

Calorie estimation (#38932)

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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?

A low anchor has a greater effect on the estimate of the largest magnitude stimulus than on the estimate of the smallest magnitude stimulus in the set.

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

Participants will be asked to estimate the calories contained in three sizes of McDonald's fries (small, medium, large).

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

(1) Low anchor: participant will first estimate the calories contained in McDonald's Kids fries, and then estimate the calories of each of the focal fries (i.e., small, medium, large)

(2) Control: participants will first estimate the calories of each of the focal fries, and then estimate the calories contained in Kids fries.

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

We will conduct log-transformation if the raw means are skewed.

We will first conduct a 3 (within: small, medium, large) x 2 (between; control vs. low anchor) mixed ANCOVA with the estimated calories of Kids fries as a covariate, and then conduct simple comparisons of calorie estimates of small, medium, large fries, between conditions.

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

We will exclude estimates that violate the following rule of calorie estimate: large > medium > small. We will exclude participants who search on Google while responding to the questions.

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 recruit 200 participants to participate in this study.

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

Nothing else to pre-register.