Amendment to Pre-Registered Trial AEARCTR-0011330
"What do People Choose to Watch"
28 September 2023

We collected a sample using prolific, as announced in the original pre-registration. The experiment has 6 experimental conditions (2 x 3 design), and within each experimental condition, people would be asked to choose among 8 videos of Ted talks. 4 of these videos would be from a 'male field' (either Technology or Business) and 4 would be from a 'female field' (either Health or Environment). We had prepared 2 sets of four videos for each theme, and Qualtrics was programmed to randomize between these different sets.

There were four different stages of randomization as explained in the Table below:

First randomization	**Second randomization**	**Third Randomization**	**Fourth randomization**
Incentive treatment - Baseline - Gender incentive - Female field incentive	Attention questions: - non-expertise attention questions - Expertise attention questions	Which male and female fields sets are shown: Male field: - Tech 1/ Tech 2/ Business 1/ Business 2 Female field: - Health 1 / Health 2 / Environment 1 / Environment 2	Which video is shown to participants among their top 3 - Rank 1 with 50% chances - Rank 2 with 1/3 chances - Rank 3 with 1/6 chances

The key randomizations are the first and second, since there are the treatment variations for which we have predictions. But ideally, there would be a balance in the sets of videos participants were exposed to (third randomization). Ex post, we noticed imbalances in the assignment of sets to treatments (which occur at random). While we do not think these matter for the results, we would like to ensure that there are no such imbalances. Table A.6 shows that there were too many Technology and Health field assignments in the baseline for men, and too few Technology and Health video assignments in the gender incentive treatment. Table A. 7 shows that among listening (non-expertise) question treatment the female field assignment was skewed towards Health, while among content (expertise) question treatment the assignment was skewed towards Environment.

In the spreadsheet below, we provide the counts of observations we have per each Male Field x Female Field x Incentive x Question Type. The counts vary from as low as 8 up to 24.

To restore balance, we decided to bring the number of observations in each cell to be at least 16, which means collecting 50 more observations (38 for men and 12 for women). The number of observations to be collected for each cell in Round 2 is shown in the last column.

After adding more observations in certain cells of Male Field x Female Field x Incentive x Question Type, we expect to achieve balance in the randomized values across treatments (See new expected balance tables attached at the end).

The plan is to collect these additional observations on September 29th 2023.

Table A.6: Experiment: Descriptive statistics by the incentive type

	Male respondents								Female respondents		
	Baseline		Gender incentive			Field incentive			Baseline		
	mean	sd	mean	sd	p-val*	mean	sd	p-val*	mean	sd	p-val*
Randomized values:											
Listening questions (1/0)	0.50	(0.50)	0.50	(0.50)	[0.95]	0.49	(0.50)	[0.90]	0.49	(0.50)	[0.90]
Content questions (1/0)	0.50	(0.50)	0.50	(0.50)	[0.95]	0.51	(0.50)	[0.90]	0.51	(0.50)	[0.90]
Male field:											
Technology (1/0)	0.57	(0.50)	0.44	(0.50)	[0.03]	0.50	(0.50)	[0.25]	0.51	(0.50)	[0.31]
Business (1/0)	0.43	(0.50)	0.56	(0.50)	[0.03]	0.50	(0.50)	[0.25]	0.49	(0.50)	[0.31]
Female field:											
Health (1/0)	0.54	(0.50)	0.50	(0.50)	[0.50]	0.47	(0.50)	[0.26]	0.49	(0.50)	[0.45]
Environment (1/0)	0.46	(0.50)	0.50	(0.50)	[0.50]	0.53	(0.50)	[0.26]	0.51	(0.50)	[0.45]
Video displayed (1 to 3)	1.72	(0.78)	1.72	(0.76)	[0.97]	1.55	(0.69)	[0.07]	1.70	(0.76)	[0.81]

Table A.7: Experiment: Descriptive statistics by the question type

	Male respondents					Female respondents				
	Listening		Content			Listening		Content		
	mean	sd	mean	sd	p-val*	mean	sd	mean	sd	p-val*
Randomized values:										
Male field:										
Technology (1/0)	0.60	(0.49)	0.54	(0.50)	[0.48]	0.50	(0.50)	0.52	(0.50)	[0.86]
Business (1/0)	0.40	(0.49)	0.46	(0.50)	[0.48]	0.50	(0.50)	0.48	(0.50)	[0.86]
Female field:										
Health (1/0)	0.51	(0.50)	0.57	(0.50)	[0.48]	0.58	(0.50)	0.41	(0.50)	[0.05]
Environment (1/0)	0.49	(0.50)	0.43	(0.50)	[0.48]	0.42	(0.50)	0.59	(0.50)	[0.05]
Video displayed (1 to 3)	1.70	(0.78)	1.75	(0.78)	[0.73]	1.79	(0.79)	1.61	(0.73)	[0.18]

Gender respondent	Incentive Treatment	Question Treatment	Male field	Female field	N. obs After Round 1	Minimum target observations	N to collect in the second round
Male respondents	field	content	Business	Environment	16	16	0
Male respondents	field	content	Business	Health	18	16	0
Male respondents	field	content	Tech	Environment	19	16	0
Male respondents	field	content	Tech	Health	14	16	2
Male respondents	field	info	Business	Environment	18	16	0
Male respondents	field	info	Business	Health	14	16	2
Male respondents	field	info	Tech	Environment	17	16	0
Male respondents	field	info	Tech	Health	16	16	0
Male respondents	gender	content	Business	Environment	10	16	6
Male respondents	gender	content	Business	Health	16	16	0
Male respondents	gender	content	Tech	Environment	17	16	0
Male respondents	gender	content	Tech	Health	15	16	1
Male respondents	gender	info	Business	Environment	24	16	0
Male respondents	gender	info	Business	Health	16	16	0
Male respondents	gender	info	Tech	Environment	8	16	8
Male respondents	gender	info	Tech	Health	11	16	5
Male respondents	none	content	Business	Environment	9	16	7
Male respondents	none	content	Business	Health	20	16	0
Male respondents	none	content	Tech	Environment	18	16	0
Male respondents	none	content	Tech	Health	16	16	0
Male respondents	none	info	Business	Environment	14	16	2
Male respondents	none	info	Business	Health	11	16	5

Male respondents	none	info	Tech	Environment	17	16	0
Male respondents	none	info	Tech	Health	21	16	0
Female respondents	none	content	Business	Environment	19	16	0
Female respondents	none	content	Business	Health	12	16	4
Female respondents	none	content	Tech	Environment	19	16	0
Female respondents	none	content	Tech	Health	14	16	2
Female respondents	none	info	Business	Environment	13	16	3
Female respondents	none	info	Business	Health	18	16	0
Female respondents	none	info	Tech	Environment	13	16	3
Female respondents	none	info	Tech	Health	18	16	0

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EXPECTED DESCRIPTIVE TABLES AFTER ROUND 2

Table A.6: Experiment: [NEW, AFTER ROUND 2] Descriptive statistics by the incentive type

	Male respondents								Female respondents		
	Baseline		Gender incentive			Field incentive			Baseline		
	mean	sd	mean	sd	p-val*	mean	sd	p-val*	mean	sd	p-val*
Randomized values:											
Listening questions (1/0)	0.50	(0.50)	0.53	(0.50)	[0.67]	0.49	(0.50)	[0.90]	0.49	(0.50)	[0.90]
Content questions (1/0)	0.50	(0.50)	0.47	(0.50)	[0.67]	0.51	(0.50)	[0.90]	0.51	(0.50)	[0.90]
Male field:											
Technology (1/0)	0.51	(0.50)	0.47	(0.50)	[0.51]	0.50	(0.50)	[0.81]	0.50	(0.50)	[0.81]
Business (1/0)	0.49	(0.50)	0.53	(0.50)	[0.51]	0.50	(0.50)	[0.81]	0.50	(0.50)	[0.81]
Female field:											
Health (1/0)	0.52	(0.50)	0.47	(0.50)	[0.37]	0.49	(0.50)	[0.55]	0.49	(0.50)	[0.63]
Environment (1/0)	0.48	(0.50)	0.53	(0.50)	[0.37]	0.51	(0.50)	[0.55]	0.51	(0.50)	[0.63]
Video displayed (1 to 3)	1.86	(0.80)	1.79	(0.79)	[0.47]	1.61	(0.73)	[0.01]	1.76	(0.76)	[0.30]

Table A.7: Experiment: [NEW, AFTER ROUND 2] Descriptive statistics by the question type

	Male respondents					Female respondents				
	Listening		Content			Listening		Content		
	mean	sd	mean	sd	p-val*	mean	sd	mean	sd	p-val*
Randomized values:										
Male field:										
Technology (1/0)	0.54	(0.50)	0.49	(0.50)	[0.50]	0.50	(0.50)	0.50	(0.50)	[1.00]
Business (1/0)	0.46	(0.50)	0.51	(0.50)	[0.50]	0.50	(0.50)	0.50	(0.50)	[1.00]
Female field:										
Health (1/0)	0.53	(0.50)	0.51	(0.50)	[0.87]	0.53	(0.50)	0.46	(0.50)	[0.40]
Environment (1/0)	0.47	(0.50)	0.49	(0.50)	[0.87]	0.47	(0.50)	0.54	(0.50)	[0.40]
Video displayed (1 to 3)	1.79	(0.78)	1.93	(0.82)	[0.29]	1.78	(0.81)	1.74	(0.72)	[0.78]