# REACHING THE PUBLIC: PERSONAS FOR MARKETING AGRICULTURE

# ORGANIZATIONS

A Thesis

by

MALLORY LEA MOBLY

Submitted to the Office of Graduate and Professional Studies of
Texas A&M University
in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

| | |
|---|---|
| Chair of Committee, | Billy McKim |
| Committee Members, | Jeffrey Ripley |
| | Kerry Litzenberg |
| Head of Department, | Jack Elliot |

May 2016

Major Subject: Agricultural Leadership, Education, and Communications

# ABSTRACT

When developing messages, agriculture organizations must have a thorough understanding of audience segments' beliefs and communication preferences. This study explored how individuals in the Millennial generation perceive animal rights and animal use organizations. Participants were purposefully sampled from the Millennial generation to represent various sex, race, income level, and education level demographics. Additionally, data was collected using a Q method to enable differences between participants to emerge. By exploring the differences between participants, I gained a basic understanding of animal rights and animal use organizations' influence. I used my understanding of how animal rights and animal use organizations influenced participants to develop user-based marketing personas. The personas developed in this study represent an initial understanding of the types of individuals influenced by animal rights and animal use organizations. The personas in this study are basic and will require more time and research before they can efficiently reach a target audience. Once fully developed, the personas in this study may help agriculture organization reach and engage various audiences in the public.

# DEDICATION

It is difficult to grasp that I have been attending school at Texas A&M University for five years now. After I graduated with my bachelor's I couldn't believe how fast my undergraduate experience had gone. After learning of my acceptance into the graduate program here I thought, "This is going to be the longest two years of my life." Little did I realize, these past two years would go by even faster.

First, I would like to dedicate my thesis to my mom, DeAnna and my grandma, Jean. As the two constant role models in my life, I couldn't have asked for a better pair. Their love, support, and encouragement have truly gotten me through all the ruts of graduate school. Knowing that two of my biggest fans are back home in east Texas brings me immeasurable joy. Ever since I was little, my mom and grandma have taught me to stay strong during times of tribulation and confident during times of doubt. After experiencing both of those emotions during graduate school, numerous times, I know their teachings truly helped succeed.

Second, I want to dedicate my thesis to my granddad, Glenn. By far, the most difficult thing I have gone through in graduate school was learning his days on earth were much more limited than originally thought. Growing up, I always had my granddad to make me laugh. Thick as thieves, he and I would talk cattle, Aggie football, and how to handle the craziness my mom and grandma brought upon us. His selflessness is something I will always admire and strive to accomplish in my own life. I cannot thank him enough for putting up with my mom, grandma, and I all those years.

# ACKNOWLEDGEMENTS

Three years ago if anyone asked me if I planned on going to graduate school I would politely reply "Absolutely not" with a small laugh. It's not that I didn't want to further my education, but I was in denial as to if I had the strength and patience to *earn* a master's degree. As my academic career comes to a close, I can't help but reflect on my experiences over the past two years.

Several times I have found myself in office 265b crying and thinking "This is it. This is when I'm supposed to quit." After drying my tears, I would always look at my bulletin board and see the notecard with James 1:2 written on it. "Consider it pure joy when you face trials of many kinds," it read. I couldn't help but question my reasons to be joyful. Now, I am certain the Lord enabled me to go through the "lows" of graduate school so I could fully appreciate the "highs". I am thankful for the patience and love my Lord and Savior has blessed me with and owe my strength to Him.

As I write the last bits of my thesis, I want to acknowledge the people who have helped me during my time in graduate school. First, thank you to my mom, grandma, granddad, and great grandmother. All of them accepted the fact that my trips home would be few and far between. However, I always knew I could count on them to support me through every endeavor, mostly because they never missed an opportunity to tell me they were proud of me.

Second, I would like to acknowledge my fellow graduate students—Jackie, Stacey, Lori, Justin, and Kelsey. No matter has stressful things have gotten in their lives,

each of them has been more than willing to lend an ear and listen to my problems. Although our get togethers aren't done yet, I am so thankful God placed them in my life. Not only have they been there to support me, but they have all taught me something that has contributed to me being the person I am.

Jackie has been my best friend since our freshman year of college. Little did I know that asking to sit by her in AGCJ 105 would lead to a lifelong bond of laughter and learning. She will forever be my best friend. Stacey moved to Texas late in my graduate school career, but I know the Lord placed her in my life so I could gain a very special friend. Lori has been an awesome role model I have looked up to during my times of doubt. Justin has been a source of laughter and support ever since we first met my senior year of college. Lastly, Kelsey and I have known each other since we were little kids. We have gone through every milestone together from high school graduation, undergraduate graduation, and now we are finishing our master's degrees. God placed each one of them in my to love me, guide me, and most importantly, listen to me. Thank you all for dealing with this small town girl from Eustace, Texas!

Third, I would like to acknowledge my committee chair, Dr. McKim. At times we have wanted to ring each other's necks. Luckily, we found the patience to work through whatever research problem, scheduling issue, or personal problem we encountered. Without a doubt, I owe all of my research knowledge to him. My success in graduate school has not come easy, however, enrolling in my first undergraduate research course with him was certainly the beginning of my path to a master's degree. He pushed me to my limits of learning and when I was almost to the point of giving up,

he pushed me a little bit more to help me realize my potential. His teachings have taught me so much about research, but so much more about life. I have always prided myself on my skills, however, Dr. McKim truly made me realize my value. Thank you for sticking with me for four years. I will always cherish the opportunity to work with you as an undergraduate and graduate student.

Fourth, I would like to acknowledge Matt. He has been in my life from the very first day of graduate school. His positive attitude helped me see the silver linings during my most frustrating, stressful, and depressing times these past two years. His constant love and support has carried me from the beginning and I am blessed God chose him to come into my life when he did.

Fifth, I would like to acknowledge my other two committee members—Dr. Ripley and Dr. Litzenberg. I am so blessed to have them on my committee because their knowledge has shaped my project into what it is.

Lastly, as I reflect on the two years I spent in graduate school, I know every person I have encountered has shaped me into a better person. For whatever reason they were in my life, I received either a lesson or a blessing. When I graduated with my bachelor's degree I honestly thought I could take on the world if I wanted to. Now, as my time as a former student draws closer, I know I can take on the world because of my experiences in graduate school. Thank you to the Agricultural Leadership, Education, and Communications Department for enabling me to work with some outstanding individuals. I will always hold my graduate school experiences in my heart forever and cherish the memories I have made in College Station, Texas.

# NOMENCLATURE

ELM             Elaboration Likelihood Model

HLSR            Houston Livestock Show and Rodeo

HSUS            Humane Society of the United States

PETA            People for the Ethical Treatment of Animals

PRCA            Professional Rodeo Cowboy Association

SCT             Social Cognitive Theory

SJT             Social Judgment Theory

TFB             Texas Farm Bureau

USFRA           United States Farmers and Ranchers Alliance

# TABLE OF CONTENTS

Page

# LIST OF FIGURES

# LIST OF TABLES

Page

# CHAPTER I

# INTRODUCTION AND LITERATURE REVIEW

Often times in marketing, messages are developed with the assumption that every individual who receives the message will interpret information the same way. However, various entities, influences, and biases skew messages as they are disseminated and received. The problem of entities skewing messages as they are disseminated and interpreted may exist due to organizations that influence the public through the use of false information and agenda setting. For example, after a steer broke its neck in a 2006 Rodeo Houston performance, two messages with different possible interpretations and agendas were disseminated to the public. The Houston Livestock Show and Rodeo (HLSR) used a *Houston Chronicle* newspaper article as their avenue of addressing the incident. The HLSR veterinarian was quoted in the *Houston Chronicle* article stating he was surprised the steer broke its neck as similar incidents rarely occur (Houston Chronicle, 2006). The *Houston Chronicle* also reported the veterinarian euthanized the steer within 15 minutes. In contrast, People for the Ethical Treatment of Animals (PETA) reported this incident on their website and described the incident as an instance in which "a bull was left to suffer for 15 minutes before he was euthanized" (People for the Ethical Treatment of Animals, n.d.-b).

## Conflicting Ideas and Multiple Perspectives

Although HLSR and PETA reported the same incident, the way information was presented by each organization may have led to different public interpretations. HLSR

used a logical appeal to develop their message; whereas, PETA used the word "suffer" to imply an emotional connotation. In relation to agriculture, animal rights organizations and animal use organizations have a tendency of tailoring a message to represent two different sides of an issue. Organizations then attempt to push a message to the non-informed public as fast and efficient as possible in the attempt to be the most effective. Eventually, information reaches the non-informed public who use the information to form an opinion or view that is either for or against agriculture and/or animals.

Little is known about the people who represent and compose messages for animal rights organizations or animal use organizations and if they differ from journalists who report on more mainstream, well-known issues. However, even less is known about the people who are influenced by messages from animal rights or animal use organizations. For this study, I investigated how individuals perceive organizations, organization's missions, and how individuals receive and send information. Understanding this information and aggregating it into useable guidelines for communicating with the public will better enable organizations to reach and engage targeted audiences.

## Advantages of Tailored Messaging

In general, it is advantageous for marketers to understand individuals in the various audiences of society where and how opinions are developed. For this study, it was important to specifically investigate members of the Millennial generation as there are vast differences among members, likely due to demographic factors (API, 2015). Furthermore, because of the array of demographic differentiations in the Millennial

generation, there are various actors within the public sphere needing to be investigated.

The public sphere can best be described as a communication network from which

opinion is formed (Gripsrud & Eide, 2010). As suggested by Fraser (1993), there are

various audiences within the public sphere that communicate with each other (see Figure

1) and thus, form public opinion. The collection of varying audiences forms the public

sphere (Fraser, 1993). Moreover, due to the varying differences within the public sphere,

specific methods of communication are required for transmitting messages and

influencing those who receive it (Habermas, 1964).
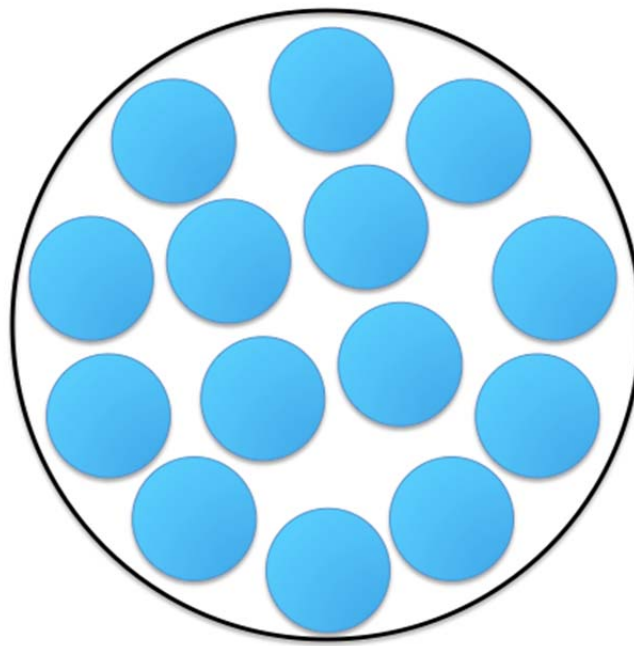


Figure 1. Several audiences within the public sphere communicate with each other and form public opinion.

*Tailored messaging in the context of this study.* Due to the complexity of researching certain groups of people, my research problem focused on determining the best means for reaching targeted public segments that are influenced by animal rights and animal use organizations. Understanding the people who are influenced by animal rights or animal use messages is beneficial to the agricultural community, and more specifically, agriculture organizations that aim to better reach and engage a specific audience. Moreover, there is a void in research specifically addressing the types of people who are influenced by animal rights organizations' and animal use organizations' messages. A conceptual illustration was included in Figure 2 to depict the influence organizations have as messages are disseminated to the public. Because organizations influence messages as they are disseminated, communicators should fully understand what the core message is and the type of influence organizations may be having on the public.
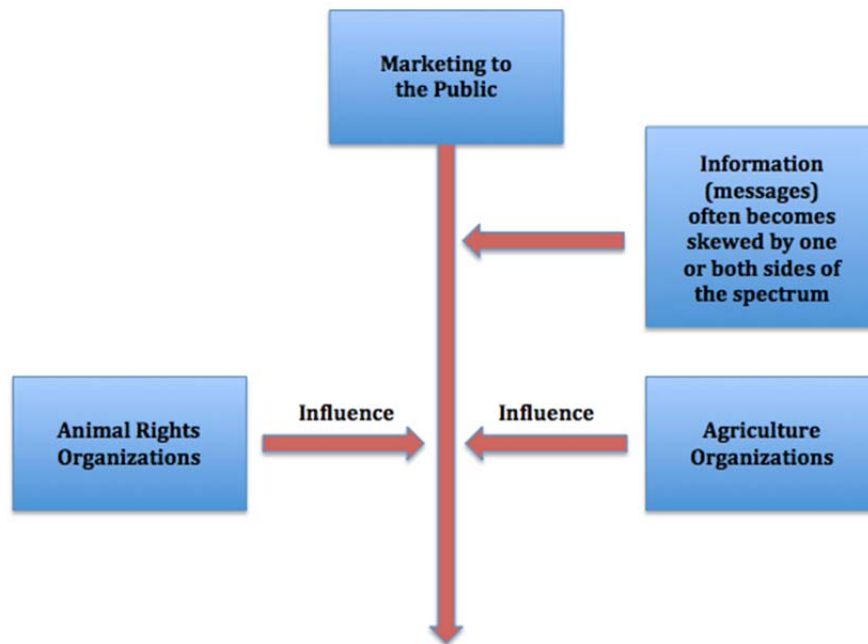
Figure 2. Information marketed to the public is likely skewed by various entities before it reaches the public. This diagram is represents the research problem for this study.

*Literature investigating agricultural marketing.* Several studies have addressed agricultural marketing (Bernard & Spielman, 2009; Ellis, 1982; Barrett, 1997) and how various forms of media influence the public (Wonneberger, Schoenbach, & van Meurs, 2013; Steele, 1999). Both of these topics broadly relate to the need to understand the types of people influenced by animal rights and animal use organizations' messages. Additionally, marketers use some form of media to promote an event or organization and uses media to influence people. Therefore, marketers for agriculture organizations may be able to increase the effectiveness of their marketing by using media and strategies preferred by their targeted audience.

Much of the research investigating agricultural marketing has been based outside of the United States and focuses on agricultural marketing related to the food industry and the deterioration of the marketing system (Bernard & Spielman, 2009; Ellis, 1982; Barrett, 1997). Literature specific to public perception of agriculture organizations is not expansive. Few researchers have explored if agriculture organizations should be marketed using the same techniques as food or if specific marketing strategies will be as effective in the United States when compared to strategies in other countries (Bernard & Spielman, 2009; Ellis, 1982; Barrett, 1997).

*Media influence.* Many researchers have investigated media influence (Slater, 2007; Eveland & Scheufele, 2000); however, the number of studies specific to agriculture-related media pales in comparison. Of the available literature, a small portion specifically relates to agricultural-related media. Additionally, researchers who have investigated agricultural media have mostly discussed the roles of agricultural communicators, consumer perception of the organic food industry, and consumer perception of genetically modified foods (Ruth-McSwain & Telg, 2008; Harper & Makatouni, 2002; Frewer et al., 2002). However, I was not able to locate reports of research in which researchers specifically addressed how agriculture organizations reach a certain audience or market events. There also appears to be a lack of literature investigating the types of people who are influenced by animal rights and animal use organizations.

*Perceptions of animal use.* The void in studies investigating agriculture organization marketing indicates a possible lack in understanding the individuals

influenced by animal rights and animal use organizations. Several researchers have conducted studies on similar topics that I used to guide this study. For example, Duda and Young (1998) explored public opinions concerning hunting and fishing. In their results, Duda and Young (1998) suggested wildlife managers should convey how much they care for animals in addition to how much they know about animals. Duda and Young (1998) addressed the problem many agriculture organizations face—educating the public while also expressing how much agriculture organizations care for animals.

Duda and Young's (1998) investigation substantiated the idea of a void between agriculture organization marketers and how the public is influenced by agriculture organization messages. Similar to Duda and Young (1998), Hill and Mobly (2015) investigated the most acceptable images of animals to use when advertising competitive sporting events. In their results, Hill, Mobly, and McKim (2016) suggested livestock show and rodeo marketers take into consideration the targeted audience for each advertisement when choosing images of animals. For example, livestock show and rodeo marketers should consider using images of animals and humans working together, such as barrel racing (Hill et al., 2016). In their study, Hill and Mobly (2013) addressed another problem lives agriculture organizations face—tailoring advertisements to the general public.

*Organizational familiarity.* To further investigate the types of people who are influenced by animal rights or animal use organizations, I included studies on organization reputation. Reputation, or more specifically, organizational familiarity, could have an effect on an organization's media influence. Ridova, Williamson, Petkova,

and Sever (2005) investigated the perceived prominence and quality of organizations, based on how stakeholders viewed an organization's reputation. Rindova et al. (2005) found that an organization's reputation is its global impression that represents how stakeholders perceive a firm. Rindova et al. (2005) suggested the economic value of an organization is increased when the organization is widely recognized by others. As agriculture organizations disseminate information to the public, widely recognized organizations, including PETA, Humane Society of the United States (HSUS), Professional Rodeo Cowboy Association (PRCA), and United States Farmers and Ranchers Alliance (USFRA), may influence the message the public ultimately receives.

Therefore, it was important to investigate the influenced animal rights and animal use organizations have on individuals to see if the prominence of organizational reputation easily sways the public's perspectives. A consumer may trust false information communicated by an organization merely because they value their reputation more than other organizations or they are more familiar with an organization as opposed to other organizations. Moreover, agriculture organization marketers must not only deliver an accurate message, but a message that cannot be easily manipulated by an organization that has a prominent reputation.

Few researchers have addressed issues with marketing agriculture organizations, but there still is a lack of literature present for specific issues. For example, Duda and Young (1998) only investigated the publics' perceptions of hunting and fishing. It is possible the various audiences in the public could have different attitudes toward animals commonly used in agriculture organization marketing, including horses and

8

cattle. For this reason, it is important to gauge public perceptions of animals categorized as livestock used in agriculture organizations. By investigating these perceptions, agriculture organization marketers may be able to market their events with less influence of prominent animal rights organizations.

*Extreme animal rights organizations.* Few studies have specifically investigated the perceptions of extremist animal rights organizations. For example, Rindova and her colleagues (2005) did not investigate the reputation of extremist organizations when comparing an organization's prominence and quality to their reputation. Similarly, Pedahzur and Brichta (2002) conducted a study on charismatic right-wing party leaders in Austria, in which charisma was defined as the strong emotional and affective bond between leaders and followers, which organizations often have. Moreover, Kiesler (1984) noted extremist opinions can influence others to change their beliefs in certain environments. In a computer-based environment, extreme opinions were more likely to be present and influence other opinions because behavior was less inhibited (Kiesler, 1984).

For this study, I explored four organizations whose individuals' beliefs and, for some, actions, categorize them as extremist. Extremist organizations were operationally defined as an organization that passionately supports one choice even when a large group agrees a different idea to be a better choice (Martins, 2008). In the following section, four organizations representing two opposing points of view are presented: Pro animal rights (PETA and HSUS) and pro animal use (PRCA and USFRA).

*Pro animal rights organizations.* Animal rights organizations including PETA and HSUS have similar reputations in that they both passionately oppose organizations that promote animal use and animal agriculture.

According to the PETA website, (People for the Ethical Treatment of Animals, n.d.-a) they are the largest animal rights organization in the world. PETA (People for the Ethical Treatment of Animals, n.d.-a) focuses its attention on factory farms, clothing trade, laboratories, and the animal entertainment industry. PETA reportedly works toward their mission through educating the public, investigations, research, rescuing animals, special events, celebrity endorsements, and protest campaigns (People for the Ethical Treatment of Animals, n.d.-a).

Similar to PETA, it is stated on the HSUS (Humane Society of the United States, n.d.) website that they are the leading animal advocacy organization. HSUS (Humane Society of the United States, n.d.) seeks to provide a humane world for humans and animals through education and training for local organizations.

*Pro animal use organizations.* Animal use organizations, including PRCA and USFRA, have opposing missions when compared to animal rights organizations. The PRCA's mission is to be the premier sanctioning body for rodeo in North America through the love of animals, competition excitement, and the western lifestyle (Professional Rodeo Cowboy Association, n.d.).

Although the PRCA values the use of animals through competition, USFRA focuses on creating dialogue between farmers, ranchers, and consumers (United States Farmers and Ranchers Alliance, n.d.). It was noted on the USFRA website that almost

all facets of the agriculture industry are represented through the partnership of more than 80 farmer and rancher-led organizations that create the USFRA (United States Farmers and Ranchers Alliance, n.d.). These organizations are partnered to educate consumers on how food is grown and raised (United States Farmers and Ranchers Alliance, n.d.).

The organizations explored in this study represent various views and beliefs toward the use of animals in production, entertainment, and marketing. The ultimate goal of this study was to identify the best practices for marketing agriculture organizations. Therefore, including organizations that appeared to have converse views and beliefs may provide deeper insight to the most efficient way to market agriculture organizations.

*Organization reputation.* Marketing efficiency may also come from how familiar individuals are with an organization's reputation. As suggested by Rindova et al. (2005), an organization's perceived prominence has an effect on the economic value of their reputation. It is noted on both PETA's (People for the Ethical Treatment of Animals, n.d.-a) and HSUS's (Humane Society of the United States, n.d.) websites they are leaders in animal advocacy. Moreover, both PETA and HSUS have prominent reputations in advocating for animals and animal rights. Although PETA and HSUS are well known for their efforts toward animal advocacy, it is possible various stakeholders have different images of their reputations (Riordan et al., 1997). For example, someone in the agricultural industry may consider PETA and HSUS to have prominent reputations, but may not agree with their mission statements and visions. In this study, I investigated how familiar various individuals are with PETA, HSUS, PRCA, and USFRA. By assessing how familiar individuals are with extremist organizations'

reputations, it may be possible to significantly tailor agriculture organization marketing to better suit a certain audience.

## Summary of the Problem

Reaching a target audience requires an understanding of the various groups of individuals within a population and how they may react to specific types of messages. When messages are not correctly tailored to a specific audience, the message will likely not have the intended effect. Therefore, the aim of this study is to describe the types of individuals in an audience and how they are likely to react to various types of messages. Because the types of individuals in an audience may be expansive, the context of this study was limited to public perceptions of the use of animals in agriculture organization marketing.

Moreover, marketers often times create personas with a certain audience in mind. Personas can be based on imaginary information, demographic characteristics, or biographical characteristics (Junior & Figueiras, 2005). Marketers find value in using personas to provide a shared communication basis and focus on targeted audience (Pruitt & Grudin, 2003). The goal of this study was to create personas representing various types of individuals influenced by animal rights or animal use organizations, therefore, supporting the primary aim of this study. The development of personas in this study may help agriculture organizations marketers better reach targeted groups or individuals. Additionally, because of the descriptive nature of each persona, animal rights organizations may be able to use the personas in this study to reach targeted groups or individuals as well. The most important factor of marketing is being aware of who a

company or organization is targeting so that a service can be achieved (Junior & Figueiras, 2005). If agriculture organization marketers know how to reach targeted individuals, adjustments can be made to marketing strategies to better fit the wants and needs of specific audiences.

## Organization of the Study

The research problem was introduced in chapter one, including a summary of similar studies or related issues, deficiencies in those studies, the significance of this study for particular audiences, and a review of selected literature relevant to this study. In chapter two, the research design, research questions and objectives, and the methods used to address the research questions and objectives will be described. Chapter three will include a description of the analyses used to address the research questions and objectives of this study and a summary of the results. Chapter four will contain a summary of the conclusions of this study and discussion of the implications and recommendations for research and industry improvement.

## CHAPTER II

## METHODS

The aim of this study was to describe the types of individuals in an audience and how they are likely to react to various types of messages. Because the types of individuals in an audience may be expansive, the context of this study was limited to individuals' perceptions of organizations' missions and values. To accomplish the aim of this study, multiple elements were necessary, including: 1) Understanding the demographics and psychographics of individuals in a context-based audience, 2) understanding the range of perspectives of members in a context-based audience, 3) understanding types of messages developed and used to reach a context-based audience, and 4) understanding how members of a context-based audience react to types of messages.

### Understanding the Public

The public was defined as the convergence of private people in the social world (Habermas, 1991). Within the social world, the public is composed of multiple actors, or multiple audiences (Fraser, 1993), who interact with each other and exchange opinions and ideas. The public sphere, as a whole, is essentially a conceptual representation because of individuals' natural inability to thoroughly understand all facets of the social world (Robbins, 1993). Because individuals do not thoroughly understand all aspects of their surroundings, each persona developed in this study is a working hypothesis.

Therefore, the personas in this study are working hypotheses of the opinions and beliefs within the public sphere.

As personas are further studied over time, each persona will be in a continual process of refinement to better represent each audience. The development of personas can be compared to the human lifecycle (Adlin & Pruitt, 2010). At each stage of development, humans need a certain level of care and resources. Therefore, as a persona is developed, certain data and information are needed to progress or develop the persona to the next stage.

From the initial, family planning stage of development to the final, retirement and death stage, personas use more and different types of information. During the development process, time is needed to properly progress. Within the scope of this study, personas began in the family planning stage of research and progressed to what could be considered the infant stage. As previously stated, a certain set of data, resources, and most importantly, time was needed for a persona to progress (Adlin & Pruitt, 2010).

Persona development begins in the family planning stage. During the family planning stage, the possible utility for personas is explored and if it is determined there is a need for personas, the gestation stage begins (Adlin & Pruitt, 2010). The gestation stage for personas is similar to that of a human. Data are used to help persona development and after resources have been collected personas are born (Adlin & Pruitt, 2010). As Adlin and Pruitt (2010) suggested, the birth of a persona is an event whereas the maturation of a persona is an ongoing process. After birth, a persona is still not ready

to be used by marketers (Adlin & Pruitt, 2010). Because more time and research needs to be conducted, the personas in this study are still in what could be considered an infant stage of development. Adlin and Pruitt (2010) did not describe each step of persona maturation, however the personas in this study have the potential to better represent an audience in the public sphere.

As more research is dedicated to the personas in this study, the possibly of marketers using them increases over time. Furthermore, this study should serve as the foundation for further persona development to be built upon. As this study is built upon, the personas have the likelihood to eventually mature into adulthood. Adlin and Pruitt (2010) suggested the adult stage of persona development is the most beneficial to marketers. Once in the adult stage, personas enable marketers to efficiently reach and engage audiences because they accurately describe individuals. However, once marketers have successfully used personas, the possibility of retiring a persona must be evaluated (Adlin & Pruitt, 2010). If it is determined a persona no longer accurately describe an audience, it must be retired so that a new persona can be developed.



Figure 3. Personas have lifecycles similar to the human lifecycle. The persona lifecycle and the point the personas in this study will mature is depicted in Figure 3.

**Design**

During this study I used a cross-sectional method. This study was a cross-sectional study because it involved the collection of data on more than one case and during a single period of time (Bryman, 2012). During the period of data collection, I investigated various messages disseminated by the organization investigated in this study and various types of people who shared similar values to the organization investigated in this study. According to Morgan (2007), epistemology uses philosophy of knowledge to guide an individual's worldviews. This is a broad approach to exploration, but makes a major impact when placed in a combined methods study because of its trust toward well-known philosophies of knowledge (Morgan, 2007). My epistemological stance was approached naturalistically. According to Guba, (1981), the naturalistic approach equally focuses on similarities and differences, and I did not seek to change or influence individual's perspectives of an issue. Rather, I sought to explore and understand individuals' perceptions and impressions of organizations' values and elements of their missions. My goal throughout my research was to understand the phenomena of individuals' perceptions of organizations rather than change how they are perceive them.

Although I did not attempt to change the influence animal rights organizations and animal use organizations have on individuals, I believed it was possible for this phenomena to be reformed.

Ontology is defined as an individual's view of the social world as an entity that is in a constant phase of reformation (Bryman, 2012). Social actors continually modify the

17

social world through altering practices and innovations (Bryman, 2012). My ontological view for this study was that the personas I developed would have the potential to be explanatory of the various audiences within this study.

My epistemological and ontological perspectives of this study led me to use abductive reasoning. Abductive reasoning moves between deduction and induction (Morgan, 2007), as illustrated in Figure 4. I moved between deduction and induction because this reasoning enabled me to understand how animal rights organizations and animal use organizations influence individuals through different mediums, otherwise known as environments. Once I understood which mediums influenced individuals, I could then develop personas describing how various types of individuals perceived the values and missions of the organizations in this study.
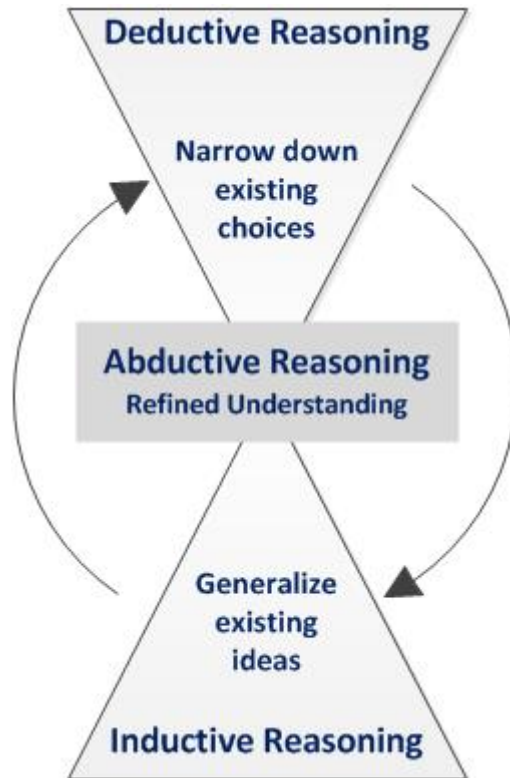
Figure 4. Abductive reasoning intertwines deductive and inductive reasoning.

The pragmatic approach to each phase of data collection for this study and the weaving between induction and deduction is depicted in Figure 5. Each phase of data collection and my research questions are discussed later in this chapter.
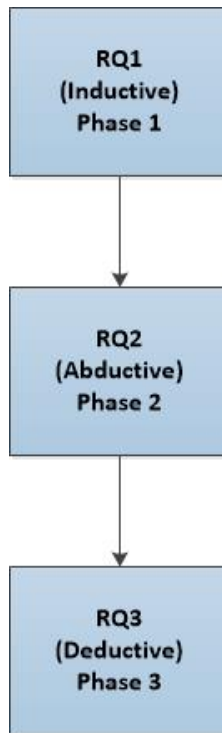
Figure 5. Abductive approach to data collection.

## Purpose Statement

*Summary.* The purpose of this three-part descriptive study was to explore individuals' perceptions of the animal rights and animal use organization. For this study, the Millennial generation participants' familiarity with media, their intensity of media use, and their perceptions of certain organizations' reputations served as independent variables. The audience types and personas served as the dependent variables for this study. Additionally, the personas developed in this study may serve as the independent variables for future studies.

In the first phase, I conducted a content analysis to obtain qualitative data in the form of statements. During the first phase I gathered statements conveying extreme

opinions from various animal rights organizations' and animal use organizations' websites.

In the second phase, I analyzed the data collected during the previous phase by conducting a factor analysis using data collected through a Q-method. During the second phase, participants ranked extreme statements gathered in the first phase using a form board.

In the third phase, data from the previous two phases were used to develop personas representing the various opinions and perspectives of people who are influenced by certain animal rights organizations and animal use organizations. Personas developed in the third phase described the demographics and psychographics of various audiences.

## Research Questions and Objectives

RQ1: What messages are being disseminated by animal rights organizations and animal use organizations?

RO1: Describe the messages that are present on animal rights organizations' and animal use organizations' websites.

RQ2: How many audiences influenced by animal rights organizations and animal use organizations are in the sample?

RO2.1: Describe the extreme perspectives of individuals in the sample.

RO2.1.1: Describe the extreme perspectives of PETA supporters.

RO2.1.2: Describe the extreme perspectives of HSUS supporters.

RO2.1.3: Describe the extreme perspectives of PRCA supporters.

RO2.1.4: Describe the extreme perspectives of USFRA supporters.

RO2.1.5: Describe the perspectives of members of the public.

RO2.1.6: Determine how many audiences exist in the sample.

RQ3: What characteristics describe the individuals of each audience?

RO3.1 Describe the demographic characteristics of individuals in the sample.

RO3.1.1: Describe age, sex, race/ethnicity, income, and education.

RO3.2 Describe the media engagement characteristics of individuals in the sample.

RO3.2.1: Describe individuals' familiarity with media.

RO3.2.2: Describe individuals' intensity of media use.

RO3.3: Describe how familiar individuals are with organizations.

## Assumptions Within this Study

There were several assumptions within this study. To support these assumptions I used three theories to guide my framework and justify the need to collect certain sets of data. The following sections will describe each theory used to guide this study and the assumptions each theory was used to address.

## Theoretical Framework

To guide this study and investigate how individuals perceived animal rights and animal use organizations, I used Bandura's (2001) social cognitive theory. SCT is composed of three determinants (personal, behavioral, and environmental) that share a triadic, reciprocal relationship (Figure 6). Therefore, drawing on the tenants of SCT

enabled me to understand the people who are influenced by PETA, HSUS, PRCA, and USFRA through three different components.

The personal component is considered to be a person's thoughts, attitudes, and beliefs toward a particular subject. This component considers how people feel (i.e., affection), and think (i.e., cognition). For this study, the personal component explored people's attitudes and beliefs toward PETA, HSUS, PRCA, and USFRA. The personal component of SCT was used to address the assumption that animal rights organizations and animal use organizations affect an individual's thoughts, attitudes, and beliefs.

An additional component of SCT investigates behavior. This component is a person's overt reaction or expression of thoughts stimulated by a subject or environment. For this study, the behavioral component explored how a person reacted to PETA, HSUS, PRCA, and USFRA messages. This component also used to determine if the organizations used in this study stimulate people a certain way thus assuming that behavior is influenced by animal rights organizations and animal use organizations.

For this study, I heavily relied upon the behavioral component of SCT. The personas developed in this study should eventually, after more time and research, accurately predict the behavior of the individuals it represents. Therefore, by thoroughly exploring behavior, the personas developed in this study may be more explanatory of how to reach each persona.

Lastly, the third SCT component is environment. This component affects how people exist within a certain setting or situation. Environment is perhaps the most complex determinant in SCT because it is not restricted to the concept of a physical

setting. The environmental component can also be a person's state of mind or an online

setting. For this study, I used the environmental component to explore websites

associated with PETA, HSUS, PRCA, or USFRA. The environmental component was

used to address the assumption that an individual can be influenced by animal rights

organizations and animal use organizations a certain way within a certain environment.
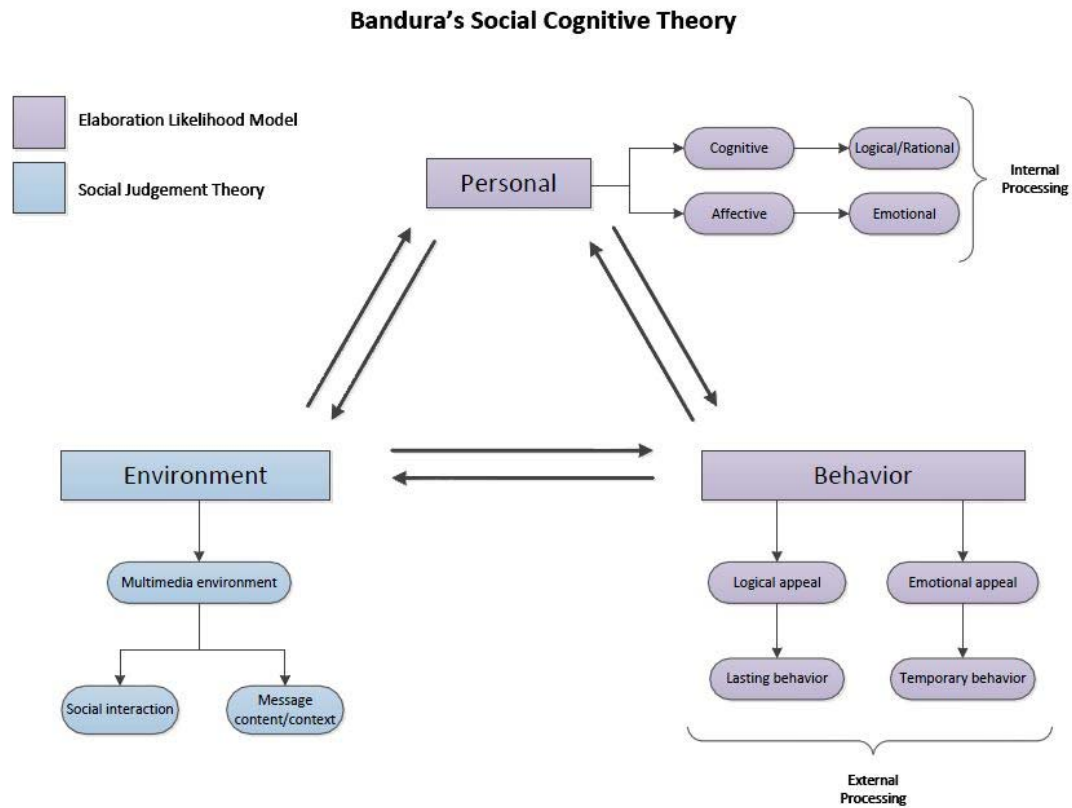


Figure 6. Social cognitive theory explained using elaboration likelihood model and social judgment theory.

## Conceptual Frameworks

I used two conceptual frameworks to better understand the three components of SCT: elaboration likelihood model (ELM; Petty & Cacioppo, 1986) and social judgment theory (SJT; Doherty & Kurz, 1996). All three theories have some degree of overlap and are illustrated in Figure 6.

## Elaboration Likelihood Model

The elaboration likelihood model (Petty & Cacioppo, 1986) was used to investigate two levels of communication: high-level and low-level (see Figure 7). High-level communication refers to a stimulus that results in a lasting behavioral change. In turn, low-level communication results in only a temporary change in behavior. I used ELM to supplement the personal and behavioral components of SCT. Different levels of communication influences how people feel (i.e., affection), and think (i.e., cognition). Therefore, I used ELM in this study to suggest communication is based on emotion and logic.

Based on the tenants of ELM, it is reasonable to assume an individual's attitude is more likely to change through an emotion stimulus than an individual's behavior is likely to change using long-term logic. For the purpose of this study, investigating the emotional and logical appeals of PETA, HSUS, PRCA, and USFRA enabled for better insight into how they influence certain people. A thorough understanding of these appeals may lead to more effective agriculture organization marketing. I used ELM to address the assumption that an individual has the ability to be influenced through emotion or logic.
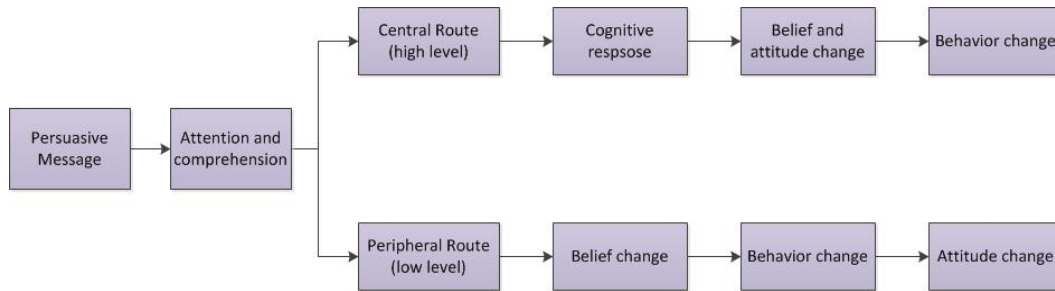
Figure 7. Elaboration likelihood model investigates high-level and low-level communication.

## Social Judgment Theory

Social judgment theory (Doherty & Kurz, 1996) was used to supplement the environmental component of SCT. In this study, environment was defined as websites associated with PETA, HSUS, PRCA, or USFRA. Each of the organizations listed used websites as a source of communication with the public. Respectively, each organization has the ability to disseminate persuasive messages to the public using these online environments. The process of shifting an individual's attitude using persuasive messaging can be explained using SJT (Figure 8).

Messages disseminated in online environments are composed of content, context, and social interaction. I used the primary tenants of SJT to assume the messages from animal rights and animal use organizations would influence individuals. Moreover, it should be noted that people may behave differently within an online environment as suggested by Kiesler (1984). Additionally, I used SJT to address the assumption that

26

individuals who behave differently in online environments are influenced differently in online environments. Therefore, information developed for an online environment will influence individuals differently.
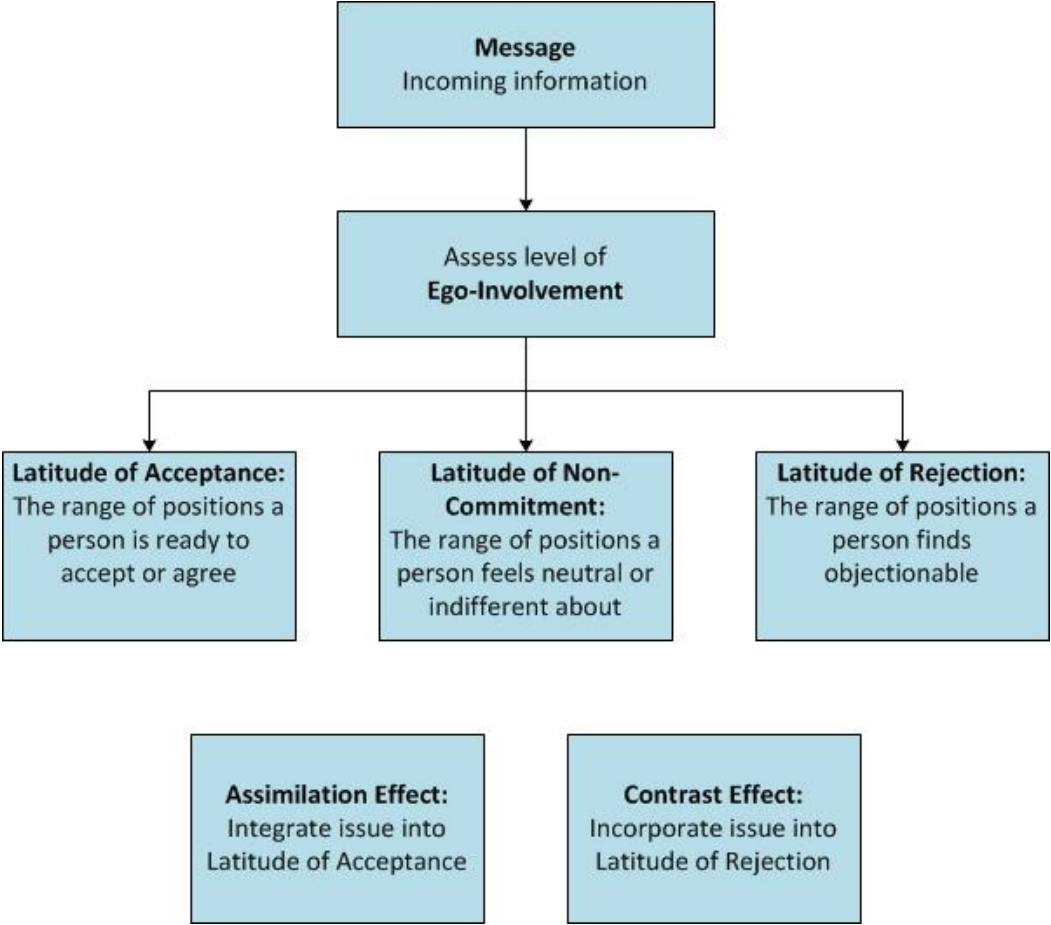


Figure 8. This is an illustration of the components of social judgment theory.

## Data Collection

*Phase 1.* In the first phase, I conducted a content analysis using a thematic approach. The first phase-collected data to investigate RQ1: What messages being disseminated by

animal rights organizations and animal use organizations? Furthermore, I used a content analysis in the first phase to describe the messages present on animal rights organizations' and animal use organizations' websites.

Researchers who use a thematic approach to a content analysis attempt to measure psychological characteristics (Neuendorf, 2002). For the purpose of this study, the characteristics were the relation of extreme statements to animal rights organizations and animal use organizations. A thorough description of each step of the content analysis phase of this study is described in the next section.

<div align="center">**Content Analysis**</div>

*Summary.* During the content analysis phase of this study I searched websites associated with PETA (www.peta.org), HSUS (www.humanesociety.org), PRCA (www.prorodeo.com), and USFRA (www.fooddialogues.com). Additionally, one organization provided an electronic document describing their mission statement and organizational views. This document was used in the content analysis portion in addition to websites associated with the organizations of this study. It should be noted that the sample for the content analysis portion was text, not people as was the case in later phases. Furthermore, the textual sample I developed from the content analysis was my Q-set. A Q-set is "a sample of statements about some topic" (van Exel & Graaf, 2005 p. 5).

Once statements were gathered, member checks were conducted to increase the accuracy of the statements I extracted from each website, and ensure the statements reflected each organization's respective values and elements of their mission statement.

In the following sections I will discuss in detail establishing objectivity, the content analysis process, coding scheme, and the role of member checks in this study.

*Establishing objectivity.* To establish objectivity, I developed a set of search criteria. Search criteria were developed to guide my search for extreme statements. I developed search criteria using an a priori design, meaning that criteria were created before I began searching for extreme statements (Neuendorf, 2002). To guide my search for extreme statements I acknowledged that extreme statements were to convey an opinion, not fact. Moreover, because I investigated what I conceptualized as two types of organizations with opposing ideas, statements were to refer to a topic that could be easily debated (i.e., controversial).

*Gathering statements.* The process of searching for extreme statements differed slightly depending on the organizational website being investigated. Initially, I searched the section of the website that gave a general overview of the organization, its mission statement, and beliefs. For this phase, I used Martins (2008) definition of extremism to find extreme statements. Martins (2008) defined extremism as passionately supporting one choice even when a large group agrees a different idea to be a better choice. After finding a statement that met Martin's (2008) definition of extremism, I copied the statement as a direct quote and pasted the text into an empty Microsoft Word® document. Under the direct quote I provided the hyperlink that led to the webpage I found the text. This procedure helped me to keep statements organized and created an audit trail. An audit trail can be described as conscientiously recording and tracking data for persona and/or formal use to establish creditability (Rodgers & Cowles, 1993). After

29

thoroughly searching the section that described an overview of the organization, I

searched various links on the organization's website. However, I only searched links I

believed would lead to a deeper understanding of the organization's values and beliefs as

that information would lead to the statements that fit Martins (2008) definition of

extremism.

"The selection of statements from the concourse for inclusion in the Q-set is of

crucial importance, but remains 'more an art than a science'" (van Exel & Graaf, 2005 p.

5), therefore the selection of statements for the Q-set was determined a priori. Part of my

a priori designed search criteria included establishing that I would only gather 20 to 22

statements from each organization website. Because each organization is considered

"extreme," much of the information included on their websites is straightforward and

indicative of their entire belief system. Therefore, I only gathered 20 to 22 statements

from each organization website because each statement directly described each

organization's beliefs.

After I gathered statements from each organization website, I began combining

the statements based on similarity. Because each statement was a direct quote from its

respective organization website, contextual issues led to the potential for

misrepresentation. Therefore, by combining statements, I generated a statement that was

free of contextual issues and representative of the same idea the original statements

presented. After the new statements were generated, I was left with 37 statements

representing beliefs from all four organizations. The specific statements I collected from

each website and the resulting collapsed statements are noted in Appendix A and

Appendix B.

*Member checks.* After gathering extreme statements from the PETA, HSUS, PRCA, and USFRA websites and combining statements, I performed member checks to ensure the statements I collected and the subsequent collapsed statements were consistent and representative of the respective organization's values and mission. Each member check involved contacting representatives from the respective organization and sending him or her a copy of the original statements, as well as the new, collapsed statements. I also included a document describing how each collapsed statement was derived (see Appendix B). After I received feedback from each organization representative, I made the suggested edits to each statement to complete my Q-set.

*Coding extreme statements.* Once I gathered extreme statements, I coded the statements in accordance to the criteria I established a priori. The process of coding extreme statements for this study was considered values coding. "Values coding is the applications of codes onto qualitative data that reflect a participants' values, attitudes, and beliefs, representing his or her perspectives or world-view" (Saldaña, 2012, p. 110). Values coding for this study reflected the values, beliefs, and attitudes extreme statements represented. To operationalize this study, I created a coding scheme. For this study, each statement was coded in numerical order. Statements one through nine represented PETA, statements ten through 18 represented HSUS, statements 19 through 28 represented PRCA, and statements 29 through 37 represented USFRA (see Appendix C). The Q-set usually consists of 40 to 50 statements, but it is possible to have more or less depending on the topic under investigation (van Exel & Graaf, 2005).

31

*Phase 2.* The second phase of this study consisted of participants Q sorting extreme statements from phase one, which yielded the data necessary to investigate research question two: How many audiences influenced by animal rights organizations and animal use organizations are in the sample? Additionally, I used the second phase to describe the range of perspectives from PETA supporters, HSUS supporters, PRCA supporters, and USFRA supporters. In the following sections I will give an overview of the Q method and the Q sorting steps in relation to this study.

## Q Methods

*Summary.* Q sort is a quantitative and qualitative approach used to provide a way of revealing the subjectivity within a given situation (Brown, 1996). Most commonly, researchers use Q methods to analyze relationships between people based on independent rank order ratings (Stephen, 1985). It should be noted that the sample for the Q sorting portion of this study was people, not text, as was the case in the previous phase. Participants in this study were recruited from the Millennial generation. In the context of this study, Millennials were defined as individuals born between 1981 and 1997 (Pew, 2015). For this study, I presented participants with a set of statements and asked them to rank the statements based on an agreement scale. Participants ranked the dataset using an instrument called a form board. The form board was a normally distributed pyramid. According to Block (1961), the primary virtue of a Q sort approach is that it provides a means of portraying the impressions and personalities of participants, and yields normally distributed data. Through this, the extent of agreement among participants can be assessed (Block, 1961).

Because the extent of agreement between participants is subjective, internal

consistency cannot be questioned as the Q-set (extreme statements) is a means to express

personal opinions (Stephen, 1985). Therefore, reliability can be established by a test-

retest design. Test-retest reliability refers to how similar items are after being sorted at

two or more points in time (Stephen, 1985). The measure of reliability was appropriate

for this study because I measured individuals' personal opinions; something that should

not change. It should be noted that Cross (2005) and Rogers (1991) maintained there is

no expectation that a participant will state the same opinions on two separate occasions.

However, Brown (1980) proposed the notation that Q sort can be replicated with 85%

consistency up to a year later.

For this study, I established trustworthiness through the use of triangulation. In

the following section of this chapter, I will discuss each phase of data collection. The

three phases of data collection build off one another and enabled me to refine my data at

various points throughout my investigation, leading to a triangulated dataset.  Each Q

sorting step in the second phase of this study will be discussed in the following sections.

*Recruiting the P-set.* In the second phase, I recruited individuals who are

associated with or representative of the organizations investigated in this study and

individuals who are not associated with the organizations under investigation. Therefore,

the sample for the Q sorting phase of this study were individuals, not text, as was the

case in the content analysis phase. Furthermore, the individuals in a study using a Q

method are referred to as the P-set (van Exel & Graaf, 2005). Individuals were recruited

from personal referrals from a contact at each organization using a purposeful, snowball

sampling method. Snowball sampling procedure may be defined as "when the researcher accesses informants through contact information that is provided by other informants" (Noy, 2008). I purposefully sampled individuals to allow for representation across the major demographic characteristics (APA, 2010) and to learn from the extreme sides of the phenomenon of interest (Patton, 2002).

For this study, the P-set (sample) was divided into five groups each representing one of the organizations in this study and one to represent the public. To better accommodate the P-set, I met each one at a location of their choosing to ensure a convenient and comfortable environment. The P-set is usually smaller than the Q-set (van Exel & Graaf, 2005); therefore, there were 20 participants in the P-set and 37 statements in the Q-set. The P-set is not randomly selected, but rather is a structured sample of participants who are relevant to the research problem (van Exel & Graaf, 2005). After the P-set was selected, each participant sorted the statements gathered in the first phase based on their level of agreement or disagreement with the statement.

*Demographics based on organization.* The following sections explore the recruitment process and demographics of the organizations in this study. Moreover, the mean scores for participants' ages are listed in Table 1. Additionally, the percentages of the remaining major demographics are listed in the following subsections for each organization and the public. The following subsections will describe the major demographic characteristics of the participants who represented each organization.

Table 1

*Ages of Individuals Representing Each Organization*

| Organization | | Age | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| PETA | 4 | 19 | 21 | 20.00 | 0.82 |
| USFRA | 3 | 23 | 33 | 27.33 | 5.13 |
| HSUS | 3 | 22 | 26 | 23.00 | 2.65 |
| PRCA | 3 | 23 | 26 | 24.67 | 1.53 |
| Public | 7 | 20 | 31 | 23.00 | 3.92 |

*People for the Ethical Treatment of Animals.* I recruited individuals who were representative of PETA views and beliefs through personal referrals. First, I contacted the assistant manager of college campaigns at PETA, who emailed the Peta2 college representatives in Texas. One Peta2 college representative, who was active in a college animal rights club, contacted me. Further contact with the Peta2 college representative enabled me to gain the contact information for four individuals active in the college's animal rights club. After further communication, the individuals and I determined a meeting date and location. Additionally, initial contact with the assistant manager of college campaigns at PETA yielded contact information for the food policy manager for HSUS.

Four participants represented the views of PETA in this study: 50% were male and 50% were female. Additionally, 100% of participants classified themselves as Asian. Fifty percent of participants noted that the highest level of education they had received was a high school diploma, and the remaining 50% noted they were currently enrolled in college.

Financially, 25% of participants noted their combined annual household income was less than $30,000. Fifty percent of participants indicated their combined annual household income was between $50,000 and $99,999. The remaining 25% indicated their combined annual household income was between $100,000 and $249,999. The percentages for each demographic characteristic are listed in Table 2.

Table 2
*Demographic Characteristics for PETA*

|  | *n* | Percent |
|---|---|---|
| Sex |  |  |
| Male | 2 | 50.00 |
| Female | 2 | 50.00 |
| Race/Ethnicity |  |  |
| American Indian or Alaska Native | 0 | 0.00 |
| Asian | 4 | 100.00 |
| Black or African American | 0 | 0.00 |
| Native Hawaiian | 0 | 0.00 |
| White | 0 | 0.00 |
| Other | 0 | 0.00 |
| Hispanic | 0 | 0.00 |
| Education |  |  |
| High School Diploma | 2 | 50.00 |
| Currently Enrolled in College | 2 | 50.00 |
| Associate's Degree | 0 | 0.00 |
| Bachelor's Degree | 0 | 0.00 |
| Master's Degree | 0 | 0.00 |
| Combined Annual Income |  |  |
| <$30,000 | 1 | 25.00 |
| $30,000-$49,999 | 0 | 0.00 |
| $50,000-$99,999 | 2 | 50.00 |
| $100,000-$249,999 | 1 | 25.00 |

*Note.* Some participants listed themselves as multiple races/ethnicities

Additionally, participants who represented PETA indicated they were most

familiar with the social medias Facebook ($M = 5.00$, $SD = 0.00$) and YouTube ($M =$

5.00, $SD = 0.00$). Participants also noted they were least familiar with Pinterest ($M =$

2.75, $SD = 2.06$). Moreover, participants noted they were most familiar with the web ($M$

$= 5.00$, $SD = 0.00$) and least familiar with newspapers ($M = 3.50$, $SD = 1.00$).

Participants indicated they used the social media, Facebook ($M = 7.00$, $SD = 0.00$), the

most and the social media, Twitter ($M = 1.00$, $SD = 0.00$), the least. Lastly, participants

noted they used the web ($M = 7.00$, $SD = 0.00$) the most and newspapers ($M = 2.75$, $SD$

$= 0.96$) the least. The media characteristic scores for the participants who represented

PETA are listed in Table 3.

Table 3
*Media Characteristics for PETA*

| Variable | Descriptive Statistics | | | | |
| --- | --- | --- | --- | --- | --- |
| | *n* | Min | Max | *M* | *SD* |
| Familiarity with Social Media | | | | | |
|     Facebook | 4 | 5 | 5 | 5.00 | 0.00 |
|     Twitter | 4 | 1 | 5 | 3.00 | 1.83 |
|     Instagram | 4 | 3 | 5 | 4.50 | 1.00 |
|     Pinterest | 4 | 1 | 5 | 2.75 | 2.06 |
|     YouTube | 4 | 5 | 5 | 5.00 | 0.00 |
| Familiarity with Media | | | | | |
|     Radio | 4 | 3 | 5 | 3.75 | 0.96 |
|     Television | 4 | 3 | 5 | 4.00 | 0.82 |
|     Magazines | 4 | 3 | 5 | 4.50 | 1.00 |
|     Newspaper | 4 | 2 | 4 | 3.50 | 1.00 |
|     Web | 4 | 5 | 5 | 5.00 | 0.00 |
| Use Social Media | | | | | |
|     Facebook | 4 | 7 | 7 | 7.00 | 0.00 |
|     Twitter | 4 | 1 | 1 | 1.00 | 0.00 |
|     Instagram | 4 | 5 | 7 | 6.25 | 0.96 |
|     Pinterest | 4 | 1 | 5 | 2.00 | 2.00 |

Table 3 Continued

| Variable | Descriptive Statistics | | | | |
| --- | --- | --- | --- | --- | --- |
| | *n* | Min | Max | *M* | *SD* |
| YouTube | 4 | 5 | 7 | 6.25 | 0.96 |
| Use Media | | | | | |
| Radio | 4 | 3 | 6 | 5.00 | 1.41 |
| Television | 4 | 3 | 7 | 4.50 | 1.73 |
| Magazines | 4 | 3 | 7 | 5.00 | 1.83 |
| Newspaper | 4 | 2 | 4 | 2.75 | 0.96 |
| Web | 4 | 7 | 7 | 7.00 | 0.00 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

*Humane Society of the United States.* The assistant manager of college campaigns provided the contact information for the food policy manager for HSUS. The food policy manager for HSUS provided me with the contact information for the presidents of two vegan college organizations in Texas. I emailed both of the individuals and received one response. The individual excluded herself from the study because she no was no longer president of the vegan organization and provided me the contact information for the current president. I contacted the current president who recruited two additional organization members. After further communication with the current president a meeting date and central meeting location was determined.

Additionally, of the three participants who represented HSUS 33.3% were male and 66.7% were female. Participants also noted that 66.7% of them classified themselves as Hispanic and 33.3% classified themselves as Asian. Education levels for participants were equally distributed with 33.3% noting they were currently enrolled in college, 33.3% had earned an associate's degree, and 33.3% had earned a bachelor's degree.

Lastly, 100% of participants noted their combined annual household income was less

than $30,000. The percentages for each demographic characteristic are listed in Table 4.

Table 4
*Demographic Characteristics for HSUS*

|  | *n* | Percent |
|---|---|---|
| *Sex* | | |
| Male | 1 | 33.30 |
| Female | 2 | 66.70 |
| *Race/Ethnicity* | | |
| American Indian or Alaska Native | 0 | 0.00 |
| Asian | 1 | 33.30 |
| Black or African American | 0 | 0.00 |
| Native Hawaiian | 0 | 0.00 |
| White | 0 | 0.00 |
| Other | 0 | 0.00 |
| Hispanic | 2 | 66.70 |
| *Education* | | |
| High School Diploma | 0 | 0.00 |
| Currently Enrolled in College | 1 | 33.30 |
| Associate's Degree | 1 | 33.30 |
| Bachelor's Degree | 1 | 33.30 |
| Master's Degree | 0 | 0.00 |
| *Combined Annual Income* | | |
| <$30,000 | 3 | 100.00 |
| $30,000-$49,999 | 0 | 0.00 |
| $50,000-$99,999 | 0 | 0.00 |
| $100,000-$249,999 | 0 | 0.00 |

*Note.* Some participants listed themselves as multiple races/ethnicities

Furthermore, participants who represented HSUS indicated they were most

familiar with the social medias Facebook ($M = 5.00$, $SD = 0.00$) and YouTube ($M =$

5.00, $SD = 0.00$). Participants also noted they were least familiar with Pinterest ($M =$

3.67, $SD = 1.16$). Additionally, participants noted they were most familiar with the web

($M$ = 5.00, $SD$ = 0.00) and least familiar with newspapers ($M$ = 3.00, $SD$ = 2.00).

Participants indicated they used the social medias Facebook ($M$ = 7.00, $SD$ = 0.00) and

YouTube ($M$ = 7.00, $SD$ = 0.00) the most and that they used Pinterest ($M$ = 3.00, $SD$ =

2.65). Lastly, participants noted they used the web ($M$ = 7.00, $SD$ = 0.00) the most and

newspapers ($M$ = 3.33, $SD$ = 2.52) the least.

Table 5
*Media Characteristics for HSUS*

| Variable | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| **Familiarity with Social Media** | | | | | |
| Facebook | 3 | 5 | 5 | 5.00 | 0.00 |
| Twitter | 3 | 3 | 5 | 4.00 | 1.00 |
| Instagram | 3 | 3 | 5 | 4.00 | 1.00 |
| Pinterest | 3 | 3 | 5 | 3.67 | 1.16 |
| YouTube | 3 | 5 | 5 | 5.00 | 0.00 |
| **Familiarity with Media** | | | | | |
| Radio | 3 | 3 | 5 | 4.33 | 1.16 |
| Television | 3 | 3 | 5 | 4.33 | 1.16 |
| Magazines | 3 | 3 | 5 | 4.00 | 1.00 |
| Newspaper | 3 | 1 | 5 | 3.00 | 2.00 |
| Web | 3 | 5 | 5 | 5.00 | 0.00 |
| **Use Social Media** | | | | | |
| Facebook | 3 | 7 | 7 | 7.00 | 0.49 |
| Twitter | 3 | 1 | 7 | 3.00 | 3.46 |
| Instagram | 3 | 1 | 7 | 3.00 | 3.46 |
| Pinterest | 3 | 1 | 6 | 3.00 | 2.65 |
| YouTube | 3 | 7 | 7 | 7.00 | 0.00 |
| **Use Media** | | | | | |
| Radio | 3 | 1 | 7 | 5.00 | 1.73 |
| Television | 3 | 3 | 6 | 5.00 | 0.00 |
| Magazines | 3 | 1 | 6 | 4.00 | 2.65 |
| Newspaper | 3 | 1 | 6 | 3.33 | 2.52 |
| Web | 3 | 7 | 7 | 7.00 | 0.00 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

The media characteristic scores for the participants who represented HSUS are listed in Table 5.

*United States Farmers and Ranchers Alliance.* Due to the nature of the USFRA being structured by several smaller organizations, it was difficult to determine an organization contact. Therefore, I contacted the vice president of the public relations firm that handles USFRA's public relations. The vice president provided the contact information for the affiliate and industry relations manager for USFRA. The affiliate and industry relations manager suggested I narrow my sampling frame to individuals at Texas Farm Bureau (TFB) due to locational limitations. TFB members were more centrally located to me and still representative of USFRA's values and beliefs. The affiliate and industry relations manager provided me the contact information for the director of organizational programs at TFB. This contact yielded three employees at TFB who fit my recruitment criteria. I individually emailed the three TFB employees and determined a meeting time and location.

Furthermore, the three participants who represented USFRA were 66.7% female and 33.3% male. One hundred percent of participants classified themselves as White. Additionally, 66.7% of participants had earned a bachelor's degree, and 33.3% had earned a master's degree. Lastly, 66.7% of participants noted their combined annual income was between $100,000 and $249,999 and 33.3% noted their annual income was between $30,000 and $49,999. The percentages for each demographic characteristic are listed in Table 6.

Table 6

*Demographic Characteristics for USFRA*

|  | *n* | Percent |
|---|---|---|
| *Sex* | | |
| Male | 1 | 33.30 |
| Female | 2 | 66.70 |
| *Race/Ethnicity* | | |
| American Indian or Alaska Native | 0 | 0.00 |
| Asian | 0 | 0.00 |
| Black or African American | 0 | 0.00 |
| Native Hawaiian | 0 | 0.00 |
| White | 3 | 100.00 |
| Other | 0 | 0.00 |
| Hispanic | 0 | 0.00 |
| *Education* | | |
| High School Diploma | 0 | 0.00 |
| Currently Enrolled in College | 0 | 0.00 |
| Associate's Degree | 0 | 0.00 |
| Bachelor's Degree | 2 | 66.70 |
| Master's Degree | 1 | 33.30 |
| *Combined Annual Income* | | |
| <$30,000 | 0 | 0.00 |
| $30,000-$49,999 | 1 | 33.30 |
| $50,000-$99,999 | 0 | 0.00 |
| $100,000-$249,999 | 2 | 66.70 |

*Note.* Some participants listed themselves as multiple races/ethnicities

Additionally, the participants who represented USFRA indicated they were most familiar with the social medias Facebook ($M = 5.00$, $SD = 0.00$), Twitter ($M = 5.00$, $SD = 0.00$), Instagram ($M = 5.00$, $SD = 0.00$), and YouTube ($M = 5.00$, $SD = 0.00$). Participants also noted they were the least familiar with the social media Pinterest ($M = 4.33$, $SD = 1.16$). Moreover, participants noted they were most familiar with the medias television ($M = 5.00$, $SD = 0.00$) and web ($M = 5.00$, $SD = 0.00$) and that they were least familiar with newspaper ($M = 4.00$, $SD = 1.00$). Participants noted they used the social media, Facebook ($M = 7.00$, $SD = 0.00$), the most and that they used Pinterest ($M = 4.67$,

*SD* = 2.31) and YouTube (*M* = 4.67, *SD* = 2.31) the least. Lastly, participants noted they

used television (*M* = 7.00, *SD* = 0.00) and the web (*M* = 7.00, *SD* = 0.00) the most and

newspapers (*M* = 3.33, *SD* = 2.08) the least. It should be noted that they standard

deviation score the newspaper use was the highest of the other media use scores,

indicating participants disagreed the most on often they read the newspaper.

Table 7
*Media Characteristics for USFRA*

| Variable | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Familiarity with Social Media | | | | | |
| Facebook | 3 | 5 | 5 | 5.00 | 0.00 |
| Twitter | 3 | 5 | 5 | 5.00 | 0.00 |
| Instagram | 3 | 5 | 5 | 5.00 | 0.00 |
| Pinterest | 3 | 3 | 5 | 4.33 | 1.16 |
| YouTube | 3 | 5 | 5 | 5.00 | 0.00 |
| Familiarity with Media | | | | | |
| Radio | 3 | 3 | 5 | 4.33 | 1.16 |
| Television | 3 | 5 | 5 | 5.00 | 0.00 |
| Magazines | 3 | 4 | 5 | 4.33 | 0.58 |
| Newspaper | 3 | 3 | 5 | 4.00 | 1.00 |
| Web | 3 | 5 | 5 | 5.00 | 0.00 |
| Use Social Media | | | | | |
| Facebook | 3 | 7 | 7 | 7.00 | 0.00 |
| Twitter | 3 | 4 | 7 | 6.00 | 1.73 |
| Instagram | 3 | 6 | 7 | 6.67 | 0.58 |
| Pinterest | 3 | 2 | 6 | 4.67 | 2.31 |
| YouTube | 3 | 2 | 6 | 4.67 | 2.31 |
| Use Media | | | | | |
| Radio | 3 | 4 | 7 | 6.00 | 1.73 |
| Television | 3 | 7 | 7 | 7.00 | 0.00 |
| Magazines | 3 | 3 | 6 | 4.67 | 1.53 |
| Newspaper | 3 | 1 | 5 | 3.33 | 2.08 |
| Web | 3 | 7 | 7 | 7.00 | 0.00 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

The media characteristic scores for the participants who represented USFRA are listed in Table 7.

*Professional Rodeo Cowboy Association.* I contacted the public relations manager for PRCA who provided me the contact information for the livestock program administrator. The livestock program administrator attempted to recruit individuals for this study, but was unable to, due obligations at the National Finals Rodeo. Therefore, I contacted a business owner from my hometown who employed several active PRCA cardholders. The business owner recruited three employees and determined a time and location for me to meet them.

The three participants who represented PRCA were males. Approximately 100% of participants classified themselves as White and 100% had earned a high school diploma as their highest level of education. Lastly, 33.3% of the participants noted their combined annual income was less than $30,000, 33.3% noted their combined annual income was between $30,000 and $49,999, and 33.3% noted their income was between $50,000 and $99,999. The percentages for each demographic characteristic are listed in Table 8.

Table 8
*Demographic Characteristics for PRCA*

|  | *n* | Percent |
| --- | --- | --- |
| *Sex* | | |
| Male | 3 | 100.00 |
| Female | 0 | 0.00 |
| *Race/Ethnicity* | | |
| American Indian or Alaska Native | 0 | 0.00 |

Table 8 Continued

|  | *n* | Percent |
|---|---|---|
| Asian | 0 | 0.00 |
| Black or African American | 0 | 0.00 |
| Native Hawaiian | 0 | 0.00 |
| White | 3 | 100.00 |
| Other | 0 | 0.00 |
| Hispanic | 0 | 0.00 |
| *Education* | | |
| High School Diploma | 3 | 100.00 |
| Currently Enrolled in College | 0 | 0.00 |
| Associate's Degree | 0 | 0.00 |
| Bachelor's Degree | 0 | 0.00 |
| Master's Degree | 0 | 0.00 |
| *Combined Annual Income* | | |
| <$30,000 | 1 | 33.30 |
| $30,000-$49,999 | 1 | 33.30 |
| $50,000-$99,999 | 1 | 33.30 |
| $100,000-$249,999 | 0 | 0.00 |

*Note.* Some participants listed themselves as multiple races/ethnicities

Additionally, participants who represented PRCA noted they were most familiar with Facebook ($M = 4.00$, $SD = 0.00$) and least familiar with the social media Twitter ($M = 1.67$, $SD = 1.16$). Participants also noted they were most familiar with the media radio ($M = 4.67$, $SD = 0.58$) and least familiar with newspapers ($M = 1.67$, $SD = 0.58$). Furthermore, participants who represented PRCA noted they used the social media Facebook ($M = 7.00$, $SD = 0.00$) the most, indicating they used it on a daily basis. Participants also noted they used Pinterest ($M = 1.33$, $SD = 0.58$) the least. Lastly, participants who represented PRCA noted they used radio ($M = 7.00$, $SD = 0.00$) more than other media choices and that they used newspapers ($M = 2.67$, $SD = 2.08$) the least. It should also be noted that the standard deviation score for newspaper use was the

highest of all the other media use scores, indicating that participants disagreed the most

on how often the read the newspaper. The media characteristic scores for the participants

who represented PRCA are listed in Table 9.

Table 9
*Media Characteristics for PRCA*

| Variable | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Familiarity with Social Media | | | | | |
| Facebook | 3 | 4 | 4 | 4.00 | 0.00 |
| Twitter | 3 | 1 | 3 | 1.67 | 1.16 |
| Instagram | 3 | 2 | 5 | 4.29 | 0.58 |
| Pinterest | 3 | 1 | 2 | 1.68 | 0.58 |
| YouTube | 3 | 4 | 5 | 4.33 | 0.58 |
| Familiarity with Media | | | | | |
| Radio | 3 | 4 | 5 | 4.67 | 0.58 |
| Television | 3 | 3 | 5 | 4.00 | 1.00 |
| Magazines | 3 | 2 | 4 | 2.67 | 1.26 |
| Newspaper | 3 | 1 | 2 | 1.67 | 0.58 |
| Web | 3 | 3 | 5 | 3.67 | 1.16 |
| Use Social Media | | | | | |
| Facebook | 3 | 7 | 7 | 7.00 | 0.00 |
| Twitter | 3 | 1 | 4 | 2.00 | 1.73 |
| Instagram | 3 | 4 | 7 | 5.67 | 1.53 |
| Pinterest | 3 | 1 | 2 | 1.33 | 0.58 |
| YouTube | 3 | 5 | 6 | 5.67 | 0.58 |
| Use Media | | | | | |
| Radio | 3 | 7 | 7 | 7.00 | 0.00 |
| Television | 3 | 5 | 7 | 6.00 | 1.00 |
| Magazines | 3 | 3 | 6 | 4.00 | 1.73 |
| Newspaper | 3 | 1 | 5 | 2.67 | 2.08 |
| Web | 3 | 6 | 7 | 6.33 | 0.58 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

*Public.* For this study, I recruited individuals who were not affiliated with any of the four organizations under investigation. Therefore, I contacted an employee at a radio broadcasting company to aid in the recruitment of individuals who are representative of the public. I called the radio broadcasting company employee who agreed to participate in this study, as well as recruitment six individuals from the company's station promotion team. The radio broadcasting employee's recruitment yielded a total of seven individuals.

Furthermore, three of the participants who were recruited from the public were males and four were females. Approximately 14% classified themselves as Asian, 71% classified themselves as White, and 43% were Hispanic. In addition to racial demographics, three participants indicated they were currently enrolled in college. One participant indicated they had earned an associate's degree, two participants had earned a bachelor's degree, and one participant had earned a master's degree. Lastly, 57.1% of participants indicated their combined annual income was less than $30,000, 28.6% indicated their combined annual income was between $30,000 and $49,999. The remaining 14.3% of participants indicated their combined annual income was between $50,000 and $99,999 or between $100,000 and $249,999. The percentages for each demographic characteristic are listed in Table 10.

Table 10
*Demographic Characteristics for the Public*

|  | $n$ | Percent |
|---|---|---|
| *Sex* |  |  |
| Male | 3 | 42.90 |

Table 10 Continued

|  | *n* | Percent |
|---|---|---|
| Female | 4 | 57.10 |
| *Race/Ethnicity* | | |
| American Indian or Alaska Native | 0 | 0.00 |
| Asian | 1 | 14.30 |
| Black or African American | 0 | 0.00 |
| Native Hawaiian | 0 | 0.00 |
| White | 5 | 71.40 |
| Other | 0 | 0.00 |
| Hispanic | 3 | 42.90 |
| *Education* | | |
| High School Diploma | 0 | 0.00 |
| Currently Enrolled in College | 3 | 42.90 |
| Associate's Degree | 1 | 14.30 |
| Bachelor's Degree | 2 | 28.60 |
| Master's Degree | 1 | 14.30 |
| *Combined Annual Income* | | |
| <$30,000 | 4 | 57.10 |
| $30,000-$49,999 | 2 | 28.60 |
| $50,000-$99,999 | 1 | 14.30 |
| $100,000-$249,999 | 0 | 0.00 |

*Note.* Some participants listed themselves as multiple races/ethnicities

Additionally, the media characteristics for the public are listed in Table 7.

Participants from the public indicated they were most familiar with YouTube ($M = 5.00$,

$SD = 0.00$) as a social media and least familiar with Pinterest ($M = 4.00$, $SD = 1.41$).

Moreover, participants noted they were most familiar with the web ($M = 5.00$, $SD =$

0.00) and least familiar with the traditional media magazines ($M = 3.29$, $SD = 1.25$).

Although participants from the public indicated they were less familiar with newspapers

($M = 3.14$, $SD = 1.22$) they appeared to be less agreement on their familiarity with

magazines as indicated by the higher standard deviation.

Furthermore, participants from the public noted they used Facebook (*M* = 6.57, *SD* = 0.79) more than other social media and Pinterest (*M* = 4.14, *SD* = 2.48) the least. Lastly, participants noted they used radio (*M* = 7.00, *SD* = 0.00) and the web (*M* = 7.00, *SD* = 0.00) the most, indicating they used both medias on a daily basis. Participants also noted they used newspapers (*M* = 2.71, *SD* = 1.11) the least of all the other medias.

Table 11
*Media Characteristics for Public*

| Variable | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Familiarity with Social Media | | | | | |
| Facebook | 7 | 4 | 5 | 4.86 | 0.38 |
| Twitter | 7 | 2 | 5 | 4.14 | 1.22 |
| Instagram | 7 | 2 | 5 | 4.29 | 1.25 |
| Pinterest | 7 | 2 | 5 | 4.00 | 1.41 |
| YouTube | 7 | 5 | 5 | 5.00 | 0.00 |
| Familiarity with Media | | | | | |
| Radio | 7 | 4 | 5 | 4.71 | 0.49 |
| Television | 7 | 4 | 5 | 4.43 | 0.54 |
| Magazines | 7 | 2 | 5 | 3.29 | 1.25 |
| Newspaper | 7 | 2 | 5 | 3.14 | 1.22 |
| Web | 7 | 5 | 5 | 5.00 | 0.00 |
| Use Social Media | | | | | |
| Facebook | 7 | 5 | 7 | 6.57 | 0.79 |
| Twitter | 7 | 1 | 7 | 5.29 | 2.36 |
| Instagram | 7 | 1 | 7 | 5.86 | 2.27 |
| Pinterest | 7 | 1 | 7 | 4.14 | 2.48 |
| YouTube | 7 | 5 | 7 | 6.14 | 0.90 |
| Use Media | | | | | |
| Radio | 7 | 7 | 7 | 7.00 | 0.00 |
| Television | 7 | 6 | 7 | 6.57 | 0.54 |
| Magazines | 7 | 2 | 7 | 3.86 | 2.04 |
| Newspaper | 7 | 1 | 4 | 2.71 | 1.11 |
| | *n* | Min | Max | *M* | *SD* |
| Web | 7 | 7 | 7 | 7.00 | 0.00 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

The media characteristic scores for the participants who represented the public are listed in Table 11.

*Exploring the P-set.* The demographics for the overall P-set are depicted in Table 12. Furthermore, of the 20 participants in my study, males and females were equally represented. In the overall P-set, 30% were of Asian ethnicity, 55% were White, and 25% were Hispanic. The demographic question that asked participants to list their race/ethnicity enabled multiple selections. Therefore, some of the participants listed themselves as multiple races/ethnicities, which in turn, led to an inflated overall percentage.

Additionally, 30% of participants in the P-set were currently enrolled in college and 50% had obtained a high school diploma or bachelor's degree. The remaining 20% had obtained either an associate's degree or master's degree.

Moreover, 45% of participants in the P-set listed their combined annual income as less than $30,000; whereas, 40% listed their income between $30,000 and $99,999. The remaining 15% listed their income between $100,000 and $249,999. Furthermore, none of the five audiences were separated based on any major demographic.

Media characteristics for the entire P-set are listed in Table 13. Overall, there was no media or social media the entire P-set completely agreed on. Media familiarity was measured on a 5-point Likert scale (1 = Not at all Familiar to 5 = Extremely Familiar). Facebook ($M = 4.50$, $SD = 0.41$) and YouTube ($M = 4.90$, $SD = 0.31$) were the social medias the P-set agreed they were familiar with. Additionally, radio ($M = 4.40$, $SD =$

0.62), television (*M* = 4.35, *SD* = 0.75), and web (*M* = 4.80, *SD* = 0.62) were the

"traditional" medias the P-set agreed they were familiar with.

Table 12
*Demographic Characteristics for P-set*

|  | *n* | Percent |
|---|---|---|
| *Age* | | |
| 19 | 1 | 0.05 |
| 20 | 4 | 0.20 |
| 21 | 3 | 0.15 |
| 22 | 3 | 0.15 |
| 23 | 2 | 0.10 |
| 25 | 2 | 0.10 |
| 26 | 3 | 0.15 |
| 31 | 1 | 0.05 |
| 33 | 1 | 0.05 |
| *Sex* | | |
| Male | 10 | 50.0 |
| Female | 10 | 50.0 |
| *Race/Ethnicity* | | |
| American Indian or Alaska Native | 0 | 0.0 |
| Asian | 6 | 30.0 |
| Black or African American | 0 | 0.0 |
| Native Hawaiian | 0 | 0.0 |
| White | 11 | 55.0 |
| Other | 0 | 0.0 |
| Hispanic | 5 | 25.0 |
| *Education* | | |
| High School Diploma | 5 | 25.0 |
| Currently Enrolled in College | 6 | 30.0 |
| Associate's Degree | 2 | 10.0 |
| Bachelor's Degree | 5 | 25.0 |
| Master's Degree | 2 | 10.0 |
| *Combined Annual Income* | | |
| <$30,000 | 9 | 45.0 |
| $30,000-$49,999 | 4 | 20.0 |
| $50,000-$99,999 | 4 | 20.0 |
| $100,000-$249,999 | 3 | 15.0 |

*Note.* Some participants are listed as multiple races/ethnicities

I measured media usage with a 7-point Likert scale (1 = Never to 7 = Daily).

Facebook ($M$ = 6.85, $SD$ = 0.49) was the social media the P-set agreed they used the

most and web ($M$ = 6.90, $SD$ = 0.31) was the traditional media the P-set agree they used

the most. The remaining media were accompanied by high standard deviations.

Therefore, the P-set lacked agreement when indicating how often they used each media.

Table 13
*Media Characteristics for P-set*

| Variable | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | $n$ | Min | Max | $M$ | $SD$ |
| Familiarity with Social Media | | | | | |
| Facebook | 20 | 4 | 5 | 4.50 | 0.41 |
| Twitter | 20 | 1 | 5 | 3.65 | 1.53 |
| Instagram | 20 | 2 | 5 | 4.30 | 0.98 |
| Pinterest | 20 | 1 | 5 | 3.40 | 1.57 |
| YouTube | 20 | 4 | 5 | 4.90 | 0.31 |
| Familiarity with Media | | | | | |
| Radio | 20 | 3 | 5 | 4.40 | 0.62 |
| Television | 20 | 3 | 5 | 4.35 | 0.75 |
| Magazines | 20 | 2 | 5 | 3.70 | 1.17 |
| Newspaper | 20 | 1 | 5 | 3.10 | 1.29 |
| Web | 20 | 3 | 5 | 4.80 | 0.62 |
| Use Social Media | | | | | |
| Facebook | 20 | 5 | 7 | 6.85 | 0.49 |
| Twitter | 20 | 1 | 7 | 3.70 | 2.74 |
| Instagram | 20 | 1 | 7 | 5.60 | 2.16 |
| Pinterest | 20 | 1 | 7 | 3.20 | 2.33 |
| YouTube | 20 | 2 | 7 | 6.00 | 1.21 |
| Use Media | | | | | |
| Radio | 20 | 1 | 7 | 6.15 | 1.66 |
| Television | 20 | 3 | 7 | 5.90 | 1.37 |
| Magazines | 20 | 1 | 7 | 4.25 | 1.83 |
| Newspaper | 20 | 1 | 6 | 2.90 | 1.48 |
| Web | 20 | 6 | 7 | 6.90 | 0.31 |

*Note.* Scale: Media Familiarity 1 = Not at all familiar to 5 = Extremely familiar
Scale: Media Use 1 = Never to 7 = Daily

Additionally, I measured the P-set's familiarity with the organizations investigated in this study. As listed in Table 14, the P-set indicated they were most familiar with PETA ($M = 2.60$, $SD = 0.68$). Moreover, the P-set also indicated they were least familiar with USFRA ($M = 1.65$, $SD = 0.81$). The mean score for the P-set's familiarity with HSUS ($M = 2.30$, $SD = 0.87$) was high enough to suggest the P-set was somewhat familiar with the organization, but the standard deviation was high enough to indicate a slight lack of agreement between participants. Lastly, the participants indicated they were slightly familiar with PRCA ($M = 1.95$, $SD = 0.94$). However, a lack of agreement among participants lead to a high standard deviation.

Table 14

*Organization Familiarity for P-set*

| Organization | *n* | Min | Max | *M* | *SD* |
|---|---|---|---|---|---|
| PETA | 20 | 1 | 3 | 2.60 | 0.68 |
| USFRA | 20 | 1 | 3 | 1.65 | 0.81 |
| HSUS | 20 | 1 | 3 | 2.30 | 0.87 |
| PRCA | 20 | 1 | 3 | 1.95 | 0.94 |

*Note.* Scale: 1 = Not at all familiar or slightly familiar to 3 = Moderately or extremely familiar

*Form board.* As the researcher, I was not restricted to use specific dimensions when creating the form board, nor was I restricted to use a certain number of categories (Stephen, 1985). However, the form board's design is usually derived from the number of statements participants are expected to sort. Because participants sorted statements based on their opinions, the form board (Figure 9) was designed to have a shallow distribution. A shallow distribution is used for more straightforward topics (Watts &

Stenner, 2012). By using a form board, participants were forced to rank the given dataset in a normal distribution.

Furthermore, I created the form board using Adobe Photoshop. The form board consisted of 37 blocks to represent the 37 statements that each participant would use in the Q sort. I added the color spectrum depicted in Figure 9 to illustrate the varying degrees of agreement. Additionally, each block was labeled to allow for the coding that represented the placement of each statement on the form board.
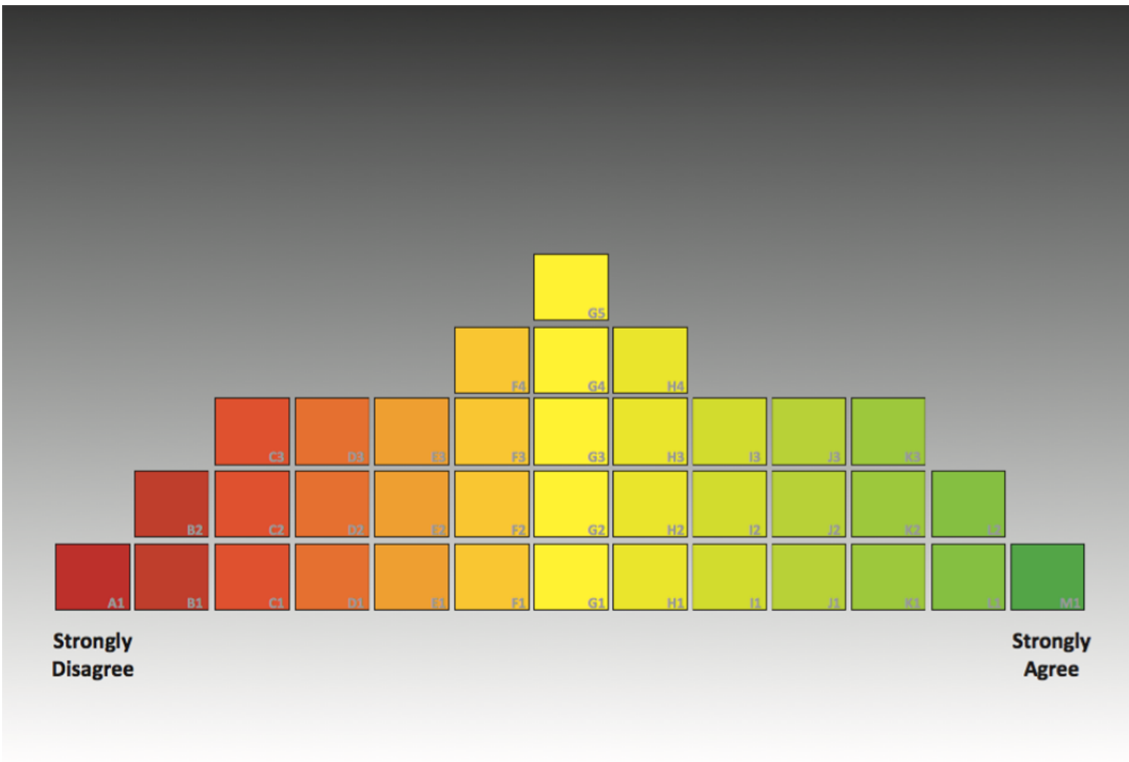


Figure 9. This image represents the form board I used for this study.

*Questionnaire.* As part of the second phase, I collected information in regard to participants' familiarity with certain media outlets (i.e., television, Facebook, etc.), media consumption, and how each person in the P-set perceived the reputations of the organizations investigated in this study. Media consumption questions were pulled from the *U.S. Digital Consumer Report* (Nielsen, 2014) and *Introducing Generation C: Americans 18-34 are the Most Connected* (Nielsen, 2012). The American Psychological Association requires only the major demographic questions be reported; therefore, only questions in regard to age, sex, ethnic and/or racial group, level of education, and socioeconomic status were asked (APA, 2010). The questionnaire was be web-based and created using Qualtrics™. To aid participants, I downloaded the questionnaire onto iPads to allow for responses to be uploaded immediately following the Q sorting process. Creating an electronic questionnaire decreased the time needed to enter and analyze data.

*The process of Q sorting.* After meeting individuals at the agreed upon location, I gave each participant in the P-set a brief summary of the Q sorting process. I provided each participant with his or her own form board, set of notecards that represented the Q-set, and iPad containing the questionnaire. After providing participants with their materials, I had each participant first look through the statements in the Q-set to gain familiarity. As participants sorted through the Q-set, they placed statements into a pile that represented their level of agreement, disagreement, or neutrality/lack of understanding. After participants initially sorted the Q-set, I counted the number of statements they placed into each pile and made note of their counts.

After counting the statements in each pile, participants were allowed to start placing the Q-set on the form board. Participants were instructed to take as much time as they needed to place the Q-set on the form board and to inform me of any questions they might have going through the process. Once each participant finished placing the Q-set on the form board, I took a picture of the form board to ensure documentation of their placements. In addition to a photograph, I documented the placement of each statement in the Q-set on a sheet of paper that contained a smaller depiction of the form board (see Appendix D).

After I documented each participant's Q-set placement, I asked him or her to explain their reasoning in placing their respective statement on each anchor of the form board. Once I had documented each participant's response, I allowed him or her to complete the questionnaire on an iPad (see Appendix E). As participants completed the questionnaire, I provided him or her with a thank you card to compensate them for their time.

*Data analysis.* After completing the second phase, I analyzed behavior patterns using IBM® SPSS® Statistics, version 23 and found "clusterings" among responses from the Q sorting process (Goodwin, 2002). As Goodwin (2002) reported, the basis of a persona is formed from the emergence of a clustering across six to eight variables. However, after analyzing responses from the second phase of this study, I had the foundation of a five personas. I used information from the web-based questionnaire that was distributed following the Q sorting process to refine each persona.

*Phase 3.* The third phase of this study consisted of using quantitative and qualitative data gathered from the previous phases to develop marketing personas. The third phase addressed research question three, "What characteristics describe the individuals of each perspective?" By developing personas, the characteristics of each audience were described.

*Persona development.* "Personas are fictitious user representations created to embody behaviors and motivations that a group of real users might express," (Junior & Figueiras, 2005, p. 277). The process of developing personas in this study depended greatly on the previous phases of data collection; more so the second phase. Once developed, the personas described how various individuals perceived the animal rights organizations and animal use organizations investigated within this study.

Persona development is a common marketing tool used to communicate a broader range of information to more people (Pruitt & Grudin, 2003). For the context of this study, the P-set included individuals associated with the organizations being explored in this study and individuals who were members of the public. Therefore, when compared to individuals who do not associate with an extreme organization, the personas developed in this study were theoretically different. Using data from the first two phases, I further described each of the five personas. It is important to note that designing for extreme characters navigates away from the usual target group (Djajadiningrat et. al, 2000). However, the inclusion of extreme personas will enable marketers to have a larger array of users to target (Junior & Figueiras, 2005).

57

Data from the Q sort was entered into a Microsoft Excel® spreadsheet and data from the web-based questionnaire were downloaded from Qualtrics™.  I aggregated data from both datasets into a single file

# CHAPTER III

# RESULTS

## RQ1: What Messages are Being Disseminated by Animal Rights Organizations and Animal Use Organizations?

The purpose of the first research question was to investigate the messages being disseminated by animal rights organizations and animal use organizations. The content analysis phase of this study explored during the first research question and objective. Initially, I gathered approximately 80 extreme statements in the content analysis phase of this study (see Appendix A). However, the extreme statements were direct quotes for the respective organizations' websites. Therefore, the extreme statements may not have been understood due to the lack of context. I truncated the initial list of extreme statements to allow each statement to be understood independent of the webpage from where they were derived. Additionally, I truncated extreme statements to allow for a more manageable text sample participants would sort in the Q sorting phase of this study. I analyzed data from the first phase of this study using a Microsoft Excel® spreadsheet (see Appendix B).

*Research objective 1.* The research objective for research question one was used to describe the messages present on animal rights organization and animal use organization websites. I gathered statements from organization websites and an electronic document one of the organizations provided (Table 15). I gathered 80 statements in the initial stage of the content analysis (see Appendix A). Later, I truncated

the list of statements into the list depicted in Table 15.

Table 15

*Statements from Animal Rights Organization and Animal Use Organization Websites*

| Animal Rights Organizations | Animal Use Organizations |
|---|---|
| Animals do not deserve to be used for entertainment. | Animals are not hurt by equipment used at rodeos. |
| Animals should not be confined to cages for any reason. | It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly. |
| Using animals for scientific experiments is wrong. | Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general. |
| Certain everyday products directly support animal abuse. | Humans have the right to use animals. |
| Animals deserve to live free from suffering just as humans do. | Humans are responsible for the well-being of animals in all aspects of the animal's life. |
| It is cruel to use reptiles for their exotic skins. | Animal rights groups believe animals should not be used for entertainment. |
| Animals should be seen as companions rather than "pets". | Animal rights groups believe animals should not be killed for sport. |
| Animal agriculture tortures animals. | Most industries have established guidelines to ensure animals are treated humanely. |
| Using animals for clothing supports animal cruelty. | Animal rights groups believe animals should not be used for educational purposes. |
| Many animals used for food are confined to tiny cages, barely bigger than their bodies. | Animal rights groups seek to change laws regarding animals used for food. |
| The poultry industry subjects animals to cruel conditions. | Farmers take the necessary steps to care for animals. |
| The fur industry supports animal abuse. | Farmers make sure their animals are healthy. |
| Captive hunting is cruel and dangerous for all animals. | Cattle in feed yards are not force-fed. |
| Most horses that are slaughtered are young, healthy animals. | The agriculture community has made slaughtering practices more humane. |

Table 15 Continued

| Animal Rights Organizations | Animal Use Organizations |
|---|---|
| Animals should not be used for medical training. | Farmers only use antibiotics on animals when necessary. |
| Animals used in cosmetic testing suffer. | Antibiotic use in animals does not cause antibiotic resistance in humans. |
| Animals have feelings and emotions. | The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume. |
| Dirty conditions of factory farms negatively impact the environment. | It is necessary to treat animals with antibiotics to prevent illness. |
| | It is more beneficial for animals to be raised in controlled environments. |

**RQ2: How Many Audiences Influenced by Animal Rights Organizations and**

**Animal Use Organizations are in the Sample?**

I used IBM® SPSS® Statistics version 23 to analyze data for the second research

question. First, data were reconfigured from an R configuration to a Q configuration.

Data were rotated to allow the analyses to identify correlations between participants to

emerge, rather than correlations in the participants' responses (items in the

questionnaire), which is typically done in analyses of data in an R configuration (see

Figure 10). I used the Restructure feature of SPSS® to rotate the selected variables.

Furthermore, descriptive statistics (Min, Max, *M*, *SD*) were calculated to describe

the major demographics of the overall sample of participants. Additionally, after the

dataset was rotated from an R configuration to a Q configuration, a principal component

analysis with a varimax rotation was used to identify the four primary type categories.

The remaining eight participants shared at least one characteristic with another type

category. A varimax rotation, as opposed to an oblique or orthogonal rotation, was

selected because varimax rotation loads "a smaller number of variables highly onto each

factor resulting in more interpretable clusters" (Field, 2009, p. 644). I truncated the

participants who shared multiple type characteristics into a fifth type category.

| | VAR_01 | VAR_02 | VAR_03 |
|---|---|---|---|
| RESP_001 | 3 | 2 | 4 |
| RESP_002 | 1 | 3 | 5 |
| RESP_003 | 5 | 4 | 1 |

| | RESP_001 | RESP_002 | RESP_003 |
|---|---|---|---|
| VAR_001 | 3 | 2 | 4 |
| VAR_002 | 1 | 3 | 5 |
| VAR_003 | 5 | 4 | 1 |

Figure 10. The image above depicts a dataset that is rotated using a q configuration. The top table depicts a normal configured dataset and the bottom table depicts a Q configured dataset.

Descriptive statistics were calculated using an SPSS® syntax file (see Appendix

F). I used syntax originally developed by Homeyer (2015) that rotated the dataset into a

Q configuration. I wrote additional syntax that calculated the mean, standard deviation,

minimum, and maximum scores for all the media consumption and demographic

questions on the web-based questionnaire. Frequencies and percentages for media

consumption and demographic questions were calculated using the syntax file, as well.

A list of all the variables, their descriptions, coding, and source are in Appendix G.

The purpose of research question two was to determine the number of audiences

influenced by animal rights organizations and animal use organizations in the sample.

Moreover, the primary research objective for the second research question was to

describe the perspectives of the sample. The truncated list of statements from each of the

four organizations in this study is depicted in Appendix I. The statements in Appendix I

are separated by animal rights organization and animal use organization to represent the

extreme perspectives of each entity.

*Research objective 2.1.* Furthermore, the primary research objective for research

question two was to describe the perspectives of the sample. Additionally, to aid in

describing the perspectives of the sample, I developed six secondary research objectives.

Four of the secondary research objectives were to describe the perspectives of each of

the four organizations being investigated in this study (Appendix I). RO 2.1.5 was to

describe the perspectives of the public.

Because individuals sampled from the public did not have an affiliation with the

four organizations in my study, their perspectives were determined from the varimax

factor analysis. Additionally, the sixth secondary research objective was to determine the

number of audiences in the sample. Both the fifth and sixth secondary research

objectives are depicted in Table 16. Participants affiliated with the four organizations in

this study and participants the public were all categorized into different audiences.

There was not one audience entirely represented by members of the same organization, with the exception of Type 4. Type 4 was composed of only one participant from the public. Type 1 was composed of five participants; three from the public, one from PRCA, and one from USFRA. Type 2 was composed of four participants; two from HSUS and two from PETA. Type 3 was composed of 2 participants; one from the public and one from PETA. Type 4 was composed of one participant from the public. Lastly, Type 5 was composed of eight participants; one from HSUS, two from the public, two from PRCA, one from PETA, and two from USFRA. Furthermore, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.66; values between 0.5 and 0.7 are considered to be sufficient (Field, 2009).

Table 16
*Distribution of Participants Based on Audience Type*

| Audiences | | | | |
|---|---|---|---|---|
| Type 1 | Type 2 | Type 3 | Type 4 | Type 5 |
| | RESP_001$^{HSUS}$ | | | |
| | | | | RESP_002$^{HSUS}$ |
| | RESP_003$^{HSUS}$ | | | |
| RESP_004$^{Public}$ | | | | |
| | | | RESP_005$^{Public}$ | |
| | | | | RESP_006$^{Public}$ |
| | | | | RESP_007$^{Public}$ |
| RESP_008$^{Public}$ | | | | |
| RESP_009$^{Public}$ | | | | |
| | | RESP_010$^{Public}$ | | |
| | | | | RESP_011$^{PRCA}$ |
| | | | | RESP_012$^{PRCA}$ |
| RESP_013$^{PRCA}$ | | | | |
| | | | | RESP_014$^{PETA}$ |
| | RESP_015$^{PETA}$ | | | |

Table 16 Continued

| Type 1 | Type 2 | Type 3 | Type 4 | Type 5 |
|--------|--------|--------|--------|--------|
| | | RESP_016[PETA] | | |
| | RESP_017[PETA] | | | |
| | | | | RESP_018[USFRA] |
| | | | | RESP_019[USFRA] |
| RESP_020[USFRA] | | | | |

*Note.* The superscripts indicate each respondent's organization affiliation.

Additionally, the five audience types served as dependent variables for this study. In Table 17, the Eigenvalues, percentages of variance, and cumulative percentages are listed.

Table 17
*Number of Items, Eigenvalues, Percentages of Variance for Audience Types, and Cumulative Percentages for Audience Types*

| Audience Type | $n$ | Eigenvalue | % of variance | Cumulative % |
|---------------|-----|------------|---------------|--------------|
| 1 | 5 | 5.34 | 26.68 | 26.68 |
| 2 | 4 | 4.89 | 24.47 | 51.15 |
| 3 | 2 | 2.65 | 13.24 | 64.39 |
| 4 | 1 | 2.00 | 10.02 | 74.41 |
| 5 | 8 | — | — | — |

Furthermore, each audience type had a specific loading that described the correlation between a factor (audience type) and a variable (Field, 2009). In Table 18, the loadings for each audience type are listed in accordance with the participants who fell into each type. The primary loading is specified, in addition to an audience type's secondary loading(s) if it shared characteristics with another type. Because of shared

65

characteristics with other audience types, Audience Type 5 is listed by each participant's

primary loading (Table 18). Furthermore, loadings for the individual participant of this

study are depicted in Appendix H.

Table 18
*Audience Type Loadings from the Varimax Rotation of Participants*

| Participant | Loadings | |
|---|---|---|
| | Primary | Secondary |
| Audience Type 1 | | |
| 13 | 0.80 | — |
| 09 | 0.79 | — |
| 08 | 0.78 | — |
| 04 | 0.75 | — |
| 20 | 0.69 | — |
| 11 | $0.66^{1}$ | $0.57^{2}$ |
| 06 | $0.64^{1}$ | $-0.48^{2}$ |
| 18 | $0.59^{1}$ | $0.55^{4}$ |
| 19 | $0.58^{1}$ | $0.45^{3}, 0.43^{4}$ |
| 12 | $0.57^{1}$ | $0.63^{2}$ |
| 07 | $0.50^{1}$ | $0.66^{3}$ |
| Audience Type 2 | | |
| 17 | -0.85 | — |
| 15 | -0.83 | — |
| 01 | -0.67 | — |
| 14 | $-0.56^{2}$ | $-0.43^{4}$ |
| 02 | $0.79^{1}$ | $0.44^{4}$ |
| 03 | 0.78 | — |
| Audience Type 3 | | |
| 10 | 0.79 | — |
| 16 | 0.77 | — |
| Audience Type 4 | | |
| 05 | -0.78 | — |

Additionally, I have listed loadings in relation to each of the audience types. In

Table 19, the loadings for each audience type are listed. As earlier described, the

loadings represent the similarity between the factor (audience type) with a variable,

which for the purpose of Table 19, would be audience type as well.

Table 19
*Loadings by Audience Type*

| Audience Type | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| 1 | — | | | |
| 2 | -0.26 | — | | |
| 3 | 0.29 | 0.28 | — | |
| 4 | -0.04 | 0.40 | 0.34 | — |

Moreover, certain statements from the Q sorting phase of this study were

distinctive to certain audiences. The statements each audience most strongly agreed,

disagreed, or were neutral/unsure of are depicted in Appendix J. By exploring the

statements each Audience statistically agreed on, the beliefs of each type may become

more apparent. For this study, 12 participants fell into four distinct audiences. The

remaining eight participants shared characteristics with other type categories and

therefore, were truncated into a fifth audience.

*Audience type 1*. The first audience was composed of five participants. Type 1

strongly disagreed with the statement "Animal agriculture tortures animals." ($M = -5.40$,

$SD = 0.89$). Type 1 also indicated they were indifferent or lacked education on the

statement, "Animal rights groups seek to change laws regarding animals used for food."

($M = 0.80$, $SD = 0.84$). Additionally, Type 1 was either neutral in their feelings or lacked

knowledge on the statement "It is ok for rodeo staff to use electric prods on animals as

long as they use them responsibly" ($M = 1.80$, $SD = 0.83$).

67

*Audience type 2.* The second audience type was composed of four participants. Type 2 did not strongly agree or disagree with any statements in the Q sort. Although capricious in their opinions, type 2 was neutral or lacked education on the statements, "Animals should be seen as companions rather than pets" ($M = 0.75$, $SD = 0.50$) and "Many animals used for food are confined to tiny cages, barely bigger than their bodies" ($M = 0.75$, $SD = 0.96$). Additionally, Type 2 was indifferent in their opinion of or lacked education on the statements "Animal rights groups seek to change laws regarding animals used for food" ($M = -0.25$, $SD = 0.96$) and "Farmers take necessary steps to care for animals" ($M = 0.00$, $SD = 0.82$).

*Audience type 3.* The third audience type was composed of two participants. Type 3 strongly disagreed with the statement "Using animals for scientific purposes is wrong" ($M = -4.50$, $SD = 0.71$). Additionally, type 3 disagreed with the statements "Animals should not be used for medical training" ($M = -5.50$, $SD = 0.71$) and "Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general" ($M = -4.50$, $SD = 0.71$). Moreover, type 3 agreed "Many animals used for food are confined to tiny cages, barely bigger than their bodies" ($M = 4.00$, $SD = 0.00$). Lastly, Type 3 were noncommittal in their feelings or lacked knowledge regarding the statement "Most horses that are slaughtered are young, healthy animals" ($M = 0.00$, $SD = 0.00$).

*Audience type 4.* The fourth audience type was represented by one participant. Type 4 most strongly agreed with the statement, "Animals have feelings and emotions" ($M = 6.00$, $SD = 0.0$). Furthermore, type 4 also strongly agreed with the statements,

68

"Many animals used for food are confined to tiny cages, barely bigger than their bodies" ($M = 5.00$, $SD = 0.0$) and "The poultry industry subjects animals to cruel conditions" ($M = 5.00$, $SD = 0.0$). Type 4 also agreed with the statements, "Animals deserve to live free from suffering just as humans do" ($M = 4.00$, $SD = 0.0$), "Animals should be seen as companions rather than pets" ($M = 4.00$, $SD = 0.0$), and "It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly" ($M = 4.00$, $SD = 0.0$).

Adversely, Type 4 most strongly disagreed with the statement, "Most industries have established guidelines to ensure animals are treated humanely" ($M = -6.00$, $SD = 0.0$). Type 4 strongly disagreed with the statements, "Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general" ($M = -5.00$, $SD = 0.0$) and "The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume" ($M = -5.00$, $SD = 0.0$). Additionally, Type 4 disagreed with the statements, "Animals should not be confined to cages for any reason" ($M = -4.00$, $SD = 0.0$), "Using animals for scientific experiments is wrong" ($M = -4.00$, $SD = 0.0$), and "The agriculture community has made slaughtering practices more humane" ($M = -4.00$, $SD = 0.0$).

*Audience type 5.* The fifth audience was composed of eight participants. The mean scores for Type 5 were not consistent enough to indicate agreement on any of the statements in the Q sort.

## RQ3: What Characteristics Describe the Individuals of Each Audience?

The purpose of the third research question was to explore the characteristics that described the individuals of each audience. There were two research objectives for

research question three; the first being to describe the demographic characteristics of each audience (RO3.1) and the second being to describe the media engagement characteristics of each audience (RO3.2). Participants completed a web-based questionnaire after the Q sorting phase. I used the web-based to investigate research question three and supplementary objectives.

*Research objective 3.1.* The first research objective for research question three was to describe demographic characteristics for the sample. I analyzed data using IBM® SPSS® Statistics. Because it was important for me to investigate the average demographic statistics, I generated mean scores for age, gender, race/ethnicity, annual combined income, and education level.

*Research objective 3.1.1.* After truncating the dataset to combine participants into audience types, there did not appear to be any demographics solely explanatory of one particular group. Therefore, for this study media consumption data will more thoroughly describe each audience.

*Research objective 3.2.* The second research objective for research question three was used to describe individuals' intensity of media use. I analyzed data using IBM® SPSS® Statistics. Because I was developing user personas in this study, I heavily relied on the average media familiarity and media use characteristics for the sample. Therefore, to thoroughly describe each persona in this study, I generated the mean scores for media familiarity and media use for each audience type. The means scores for media familiarity are depicted in Table 20, media use in Table 21, and organization familiarity in Table 22.

*Research objective 3.2.1.* I investigated each audience's media familiarity. After truncating the dataset into audience types there were distinct media each audience was familiar with. Familiarity mean scores for media familiarity are depicted in Table 20.

*Audience type 1.* The social medias Type 1 was most familiar with were Facebook ($M = 4.80$, $SD = 0.45$), Instagram ($M = 4.80$, $SD = 0.45$), and YouTube ($M = 4.80$, $SD = 0.45$). Additionally, the traditional media Type 1 was most familiar with was radio ($M = 4.80$, $SD = 0.45$). In contrast, Type 1 was least familiar with the social media Pinterest ($M = 4.20$, $SD = 1.30$) and the traditional medias magazines ($M = 3.60$, $SD = 1.34$) and newspapers ($M = 3.20$, $SD = 1.64$).

*Audience type 2.* The two social medias Type 2 was most familiar with were Facebook ($M = 5.00$, $SD = 0.00$) and YouTube ($M = 5.00$, $SD = 0.00$). Similarly, Type 2 was most familiar with web ($M = 5.00$, $SD = 0.00$) as a traditional media. However, Type 2 was the least familiar with the social medias Twitter ($M = 2.50$, $SD = 1.29$) and Pinterest ($M = 2.00$, $SD = 1.16$). Additionally, Type 2 was least familiar with the traditional medias radio ($M = 3.50$, $SD = 1.00$) and newspapers ($M = 2.50$, $SD = 1.29$).

*Audience type 3.* Type 3 was most familiar with the social medias Facebook ($M = 5.00$, $SD = 0.00$), Instagram ($M = 5.00$, $SD = 0.00$), and YouTube ($M = 5.00$, $SD = 0.00$). Additionally, Type 3 was most familiar with the traditional medias magazines ($M = 5.00$, $SD = 0.00$) and web ($M = 5.00$, $SD = 0.00$). Moreover, type least was least familiar with the social medias Twitter ($M = 4.50$, $SD = 0.71$) and Pinterest ($M = 4.50$, $SD = 0.71$). For traditional medias, Type 3 was least familiar with television ($M = 4.00$, $SD = 0.00$) and newspapers ($M = 4.00$, $SD = 0.00$).

*Audience type 4.* For Type 4, it is important to note that only one participant

represented this audience. With that noted, Type 4 was most familiar with Facebook (*M*

= 4.00, *SD* = 0.00) and YouTube (*M* = 5.00, *SD* = 0.00). Type 4 was also most familiar

with the medias radio (*M* = 4.00, *SD* = 0.00), television (*M* = 4.00, *SD* = 0.00), and web

(*M* = 5.00, *SD* = 0.00). Additionally, Type 4 was least familiar with the social medias

Twitter (*M* = 2.00, *SD* = 0.00), Instagram (*M* = 2.00, *SD* = 0.00), and Pinterest (*M* =

2.00, *SD* = 0.00). Type 4 was also less familiar with magazines (*M* = 2.00, *SD* = 0.00)

and newspapers (*M* = 2.00, *SD* = 0.00).

*Audience type 5.* Type 5 was most familiar with the social medias Facebook (*M* =

4.75, *SD* = 0.46) and YouTube (*M* = 4.88, *SD* = 0.35). Additionally, Type 5 was most

familiar with radio (*M* = 4.63, *SD* = 0.74), television (*M* = 4.63, *SD* = 0.52), and web (*M*

= 4.75, *SD* = 0.71). Moreover, Type 5 was least familiar with Twitter (*M* = 3.63, *SD* =

1.77) and Pinterest (*M* = 3.50, *SD* = 1.69). For traditional medias, Type 5 was least

familiar with magazines (*M* = 3.63, *SD* = 1.19) and newspaper (*M* = 3.25, *SD* = 1.28).

Table 20
*Media Familiarity for Audiences*

| Audience Type | | Descriptive Statistics | | | |
|---|---|---|---|---|---|
| Type 1 | *n* | Min | Max | *M* | *SD* |
| Facebook | 5 | 4 | 5 | 4.80 | 0.45 |
| Twitter | 5 | 3 | 5 | 4.60 | 0.89 |
| Instagram | 5 | 4 | 5 | 4.80 | 0.45 |
| Pinterest | 5 | 2 | 5 | 4.20 | 1.30 |
| YouTube | 5 | 4 | 5 | 4.80 | 0.45 |
| Radio | 5 | 4 | 5 | 4.80 | 0.45 |
| Television | 5 | 3 | 5 | 4.60 | 0.89 |
| Magazines | 5 | 2 | 5 | 3.60 | 1.34 |
| Newspaper | 5 | 2 | 5 | 3.20 | 1.64 |

Table 20 Continued

| Audience Type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Web | 5 | 3 | 5 | 4.60 | 0.89 |
| Type 2 | | | | | |
| Facebook | 4 | 5 | 5 | 5.00 | 0.00 |
| Twitter | 4 | 1 | 4 | 2.50 | 1.29 |
| Instagram | 4 | 3 | 5 | 3.75 | 0.96 |
| Pinterest | 4 | 1 | 3 | 2.00 | 1.16 |
| YouTube | 4 | 5 | 5 | 5.00 | 0.00 |
| Radio | 4 | 3 | 5 | 3.50 | 1.00 |
| Television | 4 | 3 | 5 | 3.75 | 0.96 |
| Magazines | 4 | 3 | 5 | 3.75 | 0.96 |
| Newspaper | 4 | 1 | 4 | 2.50 | 1.29 |
| Web | 4 | 5 | 5 | 5.00 | 0.00 |
| Type 3 | | | | | |
| Facebook | 2 | 5 | 5 | 5.00 | 0.00 |
| Twitter | 2 | 4 | 5 | 4.50 | 0.71 |
| Instagram | 2 | 5 | 5 | 5.00 | 0.00 |
| Pinterest | 2 | 4 | 5 | 4.50 | 0.71 |
| YouTube | 2 | 5 | 5 | 5.00 | 0.00 |
| Radio | 2 | 4 | 5 | 4.50 | 0.71 |
| Television | 2 | 4 | 4 | 4.00 | 0.00 |
| Magazines | 2 | 5 | 5 | 5.00 | 0.00 |
| Newspaper | 2 | 4 | 4 | 4.00 | 0.00 |
| Web | 2 | 5 | 5 | 5.00 | 0.00 |
| Type 4 | | | | | |
| Facebook | 1 | 4 | 4 | 4.00 | -- |
| Twitter | 1 | 2 | 2 | 2.00 | -- |
| Instagram | 1 | 2 | 2 | 2.00 | -- |
| Pinterest | 1 | 2 | 2 | 2.00 | -- |
| YouTube | 1 | 5 | 5 | 5.00 | -- |
| Radio | 1 | 4 | 4 | 4.00 | -- |
| Television | 1 | 4 | 4 | 4.00 | -- |
| Magazines | 1 | 2 | 2 | 2.00 | -- |
| Newspaper | 1 | 2 | 2 | 2.00 | -- |
| Web | 1 | 5 | 5 | 5.00 | -- |
| Type 5 | | | | | |
| Facebook | 8 | 4 | 5 | 4.75 | 0.46 |
| Twitter | 8 | 1 | 5 | 3.63 | 1.77 |
| Instagram | 8 | 3 | 5 | 4.38 | 0.92 |
| Pinterest | 8 | 1 | 5 | 3.50 | 1.69 |
| YouTube | 8 | 4 | 5 | 4.88 | 0.35 |

Table 20 Continued

| Audience Type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Radio | 8 | 3 | 5 | 4.63 | 0.74 |
| Television | 8 | 4 | 5 | 4.63 | 0.52 |
| Magazines | 8 | 2 | 5 | 3.63 | 1.19 |
| Newspaper | 8 | 1 | 5 | 3.25 | 1.28 |
| Web | 8 | 3 | 5 | 4.75 | 0.71 |

*Note.* Scale: 1 = Not at all familiar to 5 = Extremely familiar

*Research objective 3.2.2.* After splitting the data to analyze media characteristics for each audience type, obvious preferences emerged. Mean scores for each audience type's media familiarity are listed in Table 20 whereas the media use preferences for each audience are depicted in Table 21.

*Audience type 1.* The first audience type was composed of five participants. For Type 1, Instagram ($M = 7.00$, $SD = 0.00$), radio ($M = 7.00$, $SD = 0.00$), and web ($M = 7.00$, $SD = 0.00$) were the most obvious social media and media preferences as this type indicated they use them daily. I also noted the mean score for television ($M = 6.80$, $SD = 0.45$) because it was the only other media avenue Type 1 most closely agreed to using daily.

*Audience type 2.* The second audience type was composed of four participants. For Type 2, Facebook ($M = 7.00$, $SD = 0.00$) was the only social media the sample agreed to using daily. Additionally, Type 2 agreed to using the web ($M = 7.00$, $SD = 0.00$) daily. In Table 6, I also noted YouTube ($M = 6.75$, $SD = 0.50$) as a social media Type 2 used almost daily due to the social media's high mean score. Furthermore, Type 2 indicated to never using the social media Twitter ($M = 1.00$, $SD = 0.00$).

74

*Audience type 3.* The third audience type was composed of two participants. For Type 3, Facebook (*M* = 7.00, *SD* = 0.00) and YouTube (*M* = 7.00, *SD* = 0.00) were the two social medias use daily and web (*M* = 7.00, *SD* = 0.00) was the only traditional media used daily. In Table 6, I also noted that Type 3 almost used radio (*M* = 6.50, *SD* = 0.71) on a daily basis.

*Audience type 4.* The fourth audience type was only composed of one participant. For Type 4, the participant indicated using YouTube (*M* = 7.00, *SD* = 0.00), radio (*M* = 7.00, *SD* = 0.00) and web (*M* = 7.00, *SD* = 0.00) on a daily basis. Type 4 also indicated to never using Twitter (*M* = 1.00, *SD* = 0.00), Instagram (*M* = 1.00, *SD* = 0.00), or Pinterest (*M* = 1.00, *SD* = 0.00).

*Audience type 5.* The fifth audience type was composed of eight participants. Due to Type 5 being composed of individuals sharing characteristics with other audience types, there was little agreement on media characteristics. However, Type 5 did indicate that Facebook (*M* = 7.00, *SD* = 0.00) was a social media they used daily. Additionally, I noted participants in Type 5 used web (*M* = 6.75, *SD* = 0.46) almost on a daily basis.

Table 21
*Intensity of Media Use for Audiences*

| Audience type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| Type 1 | *n* | Min | Max | *M* | *SD* |
| Facebook | 5 | 5 | 7 | 6.60 | 0.89 |
| Twitter | 5 | 4 | 7 | 5.20 | 1.64 |
| Instagram | 5 | 7 | 7 | 7.00 | 0.00 |
| Pinterest | 5 | 2 | 6 | 4.60 | 1.95 |
| YouTube | 5 | 2 | 7 | 5.00 | 1.87 |
| Radio | 5 | 7 | 7 | 7.00 | 0.00 |
| Television | 5 | 6 | 7 | 6.80 | 0.45 |

Table 21 Continued

| Audience Type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Magazines | 5 | 2 | 7 | 4.40 | 2.07 |
| Newspaper | 5 | 1 | 5 | 2.60 | 1.81 |
| Web | 5 | 7 | 7 | 7.00 | 0.00 |
| Type 2 | | | | | |
| Facebook | 4 | 7 | 7 | 7.00 | 0.00 |
| Twitter | 4 | 1 | 1 | 1.00 | 0.00 |
| Instagram | 4 | 1 | 7 | 3.75 | 3.20 |
| Pinterest | 4 | 1 | 2 | 1.25 | 0.50 |
| YouTube | 4 | 6 | 7 | 6.75 | 0.50 |
| Radio | 4 | 1 | 7 | 4.00 | 2.58 |
| Television | 4 | 3 | 6 | 4.00 | 1.41 |
| Magazines | 4 | 1 | 6 | 3.75 | 2.22 |
| Newspaper | 4 | 1 | 4 | 2.75 | 1.26 |
| Web | 4 | 7 | 7 | 7.00 | 0.00 |
| Type 3 | | | | | |
| Facebook | 2 | 7 | 7 | 7.00 | 0.00 |
| Twitter | 2 | 1 | 7 | 4.00 | 4.24 |
| Instagram | 2 | 5 | 7 | 6.00 | 1.41 |
| Pinterest | 2 | 1 | 7 | 4.00 | 4.24 |
| YouTube | 2 | 7 | 7 | 7.00 | 0.00 |
| Radio | 2 | 6 | 7 | 6.50 | 0.71 |
| Television | 2 | 4 | 6 | 5.00 | 1.41 |
| Magazines | 2 | 4 | 7 | 5.50 | 2.12 |
| Newspaper | 2 | 2 | 2 | 2.00 | 0.00 |
| Web | 2 | 7 | 7 | 7.00 | 0.00 |
| Type 4 | | | | | |
| Facebook | 1 | 6 | 6 | 6.00 | - |
| Twitter | 1 | 1 | 1 | 1.00 | - |
| Instagram | 1 | 1 | 1 | 1.00 | - |
| Pinterest | 1 | 1 | 1 | 1.00 | - |
| YouTube | 1 | 7 | 7 | 7.00 | - |
| Radio | 1 | 7 | 7 | 7.00 | - |
| Television | 1 | 6 | 6 | 6.00 | - |
| Magazines | 1 | 2 | 2 | 2.00 | - |
| Newspaper | 1 | 4 | 4 | 4.00 | - |
| Web | 1 | 7 | 7 | 7.00 | - |
| Type 5 | | | | | |
| Facebook | 8 | 7 | 7 | 7.00 | 0.00 |
| Twitter | 8 | 1 | 7 | 4.38 | 2.97 |
| Instagram | 8 | 4 | 7 | 6.13 | 1.13 |

Table 21 Continued

| Audience Type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| Pinterest | 8 | 1 | 6 | 3.38 | 2.33 |
| YouTube | 8 | 5 | 7 | 5.88 | 0.64 |
| Radio | 8 | 4 | 7 | 6.50 | 1.07 |
| Television | 8 | 5 | 7 | 6.50 | 0.76 |
| Magazines | 8 | 2 | 6 | 4.38 | 1.51 |
| Newspaper | 8 | 1 | 6 | 3.245 | 1.67 |
| Web | 8 | 6 | 7 | 6.75 | 0.46 |

*Note.* Scale: 1 = Never to 7 = Daily

*Research objective 3.3.* The third research objective for research question three was used to describe how familiar individuals were with the organizations investigated in this study. I used IBM® SPSS® Statistics to analyze data to explore this research objective. The mean scores for organization familiarity for audience types are listed in Table 22. Additionally, means scores were truncated to simplify the assessment of organization familiarity. Therefore, mean scores are based on a three-point Likert scale (1 = Not at all familiar or slightly familiar to 3 = Moderately or extremely familiar).

*Audience type 1.* The first audience type indicated they were most familiar with PETA ($M = 2.60$, $SD = 0.55$) and HSUS ($M = 2.60$, $SD = 0.55$). In contrast, Type 1 was least familiar with USFRA ($M = 2.00$, $SD = 0.71$) and PRCA ($M = 2.40$, $SD = 0.89$). Although the mean score for PRCA closely followed the mean scores for PETA and HSUS, the standard deviation for PRCA was higher inferring there was less agreement among participants.

*Audience type 2.* The second audience type was most familiar with PETA ($M = 3.00$, $SD = 0.00$) as there was complete agreement among participants. In contrast, Type

2 was least with USFRA ($M = 1.25$, $SD = 0.50$). Additionally, Type 2 indicated they were slightly to somewhat familiar with HSUS ($M = 2.25$, $SD = 0.55$). Type 2 also indicated they were almost not at all familiar with PRCA ($M = 1.50$, $SD = 1.00$). In addition to the mean score for PRCA being the lowest, I can infer there was also the least amount of agreement between participants due to the standard deviation being the highest of the four organizations.

*Audience type 3.* The third audience type was most familiar with PETA ($M = 3.00$, $SD = 0.00$). Furthermore, Type 3 was least familiar with USFRA ($M = 1.50$, $SD = 0.71$) and PRCA ($M = 1.50$, $SD = 0.71$). In addition, the mean score for HSUS ($M = 2.50$, $SD = 0.71$) indicated participants in Type 3 were slightly to somewhat familiar with the organization, but were more familiar with PETA ($M = 3.00$, $SD = 0.00$).

*Audience type 4.* It is important to note that only one participant fell into the audience type 4 category. With that noted, Type 4 was most familiar with PETA ($M = 3.00$, $SD = 0.00$). PETA was on the organization Type 4 was familiar with as the participant indicated they were not at all or slightly familiar with USFRA ($M = 1.00$, $SD = 0.00$), HSUS ($M = 1.00$, $SD = 0.00$), and PRCA ($M = 1.00$, $SD = 0.00$).

*Audience type 5.* The fifth audience type lacked homogeneity. Although, the mean score for PETA ($M = 2.25$, $SD = 0.89$) was the highest in comparison to the other three organizations, I can infer there was a lack of agreement based on the high standard deviation. Additionally, Type 5 indicated there were least familiar with USFRA ($M = 1.75$, $SD = 1.04$). However, it should be noted that although the mean score for USFRA was the lowest, the standard deviation was one of the highest. Therefore, a lack of

agreement is obvious meaning that participants may have been just as unfamiliar with

PRCA ($M = 2.13$, $SD = 0.99$).

Table 22
*Organization Familiarity for Audiences*

| Audience type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| Type 1 | *n* | Min | Max | *M* | *SD* |
| PETA | 5 | 2 | 3 | 2.60 | 0.55 |
| USFRA | 5 | 1 | 3 | 2.00 | 0.71 |
| HSUS | 5 | 2 | 3 | 2.60 | 0.55 |
| PRCA | 5 | 1 | 3 | 2.40 | 0.89 |
| Type 2 | | | | | |
| PETA | 4 | 3 | 3 | 3.00 | 0.00 |
| USFRA | 4 | 1 | 2 | 1.25 | 0.50 |
| HSUS | 4 | 1 | 3 | 2.25 | 0.96 |
| PRCA | 4 | 1 | 3 | 1.50 | 1.00 |
| Type 3 | | | | | |
| PETA | 2 | 3 | 3 | 3.00 | 0.00 |
| USFRA | 2 | 1 | 2 | 1.50 | 0.71 |
| HSUS | 2 | 2 | 3 | 2.50 | 0.71 |
| PRCA | 2 | 1 | 2 | 1.50 | 0.71 |
| Type 4 | | | | | |
| PETA | 1 | 3 | 3 | 3.00 | - |
| USFRA | 1 | 1 | 1 | 1.00 | - |
| HSUS | 1 | 1 | 1 | 1.00 | - |
| PRCA | 1 | 1 | 1 | 1.00 | - |
| Type 5 | | | | | |
| PETA | 8 | 1 | 3 | 2.25 | 0.89 |
| USFRA | 8 | 1 | 3 | 1.75 | 1.04 |
| HSUS | 8 | 1 | 3 | 2.25 | 1.04 |
| PRCA | 8 | 1 | 3 | 2.13 | 0.99 |

*Note.* Scale: 1 = Not at all familiar or slightly familiar to 3 = Moderately or extremely familiar

## Persona Development

Based off the data in this study, I developed five personas. As previously stated, the personas I developed in this study are at the infant stage of the persona development life cycle. Therefore, more time and research will need to be done before the personas I developed in this study can efficiently reach a targeted audience. The personas developed in this study should be used as a foundation to build upon as more time and research leads to a better understanding of individuals influenced by animal rights and animal use organizations.

Previously, each persona was an audience type. Using data from the Q sorting phase and media consumption characteristics specific to each audience, I developed the personas described in the following sections. In previous sections, I described participants based on the audience that represented them. However, throughout the conclusion of this study, participants will be represented by a persona and not by an audience. The data used to transition an audience to a persona is depicted in Figure 11.
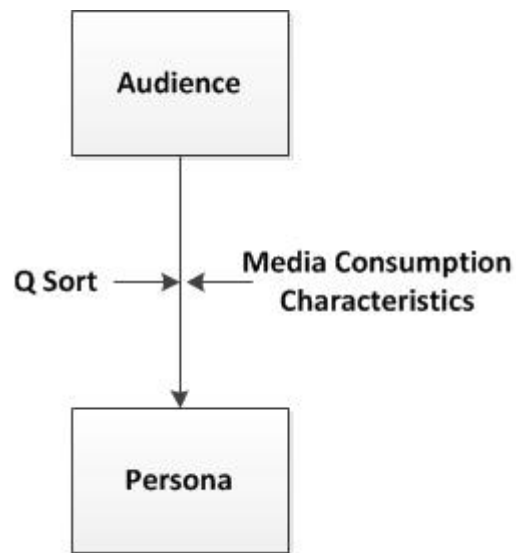
Figure 11. The data needed to transition an audience to a persona is depicted in Figure 11.

*The Visual Listener.* Previously audience Type 1, the Visual Listener get their name based on their daily use of Instagram ($M = 7.00$, $SD = 0.00$), inferring they prefer looking at images. They also indicated they listen to the radio ($M = 7.00$, $SD = 0.00$) daily. Due to these media and social media preferences, the best way to reach the Visual Listener would be through visually appealing images or a creative radio commercial. In contrast, the Visual Listener indicated they are least familiar with magazines ($M = 3.60$, $SD = 1.34$) and newspapers ($M = 3.20$, $SD = 1.64$). Therefore, attempting to reach the Visual Listener through text would most likely be non-successful.

Furthermore, the Visual Listener leans toward supporting agriculture as opposed to animal rights. They indicated this by strongly disagreeing with the statement, "Animal agriculture tortures animals." Although, the Visual Listener is typically supportive of agriculture, they are more likely to support animals being used for food rather than

animals being used for rodeo. It is not apparent the Visual Listener is against the sport of rodeo; however, they may require more education on the sport to further develop a distinct opinion. They indicated their indifference or lack of education toward rodeo with a neutral mean score for the statement "It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly."

Additionally, the Visual Listener is not familiar completely familiar with any of the organizations in this study, however they are most familiar with PETA ($M = 2.60$, $SD = 0.55$). Their knowledge of PETA may not be based on their support for PETA, but rather knowledge of their existence and prominent reputation.

*The Follower.* The Follower does not appear to have a definite stance on the animal use/animal rights debate. They indicated a slight agreement with the statement "Animals should be seen as companions rather than pets" ($M = 0.75$, $SD = 0.50$) leading to the assumption of them caring about animals. Although the Follower cares about animals they may need more education on issues before they can partake in conversation. The Follower may claim to be an animal rights activist, however their stance may come from following emotion, rather than facts.

Furthermore, an emotional appeal may be more efficient since the Follower's lack of education or indifference of animal use issues suggests in unwillingness to seek out information. Therefore, using a logical appeal may be unsuccessful in developing their opinions.

The Follower is extremely familiar with Facebook ($M = 5.00$, $SD = 0.00$) and YouTube ($M = 5.00$, $SD = 0.00$). Similarly, they use Facebook ($M = 7.00$, $SD = 0.00$)

daily and YouTube (*M* = 6.75, *SD* = 0.50) almost daily. Therefore, the best way to reach

the Follower would be through Facebook or YouTube. Lastly, the Follower is extremely

familiar with PETA (*M* = 3.00, *SD* = 0.00), possibly due to the emotional appeals PETA

uses.

   *The Rational Web-User.* The Rational Web-User uses logic to determine how

animals should and should not be used. They believe it is only "rational" to disagree

with statements such as "Animals should not be used for medical training" (*M* = -5.50,

*SD* = 0.71) and "Using animals for scientific purposes is wrong" (*M* = -4.50, *SD* = 0.71).

Their reasoning for using animals for medical training and scientific purposes is that

such procedures are necessary for progress, but too dangerous to attempt on humans.

   Furthermore, the Rational Web-User does not appear to lack sympathy for

animals because they agree with the statement "Many animals used for food are confined

to tiny cages, barely bigger than their bodies" (*M* = 4.00, *SD* = 0.71). However, their

acknowledgment of that statement does not mean they oppose the confinement of

animals. The Rational Web-User also agrees that animal rights groups care about the

humane treatment of animals because they strongly disagree with the statement "Animal

rights groups are less concerned with the human treatment of animals, but rather care

about if animals are used in general" (*M* = -4.50, *SD* = 0.71).

   Additionally, the Rational Web-User is extremely familiar with the web (*M* =

5.00, *SD* = 0.00), Instagram (*M* = 5.00, *SD* = 0.00), Facebook (*M* = 5.00, *SD* = 0.00), and

YouTube (*M* = 5.00, *SD* = 0.00), and magazines (*M* = 5.00, *SD* = 0.00). However, the

Rational Web-User clearly prefers social media as they indicated they used Facebook (*M*

= 7.00, *SD* = 0.00), YouTube (*M* = 7.00, *SD* = 0.00), and the web (*M* = 7.00, *SD* = 0.00) on a daily basis. Their social media usage leads to the assumption that the most efficient way to reach them is through social media as opposed to printed avenues.

Along with their distinct social media habits, the Rational Web-User is clearly familiar with PETA (*M* = 3.00, *SD* = 0.00) as opposed to the other organizations in this study. It should be noted that although the Rational Web-User is familiar with PETA, they should not be classified as an animal rights activist.

*The Compassionate Information Seeker.* It should be noted that the Compassionate Information Seeker was developed from an audience that only represented one participant in this study. Additionally, the Compassionate Information Seeker gets their name from their obvious compassion for animals. The Compassionate Information Seeker strongly agrees with the statements, "Animals deserve to live free from suffering just as humans do" (*M* = 4.00, *SD* = 0.00), "Animals should be seen as companions rather than pets" (*M* = 4.00, *SD* = 0.00), and "Animals have feelings and emotions" (*M* = 6.00, *SD* = 0.00). Because the Compassionate Information Seeker agrees with these statements, an obvious love for animals is suggested. However, the Compassionate Information Seeker should not be classified as an animal rights activist because they believe "It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly" (*M* = 4.00, *SD* = 0.00).

Although the Compassionate Information Seeker believes it is acceptable to be used for certain activities, they obviously believe the animal food production industry needs severe improvements. The Compassionate Information Seeker strongly disagrees

with the statement, "Most industries have established guidelines to ensure animals are treated humanely" ($M = -6.00$, $SD = 0.00$). In addition, the Compassionate Information Seeker strongly disagrees with the statement, "The proper steps are taken to make sure they are no traces of antibiotics in the food humans consume" ($M = -5.00$, $SD = 0.00$). The Compassionate Information Seeker's love for animals may have led to the belief that the food industry mistreats animals. It is still unclear as to if the Compassionate Information Seeker conforms to a vegan or vegetarian lifestyle, but they certainly lack trust in the current state of animal agriculture.

Moreover, the Compassionate Information Seeker is extremely familiar with the web ($M = 5.00$, $SD = 0.00$) and YouTube ($M = 5.00$, $SD = 0.00$). They are somewhat familiar with Facebook ($M = 4.00$, $SD = 0.00$), but use the web ($M = 7.00$, $SD = 0.00$) and YouTube ($M = 7.00$, $SD = 0.00$) daily. They also listen to the radio ($M = 7.00$, $SD = 0.00$) daily. The Compassionate Information Seeker prefers to use media and social media that generate content based on what interests the user as opposed to social media, such as Facebook, that displays content the user may not be interested in. Therefore, it can be assumed the Compassionate Information Seeker prefers to gather information. The most efficient way to appeal to the Compassionate Information Seeker would be to offer a call to action, allowing them to seek out information on their own.

Lastly, the Compassionate Information Seeker is extremely familiar with PETA ($M = 3.00$, $SD = 0.00$). Their familiarity with PETA may not be based on their support for the organization, however the Compassionate Information Seeker may agree with PETA's mission to improve the treatment of animals.

*The Fickle Facebooker.* The Fickle Facebooker gets their name from their capricious nature regarding animal rights and animal use issues. The Fickle Facebooker shares several characteristics of other personas therefore, it is impossible to pinpoint them as a supporter of animal rights or animal use. Although their opinions have yet to emerge, the Fickle Facebooker's media consumption habits are still explanatory of the most efficient way to reach them. As their name implies, the Fickle Facebooker is familiar with Facebook ($M = 4.75$, $SD = 0.46$). In addition to Facebook, they are also very familiar with YouTube ($M = 4.88$, $SD = 0.35$. Based on the mean scores for media familiarity, the Fickle Facebooker is most familiar with YouTube, however, they indicated through their media use mean scores they used Facebook ($M = 7.00$, $SD = 0.00$) daily. Therefore, information should be sent through Facebook when trying to reach the Fickle Facebooker.

In addition to their media consumption characteristics, the Fickle Facebooker is most familiar with PETA ($M = 2.25$, $SD = 0.89$). As previously stated, the Fickle Facebooker does not have a definite stance on using animals, therefore, their familiarity may come from shared beliefs as PETA or knowing of PETA's prominent reputation.

**CHAPTER IV**

**CONCLUSIONS**

The aim of this study was to describe the types of individuals in an audience and how they are likely to react to various types of messages. Furthermore, the findings in this study should be used to develop more efficient marketing for both agriculture organizations including PRCA, USFRA, and TFB and animal rights organizations including PETA and HSUS.

**Differences Between Organizations**

First, the purpose of the RQ1 was to investigate the messages being disseminated by animal rights organizations and animal use organizations. To explore the messages PETA, HSUS, PRCA, and USFRA were disseminating, I conducted a content analysis. During the content analysis phase of this study, I saw the multiple perspectives of the organizations investigated in this study. First, it should be noted the different goals of each organization. PETA and HSUS strived to educate the public on animal rights; whereas, USFRA strived to negate animal rights organizations and promote the positive aspects of the agriculture industry. PRCA promoted western heritage and educated the public on the sport of rodeo. Although each organization in this study had different goals, their overall missions were still in regard to using animals. Therefore, it was important to explore the perspectives of each of the organizations because their overall missions were to reach the public.

Furthermore, by using a content analysis to explore PETA's, HSUS's, PRCA's,

and USFRA's websites, I gained a better insight to the way each organization structured

information. For example, PETA and HSUS had several links that offered informative

messages on different animal use issues and ways the public could make an impact. Each

organization's website was dedicated to education. Similarly, USFRA's website was

structured the same as PETA and HSUS except messages were focused on educating the

public on what they believe to be false information spread by animal rights

organizations. PRCA's website was focused on educating viewers about the sport of

rodeo and only had a small section on their website dedicated to how they properly use

animals. In a two-dimensional, surface-level realm, the organizations in this study

appeared to be on two opposite ends of a spectrum — animal use and animal rights.

However, conceptually, there was a three-dimensional way of viewing each organization

that enabled similarities between PETA, HSUS, and USFRA to emerge. The conceptual

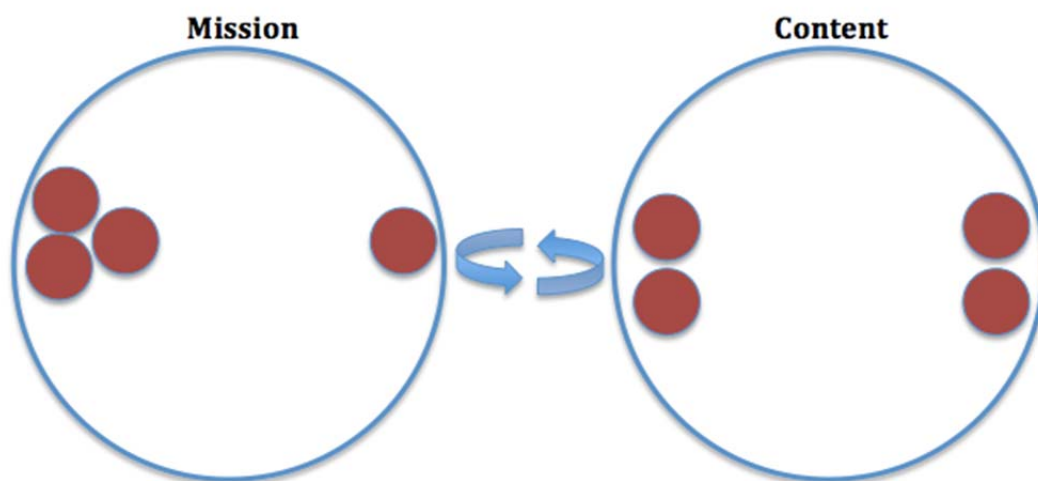similarities between PETA, HSUS, and USFRA were illustrated in Figure 12.

Figure 12. Conceptually, PETA, HSUS, and USFRA each had similar goals for their missions (outreach and education); whereas, PRCA has a different goal for their mission (promotion of the sport or rodeo). In contrast, PETA and HSUS had converse types of content, in comparison to PRCA and USFRA.

After the content analysis portion of this study, a limitation related to the selection of organizations included in this study emerged: Each organization had different missions. Researchers who investigate animal rights organizations' and animal use organizations' influence on the public may consider choosing groups that aim to educate the public. Although differences in organizational goals posed a limitation, the decision to include the PRCA was justified because they were an animal use organization with a prominent reputation among the public. The overall aim of this study was to investigate how the sample will likely react to messages. Therefore, it was possible the samples reacted differently to messages because of the different goals of each organization.

As I gathered extreme statements from each organization's website, I noticed the difficulty in finding statements that clearly expressed PRCA's view of animal use. The difficulty in finding statements may have arose from PRCA's primary goal to promote the sport of rodeo, not educate about animal use. However, as suggested by Duda and Young (1998), the public wants to know how organizations view animal use. Therefore, PRCA practitioners would be best served by emphasizing the importance they place on treating animals humanely or clarifying their stance on animal use.

Additionally, Hill et al. (2016) suggested sporting events in which animals are used should be marketed with images the public find acceptable. Images that depicted humans and animals working together (e.g., barrel racing) as opposed to humans working against animals (e.g., bull riding) should be used to market rodeos (Hill et al., 2016). PRCA practitioners should consider using more images on their website that depict humans and animals working together because certain audiences may not be educated on the how rodeos treat animals. It cannot be assumed that all audiences will perceive rodeos events as harmless. Therefore, PRCA practitioners should gain a better understanding of how different audiences interpret rodeo events and then market rodeos based on each audience's perceptions. Additionally, PRCA practitioners should consider expanding the section on their website that offers information describing their dedication to the humane treatment of animals.

Moreover, livestock show practitioners should consider emphasizing the importance they place on the humane treatment of animals as well. Although no livestock show organizations were investigated in this study, the same concept suggested

90

by Duda and Young (1998) still applies. USFRA shares several of the same principles are livestock show organization (e.g., marketing animals for food production and breeding purposes). Therefore, by including USFRA in this this study, participants' reactions to the concept of using animals for food and breeding were explored. However, future researchers should consider including a major livestock show organization in their study to investigate further possible improvements.

Furthermore, SCT was the theoretical framework that guided this study. Future researchers may consider a heavier focus on the personal component of SCT in relation to participants' reactions to organizations that share the same goals as opposed to organizations with different goals as was investigated in this study.

## Sampling Considerations

The purpose of research question two was to determine the number of audiences influenced by animal rights organizations and animal use organizations in the sample. To answer the second research question I developed the Q sorting phase of this study. Data from the Q sorting phase was rotated and five types of participants in this study emerged. Three types of participants were distinct in that more than one person shared the same characteristics. Type 4 only represented one participant and Type 5 represented eight participants who shared characteristics with multiple types. Although I described the characteristics of Type 4 and Type 5 and developed personas based these types, future researchers should consider more thoroughly investigating the participants these types represented.

Additionally, future researchers should consider purposefully sampling

91

individuals who are directly affiliated with animal rights and animal use organizations.

For this study, I was limited to a sample that included individuals who may not have

been directly affiliated with the organizations under investigation, but rather shared the

same beliefs as the organization they represented. This limitation in sampling may have

led to the lack of detail in the personas developed in this study.

Furthermore, future researchers should consider a greater emphasis on the

environment component in their studies. For this study, participants' reactions were

investigated in a public environment. As Bandura (2001) suggested, a person's

environment may have an effect on behavior and personal characteristics. Therefore,

future researchers may investigate participants' reactions in an online environment.

Additionally, as Bandura (2001) also suggested, environment can also be an individual's

state of mind, so future researchers may also consider investigating participants'

reactions to message after a certain psychological stimulus has been applied.

Moreover, future research should focus on identifying the number of audiences

influenced by animal rights and animal use organizations. It cannot be assumed the five

audiences in this study are the only ones present. Additional research will help determine

a more accurate number of audiences, thereby, enabling researchers to thoroughly

investigate each audience. Although Habermas (1974) suggested an invisible boundary

between audiences in the public sphere, continued research may enable a better

understanding of how each audience in the public sphere is divided.

**Persona Development Considerations**

The personas developed in this study were at the infant stage of the persona development lifecycle. As future researchers further investigate how animal rights and animal use organizations influence samples, the personas from this study should become more detailed and explanatory of the different types of audiences. Researchers should purposefully sample individuals in each of the major demographic segments (APA, 2010) to incorporate age, income level, sex, race, and education level characteristics into this study's personas.

Moreover, researchers should consider further exploring the audiences that developed the Fickle Facebooker persona and the Compassionate Information Seeker persona in this study. The Fickle Facebooker and the Compassionate Information Seeker are by far the least understood personas in this study. The lack of understanding about these personas is derived from the lack of understanding of the participants whose characteristics developed each persona. More insight about these participants is needed to further develop the Fickle Facebooker and the Compassionate Information Seeker. It is possible that after more time and research, these personas could change; however until research is done, these personas will stay enigmatic.

**Recruiting for Future Studies**

Researchers wishing to further research the perspectives of animal rights and animal use organizations should consider recruiting individuals similar to the types of participants in this study. Researchers should ask specific questions to help identify individuals who fit into each type. To recruit individuals for Type 1, researchers should

93

ask questions in regard to animal agriculture and using animals in rodeo events. Individuals in Type 1 suggested they believed animals are not tortured in animal agriculture and that they were neutral toward animals being used in rodeos.

Researchers recruiting for Type 2 should consider asking individuals if they consider animals to be pets or companions. Additionally, researchers should ask questions in regard to animals who are kept in cages before slaughter. Lastly, researchers should ask questions in regard to animal rights group attempting to change laws concerning animals being used for food and if farmers take steps to care for animals.

Researchers recruiting for Type 3 should consider asking questions concerning animals being used for scientific or medical purposes. Furthermore, researchers should ask individuals if they believe animals used for food are kept in cages before slaughter and if they believe healthy horses are slaughtered. Lastly, researchers should ask individuals if they believe animal rights groups truly care about the humane treatment of animals and if they believe animal rights groups believe animals should be used for entertainment.

Researchers recruiting for Type 4 should ask individuals if they believe animals should be kept in cages and their beliefs on caged animals used for food production. Additionally, researchers should ask questions in regard to animals being used for scientific experiments and animals used for food production. Specifically, researchers should ask individuals if they believe animals should live lives free from suffering and if animals have feelings and emotions. Lastly, researchers should ask individuals if they

94

believe the agriculture community is using guidelines that ensure animals are treated humanely and antibiotics are not present in food.

Furthermore, Type 5 was composed of individuals who were associated with animal rights and animal use organizations. Therefore, there are no guidelines to recruiting for Type 5. However, researchers should consider obtaining deep, in-depth answers from individuals using interviews. Researchers may gain a better understanding of which type individuals associate with if more detailed information is gathered.

### Sample Research Questions and Objectives for Future Studies

As previously mentioned, more time and research is needed before the personas in this study can be used to efficiently target audiences. The personas in this study are currently at the infant stage of the persona lifecycle (Adlin & Pruitt, 2010). In addition to the research questions in this study, future researchers who conduct research about the influence of animal rights and animal use organizations and develop toddler stage personas may consider the following research questions:

RQ1: What demographic characteristics describe each persona?

RO1.1: Describe the demographic characteristics of each persona.

RO1.2: Describe the age, sex, race/ethnicity, income, and education of each persona.

RQ2: Do the five personas developed in this study accurately describe individuals directly associated with PETA, HSUS, PRCA, and USFRA?

RO2.1: Determine a more accurate number of audience types.

95

RO2.2: Further develop the personas that represent the audience types influenced by animal rights and animal use organizations.

More information is needed before the personas in this study can mature into the toddler stage. Therefore, future researchers should consider recruiting at least 50 to 100 individuals to participate in a study that will expand the understanding of the five personas developed in this study and reach toddler stage personas. Including more individuals in subsequent studies, to advance the five personas developed in this study, will test the stability of the personas and increase the depth of understanding of each persona  with more demographic and media consumption data.

Furthermore, after additional studies, future researchers may wish to mature the personas in this study into the adult stage. Therefore, future researchers should consider the research questions in this study and studies that matured the personas in this study into the toddler stage. Additionally, researchers may consider the following research questions when developing adult stage personas:

RQ1: What specific animal rights organization and animal use organization messages most influence each persona?

RO1.1: Determine if personas are divided based on specific animal rights or animal use issues.

RO2.1: Determine if there are additional audience types.

RO2.1.1: Develop personas that represent additional audience types.

RQ2: What is the likelihood of each persona monetarily contributing to their

respective organization?

RO2.1: Describe the ways each persona would monetarily contribute to

their respective organization.

RO2.2: Describe the monetary amount each persona would contribute to

their respective organization.

More time and information is needed before the personas in this study can mature

into the adult stage. Therefore, future researchers should consider recruiting at least

1,000 individuals, specifically in Texas, to participate in a study that will develop adult

stage personas. The purpose of asking the previous research questions is so future

researchers can determine if the personas in this study are distinct to certain animal

rights and animal use issues. Once researchers determine if personas are associated with

certain issues (e.g., animals used for food or animals used for cosmetic testing),

marketers may have a better understanding of how to target each the various audiences

in the public sphere.

Lastly, after additional studies, future researchers should determine if the current

personas still accurately describe the audiences influenced by animal rights and animal

organizations in the public sphere. Researchers who investigate whether adult personas

accurately represent audiences in the public sphere should consider the following

research questions:

RQ1: Do the current personas (developed in this study and advanced in the

toddler-stage studies) accurately represent the audiences in the public sphere?

RO1: Determine if the personas developed from the current audience types

are still efficiently targeting audiences.

RQ2: Can the current personas that represent Millennials, represent the

Generation Z?

RO2.1: Determine if there are additional audience types that represent

Generation Z.

The purpose and asking the previous research questions is so researchers can

evaluate the efficiency of adult personas describing individuals influenced by animal

rights and animal use organizations. If researchers and marketers determine that adult

stage personas are no longer efficiently targeting audiences, the adult personas should be

moved into the retirement persona stage (Adlin & Pruitt, 2010). Once personas mature

into retirement, researchers will need to begin developing new personas and move back

into the family planning persona stage.

## Summary

In conclusion, as researchers further investigate the audiences influenced by

animal rights and animal use organizations each component of SCT should be

considered. The personal, behavior, and environment components of SCT should be

investigated within each audience influenced by animal rights and animal use

organizations. There are several possibly outcomes to research investigating the

audiences in this study that are dependent on each component of SCT. Until more

research is conducted on the different components of SCT, the audiences in this study

will not be thoroughly understood.

Moreover, the personas in this study will not be detailed enough to efficiently reach an audience until each component of SCT is investigated. Furthermore, future researchers should consider further investigating the emotional and logical appeals of the messages disseminated by animal rights and animal use organizations. The emotional and logical appeals within ELM will enable each persona to further evolve. This study did not investigate whether messages used an emotional or logical appeal. Additionally, this study did not investigate if participants sorted statements in the Q sort based on an emotional or logical appeal. Because marketing uses certain appeals for certain audiences, researchers need to investigate the appeals that work best for individuals influenced by animal rights and animal use organizations. Until the components of ELM are directly applied to a study investigating the influence of animal rights and animal use organizations, the personas in this study will lack efficiency.

Furthermore, the principles of SJT should be directly applied in future studies investigating the influence of animal rights and animal use organizations. For this study, SJT was used to understand the influence of content developed for an online environment. Future researchers should consider investigating the reasoning behind individuals' beliefs regarding animal rights and animal use messages. SJT may help researchers understand how individuals developed their beliefs regarding animal rights and animal use messages. It is possible that individuals may claim to exhibit a certain belief to be accepted by a certain audience in the public sphere, but internally belief something differently. Future researchers should take this assumption into consideration

because marketing strategies can be focused on appealing to individuals who want to be judged a certain way.

Additionally, agriculture organization practitioners should consider incorporating personas that represent individuals influenced by animal rights and animal use organizations. As society continues evolve, more audiences in the public sphere will be developed. Although at the toddler stage in development, the personas in this study can help agriculture organization practitioners reach targeted audiences; more research on each persona just needs to be conducted. Although the results of this study are directly focused on improving agriculture organization marketing, animal rights organizations can apply this information as well.

Certain communities within the public sphere assume there is an implicit contention between animal rights and animal use organizations. However, this assumed rivalry is nothing more than a lack of understanding of the audiences influenced by animal rights and animal use organizations. As more research and time are incorporated into the personas in this study, practitioners from all aspects of the public sphere may be able to more efficiently reach targeted audiences.

Lastly, it is important to note that this study only explored a small sample of individuals' perceptions of animal rights and animal use organizations. Therefore, the results of this study cannot be inferred across a larger sample of individuals influenced by animal rights and animal use organizations. However, practitioners should consider the results of this study when developing marketing strategies as it justifies the need to

understand the different audiences within the public sphere and that there are different types of audiences within the public sphere.

Furthermore, future researchers should use this study as a basis for their studies to determine a more accurate number of audiences influenced by animal rights and animal use organizations within the public sphere. Future researchers should consider questioning the current messages being disseminated by animal rights and animal use organizations. Additionally, future researchers should consider using organizations other than the ones investigated in this study. I chose to obtain the extreme statements for the Q sorting phase of this study through a content analysis, and not through interviews therefore, researchers should consider obtaining statements from interviews to assess the validity of the information organizations put on their websites. Future researchers should also consider asking questions in regard to spending habits. Because personas are meant to be predicative in behavior, including information on spending habits would allow organizations to use these personas to understand the financial implications of each audience.

Lastly, further research would allow researchers and marketers to gain a more accurate number of audiences influenced by animal rights and animal use organizations in the public sphere. Once more research is conducted on determining the number of audiences, more research can be done to understand those audiences. Until each audience is more thoroughly understood marketing strategies will continue to alienate audiences who prefer messages tailored differently.

# REFERENCES

Adlin, T., & Pruitt, J. (2010). *The essential persona lifecycle: Your guide to building and using personas: Your guide to building and using personas*. Burlington, MA: Morgan Kaufmann.

American Press Institute. (March, 2015). *Differences within the millennial generation.* Retrieved from http://www.americanpressinstitute.org/publications/reports/survey-research/differences-within-millennials/

American Psychological Association. (2010). *Publication Manual of the American Psychological Association*. Washington, DC: American Psychological Association.

Bandura, A. (2001). Social cognitive theory: An agentic perspective. *Annual Review of Psychology*, *52*(1), 1-26. doi: 10.1146/annurev.psych.52.1.1

Barrett, C. B. (1997). Food marketing liberalization and trader entry: Evidence from Madagascar. *World Development*, *25*(5), 763-777. doi:10.1016/S0305-750X(96)00132-5

Bernard, T., & Spielman, D. J. (2009). Reaching the rural poor through rural producer organizations? A study of agricultural marketing cooperatives in Ethiopia. *Food Policy*, *34*(1), 60-69. doi:10.1016/j.foodpol.2008.08.001

Block, J. (1961). *The Q sort method in personality assessment and psychiatric research* (Vol. 457). Springfield, IL: Thomas.

Brown, S. R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven, CT: Yale University Press.

Brown, S. R. (1996). Q methodology and qualitative research. *Qualitative Health Research*, *6*(4), 561-567.

Bryman, A. (2012). *Social research methods*. New York, NY: Oxford University Press.

Cross, R. M. (2005). Exploring attitudes: The case for Q methodology. *Health Education Research*, *20*(2), 206-213. doi: 10.1093/her/cyg121

Djajadiningrat, J. P., Gaver, W. W., & Fres, J. W. (2000, August). *Interaction relabeling and extreme characters: methods for exploring aesthetic interactions.* Paper presented at the 3rd Conference on Designing Interactive Systems: Processes,

Practices, Methods, and Techniques. Brooklyn, NY. doi:
10.1145/347642.347664

Doherty, M. E., & Kurz, E. M. (1996). Social judgment theory. *Thinking &
Reasoning*, *2*(2-3), 109-140. doi:10.1080/135467896394474

Duda, M. D., & Young, K. C. (1998). American attitudes toward scientific wildlife
management and human use of fish and wildlife: Implications for effective public
relations and communications strategies. Vol. 63, In *Transactions of the North
American Wildlife and Natural Resources Conference* (pp. 589-603).

Duriau, V. J., Reger, R. K., & Pfarrer, M. D. (2007). A content analysis of the content
analysis literature in organization studies: Research themes, data sources, and
methodological refinements. *Organizational Research Methods*, *10*(1), 5-34. doi:
10.1177/1094428106289252

Ellis, F. (1982). Agricultural price policy in Tanzania. *World Development*, *10*(4), 263-
283. doi:10.1016/0305-750X(82)90066-3

Eveland Jr, W. P., & Scheufele, D. A. (2000). Connecting news media use with gaps in
knowledge and participation. *Political Communication*, *17*(3), 215-237.
doi:10.1080/105846000414250

Fraser, N., & Robbins, B. (1993). The phantom public sphere. *The Phantom Public
Sphere*.

Field, A. (2009). *Discovering statistics using SPSS*. Thousand Oaks, CA: Sage.

Frewer, L. J., Miles, S., & Marsh, R. (2002). The media and genetically modified foods:
evidence in support of social amplification of risk. *Risk Analysis*, *22*(4), 701-711.
doi: 10.1111/0272-4332.00062

Goodwin, K. (2002). Getting from research to personas: Harnessing the power of
data. *Cooper Newsletter*.

Guba, E. G. (1981). Criteria for assessing the trustworthiness of naturalistic
inquiries. *Education Technology Research and Development*, *29*(2), 75-91. doi:
10.1007/bf02766777

Gripsrud, J., & Eide, M. (2010). *The idea of the public sphere: A reader*. Lanham, MD:
Lexington Books.

Habermas, J., Lennox, S., & Lennox, F. (1974). The public sphere: An encyclopedia article (1964). *New German Critique*, (3), 49-55. Malden, MA: Blackwell Publishing.

Habermas, J. (1991). *The structural transformation of the public sphere: An inquiry into a category of bourgeois society*. Cambridge, MA: MIT press.

Harper, G. C., & Makatouni, A. (2002). Consumer perception of organic food production and farm animal welfare. *British Food Journal*, *104*(3/4/5), 287-299. doi:10.1108/00070700210425723

Hill, J. and Mobly, M. (2014). *Reaching millennials: Implications for advertisers of competitive sporting events that use animals.* (Unpublished undergraduate thesis). Texas A&M University, College Station, Texas.

Hill, J., Mobly, M, & McKim, B.R. (2016, In press). Reaching Millennials: Implications for advertisers of competitive sporting events that use animals. *Journal of Agricultural Communications*

Homeyer, M. (2015). *Digital Media Research Development Laboratory.* Texas A&M University, College Station, Texas.

Houston Chronicle. (2006, March 18). Steer suffers broken neck during top wrestling run [Article]. Retrieved from http://www.chron.com/life/rodeo/article/Steer-suffersbroken-neck-during-top-wrestling-run-1858801.php

Humane Society of the United States (n.d.) About us. Retrieved from http://www.humanesociety.org/about/?credit = web_id93480558

Junior, P. T. A., & Filgueiras, L. V. L. (2005, October). *User modeling with personas.* Paper presented at the meeting of Latin American Conference on Human-Computer Interaction, Cuernavaca, Mexico. doi: 10.1145/1111360.1111388

Kiesler, S., Siegel, J., & McGuire, T. W. (1984). Social psychological aspects of computer-mediated communication. *American Psychologist*, *39*(10), 1123. doi: 10.1037/0003-066X.39.10.1123

Martins, A. C. (2008). Mobility and social network effects on extremist opinions. *Physical Review E*, *78*(3), 036104. doi: 10.1103/physreve.78.036104

McGinn, J. J., & Kotamraju, N. (2008, April). *Data-driven persona development*. Paper presented at the meeting of SIGCHI Conference on Human Factors in Computing Systems, Florence, Italy. doi: 10.1145/1357054.1357292

Morgan, D. L. (2007). Paradigms lost and pragmatism regained methodological implications of combining qualitative and quantitative methods. *Journal of Mixed Methods Research*, *1*(1), 48-76. doi: 10.1177/2345678906292462

Neuendorf, K. A. (2002). *The content analysis guidebook*. Thousand Oaks, CA: Sage.

Nielsen. (February, 2012). *Introducing generation c: Americans 18-34 are the most connected*. Retrieved from http://www.nielsen.com/us/en/newswire/2012/introducing-generation-c.html

Nielsen. (February, 2014). *The U.S. Digital Consumer Report.* Retrieved from http://www.nielsen.com/us/en/insights/reports/2014/the-us-digital-consumer-report.html

Noy, C. (2008). Sampling knowledge: The hermeneutics of snowball sampling in qualitative research. *International Journal of Social Research Methodology*, *11*(4), 327-344. doi:10.1080/13645570701401305

Patton, M., & Patton, M. (2002). *Qualitative research and evaluation methods* (3rd ed.).Thousand Oaks, CA: Sage Publications.

People for the Ethical Treatment of Animals (n.d.-a) Our mission statement. Retrieved from http://www.peta.org/about-peta/

People for the Ethical Treatment of Animals. (n.d.-b) Rodeos. Retrieved from http://www.peta.org/issues/animals-in-entertainment/cruel-sports/rodeos/

Pedahzur, A., & Brichta, A. (2002). The institutionalization of extreme right-wing charismatic parties: A paradox? *Party Politics*, *8*(1), 31-49. doi: 10.1177/1354068802008001002

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Communication and persuasion: Central and peripheral routes to attitude change* (pp. 1-24). New York, NY: Springer.

Pew Research Center. (May, 2015). *Millennials surpass gen xers as the largest generation in U.S. labor force.* Retrieved from http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/

Professional Rodeo Cowboy Association (n.d.) About the professional rodeo cowboy association. Retrieved from https://www.prorodeo.org/Portal/Home/Leadership/AboutPrca.aspx

Pruitt, J., & Grudin, J. (2003, June). *Personas: Practice and theory.* Paper presented at the meeting of Conference on Designing for User Experiences. San Francisco, CA. doi: 10.1145/997078.997089

Qualtrics [Computer software]. (2015). Retrieved from http://www.qualtrics.com

Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*, *48*(6), 1033-1049. doi: 10.5465/AMJ.2005.19573108

Riordan, C. M., Gatewood, R. D., & Bill, J. B. (1997). Corporate image: Employee reactions and implications for managing corporate social performance. *Journal of Business Ethics*, *16*(4), 401-412. doi: 10.1023/a:1017989205184

Robbins, B. (1993). Introduction: The public as phantom. *The Phantom Public Sphere*, *5*, vii-xxvi.

Rodgers, B. L., & Cowles, K. V. (1993). The qualitative research audit trail: A complex collection of documentation. *Research in Nursing and Health*, *16*(3), 219-226. doi: 10.1002/nur.4770160309

Rogers, W. S. (1991). *Explaining health and illness: An exploration of diversity*. New York: Harvester Wheatsheaf.

Ruth-McSwain, R., & Telg, R. (2008). To bother or not to bother? Media relationship development strategies of agricultural communication professionals. *Journal of Applied Communications*, *92*(3), 47-60.

Saldaña, J. (2012). *The coding manual for qualitative researchers* (No. 14). Thousand Oaks, CA: Sage.

Slater, M. D. (2007). Reinforcing spirals: The mutual influence of media selectivity and media effects and their impact on individual behavior and social identity. *Communication Theory*, *17*(3), 281-303. doi: 10.1111/j.1468-2885.2007.00296.x

Stephen, T. D. (1985). Q-methodology in communication science: An introduction. *Communication Quarterly, 33*(3), 193-208. doi:10.1080/01463378509369598

United States Farmers and Ranchers Alliance (n.d.) About USFRA. Retrieved from http://www.fooddialogues.com/about-usfra

Van Exel, J., & De Graaf, G. (2005). Q methodology: A sneak preview. *Retrieved January*, *24*, 2009.

Wall, R., Devine-Wright, P., & Mill, G. A. (2008). Interactions between perceived behavioral control and personal-normative motives qualitative and quantitative evidence from a study of commuting-mode choice. *Journal of Mixed Methods Research*, *2*(1), 63-86. doi: 10.1177/1558689807309967

Watts, S., & Stenner, P. (2012). *Doing Q methodological research: Theory, method, & interpretation*. Thousand Oaks, CA: Sage.

Wonneberger, A., Schoenbach, K., & van Meurs, L. (2013). Dimensionality of TV-news exposure: Mapping news viewing behavior with people-meter data. *International Journal of Public Opinion Research*, *25*(1), 87-107. doi: 10.1093/ijpor/eds004

## APPENDIX A

## CONTENT ANALYSIS STATEMENTS FOR RESEARCH QUESTION 1

**PETA**

1. "Animals surely deserve to live their lives free from suffering and exploitation."
   http://www.peta.org/about-peta/why-peta/why-animal-rights/

2. "When it comes to pain, love, joy, loneliness, and fear, a rat is a pig is a dog is a boy."
   http://www.peta.org/about-peta/why-peta/why-animal-rights/

3. "Use of…torture devices is standard in the dairy industry."
   http://www.peta.org/blog/disturbing-torture-devices-uncovered-at-daisy-farms/

4. "SeaWorld is shameless in the lengths to which it will go to continue keeping orcas in cramped tanks."
   http://www.seaworldofhurt.com/something-stinks-at-seaworld-and-its-not-dead-fish/

5. "[Animals] are enslaved, beaten, and kept in chains to make them perform for humans' "entertainment."
   http://www.peta.org/issues/

6. "[Animals] are mutilated and confined to tiny cages so that we can kill them and eat them."
   http://www.peta.org/issues/

7. "[Animals] are burned, blinded, poisoned, and cut up alive in the name of 'science'."
   http://www.peta.org/issues/

8. "[Animals] are electrocuted, strangled, and skinned alive so that people can parade around in their coats."
   http://www.peta.org/issues/

9. "It's even more so when we realize that the everyday choices we make—such as what we eat for lunch and the kind of shampoo we buy—may be directly supporting some of this abuse."
   http://www.peta.org/issues/

10. "A lot of people don't realize the products they use HURT ANIMALS."
    https://www.facebook.com/official.peta/posts/10153708940399586

11. "…reptiles [used for clothing] are hunted or raised barbarically and are often sawed open while they're still alive."
http://www.peta.org/blog/bebe-bans-exotic-animal-skins-following-talks-with-peta/

12. "Hunters snare wild lizards and cut them apart with a machete, sever their heads, and then skin them, usually while they're still alive."
http://www.peta.org/blog/bebe-bans-exotic-animal-skins-following-talks-with-peta/

13. "Right now, millions of mice, rats, rabbits, primates, cats, dogs, and other animals are locked inside cramped, barren cages in laboratories across the country."
http://www.peta.org/issues/animals-used-for-experimentation/

14. "It would have been in the animals' best interests if the institution of "pet keeping"—i.e., breeding animals to be kept and regarded as "pets"—never existed."
http://www.peta.org/about-peta/why-peta/pets/

15. "This selfish desire to possess animals and receive love from them causes immeasurable suffering, which results from manipulating their breeding, selling or giving them away casually, and depriving them of the opportunity to engage in their natural behavior."
http://www.peta.org/about-peta/why-peta/pets/

16. "Because domesticated animals retain many of their basic instincts and drives but are not able to survive on their own in the wild, dogs, cats, or birds, whose strongest desire is to be free, must be confined to houses, yards, or cages for their own safety."
http://www.peta.org/about-peta/why-peta/pets/

17. "Thousands of…animals are forced to perform silly, confusing tricks under the threat of physical punishment."
http://www.peta.org/issues/animals-in-entertainment/

18. "From the meat industry's rampant abuse of animals and environmental devastation to the tremendous health benefits of a vegan diet to helping end world hunger and deplorable working conditions in slaughterhouses, there are countless reasons why more and more people are leaving meat off their plates for good and embracing a healthy and humane vegan diet."
http://www.peta.org/issues/animals-used-for-food/

109

19. "Most factory-farmed animals have been genetically manipulated to grow larger or to produce more milk or eggs than they naturally would."
http://www.peta.org/issues/animals-used-for-food/factory-farming/


**HSUS**
1.  "For nearly a century, animal agribusiness has forced farm animals into factory-like conditions, subjecting them to unspeakable cruelties: confining them in cages so small they can barely move, overcrowding them in massive warehouses, cutting off parts of their bodies without painkillers and more."
http://www.humanesociety.org/issues/confinement_farm/timelines/timeline_farm_animal_protection.html?credit=web_id448985267?referrer=https://www.google.com/

2.  "The industry tries to keep the cruelty hidden, but suffering and death are central to fur."
http://www.humanesociety.org/issues/fur_production/

3.  "On fur factory farms around the world, millions of raccoon dogs, rabbits, foxes, mink, chinchillas, and other animals spend their lives in wire cages, only to be killed by anal electrocution, by neck-breaking, or in gas chambers."
http://www.humanesociety.org/issues/fur_production/

4.  "Buying fur or fur trim supports an industry that kills millions of domestic dogs and cats each year."
http://www.humanesociety.org/issues/dogs_cats_fur/?referrer=https://www.google.com/

5.  "Animals from breeders, dealers, and even zoos or circuses may end up at captive hunts."
http://www.humanesociety.org/issues/captive_hunts/

6.  "Captive hunts also threaten cattle and wildlife with disease, while the owners earn big fees."
http://www.humanesociety.org/issues/captive_hunts/

7.  "The majority of these horses [who are slaughtered] are young, healthy animals who could have led productive lives with loving owners if they'd been given the chance."
http://www.humanesociety.org/issues/horse_slaughter/

8.  "Terrified mice, rabbits, rats and guinea pigs have substances forced down their throat, dripped into their eyes or smeared onto their skin before they are killed."
http://www.humanesociety.org/issues/cosmetic_testing/becrueltyfree/

110

9. "Every year, thousands of healthy dogs, cats, pigs, goats and other animals are intentionally injured or cut open and then killed by the U.S. military and medical and veterinary schools."
http://www.humanesociety.org/issues/medical_training/

10. "Each year, billions of taxpayer dollars are funneled to universities where harmful experiments on hundreds of thousands of dogs, cats, monkeys, guinea pigs, hamsters and other animals are conducted."
http://www.humanesociety.org/issues/pain_distress/tips/campus_policy_overview.html

11. "I believe that animals shouldn't suffer and die to test cosmetics or their ingredients."
https://secure.humanesociety.org/site/Advocacy?cmd=display&page=UserAction&id=5515#.VjvQJnBViko

12. "Cows are social, complex animals with the ability to nurture friendships, anticipate the future, and experience pain, fear, and anxiety."
http://www.humanesociety.org/animals/cows/

13. "Pigs are one of the smartest animals on Earth—brainier than dogs or three-year-old children!"
http://www.humanesociety.org/animals/pigs/

14. "On factory farms, these complex and social birds (chickens) are confined by the millions in tiny cages and denied the most basic elements of a natural life."
http://www.humanesociety.org/animals/chickens/

15. "[Chickens and turkeys are] shackled upside down, paralyzed by electrified water and dragged over mechanical throat-cutting blades ... all while conscious."
http://www.humanesociety.org/animals/chickens/

16. "Breeding pigs and veal calves are stuffed into cramped individual cages barely larger than their bodies."
http://www.humanesociety.org/issues/confinement_farm/

17. "Factory farms cram egg-laying hens into cages so tiny they can't even spread their wings."
http://www.humanesociety.org/issues/confinement_farm/

18. "The next pandemic virus may be manufactured in the filthy conditions common in factory farms, where chickens are packed together by the tens or hundreds of

thousands in utter filth, allowing viruses to spread rapidly from bird to bird and mutate into very dangerous strains."
http://www.humanesociety.org/issues/avian_influenza/

19. "Like swine flu, bird flu is a product of the cruel conditions on factory farms."
http://www.humanesociety.org/issues/avian_influenza/

20. "Factory farms, often confining thousands of animals, are major culprits in climate change."
http://www.humanesociety.org/issues/environment/

**PRCA**
1. "Supporting animal welfare premises means believing humans have the right to use animals, but along with that right comes the responsibility to provide proper and humane care and treatment."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

2. "Animal rights organizations seek to abolish by law the raising of farm animals for food and clothing."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

3. "Animal rights organizations seek to abolish by law the raising of farm animals for rodeos."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

4. "Animal rights organizations seek to abolish by law the raising of farm animals for circuses."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

5. "Animal rights organizations seek to abolish by law the raising of farm animals for zoos."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

6. "Animal rights organizations seek to abolish by law the raising of farm animals for hunting."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

7. "Animal rights organizations seek to abolish by law the raising of farm animals for trapping."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

8. "Animal rights organizations seek to abolish by law the raising of farm animals for fishing."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

9. "Animal rights organizations seek to abolish by law the raising of farm animals for the use of animals in lifesaving biomedical research."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

10. "Animal rights organizations seek to abolish by law the raising of farm animals for the use of animals in education and the breeding of pets."
http://www.prorodeo.com/prorodeo/livestock/animal-welfare-vs-animal-rights

11. "Standard electric prods may be used only when necessary and may only touch the animal on the hip or shoulder area."
http://www.prorodeo.com/prorodeo/livestock/rodeo-equipment

12. "The use of prods and similar devices is prohibited in the riding events unless an animal is stalled in the chute."
http://www.prorodeo.com/prorodeo/livestock/rodeo-equipment

13. "Animals rights in its purest form is not concerned with humane care, but focuses on whether humans have the right to view and use animals as resources."
PRCA Guide to Livestock Welfare 2015

14. "Man has responsibility over animals, ad that this stewardship should involve humane care and treatment."
PRCA Guide to Livestock Welfare 2015

15. "Humans are responsible for the support and humane use of animals for food, fiber, service, and companionships."
PRCA Guide to Livestock Welfare 2015

16. Industries, including those using animals in medical research, have and should establish standards to ensure sanitary condition and humane treatment."
PRCA Guide to Livestock Welfare 2015

17. "Animal rights groups are working to end all use of animals worldwide."
PRCA Guide to Livestock Welfare 2015

18. "It has to be in a horse's nature to buck, and a horse that is not inclined to buck cannot be forced to do so with the use of a flank strap."
http://www.prorodeo.com/prorodeo/livestock/rodeo-equipment

19. "Use of the prod has become one of the most universally accepted and humane methods of herding animals on ranches, in veterinary clinics, and, on occasion, at professional rodeos."
http://www.prorodeo.com/prorodeo/livestock/rodeo-equipment

20. "Spurs that meet PRCA guidelines have blunt rowels (the star-shaped wheel on spurs) that are about one-eighth of an inch thick, so they can't cut the animals." http://www.prorodeo.com/prorodeo/livestock/rodeo-equipment

**USFRA**

1. "Farmers take the necessary steps on a daily basis to care for animals that they are entrusted to raise." http://www.fooddialogues.com/headlines/animal-welfare/raising-animals-%E2%80%93-more-than-just-a-job

2. "Responsible care for animals not only includes nutritional health but physical health as well." http://www.fooddialogues.com/headlines/animal-welfare/raising-animals-%E2%80%93-more-than-just-a-job

3. "Farmers put in long and odd hours just to make sure animals are healthy and safe." http://www.fooddialogues.com/headlines/animal-welfare/raising-animals-%E2%80%93-more-than-just-a-job

4. "Animal care is a continuously improving process, and farmers and ranchers look for new ways to improve the methods they use to care for their animals." http://www.fooddialogues.com/foodsource/animal-welfare/why-are-some-animals-raised-outdoors-and-others-indoors

5. "It is not true that cattle in feed yards, where beef cattle are finished on a diet of grass, grains and other feedstuffs, are force fed." http://www.fooddialogues.com/foodsource/animal-welfare/are-animals-kept-indoors-force-fed-to-grow-quickly

6. "Feed yard cattle have ample space to roam and the ability to eat from the feed bunk at their own pace and leisure." http://www.fooddialogues.com/foodsource/animal-welfare/are-animals-kept-indoors-force-fed-to-grow-quickly

7. "The agriculture community is making great strides with new methods like progressive slaughter plants to ensure animals are comfortable and slaughter is painless." http://www.fooddialogues.com/foodsource/animal-welfare/how-do-i-know-animals-are-slaughtered-humanely

8. "Over the decades, and through extensive research, farmers and ranchers have continued to improve handling practices."

http://www.fooddialogues.com/foodsource/animal-welfare/how-do-farmers-transport-animals-to-housing-how-are-animals-transported

9. "Farmers, ranchers and veterinarians are committed to the responsible use of antibiotics."
http://www.fooddialogues.com/foodsource/antibiotics/how-is-antibiotic-resistance-monitored

10. "There are no patterns from this research that show antibiotic resistance in bacteria from animals is affecting antibiotic resistance in bacteria in humans and treatment of illness."
http://www.fooddialogues.com/foodsource/antibiotics/how-is-antibiotic-resistance-monitored

11. "In fact, antibiotics for use in animals require similar testing as those used in humans, with the added requirement that they must be tested to ensure meat, poultry, eggs and milk from the animal(s) given the medicine will be safe for human consumption."
http://www.fooddialogues.com/foodsource/antibiotics/are-the-antibiotics-used-for-farm-animals-safe

12. "Farmers, ranchers, veterinarians and animal health experts work together to make sure they're using antibiotics responsibly, in order to reduce the chances of antibiotic resistance forming."
http://www.fooddialogues.com/foodsource/antibiotics/how-does-responsible-use-by-farmers-and-ranchers-help-mitigate-antibiotic

13. "Farmers do not constantly treat farm animals with antibiotics."
http://www.fooddialogues.com/foodsource/antibiotics/when-are-antibiotics-used-on-farms-and-ranches

14. "When animals being raised "antibiotic free," including those on organic farms, get sick, they are treated with antibiotics."
http://www.fooddialogues.com/foodsource/antibiotics/when-are-antibiotics-used-on-farms-and-ranches

15. "Any milk that tests positive cannot be sold to the public."
http://www.fooddialogues.com/foodsource/antibiotics/is-milk-tested-for-my-safety-what-about-livestock-animals-and-eggs

16. "There are stringent protocols in place to ensure meat, milk, poultry and egg products are not sent to market with antibiotics still present."
http://www.fooddialogues.com/foodsource/antibiotics/are-livestock-animals-and-eggs-tested-for-safety

17. "Without antibiotic treatment, many animals would be sick and uncomfortable for a longer period of time before getting better, spread the illness or, in some cases, they would suffer needlessly and possibly die." http://www.fooddialogues.com/foodsource/antibiotics/why-are-antibiotics-used-on-the-farm

18. "It is more humane and safer to prevent illness than to treat a sick animal that later may infect other animals." http://www.fooddialogues.com/foodsource/antibiotics/why-are-antibiotics-used-on-the-farm

19. "Animals raised in controlled environments, like pigs, actually carry less foodborne pathogens than those raised outside." http://www.fooddialogues.com/foodsource/food-safety/are-animals-raised-indoors-more-likely-to-carry-foodbourne-illnesses-like

20. "Additionally, livestock are less likely to lie in their own manure and urine in a controlled environment." http://www.fooddialogues.com/foodsource/food-safety/are-animals-raised-indoors-more-likely-to-carry-foodbourne-illnesses-like

# APPENDIX B

# TRUNCATING PROCESS FOR RESEARCH QUESTION 1

| ORIGINAL STATEMENT | REVISED STATEMENT |
|---|---|
| **PETA** | **PETA** |
| Animals surely deserve to live their lives free from suffering and exploitation.<br>[Animals] are enslaved, beaten, and kept in chains to make them perform for humans' "entertainment".<br>Thousands of…animals are forced to perform silly, confusing tricks under the threat of physical punishment. | Animals do not deserve to be used for entertainment |
| SeaWorld is shameless in the lengths to which it will go to continue keeping orcas in cramped tanks.<br>[Animals] are mutilated and confined to tiny cages so that we can kill them and eat them. | Animals should not be confined to cages for any reason. |
| [Animals] are burned, blinded, poisoned, and cut up alive in the name of "science".<br>Right now, millions of mice, rats, rabbits, primates, cats, dogs, and other animals are locked inside cramped, barren cages in laboratories across the country. | Using animals for scientific experiments is wrong. |
| It's even more so when we realize that the everyday choices we make—such as what we eat for lunch and the kind of shampoo we buy—may be directly supporting some of this abuse.<br>A lot of people don't realize the products they use HURT ANIMALS. | Certain everyday products directly support animal abuse. |
| When it comes to pain, love, joy, loneliness, and fear, a rat is a pig is a dog is a boy. | Animals deserve to live free from suffering just as humans do. |
| …reptiles [used for clothing] are hunted or raised barbarically and are often sawed open while they're still alive.<br>Hunters snare wild lizards and cut them apart with a machete, sever their heads, and then skin them, usually while they're still alive. | It is cruel to use reptiles for their exotic skins. |
| It would have been in the animals' best interests if the institution of "pet keeping"—i.e., breeding animals to be kept and regarded as "pets"—never existed.<br>This selfish desire to possess animals and receive love from them causes immeasurable suffering, which results from manipulating their breeding, selling or giving them away casually, and depriving them of the opportunity to engage in their natural behavior.<br>Because domesticated animals retain many of their basic instincts and drives but are not able to survive on their own in the wild, dogs, cats, or birds, whose strongest desire is to be free, must be confined to houses, yards, or cages for their own safety. | Animals should be seen as companians rather than "pets". |
| Use of…torture devices is standard in the dairy industry.<br>Most factory-farmed animals have been genetically manipulated to grow larger or to produce more milk or eggs than they naturally would.<br>From the meat industry's rampant abuse of animals and environmental devastation to the tremendous health benefits of a vegan diet to helping end world hunger and deplorable working conditions in slaughterhouses, there are countless reasons why more and more people are leaving meat off their plates for good and embracing a healthy and humane vegan diet. | Animal agriculture tortures animals. |
| [Animals] are electrocuted, strangled, and skinned alive so that people can parade around in their coats. | Using animals for clothing supports animal cruelty. |

| ORIGINAL STATEMENT | REVISED STATEMENT |
|---|---|
| HSUS | HSUS |
| For nearly a century, animal agribusiness has forced farm animals into factory-like conditions, subjecting them to unspeakable cruelties: confining them in cages so small they can barely move, overcrowding them in massive warehouses, cutting off parts of their bodies without painkillers and more.<br>Breeding pigs and veal calves are stuffed into cramped individual cages barely larger than their bodies. | Many animals used for food are confined to tiny cages, barely bigger than their bodies. |
| On factory farms, these complex and social birds (chickens) are confined by the millions in tiny cages and denied the most basic elements of a natural life.<br>Chickens and turkeys are] shackled upside down, paralyzed by electrified water and dragged over mechanical throat-cutting blades … all while conscious.<br>Factory farms cram egg-laying hens into cages so tiny they can't even spread their wings.<br>Chickens and turkeys are] shackled upside down, paralyzed by electrified water and dragged over mechanical throat-cutting blades … all while conscious. | The poultry industry subjects animals to cruel conditions. |
| The industry tries to keep the cruelty hidden, but suffering and death are central to fur<br>On fur factory farms around the world, millions of raccoon dogs, rabbits, foxes, mink, chinchillas, and other animals spend their lives in wire cages, only to be killed by anal electrocution, by neck-breaking, or in gas chambers.<br>Buying fur or fur trim supports an industry that kills millions of domestic dogs and cats each year | The fur industry supports animal abuse. |
| Animals from breeders, dealers, and even zoos or circuses may end up at captive hunts.<br>Captive hunts also threaten cattle and wildlife with disease, while the owners earn big fees. | Captive hunting is cruel and dangerous for all animals. |
| The majority of these horses [who are slaughtered] are young, healthy animals who could have led productive lives with loving owners if they'd been given the chance. | Most horses that are slaughtered are young, healthy animals. |
| Terrified mice, rabbits, rats and guinea pigs have substances forced down their throat, dripped into their eyes or smeared onto their skin before they are killed<br>Every year, thousands of healthy dogs, cats, pigs, goats and other animals are intentionally injured or cut open and then killed by the U.S. military and medical and veterinary schools.<br>Each year, billions of taxpayer dollars are funneled to universities where harmful experiments on hundreds of thousands of dogs, cats, monkeys, guinea pigs, hamsters and other animals are conducted. | Animals should not be used for medical training. |
| I believe that animals shouldn't suffer and die to test cosmetics or their ingredients. | Animals used in cosmetic testing suffer. |
| Cows are social, complex animals with the ability to nurture friendships, anticipate the future, and experience pain, fear, and anxiety.<br>Pigs are one of the smartest animals on Earth—brainier than dogs or three-year-old children! | Animals have feelings and emotions. |
| The next pandemic virus may be manufactured in the filthy conditions common in factory farms, where chickens are packed together by the tens or hundreds of thousands in utter filth, allowing viruses to spread rapidly from bird to bird and mutate into very dangerous strains.<br>Like swine flu, bird flu is a product of the cruel conditions on factory farms.<br>Factory farms, often confining thousands of animals, are major culprits in climate change. | Dirty conditions of factory farms negatively impact the environment. |

118

| ORIGINAL STATEMENT | REVISED STATEMENT |
|---|---|
| PRCA | PRCA |
| It has to be in a horse's nature to buck, and a horse that is not inclined to buck cannot be forced to do so with the use of a flank strap. | Animals are not hurt by equipment used at rodeos. |
| Use of the prod has become one of the most universally accepted and humane methods of herding animals on ranches, in veterinary clinics, and, on occasion, at professional rodeos. | |
| Spurs that meet PRCA guidelines have blunt rowels (the star-shaped wheel on spurs) that are about one-eighth of an inch thick, so they can't cut the animals. | |
| | |
| Standard electric prods may be used only when necessary and may only touch the animal on the hip or shoulder area. | It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly. |
| The use of prods and similar devices is prohibited in the riding events unless an animal is stalled in the chute. | |
| | |
| Animals rights in its purest form is not concerned with humane care, but focuses on whether humans have the right to view and use animals as resources. | Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general. |
| Animal rights groups are working to end all use of animals worldwide. | |
| | |
| Supporting animal welfare premises means believing humans have the right to use animals, but along with that right comes the responsibility to provide proper and humane care and treatment. | Humans have the right to use animals. |
| | |
| Man has responsibility over animals, ad that this stewardship should involve humane care and treatment. | Humans are responsible for the well being of animals in all aspects of the animal's life. |
| Humans are responsible for the support and humane use of animals for food, fiber, service, and companionships. | |
| | |
| Animal rights organizations seek to abolish by law the raising of farm animals for rodeos. | Animal rights groups believe animals should not be used for entertainment. |
| Animal rights organizations seek to abolish by law the raising of farm animals for circuses. | |
| Animal rights organizations seek to abolish by law the raising of farm animals for zoos. | |
| | |
| Animal rights organizations seek to abolish by law the raising of farm animals for hunting. | Animal rights groups believe animals should not be killed for sport. |
| Animal rights organizations seek to abolish by law the raising of farm animals for trapping. | |
| Animal rights organizations seek to abolish by law the raising of farm animals for fishing. | |
| | |
| Industries, including those using animals in medical research, have and should establish standards to ensure sanitary condition and humane treatment. | Most industries have established guidelines to ensure animals are treated humanely. |
| | |
| Animal rights organizations seek to abolish by law the raising of farm animals for the use of animals in lifesaving biomedical research. | Animal rights groups believe animals should not be used for educational purposes. |
| Animal rights organizations seek to abolish by law the raising of farm animals for the use of animals in education and the breeding of pets. | |
| | |
| Animal rights organizations seek to abolish by law the raising of farm animals for food and clothing. | Animal rights groups seek to change laws regarding animals being used for food. |

| ORIGINAL STATEMENT | REVISED STATEMENT |
|---|---|
| **USFRA** | **USFRA** |
| Farmers take the necessary steps on a daily basis to care for animals that they are entrusted to raise. Animal care is a continuously improving process, and farmers and ranchers look for new ways to improve the methods they use to care for their animals. | Farmers take necessary steps to care for animals. |
| | |
| Responsible care for animals not only includes nutritional health but physical health as well. Farmers put in long and odd hours just to make sure animals are healthy and safe. | Farmers make sure their animals are healthy. |
| | |
| It is not true that cattle in feed yards, where beef cattle are finished on a diet of grass, grains and other feedstuffs, are force fed. Feed yard cattle have ample space to roam and the ability to eat from the feed bunk at their own pace and leisure. | Cattle in feed yards are not force-fed. |
| | |
| The agriculture community is making great strides with new methods like progressive slaughter plants to ensure animals are comfortable and slaughter is painless. | The agriculture community has made slaughtering practices more humane. |
| | |
| Farmers, ranchers and veterinarians are committed to the responsible use of antibiotics. Farmers do not constantly treat farm animals with antibiotics. | Farmers only use antibiotics on animals when necessary. |
| | |
| There are no patterns from this research that show antibiotic resistance in bacteria from animals is affecting antibiotic resistance in bacteria in humans and treatment of illness. Farmers, ranchers, veterinarians and animal health experts work together to make sure they're using antibiotics responsibly, in order to reduce the chances of antibiotic resistance forming. | Antibiotic use in animals does not cause antibiotic resistance in humans. |
| | |
| In fact, antibiotics for use in animals require similar testing as those used in humans, with the added requirement that they must be tested to ensure meat, poultry, eggs and milk from the animal(s) given the medicine will be safe for human consumption. Any milk that tests positive cannot be sold to the public. There are stringent protocols in place to ensure meat, milk, poultry and egg products are not sent to market with antibiotics still present. | The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume. |
| | |
| Without antibiotic treatment, many animals would be sick and uncomfortable for a longer period of time before getting better, spread the illness or, in some cases, they would suffer needlessly and possibly die. It is more humane and safer to prevent illness than to treat a sick animal that later may infect other animals. | It is necessary to treat animals with antibiotics to prevent illness. |
| | |
| Animals raised in controlled environments, like pigs, actually carry less foodborne pathogens than those raised outside. Additionally, livestock are less likely to lie in their own manure and urine in a controlled environment. | It is more beneficial for animals to be raised in controlled environments. |

# APPENDIX C

## TRUNCATED STATEMENTS USED IN THE Q SORT

**PETA**

1. Animals do not deserve to be used for entertainment.

2. Animal should not be confined to cages for any reason.

3. Using animals for scientific experiments is wrong.

4. Certain everyday products directly support animal abuse.

5. Animals deserve to live free from suffering just as humans do.

6. It is cruel to use reptiles for their exotic skins.

7. Animals should be seen as companions rather than "pets".

8. Animal agriculture tortures animals.

9. Using animals for clothing supports animal cruelty.

**HSUS**

10. Many animals used for food are confined to tiny cages, barely bigger than their bodies.

11. The poultry industry subjects animals to cruel conditions.

12. The fur industry supports animal abuse.

13. Captive hunting is cruel and dangerous for all animals.

14. Most horses that are slaughtered are young, healthy animals.

15. Animals should not be used for medical training.

16. Animals used in cosmetic testing suffer.

17. Animals have feelings and emotions.

18. Dirty conditions of factory farms negatively impact the environment.

19. Animals are not hurt by equipment used at rodeos.

**PRCA**

20. It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly.
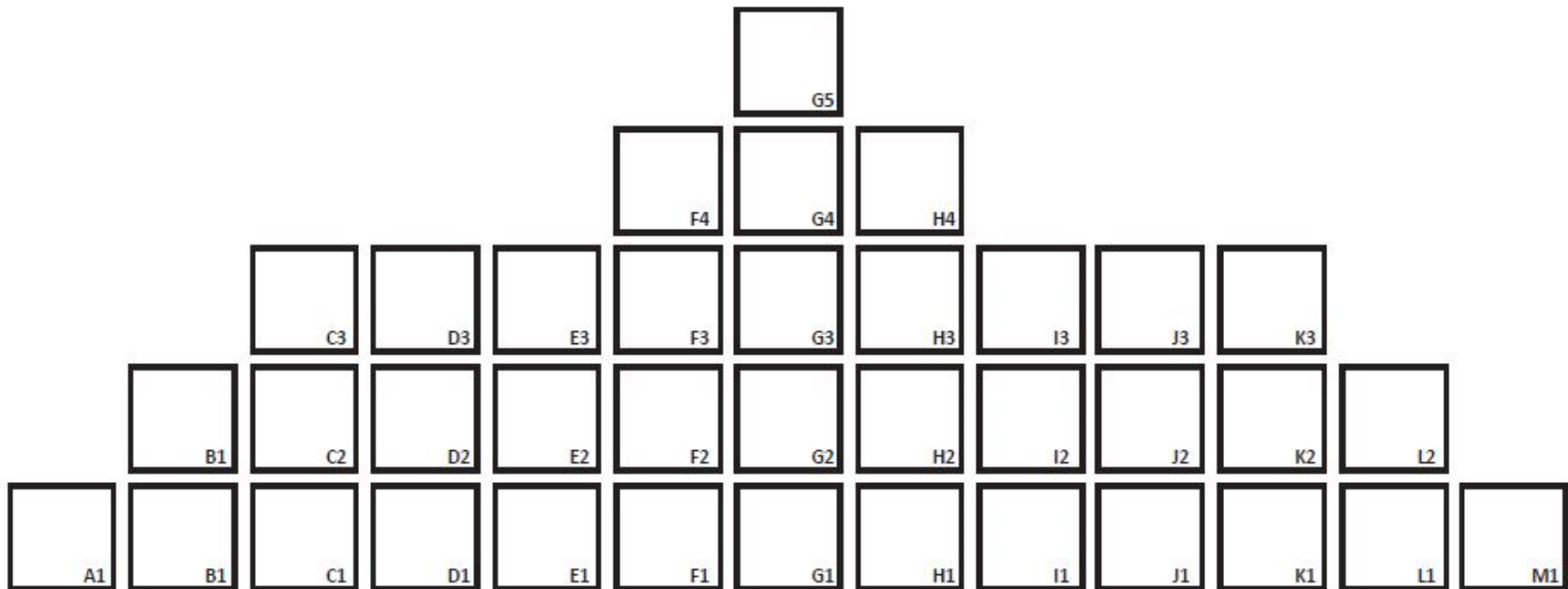
21. Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general.

22. Humans have the right to use animals.

23. Humans are responsible for the wellbeing of animals in all aspects of the animal's life.

24. Animal rights groups believe animals should not be used for entertainment.

25. Animal rights groups believe animals should not be killed for sport.

26. Most industries have established guidelines to ensure animals are treated humanely.

27. Animal rights groups believe animals should not be used for educational purposes.

28. Animal rights groups seek to change laws regarding animals used for food.

**USFRA**

29. Farmers take necessary steps to care for animals.

30. Farmers make sure their animals are healthy.

31. Cattle in feed yards are not force-fed.

32. The agriculture community has made slaughtering practices more humane.

33. Farmers only use antibiotics on animals when necessary.

34. Antibiotic use in animals does not cause antibiotic resistance in humans.

35. The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume.

36. It is necessary to treat animals with antibiotics to prevent illness.

37. It is more beneficial for animals to be raised in controlled environments.

# APPENDIX D

## FORM BOARD NOTE TEMPLATE FOR RESEARCH QUESTION 2

|  |  |  |  | G5 |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | F4 | G4 | H4 |  |  |  |  |  |  |  |
|  |  | C3 | D3 | E3 | F3 | G3 | H3 | I3 | J3 | K3 |  |  |
|  | B1 | C2 | D2 | E2 | F2 | G2 | H2 | I2 | J2 | K2 | L2 |  |
| A1 | B1 | C1 | D1 | E1 | F1 | G1 | H1 | I1 | J1 | K1 | L1 | M1 |

**DEMOGRAPHIC AND MEDIA CONSUMPTION QUESTIONNAIRE FOR**

**RESEARCH QUESTION 2**

**Let's talk about media**

How **familiar** are you with the following social media outlets?

|  | Not at all Familiar | Slightly Familiar | Somewhat Familiar | Moderately Familiar | Extremely Familiar |
|---|---|---|---|---|---|
| Facebook | ○ | ○ | ○ | ○ | ○ |
| Twitter | ○ | ○ | ○ | ○ | ○ |
| Instagram | ○ | ○ | ○ | ○ | ○ |
| Pinterest | ○ | ○ | ○ | ○ | ○ |
| YouTube | ○ | ○ | ○ | ○ | ○ |

How **familiar** are you with the following media outlets?

|  | Not at all Familiar | Slightly Familiar | Somewhat Familiar | Moderately Familiar | Extremely Familiar |
|---|---|---|---|---|---|
| Radio | ○ | ○ | ○ | ○ | ○ |
| Television | ○ | ○ | ○ | ○ | ○ |
| Magazines | ○ | ○ | ○ | ○ | ○ |
| Newspaper | ○ | ○ | ○ | ○ | ○ |
| Web | ○ | ○ | ○ | ○ | ○ |

How often do you **use** the following social media outlets?

| | Never | Less than Once a Month | Once a Month | 2-3 Times a Month | Once a Week | 2-3 Times a Week | Daily |
|---|---|---|---|---|---|---|---|
| Facebook | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Twitter | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Instagram | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Pinterest | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| YouTube | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

How often do you **use** the following media outlets?

| | Never | Less than Once a Month | Once a Month | 2-3 Times a Month | Once a Week | 2-3 Times a Week | Daily |
|---|---|---|---|---|---|---|---|
| Radio | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Television | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Magazines | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Newspaper | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Web | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

How **familiar** are you with the following organizations?

| | Not at all Familiar | Slightly Familiar | Somewhat Familiar | Moderately Familiar | Extremely Familiar |
|---|---|---|---|---|---|
| People for the Ethical Treatment of Animals (PETA) | ○ | ○ | ○ | ○ | ○ |
| United States Farmers and Ranchers Alliance (USFRA) | ○ | ○ | ○ | ○ | ○ |
| Humane Society of the United States (HSUS) | ○ | ○ | ○ | ○ | ○ |
| Professional Rodeo and Cowboy Association (PRCA) | ○ | ○ | ○ | ○ | ○ |

## Let's talk about you

What year were you born? (YYYY)

What is your sex?

○ Male
○ Female

What is your race and/or ethnicity? Please select all that apply.

☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Hispanic
☐ Native Hawaiian or other Pacific Islander
☐ White
☐ Other

126

Are you of Spanish decent?

○ Yes

○ No

What is the highest level of education you have completed?

[                    ▼]

What is your combined annual household income?

[              ▼]

## SPSS SYNTAX FOR RESEARCH QUESTION 2 AND 3

* Encoding: windows-1252.

TITLE "Mobly Q-Sort Syntax".
SUBTITLE "Mallory Mobly, 2015".

GET DATA /TYPE=XLSX
 /FILE='E:\Graduate School\Research\THESIS\Data\Mobly_DataEntry (2).xlsx'
 /SHEET=name 'Sheet1'
 /CELLRANGE=full
 /READNAMES=on
 /ASSUMEDSTRWIDTH=32767.
EXECUTE.
DATASET NAME DataSet4 WINDOW=FRONT.

*********************Research Question 2*****************************

VARIABLE LABELS
RESP_ID "Respondent ID"
D008 "Group"
CELL_A1 "Cell A1"
CELL_B1 "Cell B1"
CELL_B2 "Cell B2"
CELL_C1 "Cell C1"
CELL_C2 "Cell C2"
CELL_C3 "Cell C3"
CELL_D1 "Cell D1"
CELL_D2 "Cell D2"
CELL_D3 "Cell D3"
CELL_E1 "Cell E1"
CELL_E2 "Cell E2"
CELL_E3 "Cell E3"
CELL_F1 "Cell F1"
CELL_F2 "Cell F2"
CELL_F3 "Cell F3"
CELL_F4 "Cell F4"
CELL_G1 "Cell G1"

CELL_G2 "Cell G2"
CELL_G3 "Cell G3"
CELL_G4 "Cell G4"
CELL_G5 "Cell G5"
CELL_H1 "Cell H1"
CELL_H2 "Cell H2"
CELL_H3 "Cell H3"
CELL_H4 "Cell H4"
CELL_I1 "Cell I1"
CELL_I2 "Cell I2"
CELL_I3 "Cell I3"
CELL_J1 "Cell J1"
CELL_J2 "Cell I2"
CELL_J3 "Cell J3"
CELL_K1 "Cell K1"
CELL_K2 "Cell K2"
CELL_K3 "Cell K3"
CELL_L1 "Cell L1"
CELL_L2 "Cell L1"
CELL_M1 "Cell M1".


VARIABLE LEVEL RESP_ID (NOMINAL).
VARIABLE LEVEL CELL_A1 (SCALE).
VARIABLE LEVEL CELL_B1 (SCALE).
VARIABLE LEVEL CELL_B2 (SCALE).
VARIABLE LEVEL CELL_C1 (SCALE).
VARIABLE LEVEL CELL_C2 (SCALE).
VARIABLE LEVEL CELL_C3 (SCALE).
VARIABLE LEVEL CELL_D1 (SCALE).
VARIABLE LEVEL CELL_D2 (SCALE).
VARIABLE LEVEL CELL_D3 (SCALE).
VARIABLE LEVEL CELL_E1 (SCALE).
VARIABLE LEVEL CELL_E2 (SCALE).
VARIABLE LEVEL CELL_E3 (SCALE).
VARIABLE LEVEL CELL_F1 (SCALE).
VARIABLE LEVEL CELL_F2 (SCALE).
VARIABLE LEVEL CELL_F3 (SCALE).
VARIABLE LEVEL CELL_F4 (SCALE).
VARIABLE LEVEL CELL_G1 (SCALE).

VARIABLE LEVEL CELL_G2 (SCALE).
VARIABLE LEVEL CELL_G3 (SCALE).
VARIABLE LEVEL CELL_G4 (SCALE).
VARIABLE LEVEL CELL_G5 (SCALE).
VARIABLE LEVEL CELL_H1 (SCALE).
VARIABLE LEVEL CELL_H2 (SCALE).
VARIABLE LEVEL CELL_H3 (SCALE).
VARIABLE LEVEL CELL_H4 (SCALE).
VARIABLE LEVEL CELL_I1 (SCALE).
VARIABLE LEVEL CELL_I2 (SCALE).
VARIABLE LEVEL CELL_I3 (SCALE).
VARIABLE LEVEL CELL_J1 (SCALE).
VARIABLE LEVEL CELL_J2 (SCALE).
VARIABLE LEVEL CELL_J3 (SCALE).
VARIABLE LEVEL CELL_K1 (SCALE).
VARIABLE LEVEL CELL_K2 (SCALE).
VARIABLE LEVEL CELL_K3 (SCALE).
VARIABLE LEVEL CELL_L1 (SCALE).
VARIABLE LEVEL CELL_L2 (SCALE).
VARIABLE LEVEL CELL_M1 (SCALE).

**********************************************************

FORMATS CELL_A1 (F2.0).
FORMATS CELL_B1 (F2.0).
FORMATS CELL_B2 (F2.0).
FORMATS CELL_C1 (F2.0).
FORMATS CELL_C2 (F2.0).
FORMATS CELL_C3 (F2.0).
FORMATS CELL_D1 (F2.0).
FORMATS CELL_D2 (F2.0).
FORMATS CELL_D3 (F2.0).
FORMATS CELL_E1 (F2.0).
FORMATS CELL_E2 (F2.0).
FORMATS CELL_E3 (F2.0).
FORMATS CELL_F1 (F2.0).
FORMATS CELL_F2 (F2.0).
FORMATS CELL_F3 (F2.0).
FORMATS CELL_F4 (F2.0).
FORMATS CELL_G1 (F2.0).
FORMATS CELL_G2 (F2.0).

```
FORMATS CELL_G3 (F2.0).
FORMATS CELL_G4 (F2.0).
FORMATS CELL_G5 (F2.0).
FORMATS CELL_H1 (F2.0).
FORMATS CELL_H2 (F2.0).
FORMATS CELL_H3 (F2.0).
FORMATS CELL_H4 (F2.0).
FORMATS CELL_I1 (F2.0).
FORMATS CELL_I2 (F2.0).
FORMATS CELL_I3 (F2.0).
FORMATS CELL_J1 (F2.0).
FORMATS CELL_J2 (F2.0).
FORMATS CELL_J3 (F2.0).
FORMATS CELL_K1 (F2.0).
FORMATS CELL_K2 (F2.0).
FORMATS CELL_K3 (F2.0).
FORMATS CELL_L1 (F2.0).
FORMATS CELL_L2 (F2.0).
FORMATS CELL_M1. (F2.0).


COMPUTE STATEMENT_01=$SYSMIS.
If (CELL_A1 = 1) STATEMENT_01 = -6.
If (CELL_B1 = 1) STATEMENT_01 = -5.
If (CELL_B2 = 1) STATEMENT_01= -5.
If (CELL_C1 = 1) STATEMENT_01 = -4.
If (CELL_C2 = 1) STATEMENT_01 = -4.
If (CELL_C3 = 1) STATEMENT_01 = -4.
If (CELL_D1 = 1) STATEMENT_01 = -3.
If (CELL_D2 = 1) STATEMENT_01 = -3.
If (CELL_D3 = 1) STATEMENT_01 = -3.
If (CELL_E1 = 1) STATEMENT_01 = -2.
If (CELL_E2 = 1) STATEMENT_01 = -2.
If (CELL_E3 = 1) STATEMENT_01 = -2.
If (CELL_F1 = 1) STATEMENT_01 = -1.
If (CELL_F2 = 1) STATEMENT_01 = -1.
If (CELL_F3 = 1) STATEMENT_01 = -1.
If (CELL_F4 = 1) STATEMENT_01 = -1.
If (CELL_G1 = 1) STATEMENT_01 = 0.
If (CELL_G2 = 1) STATEMENT_01 = 0.
If (CELL_G3 = 1) STATEMENT_01 = 0.
```

If (CELL_G4 = 1) STATEMENT_01 = 0.
If (CELL_G5 = 1) STATEMENT_01 = 0.
If (CELL_H1 = 1) STATEMENT_01 = 1.
If (CELL_H2 = 1) STATEMENT_01 = 1.
If (CELL_H3 = 1) STATEMENT_01 = 1.
If (CELL_H4 = 1) STATEMENT_01 = 1.
If (CELL_I1 = 1) STATEMENT_01 = 2.
If (CELL_I2 = 1) STATEMENT_01 = 2.
If (CELL_I3 = 1) STATEMENT_01 = 2.
If (CELL_J1 = 1) STATEMENT_01 = 3.
If (CELL_J2 = 1) STATEMENT_01 = 3.
If (CELL_J3 = 1) STATEMENT_01 = 3.
If (CELL_K1 = 1) STATEMENT_01 = 4.
If (CELL_K2 = 1) STATEMENT_01 = 4.
If (CELL_K3 = 1) STATEMENT_01 = 4.
If (CELL_L1 = 1) STATEMENT_01 = 5.
If (CELL_L2 = 1) STATEMENT_01 = 5.
If (CELL_M1 = 1) STATEMENT_01 = 6.
EXECUTE.
FORMATS STATEMENT_01 (F3.0).
VARIABLE LEVEL STATEMENT_01 (SCALE).

COMPUTE STATEMENT_02=$SYSMIS.
If (CELL_A1 = 2) STATEMENT_02 = -6.
If (CELL_B1 = 2) STATEMENT_02 = -5.
If (CELL_B2 = 2) STATEMENT_02 = -5.
If (CELL_C1 = 2) STATEMENT_02 = -4.
If (CELL_C2 = 2) STATEMENT_02 = -4.
If (CELL_C3 = 2) STATEMENT_02 = -4.
If (CELL_D1 = 2) STATEMENT_02 = -3.
If (CELL_D2 = 2) STATEMENT_02 = -3.
If (CELL_D3 = 2) STATEMENT_02 = -3.
If (CELL_E1 = 2) STATEMENT_02 = -2.
If (CELL_E2 = 2) STATEMENT_02 = -2.
If (CELL_E3 = 2) STATEMENT_02 = -2.
If (CELL_F1 = 2) STATEMENT_02 = -1.
If (CELL_F2 = 2) STATEMENT_02 = -1.
If (CELL_F3 = 2) STATEMENT_02 = -1.
If (CELL_F4 = 2) STATEMENT_02 = -1.
If (CELL_G1 = 2) STATEMENT_02 = 0.
If (CELL_G2 = 2) STATEMENT_02 = 0.

```
If (CELL_G3 = 2) STATEMENT_02 = 0.
If (CELL_G4 = 2) STATEMENT_02 = 0.
If (CELL_G5 = 2) STATEMENT_02 = 0.
If (CELL_H1 = 2) STATEMENT_02 = 1.
If (CELL_H2 = 2) STATEMENT_02 = 1.
If (CELL_H3 = 2) STATEMENT_02 = 1.
If (CELL_H4 = 2) STATEMENT_02 = 1.
If (CELL_I1 = 2) STATEMENT_02 = 2.
If (CELL_I2 = 2) STATEMENT_02 = 2.
If (CELL_I3 = 2) STATEMENT_02 = 2.
If (CELL_J1 = 2) STATEMENT_02 = 3.
If (CELL_J2 = 2) STATEMENT_02 = 3.
If (CELL_J3 = 2) STATEMENT_02 = 3.
If (CELL_K1 = 2) STATEMENT_02 = 4.
If (CELL_K2 = 2) STATEMENT_02 = 4.
If (CELL_K3 = 2) STATEMENT_02 = 4.
If (CELL_L1 = 2) STATEMENT_02 = 5.
If (CELL_L2 = 2) STATEMENT_02 = 5.
If (CELL_M1 = 2) STATEMENT_02 = 6.
EXECUTE.
FORMATS STATEMENT_02 (F3.0).
VARIABLE LEVEL STATEMENT_02 (SCALE).

COMPUTE STATEMENT_03=$SYSMIS.
If (CELL_A1 = 3) STATEMENT_03 = -6.
If (CELL_B1 = 3) STATEMENT_03 = -5.
If (CELL_B2 = 3) STATEMENT_03 = -5.
If (CELL_C1 = 3) STATEMENT_03 = -4.
If (CELL_C2 = 3) STATEMENT_03 = -4.
If (CELL_C3 = 3) STATEMENT_03 = -4.
If (CELL_D1 = 3) STATEMENT_03 = -3.
If (CELL_D2 = 3) STATEMENT_03 = -3.
If (CELL_D3 = 3) STATEMENT_03 = -3.
If (CELL_E1 = 3) STATEMENT_03 = -2.
If (CELL_E2 = 3) STATEMENT_03 = -2.
If (CELL_E3 = 3) STATEMENT_03 = -2.
If (CELL_F1 = 3) STATEMENT_03 = -1.
If (CELL_F2 = 3) STATEMENT_03 = -1.
If (CELL_F3 = 3) STATEMENT_03 = -1.
If (CELL_F4 = 3) STATEMENT_03 = -1.
If (CELL_G1 = 3) STATEMENT_03 = 0.
```

If (CELL_G2 = 3) STATEMENT_03 = 0.
If (CELL_G3 = 3) STATEMENT_03 = 0.
If (CELL_G4 = 3) STATEMENT_03 = 0.
If (CELL_G5 = 3) STATEMENT_03 = 0.
If (CELL_H1 = 3) STATEMENT_03 = 1.
If (CELL_H2 = 3) STATEMENT_03 = 1.
If (CELL_H3 = 3) STATEMENT_03 = 1.
If (CELL_H4 = 3) STATEMENT_03 = 1.
If (CELL_I1 = 3) STATEMENT_03 = 2.
If (CELL_I2 = 3) STATEMENT_03 = 2.
If (CELL_I3 = 3) STATEMENT_03 = 2.
If (CELL_J1 = 3) STATEMENT_03 = 3.
If (CELL_J2 = 3) STATEMENT_03 = 3.
If (CELL_J3 = 3) STATEMENT_03 = 3.
If (CELL_K1 = 3) STATEMENT_03 = 4.
If (CELL_K2 = 3) STATEMENT_03 = 4.
If (CELL_K3 = 3) STATEMENT_03 = 4.
If (CELL_L1 = 3) STATEMENT_03 = 5.
If (CELL_L2 = 3) STATEMENT_03 = 5.
If (CELL_M1 = 3) STATEMENT_03 = 6.
EXECUTE.
FORMATS STATEMENT_03 (F3.0).
VARIABLE LEVEL STATEMENT_03 (SCALE).

COMPUTE STATEMENT_04=$SYSMIS.
If (CELL_A1 = 4) STATEMENT_04 = -6.
If (CELL_B1 = 4) STATEMENT_04 = -5.
If (CELL_B2 = 4) STATEMENT_04 = -5.
If (CELL_C1 = 4) STATEMENT_04 = -4.
If (CELL_C2 = 4) STATEMENT_04 = -4.
If (CELL_C3 = 4) STATEMENT_04 = -4.
If (CELL_D1 = 4) STATEMENT_04 = -3.
If (CELL_D2 = 4) STATEMENT_04 = -3.
If (CELL_D3 = 4) STATEMENT_04 = -3.
If (CELL_E1 = 4) STATEMENT_04 = -2.
If (CELL_E2 = 4) STATEMENT_04 = -2.
If (CELL_E3 = 4) STATEMENT_04 = -2.
If (CELL_F1 = 4) STATEMENT_04 = -1.
If (CELL_F2 = 4) STATEMENT_04 = -1.
If (CELL_F3 = 4) STATEMENT_04 = -1.
If (CELL_F4 = 4) STATEMENT_04 = -1.

If (CELL_G1 = 4) STATEMENT_04 = 0.
If (CELL_G2 = 4) STATEMENT_04 = 0.
If (CELL_G3 = 4) STATEMENT_04 = 0.
If (CELL_G4 = 4) STATEMENT_04 = 0.
If (CELL_G5 = 4) STATEMENT_04 = 0.
If (CELL_H1 = 4) STATEMENT_04 = 1.
If (CELL_H2 = 4) STATEMENT_04 = 1.
If (CELL_H3 = 4) STATEMENT_04 = 1.
If (CELL_H4 = 4) STATEMENT_04 = 1.
If (CELL_I1 = 4) STATEMENT_04 = 2.
If (CELL_I2 = 4) STATEMENT_04 = 2.
If (CELL_I3 = 4) STATEMENT_04 = 2.
If (CELL_J1 = 4) STATEMENT_04 = 3.
If (CELL_J2 = 4) STATEMENT_04 = 3.
If (CELL_J3 = 4) STATEMENT_04 = 3.
If (CELL_K1 = 4) STATEMENT_04 = 4.
If (CELL_K2 = 4) STATEMENT_04 = 4.
If (CELL_K3 = 4) STATEMENT_04 = 4.
If (CELL_L1 = 4) STATEMENT_04 = 5.
If (CELL_L2 = 4) STATEMENT_04 = 5.
If (CELL_M1 = 4) STATEMENT_04 = 6.
EXECUTE.
FORMATS STATEMENT_04 (F3.0).
VARIABLE LEVEL STATEMENT_04 (SCALE).

COMPUTE STATEMENT_05=$SYSMIS.
If (CELL_A1 = 5) STATEMENT_05 = -6.
If (CELL_B1 = 5) STATEMENT_05 = -5.
If (CELL_B2 = 5) STATEMENT_05 = -5.
If (CELL_C1 = 5) STATEMENT_05 = -4.
If (CELL_C2 = 5) STATEMENT_05 = -4.
If (CELL_C3 = 5) STATEMENT_05 = -4.
If (CELL_D1 = 5) STATEMENT_05 = -3.
If (CELL_D2 = 5) STATEMENT_05 = -3.
If (CELL_D3 = 5) STATEMENT_05 = -3.
If (CELL_E1 = 5) STATEMENT_05 = -2.
If (CELL_E2 = 5) STATEMENT_05 = -2.
If (CELL_E3 = 5) STATEMENT_05 = -2.
If (CELL_F1 = 5) STATEMENT_05 = -1.
If (CELL_F2 = 5) STATEMENT_05 = -1.
If (CELL_F3 = 5) STATEMENT_05 = -1.

If (CELL_F4 = 5) STATEMENT_05 = -1.
If (CELL_G1 = 5) STATEMENT_05 = 0.
If (CELL_G2 = 5) STATEMENT_05 = 0.
If (CELL_G3 = 5) STATEMENT_05 = 0.
If (CELL_G4 = 5) STATEMENT_05 = 0.
If (CELL_G5 = 5) STATEMENT_05 = 0.
If (CELL_H1 = 5) STATEMENT_05 = 1.
If (CELL_H2 = 5) STATEMENT_05 = 1.
If (CELL_H3 = 5) STATEMENT_05 = 1.
If (CELL_H4 = 5) STATEMENT_05 = 1.
If (CELL_I1 = 5) STATEMENT_05 = 2.
If (CELL_I2 = 5) STATEMENT_05 = 2.
If (CELL_I3 = 5) STATEMENT_05 = 2.
If (CELL_J1 = 5) STATEMENT_05 = 3.
If (CELL_J2 = 5) STATEMENT_05 = 3.
If (CELL_J3 = 5) STATEMENT_05 = 3.
If (CELL_K1 = 5) STATEMENT_05 = 4.
If (CELL_K2 = 5) STATEMENT_05 = 4.
If (CELL_K3 = 5) STATEMENT_05 = 4.
If (CELL_L1 = 5) STATEMENT_05 = 5.
If (CELL_L2 = 5) STATEMENT_05 = 5.
If (CELL_M1 = 5) STATEMENT_05 = 6.
EXECUTE.
FORMATS STATEMENT_05 (F3.0).
VARIABLE LEVEL STATEMENT_05 (SCALE).

COMPUTE STATEMENT_06=$SYSMIS.
If (CELL_A1 = 6) STATEMENT_06 = -6.
If (CELL_B1 = 6) STATEMENT_06 = -5.
If (CELL_B2 = 6) STATEMENT_06 = -5.
If (CELL_C1 = 6) STATEMENT_06 = -4.
If (CELL_C2 = 6) STATEMENT_06 = -4.
If (CELL_C3 = 6) STATEMENT_06 = -4.
If (CELL_D1 = 6) STATEMENT_06 = -3.
If (CELL_D2 = 6) STATEMENT_06 = -3.
If (CELL_D3 = 6) STATEMENT_06 = -3.
If (CELL_E1 = 6) STATEMENT_06 = -2.
If (CELL_E2 = 6) STATEMENT_06 = -2.
If (CELL_E3 = 6) STATEMENT_06 = -2.
If (CELL_F1 = 6) STATEMENT_06 = -1.
If (CELL_F2 = 6) STATEMENT_06 = -1.

If (CELL_F3 = 6) STATEMENT_06 = -1.
If (CELL_F4 = 6) STATEMENT_06 = -1.
If (CELL_G1 = 6) STATEMENT_06 = 0.
If (CELL_G2 = 6) STATEMENT_06 = 0.
If (CELL_G3 = 6) STATEMENT_06 = 0.
If (CELL_G4 = 6) STATEMENT_06 = 0.
If (CELL_G5 = 6) STATEMENT_06 = 0.
If (CELL_H1 = 6) STATEMENT_06 = 1.
If (CELL_H2 = 6) STATEMENT_06 = 1.
If (CELL_H3 = 6) STATEMENT_06 = 1.
If (CELL_H4 = 6) STATEMENT_06 = 1.
If (CELL_I1 = 6) STATEMENT_06 = 2.
If (CELL_I2 = 6) STATEMENT_06 = 2.
If (CELL_I3 = 6) STATEMENT_06 = 2.
If (CELL_J1 = 6) STATEMENT_06 = 3.
If (CELL_J2 = 6) STATEMENT_06 = 3.
If (CELL_J3 = 6) STATEMENT_06 = 3.
If (CELL_K1 = 6) STATEMENT_06 = 4.
If (CELL_K2 = 6) STATEMENT_06 = 4.
If (CELL_K3 = 6) STATEMENT_06 = 4.
If (CELL_L1 = 6) STATEMENT_06 = 5.
If (CELL_L2 = 6) STATEMENT_06 = 5.
If (CELL_M1 = 6) STATEMENT_06 = 6.
EXECUTE.
FORMATS STATEMENT_06 (F3.0).
VARIABLE LEVEL STATEMENT_06 (SCALE).

COMPUTE STATEMENT_07=$SYSMIS.
If (CELL_A1 = 7) STATEMENT_07 = -6.
If (CELL_B1 = 7) STATEMENT_07 = -5.
If (CELL_B2 = 7) STATEMENT_07 = -5.
If (CELL_C1 = 7) STATEMENT_07 = -4.
If (CELL_C2 = 7) STATEMENT_07 = -4.
If (CELL_C3 = 7) STATEMENT_07 = -4.
If (CELL_D1 = 7) STATEMENT_07 = -3.
If (CELL_D2 = 7) STATEMENT_07 = -3.
If (CELL_D3 = 7) STATEMENT_07 = -3.
If (CELL_E1 = 7) STATEMENT_07 = -2.
If (CELL_E2 = 7) STATEMENT_07 = -2.
If (CELL_E3 = 7) STATEMENT_07 = -2.
If (CELL_F1 = 7) STATEMENT_07 = -1.

If (CELL_F2 = 7) STATEMENT_07 = -1.
If (CELL_F3 = 7) STATEMENT_07 = -1.
If (CELL_F4 = 7) STATEMENT_07 = -1.
If (CELL_G1 = 7) STATEMENT_07 = 0.
If (CELL_G2 = 7) STATEMENT_07 = 0.
If (CELL_G3 = 7) STATEMENT_07 = 0.
If (CELL_G4 = 7) STATEMENT_07 = 0.
If (CELL_G5 = 7) STATEMENT_07 = 0.
If (CELL_H1 = 7) STATEMENT_07 = 1.
If (CELL_H2 = 7) STATEMENT_07 = 1.
If (CELL_H3 = 7) STATEMENT_07 = 1.
If (CELL_H4 = 7) STATEMENT_07 = 1.
If (CELL_I1 = 7) STATEMENT_07 = 2.
If (CELL_I2 = 7) STATEMENT_07 = 2.
If (CELL_I3 = 7) STATEMENT_07 = 2.
If (CELL_J1 = 7) STATEMENT_07 = 3.
If (CELL_J2 = 7) STATEMENT_07 = 3.
If (CELL_J3 = 7) STATEMENT_07 = 3.
If (CELL_K1 = 7) STATEMENT_07 = 4.
If (CELL_K1 = 7) STATEMENT_07 = 4.
If (CELL_K1 = 7) STATEMENT_07 = 4.
If (CELL_L1 = 7) STATEMENT_07 = 5.
If (CELL_L2 = 7) STATEMENT_07 = 5.
If (CELL_M1 = 7) STATEMENT_07 = 6.
EXECUTE.
FORMATS STATEMENT_07 (F3.0).
VARIABLE LEVEL STATEMENT_07 (SCALE).

COMPUTE STATEMENT_08=$SYSMIS.
If (CELL_A1 = 8) STATEMENT_08 = -6.
If (CELL_B1 = 8) STATEMENT_08 = -5.
If (CELL_B2 = 8) STATEMENT_08 = -5.
If (CELL_C1 = 8) STATEMENT_08 = -4.
If (CELL_C2 = 8) STATEMENT_08 = -4.
If (CELL_C3 = 8) STATEMENT_08 = -4.
If (CELL_D1 = 8) STATEMENT_08 = -3.
If (CELL_D2 = 8) STATEMENT_08 = -3.
If (CELL_D3 = 8) STATEMENT_08 = -3.
If (CELL_E1 = 8) STATEMENT_08 = -2.
If (CELL_E2 = 8) STATEMENT_08 = -2.
If (CELL_E3 = 8) STATEMENT_08 = -2.

If (CELL_F1 = 8) STATEMENT_08 = -1.
If (CELL_F2 = 8) STATEMENT_08 = -1.
If (CELL_F3 = 8) STATEMENT_08 = -1.
If (CELL_F4 = 8) STATEMENT_08 = -1.
If (CELL_G1 = 8) STATEMENT_08 = 0.
If (CELL_G2 = 8) STATEMENT_08 = 0.
If (CELL_G3 = 8) STATEMENT_08 = 0.
If (CELL_G4 = 8) STATEMENT_08 = 0.
If (CELL_G5 = 8) STATEMENT_08 = 0.
If (CELL_H1 = 8) STATEMENT_08 = 1.
If (CELL_H2 = 8) STATEMENT_08 = 1.
If (CELL_H3 = 8) STATEMENT_08 = 1.
If (CELL_H4 = 8) STATEMENT_08 = 1.
If (CELL_I1 = 8) STATEMENT_08 = 2.
If (CELL_I2 = 8) STATEMENT_08 = 2.
If (CELL_I3 = 8) STATEMENT_08 = 2.
If (CELL_J1 = 8) STATEMENT_08 = 3.
If (CELL_J2 = 8) STATEMENT_08 = 3.
If (CELL_J3 = 8) STATEMENT_08 = 3.
If (CELL_K1 = 8) STATEMENT_08 = 4.
If (CELL_K2 = 8) STATEMENT_08 = 4.
If (CELL_K3 = 8) STATEMENT_08 = 4.
If (CELL_L1 = 8) STATEMENT_08 = 5.
If (CELL_L2 = 8) STATEMENT_08 = 5.
If (CELL_M1 = 8) STATEMENT_08 = 6.
EXECUTE.
FORMATS STATEMENT_08 (F3.0).
VARIABLE LEVEL STATEMENT_08 (SCALE).

COMPUTE STATEMENT_09=$SYSMIS.
If (CELL_A1 = 9) STATEMENT_09 = -6.
If (CELL_B1 = 9) STATEMENT_09 = -5.
If (CELL_B2 = 9) STATEMENT_09 = -5.
If (CELL_C1 = 9) STATEMENT_09 = -4.
If (CELL_C2 = 9) STATEMENT_09 = -4.
If (CELL_C3 = 9) STATEMENT_09 = -4.
If (CELL_D1 = 9) STATEMENT_09 = -3.
If (CELL_D2 = 9) STATEMENT_09 = -3.
If (CELL_D3 = 9) STATEMENT_09 = -3.
If (CELL_E1 = 9) STATEMENT_09 = -2.
If (CELL_E2 = 9) STATEMENT_09 = -2.

If (CELL_E3 = 9) STATEMENT_09 = -2.
If (CELL_F1 = 9) STATEMENT_09 = -1.
If (CELL_F2 = 9) STATEMENT_09 = -1.
If (CELL_F3 = 9) STATEMENT_09 = -1.
If (CELL_F4 = 9) STATEMENT_09 = -1
If (CELL_G1 = 9) STATEMENT_09 = 0.
If (CELL_G2 = 9) STATEMENT_09 = 0.
If (CELL_G3 = 9) STATEMENT_09 = 0.
If (CELL_G4 = 9) STATEMENT_09 = 0.
If (CELL_G5 = 9) STATEMENT_09 = 0.
If (CELL_H1 = 9) STATEMENT_09 = 1.
If (CELL_H2 = 9) STATEMENT_09 = 1.
If (CELL_H3 = 9) STATEMENT_09 = 1.
If (CELL_H4 = 9) STATEMENT_09 = 1.
If (CELL_I1 = 9) STATEMENT_09 = 2.
If (CELL_I2 = 9) STATEMENT_09 = 2.
If (CELL_I3 = 9) STATEMENT_09 = 2.
If (CELL_J1 = 9) STATEMENT_09 = 3.
If (CELL_J2 = 9) STATEMENT_09 = 3.
If (CELL_J3 = 9) STATEMENT_09 = 3.
If (CELL_K1 = 9) STATEMENT_09 = 4.
If (CELL_K2 = 9) STATEMENT_09 = 4.
If (CELL_K3 = 9) STATEMENT_09 = 4.
If (CELL_L1 = 9) STATEMENT_09 = 5.
If (CELL_L2 = 9) STATEMENT_09 = 5.
If (CELL_M1 = 9) STATEMENT_09 = 6.
EXECUTE.
FORMATS STATEMENT_09 (F3.0).
VARIABLE LEVEL STATEMENT_09 (SCALE).

COMPUTE STATEMENT_10=$SYSMIS.
If (CELL_A1 = 10) STATEMENT_10 = -6.
If (CELL_B1 = 10) STATEMENT_10 = -5.
If (CELL_B2 = 10) STATEMENT_10 = -5.
If (CELL_C1 = 10) STATEMENT_10 = -4.
If (CELL_C2 = 10) STATEMENT_10 = -4.
If (CELL_C3 = 10) STATEMENT_10 = -4.
If (CELL_D1 = 10) STATEMENT_10 = -3.
If (CELL_D2 = 10) STATEMENT_10 = -3.
If (CELL_D3 = 10) STATEMENT_10 = -3.
If (CELL_E1 = 10) STATEMENT_10 = -2.

If (CELL_E2 = 10) STATEMENT_10 = -2.
If (CELL_E3 = 10) STATEMENT_10 = -2.
If (CELL_F1 = 10) STATEMENT_10 = -1.
If (CELL_F2 = 10) STATEMENT_10 = -1.
If (CELL_F3 = 10) STATEMENT_10 = -1.
If (CELL_F4 = 10) STATEMENT_10 = -1.
If (CELL_G1 = 10) STATEMENT_10 = 0.
If (CELL_G2 = 10) STATEMENT_10 = 0.
If (CELL_G3 = 10) STATEMENT_10 = 0.
If (CELL_G4 = 10) STATEMENT_10 = 0.
If (CELL_G5 = 10) STATEMENT_10 = 0.
If (CELL_H1 = 10) STATEMENT_10 = 1.
If (CELL_H2 = 10) STATEMENT_10 = 1.
If (CELL_H3 = 10) STATEMENT_10 = 1.
If (CELL_H4 = 10) STATEMENT_10 = 1.
If (CELL_I1 = 10) STATEMENT_10 = 2.
If (CELL_I2 = 10) STATEMENT_10 = 2.
If (CELL_I3 = 10) STATEMENT_10 = 2.
If (CELL_J1 = 10) STATEMENT_10 = 3.
If (CELL_J2 = 10) STATEMENT_10 = 3.
If (CELL_J3 = 10) STATEMENT_10 = 3.
If (CELL_K1 = 10) STATEMENT_10 = 4.
If (CELL_K2 = 10) STATEMENT_10 = 4.
If (CELL_K3 = 10) STATEMENT_10 = 4.
If (CELL_L1 = 10) STATEMENT_10 = 5.
If (CELL_L2 = 10) STATEMENT_10 = 5.
If (CELL_M1 = 10) STATEMENT_10 = 6.
EXECUTE.
FORMATS STATEMENT_10 (F3.0).
VARIABLE LEVEL STATEMENT_10 (SCALE).

COMPUTE STATEMENT_11=$SYSMIS.
If (CELL_A1 = 11) STATEMENT_11 = -6.
If (CELL_B1 = 11) STATEMENT_11 = -5.
If (CELL_B2 = 11) STATEMENT_11 = -5.
If (CELL_C1 = 11) STATEMENT_11 = -4.
If (CELL_C2 = 11) STATEMENT_11 = -4.
If (CELL_C3 = 11) STATEMENT_11 = -4.
If (CELL_D1 = 11) STATEMENT_11 = -3.
If (CELL_D2 = 11) STATEMENT_11 = -3.
If (CELL_D3 = 11) STATEMENT_11 = -3.

If (CELL_E1 = 11) STATEMENT_11 = -2.
If (CELL_E2 = 11) STATEMENT_11 = -2.
If (CELL_E3 = 11) STATEMENT_11 = -2.
If (CELL_F1 = 11) STATEMENT_11 = -1.
If (CELL_F2 = 11) STATEMENT_11 = -1.
If (CELL_F3 = 11) STATEMENT_11 = -1.
If (CELL_F4 = 11) STATEMENT_11 = -1.
If (CELL_G1 = 11) STATEMENT_11 = 0.
If (CELL_G2 = 11) STATEMENT_11 = 0.
If (CELL_G3 = 11) STATEMENT_11 = 0.
If (CELL_G4 = 11) STATEMENT_11 = 0.
If (CELL_G5 = 11) STATEMENT_11 = 0.
If (CELL_H1 = 11) STATEMENT_11 = 1.
If (CELL_H2 = 11) STATEMENT_11 = 1.
If (CELL_H3 = 11) STATEMENT_11 = 1.
If (CELL_H4 = 11) STATEMENT_11 = 1.
If (CELL_I1 = 11) STATEMENT_11 = 2.
If (CELL_I2 = 11) STATEMENT_11 = 2.
If (CELL_I3 = 11) STATEMENT_11 = 2.
If (CELL_J1 = 11) STATEMENT_11 = 3.
If (CELL_J2 = 11) STATEMENT_11 = 3.
If (CELL_J3 = 11) STATEMENT_11 = 3.
If (CELL_K1 = 11) STATEMENT_11 = 4.
If (CELL_K2 = 11) STATEMENT_11 = 4.
If (CELL_K3 = 11) STATEMENT_11 = 4.
If (CELL_L1 = 11) STATEMENT_11 = 5.
If (CELL_L2 = 11) STATEMENT_11 = 5.
If (CELL_M1 = 11) STATEMENT_11 = 6.
EXECUTE.
FORMATS STATEMENT_11 (F3.0).
VARIABLE LEVEL STATEMENT_11 (SCALE).

COMPUTE STATEMENT_12=$SYSMIS.
If (CELL_A1 = 12) STATEMENT_12 = -6.
If (CELL_B1 = 12) STATEMENT_12 = -5.
If (CELL_B2 = 12) STATEMENT_12 = -5.
If (CELL_C1 = 12) STATEMENT_12 = -4.
If (CELL_C2 = 12) STATEMENT_12 = -4.
If (CELL_C3 = 12) STATEMENT_12 = -4.
If (CELL_D1 = 12) STATEMENT_12 = -3.
If (CELL_D2 = 12) STATEMENT_12 = -3.

If (CELL_D3 = 12) STATEMENT_12 = -3.
If (CELL_E1 = 12) STATEMENT_12 = -2.
If (CELL_E2 = 12) STATEMENT_12 = -2.
If (CELL_E3 = 12) STATEMENT_12 = -2.
If (CELL_F1 = 12) STATEMENT_12 = -1.
If (CELL_F2 = 12) STATEMENT_12 = -1.
If (CELL_F3 = 12) STATEMENT_12 = -1.
If (CELL_F4 = 12) STATEMENT_12 = -1.
If (CELL_G1 = 12) STATEMENT_12 = 0.
If (CELL_G2 = 12) STATEMENT_12 = 0.
If (CELL_G3 = 12) STATEMENT_12 = 0.
If (CELL_G4 = 12) STATEMENT_12 = 0.
If (CELL_G5 = 12) STATEMENT_12 = 0.
If (CELL_H1 = 12) STATEMENT_12 = 1.
If (CELL_H2 = 12) STATEMENT_12 = 1.
If (CELL_H3 = 12) STATEMENT_12 = 1.
If (CELL_H4 = 12) STATEMENT_12 = 1.
If (CELL_I1 = 12) STATEMENT_12 = 2.
If (CELL_I2 = 12) STATEMENT_12 = 2.
If (CELL_I3 = 12) STATEMENT_12 = 2.
If (CELL_J1 = 12) STATEMENT_12 = 3.
If (CELL_J2 = 12) STATEMENT_12 = 3.
If (CELL_J3 = 12) STATEMENT_12 = 3.
If (CELL_K1 = 12) STATEMENT_12 = 4.
If (CELL_K2 = 12) STATEMENT_12 = 4.
If (CELL_K3 = 12) STATEMENT_12 = 4.
If (CELL_L1 = 12) STATEMENT_12 = 5.
If (CELL_L2 = 12) STATEMENT_12 = 5.
If (CELL_M1 = 12) STATEMENT_12 = 6.
EXECUTE.
FORMATS STATEMENT_12 (F3.0).
VARIABLE LEVEL STATEMENT_12 (SCALE).

COMPUTE STATEMENT_13=$SYSMIS.
If (CELL_A1 = 13) STATEMENT_13 = -6.
If (CELL_B1 = 13) STATEMENT_13 = -5.
If (CELL_B2 = 13) STATEMENT_13 = -5.
If (CELL_C1 = 13) STATEMENT_13 = -4.
If (CELL_C2 = 13) STATEMENT_13 = -4.
If (CELL_C3 = 13) STATEMENT_13 = -4.
If (CELL_D1 = 13) STATEMENT_13 = -3.

If (CELL_D2 = 13) STATEMENT_13 = -3.
If (CELL_D3 = 13) STATEMENT_13 = -3.
If (CELL_E1 = 13) STATEMENT_13 = -2.
If (CELL_E2 = 13) STATEMENT_13 = -2.
If (CELL_E3 = 13) STATEMENT_13 = -2.
If (CELL_F1 = 13) STATEMENT_13 = -1.
If (CELL_F2 = 13) STATEMENT_13 = -1.
If (CELL_F3 = 13) STATEMENT_13 = -1.
If (CELL_F4 = 13) STATEMENT_13 = -1.
If (CELL_G1 = 13) STATEMENT_13 = 0.
If (CELL_G2 = 13) STATEMENT_13 = 0.
If (CELL_G3 = 13) STATEMENT_13 = 0.
If (CELL_G4 = 13) STATEMENT_13 = 0.
If (CELL_G5 = 13) STATEMENT_13 = 0.
If (CELL_H1 = 13) STATEMENT_13 = 1.
If (CELL_H2 = 13) STATEMENT_13 = 1.
If (CELL_H3 = 13) STATEMENT_13 = 1.
If (CELL_H4 = 13) STATEMENT_13 = 1.
If (CELL_I1 = 13) STATEMENT_13 = 2.
If (CELL_I2 = 13) STATEMENT_13 = 2.
If (CELL_I3 = 13) STATEMENT_13 = 2.
If (CELL_J1 = 13) STATEMENT_13 = 3.
If (CELL_J2 = 13) STATEMENT_13 = 3.
If (CELL_J3 = 13) STATEMENT_13 = 3.
If (CELL_K1 = 13) STATEMENT_13 = 4.
If (CELL_K2 = 13) STATEMENT_13 = 4.
If (CELL_K3 = 13) STATEMENT_13 = 4.
If (CELL_L1 = 13) STATEMENT_13 = 5.
If (CELL_L2 = 13) STATEMENT_13 = 5.
If (CELL_M1 = 13) STATEMENT_13 = 6.
EXECUTE.
FORMATS STATEMENT_13 (F3.0).
VARIABLE LEVEL STATEMENT_13 (SCALE).

COMPUTE STATEMENT_14=$SYSMIS.
If (CELL_A1 = 14) STATEMENT_14 = -6.
If (CELL_B1 = 14) STATEMENT_14 = -5.
If (CELL_B2 = 14) STATEMENT_14 = -5.
If (CELL_C1 = 14) STATEMENT_14 = -4.
If (CELL_C2 = 14) STATEMENT_14 = -4.
If (CELL_C3 = 14) STATEMENT_14 = -4.

If (CELL_D1 = 14) STATEMENT_14 = -3.
If (CELL_D2 = 14) STATEMENT_14 = -3.
If (CELL_D3 = 14) STATEMENT_14 = -3.
If (CELL_E1 = 14) STATEMENT_14 = -2.
If (CELL_E2 = 14) STATEMENT_14 = -2.
If (CELL_E3 = 14) STATEMENT_14 = -2.
If (CELL_F1 = 14) STATEMENT_14 = -1.
If (CELL_F2 = 14) STATEMENT_14 = -1.
If (CELL_F3 = 14) STATEMENT_14 = -1.
If (CELL_F4 = 14) STATEMENT_14 = -1.
If (CELL_G1 = 14) STATEMENT_14 = 0.
If (CELL_G2 = 14) STATEMENT_14 = 0.
If (CELL_G3 = 14) STATEMENT_14 = 0.
If (CELL_G4 = 14) STATEMENT_14 = 0.
If (CELL_G5 = 14) STATEMENT_14 = 0.
If (CELL_H1 = 14) STATEMENT_14 = 1.
If (CELL_H2 = 14) STATEMENT_14 = 1.
If (CELL_H3 = 14) STATEMENT_14 = 1.
If (CELL_H4 = 14) STATEMENT_14 = 1.
If (CELL_I1 = 14) STATEMENT_14 = 2.
If (CELL_I2 = 14) STATEMENT_14 = 2.
If (CELL_I3 = 14) STATEMENT_14 = 2.
If (CELL_J1 = 14) STATEMENT_14 = 3.
If (CELL_J2 = 14) STATEMENT_14 = 3.
If (CELL_J3 = 14) STATEMENT_14 = 3.
If (CELL_K1 = 14) STATEMENT_14 = 4.
If (CELL_K2 = 14) STATEMENT_14 = 4.
If (CELL_K3 = 14) STATEMENT_14 = 4.
If (CELL_L1 = 14) STATEMENT_14 = 5.
If (CELL_L2 = 14) STATEMENT_14 = 5.
If (CELL_M1 = 14) STATEMENT_14 = 6.
EXECUTE.
FORMATS STATEMENT_14 (F3.0).
VARIABLE LEVEL STATEMENT_14 (SCALE).

COMPUTE STATEMENT_15=$SYSMIS.
If (CELL_A1 = 15) STATEMENT_15 = -6.
If (CELL_B1 = 15) STATEMENT_15 = -5.
If (CELL_B2 = 15) STATEMENT_15 = -5.
If (CELL_C1 = 15) STATEMENT_15 = -4.
If (CELL_C2 = 15) STATEMENT_15 = -4.

If (CELL_C3 = 15) STATEMENT_15 = -4.
If (CELL_D1 = 15) STATEMENT_15 = -3.
If (CELL_D2 = 15) STATEMENT_15 = -3.
If (CELL_D3 = 15) STATEMENT_15 = -3.
If (CELL_E1 = 15) STATEMENT_15 = -2.
If (CELL_E2 = 15) STATEMENT_15 = -2.
If (CELL_E3 = 15) STATEMENT_15 = -2.
If (CELL_F1 = 15) STATEMENT_15 = -1.
If (CELL_F2 = 15) STATEMENT_15 = -1.
If (CELL_F3 = 15) STATEMENT_15 = -1.
If (CELL_F4 = 15) STATEMENT_15 = -1.
If (CELL_G1 = 15) STATEMENT_15 = 0.
If (CELL_G2 = 15) STATEMENT_15 = 0.
If (CELL_G3 = 15) STATEMENT_15 = 0.
If (CELL_G4 = 15) STATEMENT_15 = 0.
If (CELL_G5 = 15) STATEMENT_15 = 0.
If (CELL_H1 = 15) STATEMENT_15 = 1.
If (CELL_H2 = 15) STATEMENT_15 = 1.
If (CELL_H3 = 15) STATEMENT_15 = 1.
If (CELL_H4 = 15) STATEMENT_15 = 1.
If (CELL_I1 = 15) STATEMENT_15 = 2.
If (CELL_I2 = 15) STATEMENT_15 = 2.
If (CELL_I3 = 15) STATEMENT_15 = 2.
If (CELL_J1 = 15) STATEMENT_15 = 3.
If (CELL_J2 = 15) STATEMENT_15 = 3.
If (CELL_J3 = 15) STATEMENT_15 = 3.
If (CELL_K1 = 15) STATEMENT_15 = 4.
If (CELL_K2 = 15) STATEMENT_15 = 4.
If (CELL_K3 = 15) STATEMENT_15 = 4.
If (CELL_L1 = 15) STATEMENT_15 = 5.
If (CELL_L2 = 15) STATEMENT_15 = 5.
If (CELL_M1 = 15) STATEMENT_15 = 6.
EXECUTE.
FORMATS STATEMENT_15 (F3.0).
VARIABLE LEVEL STATEMENT_15 (SCALE).

COMPUTE STATEMENT_16=$SYSMIS.
If (CELL_A1 = 16) STATEMENT_16 = -6.
If (CELL_B1 = 16) STATEMENT_16 = -5.
If (CELL_B2 = 16) STATEMENT_16 = -5.
If (CELL_C1 = 16) STATEMENT_16 = -4.

If (CELL_C2 = 16) STATEMENT_16 = -4.
If (CELL_C3 = 16) STATEMENT_16 = -4.
If (CELL_D1 = 16) STATEMENT_16 = -3.
If (CELL_D2 = 16) STATEMENT_16 = -3.
If (CELL_D3 = 16) STATEMENT_16 = -3.
If (CELL_E1 = 16) STATEMENT_16 = -2.
If (CELL_E2 = 16) STATEMENT_16 = -2.
If (CELL_E3 = 16) STATEMENT_16 = -2.
If (CELL_F1 = 16) STATEMENT_16 = -1.
If (CELL_F2 = 16) STATEMENT_16 = -1.
If (CELL_F3 = 16) STATEMENT_16 = -1.
If (CELL_F4 = 16) STATEMENT_16 = -1.
If (CELL_G1 = 16) STATEMENT_16 = 0.
If (CELL_G2 = 16) STATEMENT_16 = 0.
If (CELL_G3 = 16) STATEMENT_16 = 0.
If (CELL_G4 = 16) STATEMENT_16 = 0.
If (CELL_G5 = 16) STATEMENT_16 = 0.
If (CELL_H1 = 16) STATEMENT_16 = 1.
If (CELL_H2 = 16) STATEMENT_16 = 1.
If (CELL_H3 = 16) STATEMENT_16 = 1.
If (CELL_H4 = 16) STATEMENT_16 = 1.
If (CELL_I1 = 16) STATEMENT_16 = 2.
If (CELL_I2 = 16) STATEMENT_16 = 2.
If (CELL_I3 = 16) STATEMENT_16 = 2.
If (CELL_J1 = 16) STATEMENT_16 = 3.
If (CELL_J2 = 16) STATEMENT_16 = 3.
If (CELL_J3 = 16) STATEMENT_16 = 3.
If (CELL_K1 = 16) STATEMENT_16 = 4.
If (CELL_K2 = 16) STATEMENT_16 = 4.
If (CELL_K3 = 16) STATEMENT_16 = 4.
If (CELL_L1 = 16) STATEMENT_16 = 5.
If (CELL_L2 = 16) STATEMENT_16 = 5.
If (CELL_M1 = 16) STATEMENT_16 = 6.
EXECUTE.
FORMATS STATEMENT_16 (F3.0).
VARIABLE LEVEL STATEMENT_16 (SCALE).

COMPUTE STATEMENT_17=$SYSMIS.
If (CELL_A1 = 17) STATEMENT_17 = -6.
If (CELL_B1 = 17) STATEMENT_17 = -5.
If (CELL_B2 = 17) STATEMENT_17 = -5.

If (CELL_C1 = 17) STATEMENT_17 = -4.
If (CELL_C2 = 17) STATEMENT_17 = -4.
If (CELL_C3 = 17) STATEMENT_17 = -4.
If (CELL_D1 = 17) STATEMENT_17 = -3.
If (CELL_D2 = 17) STATEMENT_17 = -3.
If (CELL_D3 = 17) STATEMENT_17 = -3.
If (CELL_E1 = 17) STATEMENT_17 = -2.
If (CELL_E2 = 17) STATEMENT_17 = -2.
If (CELL_E3 = 17) STATEMENT_17 = -2.
If (CELL_F1 = 17) STATEMENT_17 = -1.
If (CELL_F2 = 17) STATEMENT_17 = -1.
If (CELL_F3 = 17) STATEMENT_17 = -1.
If (CELL_F4 = 17) STATEMENT_17 = -1.
If (CELL_G1 = 17) STATEMENT_17 = 0.
If (CELL_G2 = 17) STATEMENT_17 = 0.
If (CELL_G3 = 17) STATEMENT_17 = 0.
If (CELL_G4 = 17) STATEMENT_17 = 0.
If (CELL_G5 = 17) STATEMENT_17 = 0.
If (CELL_H1 = 17) STATEMENT_17 = 1.
If (CELL_H2 = 17) STATEMENT_17 = 1.
If (CELL_H3 = 17) STATEMENT_17 = 1.
If (CELL_H4 = 17) STATEMENT_17 = 1.
If (CELL_I1 = 17) STATEMENT_17 = 2.
If (CELL_I2 = 17) STATEMENT_17 = 2.
If (CELL_I3 = 17) STATEMENT_17 = 2.
If (CELL_J1 = 17) STATEMENT_17 = 3.
If (CELL_J2 = 17) STATEMENT_17 = 3.
If (CELL_J3 = 17) STATEMENT_17 = 3.
If (CELL_K1 = 17) STATEMENT_17 = 4.
If (CELL_K2 = 17) STATEMENT_17 = 4.
If (CELL_K3 = 17) STATEMENT_17 = 4.
If (CELL_L1 = 17) STATEMENT_17 = 5.
If (CELL_L2 = 17) STATEMENT_17 = 5.
If (CELL_M1 = 17) STATEMENT_17 = 6.
EXECUTE.
FORMATS STATEMENT_17 (F3.0).
VARIABLE LEVEL STATEMENT_17 (SCALE).
COMPUTE STATEMENT_18=$SYSMIS.
If (CELL_A1 = 18) STATEMENT_18 = -6.
If (CELL_B1 = 18) STATEMENT_18 = -5.
If (CELL_B2 = 18) STATEMENT_18 = -5.

If (CELL_C1 = 18) STATEMENT_18 = -4.
If (CELL_C2 = 18) STATEMENT_18 = -4.
If (CELL_C3 = 18) STATEMENT_18 = -4.
If (CELL_D1 = 18) STATEMENT_18 = -3.
If (CELL_D2 = 18) STATEMENT_18 = -3.
If (CELL_D3 = 18) STATEMENT_18 = -3.
If (CELL_E1 = 18) STATEMENT_18 = -2.
If (CELL_E2 = 18) STATEMENT_18 = -2.
If (CELL_E3 = 18) STATEMENT_18 = -2.
If (CELL_F1 = 18) STATEMENT_18 = -1.
If (CELL_F2 = 18) STATEMENT_18 = -1.
If (CELL_F3 = 18) STATEMENT_18 = -1.
If (CELL_F4 = 18) STATEMENT_18 = -1.
If (CELL_G1 = 18) STATEMENT_18 = 0.
If (CELL_G2 = 18) STATEMENT_18 = 0.
If (CELL_G3 = 18) STATEMENT_18 = 0.
If (CELL_G4 = 18) STATEMENT_18 = 0.
If (CELL_G5 = 18) STATEMENT_18 = 0.
If (CELL_H1 = 18) STATEMENT_18 = 1.
If (CELL_H2 = 18) STATEMENT_18 = 1.
If (CELL_H3 = 18) STATEMENT_18 = 1.
If (CELL_H4 = 18) STATEMENT_18 = 1.
If (CELL_I1 = 18) STATEMENT_18 = 2.
If (CELL_I2 = 18) STATEMENT_18 = 2.
If (CELL_I3 = 18) STATEMENT_18 = 2.
If (CELL_J1 = 18) STATEMENT_18 = 3.
If (CELL_J2 = 18) STATEMENT_18 = 3.
If (CELL_J3 = 18) STATEMENT_18 = 3.
If (CELL_K1 = 18) STATEMENT_18 = 4.
If (CELL_K2 = 18) STATEMENT_18 = 4.
If (CELL_K3 = 18) STATEMENT_18 = 4.
If (CELL_L1 = 18) STATEMENT_18 = 5.
If (CELL_L2 = 18) STATEMENT_18 = 5.
If (CELL_M1 = 18) STATEMENT_18 = 6.
EXECUTE.
FORMATS STATEMENT_18 (F3.0).
VARIABLE LEVEL STATEMENT_18 (SCALE).

COMPUTE STATEMENT_19=$SYSMIS.
If (CELL_A1 = 19) STATEMENT_19 = -6.
If (CELL_B1 = 19) STATEMENT_19 = -5.

If (CELL_B2 = 19) STATEMENT_19 = -5.
If (CELL_C1 = 19) STATEMENT_19 = -4.
If (CELL_C2 = 19) STATEMENT_19 = -4.
If (CELL_C3 = 19) STATEMENT_19 = -4.
If (CELL_D1 = 19) STATEMENT_19 = -3.
If (CELL_D2 = 19) STATEMENT_19 = -3.
If (CELL_D3 = 19) STATEMENT_19 = -3.
If (CELL_E1 = 19) STATEMENT_19 = -2.
If (CELL_E2 = 19) STATEMENT_19 = -2.
If (CELL_E3 = 19) STATEMENT_19 = -2.
If (CELL_F1 = 19) STATEMENT_19 = -1.
If (CELL_F2 = 19) STATEMENT_19 = -1.
If (CELL_F3 = 19) STATEMENT_19 = -1.
If (CELL_F4 = 19) STATEMENT_19 = -1.
If (CELL_G1 = 19) STATEMENT_19 = 0.
If (CELL_G2 = 19) STATEMENT_19 = 0.
If (CELL_G3 = 19) STATEMENT_19 = 0.
If (CELL_G4 = 19) STATEMENT_19 = 0.
If (CELL_G5 = 19) STATEMENT_19 = 0.
If (CELL_H1 = 19) STATEMENT_19 = 1.
If (CELL_H2 = 19) STATEMENT_19 = 1.
If (CELL_H3 = 19) STATEMENT_19 = 1.
If (CELL_H4 = 19) STATEMENT_19 = 1.
If (CELL_I1 = 19) STATEMENT_19 = 2.
If (CELL_I2 = 19) STATEMENT_19 = 2.
If (CELL_I3 = 19) STATEMENT_19 = 2.
If (CELL_J1 = 19) STATEMENT_19 = 3.
If (CELL_J2 = 19) STATEMENT_19 = 3.
If (CELL_J3 = 19) STATEMENT_19 = 3.
If (CELL_K1 = 19) STATEMENT_19 = 4.
If (CELL_K2 = 19) STATEMENT_19 = 4.
If (CELL_K3 = 19) STATEMENT_19 = 4.
If (CELL_L1 = 19) STATEMENT_19 = 5.
If (CELL_L2 = 19) STATEMENT_19 = 5.
If (CELL_M1 = 19) STATEMENT_19 = 6.
EXECUTE.
FORMATS STATEMENT_19 (F3.0).
VARIABLE LEVEL STATEMENT_19 (SCALE).

COMPUTE STATEMENT_20=$SYSMIS.
If (CELL_A1 = 20) STATEMENT_20 = -6.

150

```
If (CELL_B1 = 20) STATEMENT_20 = -5.
If (CELL_B2 = 20) STATEMENT_20 = -5.
If (CELL_C1 = 20) STATEMENT_20 = -4.
If (CELL_C2 = 20) STATEMENT_20 = -4.
If (CELL_C3 = 20) STATEMENT_20 = -4.
If (CELL_D1 = 20) STATEMENT_20 = -3.
If (CELL_D2 = 20) STATEMENT_20 = -3.
If (CELL_D3 = 20) STATEMENT_20 = -3.
If (CELL_E1 = 20) STATEMENT_20 = -2.
If (CELL_E2 = 20) STATEMENT_20 = -2.
If (CELL_E3 = 20) STATEMENT_20 = -2.
If (CELL_F1 = 20) STATEMENT_20 = -1.
If (CELL_F2 = 20) STATEMENT_20 = -1.
If (CELL_F3 = 20) STATEMENT_20 = -1.
If (CELL_F4 = 20) STATEMENT_20 = -1.
If (CELL_G1 = 20) STATEMENT_20 = 0.
If (CELL_G2 = 20) STATEMENT_20 = 0.
If (CELL_G3 = 20) STATEMENT_20 = 0.
If (CELL_G4 = 20) STATEMENT_20 = 0.
If (CELL_G5 = 20) STATEMENT_20 = 0.
If (CELL_H1 = 20) STATEMENT_20 = 1.
If (CELL_H2 = 20) STATEMENT_20 = 1.
If (CELL_H3 = 20) STATEMENT_20 = 1.
If (CELL_H4 = 20) STATEMENT_20 = 1.
If (CELL_I1 = 20) STATEMENT_20 = 2.
If (CELL_I2 = 20) STATEMENT_20 = 2.
If (CELL_I3 = 20) STATEMENT_20 = 2.
If (CELL_J1 = 20) STATEMENT_20 = 3.
If (CELL_J2 = 20) STATEMENT_20 = 3.
If (CELL_J3 = 20) STATEMENT_20 = 3.
If (CELL_K1 = 20) STATEMENT_20 = 4.
If (CELL_K2 = 20) STATEMENT_20 = 4.
If (CELL_K3 = 20) STATEMENT_20 = 4.
If (CELL_L1 = 20) STATEMENT_20 = 5.
If (CELL_L2 = 20) STATEMENT_20 = 5.
If (CELL_M1 = 20) STATEMENT_20 = 6.
EXECUTE.
FORMATS STATEMENT_20 (F3.0).
VARIABLE LEVEL STATEMENT_20 (SCALE).

COMPUTE STATEMENT_21=$SYSMIS.
```

If (CELL_A1 = 21) STATEMENT_21 = -6.
If (CELL_B1 = 21) STATEMENT_21 = -5.
If (CELL_B2 = 21) STATEMENT_21 = -5.
If (CELL_C1 = 21) STATEMENT_21 = -4.
If (CELL_C2 = 21) STATEMENT_21 = -4.
If (CELL_C3 = 21) STATEMENT_21 = -4.
If (CELL_D1 = 21) STATEMENT_21 = -3.
If (CELL_D2 = 21) STATEMENT_21 = -3.
If (CELL_D3 = 21) STATEMENT_21 = -3.
If (CELL_E1 = 21) STATEMENT_21 = -2.
If (CELL_E2 = 21) STATEMENT_21 = -2.
If (CELL_E3 = 21) STATEMENT_21 = -2.
If (CELL_F1 = 21) STATEMENT_21 = -1.
If (CELL_F2 = 21) STATEMENT_21 = -1.
If (CELL_F3 = 21) STATEMENT_21 = -1.
If (CELL_F4 = 21) STATEMENT_21 = -1.
If (CELL_G1 = 21) STATEMENT_21 = 0.
If (CELL_G2 = 21) STATEMENT_21 = 0.
If (CELL_G3 = 21) STATEMENT_21 = 0.
If (CELL_G4 = 21) STATEMENT_21 = 0.
If (CELL_G5 = 21) STATEMENT_21 = 0.
If (CELL_H1 = 21) STATEMENT_21 = 1.
If (CELL_H2 = 21) STATEMENT_21 = 1.
If (CELL_H3 = 21) STATEMENT_21 = 1.
If (CELL_H4 = 21) STATEMENT_21 = 1.
If (CELL_I1 = 21) STATEMENT_21 = 2.
If (CELL_I2 = 21) STATEMENT_21 = 2.
If (CELL_I3 = 21) STATEMENT_21 = 2.
If (CELL_J1 = 21) STATEMENT_21 = 3.
If (CELL_J2 = 21) STATEMENT_21 = 3.
If (CELL_J3 = 21) STATEMENT_21 = 3.
If (CELL_K1 = 21) STATEMENT_21 = 4.
If (CELL_K2 = 21) STATEMENT_21 = 4.
If (CELL_K3 = 21) STATEMENT_21 = 4.
If (CELL_L1 = 21) STATEMENT_21 = 5.
If (CELL_L2 = 21) STATEMENT_21 = 5.
If (CELL_M1 = 21) STATEMENT_21 = 6.
EXECUTE.
FORMATS STATEMENT_21 (F3.0).
VARIABLE LEVEL STATEMENT_21 (SCALE).

```
COMPUTE STATEMENT_22=$SYSMIS.
If (CELL_A1 = 22) STATEMENT_22 = -6.
If (CELL_B1 = 22) STATEMENT_22 = -5.
If (CELL_B2 = 22) STATEMENT_22 = -5.
If (CELL_C1 = 22) STATEMENT_22 = -4.
If (CELL_C2 = 22) STATEMENT_22 = -4.
If (CELL_C3 = 22) STATEMENT_22 = -4.
If (CELL_D1 = 22) STATEMENT_22 = -3.
If (CELL_D2 = 22) STATEMENT_22 = -3.
If (CELL_D3 = 22) STATEMENT_22 = -3.
If (CELL_E1 = 22) STATEMENT_22 = -2.
If (CELL_E2 = 22) STATEMENT_22 = -2.
If (CELL_E3 = 22) STATEMENT_22 = -2.
If (CELL_F1 = 22) STATEMENT_22 = -1.
If (CELL_F2 = 22) STATEMENT_22 = -1.
If (CELL_F3 = 22) STATEMENT_22 = -1.
If (CELL_F4 = 22) STATEMENT_22 = -1.
If (CELL_G1 = 22) STATEMENT_22 = 0.
If (CELL_G2 = 22) STATEMENT_22 = 0.
If (CELL_G3 = 22) STATEMENT_22 = 0.
If (CELL_G4 = 22) STATEMENT_22 = 0.
If (CELL_G5 = 22) STATEMENT_22 = 0.
If (CELL_H1 = 22) STATEMENT_22 = 1.
If (CELL_H2 = 22) STATEMENT_22 = 1.
If (CELL_H3 = 22) STATEMENT_22 = 1.
If (CELL_H4 = 22) STATEMENT_22 = 1.
If (CELL_I1 = 22) STATEMENT_22 = 2.
If (CELL_I2 = 22) STATEMENT_22 = 2.
If (CELL_I3 = 22) STATEMENT_22 = 2.
If (CELL_J1 = 22) STATEMENT_22 = 3.
If (CELL_J2 = 22) STATEMENT_22 = 3.
If (CELL_J3 = 22) STATEMENT_22 = 3.
If (CELL_K1 = 22) STATEMENT_22 = 4.
If (CELL_K2 = 22) STATEMENT_22 = 4.
If (CELL_K3 = 22) STATEMENT_22 = 4.
If (CELL_L1 = 22) STATEMENT_22 = 5.
If (CELL_L2 = 22) STATEMENT_22 = 5.
If (CELL_M1 = 22) STATEMENT_22 = 6.
EXECUTE.
FORMATS STATEMENT_22 (F3.0).
VARIABLE LEVEL STATEMENT_22 (SCALE).
```

153

COMPUTE STATEMENT_23=$SYSMIS.
If (CELL_A1 = 23) STATEMENT_23 = -6.
If (CELL_B1 = 23) STATEMENT_23 = -5.
If (CELL_B2 = 23) STATEMENT_23 = -5.
If (CELL_C1 = 23) STATEMENT_23 = -4.
If (CELL_C2 = 23) STATEMENT_23 = -4.
If (CELL_C3 = 23) STATEMENT_23 = -4.
If (CELL_D1 = 23) STATEMENT_23 = -3.
If (CELL_D2 = 23) STATEMENT_23 = -3.
If (CELL_D3 = 23) STATEMENT_23 = -3.
If (CELL_E1 = 23) STATEMENT_23 = -2.
If (CELL_E2 = 23) STATEMENT_23 = -2.
If (CELL_E3 = 23) STATEMENT_23 = -2.
If (CELL_F1 = 23) STATEMENT_23 = -1.
If (CELL_F2 = 23) STATEMENT_23 = -1.
If (CELL_F3 = 23) STATEMENT_23 = -1.
If (CELL_F4 = 23) STATEMENT_23 = -1.
If (CELL_G1 = 23) STATEMENT_23 = 0.
If (CELL_G2 = 23) STATEMENT_23 = 0.
If (CELL_G3 = 23) STATEMENT_23 = 0.
If (CELL_G4 = 23) STATEMENT_23 = 0.
If (CELL_G5 = 23) STATEMENT_23 = 0.
If (CELL_H1 = 23) STATEMENT_23 = 1.
If (CELL_H2 = 23) STATEMENT_23 = 1.
If (CELL_H3 = 23) STATEMENT_23 = 1.
If (CELL_H4 = 23) STATEMENT_23 = 1.
If (CELL_I1 = 23) STATEMENT_23 = 2.
If (CELL_I2 = 23) STATEMENT_23 = 2.
If (CELL_I3 = 23) STATEMENT_23 = 2.
If (CELL_J1 = 23) STATEMENT_23 = 3.
If (CELL_J2 = 23) STATEMENT_23 = 3.
If (CELL_J3 = 23) STATEMENT_23 = 3.
If (CELL_K1 = 23) STATEMENT_23 = 4.
If (CELL_K2 = 23) STATEMENT_23 = 4.
If (CELL_K3 = 23) STATEMENT_23 = 4.
If (CELL_L1 = 23) STATEMENT_23 = 5.
If (CELL_L2 = 23) STATEMENT_23 = 5.
If (CELL_M1 = 23) STATEMENT_23 = 6.
EXECUTE.
FORMATS STATEMENT_23 (F3.0).

154

VARIABLE LEVEL STATEMENT_23 (SCALE).

COMPUTE STATEMENT_24=$SYSMIS.
If (CELL_A1 = 24) STATEMENT_24 = -6.
If (CELL_B1 = 24) STATEMENT_24 = -5.
If (CELL_B2 = 24) STATEMENT_24 = -5.
If (CELL_C1 = 24) STATEMENT_24 = -4.
If (CELL_C2 = 24) STATEMENT_24 = -4.
If (CELL_C3 = 24) STATEMENT_24 = -4.
If (CELL_D1 = 24) STATEMENT_24 = -3.
If (CELL_D2 = 24) STATEMENT_24 = -3.
If (CELL_D3 = 24) STATEMENT_24 = -3.
If (CELL_E1 = 24) STATEMENT_24 = -2.
If (CELL_E2 = 24) STATEMENT_24 = -2.
If (CELL_E3 = 24) STATEMENT_24 = -2.
If (CELL_F1 = 24) STATEMENT_24 = -1.
If (CELL_F2 = 24) STATEMENT_24 = -1.
If (CELL_F3 = 24) STATEMENT_24 = -1.
If (CELL_F4 = 24) STATEMENT_24 = -1.
If (CELL_G1 = 24) STATEMENT_24 = 0.
If (CELL_G2 = 24) STATEMENT_24 = 0.
If (CELL_G3 = 24) STATEMENT_24 = 0.
If (CELL_G4 = 24) STATEMENT_24 = 0.
If (CELL_G5 = 24) STATEMENT_24 = 0.
If (CELL_H1 = 24) STATEMENT_24 = 1.
If (CELL_H2 = 24) STATEMENT_24 = 1.
If (CELL_H3 = 24) STATEMENT_24 = 1.
If (CELL_H4 = 24) STATEMENT_24 = 1.
If (CELL_I1 = 24) STATEMENT_24 = 2.
If (CELL_I2 = 24) STATEMENT_24 = 2.
If (CELL_I3 = 24) STATEMENT_24 = 2.
If (CELL_J1 = 24) STATEMENT_24 = 3.
If (CELL_J2 = 24) STATEMENT_24 = 3.
If (CELL_J3 = 24) STATEMENT_24 = 3.
If (CELL_K1 = 24) STATEMENT_24 = 4.
If (CELL_K2 = 24) STATEMENT_24 = 4.
If (CELL_K3 = 24) STATEMENT_24 = 4.
If (CELL_L1 = 24) STATEMENT_24 = 5.
If (CELL_L2 = 24) STATEMENT_24 = 5.
If (CELL_M1 = 24) STATEMENT_24 = 6.
EXECUTE.

FORMATS STATEMENT_24 (F3.0).
VARIABLE LEVEL STATEMENT_24 (SCALE).

COMPUTE STATEMENT_25=$SYSMIS.
If (CELL_A1 = 25) STATEMENT_25 = -6.
If (CELL_B1 = 25) STATEMENT_25 = -5.
If (CELL_B2 = 25) STATEMENT_25 = -5.
If (CELL_C1 = 25) STATEMENT_25 = -4.
If (CELL_C2 = 25) STATEMENT_25 = -4.
If (CELL_C3 = 25) STATEMENT_25 = -4.
If (CELL_D1 = 25) STATEMENT_25 = -3.
If (CELL_D2 = 25) STATEMENT_25 = -3.
If (CELL_D3 = 25) STATEMENT_25 = -3.
If (CELL_E1 = 25) STATEMENT_25 = -2.
If (CELL_E2 = 25) STATEMENT_25 = -2.
If (CELL_E3 = 25) STATEMENT_25 = -2.
If (CELL_F1 = 25) STATEMENT_25 = -1.
If (CELL_F2 = 25) STATEMENT_25 = -1.
If (CELL_F3 = 25) STATEMENT_25 = -1.
If (CELL_F4 = 25) STATEMENT_25 = -1.
If (CELL_G1 = 25) STATEMENT_25 = 0.
If (CELL_G2 = 25) STATEMENT_25 = 0.
If (CELL_G3 = 25) STATEMENT_25 = 0.
If (CELL_G4 = 25) STATEMENT_25 = 0.
If (CELL_G5 = 25) STATEMENT_25 = 0.
If (CELL_H1 = 25) STATEMENT_25 = 1.
If (CELL_H2 = 25) STATEMENT_25 = 1.
If (CELL_H3 = 25) STATEMENT_25 = 1.
If (CELL_H4 = 25) STATEMENT_25 = 1.
If (CELL_I1 = 25) STATEMENT_25 = 2.
If (CELL_I2 = 25) STATEMENT_25 = 2.
If (CELL_I3 = 25) STATEMENT_25 = 2.
If (CELL_J1 = 25) STATEMENT_25 = 3.
If (CELL_J2 = 25) STATEMENT_25 = 3.
If (CELL_J3 = 25) STATEMENT_25 = 3.
If (CELL_K1 = 25) STATEMENT_25 = 4.
If (CELL_K2 = 25) STATEMENT_25 = 4.
If (CELL_K3 = 25) STATEMENT_25 = 4.
If (CELL_L1 = 25) STATEMENT_25 = 5.
If (CELL_L2 = 25) STATEMENT_25 = 5.
If (CELL_M1 = 25) STATEMENT_25 = 6.

EXECUTE.
FORMATS STATEMENT_25 (F3.0).
VARIABLE LEVEL STATEMENT_25 (SCALE).

COMPUTE STATEMENT_26=$SYSMIS.
If (CELL_A1 = 26) STATEMENT_26 = -6.
If (CELL_B1 = 26) STATEMENT_26 = -5.
If (CELL_B2 = 26) STATEMENT_26 = -5.
If (CELL_C1 = 26) STATEMENT_26 = -4.
If (CELL_C2 = 26) STATEMENT_26 = -4.
If (CELL_C3 = 26) STATEMENT_26 = -4.
If (CELL_D1 = 26) STATEMENT_26 = -3.
If (CELL_D2 = 26) STATEMENT_26 = -3.
If (CELL_D3 = 26) STATEMENT_26 = -3.
If (CELL_E1 = 26) STATEMENT_26 = -2.
If (CELL_E2 = 26) STATEMENT_26 = -2.
If (CELL_E3 = 26) STATEMENT_26 = -2.
If (CELL_F1 = 26) STATEMENT_26 = -1.
If (CELL_F2 = 26) STATEMENT_26 = -1.
If (CELL_F3 = 26) STATEMENT_26 = -1.
If (CELL_F4 = 26) STATEMENT_26 = -1.
If (CELL_G1 = 26) STATEMENT_26 = 0.
If (CELL_G2 = 26) STATEMENT_26 = 0.
If (CELL_G3 = 26) STATEMENT_26 = 0.
If (CELL_G4 = 26) STATEMENT_26 = 0.
If (CELL_G5 = 26) STATEMENT_26 = 0.
If (CELL_H1 = 26) STATEMENT_26 = 1.
If (CELL_H2 = 26) STATEMENT_26 = 1.
If (CELL_H3 = 26) STATEMENT_26 = 1.
If (CELL_H4 = 26) STATEMENT_26 = 1.
If (CELL_I1 = 26) STATEMENT_26 = 2.
If (CELL_I2 = 26) STATEMENT_26 = 2.
If (CELL_I3 = 26) STATEMENT_26 = 2.
If (CELL_J1 = 26) STATEMENT_26 = 3.
If (CELL_J2 = 26) STATEMENT_26 = 3.
If (CELL_J3 = 26) STATEMENT_26 = 3.
If (CELL_K1 = 26) STATEMENT_26 = 4.
If (CELL_K2 = 26) STATEMENT_26 = 4.
If (CELL_K3 = 26) STATEMENT_26 = 4.
If (CELL_L1 = 26) STATEMENT_26 = 5.
If (CELL_L2 = 26) STATEMENT_26 = 5.

If (CELL_M1 = 26) STATEMENT_26 = 6.
EXECUTE.
FORMATS STATEMENT_26 (F3.0).
VARIABLE LEVEL STATEMENT_26 (SCALE).

COMPUTE STATEMENT_27=$SYSMIS.
If (CELL_A1 = 27) STATEMENT_27 = -6.
If (CELL_B1 = 27) STATEMENT_27 = -5.
If (CELL_B2 = 27) STATEMENT_27 = -5.
If (CELL_C1 = 27) STATEMENT_27 = -4.
If (CELL_C2 = 27) STATEMENT_27 = -4.
If (CELL_C3 = 27) STATEMENT_27 = -4.
If (CELL_D1 = 27) STATEMENT_27 = -3.
If (CELL_D2 = 27) STATEMENT_27 = -3.
If (CELL_D3 = 27) STATEMENT_27 = -3.
If (CELL_E1 = 27) STATEMENT_27 = -2.
If (CELL_E2 = 27) STATEMENT_27 = -2.
If (CELL_E3 = 27) STATEMENT_27 = -2.
If (CELL_F1 = 27) STATEMENT_27 = -1.
If (CELL_F2 = 27) STATEMENT_27 = -1.
If (CELL_F3 = 27) STATEMENT_27 = -1.
If (CELL_F4 = 27) STATEMENT_27 = -1.
If (CELL_G1 = 27) STATEMENT_27 = 0.
If (CELL_G2 = 27) STATEMENT_27 = 0.
If (CELL_G3 = 27) STATEMENT_27 = 0.
If (CELL_G4 = 27) STATEMENT_27 = 0.
If (CELL_G5 = 27) STATEMENT_27 = 0.
If (CELL_H1 = 27) STATEMENT_27 = 1.
If (CELL_H2 = 27) STATEMENT_27 = 1.
If (CELL_H3 = 27) STATEMENT_27 = 1.
If (CELL_H4 = 27) STATEMENT_27 = 1.
If (CELL_I1 = 27) STATEMENT_27 = 2.
If (CELL_I2 = 27) STATEMENT_27 = 2.
If (CELL_I3 = 27) STATEMENT_27 = 2.
If (CELL_J1 = 27) STATEMENT_27 = 3.
If (CELL_J2 = 27) STATEMENT_27 = 3.
If (CELL_J3 = 27) STATEMENT_27 = 3.
If (CELL_K1 = 27) STATEMENT_27 = 4.
If (CELL_K2 = 27) STATEMENT_27 = 4.
If (CELL_K3 = 27) STATEMENT_27 = 4.
If (CELL_L1 = 27) STATEMENT_27 = 5.

If (CELL_L2 = 27) STATEMENT_27 = 5.
If (CELL_M1 = 27) STATEMENT_27 = 6.
EXECUTE.
FORMATS STATEMENT_27 (F3.0).
VARIABLE LEVEL STATEMENT_27 (SCALE).

COMPUTE STATEMENT_28=$SYSMIS.
If (CELL_A1 = 28) STATEMENT_28 = -6.
If (CELL_B1 = 28) STATEMENT_28 = -5.
If (CELL_B2 = 28) STATEMENT_28 = -5.
If (CELL_C1 = 28) STATEMENT_28 = -4.
If (CELL_C2 = 28) STATEMENT_28 = -4.
If (CELL_C3 = 28) STATEMENT_28 = -4.
If (CELL_D1 = 28) STATEMENT_28 = -3.
If (CELL_D2 = 28) STATEMENT_28 = -3.
If (CELL_D3 = 28) STATEMENT_28 = -3.
If (CELL_E1 = 28) STATEMENT_28 = -2.
If (CELL_E2 = 28) STATEMENT_28 = -2.
If (CELL_E3 = 28) STATEMENT_28 = -2.
If (CELL_F1 = 28) STATEMENT_28 = -1.
If (CELL_F2 = 28) STATEMENT_28 = -1.
If (CELL_F3 = 28) STATEMENT_28 = -1.
If (CELL_F4 = 28) STATEMENT_28 = -1.
If (CELL_G1 = 28) STATEMENT_28 = 0.
If (CELL_G2 = 28) STATEMENT_28 = 0.
If (CELL_G3 = 28) STATEMENT_28 = 0.
If (CELL_G4 = 28) STATEMENT_28 = 0.
If (CELL_G5 = 28) STATEMENT_28 = 0.
If (CELL_H1 = 28) STATEMENT_28 = 1.
If (CELL_H2 = 28) STATEMENT_28 = 1.
If (CELL_H3 = 28) STATEMENT_28 = 1.
If (CELL_H4 = 28) STATEMENT_28 = 1.
If (CELL_I1 = 28) STATEMENT_28 = 2.
If (CELL_I2 = 28) STATEMENT_28 = 2.
If (CELL_I3 = 28) STATEMENT_28 = 2.
If (CELL_J1 = 28) STATEMENT_28 = 3.
If (CELL_J2 = 28) STATEMENT_28 = 3.
If (CELL_J3 = 28) STATEMENT_28 = 3.
If (CELL_K1 = 28) STATEMENT_28 = 4.
If (CELL_K2 = 28) STATEMENT_28 = 4.
If (CELL_K3 = 28) STATEMENT_28 = 4.

If (CELL_L1 = 28) STATEMENT_28 = 5.
If (CELL_L2 = 28) STATEMENT_28 = 5.
If (CELL_M1 = 28) STATEMENT_28 = 6.
EXECUTE.
FORMATS STATEMENT_28 (F3.0).
VARIABLE LEVEL STATEMENT_28 (SCALE).

COMPUTE STATEMENT_29=$SYSMIS.
If (CELL_A1 = 29) STATEMENT_29 = -6.
If (CELL_B1 = 29) STATEMENT_29 = -5.
If (CELL_B2 = 29) STATEMENT_29 = -5.
If (CELL_C1 = 29) STATEMENT_29 = -4.
If (CELL_C2 = 29) STATEMENT_29 = -4.
If (CELL_C3 = 29) STATEMENT_29 = -4.
If (CELL_D1 = 29) STATEMENT_29 = -3.
If (CELL_D2 = 29) STATEMENT_29 = -3.
If (CELL_D3 = 29) STATEMENT_29 = -3.
If (CELL_E1 = 29) STATEMENT_29 = -2.
If (CELL_E2 = 29) STATEMENT_29 = -2.
If (CELL_E3 = 29) STATEMENT_29 = -2.
If (CELL_F1 = 29) STATEMENT_29 = -1.
If (CELL_F2 = 29) STATEMENT_29 = -1.
If (CELL_F3 = 29) STATEMENT_29 = -1.
If (CELL_F4 = 29) STATEMENT_29 = -1.
If (CELL_G1 = 29) STATEMENT_29 = 0.
If (CELL_G2 = 29) STATEMENT_29 = 0.
If (CELL_G3 = 29) STATEMENT_29 = 0.
If (CELL_G4 = 29) STATEMENT_29 = 0.
If (CELL_G5 = 29) STATEMENT_29 = 0.
If (CELL_H1 = 29) STATEMENT_29 = 1.
If (CELL_H2 = 29) STATEMENT_29 = 1.
If (CELL_H3 = 29) STATEMENT_29 = 1.
If (CELL_H4 = 29) STATEMENT_29 = 1.
If (CELL_I1 = 29) STATEMENT_29 = 2.
If (CELL_I2 = 29) STATEMENT_29 = 2.
If (CELL_I3 = 29) STATEMENT_29 = 2.
If (CELL_J1 = 29) STATEMENT_29 = 3.
If (CELL_J2 = 29) STATEMENT_29 = 3.
If (CELL_J3 = 29) STATEMENT_29 = 3.
If (CELL_K1 = 29) STATEMENT_29 = 4.
If (CELL_K2 = 29) STATEMENT_29 = 4.

If (CELL_K3 = 29) STATEMENT_29 = 4.
If (CELL_L1 = 29) STATEMENT_29 = 5.
If (CELL_L2 = 29) STATEMENT_29 = 5.
If (CELL_M1 = 29) STATEMENT_29 = 6.
EXECUTE.
FORMATS STATEMENT_29 (F3.0).
VARIABLE LEVEL STATEMENT_29 (SCALE).

COMPUTE STATEMENT_30=$SYSMIS.
If (CELL_A1 = 30) STATEMENT_30 = -6.
If (CELL_B1 = 30) STATEMENT_30 = -5.
If (CELL_B2 = 30) STATEMENT_30 = -5.
If (CELL_C1 = 30) STATEMENT_30 = -4.
If (CELL_C2 = 30) STATEMENT_30 = -4.
If (CELL_C3 = 30) STATEMENT_30 = -4.
If (CELL_D1 = 30) STATEMENT_30 = -3.
If (CELL_D2 = 30) STATEMENT_30 = -3.
If (CELL_D3 = 30) STATEMENT_30 = -3.
If (CELL_E1 = 30) STATEMENT_30 = -2.
If (CELL_E2 = 30) STATEMENT_30 = -2.
If (CELL_E3 = 30) STATEMENT_30 = -2.
If (CELL_F1 = 30) STATEMENT_30 = -1.
If (CELL_F2 = 30) STATEMENT_30 = -1.
If (CELL_F3 = 30) STATEMENT_30 = -1.
If (CELL_F4 = 30) STATEMENT_30 = -1.
If (CELL_G1 = 30) STATEMENT_30 = 0.
If (CELL_G2 = 30) STATEMENT_30 = 0.
If (CELL_G3 = 30) STATEMENT_30 = 0.
If (CELL_G4 = 30) STATEMENT_30 = 0.
If (CELL_G5 = 30) STATEMENT_30 = 0.
If (CELL_H1 = 30) STATEMENT_30 = 1.
If (CELL_H2 = 30) STATEMENT_30 = 1.
If (CELL_H3 = 30) STATEMENT_30 = 1.
If (CELL_H4 = 30) STATEMENT_30 = 1.
If (CELL_I1 = 30) STATEMENT_30 = 2.
If (CELL_I2 = 30) STATEMENT_30 = 2.
If (CELL_I3 = 30) STATEMENT_30 = 2.
If (CELL_J1 = 30) STATEMENT_30 = 3.
If (CELL_J2 = 30) STATEMENT_30 = 3.
If (CELL_J3 = 30) STATEMENT_30 = 3.
If (CELL_K1 = 30) STATEMENT_30 = 4.

161

If (CELL_K2 = 30) STATEMENT_30 = 4.
If (CELL_K3 = 30) STATEMENT_30 = 4.
If (CELL_L1 = 30) STATEMENT_30 = 5.
If (CELL_L2 = 30) STATEMENT_30 = 5.
If (CELL_M1 = 30) STATEMENT_30 = 6.
EXECUTE.
FORMATS STATEMENT_30 (F3.0).
VARIABLE LEVEL STATEMENT_30 (SCALE).

COMPUTE STATEMENT_31=$SYSMIS.
If (CELL_A1 = 31) STATEMENT_31 = -6.
If (CELL_B1 = 31) STATEMENT_31 = -5.
If (CELL_B2 = 31) STATEMENT_31 = -5.
If (CELL_C1 = 31) STATEMENT_31 = -4.
If (CELL_C2 = 31) STATEMENT_31 = -4.
If (CELL_C3 = 31) STATEMENT_31 = -4.
If (CELL_D1 = 31) STATEMENT_31 = -3.
If (CELL_D2 = 31) STATEMENT_31 = -3.
If (CELL_D3 = 31) STATEMENT_31 = -3.
If (CELL_E1 = 31) STATEMENT_31 = -2.
If (CELL_E2 = 31) STATEMENT_31 = -2.
If (CELL_E3 = 31) STATEMENT_31 = -2.
If (CELL_F1 = 31) STATEMENT_31 = -1.
If (CELL_F2 = 31) STATEMENT_31 = -1.
If (CELL_F3 = 31) STATEMENT_31 = -1.
If (CELL_F4 = 31) STATEMENT_31 = -1.
If (CELL_G1 = 31) STATEMENT_31 = 0.
If (CELL_G2 = 31) STATEMENT_31 = 0.
If (CELL_G3 = 31) STATEMENT_31 = 0.
If (CELL_G4 = 31) STATEMENT_31 = 0.
If (CELL_G5 = 31) STATEMENT_31 = 0.
If (CELL_H1 = 31) STATEMENT_31 = 1.
If (CELL_H2 = 31) STATEMENT_31 = 1.
If (CELL_H3 = 31) STATEMENT_31 = 1.
If (CELL_H4 = 31) STATEMENT_31 = 1.
If (CELL_I1 = 31) STATEMENT_31 = 2.
If (CELL_I2 = 31) STATEMENT_31 = 2.
If (CELL_I3 = 31) STATEMENT_31 = 2.
If (CELL_J1 = 31) STATEMENT_31 = 3.
If (CELL_J2 = 31) STATEMENT_31 = 3.
If (CELL_J3 = 31) STATEMENT_31 = 3.

If (CELL_K1 = 31) STATEMENT_31 = 4.
If (CELL_K2 = 31) STATEMENT_31 = 4.
If (CELL_K3 = 31) STATEMENT_31 = 4.
If (CELL_L1 = 31) STATEMENT_31 = 5.
If (CELL_L2 = 31) STATEMENT_31 = 5.
If (CELL_M1 = 31) STATEMENT_31 = 6.
EXECUTE.
FORMATS STATEMENT_31 (F3.0).
VARIABLE LEVEL STATEMENT_31 (SCALE).

COMPUTE STATEMENT_32=$SYSMIS.
If (CELL_A1 = 32) STATEMENT_32 = -6.
If (CELL_B1 = 32) STATEMENT_32 = -5.
If (CELL_B2 = 32) STATEMENT_32 = -5.
If (CELL_C1 = 32) STATEMENT_32 = -4.
If (CELL_C2 = 32) STATEMENT_32 = -4.
If (CELL_C3 = 32) STATEMENT_32 = -4.
If (CELL_D1 = 32) STATEMENT_32 = -3.
If (CELL_D2 = 32) STATEMENT_32 = -3.
If (CELL_D3 = 32) STATEMENT_32 = -3.
If (CELL_E1 = 32) STATEMENT_32 = -2.
If (CELL_E2 = 32) STATEMENT_32 = -2.
If (CELL_E3 = 32) STATEMENT_32 = -2.
If (CELL_F1 = 32) STATEMENT_32 = -1.
If (CELL_F2 = 32) STATEMENT_32 = -1.
If (CELL_F3 = 32) STATEMENT_32 = -1.
If (CELL_F4 = 32) STATEMENT_32 = -1.
If (CELL_G1 = 32) STATEMENT_32 = 0.
If (CELL_G2 = 32) STATEMENT_32 = 0.
If (CELL_G3 = 32) STATEMENT_32 = 0.
If (CELL_G4 = 32) STATEMENT_32 = 0.
If (CELL_G5 = 32) STATEMENT_32 = 0.
If (CELL_H1 = 32) STATEMENT_32 = 1.
If (CELL_H2 = 32) STATEMENT_32 = 1.
If (CELL_H3 = 32) STATEMENT_32 = 1.
If (CELL_H4 = 32) STATEMENT_32 = 1.
If (CELL_I1 = 32) STATEMENT_32 = 2.
If (CELL_I2 = 32) STATEMENT_32 = 2.
If (CELL_I3 = 32) STATEMENT_32 = 2.
If (CELL_J1 = 32) STATEMENT_32 = 3.
If (CELL_J2 = 32) STATEMENT_32 = 3.

If (CELL_J3 = 32) STATEMENT_32 = 3.
If (CELL_K1 = 32) STATEMENT_32 = 4.
If (CELL_K2 = 32) STATEMENT_32 = 4.
If (CELL_K3 = 32) STATEMENT_32 = 4.
If (CELL_L1 = 32) STATEMENT_32 = 5.
If (CELL_L2 = 32) STATEMENT_32 = 5.
If (CELL_M1 = 32) STATEMENT_32 = 6.
EXECUTE.
FORMATS STATEMENT_32 (F3.0).
VARIABLE LEVEL STATEMENT_32 (SCALE).


COMPUTE STATEMENT_33=$SYSMIS.
If (CELL_A1 = 33) STATEMENT_33 = -6.
If (CELL_B1 = 33) STATEMENT_33 = -5.
If (CELL_B2 = 33) STATEMENT_33 = -5.
If (CELL_C1 = 33) STATEMENT_33 = -4.
If (CELL_C2 = 33) STATEMENT_33 = -4.
If (CELL_C3 = 33) STATEMENT_33 = -4.
If (CELL_D1 = 33) STATEMENT_33 = -3.
If (CELL_D2 = 33) STATEMENT_33 = -3.
If (CELL_D3 = 33) STATEMENT_33 = -3.
If (CELL_E1 = 33) STATEMENT_33 = -2.
If (CELL_E2 = 33) STATEMENT_33 = -2.
If (CELL_E3 = 33) STATEMENT_33 = -2.
If (CELL_F1 = 33) STATEMENT_33 = -1.
If (CELL_F2 = 33) STATEMENT_33 = -1.
If (CELL_F3 = 33) STATEMENT_33 = -1.
If (CELL_F4 = 33) STATEMENT_33 = -1.
If (CELL_G1 = 33) STATEMENT_33 = 0.
If (CELL_G2 = 33) STATEMENT_33 = 0.
If (CELL_G3 = 33) STATEMENT_33 = 0.
If (CELL_G4 = 33) STATEMENT_33 = 0.
If (CELL_G5 = 33) STATEMENT_33 = 0.
If (CELL_H1 = 33) STATEMENT_33 = 1.
If (CELL_H2 = 33) STATEMENT_33 = 1.
If (CELL_H3 = 33) STATEMENT_33 = 1.
If (CELL_H4 = 33) STATEMENT_33 = 1.
If (CELL_I1 = 33) STATEMENT_33 = 2.
If (CELL_I2 = 33) STATEMENT_33 = 2.
If (CELL_I3 = 33) STATEMENT_33 = 2.

If (CELL_J1 = 33) STATEMENT_33 = 3.
If (CELL_J2 = 33) STATEMENT_33 = 3.
If (CELL_J3 = 33) STATEMENT_33 = 3.
If (CELL_K1 = 33) STATEMENT_33 = 4.
If (CELL_K2 = 33) STATEMENT_33 = 4.
If (CELL_K3 = 33) STATEMENT_33 = 4.
If (CELL_L1 = 33) STATEMENT_33 = 5.
If (CELL_L2 = 33) STATEMENT_33 = 5.
If (CELL_M1 = 33) STATEMENT_33 = 6.
EXECUTE.
FORMATS STATEMENT_33 (F3.0).
VARIABLE LEVEL STATEMENT_33 (SCALE).

COMPUTE STATEMENT_34=$SYSMIS.
If (CELL_A1 = 34) STATEMENT_34 = -6.
If (CELL_B1 = 34) STATEMENT_34 = -5.
If (CELL_B2 = 34) STATEMENT_34 = -5.
If (CELL_C1 = 34) STATEMENT_34 = -4.
If (CELL_C2 = 34) STATEMENT_34 = -4.
If (CELL_C3 = 34) STATEMENT_34 = -4.
If (CELL_D1 = 34) STATEMENT_34 = -3.
If (CELL_D2 = 34) STATEMENT_34 = -3.
If (CELL_D3 = 34) STATEMENT_34 = -3.
If (CELL_E1 = 34) STATEMENT_34 = -2.
If (CELL_E2 = 34) STATEMENT_34 = -2.
If (CELL_E3 = 34) STATEMENT_34 = -2.
If (CELL_F1 = 34) STATEMENT_34 = -1.
If (CELL_F2 = 34) STATEMENT_34 = -1.
If (CELL_F3 = 34) STATEMENT_34 = -1.
If (CELL_F4 = 34) STATEMENT_34 = -1.
If (CELL_G1 = 34) STATEMENT_34 = 0.
If (CELL_G2 = 34) STATEMENT_34 = 0.
If (CELL_G3 = 34) STATEMENT_34 = 0.
If (CELL_G4 = 34) STATEMENT_34 = 0.
If (CELL_G5 = 34) STATEMENT_34 = 0.
If (CELL_H1 = 34) STATEMENT_34 = 1.
If (CELL_H2 = 34) STATEMENT_34 = 1.
If (CELL_H3 = 34) STATEMENT_34 = 1.
If (CELL_H4 = 34) STATEMENT_34 = 1.
If (CELL_I1 = 34) STATEMENT_34 = 2.
If (CELL_I2 = 34) STATEMENT_34 = 2.

If (CELL_I3 = 34) STATEMENT_34 = 2.
If (CELL_J1 = 34) STATEMENT_34 = 3.
If (CELL_J2 = 34) STATEMENT_34 = 3.
If (CELL_J3 = 34) STATEMENT_34 = 3.
If (CELL_K1 = 34) STATEMENT_34 = 4.
If (CELL_K2 = 34) STATEMENT_34 = 4.
If (CELL_K3 = 34) STATEMENT_34 = 4.
If (CELL_L1 = 34) STATEMENT_34 = 5.
If (CELL_L2 = 34) STATEMENT_34 = 5.
If (CELL_M1 = 34) STATEMENT_34 = 6.
EXECUTE.
FORMATS STATEMENT_34 (F3.0).
VARIABLE LEVEL STATEMENT_34 (SCALE).


COMPUTE STATEMENT_35=$SYSMIS.
If (CELL_A1 = 35) STATEMENT_35 = -6.
If (CELL_B1 = 35) STATEMENT_35 = -5.
If (CELL_B2 = 35) STATEMENT_35 = -5.
If (CELL_C1 = 35) STATEMENT_35 = -4.
If (CELL_C2 = 35) STATEMENT_35 = -4.
If (CELL_C3 = 35) STATEMENT_35 = -4.
If (CELL_D1 = 35) STATEMENT_35 = -3.
If (CELL_D2 = 35) STATEMENT_35 = -3.
If (CELL_D3 = 35) STATEMENT_35 = -3.
If (CELL_E1 = 35) STATEMENT_35 = -2.
If (CELL_E2 = 35) STATEMENT_35 = -2.
If (CELL_E3 = 35) STATEMENT_35 = -2.
If (CELL_F1 = 35) STATEMENT_35 = -1.
If (CELL_F2 = 35) STATEMENT_35 = -1.
If (CELL_F3 = 35) STATEMENT_35 = -1.
If (CELL_F4 = 35) STATEMENT_35 = -1.
If (CELL_G1 = 35) STATEMENT_35 = 0.
If (CELL_G2 = 35) STATEMENT_35 = 0.
If (CELL_G3 = 35) STATEMENT_35 = 0.
If (CELL_G4 = 35) STATEMENT_35 = 0.
If (CELL_G5 = 35) STATEMENT_35 = 0.
If (CELL_H1 = 35) STATEMENT_35 = 1.
If (CELL_H2 = 35) STATEMENT_35 = 1.
If (CELL_H3 = 35) STATEMENT_35 = 1.
If (CELL_H4 = 35) STATEMENT_35 = 1.

If (CELL_I1 = 35) STATEMENT_35 = 2.
If (CELL_I2 = 35) STATEMENT_35 = 2.
If (CELL_I3 = 35) STATEMENT_35 = 2.
If (CELL_J1 = 35) STATEMENT_35 = 3.
If (CELL_J2 = 35) STATEMENT_35 = 3.
If (CELL_J3 = 35) STATEMENT_35 = 3.
If (CELL_K1 = 35) STATEMENT_35 = 4.
If (CELL_K2 = 35) STATEMENT_35 = 4.
If (CELL_K3 = 35) STATEMENT_35 = 4.
If (CELL_L1 = 35) STATEMENT_35 = 5.
If (CELL_L2 = 35) STATEMENT_35 = 5.
If (CELL_M1 = 35) STATEMENT_35 = 6.
EXECUTE.
FORMATS STATEMENT_35 (F3.0).
VARIABLE LEVEL STATEMENT_35 (SCALE).


COMPUTE STATEMENT_36=$SYSMIS.
If (CELL_A1 = 36) STATEMENT_36 = -6.
If (CELL_B1 = 36) STATEMENT_36 = -5.
If (CELL_B2 = 36) STATEMENT_36 = -5.
If (CELL_C1 = 36) STATEMENT_36 = -4.
If (CELL_C2 = 36) STATEMENT_36 = -4.
If (CELL_C3 = 36) STATEMENT_36 = -4.
If (CELL_D1 = 36) STATEMENT_36 = -3.
If (CELL_D2 = 36) STATEMENT_36 = -3.
If (CELL_D3 = 36) STATEMENT_36 = -3.
If (CELL_E1 = 36) STATEMENT_36 = -2.
If (CELL_E2 = 36) STATEMENT_36 = -2.
If (CELL_E3 = 36) STATEMENT_36 = -2.
If (CELL_F1 = 36) STATEMENT_36 = -1.
If (CELL_F2 = 36) STATEMENT_36 = -1.
If (CELL_F3 = 36) STATEMENT_36 = -1.
If (CELL_F4 = 36) STATEMENT_36 = -1.
If (CELL_G1 = 36) STATEMENT_36 = 0.
If (CELL_G2 = 36) STATEMENT_36 = 0.
If (CELL_G3 = 36) STATEMENT_36 = 0.
If (CELL_G4 = 36) STATEMENT_36 = 0.
If (CELL_G5 = 36) STATEMENT_36 = 0.
If (CELL_H1 = 36) STATEMENT_36 = 1.
If (CELL_H2 = 36) STATEMENT_36 = 1.

If (CELL_H3 = 36) STATEMENT_36 = 1.
If (CELL_H4 = 36) STATEMENT_36 = 1.
If (CELL_I1 = 36) STATEMENT_36 = 2.
If (CELL_I2 = 36) STATEMENT_36 = 2.
If (CELL_I3 = 36) STATEMENT_36 = 2.
If (CELL_J1 = 36) STATEMENT_36 = 3.
If (CELL_J2 = 36) STATEMENT_36 = 3.
If (CELL_J3 = 36) STATEMENT_36 = 3.
If (CELL_K1 = 36) STATEMENT_36 = 4.
If (CELL_K2 = 36) STATEMENT_36 = 4.
If (CELL_K3 = 36) STATEMENT_36 = 4.
If (CELL_L1 = 36) STATEMENT_36 = 5.
If (CELL_L2 = 36) STATEMENT_36 = 5.
If (CELL_M1 = 36) STATEMENT_36 = 6.
EXECUTE.
FORMATS STATEMENT_36 (F3.0).
VARIABLE LEVEL STATEMENT_36 (SCALE).

COMPUTE STATEMENT_37=$SYSMIS.
If (CELL_A1 = 37) STATEMENT_37 = -6.
If (CELL_B1 = 37) STATEMENT_37 = -5.
If (CELL_B2 = 37) STATEMENT_37 = -5.
If (CELL_C1 = 37) STATEMENT_37 = -4.
If (CELL_C2 = 37) STATEMENT_37 = -4.
If (CELL_C3 = 37) STATEMENT_37 = -4.
If (CELL_D1 = 37) STATEMENT_37 = -3.
If (CELL_D2 = 37) STATEMENT_37 = -3.
If (CELL_D3 = 37) STATEMENT_37 = -3.
If (CELL_E1 = 37) STATEMENT_37 = -2.
If (CELL_E2 = 37) STATEMENT_37 = -2.
If (CELL_E3 = 37) STATEMENT_37 = -2.
If (CELL_F1 = 37) STATEMENT_37 = -1.
If (CELL_F2 = 37) STATEMENT_37 = -1.
If (CELL_F3 = 37) STATEMENT_37 = -1.
If (CELL_F4 = 37) STATEMENT_37 = -1.
If (CELL_G1 = 37) STATEMENT_37 = 0.
If (CELL_G2 = 37) STATEMENT_37 = 0.
If (CELL_G3 = 37) STATEMENT_37 = 0.
If (CELL_G4 = 37) STATEMENT_37 = 0.
If (CELL_G5 = 37) STATEMENT_37 = 0.
If (CELL_H1 = 37) STATEMENT_37 = 1.

If (CELL_H2 = 37) STATEMENT_37 = 1.
If (CELL_H3 = 37) STATEMENT_37 = 1.
If (CELL_H4 = 37) STATEMENT_37 = 1.
If (CELL_I1 = 37) STATEMENT_37 = 2.
If (CELL_I2 = 37) STATEMENT_37 = 2.
If (CELL_I3 = 37) STATEMENT_37 = 2.
If (CELL_J1 = 37) STATEMENT_37 = 3.
If (CELL_J2 = 37) STATEMENT_37 = 3.
If (CELL_J3 = 37) STATEMENT_37 = 3.
If (CELL_K1 = 37) STATEMENT_37 = 4.
If (CELL_K2 = 37) STATEMENT_37 = 4.
If (CELL_K3 = 37) STATEMENT_37 = 4.
If (CELL_L1 = 37) STATEMENT_37 = 5.
If (CELL_L2 = 37) STATEMENT_37 = 5.
If (CELL_M1 = 37) STATEMENT_37 = 6.
EXECUTE.
FORMATS STATEMENT_37 (F3.0).
VARIABLE LEVEL STATEMENT_37 (SCALE).


VARIABLE LABELS
 RESP_ID 'Respondent ID'
 STATEMENT_01 ' Statement 1'
 STATEMENT_02 ' Statement 2'
 STATEMENT_03 ' Statement 3'
 STATEMENT_04 ' Statement 4'
 STATEMENT_05 ' Statement 5'
 STATEMENT_06 ' Statement 6'
 STATEMENT_07 ' Statement 7'
 STATEMENT_08 ' Statement 8'
 STATEMENT_09 ' Statement 9'
 STATEMENT_10 ' Statement 10'
 STATEMENT_11 ' Statement 11'
 STATEMENT_12 ' Statement 12'
 STATEMENT_13 ' Statement 13'
 STATEMENT_14 ' Statement 14'
 STATEMENT_15 ' Statement 15'
 STATEMENT_16 ' Statement 16'
 STATEMENT_17 ' Statement 17'
 STATEMENT_18 ' Statement 18'
 STATEMENT_19 ' Statement 19'

```
STATEMENT_20 ' Statement 20'
STATEMENT_21 ' Statement 21'
STATEMENT_22 ' Statement 22'
STATEMENT_23 ' Statement 23'
STATEMENT_24 ' Statement 24'
STATEMENT_25 ' Statement 25'
STATEMENT_26 ' Statement 26'
STATEMENT_27 ' Statement 27'
STATEMENT_28 ' Statement 28'
STATEMENT_29 ' Statement 29'
STATEMENT_30 ' Statement 30'
STATEMENT_31 ' Statement 31'
STATEMENT_32 ' Statement 32'
STATEMENT_33 ' Statement 33'
STATEMENT_34 ' Statement 34'
STATEMENT_35 ' Statement 35'
STATEMENT_36 ' Statement 36'
STATEMENT_37 ' Statement 37'.
```

****Save a copy of the unaltered dataset****


```
FLIP VARIABLES=STATEMENT_01 STATEMENT_02 STATEMENT_03 STATEMENT_04
STATEMENT_05 STATEMENT_06
   STATEMENT_07 STATEMENT_08 STATEMENT_09 STATEMENT_10 STATEMENT_11
STATEMENT_12 STATEMENT_13
   STATEMENT_14 STATEMENT_15 STATEMENT_16 STATEMENT_17 STATEMENT_18
STATEMENT_19 STATEMENT_20
   STATEMENT_21 STATEMENT_22 STATEMENT_23 STATEMENT_24 STATEMENT_25
STATEMENT_26 STATEMENT_27
   STATEMENT_28 STATEMENT_29 STATEMENT_30 STATEMENT_31 STATEMENT_32
STATEMENT_33 STATEMENT_34
   STATEMENT_35 STATEMENT_36 STATEMENT_37
 /NEWNAMES=RESP_ID.
DATASET NAME DataSet5 WINDOW=FRONT.
```

****************************Research Question 3********************

```
RECODE ORG1_1 (3=2) (Lowest thru 2=1) (4 thru Highest=3) INTO ORG_1_RC.
VARIABLE LABELS  ORG_1_RC 'Familiarity with PETA Truncated'.
EXECUTE.
```

RECODE ORG1_2 (3=2) (Lowest thru 2=1) (4 thru Highest=3) INTO ORG_2_RC.
VARIABLE LABELS  ORG_2_RC 'Familiarity with USFRA Truncated'.
EXECUTE.

RECODE ORG1_3 (3=2) (Lowest thru 2=1) (4 thru Highest=3) INTO ORG_3_RC.
VARIABLE LABELS  ORG_3_RC 'Familiarity with HSUS Truncated'.
EXECUTE.

RECODE ORG1_4 (3=2) (Lowest thru 2=1) (4 thru Highest=3) INTO ORG_4_RC.
VARIABLE LABELS  ORG_4_RC 'Familiarity with PRCA Truncated'.
EXECUTE.

VALUE LABELS
 /ORG_1_RC 1 'Not at all familiar or slightly familiar' 2 'Somewhat familiar' 3
'Moderately or extremely familiar'
 /ORG_2_RC 1 'Not at all familiar or slightly familiar' 2 'Somewhat familiar' 3
'Moderately or extremely familiar'
 /ORG_3_RC 1 'Not at all familiar or slightly familiar' 2 'Somewhat familiar' 3
'Moderately or extremely familiar'
 /ORG_4_RC 1 'Not at all familiar or slightly familiar' 2 'Somewhat familiar' 3
'Moderately or extremely familiar'.


SPLIT FILE OFF
EXECUTE.

*********Change Year of Birth from String to Numeric****

COMPUTE D001_RC=D001.
VARIABLE LABELS D001_RC 'Year of Birth - Numeric'.
VARIABLE LEVEL D001_RC (SCALE).
FORMATS D001_RC (f3.0).
EXECUTE.

******Compute Age*******

COMPUTE D001_RC_A= 2015-D001_RC.
VARIABLE LABELS D001_RC_A 'Age [2015 - D001_RC]'.
VARIABLE LEVEL D001_RC_A (SCALE).
FORMATS D001_RC_A (f3.0).

EXECUTE.

*********Age Descriptives**********

DESCRIPTIVES VARIABLES = D001_RC_A
/STATISTICS = MEAN STDDEV MIN MAX.

******Describe Age by Group Affiliation [all subjects]*****

* Custom Tables.
CTABLES
 /VLABELS VARIABLES=D001_RC_A D008 DISPLAY=LABEL
 /TABLE D001_RC_A [MEAN F40.1, STDDEV F40.1, MINIMUM, MAXIMUM] BY D008
 /CATEGORIES VARIABLES=D008 [2, 1, 3, 4, 5, OTHERNM] EMPTY=INCLUDE TOTAL=YES
POSITION=AFTER.


******Describe Age by Group Type [personas]*****

* Custom Tables.
CTABLES
 /VLABELS VARIABLES=D001_RC_A TruncType DISPLAY=LABEL
 /TABLE D001_RC_A [S][MEAN F40.1, STDDEV F40.1, MINIMUM, MAXIMUM] BY
TruncType
 /CATEGORIES VARIABLES=TruncType ORDER=A KEY=VALUE EMPTY=INCLUDE.


******Familiarity of organization by Group Type [Persona]****

* Custom Tables.
CTABLES
 /VLABELS VARIABLES=ORG_1_RC ORG_2_RC ORG_3_RC ORG_4_RC TruncType
DISPLAY=LABEL
 /TABLE ORG_1_RC [C][COUNT F40.0, COLPCT.COUNT F40.1] + ORG_2_RC [C][COUNT
F40.0, COLPCT.COUNT
   F40.1] + ORG_3_RC [C][COUNT F40.0, COLPCT.COUNT F40.1] + ORG_4_RC [C][COUNT
F40.0, COLPCT.COUNT
   F40.1] BY TruncType [C]
 /CATEGORIES VARIABLES=ORG_1_RC ORG_2_RC ORG_3_RC ORG_4_RC TruncType
ORDER=A KEY=VALUE
   EMPTY=INCLUDE.

172

```
* Custom Tables.
CTABLES
 /VLABELS VARIABLES=D003_1 D003_4 D003_5 D003_6 D003_7 D003_8 D003_9 D008
   DISPLAY=LABEL
 /TABLE D003_1 [C][COUNT F40.0] + D003_4 [C][COUNT F40.0] + D003_5 [C][COUNT
F40.0] + D003_6
   [C][COUNT F40.0] + D003_7 [C][COUNT F40.0] + D003_8 [C][COUNT F40.0] + D003_9
[C][COUNT F40.0] BY
   D008 [C]
 /CATEGORIES VARIABLES=D003_1 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_4 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_5 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_6 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_7 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_8 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_9 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D008 ORDER=A KEY=VALUE EMPTY=INCLUDE.

* Custom Tables.
CTABLES
 /VLABELS VARIABLES=D003_1 D003_4 D003_5 D003_6 D003_7 D003_8 D003_9
TruncType
   DISPLAY=LABEL
 /TABLE D003_1 [C][COUNT F40.0] + D003_4 [C][COUNT F40.0] + D003_5 [C][COUNT
F40.0] + D003_6
   [C][COUNT F40.0] + D003_7 [C][COUNT F40.0] + D003_8 [C][COUNT F40.0] + D003_9
[C][COUNT F40.0] BY
   TruncType
 /CATEGORIES VARIABLES=D003_1 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_4 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_5 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_6 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_7 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_8 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=D003_9 [1] EMPTY=INCLUDE
 /CATEGORIES VARIABLES=TruncType ORDER=A KEY=VALUE EMPTY=INCLUDE.
```

173

```
DATASET ACTIVATE DataSet1.
DESCRIPTIVES VARIABLES=ORG_1_RC ORG_2_RC ORG_3_RC ORG_4_RC
 /STATISTICS=MEAN STDDEV MIN MAX.

DESCRIPTIVES VARIABLES=M001_1 M001_2 M001_3 M001_4 M001_5 M002_1
M002_2 M002_3 M002_4 M002_5
 /STATISTICS=MEAN STDDEV MIN MAX.

***********Mobly Questionnaire Syntax*********************
********Demographic Descriptives***************

******Compute Age*******

COMPUTE D001_RC_A=2015–D001.
VARIABLE LABELS D001_RC_A 'Age [2015 – D001]'.
VARIABLE LEVEL D001_RC_A (SCALE).
FORMATS D001_RC_A (F3.0).
EXECUTE.

*********Age Descriptives***********

DESCRIPTIVES VARIABLES = D001_RC_A
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-American Indian or Alaska Native***********

DESCRIPTIVES VARIABLES = D003_1
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-Asian***********

DESCRIPTIVES VARIABLES = D003_4
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-Black or African American***********

DESCRIPTIVES VARIABLES = D003_5
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-Native Hawaiian or other Pacific Islander***********
```

174

DESCRIPTIVES VARIABLES = D003_6
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-White or Caucasian************

DESCRIPTIVES VARIABLES = D003_7
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-Other************

DESCRIPTIVES VARIABLES = D003_8
/STATISTICS = MEAN STDDEV MIN MAX.

*******Race Descriptives-Hispanic************

DESCRIPTIVES VARIABLES = D003_9
/STATISTICS = MEAN STDDEV MIN MAX.

*******Spanish Decent Descriptives************

DESCRIPTIVES VARIABLES = D005
/STATISTICS = MEAN STDDEV MIN MAX.

*******Level of Education Descriptives************

DESCRIPTIVES VARIABLES = D006
/STATISTICS = MEAN STDDEV MIN MAX.

*******Combined Annual Income Descriptives************

DESCRIPTIVES VARIABLES = D007
/STATISTICS = MEAN STDDEV MIN MAX.

*********Demographics Frequencies***************

*********Age Frequency*********

```
FREQUENCIES VARIABLES = D001_RC_A
/ORDER = ANALYSIS.

******Sex Frequencies***********

FREQUENCIES VARIABLES=D002
 /ORDER=ANALYSIS.
EXECUTE.

**********Race Frequencies**************

FREQUENCIES VARIABLES=D003_1
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_4
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_5
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_6
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_7
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_8
 /ORDER=ANALYSIS.
EXECUTE.

FREQUENCIES VARIABLES=D003_9
 /ORDER=ANALYSIS.
EXECUTE.

********Spanish Decent Frequencies************
```

```
FREQUENCIES VARIABLES=D005
 /ORDER=ANALYSIS.
EXECUTE.
```

*************Level of Education************

```
FREQUENCIES VARIABLES=D006
 /ORDER=ANALYSIS.
EXECUTE.
```

**************Combined Annual Income Frequencies**************

```
FREQUENCIES VARIABLES=D007
 /ORDER=ANALYSIS.
EXECUTE.
```


************Media Consumption Descriptives***************
*******Familiar-Social Media-Facebook Descriptives***********

```
DESCRIPTIVES VARIABLES = M001_1
/STATISTICS = MEAN STDDEV MIN MAX.
```

*******Familiar-Social Media-Twitter Descriptives***********

```
DESCRIPTIVES VARIABLES = M001_2
/STATISTICS = MEAN STDDEV MIN MAX.
```

*******Familiar-Social Media-Instagram Descriptives***********

```
DESCRIPTIVES VARIABLES = M001_3
/STATISTICS = MEAN STDDEV MIN MAX.
```

*******Familiar-Social Media-Pinterest Descriptives***********

```
DESCRIPTIVES VARIABLES = M001_4
/STATISTICS = MEAN STDDEV MIN MAX.
```

*******Familiar-Social Media-YouTube Descriptives***********

DESCRIPTIVES VARIABLES = M001_5
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Media-Radio Descriptives***********

DESCRIPTIVES VARIABLES = M002_1
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Media-Television Descriptives***********

DESCRIPTIVES VARIABLES = M002_2
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Media-Magazines Descriptives***********

DESCRIPTIVES VARIABLES = M002_3
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Media-Newspaper Descriptives***********

DESCRIPTIVES VARIABLES = M002_4
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Media-Web Descriptives***********

DESCRIPTIVES VARIABLES = M002_5
/STATISTICS = MEAN STDDEV MIN MAX.


******* Use-Social Media-Facebook Descriptives***********

DESCRIPTIVES VARIABLES = M003_1
/STATISTICS = MEAN STDDEV MIN MAX.


*******Use-Social Media-Twitter Descriptives***********

DESCRIPTIVES VARIABLES = M003_2
/STATISTICS = MEAN STDDEV MIN MAX.


*******Use-Social Media-Instagram Descriptives***********

DESCRIPTIVES VARIABLES = M003_3

/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Social Media-Pinterest Descriptives***********

DESCRIPTIVES VARIABLES = M003_4
/STATISTICS = MEAN STDDEV MIN MAX.


*******Use-Social Media-YouTube Descriptives***********

DESCRIPTIVES VARIABLES = M003_5
/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Media-Radio Descriptives***********

DESCRIPTIVES VARIABLES = M004_1
/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Media-Television Descriptives***********

DESCRIPTIVES VARIABLES = M004_2
/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Media-Magazines Descriptives***********

DESCRIPTIVES VARIABLES = M004_3
/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Media-Newspapers Descriptives***********

DESCRIPTIVES VARIABLES = M004_4
/STATISTICS = MEAN STDDEV MIN MAX.

*******Use-Media-Web Descriptives***********

DESCRIPTIVES VARIABLES = M004_5
/STATISTICS = MEAN STDDEV MIN MAX.

******************Media Consumption Frequencies*****************
**************Familiar-Social Media-Facebook Frequencies**************

179

FREQUENCIES VARIABLES=M001_1
 /ORDER=ANALYSIS.
EXECUTE.
*************Familiar-Social Media-Twitter Frequencies*************

FREQUENCIES VARIABLES=M001_2
 /ORDER=ANALYSIS.
EXECUTE.

*************Familiar-Social Media-Instagram Frequencies*************

FREQUENCIES VARIABLES=M001_3
 /ORDER=ANALYSIS.
EXECUTE.

*************Familiar-Social Media-Pinterest Frequencies*************

FREQUENCIES VARIABLES=M001_4
 /ORDER=ANALYSIS.
EXECUTE.

*************Familiar-Social Media-YouTube Frequencies*************

FREQUENCIES VARIABLES=M001_5
 /ORDER=ANALYSIS.
EXECUTE.

*************Familiar-Media-Radio Frequencies*************

FREQUENCIES VARIABLES=M002_1
 /ORDER=ANALYSIS.
EXECUTE.

*************Familiar-Media-Television Frequencies*************

FREQUENCIES VARIABLES=M002_2
 /ORDER=ANALYSIS.
EXECUTE.
*************Familiar-Media-Magazines Frequencies*************

FREQUENCIES VARIABLES=M002_3

```
 /ORDER=ANALYSIS.
EXECUTE.

**************Familiar-Media-Newspapers Frequencies**************

FREQUENCIES VARIABLES=M002_4
 /ORDER=ANALYSIS.
EXECUTE.

**************Familiar-Media-Web Frequencies**************

FREQUENCIES VARIABLES=M002_5
 /ORDER=ANALYSIS.
EXECUTE.

**************Use-Social Media-Facebook Frequencies**************

FREQUENCIES VARIABLES=M003_1
 /ORDER=ANALYSIS.
EXECUTE.

**************Use-Social Media-Twitter Frequencies**************

FREQUENCIES VARIABLES=M003_2
 /ORDER=ANALYSIS.
EXECUTE.

**************Use-Social Media-Instagram Frequencies**************

FREQUENCIES VARIABLES=M003_3
 /ORDER=ANALYSIS.
EXECUTE.
**************Use-Social Media-Pinterest Frequencies**************

FREQUENCIES VARIABLES=M003_4
 /ORDER=ANALYSIS.
EXECUTE.

**************Use-Social Media-YouTube Frequencies**************

FREQUENCIES VARIABLES=M003_5
```

```
  /ORDER=ANALYSIS.
EXECUTE.


**************Use-Media-Radio Frequencies**************

FREQUENCIES VARIABLES=M004_1
 /ORDER=ANALYSIS.
EXECUTE.


**************Use-Media-Television Frequencies**************

FREQUENCIES VARIABLES=M004_2
 /ORDER=ANALYSIS.
EXECUTE.


**************Use-Media-Magazines Frequencies**************

FREQUENCIES VARIABLES=M004_3
 /ORDER=ANALYSIS.
EXECUTE.


**************Use-Media-Newspapers Frequencies**************

FREQUENCIES VARIABLES=M004_4
 /ORDER=ANALYSIS.
EXECUTE.
**************Use-Media-Web Frequencies**************

FREQUENCIES VARIABLES=M004_5
 /ORDER=ANALYSIS.
EXECUTE.


**************Organization Reputation Descriptives**********
*******Familiar-Organization-PETA Descriptives************

DESCRIPTIVES VARIABLES = ORG1_1
/STATISTICS = MEAN STDDEV MIN MAX.


*******Familiar-Organization-USFRA Descriptives************

DESCRIPTIVES VARIABLES = ORG1_2
```

/STATISTICS = MEAN STDDEV MIN MAX.

*******Familiar-Organization-HSUS Descriptives************

DESCRIPTIVES VARIABLES = ORG1_3
/STATISTICS = MEAN STDDEV MIN MAX.

*******Familiar-Organization-PRCA Descriptives************

DESCRIPTIVES VARIABLES = ORG1_4
/STATISTICS = MEAN STDDEV MIN MAX.

**********Organization Reputation Frequencies*************

************Familiar-Organization-PETA Frequencies****************

FREQUENCIES VARIABLES=ORG1_1
 /ORDER=ANALYSIS.
EXECUTE.


************Familiar-Organization-USFRA Frequencies ****************

FREQUENCIES VARIABLES=ORG1_2
 /ORDER=ANALYSIS.
EXECUTE.

************Familiar-Organization-HSUS Frequencies ****************

FREQUENCIES VARIABLES=ORG1_3
 /ORDER=ANALYSIS.
EXECUTE.

************Familiar-Organization-PRCA Frequencies ****************

FREQUENCIES VARIABLES=ORG1_4
 /ORDER=ANALYSIS.
EXECUTE.

# APPENDIX G

# VARIABLE CODING SHEETS FOR DATA ANALYSIS

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| RESP_ID | Respondent ID | Nominal | (NNNN) | FB Sheet |
| CELL_A1 | Form Board Cell A1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet A1 |
| CELL_B1 | Form Board Cell B1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet B1 |
| CELL_B2 | Form Board Cell B2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet B2 |
| CELL_C1 | Form Board Cell C1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet C1 |
| CELL_C2 | Form Board Cell C2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet C2 |
| CELL_C3 | Form Board Cell C3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet C3 |
| CELL_D1 | Form Board Cell D1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet D1 |
| CELL_D2 | Form Board Cell D2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet D2 |
| CELL_D3 | Form Board Cell D3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet D3 |
| CELL_E1 | Form Board Cell E1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet E1 |
| CELL_E2 | Form Board Cell E2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet E2 |
| CELL_E3 | Form Board Cell E3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet E3 |
| CELL_F1 | Form Board Cell F1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet F1 |
| CELL_F2 | Form Board Cell F2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet F2 |
| CELL_F3 | Form Board Cell F3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet F3 |
| CELL_F4 | Form Board Cell F4 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet F4 |
| CELL_G1 | Form Board Cell G1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet G1 |
| CELL_G2 | Form Board Cell G2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet G2 |
| CELL_G3 | Form Board Cell G3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet G3 |
| CELL_G4 | Form Board Cell G4 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet G4 |
| CELL_G5 | Form Board Cell G5 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet G5 |
| CELL_H1 | Form Board Cell H1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet H1 |
| CELL_H2 | Form Board Cell H2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet H2 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| CELL_H3 | Form Board Cell H3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet H3 |
| CELL_H4 | Form Board Cell H4 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet H4 |
| CELL_I1 | Form Board Cell I1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet I1 |
| CELL_I2 | Form Board Cell I2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet I2 |
| CELL_I3 | Form Board Cell I3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet I3 |
| CELL_J1 | Form Board Cell J1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet J1 |
| CELL_J2 | Form Board Cell J2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet J2 |
| CELL_J3 | Form Board Cell J3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet J3 |
| CELL_K1 | Form Board Cell K1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet K1 |
| CELL_K2 | Form Board Cell K2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet K2 |
| CELL_K3 | Form Board Cell K3 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet K3 |
| CELL_L1 | Form Board Cell L1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet L1 |
| CELL_L2 | Form Board Cell L2 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet L2 |
| CELL_M1 | Form Board Cell M1 | Scale | {1 = Statement_01}...{37 = Statement_37} | FB Sheet M1 |
| Statement_01 | Animals do not deserve to be used for entertainment. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_02 | Animal should not be confined to cages for any reason. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_03 | Using animals for scientific experiments is wrong. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; | FB Sheet A1...M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | |
| Statement_04 | Certain everyday products directly support animal abuse. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_05 | Animals deserve to live free from suffering just as humans do. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_06 | It is cruel to use reptiles for their exotic skins. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_07 | Animals should be seen as companions rather than "pets". | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| **Statement_08** | Animal agriculture tortures animals. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| **Statement_09** | Using animals for clothing supports animal cruelty. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| **Statement_10** | Many animals used for food are confined to tiny cages, barely bigger than their bodies. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| **Statement_11** | The poultry industry subjects animals to cruel conditions. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| **Statement_12** | The fur industry supports animal abuse. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | |
| Statement_13 | Captive hunting is cruel and dangerous for all animals. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_14 | Most horses that are slaughtered are young, healthy animals. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_15 | Animals should not be used for medical training. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_16 | Animals used in cosmetic testing suffer. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1...M1 |
| Statement_17 | Animals have feelings and emotions. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; | FB Sheet A1...M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | |
| Statement_18 | Dirty conditions of factory farms negatively impact the environment. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_19 | Animals are not hurt by equipment used at rodeos. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_20 | It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_21 | Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| Statement_22 | Humans have the right to use animals. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_23 | Humans are responsible for the wellbeing of animals in all aspects of the animal's life. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_24 | Animal rights groups believe animals should not be used for entertainment. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_25 | Animal rights groups believe animals should not be killed for sport. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_26 | Most industries have established guidelines to ensure animals are treated humanely. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | |
| Statement_27 | Animal rights groups believe animals should not be used for educational purposes. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_28 | Animal rights groups seek to change laws regarding animals used for food. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_29 | Farmers take necessary steps to care for animals. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_30 | Farmers make sure their animals are healthy. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_31 | Cattle in feed yards are not force-fed. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | |
| Statement_32 | The agriculture community has made slaughtering practices more humane. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_33 | Farmers only use antibiotics on animals when necessary. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_34 | Antibiotic use in animals does not cause antibiotic resistance in humans. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_35 | The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D;<br>-2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H;<br>2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| Statement_36 | It is necessary to treat animals with antibiotics to prevent illness. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| Statement_37 | It is more beneficial for animals to be raised in controlled environments. | Scale | -6 = Column A; -5 = Column B; -4 = Column C; -3 = Column D; <br> -2 = Column E; -1 = Column F; 0 = Column G; 1 = Column H; <br> 2 = Column I; 3 = Column J; 4 = Column K; 5 = Column L; 6 = Column M | FB Sheet A1…M1 |
| RID1 | Respondent ID | Nominal | (NNNN) | QUEST_1 |
| RID2 | Last Name | Nominal | ***SYSMIS*** | QUEST_1 |
| Media Consumption | | | | QUEST_1 |
| GRC1 | Media Consumption Graphic | | | QUEST_1 |
| M001_1 | Familiar-Social Media-Facebook | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar | QUEST_1 |
| M001_2 | Familiar-Social Media-Twitter | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M001_3 | Familiar-Social Media-Instagram | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M001_4 | Familiar-Social Media-Pinterest | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} | QUEST_1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | {5 = Extremely familiar} | |
| M001_5 | Familiar-Social Media-YouTube | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M002_1 | Familiar-Media-Radio | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M002_2 | Familiar-Media-Television | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M002_3 | Familiar-Media-Magazines | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M002_4 | Familiar-Media-Newspaper | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M002_5 | Familiar-Media-Web | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| M003_1 | Use-Social Media-Facebook | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M003_2 | Use-Social Media-Twitter | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M003_3 | Use-Social Media-Instagram | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| M003_4 | Use-Social Media-Pinterest | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M003_5 | Use-Social Media-YouTube | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M004_1 | Use-Media-Radio | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M004_2 | Use-Media-Television | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M004_3 | Use-Media-Magazines | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M004_4 | Use-Media-Newspapers | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| M004_5 | Use-Media-Web | Scale (Interval) | {1 = Never} {2 = Less than once a month} {3 = Once a month} {4 = 2-3 times a month} {5 = Once a week} {6 = 2-3 times a week} {7 = Daily} | QUEST_1 |
| **Organization Reputation** | | | | |
| ORG1_1 | Familiar-Organization-PETA | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| ORG1_2 | Familiar-Organization-USFRA | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} | QUEST_1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | {5 = Extremely familiar} | |
| ORG1_3 | Familiar-Organization-HSUS | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| ORG1_4 | Familiar-Organization-PRCA | Scale (Interval) | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | QUEST_1 |
| **Demographics** | | | | |
| GRC2 | Demographic Graphic | | | QUEST_1 |
| D001 | Year born (YYYY) | Scale (Interval) | (YYYY) | QUEST_1 |
| D002 | Sex | Nominal | {1 = Male} {2 = Female} | QUEST_1 |
| D003_1 | Race/Ethnicity-American Indian or Alaska Native | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_4 | Race/Ethnicity-Asian | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_5 | Race/Ethnicity-Black or African American | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_6 | Race/Ethnicity-Native Hawaiian or other Pacific Islander | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_7 | Race/Ethnicity-White or Caucasian | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_8 | Race/Ethnicity-Other | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D003_9 | Race/Ethnicity-Hispanic | Nominal | {1 = Selected} {SYSMIS = SYSMIS} {-99 = SYSMIS} | QUEST_1 |
| D004 | If "other" selected | String | | QUEST_1 |
| D005 | Spanish Decent | Nominal | {1 = Yes} {2 = No} | QUEST_1 |
| D006 | Level of Education | Ordinal | {1 = Did not complete high school} {2 = High School} {3 = Some college} {4 = Associate's Degree} | QUEST_1 |

| Variable | Description (Label) | Type | Coding | Item |
|---|---|---|---|---|
| | | | {5 = Bachelor's Degree} {6 = Master's Degree} {7 = Advanced Graduate Work of Ph.D.} | |
| D007 | Combined Annual Income | Ordinal | {1 = <30,000} {2 = $30,000-$49,999} {3 = $50,000-$99,999} {4 = $100,000-$249,999} {5 = >$250,000} | QUEST_1 |
| D008 | Group Affiliation | Nominal | {1 = HSUS} {2 = Public} {3 = PRCA} {4 = PETA} {5 = USFRA} | Excel Sheet |
| D009 | Perspective | Nominal | | Q Analysis |
| D001_RC_A | Age | Nominal | | RECODE |
| PrimaryType | Primary Group Type | Nominal | {1 = Type 1 Only} {2 = Type 2 Only} {3 = Type 3 Only} {4 = Type 4 Only} {5 = Type 2 and 4} {6 = Type 1 and 2} {7 = Type 1 and 3} {8 = Type 1 and 4} {9 = Type 1, 3, and 4} | RECODE |
| TruncType | Truncated Group Type | Nominal | {1 = Type 1 Only} {2 = Type 2 Only} {3 = Type 3 Only} {4 = Type 4 Only} {5 = Other} | RECODE |
| ORG_1_RC | Familiarity with PETA Truncated | Nominal | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | RECODE |
| ORG_2_RC | Familiarity with USFRA Truncated | Nominal | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | RECODE |
| ORG_3_RC | Familiarity with HSUS Truncated | Nominal | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | RECODE |
| ORG_4_RC | Familiarity with PRCA Truncated | Nominal | {1 = Not at all familiar} {2 = Slightly familiar} {3 = Somewhat familiar} {4 = Moderately familiar} {5 = Extremely familiar} | RECODE |

# APPENDIX H

## RESPONDENT LOADINGS FROM DATA ANALYSIS

| | RESP_001 | RESP_002 | RESP_003 | RESP_004 | RESP_005 |
|---|---|---|---|---|---|
| RESP_001 | 1.00 | -0.77 | -0.67 | 0.01 | 0.44 |
| RESP_002 | -0.77 | 1.00 | 0.72 | -0.04 | -0.51 |
| RESP_003 | -0.67 | 0.72 | 1.00 | 0.27 | -0.21 |
| RESP_004 | 0.01 | -0.04 | 0.27 | 1.00 | 0.18 |
| RESP_005 | 0.44 | -0.51 | -0.21 | 0.18 | 1.00 |
| RESP_006 | 0.05 | -0.08 | -0.01 | 0.31 | 0.03 |
| RESP_007 | -0.25 | 0.24 | 0.04 | 0.40 | 0.10 |
| RESP_008 | -0.32 | 0.32 | 0.42 | 0.57 | -0.17 |
| RESP_009 | -0.24 | 0.29 | 0.43 | 0.57 | 0.01 |
| RESP_010 | 0.38 | -0.25 | -0.12 | 0.29 | 0.25 |
| RESP_011 | -0.54 | 0.58 | 0.59 | 0.43 | -0.21 |
| RESP_012 | -0.56 | 0.60 | 0.61 | 0.45 | -0.17 |
| RESP_013 | -0.47 | 0.49 | 0.43 | 0.60 | -0.05 |
| RESP_014 | 0.47 | -0.67 | -0.47 | 0.22 | 0.37 |
| RESP_015 | 0.48 | -0.67 | -0.71 | -0.20 | 0.21 |
| RESP_016 | 0.14 | -0.12 | 0.17 | 0.31 | 0.35 |
| RESP_017 | 0.55 | -0.72 | -0.62 | -0.08 | 0.29 |
| RESP_018 | -0.38 | 0.49 | 0.37 | 0.38 | -0.43 |
| RESP_019 | -0.34 | 0.51 | 0.48 | 0.37 | -0.24 |
| RESP_020 | -0.25 | 0.33 | 0.40 | 0.45 | -0.15 |

|          | RESP_006 | RESP_007 | RESP_008 | RESP_009 | RESP_010 |
|----------|----------|----------|----------|----------|----------|
| RESP_001 | 0.05     | -0.25    | -0.32    | -0.24    | 0.38     |
| RESP_002 | -0.08    | 0.24     | 0.32     | 0.29     | -0.25    |
| RESP_003 | -0.01    | 0.34     | 0.42     | 0.43     | -0.12    |
| RESP_004 | 0.31     | 0.40     | 0.57     | 0.57     | 0.29     |
| RESP_005 | 0.03     | 0.10     | -0.17    | 0.01     | 0.25     |
| RESP_006 | 1.00     | 0.16     | 0.34     | 0.36     | 0.04     |
| RESP_007 | 0.16     | 1.00     | 0.58     | 0.69     | 0.33     |
| RESP_008 | 0.34     | 0.58     | 1.00     | 0.74     | 0.18     |
| RESP_009 | 0.36     | 0.69     | 0.74     | 1.00     | 0.15     |
| RESP_010 | 0.04     | 0.33     | 0.18     | 0.15     | 1.00     |
| RESP_011 | 0.18     | 0.32     | 0.63     | 0.61     | -0.17    |
| RESP_012 | 0.07     | 0.31     | 0.51     | 0.54     | -0.06    |
| RESP_013 | 0.32     | 0.43     | 0.66     | 0.61     | -0.07    |
| RESP_014 | 0.12     | 0.13     | 0.00     | 0.03     | 0.29     |
| RESP_015 | 0.22     | -0.40    | -0.43    | -0.40    | -0.10    |
| RESP_016 | 0.31     | 0.55     | 0.27     | 0.42     | 0.57     |
| RESP_017 | 0.35     | -0.12    | -0.26    | -0.16    | 0.26     |
| RESP_018 | 0.26     | 0.57     | 0.70     | 0.61     | 0.05     |
| RESP_019 | 0.30     | 0.66     | 0.66     | 0.61     | 0.24     |
| RESP_020 | 0.38     | 0.66     | 0.65     | 0.71     | 0.16     |

|          | RESP_011 | RESP_012 | RESP_013 | RESP_014 | RESP_015 |
|----------|----------|----------|----------|----------|----------|
| RESP_001 | -0.54    | -0.56    | -0.47    | 0.47     | 0.48     |
| RESP_002 | 0.58     | 0.60     | 0.49     | -0.67    | -0.67    |
| RESP_003 | 0.59     | 0.61     | 0.43     | -0.47    | -0.71    |
| RESP_004 | 0.43     | 0.45     | 0.60     | 0.22     | -0.20    |
| RESP_005 | -0.21    | -0.17    | -0.05    | 0.37     | 0.21     |
| RESP_006 | 0.18     | 0.07     | 0.32     | 0.12     | 0.22     |
| RESP_007 | 0.32     | 0.31     | 0.43     | 0.13     | -0.40    |
| RESP_008 | 0.63     | 0.51     | 0.66     | 0.00     | -0.43    |
| RESP_009 | 0.61     | 0.54     | 0.61     | 0.03     | -0.40    |
| RESP_010 | -0.17    | -0.06    | -0.07    | 0.29     | -0.10    |
| RESP_011 | 1.00     | 0.68     | 0.63     | -0.35    | -0.55    |
| RESP_012 | 0.68     | 1.00     | 0.62     | -0.35    | -0.68    |
| RESP_013 | 0.63     | 0.62     | 1.00     | -0.16    | -0.31    |
| RESP_014 | -0.35    | -0.35    | -0.16    | 1.00     | 0.36     |
| RESP_015 | -0.55    | -0.68    | -0.31    | 0.36     | 1.00     |
| RESP_016 | -0.22    | -0.06    | 0.20     | 0.36     | -0.10    |
| RESP_017 | -0.57    | -0.51    | -0.29    | 0.47     | 0.62     |
| RESP_018 | 0.46     | 0.54     | 0.53     | -0.23    | -0.50    |
| RESP_019 | 0.44     | 0.63     | 0.54     | -0.19    | -0.53    |
| RESP_020 | 0.44     | 0.59     | 0.51     | -0.15    | -0.36    |

|  | RESP_016 | RESP_017 | RESP_018 | RESP_019 | RESP_020 |
|---|---|---|---|---|---|
| RESP_001 | 0.14 | 0.55 | -0.38 | -0.34 | -0.25 |
| RESP_002 | -0.12 | -0.72 | 0.49 | 0.51 | 0.33 |
| RESP_003 | 0.02 | -0.62 | 0.37 | 0.48 | 0.40 |
| RESP_004 | 0.31 | -0.08 | 0.38 | 0.37 | 0.45 |
| RESP_005 | 0.35 | 0.29 | -0.43 | -0.24 | -0.15 |
| RESP_006 | 0.31 | 0.35 | 0.26 | 0.30 | 0.38 |
| RESP_007 | 0.55 | -0.12 | 0.57 | 0.66 | 0.66 |
| RESP_008 | 0.27 | -0.26 | 0.70 | 0.66 | 0.65 |
| RESP_009 | 0.42 | -0.16 | 0.61 | 0.61 | 0.71 |
| RESP_010 | 0.57 | 0.26 | 0.05 | 0.24 | 0.16 |
| RESP_011 | -0.22 | -0.57 | 0.46 | 0.44 | 0.44 |
| RESP_012 | -0.06 | -0.51 | 0.54 | 0.63 | 0.59 |
| RESP_013 | 0.20 | -0.29 | 0.53 | 0.54 | 0.51 |
| RESP_014 | 0.36 | 0.47 | -0.23 | -0.19 | -0.15 |
| RESP_015 | -0.10 | 0.62 | -0.50 | -0.53 | -0.36 |
| RESP_016 | 1.00 | 0.25 | 0.21 | 0.30 | 0.23 |
| RESP_017 | 0.25 | 1.00 | -0.29 | -0.36 | -0.17 |
| RESP_018 | 0.21 | -0.29 | 1.00 | 0.77 | 0.73 |
| RESP_019 | 0.30 | -0.36 | 0.77 | 1.00 | 0.82 |
| RESP_020 | 0.23 | -0.17 | 0.73 | 0.82 | 1.00 |

# APPENDIX I

*Extreme Statements from Animal Rights Organizations and Animal Use Organizations*

| Animal Rights Organizations | Animal Use Organizations |
|---|---|
| PETA | PRCA |
| Animals do not deserve to be used for entertainment. | Animals are not hurt by equipment used at rodeos. |
| Animals should not be confined to cages for any reason. | It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly. |
| Using animals for scientific experiments is wrong. | Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general. |
| Certain everyday products directly support animal abuse. | Humans have the right to use animals. |
| Animals deserve to live free from suffering just as humans do. | Humans are responsible for the well being of animals in all aspects of the animal's life. |
| It is cruel to use reptiles for their exotic skins. | Animal rights groups believe animals should not be used for entertainment. |
| Animals should be seen as companions rather than "pets". | Animal rights groups believe animals should not be killed for sport. |
| Animal agriculture tortures animals. | Most industries have established guidelines to ensure animals are treated humanely. |
| Using animals for clothing supports animal cruelty. | Animal rights groups believe animals should not be used for educational purposes. |
| | Animal rights groups seek to change laws regarding animals used for food. |
| HSUS | USFRA |
| Many animals used for food are confined to tiny cages, barely bigger than their bodies. | Farmers take the necessary steps to care for animals. |
| The poultry industry subjects animals to cruel conditions. | Farmers make sure their animals are healthy. |
| The fur industry supports animal abuse. | Cattle in feed yards are not force-fed. |
| Captive hunting is cruel and dangerous for all animals. | The agriculture community has made slaughtering practices more humane. |
| Most horses that are slaughtered are young, healthy animals. | Farmers only use antibiotics on animals when necessary. |
| Animals should not be used for medical training. | Antibiotic use in animals does not cause antibiotic resistance in humans. |
| Animals used in cosmetic testing suffer. | The proper steps are taken to make sure |

| | there are no traces of antibiotics in the food humans consume. |
|---|---|
| Animals have feelings and emotions. | It is necessary to treat animals with antibiotics to prevent illness. |
| Dirty conditions of factory farms negatively impact the environment. | It is more beneficial for animals to be raised in controlled environments. |

*Extreme Statements for Audience Types*

| Audience type | Descriptive Statistics | | | | |
|---|---|---|---|---|---|
| | *n* | Min | Max | *M* | *SD* |
| *Type 1* | | | | | |
| "Animal agriculture tortures animals." | 5 | -6 | -4 | -5.40 | 0.89 |
| "It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly." | 5 | 1 | 3 | 1.80 | 0.83 |
| "Animal rights groups seek to change laws regarding animals used for food." | 5 | 0 | 2 | 0.80 | 0.84 |
| *Type 2* | | | | | |
| "Animals should be seen as companions rather than pets." | 4 | 0 | 1 | 0.75 | 0.50 |
| "Many animals used for food are confined to tiny cages, barely bigger than their bodies." | 4 | 0 | 2 | 0.75 | 0.96 |
| "Animals rights groups seek to change laws regarding animals used for food." | 4 | -1 | 1 | -0.25 | 0.96 |
| "Farmers take necessary steps to care for animals." | 4 | -1 | 1 | 0.00 | 0.82 |
| *Type 3* | *n* | Min | Max | *M* | *SD* |
| "Using animals for scientific purposes is wrong." | 2 | -5 | -4 | -4.50 | 0.71 |
| "Many animals used for food are confined to tiny cages, barely bigger than their bodies." | 2 | 4 | 4 | 4.00 | 0.00 |
| "Most horses that are slaughtered are young, healthy animals." | 2 | 0 | 0 | 0.00 | 0.00 |
| "Animals should not be used for medical training." | 2 | -6 | -5 | -5.50 | 0.71 |
| "Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general." | 2 | -5 | -4 | -4.50 | 0.71 |
| "Animal rights groups believe animals should not be used for entertainment." | 2 | 2 | 2 | 2.00 | 0.00 |
| *Type 4* | | | | | |
| "Animals should not be confined to cages for any reason." | 1 | -4 | -4 | -4.00 | -- |
| "Using animals for scientific experiments is wrong." | 1 | -4 | -4 | -4.00 | -- |

| | | | | |
|---|---|---|---|---|
| "Animals deserve to live free from suffering just as humans do." | 1 | 4 | 4 | 4.00 | -- |
| "Animals should be seen as companions rather than 'pets'". | 1 | 4 | 4 | 4.00 | -- |
| "Many animals used for food are confined to tiny cages, barely bigger than their bodies." | 1 | 5 | 5 | 5.00 | -- |
| "The poultry industry subjects animals to cruel conditions." | 1 | 5 | 5 | 5.00 | -- |
| "Animals have feelings and emotions." | 1 | 6 | 6 | 6.00 | -- |
| "It is ok for rodeo staff to use electric prods on animals as long as they use them responsibly." | 1 | 4 | 4 | 4.00 | -- |
| "Animal rights groups are less concerned about the humane treatment of animals, but rather care about if animals are being used in general." | 1 | -5 | -5 | -5.00 | -- |
| "Most industries have established guidelines to ensure animals are treated humanely." | 1 | -6 | -6 | -6.00 | -- |
| "The agriculture community has made slaughtering practices more humane." | 1 | -4 | -4 | -4.00 | -- |
| "The proper steps are taken to make sure there are no traces of antibiotics in the food humans consume." | 1 | -5 | -5 | -5.00 | -- |
| *Type 5* | | | | | |
| There were no statements this group strongly agreed or disagreed with. | 8 | 0 | 0 | 0.00 | 0.00 |

*Note.* Scale: -6 = Strongly Disagree to 6 = Strongly Agree

*There were no statements representative of Type 5