

	Notes			
	The outcome is the willingness of people to reduce their meat consumption. The rules representation have been simplified for the reader. In the table below, the instance having T0 has a higher will to reduce its meat consumption than the instance having T1 .			
	Rules			
	Treatment Path	T0	T1	Metric
R1	hasCurrentDiet	Omnivorous diet	Flexitarian diet	11,7
R2	hasCurrentDiet	Omnivorous diet	Vegetarian diet	8,0
R3	hasOpinion	Agree that eating animals involves hurting them	Disagree that eating animals involves hurting them	2,5
R4	hasOpinion	Agree that vegetarian diets are healthier	Agree that vegetarian diets are healthier	3,0
R5	hasOpinion	Agree that reducing its animal product consumption is necessary given the global population growth	Disagree that reducing its animal product consumption is necessary given the global population growth	2,5
R6	hasOpinion	Agree that animals suffer	Disagree that animals suffer	2,4
R7	hasOpinion	Agree that plants suffer	Disagree that plants suffer	1,7
R8	hasOpinion	Agree that livestock is a major contributor to global warming	Disagree that livestock is a major contributor to global warming	1,7
R9	hasOpinion	Disagree that reducing or stopping eating animal products would be damaging for the economy	Agree that reducing or stopping eating animal products would be damaging for the economy	1,8
R10	hasOpinion	Disagree that human nature is to eat animals	Agree that human nature is to eat animals	1,6
R11	hasOpinion	Disagree that vegan diets are deficient	Agree that vegan diets are deficient	1,6
R12	hasOpinion	Disagree that eating animals products gives me pleasure	Agree that eating animals products gives me pleasure	2,3
R13	hasOpinion	Disagree that vegetarian diets are deficient	Agree that vegetarian diets are deficient	1,7
R14	hasOpinion	Disagree that animals have no rights and may be raised to be killed	Agree that animals have no rights and may be raised to be killed	1,9
R15	decisionMaking	Most of the time, before making an important decision, I inform myself	Most of the time, before making an important decision, I consult around me to hear their arguments	1,8
R16	work	Not working	Intermediate profession	1,4
R17	work	Not working	Intellectual profession	2,1
R18	negativeInfluence	Expressing that being informed about nutritional balance in relation to less consumption of animal products	Not expressing that being informed about nutritional balance in relation to less consumption of animal products	1,5
R19	negativeInfluence	Expressing that knowing and having access to vegetable alternatives to animal products	Not expressing that knowing and having access to vegetable alternatives to animal products	1,4
R20	negativeInfluence	Expressing discussing with people of your background	Not expressing discussing with people of your background	2,3
R21	negativeInfluence	Expressing discussing with people who have reduced their consumption of animal products	Not expressing discussing with people who have reduced their consumption of animal products	1,9
R22	positiveInfluence	Expressing being informed about the nutritional risks of less consumption of animal products	Not expressing being informed about the nutritional risks of less consumption of animal products	2,1