# Long image description for “research on anti-vegan bias.”

The images show two excerpts from the study “It Ain’t Easy Eating Greens: Evidence of Bias toward Vegetarians and Vegans from Both Source and Target.” The first excerpt reads "Results and Discussion Hypothesis 1: Vegetarians and vegans as targets of bias. As predicted, attitudes toward vegetarians and vegans were equivalent to, or more negative than, evaluations of common prejudice target groups. As displayed in Table 1, both vegetarians and vegans were evaluated equivalently to immigrants, asexuals, and atheists, and significantly more negatively than Blacks. Vegetarians were evaluated equivalently to homosexuals, whereas vegans were evaluated more negatively than homosexuals. Strikingly, only drug addicts were evaluated more negatively than vegetarians and vegans."

The second excerpt reads: “General Discussion: Across three studies, examining bias sources (i.e., omnivores) and bias targets (i.e., vegetarians and vegans), the current work empirically confirms vegetarians and vegans as targets of bias. Unlike other forms of bias (e.g., racism, sexism), negativity toward vegetarians and vegans is not widely considered a societal problem; rather, negativity toward vegetarians and vegans is commonplace and largely accepted.”

Image Source: From the section “[Vegans Can Get a Lot of Hate (Understanding the Fear of Disclosure)](https://bitesizevegan.org/why-vegans-self-silence/#veganscangetalotofhate)” 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/)”