

Second Replication of Study 1a of Etkin & Memmi (2020) (#54217)

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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?

This study is a replication of Study 1a in Etkin & Memmi (2020), "Goal Conflict Encourages Work and Discourages Leisure," published in the Journal of Consumer Research. This study explores how consumers "allocate time to work and leisure" in the face of a goal conflict. Specifically, we are investigating whether goal conflict increases time spent on a task framed as work and decreases time spent on a task framed as leisure.

3) Describe the key dependent variable(s) specifying how they will be measured.

Participants will be given the opportunity to read some book descriptions during a book browsing exercise. The key dependent variable is how much time participants spend on the book-browsing survey page. This measure will be log-transformed (using a natural log transformation).

4) How many and which conditions will participants be assigned to?

In this study, we will manipulate two variables between-subjects.

First, participants will list two goals, and then they will either write about a time in which they "did not feel conflict between these goals" (no-conflict condition) or about a time in which they "felt conflict between these goals" (conflict condition).

Second, the introduction to the book browsing exercise will either frame it as a leisure task or a work task. In the work-frame condition, participants will read: "Shopping for books is a productive activity that requires effort to do. People often browse online when they want to find books to read." In the leisure-frame condition, participants will read: "Shopping for books is a leisurely activity. People often browse for books online when they want to relax and enjoy themselves."

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

We will run two t-tests on the log-transformed time-spent-book-browsing measure, one that compares the no-conflict condition to the conflict condition within the work-frame condition, and one that compares those conditions within the leisure-frame condition.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

The survey software is supposed to prevent participants from spending longer than 300 seconds on the book browsing exercise, but in our first replication some participants somehow spent longer than this. We will code all book browsing times greater than 300 seconds as equal to 300 seconds.

We will exclude (1) participants who report an MTurk ID that is different from their actual MTurk ID (which will be automatically collected by Qualtrics), (2) those who do not answer "Browse for books" or "Read book reviews" as an answer to the question, "In the shopping activity, what best describes what you were asked to do?," which will be asked near the end of the survey, and (3) those who take longer than 30 minutes to complete the survey. In addition, we will exclude all responses from any participant whose MTurk ID (as recorded by Qualtrics) or IP Address (as recorded by Qualtrics) appears more than once in the dataset. Finally, only participants who submit the HIT for payment will be included in the final analyses. (Additionally, the survey will prevent those who take the study on a mobile device from completing the study.)

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.

We will collect data from 1,200 U.S. MTurk participants.

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

This will be the second of two replications that we conduct. This one will use Approved CloudResearch Participants.