

Rankings Study 6: Better/worse than (#68091)

Author(s)

This pre-registration is currently anonymous to enable blind peer-review.
It has 2 authors.

Pre-registered on:

2021/06/09 17:29 (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 predict people will evaluate a restaurant that is ranked 2nd in a list of 8 more positively than a restaurant ranked 4th in a list of 16. This effect will be moderated by making aspects of ranking (i.e., number of other restaurants the pizzeria is better or worse than) salient.

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

Three items on 1-7 scales, averaged together:

1. How good do you expect this pizzeria to be?
2. If you were to eat at this pizzeria, how much do you think you would enjoy it?
3. How likely would you be to eat at this pizzeria?

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

2(ranking: 2 of 8 / 4 of 16) x 3(salience: how many it is better than, how many it is worse than, control) between subjects

In the 'better' salience condition, participants would read that the restaurant is better than 6 / 12 other restaurants on the list. In the 'worse' salience condition, participants would read that the restaurant is worse than 1 / 3 other restaurants on the list. In the control condition, no information is made more salient.

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

We will conduct a two-way ANOVA with ranking condition, salience condition, and their interaction as factors. We anticipate a significant interaction, and will test the following contrasts:

- Replicating previous studies, within the control condition, participants will view the 2 of 8 restaurant more positively than the 4 of 16 restaurant.
- within the 'worse salience' condition, participants will also view the 2 of 8 restaurant more positively than the 4 of 16 restaurant. This effect should be larger than the control condition, although we may not be powered enough to detect this aspect of the moderation.
- Within the 'better salience' condition, the effect of rank/set size should be smaller or even reverse, although we may not be powered enough to detect this aspect of the moderation.

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 survey. The survey does have an attention check at the beginning to rule out bots/inattentive participants, before condition assignment.

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 900 participants on MTurk via Cloud research (target of 150 per cell)

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

We will also ask about the perceived overall quality of the entire set of restaurants.