Impact of Question Headlines on Click-Through Rates (#197456)

Author(s)
Carson Batchelor (x) - cmbatchelor@wisc.edu

Pre-registered on: 11/04/2024 09:16 AM (PT)

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?
Hypothesis: Headlines that contain a question will result in a higher click-through rate compared to those that do not contain a question.

3) Describe the key dependent variable(s) specifying how they will be measured.
Dependent Variable: Click through rate for each headline. This can be measured as the number of clicks received divided by the number of impressions per headline.

4) How many and which conditions will participants be assigned to?
Condition 1: Headlines that contain a question mark
Condition 2: headlines that do not contain a question mark

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
First, I would conduct a comparison of the means between the clickthrough rate of question headline and no-question headlines. I would then use the confidence intervals of the average treatment effect to assess if the results are significant by seeing if they contain 0 or not.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
I will not exclude any outliers from my experiment

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.
the sample size will be determined by including all experiments from the database when the data collection is complete

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.