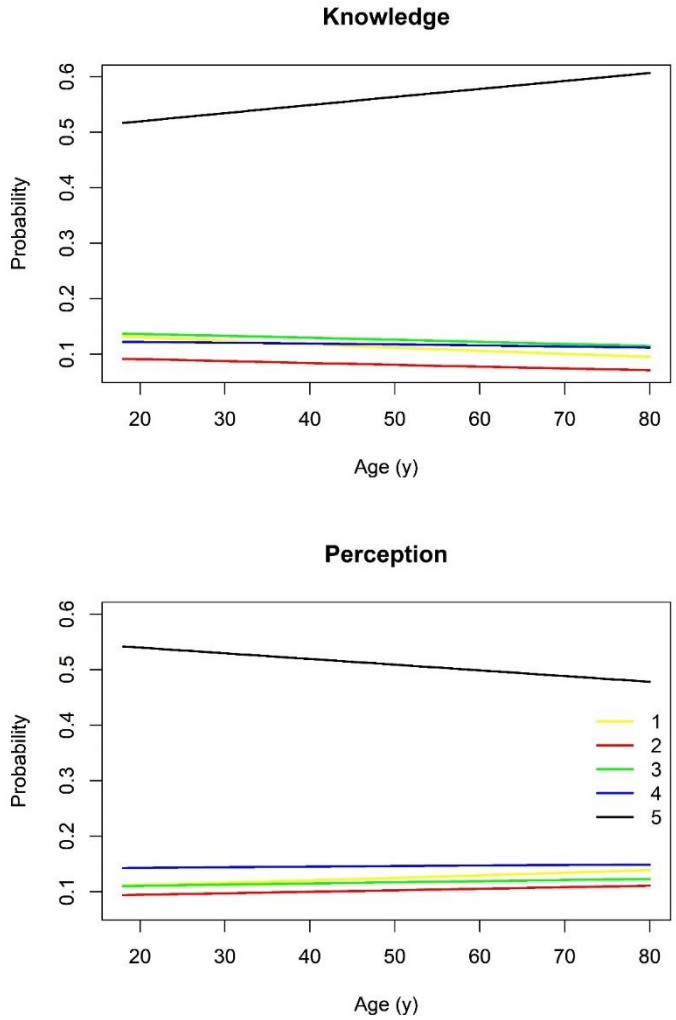
Supplementary figure 15. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with respondent's age class (i.e. <30, 30-44, and >44 years old) on the variability in knowledge about sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (FENres, FENtour and REC from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



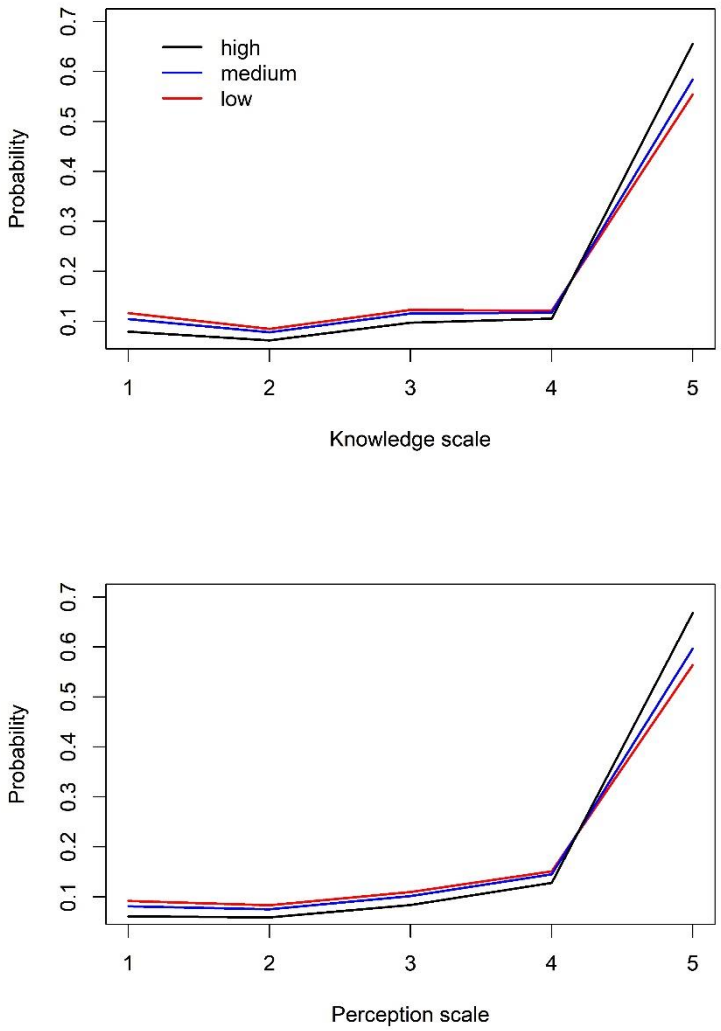
Supplementary figure 16. Effects of the interaction of specific knowledge about sharks (i.e. low, medium and high specific knowledge) with education level (i.e. elementary, high, and superior education) on the variability in knowledge about sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to levels in specific knowledge about sharks (low, medium and high from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



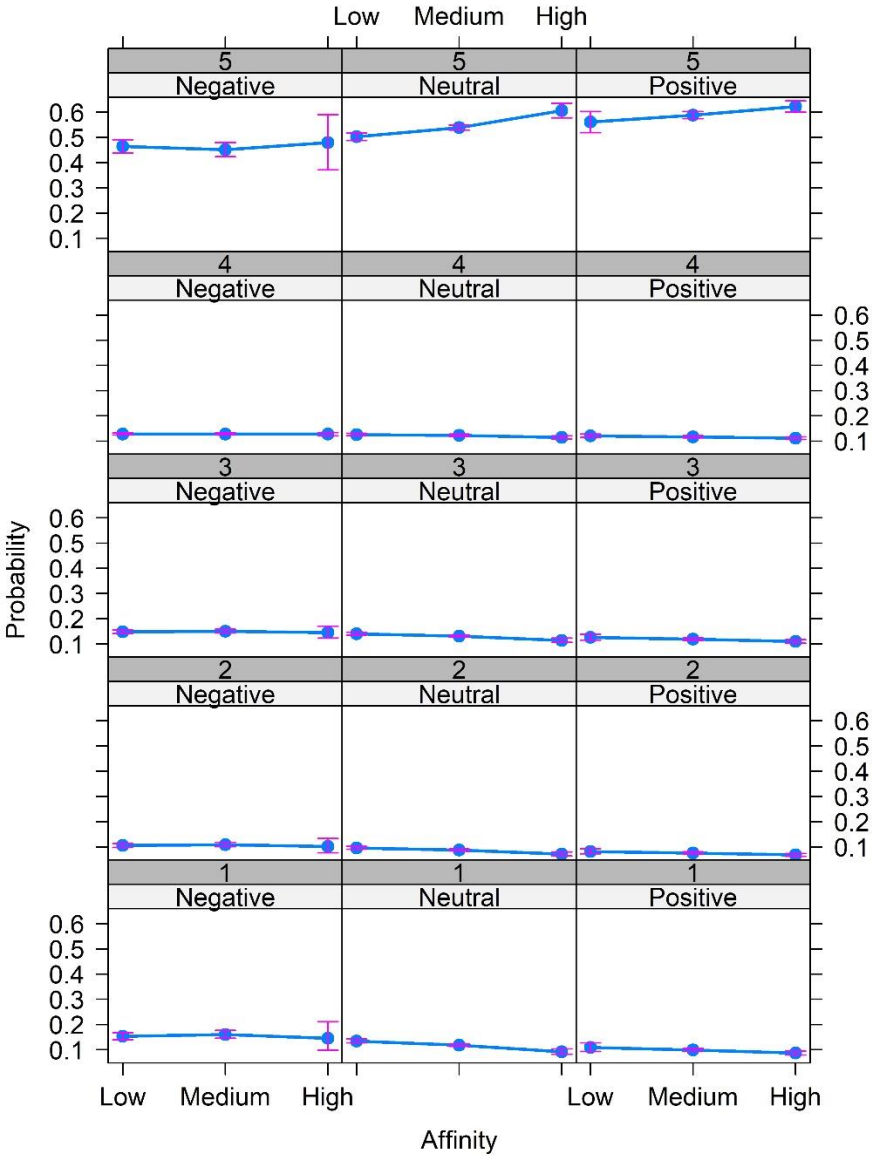
Supplementary figure 17. Effects of the interaction of affinity for nature (i.e. low, medium and high affinity) with education level (i.e. elementary, high, and superior education) on the variability in knowledge about sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to levels in affinity for nature (low, medium and high from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



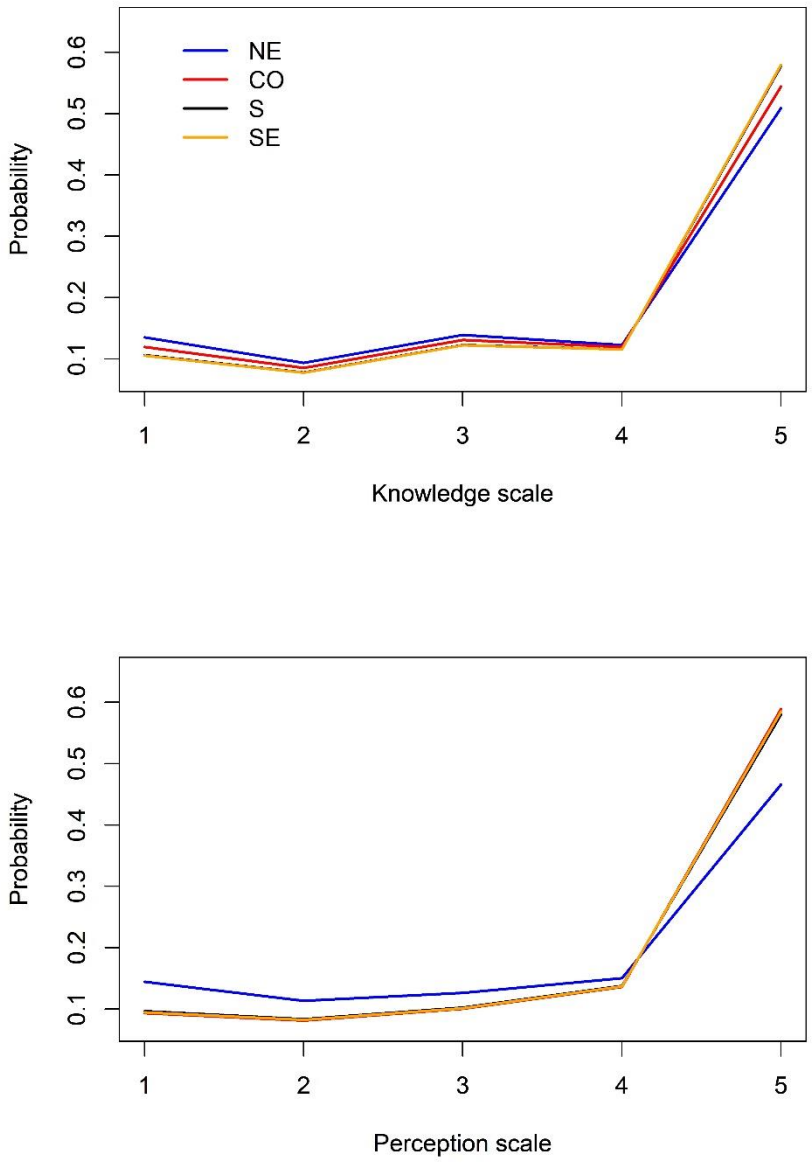
Supplementary figure 18. Probability distribution of age as a continuous variable across a 5-level Likert scale of knowledge about (top panel) and perceptions towards (bottom panel) sharks. The Likert scale spans from 1 (total disagreement) through 5 (total agreement), with 5 being the most positive/correct answer. Confidence intervals were not included for clarity sake.



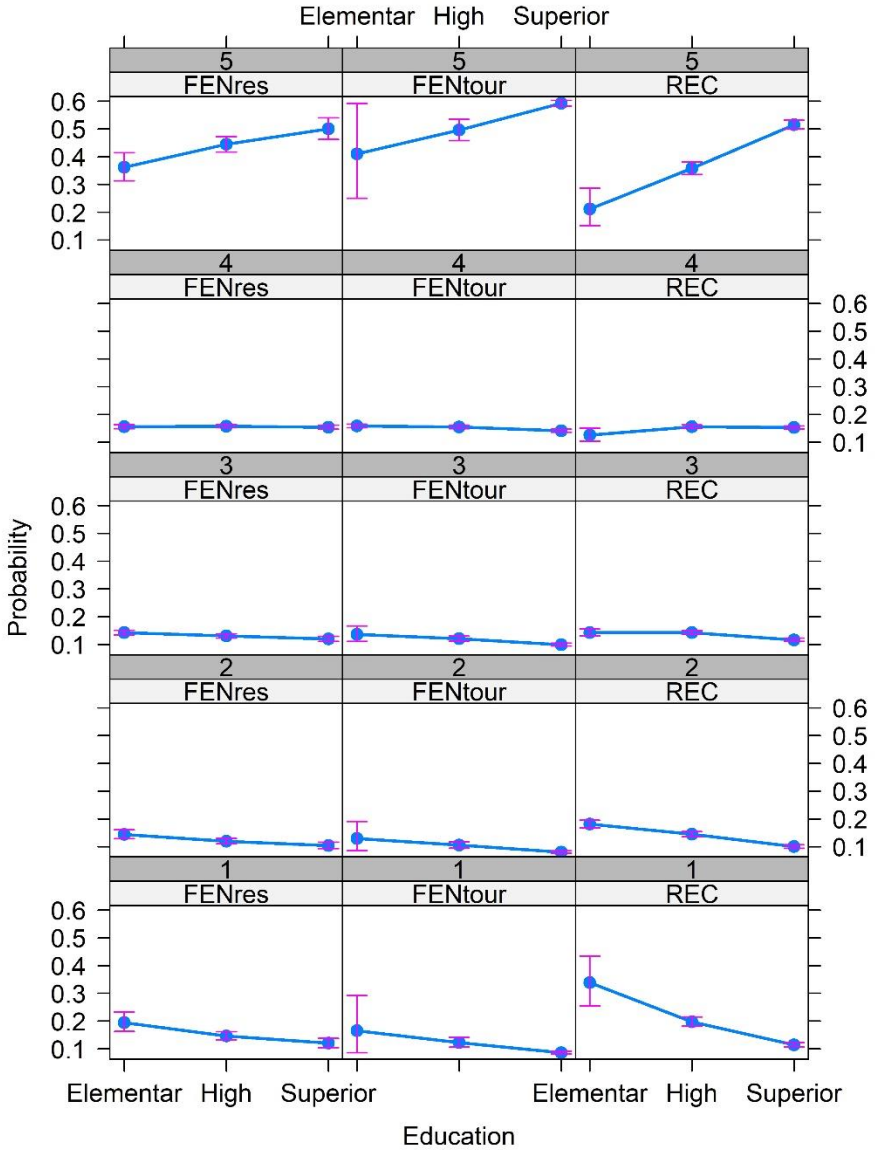
Supplementary figure 19. Probability distribution of a 5-level Likert scale of (upper panel) knowledge about sharks and (bottom panel) perceptions towards sharks across three classes of economic status (i.e. low, medium and high economic level), assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive/correct option. Confidence intervals were not included for clarity sake.



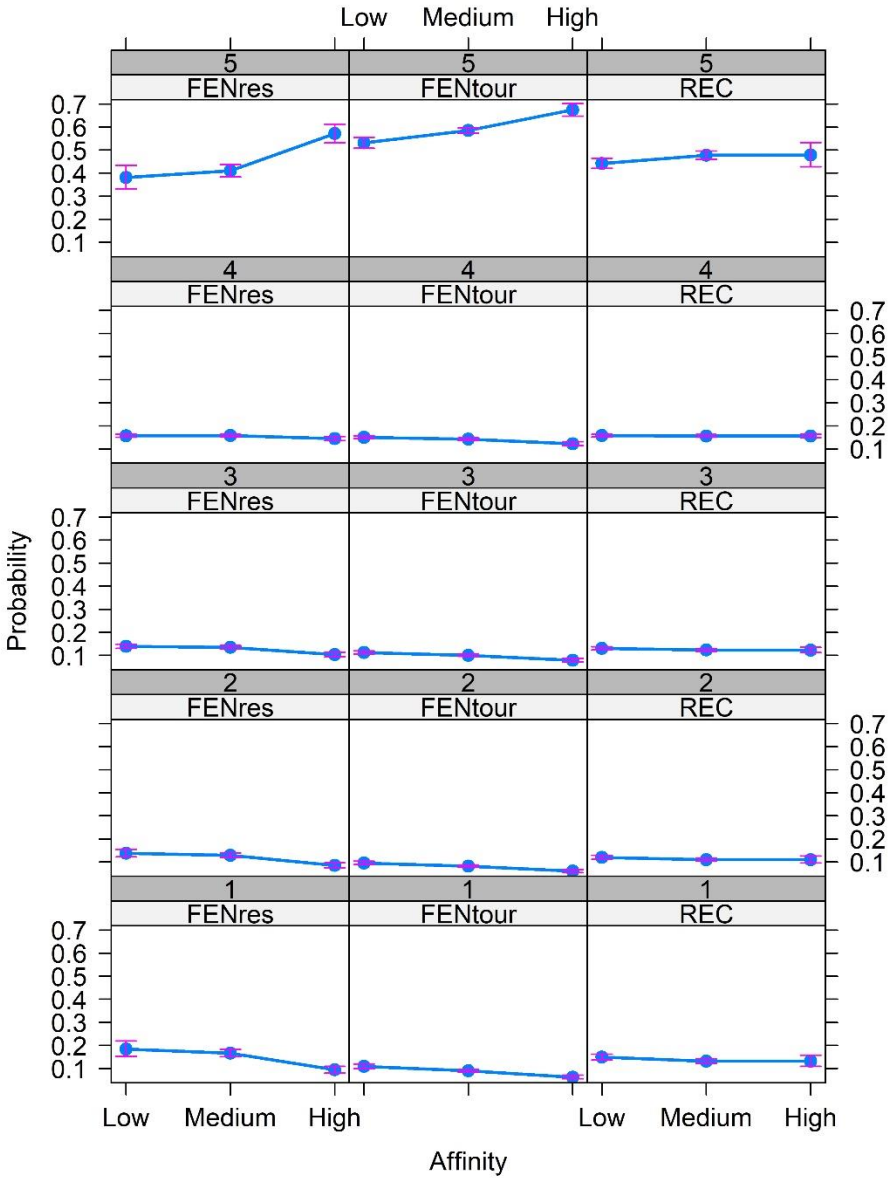
Supplementary figure 20. Effects of the interaction of prejudice towards sharks (i.e. negative, neutral and positive prejudice) with affinity for nature (i.e. low, medium and high affinity) on the variability in knowledge about sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to types of prejudice toward sharks (negative, neutral and positive from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



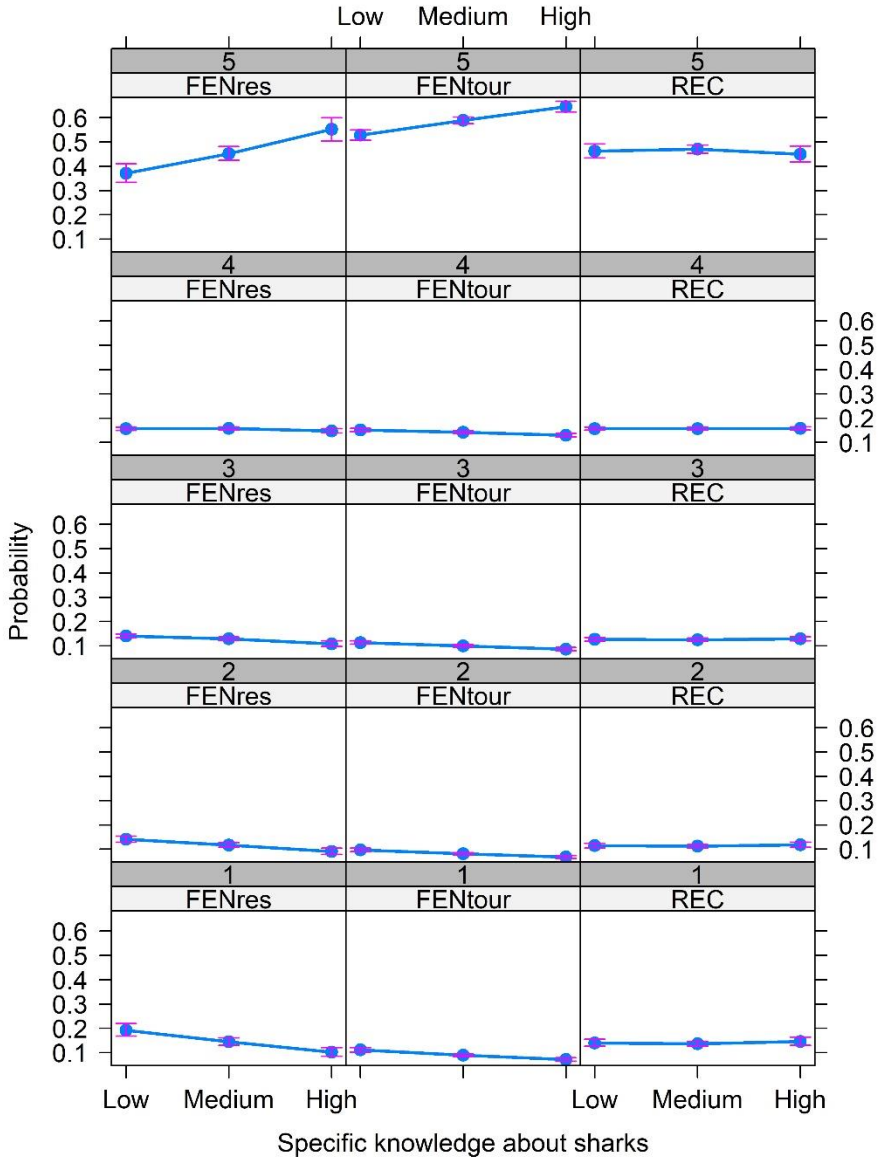
Supplementary figure 21. Probability distribution of a 5-level Likert scale of (upper panel) knowledge about sharks and (bottom panel) perceptions towards sharks across four respondent's Brazilian geopolitical regions of residence (i.e. Northeast – NE, Center-West – CO, South – S, and Southeast – SE), assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive/correct option. Confidence intervals were not included for clarity sake.



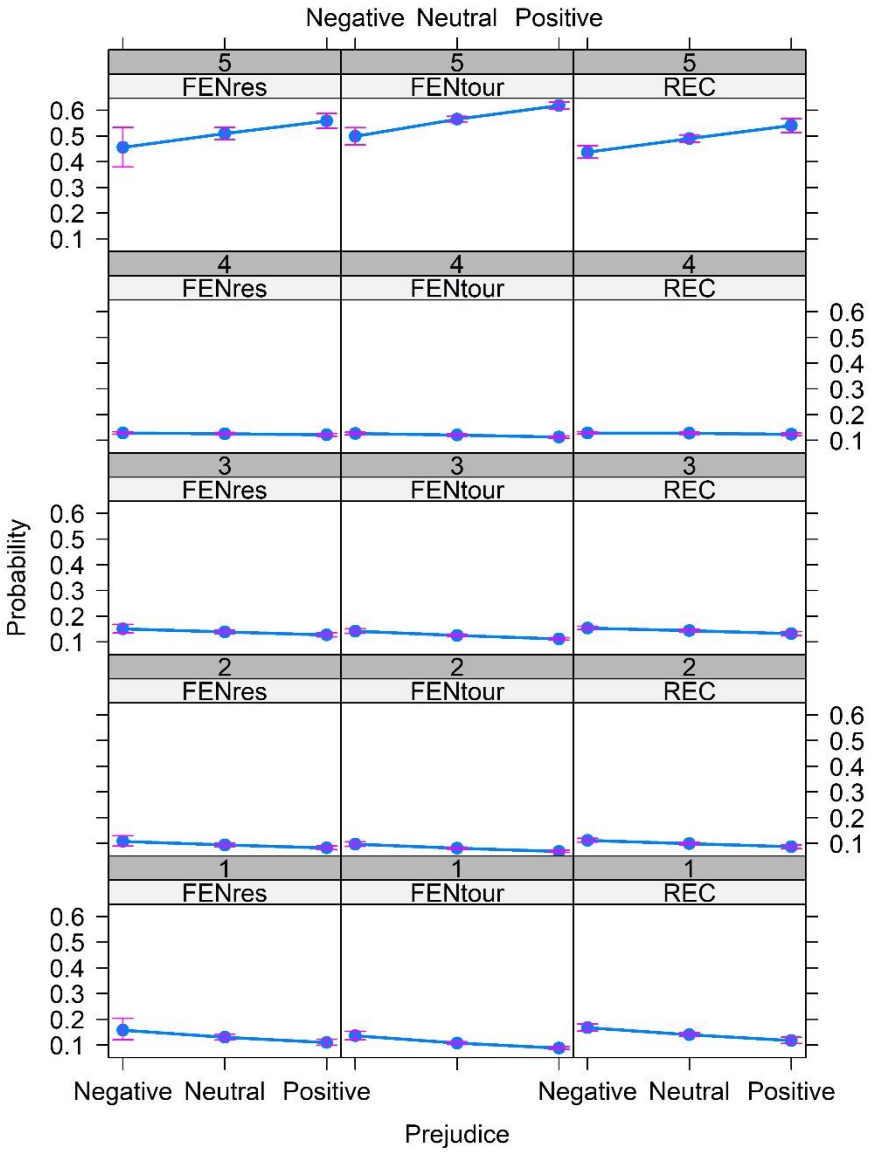
Supplementary figure 22. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with education level (i.e. elementary, high and superior education) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (FENres, FENtour and REC from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



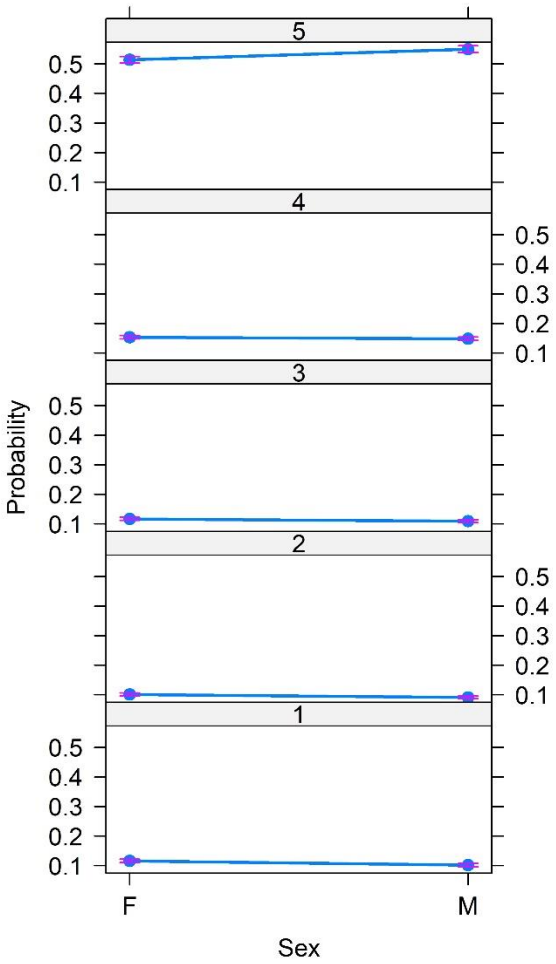
Supplementary figure 23. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with affinity for nature (i.e. low, medium and high affinity) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (FENres, FENtour and REC from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



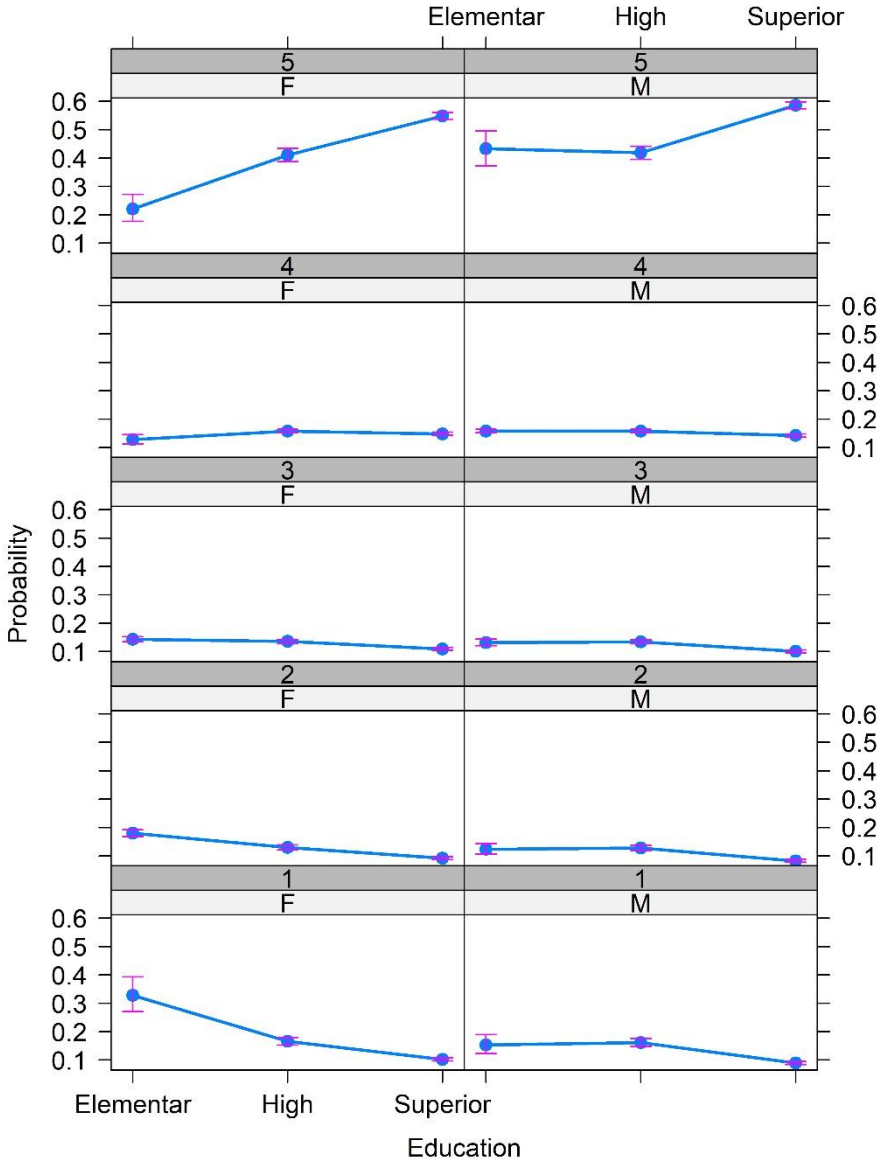
Supplementary figure 24. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with specific knowledge about sharks (i.e. low, medium and high specific knowledge) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (FENres, FENtour and REC from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



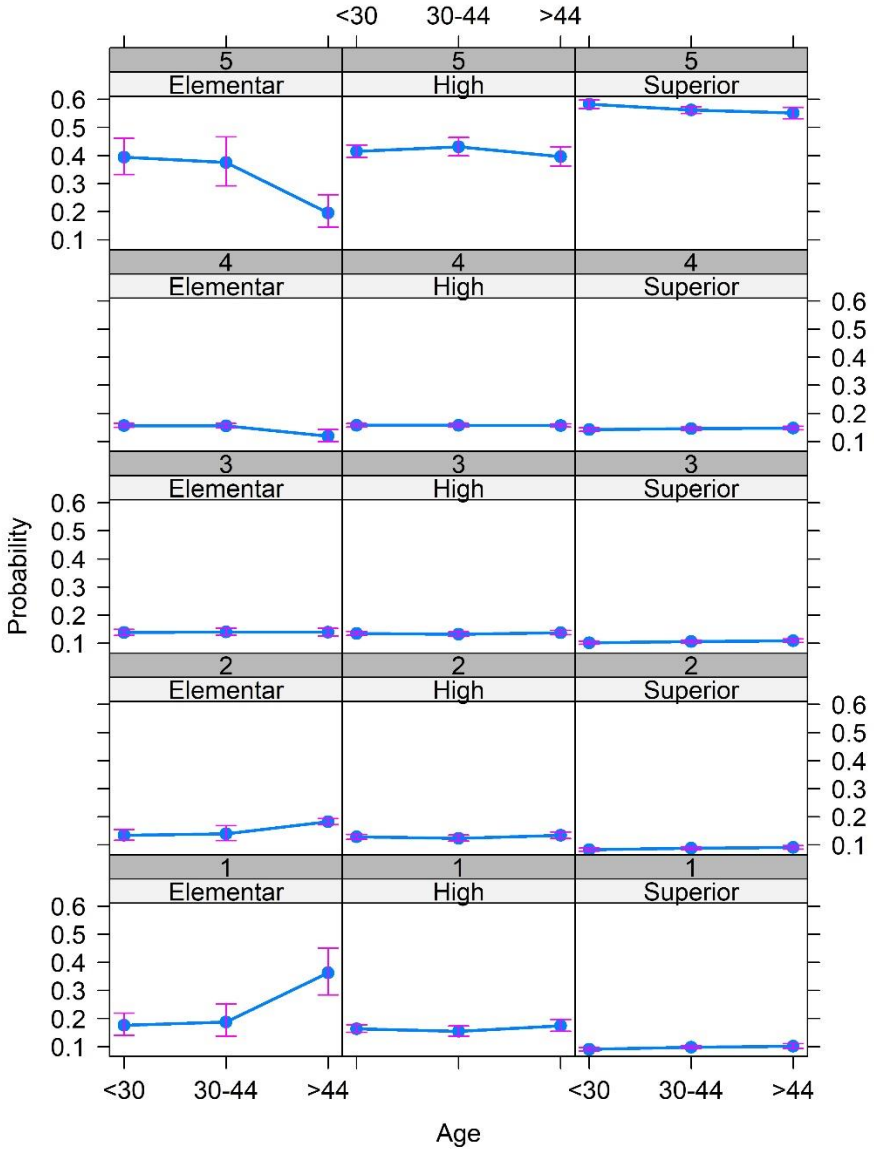
Supplementary figure 25. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with prejudice towards sharks (i.e. negative, neutral and positive prejudice) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (FENres, FENtour and REC from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



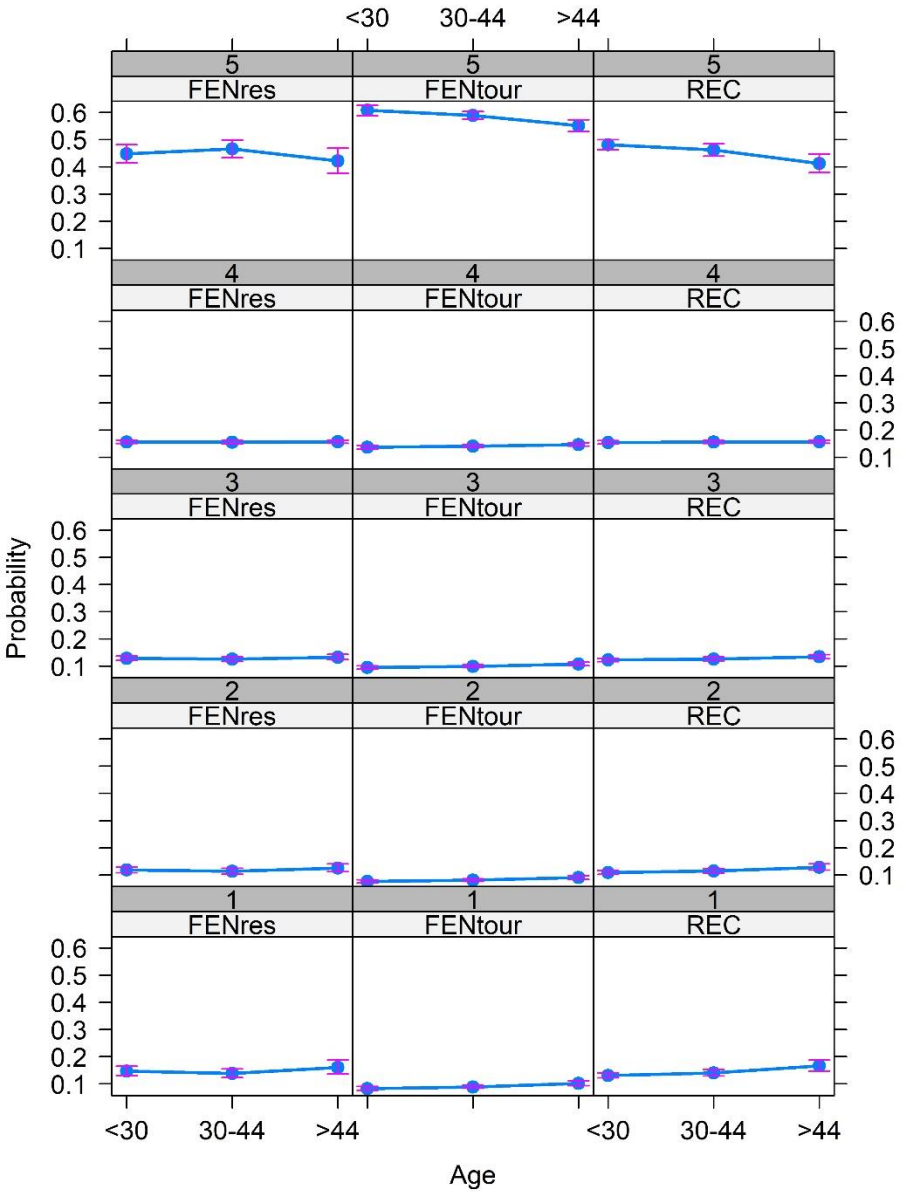
Supplementary figure 26. Effect of respondent's gender (i.e. female – F, and male – M) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the correct option. The vertical axes represent the probability of respondents selecting each of the Likert options, and the five panels correspond to Likert options ordered in descending order from the top through the bottom panel. The complete model also included the interaction of education level with specific knowledge about sharks.



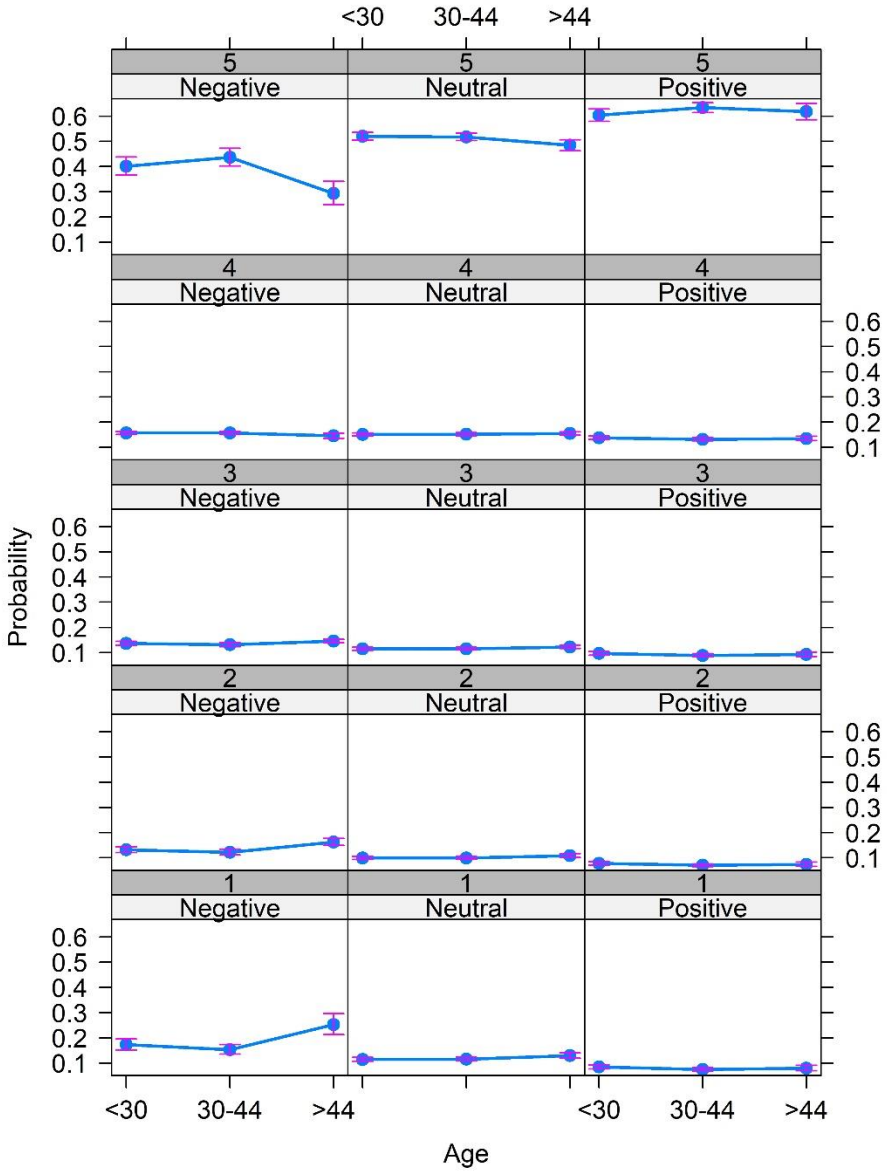
Supplementary figure 27. Effects of the interaction of gender (i.e. female – F, and male – M) with education level (i.e. elementary, high and superior education) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The two panel columns correspond to genders (female and male from the left to the right column), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



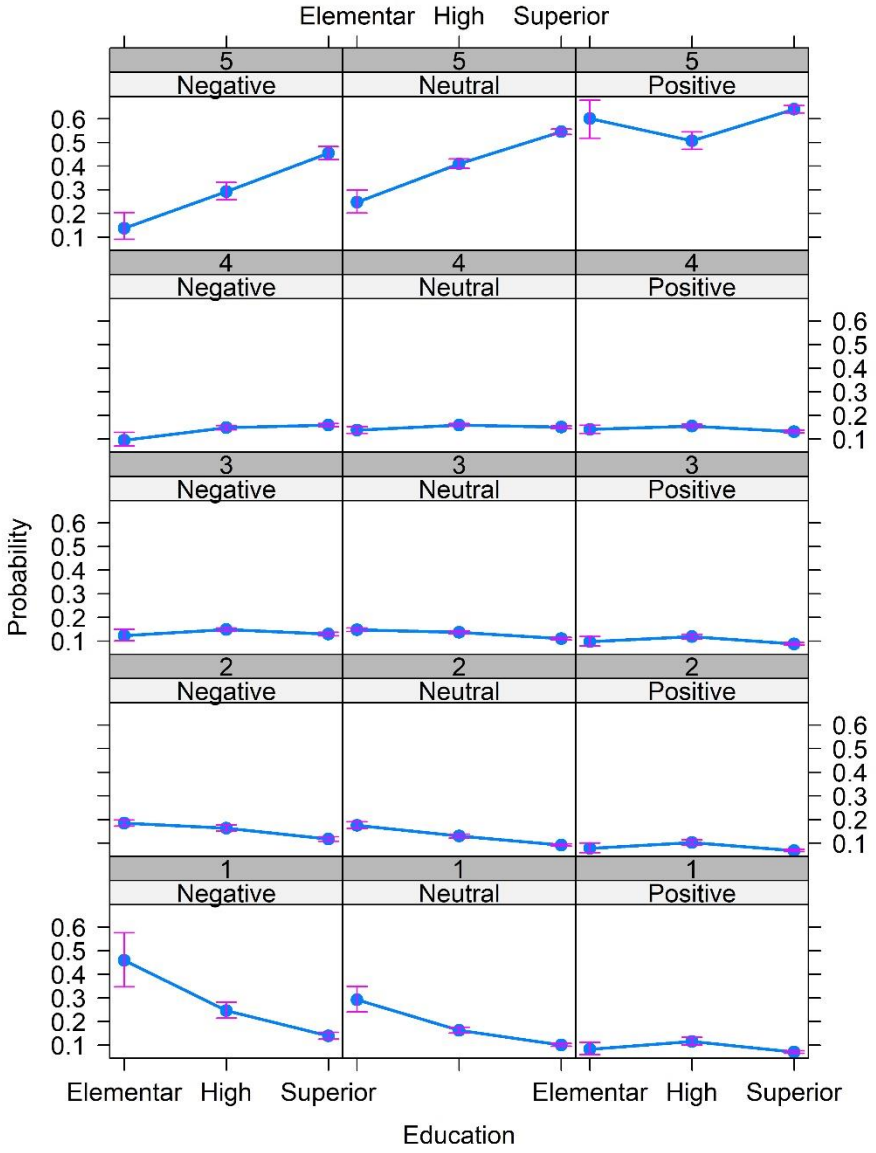
Supplementary figure 28. Effects of the interaction of education level (i.e. elementary, high and superior education) with age class (i.e. < 30, 30-44 and > 44 years old) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to education levels (elementary, high and superior education from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



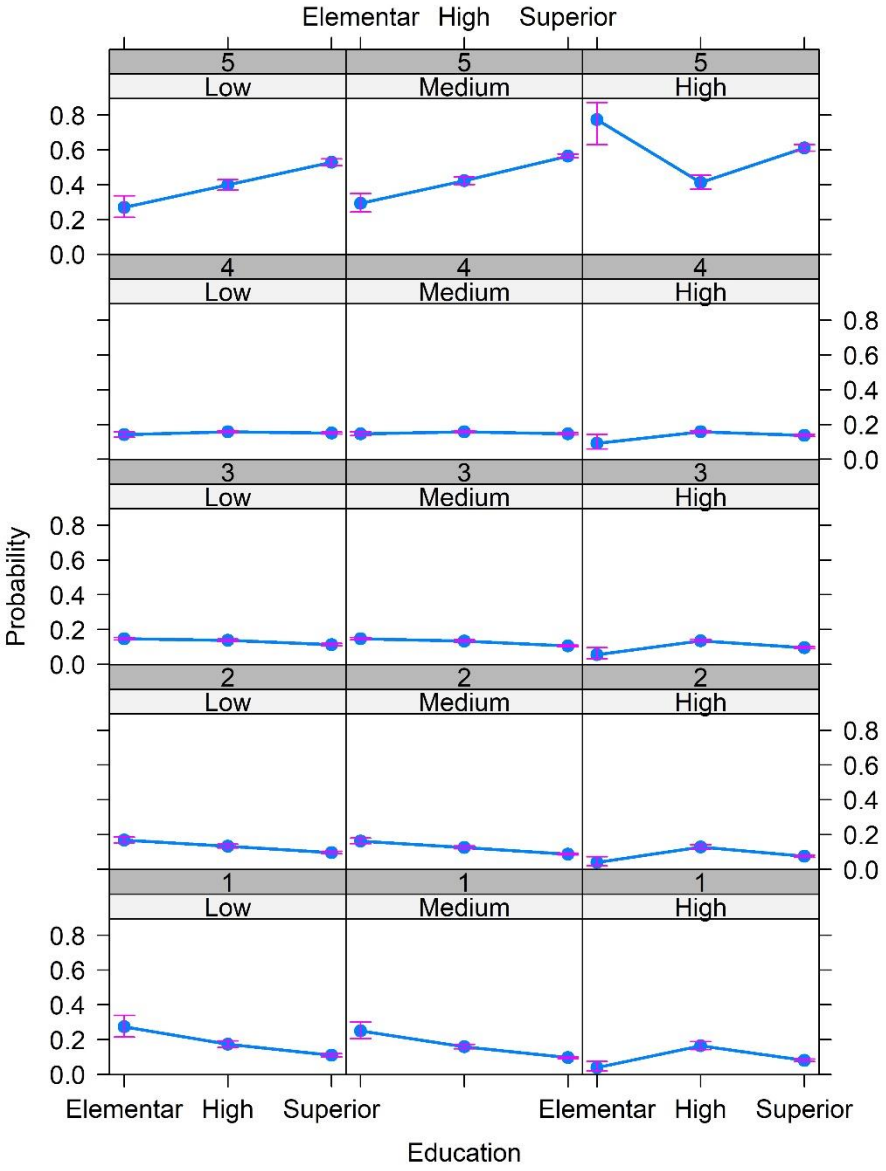
Supplementary figure 29. Effects of the interaction of sampling treatment (i.e. Recife – REC, tourists of Fernando de Noronha – FENtour, and residents at Fernando de Noronha – FENres) with age class (i.e. < 30, 30-44 and > 44 years old) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to sampling treatments (REC, FENtour and FENres from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



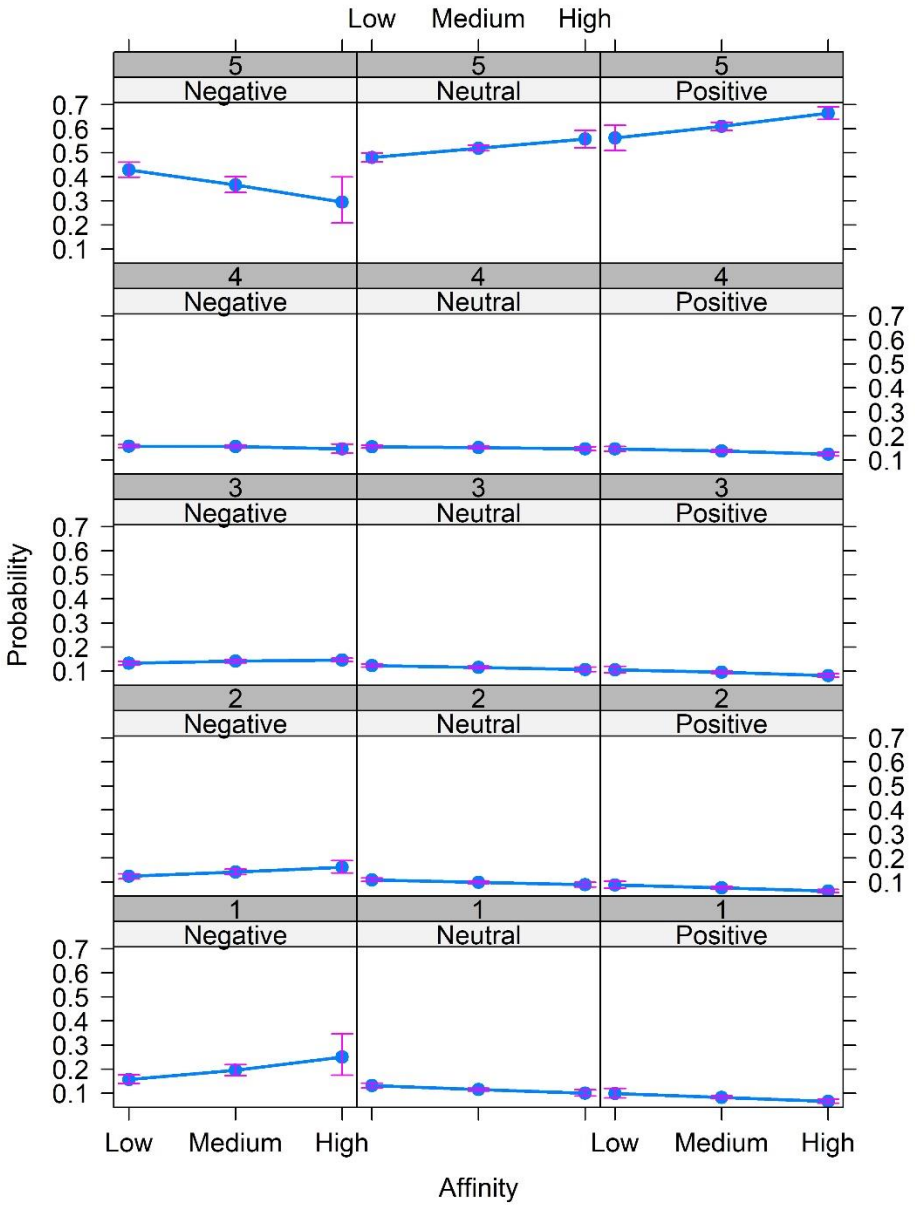
Supplementary figure 30. Effects of the interaction of prejudice towards sharks (i.e. negative, neutral and positive prejudice) with age class (i.e. < 30, 30-44 and > 44 years old) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to types of prejudice towards sharks (negative, neutral and positive from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



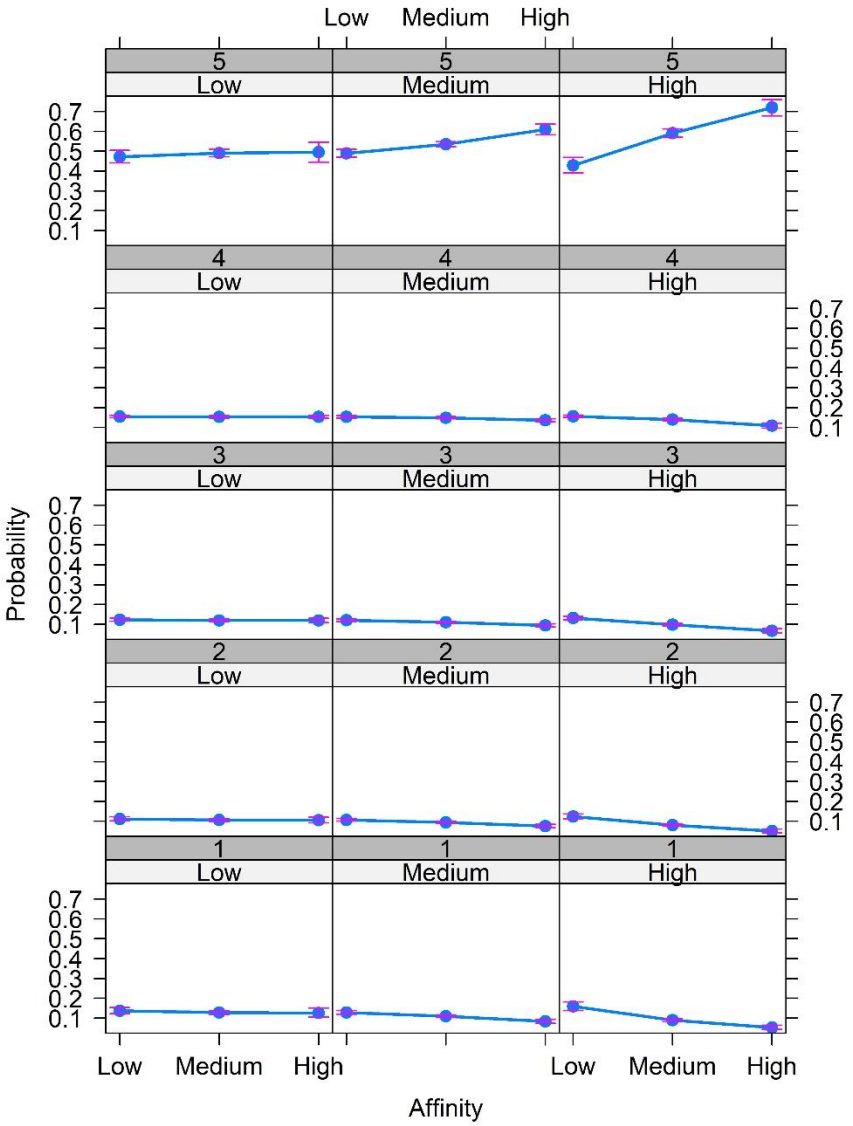
Supplementary figure 31. Effects of the interaction of prejudice towards sharks (i.e. negative, neutral and positive prejudice) with education level (i.e. elementary, high and superior education) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to types of prejudice towards sharks (negative, neutral and positive from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



Supplementary figure 32. Effects of the interaction of specific knowledge about sharks (i.e. low, medium and high specific knowledge) with education level (i.e. elementary, high and superior education) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to specific knowledge classes (low, medium and high from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



Supplementary figure 33. Effects of the interaction of prejudice towards sharks (i.e. negative, neutral and positive prejudice) with affinity for nature (i.e. low, medium and high affinity) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to types of prejudice towards sharks (negative, neutral and positive from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).



Supplementary figure 34. Effects of the interaction of specific knowledge about sharks (i.e. low, medium and high specific knowledge) with affinity for nature (i.e. low, medium and high affinity) on the variability in perceptions towards sharks, assessed with a Likert-based ordered logistic regression model. The Likert scale spans from 1 through 5, with 5 being the most positive option. The vertical axes represent the probability of respondents selecting each of the Likert options. The three panel columns correspond to specific knowledge classes (low, medium and high from the left through the right columns), whereas the five panel rows correspond to Likert options (ordered in descending order from the top through the bottom row).