# Long image description for “Excerpts from studies on anti-vegetarian bias stating that non-vegetarian/omnivorous participants rated vegetarians as more virtuous and more moral than non-vegetarians/omnivores.”

Quote from the study “Meat, Morals, and Masculinity.” by Matthew B. Ruby and Steven J. Heine: "Both vegetarian and omnivorous participants perceived the implied vegetarian targets, controlling for perceived healthiness of diet, to be significantly more virtuous than the implied omnivorous targets. Although the effect was more pronounced among vegetarian participants, perhaps because they more strongly associate the eating of or abstention from meat with one’s code of ethics, omnivorous participants also rated the vegetarian targets as significantly more virtuous, demonstrating that this is not simply the result of ingroup favoritism [...] omnivorous participants again rated the vegetarian targets as significantly more virtuous than the omnivorous targets. It is also of note that the omnivorous participants in Study 2 rated the vegetarian targets as more virtuous, despite rating the omnivorous targets as more similar to themselves."

Quote from the study "Do-Gooder Derogation" by Julia A. Minson and Benoît Monin: "[nonvegetarian participants] also rated vegetarians as more moral than nonvegetarians"

Image Source: From the section “([We Think) Vegans Think They’re Better than Everyone (and Some Do…and So Do We!)](https://bitesizevegan.org/the-science-of-why-people-hate-vegans/#vegansthinktheyrebetterthaneveryone)” on the article “[The Science of Why People Hate Vegans](https://bitesizevegan.org/the-science-of-why-people-hate-vegans/)”