

Cover Page

Title of the Study: Consumer Motivation for Disease Prevention

NCT number: Not available

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Document Type: Statistical Analysis Plan

Methodology:

Randomized Lab Study. All responses are to be collected within a single survey session.

Sampling Frame:

Student sample (university students who participate in the study in exchange for course credits)

Design: The study has a 2 (presence of uncontrollable factor: yes vs. no)  $\times$  2 (Anticipated regret induction: yes vs. no) between-subject design. Participants will be randomly assigned to one of the 4 between-subject conditions.

There is also a within-subject variable. Each subject will respond to 10 rounds of decision task with 5 different levels of overall disease risk reduction brought by the removal of X. The 5 levels of risk reduction are: (i) Removal of X reduces disease risk from 60% to 50% ; (ii) 60% to 40%; (iii) 60% to 30%; (iv) 60% to 20%; (v) 60% to 10%.

Randomization:

Participants will be randomly assigned to one of the 4 between-subject arms. Randomization will be performed using the built-in algorithm in Z-tree (computer software).

Attrition:

No attrition expected. Because the study will involve only one 30-minute survey session, all participants are expected to finish the survey.

Statistical Analysis plan:

Primary Outcome (Decision to remove X): Logistic regression will be conducted using the decision to remove X (1 / 0) as the dependent variable and the three variables — presence of uncontrollable risk factor, anticipated regret induction, and magnitude of overall risk reduction — as the independent variables.

Secondary Outcomes:

ANOVA will be conducted for each of the three psychological measures. Independent variables are presence of uncontrollable risk factor and anticipated regret induction.