

# Debrief after participation

## Study aim and hypotheses

This study attempts to demonstrate that even apparently simple psychological questions can be surprisingly difficult to answer scientifically, and that there may be substantial variations in the answer provided by different choices in the method and analysis, even when these choices seem equally reasonable. This is done by trying to estimate what should be an extremely simple preference: the self-reported preference for chocolate over feces (poop).

This study is based on a previously published one by Balcetis & Dunning (2010, Study 3b) that, perhaps unsurprisingly, established this preference for chocolate over feces. This study builds on that previous work by varying the way in which the questions are asked, the way in which the data is scored, and the way in which the analyses are run, to determine whether the precise answers to this question can vary. These variations represent plausible different choices in data analysis

We hypothesize that these plausible variations in method and analysis will produce larger differences in the precise statistical answer to this apparently simple question. Results will be used to educate other psychology researchers, including students, on the difficulties involved in answering even simple questions. The effect sizes we produce here can also be used as benchmarks for future studies, to help other researchers improve their intuitions for judging the real-world magnitude of statistical effect sizes.