

The Effect of Motivated Beliefs on the Demand for Information About Meat

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Target Sample Size

The ideal sample is N=300. We have struggled in the past with recruitment. If we cannot reach N=300 by Jan 2023 we may need to revise this number lower in an update.

Analysis

1. Variables

- a. Conditions: meat_condition (0,1), video_assigned (none, FF, PF)
- b. Key outcome var: video choice
 - i. WF: a binary variable measuring whether chose to watch the factory farm video
 - ii. WP: a binary variable measuring whether chose to watch the pro-farm video
- c. elicitation of subjects' belief on the credibility of videos
 - i. how convincing was the video (1-7)
- d. beliefs about factual claims related to PF and FF
 - i. Each response can be coded as correct or wrong.
 - ii. Each response can be coded as pro-farmer/pro-meat, neutral, or pro-animal.
- e. donation (to animals, to farmers, none)
 - i. donation_FF, donation_PF, donation_no
- f. sign petition (animals, farms)
- g. vote for charity (to animals, to farmers)
- h. farm attitude, 8 questions, (1-7)
- i. animal intelligence beliefs, 7 questions (1-7)
- j. eat anything (0,1) -> eat_before = 0 (no), eat_before = 1 (yes)
- k. ate something (snack, meal) -> eat_sth = 1 (snack), eat_sth = 2 (meal)
- l. how hungry (1-7) -> hungry_index
- m. gender (m,f, nb)
- n. age
- o. race
- p. HS zipcode
- q. political (1-7) -> political_index
- r. where_eat (campus, restaurant, at home, takeout)

- s. What do you think are the first three ingredients on the ingredient list?
(textinput)
- t. how many friends family members farmer (0-10)
- u. how many friends veg (0-10)
- v. know purpose (0,1)

2. Constructed Variables

- a. Incentivized factual questions about the video content
 - i. facts_correct = # correct out of 8
 - ii. facts_animalwelfare = # pro-animal minus – # pro-farmer or pro-meat
 - iii. Can do standardized version of above
- b. Animal intelligence attitude
 - i. animal_intelligence: add all questions on animal intelligence and standardize.
- c. Animal welfare attitude
 - i. attitudes_animalwelfare: add all questions animal welfare attitudes and animal intelligence, reverse code farmer questions, and standardize.

3. Simple Hypotheses

- a. H1 (Meat compared to veg decreases watching FacF video)
 - i. show CDFs
 - ii. proportions test
- b. H2 (Meat compared to veg increases watching ProF video)
Analogous analysis as part (a)
- c. H3a (Subjects belief: meat increases credibility of ProF video)
 - i. t-test
- d. H3b (Subjects belief: meat decreases credibility of FacF video)
 - i. t-test

4. Regression Hypotheses

- a. H4 (Videos affect outcomes: meat compared to veg increases pro-farm disposition/decreases pro-animal disposition, voting, donation, and petition)
outcome_i =

$$\beta_0 + \beta_1 \text{meat_condition}_i + \sum_{i=1}^3 \gamma_i \text{video_assigned}_i + \beta_2 W F_i + \beta_3 W P_i + \epsilon_i$$

outcomes: facts correct (OLS), facts animal welfare (OLS), animal attitude (OLS), donation (tobit), voting (logit), petition (logit)

- b. H5 (Mediation Analysis: How are the effects of the videos mediated by credibility, facts_animalwelfare and attitudes_animalwelfare)
 - i. Details depend on results found above.
- c. H6 (Heterogeneous treatment Effects on information choice)
$$WF_i = \beta_0 + \beta_1 \text{meat_condition}_i + \beta_2 \text{moderator}_i + \beta_3 \text{moderator}_i \times \text{meat_condition}_i + \epsilon_i$$

moderators: female, white, liberal, veg family, veg friends