# Long image description for “Research excerpts discussing how veg\*ns will self-silence.”

The images show excerpts from three studies.

Excerpt One: “In short, the choice to adopt a plant-based diet is associated with a social stigma (Bresnahan, Zhuang, & Zhu, 2016; Markowski & Roxburgh, 2019). Previous work has documented vegetarians’ experiences with hostile or otherwise dismissive responses when disclosing their meat-free preferences (Adams, 2003; Lindquist, 2013). Importantly, it seems that veg\*ans are acutely aware of the existence of this social stigma: for instance, they seem to realize that their counter-normative dietary choices can be interpreted as implying judgment of majority members, and can invite responses of social disapproval (Greenebaum, 2012). Many veg\*ns report having experience with bias and negativity (Hirschler, 2011), and thus feel anxious when revealing their meat-free preferences in public (MacInnis & Hodson, 2017).” Source study: Bolderdijk, Jan Willem, and Gert Cornelissen. “‘How Do You Know Someone’s Vegan?’ They Won’t Always Tell You. An Empirical Test of the Do-Gooder’s Dilemma.” Appetite 168 (January 1, 2022)

Excerpt Two: “As noted by Bresnahan et al. (2016), the views and treatment described above corresponds to vegan stigma. Stigma involves the negative perceptions and biased treatment of those with devalued statuses or characteristics (Goffman, 1963;Link & Phelan, 2001 ). By definition, stigma is undesirable, and individuals want to avoid it. Due to the fear of experiencing stigmatized treatment, vegans report altering how they behave around non-vegans (e.g., discussing veganism only when prompted, actively trying to distance themselves from the characteristics associated with vegan stereotypes).” Study Source: Markowski, Kelly L., and Susan Roxburgh. “‘If I Became a Vegan, My Family and Friends Would Hate Me:’ Anticipating Vegan Stigma as a Barrier to Plant-Based Diets.” Appetite 135 (April 1, 2019)

Excerpt Three: “Part of this desire for assimilation means that 60% of participants were reluctant to bring up their vegetarianism because they did not want to be stereotyped (e.g., as a radical, activist, hippy, tree hugger, malnourished, or weak) for being a vegetarian.” Study Source: Romo, Lynsey Kluever, and Erin Donovan-Kicken. “‘Actually, I Don’t Eat Meat’: A Multiple-Goals Perspective of Communication About Vegetarianism.” Communication Studies 63, no. 4 (September 2012

Image Source: From the section “[Vegans Want to Be Judged for Who They Are, Not Who People Think They Are](https://bitesizevegan.org/why-vegans-self-silence/#vegansjudgedforwhotheyare)” on the article “[Why Vegans WON’T Tell You They’re Vegan: The Other Side of Vegan Stigma](https://bitesizevegan.org/why-vegans-self-silence/)”