

WAS WIR KAUFEN

SOPHIA SHEA | PAUL SONNLEITNER | KEVIN XIA

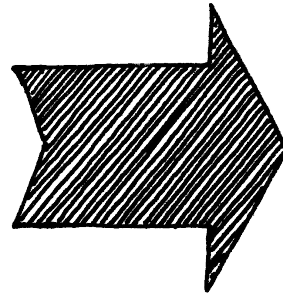
...parts. Product may contain traces of **peanuts, nuts, gluten (wheat), celery, mustard seeds, sesame** and milk.
Keep in a dry place (59°F - 68°F). Country of origin: Republic of Serbia.

AT / D Schaumzuckerware getunkt in Schokoladenkuvertüre (22%) Zutaten: Zucker, Glukosesirup, Wasser, Kakaomasse, Dextrose, Kakaobutter, Geliermittel: Agar - Agar, Säuerungsmittel: Citronensäure, **Eiweißpulver** (0,16%), Emulgator: Lecithine (**Soja**) und Polyglycerin-Polyricinoleat, natürliches Bananearoma (0,05%), Aromen, färbender Saflor-Extrakt. Kakao: mindestens 54% in der Schokoladenkuvertüre enthalten. Hinweis für Allergiker: Das Produkt kann Spuren von Erdnüssen, Schalenfrüchten, Gluten, Sellerie, Senfkörnern, Sesam und Milch enthalten. Trocken und vor Wärme geschützt lagern (15°C - 20°C). Importeur für Österreich: Atlantic Brands GmbH, Am Heumarkt 10, 1030 Wien, Österreich. Importeur für Deutschland: Natura GmbH, Wiesen Str.33, 73614 Schorndorf, Germany.

AL Produkt shkumëzues me përbërës çokollatë (22%) Përbërja: sheqer, sirup glukoze, ujë, kakao, dektroze, kakao gjalpë, mjetet për gjelatim (E 406), thartinë limoni (acid citrik), e bardha e vezës pluhur (0,16%), emulgator (lecitin sojës) dhe aromë natyrore e bananes (0,05%), aromë, ngjyrë natyrale: safflower ekstrakt. Veshia me çokollatë mund të përmbajë gjurmë të kikirilë.

Protein

So / Sa



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VS.



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KONSUM	RECHTFERTIGUNG
HÄNDE WASCHEN	ALTERNATIVE UMSTÄNDLICH
SPÜLMITTEL	NORMAL
TAXI	NOTWENDIG
REISEN	KEIN UNTERSCHIED
KONZERT	VERZICHT SCHWER

KONSUM	RECHTFERTIGUNG
HÄNDE WASCHEN MILCHPULVER	ALTERNATIVE UMSTÄNDLICH
SPÜLMITTEL EIER IN KUCHEN	NORMAL
TAXI B12 AUS RINDFLEISCH	NOTWENDIG
REISEN LEDERGELDBÖRSE	KEIN UNTERSCHIED
KONZERT KÄSE	VERZICHT SCHWER



VS.



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YOU HAVE SAVED:

How long have you been Vegan?

Years:

10

Months:

3

Metric

CALCULATE

LITRES OF WATER:

15,572,986

SQ.M OF FOREST:

10,472

ANIMAL LIVES:

3,740

KG OF GRAIN:

67,694

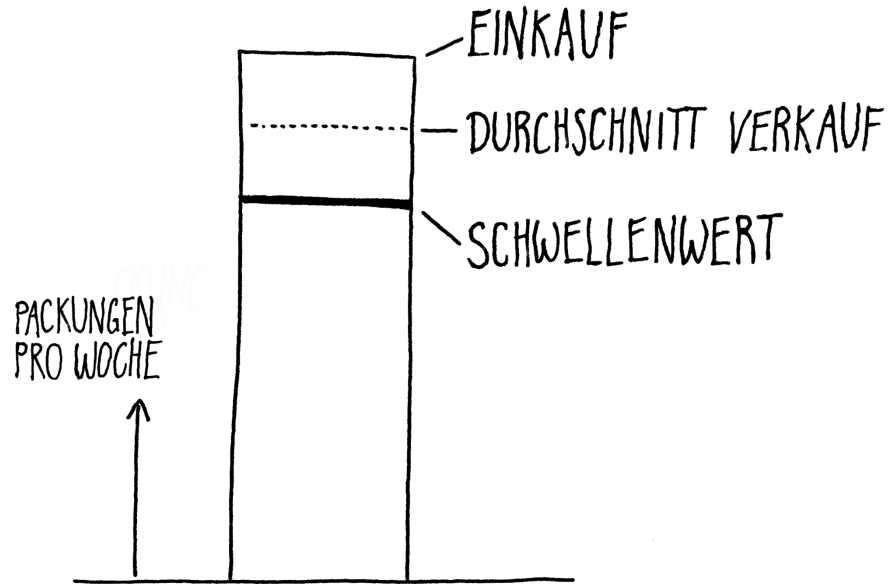
KG OF CO2:

34,034

STATISTIC SOURCE:
www.cowspiracy.com/facts

<https://thevegancalculator.com>

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SCHOKOBANANEN

VS.

TAXI

1 EI $\hat{=}$ 180 PACKUNGEN

1 HENNE $\hat{=}$ 300 EIER

→ 1 HENNE $\hat{=}$ 54000 PACKUNGEN

30 FAHRTEN PRO TAG

300 TAGE IM JAHR

8 JAHRE LEBENSDAUER

} 72000 FAHRTEN
IN LEBENSDAUER

1 TAXI $\hat{=}$ 2 RINDER

→ 1 RIND $\hat{=}$ 36000 FAHRTEN

YOU HAVE SAVED:

How long have you been Vegan?

Years:

10

Months:

3

Metric

CALCULATE

LITRES OF WATER:

0

KG OF GRAIN:

0

SQ.M OF FOREST:

0

KG OF CO2:

0

ANIMAL LIVES:

0 :(

STATISTIC SOURCE:
Tragic Reality :(

<https://thevegancalculator.com>

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TABLE 3: Short-Term and Long-Term Energy Consumption Adjusted for Baseline Energy Consumption

<i>Condition</i>	<i>Energy Consumption in Average Daily Kilowatt Hours (kWh)</i>			
	<i>Short Term</i>		<i>Long Term</i>	
	M	SE	M	SE
Environmental protection	14.12	.39	16.89	.81
Social responsibility	14.18	.41	17.52	.85
Self-interest	14.01	.40	17.45	.82
Social norm	12.97	.44	16.10	.93
Information control	14.42	.45	17.36	.94

Nolan et al. (2008)

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a

Informational message

Today is Election Day What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

I Voted

0 1 1 5 5 3 7 6
People on Facebook Voted

Social message

Today is Election Day What's this? • close



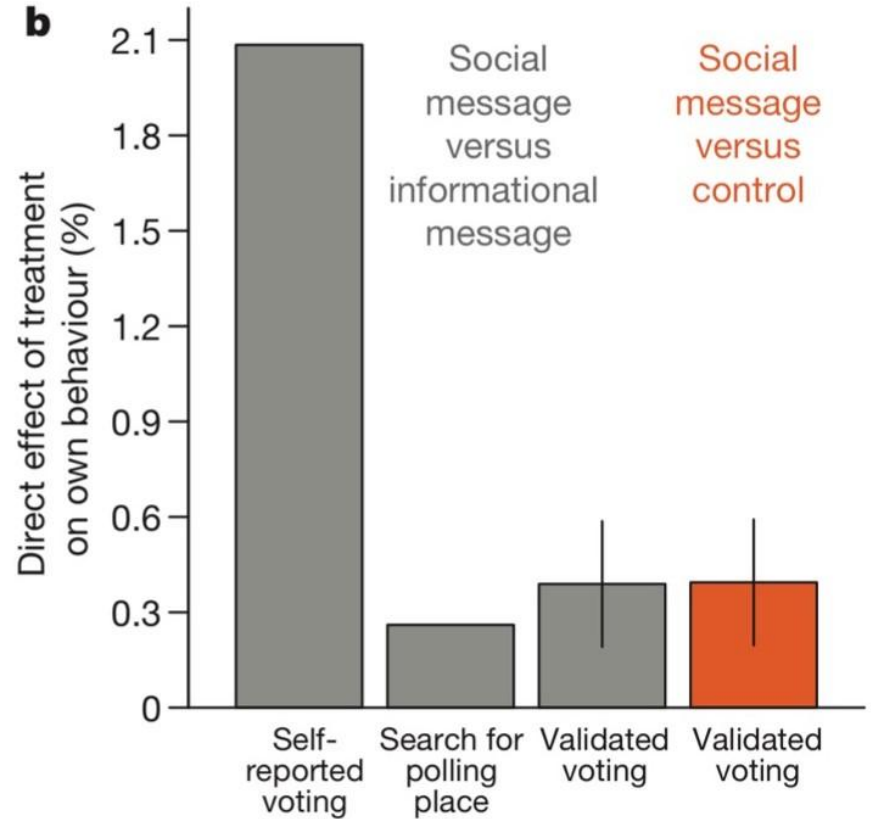
Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

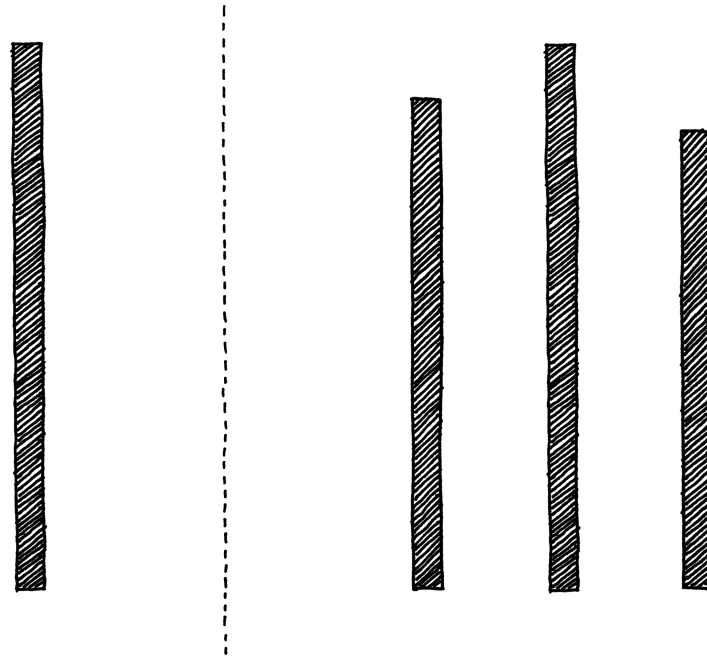
I Voted

0 1 1 5 5 3 7 6
People on Facebook Voted



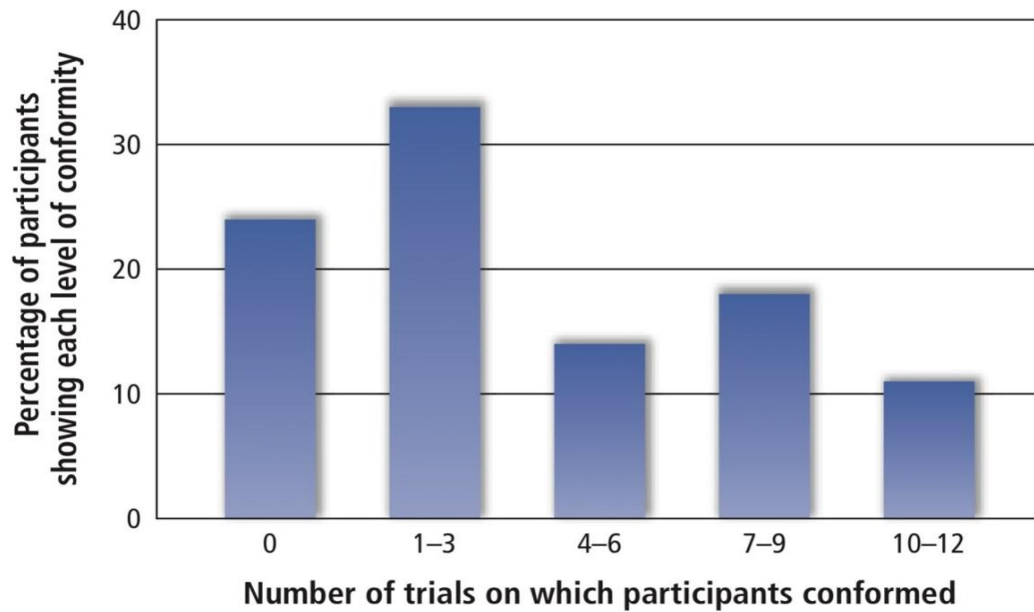
f Jaime Settle, Jason Jones, and 18 other friends have voted.

b



1 2 3

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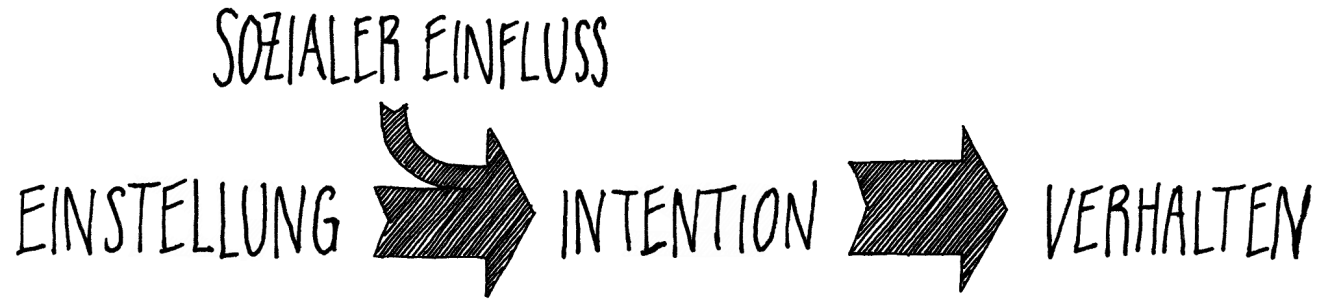
Aronson et al. (2020)

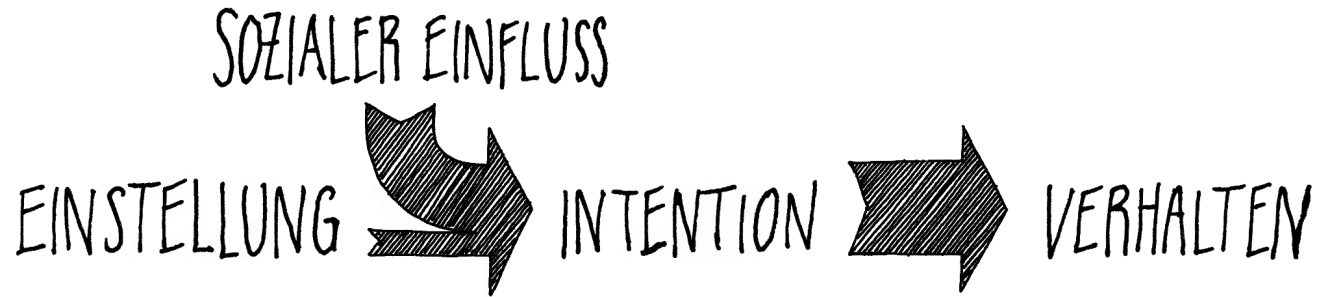
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"SOZIALER EINFLUSS IST DIE VERÄNDERUNG VON MEINUNGEN,
EINSTELLUNGEN UND VERHALTEN DURCH DIE EINWIRKUNG
ANDERER PERSONEN ODER GRUPPEN"



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NORMALIZING VEGANISM

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Table 18. Type of Diet and its Association with Difficulties

Key difficulties	Former vegetarians	Former vegans	Significance (chi-squared test)	Sample size (n)	Current vegetarians	Current vegans	Significance (chi-squared test unless indicated)	Sample size (n)
I was not (am not) actively involved in a vegetarian/vegan group or organization (potluck, online community, etc.)	85%	73%	***	Former vegetarians n = 1,016 Former vegans n = 126	74%	60%		Current vegetarians n = 163 Current vegans n = 53
I disliked (dislike) that my vegetarian/vegan diet made (makes) me stick out from the crowd	63%	58%		Former vegetarians n = 1,016 Former vegans n = 126	46%	25%	**	Current vegetarians n = 163 Current vegans n = 53
I did not (do not) see vegetarianism/veganism as part of my identity	59%	54%		Former vegetarians n = 1,007 Former vegans n = 124	10%	14%		Current vegetarians n = 160 Current vegans n = 52
I had (have) insufficient interaction with other vegetarians/vegans	49%	44%		Former vegetarians n = 1,016 Former vegans n = 126	26%	23%		Current vegetarians n = 163 Current vegans n = 53
I began (have begun) to feel it is too difficult to be "pure" with my vegetarian/vegan diet	43%	48%		Former vegetarians n = 1,007 Former vegans n = 124	8%	21%	**	Current vegetarians n = 160 Current vegans n = 52

Asher et al. (2014)

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NATÜRLICH

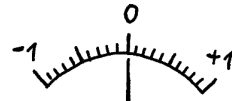
NETT

NOTWENDIG

NORMAL

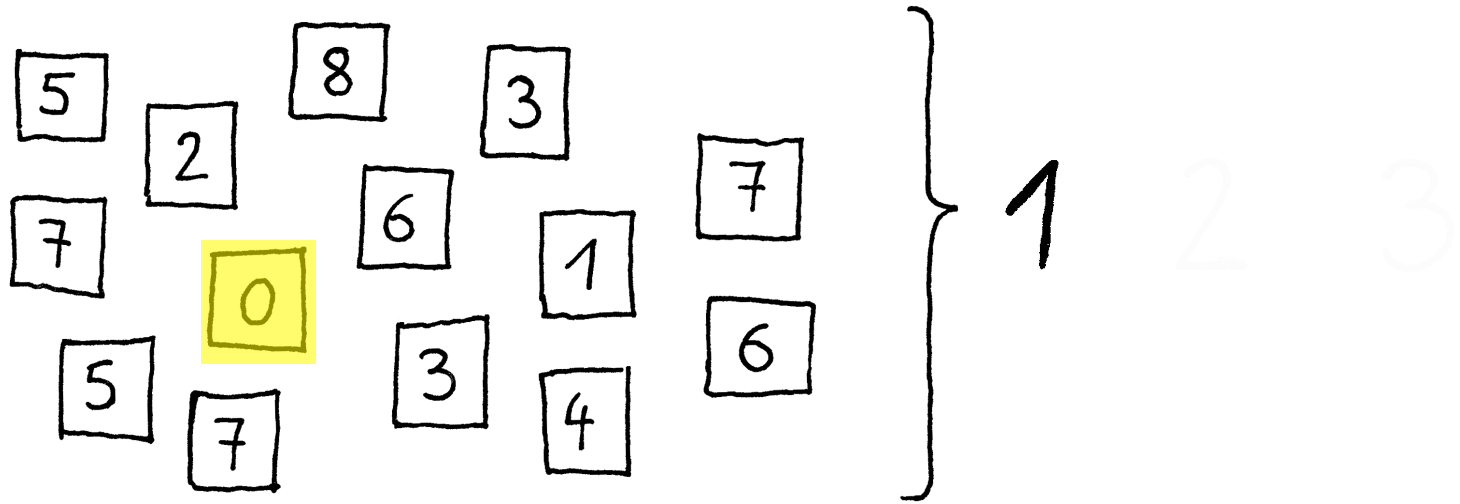
ENTSCHEIDUNGSFINDUNG

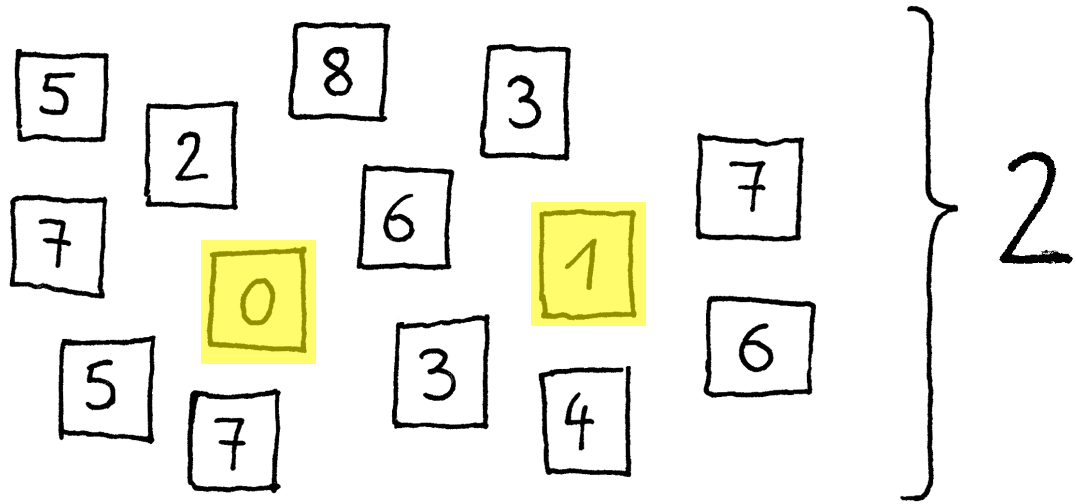
PERSÖNLICHE ÜBERZEUGUNG

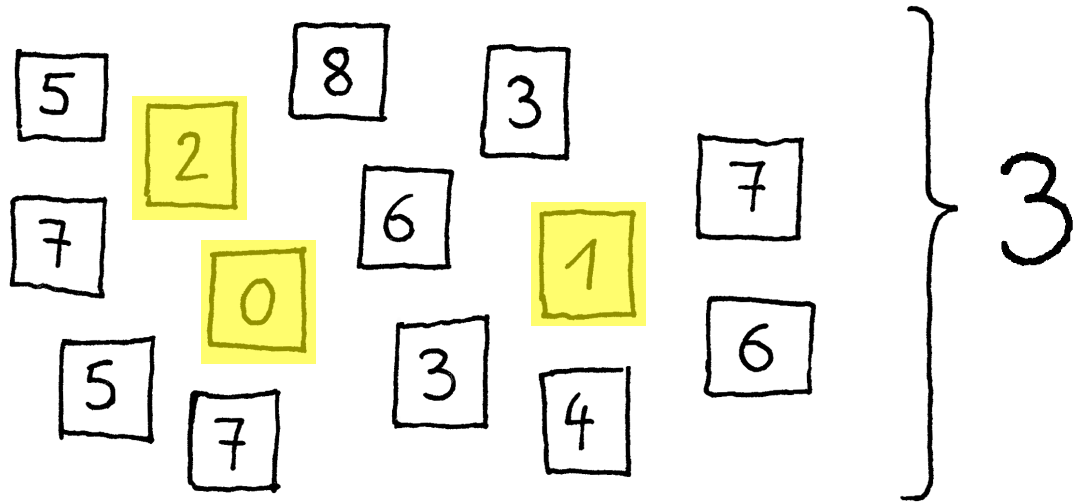


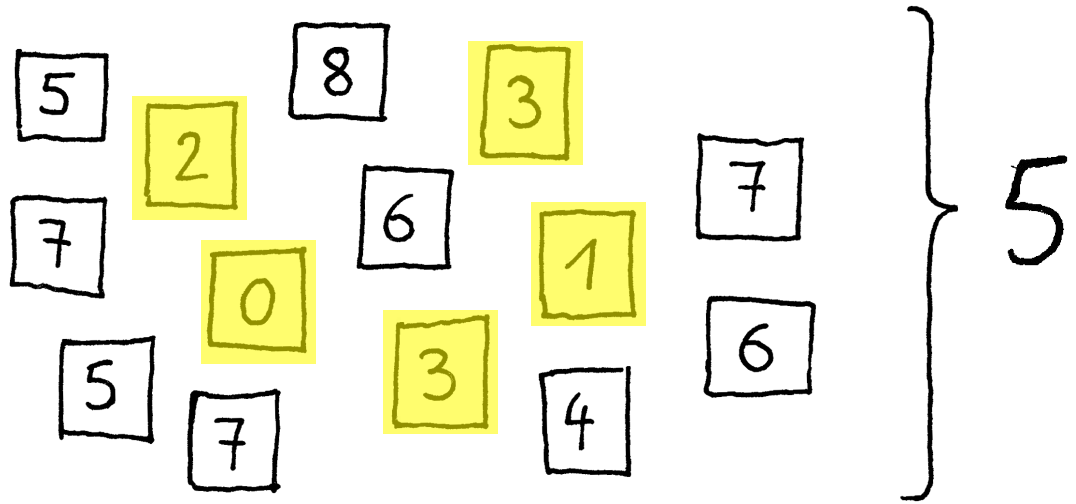
SOZIALER BACKLASH

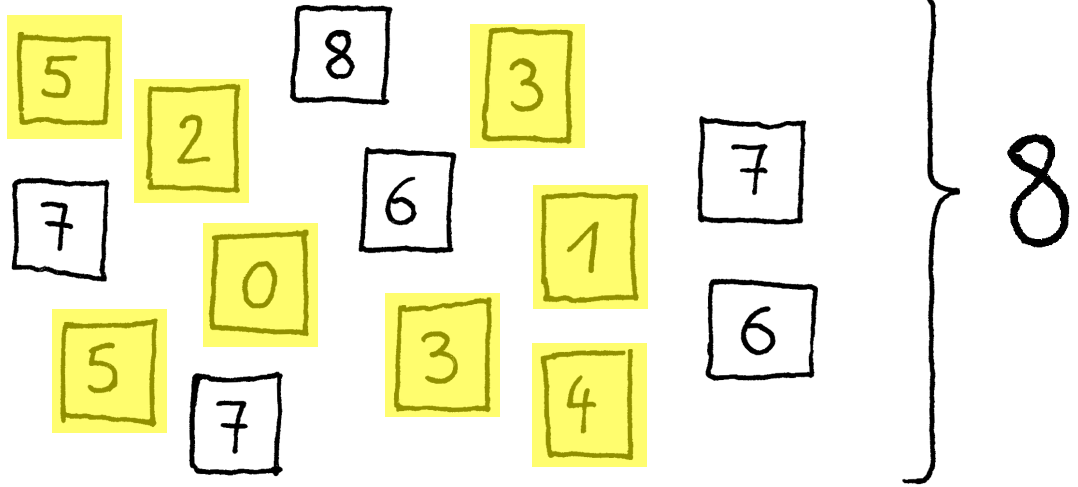


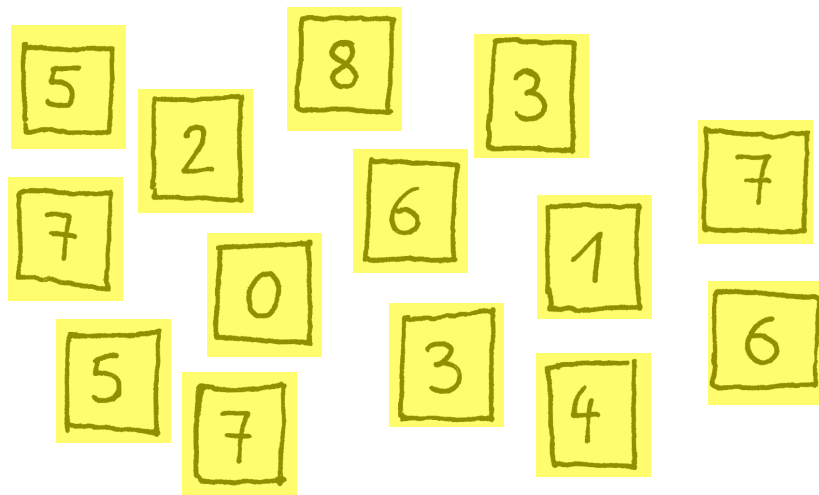




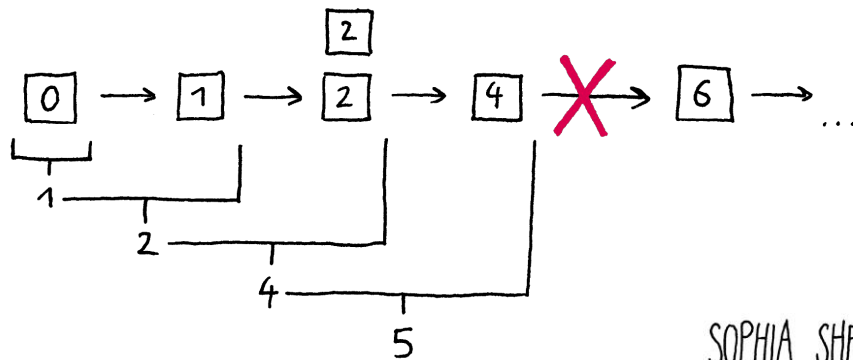
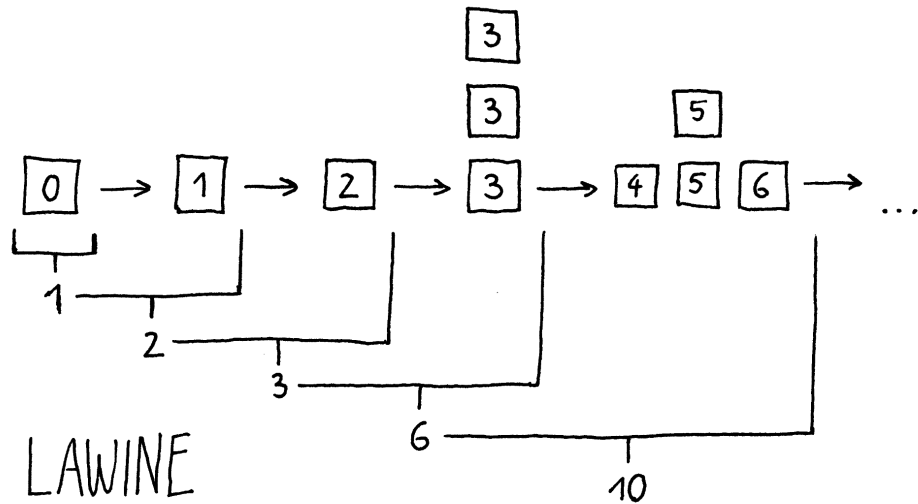


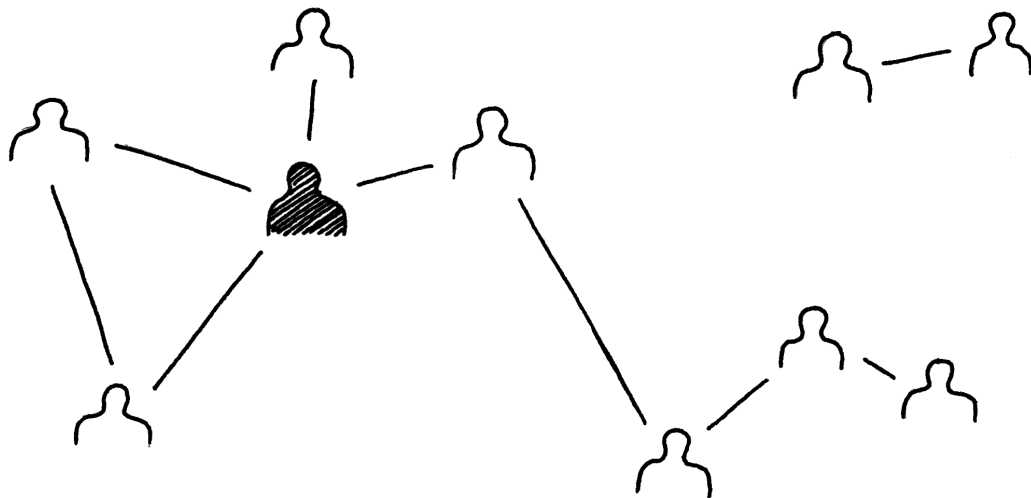






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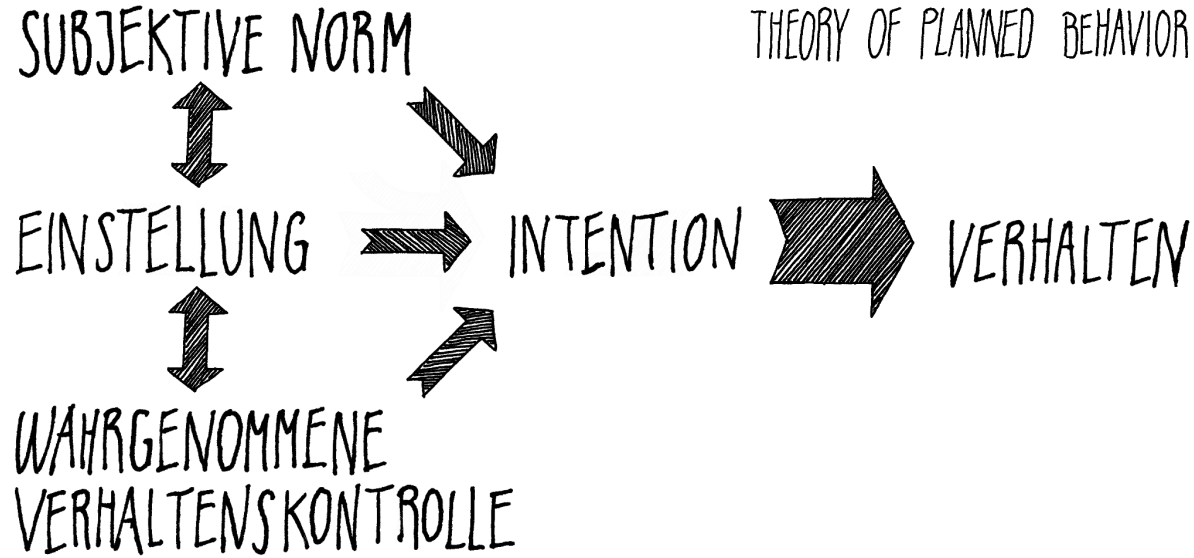




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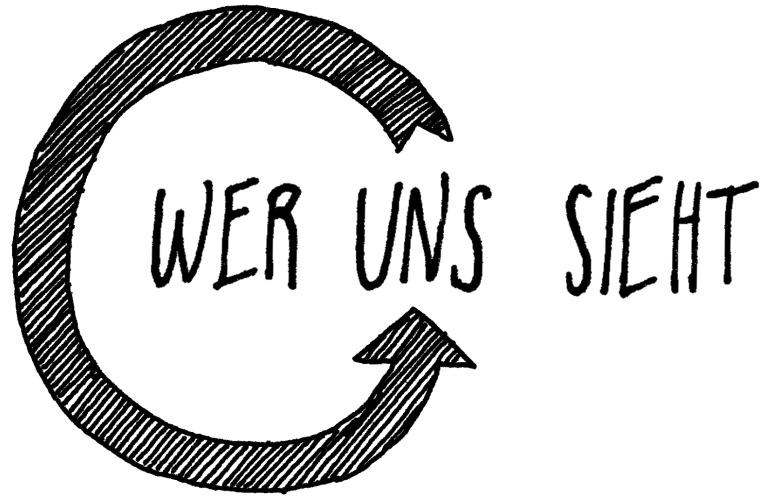
- 49% of US adults support a ban on factory farming, 47% support a ban on slaughterhouses, and 33% support a ban on animal farming. The support for the latter two exceeded even researcher expectations. This suggests that animal-free food advocates might be able to succeed with stronger proposals than they currently use, though readers should take into consideration social desirability bias in this type of survey.

Anthis (2017)





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Asher et al. (2014)

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A B S T R A C T

People enjoy eating meat but disapprove of harming animals. One resolution to this conflict is to withdraw moral concern from animals and deny their capacity to suffer. To test this possibility, we asked participants to eat dried beef or dried nuts and then indicate their moral concern for animals and judge the moral status and mental states of a cow. **Eating meat reduced the perceived obligation to show moral concern for animals in general and the perceived moral status of the cow. It also indirectly reduced the ascription of mental states necessary to experience suffering.** People may escape the conflict between enjoying meat and concern for animal welfare by perceiving animals as unworthy and unfeeling.

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Loughnan et al (2010)

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WER UNS SIEHT



WAS WIR KAUFEN

NORMALIZING VEGANISM

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NORMALIZING
NORMALIZING
VEGANISM

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ANIMAL CHARITY
EVALUATORS

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DANKE FÜR EURE AUFMERKSAMKEIT! (DIESMAL WIRKLICH)

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