Project Oprah: Resonance Validation Study (#29164)

Author(s)
Ariana Orvell (University of Michigan) - aorvell@umich.edu
Ethan Kross (University of Michigan) - ekross@umich.edu
Susan Gelman (University of Michigan) - gelman@umich.edu

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?
Using passages that people have highlighted while reading books selected for Oprah's Book Club on the Amazon Kindle Application, we will test the prediction that 1-sentence highlighted passages that contain generic-you will be rated higher on resonance than 1-sentence non-highlighted control passages.

3) Describe the key dependent variable(s) specifying how they will be measured.
For each passage, participants will respond to the following question:
How much does this passage resonate with you? (1-not at all, 2- a little, 3- a moderate amount, 4- a lot, 5- a great deal)

4) How many and which conditions will participants be assigned to?
We will use a within-subjects, repeated measures design wherein participants are exposed to both highlighted and non-highlighted control passages.

The 110 passages will be divided into 5 randomly selected batches, each containing an equal number of control and highlighted passages. Batch number will be taken into account in the model.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
Because our design involves passages nested within books and contains multiple observations per participant, we will use multi-level modeling. Condition (Control passages vs. Highlighted passages) will be entered as a fixed effect. Word count will also be entered as a fixed effect to control for the potentially confounding role of sentence length.

Book, Batch, and Passage number will be entered as random effects with random intercepts. Passages will be nested within Batches. Participant will also be entered as a random effect; if including a random slope for the effect of condition at the participant level leads to improved model fit, we will do so. Otherwise, participant will be entered as a random effect with a random intercept.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Non-native English speakers will be screened out prior to beginning the study.
We will additionally exclude participants that we deem to be "bots" or workers working on a Server Farm through identifying duplicate IP addresses or nonsensical open-ended responses, prior to performing any descriptive or inferential analyses.

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 launch the survey and request 360 participants. If more participants complete the survey, we will analyze their data, as well.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
This is a follow-up study to another pre-registered study: Project Oprah: Examining crowdsourced linguistic indicators of generality (As Predicted # 24512).