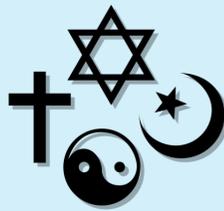


Factors influencing generosity

BACKGROUND

Numerous studies have investigated what influences levels of generosity

- Will and Cochran (1995) suggested that **religion influences** ones **opinions** of the poor which accounts for varying levels of generosity between religions and non religious people.
- Cox and Deck (2006) concluded that **gender** plays an important role in generosity. When deciding whether to be generous or not, women are more sensitive to the costs of doing so.
- Piff, Kraus, Côté, Cheng and Keltner (2010) interestingly found that people of a lower social class are more generous, charitable, trusting and helpful than people of a higher **socioeconomic status**.
- **Therefore it is hypothesised here that males will be more generous than females and that people in lower income brackets will donate more to charity**



METHODS & EXPERIMENTAL DESIGN

- The sample consisted **620 participants**, 51.61% female (N = 320) and 48.39% male (N = 300), with a mean age of 47.59 (SD = 16.76).
- Demographics collected
- Participants were **shown a video** about a food pantry charity in Tuascaloosa, AL
- Participants told that 1 in every 10 participants would receive \$100 and were instructed to decide how much, if any, they would give to the charity.
- They were then given a **questionnaire** about the charity and characteristics of people who receive aid
- They were then asked questions about their opinions of poverty.

RESULTS

An independent samples t test show that there were **no significant differences** between the amount of money **males** (N = 259, M = 56.59, SD = 36.92) and **females** (N = 259, M = 57.52, SD = 38.15) would give ($t(516) = .28, p = .78$).

There was a statistically **significant difference** between **household income** groups on their levels of generosity, as determined by one-way ANOVA ($F(18,499) = 1.86, p = .017$). **These results are illustrated in figure 1 below**

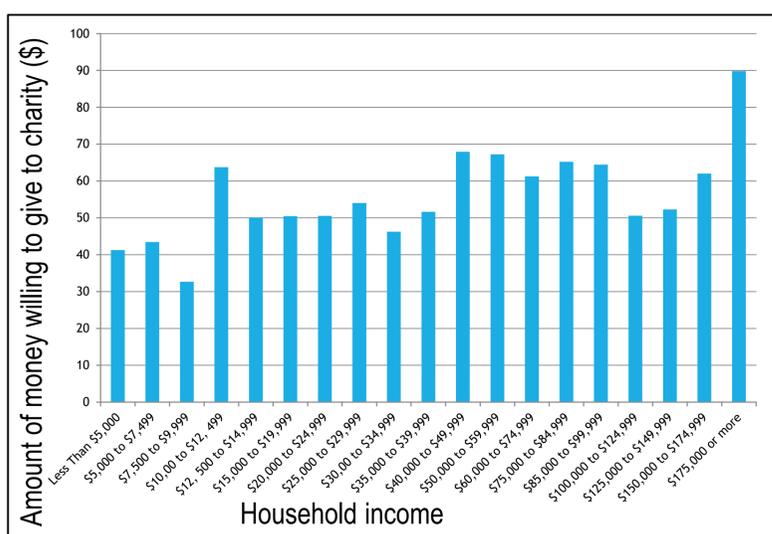


Figure 1. A graph showing the mean donation (\$) for each income group.

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CONCLUSION

These results-

- **Do not prove the hypothesis** that males are more generous than females
- **Do not prove the hypothesis** that people in lower income brackets will donate more to charity

This **contradicts** the findings of Cox and Deck (2006) and Piff et al (2010)

Reasons for these inconsistencies may be-

- **The charity in question.** People may be more likely to donate to a charity which is close to their heart.
- How **easy** it is for them to donate. For example, online, face to face, text.
- Therefore, predictions of who is likely to be the most generous need to be **made with caution**.

Future studies should-

- Ask participants if they or a family member/friend has **received support** from the charity in question
- Find out the **exact** amount of **household income** rather than assigning people to groups which increase in unequal increments (see figure 1).

This would provide more accurate results and allow greater confidence in interpretations.



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