

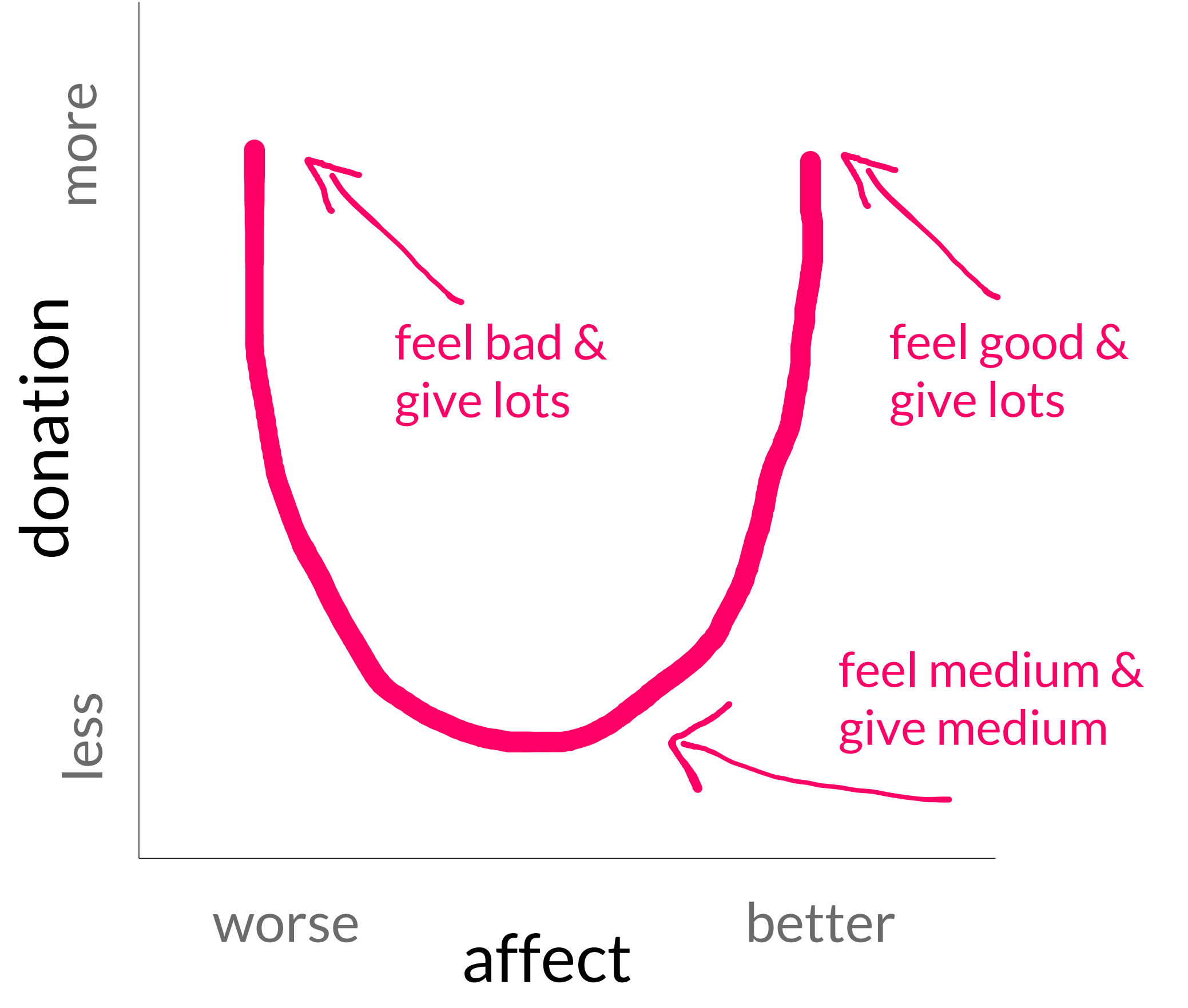
Giving more when you're feeling good?



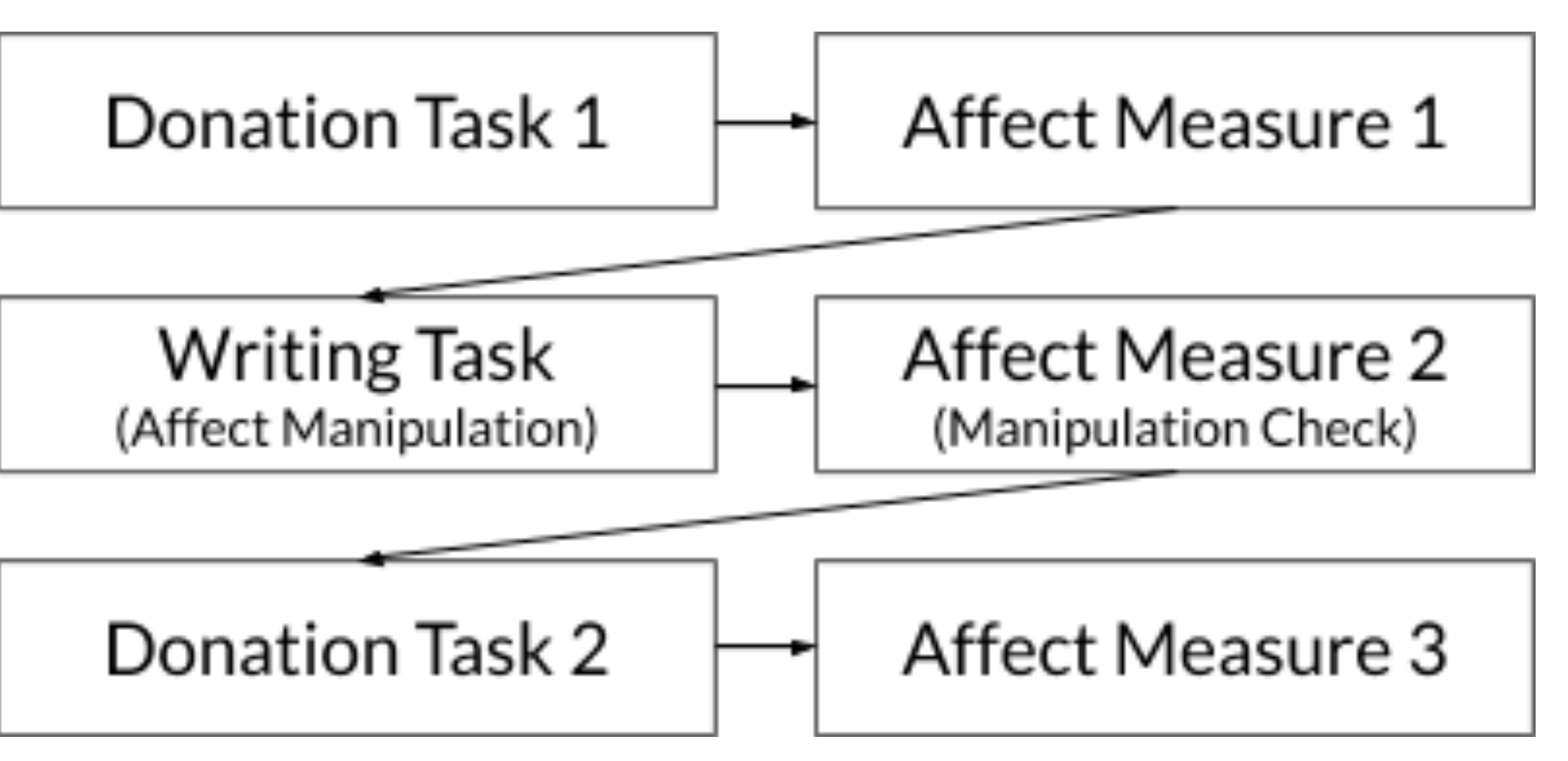
Rima-Maria Rahal^{1,2}, Bengisu Sezer², & Ilja van Beest²
¹Max Planck Institute for Research on Collective Goods
²Tilburg University

BACKGROUND

Giving makes people feel good (Warm Glow effect, Andreoni, 1989).
 The other way around, affect is assumed to have a **u-shaped** relationship with giving (Baumann et al., 1981):

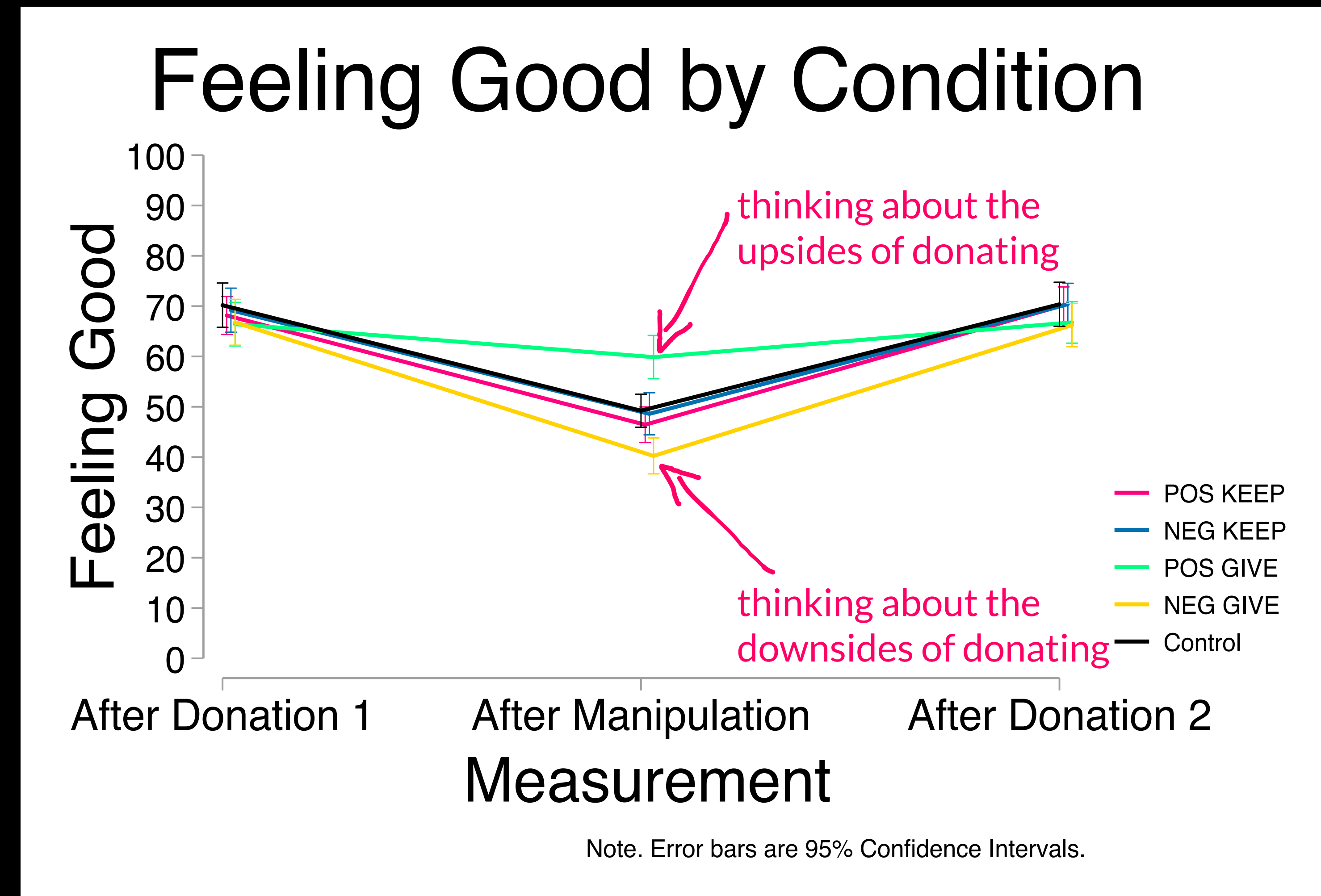
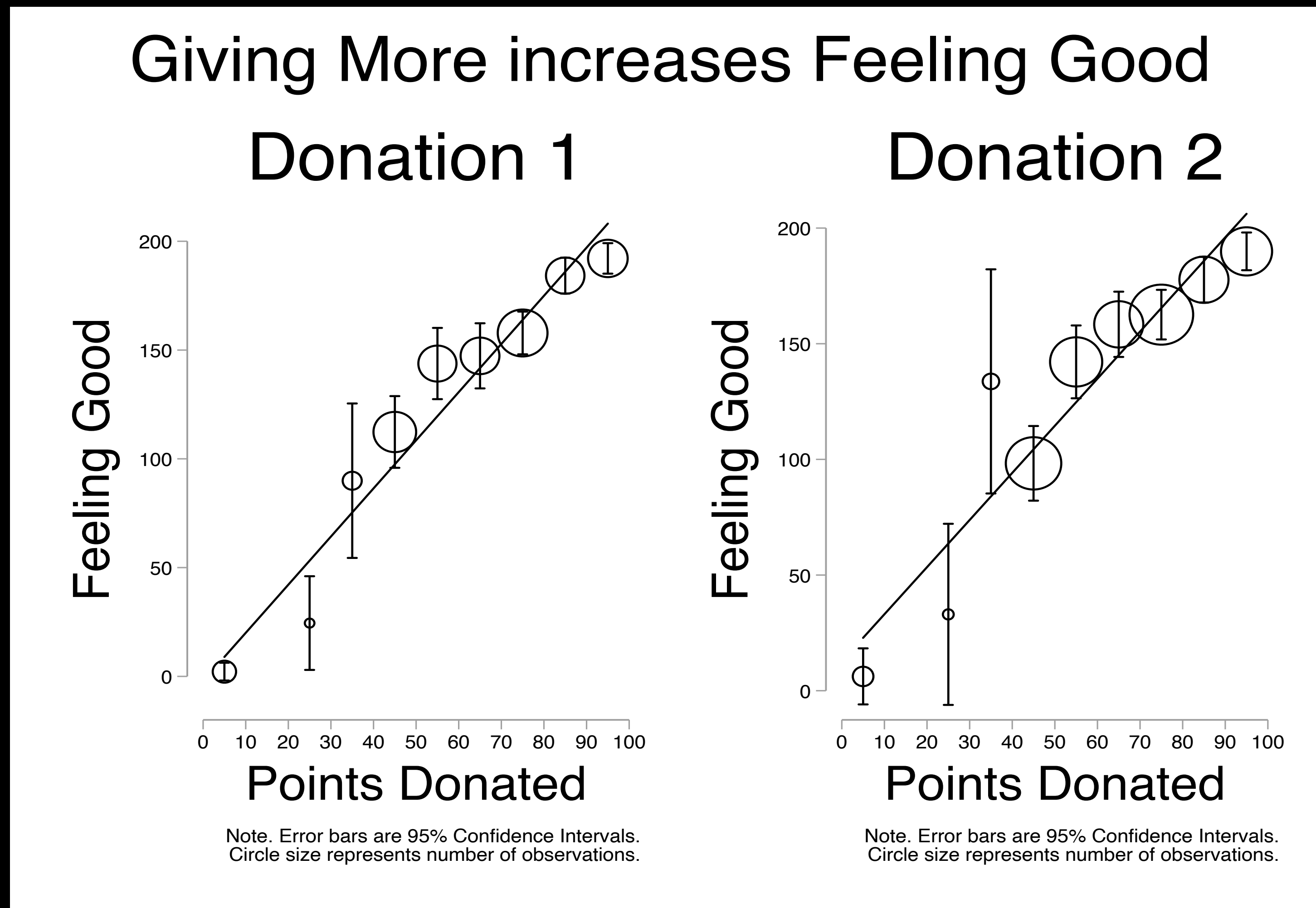


METHODS



WARM GLOW REPLICATES: GIVING MORE INCREASES FEELING GOOD.

Giving makes people feel better, both in donation 1 ($b = 0.20, t = 16.88, p < 0.001$) and in donation 2 ($b = 0.16, t = 13.64, p < 0.001$).

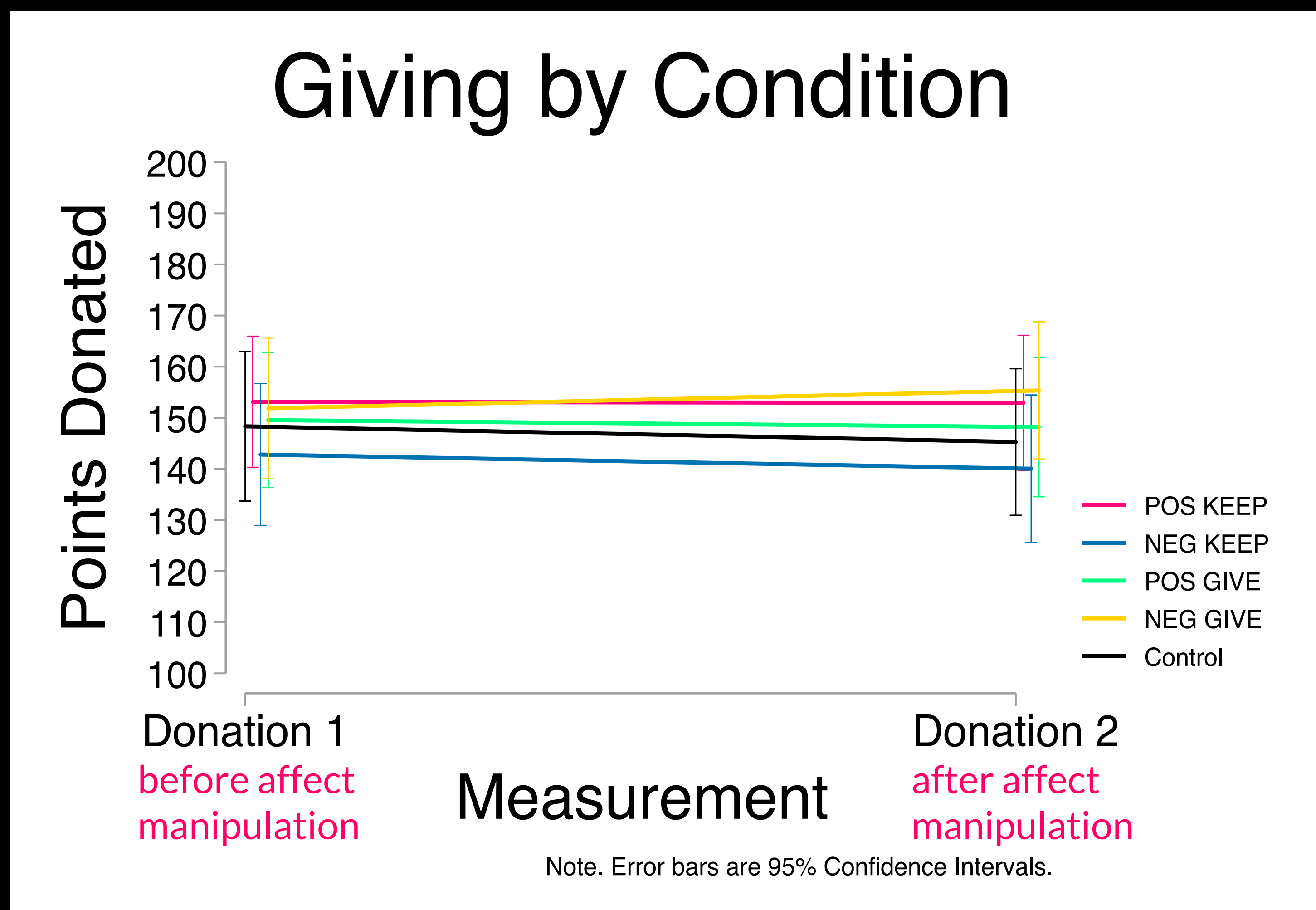


AFFECT MANIPULATION WORKS ONLY IN GIVE FRAME.

No evidence for different affect in the keep frame, only in the give frame (POSGIVE vs. Control: $t(180) = 3.82, p = 0.001$; NEGGIVE vs. Control: $t(179) = 3.21, p = 0.012$).

AFFECT MANIPULATION DOES NOT AFFECT GIVING.

No evidence for different giving levels before (donation 1) and after (donation 2) the affect manipulation ($b = -0.76, z = -0.44, p = 0.662$).
 No evidence that affect condition predicts giving ($b = 0.06, t = 0.03, p = 0.98$).



MORE METHODS.



2 Studies, both preregistered on OSF, all materials here: <https://bit.ly/2KJxK5l>

541 participants ($n_{\text{Study 1}} = 252, n_{\text{Study 2}} = 289, 333$ female, $M_{\text{age}} = 21.31, SD_{\text{age}} = 2.29$, demographics missing for 76 participants)

Incentives **Study 1: 5€ flat + up to 2€**

Incentives **Study 2: course credit only**

Donation Task: Dictator Game, donate between 0€ and 2€ (in 1 cent steps) to UNICEF and SAVE THE CHILDREN (random sequence)

Affect Measure: How do you feel [0 = very bad, 100 = very good]?

Writing Task (**Affect Manipulation**): In the **control condition**, participants wrote about a **neutral experience** someone may have experienced. In the **POSKEEP (NEGKEEP)** condition, participants wrote about the **positive (negative)** emotions and thoughts that someone who decided to keep all resources to themselves in a donation decision may have experienced. Participants in the **POSGIVE (NEGGIVE)** condition wrote about the **positive (negative)** emotions and thoughts that someone who decided to give away all resources to a charity in a donation decision may have experienced.

LITERATURE.

Baumann, D. J., Cialdini, R. B., & Kendrick, D. T. (1981). Altruism as hedonism: Helping and self-gratification as equivalent responses. *Journal of Personality and Social Psychology*, 40(6), 1039-1046.
 Andreoni, J. (1989). Giving with impure altruism: Applications to charity and Ricardian equivalence. *The Journal of Political Economy*, 97(6), 1447-1458.

SJDM OFFICE HOURS DEC 10, 2020, 8-9:15 (EST):
<https://zoom.us/j/95997966494>

BONUS CONTENT:
ASK ME ABOUT THERMAL IMAGING!