

Old favorites vs. new favorites (Lab/Field basic effect replication study) (#28537)

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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?

People will be more likely to choose old favorites (over new favorites) when they are in a "last chance" mindset (when they are informed that this will be their last chance in a while to engage in such an opportunity).

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

Choice (new favorite vs. old favorite). All participants will make 10 such choices, one in each of the following domains: city, restaurant, dessert, book, band, sport, social, beach, museum and movie. Domains will be evaluated one at a time, on separate pages, in random order. The description of each choice option (new favorite vs. old favorite) will be randomized (any one participant will see the same description order for all 10 scenarios). Their actual order of the choice options will also be randomized.

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

10 (Domain, within-subjects: city vs. restaurant vs. dessert vs. book vs. band vs. sport vs. social vs. beach vs. museum vs. movie, presented in randomized order) x 2 (Framing, between-subjects: control vs. last time in a while) design, randomly assigned.

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

For each domain individually, we will report the results of a logistic regression (condition as IV and choice as DV), and report the effect of condition. We will also report the results collapsing across all domains for each participant, comparing the percentage of "old favorite" responses across the 10 scenarios between conditions via an independent-samples t-test. Our main prediction is that, when collapsing across all domains, the "last time in a while" condition will show a significant shift towards old favorites compared to control. We do not have specific domain predictions.

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

No plans at this time.

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.

Barring unforeseen issues in subject recruitment, we aim to recruit 500 participants from Chicago Booth CDR lab sites.

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

At the end of the study, participants will complete a question asking about how confusing the task/instructions were, a question about how engaged they were, and a manipulation check regarding the degree to which they were imagining that each scenario would be their last opportunity to have a given experience for a while. Finally, participants will report demographic information (gender, age, ethnicity).