

Do gender and education influence the size of donation?



Y3842538 · University of York

BACKGROUND

Previous research has identified that there are differences in both the likelihood of donating to charity and the size of the donation between men and women, with **women** being more likely to donate and also being **more** likely to give a larger donation (Mesch, Brown, Moore, & Hayat, 2011).

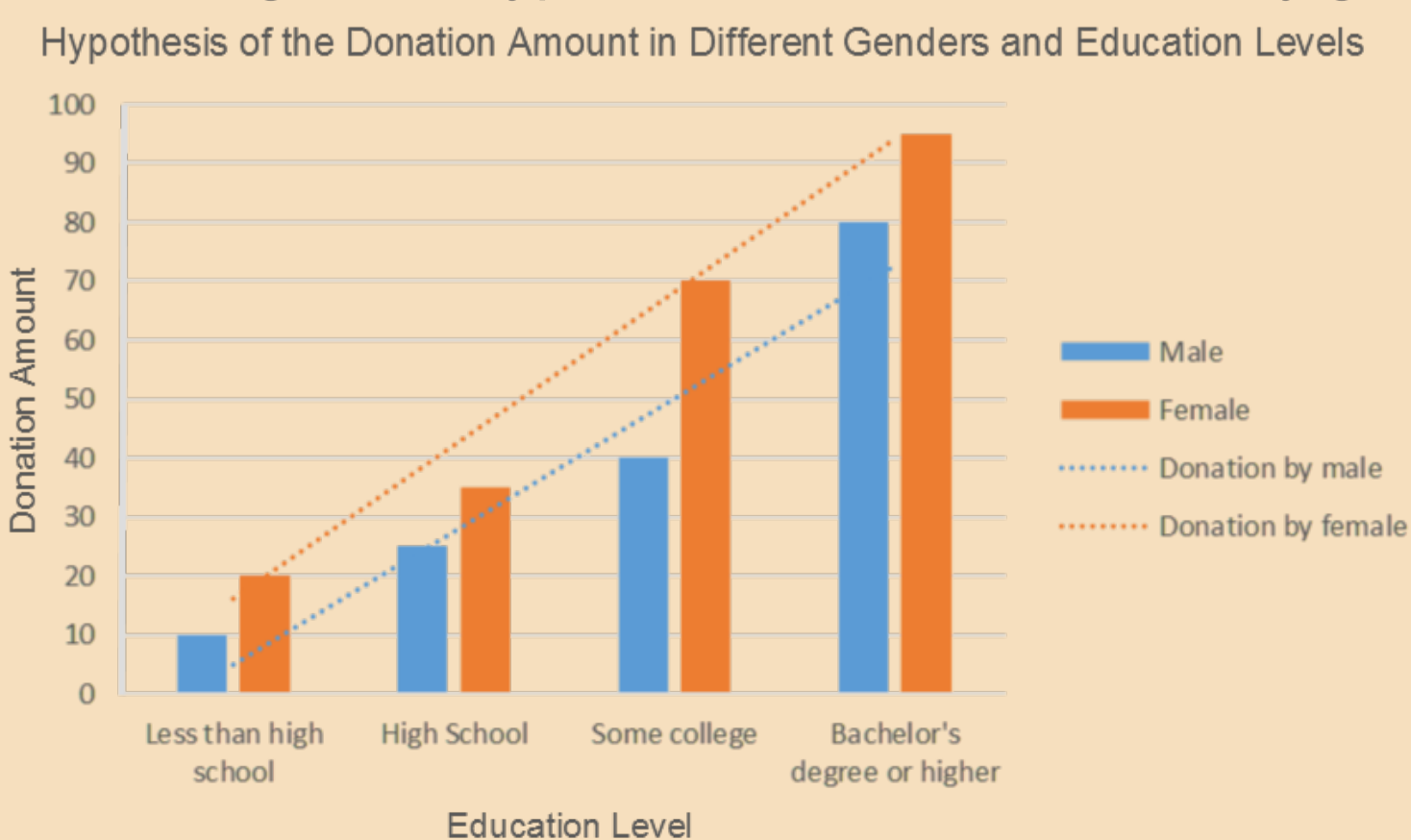
It has also been found that the education level of a donator affects the size of their donation and that the **higher education level** a person has, the **more** money they may give to charity (Bekkers & Wiepking, 2011).

We wanted to identify whether differences in **giving** between **gender** and **education level** shown in the above studies was replicated when people gives money to a charity.

HYPOTHESIS

Researchers hypothesize that the donation amount will be **positively correlated** with **education level**, with **greater** donation amounts received from **females** compared to males.

The following is the hypothetical results showed by graph:



METHODS & DESIGN

- Subjects:**
 In this research, a total number of 620 participants were recruited. And except missing data, there were **total 518** participants accounted into analyses. Based on their educational level, they were divided into:
 - Group 1 – less than high school;
 - Group 2 – high school;
 - Group 3 – some college;
 - Group 4 – Bachelor's degree or higher.
 Based on participants' gender, they were divided into
 - group 1 – male
 - group 2 – female.

- Procedure:**

Participants watch a video presentation about a food pantry charity in Tuscaloosa.

Inform participants that there is 10% chance to obtain 100 dollars from this research.

Inquire participants if they obtained the money, whether they are willing to donate for the charity and the amount of donation from 0 to 100 dollars.

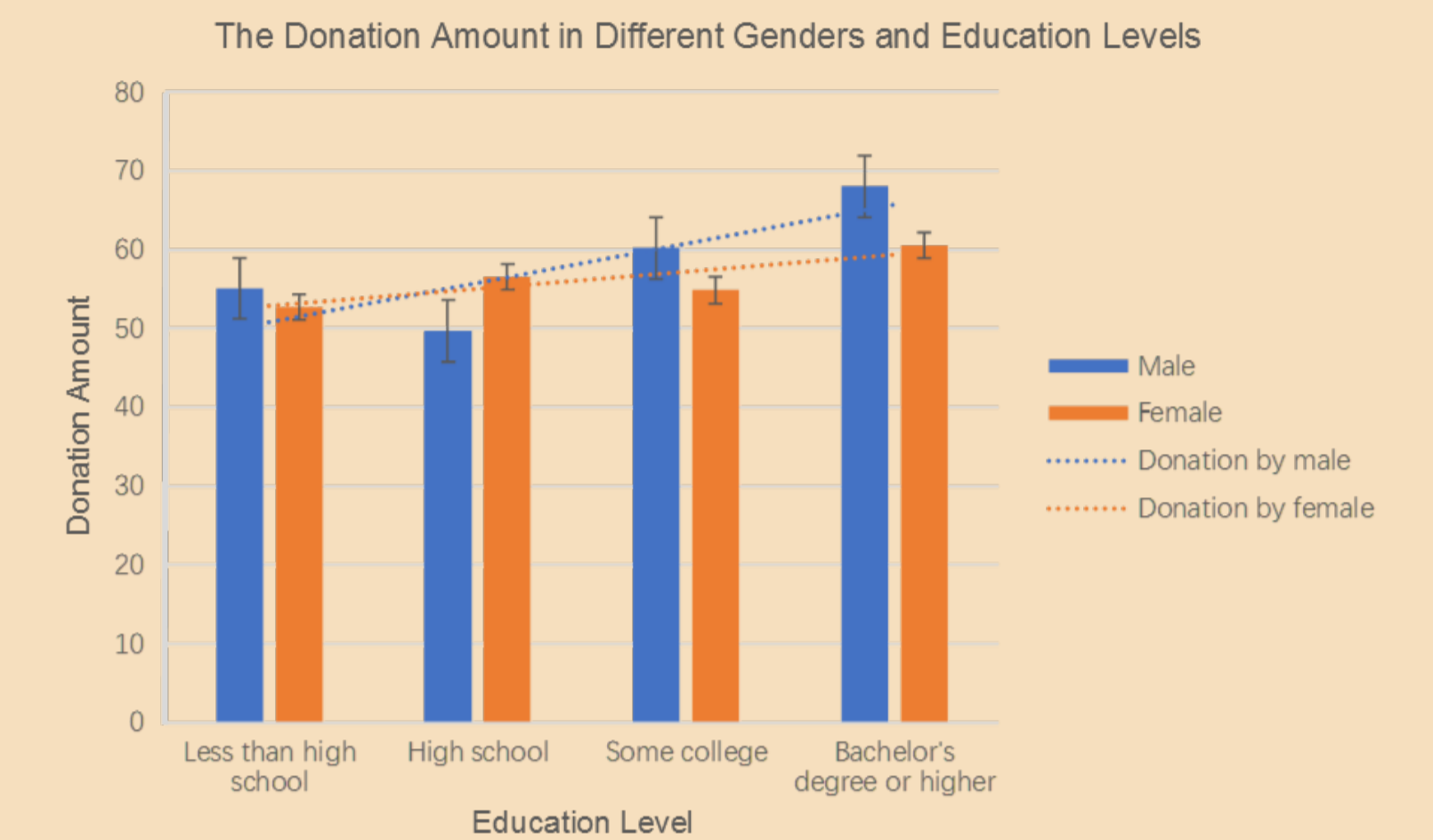


RESULTS

According to the regression statistics, the results show that the donation amount and education level have **positively slight but significant** correlation: $r = .10$; $F(1, 516) = 5.45$, $p = .020$. The result of independent t-Test demonstrates that different gender does **not significantly** influence the amount of donation ($t = .28$, $p = .778$).

RESULTS

The following up is a graph showing about the results.



CONCLUSION

Those analyses suggest that:

- the education level **slightly affects** the amount of donation and this affection shows **positive** correlation.
- The gender factor makes **no difference** in the amount of donation which is contrary to previous research. Actually, the results show that the males' donation is sight higher than females', especially in the group of higher education.

REFERENCE

- Bekkers, R., & Wiepking, P. (2011). Who gives? A literature review of predictors of charitable giving part one: religion, education, age and socialisation. *Voluntary Sector Review*, 2(3), 337-365.
- Mesch, D. J., Brown, M. S., Moore, Z. I., & Hayat, A. D. (2011). Gender differences in charitable giving. *International Journal of Nonprofit and Voluntary Sector Marketing*, 16(4), 342-355.

ACKNOWLEDGEMENTS

This research is a group work. Thanks for the hard work of my teammates.