

**Pre-Analysis Plan (2) for the administrative data for  
“Encouraging hands-on job experimentation among teenagers (experiment 2)”**

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## **1. Introduction**

This document pre-specifies the analysis we will conduct with the administrative data from the online apprenticeship platform, Yousty.ch. The admin data contains information on all applications for trial apprenticeships (TAs) and real apprenticeships (RAs) each user has submitted through the platform with information on the exact occupation.

The purpose of the analysis of the administrative data is to understand the effect of experiencing the real-life work environment in an occupation that the student had not considered on students' apprenticeship search, using a metric that does not rely on self-reports.

We follow the empirical specification from our first pre-analysis plan (November 2023).

## **2. Primary Analysis**

### *2.1 Hypotheses*

The intervention is hypothesized to increase the breadth of students' applications for trial apprenticeships (TAs; *TA application breadth*).

### *2.2 Primary Outcomes*

Our primary outcomes mimic the two primary outcomes in the “search breadth” family in our initial PAP (November 2023).

The TA ads appear in three formats on the platform: 1) firms with a premium account for which the application is directly submitted through the platform, 2) firms with a premium account but where the ad links to the application form on the firm's own website (larger firms typically do this), 3) firms who do not have a premium account but where the ad has been imported from the public website LENA. Firms with a premium account pay for the posting of the ads (these ads contain images and potentially videos), while firms without a premium account do not pay (these ads do not contain any images). We define a TA application depending on the type of ad as follows: 1) an application submitted through the platform for ad type 1, and 2) if they clicked on the page with application details for ad types 2 and 3.

**TA application breadth:** Based on the TA applications, we construct two primary outcomes within this family:

- i. Dummy equal to 1 if the person applies for any occupation different from the occupation they experienced in the morning of the pre-TA (*outside preferences*).
- ii. Number of occupations they applies for (*breadth*).

We hypothesize that treatment increases the value of these two outcomes.

As a robustness, we will also consider categories rather than the exact occupations, for both outcome variables. So the first outcome will become a dummy equal to 1 if the person applies for any occupation **in categories** outside of the **category of the morning occupation**. The second outcome will be the number of categories the person applies for.

We use the same definition of categories as in the initial PAP.

### **3. Explorative analyses**

#### *3.1 Exploratory outcomes*

As exploratory outcomes, we will consider applications submitted for real apprenticeships (instead of TAs) and define the primary outcomes accordingly.

As exploratory analysis, we will consider the timing of the TA application breadth outcomes, whether the student submits any applications, the number of applications submitted, and each of the three application types separately. We will also consider other apprenticeship attributes of the occupations applied for. Moreover, we will also consider click data from the website to test whether the intervention affects the type and breadth of occupations students search for information.

#### *3.2 Heterogeneity analysis*

As secondary analysis, we test whether there is heterogeneity in the treatment effect by gender. As explorative analysis, we will test whether there is heterogeneity in the treatment effect by the remaining dimensions of heterogeneity listed in our initial PAP.

### **4. Power Calculations**

We expect that we will be able to match around half of our study participants with a user profile at the platform. Thus, a caveat of this analysis may be limited statistical power.