

Attitudes about Eating Meat and Contributing Factors

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Introduction

Large amounts of meat consumption worldwide is a significant way that human activities affect the environment: forests were cut down to create pastures and cultivated fields; livestock production emits significant amounts of Greenhouse gas and other pollutants, increasing the need of water sources and exacerbating soil erosion. (Godfray et. al, 2018). Rising levels of meat consumption will cause the decline of biological diversity as well, according to Pohjolainen et al. (2016). Therefore, the study of meat consumption plays an important role in developing sustainability. Researchers find that attitudes towards meat can be different along gender lines. Reference to Kubberød et. al. (2002), consumers especially young women are willing to avoid eating meat with the fear of bloodiness and personal beliefs, which as a result, drop the levels of meat consumption and reduce the impact on the environment. Our proposed interview is an empirical exploration of the reasons that lead to different attitudes towards meat based on gender difference.

Aims and Hypotheses

--Aims: The research aims to learn about the attitudes and the beliefs of Vantage students towards eating meat and the facilitators and barriers to reduce their meat consumption. Especially, to find how gender difference plays a role in opinions of meat consumption that Vantage 149 students have.

--Hypotheses: (1) environmental and health reasons are the main reasons for choosing to eat less meat (2) men are more likely to eat meat than women.

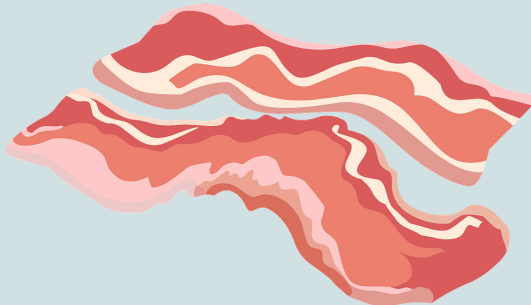
Method

Design: self-identified as male and female participants who are from Vantage program were interviewed through voice calling on Wechat and Skype by members from the research group. Each participant was asked questions about their dietary habits, especially meat consumption.

Participants: At least three self-identified as males and three self-identified females VANT 149 students

Procedure: Before the interview, participants are asked to sign their name on debrief form to agree to attend the interview. Participants are given a few minutes listening to the

introduction of the interview in the beginning. Then participants are asked whether they are ready for the interview. After participants are ready, the interview could then start by asking questions related to meat consumption. The whole process lasted approximately 10 minutes and was audio recorded.



Results

All self-identified female and male participants express that they eat meat, and they have never successfully given up eating meat in the past even though some of them have thought about that. About half of the participants would like to eat less meat in the future, but all of them would not give up eating meat. Facilitators towards eating less meat include environmental reasons and personal reasons. A facilitator that is frequently mentioned by participants is losing weight. Barriers include health and other personal reasons. The barrier that most participants mentioned is health problems. Most participants say that they would not give up eating meat because the meat is essential for their health.

Discussion

This study aimed to find out the attitudes of VANT 149 students towards eating meat. It can be seen that most students in VANT 149 eat meat and there is little chance for them to give up eating meat in the future. There are no significant gender differences towards eating meat in them. Participants show different attitudes on whether to eat less meat in the future, but this is not closely related to their gender identities. The main reason why participants do not give up eating meat is they think meat is essential for their health.

Conclusion and Future Research

The findings of this study will benefit the future researchers who are interested in this

topic. After interviewing current Vantage students, there actually is a minor relationship between gender difference and the preferences of meat consumption, and the concerns of health and environment are the main factors that influence students' opinions about consuming meat; thus our study can contribute to providing findings that are different from the research done by Hayley, A., Zinkiewicz, L., & Hardiman, K. (2015), but can serve as a further proof of Izmirli and Phillips' (2011) research.

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