

Replication Corner (2013-2021) P-curve (#74870)

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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?

Do conceptual replications in marketing have sufficient evidential value?

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

NA

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

NA

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

This is a p-curve study. Most papers from the Replication Corner (2013-2021) will be included (see exclusions below). The Replication Corner in marketing is a series of mostly conceptual replications that has moved between three journals.

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

Exclusions:

- Direct replications
- Studies with $p > .05$
- Studies without p-values also can't be used unless it can be derived

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.

All conceptual replications from the Replication Corner (2013-2021; I estimate 30-40 studies)

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

Articles will be coded by two undergraduate students in the M&M Lab (Metascience and Marketing Lab) with coding being verified and reconciled by the first author.

IMPORTANT

This pre-registration is part of a set of similar and related pre-registrations sharing at least one author. When one of these pre-registrations was shared by an author, the rest were shared automatically. Links to all of them, including this one, appear below:

<https://aspredicted.org/dc2mt.pdf>

<https://aspredicted.org/9qu6u.pdf>