



New Study Reveals the Impact of Diet and Different Animal Advocacy Tactics

New data suggests using social media and news articles effectively reduced animal product consumption in those avoiding meat, and had no harmful effects on meat-eaters.

Olympia, Wash. (April 27, 2022) — There are many different approaches to animal advocacy within the animal protection movement, from talking to people you know about animal suffering, to sharing social media posts, to protesting in public spaces. To understand how these approaches affect people's behaviors, beliefs, and attitudes towards farmed animals, research organization [Faunalytics](#) released a new study showing how successful each advocacy type is across both the short and long term.

This [vital report](#) shows the results of two studies in the United States. The first was a retrospective survey that explored people's experiences with different advocacy types within the last five years and measured their current behaviors and attitudes towards animals. The second study was an experiment that investigated whether advocacy caused behavioral and attitudinal changes.

A Few Key Findings:

- 41% of individuals who had experienced animal advocacy claimed that it influenced them to reduce their animal product consumption, with rates ranging from 24% for celebrity endorsements to 72% for reading a book about animal suffering.
- 1 in 5 people (about 20%) who experienced animal advocacy said that the experience made them angry towards the advocates.
- Educational information about animal welfare labels didn't change people's intentions to purchase animal products with or without a welfare label.
- Willingness to support a cause by signing a welfare petition was influenced by the species targeted, with 45% willing to sign a petition for fish welfare compared to 52% for farmed animal welfare in general.

Looking at major takeaways, "Two advocacy types, social media posts and news articles, reduced animal product consumption compared to a control condition, but only if participants identified as meat-avoiders such as reducetarians, pescetarians, and vegetarians," **said Dr. Andrea Polanco, Faunalytics' Research Scientist and the study's lead author.** "We also found protests to be less effective than the control condition in getting meat-avoiders to sign a petition."

Both news articles and social media posts didn't negatively impact meat-eaters' behaviors in the experiment, and they were also reported to reduce animal product consumption by almost 40%

of respondents in the first study. For these reasons, Faunalytics recommend advocates to use social media posts and news articles in their farmed animal advocacy.

On the other hand, Faunalytics recommend against using protests as an advocacy strategy since they showed some negative effects in the experiment. For example, disruptive protests increased animal product consumption in meat-eaters and both disruptive and non-disruptive protests reduced petition-signing in meat-avoiders. However, Faunalytics acknowledges that there is very limited research on the efficacy of protests in animal advocacy and hope to see more research on this topic.

Faunalytics also wanted to provide data to support the efforts of advocates who work with marginalized communities and who are often underrepresented in research. The experiment revealed that different animal advocacy methods were similarly effective across racial and ethnic groups, but some baseline differences point to the need for a deeper understanding. For instance, Hispanic or Latinx participants showed several more pro-animal behaviors and attitudes than the overall average, while Black participants showed fewer, of which we suspect that these latter results are related to structural inequalities. However, both of these groups ate a similar amount of animal products as the overall sample.

This [report](#) is the latest addition to Faunalytics' original research collection, which prioritizes high-impact studies that help build capacity for members of the animal protection community. Faunalytics' mission is to empower animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness for animals. A list of upcoming and previous original studies can be found [here](#).

To access the full Impact of Diet and Different Animal Advocacy Tactics report, visit www.faunalytics.org/relative-effectiveness. This report is also available in Spanish at www.faunalytics.org/relative-effectiveness-spanish.

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About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators. For more information, visit www.faunalytics.org.