

Rankings Study 2a: real stimuli (#135564)

Author(s)

This pre-registration is currently anonymous to enable blind peer-review.
It has 3 authors.

Pre-registered on:

2023/06/13 14:03 (PT)

1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?

We hypothesize that people will be more likely to choose a travel attraction ranked within a shorter list over one ranked within a longer list (holding percentile ranking constant). We test this prediction here using realistic stimuli adapted from three actual travel and experience websites.

3) Describe the key dependent variable(s) specifying how they will be measured.

Choice between the shorter list and longer list attraction (binary DV).

4) How many and which conditions will participants be assigned to?

Participants will read about three different travel experiences. In each, participants will imagine finding two attractions of interest, which will be described using modified screenshots of real attractions from real websites. Among other information (e.g., photos, location, reviews), each attraction's ranking will be provided. Participants will choose which attraction they would prefer.

The three scenarios are:

Choosing between two pizzerias in Philadelphia. One is ranked 11th of 22 and the other 14th of 28 in their respective neighborhoods. Presentation order and rank are counterbalanced.

Choosing between hiking trails outside of Washington DC. One is ranked 2nd of 8 and the other 4th of 16 in their respective regions. Presentation order and rank are counterbalanced.

Choosing between historic mansions in central Illinois. The website screenshot contains each mansions' actual rank information within their respective cities: one is ranked 2nd of 19 and the other 8th of 74. Presentation order is counterbalanced.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

Chi-squares (or one proportion z tests) examining proportion of participants choosing the attraction from the shorter list, relative to 50% for all three scenarios.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

We will include all unique completed responses.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

We will aim to collect 300 participants on Prolific.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

Repeated measures logit predicting choice (Y), with scenario as the predictor variable (X) and fixed effects at the participant level.

We may also conduct analyses accounting for order of scenarios.