Document related to the study: “Optimizing Weblinks Used in Digital Vaccination Invitations to Raise Trust and Booking Intention: Online Experiment 2”

The document was registered on AsPredicted on the 01/11/2022

The document includes hypotheses, design, dependent variables and analytical plan for the study “Optimizing Weblinks Used in Digital Vaccination Invitations to Raise Trust and Booking Intention: Online Experiment 2”

Trustworthy links and vaccination_S2 (#84816)

Author(s)
This pre-registration is currently anonymous to enable blind peer-review.
It has one author.

Pre-registered on:
2022/01/11 05:12 (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?
Participants will read one of three emails of invitation to get a booster vaccine.
One email will include the accurx web link that was based on the NHS link (e.g., in text invites), the second will include a shortened version of the link (bit.ly) and the third will show the link as a hyperlink.
The UK and US samples will be shown slightly different emails (sent by the NHS in the UK and from Pharma-US in the US).

1. The email that includes the accurx web link will be perceived as less trustworthy, than the other emails.

2. Participants will be less likely to agree to book a vaccine appointment based on the accurx web link email than in the other conditions.

3. Participants will find the accurx link less fluent than the other two web links.

4. Participants will be less likely to identify the organisation that hosts the link based on the accurx web link than based on the other two.

5. Trustworthiness, likelihood to book and likelihood to correctly identify the host organisation and fluency will be positively correlated with each other

6. The effect of the link will be mediated by the correct/incorrect identification of the host organisation and the fluency of the link

3) Describe the key dependent variable(s) specifying how they will be measured.
Participants will rate each text message in terms of how trustworthy it seems on a 5 point Likert scale (1: Very suspicious to 5: very trustworthy), how fluent is the link on a 5 point Likert scale (1: very difficult – 5: very easy) and how likely they would be to book an appointment on a 5 point Likert scale (1: very unlikely to 5: very likely). To identify the host organisation of the website, participants will select one answer from a list of four possible answers (the NHS, pharma-us, accurx or unclear/I don't know).

4) How many and which conditions will participants be assigned to?
Participants will be randomly allocated to one of the three email conditions. Participants will see the UK or US version as a function of their country of residence.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We will test hypotheses 1-3 with a within-subject analysis of variance with the web link manipulation (3 conditions) and the country (US vs. UK) as between subject factors and the different variable about the email perception as dependent variables.
We will test hypothesis 4 using a chi square.
We will test hypothesis 5 using a correlational analysis.
We will test hypothesis 6 using a mediation analyses.
If we find some interaction effects with country of residence, we might test the effects in the two countries separately.
We will also test the robustness of the effect by including participants' sociodemographic characteristics (e.g., gender, age, education).

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We will filter participants out if we judge they completed the study too fast or failed the attention check.

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 invite 1200 participants to complete an online study (600 from the US and 600 from the UK).

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
This study is part of the online questionnaire which includes other questions (e.g., about the perceived trust of vaccination invitation sent via text messages).