

Replication of Study 1b of Jami (2019) (#23387)

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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?

This study is a replication of Study 1b of Jami (2019), "Having Control Over and Above Situations: The Influence of Elevated Viewpoints on Risk Taking," published in the Journal of Marketing Research. This study examines whether "people exposed to high-elevation sceneries [are] more willing to purchase new products than people exposed to low-elevation images" (Jami, 2019, p. 56).

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

Participants will be presented with four descriptions (and pictures) of new products, and, for each one, they will answer, "How likely would you be to purchase this product" on a 7-point scale ranging from 1 = extremely unlikely to 7 = extremely likely.

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

Participants will be randomly assigned to one of two conditions, a high-elevation condition in which they will see five images taken from high vertical positions or a low-elevation condition in which they will see five images taken from low vertical positions. For each image, they will describe the feelings evoked by the image. We will use the same images (and instructions) used by Jami (2019).

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

We will analyze the data using two methodological approaches.

In our first (preferred) approach, each participant will contribute four rows to the dataset, one for each of the new products that they rate. We will regress their ratings on elevation condition (coded as 0 = low elevation, 1 = high elevation). We will include fixed effects for item and cluster standard errors by participant.

Our second approach will replicate the approach used by Jami (2019). Using each participant as an observation, we will conduct a 2 x 4 mixed ANOVA, where elevation condition represents the 2-cell between-subjects factor, and product represent the 4-cell within-subjects factor. Jami (2019) reported a main effect of condition and no significant interaction.

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

Participants who rate fewer than four, but more than zero, of the products will be included in our first analysis (using the regression approach), but deleted from the second analysis (using ANOVA). We will not exclude any additional observations.

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.

We will collect data from 600 U.S. MTurk participants. We will recruit MTurkers with a rating of 90 or above.

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

No.