

## What Came Before Variations

**The 12 variations of the Original video were stylistically identical except for the changes noted below.**

Video	Video Description	Comparison Video in Analysis
<a href="#">Original video</a>	A shortened version of What Came Before, but stylistically the same. Music is fairly loud and fast-paced. Narration is spoken by a male celebrity narrator, Steve-O, who periodically appears on-screen. Stories about individual animals (Nikki, Symphony, Fanny) are included, as are sections about farm animals' intelligence and mental traits. The cruelty sections focus as much if not more on close confinement than on direct abuse (hitting, kicking), and also includes slaughterhouse and killing scenes. There is a break in the cruelty footage fairly early in the video to promote vegetarian eating.	-
<a href="#">Version 1</a>	Main background music is lower in volume	Original
<a href="#">Version 2</a>	No spoken narration, text on screen instead	Original, Version 3, Version 4
<a href="#">Version 3</a>	Unseen, non-celebrity male narrator	Version 5
<a href="#">Version 4</a>	Unseen, non-celebrity female narrator	Version 3
<a href="#">Version 5</a>	Unseen, celebrity male narrator (Steve-O)	Original
<a href="#">Version 6</a>	Main background music is more mellow/eerie	Original
<a href="#">Version 7</a>	Unseen, non-celebrity male narrator and cruelty sections more focused on direct abuse (hitting, slamming, etc.)	Version 3
<a href="#">Version 8</a>	Unseen, non-celebrity male narrator and stories about individual animals (Nikki, Symphony, Fanny) removed	Version 3
<a href="#">Version 9</a>	Section about farmed animals' intelligence and mental traits removed	Original
<a href="#">Version 10</a>	Unseen, non-celebrity male narrator; slaughterhouse and killing scenes removed	Version 3
<a href="#">Version 11</a>	Unseen, non-celebrity male narrator; video is all cruelty footage until the last 30 seconds	Version 3
<a href="#">Version 12</a>	Break in video to promote vegetarian eating has been moved to the end	Original