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On or Off Track: Study S3a (length) (#62985)

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This is an anonymized copy (without author names) of the pre-registration. It was created by the author(s) to use during peer-review.
A non-anonymized version (containing author names) should be made available by the authors when the work it supports is made public.

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?
Participants with an intact streak of completing language learning questions on an app will be more likely to continue to use the app than participants with a broken streak.

3) Describe the key dependent variable(s) specifying how they will be measured.
Choice between completing another language learning question (1) and doing a different, more enjoyable task: watching a fun video (0).

4) How many and which conditions will participants be assigned to?
2(streak: intact or broken) x 2(streak length: 3 or 6 questions) btwn subj, randomly assigned
Participants' question progress will be logged on a tracker at the top of the app, which will display a checkmark for each completed question. Participants in the length=3 condition will complete 3 questions before the focal question, while participants in the length=6 condition will complete 6 questions before the focal question.
The focal question will be the same for everyone, but either will be logged successfully (intact condition) or unable to log because of an error we say will definitely not occur again (broken condition). Then we ask participants the main DV choice (whether to continue using the language learning app or to instead watch a fun video) after this focal question.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
A logit with streak condition, length condition, and their interaction. We anticipate a main effect of streak condition, with the intact streak condition continuing with the app more than the broken streak condition.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We will have a brief bot check at the start of the survey, before condition is assigned, and participants cannot complete the HIT if they fail. We will include all participants who complete the entire study in our sample (i.e., no planned exclusions).

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 600 participants on MTurk via Cloud Research.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will also ask participants if they would be willing to watch an ad to maintain/protect or repair their streak (depending on condition), if they were to continue using the language app for the rest of the session.
To verify that the outside option is more enticing, we will ask participants to rate how enjoyable completing language learning questions and watching videos are (1-11 scales).
We will also ask participants' willingness to recommend the app to a friend and use the all in the future (1-11 scales).