

## 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](mailto: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.*

Are you a vegetarian?

☐ Yes

☐ No

## Prime

Imagine you are shopping in your local supermarket. You are looking for some chicken to make for dinner.

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.

## Sticker



05

No sticker



05

Measures and Demographics



Would you buy this package of chicken?

Highly unlikely    ○ ○ ○ ○ ○ ○ ○    Highly likely

No chance at all    ○ ○ ○ ○ ○ ○ ○    Very good chance



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

	Not at all							Very much
Compassion	<input type="radio"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>
Anger	<input type="radio"/>	<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"/>	<input type="radio"/>

Sadness

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

After seeing this image I would . . .

Highly  
unlikelyHighly  
likelyDig up vegetarian  
recipes
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Avoid people who are  
opinionated about  
eating meat
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Eat less meat

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Continue to eat as  
much meat as I have  
done before
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Avoid eating with  
vegetarians
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Look for meat  
replacers in  
supermarket
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Buy the same foods  
as before
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Do what extent do you agree to the following statements?

Not at  
allVery  
muchVegetarians should  
not try to hide their  
eating habits.
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Vegetarian eating  
habits are harmful to  
the traditions of this  
country.
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
It's not O.K. to tease  
someone for being  
vegetarian.
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

There are some good reasons not to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Refusing to eat meat is just a phase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarians are overly concerned about gaining weight.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarians are psychologically unhealthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarians preach too much about their beliefs and eating habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individuals who don't eat meat are "wimpier" than individuals who do eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can eat a balanced diet without meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do what extent do you agree to the following statements?

	Not at all						Very much
Many vegetarians secretly eat meat in private.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who order vegetarian food often just are being cheap.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarians are too idealistic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable for individuals to refuse to eat meat that they have been served.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would approve if my							

children turned out to be vegetarians.

☐☐☐☐☐☐☐☐

People who refuse to eat meat are childish and immature.

☐☐☐☐☐☐☐☐

Vegetarians often appear sickly and unhealthy.

☐☐☐☐☐☐☐☐

I avoid interacting with vegetarians whenever possible.

☐☐☐☐☐☐☐☐

Vegetarians respect the rights of others who choose to eat meat.

☐☐☐☐☐☐☐☐

Vegetarians use their eating habits to attract attention to themselves.

☐☐☐☐☐☐☐☐

Vegetarians believe that they are better than others are.

☐☐☐☐☐☐☐☐

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)

for lunch (in days per week)

for dinner (in days per week)

as a snack (in days per week)

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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