



Explaining the processes behind identifiability and magnitude effects on charitable giving

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Some facts about need

- Humanitarian crises occur regularly

Some examples from 2012:

- Hurricane Sandy caused \$50 billion in property damage in the US alone
- Violence in Syria has killed at least 28.000 people last year, 4 million need humanitarian aid (40% children)
- Food crisis in Mali affected 3.5 million people
- ...

Humanitarian Aid Response

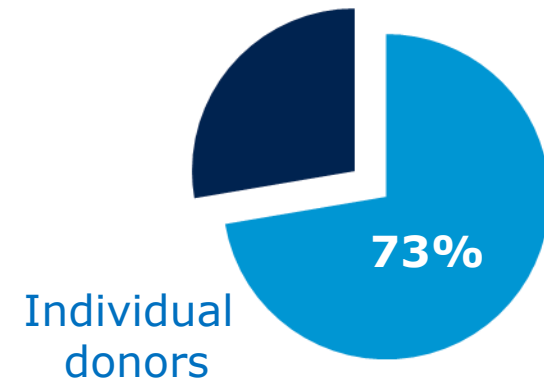
- Non-Profit Organizations (NPOs) respond to crises with donation requests



Humanitarian Aid Response

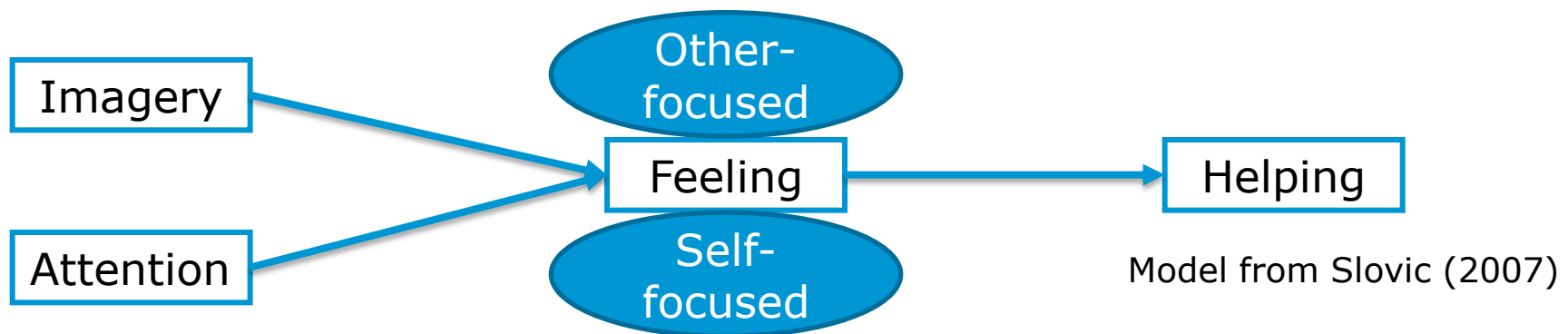
- Non-Profit Organizations (NPOs) respond to crises with donation requests
- USA:
 - 2.3 million non-profit organizations
 - 65% of households give to charity
 - Primary recipients are children, national disasters, and animals

Total US Donations:
\$300 Billion



Charity Navigator, 2013; National Center for Charitable Statistics, 2013; National Philanthropic Trust, 2013

- Determinants for charitable giving:
 - Philanthropy is multi-causal and multi-determined
 - The central role of emotions as motivators



Batson, 1990; Bekkers & Wiepking, 2011; Cialdini et al., 1987 Dickert, Sagara, & Slovic, 2011

Identifiability & Mental Imagery



vs.



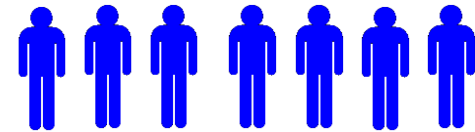
Identified victim:
Age, name, picture

Unidentified victim

(Kogut & Ritov, 2005a,b; Jenni & Loewenstein, 1997)

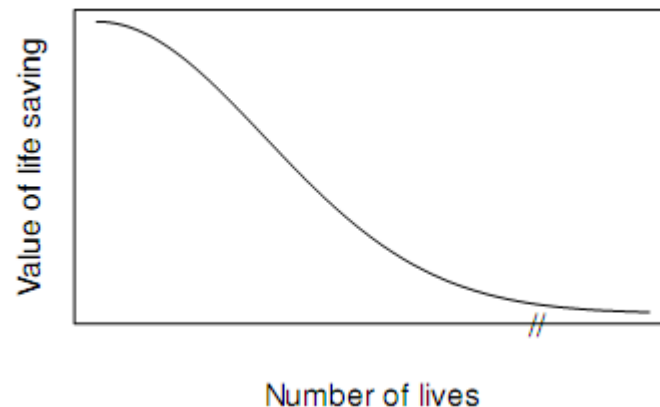
Singularity

- Increasing number of victims
 - Single victims sometimes receive more help than many



Single victim

Many victims



Slovic (2007)

The Dance of Affect & Impact

- Both identifiability and singularity have been explained by emotional processes
- Alternative accounts focus on perceived utility & impact of donations
 - Donations to single victims are more effective

Cryder, Loewenstein, & Scheines, 2013; Dickert, Västfjäll, Kleber, & Slovic, 2012; Erlandson, Björklund, & Bäckström, 2013; Kogut & Ritov, 2005a,b, Slovic, 2007; Smith, Faro, & Burson, 2013

DOUBLE YOUR GIFT

An estimated 20 million people – 6 million of them children – have been affected by the recent floods in Pakistan. Please support UNICEF's disaster relief efforts today.

The Government of Canada has announced that all individual donations made to Pakistan relief efforts will be matched.

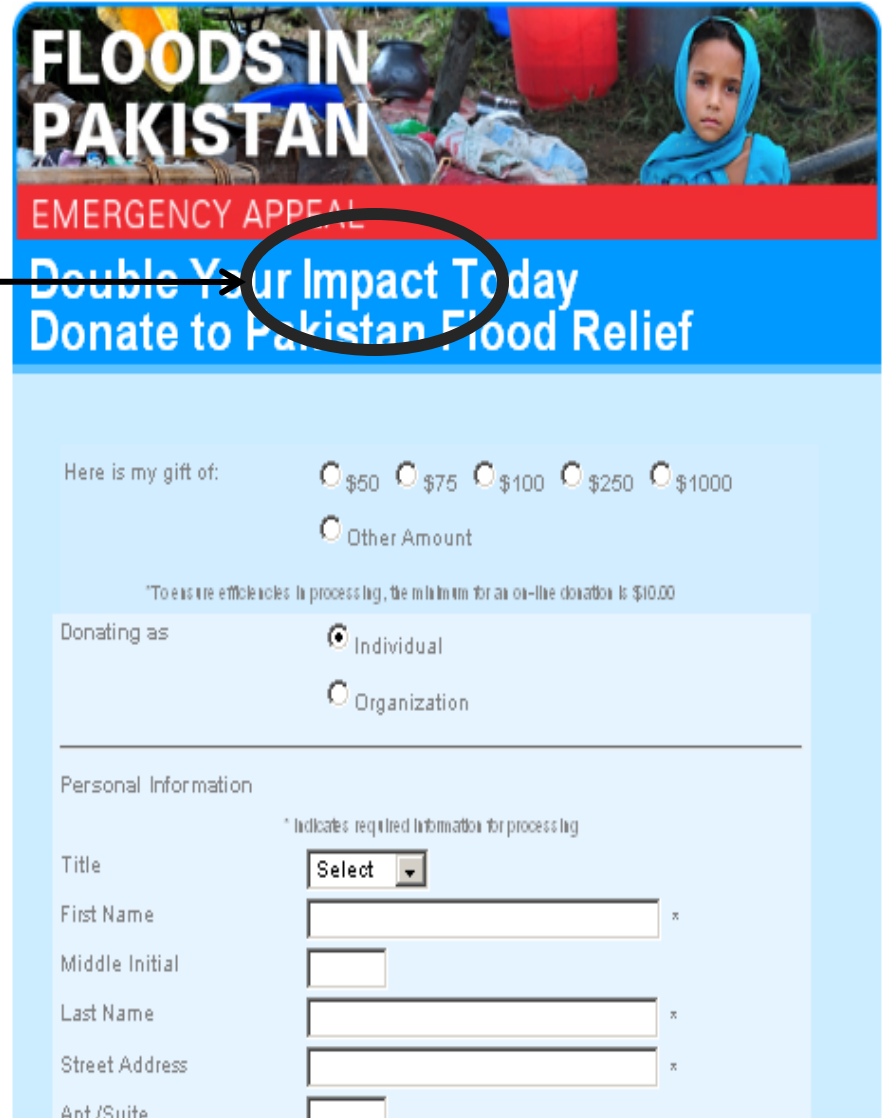
Double your impact - any amount you can give will help save kid's lives.

[More on the Pakistan floods](#)

WHAT YOUR MONEY CAN DO

\$100 can provide a basic family water kit for ten households, with detergent, soap, wash basin, towels, bucket and water purification tablets.

\$500 can provide 16



FLOODS IN PAKISTAN
EMERGENCY APPEAL
Double Your Impact Today
Donate to Pakistan Flood Relief

Here is my gift of: \$50 \$75 \$100 \$250 \$1000
 Other Amount

*To ensure efficiencies in processing, the minimum for an on-line donation is \$10.00

Donating as Individual Organization

Personal Information * Indicates required information for processing

Title

First Name

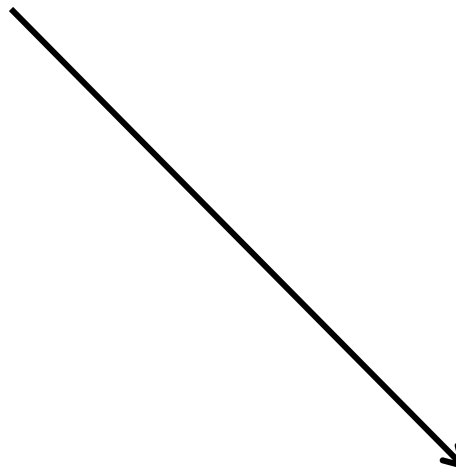
Middle Initial

Last Name

Street Address

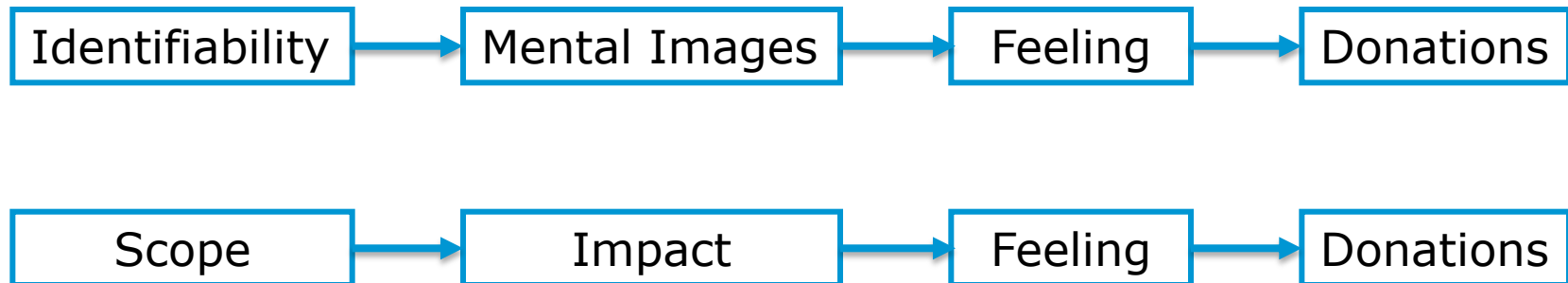
Apt./Suite

IMPACT



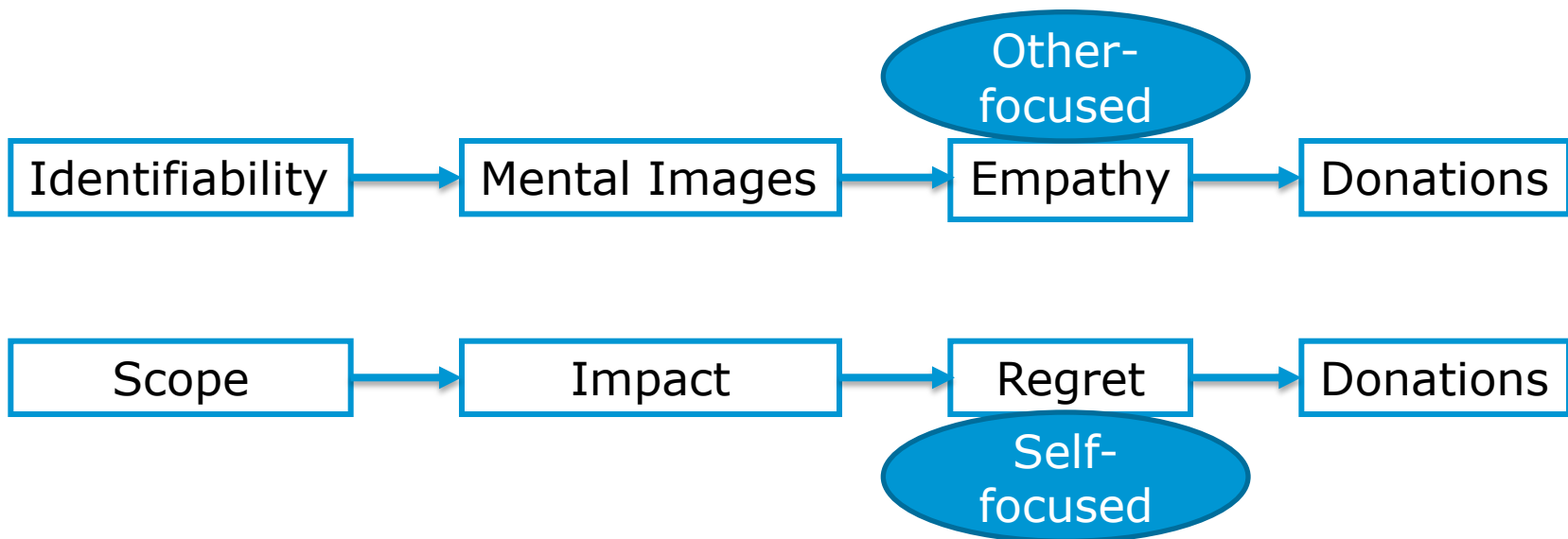
The Dance of Affect & Impact

- In the current project we combine both psychological mechanisms of affect and perceived utility in donation decisions



The Dance of Affect & Impact

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Current Study

- Participants (n=168): $M_{age} = 25.8$, 51% female
- Design:

	Small Scope	Large Scope
Identified Victim		
Unidentified Victim		

- Dependent measures:
 - Real donation
 - Emotions: (empathy, regret)
 - Mental image
 - Impact judgments

■ Donation Request:

...Rokia is desperately poor, and faces a threat of severe hunger or even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, *Save the Children* will work with Rokia's family and other members of the community to help feed her and provide her with education, as well as basic medical care and hygiene.



Rokia, 7 years old

- No significant total effects of identifiability, scope, or interaction on donation amount.
- However, we were primarily interested in the indirect effects through mental imagery, impact judgments, empathy, and regret.
 - Mediation analyses (Preacher & Hayes, 2008)

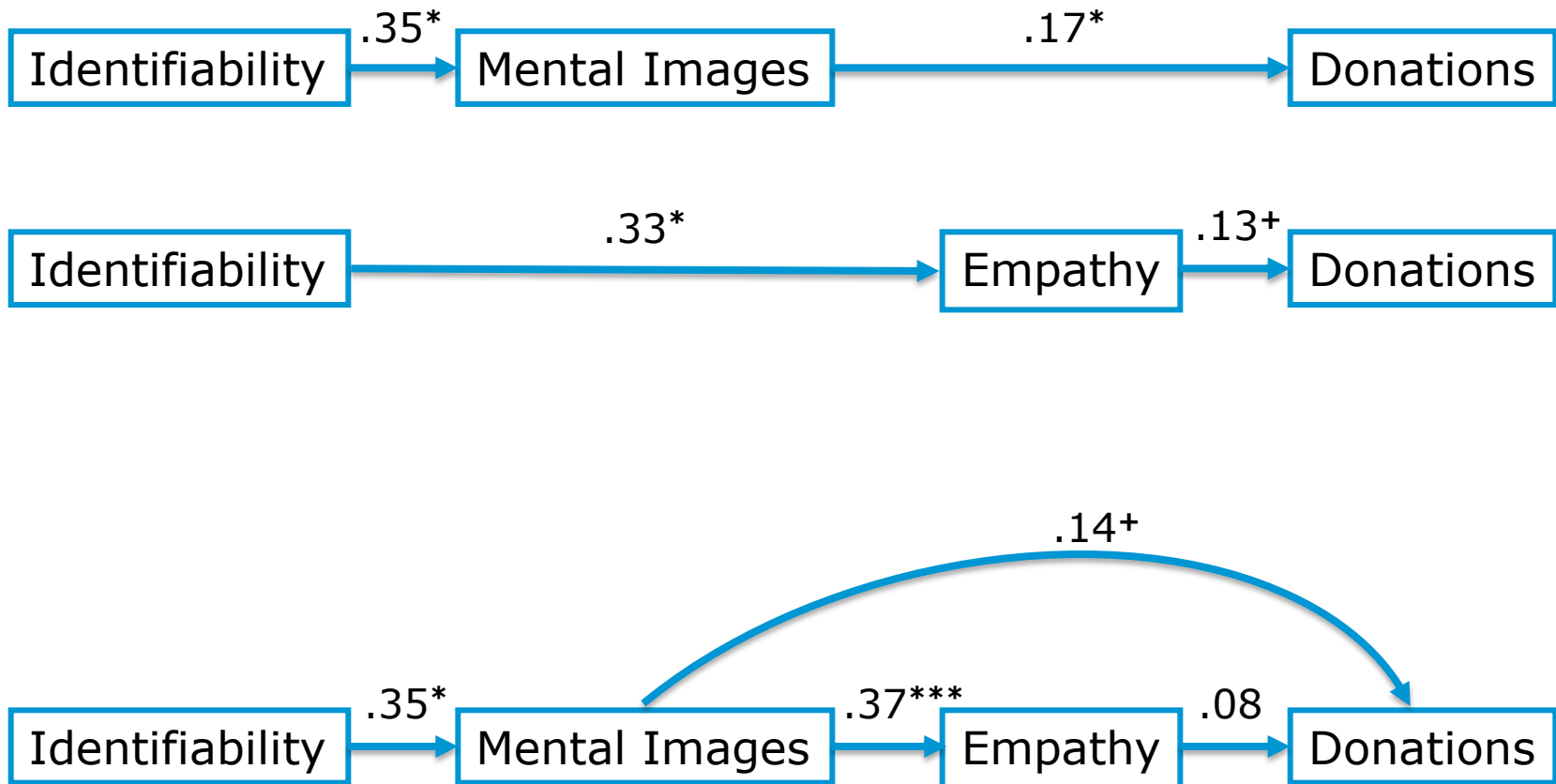
Mediation Analysis



Mediation Analysis



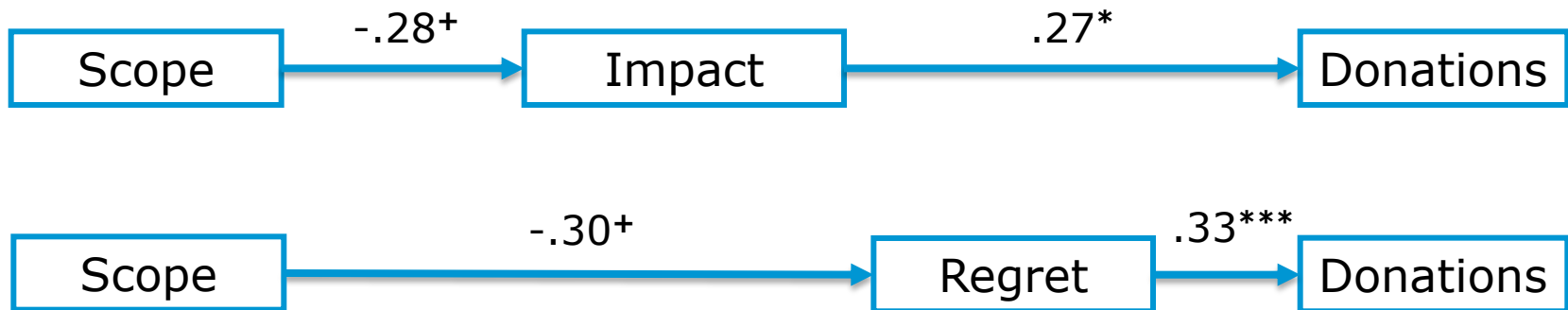
Mediation Analysis



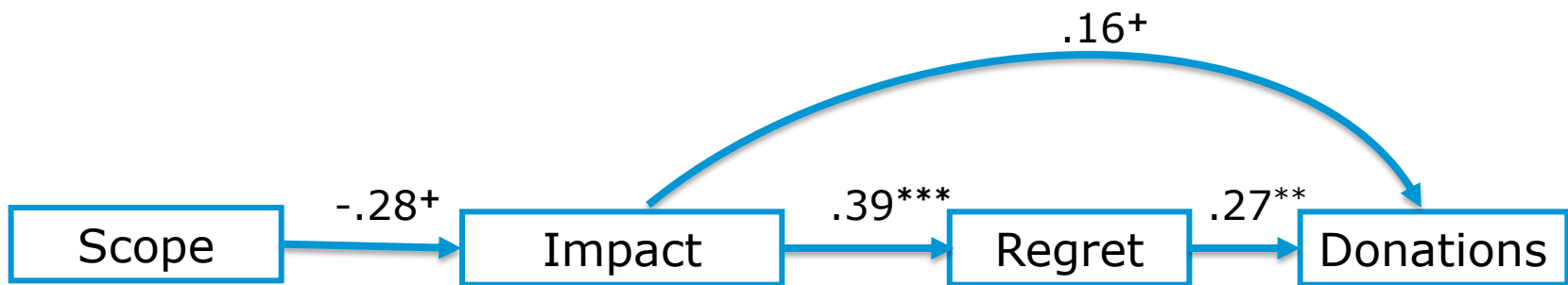
Mediation Analysis



Mediation Analysis



Mediation Analysis



- Effects of scope (i.e. number of affected people) operate through impact judgments, which in turn are mediated by emotions related to the self (regret)
- Effects of identifiability operate through mental imagery and emotions related to others (empathy).

- Both perceived utility (impact of a donation) and emotions are determinants of charitable giving, and both influence affective motivations to give:
 - Increases in number of victims reduces the effectiveness of a donation → reduces giving because of lower emotional motivation (related to the self)
 - Identifiable victims increase vivid mental imagery → increases giving because of increased empathy

Thank you for your attention!



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Identifiability Example



FEATURED PROJECT

\$250 to send Mudolene to School for a Year

HAITI · CHILDREN

This project will provide a full year of education for 9 year old Mudolene. Mudolene arrived at the orphanage in 2010 with her two brothers. Her dad made the he... [Learn more](#)

\$ Donation amount

[give now](#)



FEATURED PROJECT

Send a Child in India to School for a Year

INDIA · CHILDREN

Non Formal Education Centres provide children in remote tribal areas with access to quality education, in an interactive and joyful environment. Children are en... [Learn more](#)

- \$40 - Provides 1 child with quality...
- \$50 - Provides stationery/books to 1...
- \$65 - Runs one Centre for 1 month be...

[give now](#)