

Review selection Study 2: high- vs. low-quality product (#7800)

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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?

RQ: Does the selection of customer reviews differ depending on whether participants see a high-quality or low-quality product?

Two competing predictions can be derived based on different theoretical rationales:

Hypothesis 1: Participants seeing a high quality product will on average select more positive reviews than those who saw the low-quality product.

Hypothesis 2: Participants seeing a high quality product will on average select more negative reviews than those who saw the low-quality product.

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

DV1 (Main DV): The selection of reviews participants choose after seeing product 1 (electrical toothbrush). Participants can select a total of 8 reviews out of 7 categories.

Exploratory DV2: The product rating of the toothbrush after reading the selected reviews.

Predictor1: Representation of a product (high vs. low quality): an overview of six electrical toothbrushes is presented, showing either high or low quality products (tested in preliminary study).

Predictor2: Representation of a second product (high vs. low quality): two images of coffee machines are presented, showing either a high or a low quality product (tested in preliminary study).

For exploratory purposes we assessed the following variables: own use of product reviews, online shopping behavior (how they normally choose and purchase a product) and demographic variables such as age, gender and study course.

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

four between – participant conditions, varying in product quality of the first and second product: 2 (quality of product 1: low vs. high) x 2 (quality of product 2: low vs. high).

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

The main hypotheses will be tested using t-tests to see if there is a difference between the two independent means. Independent means of the review selection for the low vs. high quality toothbrush (predictor1) will be initially calculated.

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

Prerequisites for participation:

- fluent in German (language-sensitive materials)
- age between 18 and 35 years (materials designed for typical undergraduates)
- non-psychology students; not suspicious of hypotheses (prevent demand effects)

Note that any participants who wish to withdraw their data after debriefing will be deleted before analysis.

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.

aiming at N=180 (g*power of .8, alpha-error probability .05, expected small to medium effect size; based on conjecture/assumption; power .80), data collection will stop after this goal is reached. We will recruit as many participants as possible (at least N=180) to compensate for drop-outs etc. The study will run in the lab from 15th January 2018 on (2 weeks planned).

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

Exploratory analyses (ANOVA) to test whether the selection of reviews of the coffee machine (low vs. high quality) and product rating differs depending on whether participants have seen a high vs. low quality toothbrush before.

exploratory analyses to test if effects hold when controlling for the above mentioned variables.

We also collect memory data (old-new recognition task) from reviews of the first product (electrical toothbrush) to see how information is processed (as indicators of processing depth).