Prevent vs. Cure: Moderation by Ethical Decision Focus (#27588)

Author(s)

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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?

The key hypothesis is:

The increased preference for natural when preventing vs. curing is attenuated when the priority is ethical decision-making. In other words, the effect of treatment purpose (prevent vs. cure) is moderated by decision priority (ethical decision-making vs. control).

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

The key dependent variable is preference for natural product on a 7-point likert scale.

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

Participants are exposed to four different scenarios in a fully within subjects 2 (Treatment Purpose: Prevent vs. Cure) X 2 (Decision Priority: Control, Ethical Decision-Making) experimental design. Participants will see scenarios in randomized order.

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

We will conduct a 2 (treatment purpose: prevent vs. cure) by 2 (decision priority: ethical vs. control) repeated measures ANOVA, where the dependent variable will be preference for natural product. The key hypothesis is tested through the interaction term in the model.

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

There will be no exclusions.

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 600 complete responses.

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

No