Blurry Vision field study (#3420)

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1) What's the main question being asked or hypothesis being tested in this study?
We are testing how 2 interventions (vividness, time machine) influence the imagery of the vision statements participants generate. Our main prediction is that the time machine intervention will be more effective at increasing vision statement imagery compared to the vividness intervention and the control condition, and that the vision statements generated in the time machine condition will be rated more favorably than those in the other conditions.

We will also test for moderation by REI and mediation by mental imagery. However, given the uncertain nature of our data collection sites (which may not allow us to include all relevant questions in our surveys), these hypotheses will not be the main focus here. See preregistration #2630 for details on these moderation and mediation hypotheses: https://aspredicted.org/5av33.pdf

2) Describe the key dependent variable(s) specifying how they will be measured.
Imagery will be measured by a text analysis program called CohMetrix (http://cohmetrix.com). The Cohmetrix score will be analyzed in two ways: (1) the raw output will be used for analysis; (2) two coders will read each vision statement and assess whether they perceive the CohMetrix score as appropriate. That is, visions that [do not] evoke imagery for the coder but have a relatively low [high] CohMetrix score will be adjusted up [down]. This measure addresses the possibility that word-level imagery (as assessed by CohMetrix) does not correspond to sentence-level imagery. We expect both analyses to yield similar results.

3) How many and which conditions will participants be assigned to?
We will use a 2 cell between participants design (prompt: time machine, vivid) with a control condition included in each condition. In other words, all participants will first create a vision statement with no experimental prompt (control) and then create a second vision statement with either the time machine or vividness prompt.

4) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
The effect of intervention on imagery will be assessed with mixed ANOVA and the following planned comparisons: (1) time machine versus vividness and (2) time machine versus control.

The analysis of the effect of intervention on colleague ratings depend on whether we use likert scale items or forced choice items, which will depend on the preferences of our contacts at the different data sites.

5) Any secondary analyses?

6) 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 sample people who hold a leadership role in an organization. We are in contact with a few different data collection sites to get access to such samples. Our recruitment goal is 100 people, or 50 per condition. We will stop data collection once we reach this goal or once we've exhausted our data collection sites.

We will also recruit people to rate the vision statements. Based on the nature of the data collection site the raters may be colleagues, a panel of expert judges, or prospective applicants to the company.

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

8) Have any data been collected for this study already?
No, no data have been collected for this study yet