

Validating a new tool for social scientists to collect data

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

Fudan University, University of California - Berkeley Haas School of Business, New York University Stern School of Business, The Chinese University of Hong Kong, Shenzhen

Please direct your questions and comments regarding this project to:

18110690030@fudan.edu.cn;
leif_nelson@berkeley.edu

Summary

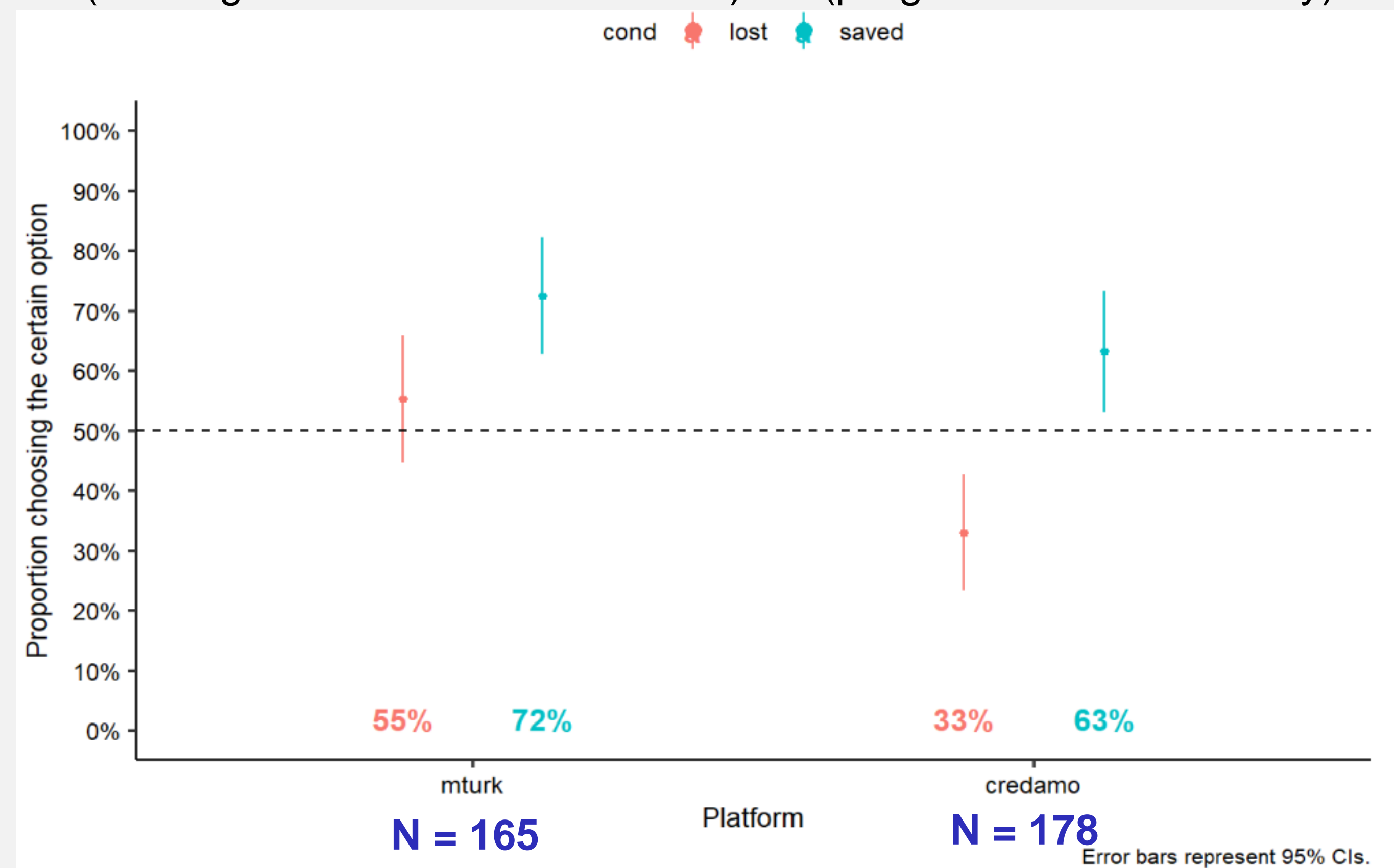
- Western researchers have less access to non-WEIRD (Henrich et al., 2010) samples. We detail a partial solution. **An online Chinese survey platform (Credamo), boasting more than 3 million registered workers, works as MTurk or Prolific. We provide initial validation for the platform.** With three studies (N = 5,207), involving individuals' decisions, estimates of others' decisions, personalities, and cultures, we demonstrate that Credamo can provide attentive subjects and valid data.

- The current Credamo sample is from across 30 Chinese mainland provincial administrative units, including both ethnic majority and minorities, with an average age of 29.5, with 62.3 percent of females.

- Credamo has both Chinese and English interfaces and provides features of both Qualtrics and MTurk. Access to this new sample provides exciting opportunities for cross-cultural research and can spark a revolution in generalizability.

Study 1 The Unusual Disease Problem (Tversky and Kahneman, 1981)

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



Results: Framing effect: MTurk ✓ Credamo ✓
Reflection effect: MTurk ✗ Credamo ✓

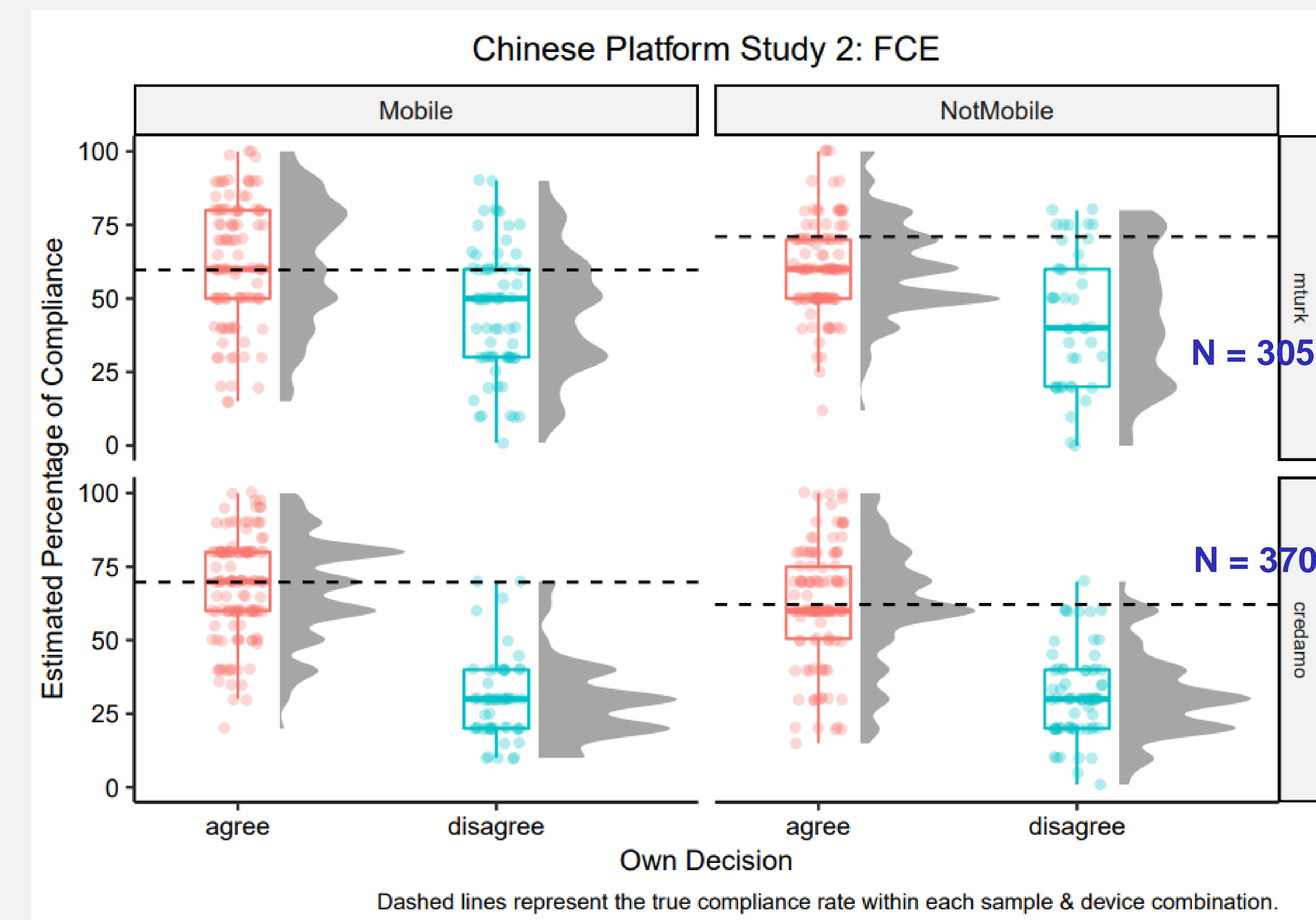
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Study 2 The False Consensus Effect (Ross et al., 1977)

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?



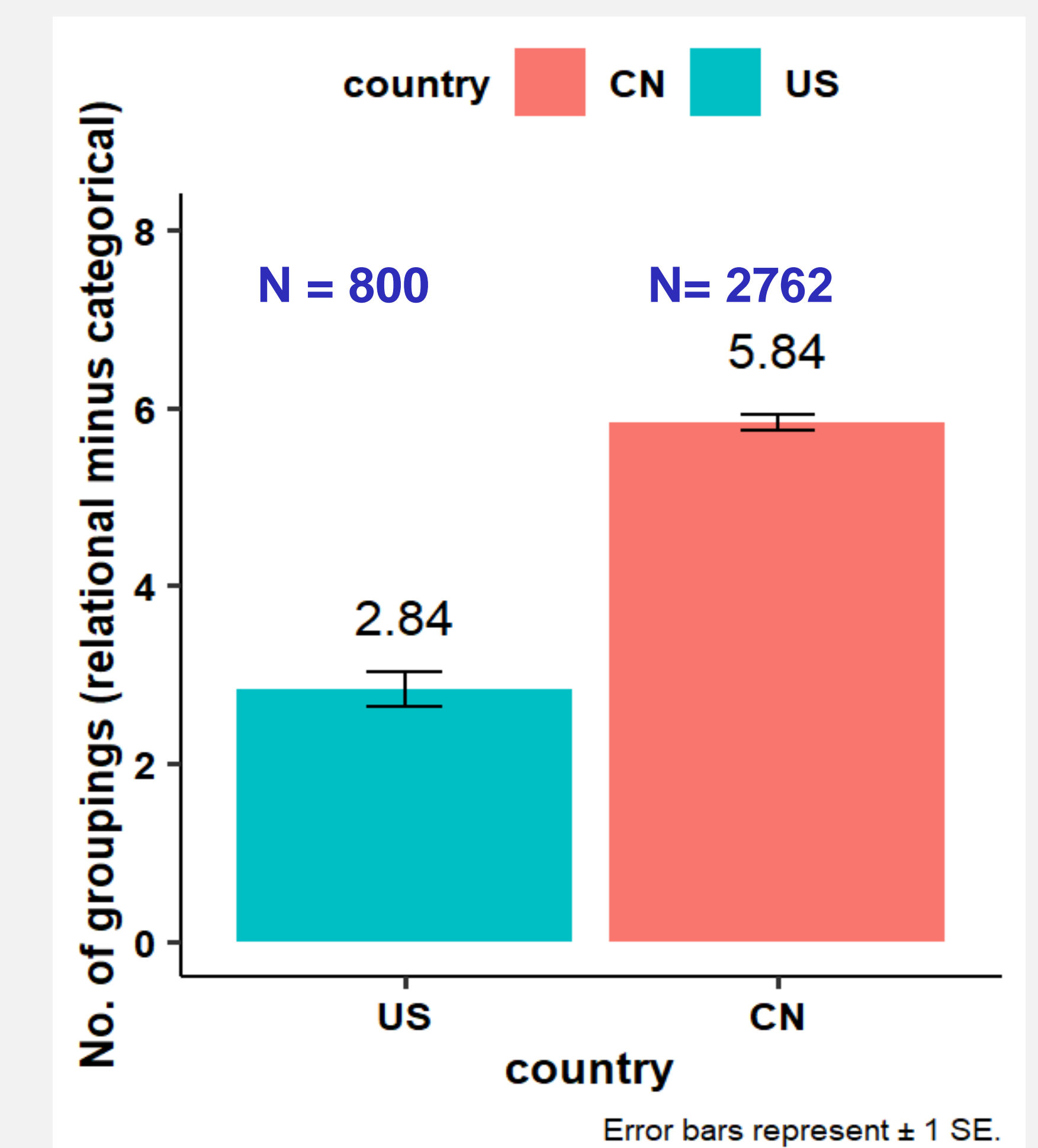
Results: 1) Participants who agreed to the request estimated a significantly higher compliance rate among their peers than those who disagreed (FCE is replicated).
2) There is no device effect. (We found from study 1 that 95% Credamo participants used cellphones while 1.5% MTurk participants used cellphone)

Study 3 Holistic and Analytical thinking between the US and China

Material: Triad task

Which two of the three are most closely related?

- Panda Banana Monkey
- Shampoo Hair Beard

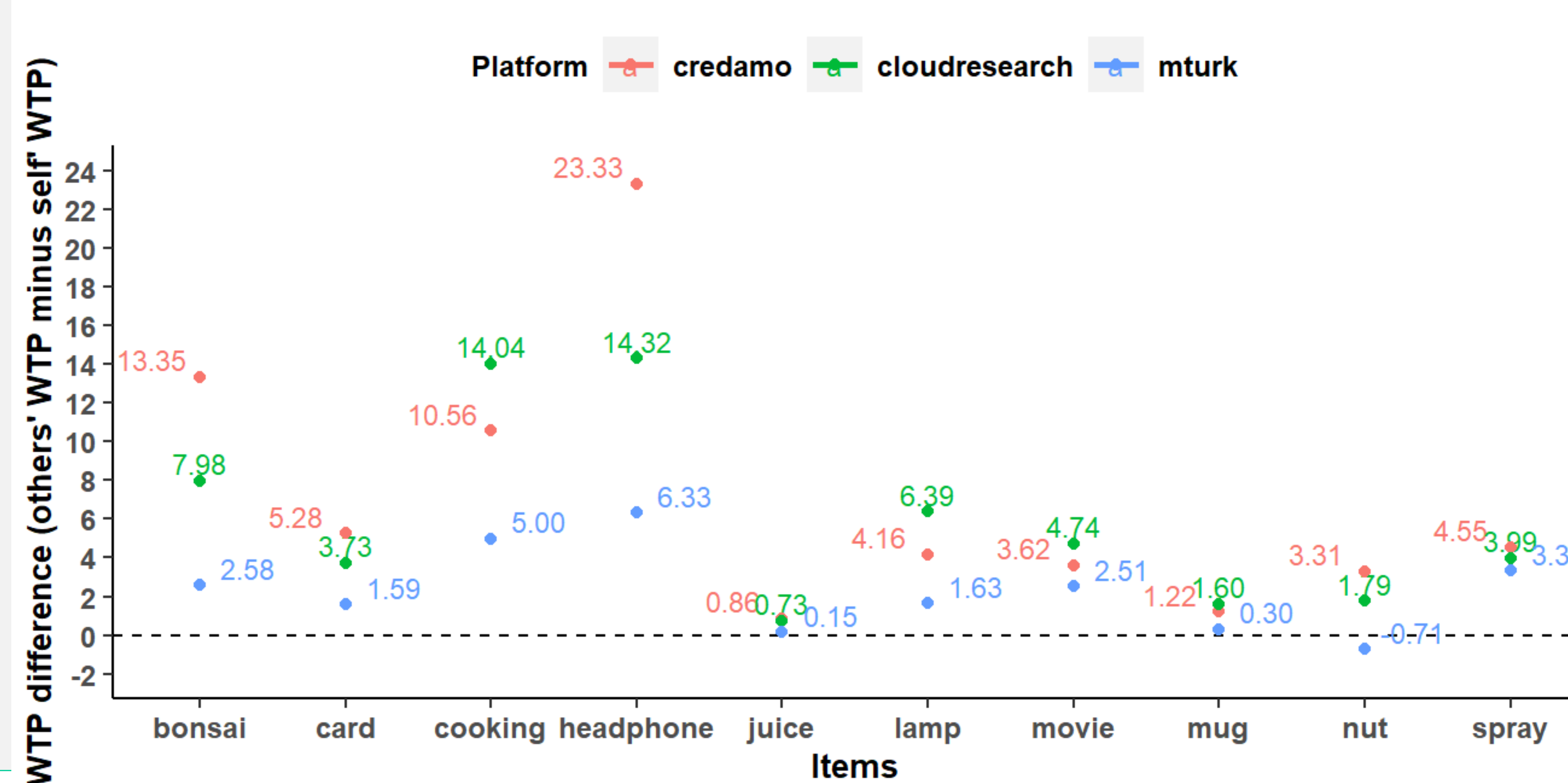


Study 4 Self vs. Others' WTP and Enjoyment

IV: 2 (person: self vs. other) × 2 (measure: WTP vs. enjoyment) × 10 (item) [within]

DV: Participants estimated others would pay for (and enjoy) the products more than themselves.

The difference between Estimated Others' WTP and Self's WTP



e.g., What is the maximum amount of money you would be willing to pay for ...?

On average, how much do you think those other participants would enjoy having ...?

Others vs. Self Enjoyment

| | Credamo | CloudResearch | MTurk |
|-----------|---------------|---------------|---------------|
| | N = 588 | N = 565 | N = 494 |
| items | others > self | others > self | others > self |
| movie | *** | *** | *** |
| card | ** | *** | *** |
| spray | NS | *** | *** |
| lamp | * | *** | *** |
| cooking | ** | *** | ** |
| mug | *** | *** | *** |
| nut | NS | *** | ** |
| headphone | NS | *** | NS |
| juice | ** | *** | NS |
| bonsai | NS | NS | * |

p < 0.001 ***; 0.001 < p < 0.01 **; 0.01 < p < 0.05 *; p > 0.05 NS