

**Voting Behavior: Mixed Valences (exposure to either Smith OR Jones) (#46802)**

Created: 08/27/2020 09:40 AM (PT)

Public: 08/27/2020 09:56 AM (PT)

**Author(s)**

Roland Pfister (Julius-Maximilians-Universität Würzburg) - roland.pfister@psychologie.uni-wuerzburg.de

Patricia Holzmann (Julius-Maximilians-Universität Würzburg) - patricia.holzmann@stud-mail.uni-wuerzburg.de

**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?**

Participants in the previous experiments were exposed to two different names (Smith and Jones) on fictitious news websites. The names were displayed in varying frequencies with one appearing frequently (95% of the trials) while the other appears infrequently (5%). The news websites were presented in the context of a task in which the participants were asked to track the economic development of five companies in a fictitious country. After going through a series of news websites, participants were instructed to imagine that they were to vote for a political leader with the two names as options. We found the frequent name to be chosen significantly more often than the infrequent name. This experiment aims at replicating this result by using one name only during the initial phase of the experiment (i.e., frequencies of 100% vs. 0%).

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

Vote on a ballot paper (choice). Participants are forced to pick one (and only one) of the two names. The two names are presented next to each other (one on the left, the other on the right) with order randomized across participants.

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

Participants go through 40 trials, with each trial consisting of a fictitious news website. Each website features a lead article and information about economic development of five companies. The lead article consists of a picture, a headline and a catchphrase. The headline features one of the two names. For each participant, one name appears in throughout all of the 40 trials whereas the other name does not appear in the initial phase. Identity of the frequent and infrequent (=absent) name and order of the headlines are randomized across participants. Valences of the headlines are mixed following a pre-rating of previous items: 20 are moderately positive, 20 are moderately negative.

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

A  $\chi^2$ -test will be performed with the null hypothesis being an equal distribution of votes across the two names (frequent name vs. infrequent name).

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

Participants are excluded if they indicate suspicions about or insight into the experiment's rationale.

**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 aim at collecting data of 150 participants.

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

The experiment concludes with a structured debriefing which includes a question on the amount of attention paid to the content of the news articles (including the names). We will assess the impact of this factor on voting behavior via logistic regression analyses. We will also assess whether the order of the two names on the ballot paper (infrequent name first vs. frequent name first) affects choices and will include this factor in the main analysis if such an effect occurs.

Finally, an additional debriefing question will target implicit personality theories of the two political candidates (passive vs. active; modest vs. assertive) and we will probe for the differences between the frequent and the infrequent name and investigate whether it mediates the hypothesized impact of frequency on voting behavior.