## Materials Study 2

## Scenario - Joint evaluation condition:

Imagine that two charitable organizations that you trust asked you to make a donation to help people living in the United States.
One of the two organizations is involved with aid programs related to the healthcare and aiming to help people who are ill. The other organization is involved with aid programs related to amateur sports and aiming at supporting local amateur sport leagues. In particular, these two organizations are asking you to support the following aid programs:
(baseball less expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 20 donation to support an amateur baseball league.


## (baseball equally expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 50 donation to support an amateur baseball league.


## (baseball more expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 80 donation to support an amateur baseball league.


## Scenario - Separate evaluation condition (cancer):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.
The organization is involved with aid programs related to the healthcare and aiming to help people who are ill. In particular, this organization is asking you to support the following aid program:

- ORGANIZATION 1: A \$50 donation to support research on more effective cancer treatments.


## Scenario - Separate evaluation condition (baseball league):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.
The organization is involved with aid programs related to the healthcare and aiming to help people who are ill. In particular, this organization is asking you to support the following aid program:
(baseball less expensive):

- ORGANIZATION 1: A \$ 20 donation to support an amateur baseball league.


## (baseball equally expensive):

- ORGANIZATION 1: A \$ 50 donation to support an amateur baseball league.


## (baseball more expensive):

- ORGANIZATION 1: A \$ 80 donation to support an amateur baseball league.
(In the separate evaluation condition, questions were presented only for the organization/cause relevant to the specific condition; in joint evaluation, participants answered all questions)

- Would you make a donation in favor of Organization 1?
- Would you make a donation in favor of Organization 2?

$\qquad$
Please, answer the following question:
Absolutely
negative

Neither
Absolutely
negative
negative nor positive

- How positive or negative do you feel about the cause supported by
Organization 1?
- How positive or negative do you feel about the cause supported by
Organization 2?

Please, answer the following questions:

- How much do you perceive a
donation to Organization 1 as a cost
for you?
- How much do you perceive a
donation to Organization 1 as
beneficial for the people helped by the
charity?
- How much do you perceive a
donation to Organization 2 as a cost
for you?
- How much do you perceive a
donation to Organization 2 as
beneficial for the people helped by the
charity?


Please, indicate how much do you agree with each of the following statements:


Please, provide some demographic information below:
Gender: Male [ $\qquad$ ] Female [ $\qquad$ _]

Age: $\qquad$
What is your level of education?
$\qquad$ ] $8^{\text {th }}$ grade or less
[_] Some high school
[__ ] High school
[__] Vocational
[__] Some college
[__] College
[__] More than college
What is your income?
[ _ ] Less than \$10,000
[__] \$10,001-\$25,000
[__] \$25,001 - \$50,000
[__] \$50,001 - \$75,000
[__] \$75,001 - \$100,000
[__] More than $\$ 100,000$
[ _ ] Decline to answer

