

Rankings Study 5: measuring process (#115904)

Author(s)

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

Pre-registered on:

2022/12/08 17:20 (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?

Participants will prefer a beach ranked within a shorter list (2nd out of 8) over one ranked within a longer list (4th out of 16). This is because they use rank (vs. list length) to a greater extent when making their evaluations.

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

Our primary DV will be a Likert scale question measuring preference between the two beaches, from 1 = Definitely Beach A to 6 = Definitely Beach B. Which beach is represented by A vs B will be counterbalanced, so we will recode all DVs such that 1 = a preference for the beach from the longer list and 6 = a preference for the beach from the shorter list.

2 items about participants' rank information use when forming a preference (1 = very little, 7 = extremely):

To what extent did you consider the total number of beaches ranked on the lists (i.e., that there were either 8 or 16 beaches on the list)?

To what extent did you consider each beach's rankings on the list (i.e., that the beach was ranked 2nd or 4th on the list)?

The order of the two rank information consideration questions will be counterbalanced.

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

All participants will read about two potential beaches to visit that are ranked on TripAdvisor: short list = 2nd of 8, long list = 4th of 16.

Participants will indicate their preference between the two beaches (our primary DV). Then, on the next page, participants will indicate to what extent they considered the list length and the rank position when evaluating the beaches (see above for wording of these items).

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

We will first conduct a one-sample t-test to compare the mean to the midpoint of the scale (3.5). We expect that participants will prefer the short list product (i.e., the mean will be higher than the midpoint).

We will examine participants' reliance on rank position vs. list length when making evaluations. We will conduct a linear regression with reliance on rank position and reliance on list length as IVs and preference as the DV. We expect the rank position coefficient to be positive and significant.

We will also look at the correlations between these measures. We expect a positive correlation between our primary DV and reliance on rank position, and a negative correlation between the primary DV and reliance on list length.

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

We will include all complete survey 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 600 participants on MTurk through cloudresearch.

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

We will conduct a paired t-test on participants' reliance on rank position and list length.