

# Veganism - Copy (Masters)

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## Start of Block: Consent

**Your informed consent is being sought for research. Participation in the research is voluntary. The purpose of the research:** We will collect responses to different arguments and use them in combination with our work on topic models to identify features of arguments that correlate with persuasive arguments.

**The expected duration of the subject's participation:** 5-10 minutes.

**The procedures that the subject will be asked to follow in the research:**

Subject participants will be completing an online survey.

We will collect general demographic information (age, gender, ethnicity, highest level of education, household income level) and information on dietary preferences before showing two arguments (for veganism) at a time. We ask the subject participants to indicate which of the two arguments they find more convincing. This will be repeated for a total of five pairs of arguments.

**The reasonably foreseeable risks or discomforts to the subject as a result of participation:** No foreseeable risks. Looking at a computer screen is required.

**The benefits to the subject or to others, e.g., society that may reasonably be expected from the research:** This study is aimed at improving topic models. Improved causal inference with text as treatment will help social scientists to gain a better understanding of what features of text have effects on readers, i.e. understanding what features drive persuasiveness. This could in turn help with designing better educational campaigns, i.e. on climate change.

**The alternative procedures, if any, that might be advantageous to the subject:** Not applicable.

Additional information about the study:

### **Confidentiality:**

All records will be anonymous by design as the online survey vendors only provide us with fully anonymized data.

Research records will be stored securely in a locked cabinet and/or on password-protected computers. The research team will be the only party that will have access to your data.

### **Compensation:**

Compensation will be made in line with the quoted rate from the task advertisement on the originating platform (i.e. Prolific, Lucid, AWS, etc.)



ConsentConfirm I hereby give my consent to be the subject of the research.

☐ I consent, proceed to survey. (2)

End of Block: Consent

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Start of Block: Demographics

Age How old are you?

- ☐ Under 18 (1)
- ☐ 18-24 years old (2)
- ☐ 25-34 years old (3)
- ☐ 35-44 years old (4)
- ☐ 45-54 years old (5)
- ☐ 55-64 years old (6)
- ☐ 65+ years old (7)

Gender How do you describe yourself?

- ☐ Male (1)
  - ☐ Female (2)
  - ☐ Non-binary / third gender (3)
  - ☐ Prefer to self-describe (4)
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☐ Prefer not to say (5)

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RaceEthnicity Choose one or more races that you consider yourself to be

- ☐ White or Caucasian (1)
  - ☐ Black or African American (2)
  - ☐ American Indian/Native American or Alaska Native (3)
  - ☐ Asian (4)
  - ☐ Native Hawaiian or Other Pacific Islander (5)
  - ☐ Other (6)
  - ☐ Prefer not to say (7)
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Education What is the highest level of education you have completed?

- ☐ Some high school or less (1)
  - ☐ High school diploma or GED (2)
  - ☐ Some college, but no degree (3)
  - ☐ Associates or technical degree (4)
  - ☐ Bachelor's degree (5)
  - ☐ Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.) (6)
  - ☐ Prefer not to say (7)
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HouseholdIncome What was your total household income before taxes during the past 12 months?

- ☐ Less than \$25,000 (1)
- ☐ \$25,000-\$49,999 (2)
- ☐ \$50,000-\$74,999 (3)
- ☐ \$75,000-\$99,999 (4)
- ☐ \$100,000-\$149,999 (5)
- ☐ \$150,000 or more (6)
- ☐ Prefer not to say (7)

End of Block: Demographics

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Start of Block: Pre-Treatment Items



DietGrid In the **past two weeks**, how often have you eaten the following?

	0 times (1)	1-3 times (2)	3-5 times (3)	6+ times (4)
Meat (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish & Seafood (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy (e.g. Milk, Cheese) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soy products (e.g. tofu, soy milk) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Pre-Treatment Items

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Start of Block: Comparisons

brief

In this section, you will be asked to read 5 pairs of arguments and choose the one that you find more persuasive by clicking on it. Please take your time and answer according to what you personally find more persuasive.

Note that during each comparison, the 'Next Page' button will appear after 20 seconds.

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Page Break

Delay Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

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Comparison 1 1/5 Which argument do you think is more persuasive?

Argument A

Argument B

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Page Break

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Last Click (2)  
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Comparison 2 2/5 Which argument do you think is more persuasive?

Argument A

Argument B

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Page Break

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Attention Check 1 If you're paying attention to this question, then choose the option corresponding to "seven".

What is  $2 + 3$ ?

☐ 5 (1)

☐ 2 (2)

☐ 3 (3)

☐ 7 (4)

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Page Break



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Comparison 3 3/5 Which argument do you think is more persuasive?

Argument A

Argument B

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Page Break

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Comparison 4 4/5 Which argument do you think is more persuasive?

Argument A

Argument B

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Page Break

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Delay Timing  
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Page Submit (3)  
Click Count (4)

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JS

Comparison 5 5/5 Which argument do you think is more persuasive?

Argument A

Argument B

End of Block: Comparisons

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Start of Block: Attention Check 2



Q51 Which of the following themes best describes the 10 arguments you just read?

- ☐ Arguments for adopting a vegetarian/vegan diet (2)
- ☐ Arguments against animal cruelty (3)
- ☐ Arguments for political participation (4)
- ☐ Arguments against abortion (5)

End of Block: Attention Check 2

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Start of Block: Post-treatment

JS

post1 Below are the five arguments that you selected as more persuasive.

Select the one that you think is MOST persuasive among these.

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open1 What about this argument makes it more persuasive than the others?

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Page Break 

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dietCheck Do you have any dietary restrictions, either medical or ethical?  
(e.g. gluten intolerance, vegetarian, etc.)

If so, please write them in the box below.

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End of Block: Post-treatment

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Start of Block: Debrief

debriefText

This has been part of a study aimed at identifying the features of arguments that make them persuasive. In this survey, the arguments that were shown to you were randomly selected from a list of arguments for adopting a vegetarian/vegan lifestyle. Our aim as researchers is to understand what it is about an argument that makes it persuasive, and how this may relate to the listener of the argument.

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debriefOpen Finally, if there you wish include additional comments for the researchers, please feel free to write them in the box below.

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