Moral Persuasion and Counterattitudinal Appeals (Replication) (#5554)

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?
When people are faced with an explicitly moral appeal (vs. non-moral appeal) advocating a counter-attitudinal position, does holding one’s attitude with moral conviction produce a matching effect (i.e., greater persuasion by moral than by non-moral messages), an attitude strength effect (i.e., equivalent resistance to moral and non-moral messages), or a moral rejection effect (i.e., greater resistance to a moral than non-moral message)? Additionally, we hope to explore potential moderators of effects that do arise.

3) Describe the key dependent variable(s) specifying how they will be measured.
Persuasion will be indicated by participants’ attitudes toward the topic of the message, measured with three semantic differential questions (good/bad, positive/negative, like/dislike).

4) How many and which conditions will participants be assigned to?
Participants will be assigned to two experimental conditions: moral appeal and pragmatic appeal.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
A multiple regression analysis will test the central hypothesis, treating attitudes as the dependent measure, entering moral conviction and type of appeal in the first step and entering the 2-way interaction term in the second step. We are thus testing the interaction between moral conviction and type of message on post-message attitudes. Pre-message attitudes will also be measured. Depending on multicollinearity concerns, pre-message attitudes will be entered as a covariate to more explicitly assess attitude change.

6) Any secondary analyses?
Other measures are being included for exploratory secondary analyses: (1) measures assessing openness to change, (2) political ideology, and (3) a thought-listing procedure.

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 to collect data from 200 participants on Mechanical Turk (with an openness to collecting more data if the target interaction appears promising but nonsignificant, p < .25).

8) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)
Because this study aims to focus on reactions to counter-attitudinal message positions, we plan to exclude participants who express negative attitudes toward recycling (i.e., below the scale midpoint on the initial attitude measure).
Note: The full title of this study is “Moral Persuasion, Moral Conviction, and Counterattitudinal Appeals (Replication)”, but we have abridged the name above due to a character limit.

Available at https://aspredicted.org/n3pd9.pdf