

Research Plan/Project Summary Instructions

A complete Research Plan/Project Summary is required for ALL projects and must accompany Student Checklist (1A).

1. All projects must have a Research Plan/Project Summary
 - a. Written prior to experimentation following the instructions below to detail the rationale, research question(s), methodology, and risk assessment of the proposed research.
 - b. If changes are made during the research, such changes can be added to the original research plan as an addendum, recognizing that some changes may require returning to the IRB or SRC for appropriate review and approvals. If no additional approvals are required, this addendum serves as a project summary to explain research that was conducted.
 - c. If no changes are made from the original research plan, no project summary is required.
2. Some studies, such as an engineering design or mathematics projects, will be less detailed in the initial project plan and will change through the course of research. If such changes occur, a project summary that explains what was done is required and can be appended to the original research plan.
3. The Research Plan/Project Summary should include the following:
 - a. **RATIONALE:** Include a brief synopsis of the background that supports your research problem and explain why this research is important and if applicable, explain any societal impact of your research.
 - b. **RESEARCH QUESTION(S), HYPOTHESIS(ES), ENGINEERING GOAL(S), EXPECTED OUTCOMES:** How is this based on the rationale described above?
 - c. Describe the following in detail:
 - **Procedures:** Detail all procedures and experimental design including methods for data collection. Describe only your project. Do not include work done by mentor or others.
 - **Risk and Safety:** Identify any potential risks and safety precautions needed.
 - **Data Analysis:** Describe the procedures you will use to analyze the data/results.
 - d. **BIBLIOGRAPHY:** List major references (e.g. science journal articles, books, internet sites) from your literature review. If you plan to use vertebrate animals, one of these references must be an animal care reference.

Items 1–4 below are subject-specific guidelines for additional items to be included in your research plan/project summary as applicable.

1. **Human participants research:**
 - a. **Participants:** Describe age range, gender, racial/ethnic composition of participants. Identify vulnerable populations (minors, pregnant women, prisoners, mentally disabled or economically disadvantaged).
 - b. **Recruitment:** Where will you find your participants? How will they be invited to participate?
 - c. **Methods:** What will participants be asked to do? Will you use any surveys, questionnaires or tests? If yes and not your own, how did you obtain? Did it require permissions? If so, explain. What is the frequency and length of time involved for each subject?
 - d. **Risk Assessment:** What are the risks or potential discomforts (physical, psychological, time involved, social, legal, etc.) to participants? How will you minimize risks? List any benefits to society or participants.
 - e. **Protection of Privacy:** Will identifiable information (e.g., names, telephone numbers, birth dates, email addresses) be collected? Will data be confidential/anonymous? If anonymous, describe how the data will be collected. If not anonymous, what procedures are in place for safeguarding confidentiality? Where will data be stored? Who will have access to the data? What will you do with the data after the study?
 - f. **Informed Consent Process:** Describe how you will inform participants about the purpose of the study, what they will be asked to do, that their participation is voluntary and they have the right to stop at any time.
2. **Vertebrate animal research:**
 - a. Discuss potential ALTERNATIVES to vertebrate animal use and present justification for use of vertebrates.
 - b. Explain potential impact or contribution of this research.
 - c. Detail all procedures to be used, including methods used to minimize potential discomfort, distress, pain and injury to the animals and detailed chemical concentrations and drug dosages.
 - d. Detail animal numbers, species, strain, sex, age, source, etc., include justification of the numbers planned.
 - e. Describe housing and oversight of daily care
 - f. Discuss disposition of the animals at the termination of the study.
3. **Potentially hazardous biological agents research:**
 - a. Give source of the organism and describe BSL assessment process and BSL determination.
 - b. Detail safety precautions and discuss methods of disposal.
4. **Hazardous chemicals, activities & devices:**
 - Describe Risk Assessment process, supervision, safety precautions and methods of disposal.
 - Material Safety Data Sheets are not necessary to submit with paperwork.

David Frank

Title: Shattering the Illusion of the Self-Earned Tip: The Effect of a Restaurant Magician on Wo-Workers' Tips

Category: Behavioral and Social Sciences

Research Plan 2019

A. Rationale: *Include a brief synopsis of the background that supports your research problem and explain why this research is important and if applicable, explain any societal impact of your research.*

In many countries around the world, bartenders, cab drivers, doormen, hairstylists, parking valets, restaurant waiters, tour guides and other service workers derive a portion of their compensation and income from voluntary payments made by their customers (Lynn 2016). These payments (called a “tip,” “mancia,” and “punta” among other names) often increase the costs of services by 10% or more (Lynn and Lynn 2004) and collectively amount to over \$45 billion a year in the United States’ food service industry alone (Azar 2008). As a common and economically important form of voluntary pricing and employee compensation, tipping has attracted the attention of scholars in economics, human resources, marketing, psychology and other fields and there is now a substantial academic literature devoted to the determinants of this behavior (see Lynn 2015, for a review).

Most existing studies of tipping have tested the effects of characteristics of the tipper, the tip recipient, or the service encounter (c.f., Chandar, Gneezy, List and Muir 2019; Conlin, Lynn and O’Donoghue 2003; Kerr, et. al. 2009) with little attention given to the effects of third parties. A few studies have examined the effects of other customers on tippers’ decisions (c.f., Boyes, Mounts and Sowell 2006; Freeman, Walker, Borden, and Latane 1975), but to our knowledge none has examined the potential effects on tipping of service providers other than the tip recipient. This oversight is unfortunate, because people often encounter numerous service providers in close temporal and spatial proximity to one another. For example, in hotels, a doorman removes guests’ luggage from their cars and opens the door for them, a bellhop brings guests to their rooms, a maid cleans those rooms, and a room-service waiter delivers food to the room. Similarly, in restaurants, a valet parks the guest’s car, a bartender mixes the guest a drink (which a cocktail waitress delivers) while he or she waits in the lounge for a table in the dining room, a musician provides entertainment, a hostess seats the guest, a sommelier recommends a wine, opens the bottle ordered and pours the wine, a waiter or waitress takes the guest’s food order and delivers the meal (which is prepared by a cook), and a busboy refills water glasses and clears empty plates from the table. Many of these different service providers expect tips and the

potential dependence of those tips on the performance of, and tips received by, their coworkers is of both theoretical and practical importance. Accordingly, those potential dependencies and their implications will be explored.

B. Research Question(s), Hypothesis(es), Engineering Goal(s), Expected Outcome(s)

How is this based on the rationale described above?

How does having a table magician perform at a restaurant affect:

- (1) per-person sales?
- (2) servers' tips?

C. Describe the following in detail:

- **Procedures:** *Detail all procedures and experimental design including methods for data collection. Describe only your project. Do not include work done by mentor or others.*

Table magic will be performed throughout the week. Each work night, the tables will be divided into two groups: those that were performed for (experimental) and those that were not (control). For the control group, the information will be recorded on the size of the group, the server's tip amount, and the overall bill size for the customers. Data will be collected for the experimental group by recording the same information, with the addition of whether or not the group was left with a playing card and the size of the magician's tip which will be randomly assigned. In order to randomize which tables are performed for and which ones are not, when the magician walks into the restaurant, he takes note of each table number being occupied and writes it down on index cards. He then shuffles and randomly selects a table number to focus on. After this, the magician flips a coin; if it lands on heads, he approaches the table and, given that the customer agrees, does magic, and if it is tails, he doesn't do magic and obtains the information from the manager or restaurant owner from the Point of Sale (POS) system.

Note: The table magician and primary investigator of this study performs magic at this restaurant on a regular basis.

- **Risk and Safety:** *Identify any potential risks and safety precautions needed.*

There is no more than minimal risk to participants. The table magician and primary investigator of this study performs magic at this restaurant on a regular basis. Therefore, as usual, the customers are asked if they would like to see magic or not. If not, the magician will ask another customer. People will not be aware that they are in a study, so the probability and magnitude of

harm or discomfort anticipated in the research are not greater (in and of themselves) than those ordinarily encountered in everyday life. The table magician and primary investigator of this study will record his observations. The magician and primary investigator performs magic at this restaurant on a regular basis, so nothing has been changed from a typical evening at this restaurant.

- **Data Analysis:** *Describe the procedures you will use to analyze the data/results.*

Data will be imported into Excel and SPSS which will be used to perform statistical analyses such as t-tests.

- **Bibliography:** *List major references (e.g. science journal articles, books, internet sites) from your literature review. If you plan to use vertebrate animals, one of these references must be an animal care reference.*

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1. Human Participant Research:

A. **Participants:** Describe age range, gender, racial/ethnic composition of participants. Identify vulnerable populations (minors, pregnant women, prisoners, mentally disabled or economically disadvantaged).

Customers at a local Italian restaurant.

B. **Recruitment:** Where will you and your participants? How will they be invited to participate?

No recruitment is necessary.

C. **Methods:** What will participants be asked to do? Will you use any surveys, questionnaires or tests? What is the frequency and length of time involved for each subject?

Magic tricks will be performed for the customers. Participants will not be asked to do anything. The magician and primary investigator will ask the customer if they would like to see magic as he does every night he works at the restaurant. As usual, if the customer says no then he does not perform and if they say yes he does perform. No surveys, questionnaires or tests will be used. The magician will only ask the table once if they want to see a magic performance and it will last approximately 5-10 minutes.

Note: The table magician and primary investigator of this study performs magic at this restaurant on a regular basis.

*D. **Risk Assessment:** What are the risks or potential discomforts (physical, psychological, time involved, social, legal, etc.) to participants? How will you minimize risks? List any benefits to society or participants.*

There is no more than minimal risk to participants. The magician regularly performs at this restaurant. Subjects are only involved in the study to the extent that they watch a magic trick. This study may provide an understanding of factors that influence tipping behavior, which heavily affects the American economy.

*E. **Protection of Privacy:** Will identifiable information (e.g., names, telephone numbers, birth dates, email addresses) be collected? Will data be confidential/anonymous? If anonymous, describe how the data will be collected. If not anonymous, what procedures are in place for safeguarding confidentiality? Where will data be stored? Who will have access to the data? What will you do with the data after the study?*

No identifiable information will be recorded. Data will be confidential and anonymous. A magician employed as a restaurant entertainer will randomly select tables on the nights he worked for inclusion in the study or not. He then will randomly assign included tables to either receive a tableside magic performance or not. Those who receive a performance will also be randomly assigned to receive or not receive a souvenir playing card used in the performance. The magician then will record the conditions that tables are assigned to, the number of people at the table, and the amounts (if any) they tipped him. He will also obtain the tables' group sizes, bill sizes and tips to their server from the restaurant manager. Data will be stored on an Excel spreadsheet. The principal investigator and Dr. Michael Lynn a professor of Cornell University will have access to the anonymous data. Data will be stored on the researcher's computer.

*F. **Informed Consent Process:** Describe how you will inform participants about the purpose of the study, what they will be asked to do, that their participation is voluntary and they have the right to stop at any time.*

Participants choose whether or not they want to see magic tricks as they typically do in this restaurant. Therefore, informed consent is not needed. Research does not manipulate the participants' behavior and the study does not involve more than minimal risk.

2. *Vertebrate animal research: Not Applicable*
3. *Potentially hazardous biological agents research: Not Applicable*
4. *Hazardous chemicals, activities, and devices: Not Applicable*

NO ADDENDUMS EXIST