

Case study Promise Me – 2nd survey (post-game)

Dear participant,

Thank you for playing the art game *Promise Me*! Please fill in this survey so we can discover possible effects of the game.

2nd survey - instructions

Once again: please do not think about your answers too much. There are no right or wrong answers. The survey takes about 5-8 minutes to complete.

Final questions in two weeks

We still have some questions left for you in two weeks, so please keep an eye on your email box.

With kind regards,

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Q42

First, the following statements are about your experience with the game *Promise Me*. Please indicate how you felt during the game.

I was interested in the game's story.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q43

I felt successful.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q44

I felt bored.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q45

I found it inspiring.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q46

I felt frustrated.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q47

I found it tiresome.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q48

I felt irritable.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q49

I felt content.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q50

I felt challenged.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q51

I had to put a lot of effort into it.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q52

I felt good.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q53

What did *Promise Me* do to you?

Please tick all the boxes that apply to you.

- ☐ It made me reflect upon my own eating habits.
- ☐ It made me think about my part in the continuation of factory farming.
- ☐ It made me aware of my own responsibility for a sustainable society.
- ☐ It made me think about animal welfare.
- ☐ It did not do much with me.
- ☐ other: _____

Q54

How would you describe your experience with *Promise Me*?

Please tick all the boxes that apply to you.

☐

playing a game

☐

being part of an artwork

☐

being part of a performance

☐

being part of an experiment

☐

other: _____

Q55

To what extent did you feel free and willing to discuss your personal views regarding factory farming with the other players while playing *Promise Me*?

Use the slider below to indicate your answer.

0 25 50 75 100

percentage



Q56

Anything else you would like to share with us concerning your experience with *Promise Me*?

Q1

Next, we have some questions about your view on art as a tool for social change.

Where would you position 'art' on a continuous line between object and idea?

Use the slider below to indicate your answer.



Q2

Please indicate for each of the following statements to what extent you either agree or disagree.

I believe art...

	strongly disagree (1)	disagree (2)	neither disagree nor agree (3)	agree (4)	strongly agree (5)
... can produce knowledge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can be socially engaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can be ethically engaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can empower its audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can bring a valuable contribution to society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can contribute to make the world a better place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3

I appreciate artists that add an activistic element to their work.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q4

It is important to me that art generates dialogue about sustainable issues.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q35

What is your current diet?

I am a ...

- ☐ **meat and fish eater**
- ☐ **flexitarian** (I do not eat meat or fish at least once a week)
- ☐ **vegetarian**
- ☐ **vegan**
- ☐ **other:** _____

Q5

The following statements are about your thoughts about veganism.

I (may) experience vegan products to be tasty.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q11

I think you are less likely to get sick with a vegan diet, compared to other diets.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q7

I (would) enjoy eating vegan meat and dairy alternatives.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q9

I believe a vegan diet benefits my health.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q8

Plant-based alternatives to meat and dairy products seem often tasteless to me.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q10

In my opinion, animal products contain important nutrients for the human body that lack in a vegan diet.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q21

I (would) feel good when I buy vegan products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q12

I believe the human body needs animal proteins to be healthy.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q16

Like meat and dairy products, I think vegan products also negatively impact the environment.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q6

Eating vegan products seems not enjoyable to me.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q14

By eating vegan products I (could) aim to lower my carbon footprint.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q13

I believe a vegan diet contributes to a good environment.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q17

I don't think there are ethical objections to eating animal products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q22

I feel uncomfortable when I see people eating animal products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q15

I think the production of meat and dairy products is not necessarily harmful for the environment.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q19

I find eating meat or dairy products to be morally defensible.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q24

I feel comfortable about the idea of consuming meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q18

I disapprove the locking up and killing of animals for consumption.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q23

I (would) experience no shame about consuming meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q20

I find consuming meat or dairy products morally unacceptable.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q25

When I think of veganism, certain emotions come to mind.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q27

The motto "think first then act" relates to me.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q28

When I buy meat or dairy products, I do not think about the possible consequences for the environment and/or animal welfare.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q26

The topic of veganism does not evoke specific feelings in me.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (6)
- ☐ neither disagree nor agree (3)
- ☐ somewhat agree (7)
- ☐ agree (4)
- ☐ strongly agree (5)

Q29

When I consume meat or dairy products, I take responsibility for the negative outcomes for the environment and/or animal welfare.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q31

I don't care that I contribute to the existence of factory farming, when I buy meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q30

I accept the possible consequences for the environment and/or animal welfare, when I consume meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q33

I am motivated to read information about vegan products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q32

The consequences are only for me when I consume meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q34

I find it interesting to learn more about plant-based alternatives to meat or dairy products.

- ☐ strongly disagree (1)
- ☐ disagree (2)
- ☐ somewhat disagree (3)
- ☐ neither disagree nor agree (4)
- ☐ somewhat agree (5)
- ☐ agree (6)
- ☐ strongly agree (7)

Q41

Finally, we have two last questions for you.

Where did you play *Promise Me*?

- ☐ TU Delft
- ☐ art gallery 38CC
- ☐ café in Amsterdam

Q40

What is your e-mail address?

NB: we only ask this so that we can later link your answers to those of the first survey; your data will be anonymised before analysing it.

This is the end of this second survey.

Thank you very much for your answers once again!

In two weeks you will receive a link to a last short survey with some final questions.

Please let us know in case you have any further questions about our research.

With kind regards,

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