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Evidence suggests that humans have evolved to process meat, that it has become an essential part of our diet, that men have physiologically adapted to become the primary providers of it, and that these adaptations attract women. Conversely, contemporary women tend to gravitate toward several traits associated with veg* diets. But the emasculation associated with these diets may also repel them. This project utilizes survey and interview data from heterosexual and bisexual women who dated veg* men. I explore how they reconcile the positive qualities and emasculation that both accompany men who follow veg* lifestyles. Findings indicate that these women view veg* diets as indicators of both masculine strength and feminine kindness in a concept I dub strong-kindness.