

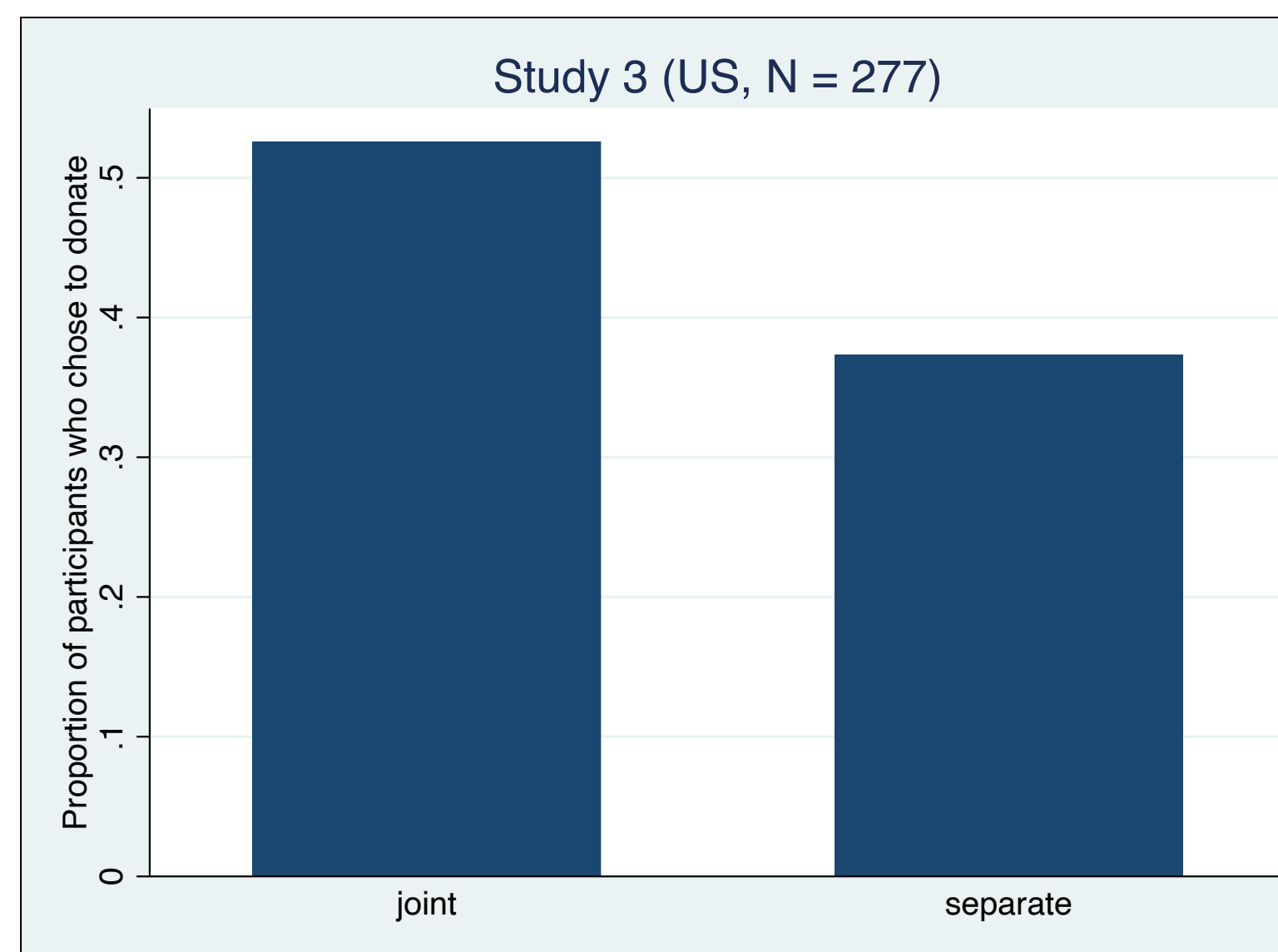
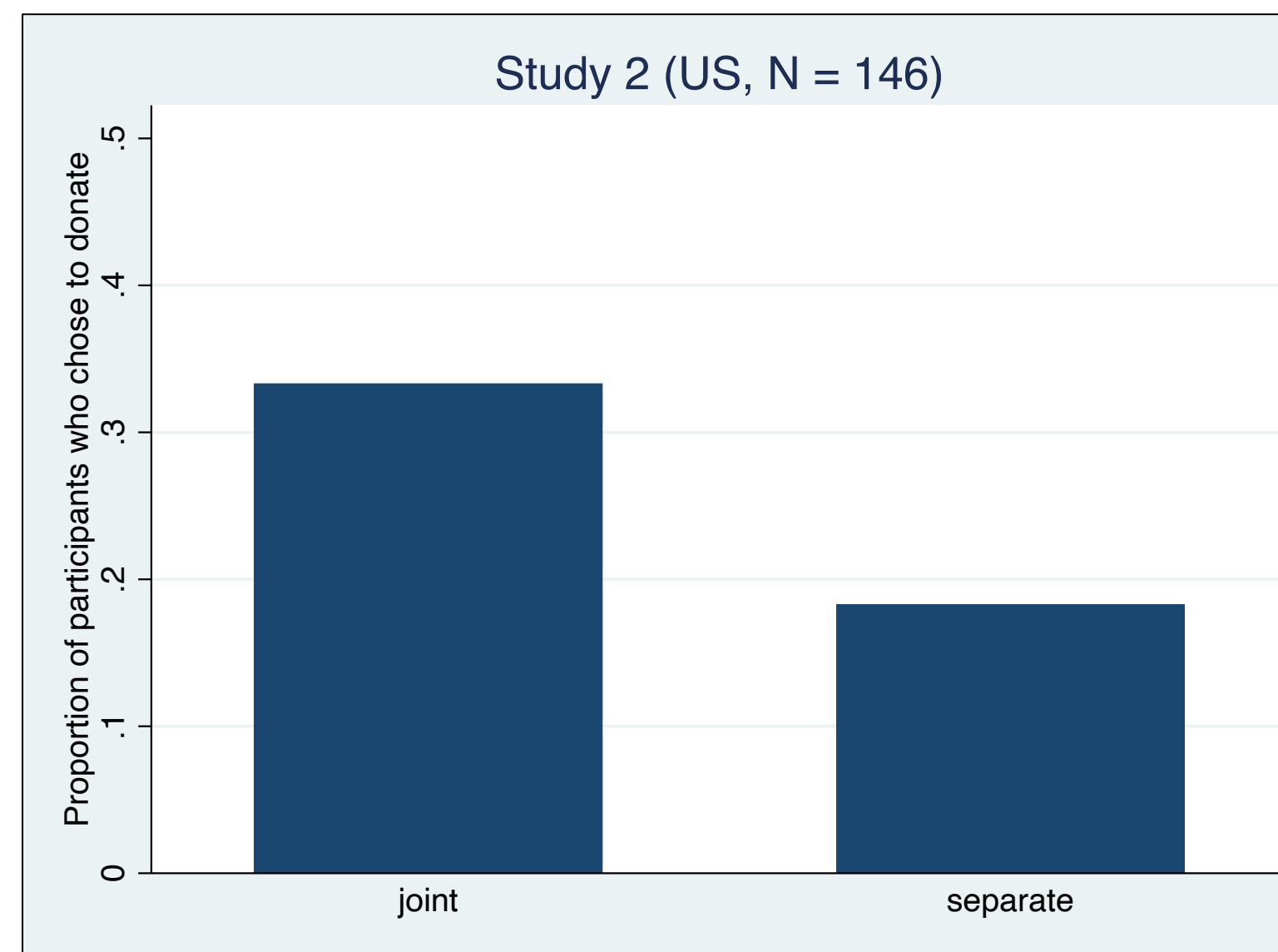
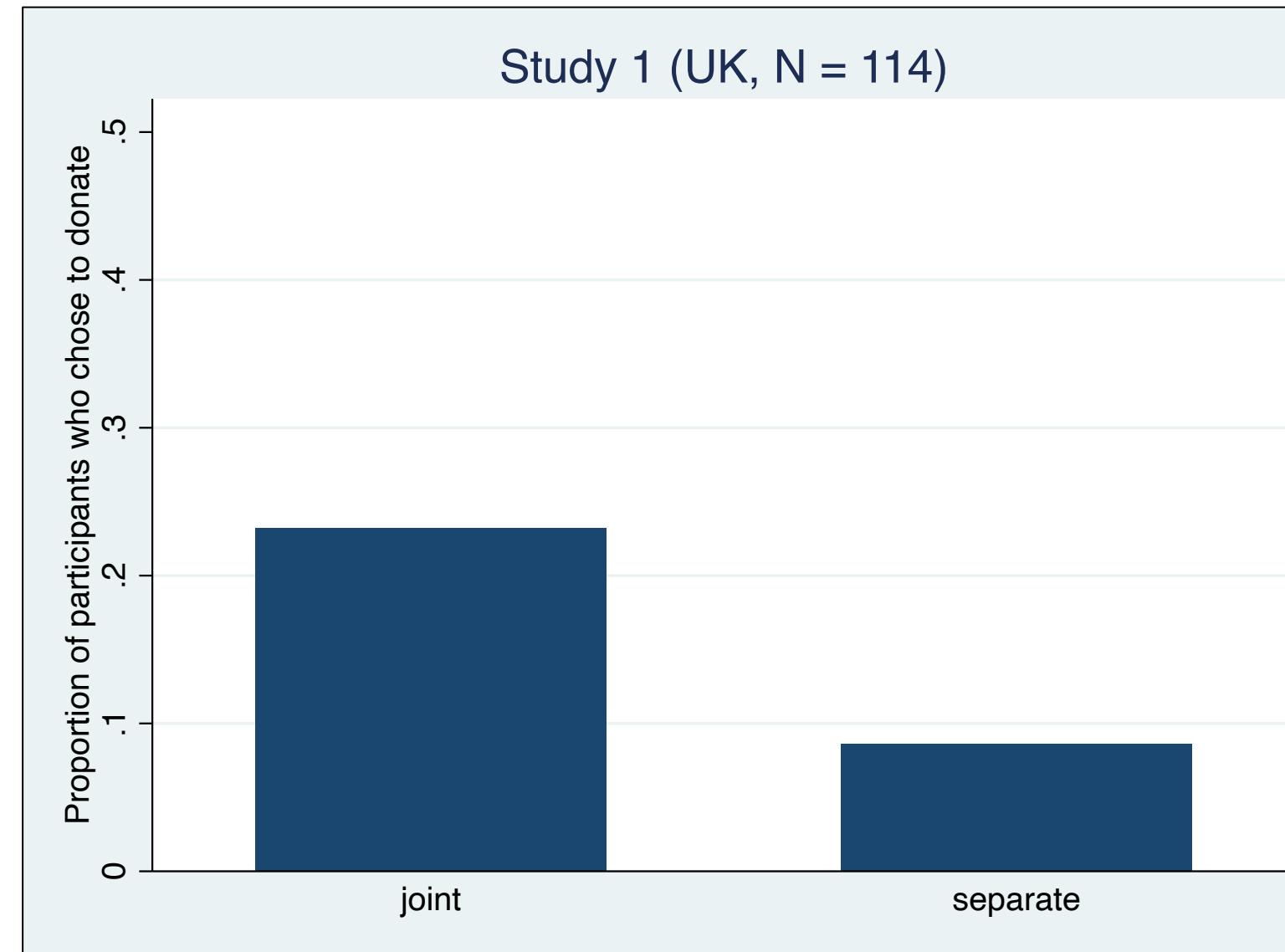
## Summary

Can viewing charitable options together affect people's donation tendencies? Past research would suggest that viewing similar options together would increase decision difficulty, in turns leading people to defer their decision. Yet, we found that participants are **more likely to donate** when viewing two similar but distinct charitable causes (**joint evaluation**) together, than viewing only one of them (**separate evaluation**).

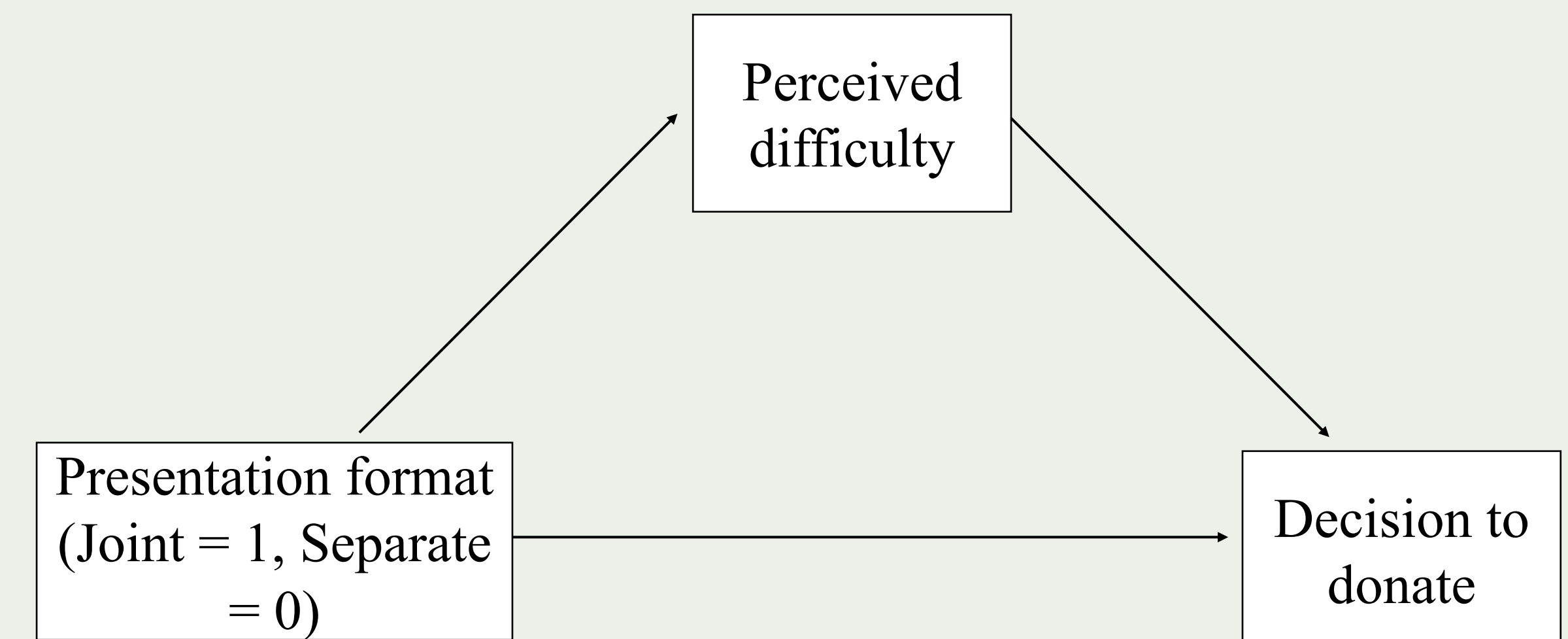
We also found that this effect is mediated by **how difficult people perceived the decision to be**.

## Stimuli

The image shows two examples of charitable stimuli from GoFundMe. The first is a page for 'Women Empowerment (India) Project' with a 'Donate \$5 now' button. The second is a page for 'Empower Women in India Project' with a 'Donate \$5 now' button and a description: 'After visiting some of the more remote areas in India, we came together as a group, with the aim to ... (Read more)'.



## Mechanism (Study 2 & 3)



Study 2:  $B = 0.41$ ,  $SE = .20$ , 95% CI[0.096, 0.86]

Study 3:  $B = 0.18$ ,  $SE = .072$ , 95% CI[0.055, 0.34]

## General Methods

Participants were asked to imagine a scenario in which they have additional money to spend and that they came across the GoFundme link(s). They then chose whether to **donate the money** or to **not donate (Study 2)/spend the money on items that they want (Study 1 & 3)**.

- Between-subject; either joint (both GoFundme links) or separate evaluation (only one link)
- Participants were also asked “How difficult was it to make the decision you have just made?” (**perceived difficulty**)

## Discussion

Our results showed that presenting similar charitable options in joint evaluation format makes the decision more difficult, which in turn increases people's donation tendencies. We aim to test the exact reason why decision difficulty in such a prosocial domain increases donation tendencies despite past research that shows the contrary in other domains.