

What Would You Give And Why?

An investigation into what motivates people to donate to charity

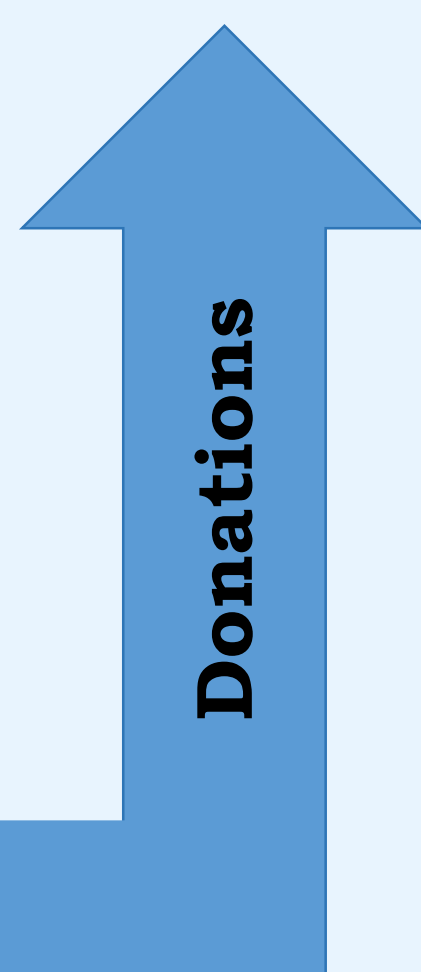
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Introduction

- In the aftermath tragic events such as natural disasters, those most affected rely heavily on charitable intervention
- It is therefore important to understand what motivates charitable giving to best target those most likely to donate
- Both personal demographics and beliefs are likely to effect this
- The empathic concern associated with being female has been linked to more charitable behaviours (Willer, Wimer, & Owens, 2015)
- Personal knowledge and/or contact with those who receive from charity has also been shown to boost sympathy and lead to more donations (Small & Simonsohn, 2008)
- Sympathy is also increases when it is believed that a victim is not responsible for their misfortune (Zagefka, Noor, Brown, Randsley de Moura & Hopthrow, 2011)

Hypothesis

- Gender
- Personal Knowledge
- Gender + Personal Knowledge
- Belief circumstances are beyond victims control



Methods

Participants

- N = 517 (Male = 258, Female = 259)
- Average age: 47 (SD =16.62, range:18 - 92)
- From a variety of ethnical backgrounds across the USA

Procedure

- Contacted online through Knowledge Networks
- Completed questionnaire on demographic information
- Watched a video surrounding charitable giving
- Completed second questionnaire surrounding willingness to donate and beliefs of those in need

Design

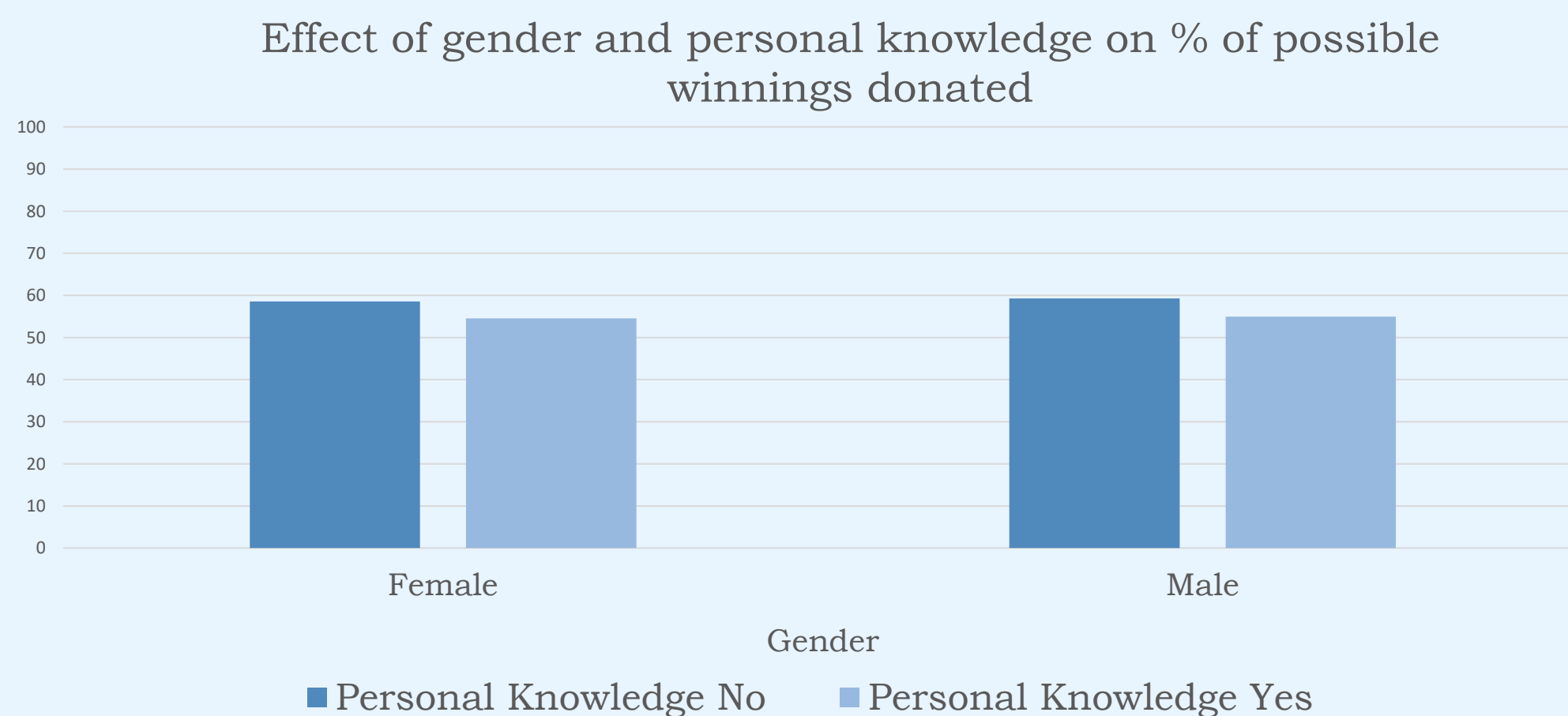
Between subjects two way ANOVA

- IV: Gender
- IV: Personal knowledge of someone receiving assistance from charity
- DV: % of possible \$100 willing to donate

Spearman's Rho Correlation

- IV: % of people believer to be poor due to circumstances beyond their control
- DV: % of possible \$100 willing to donate

Results



No significant effect of gender

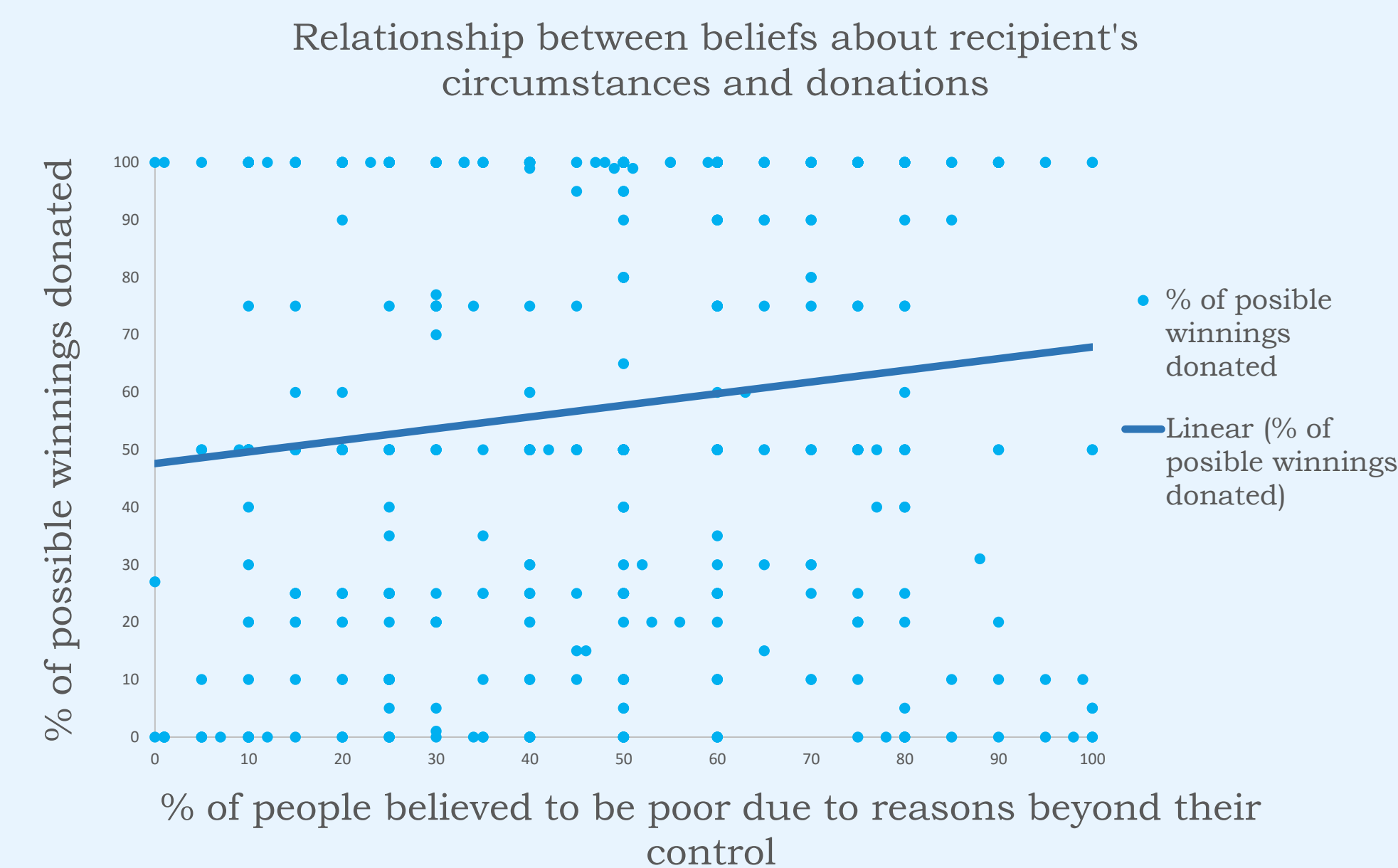
- $F(1,513) = 0.029, p = .864, \text{partial } \eta^2 = .000$

No significant effect of personal knowledge

- $F(1,513) = 1.608, p = .205, \text{partial } \eta^2 = .003$

No significant interaction effect between gender and knowledge

- $F(1,513) = 0.002, p = .962, \text{partial } \eta^2 = .000$



A weak positive correlation between beliefs and donations

- $r_s(515) = .135, p < .005$

Discussion

- The only significant result came from the correlation analysis, however it was weak
- The results suggest that charities should highlight that their recipients are not responsible for their circumstances if they wish to increase donations
- Future research may benefit from looking more into the association between beliefs about victims and charitable donations

References

- Small, Deborah A., & Simonsohn, U. (2008). Friends of Victims: Personal Experience and Prosocial Behavior. *Journal of Consumer Research*, 35(3), 532-542.
- Willer, R., Wimer, C., & Owens, L. A. (2015). What drives the gender gap in charitable giving? Lower empathy leads men to give less to poverty relief. *Social Science Research*, 52, 83-98.
- Zagefka H., Noor M., Brown R., Randsley de, Moura G., Hopthrow T. (2011). Donating to disaster victims: Responses to natural and man-made disasters. *European Journal of Social Psychology*, 41, 353-363