

## Review selection Study 3: free-choice vs. assignment (#8971)

Created: 03/09/2018 05:43 AM (PT)

Public: 01/25/2021 11:20 PM (PT)

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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?

RQ: Does the selection of customer reviews differ depending on whether participants chose the product they will read the reviews about themselves or get it assigned?

Two competing predictions can be derived based on previous study results and theoretical rationales:

Hypothesis1: Based on previous study results it is hypothesized that there won't be any differences between the two conditions for selecting reviews (balanced review selection for both groups)

Hypothesis2: Based on theoretical rationales it is hypothesized that participants who select a product by themselves will on average select more positive reviews than participants who getting one product assigned (confirmation biased selection).

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

DV: The selection of reviews participants choose after seeing the (assigned or self-chosen) product. Participants can select as many reviews as they want from 7 categories differing in the attitude towards the toothbrush.

Predictor: Self-chosen or assigned toothbrush out of six electrical toothbrushes: an overview of six electrical toothbrushes differing in subjective quality (based on a pretest) is presented. Depending on experimental condition, participants choose one toothbrush or get the toothbrush with the highest overall rating.

For exploratory purposes we assessed the following variables: an overall rating and the certainty about the rating of the chosen or assigned toothbrush; own use of product reviews; online shopping behavior (how they normally choose and purchase a product); demographic variables such as age, gender and study course.

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

Two conditions will be implemented: self-chosen vs. assigned product.

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

The main hypotheses will be tested using t-tests (two tailed) to see if there is a difference between the two conditions regarding the mean review selection (i.e., mean of selected category [1-7] per person).

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

Prerequisites for participation:

- fluent in German
- age between 18 and 35 years (materials designed for typical undergraduates)
- non-psychology students
- not using a smartphone/ mobile phone to participate (material designed for bigger devices)

Note that any participants who wish to withdraw their data after debriefing will be deleted before 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.

Due to the null hypothesis we ideally aiming at  $N = 428$  (power of .95, alpha-error probability .05, expected small to medium effect size:  $d = .35$ ). Given that we might not reach this ideal sample size, we aim to recruit at least  $N > 210$  (power of .95, alpha-error probability .05, medium effect size:  $d = .50$ ). The study will be conducted online and data collection will be closed after 2 weeks or if the ideal sample size is reached.

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

exploratory analyses to test if effects hold when controlling for the above mentioned control variables