Online Appendices for

Appetite for Ignorance: Does Eating Meat Cause Information Avoidance about its Harms?

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Overview of Manuscript (1-4) and Online Appendices (A-C)

A Beef-Pork Experiment appendices

A.1 Theoretical background: the meat paradox

Based on the literature on motivated beliefs (Bénabou and Tirole, 2016) and information avoidance (Golman et al., 2017), we conjecture that eating meat fosters the tendency to avoid and disregard information concerning meat, in particular concerning the negative consequences of meat consumption. Hestermann et al. (2020) formally develop this argument and our hypotheses follow more or less directly from their model. Formally, the model assumes a moral cost $\omega\tilde{x}c$ of consuming meat, where c is the level of consumption, $\tilde{x}$ the perceived size of the negative externalities, and ω the degree of empathy or guilt. Agents can reduce this moral cost by engaging in self-deception, which lowers belief $\tilde{x}$. Applying this model of Hestermann et al. (2020) to our experiment, the treatment literally lowers the price of a given amount of meat to zero and hence increases consumption c. This increases the benefits of self-deception and consequently its equilibrium level (their Proposition 3), which is the reason for information avoidance (their Proposition 7). One difference is that in our experiment subjects do not freely choose the level of consumption. This could reduce the empathy/guilt (ω) they feel and hence we would rather find smaller effects.

A.2 Pre-analysis plan (PAP) documents

Since this paper merges the Beef-Pork Experiment with the Chicken Experiment, not all parts of each experiment can be included in the joint paper. In particular, the joint paper focuses on information demand, whereas both experiments contain further outcomes, as it can be seen from the respective pre-analysis plans. As mentioned in a footnote of the paper, pre-registration, as currently practiced by economists, varies in terms of having or not having a pre-analysis plan (PAP) and, given an analysis plan, its level of stringency (Brodeur et al., 2024). We preregistered the Beef-Pork Experiment with a pre-analysis plan that states the hypotheses and how they can be tested in principle without providing the details.

A.2.1 Original analysis plan

Analysis plan for Information avoidance in moral decisions: an experiment on meat consumption

Berno Buechel, Benedicte Droz, & Anis Nassar*

February 11, 2022

1 Set-Up

The study consists of a sequence of online survey and lab experiment. In the survey and the experiment we ask participants questions about their eating behavior. In the lab participants complete a sequence of tasks in which we elicit their attitudes towards animals and meat as well as, in an incentive compatible way, their knowledge about meat and willingness to pay (WTP) for information regarding meat. We use two treatments and a control, to assess if the consumption of meat in the lab influences attitudes, knowledge and willingness to pay for information (WTP) about meat. Subjects are randomly assigned to the two treatments *T-Past* and *T-Future* and to the baseline treatment *T-Control*, constituting the exogenous variation in this study. Subjects in *T-Past* are served meat before their WTP, attitudes and knowledge are elicited. Subjects in *T-Future* anticipate that they will be

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served meat after their WTP, attitudes and knowledge are elicited. Subjects in *T-Control* only differ in that they are not served any meat before or after their WTP, attitudes and knowledge are elicited.

Consuming meat may create cognitive dissonance when confronted with its consequences for animal welfare, the environment, and own health. Based on the literature on motivated beliefs (Bénabou and Tirole, 2016) and information avoidance (Golman et al., 2017), we conjecture that eating meat fosters the tendency to avoid and disregard information concerning meat, in particular concerning the negative consequences of meat consumption. Hestermann et al. (2020) formally develop this argument and our hypotheses follow more or less directly from their model.[1]

2 Hypotheses

- **Meat consumption lowers the willingness to pay for information about meat.**
  - Justification: To reduce dissonance and keep a positive (self-)image, subjects who eat meat may demand less information about the consequences of meat consumption.
  - Analysis: Compare subjects' WTP for information about meat (concerning animal welfare, the environment, and health) in *T-Past* and *T-Future* with the WTP in *T-Control*.
- **Meat consumption lowers estimation of its negative consequences.**
  - Justification: To reduce dissonance and keep a positive (self-)image, subjects who eat meat may disregard and downplay information

[1] One difference is that in our experiment subjects do not choose the level of consumption. This could reduce the empathy/guilt (ω) they feel and hence we would rather find smaller effects.

about negative consequences of meat consumption.

  - Analysis: Compare subjects' estimation of negative consequences of meat consumption (concerning animal welfare, the environment, and health) in *T-Past* and *T-Future* with the estimation in *T-Control*. Repeat the comparison for the change in estimation between survey and experiment.

- **Meat consumption hampers knowledge concerning meat.**

  - Justification: If meat eaters disregard and downplay information about negative consequences of meat consumption, this may come at the cost of reduced accuracy of their knowledge about meat.

  - Analysis: Compare subjects' level of knowledge about meat in *T-Past* and *T-Future* with the level of knowledge in *T-Control*. Repeat the comparison for the change in knowledge between survey and experiment.

- **Meat consumption fosters meat justification attitudes.**

  - Justification: Agreeing to meat justification arguments (such as, it is natural, normal, necessary, or nice to eat meat) may relax dissonance between meat consumption and its negative consequences and help preserve a positive (self-)image.

  - Analysis: Compare meat justification score in *T-Past* and *T-Future* with the score in *T-Control*. Repeat the comparison for the change in meat justification score between survey and experiment.

References

Bénabou, R. and Tirole, J. (2016). Mindful economics: The production, consumption, and value of beliefs. *Journal of Economic Perspectives*, 30(3):141–64.

Golman, R., Hagmann, D., and Loewenstein, G. (2017). Information avoidance. *Journal of Economic Literature*, 55(1):96–135.

Hestermann, N., Le Yaouanq, Y., and Treich, N. (2020). An economic model of the meat paradox. *European Economic Review*, 129:103569.

A.2.2 Update of analysis plan

Analysis Plan for Information avoidance in moral decisions: an experiment on meat consumption

Berno Buechel, Benedicte Droz, & Anis Nassar*

August 4, 2022

Update in August 2022

On February 11, 2022, we pre-registered the hypotheses and analysis plan for the project entitled "Information avoidance in moral decisions: an experiment on meat consumption." This update notes that we keep the plan as it is, but we discontinue one of its experimental treatments, *T-Future*, due to exogenous constraints.

By June 2022, we have exhausted the pool of participants in our lab and a large part of our funding without having reached the planned number of observations (of 70 per treatment). The reason might be that our eligibility criteria for participating in this lab experiment are restrictive (e.g. no dietary restrictions, fluent in English) such that we had to conduct many sessions with fewer participants than expected. We will continue data collection at another lab, but focus on one instead of two treatments, besides the control.

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That is, we keep the original experimental design, the hypotheses and the analysis plan (of 2022-02-11) as it is, but discontinue what is called the Future treatment, *T-Future*.

T-Future is a variation of the other treatment *T-Past*. Both differ from the control treatment *T-Control* by the intervention that participants are served meat. Subjects in *T-Past* are served meat before their WTP, attitudes and knowledge are elicited. Subjects in *T-Future* are served meat after their WTP, attitudes and knowledge are elicited. The literature that we used to develop our hypotheses and our hypotheses are agnostic about any differences between *T-Past* and *T-Future*. They postulate the differences of both these treatments to the control treatment *T-Control*, in which participants are not served any meat.

To allocate treatments to sessions, the computer had randomly drawn a sequence of the three treatments. We have strictly followed this sequence. As it happened, we have had 40 participants in *T-Control*, 40 participants in *T-Past*, and only 28 in *T-Future*. We will strictly stick to the originally drawn sequence, which gives us the order of *T-Control* and *T-Past*. *T-Past* might now just be called *the* treatment or *T-Meat*.

A.3 Eliciting information demand

In order to elicit the participants' willingness to pay (WTP) for an information item in the Beef-Pork Experiment, we asked the following seven questions, displayed in Figure A.1 for the example of animal welfare in beef production.

In the sequences of seven questions on an information item displayed in Figure A.1, there are fewer and fewer monetary benefits of accepting the item, starting with being paid 75 points down to having to pay 75 points.[22] Consistent choices hence show a switching point where the answer switches from "Yes" to "No"; unless the true switching point is outside of this range such that all answers are "Yes" or "No". The switching points are characteristic of a participant's true WTP. Table A.1 shows in the second cell all theoretical true WTP values that are consistent with each choice. Each choice corresponds to an interval of possible WTP values. Instead of working with these cumbersome intervals, we use two complementary measures.

The first measure is the dummy variable *Info Avoidance* that is used throughout the paper; it takes value 1 if the participant refused the information item even when it was for free, and it takes value 0 (information seeking) otherwise. The second is a cardinal but only approximate measure called *WTP proxy*, as illustrated in Table A.1. It takes the midpoint of each interval; and for the extreme values (always Yes and always No) it takes a value that is equidistant to the others.

[22] The choice was made consistent by design: When a participant answered one question with "No" all questions in lower lines switched to "No" too. The participant could always revise her choices before going to the next screen. The underlying assumption is that if some information item is refused at some price p, it must be refused at a higher price as well.

Figure A.1: WTP question

Notes: Participants were asked to answer these questions for six different items. These six items are: information on animal welfare in beef production, information on the environment and beef production, and information on health and beef consumption, and likewise for pork. 100 points is 1 CHF (Swiss franc), which corresponds to roughly 1 USD.

Table A.1: Representation of the WTP variable

Switch to "No"	WTP	WTP proxy	Info Avoidance
at paid 75 (always "No")	$\in (-\infty, -75]$	-87.5	1
at paid 50	$\in [-75, -50]$	-62.5	1
at paid 25	$\in [-50, -25]$	-37.5	1
at zero	$\in [-25, 0]$	-12.5	1
at price 25	$\in [0, 25]$	12.5	0
at price 50	$\in [25, 50]$	37.5	0
at price 75	$\in [50, 75]$	62.5	0
never (always "Yes")	$\in [75, \infty)$	87.5	0

A.4 Additional results on information demand

In addition to the analyses presented in the main text using the variable *Info avoidance*, we also conducted analyses with the cardinal measure *WTP proxy* reported in Figure A.2 and Figure A.3.

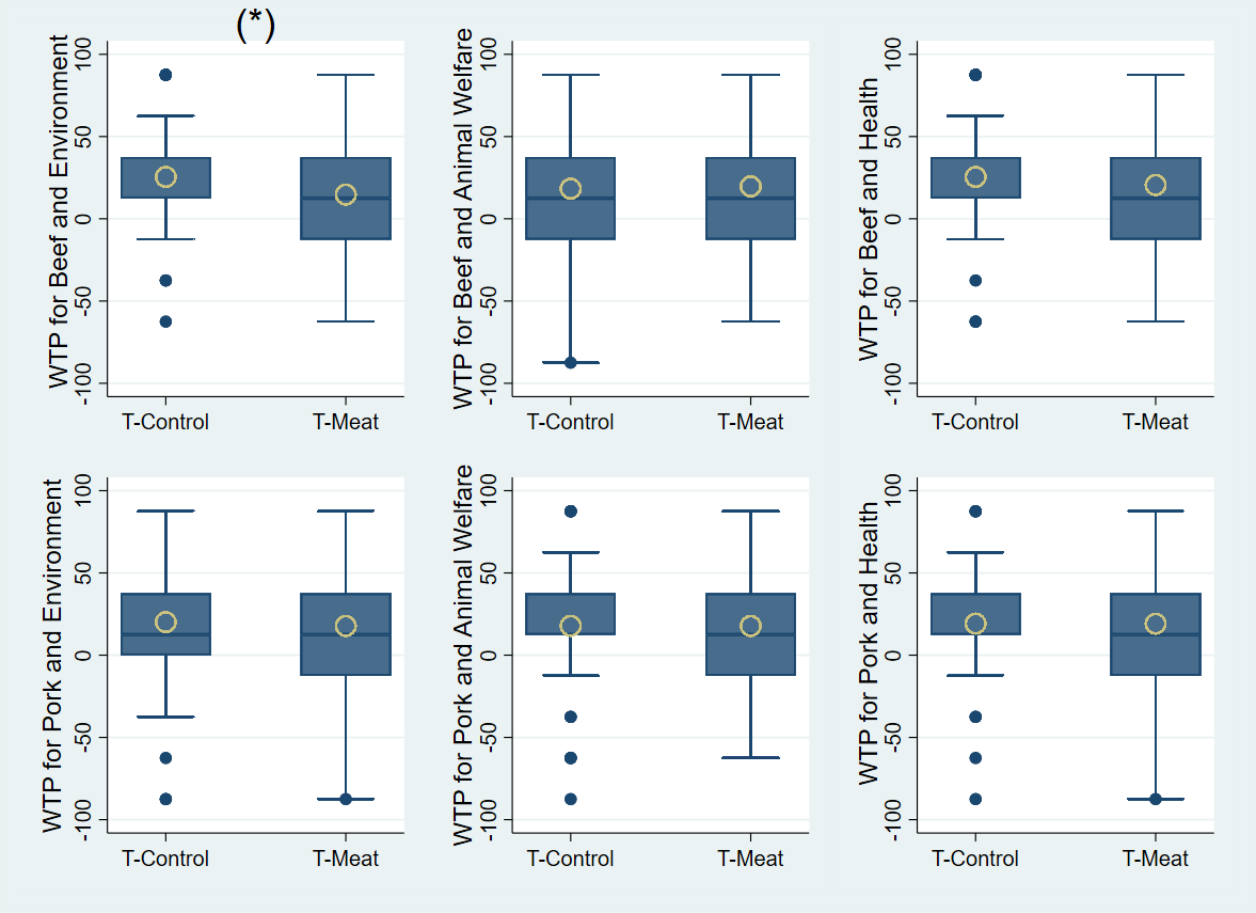


Figure A.2: WTP proxy - 6 items

Note: The box represents the interquartile range (25th percentile to 75th percentile). The median is represented by the horizontal line inside the boxplot, while the circle symbol indicates the mean value. Stars indicate significance levels from the Wilcoxon-Mann-Whitney test: $^{*}p < 0.1$, $^{**}p < 0.05$, $^{***}p < 0.01$.

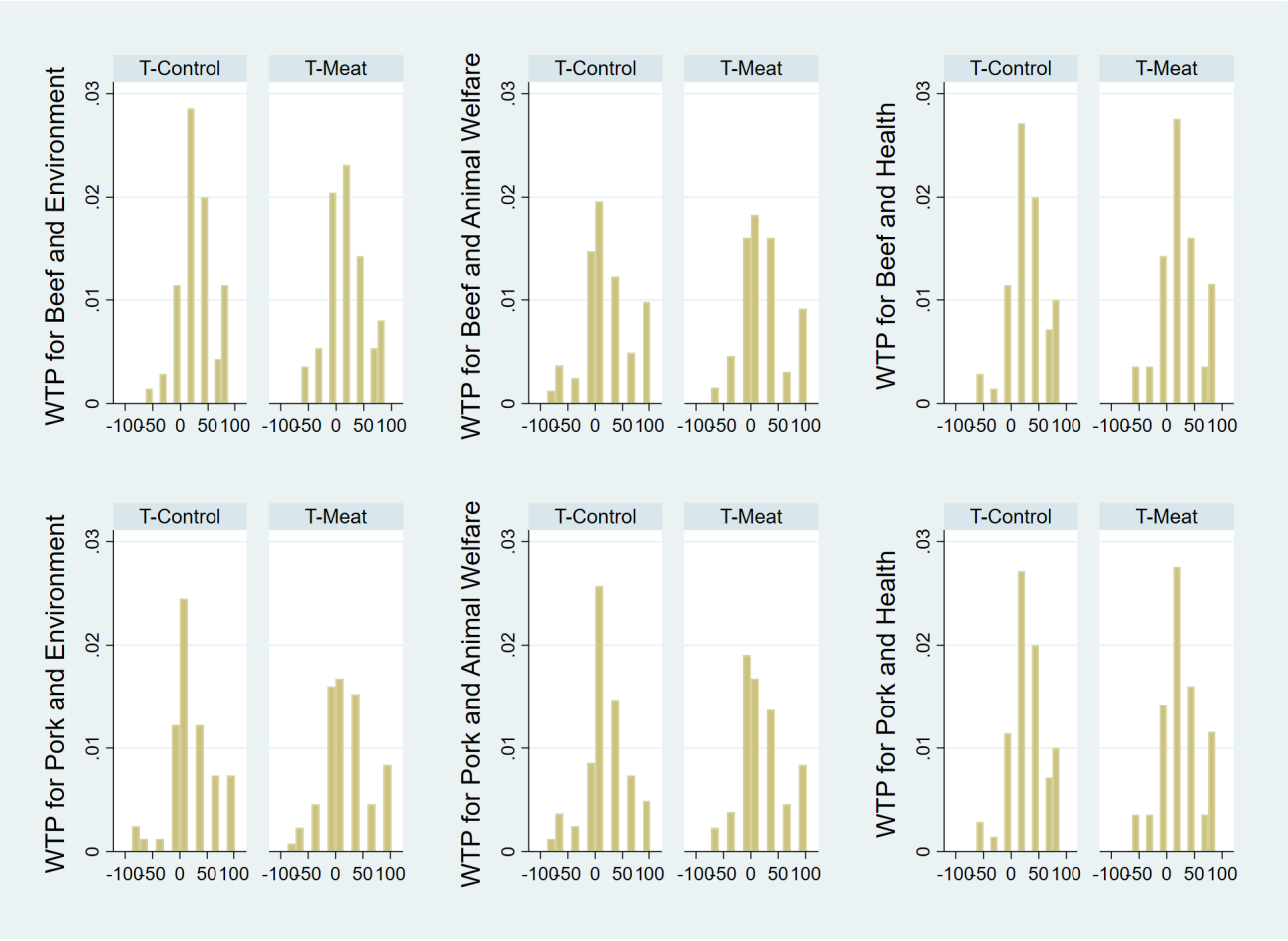


Figure A.3: WTP proxy histograms

A.4.1 Logit regressions

Table A.2: Logit model: Information avoidance for beef

	(1) Beef Env. info-avoid.	(2) Beef Env. info-avoid.	(3) Beef A-W info-avoid.	(4) Beef A-W info-avoid.	(5) Beef Health info-avoid.	(6) Beef Health info-avoid.
T-Meat	0.862**	0.905**	0.00364	-0.00531	0.397	0.554
	(0.403)	(0.431)	(0.366)	(0.388)	(0.414)	(0.460)
Female		0.116		0.262		0.659
		(0.389)		(0.389)		(0.443)
Age		0.128***		0.152***		0.120***
		(0.0424)		(0.0435)		(0.0437)
Lab-dummy		0.0155		0.0262		-0.476
		(0.389)		(0.379)		(0.446)
Constant	-1.409***	-4.545***	-0.747***	-4.519***	-1.409***	-4.595***
	(0.338)	(1.143)	(0.287)	(1.125)	(0.338)	(1.262)
Observations	146	145	146	145	146	145

Robust standard errors in parentheses

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table A.3: Logit model: Information avoidance for pork

	(1) Pork Env. info-avoid.	(2) Pork Env. info-avoid.	(3) Pork A-W info-avoid.	(4) Pork A-W info-avoid.	(5) Pork Health info-avoid.	(6) Pork Health info-avoid.
T-Meat	0.455	0.403	0.650*	0.703*	0.782*	0.933**
	(0.381)	(0.406)	(0.386)	(0.414)	(0.417)	(0.438)
Female		-0.300		-0.146		0.0231
		(0.378)		(0.378)		(0.407)
Age		0.0751*		0.0552		0.0800*
		(0.0391)		(0.0407)		(0.0420)
Lab-dummy		0.187		-0.186		-0.522
		(0.391)		(0.390)		(0.413)
Constant	-1.099***	-2.751***	-1.196***	-2.358**	-1.526***	-3.306***
	(0.310)	(1.044)	(0.318)	(1.101)	(0.350)	(1.175)
Observations	146	145	146	145	146	145

Robust standard errors in parentheses

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

A.4.2 Pairwise correlation matrix

Table A.4: Pairwise Correlation Matrix – Information Avoidance

	Beef Env.	Beef A-W	Beef Health	Pork Env.	Pork A-W.	Pork Health
Beef Env.	1.0000					
Beef A-W	0.7296***	1.0000				
Beef Health	0.7151***	0.6089***	1.0000			
Pork Env.	0.6607***	0.5878***	0.6675***	1.0000		
Pork A-W.	0.6149***	0.6372***	0.5516***	0.6968***	1.0000	
Pork Health	0.6493***	0.5449***	0.7125***	0.7704***	0.7235***	1.0000

Notes: Phi coefficients (i.e., Pearson's correlation coefficients applied to binary variables). *Beef Env.* is a dummy variable which is 1 if a respondent avoided the information on beef & environment even if it was free. The same holds for all information items. A-W stands for Animal Welfare. *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$. n=146.

A.4.3 Correction for multiple hypothesis testing

We correct the p-values obtained from the logit regression with robust standard errors by the Romano-Wolf correction. The foundation for this correction is provided in Romano and Wolf (2005) and its implementation in Stata is documented in Clarke et al. (2020).

The family of hypotheses for beef includes information items concerning environment, animal welfare, and health. Likewise for pork.

Table A.5: P-values for information avoidance (with controls) LOGIT - robust s.e.

Outcome Variable	Model p-value	Resample p-value	Romano-Wolf p-value
Beef Env. info-avoid.	0.0337	0.0180	0.0689
Beef A-W info-avoid.	0.9892	0.9880	0.9880
Beef Health info-avoid.	0.2087	0.2198	0.3327

Independent variable: T-Meat
Number of resamples: 1000

Table A.6: P-values for information avoidance (with controls) LOGIT - robust s.e.

Outcome Variable	Model p-value	Resample p-value	Romano-Wolf p-value
Pork Env. info-avoid.	0.3114	0.3347	0.3347
Pork A.W info-avoid.	0.0792	0.0989	0.1469
Pork Health info-avoid.	0.0327	0.0370	0.0829

Independent variable: T-Meat
Number of resamples: 1000

A.5 Eliciting attitudes and knowledge and constructing scores

In order to elicit the displayed knowledge in the Swiss experiment, we created eight incentivized questions about meat consumption and production (see Online Appendix A.5). Each knowledge question had four possible answers, besides one "I don't know" answer. Among the four answers only one was correct and gave the participant points. We pointed out that guessing is a valid option by writing "If you are not sure, you can take a guess. There are no negative points for wrong answers."

We summed up the correct answers and created a *Knowledge score* which takes value 8 if the participant perfectly answered all eight questions and 0 if the participant answered no question correctly. We also created a dummy variable *IDK respondent* which took the value of 1 if the respondent had ticked "I don't know" at least once and the value of 0 if the respondent never answered "I don't know" in the eight knowledge questions.

To elicit the displayed participants' attitudes in the Beef-Pork Experiment we gathered 26 questions on the attitudes towards meat consumption and its justifications. Using a Likert-scale, this allowed us to know to which extent participants would agree or not to those 26 statements. The first series (13 questions) concerned the meat-eating justifications. We base our 13 questions on the papers of Ruby (2012) and Espinosa and Treich (2021). The second series of questions consisted of the remaining 13 questions and investigated the participant's personal attitudes towards the environment, animal welfare and health. Among these 26 questions, we asked for instance the "four Ns" questions (eating meat is natural, normal, necessary and nice) as described in Piazza et al. (2015). Using those attitudes questions, we constructed a *Consequences score* (i.e., a score for judging negative consequences due to meat consumption) based on six questions. Furthermore, we established a meat *Justification score* which is based on ten questions, as proposed in Espinosa and Treich (2021). How these scores were constructed is detailed below.

1. **Meat Justification Score**
   Justification Score:

   - God created animals for us to eat them.
   - It is acceptable to eat meat because animals are raised for this purpose.
   - It is acceptable to eat meat because the animals killed for our consumption have lower intellectual capacities than humans.
   - It is acceptable to eat meat because the animals killed for our consumption do not really suffer.
   - Eating meat may be bad for the environment, but no more so than eating vegetables or cereals.
   - Eating meat is healthy.
   - It's natural to eat meat, it's written in our genes.
   - It's normal to eat meat.
   - Eating meat is necessary for good health.
   - I like meat too much to stop eating it.

2. **Consequences Score**
   Consequences Score:

   - It is acceptable to eat meat because the animals killed for our consumption do not really suffer.
   - Eating meat may be bad for the environment, but no more so than eating vegetables or cereals.
   - Animals are mostly treated well in farms in Switzerland.
   - The way meat is produced in Switzerland is morally wrong.
   - Preserving jobs is more important than reducing CO2 emissions.
   - Deforestation is a major concern for humanity.

Knowledge questions

You will now face a series of 8 factual questions.

Each of these questions has one and only one right answer. Please tick the correct answer. If you are not sure, you can take a guess. There are no negative points for wrong answers.

You can gain 50 points for each correct answer.

According to the WHO, which of these are carcinogenic (increase risk of cancer)?

- (●) White meat and red meat
- ( ) White meat and processed meat
- ( ) Red meat and processed meat
- ( ) Fish and white meat
- ( ) I don't know

In Swiss farms, what is the minimum space per pig that is legally required?

- ( ) 1.8 square meter
- ( ) 3.2 square meter
- ( ) 4 square meter
- ( ) 0.9 square meter
- ( ) I don't know

According to the Swiss Confederation's nutrition strategy 2017-2021: on average, how much meat do the Swiss eat compared to what would be optimal for their health?

- ( ) Meat consumption is approximately at the right level
- ( ) Meat consumption is 3x too high
- ( ) Meat consumption is 7x too high
- ( ) Meat consumption is 2x too low
- ( ) I don't know

The production of which of the following items requires the largest land use?

- ( ) 100g of protein from beef
- ( ) 100g of protein from lentils
- ( ) 100g of protein from chicken
- ( ) 100g of protein from tofu
- ( ) I don't know

What is the maximum number of chicken a 'BIO' labeled egg laying farm can have in Switzerland?

- 8'000
- 4'000
- 500
- 100
- I don't know

Which of the following food choices have more protein?

- 100g of almonds
- 100g of beefsteak
- 100g of chickpeas
- 100g of chicken breast
- I don't know

One vitamin that is only found in animal derived products, and is therefore a common deficiency in vegan diets is:

- Magnesium
- Vitamin E
- Vitamin B12
- Folic Acid
- I don't know

In Swiss farms, the percentage of pigs that live their whole life without having the possibility to go outside is:

- 58%
- 36%
- 88%
- 0%
- I don't know

Next

Figure A.4: Knowledge questions

A.6 Results on attitudes and knowledge

Table A.7 shows the descriptive statistics of the four outcome variables on attitudes and knowledge.

Table A.7: Descriptive statistics of main variables

Variable	**Obs**	**Mean**	**Std. Dev.**	**Min**	**Max**
Knowledge score	146	4.62	1.50	1.00	8.00
IDK respondent	146	0.13	0.34	0.00	1.00
Consequences score	146	4.81	0.71	2.83	6.33
Justification score	146	3.39	0.99	1.10	5.80

Notes: *Knowledge score* represents the number of correct answers out of eight knowledge questions. *IDK respondent* is a dummy variable that equals 0 if the participant never selected "I don't know" and 1 if they selected it at least once. Details on *Consequences score* and *Justification score* are in Online Appendix A.5.

Figure A.5 compares these outcomes conditional on the treatment. When looking at the mean knowledge score (upper part of Figure A.5) we do not find any reduction. However, when looking at the frequency of the IDK respondents, i.e., respondents who tick at least once "I don't know", we found that this frequency increases significantly (Chi^2-test $p = 0.03$) as shown in the lower part of Figure A.5.

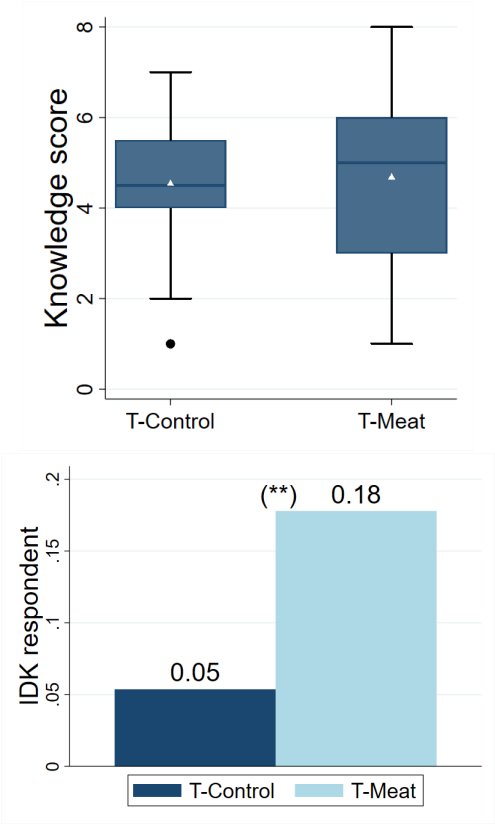


Figure A.5: Knowledge score and IDK respondent

Notes: In the upper part, the boxplot depicts the distribution of the variable *Knowledge score*, where the triangle stands for the mean. In the lower part, the variable *IDK respondent* stands for I don't know respondent, a dummy variable which takes 0 if participant has never ticked "I don't know" and 1 if (s)he has ticked this option at least once in the knowledge questions. The stars come from the Chi^2 test performed and express * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$. n=146.

After this bivariate analysis, we test this insight with a logit regression whose marginal effects are presented in Table A.8. The raw coefficients together with the coefficients of the control variables are reported in the Table A.9. Since the knowledge questions have already been asked in the online survey before the experiment, we can also control for whether a participant was an "I don't know" respondent before the treatment. Model 3 of Table A.8 only uses this control variable and Model 4 adds the usual control variables (*Female, Age, Lab Dummy*). All results confirm the observation from the bivariate illustration. Meat consumption increases the probability of becoming a "I don't know" respondent. Without control variables this effect is of the size 13.6 p.p. ($p = 0.02$). The control variables do not reduce significance of this effect and leave its estimated marginal effect above 8 p.p. ($p = 0.049$). Hence, we conclude meat consumption does not significantly lower the knowledge about meat, but it seems to significantly increase the probability of ticking "I don't know". This finding relates to the result on information acquisition and is in line with the theory of imperfect memory. Perhaps, eating meat increases displayed ignorance about consequences of its consumption.

Table A.8: Marginal effects for IDK respondent (logit)

	(1)	(2)	(3)	(4)
	IDK respondent	IDK respondent	IDK respondent	IDK respondent
T-Meat	0.136**	0.140**	0.0759*	0.0818**
	(0.0586)	(0.0547)	(0.0399)	(0.0415)
Controls	no	yes	no	yes
Survey IDK resp.	no	no	yes	yes
Observations	146	145	146	145

Robust standard errors in parentheses

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Notes: *IDK respondent* stands for I don't know respondent, a dummy variable which takes 0 if participant has never ticked "I don't know" and 1 if (s)he has ticked this option at least once in the knowledge questions. Model (1) includes no controls and no variable *Survey IDK respondent*. Model (2) includes controls but no variable *Survey IDK respondent*. Model (3) includes no controls but includes the variable *Survey IDK respondent*. Finally, Model (4) includes controls and the variable *Survey IDK respondent*.

Table A.9: Logit model: IDK respondent

	(1) IDK respondent	(2) IDK respondent	(3) IDK respondent	(4) IDK respondent
T-Meat	1.340**	1.599**	1.805**	2.312***
	(0.657)	(0.630)	(0.742)	(0.824)
Female		0.0999		-0.745
		(0.539)		(0.794)
Age		0.146***		0.0534
		(0.0512)		(0.0565)
Lab-dummy		-0.949*		-0.915
		(0.565)		(0.743)
Survey IDK respondent			3.899***	3.958***
			(0.709)	(0.846)
Constant	-2.872***	-6.287***	-5.020***	-5.934***
	(0.596)	(1.457)	(0.825)	(1.737)
Observations	146	145	146	145

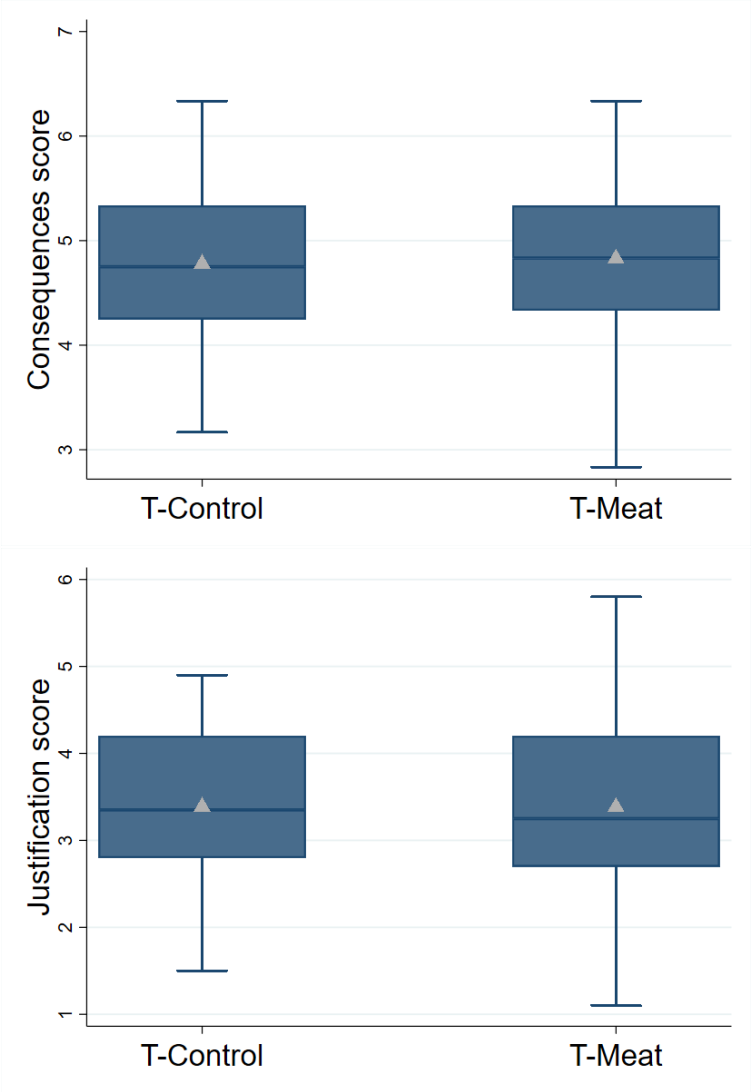
Robust standard errors in parentheses

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Notes: "IDK respondent" stands for I don't know respondent, a dummy variable which takes 0 if participant has never ticked "I don't know" and 1 if (s)he has ticked this option at least once in the knowledge questions. Model (1) includes no controls and no variable "Survey IDK respondent". Model (2) includes controls but no variable "Survey IDK respondent". Model (3) includes no controls but includes the variable "Survey IDK respondent". Finally, Model (4) includes controls and the variable "Survey IDK respondent".

There was no detectable effect of meat consumption on attitudes. In particular, the mean *Consequences score* does not decrease significantly (t-test) and the mean *Justification score* does not increase significantly (t-test).

Figure A.6: Meat Consequences Score and Meat Justification Score



Notes: In the upper part, the boxplot depicts the distribution of the variable *Consequence score*, an attitudes index for judging negative consequences due to meat consumption. In the lower part, the boxplot depicts the distribution of the variable *Justification score*, an attitudes index for the justification of meat consumption. In both parts the triangles stand for the means. n=146.

A.7 Pictures from the lab

A.7.1 The lab and computers

Figure A.7: Lab

Figure A.8: Desk with beef and pork placed in the two cups

A.7.2 Presentation of the meat

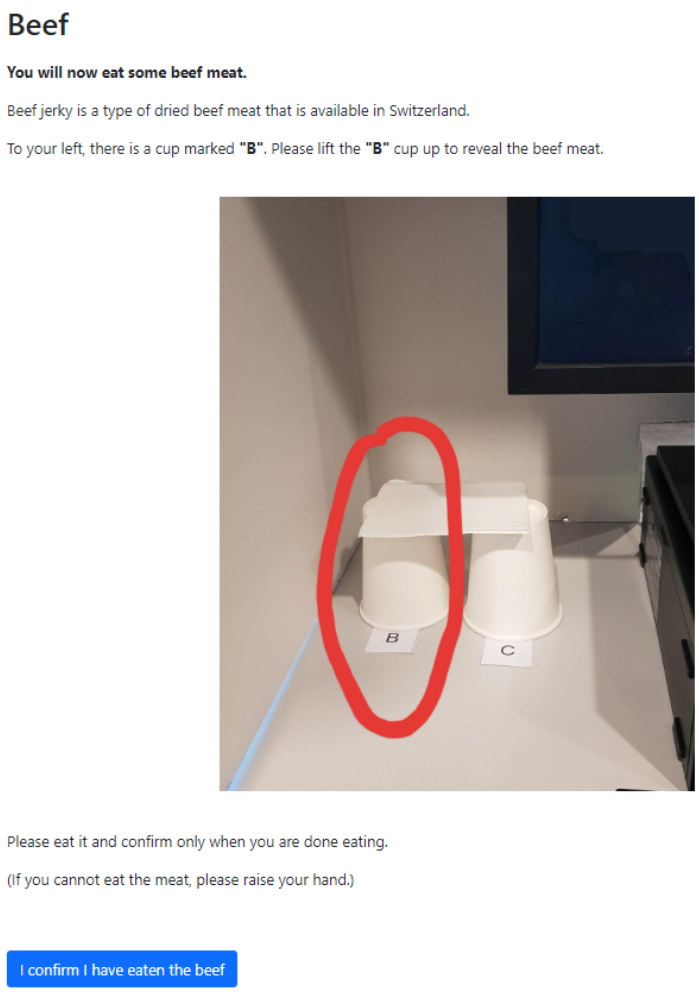


Figure A.9: Presentation of the beef chip

Figure A.10: The beef chips (left) and the pork sticks (right)

A.8 Screenshots of the laboratory experiment

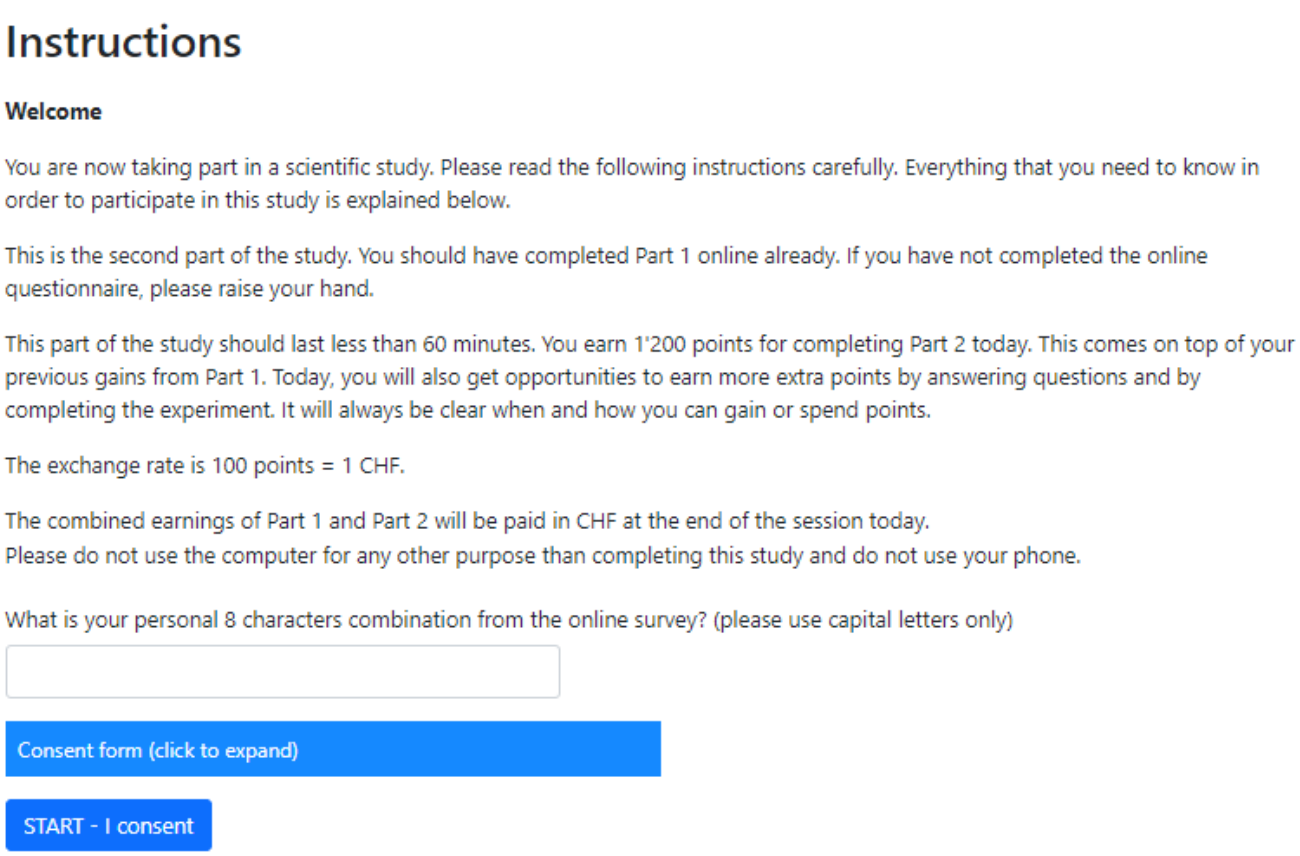


Figure A.11: Instructions and general information

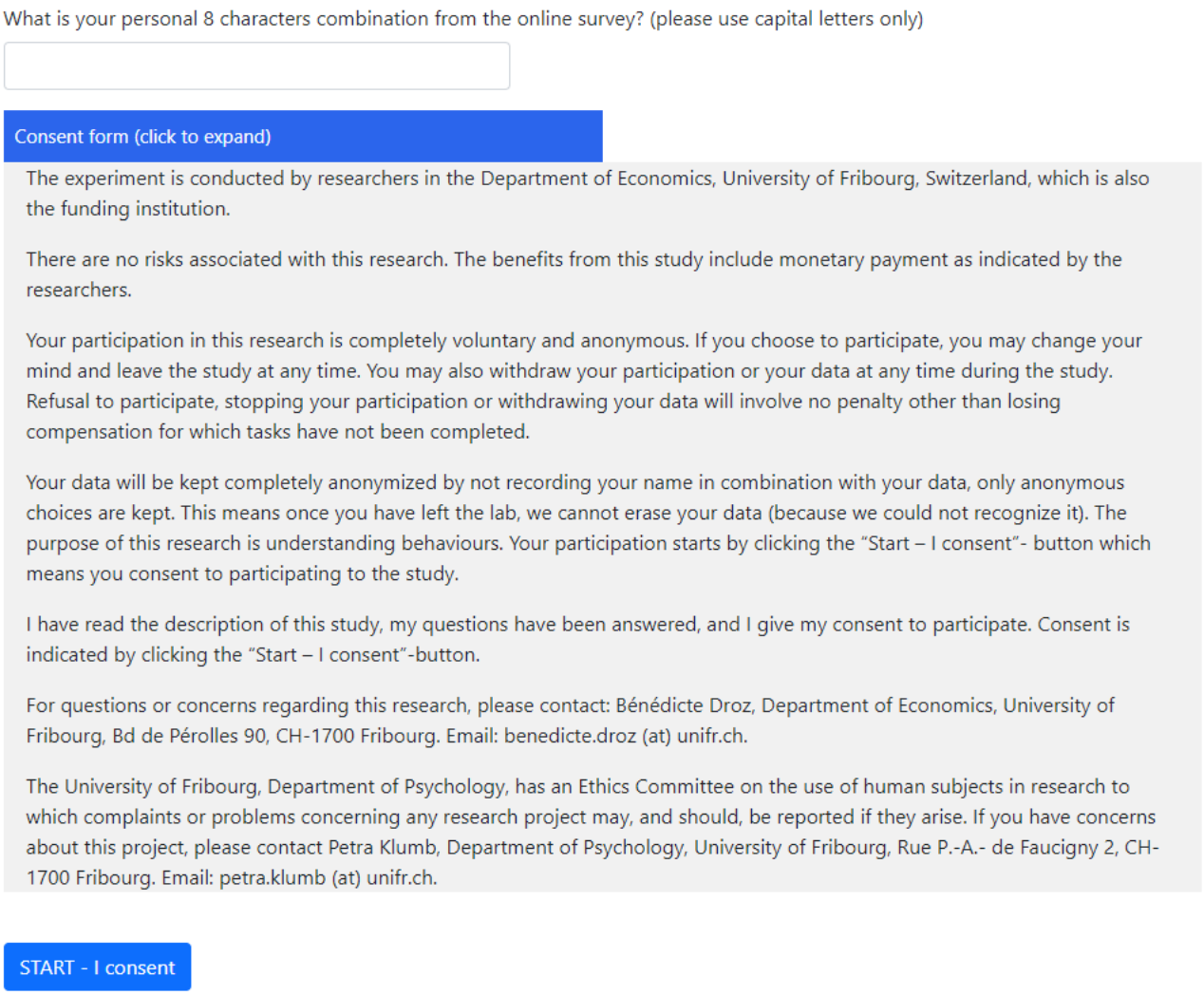


Figure A.12: Consent form opened by the button "click to expand"

Information on beef meat production

You will now be offered 3 information items (some news article or video displayed on your screen) regarding the way cows are treated for beef meat production (**animal welfare**), the consequences of beef meat production on the **environment** and the relationship between beef consumption and **health**.

For each item you will have to answer 7 questions. Only one of these 7 choices will be implemented.

The computer will choose one of the three information items (animal welfare, environment or health) at random, generate an offer and compare it to your choice. The other two will not be implemented (neither information item, nor payoff).

If the offer from the computer is refused, you will be redirected to equally long, but unrelated information.

Next

Figure A.13: Instructions on the information about beef

Item 1: Information on animal welfare in the beef production

If you are paid 75 points for this information item, would you accept?	○ Yes	○ No
If you are paid 50 points for this information item, would you accept?	○ Yes	○ No
If you are paid 25 points for this information item, would you accept?	○ Yes	○ No
If you are paid 0 points for this information item, would you accept?	○ Yes	○ No
If you have to pay 25 points for this information item, would you accept?	○ Yes	○ No
If you have to pay 50 points for this information item, would you accept?	○ Yes	○ No
If you have to pay 75 points for this information item, would you accept?	○ Yes	○ No

Next

Reminder: You earn 1'200 points for completing Part 2 today. This comes on top of your previous gains from Part 1.

The exchange rate is 100 points = 1 CHF.

Figure A.14: WTP for information on beef and animal welfare

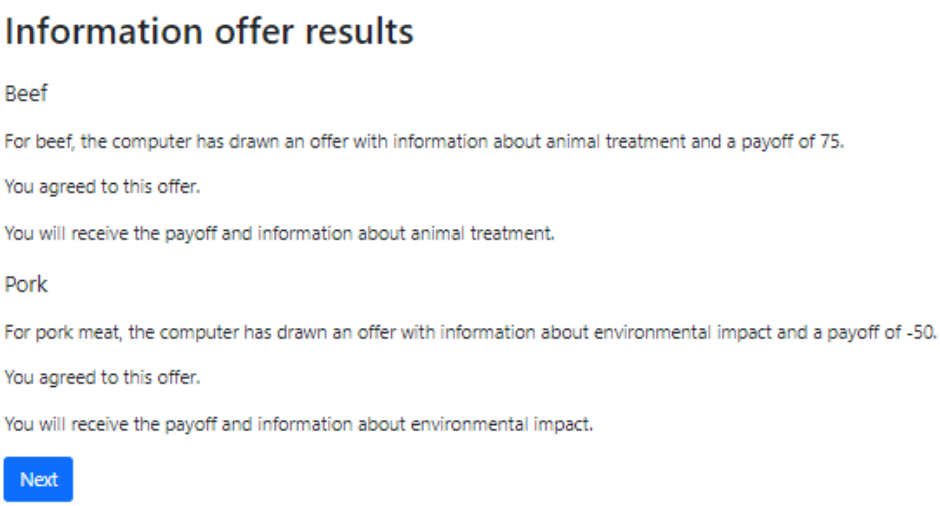


Figure A.15: Information offer results

Notes: Participants could scroll to read the whole article. The button "next" only appeared after 3 minutes. Next a few examples of what participants could be shown depending on the randomly picked dimension (animal welfare, health or environment) and randomly picked payoff-relevant choice. Recall that we measured information avoidance for each combination of pork and the three information items: animal welfare, the environment, or health. From these six combinations, only two decisions – one for beef and one for pork – were randomly selected and implemented. If an "accept" decision was made, the corresponding information item would be provided at the end of the experiment. Alternatively, if a "refuse" decision was chosen, an unrelated information item would be given at the end.

Information: Refused offer for beef

Please read the below article from The Economist concerning Pulitzer prize winners.

You can take as long as needed to complete reading the document.

Note, the "next" button will only be available in 3 minutes at the bottom of the screen.

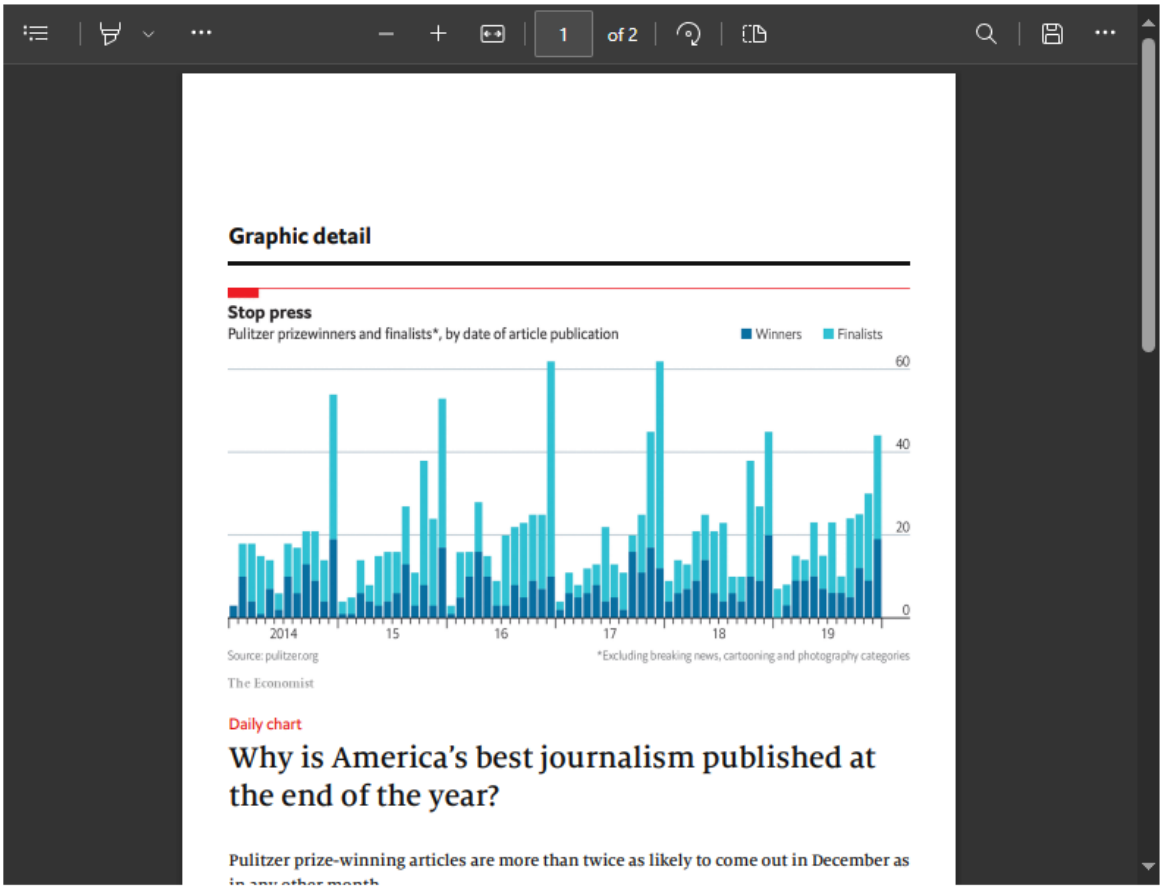


Figure A.16: Article received when "refuse" decision was implemented – Unrelated information item

Information: Beef production & the environment

Please read the below. This is an extract of an article from The Guardian, published on their site, that summarizes the findings of a scientific article published in the magazine Science in 2018. You can take as long as needed to complete reading the document.

Note, the "next" button will only be available in 3 minutes at the bottom of the screen.

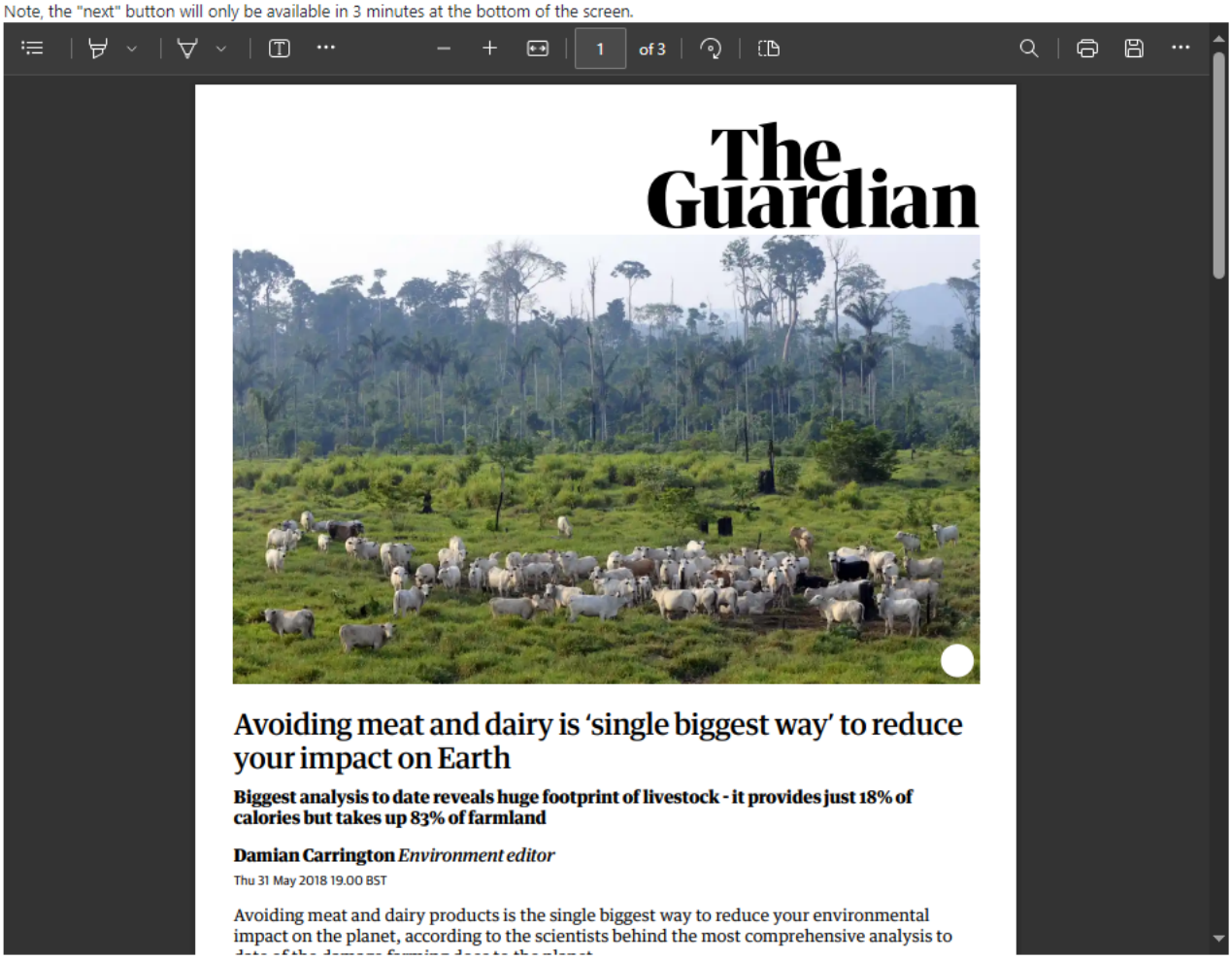


Figure A.17: Article received when "accept" decision was implemented – Beef & Environment

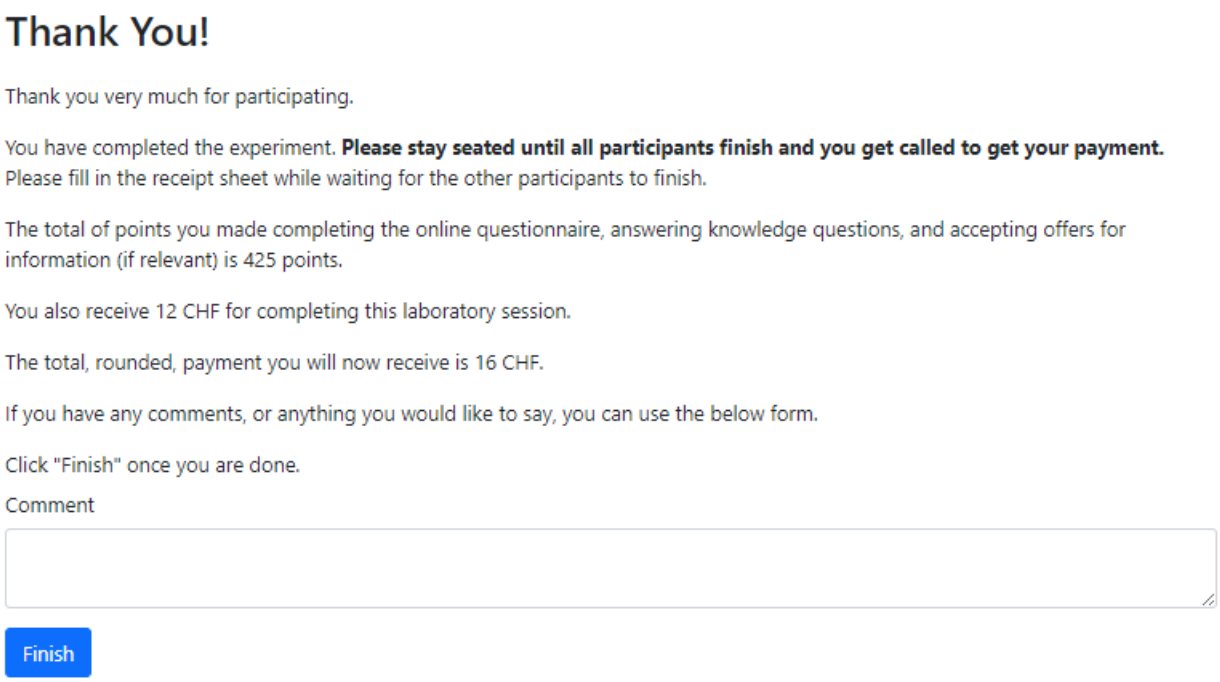


Figure A.18: Acknowledgements, payoffs and finish button

A.9 Screenshots of the the online survey

Page 01

Welcome

You are now taking part in a scientific study. Please read the following instructions carefully. Everything that you need to know in order to participate in this study is explained below. In this study you will be asked about nutrition habits and decision making. Vegetarians and vegans are not suited for this study and should not go further. To participate, you must also be able to understand english. If you are not confident with english, please do not go further. If you have already participated in this study, please do not go further.

This study is split in two parts. You will complete the first part now by answering an online questionnaire. Then, you will be invited to the second part that will take place in the laboratory of the University of Fribourg.

During the course of the study you can earn points, which is a currency for this study. For completing the first part, you earn a minimum of 300 points. During the study, you will also get the opportunity to gain points. It will always be clear when and how you can gain points.

The exchange rate will be 100 points = 1 CHF.

If you chose not to show up to the second part of the study in the laboratory, you will lose all your earnings. For completing the second part in the lab, you earn an extra 1'200 points. You will also get opportunities to earn extra points in the second part of the study. All your earnings for both parts of the study will be exchanged into cash at the end of the laboratory session.

Please complete the survey personally, do not use your computer for any other purposes and do not use your phone unless asked to.

Page 02

1. Please provide the following information. These pieces of information will only be used to send you the e-mail invitation to the lab experiment and will not be linked to your answers in order to ensure anonymity.

E-mail	
First Name	
Last Name	

Page 03

2. Please answer the below regarding your personal eating habits.

Please select how often you have eaten the following products in **the past month**

	Never	Less than once a week	Once a week	2-4 times a week	5-7 times a week	Everyday	More than once a day
Red meat (e.g. beef, pork, horse)	○	○	○	○	○	○	○
Vegetables	○	○	○	○	○	○	○
Fruits	○	○	○	○	○	○	○
Starchy foods (e.g. wheat, bread, pasta, rice)	○	○	○	○	○	○	○
Dairy products (e.g. milk, yoghurt, cheese)	○	○	○	○	○	○	○
Eggs	○	○	○	○	○	○	○
Pulses (e.g. lentils, chickpeas, beans)	○	○	○	○	○	○	○
White meat (e.g. chicken, turkey)	○	○	○	○	○	○	○
Fish	○	○	○	○	○	○	○

On a scale from 1 to 7, with 1 = not hungry at all and 7 = extremely hungry, how hungry are you right now?

1	2	3	4	5	6	7
○	○	○	○	○	○	○

Did you eat anything in the **past two hours**? Please select all the relevant answers.

- ☐ Eggs
- ☐ Fish
- ☐ I ate something else
- ☐ White meat
- ☐ Fruits
- ☐ Pulses (lentils, chickpeas, etc.)
- ☐ Starchy foods (bread, pasta, rice, etc.)
- ☐ Vegetables
- ☐ Red meat
- ☐ Dairy products

- ☐ I did not eat in the past two hours

Please answer the questions below as truthfully as possible. There is no right or wrong answer.

What is your gender?

- female
- other
- male

How old are you?

I am _____ years old.

What religion do you associate with?

- Judaism
- Christianity
- Islam
- Hinduism
- Buddhism

- I would rather not say
- Not religious

Which is the country, you're currently living in?

Country:

What country are you originally from? (chose the one you feel applies the most to you)

Country:

What is the highest level of education you have completed?

- Secondary school
- Collège/Gymasium/Lycée
- Bachelor or equivalent
- Master or equivalent
- Phd

- No qualifications

If you have studied or are studying, what faculty do your studies belong to?

- Theology
- Humanities
- Law
- Science and Medicine
- Management, economics and social sciences

- Not applicable

What do you do professionally?

- ○ Pupil/in school
- ○ Training/apprenticeship
- ○ University student
- ○ Employee
- ○ Civil servant
- ○ Self-employed
- ○ Unemployed/seeking employment
- ○ Other: _____

What is your monthly net income?

[Please choose]

	Far left	Left	Center left	Center	Center right	Right	Far right	I don't know
Where do you view yourself on the political spectrum?	○	○	○	○	○	○	○	○

Page 05
3

You will now face a series of statements. Please indicate to which extent you agree or disagree with these statements.

There are no right or wrong answers. You cannot gain or lose points here.

Use the below scale where 1 = strongly disagree, 4 = neutral and 7 = strongly agree.

	1	2	3	4	5	6	7
It's normal to eat meat.	○	○	○	○	○	○	○
It is acceptable to eat meat because the animals killed for our consumption do not really suffer.	○	○	○	○	○	○	○
It is acceptable to eat some animals because they are raised for this purpose.	○	○	○	○	○	○	○
It is immoral to harm animals for the production of food.	○	○	○	○	○	○	○
The way meat is produced in Switzerland is morally wrong.	○	○	○	○	○	○	○
God created animals for us to eat.	○	○	○	○	○	○	○
It's natural to eat meat, it's written in our genes.	○	○	○	○	○	○	○
Eating meat is healthy.	○	○	○	○	○	○	○
Eating meat may be bad for the environment, but no more so than eating vegetables or cereals.	○	○	○	○	○	○	○
I like meat too much to stop eating it.	○	○	○	○	○	○	○
Animals are mostly treated well in farms in Switzerland.	○	○	○	○	○	○	○
It is acceptable to eat meat because the animals killed for our consumption have lower intellectual capacities than humans.	○	○	○	○	○	○	○
Eating meat is necessary for good health.	○	○	○	○	○	○	○

Page 06

You will now face a series of statements. Please indicate to which extent you agree or disagree with these statements.

There are no right or wrong answers. You cannot gain or lose points here.

Use the below scale where 1 = strongly disagree, 4 = neutral and 7 = strongly agree.

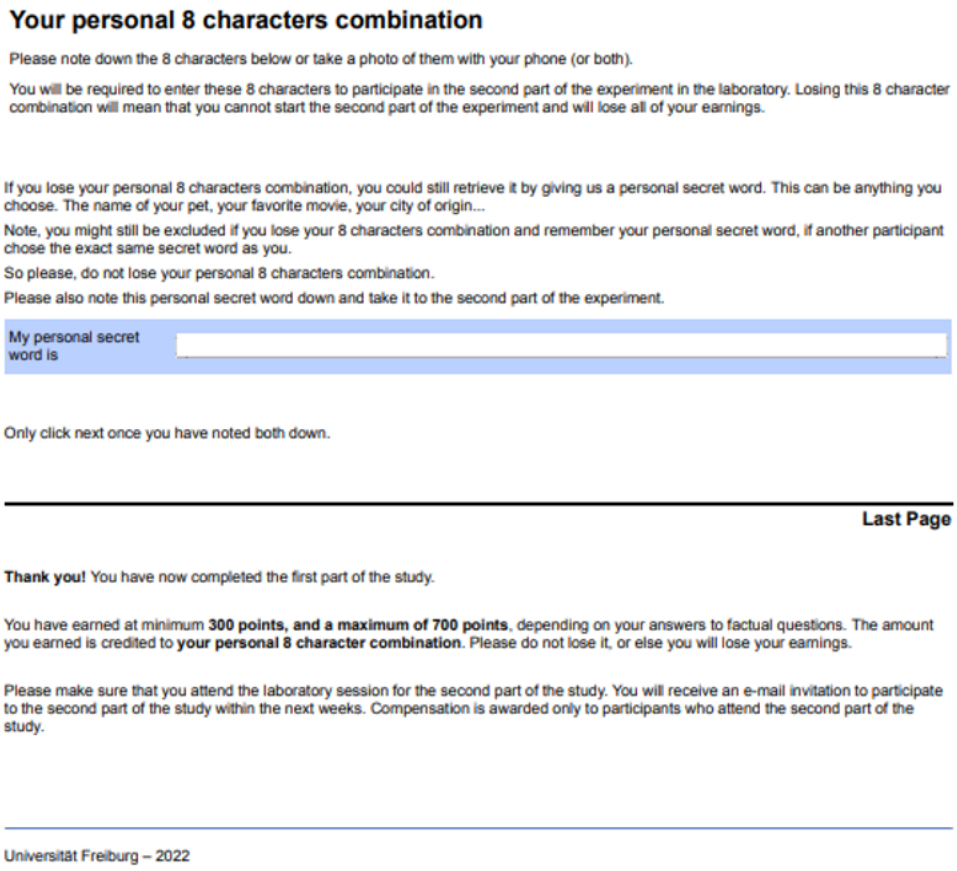
	1	2	3	4	5	6	7
I always choose food options considering if they are healthy.	○	○	○	○	○	○	○
Deforestation is a major concern for humanity.	○	○	○	○	○	○	○
Eating healthy food gives me satisfaction.	○	○	○	○	○	○	○
Living a healthy lifestyle is important to me.	○	○	○	○	○	○	○
I prioritise tasty food over healthy food.	○	○	○	○	○	○	○
I consider myself sympathetic to environmental protection.	○	○	○	○	○	○	○
It is important for me to vote for politicians who care about the environment and the animal welfare.	○	○	○	○	○	○	○
I would be willing to sign a petition against intensive farming if the opportunity came to me.	○	○	○	○	○	○	○
I consider myself empathetic.	○	○	○	○	○	○	○
Preserving jobs is more important than reducing CO2 emissions.	○	○	○	○	○	○	○
I am willing to reduce my consumption of meat in the (near) future.	○	○	○	○	○	○	○
Reducing human induced climate change should be a priority for governments.	○	○	○	○	○	○	○
I can usually understand and share feelings from others quite easily.	○	○	○	○	○	○	○

Page 07

You will now face a series of 8 factual questions.

Each of these questions has one and only one right answer. Please tick the correct answer. If you are not sure, you can take a guess. There are no negative points for wrong answers.

Each correct answer will add 50 points to your earnings.



Your personal 8 characters combination

Please note down the 8 characters below or take a photo of them with your phone (or both).

You will be required to enter these 8 characters to participate in the second part of the experiment in the laboratory. Losing this 8 character combination will mean that you cannot start the second part of the experiment and will lose all of your earnings.

If you lose your personal 8 characters combination, you could still retrieve it by giving us a personal secret word. This can be anything you choose. The name of your pet, your favorite movie, your city of origin...

Note, you might still be excluded if you lose your 8 characters combination and remember your personal secret word, if another participant chose the exact same secret word as you.

So please, do not lose your personal 8 characters combination.

Please also note this personal secret word down and take it to the second part of the experiment.

My personal secret word is

Only click next once you have noted both down.

Last Page

Thank you! You have now completed the first part of the study.

You have earned at minimum **300 points, and a maximum of 700 points**, depending on your answers to factual questions. The amount you earned is credited to **your personal 8 character combination**. Please do not lose it, or else you will lose your earnings.

Please make sure that you attend the laboratory session for the second part of the study. You will receive an e-mail invitation to participate to the second part of the study within the next weeks. Compensation is awarded only to participants who attend the second part of the study.

Universität Freiburg – 2022

Notes: on page 7 of the survey, the participants saw the 8 knowledge questions represented in Online Appendix A.5. Then, participants received a personal 8 characters combination, to be used in the laboratory approximately 2 weeks post survey such that we could match the answers from the survey part and the lab part to the same participant.

B Chicken Experiment appendices

B.1 Pre-analysis plan (PAP) documents

The Effect of Motivated Beliefs on the Demand for Information About Meat

Monica Capra, Seong-Gyu Park, Joshua Tasoff, Jin Xu, and Shanshan Zhang

Target Sample Size

The ideal sample is N=300. We have struggled in the past with recruitment. If we cannot reach N=300 by Jan 2023 we may need to revise this number lower in an update.

Analysis

1. Variables
    a. Conditions: meat_condition (0,1), video_assigned (none, FF, PF)
    b. Key outcome var: video choice
        i. WF: a binary variable measuring whether chose to watch the factory farm video
        ii. WP: a binary variable measuring whether chose to watch the pro-farm video
    c. elicitation of subjects' belief on the credibility of videos
        i. how convincing was the video (1-7)
    d. beliefs about factual claims related to PF and FF
        i. Each response can be coded as correct or wrong.
        ii. Each response can be coded as pro-farmer/pro-meat, neutral, or pro-animal.
    e. donation (to animals, to farmers, none)
        i. donation_FF, donation_PF, donation_no
    f. sign petition (animals, farms)
    g. vote for charity (to animals, to farmers)
    h. farm attitude, 8 questions, (1-7)
    i. animal intelligence beliefs, 7 questions (1-7)
    j. eat anything (0,1) -> eat_before = 0 (no), eat_before = 1 (yes)
    k. ate something (snack, meal) -> eat_sth = 1 (snack), eat_sth = 2 (meal)
    l. how hungry (1-7) -> hungry_index
    m. gender (m,f, nb)
    n. age
    o. race
    p. HS zipcode
    q. political (1-7) -> political_index
    r. where_eat (campus, restaurant, at home, takeout)

s. What do you think are the first three ingredients on the ingredient list? (textinput)
t. how many friends family members farmer (0-10)
u. how many friends veg (0-10)
v. know purpose (0,1)

2. Constructed Variables
    a. Incentivized factual questions about the video content
        i. facts_correct = # correct out of 8
        ii. facts_animalwelfare = # pro-animal minus – # pro-farmer or pro-meat
        iii. Can do standardized version of above
    b. Animal intelligence attitude
        i. animal_intelligence: add all questions on animal intelligence and standardize.
    c. Animal welfare attitude
        i. attitudes_animalwelfare: add all questions animal welfare attitudes and animal intelligence, reverse code farmer questions, and standardize.

3. Simple Hypotheses
    a. H1 (Meat compared to veg decreases watching FacF video)
        i. show CDFs
        ii. proportions test
    b. H2 (Meat compared to veg increases watching ProF video)
    Analogous analysis as part (a)
    c. H3a (Subjects belief: meat increases credibility of ProF video)
        i. t-test
    d. H3b (Subjects belief: meat decreases credibility of FacF video)
        i. t-test

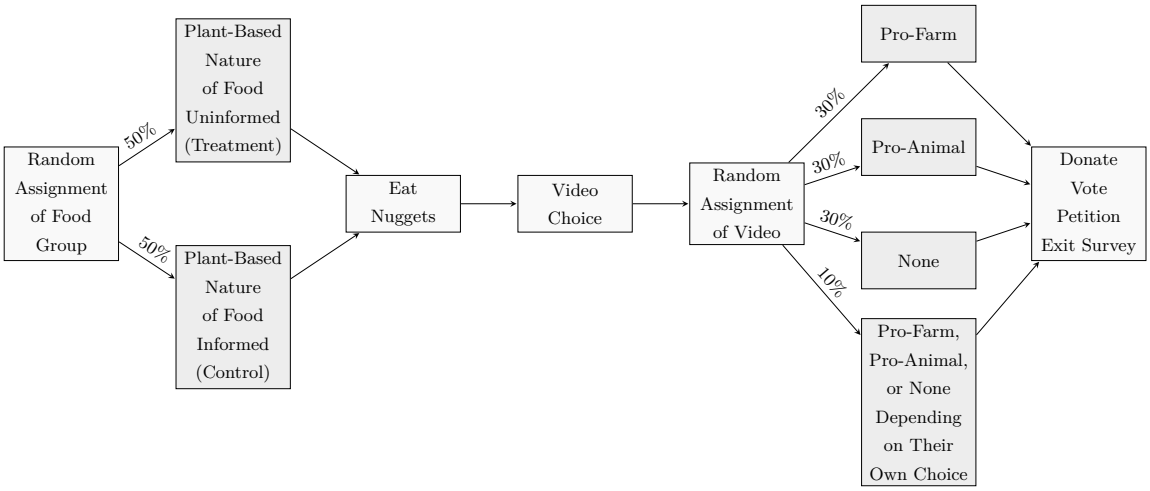
4. Regression Hypotheses
    a. H4 (Videos affect outcomes: meat compared to veg increases pro-farm disposition/decreases pro-animal disposition, voting, donation, and petition)
    $\text{outcome}_i =$
    $$\beta_0 + \beta_1 meat\_condition_i + \sum_{i=1}^{3} \gamma_i video\_assigned_i + \beta_2 WF_i + \beta_3 WP_i + \epsilon_i$$
    outcomes: facts correct (OLS), facts animal welfare (OLS), animal attitude (OLS), donation (tobit), voting (logit), petition (logit)

b. H5 (Mediation Analysis: How are the effects of the videos mediated by credibility, facts_animalwelfare and attitudes_animalwelfare)
    i. Details depend on results found above.
c. H6 (Heterogeneous treatment Effects on information choice)
    $WF_i = \beta_0 + \beta_1 meat\_condition_i + \beta_2 moderator_i + \beta_3 moderator_i \text{ X } meat\_condition_i + \epsilon_i$
    moderators: female, white, liberal, veg family, veg friends

B.2 Timing of experiment

Figure B.1 depicts the timing of decisions during an experimental session in both the treatment and control conditions.

Figure B.1: Timing of experiment



B.3 Eliciting attitudes, knowledge and behavior and constructing scores

The main manipulation of the Chicken Experiment concerns the belief of having just eaten meat and the main outcome is information demand. Because we are also interested in identifying the effect of factory-farm information on the support for animal welfare causes, a second manipulation centered on the videos assigned to the participants. Before making their video selections, subjects were told that the video they would watch depended on *both* their choices and chance. There was a 10% chance that the participant would watch the video based on her choices and a 30% chance that the participant would be assigned to each of three video conditions (pro-farm, pro-animal, and no video). This accomplished two purposes: first, it provided incentives to truthfully state video preferences, and second, it allowed for random allocation of the video treatment. Participants in the incentive-compatible group (10%) are dropped from all subsequent analyses as they self-selected into their condition. In summary, the experiment is a 2×3 factorial design: (plant-based, undisclosed)×(no video, pro-farm, animal welfare).

In the last stage, participants were asked to answer factual quiz-like questions related to meat consumption. There were eight questions and subjects could earn up to 4 additional dollars for answering factual questions correctly. For example, they were asked (correct answer is b):

> Which of the following is true? The eggs served in Frary Dining Hall (Pomona College's main dining hall) come from hens that:
>
> (a) Are kept in cages with no more than 85 square inches of living space per hen. All of their male siblings are killed soon after they hatch.
>
> (b) Live in a large barn uncaged and have at least 108 square feet (15,552 square inches) of living space per hen. All of their male siblings are killed soon after

they hatch.

(c) Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. All of their male siblings are killed soon after they hatch.

(d) Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. Their male siblings are raised in the same conditions.

We construct two different measures using subjects' responses. First, we can count the number of questions correct. Second, we construct a "pro-animal error" score indicating the number and degree of error in favor of animal welfare.[23] In the example above, (b) is the correct answer, (a) overestimates the harm to animals, (c) underestimates the harm, and (d) underestimates the harm even moreso. For this particular question we give (a) a score of 1, (b) a score of zero, because it is correct, (c) a score of -1 and (d) a score of -2. We do similarly for each of the eight questions, then we sum and standardize to construct the pro-animal error score. The full factual quiz is in B.4 along with our scoring scheme.

Following the factual quizzes, we posed eight questions to measure the effect of different video assignments on attitudes toward the farming industry, and seven questions to measure attitudes toward animal intelligence. Participants were requested to express their opinions on a Likert scale, where 1 indicated Strongly Disagree and 7 indicated Strongly Agree. They responded to statements such as, "Animals are mostly treated well in farms in America," which assessed their attitude toward the farming industry, and "Pigs have the equivalent level of intelligence as dogs or cats," which gauged their perspective on farmed animal intelligence. These attitudinal responses were totaled and standardized to construct "farm attitude" and "animal intelligence".

Additionally, we wished to create an index that put all of the pro-animal welfare sentiment into a single measure. We constructed the "animal welfare" index by adding pro-animal error to animal intelligence and then re-standardizing.

Finally, participants were asked to make three decisions: 1) indicate their willingness to donate money from their earnings to an animal welfare charity and an animal farmer charity, 2) sign a petition supporting either animal welfare or animal farmers, and 3) vote for a $100 donation to go to one of two charities.[24] The petition in support of animal welfare – Ban Farrowing Crates, Let Mother Pigs Care for Their Babies – proposes the prohibition of farrowing crates. The petition supporting animal farmers – People Need to Be More Educated About Animal Agriculture – raises funding to support organizations and programs dedicated to agricultural education. Through these questions, we aimed to determine whether our manipulation and video assignments had an impact on the participants' behaviors beyond their effects on attitudes. Lastly, participants answered a few demographic questions.

[23] To be more specific, this is more like error in favor of changing the status quo in favor of animals. For the example above, the worse the conditions for egg-laying hens at the local dining hall, the stronger the implication that one ought to reduce one's own consumption of that product.

[24] Due to an oversight in the Qualtrics survey, some participants were not presented with the voting option and we had to exclude it from our analysis.

B.4 Coding of factual questions and pro-animal disposition indices

For factual questions, we coded each answer based on how pro-animal it was. Correct answers are italicized. All correct answers are coded as zero. We assigned positive scores to incorrect answers in favor of animal-welfare implications, and negative scores to incorrect answers against animal-welfare implications.

1. Which of the following is true? The eggs served in Frary Dining Hall (Pomona College's main dining hall) come from hens that:

   (a) Are kept in cages with no more than 85 square inches of living space per hen. All of their male siblings are killed soon after they hatch.

   (b) ***Live in a large barn uncaged and have at least 108 square feet (15,552 square inches) of living space per hen. All of their male siblings are killed soon after they hatch.***

   (c) Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. All of their male siblings are killed soon after they hatch.

   (d) Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. Their male siblings are raised in the same conditions.

   a, c, and d are coded as 1, -1, and -2, respectively.

2. Which of the following food choices has more protein?

   (a) 100 g of Raw Peanuts

   (b) ***100 g of Boneless Skinless Chicken Breast***

   Incorrect answers are coded as 1.

3. According to the EPA (the United States Environmental Protection Agency), which of the following cause the most greenhouse-gas emissions:

   (a) Industry

   (b) ***Transportation***

   (c) Agriculture

   (d) Commercial & Residential

   All answers are coded as 0.

4. Of the following athletes how many rely on plant-based diets in their training? Serena Williams (7 time Wimbledon Tennis Champion);
   LeBron James (NBA basketball player);
   Patrik Baboumian (World record holder for the yoke walk, carrying 1212.54 pounds across 10 meters).

(a) 0
(b) 1
(c) ***2***
(d) 3

a, b, and d are coded as -2, -1, and 1, respectively.

5. Which of the following occupations makes less than $32,000 per year on average (which is under the poverty line for a family of 5)?

(a) Food Inspector
(b) Animal Advocacy Lawyer
(c) ***Meat Packer***
(d) Registered Nurse

a, b, and d are coded as 0, 1, and 0, respectively.

6. What is the US Department of Agriculture recommended amount of lean meat the average person should eat per day?

(a) 0 oz
(b) 4 oz (quarter pounder at mc Donalds)
(c) ***5.5 oz (slightly more than a can of tuna)***
(d) 8 oz (typical sirloin steak)

a, b, and d are coded as 2, 1, and -1, respectively.

7. Which of the following food items contains the most iron?

(a) 8 oz of Carrots
(b) 8 oz of Beets
(c) a 12 oz can of Coca-Cola
(d) ***6 oz Sirloin Steak***

All incorrect answers are coded as 1.

8. One vitamin that is difficult to obtain from plant sources, and is therefore a common deficiency in vegan diets is:

(a) Vitamin E
(b) ***Vitamin B12***
(c) Folic Acid
(d) All vitamins can be obtained in adequate supply from plants

a, c, and d and coded as 0, 0, and 1, respectively.

We standardized the score for each question, summed them up, and then standardized the sum, to generate an pro-animal error index measuring each participant's pro-animal disposition. This score is added to the standardized animal intelligence score to construct the attitudinal outcome variable "Animal Welfare."

B.5 Results on attitudes and knowledge

We are also interested in the effect of the pro-animal video and the pro-farmer video on beliefs and attitudes. Table B.1 shows the results from regressing the scores on the factual questions, "Facts correct" and "Pro-animal error", and attitudes "Farm attitude" and "Animal intelligence", and the index "Animal welfare". There were three video conditions: a pro-animal video, a pro-farm video, and no video.[25]

Columns (1)–(2) show that watching the pro-animal video causes participants to get fewer factual questions right. Columns (3)–(4) show no detectable effects on pro-animal error. Columns (5)–(6) regress farm attitude on the treatments. Watching a pro-animal video decreases pro-farmer dispositions, however, the coefficient becomes statistically insignificant when we add controls. Columns (7)–(8) show the effect of the treatments on animal-intelligence attitudes. Being uninformed significantly reduces the participants attitudes toward animal intelligence by greater than a third of standard deviation. The pro-animal video, increases animal-intelligence attitudes by an even greater margin. In Columns (9)-(10) we find that all the interventions significantly affect the animal-welfare index. Surprisingly, the pro-farm video increases animal-welfare sentiment, contrary to expectation. Importantly, the uninformed condition reduces animal-welfare sentiment, consistent with the psychology literature.

Table B.1: The effect of treatment and videos on beliefs and attitudes

	(1) Facts correct	(2) Facts correct	(3) Pro-animal error	(4) Pro-animal error	(5) Farm attitude	(6) Farm attitude	(7) Animal intellgence	(8) Animal intellgence	(9) Animal welfare	(10) Animal welfare
T-Meat	0.131	0.165	-0.113	-0.165	-0.009	-0.013	-0.361**	-0.376**	-0.320**	-0.366**
	(0.220)	(0.228)	(0.146)	(0.151)	(0.145)	(0.143)	(0.148)	(0.149)	(0.150)	(0.156)
Pro-Farm Video	-0.304	-0.305	0.228	0.308*	-0.204	-0.146	0.332*	0.332*	0.378**	0.433**
	(0.279)	(0.292)	(0.168)	(0.178)	(0.164)	(0.166)	(0.182)	(0.192)	(0.173)	(0.184)
Pro-Animal Video	-0.555**	-0.618**	0.214	0.211	-0.398**	-0.250	0.450**	0.387**	0.449**	0.405**
	(0.270)	(0.273)	(0.181)	(0.176)	(0.188)	(0.181)	(0.183)	(0.186)	(0.180)	(0.176)
Controls Included	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mean Dep Var	2.946	2.946	-0.030	-0.030	-0.026	-0.026	0.015	0.015	-0.011	-0.011
Observations	184	184	184	184	184	184	184	184	184	184

Note: OLS regression of pro-farmer or pro-animal dispositions on treatment T-Meat (uninformed) and video treatments. Robust standard errors are in parentheses. $^{*}p < 0.10$, $^{**}p < 0.05$, $^{***}p < 0.01$.

[25]The results without manipulation check are presented in the Online Appendix Table B.11.

B.6 Results on behavior

We are interested in learning whether the manipulations affected behaviors toward farmers' welfare and animals' welfare. In Table B.2, we run Tobit regressions of the amount of money the subject is willing to donate to a charity supporting farmers or animals on different video assignments.[26] In Columns (1)–(2) we regress donations to a pro-farm organization on our treatments. There are no detectable effects of the being uninformed or of video assignment. In Columns (3)–(4) we regress donations to an animal-welfare organization on our treatments. We find that assignment to the pro-animal welfare video increases donations to the pro-animal welfare charity. This shows that selection into information has the potential to have downstream behavioral effects. However, because our "eating meat" manipulation had no detectable effect on information choice, it also has no indirect effect on donations.

Table B.2: The effect of treatment and videos on donation

	(1)	(2)	(3)	(4)
	Donation (farm)	Donation (farm)	Donation (animal)	Donation (animal)
T-Meat	1.415	1.259	0.746	0.465
	(1.955)	(1.876)	(0.988)	(0.940)
Pro-Farm Video	3.266	2.254	1.065	1.087
	(2.297)	(1.947)	(1.216)	(1.187)
Pro-Animal Video	0.317	1.659	2.959**	2.334**
	(2.684)	(2.387)	(1.214)	(1.138)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.606	0.606	0.832	0.832
Observations	184	184	184	184

Note: Tobit regression of donation to charity on treatment T-Meat (uninformed) and video treatments. Robust standard errors are in parentheses. $*p < 0.10$, $**p < 0.05$, $***p < 0.01$

In Table B.3, we regress signing a political petition on the treatment using a logit specification. We find no evidence that the treatments affect the likelihood to sign petitions.[27] Though the effects would be meaningful in magnitude if significant, for instance the pro-animal video reduces signing the farm petition by 14pp, unfortunately the sample size is too small to detect effect sizes of this magnitude. To the extent that participants translate their attitudinal change into behavioral changes, the effects are too small to detect.

[26]The results of the OLS analysis are presented in the Online Appendix Table B.8 and the results without manipulation check are presented in the Online Appendix Table B.12.

[27]The results of OLS analysis are presented in the Online Appendix Table B.9 and the results without manipulation check are presented in the Online Appendix Table B.13.

Table B.3: The effect of videos on petition

	(1) Petition (farm)	(2) Petition (farm)	(3) Petition (animal)	(4) Petition (animal)
T-Meat	-0.132*	-0.115	-0.112	-0.109
	(0.072)	(0.072)	(0.073)	(0.069)
Pro-Farm Video	-0.114	-0.152*	0.036	0.007
	(0.088)	(0.085)	(0.090)	(0.086)
Pro-Animal Video	-0.143	-0.138	0.058	-0.004
	(0.091)	(0.092)	(0.091)	(0.089)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.516	0.516	0.500	0.500
Observations	184	184	184	184

Note: Logit average marginal effects of signing a petition on treatment T-Meat (uninformed) and video treatments. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

B.7 Additional results

Table B.4: Descriptive statistics of main variables: Chicken experiment

Outcome Variables	Mean	Std. Dev.	Min	Max
Video Pro-farmer	.96	.19	0	1
Video Pro-animal	.88	.32	0	1
PF over PA	.64	.48	0	1
Control Variables				
Eat before	.38	.49	0	1
Hunger	5.1	1.3	1	7
Female	.62	.49	0	1
White	.37	.48	0	1
Highschool in US	.78	.42	0	1
Political orientation	.25	.44	0	1
Eat on campus	.54	.5	0	1
Pomona College	.73	.45	0	1
Number of farmers	1.2	2.1	0	10
Number of vegans	2.2	2.4	0	10
Passed manipulation	.76	.43	0	1
Observations	267			

Note: The table shows results for the full sample before the manipulation check is used to generate the summary statistics of the outcome and the control variables.

Table B.5: Wilcoxon-Mann-Whitney tests for control variables

Control variables	p-value
Eat before	.497
Hunger	.822
Female	.462
White	.282
Highschool in US	.525
Political orientation	.794
Eat on campus	.919
Pomona College	.66
Number of farmers	.871
Number of vegans	.608

Table B.6: The effect of meat on information choice (OLS)

	(1) Pro-Farm Video	(2) Pro-Farm Video	(3) Pro-Animal Video	(4) Pro-Animal Video	(5) Pro-Farm or Pro-Animal	(6) Pro-Farm or Pro-Animal
T-Meat	-0.033	-0.026	0.018	0.020	0.031	0.022
	(0.027)	(0.027)	(0.048)	(0.051)	(0.068)	(0.068)
Controls Included	No	Yes	No	Yes	No	Yes
Mean Dep Var	0.956	0.956	0.877	0.877	0.665	0.665
Observations	203	203	203	203	203	203

Note: OLS regression of information choice on meat condition (treatment) a treatment dummy in column. Robust standard errors are in parentheses. $^{*}p < 0.10$, $^{**}p < 0.05$, $^{***}p < 0.01$

Table B.7: Proportion tests of information choice

	Informed		Uninformed		Comparison			
	Proportion	SD	Proportion	SD	Difference	SE	z-statistic	p-value
Pro-Farm Video	.976	.155	.942	.234	.0335	.0272	1.14	.256
Pro-Animal Video	.866	.343	.884	.321	-.0184	.0476	-.392	.695
Pro-Farm or Pro-Animal	.646	.481	.678	.469	-.0313	.0678	-.464	.642
Observations	82		121		203			

Table B.8: The effect of videos on donation (OLS)

	(1)	(2)	(3)	(4)
	Donation (farm)	Donation (farm)	Donation (animal)	Donation (animal)
T-Meat	0.162	0.197	0.109	0.045
	(0.307)	(0.273)	(0.278)	(0.279)
Pro-Farm Video	0.206	-0.031	0.206	0.270
	(0.365)	(0.324)	(0.287)	(0.299)
Pro-Animal Video	0.061	0.090	0.840**	0.686*
	(0.356)	(0.342)	(0.354)	(0.357)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.606	0.606	0.832	0.832
Observations	184	184	184	184

Note: OLS regression of donation to charity on video treatments.

Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.9: The effect of videos on petition (OLS)

	(1) Petition (farm)	(2) Petition (farm)	(3) Petition (animal)	(4) Petition (animal)
T-Meat	-0.133*	-0.113	-0.112	-0.109
	(0.075)	(0.076)	(0.075)	(0.074)
Pro-Farm Video	-0.114	-0.151*	0.036	0.013
	(0.088)	(0.089)	(0.090)	(0.091)
Pro-Animal Video	-0.143	-0.140	0.058	-0.001
	(0.092)	(0.096)	(0.091)	(0.090)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.516	0.516	0.500	0.500
Observations	184	184	184	184

Note: OLS regression of signing a petition on video treatments. Robust standard errors are in parentheses.
*$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.10: The effect of meat on information choice including those who failed the manipulation check

	(1) Pro-Farming Video	(2) Pro-Farming Video	(3) Pro-Animal Video	(4) Pro-Animal Video	(5) Pro-Farming or Pro-Animal	(6) Pro-Farming or Pro-Animal
T-Meat	-0.029	-0.026	0.015	0.020	0.091	0.075
	(0.026)	(0.026)	(0.039)	(0.039)	(0.058)	(0.056)
Controls Included	No	Yes	No	Yes	No	Yes
Mean Dep Var	0.963	0.963	0.884	0.884	0.637	0.637
Observations	267	267	267	267	267	267

Note: Logit regression of information choice on meat condition (treatment) a treatment dummy in column. Coefficients are displayed as marginal effects. Robust standard errors are in parentheses.
*$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.11: The effect of videos on attitudes including those who failed the manipulation check

	(1) Facts correct	(2) Facts correct	(3) Pro-animal error	(4) Pro-animal error	(5) Farm attitude	(6) Farm attitude	(7) Animal intellgence	(8) Animal intellgence	(9) Animal welfare	(10) Animal welfare
T-Meat	-0.066	-0.040	-0.011	-0.060	0.063	0.080	-0.243*	-0.262**	-0.172	-0.218*
	(0.183)	(0.186)	(0.126)	(0.126)	(0.123)	(0.120)	(0.126)	(0.127)	(0.127)	(0.130)
Pro-Farm Video	-0.230	-0.198	0.229	0.248	-0.184	-0.098	0.265*	0.265	0.334**	0.347**
	(0.239)	(0.247)	(0.150)	(0.157)	(0.141)	(0.144)	(0.156)	(0.166)	(0.155)	(0.165)
Pro-Animal Video	-0.523**	-0.587**	0.341**	0.332**	-0.428***	-0.307*	0.364**	0.313*	0.477***	0.437***
	(0.225)	(0.226)	(0.155)	(0.153)	(0.158)	(0.156)	(0.158)	(0.161)	(0.156)	(0.156)
Controls Included	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mean Dep Var	2.947	2.947	0.004	0.004	-0.010	-0.010	-0.008	-0.008	-0.003	-0.003
Observations	246	246	246	246	246	246	246	246	246	246

Note: OLS regression of pro-farmer or pro-animal dispositions on meat condition and video treatments. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.12: The effect of videos on donation including those who failed the manipulation check

	(1) Donation Farm	(2) Donation Farm	(3) Donation Animal	(4) Donation Animal
T-Meat	1.303	0.953	1.293	1.180
	(1.512)	(1.459)	(0.866)	(0.831)
Pro-Farm Video	2.426	1.097	0.388	0.392
	(1.901)	(1.653)	(1.048)	(1.045)
Pro-Animal Video	0.596	1.084	1.417	0.862
	(1.949)	(1.841)	(1.033)	(1.007)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.598	0.598	0.754	0.754
Observations	246	246	246	246

Note: Tobit regression of donation to charity on video treatments. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.13: The effect of videos on petition including those who failed the manipulation check

	(1) Petition Farm	(2) Petition Farm	(3) Petition Animal	(4) Petition Animal
T-Meat	-0.060	-0.053	-0.114*	-0.110*
	(0.063)	(0.062)	(0.062)	(0.059)
Pro-Farm Video	-0.036	-0.060	-0.011	-0.013
	(0.078)	(0.076)	(0.079)	(0.077)
Pro-Animal Video	-0.148*	-0.139*	-0.005	-0.034
	(0.078)	(0.077)	(0.077)	(0.073)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.508	0.508	0.504	0.504
Observations	246	246	246	246

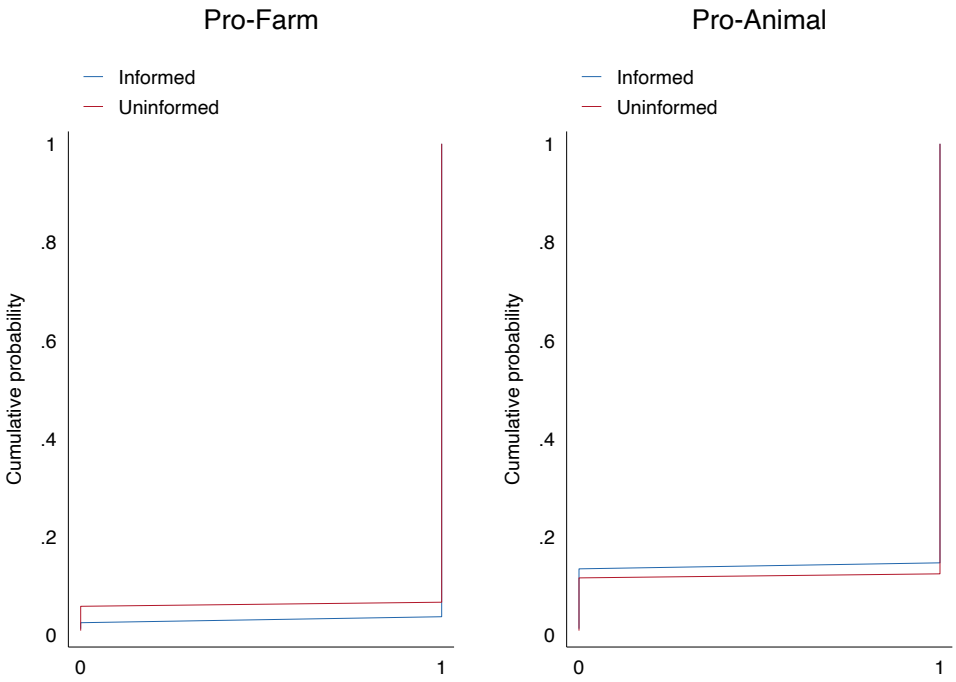
Note: Logit regression of signing a petition on video treatments. Coefficients are displayed as marginal effects. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

B.8 PAP additional analyses

We have run a few additional analyses committed to reporting in the pre-analysis plan found in Online Appendix B.1.

B.8.1 H1-2: Cumulative density distributions of video choices

Figure B.2: H1-2: Cumulative density distributions of video choices by treatment, Uninformed stands for T-Meat treatment and Informed for control group



B.8.2 H3: T-tests of credibility of videos

Table B.14: H3: T-Tests of credibility of videos

	T-Meat			Control			Comparison			
	Mean	SD	Obs	Mean	SD	Obs	Difference	SE	t-statistic	p-value
Convincing Pro-Farm	6.33	.692	33	6.3	.803	43	.031	.175	.177	.86
Convincing Pro-Animal	5.62	1.24	26	5.67	1.1	40	-.0596	.29	-.205	.838

B.8.3 H4: Results on attitudes and knowledge with video choices

We estimate the effect of the treatment, the video assignment, the video choice on outcomes including beliefs and attitudes towards animals, and behaviors toward farmers' welfare and animals' welfare. Results are presented in Tables B.15, B.16, and B.17.

Table B.15: H4: The effect of treatment and video assignment and choices on beliefs and attitudes

	(1) Facts correct	(2) Facts correct	(3) Pro-animal error	(4) Pro-animal error	(5) Farm attitude	(6) Farm attitude	(7) Animal intellgence	(8) Animal intellgence	(9) Animal welfare	(10) Animal welfare
T-Meat	0.153	0.192	-0.129	-0.178	-0.023	-0.028	-0.344**	-0.367**	-0.320**	-0.368**
	(0.223)	(0.229)	(0.148)	(0.150)	(0.150)	(0.145)	(0.153)	(0.154)	(0.152)	(0.157)
Pro-Farm Video	-0.271	-0.304	0.207	0.305*	-0.203	-0.138	0.346*	0.332*	0.374**	0.431**
	(0.279)	(0.292)	(0.170)	(0.179)	(0.167)	(0.168)	(0.186)	(0.194)	(0.177)	(0.184)
Pro-Animal Video	-0.428*	-0.505*	0.166	0.156	-0.414**	-0.267	0.486**	0.399**	0.441**	0.375**
	(0.259)	(0.260)	(0.185)	(0.175)	(0.187)	(0.180)	(0.188)	(0.190)	(0.187)	(0.180)
Choose PF Video	-0.428	-0.487	-0.001	0.254	-0.167	-0.241	0.082	0.142	0.055	0.268
	(0.748)	(0.710)	(0.315)	(0.299)	(0.302)	(0.250)	(0.243)	(0.252)	(0.324)	(0.321)
Choose PA Video	-0.635*	-0.633*	0.290	0.343	-0.180	-0.152	-0.139	0.013	0.102	0.241
	(0.345)	(0.366)	(0.226)	(0.216)	(0.208)	(0.185)	(0.264)	(0.244)	(0.212)	(0.185)
PF over FF	-0.465**	-0.443*	0.183	0.185	0.284	0.335*	-0.209	-0.153	-0.018	0.021
	(0.231)	(0.242)	(0.166)	(0.164)	(0.181)	(0.184)	(0.162)	(0.166)	(0.169)	(0.171)
Controls	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mean Dep Var	2.946	2.946	-0.030	-0.030	-0.026	-0.026	0.015	0.015	-0.011	-0.011
Observations	184	184	184	184	184	184	184	184	184	184

Note: OLS regression of pro-farmer or pro-animal dispositions on treatment T-Meat (uninformed), video treatments, and video choices. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.16: H4: The effect of treatment and video assignment and choices on donation

	(1) Donation (farm)	(2) Donation (farm)	(3) Donation (animal)	(4) Donation (animal)
T-Meat	0.876	0.906	0.885	0.500
	(1.869)	(1.799)	(0.999)	(0.941)
Pro-Farm Video	3.252	2.260	1.186	1.309
	(2.197)	(1.910)	(1.235)	(1.190)
Pro-Animal Video	-0.163	1.185	2.852**	2.166*
	(2.664)	(2.440)	(1.224)	(1.141)
Choose PF Video	-2.566	-2.547	22.029***	23.549***
	(5.586)	(4.441)	(2.806)	(3.001)
Choose PA Video	1.630	1.995	0.296	0.766
	(2.942)	(2.693)	(1.510)	(1.404)
PF over FF	4.222*	3.871*	-0.621	-0.539
	(2.164)	(2.199)	(1.053)	(1.095)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.606	0.606	0.832	0.832
Observations	184	184	184	184

Note: Tobit regression of donation to charity on treatment T-Meat (uninformed), video treatments, and video choices. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.17: H4: The effect of treatment and video assignment and choices on petition

	(1) Petition (farm)	(2) Petition (farm)	(3) Petition (animal)	(4) Petition (animal)
T-Meat	-0.124*	-0.108	-0.120	-0.118*
	(0.073)	(0.073)	(0.073)	(0.069)
Pro-Farm Video	-0.108	-0.149*	0.029	0.002
	(0.088)	(0.085)	(0.089)	(0.086)
Pro-Animal Video	-0.134	-0.129	0.051	-0.009
	(0.092)	(0.093)	(0.092)	(0.090)
Choose PF Video	0.100	0.080	-0.126	-0.120
	(0.173)	(0.189)	(0.175)	(0.173)
Choose PA Video	-0.030	-0.038	0.023	0.046
	(0.117)	(0.111)	(0.117)	(0.112)
PF over FF	-0.073	-0.075	0.069	0.057
	(0.082)	(0.085)	(0.084)	(0.079)
Controls Included	No	Yes	No	Yes
Mean Dep Var	0.516	0.516	0.500	0.500
Observations	184	184	184	184

Note: Logit average marginal effects of signing a petition on treatment T-Meat (uninformed), video treatments, and video choices. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

B.8.4 H5: Mediation effects of credibility of videos

We estimate the effect of the treatment on outcomes including beliefs and attitudes towards animals, and behaviors toward farmers' welfare and animals' welfare, with variables for the credibility of videos added to our analyses. Results are presented in Tables B.18, B.19, and B.20.

Table B.18: H5: Credibility and attitudes

	(1) Facts correct	(2) Facts correct	(3) Pro-animal error	(4) Pro-animal error	(5) Farm attitude	(6) Farm attitude	(7) Animal intellgence	(8) Animal intellgence	(9) Animal welfare	(10) Animal welfare
T-Meat	0.181	0.259	-0.130	-0.160	-0.259	0.119	-0.103	-0.291	-0.158	-0.305
	(0.351)	(0.339)	(0.247)	(0.277)	(0.221)	(0.241)	(0.235)	(0.219)	(0.252)	(0.241)
Convincing Pro-Farm	0.041		-0.059		0.046		0.317**		0.175	
	(0.187)		(0.149)		(0.133)		(0.157)		(0.143)	
Convincing Pro-Animal		-0.017		0.168		-0.491***		0.337***		0.342***
		(0.110)		(0.161)		(0.148)		(0.109)		(0.095)
Mean Dep Var	2.923	2.678	0.052	0.033	-0.030	-0.224	0.095	0.199	0.099	0.157
Observations	65	59	65	59	65	59	65	59	65	59

Note: OLS regression of pro-farmer or pro-animal dispositions on treatment T-Meat (uninformed) and credibility of videos. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.19: H5: Credibility and donation

	(1) Donation (farm)	(2) Donation (farm)	(3) Donation (animal)	(4) Donation (animal)
T-Meat	-1.898	1.026	1.031	-0.408
	(2.308)	(5.031)	(1.536)	(1.531)
Convincing Pro-Farm	2.723		-0.693	
	(1.859)		(1.040)	
Convincing Pro-Animal		-0.859		2.868***
		(1.490)		(0.787)
Mean Dep Var	0.715	0.576	0.692	1.331
Observations	65	59	65	59

Note: Tobit regression of donation to charity on treatment T-Meat (uninformed) and credibility of videos. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.20: H5: Credibility and petition

	(1) Petition (farm)	(2) Petition (farm)	(3) Petition (animal)	(4) Petition (animal)
T-Meat	-0.248**	-0.047	0.011	-0.248**
	(0.104)	(0.131)	(0.126)	(0.100)
Convincing Pro-Farm	0.116		-0.042	
	(0.073)		(0.079)	
Convincing Pro-Animal		0.074		0.237***
		(0.050)		(0.048)
Mean Dep Var	0.492	0.458	0.508	0.525
Observations	65	59	65	59

Note: Logit average marginal effects of signing a petition on treatment T-Meat (uninformed) and credibility of videos. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

B.8.5 H5: Mediation effects of knowledge and attitudes

We estimate the effect of the treatment on behaviors toward farmers' welfare and animals' welfare, with beliefs and attitudes towards animals added as controls. Results are presented in Tables B.21, and B.22.

Table B.21: H5: Attitude and donation

	(1) Donation (farm)	(2) Donation (farm)	(3) Donation (farm)	(4) Donation (farm)	(5) Donation (farm)	(6) Donation (animal)	(7) Donation (animal)	(8) Donation (animal)	(9) Donation (animal)	(10) Donation (animal)
T-Meat	1.647	1.445	1.168	1.354	1.600	0.677	0.667	0.538	0.833	1.066
	(1.849)	(1.936)	(1.814)	(1.938)	(2.063)	(0.900)	(0.920)	(0.884)	(0.951)	(0.955)
Pro-Farm Video	1.980	1.997	2.483	2.134	1.820	0.948	0.688	0.627	0.784	0.406
	(1.914)	(1.950)	(1.940)	(1.919)	(1.973)	(1.136)	(1.180)	(1.116)	(1.179)	(1.191)
Pro-Animal Video	0.976	1.489	1.891	1.514	1.218	1.879*	1.947*	1.643	2.066*	1.725
	(2.256)	(2.296)	(2.414)	(2.195)	(2.158)	(1.127)	(1.114)	(1.071)	(1.136)	(1.126)
Facts correct	-1.341*					-0.772**				
	(0.772)					(0.351)				
Pro-animal error		0.810					1.402***			
		(1.127)					(0.462)			
Farm attitude			1.085					-1.891***		
			(1.028)					(0.501)		
Animal intellgence				0.207					1.064**	
				(0.844)					(0.425)	
Animal welfare					0.721					1.704***
					(1.126)					(0.461)
Controls Included	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mean Dep Var	0.606	0.606	0.606	0.606	0.606	0.832	0.832	0.832	0.832	0.832
Observations	184	184	184	184	184	184	184	184	184	184

Note: Tobit regression of donation to charity on treatment T-Meat (uninformed), video treatments, and attitudinal factors. Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

Table B.22: H5: Attitude and petition

	(1) Petition (farm)	(2) Petition (farm)	(3) Petition (farm)	(4) Petition (farm)	(5) Petition (farm)	(6) Petition (animal)	(7) Petition (animal)	(8) Petition (animal)	(9) Petition (animal)	(10) Petition (animal)
T-Meat	-0.479	-0.500	-0.500	-0.362	-0.403	-0.523	-0.505	-0.540	-0.249	-0.359
	(0.320)	(0.319)	(0.319)	(0.332)	(0.329)	(0.328)	(0.326)	(0.340)	(0.335)	(0.327)
Pro-Farm Video	-0.689*	-0.654*	-0.679*	-0.846**	-0.792**	0.079	0.043	-0.059	-0.179	-0.148
	(0.382)	(0.380)	(0.381)	(0.398)	(0.392)	(0.398)	(0.402)	(0.417)	(0.434)	(0.418)
Pro-Animal Video	-0.666	-0.596	-0.630	-0.807*	-0.731*	0.073	-0.011	-0.180	-0.283	-0.206
	(0.419)	(0.404)	(0.411)	(0.427)	(0.423)	(0.418)	(0.413)	(0.424)	(0.429)	(0.422)
Facts correct	-0.103					0.138				
	(0.113)					(0.114)				
Pro-animal error		-0.017					-0.032			
		(0.165)					(0.173)			
Farm attitude			-0.107					-0.620***		
			(0.172)					(0.200)		
Animal intellgence				0.437**					0.697***	
				(0.176)					(0.189)	
Animal welfare					0.282					0.439**
					(0.178)					(0.187)
Controls Included	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mean Dep Var	0.516	0.516	0.516	0.516	0.516	0.500	0.500	0.500	0.500	0.500
Observations	184	184	184	184	184	184	184	184	184	184

Note: Logit average marginal effects of signing a petition on treatment T-Meat (uninformed), video treatments, and attitudinal factors.Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$

B.8.6 H6: Heterogeneity analyses

We estimate heterogeneous treatment effects on information choice based on controls. OLS regression results are presented.

Table B.23: H6: Heterogeneity (Female)

	(1) Pro-Farming Video	(2) Pro-Animal Video	(3) Pro-Farming or Pro-Animal
T-Meat	-0.013	0.050	0.039
	(0.062)	(0.085)	(0.111)
Female	0.069	0.059	-0.014
	(0.048)	(0.083)	(0.111)
T-Meat ×	-0.029	-0.048	-0.014
Female	(0.066)	(0.103)	(0.141)
Mean Dep Var	0.956	0.877	0.665
Observations	203	203	203

Table B.24: H6: Heterogeneity (White)

	(1) Pro-Farming Video	(2) Pro-Animal Video	(3) Pro-Farming or Pro-Animal
T-Meat	-0.030	0.022	0.015
	(0.034)	(0.066)	(0.092)
White	-0.006	0.041	0.086
	(0.035)	(0.075)	(0.106)
T-Meat ×	-0.010	-0.002	0.064
White	(0.058)	(0.095)	(0.136)
Mean Dep Var	0.956	0.877	0.665
Observations	203	203	203

Table B.25: H6: Heterogeneity (Liberal)

	(1) Pro-Farming Video	(2) Pro-Animal Video	(3) Pro-Farming or Pro-Animal
T-Meat	-0.059**	0.058	0.060
	(0.026)	(0.057)	(0.082)
Political	-0.087	0.066	0.129
orientation	(0.059)	(0.076)	(0.113)
T-Meat ×	0.090	-0.138	-0.105
Political orientation	(0.075)	(0.104)	(0.146)
Mean Dep Var	0.956	0.877	0.665
Observations	203	203	203

Table B.26: H6: Heterogeneity (Farmers)

	(1) Pro-Farming Video	(2) Pro-Animal Video	(3) Pro-Farming or Pro-Animal
T-Meat	-0.076**	0.004	0.097
	(0.033)	(0.070)	(0.093)
Farmer	-0.054	0.047	0.103
	(0.038)	(0.075)	(0.106)
T-Meat ×	0.093*	0.031	-0.145
Farmer	(0.056)	(0.094)	(0.137)
Mean Dep Var	0.956	0.877	0.665
Observations	203	203	203

Table B.27: H6: Heterogeneity(Vegans)

	(1) Pro-Farming Video	(2) Pro-Animal Video	(3) Pro-Farming or Pro-Animal
T-Meat	-0.039	0.057	-0.016
	(0.030)	(0.058)	(0.079)
Vegan	-0.022	0.078	-0.182
	(0.043)	(0.073)	(0.118)
T-Meat ×	0.016	-0.133	0.153
Vegan	(0.066)	(0.103)	(0.154)
Mean Dep Var	0.956	0.877	0.665
Observations	203	203	203

B.9 Screenshots of the laboratory experiment

Welcome

Experimenter only.
Food Treatment: 1 for meat: 2 for vegan.

Welcome to this experiment. Please sit and wait quietly until you are given a code to move forward.

Please input your subject ID to start:

Consent Form

AGREEMENT TO PARTICIPATE IN ECONOMICS STUDY (IRB #3573)

Please read this consent agreement carefully before you decide to participate in the study.

You are invited to be a subject in a research project conducted by Professors Joshua Tasoff and Monica Capra in the Department of Economics at Claremont Graduate University (CGU). Volunteering will not benefit you directly, but you will be helping us explore the science of decision making with food. If you volunteer, you will complete a questionnaire, eat some food, and possibly watch a video. This will take about one hour of your time. Volunteering for this study involves no more risk than what a typical person experiences on a regular day. Your involvement is entirely up to you. You may withdraw at any time for any reason. Please continue reading for more information about the study.

STUDY LEADERSHIP: This research project is led by Prof. Joshua Tasoff and Prof. Monica Capra in the department of Economic Sciences at the Claremont Graduate University.

PURPOSE: The purpose of the study is to examine how individuals make various decisions. During the experiment, you will answer questions about your preferences.

ELIGIBILITY: To be in this study, you must be at least 18 years of age and have no food restrictions or food allergies to participate in this survey. You must be fluent in English.

PARTICIPATION: During the study, you will make evaluations, decisions, eat food, and answer a brief survey; you might also watch a video. The study will take approximately 30-40 minutes.

RISKS OF PARTICIPATION: The risks that you run by taking part in this study are minimal. In this experiment, you will eat food in this experiment which you may or may not like.

BENEFITS OF PARTICIPATION: we do not expect the study to benefit you personally. There will be no direct benefits to you for participating in this study. However, your participation will help us learn about decision-making.

COMPENSATION: The minimum amount you will earn is the $7 show-up fee. Total earnings may differ from person to person. You will be paid today in cash at the end of the experiment.

VOLUNTARY PARTICIPATION: Your participation in the study is completely voluntary. You may stop or withdraw from the study at any time without it being held against you. Your decision whether to participate will have no effect on your current or future connection with anyone at CGU. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled (i.e. your standing in school or your classes will not be affected by your participation in the study). You have the right to withdraw from the study at any time, without penalty. If you want to withdraw from the study, tell the experimenter. There is no penalty for withdrawing and you will still earn the $7 show-up fee.

CONFIDENTIALITY: Your individual privacy will be protected in all papers, books, talks, posts, or stories resulting from this study. We may share the data we collect with other researchers, but we will not reveal your identity. In order to protect the confidentiality of your responses, we will assign you an identification (ID) number, and your decisions will be recorded using that number. Your name will not be used in any report, and we will obtain no information linking your name to the ID number.

FURTHER INFORMATION: If you have any questions or would like additional information about this study, please contact Department of Economics at Claremont Graduate University. If you have any questions or would like additional information about this study, please contact Joshua Tasoff,
Associate Professor of Economics, CGU
Address: 160 E. Tenth St, Claremont, CA 91711

E-mail: joshua.tasoff@cgu.edu

The CGU Institutional Review Board has approved this project.
If you have any ethical concerns about this project or about your rights as a human subject in research, you may contact the CGU IRB at (909) 607-9406 or at irb@cgu.edu. A copy of this form will be given to you if you wish to keep it.

CONSENT: Your signature below means that you understand the information on this form, that someone has answered any and all questions you may have about this study, and you voluntarily agree to participate in it.

× SIGN HERE

clear

Instructions

Instructions:

This is an experiment about decision making. Earnings for your participation and decisions will be paid to you privately in cash immediately after this experiment. Your final payment will partly depend on chance and partly depend on your decisions, so you should pay attention to the instructions. There is no deception in this study.

Notification:

Please do not talk during the experiment. Please put the headphones on and leave them on until instructed to remove them.

Please raise your hand, if you have any questions!

Have you eaten anything in the last 3 hours?

- ○ Yes
- ○ No

What did you have to eat?

- ○ A meal
- ○ A snack

Are you hungry? How hungry do you feel now?

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I am very hungry.	○	○	○	○	○	○	○

In this experiment, you are going to be asked to do a few tasks. You will be eating food, possibly watching a video, and answering questions. Every part is equally important to this experiment.

Food Instruction

We are going to serve you a food item. Please evaluate this food item based on flavor, visual appeal, freshness, and texture.

Food Selection - Meat

In a few minutes an experimenter will be coming by to give you a food item to eat.

Here are some reviews of the food that we are going to give you. Those reviews are gathered from several online sources.

"Was going for a more comfort food day for me and my kiddos and I was really impressed by these nuggets!"

"Following the instructions on the bag in a convection toaster oven, these come out to a *perfect* amount of crispy crumbs, juicy and great taste. "

"These chicken nuggets are the best!"

"Made them in the air fryer with some chick filet sauce and they were amazing."

Please raise your hand and make eye-contact with the experimenter to indicate that you are ready to get your food. Please come back to your seat when you finish eating.

Enter continuation code below.

Food Selection - Veg

In a few minutes an experimenter will be coming by to give you a food item to eat.

All ingredients are plant-based.

Here are some reviews of the food that we are going to give you. Those reviews are gathered from several online sources.

"Was going for a more comfort food day for me and my kiddos and I was really impressed by these nuggets!"

"Following the instructions on the bag in a convection toaster oven, these come out to a *perfect* amount of crispy crumbs, juicy and great taste. "

"These chicken nuggets are the best!"

"Made them in the air fryer with some chick filet sauce and they were amazing."

Please raise your hand and make eye-contact with the experimenter to indicate that you are ready to get your food. Please come back to your seat when you finish eating.

Enter the continuation code below.

Food Review Question

Answer the following questions regarding the food item.

	Extremely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Extremely dissatisfied
Flavor	○	○	○	○	○
Visual Appeal	○	○	○	○	○
Freshness	○	○	○	○	○
Texture	○	○	○	○	○

What do you think are the first three ingredients on the ingredient list?

Video Instruction - Section 1

You will be randomly given one of two videos to watch. The total time for the video is about **10 minutes**.

There are contrasting perspectives on animal agriculture in America. We are interested in understanding how people evaluate information related to animal agriculture, and what sorts of messages people find persuasive.

Video A is a lecture on the positive effects of animal agriculture on the environment. **Video B** is a lecture about the issues with factory farming in America.

Each of the videos portrays one of the views.

First, you will state whether you want to watch each video. You will have the opportunity to watch only one video. Depending on your choice and chance, you may end up watching that video or not. 10% of all the participants will receive their choice. For the rest of the participants, we will randomly assign you to video A, video B, or no video. **Your choice has a chance to count for real, thus please answer the questions seriously**.

If you don't watch the video, then you will finish the experiment early and be seated quietly waiting for everyone else to catch up.

Video Instructions - Section 2

The speaker in **Video A** is Mr. Allan Savory.

He is a Zimbabwean scientist, livestock farmer, and president and co-founder of the Savory Institute. He has dedicated his life studying bunched and moving livestock as a means to heal the environment and reverse desertification.

In the video you will watch Mr. Savory explain a surprising solution to the spread of deserts around the globe: grazing. By reversing the

transformation of grassland into desert, he said, such “holistic planned grazing” could help solve climate change.

Would you like to watch the video A? If you skip the video, you will still have to wait for everyone else to finish up.

- Yes, I would like to watch it.
- No, I would like to skip it and wait without watching.

The speaker in **Video** B is Mr. Ed Winters.

He is a compassionate activist and vegan educator from the UK, widely known for his viral online content. He has devoted his life to be a voice for the voiceless as an animal rights activist.

In the video you will watch Mr. Ed Winters describe how farm animals are ill-treated based on his experience as a documentary film maker and activist.

Would you like to watch the video B? If you skip the video, you will still have to wait for everyone else to finish up.

- Yes, I would like to watch it.
- No, I would like to skip it and wait without watching.

If you have to watch one of the videos, which one do you prefer, Video A or Video B?

- Video A
- Video B

Pro Farmer Video

The system is selecting the video you are going to watch...

Given your choice and chance, you were assigned **Video A.**

Please evaluate the video.

	Strongly Convincing	Convincing	Somewhat Convincing	Neither Convincing or Unconvincing	Somewhat Unconvincing	Unconvincing	Str Unco
How convincing did you find the speaker's argument?	○	○	○	○	○	○	

NoVideo

The system is selecting the video you are going to watch...

Given your choice and chance, you didn't get the video.

Factory Farm Video

The system is selecting the video you are going to watch...

Given your choice and chance, you were assigned **Video B.**

Please evaluate the video.

	Strongly Convincing	Convincing	Somewhat Convincing	Neither Convincing or Unconvincing	Somewhat Unconvincing	Unconvincing	Str Unco
How convincing did you find the speaker's argument?	○	○	○	○	○	○	

Belief Questions

For getting to this point in the experiment, you have received another $5. This is added to your show up fee for a total of $12.

You will be asked a series of factual questions. For each question you answer correctly you will earn an additional $0.50. Please think carefully about each question.

Which of the following is true? The eggs served in Frary Dining Hall (Pomona College's main dining hall) come from hens that:

- ○ Are kept in cages with no more than 85 square inches of living space per hen. All of their male siblings are killed soon after they hatch.
- ○ Live in a large barn uncaged and have at least 108 square feet (15,552 square inches) of living space per hen. All of their male siblings are killed soon after they hatch.
- ○ Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. All of their male siblings are killed soon after they hatch.
- ○ Live on a pasture with a minimum of 16 square feet (2,304 square inches) per hen and access to an indoor shelter. Their male siblings are raised in the same conditions.

Which of the following food choices have more protein?

- ○ 100 g of Raw Peanuts
- ○ 100 g of Boneless Skinless Chicken Breast

According to the EPA (the United States Environmental Protection Agency), which of the following cause the most greenhouse-gas emissions:

- ○ Industry
- ○ Transportation
- ○ Agriculture
- ○ Commercial & Residential

Of the following athletes how many rely on plant-based diets in their training?
Serena Williams (7 time Wimbledon Tennis Champion)

LeBron James (NBA basketball player)
Patrik Baboumian (World record holder for the yoke walk, carrying 1212.54 pounds across 10 meters)

- 0
- 1
- 2
- 3

Which of the following occupations makes less than $32,000 per year on average (which is under the poverty line for a family of 5)?

- Food Inspector
- Animal Advocacy Lawyer
- Meat Packer
- Registered Nurse

What is the US Department of Agriculture recommended amount of lean meat the average person should eat per day

- 0 oz
- 4 oz (quarter pounder at mc Donalds)
- 5.5 oz (slightly more than a can of tuna)
- 8 oz (typical sirloin steak)

Which of the following food items contain the most Iron?

- 8 oz carrots
- 8 oz of beets
- a 12 oz can of Coca Cola
- 6 oz sirloin steak

One vitamin that is difficult to obtain from plant sources, and is therefore a common deficiency in vegan diets is:

- VItamin E
- Vitamin B12
- Folic Acid
- All vitamins can be obtained in adequate supply from plants.

Outcomes - Donation

There are two organizations which you will have a chance in a minute to donate some of your earnings to:

National FFA Organization (originally Future Farmers of America) is an American 501(c)(3) youth organization, specifically a career and technical student organization, based on middle and high school classes that promote and support agricultural education. It is an organization for those with diverse interests in the food, fiber and natural resource industries, encompassing science, business and technology in addition to production agriculture. Today FFA is among the largest youth organizations in the United States, with 669,989 members in 8,630 chapters throughout all 50 states, Puerto Rico, and the Virgin Islands. FFA is the largest of the career and technical student organizations in U.S. schools.

Mercy for Animals is an international nonprofit animal protection organization founded in 1999 by Milo Runkle. Its mission is to “prevent cruelty to farmed animals and promote compassionate food choices and policies.”
Mercy for animals has conducted more than 65 investigations of factory farms and slaughterhouses, many of which have resulted in animal cruelty convictions, changes in corporate animal welfare policies, and prime time media coverage. The organization has guided many of the world’s largest food companies, including Nestlé, Perdue, and Walmart in adopting animal welfare policies.

Would you like to donate some of your earnings to Mercy for Animals, or the National FFA?

- Yes, I would like to donate to National FFA, which is for students to learn more about agriculture as their future career
- Yes, I would like to donate to Mercy for Animals, which helps protect animals
- No, I would not like to donate this time

How much of your earnings would you like to donate to Mercy for Animals to help protect animals?

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 10.5 11 11.5 12

I would like to donate this amount of dollars. ☐

How much of your earnings would you like to donate to National FFA, which promotes agricultural education in middle schools and high schools?

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 10.5 11 11.5 12

I would like to donate this amount of dollars. ☐

We have $100 that will be donated to one of these charities. See below for descriptions. Every participant in the entire experiment (all the sessions included) will vote, and at the end the vote will be tallied and the charity that wins will receive the donation. Which charity would you like us to donate to?

- I would like you to donate to National FFA, which is for students to learn more about agriculture as their future career
- I would like to donate to Mercy for Animals, which helps protect animals

National FFA Organization (originally Future Farmers of America) is an American 501(c)(3) youth organization, specifically a career and technical student

organization, based on middle and high school classes that promote and support agricultural education. It is an organization for those with diverse interests in the food, fiber and natural resource industries, encompassing science, business and technology in addition to production agriculture. Today FFA is among the largest youth organizations in the United States, with 669,989 members in 8,630 chapters throughout all 50 states, Puerto Rico, and the Virgin Islands. FFA is the largest of the career and technical student organizations in U.S. schools.

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Mercy for animals has conducted more than 65 investigations of factory farms and slaughterhouses, many of which have resulted in animal cruelty convictions, changes in corporate animal welfare policies, and prime time media coverage. The organization has guided many of the world's largest food companies, including Nestlé, Perdue, and Walmart in adopting animal welfare policies.

Petition

As a way to support either the farmers' rights or the animals' rights, we have two petitions for you sign.

If you are so inclined, please do sign the petition. Once you have finished reading, or possibly signing the petition, please close the window and come back to this page to continue the survey.

Petition 1: People Need to be More Educated about Animal Agriculture (Pro-Farm)

Click here to see detail information of this petition.

Petition 2: Ban Farrowing Crates - Let Mother Pigs Care for Their Babies (Pro-Animal)

Click here to see detail information of this petition.

Did you sign up for Petition 1: People Need to be More Educated about Animal Agriculture?

- Yes
- No

Did you sign up for Petition 2: Ban Farrowing Crates - Let Mother Pigs Care for Their Babies?

- Yes
- No

Exit Survey

Answer the following questions regarding your attitude toward the farming industry.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I believe that it is important to support American family farms.							
Supporting local and humanely raised meat is important for encouraging better farming practices.							
Animals are mostly treated well in farms in America.							

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
It is immoral to harm animals in the production of food when plant alternatives are available.							
I consider myself sympathetic to animal rights.							
Overall, I believe vegetarian diets are undesirable and worse than diets that include meat.							
The way meat (beef, chicken, pork, fish) is produced in America is morally wrong.							
Sustainable animal agriculture is necessary for good land stewardship.							

Answer the following questions regarding your attitude toward the intelligence of animals.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
Pigs are intelligent.							
Cows can feel fear and pain.							
Chickens experience happiness.							
Pigs are inquisitive, with considerable learning and problem-solving abilities.							

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
Fish can exploit the knowledge of conspecifics by following them to a secret or hidden food site.	○	○	○	○	○	○	○
Cows know how to recognize themselves by using a mirror.	○	○	○	○	○	○	○
Pigs have the equivalent level of intelligence as dogs or cats.	○	○	○	○	○	○	○

What is your gender ?

- ○ Male
- ○ Female
- ○ Other

What is your race?

- ○ White
- ○ Black or African American
- ○ American Indian or Alaska Native
- ○ Asian
- ○ Native Hawaiian or Pacific Islander
- ○ Other
- ○ I do not want to answer

Did you go to high school in America?

- ○ Yes
- ○ No

What is the zip code that you lived in when you were in high school? (If you lived in more than one choose the one you spent the most time in)

Where do you view yourself on the political spectrum?

	Very Liberal	Somewhat Liberal	Slightly Liberal	Neither Liberal nor Conservative	Slightly Conservative	Somewhat Conservative	Very Conservative
I view myself as	○	○	○	○	○	○	○

Where do you eat mostly?

- ○ Campus Dining
- ○ Restaurant
- ○ Cook at home
- ○ Take out

How many of your friends and family members are farmers? (If you know more than 10, put 10)

0 1 2 3 4 5 6 7 8 9 10

0 ☐

How many of your friends and family members are vegans? (If you know more than 10, put 10)

0 1 2 3 4 5 6 7 8 9 10

0 ☐

Do you think you know the purpose of this experiment?

- ○ Yes
- ○ No

What is the purpose of the experiment?

Do you have any feedback about this experiment?

Here are the answers to the factual questions you were asked after watching the video.

Q1. Which of the following is true? The eggs served in Frary Dining Hall (Pomona College's main dining hall) come from hens that:

Are kept in cages with no more than 85 square inches of living space per hen. All of their male siblings are killed soon after they hatch.

Live in a large barn uncaged and have at least 108 square feet (15,552 square inches) of living space per hen. All of their male siblings are killed soon after they hatch.

[Correct answer. Pomona's eggs are cage-free sourced from Chino Valley Ranchers in Colton, CA. Chino Valley Ranchers pasture raised farms provide 108 square feet of land per hen.
Source: https://www.chinovalleyranchers.com/about-pasture-raised]

Live on a pasture with a minimum of 16 square feet (50,176 square inches) per hen and access to an indoor shelter. All of their male siblings are killed soon after they hatch.

Live on a pasture with a minimum of 16 square feet (50,176 square inches) per hen and access to an indoor shelter. Their male siblings are raised in the same conditions.

Q2. Which of the following food choices have more protein?

100 g of Raw Peanuts

100 g of Boneless Skinless Chicken Breast

[Correct answer. 100 g of raw peanuts have 25.8 g of protein whereas 100 g of boneless skinless chicken breast have 31 g of protein.
Source: https://www.soupersage.com/compare-nutrition/peanuts-vs-chicken#:~:text=Both%20chicken%20and%20peanuts%20are%20high%20in%20protein.,has%2024.4g

Q3. According to the EPA (the United States Environmental Protection Agency), which of the following sectors produces the most greenhouse-gas emissions:

Industry

Transportation

[Correct answer. The largest sources of of greenhouse gas emissions by economic sectors in 2019 (29% of U.S. greenhouse gas emissions) were transportation.
Source: https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions]

Agriculture

Commercial & Residential

Q4. Of the following athletes how many rely on plant-based diets in their training?

Answer: **2**

Serena Williams (7 time Wimbledon Tennis Champion)

LeBron James (NBA basketball player)

Patrik Baboumian (World record holder for the yoke walk, carrying 1212.54 pounds across 10 meters)

Source:
https://allplants.com/blog/lifestyle/is-serena-williams-vegan
https://aretheyvegan.com/lebronjames/#:~:text=But%20is%20LeBron%20James%20vegan,
https://medium.com/four-pursuits-ventures/worlds-strongest-man-is-a-vegan-c2db543c62c8

Q5. Which of the following occupations makes less than $32,000 per year on average (which is under the poverty line for a family of 5)?

Food Inspector

Animal Advocacy Lawyer

Meat Packer

[Correct answer. The annual mean wage of meat packers is $28,620.
Source: Bureau of Labor Statistics - US Department of Labor]

Registered Nurse

Q6. What is the US Department of Agriculture recommended amount of lean meat the average person should eat per day?

0 oz

4 oz (quarter pounder at mc Donalds)

5.5 oz (slightly more than a can of tuna)

[Correct answer.
Source: US Department of Agriculture]
8 oz (typical sirloin steak)

Q7. Which of the following food items contain the most Iron?
8 oz carrots
8 oz of beets
a 12 oz can of Coca Cola
6 oz sirloin steak
[Correct answer. 6 oz sirloin steak contains 2.7 mg - 4 mg of Iron.
Source:
National Institutes of Health - US Department of Health & Human Services
Costco]

Q8. One vitamin that is difficult to obtain from plant sources, and is therefore a common deficiency in vegan diets is:
VItamin E
Answer: **Vitamin B12**
[Correct answer. Followed are the main sources of vitamin B12: clams, liver, nutritional yeasts, beef, trout, salmon, tuna and other dairy products.
Source: National Institutes of Health - US Department of Health & Human Services]
Folic Acid
Magnesium

Please do not share anything about this experiment with any friends. It is important for the validity of this experiment that future participants not be told about the details prior to participating.

Final Payment

You will get paid a $7 show-up fee plus $5 for passing the food and video stage of the experiment, plus $${e://Field/beliefPay} for all your correct answers ($0.5 for each), minus your chosen donation of $${e://Field/donation}, for a total of $${e://Field/finalPay}.

Your final payment is $${e://Field/finalPay}.

PLEASE raise hand at this time so that an experimenter can come by and get some information. This will ensure that you will receive the correct amount of money.

Please type the code to continue:

Powered by Qualtrics

People Need to Be More Educated about Animal Agriculture

Sign Petition

98

Verified signatures

The Issue

Nowadays, many people, who are not well informed of the role agriculture plays in our world, tend to make assumptions that are not true about farming activities. We should promote education on related topics for people to better understand agriculture.

Primarily, people think that agriculture is the main cause of global warming and greenhouse gases. In fact, agriculture is one of the lowest producers of greenhouse emissions. In terms of sustainability, farmers and ranchers use animal manure as fertilizer to ensure nutrient-rich soil and conserve resources needed for food and plant production. Farmers also adopt more advanced technologies to produce more food with limited land available. They have more efficient livestock, adapting to the rapid increase in the global population. Since 1977, U.S. Cattle ranchers raise 30% fewer cattle, but produce 31% more beef, and for each pound of beef produced they use 33% less land and 12% less water. Therefore, agriculture does not have a huge impact on greenhouse emissions.

Many people believe that majority of farms and ranches are corporate, and farmers treat animals badly. This is not true. 97% of all the farms in the U.S. are family-owned and are under 150 acres. Farmers do care about the welfare of animals because these animals bring them profit and livelihood. They work 24/7, striving to feed and provide. Farmers are educated to comply with the strict regulations and are moving along with the advancement of technology, to ensure the quality of food sent to the consumers' table, while striving to make ends meet in a constantly changing economic environment.

We propose to raise national funding to support organizations and programs devoted to agricultural education. These programs will provide future agricultural workforce with relevant trainings and increased knowledge of food and agricultural sciences. They will also inform consumers of agricultural products, where their food comes from and who grows it, so people can have more respect for the farmers and ranchers that work hard to provide for the world.

Elodie Laurent
Petition Starter

Media inquiries

Ban Farrowing Crates - Let Mother Pigs Care for Their Babies

Sign Petition

475

Verified signatures

The Issue

Imagine that you have just given birth. You have been locked inside a cage that restricts your movement. You cannot reach your arms out to hold your baby, the only contact is your nipples for feeding. This is how a farrowing crate restricts a sow and her piglets. Pig farrowing crates are barred metal crates within a pen where pregnant sows are placed shortly before giving birth. Farrowing crates prevent the sows from turning around and only allow them to move a little forward and backward in such a small 20 square feet space. Please sign this petition to demand that the U.S. bans this horrific farming method that turns mother pigs into miserable fertility machines.

The farrowing crate violates a pig's freedom to express normal behavior. This freedom is one of the "Five Freedoms", which are five identified basic rights used to guide U.S. animal welfare. Animal welfare experts also believe farrowing crates threaten two other Freedoms - freedom from discomfort and freedom from fear and distress.

People for the Ethical Treatment of Animals (PETA) has recently released a comprehensive report that backs up these concerns. The report highlights farrowing crates as a particularly cruel aspect of pigs' living conditions. Other countries including Sweden, and Switzerland have already banned the use of farrowing crates, and it's time for us to join them.

Please sign this petition demanding that we move forward and ban this inhumane practice. If enough people sign, it will send a clear message that the public believes farrowing crates have no place in a society that cares about animal welfare.

Report a policy violation

Jack Durant
Petition Starter

Media inquiries

C Hypothetical choice experiment appendices

C.1 Pre-analysis plan (PAP) documents

The Effect of Motivated Beliefs on the Demand for Information about Food
Outline of Analysis

Monica Capra, Seong-Gyu Park, Joshua Tasoff, Jin Xu, and Shanshan Zhang

Brief Description

Cognitive dissonance may arise when people experience conflict between the belief about their favorite food item and the harm its production generates. People tend to exhibit greater information avoidance towards the harm of the production of their favorite food, than that of a food item they do not care about.

Target Sample Size

The sample size is targeted at N=1000, with 500 participants randomly assigned in each condition, to ensure we have enough statistical power for two-sample proportion test.

Analysis

Individual-level data will be collected through the Qualtrics survey distributed through Prolific, an online research platform.

1. Variables

a) Conditions: Favorite food item (treatment) or a food item that people are unlikely to have ever tried before (control).
b) Outcome: Choice as to whether to watch a documentary exposing the unethical practices in the production of a food item, varied by assignment of conditions.

2. Hypothesis

Favorite food item compared to food item in control decreases watching documentary.

a) Unpaired proportions z test on information avoidance by treatment.
b) Regression (OLS / logit) information avoidance on treatment.

C.2 Design and results of the hypothetical choice experiment

While participants who believed they were eating meat responded with lower animal welfare attitudes, we observed no effect on information choice, donation, or political (petition) behavior. Why did the manipulation fail to produce behavioral results? We wondered whether a low valuation of the nuggets resulted in the null results. This was a food item selected by the experimenters, not by the participants. Perhaps if participants were more psychologically invested in the food item they would be more likely to respond behaviorally. To explore this possibility, we conducted a hypothetical choice experiment. We hypothesized that people would be less likely to receive incriminating information about a favorite food item, in contrast to a food item that they have never eaten before.

We recruited 1,000 participants from Prolific and limited our recruitment to U.S. residents. All participants were randomly assigned to either the treatment or control groups. During the study, subjects were asked to provide the name of their favorite food. In the treatment group, we present a description of a documentary related to their favorite food, which associates the food item with human trafficking, slavery, and child exploitation. Participants were then given the option to choose whether they wanted to watch the documentary. In the control group, we presented a description of a documentary about "blue impala steak" that contains the same negative associations as the treatment group. We deliberately selected "blue impala steak" as it is a meat from a fictional subspecies of antelope, and hence a meat that no one has ever tried, regularly eats, is desirous of eating in the future, and is unlikely to be confused with other regularly consumed foods. Upon making their decision regarding whether to watch the documentary, the experiment concluded, and the subjects received their payment code. The survey screenshots are presented in Online Appendix C.3. The text is presented below:

> Suppose there is a recent Academy Award-winning documentary exposing the unethical practices in [blue impala steak production / (favorite food)]. It's received rave reviews and a score of 8.7/10 on IMDb.com and 91% on Rotten Tomatoes. Here's a description of the film by a popular and well-regarded critic:
>
> "Guilt on the Menu" is an Academy Award-winning documentary that fearlessly exposes the dark secrets lurking behind the [blue impala steak production / (favorite food)]. With relentless determination, the film delves deep into the human trafficking, slavery, and child exploitation plaguing the industry. Through stunning cinematography and a compelling narrative, it confronts viewers with the devastating humanitarian consequences of our food choices. "Guilt on the Menu" is a wake-up call, urging us to question the status quo and make responsible, compassionate decisions. This thought-provoking masterpiece will leave an indelible impression on your conscience, igniting a powerful desire for change.
>
> ***Would you watch this movie?*** Yes / No

The proportion of subjects choosing to watch the documentary was notably higher in the treatment group (proportions test: 0.534 vs. 0.472, $p = 0.050$). Table C.1 reports the results of regressing the information choice on the treatment. This suggests that individuals are *more*

inclined to seek out morally-implicating information for the food they like, as opposed to the food they are not attached to. However, this result contradicts our hypothesis that people will experience dissonance and avoid morally troubling information about the foods they like. The results are instead consistent with expected-utility theory. According to expected-utility theory, people should value information based on the extent to which it can improve decision-making. Given that no subject eats blue impala steak, a documentary on the topic would provide mostly useless information. In contrast, information about one's favorite food is highly instrumental, and therefore expected-utility theory would predict that a documentary on that topic would be of value.

Table C.1: Hypothetical study: information choice

	(1)
	Watch
Treatment	0.062*
	(0.031)
Mean Dep Var	0.503
Observations	1000

Note: Logit average marginal effects of information choice.
Robust standard errors are in parentheses. *$p < 0.10$, **$p < 0.05$, ***$p < 0.01$.

C.3 Screenshots of the hypothetical choice experiment

1. Consent Form

AGREEMENT TO PARTICIPATE IN ECONOMICS STUDY (IRB #4564)

Please read this consent agreement carefully before you decide to participate in the study.

You are invited to volunteer for a research project. Volunteering will not benefit you directly, but you will be helping us explore what foods people like to eat. If you volunteer, you will tell us your diet, and it will take less than 2 minutes. Volunteering for this study involves no more risk than what a typical person experiences on a regular day. Your involvement is entirely up to you. You may withdraw at any time for any reason. Please continue reading for more information about the study.

STUDY LEADERSHIP: This research project is led by Prof. Joshua Tasoff and Prof. Monica Capra in the department of Economic Sciences at the Claremont Graduate University.

PURPOSE: This study is designed to explore the relationship between food preference and the demand for a video.

ELIGIBILITY: To be in this study, you must be fluent in English, 18 years of age or older, currently living in the United States, and registered on the Prolific.

PROCESS: During the study, you will be asked to tell us your diet. It will take less than 2 minutes.

RISKS OF PARTICIPATION: The risks that you run by taking part in this study are minimal. Volunteering for this study involves no more risk than what a typical person experiences on a regular day.

BENEFITS OF PARTICIPATION: We **do not** expect the study to benefit you personally. This study will benefit the researchers by publishing the results in a scientific journal. This study is also intended to benefit other researchers who wonder what foods people like to eat.

COMPENSATION: On completion of the survey, you will be compensated $0.4 at the end of the survey.

VOLUNTARY PARTICIPATION: Your participation in this study is completely voluntary. You may stop or withdraw from the study at any time without it being held against you. Your decision whether or not to participate will have no effect on your current or future connection with anyone at CGU.

CONFIDENTIALITY: Your individual privacy will be protected in all papers, books, talks, posts, or stories resulting from this study. We may use the data we collect for future research or share it with other researchers, but we will not reveal your identity. In order to protect the confidentiality of your responses, all your responses throughout the study will be recorded only with your Prolific ID which should be randomly given.

FURTHER INFORMATION: If you have any questions or would like additional information about this study, please contact Joshua Tasoff at (909) 621-8782 or at joshua.tasoff@cgu.edu. The CGU Institutional Review Board (IRB) has certified this project as exempt. If you have any ethical concerns about this project or about your rights as a human subject in research, you may contact the CGU IRB at (909) 607-9406 or at irb@cgu.edu. You may print and keep a copy of this consent form.

CONSENT: Your signature below means that you understand the information on this form, that someone has answered any and all questions you may have about this study, and you voluntarily agree to participate in it.

× SIGN HERE

clear

A Request for Your Unique Prolific ID

To keep your responses confidential, all your responses throughout the study will be recorded only with your Prolific ID.

Please provide us below with your unique Prolific ID. We need this to pay you.

Please type in your Prolific ID:

2. Favorite Food

Your Favorite Food

What is your favorite food? Please tell us your favorite food for a meal.

I love eating...

3.A. (Control) Demand for Information

A Documentary

Suppose there is a recent Academy Award-winning documentary exposing the unethical practices in blue impala steak production. It's received rave reviews and a score of 8.7/10 on IMDb.com and 91% on Rotten Tomatoes. Here's a description of the film by a popular and well-regarded critic:

> *"Guilt on the Menu" is an Academy Award-winning documentary that fearlessly exposes the dark secrets lurking behind the blue impala steak production. With relentless determination, the film delves deep into the human trafficking, slavery, and child exploitation plaguing the industry. Through stunning cinematography and a compelling narrative, it confronts viewers with the devastating humanitarian consequences of our food choices. "Guilt on the Menu" is a wake-up call, urging us to question the status quo and make responsible, compassionate decisions. This thought-provoking masterpiece will leave an indelible impression on your conscience, igniting a powerful desire for change.*

Would you watch this movie?

- ◯ Yes, I would like to watch it.
- ◯ No, I don't want to watch it.

3.B. (Treatment) Demand for Information

A Documentary

Suppose there is a recent Academy Award-winning documentary exposing the unethical practices in ${e://Field/Favorite%20Food} production. It's received rave reviews and a score of 8.7/10 on IMDb.com and 91% on Rotten Tomatoes. Here's a description of the film by a popular and well-regarded critic:

> *"Guilt on the Menu" is an Academy Award-winning documentary that fearlessly exposes the dark secrets lurking behind the ${e://Field/Favorite%20Food} production. With relentless determination, the film delves deep into the human trafficking, slavery, and child exploitation plaguing the industry. Through stunning cinematography and a compelling narrative, it confronts viewers with the devastating humanitarian consequences of our food choices. "Guilt on the Menu" is a wake-up call, urging us to question the status quo and make responsible, compassionate decisions. This thought-provoking masterpiece will leave an indelible impression on your conscience, igniting a powerful desire for change.*

Would you watch this movie?

- ◯ Yes, I would like to watch it.
- ◯ No, I don't want to watch it.

4. End of Survey

Thank you for your participation today.

Please save the completion code below which will be required when you return to the Prolific app to prove that you completed your study.

Prolific Completion Code: CJZWE44L

Once you've saved the completion code, please **CLICK THE ARROW** in the bottom right-hand corner of this page to finish the survey.

<< Please don't forget to click the arrow button below to confirm that you completed the survey! >>

Hope to see you again soon! :)

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