CONFIDENTIAL - FOR PEER-REVIEW ONLY

Stanford Wave 2 Advertisements (#9858)

Created: 04/13/2018 04:39 PM (PT)
Shared: 04/13/2018 05:43 PM (PT)

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?
Watching an advertisement for a company may increase a person's likelihood to recommend the company, likelihood to recommend the advertised product, and likelihood to recommend other products made by the company to a friend/colleague.

3) Describe the key dependent variable(s) specifying how they will be measured.
Demographic information (gender, age, race, hispanic status, education, income, and geographical region) plus responses on a 5-point scale to the following three questions:

How likely are you to recommend McDonald's to a friend or colleague?
How likely are you to recommend McDonald's french fries to a friend or colleague?
How likely are you to recommend McDonald's food to a friend or colleague?

4) How many and which conditions will participants be assigned to?
Two conditions -
1.) watch McDonald's video first, then answer questions about McDonald's, then watch Prudential video.
2.) watch Prudential video first, then answer questions about McDonald's, then watch McDonald's video.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
Structural equation modeling (SEM) will be used to assess the effect of watching an advertisement on likelihood to recommend the company and its products.
The model will include female, femalemiss, age, agemiss, Hispanic, Hispanicmiss, race, racemiss, education, educationmiss, income, incomemiss, region, and regionmiss as predictors.

Main hypotheses

To investigate the main hypothesis, parameters of a structural equation model using treatment to predict a latent variable, likelihood to recommend, measured by three indicators: likelihood to recommend the advertised product from a company (french fries), likelihood to recommend other products from the company (McDonald's food), and likelihood to recommend the company (McDonald's in general).

The estimated effect of treatment will gauge the effect of watching the McDonald's advertisement on the likelihood to recommend McDonald's and its products.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We will exclude participants who incorrectly answer the following attention check (there will be 7 options for participants to choose from):
To help us be sure that your [device/computer] is working properly with ours, please select
"Slightly disagree" below.

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.
This will be the first study in a series of studies that will collect data until the whole series has been completed by 1500 participants. Because participants typically drop out between the beginning and end of the series, this study will likely collect data from more than 1500 participants, but will collect data from at least 1500 participants.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)