# Long image description for “Pax Fauna recommendation to ‘Give empathy to the rationalizations of the meat-eating public.’”

The image shows a “Key Recommendation” from the Pax Fauna Narrative study. It reads:

“Give empathy to the rationalizations of the meat-eating public.

When advocates dismiss these rationalizations as foolish, we seem out of touch and provoke a defensive response.

Empathy is an effective strategy for overcoming defensiveness. When advocates encounter common rationalizations, rather than immediately jumping into a rebuttal, we have an opportunity to respond with curiosity and connection.  
  
Try asking questions and identifying the values underpinning the objection. There’s a good chance we can connect with those values. Affirming their importance is a way to show the public that we are regular citizens sharing their common values. Then let them know about the universal values underpinning our position. In our research, participants would often talk themselves out of a rationalization if they were given empathy for the underlying values.”

Image Source: From the section “[Look Under a Rationalization & You May Just Find a (Shared) Core Value](https://bitesizevegan.org/should-vegans-empathize-with-meat-eaters/#underrationalizations)” on the article “[Should Vegans Empathize with Meat-Eaters?](https://bitesizevegan.org/should-vegans-empathize-with-meat-eaters/)”