

Social Psychology for Sexual Awareness. (#48648)

Created: 09/30/2020 10:01 AM (PT)

Public: 12/01/2020 03:56 AM (PT)

Author(s)

Synnove Rabbevaag (Middlesex University) - sr1244@live.mdx.ac.uk
Ericka Rascon Ramirez (Middlesex University) - E.Ramirez@mdx.ac.uk

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 tests whether framed educational videos using prospect theory and a practical guideline can be effective at increasing sexual education awareness. The videos are based on a story of fiction on condom use and sexually transmitted infections (STI). This online experiment consists of 3 treatment videos (Gain-framed, Loss-framed and Practical) and a placebo video. We expect these educational videos will increase the willingness to have a responsible sexual relationship, increase the knowledge of preventive measures and improve the participants' understanding on how STIs are transmitted. Additionally, if participants are loss averse, those exposed to the loss-framed treatment will react more strongly to the content than those facing the gain-framed treatment. Our expectations are that participants will engage more with the two framed (Loss and Gain) videos compare to the practical one as the first two develop an emotional narrative that may help viewers to engage more with the content and characters of the videos. We also expect that the practical video will be more effective at increasing self-efficacy beliefs about the correct way to use a condom as this is the only video that offers practical knowledge on the use of preventive measures.

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

Participants will answer an online questionnaire about their perceived probability of the following events:

1. chances of using condom next time the respondent has a sexual encounter
2. chances of getting tested in the next 6 months
3. self-efficacy beliefs about the right way to use a female/male condom
4. chances of having one partner at a time
5. chances of communicating to partner positive results if having a STI
6. self-efficacy beliefs about asking partner to use a condom

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

4 conditions in an online randomised experiment, participants will be assigned using a simple randomisation to 1 of 4 treatments (Gain-framed, Loss-framed, Practical and Placebo).

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

Information will be collected using Qualtrics to assess the impact of the aforementioned treatments on the outcome of interest. Socio-demographic question will be used to evaluate the balance of the sample, and comparisons across treatments using parametric and non-parametric test in order to assess differences in effects across treatments. These tests and OLS regression will be used for the final analysis.

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

The questionnaire will collect data on participants' beliefs about the likelihood of certain events to happen, therefore all answers have been coded into the questionnaire with values between 0 to 100 in an attempt to eliminate outliers in the data set. Additionally, open-ended questions such as participants age have also been programmed with restrictions. We will therefore respect the data as it is, and will not eliminate any of the 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.

Based on power calculations, the experiment aims at having 2000 participants (500 participants per experimental arm). The sample size assumes 80% statistical power. The calculation is based on a previous study (Dupas, Pascaline, 2011) that had similar elements in their experimental arms (participants where shown a video about sugar daddies), we estimate a 22% treatment effect on condom use, combining this with information from the most recent Demographic and Health Survey (DHS) from Nigeria on condom use which is currently 40,4%.

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

If statistical power allows, the research team will also do a subgroup analysis between male and female.