

Introduction

STANFORD UNIVERSITY

DESCRIPTION: You are about to participate in the 2nd survey wave of a three-wave survey on your consumption patterns. You will receive \$1.00 for completing the survey. The survey should take approximately 10 minutes.

CONTACT INFORMATION:

Questions: If you have any questions, concerns, or complaints about this research, its procedures, risks, and benefits, contact the Protocol Director, Bobbie Macdonald at bmacdon@stanford.edu.

Independent Contact: If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at (650)-723-2480, toll free at 1-866-680-2906, or via email at irb2-manager@lists.stanford.edu. You can also write to the Stanford IRB, Stanford University, 3000 El Camino Real, Five Palo Alto Square, 4th Floor, Palo Alto, CA 94306.

Permission to conduct this study has been obtained from Stanford University and the study has been cleared by the Stanford Institutional Review Board. You are of course free to

discuss your participation in this study, and to obtain copies of the results upon the study's completion by contacting the protocol director (Bobbie Macdonald, bmacdon@stanford.edu).

Protocol Approval Date: 11/18/2016

Click ">>" to continue.

Priming - Treatment

How well do you recall the "clean" meat product you were recently told about?

A picture of the product is included again below.



Extremely well

Very well

Moderately well

Slightly well

Not well at all



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Here is a selection of comments that other MTurk workers have made about clean meat:

"Artificial meat sounds disgusting."

"This seems very unnatural. I don't feel comfortable about this."

"No one will like clean meat."

"Clean meat isn't real meat."

"Our guts are not meant to digest unnatural things."

To what extent do you agree with these comments?

☐ Strongly agree

☐ Agree

☐ Somewhat agree

☐ Neither agree nor disagree

☐ Somewhat disagree

☐ Disagree

☐ Strongly disagree

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Priming - Control

How well do you recall the "clean" meat product you were recently told about?

A picture of the product is included again below.



Extremely well



Very well



Moderately well



Slightly well



Not well at all



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Treatment intro

Please read the news article on the next page. Once you are finished, we will ask you several questions about it.

NOTE: the news article may take a moment to load.

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anti-naturalistic fallacy treatment #1

"Natural" doesn't mean "good"

Sometimes we hear that a new product that has been developed is "unnatural".

However, just being "natural" doesn't mean a product is good. Arsenic occurs naturally and can contaminate local water sources, but we probably wouldn't think arsenic is good! Appendicitis and health conditions like heart disease might have natural causes, but we still strive to avoid them.



Arsenic naturally contaminates many water sources.

☐ Next

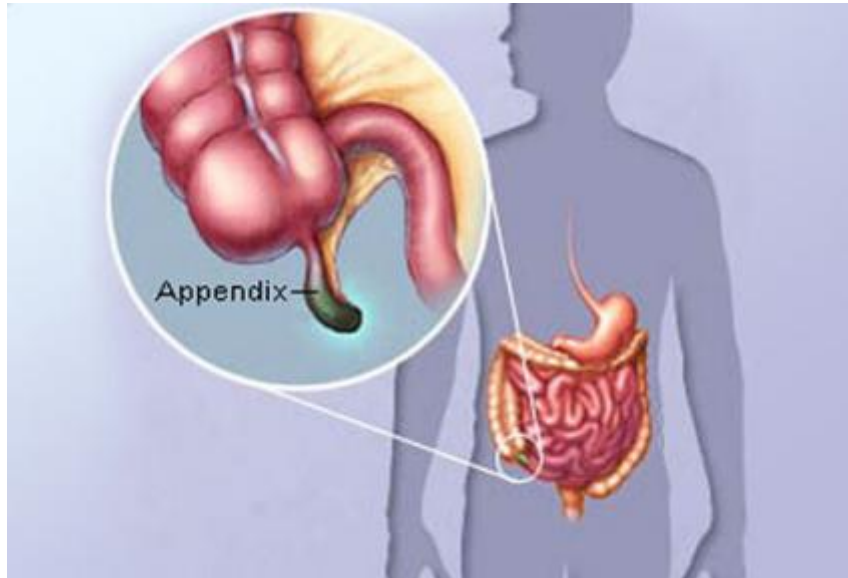
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Appendicitis has natural causes.

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Antibiotics are grown in a lab.

While not all "natural" products are good for us, many "unnatural" products are actually beneficial. Most antibiotics were developed in a lab. Most of us also appreciate the benefits of electricity or fermented foods.

At the end of the day, whether or not a product is natural does not determine whether it is good for us.

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anti-naturalistic fallacy treatment #2

There's no such thing as a “natural” food

Unless you're living exclusively on foraged berries and wild-caught fish, you're eating food that's the result of thousands – or even tens of thousands – of years of purposeful human intervention. Why is the banana such a perfect food? Because we bred it to be that way. Why is corn so big and sweet? Because that's how we like it. From cows that produce gallons of milk a day to chickens that reach maturity by four weeks, our food is as much a cultural artifact as it is a natural one.



Natural vs. modern banana.

[○ Next](#)

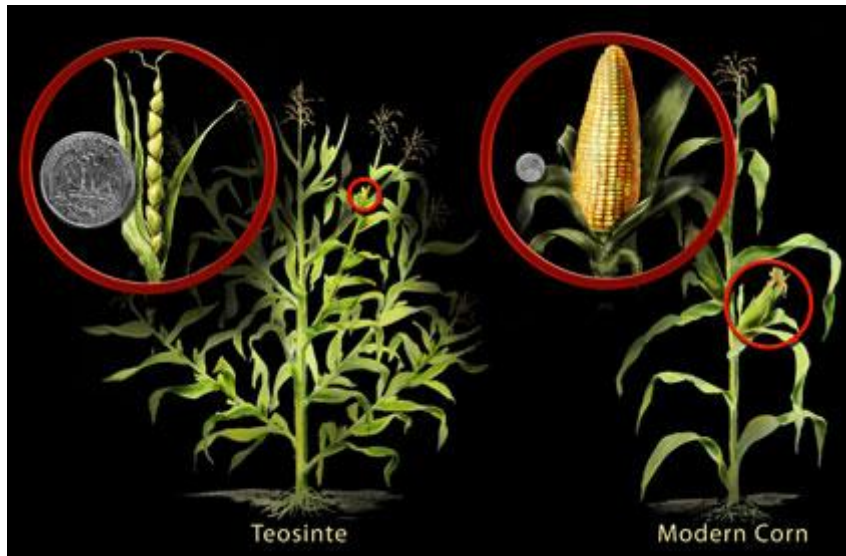
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Natural vs. modern corn.

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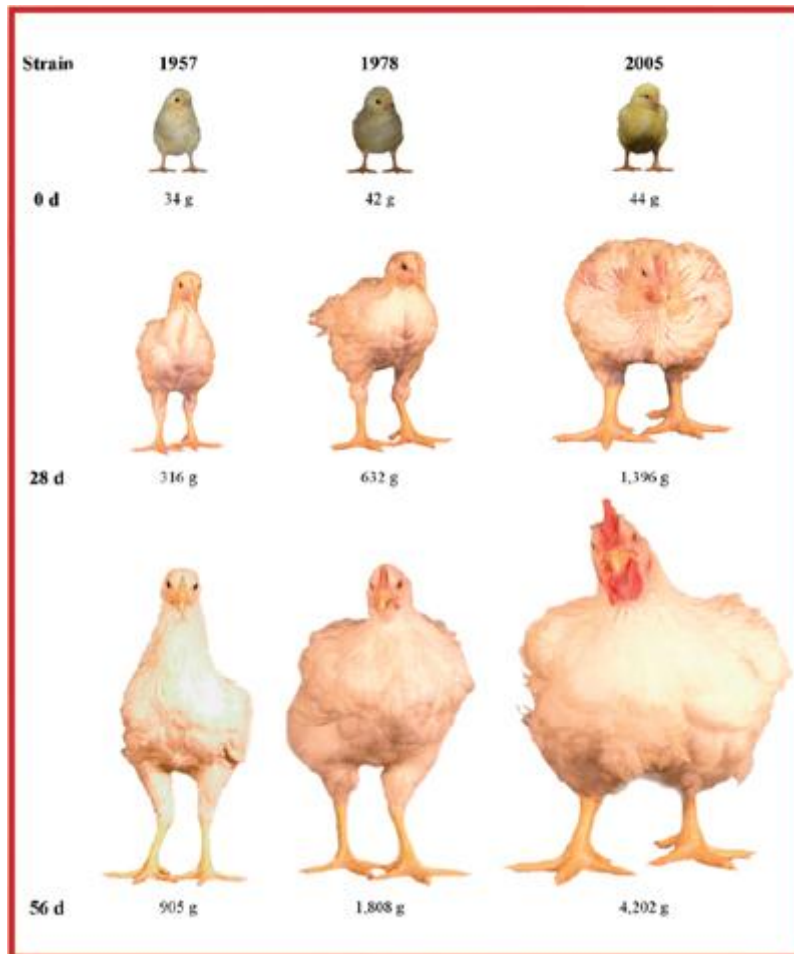
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Natural vs. modern chickens.

Cultured cells and microbes are also used in some of the oldest foods on the planet. If you wanted to cut food produced with the help of microbes out of your life, you'd have to stop consuming bread, beer, wine, yoghurt, vinegar, sour cream, sauerkraut, soy sauce, kombucha, and kimchi. Not to mention that fact that, if you look at them under a microscope, lab-grown muscle tissue and animal-grown muscle tissue are identical.

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anti-naturalistic fallacy treatment #3

Consumers demand clean meat

Demand for "clean" meat products keeps growing, despite higher price points compared with conventional meat, according to data from Nielsen Perishables Group.

The call for food transparency continues to build, and with it, the use of terms like “natural,” “hyper-local” and “antibiotic-free” in conversations around our food. When it comes to meat, discussions include the added dimensions of livestock care and processing, complicating the labeling of meat products well beyond what’s needed for an organic banana or a package of fiber cereal. So what exactly do these meat labels mean, and what are the nuances? But perhaps more importantly, do consumers really want “cleaner” meat?



Consumer demand for clean meat has been increasing over time.

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Consumers now care about clean meat.

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72% of people say they would be interested in eating clean meat.

A recent survey, published this month in PLOS One, investigated the views of people in the United States, a country with one of the largest appetites for meat and an equally large appetite for adopting new technologies.

72 percent of people who normally eat beef and pig products said they would still do so if they were produced as cultured meat. The perceived advantages of clean meat were that it was environmentally and animal-welfare friendly, ethical, and less likely to carry diseases.

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control condition

The simple yet potent exercise that benefits everyone

Walking. We all know it's good for us. But why?

Regular physical activity is essential for good health. It reduces the risk of chronic diseases (like heart disease, stroke, certain cancers and type 2 diabetes), promotes healthy weight, reduces the risk for depression, lowers blood pressure, and decreases stress.

All it takes is 30 minutes a day. Moderate walking is a terrific form of exercise, as it doesn't over-stress the body like some more intense activities can. Walking is good for your body, plain and simple.



Walking can decrease stress.

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Walking can be done anywhere.

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Walking can improve your health.

What you may not have considered is the effect communities might have on walking. Walkable communities are associated with healthy citizens. If kids are able to walk or bike to school safely, they are already accomplishing most of their required minimum physical activity by simply getting to and from school. There are benefits to adults as well.

With more and more Americans starting to get moving and walking each year, it's important for our communities to keep up.

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open-ended questions

What thoughts went through your mind while reading the article?

Please enter up to 3 thoughts that went through your mind. If you had less than 3 thoughts, leave the remaining text boxes blank.

Thought #1:

Thought #2:

Thought #3:

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How do you feel about clean meat products?

☐ Extremely positive

- ☐ Moderately positive
 - ☐ Slightly positive
 - ☐ Neither positive nor negative
 - ☐ Slightly negative
 - ☐ Moderately negative
 - ☐ Extremely negative
-

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How interested are you in purchasing clean meat products?

- ☐ Extremely interested
 - ☐ Very interested
 - ☐ Moderately interested
 - ☐ Slightly interested
 - ☐ Not interested at all
-

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Would you eat this product?

- ☐ Definitely yes
 - ☐ Probably yes
 - ☐ Might or might not
 - ☐ Probably not
 - ☐ Definitely not
-

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Do you have any concerns about clean meat products? You may select multiple items.

- ☐ It may be more expensive
- ☐ It seems unnatural
- ☐ It may not be safe to eat
- ☐ It may not taste as good as conventional meat
- ☐ It seems unhealthy

- ☐ There is no reason to avoid eating conventional meat products
 - ☐ Other (specify):
 - ☐ I have no concerns
-

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Do you perceive any expected benefits to this product? You may select multiple items.

- ☐ It seems safer to eat than conventional meat
 - ☐ It may be more environmentally sustainable
 - ☐ It may be cheaper than conventional meat
 - ☐ It seems healthier than conventional meat
 - ☐ It may reduce farm animal suffering
 - ☐ It may be tastier than conventional meat
 - ☐ Other (specify):
 - ☐ I foresee no benefits
-

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Now please rate the following according to how difficult you think each goal would be **for you**.

Think about how much effort it would take, whether you feel like it is something you could possibly do, and whether it is something you could stick with over time.

	Very difficult	Difficult	Somewhat difficult	Neutral	Somewhat easy	Easy	Very easy
Completely eliminating conventional meat products from your diet in the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing your consumption of conventional meat products by 25% in the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Attitudes Post

Some people say that eating vegetarian food is morally preferable to eating meat produced via factory farming. What do you think?

- ☐ Strongly agree
- ☐ Agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Disagree
- ☐ Strongly disagree

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Do you think that farm animals are sentient (feel pleasure or pain)?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not
- ☐ Definitely not

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How much do you think conventional meat production, *i.e.* factory farming, harms animals?

- ☐ A great deal
 - ☐ A lot
 - ☐ A moderate amount
 - ☐ A little
 - ☐ Not at all
-

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How concerned are you about this harm?

- ☐ A great deal
- ☐ A lot

- ☐ A moderate amount
 - ☐ A little
 - ☐ Not at all
-

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Do you think that conventional, *i.e.* factory farmed, meat products have a larger impact on the environment than vegetarian food products?

- ☐ Definitely yes
 - ☐ Probably yes
 - ☐ Might or might not
 - ☐ Probably not
 - ☐ Definitely not
-

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How much do you think conventional meat products harm the environment?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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How concerned are you about this harm?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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Please rate each of the following according to the extent that you think they are intelligent or unintelligent:

	Very unintelligent	Unintelligent	Somewhat unintelligent	Neither intelligent nor unintelligent	Somewhat intelligent	Intelligent	Very intelligent
Dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please rate each of the following according to the extent that you think they are capable of experiencing pain:

	Completely incapable	Mostly incapable	Somewhat incapable	Neither capable nor incapable	Somewhat capable	Mostly capable	Highly capable
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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"More and more people in the U.S. are reducing their meat consumption." Do you agree or disagree with this statement?

- ☐ Strongly agree
- ☐ Agree
- ☐ Somewhat agree

- ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Disagree
 - ☐ Strongly disagree
-

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How do you feel towards vegetarians?

- ☐ Extremely positive
 - ☐ Moderately positive
 - ☐ Slightly positive
 - ☐ Neither positive nor negative
 - ☐ Slightly negative
 - ☐ Moderately negative
 - ☐ Extremely negative
-

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DCE Intro

You will now be asked some questions comparing **clean** meatballs, **conventional** meatballs, and **vegetarian** meatballs.

Clean meatballs are meatballs made from meat that is grown from animal cells in a lab.

Conventional meatballs refers to the typical meatballs you can buy in a grocery store, *i.e.* meatballs produced with meat from factory farms.

Vegetarian meatballs refers to meatballs made from plant sources, such as beans or grains, that do not contain any meat ingredients.

Do you understand these three definitions?

- ☐ Yes
 - ☐ Somewhat
 - ☐ No
-

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DCE Block 1

Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. clean meatballs

\$5



1 lb. conventional meatballs

\$20



1 lb. vegetarian meatballs

\$10



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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$20



1 lb. vegetarian meatballs

\$15



1 lb. clean meatballs

\$5



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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. clean meatballs
\$20
☐

1 lb. vegetarian meatballs
\$5
☐

1 lb. conventional meatballs
\$10
☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs
\$5
☐

1 lb. clean meatballs
\$10
☐

1 lb. vegetarian meatballs
\$15
☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$10



1 lb. clean meatballs

\$15



1 lb. vegetarian meatballs

\$20



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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs

\$10



1 lb. conventional meatballs

\$20



1 lb. clean meatballs

\$15



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DCE Block 2

Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

1 lb. vegetarian meatballs

1 lb. clean meatballs

\$20

☐

\$15

☐

\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs

\$5

☐

1 lb. clean meatballs

\$15

☐

1 lb. conventional meatballs

\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$5

☐

1 lb. vegetarian meatballs

\$15

☐

1 lb. clean meatballs

\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$15



1 lb. clean meatballs

\$20



1 lb. vegetarian meatballs

\$5



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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs

\$20



1 lb. conventional meatballs

\$5



1 lb. clean meatballs

\$10



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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$15

☐

1 lb. clean meatballs

\$5

☐

1 lb. vegetarian meatballs

\$20

☐

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Expectations

Do you expect to reduce your consumption of conventional meat products over the next few weeks? (0 = Definitely not, 10 = Definitely yes)

0

☐

1

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9

☐

10

☐

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How much do you expect to reduce your consumption of conventional meat products over the next few weeks? (0 = Not at all, 10 = A lot)

0 1 2 3 4 5 6 7 8 9 10

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

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Would you like to receive more information about how to incorporate more vegetarian products in your diet, including tips to reduce your meat consumption and vegetarian recipes?

- ☐ Yes
- ☐ Maybe
- ☐ No
-

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Would you like to be notified when clean meat is available in your area?

- ☐ Yes
- ☐ Maybe
- ☐ No
-

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Please enter your e-mail address to receive this one-time notification. You may leave this field blank if you would not like to receive an e-mail.

E-mail address

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