

**Print View**

Please note that filters and placeholders can not work in the print view. Display of questions that are included via PHP code is limited.

**Tip:** Enable the "print background images" option in the print settings of your browser. Otherwise the browser may incompletely print sliders and custom inputs (or export them incompletely to a pdf).

Galley-proof  
  Variable View  
  Table (download)  
  Filters  
  PHP Code

**Page 01**

**Welcome**

You are now taking part in a scientific study. Please read the following instructions carefully. Everything that you need to know in order to participate in this study is explained below. In this study you will be asked about nutrition habits and decision making. Vegetarians and vegans are not suited for this study and should not go further. To participate, you must also be able to understand english. If you are not confident with english, please do not go further. If you have already participated in this study, please do not go further.

This study is split in two parts. You will complete the first part now by answering an online questionnaire. Then, you will be invited to the second part that will take place in the laboratory of the University of Fribourg.

During the course of the study you can earn points, which is a currency for this study. For completing the first part, you earn a minimum of 300 points. During the study, you will also get the opportunity to gain points. It will always be clear when and how you can gain points.

**The exchange rate will be 100 points = 1 CHF.**

If you choose not to show up to the second part of the study in the laboratory, you will lose all your earnings. For completing the second part in the lab, you earn an extra 1'200 points. You will also get opportunities to earn extra points in the second part of the study. All your earnings for both parts of the study will be exchanged into cash at the end of the laboratory session.

Please complete the survey personally, do not use your computer for any other purposes and do not use your phone unless asked to.

**Page 02**

**1. Please provide the following information. These pieces of information will only be used to send you the e-mail invitation to the lab experiment and will not be linked to your answers in order to ensure anonymity.**

E-mail

First Name

Last Name

**Page 03**

**2. Please answer the below regarding your personal eating habits.**

Please select how often you have eaten the following products in the past month

	Never	Less than once a week	Once a week	2-4 times a week	5-7 times a week	Everyday	More than once a day
Red meat (e.g. beef, pork, horse)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starchy foods (e.g. wheat, bread, pasta, rice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy products (e.g. milk, yoghurt, cheese)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pulses (e.g. lentils, chickpeas, beans)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White meat (e.g. chicken, turkey)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 7, with 1 = not hungry at all and 7 = extremely hungry, how hungry are you right now?

1   2   3   4   5   6   7

                

Did you eat anything in the past two hours? Please select all the relevant answers.

Eggs

Fish

I ate something else

White meat

Fruits

Pulses (lentils, chickpeas, etc.)

Starchy foods (bread, pasta, rice, etc.)

Vegetables

Red meat

Dairy products

I did not eat in the past two hours

**Page 04**

Please answer the questions below as truthfully as possible. There is no right or wrong answer.

What is your gender?

female

other

male

How old are you?

I am  years old.

What religion do you associate with?

Judaism

Christianity

Islam

Hinduism

Buddhism

I would rather not say

Not religious

Which is the country, you're currently living in?

Country:

What country are you originally from? (chose the one you feel applies the most to you)

Country:

What is the highest level of education you have completed?

Secondary school

College/Gymnasium/Lycée

Bachelor or equivalent

Master or equivalent

Phd

No qualifications

If you have studied or are studying, what faculty do your studies belong to?

Theology

Humanities

Law

Science and Medicine

Management, economics and social sciences

Not applicable

What do you do professionally?

Pupil/in school

Training/apprenticeship

University student

Employee

Civil servant

Self-employed

Unemployed/seeking employment

Other:

What is your monthly net income?

	Far left	Left	Center left	Center	Center right	Right	Far right	I don't know
Where do you view yourself on the political spectrum?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Page 05**

You will now face a series of statements. Please indicate to which extent you agree or disagree with these statements.

There are no right or wrong answers. You cannot gain or lose points here.

**Use the below scale where 1 = strongly disagree, 4 = neutral and 7 = strongly agree.**

	1	2	3	4	5	6	7
It's normal to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable to eat meat because the animals killed for our consumption do not really suffer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable to eat some animals because they are raised for this purpose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is immoral to harm animals for the production of food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way meat is produced in Switzerland is morally wrong.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
God created animals for us to eat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's natural to eat meat, it's written in our genes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating meat is healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating meat may be bad for the environment, but no more so than eating vegetables or cereals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like meat too much to stop eating it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals are mostly treated well in farms in Switzerland.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable to eat meat because the animals killed for our consumption have lower intellectual capacities than humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating meat is necessary for good health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Page 06**

You will now face a series of statements. Please indicate to which extent you agree or disagree with these statements.

There are no right or wrong answers. You cannot gain or lose points here.

**Use the below scale where 1 = strongly disagree, 4 = neutral and 7 = strongly agree.**

	1	2	3	4	5	6	7
I always choose food options considering if they are healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deforestation is a major concern for humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy food gives me satisfaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living a healthy lifestyle is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prioritise tasty food over healthy food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself sympathetic to environmental protection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to vote for politicians who care about the environment and the animal welfare.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to sign a petition against intensive farming if the opportunity came to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself empathetic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserving jobs is more important than reducing CO2 emissions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to reduce my consumption of meat in the (near) future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing human induced climate change should be a priority for governments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can usually understand and share feelings from others quite easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Page 07**

You will now face a series of 8 factual questions.

Each of these questions has one and only one right answer. Please tick the correct answer. If you are not sure, you can take a guess. There are no negative points for wrong answers.

**Each correct answer will add 50 points to your earnings.**

```
PHP code
if (isset($questions)) {
    $questions = array( // list of question IDs
        'KN01',
        'KN02',
        'KN03',
        'KN04',
        'KN05',
        'KN06',
        'KN07',
        'KN08'
    );
    // shuffle list randomly
    shuffle($questions);
    // cache rotation in case page is repeated
    registerVariable('questions');
}
// go through list of questions ID for ID
// and show corresponding question each time
foreach ($questions as $id) {
    question($id);
}
```

**Page 08**

**Your personal 8 characters combination**

Please note down the 8 characters below or take a photo of them with your phone (or both).

You will be required to enter these 8 characters to participate in the second part of the experiment in the laboratory. Losing this 8 character combination will mean that you cannot start the second part of the experiment and will lose all of your earnings.

```
PHP code
$chars = '0123456789ABCDEFHGKLMNPQRSTUUVWXYZ';
$length = 8;
$s = '';
$maxChar = strlen($chars)-1;
for ($i=0; $i<$length; $i++) {
    $random = mt_rand(0, $maxChar);
    $s.= $chars[$random];
}
put('RN05_01', $s);
$html_code = "<h3>Your personal 8 character combination is: ".$s."</h3>";
html($html_code);
```

If you lose your personal 8 characters combination, you could still retrieve it by giving us a personal secret word. This can be anything you choose. The name of your pet, your favorite movie, your city of origin...

Note, you might still be excluded if you lose your 8 characters combination and remember your personal secret word, if another participant chose the exact same secret word as you.

So please, do not lose your personal 8 characters combination.

Please also note this personal secret word down and take it to the second part of the experiment.

My personal secret word is

Only click next once you have noted both down.

**Last Page**

**Thank you!** You have now completed the first part of the study.

You have earned at minimum **300 points**, and a **maximum of 700 points**, depending on your answers to factual questions. The amount you earned is credited to **your personal 8 character combination**. Please do not lose it, or else you will lose your earnings.

Please make sure that you attend the laboratory session for the second part of the study. You will receive an e-mail invitation to participate to the second part of the study within the next weeks. Compensation is awarded only to participants who attend the second part of the study.