Facebook Habits: Reactions to Social Reward (#▨▨▨)

Created: 02/06/2019 09:11 PM (PT)

Public: 03/10/2020 11:43 AM (PT)

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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?

We will ask whether posting on Facebook can be considered a "habit" by examining post reactions and social support as a form of reward. All predictions are based on earlier days' posts (taken from observational data tracking Facebook posts over a 4-day period). We predict that the earlier days' evaluative reactions to posts will interact with Facebook habit strength (assessed through past post frequency and through the self-reported behavioral automaticity scale [SRBAI]), predicting likelihood of subsequent postings, such that others' reactions don't matter for people with strong Facebook habits. In particular, we predict that the "most habitual" Facebook posters will:

A. Post in subsequent days regardless of the valence of reactions (positive or negative and from real data) in previous days.
B. Post in subsequent days regardless of the number of reactions received in previous days.
C. Post in subsequent days regardless of the emotion they wanted to elicit with a given post in previous days.
D. Post in subsequent days regardless of their perceived social support in previous days.

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

Number of posts per day (coded by trained RAs), desired emotional reactions to posts (positive, negative), and perceived social support (via daily self-report scales). We will also have participants help code comments as positive or negative at the end of the study period.

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

There will not be conditions in this experiment. Behavior will be measured based on scales.

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

We will use a Hierarchal Linear Model to measure the impact of positive and negative comments (per day) on number of posts on each subsequent day of the study, and perceived social support (within-subject). We will also look at how habit strength (via self-report habit index)--between subjects--predicts or does not predict these DVs (number of posts and perceived social support).

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

Subjects who sign up but do not have a facebook account, or list themselves as using Facebook for "0" hours per week in the demographics part of the survey will be excluded. Subjects who do not submit data for at least 2 of the 4 study days will also be excluded from the sample.

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 study beginning 02/07/2019 until either 200 participants are collected or 02/16/2019, whichever comes first.

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.