1) What's the main question being asked or hypothesis being tested in this study?
We want to develop the Creepiness of Situation Scale. It shall be a measure of the creepiness of a situation. We define creepiness as an unclear feeling relatively early within an ambiguous situation; people that find themselves in a creepy situation do not know how to behave, they do not know what to expect of this situation and the situation somehow feels threatening. Creepy feelings should rather occur in unknown and new situations than in familiar situations.

The first step for developing this scale was the item generation. This step was already executed. Two SMEs searched the literature towards creepiness. Based on this literature the SMEs generated items, discussed these items, talked about potential dimensions of creepiness, translated the items into English and sent them to a native English-speaking proofreader. 14 items were generated. You can find the items in our OSF storage (https://osf.io/327zb/)

In this study, we would like to know which of these items adequately represent our hypothesized creepiness scale. We also hypothesize that creepiness consists of two correlated factors, namely Emotional Impression and Ambiguity.

This study is the first part of the entire Development of the Creepiness of Situation Scale study.

2) Describe the key dependent variable(s) specifying how they will be measured.
The 14 creepiness items serve as our examined variables; participants answer on a seven point scale from “Strongly Disagree” to “Strongly Agree”. The sample will be taken from Amazon MTurk.

3) How many and which conditions will participants be assigned to?
There is only one condition in which participants will go through a 7 minute online study. First, participants have to read a short description of the situation they have to immerse in. Next, participants watch a video of about three minutes that is shot from first-person perspective. In this video, participants see a computer screen and they hear keyboard and mouse sounds whilst something is written via a word processing program you can see on the screen. Suddenly an error sound occurs and the keyboard and mouse do not react any more. The person in the video turns off the computer, but it does not turn on again, not even after several slight hits with the palm. The person writes to a friend for help, however, whilst writing a telephone call comes in from an unknown number. On the phone there is a customer support member that knows exactly what just happened and offers help. Then the situation is over. You can watch the video in our OSF storage (https://osf.io/327zb/)

4) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
Exploratory factor analysis and reliability analysis.

5) Any secondary analyses?
Partial confirmatory analysis as suggested by Gignac (2009).

6) 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.
The sample size will be 300, this was determined following suggestions of Bortz and Schuster (2011).

7) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)
There was a pre-study in which we collected data of 9 people to test if the situation we chose evokes sufficient variance within the items. After the pre-test, we brought the items into a random order for the real test phase. These data will not be included in our real study.

8) Have any data been collected for this study already?
No, no data have been collected for this study yet.