

Qualitative Coding Methods

A subset of the written responses (n=150, total 481) was used to calibrate the rules and then the remainder were coded using the rules below.

Rules

Released:

ECOSYSTEM:

Rule:

Releasing bait into the ecosystem does no harm and/or benefits the lake ecosystem.

Answer contains the word “**environment/ecosystem**” etc. OR

Answer contains the word “**forage/feeds/eat/food**”

Answer contains phrasing of “**helps/benefit the lake/ecosystem**”

Answer contains the words “**natural**” or “**native**”

Answer contains phrase “**same body of water/lake**” or “**came from**”

Examples:

- “Released in water so other fish could eat”
- “Thought best place to put them was the lake”
- “We threw it into the lake because why not”
- “I released the leftover minnows back into the lake as they are present naturally already”.

SOCIAL NORMS

Rule:

Has historically been taught or “habit” released bait into the lake, answer appeals to a normative or acceptable behavior.

- Answer contains word “**taught/told**”
- Answer contains phrase “**always have**” or have always when describing the choice to release
- Answer contains word “**only**”
- Answer contains word “**heard**”

Examples:

- “Always have”
- “The way I was taught when I was young”
- “It’s what everybody else did that I knew of”

WASTE**Rule:**

Did not want the value of baitfish to be squandered/used inefficiently.

Answer contains words “**humane**” or “**cruel**”

Answer contains word “**waste**”

Answer refers to not wanting the bait to be left to “**die**”

Answer refers to not wanting to kill baitfish

Examples:

- “I thought the most humane way to dispose of bait was to release into water”
- “I don’t like to kill anything I don’t plan to eat”
- “I hate to waste”

CONVENIENCE**Rule:**

Releasing baitfish provided users with a method of disposal that cost the least in terms of time, effort, and concern.

Answer contains the word “**convenience**”

Answer contains the word “**easy**”

Examples:

- “Easy to just dump overboard”
 - “Ease of disposal”
 - “Convenience”
-

Non-Release:

ECOSYSTEM:

Rule:

Did not release bait in order to prevent harm to ecosystem.

- Answer contains the word “**environment/ecosystem**” etc.
- Answer contains the word “**invasive**”, “**non-native**” or the phrase “**rough fish**”
- Answer contains word “**spread**”
- Answer contains words “**contaminate**”, “**introduce**”, or “**harm**” or “**bad**” when referring to releasing bait into the ecosystem
- Answers includes uses the word “**disease**”

Examples:

- “Always kill on land never let go in lake. could be invasive species for that lake”
 - “I don't want to introduce a species that would harm the lake”
 - “Felt disposal in trash better for ecosystem”
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SOCIAL NORMS

Rule:

Has historically been taught or “habit” released bait into the lake

- Answer contains word “**taught/told**”
- Answer contains phrase “**always have**” or have always when describing the choice to release
- Answers refers to “**everyone else/everybody else**”
- **Answer includes “know”**

Examples:

- “Was what my Dad always did”
 - “I heard that we weren't supposed to dump the minnows in the lake”
 - “Was always taught not to return "rough fish" (bait) to the lake”
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WASTE

Examples:

- Most humane option (waste of life).
- Had no other way to reuse personally.
- Did not want to waste.

Rule:

Did not want the value of baitfish to be squandered/used inefficiently.

Answer contains words “humane” or “cruel”

Answer contains word “waste”

Answer refers to not wanting the bait to be left to “die”

Answer refers to not wanting to kill baitfish

CONVENIENCE**Rule:**

Releasing baitfish provided users with a method of disposal that cost the least in terms of time, effort, and concern.

Answer contains the word “**convenience**”

Answer contains the word “**easy**”

Examples:

- “Most convenient”
 - “Easiest way to dispose was garbage”
 - “Most convenient method for cleaning boat/equip for next trip”
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LAW**Rule:**

Refer to some form of authority that compels their action.

Answer contains the word “**legal**” or “**illegal**”

Answer contains the word “**DNR**”

Includes term “**rule book**” or “**guide book**” or “**fishing manual**”

Answer contains the word “**law**”, “**regulation**” or “**rule**”, or “**required**” or “**recommended**” or “**suppose**”

Told or taught

Examples:

- “It’s the law”
 - “Recommended by fishing guide”
 - “The DNR say not to throw live bait back in the water”
 - “Because it is recommended to do so”
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REUSE**Rule:**

Respondent either preserve bait for future fishing or referred to repurposing bait for a different use.

- Answer contains the word **“fertilizer”** or **“compost”**
- Answer contains the word **“save”** or **“future”**
- Answer contains the terms referring to **“giving to a friend/someone else”**
- Answer contains phrase similar to **“for use next trip/weekend/day/again”**

Examples:

- “I disposed of the baitfish in the garden to use as fertilizer“
- “If a friend was going out fishing soon, we gave bait leftover to them”
“Always saved minnows for use in fish house”