

Intro

Informed Consent Form

Introduction

This study attempts to collect information about consumers' meat eating behavior.

Procedures

You will be shown a photograph and a short text and asked to complete a short questionnaire.

Risks/Discomforts

There appear to be no risks and discomforts associated with the study.

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 MTurk 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 a.kranzbuhler@tudelft.nl (Dr. A. Kranzbühler, Delft University of Technology).

If you click to continue this study, you agree to the terms mentioned above.

Prime

In the following you will see an image with a short text.

Please look at it carefully as you will be asked questions about it subsequently.

There are no right or wrong answers. We are purely interested in your spontaneous thoughts and evaluations.

Shaming environment



05

Informational environment



05

Shaming animal welfare



05

Informational animal welfare



05

Shaming health



By eating meat, you increase
your risk of heart disease!

05

Informational health



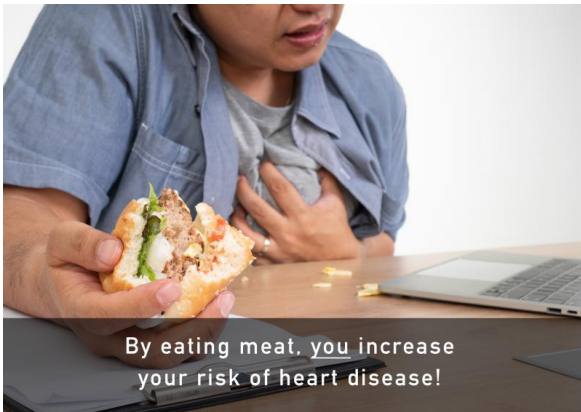
Eating meat increases the risk
of heart disease!

05

Measures and Demographics



By eating meat, you make
animals suffer!

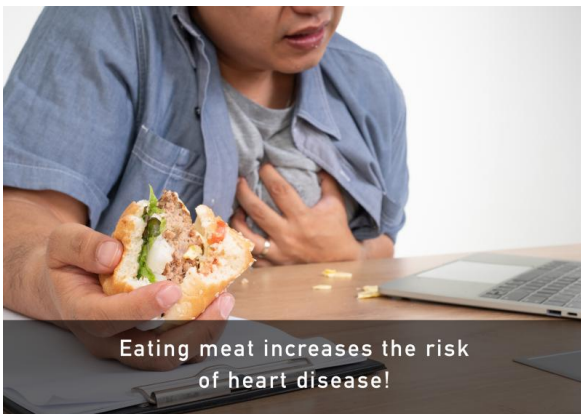
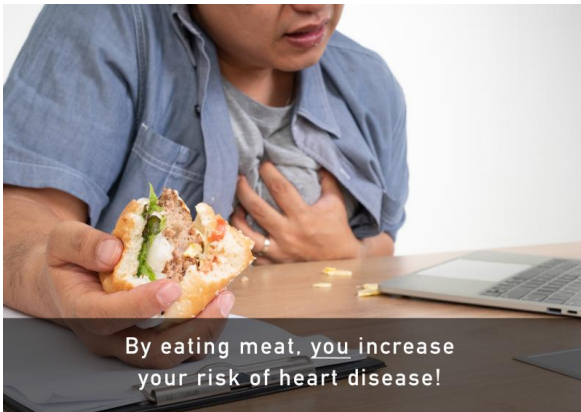




To what extent did you feel the following emotions when looking at the image?

	Not at all						Very much
Anger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxiety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disgust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compassion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sadness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>







After seeing this image I would . . .

	Highly unlikely							Highly likely
Dig up vegetarian recipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for meat replacers in supermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy the same foods as before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat less meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid people who are opinionated about eating meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you evaluate the image and message you've seen?

Unbelievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Believable
Not credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Credible

Someone who eats a lot of meat..

	Not at all							Very much
Pollutes the								

environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives a bad example to their children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is insecure of themselves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cares about the welfare of animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is physically strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is physically attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a strong immune system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Damages their own health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has low self-esteem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you ever been criticized for your meat consumption?

Never ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very often

Have you ever criticized someone for their meat consumption?

Never ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very often

How often do you eat meat or meat products (chicken, pork, beef, or game)?

for breakfast (in days per week)	<input type="text"/>
for lunch (in days per week)	<input type="text"/>
for dinner (in days per week)	<input type="text"/>
as a snack (in days per week)	<input type="text"/>

What is your gender?

What is your year of birth?

What is your country of birth?

Thank you very much for taking part in this study!

Please copy the code that appears below and paste it into MTurk to receive your payment.

Please be sure to click the >> button at the bottom of this screen so that your responses are recorded.

Code: \${e://Field/MTurkCode}

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