Intro

Before we begin, please verify that the ID in the field below is your correct Amazon Mechanical Turk ID.

If it is your ID, please click on "next". If this is not your ID, or if no ID is displayed, please enter your ID and click on "next".

\${e://Field/MID}

INFORMED CONSENT AGREEMENT

Information:

You are invited to participate in a research study with the purpose of examining personal preferences. This study is being conducted by Professors Matthew Feinberg, Lisa Kramer, and Nicola Lacetera at the University of Toronto. You will be asked to provide confidential responses to a series of questions. We expect the total time required to complete this survey will be less than 15 minutes.

Risks:

There are no anticipated risks, harms, or inconveniences involved in participating in this study.

Compensation:

In exchange for your participation in the survey, you will be paid \$1.00 on Amazon Mechanical Turk.

Confidentiality:

The information that you give in this study will be anonymous. Your name or any information that can personally identify you will not be collected or linked to the data. All responses will be kept strictly confidential. The results of this study may be reported in conference presentations and journal articles. Note, however, that the responses of individual participants will not be identified in any reports of this research; only aggregated data (e.g., averages based on all participants) will be reported. This research study may be reviewed for quality assurance to make sure research ethics laws and guidelines are followed by the research team. If chosen for review, representatives of the Human Research Ethics Program (HREP) may access the anonymous study-related data and/or consent materials as part of the review. All information accessed by the HREP will be upheld to the same high level of confidentiality described above.

Contact:

If you have questions at any time about the study or the procedures, you may contact Professor Kramer (Lkramer@rotman.utoronto.ca), Professor Matthew Feinberg (matthew.feinberg@rotman.utoronto.ca), or Professor Lacetera (nicola.lacetera@utoronto.ca). If you have any questions or concerns regarding this study or your rights as a research participant, you may contact Professor Kramer, Professor Feinberg, or Professor Lacetera using the contact information above, or you may contact the University of Toronto Office of Research Ethics (ethics.review@utoronto.ca or 416-946-3273). If you would like a summary of the research findings via email when the study is completed, please contact Professor Feinberg, Professor Kramer, or Professor Lacetera using the contact information above.

Participation:

You participation in this research study is completely voluntary. You have the right to withdraw at any time without penalty. If you want to withdraw from the study, just close your browser window. If you would like to withdraw after your survey has been submitted, please contact Lkramer@rotman.utoronto.ca.

○ I agree

I do not wish to participate

This survey requires that you pay close attention while participating -- we include questions designed to check whether you are paying attention. Please read the questions carefully before responding. **Individuals whose answers reflect lack of attention may not have their HIT approved.**

We are interested in some background information about you. Please answer the following questions.

What is your age in years?

Are you

Male

Female

Other

What is your state of residence?

¥

What is your race?

- White
- African American
- Hispanic
- Asian
- Other (specify)

What is your relationship status?

- Single
- Unmarried but in a relationship
- Married
- Separated/Divorced
- Other

When it comes to what you eat which of the following do you NEVER eat? (check all that apply)

I never eat...

- Chocolate
- Red meat
- Poultry
- Pork
- Fast Food
- Dairy Products
- Nuts
- Eggs
- Fish and/or Shellfish

- Gluten
- Candy
- Fried Food
- Other (Please specify)
- None of the above

What is your parental status?

- I have children
- I do not have children

What is your highest degree of education attained?

- Completed primary school
- Some high school
- Completed high school
- Some university
- Completed undergraduate university degree
- Postgraduate

What is your current primary employment status?

- Employed
- Unemployed
- Homemaker
- Student
- Retired

Approximately, what is your monthly income (before taxes)?

- I am not currently earning any income
- Less than \$1,500 per month
- Between \$1,500 and \$2,500 per month
- Between \$2,500 and \$5,000 per month
- More than \$5,000 per month

Instructions for Conditions

On the next screen you will be shown some text. Please read it carefully. <u>We are interested in how well</u> <u>you understand what you read</u>. At the end of the text we will ask you to answer questions concerning the information included in the reading.

Control

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

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In your own words, please clearly summarize what you just read about.

Placebo Condition

Fresh air plays an important role in people's everyday life, but a recent study found that ninety-two percent of the world's population breathes poor quality air. Time spent outdoors is often the focus of social interactions, the air people breathe provides oxygen and plays a role in overall health, and the sights and experiences from time spent outdoors can be a source of pleasure. The ways in which people spend time outdoors can differ by person and can change over time for an individual.

Based on what you read above, please answer the following question:

According to the text, what percent of the world's population breathes poor quality air?

- 92%
- 9.2%
- 0.92%

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In your own words, please clearly summarize what you just read about.

Harm/Care Suffering

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Many of the animals that are raised to become food share the same nervous system, neurochemicals, perceptions, and emotions as humans, all of which are integrated into the experience of pain. Animals will take action to avoid painful stimuli, and when they are given pain killers they stop exhibiting physical markers of pain. Many standard farming procedures inflict pain, and pain killers are not routinely employed. All animals raised to become food must be killed, which also inflicts pain. As a result, it is not uncommon on farms to encounter animals squealing or shaking in fear.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, are the animals that are raised to become food ever subjected to pain?

- yes
- no
- uncertain

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In your own words, please clearly summarize what you just read about.

Harm/Care Environmental

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Research shows that without meat and dairy consumption, global farmland use could be reduced by more than seventy-five percent - an area equivalent to the land mass of the US, China, Europe, and Australia combined – and still feed the world. Loss of wild areas to agriculture is the leading cause of the current mass extinction of wildlife. Additionally, a recent study showed that a plant-based diet is the single biggest way to reduce one's impact on the planet Earth, not just greenhouse gases, but also global acidification, land use, and water use. It is far bigger than cutting down on travel or buying an electric car.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, how much could global farmland use be reduced if people stopped eating meat and dairy products?

- .75%
- 0 7.5%
- 0 75%

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In your own words, please clearly summarize what you just read about.

Fairness/Reciprocity

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Fairness is one reason why some people abstain from eating animal products. The principle of fairness rules out the exploitation of others for one's own benefit, and implies that everyone should be treated equally and impartially. If exploiting humans or causing suffering to them is wrong, but it is not considered wrong in the case of animals, this is not impartial. The fair individual is fair to all individuals regardless of their skin color, nationality, height, age, species, and so on. And in affluent societies where food sources are abundant, eating animals is especially unfair.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, is fairness a reason why some people abstain from eating meat?

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Loyalty Patriotism

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand

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calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Patriotism is one reason why some people abstain from eating animal products. First, animal waste can spill out of open-air storage lagoons on factory farms into rivers and lakes, damaging local ecosystems and polluting the water local communities rely on. Second, open-ranging cows damage America's heartland and their grazing turns lush lands into barren ranges. Third, Americans love animals, and it's part of our nation's identity to be loyal to them. Avoiding our patriotic duty erodes the America we once knew.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, is patriotism a reason that some people do not eat meat and dairy products?

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Authority/Respect

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Average per capita meat consumption in traditional agricultural societies was typically less than about 20 pounds a year. In most Old World societies in which our grandparents and great grandparents grew up, small amounts of meat were eaten no more than once a week and large amounts were consumed only on festive occasions. Additionally, traditional farming practices were much simpler and more sustainable, with only a small number of animals being raised on any given farm. Our ancestors who created the America we know today lived full and happy lives eating very little meat. Recent trends in the developed world toward heavier consumption of animal products and greater use of factory farming methods are out-of-step with our historical roots.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, in traditional agricultural societies, did people eat very little meat?

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Sanctity/Purity (Life/Religion/Spirituality)

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Religious and spiritual reasons are raised by some people who abstain from eating meat. Various mainstream religions, including Christianity, Buddhism, and Islam, emphasize the importance of being kind to all beings, including animals. Proponents of those religions state that God created all the animals in this world and entrusted their well-being to us. And thus, they believe, we must treat all of God's creatures with the utmost sanctity, as what we do to them reflects our covenant with God to be pious stewards of the earth.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, some people who abstain from eating meat do so because of religious or spiritual reasons, believing that we must treat all of God's creatures with sanctity.

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Sanctity/Purity (Disgust)

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

Disgust is a reason why some people abstain from eating meat. According to this view, we take dirty, often filthy creatures, cut them into bits, and put their flesh and blood in our bodies. That means all of the gross things they have done and all of the diseases they have been exposed to enter our bodies, potentially contaminating us.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

200

2,000

22,000

According to the text, do some people abstain from eating meat because they believe eating animals is disgusting?

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Freedom/Liberty

Food plays an important role in people's everyday life. Of course, the food people eat provides nutrition and plays a role in overall health. Within a healthy, balanced diet, a man needs around two thousand and five hundred calories a day to maintain his weight, and a woman needs around two thousand calories. Precise caloric needs depend on age, level of physical activity, and other factors. Moreover, meals are often the focus of social interactions. Different people choose to eat different types of food. For example, some people eat meat and other animal products, whereas others do not.

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Respect for the freedom of animals is one reason why some people abstain from eating meat. According to this view, raising animals for human consumption deprives those animals of the liberty to live their lives without human interference; thus animals raised on farms are subjected to extreme restrictions that deprive them of their independence and their right to self-determination.

Based on what you read above, please answer the following question:

According to the text, how many calories should a typical woman consume per day in order to maintain her weight?

- 200
- 2,000
- 22,000

According to the text, is The respect of the freedom of animals is one reason why some people abstain from eating meat?

- Yes
- No
- Uncertain

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In your own words, please clearly summarize what you just read about.

Moral Foundations Validation Questions

Please indicate how much the message you just read appealed to the following values:

	Not at all		Somewhat		A great deal
Preventing harm, alleviating suffering	0	0	0	\bigcirc	0
Defending rights, ensuring fairness	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Prioritizing group interests, showing loyalty	0	\bigcirc	\bigcirc	\bigcirc	0
Ensuring respect, honoring tradition	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Being pious, acting in a pure way	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Ensuring freedom and liberty	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

Reduction

Please answer the following questions:

How likely are you to consider *reducing* your consumption of foods that contain animal products?

Very unlikely	Unlikely	Likely	Very likely	N/A
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

How likely are you to stop eating animal products one day a week, for example through a "meatless Monday" habit?

Very unlikely	Unlikely	Likely	Very likely	N/A
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

If the taste and texture were identical to beef (or other types of burgers you normally like to eat), how likely would you be to eat a vegetarian burger?

Very unlikely	Unlikely	Likely	Very likely
\bigcirc	\bigcirc	\bigcirc	\bigcirc

How interested are you in exploring or consuming food products that don't contain animal products?

Not at all interested	Slightly interested	Moderately interested	Extremely interested
\bigcirc	\bigcirc	\bigcirc	\bigcirc

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Attitudes

Please report the extent to which you disagree or agree with each of the following statements:

	Strongly Disagree	Disagree		Neither agree nor disagree	Somewhat Agree	Agree	Strongly Agree
The production of meat causes animals to suffer.	0	\bigcirc	\bigcirc	0	0	\bigcirc	0
Eating meat is better for my health.	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
l've been eating meat my whole life, I could never give it up.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
I have the right to kill any animal I want.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Animals aren't intelligent enough to suffer in intensive confinement.	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Animals are dirty and deserve to be eaten.	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Not eating animals is a sign of weakness.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

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	Strongly Disagree	Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Agree	Strongly Agree
Humans should continue to eat meat because we've been doing it for thousands of years.	0	0	0	0	0	0	0

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Please report whether you disagree or agree with each of the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
We should always elevate human interests over the interests of animals.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
When human interests conflict with animal interests, human interests should always be given priority.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Having extended basic rights to minorities and women, it is now time to extend them also to animals.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc
The suffering of animals is just as important as the suffering of humans.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
We should strive to alleviate human suffering before alleviating the suffering of animals.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

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Please report whether you disagree or agree with each of the following statements:

				Neither agree			
	Strongly disagree	Disagree	Somewhat disagree	nor disagree	Somewhat agree	Agree	Strongly agree
I don't want to eat meals without meat.	0	\bigcirc	0	\bigcirc	0	\bigcirc	\bigcirc
When choosing food, I virtually always select the meat option.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
l can't imagine giving up meat.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
I am committed to eating meat.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
The best part of most meals is the meat portion.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
l would never give up eating meat.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
l cannot imagine substituting meat from a meal.	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

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Donation Reversed

In addition to the payment you will receive for participating in the study, for 100 survey participants, <u>we will make a donation to one or two non-profit organizations of your choosing, at no cost to you</u>. Please make the following choice keeping in mind the fact that if your response is randomly selected, we will make a donation to the organization(s) you select below.

The non-profit organizations are:

Mercy For Animals - an <u>animal-focused organization</u> which conducts investigations of factory farms and presses for stronger legal protection for animals

WE Charity - a <u>human-focused organization</u> which promotes youth empowerment and encourages young people to be engaged in society

How would you prefer to allocate the \$10 donation we may make on your behalf (at no cost to you)?

Total	0
How much of the \$10 would you like to allocate to the human-focused charity?	0
How much of the \$10 would you like to allocate to the animal-focused charity?	0

Please write a few words or a sentence to explain why you chose to allocate the \$10 the way you did.

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Donation Not Reversed

In addition to the payment you will receive for participating in the study, for 100 survey participants, <u>we</u> <u>will make a donation to one or two non-profit organizations of your choosing, at no cost to you</u>. Please make the following choice keeping in mind the fact that if your response is randomly selected, we will make a donation to the organization(s) you select below.

The non-profit organizations are:

Mercy For Animals - an <u>animal-focused organization</u> which conducts investigations of factory farms and presses for stronger legal protection for animals

WE Charity - a <u>human-focused organization</u> which promotes youth empowerment and encourages young people to be engaged in society

How would you prefer to allocate the \$10 donation we may make on your behalf (at no cost to you)?

How much of the \$10 would you like to allocate to the human-focused charity?	0
How much of the \$10 would you like to allocate to the animal-focused charity?	0
Total	0

Please write a few words or a sentence to explain why you chose to allocate the \$10 the way you did.

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Demographics

In this final section of the survey, we ask you to kindly provide some socio-demographic information. Thank you for helping us collect accurate information.

Have you donated money or volunteered time to a charitable organization in the past 2 years?

No

Yes

What is your religion?

- Atheist/Agnostic
- Christian
- Jewish
- Hindu
- Muslim
- Buddhist
- Other

What are your political views?

- Conservative
- Liberal
- Moderate
- Other

Moral Identity Questionnaire

Listed below are some characteristics that may describe a person.

caring, compassionate, fair, friendly, generous, helpful, hardworking, honest, and kind

For a moment, visualize in your mind the kind of person who has these characteristics. The person with these characteristics could be you or could be someone else. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.

		Neither		
Strongly		Agree nor		Strongly
Disagree	Disagree	Disagree	Agree	Agree

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	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
It would make me feel good to be a person who has these characteristics.	\bigcirc	\bigcirc	0	0	0
Being someone who has these characteristics is an important part of who I am.	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
I would be ashamed to be a person who has these characteristics.	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Having these characteristics is not really important to me.	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
I strongly desire to have these characteristics.	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
I often wear clothes that identify me as having these characteristics.	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.	\bigcirc	\bigcirc	0	0	0
The kinds of books and magazines that I read identify me as having these characteristics.	\bigcirc	\bigcirc	0	0	0
The fact that I have these characteristics is communicated to others by my membership in certain organizations.	\bigcirc	\bigcirc	0	0	0
I am actively involved in activities that communicate to others that I have these characteristics.	\bigcirc	\odot	0	0	0

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Conclusion

What do you think the main objective of this survey was?

The study is now finished. Thank you for your participation.

To get paid, please fill in the following CODE on the Mechanical Turk Page (where you got the link to this study):

A2D2R2

Do you have any comments for us? We would like to hear your thoughts. Please write comments below: