

Online appendix for  
“Meat consumption can trigger information  
avoidance”

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# Online survey questions



expunifr -- NET

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## Print View

Please note that filters and placeholders can not work in the print view. Display of questions that are included via PHP code is limited.

**Tip:** Enable the "print background images" option in the print settings of your browser. Otherwise the browser may incompletely print sliders and custom inputs (or export them incompletely to a pdf).

[Galley-proof](#) [Variable View](#) [Table \(download\)](#)

Filters

PHP Code

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	<input type="text"/>
First Name	<input type="text"/>
Last Name	<input type="text"/>

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**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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starchy foods (e.g. wheat, bread, pasta, rice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy products (e.g. milk, yoghurt, cheese)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pulses (e.g. lentils, chickpeas, beans)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White meat (e.g. chicken, turkey)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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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/Gymnasium/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?

	Far left	Left	Center left	Center	Center right	Right	Far right	I don't know
Where do you view yourself on the political spectrum?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deforestation is a major concern for humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy food gives me satisfaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living a healthy lifestyle is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prioritise tasty food over healthy food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself sympathetic to environmental protection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to vote for politicians who care about the environment and the animal welfare.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to sign a petition against intensive farming if the opportunity came to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself empathetic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserving jobs is more important than reducing CO2 emissions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to reduce my consumption of meat in the (near) future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing human induced climate change should be a priority for governments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can usually understand and share feelings from others quite easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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.

```
PHP code
if (!isset($questions)) {
    $questions = array( // list of question IDs
        'KN01',
        'KN02',
        'KN03',
        'KN04',
        'KN05',
        'KN06',
        'KN07',
        'KN08'
    );
    // shuffle list randomly
    shuffle($questions);
    // cache rotation in case page is repeated
    registerVariable('questions');
}
// go through list of questions ID for ID
// and show corresponding question each time
foreach ($questions as $id) {
    question($id);
}
```

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## 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.

```
PHP code
$chars = '0123456789ABCDEFGHIJKLMNOPQRSTUVWXYZ';
$length = 8;
$s = '';
$maxChar = strlen($chars)-1;
for ($i=0; $i<$length; $i++) {
    $random = mt_rand(0, $maxChar);
    $s.= $chars[$random];
}
put('RN05_01', $s);
$html_code = '<h1>Your personal 8 character combination is: '.$s.'</h1>';
html($html_code);
```

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.

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**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.

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Universität Freiburg – 2022

Notes: on page 7 of the survey, the participants did not see the PHP code but the 8 knowledge questions represented in the appendices of the paper. Same applies for the personal 8 characters combination on page 7. Also, participants received a code 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, this code is the personal 8 characters combination represented on page 8 of the survey.

## Instructions and consent form (same for both groups)

### Instructions

#### 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.

This is the second part of the study. You should have completed Part 1 online already. If you have not completed the online questionnaire, please raise your hand.

This part of the study should last less than 60 minutes. You earn 1'200 points for completing Part 2 today. This comes on top of your previous gains from Part 1. Today, you will also get opportunities to earn more extra points by answering questions and by completing the experiment. It will always be clear when and how you can gain or spend points.

The exchange rate is 100 points = 1 CHF.

The combined earnings of Part 1 and Part 2 will be paid in CHF at the end of the session today.

Please do not use the computer for any other purpose than completing this study and do not use your phone.

What is your personal 8 characters combination from the online survey? (please use capital letters only)

Consent form (click to expand)

START - I consent

Figure 1: Instructions and general information



What is your personal 8 characters combination from the online survey? (please use capital letters only)

Consent form (click to expand)

The experiment is conducted by researchers in the Department of Economics, University of Fribourg, Switzerland, which is also the funding institution.

There are no risks associated with this research. The benefits from this study include monetary payment as indicated by the researchers.

Your participation in this research is completely voluntary and anonymous. If you choose to participate, you may change your mind and leave the study at any time. You may also withdraw your participation or your data at any time during the study. Refusal to participate, stopping your participation or withdrawing your data will involve no penalty other than losing compensation for which tasks have not been completed.

Your data will be kept completely anonymized by not recording your name in combination with your data, only anonymous choices are kept. This means once you have left the lab, we cannot erase your data (because we could not recognize it). The purpose of this research is understanding behaviours. Your participation starts by clicking the "Start – I consent"- button which means you consent to participating to the study.

I have read the description of this study, my questions have been answered, and I give my consent to participate. Consent is indicated by clicking the "Start – I consent"-button.

For questions or concerns regarding this research, please contact: Bénédicte Droz, Department of Economics, University of Fribourg, Bd de Pérolles 90, CH-1700 Fribourg. Email: benedicte.droz (at) unifr.ch.

The University of Fribourg, Department of Psychology, has an Ethics Committee on the use of human subjects in research to which complaints or problems concerning any research project may, and should, be reported if they arise. If you have concerns about this project, please contact Petra Klumb, Department of Psychology, University of Fribourg, Rue P.-A.- de Faucigny 2, CH-1700 Fribourg. Email: petra.klumb (at) unifr.ch.

START - I consent

Figure 2: Consent form opened by the button "click to expand"

## Willingness to pay (WTP)

### 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 3: 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?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 4: WTP for information on beef and animal welfare

## Item 2: Information on the environment and beef production

If you are paid 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 5: WTP for information on beef and the environment

### Item 3: Information on health and beef consumption

If you are paid 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 6: WTP for information on beef and health

## Information on pork meat production

You will now be offered 3 information items (some news article or video displayed on your screen) regarding the way pigs are treated for pork meat production (**animal welfare**), the consequences of pork meat production on the **environment** and the relationship between pork 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 7: Instructions on the information about pork

## Item 4: Information on animal welfare in the pork production

If you are paid 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 8: WTP for information on pork and animal welfare

## Item 5: Information on the environment and pork production

If you are paid 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 9: WTP for information on pork and the environment



## Item 6: Information on health and pork consumption

If you are paid 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you are paid 0 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 25 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 50 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	Yes	No
<hr/>		
If you have to pay 75 points for this information item, would you accept?	<input type="radio"/>	<input type="radio"/>
	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 10: WTP for information on pork and health

## Attitudes

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.**

It is acceptable to eat meat because animals are raised for this purpose.

1       2       3       4       5       6       7

It is immoral to harm animals for the production of food.

1       2       3       4       5       6       7

It's normal to eat meat.

1       2       3       4       5       6       7

It is acceptable to eat meat because the animals killed for our consumption have lower intellectual capacities than humans.

1       2       3       4       5       6       7

The way meat is produced in Switzerland is morally wrong.

1       2       3       4       5       6       7

God created animals for us to eat them.

1       2       3       4       5       6       7

It's natural to eat meat, it's written in our genes.

1       2       3       4       5       6       7

Eating meat is healthy.

1       2       3       4       5       6       7

It is acceptable to eat meat because the animals killed for our consumption do not really suffer.

1       2       3       4       5       6       7

Animals are mostly treated well in farms in Switzerland.

1       2       3       4       5       6       7

Eating meat is necessary for good health.

1       2       3       4       5       6       7

Eating meat may be bad for the environment, but no more so than eating vegetables or cereals.

1       2       3       4       5       6       7

I like meat too much to stop eating it.

1       2       3       4       5       6       7

Next

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.**

Reducing human induced climate change should be a priority for governments.

1       2       3       4       5       6       7

I prioritise tasty food over healthy food.

1       2       3       4       5       6       7

Eating healthy food gives me satisfaction.

1       2       3       4       5       6       7

Preserving jobs is more important than reducing CO2 emissions.

1       2       3       4       5       6       7

It is important for me to vote for politicians who care about the environment and the animal welfare.

1       2       3       4       5       6       7

I can usually understand and share feelings from others quite easily.

1       2       3       4       5       6       7

I would be willing to sign a petition against intensive farming if the opportunity came to me.

1       2       3       4       5       6       7

I always choose food options considering if they are healthy.

1       2       3       4       5       6       7

I consider myself empathetic.

1       2       3       4       5       6       7

Deforestation is a major concern for humanity.

1       2       3       4       5       6       7

I am willing to reduce my consumption of meat in the (near) future.

1       2       3       4       5       6       7

I consider myself sympathetic to environmental protection.

1       2       3       4       5       6       7

Living a healthy lifestyle is important to me.

1       2       3       4       5       6       7

[Next](#)

Figure 11: Attitudes

## Constructing the attitudes scores

### 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.

## Judging

The participants assigned to the meat group were asked to judge the item eaten after having answered WTP, attitudes and knowledge questions.

Please let us know about how much you enjoyed eating the different types of meat and if you expect to consume meat in the coming month.

I enjoyed eating the beef meat.

strongly disagree  disagree  somewhat disagree  neutral  somewhat agree  agree  strongly agree

I enjoyed eating the pork meat.

strongly disagree  disagree  somewhat disagree  neutral  somewhat agree  agree  strongly agree

In the coming month, I expect to eat beef meat (of any type):

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

In the coming month, I expect to eat pork meat (of any type):

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

Next

Figure 12: Judging the item eaten (meat group only)

## Information

### Information offer results

#### Beef

For beef, the computer has drawn an offer with information about animal treatment and a payoff of 75.

You agreed to this offer.

You will receive the payoff and information about animal treatment.

#### Pork

For pork meat, the computer has drawn an offer with information about environmental impact and a payoff of -50.

You agreed to this offer.

You will receive the payoff and information about environmental impact.

Next

Figure 13: Information offer results

Notes: Participants could scroll to read the whole article. The button “next” only appeared after 3 minutes. Here a few examples of what they could be shown depending on the randomly picked item (animal welfare, health or environment) and randomly picked number (payoff) by the computer as well as the participants’ answers to the WTP questions.

## 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.

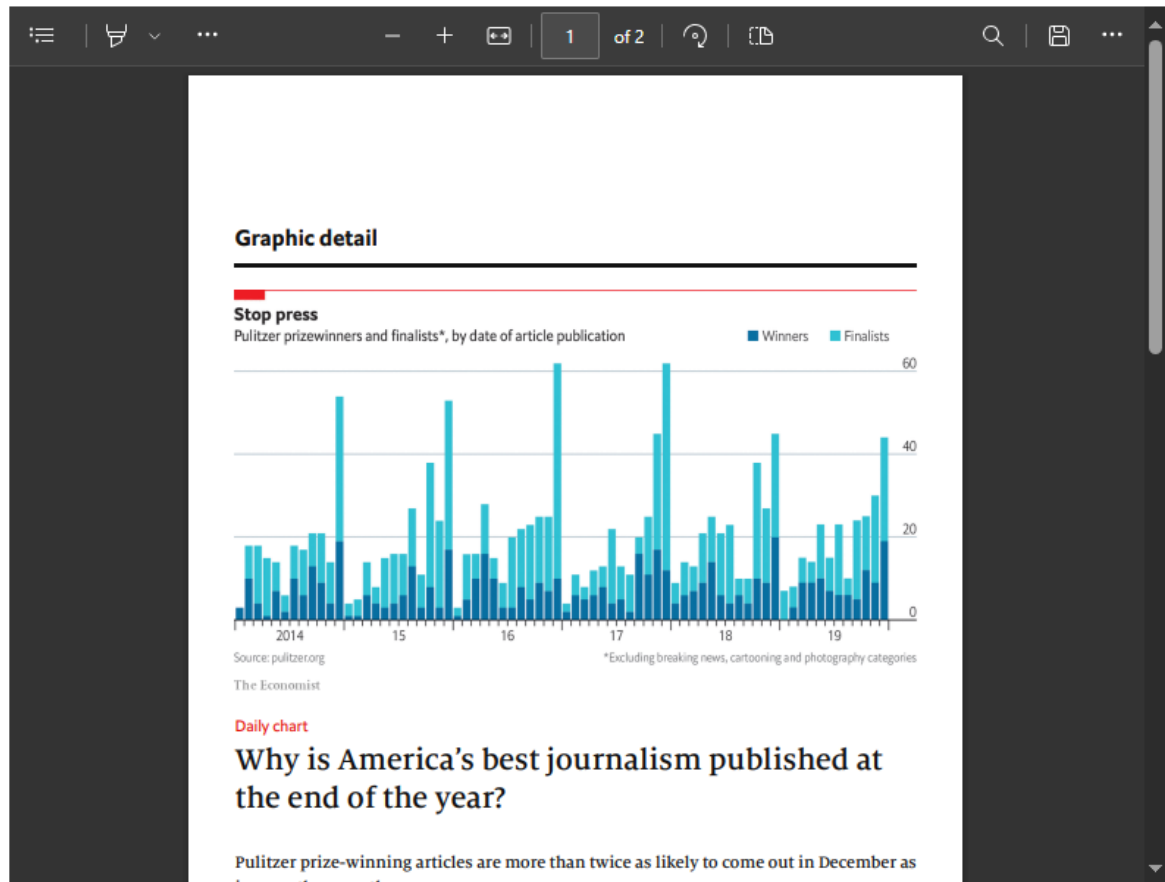


Figure 14: Article received when refusing the information on beef and the item randomly picked by computer

## Information: Beef production & animal welfare

Please read the below. This is an extract of an article from Repórter Brasil, published on their site in 2016. It investigates the producers of beef jerky that is widely available in Switzerland. The full article is available online. 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.

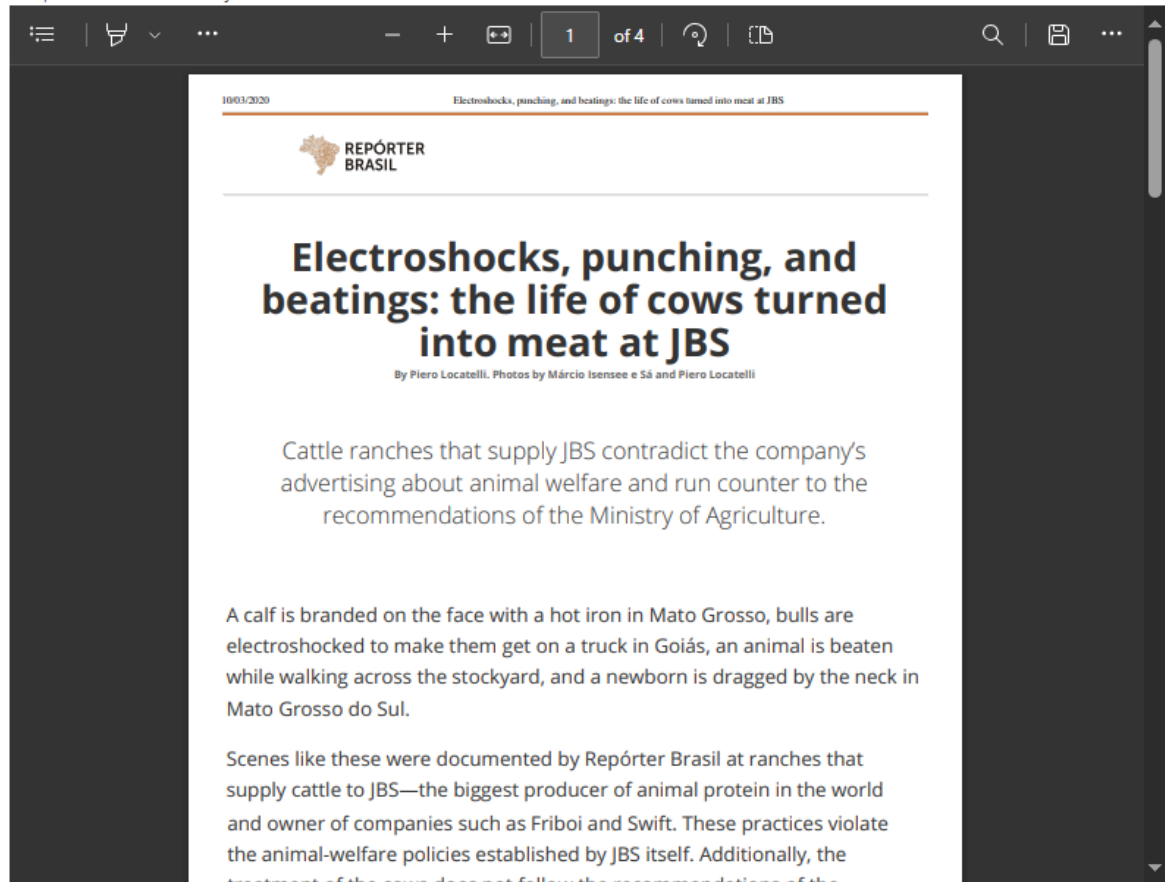


Figure 15: Article on beef and animal welfare



## Information: Pork farming and the environment

Please read the article below. This is an extract of the report "The FoodPrint of Pork" from the the GRACE Communications Foundation which intends to tackle food, environmental and public health issues. 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.

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### The Environmental Toll of Hog Farms

Besides pork, the largest output by far from hog CAFOs is manure. Despite the mind-boggling volume of the stuff, no state or federal agency tracks CAFO waste, so it is impossible to know the extent of the problem with much specificity. A 2020 Food and Water Watch report estimates that industrially-raised hogs produce as much waste as half the US population.<sup>[73]</sup> One hog produces two to four times as much waste as an adult person. In North Carolina, the 1.9 million hogs in Duplin County, the top hog-producing county in the country, generate as much waste as the entire Boston metropolitan area, while the 1.3 million hogs in Washington County, Iowa, produce as much waste as San Diego.<sup>[74]</sup>



*Click here to view a larger version of this graphic*

But there is a big difference: human waste is treated in municipal sewer systems and subject to strict regulations. There is no such requirement for animal waste, which is stored in pits and applied untreated as fertilizer to farm fields. Hog waste contains nitrogen and phosphorus, which are important crop fertilizers but toxic in excess; bacteria like *E. coli*; antibiotic residue; heavy metals; cleaning solutions; animal blood; and other chemicals.<sup>[75]</sup>

One myth perpetuated by the pork industry about raising hogs in confinement is that the system is a closed loop: hogs produce waste, the waste fertilizes crops, the hogs eat the crops. The reality is that the volume of waste vastly outstrips not only the nutrient needs of the crops, but the land's capacity to absorb it. All the excess waste — and everything else in it — runs off the land in the rain, ending up in wells, rivers, lakes and eventually the ocean. A dead zone the size of Connecticut develops in the Gulf of Mexico annually, in large part from the runoff of animal waste along the vast Mississippi watershed. Similar water quality crises can be found in rivers throughout the country and in privately owned wells all over rural America.

Figure 16: Article on pork and the environment

## Last page - Thank you, payoffs and finish button

### Thank You!

Thank you very much for participating.

You have completed the experiment. **Please stay seated until all participants finish and you get called to get your payment.** Please fill in the receipt sheet while waiting for the other participants to finish.

The total of points you made completing the online questionnaire, answering knowledge questions, and accepting offers for information (if relevant) is 425 points.

You also receive 12 CHF for completing this laboratory session.

The total, rounded, payment you will now receive is 16 CHF.

If you have any comments, or anything you would like to say, you can use the below form.

Click "Finish" once you are done.

Comment

Finish

Figure 17: Acknowledgements, payoffs and finish button