

Developing a Set of Differently Valenced Farm Animal Pictures to Explore Effects on Meat Consumption


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INTRODUCTION

- Animal pictures on meat products might influence their consumption through different processes, such as resolving dissociation, eliciting emotions, or a licensing effect.
- These processes may differ based on whether the valence of a picture is positive, negative, or neutral.

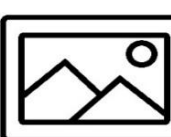
To assess the effect of animal pictures on meat consumption, **picture material of different farm animals with different valences is needed.**

METHODS




 $N = 41$ ($M_{age} = 33.59$, $SD = 15.86$)

 Within-subject design using LimeSurvey



 Rating 36 images based on elicited emotions ($\alpha = .92$)

How does this picture make you feel?

sad (0)		happy (100)
unwell (0)		well (100)
bad (0)		good (100)

CONCLUSION

- Positive, negative, and neutral pictures elicited significantly different responses.
- Within valence conditions, some pictures elicited the intended emotional response better than others.
- Pictures evaluated in this study can be used in future research
 - to investigate the effect of different animal pictures on meat consumption
 - to elicit positive, negative, or neutral emotional response in participants

RESULTS

CHICKEN

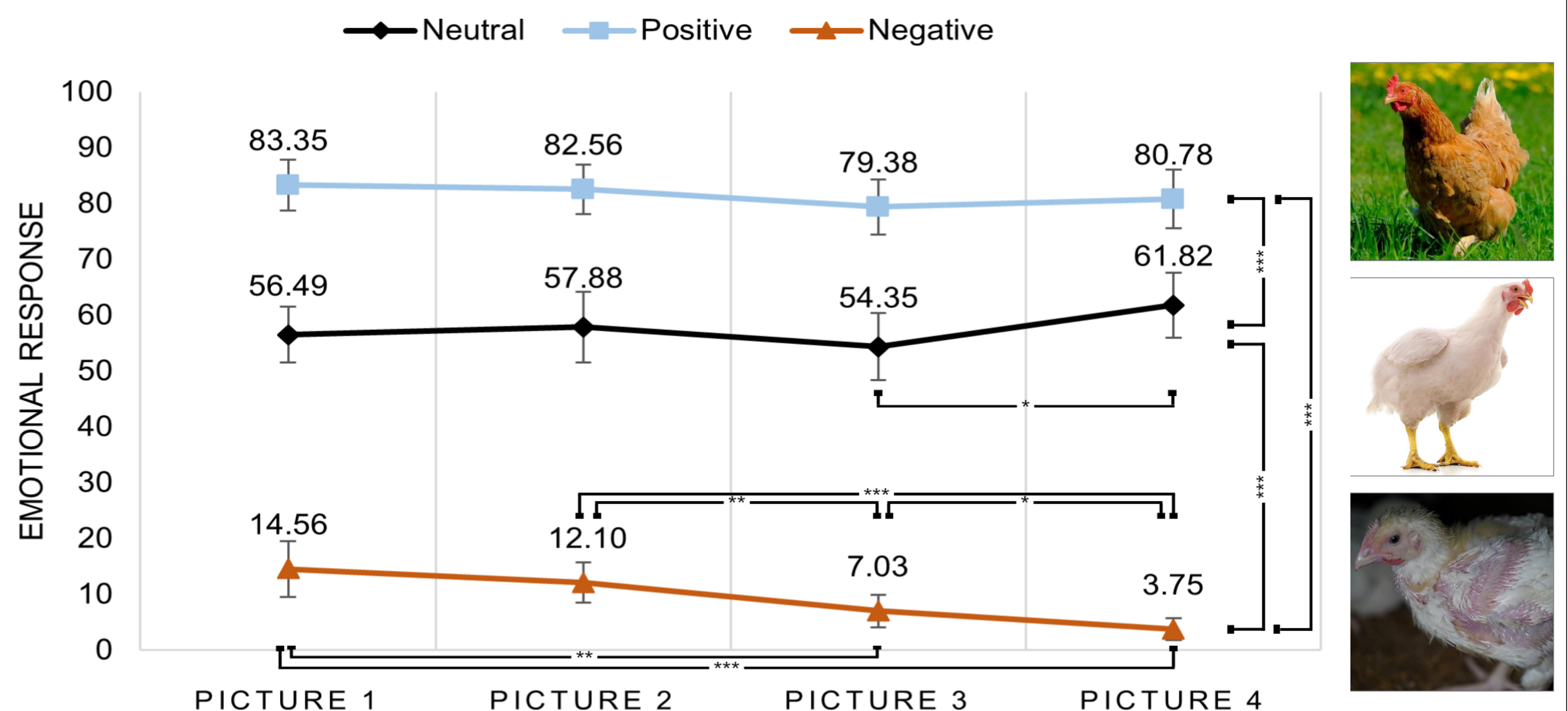


Figure 1. Mean emotional responses to each chicken picture, with 95% confidence intervals. Significant differences identified by post-hoc tests are highlighted (* $p < .05$; ** $p < .01$; *** $p < .001$). The interaction between valence and picture number was significant in a within-subjects ANOVA, $F(4.75, 189.96) = 6.36$, $p < .001$, $\eta_p^2 = .14$.

PIG

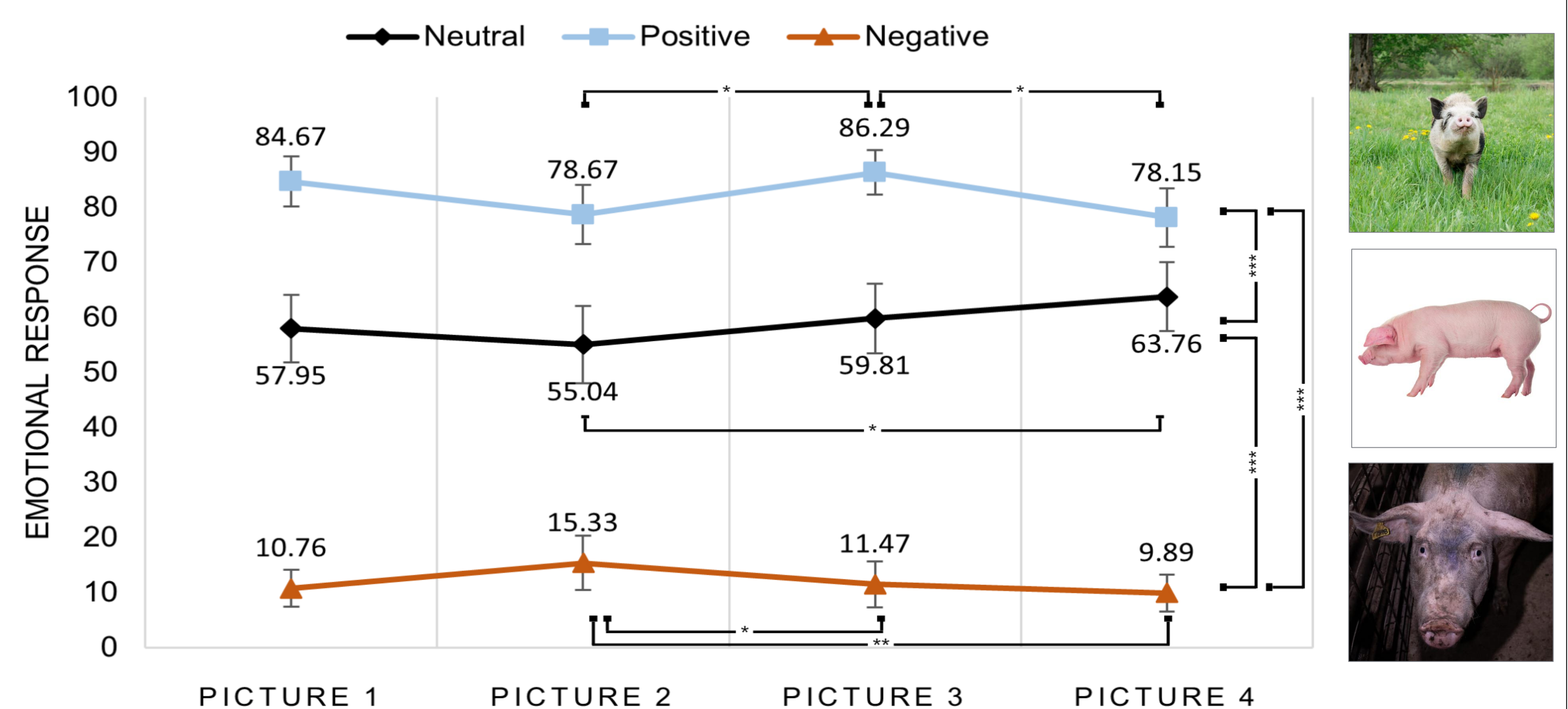


Figure 2. Mean emotional responses to each pig picture, with 95% confidence intervals. Significant differences identified by post-hoc tests are highlighted (* $p < .05$; ** $p < .01$; *** $p < .001$). The interaction between valence and picture number was significant in a within-subjects ANOVA, $F(4.64, 185.54) = 6.62$, $p < .001$, $\eta_p^2 = .14$.

CATTLE

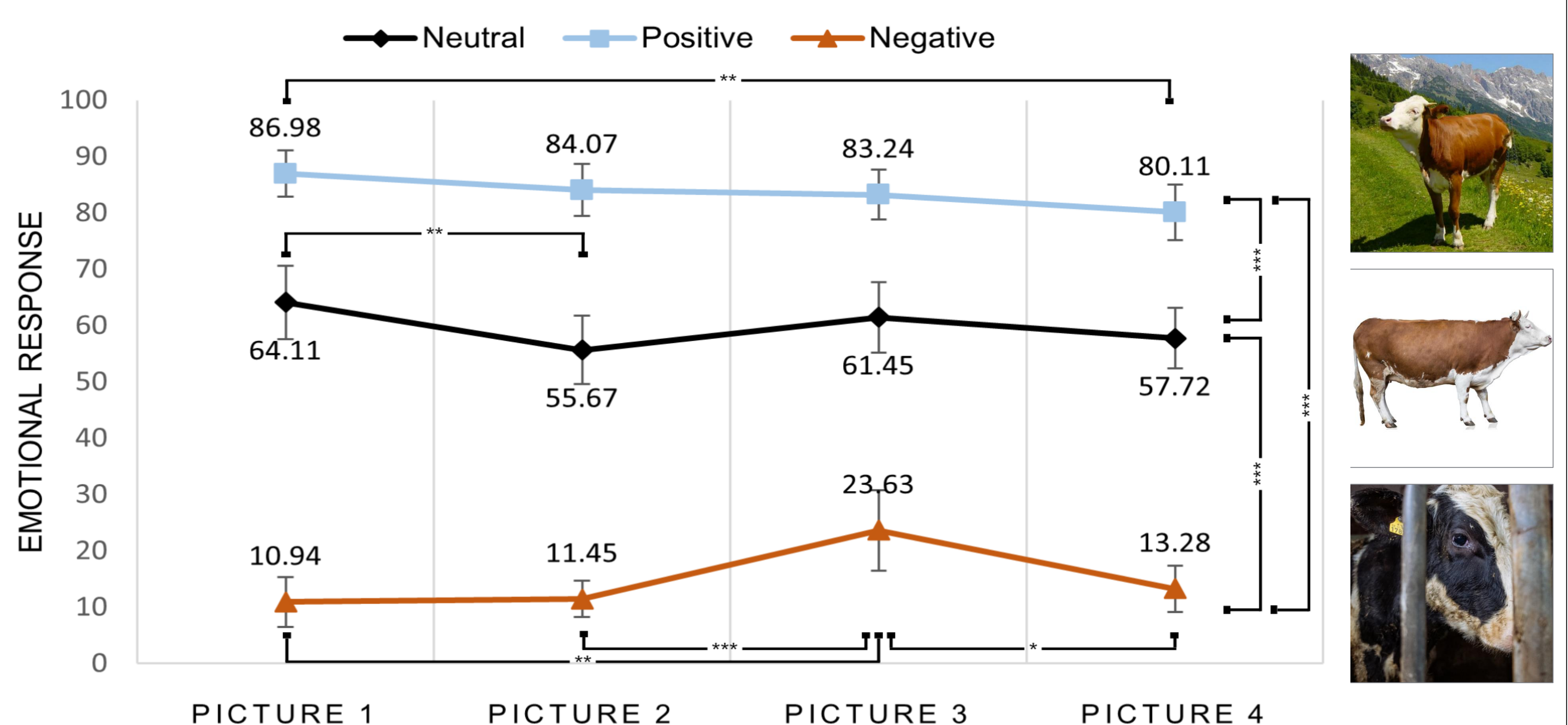


Figure 3. Mean emotional responses to each cattle picture, with 95% confidence intervals. Significant differences identified by post-hoc tests are highlighted (* $p < .05$; ** $p < .01$; *** $p < .001$). The interaction between valence and picture number was significant in a within-subjects ANOVA, $F(4.13, 165.32) = 6.82$, $p < .001$, $\eta_p^2 = .15$.

* The negative pictures are sourced from the Farm Transparency Project (<https://www.farmtransparency.org>)
* Positive and neutral pictures are stock photos, with licenses available on Adobe Stock and iStock