

Creating Change Online:

A Study of The Save Movement's Social Media Presence



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Background

In the spring of 2015, Faunalytics administered an online survey to a sample of The Save Movement's social media followers. The purpose was to shed light on two research questions:

1. How is The Save Movement's social media work impacting attitudes and behaviors among its followers? (See survey questions under "Diet," "Perceptions," and "Activism" in Appendix I.)
2. What are some of the most impactful aspects of The Save Movement's social media presence? (See survey questions under "Approaches" in Appendix I.)

Methods

Data was collected between March 29 and June 16, 2015. Save Movement groups circulated invitations to the online survey using various social media platforms (Facebook, Twitter, Instagram, etc.). Participants were entered into a lottery for a chance to win a \$200 Amazon gift card. *An open survey invitation can lead to nonresponse bias, and so this sample cannot be considered representative of The Save Movement's social media followers as a whole, which presents a notable limitation to the findings. A further limitation is the possibility for social desirability bias.*

The survey included 27 questions—some of which were conditional on answers to a previous question—and had an average completion time of just under 13 minutes. A total of 929 responses were received. After data cleaning, 669 individuals remained, representing 565 full and 104 incomplete responses. Participants were removed from the dataset for a variety of reasons, including not providing an email address (which was used as their unique identifier) and not answering the screener questions about age and familiarity with The Save Movement's social media work (both were requirements for inclusion). Spam responses and duplicate entries (identified using email addresses) were also removed. Participants included in the sample were 15 years and over, with an average age of 42 years, and the overwhelming majority were female (87%). Participants came from a variety of countries, most notably Canada (45%), the U.S. (30%), and Australia (15%).

General Findings

The findings speak to the very important work that Save Movement groups are doing, and also point to a number of interesting and actionable results. Tables with answer distributions for all of the closed-ended survey questions can be found in Appendix II, which provide a good “lay of the land” for understanding the results of the survey. Highlights from these tables are discussed below.

Diet

Most survey participants are already on, or are taking steps towards, an animal-friendly diet. More than half of survey participants follow a vegan diet (59%), while 13% eat a vegetarian diet, and 26% are omnivores.¹ Additionally, nearly all omnivores (91%) said they are reducing their consumption of meat, dairy and/or eggs. If this dietary breakdown is at all representative of The Save Movement’s social media followers as a whole, it suggests that The Save Movement is largely “preaching to the choir” on social media. However, as we will see, they have had a role in building the choir, as well as helping to retain its members and fuel their activism.

The Save Movement’s social media work appears to be both fostering diet change among omnivores and planting seeds for future change. In terms of creating actual diet change, close to two-thirds (63%) of omnivores who are reducing their consumption of meat, dairy and/or eggs say that compared to other available information, The Save Movement’s social media posts gave them a greater reason to do so.² On the topic of planting seeds, almost four-fifths (79%) of omnivores say that compared to other available information, The Save Movement’s social media posts give them a greater reason to *consider* eating fewer or no animal products *in future*. It is worth noting, however, that there is a strong potential for bias for questions of this sort given the nature of the sample. Nonetheless, it is interesting to consider what role The Save

¹ In the report the terms vegetarian and vegan will be used as a shorthand for vegetarian diet and vegan diet.

² An additional 26% said they were reducing their consumption in this way prior to seeing The Save Movement’s social media posts.

Movement's approach of being welcoming to all—something that is at times sparse in animal advocacy—might play in fostering these sorts of positive connections with omnivores.

The Save Movement's social media work plays a role in diet maintenance for vegetarians and vegans, something that is crucial considering the high rates of lapses from these diets. Four-fifths (80%) of vegetarian and vegan participants cite The Save Movement's social media posts as giving them a greater reason to maintain their diet when compared with other available information. Far fewer credit The Save Movement with prompting them to adopt their diet; however, this is due to the fact that nearly two-thirds (64%) say they were vegetarian or vegan prior to seeing The Save Movement's social media posts. This is not surprising given how young The Save Movement is compared to other animal advocacy groups.

Perceptions

The Save Movement has been able to successfully foster an awareness on social media about the individuality and plight of animals raised for food. A majority of participants indicated that compared to other available information, The Save Movement's social media posts give them: a greater appreciation for the difficulties farmed animals face in transport prior to slaughter (71%); a greater sense that farmed animals experience fear (62%); and a greater sense that farmed animals are unique individuals (53%). Of note, a further 20%, 28%, and 32% respectively said they felt this way prior to seeing The Save Movement's social media posts, leaving a very small percentage in each case who "disagreed" or "neither agreed nor disagreed" with the statements.

Activism

The sample is a very active one, with nearly all participants (90%) saying they have experience advocating for animals (whether online or in person). A strong majority credit The Save Movement for inspiring their activism, with more than three-quarters (78%) of these individuals indicating that compared to other available information, The Save Movement's social media posts gave them a greater reason to become active or stay active for animals. For those who did not have experience advocating for animals, close to two-thirds (64%) note that compared to

other available information, The Save Movement's social media posts give them a greater reason to consider becoming active.

The Save Movement's social media followers were asked what prevents them from getting involved in bearing witness to slaughter-bound animals. The most common response by far was that they thought it would be too emotionally upsetting (44%). This suggests that in order to increase the uptake of bearing witness as a form of animal advocacy, The Save Movement may want to think about how to help individuals no longer perceive this as a barrier (e.g., through activist testimonials), or to consider providing information on, and opportunities for, self-care for those interested in the experience but concerned about their ability to cope.

Approaches

Participants responded very well to the variety of approaches that The Save Movement uses to share information on social media. Photos were cited by the largest proportion of participants (91%) as being impactful for them, followed by videos (84%), and stories of activists' personal experiences bearing witness (80%). The popularity of photos over videos could be a result of the fact that participants are more often exposed to photos (1% indicated they had no exposure compared to 8% for videos), or possibly because individuals are more likely to look at a photo than to watch a video.

Participants were asked to gauge how impactful they found seven different types of content. Coming out on top were: content with several animals (reported by 89% of participants); content focused on one animal (88%); content with activists giving food/water to animals (86%); and content with activists interacting with animals (84%). All of these far surpassed the other tested content, relating to messages to go vegan, messages to become an organizer for animals, and content with only activists. A clear pattern emerges whereby participants consider animals alone to have the most impact, followed very closely by activists interacting with animals, and then to a far lesser extent non-animal content.

When it comes to different species of farmed animals featured in The Save Movement's social media posts, pigs were most commonly cited as having an impact (by 97% of participants),

followed by cows (91%), and then chickens (85%). Participants both reported less exposure to, and being less impacted by, turkeys and ducks.

The Save Movement's social media followers were asked to indicate how beneficial they think a variety of aspects of The Save Movement's work are. More than 80% of respondents indicated that eight of the nine aspects were beneficial, which included things like drawing attention to the presence of a slaughterhouse in a community, being inclusive and welcoming to all, using a peaceful/non-violent approach, etc. The only aspect that was cited as beneficial by a far smaller proportion of participants related to taking a pro-worker stance for transport truck drivers and slaughterhouse workers (58%). To put this in context however, more participants reported having no exposure to this aspect of The Save Movement's work.

Around a fifth (21%) of participants said they avoid looking at The Save Movement's pictures/videos of animals on social media because they find them upsetting, a relatively small proportion given the at-times emotional nature of the content. While The Save Movement can be encouraged that only a small minority of followers avoid looking at the material they circulate, they may also wish to consider ways to reach these individuals, whether this means circulating less upsetting content at times or putting more emphasis on why looking is important and ways to cope with (and act on) the disturbing nature of what they may see. Not quite a third (29%) said that compared to pictures/videos of animals on farms and in slaughterhouses, The Save Movement's pictures/videos are less upsetting to look at. Whether this is beneficial or problematic remains to be seen as less upsetting content could also mean less impactful, and the upsetting nature of the content may not be especially problematic if only a fifth avoid looking. This is an area that could benefit from further research.

Comparisons of Participants by Self-Reported Diet

In considering the survey data, a logical comparison is among those who self-identified as vegans, vegetarians, or omnivores. As advocacy organizations, Save Movement groups include encouraging people to "go vegan" as an explicit goal. The purpose of this section of the report is to compare how vegans, vegetarians, and omnivores receive The Save Movement's social

media messages. The goal is to identify differences among diet groups and to offer suggestions about how message content can be modified to effectively target omnivores. Motivating behavioral (diet) changes in omnivores begins with education and awareness. If messages do not contain compelling content, or are too upsetting, omnivores could simply reject the information and The Save Movement could lose the opportunity to encourage adoption of a more animal-friendly diet.³

The Participants

Survey participants provided information about their current diet. Since they were drawn from a population familiar with Save Movement organizations, the percentages reporting as either vegan or vegetarian are much higher than in the general population. The percent self-reporting as omnivores (26%) will be the focus as this analysis continues.

A majority of each of the different types of participants (vegans, vegetarians, and omnivores) reported being familiar with Save Movement social media messages (Table 1).

Table 1. Reported viewing frequency/familiarity by diet

	Rarely (a few times per year)	Sometimes (monthly)	Often (weekly)	Very often (daily or almost daily)
Vegetarian	7%	16%	21%	56%
Vegan	5%	8%	26%	61%
Omnivore	16%	13%	27%	44%

³ In this section, all computations were done by excluding N/As and missing respondents.

The data show a statistically significant correlation⁴ between the frequency of viewing social media posts and participants' self-reported diet. As the reported viewing frequency increased, respondents were more likely to self-report a more animal-friendly diet. While this finding is only a correlation and does not imply causation, it nonetheless provides an important clue for increasing the effectiveness of the Save Movement messages: increasing viewing frequency may potentially lead to behavioral change.

Delivery of the Message

A logical question is: does the format of The Save Movement's message make a difference? Survey participants were asked to evaluate the impact of photos, videos, and stories of activists' personal experiences bearing witness. The evaluation scale ranged from "not at all impactful" to "extremely impactful." Considering all participants together, the overwhelming majority rated all message delivery forms as being very impactful or extremely impactful (Table 2). Despite that, it is worth noting that there was a 10 percentage point difference between photos (reported by 92% of participants) and stories (82%) and 8 percentage point difference between videos (91%) and stories (82%). Taken together, this suggests that stories are the least powerful delivery form. The self-reported impact did not vary across the diet groups (i.e., the differences among diet groups were not statistically significant). However, in comparison with both vegetarians and vegans, a smaller proportion of omnivores judged photos and videos as very impactful or extremely impactful.

⁴ In considering Likert item data (that is, those responses which range from strongly one thing to strongly its opposite), analysts confront a dilemma when selecting analytical methods. Broadly speaking, the data could be considered to be numbers (regular, equally spaced) or ordered categories (irregular with an unknown qualitative distinctions between terms like strongly and somewhat). To examine relationships between numbers, analysts use Pearson's *r* (or numeric correlation). To examine relationships between ordered categories, analysts use Spearman's *rho*. Both these tests show strong statistical correlations between diet and familiarity. Indeed, both tests show the same patterns of statistical relationships varying only in the actual numeric score. Given this, we have elected to treat Likert items as numbers throughout the analysis as the benefits of additional tests outweigh the potential confusion of attaching numerical ratings.

Table 2. Impact of delivery form by diet

Diet	Photos (percent reporting very or extremely impactful)	Videos (percent reporting very or extremely impactful)	Stories (percent reporting very or extremely impactful)
Vegetarian	96%	95%	81%
Vegan	92%	91%	83%
Omnivore	90%	87%	81%
All of the above	92%	91%	82%

Message Content: Call to Action

Another question to ask is: does the reported impact of the message content vary among diet groups? The higher the impact rating of the message content, it could be assumed the more likely the message is to motivate a change in diet. Participants were asked to rate (on a scale from “not at all impactful” to “extremely impactful”) the following types of content: content focused on one animal; content with several animals; content with only activists; content with activists interacting with animals; content with activists giving food/water to animals; messages to go vegan; and messages to become an organizer for animals. Generally, participants assessed the impact of messages with one or more animals, and with activists engaging with animals favorably (defined here as very impactful or extremely impactful). However, there was no statistically significant difference in the rates of favorability among diet groups. On the other hand, the “call to action” messages of going vegan or becoming an organizer for animals are correlated with diet. The call to action data (Table 3a) shows an interesting pattern. Vegetarians and omnivores appear to respond similarly to a “go vegan” message, however vegetarians are more likely to report that an organizer message has impact than omnivores.

Table 3a. Call to action message content impact differences by diet

Diet	Messages to go vegan (percent reporting very or extremely impactful)	Messages to become an organizer for animals (percent reporting very or extremely impactful)
Vegetarian	55%	51%
Vegan	68%	52%
Omnivore	51%	39%
All of the above	62%	48%

Participants were overwhelmingly female in all diet categories, including omnivore. Table 3b breaks out the omnivores by demographic group. There are notable differences in the message impact ratings between the genders with females being generally more receptive to The Save Movement's call to action messages than their male counterparts. There is less of an obvious pattern by age group however.

Table 3b. Call to action message content impact by differences within the omnivore diet group

Omnivores only (count in category)		Messages to go vegan (percent reporting very or extremely impactful)	Messages to become an organizer for animals (percent reporting very or extremely impactful)
Gender	Female (115)	56%	42%
	Male (24)	33%	21%
Age	15 to 29 (35)	57%	53%
	30 to 49 (59)	41%	34%
	50 to 64 (51)	55%	33%
	65+ (7)	86%	50%

Message Content: Animals Featured

A second aspect of message content the survey data helps to illuminate is the impact of the type of animal featured. Again, as this portion of the report is focused on differences by diet, content universally rated by different diet groups as very impactful or extremely impactful is not the focus. Pigs are central to the mission and vision of many Save Movement organizations,

including Toronto Pig Save, the group with the largest social media following. Pigs, the signature species for some groups, are widely recognized as a highly motivating animal to feature in messages. It is the ubiquity of pigs, rather than their lack of impact, that accounts for leaving them out of this analysis. In other words, messages with pigs show potential across the board; however, in an attempt to determine what might work best for omnivores, we looked at statistically significant preference differences between the diet groups, and so excluded an examination of pigs.

The type of animal featured yields few surprises (Table 4a): cows (fellow mammals) are cited by a greater proportion of participants as being impactful than birds. Comparing chickens, turkeys, and ducks, the reported impact appears to follow a pattern of familiarity with message content. That is, a greater proportion of participants reported having no exposure to turkeys and ducks (and to a lesser extent chickens), as compared to cows (see Appendix II). The reported impact of messages containing cows on omnivores is dramatic compared to chickens, turkeys, and ducks. For omnivores, cows are considered to be high impact content at a rate that is 11 percentage points higher than chickens, 23 points higher than turkeys, and 14 points higher than ducks.

Table 4a. Animal type impact differences by diet

Diet	Chickens (percent reporting very or extremely impactful)	Cows (percent reporting very or extremely impactful)	Turkeys (percent reporting very or extremely impactful)	Ducks (percent reporting very or extremely impactful)
Vegetarian	90%	95%	87%	88%
Vegan	94%	97%	92%	91%
Omnivore	80%	91%	68%	77%
All of the above	90%	95%	85%	87%

It is worth noting that results for messages containing/about turkeys and ducks is somewhat deceptive. Both turkeys and ducks were more likely to be reported as unfamiliar to participants (i.e., "N/A (no exposure)" (see Appendix II). The same is true for Table 4b.

Subdividing just the omnivores by demographic group illustrates some interesting differences (Table 4b). Overall, females report messages containing specific animals as having a dramatic

impact, with cows again being the most sympathetic subjects. The greatest difference is not by animal type, but by age group. The youngest group was less likely to rate the animals as highly impactful than the other age groups. One possible interpretation could be that younger people have had fewer opportunities to interact with these animals. Small sample size prevents further statistical testing, but this is suggestive of a notable pattern.

Table 4b. Animal type impact by differences within the omnivore diet group

Omnivores only (count in category)		Chickens (percent reporting very or extremely impactful)	Cows (percent reporting very or extremely impactful)	Turkeys (percent reporting very or extremely impactful)	Ducks (percent reporting very or extremely impactful)
Gender	Female (112)	83%	96%	73%	81%
	Male (23)	74%	78%	50%	65%
Age	15 to 29 (33)	67%	76%	56%	63%
	30 to 49 (53)	79%	95%	71%	79%
	50 to 64 (50)	86%	86%	71%	80%
	65+ (5)	100%	100%	100%	100%

Message Content: Save Movement Activities

The survey asked participants to rate the impact of nine aspects of The Save Movement's work (see Question 22 in Appendix I). Four aspects are considered here: holding vigils to bear witness to farmed animals; holding rallies to raise awareness for farmed animals; drawing attention to the presence of a slaughterhouse in a community; and drawing attention to transport trucks carrying farmed animals. Ratings of the impact of drawing attention to transport trucks did not differ statistically among the diet groups and so is skipped in Table 5a. Similar to the impact ratings for other content questions, omnivores viewed the messages favorably overall, but less so than either vegetarians or vegans. Across all three diet groups, holding vigils to bear witness to farmed animals was rated by the lowest proportion of participants. Omnivores showed the greatest difference between the lowest rated activity (holding vigils) and the highest (drawing attention to the presence of a slaughterhouse in a

community). Across diet groups, drawing attention to the presence of a slaughterhouse is considered a high impact activity.

Table 5a. Differences by diet of different aspects of The Save Movement's work

Diet	Holding vigils to bear witness to farmed animals (percent reporting very or extremely impactful)	Holding rallies to raise awareness for farmed animals (percent reporting very or extremely impactful)	Drawing attention to the presence of a slaughterhouse in a community (percent reporting very or extremely impactful)
Vegetarian	89%	92%	90%
Vegan	82%	89%	94%
Omnivore	74%	78%	87%
All of the above	81%	87%	91%

Table 5b shows there are also notable patterns by gender and age, with females being more likely to rate the tested aspects as impactful, while younger cohorts were less likely to do so.

Table 5b. Differences within the omnivore diet group of different aspects of The Save Movement's work

Omnivores only (count in category)		Holding vigils to bear witness to farmed animals (percent reporting very or extremely impactful)	Holding rallies to raise awareness for farmed animals (percent reporting very or extremely impactful)	Drawing attention to the presence of a slaughterhouse in a community (percent reporting very or extremely impactful)
Gender	Female (115)	81%	85%	93%
	Male (24)	50%	58%	67%
Age	15 to 29 (31)	65%	68%	74%
	30 to 49 (55)	75%	79%	89%
	50 to 64 (49)	76%	82%	92%
	65+ (7)	100%	100%	100%

Message Content: Save Movement Values

The values embodied by the organizations that make up The Save Movement are also of note. Affiliating with a group, or adopting the norms of a group, requires the group to be authentic in the eyes of the message recipients. The Save Movement is avowedly peaceful, inclusive, pro-worker, transparent, and seeks to regularly share new vigil content. Respondents were asked to weigh in by rating what they see to be the benefit of these values. Being inclusive and welcoming to all and taking a pro-worker stance for transport truck drivers and slaughterhouse workers were not statistically significantly correlated with diet and so are not addressed in Table 6a below. Using a peaceful/non-violent approach and organizing in a public and transparent way were relatively more important to all diet groups than was sharing new vigil content on social media multiple times per week. A smaller proportion of omnivores also rated each type of value lower than their vegetarian and vegan counterparts.

Table 6a. Differences by diet of different Save Movement values

Diet	Using a peaceful/non-violent approach (percent reporting very or extremely impactful)	Organizing in a public and transparent way (percent reporting very or extremely impactful)	Sharing new vigil content on social media multiple times per week (percent reporting very or extremely impactful)
Vegetarian	93%	94%	88%
Vegan	91%	90%	85%
Omnivore	84%	84%	74%
All of the above	89%	89%	83%

A couple of interesting differences emerge within the omnivore group (Table 6b) with respect to demographics that could help The Save Movement tailor their messages. Those in the youngest age group were less likely to rate using a peaceful/non-violent approach as impactful. One possible interpretation is that younger individuals are more willing to confront societal norms in non-peaceful ways. However, those in the youngest age group were also less likely to rate the other two values as impactful, suggesting that this group may be generally less motivated by the organization's values. There were also notable differences between the genders on these questions.

Table 6b. Differences within the omnivore diet group of different Save Movement values

Omnivores only (count in category)		Using a peaceful/non-violent approach (percent reporting very or extremely impactful)	Organizing in a public and transparent way (percent reporting very or extremely impactful)	Sharing new vigil content on social media multiple times per week (percent reporting very or extremely impactful)
Gender	Female (116)	89%	88%	78%
	Male (24)	71%	75%	63%
Age	15 to 29 (31)	39%	77%	68%
	30 to 49 (56)	82%	84%	73%
	50 to 64 (49)	92%	86%	78%
	65+ (7)	100%	100%	100%

Unintended Consequences

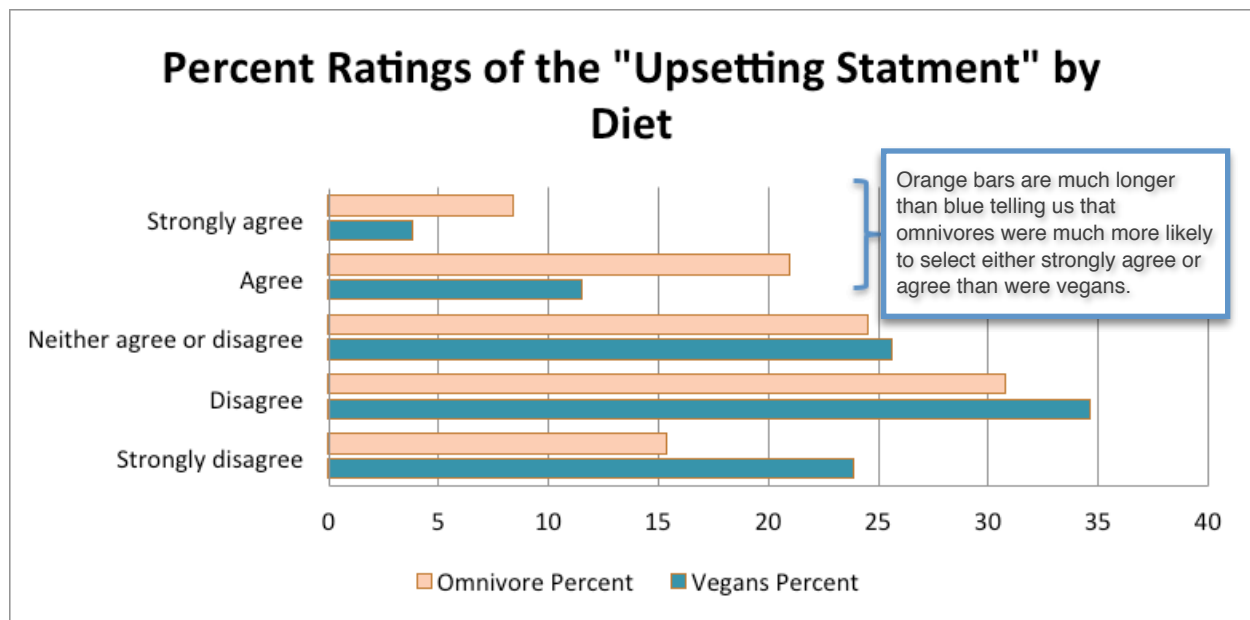
Some of the content of The Save Movement messages is upsetting. In fact, it is designed to upset people to the extent that they take action to modify their own behavior and adopt a more animal-friendly diet. However, The Save Movement may run the risk of crossing a boundary and alienating their audience, whether they are vegetarians, vegans, or omnivores. Because The Save Movement is aware of this risk, they asked this question directly and the results are interesting, but not cause for alarm. This deeper look into the responses to the statement “I avoid looking at The Save Movement’s pictures/videos of animals on social media because I find them upsetting” relies on a method called analysis of variance. This statistical test can confirm (or disprove) differences between groups and results can be combined to estimate the impact of the differences. At a glance, the percentage of omnivores reporting that they “agree” or “strongly agree” with this statement is much higher than for vegans. Application of the analysis of variance statistical test shows that there is, in fact, a statistically significant difference between vegans and omnivores.⁵

⁵ The F-test (the relevant test for analysis of variance) shows the following: F-test = 5.6 with a statistical significance of 0.001. This shows that there is a difference in the way that vegans and omnivores rate the impact of the “upsetting” statement. Vegetarians, despite the raw percentages, are not significantly different from either vegans or omnivores.

Table 7. Rating of "Upsetting Statement" by diet

I avoid looking at The Save Movement's pictures/videos of animals on social media because I find them upsetting	Vegans Percent	Vegetarians Percent	Omnivores Percent
Strongly disagree	24%	18%	15%
Disagree	35%	24%	31%
Neither agree nor disagree	26%	32%	25%
Agree	12%	18%	21%
Strongly agree	4%	8%	8%
Subtotal Agree + Strongly agree	15%	26%	29%

Chart 1. Graphical depiction of the percent distribution highlighting vegans and omnivores



A second question to ask of the data is: given that there is a statistically significant difference between vegans and omnivores, how much of an impact is there? An alternate way of stating the question could be, what is the risk of upsetting omnivores to the point that they reject the messages of The Save Movement? Despite the fact that there is a statistical difference, the evidence suggests that the substantive differences are not large. In the statistical profession,

the relevant measure is referred to as “effect size.” There are two primary components: a measure of the variability in the rating attributable to group membership (in this case, the diet group), and comparison to a standard measure of effect size.* The measure of variability attributed to diet is only 2.8%. This is very small on any scale and suggests that diet is not the primary underlying reason for the respondent’s selection of the rating for the upsetting statement. Standard effect sizes follow a simple rule of thumb: less than 0.2 is small, between 0.5 and 0.8 is considered medium impact, and any score above 0.8 is considered a large effect. The computation for this data results in an effect estimate of 0.28 which falls slightly above 0.2, but considerably below 0.5. The conclusion to draw from this data is that there is little substantive risk of alienating omnivores with The Save Movement messages. Indeed, the messages may be interpreted as more upsetting by omnivores because it simply causes them to reflect on their eating habits which may be a necessary, though uncomfortable, precursor to diet change.

* Note: Eta-squared is interpreted as the proportion of the variability in the data that can be attributed to the group variable (in this case, self-reported diet). Eta-squared is the Between Groups Sum of Squares divided by the Total Sum of Squares (21.77/756.21) or 0.028 (2.8%).

Table 8.

	Sum of Squares	Df	Mean Square	F (Signif)
Between Groups	21.77	3	7.258	5.603 (0.001)
Within Groups	734.44	567	1.295	
Total	756.21			

Cohen’s *d* is a measure of the size of the difference between two means expressed in standard deviations. As a general rule of thumb, Cohen suggests that a *d* of 0.2 can be considered small, 0.5 is medium and 0.8 is large. Cohen’s *d* is computed using statistics related to the individual groups (eta-squared is computed using a general statistic for the groups).

Table 9.

		Mean Diff.	Std. Error	Sig.	t-test
Vegan	Vegetarian	-0.36	0.15	Not signif.	N/A
	Omnivore	-0.39	0.11	0.004	-3.41

Degrees of Freedom = 567, Cohen's $d = 2(-3.41)/\text{SQRT}(567) = 0.28$

Appendix I. Survey Instrument

Note: All questions mandatory except last one.

Welcome Message

This research study is being conducted by the Humane Research Council on behalf of The Save Movement, which bears witness to farmed animals en route to slaughter or holds rallies to raise awareness for farmed animals. The Save Movement includes groups like Toronto Pig Save, Toronto Cow Save, Toronto Chicken Save, Perth Farm Animal Save, Melbourne Pig Save, Waterloo Wellington Animal Save, and close to 30 others.

Your involvement in this study will be very helpful for the Save Movement. To honor your time, you will be entered into a draw for a chance to win a \$200 Amazon gift card.

If you are 15 years of age or older and agree to participate please click the "Next" button below to begin the survey, which should take less than 10 minutes to complete.

Please think carefully about each question and answer honestly.

Draw

EMAIL⁶

1. Please enter your email address. It will serve as your unique identifier for the survey. It will also be used to enter you into the draw for a \$200 Amazon gift card. It will not be shared or used for any other purpose.

Part I (Screener)

FAMILIARITY

2. How often do you see social media posts by one or more of The Save Movement groups that focus on farmed animals? Choose one of the following answers

Important: For these purposes, social media refers to Facebook, Twitter, Instagram, or Tumblr.

The Save Movement refers to the efforts of a variety of groups that primarily bear witness to farmed animals (chickens, cow, pigs, etc.) en route to slaughter or hold rallies to raise awareness for farmed animals.

Farmed animal Save Movement groups include: Toronto Pig Save, Toronto Cow Save, Toronto Chicken Save, Liberation BC, Perth Farm Animal Save, Melbourne Pig Save,

⁶ These headings correspond with the variable names in the dataset.

Waterloo Wellington Animal Save, NOmattatoio, Sydney Pig Save, Indiana Pig Save, NY Farm Animal Save, Melbourne Chicken Save, NJ Farm Animal Save, Aurora's Animal Rights Advocates, Durham Region Farmed Animal Save, Manitoba Pig Save, São Paulo Animal Save, Guelph Cow Save, Quebec City Pig Save, Huron Turkey Save, Sonoma County Chicken Save, Milwaukee Farm Animal Advocates, Detroit Cow Save, Brampton Chicken Save, Golden Horseshoe Farmed Animal Save, Pig Save Montreal, North Philadelphia Animal Victims Save, Hudson Valley Duck Save, London Chicken Save, Hamilton Burlington Pig Save, North Carolina Farmed Animal Save, Brandon Pig Save, Upper Darby Animal Victims Save, Windsor Pig Save, and Pennsylvania Animal Save.

- ☐ Never
- ☐ Rarely (a few times per year)
- ☐ Sometimes (monthly)
- ☐ Often (weekly)
- ☐ Very often (daily or almost daily)

Note: Terminate those who answered "Never" as they do not fit the study population. Important to screen for familiarity given that the survey link will be circulated widely.

AGE

3. What is your age? ____

Note: Drop-down with "14 years or younger" and then ages individually from there. Terminate those who answered "14 years of age or younger."

Part II (Diet)

FOOD

4. Which foods/beverages do you currently consume? (Check any that apply)

- ☐ Turkey (turkey dinner, turkey sandwich, turkey gravy, turkey burger, etc.)
- ☐ Chicken (wings, nuggets, chicken noodle soup, chicken salad, chicken sandwich, etc.)
- ☐ Fish (salmon, tuna, fish sticks, fish & chips, haddock, etc.), not including shellfish
- ☐ Shellfish (lobster, shrimp, scallops, oyster, crab, etc.)
- ☐ Pork (bacon, ham, pork chops, spare ribs, ham sandwich, etc.)
- ☐ Beef (hamburger, steak, roast beef, meatloaf, in stew/lasagna/spaghetti/pizza, etc.)
- ☐ Other meats (duck, lamb, rabbit, deer, goat, etc.)
- ☐ Eggs (scrambled/boiled, omelet, egg sandwich, quiche, in baked goods/sauces, etc.)
- ☐ Dairy (cheese including on pizza/pasta, milk/chocolate milk, yogurt, ice cream, butter, etc.)
- ☐ None of the above

Note: Use the answers to identify vegetarians, vegans, and omnivores.

VEGCHECK

5. [VEGETARIANS] Do you currently eat a vegetarian diet (one with no meat, i.e., without beef, pork, chicken, turkey, fish/shellfish, etc.)?

- ☐ Yes
- ☐ No

VEGANCHECK

6. [VEGANS] Do you currently eat a vegan diet (one with no animal products, i.e., without beef, pork, chicken/turkey, fish/shellfish, dairy, eggs, etc.)?

- ☐ Yes
- ☐ No

OMNIREDUCE

7. [OMNIVORES] Are you reducing your consumption of meat, dairy and/or eggs?

- ☐ Yes
- ☐ No

EXPLANATION

Important: Throughout the survey you will be asked about your impressions of The Save Movement's social media posts (photos, videos, text, etc.). Think only about the information you have come across from one or more of The Save Movement's social media platforms (Facebook, Twitter, Instagram, or Tumblr).

Also think only about the specific Save Movement group or groups whose social media posts you follow (Toronto Pig Save, Toronto Cow Save, Toronto Chicken Save, Perth Farm Animal Save, Melbourne Pig Save, Waterloo Wellington Animal Save, etc.).

For questions that ask you to compare The Save Movement's social media posts with other available information, think about farmed animal protection information you have come across and how The Save Movement's work differs. Examples might include videos, films, pictures, books, leaflets, articles, as well as social media posts from other farmed animal protection organizations or individuals.

VEGNADOPT

8. [VERIFIED VEGETARIANS & VERIFIED VEGANS] Compared to other available information, The Save Movement's social media posts gave me a greater reason to adopt my vegetarian or vegan diet. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree

- ☐ Agree
- ☐ Strongly agree
- ☐ N/A (I was vegetarian or vegan prior to seeing The Save Movement's social media posts)

VEGNMAINTAIN

9. [VERIFIED VEGETARIANS & VERIFIED VEGANS] Compared to other available information, The Save Movement's social media posts give me a greater reason to maintain my vegetarian or vegan diet. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

VEGTOVEGAN

10. [VERIFIED VEGETARIANS] Compared to other available information, The Save Movement's social media posts give me a greater reason to consider adopting a vegan diet. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

OMNIREASON

11. [YES #7] Compared to other available information, The Save Movement's social media posts gave me a greater reason to reduce my consumption of meat, dairy, and/or eggs. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree
- ☐ N/A (I was reducing my consumption of meat, dairy, and/or eggs prior to seeing The Save Movement's social media posts)

OMNIFEWERNO

12. [OMNIVORES] Compared to other available information, The Save Movement's social media posts give me a greater reason to consider eating fewer or no animal products. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

Part III (Perceptions)

PERCEPTIONS

13. Compared to other available information, The Save Movement's social media posts give me:

- a greater appreciation for the difficulties farmed animals face in transport prior to slaughter
- a greater sense that farmed animals' experience fear
- a greater sense that farmed animals are unique individuals

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree
- ☐ N/A (I felt this way prior to seeing The Save Movement's social media posts)

Note: Combine into one table.

Part IV (Activism)

ACTIVISM

14. Do you have experience advocating for animals (for example, encouraging others to adopt a cruelty-free lifestyle), whether online or in person?

- ☐ Yes
- ☐ No

ACTIVISMYESREASON

15. [YES #14] Compared to other available information, The Save Movement's social media posts gave me a greater reason to become active or stay active for animals. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

ACTIVISMEX

16. [YES #14] In what ways have The Save Movement's social media posts inspired you to become active or stay active for animals? (Check any that apply)

- ☐ Shared Save Movement information online
- ☐ Shared other animal-related information online
- ☐ Discussed the plight of animals with others
- ☐ Joined an in-person Save Movement group
- ☐ Started an in-person Save Movement group
- ☐ Volunteered/worked with a non-Save Movement animal group
- ☐ Started a non-Save Movement animal group
- ☐ Other

ACTIVISMNOREASON

17. [NO #14] Compared to other available information, The Save Movement's social media posts give me a greater reason to consider becoming active for animals. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

ACTIVISMPREVENT

18. What prevents you from getting involved in bearing witness to animals on their way to slaughter? (Check any that apply)

- ☐ No local group and I would not want to start one
- ☐ Too emotionally upsetting
- ☐ Concerned what impact this type of activism will have on my life
- ☐ No spare time
- ☐ Bearing witness has value, but is not for me personally
- ☐ Not fond of the bearing witness strategy
- ☐ Uninterested in being active for animals
- ☐ N/A (I am already involved in bearing witness)
- ☐ Other. Please specify: [textbox]

Part V (Approaches)

DELIVERY

19. What impact do the following aspects of The Save Movement's social media posts have on you? (think carefully about each answer)

- Photos
- Videos
- Stories of activists' personal experiences bearing witness

- ☐ Not at all impactful
- ☐ Slightly impactful
- ☐ Somewhat impactful
- ☐ Very impactful
- ☐ Extremely impactful
- ☐ N/A (no exposure)

Note: Randomize order of items. Combine into one table.

CONTENT

20. What impact do the following aspects of The Save Movement's social media posts have on you? (think carefully about each answer)

- Content focused on one animal
- Content with several animals
- Content with only activists
- Content with activists interacting with animals
- Content with activists giving food/water to animals
- Messages to go vegan
- Messages to become an organizer for animals

- ☐ Not at all impactful
- ☐ Slightly impactful
- ☐ Somewhat impactful
- ☐ Very impactful
- ☐ Extremely impactful
- ☐ N/A (no exposure)

Note: Combine into one table.

Note: during analysis look at how vegans answered "Messages to go vegan" and how activists answered "Messages to become an organizer for animals."

ANIMALS

21. Consider the different species of farmed animals featured in The Save Movement's social media posts. What impact do they have on you? (think carefully about each answer)

- Chickens

- Cows
- Pigs
- Turkeys
- Ducks

- ☐ Not at all impactful
- ☐ Slightly impactful
- ☐ Somewhat impactful
- ☐ Very impactful
- ☐ Extremely impactful
- ☐ N/A (no exposure)

Note: Randomize order of items. Combine into one table.

ASPECTS

22. How beneficial do you think the following aspects of The Save Movement's work are? (think carefully about each answer)

- Holding vigils to bear witness to farmed animals
- Drawing attention to transport trucks carrying farmed animals
- Being inclusive and welcoming to all
- Taking a pro-worker stance for transport truck drivers and slaughterhouse workers
- Using a peaceful/non-violent approach
- Organizing in a public and transparent way
- Sharing new vigil content on social media multiple times per week
- Holding rallies to raise awareness for farmed animals
- Drawing attention to the presence of a slaughterhouse in a community

- ☐ Not at all beneficial
- ☐ Slightly beneficial
- ☐ Somewhat beneficial
- ☐ Very beneficial
- ☐ Extremely beneficial
- ☐ N/A (no exposure)

Note: Randomize order of items. Combine into one table.

UPSETTING

23. I avoid looking at The Save Movement's pictures/videos of animals on social media because I find them upsetting. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree

- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

UPSETCOMPARE

24. Compared to pictures/videos of animals on farms and in slaughterhouses, The Save Movement's pictures/videos are less upsetting to look at. (Choose one of the following answers)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

Part VI (Demographics)

GENDER

25. What is your gender? (Choose one of the following answers)

- ☐ Female
- ☐ Male

LOCATION

26. Where do you currently live? (Choose one of the following answers)

- ☐ Australia
- ☐ Brazil
- ☐ Canada
- ☐ Italy
- ☐ United States
- ☐ Other country

FEEDBACK

27. Any additional feedback you would like to share?

Note: Not mandatory.

End Message

Thank you for completing the survey. If you are the winner of the draw we will be in touch via email about your prize.

Appendix II. Frequency Tables

Screener

Question 2. Familiarity with Save Movement social media presence

Q: How often do you see social media posts by one or more of The Save Movement groups that focus on farmed animals?

Rarely (a few times per year)	8%
Sometimes (monthly)	10%
Often (weekly)	26%
Very often (daily or almost daily)	56%

Sample size = 669. Missing = 0.

Note: Participants who answered "never" were removed.

Demographics

Question 3, 25 & 26. Demographic characteristics

Average age		42 years	
Age range		15 to 81 years	
Age categories	15–29 years	22%	Sample size = 669. Missing = 0.
	30–49 years	44%	
	50–64 years	30%	
	65+ years	4%	
Gender	Female	87%	Sample size = 567. Missing = 102.
	Male	13%	
Location	Australia	15%	Sample size = 567. Missing = 102.
	Brazil	0.2%	
	Canada	45%	
	Italy	0.4%	
	U.S.	30%	
	Other country	10%	

Diet

Question 4, 5 & 6. Type of diet

Vegetarian	13%
Vegan	59%
Omnivore	26%
Unknown‡	1%

Sample size = 663. Missing = 6.

‡Unknown includes 5 individuals who indicated using a food list that they eat a vegetarian diet but did not confirm in a follow-up question when asked if they currently eat a vegetarian diet, as well as 3 individuals who indicated using a food list that they eat a vegan diet but did not confirm when asked if they currently eat a vegan diet.

Question 7. Omnivores who are reducing their consumption of meat, dairy and/or eggs

Yes	91%
No	9%

Sample size = 175. Missing = 0.

Question 8 & 9. Impact of Save Movement social media posts on vegetarians/vegans' diets

	Compared to other available information, The Save Movement's social media posts gave me a greater reason to adopt my vegetarian or vegan diet.	Compared to other available information, The Save Movement's social media posts give me a greater reason to maintain my vegetarian or vegan diet.
Strongly disagree	0.4%	1%
Disagree	0.9%	2%
Neither agree nor disagree	5%	17%
Agree	10%	31%
Strongly agree	19%	49%
N/A (I was vegetarian or vegan prior to seeing The Save Movement's social media posts)	64%	–

Sample size = 470. Missing = 199.

Sample size = 468. Missing = 201.

Question 10. Impact of Save Movement social media posts on vegetarians' diets

Compared to other available information, The Save Movement's social media posts give me a greater reason to consider adopting a vegan diet.	
Strongly disagree	1%
Disagree	2%
Neither agree nor disagree	22%
Agree	46%
Strongly agree	29%

Sample size = 83. Missing = 3.

Question 11 & 12. Impact of Save Movement social media posts on omnivores' diets

	Compared to other available information, The Save Movement's social media posts gave me a greater reason to reduce my consumption of meat, dairy, and/or eggs.	Compared to other available information, The Save Movement's social media posts give me a greater reason to consider eating fewer or no animal products.
Strongly disagree	0.7%	2%
Disagree	1%	3%
Neither agree nor disagree	8%	16%
Agree	37%	43%
Strongly agree	26%	36%
N/A (I was reducing my consumption of meat, dairy, and/or eggs prior to seeing The Save Movement's social media posts)	26%	–

Sample size = 153. Missing = 6.

Sample size = 166. Missing = 9.

Perceptions

Question 13. Perceptions

Compared to other available information, The Save Movement's social media posts give me:				
	a greater appreciation for the difficulties farmed animals face in transport prior to slaughter	a greater sense that farmed animals experience fear	a greater sense that farmed animals are unique individuals	
Strongly disagree	4%	4%	4%	
Disagree	1%	0.8%	2%	
Neither agree nor disagree	4%	6%	9%	
Agree	19%	15%	14%	
Strongly agree	52%	47%	39%	
N/A (I felt this way prior to seeing The Save Movement's social media posts)	20%	28%	32%	
	Sample size = 627. Missing = 42.	Sample size = 624. Missing = 45.	Sample size = 621. Missing = 48.	

Activism

Question 14, 15, 16, 17 & 18. Activism

Do you have experience advocating for animals (for example, encouraging others to adopt a cruelty-free lifestyle), whether online or in person? Sample size = 620. Missing = 49.	90% Yes Sample size = 560	Compared to other available information, The Save Movement's social media posts gave me a greater reason to become active or stay active for animals Sample size = 559. Missing = 1.	Strongly disagree	3%
			Disagree	1%
			Neither agree nor disagree	19%
			Agree	39%
			Strongly agree	39%
		Shared Save Movement information online		75%
		Shared other animal-related information online		71%
		Discussed the plight of animals with others		74%
		Joined an in-person Save Movement group		19%
		Started an in-person Save Movement group		4%
What prevents you from getting involved in bearing witness to animals on their way to slaughter? (Check any that apply) Sample size = 620. Missing = 49. (approximation)	10% No Sample size = 60	Compared to other available information, The Save Movement's social media posts give me a greater reason to consider becoming active for animals. Sample size = 59. Missing = 1.	Strongly disagree	5%
			Disagree	0%
			Neither agree nor disagree	31%
			Agree	47%
			Strongly agree	17%
		No local group and I would not want to start one		18%
		Too emotionally upsetting		44%
		Concerned what impact this type of activism will have on my life		8%
		No spare time		19%
		Bearing witness has value, but is not for me personally		12%
What prevents you from getting involved in bearing witness to animals on their way to slaughter? (Check any that apply) Sample size = 620. Missing = 49. (approximation)	10% No Sample size = 60	Not fond of the bearing witness strategy		3%
		Uninterested in being active for animals		0%
		N/A (I am already involved in bearing witness)		15%
		Other. Please specify		24%

Approaches

Question 19. Impact of type of medium

What impact do the following aspects of The Save Movement's social media posts have on you?

	Photos	Videos	Stories of activists' personal experiences bearing witness
Not at all impactful	1%	1%	1%
Slightly impactful	1%	1%	4%
Somewhat impactful	6%	6%	13%
Very impactful	26%	20%	29%
Extremely impactful	65%	64%	51%
N/A (no exposure)	1%	8%	2%

Sample size = 605. Missing = 64.

Question 20. Impact of type of content

What impact do the following aspects of The Save Movement's social media posts have on you?

	Content focused on one animal Sample size = 594. Missing = 75.	Content with several animals Sample size = 592. Missing = 77.	Content with only activists Sample size = 593. Missing = 76.	Content with activists interacting with animals Sample size = 592. Missing = 77.	Content with activists giving food/water to animals Sample size = 593. Missing = 76.	Messages to go vegan Sample size = 593. Missing = 76.	Messages to become an organizer for animals Sample size = 593. Missing = 76.
Not at all impactful	1%	0%	4%	1%	1%	5%	4%
Slightly impactful	1%	1%	17%	2%	1%	9%	13%
Somewhat impactful	8%	9%	37%	11%	9%	24%	31%
Very impactful	37%	36%	25%	33%	25%	30%	24%
Extremely impactful	51%	53%	14%	51%	61%	30%	21%
N/A (no exposure)	2%	1%	2%	2%	3%	4%	7%

Question 21. Impact of type of animal

Consider the different species of farmed animals featured in The Save Movement's social media posts. What impact do they have on you?

	Chickens	Cows	Pigs	Turkeys	Ducks
Not at all impactful	0.3%	0.3%	0.3%	1%	1%
Slightly impactful	2%	0.2%	0.2%	2%	2%
Somewhat impactful	8%	4%	3%	11%	9%
Very impactful	25%	13%	11%	21%	21%
Extremely impactful	60%	78%	86%	53%	54%
N/A (no exposure)	6%	4%	1%	12%	14%

Sample size = 587. Missing = 82.

Question 22. Impact of aspects of The Save Movement's work

How beneficial do you think the following aspects of The Save Movement's work are?

	Holding vigils to bear witness to farmed animals	Drawing attention to transport trucks carrying farmed animals	Being inclusive and welcoming to all	Taking a pro-worker stance for transport truck drivers and slaughterhouse workers	Using a peaceful/non-violent approach	Organizing in a public and transparent way	Sharing new vigil content on social media multiple times per week	Holding rallies to raise awareness for farmed animals	Drawing attention to the presence of a slaughterhouse in a community
Not at all beneficial	2%	1%	0.4%	8%	0.2%	0.4%	1%	1%	1%
Slightly beneficial	4%	2%	2%	6%	2%	3%	3%	2%	2%
Somewhat beneficial	12%	9%	7%	19%	8%	8%	13%	10%	6%
Very beneficial	25%	19%	22%	21%	22%	26%	27%	25%	20%
Extremely beneficial	56%	67%	67%	37%	66%	61%	54%	60%	70%
N/A (no exposure)	1%	1%	2%	9%	1%	2%	1%	2%	2%

Sample size = 571. Missing = 98.

Question 23 & 24. Degree to which content is upsetting

	I avoid looking at The Save Movement's pictures/videos of animals on social media because I find them upsetting Sample size = 571. Missing = 98.	Compared to pictures/videos of animals on farms and in slaughterhouses, The Save Movement's pictures/videos are less upsetting to look at Sample size = 567. Missing = 102.
Strongly disagree	21%	6%
Disagree	33%	18%
Neither agree nor disagree	26%	47%
Agree	15%	22%
Strongly agree	6%	7%