Guidebook: Using the Six Americas Super Short Survey (SASSY) in Campaigns and Education

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Jump to:

Introduction to SASSY: Six Americas Super Short SurveY

Knowing your audience is key to successful communication. This is especially true when it comes to communicating on climate change: a topic that elicits varying responses from people globally. "Knowing your audience" is often reduced to simple demographic, socioeconomic, or partisan profiles for different groups. However, YPCCC's research shows that Americans' climate views vary in more complex ways; they have a broad range of psychological, cultural, and political reasons for why they do–or do not–act on climate change. Our research identifies six unique audiences within the American public who perceive and respond to climate change in their own distinct ways: Global Warming's Six Americas. Each segment responds differently to the issue of climate change, and thus communicators benefit from strategically tailoring their messages. To make this easier, we've designed a simple 4-question survey, called "SASSY" – the Six Americas Super Short Survey – that allows you to quickly identify the audience segment of any respondent.
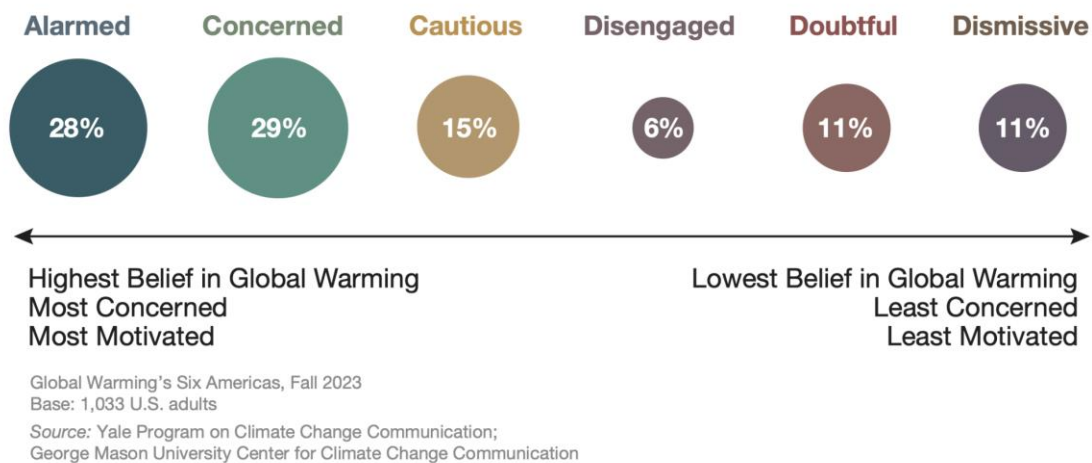
Who are the Six Americas?

The Six Americas include the Alarmed, Concerned, Cautious, Disengaged, Doubtful, and Dismissive. The **Alarmed** are convinced global warming is happening, human-caused, an urgent threat, and they strongly support climate policies. Most, however, do not know what they or others can do to solve the problem. The **Concerned** think human-caused global warming is happening, is a serious threat, and support climate policies. However, they tend to believe that climate impacts are still distant in time and space, thus climate change remains a lower priority issue. The **Cautious** have not yet made up their minds: Is global warming happening? Is it human-caused? Is it serious? The **Disengaged** know little about global warming. They rarely or never hear about it in the media. The **Doubtful** do not think global warming is happening or they believe it is just a natural cycle. They do not think much about the issue or consider it a serious risk. The **Dismissive** believe global warming is not happening, human-caused, or a threat, and most endorse conspiracy theories (e.g., "global warming is a hoax").

Yale Program on Climate Change Communication
Guidebook: Using the Six Americas Super Short Survey (SASSY)
in Campaigns and Education
November 2024
1

Yale Program on
Climate Change
Communication

Additional information about the Six Americas can be found [here](). For recommended strategies for engaging each audience, please see the article: [Global Warming's Six Americas: A Review](), and YPCCC's Partnerships Program is available to assist you.

How to apply the Six Americas framework to better understand and segment your audiences:

The SASSY tool categorizes individual respondents into the Six Americas segments (Figure below). The tool can be implemented in contexts ranging from individual conversations to research like focus groups, polling, and message testing. A variety of groups - from museums to sustainable business leaders to advocates have used SASSY to better understand their audiences, screen participants for their research, and measure the effectiveness of their communication campaigns.

Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
28%	29%	15%	6%	11%	11%

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

Global Warming's Six Americas, Fall 2023
Base: 1,033 U.S. adults
Source: Yale Program on Climate Change Communication;
George Mason University Center for Climate Change Communication

## Benefits of using SASSY: Meeting your audience where they are.

SASSY can help you better understand your audiences, communities, supporters, members, etc. SASSY also helps partners maximize limited resources. In many cases, each of the Six Americas needs a tailored message strategy. For example, an organization whose supporters are mostly in the Alarmed category could help them identify effective actions they can take and how to achieve them. By contrast, an organization whose supporters are mostly Cautious could help their supporters connect the dots between climate impacts and their daily lives.

Here are some of the ways YPCCC Partner organizations benefit from using SASSY:

- Understanding your audience: SASSY helps partners understand their audience by informing their strategy and messaging to meet their audience where they are.

Yale Program on Climate Change Communication
Guidebook: Using the Six Americas Super Short Survey (SASSY)
in Campaigns and Education
November 2024
2

YALE PROGRAM ON
Climate Change
Communication

- Targeting: SASSY saves partners' time and money by helping target the specific audience that will help achieve campaign goals.
- Measuring the impact of campaigns: SASSY helps with measurement, impact, and learning to help partners be evidence-based climate communicators.

If you could ask an expert on global warming one question, what question would you ask?
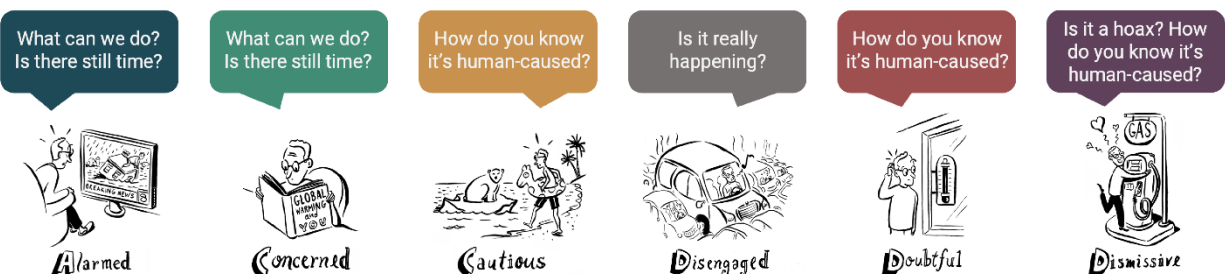
What forms does SASSY come in?

SASSY is a versatile and easy-to-use tool that requires minimal guidance. There are three related SASSY tools: **an individualized quiz, a group scoring tool, and an API for integrating the question block into other tools**.

At its core, SASSY is a short set of four-questions that can be used to categorize respondents into the Six Americas segments:

- How worried are you about global warming?
- How much do you think global warming will harm you personally?
- How much do you think global warming will harm future generations of people?
- How important is the issue of global warming to you personally?

The **individual quiz identifies a person's** Six Americas segment based on their responses. This is useful for individuals seeking to understand their own Six Americas status or as part of a climate conversation between friends.

The **group scoring tool** (instructions for the group scoring tool) helps score and categorize an entire group and compares the results to national averages**.** The tool can be used alone or incorporated with other questions into email surveys, at in-person presentations, or conferences. This form is commonly used by researchers, advocates, educators, and others.

In addition, YPCCC has developed an API for SASSY (instructions for the SASSY API). **SASSY API** allows organizations to receive segmentation results instantly i.e. through real time data analysis, by pinging a server, rather than after the fact. It allows segmentation results to be incorporated into survey logic (where survey questions change depending on how respondents answered prior questions) and other workflows in third-party survey and research tools such as Qualtrics, Survey Monkey, EveryAction, NGP

YALE PROGRAM ON
Climate Change
Communication

VAN, ActionKit, and Google Forms. This form has been used by a science museum for a real-time kiosk, an advocacy group in segmenting its supporters, and researchers to focus their studies on specific segments of the Six Americas.

If you would like more instructions on how to use the 3 forms of SASSY, check out the appendix.

SASSY in other languages

SASSY is available in most major languages of the world. This includes Spanish which allows partners to engage non-English speaking Latino/Hispanic communities. Research has shown that Latinos in the US are more likely to be Alarmed about climate change than their White counterparts. A Spanish version of SASSY can help groups working to communicate and activate Latinos on climate change.

Note: Translations of SASSY into Spanish, French, Swahili, Indonesian, Tagalog, Arabic, Tamil, Hindi, Bengali, Gujarati, Portuguese, and other major world language versions of SASSY are available upon request. Please reach out to our partnerships team at ypccc.partners@yale.edu for access and guidance on applying SASSY outside the United States.

How is SASSY utilized by partners?

Below are three distinct use cases where organizations utilized SASSY to understand their audience, screen their audience, and evaluate the effectiveness of their programming.

Use Case #1: Using SASSY to understand an organization's key audiences like members or supporters.

If an organization wants to understand its supporters' opinions on climate change, how would it use SASSY? What benefits does improved audience understanding bring? By using SASSY to survey their visitors, supporters, members, or customers, a wide variety of groups can design more effective strategies to engage their audiences on climate.

If SASSY results reveal that the majority of your audience is Alarmed, your strategy might then center on recruiting, organizing, and mobilizing your audience. If most of your audience is Concerned, you might then focus on educating, organizing, and mobilizing. If most of your audience is Cautious, Disengaged, or Doubtful, you might focus on educating and persuading.
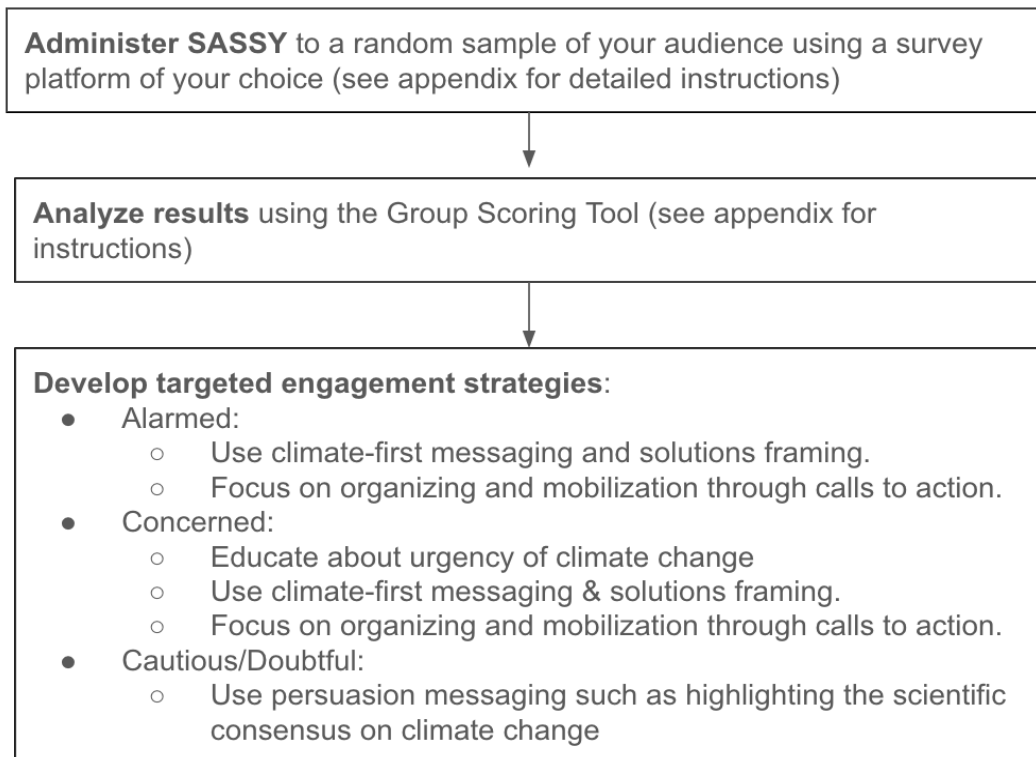
Image 1: Steps for using SASSY to improve understanding of audiences.

1.1 Case Study: The Wild Center saved a year of exhibit planning by better understanding its visitors.

The Wild Center saved time and money by using SASSY to correct their assumptions about their audience.

The Wild Center is a natural history museum located in Tupper Lake, a rural, Republican-leaning part of New York. In 2020, The Wild Center explored options to create a climate-focused exhibit, but staff were concerned about the receptivity of the exhibit with their visitors. Staff at The Wild Center initially assumed that most of their visitors were Doubtful or Dismissive due to the political leanings of the region. The Wild Center used SASSY to survey museum visitors and put these assumptions to the test to determine if a climate-focused exhibit would be well received.

SASSY survey results challenged staff members' assumptions. Survey results showed that <u>82% of visitors</u> were Alarmed or Concerned about climate change, and only a small percentage of visitors were Doubtful or Dismissive.

The survey results helped The Wild Center to understand their visitors and to create a climate-focused exhibit since most of their audience members were Alarmed or Concerned about climate change.

YALE PROGRAM ON
Climate Change
Communication

"SASSY saved us about a year in exhibit development because we didn't have to spend as much time as we normally do in prototyping and front-end evaluation. With SASSY, we were very quickly able to check our assumptions, understand our audience's needs, be precise in our targeting and focus our attention on the Alarmed and Concerned. It gave us the confidence to quickly hone in on a solutions frame for our exhibit."
- Stephanie Ratcliffe, Executive Director, The Wild Center

By surveying their audience, The Wild Center was able to target their exhibit's messaging towards the Alarmed and Concerned. As a result, their exhibit helped visitors connect to real stories of climate impact and action and visitors left the exhibit with hope and desire to take action for a livable future.

Image 2: Climate Solutions exhibition at The Wild Center, New York. The purpose of this exhibit is to show that people from diverse sectors, backgrounds, and ages are taking climate action and are inviting us all to find out how we can fit into the climate movement. (Photo credit: The Wild Center)

1.2 Case Study: Trout Unlimited Surveyed Members to Understand Support for Climate Change as a Priority Focus Area

Trout Unlimited is a membership and chapter-based non-profit that conserves rivers and streams for the protection of salmon, trout, and other cold-water fisheries. Since adding climate change awareness as a critical focus area in their National Conservation Agenda in 2014, Trout Unlimited (TU) implemented several climate-focused projects. In 2020, they identified a need to take the pulse of their membership to understand how their members approach the issue of climate change and to solicit feedback about their programs. To gather this information, TU conducted an online survey of their email list where they

included the SASSY questions as well as additional questions assessing climate change awareness and seeking feedback on TU's programs.

The survey revealed that most of their members believed that climate change was real, and three-quarters were worried about it. Breaking down the results by demographics, TU was also able to learn that members under 45 years of age showed particularly strong interest in the impacts of climate change, but they needed to do work educating their members about TU's work on climate policy. These results reassured TU that their climate programs were aligned with the organization's goals and their members' needs. This gave them the confidence to continue to prioritize climate change as a focus for their organization.

1.3 Case Study: Customer Insights from SASSY Questions Unlock Corporate Climate Leadership

Radiant Market Research is a strategic insights consultancy that supports brands focused on health and sustainability through services such as audience insights, custom survey design, strategic analysis, and data storytelling. In this case, Radiant MR's client wanted to act on global warming but was concerned about pushback from its customers. Radiant used SASSY to determine if their client's customer base was supportive of the company's desire to move towards more sustainable initiatives. SASSY results from a consumer survey revealed that the company's customers were more concerned about global warming and sustainability initiatives than the average consumer. This led Radiant MR's client to incorporate additional sustainability initiatives in their company objectives because it aligned with customer values.

With more consumers interested in sustainability initiatives, companies in America have started to incorporate sustainability initiatives into their organizational plans. SASSY survey results enabled Radiant Market Research's client to join the movement towards sustainability and showcased the shift in consumer desire for more sustainability efforts.

1.4 Case Study: Teachers and Presenters Develop Tailored Educational Content Using SASSY

Using SASSY to survey the audience before a presentation can be an effective way to tailor your presentation's content to your audience. This can not only help the presenter gain a better understanding of their audience/students, but – critically – it can also help immediately build new social norms among the audience if the results reveal that a majority among them are Alarmed/Concerned. This finding is often very surprising to participants because it directly challenges a common misperception – that most people aren't very worried about the issue.

Use Case #2: Using SASSY in Survey & Message Research

Surveys, polling, and message tests are key tools for climate communicators advocating for climate policy and making strategic decisions. Adding the SASSY questions to survey and message research allows for the comparison of climate opinion and the effects of the message treatment between segments. This can be particularly useful for campaigns pursuing behavior change or persuasion or to reduce opposition. Including the SASSY questions in the polling and survey work that your organization

YALE PROGRAM ON
Climate Change
Communication

is already doing is a great way to better understand your results and how to apply them. This also makes them more comparable with YPCCC's national research results and the [Message Strategies for the 6 Americas.](#)
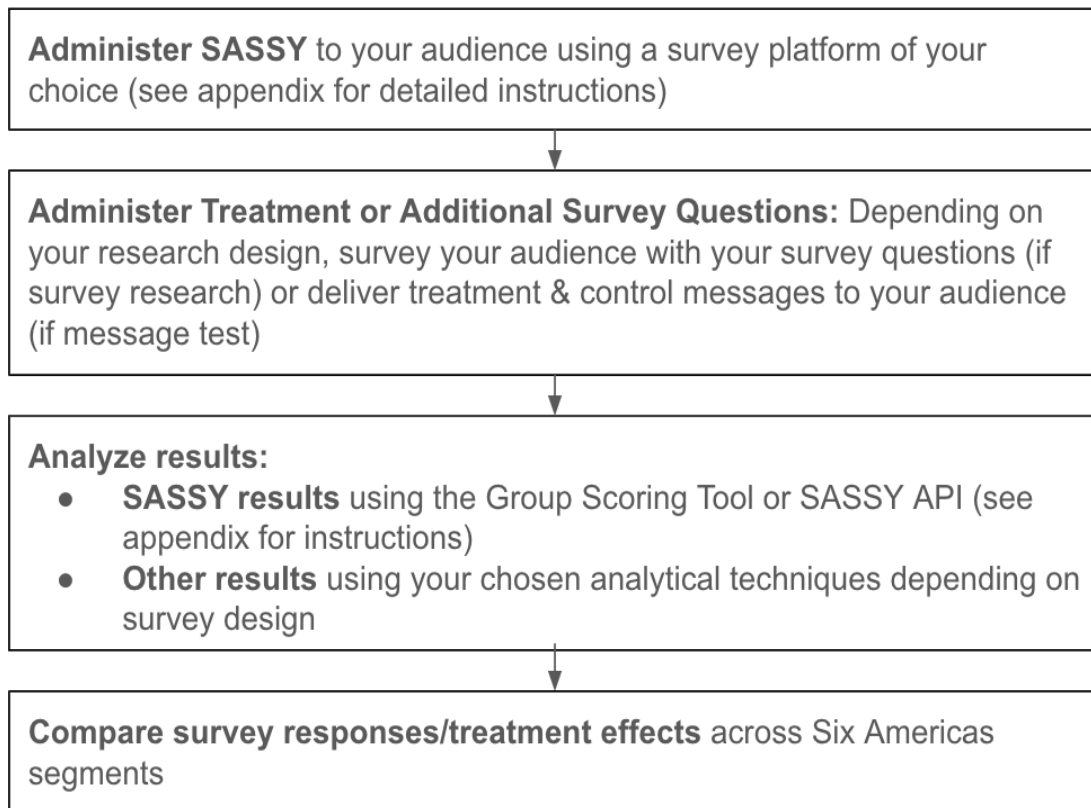

Image 3: Steps for using SASSY in survey research, polling, or message tests to compare responses/effects across Six Americas segments.

2.1 Case Study: Vermont PIRG (VPIRG) used SASSY for strategic decision-making for their climate campaigns.

In December of 2021, VPIRG, the largest nonprofit consumer and environmental advocacy organization in Vermont, launched their 'Keep Vermont Cool' campaign. The goal of this campaign was to deliver a "climate mandate" for the state heading into the 2023-2024 legislative session. To inform their strategy for this campaign, VPIRG worked with Fairbank, Maslin, Maullin, Metz & Associates (FM3), a public opinion research firm, to conduct focus groups and field a climate survey in the state. Using the survey, VPIRG aimed to assess the support for climate action in the state and understand the salience of climate change as an issue among Vermonters. VPIRG included the SASSY questions in this survey in addition to several questions about civic engagement. The survey results indicated that climate was the 6th most

YALE PROGRAM ON
Climate Change
Communication

salient issue in the state and that 47% of Vermonters were Alarmed, while 16% were Concerned about climate change. The results also showed that only a small minority - 11% - were Dismissive.

Because of VPIRG's ambitious policy goals, they knew they needed to organize this public support to turn it into the political will to pass impactful policy. They reached out to Vermonters with a targeted door-to-door canvass to increase the salience of climate among key constituencies. When Vermonters elected a supermajority of climate legislators to the Vermont State House, VPIRG had built the public will for climate action. This allowed the state to pass landmark climate legislation including the Renewable Energy Standard and the Clean Heat Standard.

In April 2023, VPIRG partnered with Data for Progress to poll Vermont voters as part of their "Make Big Oil Pay" campaign. The goal of this survey was to assess support for a policy that would require big oil and gas companies to pay their fair share of the cost for climate-resilient infrastructure projects. Once again, they included the SASSY questions in their polling to compare responses across segments and to measure movement since the 2021 poll. The survey results indicated that 64% of Vermonters supported the proposal and also that a majority of the Alarmed and Concerned were supportive of this policy. They found that 43% of their respondents were Alarmed, with Concerned at 16%, Cautious at 12%, Doubtful at 11% Dismissive at 13% with a margin of error of ±4%. VPIRG used this data in their communication strategy to demonstrate public support for this policy. Ultimately, these efforts led to the enactment of the Climate Superfund Act - a landmark legislation that makes Vermont the first state in the nation to hold big oil and gas companies accountable for the climate crisis.

Screening Survey/Research Participants with SASSY

Groups looking to survey or conduct message experiments with specific segments can also use SASSY to screen for respondents from the target segments (see image below). This could be particularly useful for focus groups or clean energy companies focused on sustainable consumers.
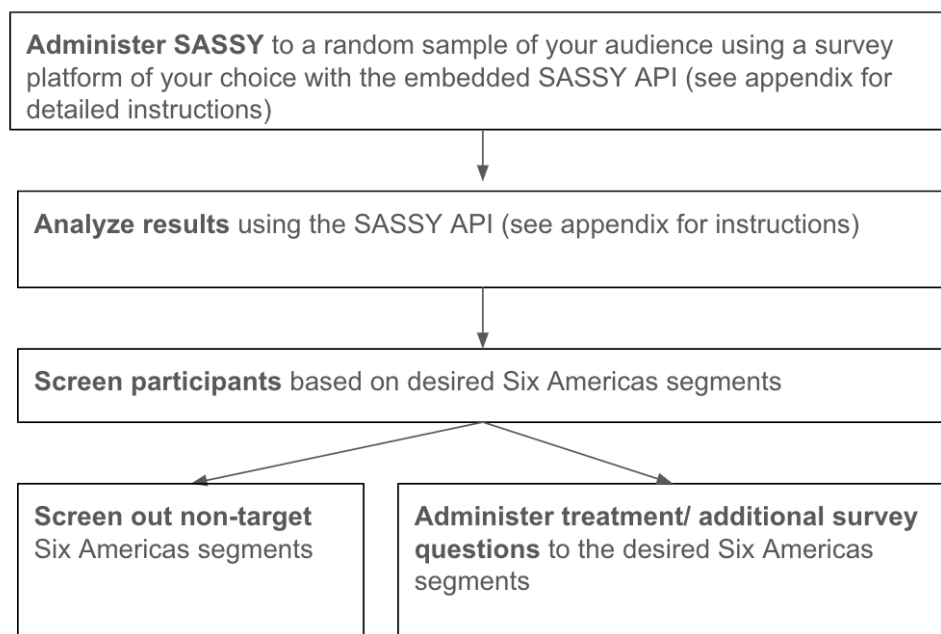
YALE PROGRAM ON
Climate Change
Communication

Image 4: Steps for using SASSY to screen participants in survey research.

2.2 Case Study: USC Norman Lear Center's Media Impact Project Narrowed Survey Scope to Reduce Survey Cost

USC Norman Lear Center's Media Impact Project and Good Energy developed a research project to explore the connections between climate change and entertainment. Good Energy is a nonprofit consultancy that supports TV and film creators to weave climate into their storylines. The project team wanted to explore Americans' climate beliefs, entertainment preferences, and understand their desire for climate portrayals in entertainment. To do this, they decided to survey TV and movie audiences.

First, the Center used the SASSY API to narrow down potential respondents to only include Americans who fell into the Alarmed, Concerned, or Cautious segments. The Center wanted to limit participation to these segments because these segments were Good Energy's client's target audience, and the survey cost increased with the number of respondents. After all, these segments were most likely to be receptive to climate references in entertainment. Using this method of screening, the Center recruited 2,003 Alarmed, Concerned, or Cautious Americans to participate in a broader survey to understand their preferences and demand for portrayals of climate change in entertainment. Therefore, by using SASSY, the Center was able to narrow the audience for their research project to groups that would provide the most relevant feedback and insights, thereby saving the cost of surveying people not in their target audience.

Their research revealed a critical gap in popular entertainment - a lack of climate portrayals, despite high demand from audiences. Building on these findings, the USC Norman Lear Center and Good Energy developed a playbook for inspiring writers to tell more and better climate stories in Hollywood.

Use Case #3: Adapting SASSY to Assess Impact of Climate Communication & Education Campaigns

If an organization wants to test the effectiveness of its programming, how would they use SASSY? Using SASSY to compare an audience's climate opinion before and after a program or lesson can help an organization, educator, or research group determine if their educational or advocacy materials are effective at changing beliefs. For instance, SASSY can help an organization assess if their education materials change opinions over time.

To assess if a program or lesson is effective at educating and informing an audience on climate change, you would conduct a SASSY survey before any programming, educational lessons, or outreach and compare those initial results to a second survey conducted after the program or lesson. If SASSY results show a shift in the audience from the Doubtful/ Cautious end to the Concerned or Alarmed end of the Six Americas spectrum, your materials could be considered effective in educating and moving audiences on climate change or climate action.

One risk in this approach is that many community members may already be Alarmed or Concerned, so the evaluation may experience a ceiling effect if you only use the SASSY tool. A highly impactful program might seem ineffective when it is moving people to take action. To address this, it can also be useful to include questions on perceived collective efficacy (e.g.: "How confident are you that people like you, working together, can affect what the government does about global warming?"), social norms (e.g.: "How important is it to your community that you take action to reduce global warming?"), and willingness to take action in addition to the SASSY questions. These questions can help measure movement among the Alarmed towards more active action-taking. The survey results you receive from conducting a SASSY survey pre- and post-programming can help inform your lesson plans and lead to new educational strategies and tactics.

Organizations, educators, and researchers can use SASSY at conferences, panels, schools, and events in the following way:
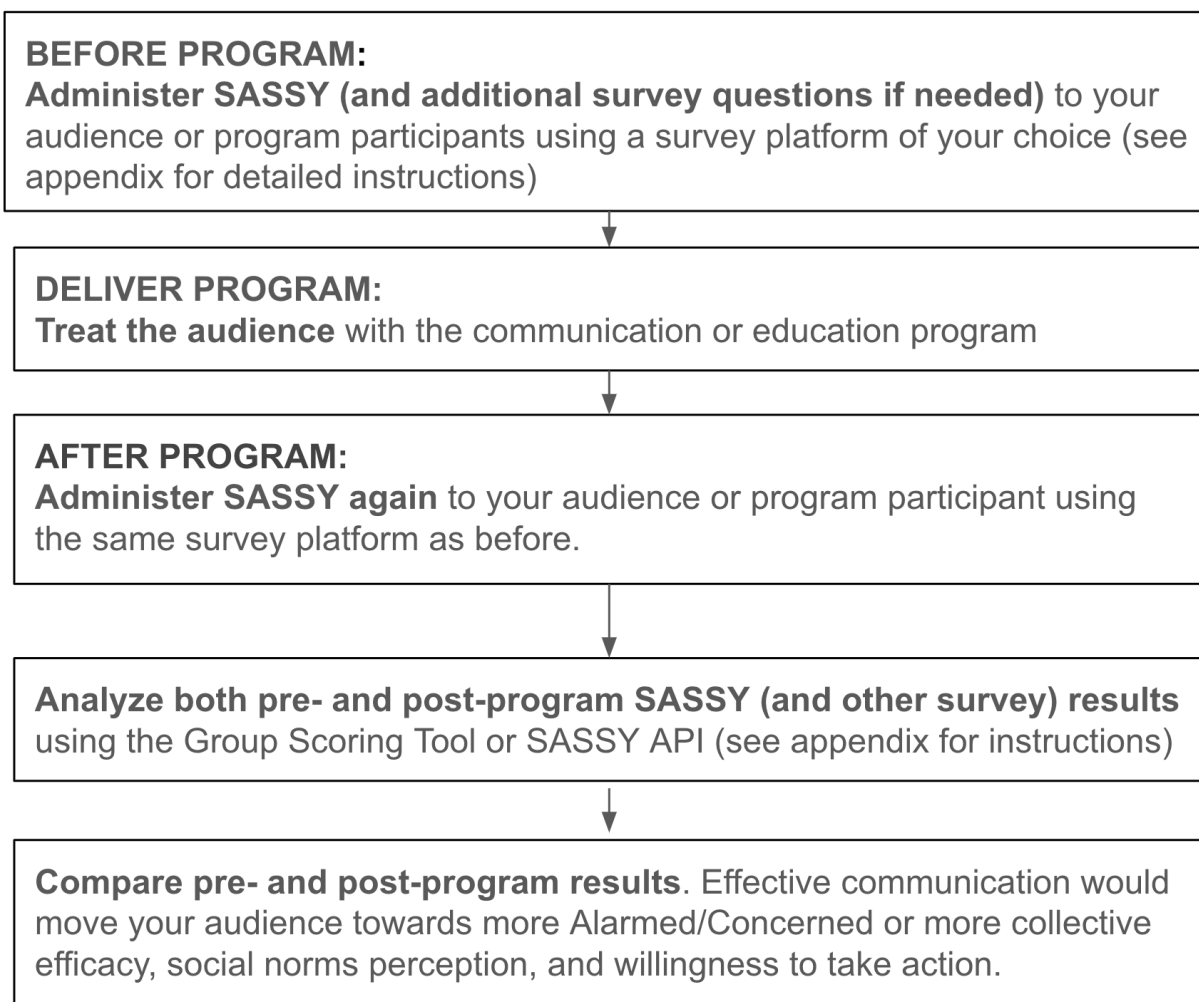
YALE PROGRAM ON
Climate Change
Communication

BEFORE PROGRAM:
Administer SASSY (and additional survey questions if needed) to your audience or program participants using a survey platform of your choice (see appendix for detailed instructions)

↓

DELIVER PROGRAM:
Treat the audience with the communication or education program

↓

AFTER PROGRAM:
Administer SASSY again to your audience or program participant using the same survey platform as before.

↓

Analyze both pre- and post-program SASSY (and other survey) results using the Group Scoring Tool or SASSY API (see appendix for instructions)

↓

Compare pre- and post-program results. Effective communication would move your audience towards more Alarmed/Concerned or more collective efficacy, social norms perception, and willingness to take action.

Image 5: Steps for using SASSY to assess impact of climate communication and education campaigns.

3.1 Case Study: Climate Generation Used SASSY to Measure the Success of their Climate Education Programming

Climate Generation empowers educators, youth, and communities to take action against systems that impact the climate crisis through education, advocacy, and organizing. During Climate Generation's annual education conference, Summer Institute for Climate Change Education, they used SASSY to conduct pre- and post-surveys of attendees' views on climate change.

The surveys revealed that before conference programming began, attendees had more negative views about climate change, expressing hopelessness and fear. After three days of conference programming, including lectures, workshops, and resource sharing, SASSY was conducted a second time and revealed that attendees' beliefs towards climate change were now more positive and hopeful. SASSY helped

YALE PROGRAM ON
Climate Change
Communication

Climate Generation confirm that their programming was successful in educating attendees on the positive impact they can make in the climate movement.

Exploring other SASSY uses

YPCCC Experiments & Message Testing
1. Communicating the Scientific Consensus on Climate Change: Diverse Audiences & Effects Over Time (2022)
2. Environmental Literature as Persuasion: An Experimental Test of the Effects of Reading Climate Fiction (2023)

Research on US audiences
1. Perceived Barriers to Climate Change Activism Behaviors in the United States Among Individuals Highly Concerned about Climate Change (2022)
2. Correlates of Levels of Willingness to Engage in Climate Change Actions in the United States (2021)
3. The Generational Divide Over Climate Change Among American Evangelicals (2022)
4. Political and Social Drivers of COVID-19 Prevention and Climate Change Behaviors & Attitudes (2023)
5. Novel Approaches for Understanding Iowa Farmers' Perspectives on Conservation and Climate Change to Inform Extension and Outreach (2022)
6. First-Generation College Students and Climate Change: An Underresearched and Vital Relationship (2022)
7. Climate Change as a National Security Issue: Examining Framing Effects Across Party (2021)

International Research
1. The Six Australias: Concern about Climate Change (and Global Warming) Is Rising (2022)
2. Polarization within consensus? An audience segmentation model of politically dependent climate attitudes in Denmark (2023)
3. Does higher climate concern lead to a smaller carbon footprint? A study among the Nordic country residents (2024)
4. Increasing climate efficacy is not a surefire means to promoting climate commitment (2021)
5. Global warming in the minds of Mexican higher education students: an exploratory study (2022)
6. The reproductive climate concerns of young, educated Chinese: 'when the nest is upset, no egg is left intact' (2021)
7. Perception of climate change in an academic community in Colombia—a pilot study in a developing country (2023)

Public Health
1. Framing Air Pollution as a Reproductive Health Threat: Implications for a New Climate Communication Strategy (2023)

YALE PROGRAM ON
Climate Change
Communication

2. [Comparative analysis of Australian climate change and COVID-19 vaccine audience segments shows climate skeptics can be vaccine enthusiasts](#) (2023)
3. [Prescription for healing the climate crisis: Insights on how to activate health professionals to advocate for climate and health solutions](#) (2021)
4. [Turning Concern into Confidence: Planetary Health Needs in Nursing Education](#) (2024)

Education
1. [Scientific and Fantastical: Creating Immersive, Culturally Relevant Learning Experiences with Augmented Reality and Large Language Models](#) (2024)
2. [Promotion of Student Engagement in Sustainability at ERAU](#) (2022)
3. [Connecting technologies and nature: Impact and opportunities for digital media use in the context of at-home family environmental learning](#) (2023)
4. [COM Student-Made PSAs Underscore the Urgency of Climate Crisis](#) (2019)

Other
1. [Global Warming's Six MTurks: A Secondary Analysis of a US-Based Online Crowdsourcing Market](#) (2022)

YALE PROGRAM ON
Climate Change
Communication

# Appendix: Instructions for Using SASSY

A. Using the SASSY Quiz (Individual Response)

The SASSY quiz is used when the goal is to segment a single individual into the Six Americas. It is easy to access on YPCCC's website:

- Simply click on the link here, which will take you to the survey.
- Once you are on the website, select "take quiz" under the Six Americas Quiz tab.
- Answer the 4-question quiz and submit.
- Once you submit, you will receive your Six Americas segment results.

B. Using the SASSY Group Scoring Tool

To use this tool, you can upload your own survey or experimental data in a spreadsheet (csv) to obtain the Six Americas segment scores for each individual in your dataset. SASSY results are immediately processed and added to the spreadsheet as a new column with the segment scores, which can then be downloaded. Summary graphics of your SASSY scores depict your group's composition and how it compares with Americans as a whole.
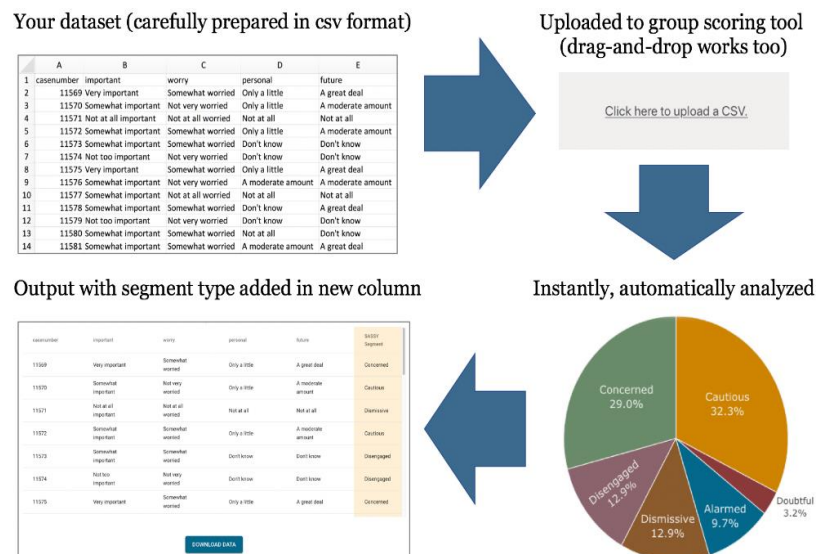
Follow the instructions below to use the group scoring tool:

1. To use the group scoring tool, first administer the SASSY survey (i.e. the following four questions) using a survey platform of your choice such as Google forms, Survey Monkey, Qualtrics etc. *(If you are using Google forms, we have created a template form with instructions*

YALE PROGRAM ON
Climate Change
Communication

that you can simply copy, instead of building a new survey from scratch using the instructions below):

    a. How important is the issue of global warming to you personally?

- Extremely important
- Very important
- Somewhat important
- Not too important
- Not at all important

    b. How worried are you about global warming?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried

    c. How much do you think global warming will harm you personally?

- A great deal
- A moderate amount
- Only a little
- Not at all
- Don't know

    d. How much do you think global warming will harm future generations of people?

- A great deal
- A moderate amount
- Only a little
- Not at all
- Don't know

2. Download your response dataset.

    a. The responses to the survey must be entered into a spreadsheet and saved as a common separated value (csv) file. Your survey responses must be entered as five columns with the following five headings as seen in [our template found here](#): A) casenumber; B) important; C) worry; D) personal; E) future.

    b. The first column (casenumber) must have a unique identification code for each respondent – it can take any form.

    c. The next four columns must contain the survey question responses, which must exactly match the wording in the survey questions above. Be aware of capitalization errors and spaces in your responses: Copy the column headings (see bullet 2a) and response options (see bullet 1a - d) exactly as they appear here or in the [template](#). Your final csv file should match our template

YALE PROGRAM ON
Climate Change
Communication

format exactly. (These are the most common errors, so it is worth double checking and triple checking this!)

3. Upload data set to the group scoring tool: Then, upload your dataset i.e. your csv file to the group scoring tool here. You will instantly receive your results.

4. If you are working with a broader dataset with additional questions beyond SASSY, you can merge the results from SASSY back with your broader dataset.

Troubleshooting Tips for the SASSY Group Scoring Tool:
1. Check the headers of your CSV File. A) casenumber; B) important; C) worry; D) personal; E) future.
2. Check the responses to make sure they match the provided responses exactly. Capitalization matters! (We often find that it helps to filter the results in Excel or Google Sheets to group answers together.)
3. Double-check that you have results for both your respondents and the national numbers to compare them against.

C. Using the SASSY API

The SASSY API tool is used to integrate our SASSY segmentation model in third-party survey and research tools like Qualtrics, Survey Monkey, and Google Forms. It is used when survey respondents are to be segmented in real-time i.e. as they fill out the survey, as compared to the post-hoc analysis that occurs when one uses the Group Scoring tool. Follow the instructions below to use the SASSY API:

1. Signing an MOU: Because there is a small cost for YPCCC and occasional maintenance, we ask that partners sign a short Memorandum of Understanding with YPCCC to access the API.
2. Accessing the Six Americas REST API: The API can be accessed at this URL:

URL: https://us-east1-ypccc-tools.cloudfunctions.net/sixamericas-api

To verify that the API is functioning, open the URL in a browser. You should get the response:

```
{ "ok": true}
```

Using API to determine Six Americas Segmentation

a.   For Responses to the SASSY quiz: If you have a single user's responses to the SASSY quiz you can use the API to determine the user's corresponding SASSY segment.

To do this, make a HTTP POST request to the API's response end point with the contents of the user's quiz response.

YALE PROGRAM ON
Climate Change
Communication

The response endpoint: https://us-east1-ypccc-tools.cloudfunctions.net/sixamericas-api/response

Example request body:

```
{
 "Qnum1": "Extremely important",
 "Qnum2": " Somewhat worried",
 "Qnum3": "Only a little",
 "Qnum4": "A great deal"
}
```

The API will return the following:

```
{
 "Qnum1": "Extremely important",
 "Qnum2": " Somewhat worried",
 "Qnum3": "Only a little",
 "Qnum4": "A great deal",
 "segment": "Alarmed"
}
```

Note that the user's computed Six Americas segment is returned as "Alarmed".

Using the SASSY quiz in a Qualtrics survey:

You can also administer the SASSY quiz in a Qualtrics survey and use the API to compute the user's Six Americas segment on-the-fly:

- First, add the SASSY questions to your Qualtrics survey. Ensure that the order of questions is exactly the same as in the SASSY survey.
- Next, select "Survey Flow" on the left tab (see image below)

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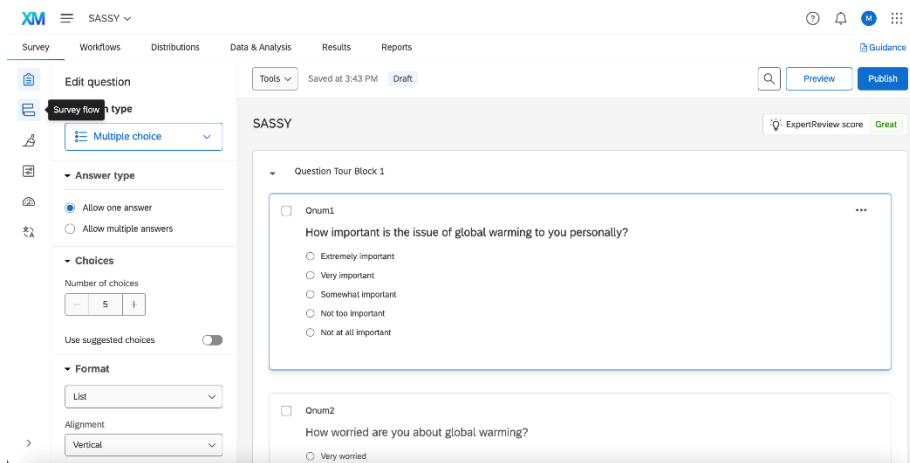
- Select "Add a New Element Here" and select "Embedded Data".
- In the newly added "Set Embedded Data" section, add four fields named "Qnum1" - "Qnum4". Set each field to the selected choices for questions 1-4 on the SASSY survey: Click on "Set a Value Now". From the drop-down menu, select "Insert Piped Text"> "Survey Question"> Select the corresponding SASSY question > "Selected Choices". (see images below)

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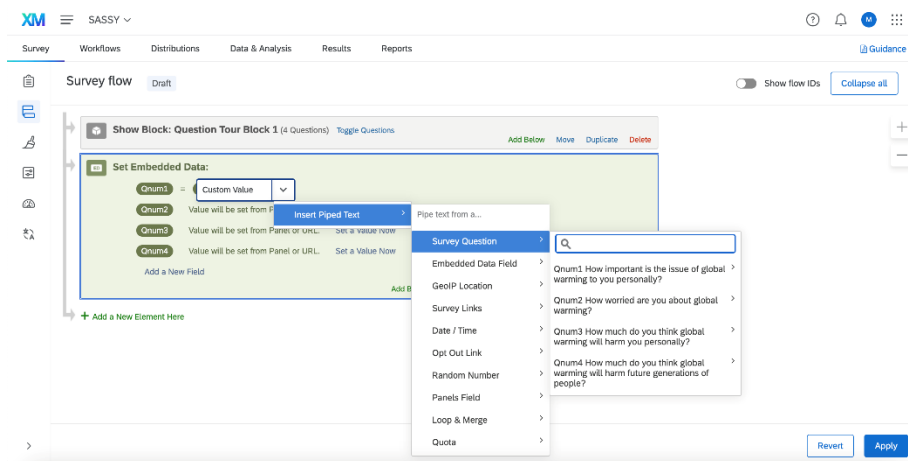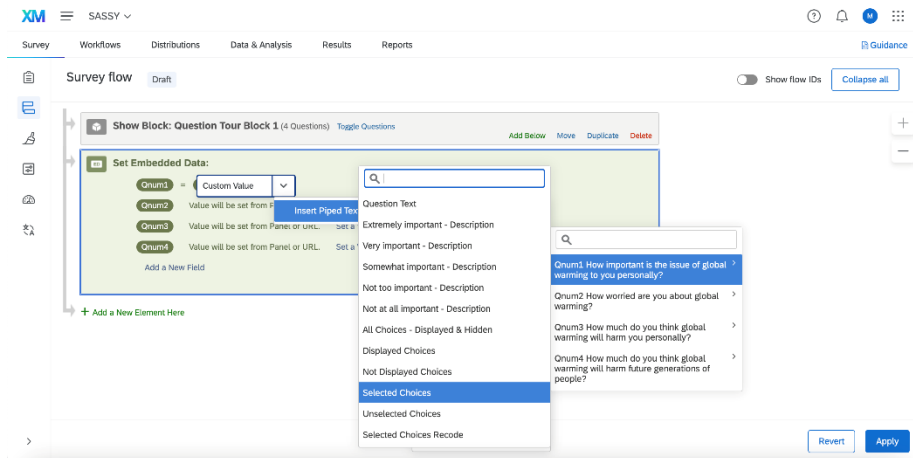
- After setting all four fields to their selected choices, click on "Add a New Element Here" and select "Web Service".
- Add the following link in the URL field: https://us-east1-ypccc-tools.cloudfunctions.net/sixamericas-api/response
- Set the Method to "POST".
- Add four Body Parameters and set the drop-down menu to "application/json"
- Input the names of the four fields as the parameters i.e. "Qnum1" - "Qnum4"
- Set each parameter's value to its respective embedded data field: "Set a Value Now" > "Insert Piped Text" > "Embedded Data Field" > input the respective data field for each question e.g.: "Qnum1" (see image below):

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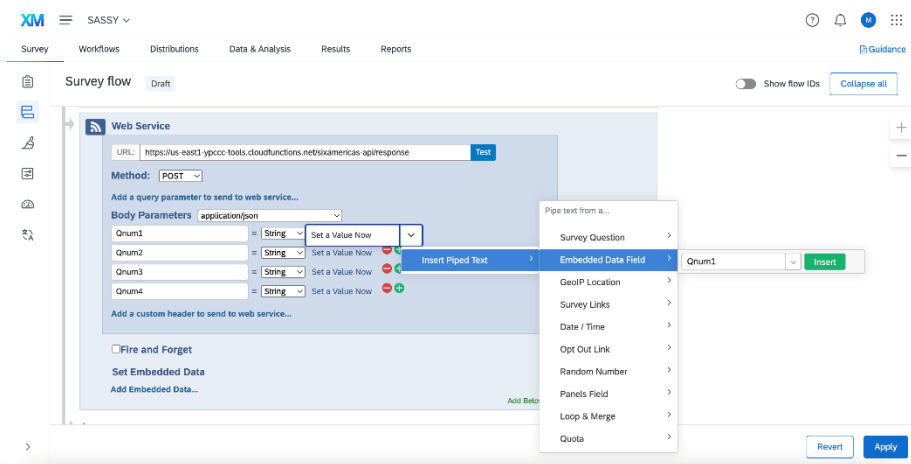
- After setting all four body parameters to their respective embedded data fields, click on "Add Embedded Data", set its value as "SASSY segment" = "segment" (see final image below):

- SASSY API should be embedded in your survey now. As people fill out this survey, the results should automatically include a column that shows their SASSY segment.

Getting a response from the SASSY API using R

```
URL <- "https://sixamericas-api.ypccc.tools/response"
body <- list (Qnum1 = 1, Qnum2 = 2, Qnum3 = 3, Qnum4=1)
# JSON encoded
r <- POST(url, body = body, encode = "json")
```

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