

Validating a Tool to Dramatically Increase the Diversity of Samples in Psychological Research

Liman Wang, Leif D. Nelson, Randy Y. Gao, Minah H. Jung, Iris W. Hung

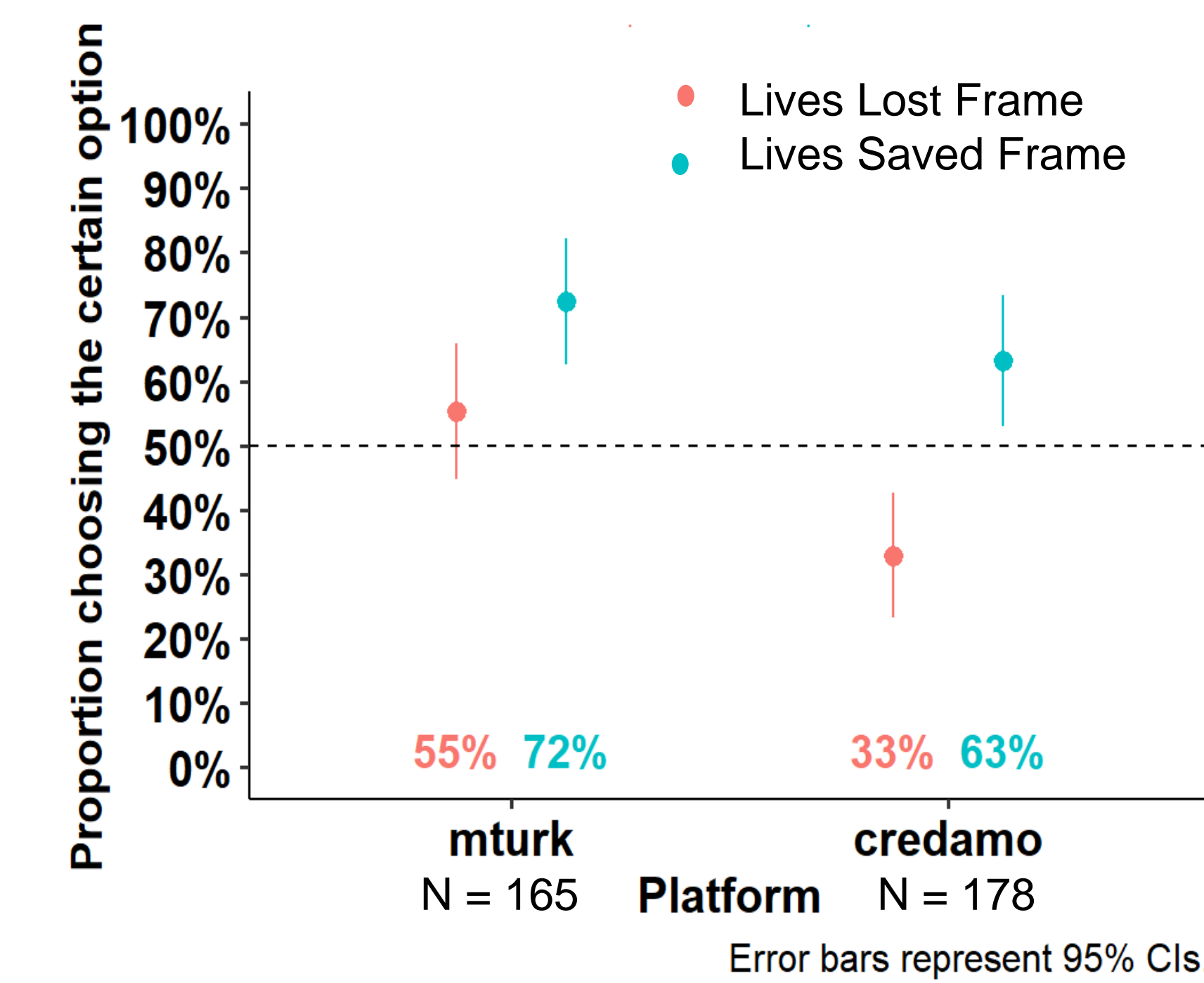
Fudan University, University of California - Berkeley, New York University, The Chinese University of Hong Kong, Shenzhen

SUMMARY

- Western researchers have less access to non-WEIRD (Henrich et al., 2010) samples. We detail a partial solution. **An online Chinese survey platform (Credamo), boasts more than 3 million registered workers. We provide initial validation for the platform.** With nine studies (N = 11,778), involving individuals' decisions, estimates of others' decisions, personalities, and cultures, we demonstrate that Credamo can provide attentive subjects and valid data.
- The current Credamo samples are extremely diverse in terms of income and geography. Respondents give a quick response. Credamo works similarly to Mturk and accepts standard payment mechanisms. **Access to this new sample provides exciting opportunities for cross-cultural research and can spark a revolution in generalizability.**

Study 1/1b Framing Effects: The unusual disease problem

IV: 2(framing: lives saved vs. lives lost) * 2 (program: certain vs. risky)

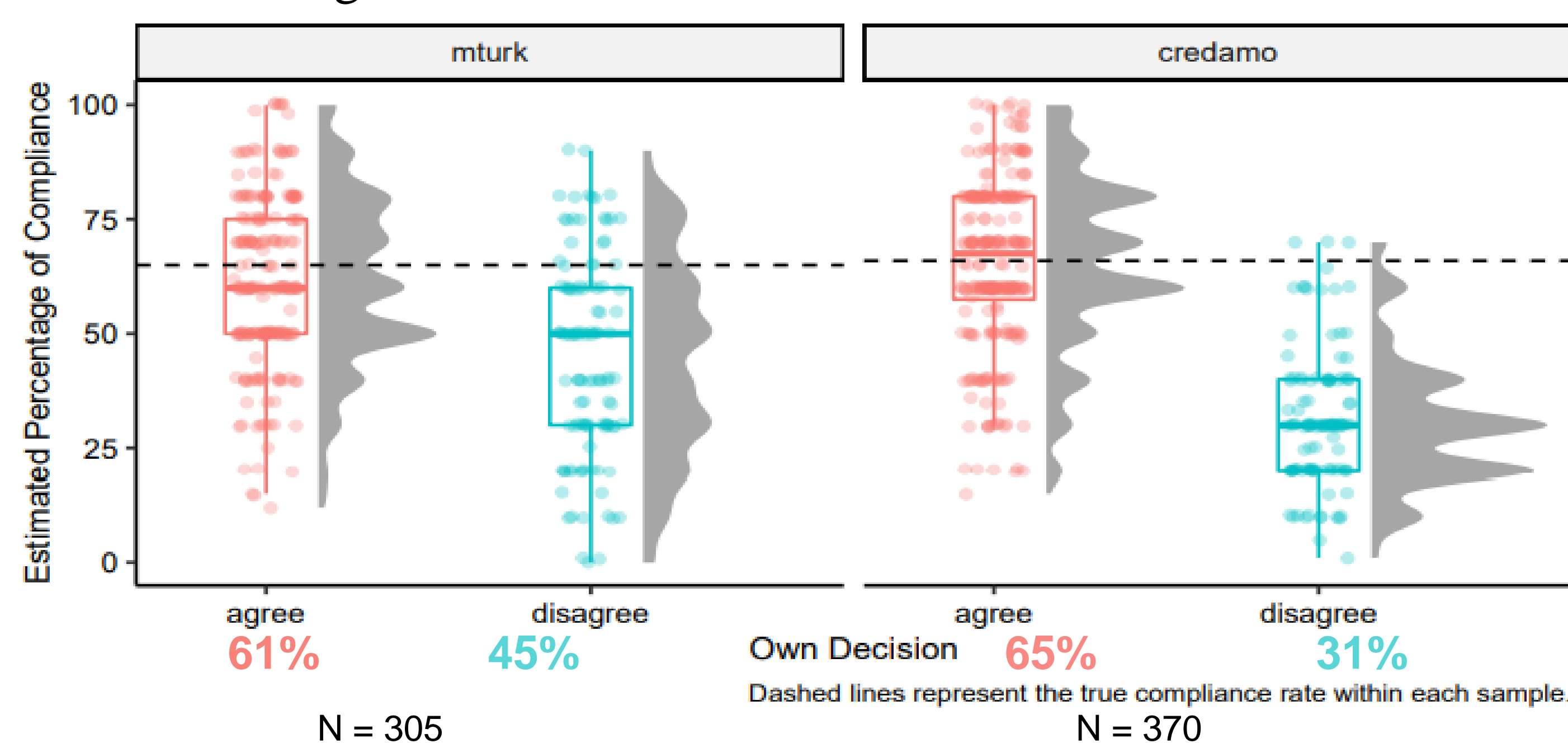


Results

- Framing effect: replicated.
- Attention check pass rate: Mturk: 83%; Credamo: 89%
- Cellphone users: Mturk 1.5%; Credamo: 95%
- Nine months later, study 1b replicated the framing effect.

Study 2/2b The False Consensus Effect

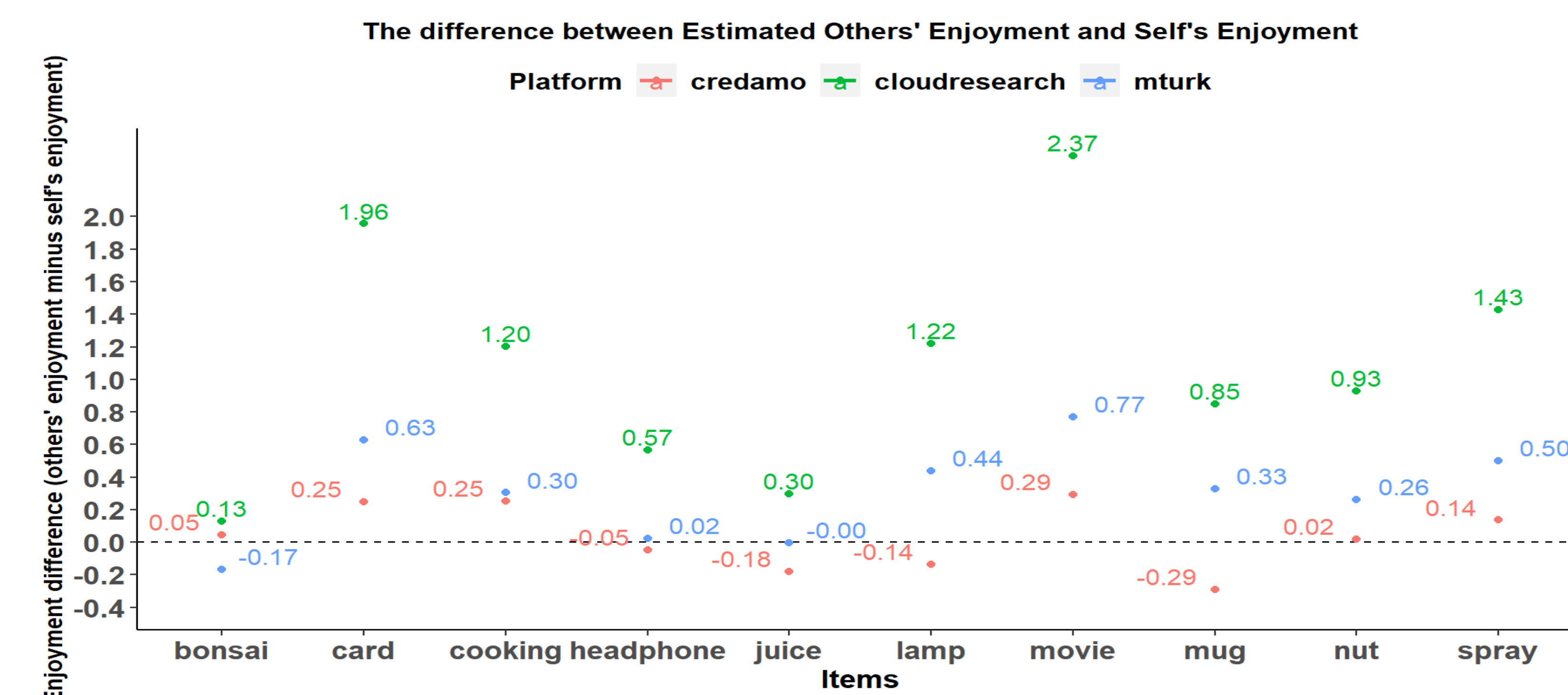
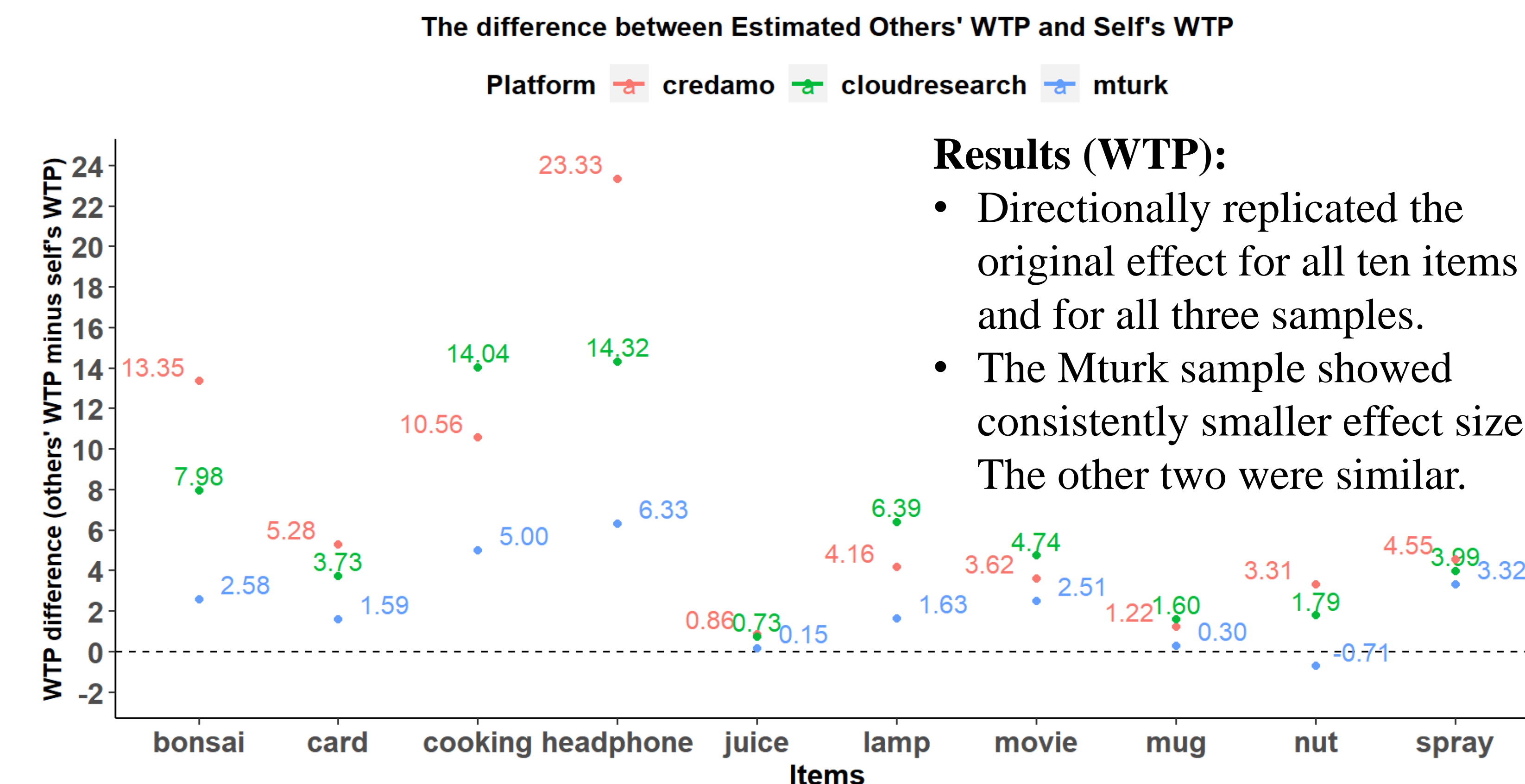
Q: Do you agree to sign the release to allow the supermarket to use your video comments for a commercial? What % of participants taking this survey do you estimate would sign the release?



- Results**
- False consensus effect: replicated. No device effect.
 - Nine months later, study 2b replicated the FCE too.

Study 3 Self-Other Differences in Liking and Valuation (N = 1,614)

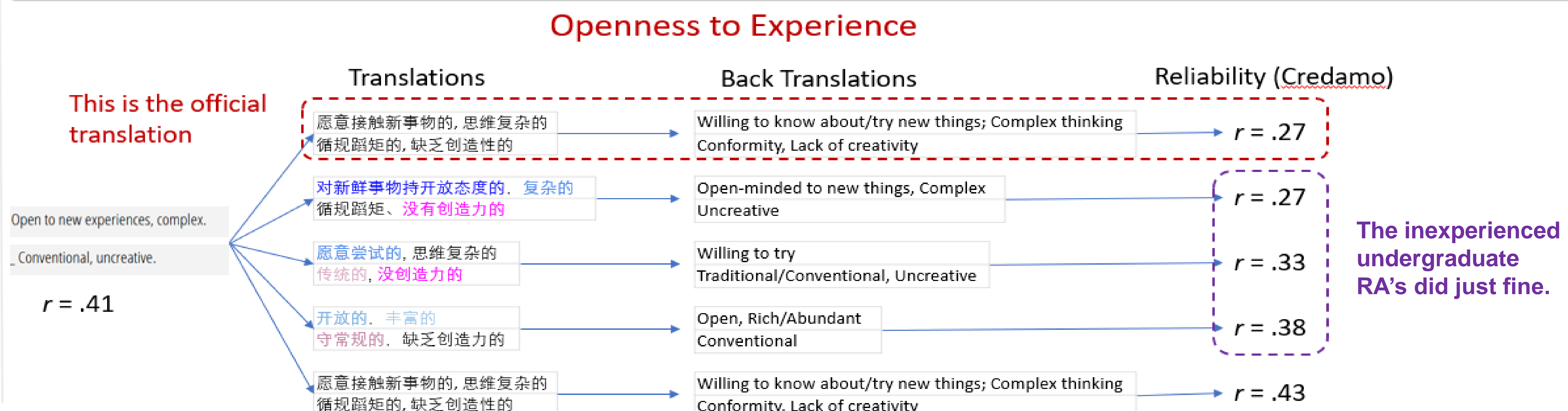
IV: 2 (person: self vs. others) × 2 (measure: WTP vs. enjoyment) × 10 (item)



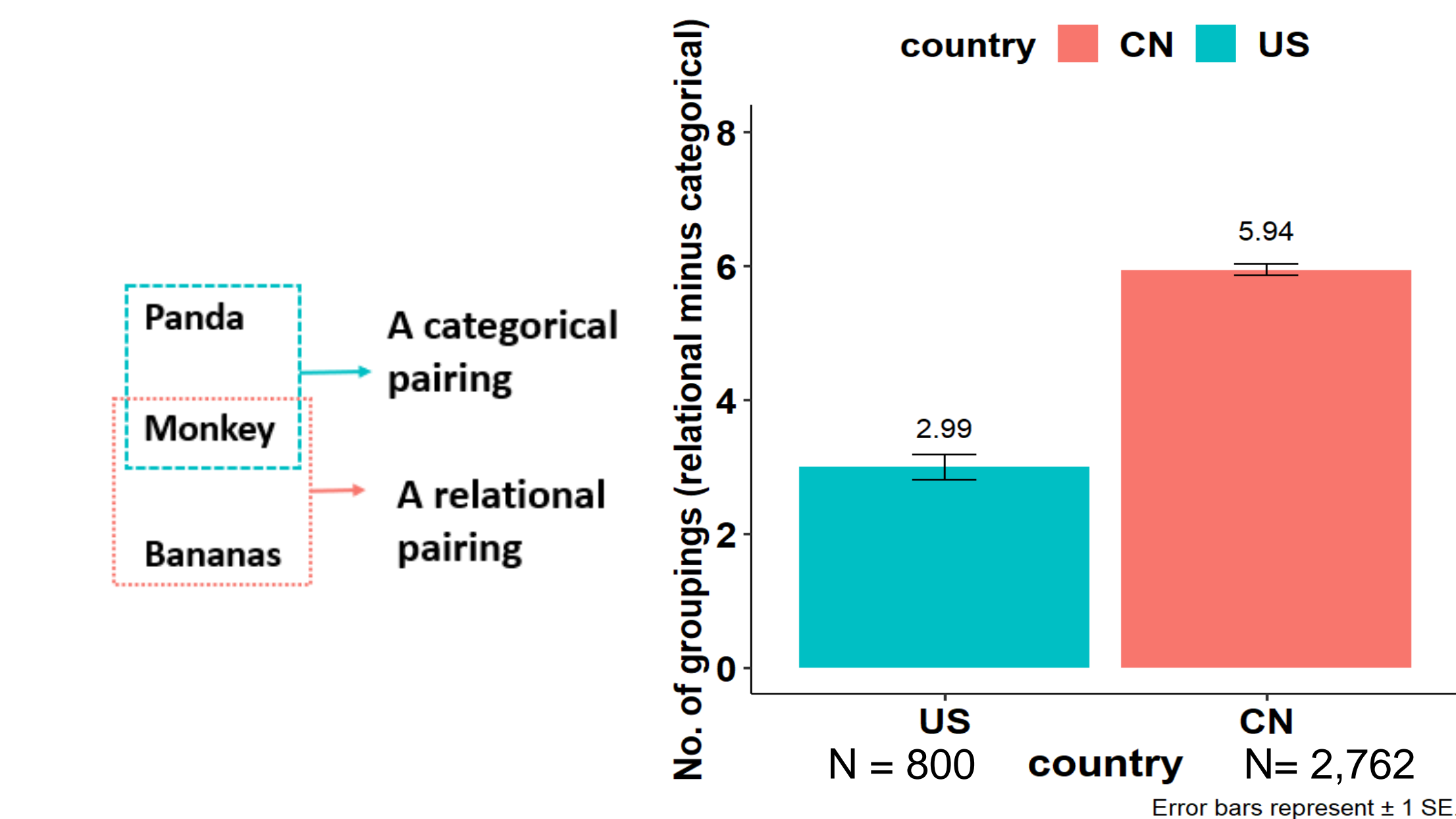
Results (enjoyment):

- Cloud Research Approved participants directionally replicated the effect for all ten items; Mturk also did, but much less so.
- Credamo did not! Six showed significant differences, but three of those were in the opposite direction.

Study 7 How Sensitive Are the Effects to Subtleties in Translations? (N = 1,739)



Study 4 Holistic vs. Analytic Reasoning



Additional Evidence

Study 5 Uncertainty Effect (N = 787)

We replicated the uncertainty effect in both samples and with very similar effect sizes.

Mturk: \$42.49 vs. \$36.21 ($p < 0.001$)

Credamo: ¥37.40 vs. ¥31.48 ($p < 0.001$)

Study 6 Moral Judgment (N = 1,917)

Participants from both platforms were more likely to endorse sacrifice in the switch scenario than in the footbridge scenario.

REFERENCE

- Berinsky, A., Huber, G., & Lenz, G. (2012). Evaluating online labor markets for experimental research: Amazon.com's Mechanical Turk. *Political Analysis*, 20(3), 351-368.
- Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality data?. *Perspectives on psychological science: a journal of the Association for Psychological Science*, 6(1), 3-5.
- Gneezy, U., List, J. A., & Wu, G. (2006). The uncertainty effect: When a risky prospect is valued less than its worst possible outcome. *Quarterly Journal of Economics*, 121(4), 1283-1309.
- Ji, L. J., Zhang, Z., & Nisbett, R. E. (2004). Is it culture or is it language? Examination of language effects in cross-cultural search on categorization. *Journal of personality and social psychology*, 87(1), 57-65.
- Jung, M. H., Moon, A., & Nelson, L. D. (2020). Overestimating the valuations and preferences of others. *Journal of experimental psychology: General*, 149(6), 1193-1214.
- Paolacci, G., Chandler, J., & Ipeirotis, P. G. (2010). Running experiments on Amazon Mechanical Turk. *Judgment and Decision Making*, 5(5), 411-419.
- Tversky, A., & Kahneman, D. (1981). The framing of decisions and the psychology of choice. *Science (New York, N.Y.)*, 211(4481), 453-458.