

张馨予, 胡宇轩, 张忠义, 傅钰涵, 谢屹 (2021) 中国公众的国际野生动物保护意愿调查: 以非洲象为例. 生物多样性, 29, 1358–1368.

<http://www.biodiversity-science.net/CN/10.17520/biods.2021082>

#### 附录5 结构方程模型区别效度检验

##### Appendix 5 The results of discriminant validity

	保护意愿 Intention	态度 Attitude	规范 Norm	知觉行为控制 Perceived behavior control	过去经验 Past experience
保护意愿 Intention	<b>0.878</b>				
态度 Attitude	0.499***	<b>0.759</b>			
规范 Norm	0.735***	0.561***	<b>0.884</b>		
知觉行为控制 Perceived behavior control	0.527***	0.149***	0.573***	<b>0.804</b>	
过去经验 Past experience	0.579***	0.304***	0.495***	0.386***	<b>0.735</b>

对角线指AVE的平方根, 对角线下方为相关系数; \*\*\*表示在1%水平上显著。

The diagonal values represent the square root of AVE and the values below the diagonal represent the correlation coefficients. \*\*\*The correlation is significant at the 0.001 level.