

Vegan Outreach – Pamphlet Impact Pilot Study Design

Overview

The primary purpose of this pilot study is to get a measure of absolute and relative impact of Vegan Outreach materials. The secondary purpose is to serve as a proof of concept for ReadingRewards. Vegan Outreach will provide the funding, and ReadingRewards will do the legwork of running the study. We will use Mechanical Turk to find people, pay them to read a pamphlet, ask reading comprehension questions to ensure they read the material, and ask survey questions to get a measure the effectiveness of the content. We will also issue a follow-up survey 4 weeks after reading to assess any subsequent changes in food consumption.

Task Overview

Title: Read pamphlet and answer survey on animal welfare, takes 15-20 min. (WARNING: This HIT may contain adult content. Worker discretion is advised.)

Fee: \$0.40 per qualified reader (plus additional \$0.04 fee to Amazon), equivalent to \$1.20/hr - \$1.60/hr hourly rate.

Targeting

We will screen for workers in the U.S. who have a decent MTurk history (>100 HIT's with >95% approval rate). According to Wikipedia, the MTurk population is mostly female and white, and is somewhat younger and more educated than the US population overall, which should be a good target audience, so we won't conduct additional screening.

Initial Pre-Reading Questions

- What is your gender?

Male

Female

Prefer not to answer

- How old are you?

- Which of the following best describes your highest achieved education level?

Some High School

High School Diploma

Some college

College degree

Graduate degree (Masters, Doctorate, etc.)

- Think back to the meals and snacks you have had in the last 7 days. How many different times did you eat or drink any of the following items, including as part of a mixed dish?

	7 or more times last week	4-6 times last week	1-3 times last week	Not last week, but I sometimes eat	Never
Red meat (beef, pork, etc.)					
Poultry (chicken, turkey, etc.)					
Fish or other seafood					
Milk or cheese					
Eggs					

- Do you have a pet? (Choose all that apply:)

- Dog
- Cat
- Bird
- Small mammal (Hamster, Guinea Pig, Ferret, Rat, etc.)
- Reptile (Lizard, Turtle, etc.)
- Other
- None

- How would you describe your diet? Choose all that apply

- Normal
- Low-fat
- Low-carb
- Gluten-free
- Pescetarian (vegetarian, but with fish)
- Vegetarian
- Vegan
- Kosher
- Paleo
- Other

Reading Material

Each MTurk worker will be randomly assigned to read one pamphlet, which will be displayed in a box on the webpage. Workers will not be able to read multiple pamphlets.

Pamphlets to test:

- Even if You Like Meat
- Your Choice
- Control Pamphlet – Immigrant Detention & Family Separation

http://www.afsc.org/sites/afsc.civicactions.net/files/documents/Newark%20Children%2527s%20Booklet_v4%20%282%29.pdf

Reading Comprehension Questions

Each chapter will have different reading comprehension questions. There will be 3 questions for each chapter. The worker must get at least two questions right in order to have the task approved.

Compassionate Choices / Even if You Like Meat

According to the pamphlet, over the course of a lifetime, a vegetarian can save:

- A. 200 chickens, turkeys, and pigs
- B. 2,000 chickens, turkeys, and pigs
- C. 20,000 chickens, turkeys, and pigs

According to the pamphlet, Emery suffered from:

- A. A clipped beak
- B. Splay leg
- C. A broken wing

The pamphlet tells a story of a factory farm worked dubbed "Two-Shot" because:

- A. He liked to cause extra pain by shooting animals twice
- B. He was able to kill two animals in one shot
- C. It often took him two bolt shots to kill an animal

Your Choice

If Kevin the male chick hadn't been rescued, he would have been killed because:

- A. He was too sick to walk
- B. Rooster meat does not taste as good as hen meat
- C. Males can't lay eggs
- D. All of the above

According to the pamphlet, Emily the pig:

- A. Can count to 10
- B. Figured out how to unlatch her cage and then released other pigs from their cages
- C. Didn't see sunlight for two years

The pamphlet states that pigs are at least as intelligent as:

- A. Mice
- B. Cats and Dogs
- C. Chimpanzees

Control Pamphlet – Immigrant Detention & Family Separation

Bassidi Sanogo, Qerem Beqiri, and Milca Kouame all:

- A. Woke up one day to find their fathers being detained
- B. Have been deported to countries they never knew
- C. Cannot go to college because they are undocumented

Florinda Beqiri is worried about her younger brother being deported to Macedonia because:

- A. He has low self-esteem
- B. He has Downs Syndrome
- C. He doesn't know anyone in Macedonia

Jocelyn Martinez is struggling because:

- A. She is worried about being deported
- B. Her sister has Downs Syndrome
- C. She has to raise her siblings without her mother

General Questions

- How emotionally impactful was the content to you?

Not at all impactful

Slightly impactful

Somewhat impactful

Very impactful

- How intellectually convincing were the pamphlet's arguments for you?

Not at all convincing

Slightly convincing

Somewhat convincing

Very convincing

- How likely is it that you will reduce animal products in your diet in the near future?

I'm already vegetarian, so no changes

Do not plan to make any changes

- Probably won't make any changes, realistically
- Might consider eating animal products less often
- Probably will consume fewer animal products
- Definitely will reduce consumption of animal products

Follow up survey

We will issue a special qualification in the Mechanical Turk system, allowing us to send out an optional follow-up survey to workers roughly 1 month after reading the article, to assess any subsequent changes in attitudes or behavior.

Task Overview

Title: Answer short follow-up questionnaire, 2-4 min.

Fee: \$0.35 per respondent

Questions

- Think back to the meals and snacks you have had in the last 7 days. How many different times did you eat or drink any of the following items, including as part of a mixed dish?

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Red meat (beef, pork, etc.)					
Poultry (chicken, turkey, etc.)					
Fish or other seafood					
Milk or cheese					
Eggs					

- How would you describe your diet? Choose all that apply

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- Vegetarian
- Vegan
- Kosher
- Paleo
- Other

- If your diet changed over the last month, what are the top two reasons you think contributed to the change?

Health reasons

Allergies

Environmental reasons

Animal cruelty

Social justice

Religious reasons

Like the taste better

Cost

Convenience

Changed where I get food or who prepares food for me because of other life changes

Seasonal variation

Other: _____

Don't know

Not applicable: I did not change my diet

- Did you read any of the following pamphlets through Mechanical Turk a month ago? Please check all that apply

Even if You Like Meat

Your Choice

Control Pamphlet – Immigrant Detention & Family Separation

Fake Pamphlet (that no respondents read)

None

- [If they did not select "None"] Do you think this pamphlet affected you, and if so, how?

Yes, I am eating differently.

Yes, I am eating the same but am thinking differently about farming practices.

Yes, I am thinking differently about pet cats and dogs.

Yes, in a different way: _____

Maybe a little.

No

Actionability of results

We expect the results to show that some pamphlets are more effective than others at convincing people to change their eating habits. This will help VO decide which pamphlets to focus on distributing. Segment analysis may be statistically significant, showing which arguments appeal to which segments. For a follow-up study, it may make sense to target the people who are most likely to go vegetarian, for example college-educated young females with pets.