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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?

This study aims to examine the role of a specific kind of beliefs in value-attitude and value-behavior relations. I propose that beliefs that incorporate the object of attitude and relevant personal values act as moderators in the value-attitude part of the value-attitude-behavior hierarchy. For example, believing that washing hands (a behavior) promotes personal health (a value) is a necessary precondition for the positive association between the value of personal security and attitude to washing hands, as well as the subsequent behavior. Reversing that belief so that washing hands is seen as endangering personal health should lead to a negative association between the value of personal security and that behavior and the associated attitude.

In this study I will conduct three trials, each involving a behavior that is novel to the participants and a manipulation of value-related beliefs about the behavior. Each manipulation will be either positive (promoting a positive association between a specific value and the object of attitude), negative (promoting a negative association) or control (not promoting an association). The values under study are Universalism-concern, personal security, and conformity-rules, as defined and measured in the refined theory of basic human values (Schwartz et al., 2016).

I expect the condition to moderate the relationship between the value and the attitude towards the behavior, and between the value and the behavioral intention (H1). I hypothesize the direction of the effects: the positive manipulation should result in a more positive relationship between the value and the dependant variables compared to control and to the negative manipulation conditions, and the negative manipulation should result in a more negative relationship than the other two conditions (H2). I also expect the positive manipulation to result in a positive relationship between the value and the dependant variables, and the negative manipulation to result in a negative relationship (H3).

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

There are two dependent variables in the study: attitude towards the behavior and behavioral intention, measured separately for each of the two trials. Attitude towards the behavior will be assessed using a 7-point semantic differential scale (quote), with anchors being harmful-beneficial, good-bad, pleasant-unpleasant and worthless-useful.

Behavioral intention will be assessed using 3 questions on intention and self-prediction (Armitage & Conner, 2001): "I intend to...", "I want to...", and "I expect to..." perform the behavior, with responses ranging on a 7-point Likert-type scale with response anchors "Strongly disagree" and "Strongly agree". Scores for attitude and behavioral intention questions will be averaged to produce composite scores for the two variables.

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

There will be three trials in a web-based experiment.

In each trial participants will be assigned to one of three conditions: they will either read a vignette promoting a positive association between the value and the attitude, a vignette promoting a negative association, or a control neutral vignette.

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

For each of the trials, two analyses of covariance will be performed to test the major hypotheses: both analyses will use centered value scores for the relevant value obtained from PVQ-RR (Schwartz et al., 2012), the condition, and their interaction as explanatory variables, and one will use the attitude and the other the behavioral intention as dependent variables.

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

I will exclude participants who incorrectly answer both attention check questions. Additionally, participants who will use the same response option for 50 or more out of the 57 PVQ questions will be excluded from the 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.

We will offer the task at Amazon Mechanical Turk with remuneration of 80 US cents per completion, 40% Amazon service fee and budget of 2000 USD; All collected data will be used. We expect around 1800 completions.

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

If I do find the moderation, a comparison of structural equation models can be used to see if the moderation occurs at the value-attitude or attitude-behavior level.