

Supplementary Materials S6: Deep Computational Text Analyser (DECOTA), Player et al. (2024)

Dataset No	Question	Code No	Exclusive Words	Representative Quotes			DECOTA Code	Untrained Code	DECOTA Theme	Untrained Theme
				1	2	3				
1	Why do you try and save water at home?	3	ensur, plus, leak, access, compani, demand, fix	The water companies should adopt the same ethos and fix leaks	Our privately owned water companies do not repair or upgrade pipes or fix leaks despite having the profits to do so	but the water companies definitely have to sort out their leaks!	Water conservation and addressing water company negligence.	The core theme of these quotes is the responsibility to ensure access to water by fixing leaks and managing demand.		
		36	right, thing, expens, seem, current, crisi	It seems environmentally the right thing to do	Because it is the right thing to do, morally speaking	Because with the amount the water company lets drain away in leaks and the untreated sewage they pump into the ocean we need to learn to take care of what we have	Environmental responsibility and moral obligation.	The core theme of these quotes is the moral responsibility to save water in the current environmental crisis.	Environmental and moral responsibility.	The core theme is responsibility to save water.
		26	consumpt, everyon, enough, overall, reduc, impact, mean	Because I am aware that as our summers and even our winters become drier it is the responsibility of everyone to reduce water consumption	reduce my water consumption which helps me and helps lessen the overall burden	To reduce water bill and to have enough water for everyone	Responsibility to reduce water consumption for overall impact.	The core theme of these quotes is a person's responsibility to reduce their water consumption for overall impact.		

2	What was helpful about the Germ Defence website?	27	don, feel, doesnt, moral, depend, guilt	Save money and personal feelings and/or thoughts of guilt in wasting too much water	It just feels morally wrong to waste water	It feels morally wrong to water water when other people are in need of it off when there are drought like conditions	Moral responsibility and guilt in wasting water.	The core theme of these quotes is the moral responsibility to save water and avoid feelings of guilt.	Clear and practical information	The core theme is appreciation for clear and practical information.
		1	clear, nice, learnt, clariti, way, manner, basic	The information was described in clear ways with no unnecessary jargon and without being too overwhelmingly wordy	It was a nice balance of text and pictures	the hygiene regimes and the instructions were clear	Clarity and simplicity of information.	The core theme of these quotes is the appreciation for clear and accessible information.		
		2	simpl, protect, case, easi, studi, lot, common	It inspired confidence that the information is a product of academic thought and based in research	Simple language and offered simple solutions	Based on research carried out at a reputable university in UK, which is reassuring	Simplistic and easy-to-understand information.	The core theme of these quotes is the simplicity and practicality of the information provided.		
		3	knew, already, help, read, reforc, knowledg, reiter	It mostly confirmed what we knew already	I thought I knew it all but it made me re evaluate my knowledge and I got abit relaxed over my germ control as my	What I found helpful was when I had a chance to choose with situation I belonged to and the information	Reinforcement of existing knowledge.	The core theme of these quotes is that the Germ Defence website reinforced existing knowledge.		

		9	understand, straightforward, well, follow, great, particular, thing	It made things clearer, sadly, information from media, government is not communicated well or efficiently	quiz answers showed so I will step it up again after reading this Digestible info, ability to share easily on social media, I learned things even as a Chemistry graduate I didn't know	that was given on that	And fairly straightforward to navigate	Succinct and graphic enough	Clear and understandable information.	The core theme of these quotes is the website's ability to provide straightforward and understandable information.		
		15	inform, set, present, factual, logic, comprehens, done	Clear and informative	Real, logical and practical information	Breaks down information and case studies are a great way of making the information relatable			Clear, comprehensive, and practical information.	The core theme is "clear, comprehensive, and the presentation of practical information."		
3	What in your view are the most important actions Cornwall Council should take to help tackle climate change?	9	better, transport, public, regular, provid, recycl, bin	provide public transport	Sort out public transport	make the times more flexible for public transport	Improving public transport accessibility and affordability.			The core theme of the quotes is "public transport affordability."	Sustainable transportation and infrastructure	The core theme is promoting green transportation.
		32	car, charg, point, encourag, electr, free, afford	encourage the purchase of electric cars	Grants for electric cars and subsidized modes of travel to encourage	More charging points for electric cars	Promoting and facilitating the use of electric cars.			The core theme of these quotes is promoting the adoption of electric cars within the city,		

			people not to use their cars			including infrastructure.
				Cornwall should embrace the so far largely missed opportunity to not just decentralise how energy is generated, but to decentralise ownership and economic benefit of energy generation		
24	buse, vehicl, e, g, generat, charger, enabl	Start switching council fleet to electric vehicles, include all contractors	swap all council vehicles and appliances (such as mowers) for electrically powered ones		Transitioning to sustainable and electric transportation and energy generation.	The single core theme of these quotes is sustainable and eco-friendly transportation in the city and energy generation.
14	access, rout, reliabl, lower, effici, network, attract	They need to prioritise the wellbeing of the roads and help lower income families (of which there are many) by making more bus routes and more frequent	better fore frequent quicker bus routes	Develop a extensive network of safe cycle routes	Improving access, reliability, and efficiency of transportation and energy networks.	The core theme of these quotes is "improving access and resources for sustainable living for all"
3	counti, train, school, infrastructur,	scale (electric minibuses to make loops from	Acknowledg that finding pathways through the	Introduce a ban on drivers running engines while	Transport and infrastructure improvements.	The core theme of these quotes is sustainable and responsible

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			villag, across, area	town/village centres to outlying areas	impending disaster will take everyone engaging with the issue	stationary (especially outside schools and hospitals)		transportation and infrastructure development across the county.		
		34	work, creat, town, bigger, peopl, park, scheme	Encourage working from home	Let staff work from home	Work with the bigger companies	Promoting remote work and improving transportation infrastructure.	The single core theme of these quotes is "sustainable remote work."		
4	There is a range of actions you can take that are good for the environment or that can help lower your impact. Please name three individual actions	23	use, zero, ingredi, chain, come, roll, worn	Less use of motorised vehicles	To come to high in the food chain	Avoid using car	Sustainable and eco-friendly lifestyle choices.	The core theme of these quotes is "Sustainable living and environmental consciousness."	Sustainable choices	The underlying theme is "Promoting environmental consciousness."
		21	buy, organ, product, local, season, danish, impact	Buy organic and products produced nearby	Buy organic, by season and local	Buy organic products	Sustainable consumption and supporting local and organic products.	The core theme of these quotes is to prioritize buying organic, local, and Danish products.		
		18	green, eco, label, oil, nordic, thought, privat	Personal actions/support to eco	Use products marked with The Nordic Eco	Buy products marked with the Nordic Eco	Promoting and supporting eco- friendly practices and products.	The core theme is eco labels and green initiatives.		