

## **Supplementary Material**

### **SM 1. News stories used as original material**

#### **1. Low-Trees (<http://www.bbc.co.uk/news/uk-england-cumbria-20928042>)**

Thousands of trees will be planted on a Cumbrian fell in a scheme to boost numbers of an endangered bird.

Farmer Paul Stobbart will receive £130,000 from the Forestry Commission for the scheme to help black grouse.

It will involve planting 16,000 trees such as oak, birch and rowan in a 25-hectare wood.

Another aim of the scheme will be to tackle landslides, with the new trees helping to bind the soil together to prevent erosion.

The Forestry Commission said 80% of the black grouse population was concentrated in the North Pennines Area of Outstanding Natural Beauty.

It said the population in the area was about 1,000 adult males, which showed a recovery after numbers fell following recent hard winters.

Forestry Commission woodland officer Jim O'Neill said: "The North Pennines has very low levels of native woodland cover, so a scheme of this size makes a real impact."

Mr Stobbart said: "It's good to boost wildlife like black grouse, but planting is also a sound option for the land in economic as well as environmental terms.

"Long-term I also hope trees will provide hillside shelter for livestock."

#### **2. Low-Bridge (<http://www.bbc.co.uk/news/uk-scotland-highlands-islands-21524978>)**

Drivers of two lorries carrying abnormal loads have been accused of causing delays on the Kessock Bridge at Inverness.

The crossing is being upgraded and measures have been put in place to help HGVs to negotiate the road works.

Other motorists complained to the police after the two lorries crossed the bridge at about 09:00.

Police said the drivers had failed to stop at a designated lay-by before being escorted across the bridge.

Northern Constabulary said a report would be made to the procurator fiscal about the incident.

Lorries carrying a load with a width of 2.9m (9.6ft) or more must stop before crossing and request an escort.

Designated abnormal load lay-bys on the approach to the Kessock Bridge are near the Munloch junction, at Drumossie Brae, Morayhill, and Woody's car park in Inverness.

Road works will be on the bridge until June.

### **3. High-Pea (<http://www.bbc.co.uk/news/world-us-canada-10945050>)**

Can the humble pea grow anywhere?

A Massachusetts man who was rushed to hospital with a collapsed lung came home with an unusual diagnosis: a pea plant was growing in his lung.

Ron Sveden had been battling emphysema for months when his condition deteriorated.

He was steeling himself for a cancer diagnosis when X-rays revealed the growth in his lung.

Doctors believe that Mr Sveden ate the pea at some point, but it "went down the wrong way" and sprouted.

"One of the first meals I had in the hospital after the surgery had peas for the vegetable. I laughed to myself and ate them," Mr Sveden told a local Boston TV reporter.

Mr Sveden said the plant was about half an inch (1.25cm) in size.

"Whether this would have gone full-term and I'd be working for the Jolly Green Giant, I don't know. I think the thing that finally dawned on me is that it wasn't the cancer," Mr Sveden said.

He is currently recovering at home with his wife Nancy, who joked that God must have a sense of humour.

### **4. High-Tiger (<http://news.bbc.co.uk/1/hi/world/americas/3166010.stm>)**

A US police sniper has accomplished a daring operation in an urban housing complex - sedating and removing a 350-pound (160 kg) Bengal tiger from a New York flat.

Police were alerted to go to the flat - in a 21-storey block in the Harlem area after the animal's owner, Antoine Yates, checked into hospital with bites he said were caused by a pit bull.

When they arrived at the scene, they found a three-to-five-foot-long (1-1.5m) caiman alligator as well.

The animals have been temporarily taken to an animal care centre.

Mr Yates was meanwhile arrested in Philadelphia and police said he would be charged with "reckless endangerment".

Police Commissioner Raymond Kelly said two callers had directed them to the exact address - and they had confirmed the existence of the orange-and-white tiger after cutting a hole through the door.

After evacuating the building, they trained a camera to observe the movement of the animal through a window and policeman Martin Duffy abseiled to the fifth floor with a tranquiliser gun.

"I saw him eye to eye, to say the least," Mr Duffy was quoted as saying by the Associated Press news agency. "He charged twice and I shot him."

Police then went into the five-bedroom flat and tied the sedated tiger to a stretcher before carrying it away.

It was then they came across the caiman - and carried it away too.

"This is an only-in-New-York story," Commissioner Kelly said.

Police suspected Mr Yates of having kept the tiger in his flat since it was a cub.

It appears to have been one of an estimated 10,000 tigers kept by private citizens in America - that is more than remain in the wild.

## **SM 2. Questions used in questionnaires for Stage 1 and Stage 3**

1. What emotion or emotions did you feel while reading this story? (e.g. interest, joy, anger, surprise, sadness, contempt, fear, disgust)
  
2. Please rate to what extent you felt up to three emotions out of 7 (1= very little, 7 = very much)
  
3. Please rate to what extent you believe this story to be plausible out of 7 (1= very unlikely to have taken place, 7= likely to be true)
  
4. Please rate how relevant you feel this story is to you and your life out of 7 (1 = very little, 7 = very much)
  
5. Please rate to what extent the story contains out of 7 (1 = very little, 7 = a lot)
  - a. Information relevant to health and survival
  - b. Information concerning social interaction or relationships
  - c. Behaviour stereotypical for either gender

**SM 3. Table showing the significant mean differences between each news story before transmission (at  $p < .05$ )**

Story	Mean Difference		
	Low Bridge	High Pea	High Tiger
<b>Low Trees</b>		Em: -1.82	Em: -1.64
		Pl: 3.18	St: -1.73
<b>Low Bridge</b>		Em: -2.18	Em: -2.00
		Su: -2.64	Su: -1.64
<b>High Pea</b>			

Key: Em – Emotional content; Su – Survival information ; Pl – Plausibility; St – Stereotype consistency

**SM 4. Table showing the significant mean differences between each news story after transmission (at  $p < .05$ )**

Story	Mean Difference		
	Low Bridge	High Pea	High Tiger
<b>Low Trees</b>	Su: .64	Em: -.58	Re: .70
	So: -1.05	Pl: .83	St: -.69
		Re: .64	
<b>Low Bridge</b>		Pl: .95	Pl: .69
		Su: -1.14	So: .79
		So: .90	
<b>High Pea</b>		St: -.64	

Key: Em – Emotional content; Su – Survival information ; Pl – Plausibility; St – Stereotype consistency