Preregistration Report (08/18/2017)
Title: The A/B Illusion: Experiment 4 New Vignette Pilot Testing
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Research Questions:

The A/B illusion is a hypothesized phenomenon in which individuals perceive the decision to run a randomized, controlled experiment (e.g., comparing two interventions, policies, or practices) on human subjects as less appropriate than simply implementing one of those alternatives without testing its effects. The A/B Illusion was previously anecdotally observed and described (Meyer, 2015), but it had never been experimentally investigated until our pilot research. The research questions we are asking include:

1. Can we demonstrate the A/B illusion in naive research participants?
2. Assuming we are able to detect an effect, do any demographic variables or other individual differences either amplify or attenuate the A/B illusion?
3. What kinds of reasons do participants give for endorsing the A/B illusion, and what kinds of reasons do participants give for approving of unilateral implementation of untested policies?

The purpose of pilot testing our new vignettes is to determine whether participants object to the scenarios in any unforeseen ways, as well as to check for general clarity as we construct new vignettes in different domains where the A/B Illusion may emerge.

Online Dating Vignettes for Pilot Testing

0 → A: Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of a way to do this. So, based on the idea that "birds of a feather flock together," he decides to program his website to suggest users are a match when they answer 81-100% of questions in the same way.

How appropriate is the CEO's decision?

In a few sentences, please tell us why you chose the option you chose.

0 → B: Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of a

way to do this. So, based on the idea that "opposites attract," - so long as they aren't *too* different - he decides to program his website to suggest users are a match when they answer 61-80% of questions in the same way.

How appropriate is the CEO's decision?

In a few sentences, please tell us why you chose the option you chose.

0 → A/B Short: Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of two ways to do this. So, he decides to run an experiment by randomly assigning customers to one of two test conditions. For half of users, based on the idea that "opposites attract," - so long as they aren't *too* different - he programs his website to suggest users are a match when they answer 61-80% of questions in the same way. For the other half of users, based on the idea that "birds of a feather flock together," he programs his website to suggest users are a match when they answer 81-100% of questions in the same way.

How appropriate is the CEO's decision?

In a few sentences, please tell us why you chose the option you chose.

0 → A/B Long: Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of two ways to do this. So, he decides to run an experiment by randomly assigning customers to one of two test conditions. For half of users, based on the idea that "opposites attract," - so long as they aren't *too* different - he programs his website to suggest users are a match when they answer 61-80% of questions in the same way. For the other half of users, based on the idea that "birds of a feather flock together," he programs his website to suggest users are a match when they answer 81-100% of questions in the same way. After one year, all users will be matched according to whichever program results in greater customer satisfaction.

How appropriate is the CEO's decision?

In a few sentences, please tell us why you chose the option you chose.