

**Description:** In this survey you will take part in a couple of tasks dealing with your opinions about food products.

**Risks and Benefits:** You will not be exposed to any sensitive topics. There appear to be no risks and discomforts associated with the session other than the ones common in everyday life.

**Time Involvement:** Your participation in this part of the session will take approximately 15 minutes.

**Confidentiality and anonymity:** All published and written data that may result from these studies will only be shared in an aggregate form and will be anonymous.

**Compensation:** You will receive credits for this session (exact amount announced in Sona) if you follow up on all instructions. If you fail to respond to 10% of the trials in this experiment, you will receive 1 credit less. If you do not finish the survey, you will not receive your credits.

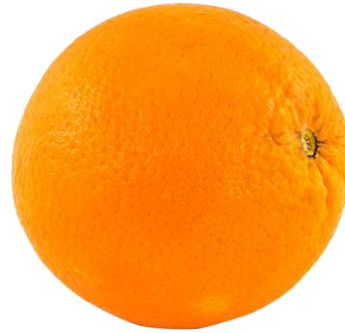
**Participation:** Participation in this research study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely. If you wish to stop participating, no credits will be allocated. You can participate in other sessions instead.

**Contact Information:** If you have any questions, concerns, or complaints, please contact Femke van Horen ([femke.van.horen@vu.nl](mailto:femke.van.horen@vu.nl)) or Bojana Većkalov at [b.veckalov@vu.nl](mailto:b.veckalov@vu.nl).

For the following task, we are interested in how you perceive similarity of different products.

On each screen, you will see two products.

To get familiar with the task, there is first a practice round. You will see two citrus fruits. We will ask you to indicate which of the two fruits is **more similar to a standard/prototypical orange**, like the one shown below.



If the fruit on the **left** is more similar, press **D**  
If the fruit on the **right** is more similar, press **K**

Please focus on the task and answer as fast as you can without thinking too much. We are interested in your initial responses, **there are no right or wrong answers. The products will be shown for 4 seconds. Please make your decision within that time.**

Now that you are familiar with the task, we will continue with the main part of the study. As in the practice trials, we will show you two products. In this part, we will show you pictures of **PLANT-BASED STEAKS**.

Each time, you will see the two **PLANT-BASED STEAKS**.

Again, your task is to indicate each time which of the two PLANT-BASED STEAKS is **more similar to a standard/prototypical BEEF STEAK**, like the one shown below.

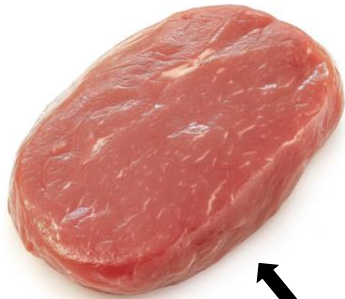


Please focus on the task and answer as fast as you can without thinking too much. We are interested in your initial responses, there are no right or wrong answers.

Before the task begins, on the next screen you will see a visual depiction of the task.

Your task is to decide which of the two plant-based steaks is  
**MORE SIMILAR TO A PROTOTYPICAL BEEF-STEAK.**

PLANT-BASED STEAK A



If you think the left  
one is more similar  
(PLANT-BASED  
STEAK A),  
you **PRESS D**

PLANT-BASED STEAK B



If you think the right  
one is more similar  
(PLANT-BASED  
STEAK B),  
you **PRESS K**

Thank you, the first task is finished!

Now, imagine that you are in a supermarket in front of the plant-based products shelf. You are interested in trying a plant-based steak.

We will show you the same **PLANT-BASED STEAKS**. Again, you will see two plant-based steaks. This time, we ask you to indicate which of the two plant-based steaks **you would PREFER TO BUY**.

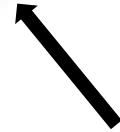
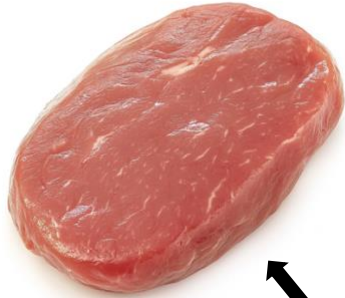
If you would **prefer to buy** the plant-based steak on the **left**, press **D**

If you would **prefer to buy** the plant-based steak on the **right**, press **K**

Before the task begins, on the next screen you will see a visual depiction of the task.

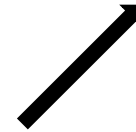
Your task is to decide which of the two plant-based steaks **you would prefer to buy.**

PLANT-BASED STEAK A



If you prefer to buy the left one (PLANT-BASED STEAK A),  
you **PRESS D**

PLANT-BASED STEAK B



If you prefer to buy the right one (PLANT-BASED STEAK B),  
you **PRESS K**