



UvA-DARE (Digital Academic Repository)

Uncertainty in flux

The temporal dynamics of attitudinal ambivalence and risk perception

Pauer, S.

Publication date

2024

[Link to publication](#)

Citation for published version (APA):

Pauer, S. (2024). *Uncertainty in flux: The temporal dynamics of attitudinal ambivalence and risk perception*. [Thesis, fully internal, Universiteit van Amsterdam].

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

Supplementary Materials Chapter 2

Contents

1. Supplementary data analyses and details
 - 1.1. Ancillary Study
 - 1.2. Study 1
 - 1.3. Study 3
2. Questionnaire of Study 1
 - 2.1. Screening survey
 - 2.2. Diary record
 - 2.3. Intervention survey (for an unrelated study)
 - 2.4. Final questionnaire
3. Questionnaires of Study 2 and 3
 - 3.1. Age, gender, education
 - 3.2. Meat consumption frequency
 - 3.3. Introspective ambivalence induction
 - 3.4. Donation behavior
 - 3.5. Measures only in Study 3

1. Supplementary data analyses and details

Ancillary Study

We explored the prevalence of different evaluations of meat consumption drawing on 1,328 evaluations from the introspective ambivalence induction procedure employed in Study 2 and Study 3. This was aimed at identifying the evaluative components of ambivalence toward meat that are spontaneously accessible to individuals. Moreover, we used the aggregated dataset to estimate the correlations between meat-related ambivalence and behavioral outcomes— i.e., behavioral intentions, charitable donation, and self-reported meat consumption frequency.

Method

Participants and procedure

The preliminary study drew on the qualitative evaluations of eating meat that participants provided for the experimental manipulation in Study 2 and 3. Specifically, we aggregated the data from Study 2 and 3, which experimentally manipulated meat ambivalence by asking participants to elaborate on their evaluations of eating meat. This provided a final sample of 637 meat eaters ($M_{age} = 35.31$, $SD = 11.91$, 59.2% female, 58.9% with university degrees) for the present study. A subsample of 332 participants provided qualitative evaluations of eating meat, which were explored via content-analysis.

Materials

In the experimental manipulations of Study 2 and 3, participants were asked to introspect and describe two evaluations in favor of and two evaluations opposed to eating meat. This generated 1,328 evaluations of eating meat.

We devised a coding scheme based on prior research (e.g., Caviola et al., 2019; Graça et al., 2015). Two research assistants blind to the research objectives coded the qualitative responses. They agreed in 81.9% of evaluations. Interrater reliability was good to sufficient, Krippendorff's $\alpha = .77$, with cutoffs of .80 indicating good reliability and .67 sufficient reliability (Hayes & Krippendorff, 2007; Krippendorff, 2004). Disagreements were resolved through discussion.

Results & Discussion

Regression coefficients are in standardized format. Responses were standardized into *z*-scores before merging the data because Study 2 employed 10-point response scales and Study 3 employed 7-point response scales.

Evaluations of meat consumption

We explored 664 positive and 664 negative evaluations of eating meat from 332 participants. Participants mentioned health benefits of meat (78.6%) and animal ethics concerns (75.9%) more frequently than other aspects, $d_s > 0.30$, $t(331) > 4.54$, $ps < .001$, as indicated by paired *t*-tests. A total of 42.5% mentioned health concerns about meat, with 35.5% mentioning both health benefits and concerns. Environmental concerns (41.6%) and enjoyment of meat (59.6%) were also prevalent evaluations. There was a total of 13.7% miscellaneous evaluations, such as sociability or price considerations. There were no significant differences in felt ambivalence toward meat (FA) by evaluation category, $\beta_s < .07$, $ps > .12$, as indicated in a multiple regression of FA on the five binary variables (i.e., no/yes) of the evaluation categories.

These components of meat ambivalence replicate previous research (Berndsen & van der Pligt, 2004; Hartmann & Siegrist, 2020; Ruby et al., 2016), but highlight both incongruent health beliefs and a widespread accessibility of animal ethics concerns about meat. The evaluation categories did not significantly differ in their association with FA, which further strengthens confidence in the assumption that the mere simultaneous salience of the evaluations constitutes FA rather than any particular evaluation. The content-analysis reveals prevalent components of ambivalence in meat eaters—i.e., animal ethics concerns, health and hedonic considerations. The nature of the data, however, does not allow inference about the more specific structure of the ambivalent attitudes toward eating meat. Future research could accomplish this using attitude network analyses (Dalege et al., 2016, 2018). This method has also been shown to highlight cross-national differences and temporal trends in attitudinal structure (Chambon, Dalege, Borsboom, et al., 2022; Chambon, Dalege, Elberse, et al., 2022) and it can provide important information for designing effective interventions (Chambon et al., 2021; Zwicker et al., 2020).

Correlations of meat ambivalence with behavioral outcomes

Felt meat ambivalence significantly correlated with reduction intentions, $r = .65$, meat consumption frequency, $r = -.29$, donation, $r = .23$, and potential ambivalence, $r = .47$, all $ps < .001$, $N = 637$. Three separate simple mediation analyses indicated significant indirect effects of PA through FA on intention, $\beta = .29$, donation, $\beta = .11$, and meat consumption, $\beta = -$

.16, 95% CIs did not include 0. These findings replicate Berndsen and van der Pligt (2004)'s results and support the assumption that FA plays an important role in the effect of PA on behavioral change related to meat reduction.

1.2 Study 1

The interventional 100-word newspaper articles did not significantly influence the present findings as indicated by pre-post and between-subject comparisons. More specifically, the article paragraphs mentioned either the associations of meat with climate change, health risks, or animal suffering. A fourth condition (control) presented an article on unrelated health issues in children. The interventional studies were sent digitally after the first 3 days of the diary study but before the last 3 diary days. Felt ambivalence was assessed after the second period of diaries. We could therefore compare the correlations of ambivalence with meat consumption before vs. after the interventions, besides testing effects of the article paragraphs.

Firstly, we compared the two correlation coefficients of felt ambivalence with meat consumption reported in the two periods of the diary. The Fisher *r*-to-*z* transformed regression coefficients did not significantly differ in an asymptotic *z*-test (Lee & Preacher, 2013; Steiger, 1980), $z = 0.41, p = .685$.

Secondly, we controlled for a possible effect of the presentation of the newspaper articles on felt ambivalence in a between-subjects comparisons. An ANOVA indicated that there were no significant differences between the four treatment groups, $F(3, 551) = 0.54, p = .654$, with insignificant post-hoc tests, even without adjustment (Least Significant Difference), $ps > .264$ (see Table 0.1 for descriptive data).

Table 0.1
Felt Ambivalence by Condition

Treatment	<i>M</i>	<i>SD</i>	<i>n</i>
Control condition	2.34	1.21	137
Health risks	2.37	1.17	129
Climate change	2.49	1.22	144
Animal welfare	2.34	1.11	145
Total	2.39	1.18	555

1.3 Study 3

Attrition biases

222 cases were not presented with the preregistered experimental conditions but instead mixtures of the two conditions due to a coding error in approximately the first 15 minutes of the experiment (all data was collected within a total of 3 hours). In order to compensate for the data loss, the datasets were replaced by collecting data from the same number of new participants, which required us to adjust the randomization allocation during data collection. In order to end up with the preregistered target sample size, the randomization allocation had to be adjusted from 1:1 to 1:10, which is a permissible change as long as allocation biases are taken into consideration in the analyses (Altman, 2018).

We therefore tested for systematic differences in participant characteristics due to allocation biases. While there were allocation biases in age and gender, the following analyses indicate that these biases were not due to the error. In the total sample of people who started the survey ($N = 761$; note that the final sample, in contrast, included only participants who completed the study), time of survey start (hereinafter: time) correlated with age, $r = -.12$, $p = .001$, but not with gender, education, or meat consumption frequency, $r_s < .06$, $p_s > .07$. An ANOVA congruently indicated that the control condition differed from the test condition and accidental condition in age, $F(2, 757) = 7.11$, $p = .001$ (see Table 0.2 for descriptives). Specifically, participants in the control condition were younger than in the other two conditions (Bonferroni corrected post hoc tests), $p_s < .01$. Entering time as a covariate in an ANCOVA, time was not a significant covariate, $p = .53$, although the main effect of condition turned nonsignificant, $F(3, 752) = 1.62$, $p = .20$. Specifically, pairwise comparisons with Bonferroni adjustment turned nonsignificant, $p_s > .25$. This indicated that the allocation bias in age cannot be attributed to the error. However, age did not turn out to relevantly influence experimental effects anyway (see the results section of Study 3).

More importantly, there was a difference in gender between the control and test condition that seemed to be due to random allocation bias, however. An ANOVA showed a main effect of condition, $F(2, 757) = 4.40$, $p = .01$ (see Table 0.3 for descriptives). Post-hoc tests with Bonferroni adjustment indicated a significant difference between the test and control condition, $p = .01$, but not between the test and accidental condition, $p = .29$, or a difference between the control and accidental condition, $p = .77$. If the difference between test and control condition were due to a systematic allocation bias, then one of the two conditions would also differ from the accidental condition. We therefore conclude that the attrition bias in gender cannot be attributed to the error.

The same but nonsignificant pattern was found for education. Post-hoc tests with Bonferroni adjustment indicated a nonsignificant difference between the test and control condition, $p = .09$, but not between the test and accidental condition, $p = .27$, or between the control and accidental condition, $p = 1$.

An ANOVA indicated that there were no significant differences in self-reported meat consumption frequency by condition, $F(2, 757) = 0.40$, $p = .67$.

Other potential sources of allocation bias that were not measured were arguably kept at a minimum as the last survey was completed within 3 hours after the beginning of data collection at 8:53am (GMT+1). In the final sample, 90% of the participants completed the study within 2 hours. We therefore conclude that the data loss is unlikely to have relevantly influenced findings.

Table 0.2
Age by Participants who Started the Survey in the Different Conditions

Condition	<i>M</i>	<i>SD</i>	<i>n</i>
control condition	33.20	11.48	267
test condition	36.66	12.56	272
accidental condition	36.79	12.83	221
Total	35.48	12.37	760

Table 0.3*Gender (2 = female) by Participants who Started the Survey in the Different Conditions*

Condition	<i>M</i>	<i>SD</i>	<i>n</i>
control condition	1.63	.48	267
test condition	1.50	.50	272
accidental condition	1.57	.50	221
Total	1.57	.50	760

Information processing (performance-based)

We employed a reading task (see section 3.5.2.2) as a secondary, performance-based addition to the information seeking selection task. There were no significant effects of the experimental manipulation on the preregistered outcome variable (i.e. reading time) or exploratory variables (i.e. a reading comprehension check or clicks away from Qualtrics screen that were assessed using TaskMaster, Permut et al., 2019), $ps > .49$. This appeared to be due to low compliance. Specifically, 16% of participants took less than 20 seconds to submit the page, indicating that they have not read the text, which was designed to take, on average, 60 seconds. Even after excluding participants who did not pass the preregistered comprehension check (23.2%), there was a substantial number of low RTs, starting from 3 seconds. Therefore, we concluded that the performance-based information processing variables cannot be meaningfully interpreted due to low compliance and a failed comprehension check, both of which entail a lack of quality and statistical power.

2. Questionnaire of Study 1

The questionnaire was translated from German.

Screening survey

How old are you?

Please indicate your gender. Female / male / diverse

What is the highest level of education you have achieved?

What is the postal code of your primary residence?

In the next 2 weeks, do you plan to fast at least one complete day (complete waiver Food)?

Which of the following dietary descriptions applies to you?

gluten-free (waiving wheat flour etc.)

lactose-free (abstaining from milk sugar)

flexitarian (mainly waiving of meat and sausages or exclusively organic meat, fish and sausages)

Vegetarian (complete waiver of meat, fish and sausages)

vegan (abandonment of all animal products)

Halal (observance of the dietary laws of Islam)

non-alcoholic

other

none

Diary record

Please select the meal you want to record in the diary: Breakfast / Lunch / Dinner

If you missed this meal, please indicate it here: Please only indicate if you skipped this meal.

I have not eaten anything

Please describe your meal in a few words.

How much did you enjoy this meal?

Was this meal prepared by yourself / prepared by another person herself / a ready meal from a grocery store / bought in a restaurant, bakery or similar

The meal included

Vegetables / mushrooms / legumes

fruit

Noodles / Pasta

rice

potatoes

Soya products (such as tofu, soy yoghurt alternative)

Red meat (such as beef, pork, lamb)

White meat / poultry (such as chicken, turkey, duck)

Fish or sea animals (shellfish, shrimp, other)

Sausage / ham / bacon

eggs

Dairy products (for example cheese, milk, cream, yoghurt)

Bread or other cereal products

What did you drink?

I didn't have a drink with my meal

water

fruit juice

another soft drink (for example, cola, lemonade)

Tea, coffee, cocoa

Alcoholic beverage (for example beer, wine)

Something else and that was ⇒ FR18_01 ⇐

Did you eat the meal alone or with other people? Alone / With family members / With friends

With work colleagues / With people other than those listed above

Did you do something else during the meal?

None

conversations

Reading a book or a newspaper / magazine

Use of the smartphone / tablet

watch TV

Work

Other than the above mentioned occupations

Did you buy groceries today? Yes / No

Please add snacks that you ate between meals:

(Please describe the snack in a few words or leave the field empty if you do not have snacks between the meals.)

Thanks a lot!

Thank you for your kind support of our nutritional study.

Please remember to also record your next meal in the diary.

Your answers have been saved, you can now close the browser window.

Intervention survey (for an unrelated study)

This part of the survey was sent to participants after the first 3 days of the diary study. The interventions, distractor variables/text, and manipulation checks were predetermined to be not relevant to or part of the present paper.

How often does your household buy food from the following sources? It does not matter if you go shopping or another household member. How often do you buy ...

On response scales ranging from *Always* (1) to *Never* (4):

in the supermarket such as Edeka, Rewe or Real?

in discounters such as Aldi, Penny, Lidl or Netto?

at the weekly market?

in the organic market, health food store or health food store, farm shop or organic department in the Drug store?

in the food shop, as with the butcher or greengrocer?

Who does the shopping in your household?

As good as always you

Mostly you

Partly you, partly someone else

Mostly someone else

To what extent do you agree with the following statements?

Response scales ranged from *fully agree* (1) to *strongly disagree* (5)

I follow the self-imposed diet consistently.

My health is important to me.

Climate change is important to me.

Animal welfare is important to me.

Distraction text and questions presented in all conditions:

Please read the following short text and answer the questions below for this text.

For a long time, lunch was the emotional highlight of the working day for millions of Germans. But today it seems that this culinary culture fades away to a far more profane, functional midday ritual. According to figures from the Federal Ministry of nutrition 72 percent of the working people regularly feed their lunch hunger with home-baked or a snacks from the bakery or the snack bar. Nearly every fourth German leaves his lunch break regularly or always completely out, every second spends them habitual at the desk. Lack of breaks and multitasking [lead] to quality losses and errors. "

Die Welt, 19.09.2018

Does the article advocate spending your lunch break at your desk? Yes / No

Which argument is used for this? Productivity / sociability /health

Was the above argument that speaks in favor of not having your lunch at your desk already clear known? Yes / No

Please answer the following questions about the content of the article.

Do you share the view that it's better not to have your lunch at your desk?

Do you think your colleagues share the view that it would be better to spend the lunch break at the desk?

Do you think that your supervisor shares the view that it would be better not to spend the lunch break at the desk?

Please read the following short text and answer the questions for this text on the succeeding pages.

Control condition:

"Expensive, fat, sticky: The kiosks in schools offer unhealthy food for everyone. Teachers and parents have ways to change the situation. As at the Munich Ludwig-Thoma-Realschule. Diet and exercise belong here to the school profile. Sugary drinks and greasy foods do not exist.

Mineral water, wholegrain breads. In addition, there is nutrition education in lessons, project days or cooking classes. Although the consequences of fat, sweet and low-vitamin food is known, the nutrition concept of the Ludwig-Thoma-Realschule is a great exception at German schools. "

Süddeutsche Zeitung, 17.10.2010

The German Nutrition Society recommends drinking enough water or other non-calorific drinks.

The gist of the article is:

School kiosks should sell sugary drinks / School kiosks should not sell any sugary drinks

Which argument was mentioned in the text? climate protection / health animal welfare

Did you already know the above argument that school kiosks should not sell any sugary drinks?

Yes / No

Please answer the following questions about the content of the article.

Do you share the view that school kiosks should not sell sugary drinks?

Do you believe that your family shares the view that school kiosks should not sell sugary drinks?

Do you believe that your friends and acquaintances share the view that school kiosks should not sell any sugary drinks?

Are you planning to change your eating habits in the upcoming week?

Response scales ranged from *much less* (1) to *much more* (2)

Drink sugary drinks

Drink alcohol

Eat meat

Do not spend your lunch at the desk

Cooking on my own

Health condition:

"Meat harms your health. Nutritionists have long had an eye on sausage and meat. But a new study with half a million people now both accuse them particularly drastically as mediators of an early death. [It] showed: Who eats especially a lot of red meat (from beef, pork, lamb or goat) as well as processed meat products such as sausages, with the same age, same smoking habits and other similar characteristics to a 1.3-fold higher risk of dying compared to someone who eats very little of it. The cause is apparently that meat increases the rate of heart attacks and cancers about this magnitude."

Sueddeutsche Zeitung, 17th May 2010

The German Association for Nutrition (check) recommends to eat only a little or no meat.

Climate condition:

"Climate protection, yes please. But when it comes to changing one's behavior, the world often looks different. Drive a little less, most people still consider as acceptable. But eat less meat? The fun often stops there. A little less meat on the plate would help climate protection more than many people think. This shows a study on climate change and nutrition. If German citizens cut their meat consumption, 67 million tons of greenhouse gas emissions could be saved each year, the study says. This amount of climate-damaging greenhouse gases is roughly equivalent to Portugal's total annual output."

Sueddeutsche Zeitung, 14th November 2012

The German Association for Nutrition (check) recommends to eat only a little or no meat.

Animal condition:

"Animal welfare must be a central concern. Pictures from large-scale farms, breeding farms and slaughterhouses speak a different language: pigs in a concerned space and compressed in their own

filth, 30 chickens on a square meter surface - a stocking density, which allows the legislature for large farms. 56 million pigs and four million cattle are slaughtered annually in Germany. All scientific evidence proves that animals are capable, social creatures. A return to much less animal use would greatly reduce animal suffering. [The] condition of livestock also goes back to all our consumer behavior."

Sueddeutsche Zeitung, 27th August 2017

The German Association for Nutrition (check) recommends to eat only a little or no meat.

In the three experimental conditions, the participants were asked the following questions adapted from the control condition:

The gist of the article is:

Meat consumption is recommended / Meat consumption is not recommended

Which argument was mentioned in the text? climate protection / health animal welfare

Did you already know the above argument? Yes / No

Please answer the following questions about the content of the article.

Do you share the view that it is good to eat less meat?

Do you believe that your family shares the view that it is good to eat less meat?

Do you believe that your friends and acquaintances share the view that it is good to eat less meat?

Are you planning to change your eating habits in the upcoming week?

Response scales ranged from *much less* (1) to *much more* (2)

Drink sugary drinks

Drink alcohol

Eat meat

Do not spend your lunch at the desk

Cooking on my own

Final questionnaire

Which country were you born in?

Was one of your parents or were both of your parents born outside of Germany?

Yes / No / I do not know

Which of the following categories describes best the place where you grew up?

Big city (> 100,000 inhabitants)

Suburb, middle or small town

Rural village, single farm or detached house in the countryside

How many people - including yourself - are constantly living in your household? This household includes all persons who live and work here together. Please also remember all the children living in the household. Number of people: [numeric entry]

Who do you live with in your home or in your house?

With your spouse or life partner / With you children. The youngest child is [numeric entry] years old

With your parents / With other relatives / With unrelated persons

Which of the following categories best describes your current employment or occupation?

Are you currently ...

Fully employed (35 hours per week and more) / Half-time or part-time employed (or slightly employed) / Unemployed / In company or school education / Internship / In military or civil service

During studies (also with gainful employment on the side or in the semester break) / Housewife,

Homemaker / Retired (pension, pension, early retirement) / Other

What is the TOTAL monthly net income of your household?

(the sum remaining after deduction of taxes and social security contributions)

Under 500 euros / 500 to under 1,000 euros / 1,000 to under 2,000 euros / 2,000 to under 3,000 euros
3,000 to under 4,000 euros / 4,000 to under 5,000 euros / 5,000 to under 7,500 euros / 7,500 euros and
more / Do not know, no answer

How would you describe your state of health in general?

Bad / Less good / Satisfactory / Good / Very good

To what degree do you feel conflicting thoughts and/or feelings toward eating meat?

How positive are your thoughts about meat consumption?

How negative are your thoughts about meat consumption?

How many people in your family and among your close friends are vegetarians or vegans?

Very few, nobody / Rather few / About half / Rather many / Very many, all

How would your family and close friends react if you would abstain meat in the future? They would...

Very criticize it / Rather criticize it / Neither criticize nor support it / Rather support it / Very support it

To what extent do you agree with the following statements?

I eat meat, ...

because it tastes good to me. / because meat is part of a decent meal for me. / because otherwise I miss important nutrients. / because meat is cheap. / because at home it is often easier to choose dishes or recipes with meat. / because there are hardly any alternatives in canteens, snack bars or restaurants.

because it goes along with invitations to family or friends for dinner. / because it is natural to eat meat.

To what extent do you agree with the following statements?

I can control whether and how much meat I eat. / Eating less meat is good for my health. / If I eat less meat, I make an important contribution to climate protection. / I like to eat meat. / For me it only makes sense to make a contribution to climate protection if most others also join in.

3. Questionnaires of Studies 2 and 3

3.1. Age, gender, education

In Study 2 assessed on the last page, in Study 3 assessed in the beginning.

What is your age?

What is your gender?

What is the highest level of education you have successfully completed?

3.2. Meat consumption frequency

Study 2: The reported meat consumption frequency was calculated to reflect days with meat consumption per year (see Figure 0.1)

Figure 0.1

Self-Report Item to Measure Recalled Meat Consumption Frequency

On average, how often do you eat meat, including side dishes, fish, snacks, pork, beef, poultry, etc.?

Please select one option and enter a number

I eat meat times a day

I eat meat days a week

I eat meat days a month

I eat meat days a year

I follow a veg*n diet and have not eaten meat for (weeks/months/years):

Study 3:

How many lunch and dinner meals do you usually eat in a regular week, for instance last week, that contain meat, such as spaghetti Bolognese, cold cuts, sausages and other processed meat products, burger, poultry, etc. (excluding fish)?

Please enter the number below:

[numeric entry]

3.3. Introspective ambivalence induction

Study 3:

We would like to better understand what your thoughts and feelings are in favour of and against eating meat [going to the cinema]. Please describe those positive and negative aspects. You can also describe potential thoughts and feelings that *could* be in favour of or against eating meat [going to the cinema].

There are no “wrong” or “right” responses, we are interested in your personal experiences and thoughts.

Please describe 2 feelings/thoughts you (could) have in favour of eating meat [going to the cinema] (at least 10 words each):

[text entry]

[text entry]

Please describe 2 feelings/thoughts you (could) have against eating meat [going to the cinema] (at least 10 words each):

[text entry]

[text entry]

3.4. Donation behavior

Study 2:

You passed the attention check. We would like to thank you for paying close attention to this study! For a bonus payment, you automatically participate in a lottery for \$10. Do you want us to donate a portion of your lottery win to charity (The Humane League, an animal advocacy organization trying to reform the way farm animals are treated) if you win? Please enter your donation (from \$0 to \$10).

[numeric entry]

Study 3:

Thank you for paying close attention to this study. As you passed the attention check you qualified for a bonus payment. You automatically participate in a drawing for £10.

If you win, do you want a portion of your win to be donated to The Good Food Institute, an NGO that develops healthy and sustainable alternatives to animal-based meat that make plant-based food choices easier? You can enter the donation amount below (from £0 to £10):

[numeric entry]

3.5. Only in Study 3

Perceived ambivalence reduction

1-7 scales from Not at all to Very much

To what extent do you believe that choosing to eat less meat would help you resolve any conflicted feelings you may have about eating meat?

Do you believe that choosing to reduce your meat consumption would help you resolve any indecision you may have regarding eating meat?

Do you believe that choosing to eat less meat would help you resolve any mixed reactions you may have regarding eating meat?

3.5.2. Information seeking

3.5.2.1. Information seeking choice

1-7 scales from Not at all to Very much

To what extent would you like to know more about the following issues? In the subsequent task you will be presented with an article about the topic that you prefer most.

The easiest ways to transition to reduced-meat diets

How to prepare tasty plant-based meals

What to eat more of if you're eating less meat

3.5.2.2. Reading task

Measures: Response time and whether participants are on the task using TaskMaster (Permut et al., 2019)

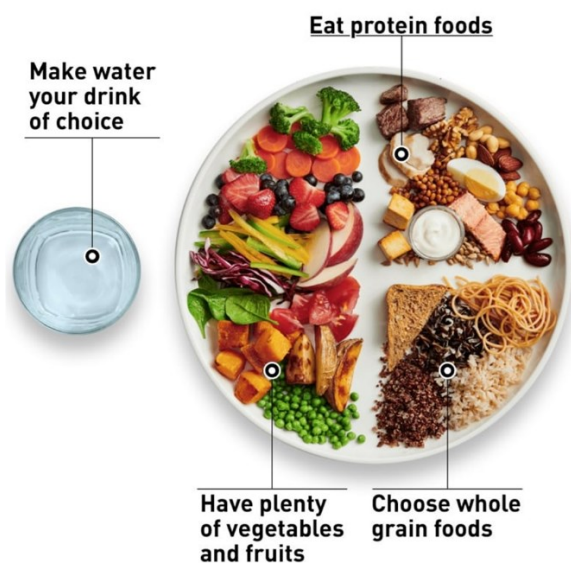
Instructions:

Based on your answers, you are presented with an article from Health Canada. Please read it carefully, we are interested in what you think about the content of the article.

Text mostly from Health Canada (2019), 311 words:

It is now widely accepted that our diets need to change. In 2019, the Canadian government published dietary recommendations and actionable suggestions showing that increasing your plant-based food choices is important and not so difficult after all, as detailed below.

Make it a habit to eat a variety of plant-based foods each day. Here is an illustration of the optimal proportions of the three key ingredients of meals, i.e. a) vegetables and fruits (can be fresh, frozen, canned, or dried), b) whole grain foods (e.g. Quinoa, whole grain pasta), and c) protein foods:



Choose protein foods that come from plants more often, such as legumes (e.g. beans, peas, lentils), nuts, and tofu. Plant-based protein foods can provide more fibre and less saturated fat than other types of protein foods. This can be beneficial for your heart health, for instance. And you can try cooking methods that use little or no added saturated fat, such as baking, grilling, roasting, poaching. Which of those suggestions fit your interests the best?

Here are some easy ways to eat more protein foods that come from plants:

- Add soft tofu to a blended soup to make it thicker and creamier.
- Try a bean salad, lentil and rice pilaf or a bowl of vegetarian chili for lunch.
- Make your own trail mix by combining your favourite whole grain cereal with a handful of nuts and seeds.
- Spread hummus on the inside of a whole grain pita and fill with vegetables such as romaine lettuce and shredded carrots.

Each week, plan to try new meatless meals. As your main course, try using beans in a burrito, tofu in a vegetable stir-fry, chickpeas and beans in tacos, and lentils in a soup, stew or casserole. You can also try various plant-based alternatives to animal products that are more sustainable. Already have dinner plans for tomorrow?

Attention check 2

As a check of your attention, please select the topic(s) that was(/were) mentioned in the text.

Healthy protein foods

Main course suggestions

Baking suggestions

Health impact of meat

Number of animals slaughtered for food per person

Consumer acceptance of healthy foods

How food cultures influence healthy food choices