

Rankings Study 2b: incentivized product choice (#79610)

Author(s)

Jackie Silverman (University of Delaware) - jackie.silverman@vanderbilt.edu
Alice Moon (University of Pennsylvania) - alicemoon14@gmail.com
Uri Barnea (Bocconi) - uri.barnea@unibocconi.it

Pre-registered on:

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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?

A larger share of participants will choose a pen ranked within a smaller set (2nd of 8) than a pen ranked within a larger set (4th of 16).

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

Choice between two pens: one ranked 2 of 8 and one ranked 4 of 16. The pen image / brand and order are counterbalanced across participants. This is an incentivized choice: participants can pick up the pen they choose.

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

No conditions - we are interested in the choice share.

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

We will conduct a one-sample proportion test (a chi-square or z-test) comparing the distribution of participants' choices to a 50/50 distribution.

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

We will include all participants who complete the study. If there are repeated observations (as indicated by repeated ID numbers from the online portal), we will remove the subsequent observations from our data (as indicated by time stamps).

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 post the study to recruit 300 participants through our behavioral lab's online portal. The number of participants will be determined by how many student sign up for the study.

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