

Dataset: Drought

Question: "Why do you try and save water at home?"

CODE TRIANGULATION				
	DECOTA Code			
Human Code	Agreement	Complementary	Dissonance	Silence
Financial reasons (to save money)	(6) Saving water primarily to save money, (but also to be more eco-friendly and reduce waste.) (8) Water conservation due to cost, (scarcity and) metered usage (17) (Water conservation and) cost-saving. (19) Efforts to save water for financial (and environmental) reasons. (21) Water conservation due to financial implications of having a water meter. (22) Conserving water to reduce costs (and address water scarcity.) (23) (Environmental and) financial benefits of saving water. (30) Saving money. (31) Lowering bills and being environmentally friendly. (33) (Environmental conservation and) cost reduction. (35) Conservation for financial savings (and environmental stability.)			
Water is a precious resource (to be less wasteful)	(7) Value and conservation of water resources			

	(10) Conserving water to ensure availability, especially during times of scarcity. (14) (Environmental consciousness and) concern for future water availability. (17) Water conservation (and cost-saving.) (24) Conservation and responsible use of water resources. (26) Conservation and preservation of water resources. (28) Appreciating the value of clean water and not taking it for granted. (32) Avoiding wastefulness and not liking waste. (36) Conservation of a precious and limited resource. (37) Resource conservation and sustainability.			
To save/help the environment	(13) Conservation and environmental impact of water usage. (14) Environmental consciousness and concern for future water availability. (19) Efforts to save water for (financial and) environmental reasons. (23) Environmental (and financial) benefits of saving water. (31) (Lowering bills and) being environmentally friendly.	(38) (Cost reduction and) energy conservation.		

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	(33) Environmental conservation (and cost reduction.) (34) Environmental conservation (and personal benefits.) (35) Conservation for (financial savings and) environmental stability.			
It's the right thing to do	(3) Responsibility to reduce water consumption for overall impact. (5) Responsibility and preservation of water resources.	(2) Environmental responsibility and moral obligation. (9) (Water conservation and) environmental responsibility.		
Due to the weather (drier summer)	(20) Water conservation due to hot weather and shortage. (29) Water conservation in response to frequent drought conditions.			
Due to climate change	(40) Concern for the positive impact of climate change.			
Due to water shortages	(8) Water conservation due to (cost,) scarcity and metered usage (12) Conservation and awareness of water scarcity. 18) Awareness of water scarcity and the responsibility to conserve it.			

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	(22) Conserving water to (reduce costs and) address water scarcity. (25) Conservation and concern for the limited availability of water. (27) Awareness of water scarcity and the desire to reduce wasteful usage.			
To have a more sustainable/eco lifestyle	(6) (Saving water primarily to save money, but also) to be more eco-friendly and reduce waste. (11) Water conservation and sustainability. (37) (Resource conservation and) sustainability.			
Help the country		(39) Conservation for the planet and future generations.		
It was ingrained in me by my family/parents since I was child		(15) Water conservation and teaching children to be conscious of their water usage.		
Guilt	(4) Moral responsibility and guilt in wasting water.			
Due to the hosepipe ban				Not present

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Have previously lived in a place with very limited water supply, thus being mindful		(28) Appreciating the value of clean water and not taking it for granted.		
Told to do so by water company				Not present
Silent Codes (not documented elsewhere)	(1) Water conservation and addressing water company negligence. (16) Conserving water through shorter showers and efficient use of machines.			

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THEME TRIANGULATION				
	Comparison Theme			
Theme	Agreement	Complementary	Dissonance	Silence
Financial reasons	(4) Environmental and financial responsibility.			
Environmental concerns	(3) Environmental consciousness.			
Water scarcity	(2) Water conservation and environmental responsibility.			
Ethical and moral reasons	(1) Environmental and moral responsibility.			
Silent Themes (not documented elsewhere)				