Mushroom, cheese, meat and disgust\_single panels

Start of Block: Opening statement

Q1.1   
  
**Informed Consent Form**  
**Introduction**This study collects information about consumers' opinions on aspects of three different foods.   
**Procedures**You will be shown a drawing of a food product and asked to complete a short questionnaire. **Risks/Discomforts**  
There appear to be no risks and discomforts associated with the study, although you may find some images unpleasant to watch.  
**Confidentiality** All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). **Compensation**  
You will receive the compensation as indicated on the Prolific website. **Participation**  
Participation in this study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely.  
**Questions about the research**   If you have questions regarding this study, you may send an email to h.n.j.schifferstein@tudelft.nl (Dr. H.N.J. Schifferstein, Delft University of Technology, the Netherlands). 

End of Block: Opening statement

Start of Block: Consent

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Q2.1 I consent to participate in this study

* Yes (1)
* No (2)

End of Block: Consent

Start of Block: Prolific ID

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Q3.1 What is your Prolific ID?  
 *Please note that this response should auto-fill with the correct ID*

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End of Block: Prolific ID

Start of Block: Consumption of product

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Q4.1 How often do you normally eat the following food products?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | About 1-2 times a month (2) | About 1-2 times a week (3) | About 4-5 times a week (4) | Daily (5) |
| Mushrooms (1) |  |  |  |  |  |
| Meat (2) |  |  |  |  |  |
| Cheese (3) |  |  |  |  |  |

End of Block: Consumption of product

Start of Block: Response\_Mushroom1\_hightech

Q5.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q5.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q5.3 Please look carefully at the image below

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Q5.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom1\_hightech

Start of Block: Response\_Mushroom2\_medicinal use

Q6.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q6.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q6.3 Please look carefully at the image below

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Q6.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom2\_medicinal use

Start of Block: Response\_Mushroom3\_manure

Q7.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q7.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q7.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q7.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom3\_manure

Start of Block: Response\_Mushroom4\_taste

Q8.1 Please look carefully at the image below

|  |  |
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Q8.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q8.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q8.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom4\_taste

Start of Block: Response\_Mushroom5\_alien

Q9.1 Please look carefully at the image below

|  |  |
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Q9.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q9.3 Please look carefully at the image below

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Q9.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom5\_alien

Start of Block: Response\_Mushroom6\_hallucinogenic

Q10.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q10.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q10.3 Please look carefully at the image below

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Q10.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom6\_hallucinogenic

Start of Block: Response\_Mushroom7\_national dish

Q11.1 Please look carefully at the image below

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Q11.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| Page Break |  |

Q11.3 Please look carefully at the image below

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Q11.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom7\_national dish

Start of Block: Response\_Mushroom8\_Forest

Q12.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q12.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q12.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q12.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Mushroom8\_Forest

Start of Block: Response\_Cheese1\_delicacy

Q13.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q13.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| --- | --- |
| Page Break |  |

Q13.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q13.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese1\_delicacy

Start of Block: Response\_Cheese2\_Methane

Q14.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q14.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q14.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q14.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese2\_Methane

Start of Block: Response\_Cheese3\_hygiene

Q15.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q15.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q15.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q15.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese3\_hygiene

Start of Block: Response\_Cheese4\_caring

Q16.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q16.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q16.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q16.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese4\_caring

Start of Block: Response\_Cheese5\_flies

Q17.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q17.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q17.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q17.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese5\_flies

Start of Block: Response\_Cheese6\_mould

Q18.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q18.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q18.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q18.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese6\_mould

Start of Block: Response\_Cheese7\_underpaid

Q19.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q19.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| Page Break |  |

Q19.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q19.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese7\_underpaid

Start of Block: Response\_Cheese8\_natural cycle

Q20.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q20.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| --- | --- |
| Page Break |  |

Q20.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q20.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Cheese8\_natural cycle

Start of Block: Response\_Meat1\_Cancer

Q21.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q21.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| --- | --- |
| Page Break |  |

Q21.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q21.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat1\_Cancer

Start of Block: Response\_Meat2\_Nondigestible

Q22.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q22.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q22.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q22.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat2\_Nondigestible

Start of Block: Response\_Meat3\_Food culture

Q23.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q23.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| --- | --- |
| Page Break |  |

Q23.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q23.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat3\_Food culture

Start of Block: Response\_Meat4\_Blood

Q24.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q24.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q24.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q24.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat4\_Blood

Start of Block: Response\_Meat5\_Stamina

Q25.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q25.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q25.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q25.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat5\_Stamina

Start of Block: Response\_Meat6\_Animalssuffer

Q26.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q26.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q26.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q26.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat6\_Animalssuffer

Start of Block: Response\_Meat7\_Rich juicy texture

Q27.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q27.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q27.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q27.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat7\_Rich juicy texture

Start of Block: Response\_Meat8\_Ressources

Q28.1 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q28.2 In this image your see a food product in the center and an aspect that is highlighted in one of the corners.  
To what extent does the product aspect in the corner make you feel the following emotions?  
  
 **This product aspect makes me feel...**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q28.3 Please look carefully at the image below

|  |  |
| --- | --- |
|  |  |

Q28.4 Please indicate whether you agree or disagree with the following statements about the product aspect in the corner.  
   
 **The image depicts a product aspect that…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| is important to me (1) |  |  |  |  |  |  |  |
| may have a large impact on people’s lives (2) |  |  |  |  |  |  |  |
| I find irrelevant (17) |  |  |  |  |  |  |  |
| I am familiar with (4) |  |  |  |  |  |  |  |
| surprises me (16) |  |  |  |  |  |  |  |
| I am aware of (7) |  |  |  |  |  |  |  |
| I can easily imagine (5) |  |  |  |  |  |  |  |
| I find believable (6) |  |  |  |  |  |  |  |
| is untrue (18) |  |  |  |  |  |  |  |
| makes me feel sick (13) |  |  |  |  |  |  |  |
| evokes a lot of thoughts (15) |  |  |  |  |  |  |  |
| matches with my moral standards (14) |  |  |  |  |  |  |  |
| makes the product tasty (41) |  |  |  |  |  |  |  |
| makes the product healthy (42) |  |  |  |  |  |  |  |
| makes the product environment-friendly (43) |  |  |  |  |  |  |  |

End of Block: Response\_Meat8\_Ressources

Start of Block: Attention check question

|  |
| --- |
|  |

Q29.1 Please click "Strongly agree" to confirm that you are paying attention to this question.

* Strongly agree (1)
* Agree (2)
* Disagree (3)
* Strongly disagree (4)

End of Block: Attention check question

Start of Block: Math

Q30.1 And now for some math: Please calculate 3 times 5

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End of Block: Math

Start of Block: End of the study

Q31.1 If you have any comments on the questionnaire, please feel free to add them below.

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q31.2 Thank you for taking part in the study. Please click the "next" button to be redirected back to Prolific and register your submission.

End of Block: End of the study