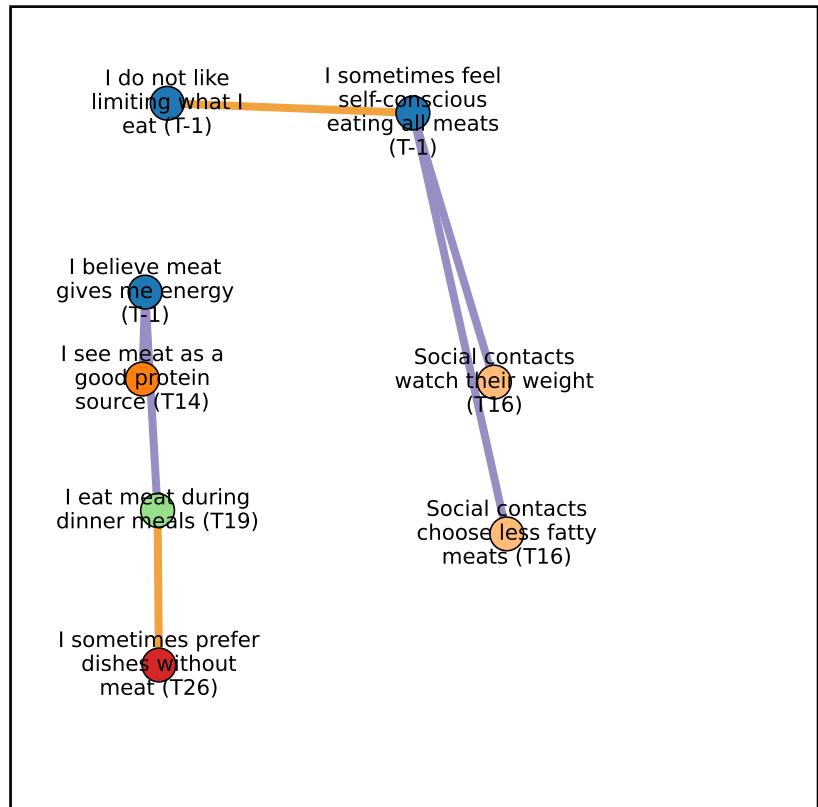
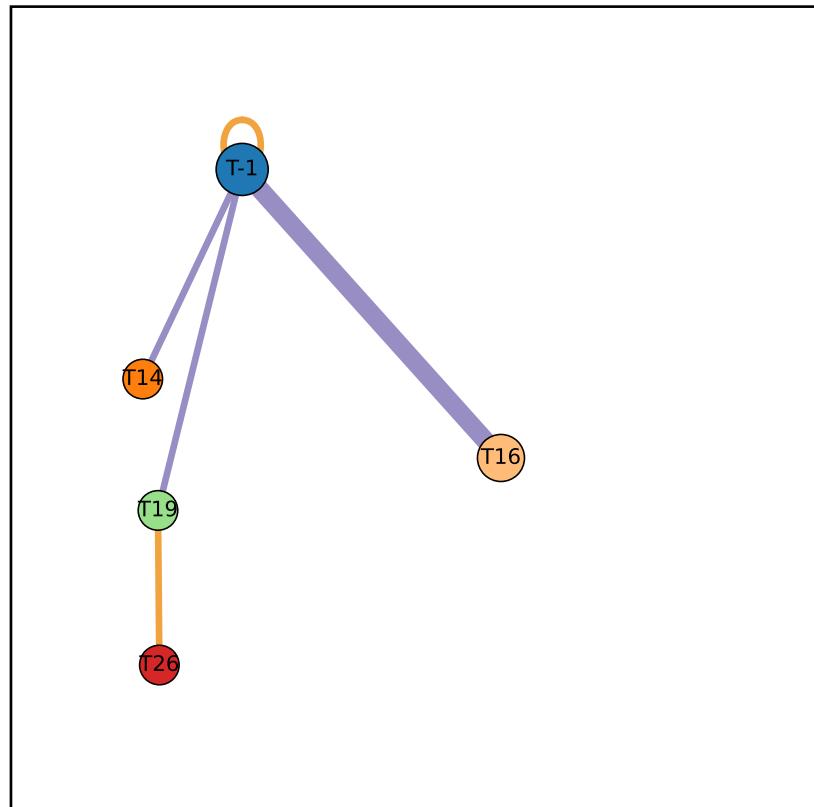


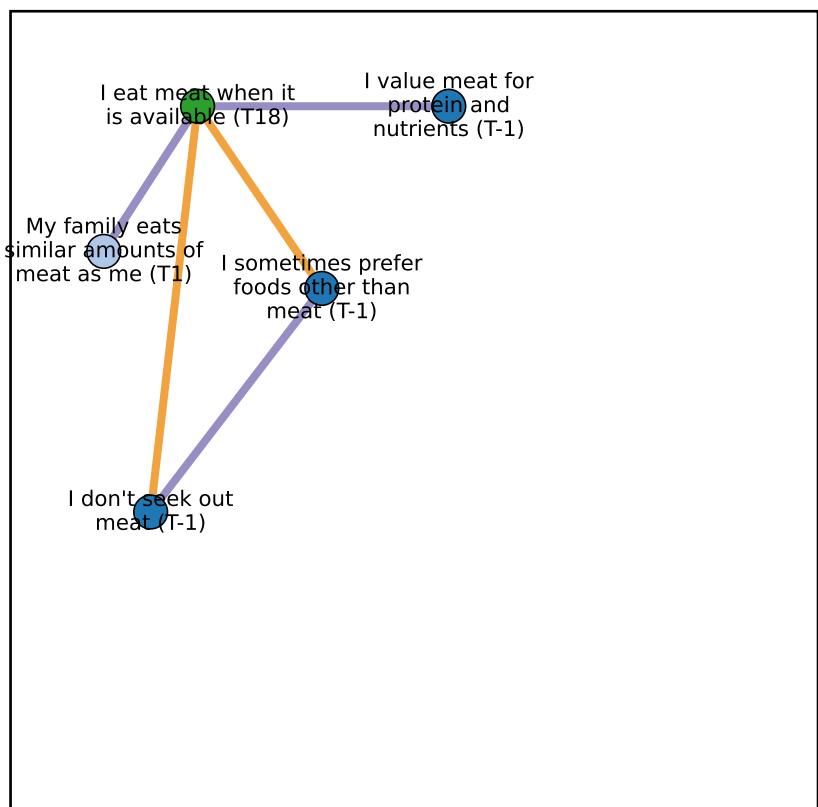
Wave 1 (stances)



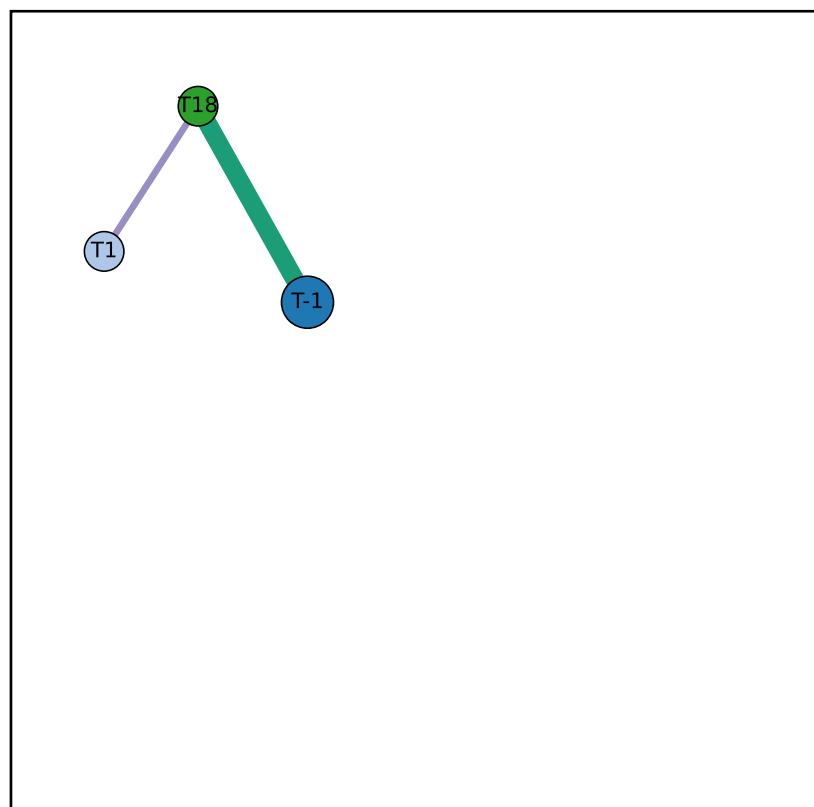
Wave 1 (topics)



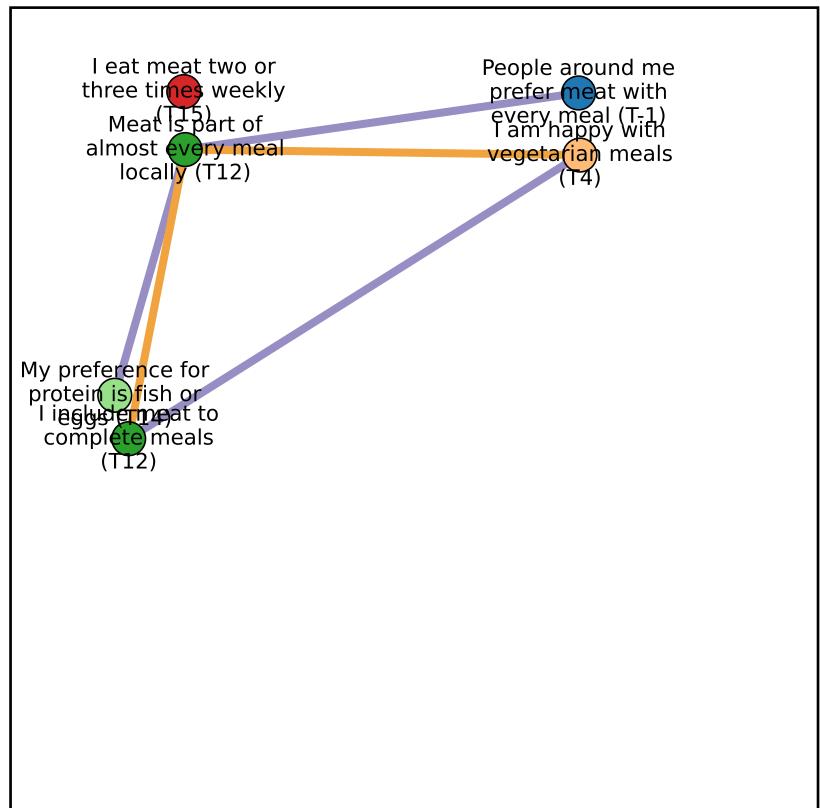
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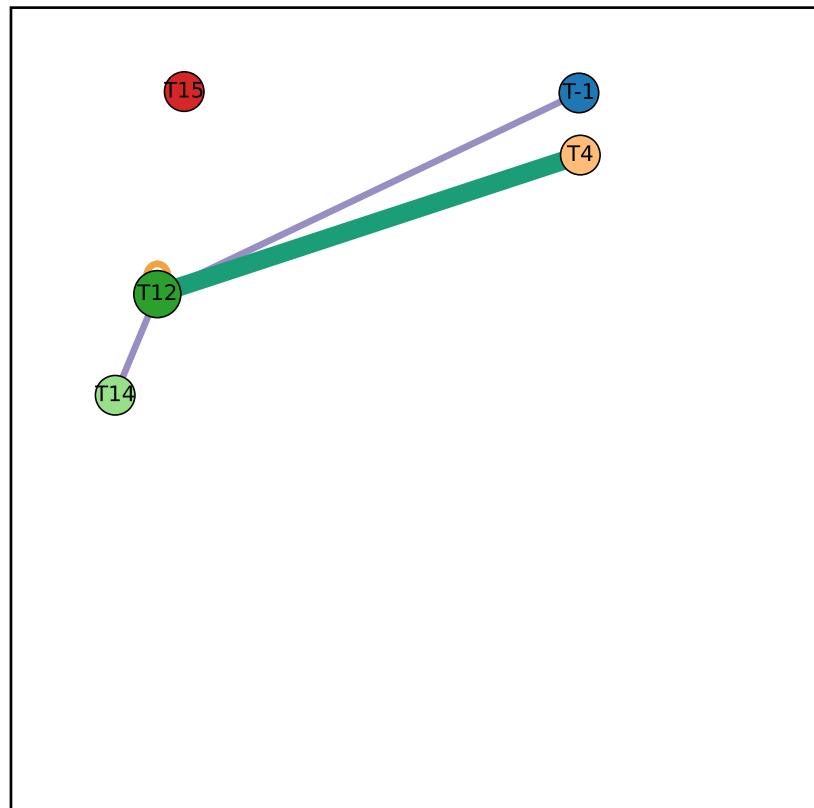
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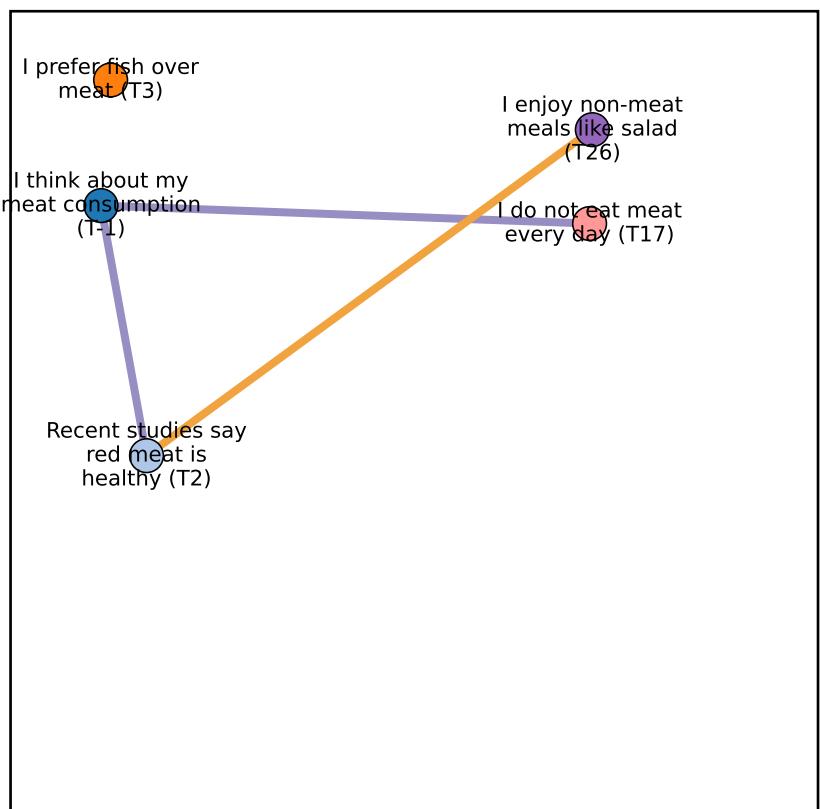
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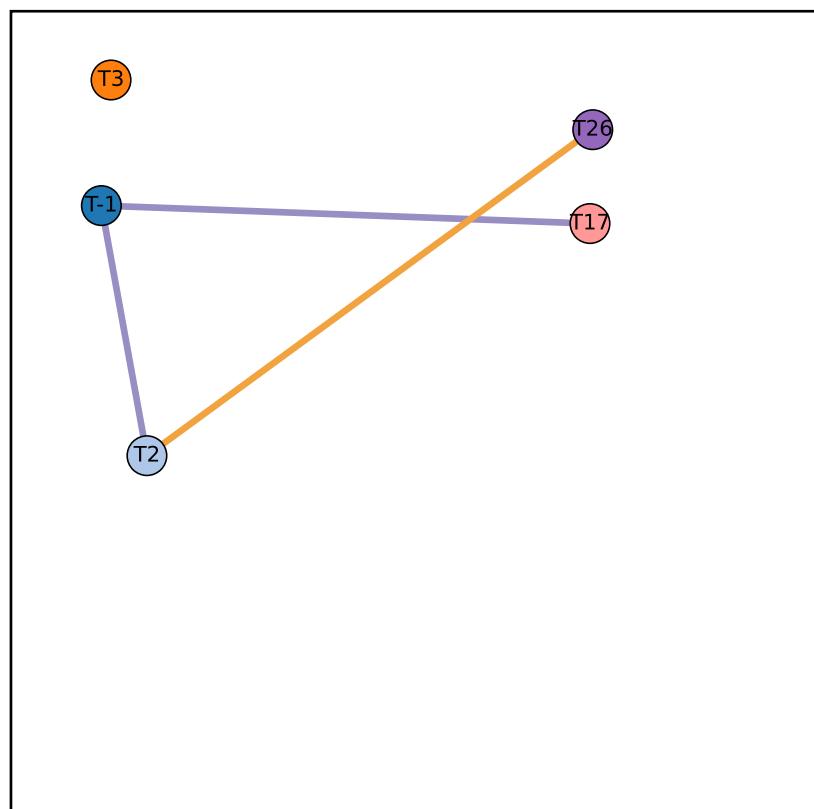
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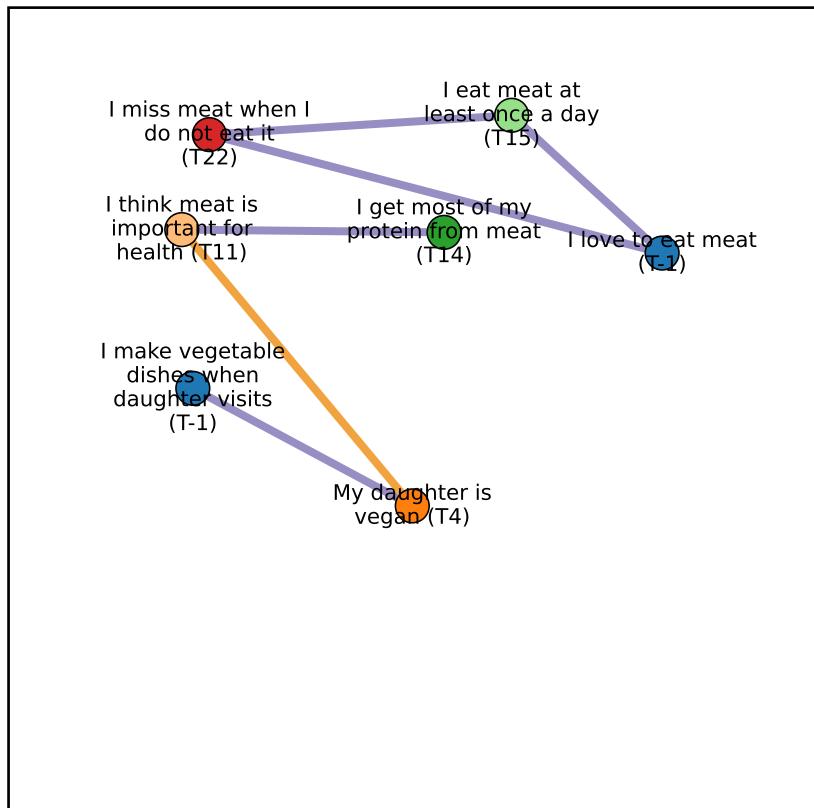
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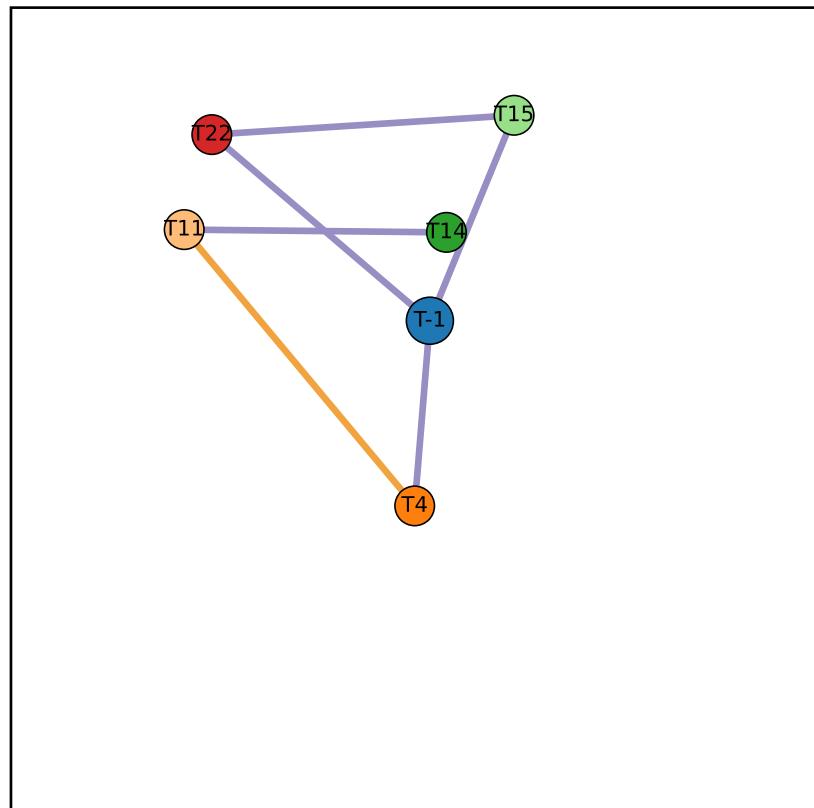
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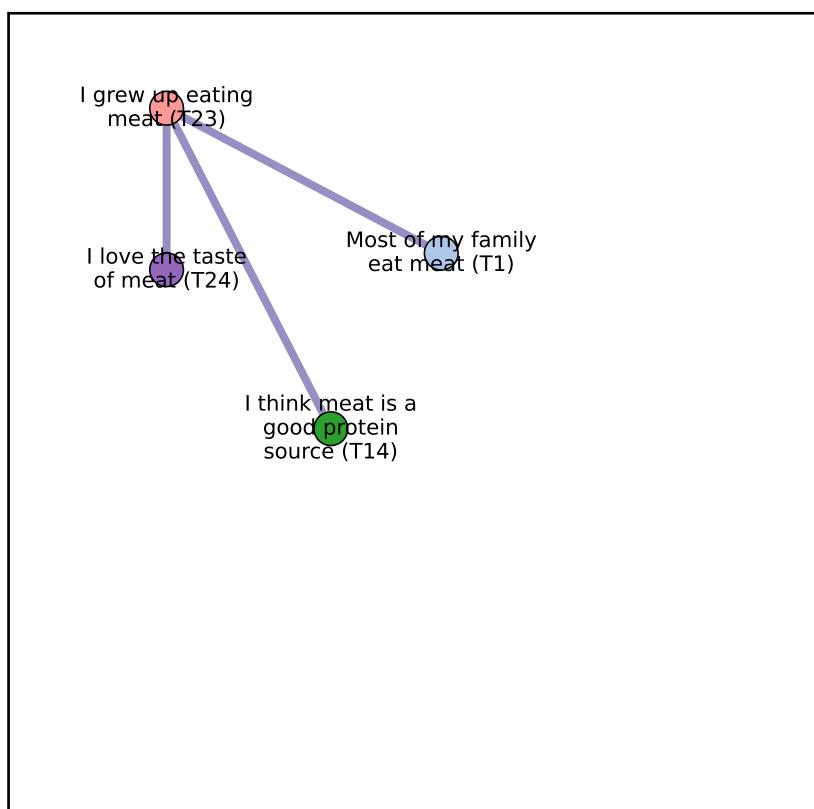
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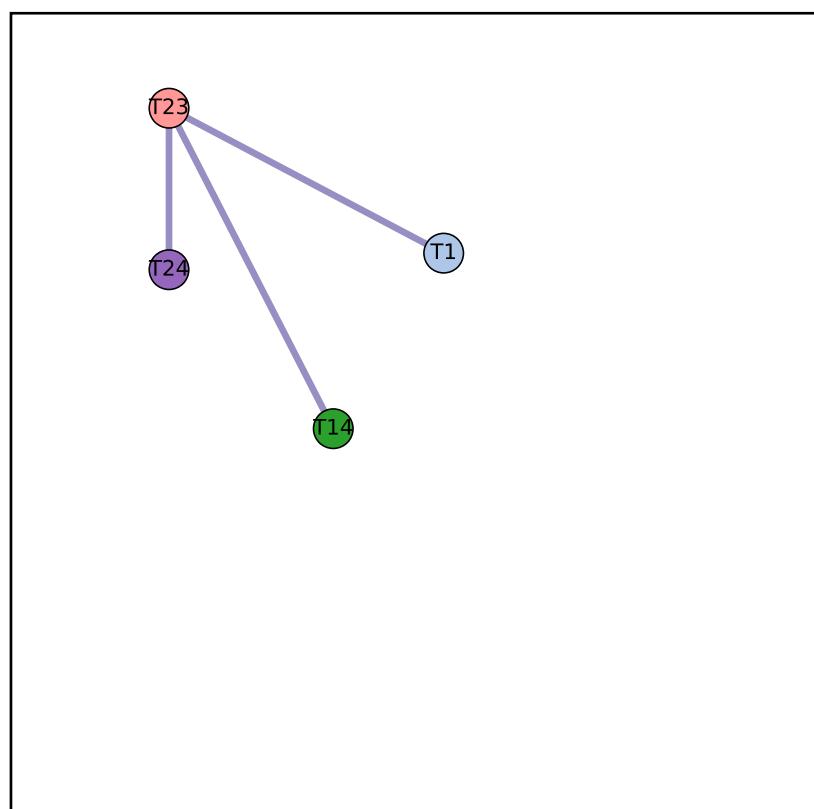
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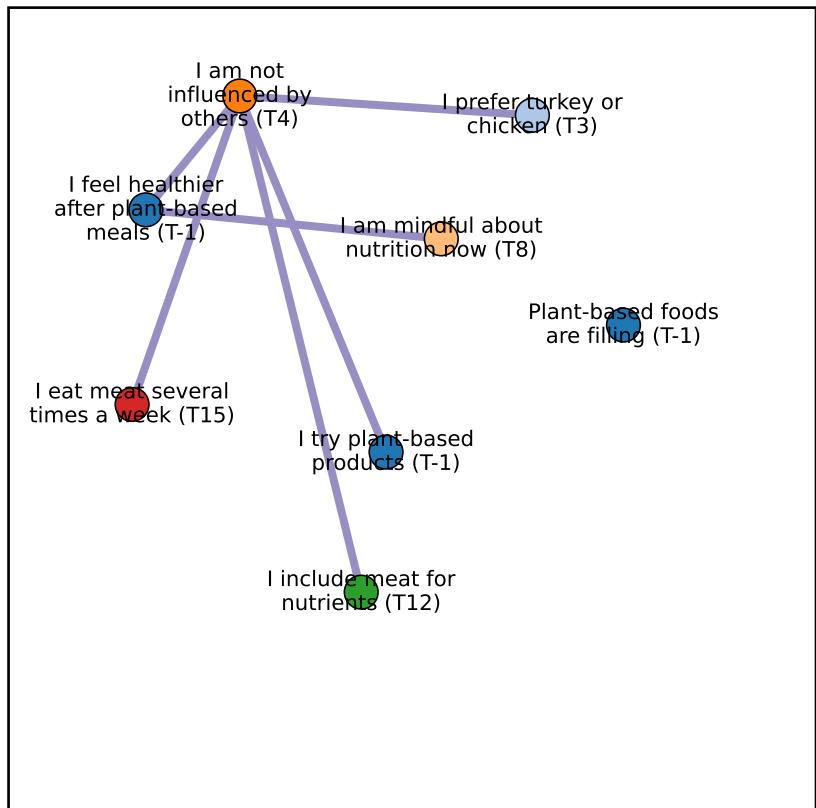
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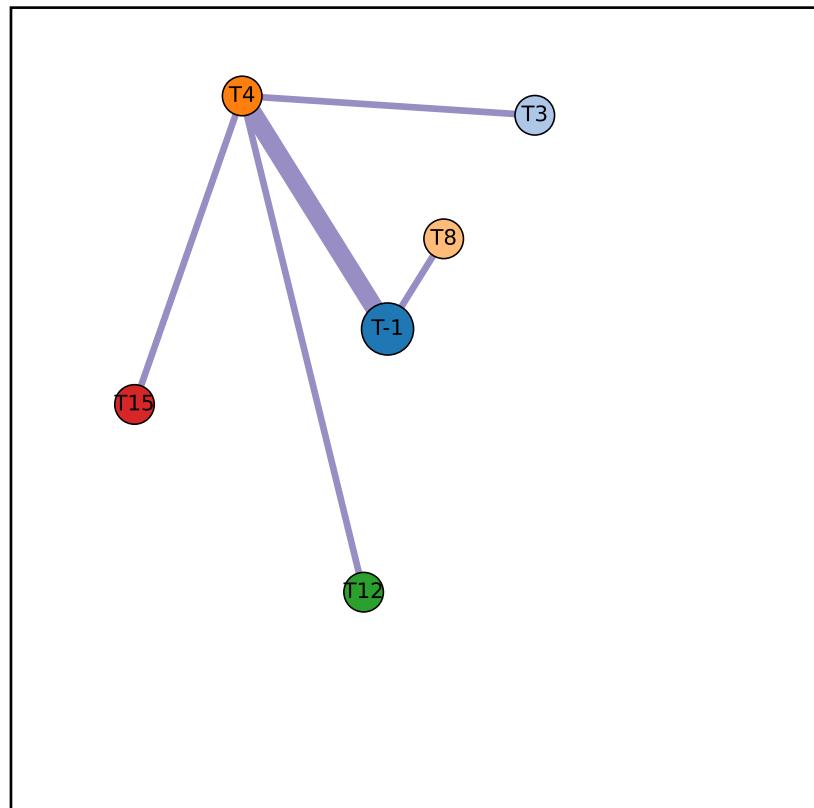
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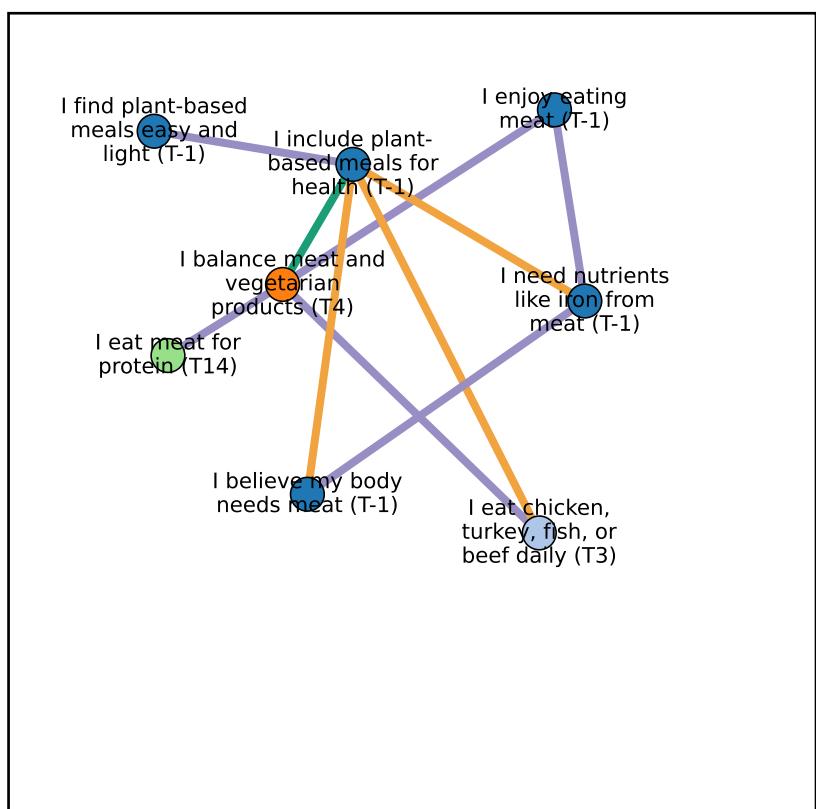
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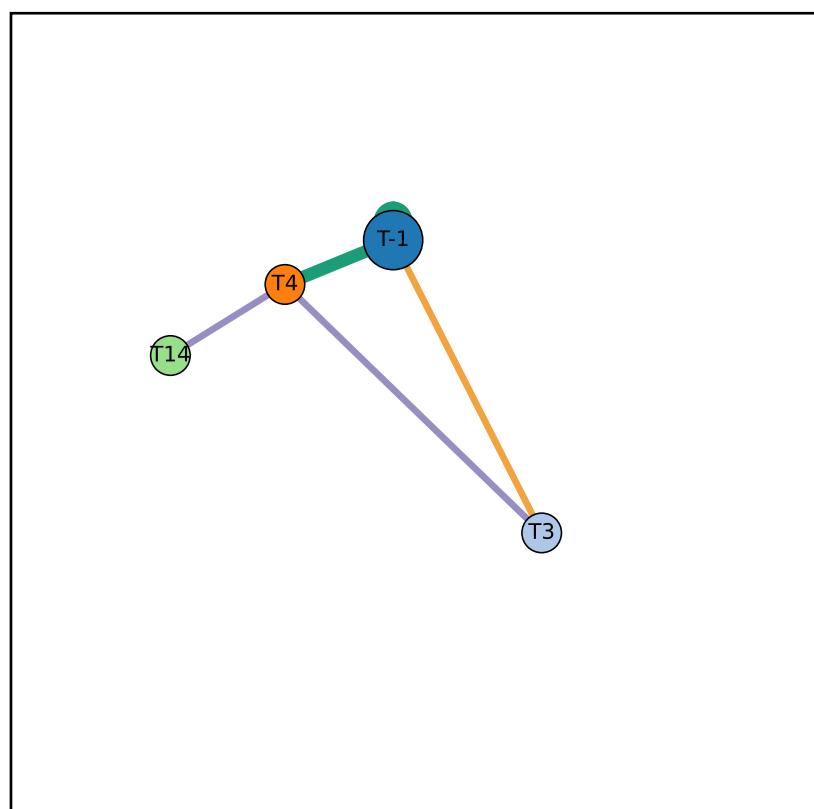
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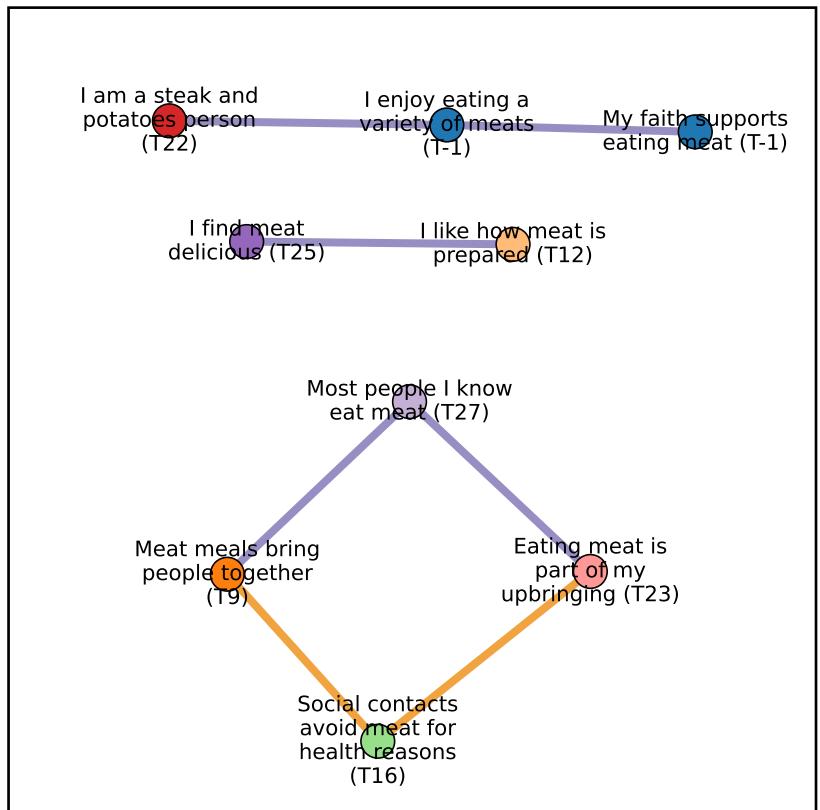
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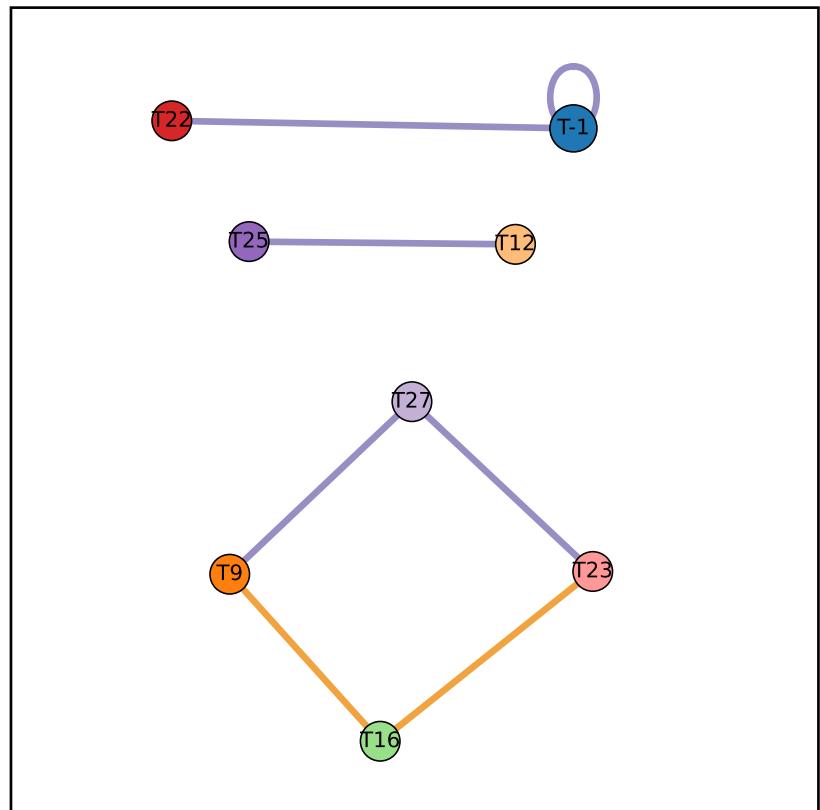
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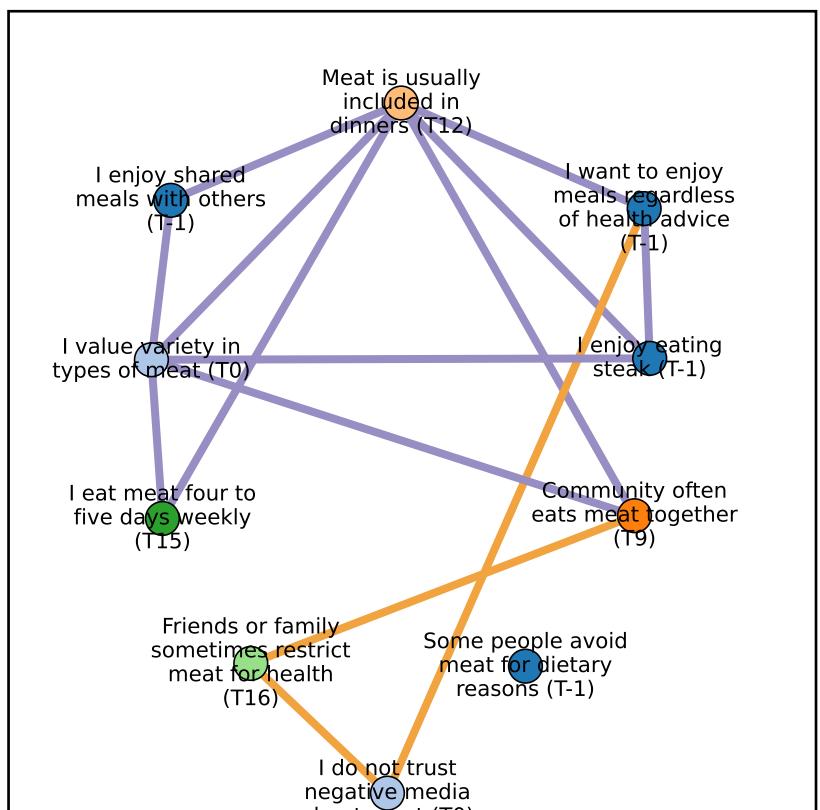
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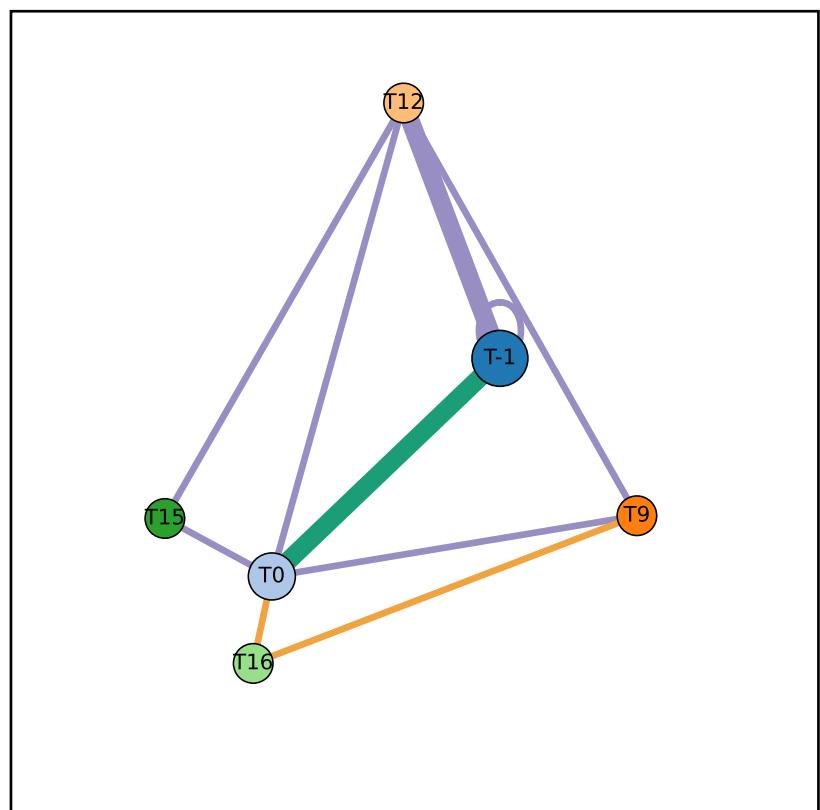
Wave 1 (topics)



Wave 2 (stances)



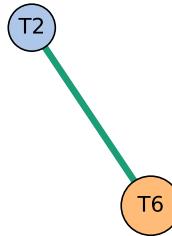
Wave 2 (topics)



Wave 1 (stances)

```
graph TD; T2_1[My uncles and father limit red meat (T2)] --- T6_1[I am concerned about diabetes (T6)]; T2_1 --- T6_2[I am concerned about stroke (T6)]; T6_1 --- T2_2[I try to limit red meat (T2)]; T6_1 --- T6_3[I am concerned about heart disease (T6)]; T6_2 --- T2_3[Heart disease runs in my family (T6)]; T6_2 --- T6_4[I am concerned about cancer (T6)];
```

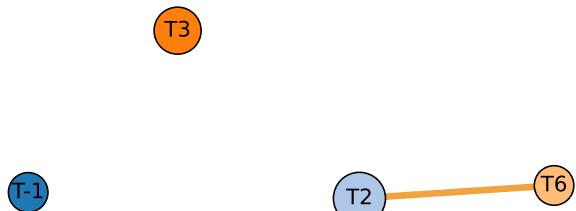
Wave 1 (topics)



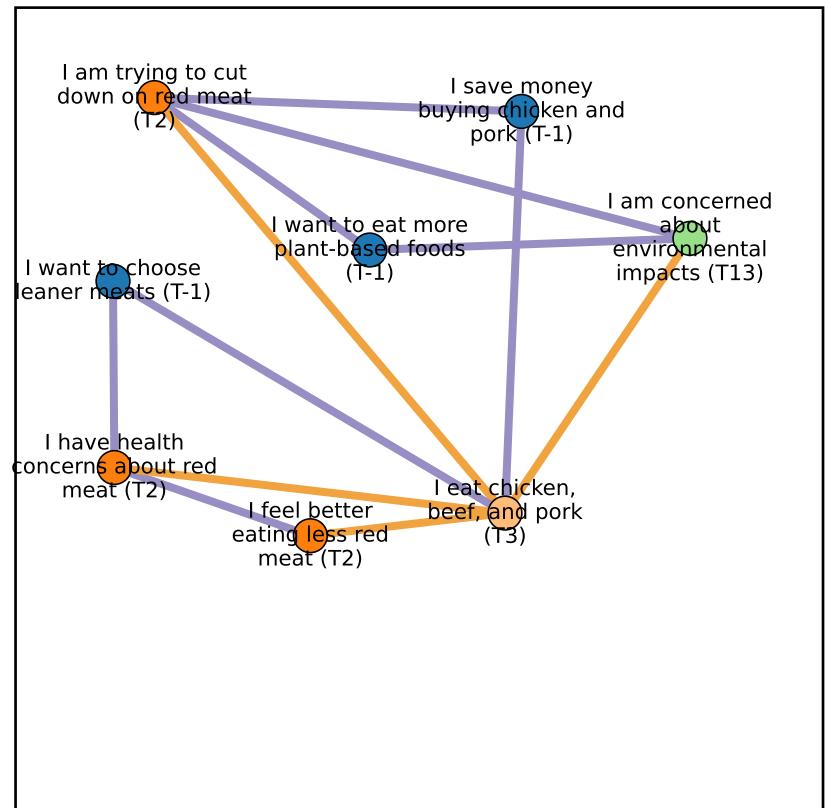
Wave 2 (stances)

```
graph TD; T3_1[We chose to buy more fish (T3)] --- T3_2[We eat fish more days of the week (T3)]; T3_2 --- T2_1[My wife limits her red meat intake (T2)]; T1_1[I regularly reflect on my meat-eating habits (T-1)] --- T2_2[I motivate my wife to limit red meat (T2)]; T2_2 --- T2_3[I limit red meat to small portions (T2)]; T2_3 --- T6_1[I have heart disease in my family (T6)];
```

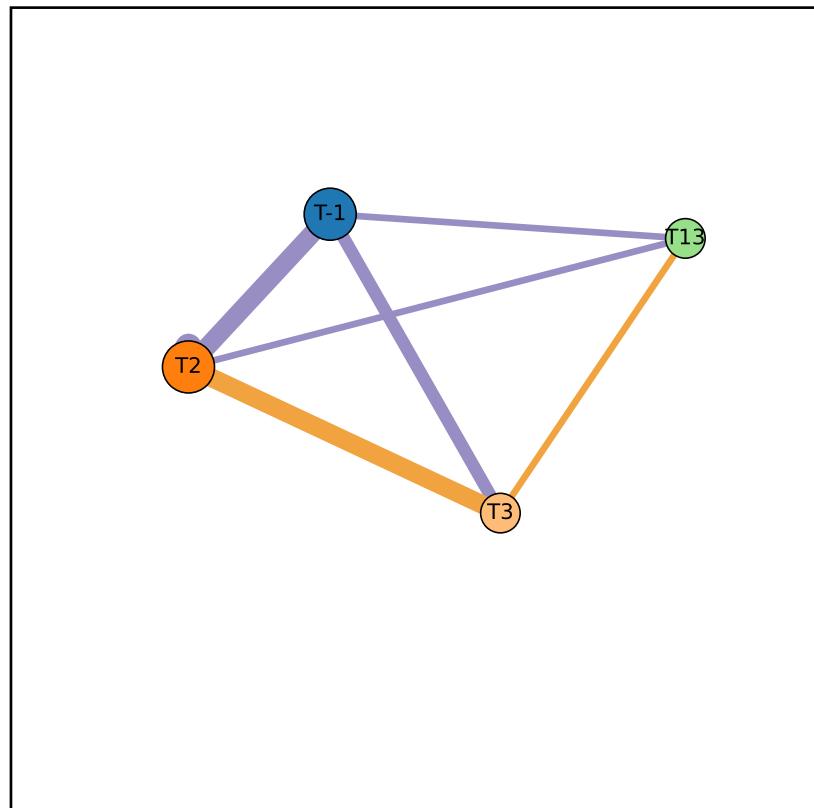
Wave 2 (topics)



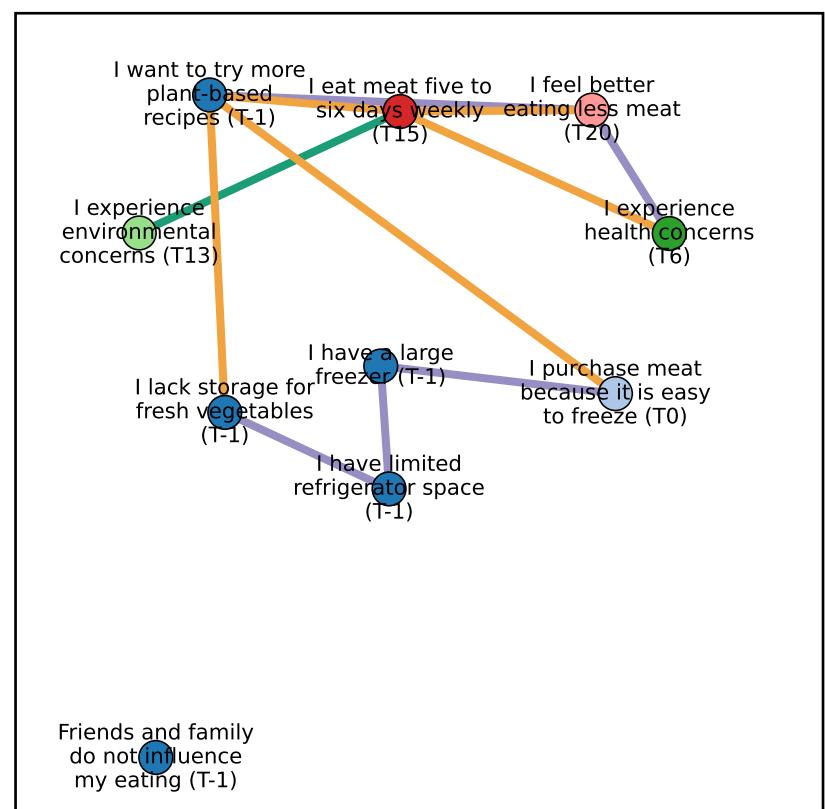
Wave 1 (stances)



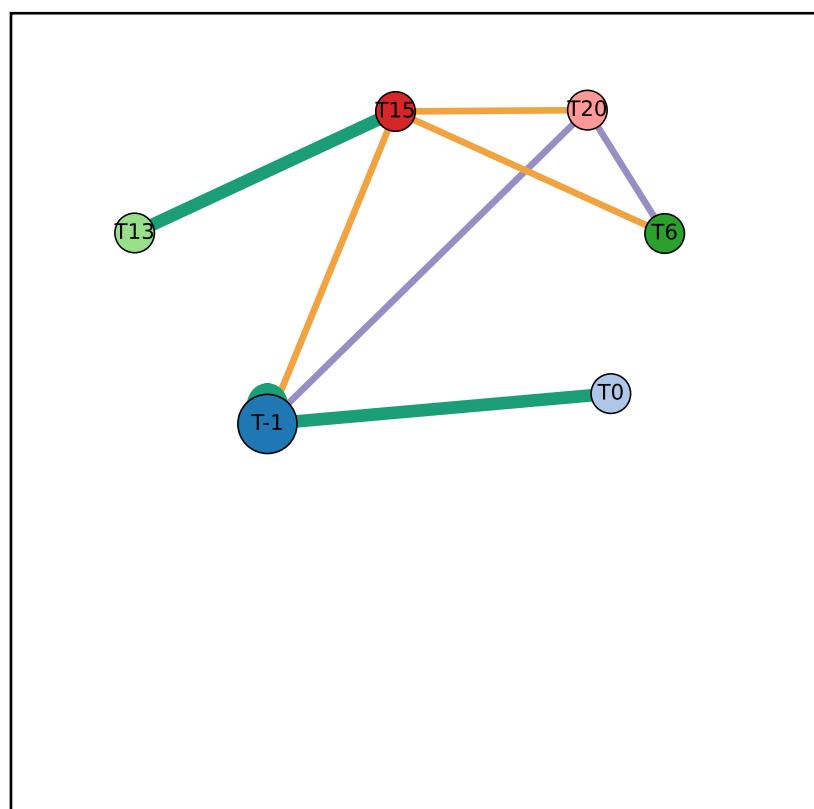
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



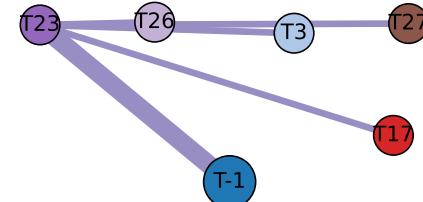
Wave 1 (stances)

Meat was in every meal I eat. Beef and chicken are my most eaten meats (T27)
(T23) meat (T26) meats (T3)

Eating meat is my favorite thing. Eating meat is a habit for me (T-1) (T17)

I love eating meat (T-1)

Wave 1 (topics)



Wave 2 (stances)

Meat is a good source of protein (T14)

A health concern would make me reconsider meat (T11)

Meat is my favorite thing to eat (T-1)

All my friends and family eat meat regularly (T9)

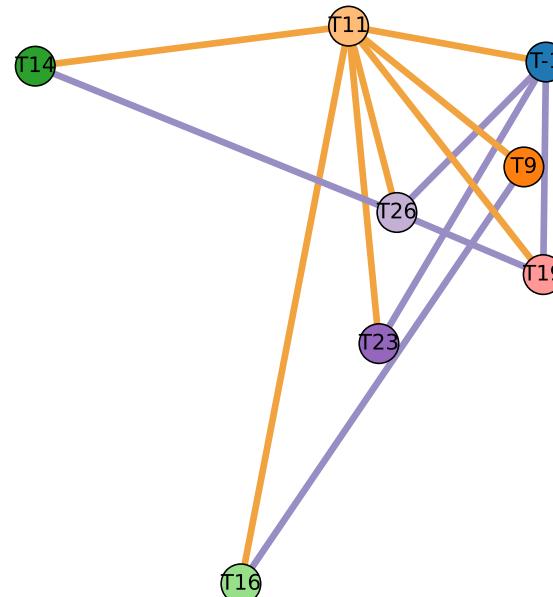
I feel a meal incomplete without meat (T26)

I eat meat with every meal (T19)

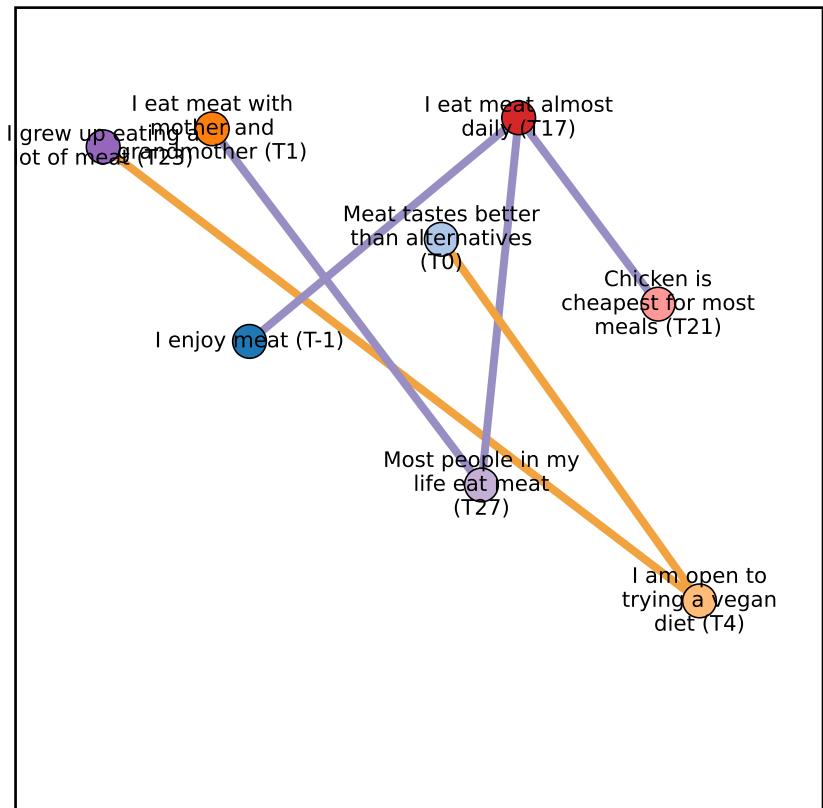
I grew up eating meat regularly (T23)

Meat eating is just a habit for my contacts (T16)

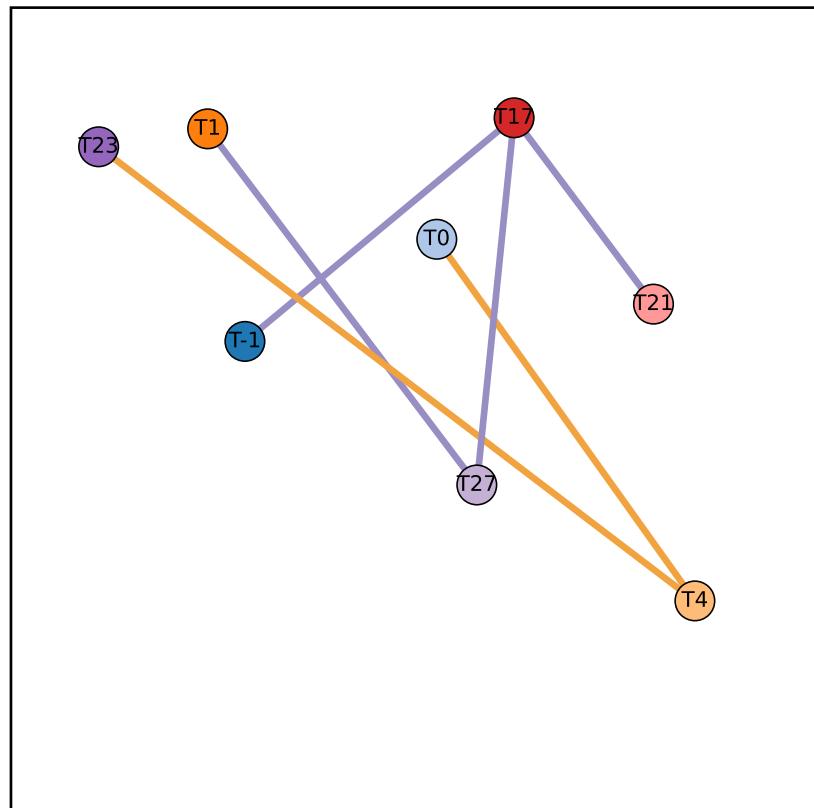
Wave 2 (topics)



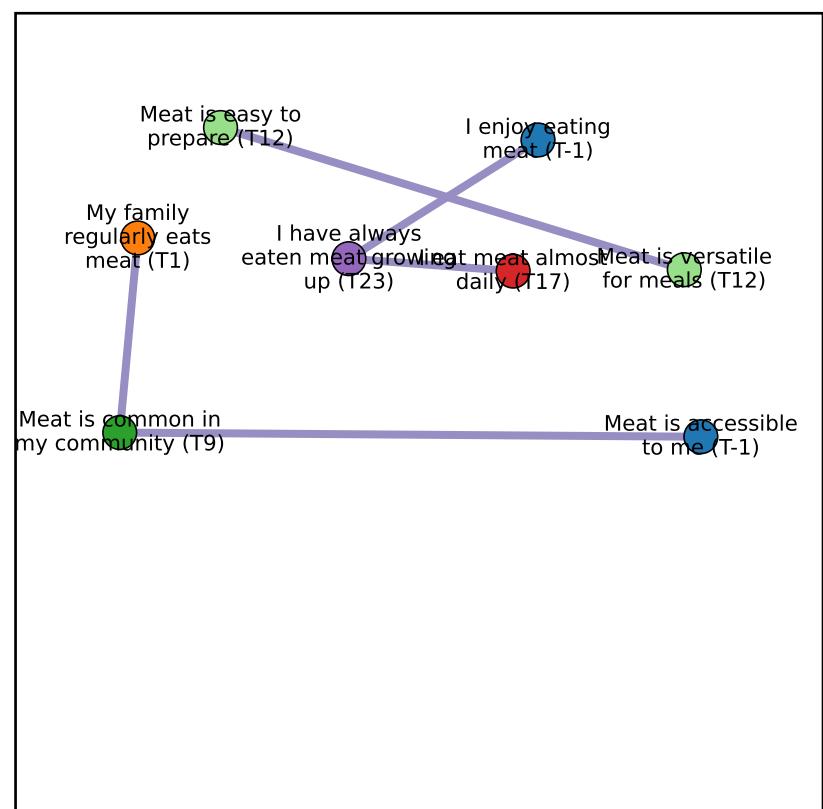
Wave 1 (stances)



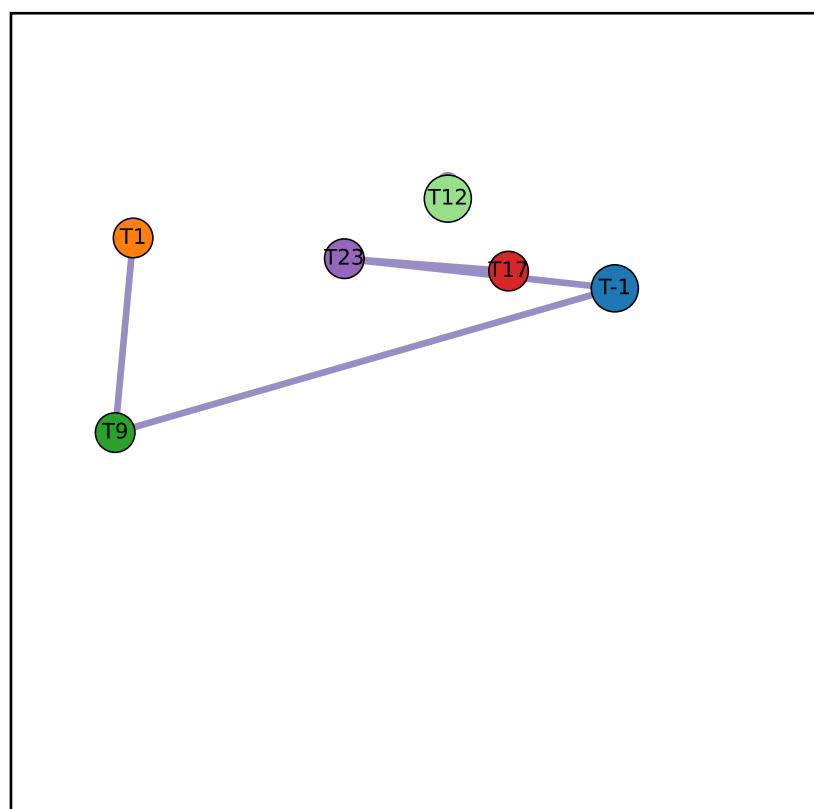
Wave 1 (topics)



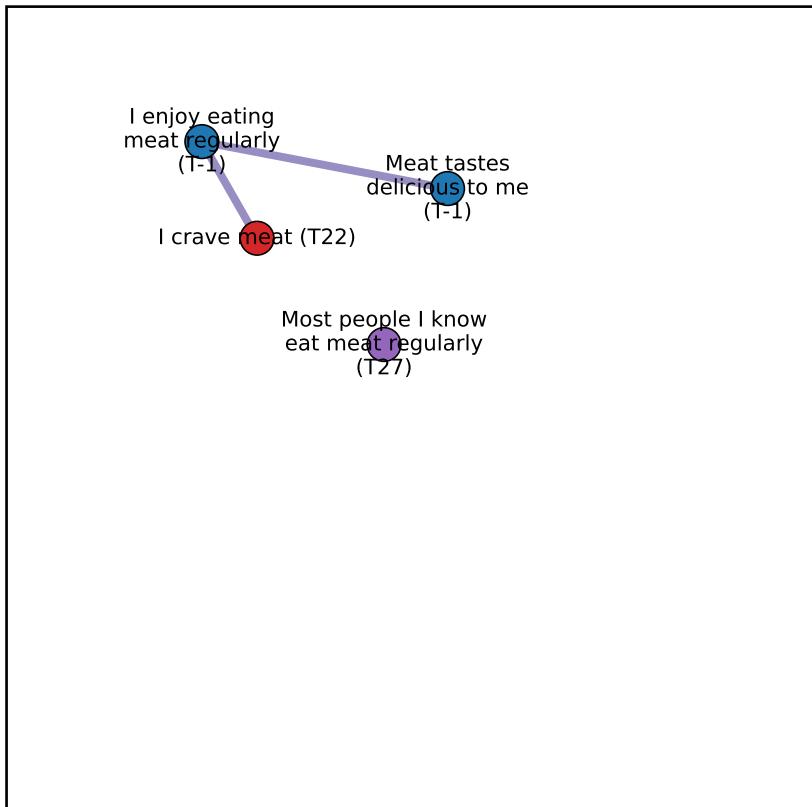
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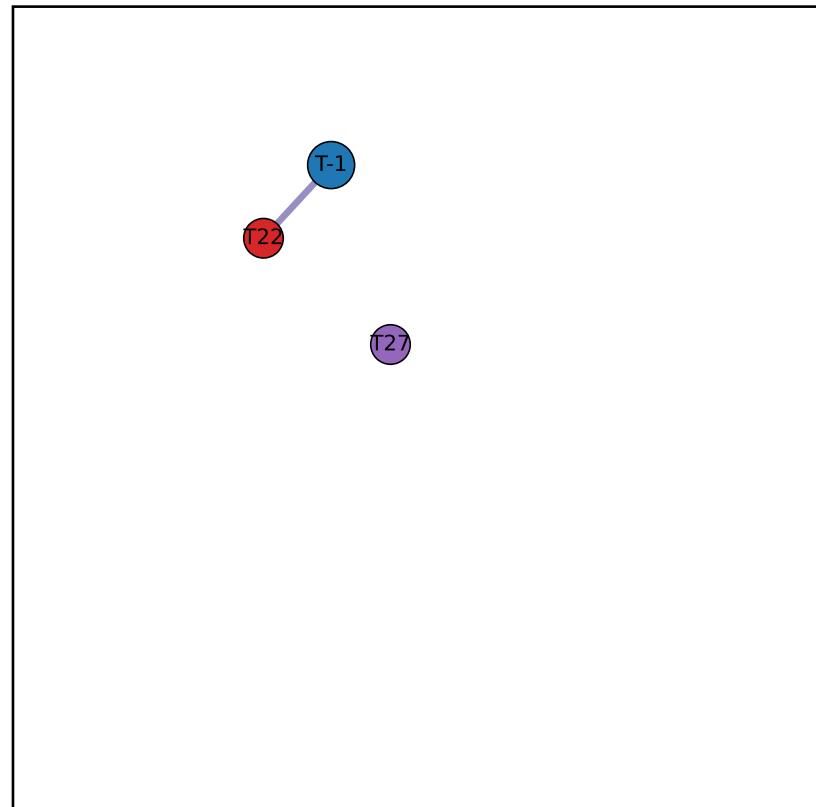
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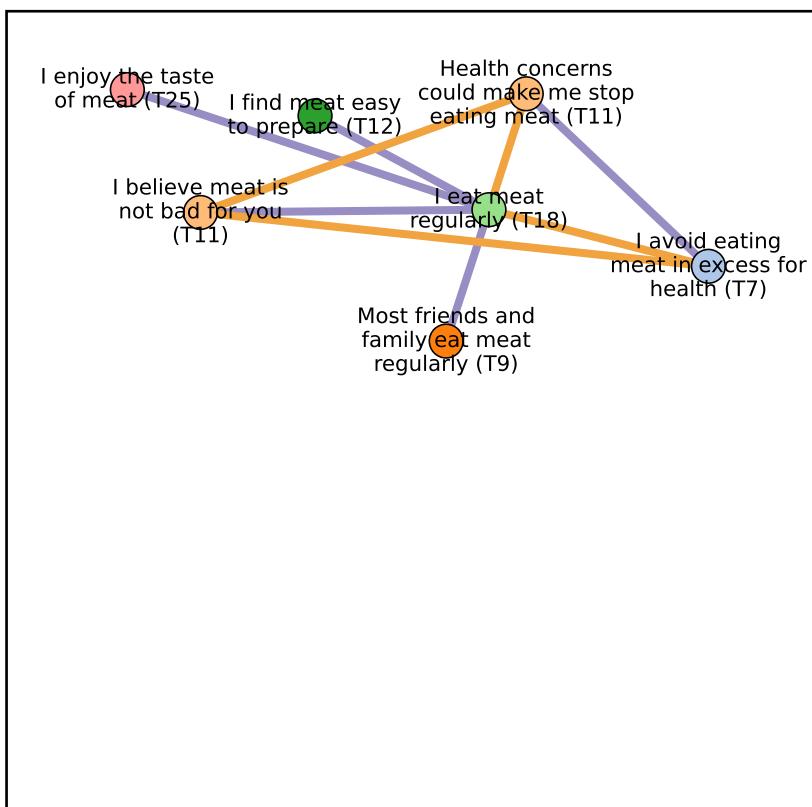
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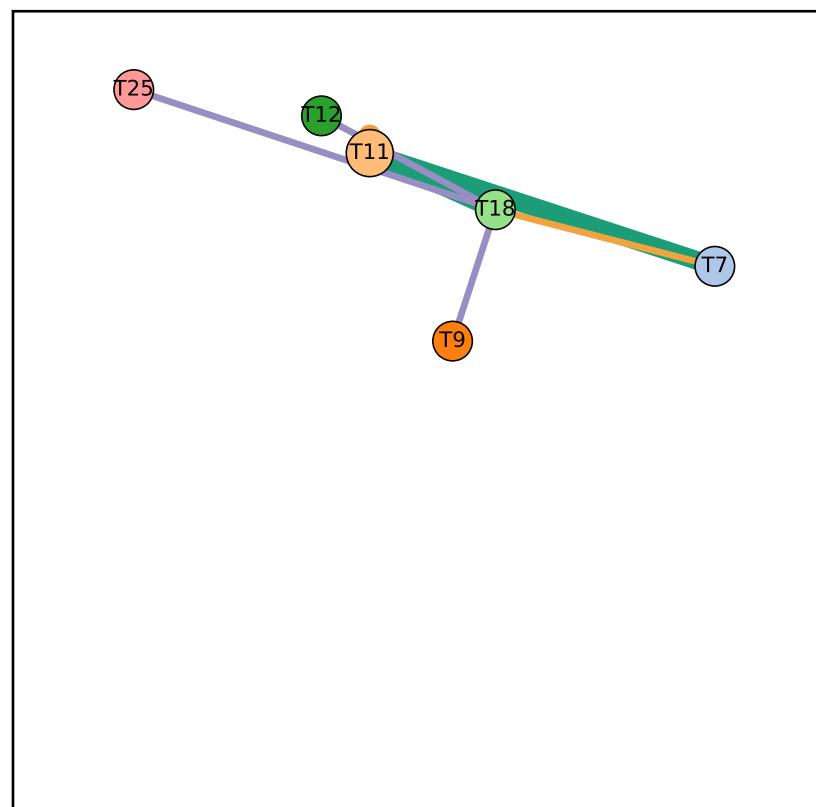
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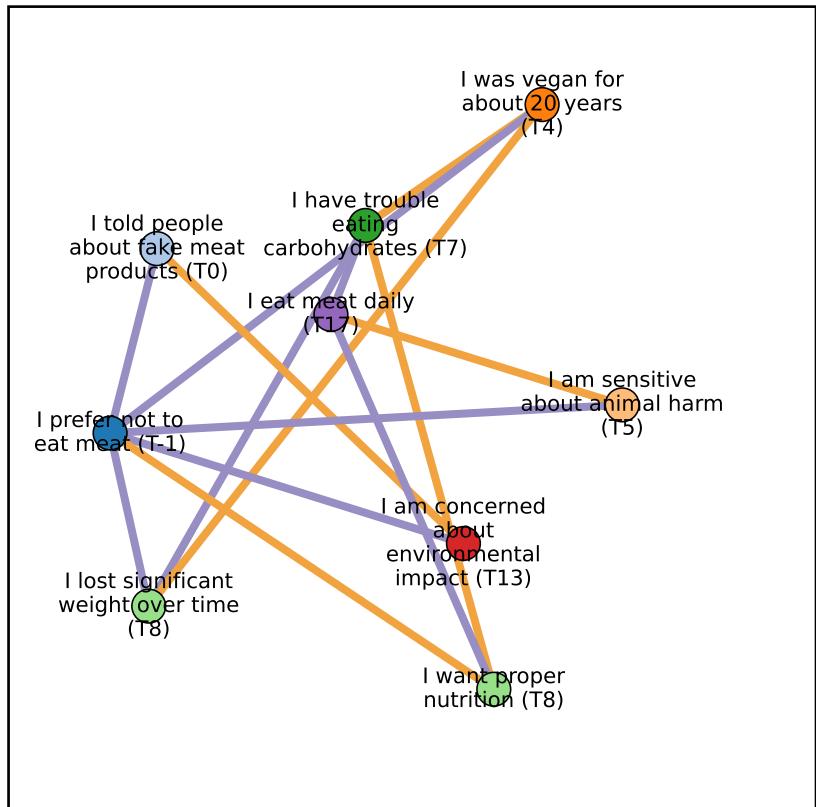
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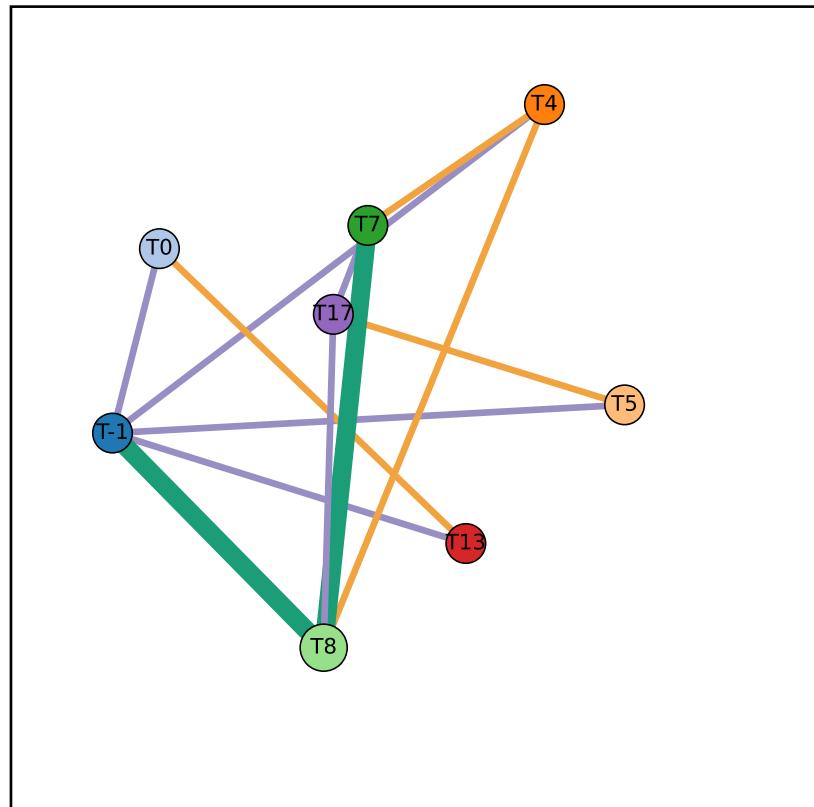
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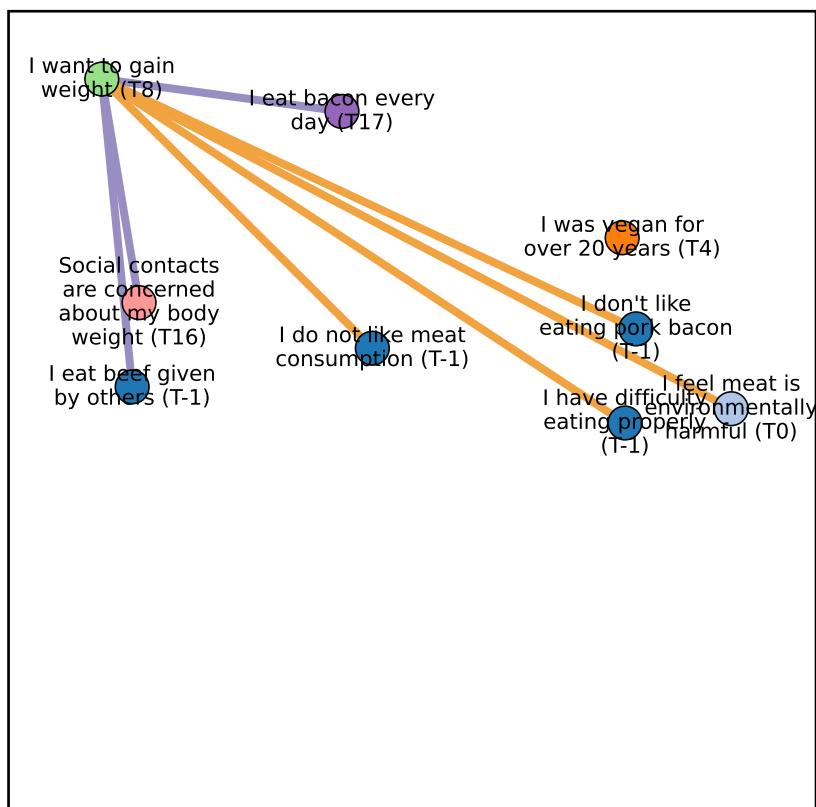
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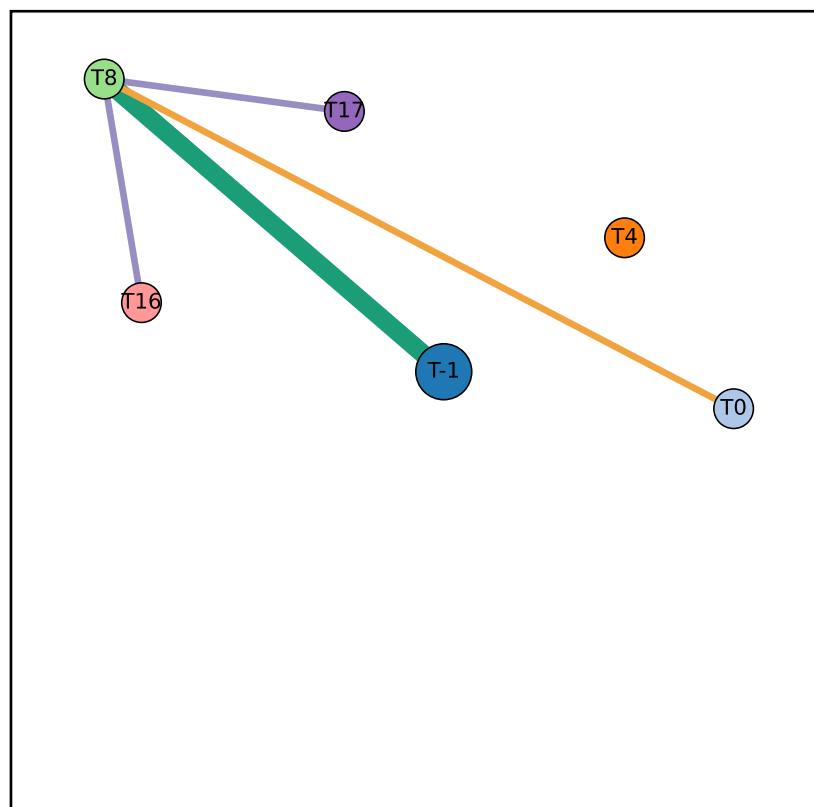
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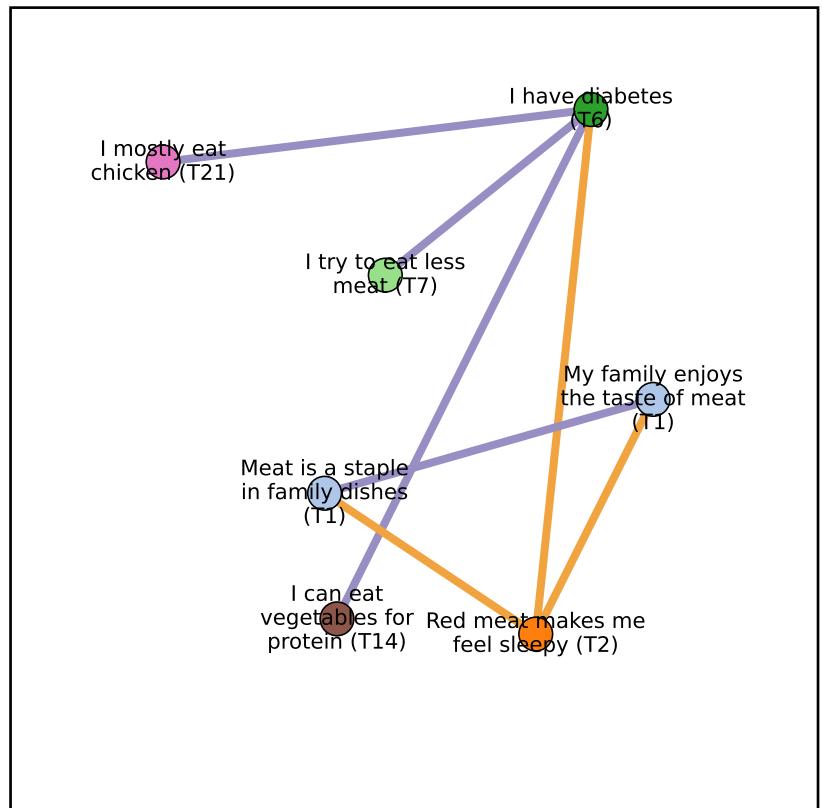
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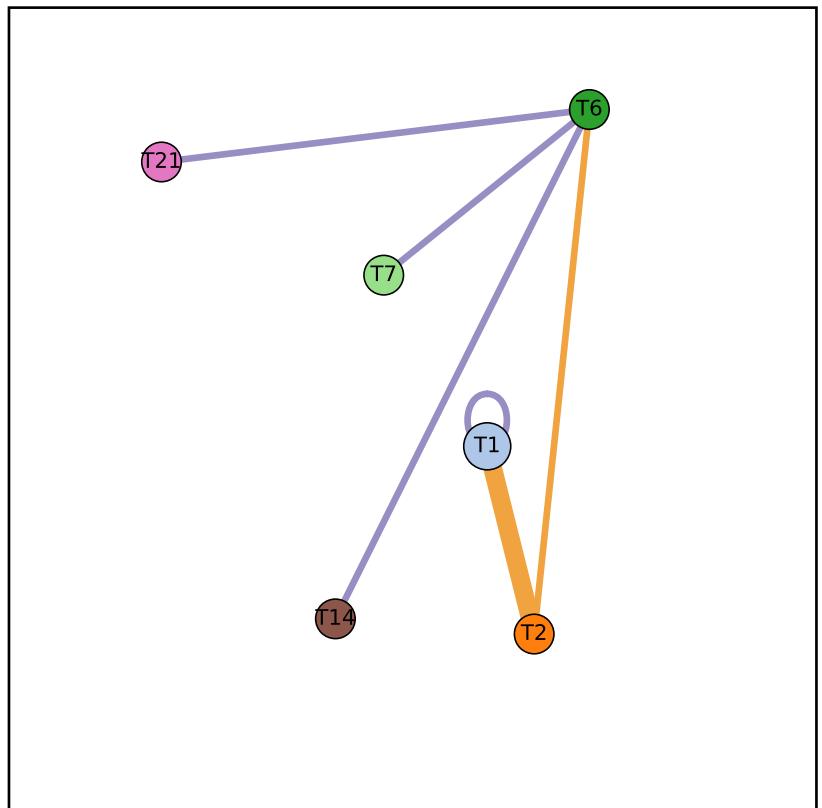
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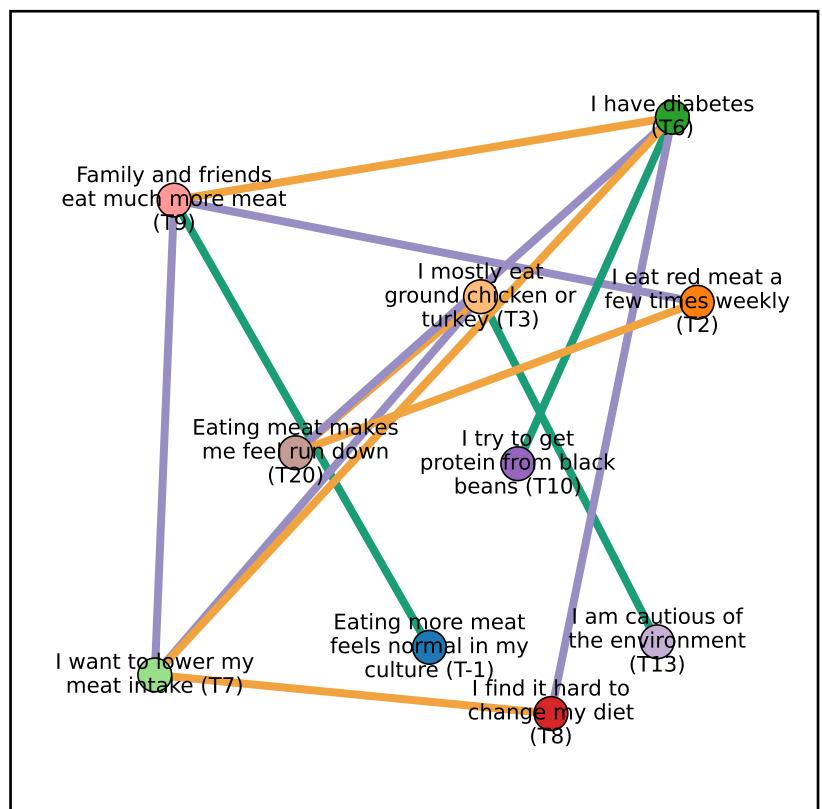
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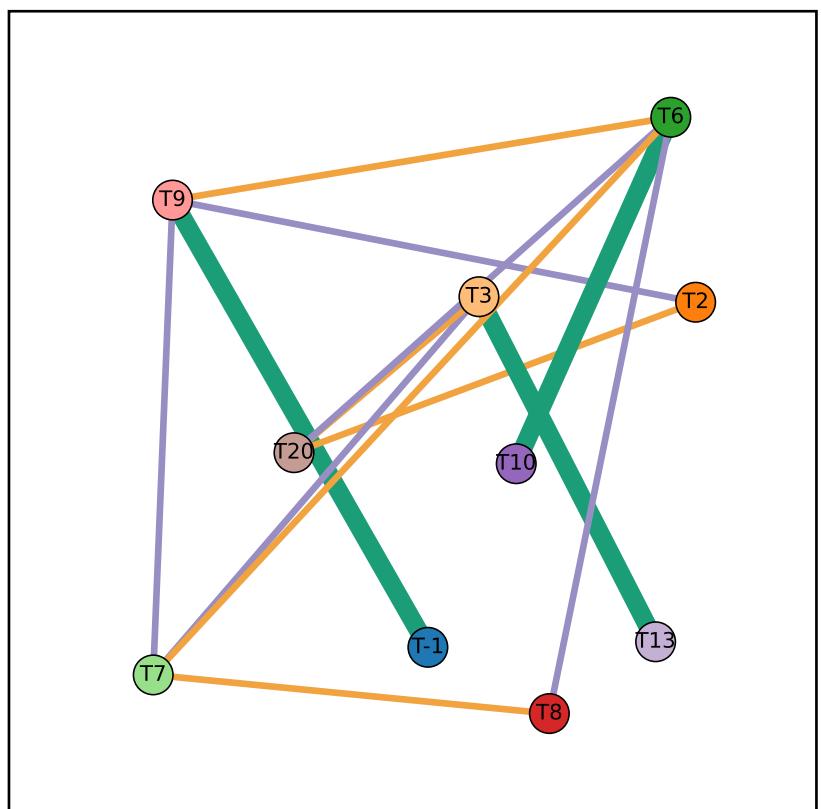
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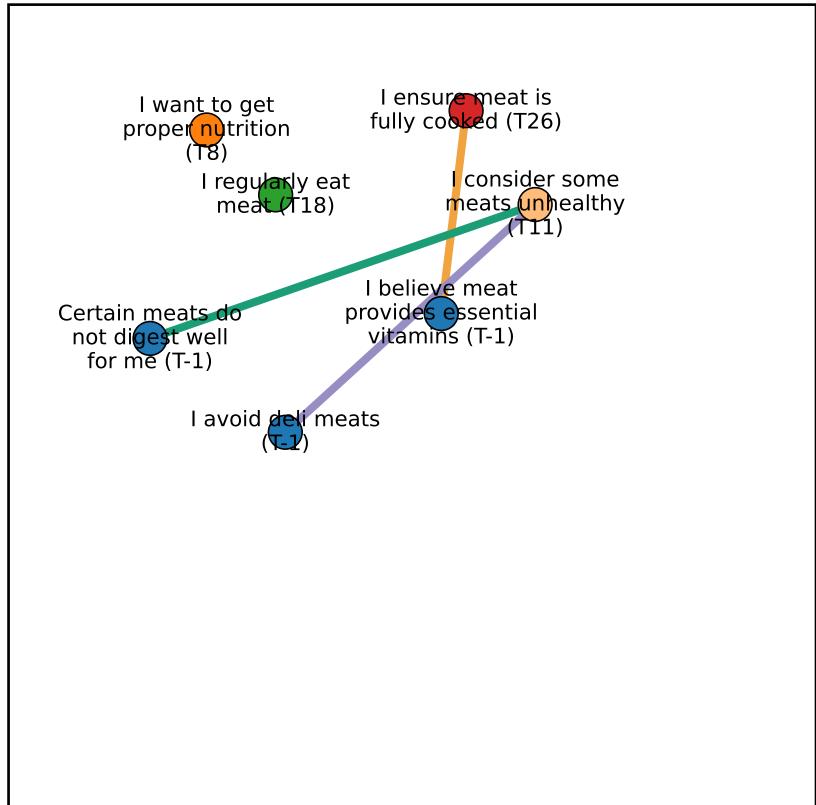
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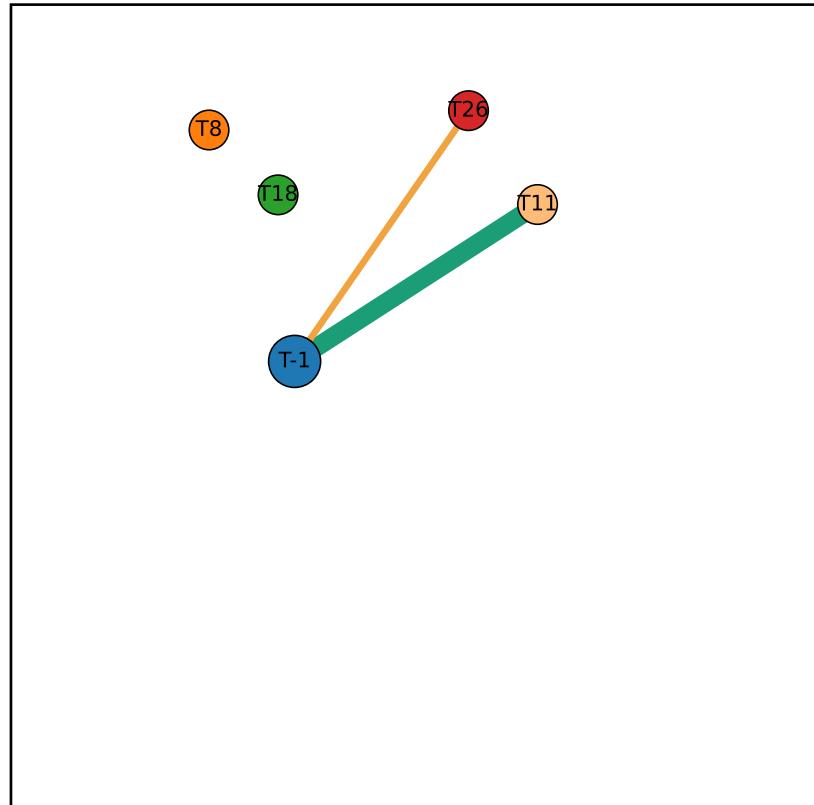
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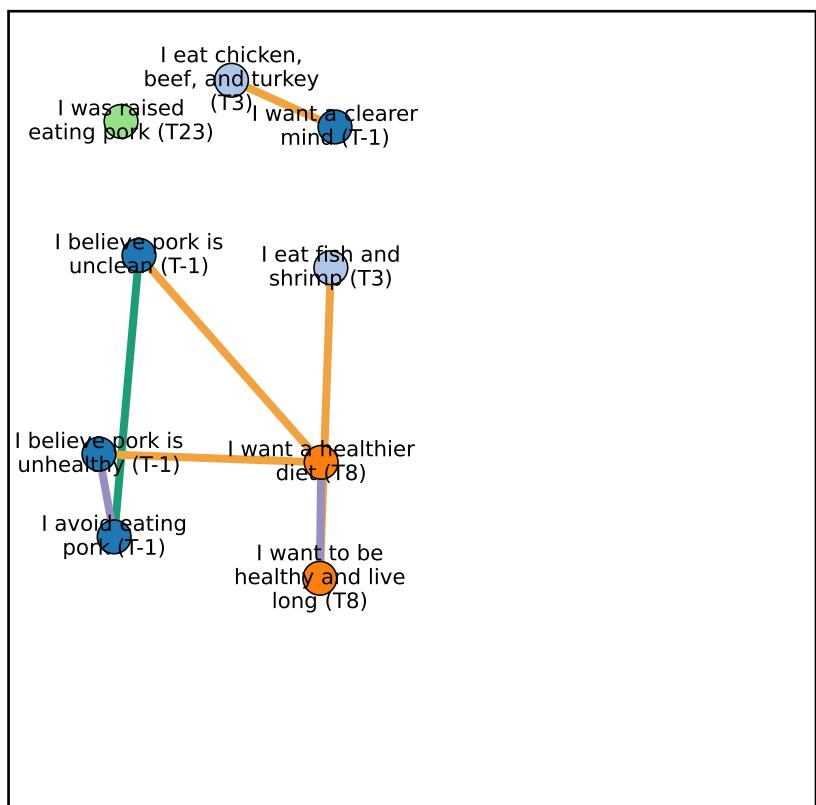
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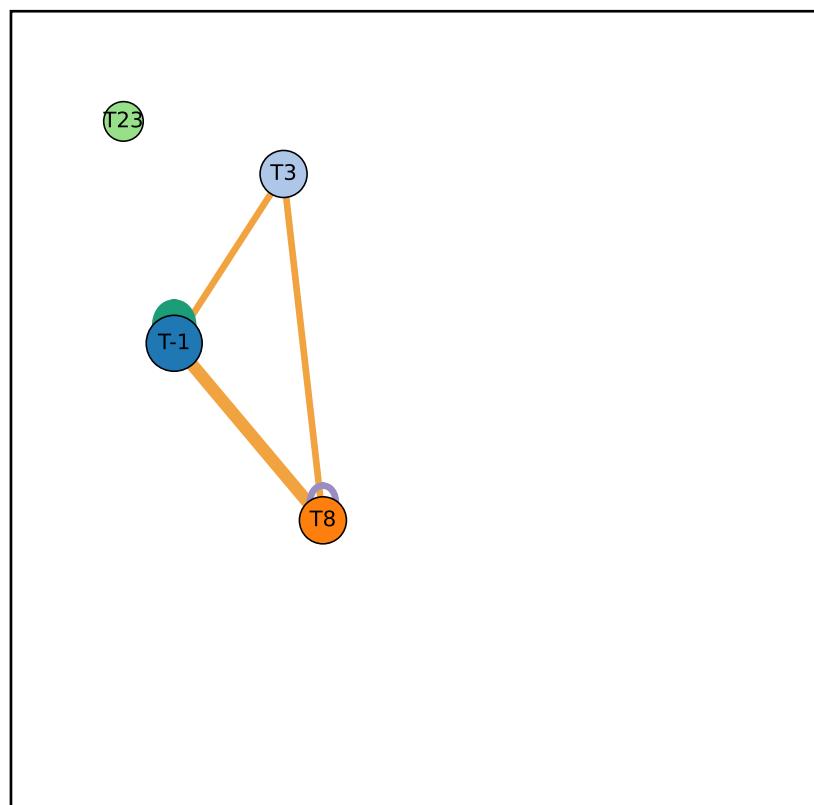
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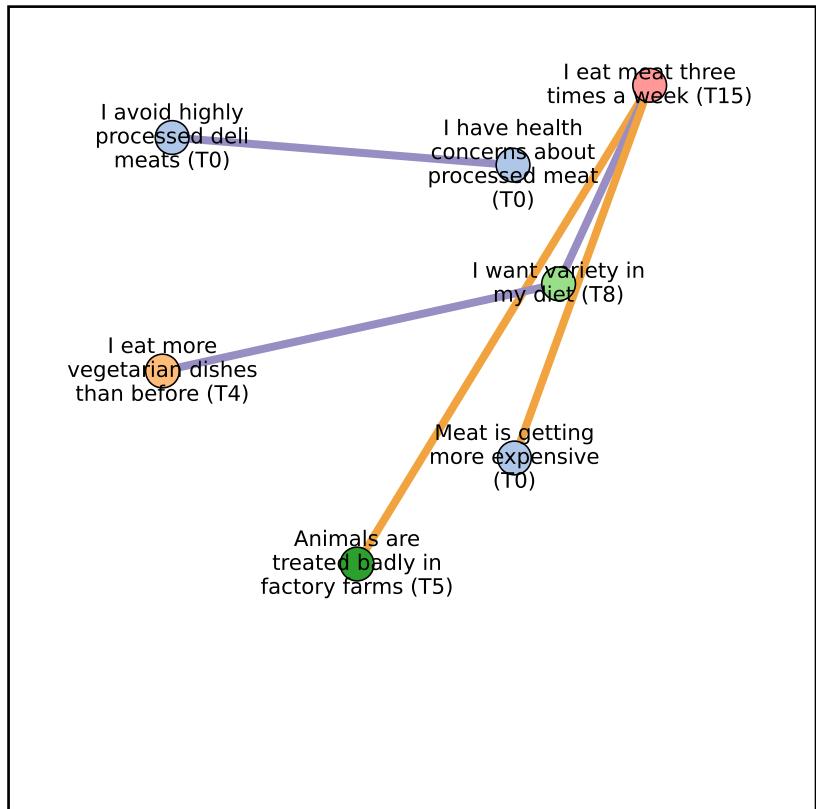
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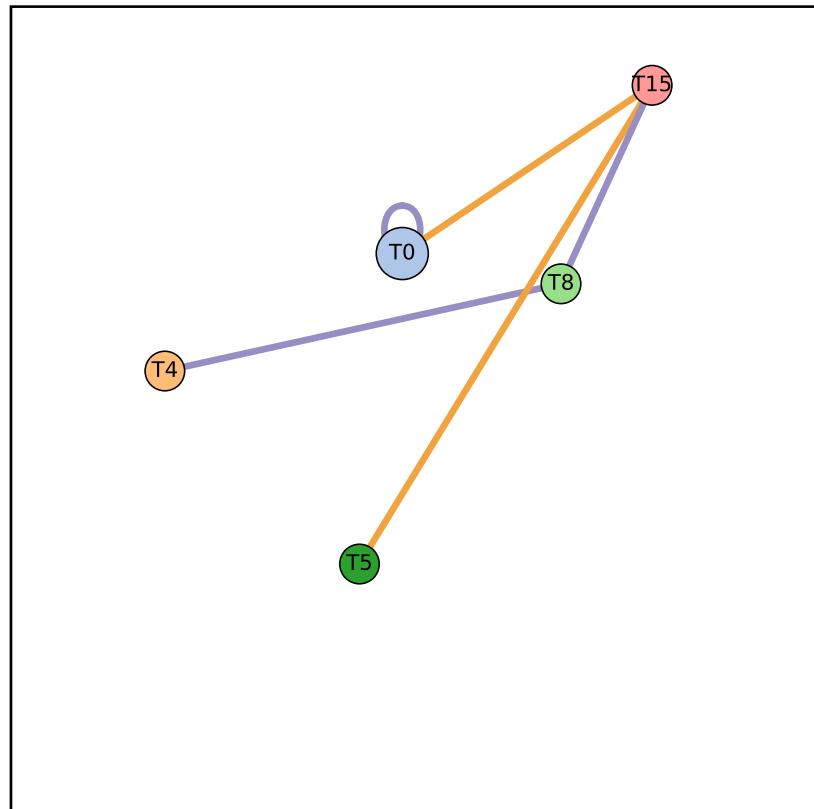
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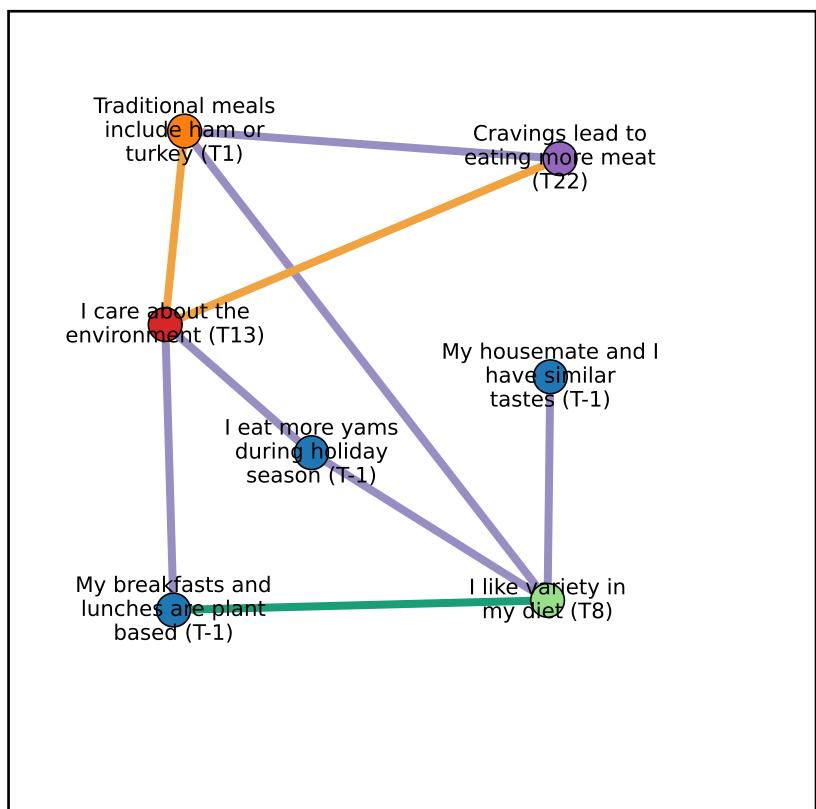
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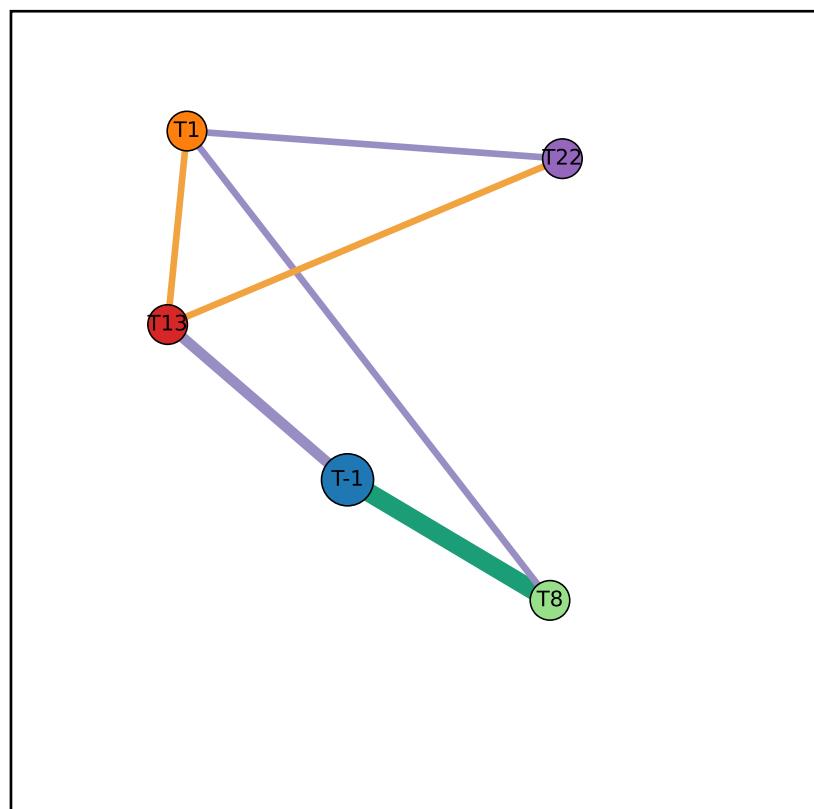
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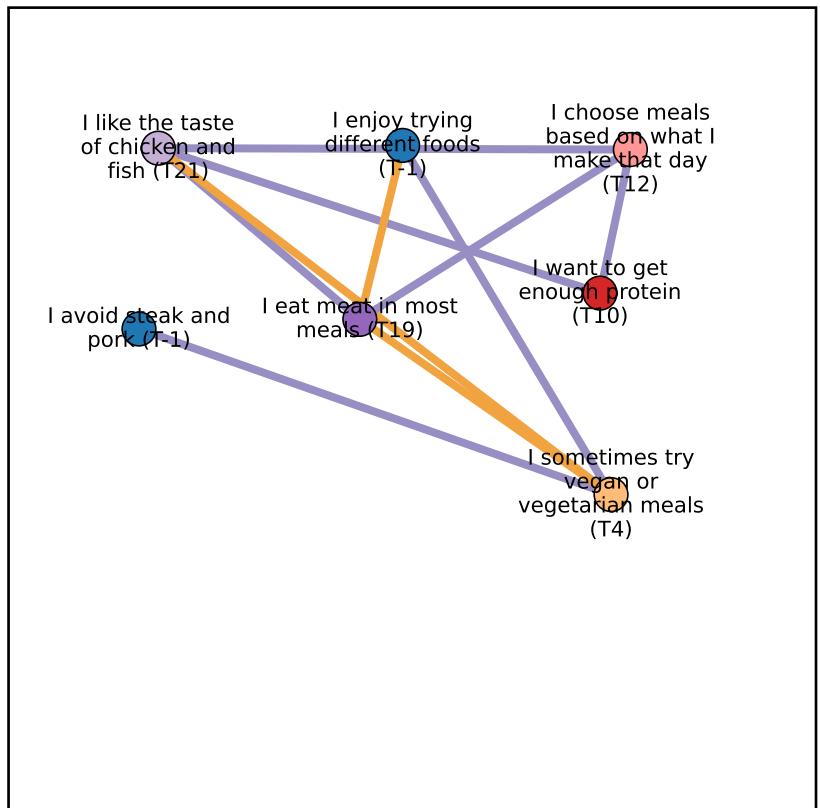
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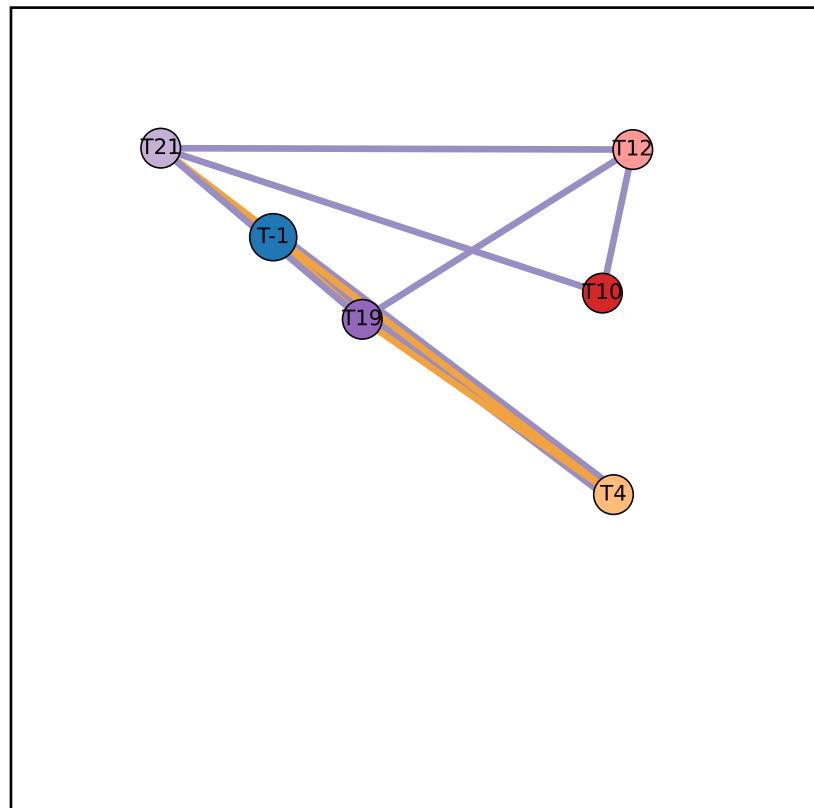
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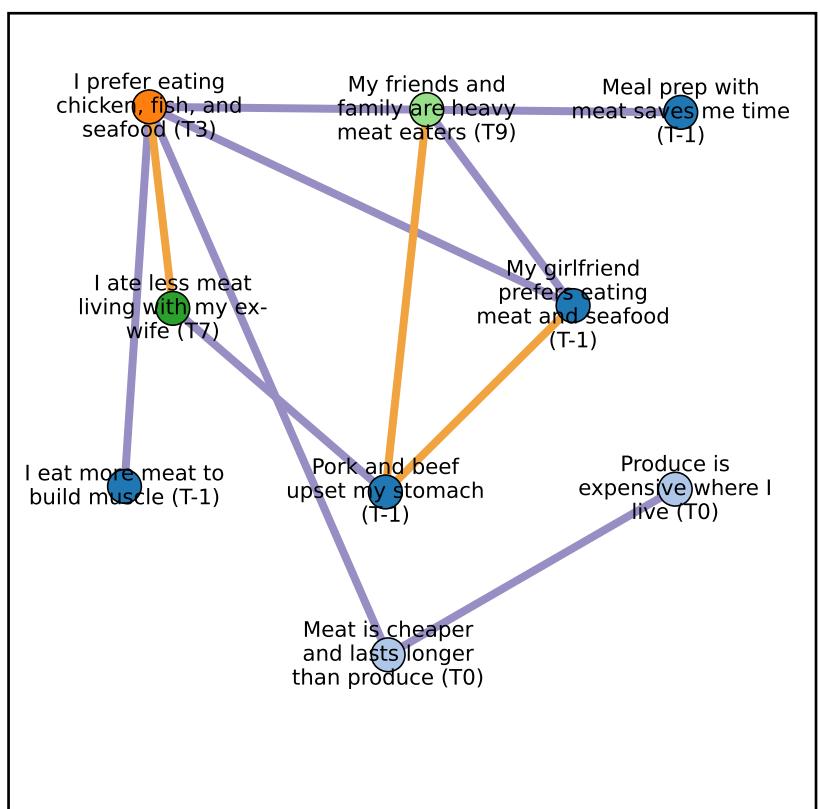
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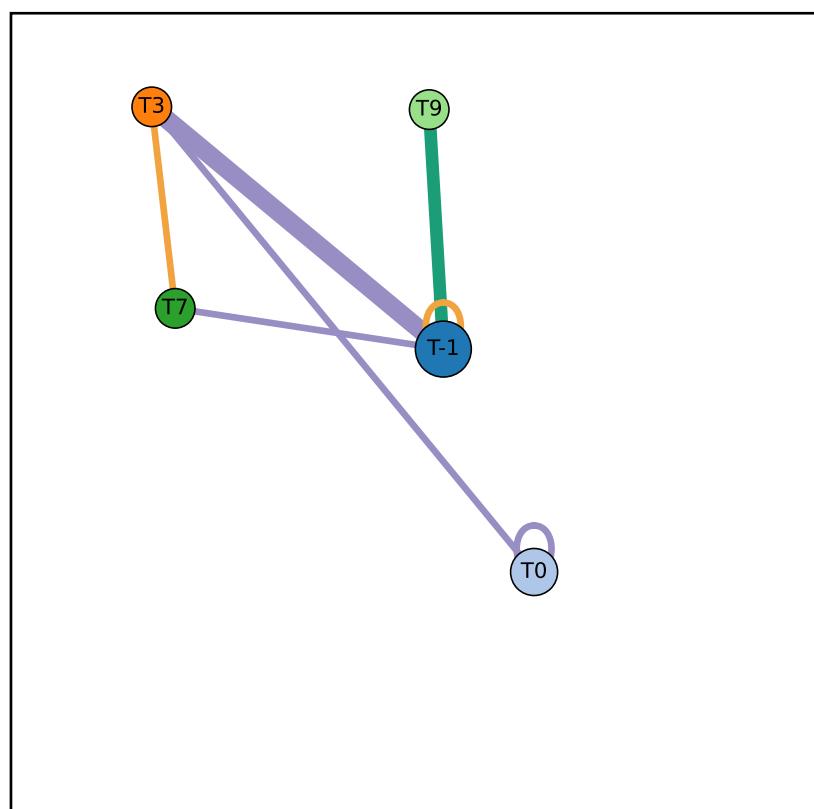
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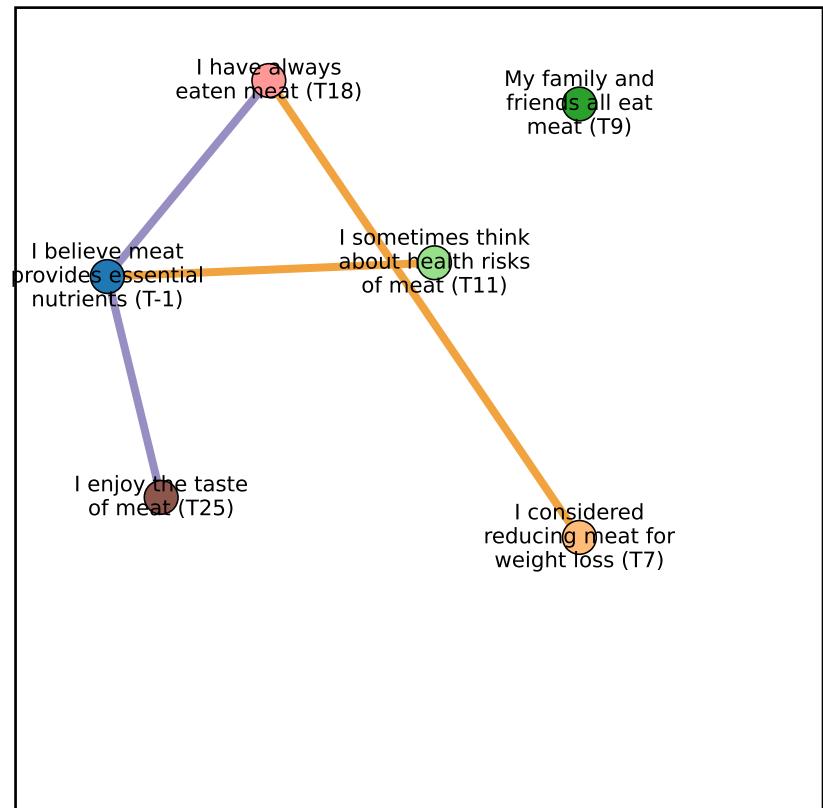
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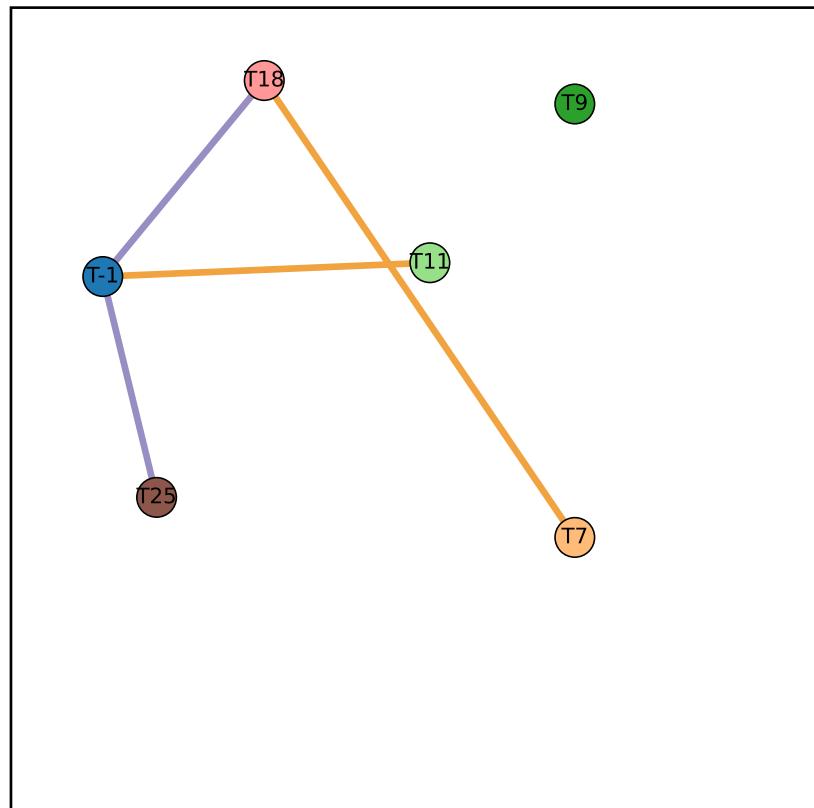
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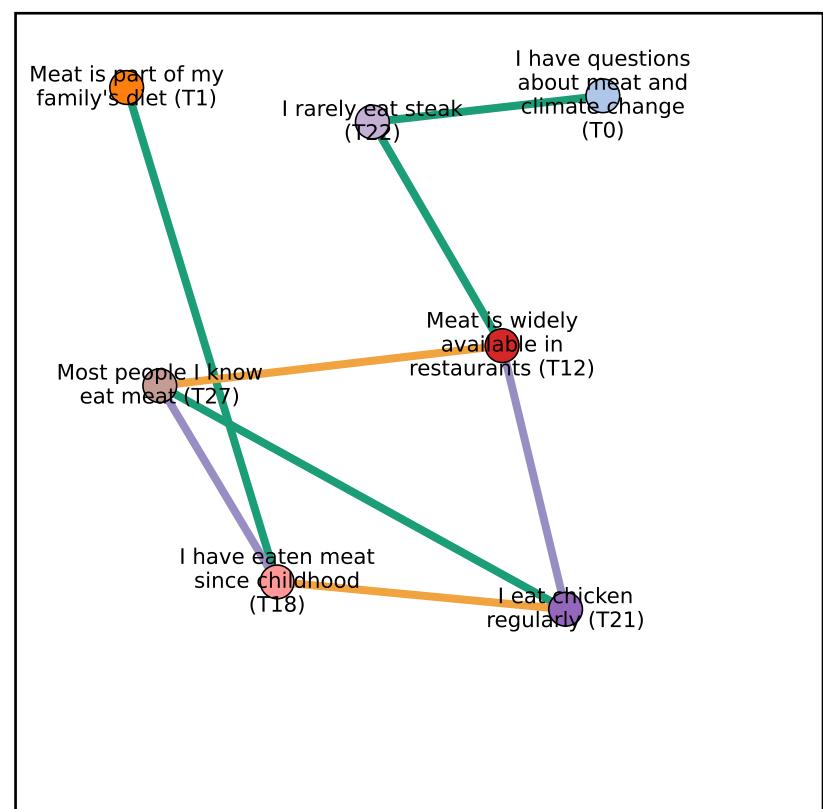
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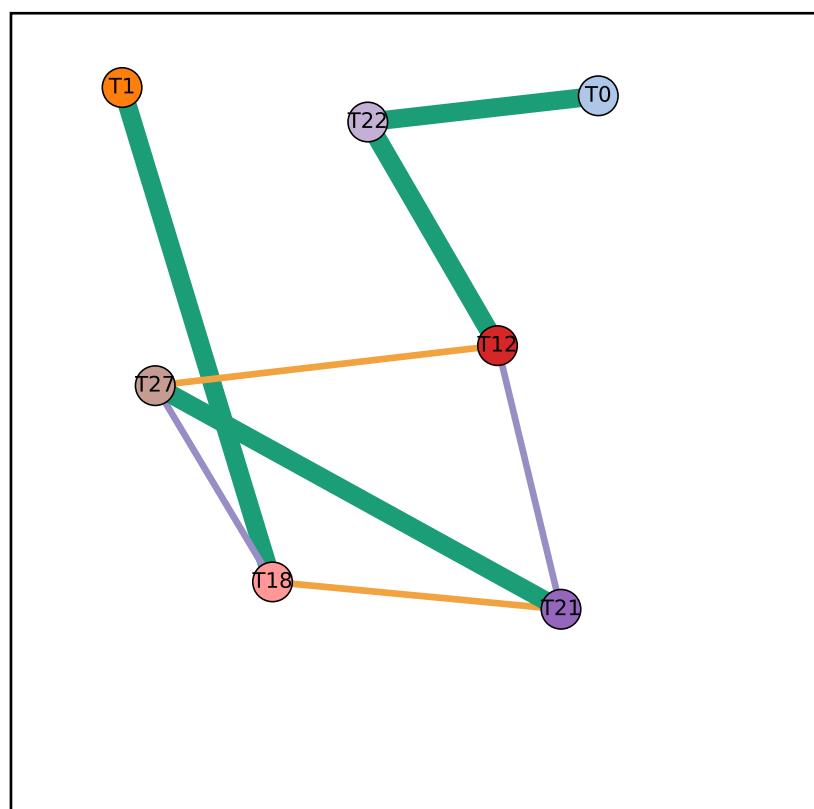
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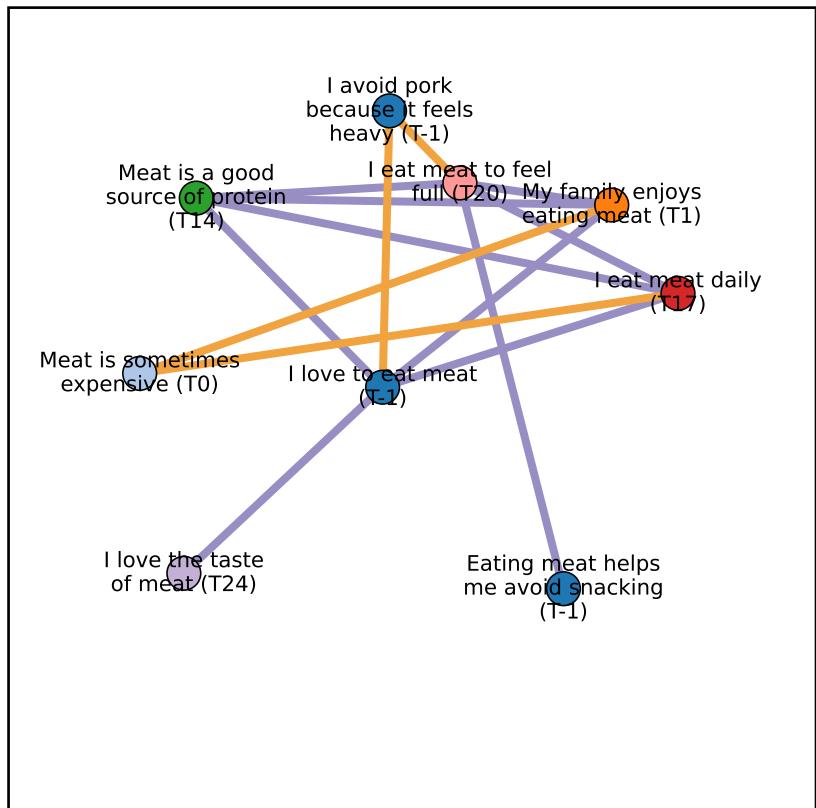
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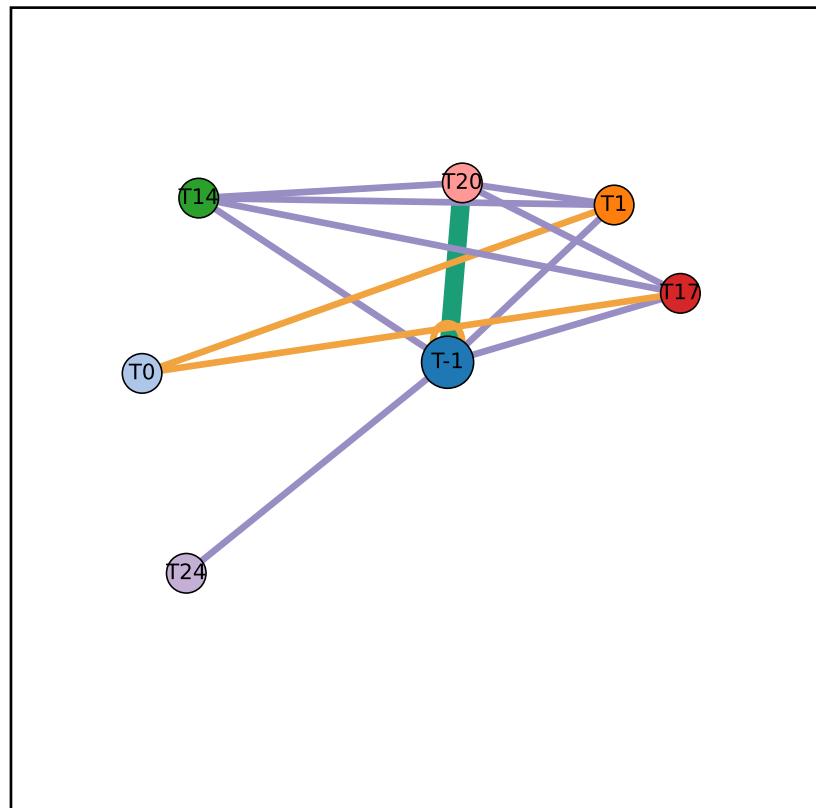
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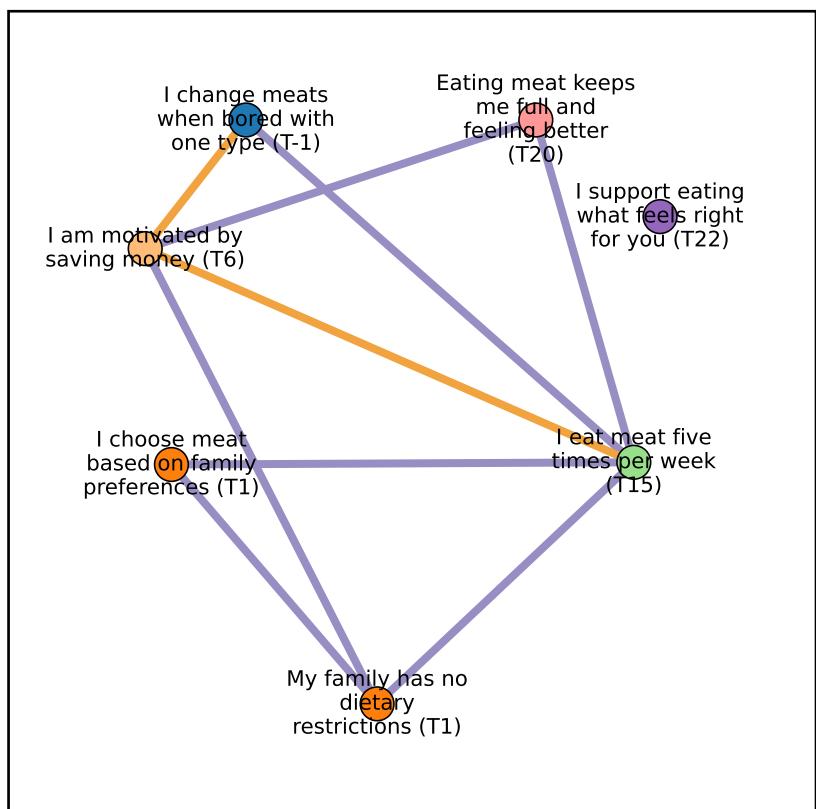
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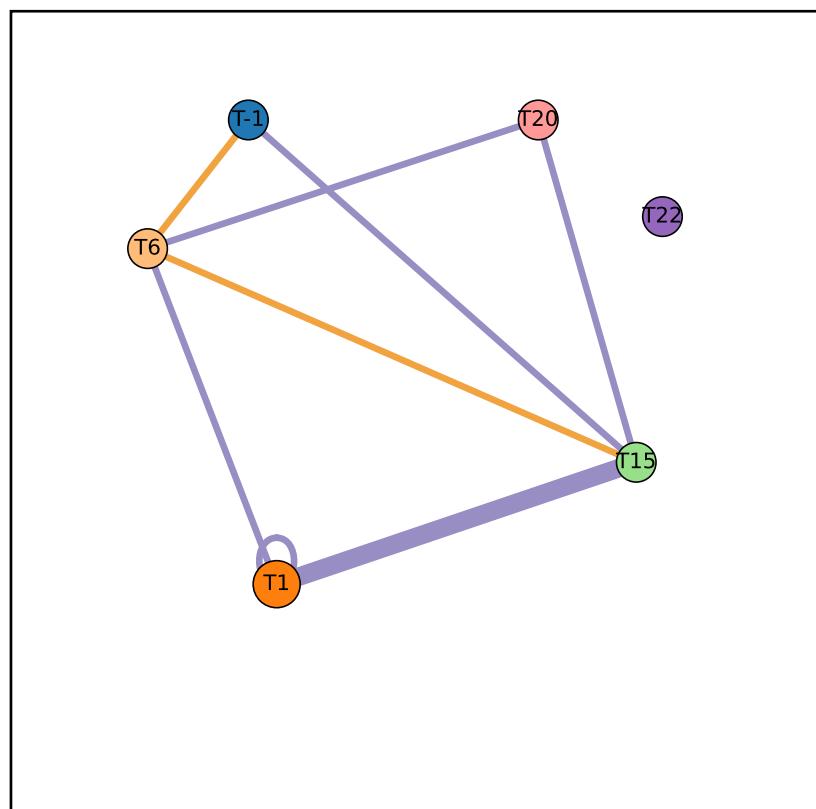
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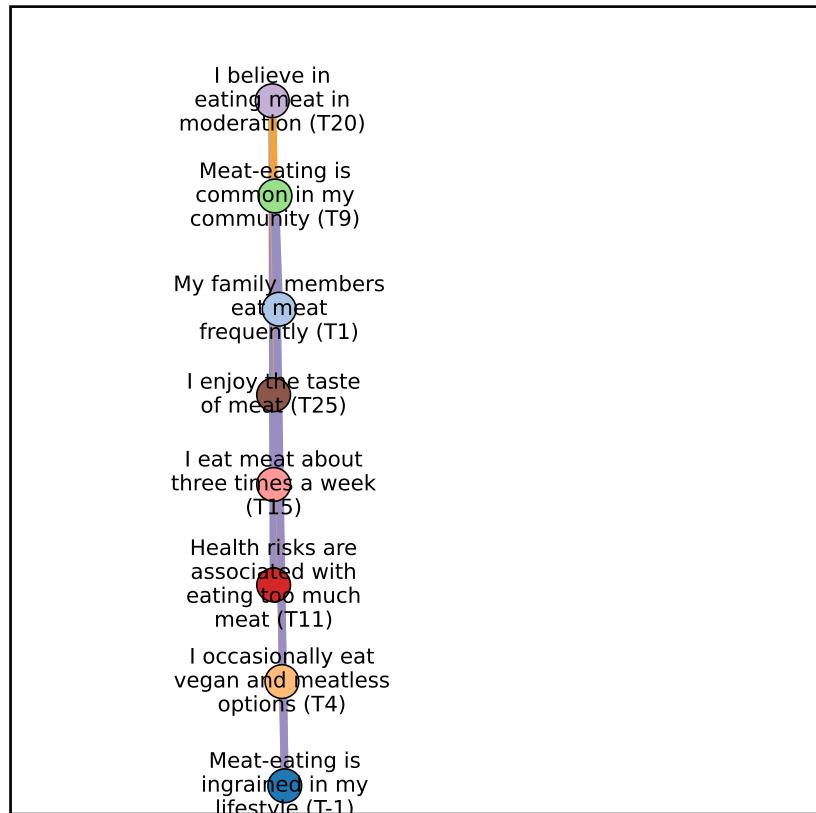
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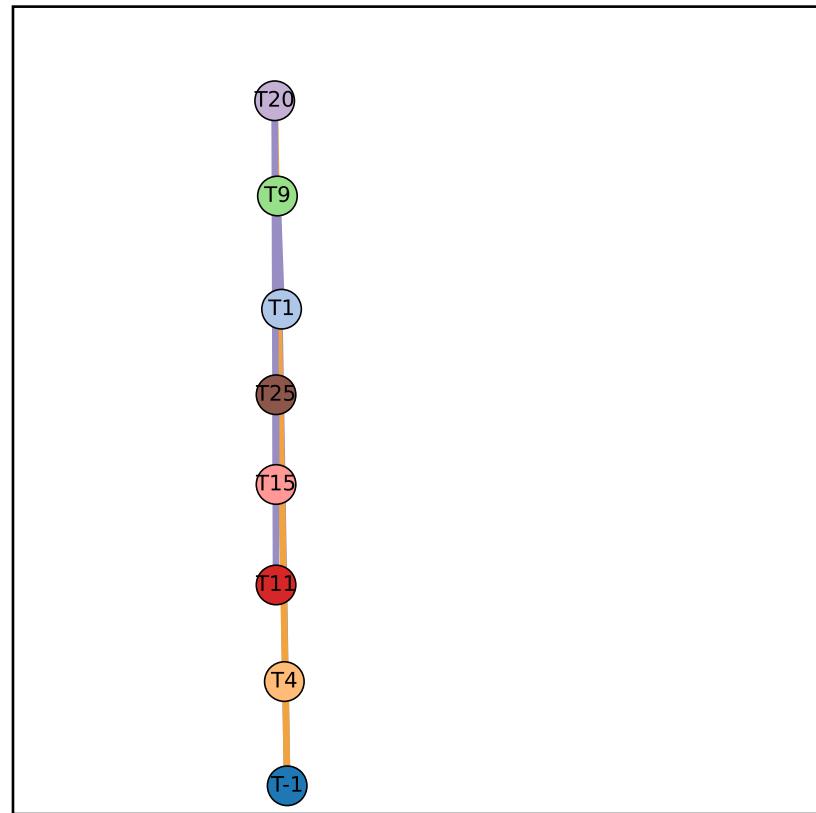
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Wave 1 (stances)



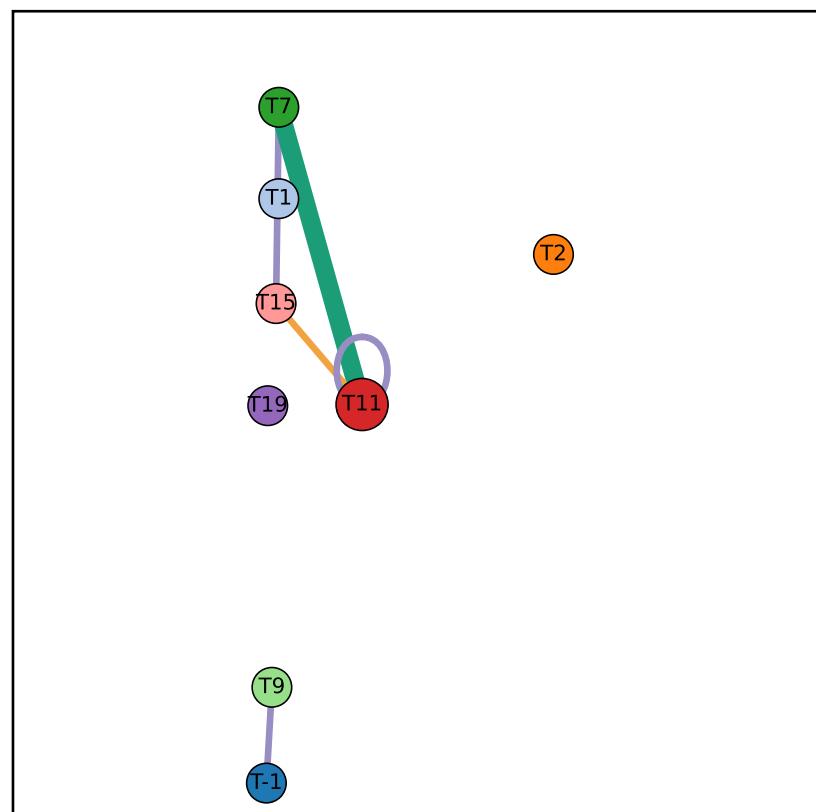
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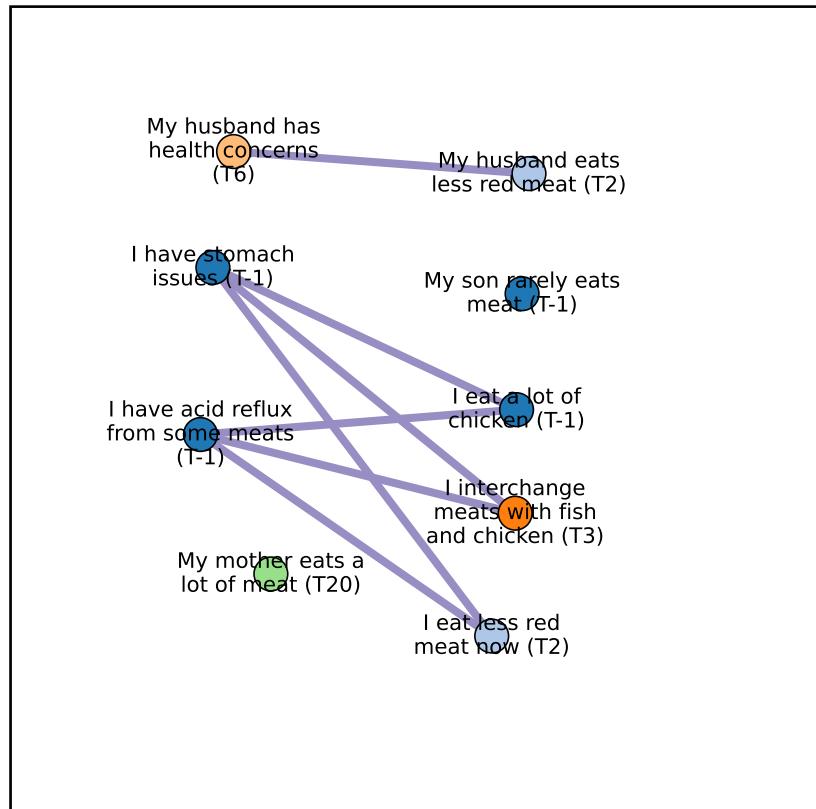
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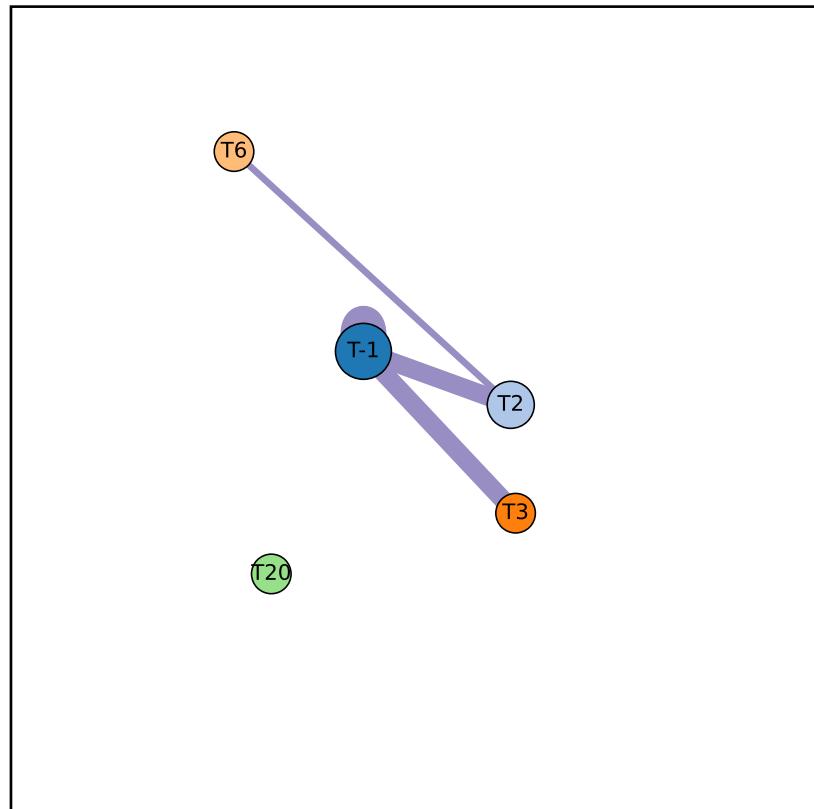
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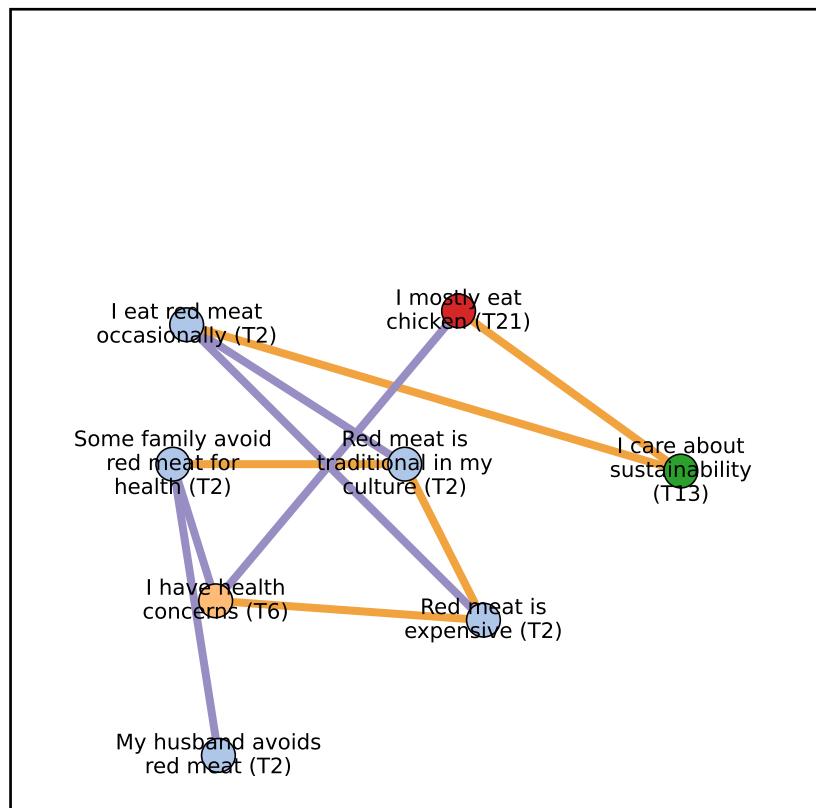
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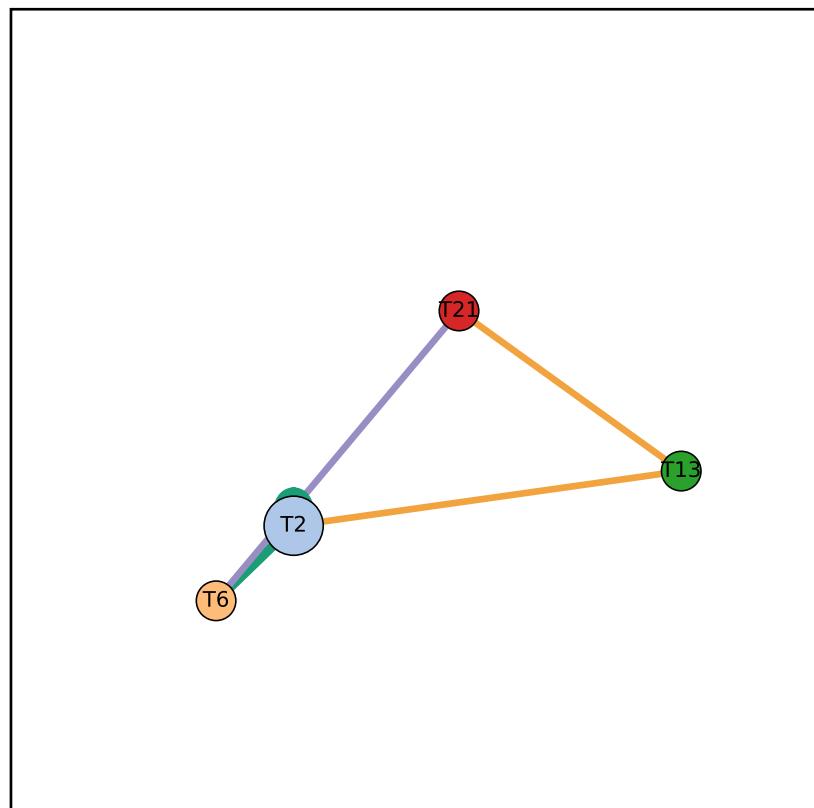
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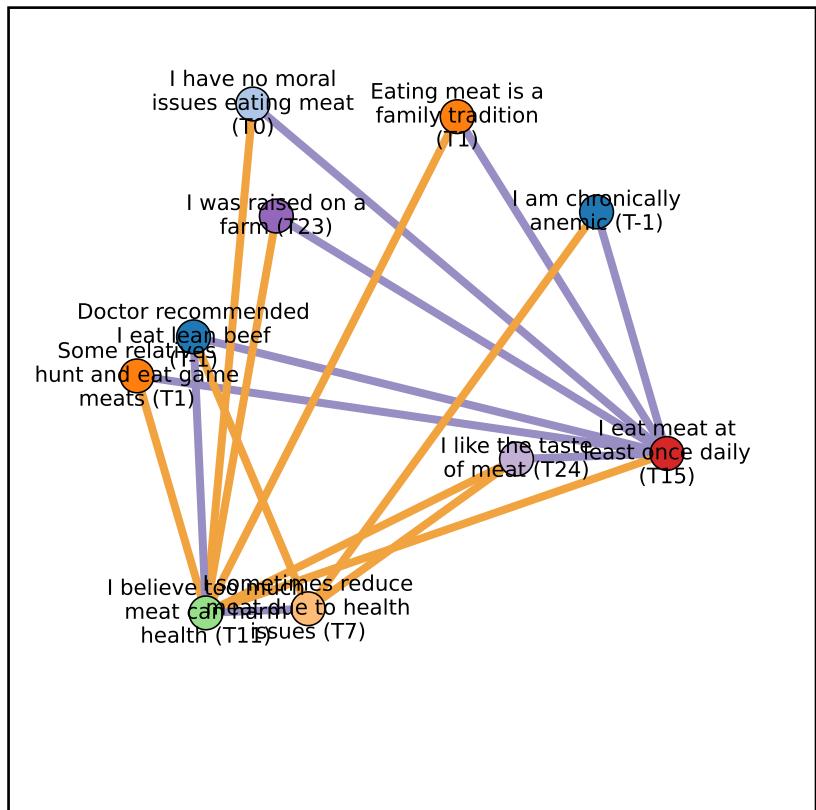
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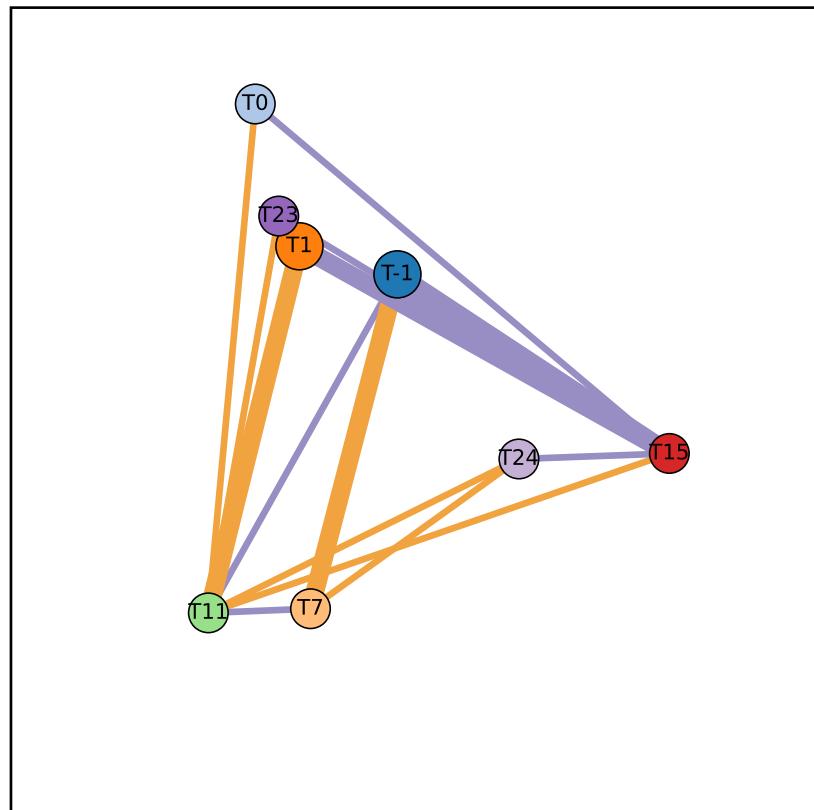
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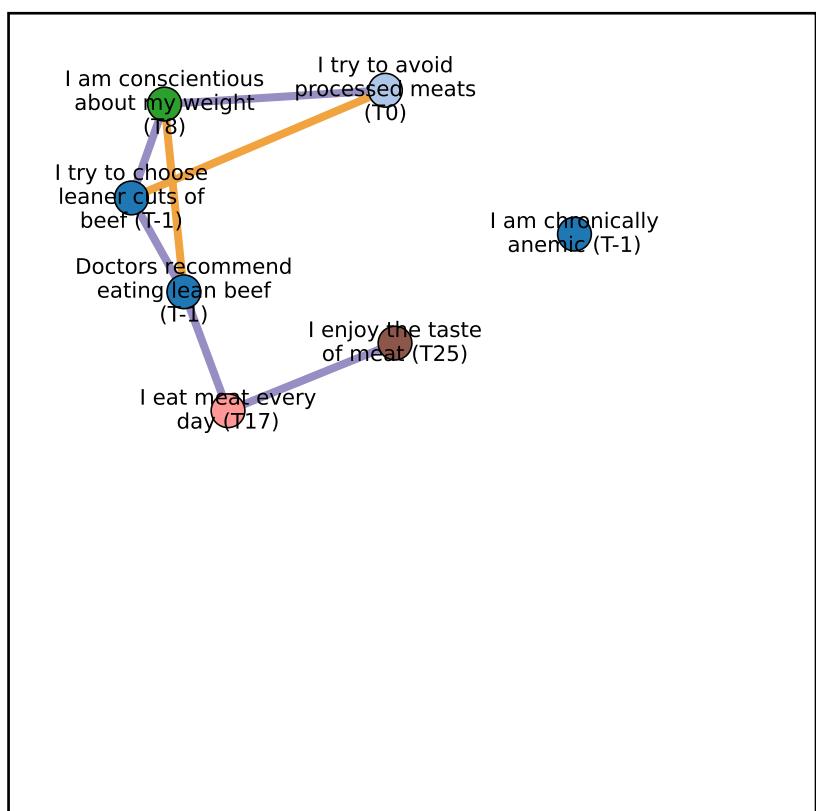
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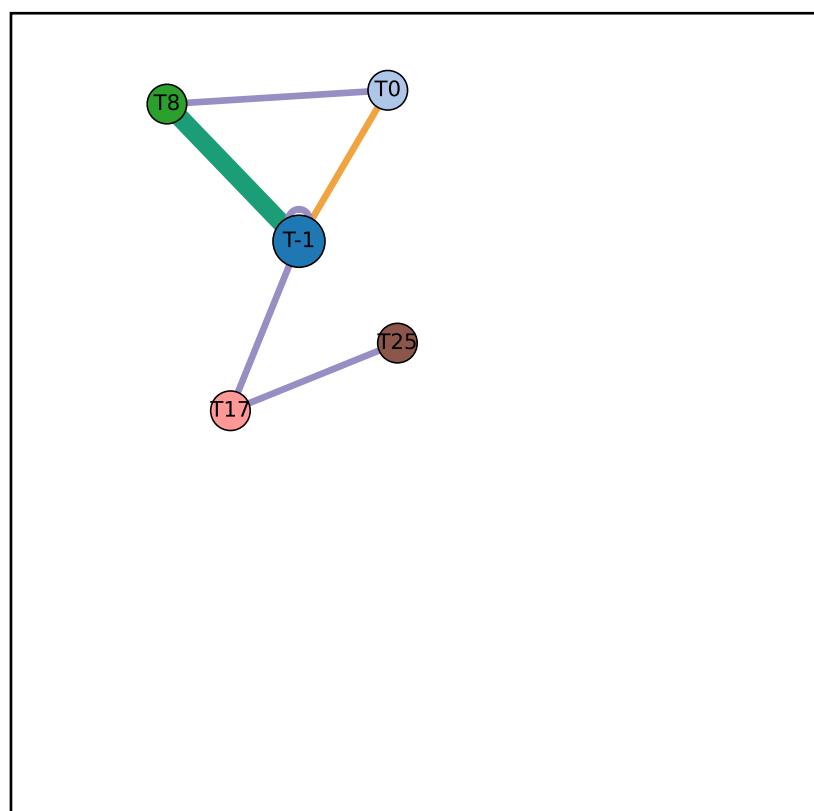
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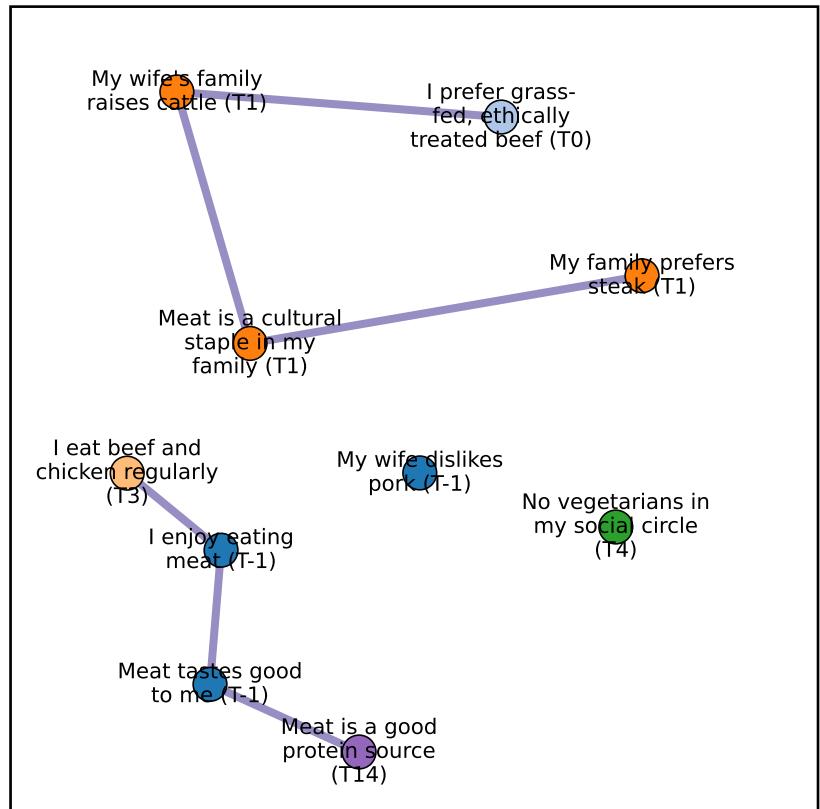
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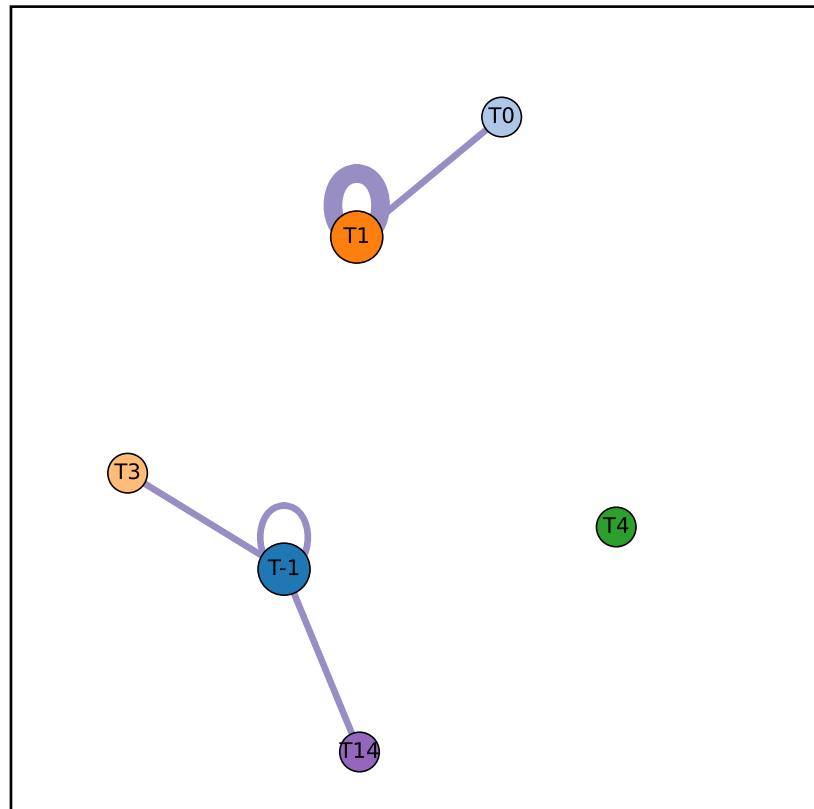
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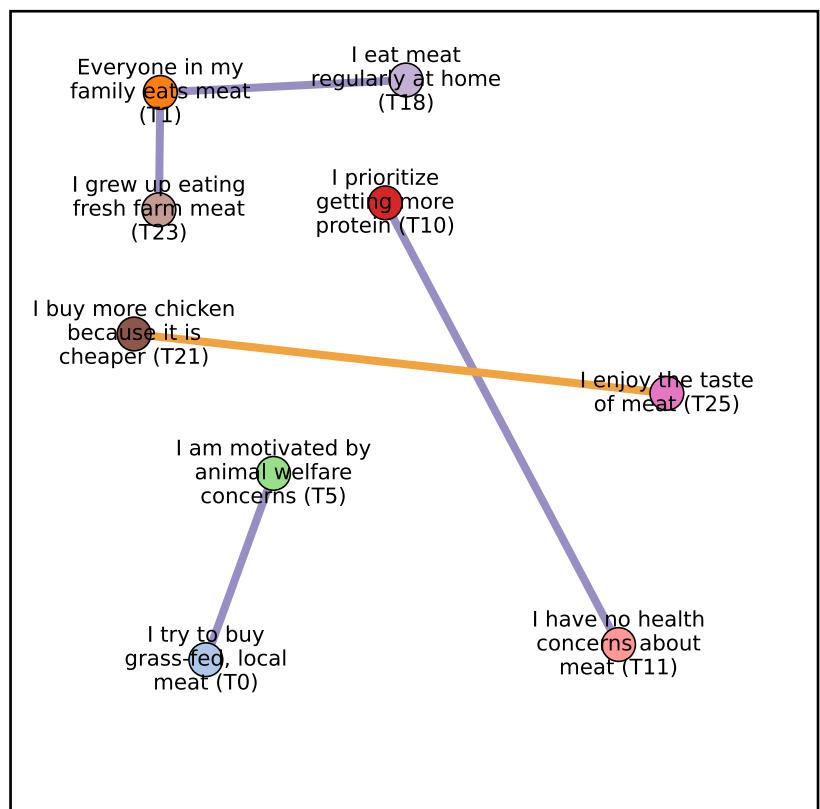
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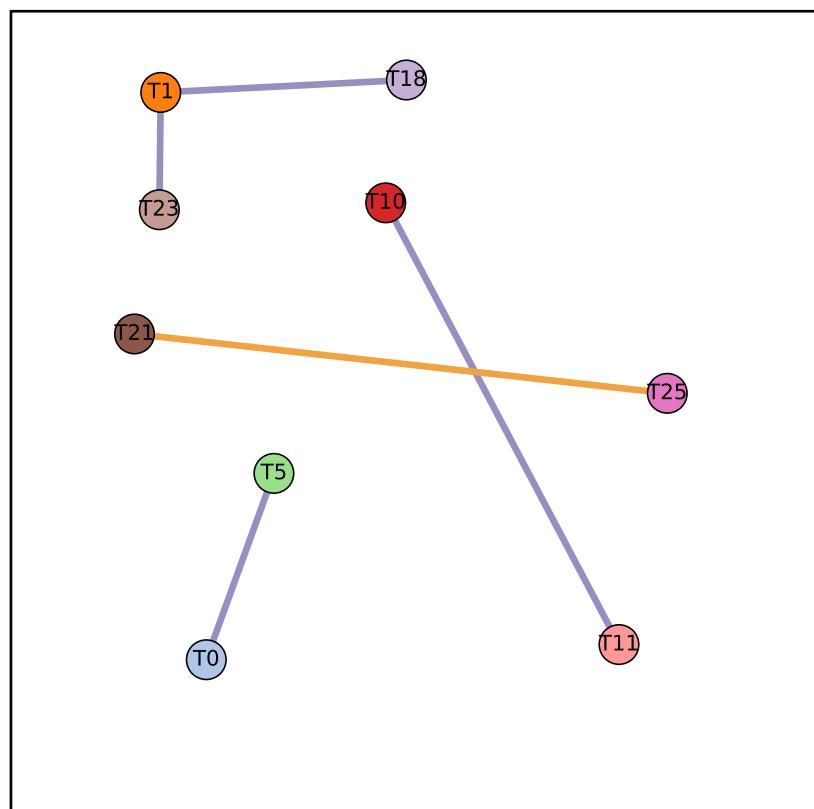
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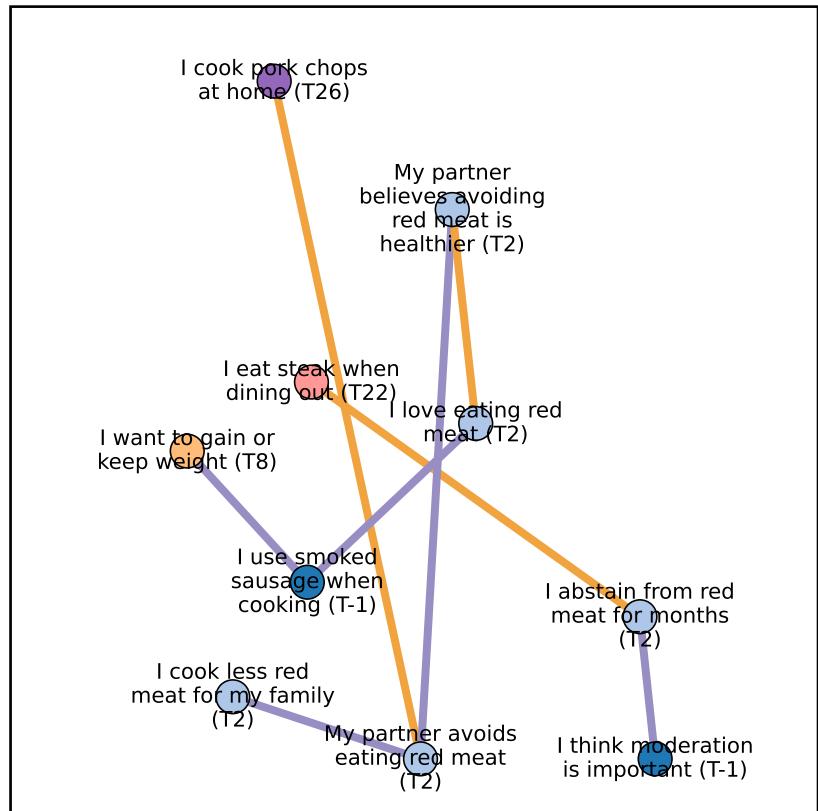
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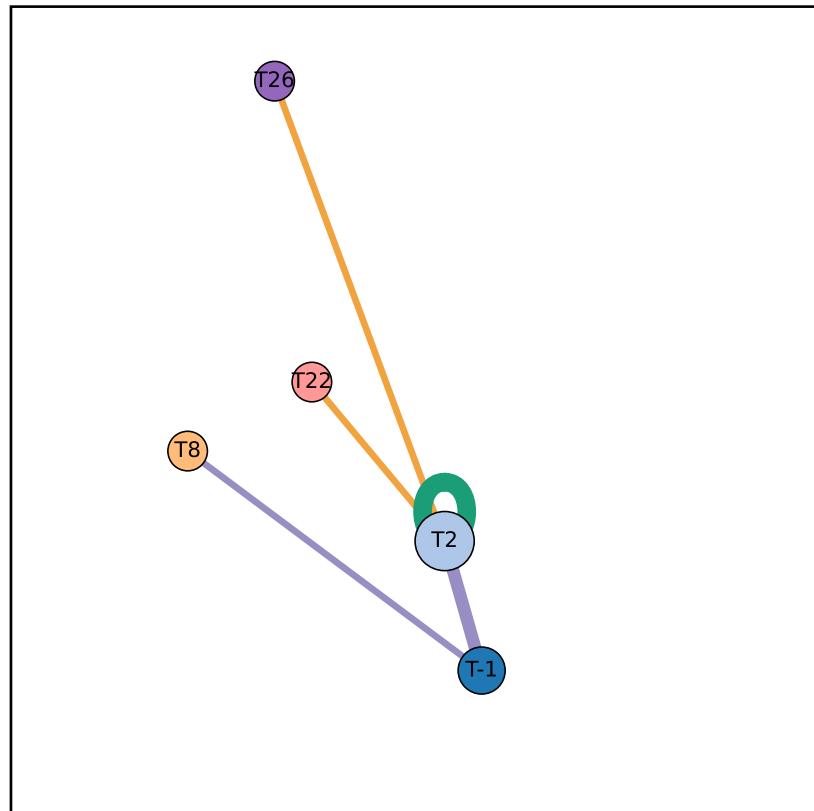
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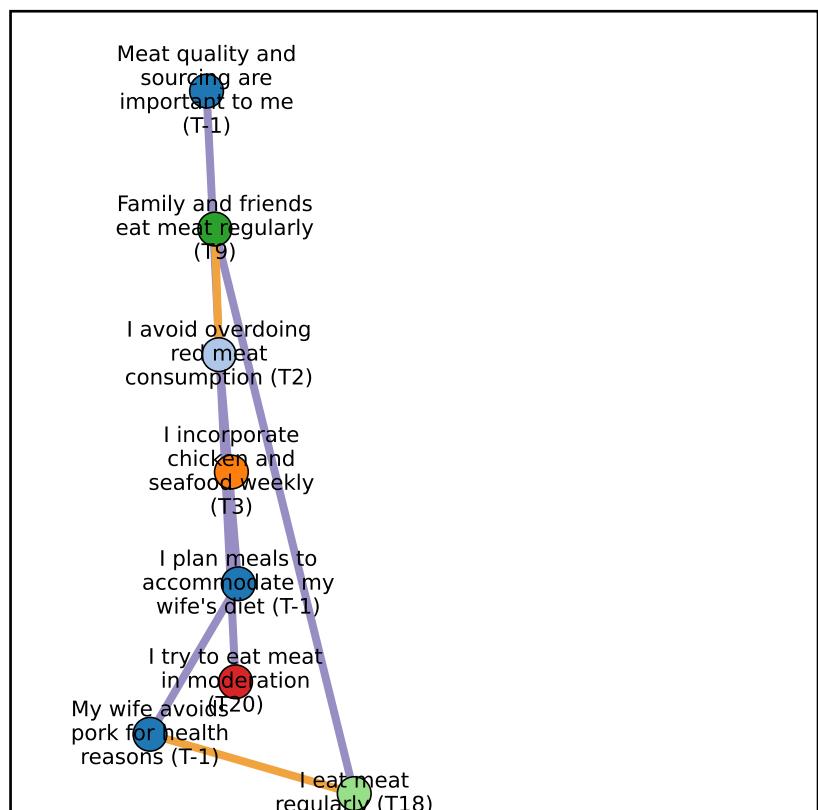
Wave 1 (stances)



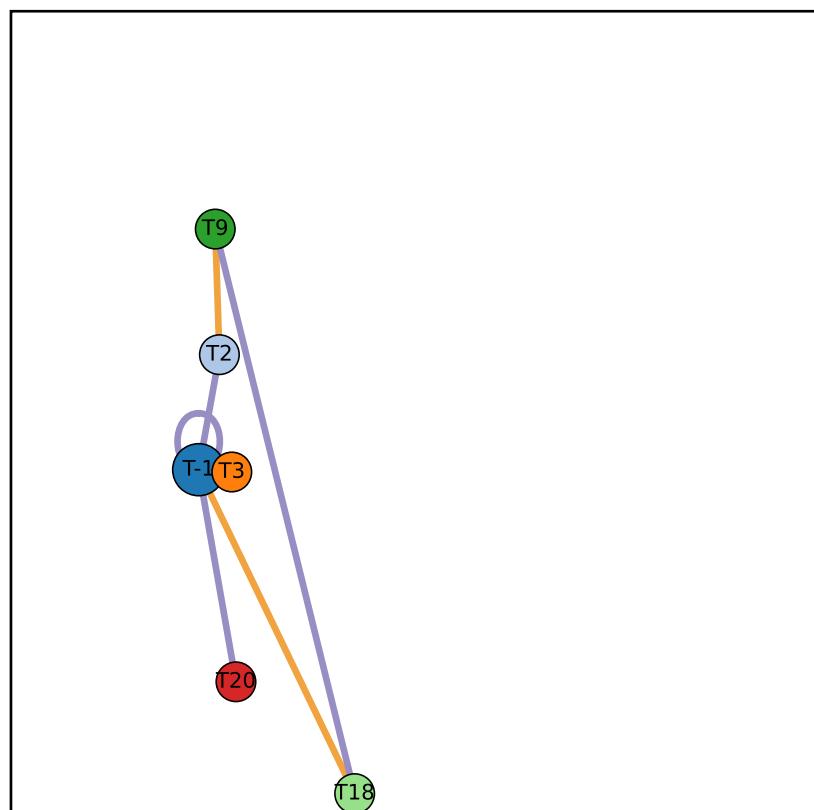
Wave 1 (topics)



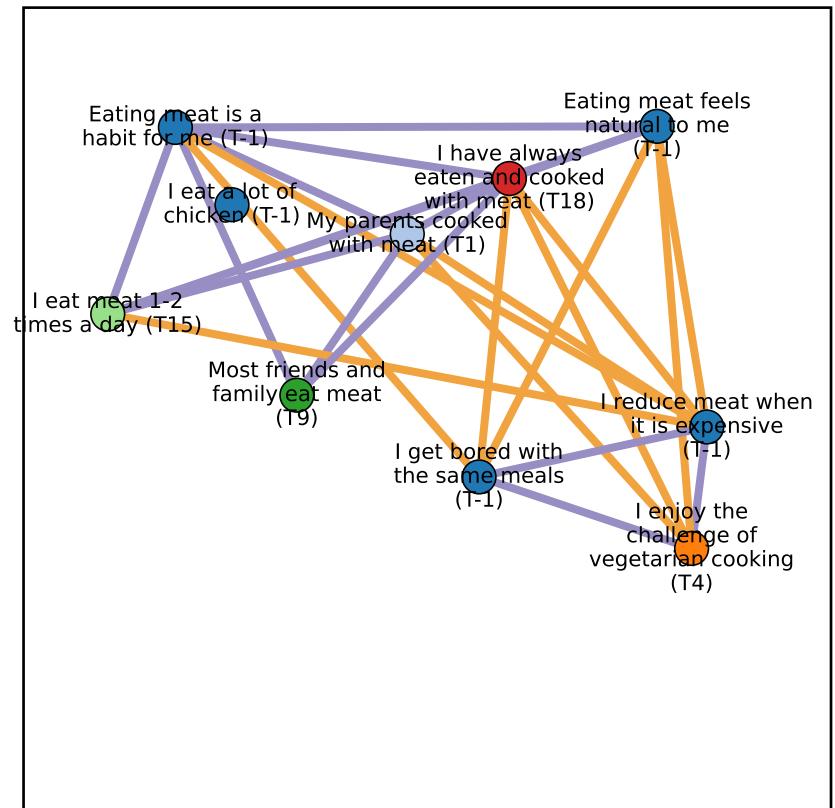
Wave 2 (stances)



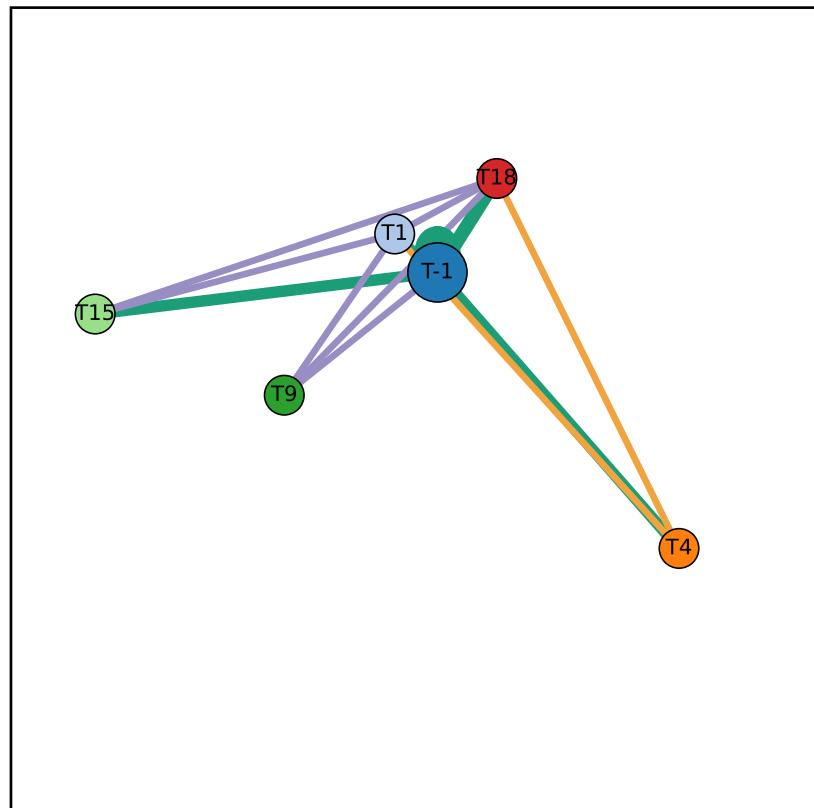
Wave 2 (topics)



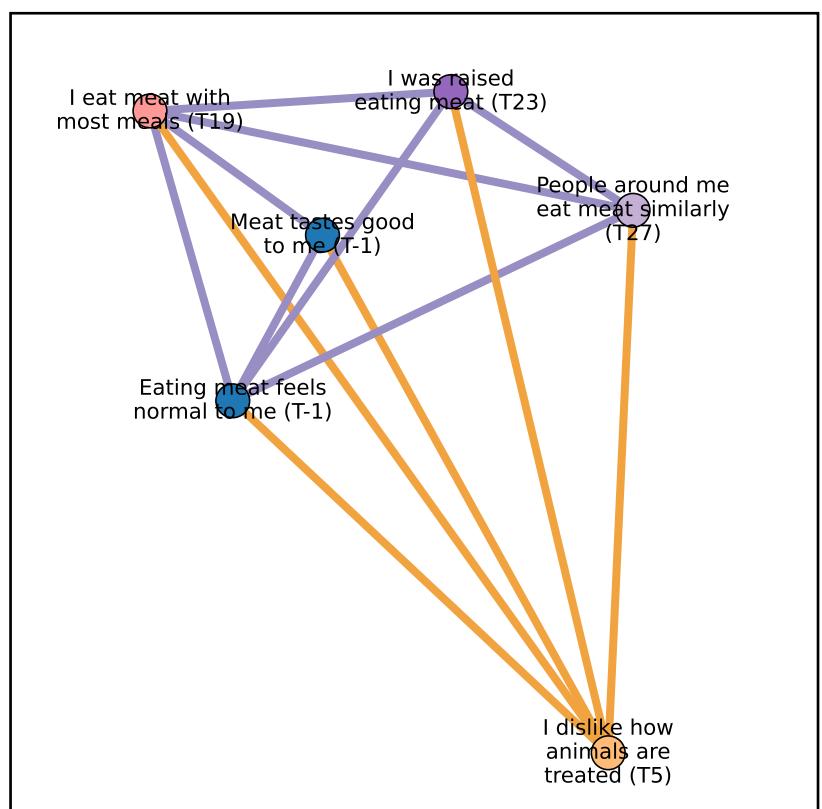
Wave 1 (stances)



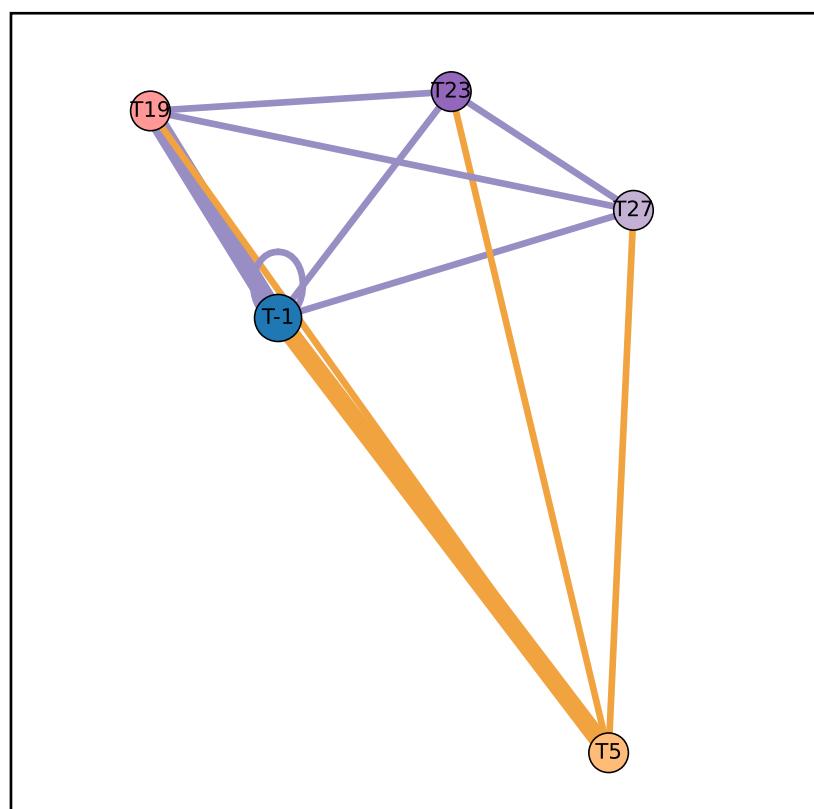
Wave 1 (topics)



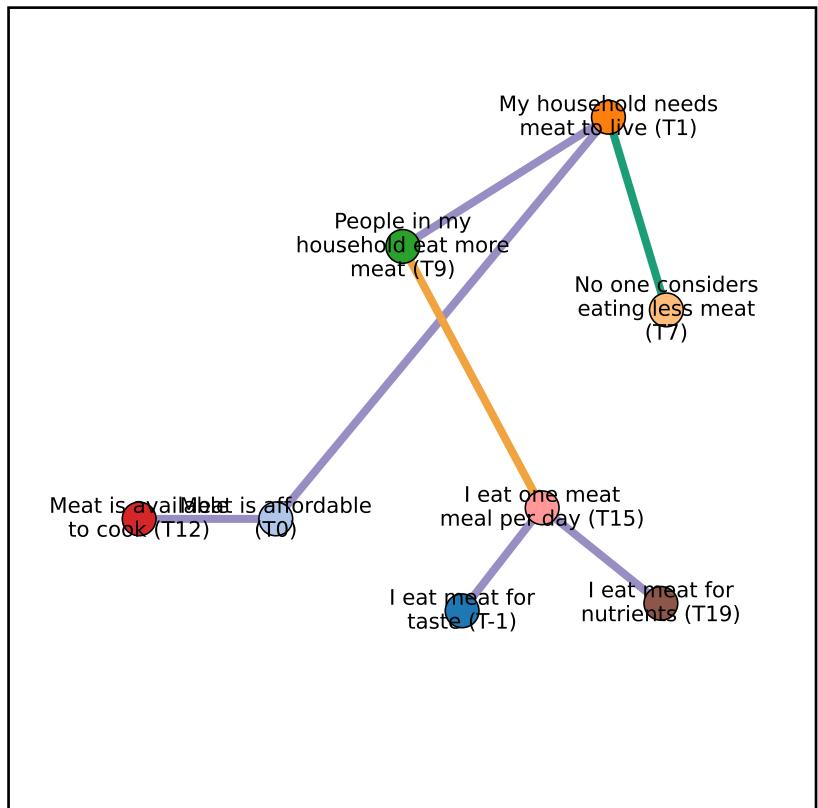
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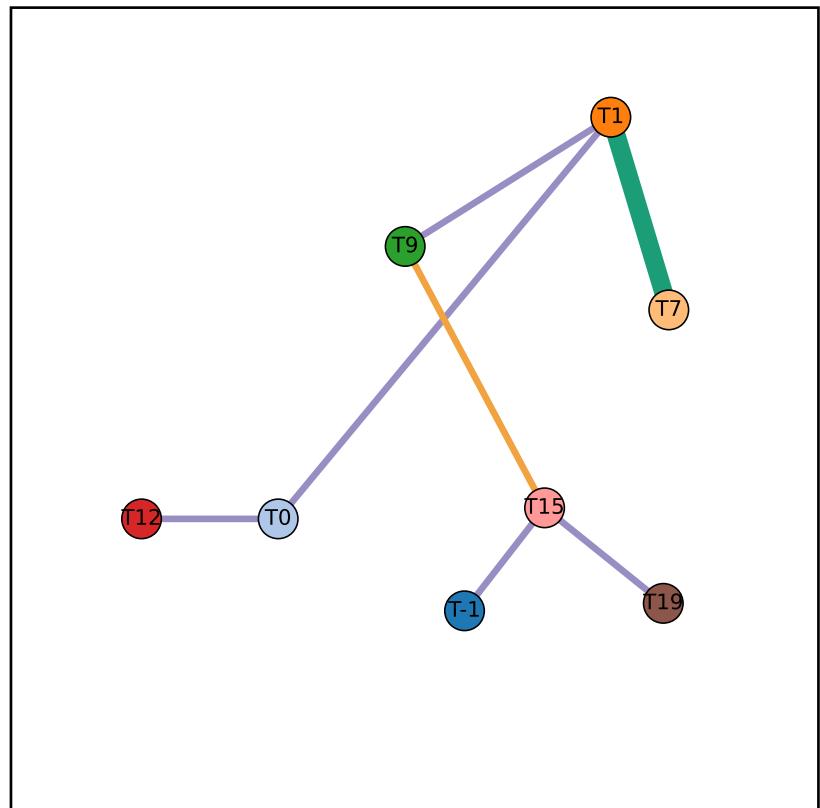
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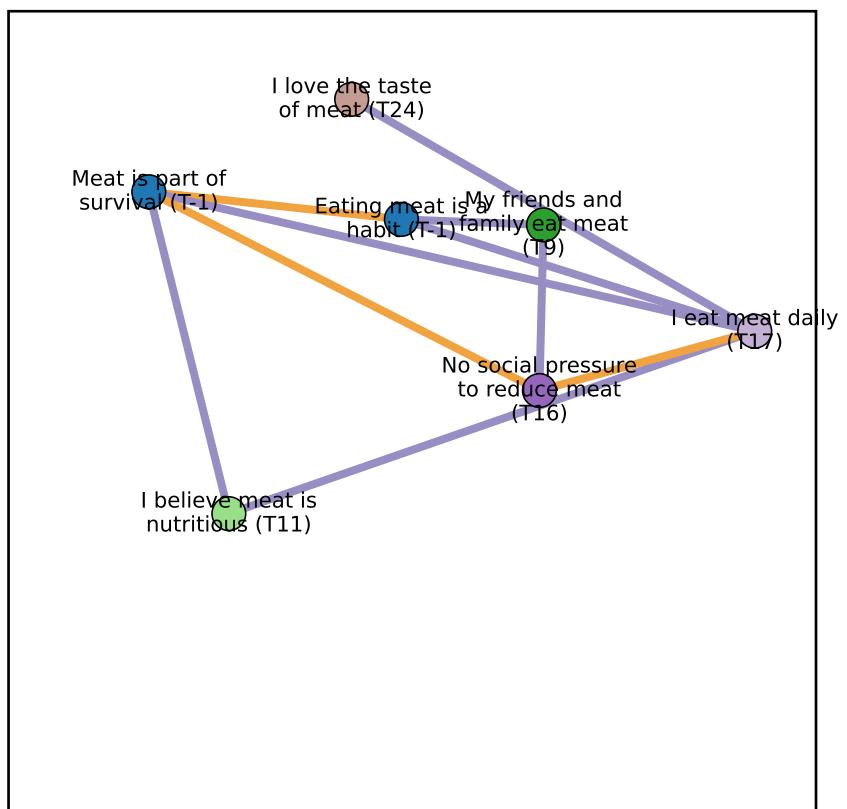
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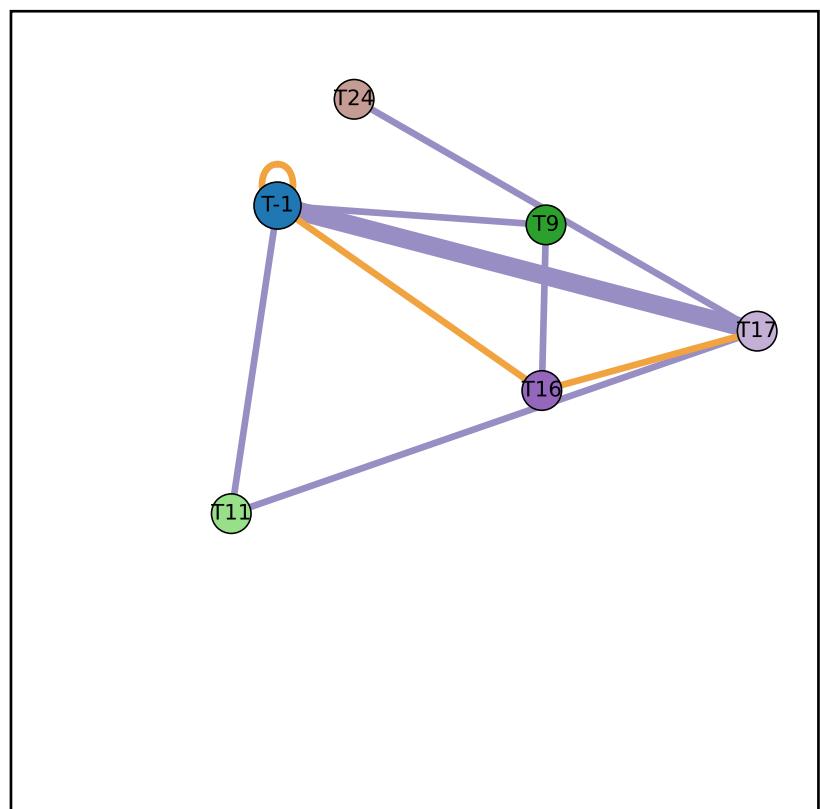
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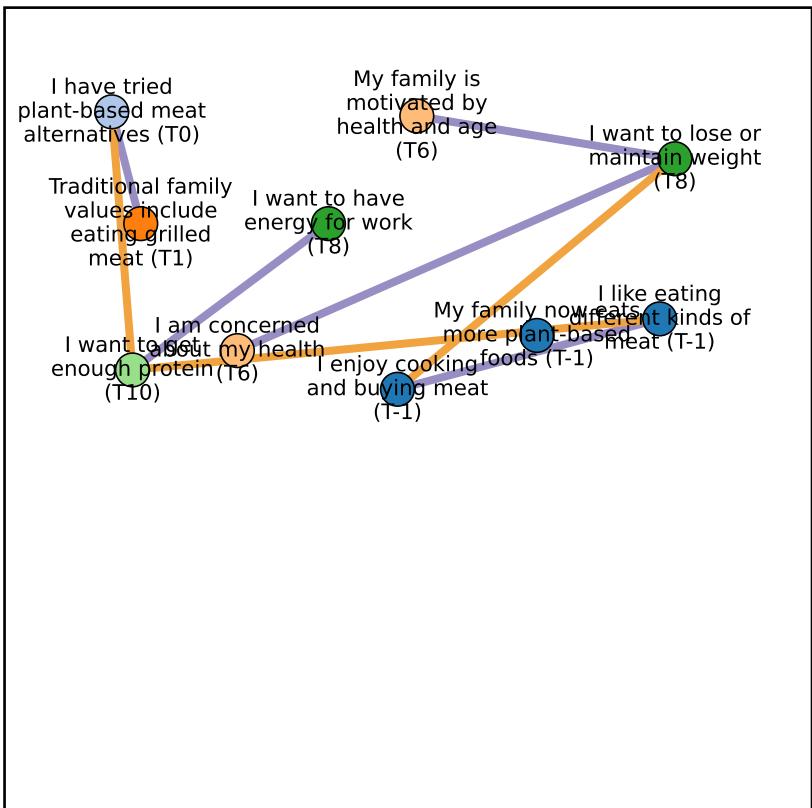
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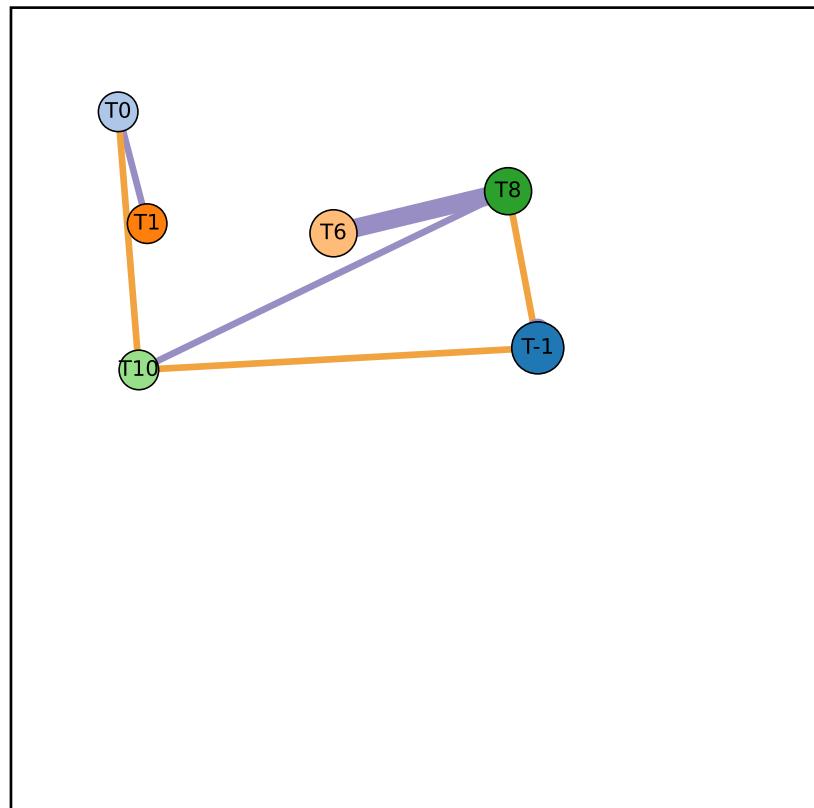
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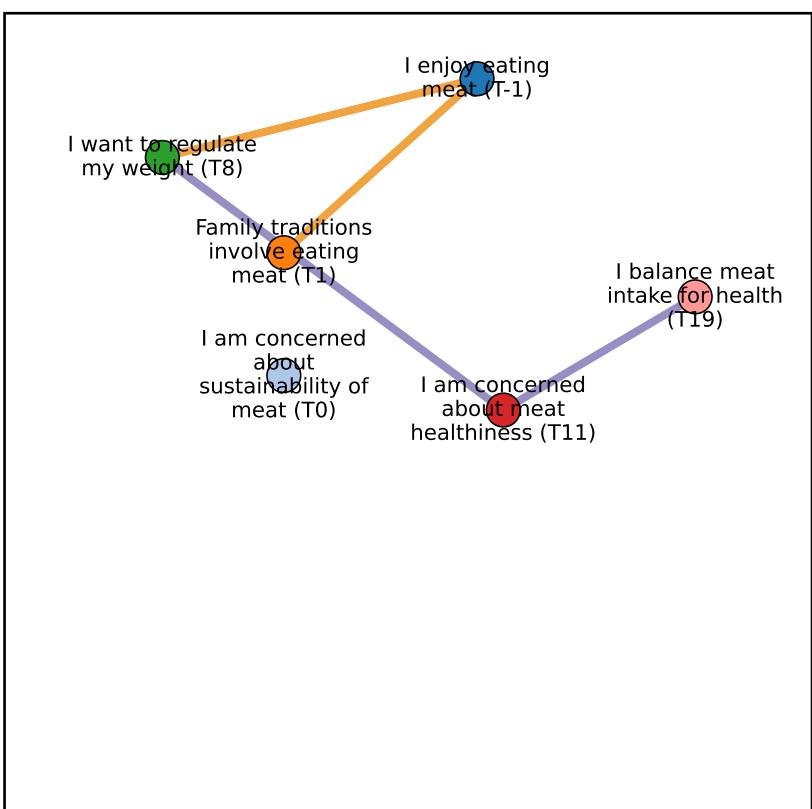
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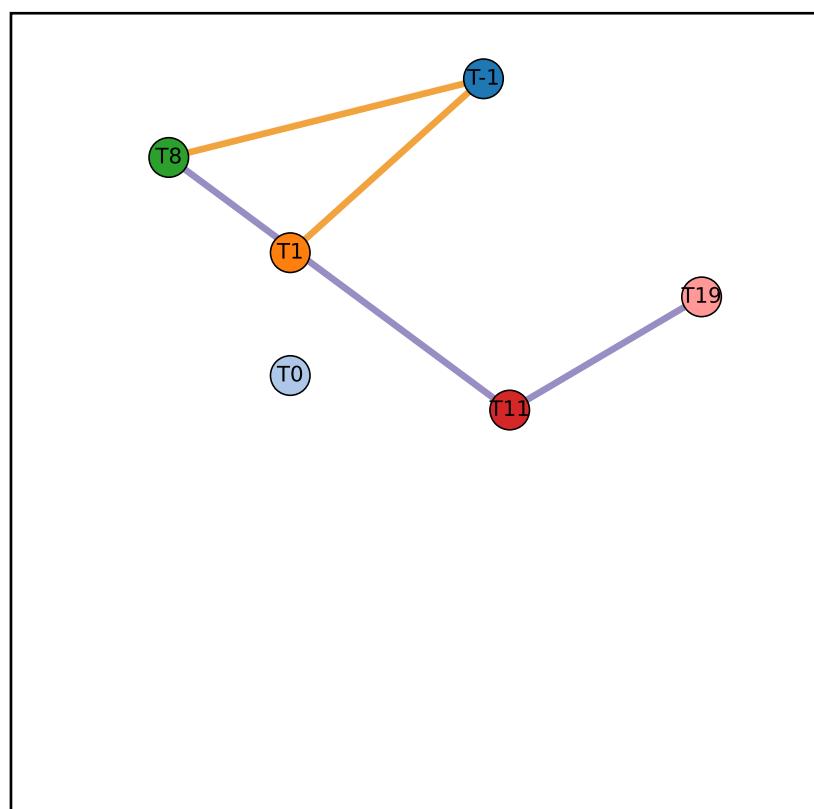
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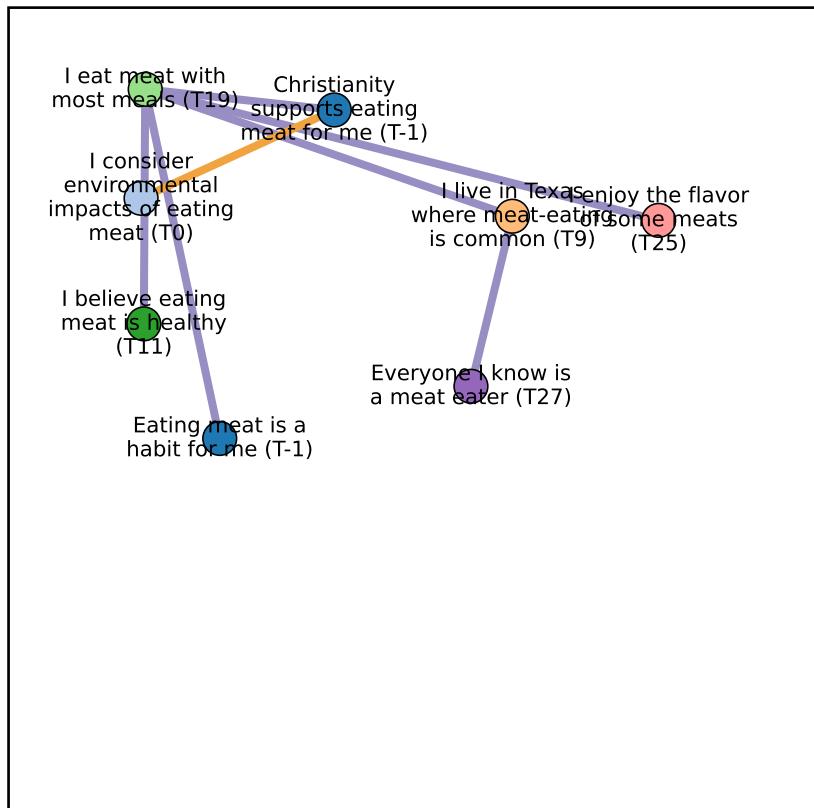
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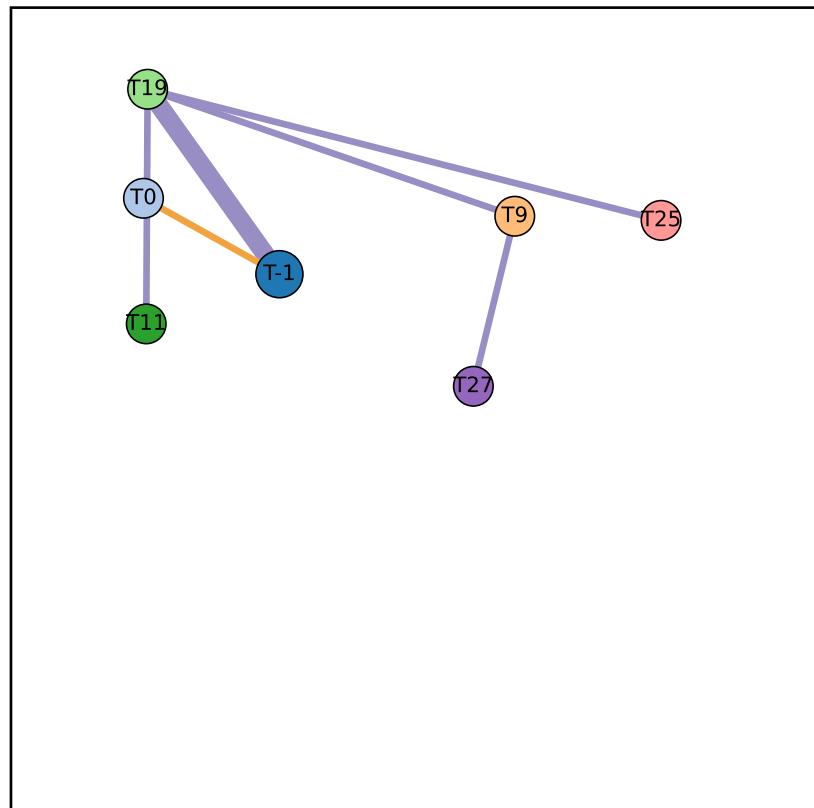
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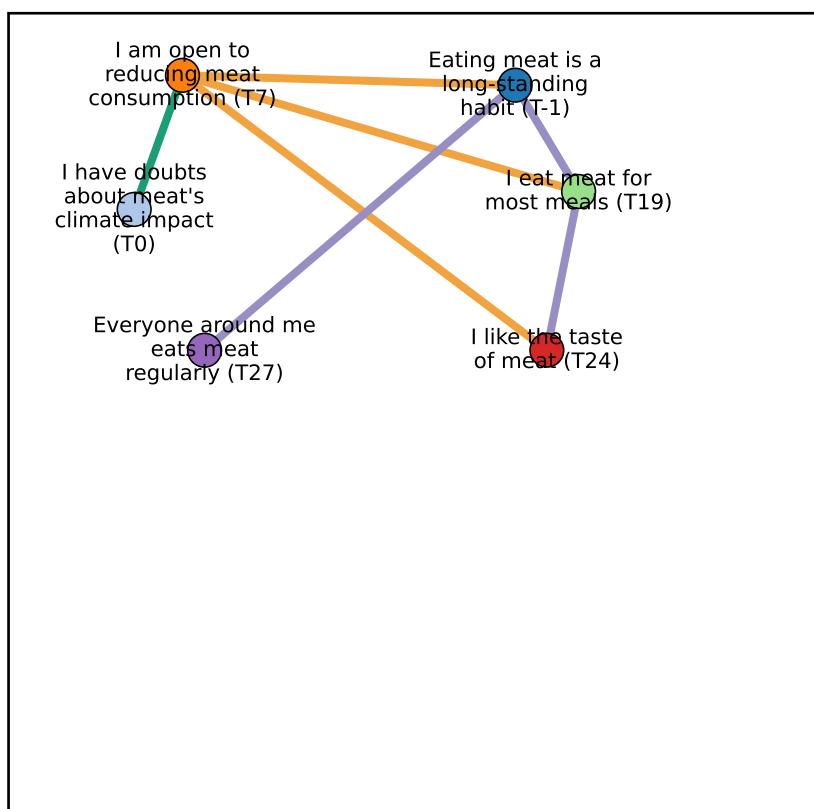
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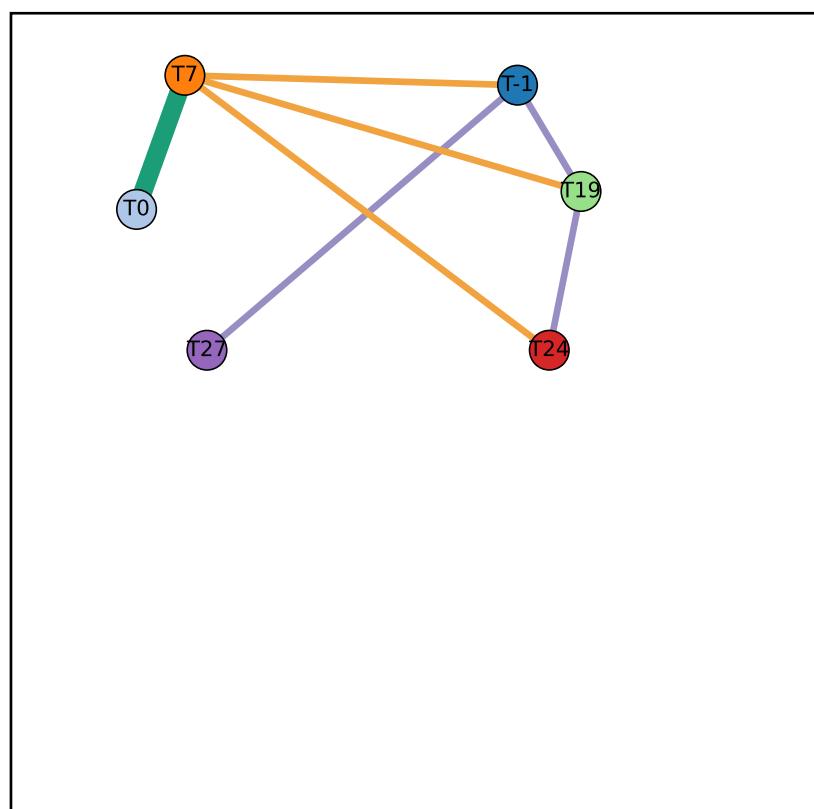
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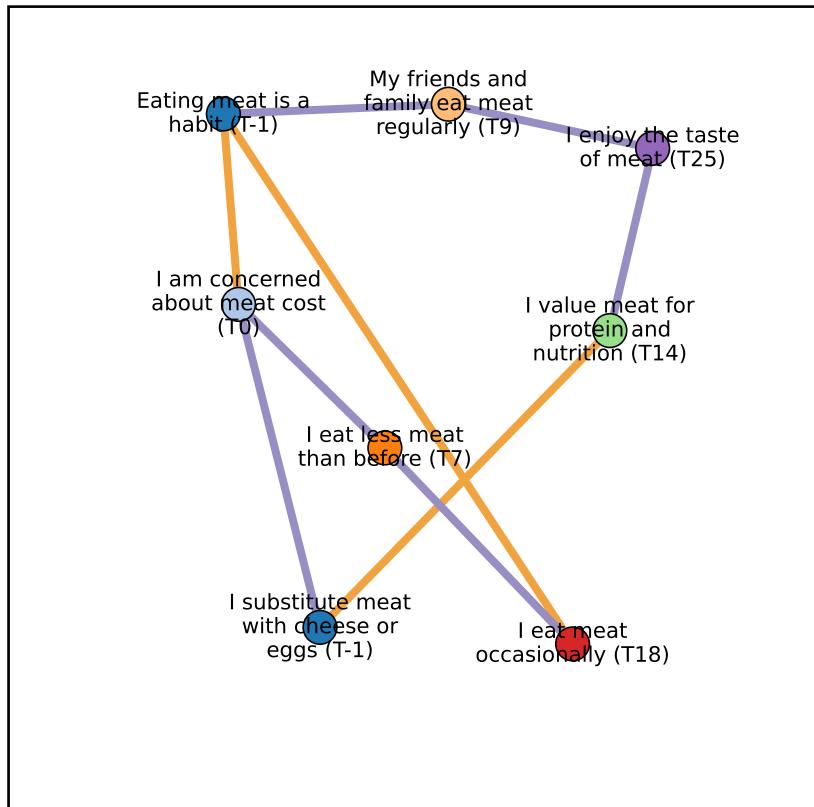
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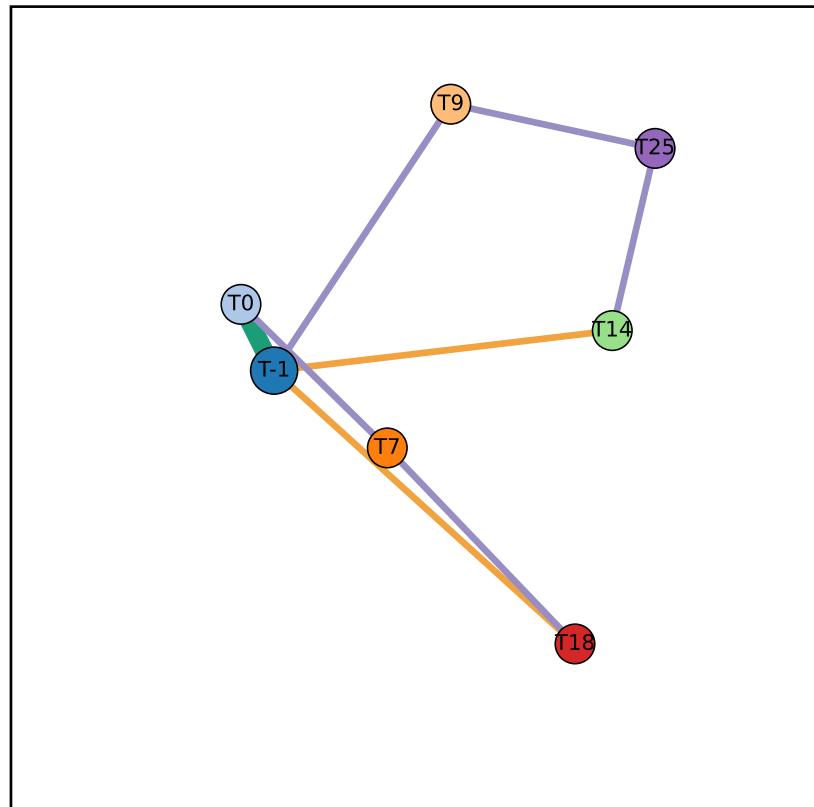
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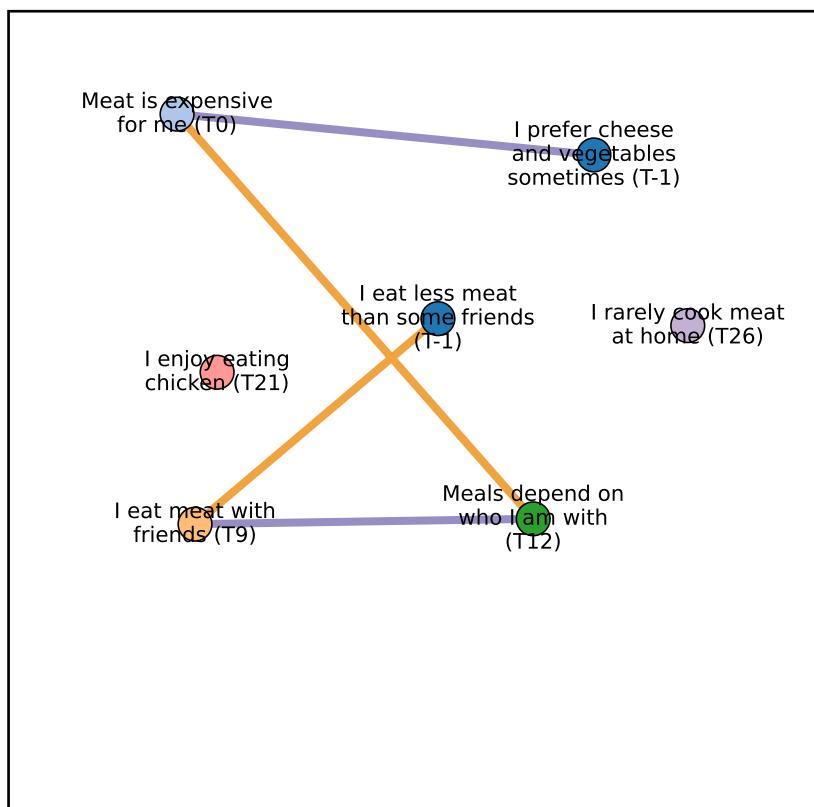
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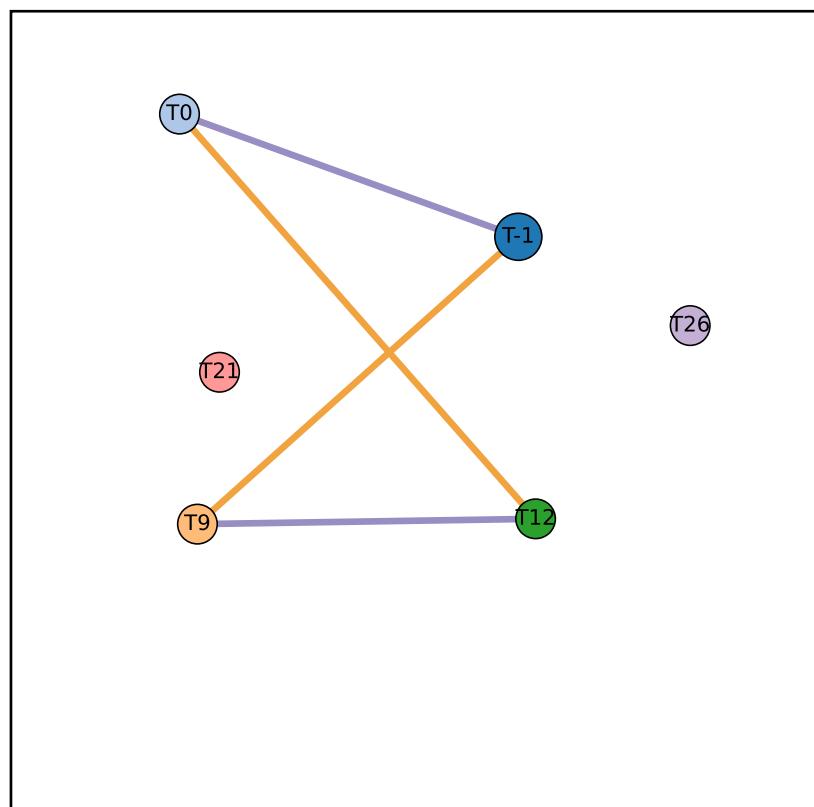
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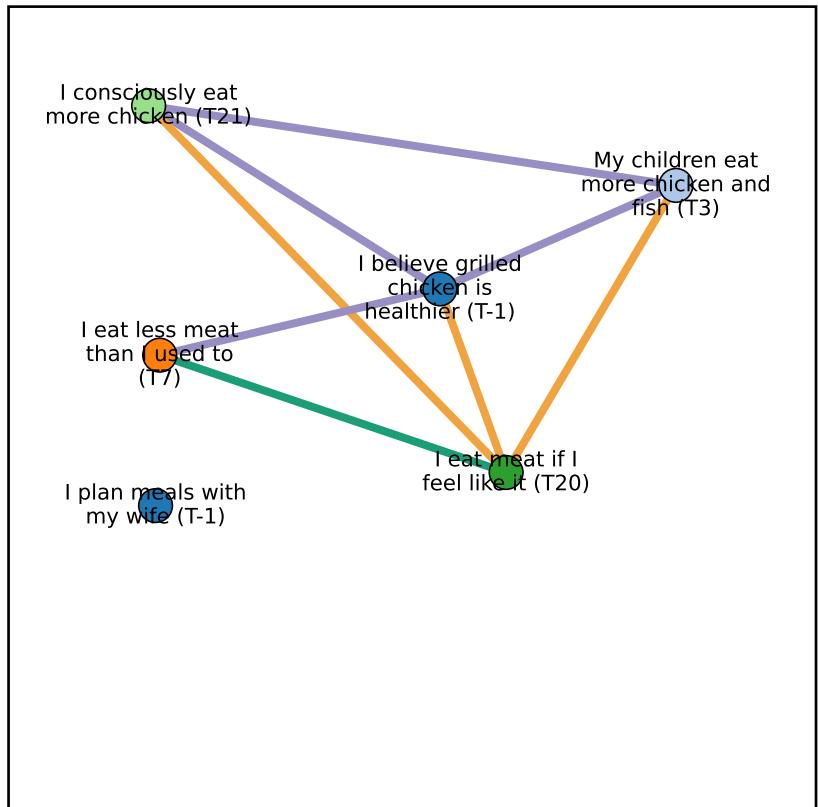
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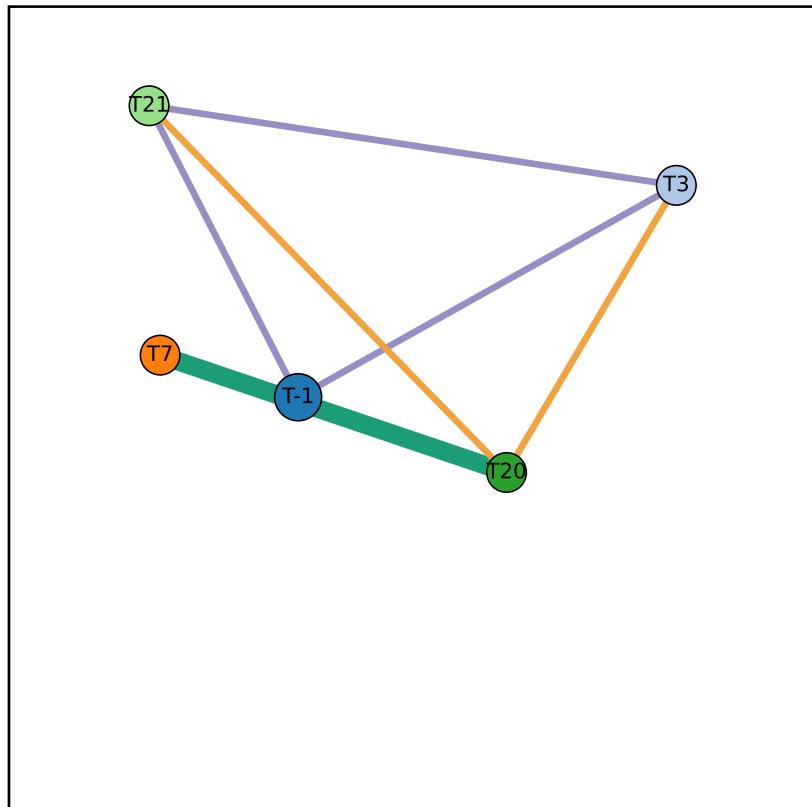
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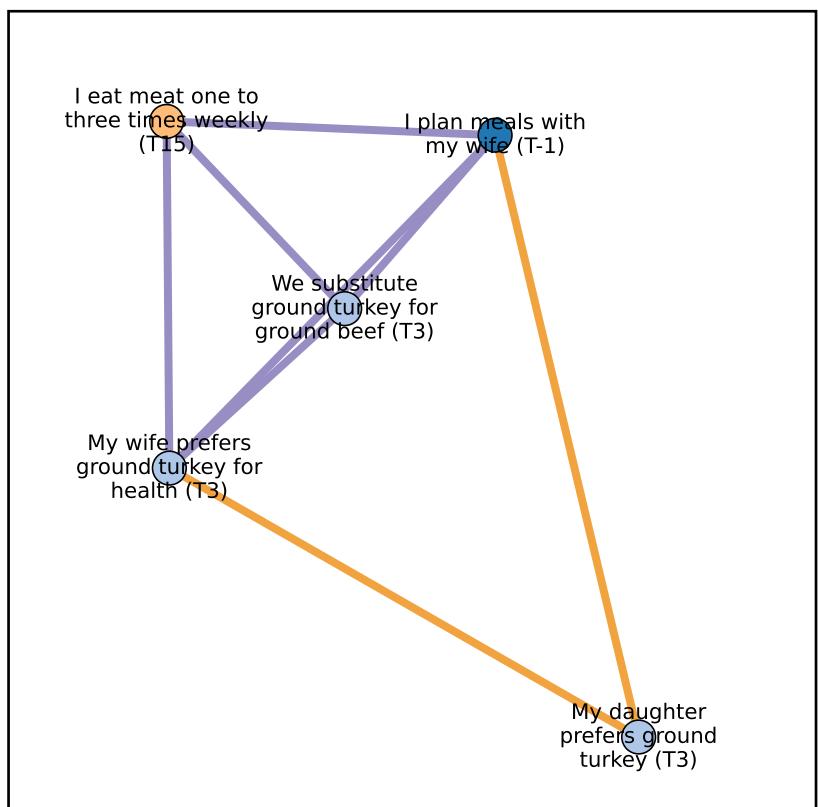
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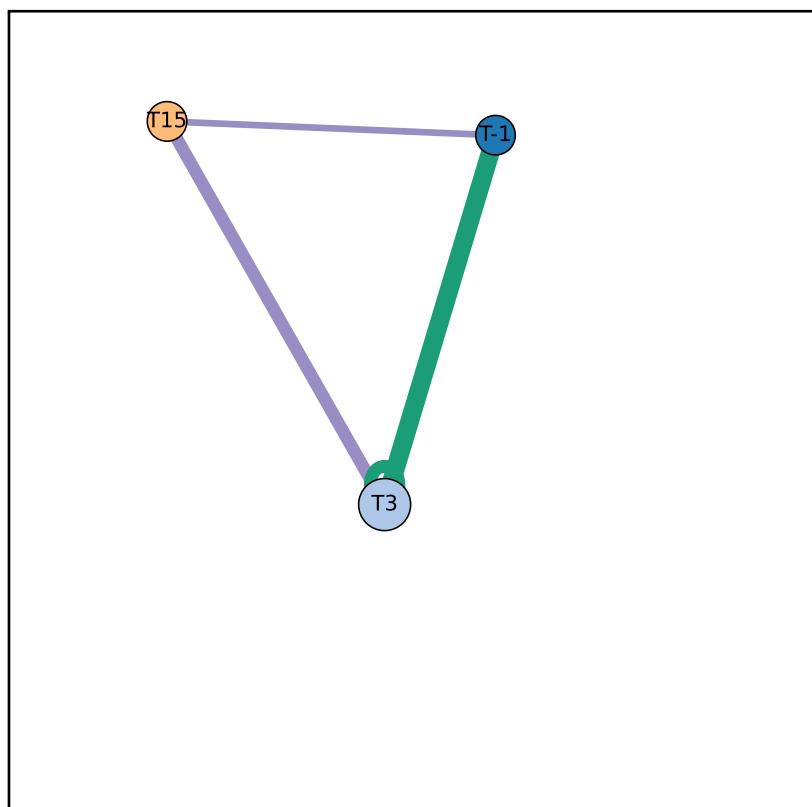
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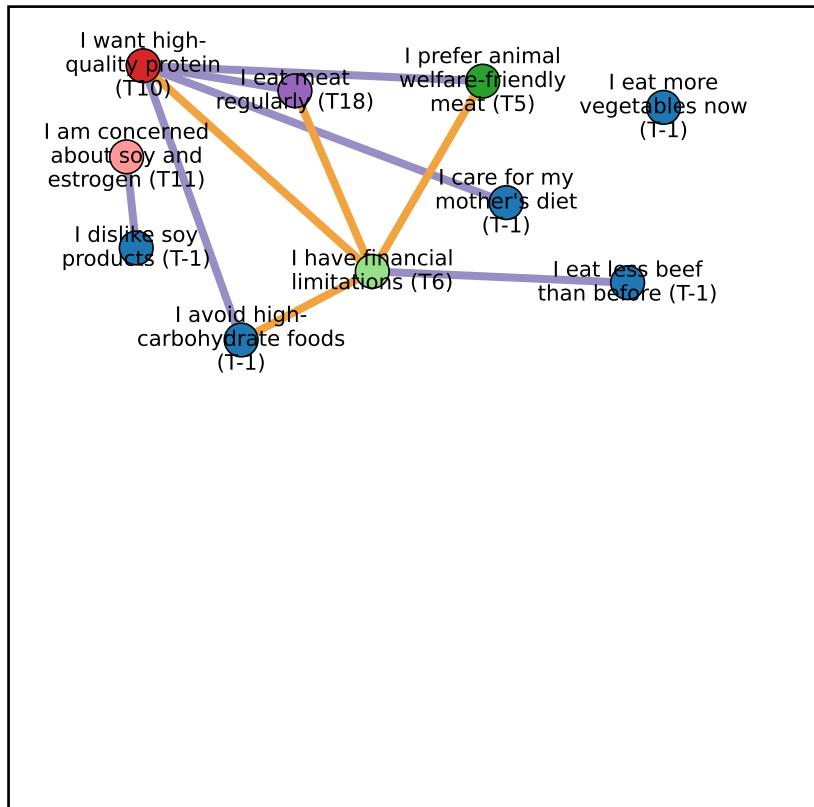
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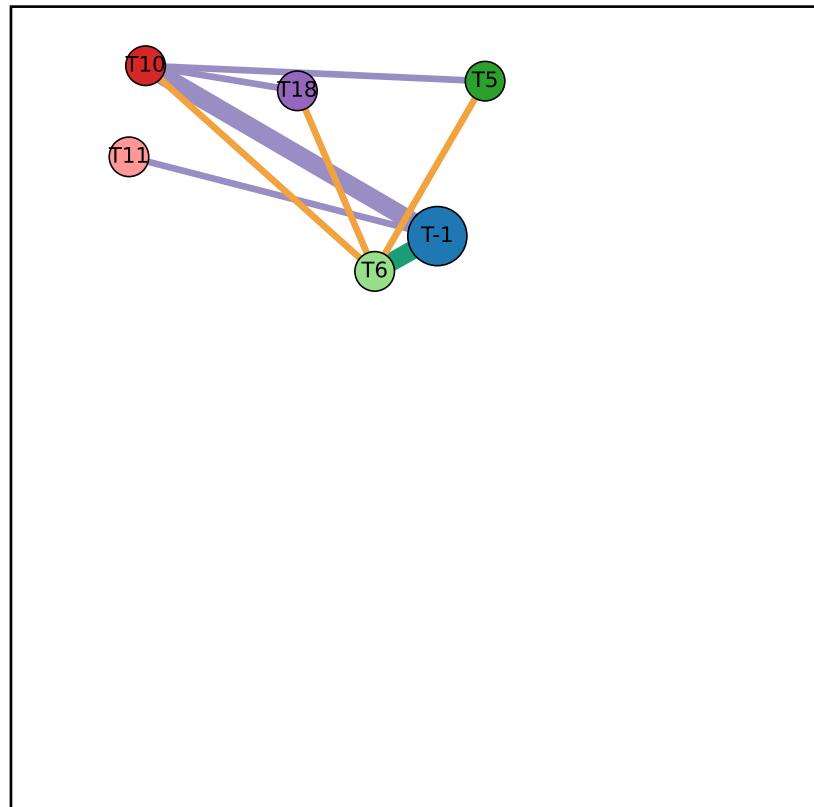
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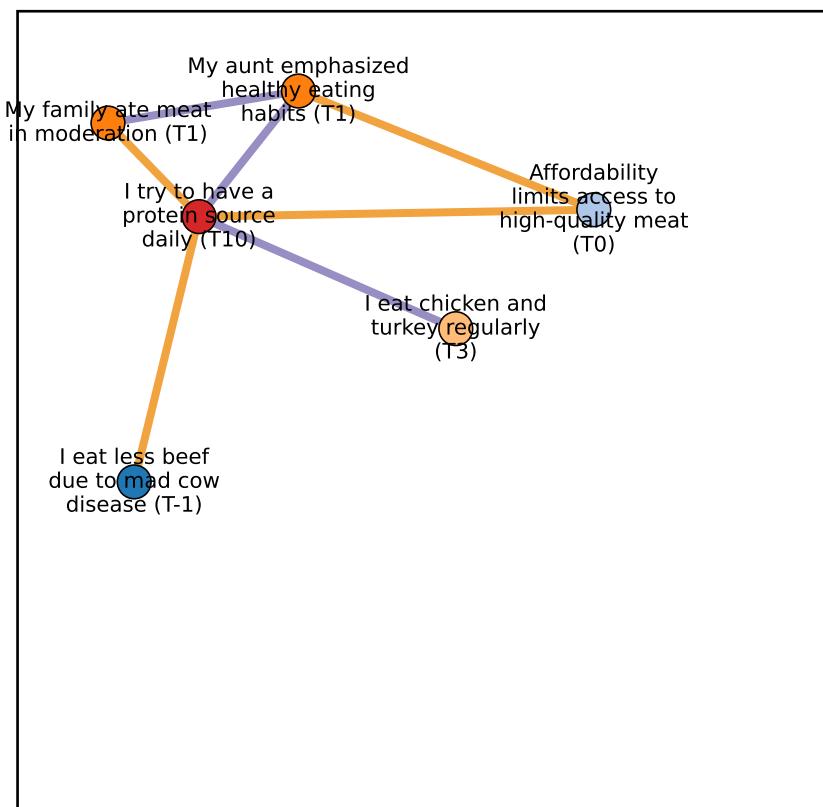
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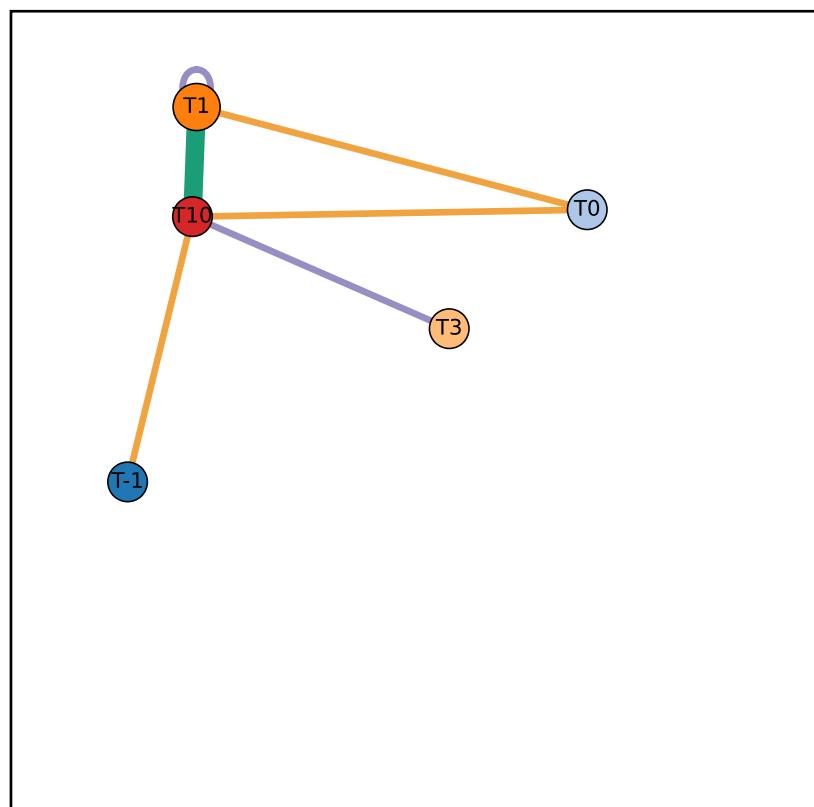
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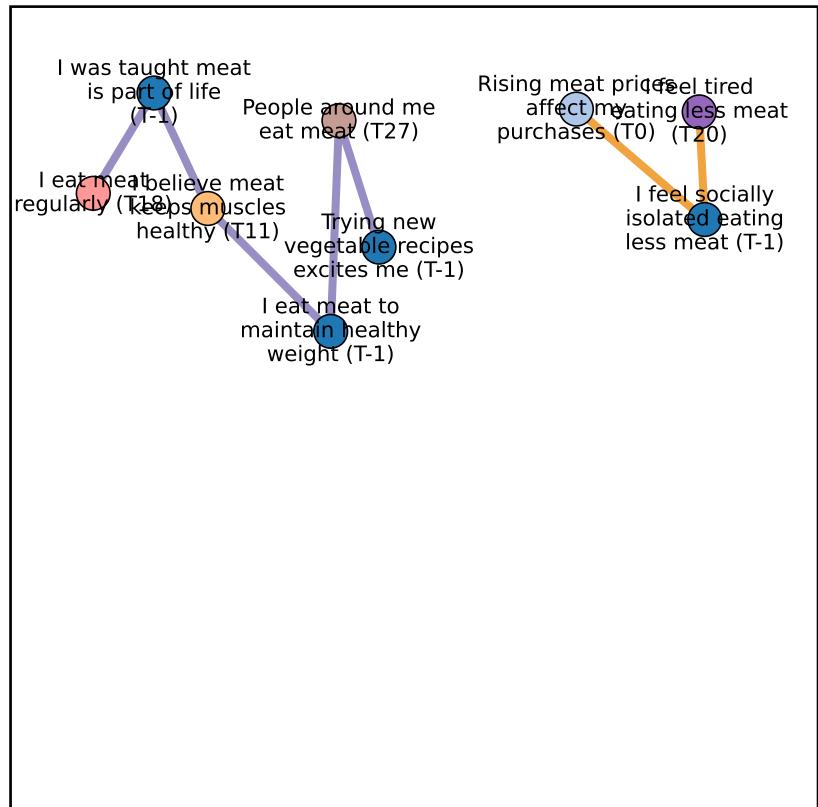
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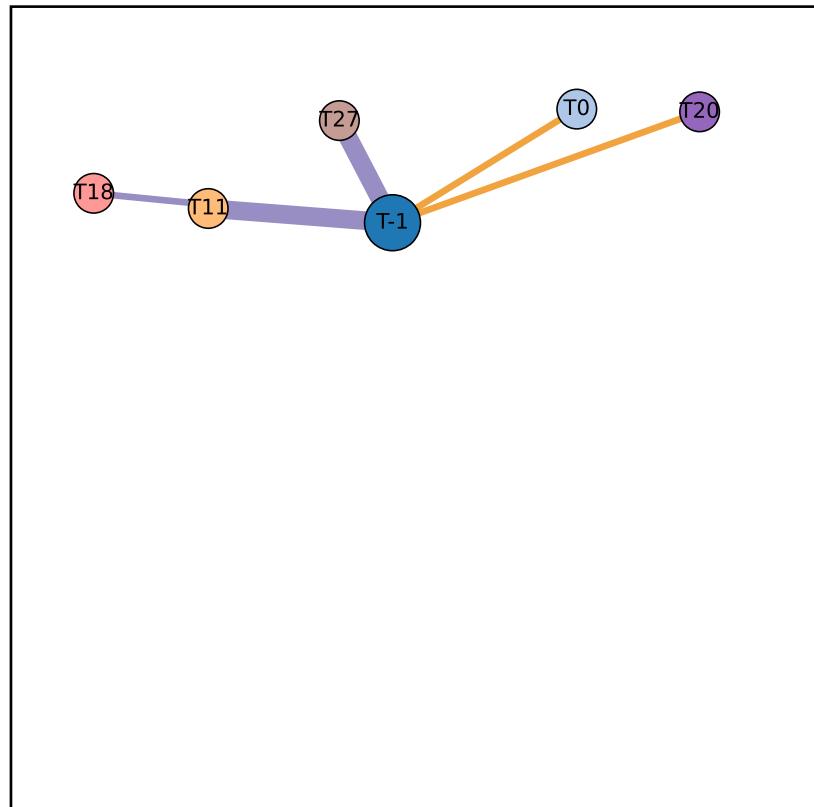
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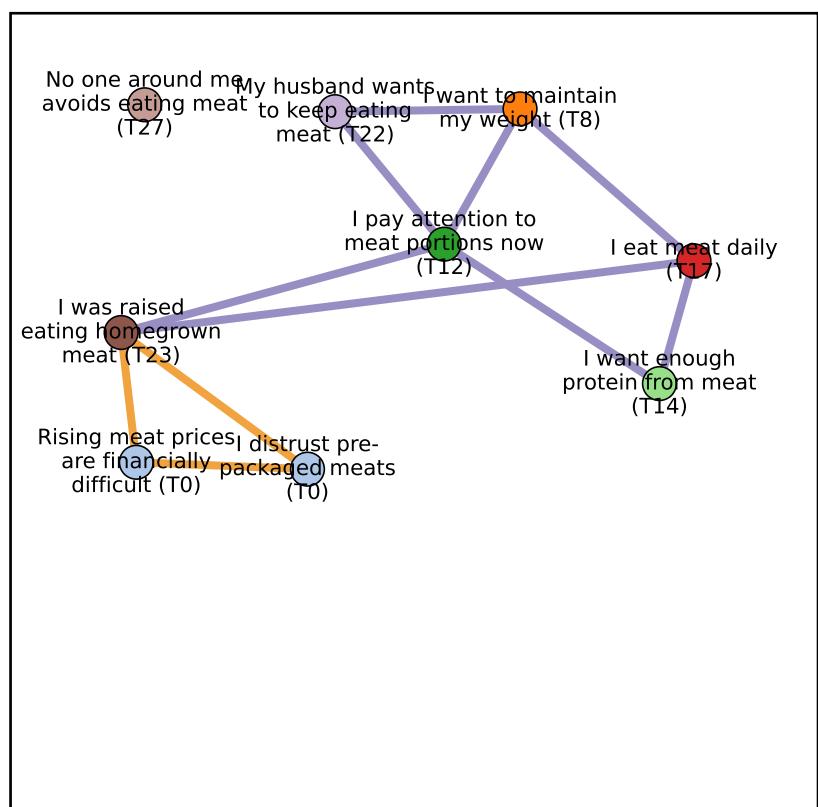
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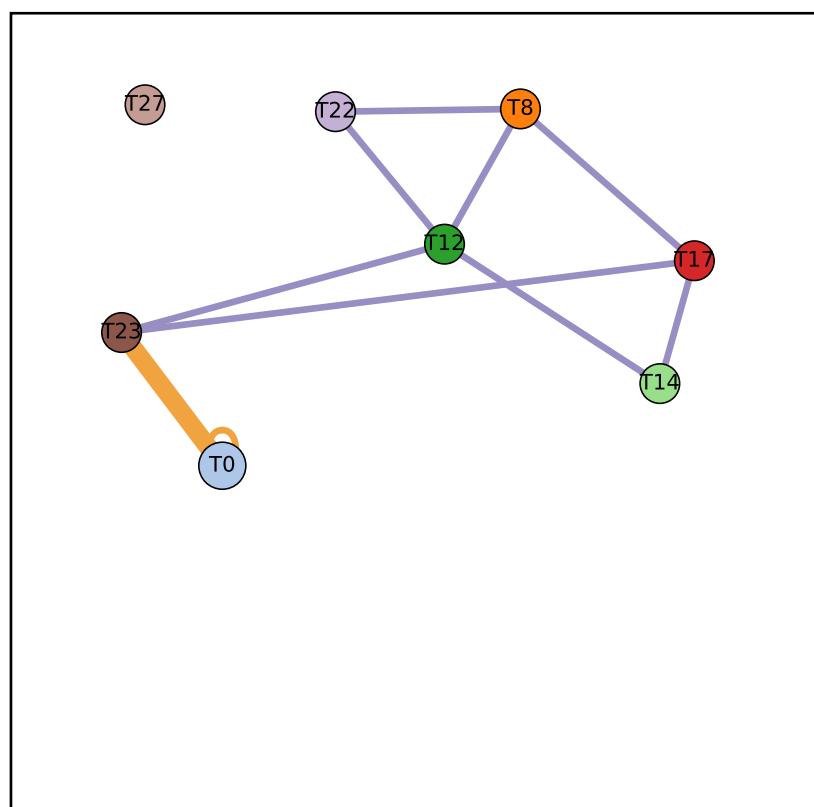
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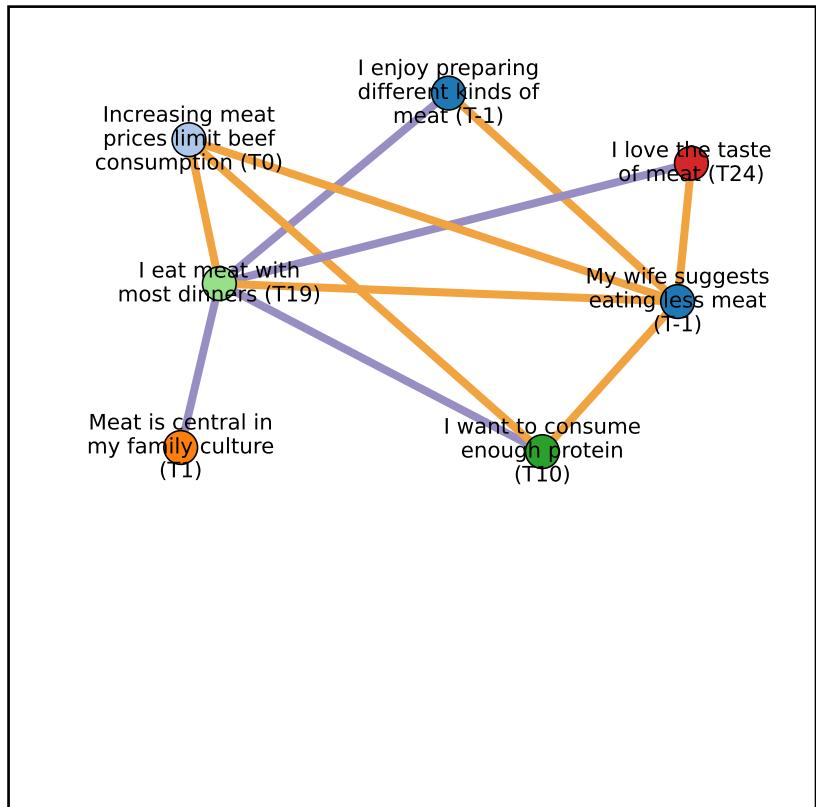
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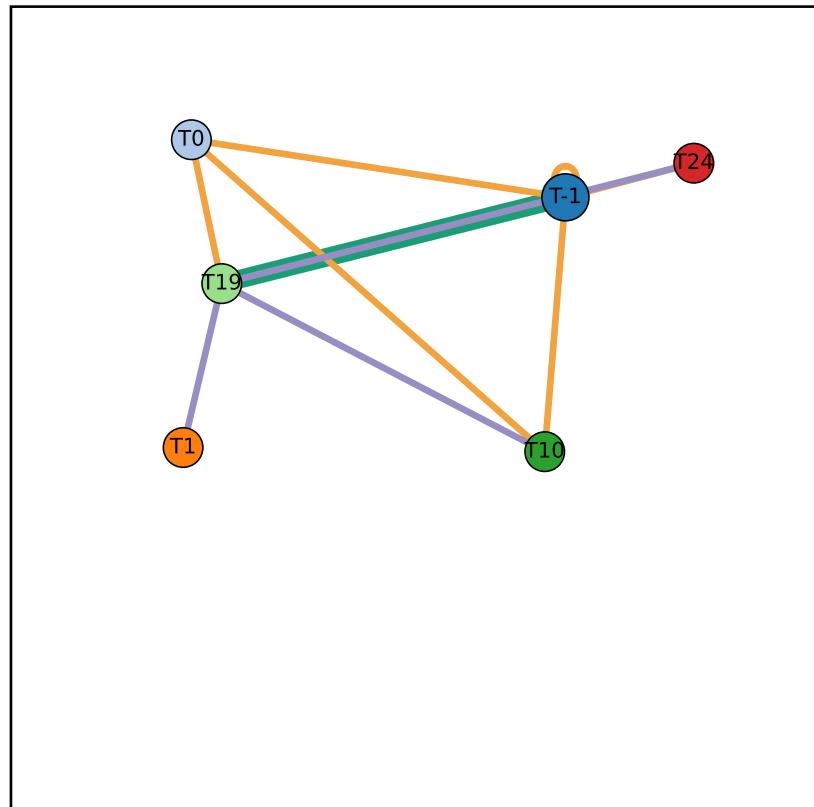
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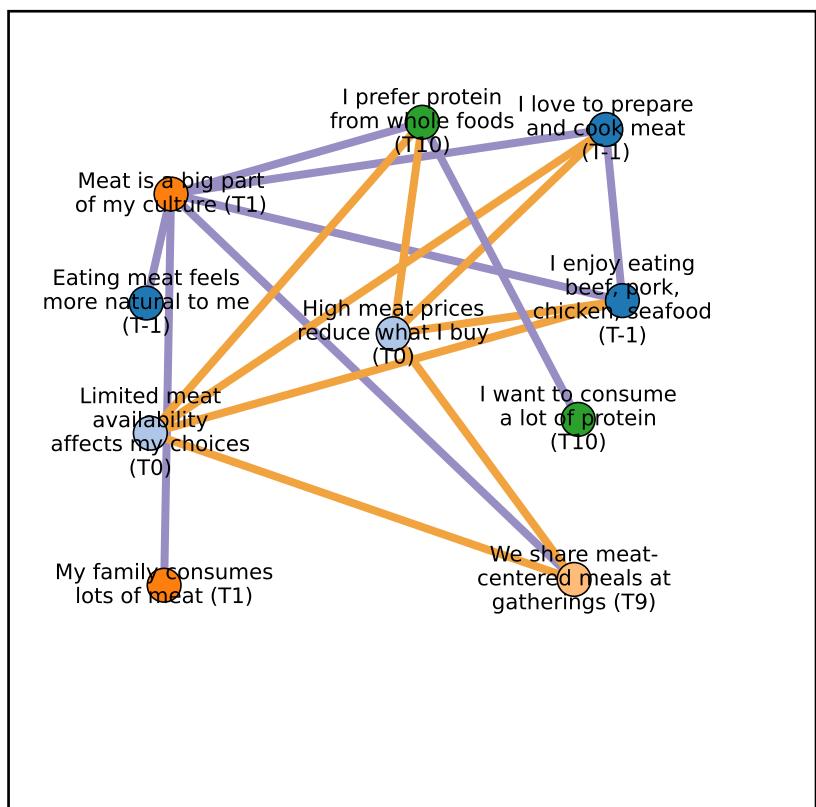
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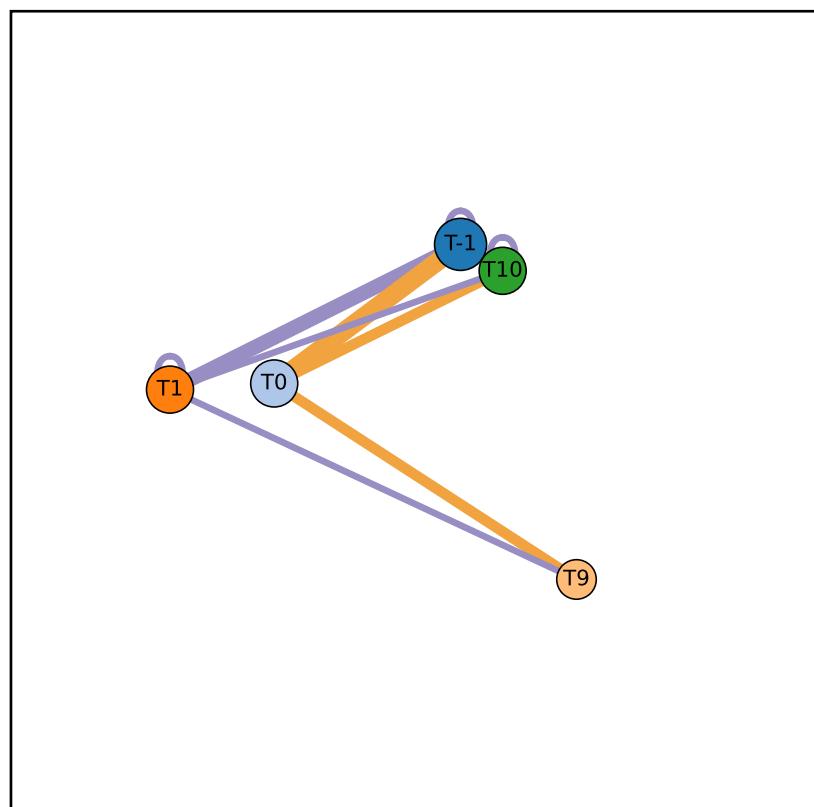
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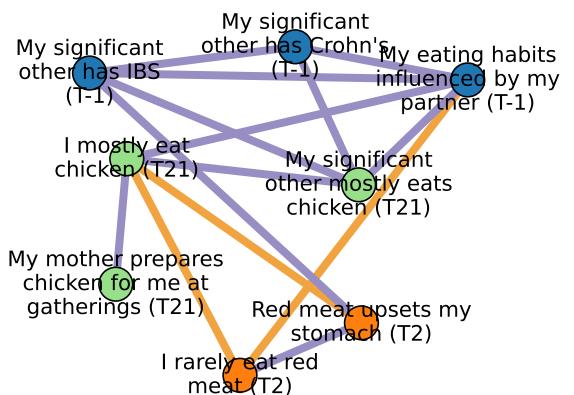
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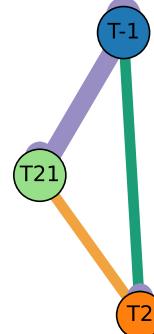
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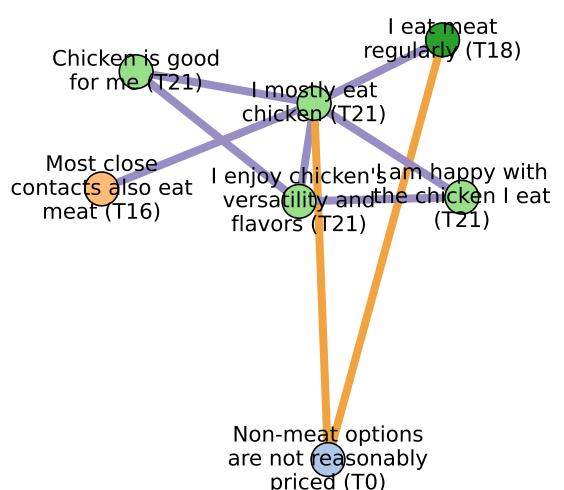
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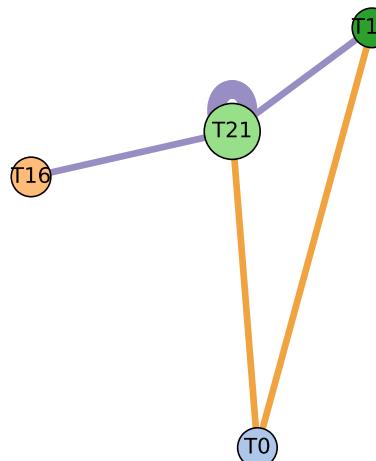
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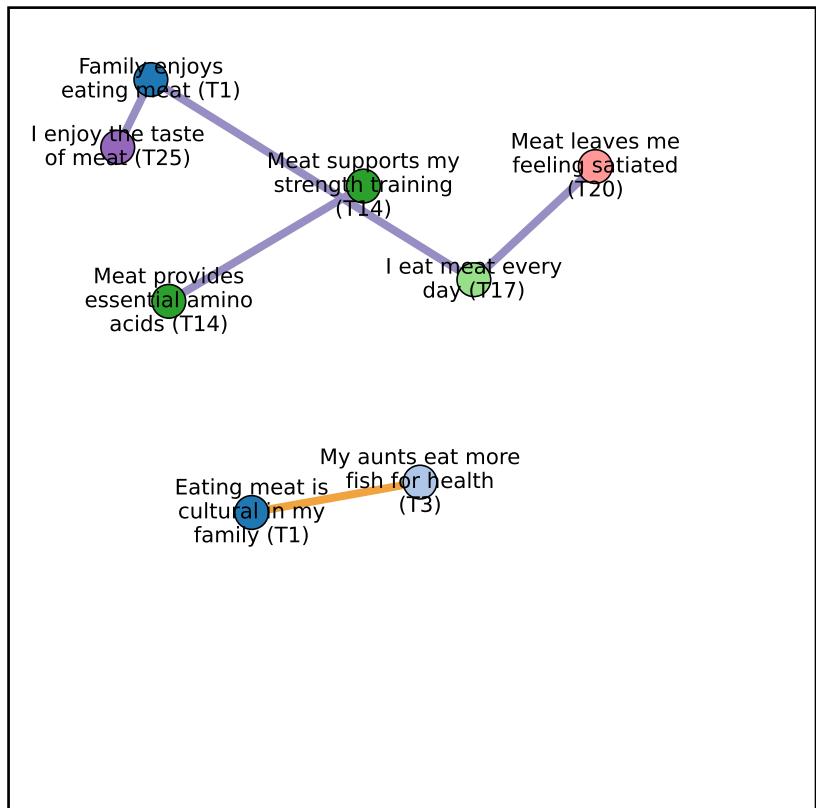
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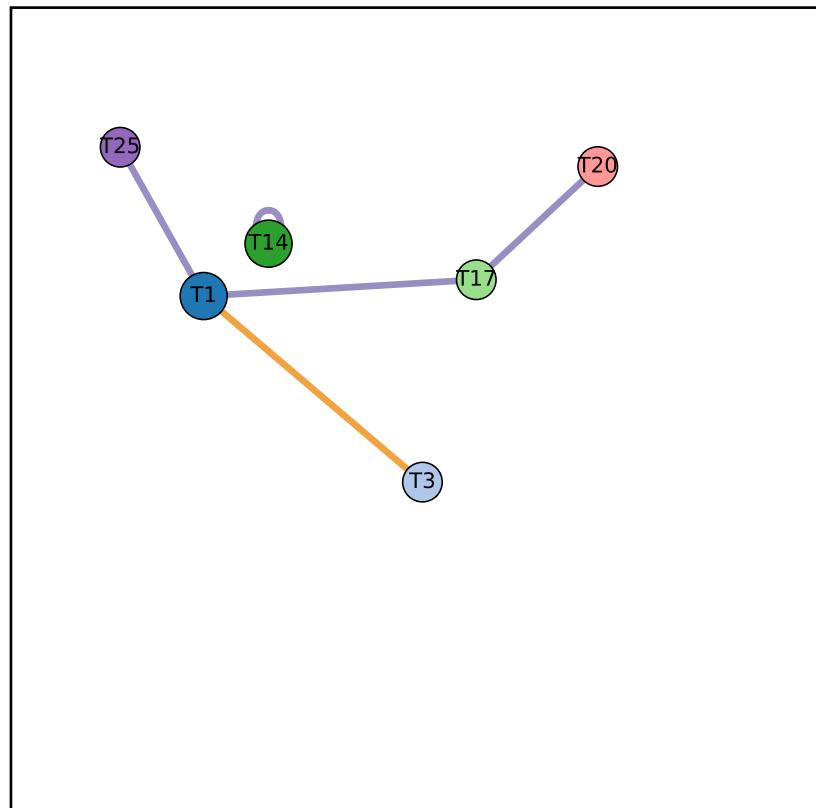
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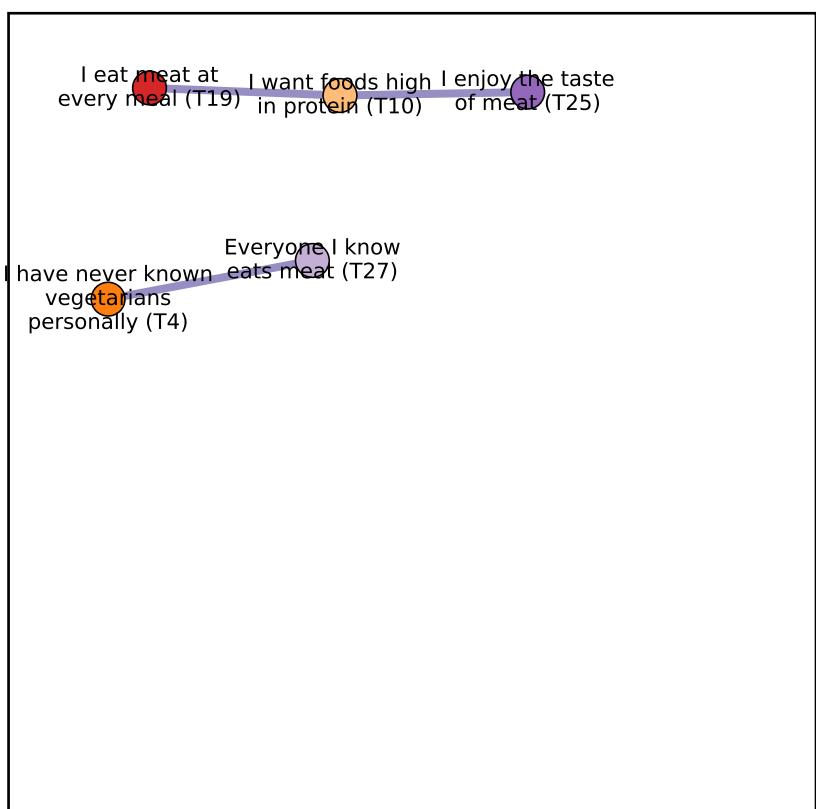
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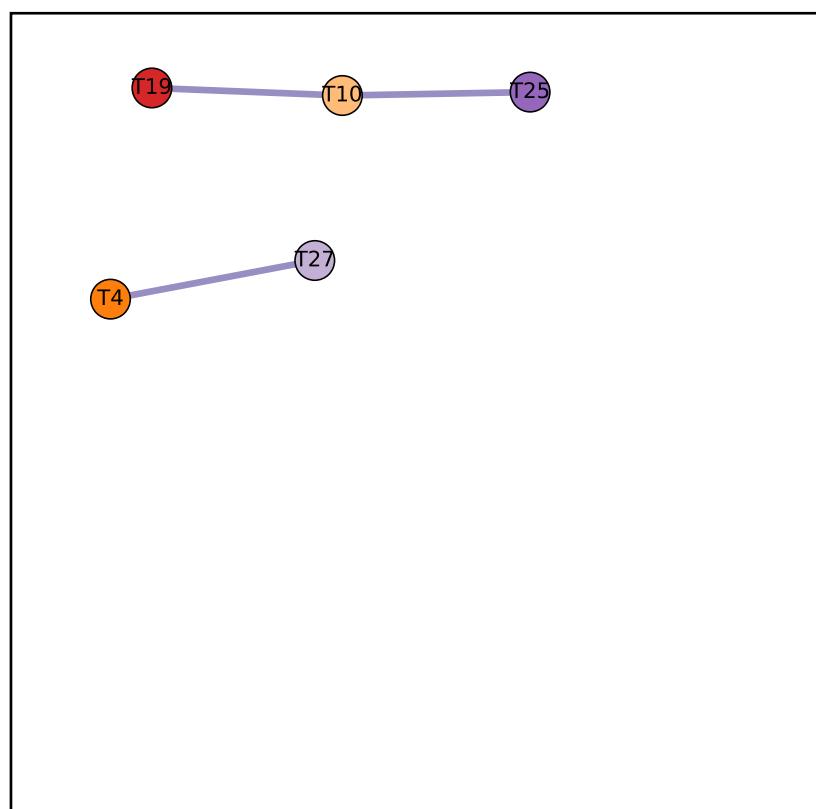
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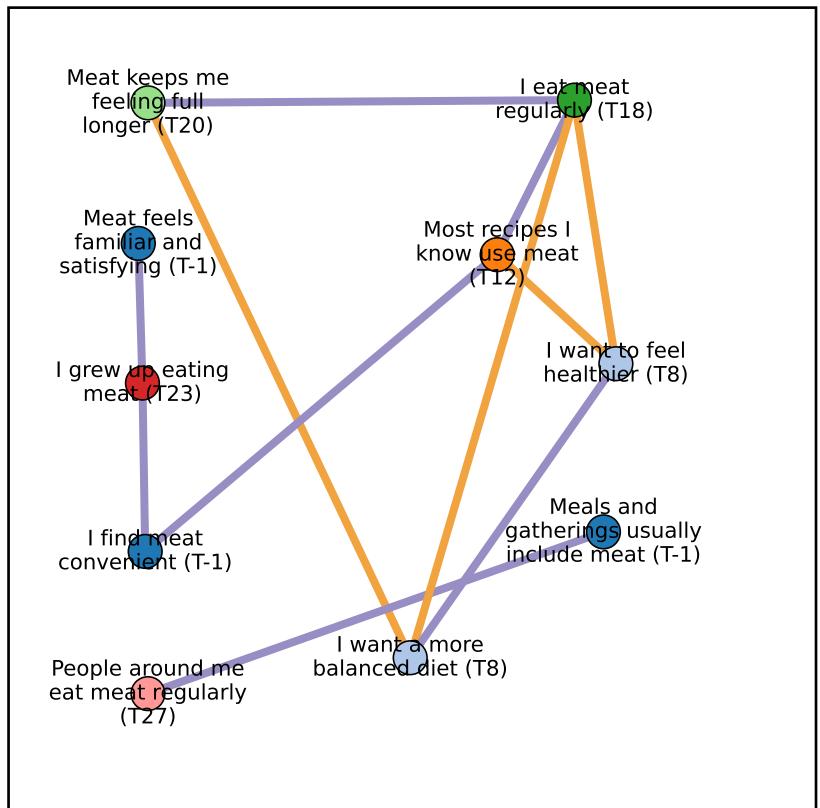
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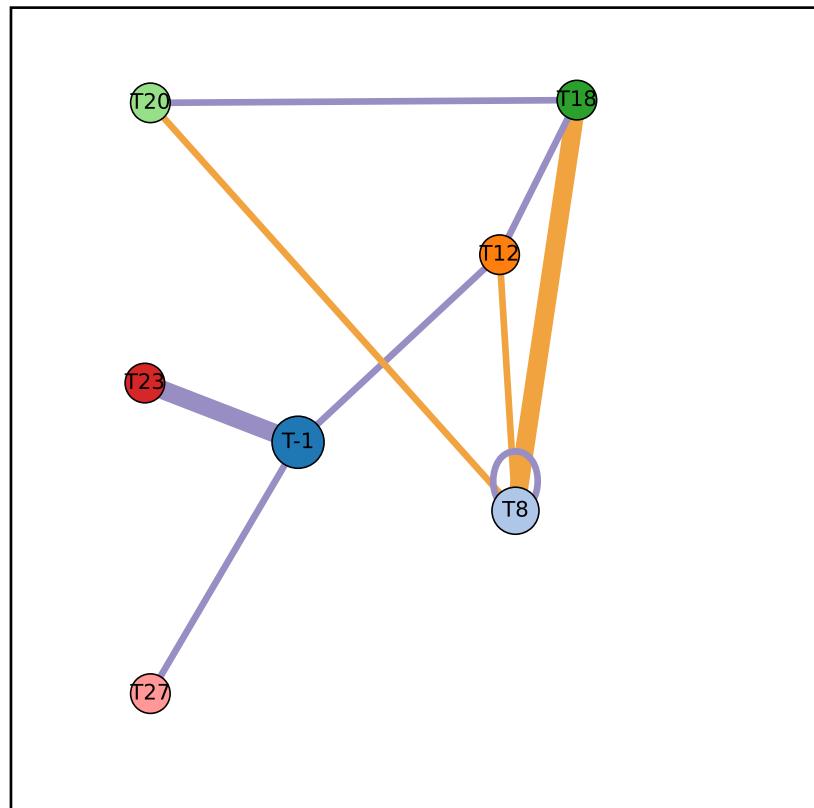
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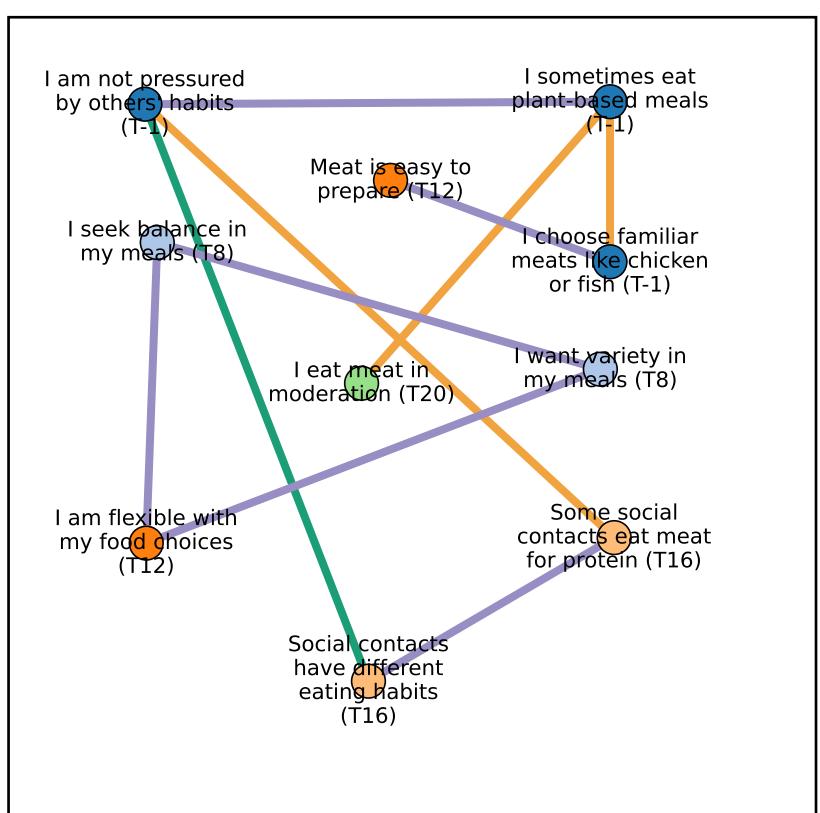
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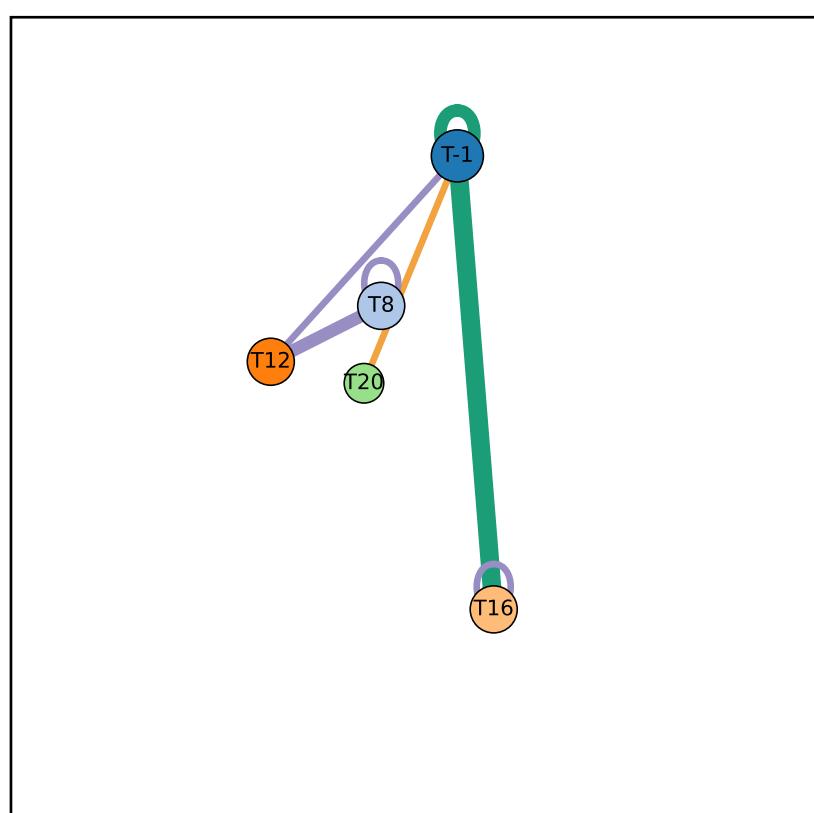
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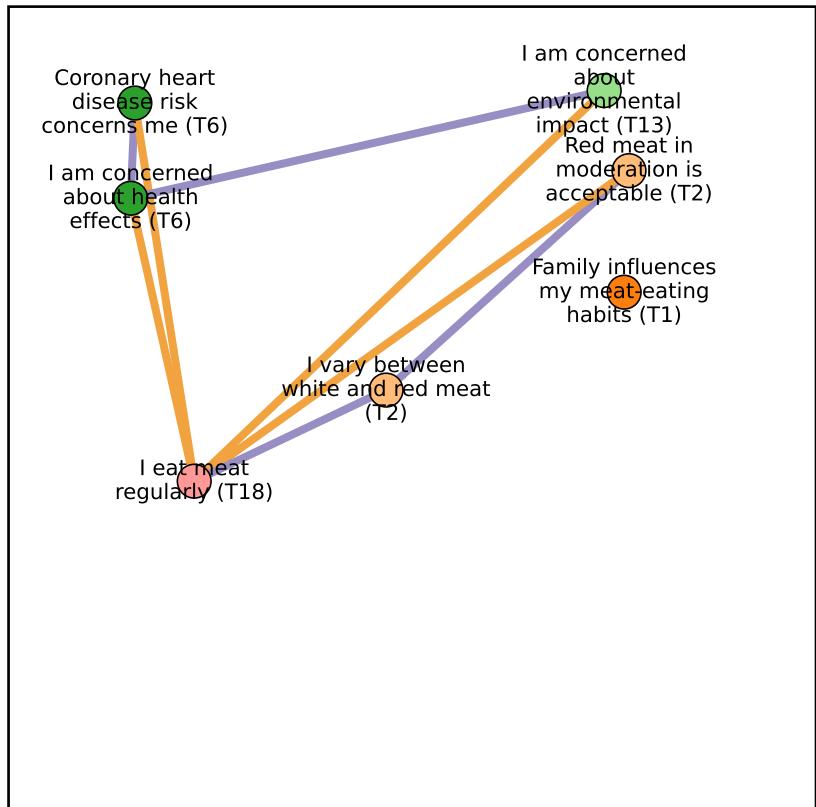
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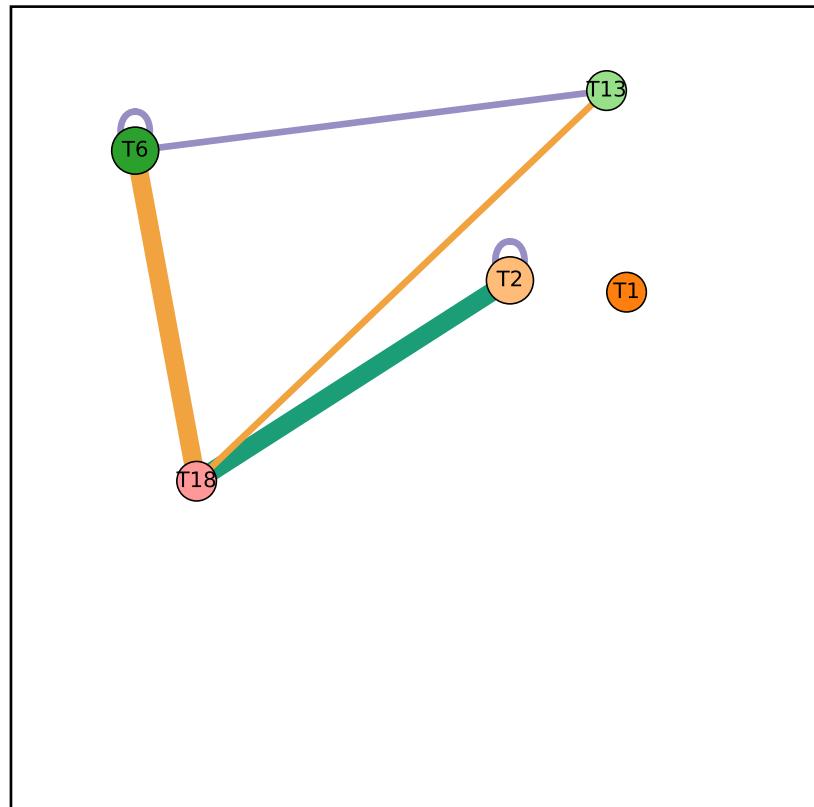
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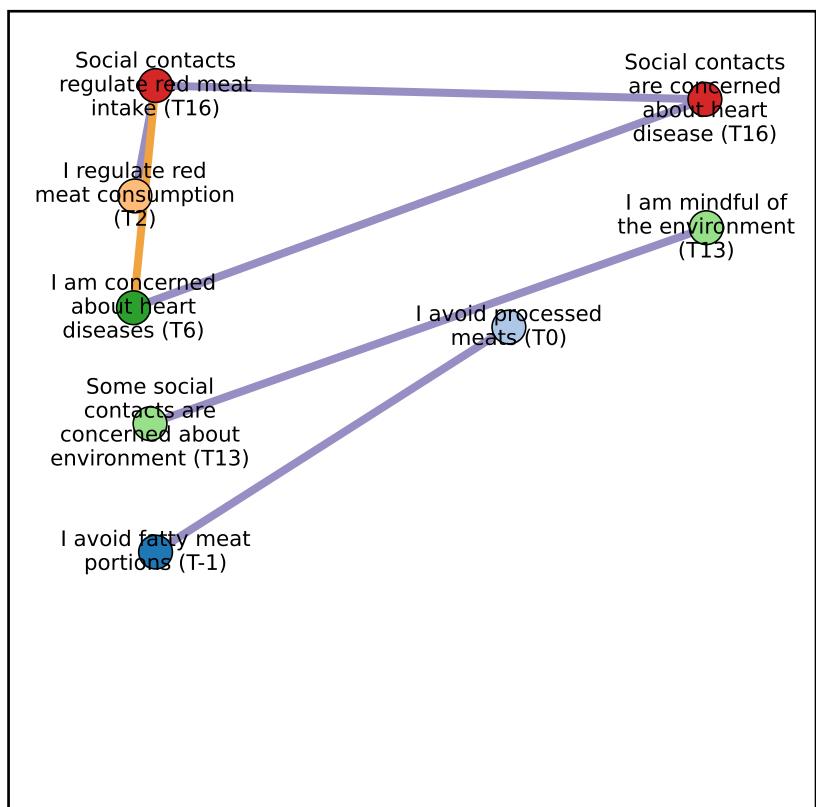
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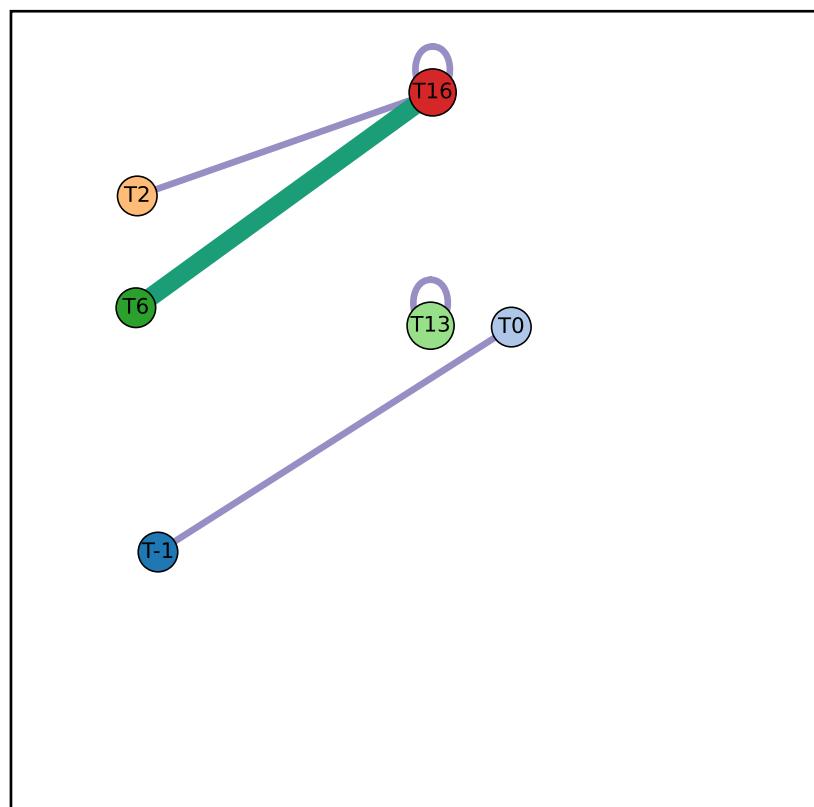
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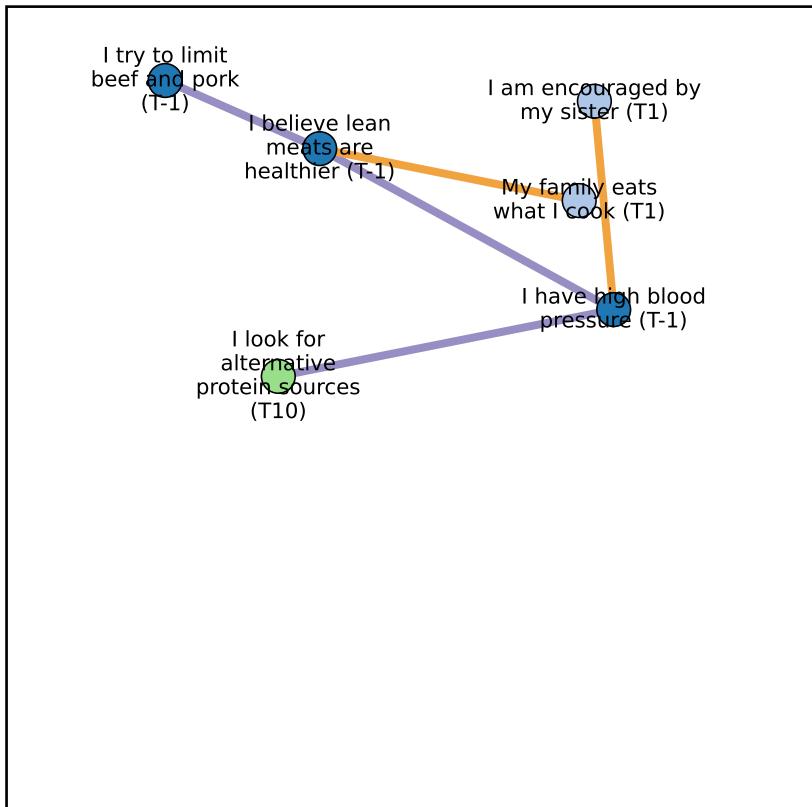
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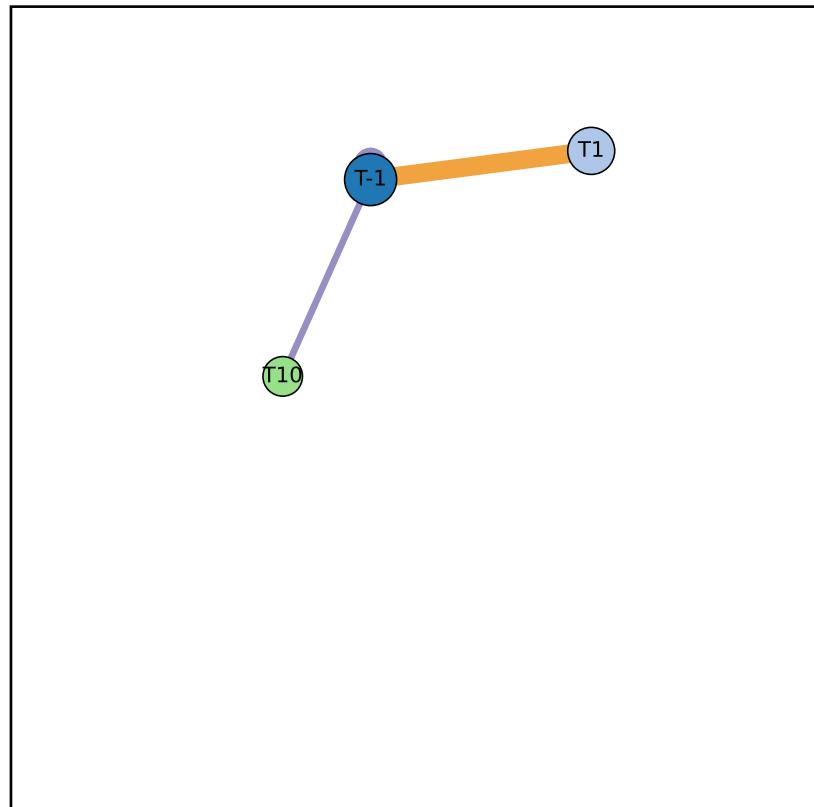
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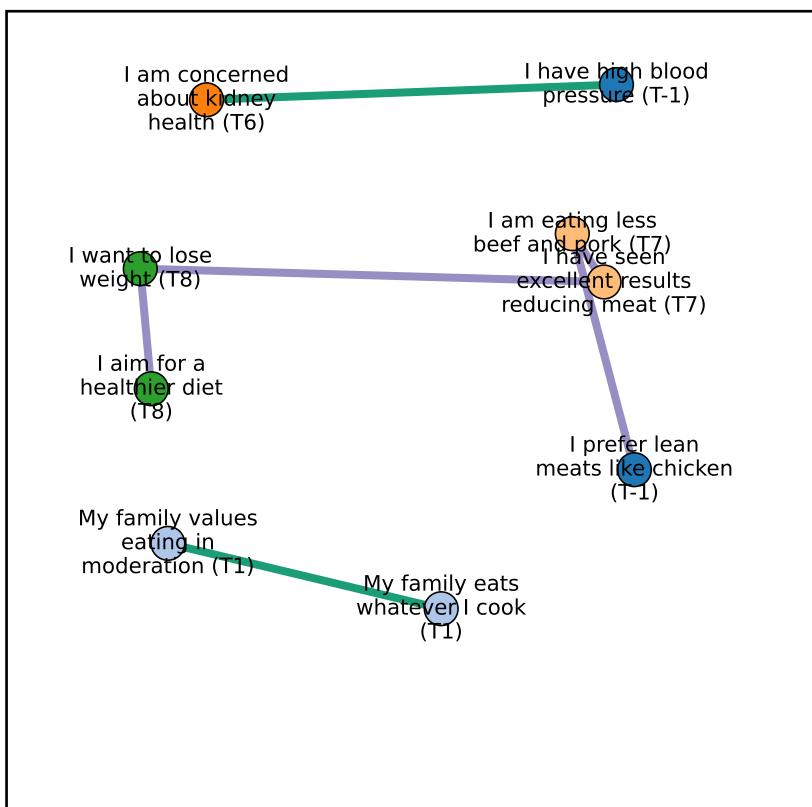
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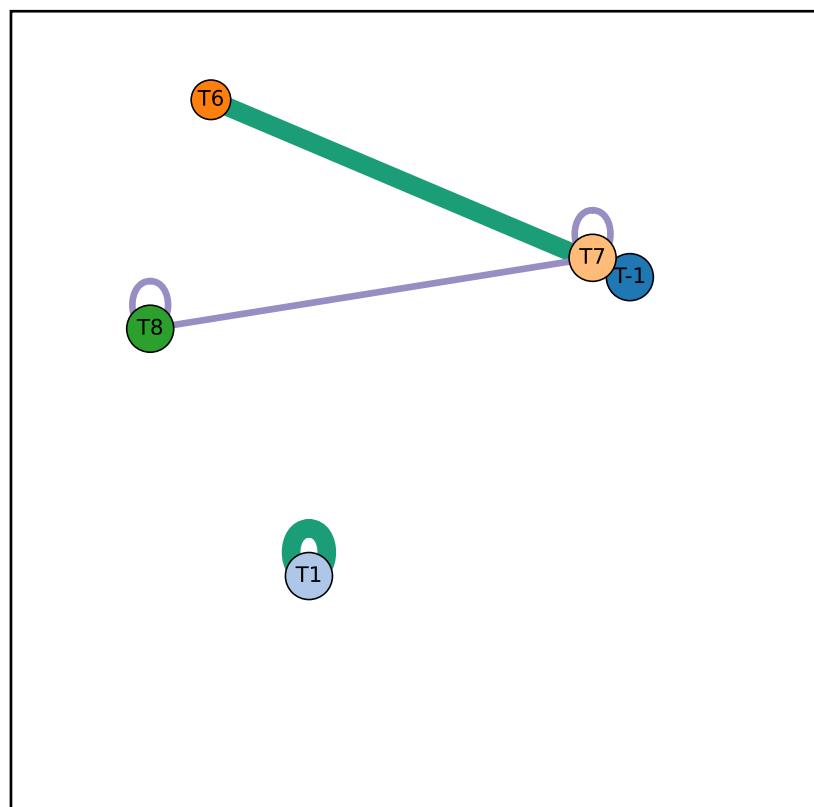
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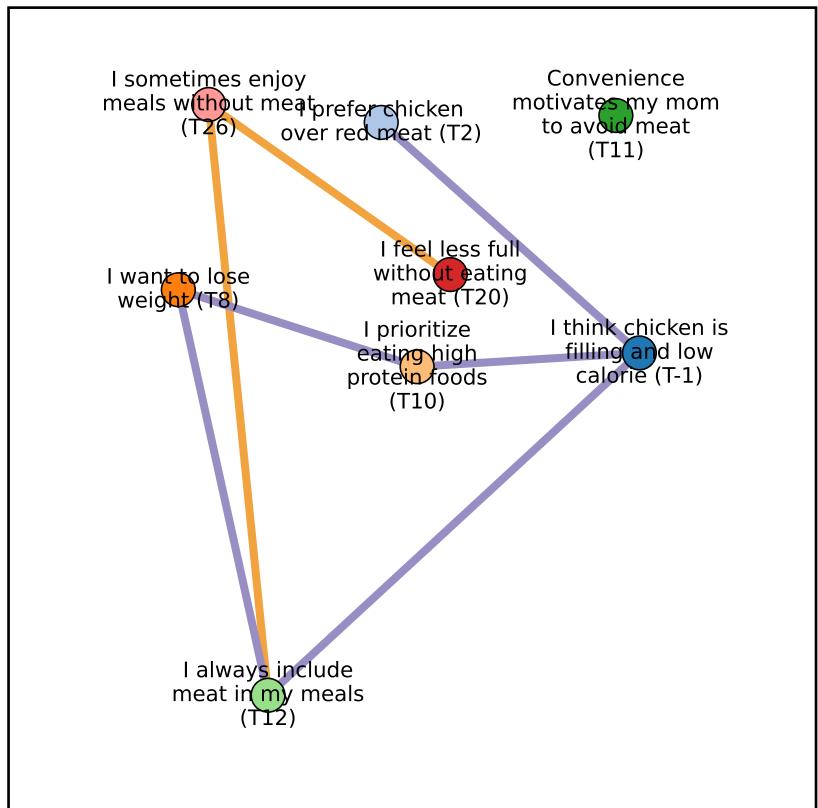
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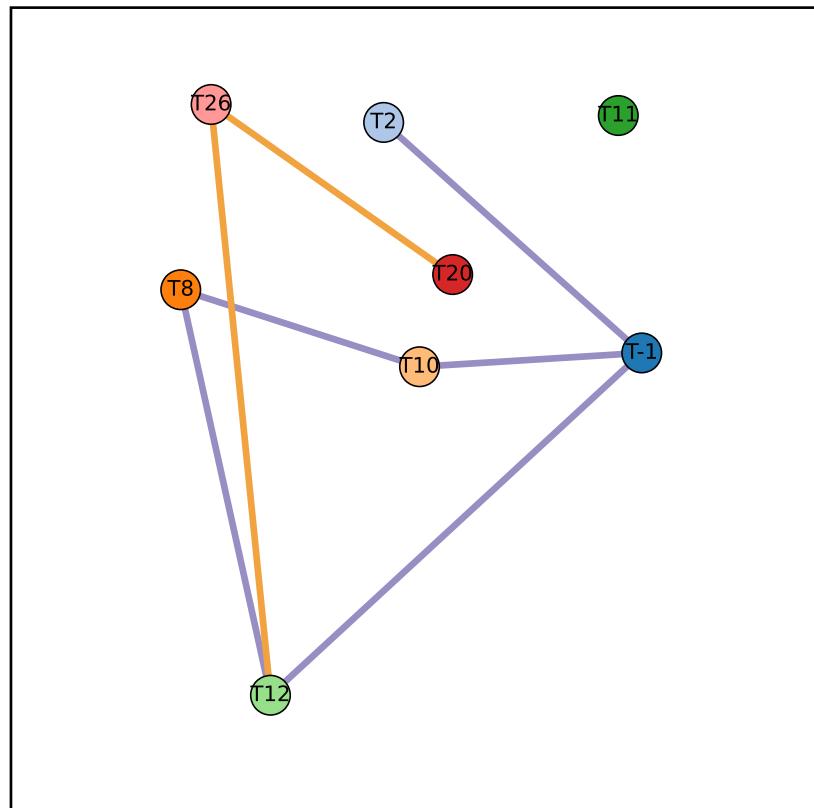
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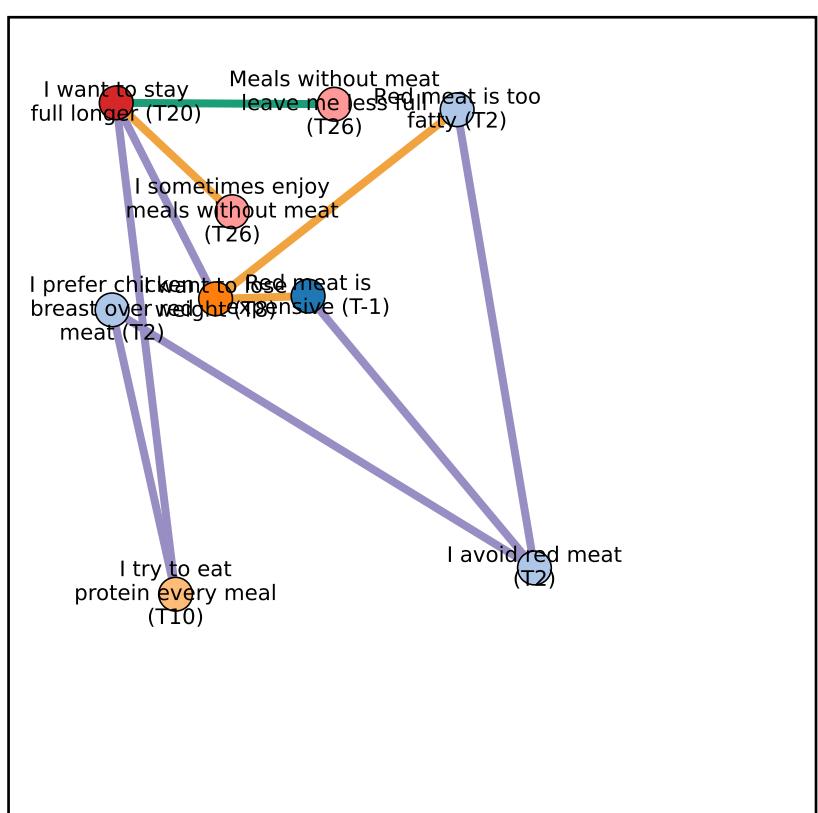
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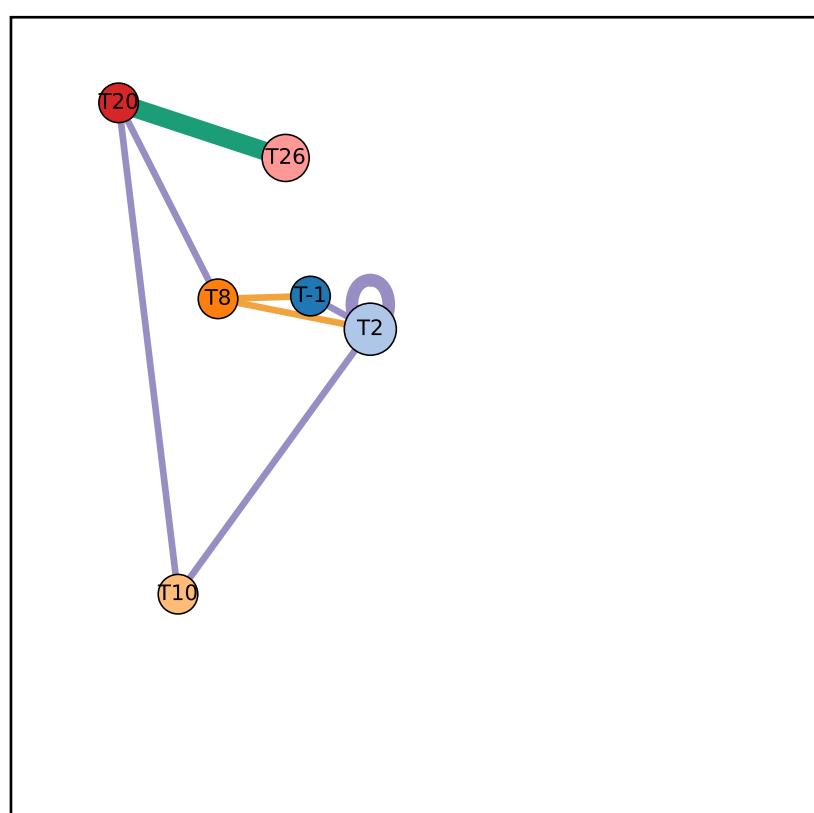
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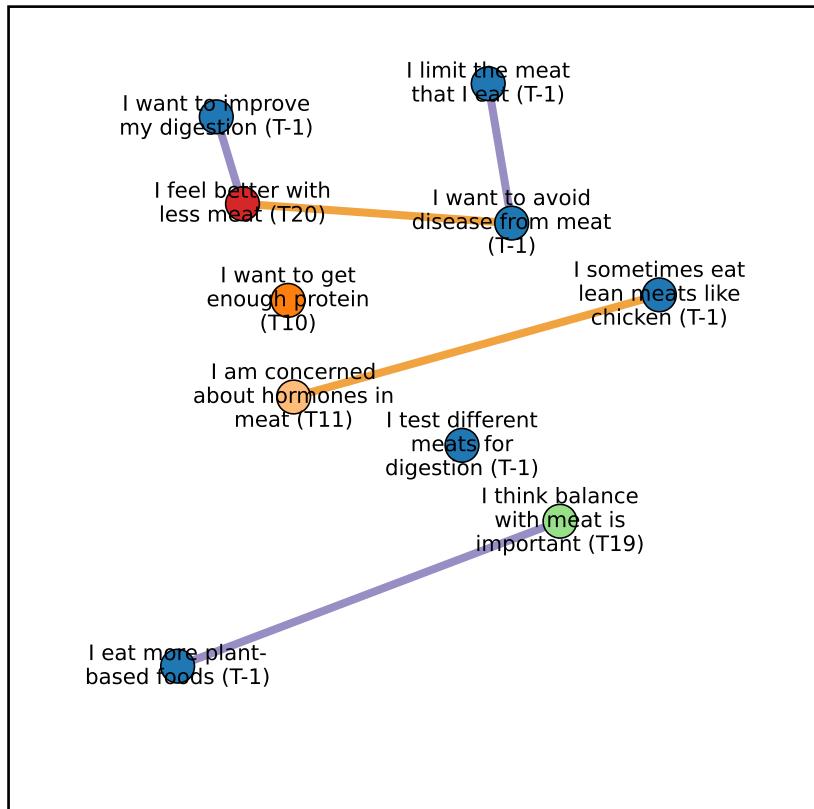
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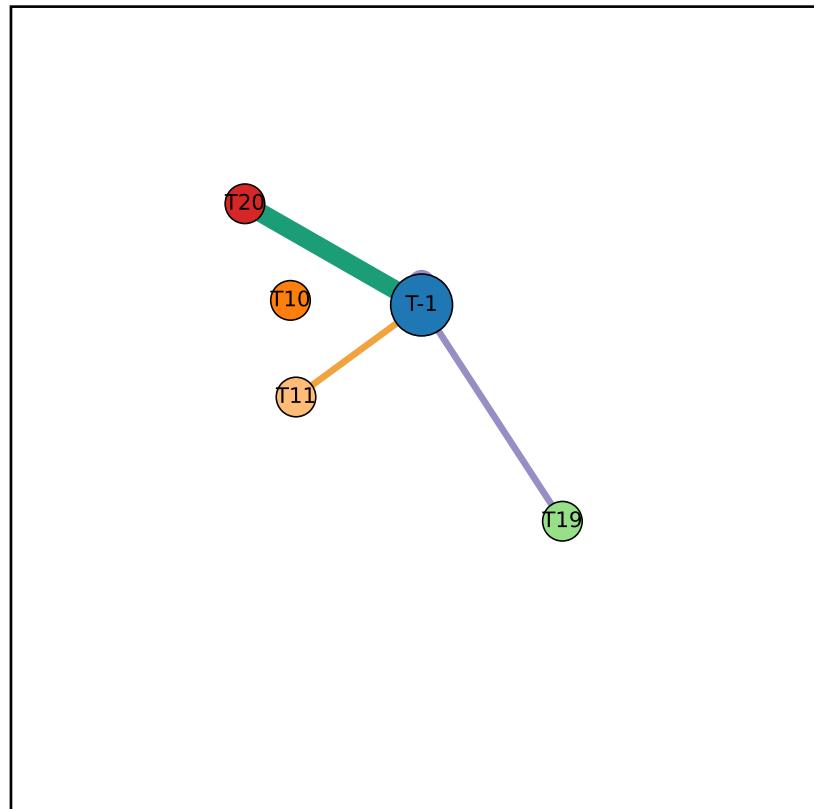
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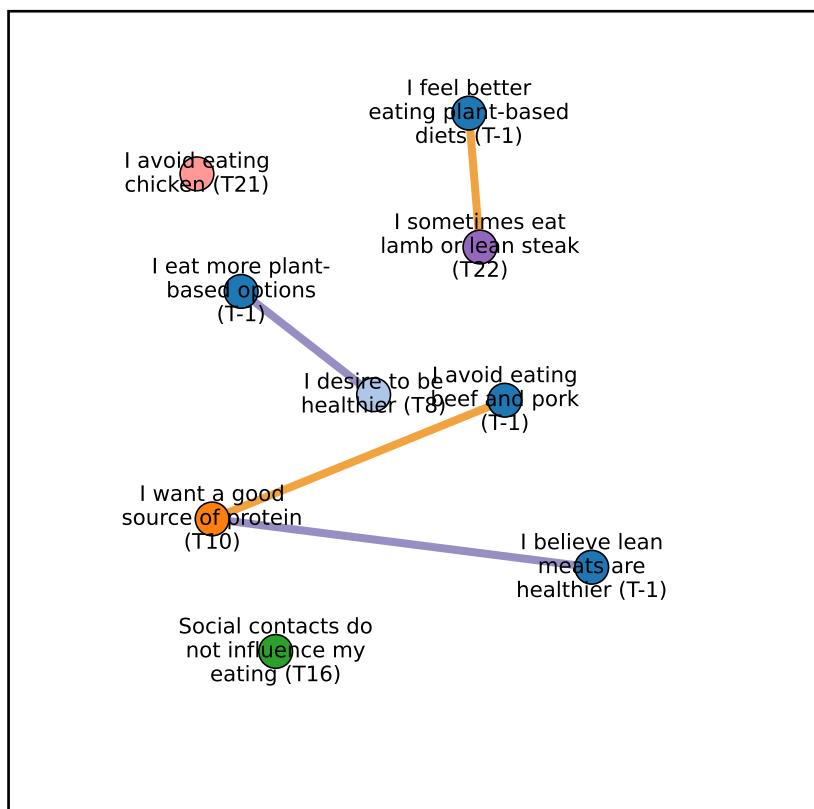
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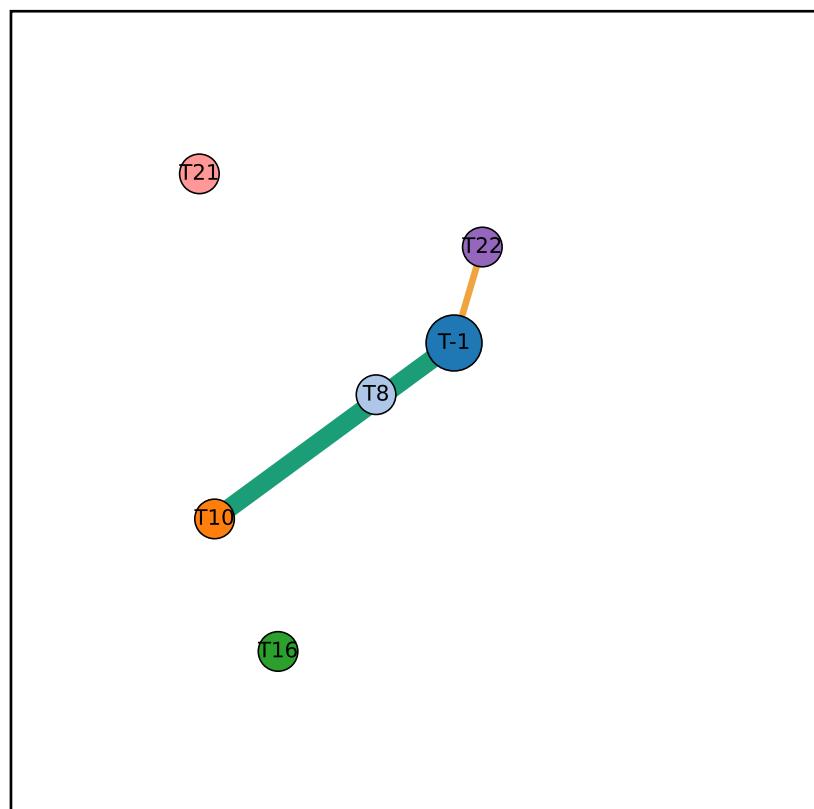
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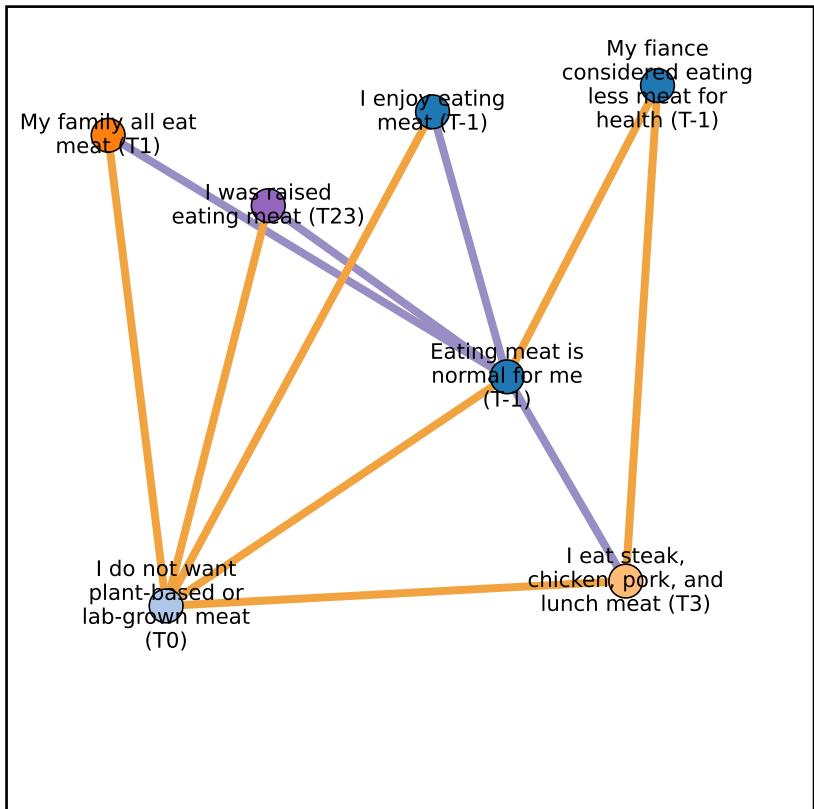
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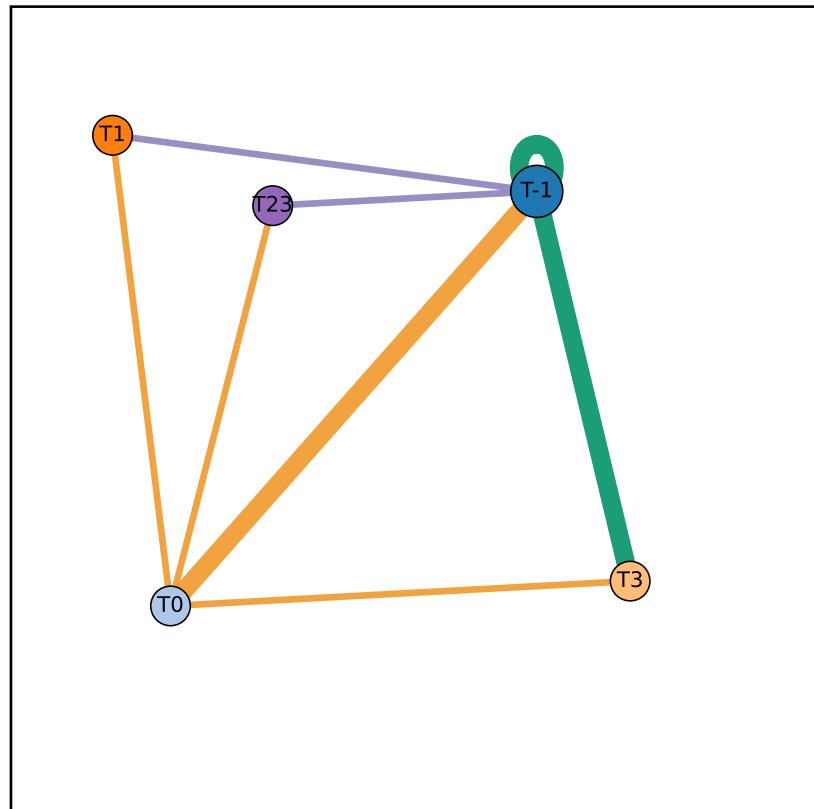
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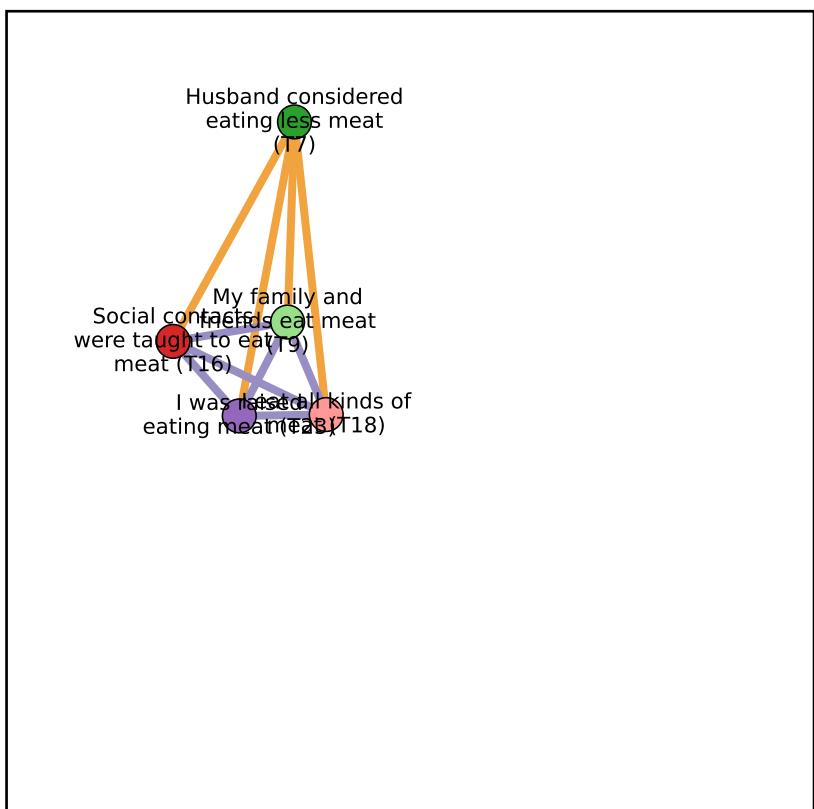
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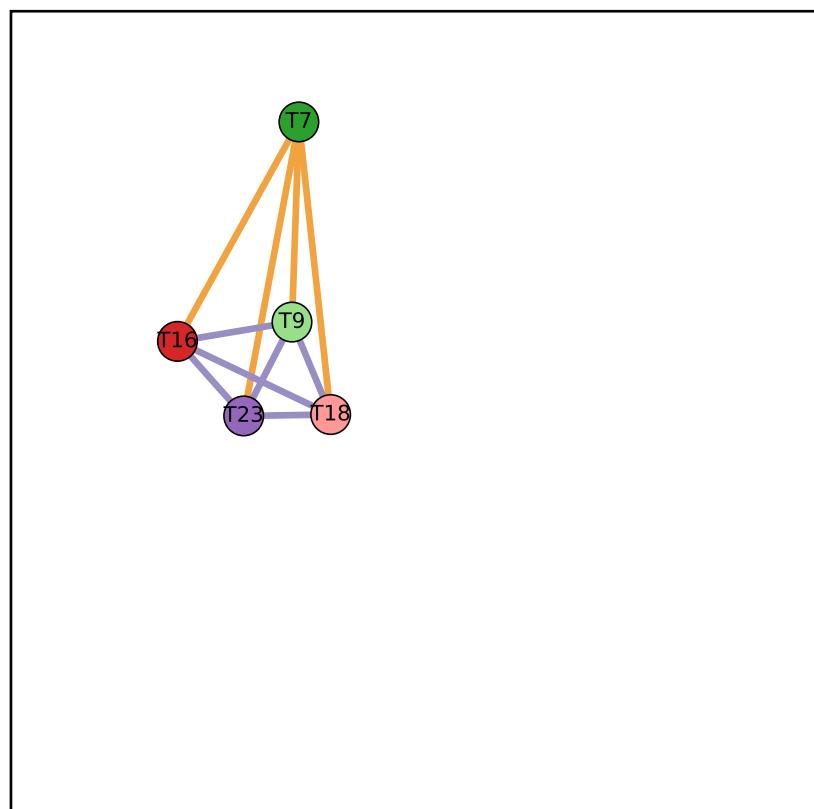
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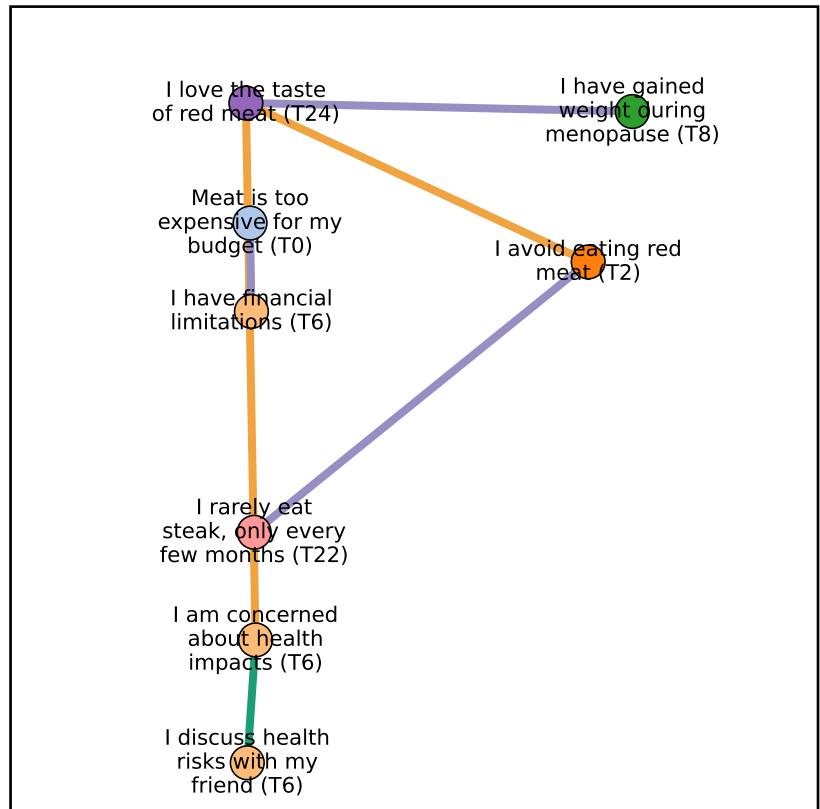
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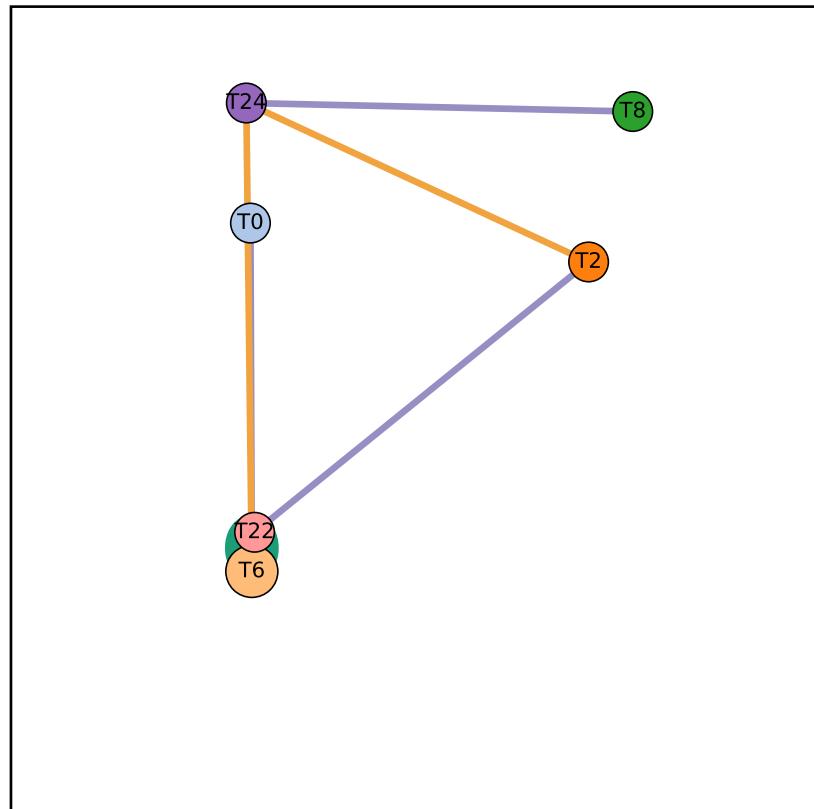
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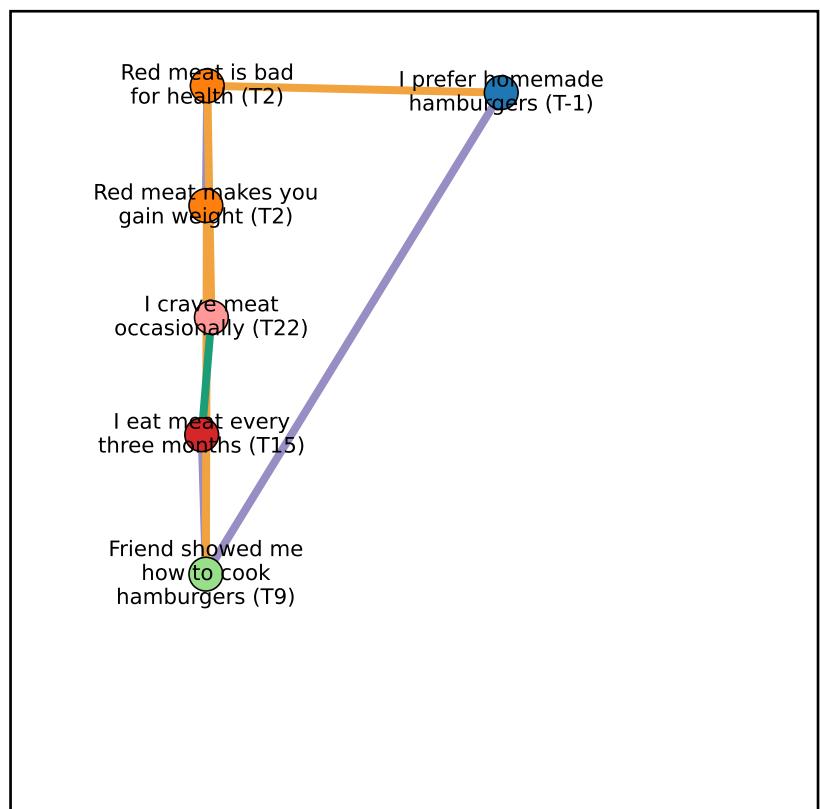
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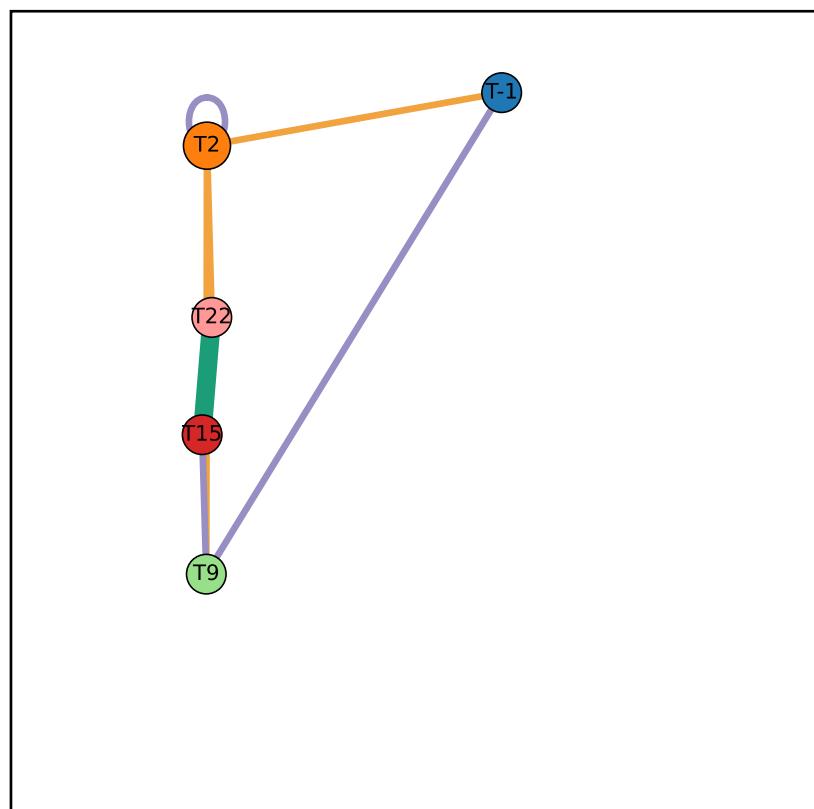
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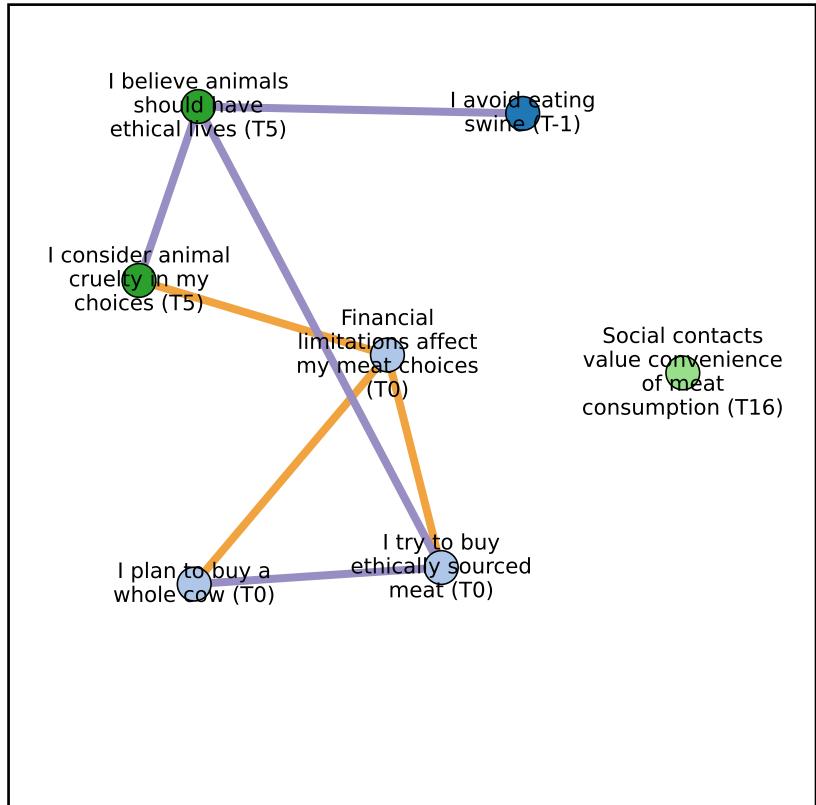
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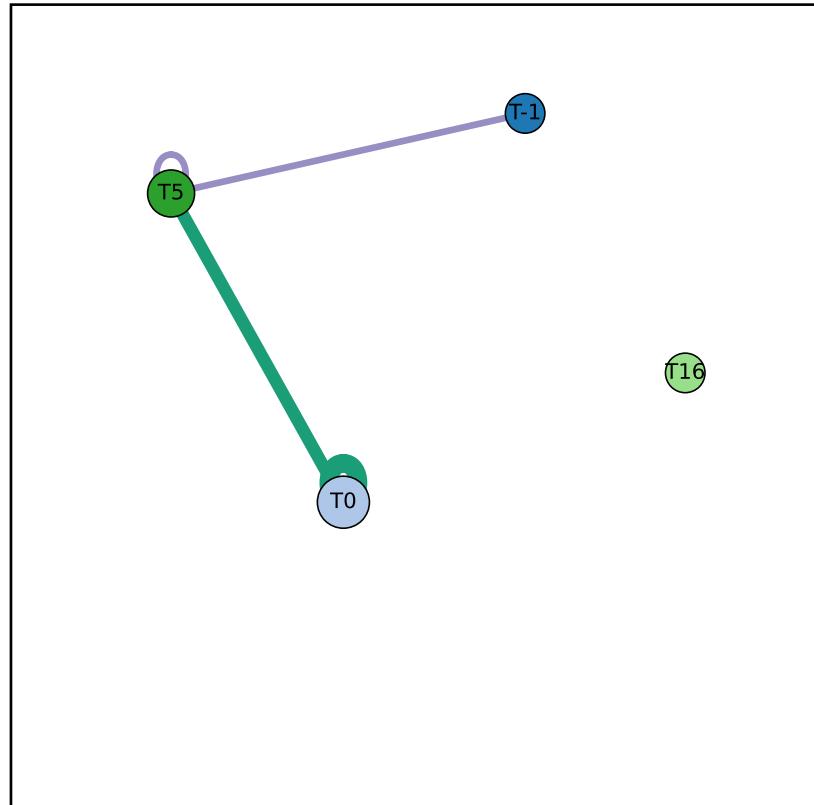
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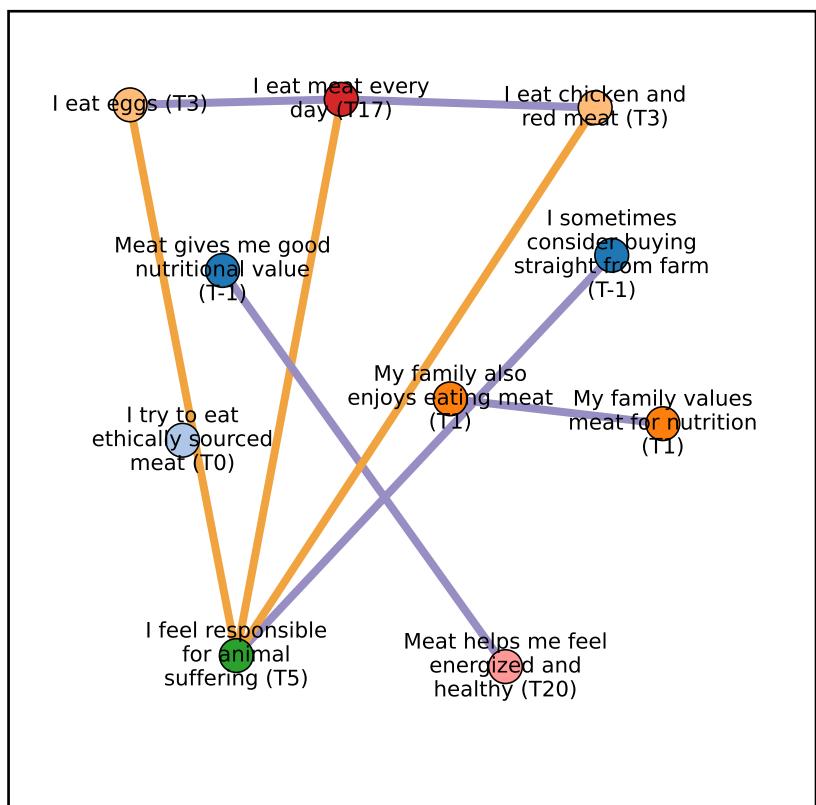
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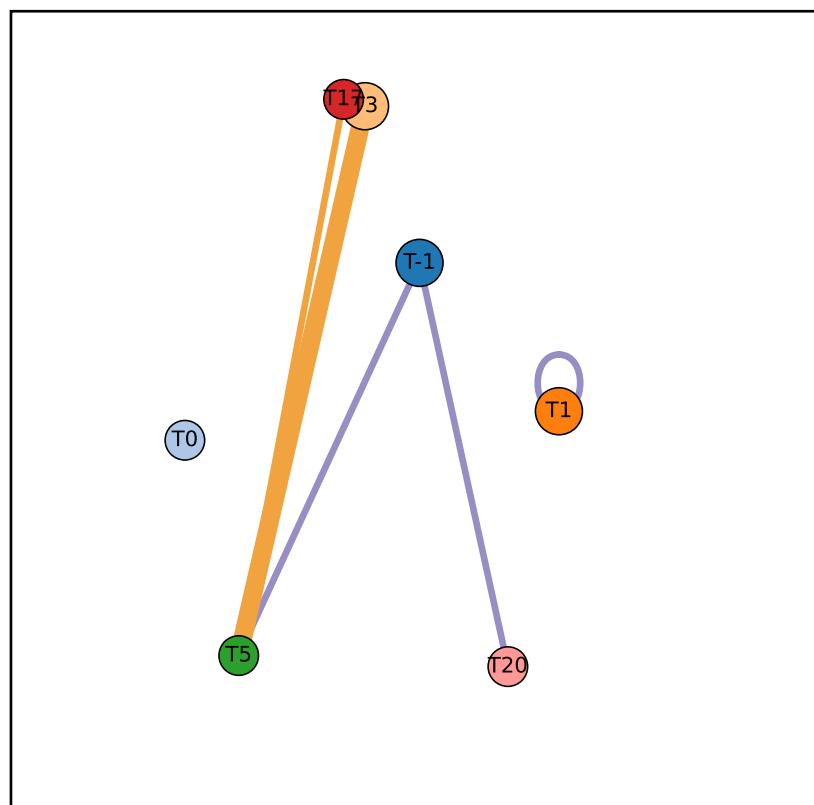
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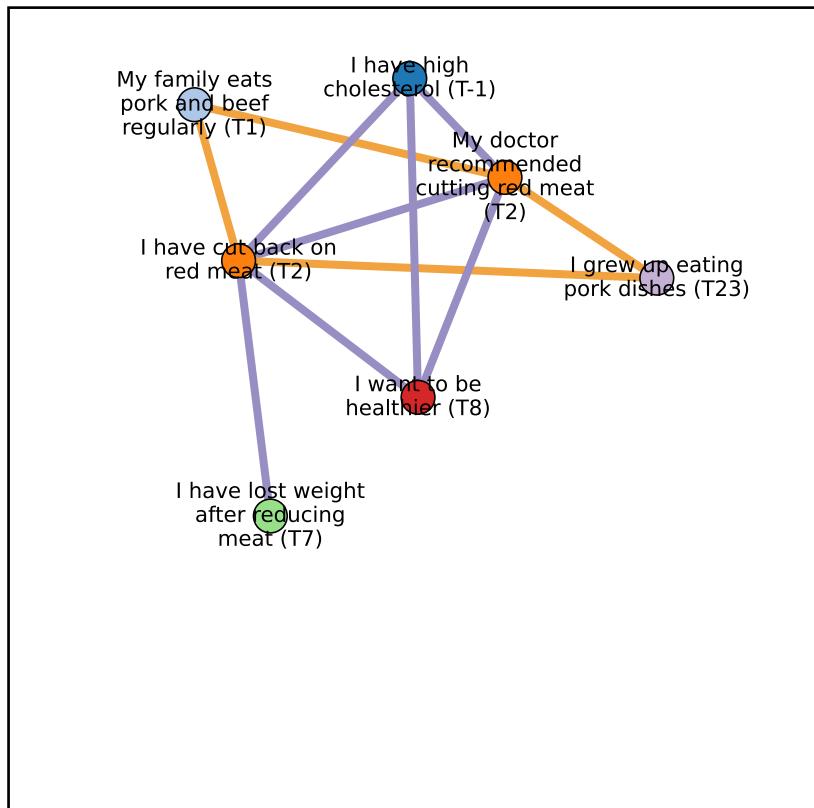
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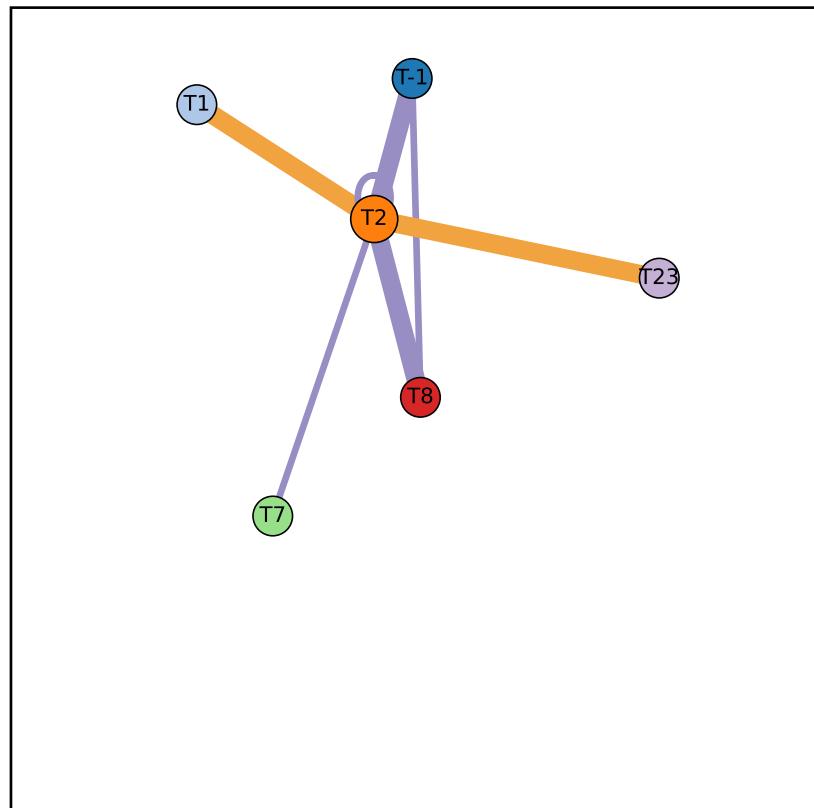
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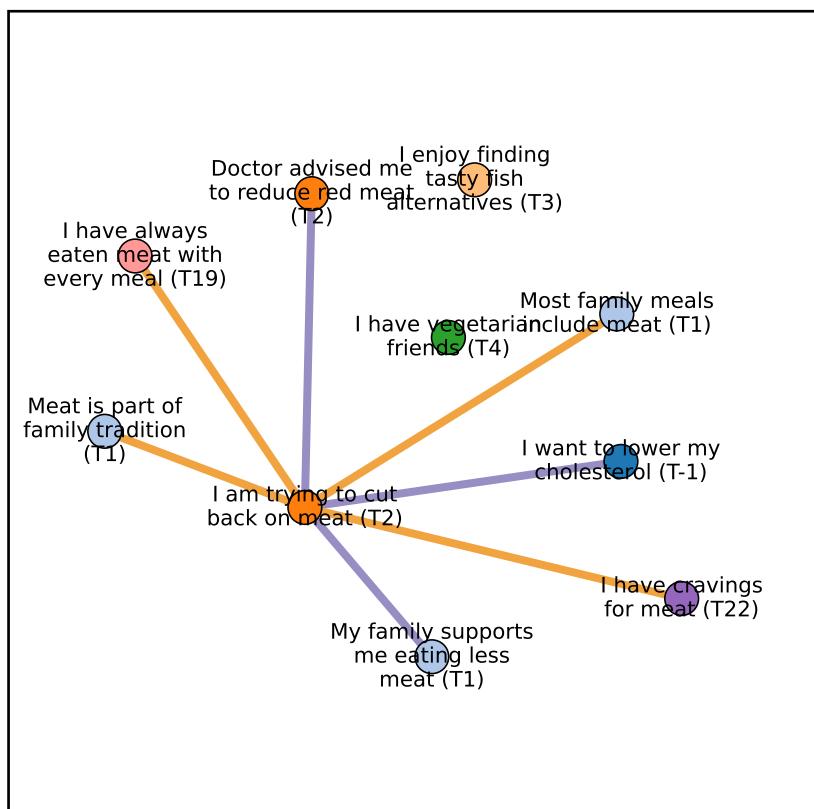
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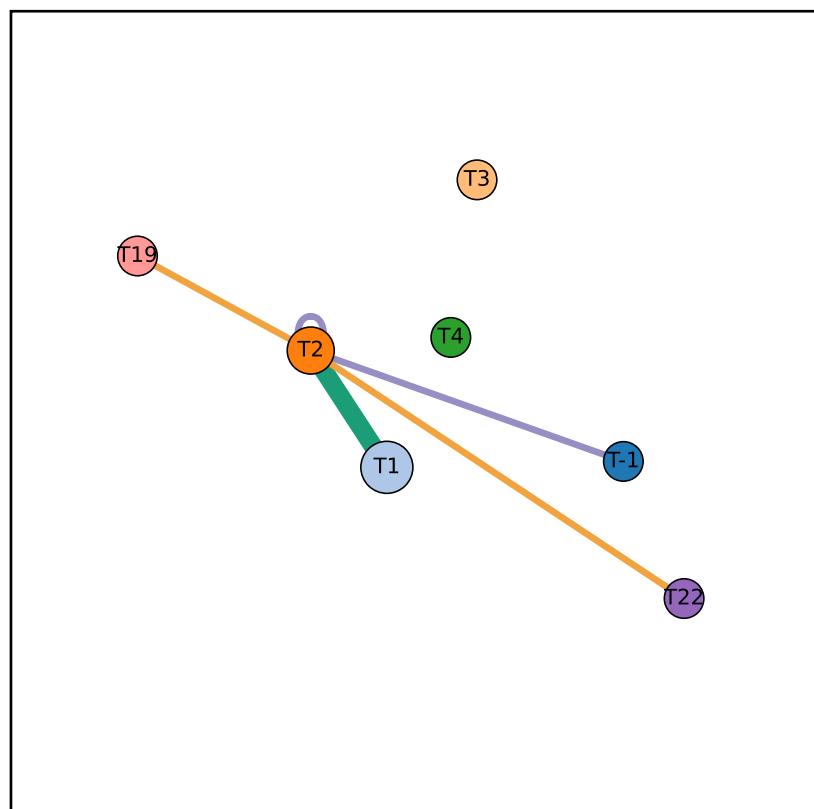
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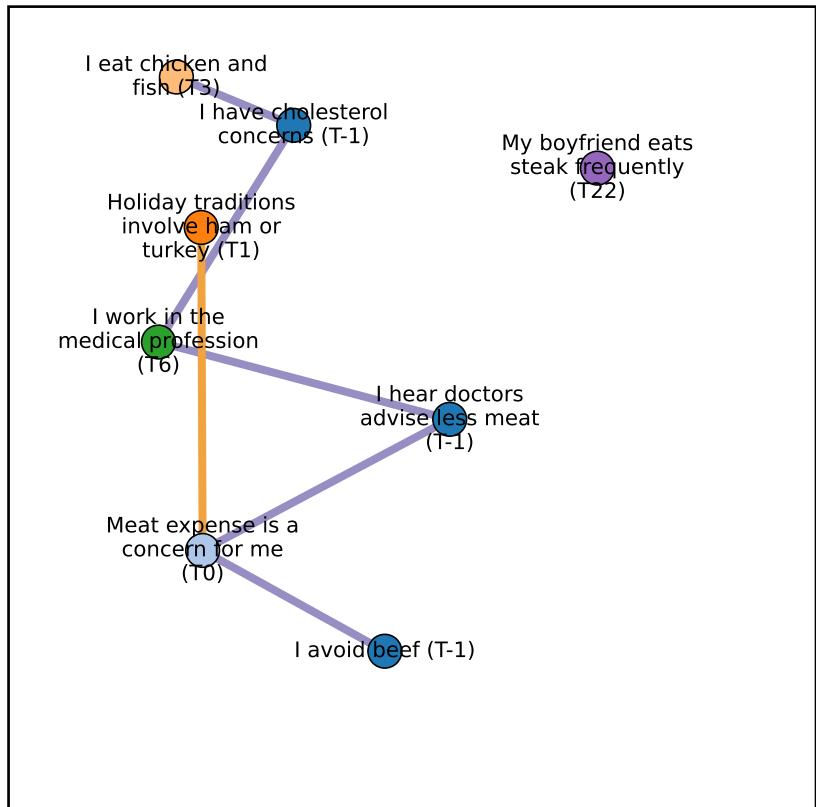
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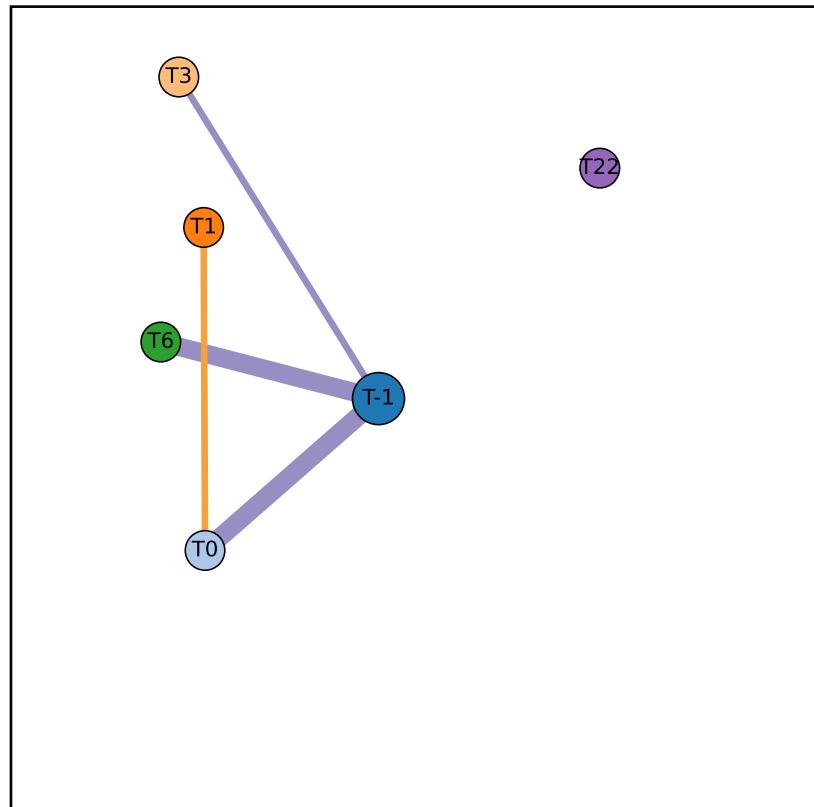
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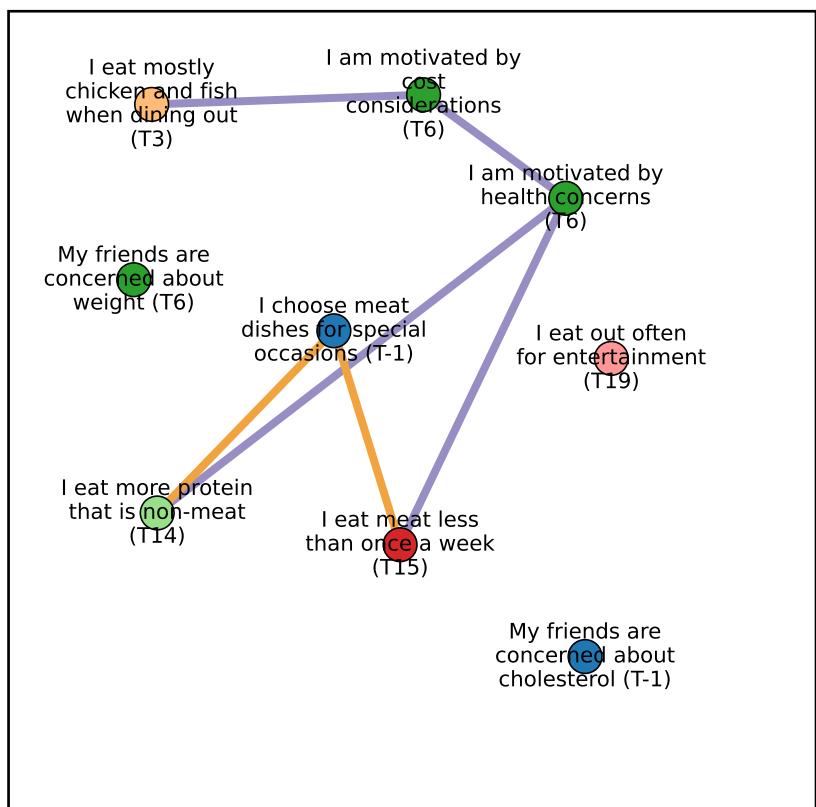
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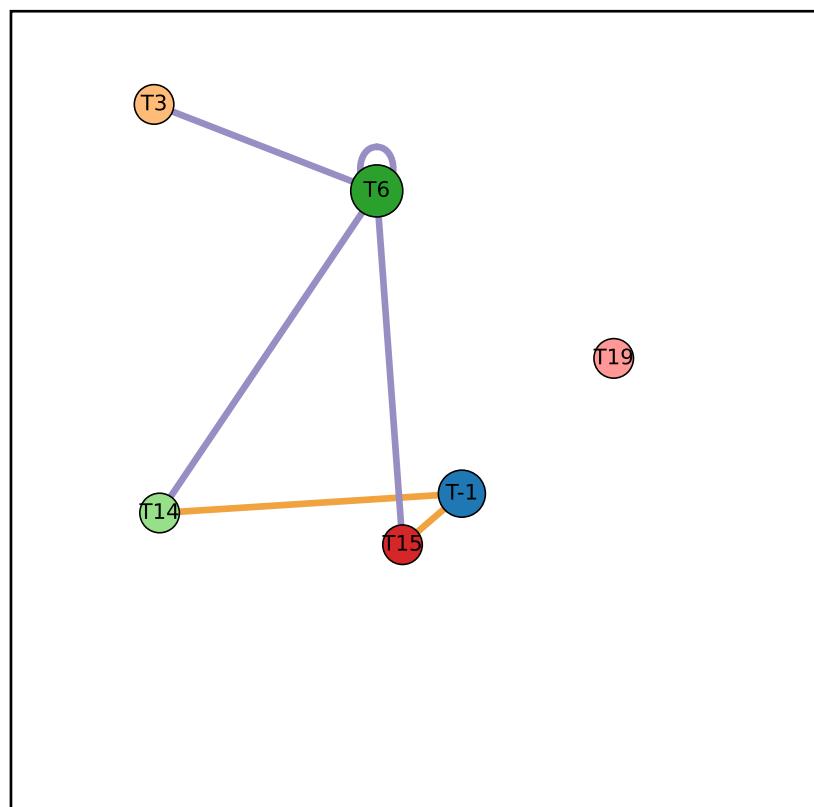
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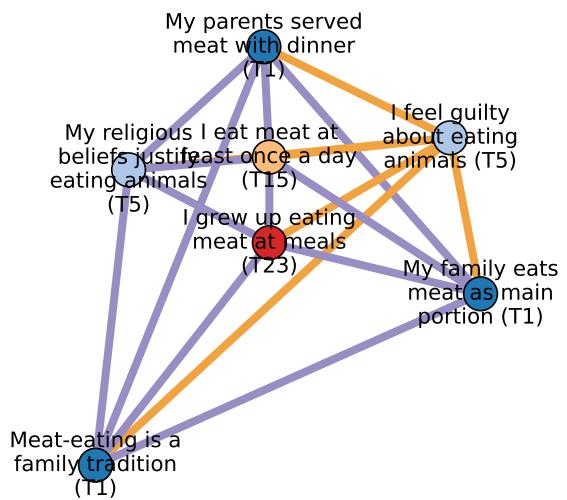
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Wave 2 (topics)



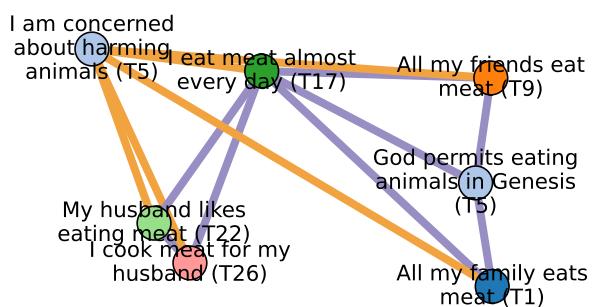
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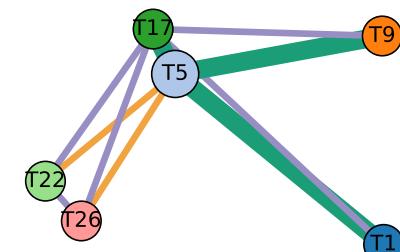
Wave 1 (topics)



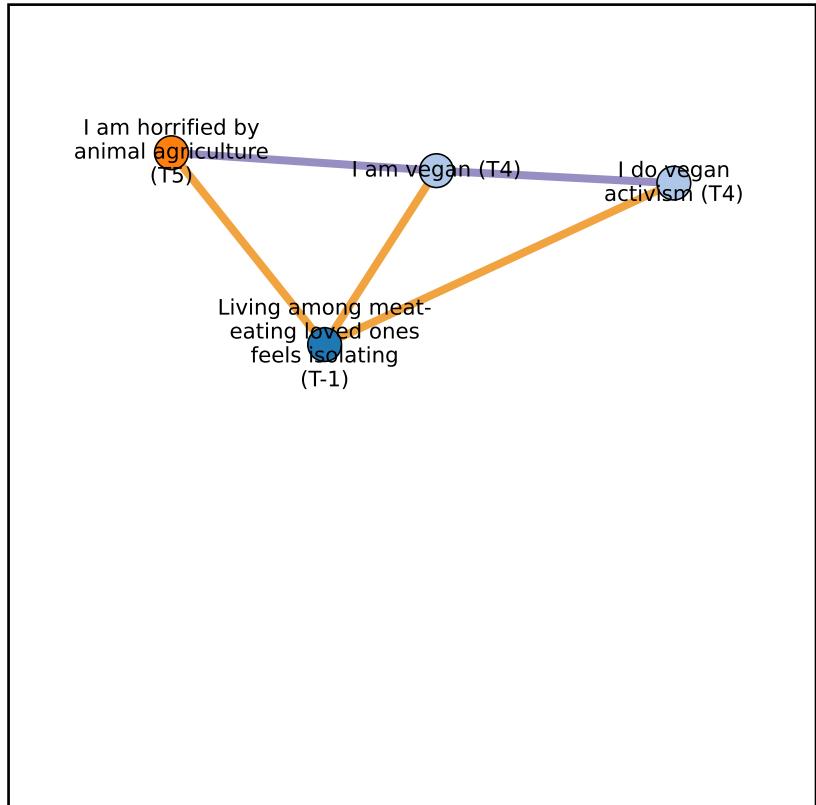
Wave 2 (stances)



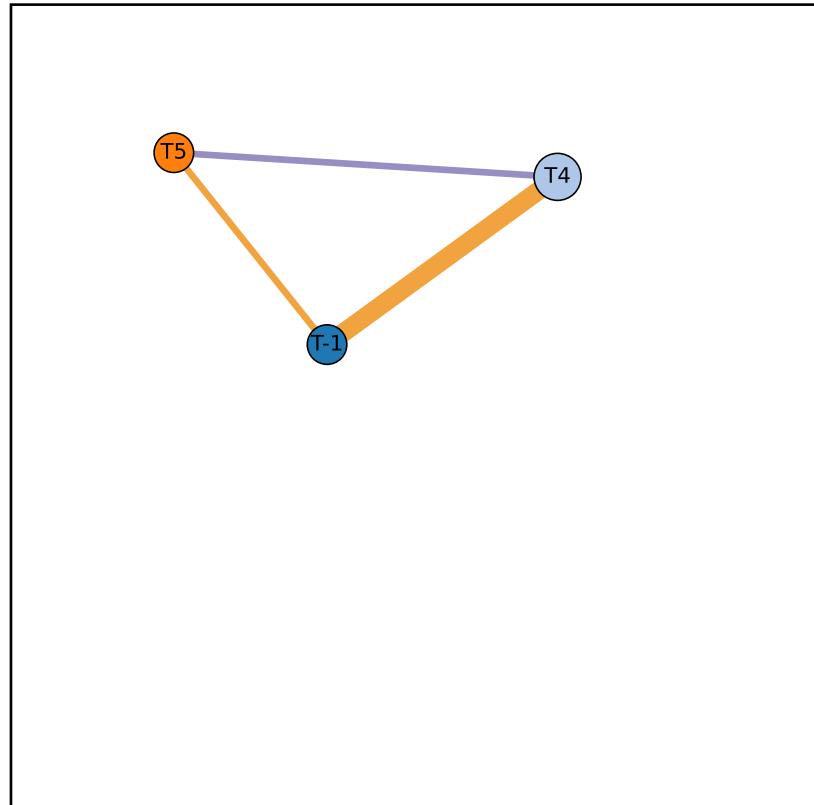
Wave 2 (topics)



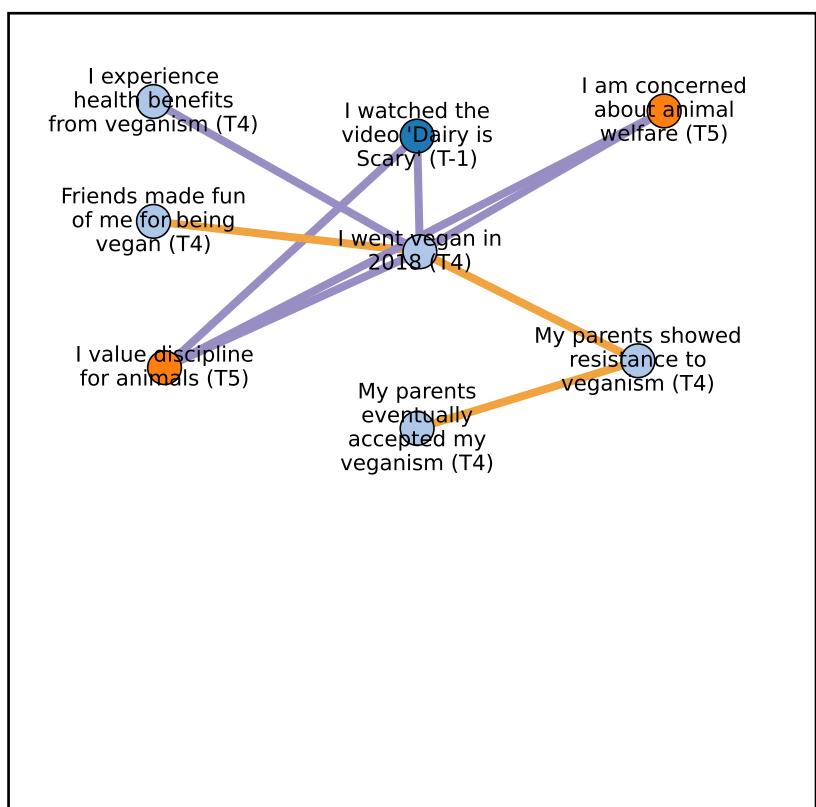
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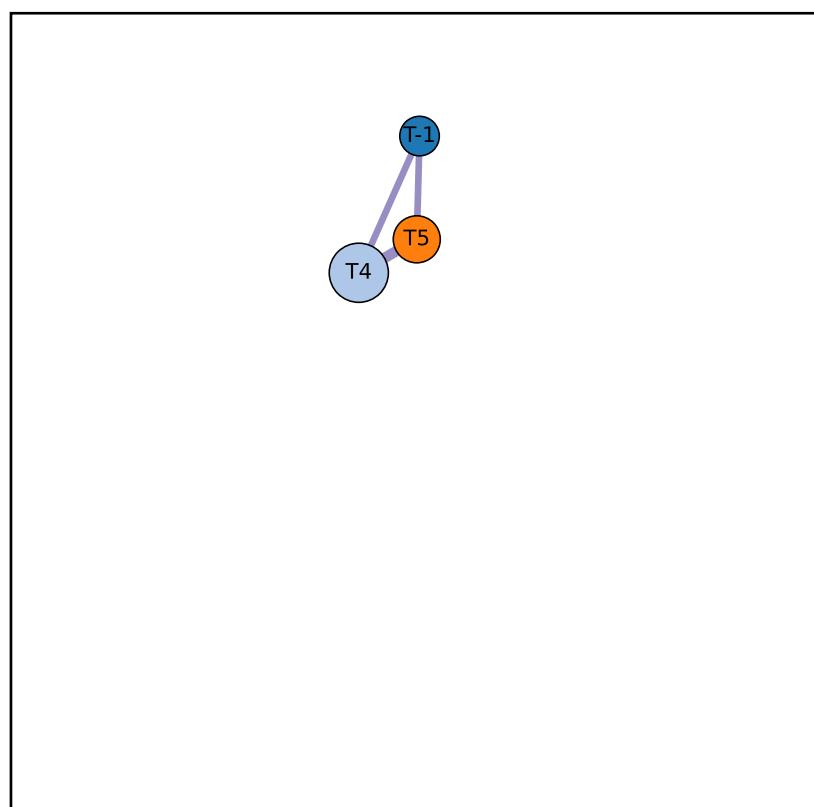
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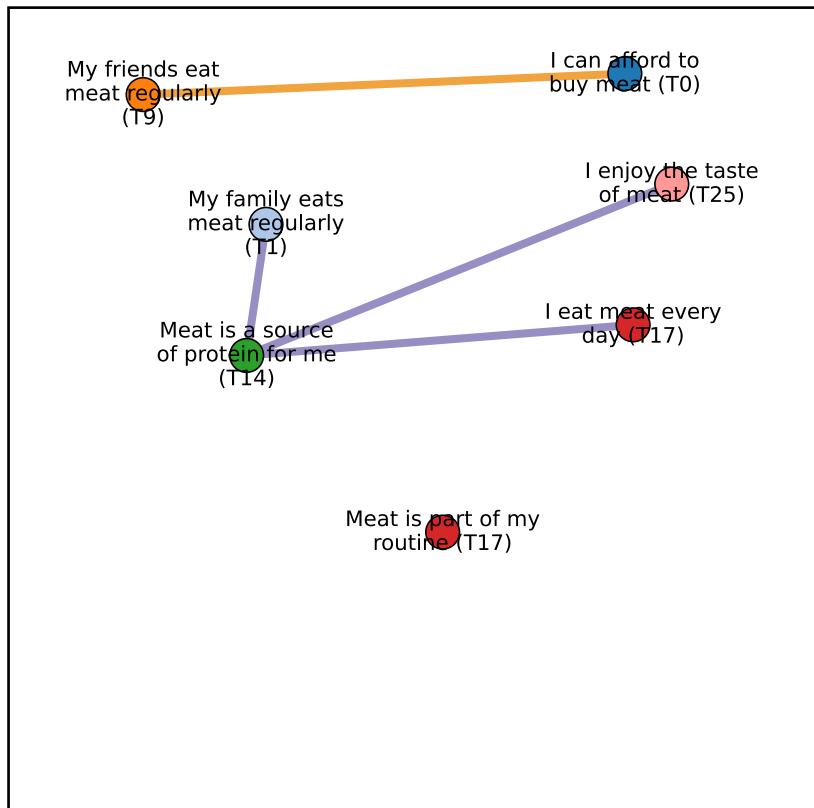
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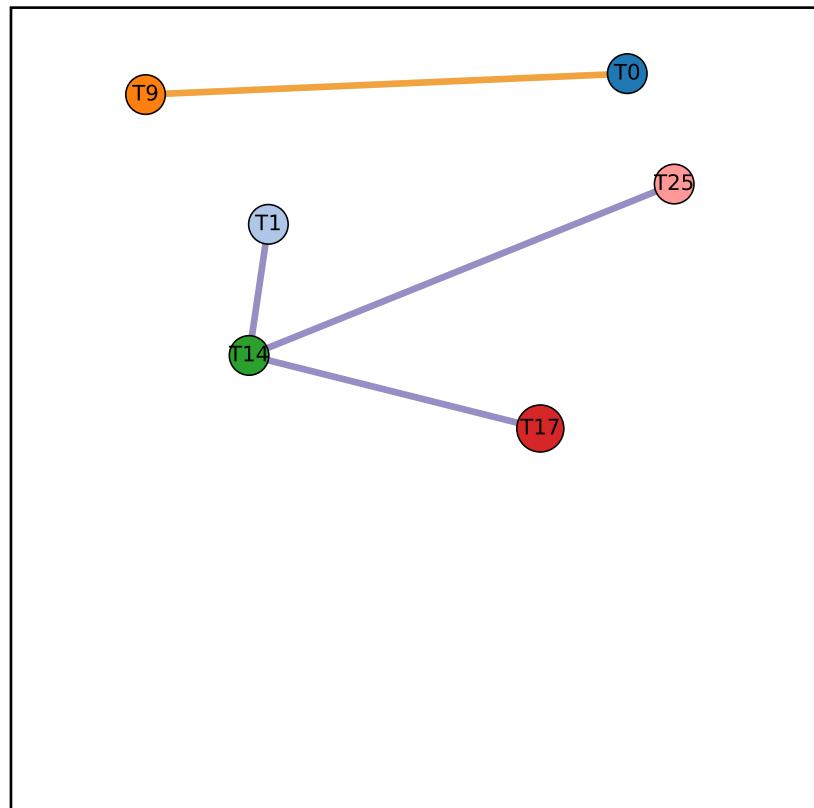
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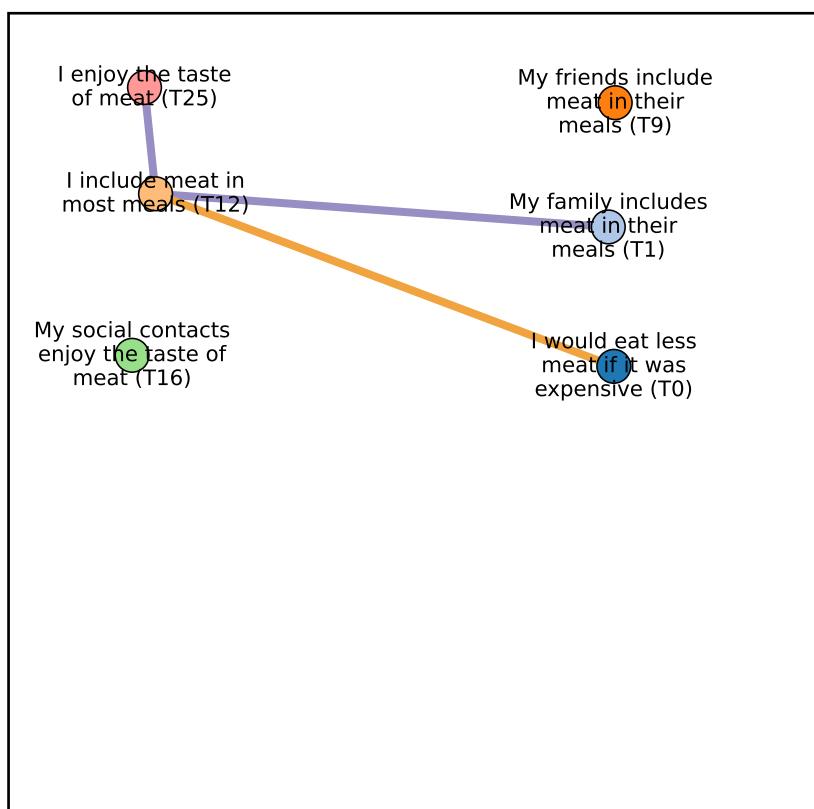
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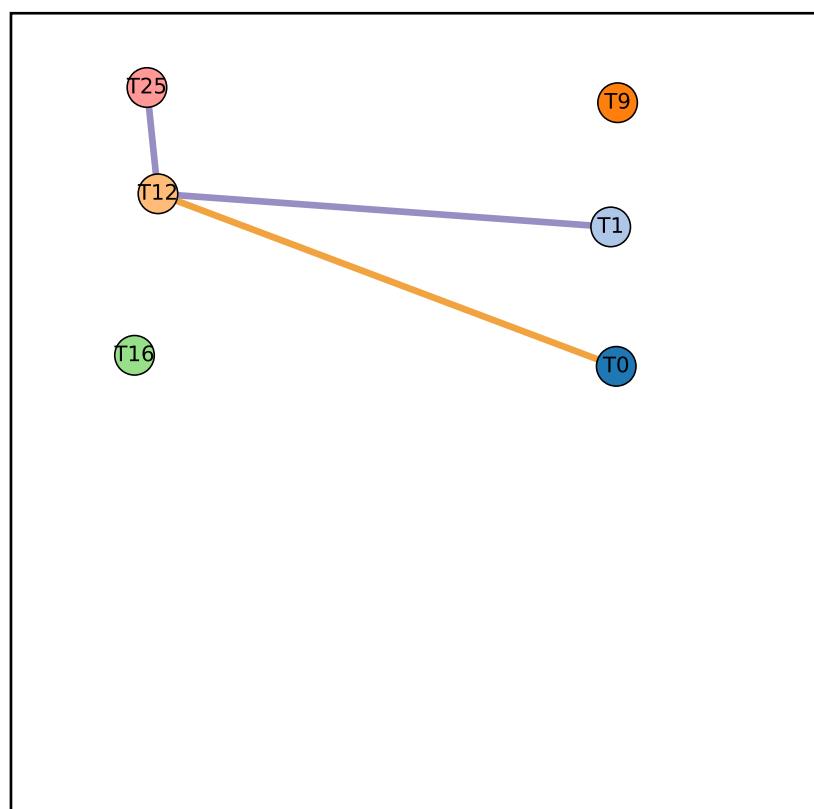
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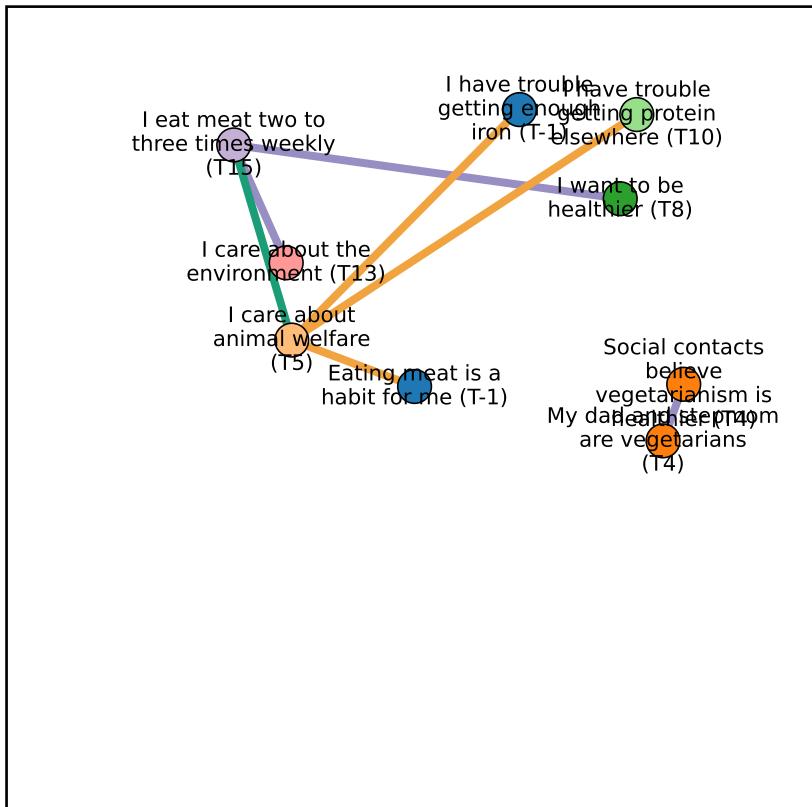
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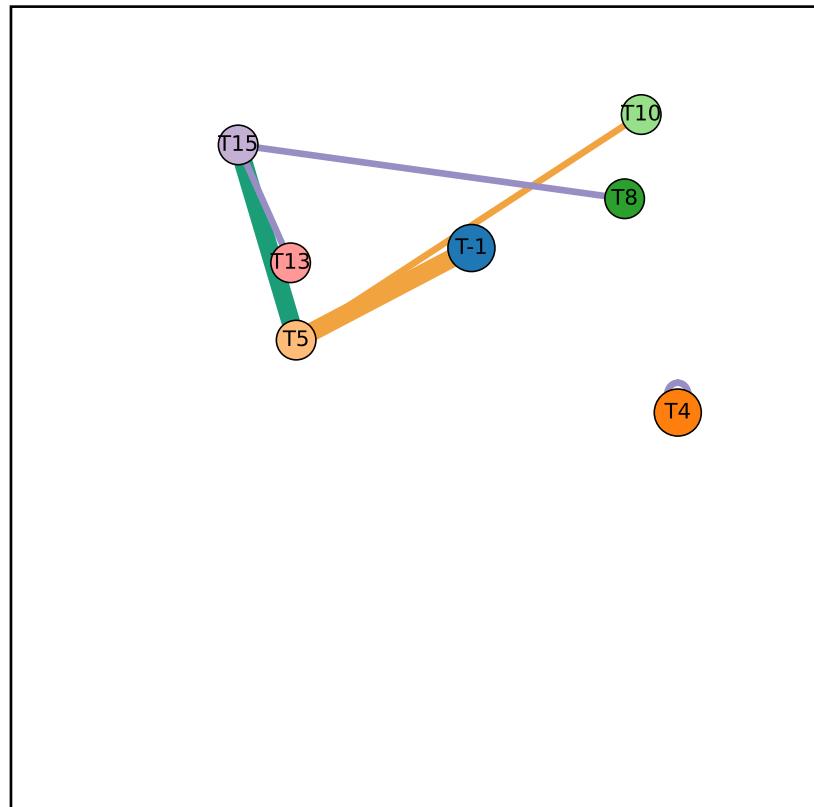
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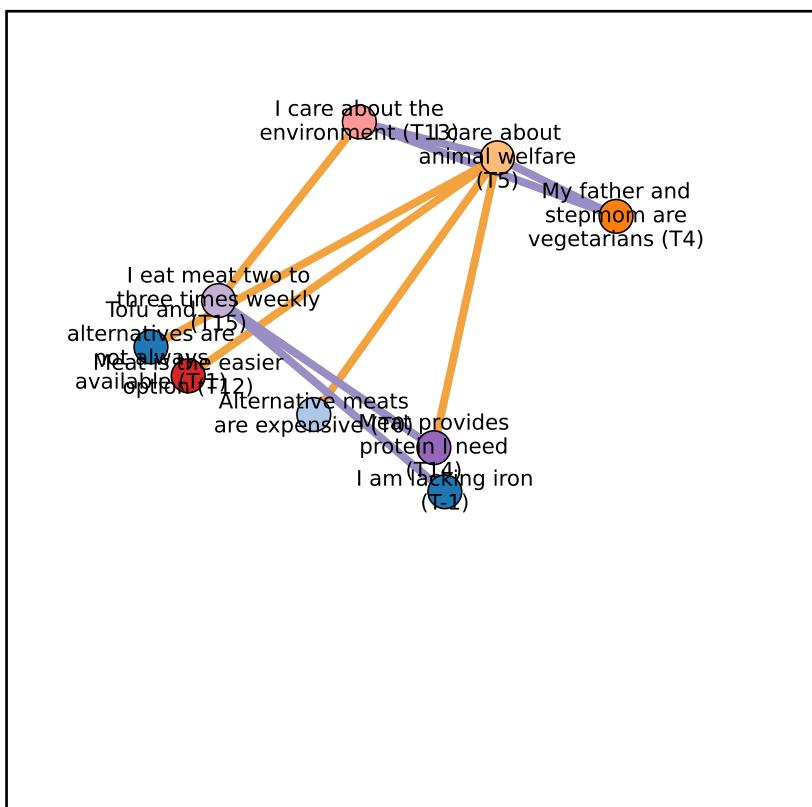
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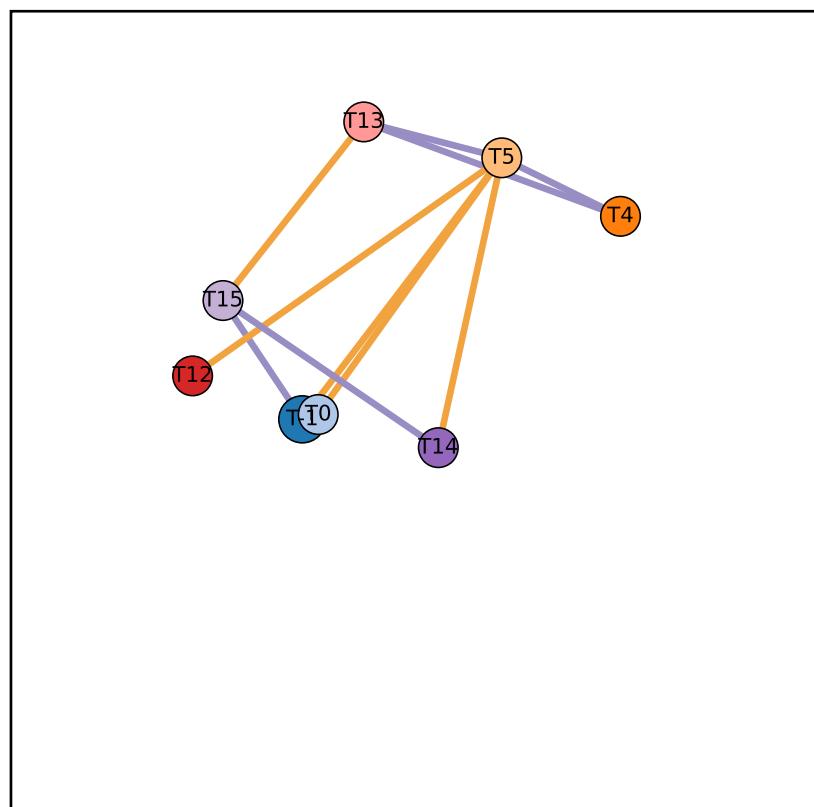
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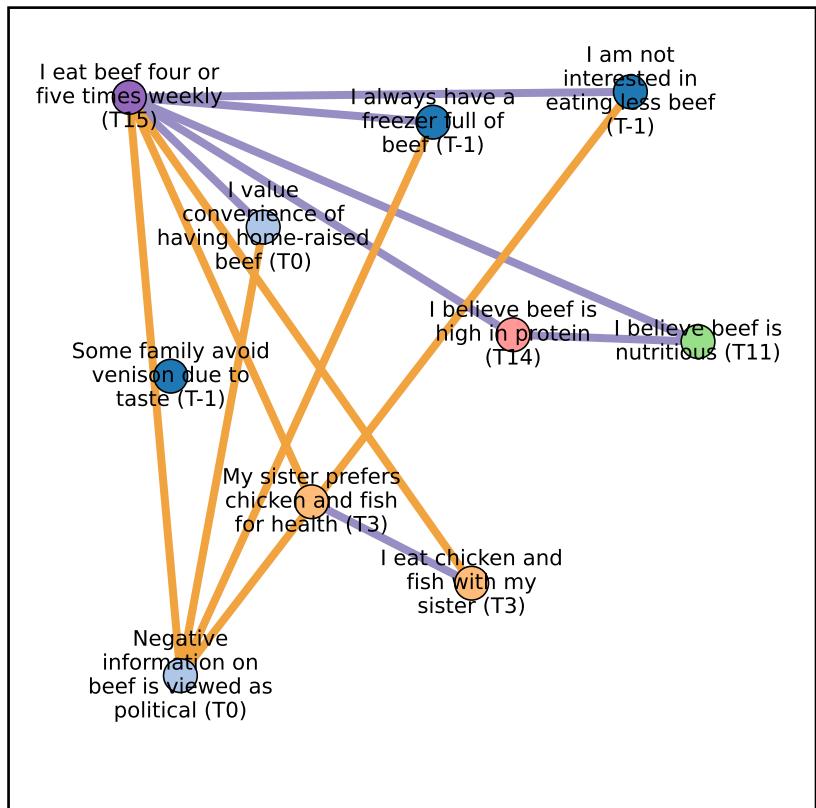
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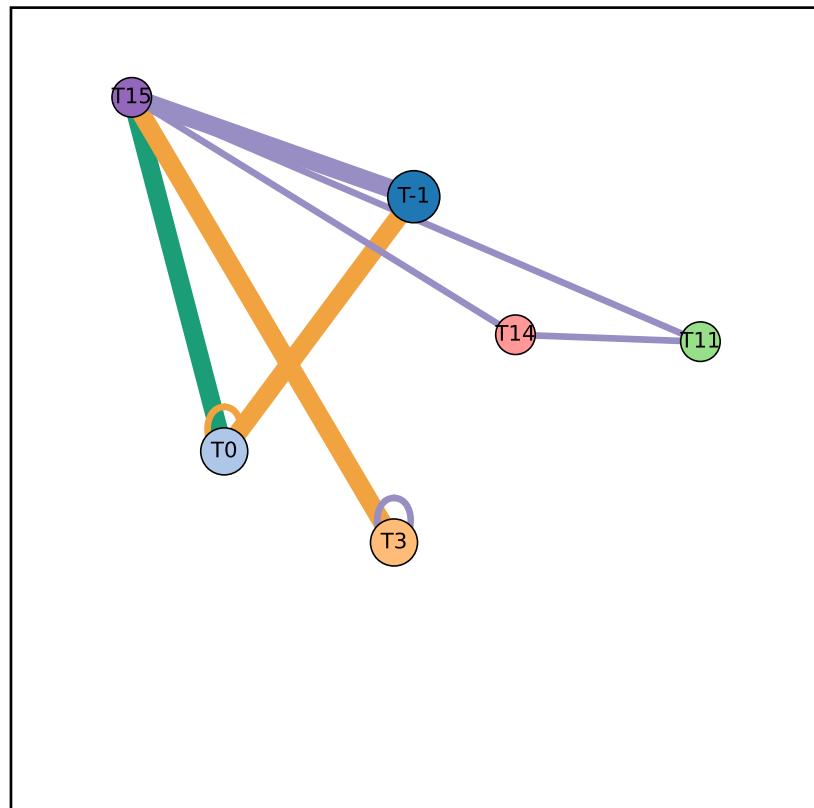
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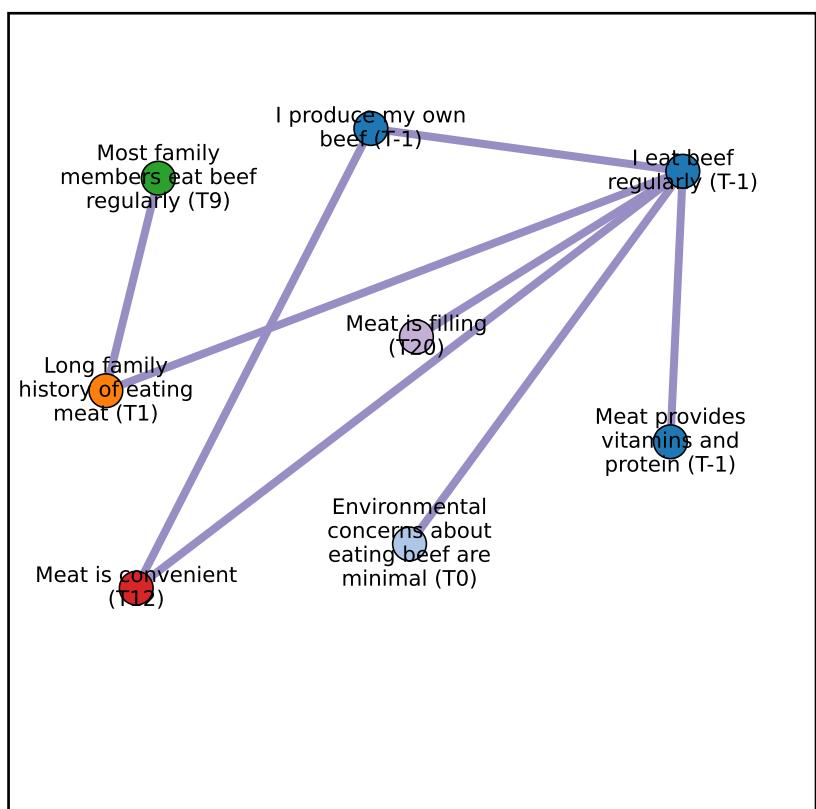
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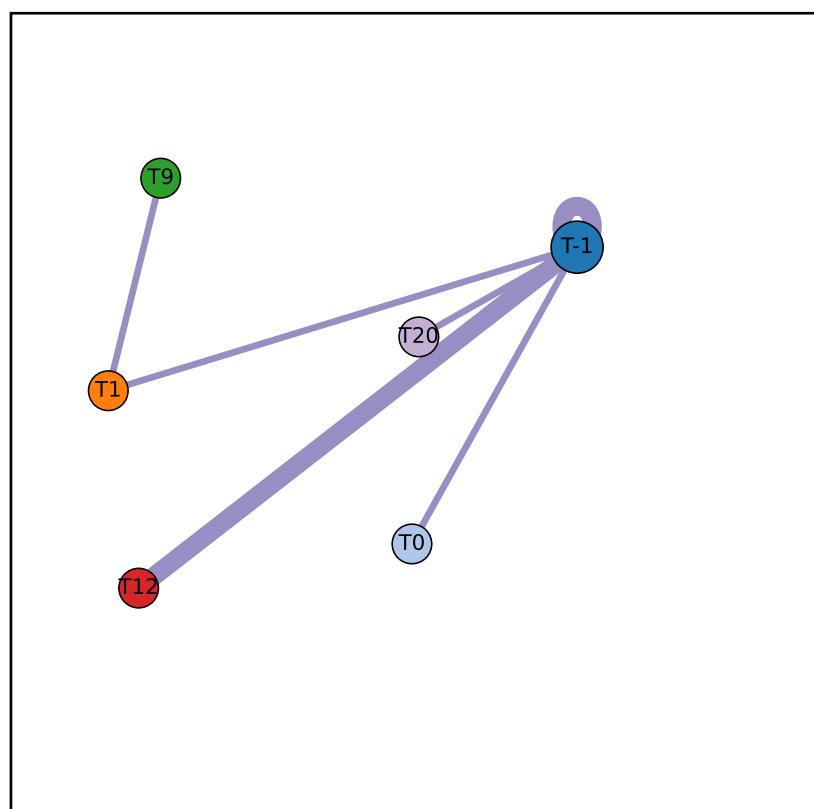
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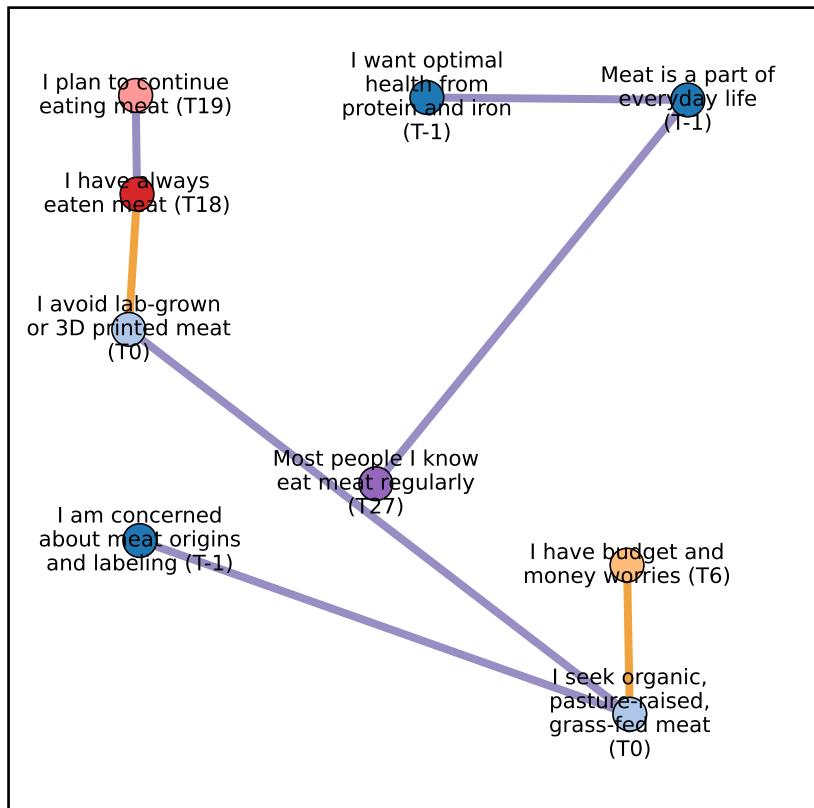
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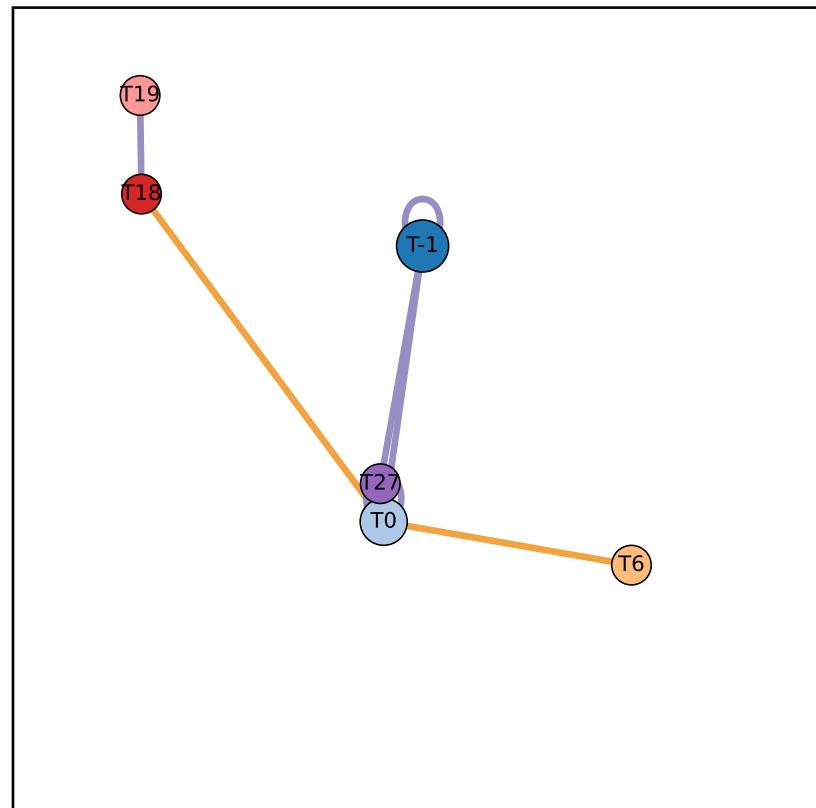
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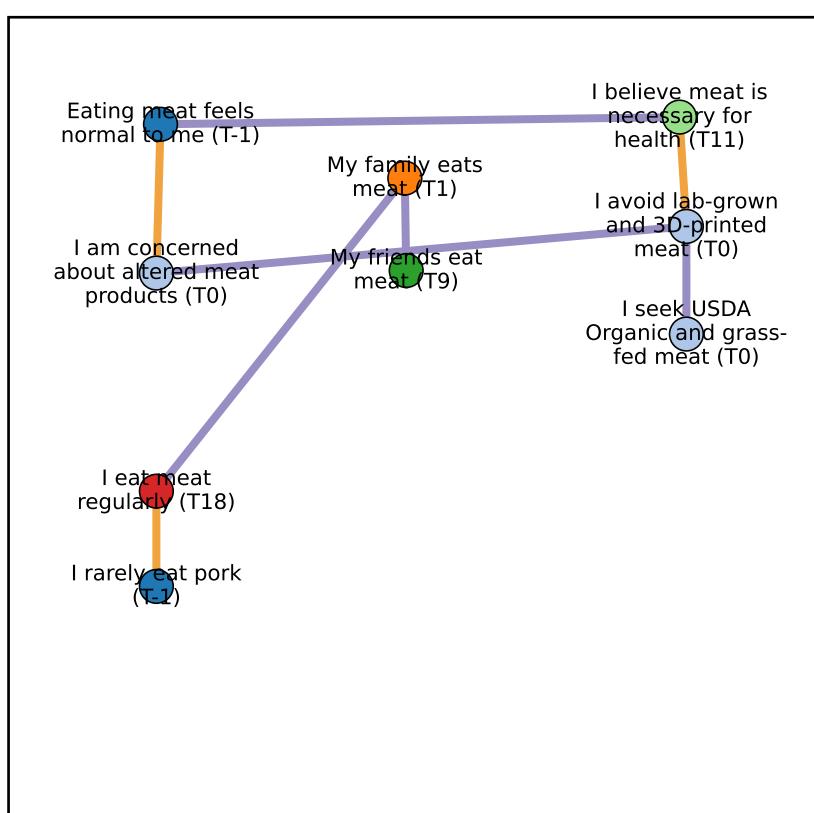
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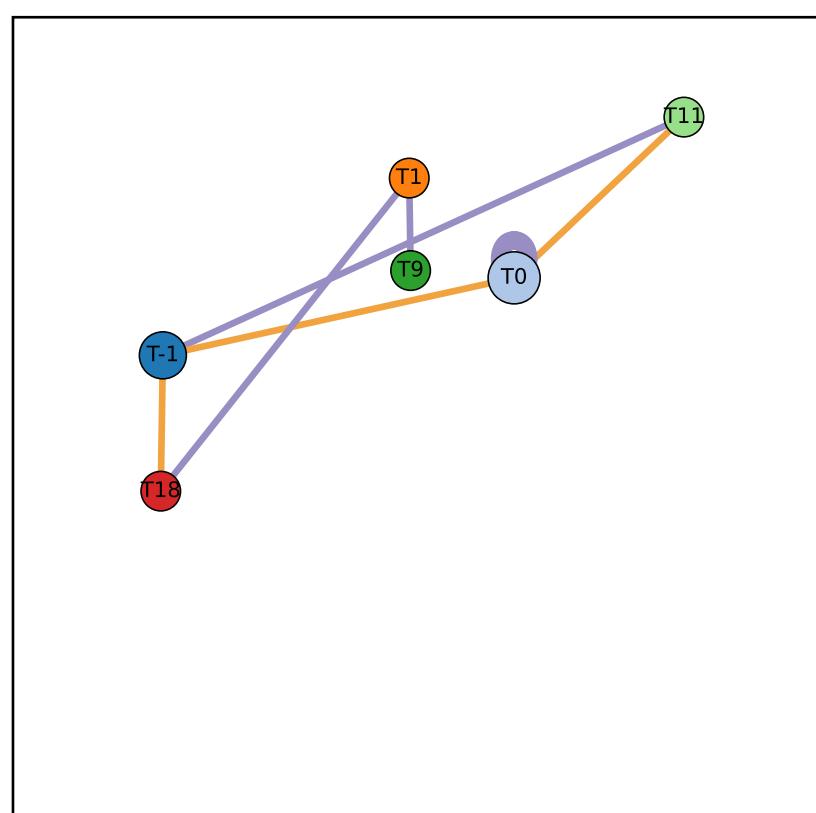
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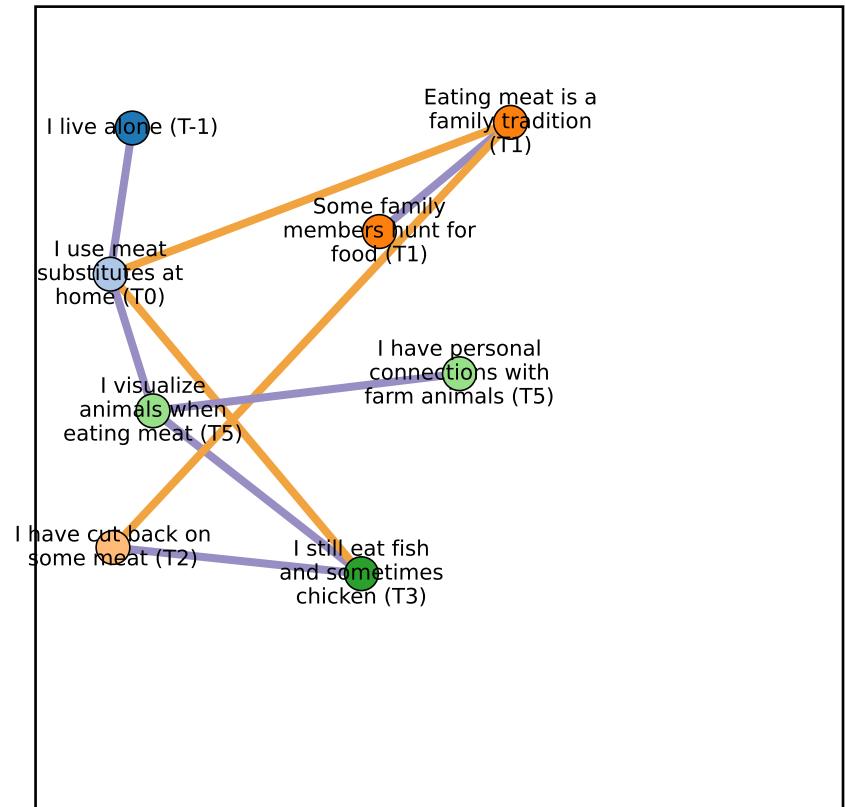
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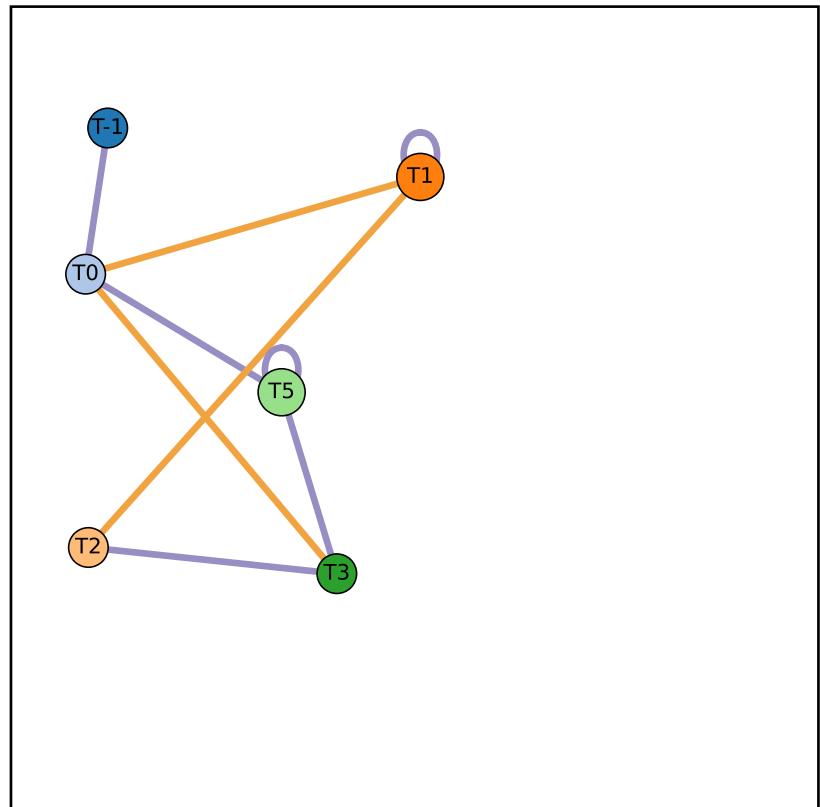
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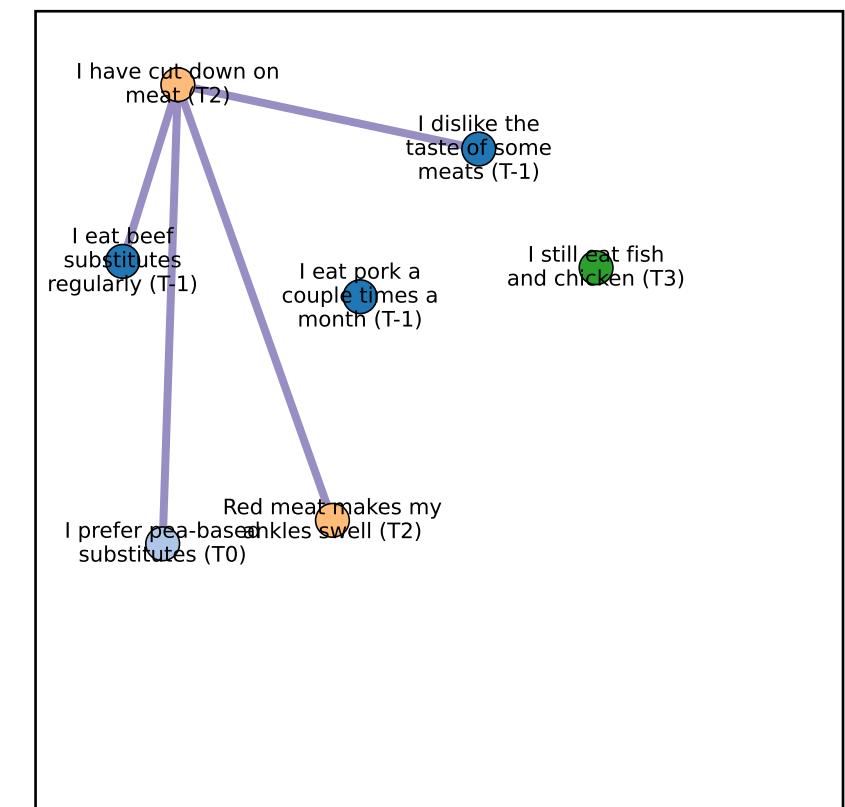
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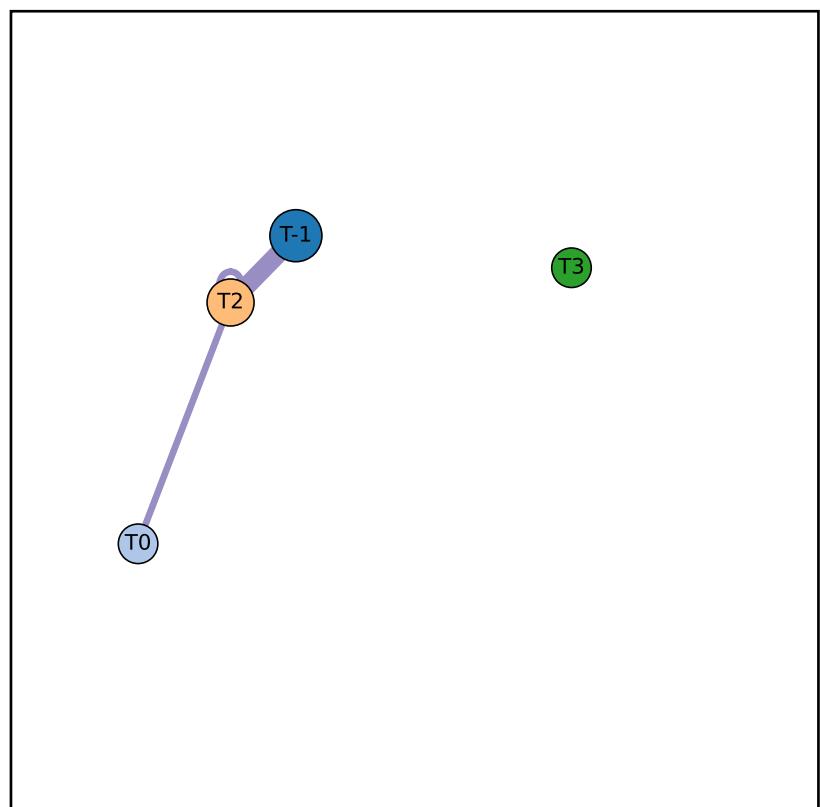
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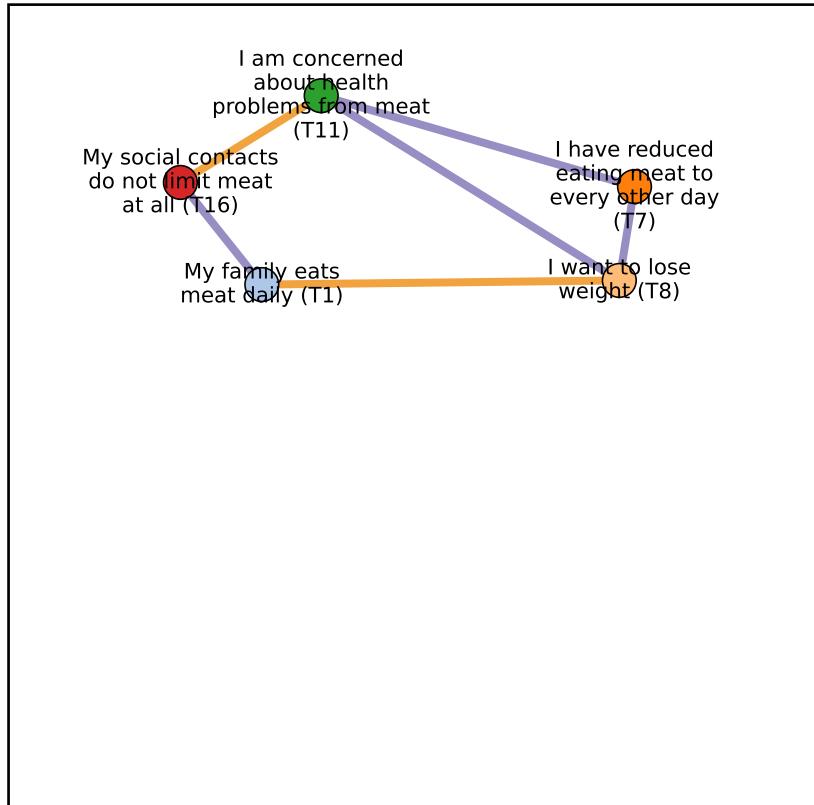
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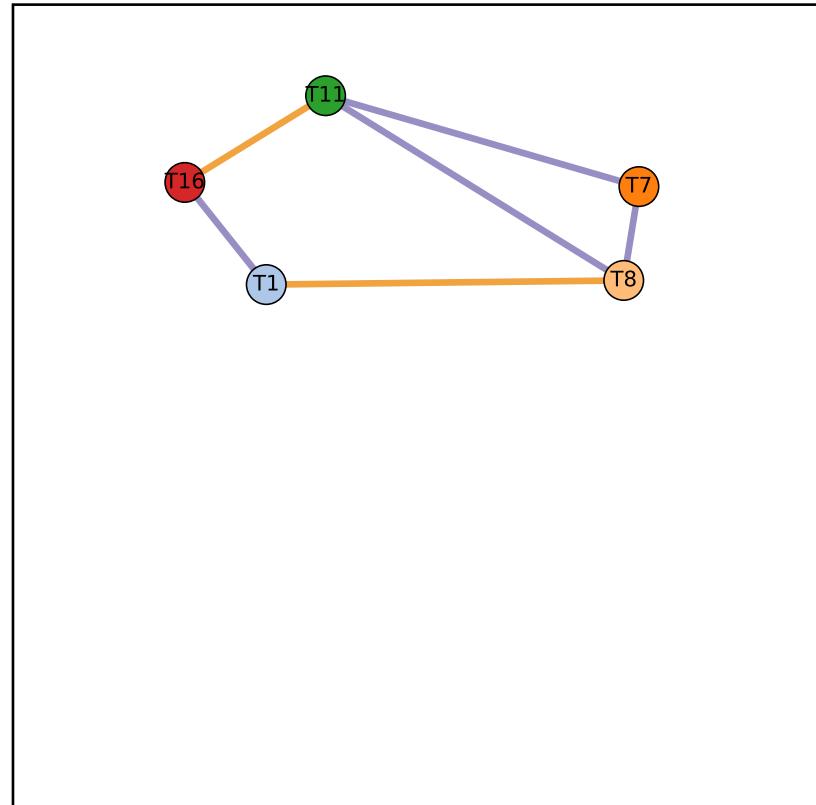
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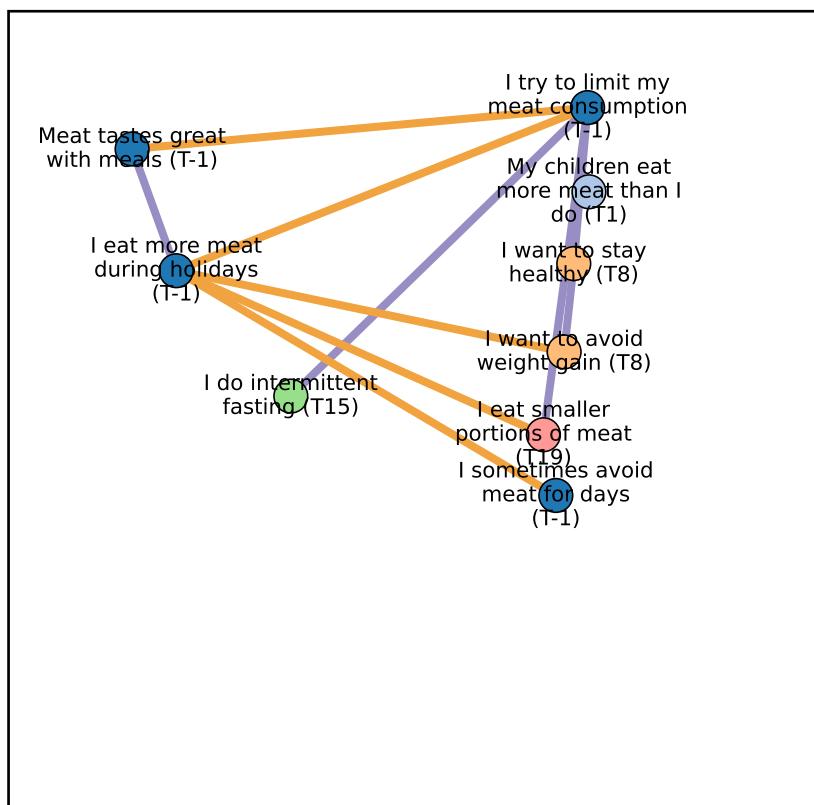
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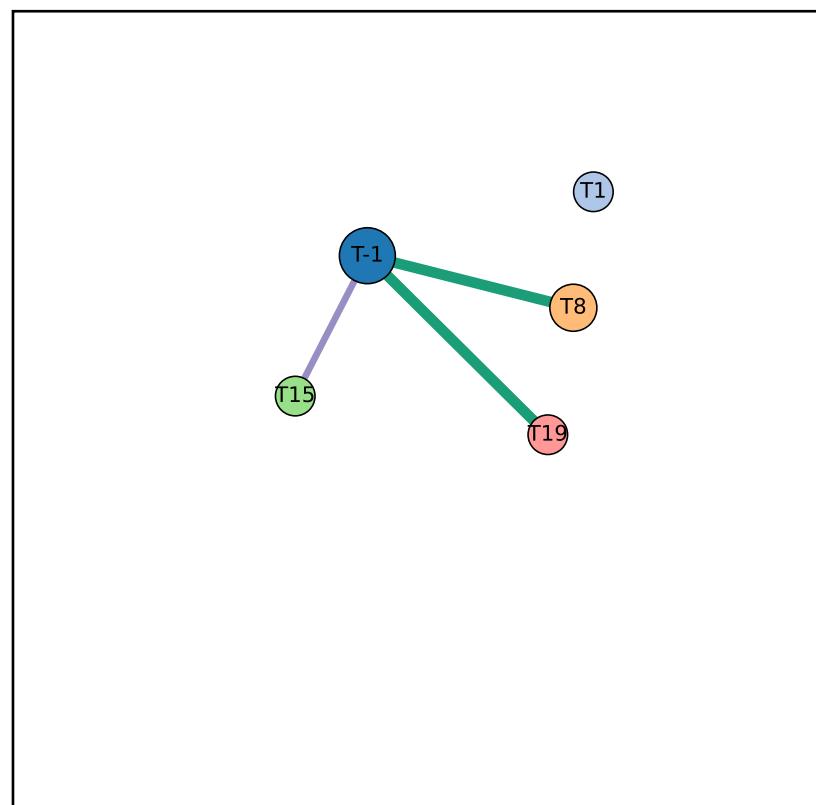
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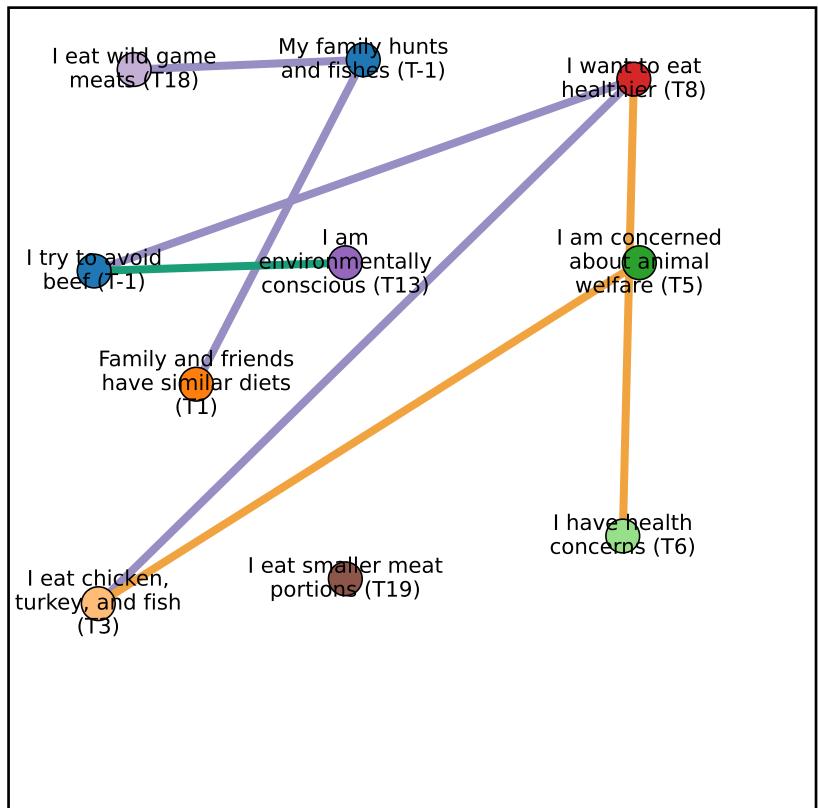
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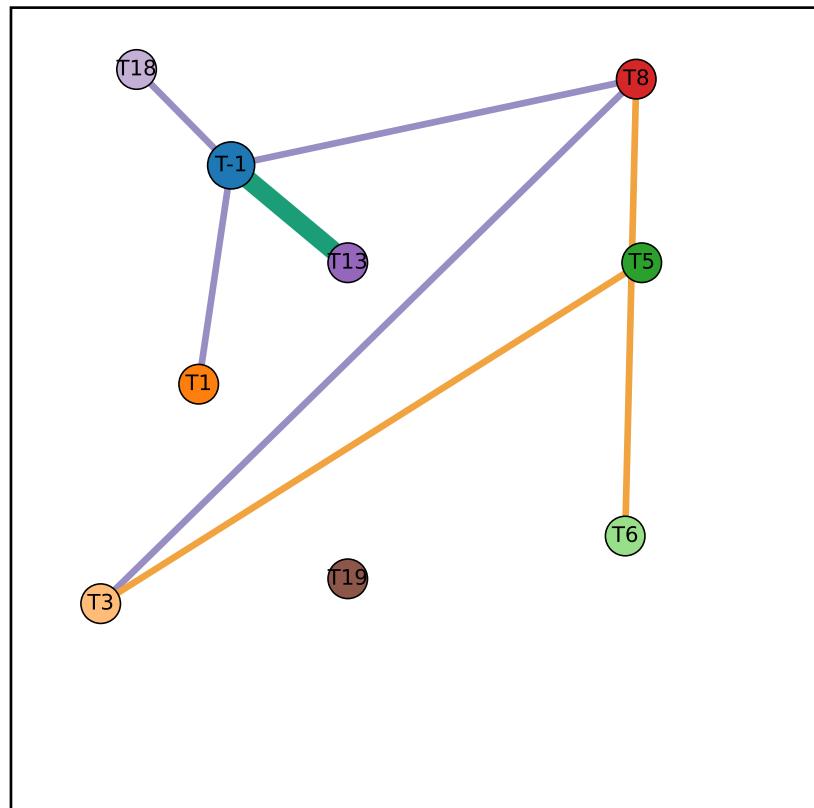
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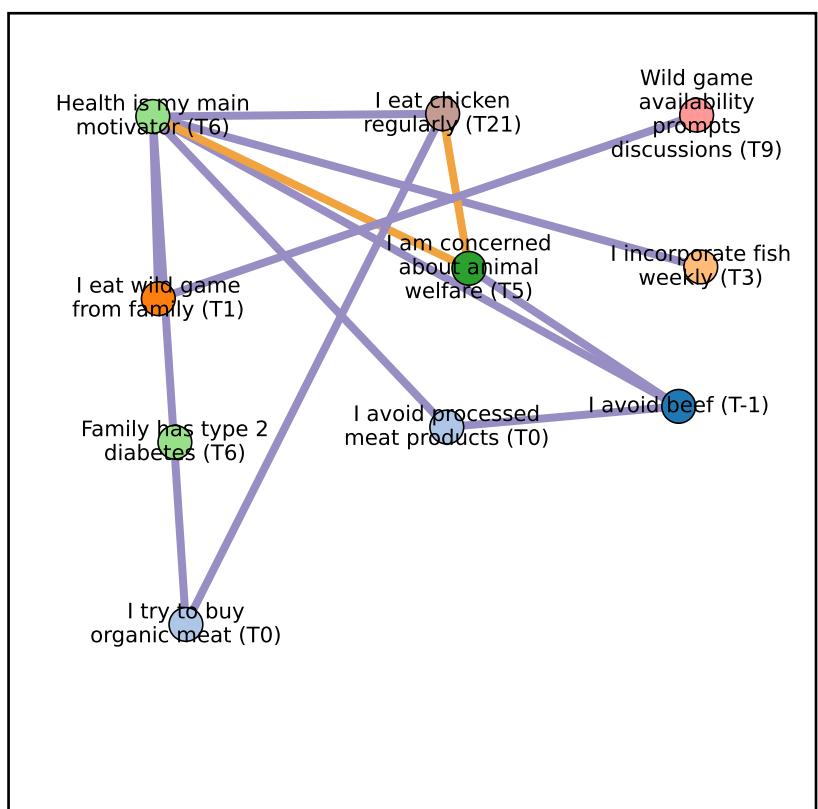
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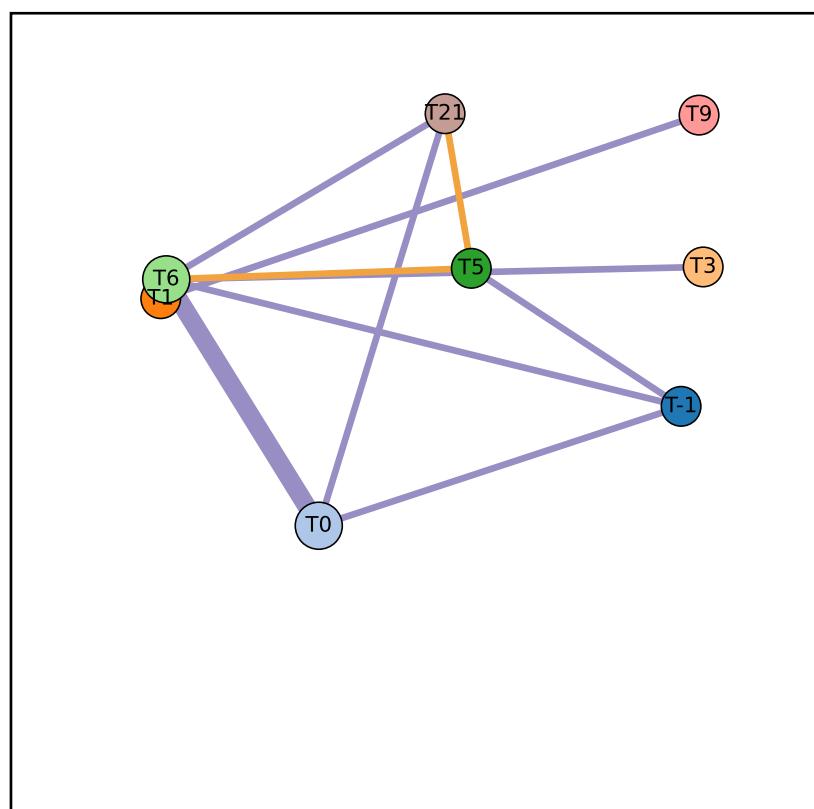
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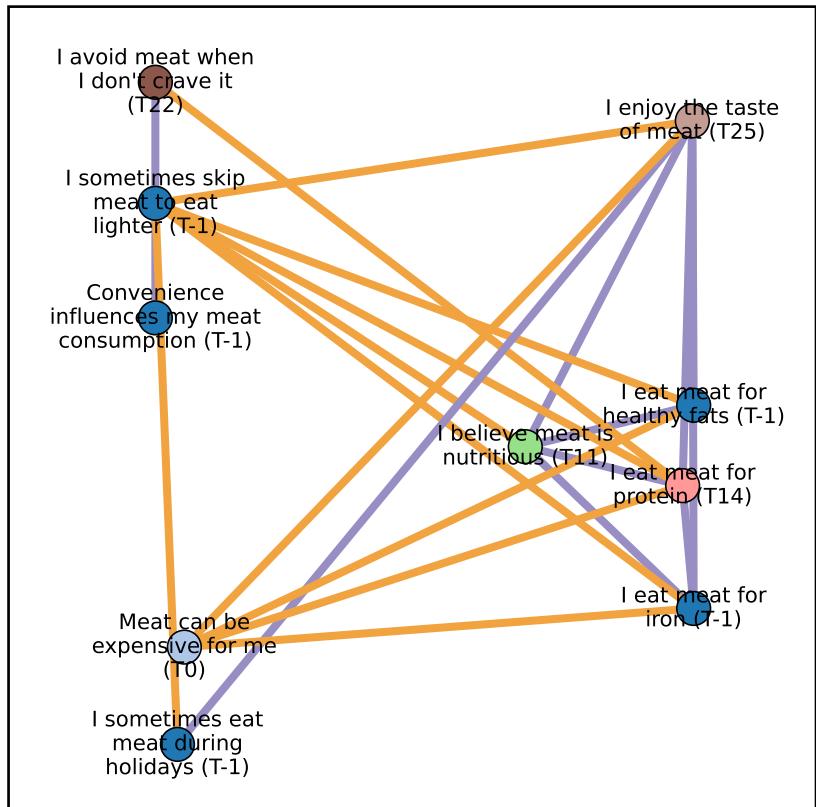
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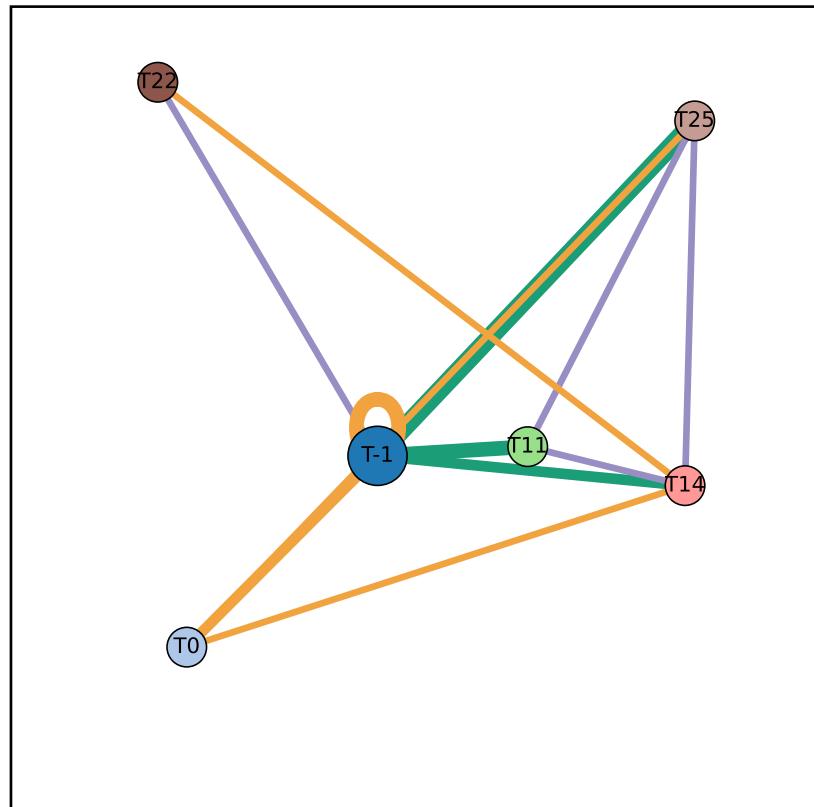
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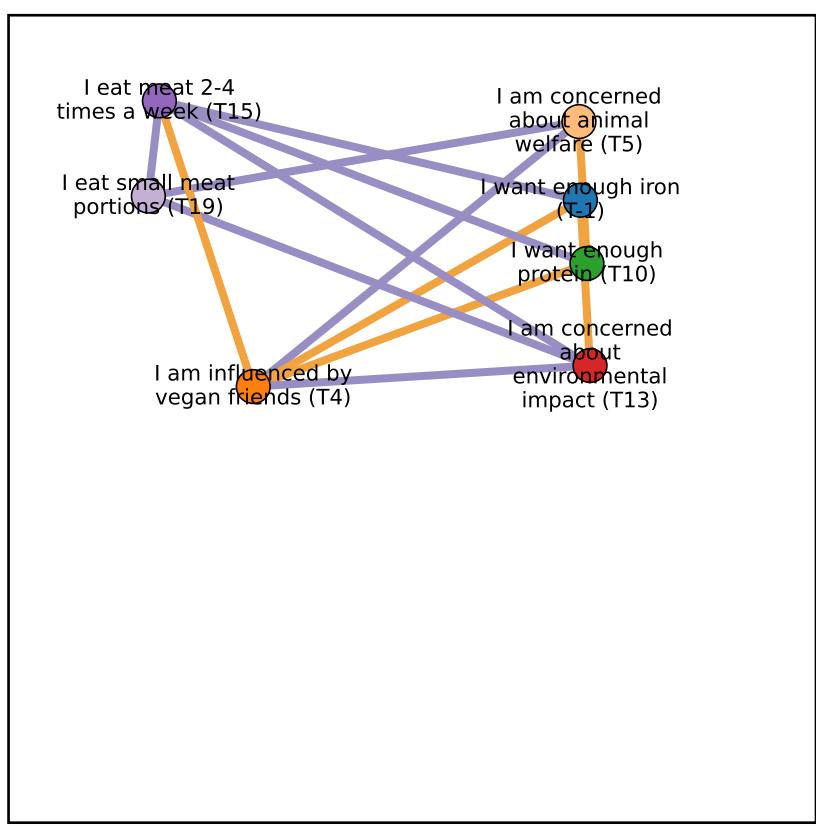
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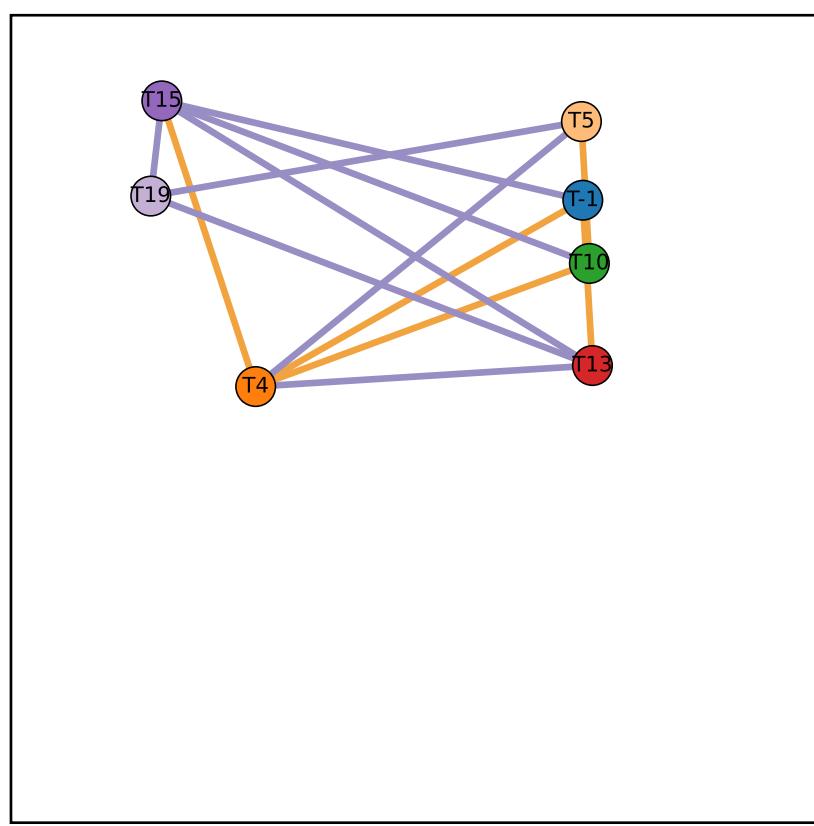
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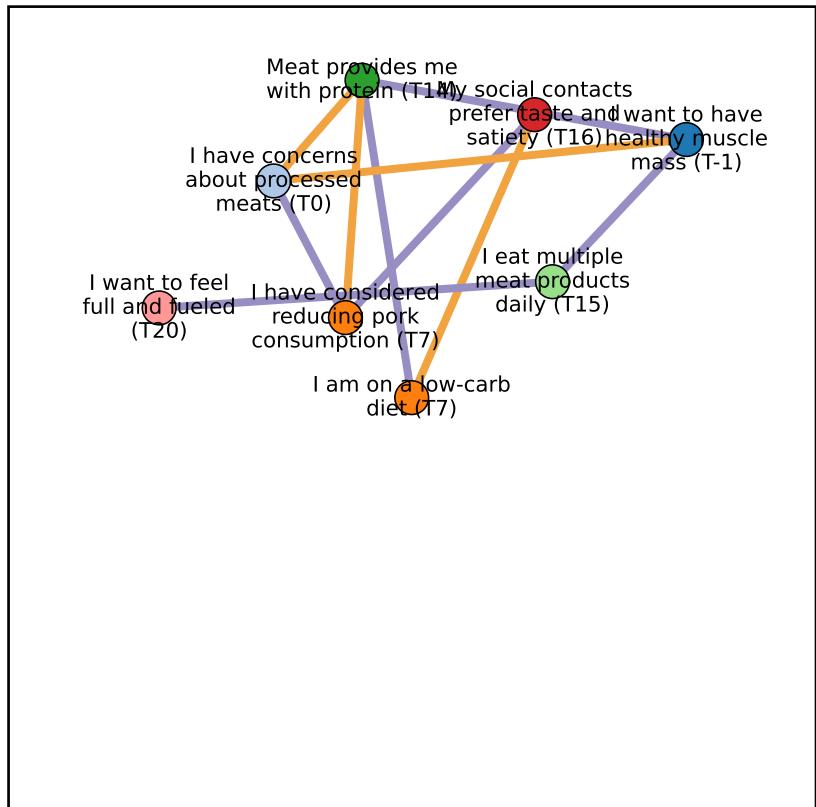
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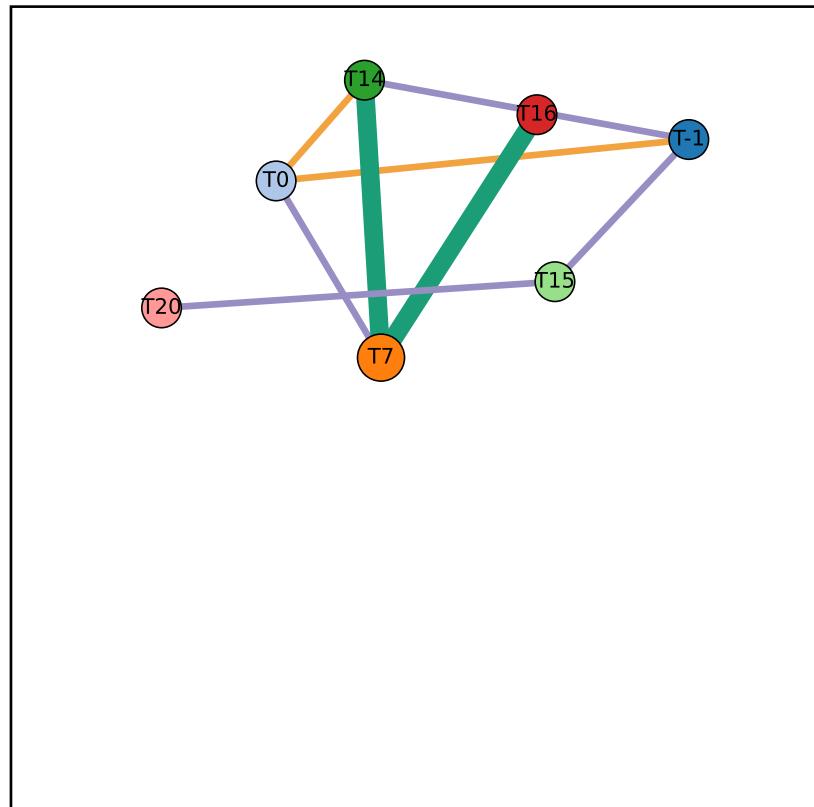
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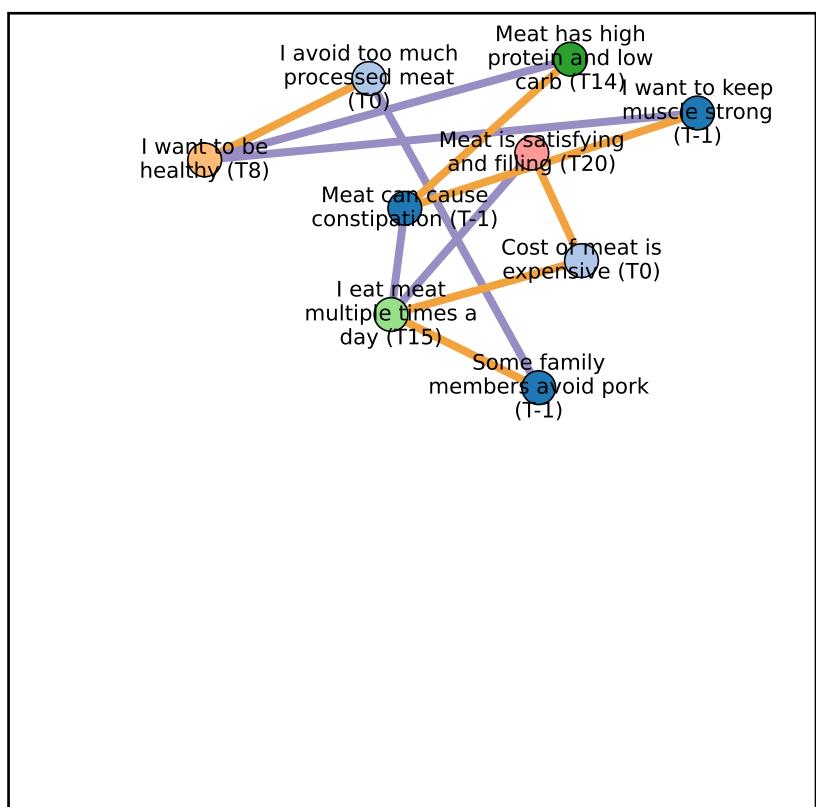
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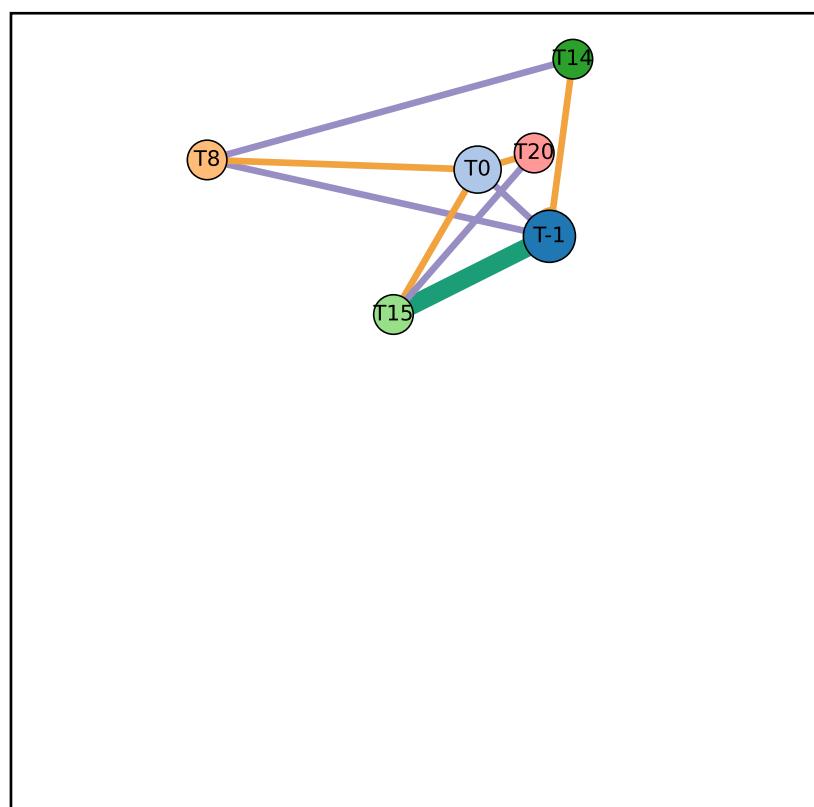
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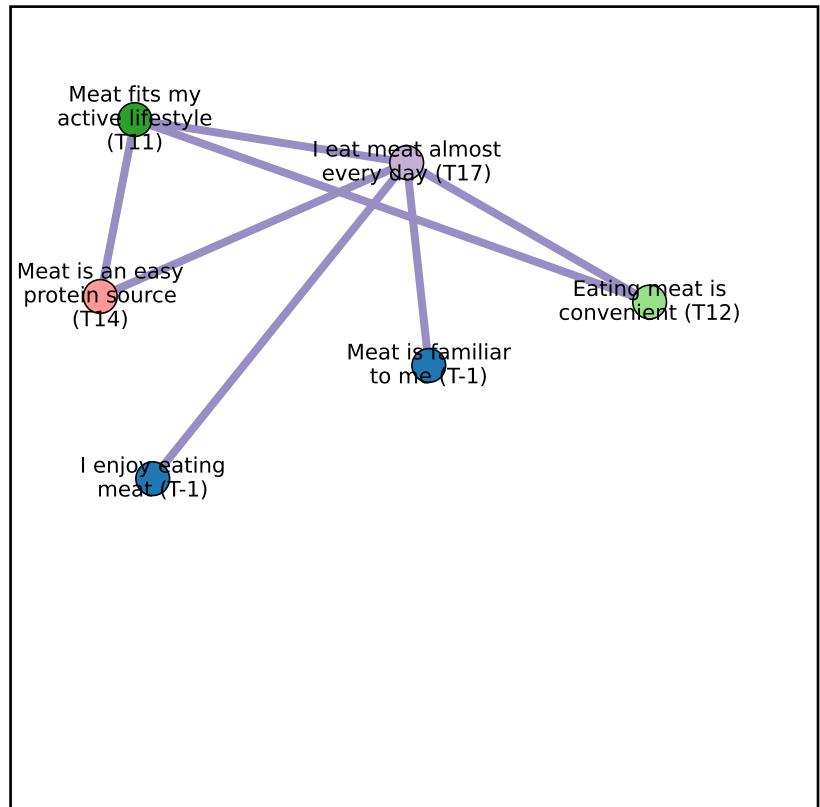
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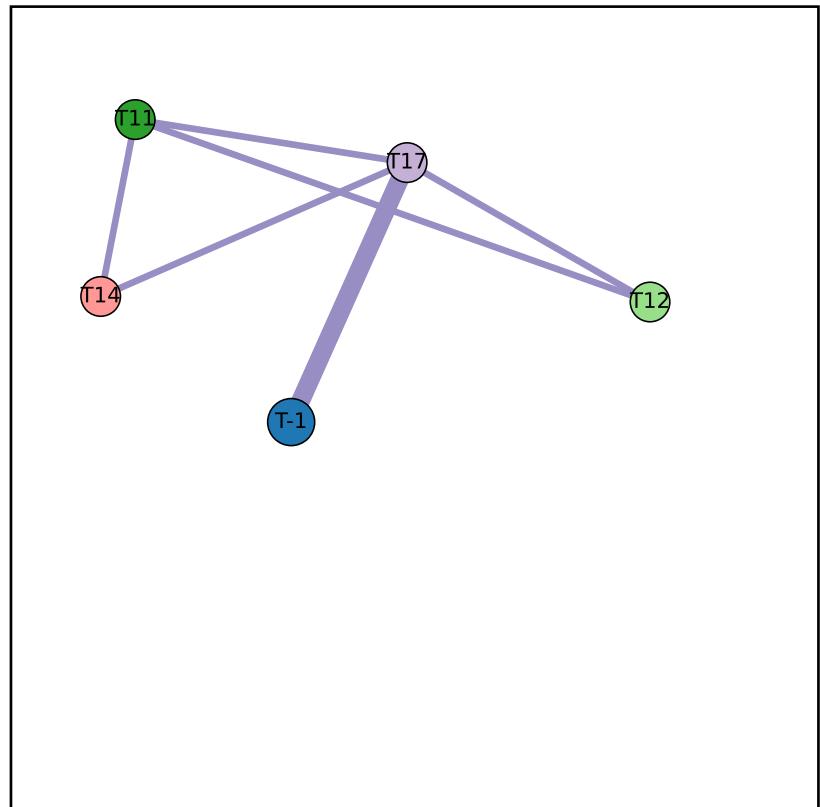
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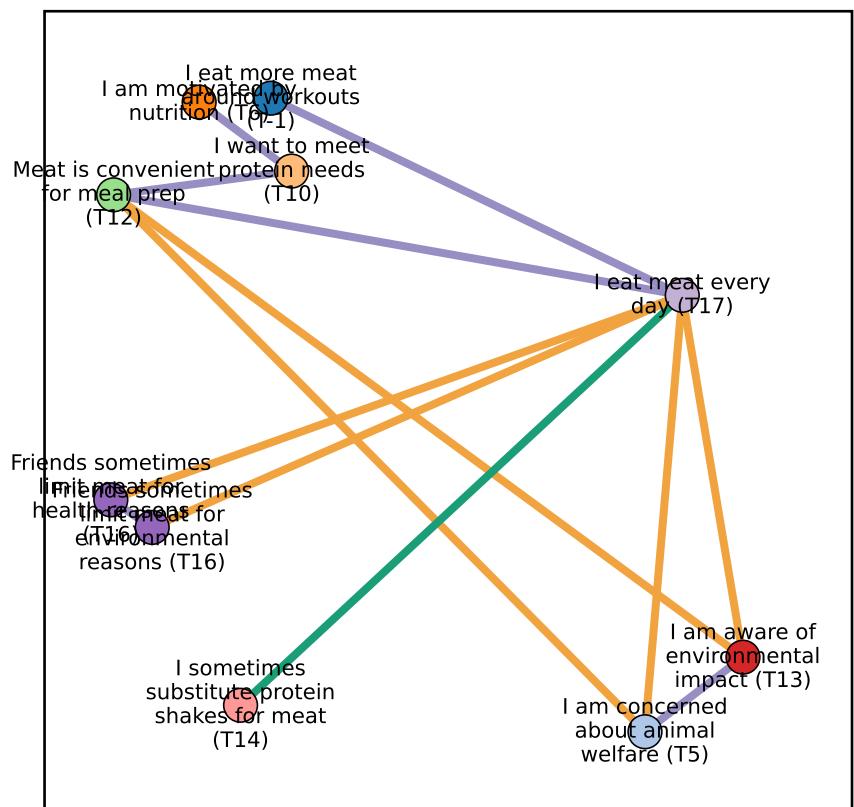
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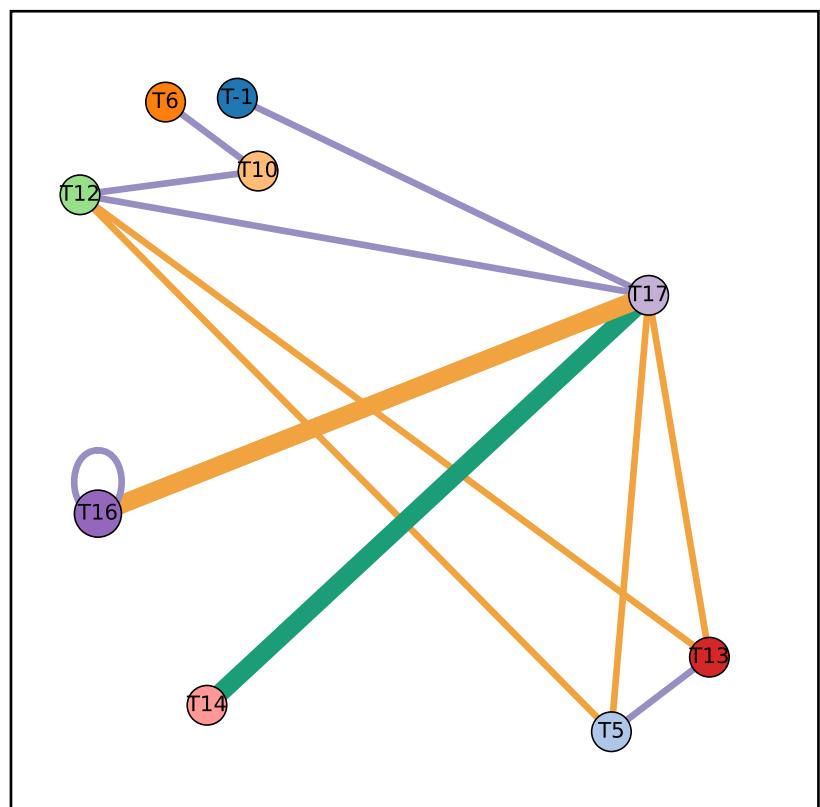
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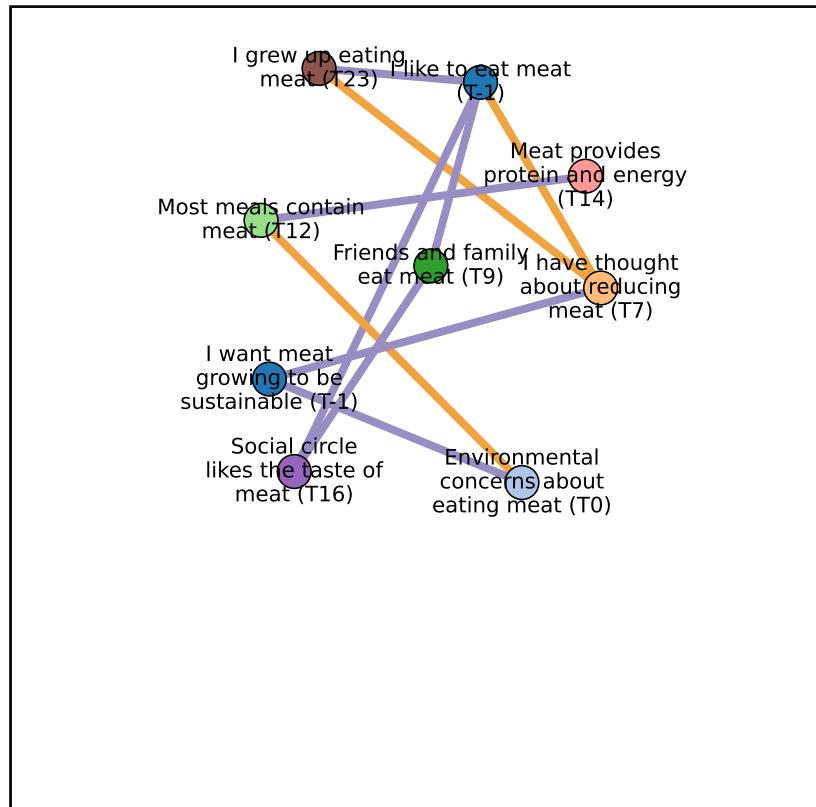
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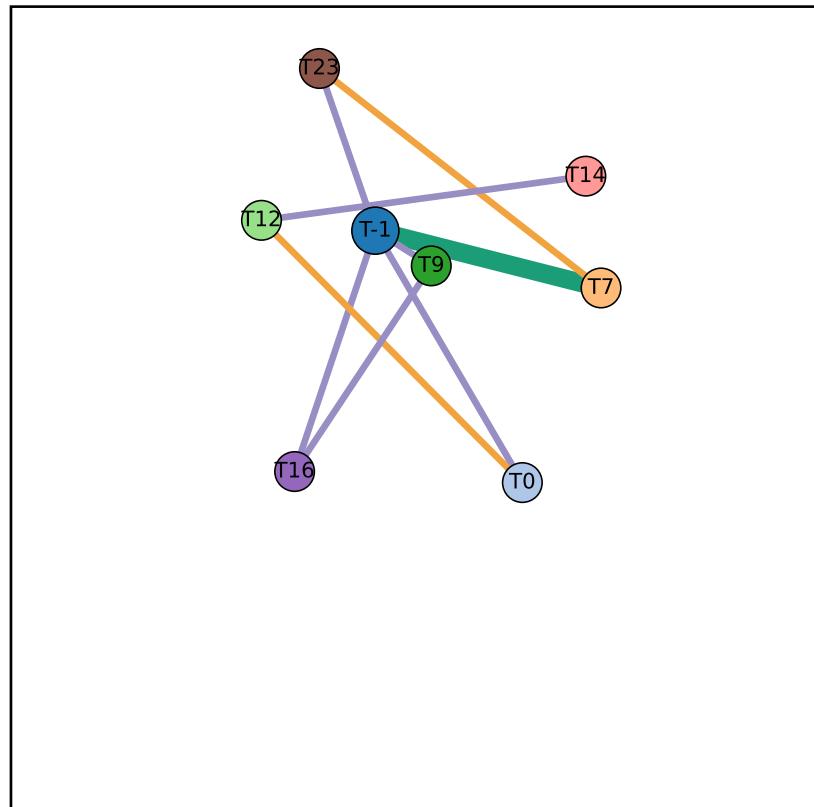
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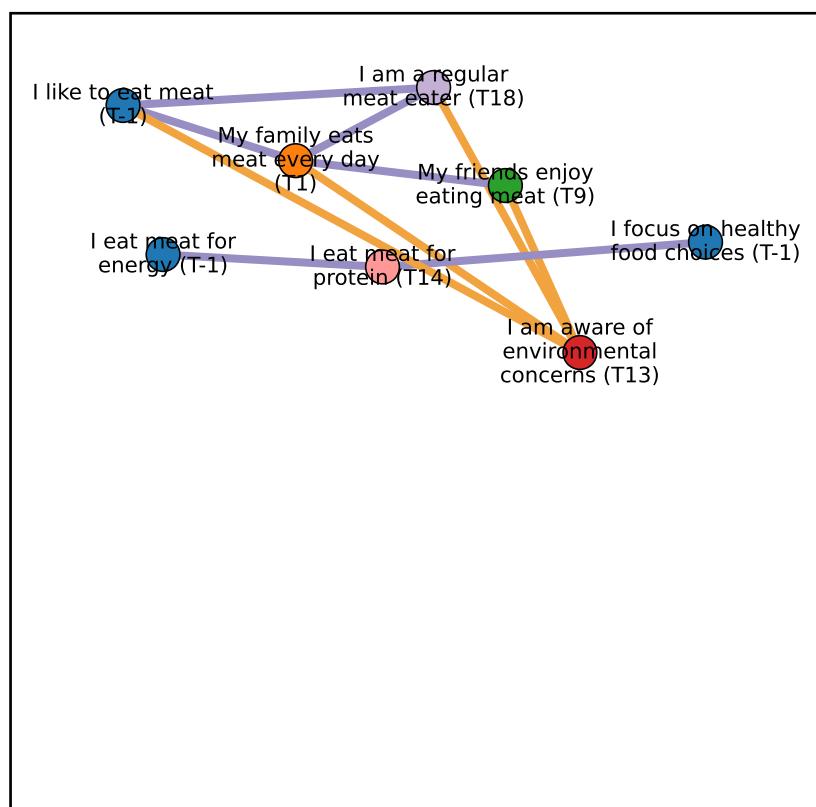
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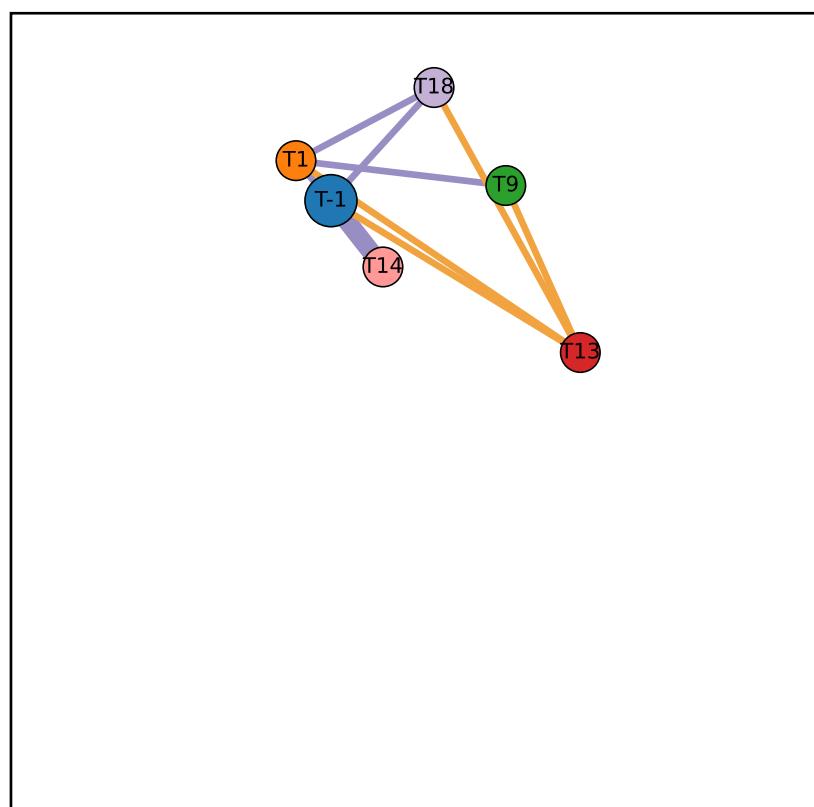
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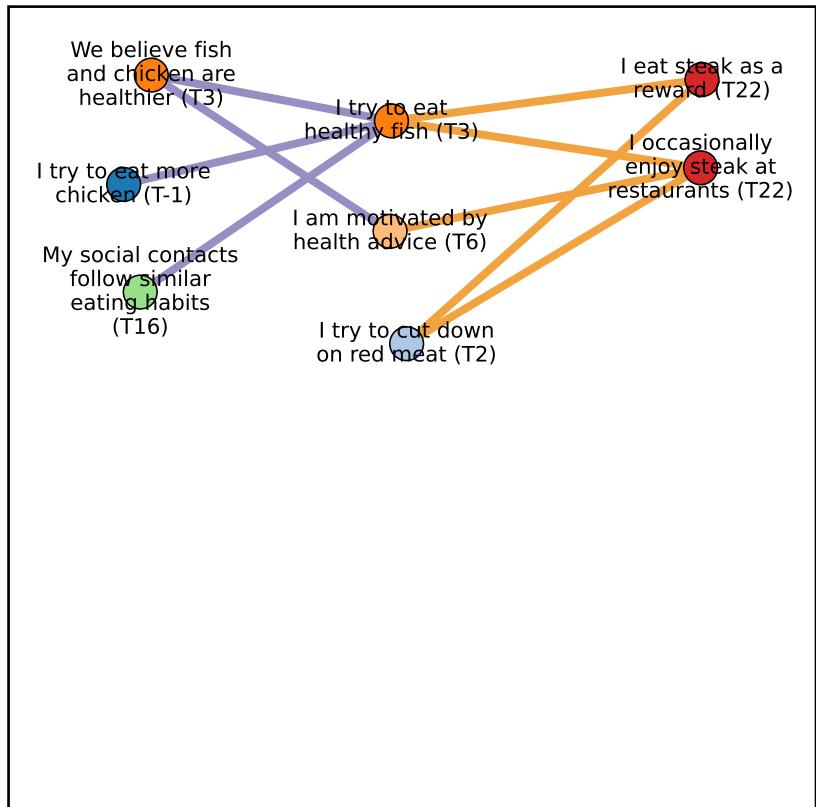
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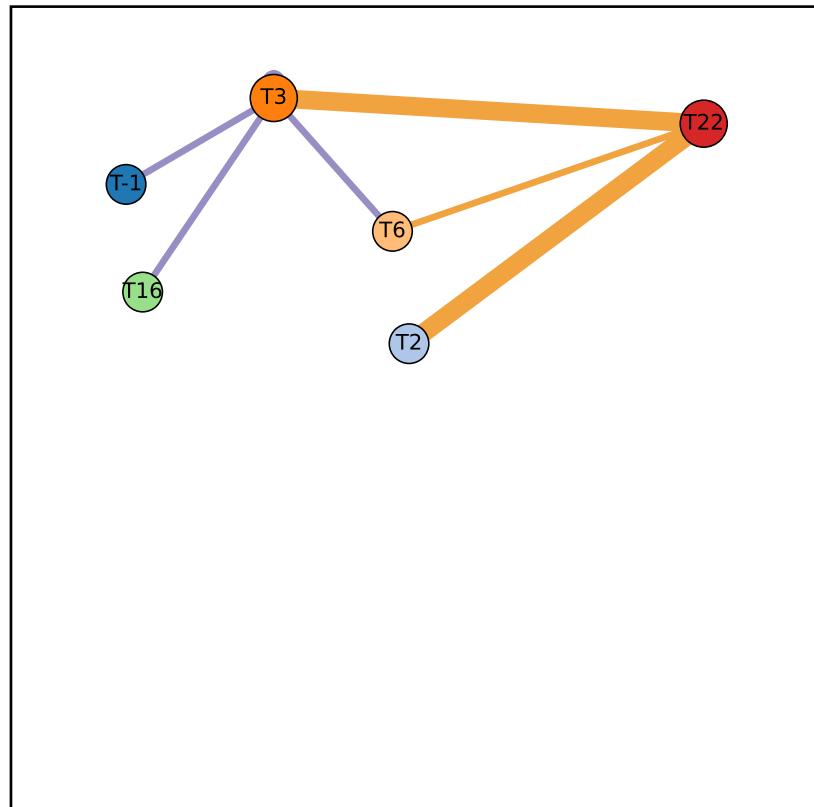
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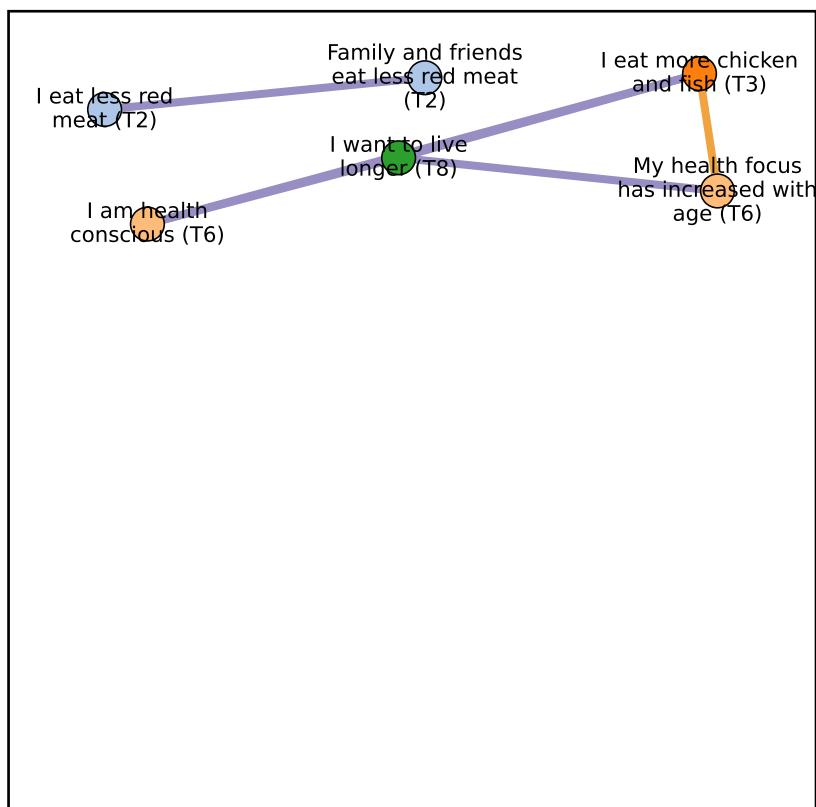
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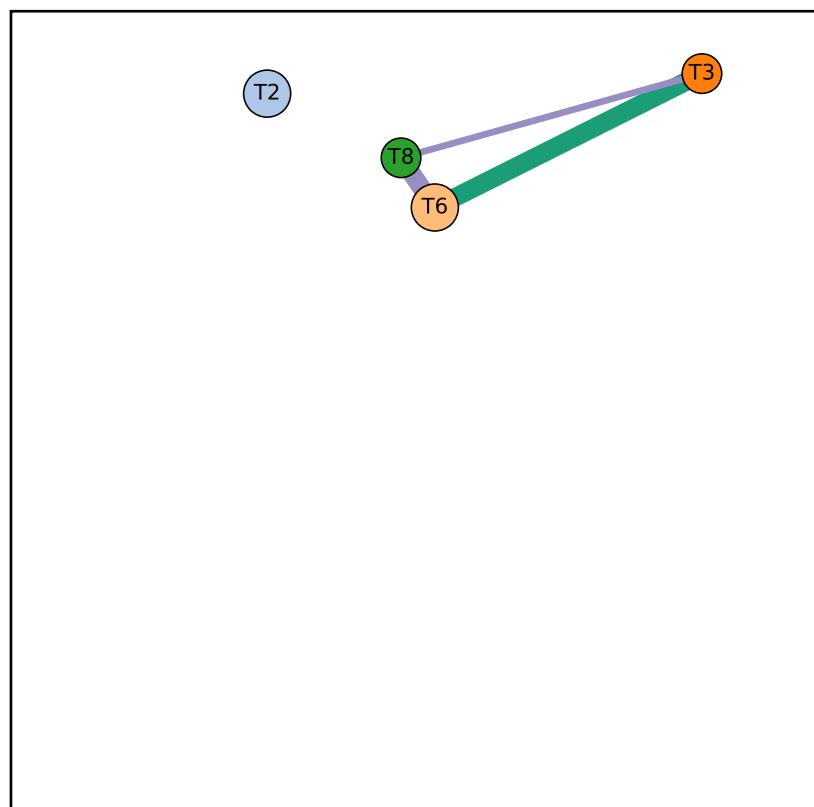
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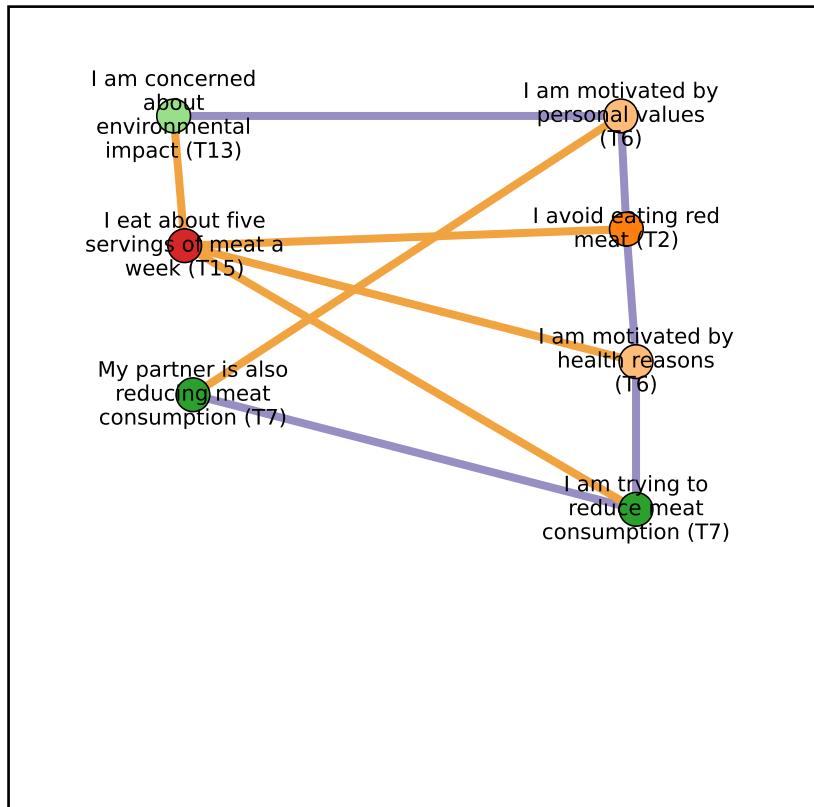
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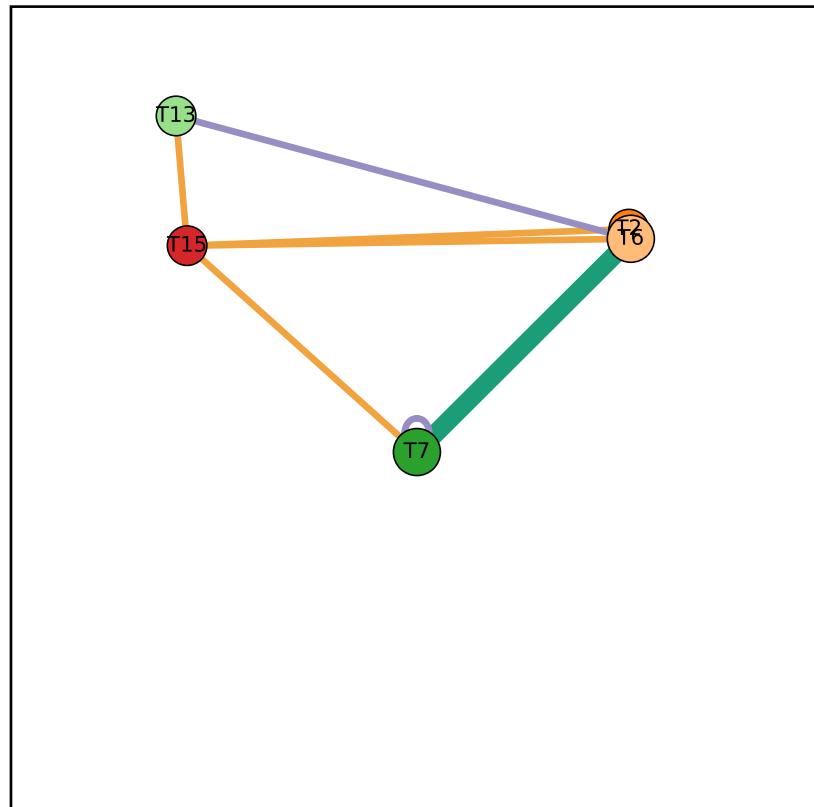
Wave 2 (topics)



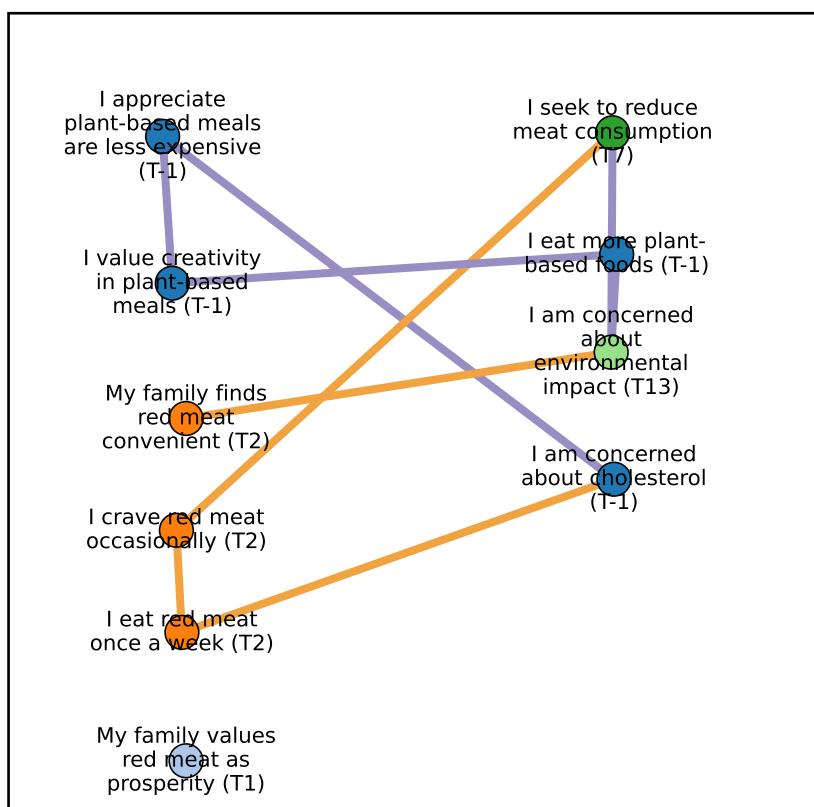
Wave 1 (stances)



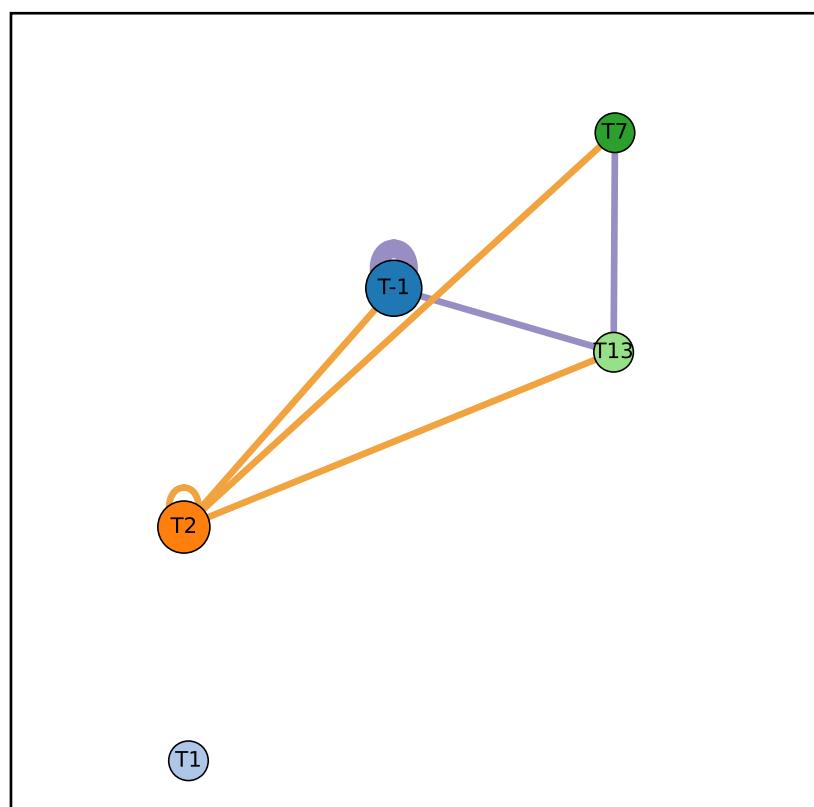
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



Wave 1 (stances)

I do not eat meat at home (T22)
I respect animal lives (T5)
I am concerned about animal welfare (T5)
I think red meat is unhealthy (T2)
My family argues for more meat for nutrition (T1)
I rarely eat meat (T1)
My partner supports and motivates me (T6)
My partner is a vegan (T4)
I eat meat to be polite at gatherings (T27)

Wave 1 (topics)



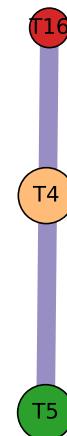
Wave 2 (stances)

I am currently a vegetarian (T4)
Social contacts value animal life (T16)
A friend is vegan and influences me (T4)
I view animals as chosen family (T5)

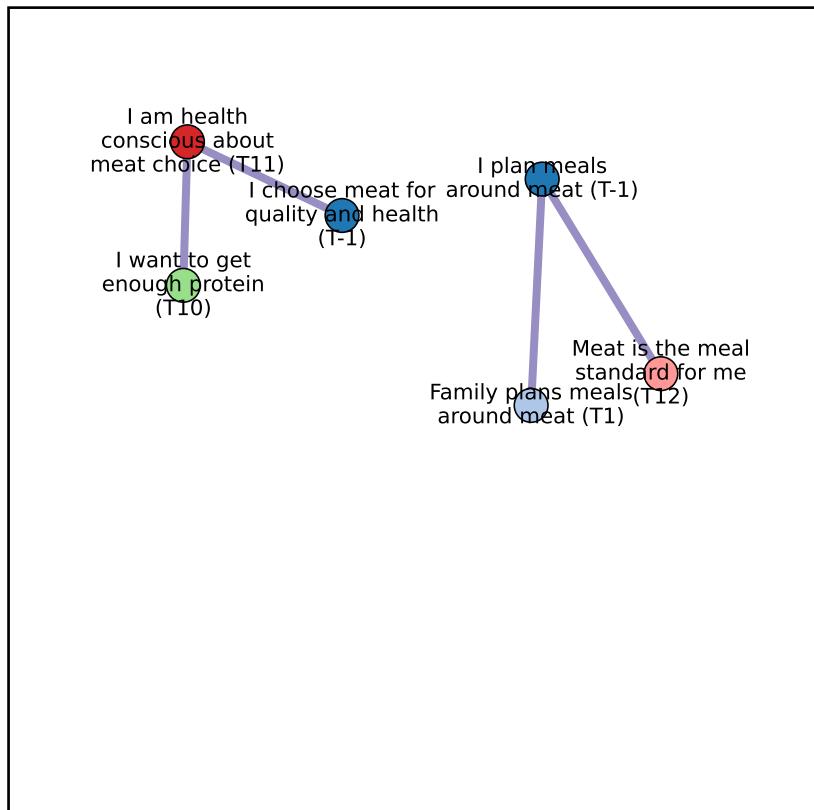
My friends support vegetarian beliefs
I am disturbed by animal mistreatment (T5)
I plan to become vegan (T4)

I believe animals deserve respect (T5)
I feel deep connection to animals (T5)

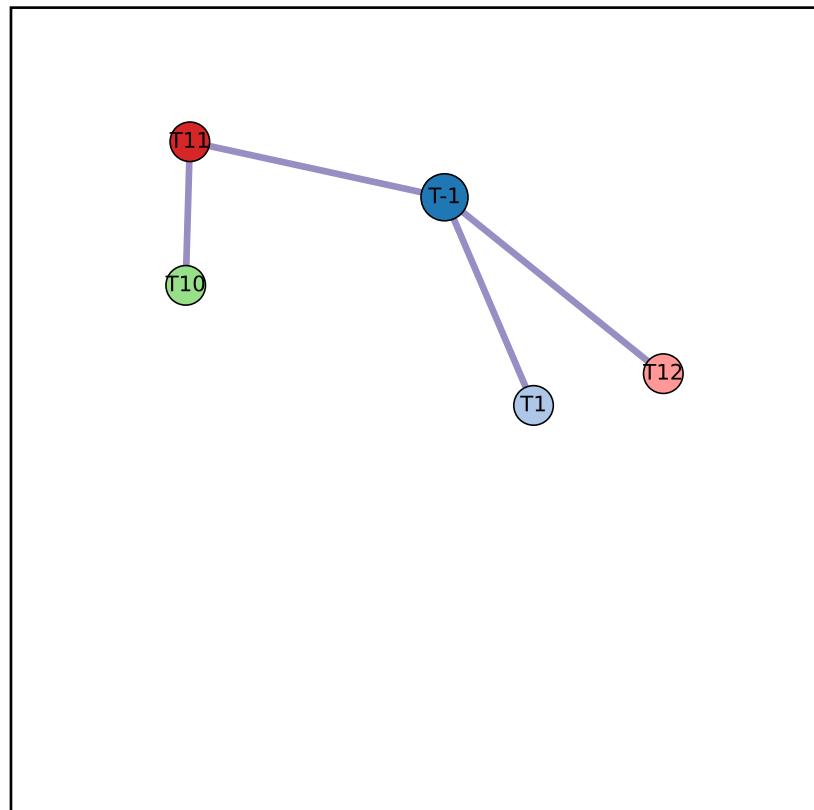
Wave 2 (topics)



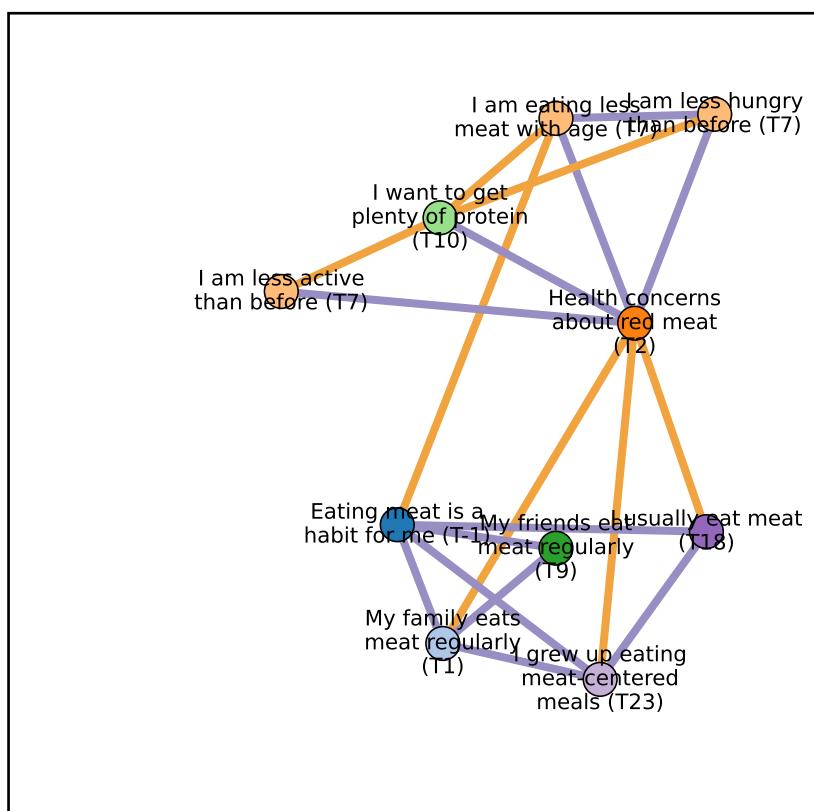
Wave 1 (stances)



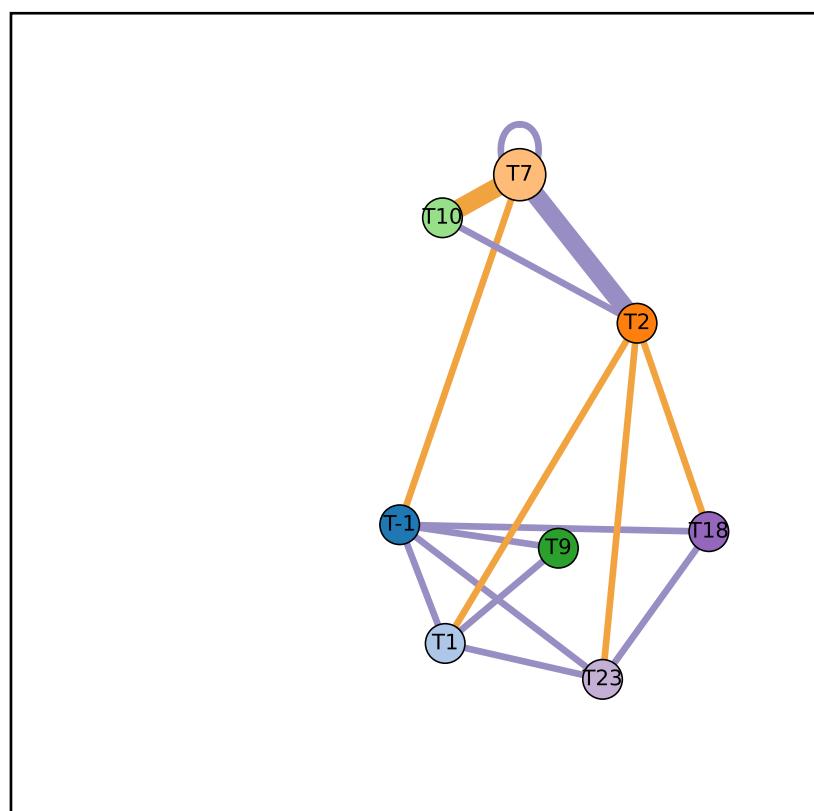
Wave 1 (topics)



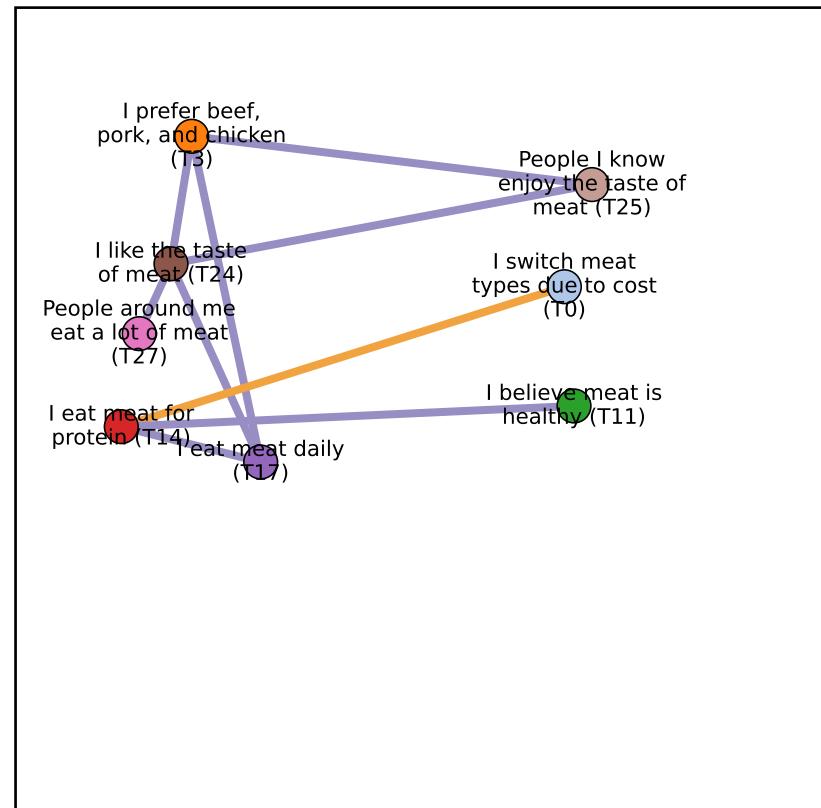
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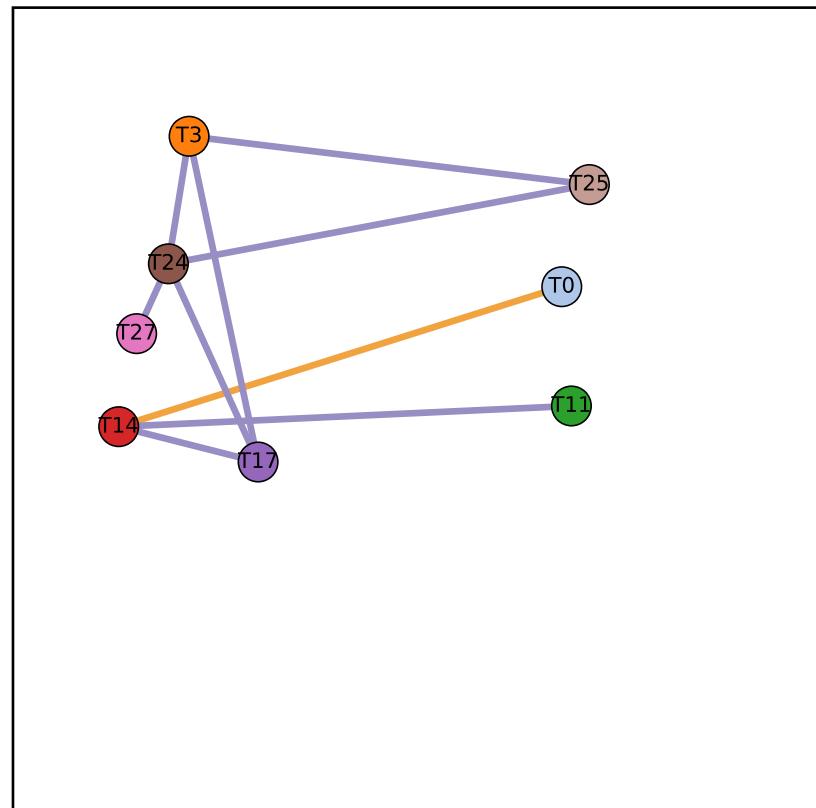
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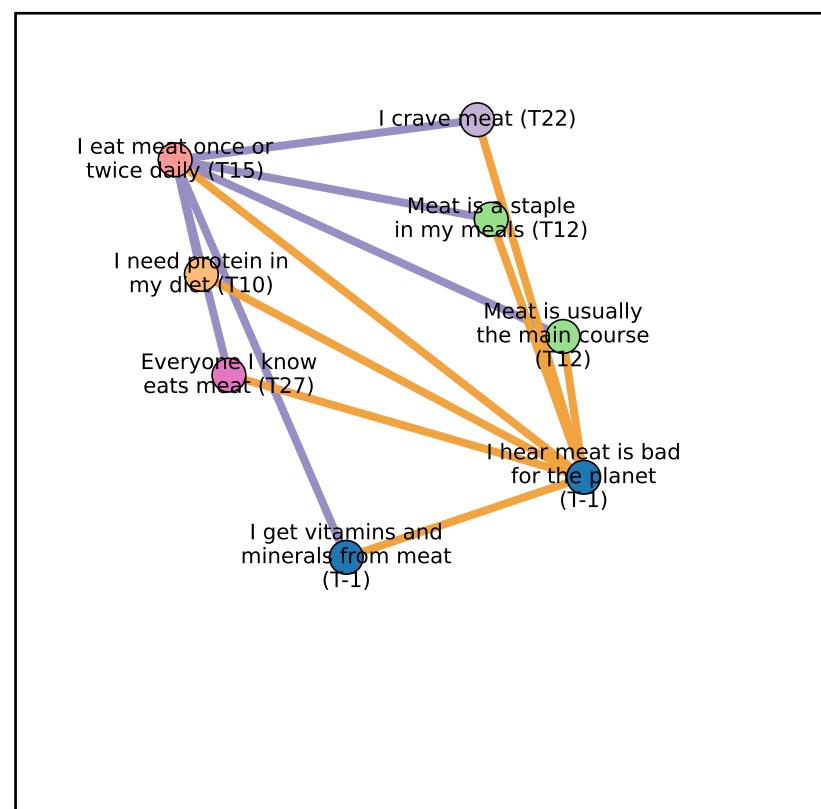
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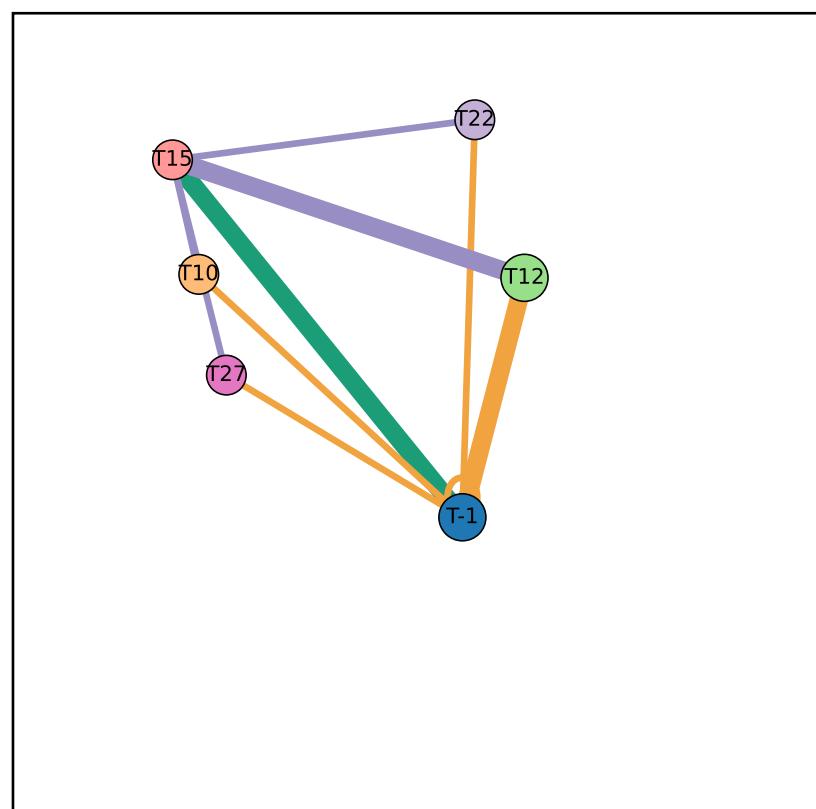
Wave 1 (topics)



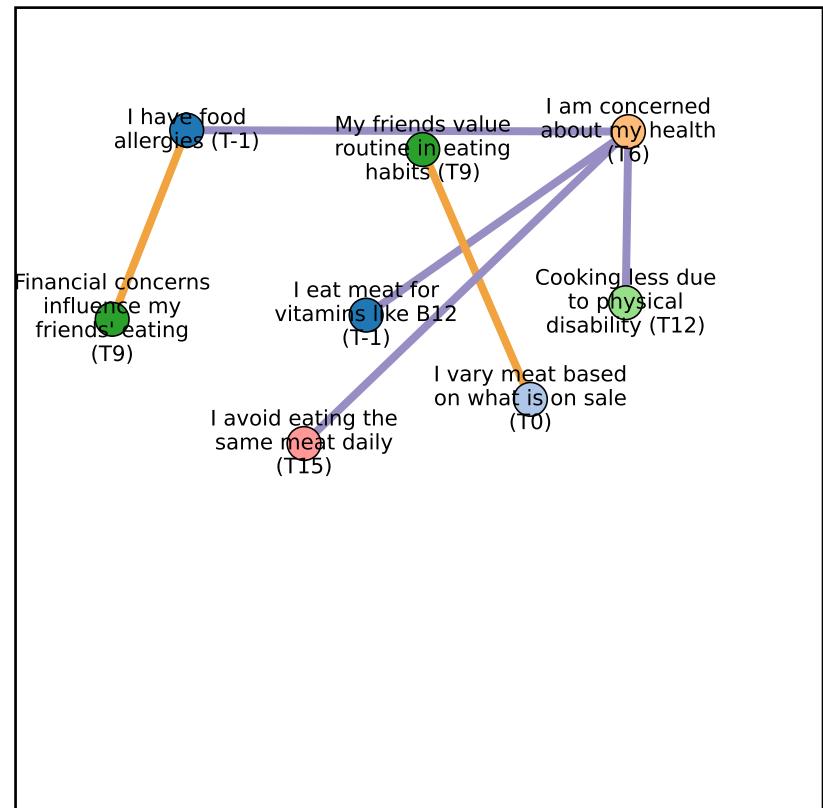
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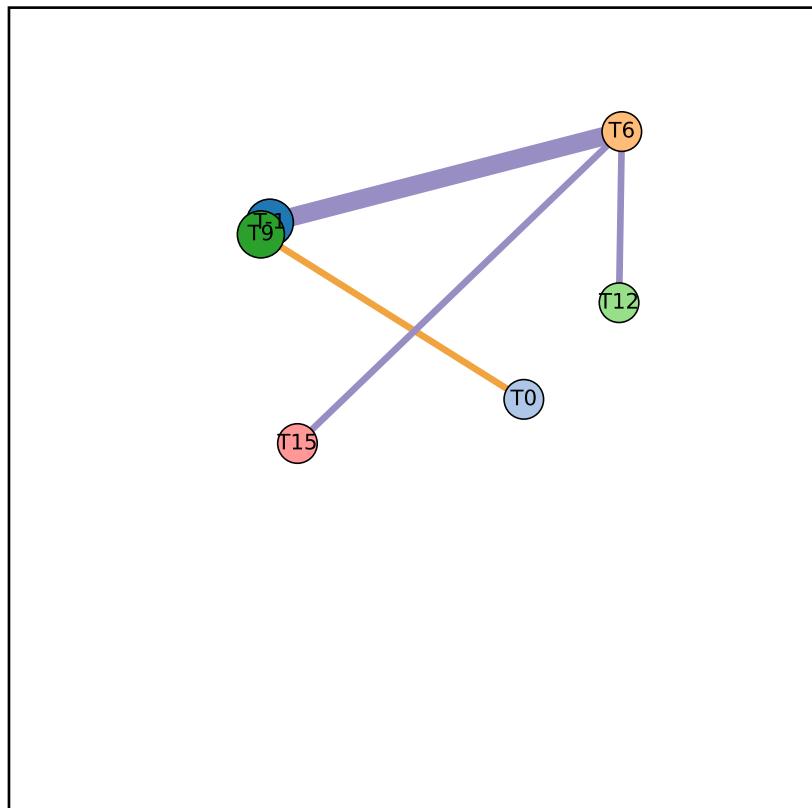
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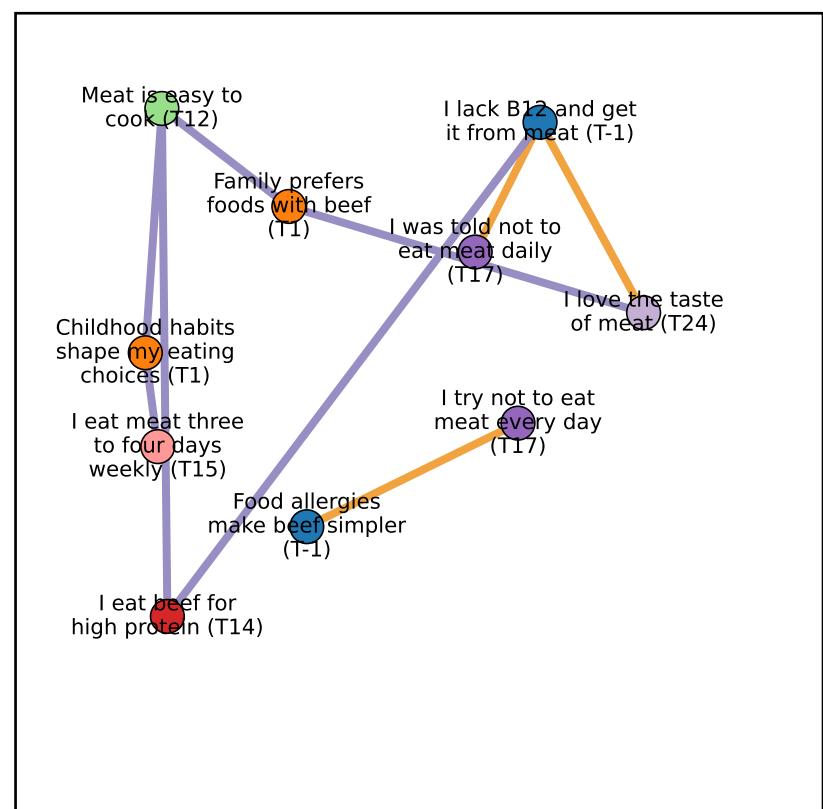
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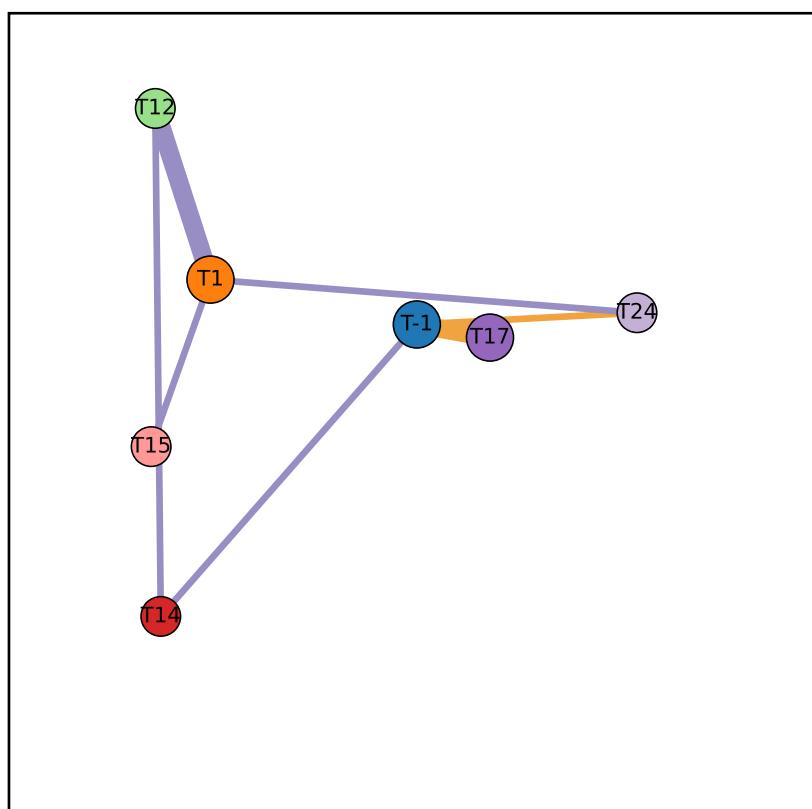
Wave 1 (topics)



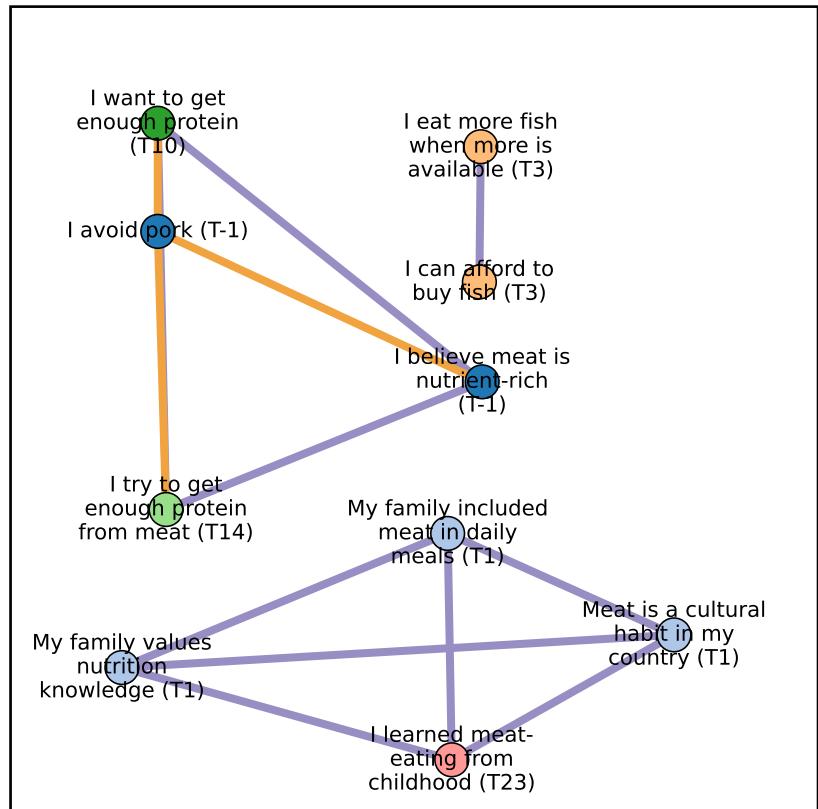
Wave 2 (stances)



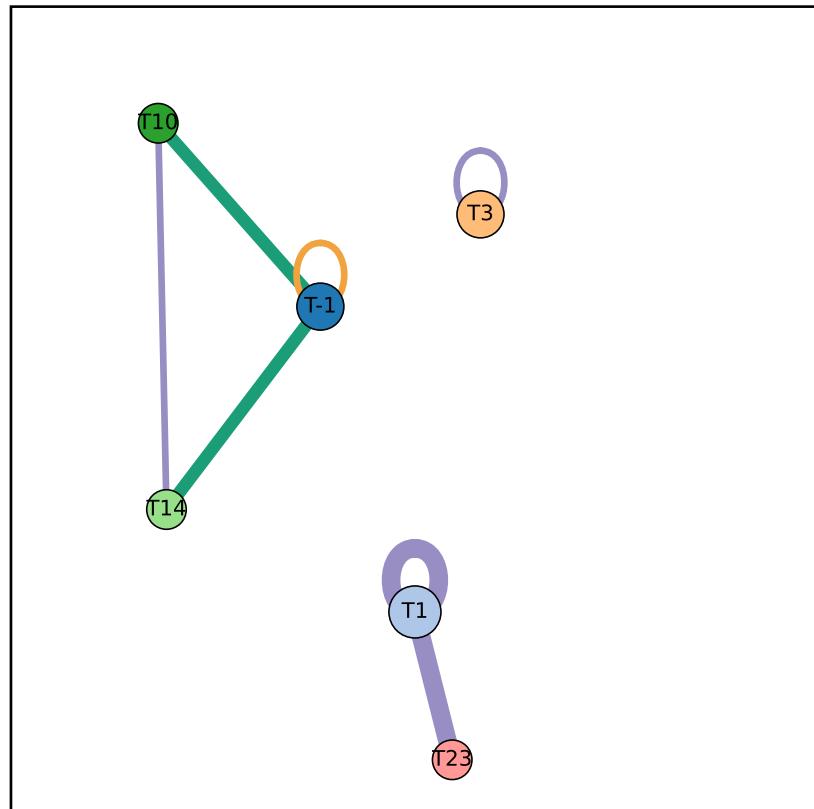
Wave 2 (topics)



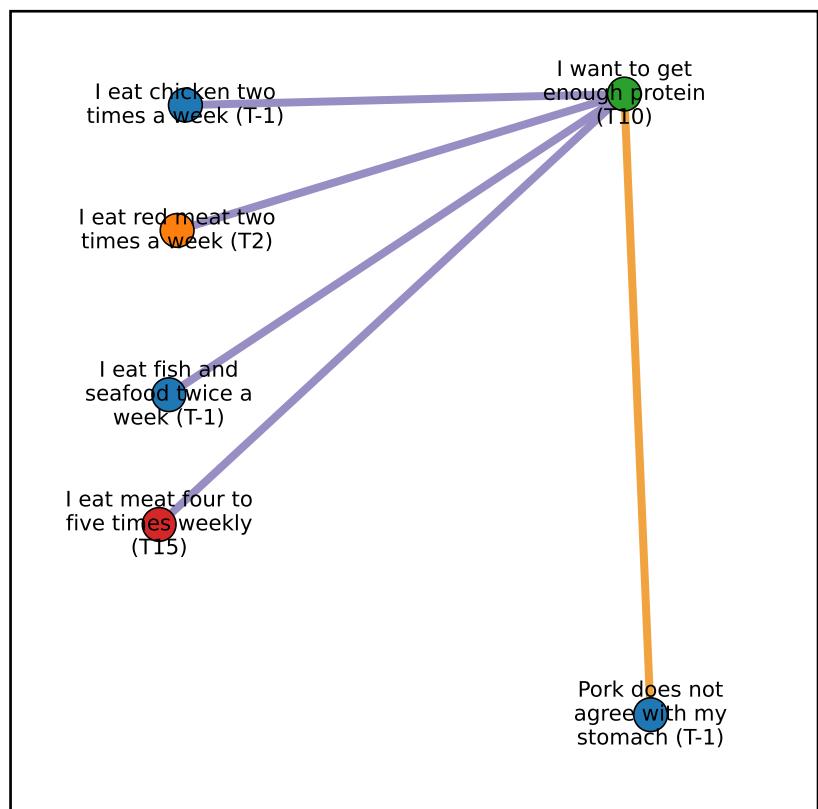
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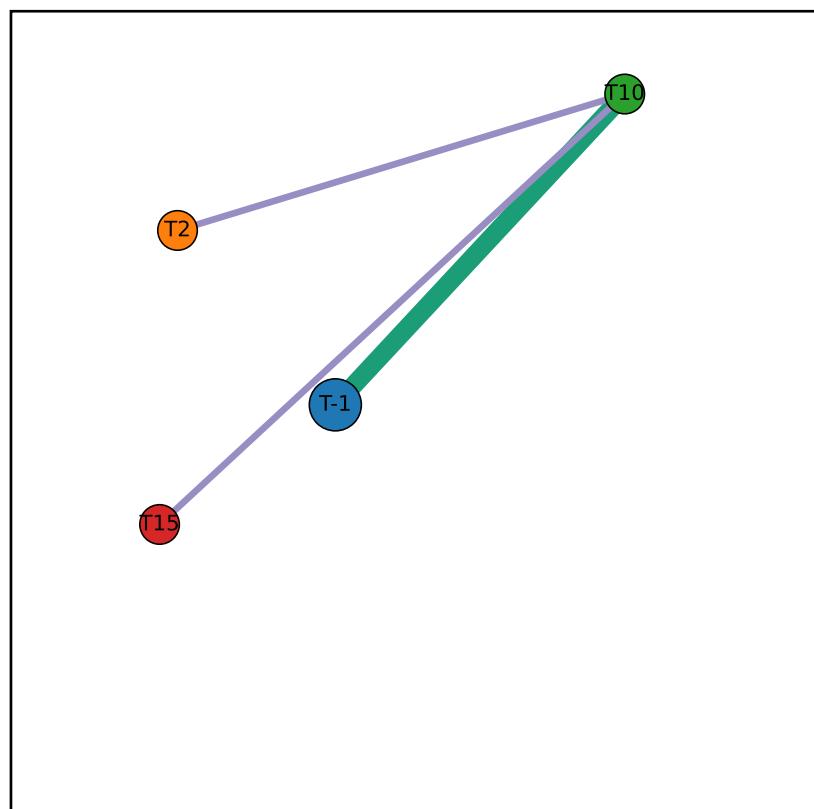
Wave 1 (topics)



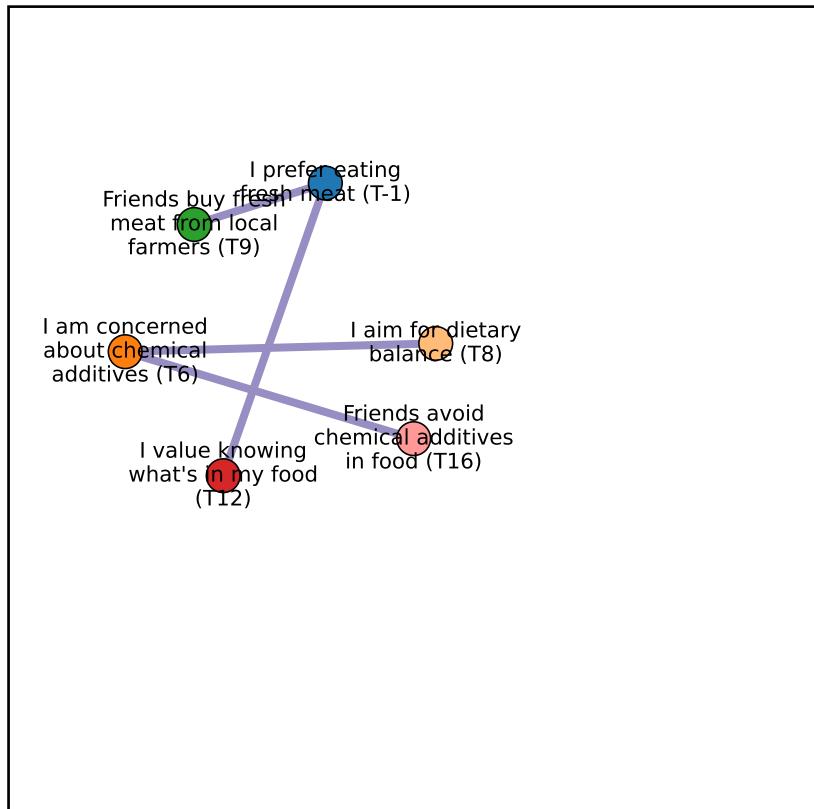
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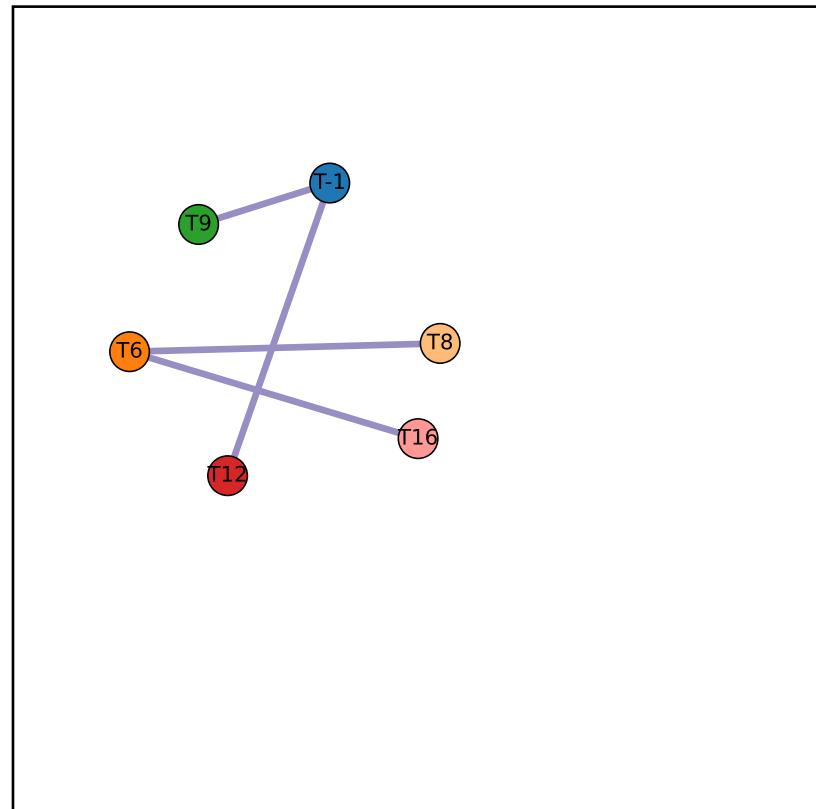
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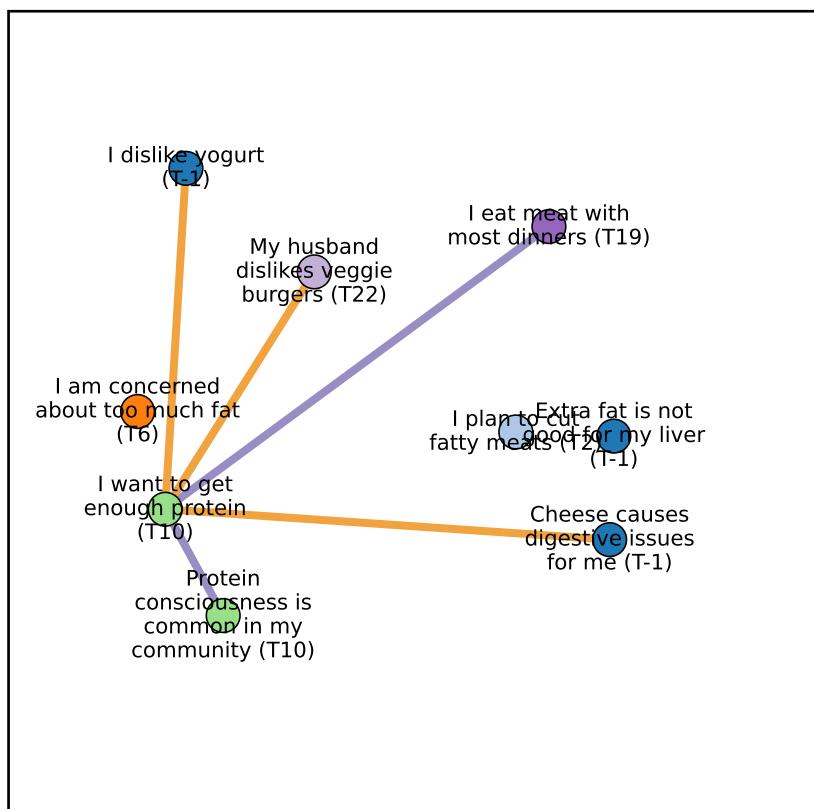
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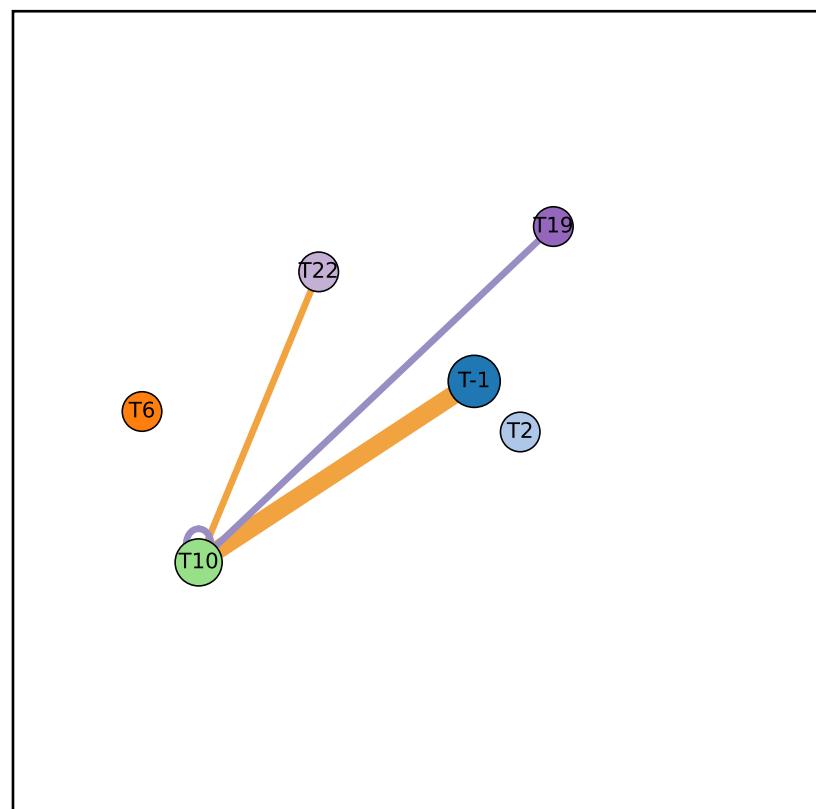
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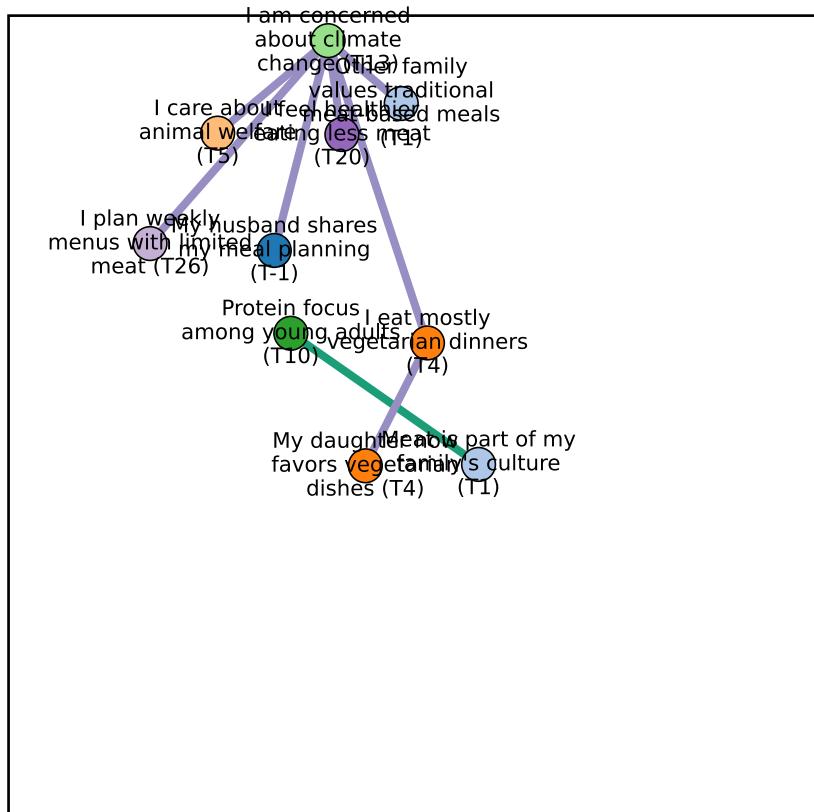
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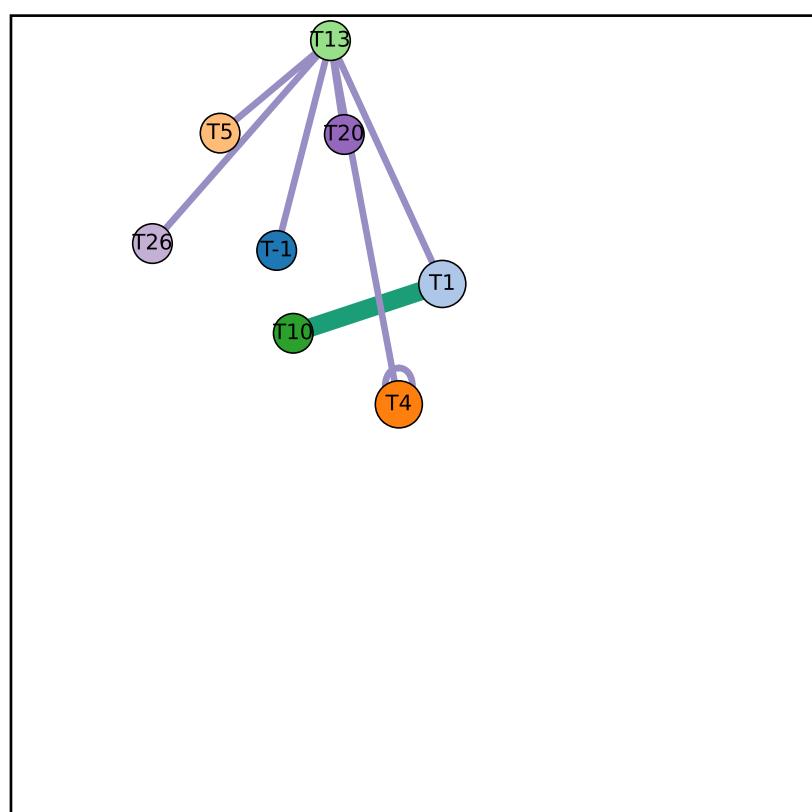
Wave 2 (topics)



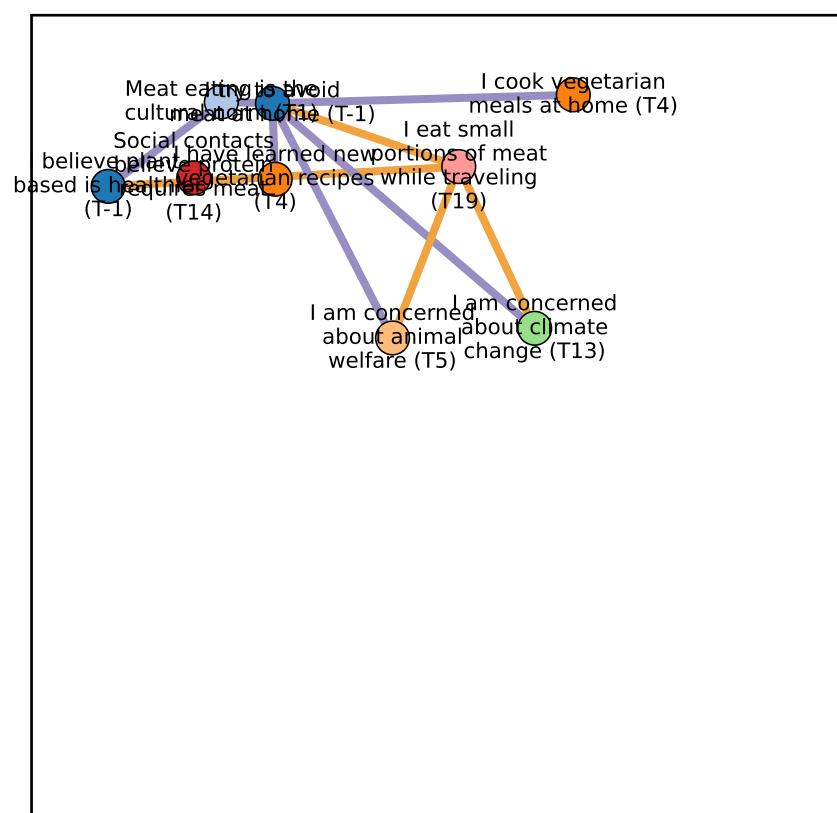
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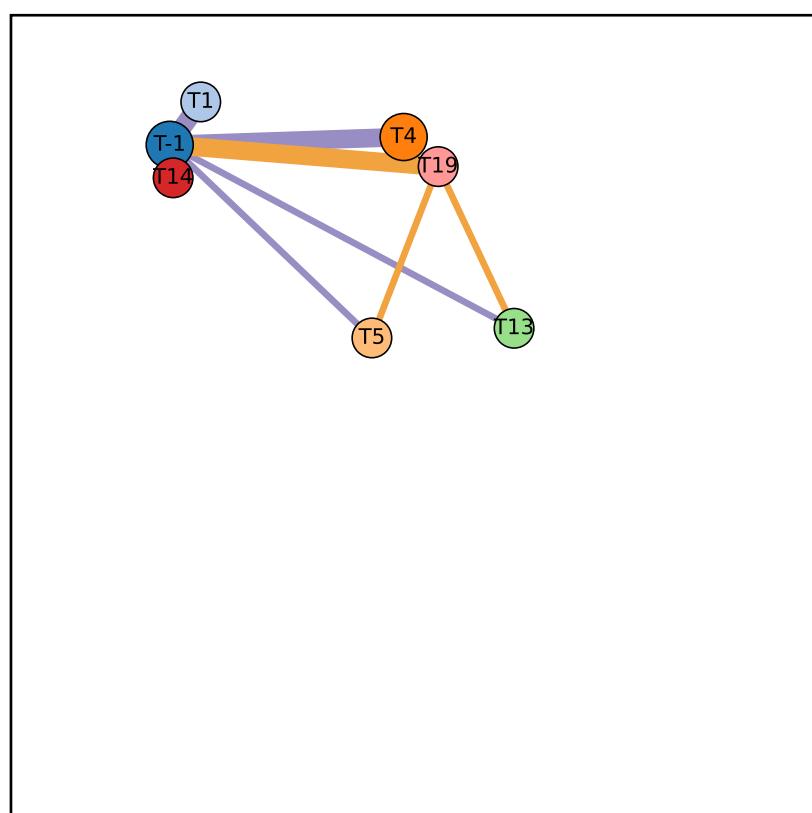
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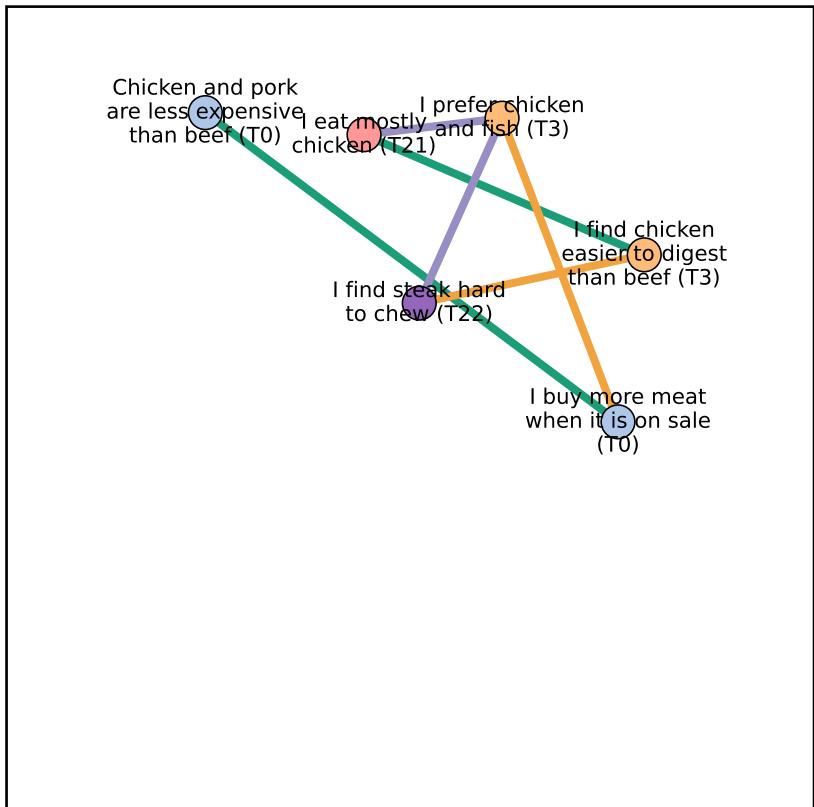
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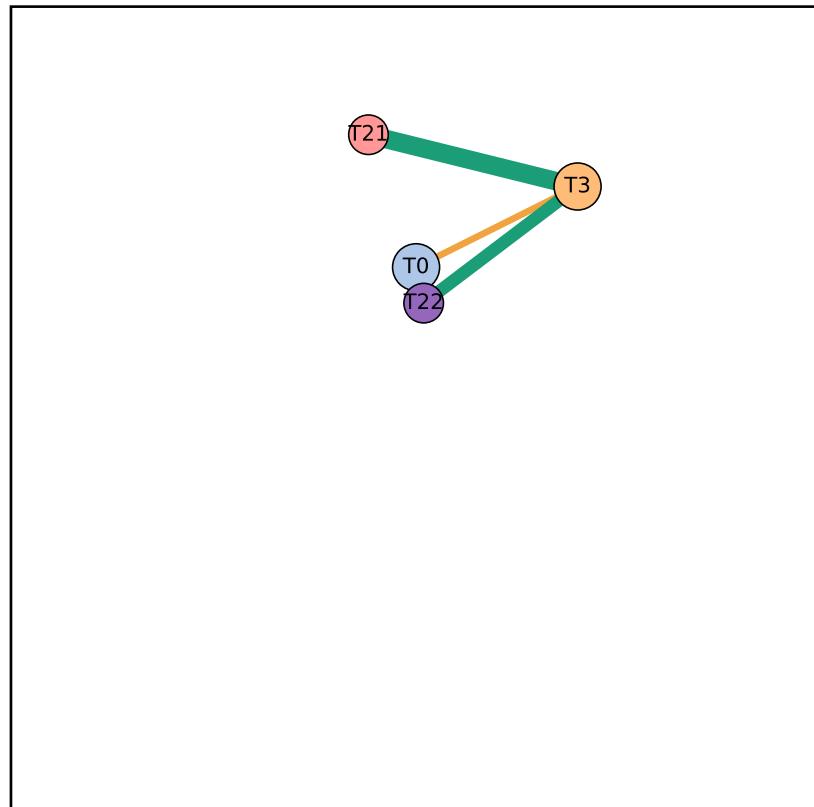
Wave 2 (topics)



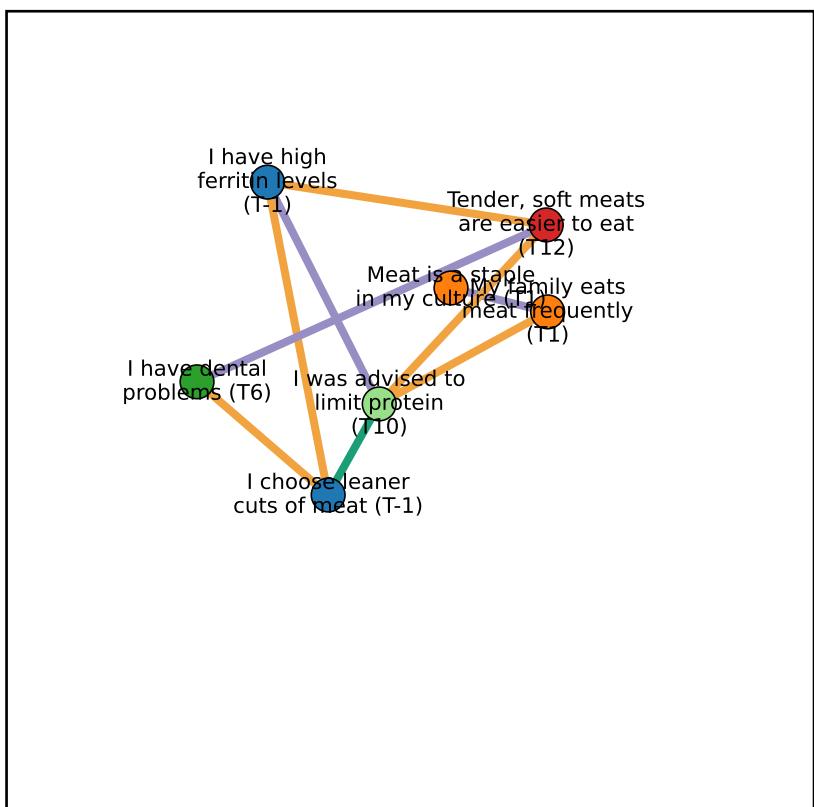
Wave 1 (stances)



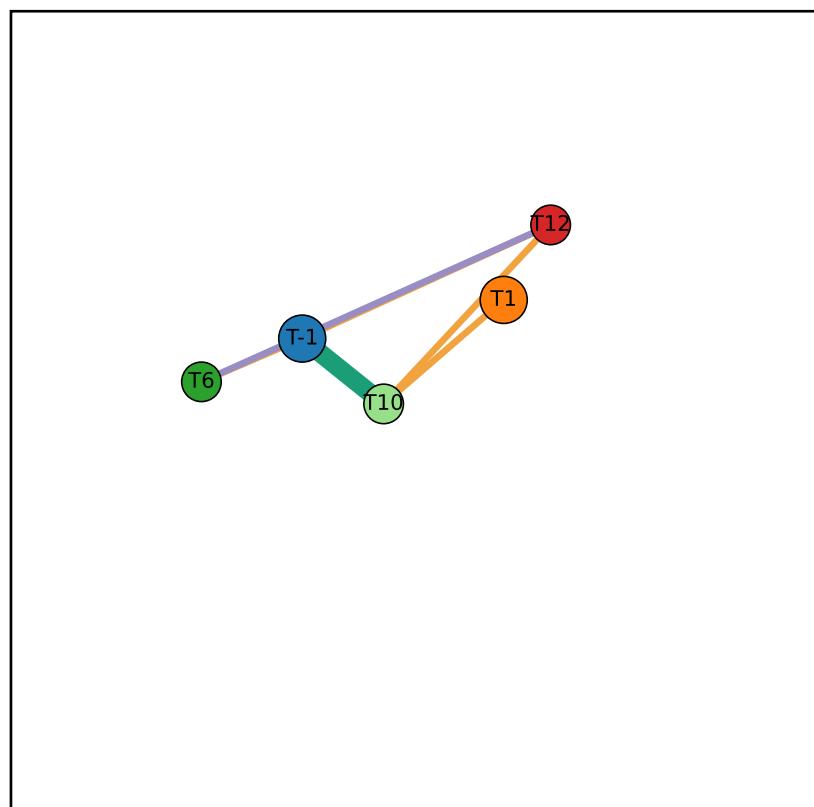
Wave 1 (topics)



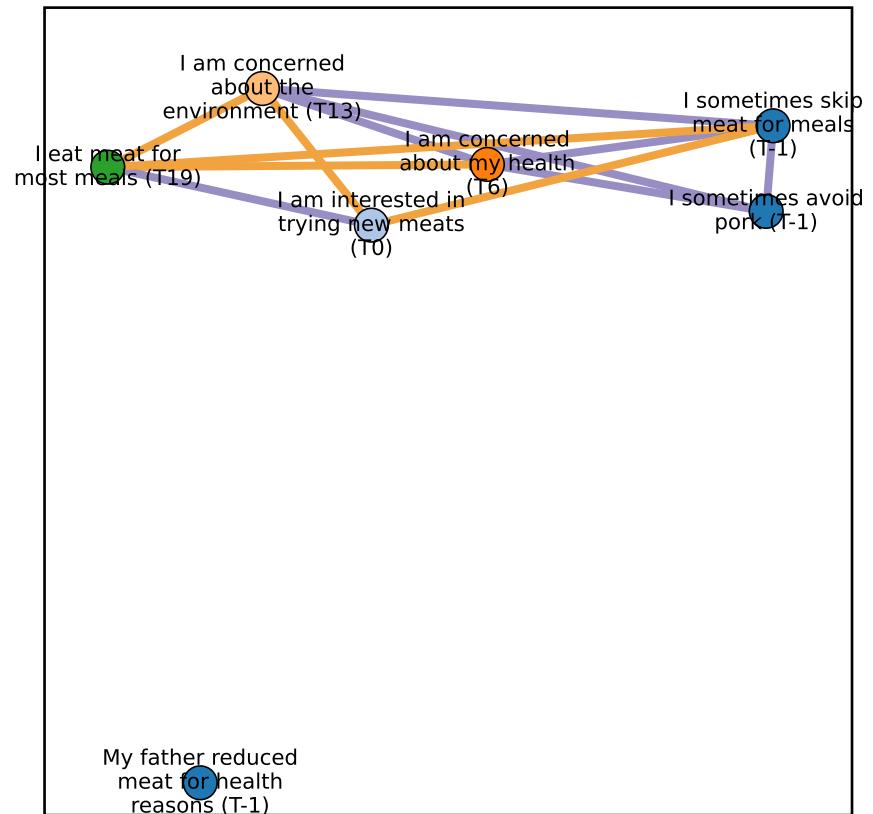
Wave 2 (stances)



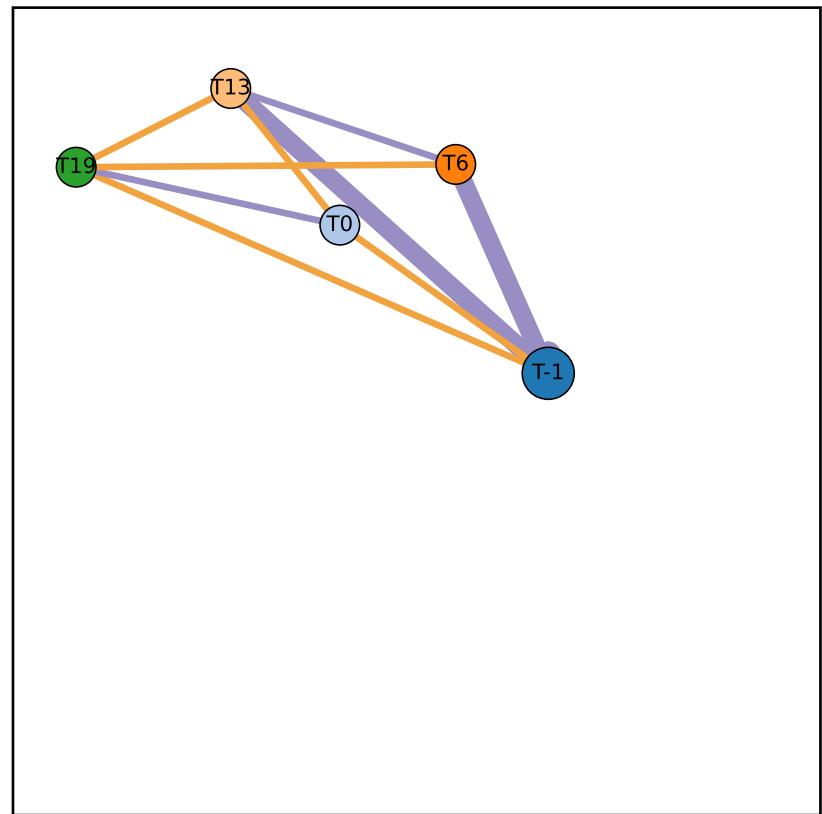
Wave 2 (topics)



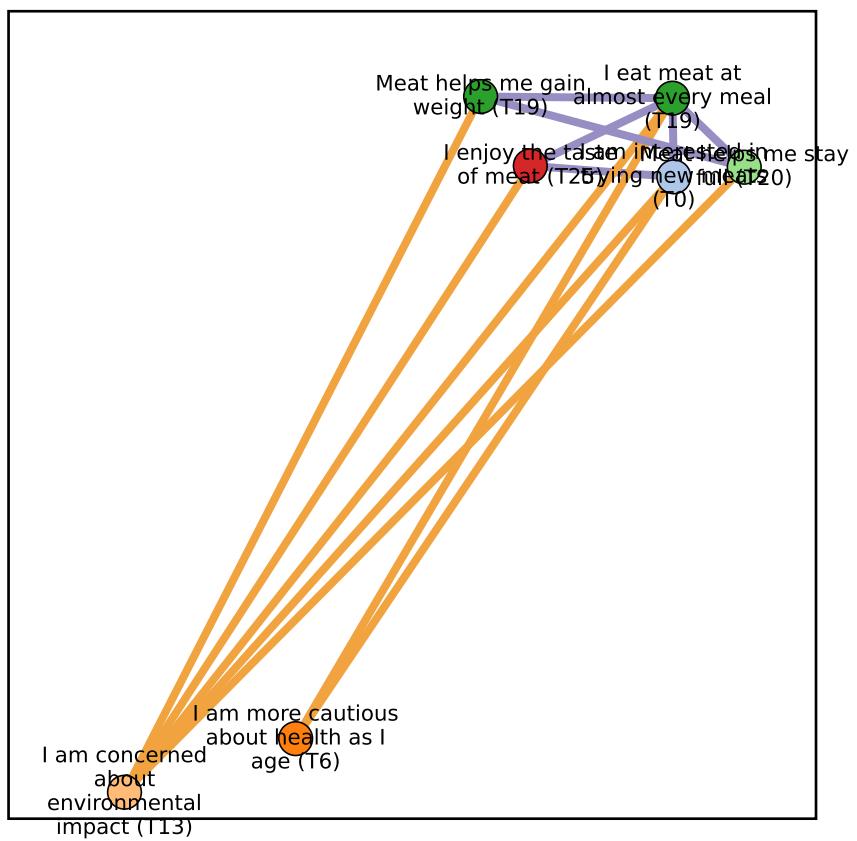
Wave 1 (stances)



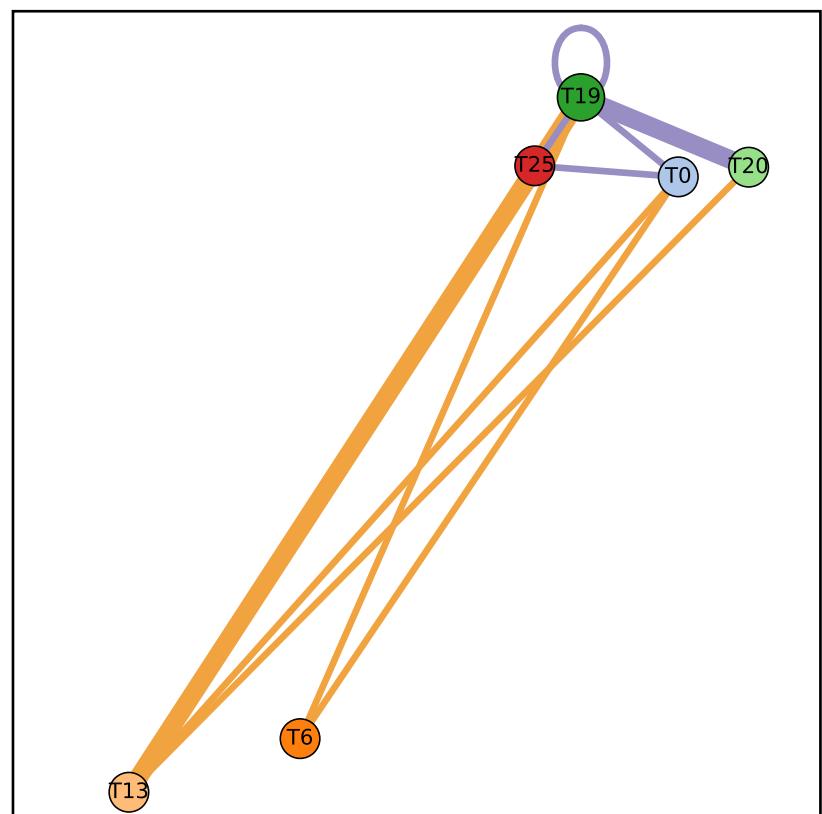
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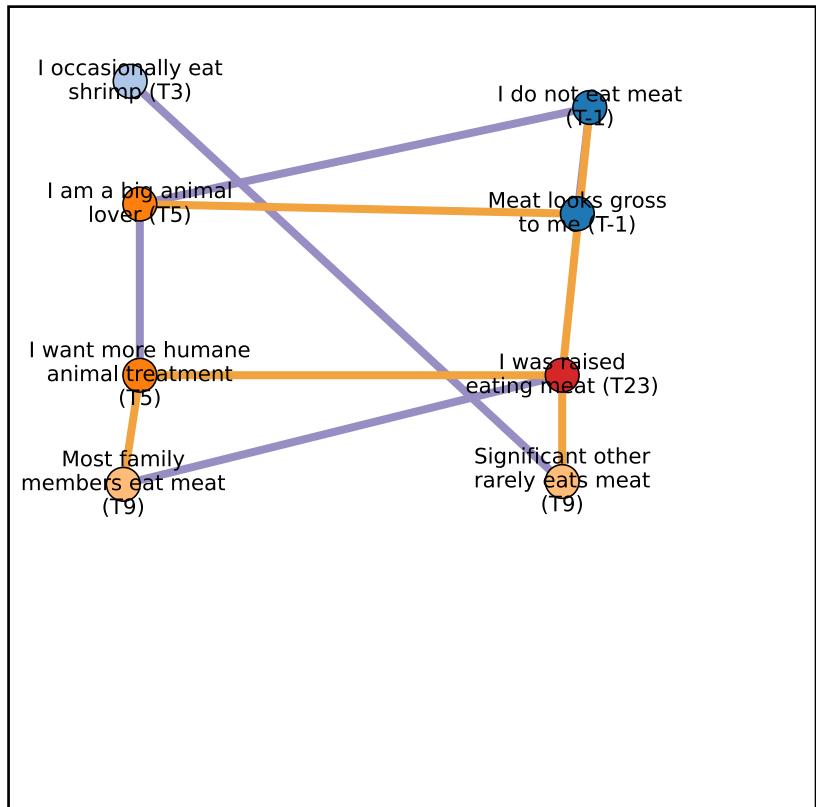
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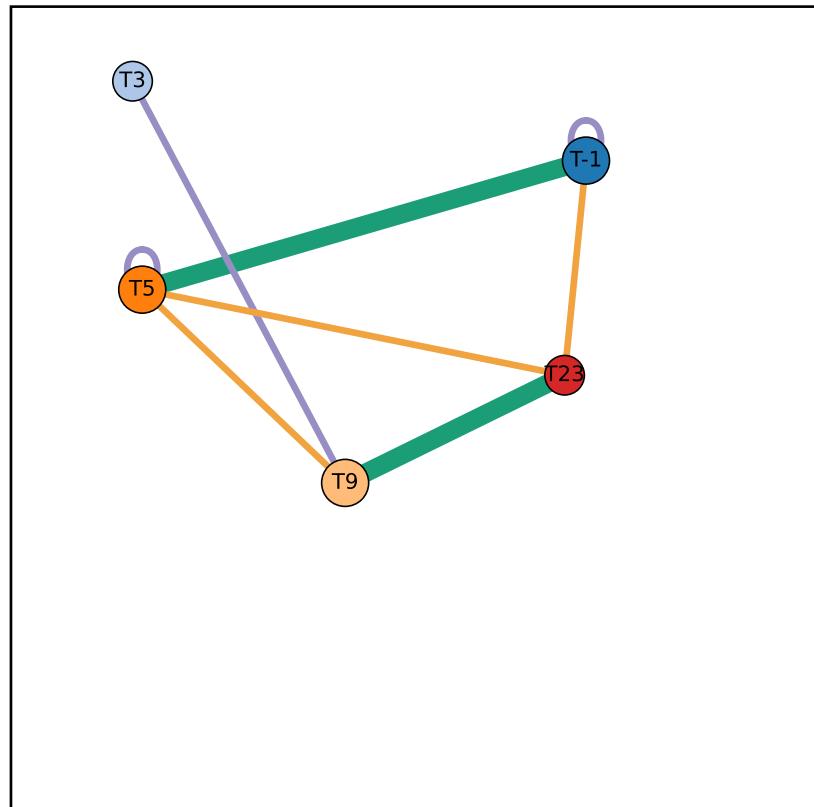
Wave 2 (topics)



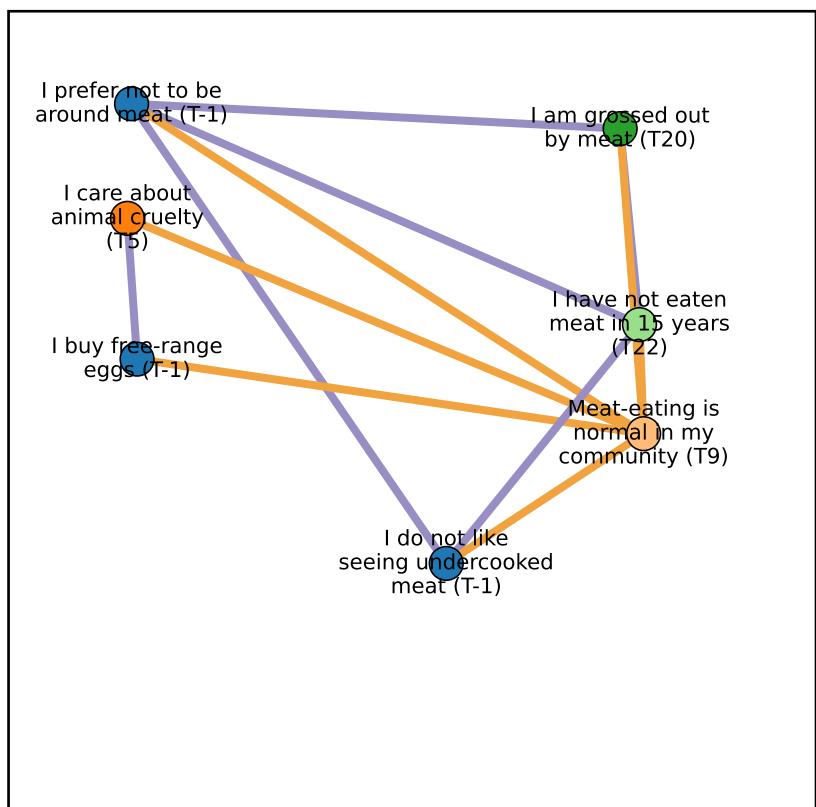
Wave 1 (stances)



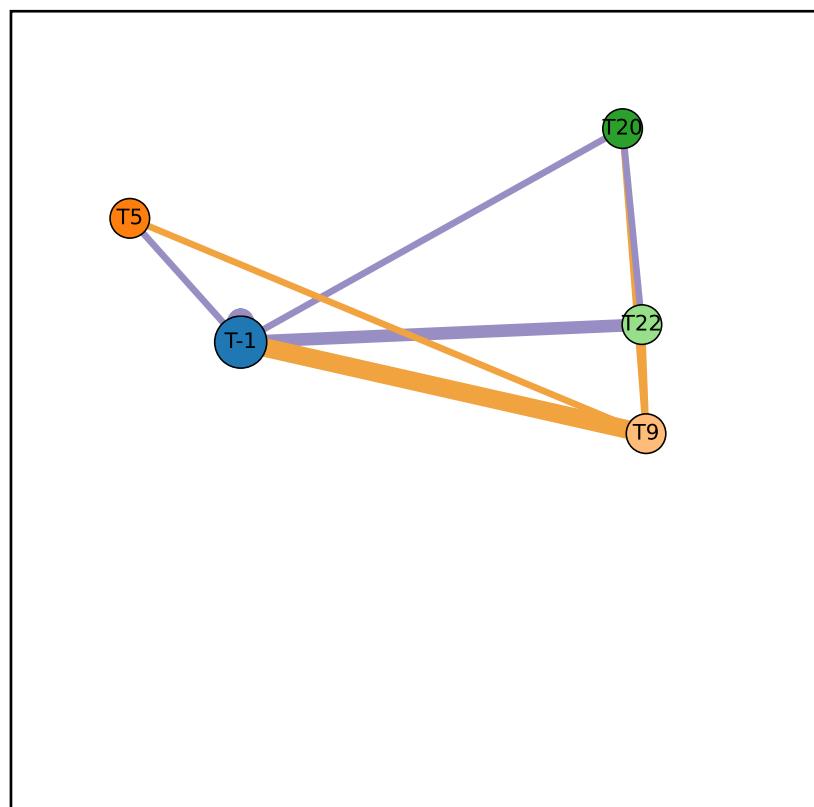
Wave 1 (topics)



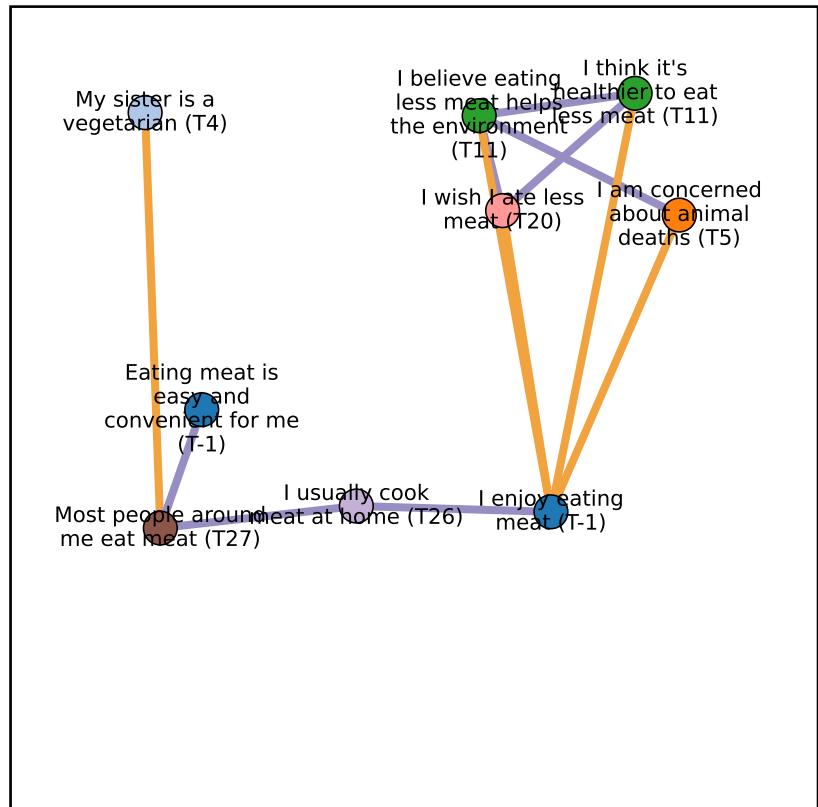
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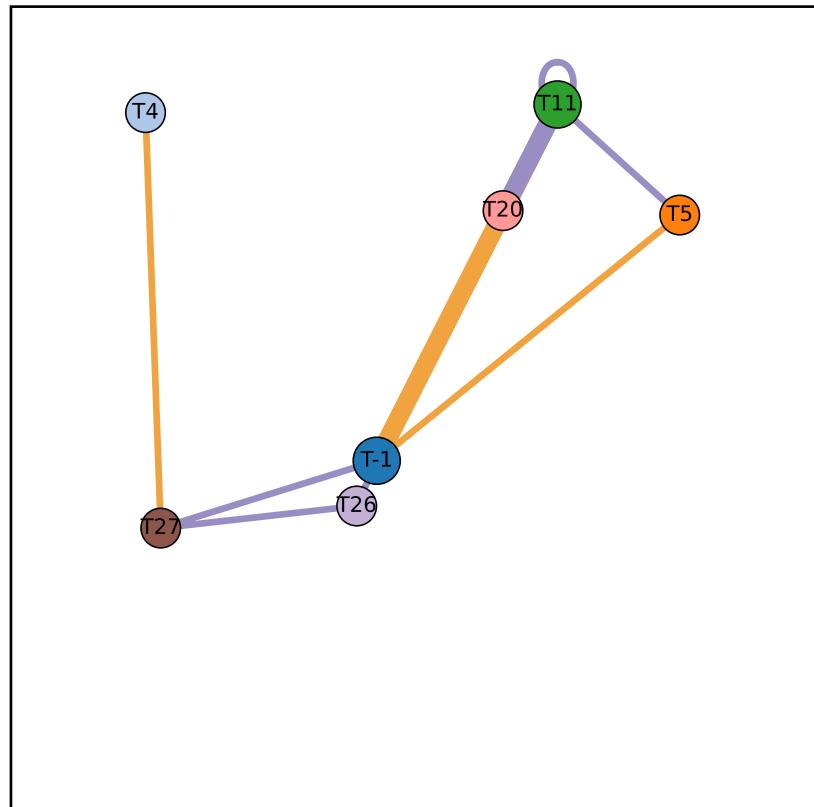
Wave 2 (topics)



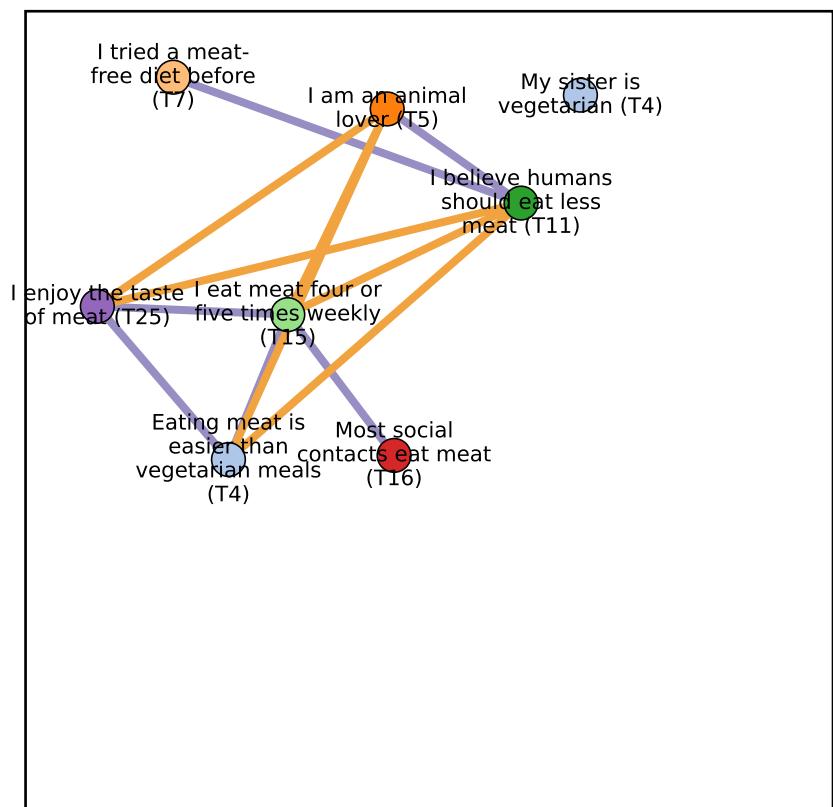
Wave 1 (stances)



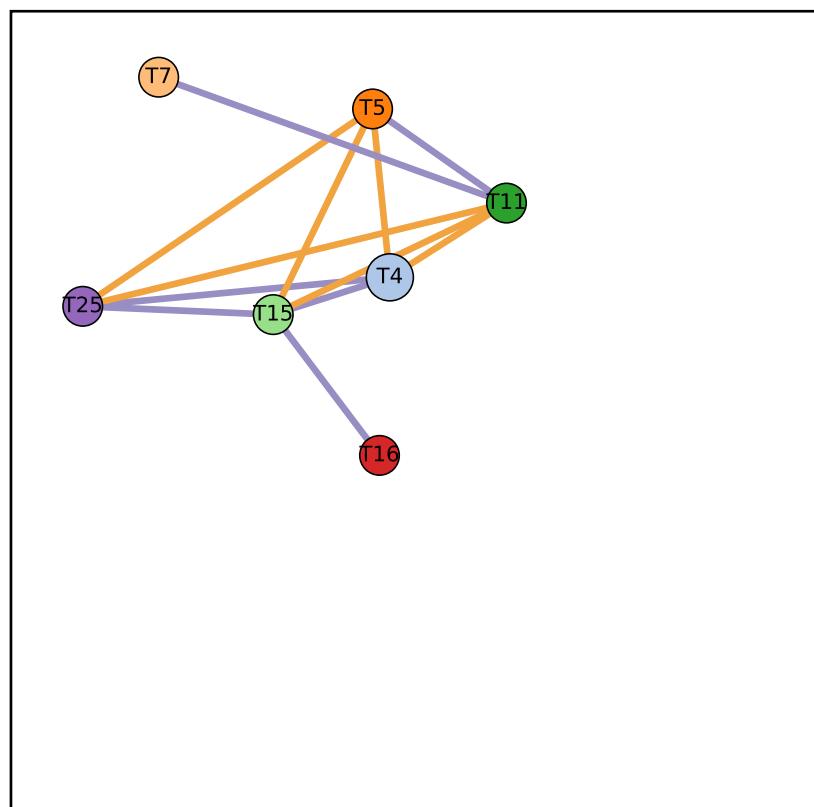
Wave 1 (topics)



Wave 2 (stances)



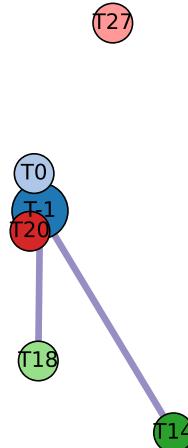
Wave 2 (topics)



Wave 1 (stances)

I enjoy Beating around me meat meal (T27)
I do not care about others' dietary choices (T-1)
I am open to trying new meats (T-1)
I feel weak without eating meat (T20)
Meat tastes great to me (T-1)
I eat every type of meat (T18)
I believe meat is easier to get protein from meat essential (T-1) (T14)

Wave 1 (topics)



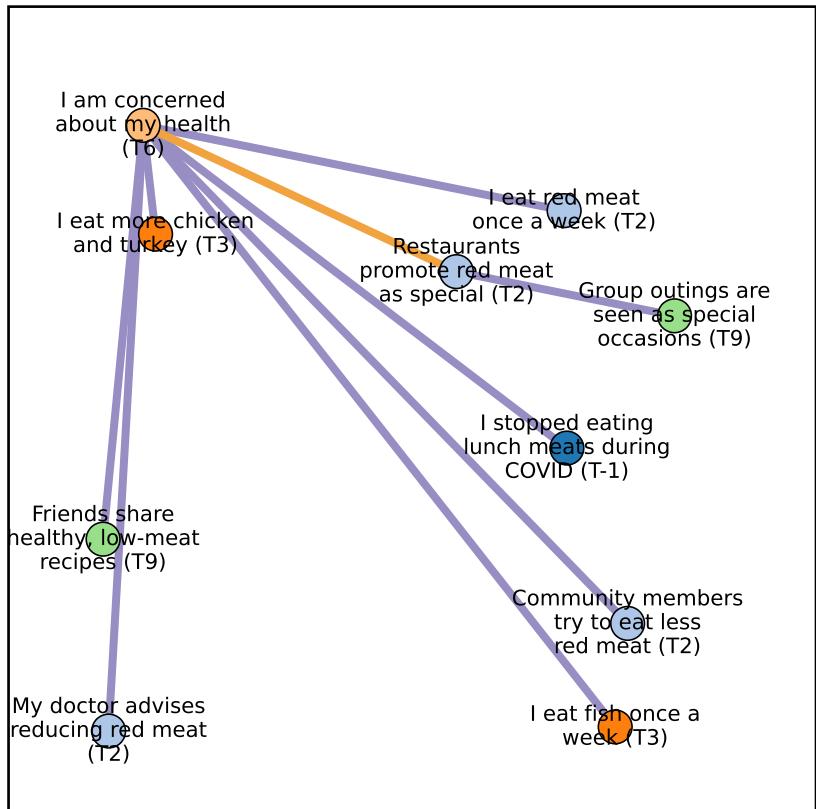
Wave 2 (stances)

Meat tastes good to me (T-1)
My friends and family eat meat (T9)
Getting protein from meat is easy (T14)
I eat what my family makes for dinner (T1)
I eat whatever meat is available (T18)
Eating meat is a family habit (T1)

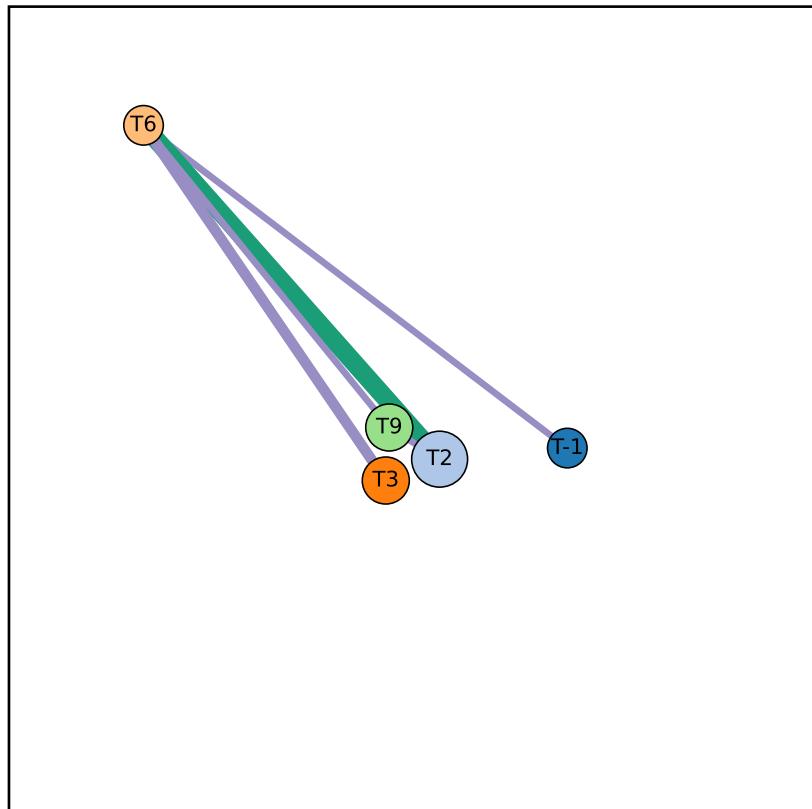
Wave 2 (topics)



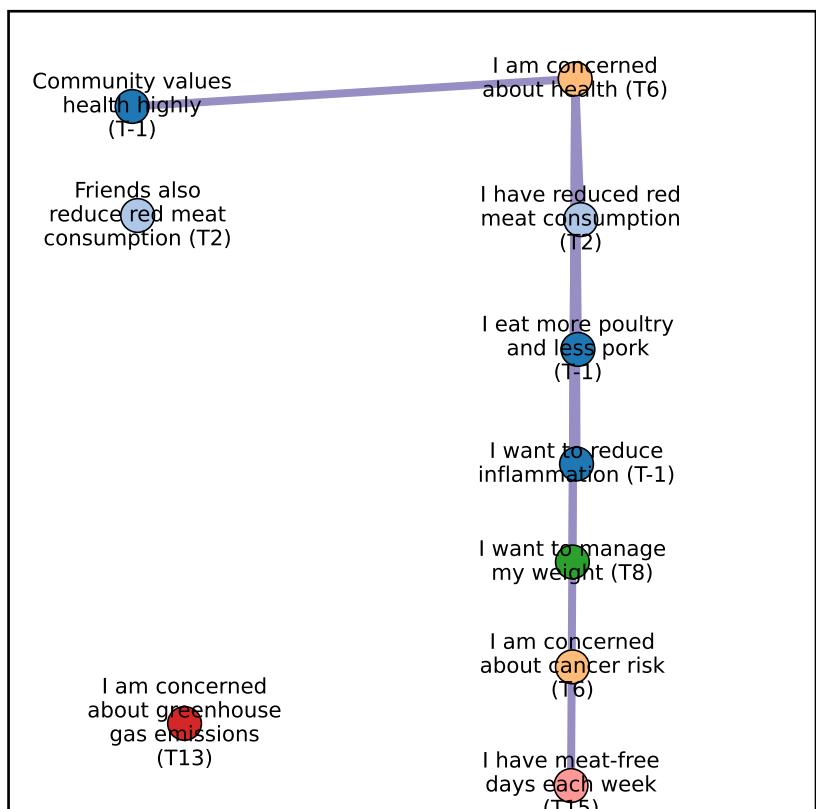
Wave 1 (stances)



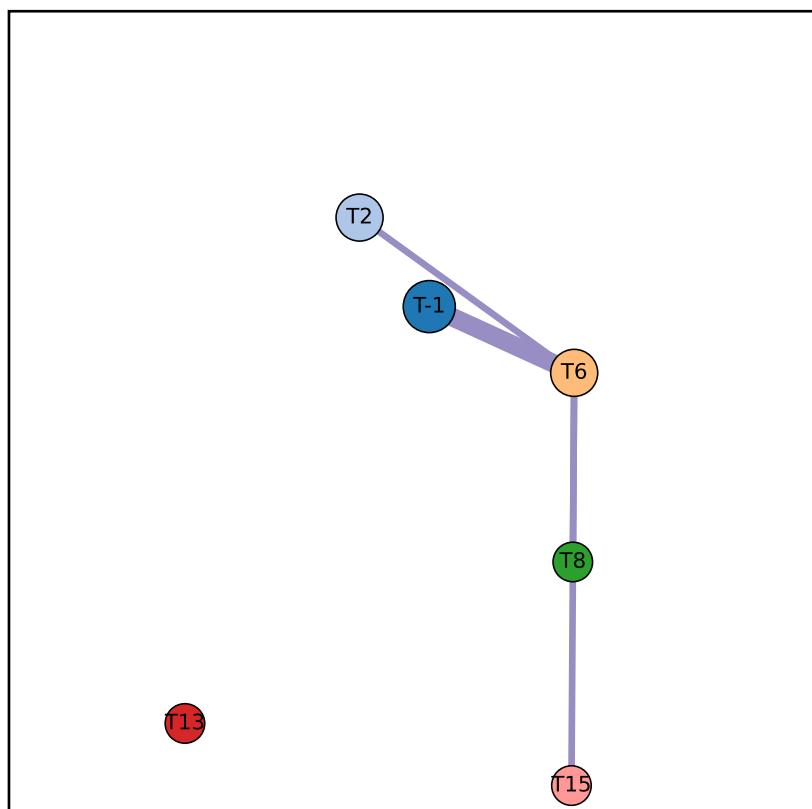
Wave 1 (topics)



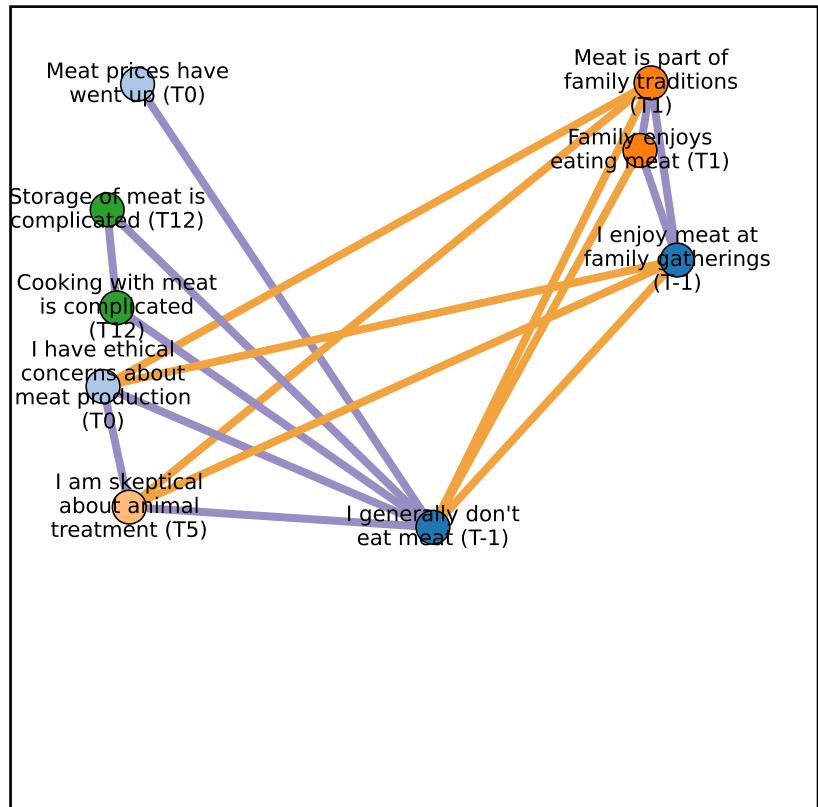
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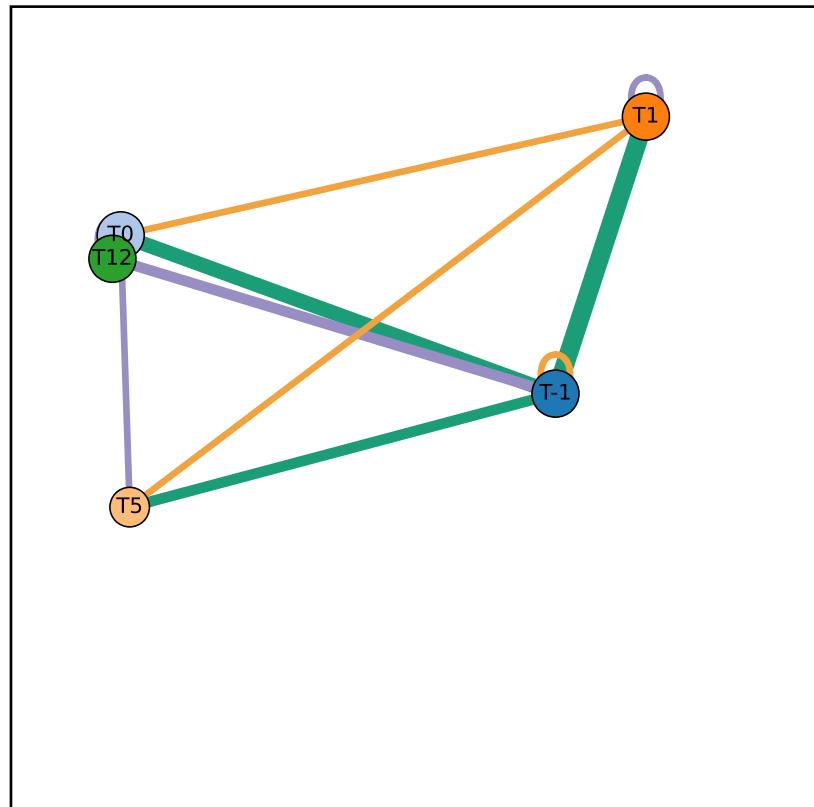
Wave 2 (topics)



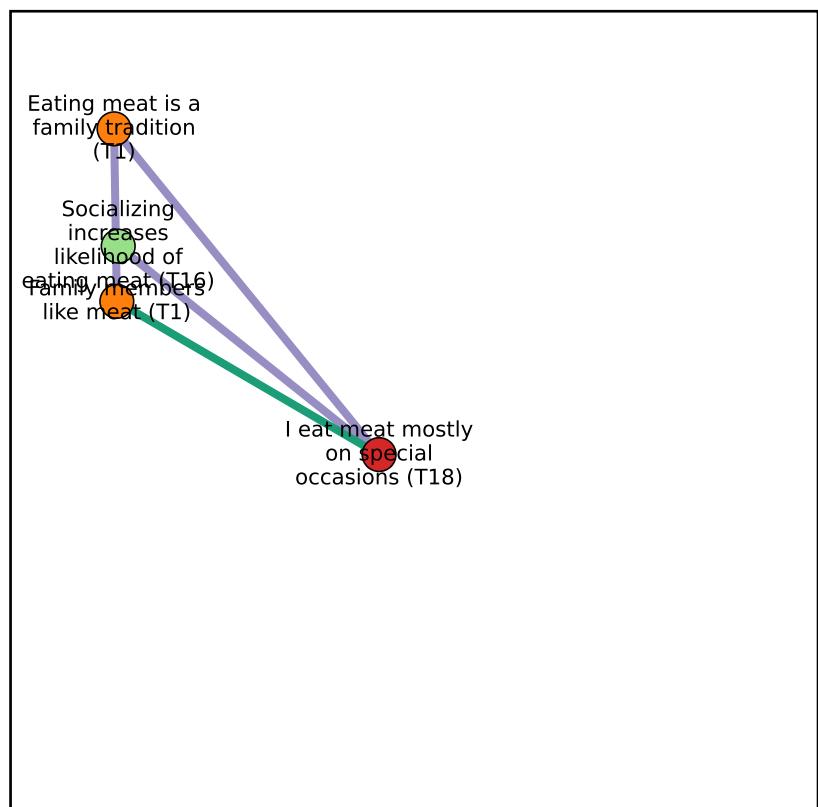
Wave 1 (stances)



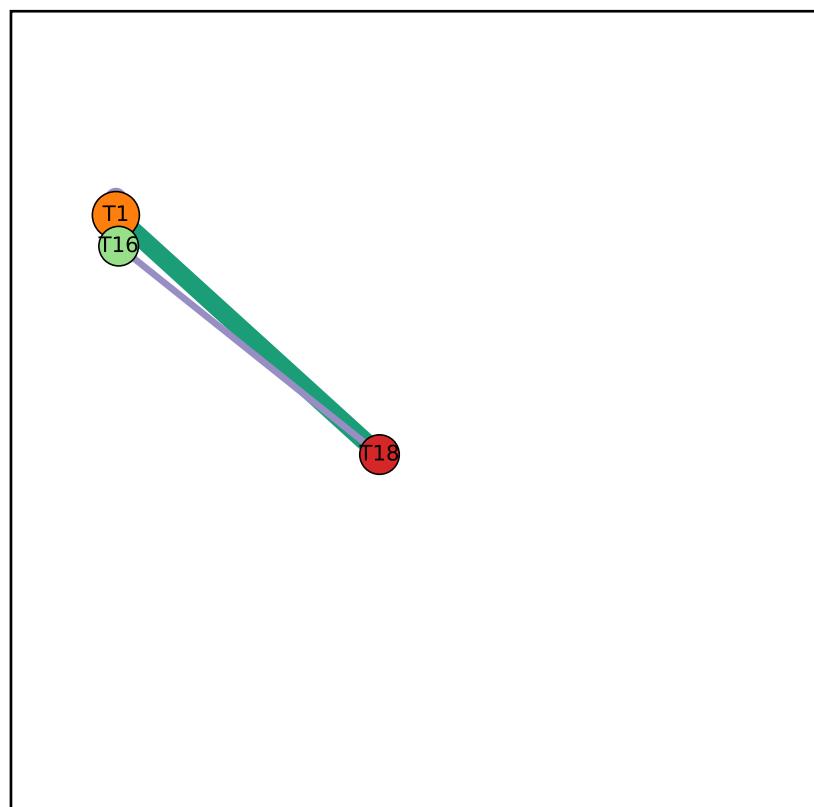
Wave 1 (topics)



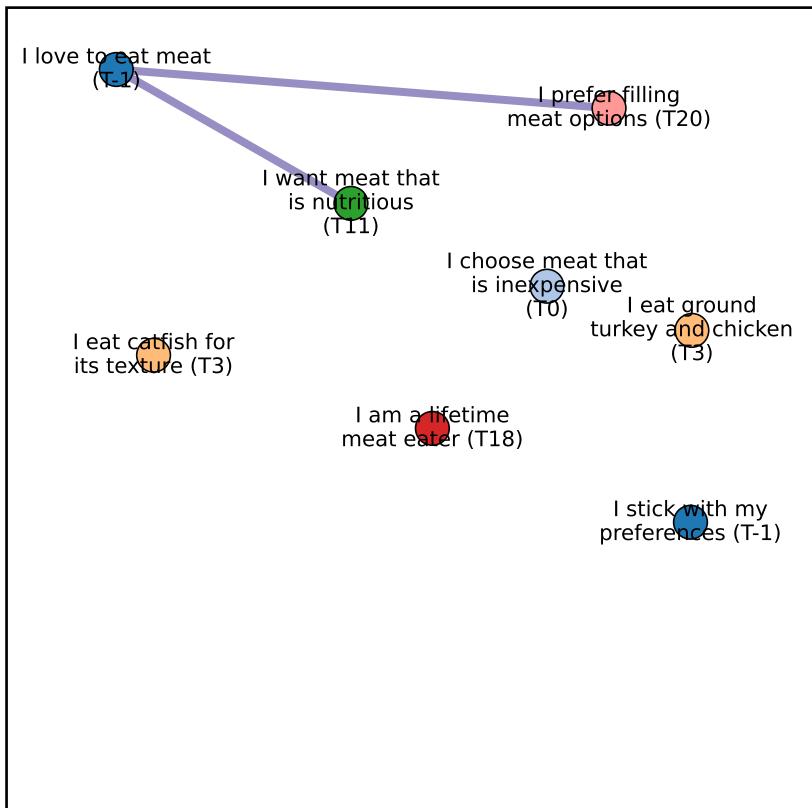
Wave 2 (stances)



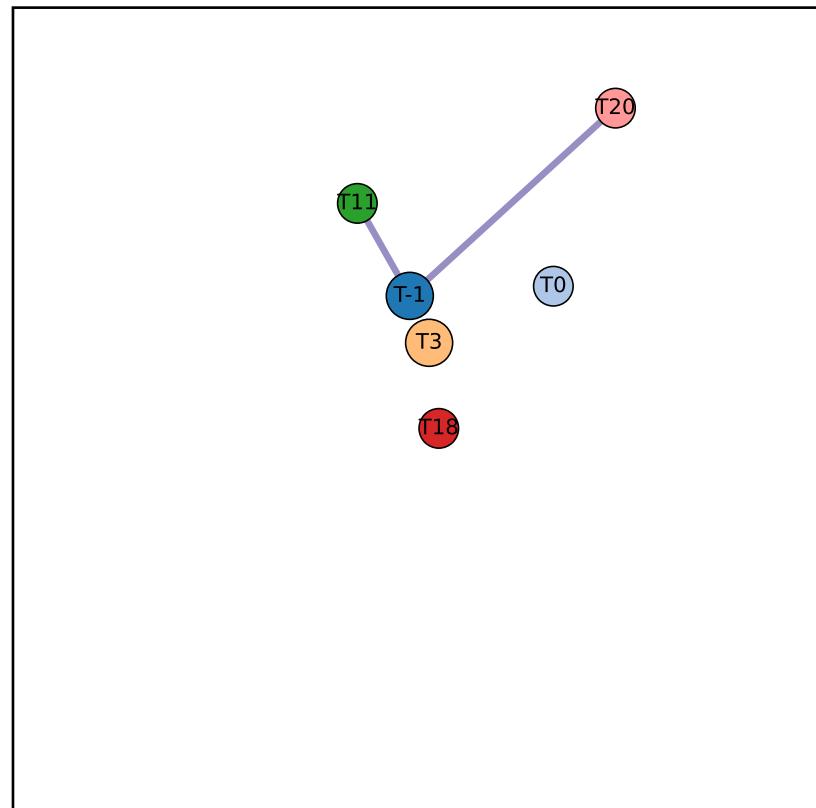
Wave 2 (topics)



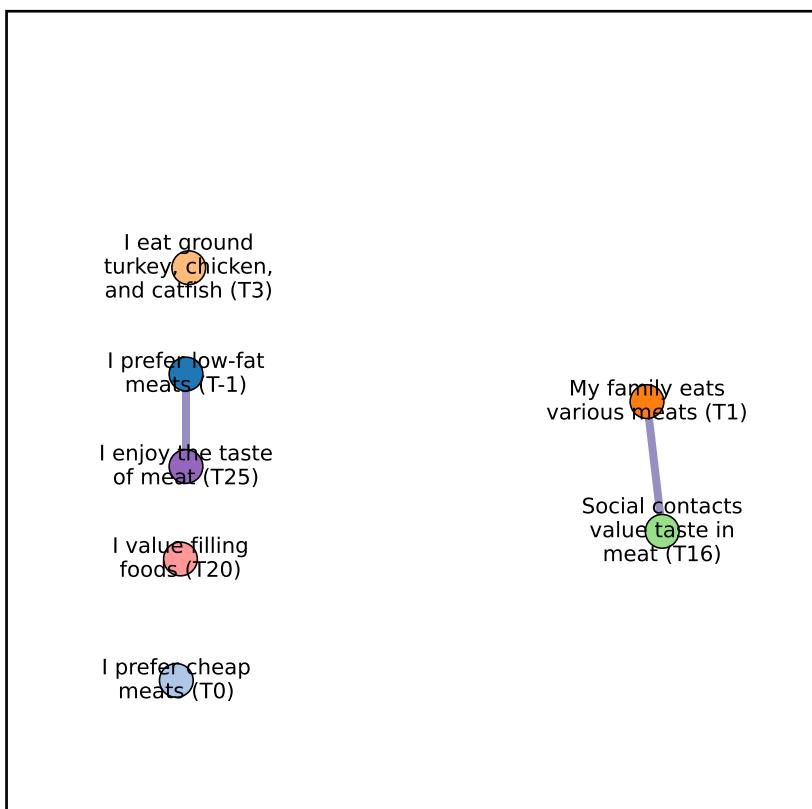
Wave 1 (stances)



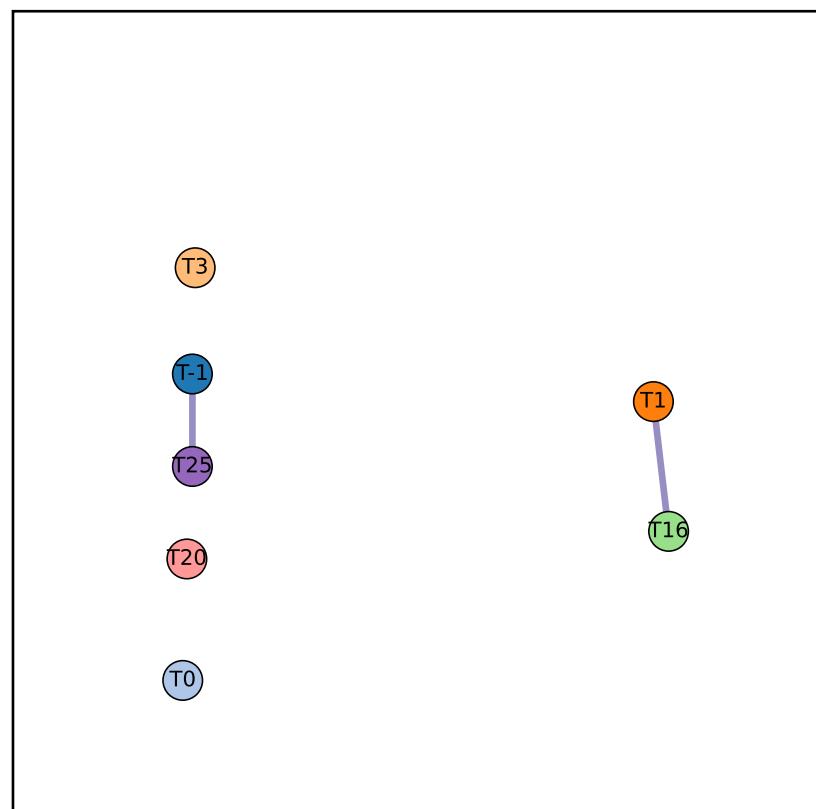
Wave 1 (topics)



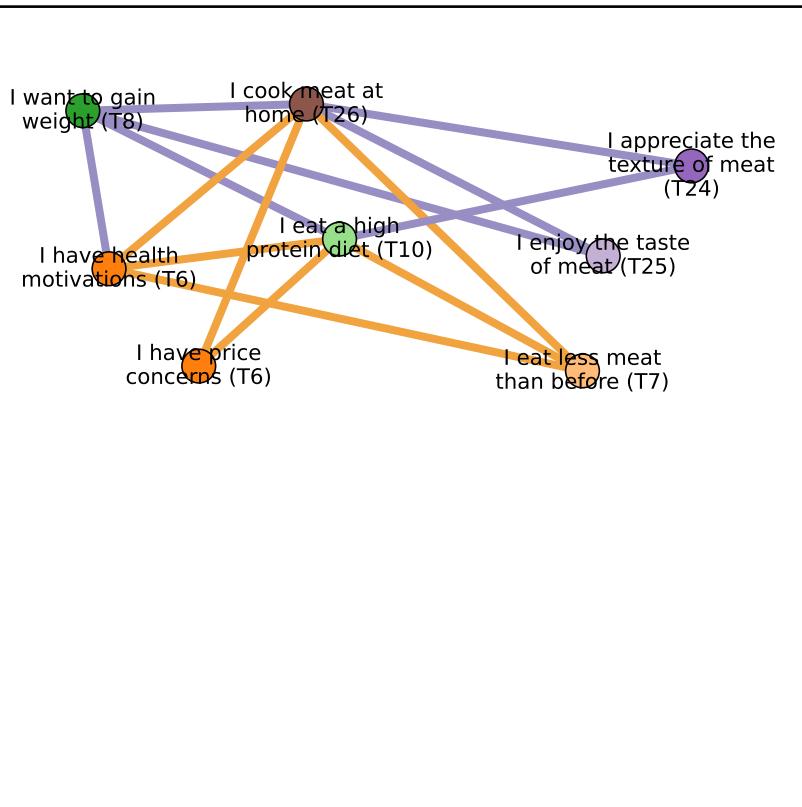
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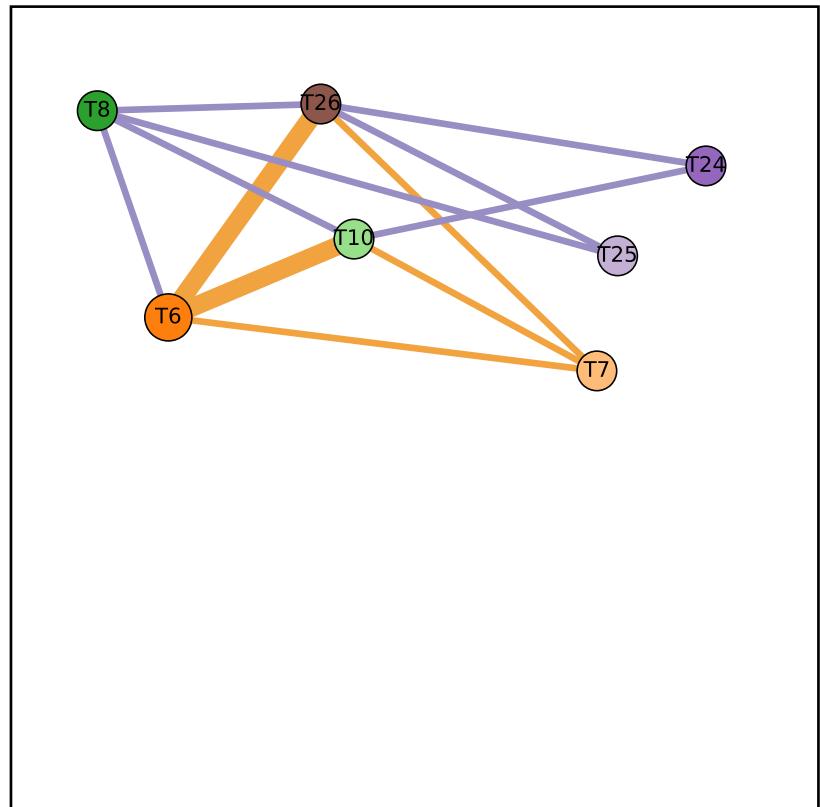
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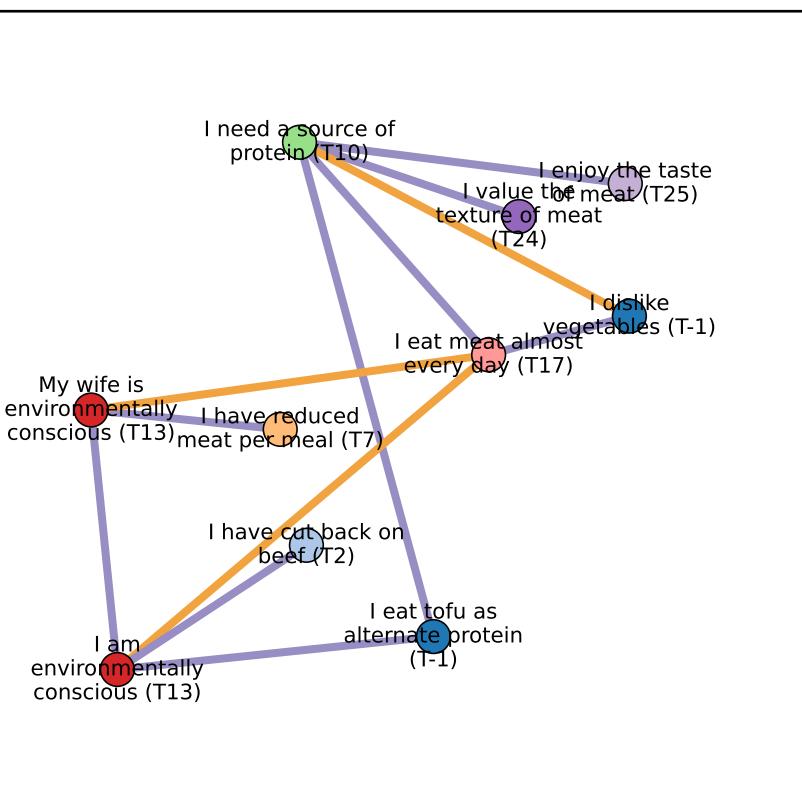
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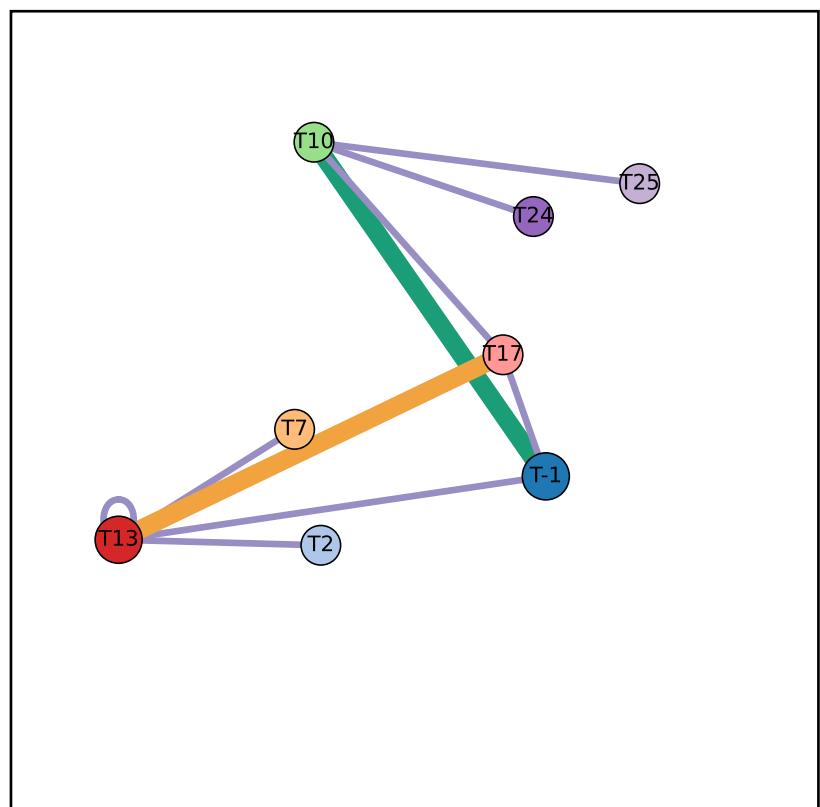
Wave 1 (topics)



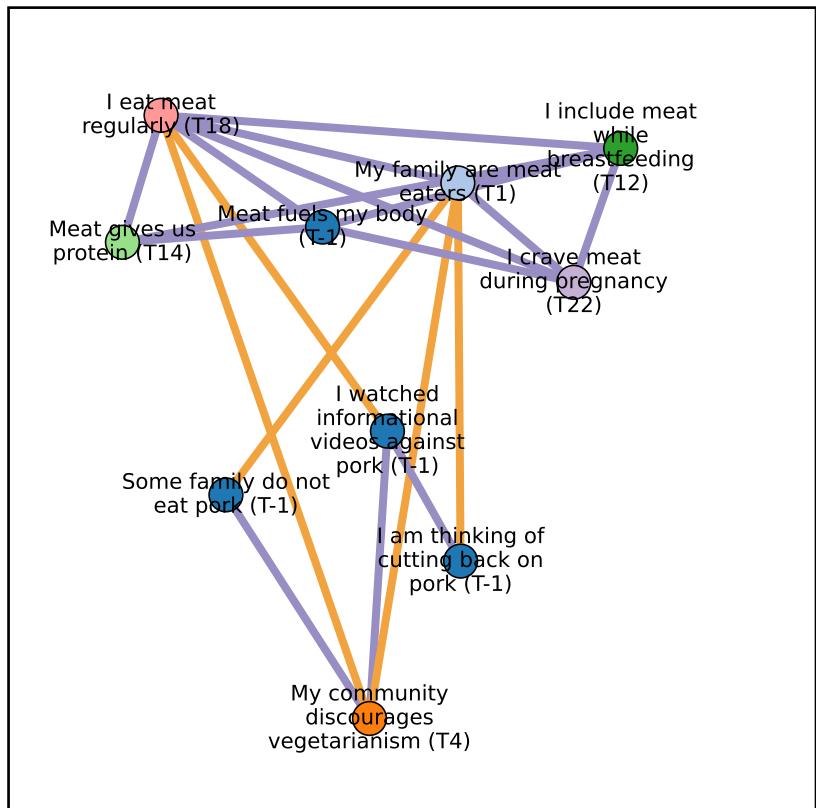
Wave 2 (stances)



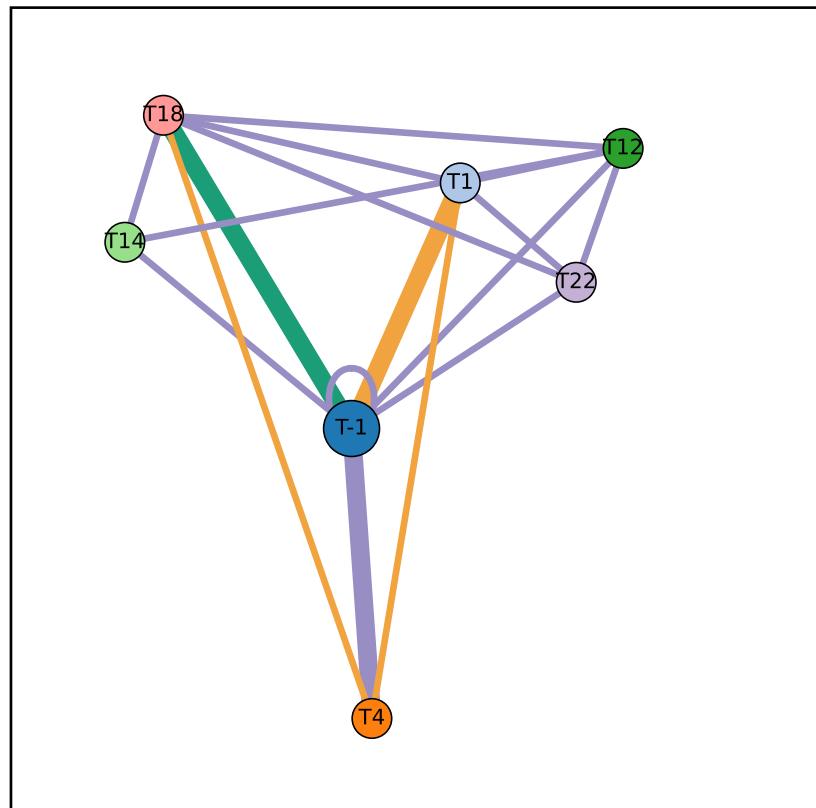
Wave 2 (topics)



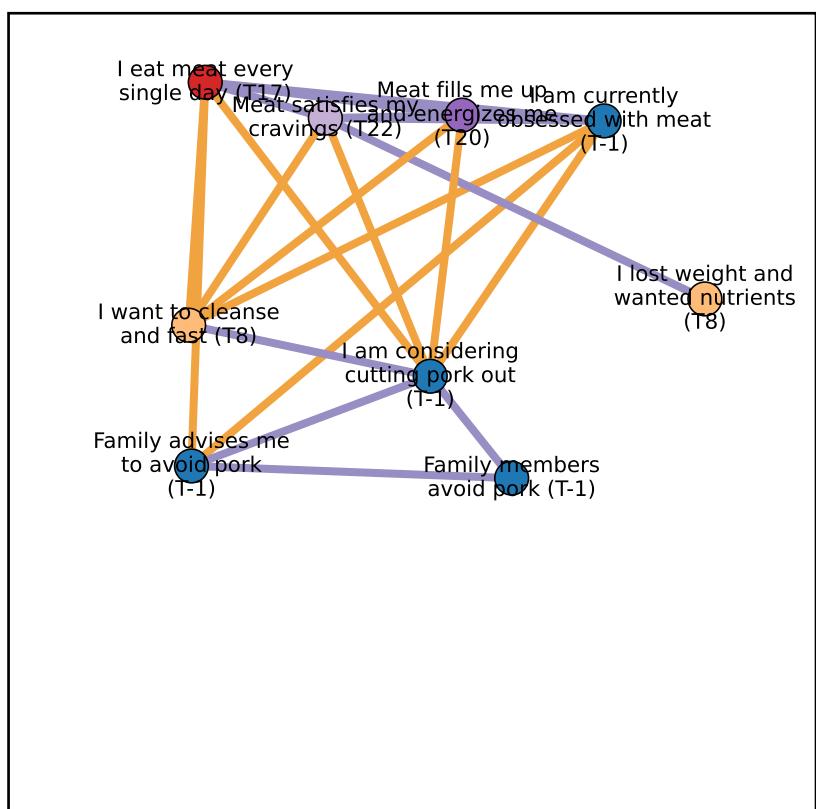
Wave 1 (stances)



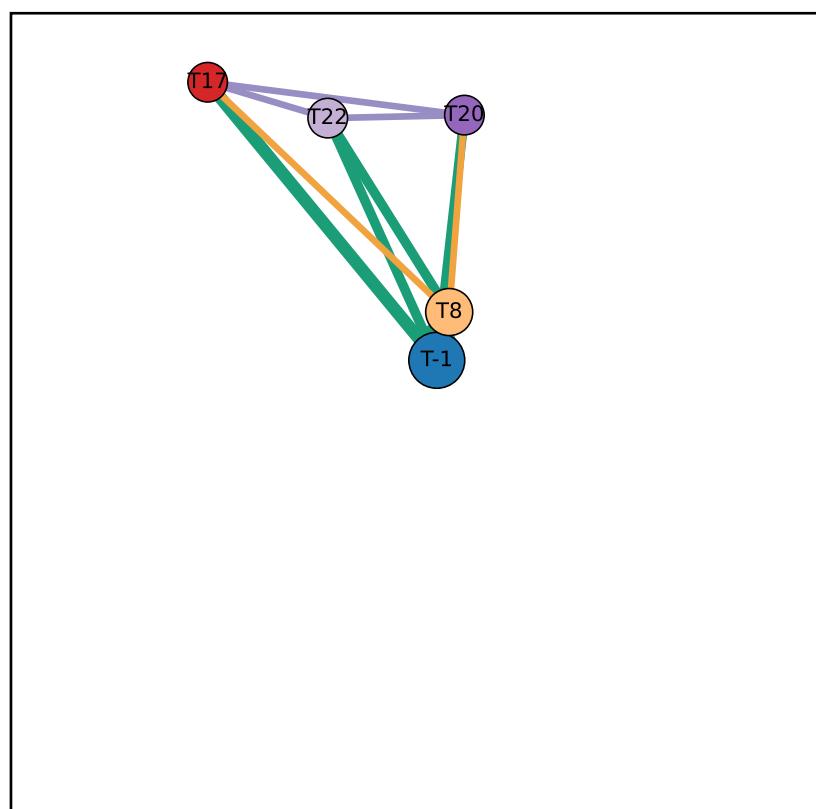
Wave 1 (topics)



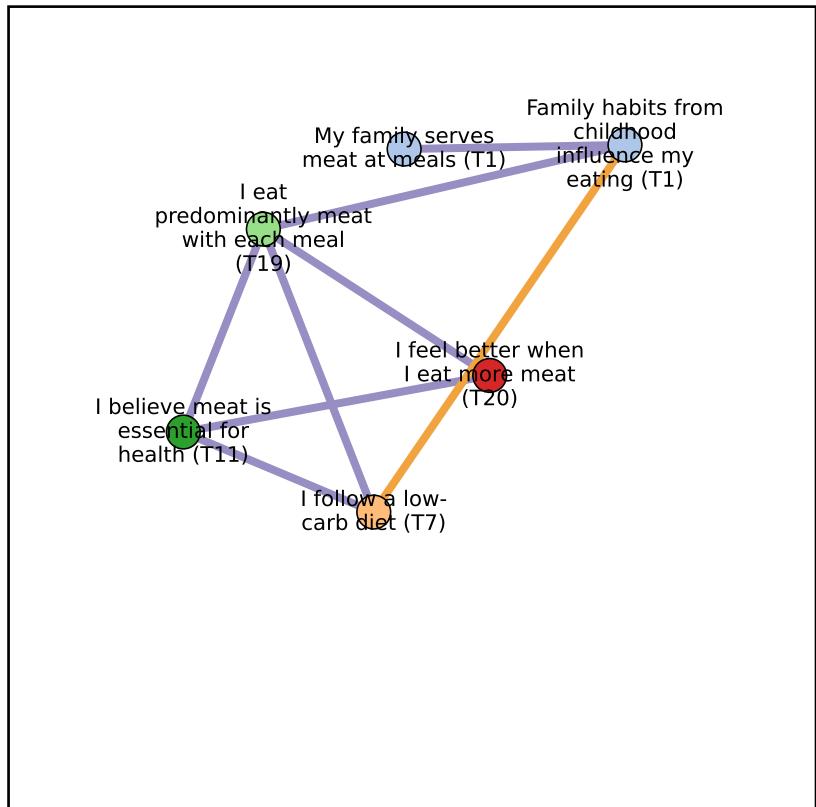
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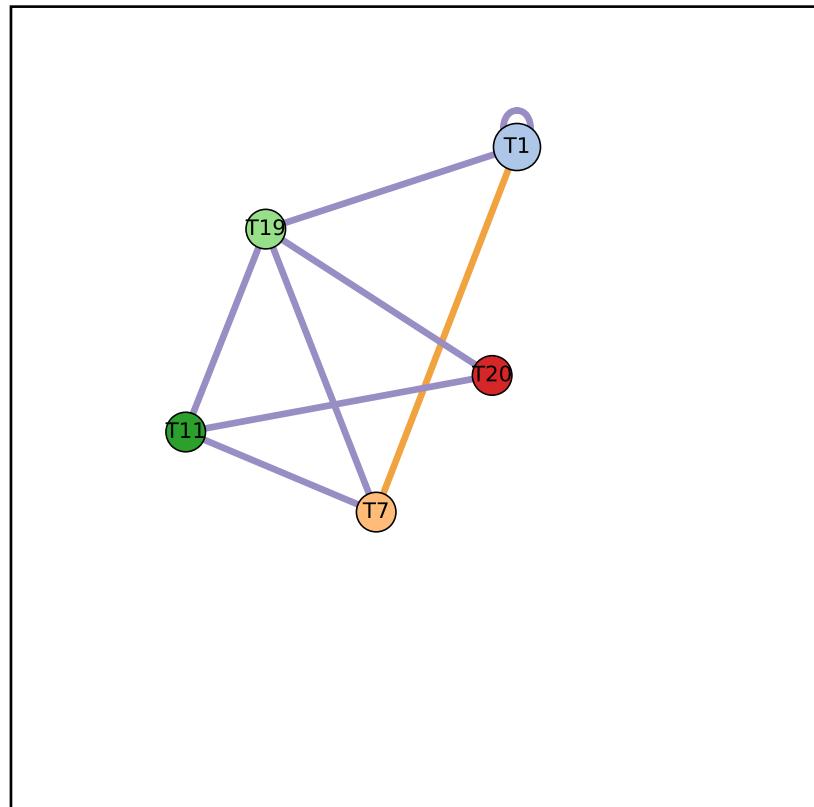
Wave 2 (topics)



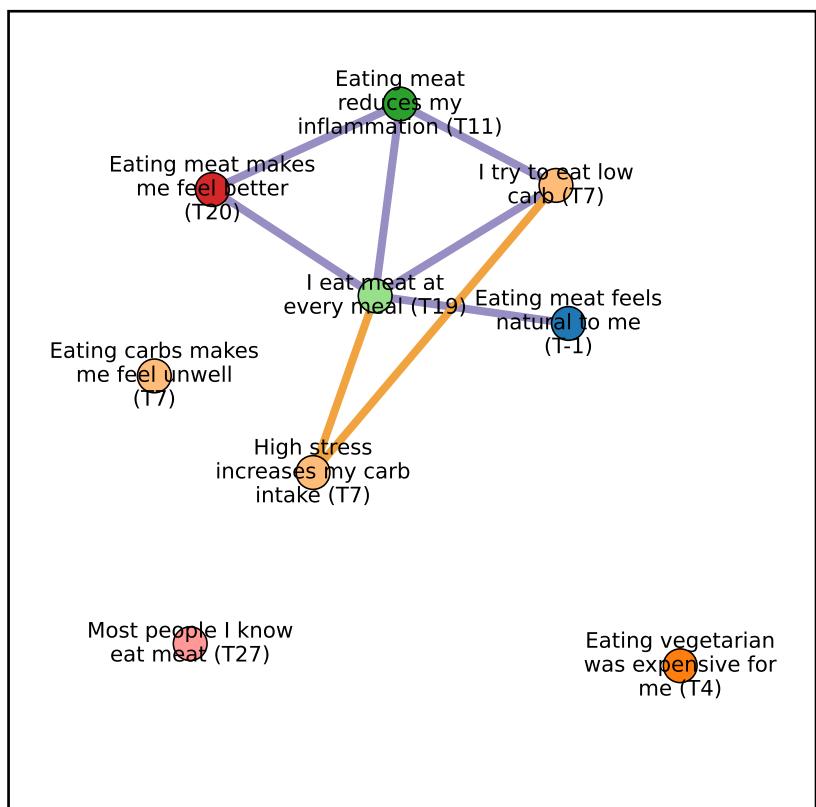
Wave 1 (stances)



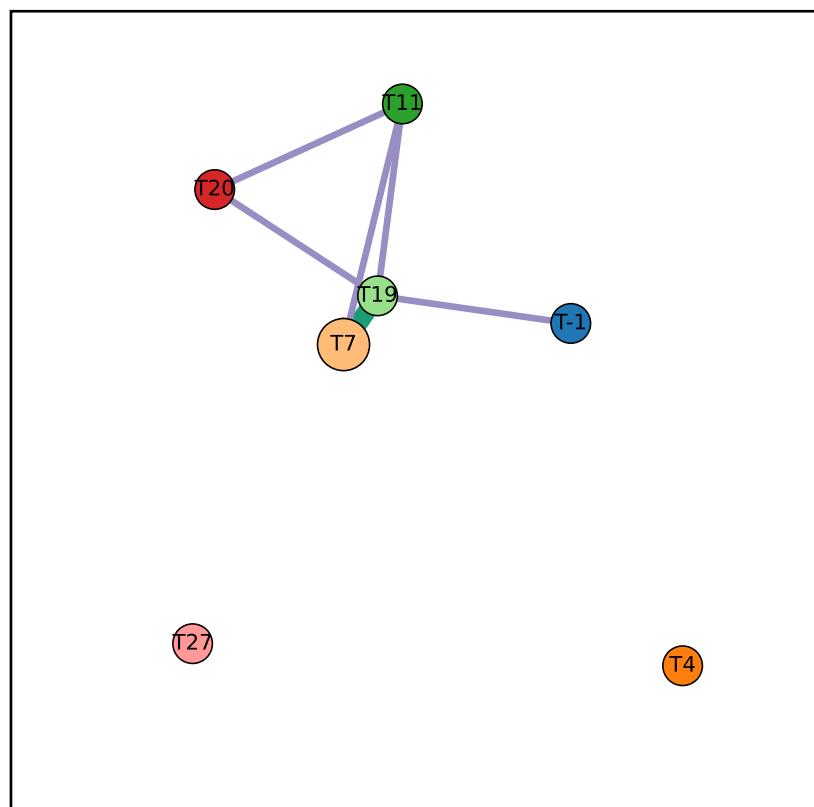
Wave 1 (topics)



Wave 2 (stances)



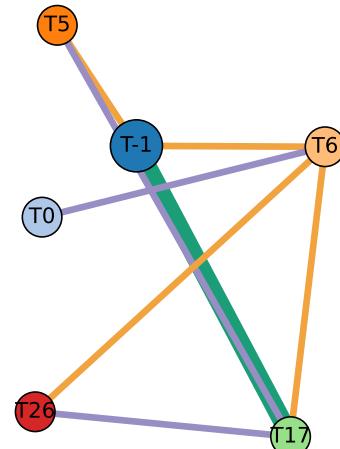
Wave 2 (topics)



Wave 1 (stances)

I avoid stories about animal welfare in meat (T5)
My daughter loves meat (T-1)
I look for meat deals when shopping (T0)
I am obsessed with being a carnivore (T-1)
I feel a meal is incomplete without meat (T26)
I eat less beef and steak now (T1)
I have financial limitations (T6)
I eat meat daily (T17)

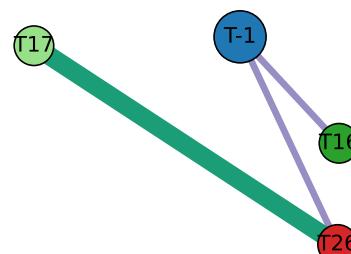
Wave 1 (topics)



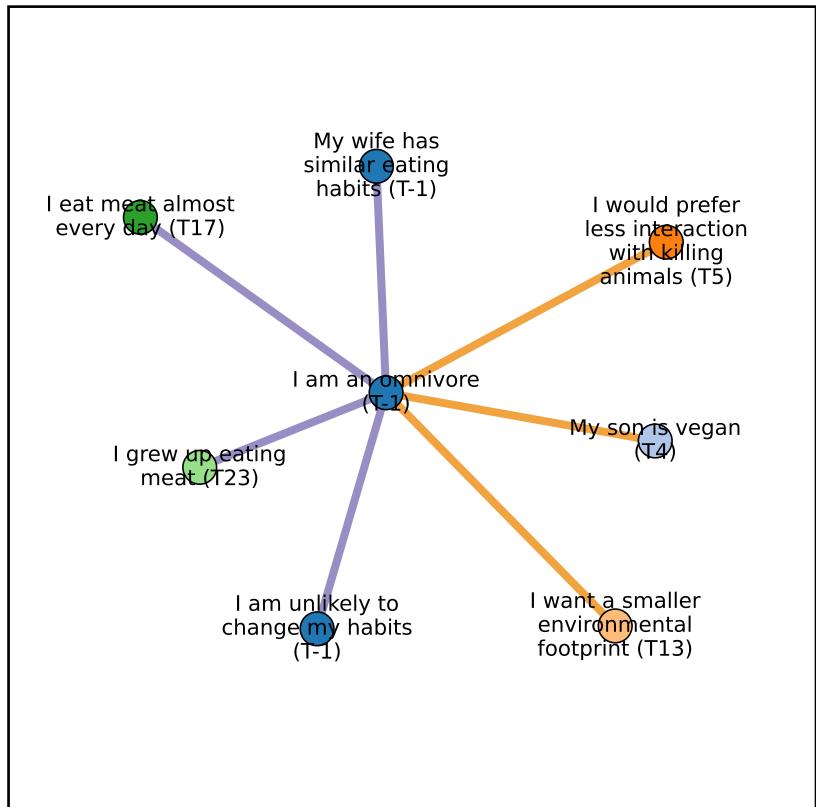
Wave 2 (stances)

I buy meat most nights (T17)
Well-cooked meat increases enjoyment (T-1)
My daughter also loves meat (T-1)
Social contacts enjoy my well-cooked meat (T16)
I feel a meal is incomplete without meat (T26)
I have a deep desire for meat (T-1)

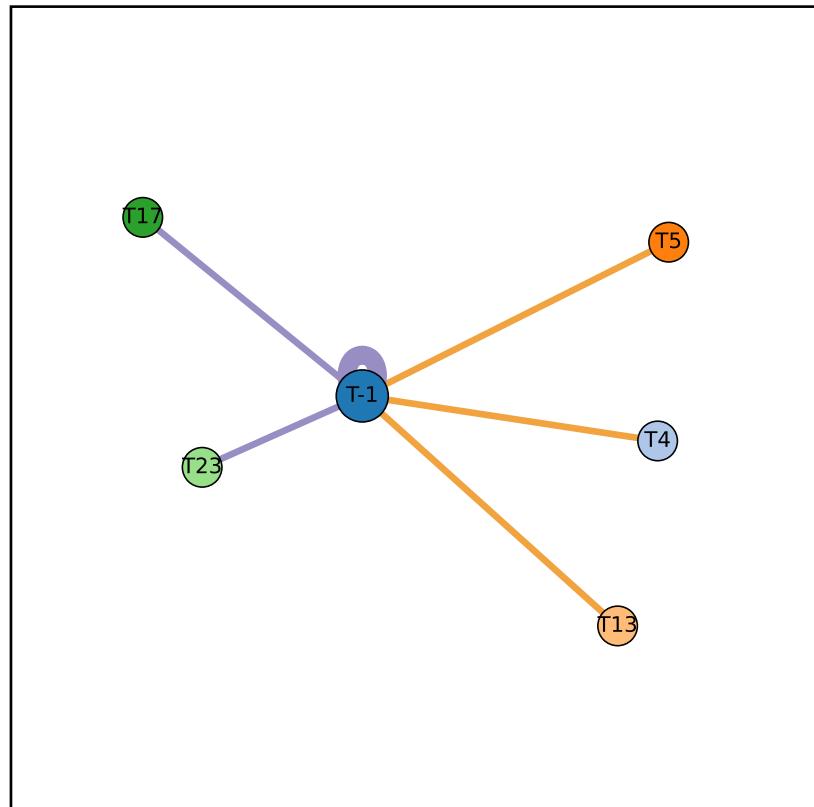
Wave 2 (topics)



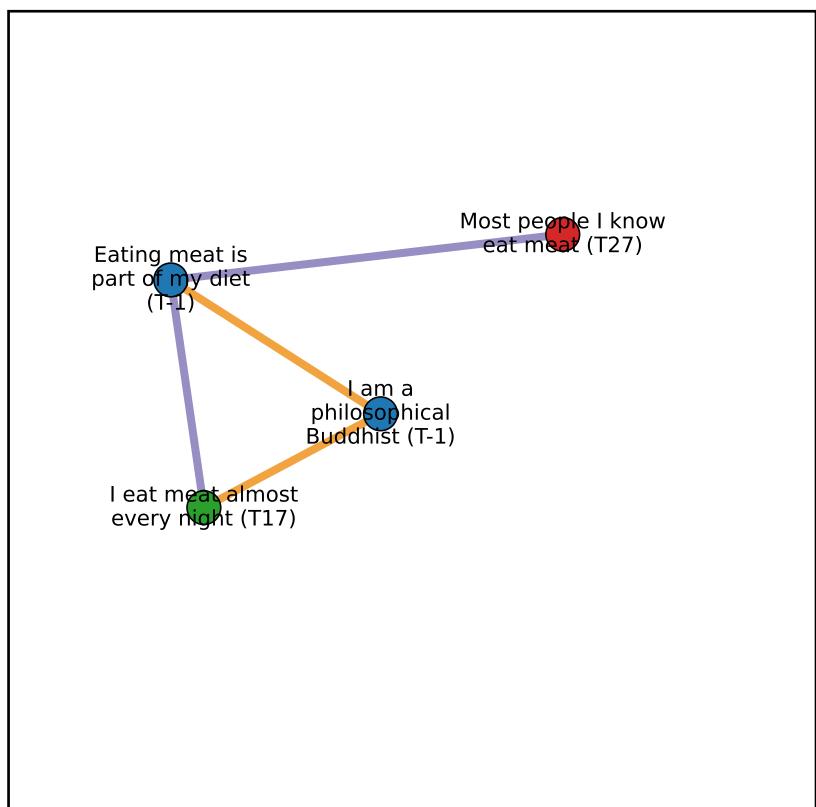
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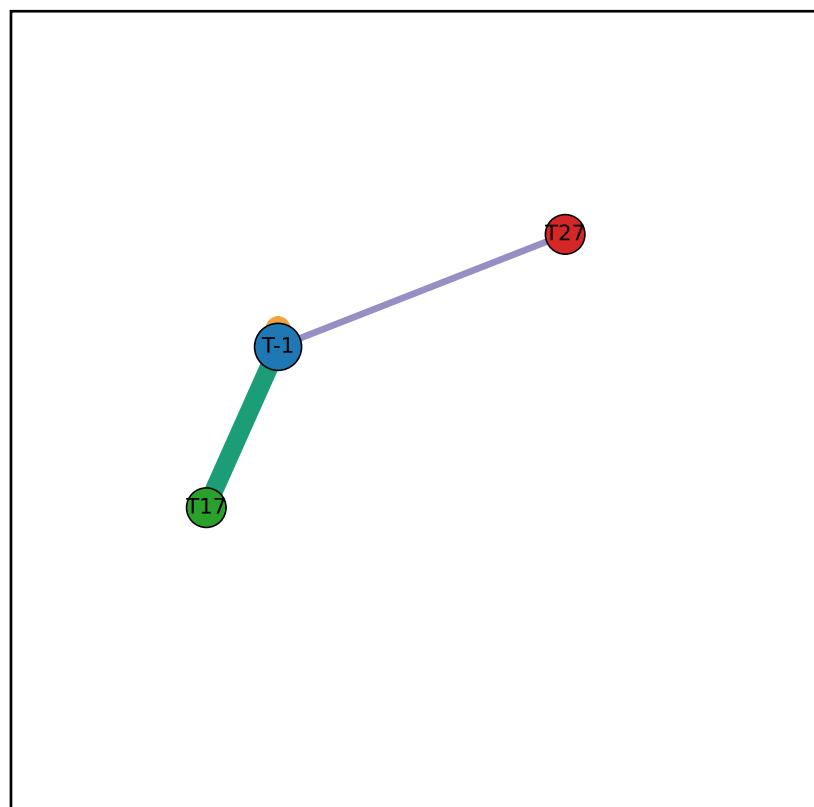
Wave 1 (topics)



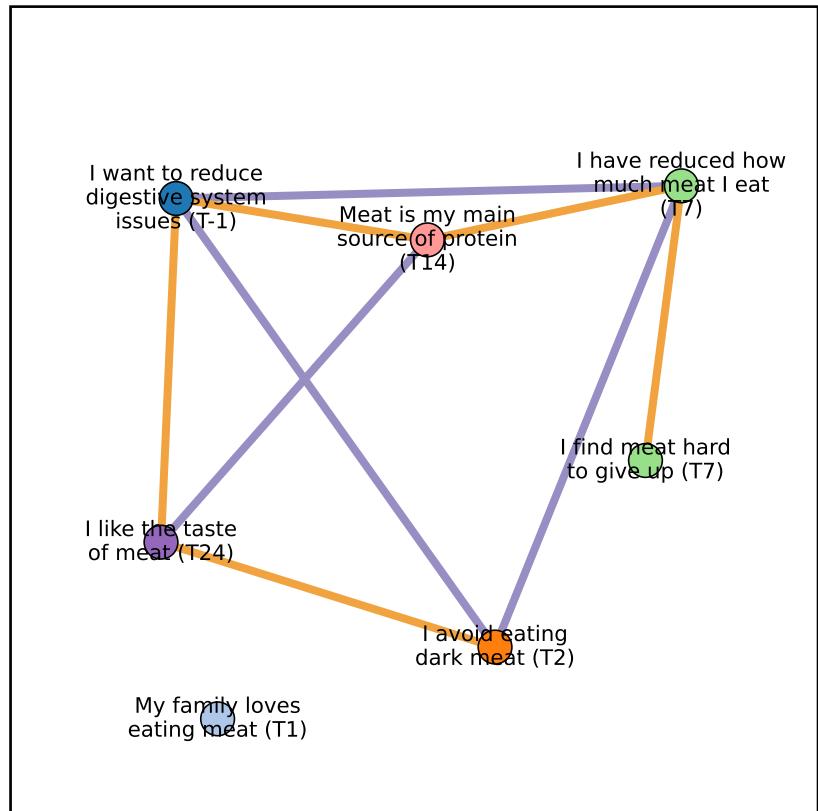
Wave 2 (stances)



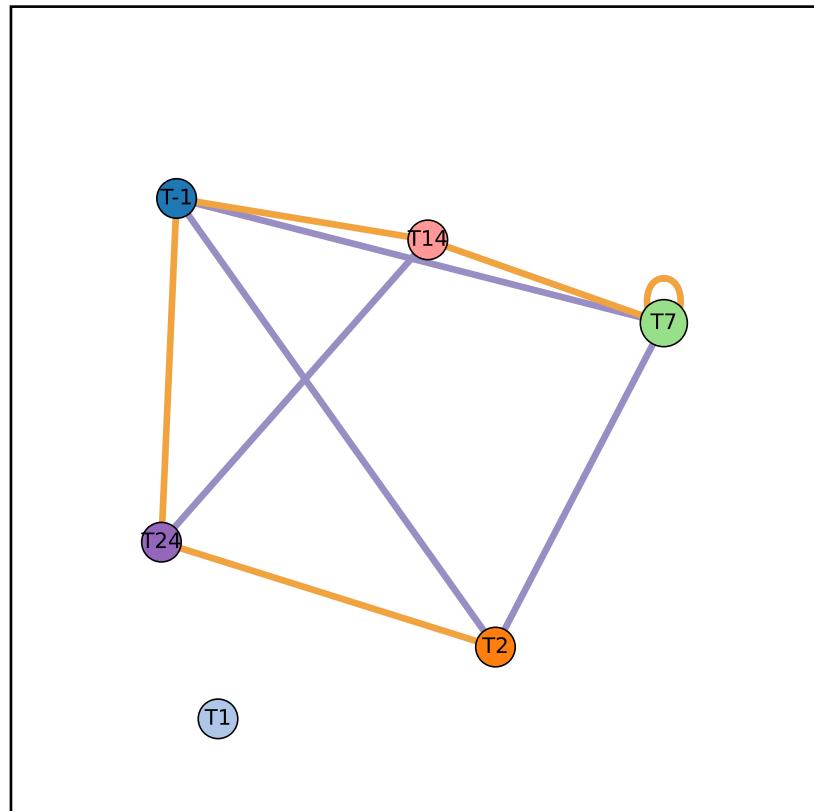
Wave 2 (topics)



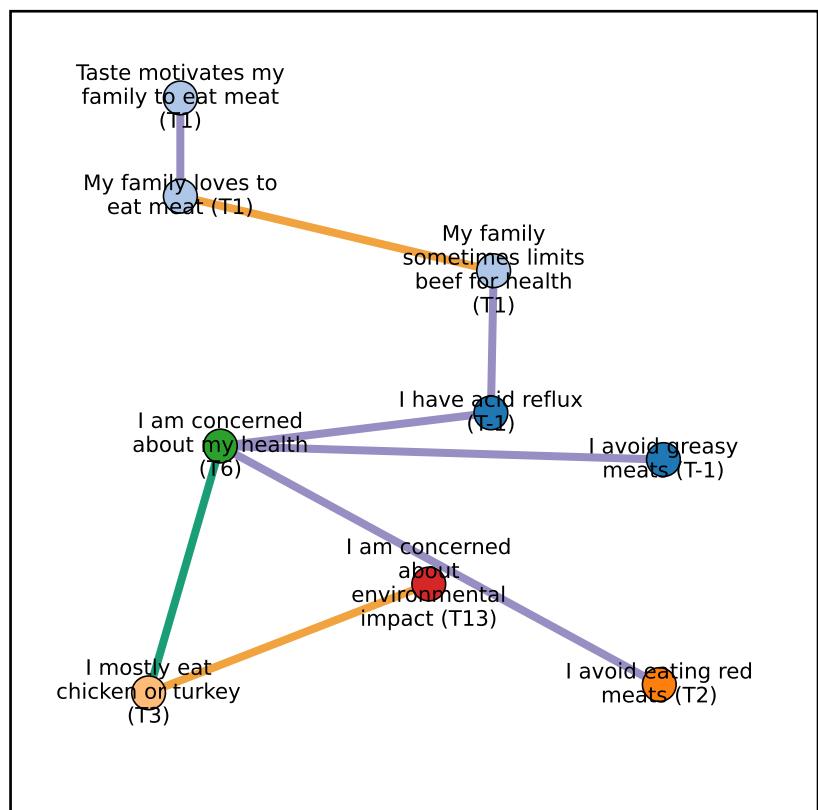
Wave 1 (stances)



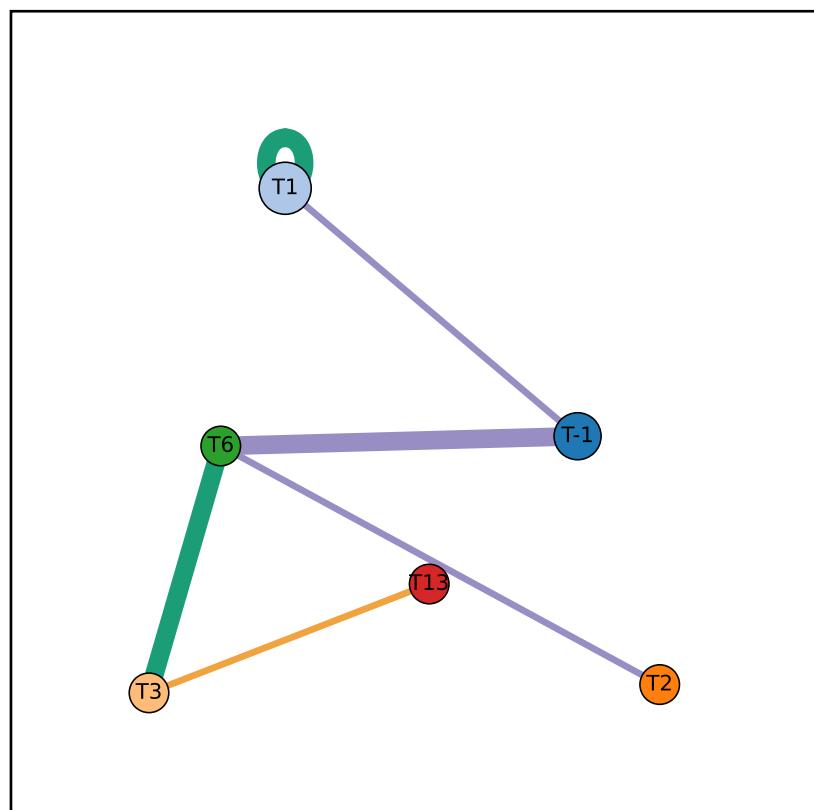
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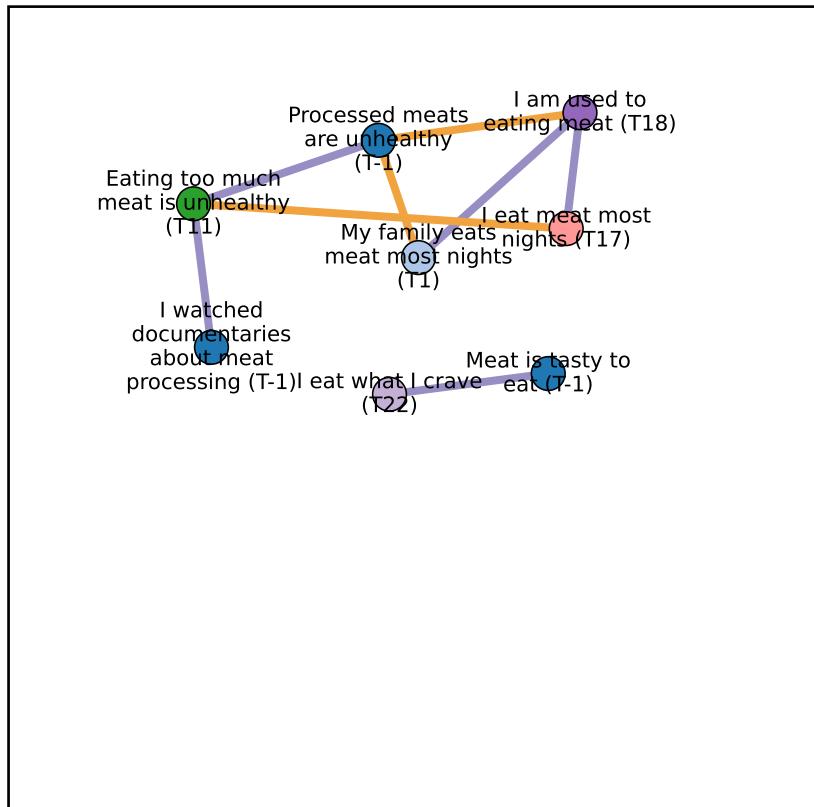
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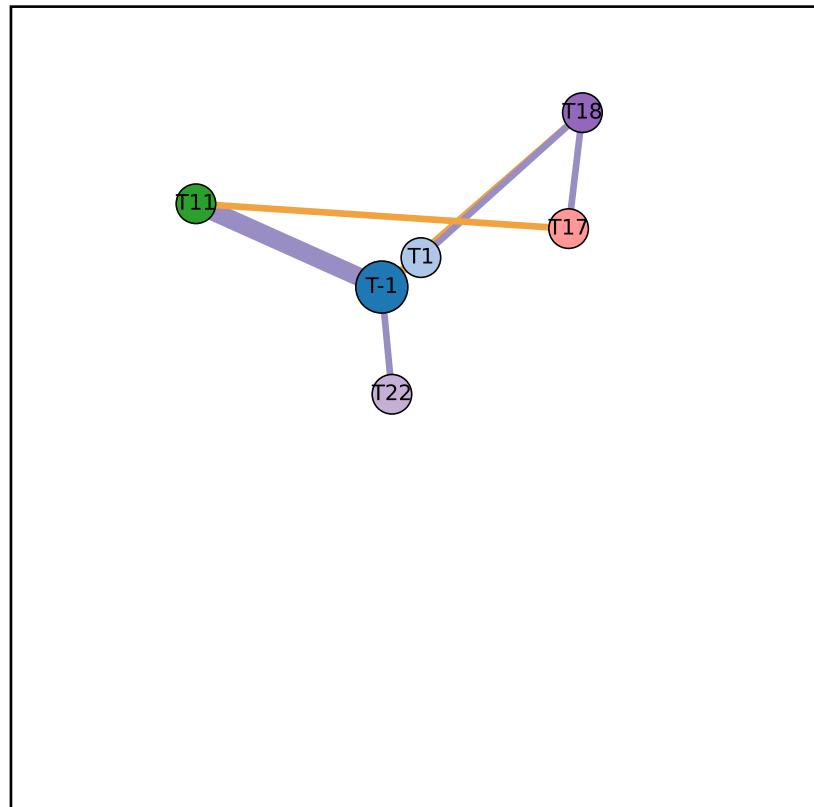
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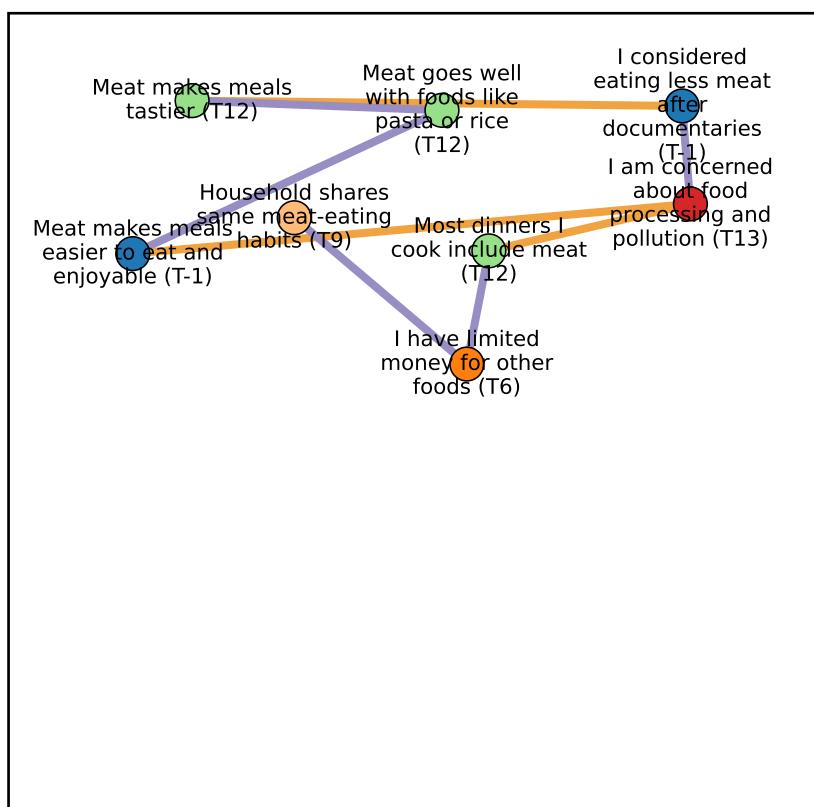
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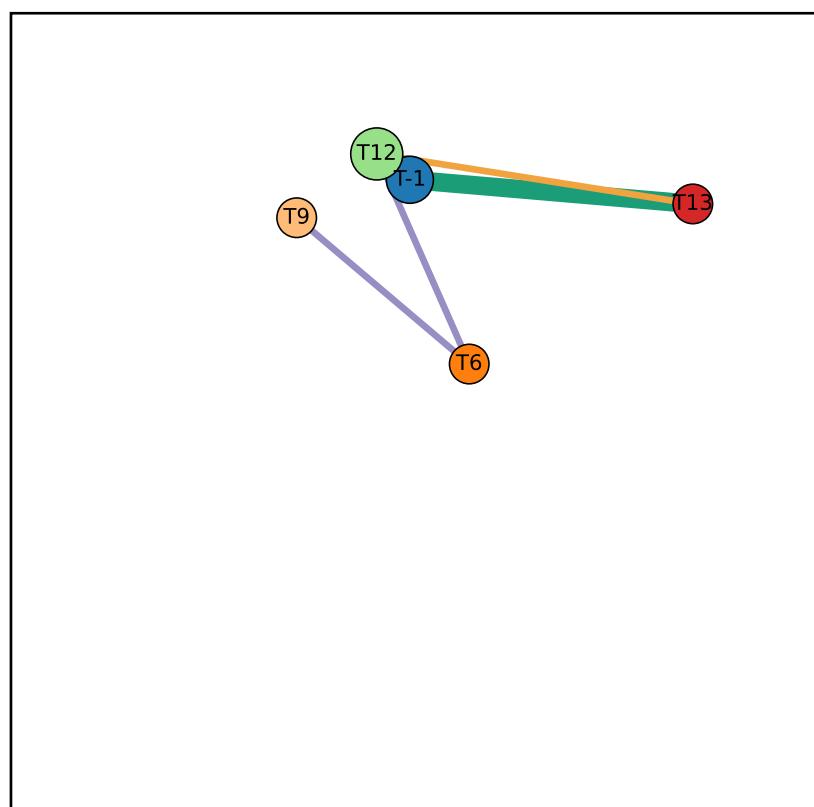
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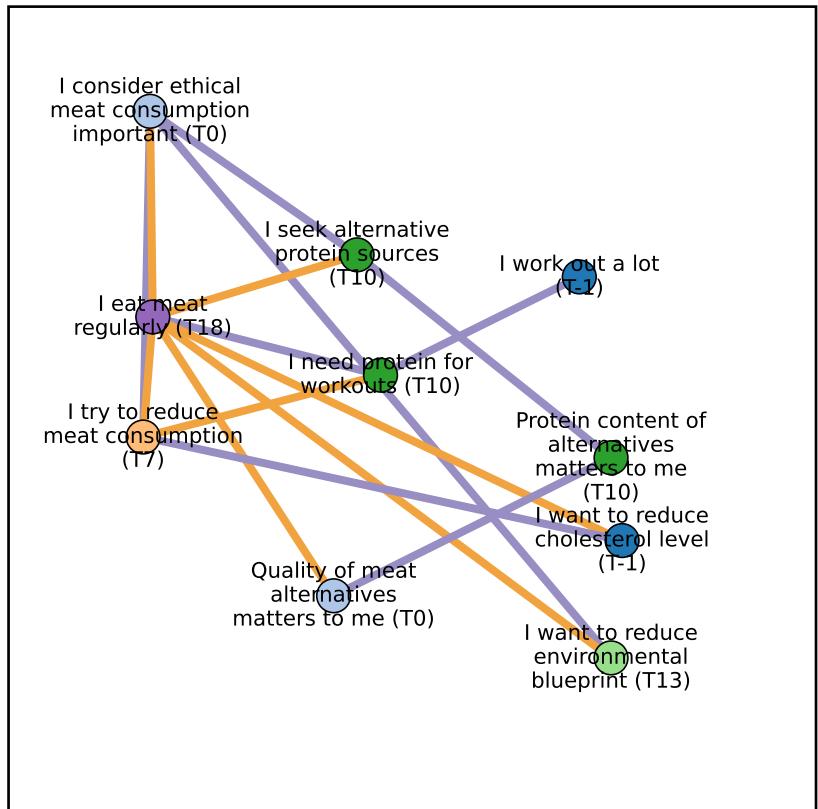
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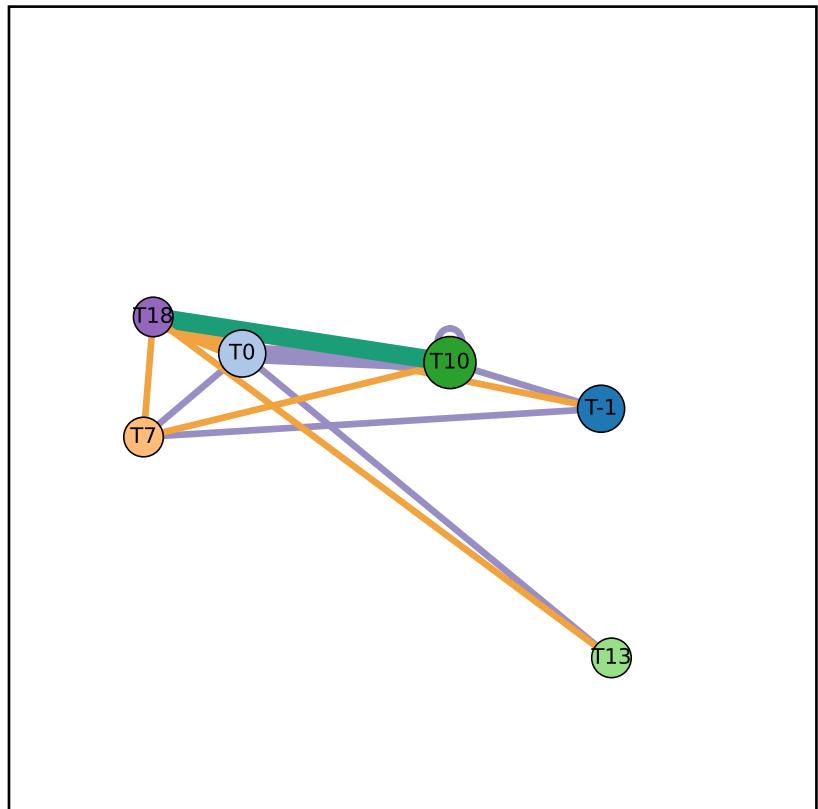
Wave 2 (topics)



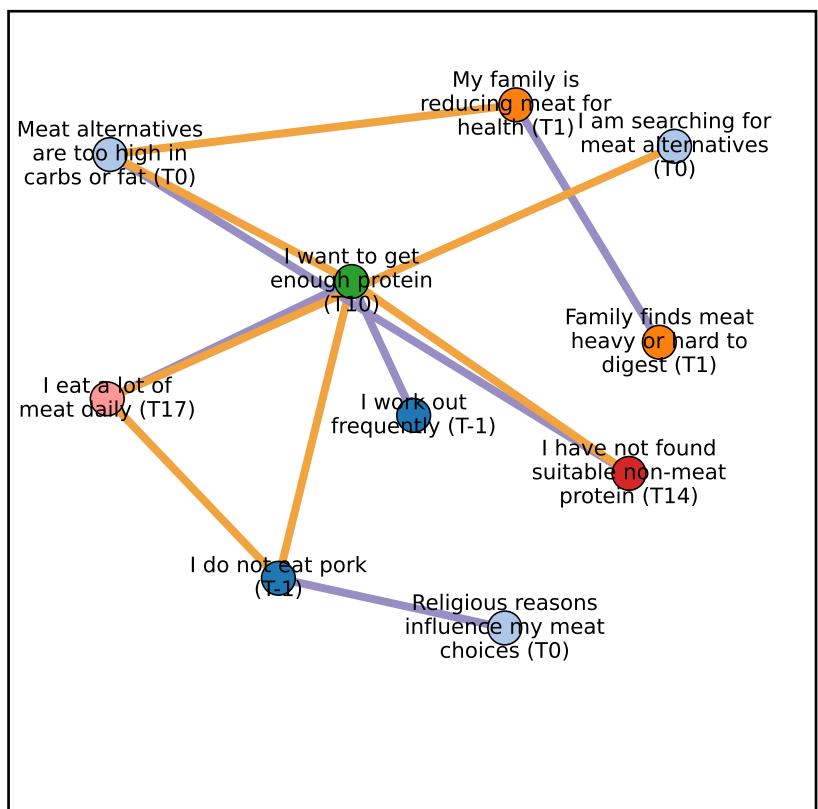
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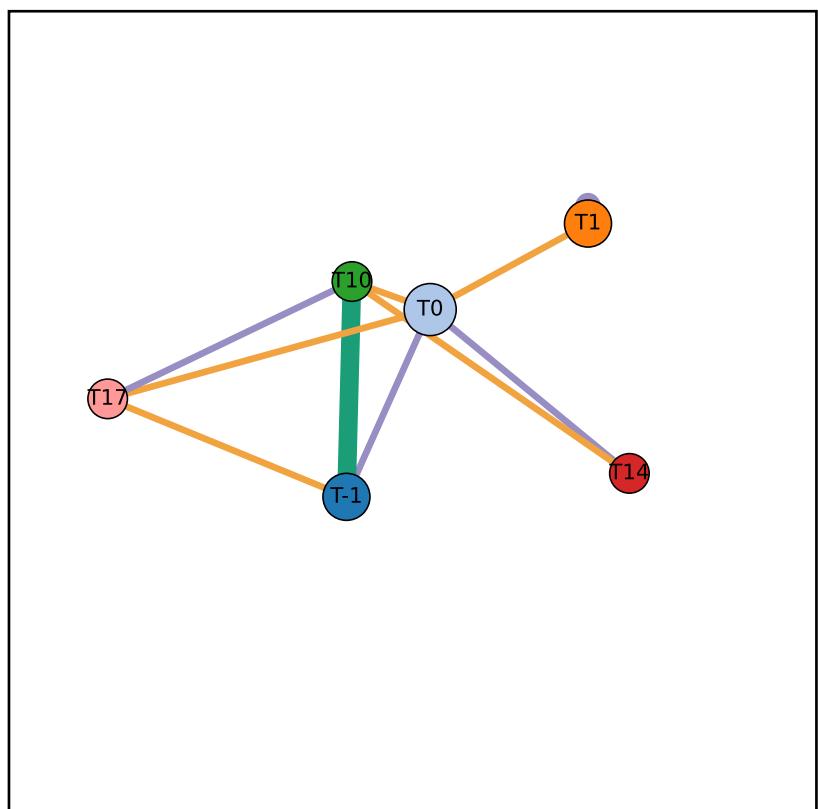
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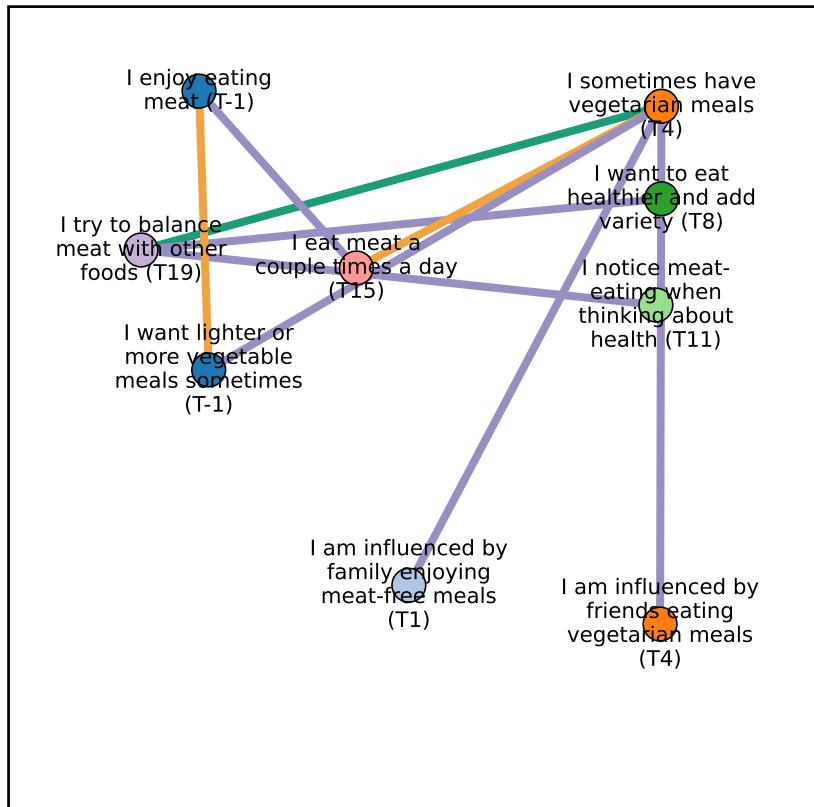
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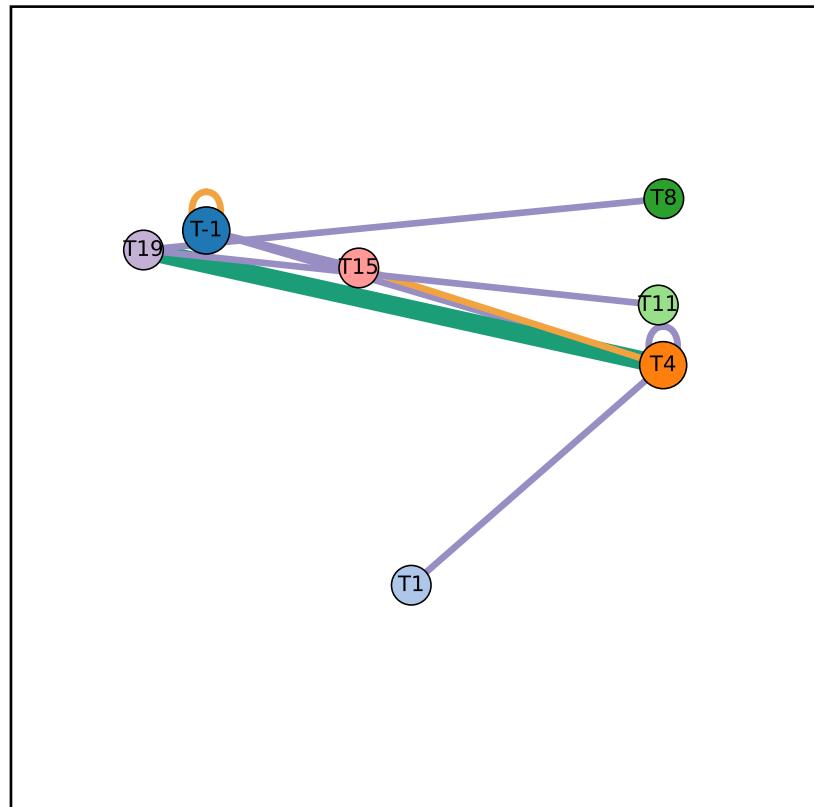
Wave 2 (topics)



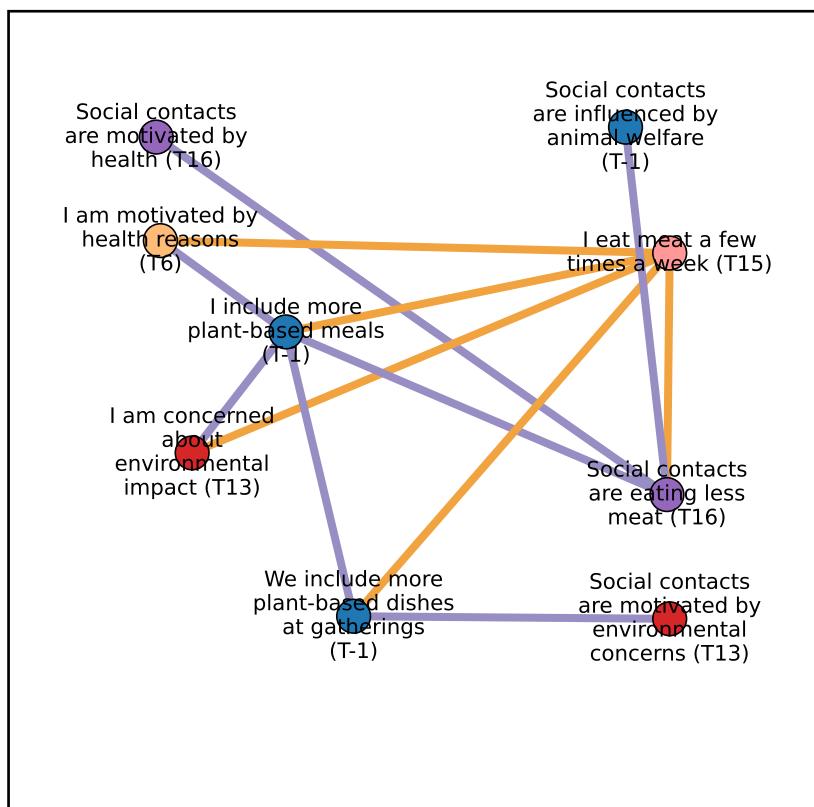
Wave 1 (stances)



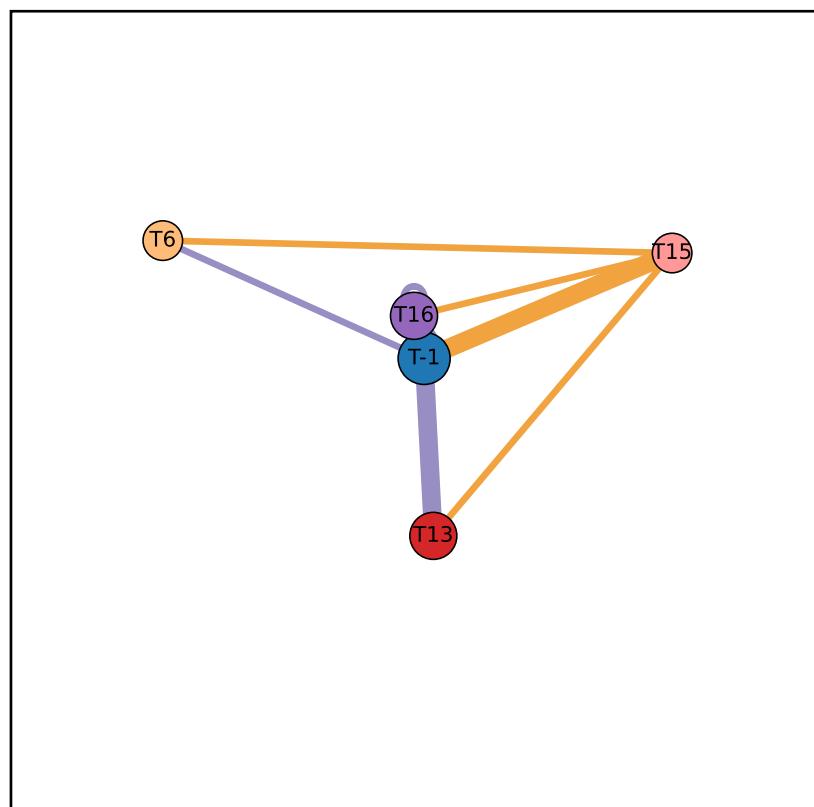
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



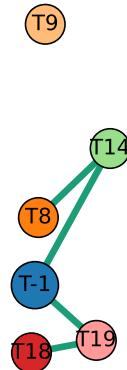
Wave 1 (stances)

My friends and family all eat meat (T9)

I enjoy eating meat for protein (T14)
I focus on balancing my diet (T8)

I eat different types of meat mainly (T19)
(T18)
I eat meat out of habit (T-1)

Wave 1 (topics)



Wave 2 (stances)

I enjoy eating beef and chicken (T-1)

I stock up on meat when discounted (T0)

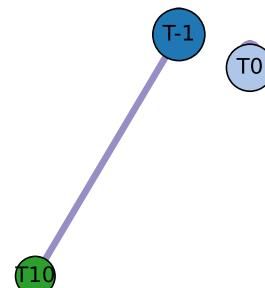
I use dressings to enjoy white meat (T-1)

I look for reduced price fresh meat (T0)

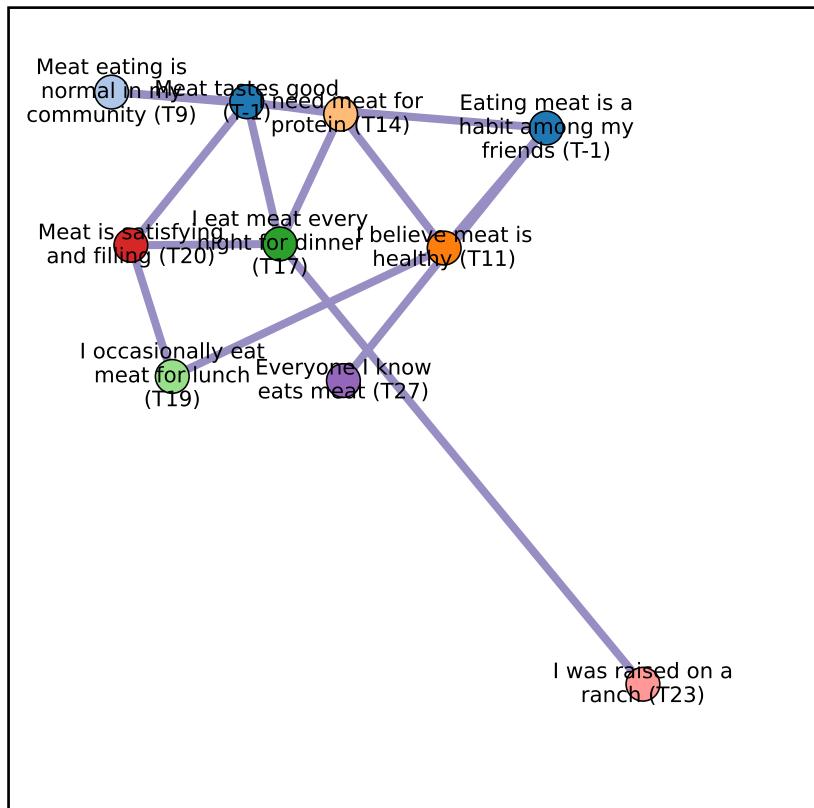
I balance meals with vegetables and salad (T-1)

I eat protein every day (T10)

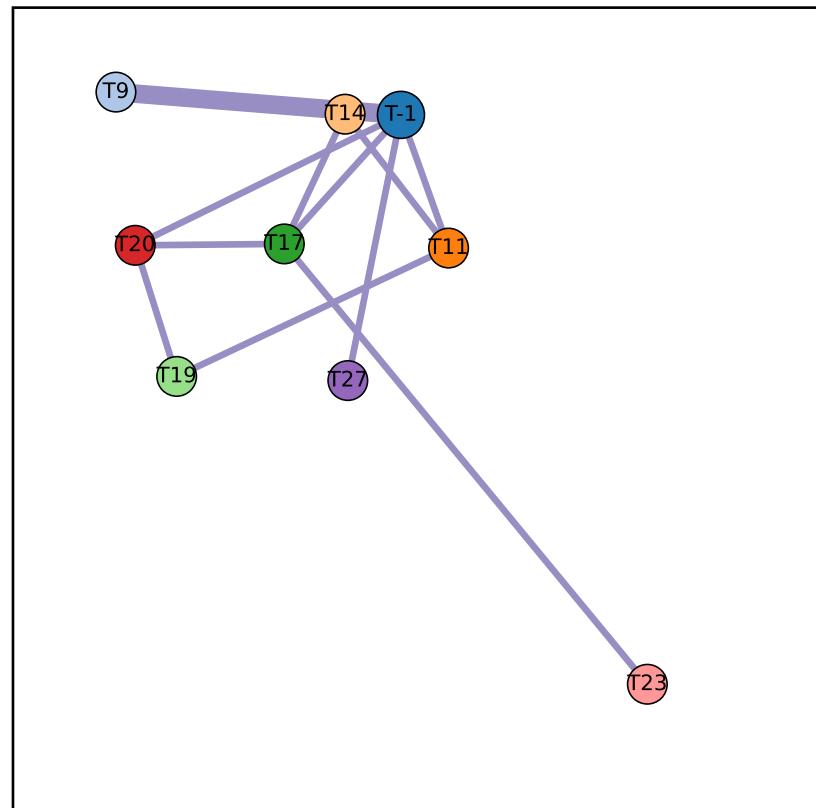
Wave 2 (topics)



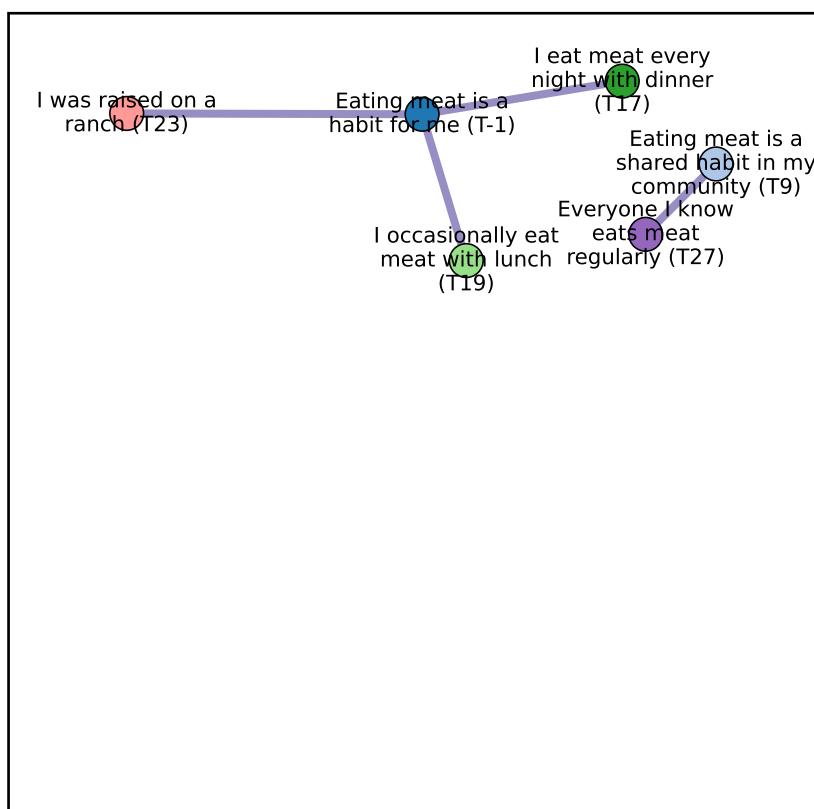
Wave 1 (stances)



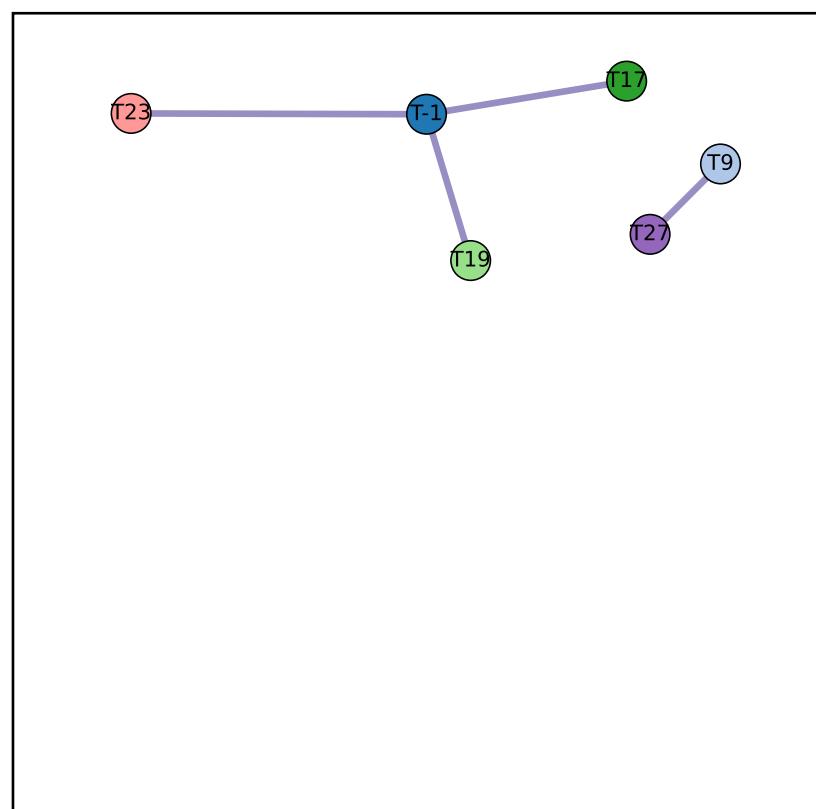
Wave 1 (topics)



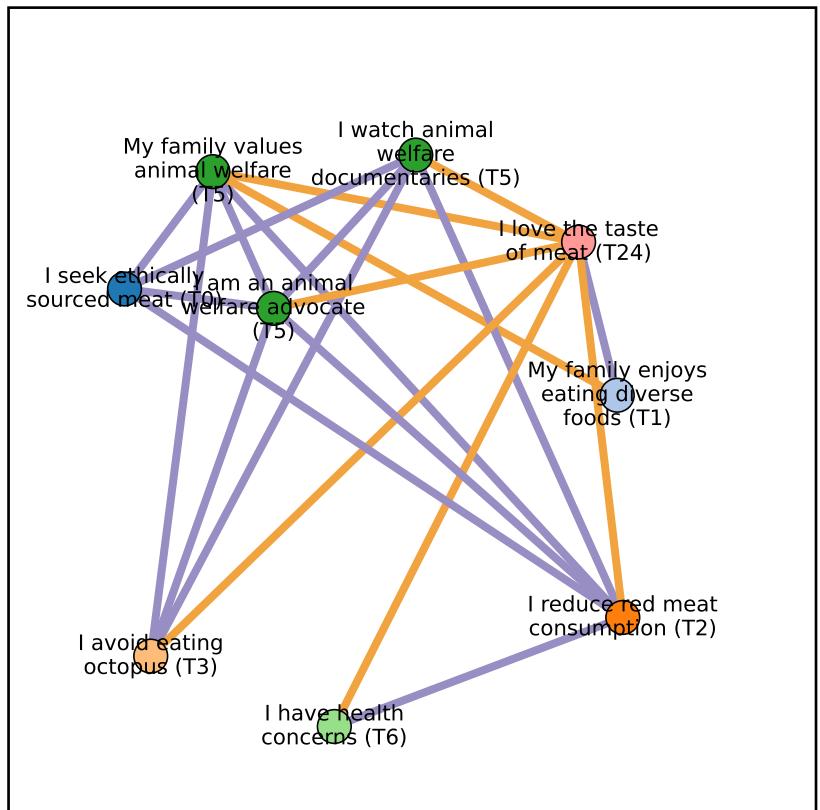
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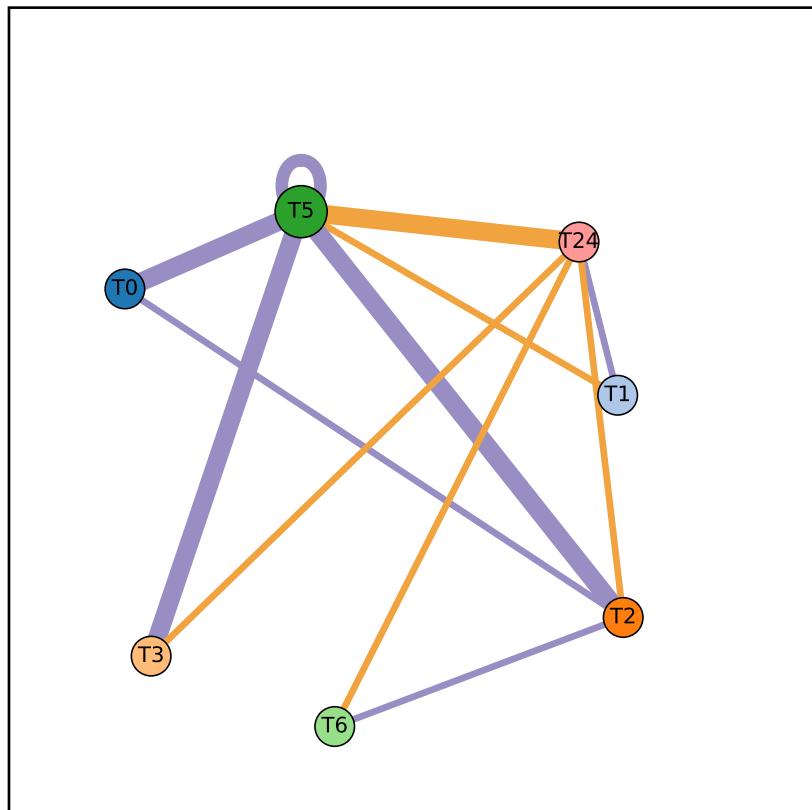
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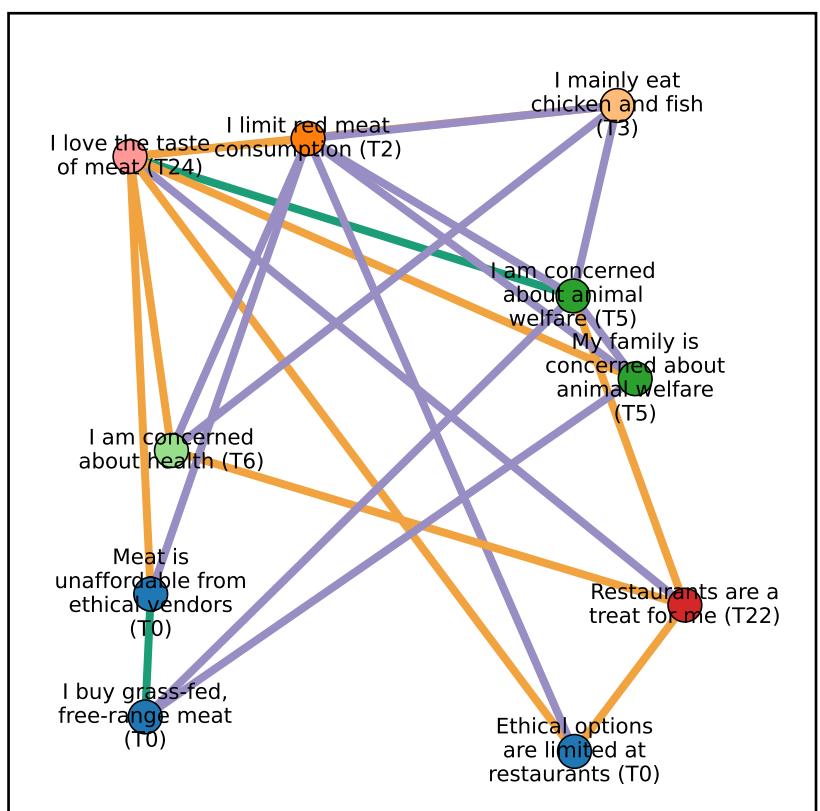
Wave 1 (stances)



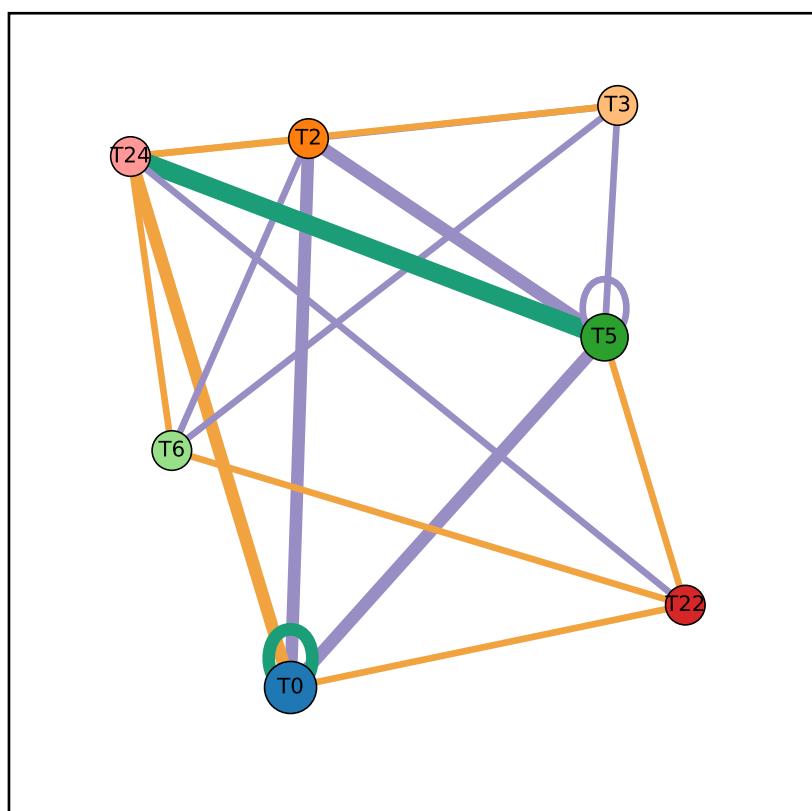
Wave 1 (topics)



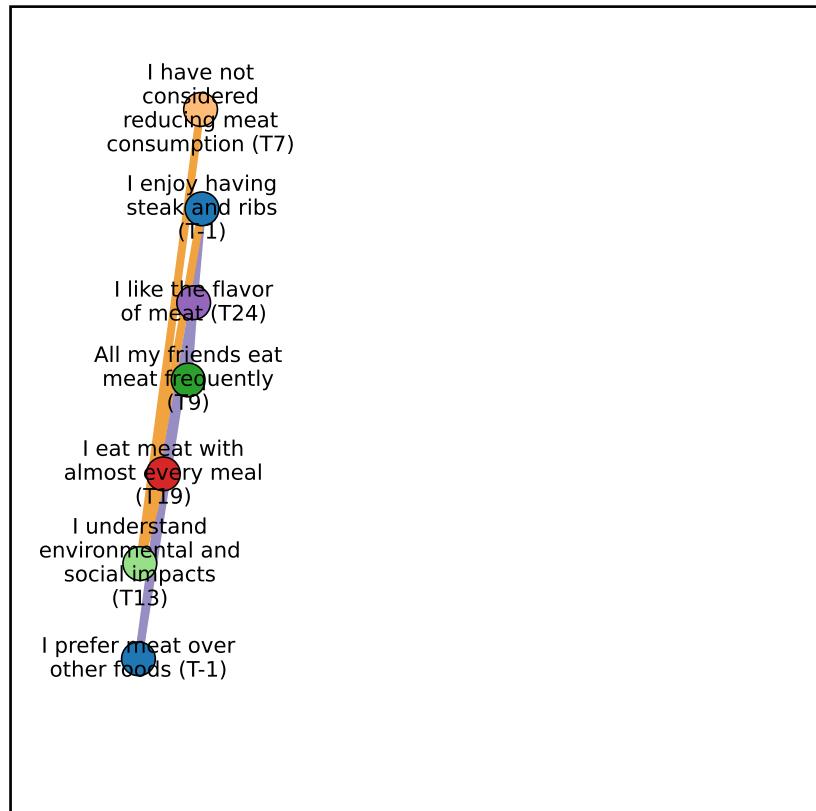
Wave 2 (stances)



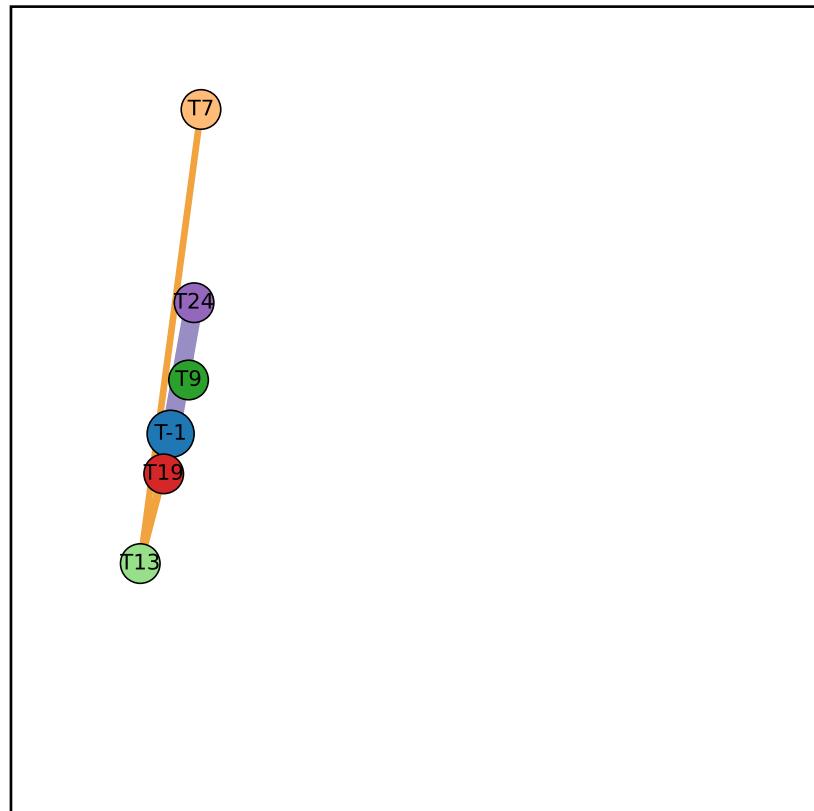
Wave 2 (topics)



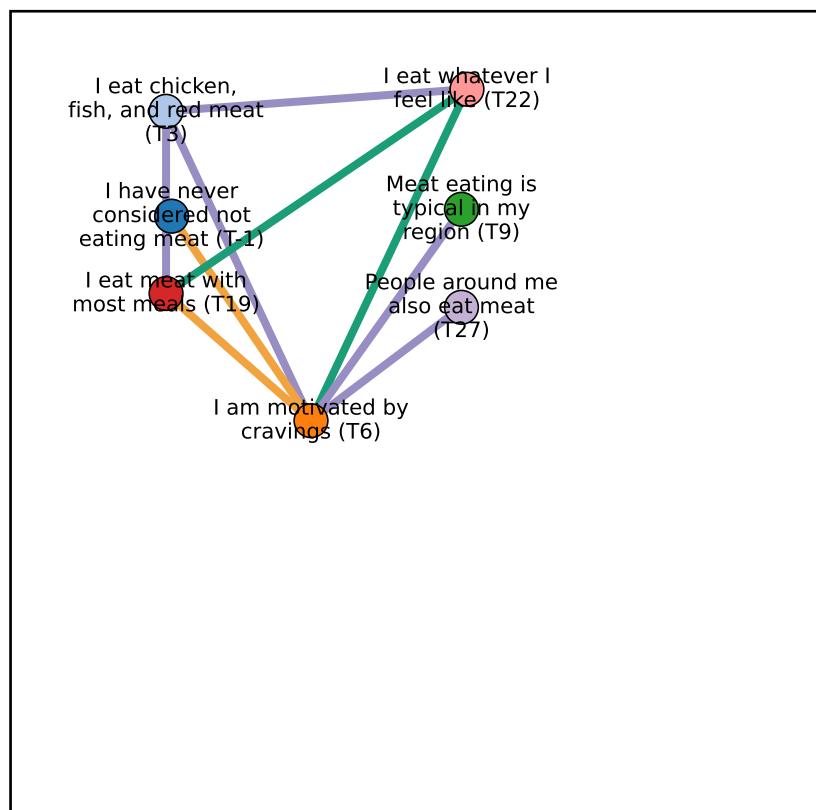
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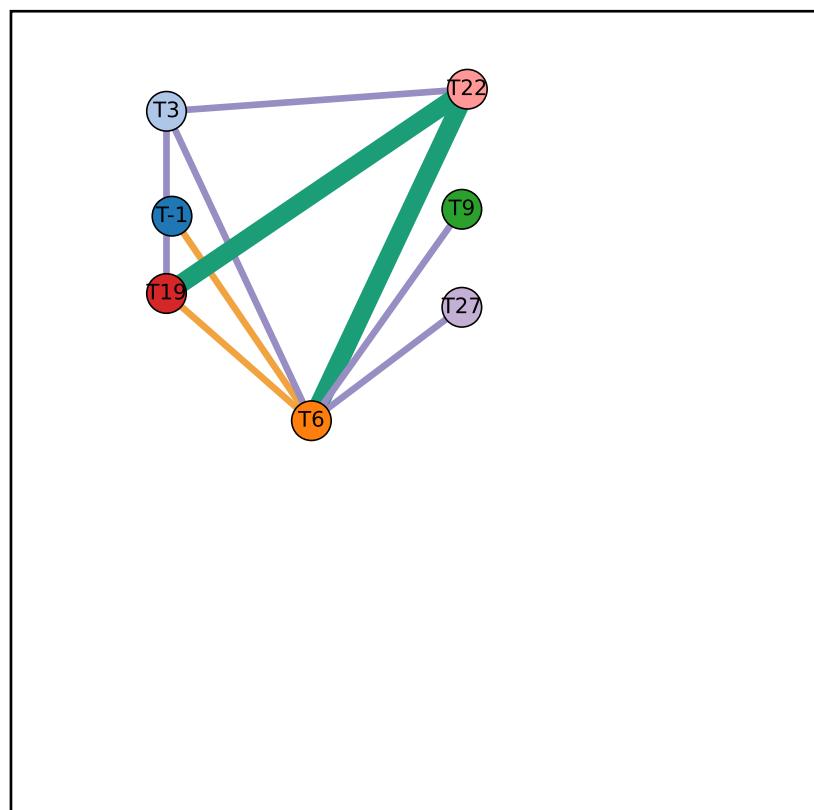
Wave 1 (topics)



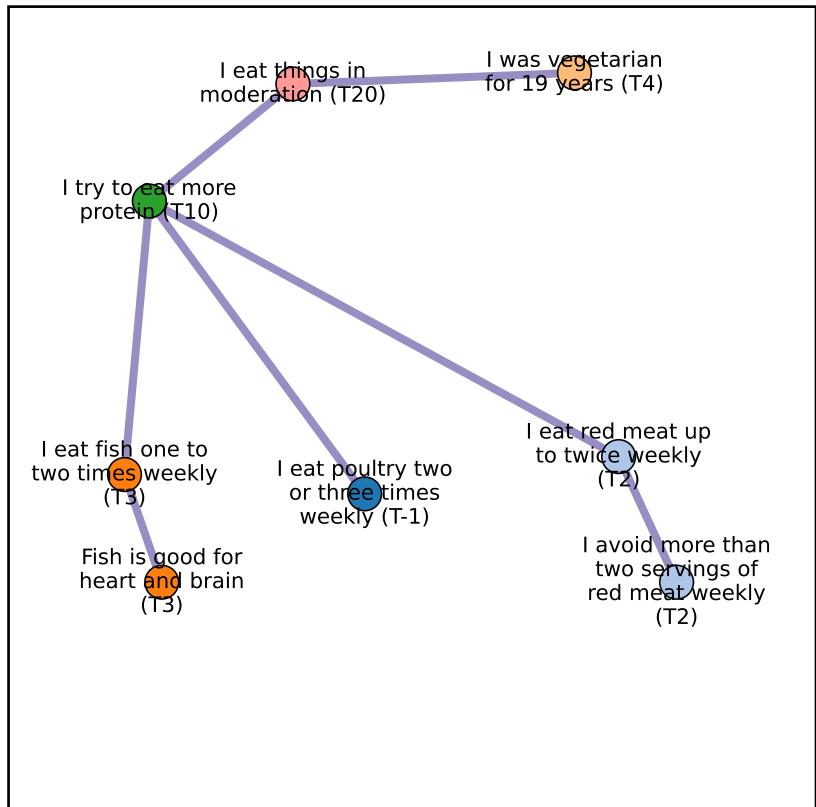
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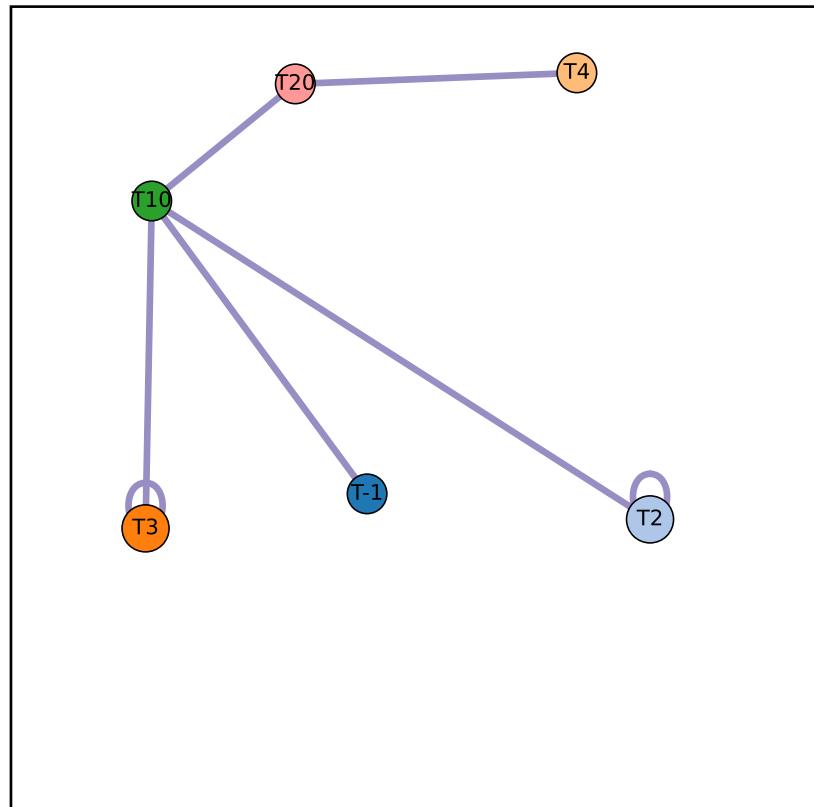
Wave 2 (topics)



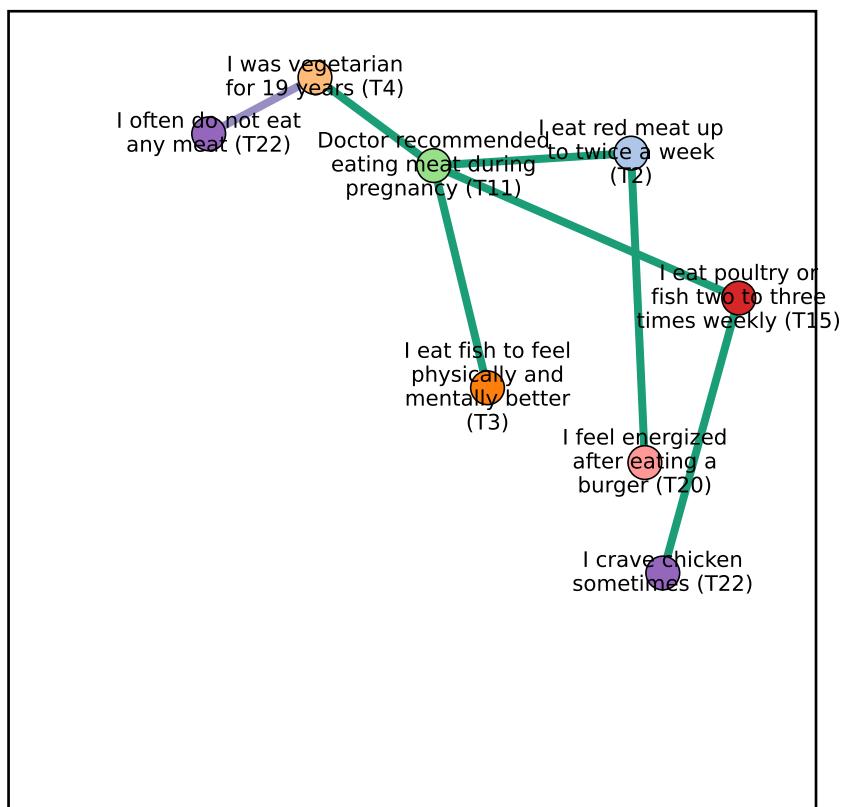
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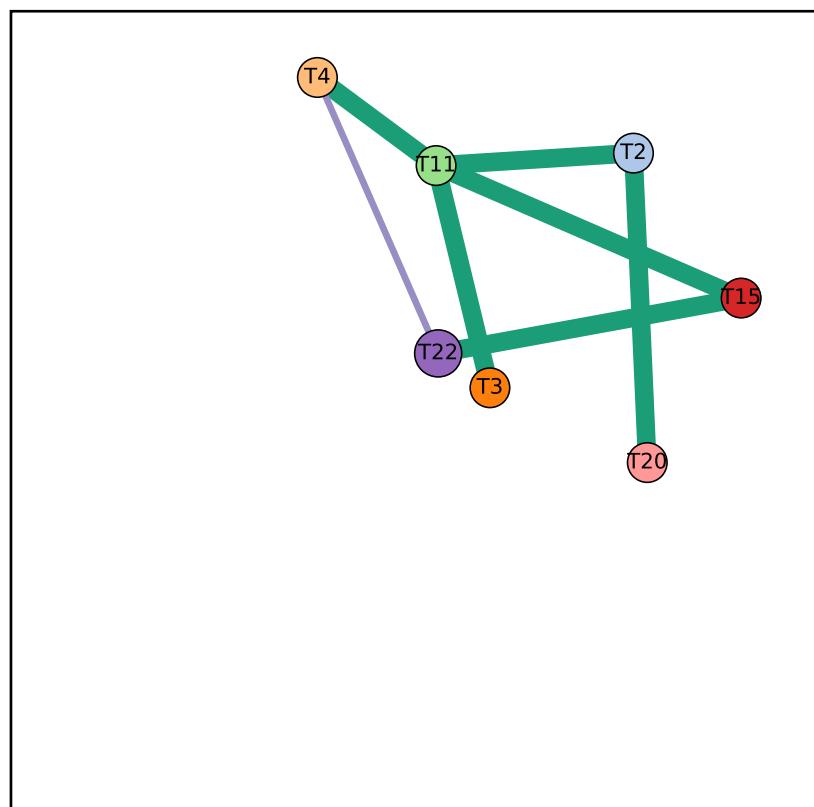
Wave 1 (topics)



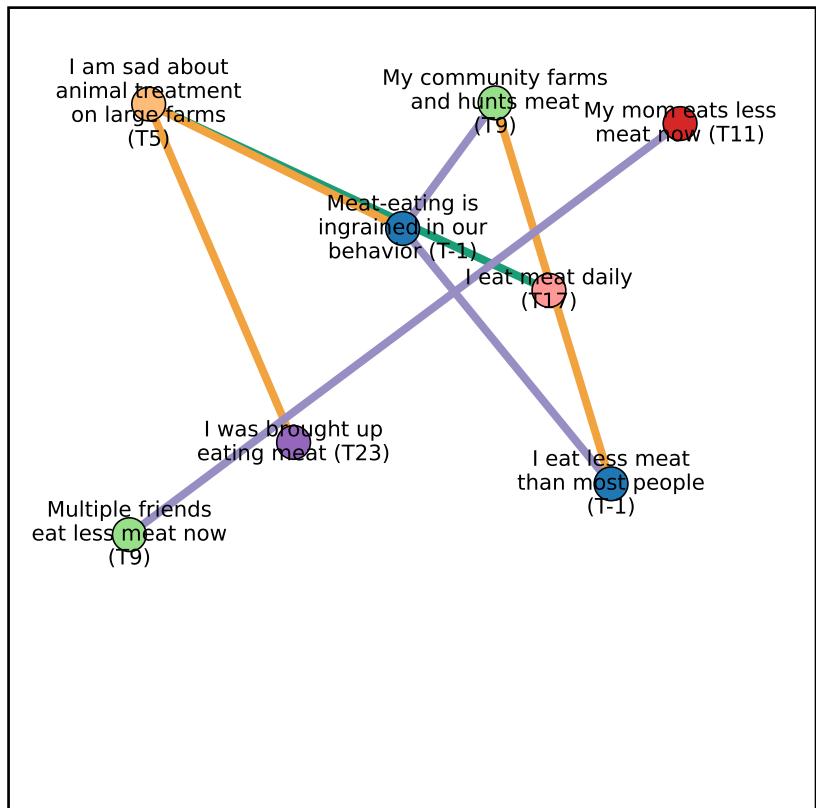
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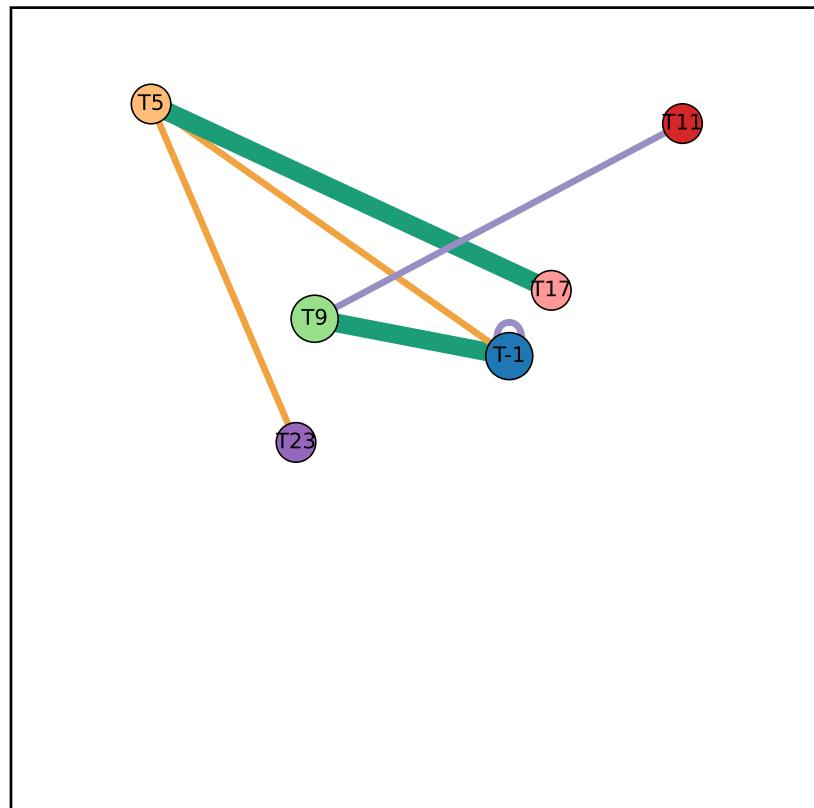
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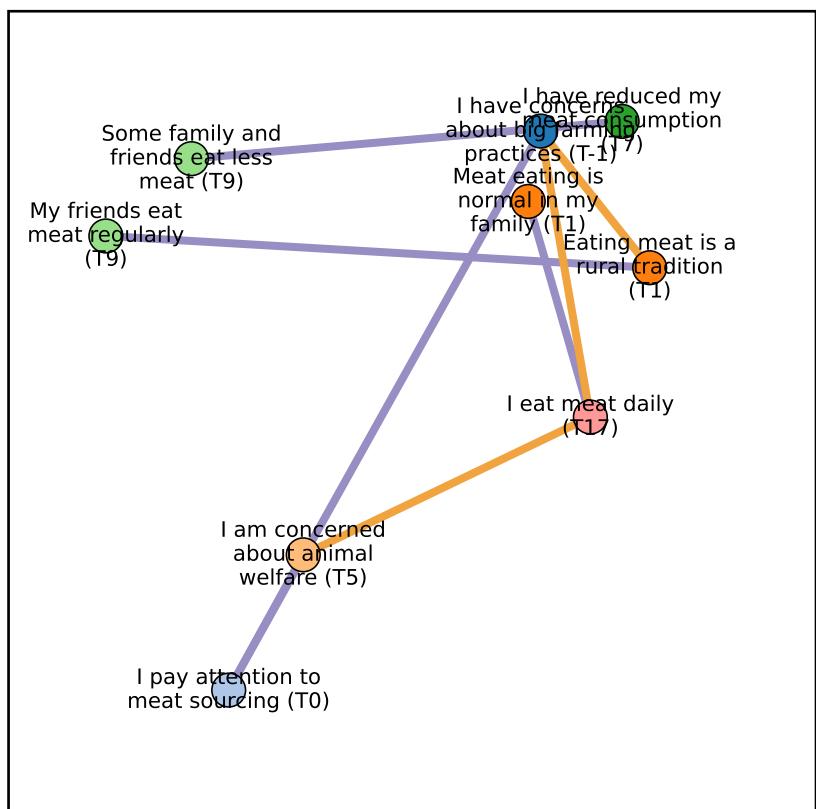
Wave 1 (stances)



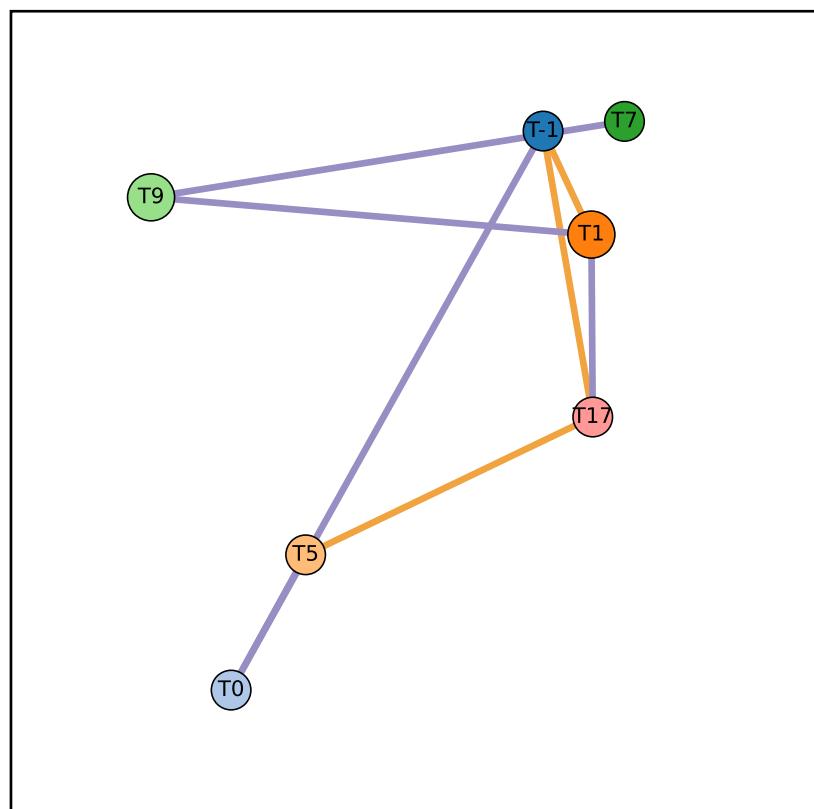
Wave 1 (topics)



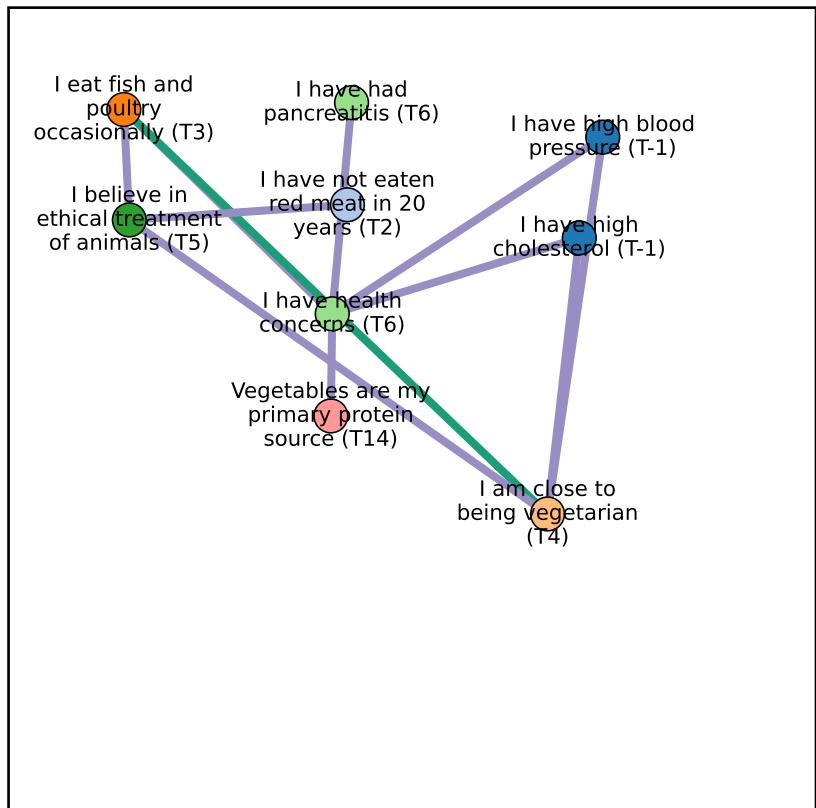
Wave 2 (stances)



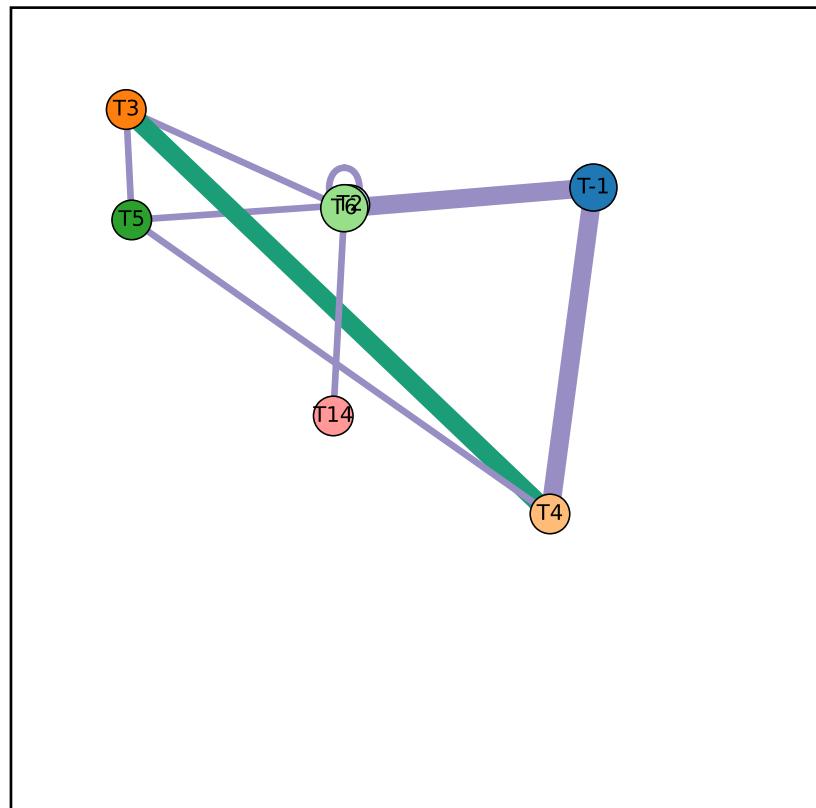
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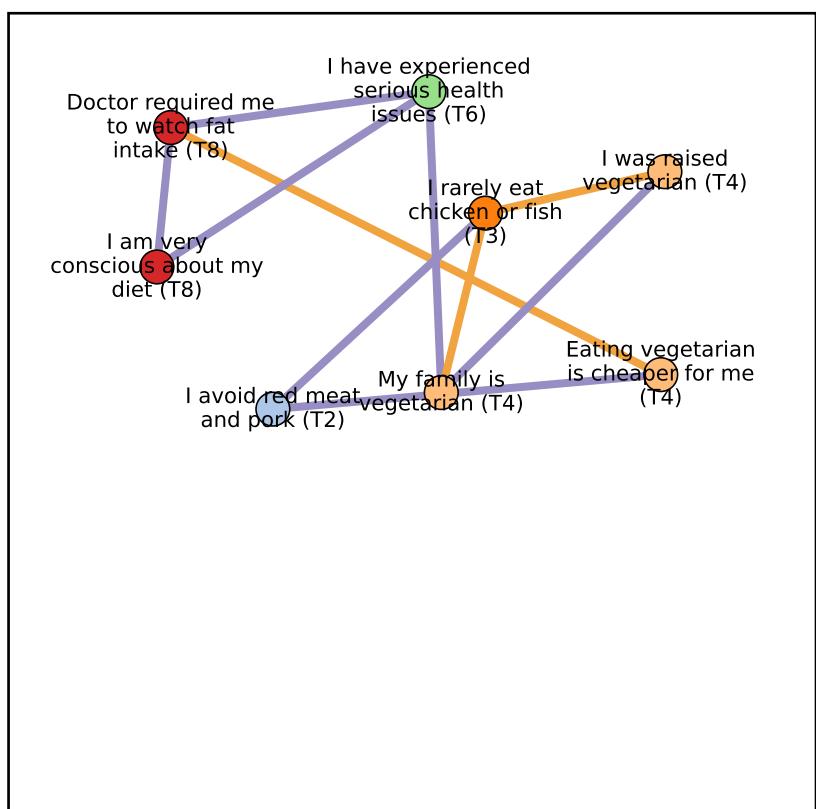
Wave 1 (stances)



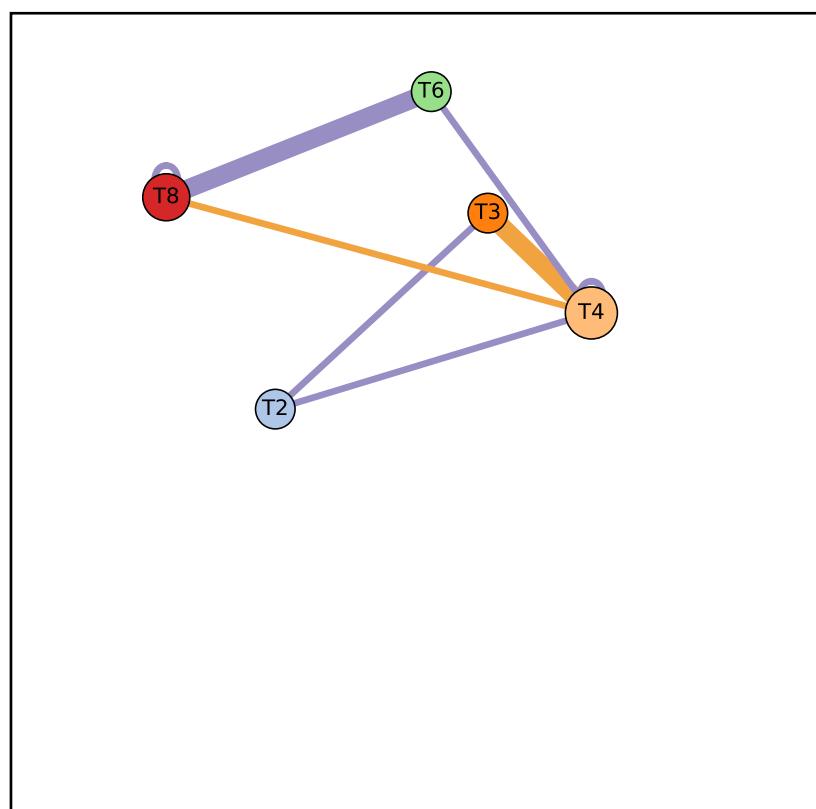
Wave 1 (topics)



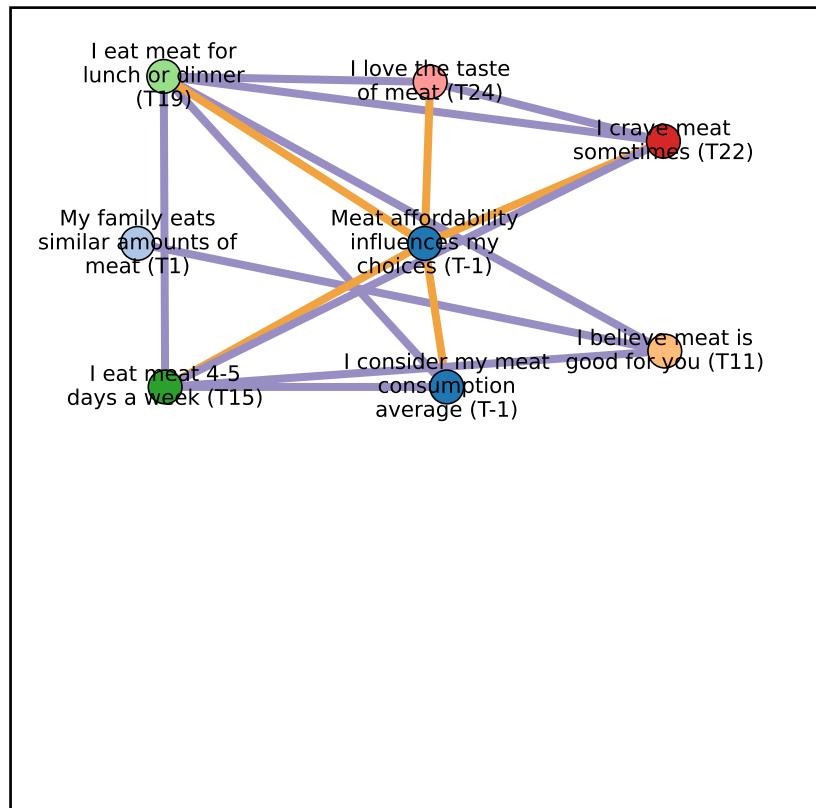
Wave 2 (stances)



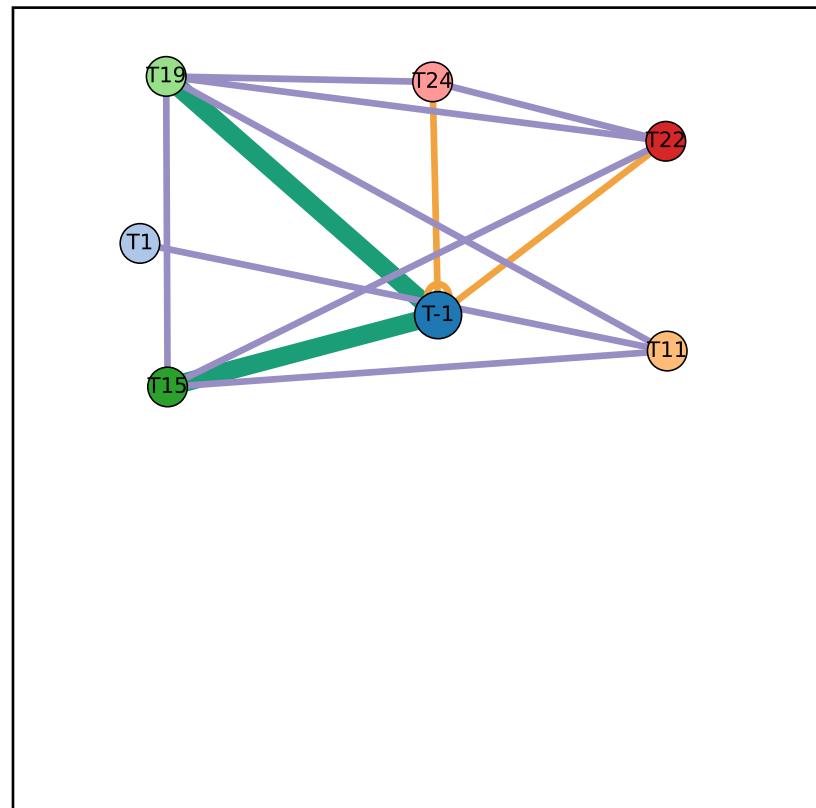
Wave 2 (topics)



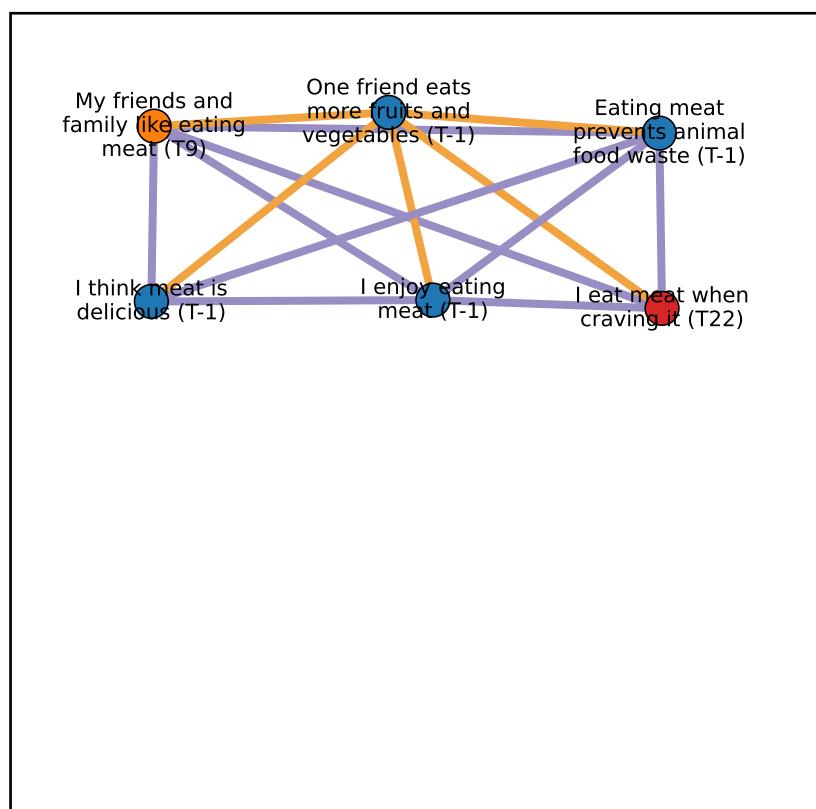
Wave 1 (stances)



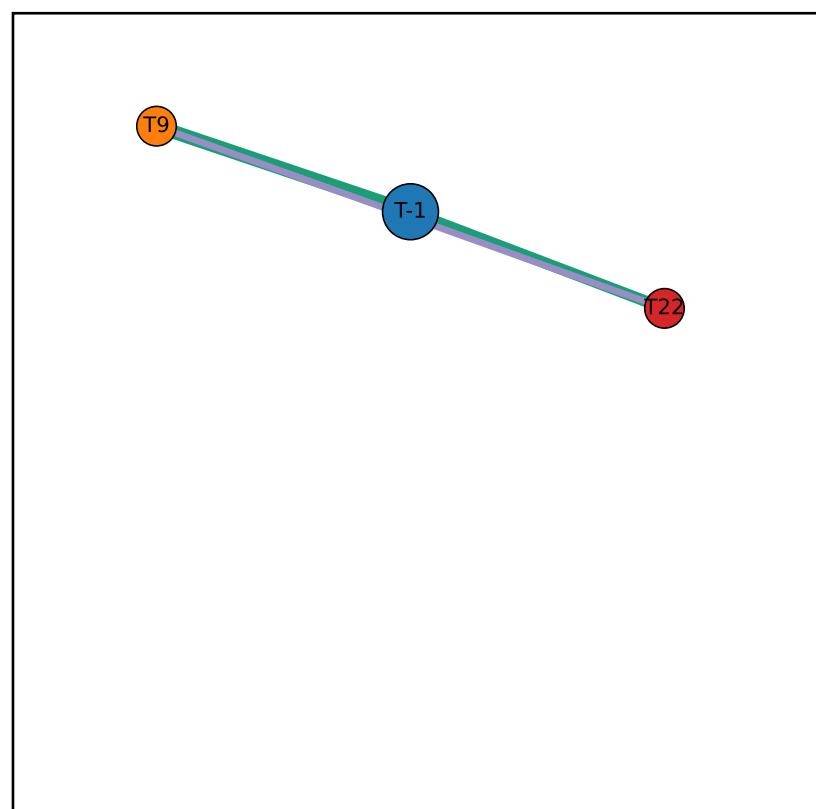
Wave 1 (topics)



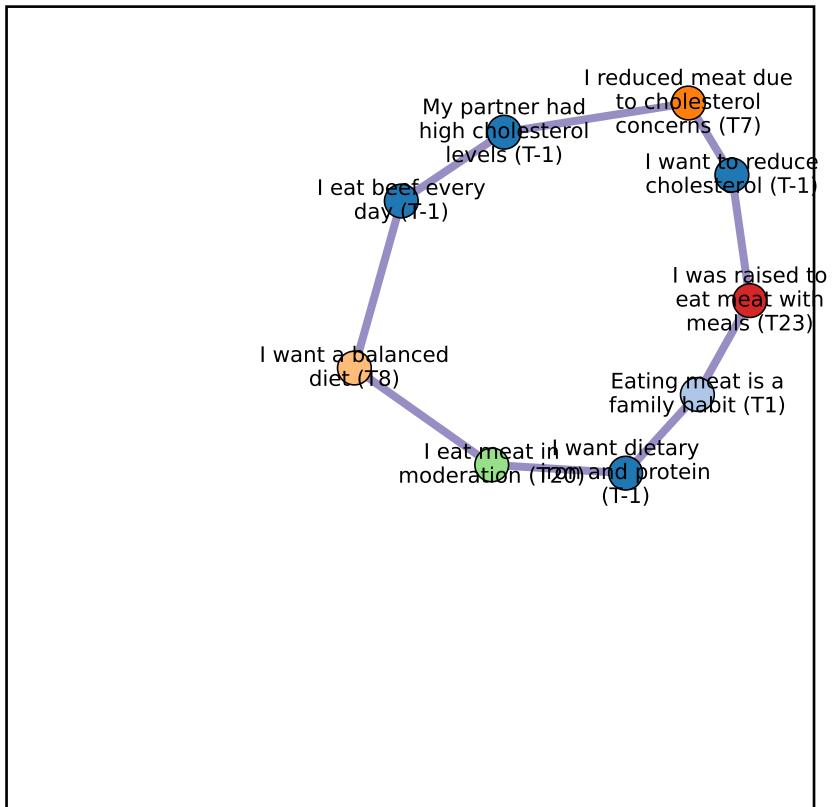
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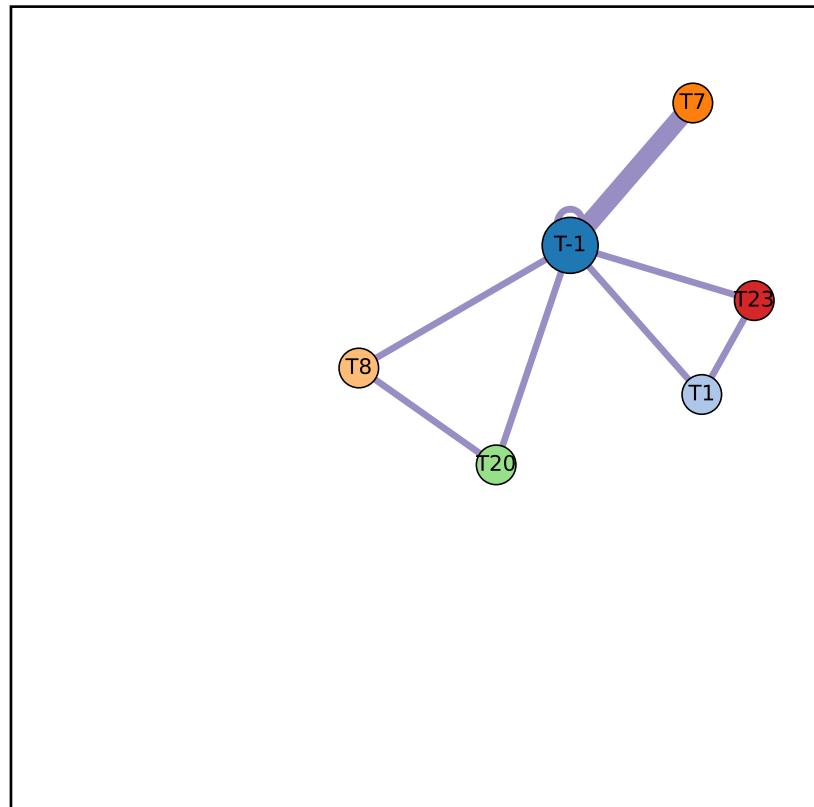
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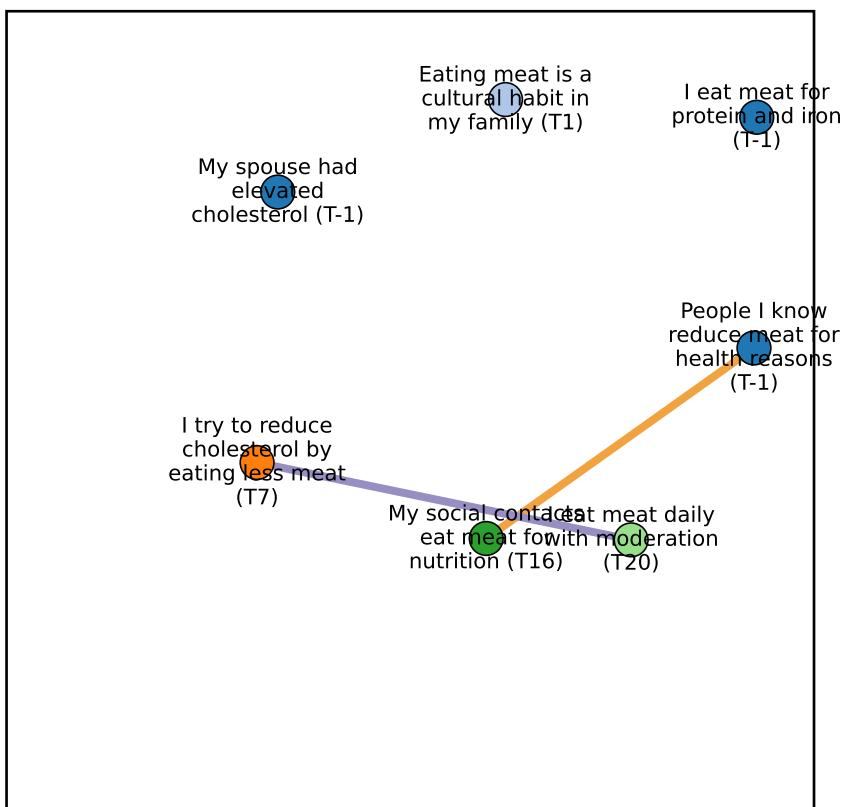
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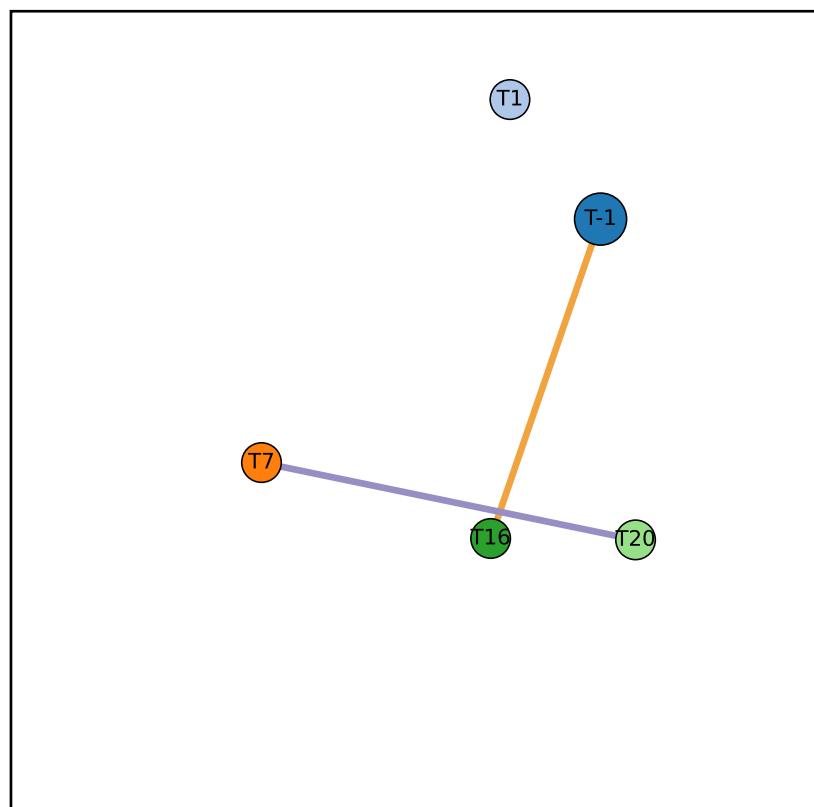
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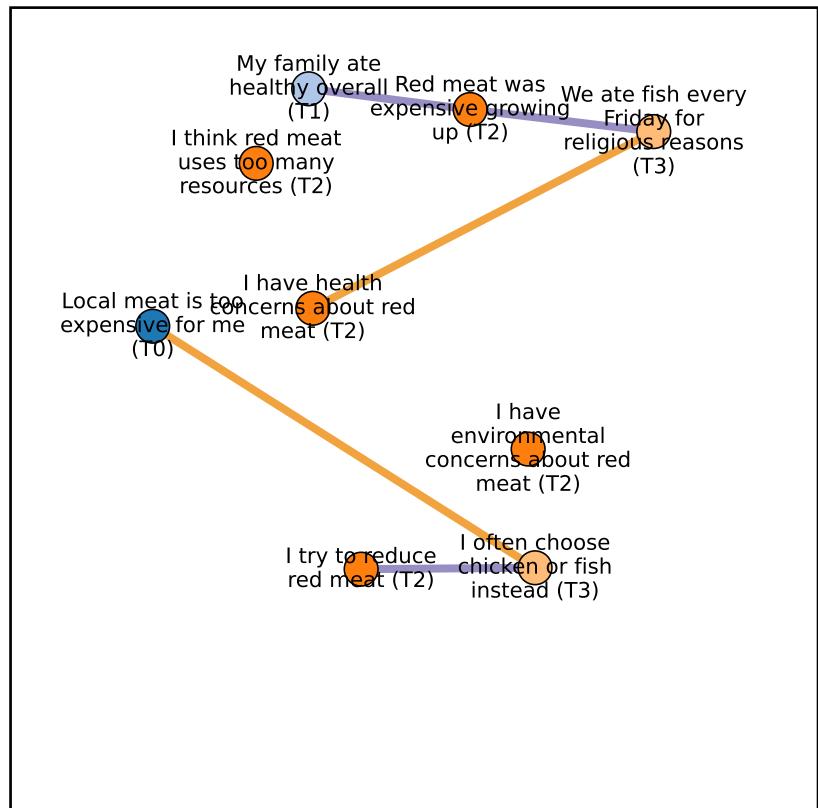
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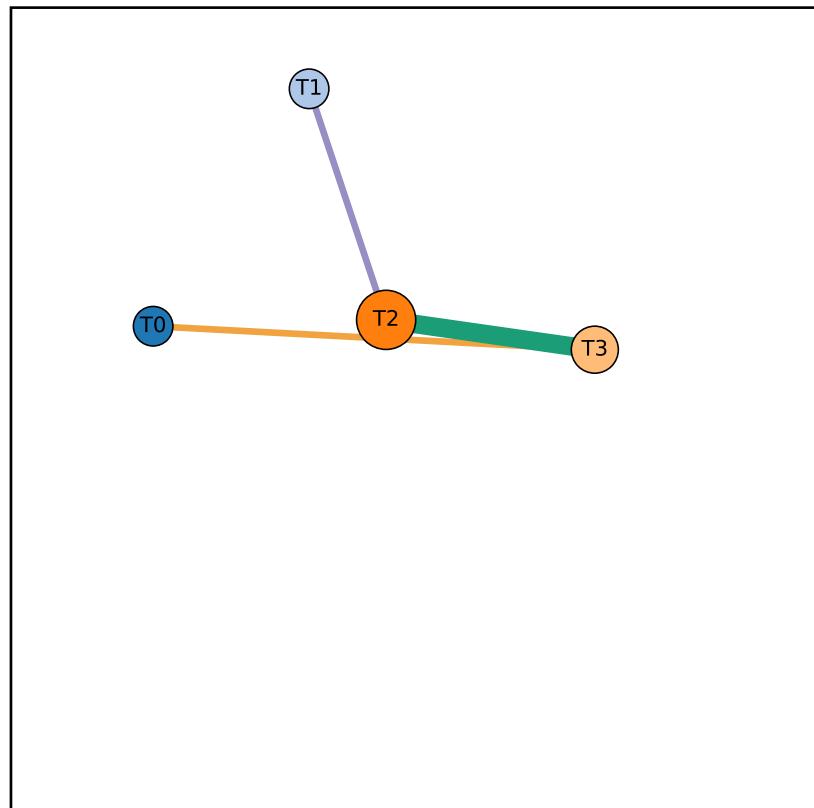
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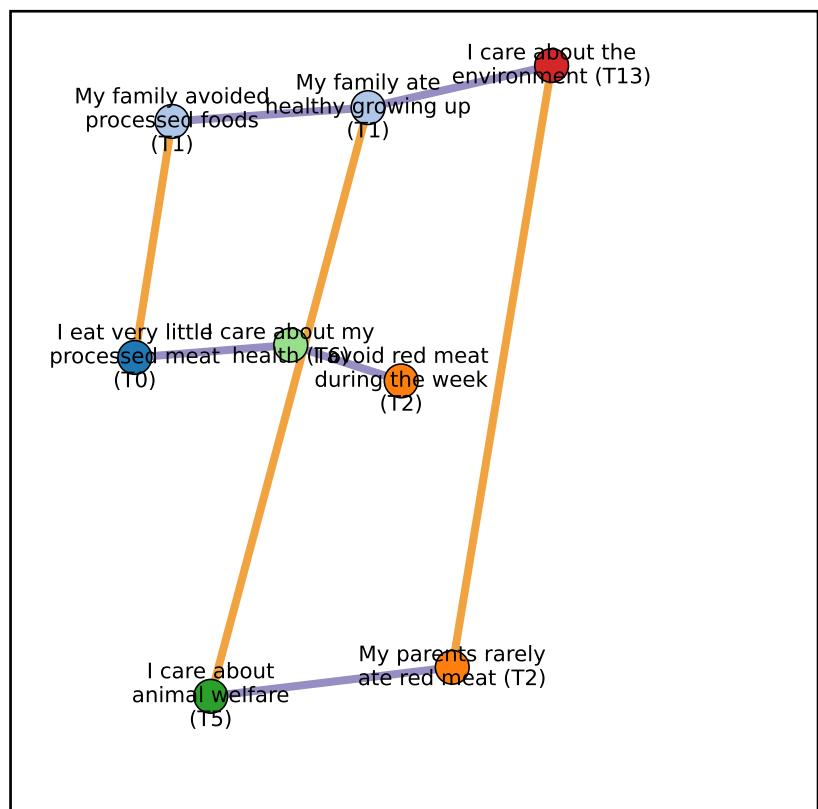
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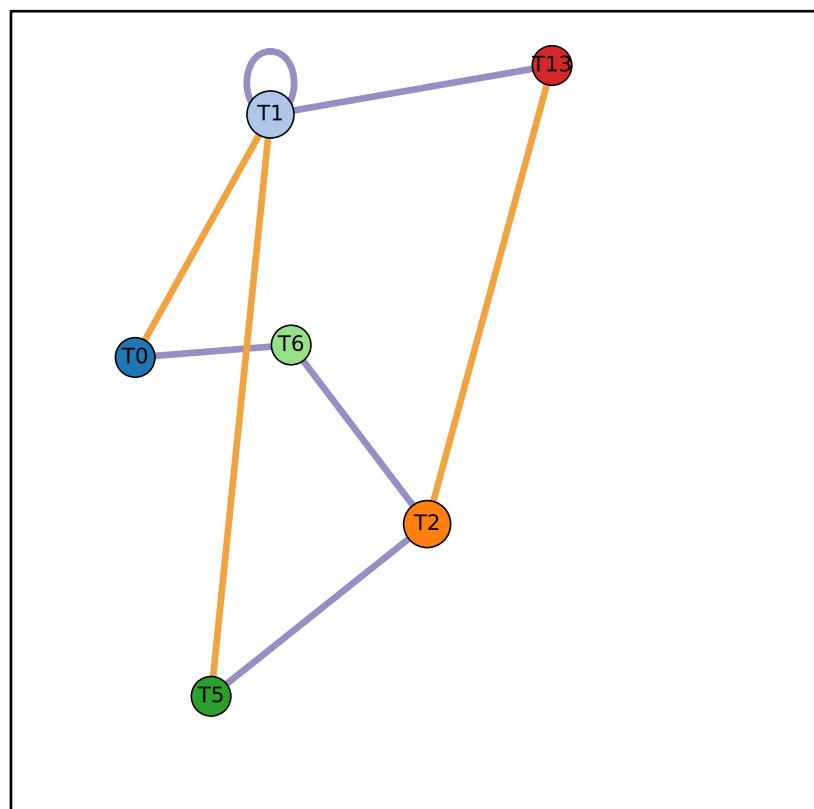
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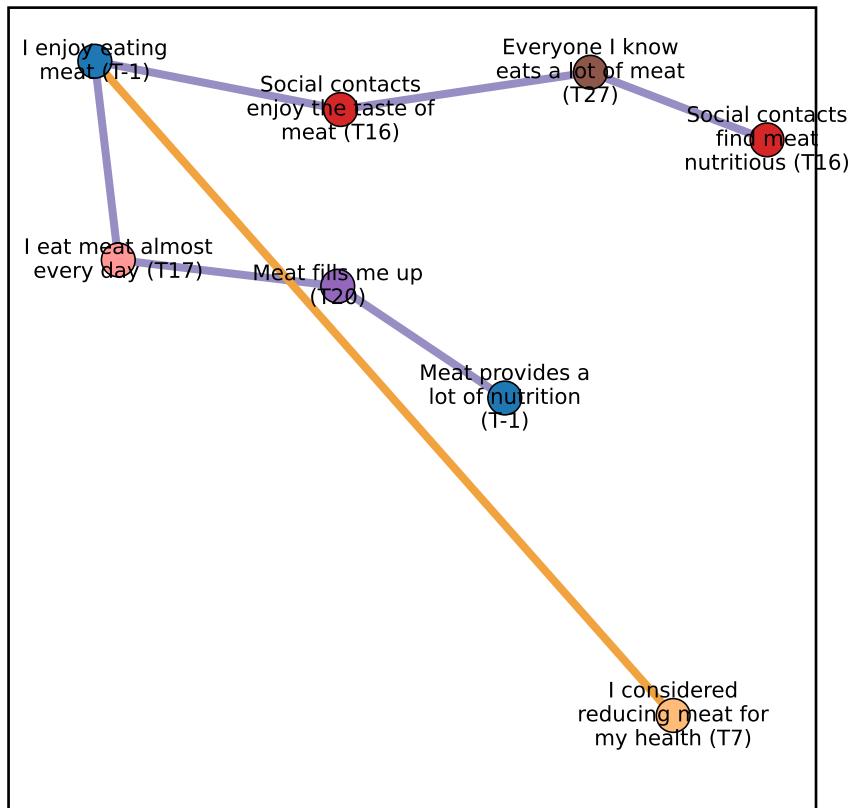
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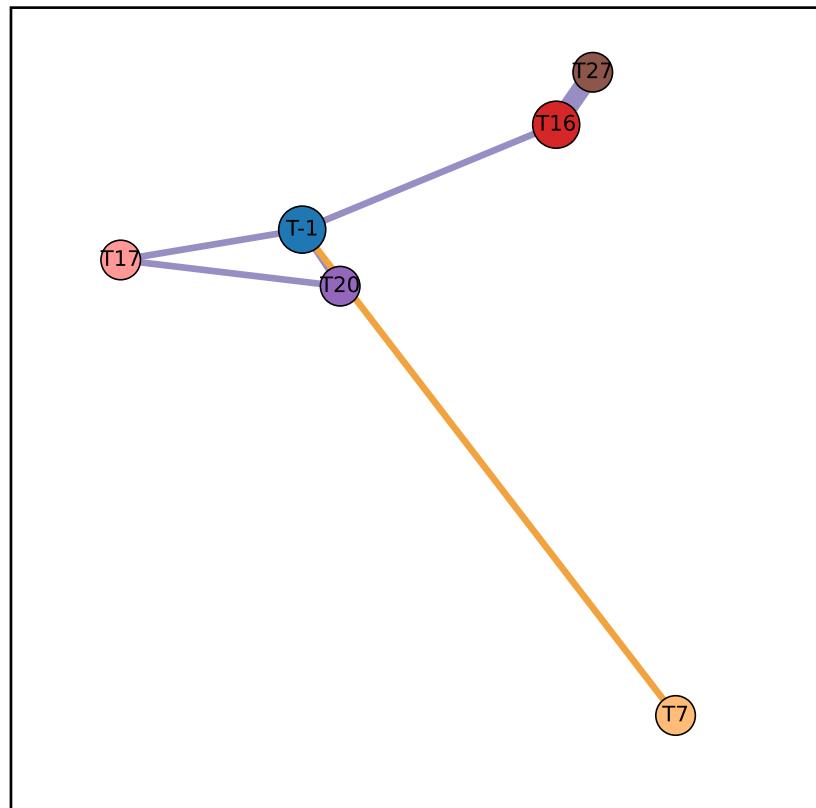
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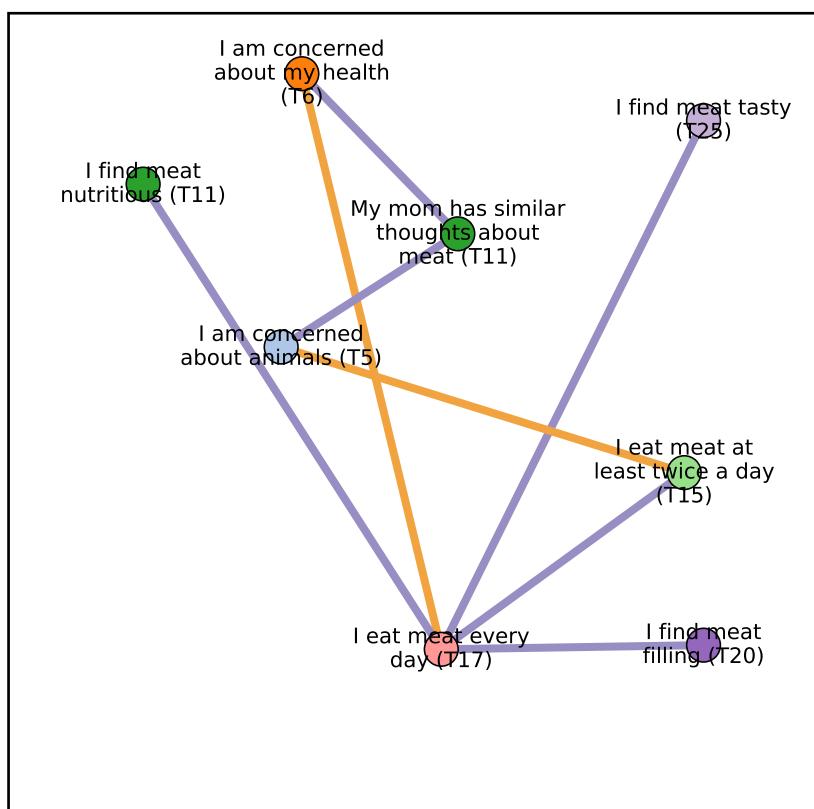
Wave 1 (stances)



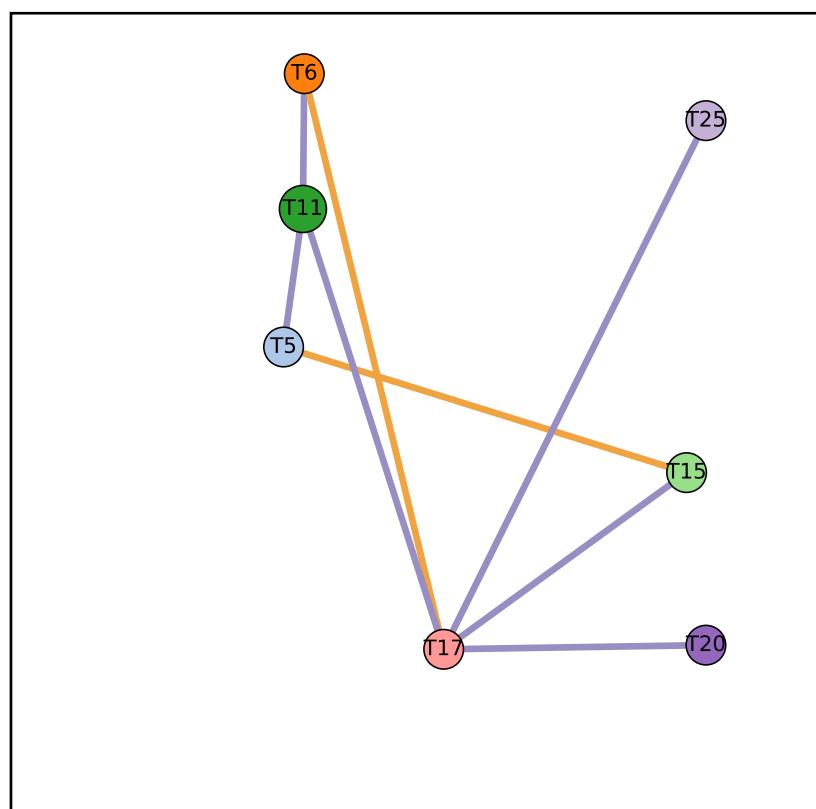
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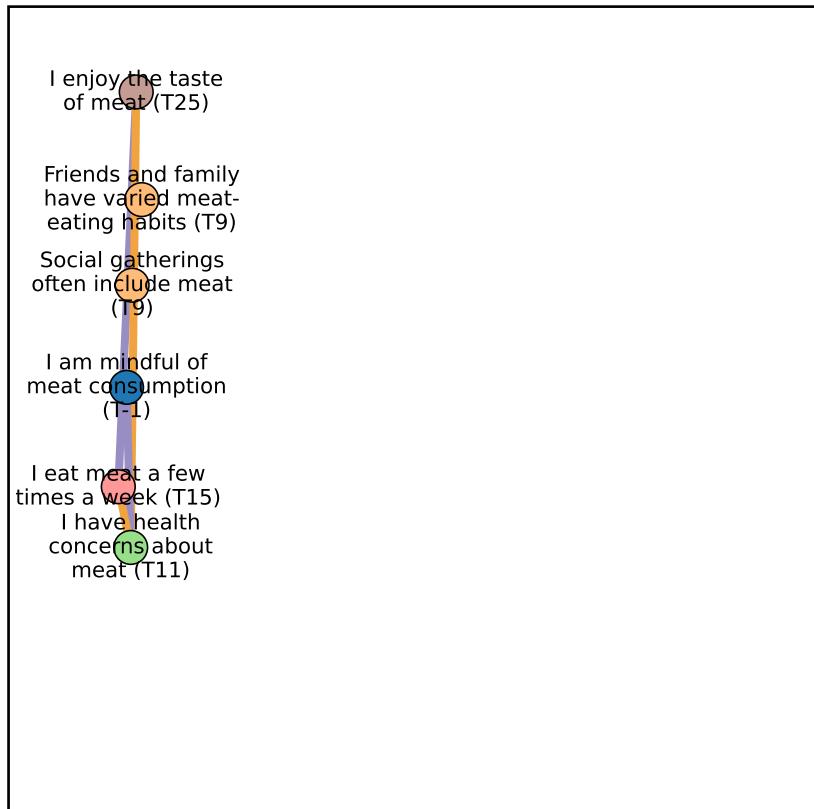
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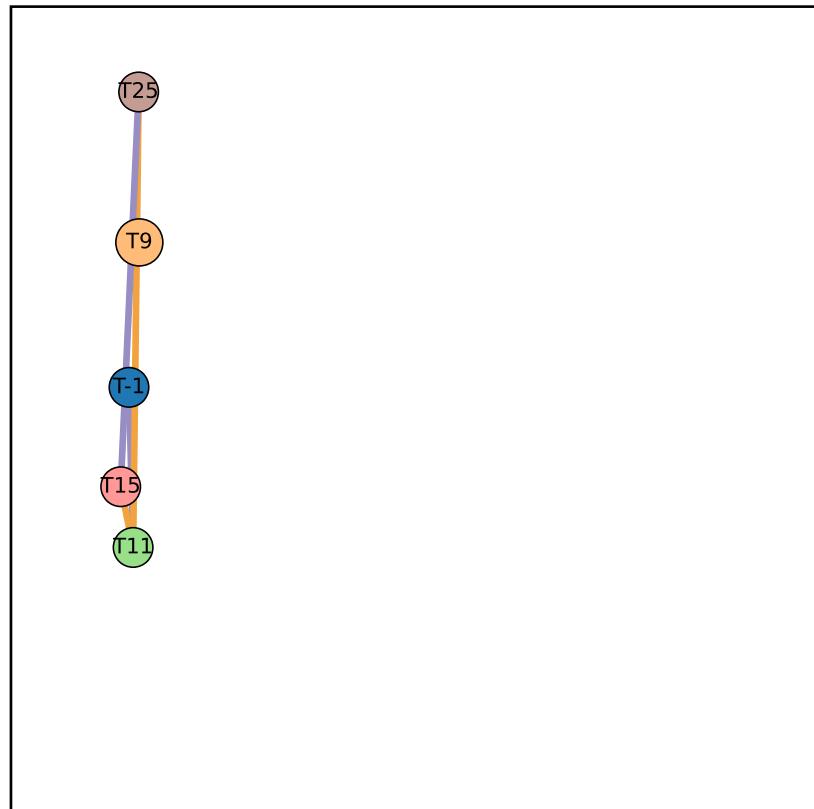
Wave 2 (topics)



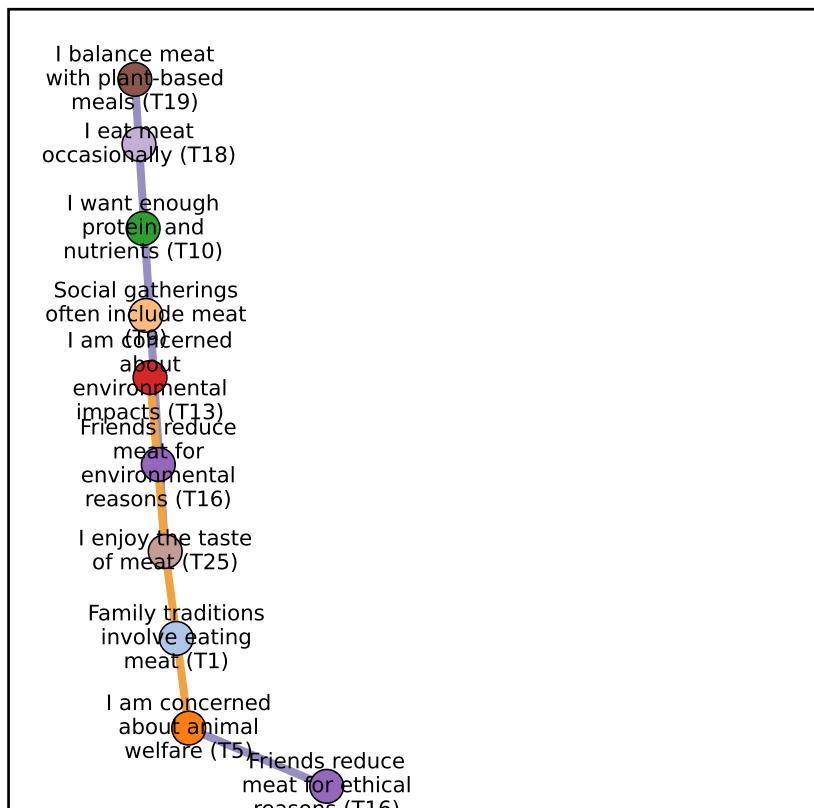
Wave 1 (stances)



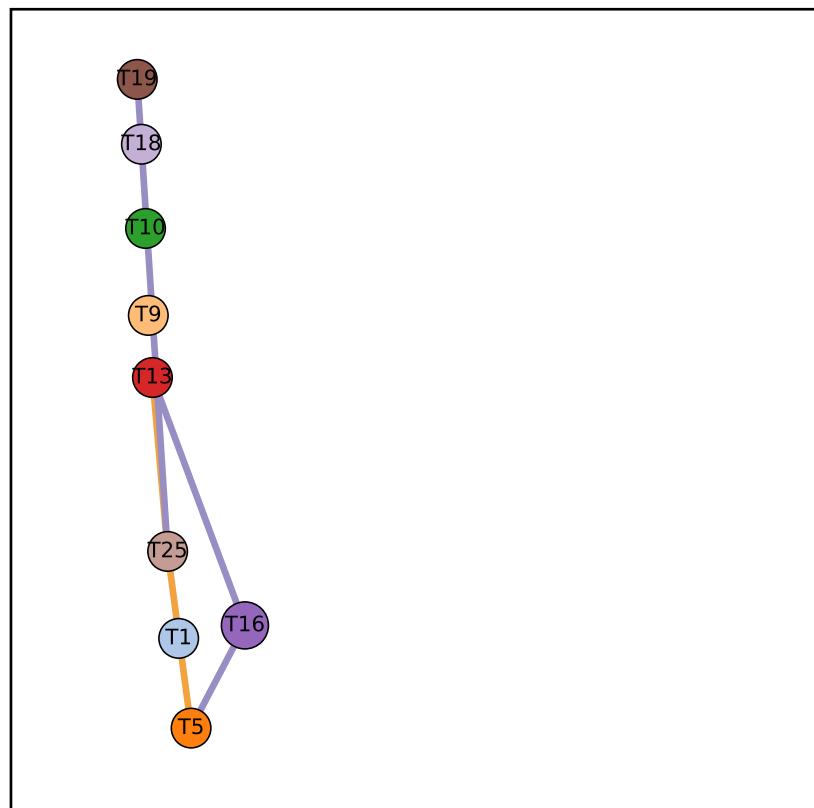
Wave 1 (topics)



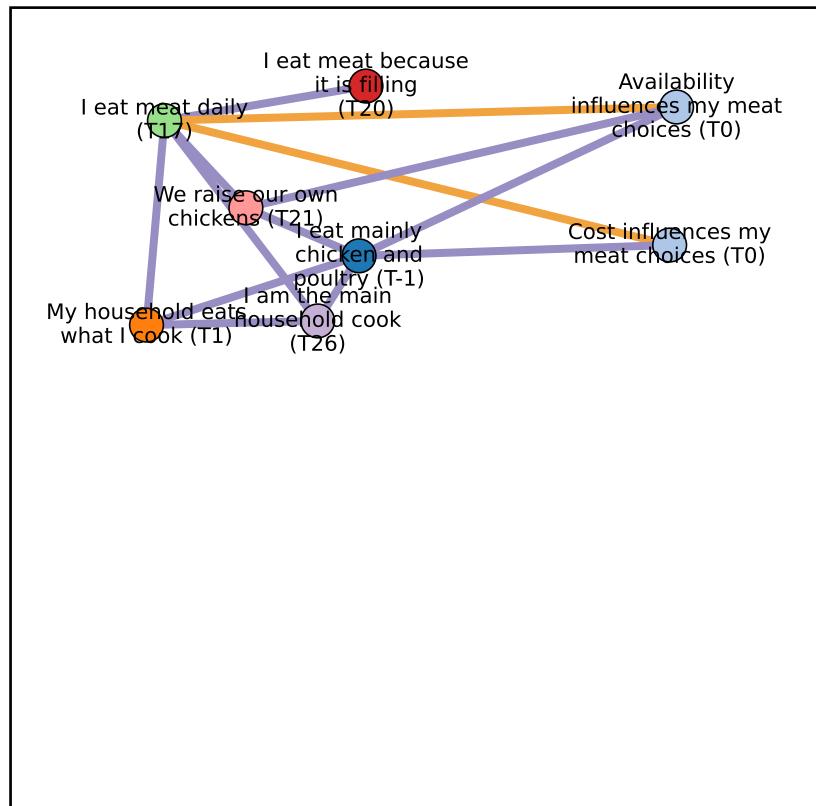
Wave 2 (stances)



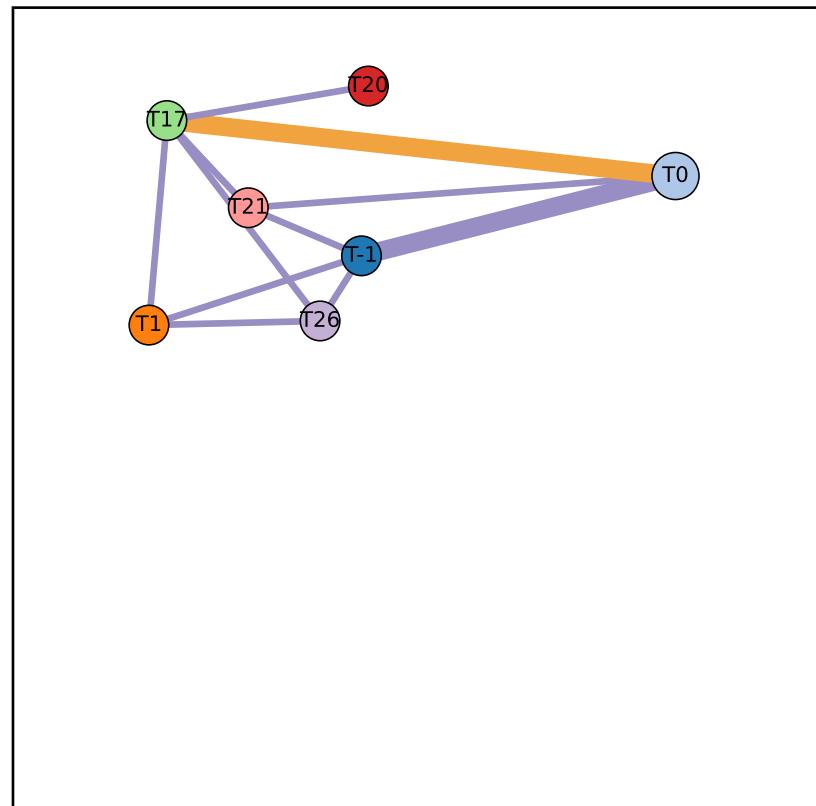
Wave 2 (topics)



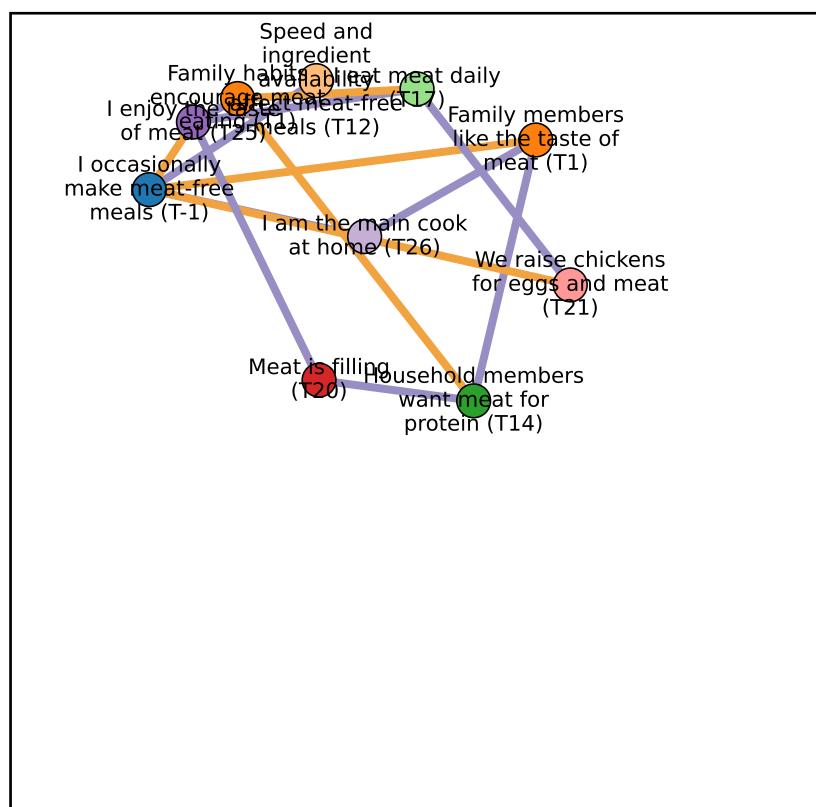
Wave 1 (stances)



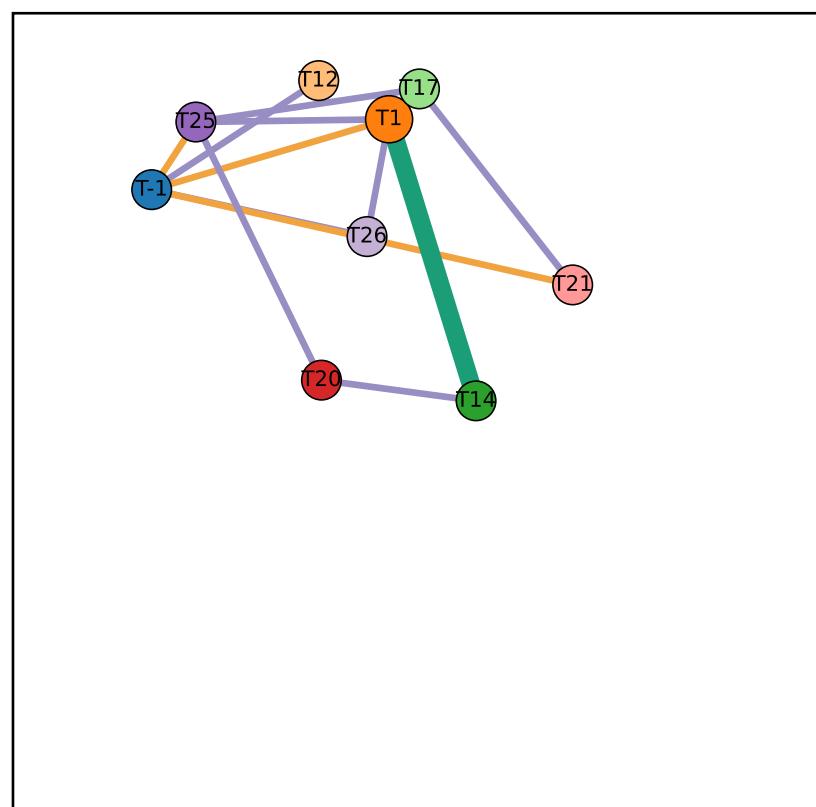
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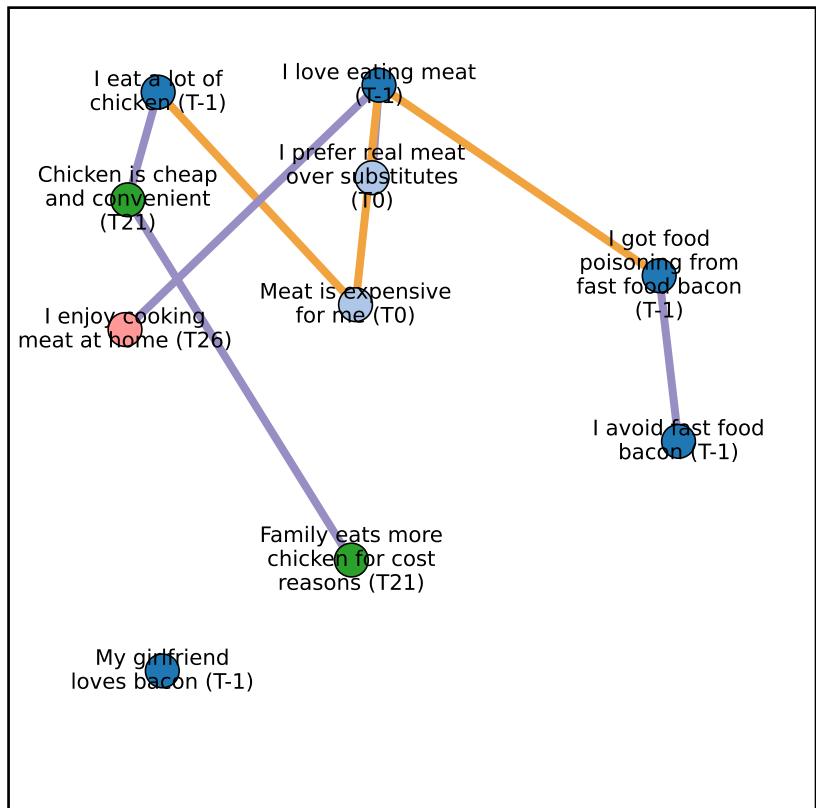
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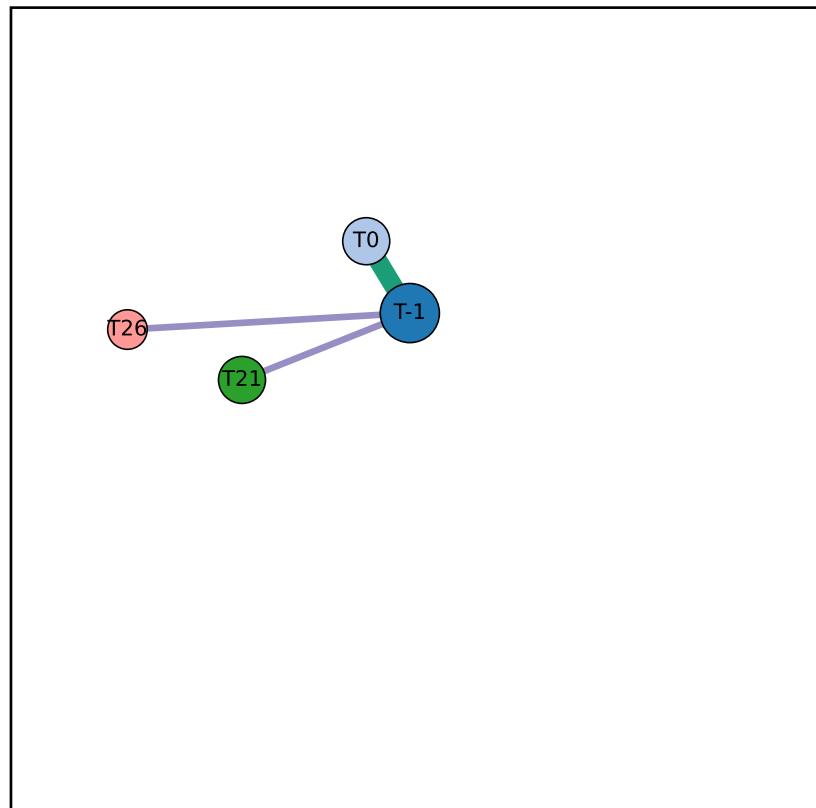
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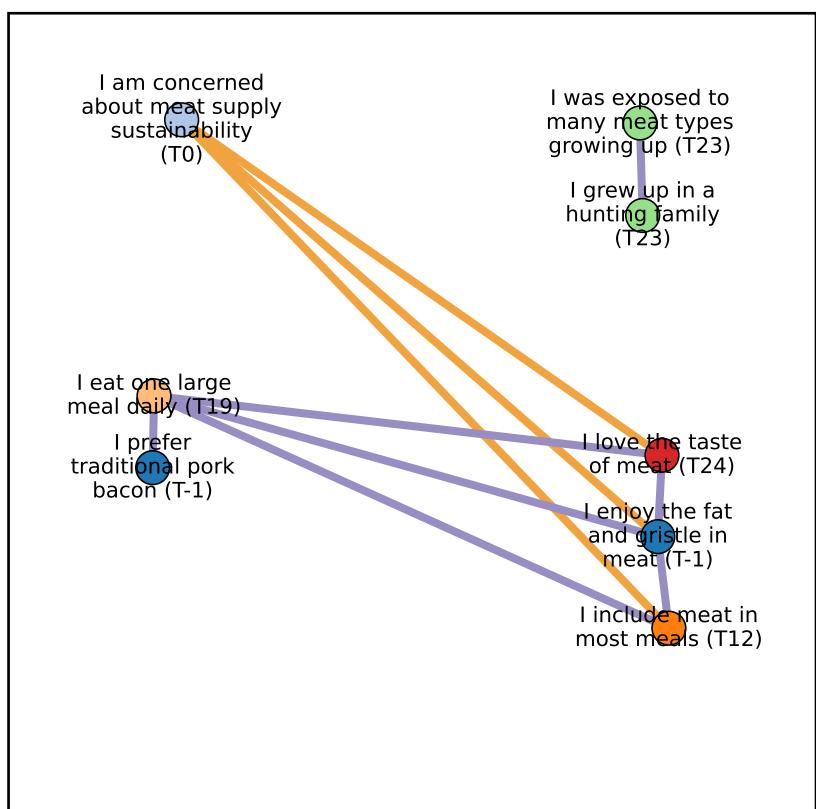
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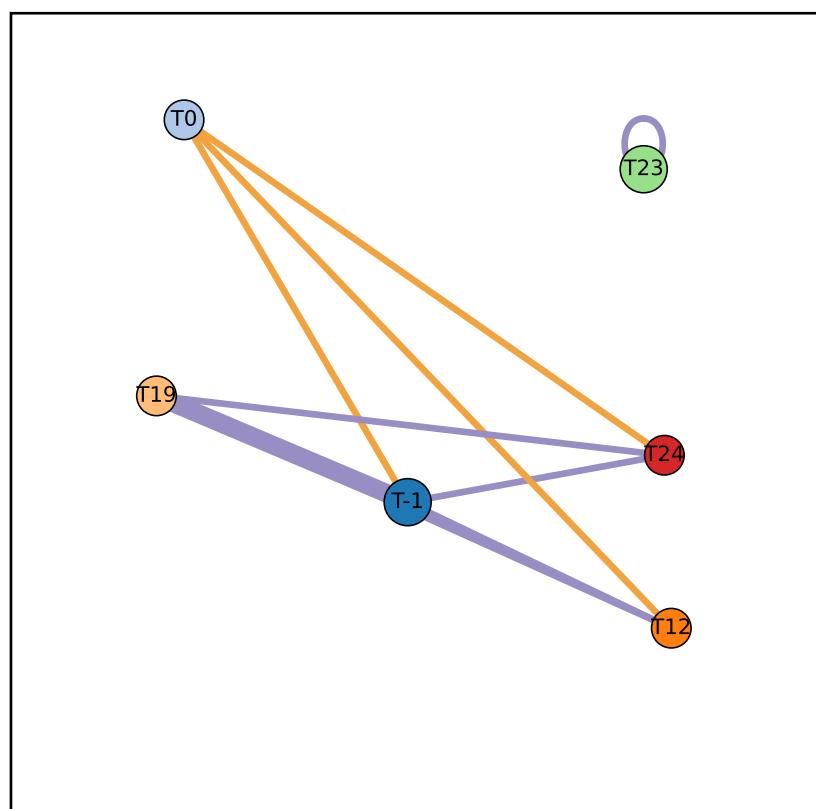
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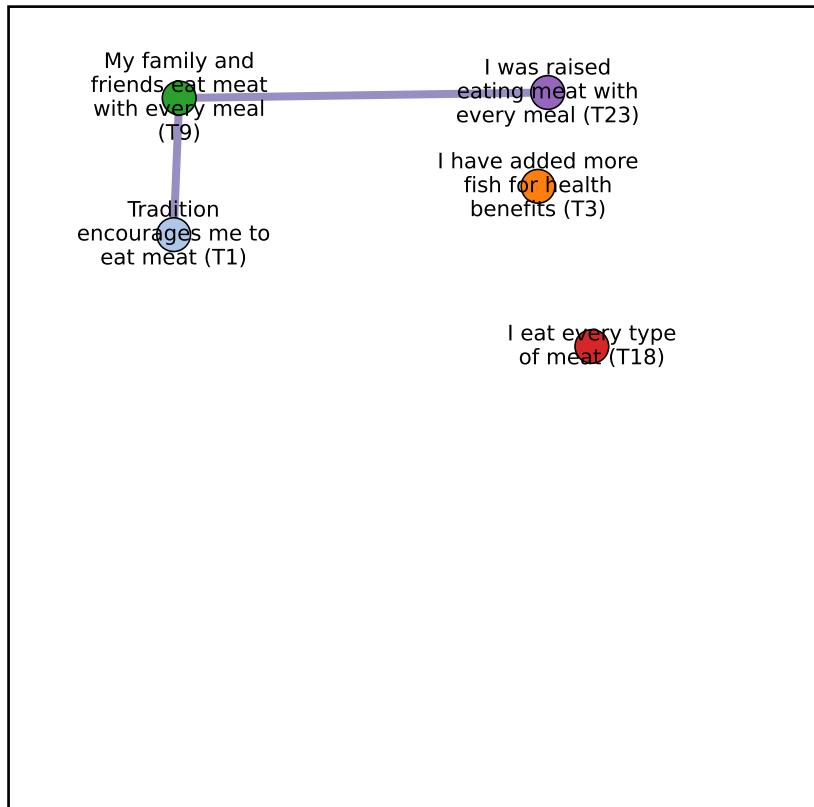
Wave 2 (stances)



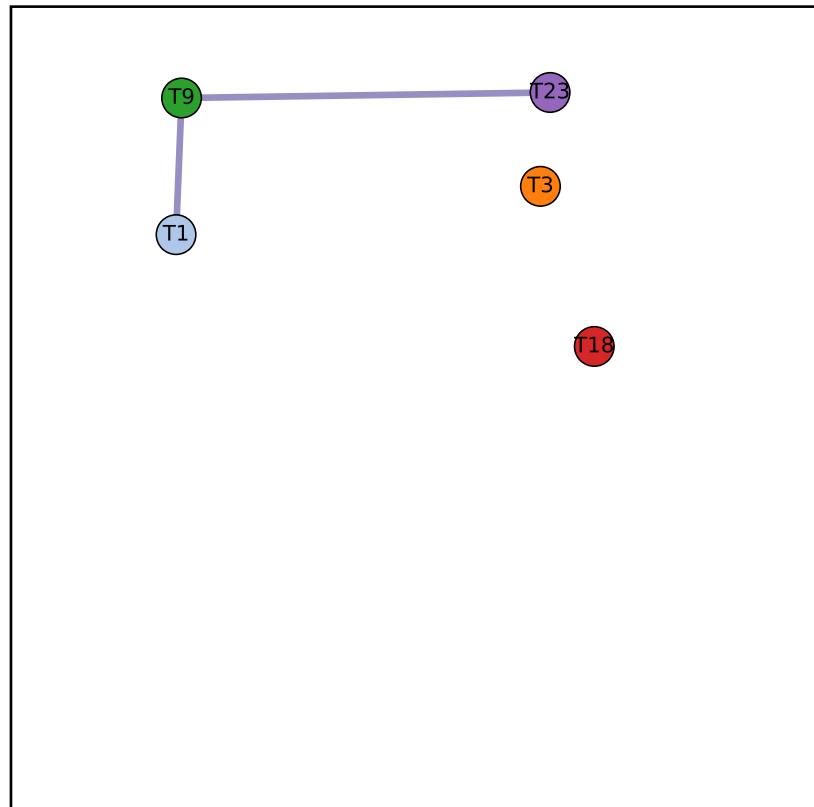
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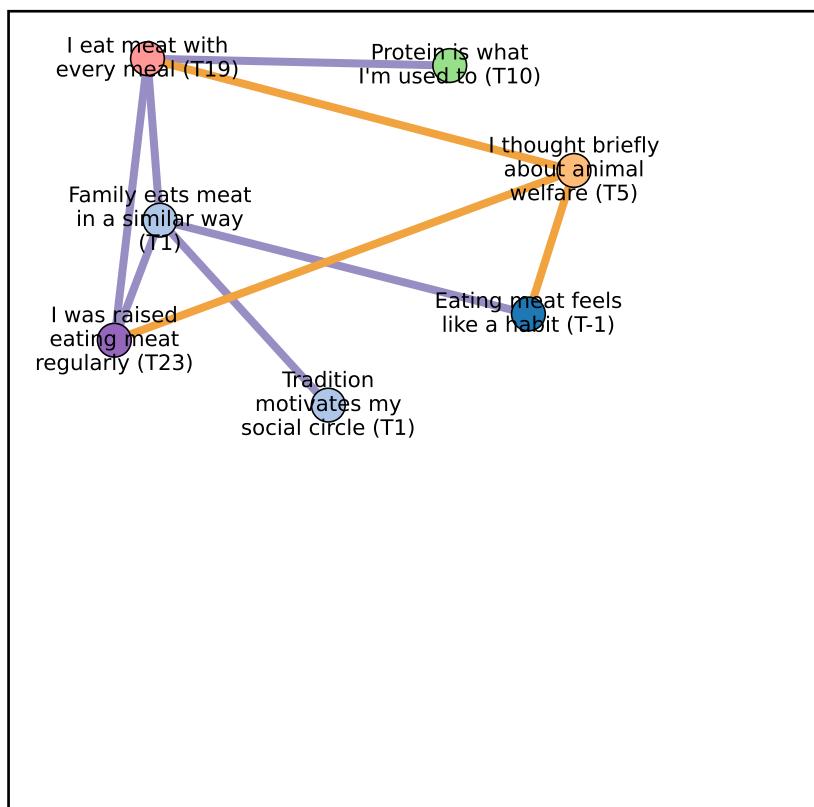
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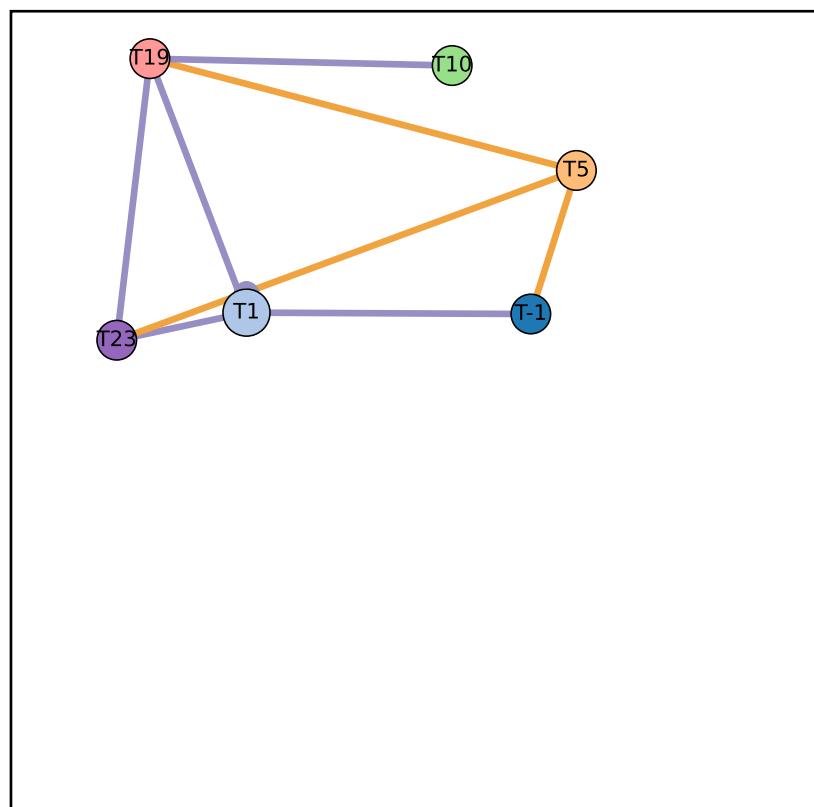
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)

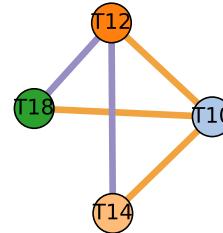


Wave 1 (stances)

```
graph TD; T12 --- T18; T12 --- T10; T12 --- T14; T18 --- T10; T10 --- T14
```

I include meat in most meals (T12)
I eat meat regularly (T18)
I use other proteins sometimes (T10)
I choose meat for protein (T14)

Wave 1 (topics)

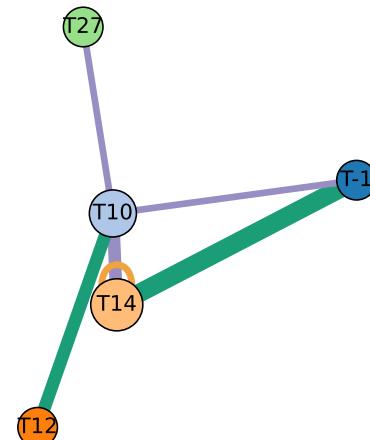


Wave 2 (stances)

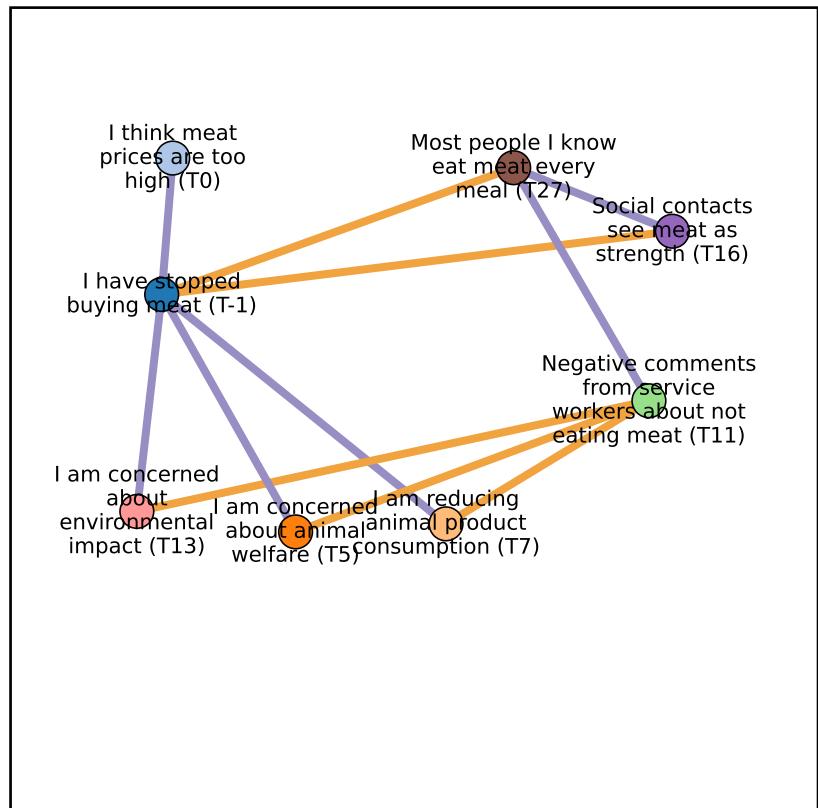
```
graph TD; T27 --- T10; T27 --- T14_1; T27 --- T14_2; T27 --- T14_3; T10 --- T14_1; T10 --- T14_2; T10 --- T14_3; T14_1 --- T1; T14_2 --- T1; T14_3 --- T1
```

People close to me eat meat regularly (T27)
I start meals with protein (T10)
Meat is my go-to protein (T14)
I often incorporate meat into meals (T12)
Meat is an efficient protein source (T14)
I tried other protein sources (T10)
Other proteins have more fat and carbohydrates (T14)
Other proteins lack enough iron (T1)

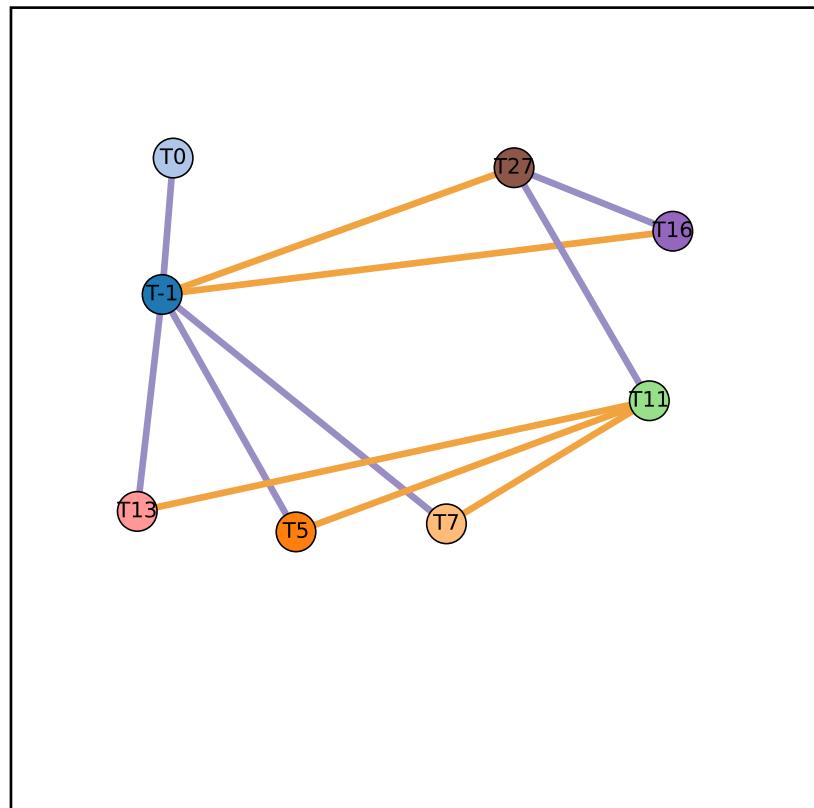
Wave 2 (topics)



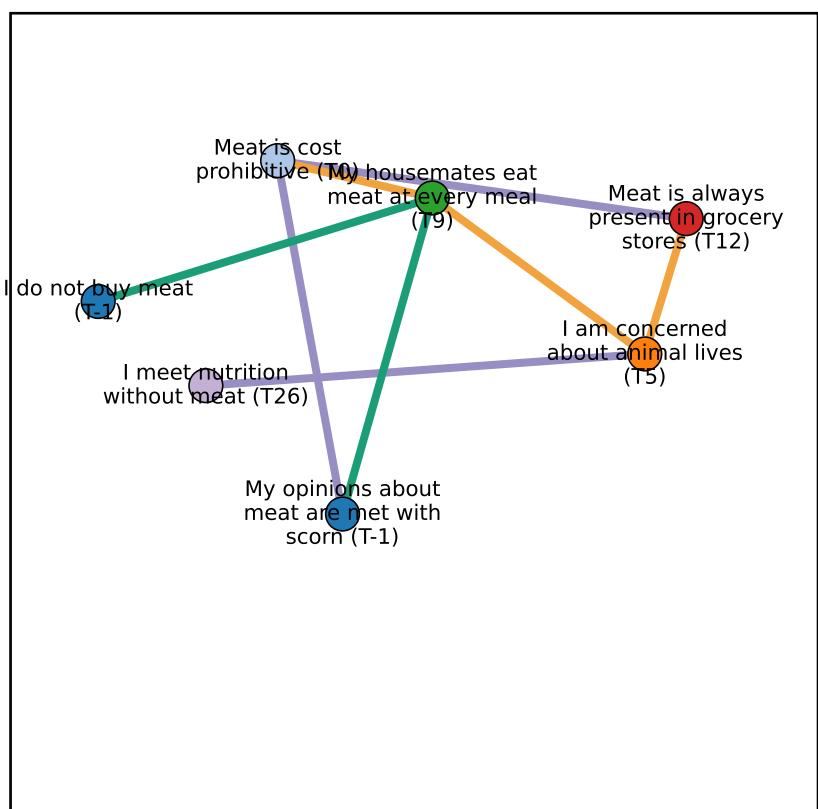
Wave 1 (stances)



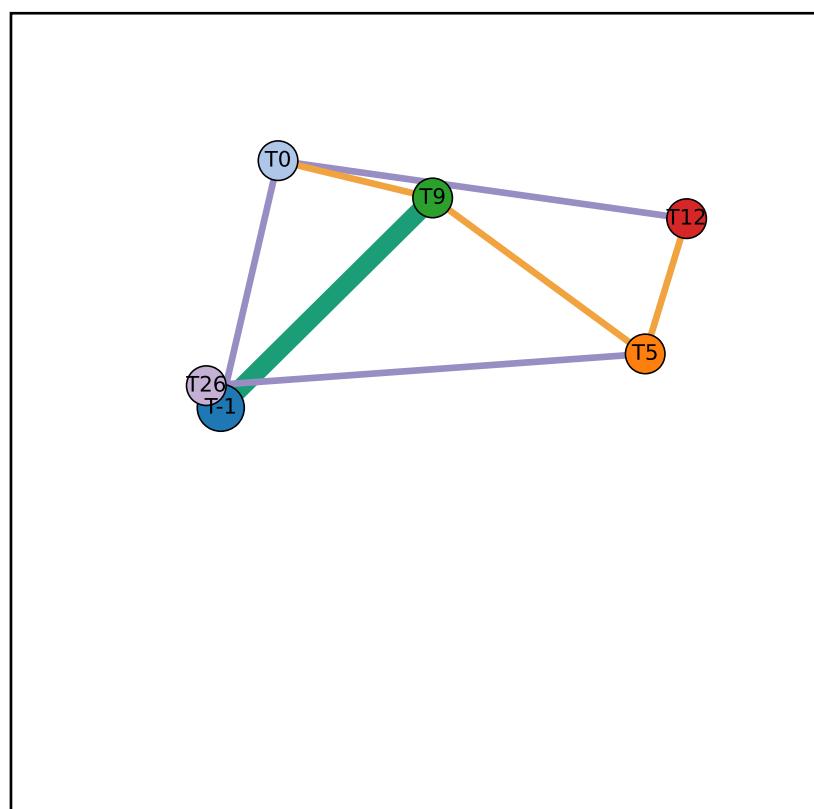
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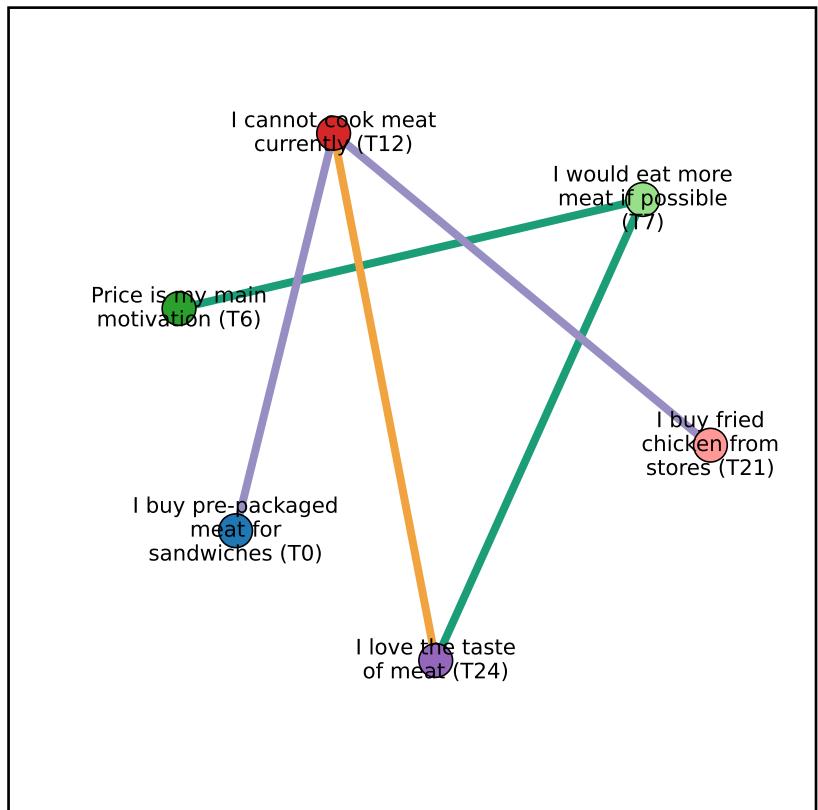
Wave 2 (stances)



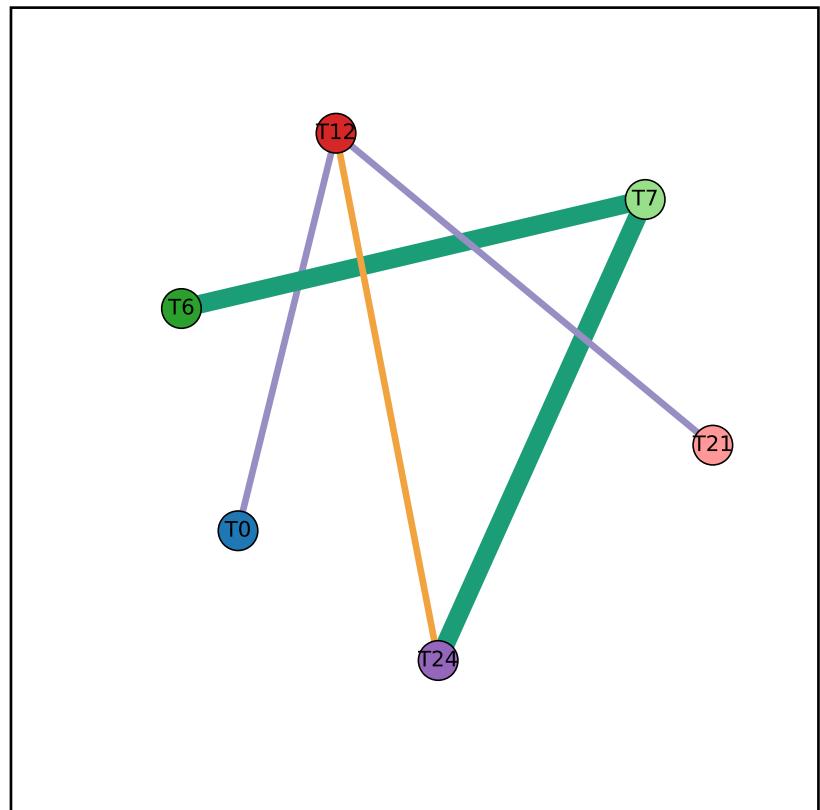
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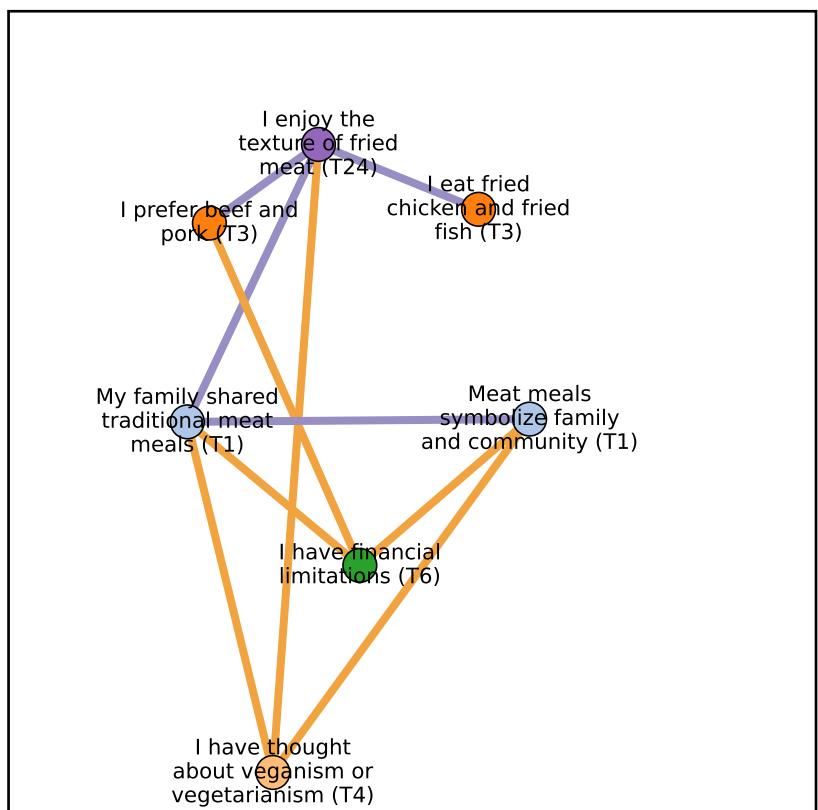
Wave 1 (stances)



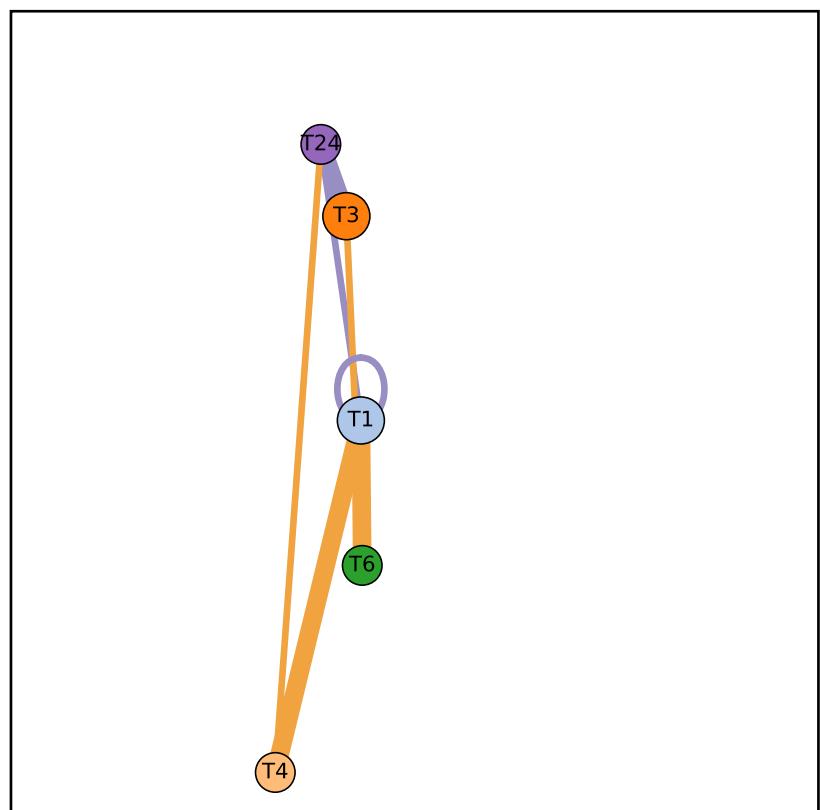
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



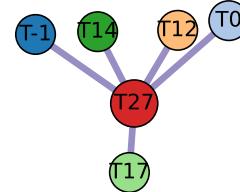
Wave 1 (stances)

Meat is a good meat is relatively
source of protein (T0) (T12)
(T-1) (T14)

Every people please to me
eats meat (T25) (T27)

I eat meat every
day (T17)

Wave 1 (topics)



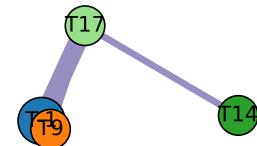
Wave 2 (stances)

I eat meat every
day (T17)

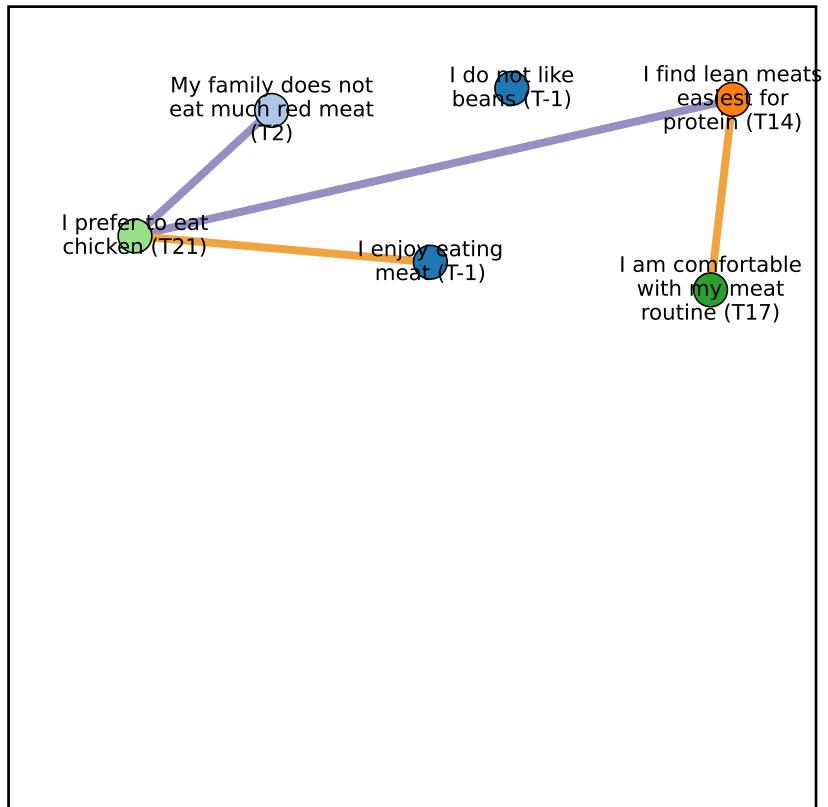
I like eating meat and eat meat feeds
my main protein source
(T-1) (T19) (T-1)

Meat is my main
protein source
(T14)

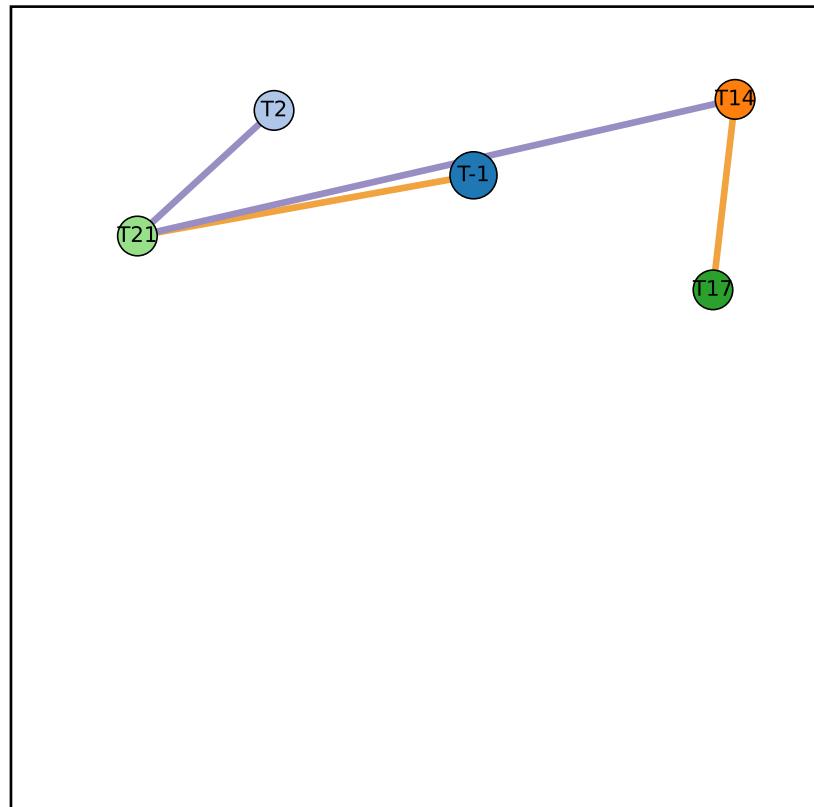
Wave 2 (topics)



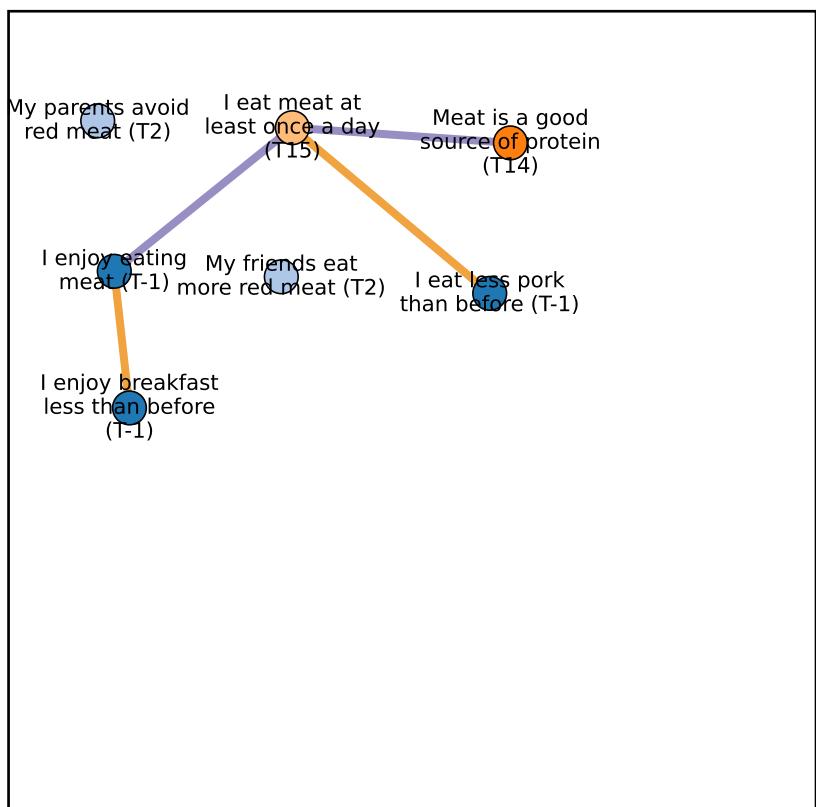
Wave 1 (stances)



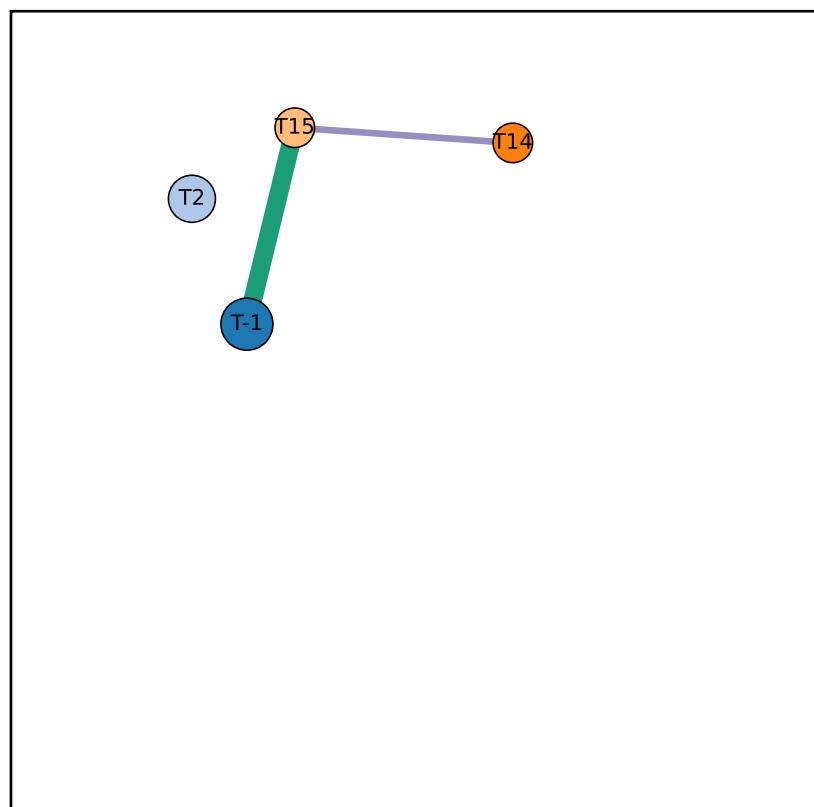
Wave 1 (topics)



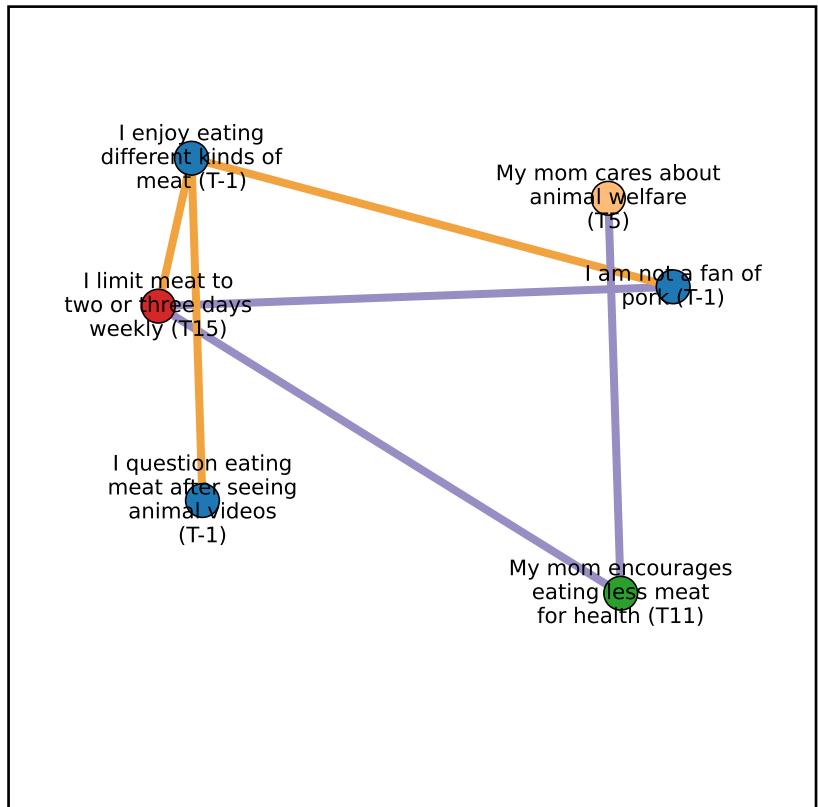
Wave 2 (stances)



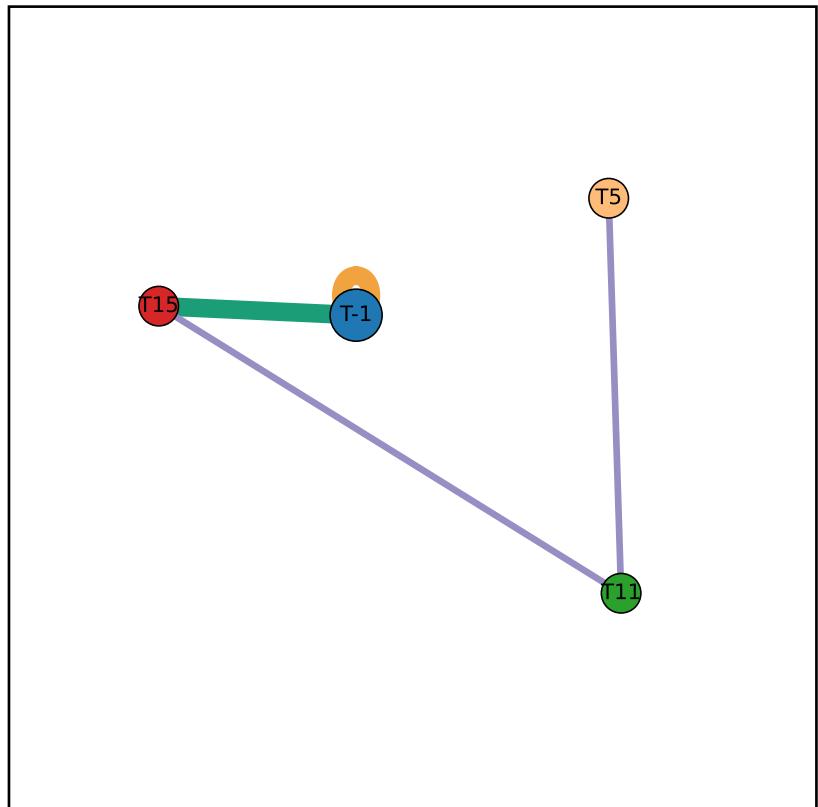
Wave 2 (topics)



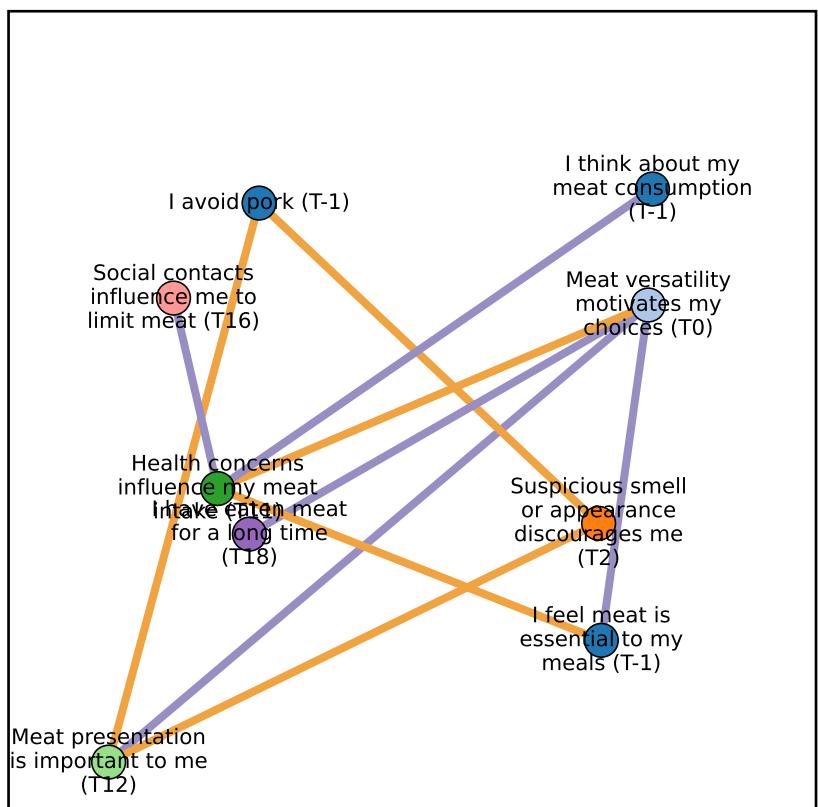
Wave 1 (stances)



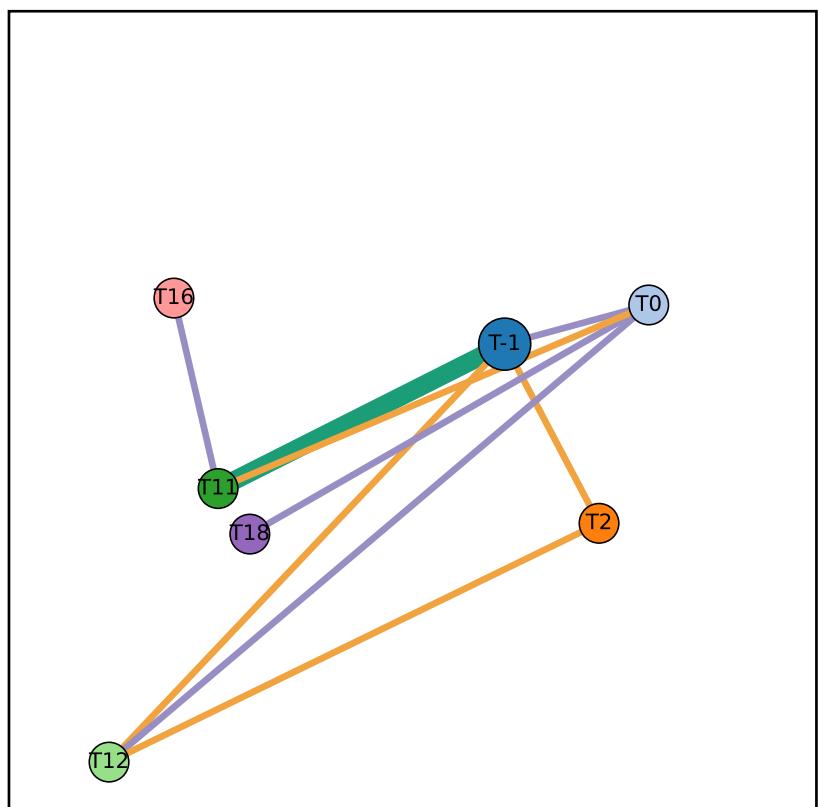
Wave 1 (topics)



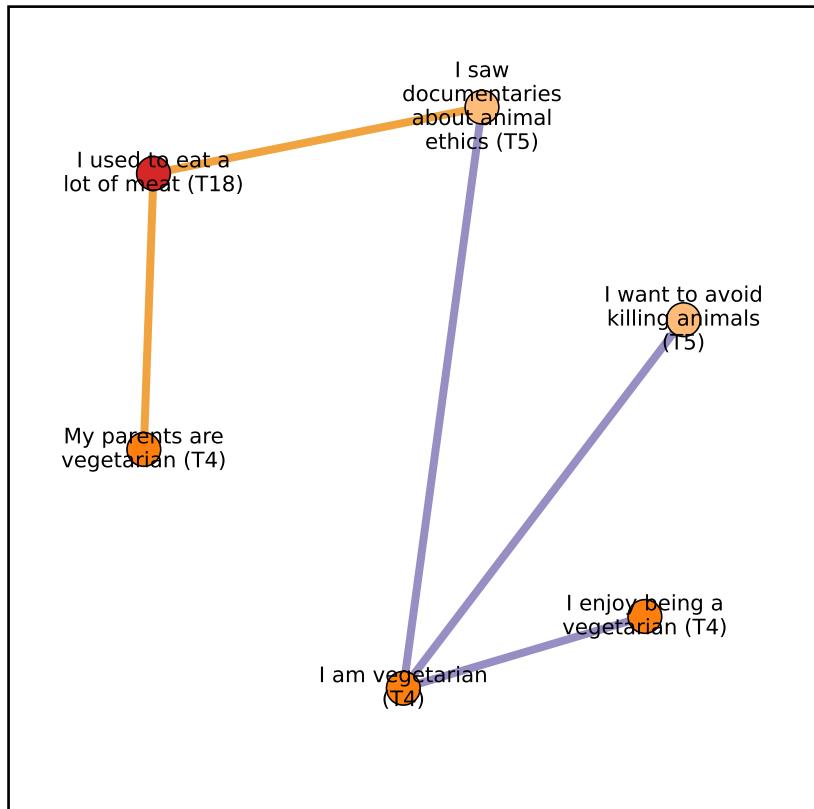
Wave 2 (stances)



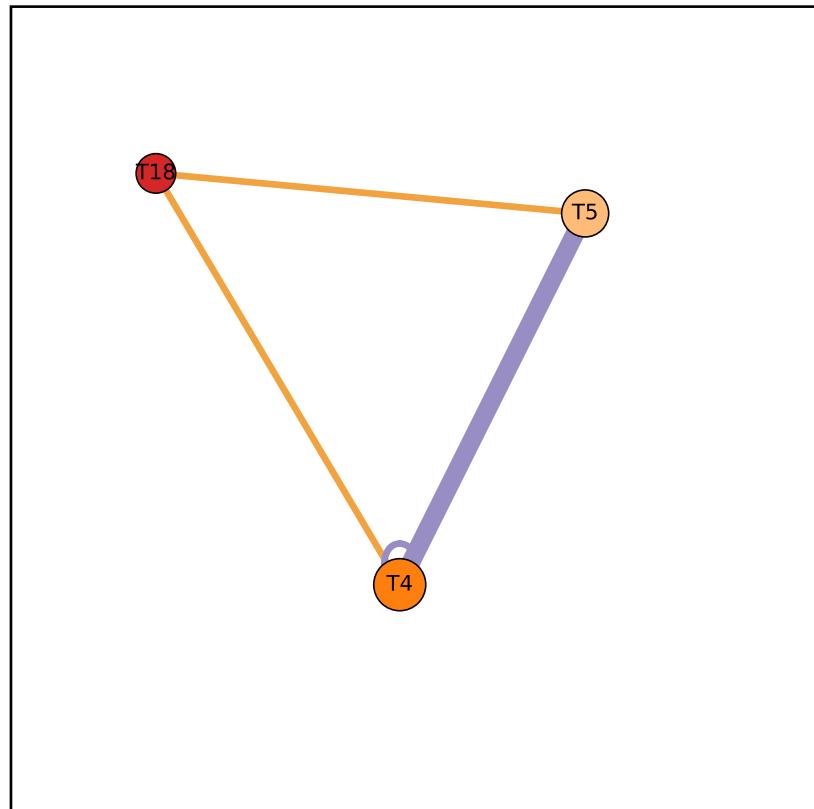
Wave 2 (topics)



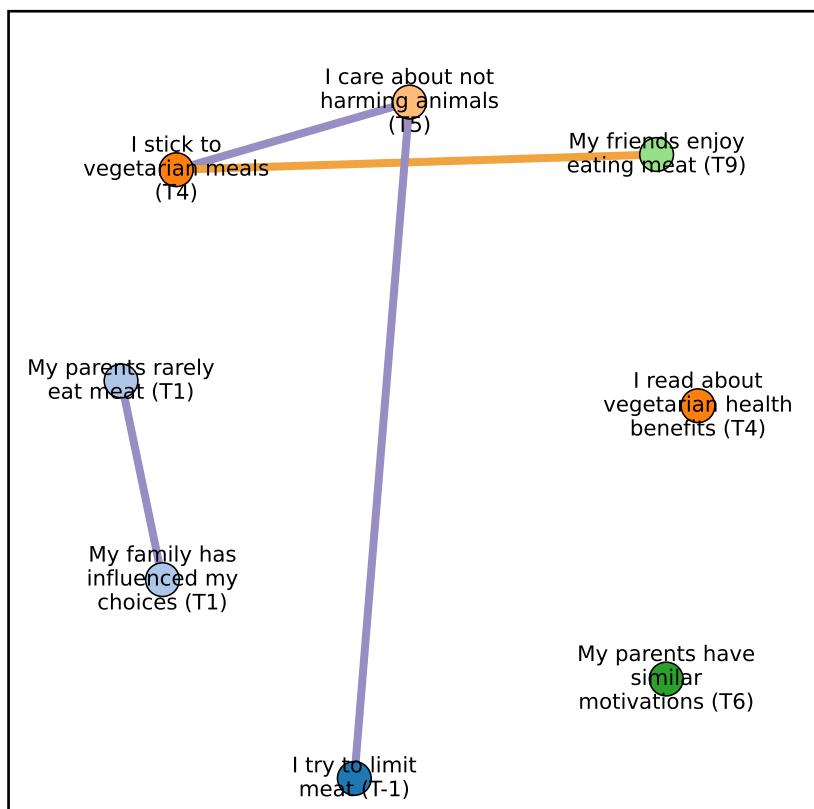
Wave 1 (stances)



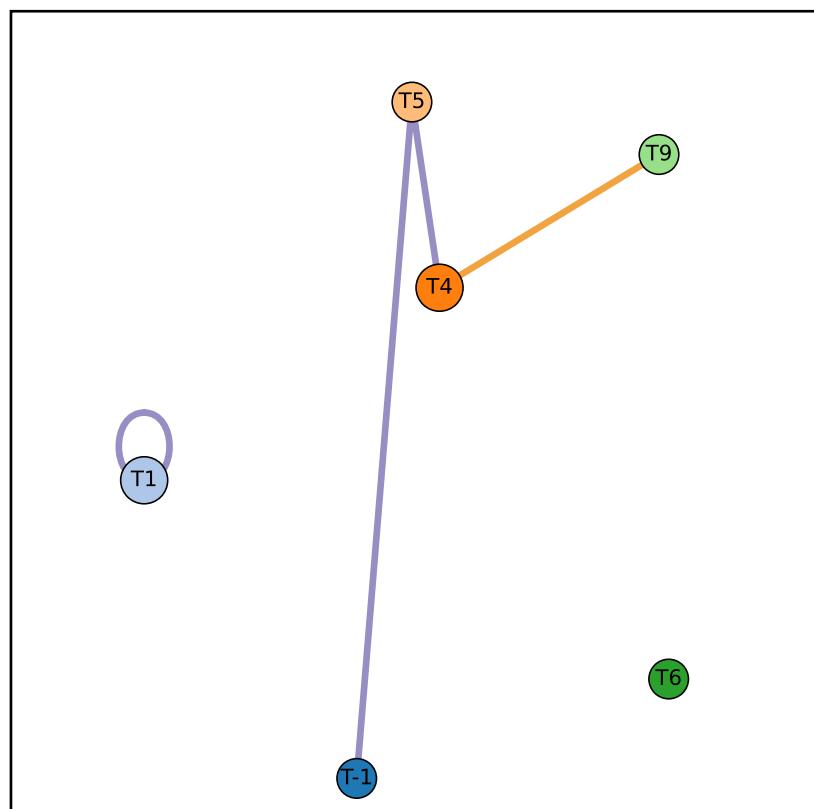
Wave 1 (topics)



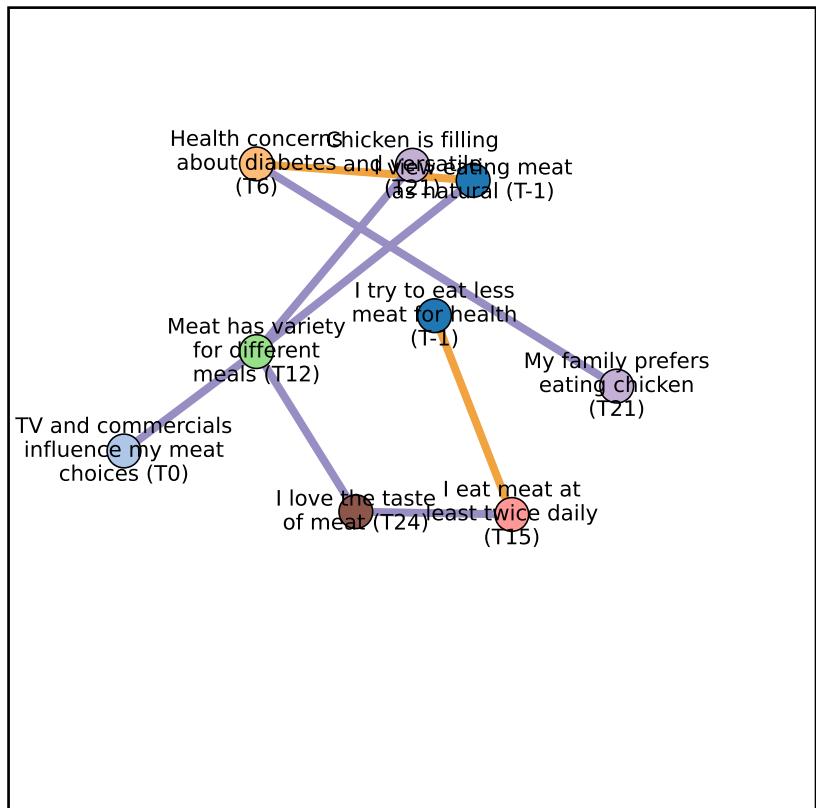
Wave 2 (stances)



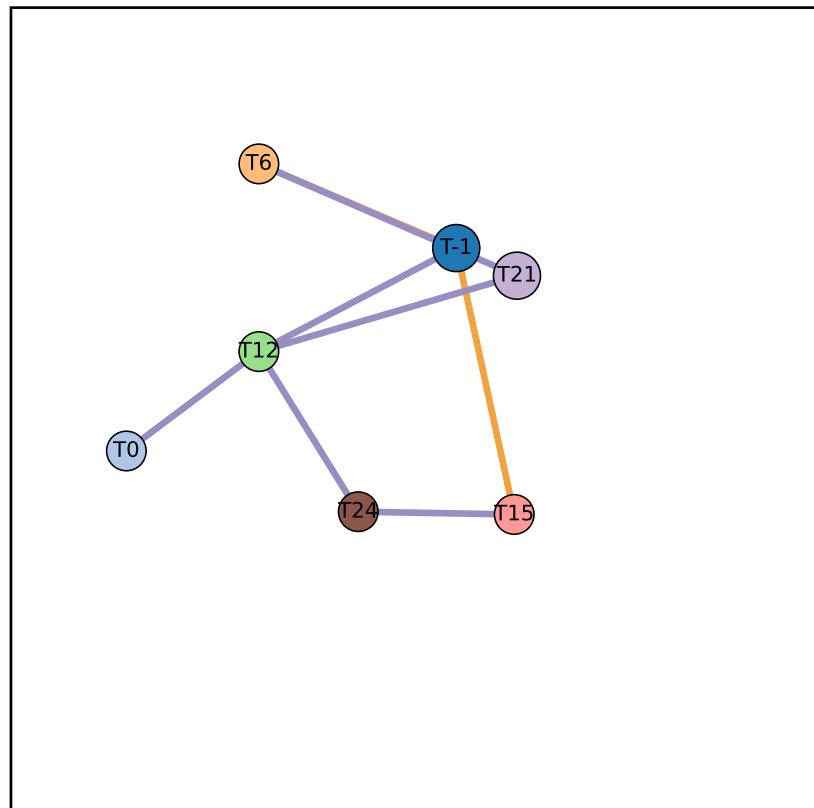
Wave 2 (topics)



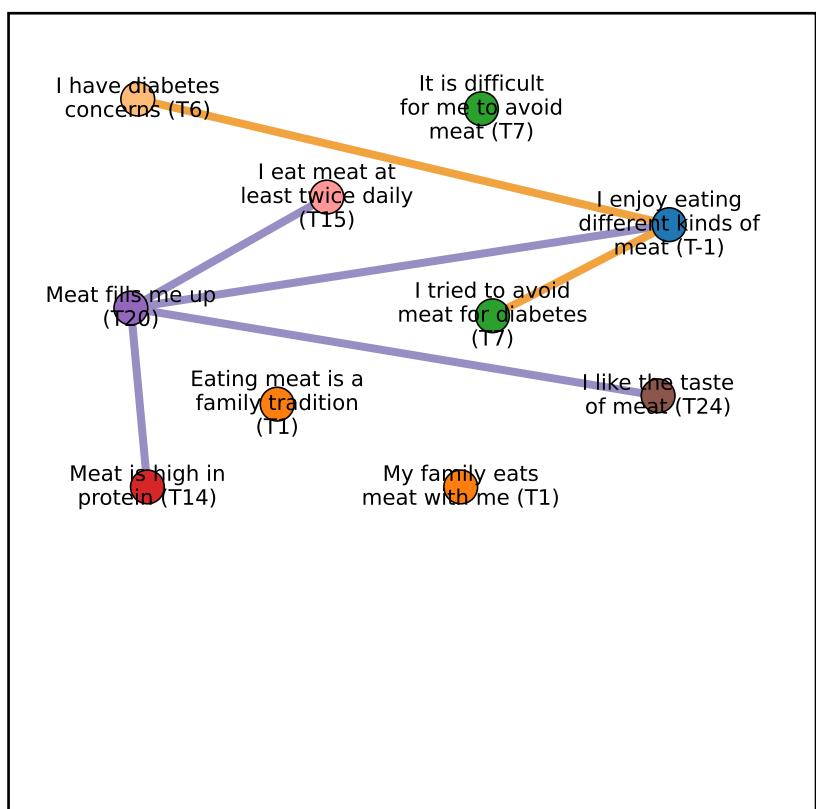
Wave 1 (stances)



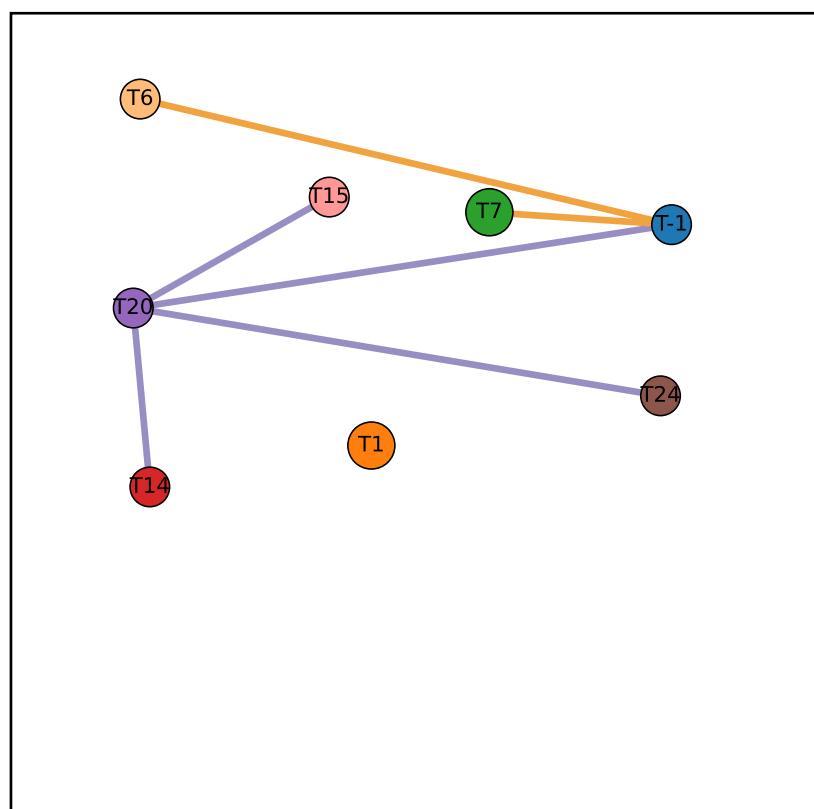
Wave 1 (topics)



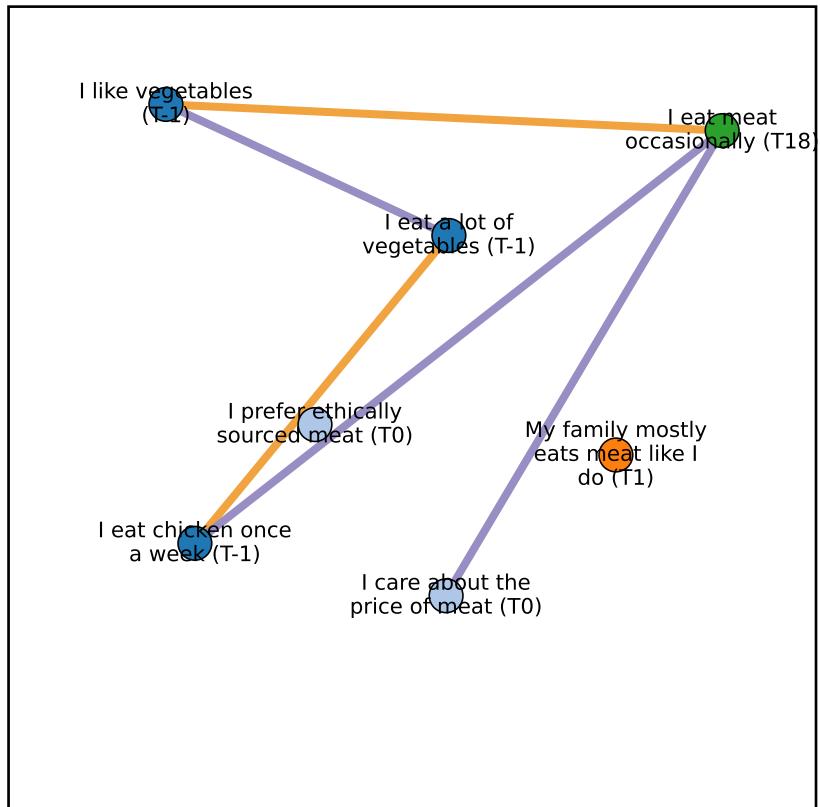
Wave 2 (stances)



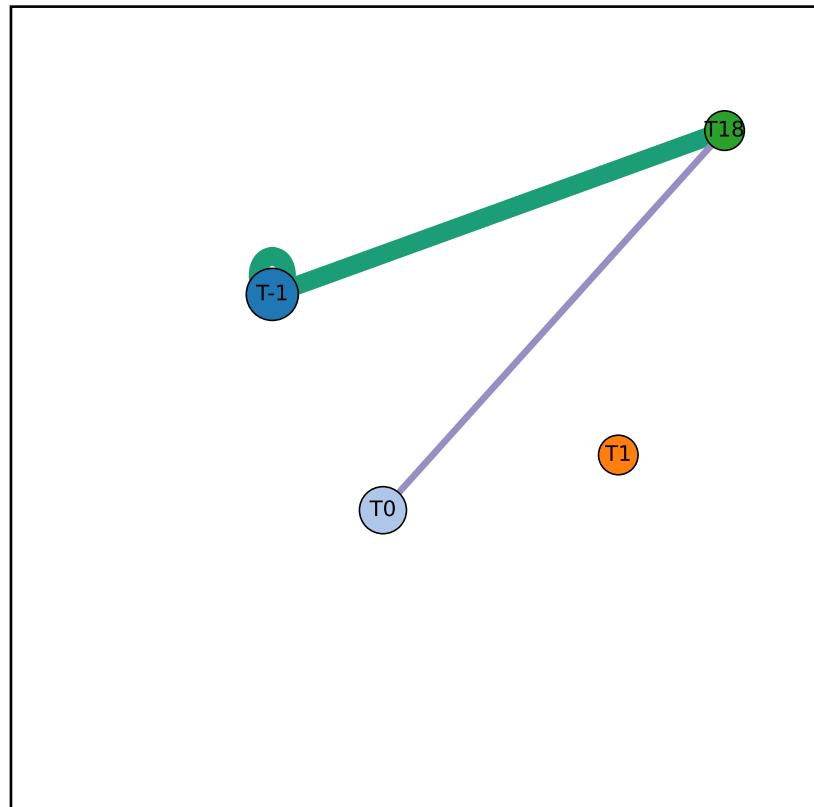
Wave 2 (topics)



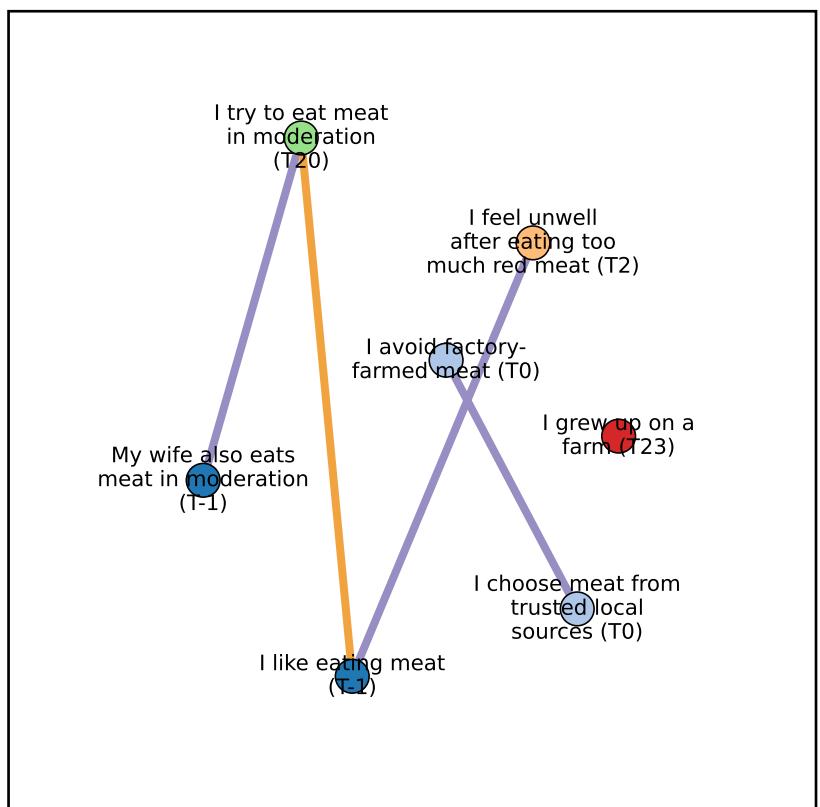
Wave 1 (stances)



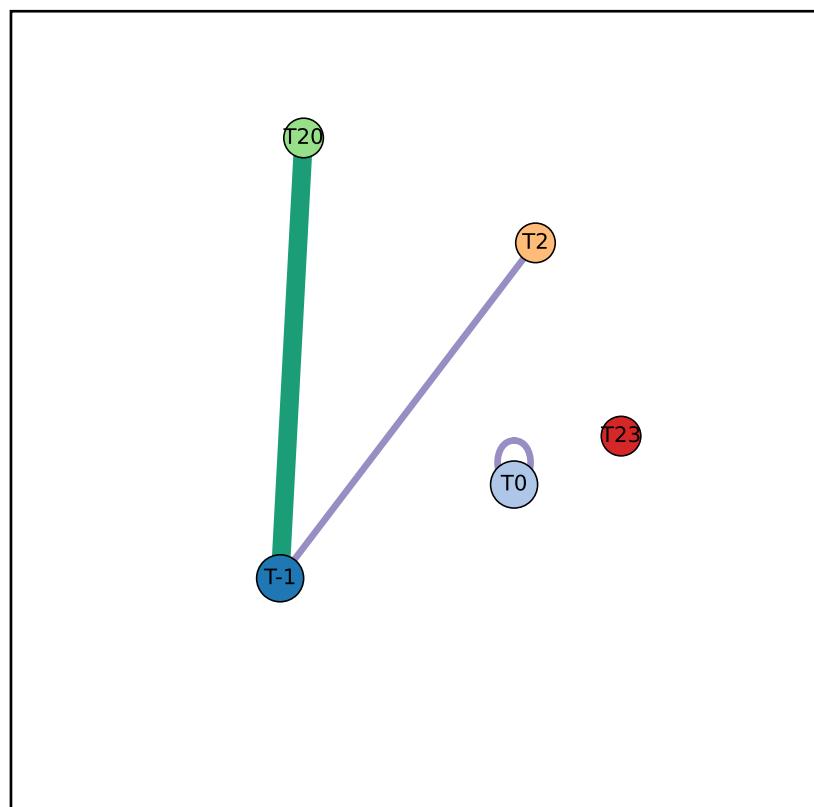
Wave 1 (topics)



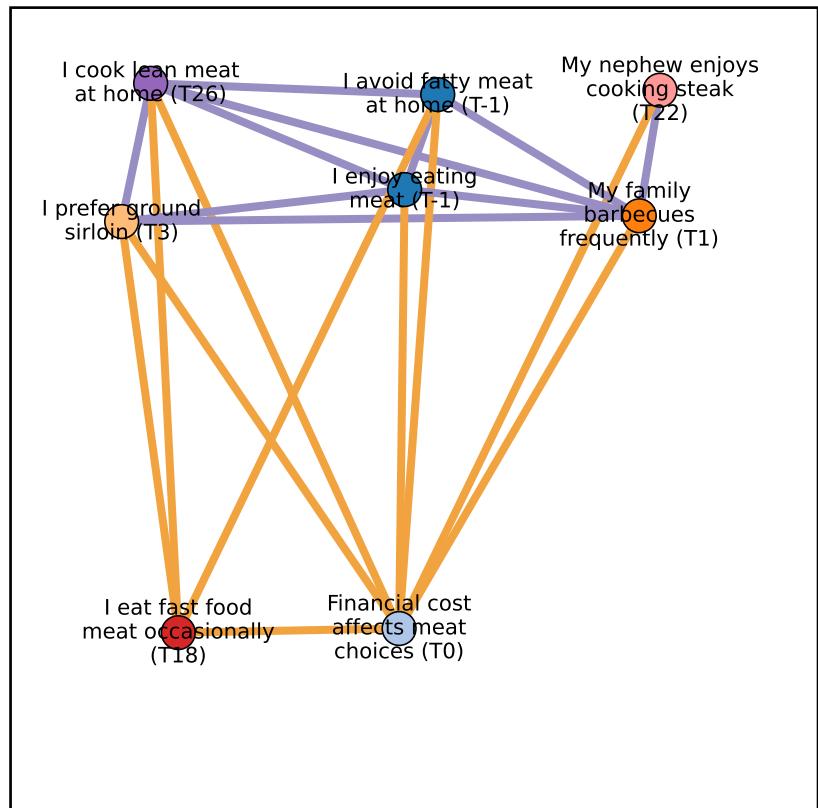
Wave 2 (stances)



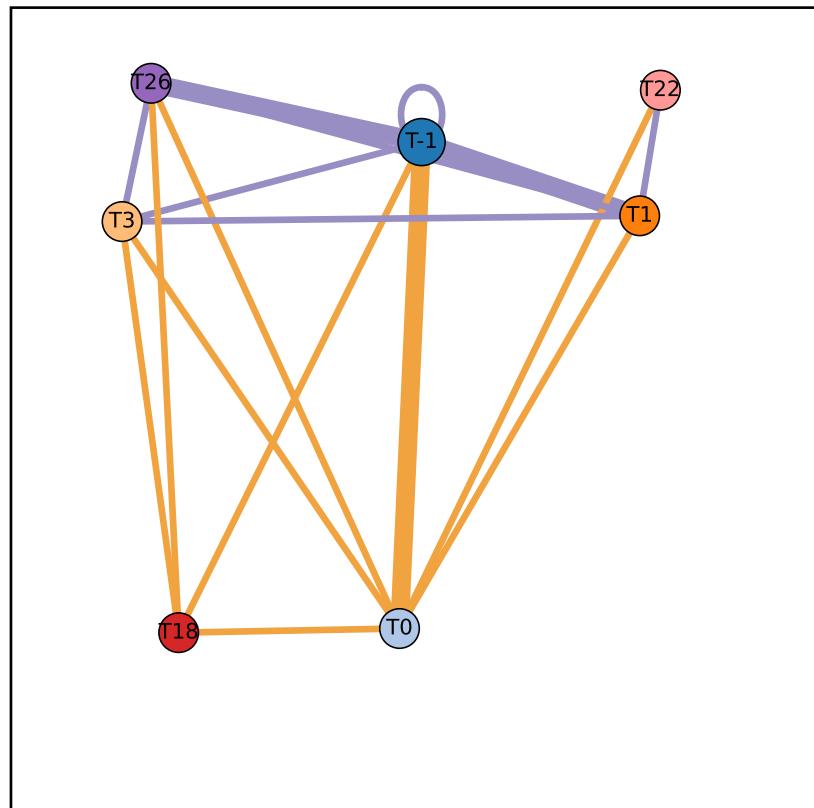
Wave 2 (topics)



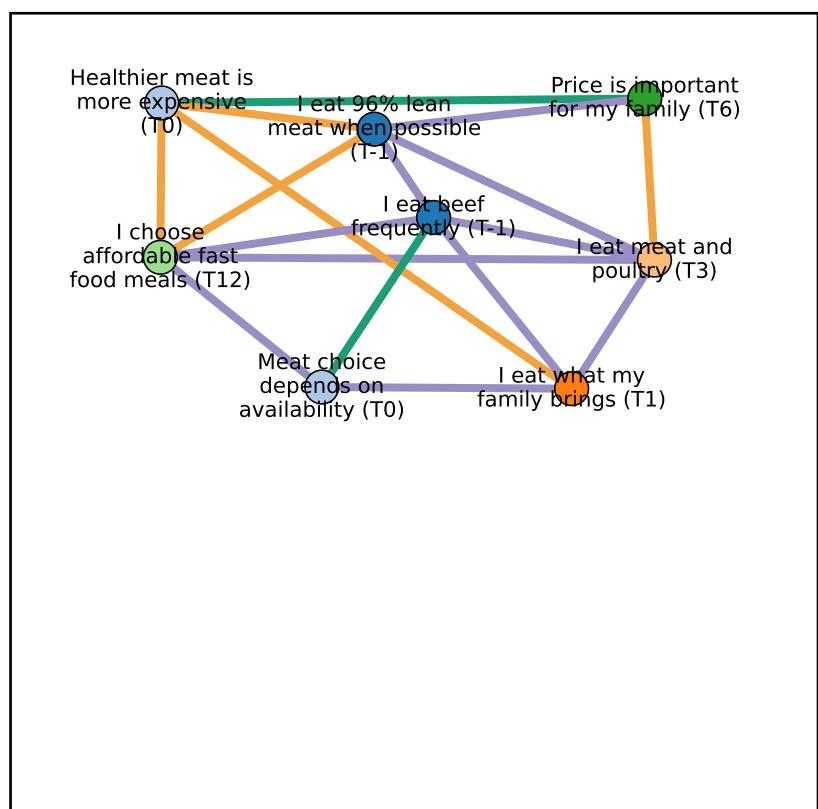
Wave 1 (stances)



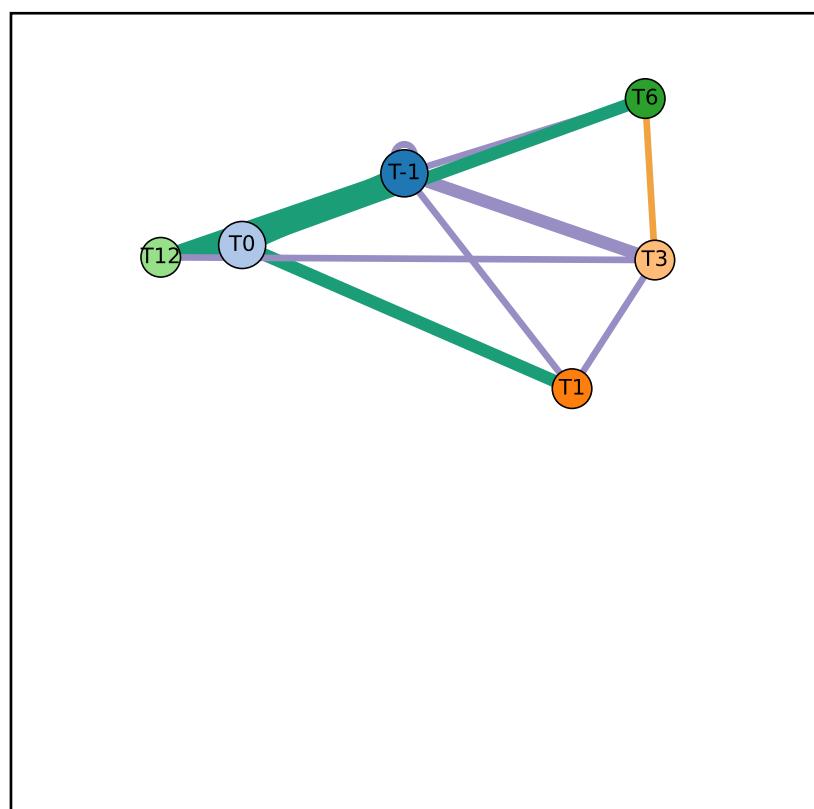
Wave 1 (topics)



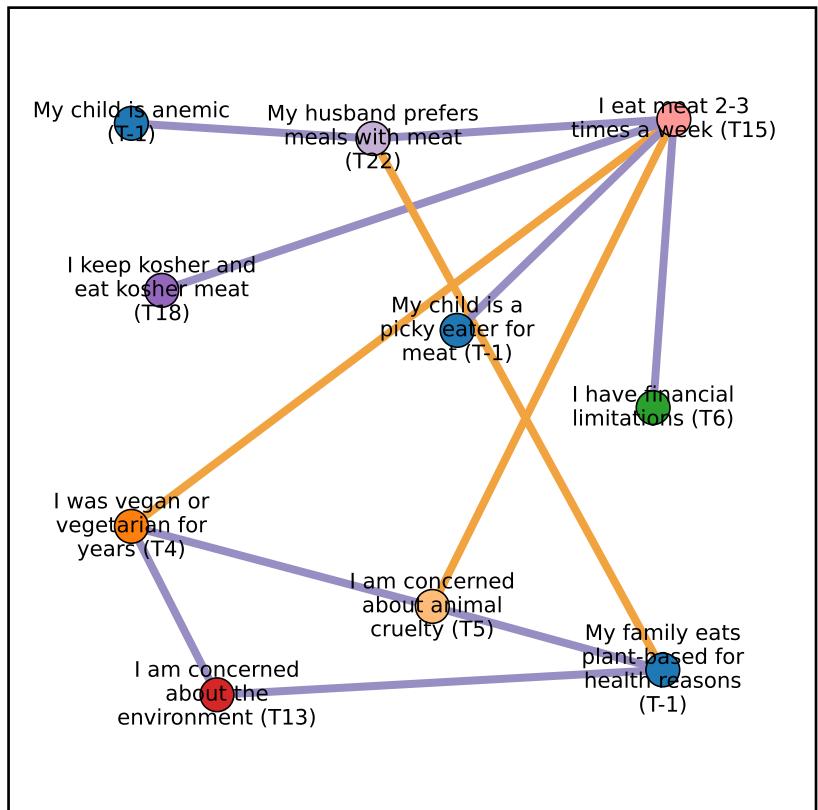
Wave 2 (stances)



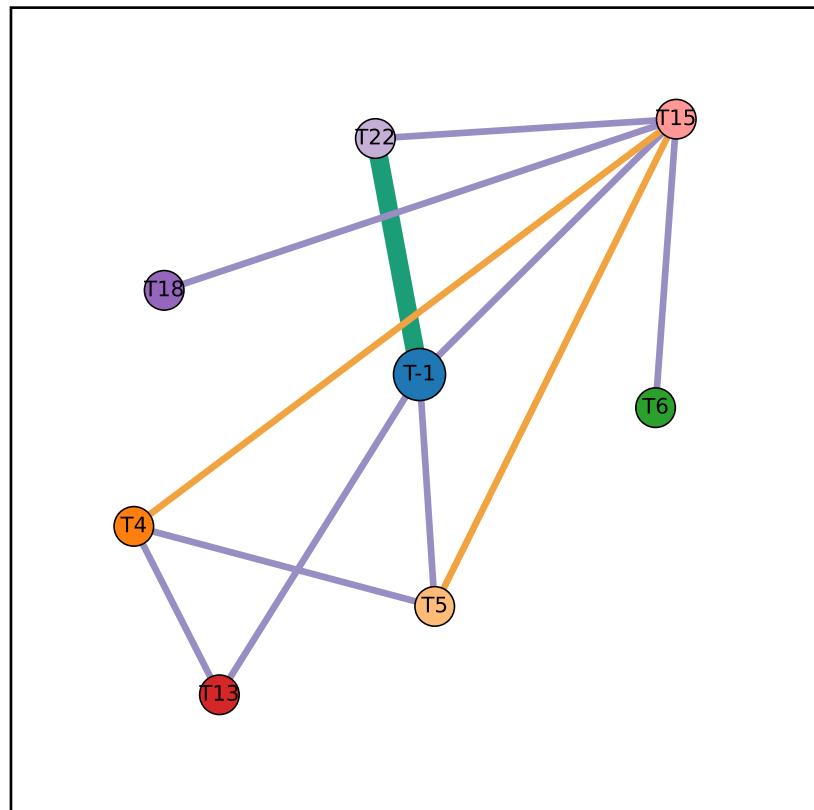
Wave 2 (topics)



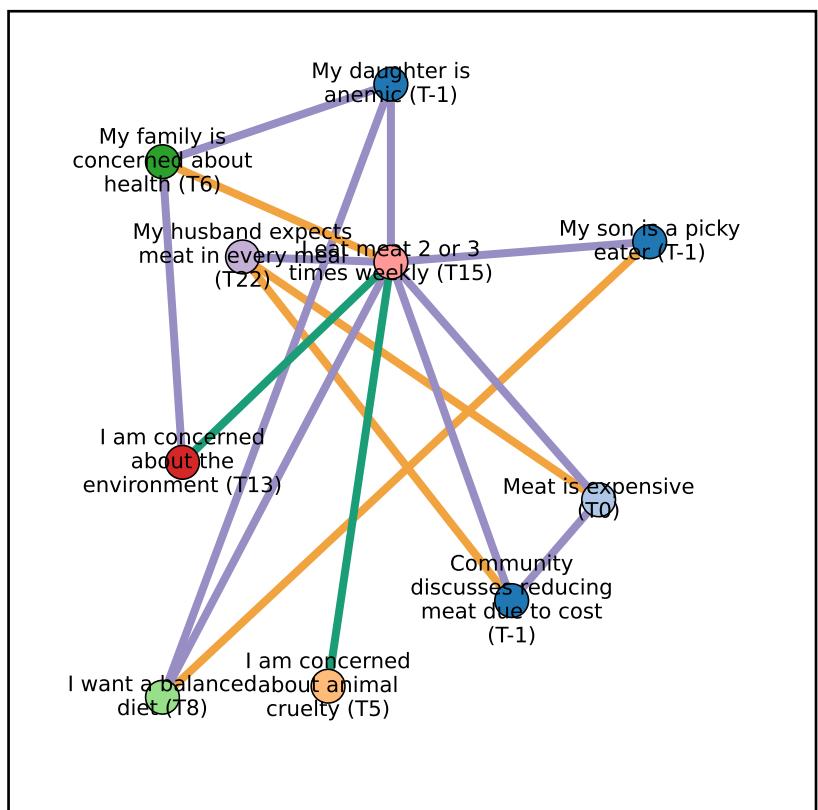
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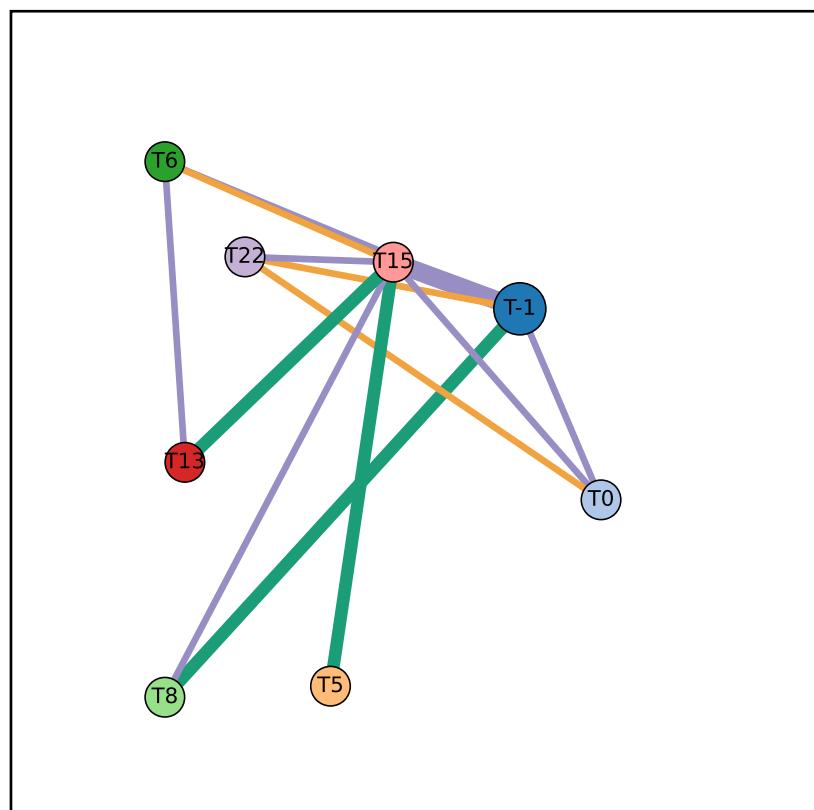
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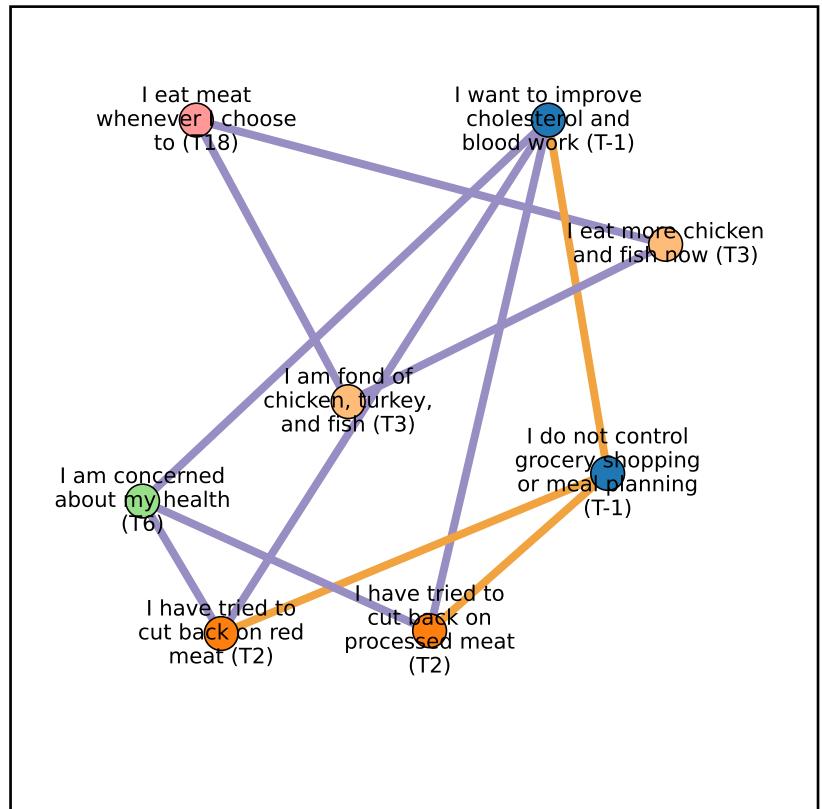
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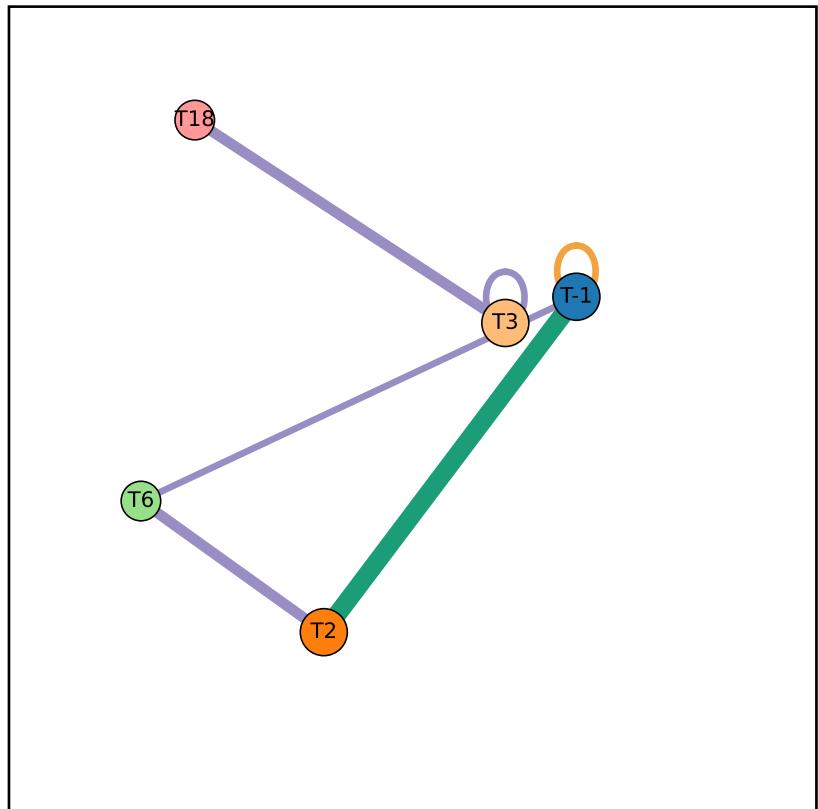
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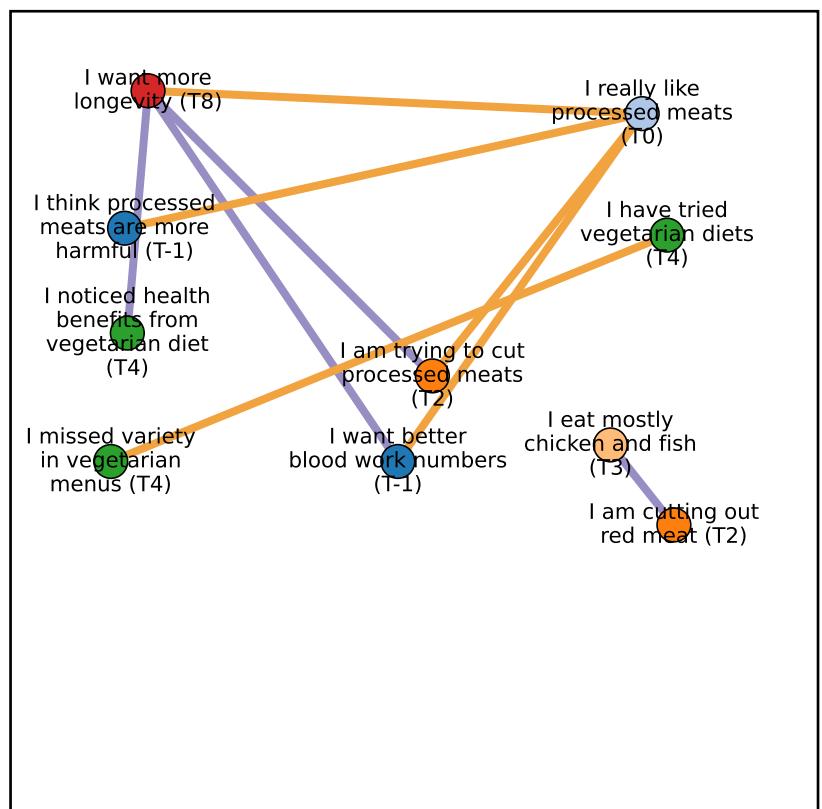
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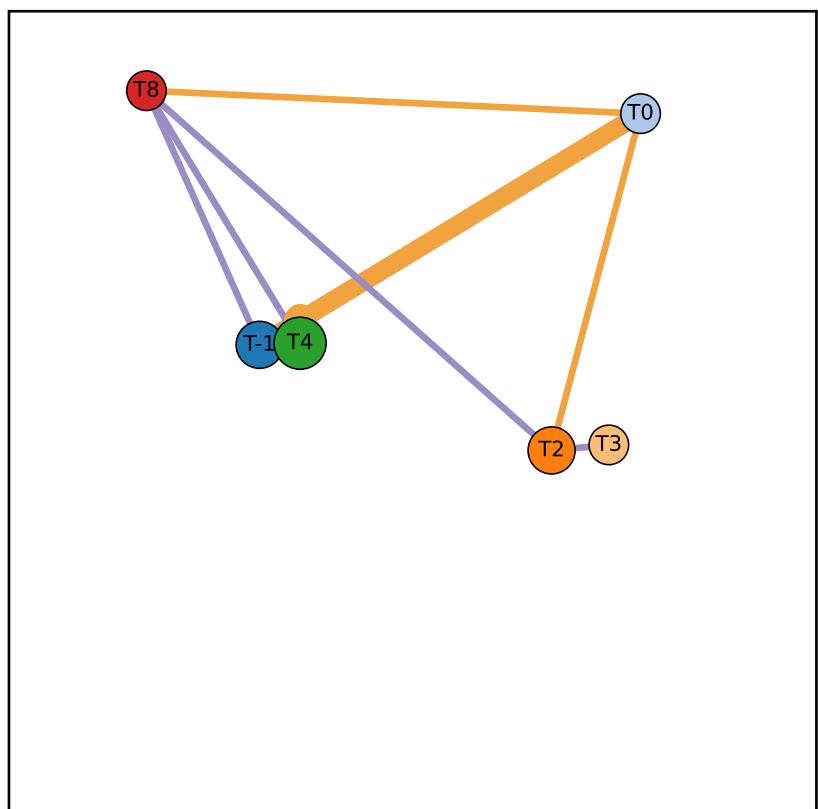
Wave 1 (topics)



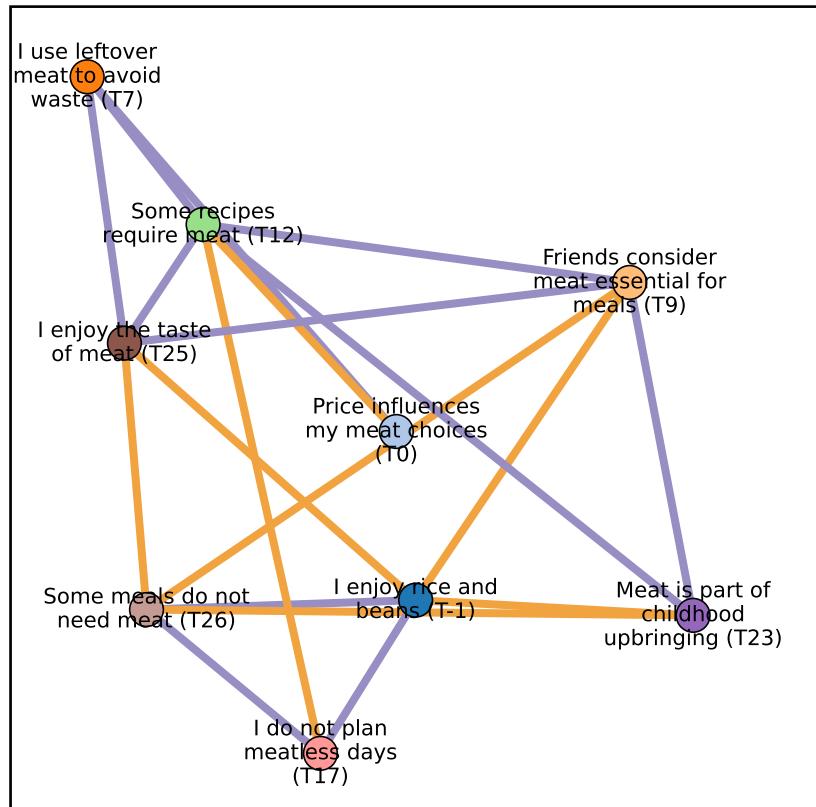
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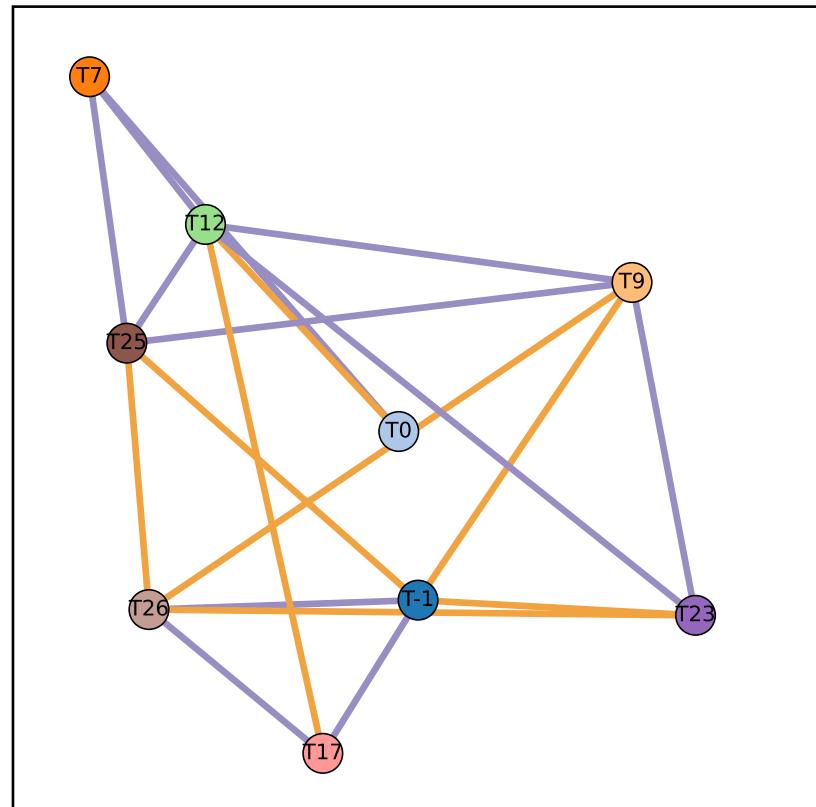
Wave 2 (topics)



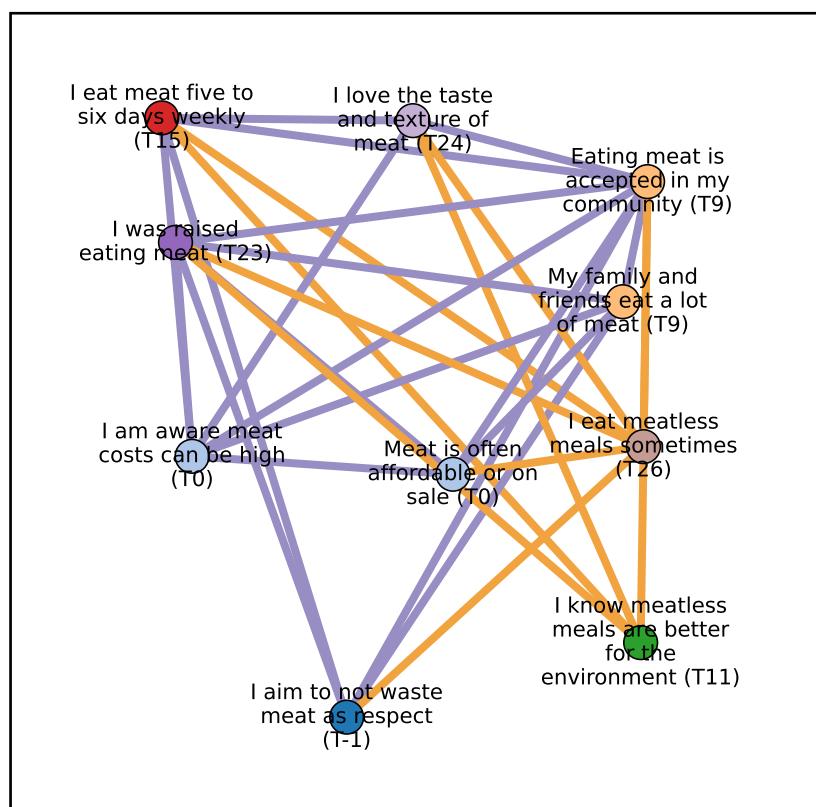
Wave 1 (stances)



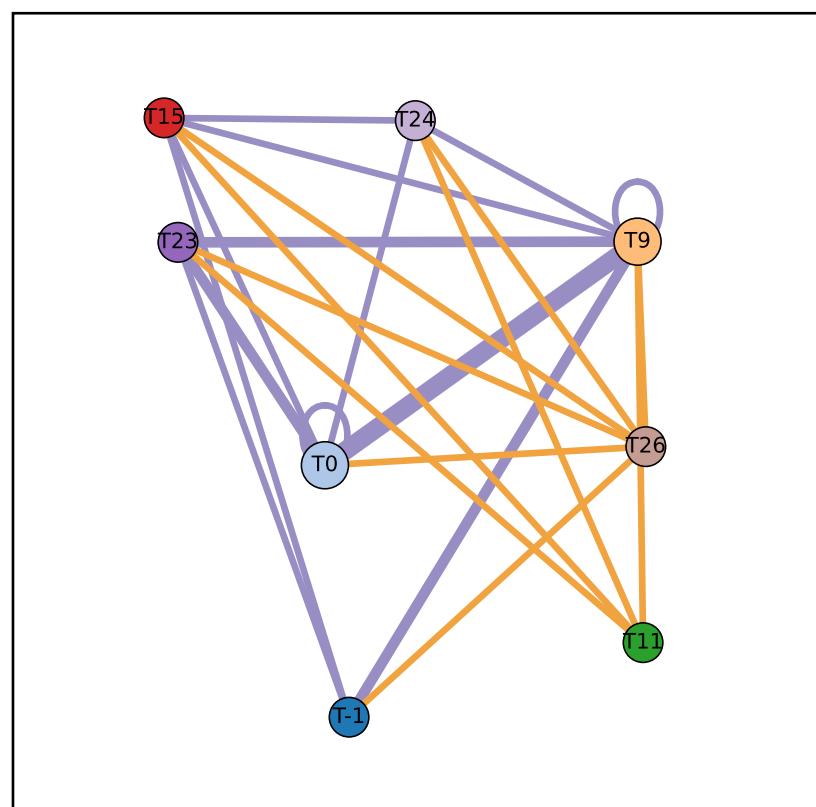
Wave 1 (topics)



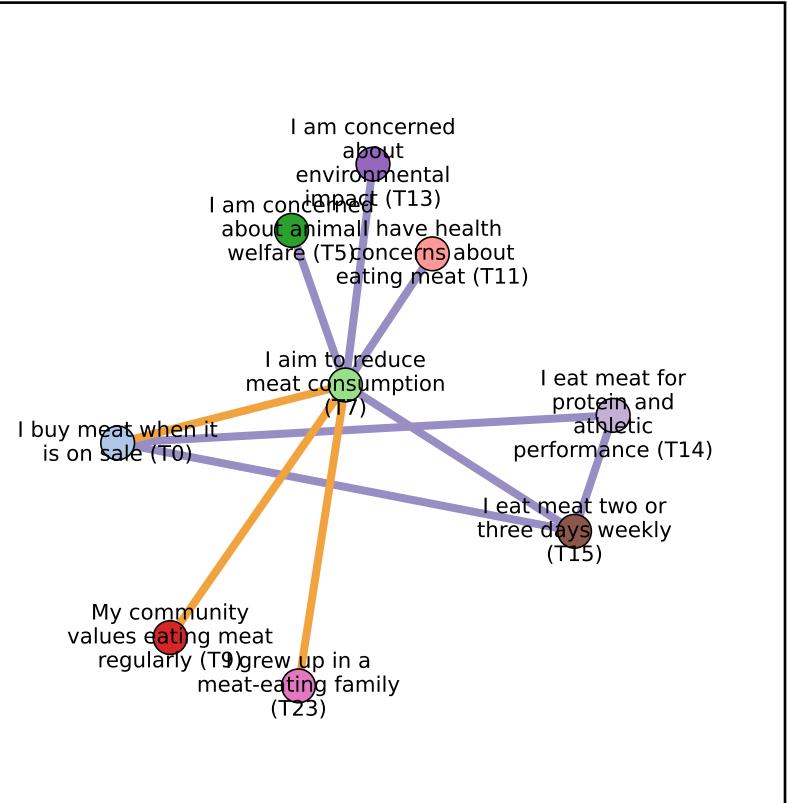
Wave 2 (stances)



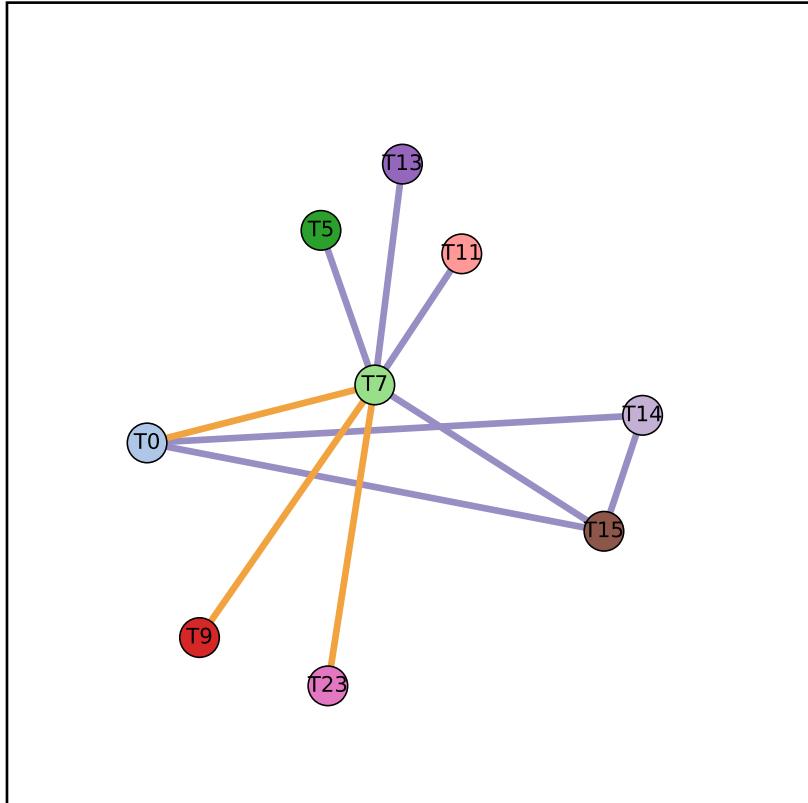
Wave 2 (topics)



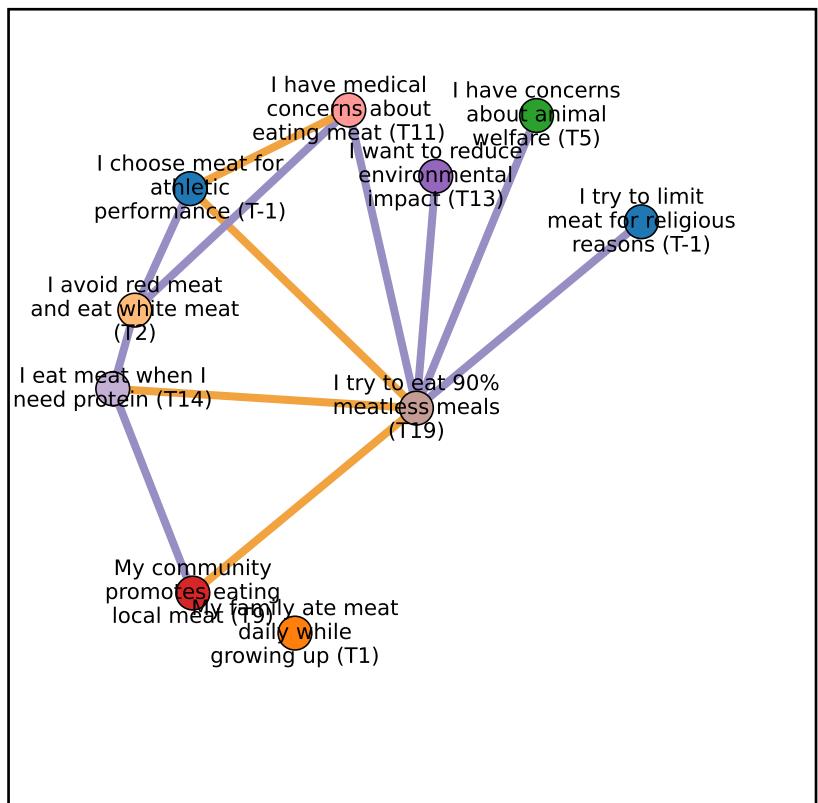
Wave 1 (stances)



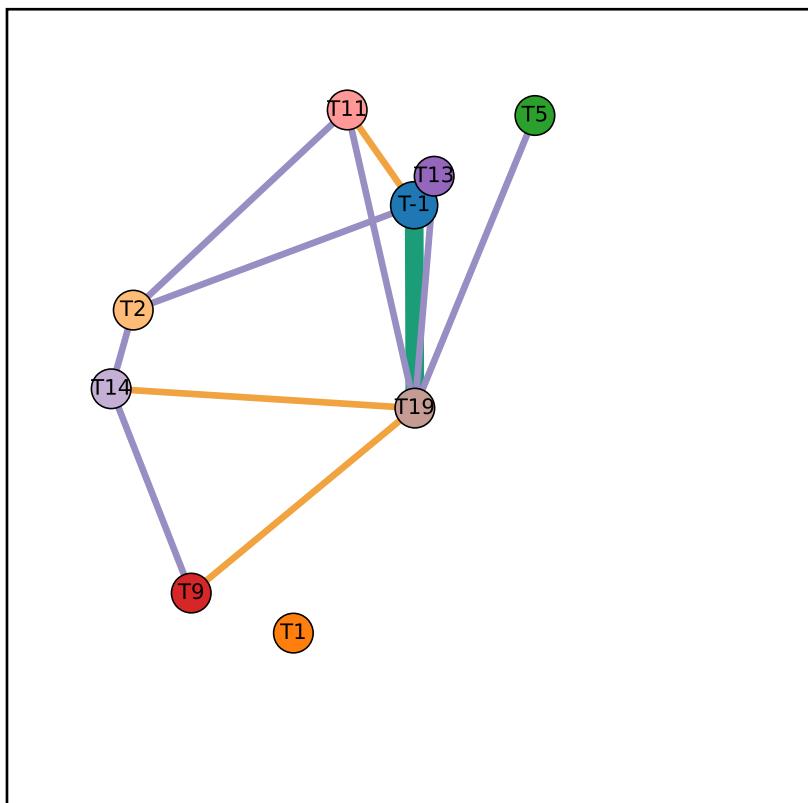
Wave 1 (topics)



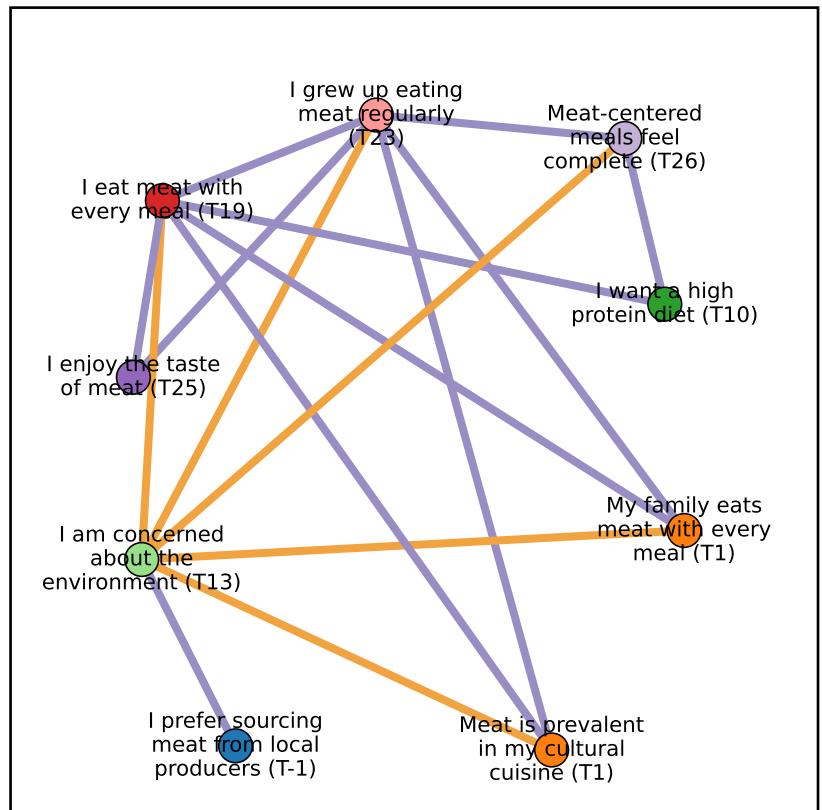
Wave 2 (stances)



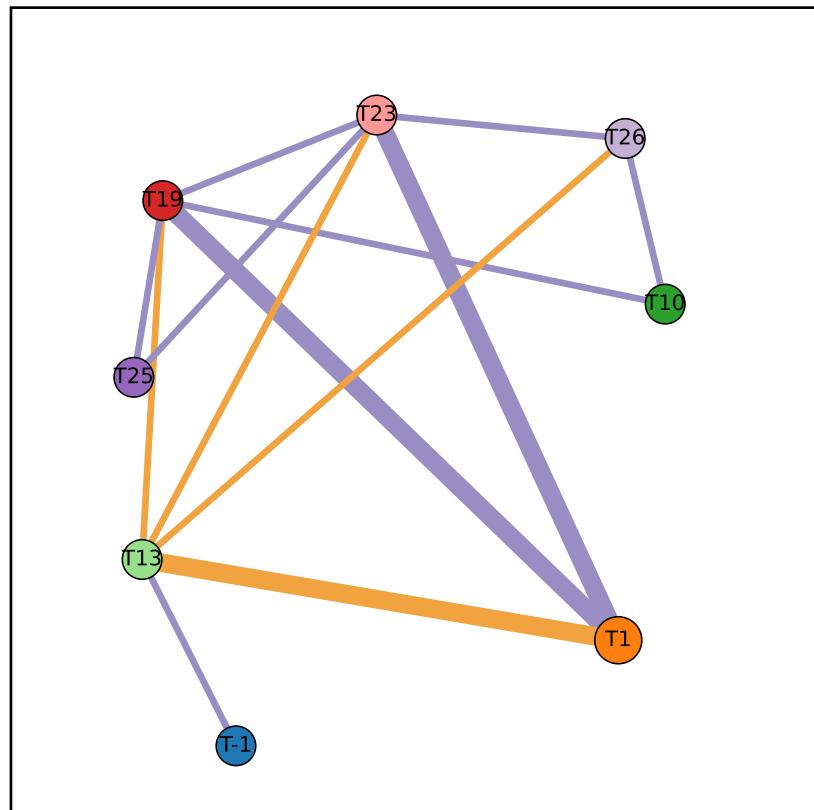
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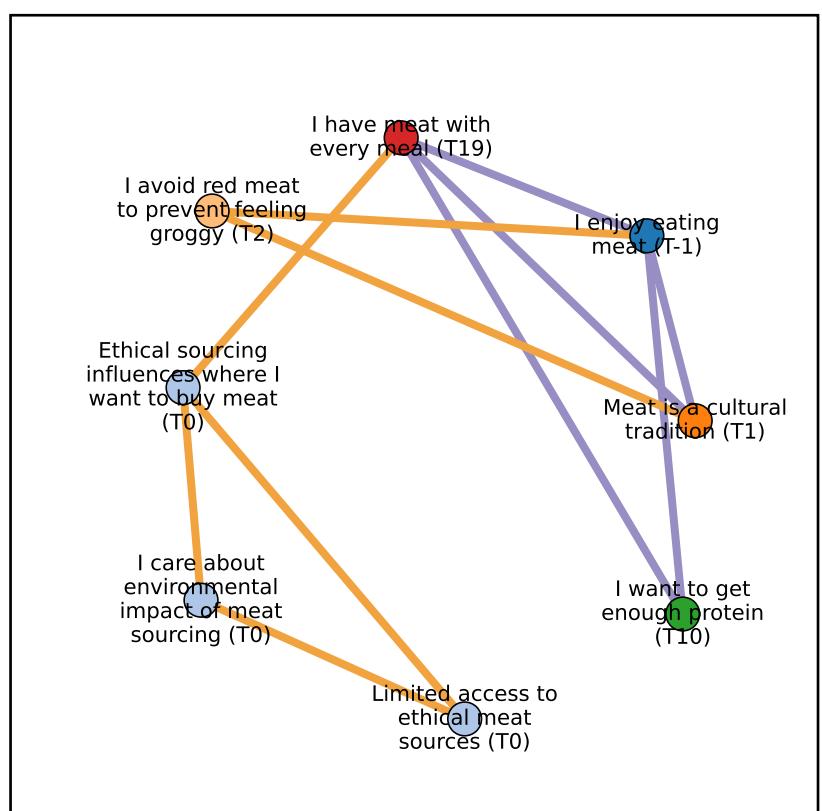
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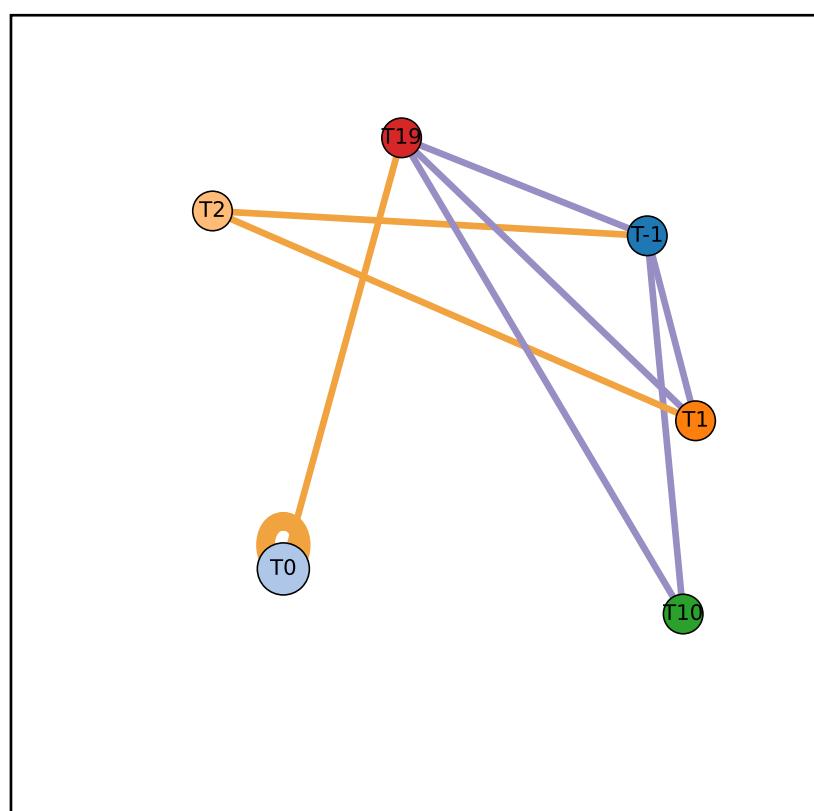
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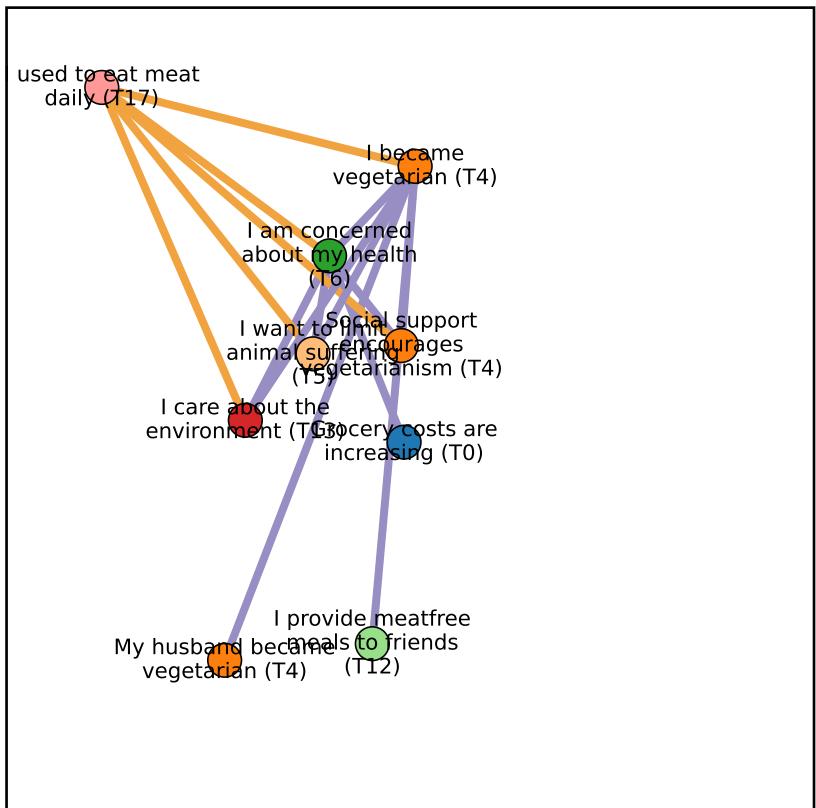
Wave 2 (stances)



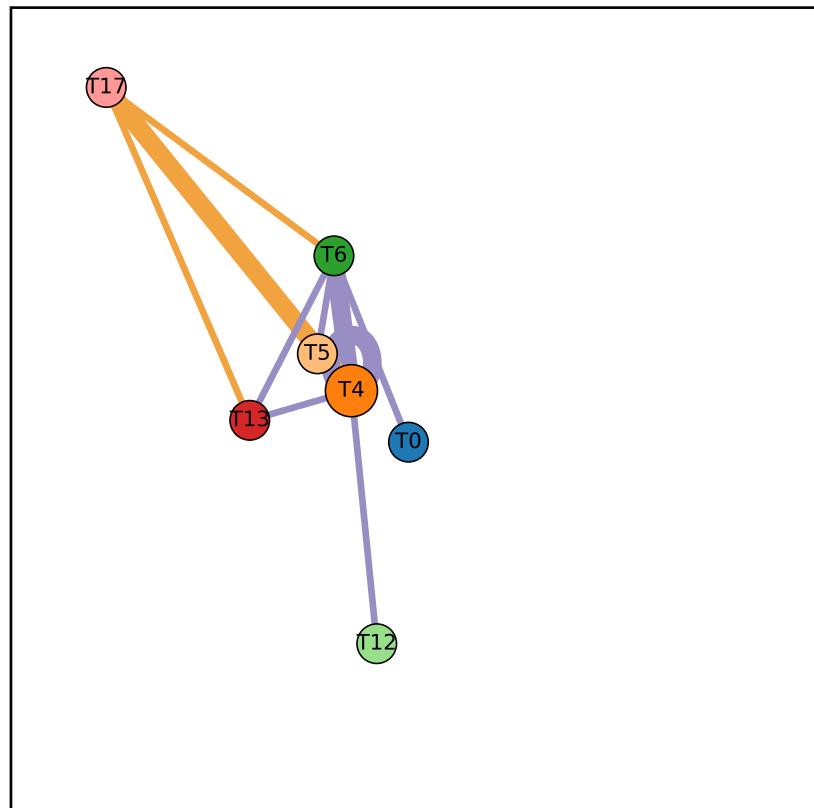
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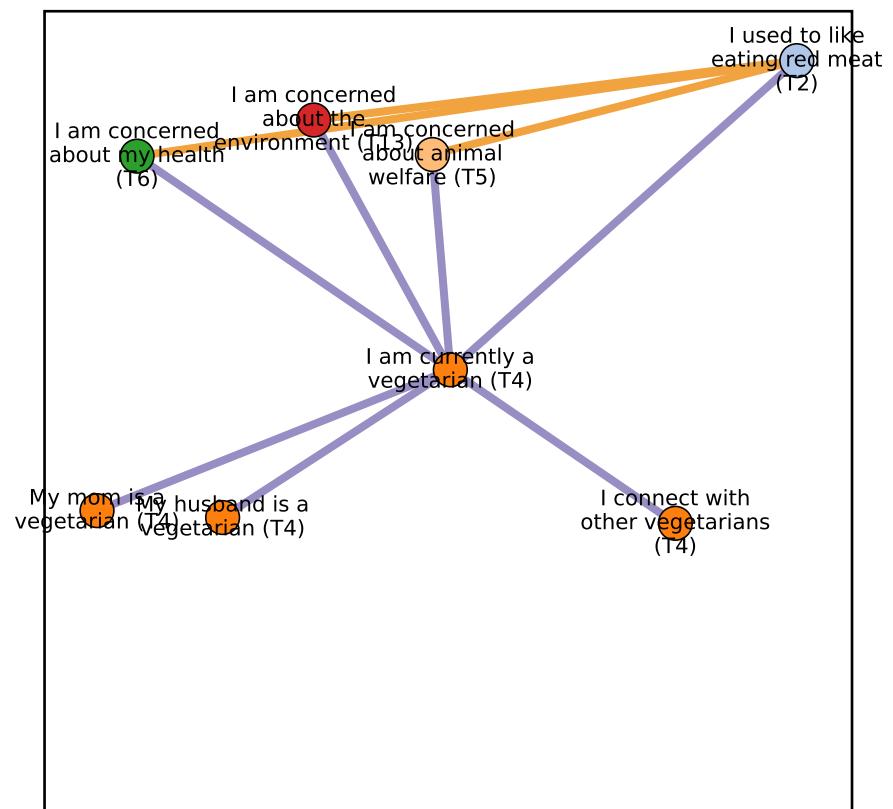
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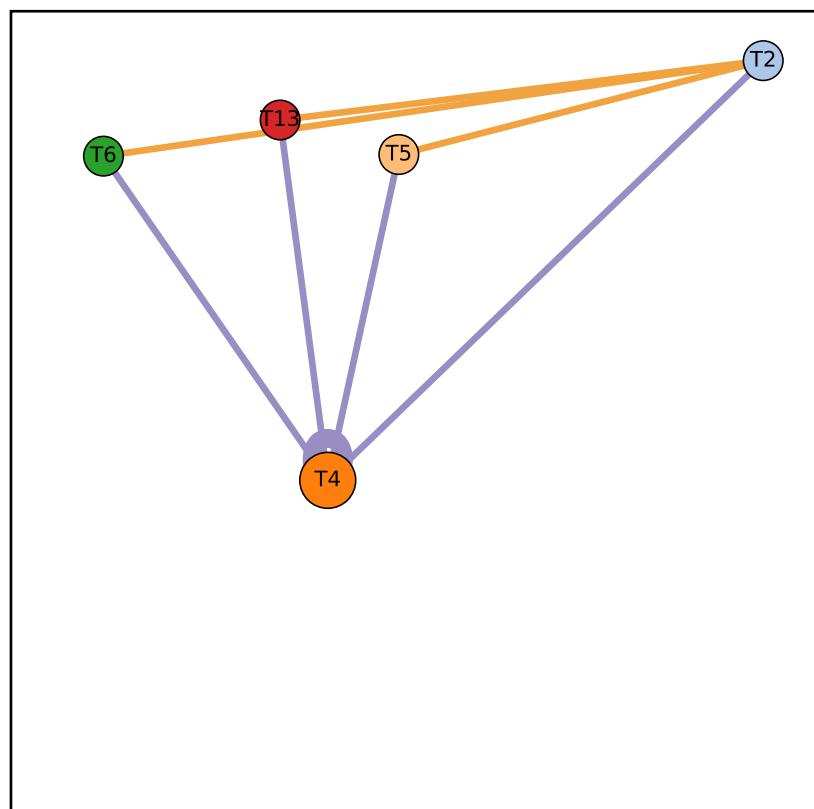
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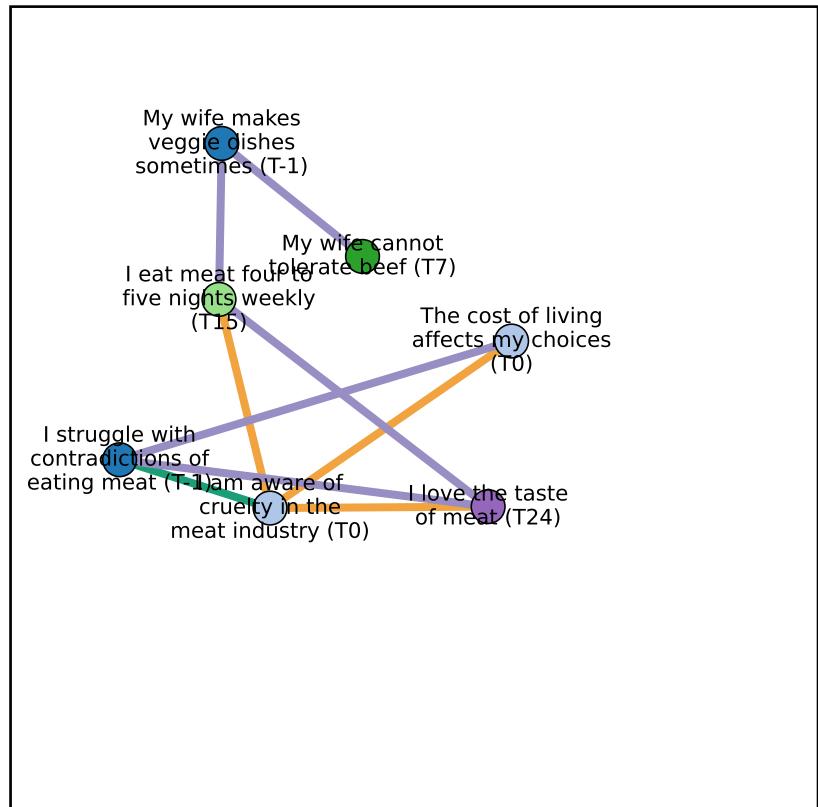
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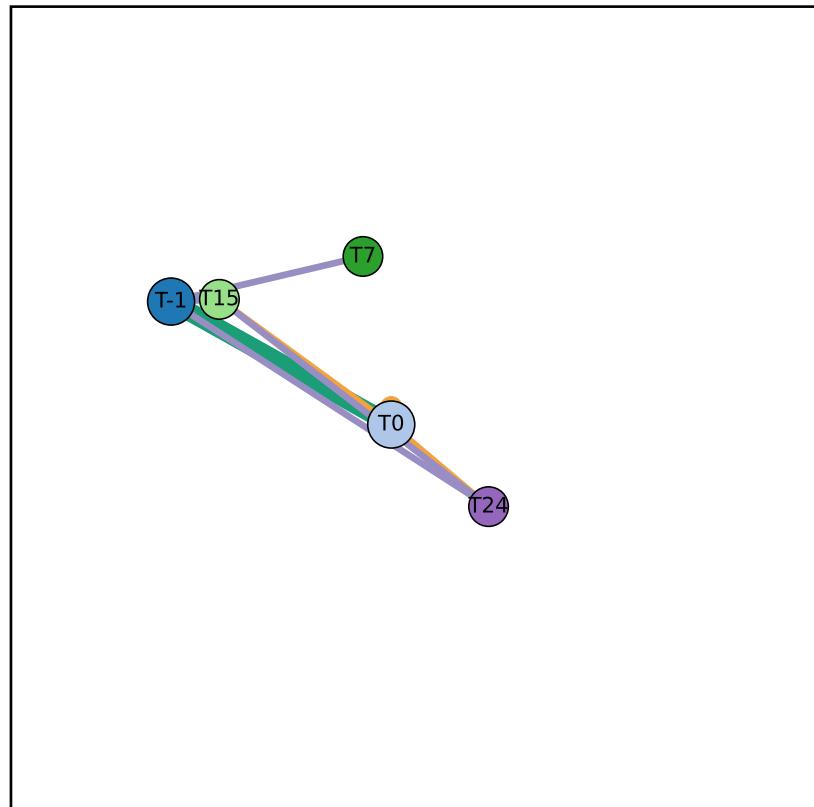
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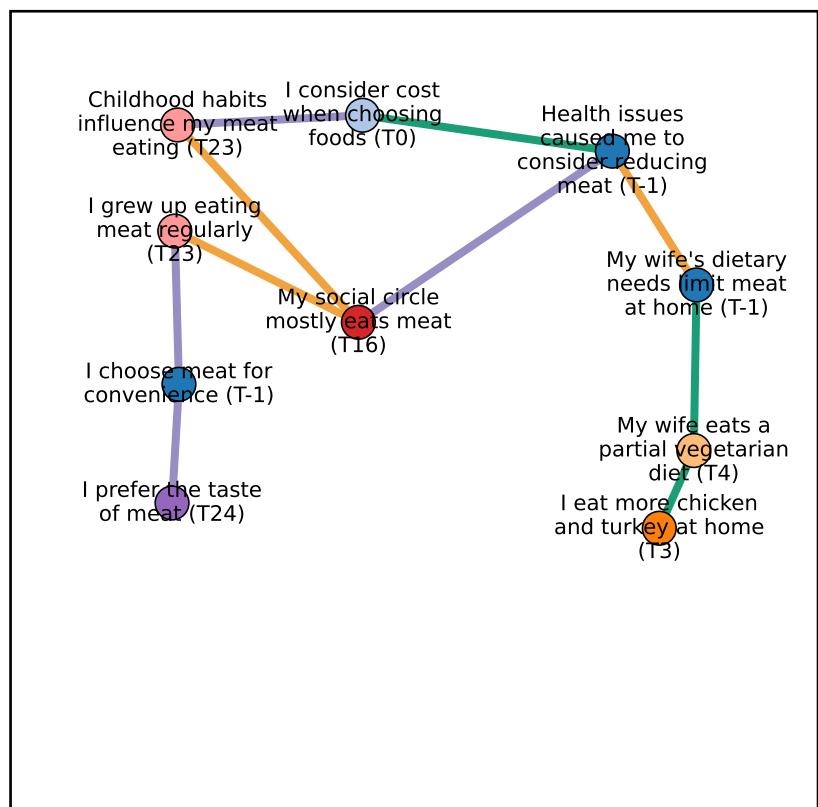
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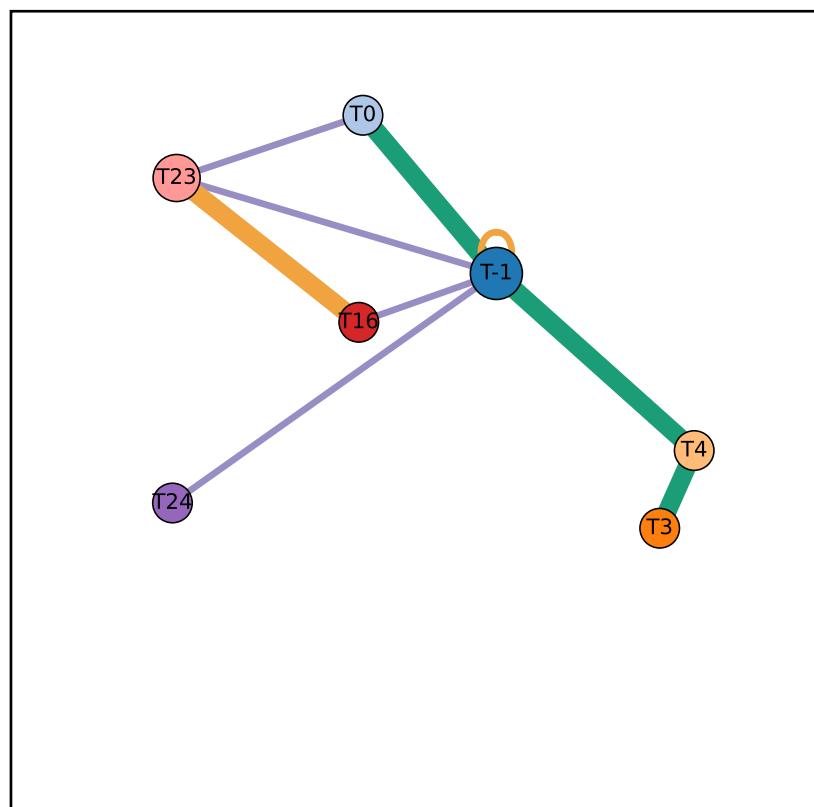
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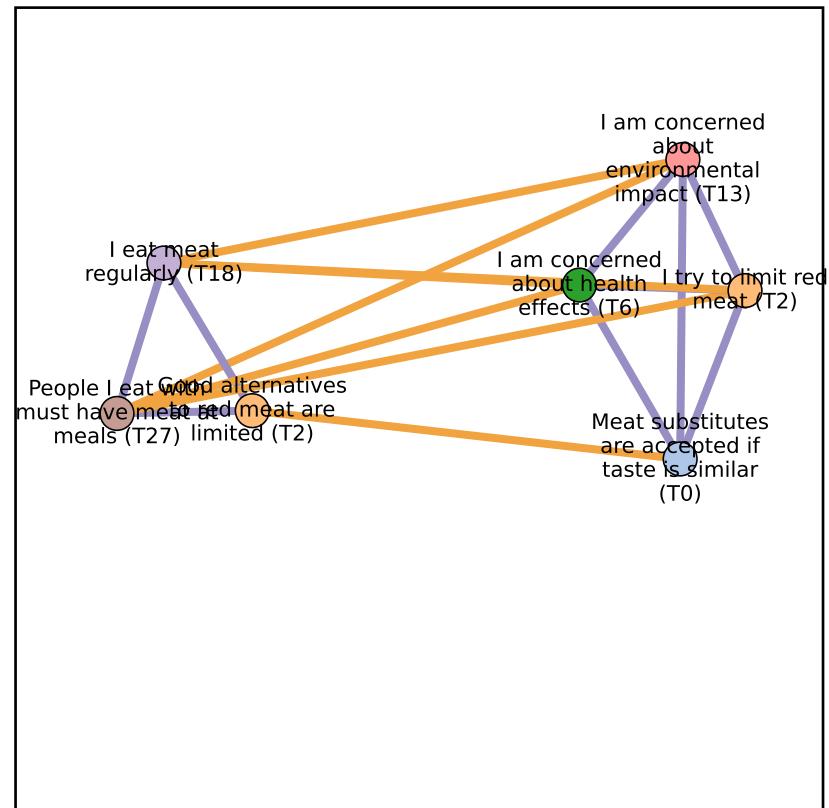
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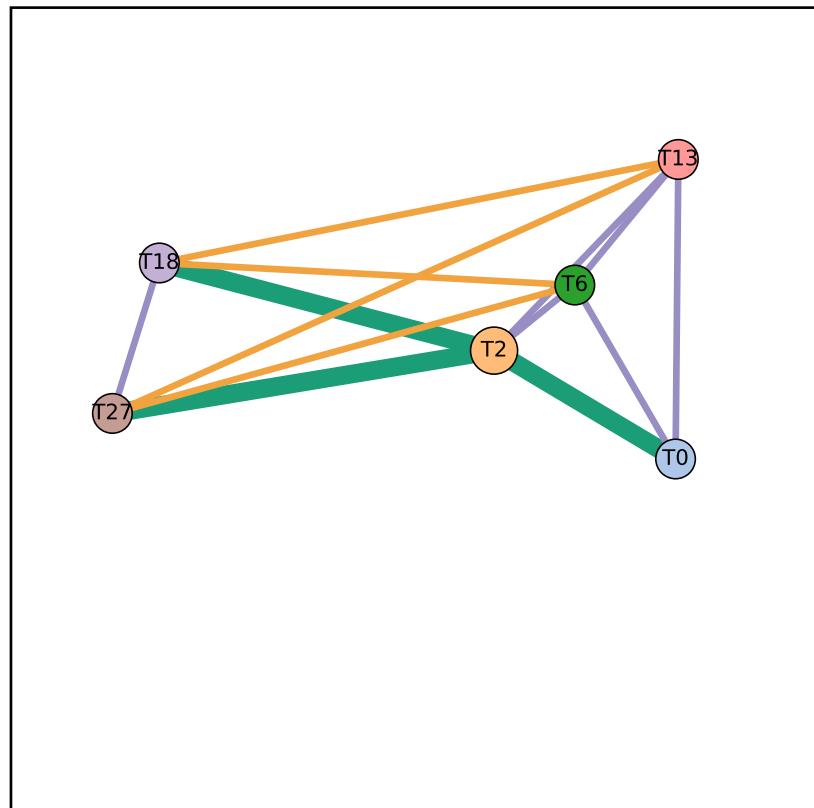
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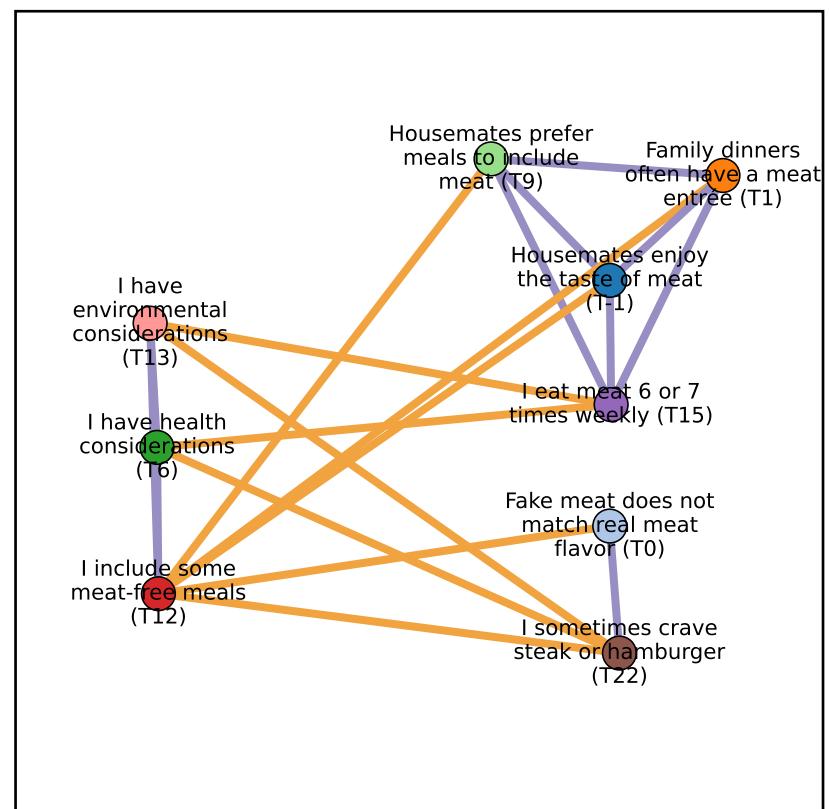
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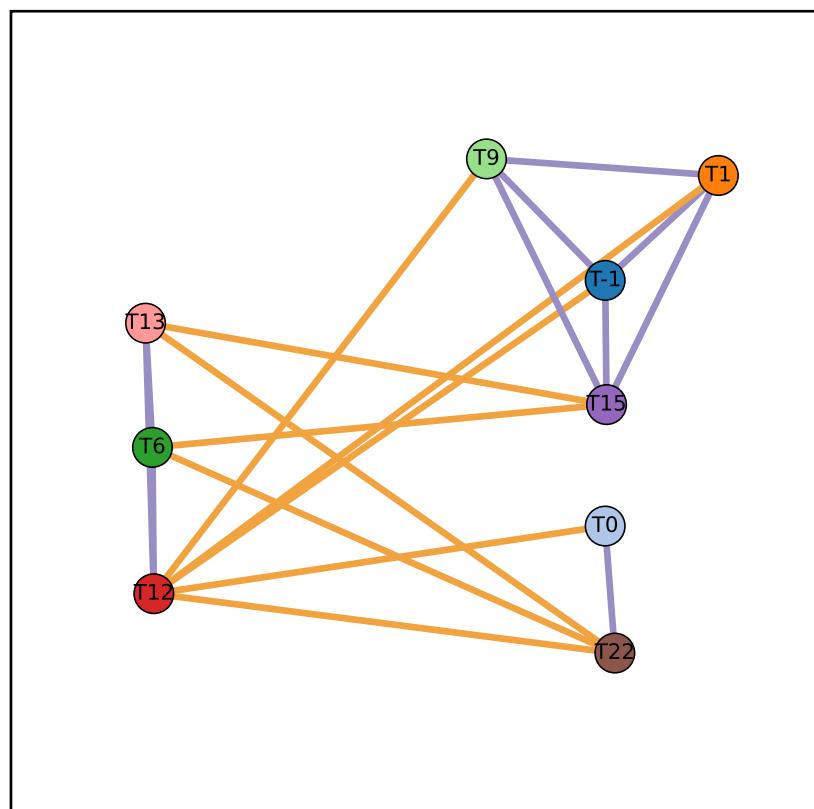
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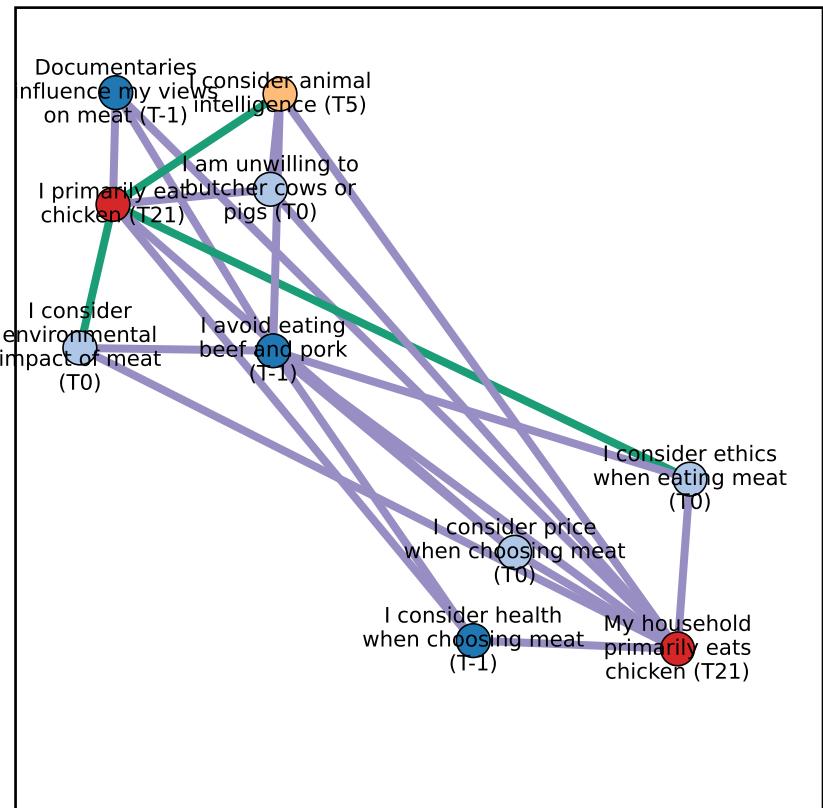
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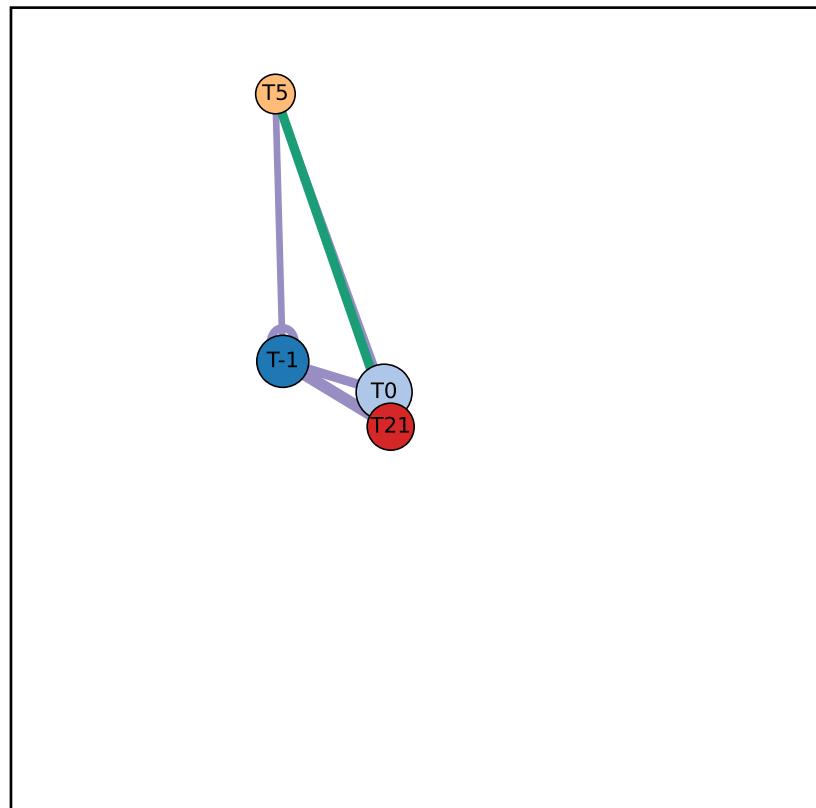
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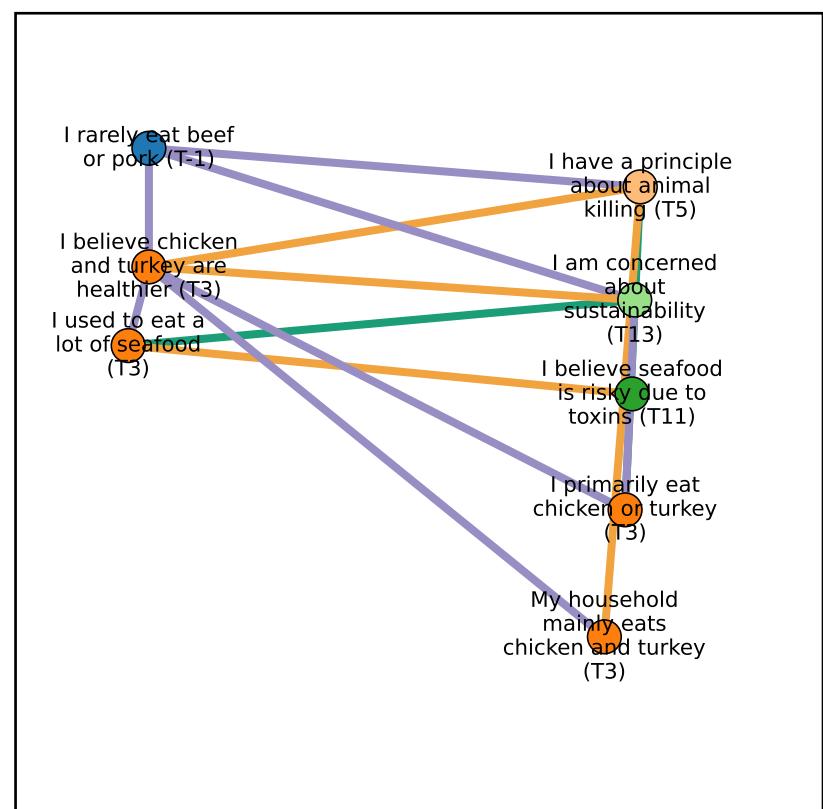
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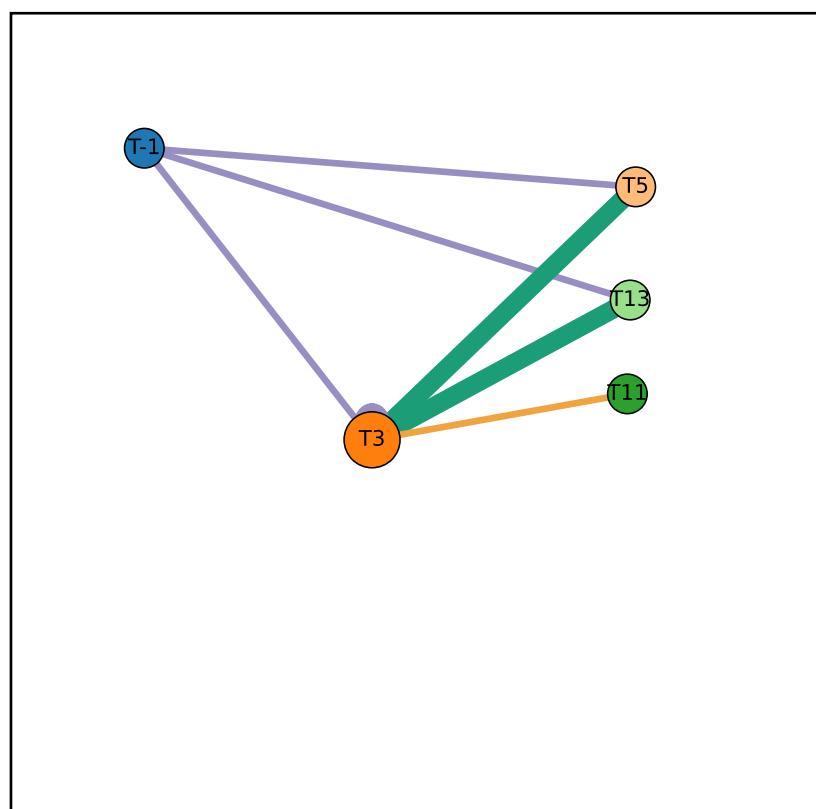
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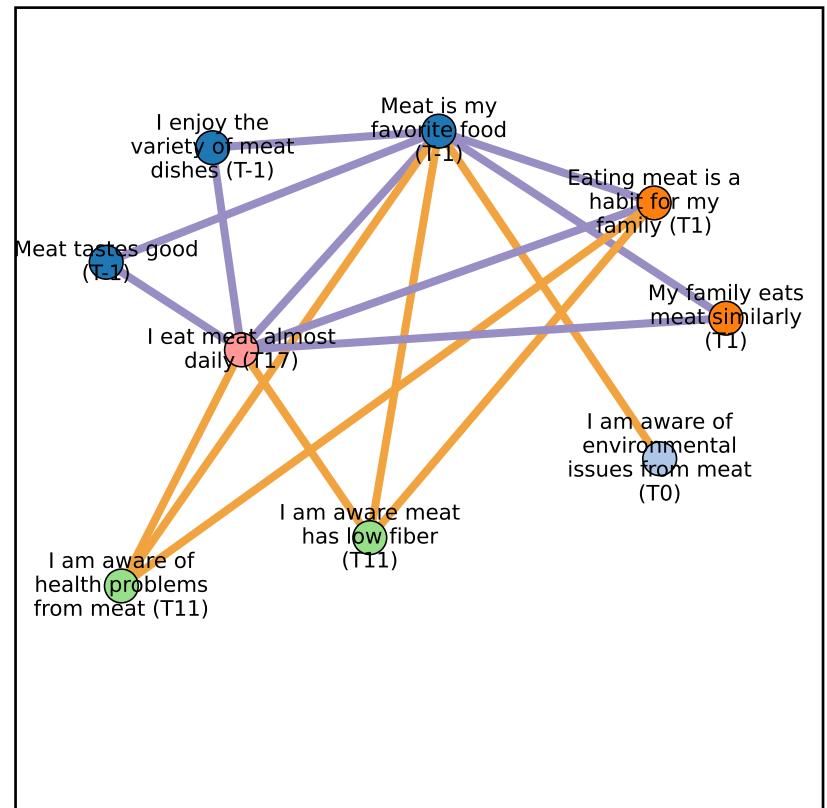
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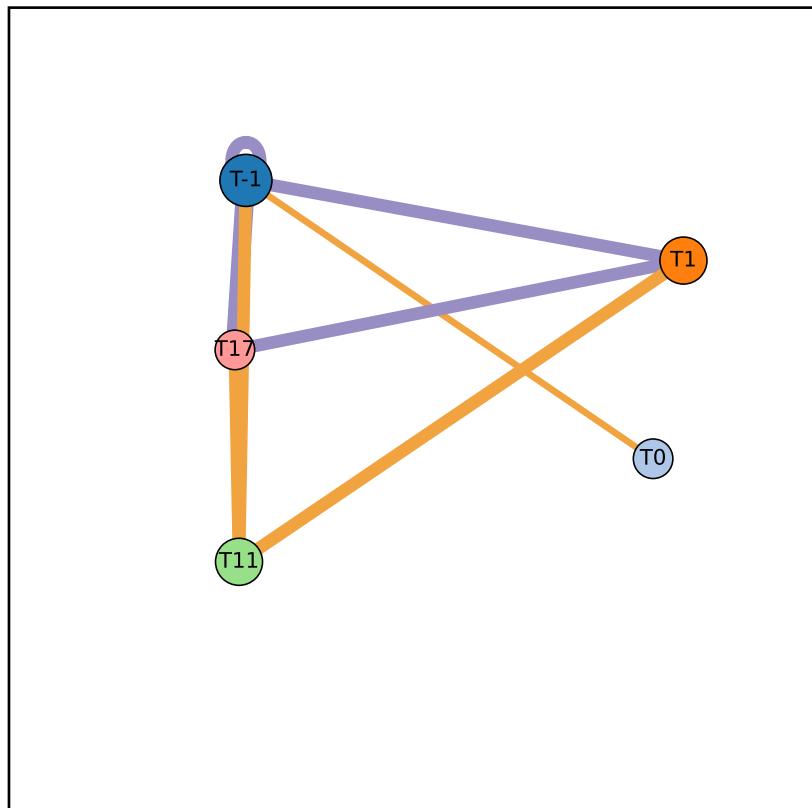
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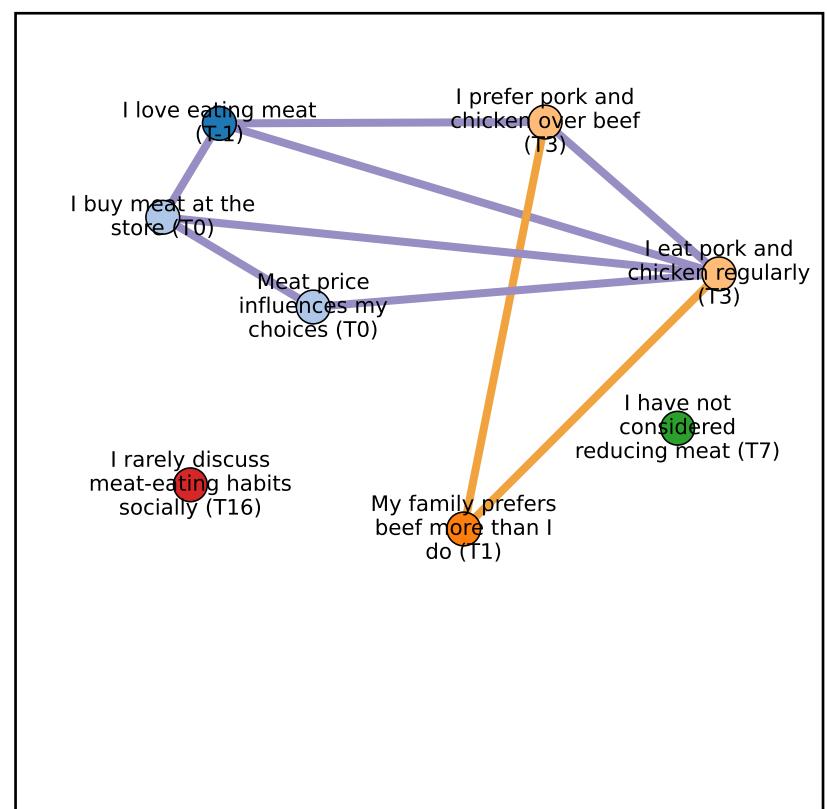
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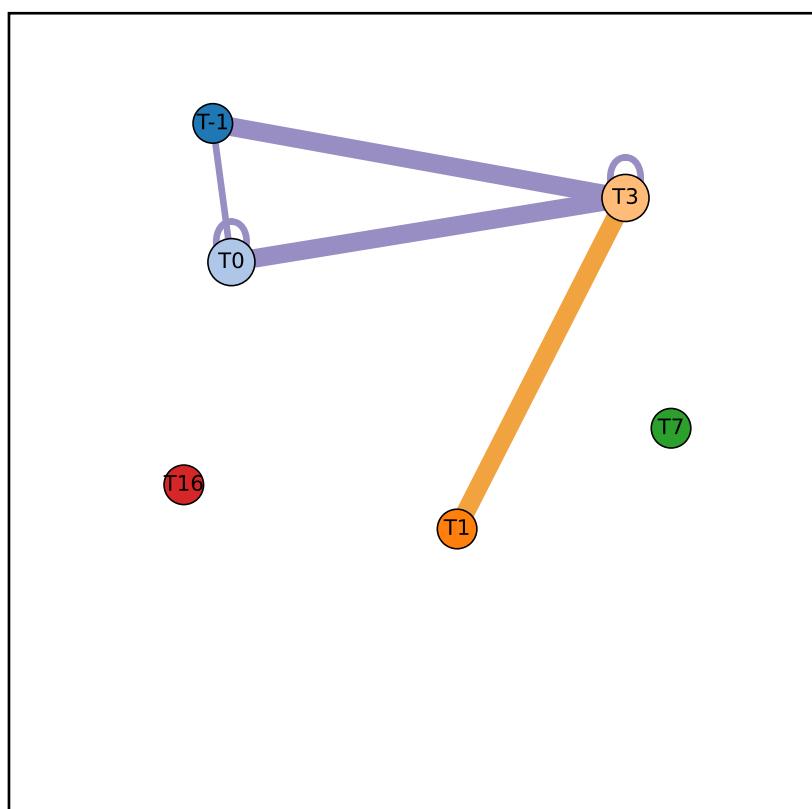
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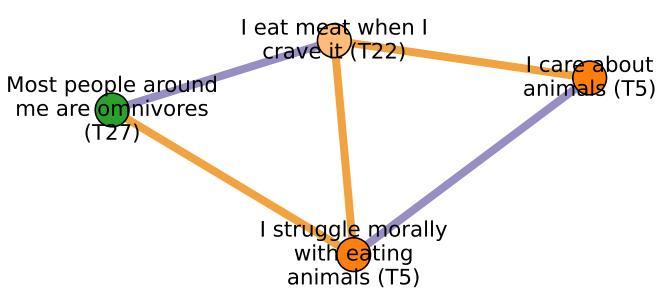
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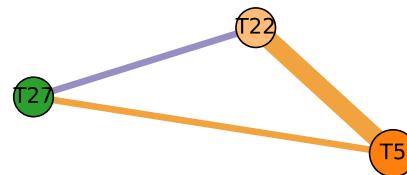
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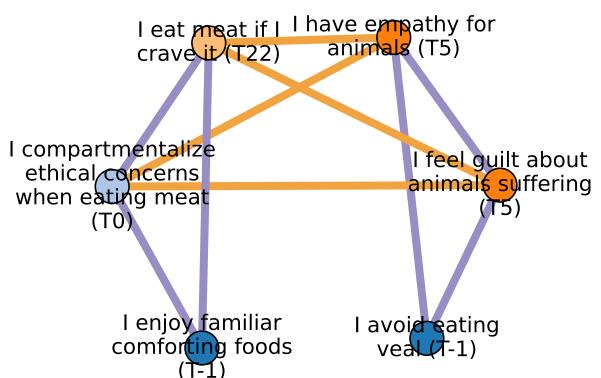
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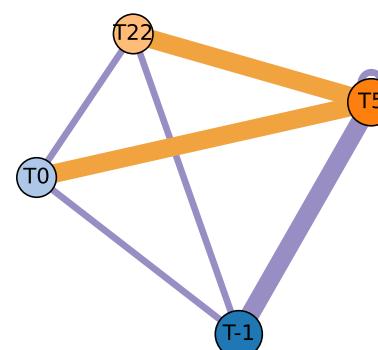
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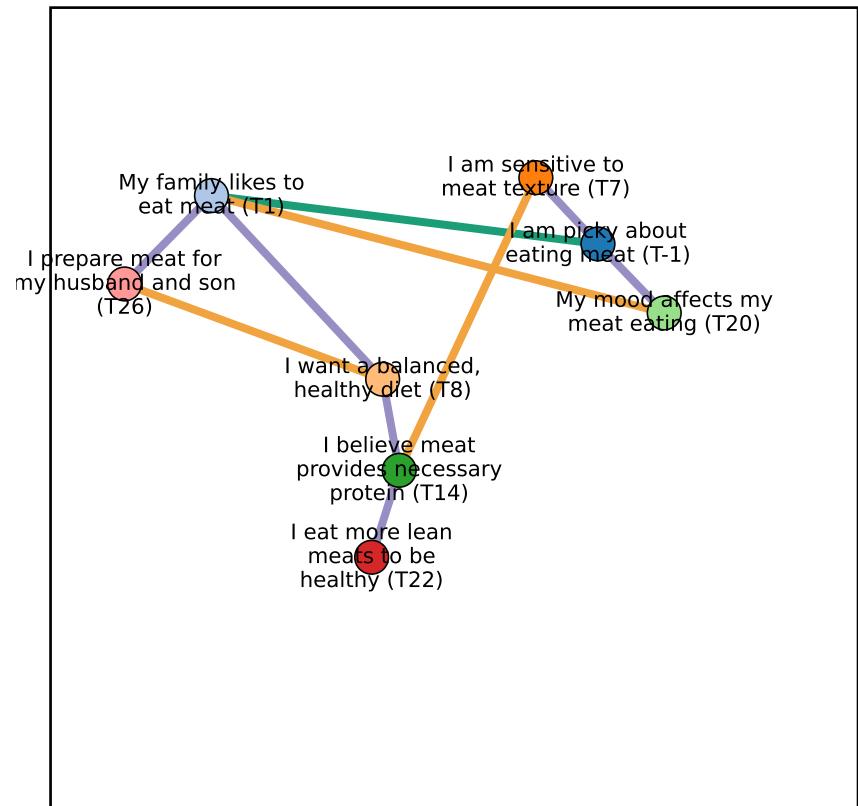
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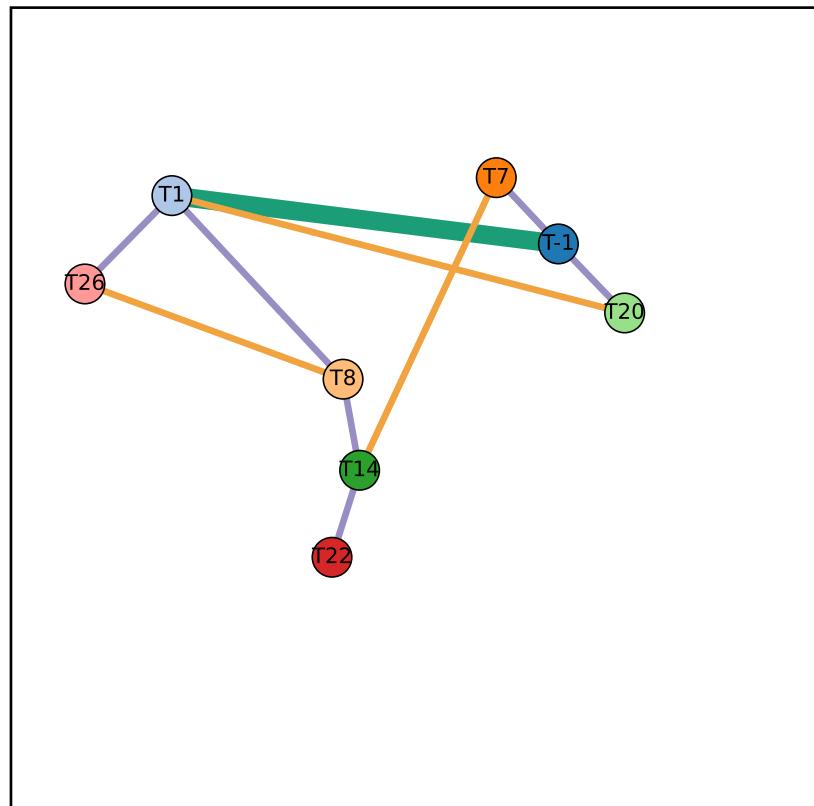
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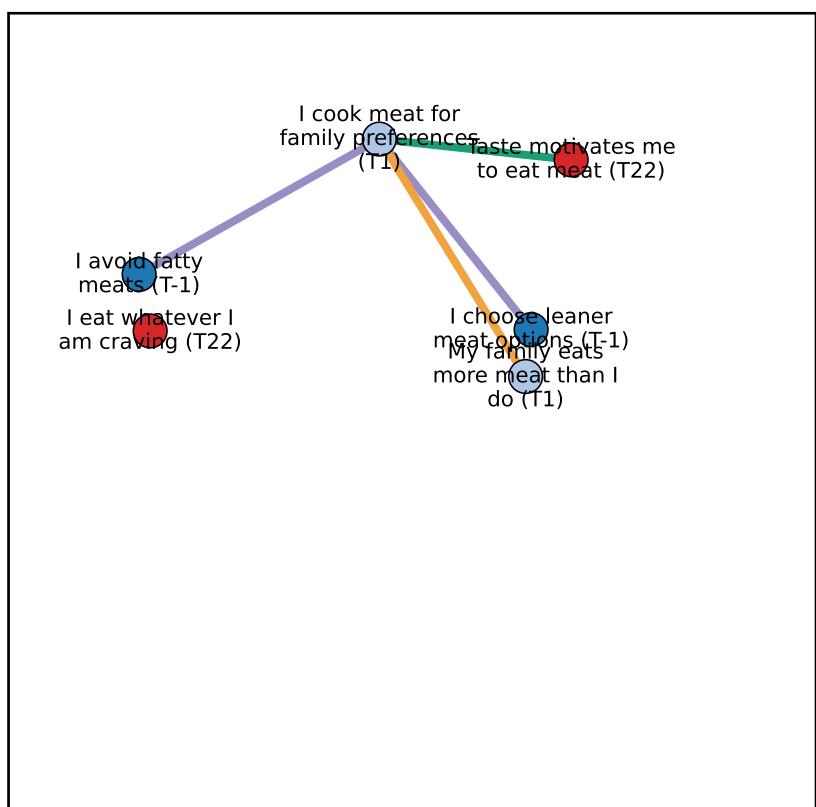
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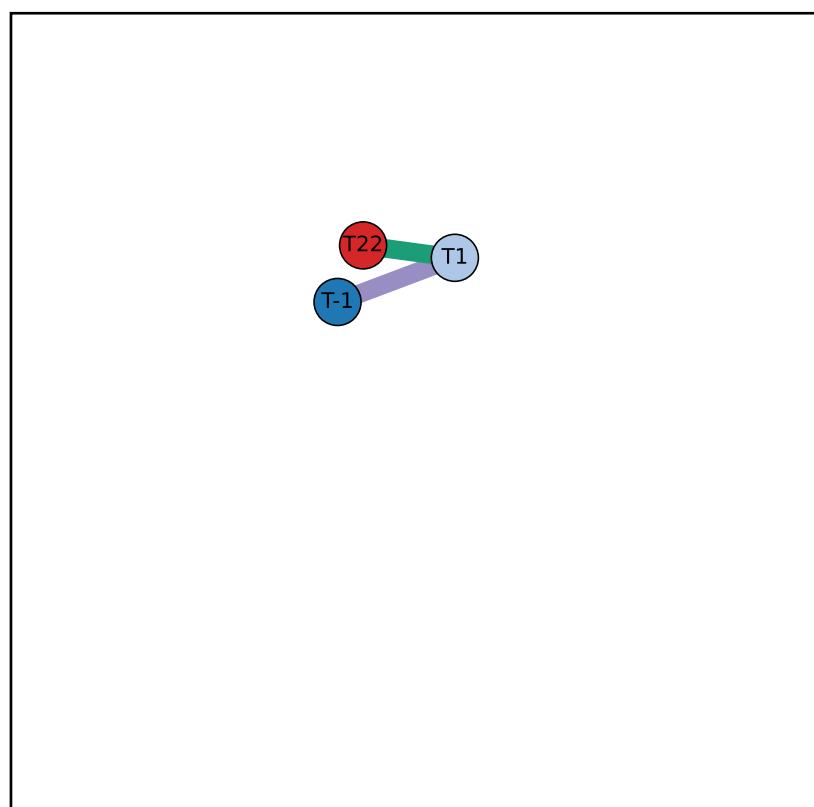
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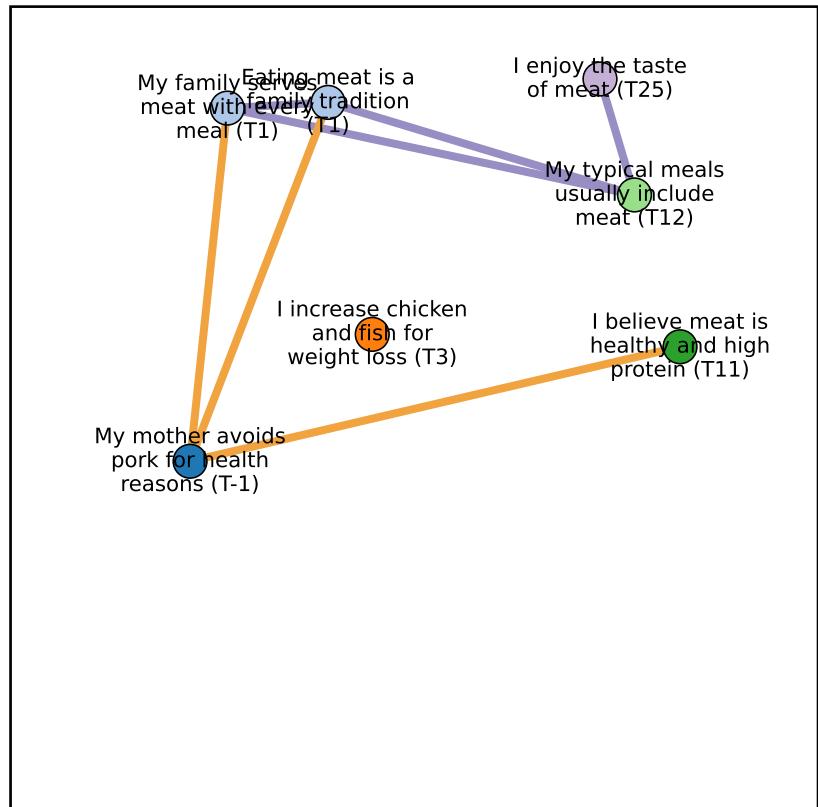
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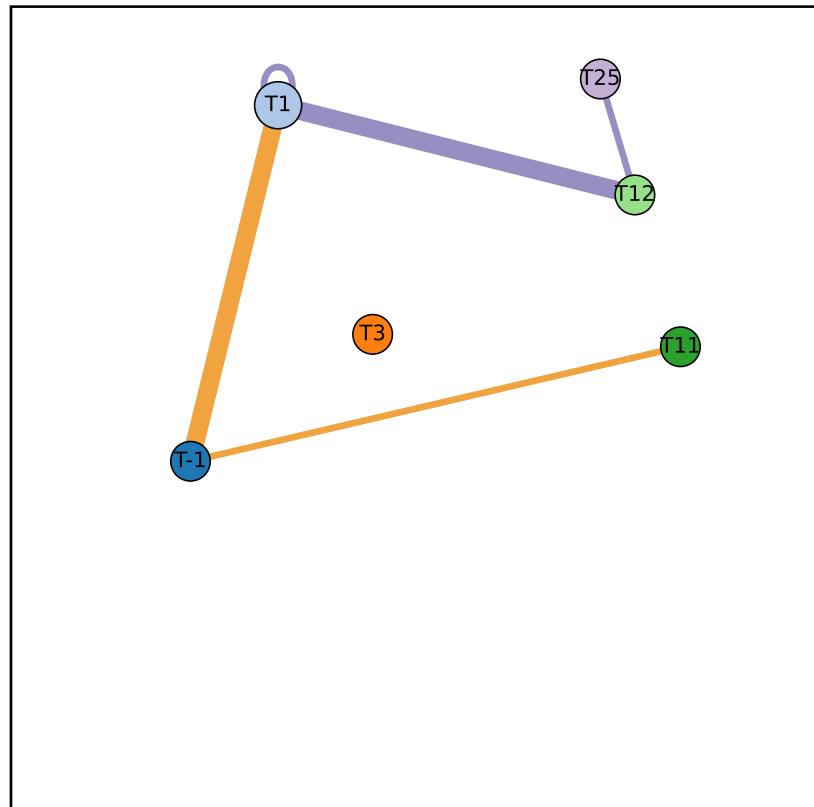
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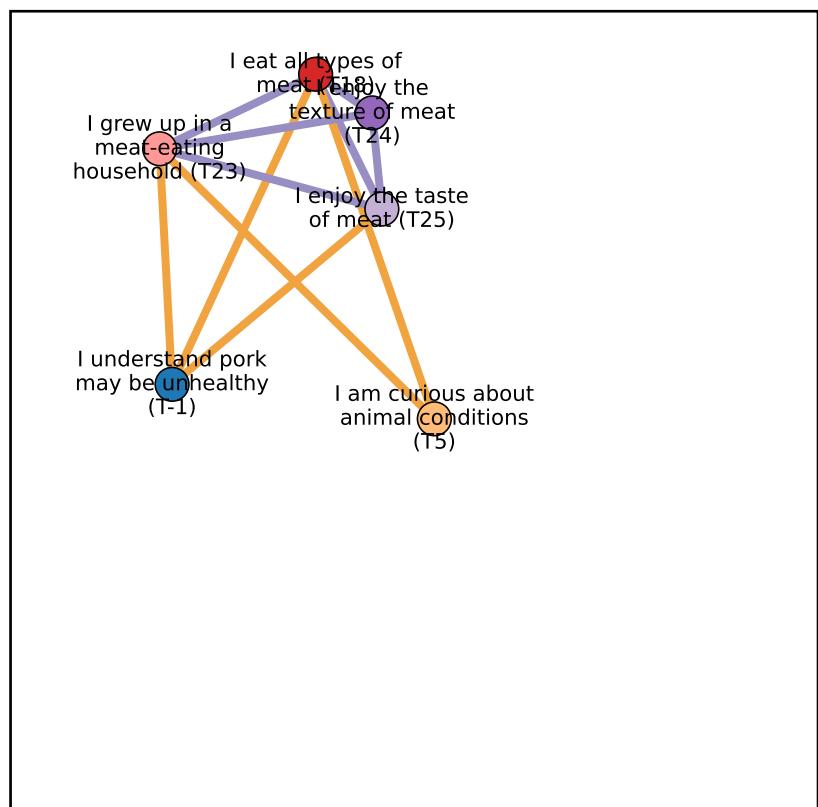
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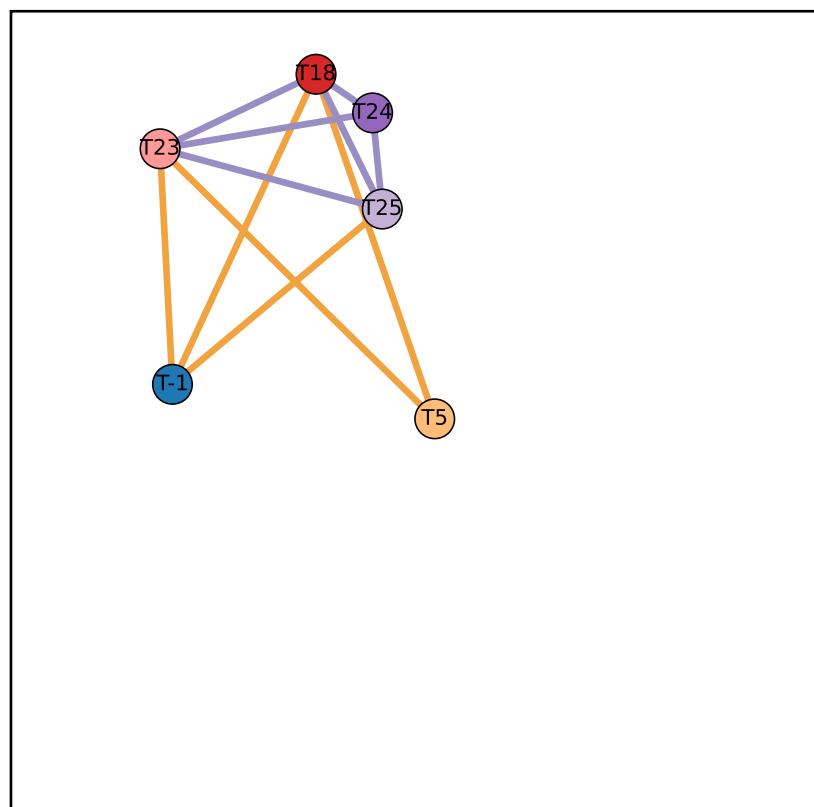
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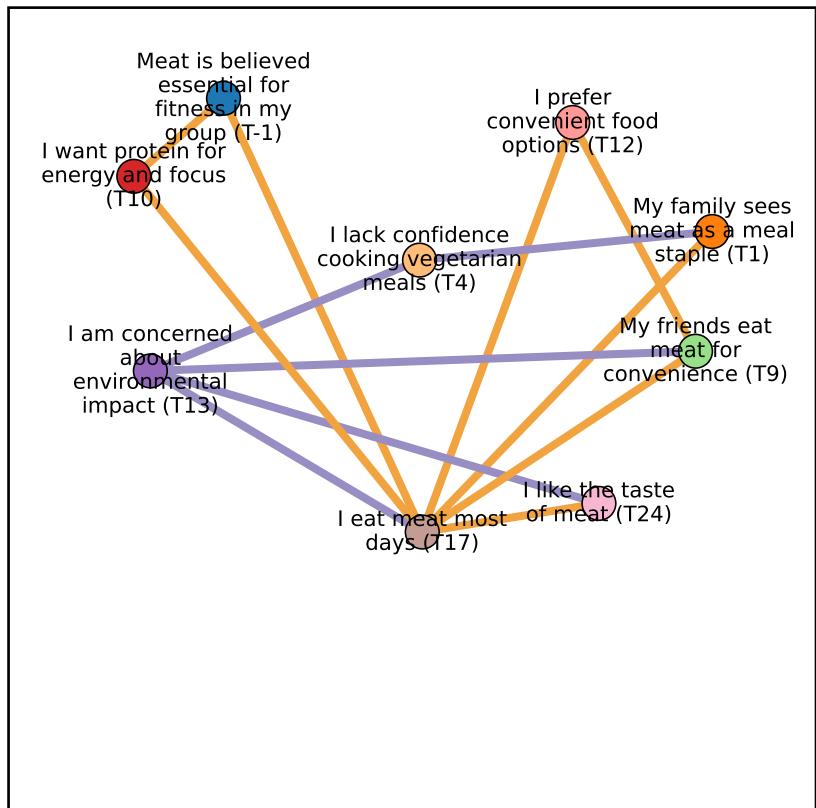
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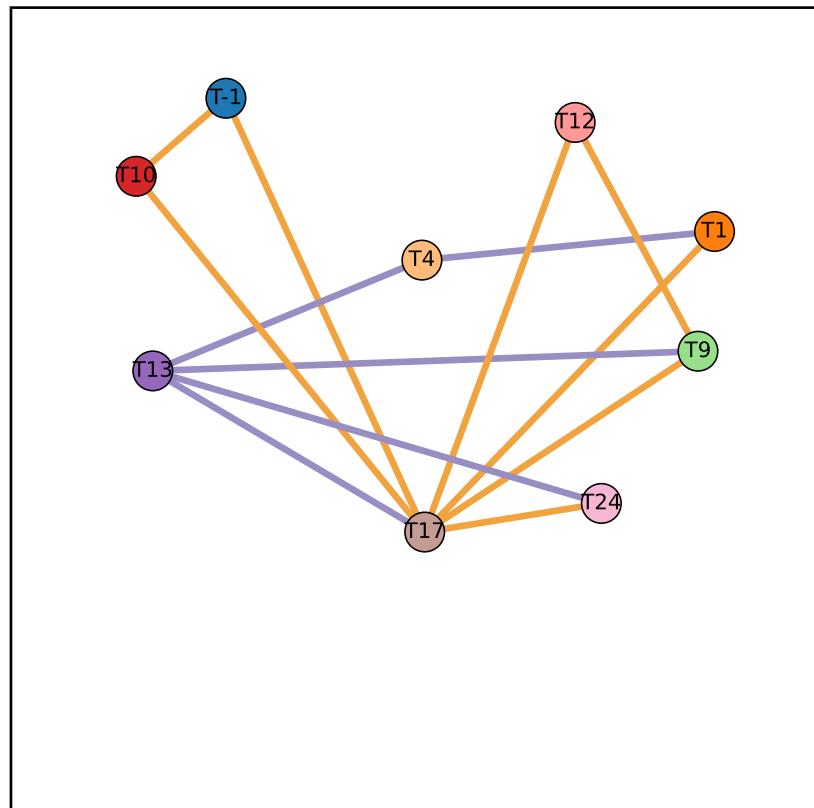
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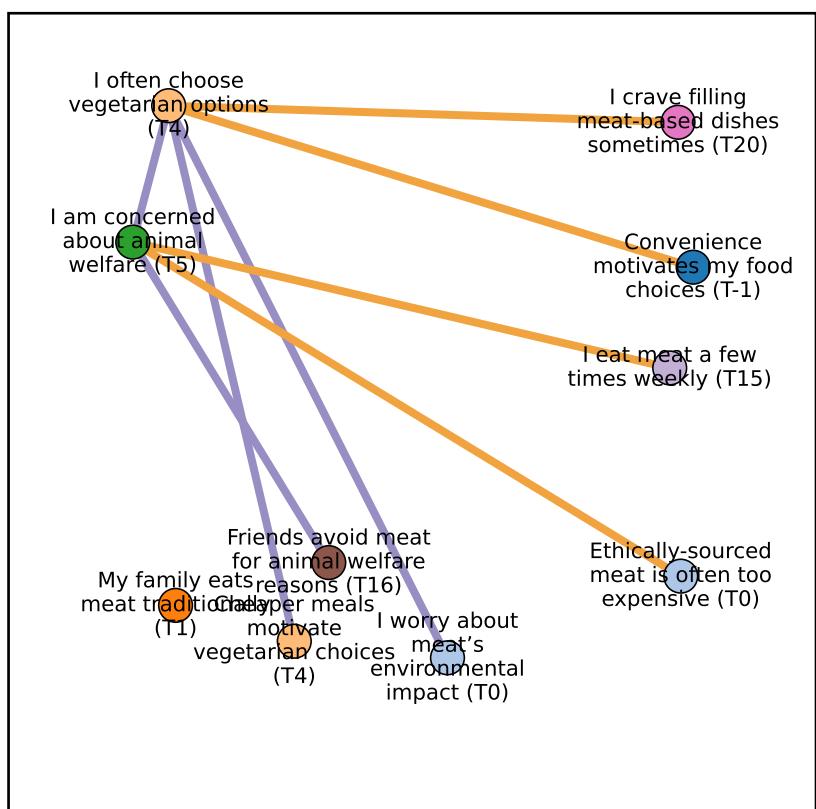
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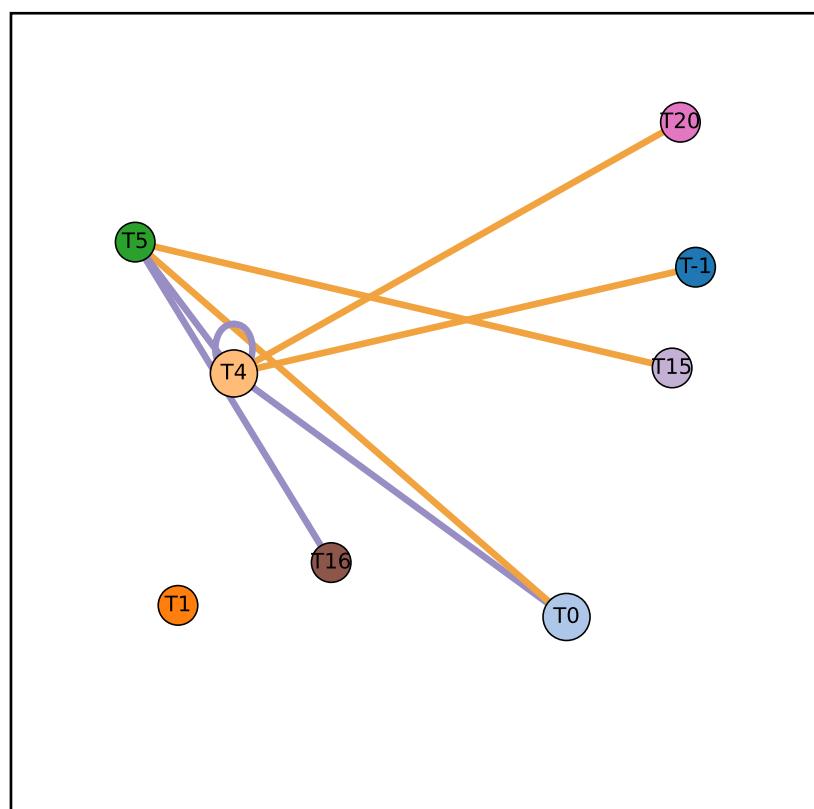
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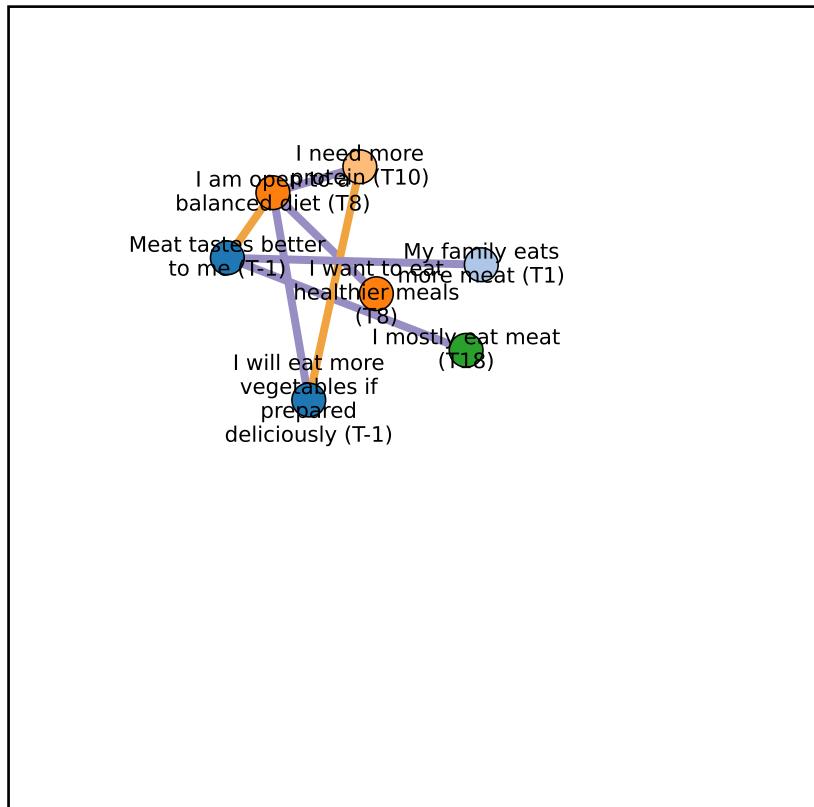
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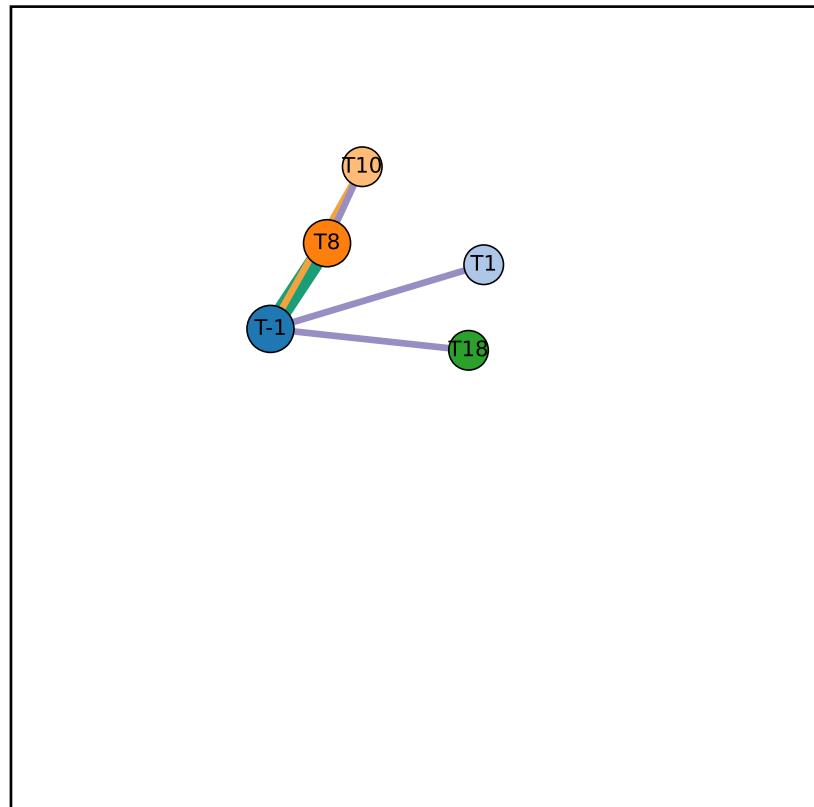
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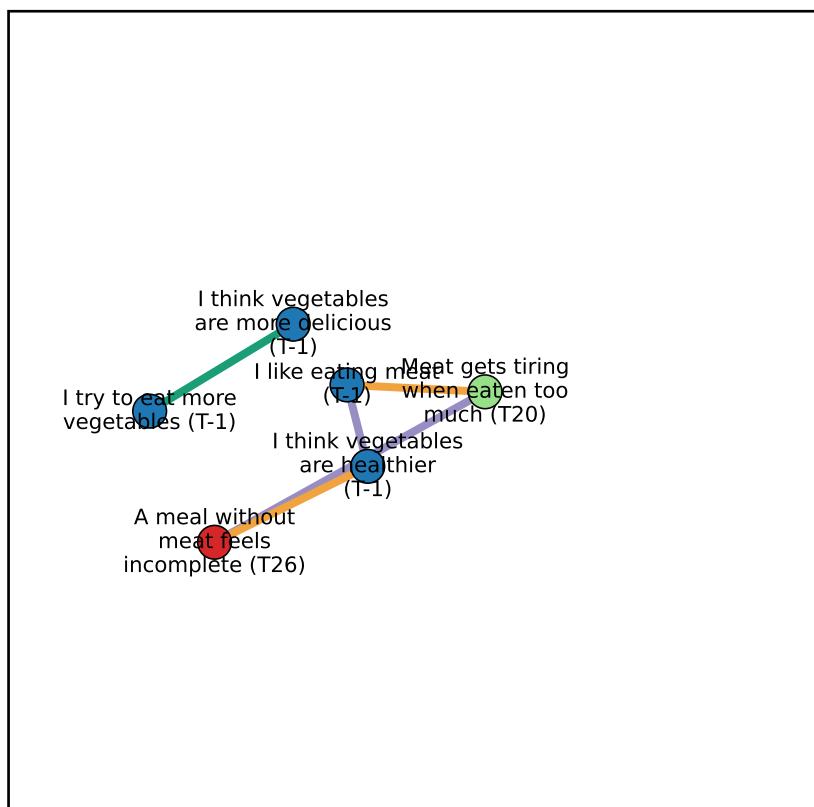
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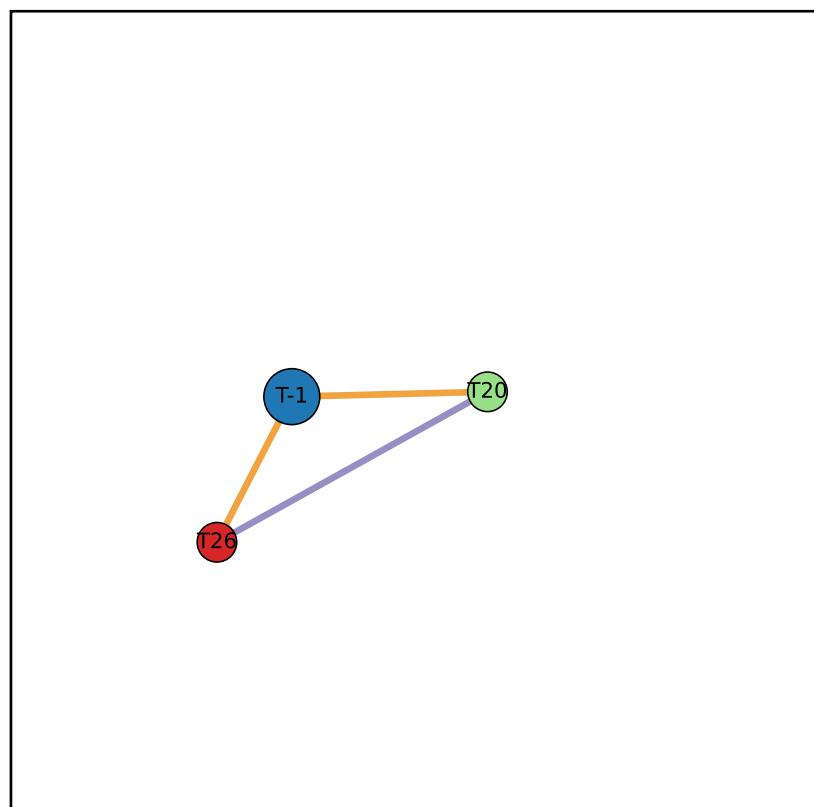
Wave 1 (topics)



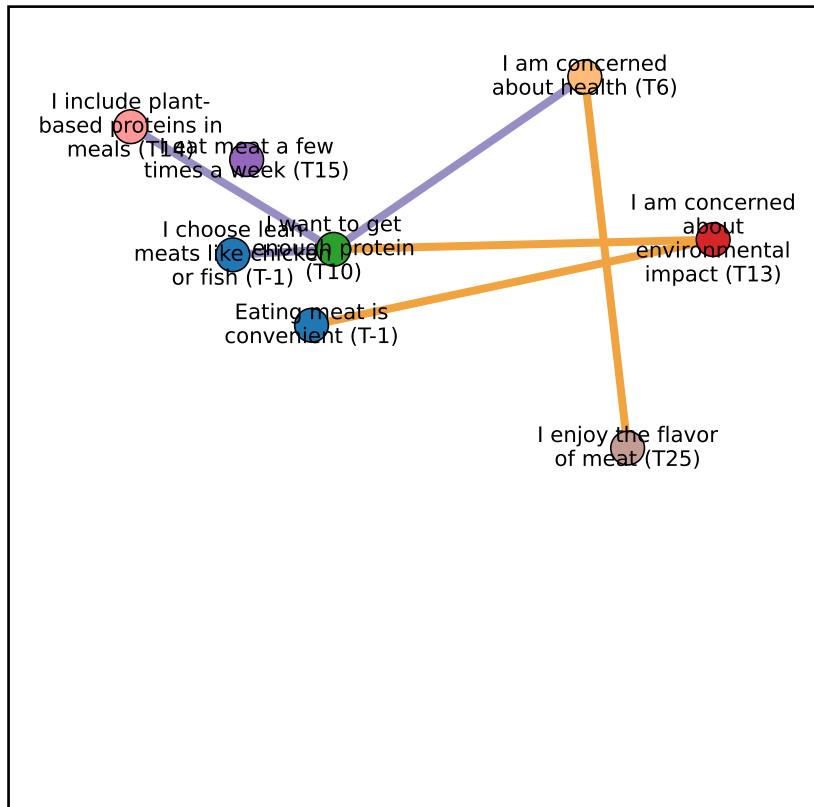
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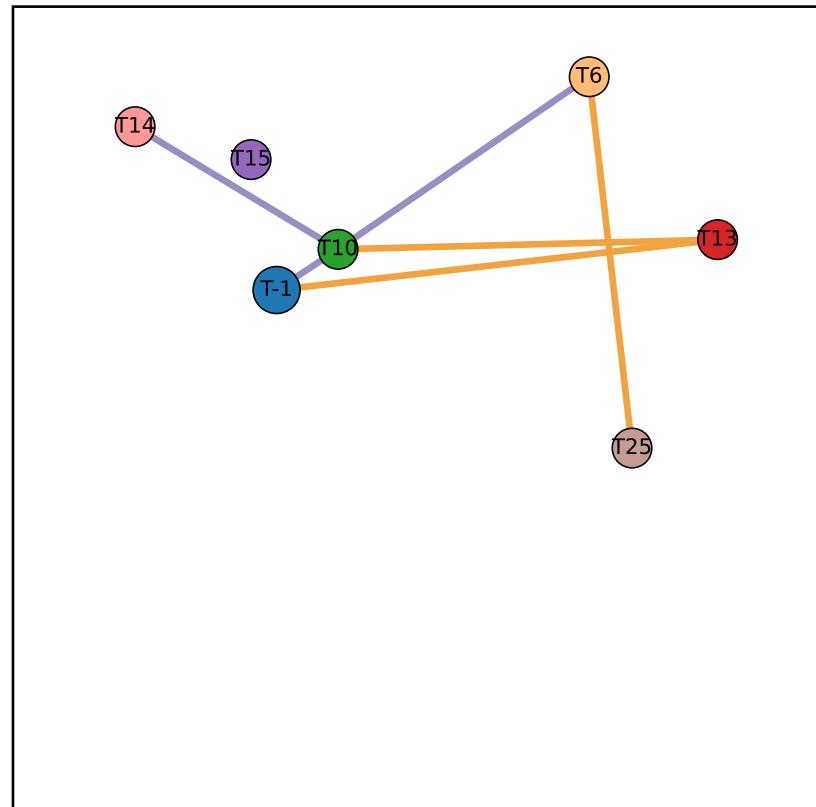
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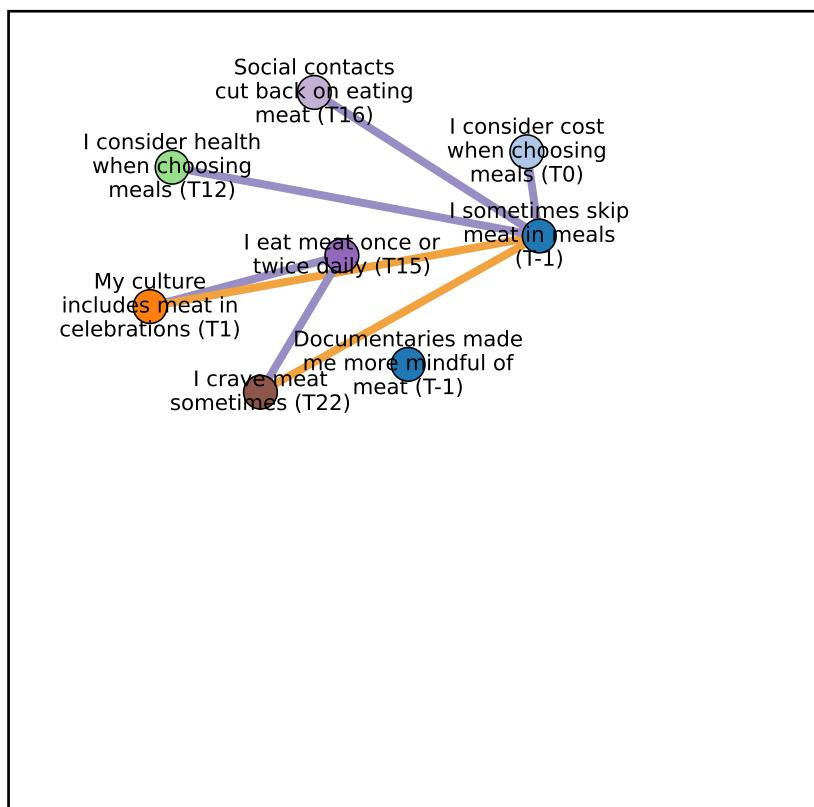
Wave 1 (stances)



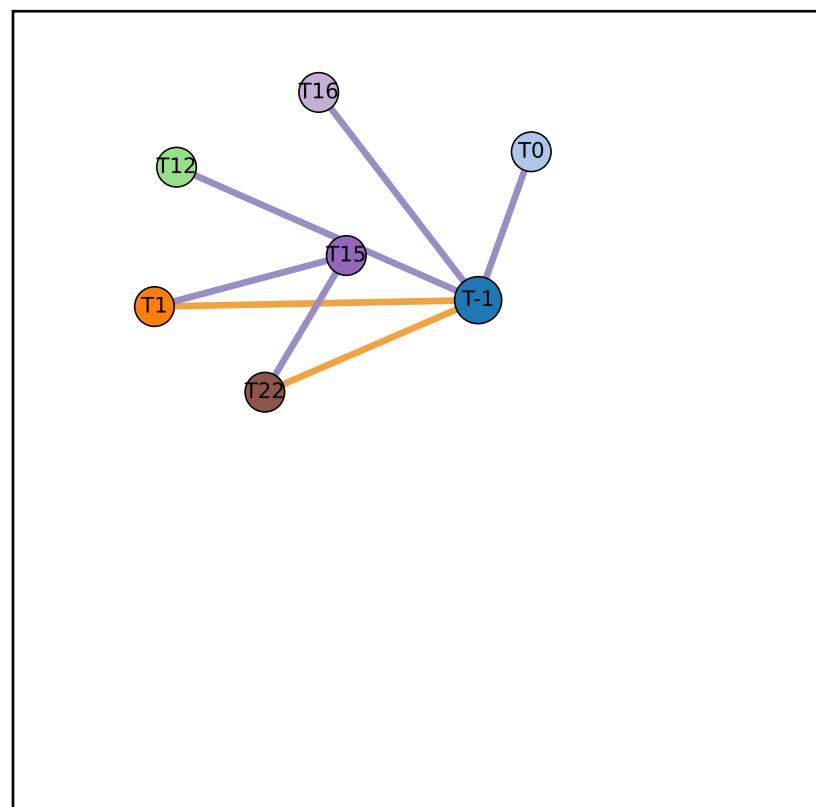
Wave 1 (topics)



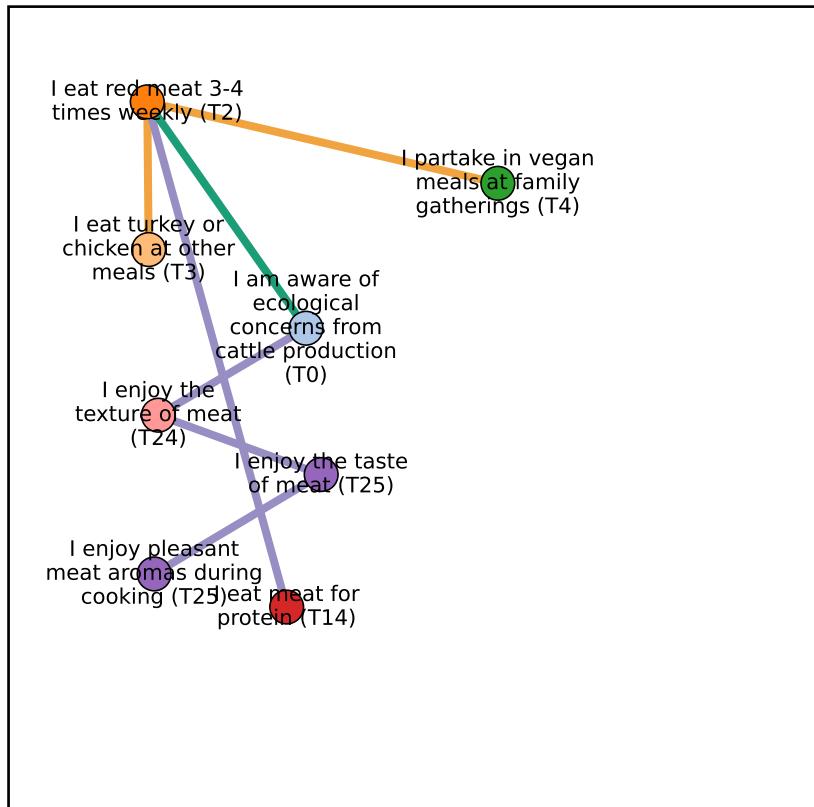
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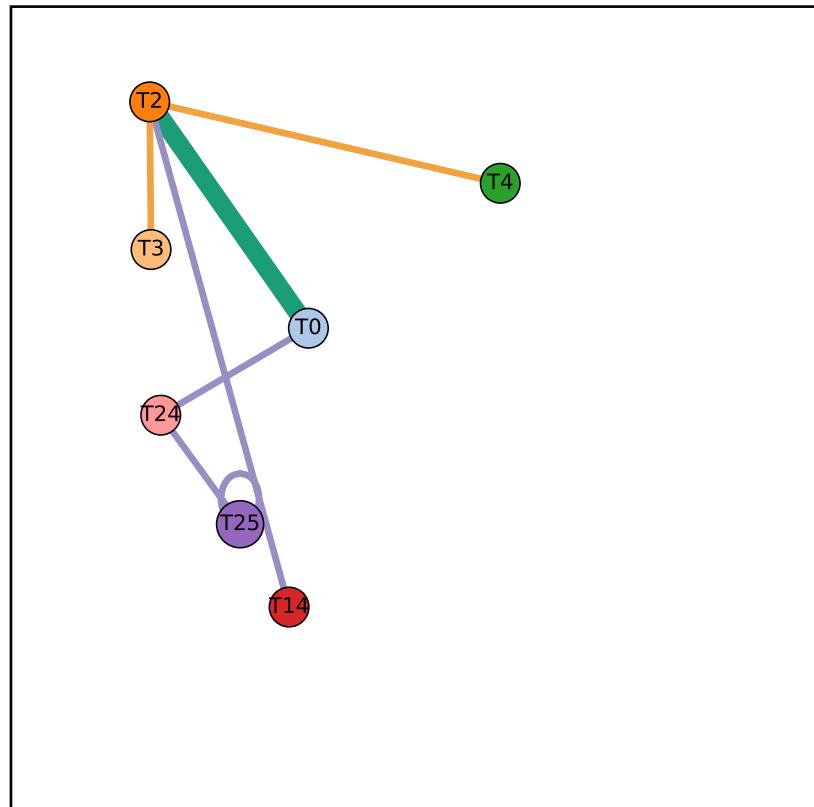
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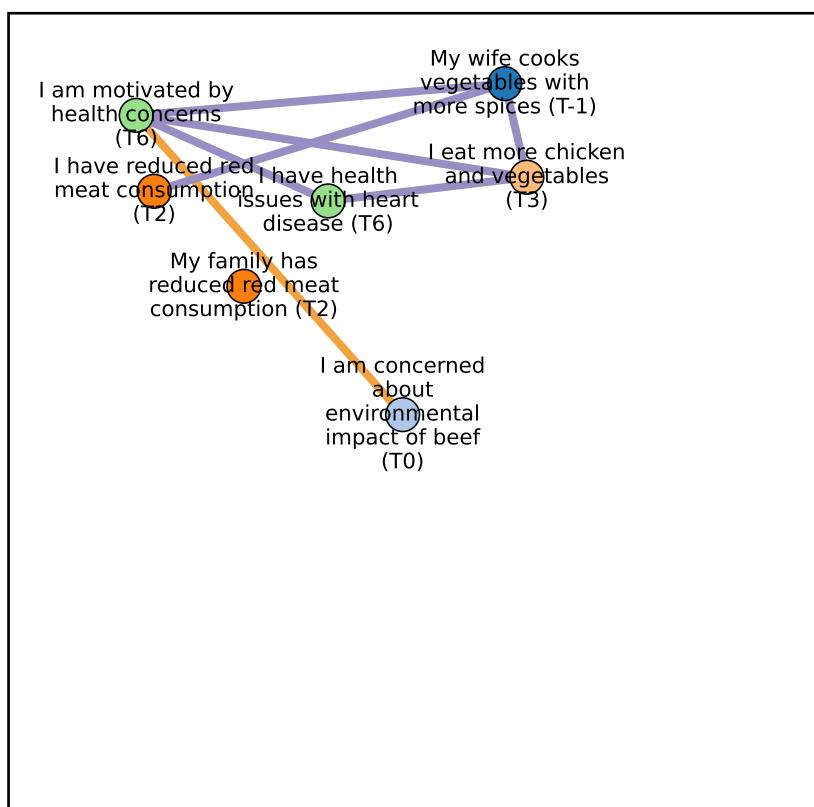
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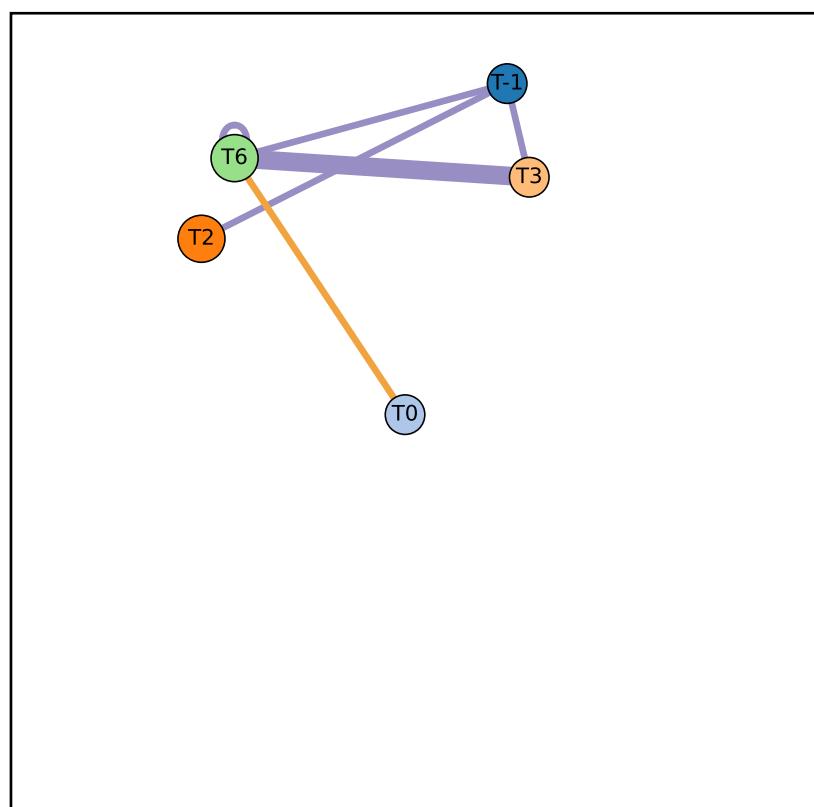
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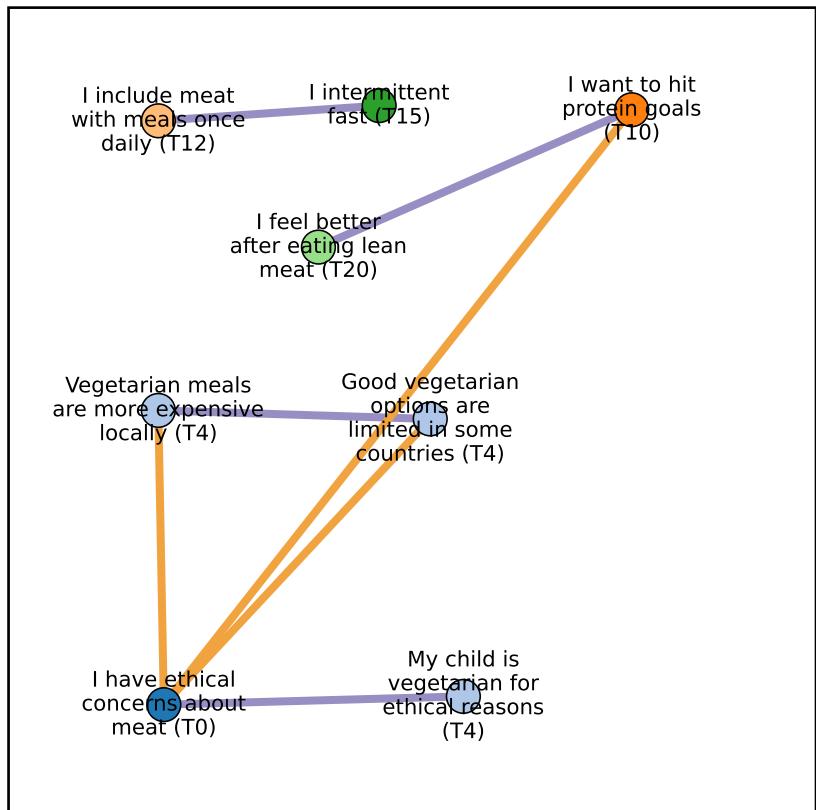
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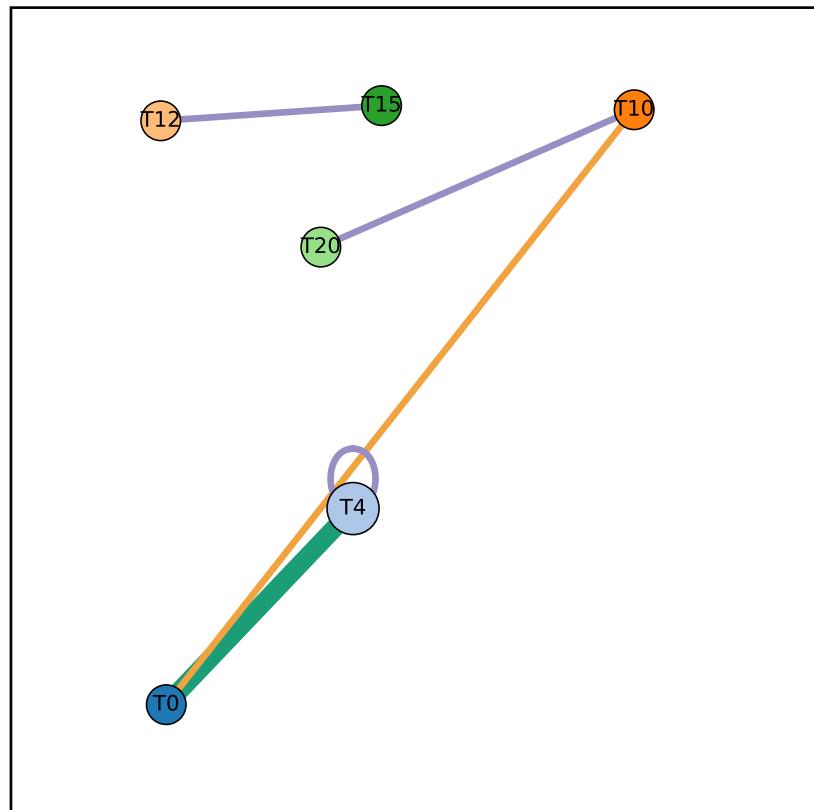
Wave 2 (topics)



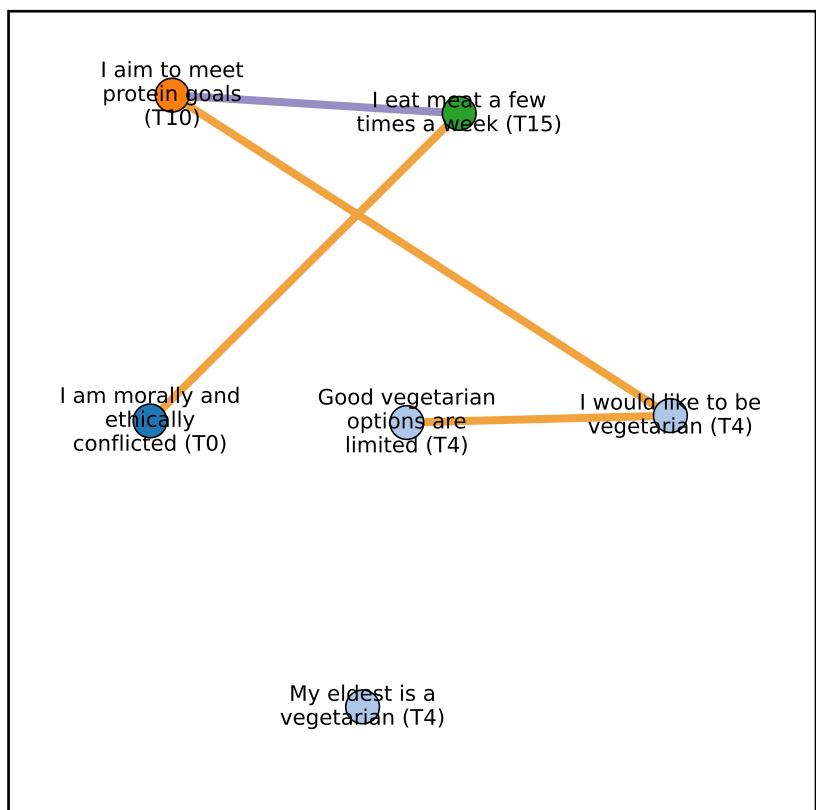
Wave 1 (stances)



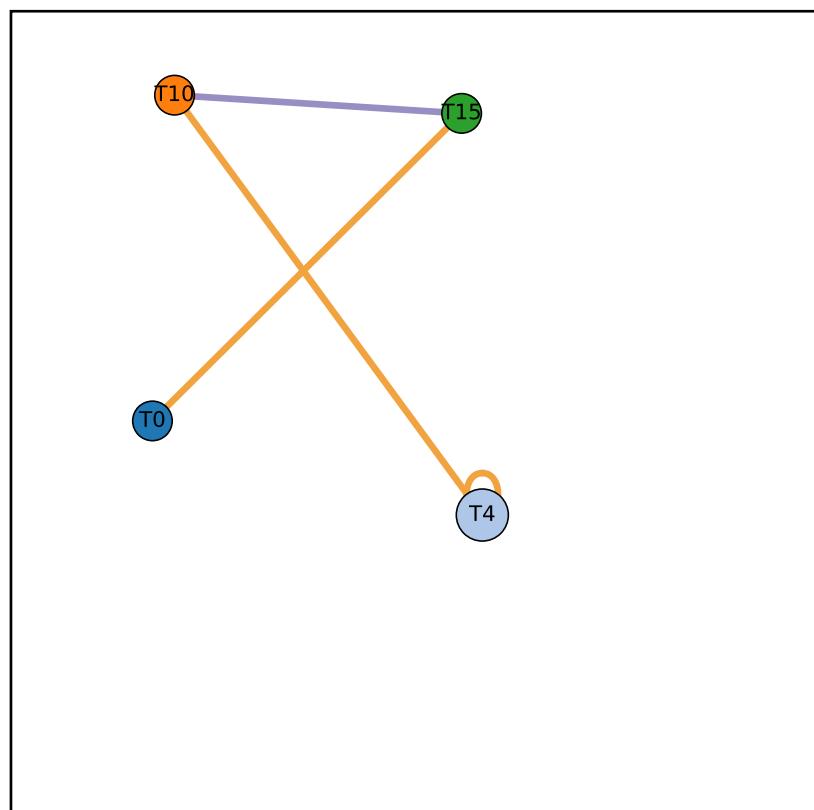
Wave 1 (topics)



Wave 2 (stances)



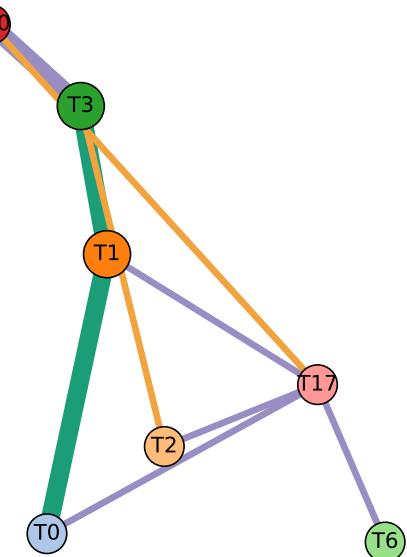
Wave 2 (topics)



Wave 1 (stances)

I want to get enough protein (T10)
I eat mostly ground beef and chicken (T3)
I sometimes switch to ground turkey (T3)
I have a large family (T1)
I want to keep my family full (T1)
People avoid red meat for health reasons (T2)
I have meat-free nights (T17)
Meat is very expensive (T0)
I want to save money (T6)

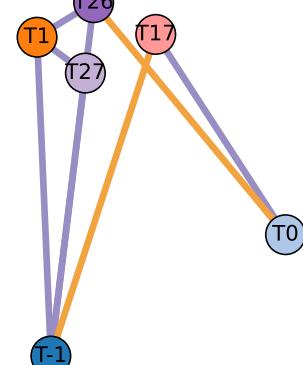
Wave 1 (topics)



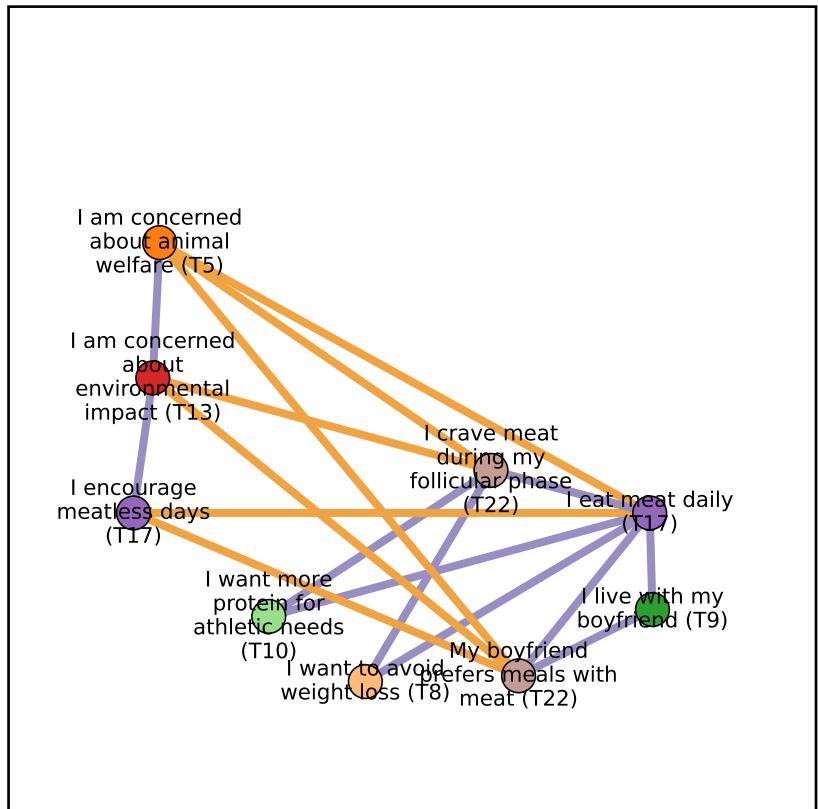
Wave 2 (stances)

I prepare meat for my family most
Meat will not taste having family (T21)
I don't have meat-free nights (T1)
Most people around me eat meat daily (T27)
Meat is expensive at every meal (T0)
I think we are meant to eat meat (T1)

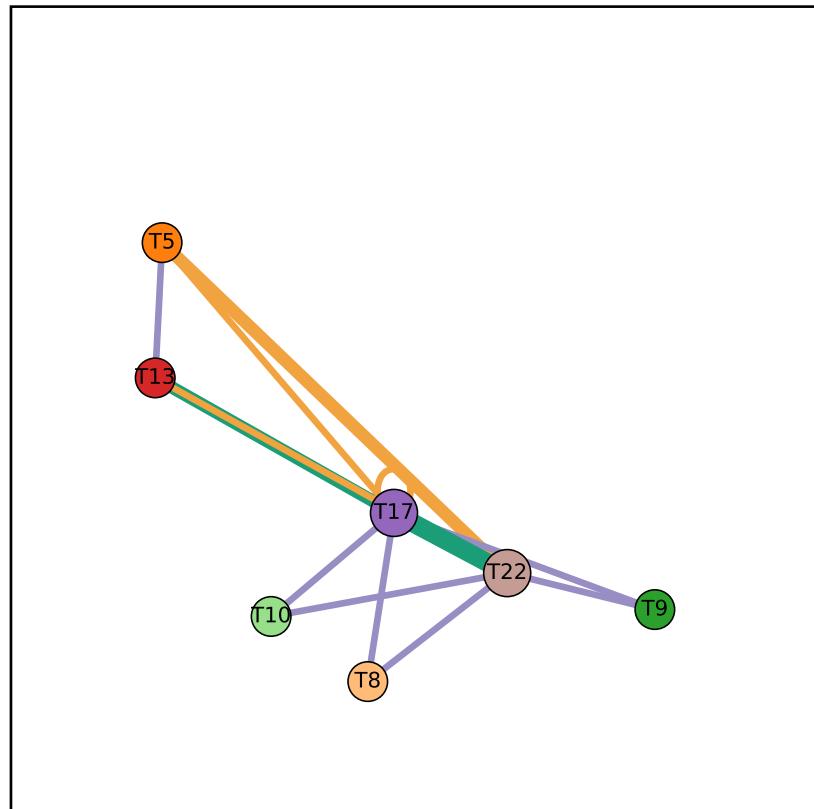
Wave 2 (topics)



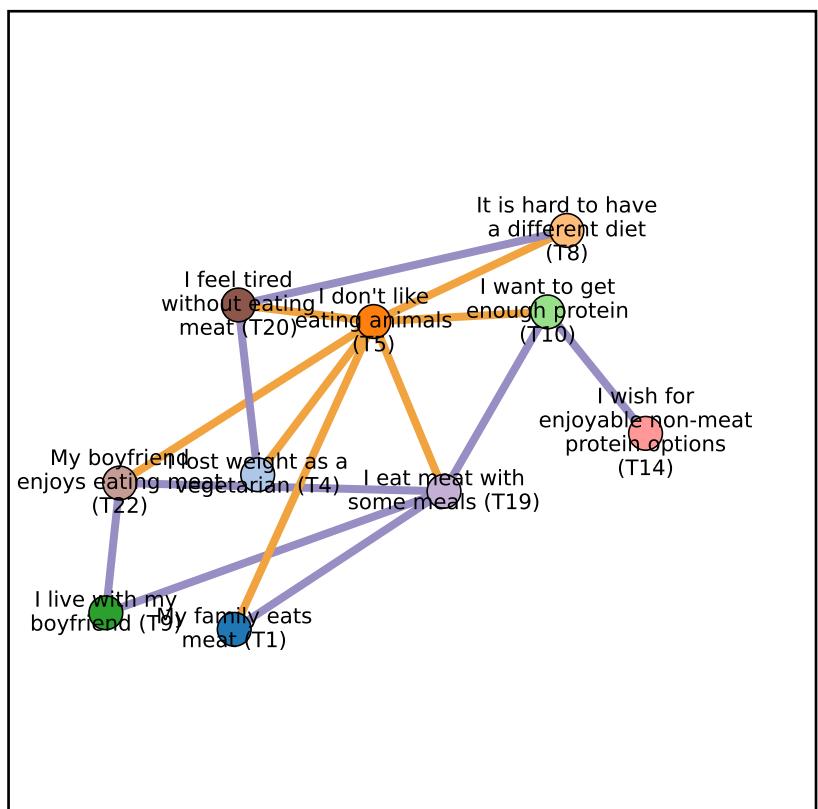
Wave 1 (stances)



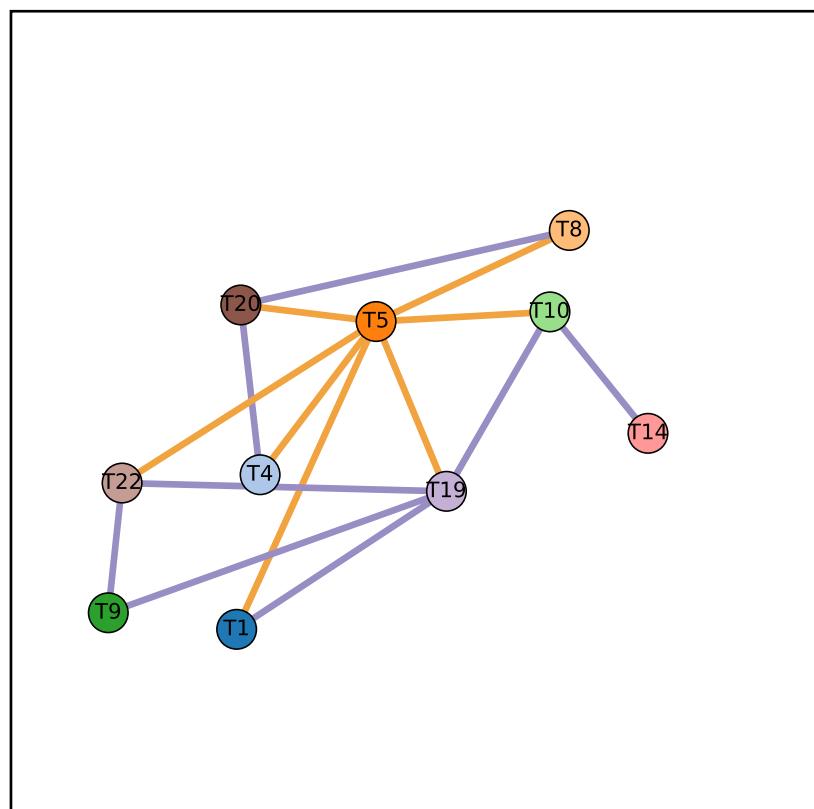
Wave 1 (topics)



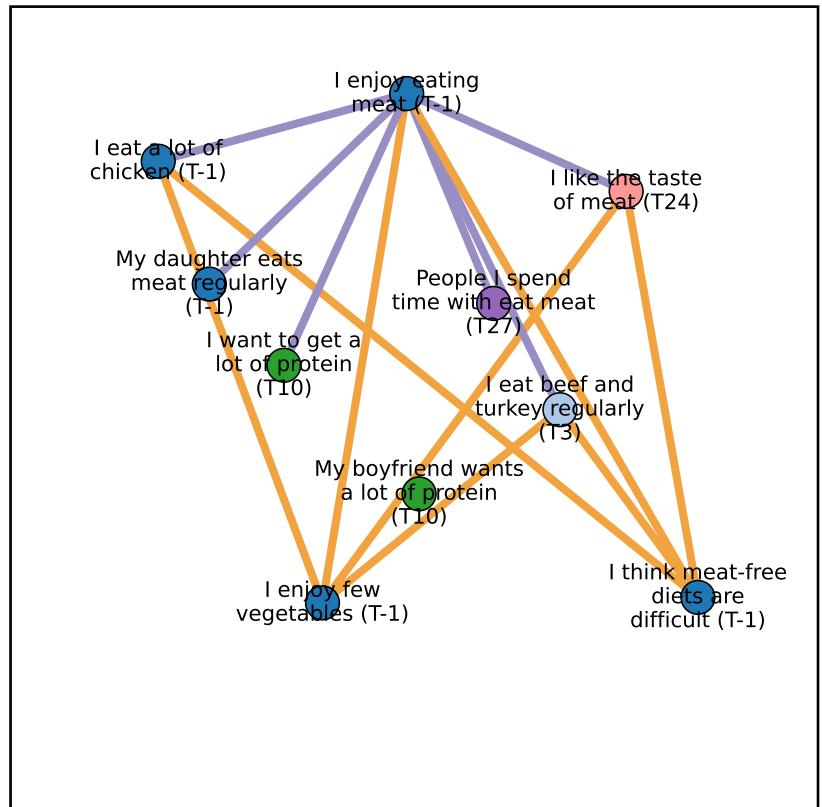
Wave 2 (stances)



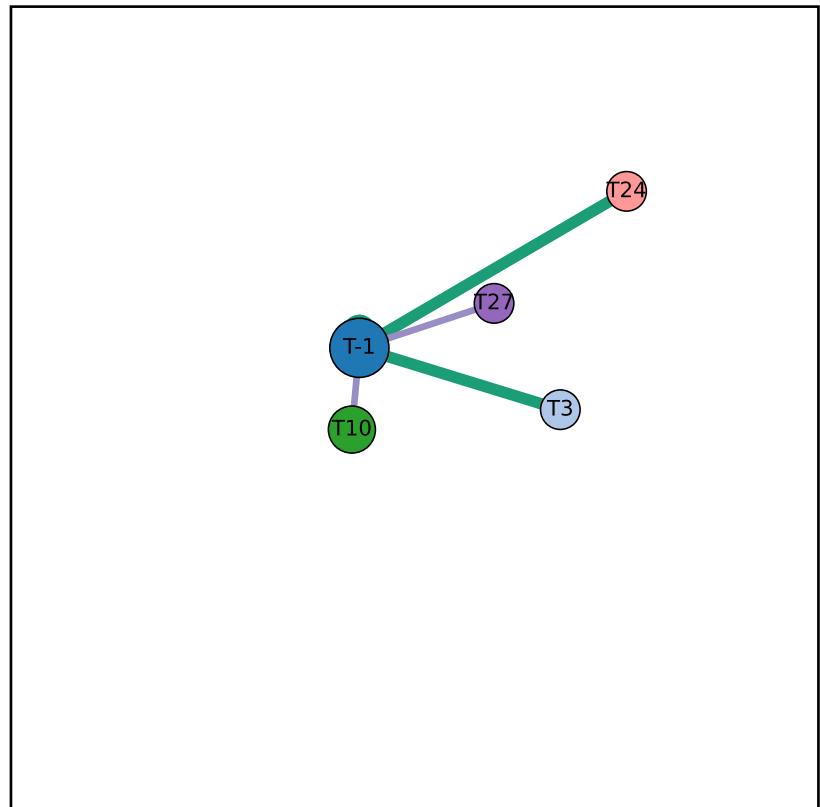
Wave 2 (topics)



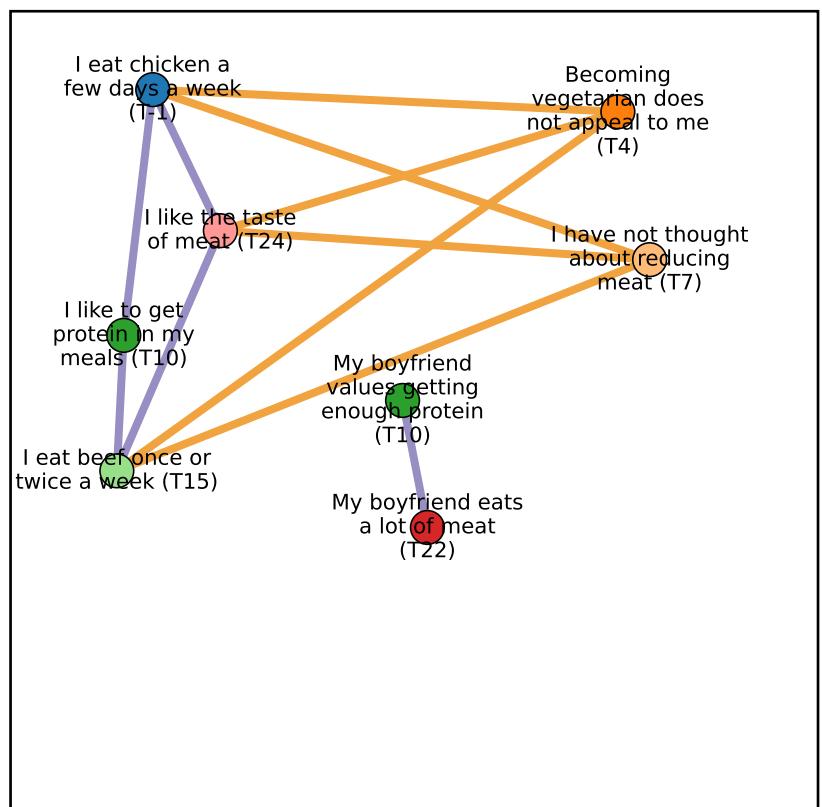
Wave 1 (stances)



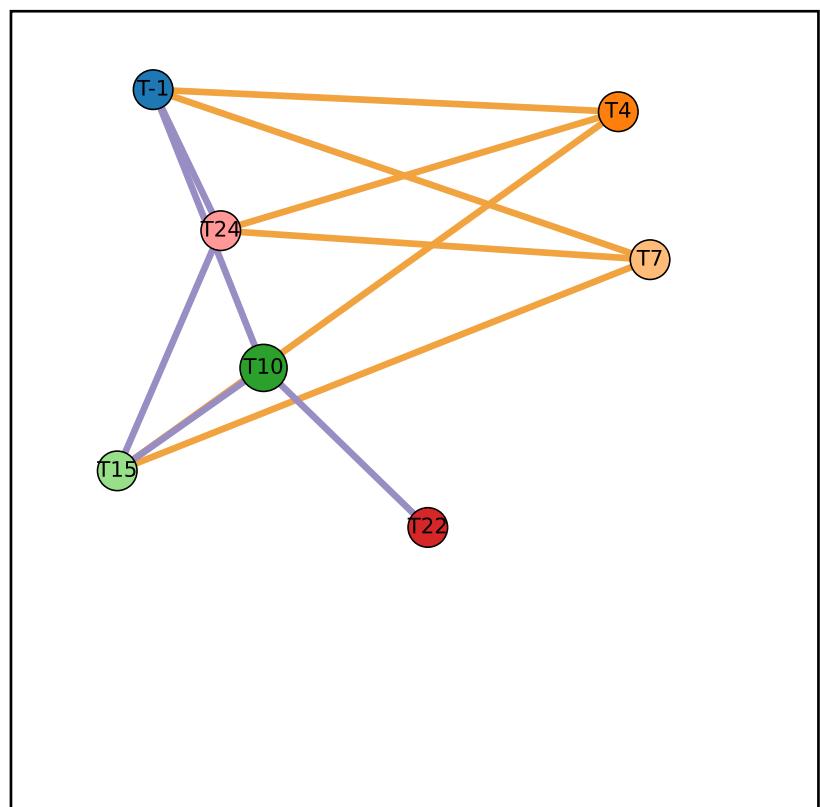
Wave 1 (topics)



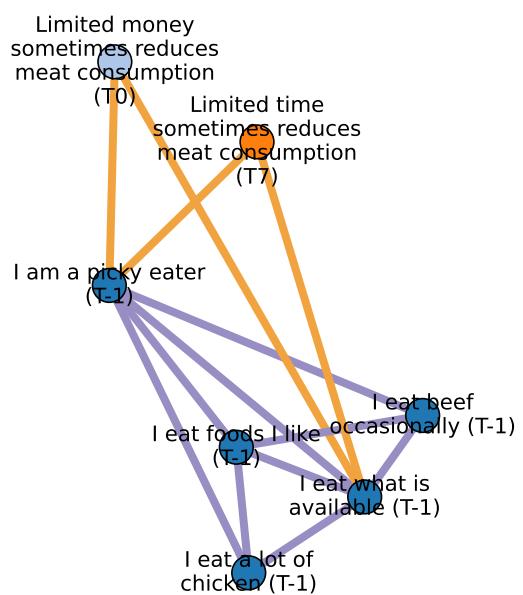
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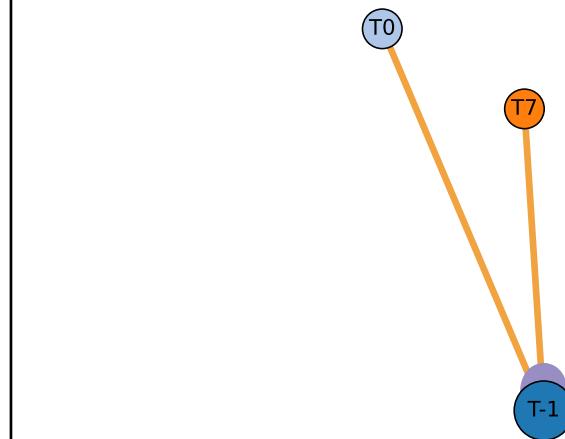
Wave 2 (topics)



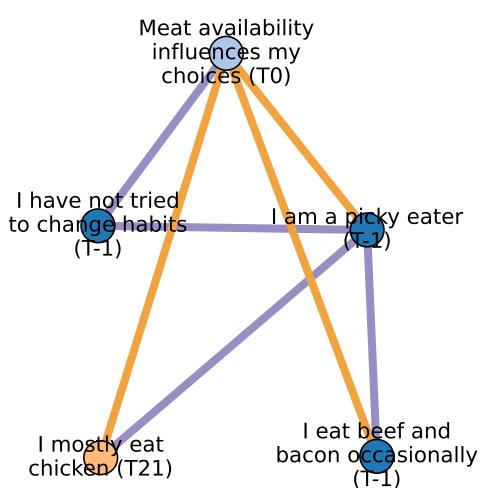
Wave 1 (stances)



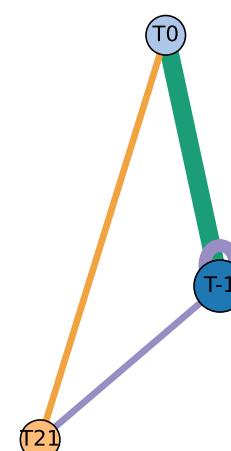
Wave 1 (topics)



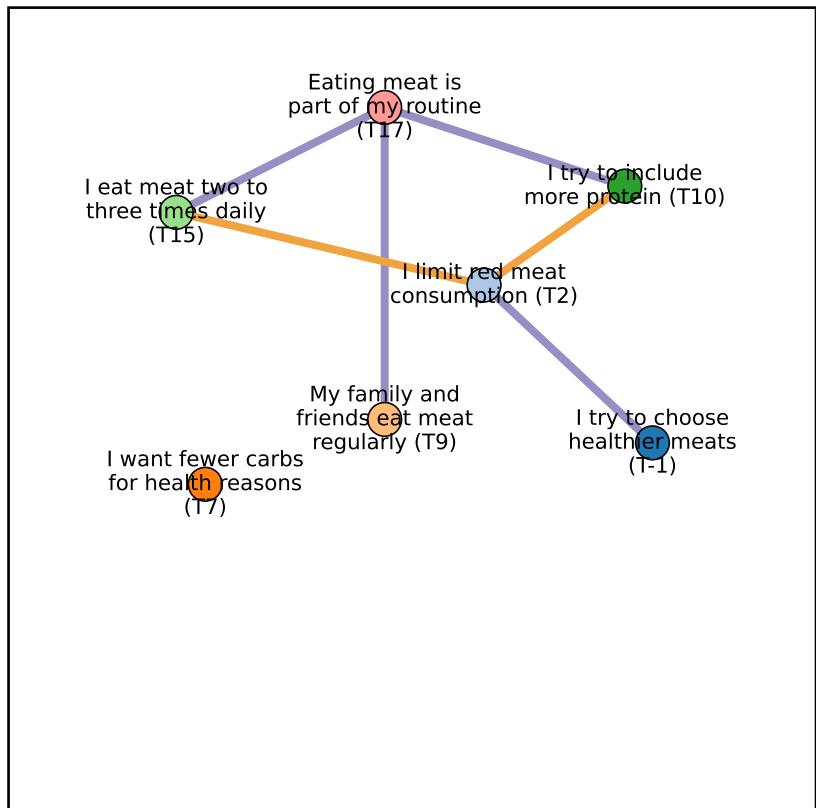
Wave 2 (stances)



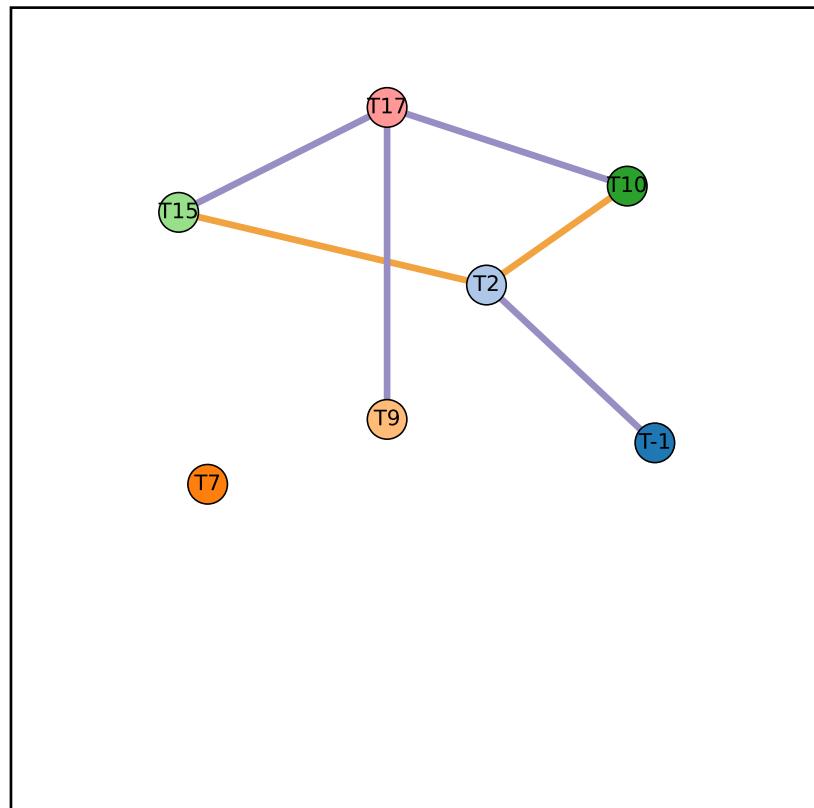
Wave 2 (topics)



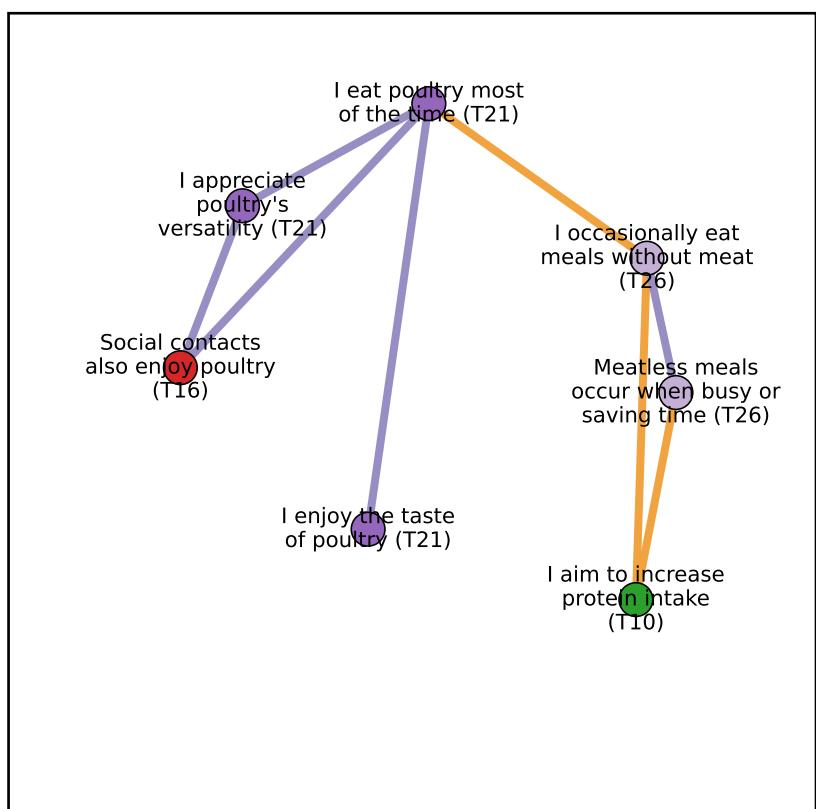
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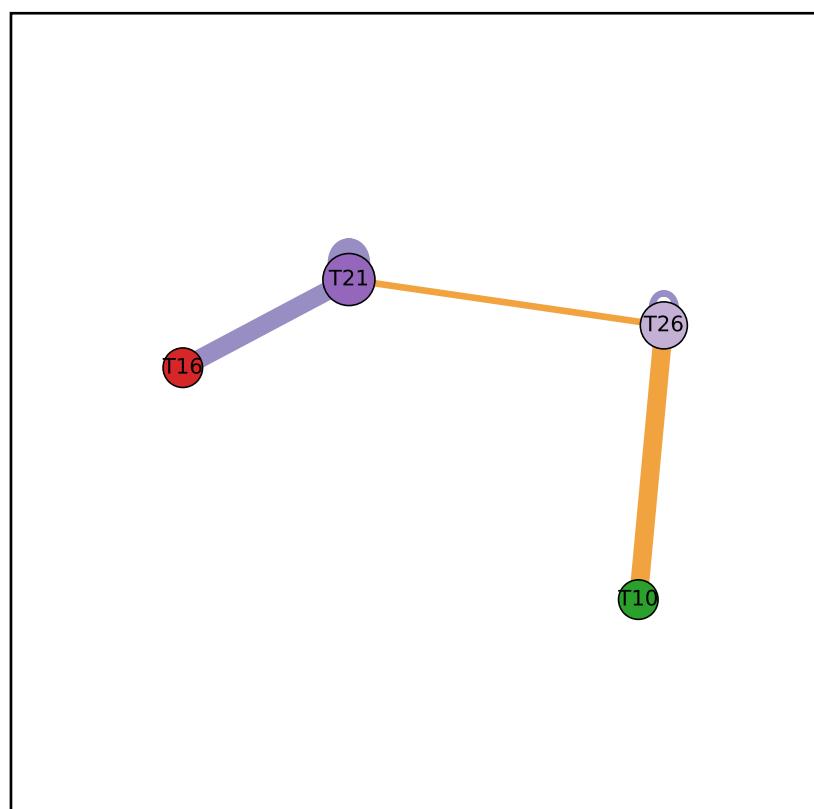
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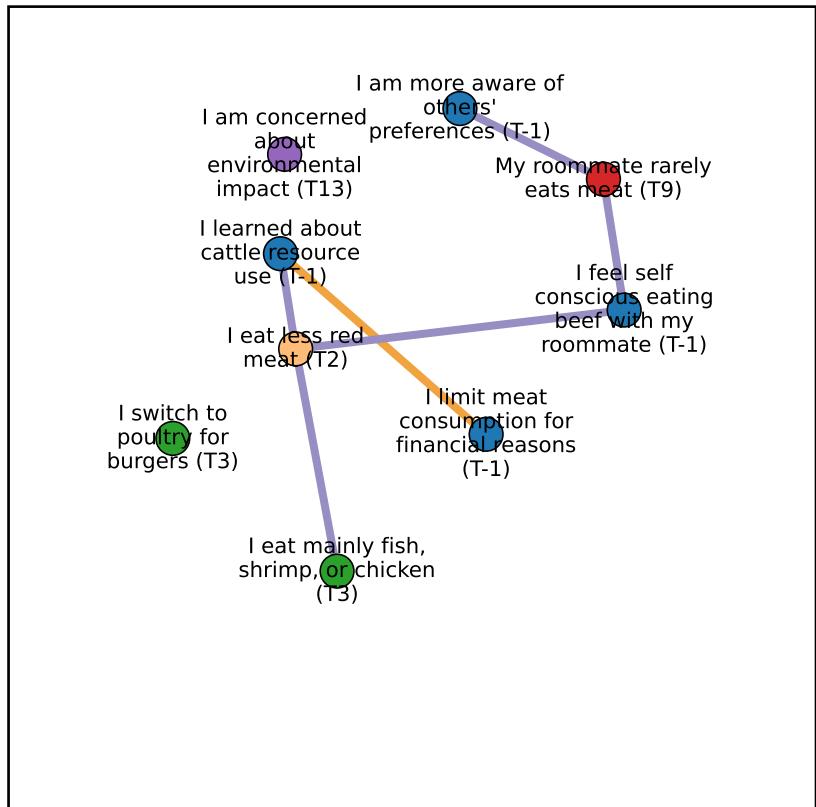
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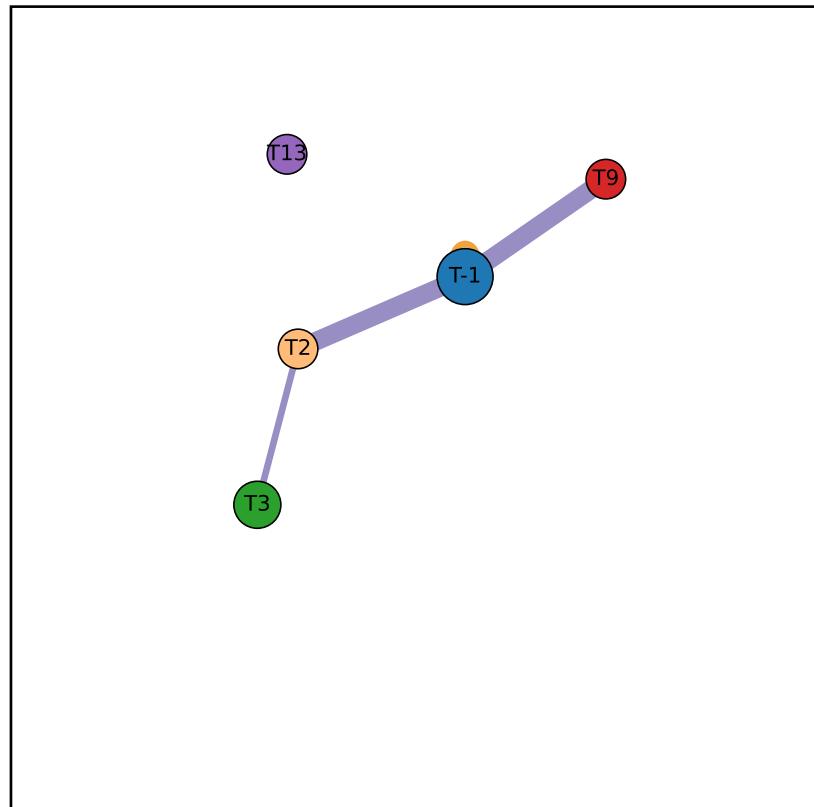
Wave 2 (topics)



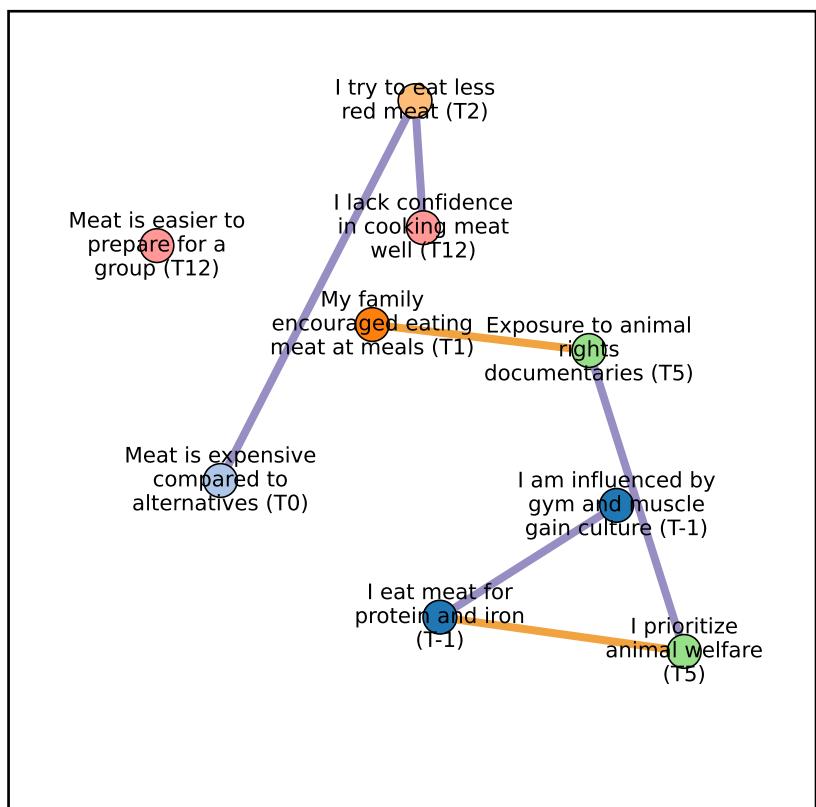
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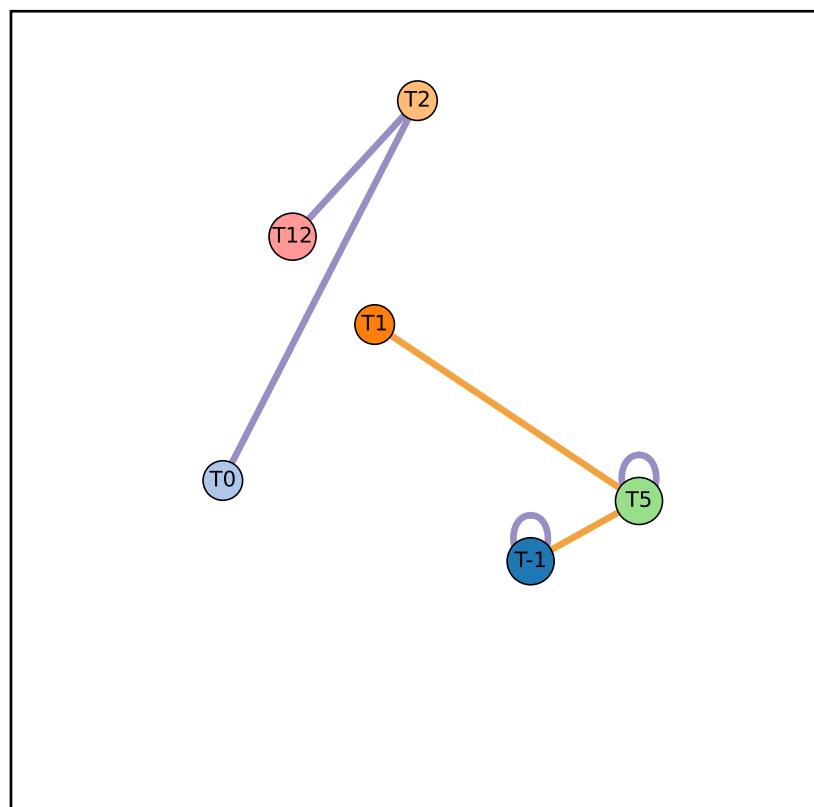
Wave 1 (topics)



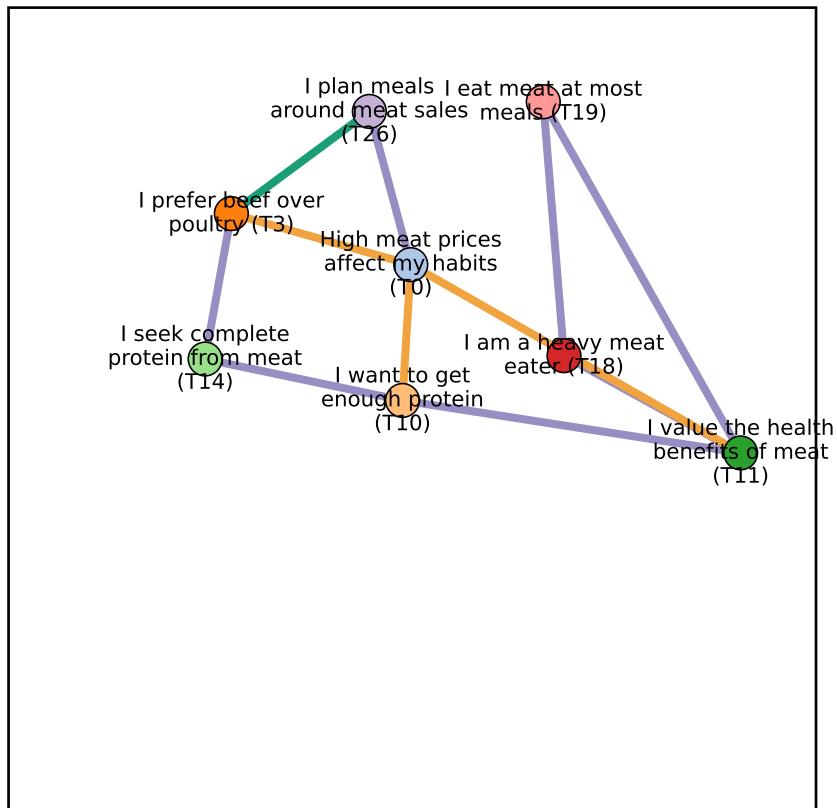
Wave 2 (stances)



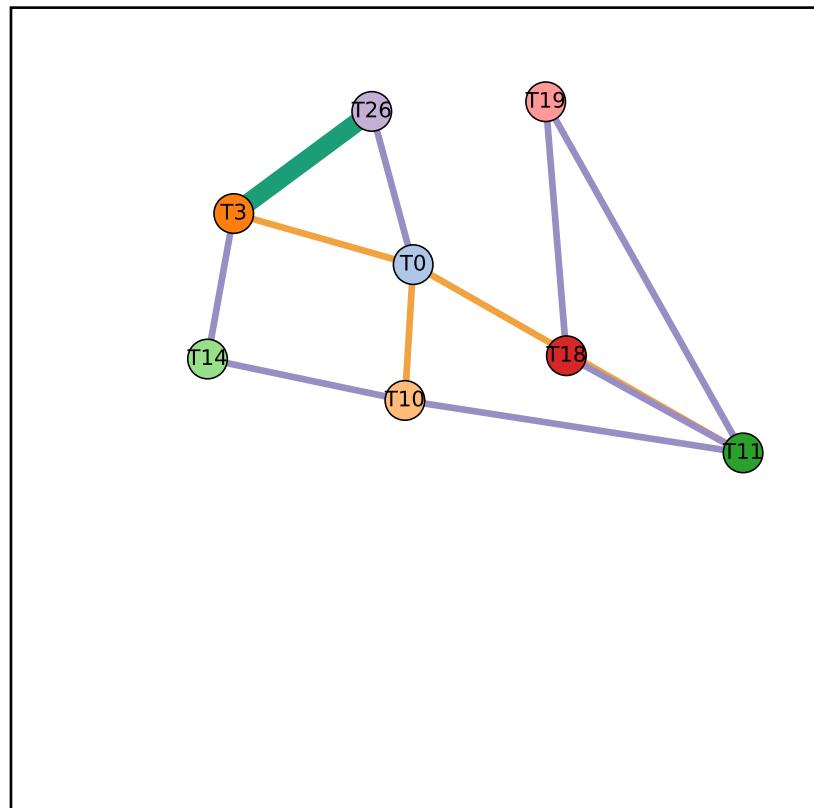
Wave 2 (topics)



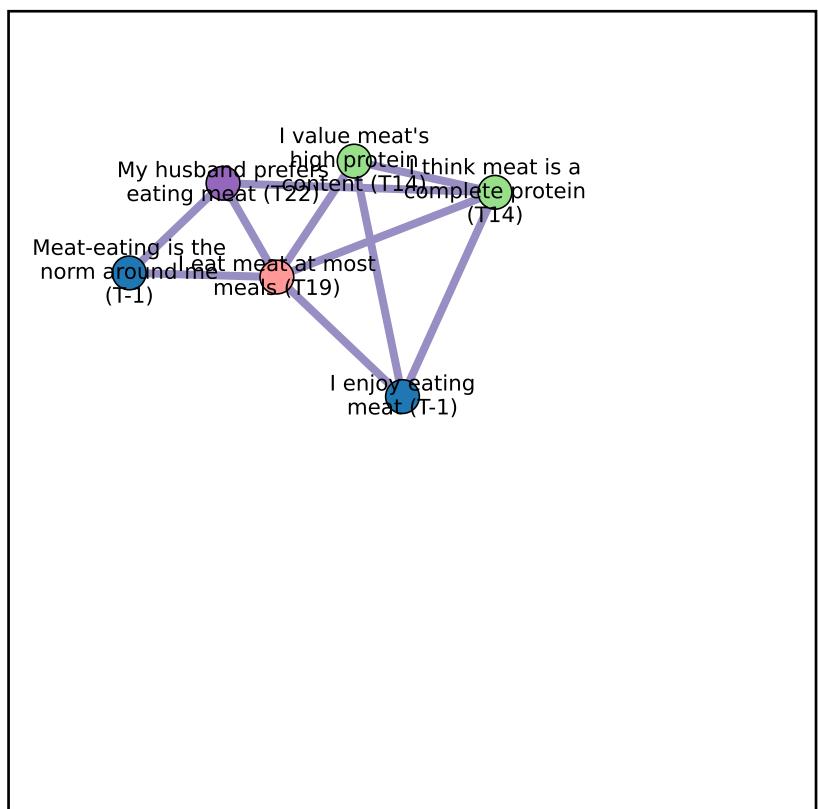
Wave 1 (stances)



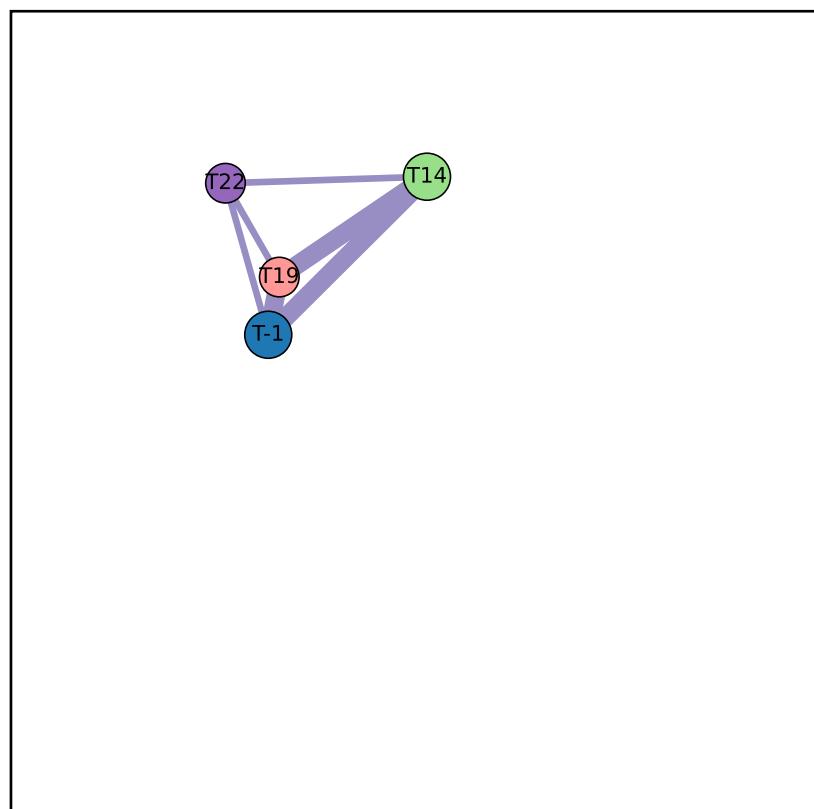
Wave 1 (topics)



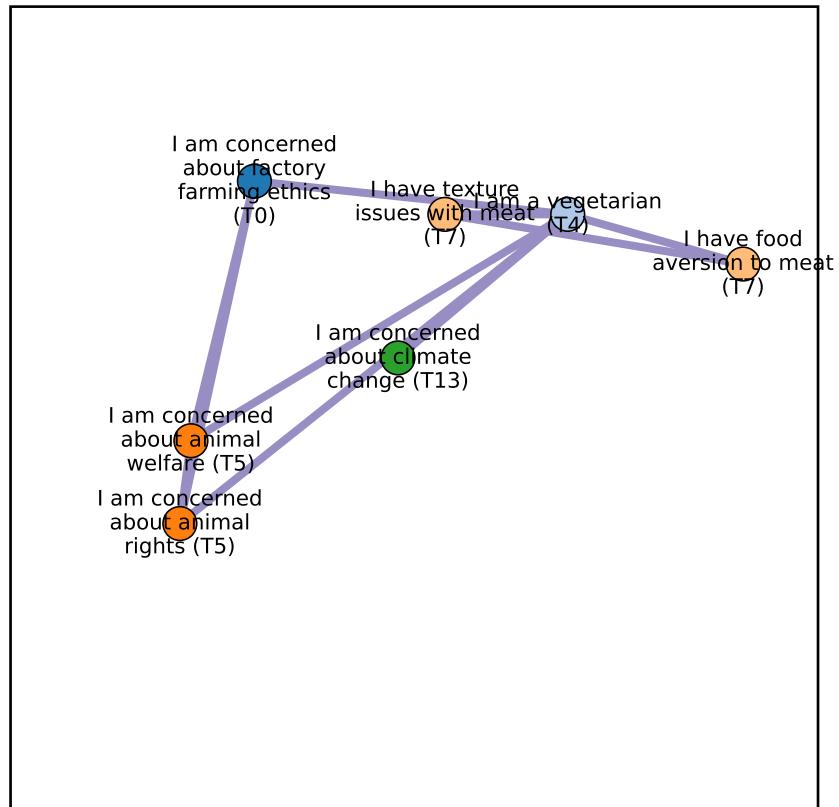
Wave 2 (stances)



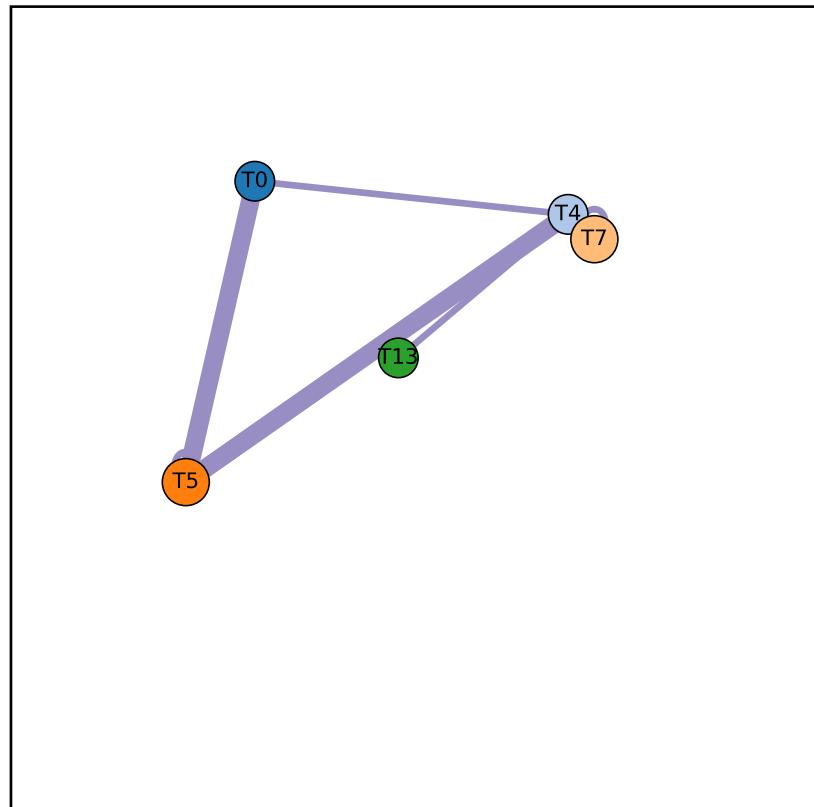
Wave 2 (topics)



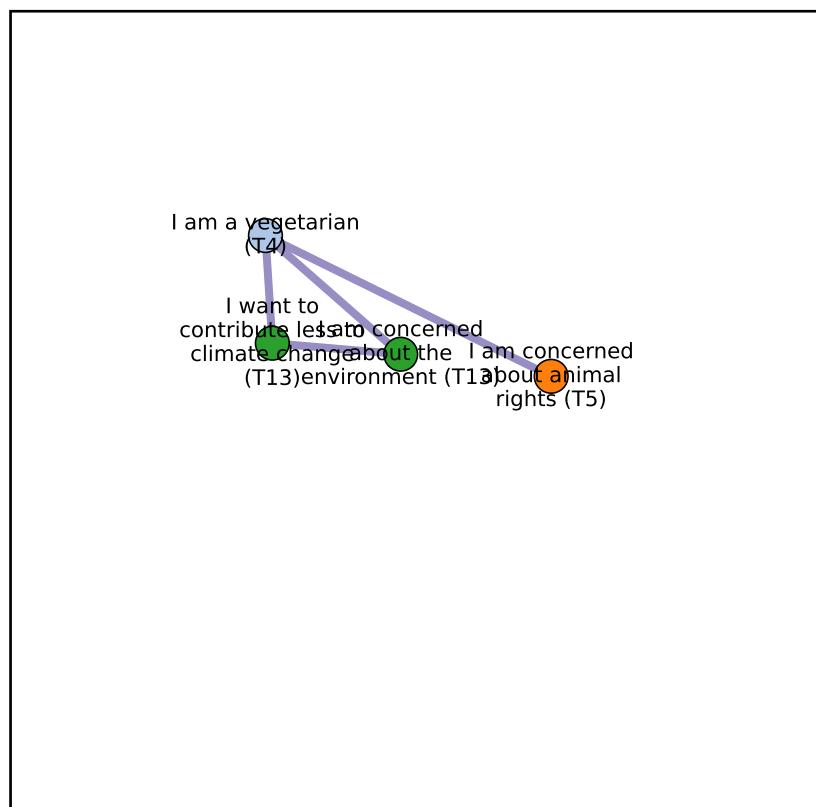
Wave 1 (stances)



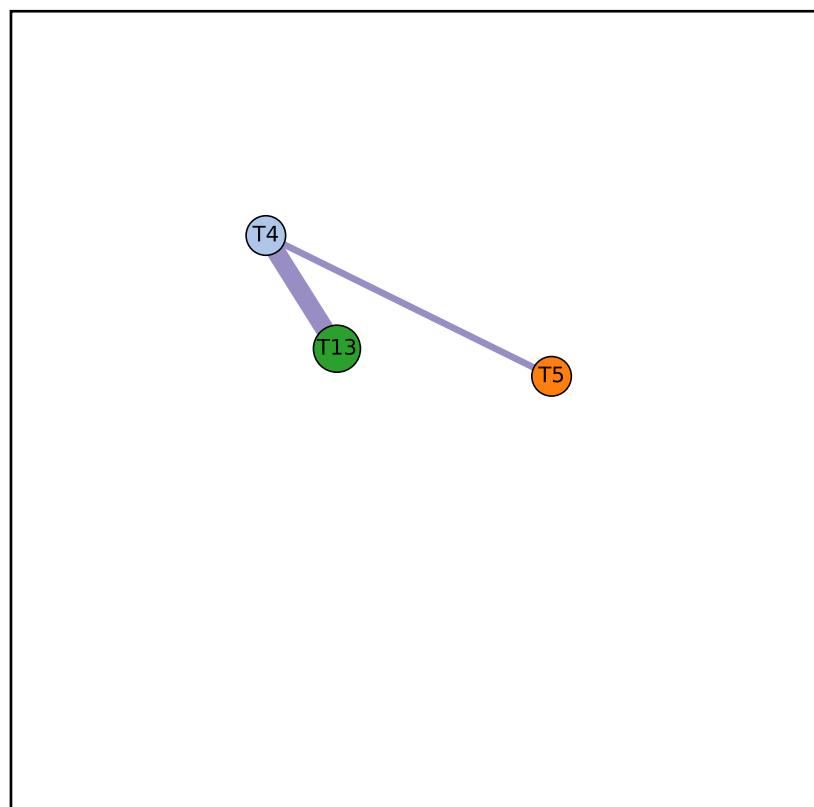
Wave 1 (topics)



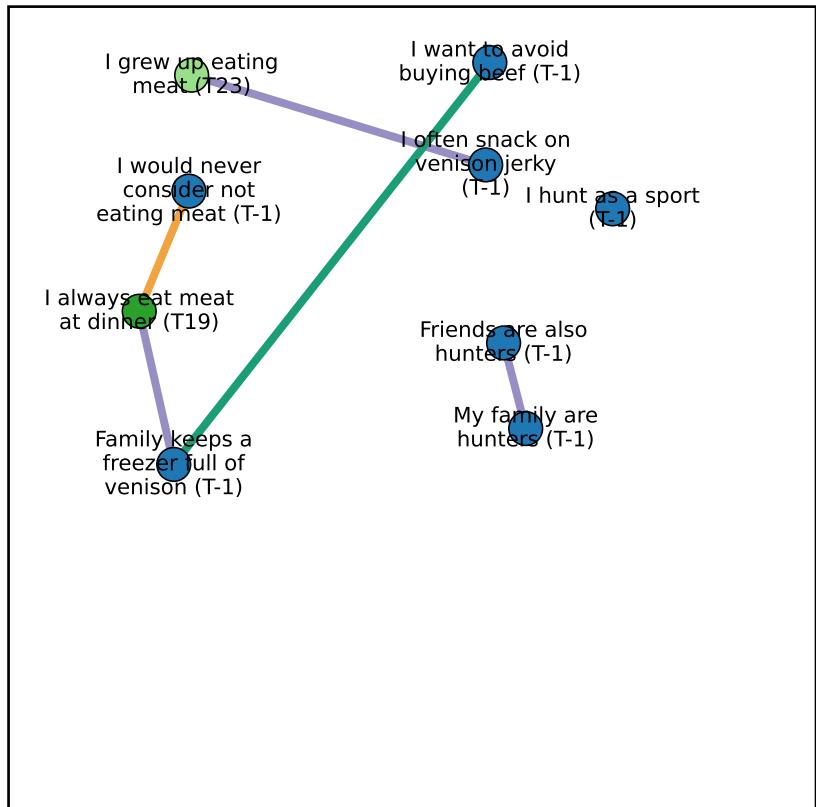
Wave 2 (stances)



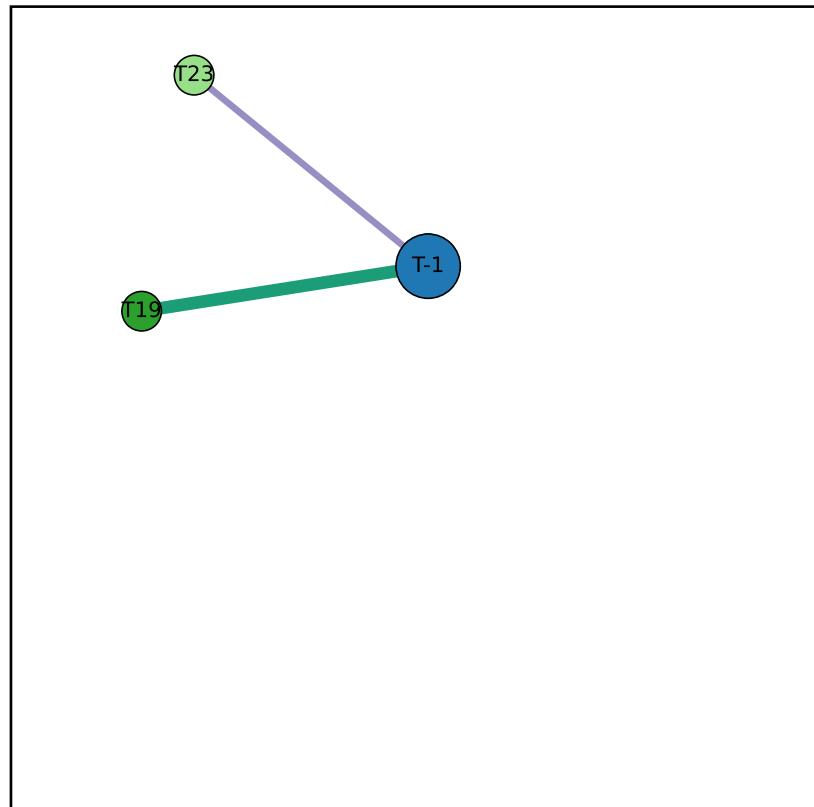
Wave 2 (topics)



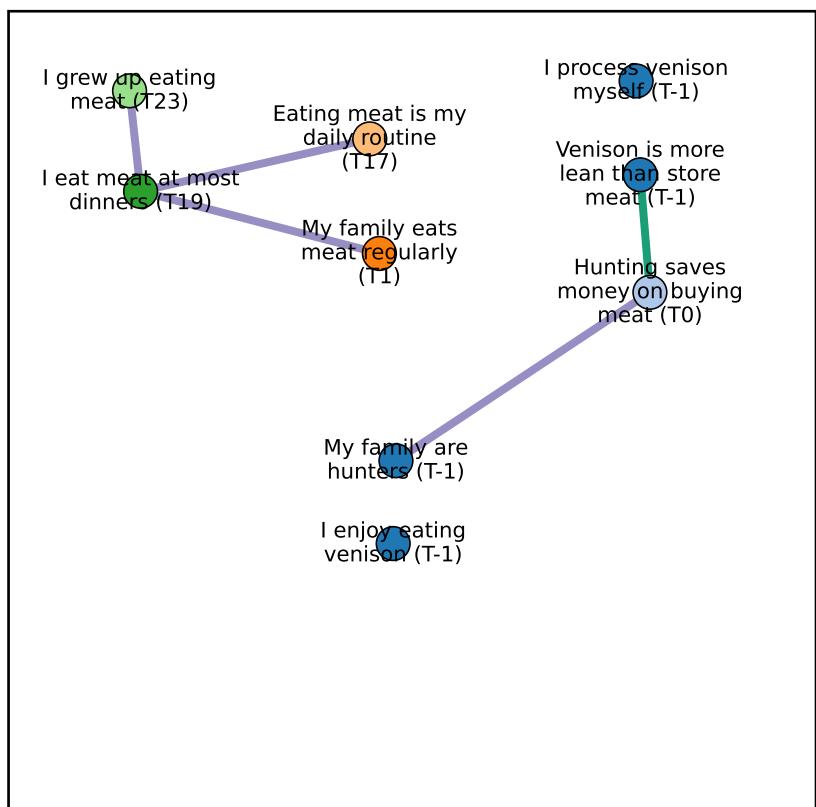
Wave 1 (stances)



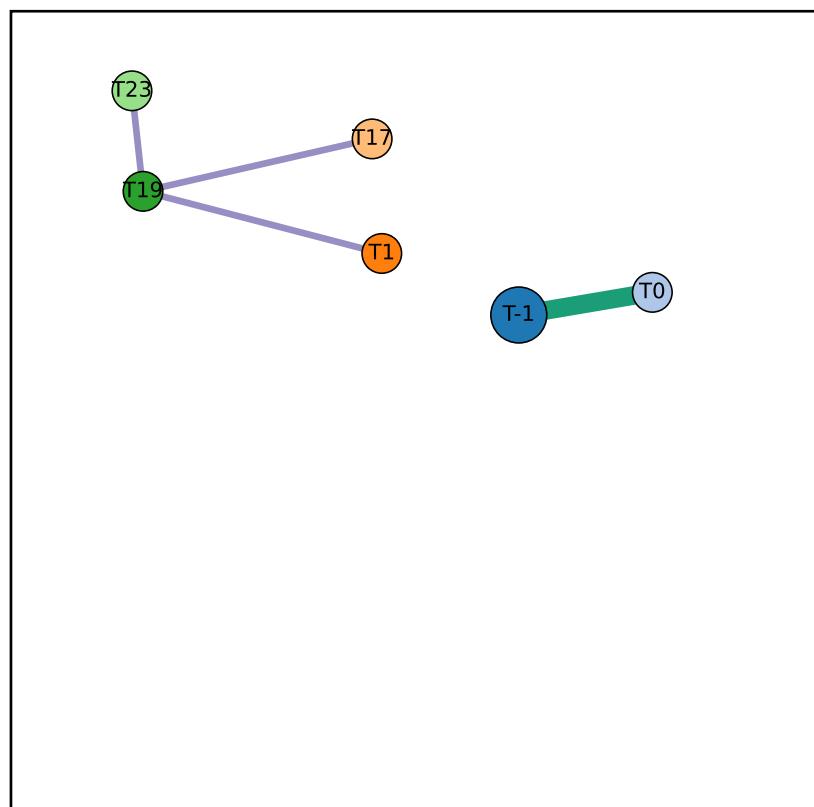
Wave 1 (topics)



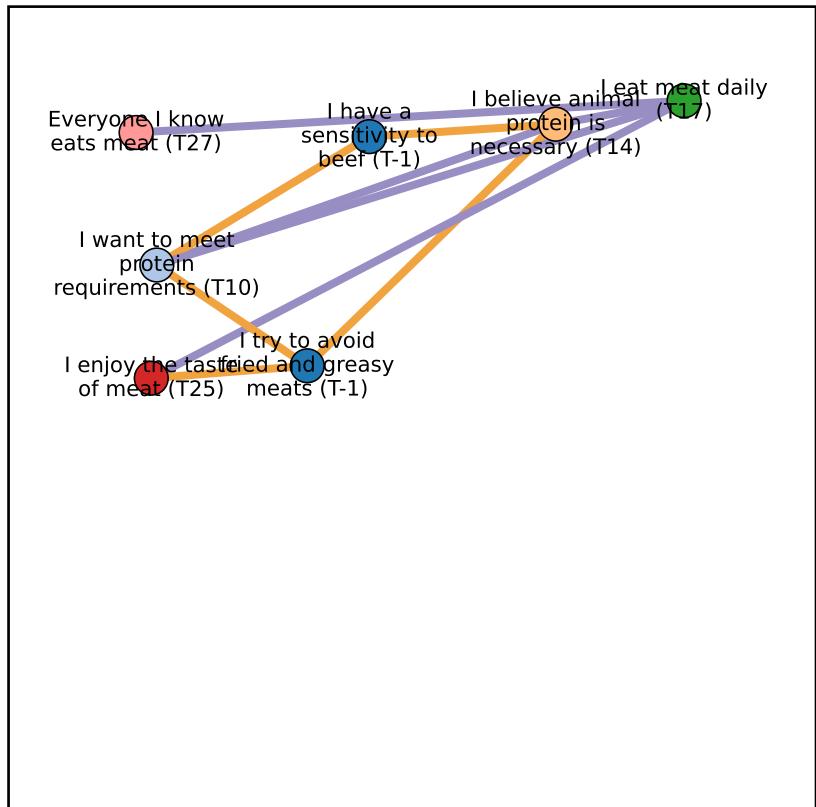
Wave 2 (stances)



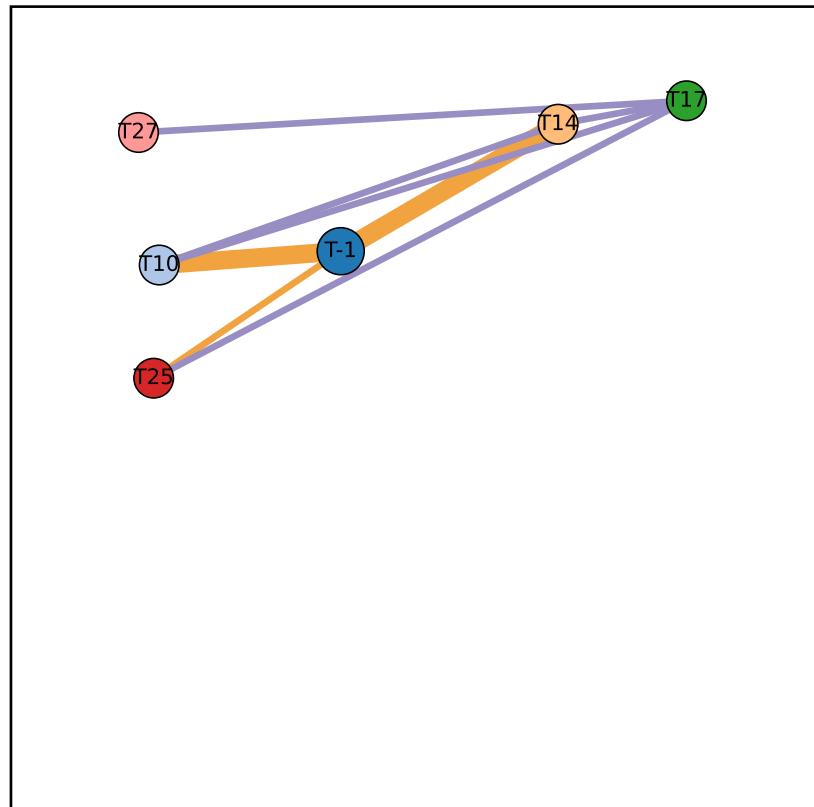
Wave 2 (topics)



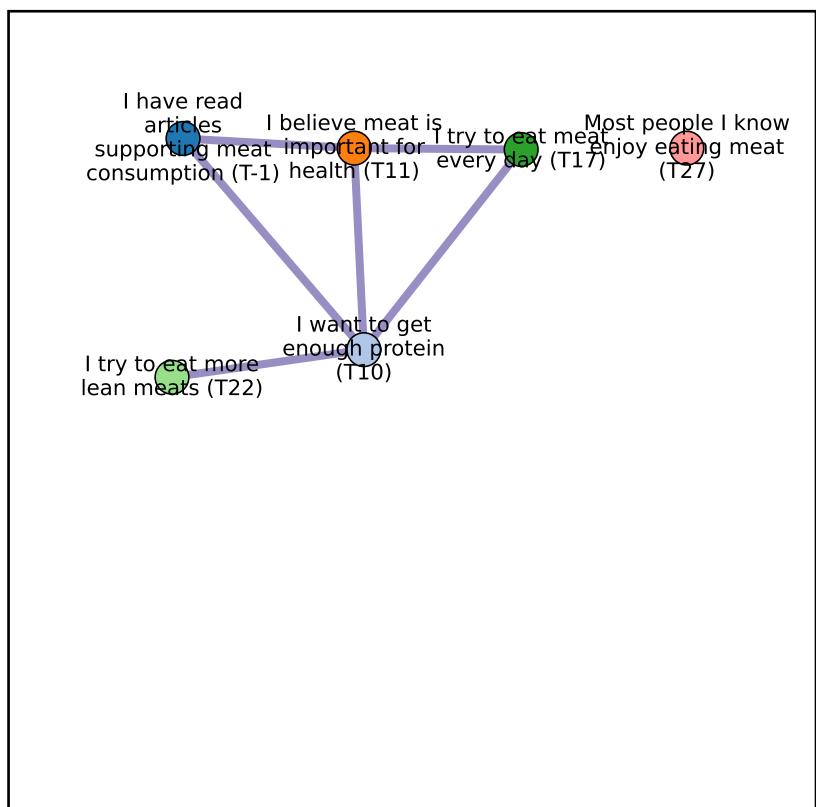
Wave 1 (stances)



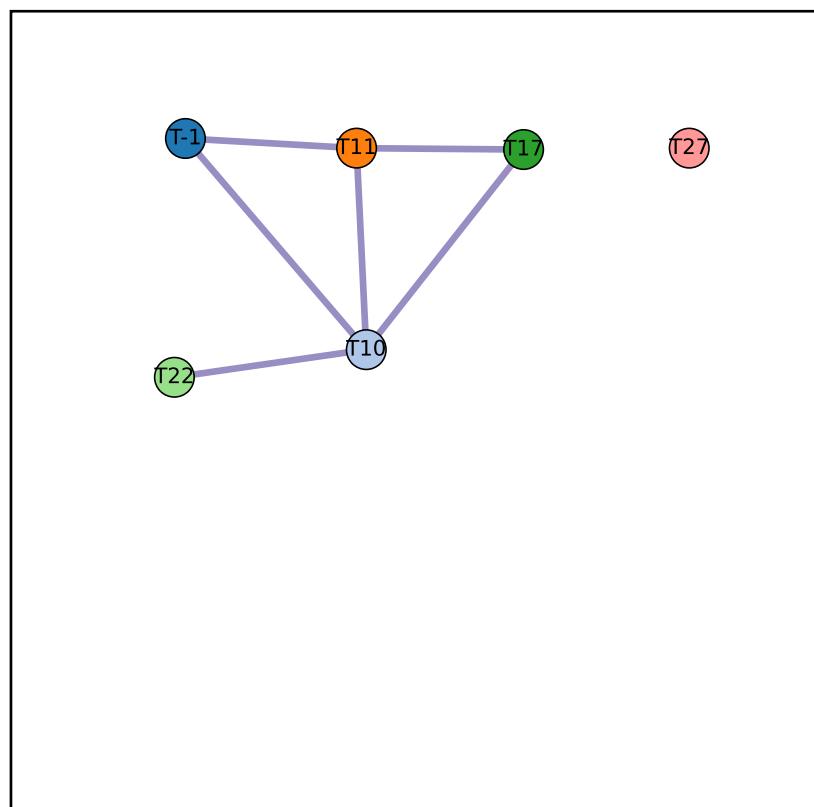
Wave 1 (topics)



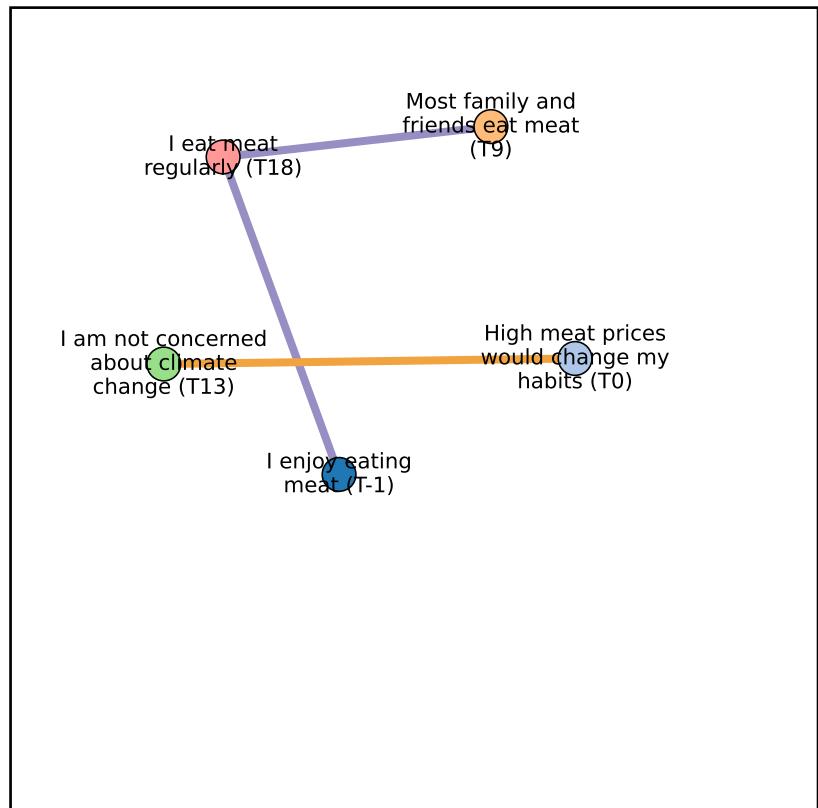
Wave 2 (stances)



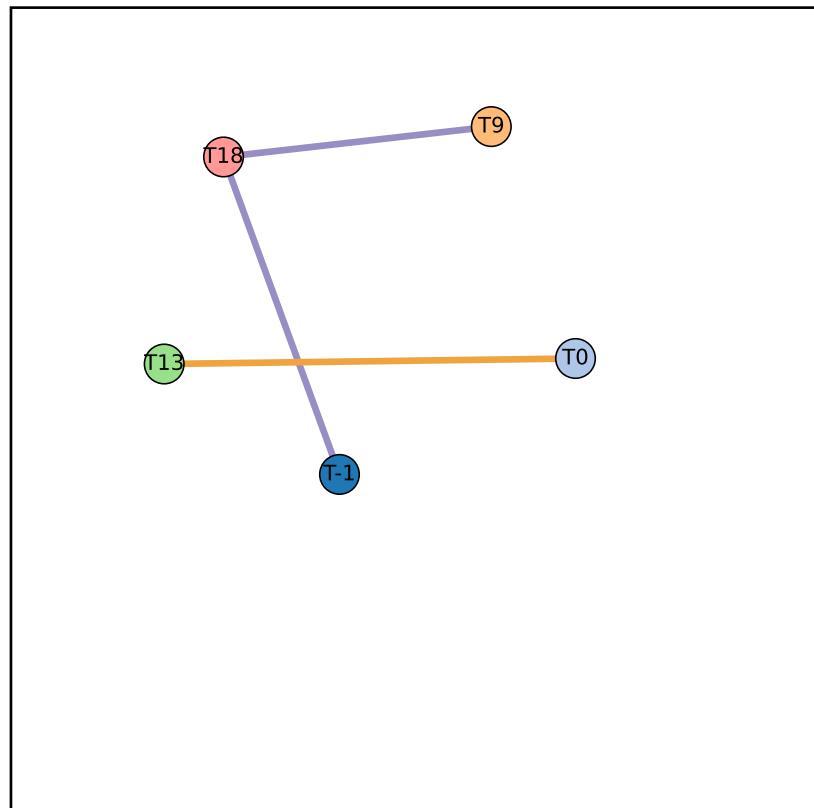
Wave 2 (topics)



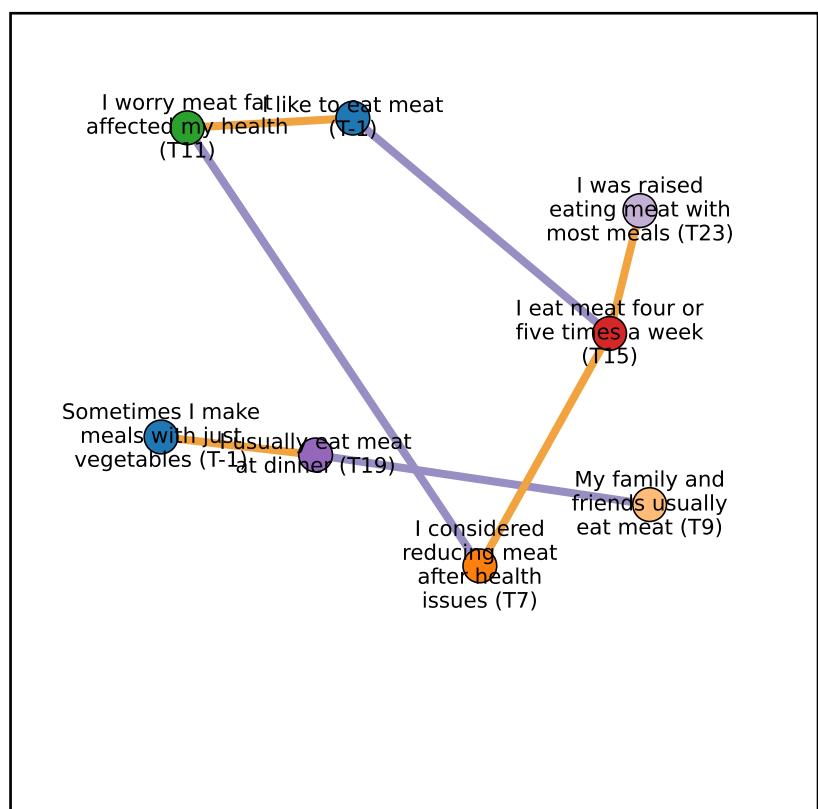
Wave 1 (stances)



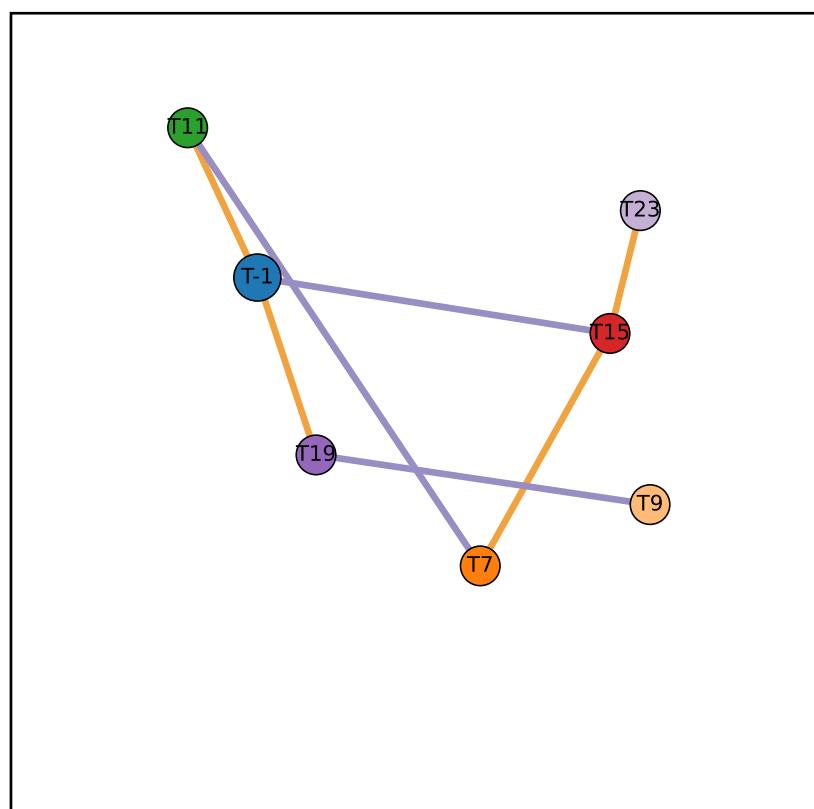
Wave 1 (topics)



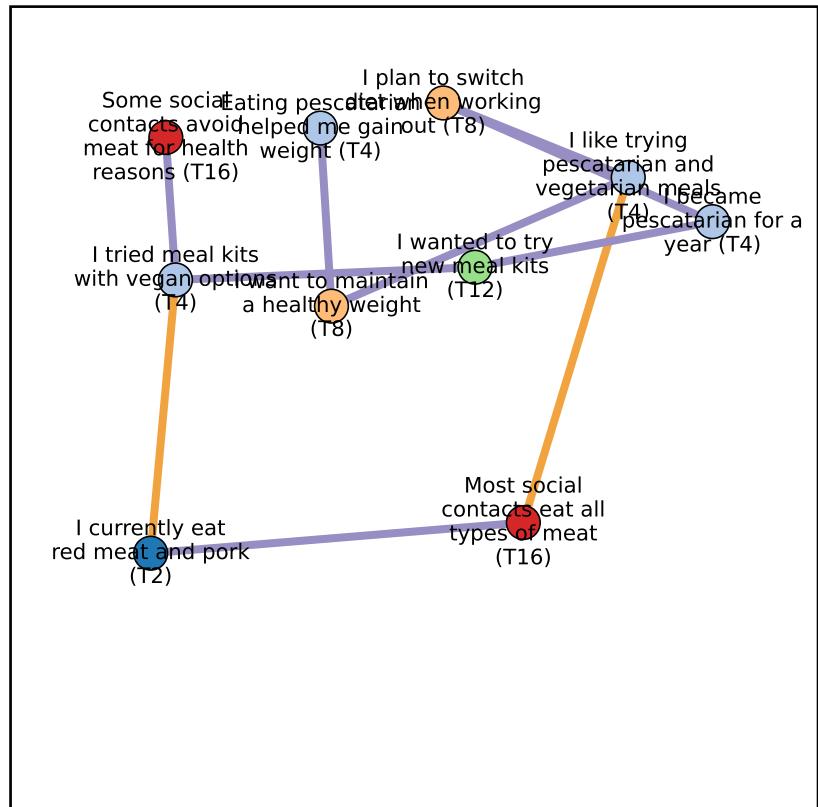
Wave 2 (stances)



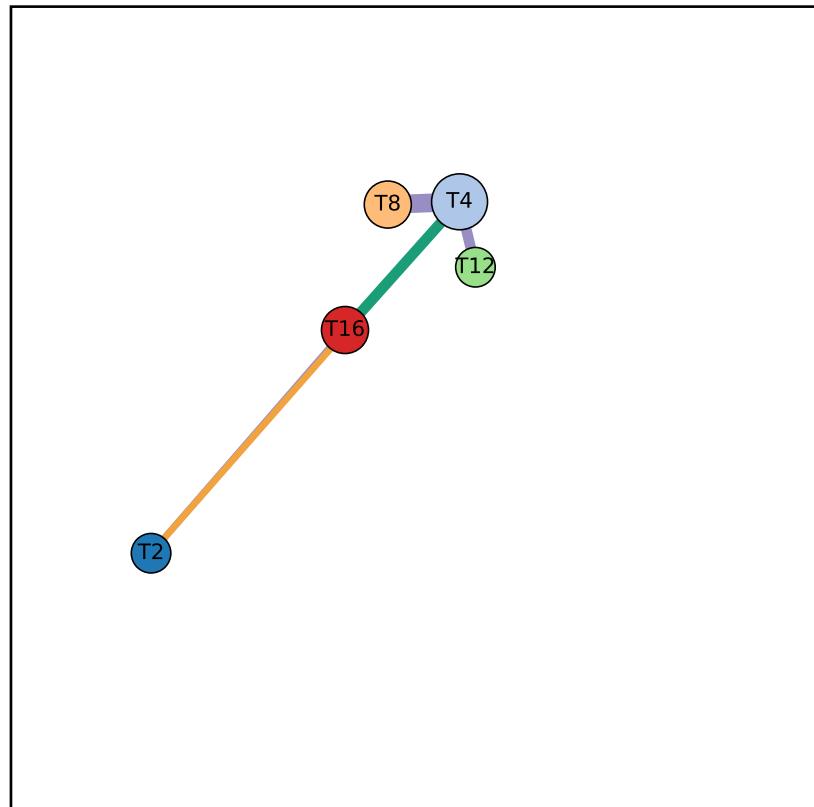
Wave 2 (topics)



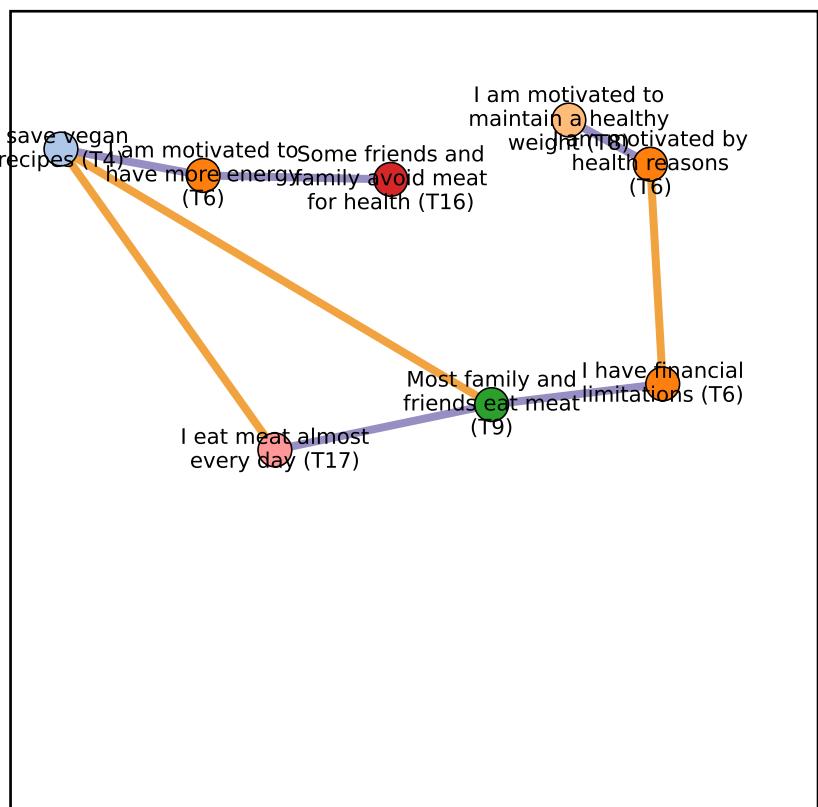
Wave 1 (stances)



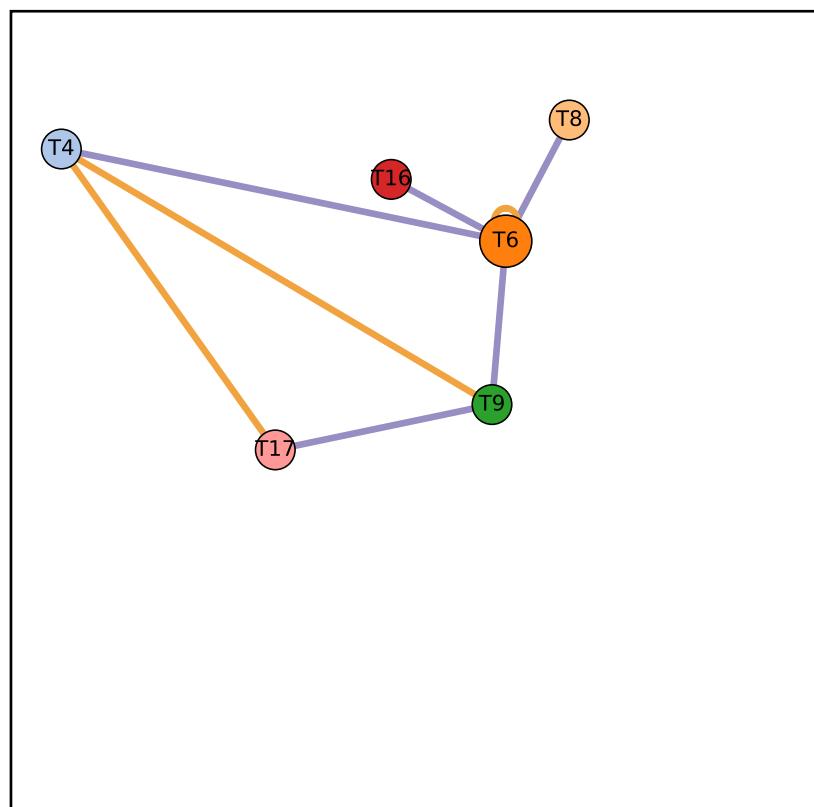
Wave 1 (topics)



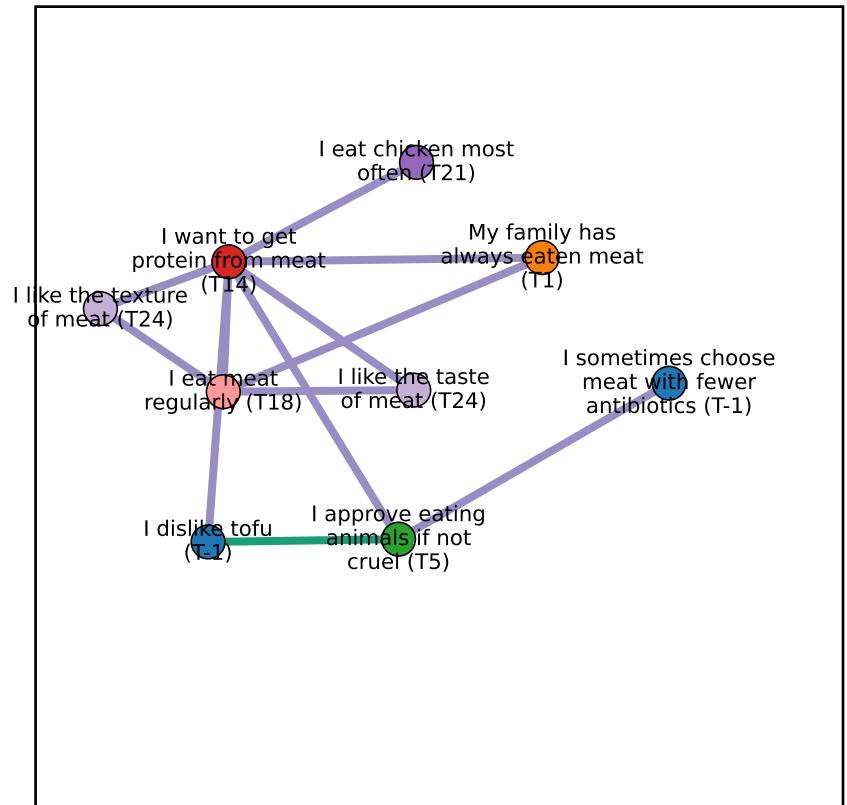
Wave 2 (stances)



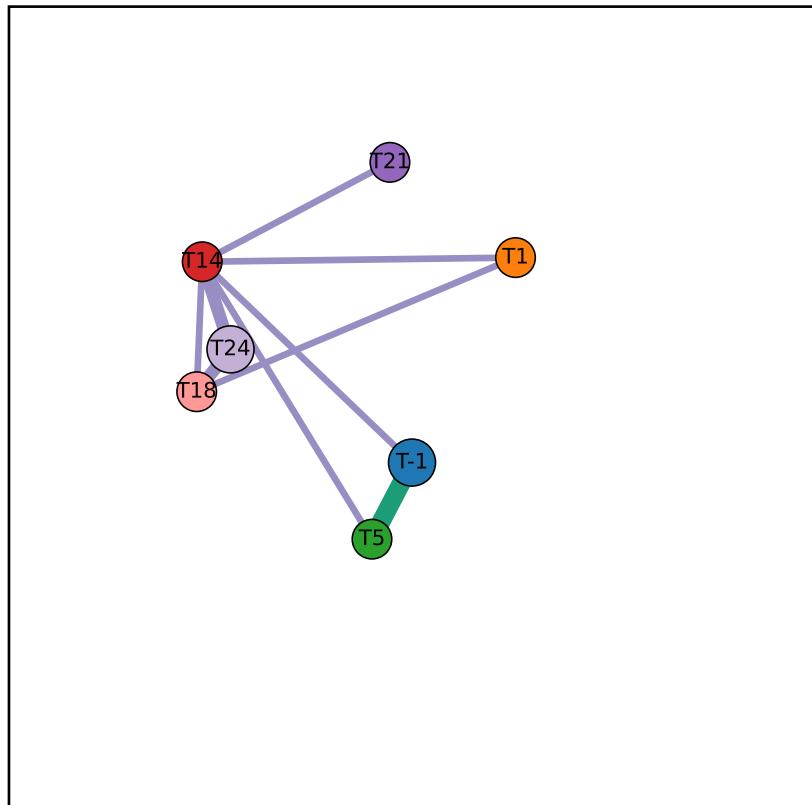
Wave 2 (topics)



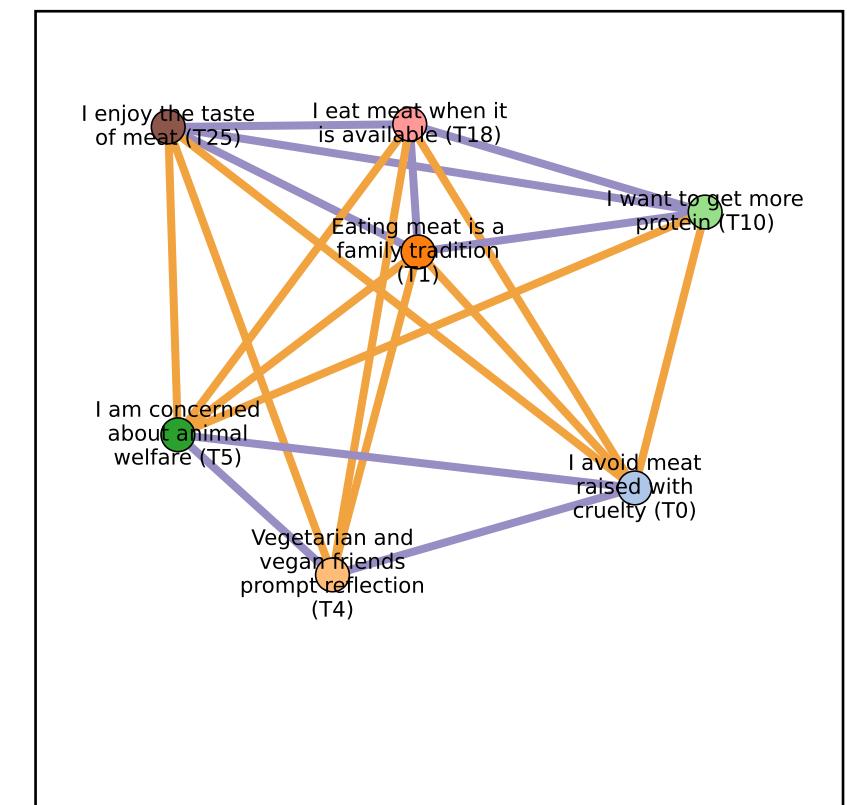
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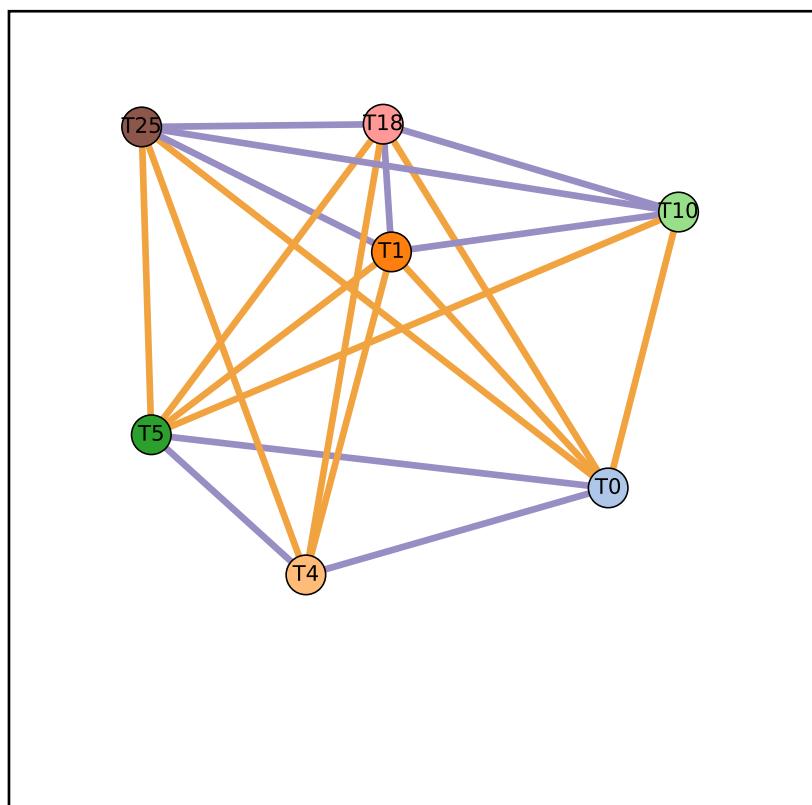
Wave 1 (topics)



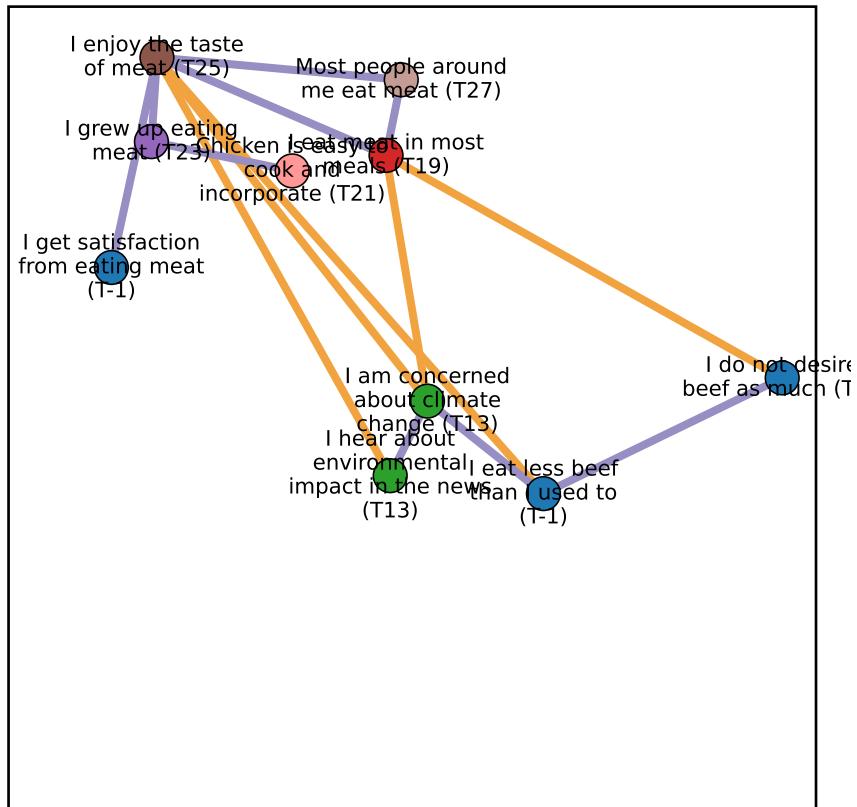
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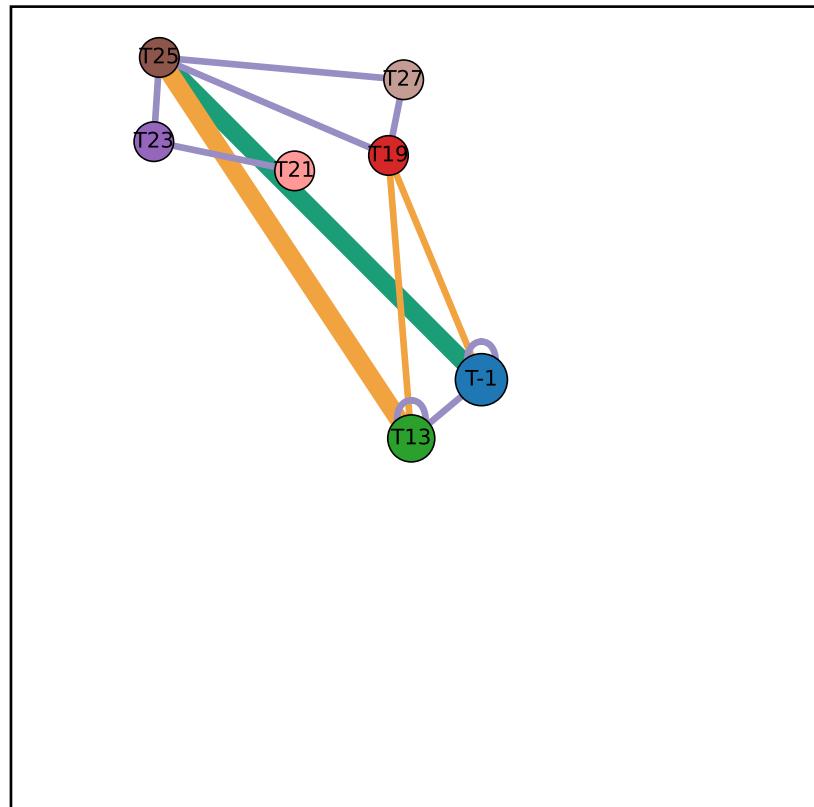
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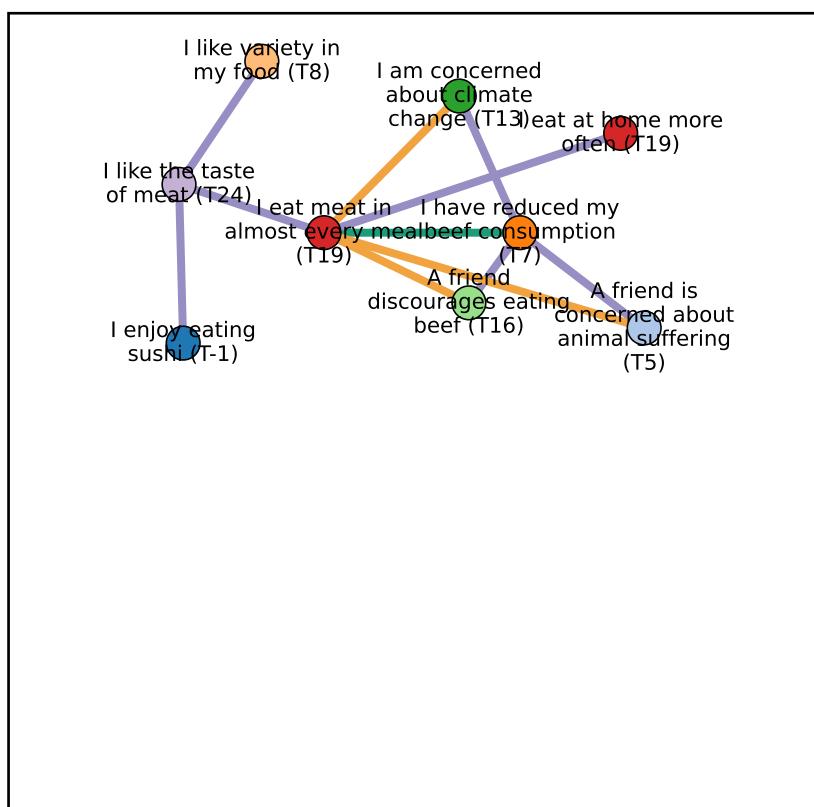
Wave 1 (stances)



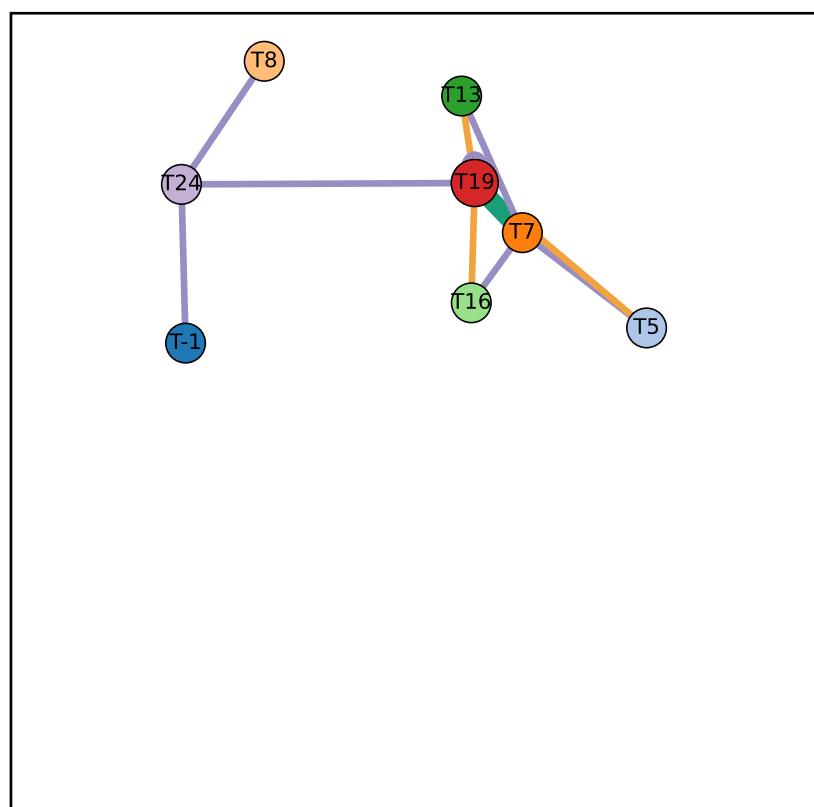
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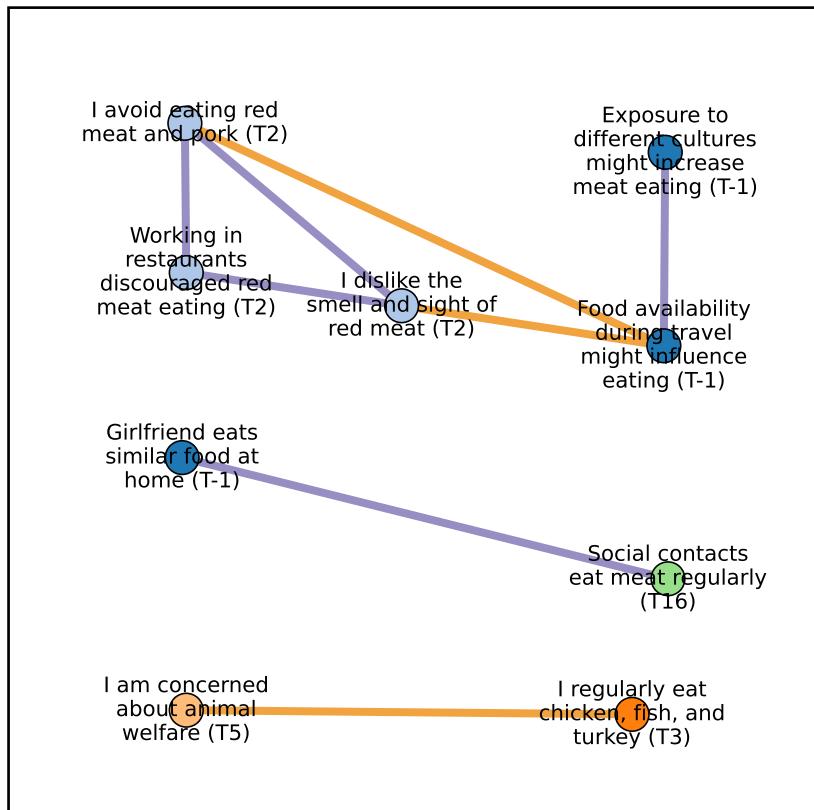
Wave 2 (stances)



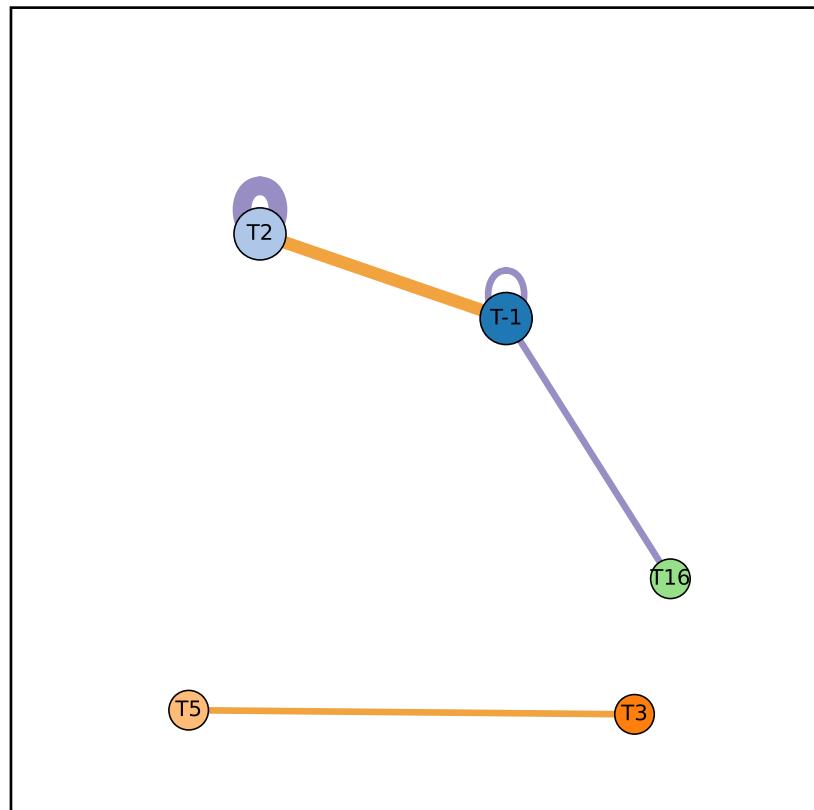
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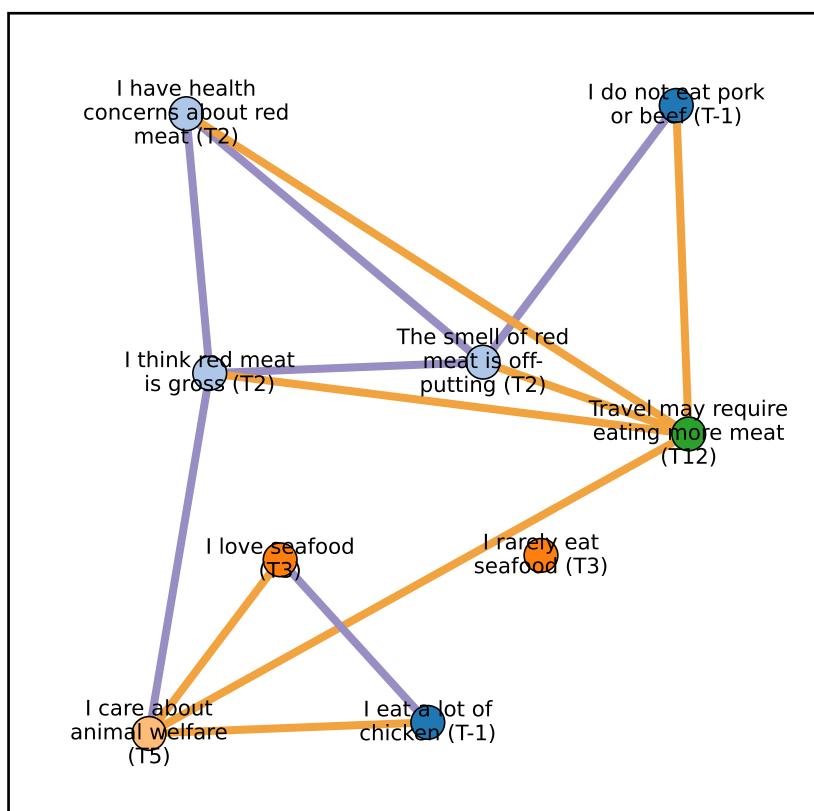
Wave 1 (stances)



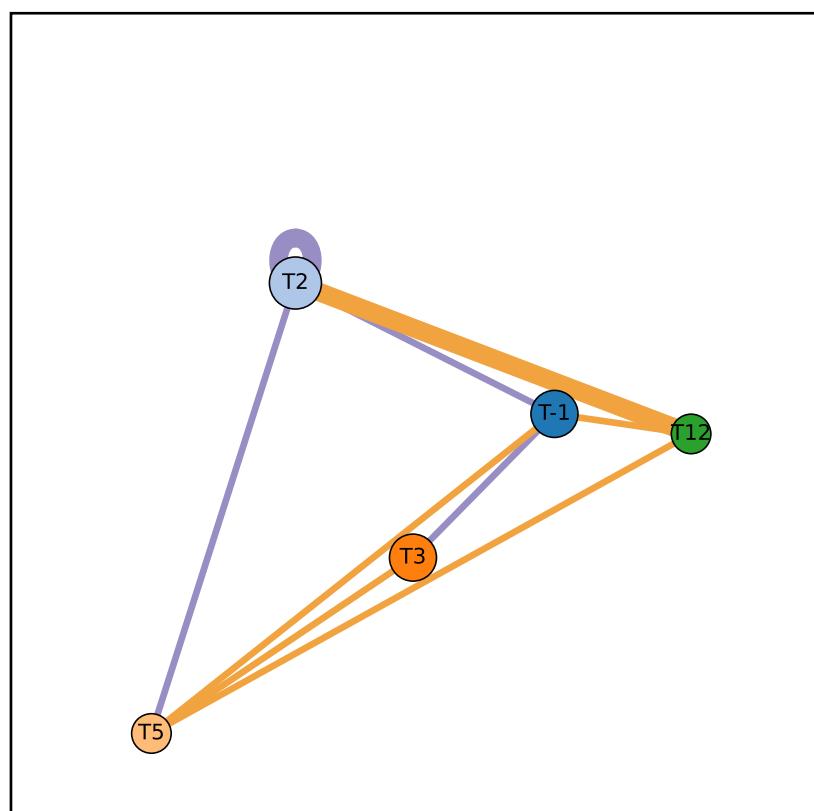
Wave 1 (topics)



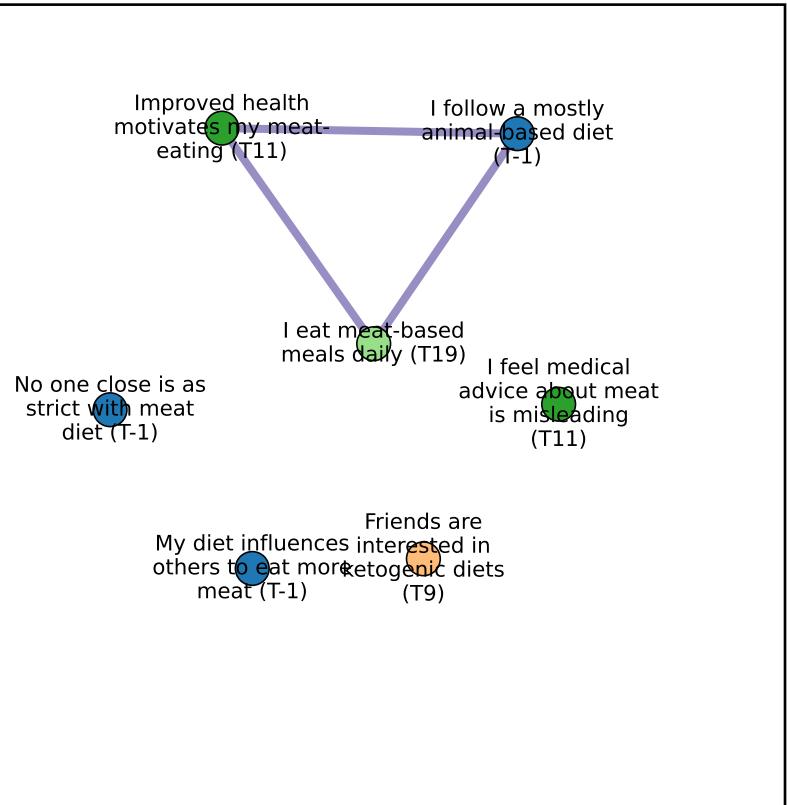
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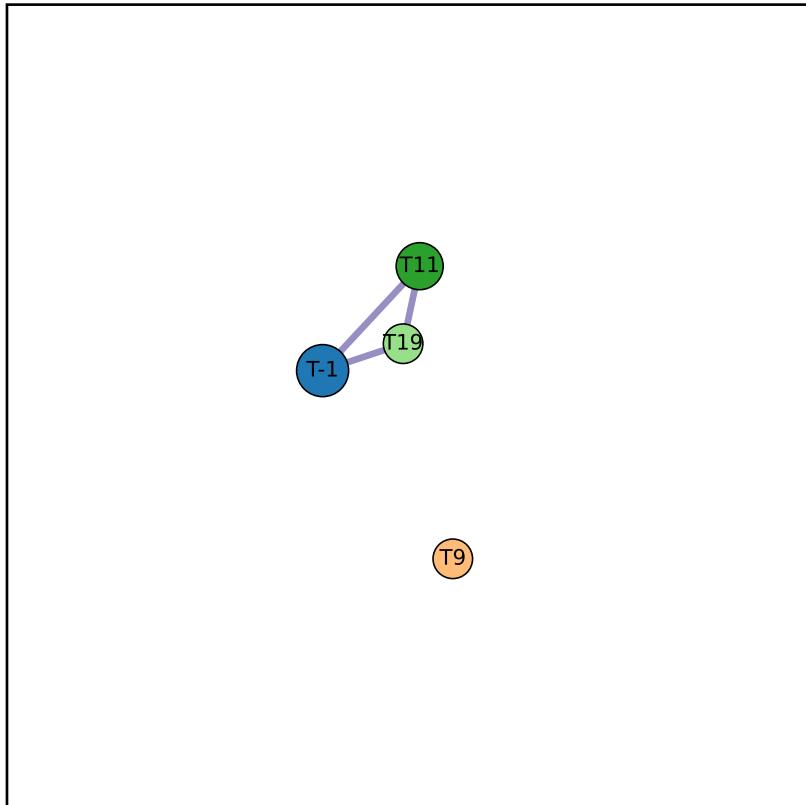
Wave 2 (topics)



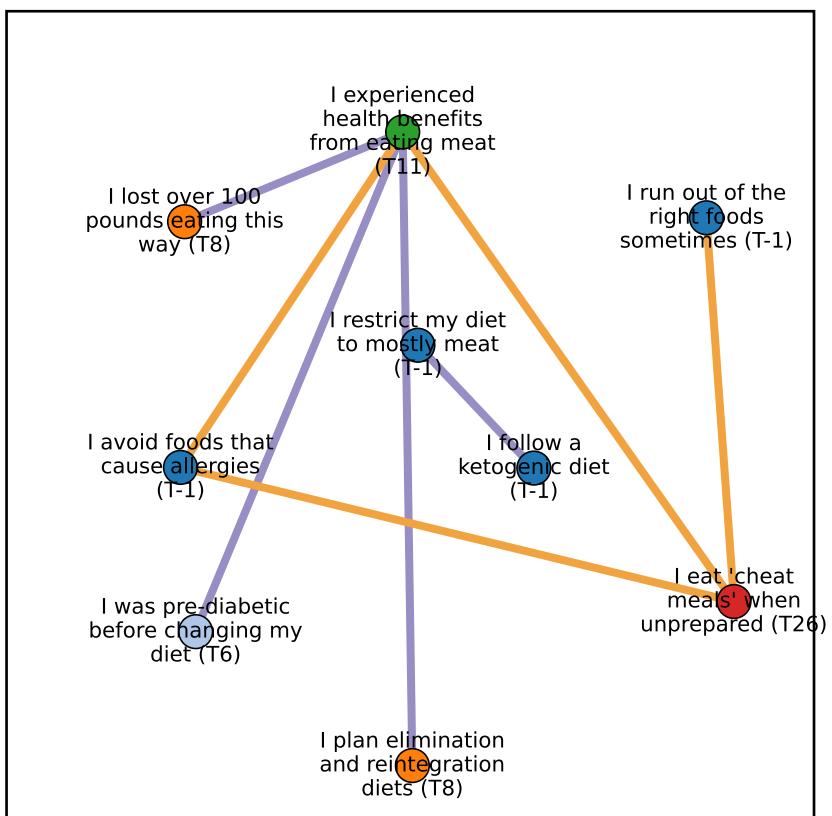
Wave 1 (stances)



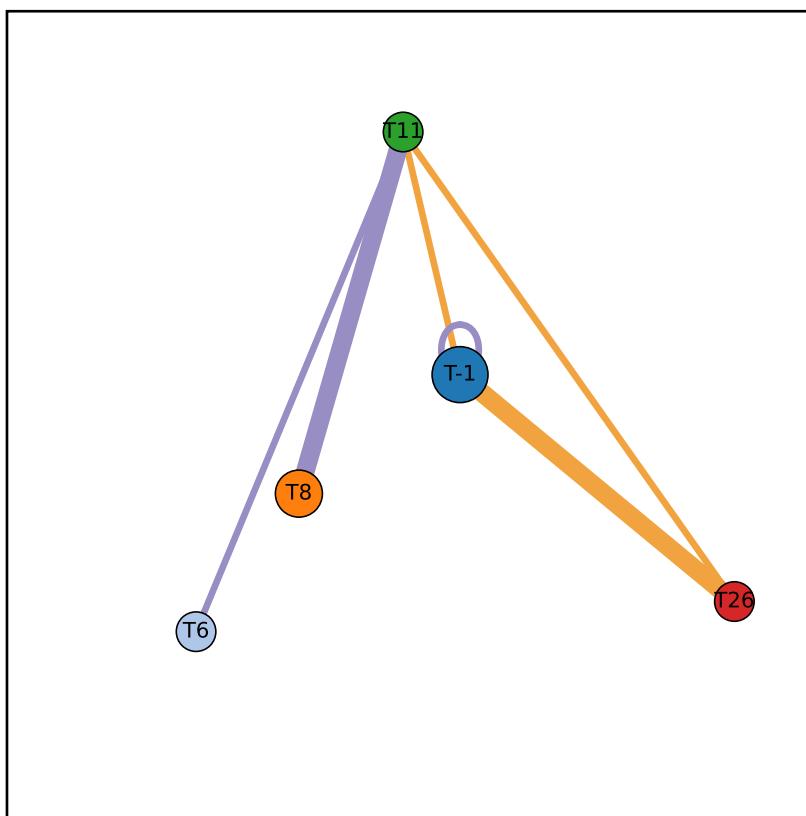
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



Wave 1 (stances)

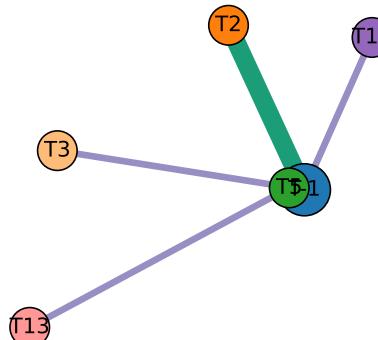
My partner sometimes tries plant-based foods (T-1) avoid eating red meat (T2) Comfort food habits influence my social circle (T16)

I occasionally eat fish and yogurt (T3) I am concerned about animal welfare (T5) I eat mostly plant-based food (T-1)

I am concerned about climate change (T13) I want to lower my cholesterol (T-1)

The diagram shows nodes connected by purple lines. T-1 is connected to T2 and T-16. T3 is connected to T5 and T-1. T13 is connected to T-1.

Wave 1 (topics)



Wave 2 (stances)

I avoid animal antibiotics and hormones (T0) I want to reduce cholesterol (T-1) I want to be healthier (T8)

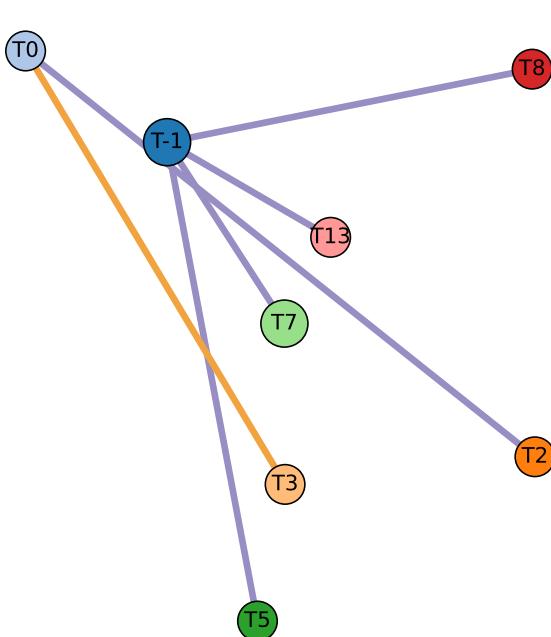
I consume more plant-based foods (T-1) I am concerned about climate change (T13) My partner eats less meat now (T7)

I want to reduce carbohydrates (T7) I eat chicken and fish (T13) I cut out red meat (T2)

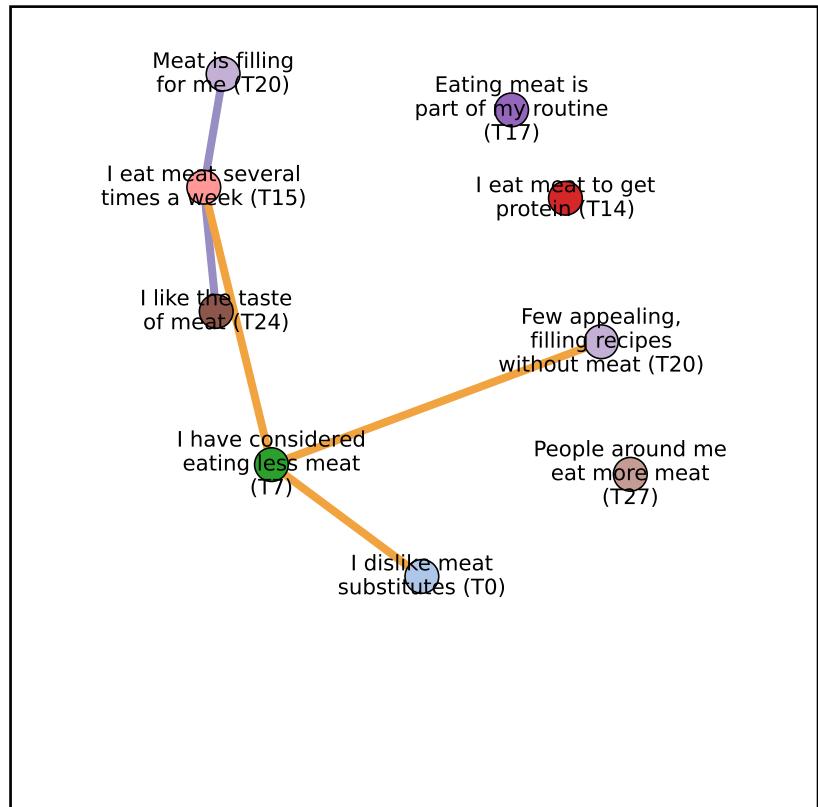
I am concerned about animal cruelty (T5)

The diagram shows nodes connected by purple lines. T0 is connected to T-1 and T8. T-1 is connected to T-1 and T13. T7 is connected to T7 and T2. T13 is connected to T0, T-1, and T7. T5 is connected to T-1.

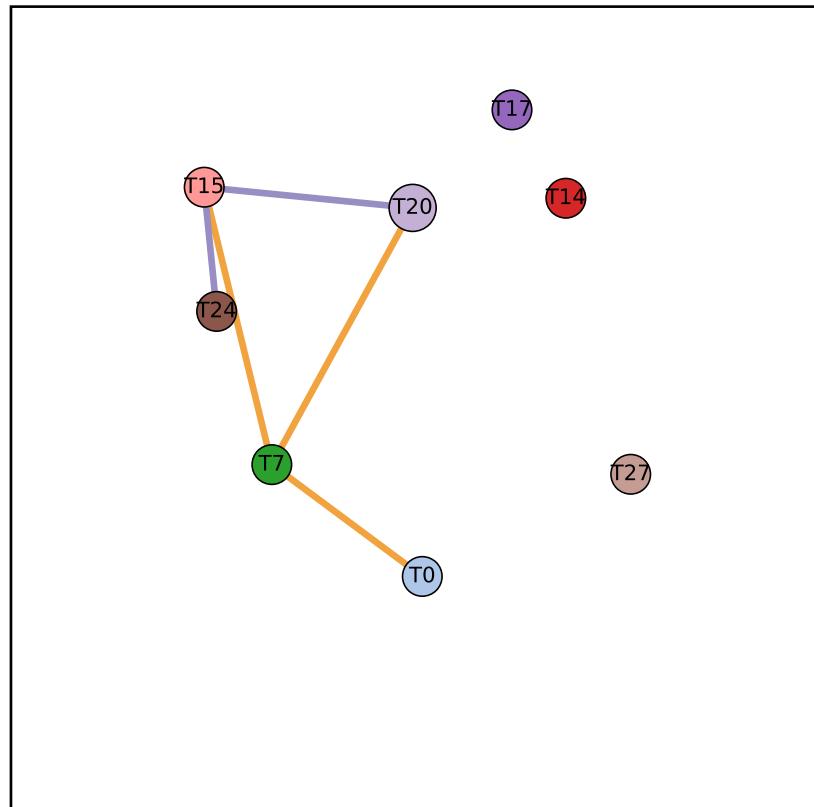
Wave 2 (topics)



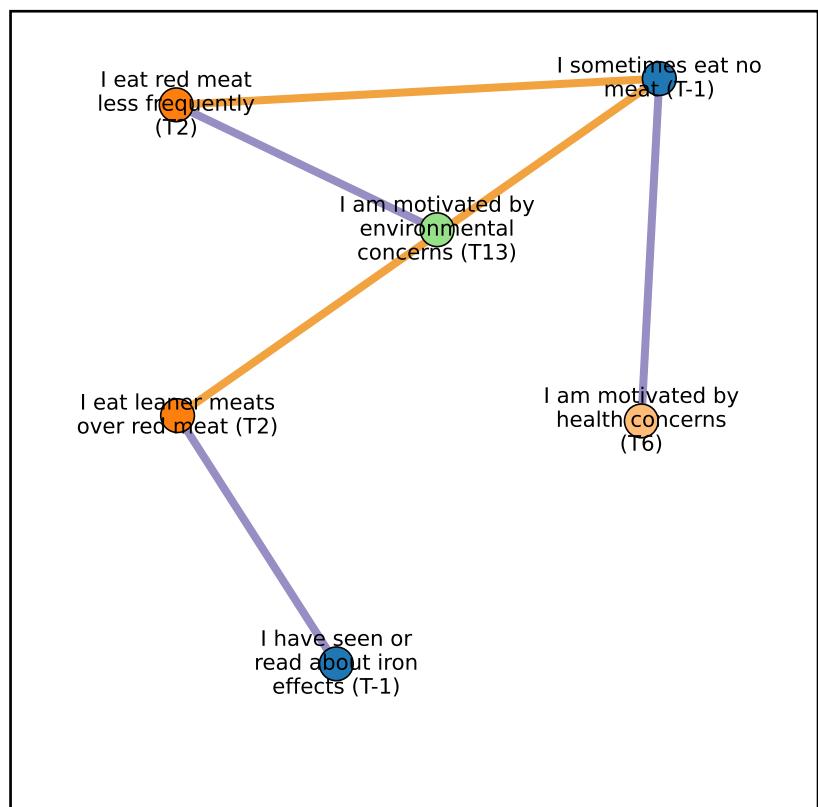
Wave 1 (stances)



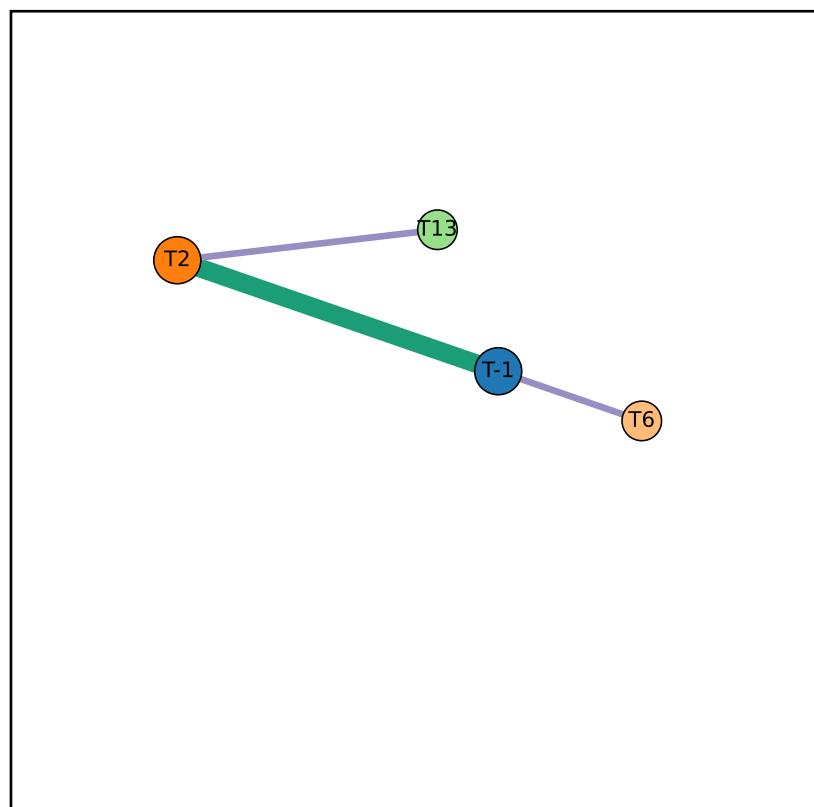
Wave 1 (topics)



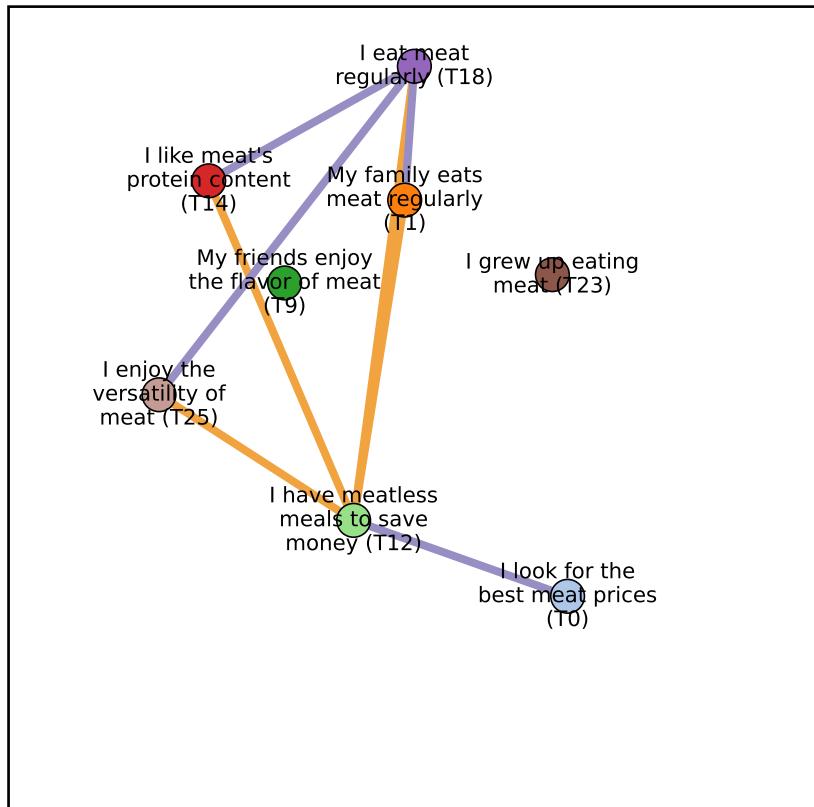
Wave 2 (stances)



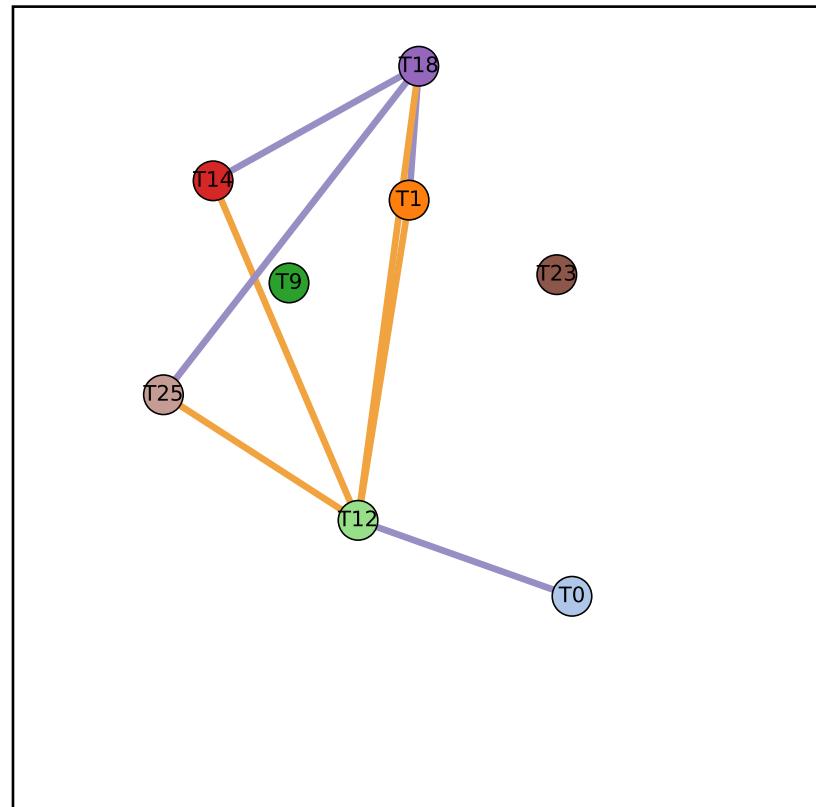
Wave 2 (topics)



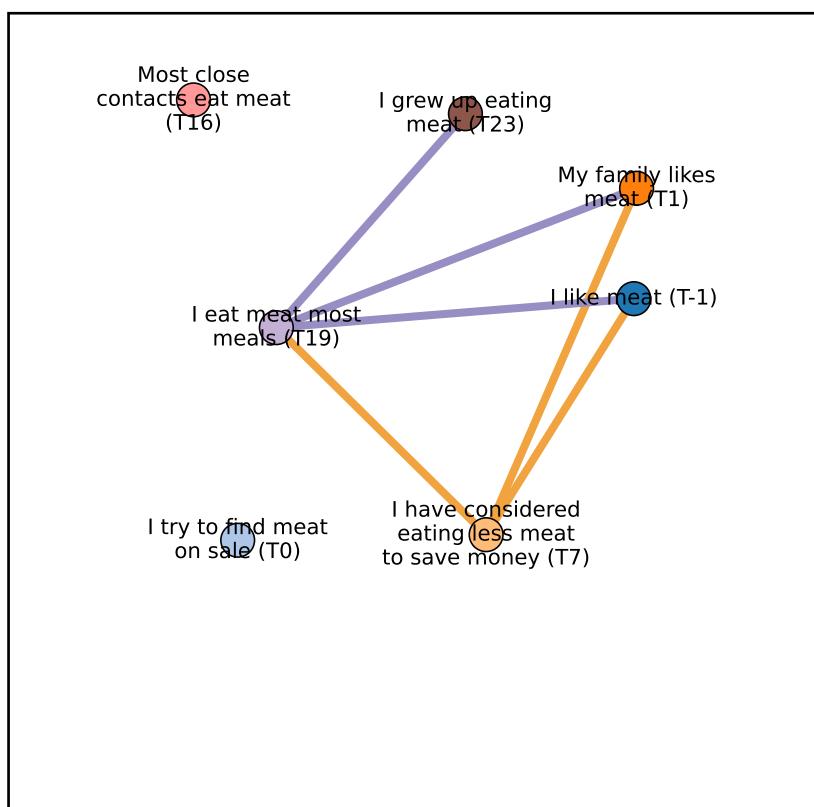
Wave 1 (stances)



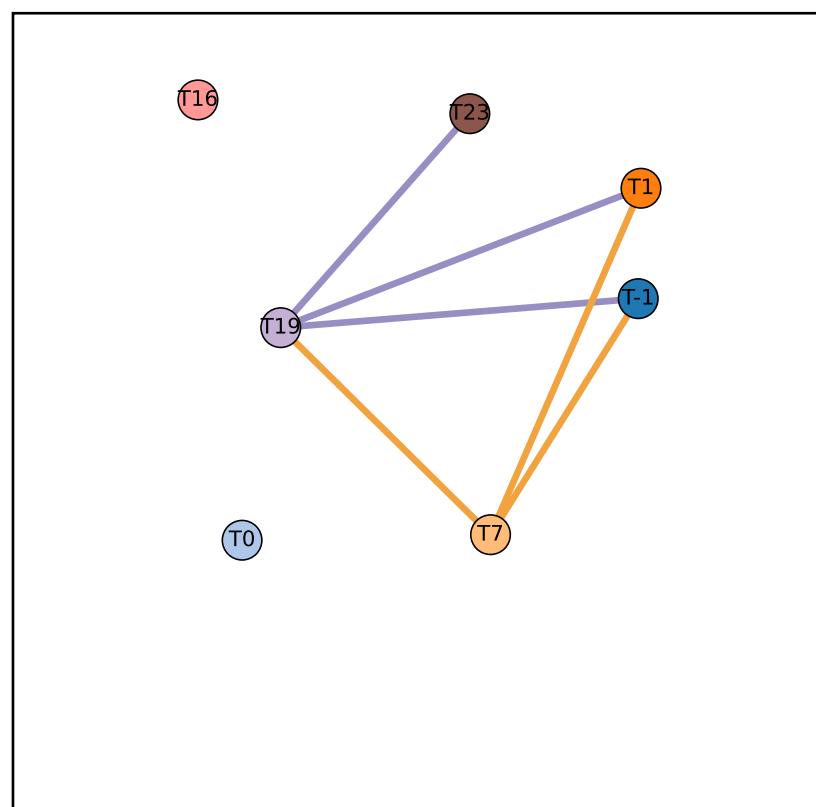
Wave 1 (topics)



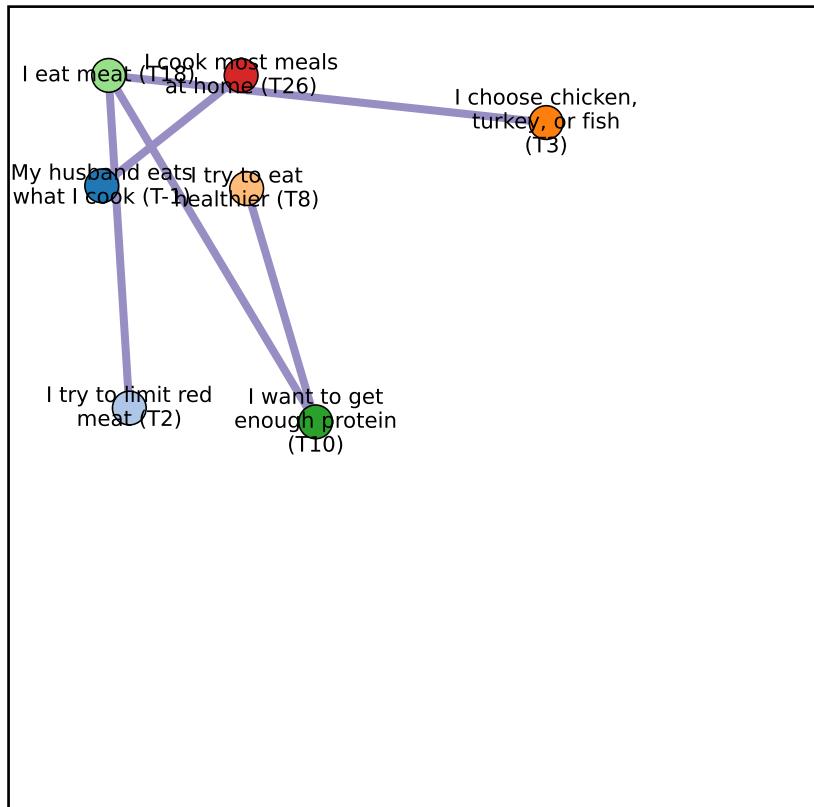
Wave 2 (stances)



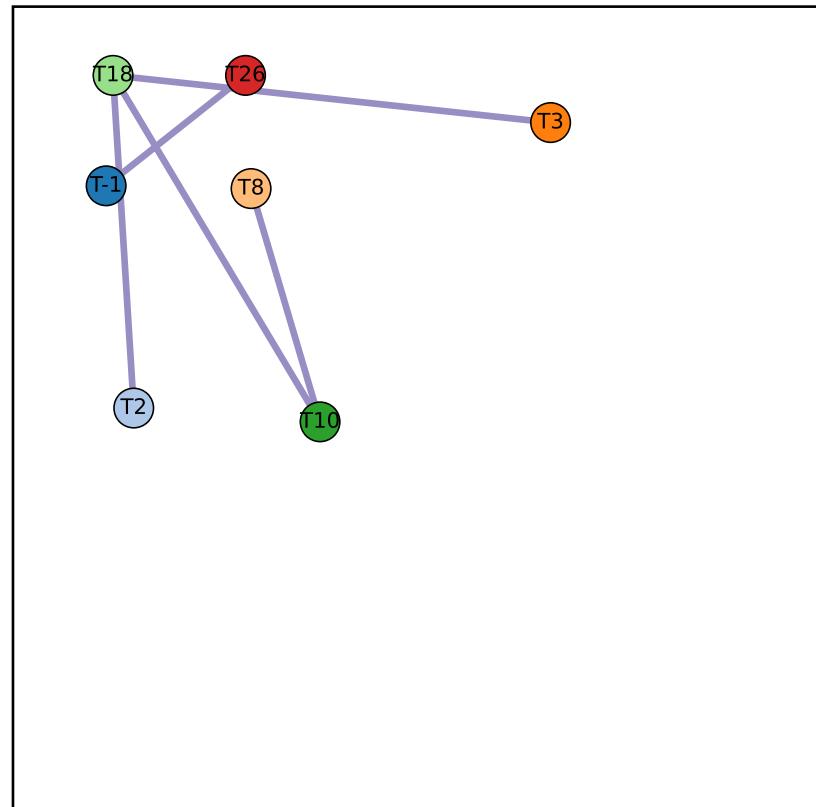
Wave 2 (topics)



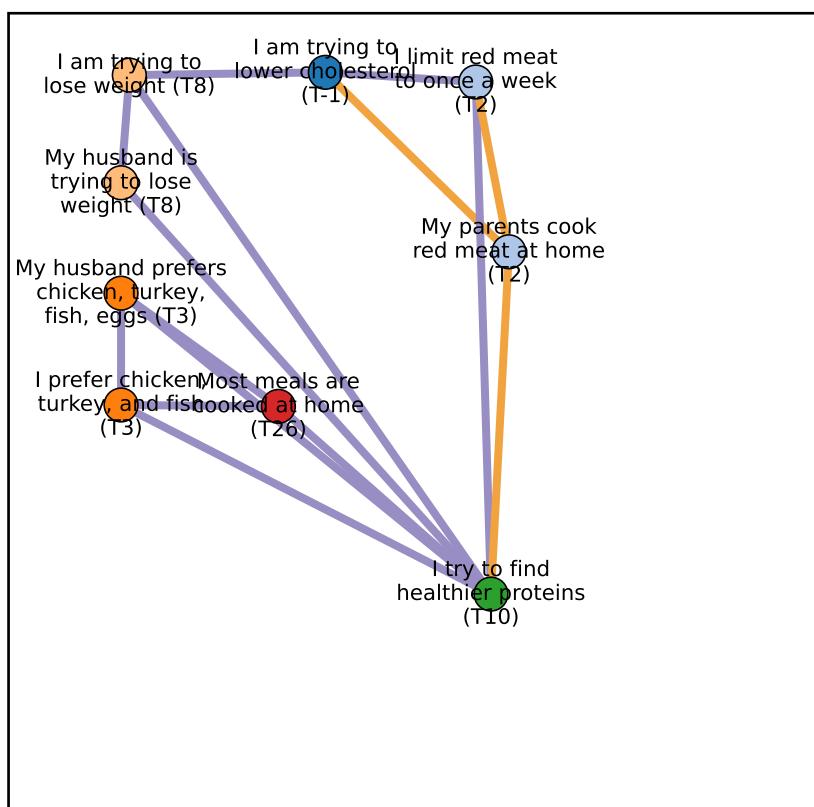
Wave 1 (stances)



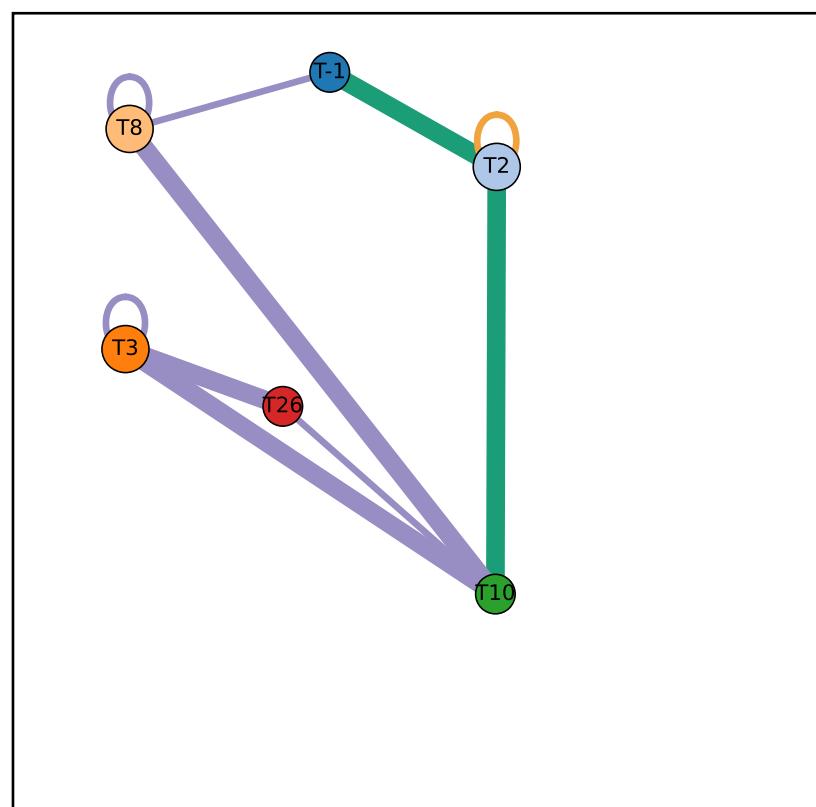
Wave 1 (topics)



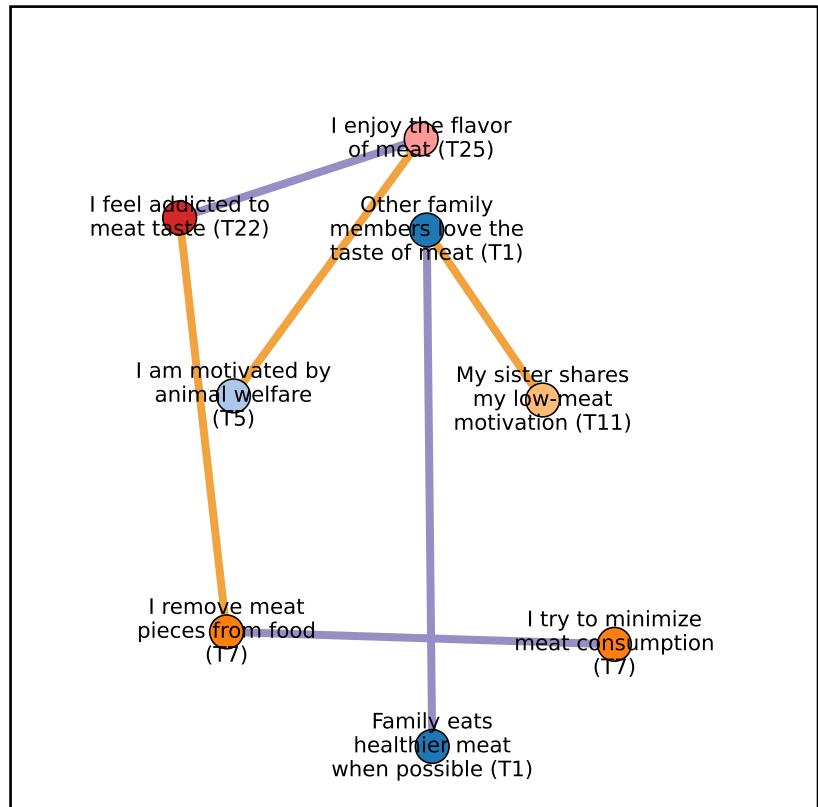
Wave 2 (stances)



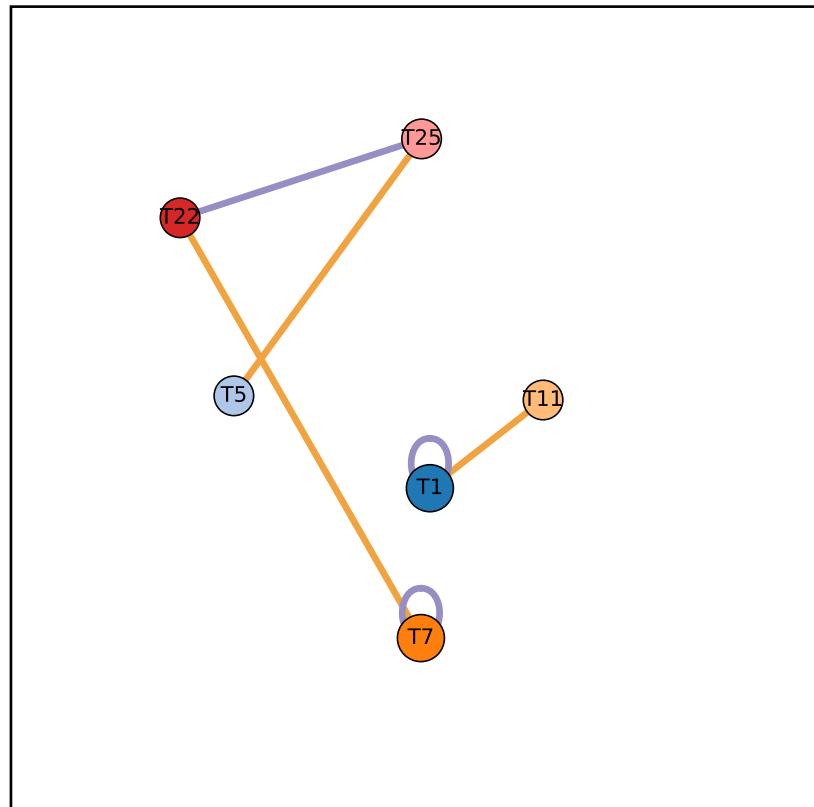
Wave 2 (topics)



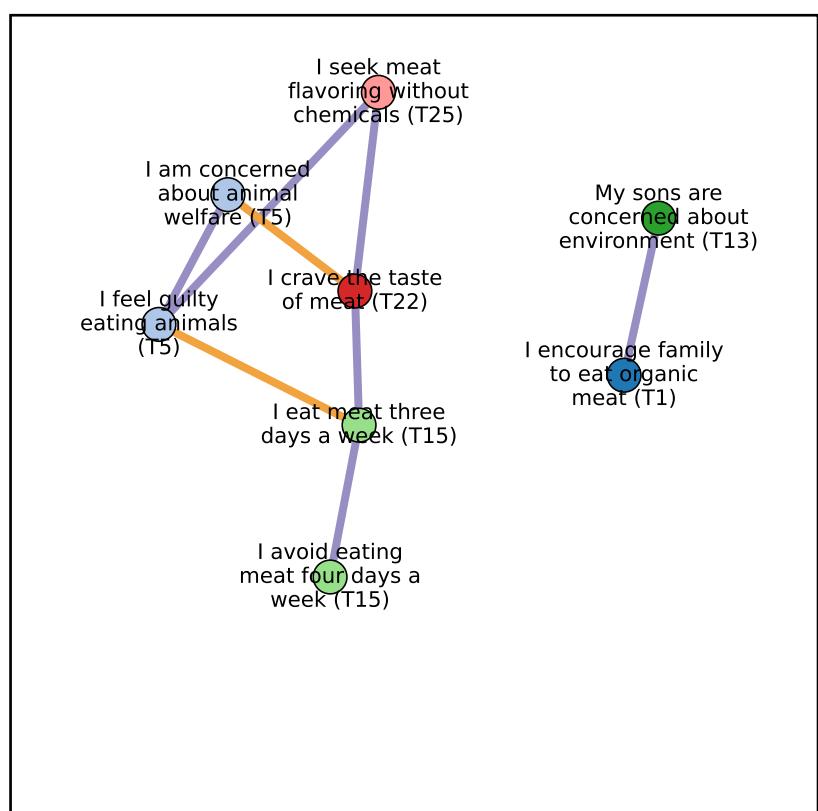
Wave 1 (stances)



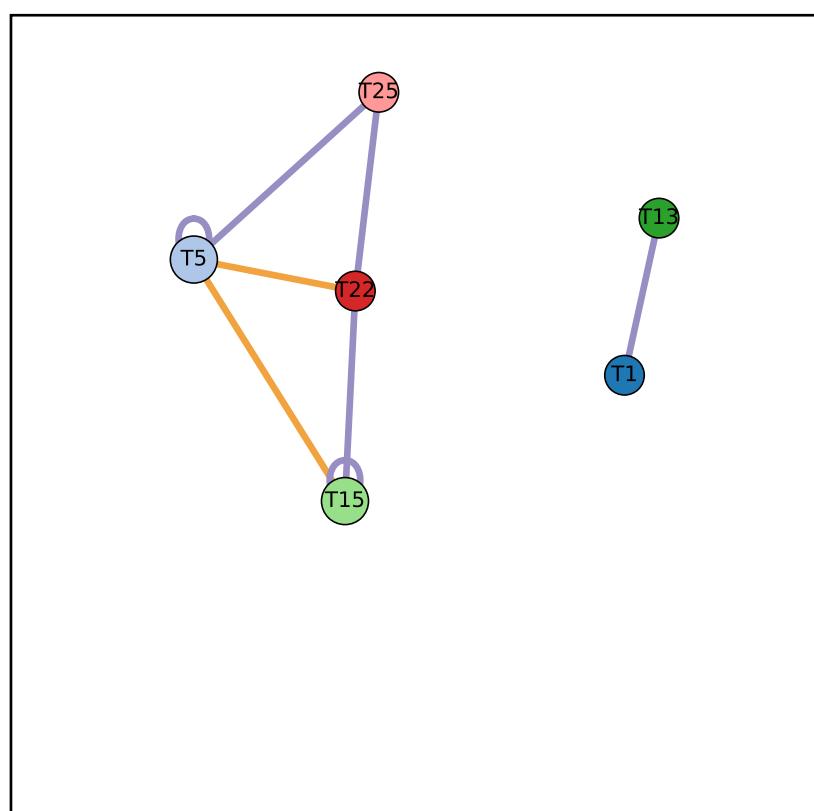
Wave 1 (topics)



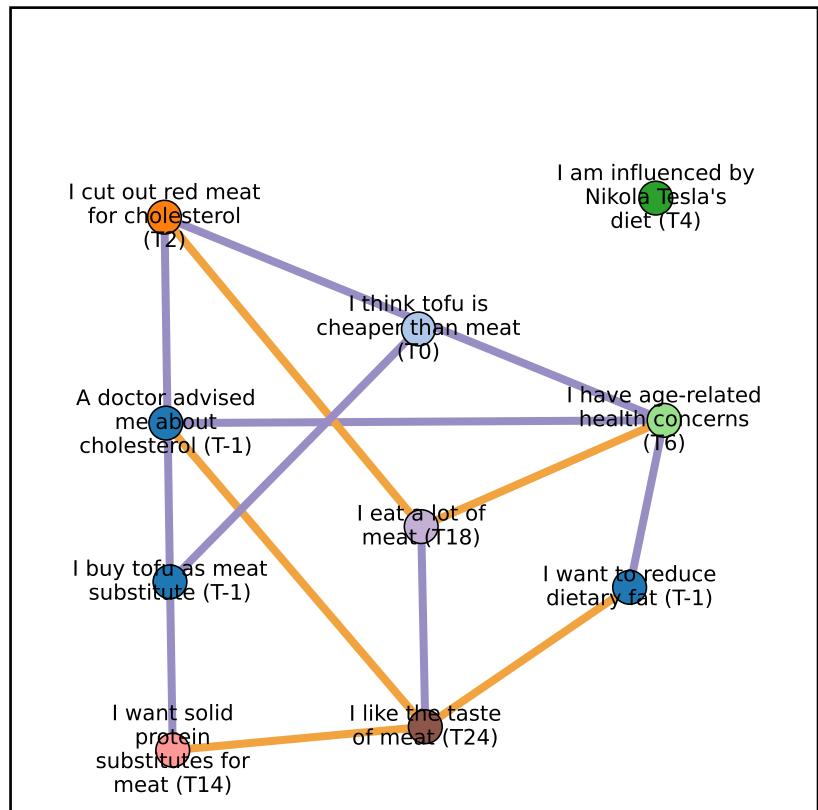
Wave 2 (stances)



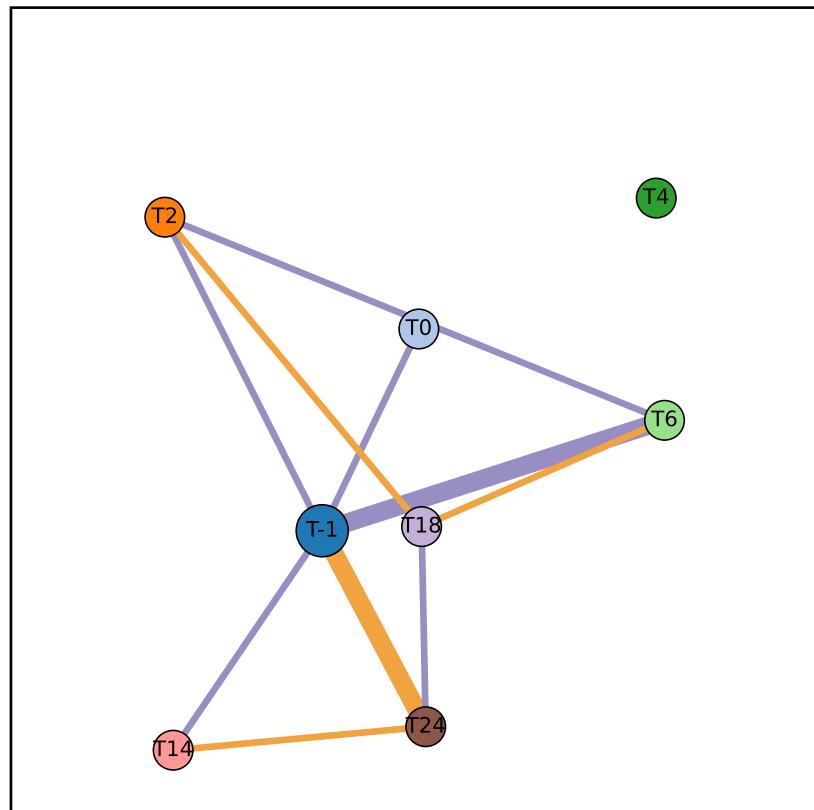
Wave 2 (topics)



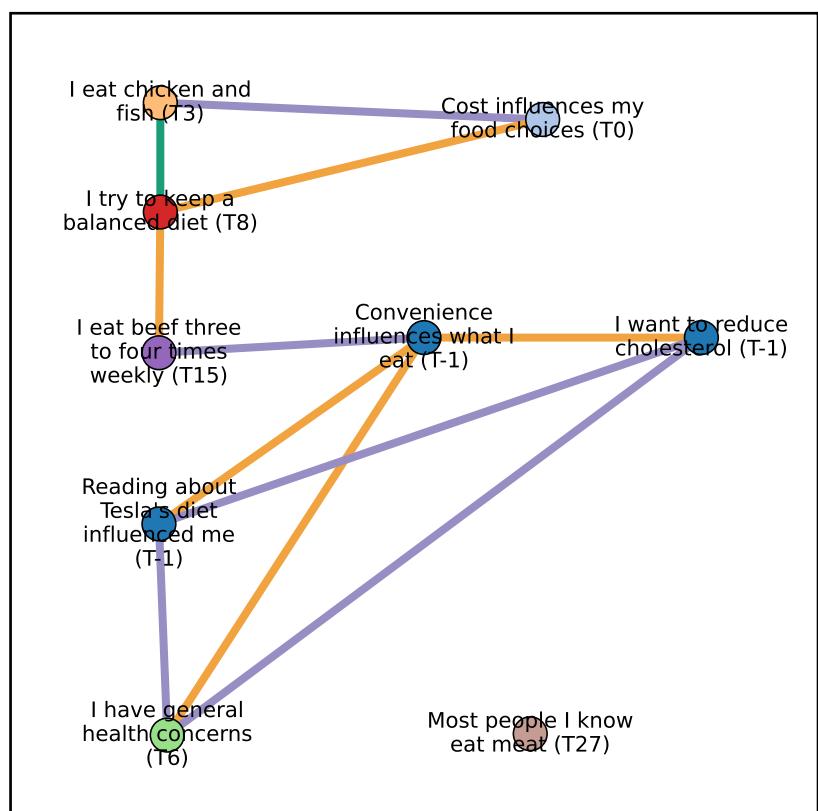
Wave 1 (stances)



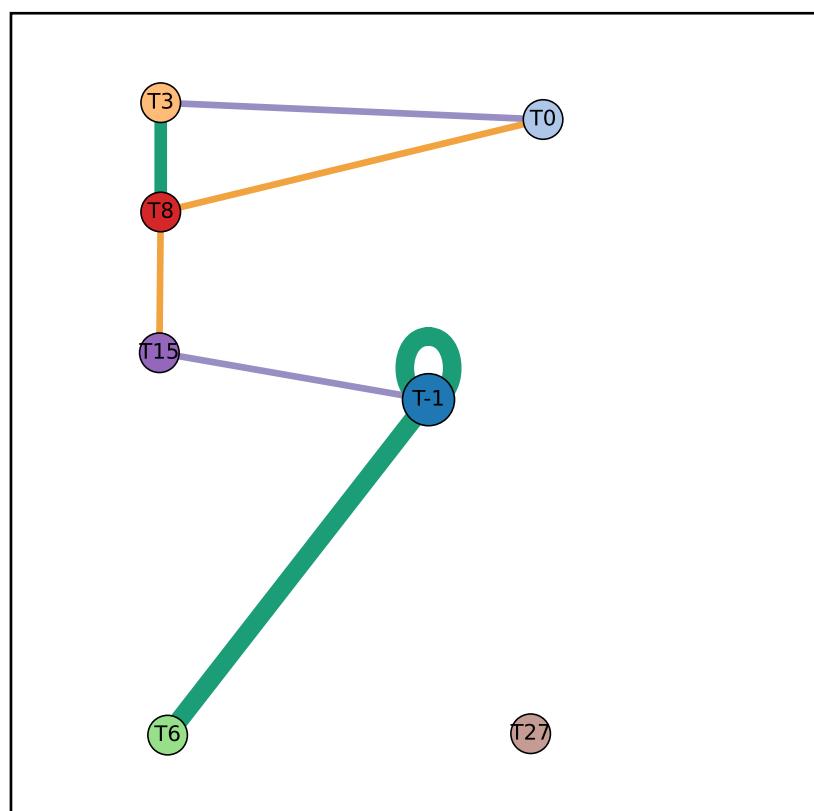
Wave 1 (topics)



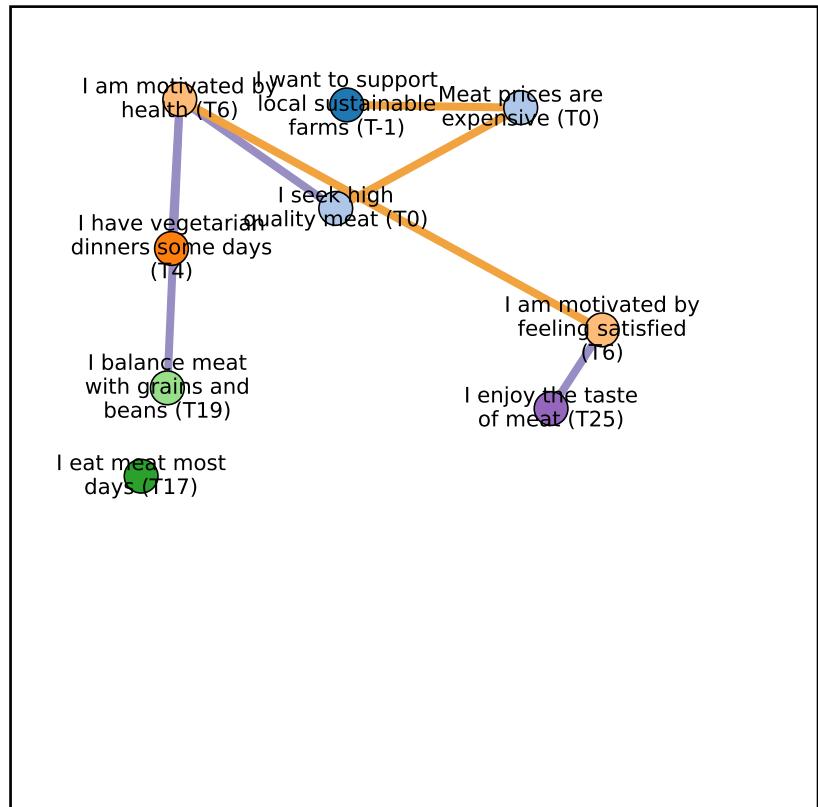
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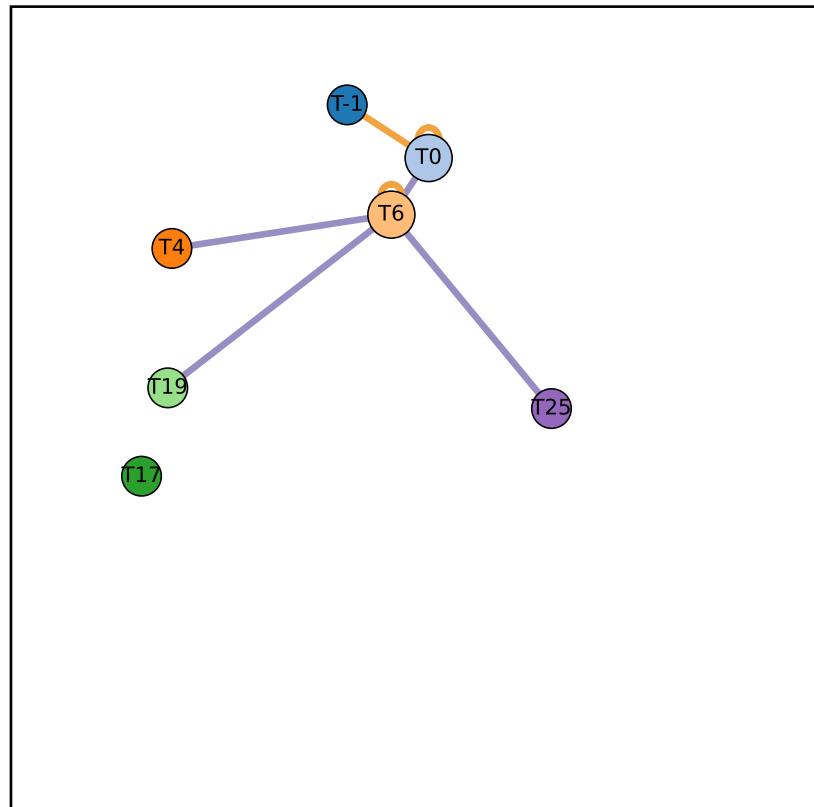
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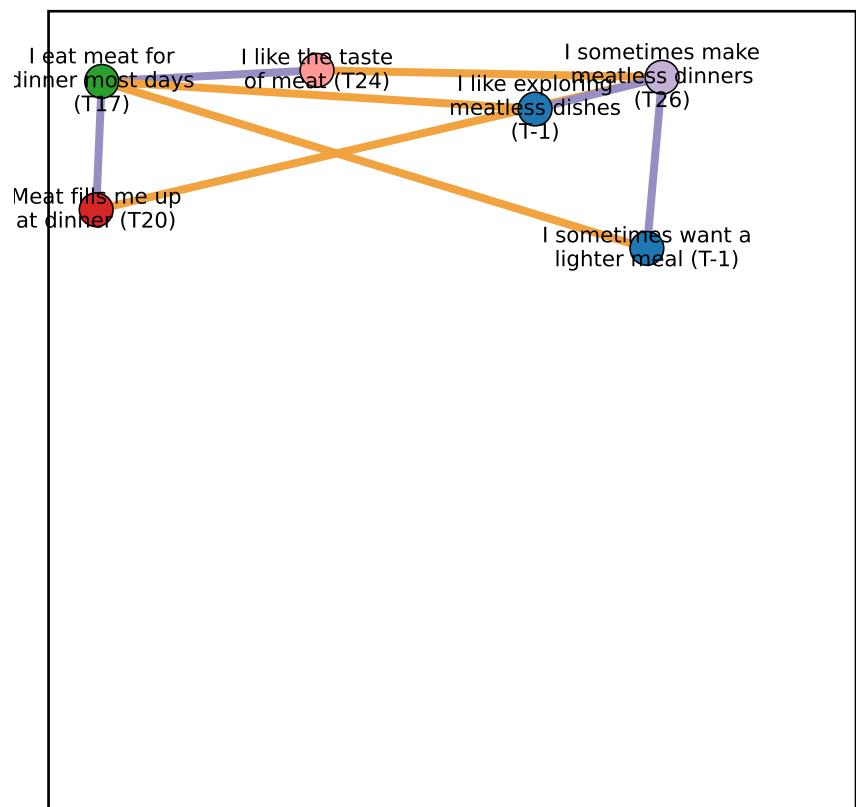
Wave 1 (stances)



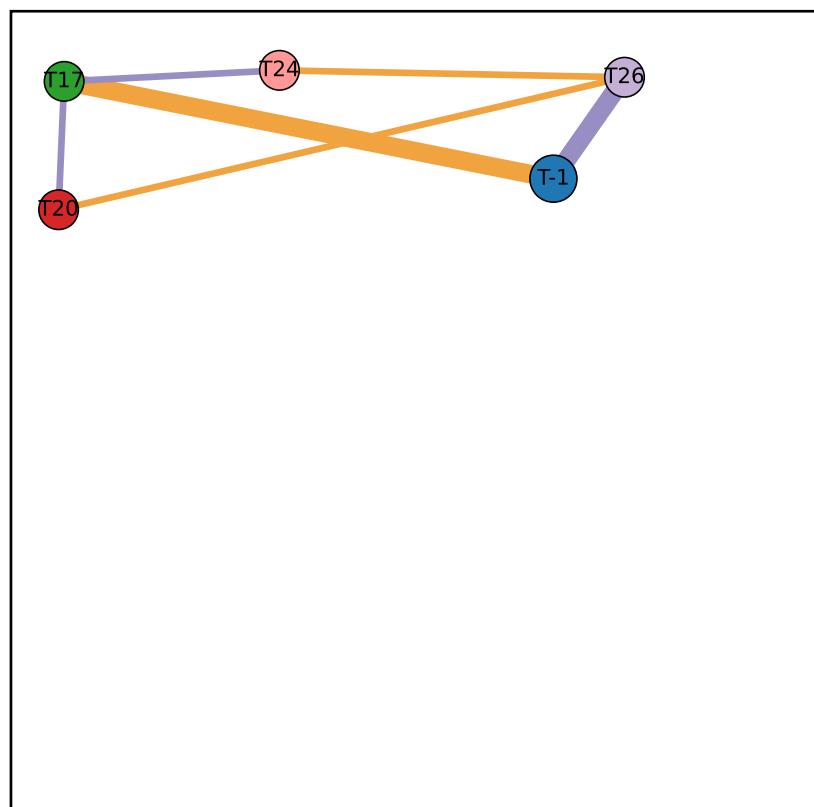
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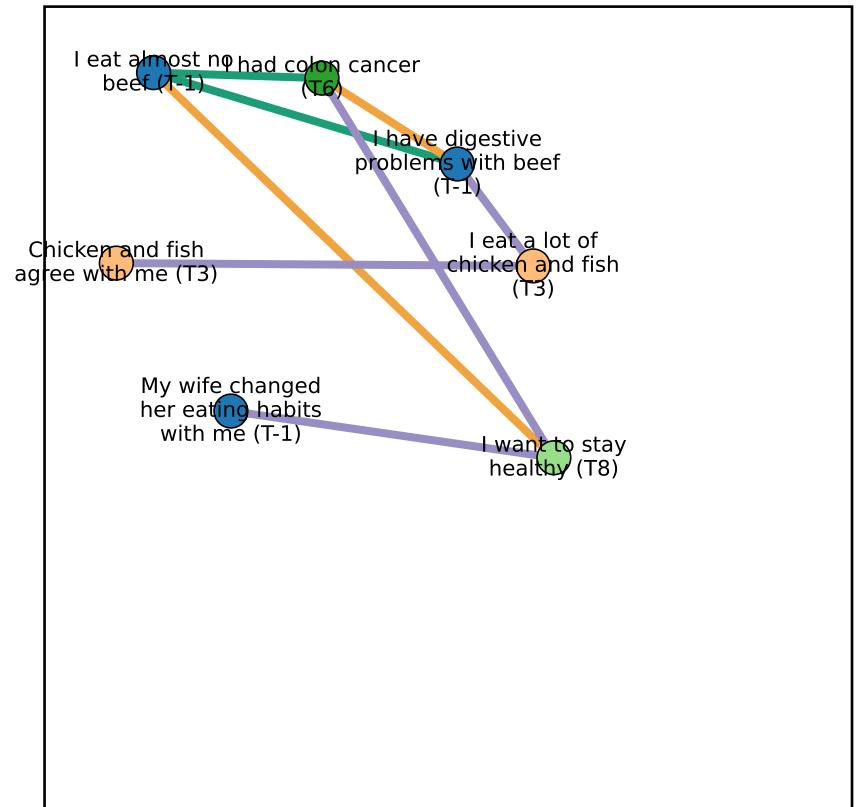
Wave 2 (stances)



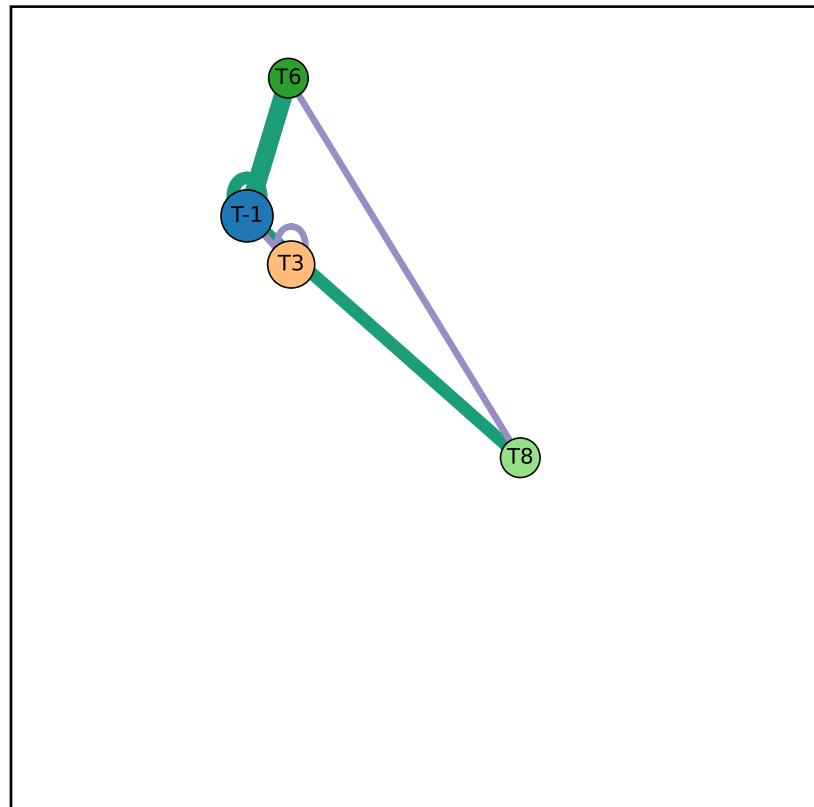
Wave 2 (topics)



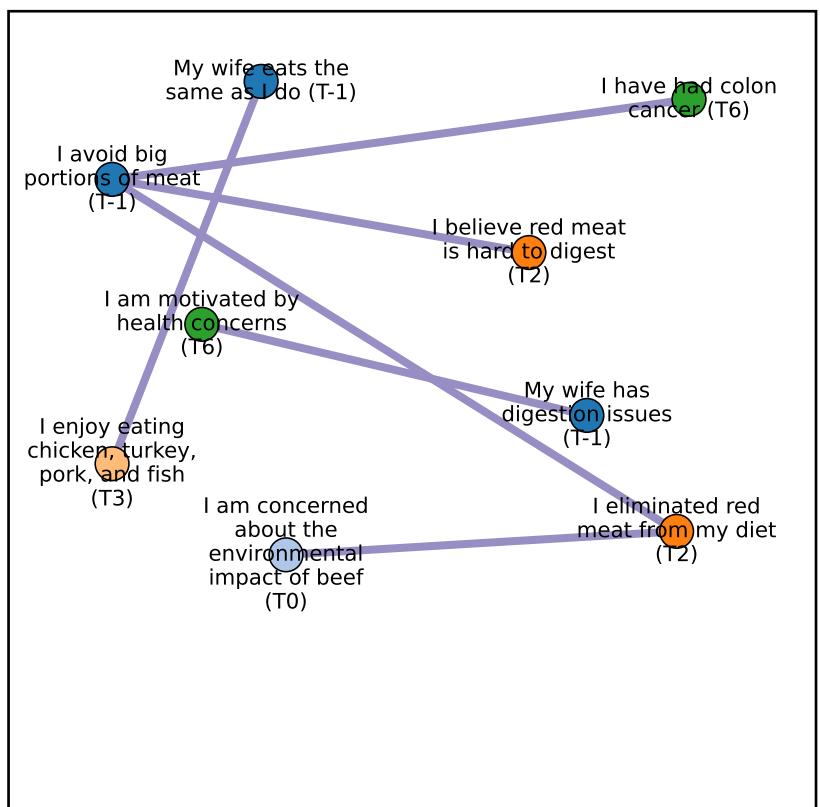
Wave 1 (stances)



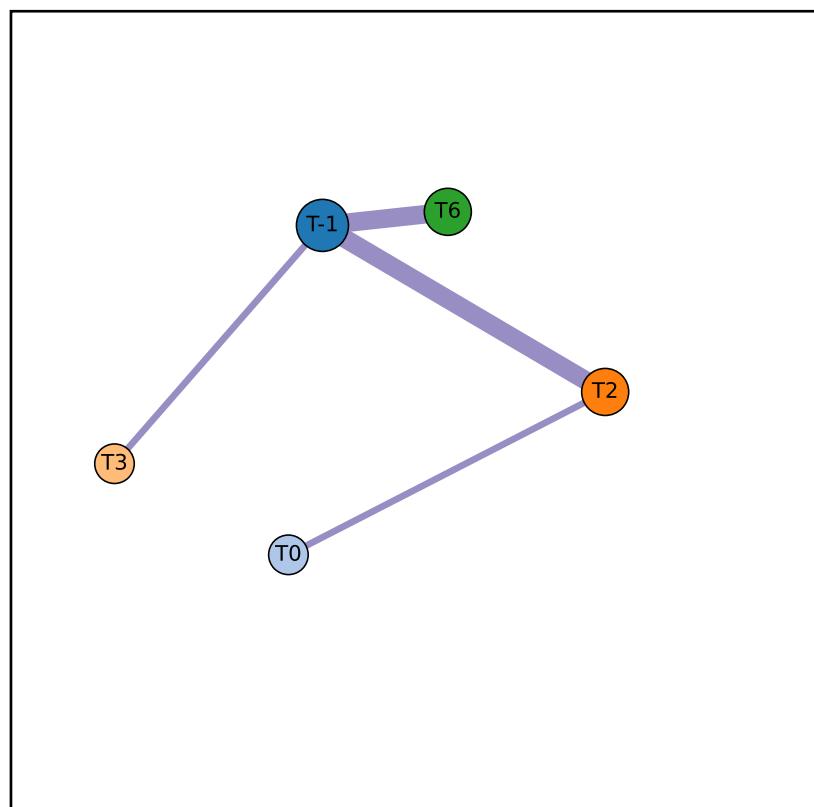
Wave 1 (topics)



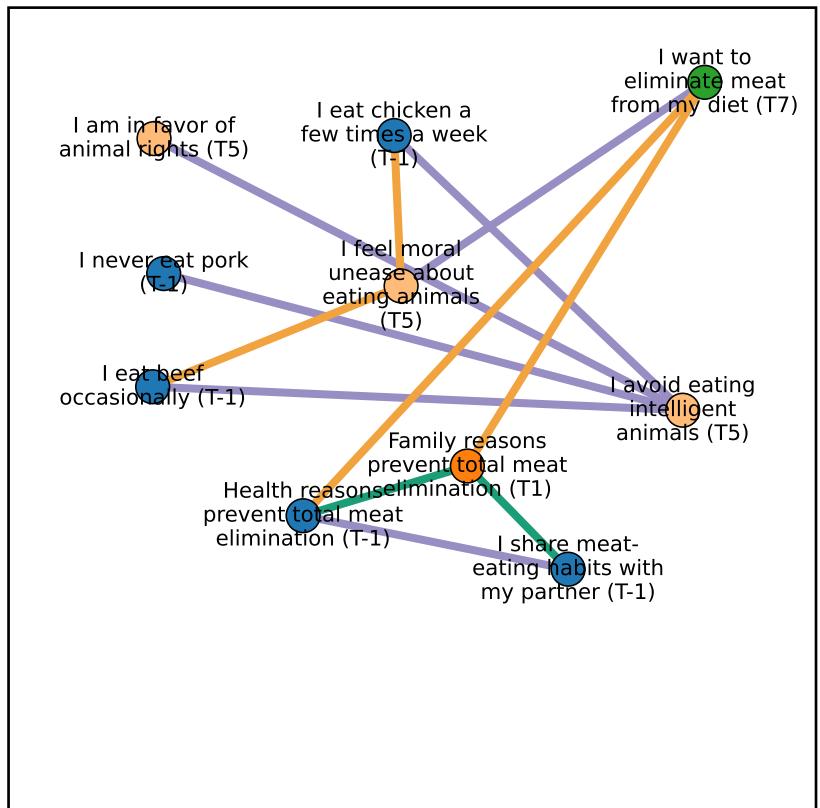
Wave 2 (stances)



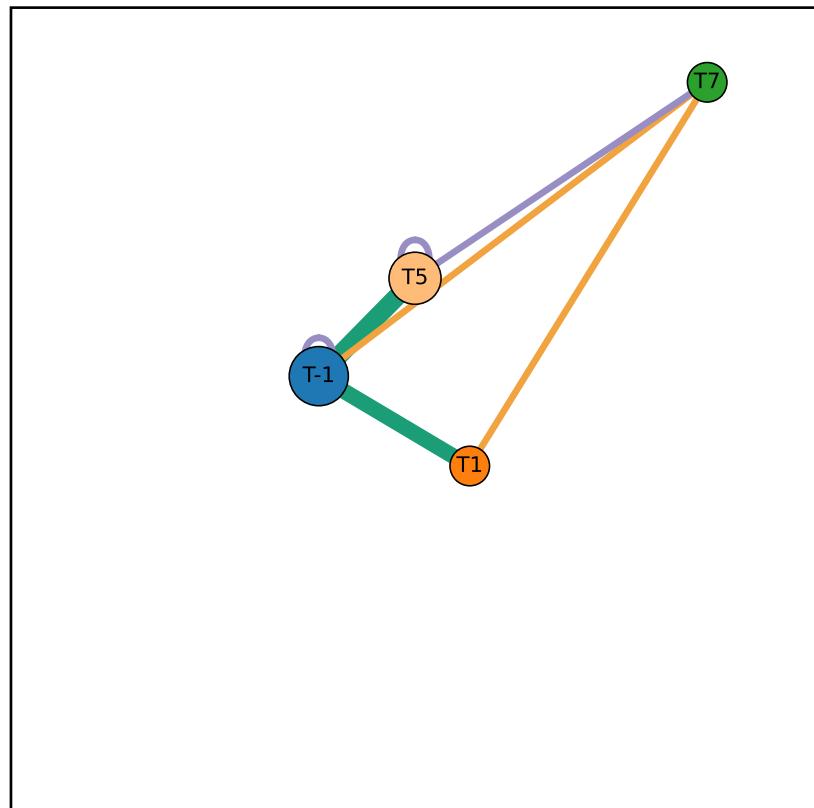
Wave 2 (topics)



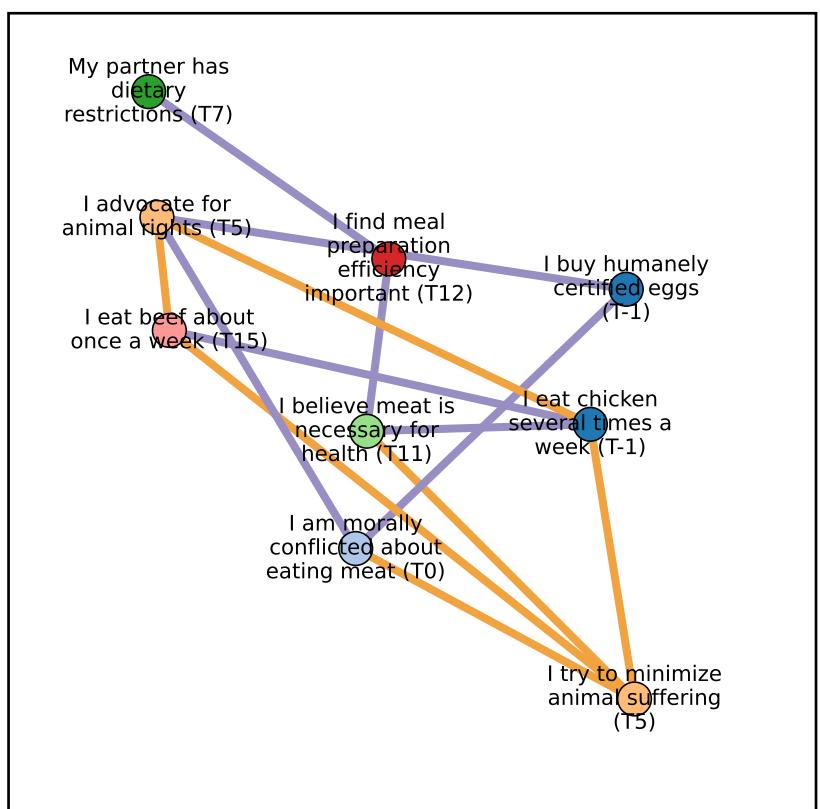
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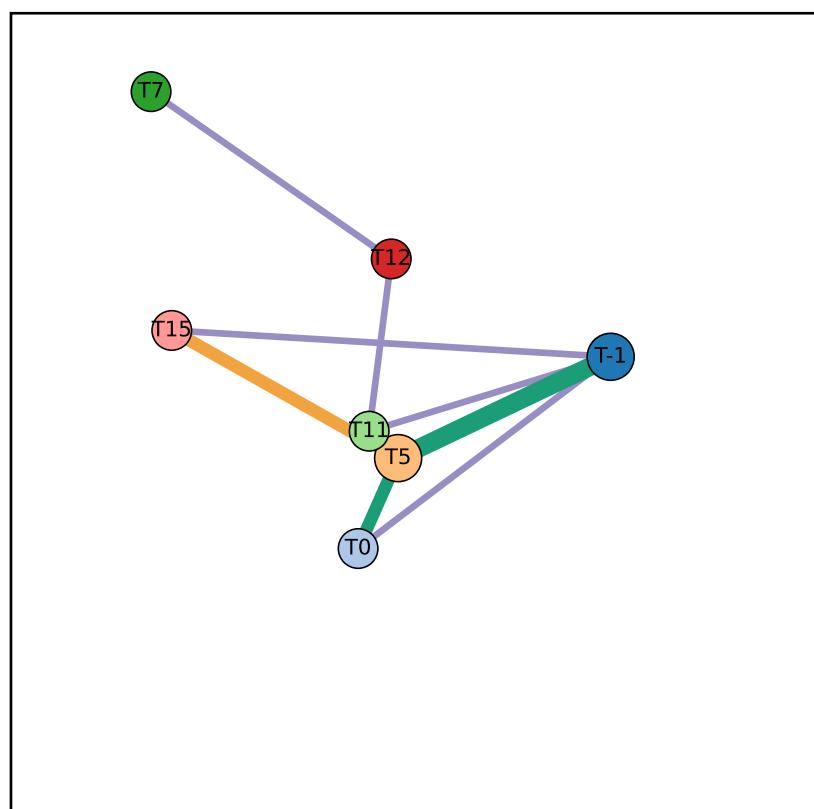
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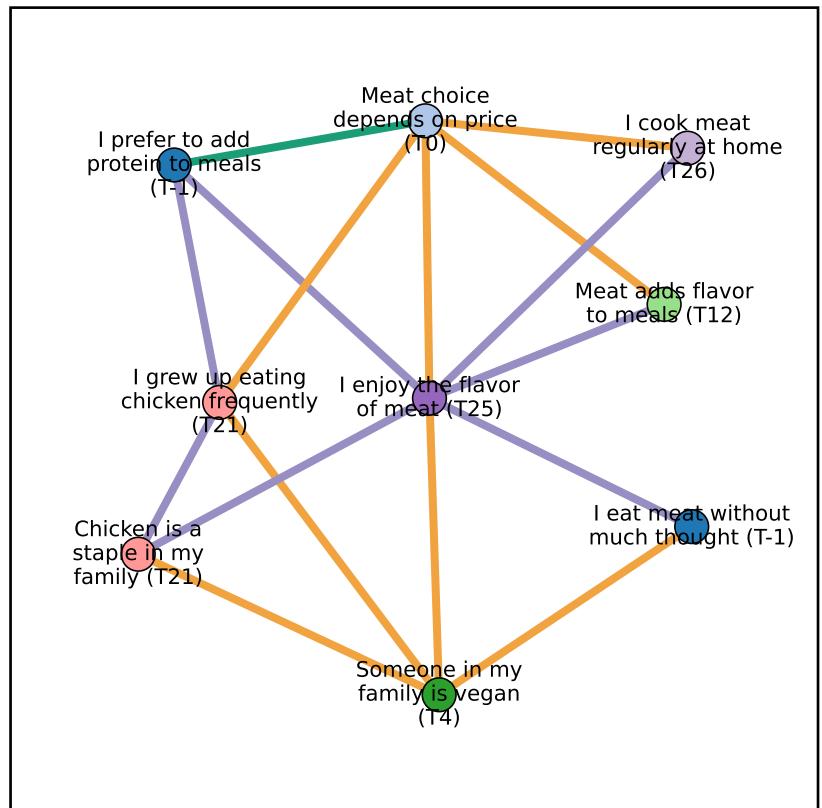
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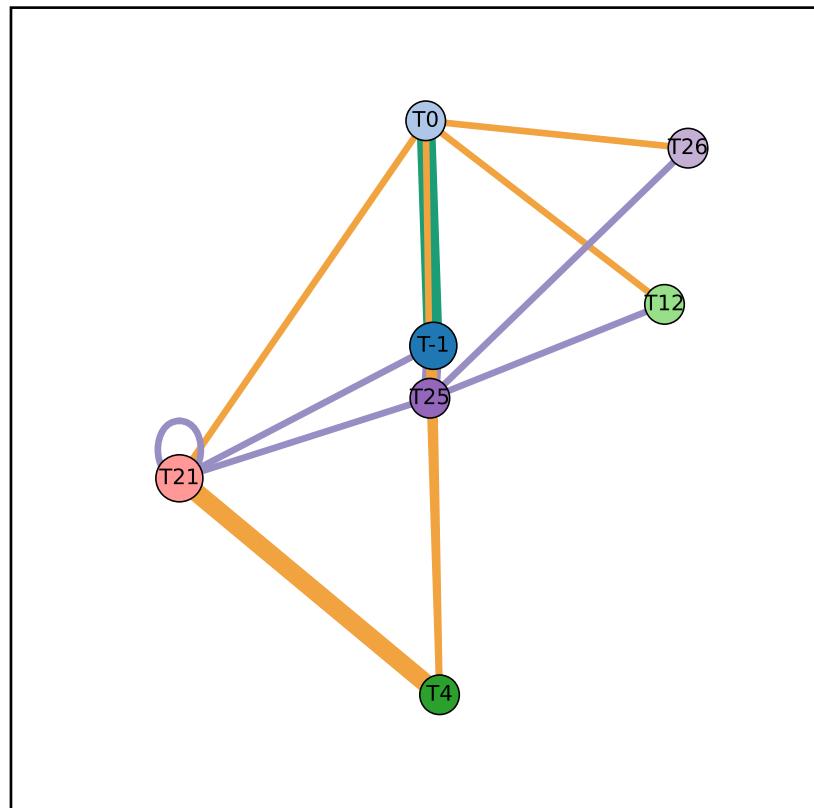
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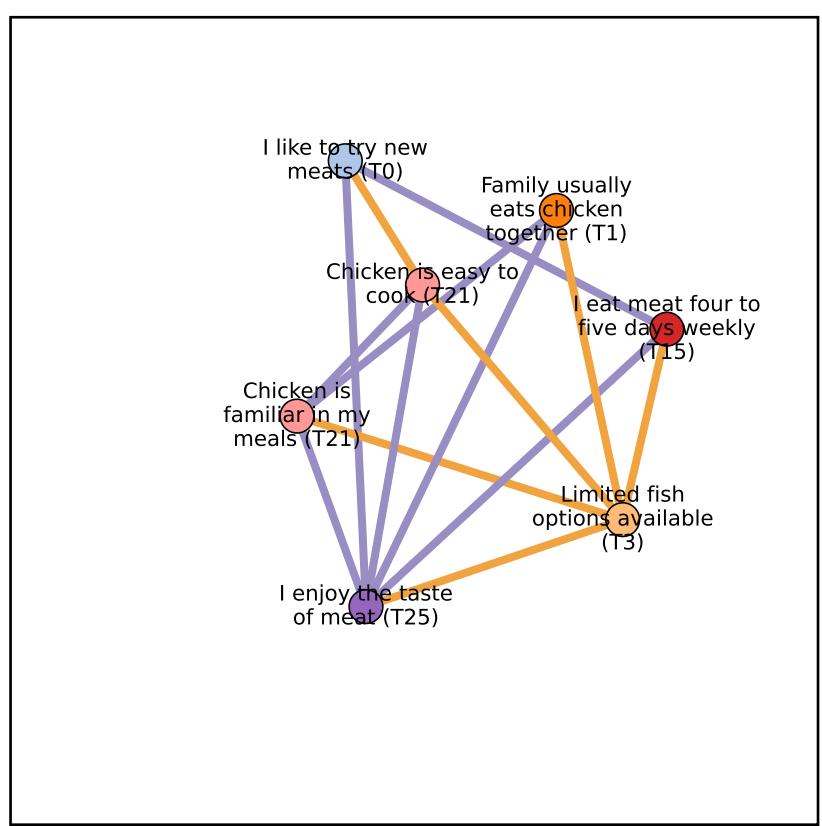
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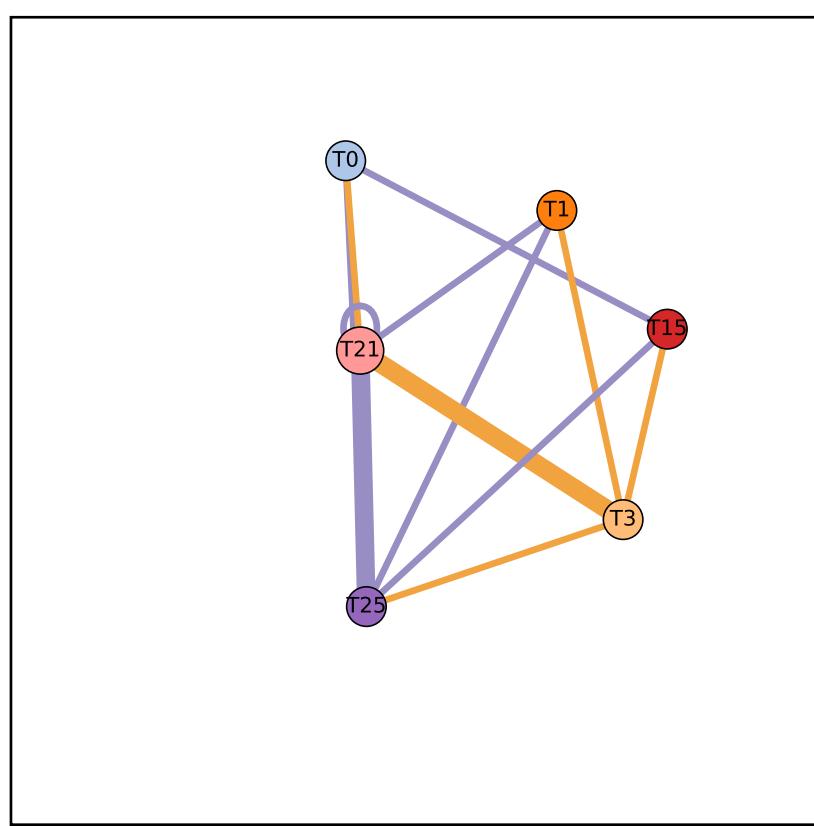
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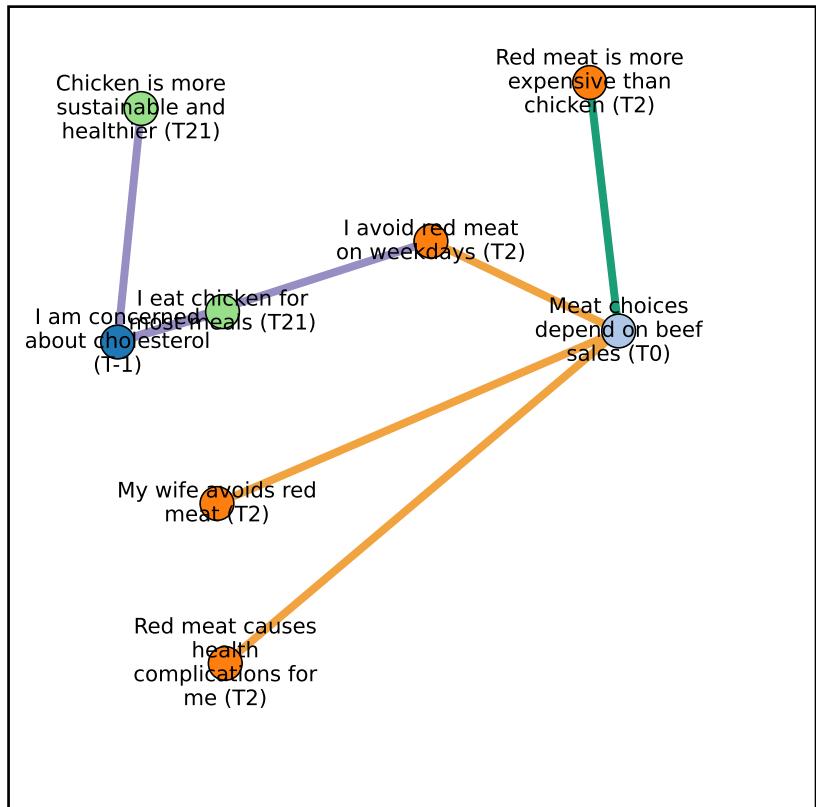
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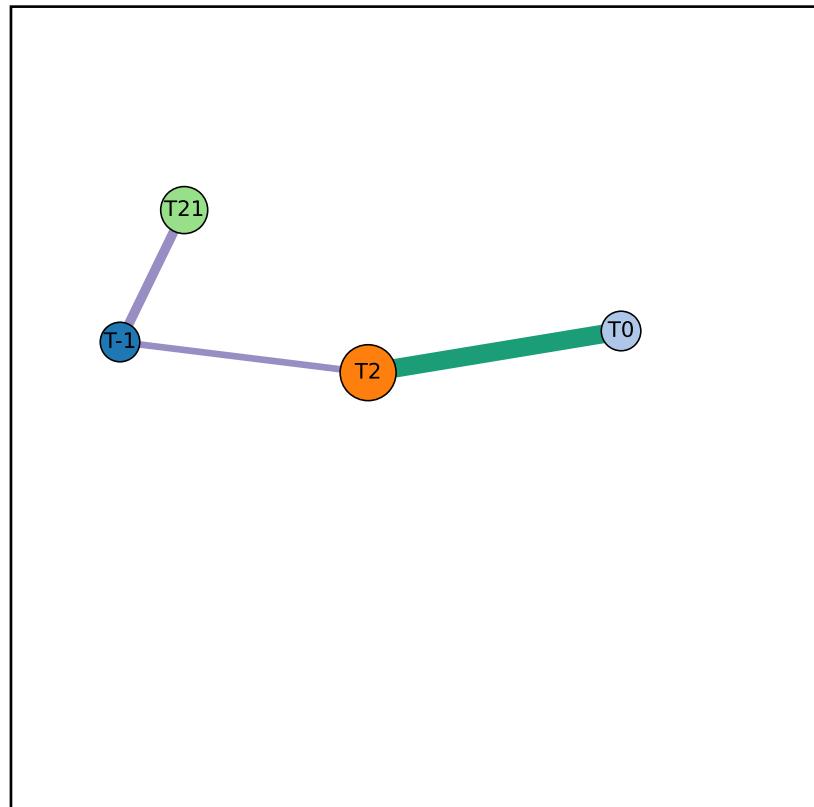
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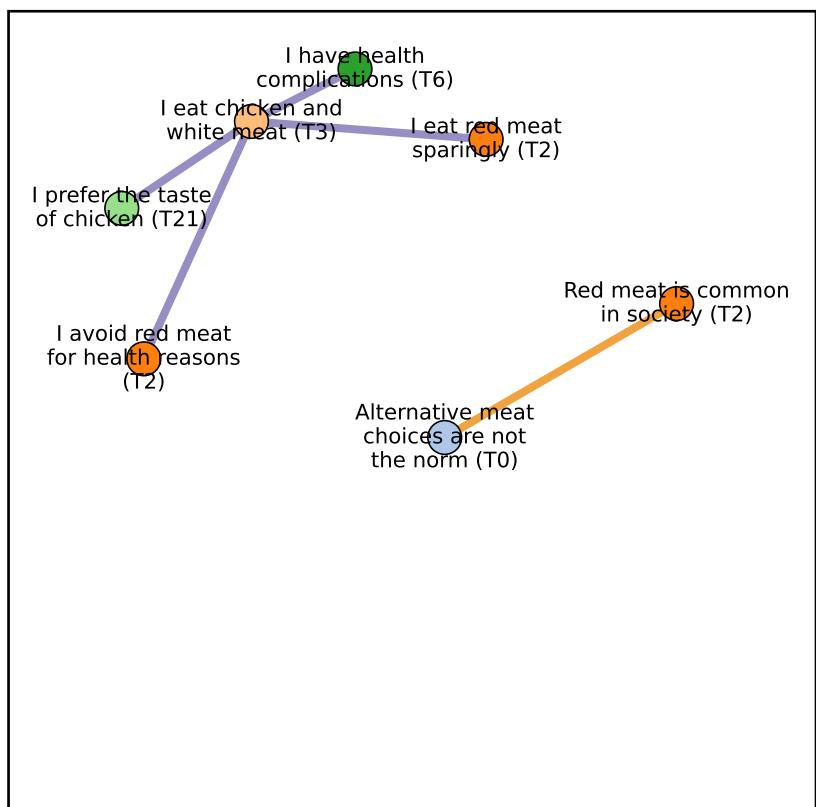
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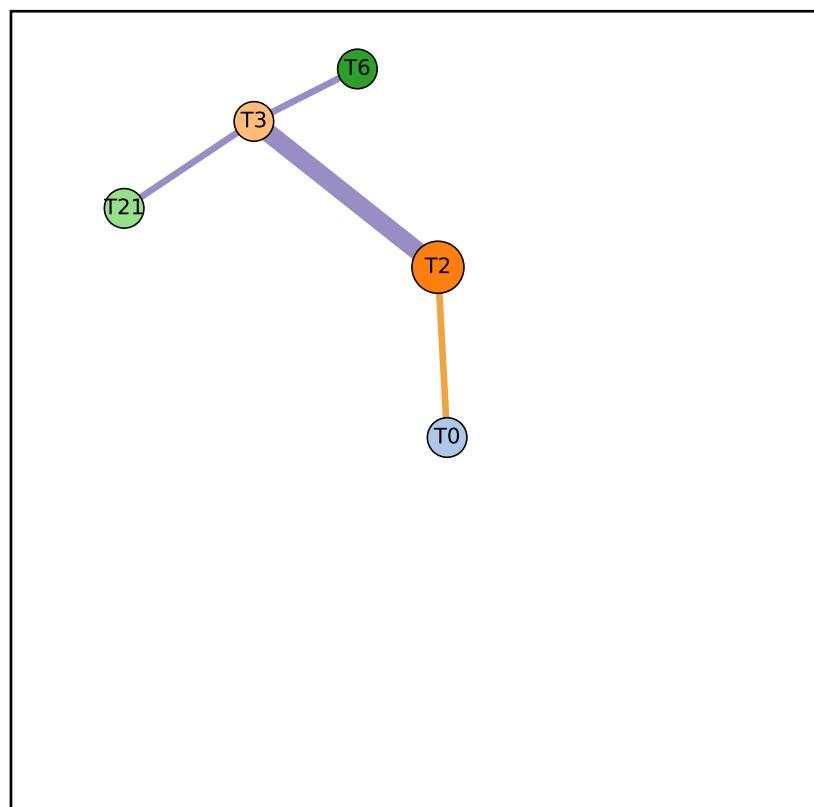
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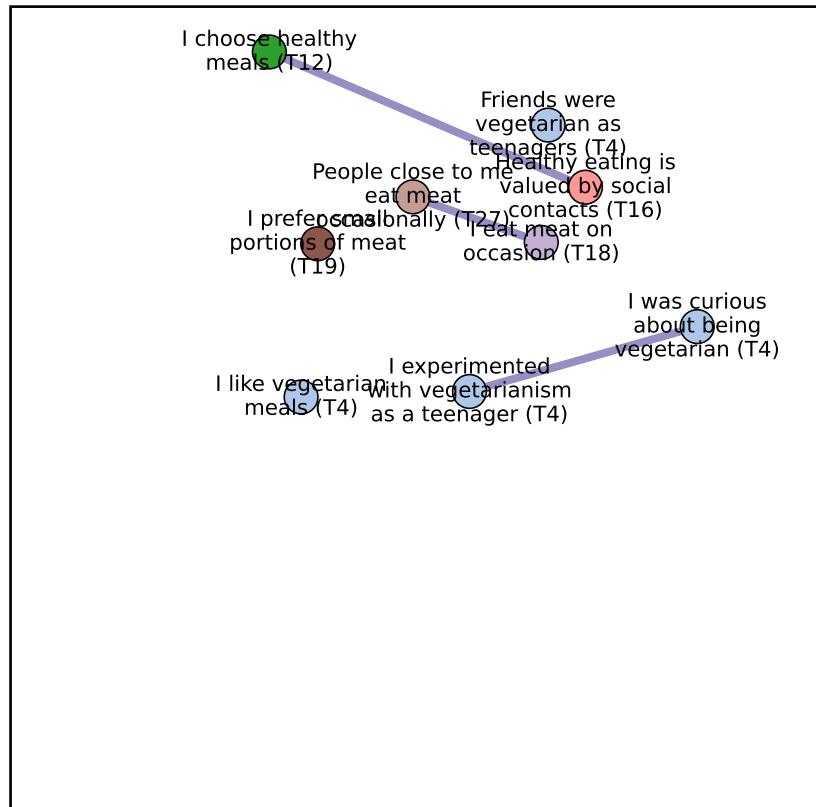
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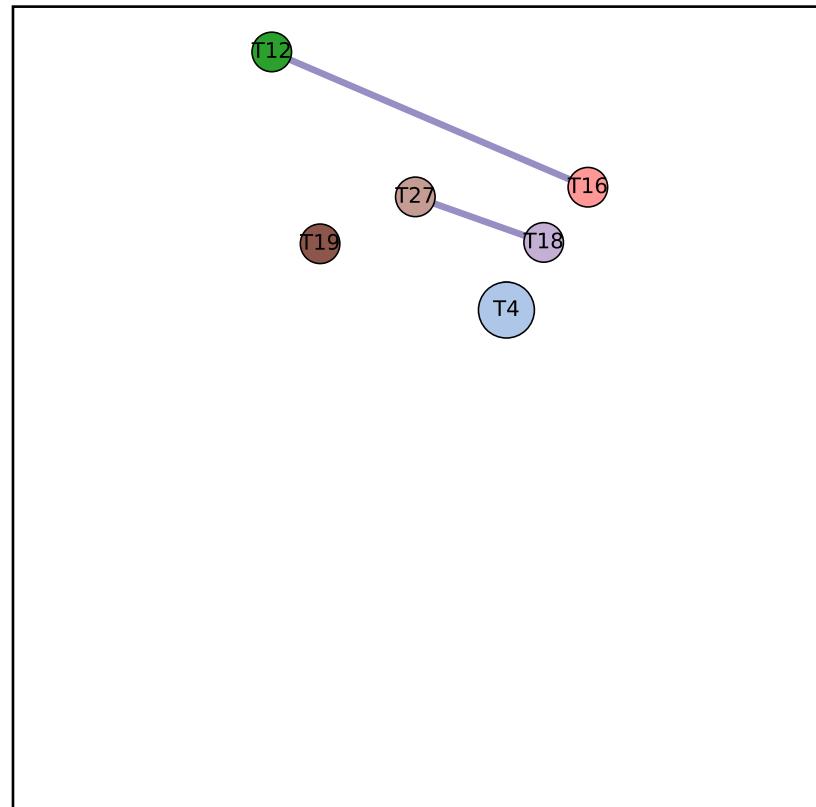
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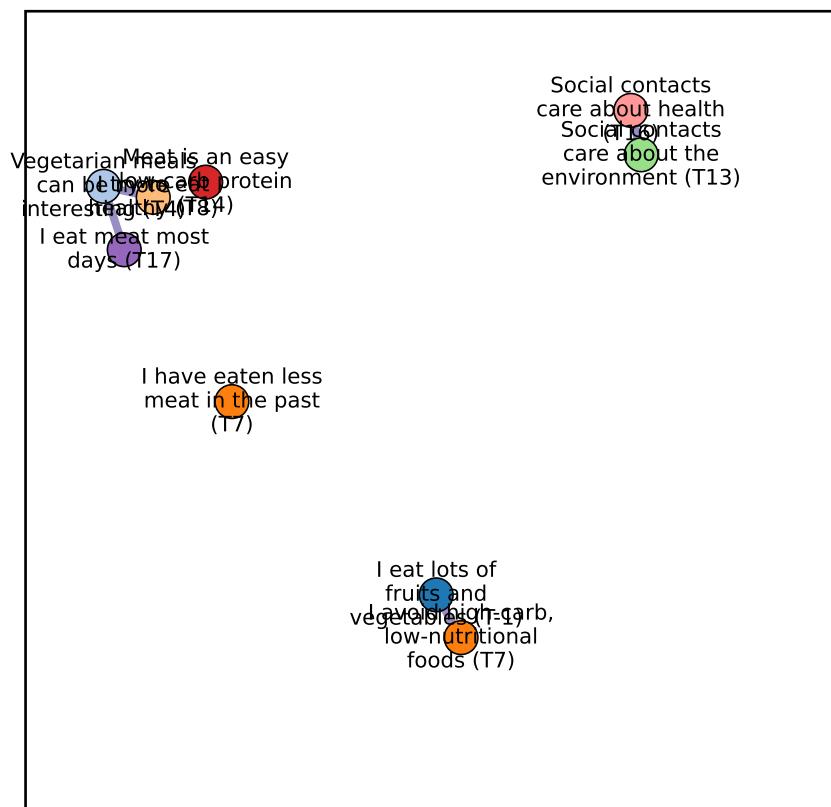
Wave 1 (stances)



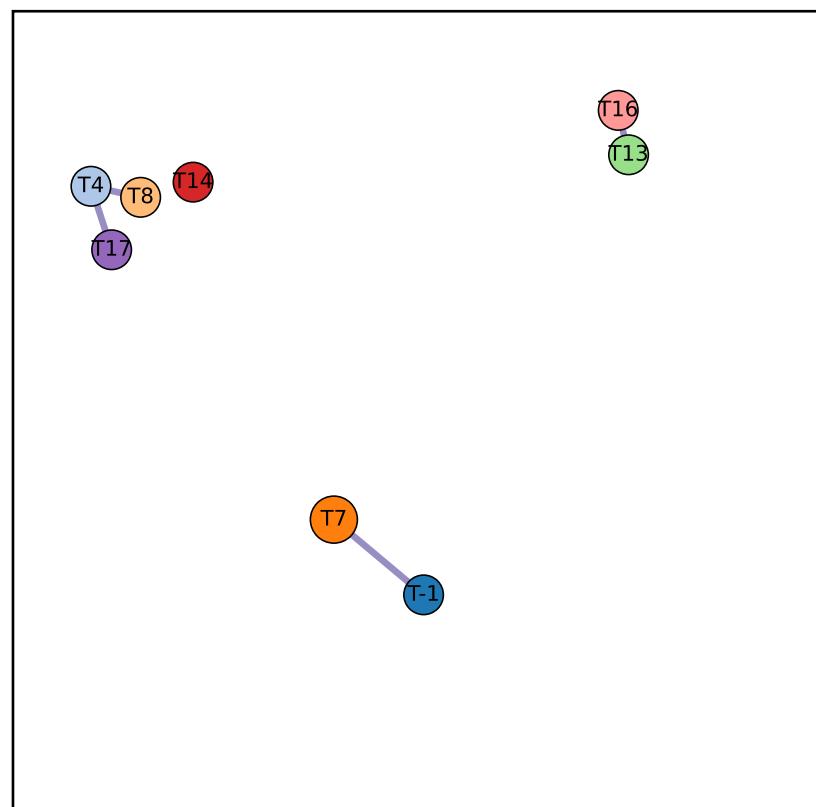
Wave 1 (topics)



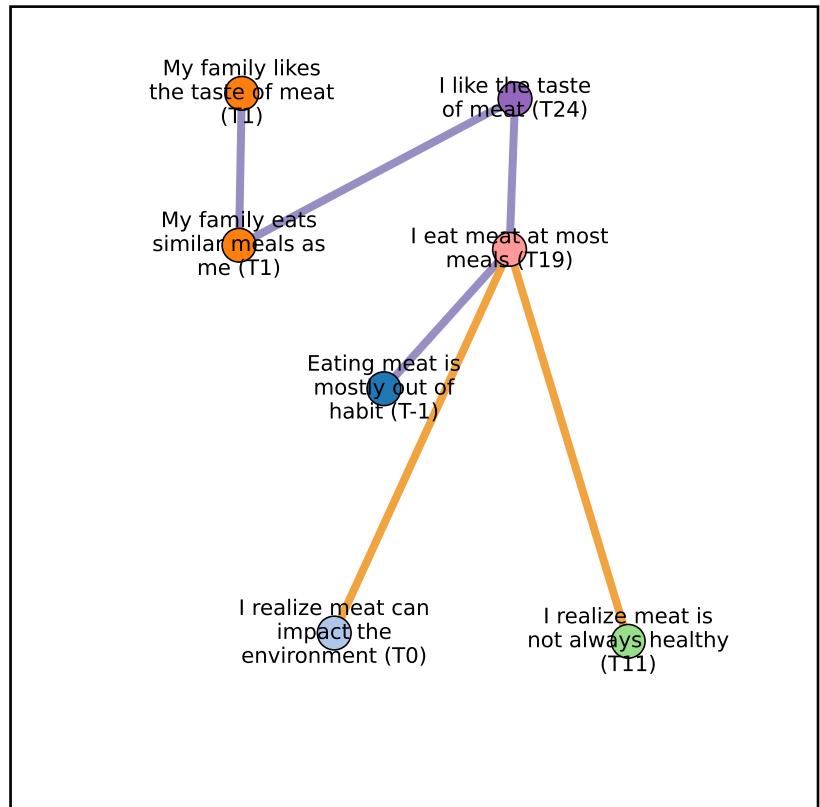
Wave 2 (stances)



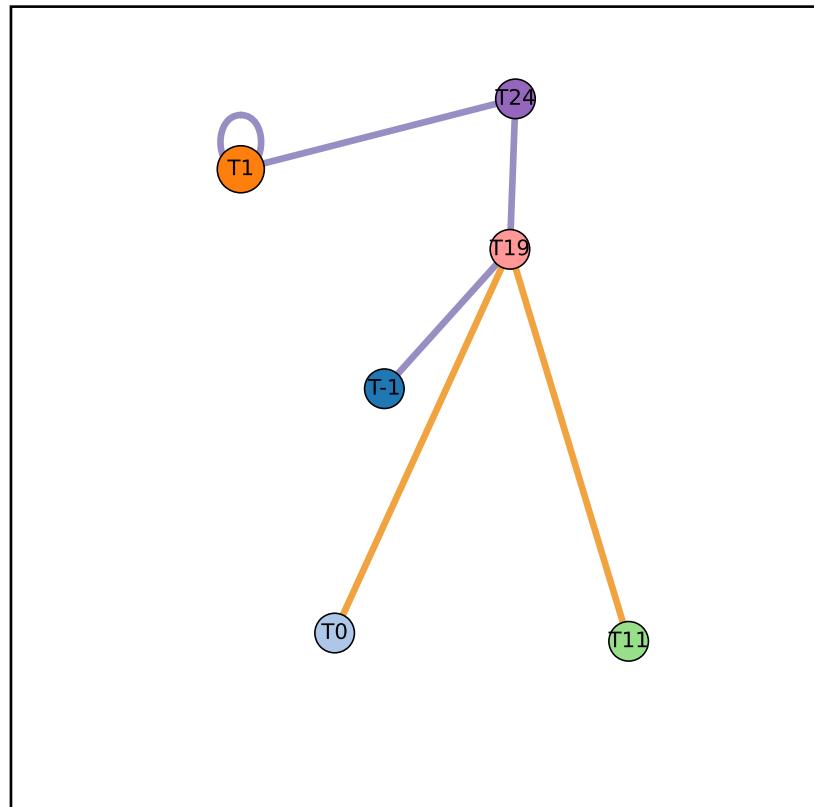
Wave 2 (topics)



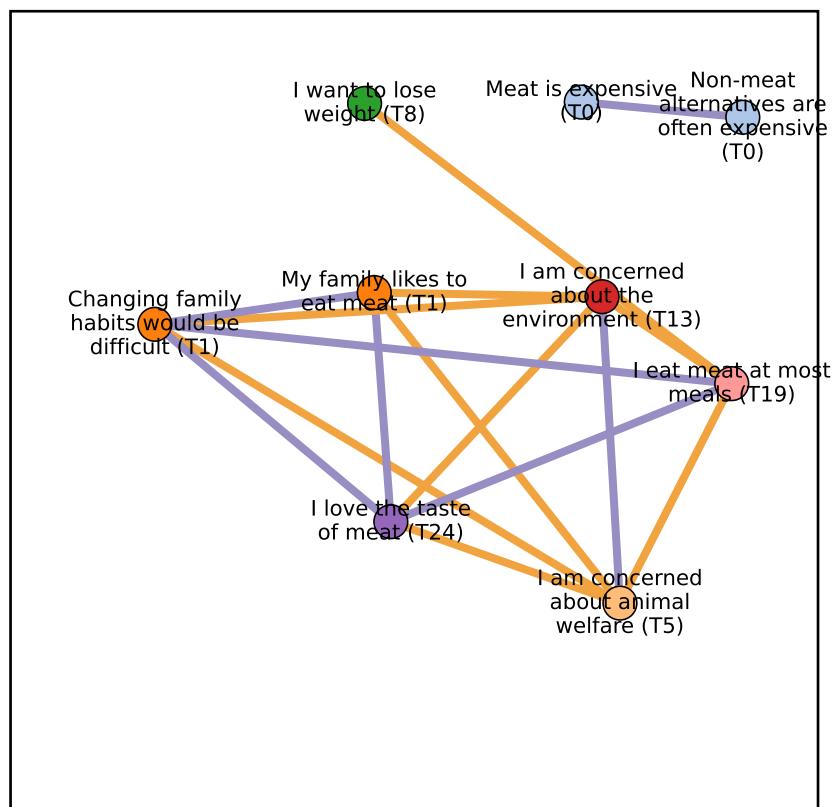
Wave 1 (stances)



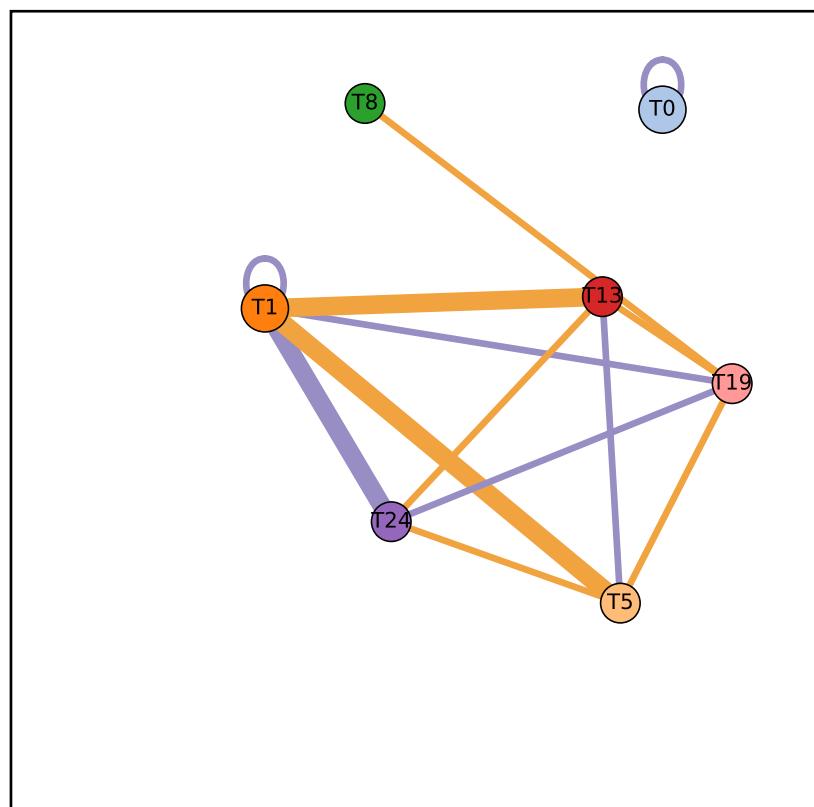
Wave 1 (topics)



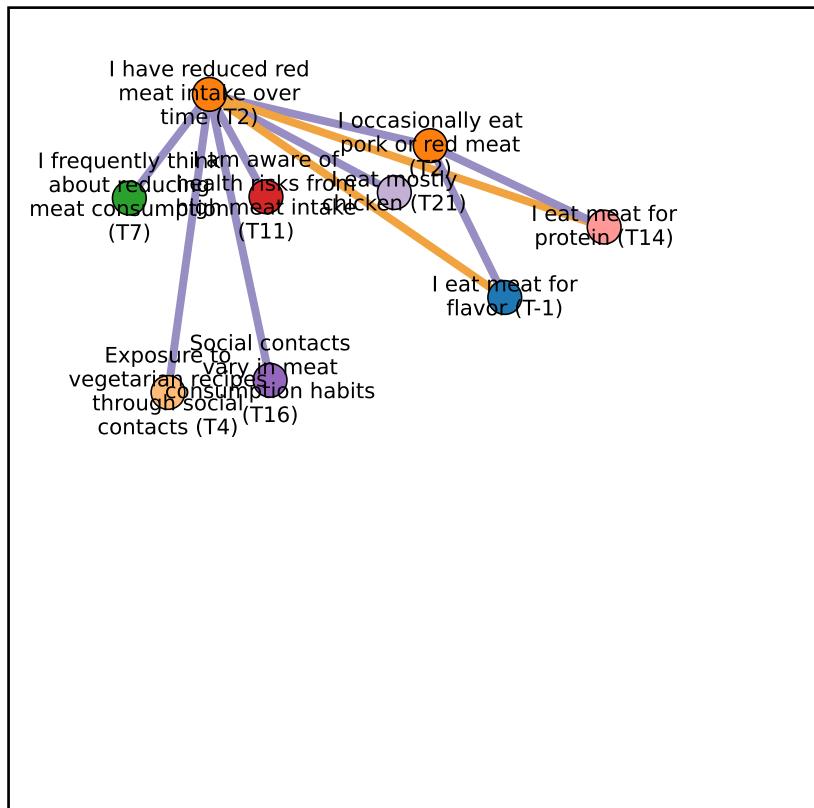
Wave 2 (stances)



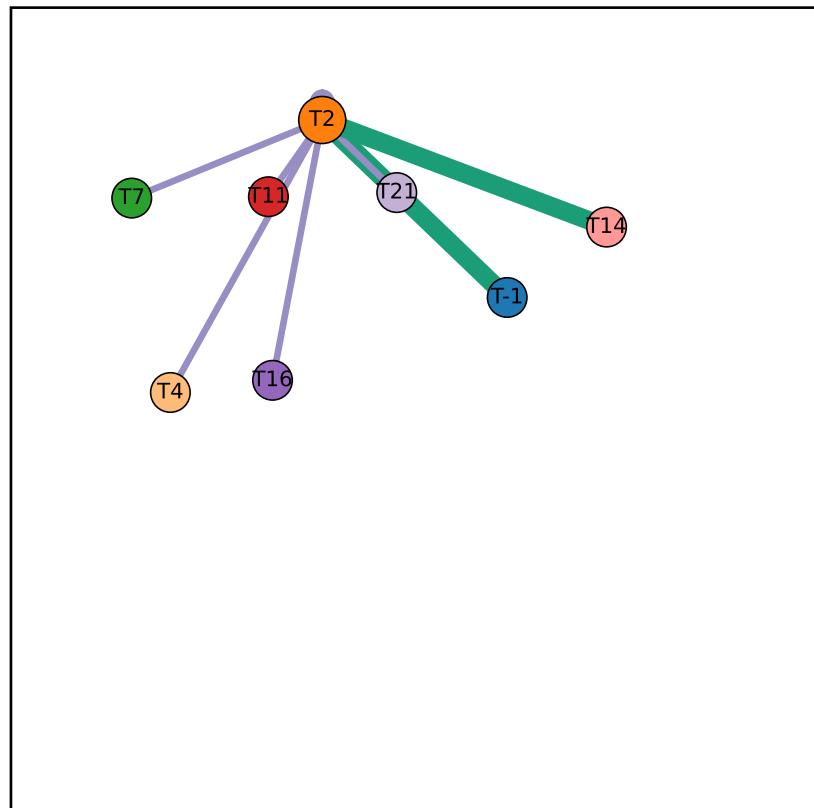
Wave 2 (topics)



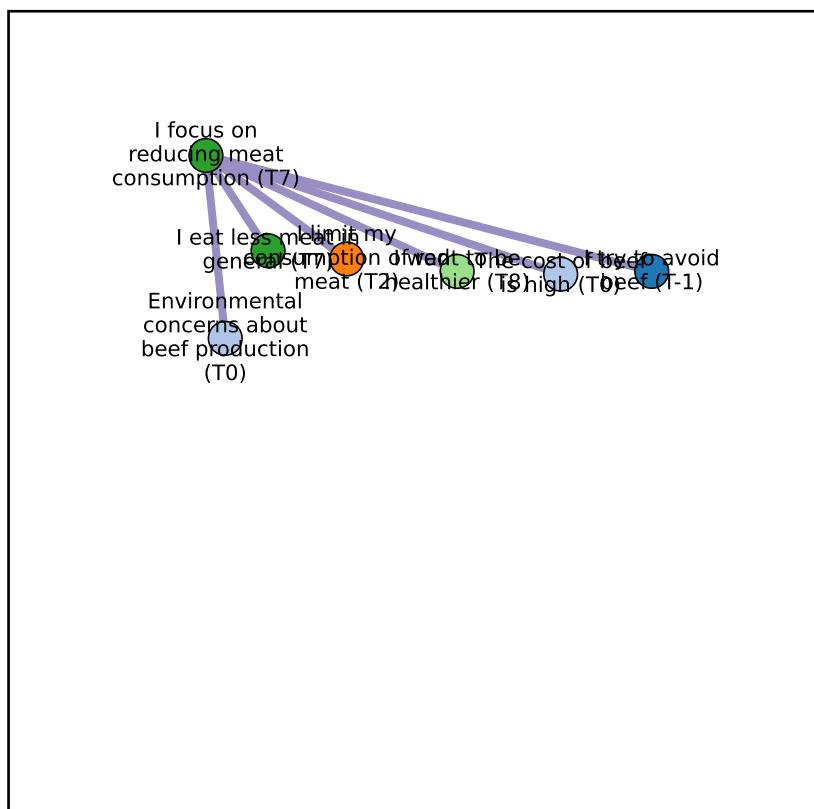
Wave 1 (stances)



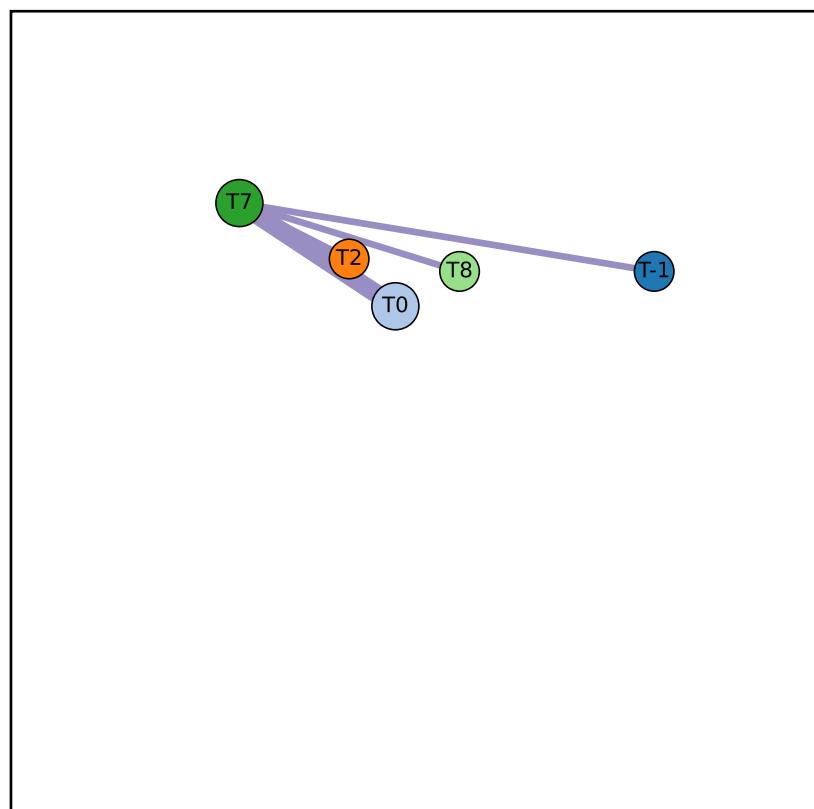
Wave 1 (topics)



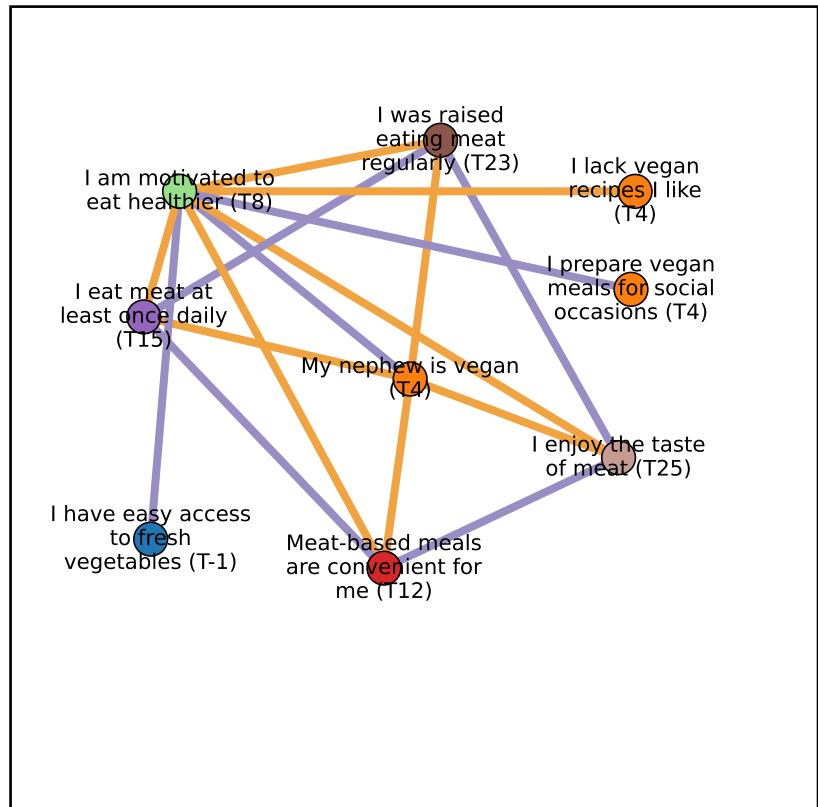
Wave 2 (stances)



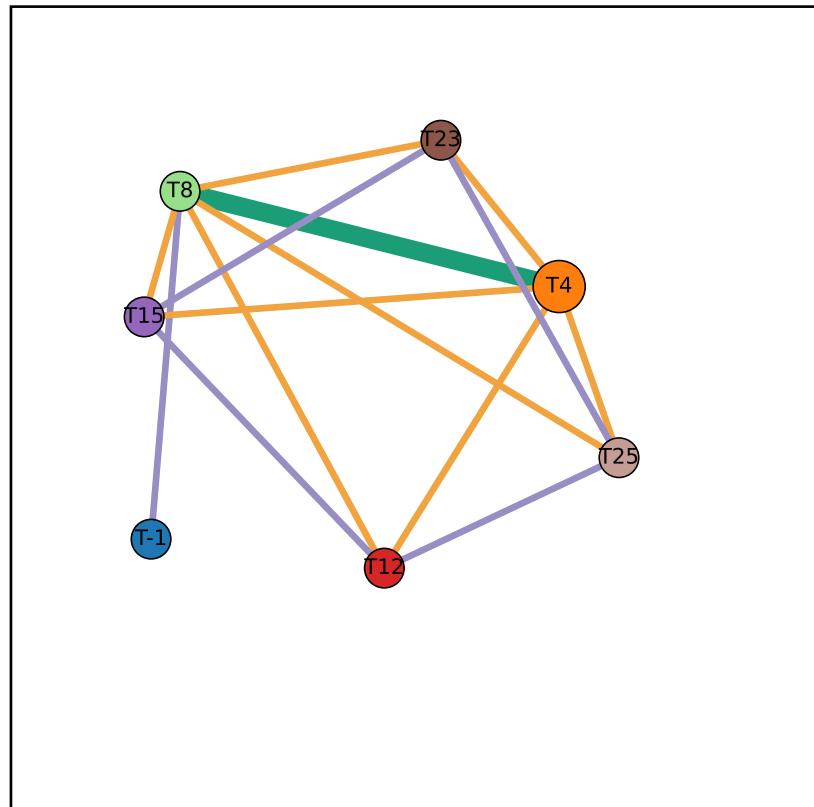
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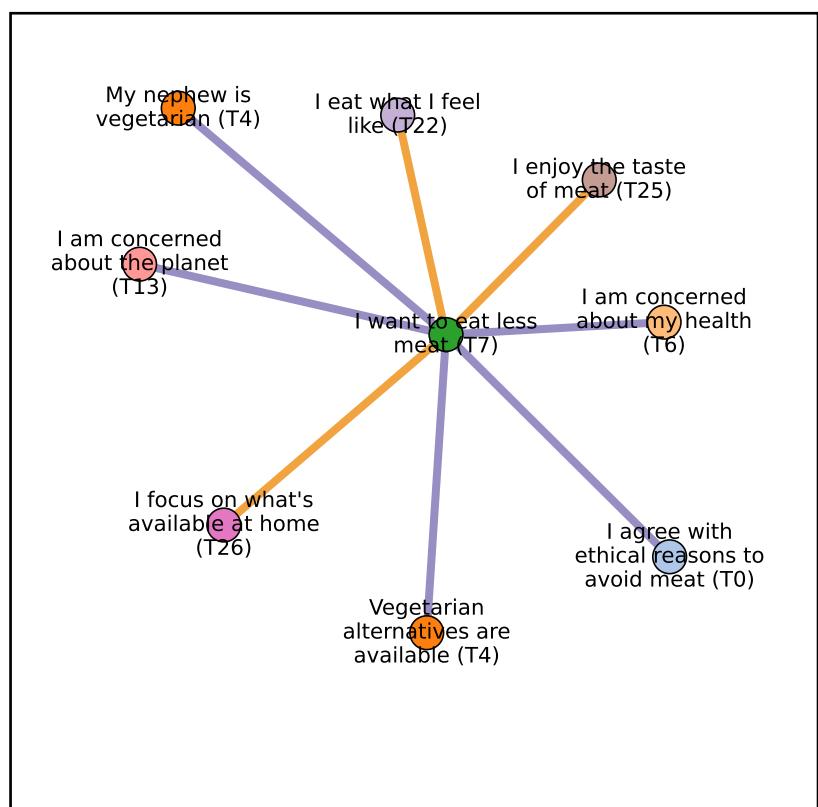
Wave 1 (stances)



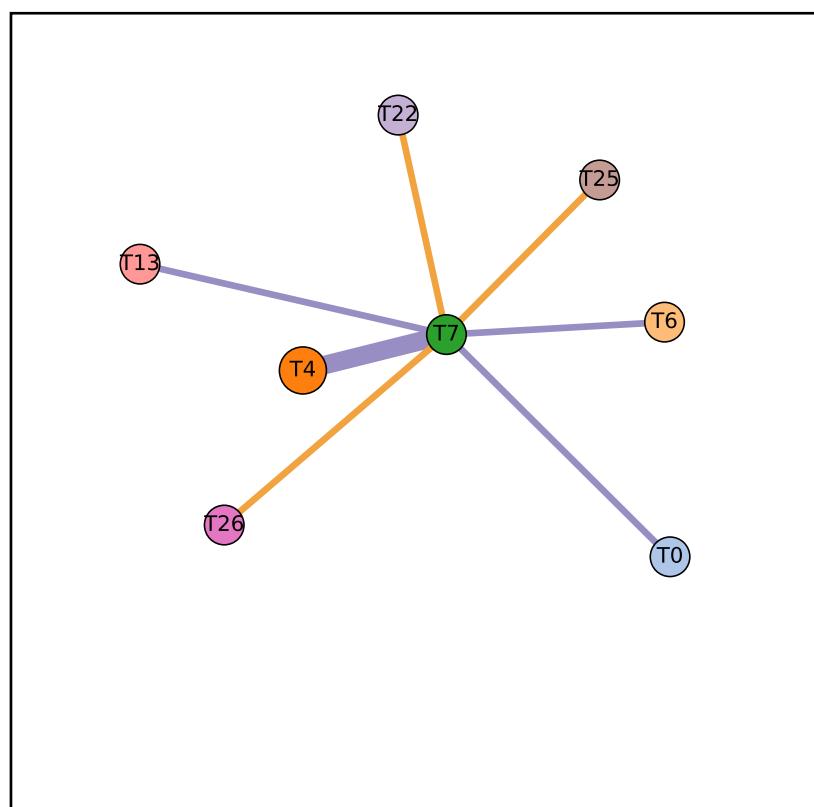
Wave 1 (topics)



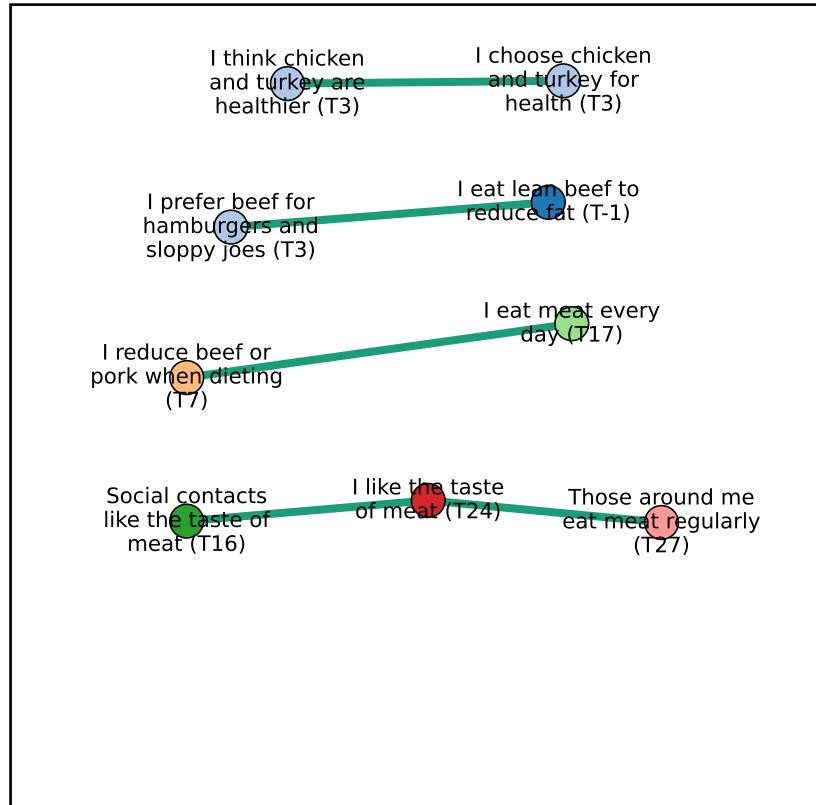
Wave 2 (stances)



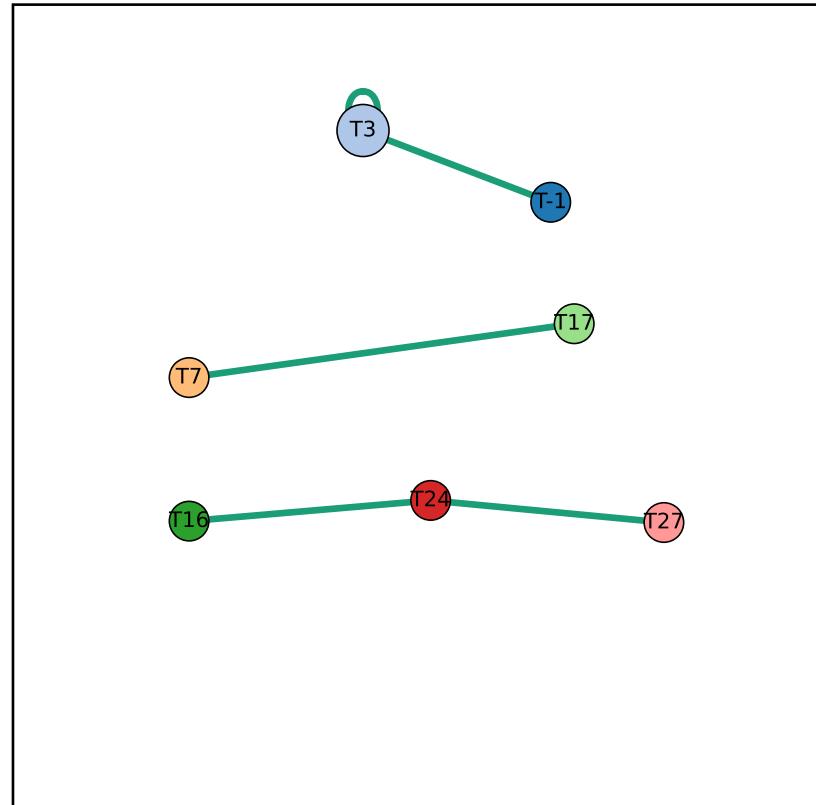
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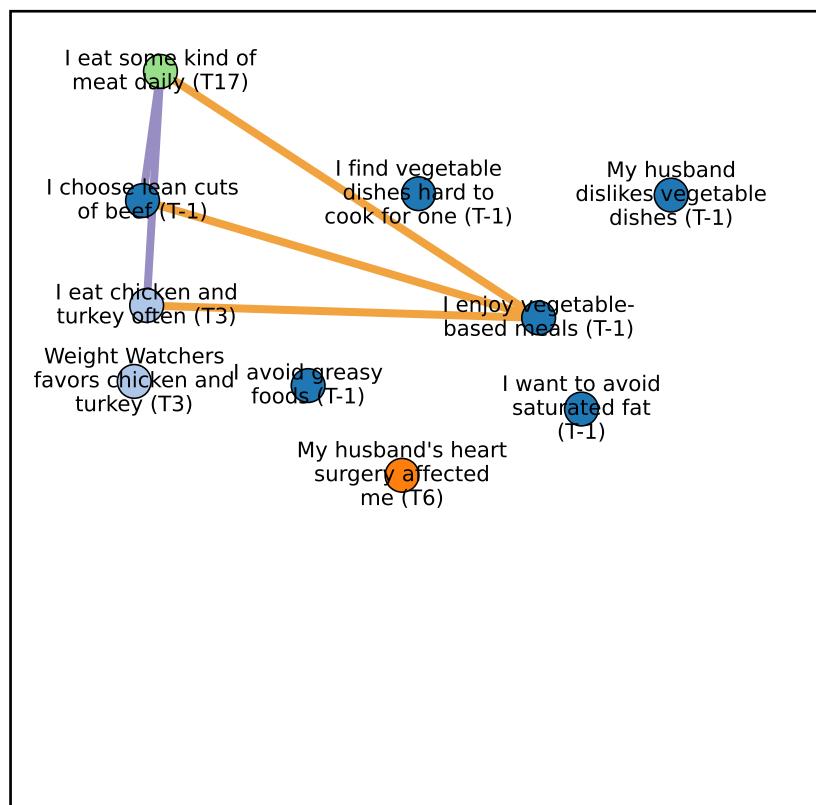
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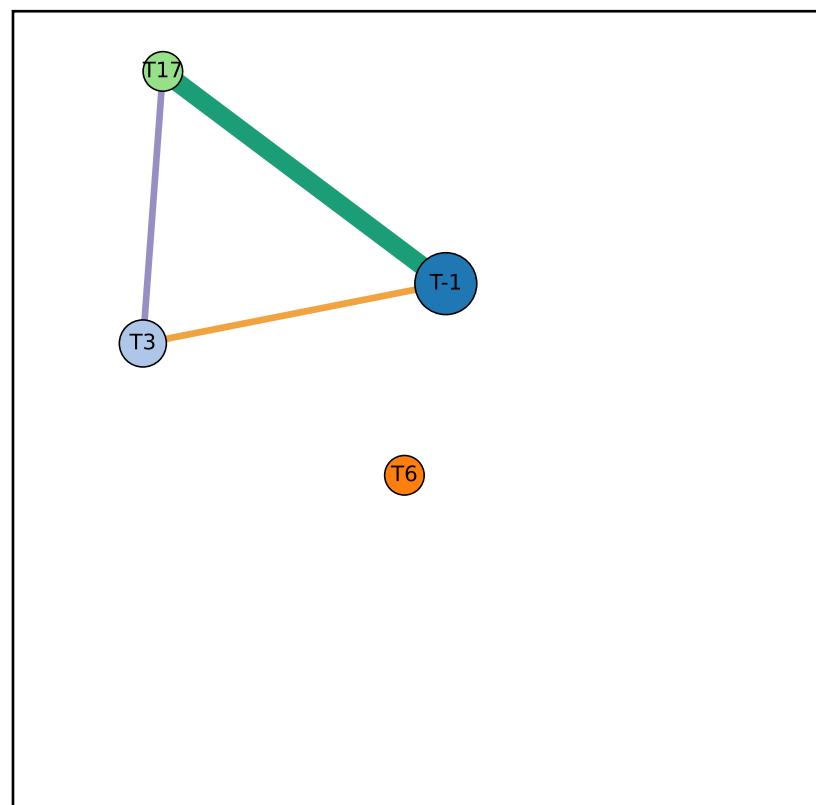
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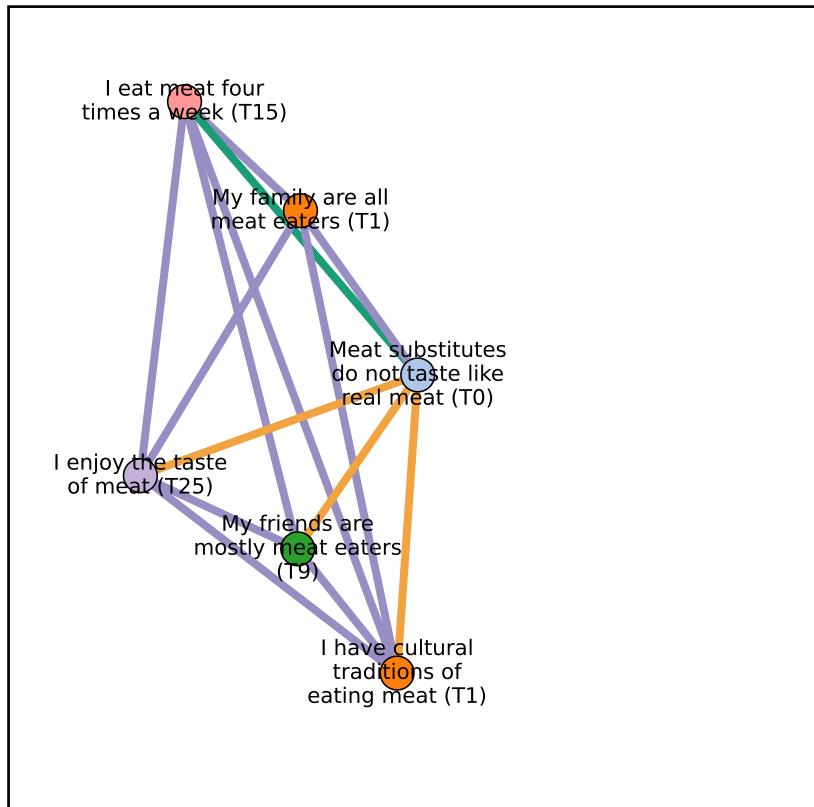
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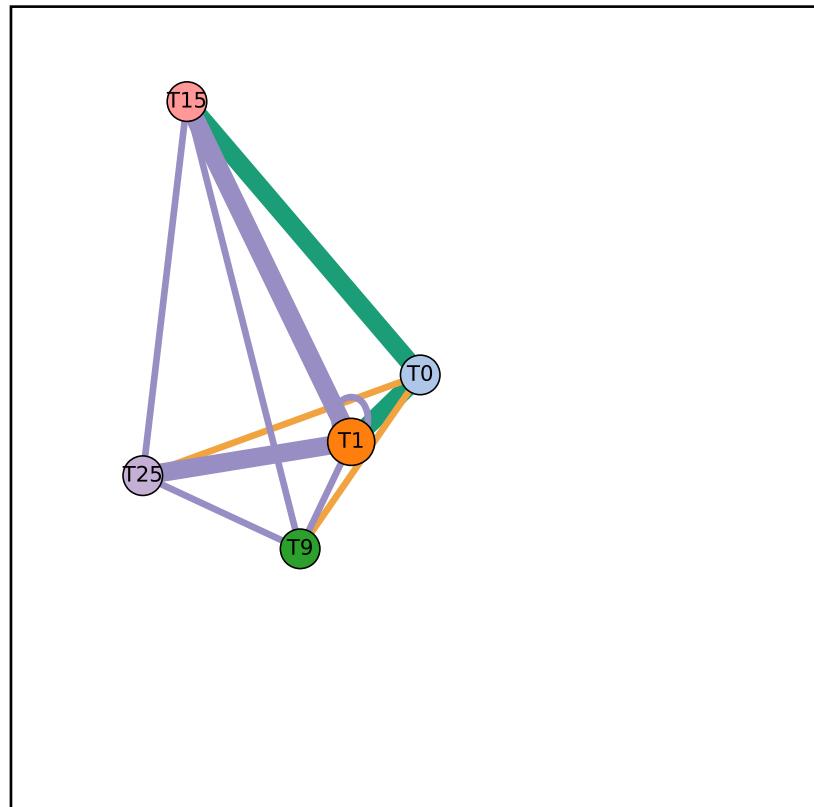
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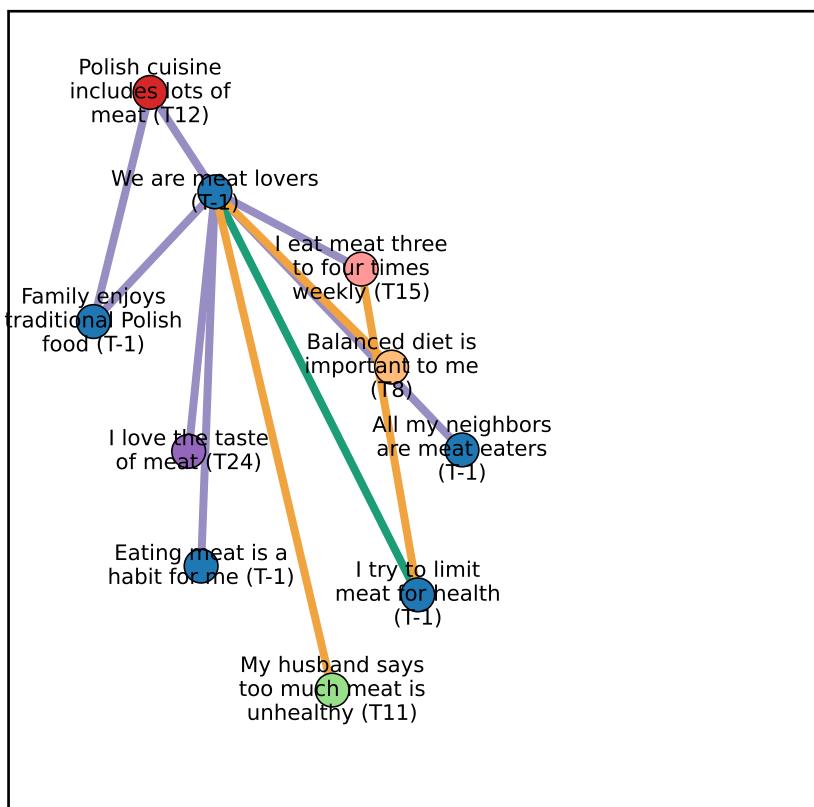
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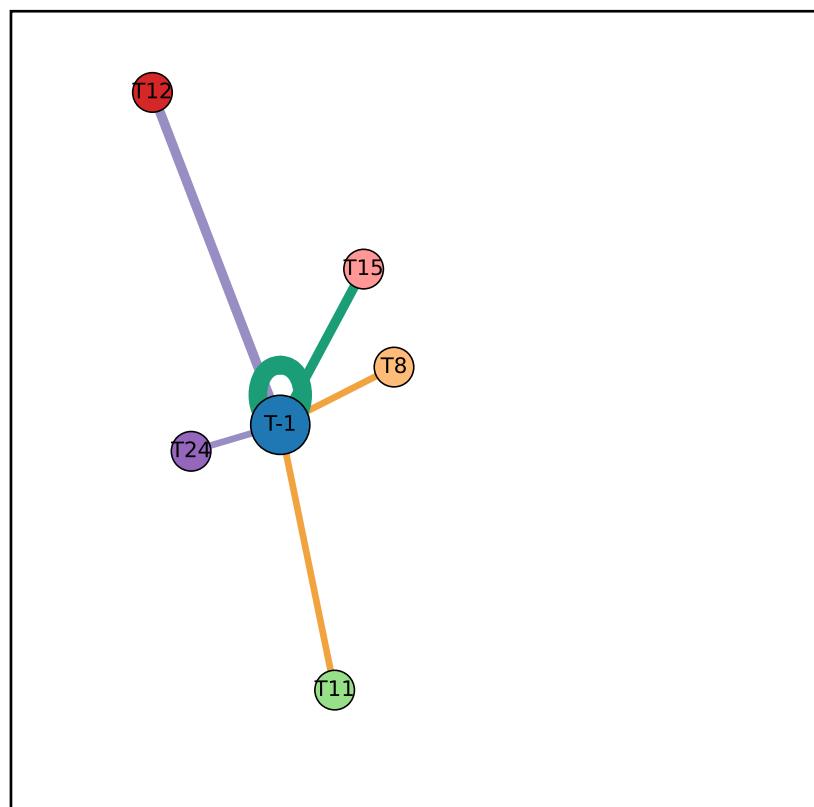
Wave 1 (topics)



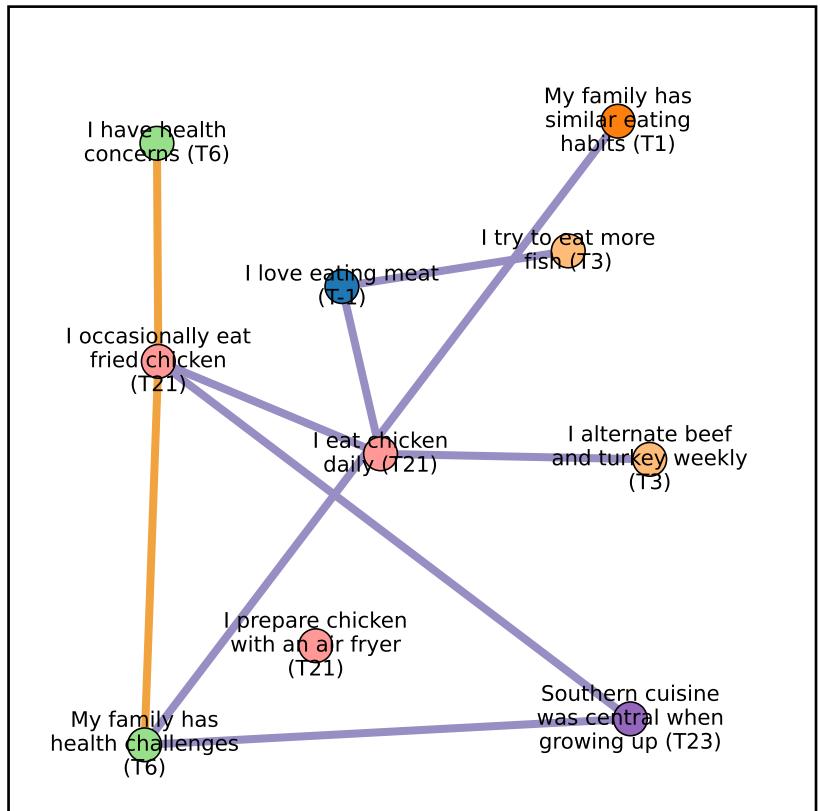
Wave 2 (stances)



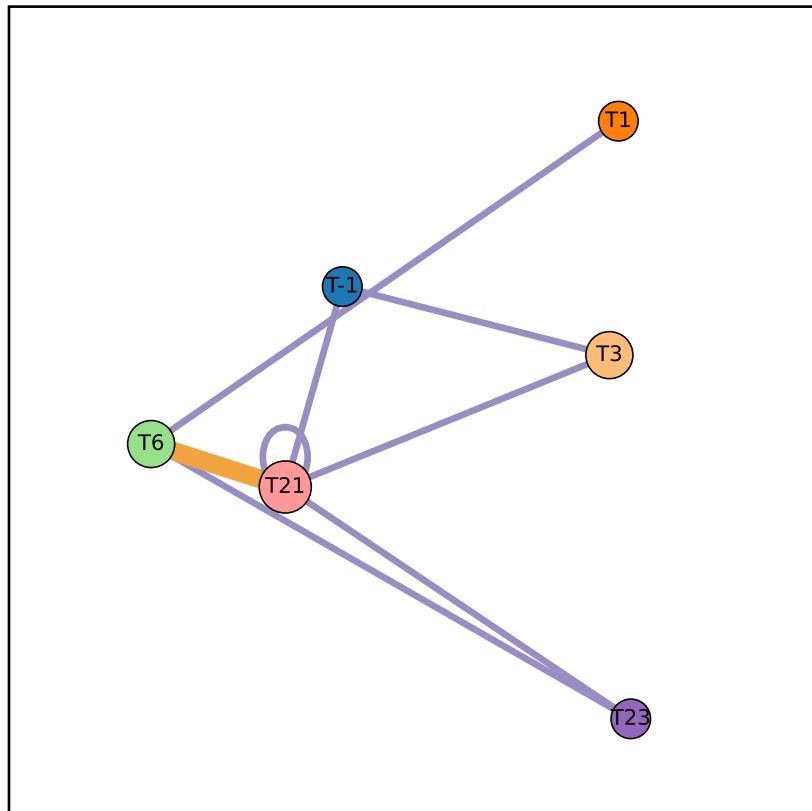
Wave 2 (topics)



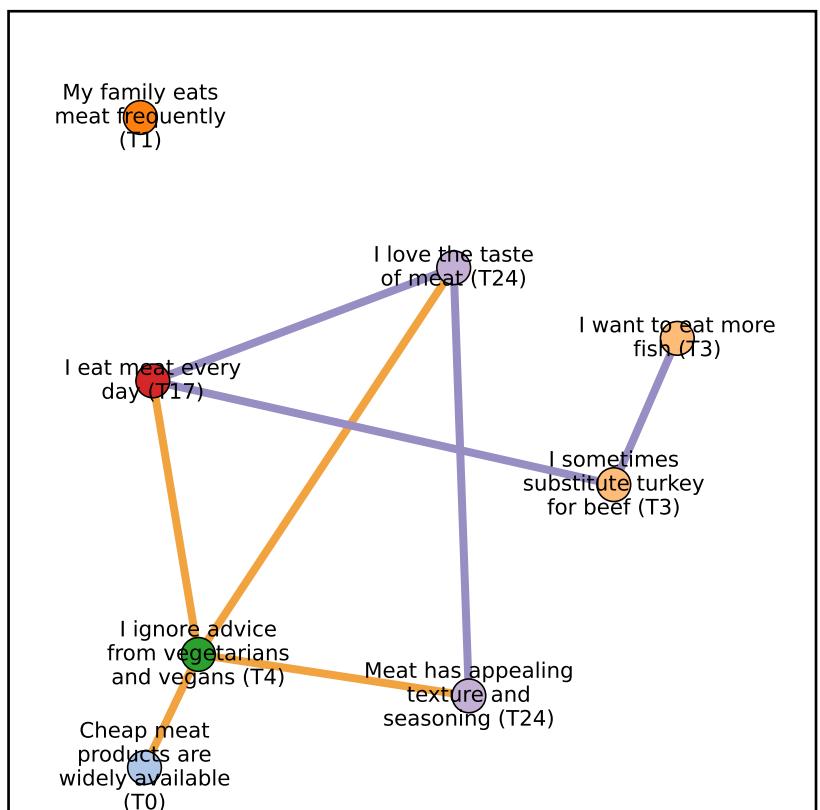
Wave 1 (stances)



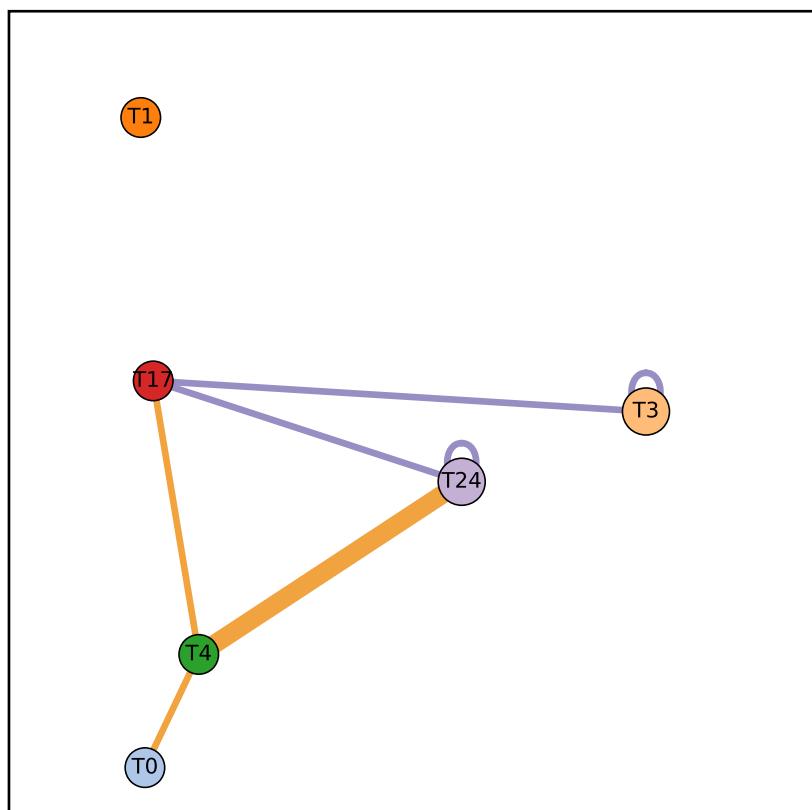
Wave 1 (topics)



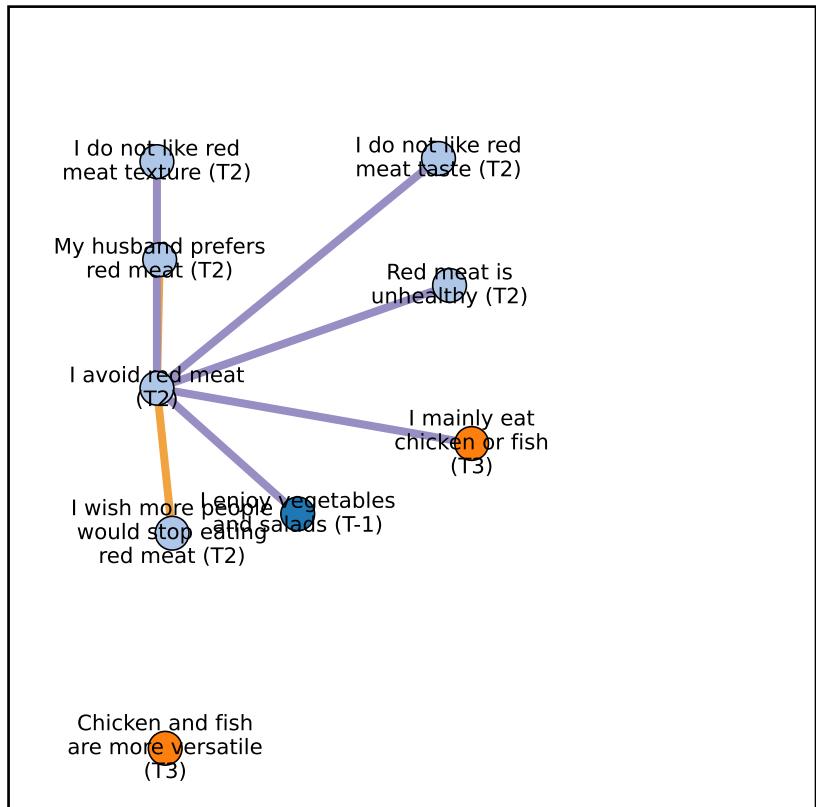
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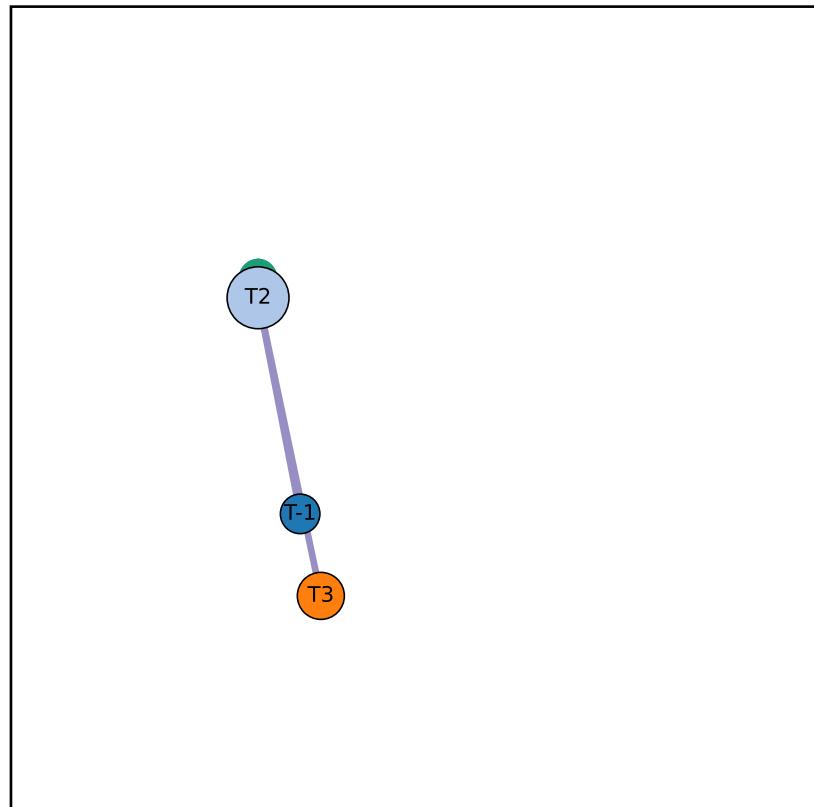
Wave 2 (topics)



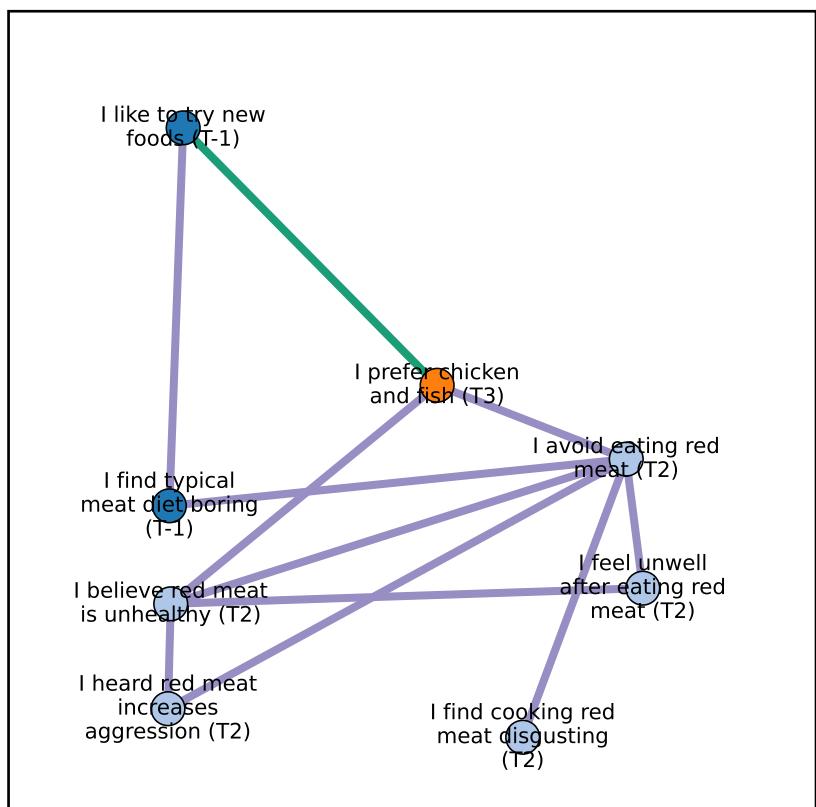
Wave 1 (stances)



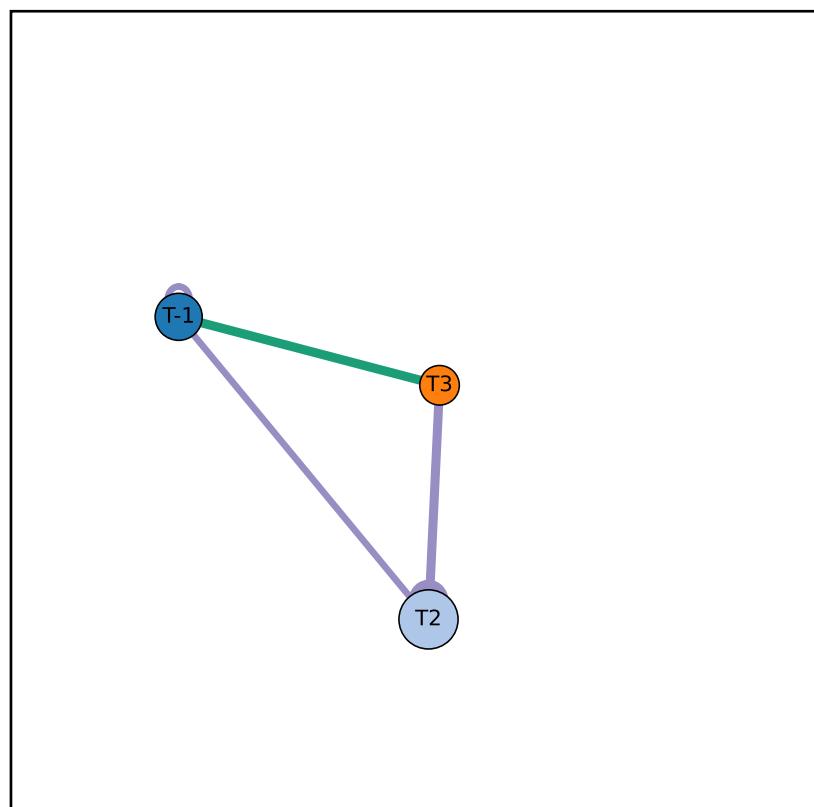
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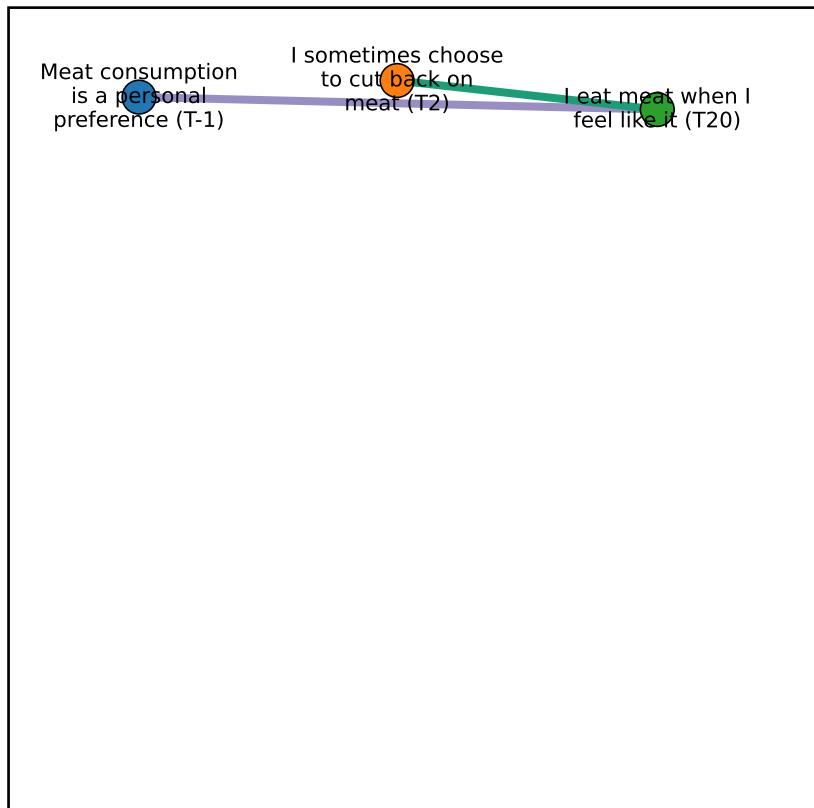
Wave 2 (stances)



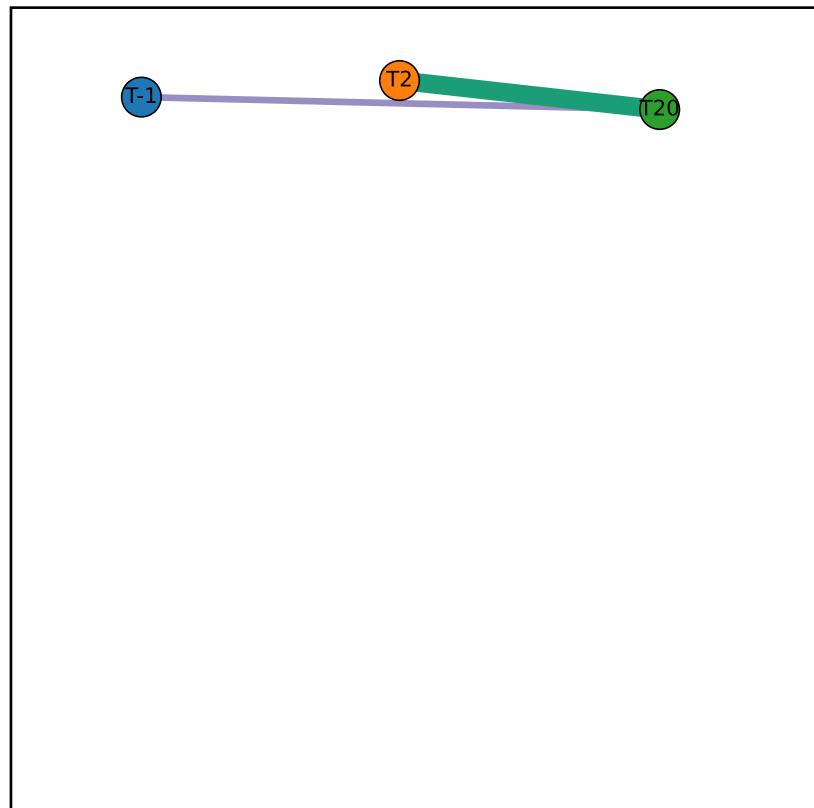
Wave 2 (topics)



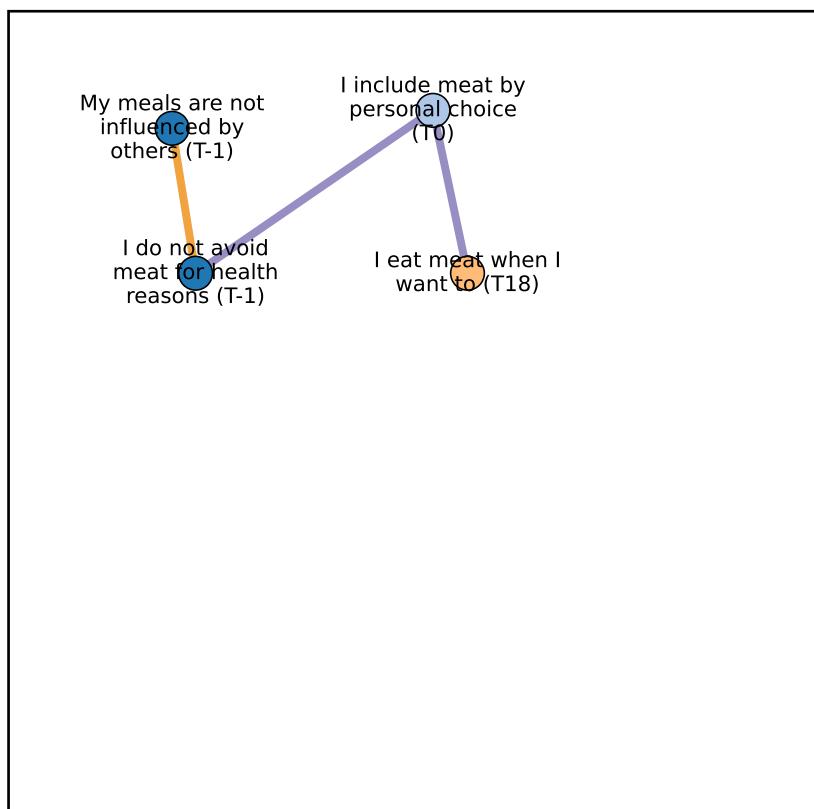
Wave 1 (stances)



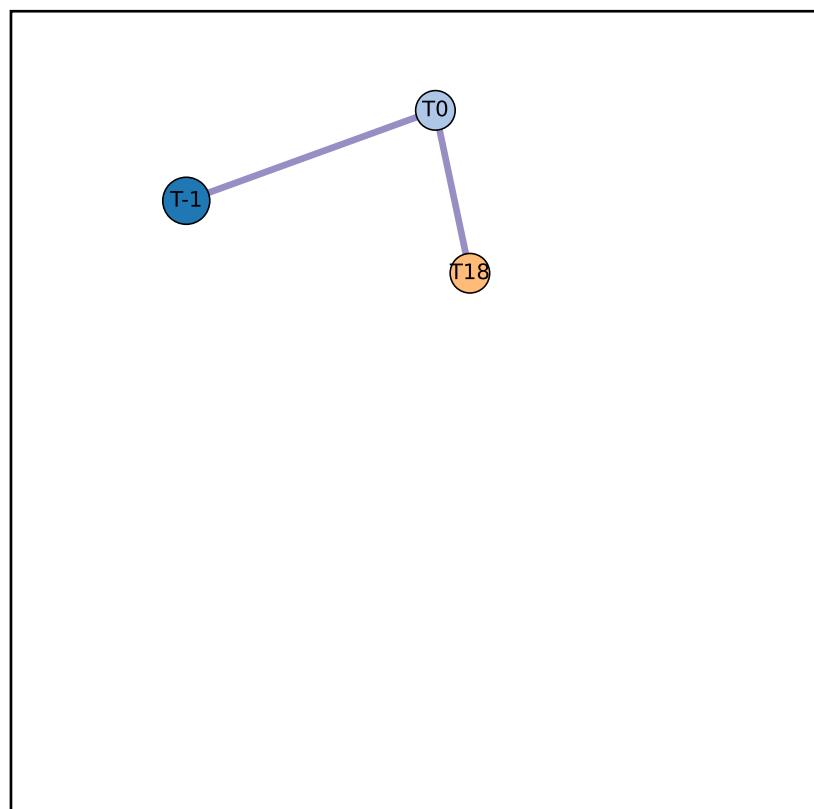
Wave 1 (topics)



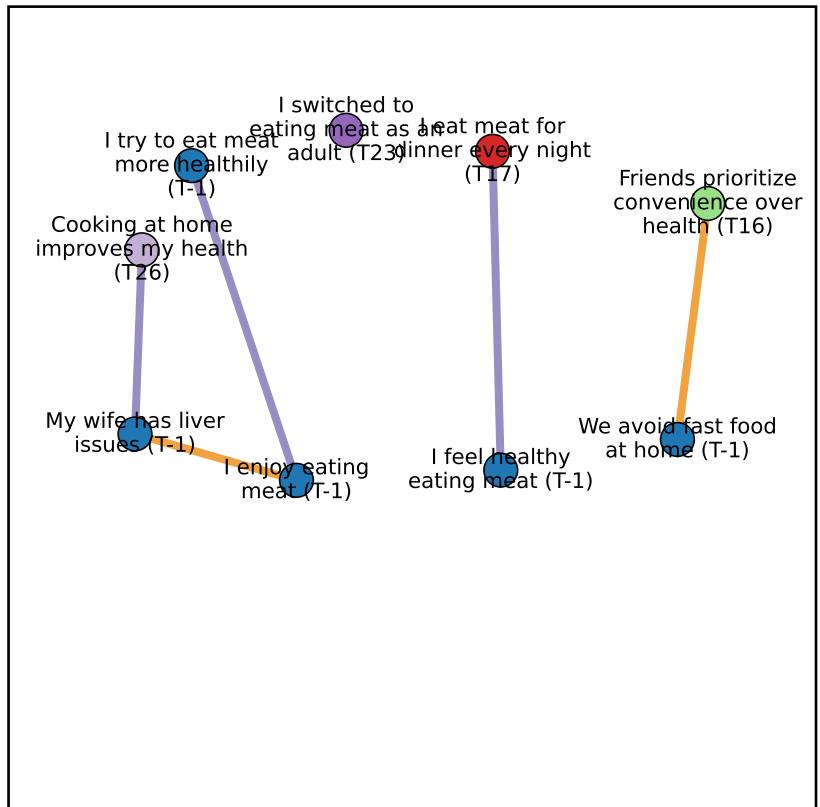
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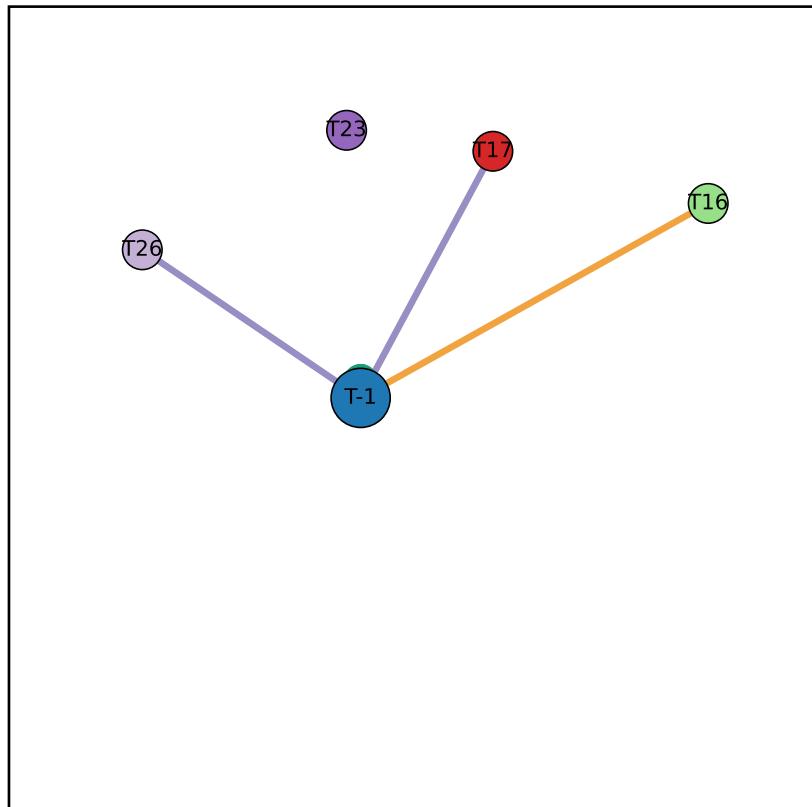
Wave 2 (topics)



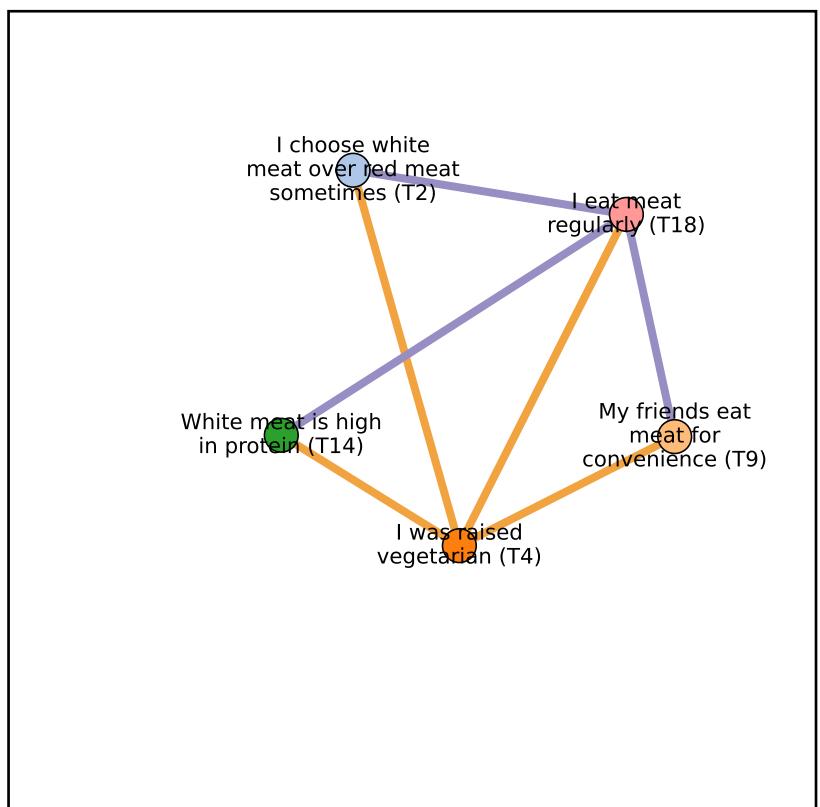
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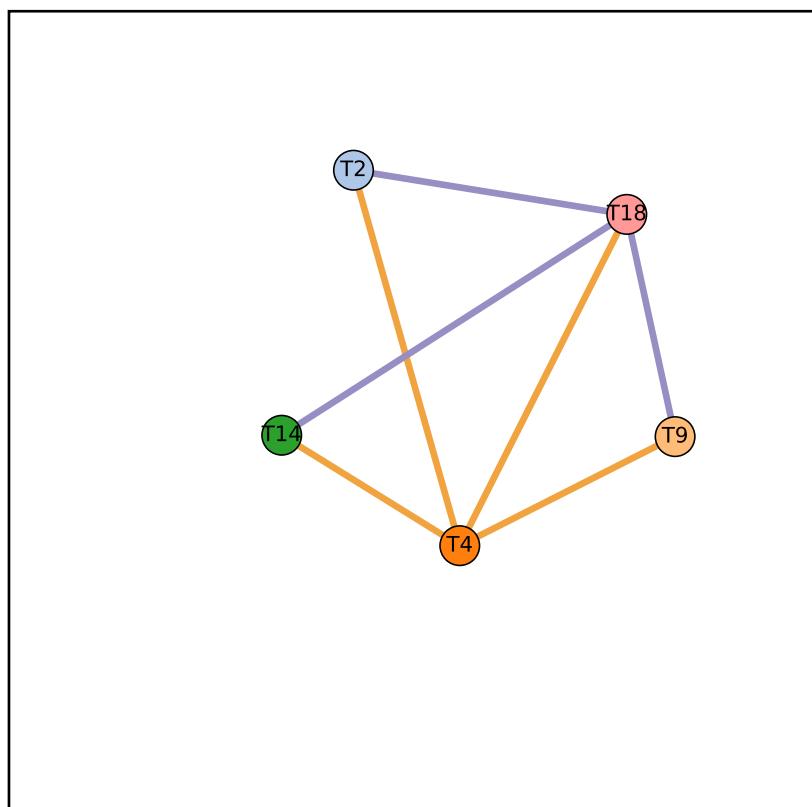
Wave 1 (topics)



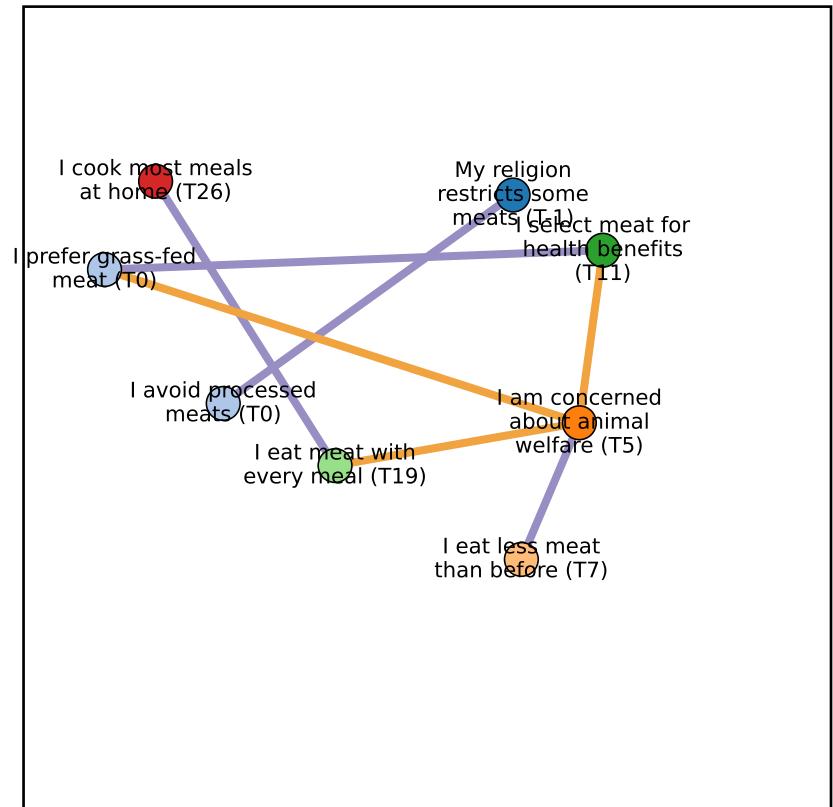
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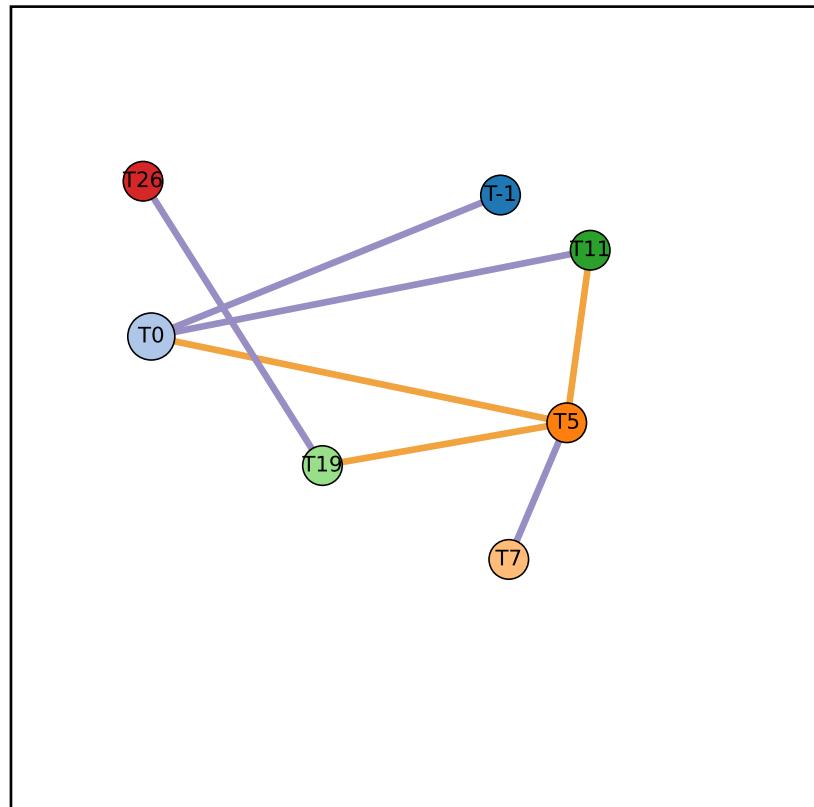
Wave 2 (topics)



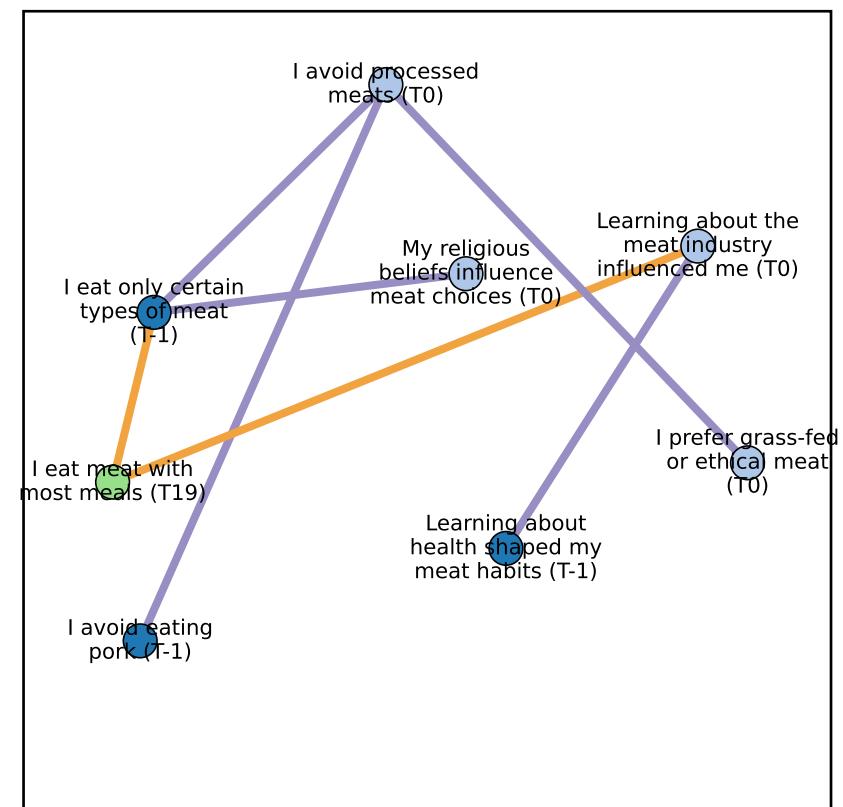
Wave 1 (stances)



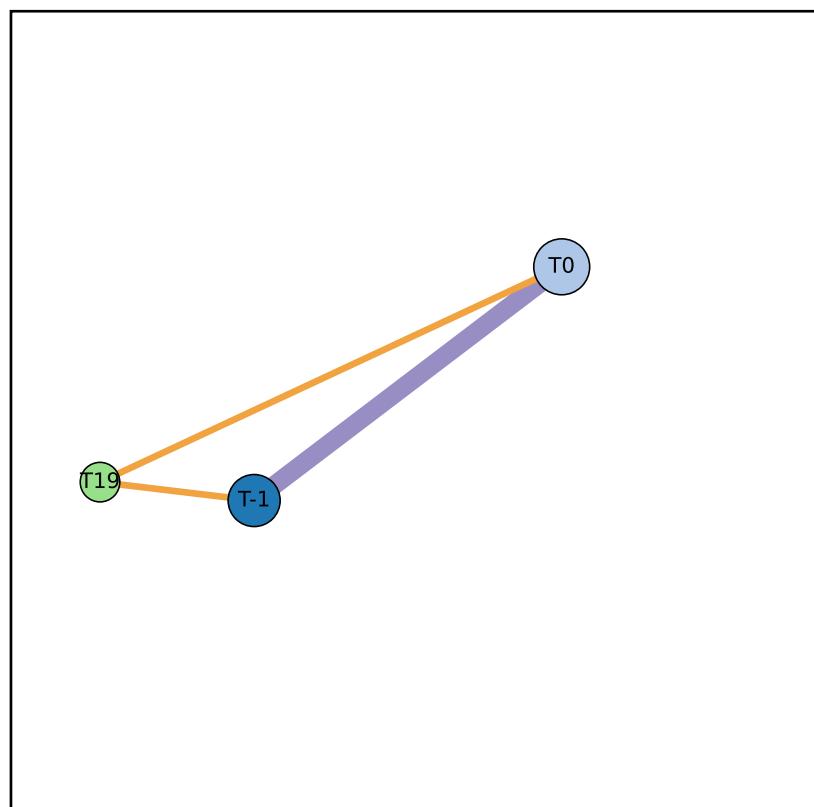
Wave 1 (topics)



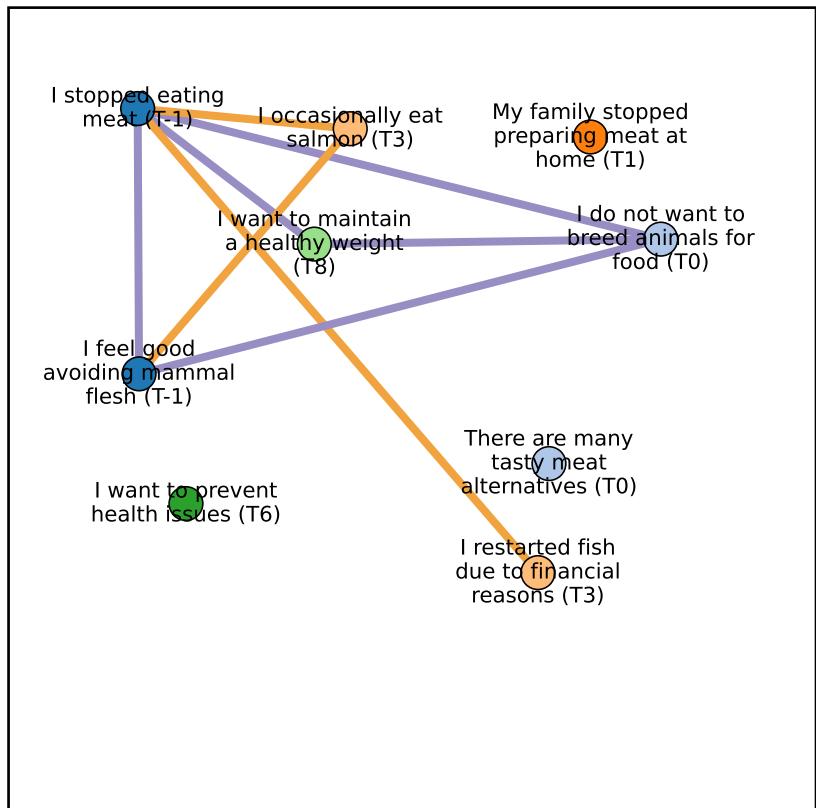
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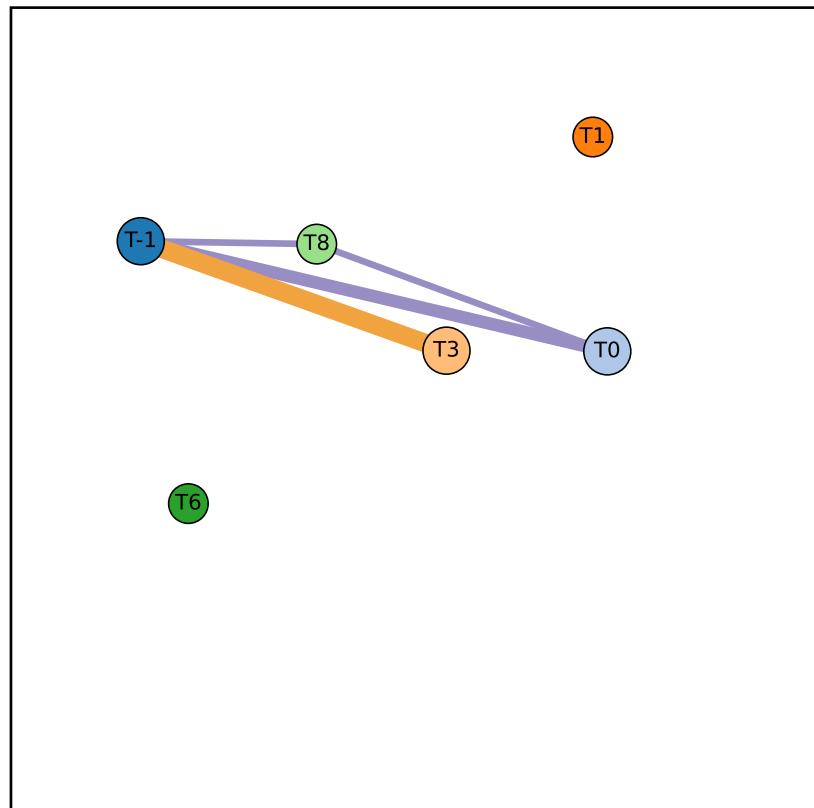
Wave 2 (topics)



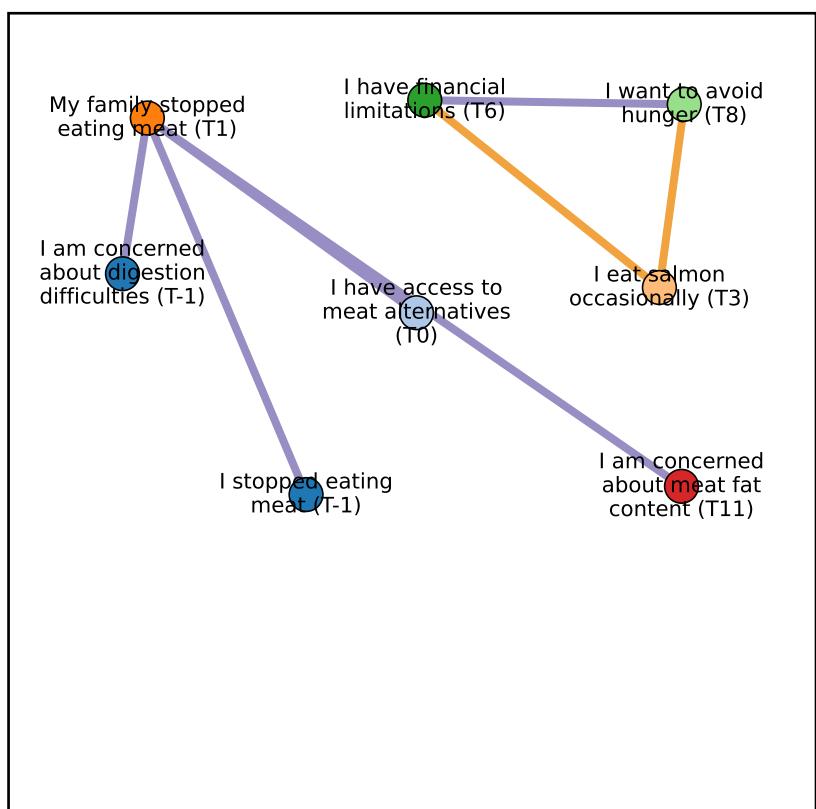
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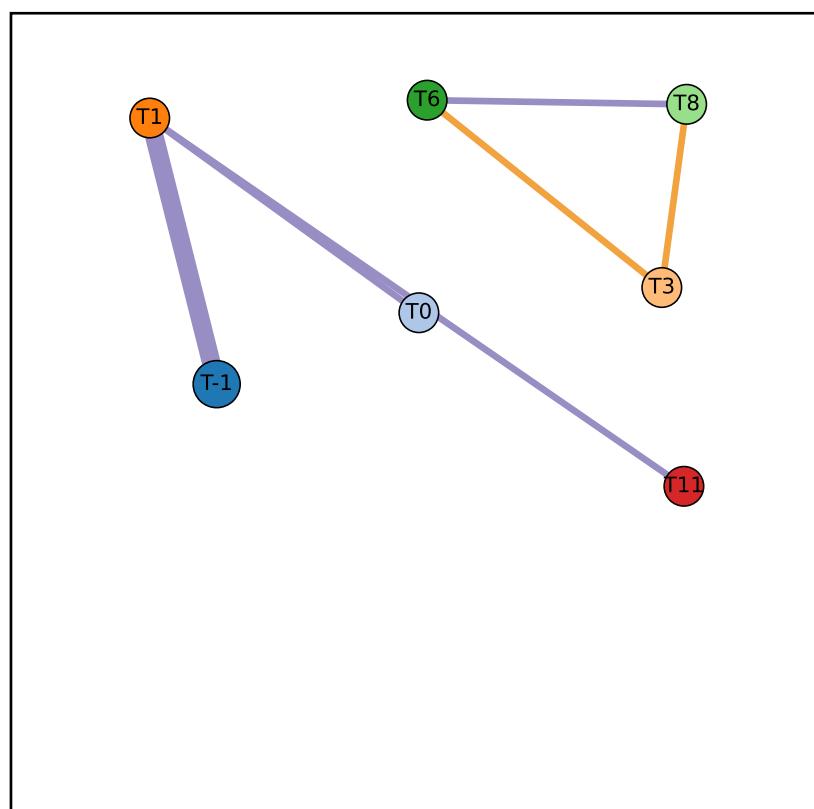
Wave 1 (topics)



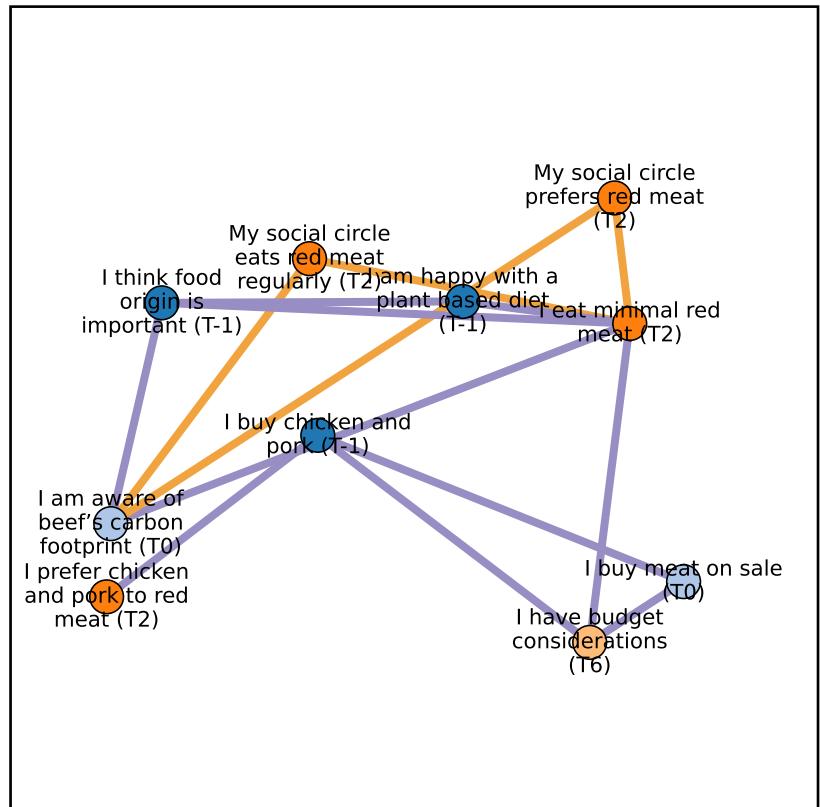
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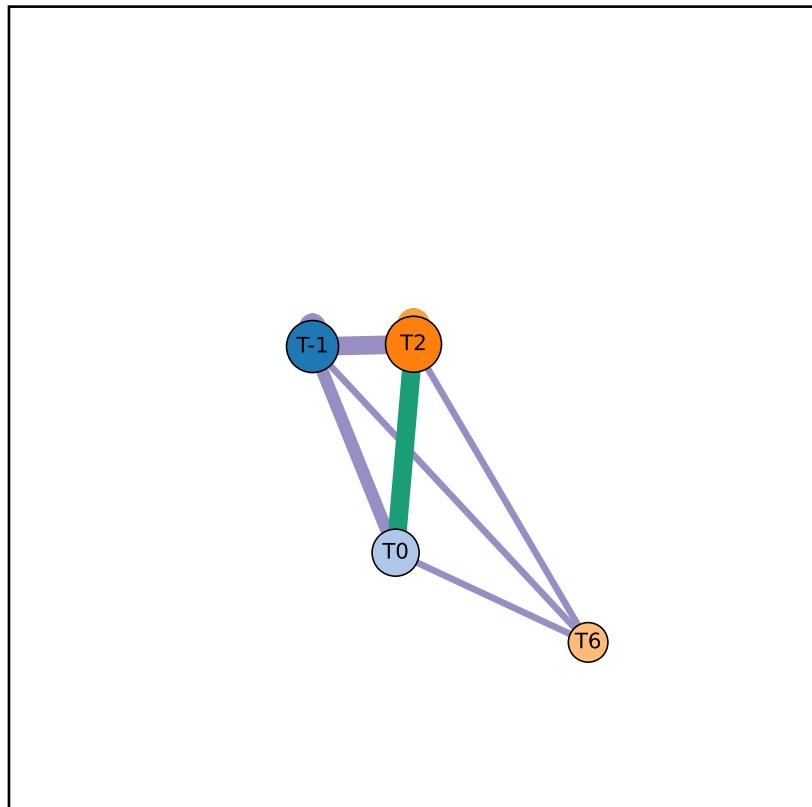
Wave 2 (topics)



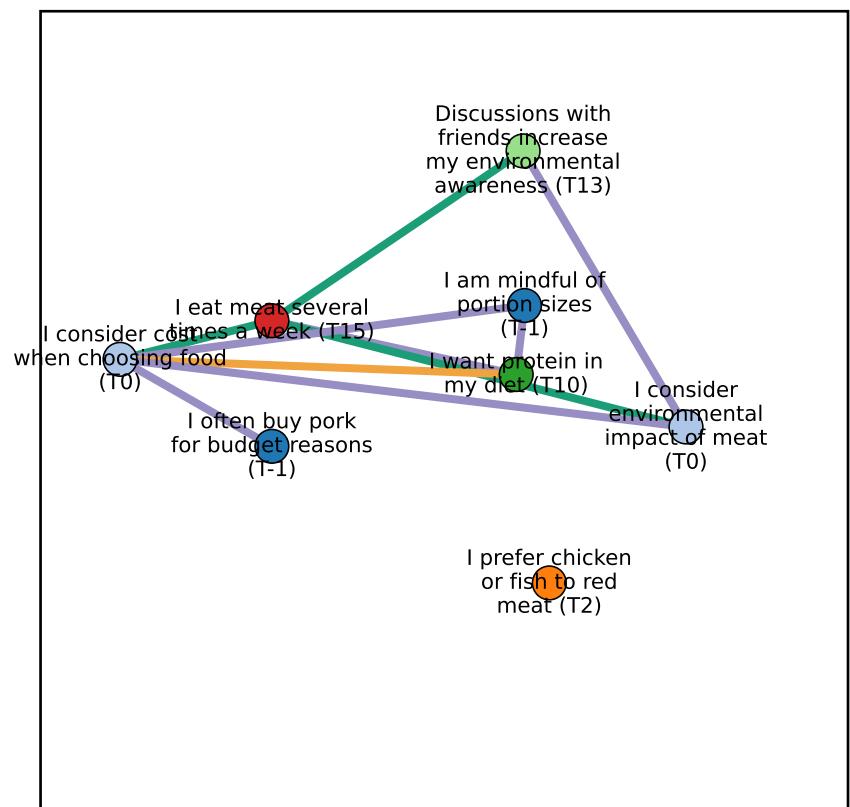
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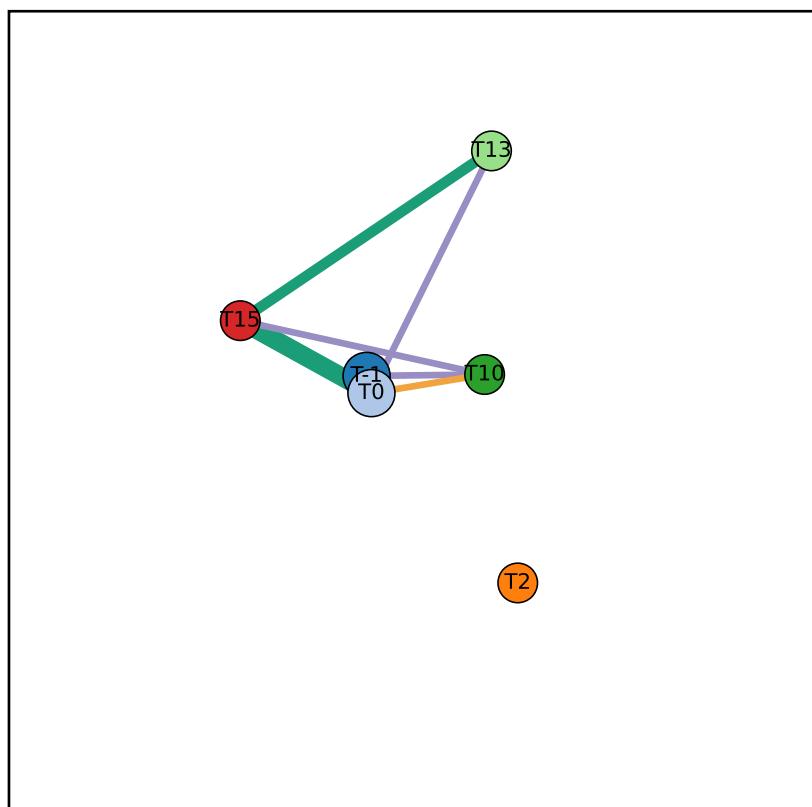
Wave 1 (topics)



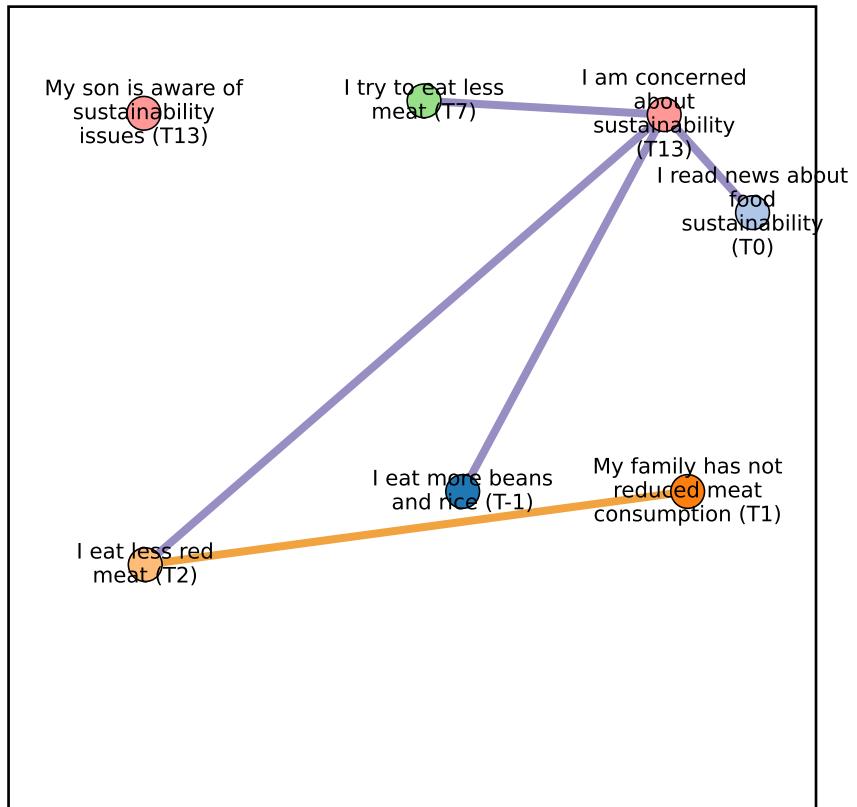
Wave 2 (stances)



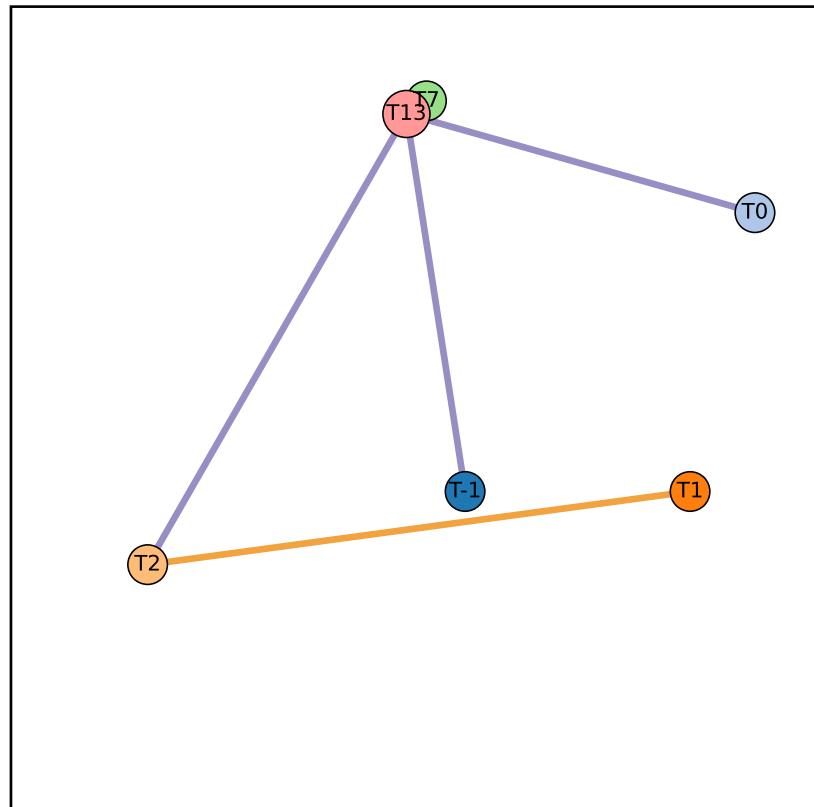
Wave 2 (topics)



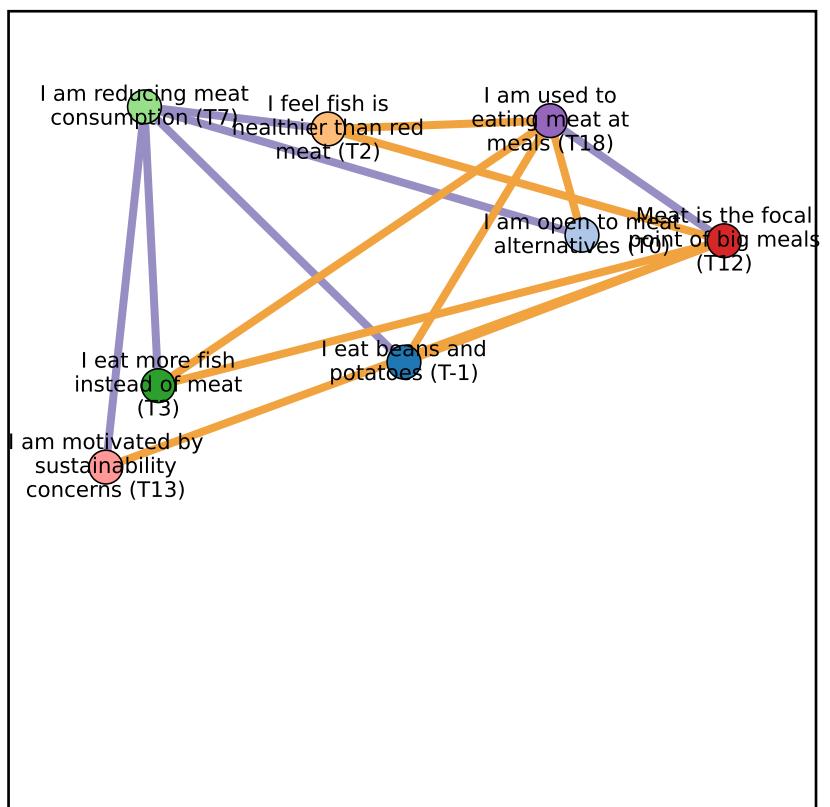
Wave 1 (stances)



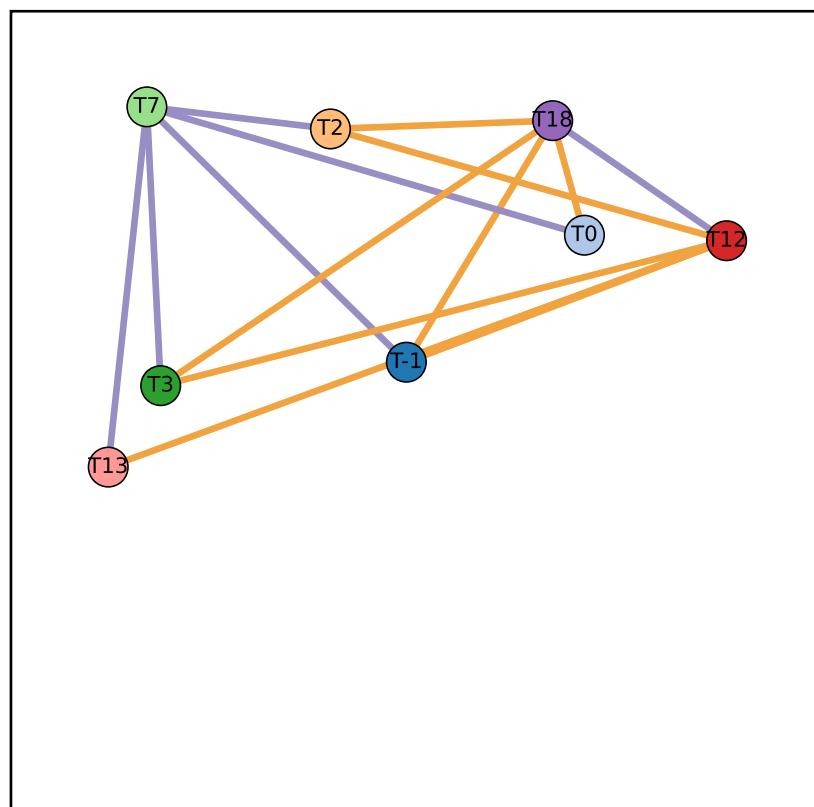
Wave 1 (topics)



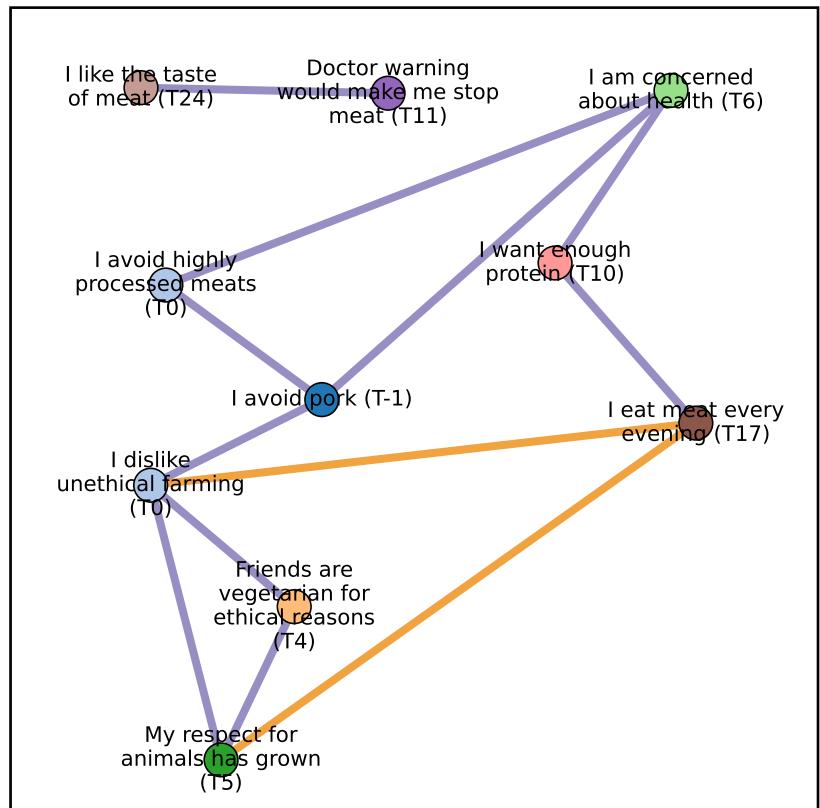
Wave 2 (stances)



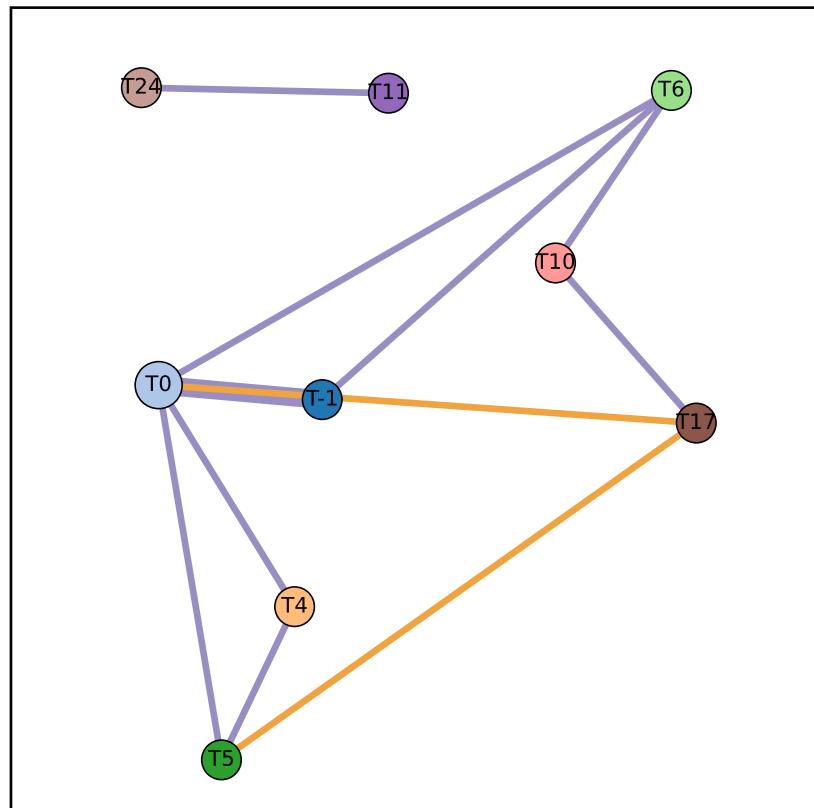
Wave 2 (topics)



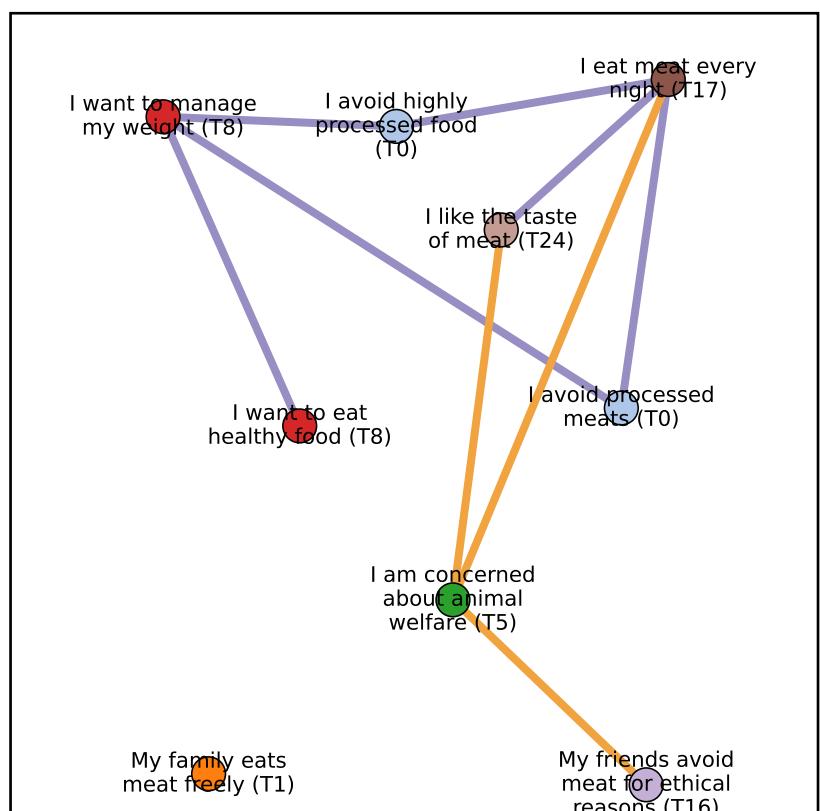
Wave 1 (stances)



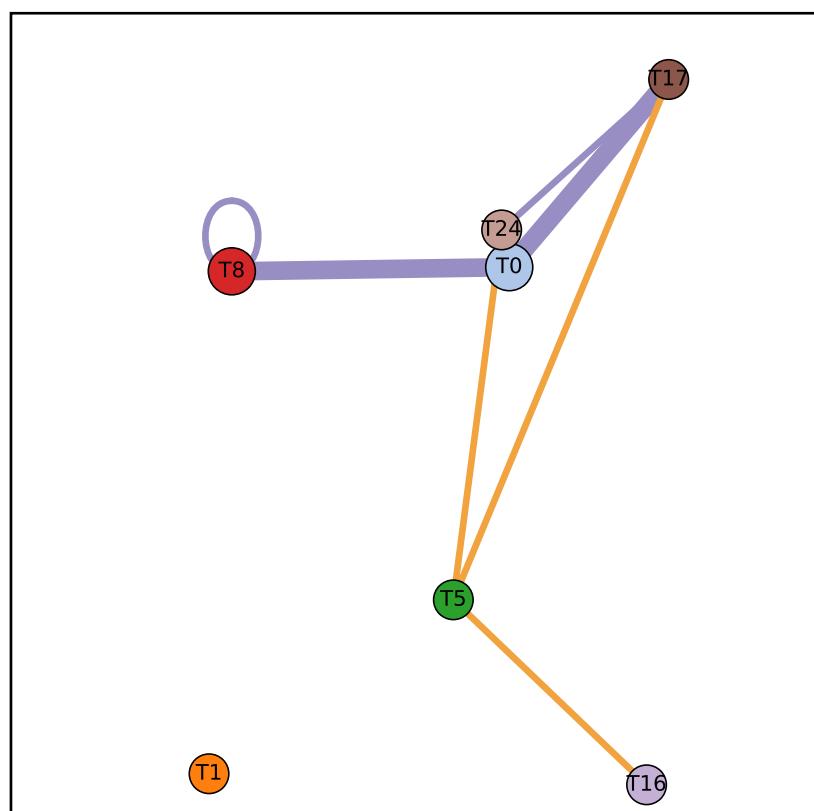
Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)



Wave 1 (stances)

```
graph TD; T10((T10)) --- T15((T15)); T10 --- T1(-1); T15 --- T1(-1); T15 --- T20((T20))
```

I want to get enough protein (T10)
Eating meat gives me more energy without meat (T20)
I eat meat at least once a day (T15)

Wave 1 (topics)

```
graph TD; T10((T10)) --- T15((T15)); T15 --- T1(-1); T15 --- T20((T20))
```

T10
T-1
T15
T20

Wave 2 (stances)

```
graph TD; T18((T18)) --- T10((T10)); T18 --- T8((T8)); T18 --- T1(-2); T18 --- T13((T13)); T10 --- T8; T10 --- T1(-2); T8 --- T1(-2); T8 --- T20((T20)); T13 --- T20
```

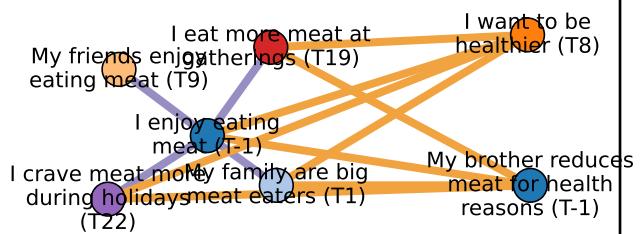
I eat mostly meat (T18)
I have difficulty finding protein alternatives (T10)
I want to stay healthy (T8)
I am a picky eater (T-2)
I eat chicken and beef most often (T13)
I want to feel energized (T20)

Wave 2 (topics)

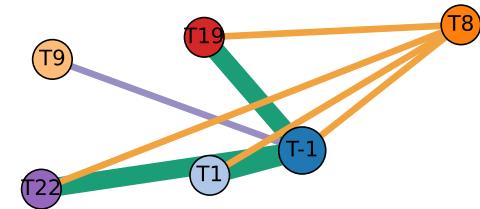
```
graph TD; T18((T18)) --- T10((T10)); T18 --- T8((T8)); T18 --- T1(-1); T10 --- T8; T10 --- T1(-1); T8 --- T1(-1); T8 --- T20((T20)); T1(-1) --- T20; T1(-1) --- T3((T3))
```

T18
T10
T8
T-1
T20
T3

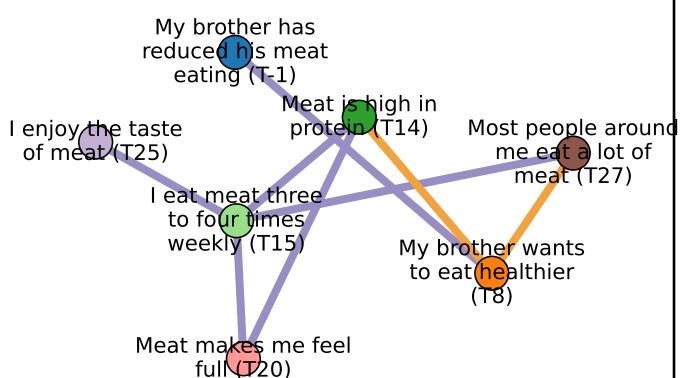
Wave 1 (stances)



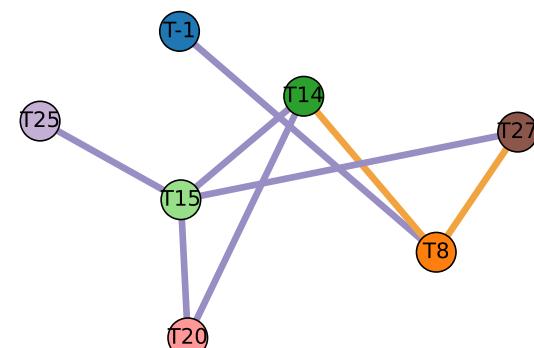
Wave 1 (topics)



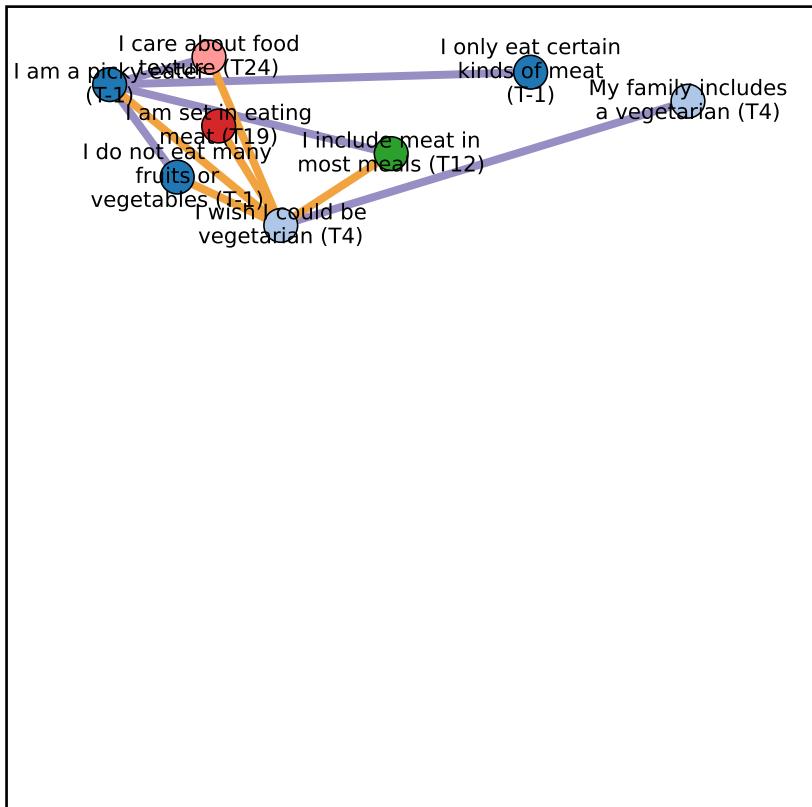
Wave 2 (stances)



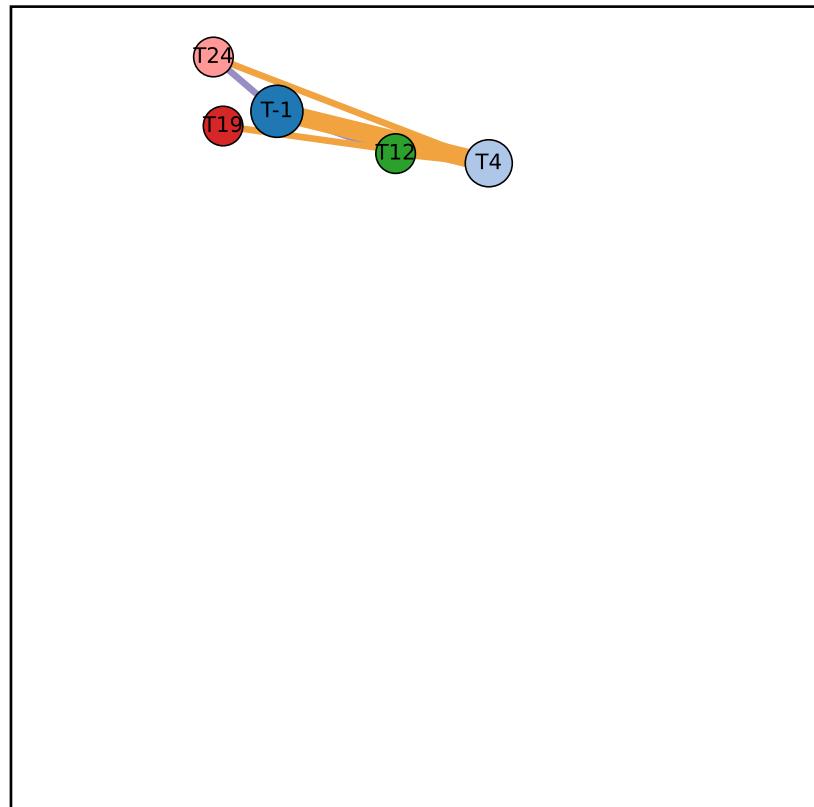
Wave 2 (topics)



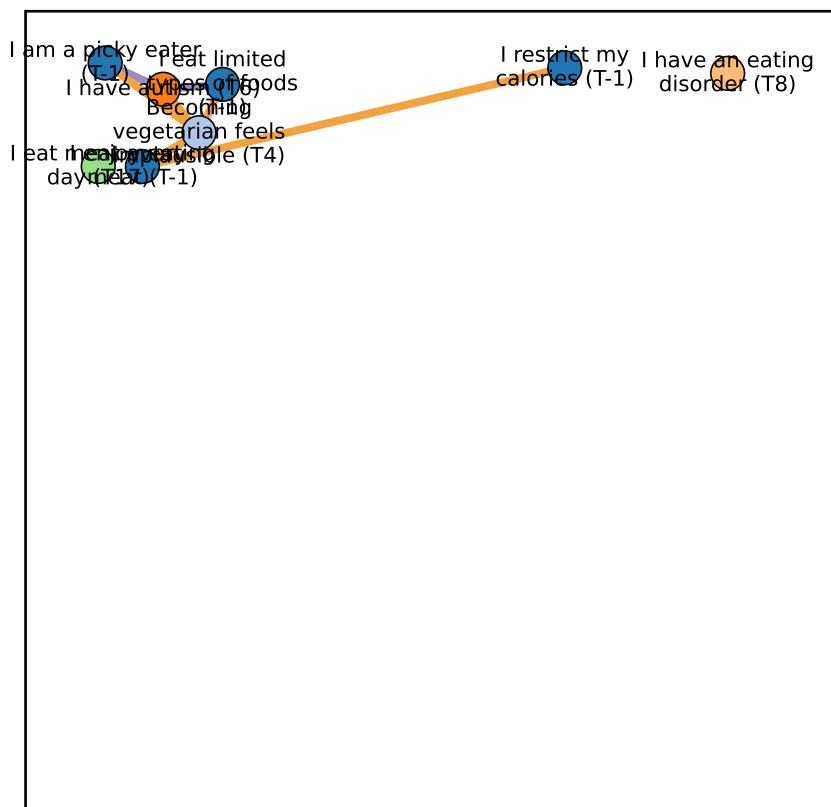
Wave 1 (stances)



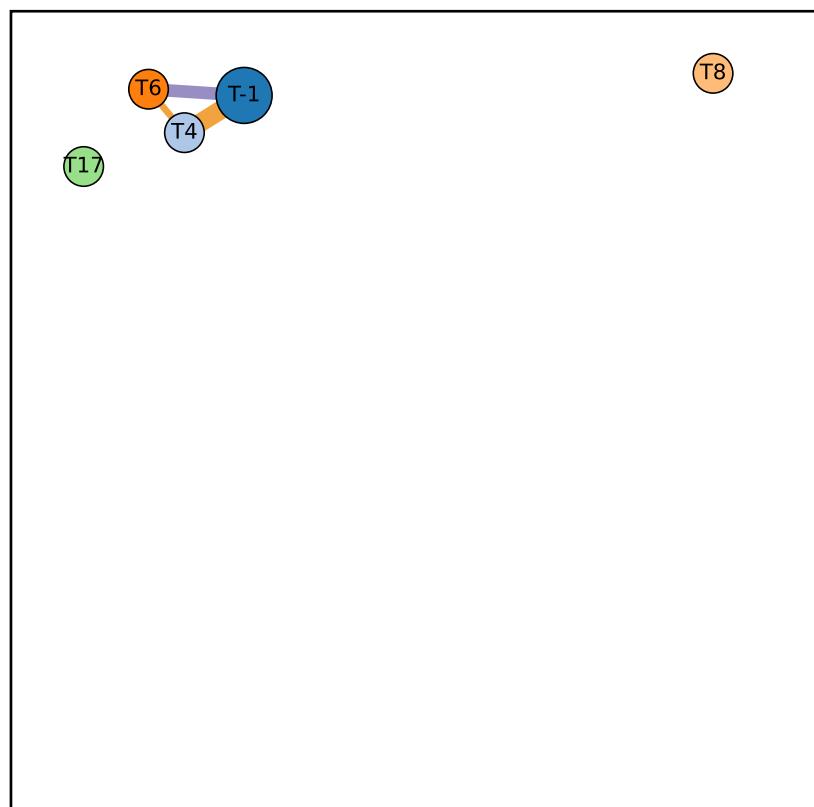
Wave 1 (topics)



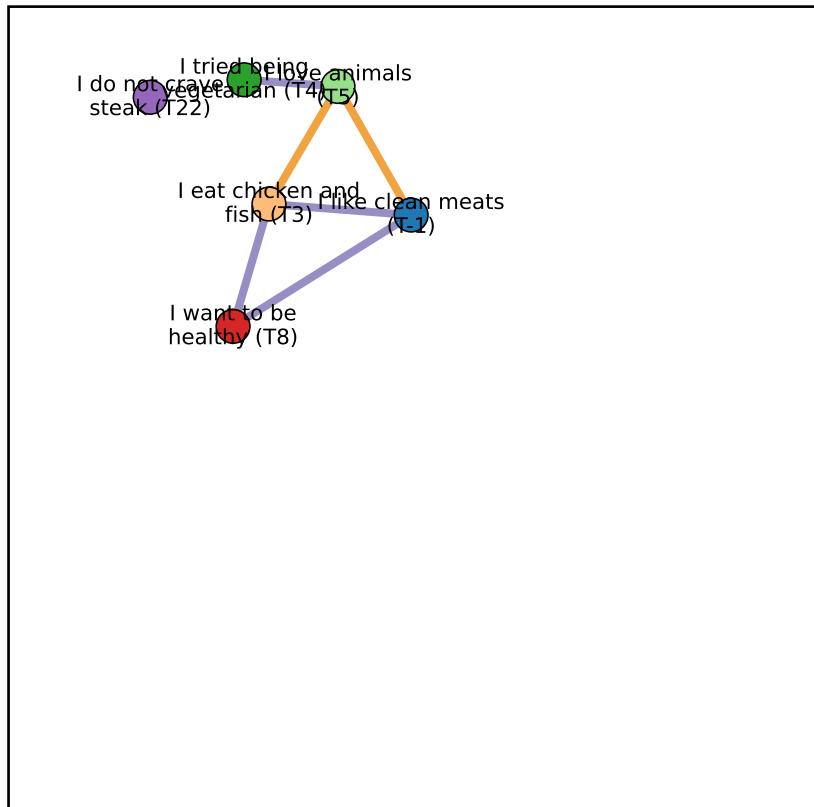
Wave 2 (stances)



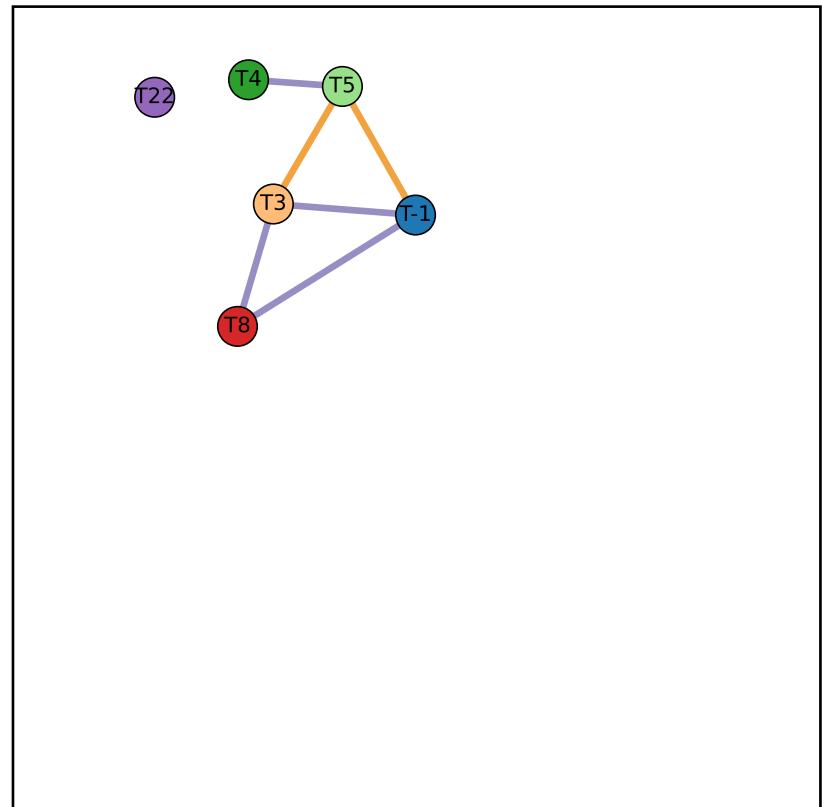
Wave 2 (topics)



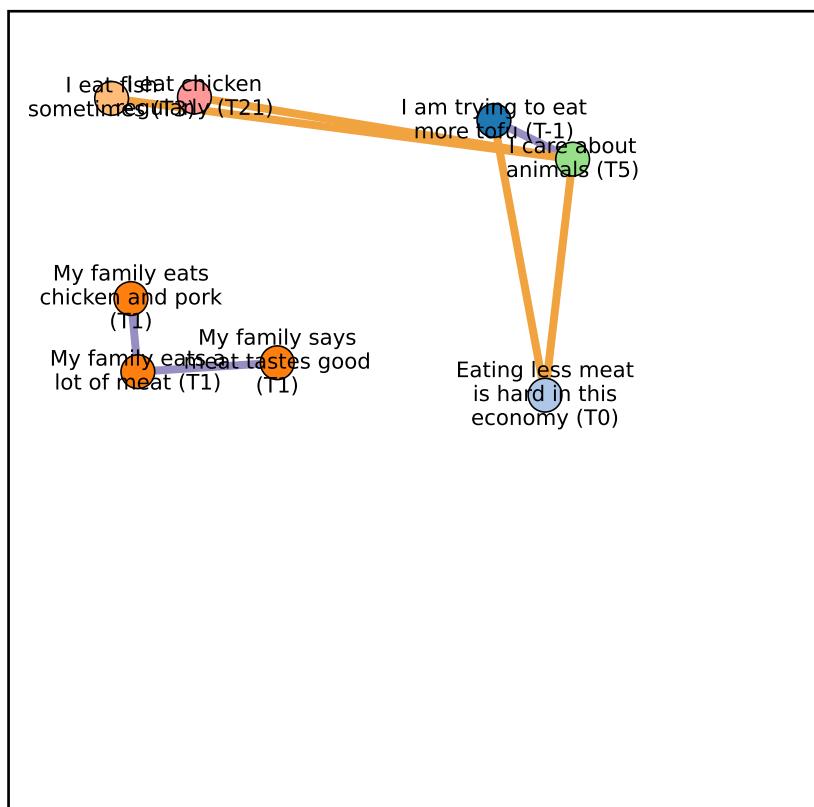
Wave 1 (stances)



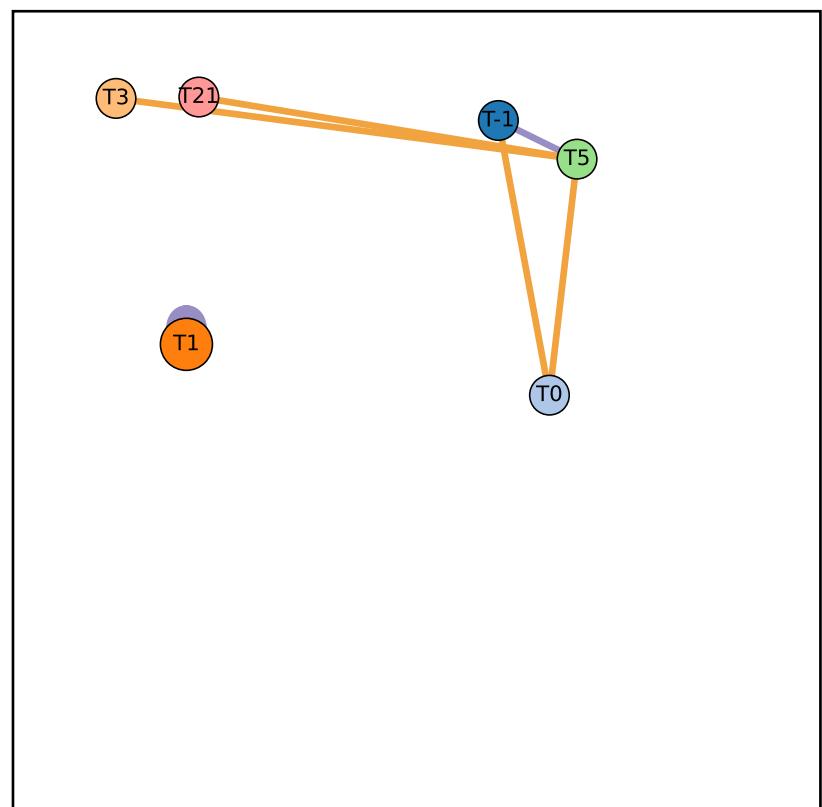
Wave 1 (topics)



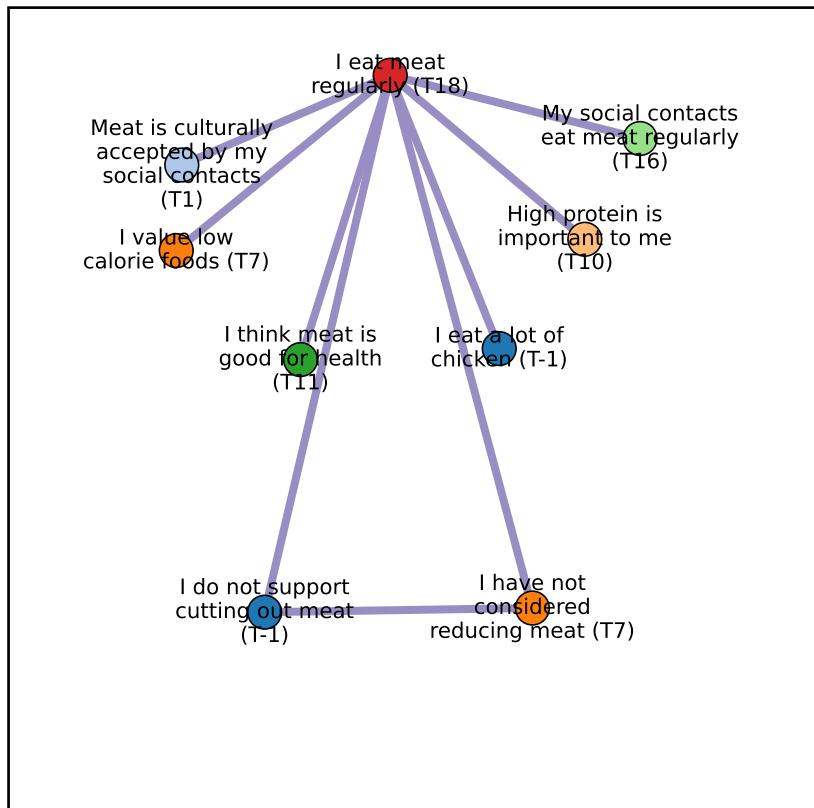
Wave 2 (stances)



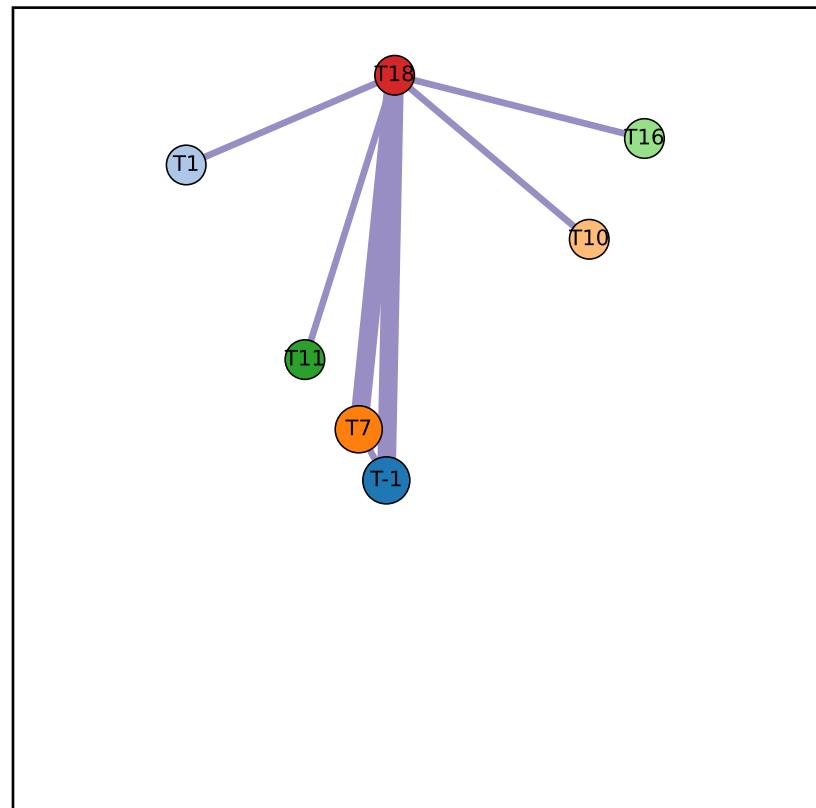
Wave 2 (topics)



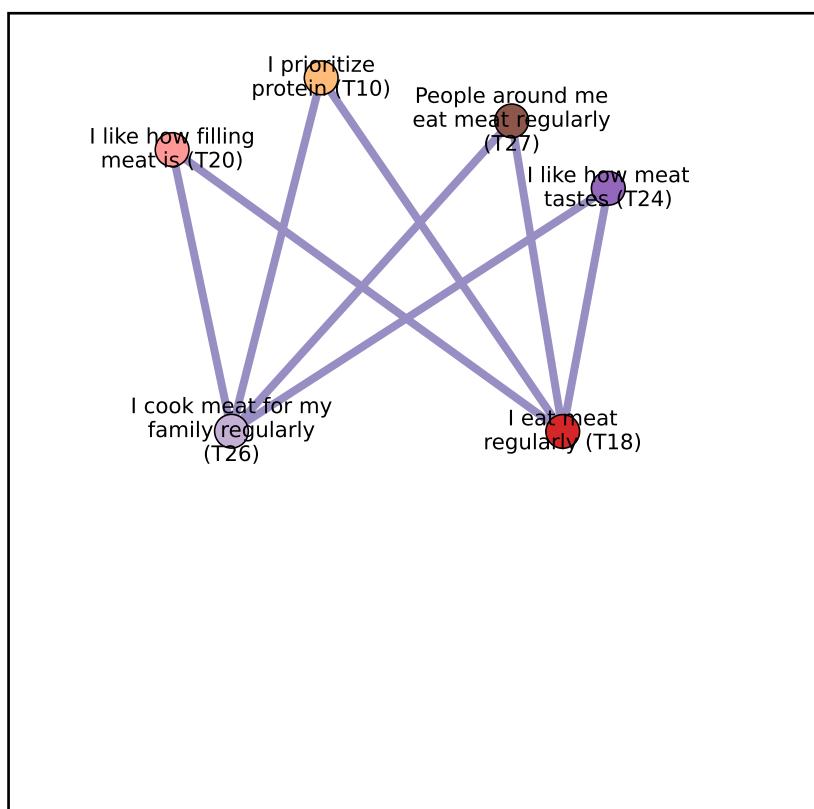
Wave 1 (stances)



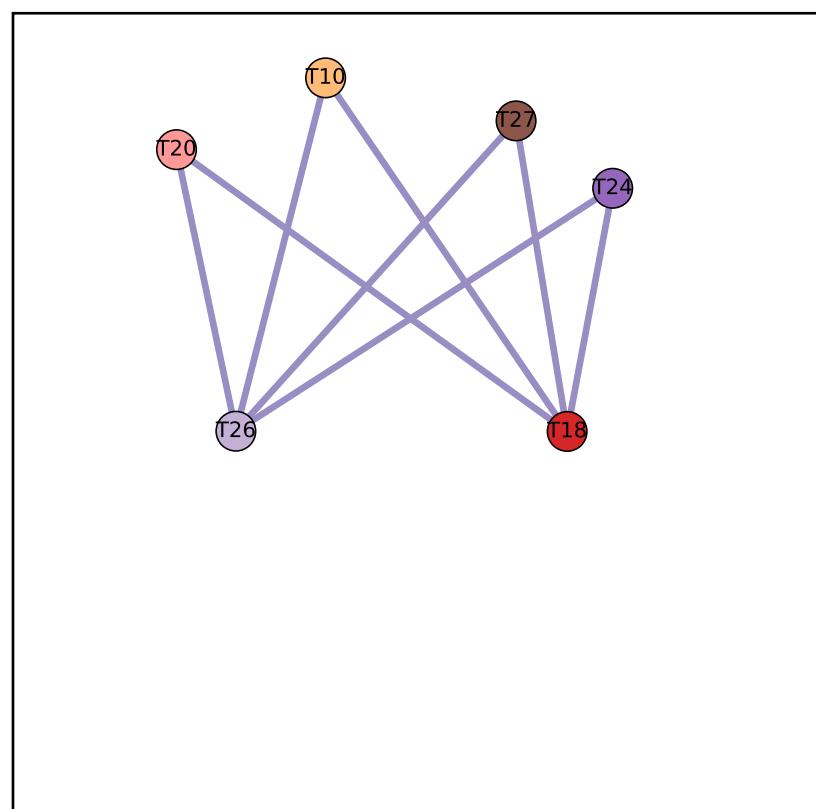
Wave 1 (topics)



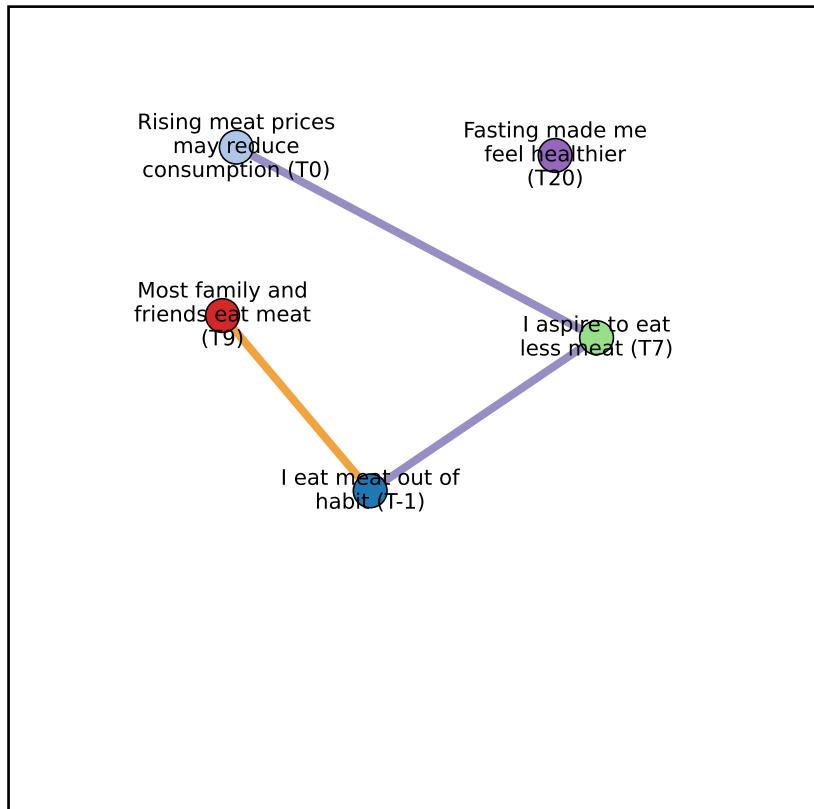
Wave 2 (stances)



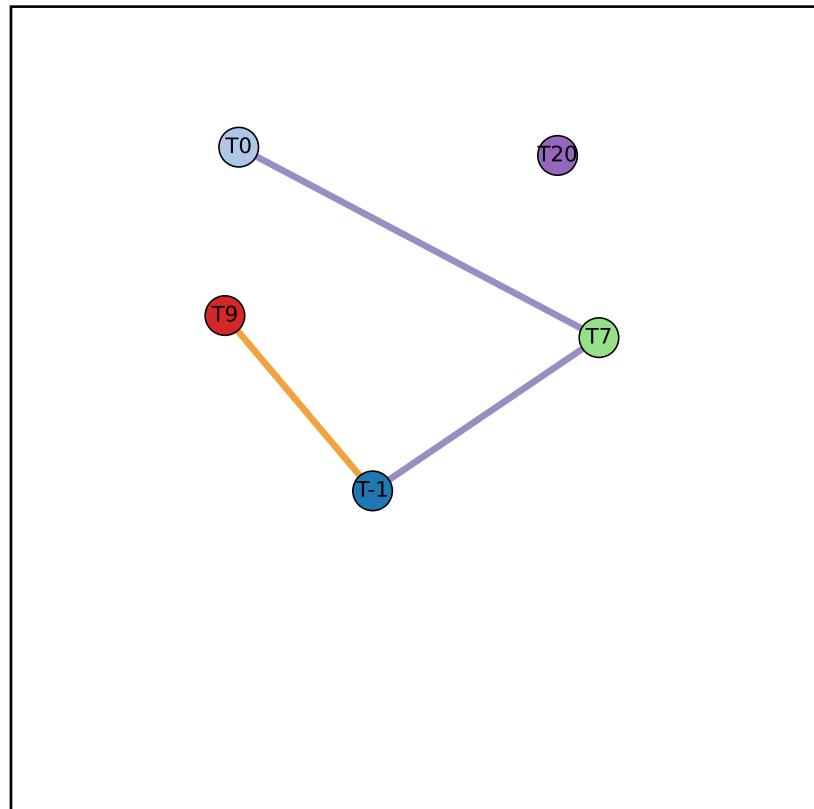
Wave 2 (topics)



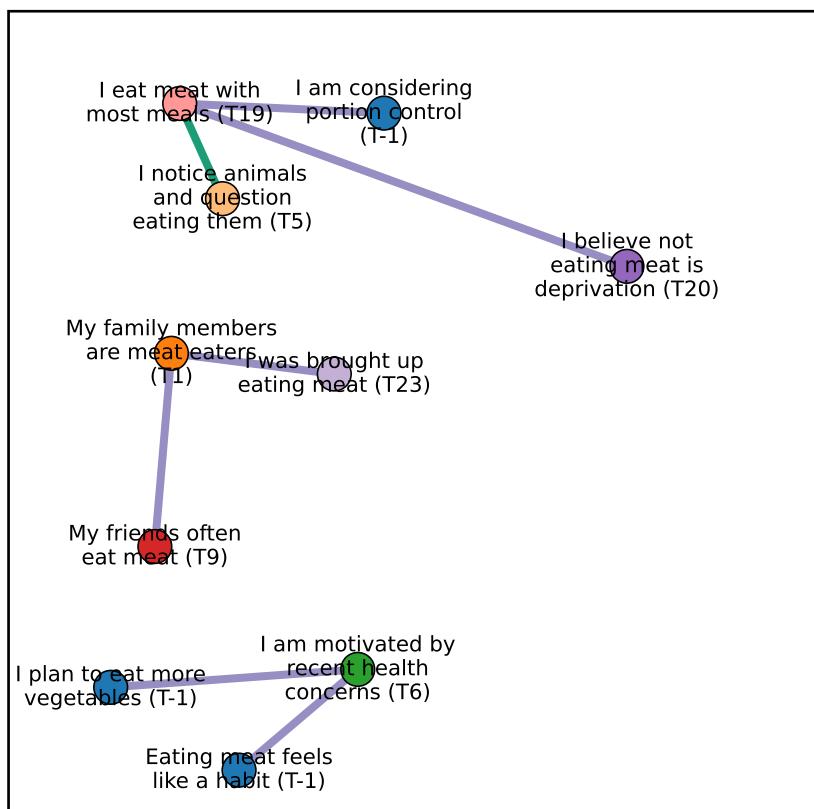
Wave 1 (stances)



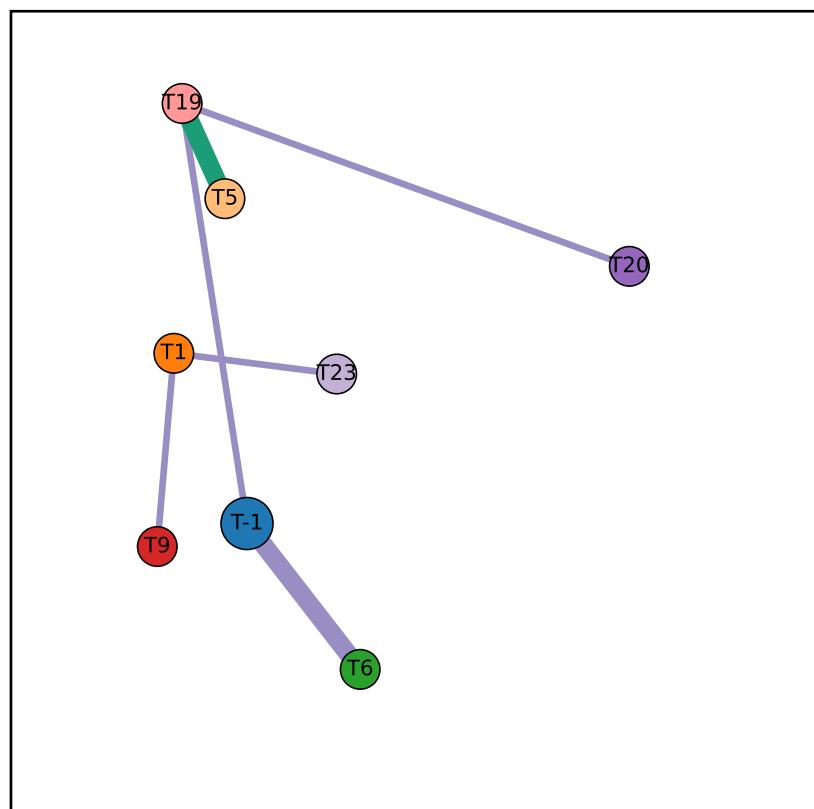
Wave 1 (topics)



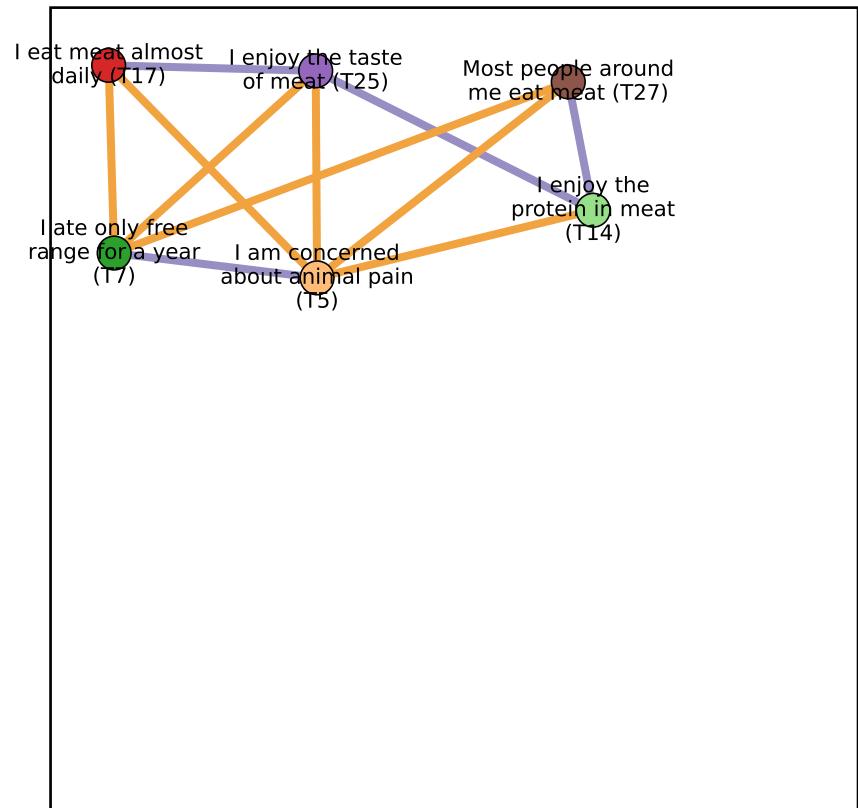
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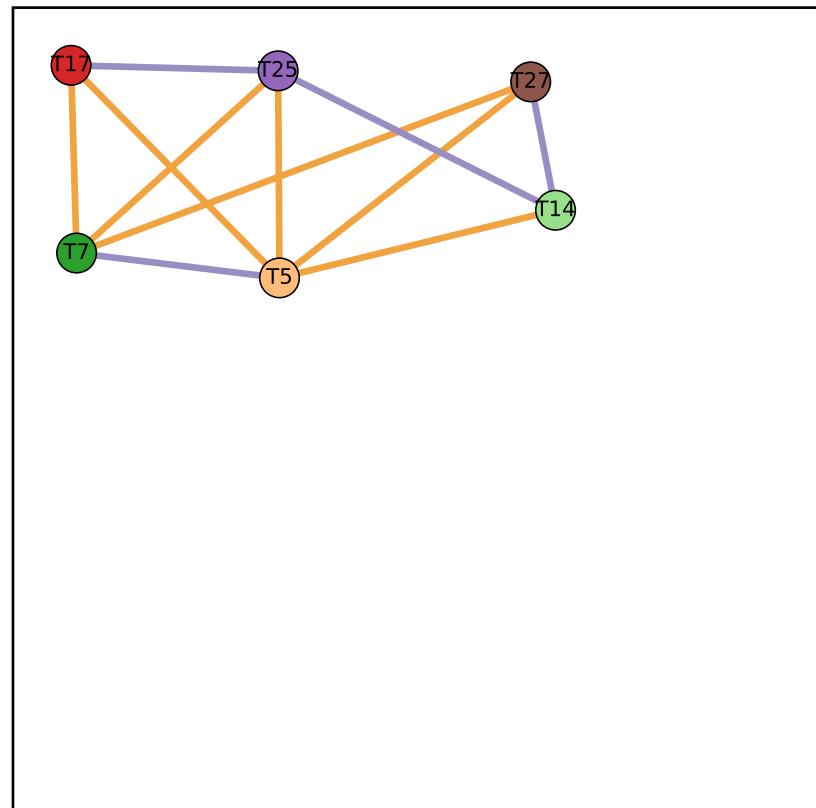
Wave 2 (topics)



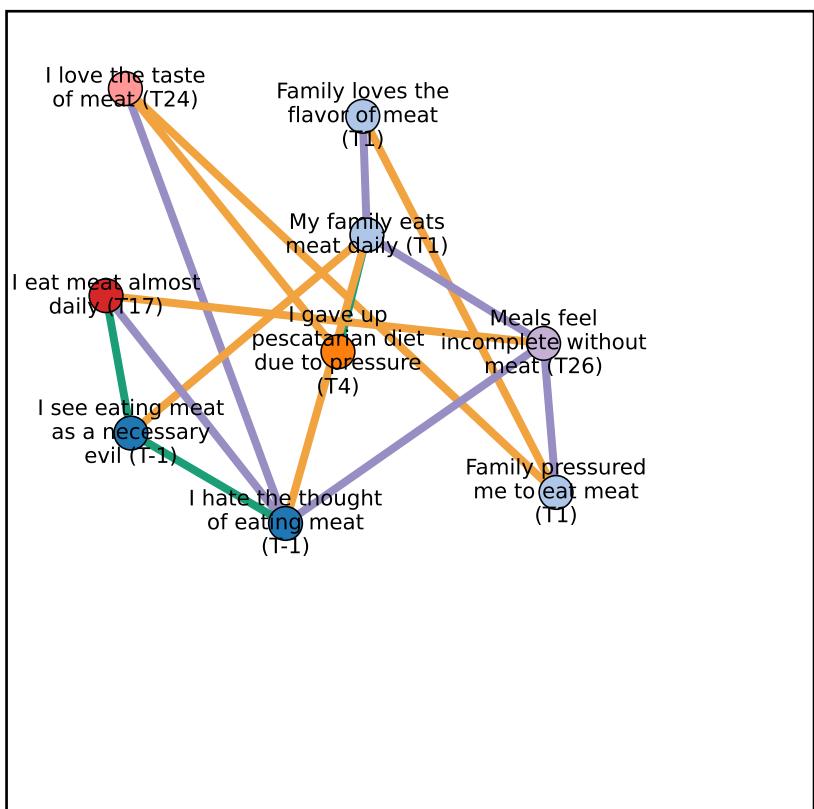
Wave 1 (stances)



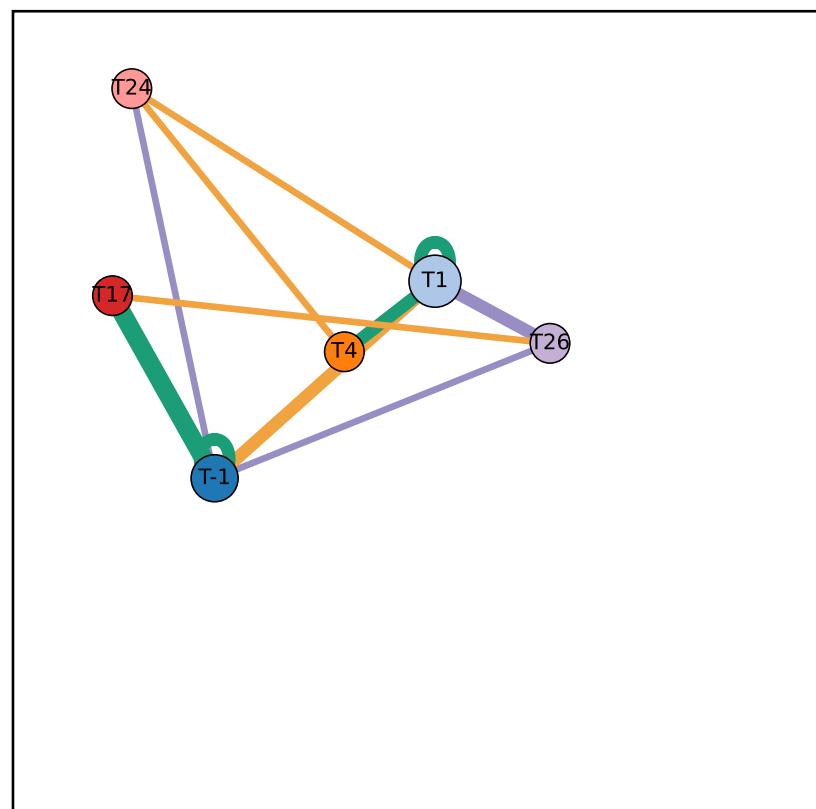
Wave 1 (topics)



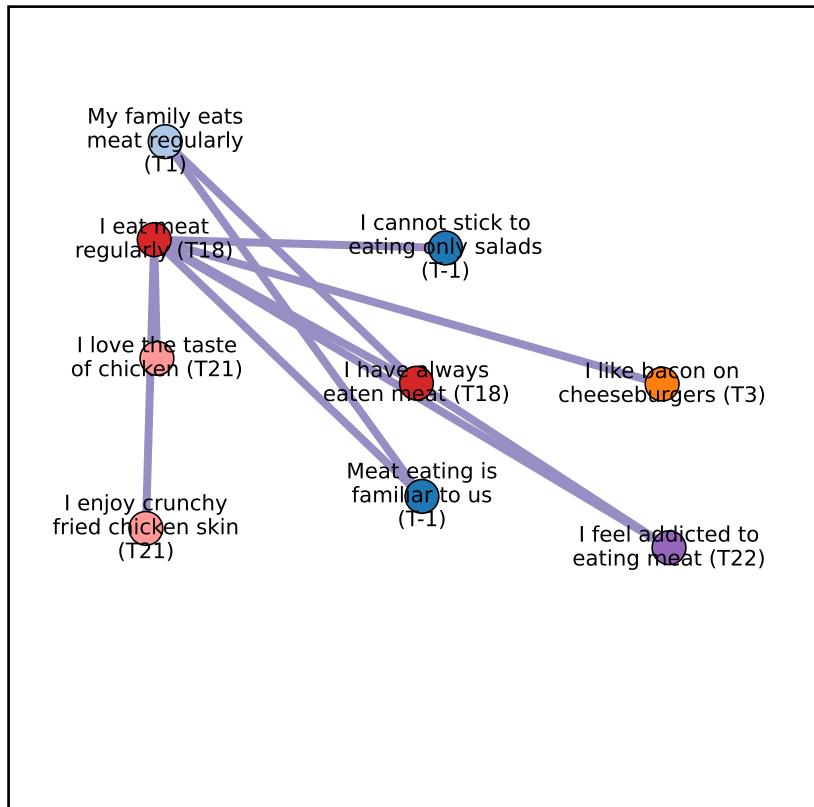
Wave 2 (stances)



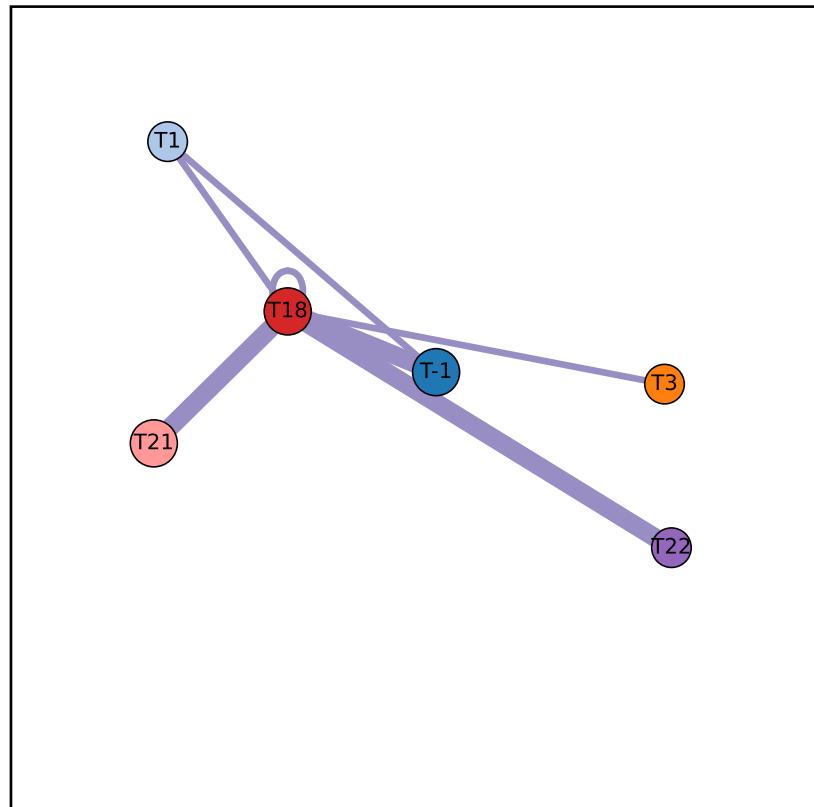
Wave 2 (topics)



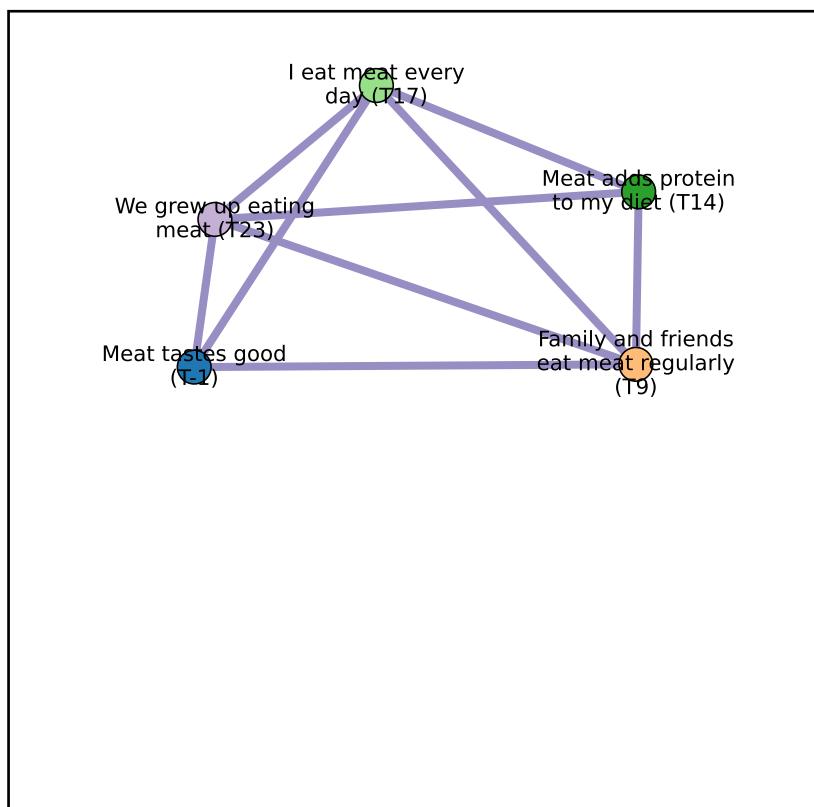
Wave 1 (stances)



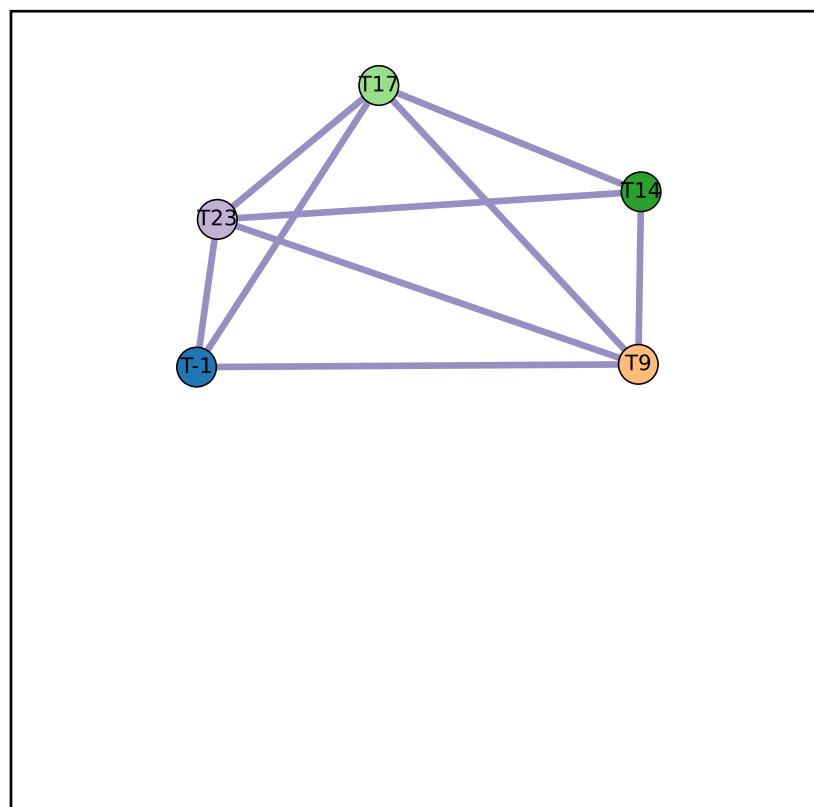
Wave 1 (topics)



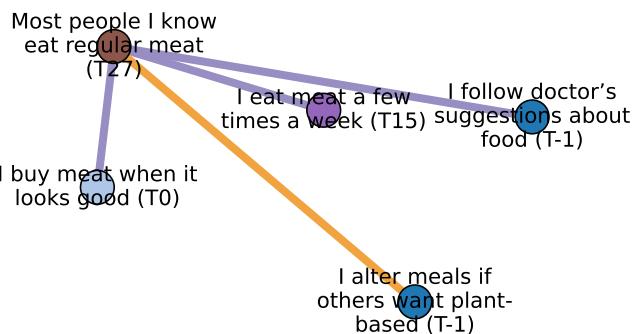
Wave 2 (stances)



Wave 2 (topics)

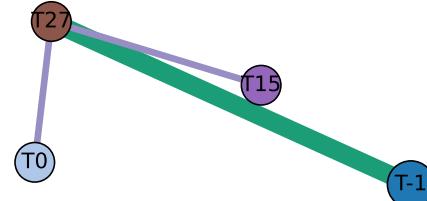


Wave 1 (stances)



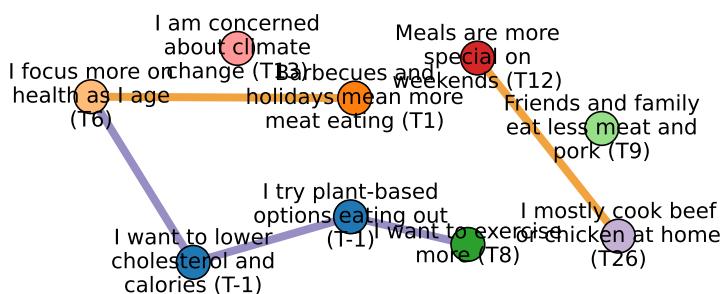
Most people I know eat regular meat (T27)
I buy meat when it looks good (T0)
I eat meat a few times a week (T15)
I follow doctor's suggestions about food (T-1)
I alter meals if others want plant-based (T-1)

Wave 1 (topics)



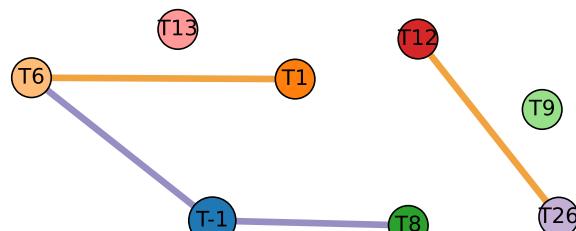
T27
T0
T15
T-1

Wave 2 (stances)



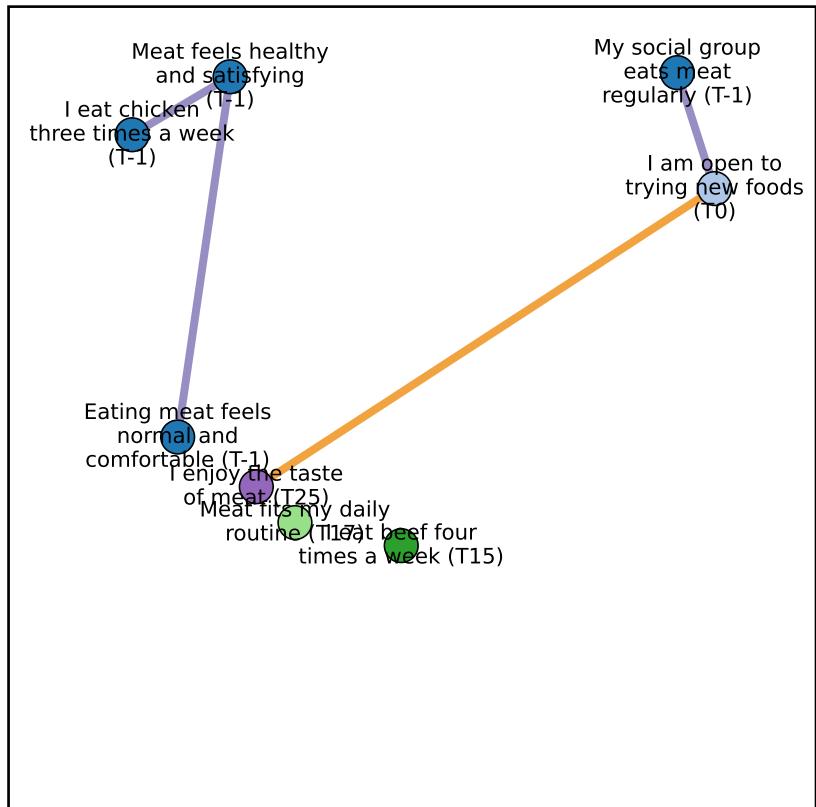
I focus more on health as I age (T6)
I am concerned about climate change (T1)
Barbecues and holidays mean more meat eating (T1)
Meals are more special on weekends (T12)
Friends and family eat less meat and pork (T9)
I try plant-based options eating out (T-1)
I want to lower cholesterol and calories (T-1)
I mostly cook beef and chicken at home (T26)
I want to exercise more (T8)

Wave 2 (topics)

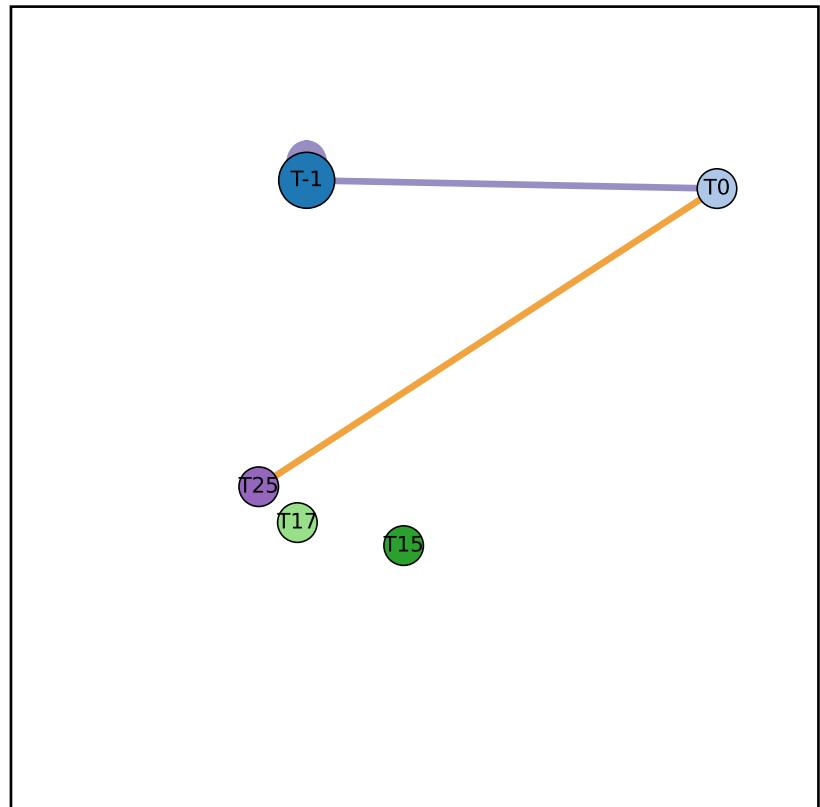


T6
T1
T13
T-1
T8
T9
T12
T26

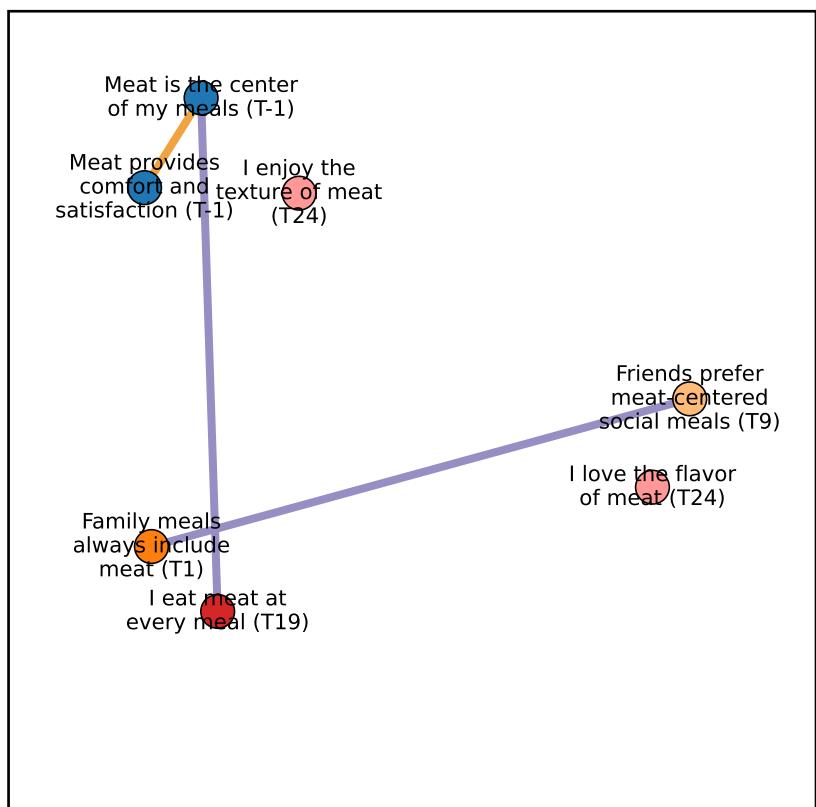
Wave 1 (stances)



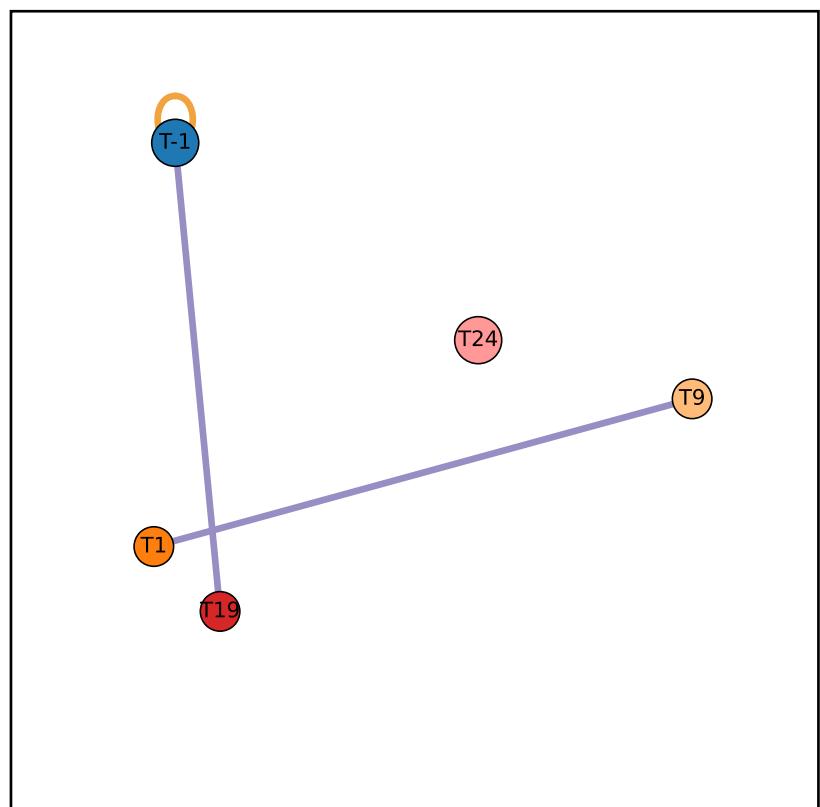
Wave 1 (topics)



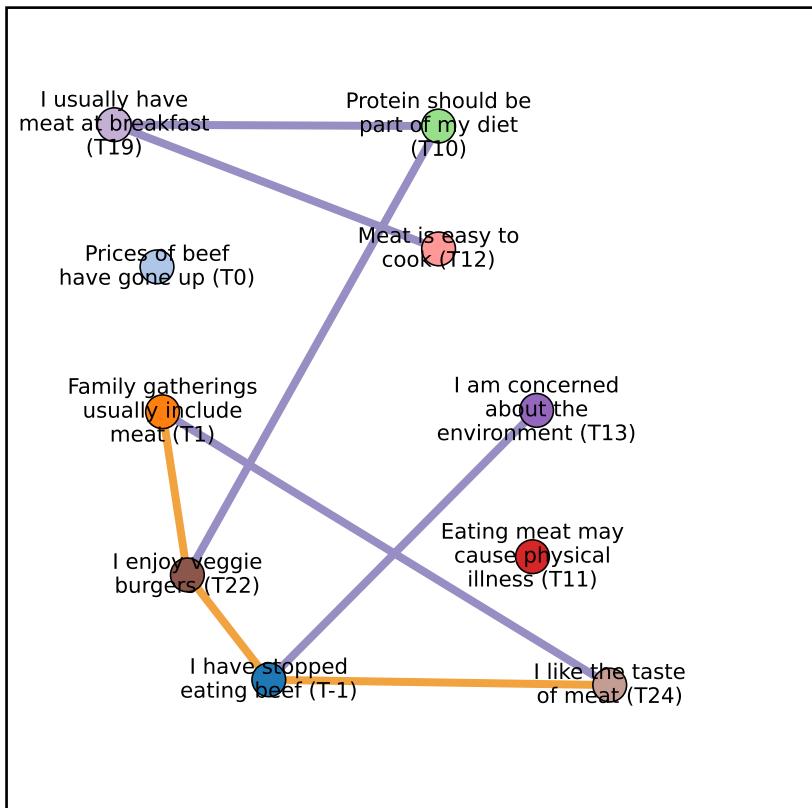
Wave 2 (stances)



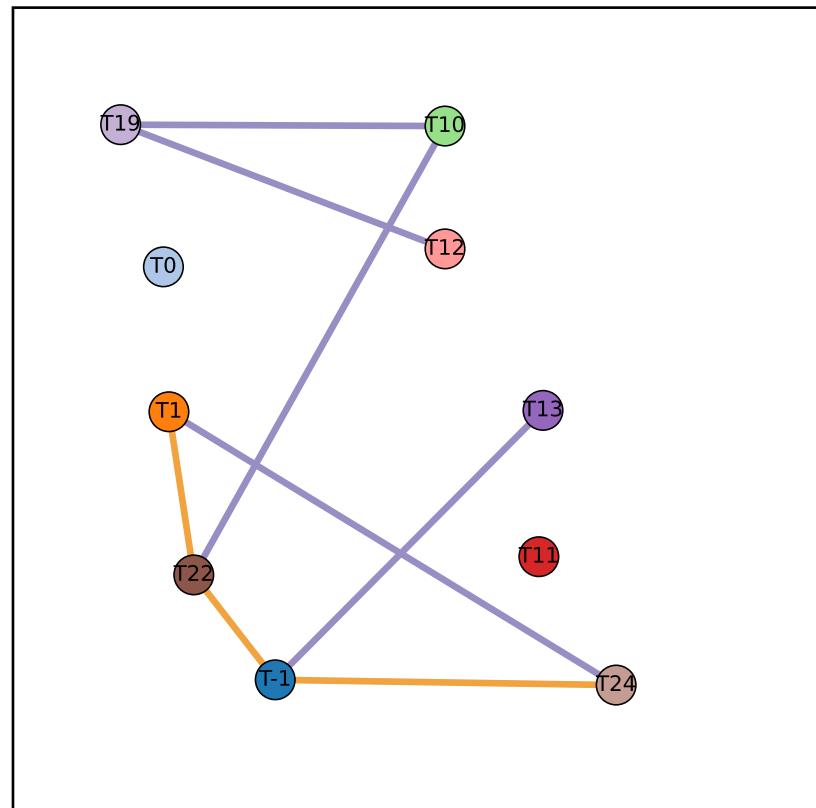
Wave 2 (topics)



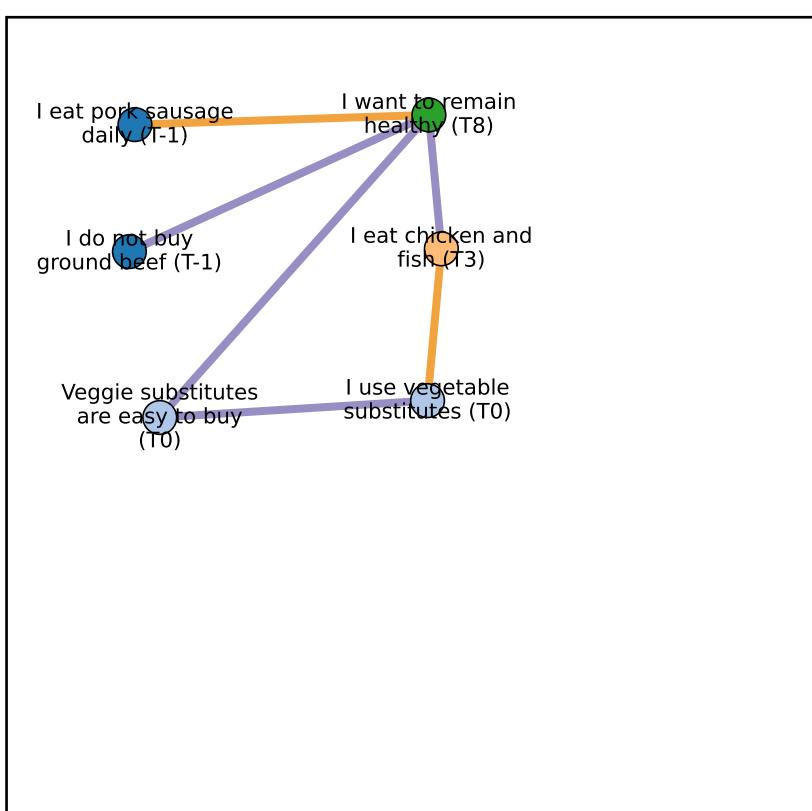
Wave 1 (stances)



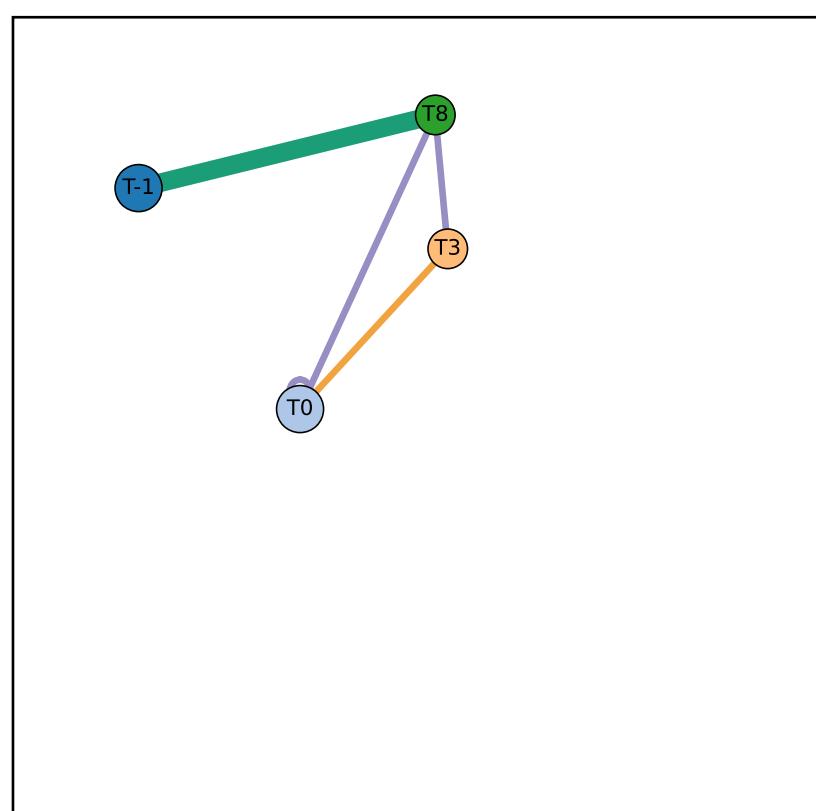
Wave 1 (topics)



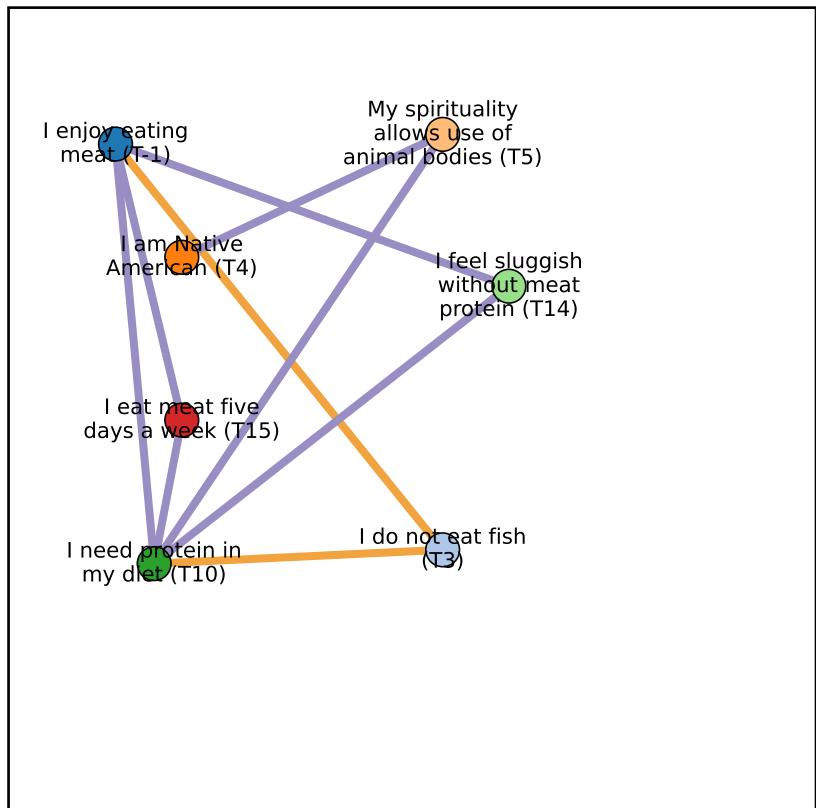
Wave 2 (stances)



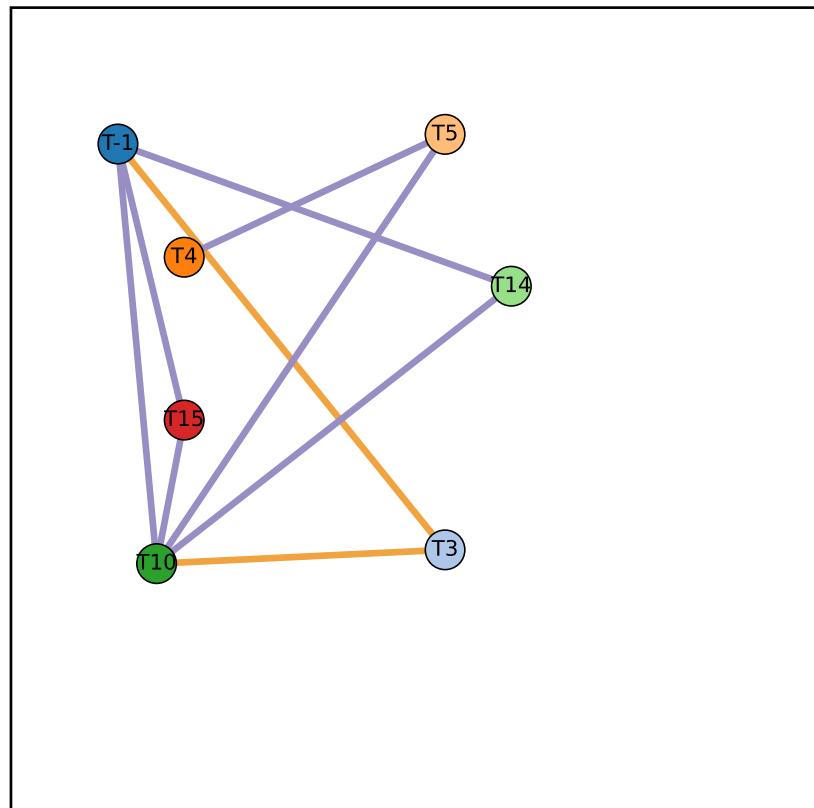
Wave 2 (topics)



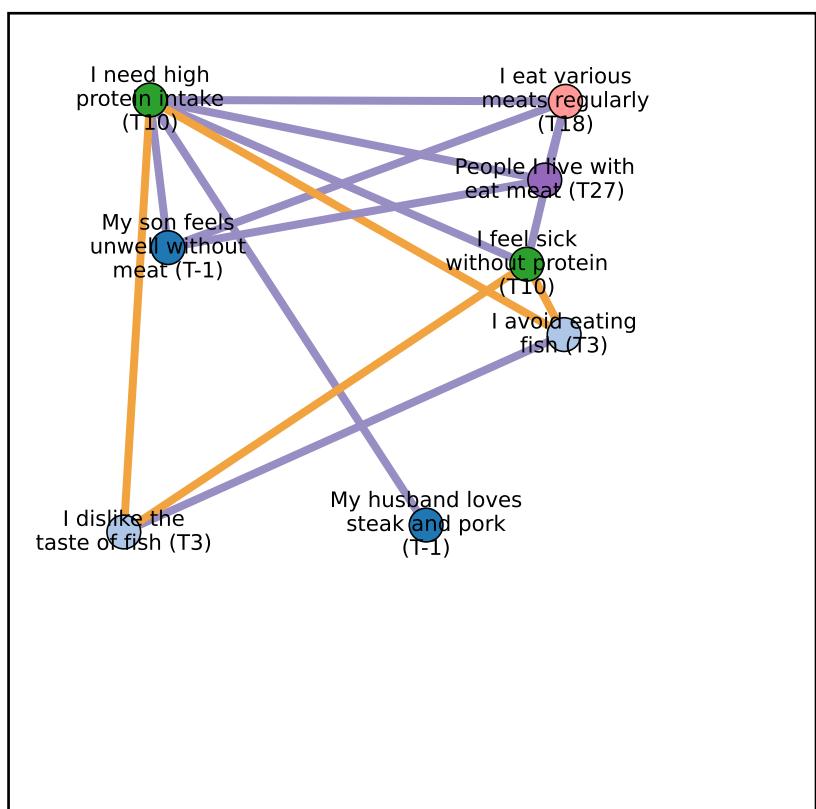
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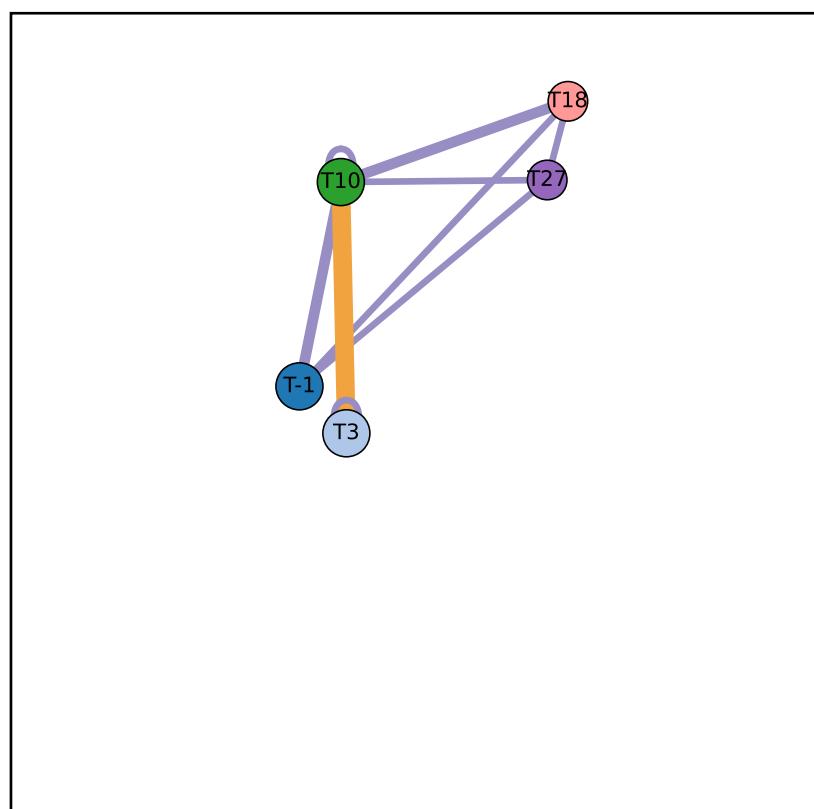
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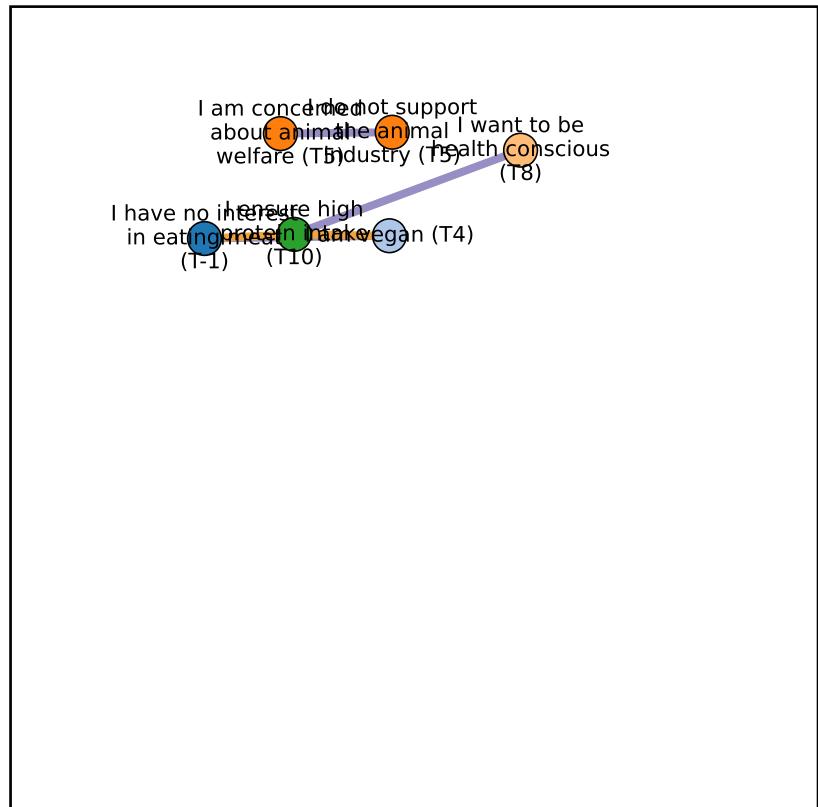
Wave 2 (stances)



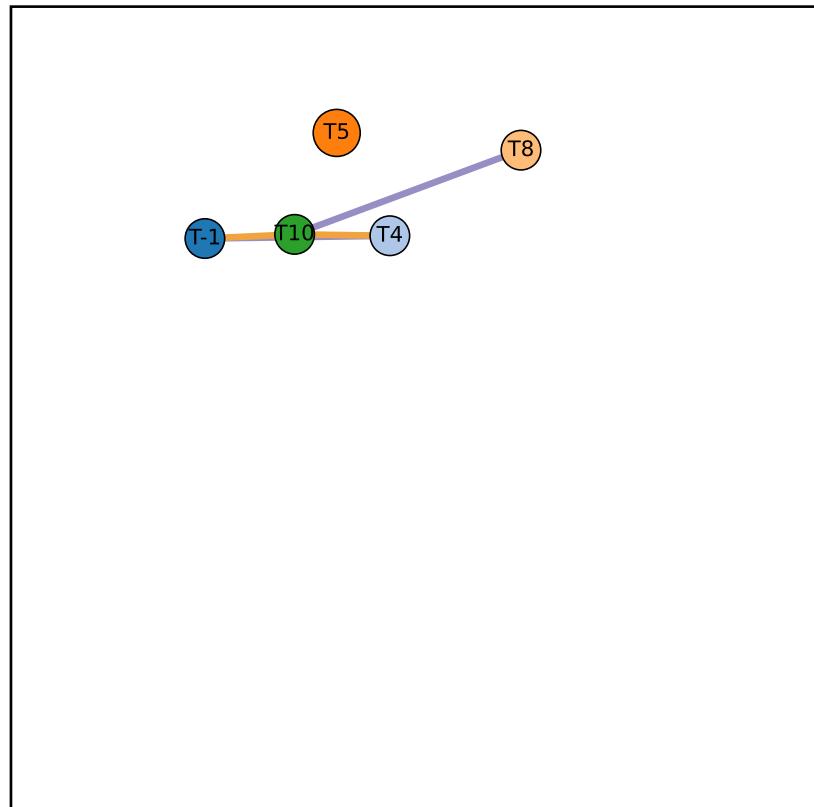
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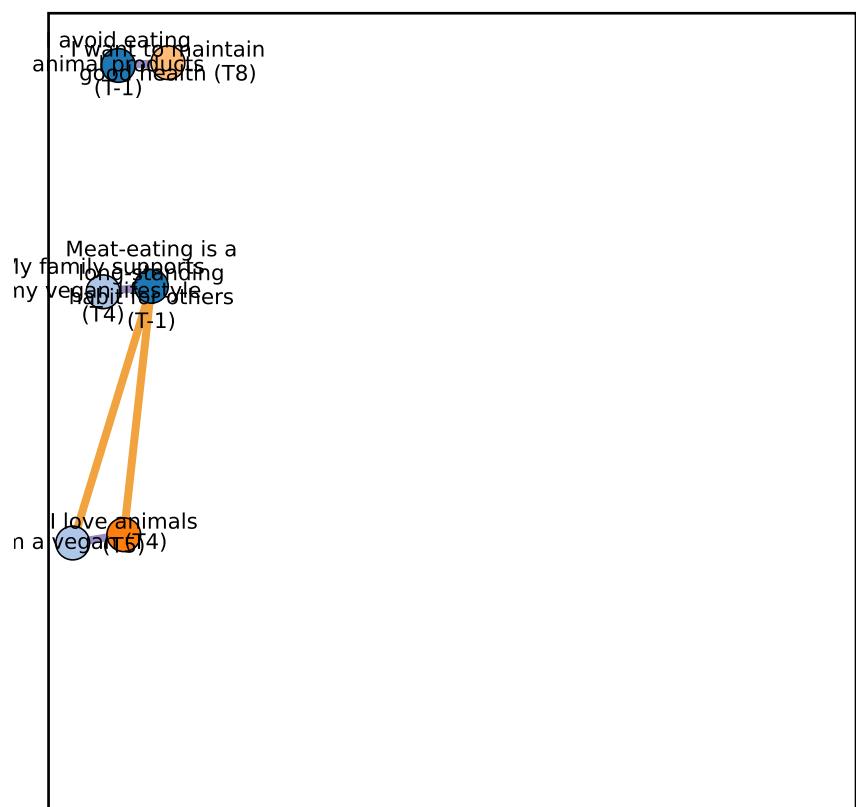
Wave 1 (stances)



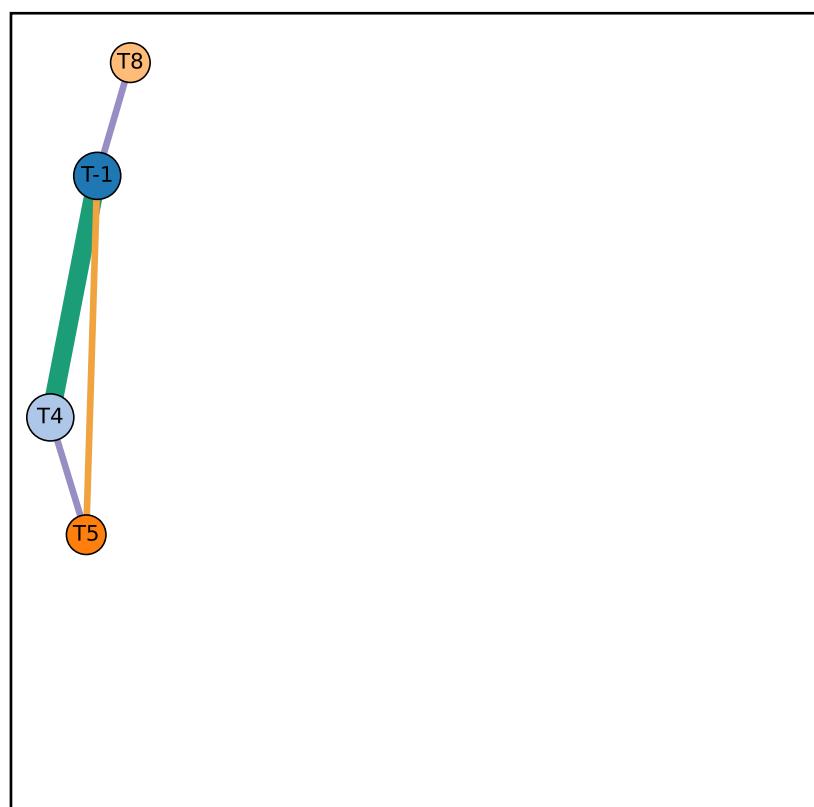
Wave 1 (topics)



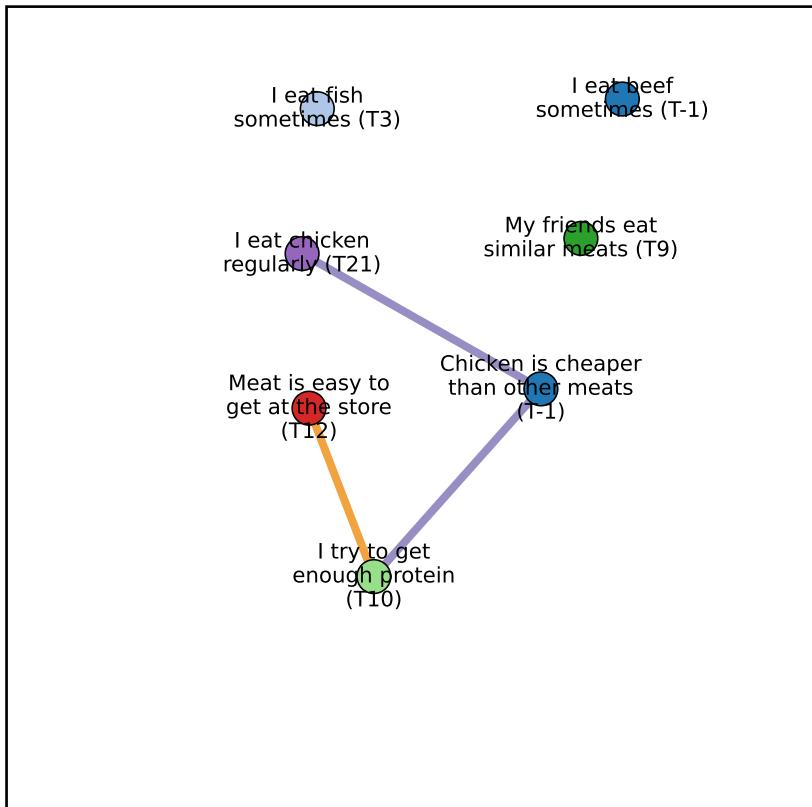
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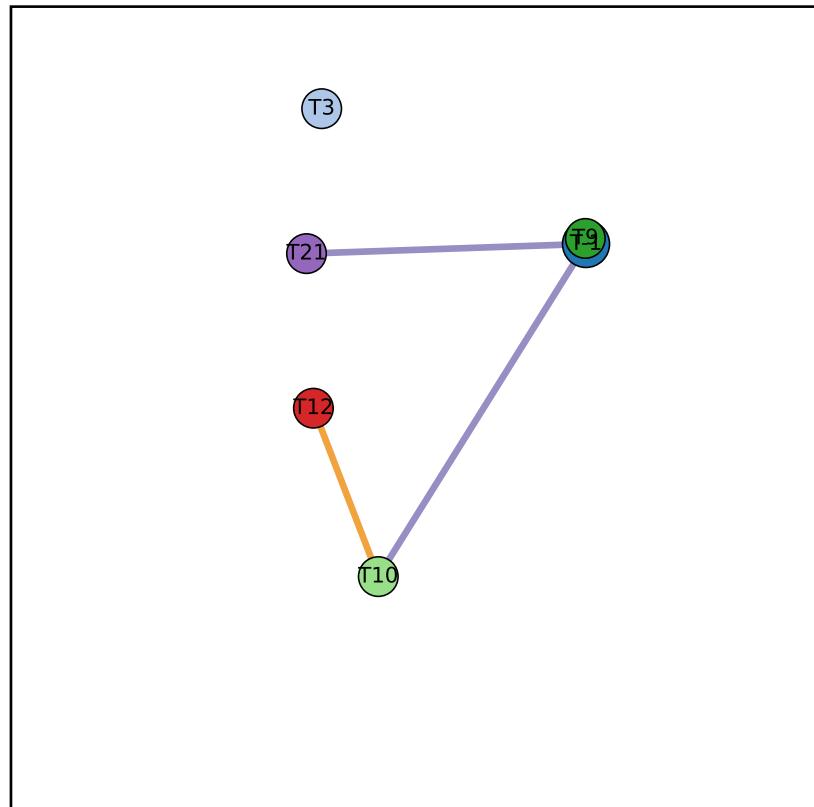
Wave 2 (topics)



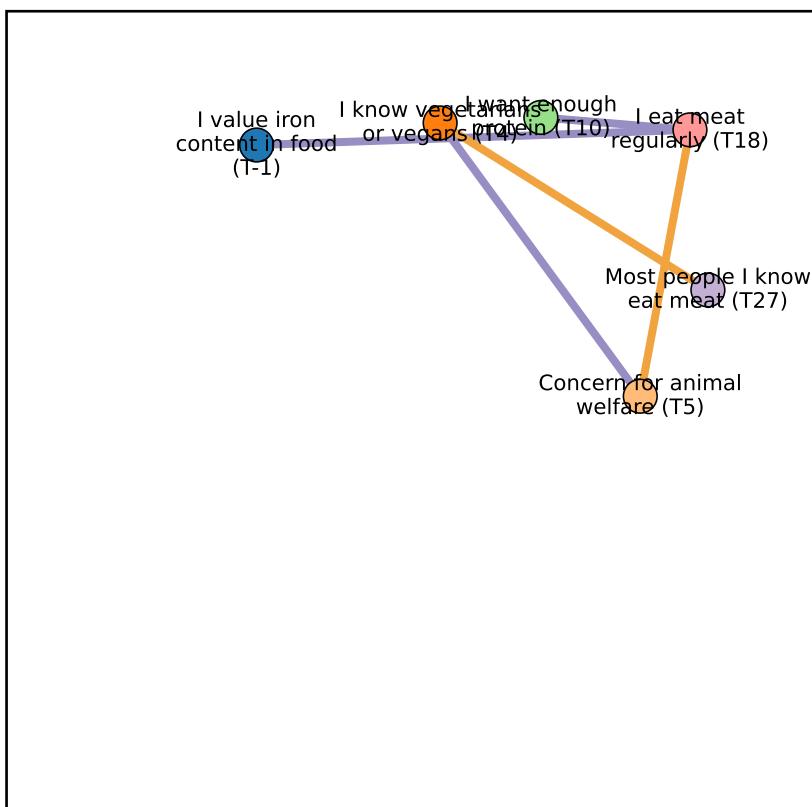
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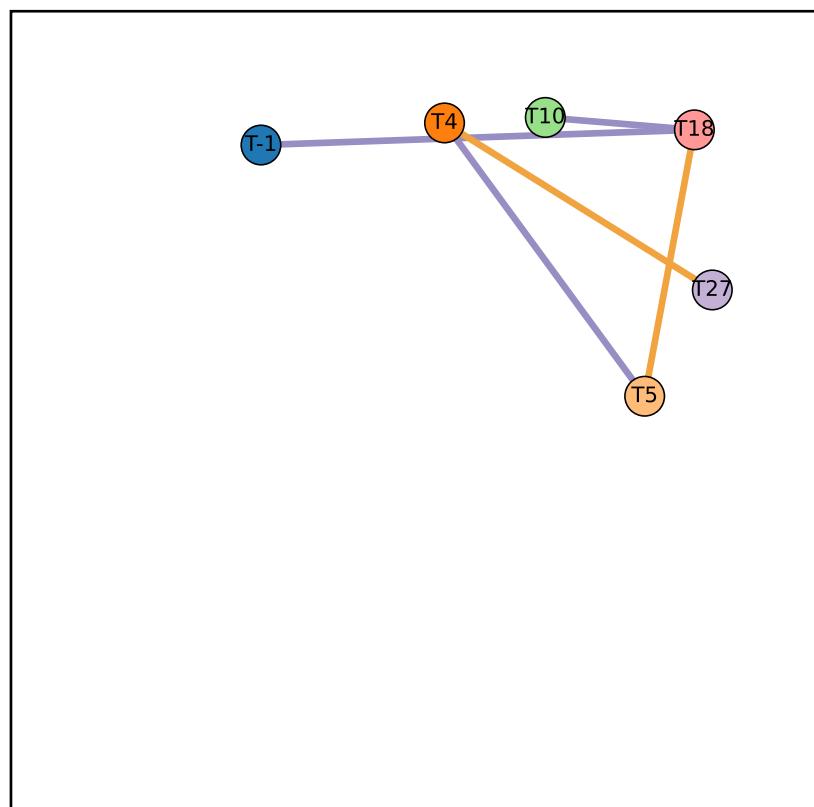
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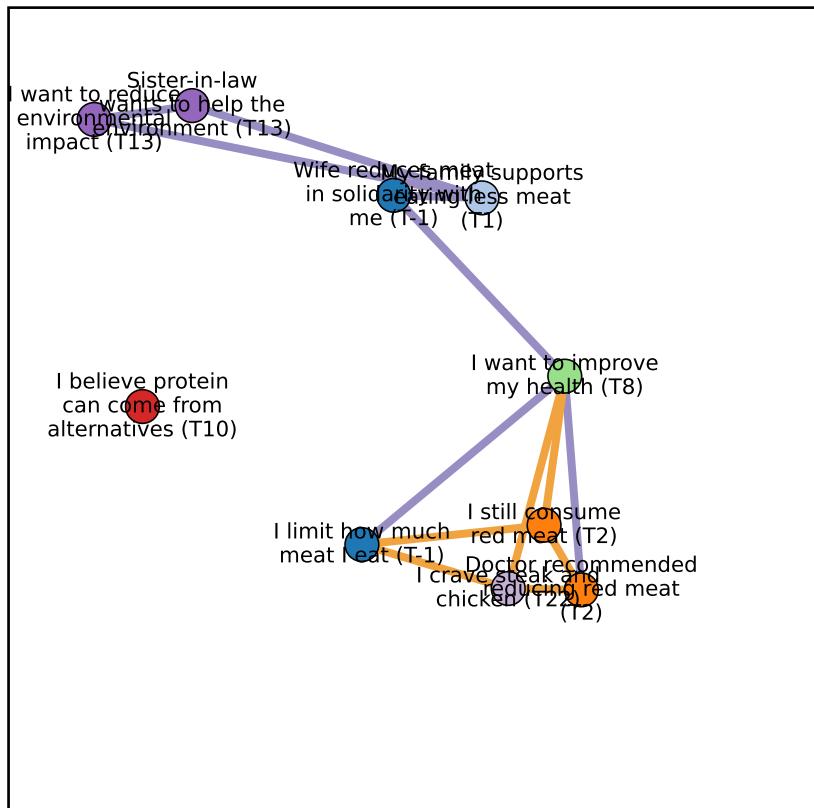
Wave 2 (stances)



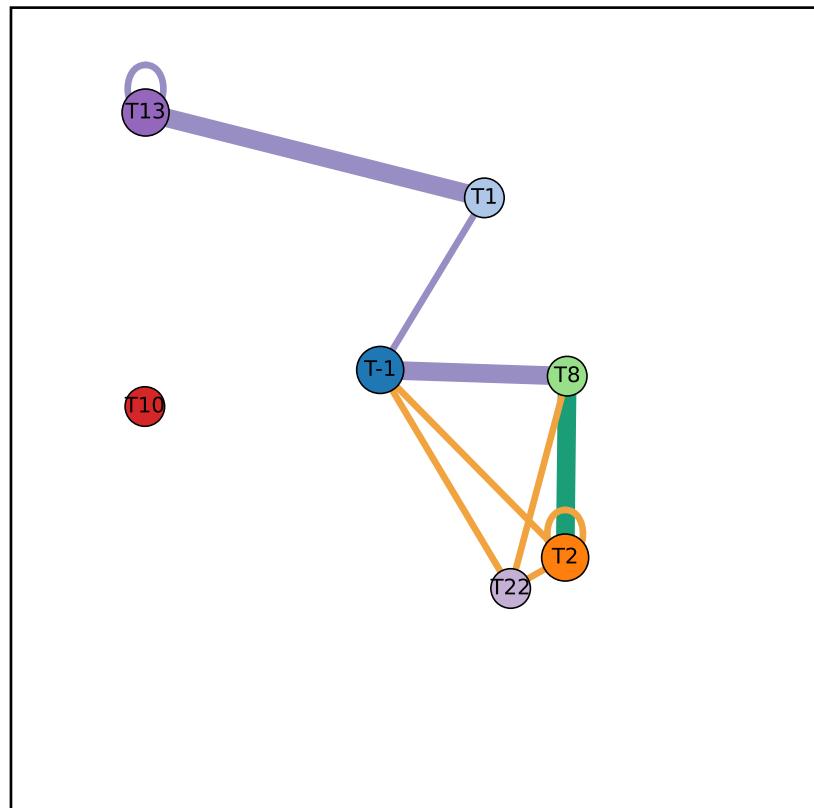
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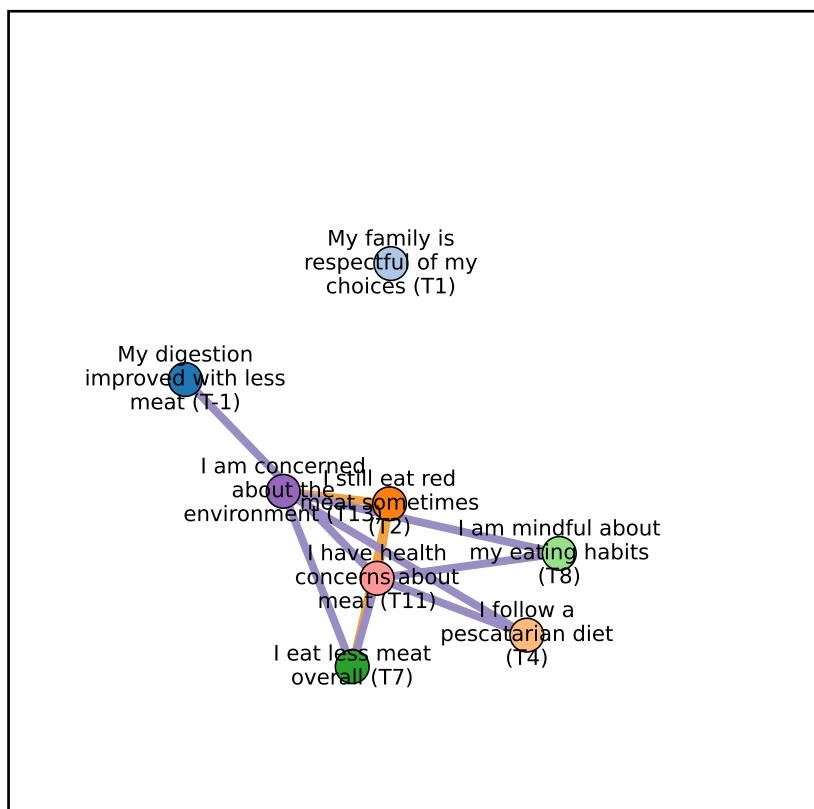
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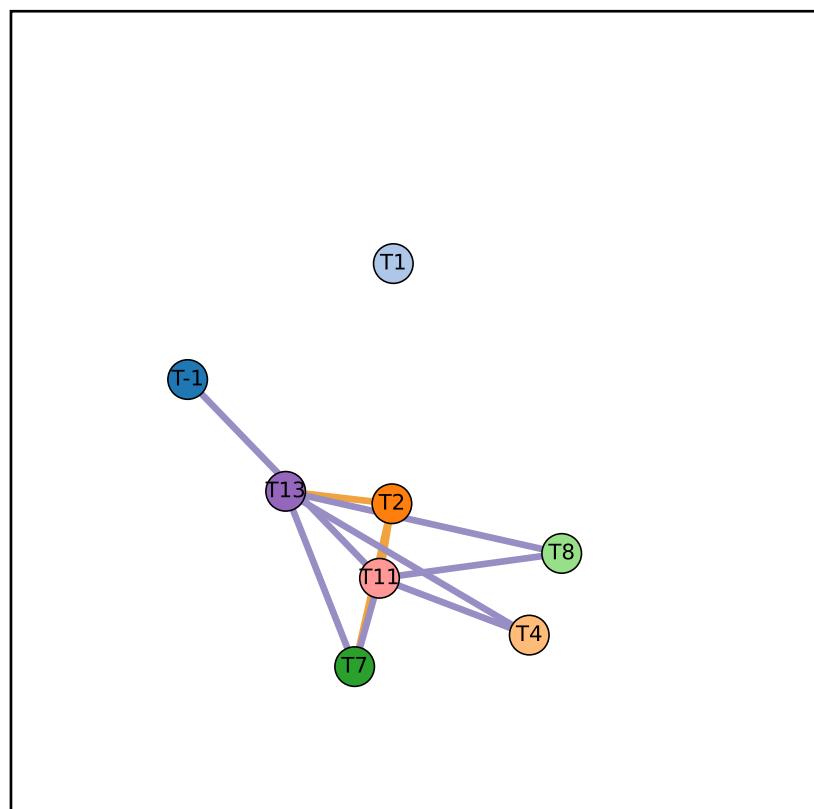
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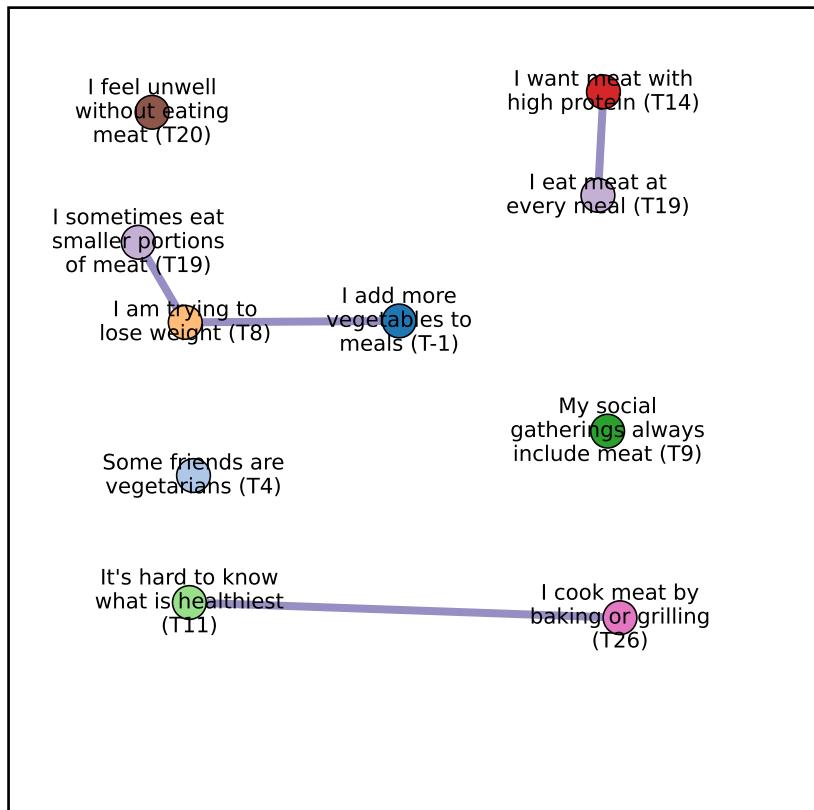
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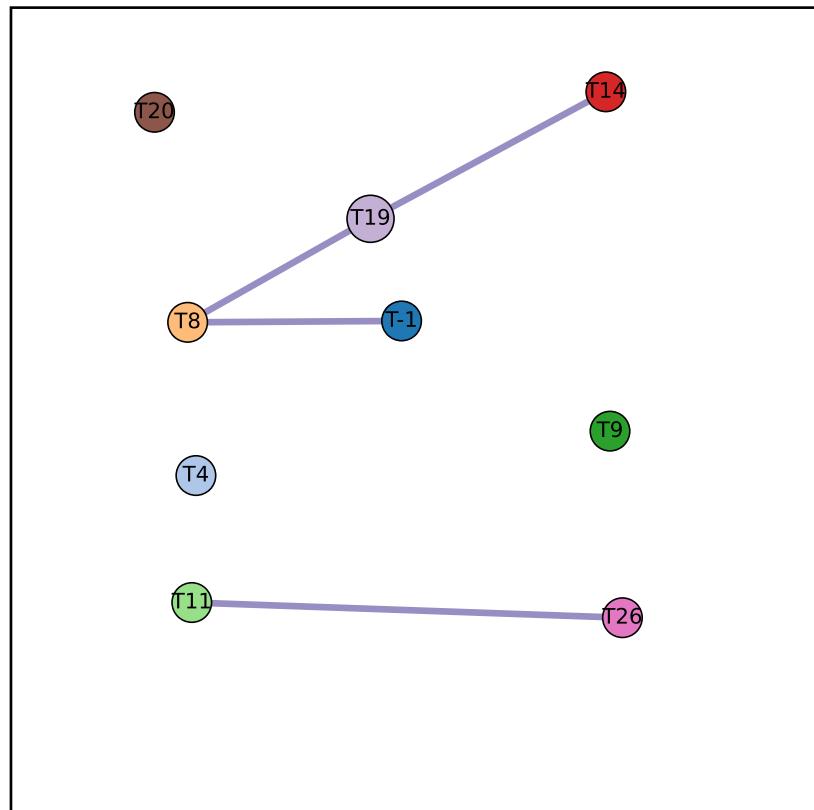
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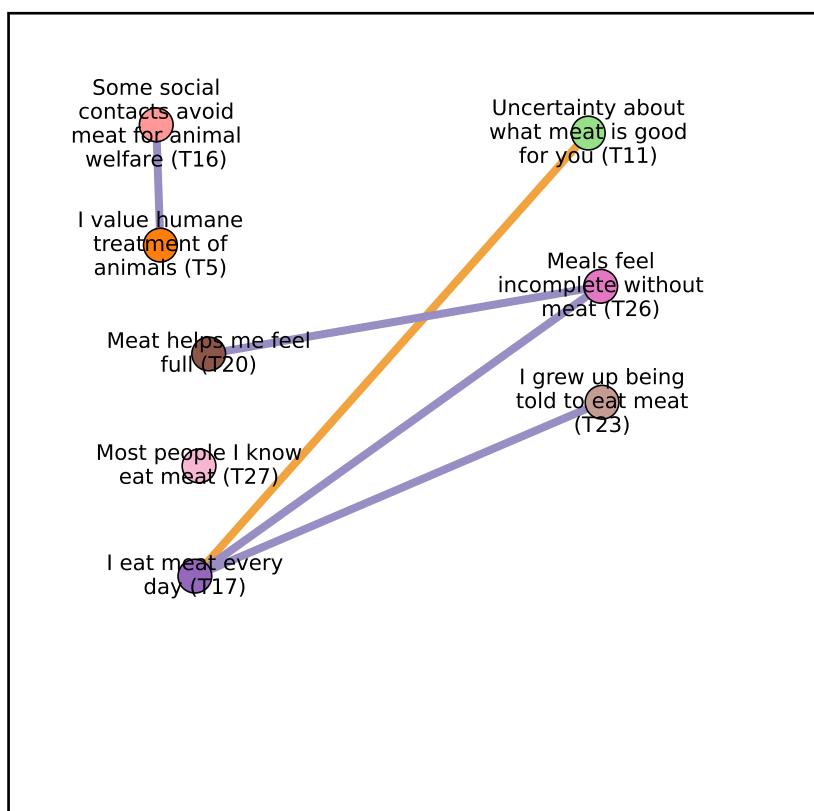
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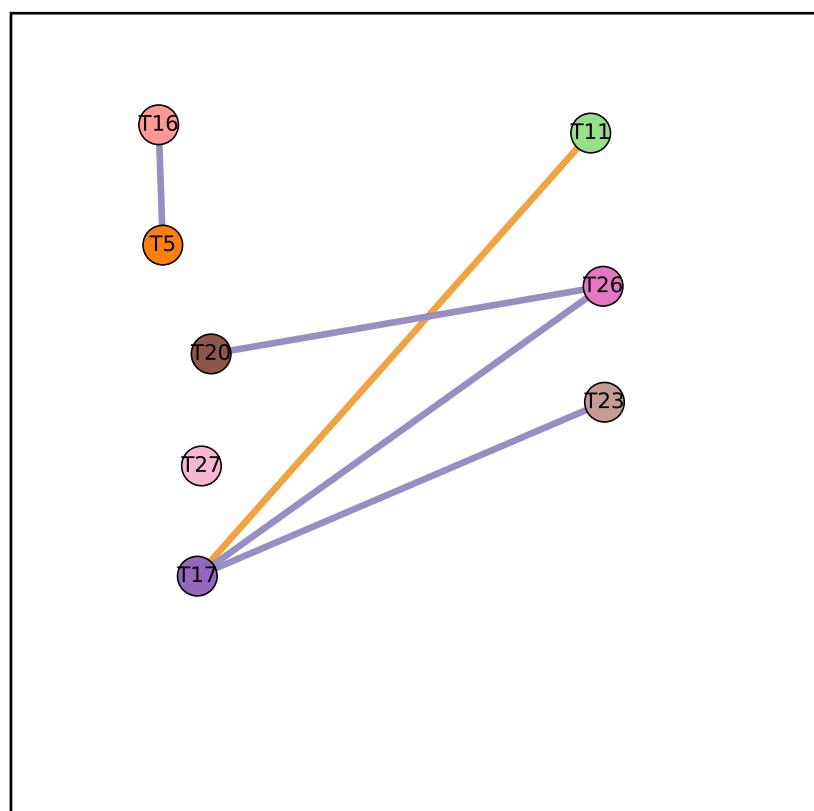
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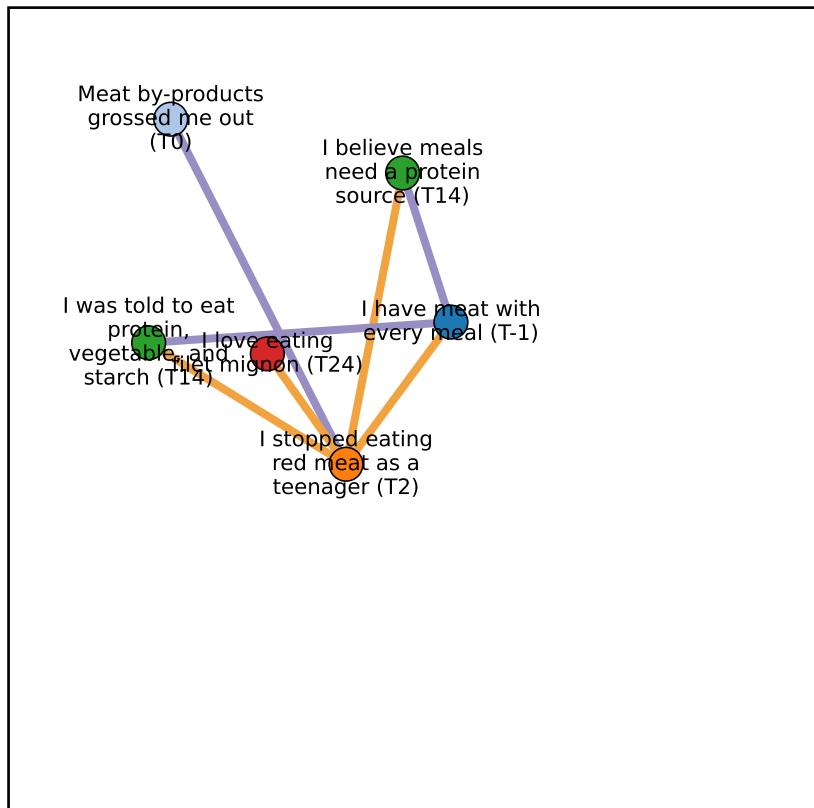
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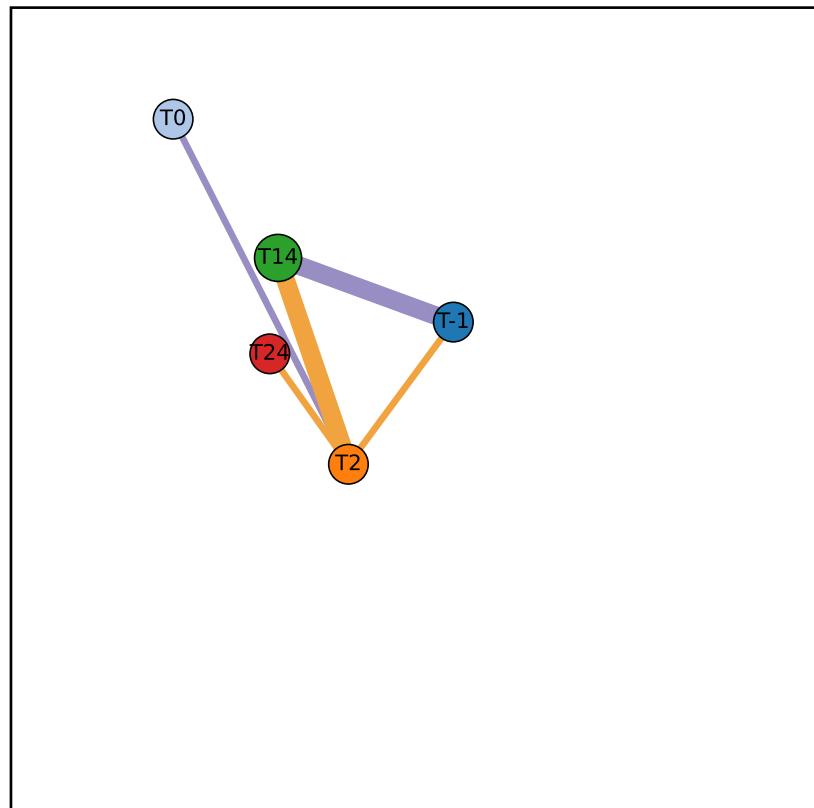
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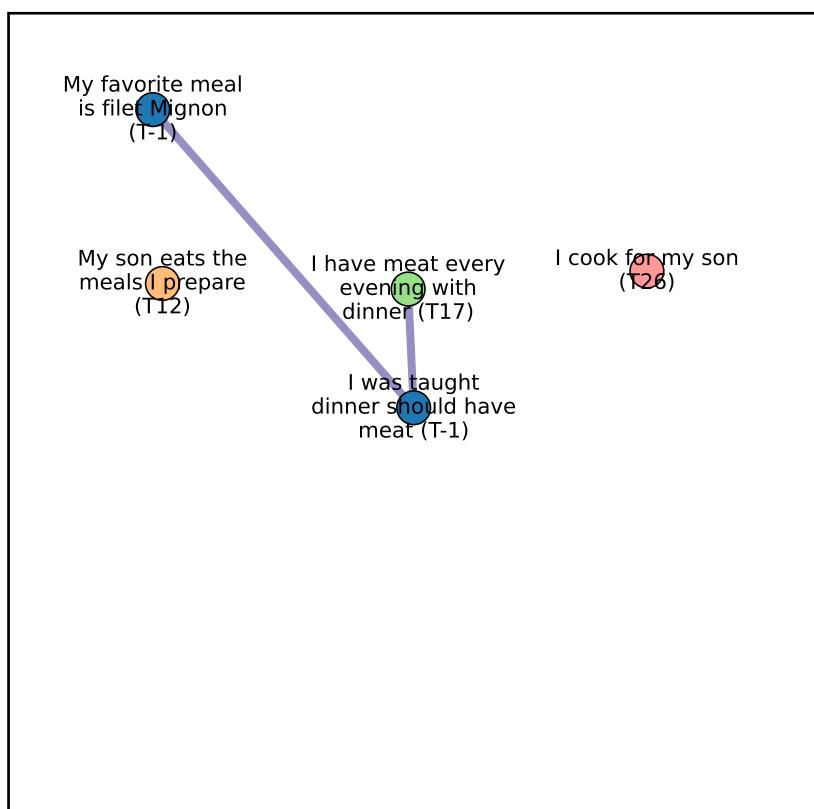
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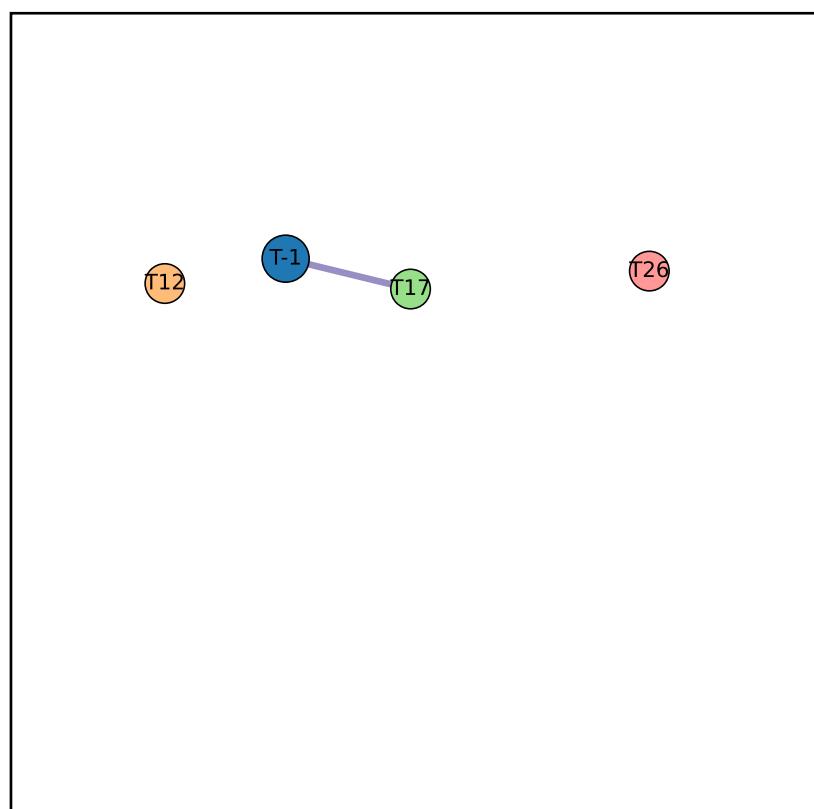
Wave 1 (topics)



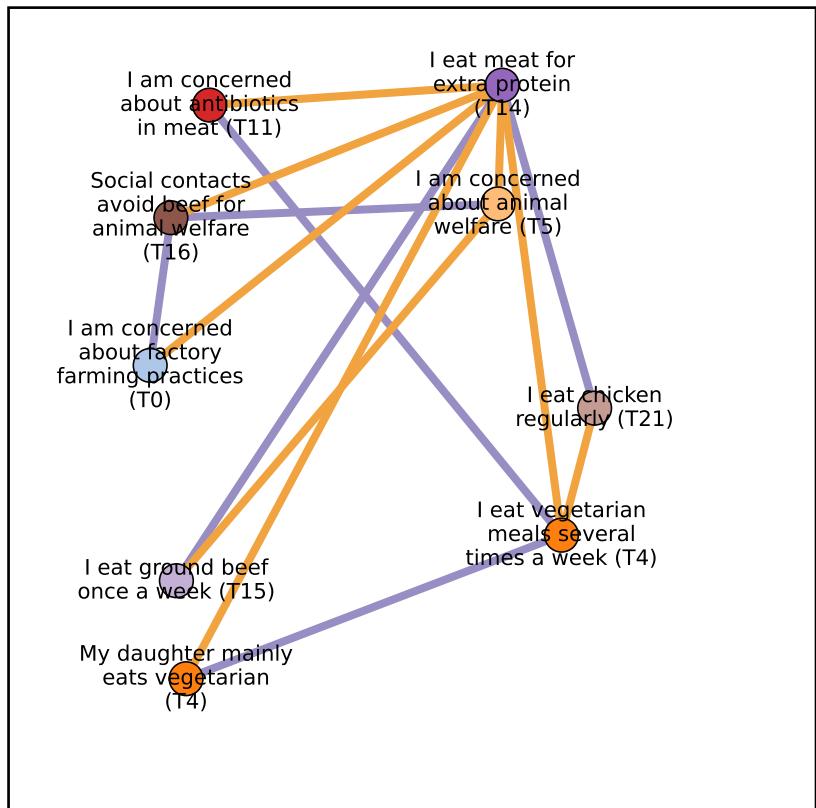
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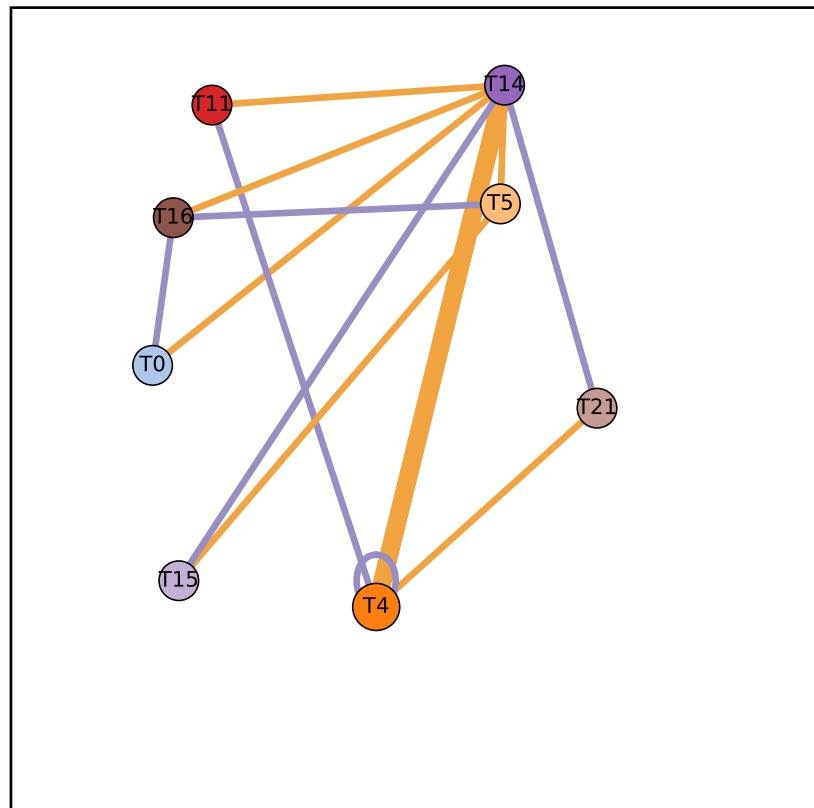
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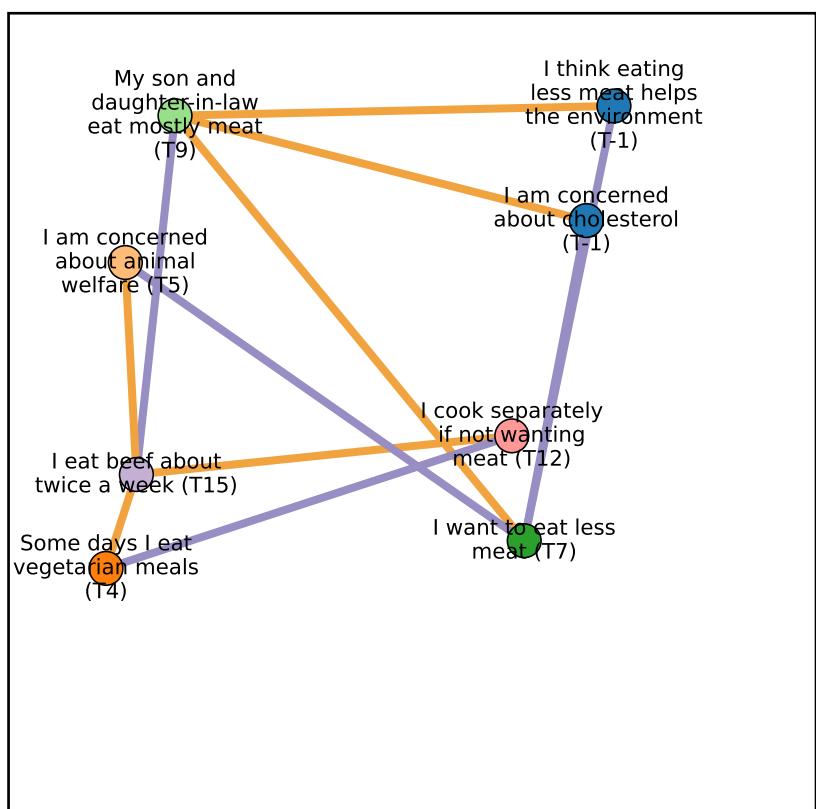
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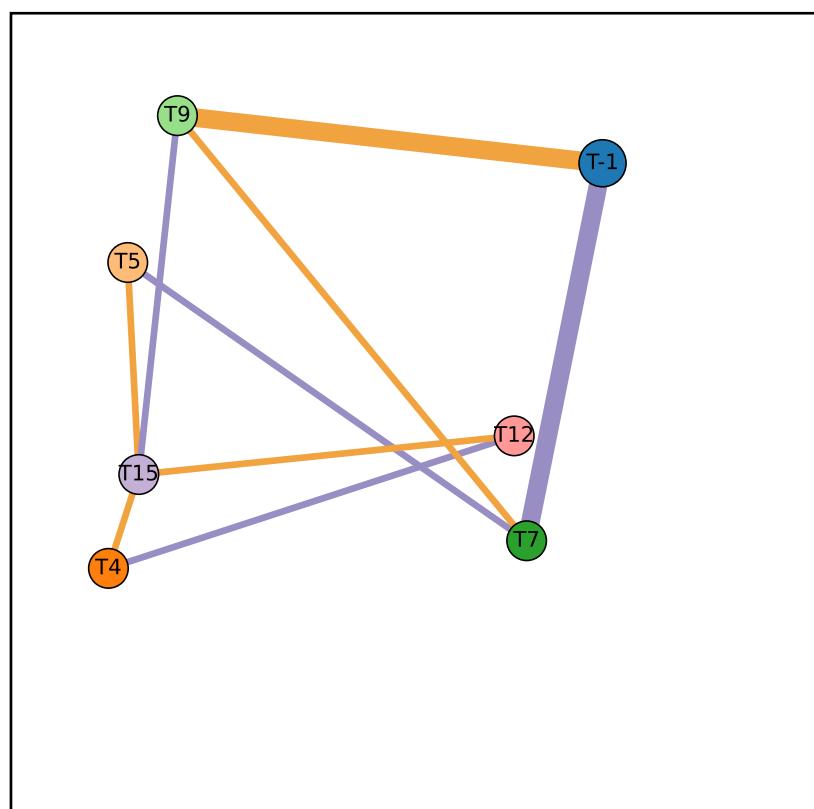
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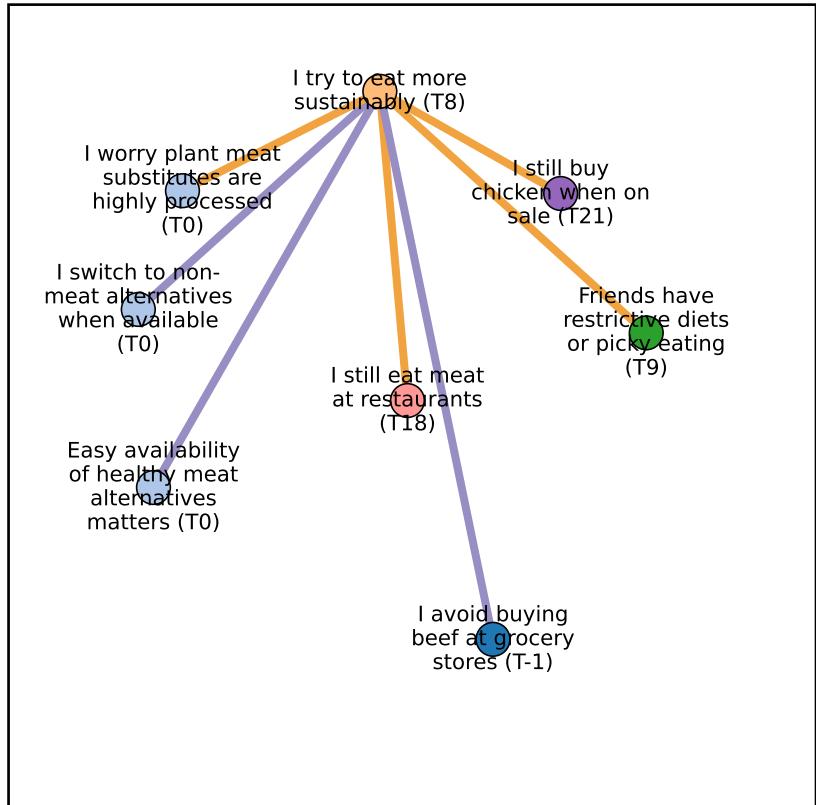
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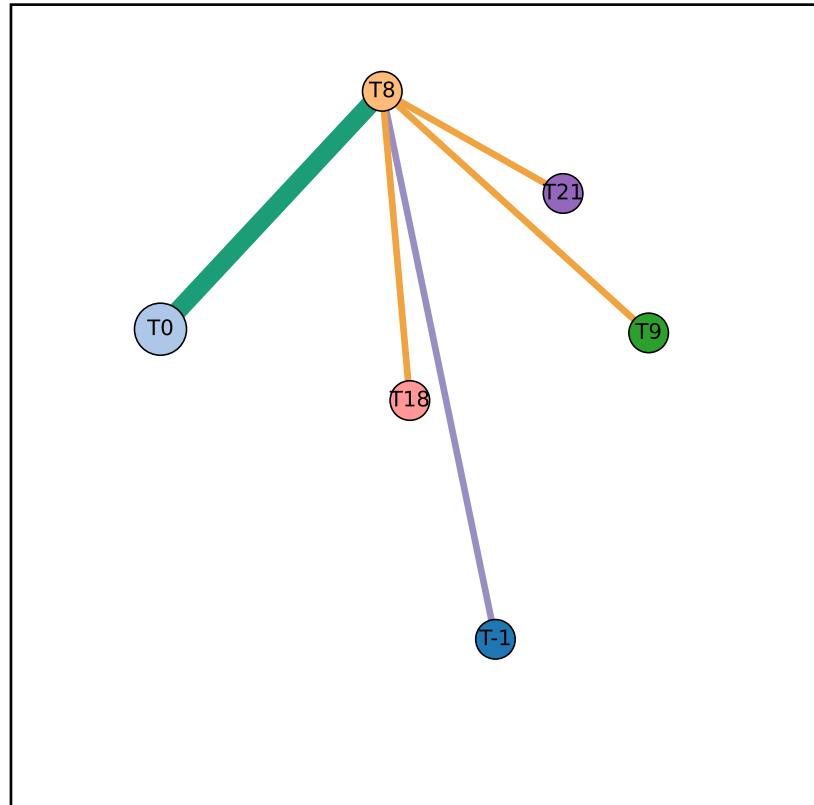
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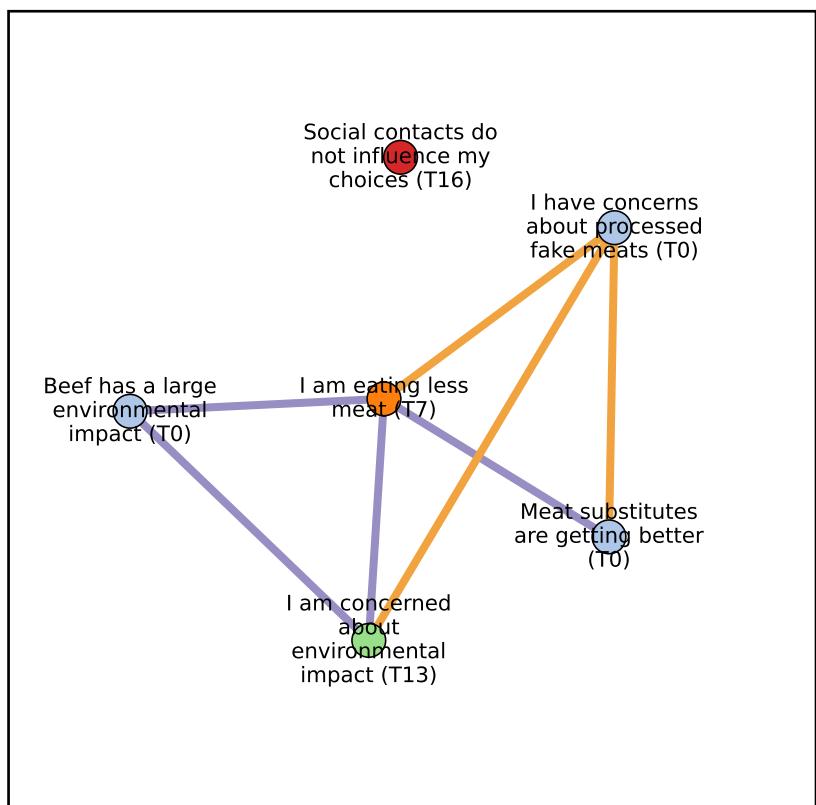
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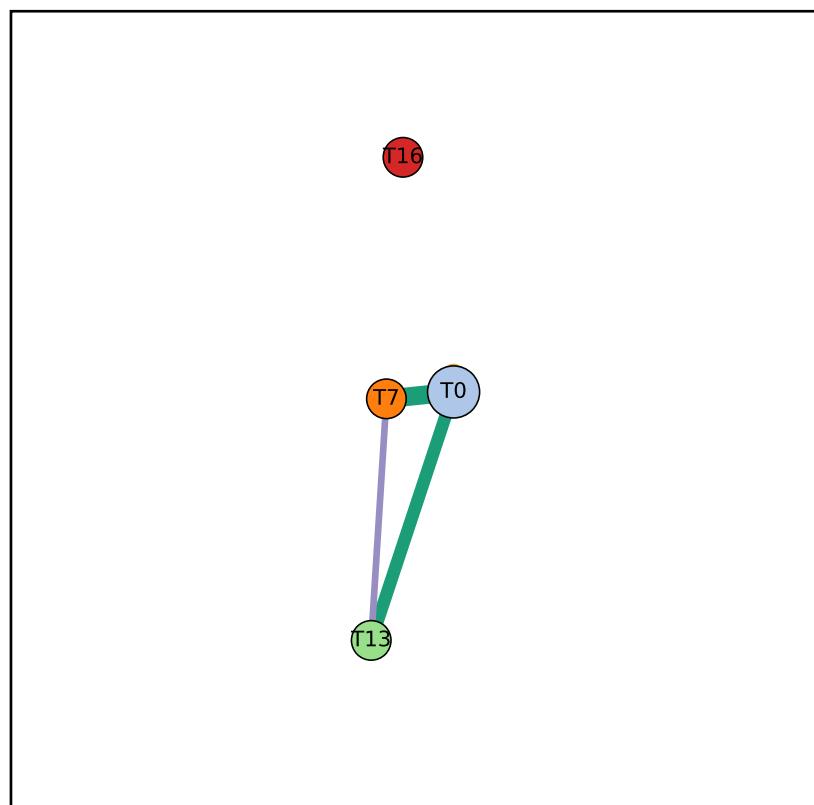
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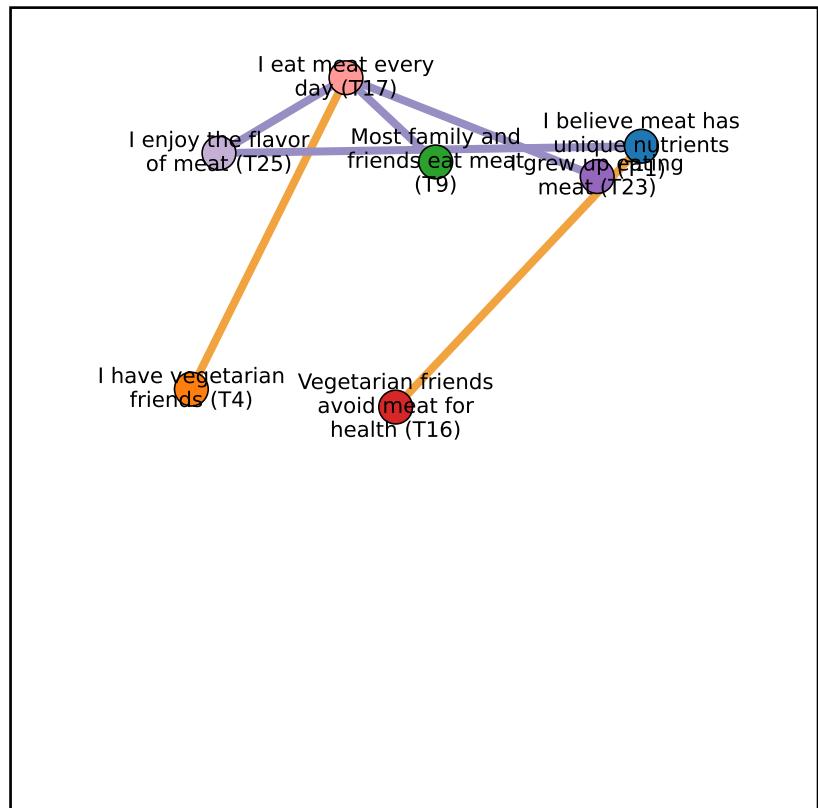
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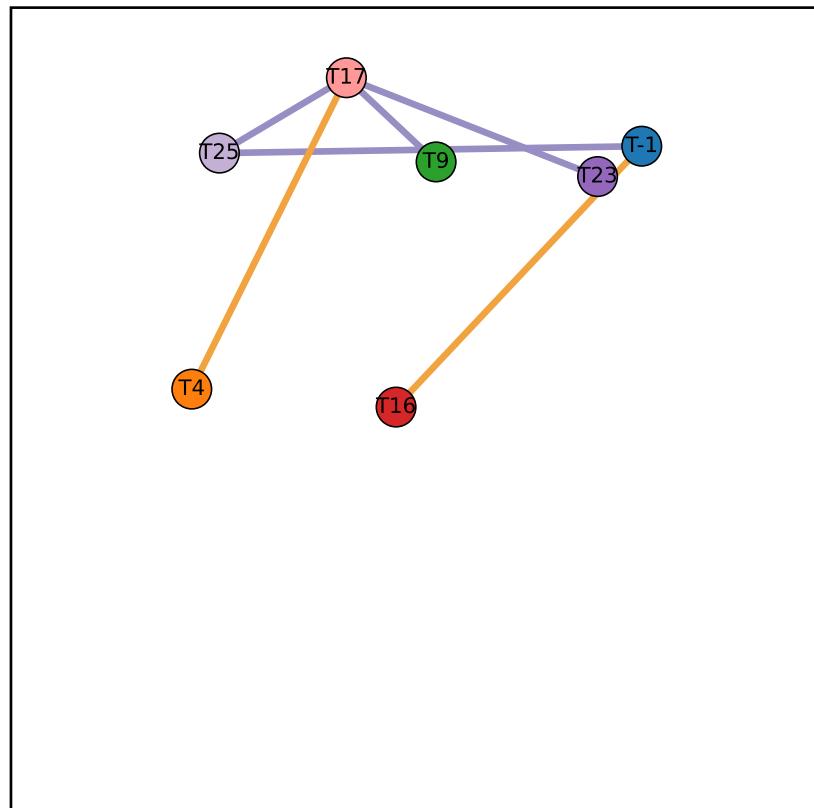
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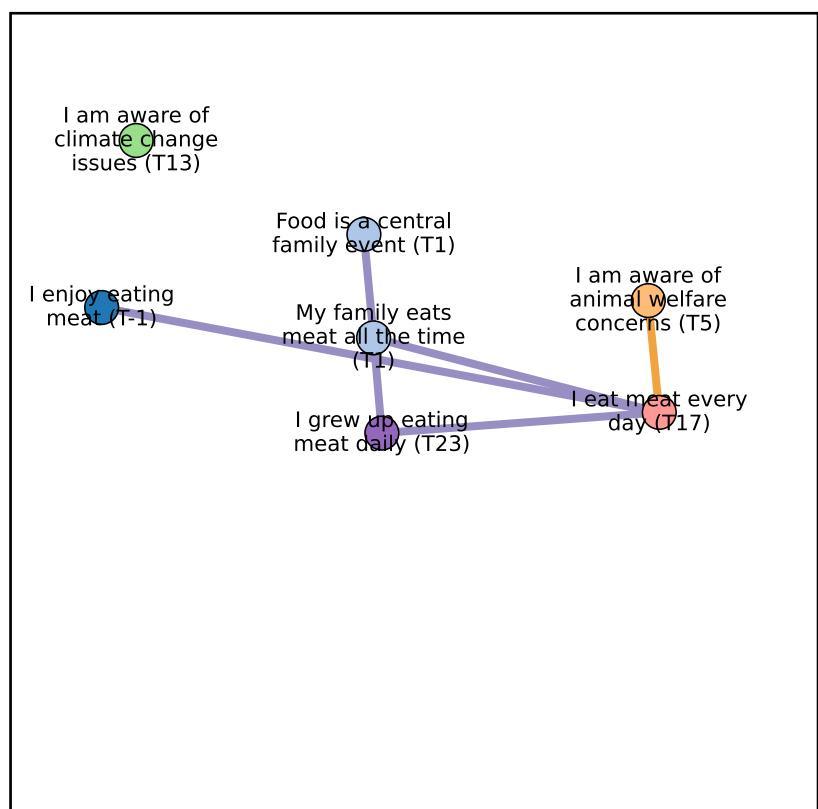
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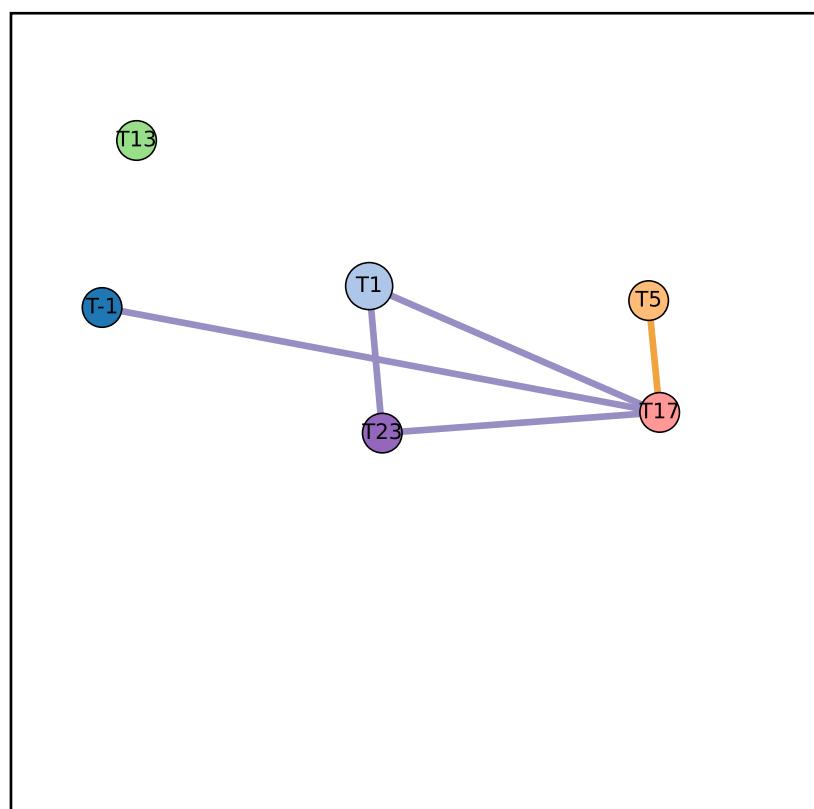
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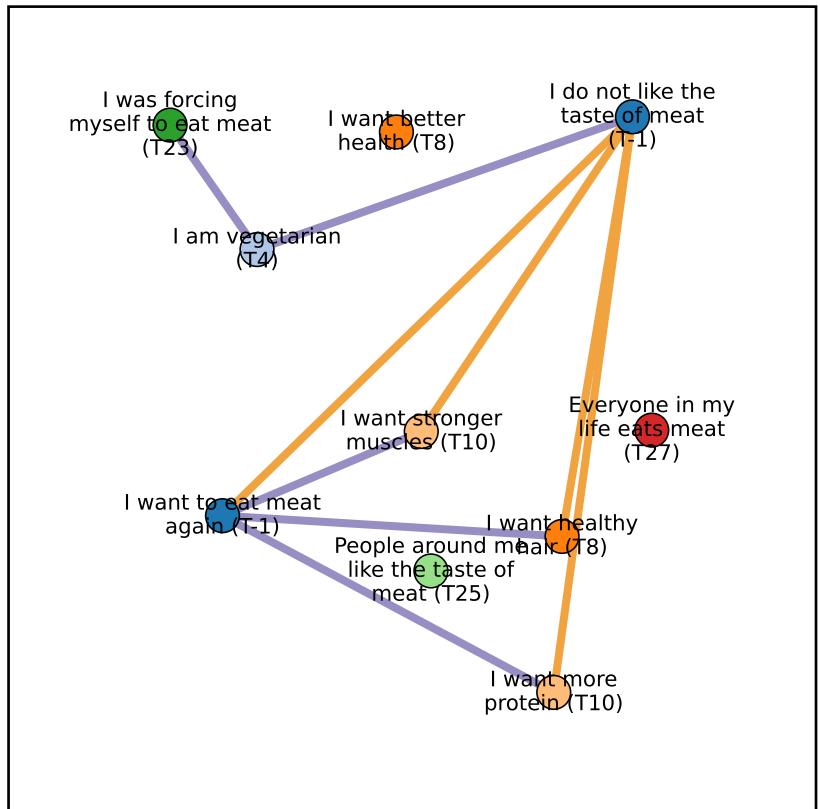
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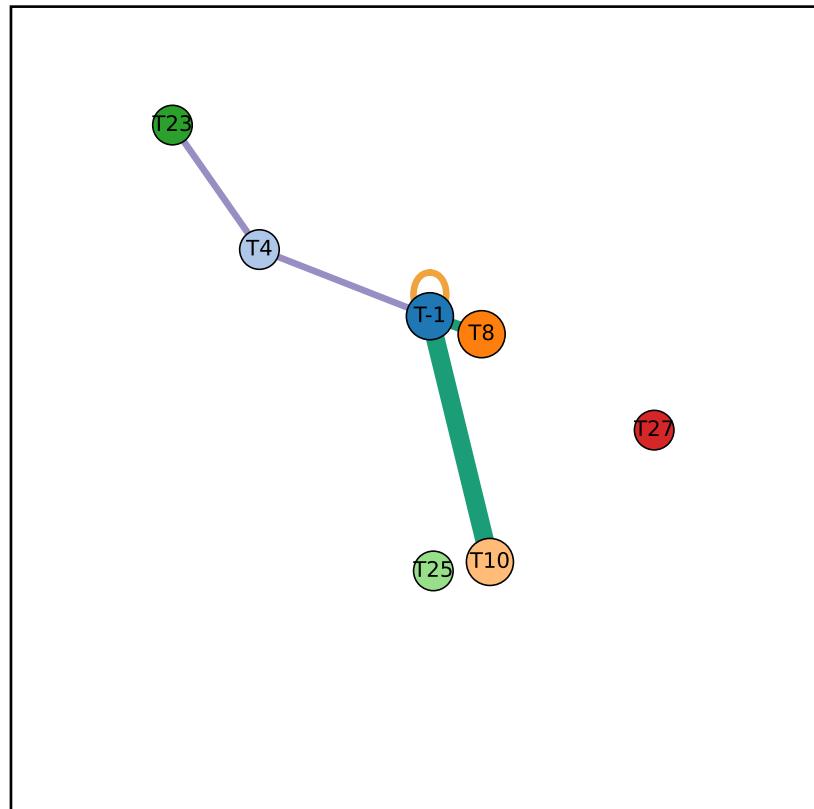
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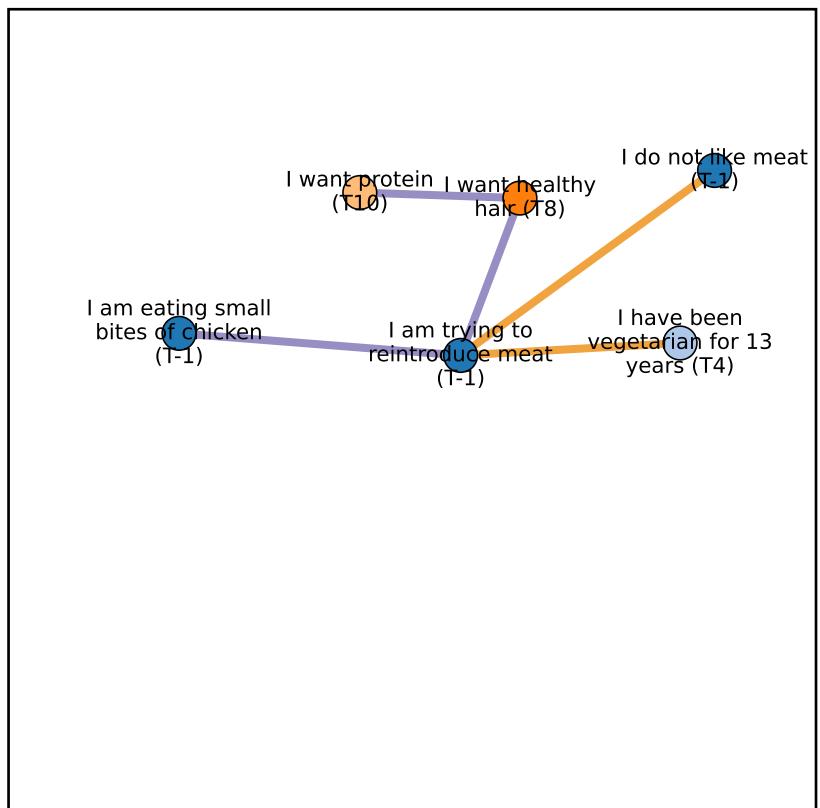
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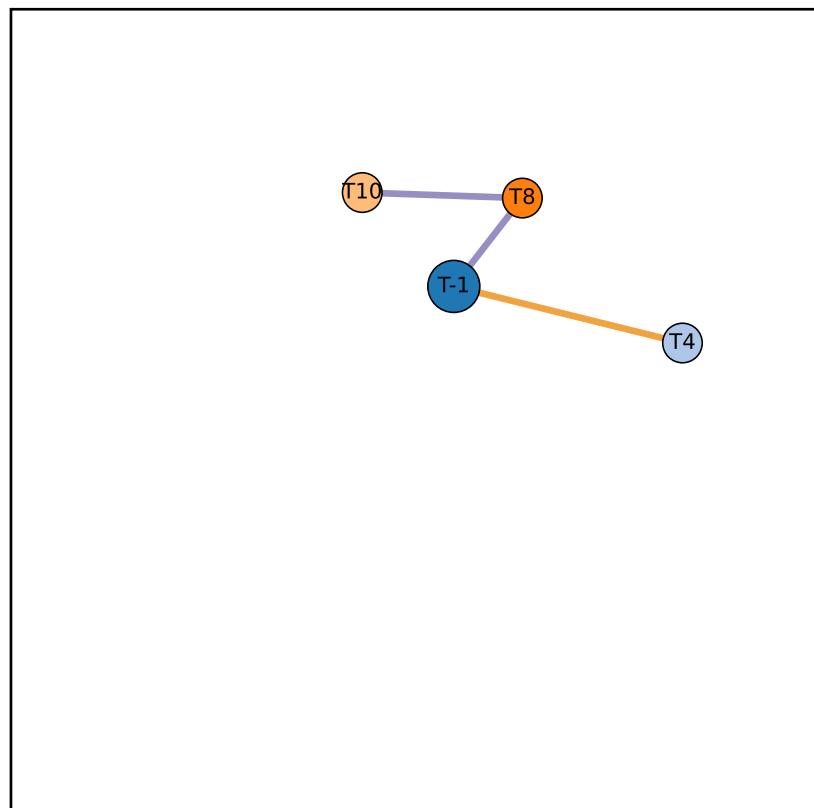
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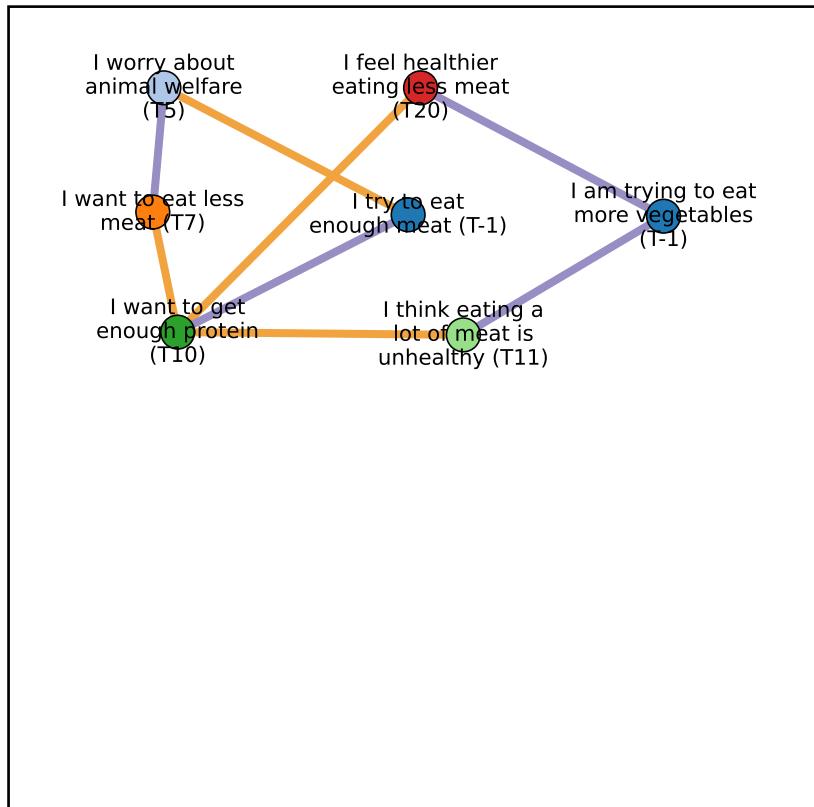
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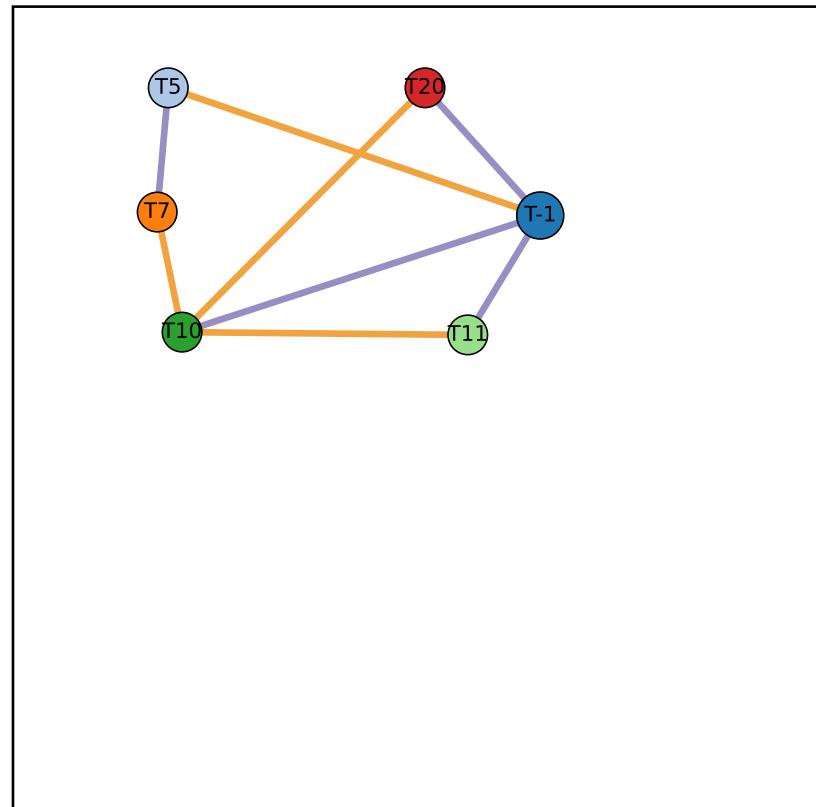
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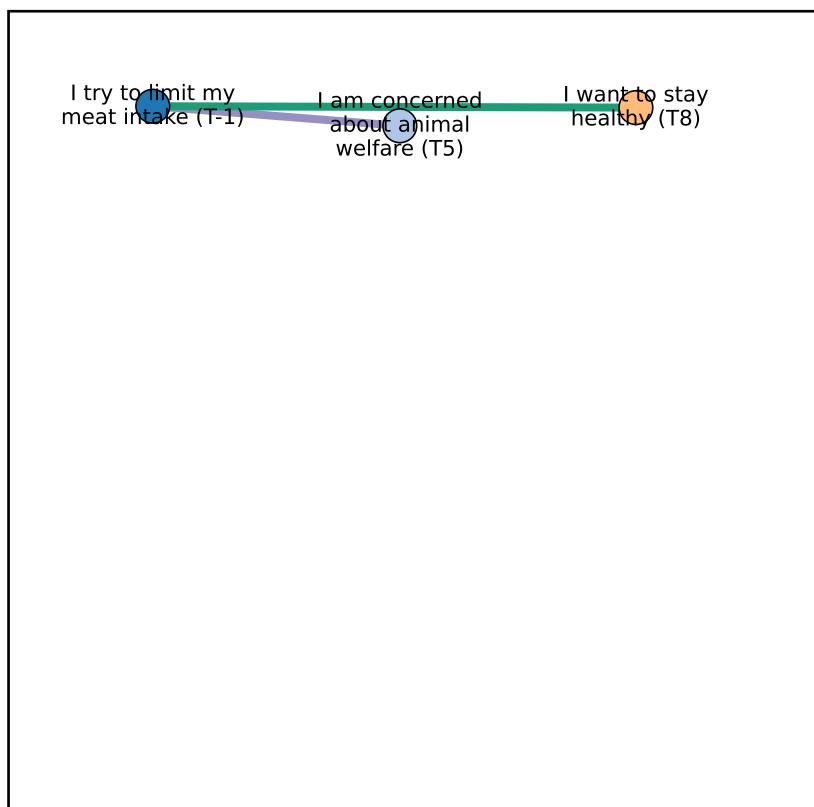
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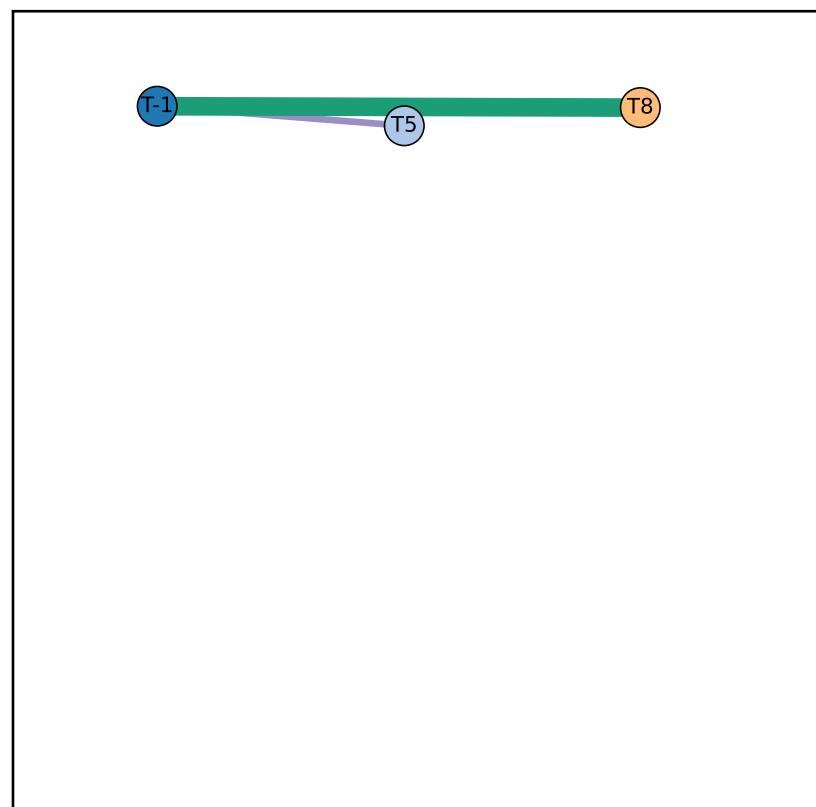
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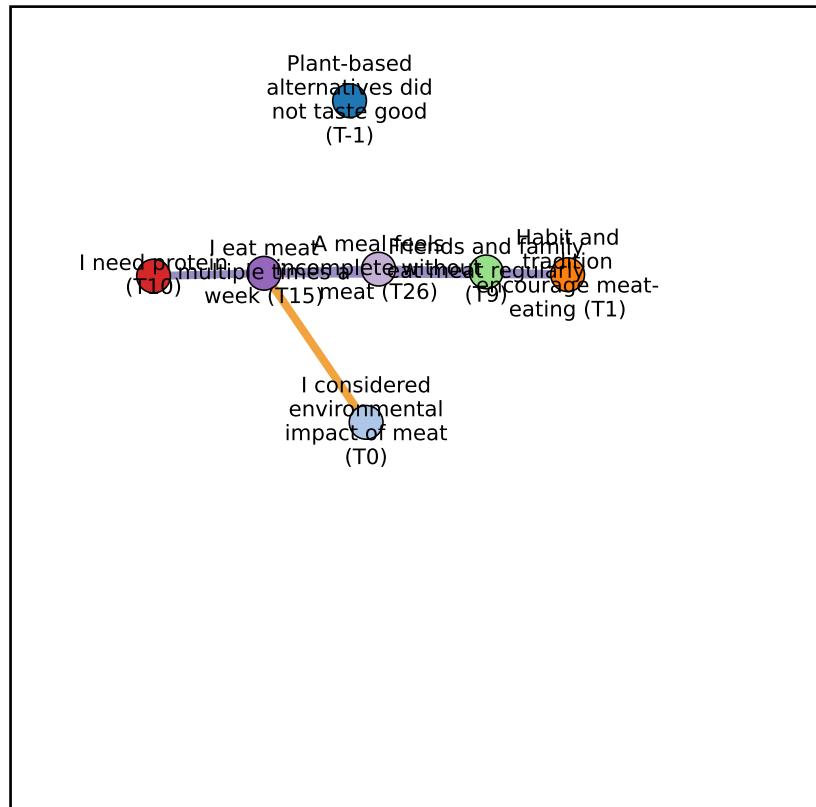
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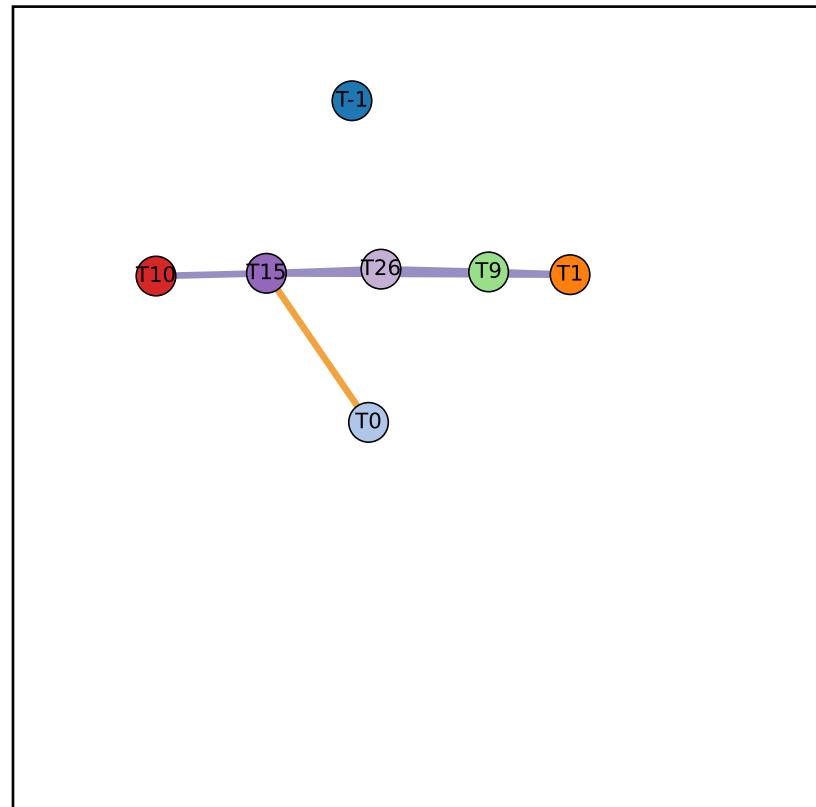
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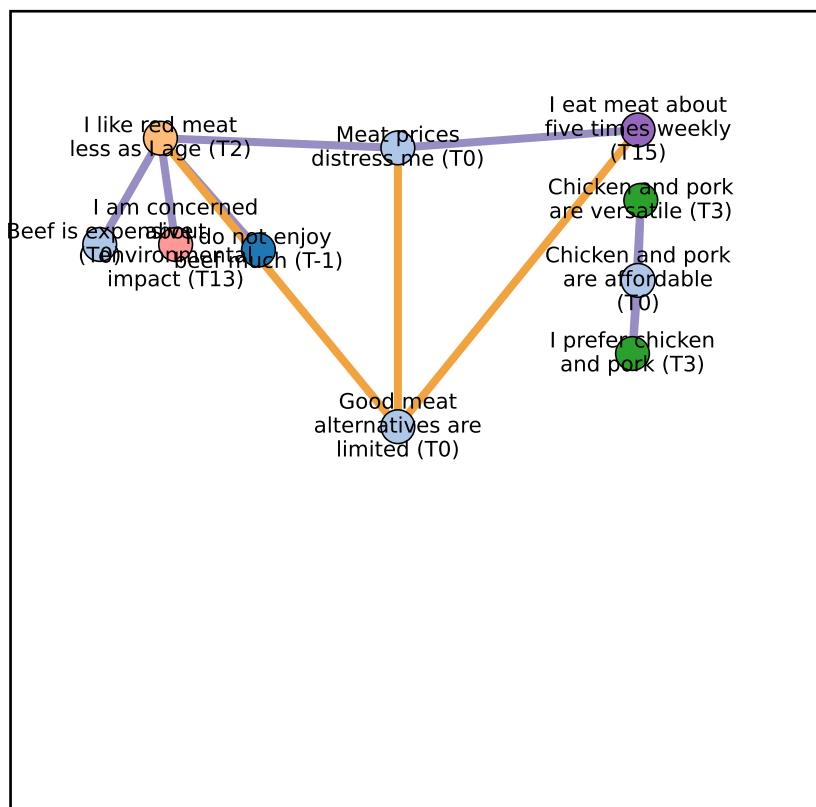
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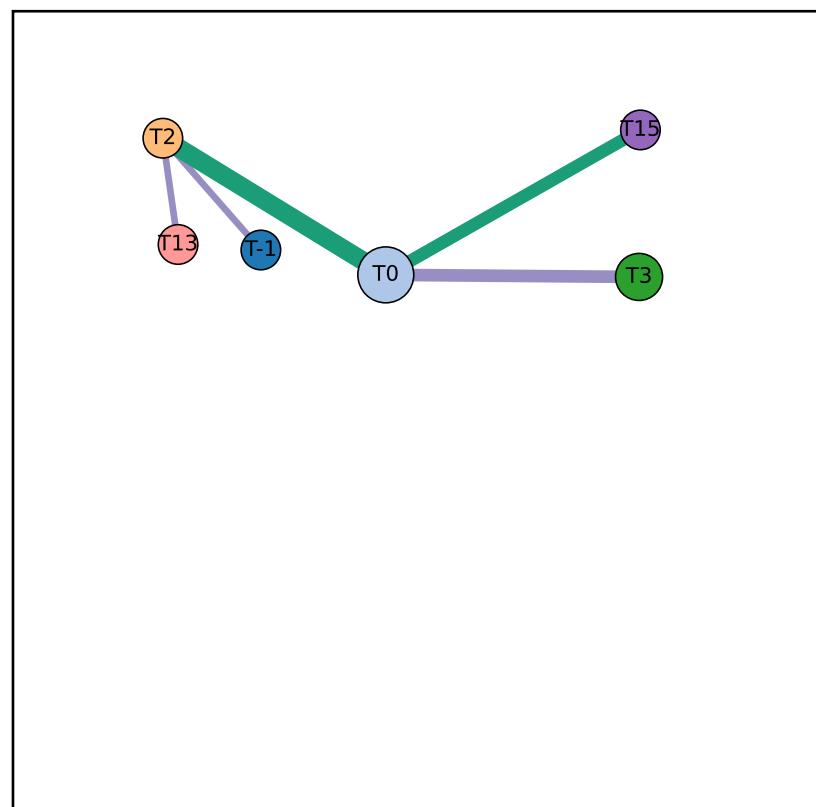
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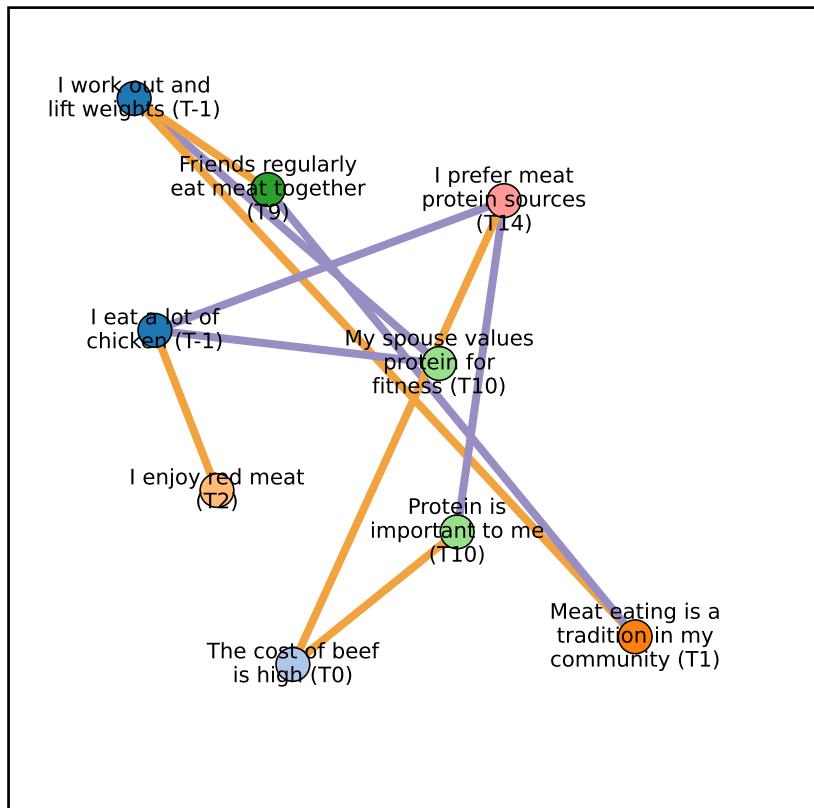
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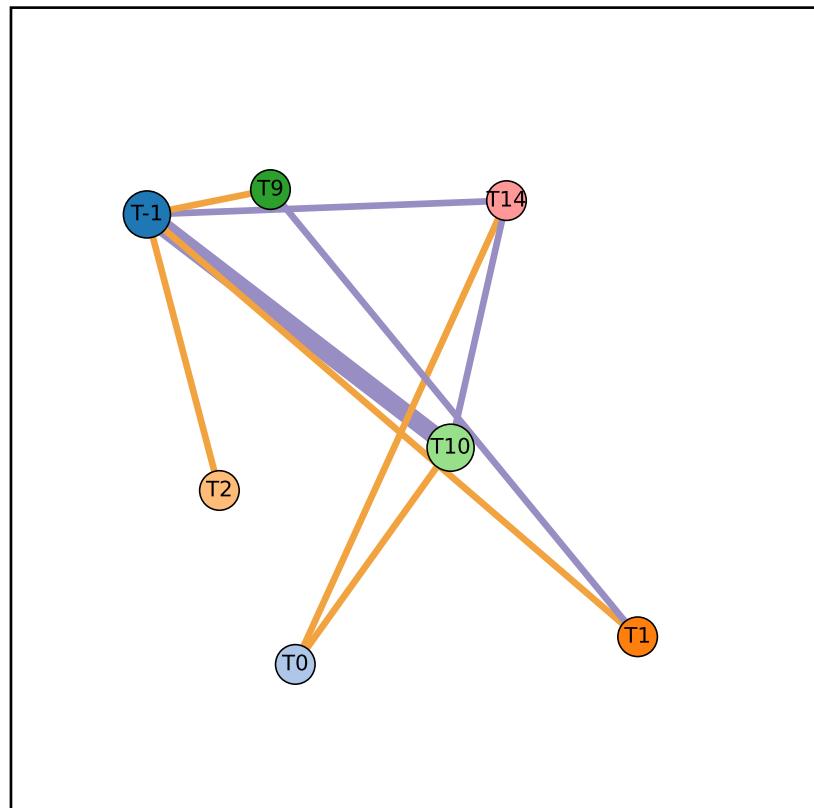
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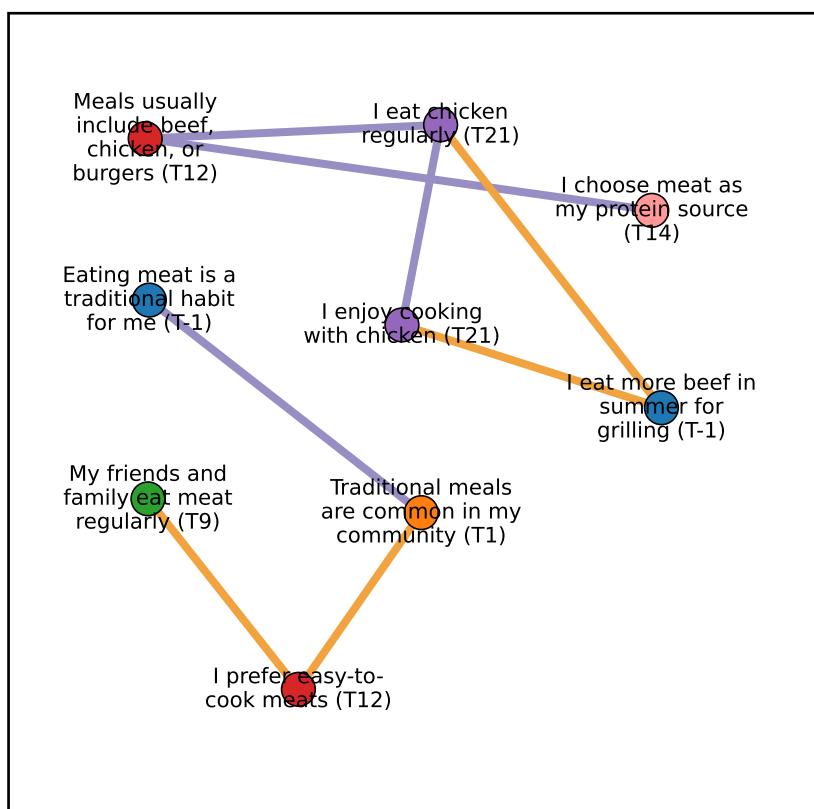
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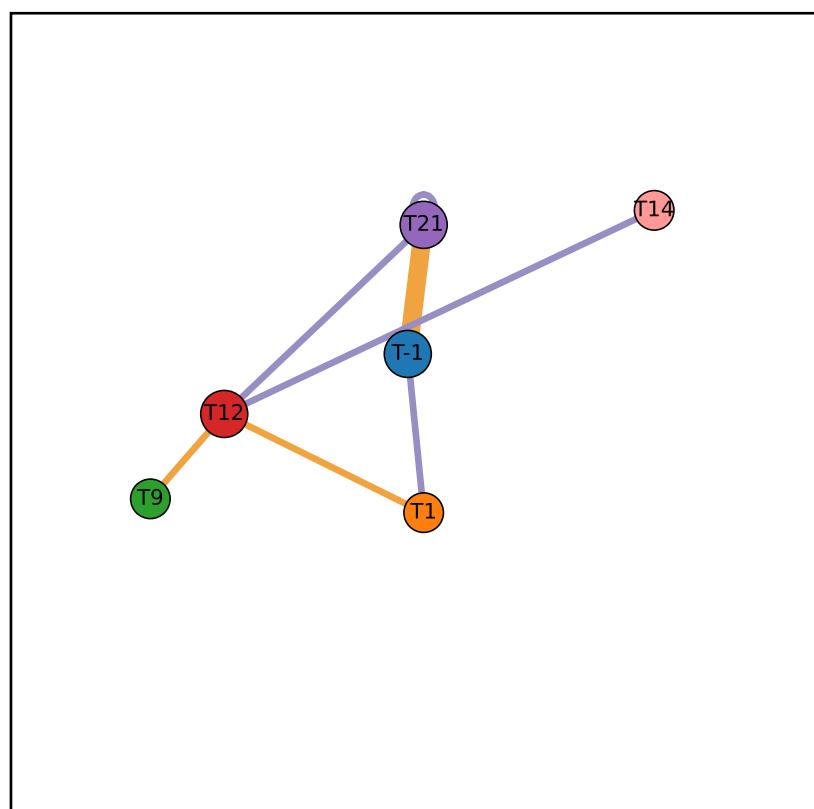
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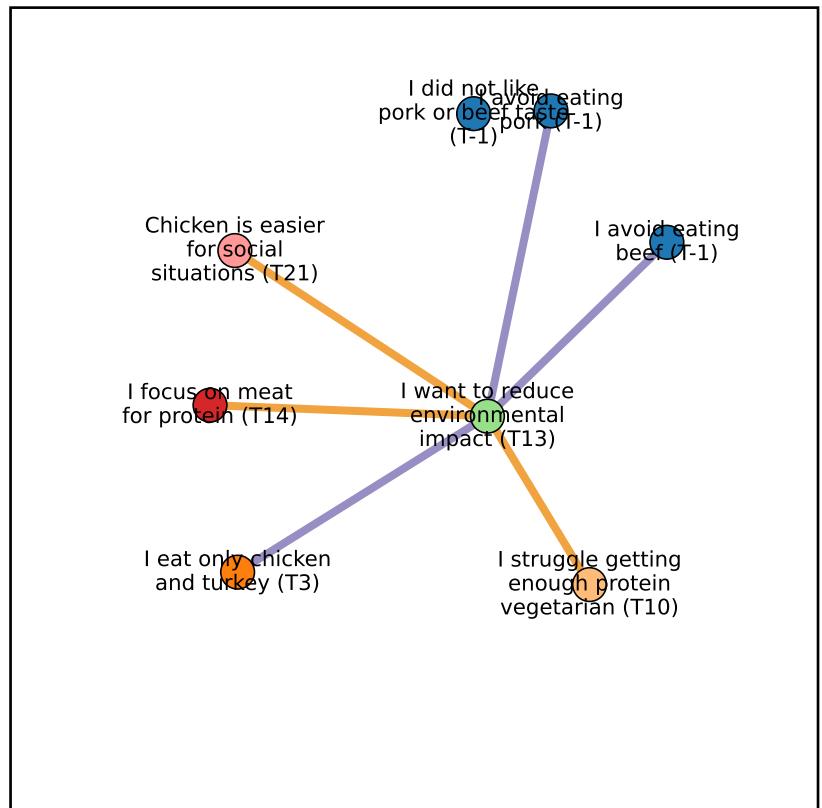
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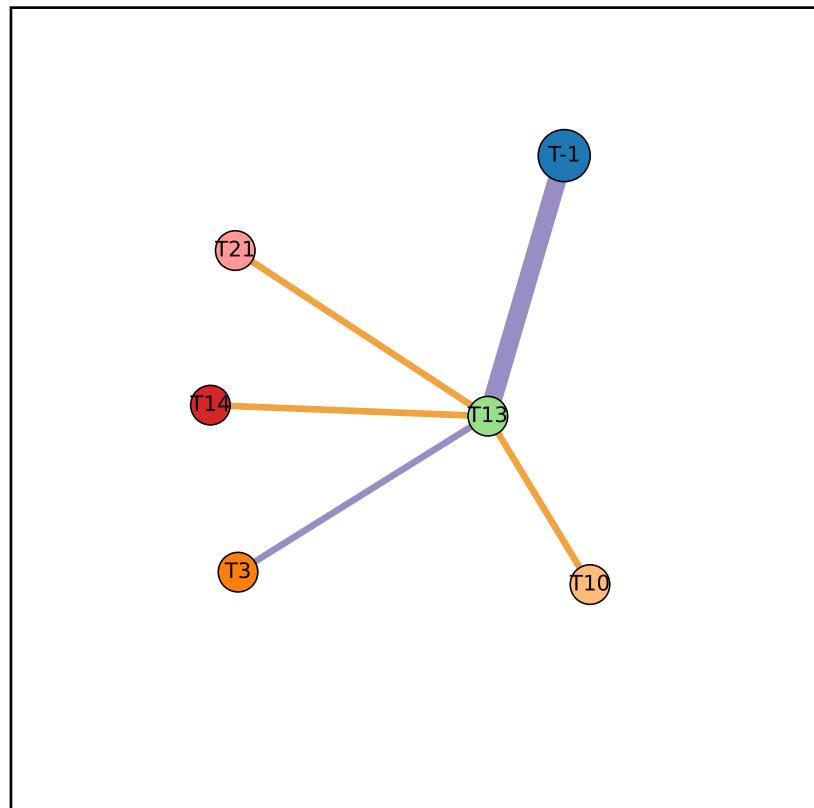
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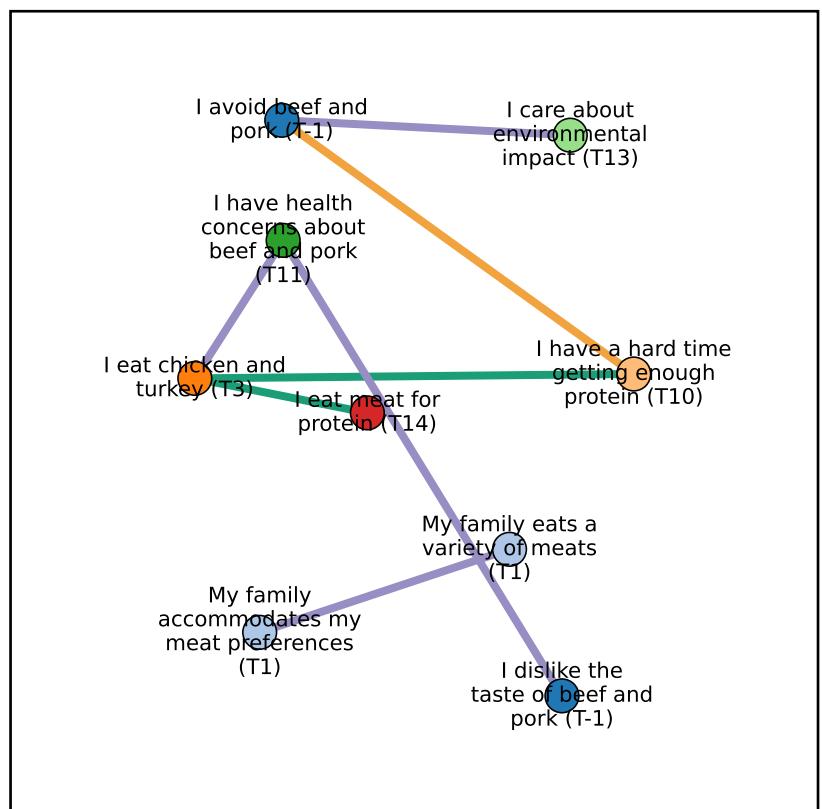
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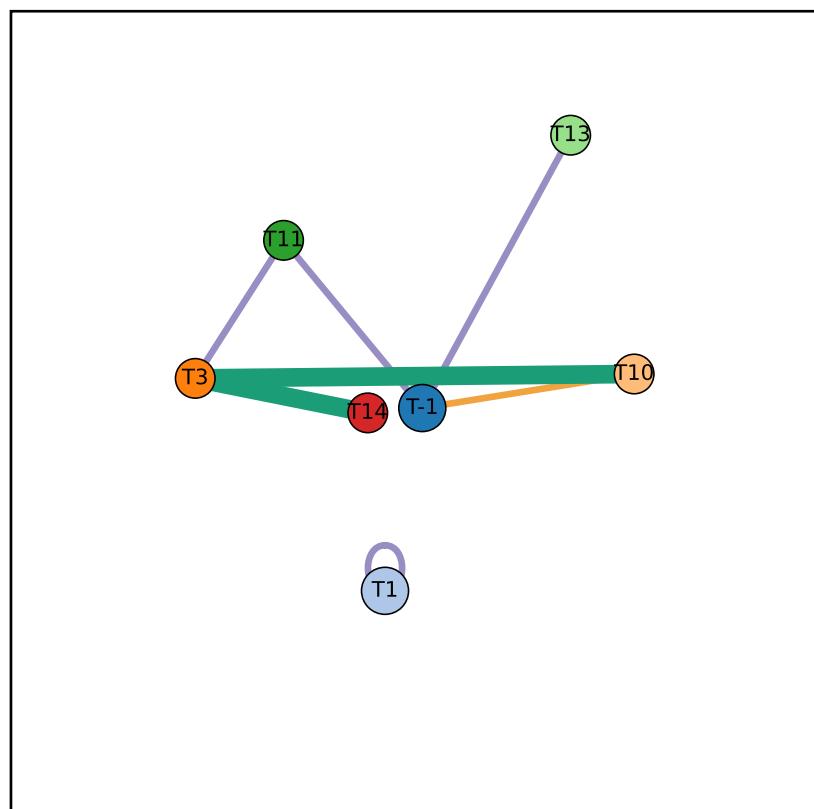
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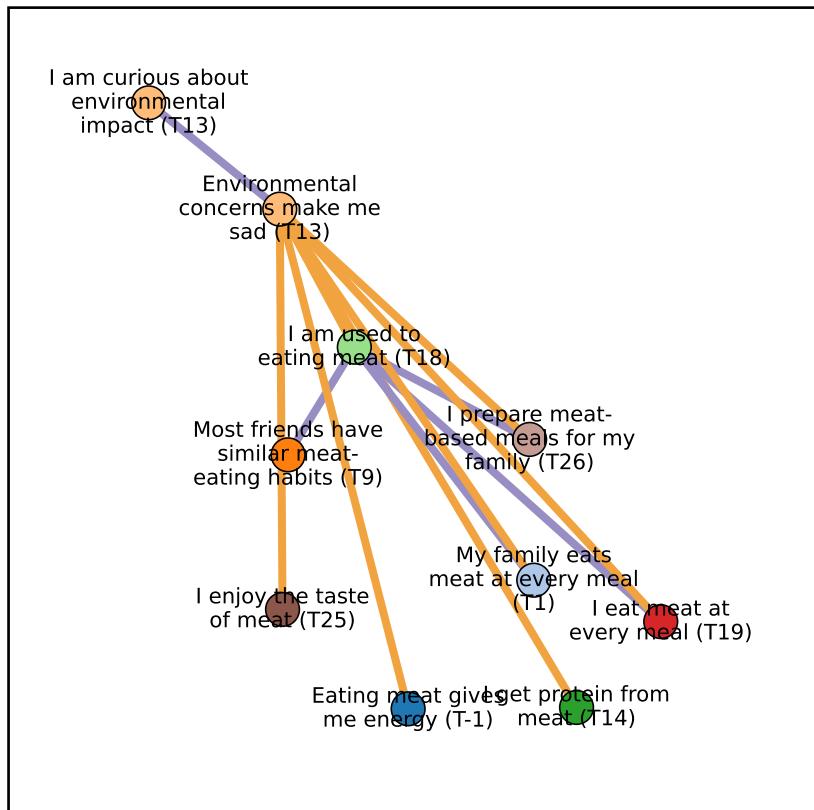
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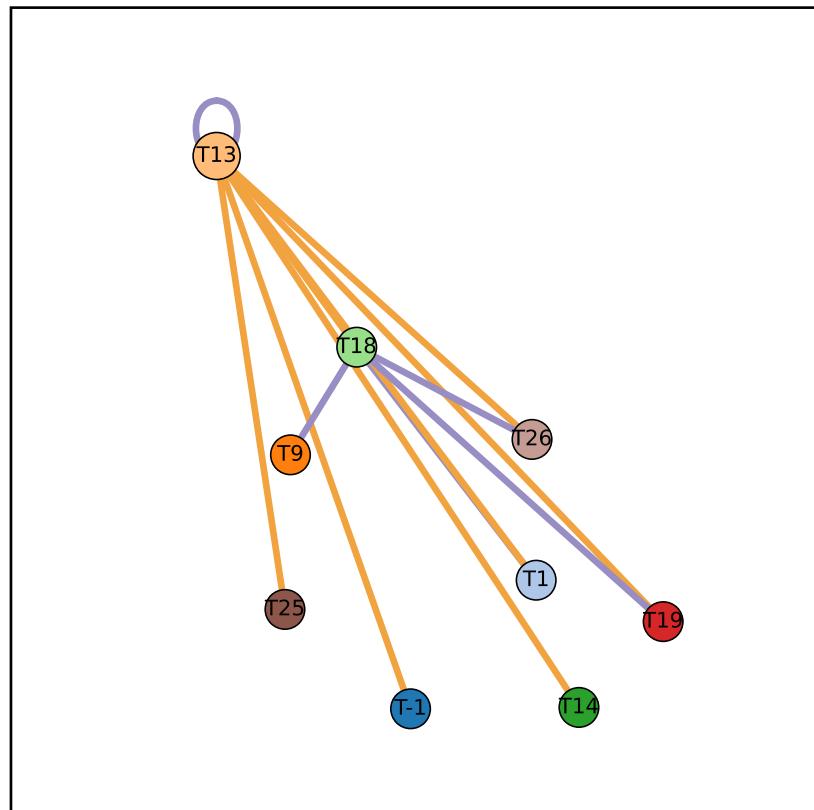
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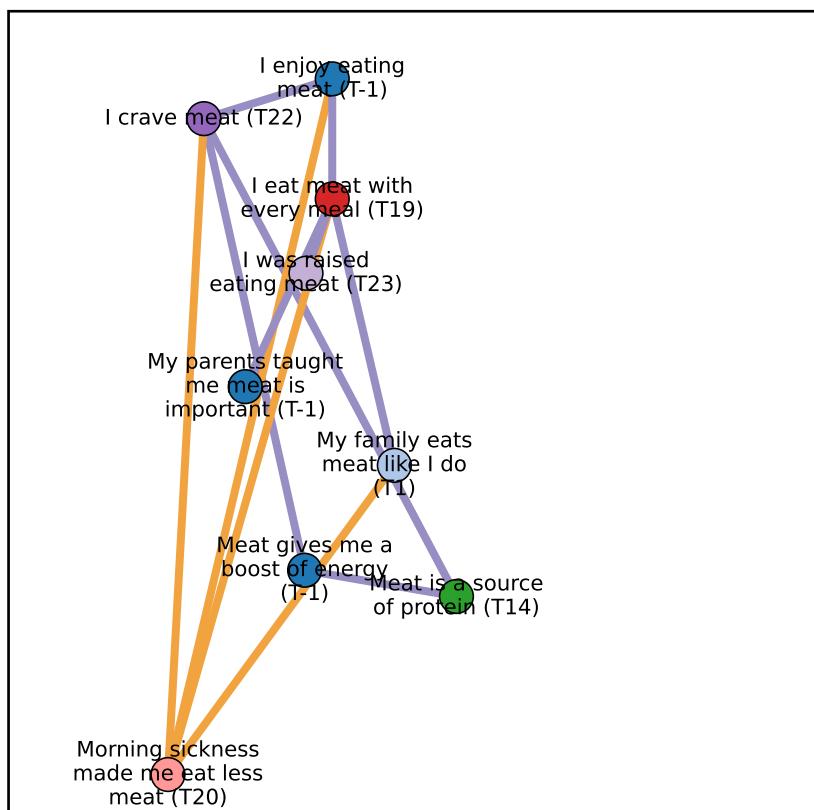
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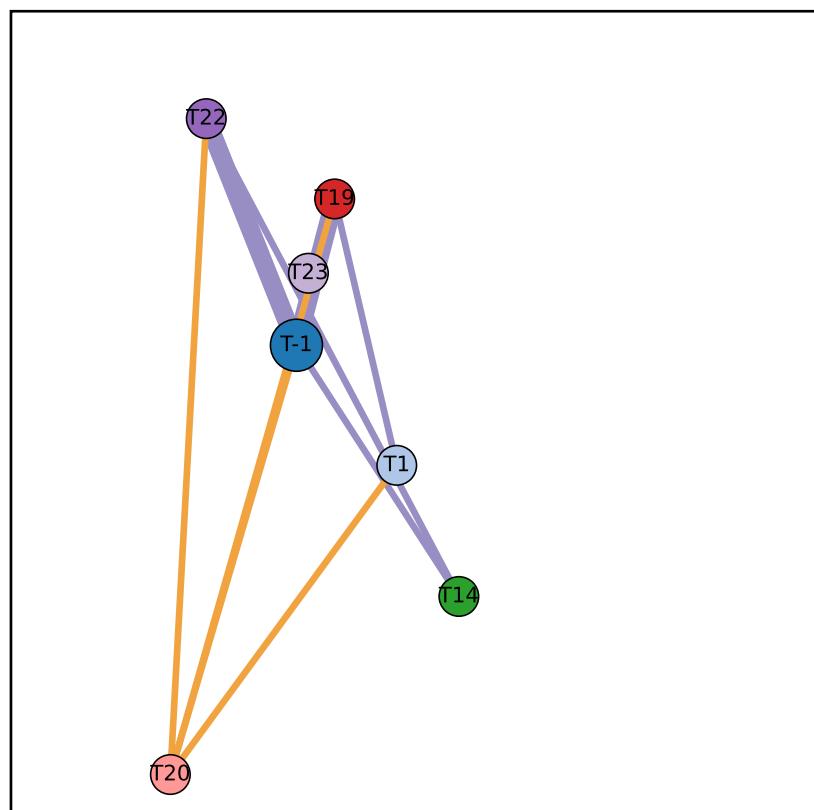
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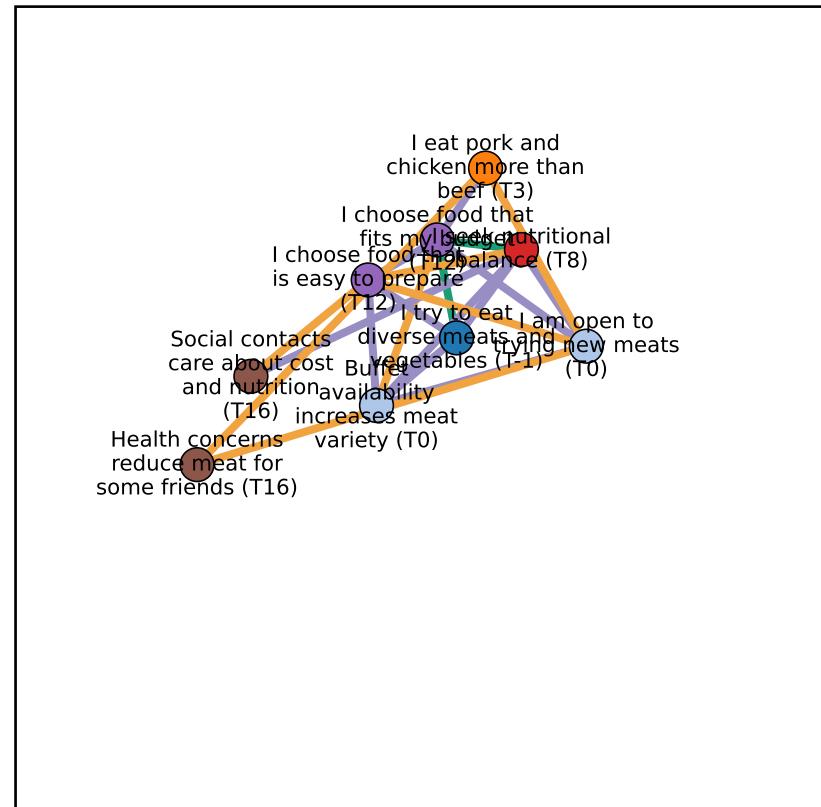
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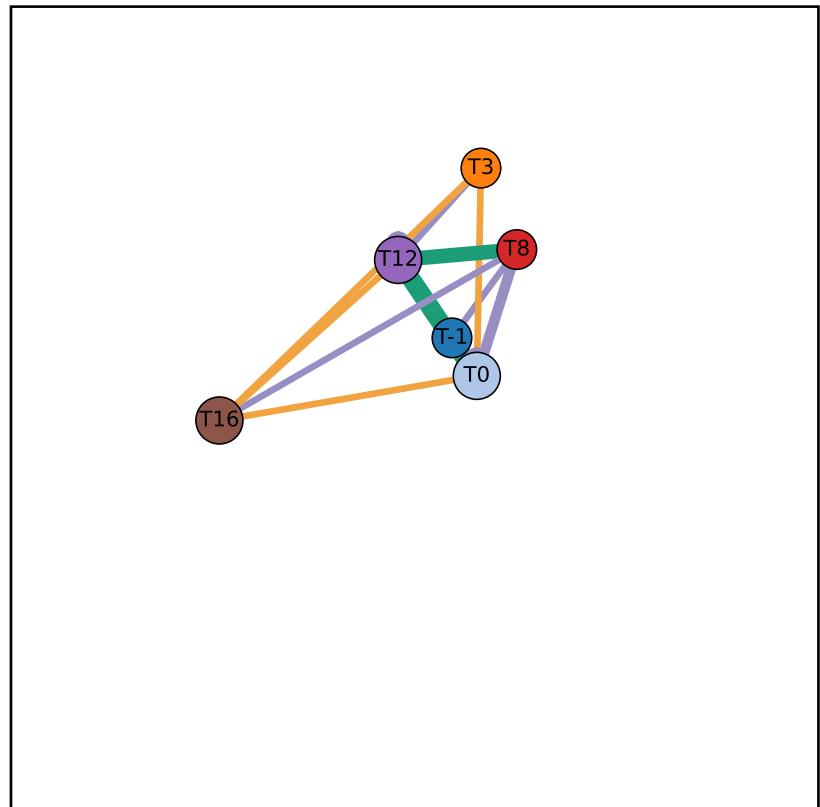
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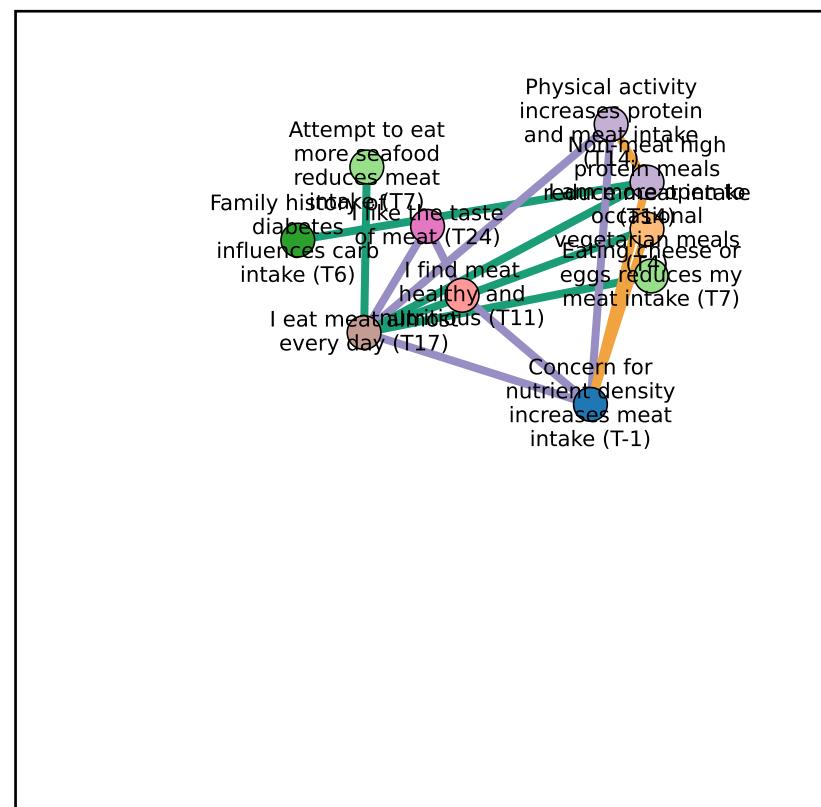
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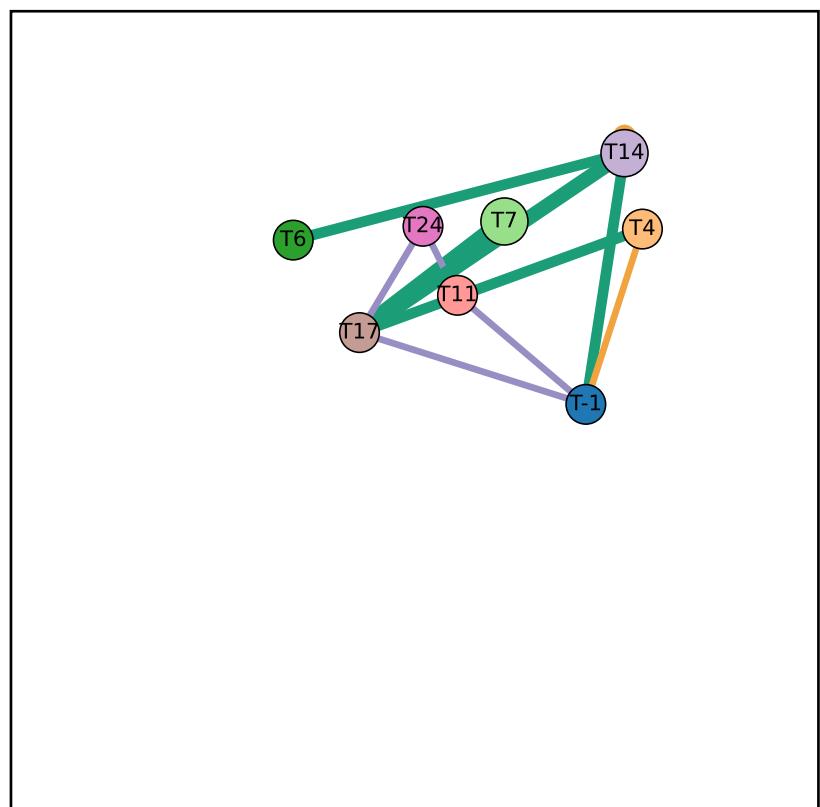
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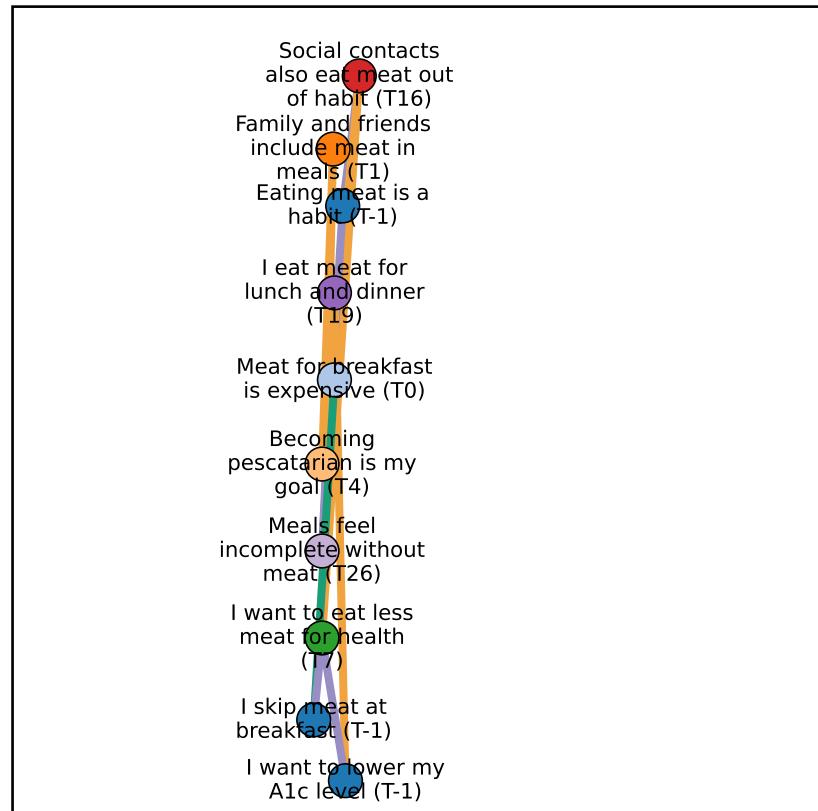
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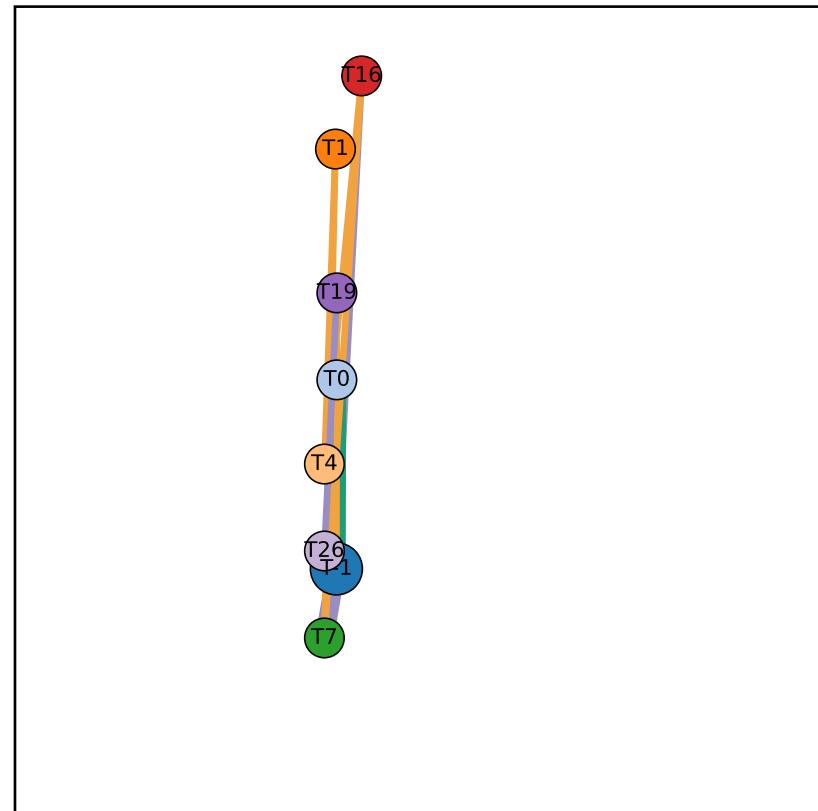
Wave 2 (topics)



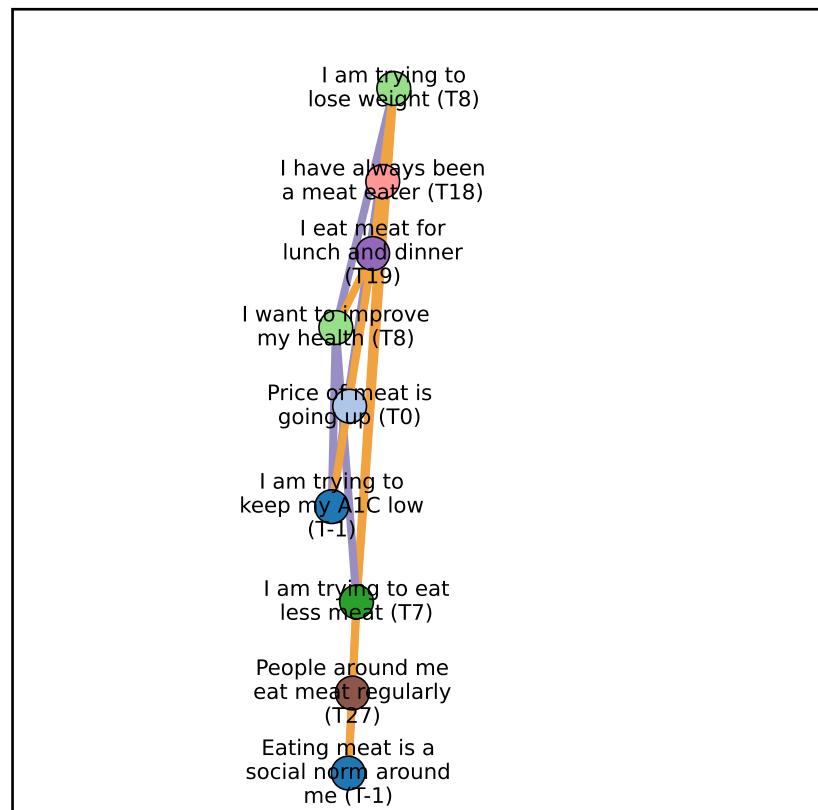
Wave 1 (stances)



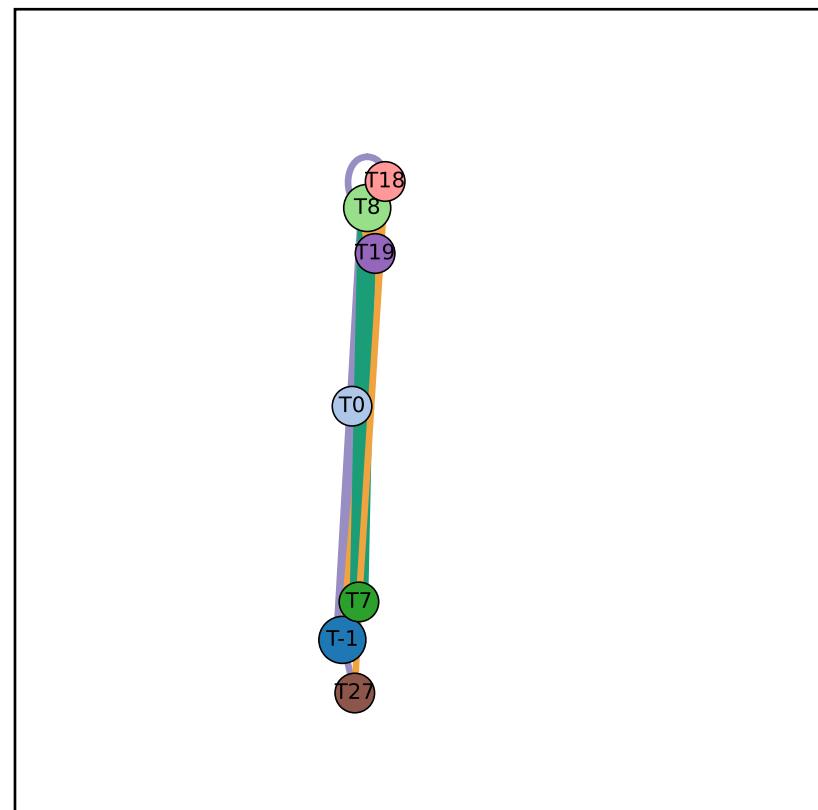
Wave 1 (topics)



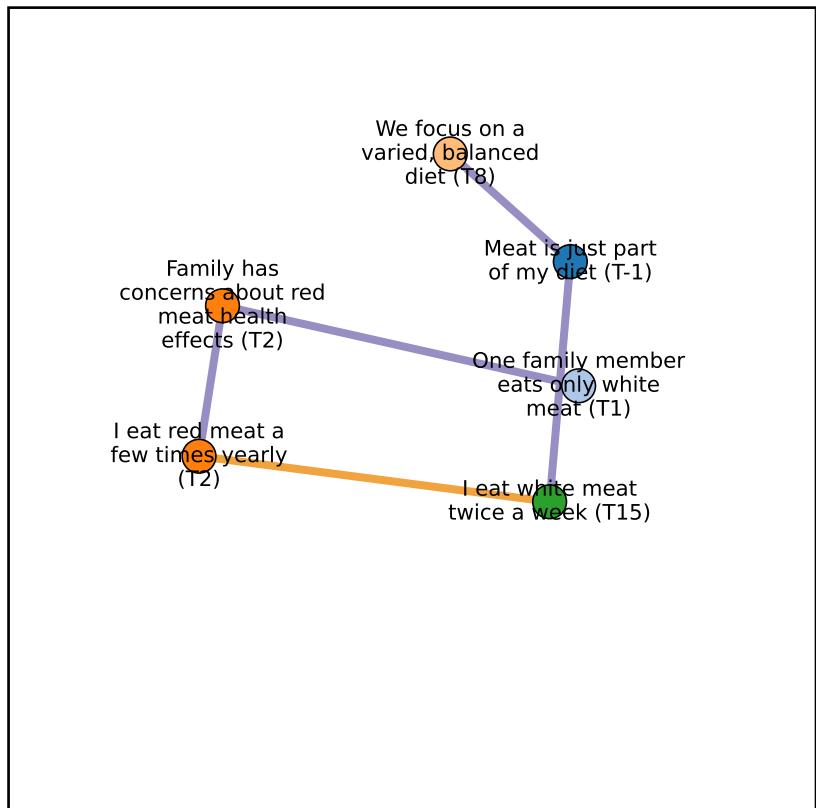
Wave 2 (stances)



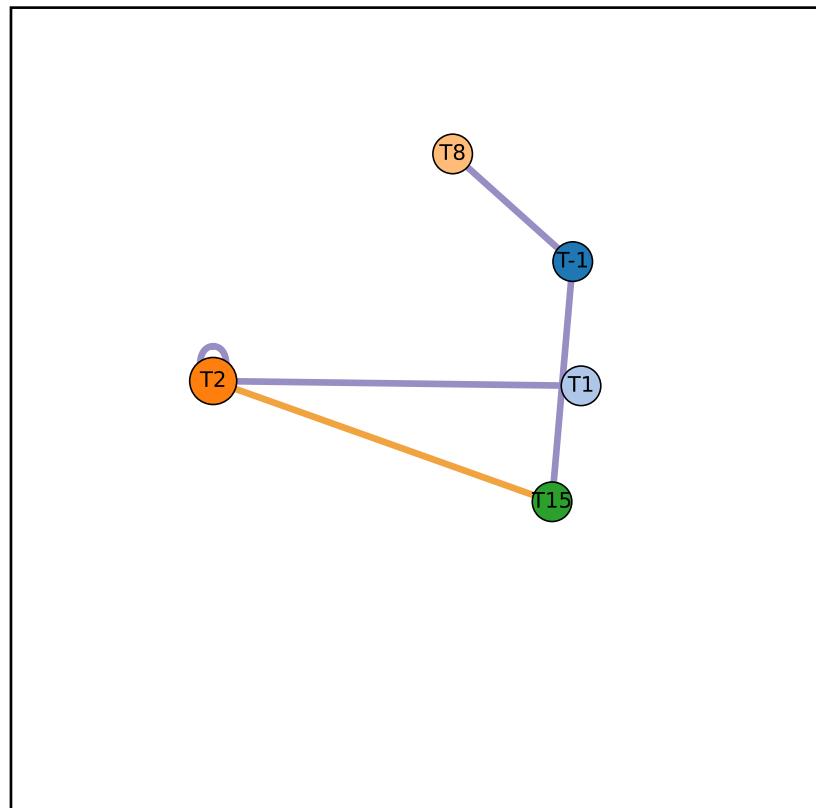
Wave 2 (topics)



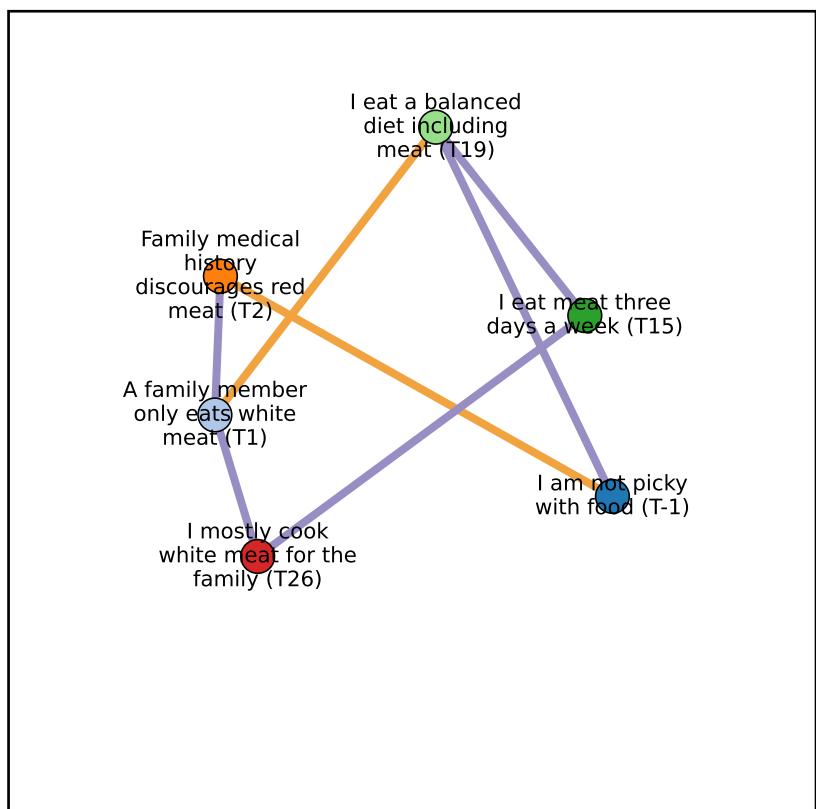
Wave 1 (stances)



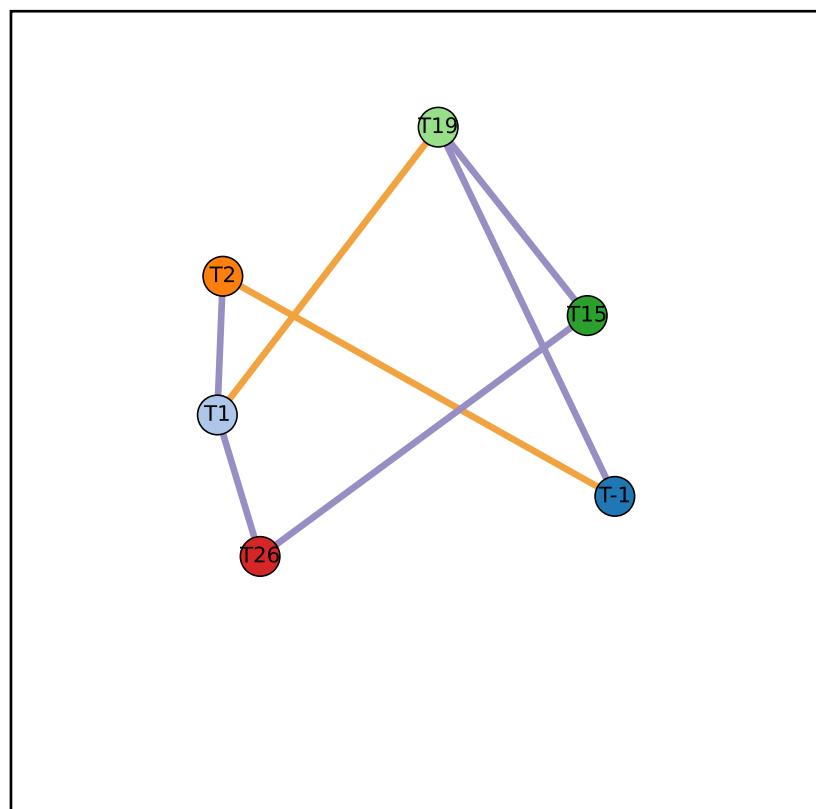
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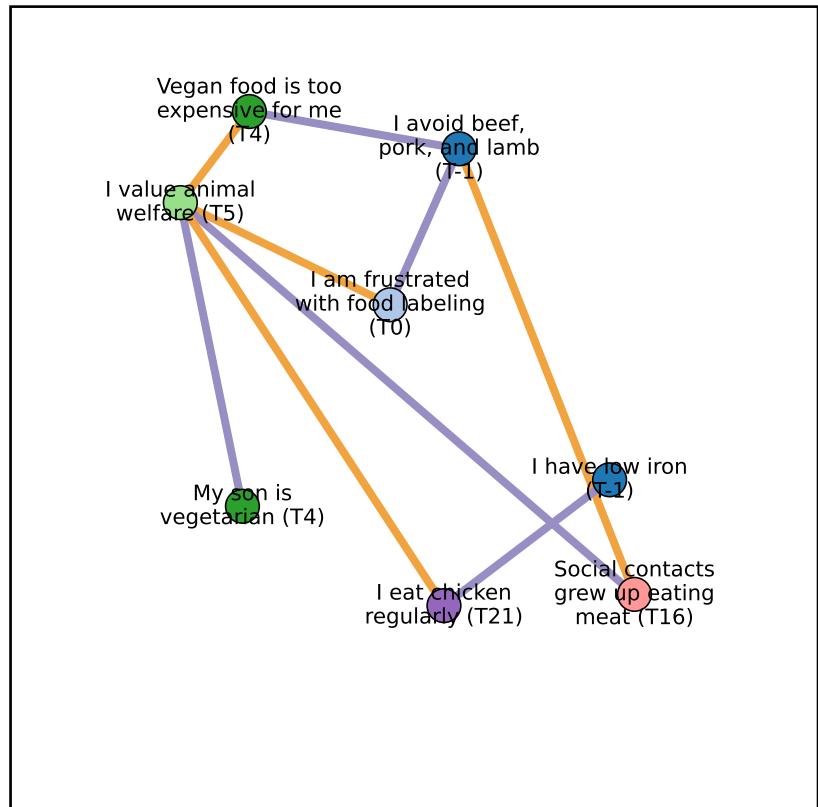
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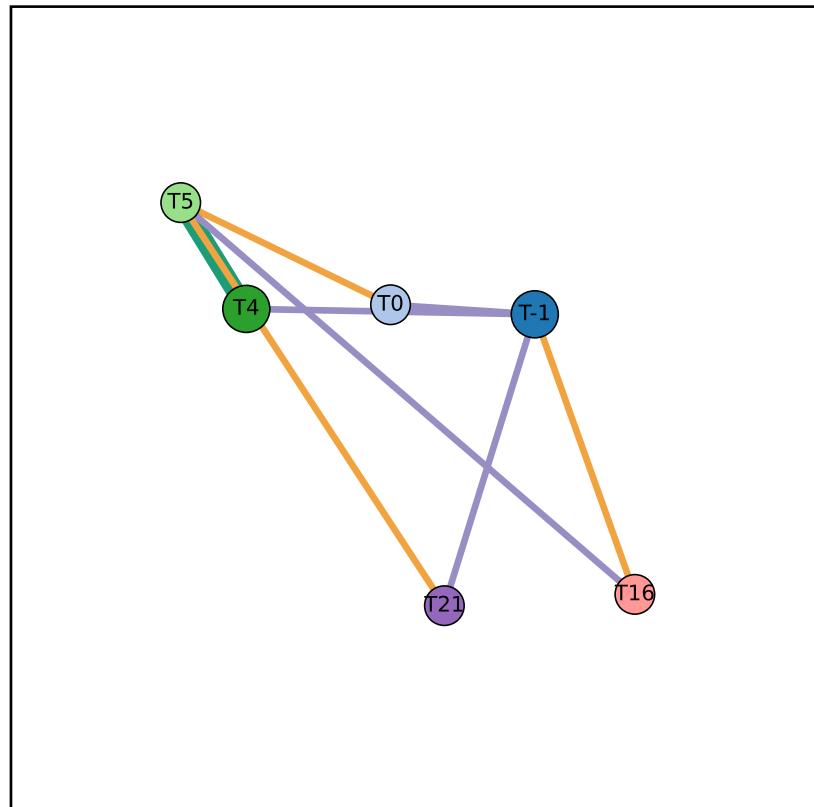
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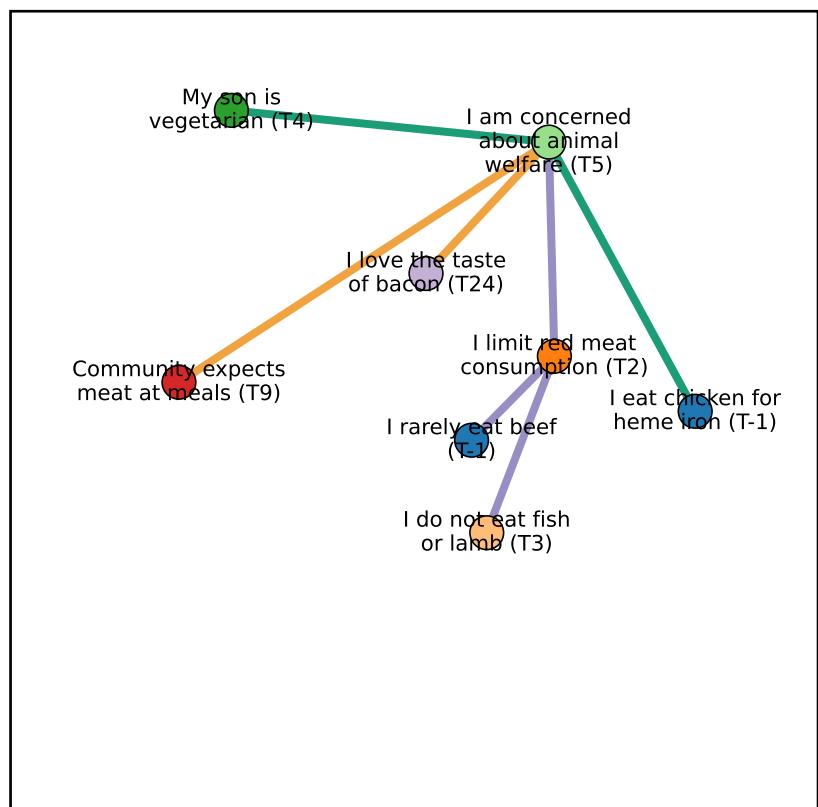
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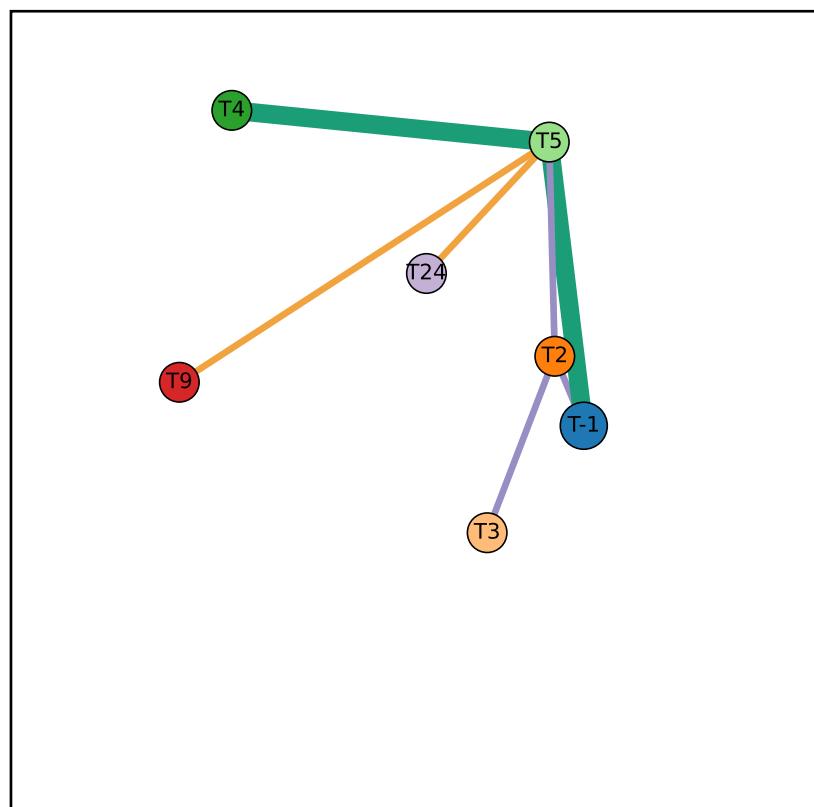
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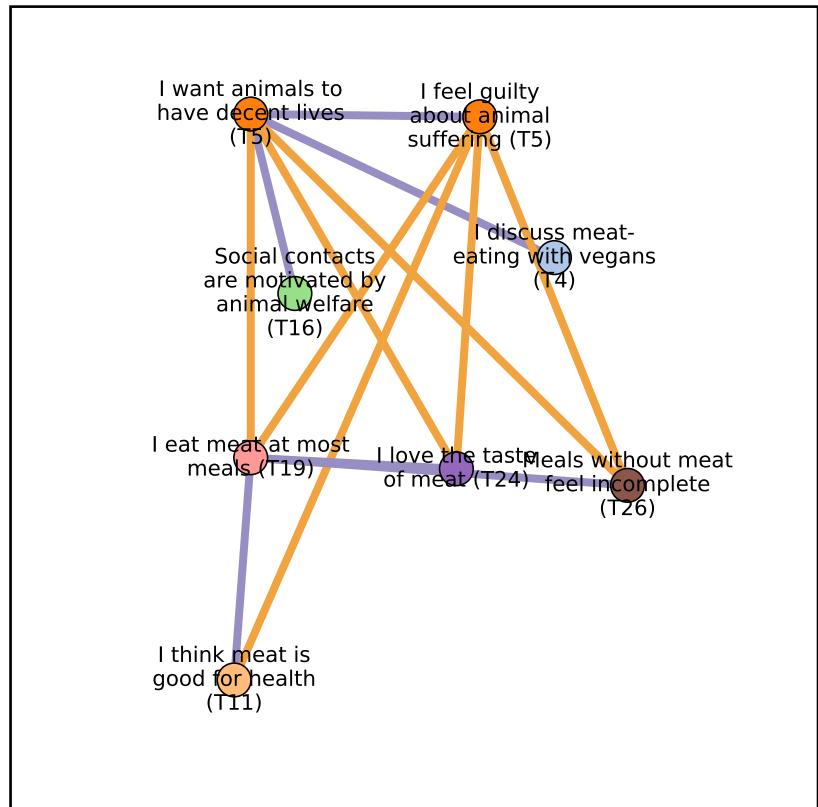
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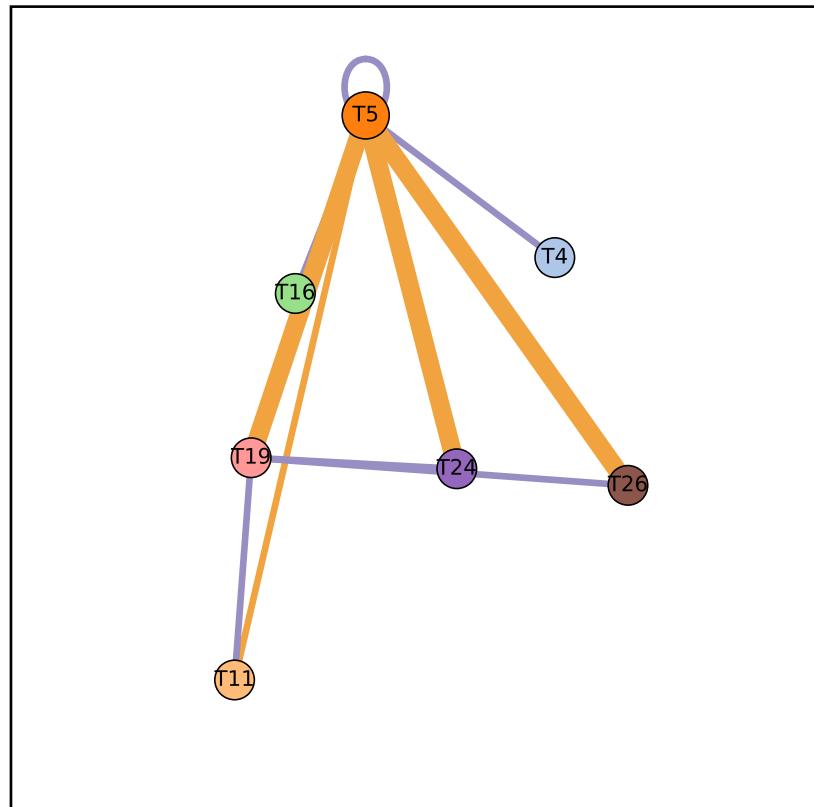
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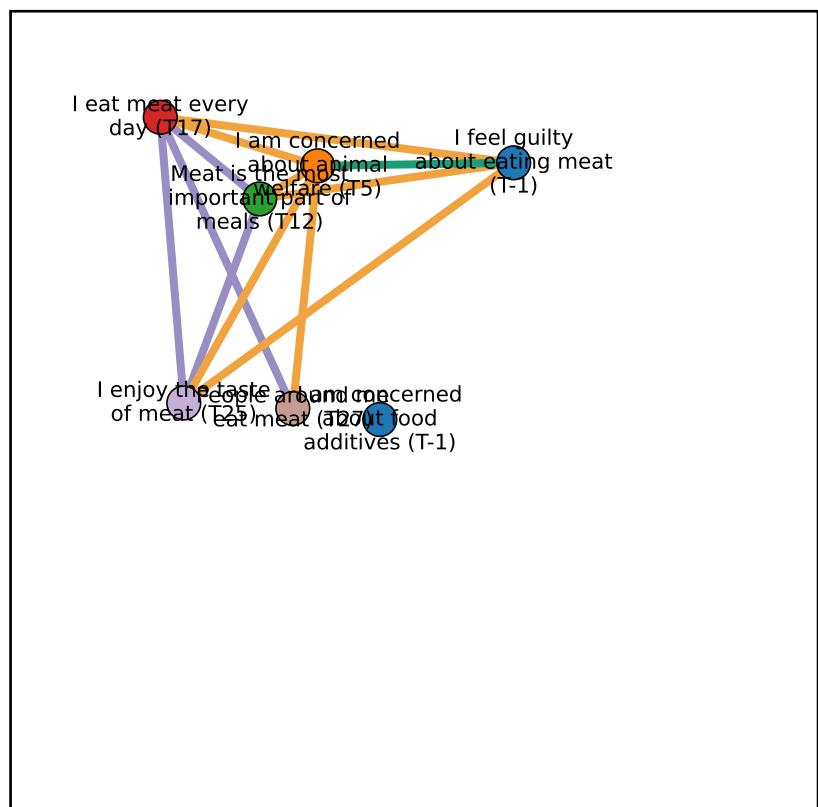
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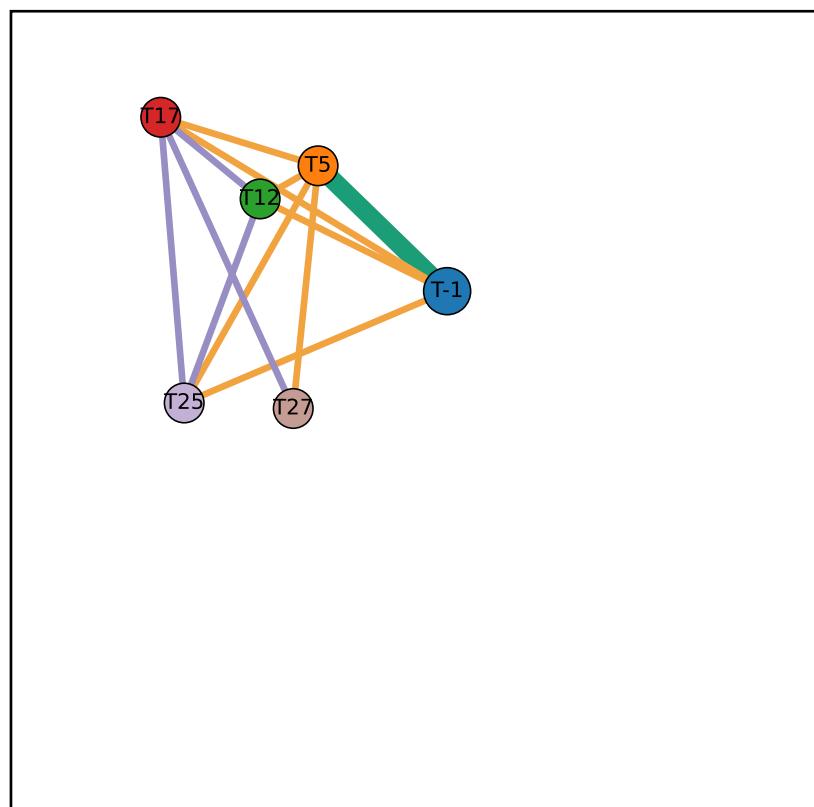
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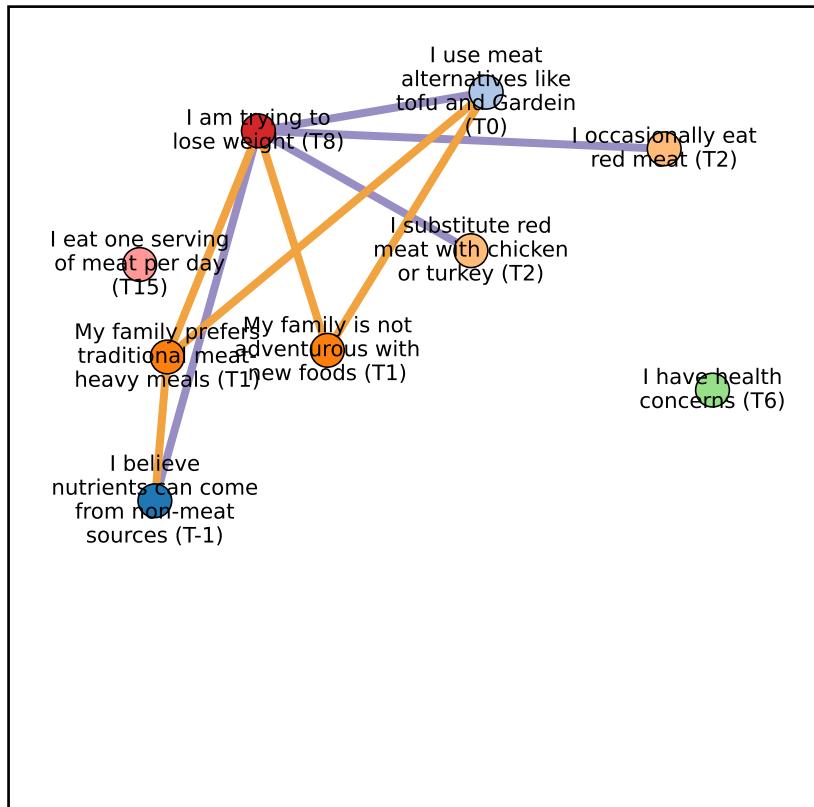
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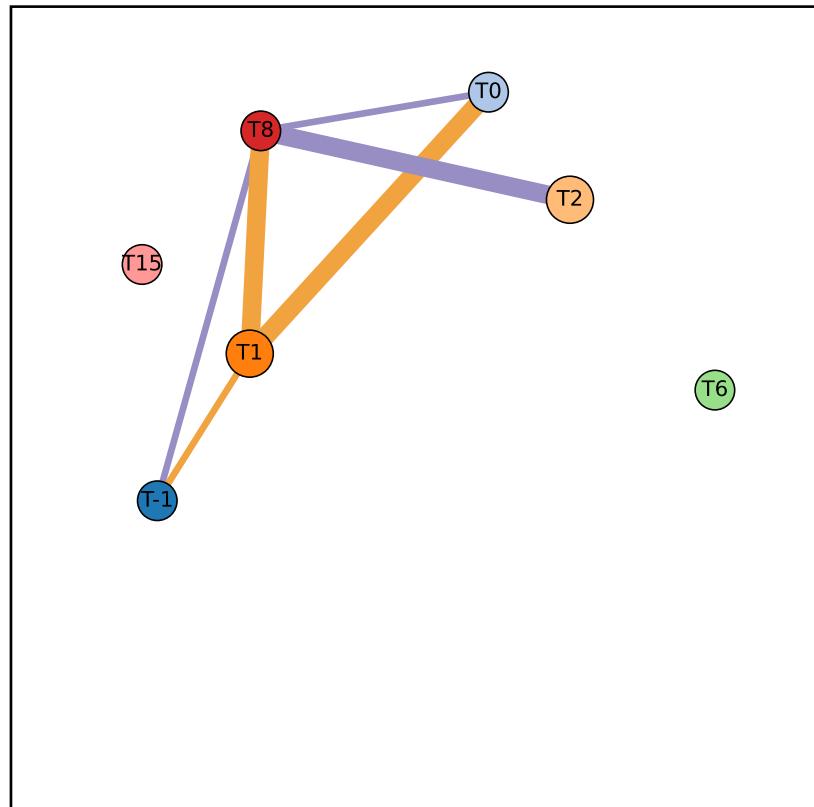
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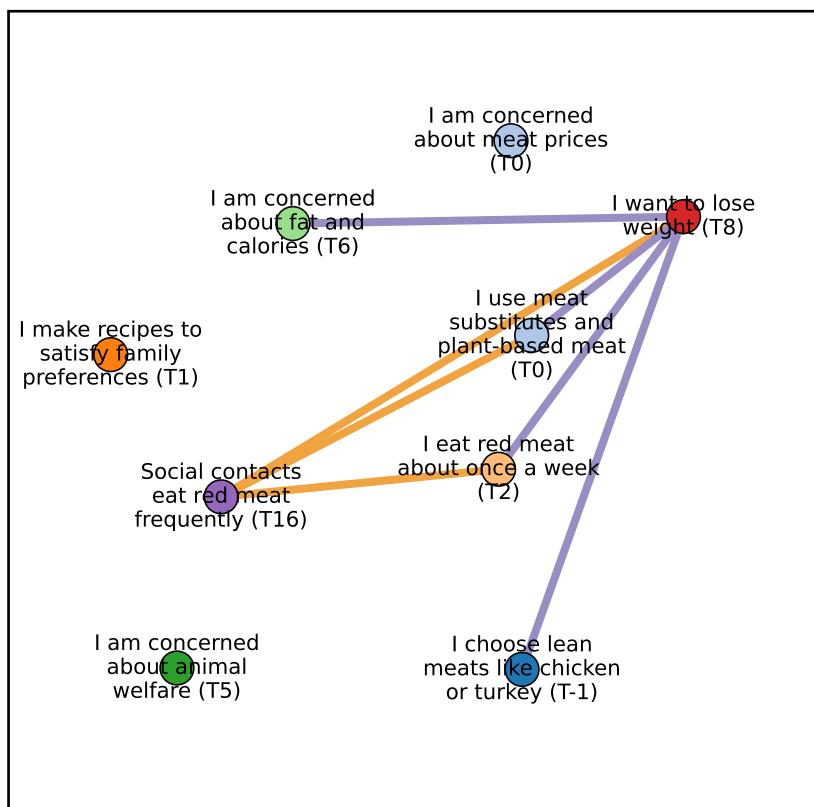
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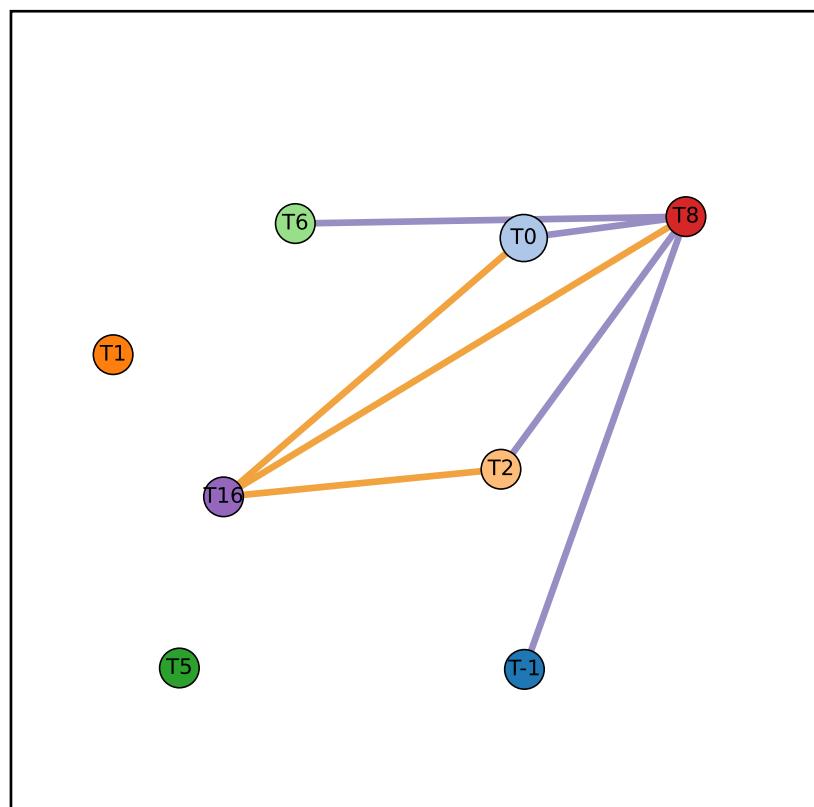
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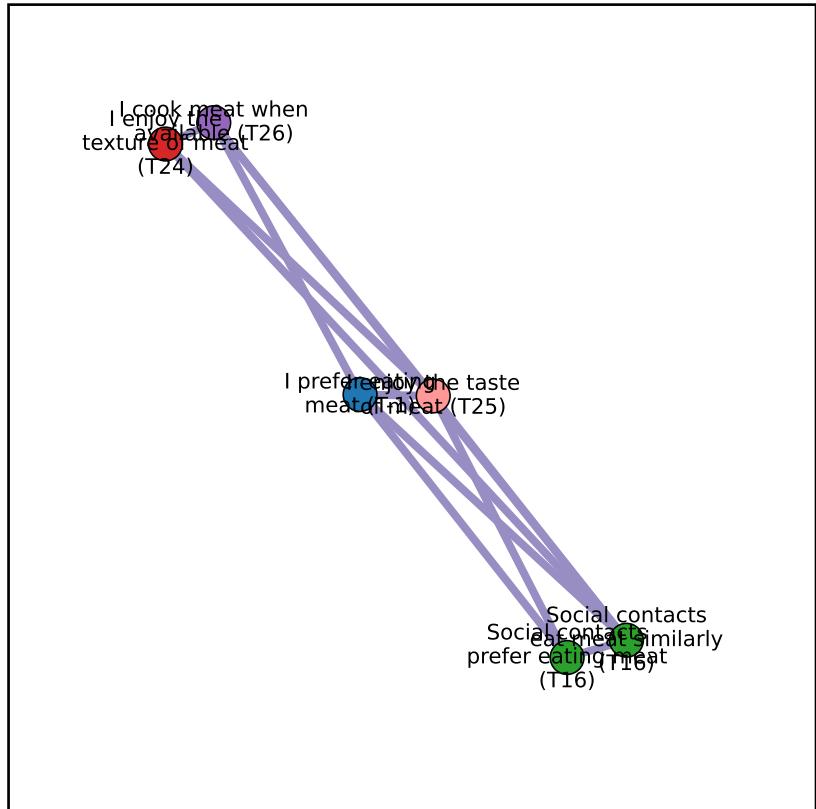
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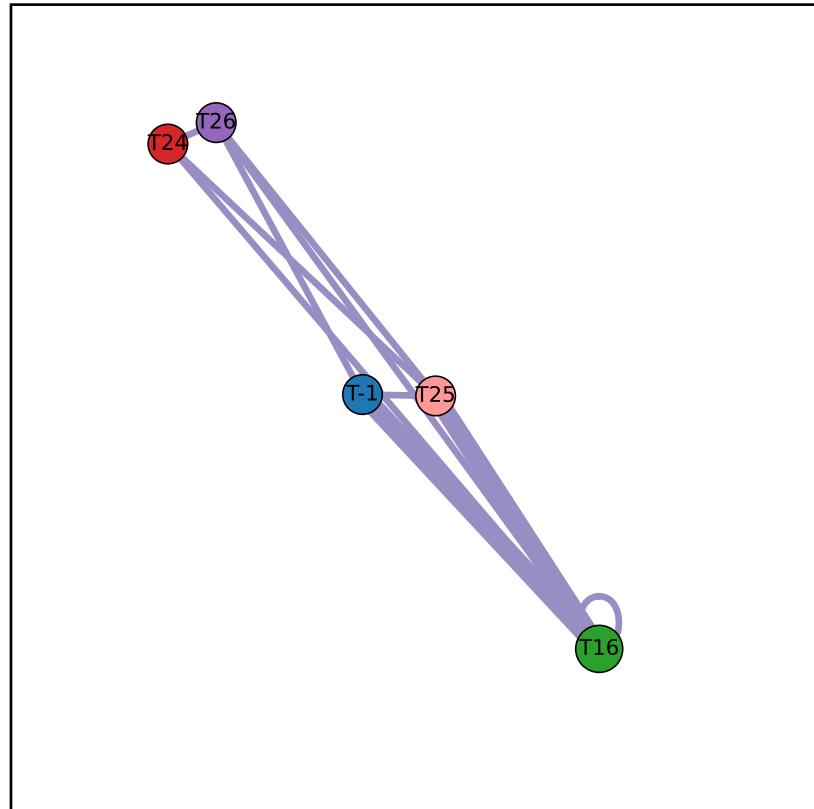
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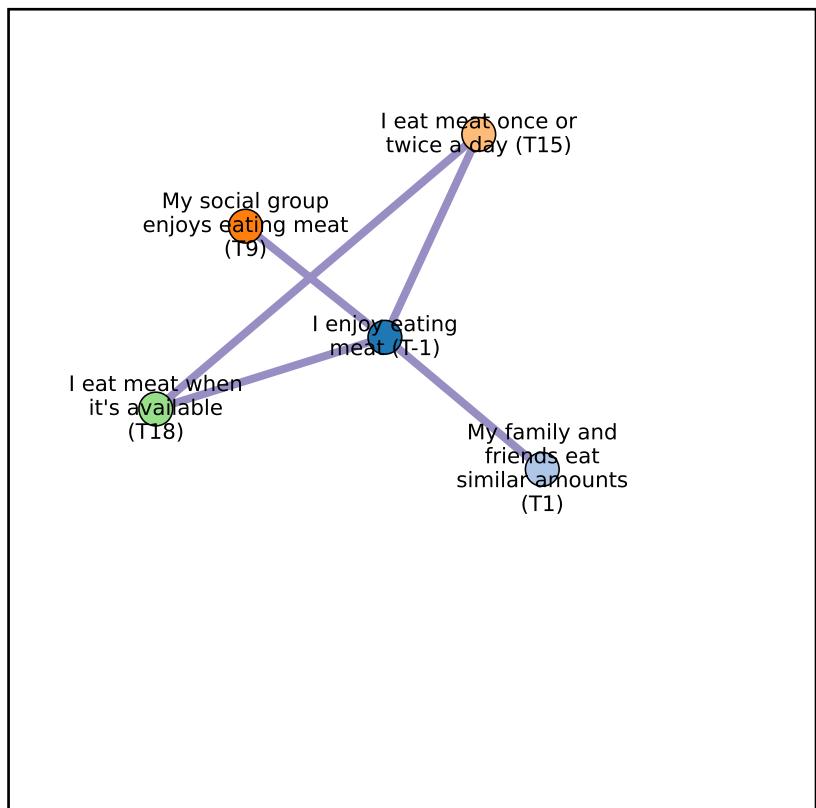
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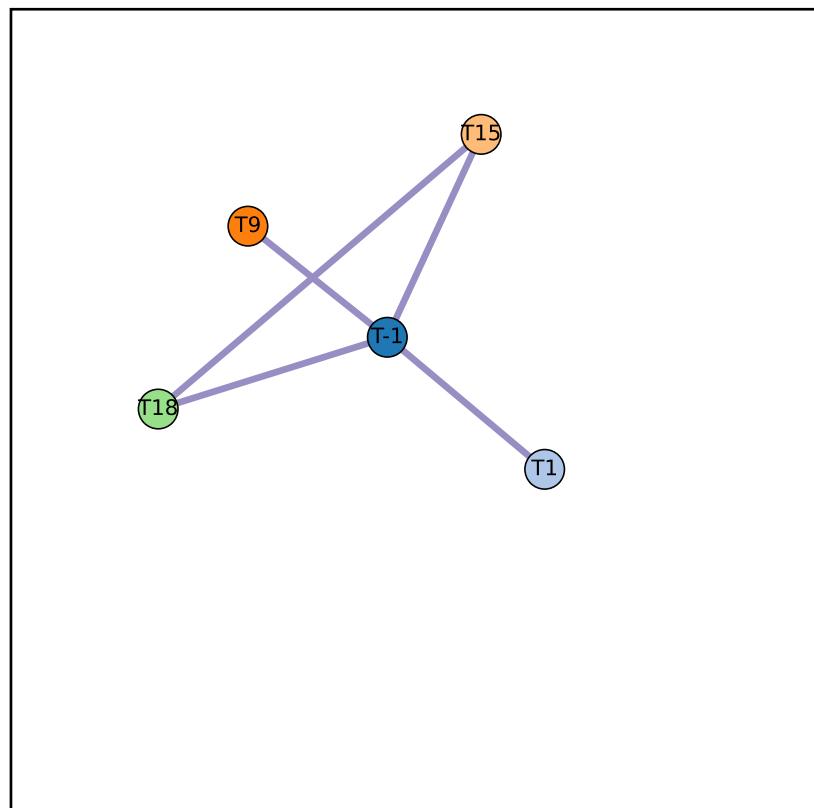
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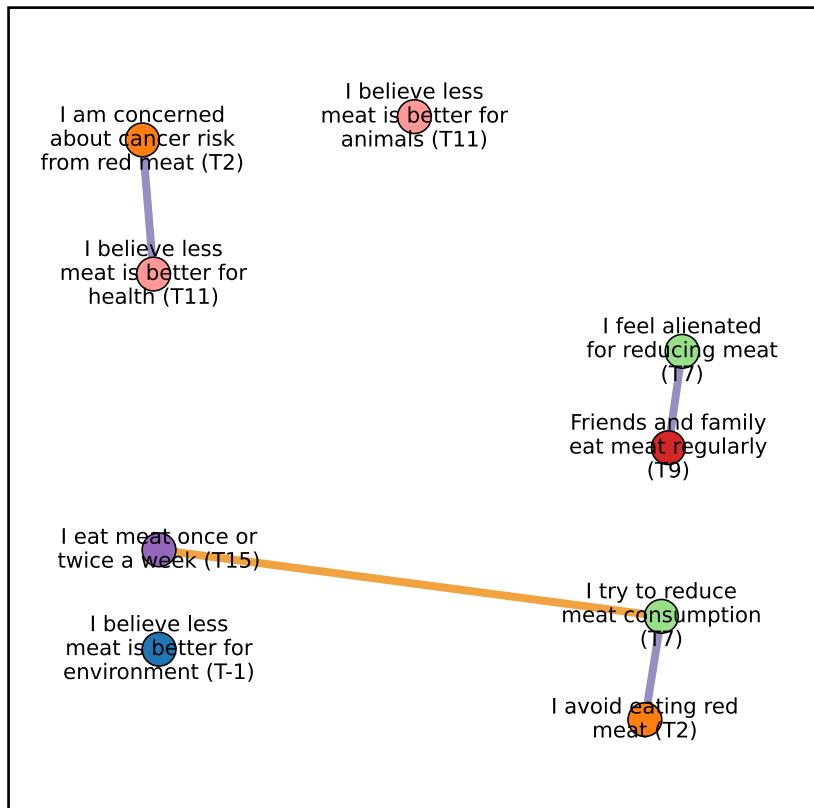
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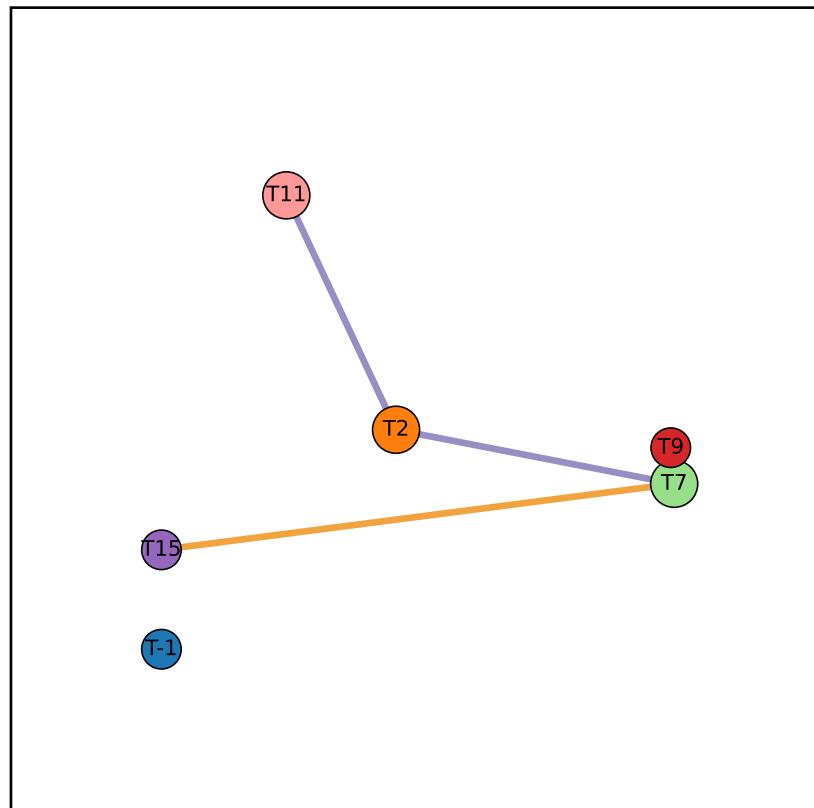
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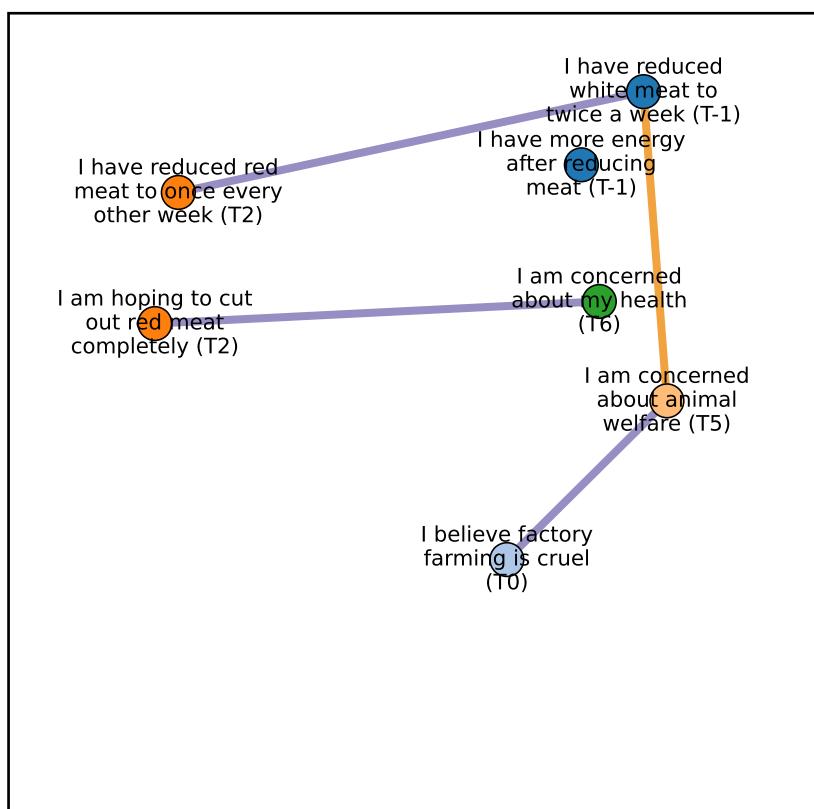
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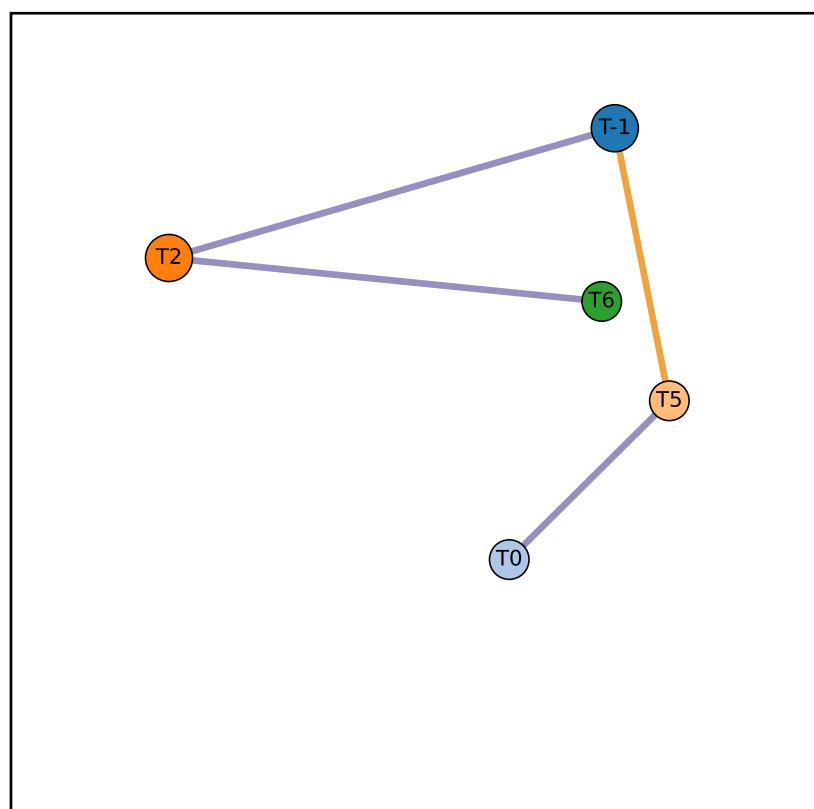
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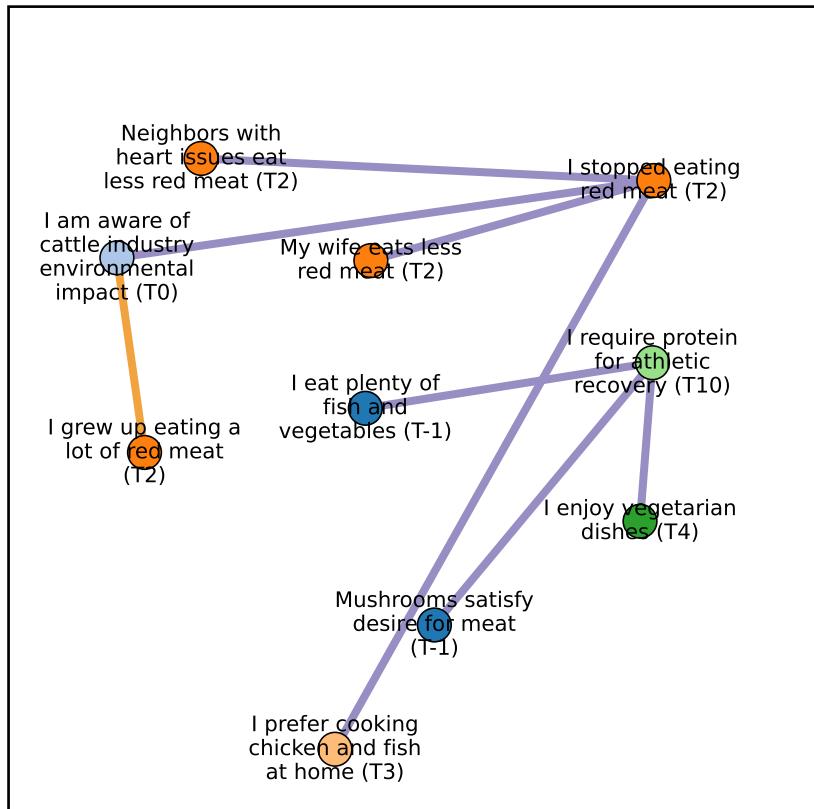
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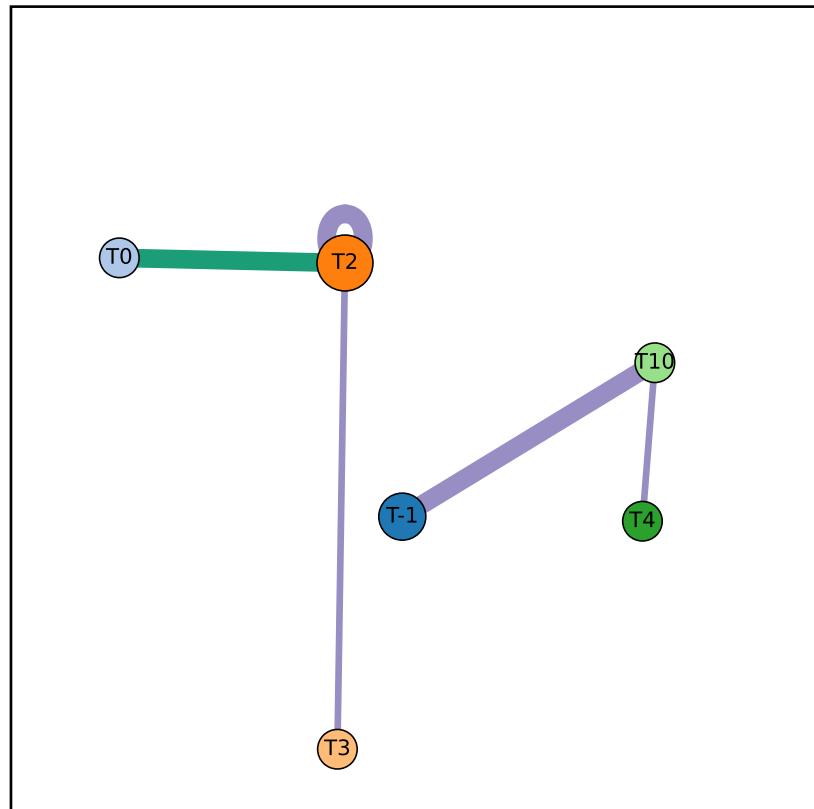
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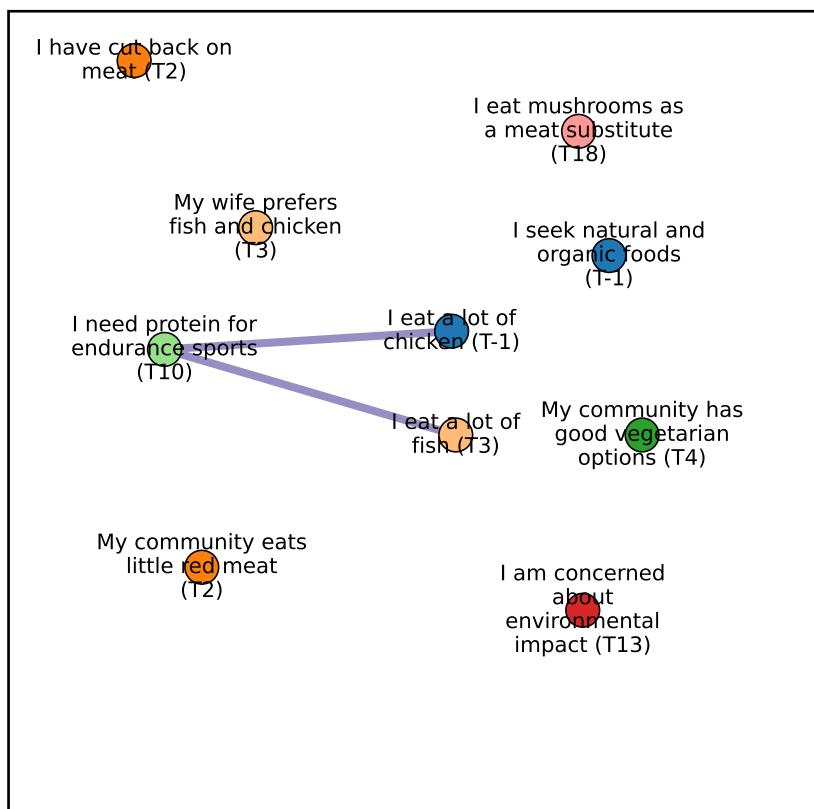
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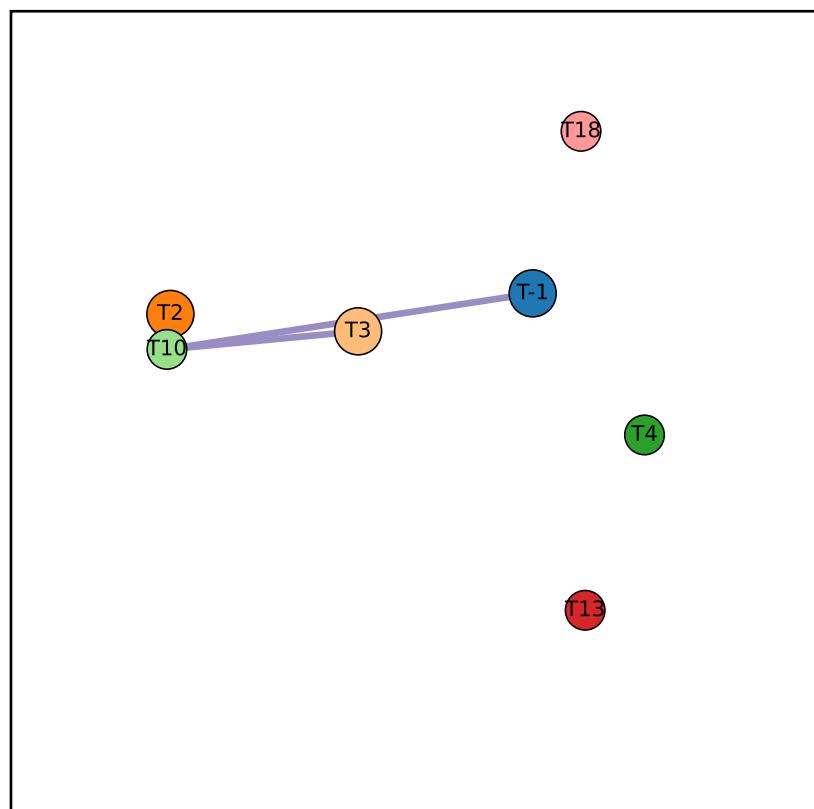
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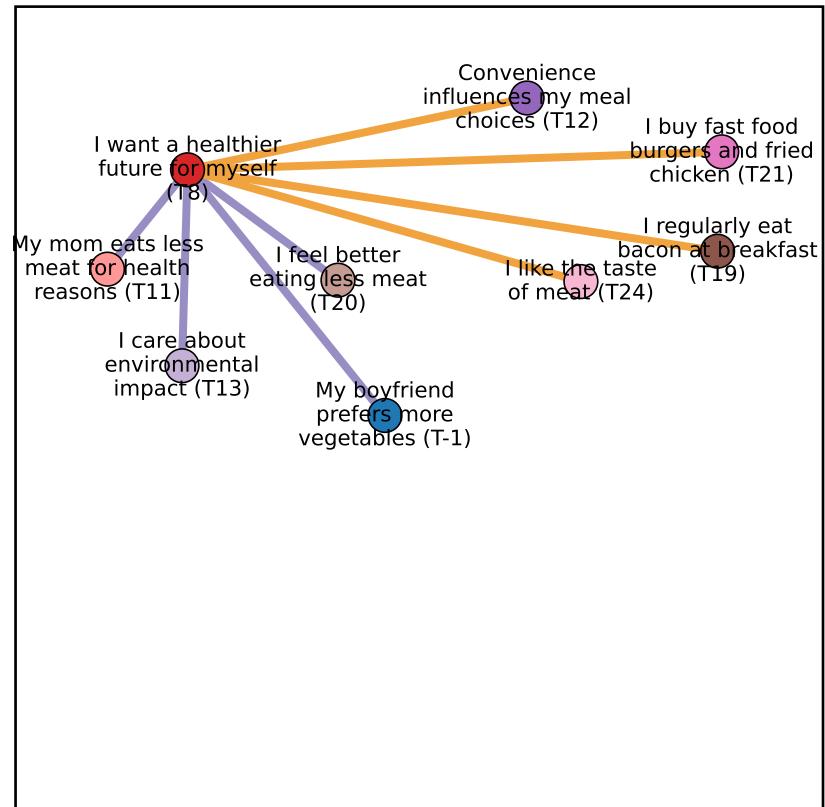
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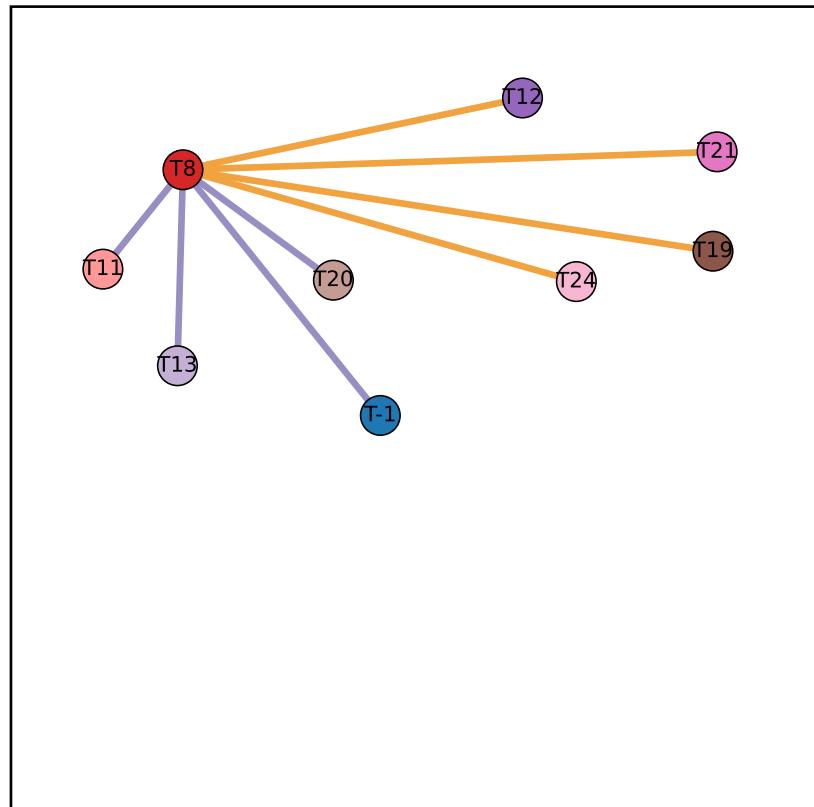
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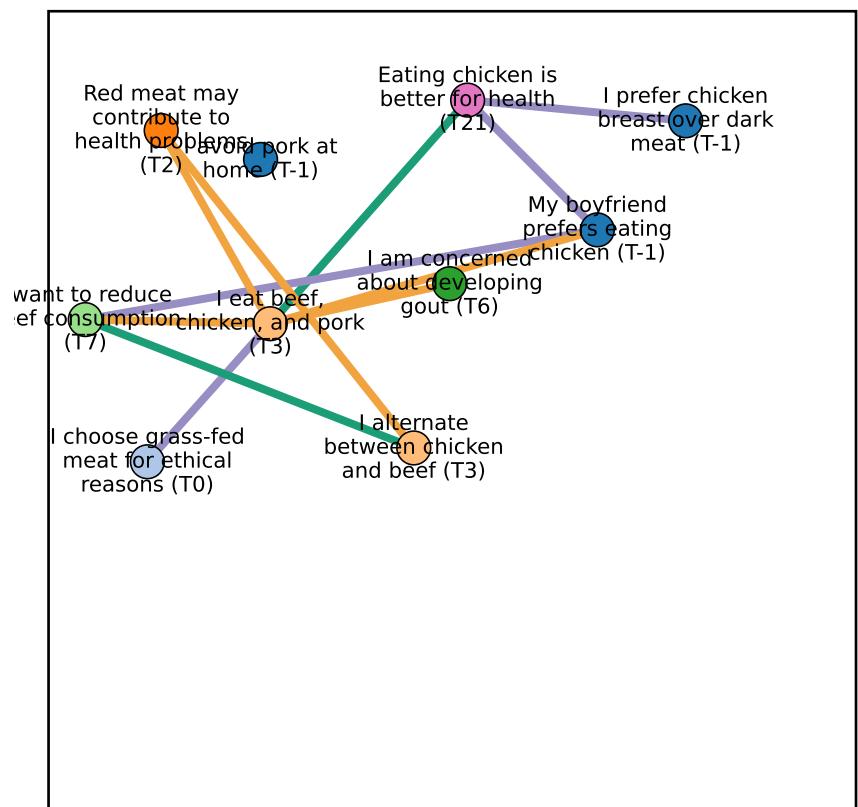
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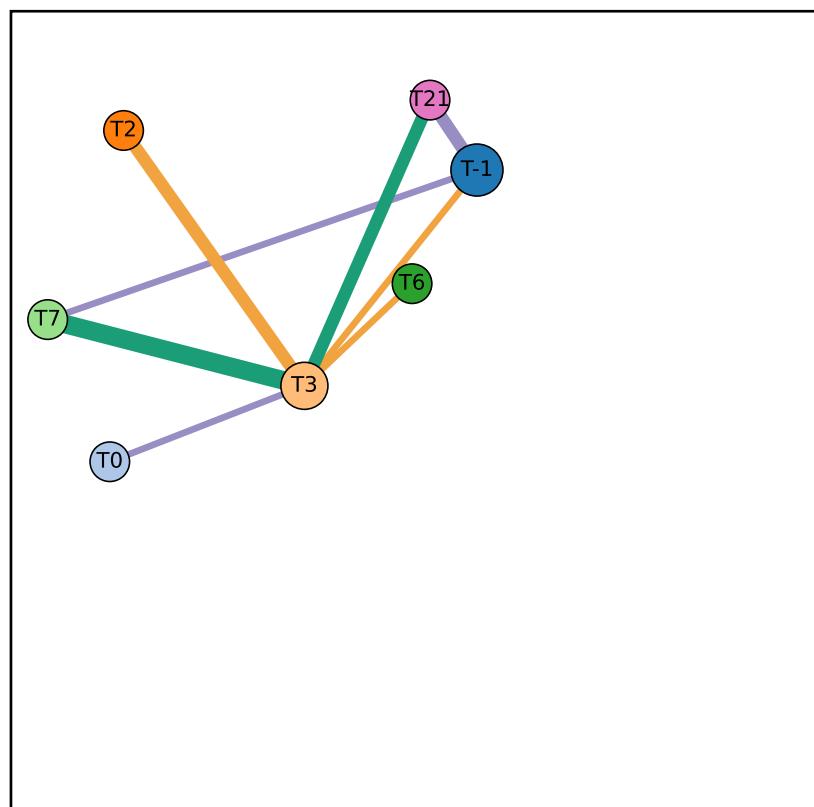
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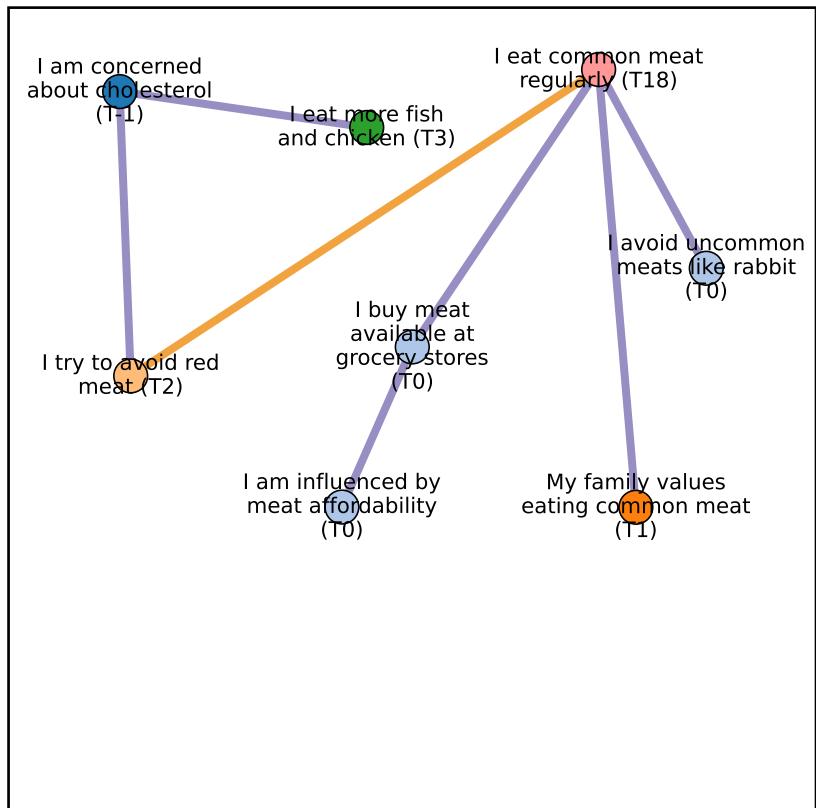
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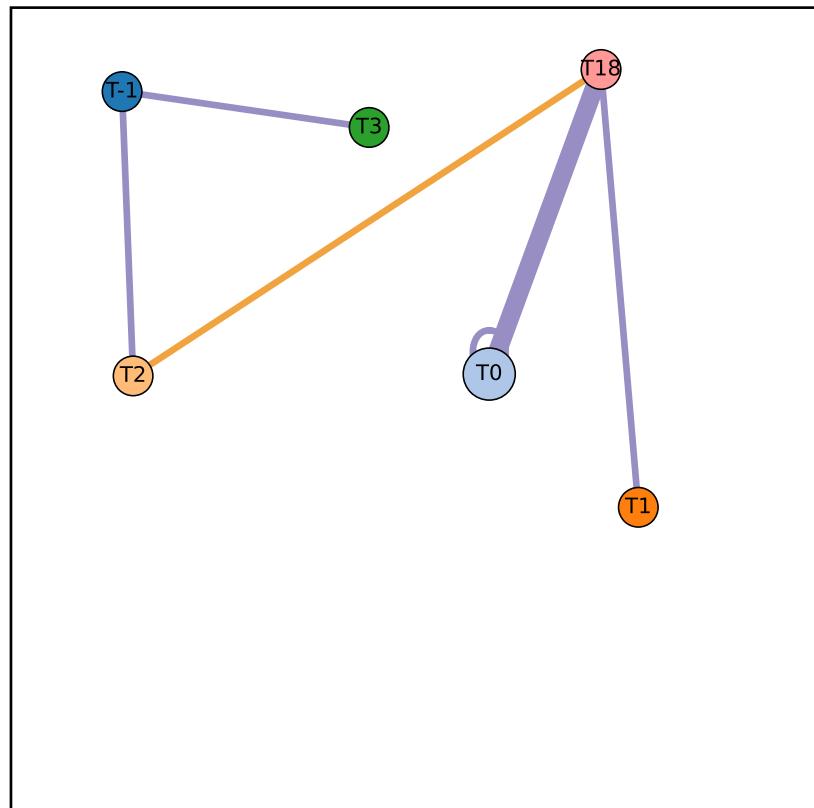
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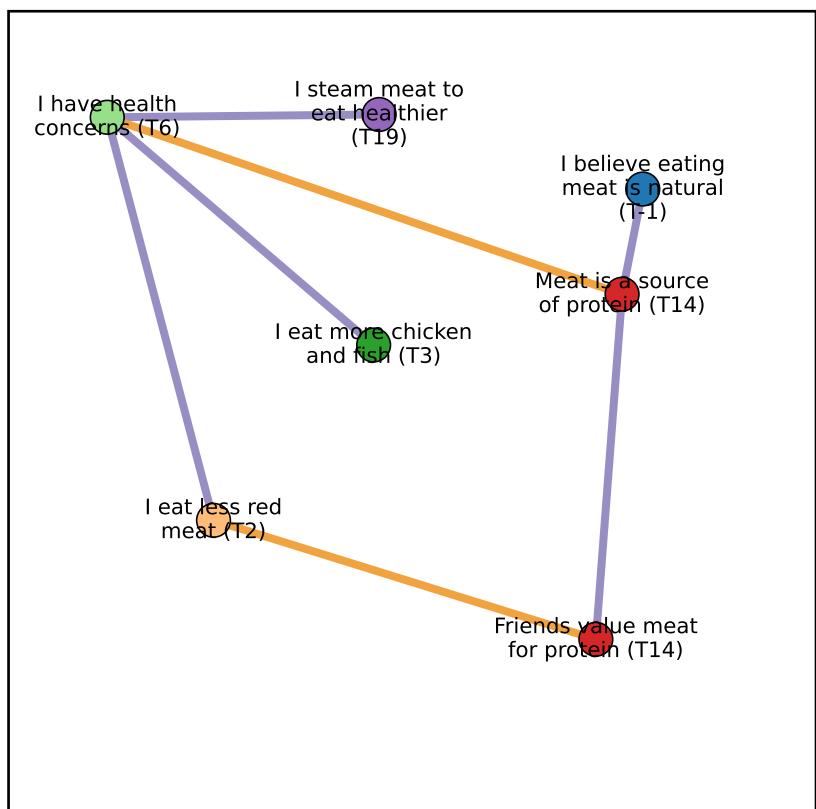
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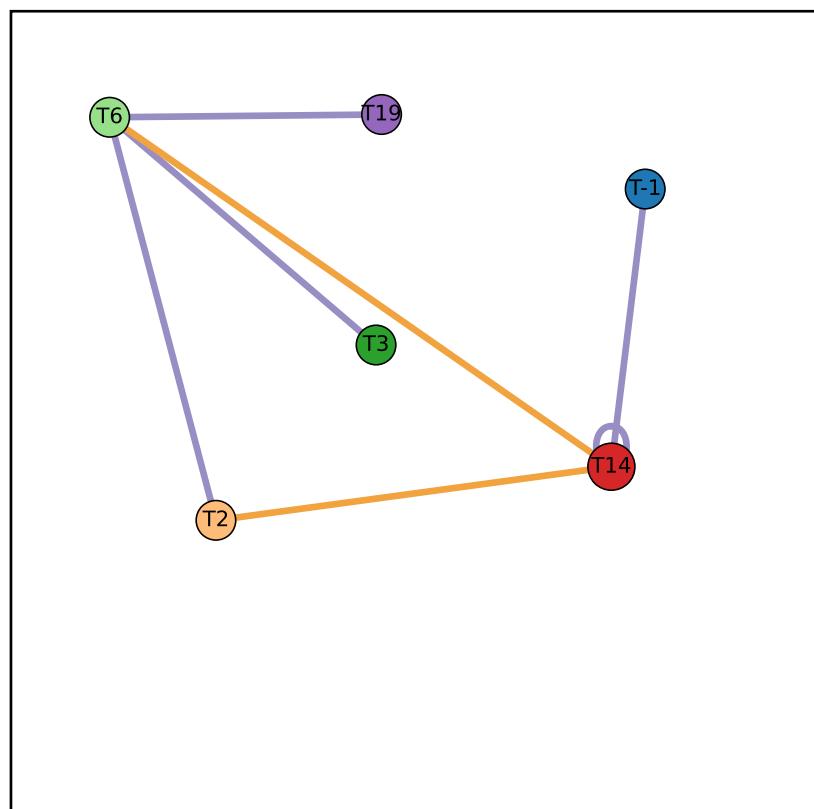
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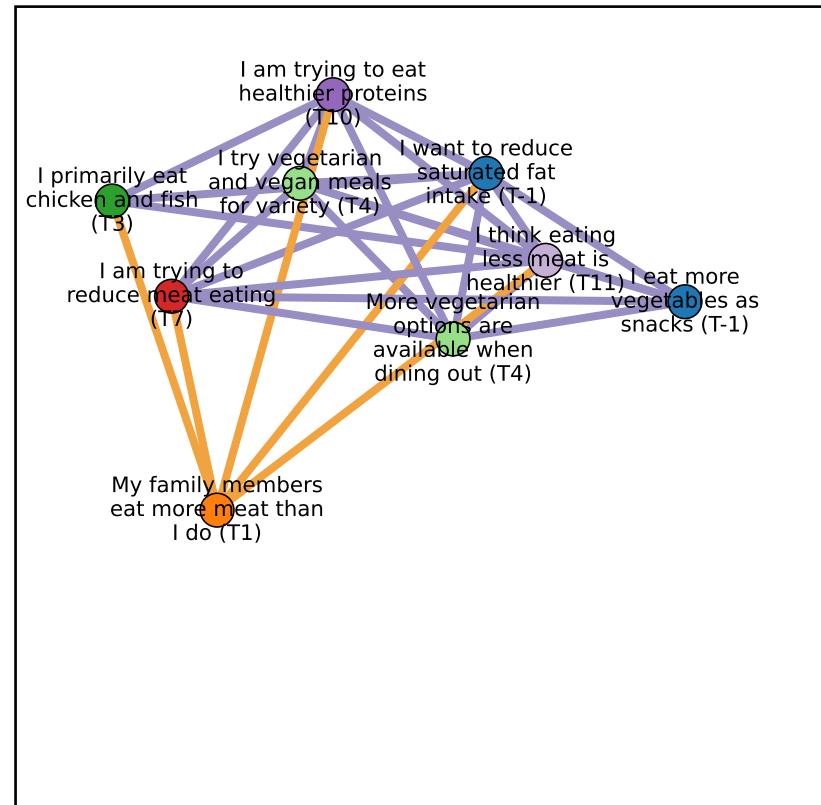
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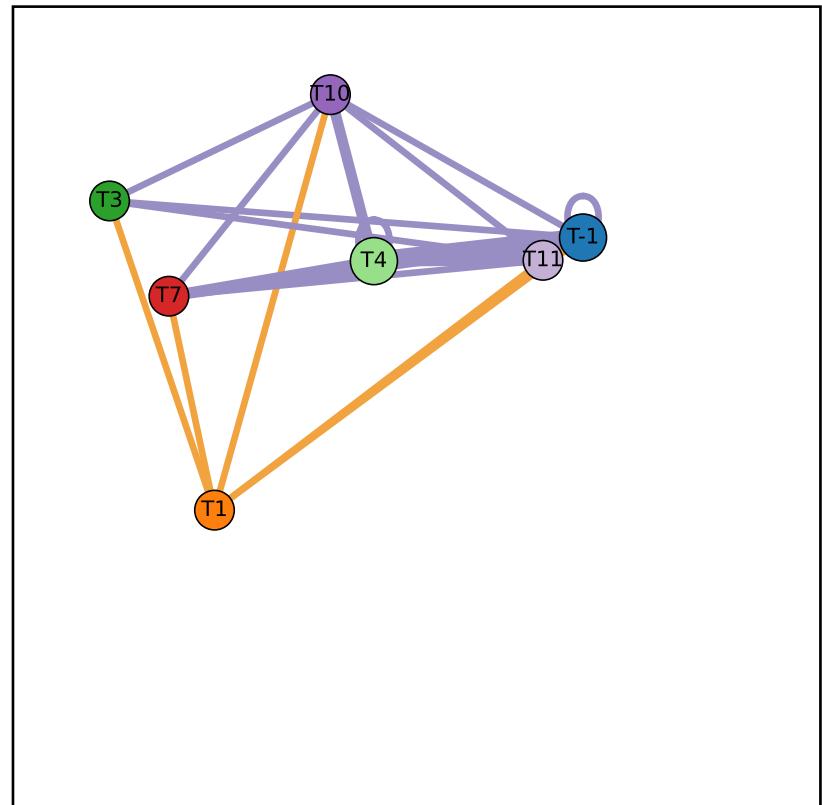
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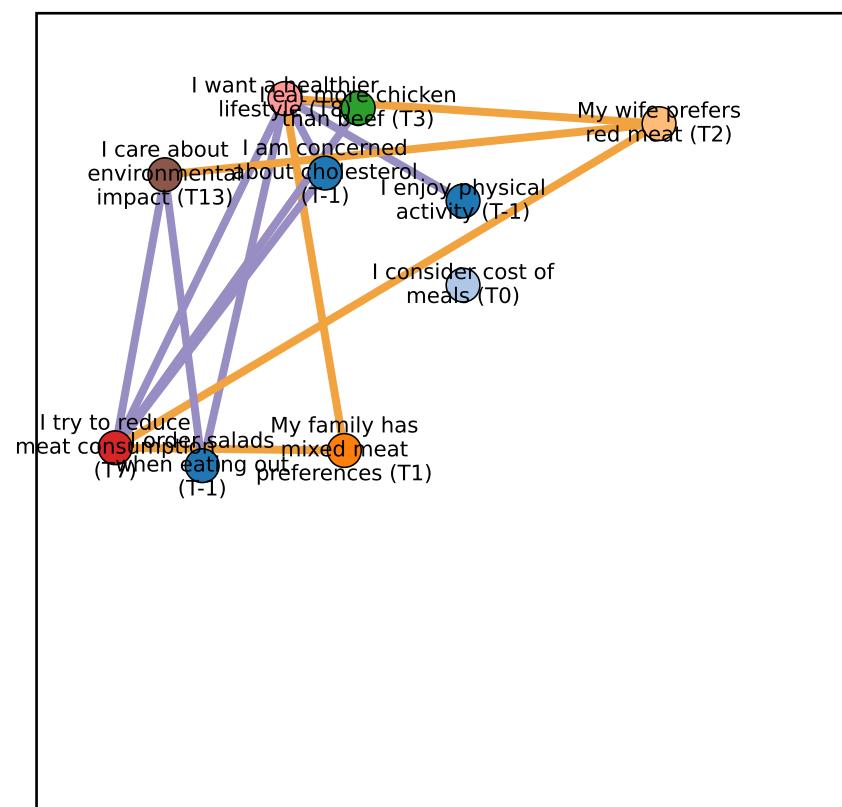
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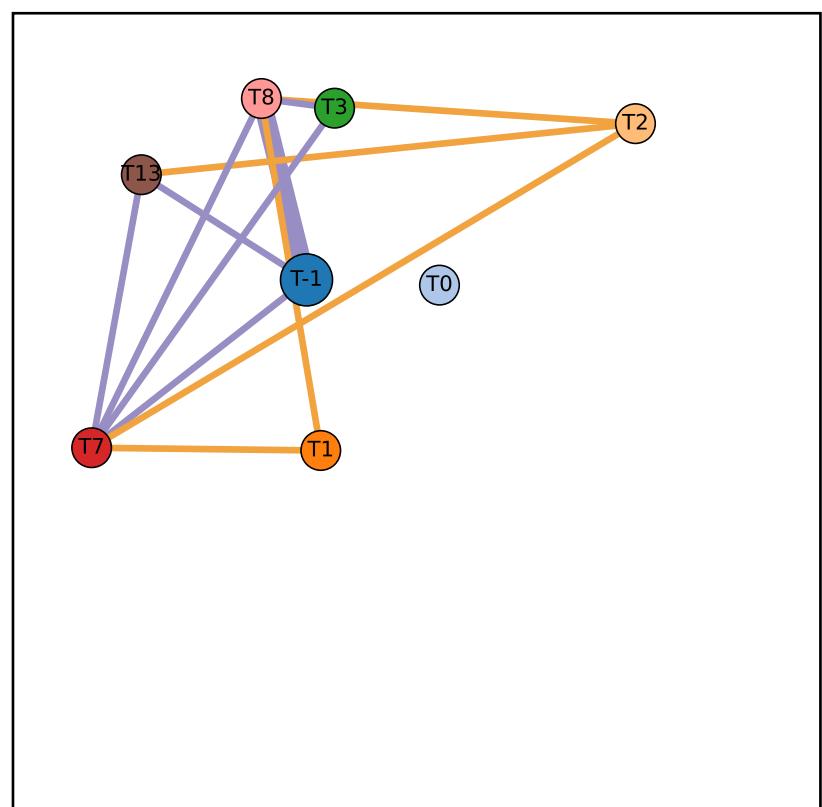
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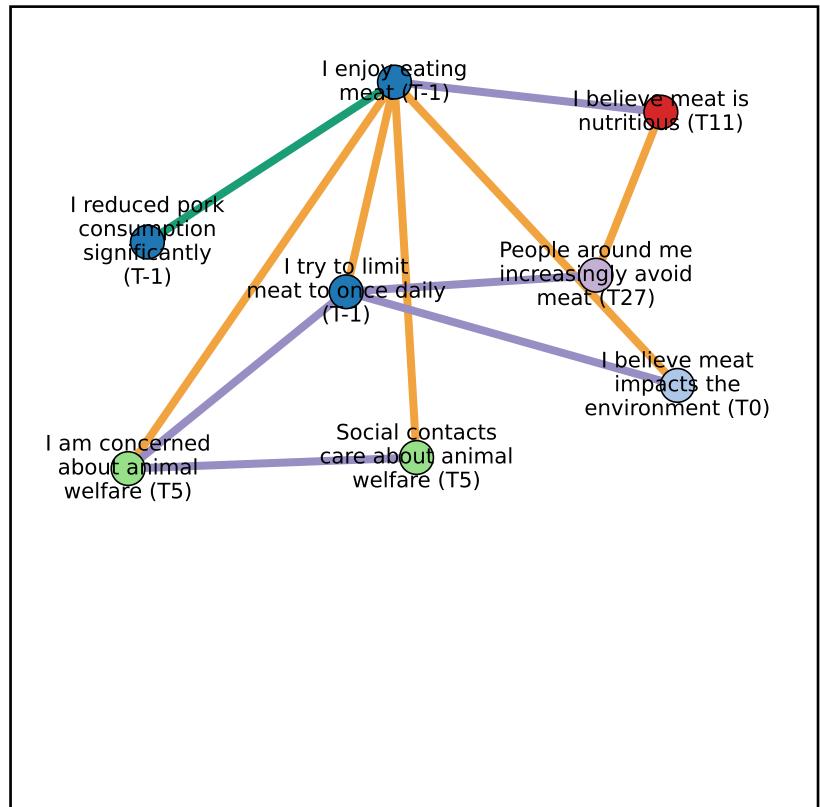
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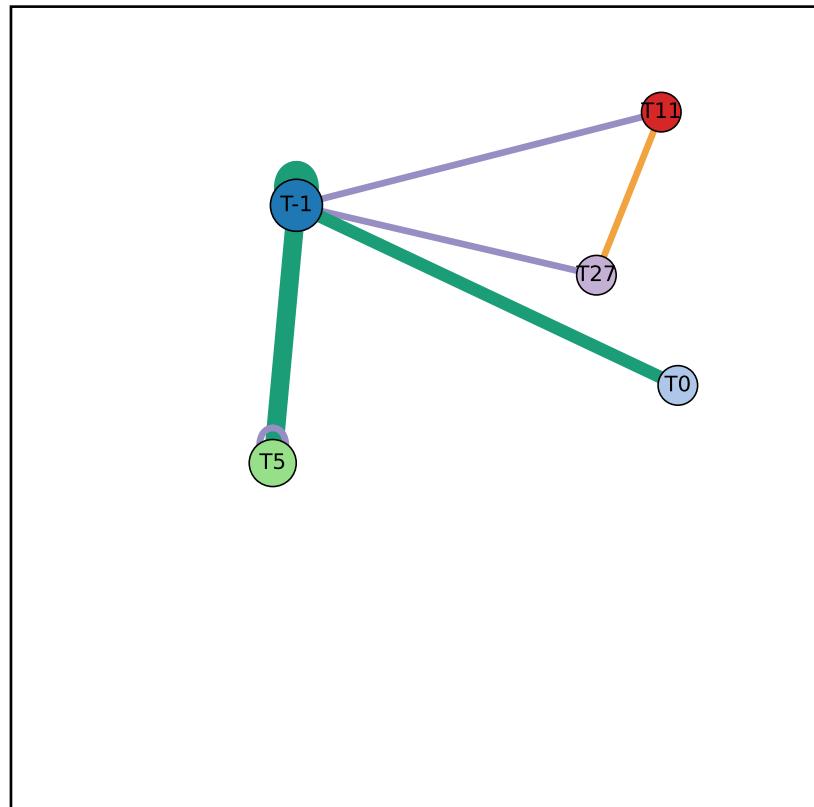
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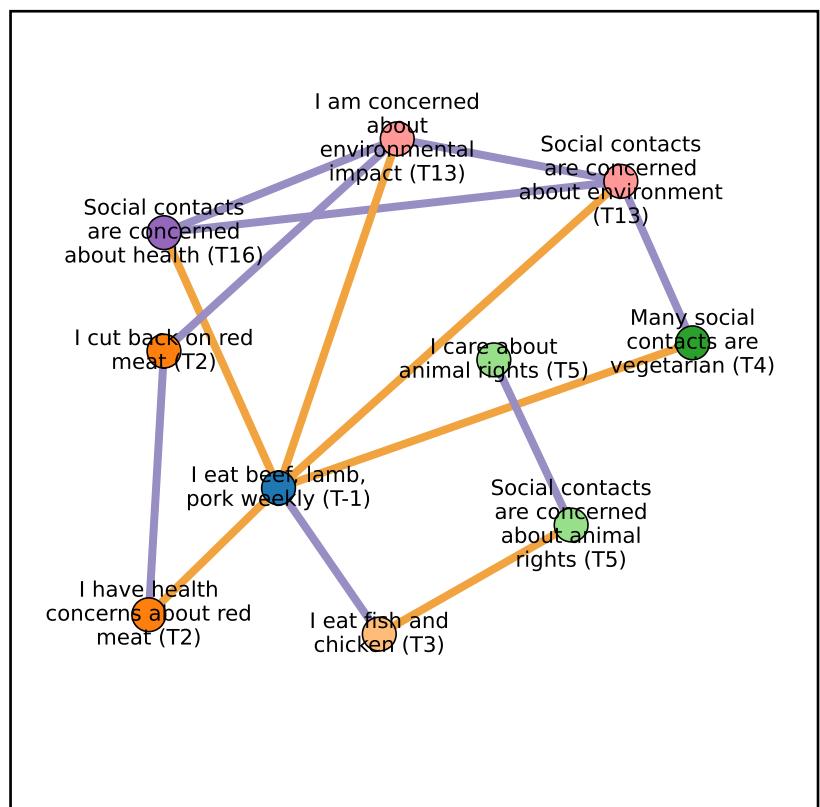
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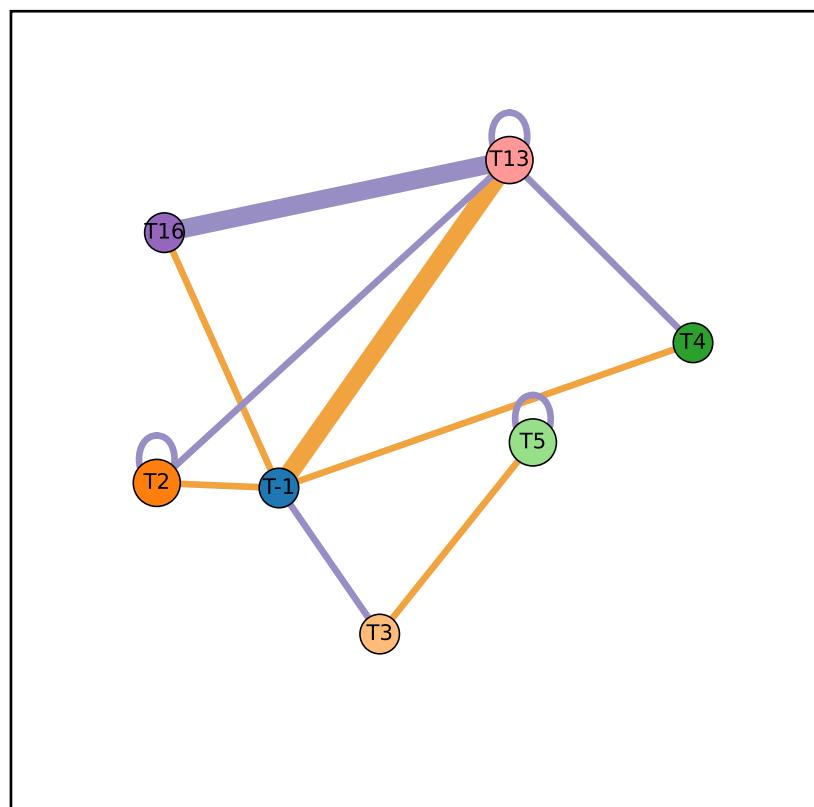
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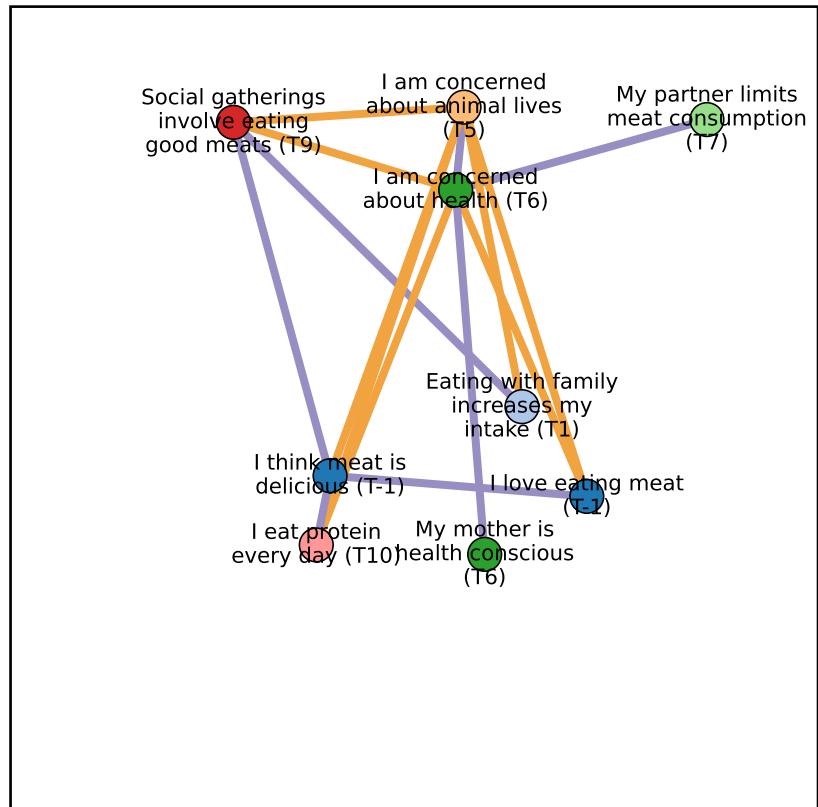
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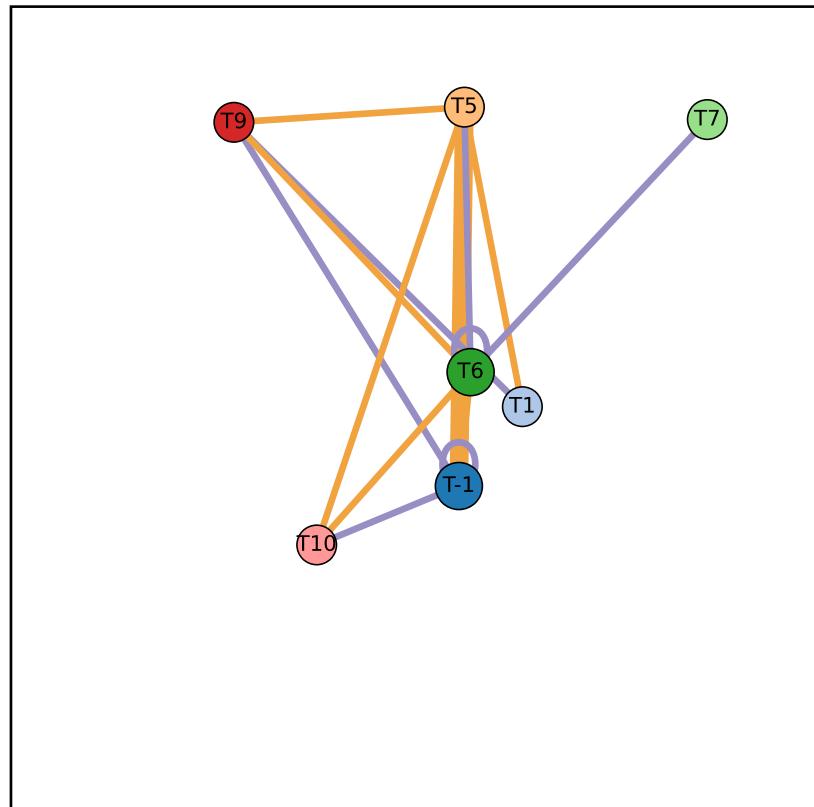
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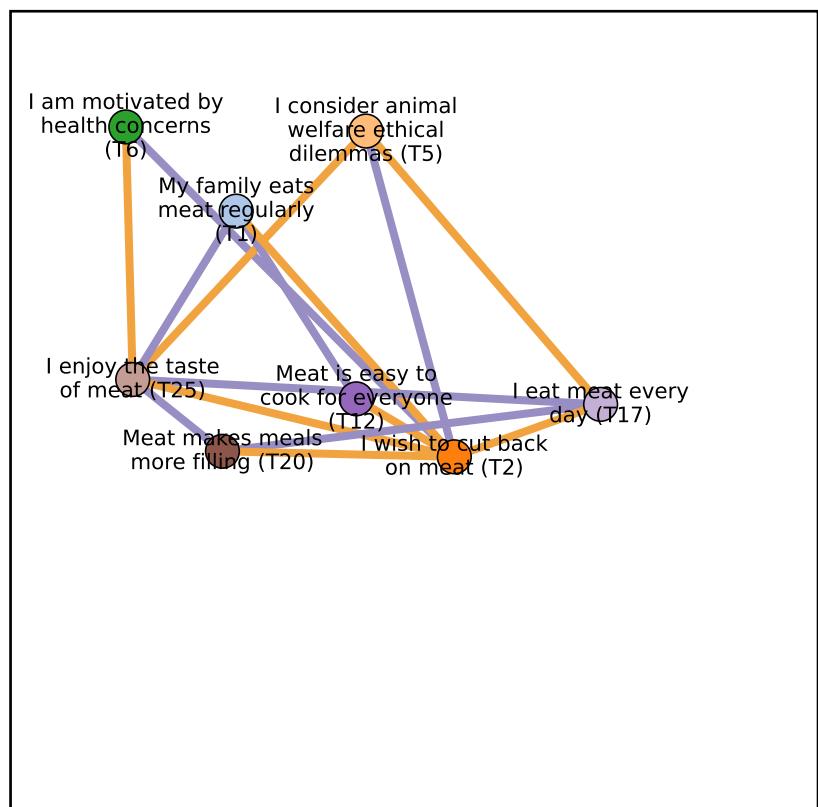
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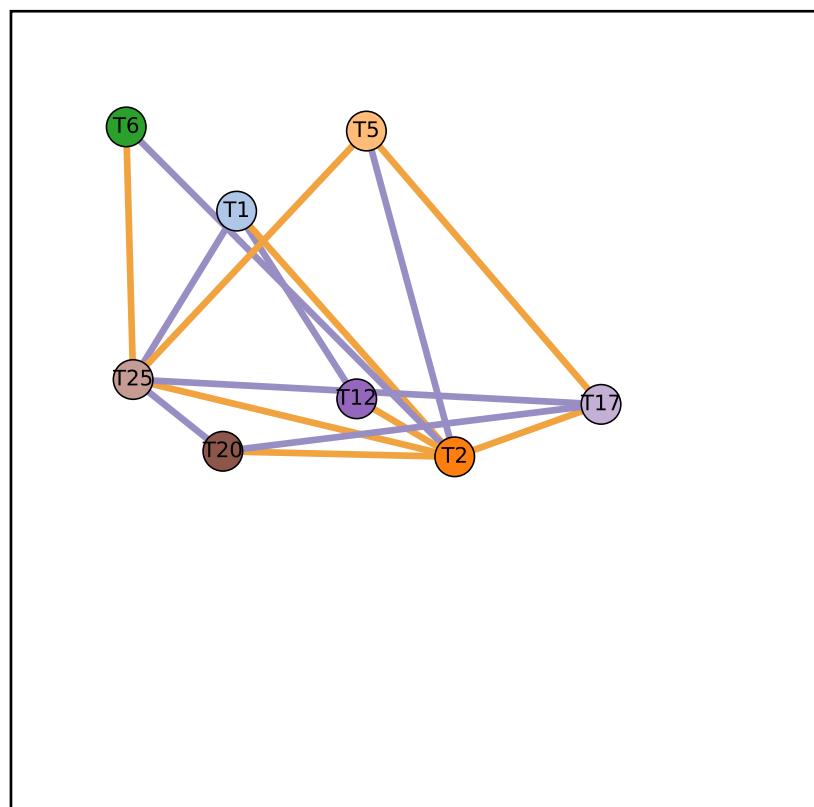
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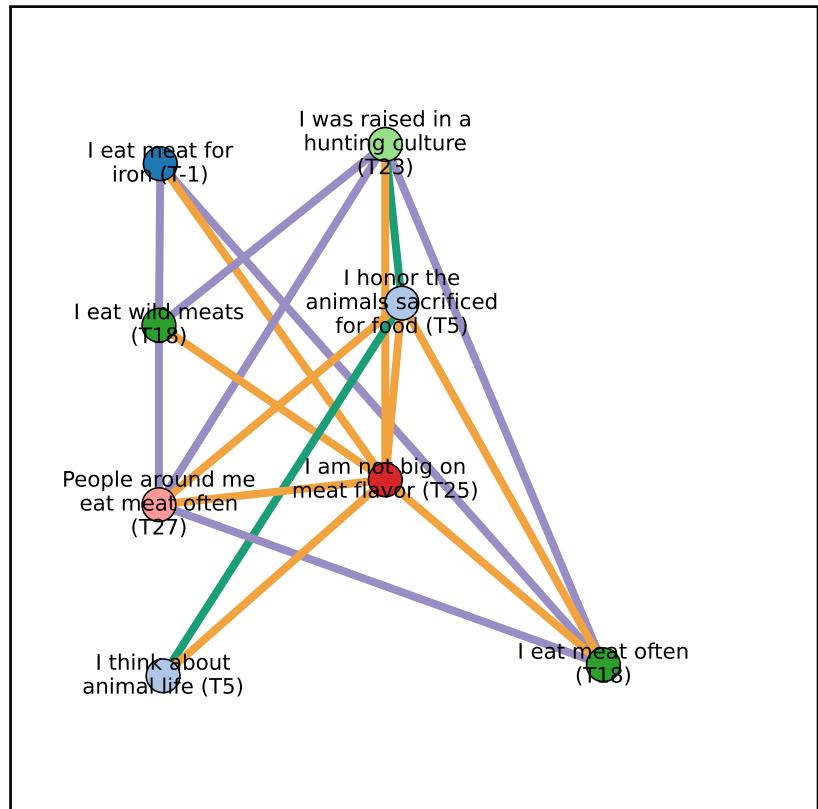
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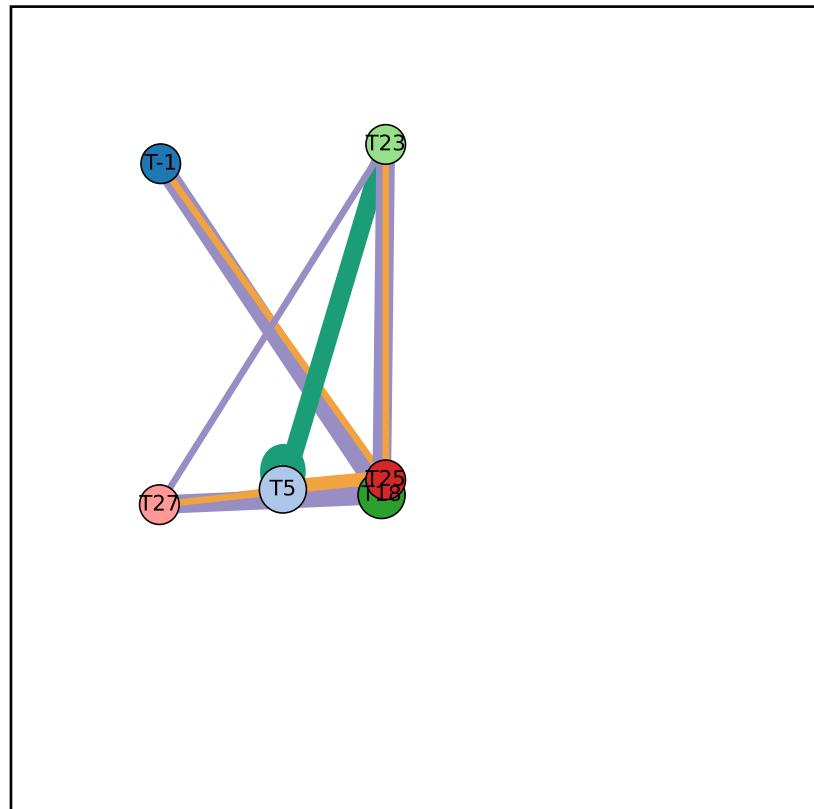
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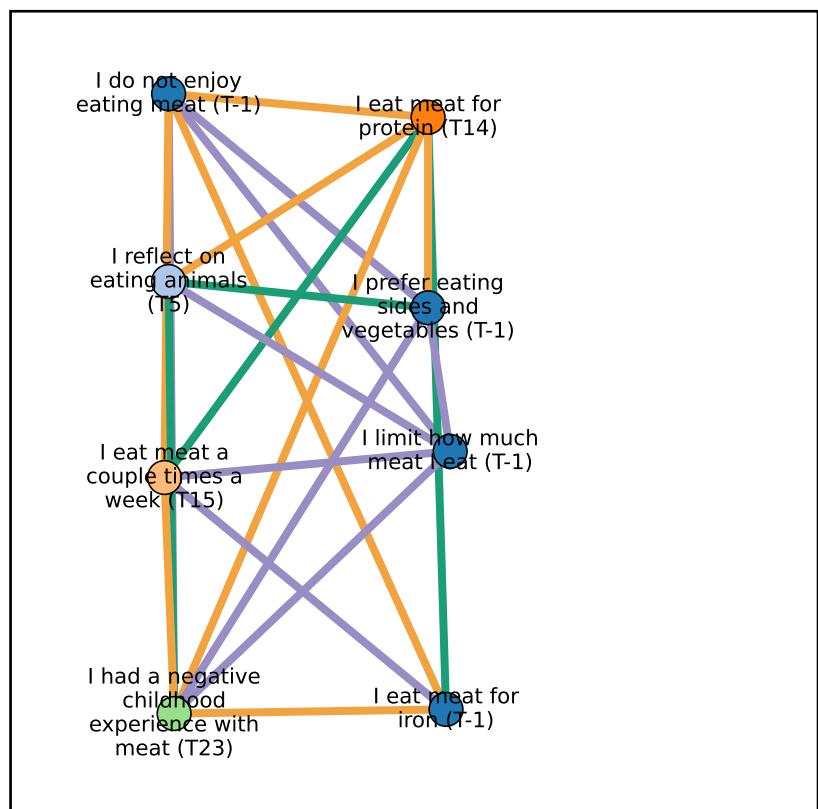
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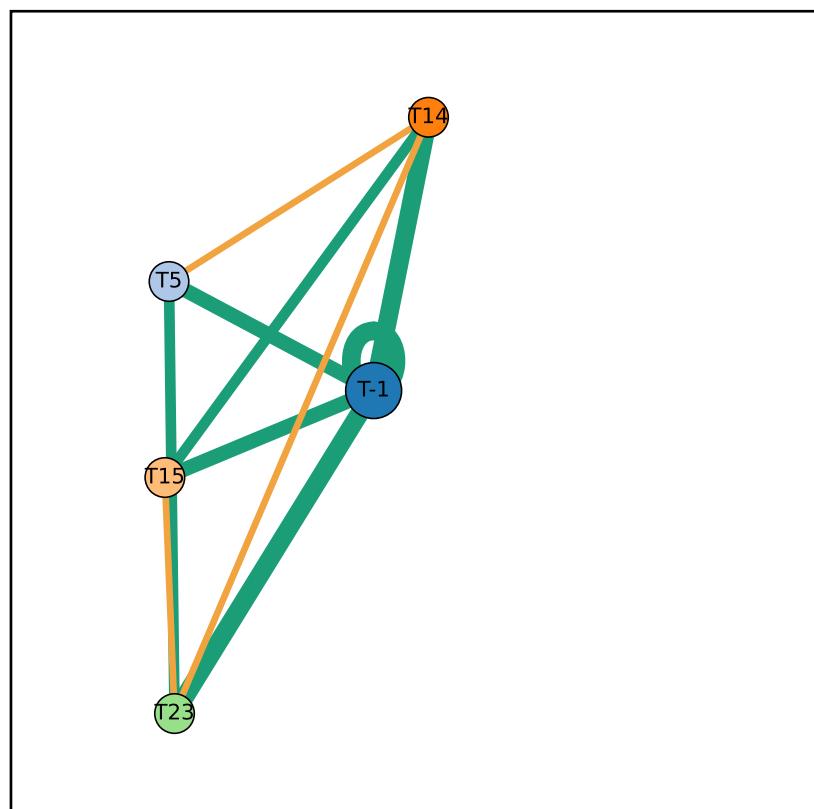
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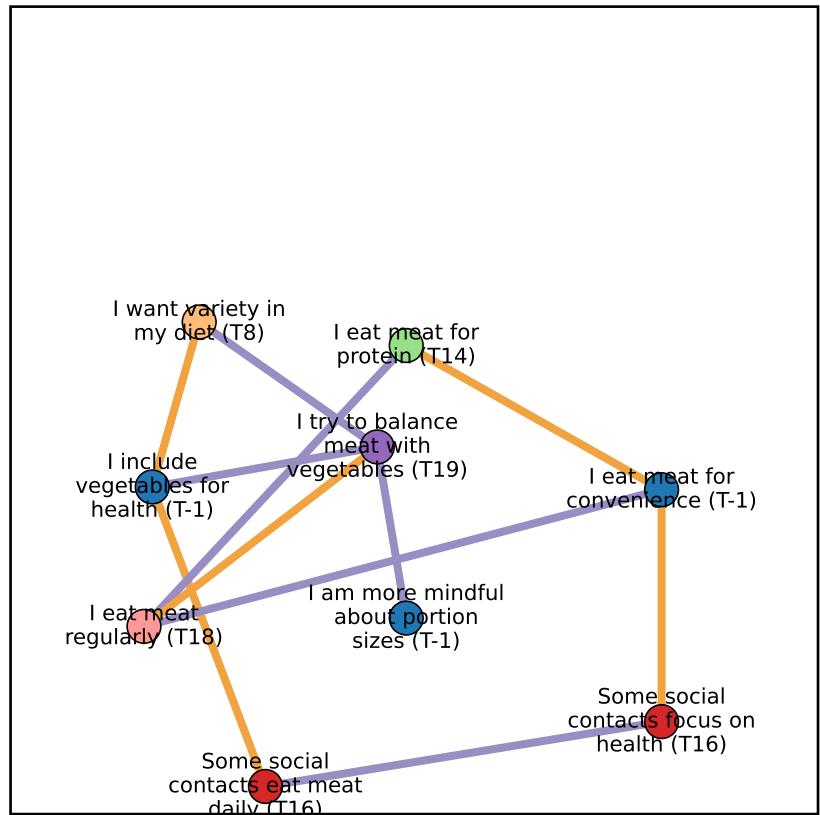
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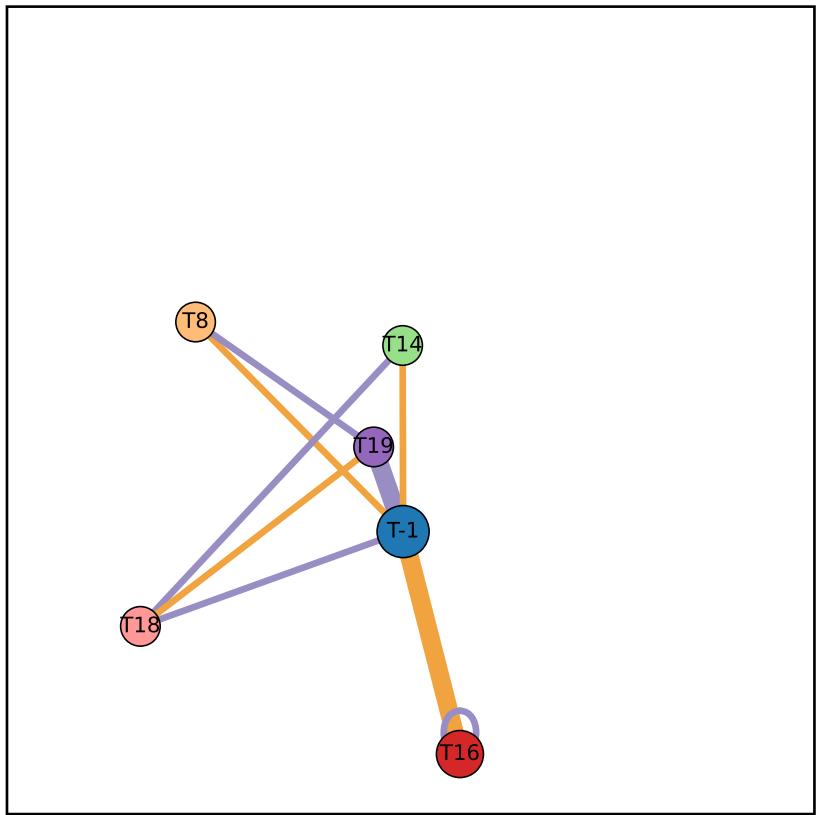
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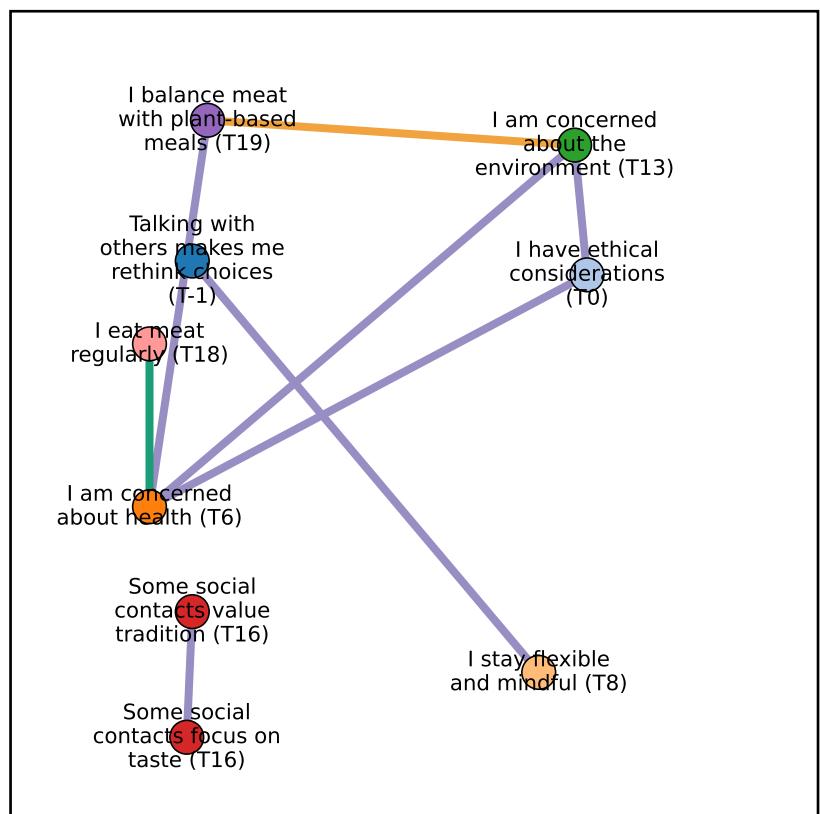
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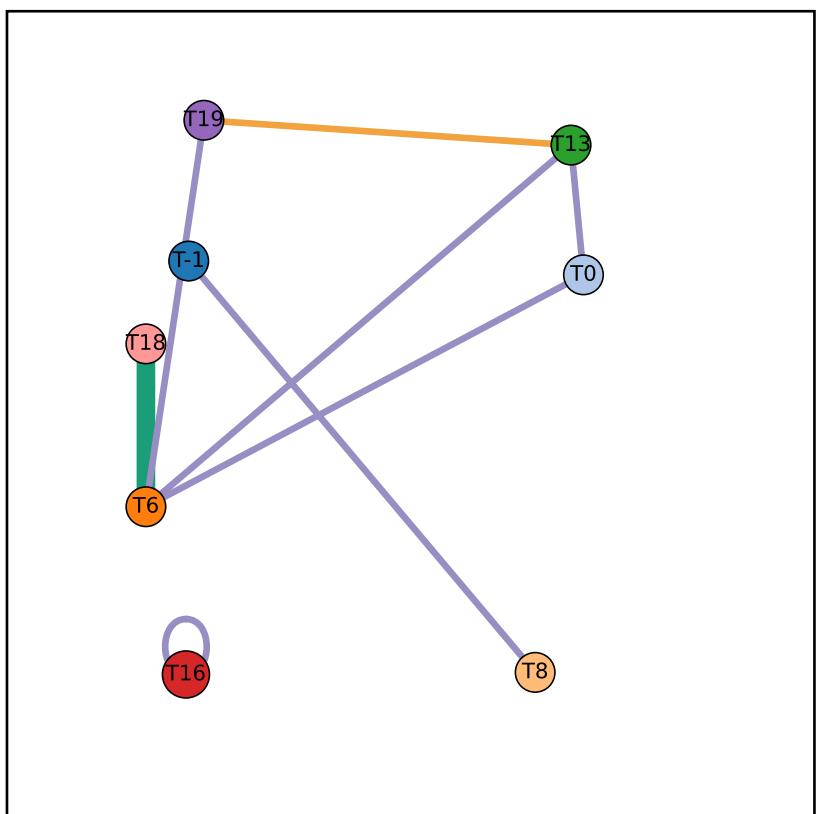
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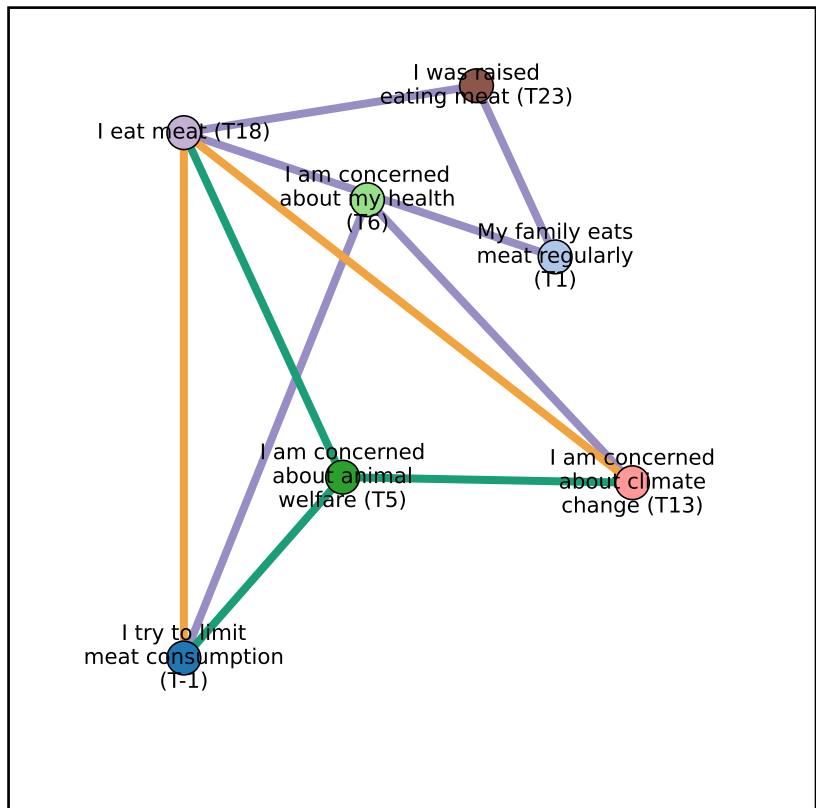
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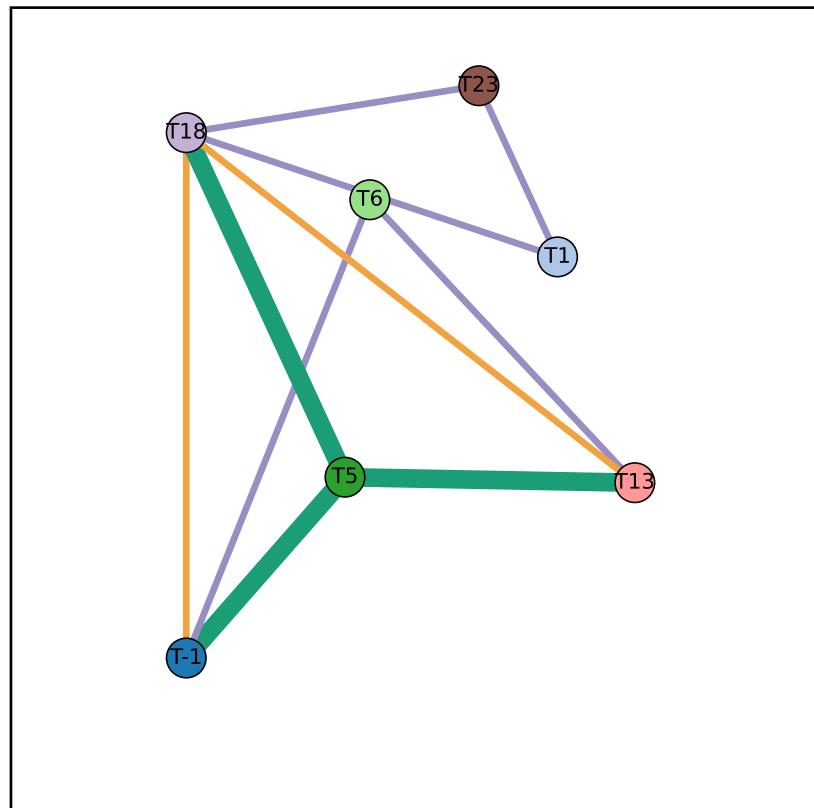
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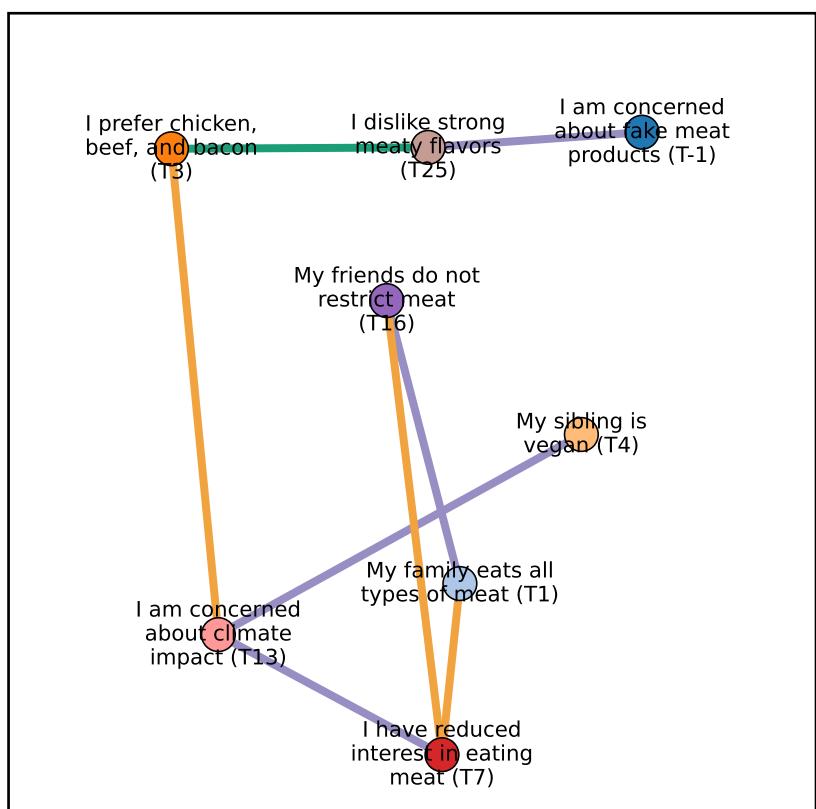
Wave 1 (stances)



Wave 1 (topics)



Wave 2 (stances)



Wave 2 (topics)

