

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) or Bojana Većkalov at b.veckalov@vu.nl.

Press the SPACE BAR to proceed.

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

On each screen, you will see two products.

In the first task you will be asked to indicate which of the two products is **more similar to a typical product from the same category**.

If the product on the **left** is more similar, press **D**
If the product 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.**

Before the main task begins, you will do a couple of **practice rounds** to get comfortable with the task.

Press the SPACE BAR to proceed

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, same as the practice trials, your task is to indicate each time which of the two PLANT-BASED STEAKS is **more similar to** a typical BEEF STEAK.

If the plant-based steak on the **left** is more similar, press **D**

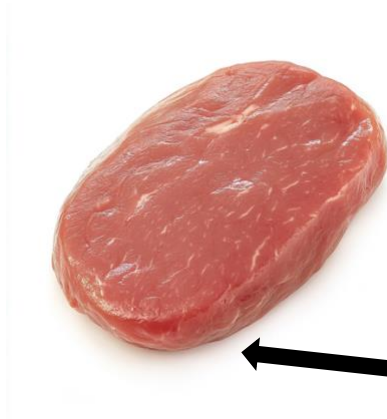
If the plant-based steak on the **right** is more similar, press **K**

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

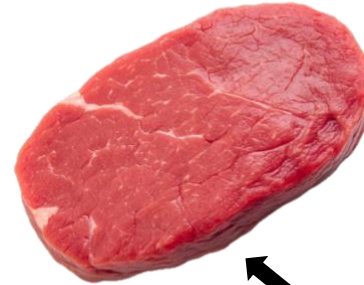
Press the SPACE BAR to proceed.

This is what the task is going to look like:

PLANT-BASED STEAK A



PLANT-BASED STEAK B



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

If you like the left one more (PLANT-BASED STEAK A),

you **PRESS D**

If you like the right one more (PLANT-BASED STEAK B),

you **PRESS K**

Thank you, the first task is finished!

Now, we will show you the same plant-based steaks. In each round, you will see the **two plant-based steaks**.

This time, your task is to evaluate (dislike-like) the plant-based steaks and to indicate which of the two plant-based steaks **you like more**.

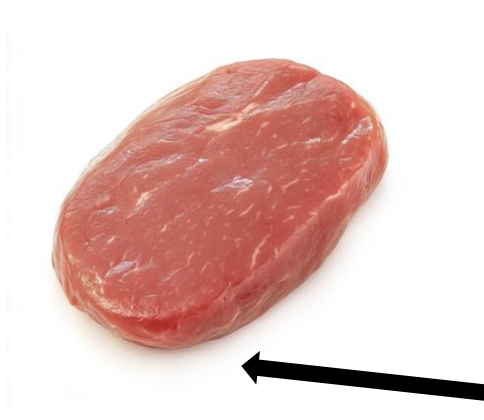
If you like the plant-based steak on the **left** more, press **D**

If you like the plant-based steak on the **right** more, press **K**

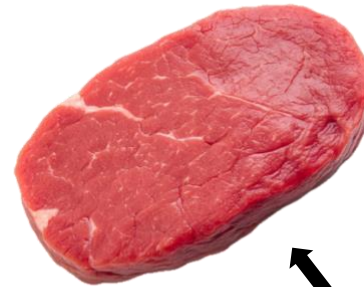
Press the SPACE BAR to proceed.

This is what the task is going to look like:

PLANT-BASED STEAK A



PLANT-BASED STEAK B



Your task is to decide which of the two plant-based steaks **you like more**.

If you like the left one more (PLANT-BASED STEAK A),

you **PRESS D**

If you like the right one more (PLANT-BASED STEAK B),

you **PRESS K**