Review selection Study 4: sequential vs. blocked selection (#12846)

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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 the selection procedure is blocked with one-step selection, blocked with step-by-step selection, or sequential (alternating selection and presentation of reviews)?

Two competing predictions can be derived based on our own previous research and published studies from other labs:
Hypothesis 1: Based on research of our own lab it is hypothesized that there are no differences between the three conditions for selecting reviews (balanced review selection for all three groups)
Hypothesis 2: Based on published research from other labs it is hypothesized that participants who select a product in a sequential procedure will on average select more positive reviews than participants who select in a blocked procedure (confirmation biased selection).

3) Describe the key dependent variable(s) specifying how they will be measured.
Participants can select between 8 and 16 reviews from 7 categories that differ in the evaluation of a self-chosen product (1-7). The DV is the mean category of the selected reviews.

4) How many and which conditions will participants be assigned to?
Participants will be randomly assigned to one of three experimental conditions: blocked with one-step selection vs. blocked with step-by-step selection vs. sequential selection. In the two blocked conditions, participants will be asked to choose 8 to 16 reviews in total from the 7 categories. In the one-step selection condition, participants will complete the selection process on one survey page, whereas in the step-by-step selection condition they will make one selection per page (and complete the selection process before reading any reviews). In the sequential selection condition, selecting and reading are not blocked, but participants will read each corresponding review immediately after having selected it.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
The main hypotheses will be tested using a one-way ANOVA to see whether there is a difference between the three conditions regarding the review selection. The specific prediction of Hypothesis 2, namely that the sequential selection will lead to a more positive review selection than the other two conditions, will be tested using contrast analyses (focal contrast: -1 -1 2, residual contrast: 1 -1 0).

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Prerequisites for participation:
- fluent in German
- non-psychology students
- not using a smartphone/ mobile phone to participate (material designed for larger devices)
Note that 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.
Due to the null hypothesis H1 we are aiming at N = 510 (power of .95, alpha-error probability .05, expected small to medium effect size: f = .175). Given that we might not reach this ideal sample size, we aim to recruit at least N > 252 (power of .95, alpha-error probability .05, medium effect size: f = .25). The study will be conducted online.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
For exploratory purposes, we will assess the following variables: an overall rating and the certainty about the rating of the chosen or assigned toothbrush; own use of product reviews; online shopping behavior (how they normally choose and purchase a product); demographic variables such as age, gender and study course.

Exploratory analyses will be carried out to test whether effects hold when controlling for the exploratory variables mentioned above.