

# Test Screening Survey Results

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The following survey was administered on March 2, 2000, at a four-year college, immediately following the screening of “The Witness.” The participants were students in three different liberal arts classes, most in the age range of 18-21 years.

**Number of students surveyed: 40**

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**1. Has this video changed your opinion about the way animals are treated in our society?**

Yes: 27

Yes & No: 5

No: 8

*Note: All those who answered “Yes and No” and “No” indicated that their reason for giving this answer was a previous awareness and familiarity with the level of animal abuse in our society. Many indicated that it reinforced their opinions.*

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**2. Has this video changed your opinion of people who are working to change the way animals are viewed in our society?**

Yes: 25

Yes & No: 1

No: 14

*Note: Of the 15 students who answered “Yes and No” and “No,” ten indicated that they already had a positive opinion of people who do this work.*

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**3. Did you find viewing this video a worthwhile experience?**

Yes: 37

Yes & No: 2

No: 1

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**4. Would you encourage others to see this video?**

Yes: 38

Yes & No: 1

No: 1

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**Written Comments Excerpted from Survey Forms:**

“I always knew that there were beautiful people out there who care about something besides themselves. However, it was still great to see one. I thank you for your contribution to making this world more humane.”

“It’s like I eat meat every day and never even think twice about it. Society does such a good job hiding these things from us. And here I am in tears, full of pain and agony because just now I realize how f—ed up our society is. That things this cruel and inhumane can go on and people don’t even know about it. Your video was so empowering. It made me want to get up and join in this fight, to stop all this cruelty from happening. I’ve always considered not eating meat and now I’m convinced that is the choice for me. I cannot bear to eat anything that has suffered for my consumption purposes. It’s sick and disgusting. It’s been a long time since I have watched something so powerful that it has brought me tears. While I was watching, I could feel the pain in my heart take over my entire body and for one second I felt those animals’ pain. It’s absolutely necessary for everyone to see this video. People don’t know what’s going on and if there is any hope to stop this cruelty, this footage needs to be seen. Thank you for changing my life.”

“I knew that animals were raised and killed for different things, but it makes you think about the cruelty in that.”

“I enjoyed the portrayal of this man who is contradictory in many ways to the stereotype of your typical compassionate person. I feel that I do need to be reminded of what I can do—that I have power to change things for myself. I feel a lot of people are like me in that I know what is happening but I am not personalizing it or I am not realizing that there are things I can do.”

“I guess I always hear things, but when they are presented to you in such a manner where you don’t feel like you’re getting attacked, it really opens your eyes. The one thing about this video that made it different and successful was that it didn’t make me feel like the ‘bad’ guy. Every video I’ve seen on the topic has always had little effect on my life and choices. This one not only mentally but visually held my focus. By the end my eyes did start to tear, and this is something that RARELY happens. Just the fact that I am writing this shows how much I appreciated the video.”

“I think people should watch this video for a couple of reasons: (1) it shows that people are possible of drastic change like the man in the video, (2) it gives people the knowledge of what really goes on.”

“Animal rights is definitely an issue to me, but this film touched me in a way that no other speech or pamphlet ever has! I would encourage everyone I know to see the video. I feel that it would enlighten many people.”

“The speaker in the video—Eddie—made me understand more aspects of the struggle. I have seen quite a few videos on this subject yet none so effective in making a concrete connection for me—my life choices and the effects that it has. I have cats, have had dogs, and I feel much more enlightened. I just wanted to thank you for sharing this video with us. An excellent piece of art and education.”

“I guess I never really chose to think about how animal products came to be just that. After seeing it, I want to just do something positive. I feel sick just thinking about what I ate this week and seeing what the dining halls served. I commend you on a most beautiful and heart warming yet wrenching experience. Thank you for sharing your heart!”

“I will definitely think twice before buying anything with fur. I’d also like to find out more—about certain foods, how the animals are killed, the processes used to get down feathers for coats. [The video] validates the protests that many people don’t want to listen to. People who buy these coats are ignorant, as I was, and deserve to know the facts and see this undercover footage.”

“It’s a lot different to know about what’s going on in an abstract way, it’s a lot more painful to know about details, actually seeing the pain in the animal’s eyes. It really changed my outlook on the level of acceptability of fur traders, etc. Before I didn’t find it acceptable at all. Now, I want to figure out how to fight against it.”

“It was the most painful worthwhile experience of my life. I DID NOT want to watch it, I wanted to get up and leave. But I knew I had to watch, because it is reality. It basically came down to a choice. I chose to stay.”

“It gave me faith that people are working to make a difference. I think it is wonderful when everyday people work to change the world for the better. [The video] is EXTREMELY powerful and eye-opening. A lot of the time people think if they don’t see it, it doesn’t exist, and this makes them see it. I think everyone needs to see how cruelly the world’s creatures are being treated for selfish human purposes.”

“Being raised in a society and culture that is vastly centered around meat and fur products it is easy to try to ignore the cruelty of animals. Seeing this video has certainly altered my views on the topic—I cannot imagine anyone harming my dogs in that manner. I have always viewed ‘non-meat-eaters’ as complainers and now I feel guilty because I can’t believe that I have indirectly endorsed this behavior (by wearing fur and eating meat). Bravo to animal rights workers. Our society is extremely UNeducated on these matters—the word must get out. It is an important educational experience. Bravo to you! For this video!!!!”

“I was already aware of these events and my feelings against this type of treatment and ignorance has been with me for a while now, only now I feel like the subject is closer to home. My feelings are stronger. The cats that I love in my house are just as important and necessary as an animal trapped in a farm factory. It is instantly inspiring me to think about ways to change myself. Perhaps things aren’t as hopeless, no matter how gradual the change. Showing this film to college classes is an awesome idea, I hope this continues.”

“I always perceived ‘anti-fur’ people as being the paint-throwing and modeling show disturbers you always read about and see on TV. It showed me another side of people who are trying to do good in the world.”

“As much as I cried and it made me nauseous, it reinforces those strong feelings within me to work against animal cruelty.”

“It showed me the cruelty in a more personal way. I don’t or didn’t know that much detail about how animals are killed. It also makes me feel lucky that I’m here having this told to me, where lots of people never hear about these problems.”

“I never saw the violent side of killing animals for food or to please society. I respect [animal advocates] a whole lot more. I thought it was a great documentary. Thank you for expanding my mind to the other aspects of life that I have never looked at.”

“Although I was always against the cruelty of animals, it almost seems that I tried to remain blind to the issue. This video helped remind me of what goes on. It was a kind of awakening of how horrible animal cruelty is.”

“I feel an injustice has definitely befallen the animals of the world. These videos make me sick to my stomach but I’m not going to stop eating meat any time soon. I don’t wear animal furs or believe in hunting for sport but I feel that humans, as the top of the food chain, are meant to eat animals, just not through factory farming. The video was well put together.”

“I have seen tons of things and read a lot about it. However I must say this could be the most gut wrenching portrayal. It’s good for me to see stuff like this once in a while, to remind me why I don’t eat meat.”

“I never knew the pain animals went through just to please the greedy society that we live in. It is a shame that so many people find a need to wear fur just to impress other individuals—being an animal lover, this video touched me and affected my feeling toward the cruelty toward animals. I think people need to really see what our society is coming to. It has definitely changed my opinion about animals and has opened my eyes to animal cruelty.”

“It showed that one person’s strong emotions and beliefs can work to change and educate people in our society. It was worthwhile for me to see this video, because our society doesn’t, as a rule, show the negative aspects of such a thing as the fur industry.”

“It helps break the stereotype of the animal activist as a tree-hugging hippie type.”

“The video is very blunt towards the end about the process of killing animals. I believe that is a very powerful way of learning about this sensitive subject. It makes me weak inside just to think about some of the things shown.”

“Using Eddie to convey the message, I feel, is better than just showing the footage of the harming of animals. I feel most people would at least reconsider where they stand on this issue because of the awareness the video shows. Thanks for showing it. I like Eddie!”

“I think this video is extremely well done and I would absolutely encourage everyone to see it. Many other videos show nothing but an array of horrific sequences which, while it does have a strong immediate effect, tends to fade away from people’s memory over time. The way that it follows Eddie’s life from the point where he did not really care about animals to the present was great. By far the best part was how he explained how his mind changed. Hearing actual reasoning and stories like that are things that stick out in people’s minds. Harsh images truly only last a limited time, but to hear the story will stay with a person all the way till that most important moment when they go home and see their pets. That is when the real difference is made and I think you have done an incredible job creating a project that can actually make a difference.”