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 three products in a triad.

In the first task you will be asked to indicate which of the two products at the bottom of the screen is **more similar to the product on the top of the screen.**
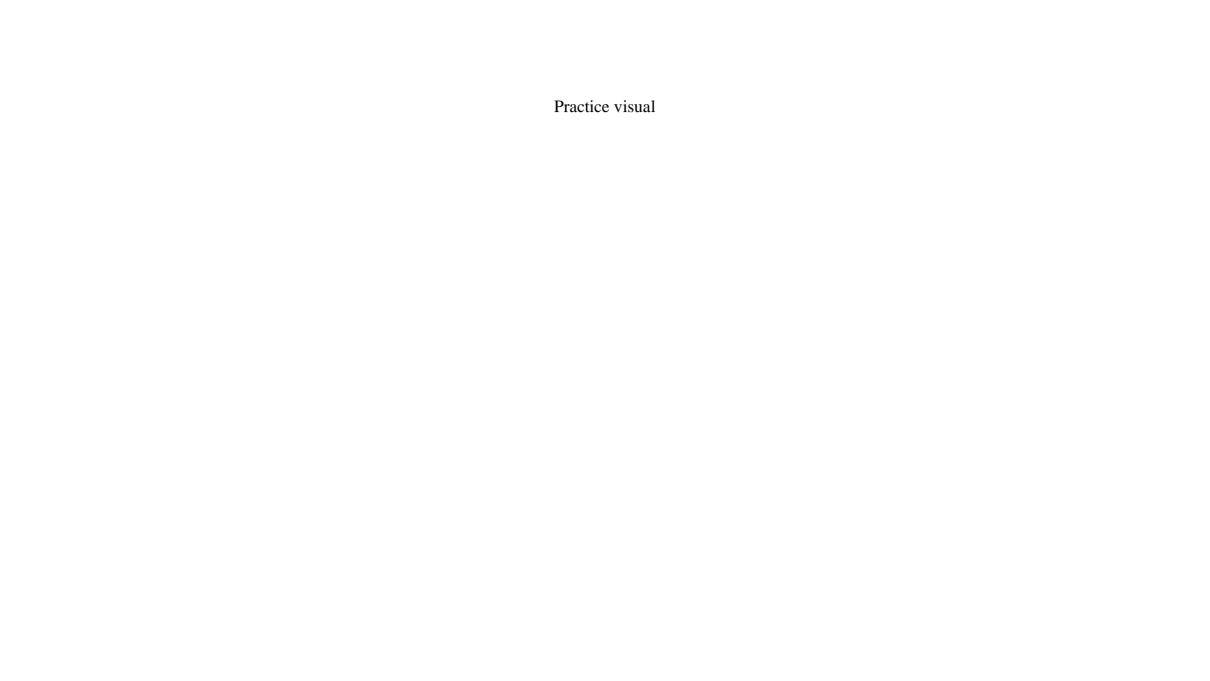

If the product on the **left** is most similar, press **D**

If the product on the **right** is most 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 triad 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

Practice visual

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 products in a triad. In this part, we will show you pictures of **PLANT-BASED STEAKS**.

Each time, you will see the two **PLANT-BASED STEAKS** at the bottom of the triad and the same **BEEF STEAK** at the top of the triad.

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

> If the plant-based steak on the **left** is most similar, press **D**
>
> If the plant-based steak on the **right** is most 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.

Similarity visual

Thank you, the first task is finished!

Now, we will show you the same plant-based steaks. Again, you will see the same beef steak on top of the triad with two plant-based steaks underneath.

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 most.**

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

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

Press the SPACE BAR to proceed.

Liking visual