

Information

Informed Consent Form

Introduction

This study attempts to collect information about consumers' opinions on several foods

Procedures

You will be shown a short video of a food and asked to complete a short questionnaire.

Risks/Discomforts

There appear to be no risks and discomforts associated with the study, although you may find some videos unpleasant to watch.

Confidentiality

All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones).

Compensation

You will receive the compensation as indicated on the Prolific website.

Participation

Participation in this research study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely.

Questions about the research

If you have questions regarding this study, you may send an email to h.n.j.schifferstein@tudelft.nl (Dr. H.N.J. Schifferstein, Delft University of Technology, the Netherlands).

Consent

I consent to participate in this study

- Yes
- No

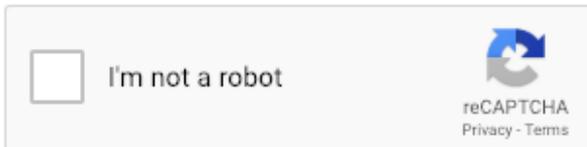
Screening question

Are you a vegetarian or vegan?

- Yes, I am vegetarian or vegan
- No, I eat meat and/or fish

ReCAPTCHA

ReCAPTCHA



Prolific ID

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID

Food preference

To what extent do you find consuming the following foods disgusting?

Don't

	Not at all disgusting						Very much disgusting	know this food
Shrimp	<input type="radio"/>							
Oysters	<input type="radio"/>							
Worms	<input type="radio"/>							
Fish	<input type="radio"/>							
Beef steak	<input type="radio"/>							
Cheese	<input type="radio"/>							
Pasta	<input type="radio"/>							
Tea	<input type="radio"/>							
Octopus	<input type="radio"/>							
Dried fish flakes	<input type="radio"/>							
Candy	<input type="radio"/>							
Crab	<input type="radio"/>							

Randomised video octopus I



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
interested	<input type="radio"/>						
compassionate	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
ashamed	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
disgusted	<input type="radio"/>						
fascinated	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
are fast	<input type="radio"/>						

mimic those of a living creature	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
are subtle	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is of animal origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

is familiar to me	<input type="radio"/>						
is natural	<input type="radio"/>						

Randomised video tea



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
interested	<input type="radio"/>						
ashamed	<input type="radio"/>						
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
fascinated	<input type="radio"/>						
disgusted	<input type="radio"/>						

scared to eat it	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						

If someone would present me with this tea, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
are fast	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
are subtle	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

has been processed extensively	<input type="radio"/>						
is healthy	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
is natural	<input type="radio"/>						
is safe to eat	<input type="radio"/>						
is plant-based	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
contains a lot of harmful microbes	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
is fresh	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						

Randomised video sashimi



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
scared to eat it	<input type="radio"/>						
ashamed	<input type="radio"/>						
fascinated	<input type="radio"/>						
disgusted	<input type="radio"/>						
interested	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I

would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

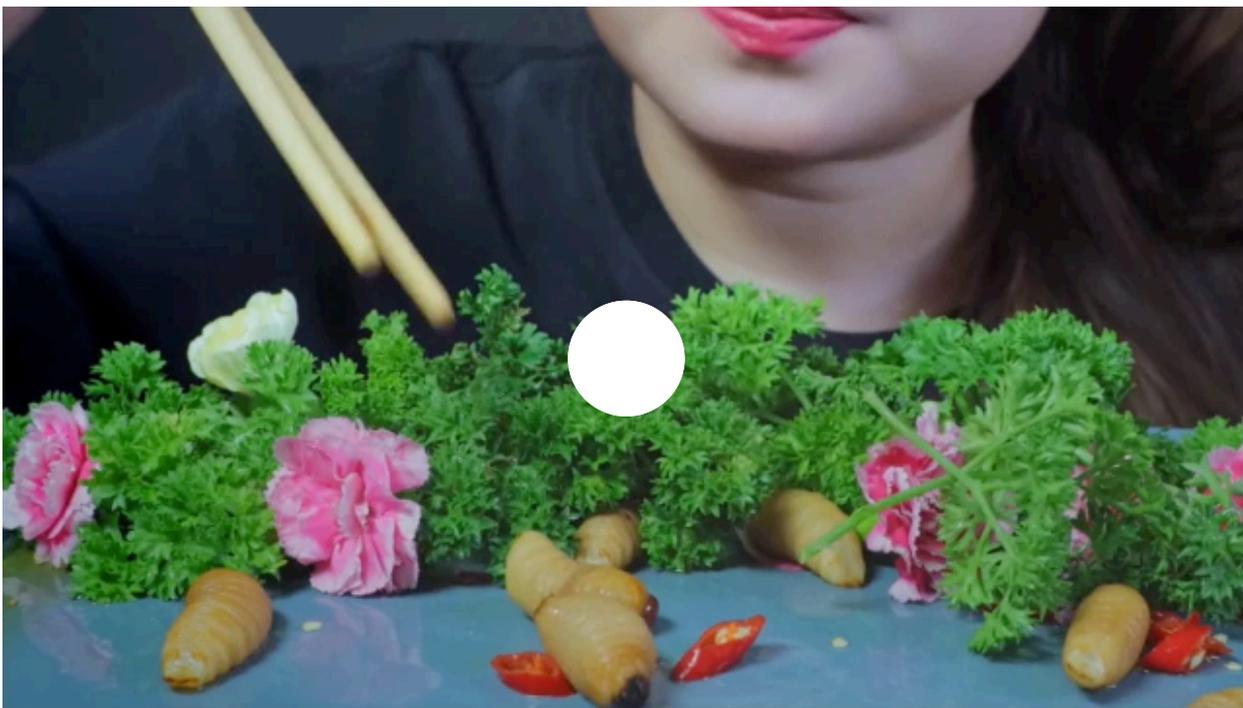
	Not at all						Very much
looks natural with the food	<input type="radio"/>						
are subtle	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are fast	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are twitchy	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

has been processed extensively	<input type="radio"/>						
is plant-based	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
contains a lot of harmful microbes	<input type="radio"/>						
is fresh	<input type="radio"/>						
is natural	<input type="radio"/>						
is healthy	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						

Randomised video worm



All the following questions will be about this video. Please watch it carefully. You can

replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
scared to eat it	<input type="radio"/>						
fascinated	<input type="radio"/>						
interested	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
disgusted	<input type="radio"/>						
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
ashamed	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
are subtle	<input type="radio"/>						

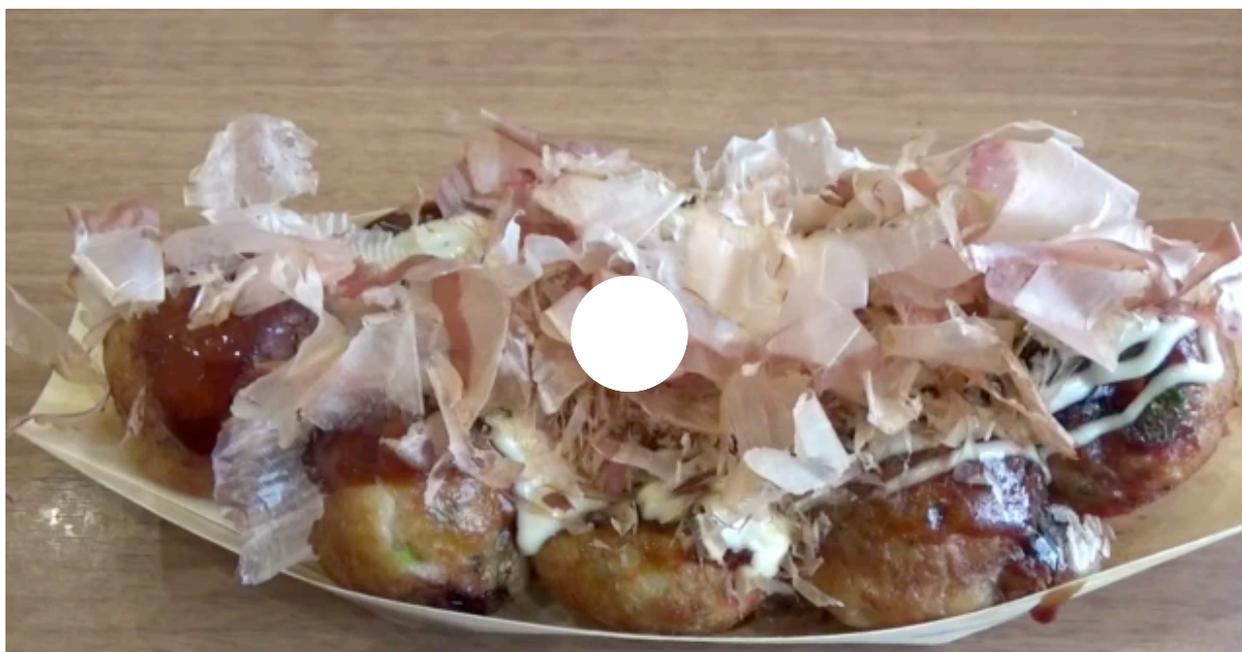
are fast	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
fade out over time	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is familiar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

is of animal origin	<input type="radio"/>						
is still alive	<input type="radio"/>						

Randomised video bonito flakes



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
fascinated	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
compassionate	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						

ashamed	<input type="radio"/>						
interested	<input type="radio"/>						
disgusted	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
mimic those of a living creature	<input type="radio"/>						
are fast	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are subtle	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						

I think this food...

			Neither agree nor disagree			
Strongly disagree	Disagree	Somewhat disagree		Somewhat agree	Agree	Strongly agree

contains a lot of harmful microbes	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
has been processed extensively	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is plant-based	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
is safe to eat	<input type="radio"/>						
is healthy	<input type="radio"/>						
is fresh	<input type="radio"/>						
is still alive	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
is natural	<input type="radio"/>						

Randomised video octopus II



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
angry at the people who prepare or eat it	<input type="radio"/>						
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
disgusted	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
fascinated	<input type="radio"/>						
ashamed	<input type="radio"/>						
interested	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I

would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

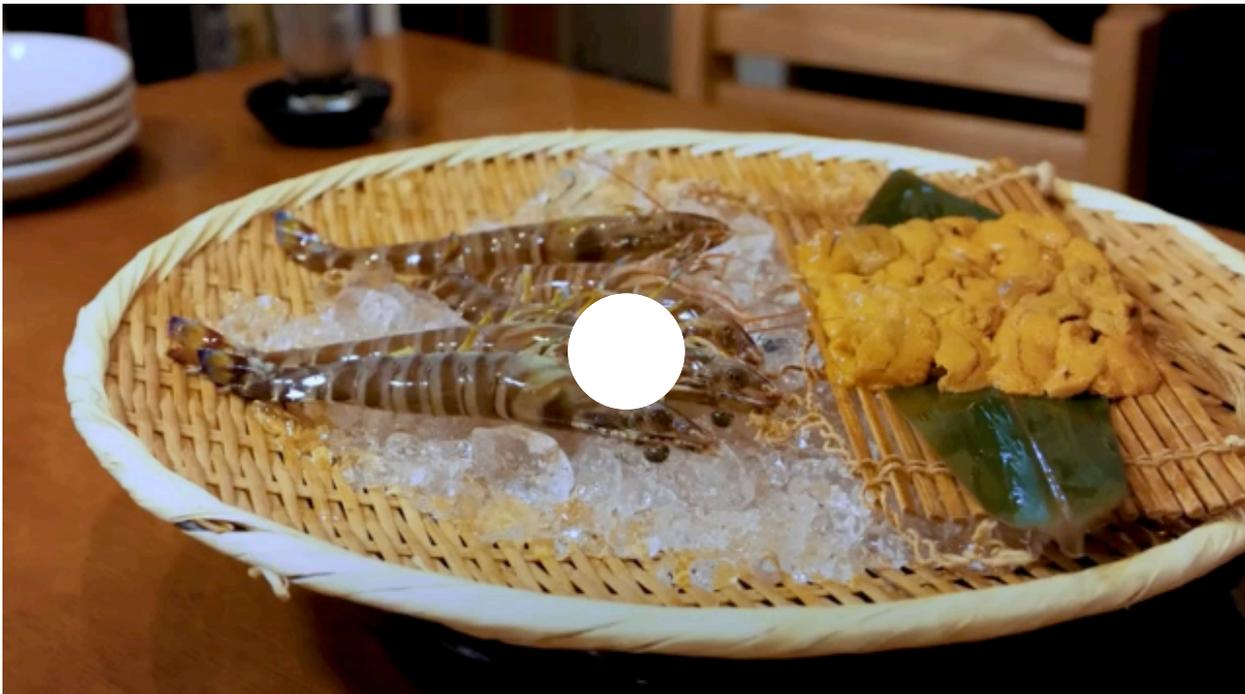
	Not at all						Very much
looks natural with the food	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are subtle	<input type="radio"/>						
are fast	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are twitchy	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

has been processed extensively	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
is healthy	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
is fresh	<input type="radio"/>						
is natural	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
is still alive	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is plant-based	<input type="radio"/>						

Randomised video shrimp



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
angry at the people who prepare or eat it	<input type="radio"/>						
fascinated	<input type="radio"/>						
compassionate	<input type="radio"/>						
disgusted	<input type="radio"/>						
interested	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
ashamed	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
fade out over time	<input type="radio"/>						
are subtle	<input type="radio"/>						

looks natural with the food	<input type="radio"/>						
are twitchy	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are fast	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is of animal origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is familiar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

will taste
delicious

Randomised video cheese



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
ashamed	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
disgusted	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
compassionate	<input type="radio"/>						
fascinated	<input type="radio"/>						
interested	<input type="radio"/>						

angry at the people who prepare or eat it

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

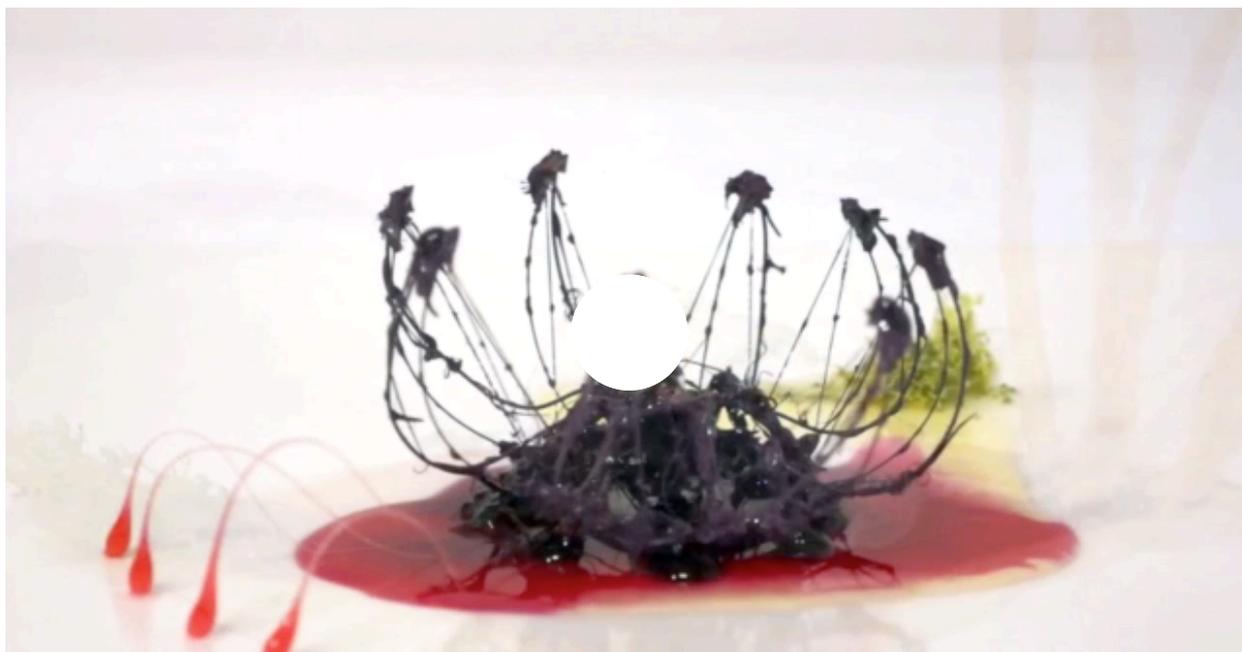
	Not at all						Very much
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
fade out over time	<input type="radio"/>						
are subtle	<input type="radio"/>						
are fast	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

is still alive	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
is healthy	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
has been processed extensively	<input type="radio"/>						
is plant-based	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is safe to eat	<input type="radio"/>						
is natural	<input type="radio"/>						
is fresh	<input type="radio"/>						

Randomised video speculative design



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
fascinated	<input type="radio"/>						
ashamed	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
disgusted	<input type="radio"/>						
interested	<input type="radio"/>						
scared to eat it	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I

would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

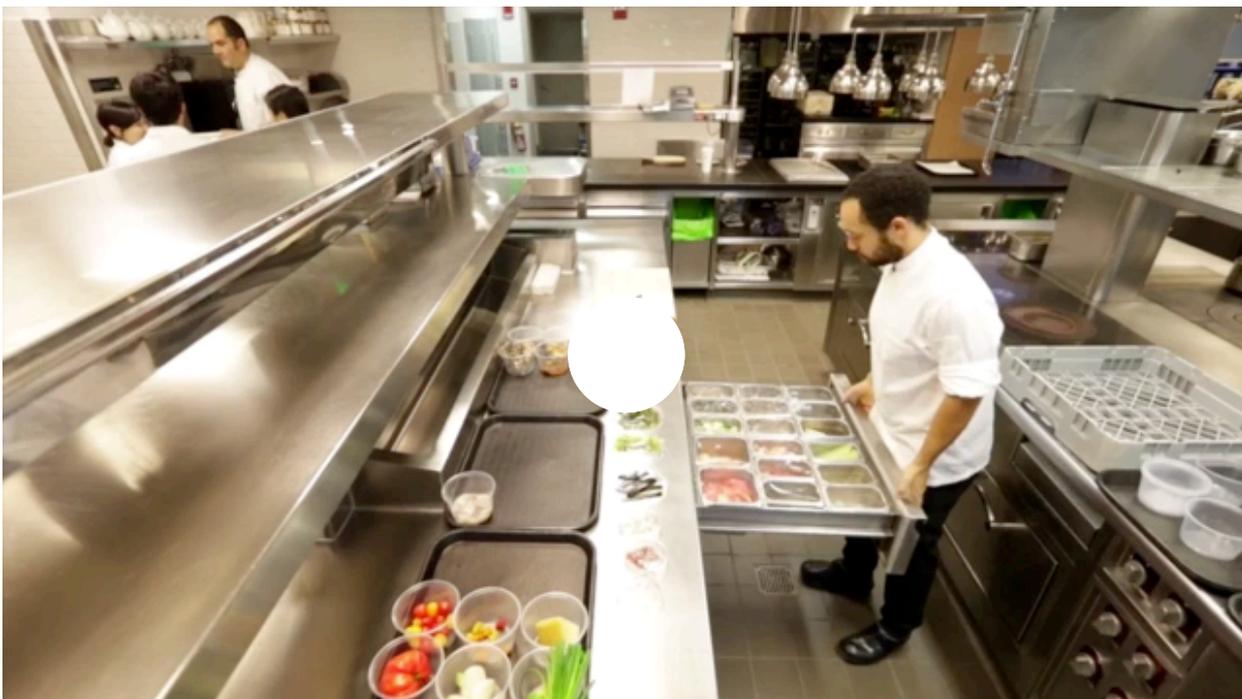
	Not at all						Very much
are subtle	<input type="radio"/>						
are fast	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are twitchy	<input type="radio"/>						
fade out over time	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is familiar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

causes me pain when I eat it	<input type="radio"/>						
is still alive	<input type="radio"/>						
is healthy	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
is fresh	<input type="radio"/>						
is natural	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
is safe to eat	<input type="radio"/>						
will taste delicious	<input type="radio"/>						

Randomised video pasta



All the following questions will be about this video. Please watch it carefully. You can

replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
compassionate	<input type="radio"/>						
fascinated	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
interested	<input type="radio"/>						
disgusted	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
ashamed	<input type="radio"/>						

If someone would present me with this food as it is prepared here, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
fade out over time	<input type="radio"/>						
are fast	<input type="radio"/>						

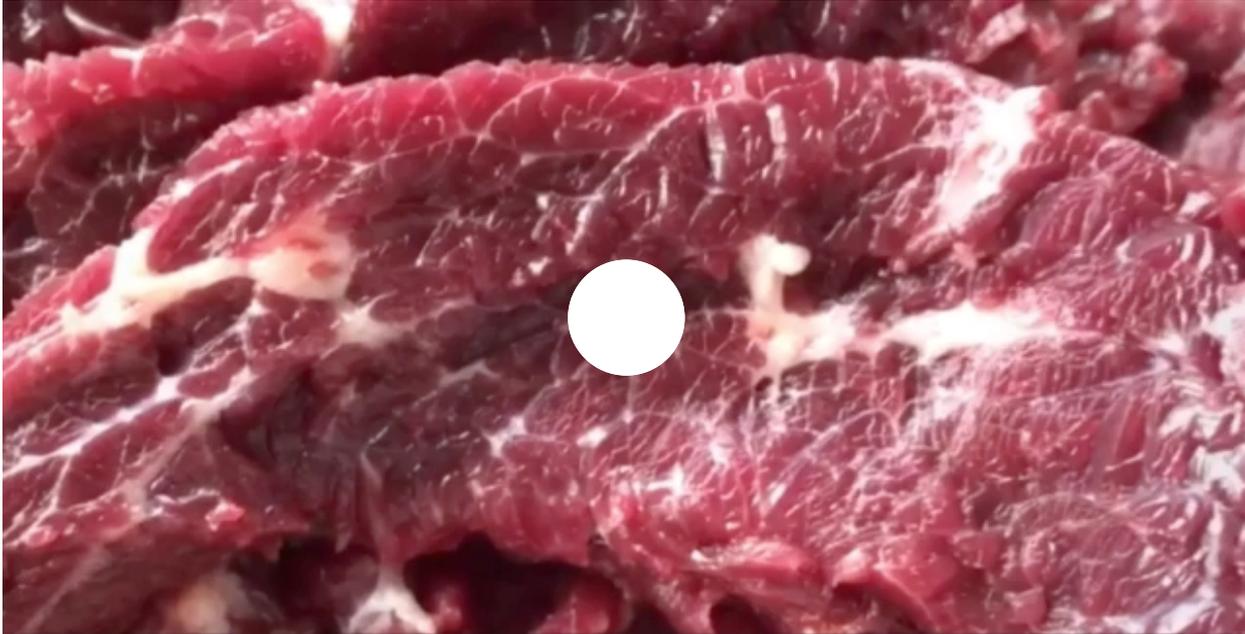
mimic those of a living creature	<input type="radio"/>						
are subtle	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is of animal origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

is familiar to me

Randomised video meat



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
disgusted	<input type="radio"/>						
ashamed	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
interested	<input type="radio"/>						
fascinated	<input type="radio"/>						
compassionate	<input type="radio"/>						
scared to eat it	<input type="radio"/>						

angry at the people who prepare or eat it

If someone would present me with this food after preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

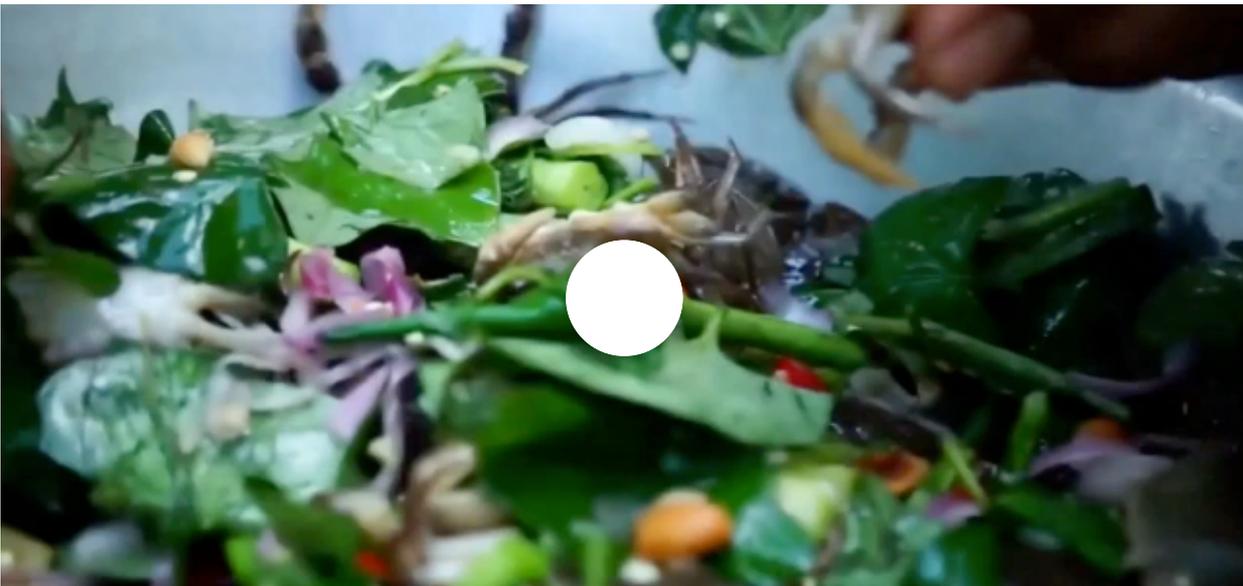
	Not at all						Very much
fade out over time	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are subtle	<input type="radio"/>						
are fast	<input type="radio"/>						
are twitchy	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

is natural	<input type="radio"/>						
is healthy	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
is fresh	<input type="radio"/>						
is plant-based	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
contains a lot of harmful microbes	<input type="radio"/>						
has been processed extensively	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is of animal origin	<input type="radio"/>						

Randomised video crab



All the following questions will be about this video. Please watch it carefully. You can

replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
interested	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
ashamed	<input type="radio"/>						
disgusted	<input type="radio"/>						
fascinated	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
fade out over time	<input type="radio"/>						

are twitchy	<input type="radio"/>						
are subtle	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are fast	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes me ill when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is familiar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
causes me pain when I eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
contains a lot of harmful microbes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
will taste delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is of animal origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is plant-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a pleasant texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

has been processed extensively

is fresh

Randomised video oyster



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
compassionate	<input type="radio"/>						
sorry for the ingredients that make up this dish	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
interested	<input type="radio"/>						

ashamed	<input type="radio"/>						
fascinated	<input type="radio"/>						
disgusted	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

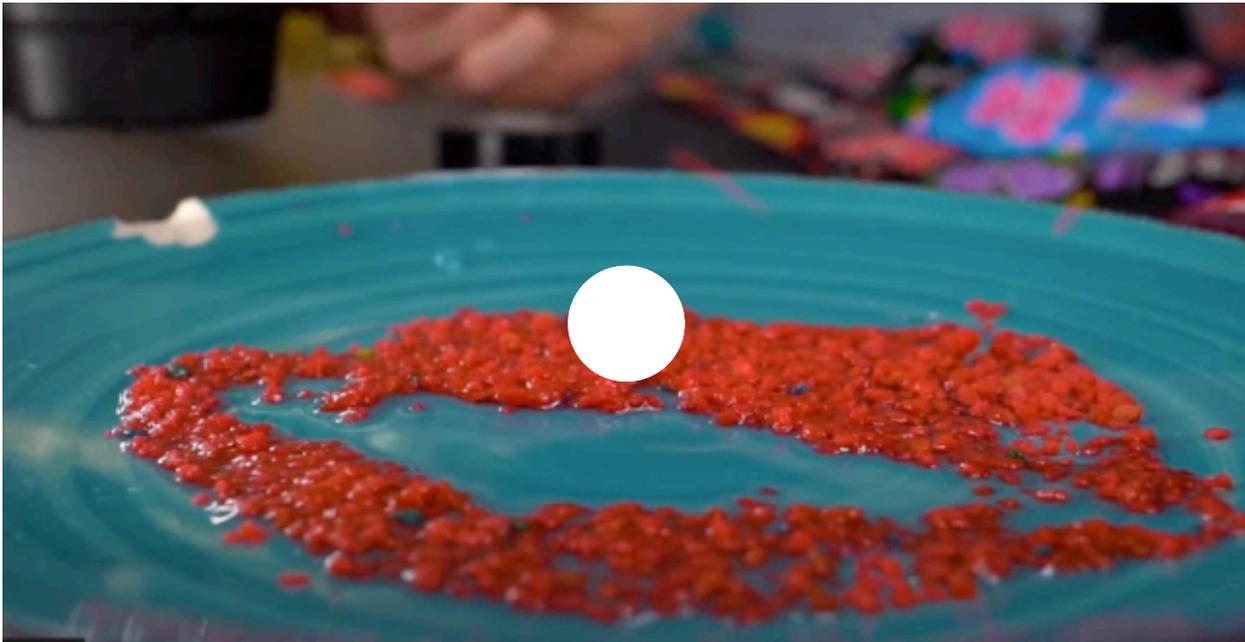
	Not at all						Very much
fade out over time	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
are subtle	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are fast	<input type="radio"/>						
are twitchy	<input type="radio"/>						

I think this food...

			Neither agree nor disagree			
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree

has been processed extensively	<input type="radio"/>						
is fresh	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
is plant-based	<input type="radio"/>						
is familiar to me	<input type="radio"/>						
is still alive	<input type="radio"/>						
is natural	<input type="radio"/>						
contains a lot of harmful microbes	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
is healthy	<input type="radio"/>						
causes me pain when I eat it	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
is safe to eat	<input type="radio"/>						

Randomised video poprocks



All the following questions will be about this video. Please watch it carefully. You can replay the video if you want.

When I see the food in this video, I feel ...

	Not at all						Very much
sorry for the ingredients that make up this dish	<input type="radio"/>						
disgusted	<input type="radio"/>						
ashamed	<input type="radio"/>						
angry at the people who prepare or eat it	<input type="radio"/>						
compassionate	<input type="radio"/>						
scared to eat it	<input type="radio"/>						
interested	<input type="radio"/>						
fascinated	<input type="radio"/>						

If someone would present me with this food as it is here, without further preparation, I

would ...

- not even look at it
- look at it, but not touch it
- touch it, but not put it in my mouth
- put it in my mouth, but not swallow it
- put it in my mouth and swallow it

The movements of the food in this video ...

	Not at all						Very much
are twitchy	<input type="radio"/>						
are fast	<input type="radio"/>						
looks natural with the food	<input type="radio"/>						
mimic those of a living creature	<input type="radio"/>						
are subtle	<input type="radio"/>						
fade out over time	<input type="radio"/>						

I think this food...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
is still alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has been processed extensively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is familiar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

causes me pain when I eat it	<input type="radio"/>						
is safe to eat	<input type="radio"/>						
makes me ill when I eat it	<input type="radio"/>						
is of animal origin	<input type="radio"/>						
is plant-based	<input type="radio"/>						
is fresh	<input type="radio"/>						
has a pleasant texture	<input type="radio"/>						
will taste delicious	<input type="radio"/>						
contains a lot of harmful microbes	<input type="radio"/>						

Attention check question

Please click "Strongly agree" to confirm that you are paying attention to this question.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Demographic

Please feel free to write down any comments on what made you feel disgusted when you saw the food in the video



Closing

Please feel free to add any comments on the questionnaire here. Thank you!



Thank you for taking part in the study. Please click the "next" button to be redirected back to Prolific and register your submission.

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