

ANALYSIS PLAN FOR INFORMATION AVOIDANCE IN MORAL DECISIONS: AN EXPERIMENT ON MEAT CONSUMPTION

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Update in August 2022

On February 11, 2022, we pre-registered the hypotheses and analysis plan for the project entitled “Information avoidance in moral decisions: an experiment on meat consumption.” This update notes that we keep the plan as it is, but we discontinue one of its experimental treatments, *T-Future*, due to exogenous constraints.

By June 2022, we have exhausted the pool of participants in our lab and a large part of our funding without having reached the planned number of observations (of 70 per treatment). The reason might be that our eligibility criteria for participating in this lab experiment are restrictive (e.g. no dietary restrictions, fluent in English) such that we had to conduct many sessions with fewer participants than expected. We will continue data collection at another lab, but focus on one instead of two treatments, besides the control.

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That is, we keep the original experimental design, the hypotheses and the analysis plan (of 2022-02-11) as it is, but discontinue what is called the Future treatment, *T-Future*.

T-Future is a variation of the other treatment *T-Past*. Both differ from the control treatment *T-Control* by the intervention that participants are served meat. Subjects in *T-Past* are served meat before their WTP, attitudes and knowledge are elicited. Subjects in *T-Future* are served meat after their WTP, attitudes and knowledge are elicited. The literature that we used to develop our hypotheses and our hypotheses are agnostic about any differences between *T-Past* and *T-Future*. They postulate the differences of both these treatments to the control treatment *T-Control*, in which participants are not served any meat.

To allocate treatments to sessions, the computer had randomly drawn a sequence of the three treatments. We have strictly followed this sequence. As it happened, we have had 40 participants in *T-Control*, 40 participants in *T-Past*, and only 28 in *T-Future*. We will strictly stick to the originally drawn sequence, which gives us the order of *T-Control* and *T-Past*. *T-Past* might now just be called *the* treatment or *T-Meat*.