Caregiving Cookies for Self versus Partner – Prolific Study, July 2020 (#45419)

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?
We examine whether consumers prefer more effortful options when caring for others versus themselves. Specifically, we predict that consumers will be more likely to choose an effortful option (i.e., baking cookies using a mix rather than using frozen cookie dough) when taking care of their partner compared to when taking care of themselves.

3) Describe the key dependent variable(s) specifying how they will be measured.
Our key dependent measure will be the choice between baking cookies using a cookie mix (effortful option) and using ready-to-finish cookies (i.e., frozen cookie dough, effortless option). To make the choice consequential, all participants will be informed that one of the participants who complete this study will win a gift certificate to buy the product they select. After making a choice, participants will answer follow-up questions about the two options indicating which option (1) is more effortful for them, (2) is more enjoyable for them, and (3) provides tastier cookies.

4) How many and which conditions will participants be assigned to?
This study has two conditions:
• self: participants choose an option to treat themselves.
• other: participants choose an option to treat their partner.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
Unless more complex models are recommended, we will compare distributions of choice between the two conditions using a chi-square test.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
All participants who complete this study will be included in our analysis.

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.
To recruit participants for this study, we will post a hit on Prolific Academic for 800 participants. Deviations from this goal are entirely due to Prolific software and outside our control. Data will not be analyzed until collection has been completed and the survey has been closed.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
Demographics: At the end of the study, participants will answer demographics (e.g., gender, age) and will also indicate to what extent baking is part of their identity (three items; e.g., “Baking is one of my favorite hobbies”).

Follow-up analyses: As robustness checks, we will run binary logistic regressions to see if the effect of condition (Self vs. other) on choice holds when controlling for (1) how tasty both options are, (2) how enjoyable the two processes are, and (3) baking identity.