Alignment Experiment 8 - Results summary

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Created 2021-01-11 14:03:33

Table 1

Group allocation to the between-subject variables of awareness, presentation, and distribution.

alignment	reliability_type	n
high	explicit	84
high	implicit	98
low	explicit	112
low	implicit	101
Total	-	395

Participants

Three hundred and ninety-five (152 female) people were recruited from the online recruitment platform Prolific. Participants were compensated at a rate of £5 an hour. The average age was 41.45 ($SD = 10.37$, $min = 29$, $max = 78$). Participants reported an average of 6.81 ($SD = 8.24$, $min = 0$, $max = 43$) years of work in a business setting, and an average of 3.6 ($SD = 6.3$, $min = 0$, $max = 45$) years of business education. The mean completion time was 11.33 ($SD = 11.17$, $min = 1.92$, $max = 183.7$) minutes. Table 1 shows the condition allocation.

Results

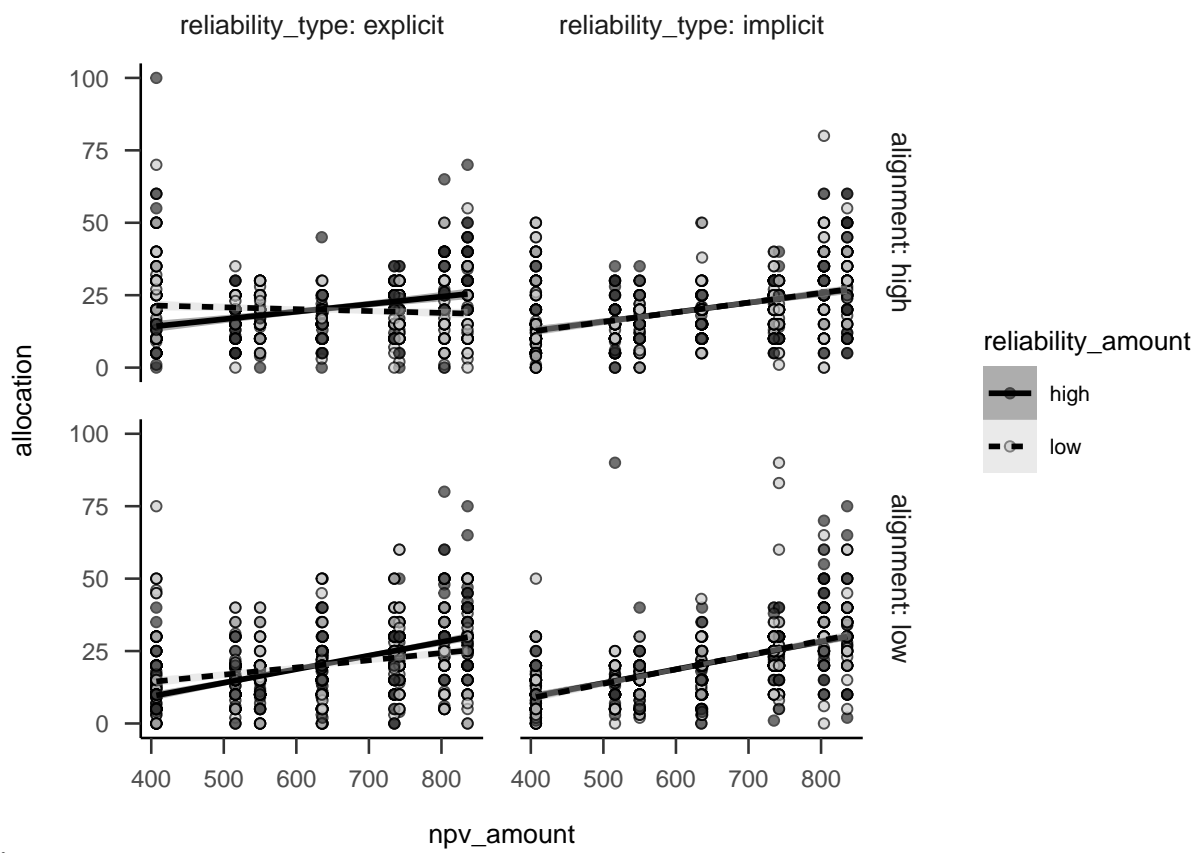### Project allocation

Figure 1 shows the allocation data. Table 2

Figure 1

Mean project acceptance for the similarity effect.

Table 2

Predictor	b	95% CI	$t(11842)$	p
Intercept	1.48	[-0.15, 3.11]	1.78	.075
Alignmentlow	-11.15	[-13.38, -8.93]	-9.83	$< .001$
Reliability amountlow	9.16	[6.85, 11.47]	7.78	$< .001$
Npv amount	0.03	[0.03, 0.03]	22.89	$< .001$
Alignmentlow × Reliability amountlow	-2.47	[-5.62, 0.67]	-1.54	.123
Alignmentlow × Npv amount	0.02	[0.01, 0.02]	10.09	$< .001$
Reliability amountlow × Npv amount	-0.01	[-0.02, -0.01]	-7.99	$< .001$
Alignmentlow × Reliability amountlow × Npv amount	0.00	[0.00, 0.01]	1.59	.113