

Survey

The Behavioral influence of Animal Cruelty presentation via Documentaries & Fictions

Brief introduction: Concerns surrounding the industrial practice of raising livestock have been portrayed via various methods within both academic and mainstream contexts. Owing to the easier accessibility and more appealing approaches, the audience are exposed to mainstream media before they reach for further information found in academic resources. Thus, this research project is aimed to discover the extent to which the filmographic representation of factory farming can impact the audience's pro-environmental behaviours.

Purpose of this survey: This survey aims to understand your awareness and knowledge of this particular topic prior to being exposed to the chosen film productions. This is a significant part of the research so please answer in as much details as possible.

Privacy Consent: The information you provide in this survey and during the interview will be published on my blog: <https://mokxii.wordpress.com/> and a youtube video, If you agree with these conditions and for the researcher to use your first name, please provide your consent by signing this paper and giving your name.



Mai Huong Dang

Thank you!

The questions:

1. **Have you been exposed to information about factory farming issue? Via which medium?**

I have been exposed to information about factory farming through Youtube and Netflix.

2. **From such exposure, are you influenced enough to change your daily behaviour? Why or Why not? (if yes, please describe such changes)**

I was influenced enough to change my behavior, although only for a short period of time. I found myself caring more about where my meat comes from and parting away from meat product for an amount of time after watching such materials. However, my financial situation does not allow me to continue this change.

3. **In a scale of 1-5, how would you score your knowledge about industrial practice of raising livestock?**

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4. **On a scale of 1-5, how would you score your urge to act (wanting to do something that can contribute to change this problem)?**

4

Next step:

In your own time, please watch the followings:

Okja (fiction) – on Netflix

Eating Animals (documentary) - <https://www1.123movies.la/movie/eating-animals-z2vnjr4/watching.html>

(this is a free website so there will be lots of ads at first, if this link is not accessible, please search for 123movies on google and then search for the documentary name)

Record your feelings and emotion when watching these two films

Next, you will go through a week of daily activities, and keep in mind your thought process while going grocery shopping, or doing things in general, and we will see each other after that 😊.

--- Thank you for your participation ---