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## SUPPLEMENTARY MATERIALS

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2 **Table S1**

3 *Exclusion of Manipulation Check Fails: Results of Regression Models and Bayes Factors for Each Preregistered Hypothesis*

Outcome	Contrast	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Inference			Same? <sup>b</sup>
								<i>B</i> <sub>HN</sub>	RR	Conclusion <sup>a</sup>	
H1											
a) Attitude	Static vs. dynamic	3.20	2.65	846	[-1.99, 8.40]	1.21	.227	1.42	[0.05, 10]	None	True
b) Interest	Static vs. dynamic	3.68	2.87	846	[-1.95, 9.30]	1.28	.200	1.6	[0.05, 10]	None	True
c) Intention	Static vs. dynamic	4.51	2.98	846	[-1.34, 10.35]	1.51	.131	2.15	[0.05, 10]	None	True
Attitude <sup>c</sup>	None vs. dynamic	1.93	2.11	846	[-2.22, 6.07]	0.91	.362	0.88	[0.05, 10]	None	False
Interest <sup>c</sup>	None vs. dynamic	0.57	2.29	846	[-3.92, 5.07]	0.25	.802	0.5	[0.05, 8]	None	True
Intention <sup>c</sup>	None vs. dynamic	1.15	2.38	846	[-3.51, 5.82]	0.49	.627	0.63	[0.05, 10]	None	False
H2											
a) Attitude	Interaction	5.59	5.73	844	[-5.66, 16.84]	0.97	.330	1.37	[0.05, 10]	None	False
b) Interest	Interaction	10.61	6.21	844	[-1.58, 22.80]	1.71	.088	2.37	[0.05, 10]	None	False
c) Intention	Interaction	13.83	6.44	844	[1.18, 26.47]	2.15	.032	3.39	[4.35, 10]	H <sub>1</sub>	True
H3											
a) Attitude	Text vs. visual dynamic	6.46	2.50	844	[1.56, 11.37]	2.58	.010	12.69	[1.25, 10]	H <sub>1</sub>	True
b) Interest	Text vs. visual dynamic	6.71	2.71	844	[1.40, 12.03]	2.48	.013	10.01	[1.45, 10]	H <sub>1</sub>	True
c) Intention	Text vs. visual dynamic	7.55	2.81	844	[2.03, 13.06]	2.68	.007	14.83	[1.35, 10]	H <sub>1</sub>	True
H4											

Outcome	Contrast	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Inference			Same? <sup>b</sup>
								<i>B</i> <sub>HN</sub>	RR	Conclusion <sup>a</sup>	
a) Attitude change	Static vs. dynamic	-3.88	2.44	710	[-8.68, 0.92]	-1.59	.113	0.19	[2.6, 10]	H <sub>0</sub>	True
b) Interest change	Static vs. dynamic	-0.99	1.84	710	[-4.61, 2.62]	-0.54	.590	0.24	[3.45, 10]	H <sub>0</sub>	True
c) Intention change	Static vs. dynamic	-0.87	1.87	710	[-4.54, 2.81]	-0.46	.643	0.25	[3.7, 10]	H <sub>0</sub>	False
d) FFQ meat change	Static vs. dynamic	0.27	0.34	676	[-0.39, 0.93]	0.81	.420	0.19	[0.55, 5]	H <sub>0</sub>	True
Attitude change <sup>c</sup>	None vs. dynamic	-4.59	1.89	710	[-8.31, -0.88]	-2.43	.015	0.11	[1.45, 10]	H <sub>0</sub>	True
Interest change <sup>c</sup>	None vs. dynamic	-1.50	1.42	710	[-4.30, 1.29]	-1.06	.291	0.14	[1.95, 10]	H <sub>0</sub>	True
Intention change <sup>c</sup>	None vs. dynamic	-0.04	1.45	710	[-2.88, 2.81]	-0.02	.981	0.27	[4, 10]	H <sub>0</sub>	True
FFQ meat change <sup>c</sup>	None vs. dynamic	-0.16	0.27	676	[-0.68, 0.36]	-0.62	.538	0.44	[0.05, 1.35]	None	True
H5											
a) Attitude change	Interaction	-1.28	5.19	708	[-11.47, 8.92]	-0.25	.806	0.63	[0.05, 10]	None	False
b) Interest change	Interaction	-0.82	3.92	708	[-8.52, 6.88]	-0.21	.835	0.54	[0.05, 9.3]	None	True
c) Intention change	Interaction	-7.24	3.98	708	[-15.06, 0.57]	-1.82	.069	0.26	[3.8, 10]	H <sub>0</sub>	True
d) FFQ meat change	Interaction	-0.85	0.72	677	[-2.27, 0.56]	-1.18	.238	1.54	[0.05, 5]	None	True
H6											
a) Attitude change	Text vs. visual dynamic	-5.73	2.21	708	[-10.08, -1.38]	-2.59	.010	0.12	[1.6, 10]	H <sub>0</sub>	True
b) Interest change	Text vs. visual dynamic	-2.91	1.67	708	[-6.19, 0.38]	-1.74	.083	0.12	[1.65, 10]	H <sub>0</sub>	True
c) Intention change	Text vs. visual dynamic	-3.64	1.70	708	[-6.97, -0.31]	-2.14	.032	0.11	[1.45, 10]	H <sub>0</sub>	True

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Outcome	Contrast	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Inference			Same? <sup>b</sup>
								<i>B</i> <sub>HN</sub>	RR	Conclusion <sup>a</sup>	
d) FFQ meat change	Text vs. visual dynamic	0.02	0.31	674	[-0.59, 0.63]	0.05	.958	0.28	[0.85, 5]	H <sub>0</sub>	False

1 *Note.* *N* = 849. *b* = raw regression slope; CI = confidence interval; *B* = bayes factor; RR = robustness region.

2 <sup>a</sup> H<sub>0</sub> = evidence for null hypothesis, None = no conclusion, H<sub>1</sub> = evidence for alternative hypothesis.

3 <sup>b</sup> This column indicates if the same conclusion as the main analysis is reached

4 <sup>c</sup> Noncrucial tests.

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1 **Table S2**2 *Complete Case Analysis: Results of Regression Models and Bayes Factors for Each Preregistered Hypothesis At T2*

Outcome	Contrast	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Inference			Same? <sup>b</sup>
								<i>B</i> <sub>HN</sub>	RR	Conclusion <sup>a</sup>	
H4											
a) Attitude change	Static vs. dynamic	-2.22	1.47	1291	[-5.11, 0.66]	-1.51	.131	0.12	[1.65, 10]	H <sub>0</sub>	True
b) Interest change	Static vs. dynamic	-0.42	1.17	1291	[-2.73, 1.88]	-0.36	.720	0.17	[2.5, 10]	H <sub>0</sub>	True
c) Intention change	Static vs. dynamic	1.33	1.17	1291	[-0.96, 3.63]	1.14	.254	0.71	[0.05, 10]	None	True
d) FFQ meat change	Static vs. dynamic	0.04	0.22	1222	[-0.38, 0.47]	0.21	.836	0.18	[0.55, 5]	H <sub>0</sub>	True
Attitude change <sup>c</sup>	None vs. dynamic	-3.59	1.85	1291	[-7.22, 0.03]	-1.95	.052	0.12	[1.65, 10]	H <sub>0</sub>	True
Interest change <sup>c</sup>	None vs. dynamic	-0.98	1.44	1291	[-3.81, 1.85]	-0.68	.498	0.15	[2.05, 10]	H <sub>0</sub>	True
Intention change <sup>c</sup>	None vs. dynamic	0.28	1.43	1291	[-2.54, 3.09]	0.19	.847	0.31	[4.6, 10]	H <sub>0</sub>	True
FFQ meat change <sup>c</sup>	None vs. dynamic	-0.21	0.27	1222	[-0.75, 0.33]	-0.75	.452	0.35	[0.05, 1.05]	None	True
H5											
a) Attitude change	Interaction	-3.11	2.92	1289	[-8.85, 2.62]	-1.06	.287	0.27	[4, 10]	H <sub>0</sub>	True
b) Interest change	Interaction	0.35	2.34	1289	[-4.25, 4.94]	0.15	.882	0.38	[0.05, 5.85]	None	True
c) Intention change	Interaction	-4.56	2.31	1289	[-9.1, -0.02]	-1.97	.049	0.14	[2, 10]	H <sub>0</sub>	True
d) FFQ meat change	Interaction	0.06	0.43	1220	[-0.79, 0.91]	0.15	.884	0.38	[0.05, 1.1]	None	True
H6											
a) Attitude change	Text vs. visual dynamic	-5.23	2.05	1289	[-9.24, -1.21]	-2.55	.011	0.11	[1.45, 10]	H <sub>0</sub>	True

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b) Interest change	Text vs. visual dynamic	-2.29	1.61	1289	[-5.45, 0.88]	-1.42	.157	0.12	[1.65, 10]	H <sub>0</sub>	True
c) Intention change	Text vs. visual dynamic	-3.37	1.61	1289	[-6.54, -0.21]	-2.09	.037	0.1	[1.4, 10]	H <sub>0</sub>	True
d) FFQ meat change	Text vs. visual dynamic	-0.06	0.3	1220	[-0.66, 0.53]	-0.2	.840	0.41	[0.05, 1.25]	None	True

1 *Note.* *N* = 1092. *b* = raw regression slope; CI = confidence interval; *B* = bayes factor; RR = robustness region.

2 <sup>a</sup> H<sub>0</sub> = evidence for null hypothesis, None = no conclusion, H<sub>1</sub> = evidence for alternative hypothesis.

3 <sup>b</sup> This columns indicates if the same conclusion as the main analysis is reached

4 <sup>c</sup> Noncrucial tests.

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1 **Table S3**2 *Results of Regression Models and Bayes Factors for Secondary Analyses at T2*

Outcome	Contrast	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Inference		
								$B_{\text{HN}(0,5\%)}$	RR	Conclusion <sup>a</sup>
Attitude	Static vs. dynamic	-3.78	1.75	1291	[-7.21, -0.36]	-2.17	.031	0.11	[1.45, 10]	H <sub>0</sub>
Interest	Static vs. dynamic	-1.95	1.83	1291	[-5.54, 1.65]	-1.06	.288	0.18	[2.5, 10]	H <sub>0</sub>
Intention	Static vs. dynamic	-0.85	1.89	1291	[-4.57, 2.86]	-0.45	.653	0.26	[3.8, 10]	H <sub>0</sub>
Attitude <sup>b</sup>	None vs. dynamic	-3.3	2.19	1291	[-7.59, 0.99]	-1.51	.132	0.17	[2.4, 10]	H <sub>0</sub>
Interest <sup>b</sup>	None vs. dynamic	-1.75	2.26	1291	[-6.18, 2.69]	-0.77	.440	0.25	[3.65, 10]	H <sub>0</sub>
Intention <sup>b</sup>	None vs. dynamic	0.00	2.34	1291	[-4.59, 4.59]	0	> .999	0.42	[0.05, 6.55]	None
Attitude	Interaction	3.13	3.49	1289	[-3.72, 9.97]	0.9	.371	1.15	[0.05, 10]	None
Interest	Interaction	7.84	3.66	1289	[0.67, 15.02]	2.15	.032	5.06	[2.5, 10]	H <sub>1</sub>
Intention	Interaction	6.79	3.77	1289	[-0.62, 14.19]	1.8	.072	3.11	[4.35, 8.25]	H <sub>1</sub>
Attitude	Text vs. visual dynamic	1.47	2.45	1289	[-3.34, 6.28]	0.6	.549	0.72	[0.05, 10]	None
Interest	Text vs. visual dynamic	4.62	2.56	1289	[-0.39, 9.64]	1.81	.071	3.14	[2.85, 5.85]	H <sub>1</sub>
Intention	Text vs. visual dynamic	4.42	2.65	1289	[-0.79, 9.62]	1.67	.096	2.57	[0.05, 10]	None

3 *Note.* *N* = 1294. *b* = raw regression slope; CI = confidence interval; *B* = bayes factor; RR = robustness region.4 <sup>a</sup> H<sub>0</sub> = evidence for null hypothesis, None = no conclusion, H<sub>1</sub> = evidence for alternative hypothesis.5 <sup>b</sup> Noncrucial tests.

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1 **Table S4**  
 2 *Simple-Effects Analyses for Secondary Outcomes*

Outcome	<i>b</i>	<i>SE</i>	<i>df</i>	95% CI	<i>t</i>	<i>p</i>	Test for H <sub>1</sub> <sup>a</sup>	Test for H <sub>2</sub> <sup>b</sup>
Text static vs. text dynamic								
Interest	-5.88	2.56	1289	[-10.9, -0.87]	-2.3	.022	<i>B</i> = 0.15, RR[2.05, 10]	<i>B</i> = 7.23, RR[1.55, 10]
Intention	-4.26	2.65	1289	[-9.47, 0.95]	-1.61	.109	<i>B</i> = 0.20, RR[2.80, 10]	<i>B</i> = 2.36, RR[0.05, 10]
Visual static vs. visual dynamic								
Interest	1.96	2.61	1289	[-3.17, 7.09]	0.75	.454	<i>B</i> = 0.86, RR[0.05, 10]	<i>B</i> = 0.29, RR[4.30, 10]
Intention	2.53	2.69	1289	[-2.76, 7.81]	0.94	.348	<i>B</i> = 1.06, RR[0.05, 10]	<i>B</i> = 0.27, RR[3.95, 10]

3 *Note.* *N* = 1294. *b* = raw regression slope; CI = confidence interval; *B* = bayes factor; RR = robustness region.

4 <sup>a</sup>Dynamic > static.

5 <sup>b</sup>Static > dynamic.