

## Persuading the Implicit Mind Study 3 (#67165)

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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?

In this study we are investigating whether ecologically valid counterattitudinal information (specifically, excerpts from a Radiolab podcast) can shift negative preexisting evaluations. We have already obtained evidence for such an effect with the Affect Misattribution Procedure (AMP) as the dependent measure. In this study, we modified the design to make it more suitable for the Implicit Association Test (IAT) as the dependent measure and probe whether the effect generalizes to this implicit measure.

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

Implicit evaluations: Participants will complete a 5-block Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998) comparing Corey Knowlton to the control target. IAT D scores will be calculated in line with the improved scoring algorithm (Greenwald, Nosek, & Banaji, 2003).  
Explicit evaluations: For each target (Knowlton and the control target), participants will complete 10 explicit evaluation items on a 100-point sliding scale for the traits great, pleasant, fantastic, good, wonderful, awful, unpleasant, terrible, horrible, and bad. Ratings for negative traits will be reverse scored. We expect internal consistency of the rating scales for each target to be high (Cronbach's  $\alpha > 0.8$ ). Therefore, an explicit evaluation difference score will be calculated by subtracting average responses to the control target from average responses to Knowlton to parallel the D score.  
Manipulation check item: Participants in the experimental condition will be asked to identify the content of the podcast to which they had listened.

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

The experiment consists of a learning phase and a test phase.  
For the purposes of the learning phase, participants will be randomly assigned to a control condition or an experimental condition. In the control condition, they will read a short description of Corey Knowlton and one of four control targets (Prince Andrew, Alec Baldwin, Bernie Madoff, or Martin Shkreli) in counterbalanced order. In the experimental condition, they will read the same short descriptions and then subsequently listen to an 8-minute excerpt from an episode of the Radiolab podcast, which contains counterattitudinal (positive) information on Knowlton.  
In the test phase, participants will first complete an IAT and then complete the explicit measures. Participants in the experimental condition will then complete a manipulation check item and 5 reinterpretation items (exploratory).

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

- (1) Implicit evaluations will be investigated using a linear model with IAT D scores as the dependent variable and condition as the sole predictor. Based on a pretest, we expect that the mean of the control condition will not be different from zero (neutrality). Moreover, we expect a positive slope (i.e., a positive effect of the experimental manipulation on implicit evaluations of Knowlton).
- (2) The generalizability of the effect across control targets will be probed using a Bayesian mixed-effects model which, in addition to the condition variable, will also include a random intercept for control targets.

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

In line with the standard scoring procedure (Greenwald et al., 2003), participants who do not complete the IAT and participants with a response latency of 300 ms or less on at least 10% of IAT trials will be excluded from all further analyses. Moreover, participants who fail the manipulation check item in the experimental condition will also be excluded from 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.

Data collection will be terminated once 600 participants have reached the debriefing page on the Project Implicit website (<http://implicit.harvard.edu>).

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

As a secondary analysis, the same models described above will also be fit to explicit evaluations as the dependent measure. Moreover, exploratory analyses will be conducted with the set of five reinterpretation items described above.