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Automated Vehicles- Tesla Website Survey (#136413)

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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?
Tesla Inc., an American multinational automotive and energy company, has labelled its autonomous vehicle program 'Autopilot'. This study investigates whether consumers can readily find information about the true capability of the Tesla Autopilot – Level 2 automation – on Tesla's website. The hypothesis is that consumers cannot readily find this information on the website, so they make inferences about the car's capability based on the label ('Autopilot'), inflating the car's perceived capability.

3) Describe the key dependent variable(s) specifying how they will be measured.
The dependent variables are:
(1) words recalled. "Please use the following text box to type any words or phrases you might recall from the website. Please note that the goal of this task is not to test accuracy, so please do your best to recall any words or phrases without referencing the website again"
(2) availability of info. "On Tesla's Autopilot website, have you been able to find the level of automation for Tesla's Autopilot?" [yes/no]
(3) level of automation. "Please indicate what level of automation you think Tesla Autopilot is, based on the information provided on the website." [1,2,3,4,5,6]
If participants answer 'yes' to question 2, we will also ask them two more questions:
"How easy or hard was it to find this information?" [1=Very easy, 100=Very hard]
"Please explain where on Tesla's website you were able to find this information on Autopilot's automation level."

4) How many and which conditions will participants be assigned to?
There will be one condition only- all participants will be provided with the link to Tesla's Autopilot website and asked the questions mentioned above.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We will analyze what proportion of participants are able to find the information on the true level of automation for Tesla's autopilot. We will also conduct a t-test to test for any differences in the true level of automation for those who were able to find this information and the perceived level of automation for those who were unable to find this information. For those who found the information, we will analyze whether they thought it was more difficult than chance to find the information.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We will exclude participants who fail any 1 of our 3 comprehension check questions incorrectly.

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 collect 100 responses.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
Only participants who pass two attention checks at the beginning of the survey will be permitted to participate. We will include some demographic questions but nothing identifiable (age, gender, whether they have a drivers license). We will also ask participants how familiar they are with AVs on a 100-point scale with endpoints [0- Very little and 100- A lot], as well as how familiar they are with Tesla's Autopilot on the same scale. These may be included in additional exploratory analyses.