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?
Pro-vaccination memes (vs control images) will increase COVID-19 vaccination intentions

3) Describe the key dependent variable(s) specifying how they will be measured.
"When COVID-19 vaccinations are available, do you intend to get vaccinated? Indicate your intentions on the slider scale below, by placing the white circle somewhere between the furthest left point ("Definitely will not") and the furthest right point on the scale ("Definitely Will"). (definitely will not = 0, definitely will = 100)

4) How many and which conditions will participants be assigned to?
3 conditions: one exposing them to COVID-19 pro-vaccination memes (n = 8 memes) from a previous preregistered study; another exposing them to a new set of pro-vaccination memes (n = 8 memes) that were edited to be more relevant to COVID-19; a third control condition involving control images (n = 8 images)

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We will conduct robust ANOVAs and/or linear regression analyses (e.g., Field & Wilcox, 2017), with Condition (old memes vs new memes vs control images) as a dummy coded variable (with the control memes as the reference group) or independent variable (in ANOVA) and intention to vaccinate against COVID-19 as the outcome variable. We will also test the effect of memes when both meme groups are combined and compared to the control condition (memes vs control).

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We will exclude participants who fail or skip an attention check item (e.g., "To indicate you’ve viewed the memes/images and read this question carefully, click ‘no’") and/or skip the intention to vaccinate question. We may also exclude participants with discrepant responses to our two vaccination questions (e.g., indicating "will not be vaccinated" to the timing of vaccination question below, yet indicating willingness to be vaccinated on our main DV, intentions to vaccinate).

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.
300 participants, randomly assigned to the 3 conditions. Note that prolific will automatically recruit more than this number, however, in the event that some participants do not complete the study. We may also run additional participants in the event that many are excluded because of failed attention checks and/or a large imbalance across the cells (e.g., <90 participants in a given cell).

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will also explore how soon participants intend on vaccinating ("Please indicate the earliest you intend to get vaccinated after COVID-19 vaccinations become publicly available:" with the response options: I do not intend on being vaccinated; The first day vaccines are available; The first week vaccines are available; The first month vaccines are available; The first 6 months vaccines are available; The first year vaccines are available; The first five years vaccines are available; After the first five years vaccines are available). In secondary analyses, we will also combine data from this preregistered study with data from our previous studies to further increase statistical power. Specifically, we will examine Condition (meme vs control) as a predictor of vaccination intentions (standardized within each study), controlling statistically for study and/or meme stimuli set. We may also conduct non-robust models and/or exclude/winsorize participants ±3 SDs from the mean on our intentions to vaccinate variable and other potential exploratory covariates (e.g., age, political orientation, identification as anti- vs pro-vaxxer). We may also explore additional variables as potential moderators/covariates/mediators in our models (e.g., gender, age, political orientation, identification as anti- vs pro-vaxxer).

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