

## **Referrals - Decline Effect Confirmation (#4413)**

**Created:** 06/07/2017 03:57 PM (PT)

**Shared:** 06/07/2017 04:05 PM (PT)

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### **1) What's the main question being asked or hypothesis being tested in this study?**

We will study how people think about a referral program for an imaginary email client. We will investigate two dependent variables: perceived quality of the product and how acceptable the act of sending referral links is.

For perceived quality: We predict that participants who are assigned to the role of referral senders will be less sensitive to small incentives for generating referrals than participants who are assigned to role of referral receivers. Specifically, when the incentive increases from \$0 to \$0.10, we predict that senders will perceive no change in how good a product needs to be to send a referral, whereas receivers will perceive a decrease in how good a product needs to be for a sender to send a referral.

For how acceptable the action is, we predict that senders and receivers will be similarly sensitive to the effect of an incentive increase, but that senders will feel that others will perceive their actions are less acceptable than receivers report how acceptable they perceive sending a referral link to be.

### **2) Describe the key dependent variable(s) specifying how they will be measured.**

Responses on a 7-point scale to questions of how acceptable the action of sending a referral is and to how good the quality of a product needs to be for a sender to send a recommendation.

Specifically, senders will respond to the question:

How acceptable do you think others will view your actions to be if you send invitations to all of your friends?

How good would the quality of the product need to be for you to send an invitation?

Receivers will respond to the questions:

How acceptable do you think your friend's actions are if he send invitations to all of his friends?

How good would the quality of the product need to be for your friend to send an invitation?

### **3) How many and which conditions will participants be assigned to?**

4 conditions in a 2x2 mixed design. The between-subjects condition is a manipulation of whether the participant is in the role of sender or receiver. The within-subject condition are two different levels of incentive: nothing and \$0.10.

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

We will conduct a regression analysis with a test for the regression coefficient associated with the condition participants are assigned to, the effect of the incentive, and the interaction between the two terms.

### **5) Any secondary analyses?**

Senders will answer an additional question: How acceptable do you think your actions would be if you send an invitation to all your friends?

We will compare if senders views of how others view them are different from how they view themselves.

### **6) 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 data until 1500 respondents have correctly answered an attention check. This attention check merely requires participants to recall whether they were assigned to the role of the referrer, or whether they were evaluating the action of a friend, who was the referrer.

### **7) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)**

We will exclude participants who are unable to correctly recall which role (sender or receiver) they were assigned to.

### **8) Have any data been collected for this study already?**

No, no data have been collected for this study yet