

Rankings Study 4: 10% vs. 90% (#136950)

Author(s)

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

Pre-registered on:

2023/06/27 10:56 (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?

Thus far, we have found that people prefer a product ranked within a shorter list (e.g., 2nd of 20) vs. a longer list (e.g., 5th of 50) for relatively well ranked products (e.g., 10th percentile). Here, we test whether this finding extends to poorly ranked products (e.g., 90th percentile).

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

Choice between the shorter list (coded as 1) or longer list (coded as 0) restaurant in a travel scenario

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

2 (percentile: 10th [good] or 90th [bad]) between subject conditions; short vs. long list will be within subject (a choice)

Participants will choose between 2 pizzerias in Philadelphia, and will be provided with screenshots of information of these restaurants from OpenTable. The restaurants will either be at the 10th percentile on their respective neighborhood lists (2 of 20 or 5 of 50) or the 90th percentile (18 of 20 or 45 of 50). We will counterbalance presentation order and assigned ranking.

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

Chi square examining effect of percentile condition on choice.

Separate chi squares (or one proportion z tests) examining relative preference for the shorter list option compared to 50% for each condition.

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

We will include all unique complete 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 recruit 800 participants on Prolific.

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

none