

Appendix 4 Example for the thematic analysis approach

Divide data into sections

Firstly, all responses recorded through the expert survey were split into answer sections. This example was split into five sections.

Many possibilities, since nature conservation is also a very diverse topic in itself. In general, information work and sensitization must be more widespread and not only reach people who already have an affinity for nature conservation. In addition, a platform must be provided for the exchange of positions (e. g. public panel discussions on controversial topics). The objectification of often emotionally or ideologically charged discussions (topics such as wolves, lignite, designation of protected areas, wind power, ...) should also become more of a focus of nature conservation work.

Identify patterns

Patterns of similar or identical topics were identified. Within this example, four different topics occurred.

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Define codes

The answer sections of all participants were clustered and assigned to the identified patterns. Out of those, different codes were phrased to summarize the statements.

Code A	If and how echo chambers and filter bubbles should be considered in nature conservation
Code B	Echo chambers and filter bubbles can hinder nature conservation communication processes and make it hard to reach people
Code C	Echo chambers and filter bubbles are tied to technological and digital factors
Code D	There are practical examples where echo chambers and filter bubbles affect nature conservation

Identify themes

The identified codes were in turn combined into overarching themes.

How echo chambers and filter bubbles can or cannot be handled	→	If and how echo chambers and filter bubbles should be considered in nature conservation
Echo chambers and filter bubbles are of relevance in the communication of nature conservation topics	→	Echo chambers and filter bubbles can hinder nature conservation communication processes and make it hard to reach people There are practical examples where echo chambers and filter bubbles affect nature conservation
Echo chambers and filter bubbles are tied to different societal factors	→	Echo chambers and filter bubbles are tied to technological and digital factors