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Quantifying Attitudes and Narratives About Other Animals

Research Report

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Summary of findings

Introduction

This research aims to understand the dominant cultural narratives in the UK that perpetuate speciesism and identify those narratives that are most helpful in fostering attitudes supportive of animal freedom. By analysing these narratives, we seek to develop effective strategies to challenge harmful beliefs and amplify narratives that promote empathy and respect for other animals.

Method

The study surveyed 500 UK residents, representative of the population in terms of sex, age, and ethnicity. Participants responded to 106 statements about their attitudes towards other animals, with responses analysed using factor analysis to identify key narrative dimensions.

Results

1. Seven key narrative dimensions emerged:
 - a. **Justifications for Meat Eating (70% of population):** Encompasses beliefs about the necessity and naturalness of consuming meat.
 - b. **Animal Abilities and sentience (92%):** Recognises animals' cognitive and emotional capacities and supports their rights.
 - c. **Anthropocentrism (50%):** Views humans as superior and entitled to use animals.
 - d. **Welfarism (86%):** Supports humane treatment and welfare regulations for animals.
 - e. **Ethical Lifestyle (71%):** Endorses veganism or vegetarianism as ethical choices.
 - f. **Economic Justifications (87%):** Highlights the perceived economic importance of animal farming.
 - g. **Meat is Manly (19%):** Associates meat consumption with masculinity and

strength.

2. High moral standards for animal treatment: A significant majority (89.31%) believe it is morally wrong to harm animals, and 84.55% think animals deserve to live free from suffering. However, there is a notable disconnect between these views and the acceptance of eating meat, suggesting a potential underestimation of the harm caused by animal farming.
3. Perceptions of consent: While many respondents (88.51%) acknowledge that animals cannot consent to their use, there is inconsistency in how this belief is applied. For instance, fewer people oppose breeding animals for pets or farming despite recognising the issue of consent.
4. Perceptions of ownership: The survey reveals contradictions regarding animal ownership. While 62.38% support the right to own animals, only 33.07% agree with treating animals as property, indicating incomplete understanding of the implications of animal ownership.
5. Ethics of farming animals: There is a significant disconnect between public attitudes and ethical considerations regarding animal farming. Although 92.67% view eating meat as a personal choice, only 24.95% believe it doesn't harm anyone. Additionally, there is substantial opposition to industrial farming methods, with only 22.97% finding them

Introduction

Understanding the problem is the first step towards addressing it. By identifying and analysing the dominant cultural narratives that perpetuate speciesism and the helpful narratives that are the most salient, we can gain a comprehensive understanding of the discourse and beliefs that underlie societal attitudes towards other animals. This objective forms the foundation of our project, providing the background necessary to develop effective interventions to challenge and change these harmful narratives, and amplify and reframe helpful narratives.

The specific aims of this research were to map out the dominant harmful and helpful narratives within the general UK public. The study comprised a survey asking the participant's agreement with various statements reflecting different attitudes towards the way we use and relate to other animals. Responses were analysed using factor analysis, an approach which can identify the most influential response dimensions along which people vary. From this, we were able to quantify the degree to which the public endorse, or are polarised by, different narratives, and perform segmentation along these narratives.

Method

Participants

We recruited a UK representative (based on census data of Sex, Age, and ethnicity) sample of 500 participants to complete a survey through Prolific. The sample breakdown is summarised in table 1.

Table 1. *Sample breakdown by demographics of Sex, Ethnicity, and Age (Middle column = count, right column = percentage).*

	Sex	
Male	243	48.6%
Female	257	51.4%
	Ethnicity	
White	429	85.8%
Asian	35	7%
Black	16	3.2%
Mixed	10	2%
Other	10	2%
	Age	
18-27	98	19.6%
28-37	73	14.6%
38-47	92	18.4%
48-57	80	16%
58-150	157	31.4%

Procedure

A survey of 106 items was developed based on previous scales developed for measuring animal-related attitudes (Piazza et al., 2015), and our wider reading around possible narratives about our relationships with animals. The full list of items, along with the percentage of participants who agreed with each statement, are presented in Appendix one. Participants rated their agreement with each statement on a 7-point scale (from Strongly disagree to Strongly Agree). The order of the presentation of the items was fully randomised.

Results

We analysed the data using the 'psych' package in R. We first conducted a parallel analysis which determined that an eight factor solution would be the best fit. We then conducted this factor analysis on the survey responses using a varimax rotation. Eigen values and variance explained are presented in table 1.

Table 2. *Eigen values, variance explained, and other stats for each factor.*

Factor	Eigen value	Proportion variance explained	Cumulative variance explained
Meat eating justifications	34.26	0.17	0.17
Animal abilities	8.9	0.12	0.29
Anthropocentrism	3.83	0.08	0.37
Ethical lifestyle	2.16	0.05	0.42
Welfarism	1.59	0.04	0.47
Economic justifications	1.57	0.03	0.5
Meat is manly	1.32	0.02	0.52

Next, we interpreted the factors based on the variables with factor loadings which had absolute values greater than or equal to 0.5. As a result, the eighth factor was dropped, due to low loadings. The factor loadings table (with suppressed absolute values below 0.5) can be found in appendix two, and broken down by factor in tables 2-8.

Factor one: Justifications

The first factor seems to indicate a set of beliefs that attempt to justify eating meat. Many of these seem to fall on the "4 N's" of normal, natural, necessary, and nice (Piazza et al., 2015).

Table 3. Factor loadings for the meat-eating justifications factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

Item	Loading	%
A diet free from animal products is good for the environment.	-0.51	59.21%
A diet without meat lacks certain important nutritional elements.	0.83	53.47%
Animals are a necessary resource for human survival and comfort.	0.52	65.94
Eating animal products is a natural part of being human due to our biological makeup.	0.67	64.55%
Eating animal products is a part of the natural food chain or cycle of life.	0.71	73.27%
Eating meat brings me pleasure and satisfaction.	0.68	68.51%
Eating meat is a normal part of my culture and society.	0.59	85.15%
Eating meat is necessary for a balanced and healthy diet.	0.84	53.47%
Humans are designed to be omnivores, needing both plant and animal sources of food.	0.71	70.69%
I believe that meat is the most important source of protein.	0.79	47.92%
I believe that vegan or vegetarian diets can be healthy and nutritious.	-0.64	73.47%
I enjoy the taste and texture of meat.	0.69	78.42%
I was raised eating meat, and it feels normal to continue doing so.	0.74	74.26%
It's challenging to get certain essential nutrients without consuming meat.	0.75	64.36%
It's difficult to meet protein needs without consuming meat.	0.79	46.73%
It's important to support the meat industry for economic stability.	0.58	45.35%
It's normal and acceptable to consume meat for most occasions and celebrations.	0.67	70.69%
Killing animals for food is unnecessary.	-0.62	30.10%
Maintaining a healthy level of protein is challenging on a vegetarian or vegan diet.	0.78	56.24%
Meals feel incomplete to me without a portion of meat.	0.62	38.02%
Meat is a crucial source of protein that is hard to replace.	0.85	59.01%
Our ancestors ate meat, and it's natural for us to do the same.	0.69	66.34%
People can eat what they like, but they shouldn't tell others not to eat meat.	0.52	79.80%
Plant-based sources of protein are inferior to meat.	0.65	37.43%
Some of my favourite meals or dishes contain meat.	0.72	80.00%
The environmental impact of farming animals is a necessary trade-off for food production.	0.50	45.35%
The flavour that meat adds to dishes is irreplaceable.	0.72	52.67%
The meat, dairy, and egg industries are crucial for the economy, providing jobs and revenue.	0.52	71.88%

Factor two: Animal abilities

This narrative encompasses attitudes of respect and recognition for animals' cognitive and emotional abilities.

Table 4. Factor loadings for the animal abilities factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

Item	Loading	%
All animals have conscious experiences and feelings.	0.57	74.06%
Animals are capable of experiencing complex emotions.	0.62	72.48%
Animals deserve legal rights that protect them from harm and exploitation.	0.55	75.05%
Animals should be recognized as sentient beings who feel pain and emotions.	0.68	84.16%
Animals should be respected for their cognitive abilities.	0.70	78.81%
Animals should not be denied their rights to be free from harm or exploitation.	0.52	73.47%
Expanding the rights and protections for animals represents social progress.	0.54	75.05%
I believe animals are capable of feeling emotions similar to humans.	0.70	75.05%
I believe animals have a right to life and freedom, similar to humans.	0.64	70.89%
I consider my pet(s) to be a part of my family.	0.66	79.01%
It's important to consider the emotional lives of animals in our interactions with them.	0.66	85.15%
It's normal to mourn the loss of a pet as you would mourn the loss of a human family member	0.65	88.32%
It is morally wrong to cause harm or suffering to animals.	0.53	89.31%
Many animal species possess intelligence levels similar to humans.	0.65	51.29%
Pets deserve the same love and care that you would give to human family members.	0.75	84.55%
Recognizing our kinship with animals fosters empathy towards them.	0.66	82.38%
Recognizing our kinship with animals fosters respect towards them.	0.64	81.19%
The bond between humans and their pets is an important relationship.	0.67	93.66%
The intelligence of animals is often underestimated.	0.66	82.38%
Using animals for scientific research is unethical because they cannot consent.	0.55	60.59%

Factor three: Anthropocentrism

A form of speciesism which views humans as unique, more valuable, at the top of a hierarchy, and that animals can be owned and exploited.

Table 5. Factor loadings for the anthropocentrism factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

Item	Loading	%
Different species have different levels of worth or rights.	0.59	40.00%
Human life is more valuable than the life of other animals.	0.68	50.30%
Humans have a unique value that sets them apart from other animals.	0.66	61.98%
Humans have the ability and right to control nature, including animals.	0.58	31.88%
Humans have the right to use animals for their needs because they are superior.	0.59	19.60%
Humans inherently have more value and rights than other animals.	0.66	48.91%
I believe that animals can be bought, sold, or traded, similar to goods or objects.	0.51	47.92%
It's acceptable to prioritise human needs over the needs of other species.	0.67	52.28%
It's appropriate to consider animals as property or possessions.	0.60	33.07%
The legal system should continue to recognize animals as property.	0.55	36.04%
The needs and rights of some animals are more important than others.	0.52	39.41%

Factor four: Welfarism

This narrative emphasises support for the 'ethical' treatment of animals and regulations ensuring animal welfare in farming.

Table 6. Factor loadings for the welfarism factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

Item	Loading	%
Animals used for food, clothing, or other purposes should be treated humanely.	-0.55	96.04%
Humans are not a part of nature; they stand apart from it.	0.52	11.49%
I support standards and regulations that ensure the welfare of animals used in farming.	-0.58	94.06%

Factor five: Ethical lifestyle

This narrative endorses veganism or vegetarianism as a beneficial and ethically preferable lifestyle.

Table 7. Factor loadings for the ethical lifestyle factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

	Item Loading	%
A diet free from animal products is good for the environment.	0.51	59.21%
Society's acceptance of veganism/vegetarianism is a sign of moral advancement.	0.56	54.85%
Veganism/vegetarianism is a positive step towards preventing animal suffering.	0.60	62.38%

Factor six: Economic justifications

The narrative of the perceived economic importance of the meat, dairy, and egg industries, especially for sustaining rural communities.

Table 8. Factor loadings for the economic justifications factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

	Item Loading	%
Rural communities often depend on animal farming for their livelihood.	0.54	89.31
The meat, dairy, and egg industries are crucial for the economy, providing jobs and revenue.	0.55	71.88

Factor seven: Meat is manly

This narrative revolves around cultural and gender-related stereotypes, associating meat-eating with strength, power, and masculinity.

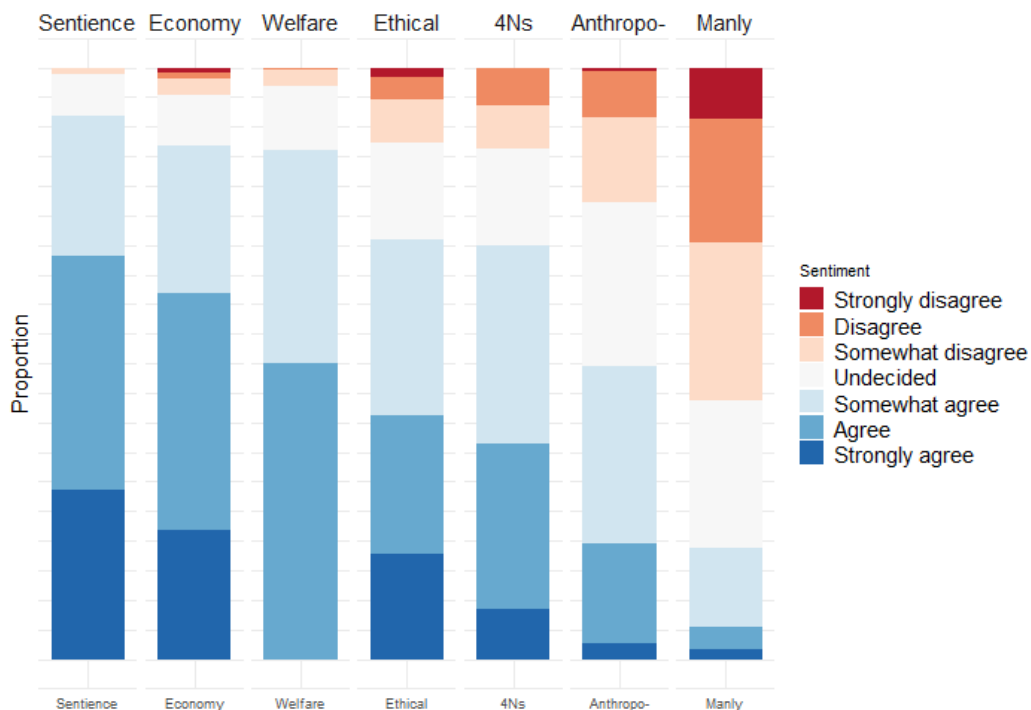
Table 8. Factor loadings for the meat-is-manly factor, and the percentage of the sample who agree (somewhat agree, agree, or strongly agree) with each statement.

	Item Loading	%
Eating meat is associated with strength and masculinity.	0.75	29.50%
Meat, especially red meat, represents power and dominance.	0.64	14.06%
Men in Western society are expected to enjoy and consume meat.	0.56	40.40%
Refusing meat can be seen as a sign of weakness or femininity.	0.57	9.50%

Measuring narrative support

Finally, we calculated the mean response on each factor by averaging responses from all questions with absolute factor loadings greater than or equal to 0.5. The distribution of agreement levels with each factor are presented in Figure 1.

Figure 1. Mean endorsement of each narrative, split by levels of agreement (strongly disagree to strongly agree).



Discussion

High moral standards for animal treatment

A significant majority of respondents (89.31%) believe that it is morally wrong to cause harm or suffering to animals, and 84.55% think that animals deserve to live free from suffering and exploitation. This suggests a strong ethical inclination toward animal treatment. However, there is a question of whether respondents have an accurate mental model of what "causing harm or suffering" entails. The disconnect between this view and the relatively high acceptance of eating meat as a personal choice (92.67%) could indicate that people may underestimate the extent of harm or suffering caused by practices like farming animals. Similarly, the data also highlights a possibly weak understanding of the meaning of rights and exploitation of animals. For example, 75.05% believe that animals deserve rights that protect them from harm and exploitation, and an equal number view expanding such rights as a sign of social progress.

Perceptions of consent

The concept of 'consent' appears to be differentially applied depending on the context in which animals are used. A very high percentage of respondents (88.51%) agree that animals cannot give informed consent to being used for human purposes. However, when it comes to specific practices, views diverge. For example, 60.59% believe using animals for scientific research is unethical due to their inability to consent, but only 26.93% find breeding animals for human use such as for 'pets' or farming to be unjust for the same reason. This suggests that while the public believe animals cannot give consent, the public's interpretation of what lack of consent means for animals may either be missing, or dependent on the practice in question. This could be due to differing perceptions of the necessity or benefit derived from these practices, such as scientific research versus pet breeding, or a lack of understanding about the need for consent at all.

Perceptions of 'ownership'

The survey reveals some contradictions that may indicate weak or incomplete mental models regarding animal ownership. While 62.38% believe humans have the right to own animals, only 33.07% find it appropriate to consider animals as property or possessions, or that they should be recognised as property under the law (36.04%). This may suggest that while people are generally comfortable with pet ownership, they are less willing to extend this to a view of animals as mere property. This inconsistency could be due to a lack of understanding about the conditions under which many owned animals live, especially in industries that rely on animal exploitation.

Perceptions of the ethics of farming animals

In the realm of food and farming practices, the survey reveals a marked disconnect between public attitudes and ethical considerations. A striking 92.67% of respondents assert that eating meat is a personal choice, yet just 24.95% agree with the notion that eating meat doesn't harm anyone. This discrepancy suggests a form of cognitive dissonance, indicating that people may not have reconciled their personal dietary choices with the ethical implications of animal suffering. This gap between personal behaviour and ethical belief could also point to weak or incomplete mental models about the realities of animal farming and its impact on animal welfare. Further emphasising this point, the data reveals significant public apprehension about industrial farming methods: only 22.97% find intensive animal farming acceptable, and a scant 6.93% support the use of growth hormones or antibiotics in animal farming. These low percentages highlight a pervasive concern over the ethical issues associated with industrial animal farming, yet this concern does not fully align with the high percentage of people who view eating meat as a personal choice, free from ethical quandary. Overall, the data suggests that while there is a level of ethical concern regarding how animals are treated in food production, this concern has not fully permeated the personal choices people make about consuming animal products.

References

Piazza, J., Ruby, M. B., Loughnan, S., Luong, M., Kulik, J., Watkins, H. M., & Seigerman, M. (2015). Rationalizing meat consumption. The 4Ns. *Appetite*, 91, 114-128.

Appendix one

Percentage of the sample who responded at least 'Somewhat agree' to each question.

Question	% Agree
Animals used for food, clothing, or other purposes should be treated humanely.	96.04%
I support standards and regulations that ensure the welfare of animals used in farming.	94.06%
The bond between humans and their pets is an important relationship.	93.66%
Farmed animals should be raised in conditions that meet their behavioural and physiological needs.	93.66%
It is important for society to continually improve its treatment of animals.	93.07%
Eating meat is a personal choice.	92.67%
Rural communities often depend on animal farming for their livelihood.	89.31%
It is morally wrong to cause harm or suffering to animals.	89.31%
Animals cannot give informed consent to being used for human purposes.	88.51%
It's normal to mourn the loss of a pet as you would mourn the loss of a human family member	88.32%
It's important to purchase products that are labelled as 'high welfare' or 'cruelty-free'.	85.35%
It's important to consider the emotional lives of animals in our interactions with them.	85.15%
Eating meat is a normal part of my culture and society.	85.15%
Pets deserve the same love and care that you would give to human family members.	84.55%
Animals deserve to live their lives free from suffering and exploitation.	84.55%
All animals, including humans, are part of a larger family of life.	84.55%
Animals should be recognized as sentient beings who feel pain and emotions.	84.16%
The intelligence of animals is often underestimated.	82.38%
Recognizing our kinship with animals fosters empathy towards them.	82.38%
Recognizing our kinship with animals fosters respect towards them.	81.19%
Some of my favourite meals or dishes contain meat.	80.00%
People can eat what they like, but they shouldn't tell others not to eat meat.	79.80%
Using animals for entertainment purposes (e.g., circuses, zoos) is morally unacceptable.	79.41%
I consider my pet(s) to be a part of my family.	79.01%
Animals should be respected for their cognitive abilities.	78.81%
I enjoy the taste and texture of meat.	78.42%
Human activities that cause suffering or death to animals are unjust.	78.22%
Humans and animals share a fundamental interconnectedness.	76.83%

The production and sale of animal products play a significant role in the national economy.	76.24%
Animals will always be used for human purposes.	76.24%
I believe animals are capable of feeling emotions similar to humans.	75.05%
Animals deserve legal rights that protect them from harm and exploitation.	75.05%
Expanding the rights and protections for animals represents social progress.	75.05%
I was raised eating meat, and it feels normal to continue doing so.	74.26%
All animals have conscious experiences and feelings.	74.06%
Animals should not be denied their rights to be free from harm or exploitation.	73.47%
I believe that vegan or vegetarian diets can be healthy and nutritious.	73.47%
Eating animal products is a part of the natural food chain or cycle of life.	73.27%
Animals are capable of experiencing complex emotions.	72.48%
The meat, dairy, and egg industries are crucial for the economy, providing jobs and revenue.	71.88%
I believe animals have a right to life and freedom, similar to humans.	70.89%
Humans are designed to be omnivores, needing both plant and animal sources of food.	70.69%
It's normal and acceptable to consume meat for most occasions and celebrations.	70.69%
Animals should not be used in entertainment (e.g., racing, circuses) as they cannot willingly participate.	70.30%
We should all try to reduce our meat consumption.	69.90%
The way a society treats animals is an indicator of a civilised society.	69.31%
Eating meat brings me pleasure and satisfaction.	68.51%
Our ancestors ate meat, and it's natural for us to do the same.	66.34%
Animals are a necessary resource for human survival and comfort.	65.94%
Eating animal products is a natural part of being human due to our biological makeup.	64.55%
It's challenging to get certain essential nutrients without consuming meat.	64.36%
Veganism/vegetarianism is a positive step towards preventing animal suffering.	62.38%
Humans have the right to own animals.	62.38%
Humans have a unique value that sets them apart from other animals.	61.98%
Choosing not to eat animal products is a more ethical lifestyle.	61.58%
Our evolutionary connection to animals should influence how we treat them.	60.99%
Using animals for scientific research is unethical because they cannot consent.	60.59%
Animals should not be exploited for human use or benefit.	60.20%
A diet free from animal products is good for the environment.	59.21%
Meat is a crucial source of protein that is hard to replace.	59.01%

Maintaining a healthy level of protein is challenging on a vegetarian or vegan diet.	56.24%
Society's acceptance of veganism/vegetarianism is a sign of moral advancement.	54.85%
Eating meat is necessary for a balanced and healthy diet.	53.47%
A diet without meat lacks certain important nutritional elements.	53.47%
The flavour that meat adds to dishes is irreplaceable.	52.67%
It's acceptable to prioritise human needs over the needs of other species.	52.28%
Many animal species possess intelligence levels similar to humans.	51.29%
Human life is more valuable than the life of other animals.	50.30%
Humans inherently have more value and rights than other animals.	48.91%
It is acceptable to use animals for human needs, such as food, clothing, and entertainment.	48.51%
I believe that animals can be bought, sold, or traded, similar to goods or objects.	47.92%
I believe that meat is the most important source of protein.	47.92%
It's difficult to meet protein needs without consuming meat.	46.73%
Farming or testing on animals is a necessary evil.	45.94%
The environmental impact of farming animals is a necessary trade-off for food production.	45.35%
It's important to support the meat industry for economic stability.	45.35%
It's normal that humans modify or control nature for their benefit.	42.77%
Men in Western society are expected to enjoy and consume meat.	40.40%
Different species have different levels of worth or rights.	40.00%
The needs and rights of some animals are more important than others.	39.41%
Meals feel incomplete to me without a portion of meat.	38.02%
Plant-based sources of protein are inferior to meat.	37.43%
Factory farming animals is necessary to meet the food demands of the human population.	36.83%
The legal system should continue to recognize animals as property.	36.04%
I see nothing wrong with using animals if it benefits humans.	33.66%
It's appropriate to consider animals as property or possessions.	33.07%
Humans have the ability and right to control nature, including animals.	31.88%
Killing animals for food is unnecessary.	30.10%
Eating meat is associated with strength and masculinity.	29.50%
I would stop eating meat if everyone else around me did as well.	29.31%
Only humans possess complex emotions and intelligence that other animals do not.	28.91%
The cultural heritage and long-standing traditions of using animals make it morally acceptable to continue using them for various purposes.	28.32%
Breeding animals for human use (pets, farm animals) is unjust as it ignores their inability to	26.93%

	consent.	
	Killing animals for food is unethical.	25.35%
	Eating meat doesn't hurt anyone.	24.95%
	The natural living world is separate from human society and civilization.	22.97%
Intensive farming of animals is an acceptable practice if it makes food more affordable.		22.97%
	Humans have the right to use animals for their needs because they are superior.	19.60%
Traditional practices involving the use and exploitation of animals are morally justified.		16.63%
	The primary value of animals lies in how they can be used by humans.	16.44%
Respecting and upholding cultural traditions that involve the use of animals is more		
important than questioning the ethics of their exploitation.		14.26%
	Meat, especially red meat, represents power and dominance.	14.06%
Changing the way we treat animals is impossible and attempts to do so are futile.		12.08%
	Humans are not a part of nature; they stand apart from it.	11.49%
	Refusing meat can be seen as a sign of weakness or femininity.	9.50%
I support the use of growth hormones or antibiotics in farming animals to increase		
production.		6.93%

Appendix two

Factor loadings for all items on each factor (Items with factor loadings whose absolute values are below 0.5 have been suppressed).

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
A diet free from animal products is good for the environment.	-0.51				0.51		
A diet without meat lacks certain important nutritional elements.	0.83						
All animals have conscious experiences and feelings.		0.57					
Animals are a necessary resource for human survival and comfort.	0.52						
Animals are capable of experiencing complex emotions.		0.62					
Animals deserve legal rights that protect them from harm and exploitation.		0.55					
Animals should be recognized as sentient beings who feel pain and emotions.		0.68					

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
Animals should be respected for their cognitive abilities.		0.70					
Animals should not be denied their rights to be free from harm or exploitation.		0.52					
Animals used for food, clothing, or other purposes should be treated humanely.				-0.55			
Choosing not to eat animal products is a more ethical lifestyle.					0.57		
Different species have different levels of worth or rights.			0.59				
Eating animal products is a natural part of being human due to our biological makeup.	0.67						
Eating animal products is a part of the natural food chain or cycle of life.	0.71						
Eating meat brings me pleasure and satisfaction.	0.68						

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
Eating meat is a normal part of my culture and society.	0.59						
Eating meat is associated with strength and masculinity.							0.75
Eating meat is necessary for a balanced and healthy diet.	0.84						
Expanding the rights and protections for animals represents social progress.		0.54					
Human life is more valuable than the life of other animals.			0.68				
Humans are designed to be omnivores, needing both plant and animal sources of food.	0.71						
Humans are not a part of nature; they stand apart from it.					0.52		
Humans have a unique value that sets them apart from other animals.			0.66				

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
Humans have the ability and right to control nature, including animals.			0.58				
Humans have the right to use animals for their needs because they are superior.			0.59				
Humans inherently have more value and rights than other animals.			0.66				
I believe animals are capable of feeling emotions similar to humans.		0.70					
I believe animals have a right to life and freedom, similar to humans.		0.64					
I believe that animals can be bought, sold, or traded, similar to goods or objects.			0.51				
I believe that meat is the most important source of protein.	0.79						
I believe that vegan or vegetarian diets can be healthy and nutritious.	-0.64						

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
I consider my pet(s) to be a part of my family.		0.66					
I enjoy the taste and texture of meat.	0.69						
I support standards and regulations that ensure the welfare of animals used in farming.				-0.58			
I was raised eating meat, and it feels normal to continue doing so.	0.74						
It's acceptable to prioritise human needs over the needs of other species.			0.67				
It's appropriate to consider animals as property or possessions.			0.60				
It's challenging to get certain essential nutrients without consuming meat.	0.75						
It's difficult to meet protein needs without consuming meat.	0.79						

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
It's important to consider the emotional lives of animals in our interactions with them.		0.66					
It's important to support the meat industry for economic stability.	0.58						
It's normal and acceptable to consume meat for most occasions and celebrations.	0.67						
It's normal to mourn the loss of a pet as you would mourn the loss of a human family member		0.65					
It is morally wrong to cause harm or suffering to animals.		0.53					
Killing animals for food is unnecessary.	-0.62						
Maintaining a healthy level of protein is challenging on a vegetarian or vegan diet.	0.78						

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
Many animal species possess intelligence levels similar to humans.		0.65					
Meals feel incomplete to me without a portion of meat.	0.62						
Meat is a crucial source of protein that is hard to replace.	0.85						
Meat, especially red meat, represents power and dominance.							0.64
Men in Western society are expected to enjoy and consume meat.							0.56
Our ancestors ate meat, and it's natural for us to do the same.	0.69						
People can eat what they like, but they shouldn't tell others not to eat meat.	0.52						
Pets deserve the same love and care that you would give to human family members.		0.75					

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
Plant-based sources of protein are inferior to meat.	0.65						
Recognizing our kinship with animals fosters empathy towards them.		0.66					
Recognizing our kinship with animals fosters respect towards them.		0.64					
Refusing meat can be seen as a sign of weakness or femininity.							0.57
Rural communities often depend on animal farming for their livelihood.						0.54	
Society's acceptance of veganism/vegetarianism is a sign of moral advancement.					0.56		
Some of my favourite meals or dishes contain meat.	0.72						
The bond between humans and their pets is an important relationship.		0.67					

Questions	Justifications	Sentientism	Anthropocentrism	Welfarism	Ethical lifestyle	Economy	Meat is manly
The environmental impact of farming animals is a necessary trade-off for food production.	0.50						
The flavour that meat adds to dishes is irreplaceable.	0.72						
The intelligence of animals is often underestimated.		0.66					
The legal system should continue to recognize animals as property.			0.55				
The meat, dairy, and egg industries are crucial for the economy, providing jobs and revenue.	0.52					0.55	
The needs and rights of some animals are more important than others.			0.52				
Using animals for scientific research is unethical because they cannot consent.		0.55					

Questions

Justifications Sentientism Anthropocentrism Welfarism Ethical lifestyle Economy Meat is manly

Veganism/vegetarianism is a positive step towards preventing animal suffering.

0.60

We should all try to reduce our meat consumption.

-0.50
