Books: difference plain vs elaborate cover

* Theoretical piece, mediator, that explains the relationship between the IVs and moderator and DVs, so what you think about showing a fancy cover why does it affect you
  + Curiousity mediator and then
  + Measure curtiousity
* Take second approach that uses choice as DV and then IV does it have a fancy cover or not. And then you say I think this is especially the case for people who have a high need for uniqueness. Then you have IV you manipulate which is cover or not and mod is need for uniqueness and then DV is choicde.

More opportunit for theory

Difference in valuation of games, bonus releases online, wtp , or extra content only available for in-game purchases

* Type of people
* Products
* Situation would this not hold
* Testable
* New
* Interesting
  + Goldilocks idea, not too big, because impossible to theorize about it, also not too small.
* Clear about what your experiment will look like and how that tests the theoy.
  + E.g. I am going to anipulate cover, by presenting some people with a plain cover and some with an ornate cover, the plain cover will not. Then I will measure need for uniqueness with a scale. This is an example of the scla.e DV is choice for a book.