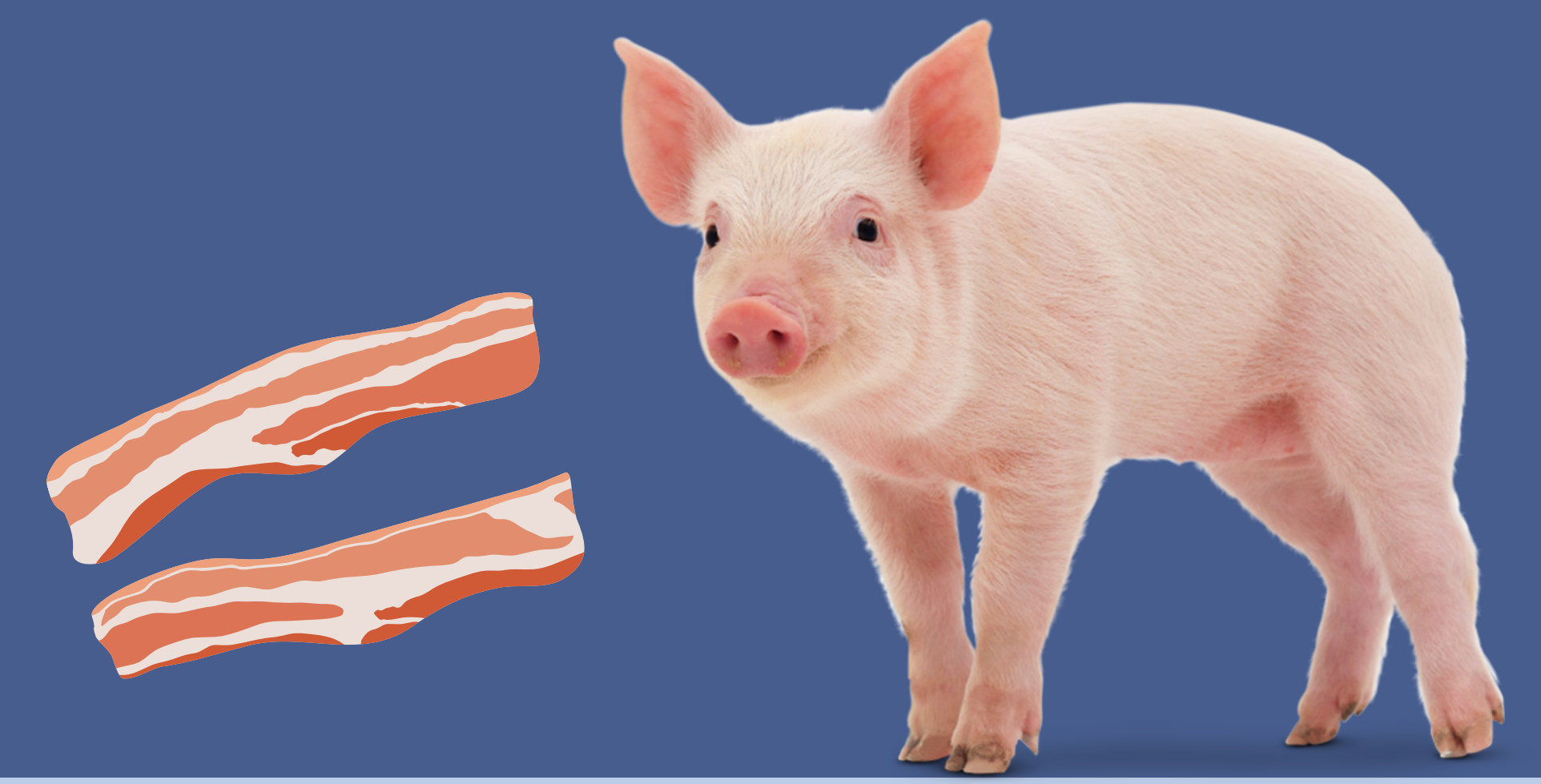# PIGS: SUFFERING AND SMART, YET PORK STILL ON THE MENU! UNMASKING THE APPETITE FOR CARNIVOROUS INDIFFERENCE

ANGELINA MAGNUCKI, JULIA FALTERMEIER, LAURA MÜLLER, MONIKA MAHESAN, SASKIA SCHLEGEL

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INTRODUCTION

The study aims to investigate how awareness of pigs' mental capacity to suffer and their intelligence influence individuals' implicit wanting and relative preference of pork. It proposes two hypotheses:

1) Being aware of **pig's capacity to suffer**, rather than their intelligence, will affect individuals' **implicit wanting** and **relative preference of pork**.
2) The effects of the awareness of pig's capacity to suffer will be mediated via **moral concern** towards pigs.
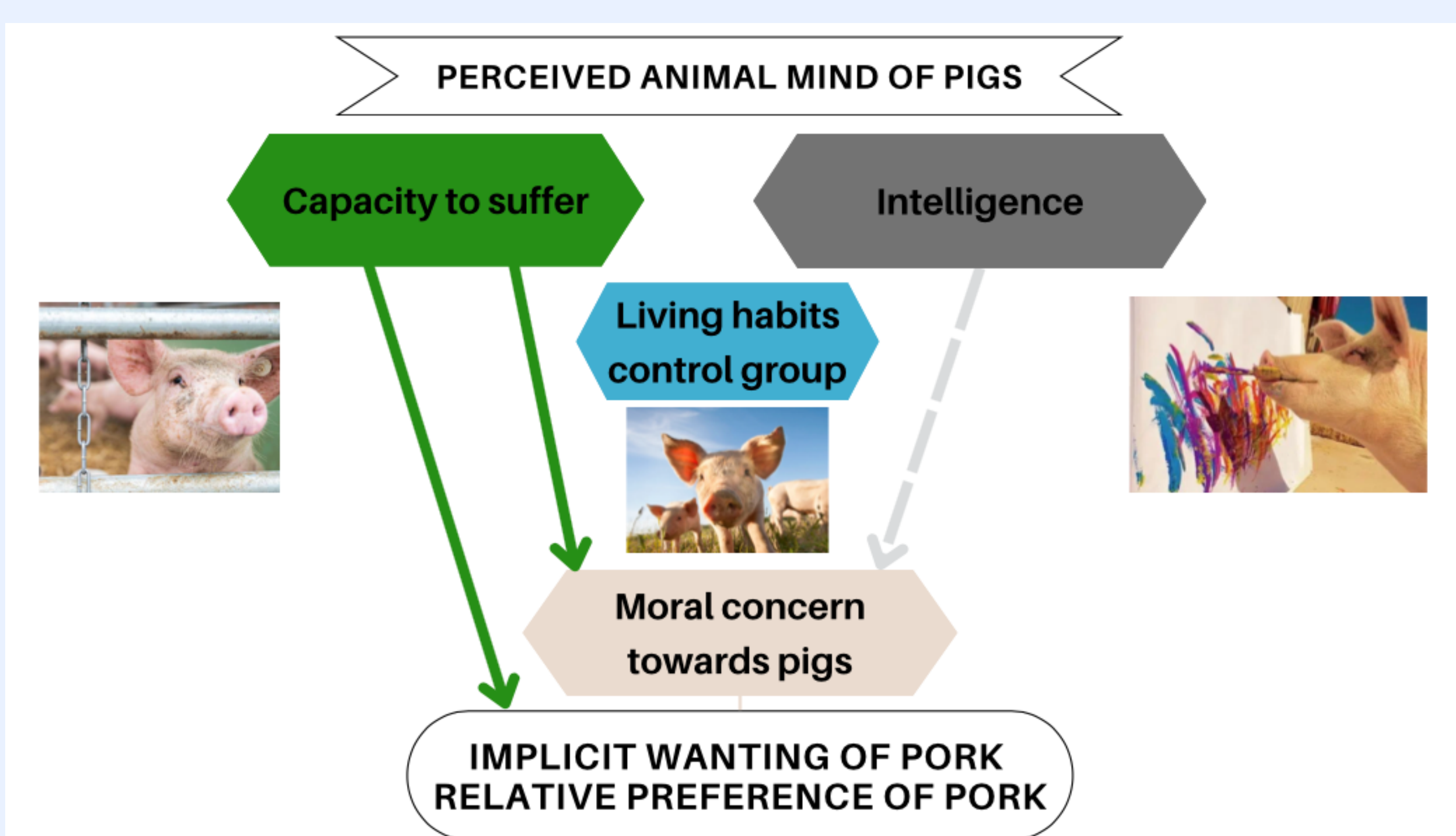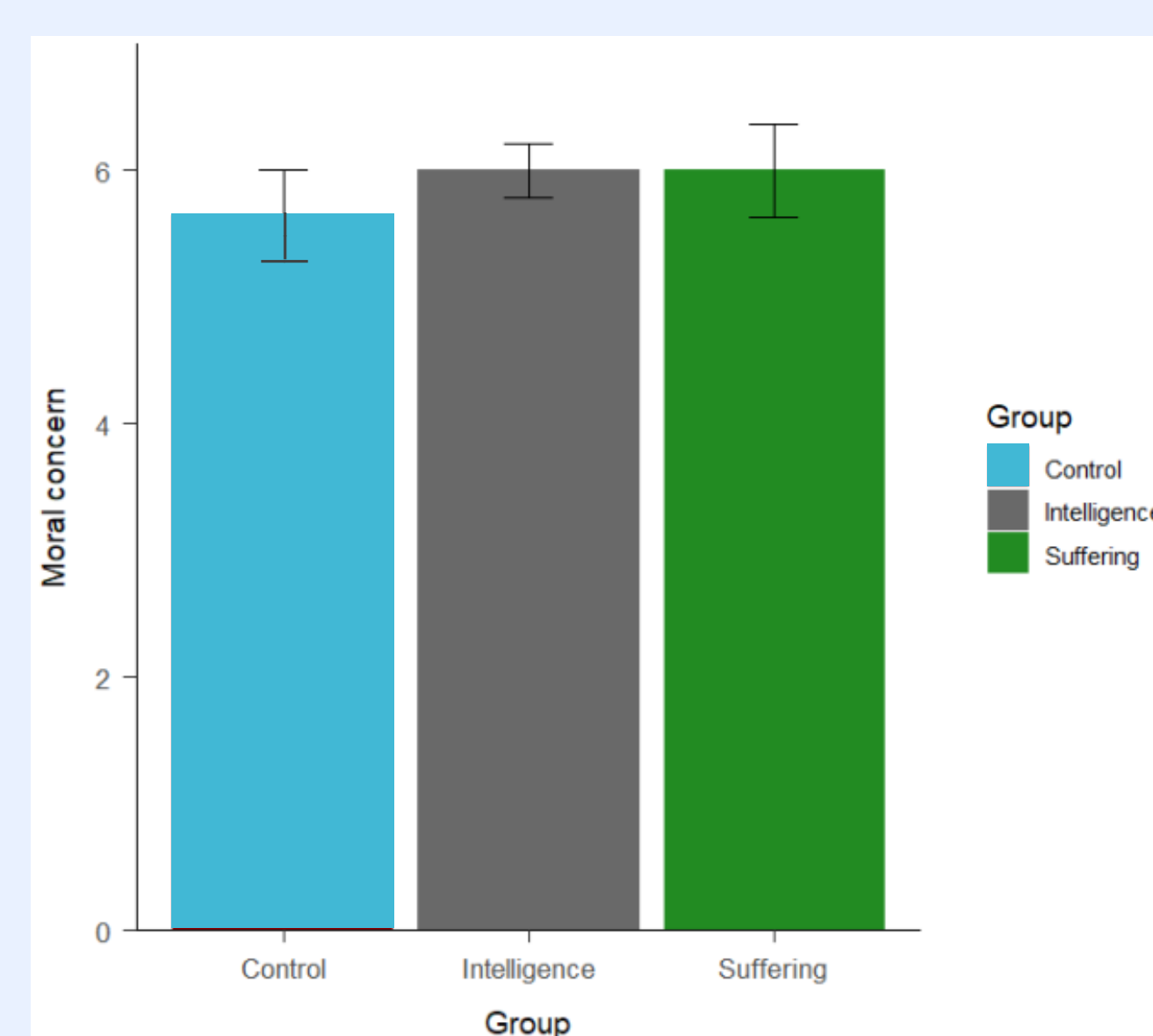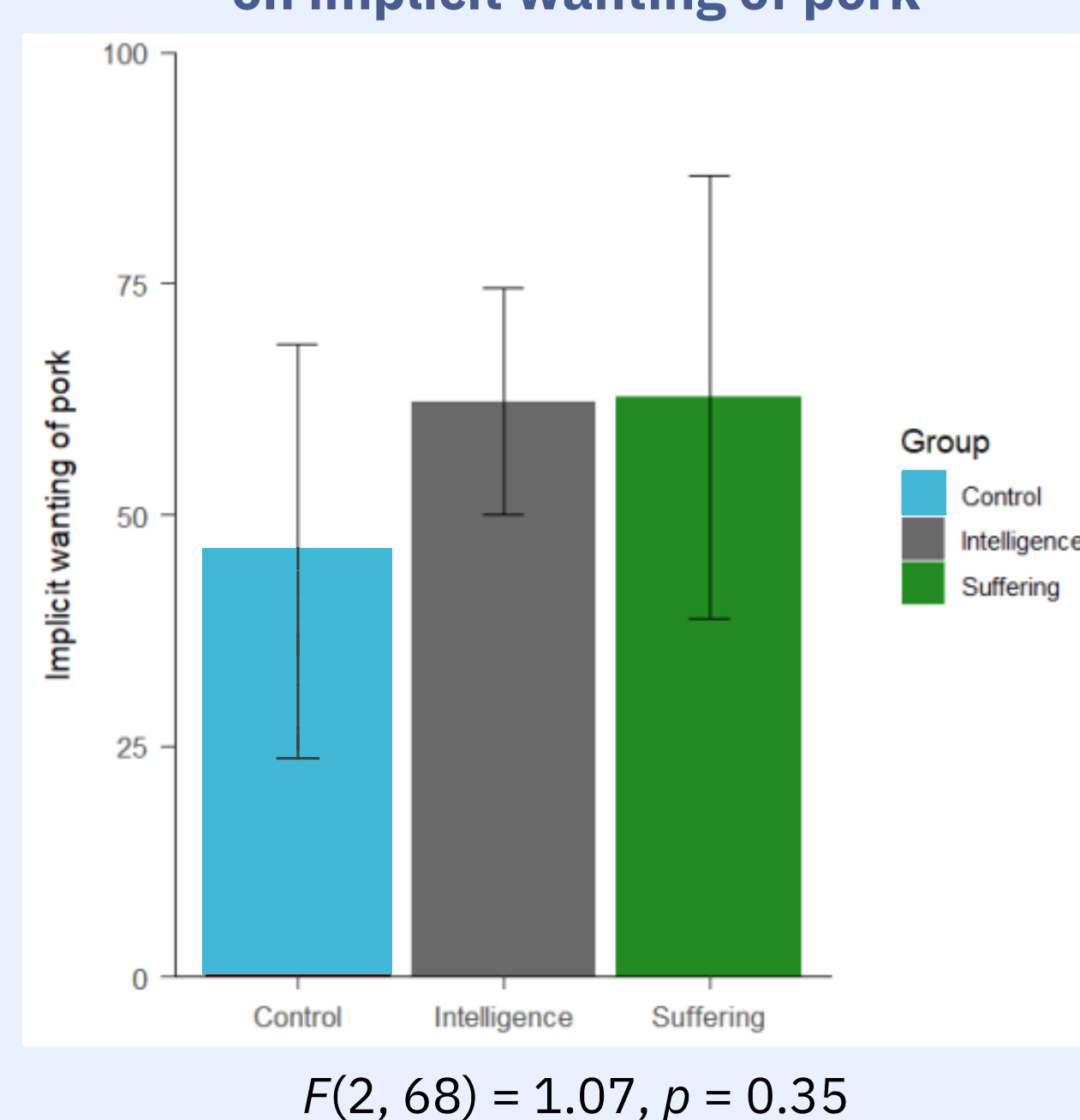

RESULTS

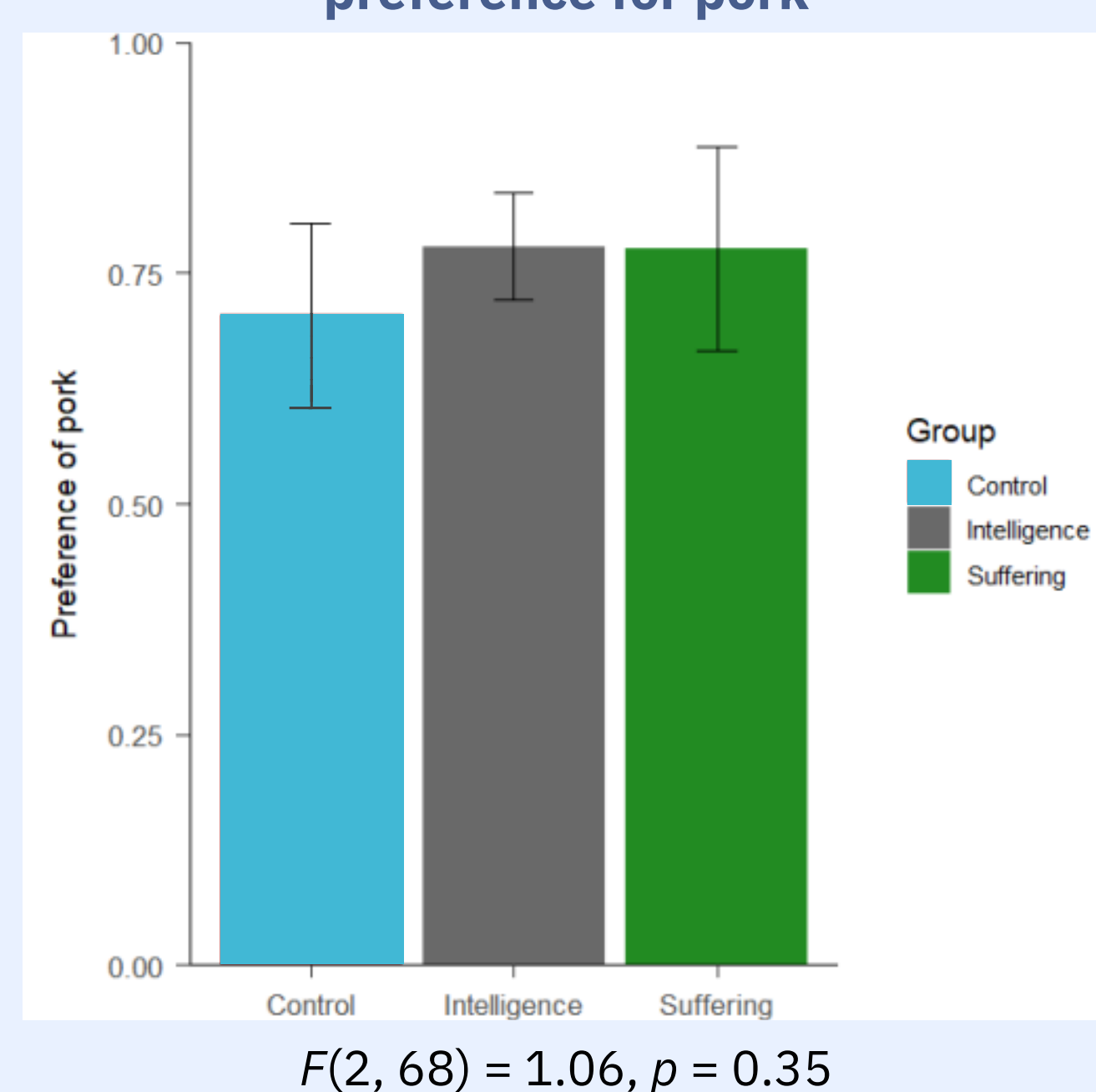**Result 1: Manipulation check: perceived mental capacity of pigs**
t(68) = -2.68, *p* = 0.03
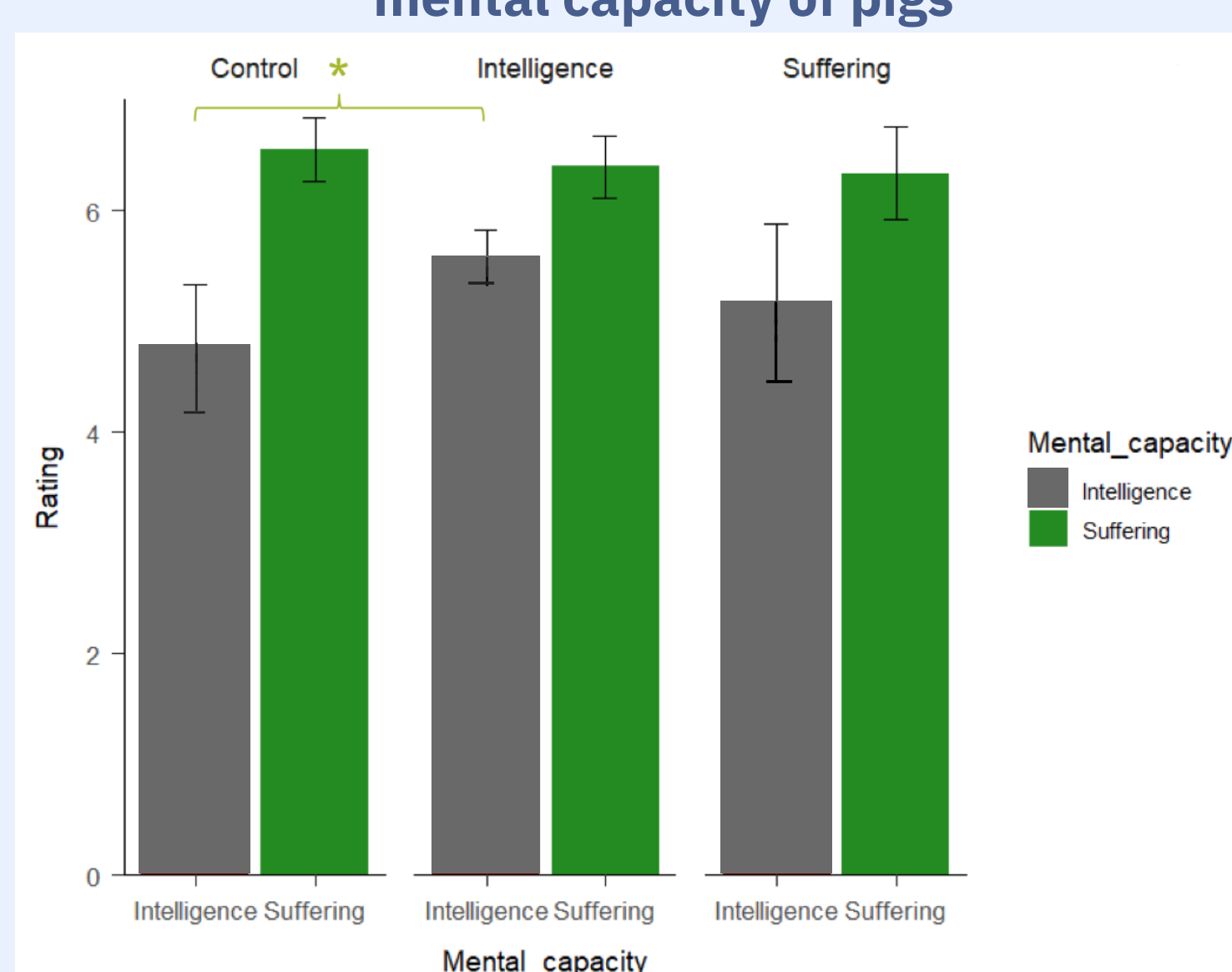
Result 2: Moral concern towards pigs
$F(2, 68) = 2.00$, *p* = 0.14

Result 3: Manipulation effects on implicit wanting of pork
$F(2, 68) = 1.07$, *p* = 0.35

Result 4: Manipulation effects on preference for pork
$F(2, 68) = 1.06$, *p* = 0.35

METHODS

BEFORE MANIPULATION
Demographic infromation (for example meat eating habits, hunger, consumption frequency of pork)

MANIPULATION
1. Reading article about pig's living habits, intelligence or capacity to suffer
2. Rating for pig's intelligence and capacity to suffer

AFTER MANIPULATION
1. Moral Concern towards pigs
2. Implicit wanting and relative preference of pork
3. Study purpose

perceived mental capacity and moral concern

Implicit wanting and relative preference task

Perceived mental capacity to suffer and intelligence
„How much would pigs suffer if they were harmed?"
„To what extent do pigs seem intelligent?"
1= not at all, 7= very much so

Moral concern (Loughnan, Haslam & Bastian,2010)
„How much do pigs deserve moral treatment?"
1= not at all , 7= very much so

DISCUSSION

Intelligence manipulation was successful, still there were no significant results regarding implicit wanting of pork

→ being aware of pigs intelligence does not make us concern more about them or reduce our wanting of pork

WHY?
Dissonance reduction

→ "Deny personal responsbility"
→ "Dissociation meat from animal"

The manipulation of pig's **capacity to suffer** was not successful

Future Manipulations:

• employing more detailed texts
• visual materials such as pictures or videos of slaughterhouse

Very **high awareness of pig's capacity to suffer and very high moral concern** in all groups (6.25 - 6.5)

Previous studys suggest a low moral concern towards pigs justify their meat-eating-habits
Our results show, a strong meat paradox among omnivores and flexitarians who have strong moral concerns towards pigs and still choose to consume pork

LITERATURE

Bastian, B., Loughnan, S., & Haslam, N. (2012). Don't Mind Meat? The Denial of Mind to Animals Used for Human Consumption. Personality and Social Psychology Bulletin, 38(2), 247-256.
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