## Session 1A | Rouge Room

### Introduction to the Science of Philanthropy Initiative: New Directions

**Chair:** Anya Samek

- "Behavioral Economics in Application: Charity and Programming"
  - Anya Samek, University of Wisconsin-Madison

- "Bringing Behavioral Economics to Action"
  - Terri Zhu, Louis Groceries

- "Pick, Click, Give: An Experiment in Alaska"
  - Michael Price, Georgia State University

## Session 1B | State Room

### Science in the Lab: What Makes us Tick?

**Chair:** Luigi Butera

- "Taking or Giving? The Price of Giving: How Much do Individuals Dislike Taking?"
  - Laura Razzolini, Virginia Commonwealth University

  - James Cox, Georgia State University

- "Bequest Philanthropy as Synthetic Family: Evidence from fMRI and Survey Experiments"
  - Russell James, Texas Tech University

- "Re-thinking Fast and Slow: The Reverse Inference Problem with Reaction Times"
  - Ian Krajbich, The Ohio State University

## Session 2A | Rouge Room

### Practitioners and Researchers Working Together: New Discoveries

**Chair:** John List

- "Avoiding Overhead Aversion in Charity"
  - Uri Gneezy, University of California, San Diego

- "How do Suggested Donations Affect Charitable Gifts? Evidence from a Field Experiment in Public Broadcasting"
  - David Reiley, Google

## Session 2B | State Room

### Choosing to Give

**Chair:** Louis Putterman

- "Nice Millionaires"
  - Paul Smeets, Maastricht University

- "How to Recognize Donors to Increase Charitable Giving"
  - Roman Sheremeta, Case Western Reserve University

- "The Freedom to Choose Undermines the Willingness to Redistribute"
  - Alexander Cappelen, Norwegian School of Economics
1:00 - 2:30 Parallel Session 2

“Captains, Carbon, and Charity: A Field Experiment on the Impact of Information and Altruistic Incentives on Pilots’ Behaviors”
- Rob Metcalfe, University of Chicago

“Globalization & Altruism to the Poor in Developing Countries”
- Sera Linardi, University of Pittsburgh

2:30 - 2:45 Coffee Break

2:45 - 4:15 Parallel Session 3

Session 3A | Rouge Room
Friends Asking Friends: Online and Networked Giving
>> Chair: Abigail Payne
‘Friends Asking Friends for Charity: the Importance of Gifts and Audience’
- Ragan Petrie, George Mason University
‘Network Nudges: Second and Third Order Social Effects in Charitable Giving Field Experiments’
- Michael Sanders, Harvard University
‘How Genuine is Our Generosity? Using Social Information to Discover Why People Give to Charity’
- David Klinowski, University of Pittsburgh

Session 3B | State Room
Why Do People Give?
>> Chair: Paola Mallucci
‘Why Do People Give? Testing Pure and Impure Altruism’
- Mark Ottoni-Wilhelm, IUPUI
‘Deconstructing Giving: Donor Types and How they Give’
- Lata Gangadharan, Monash University
‘The Distributional Preferences of Americans’
- Pamela Jakiela, University of Maryland
‘The Effects of Information and Culture on Giving’
- Neslihan Uler, University of Michigan

4:15 - 4:30 Coffee Break

4:30 - 5:30 SPI Partnership Challenge Projects — Panel moderated by John List (Rouge Room)

5:30 - 6:30 Poster Presentations & Cocktail Hour (Front of the International Ballroom)
Please refer to the presenter booklet for the full list of poster presentations.

6:30 - 8:30 Conference Dinner (International Ballroom)
Awards for Partnership Challenge
Keynote — Charles Longfield, Executive Vice President & Chief Scientist, Blackbaud, Inc

#SPICon14
The Power of Partnerships
SPI Annual Conference | #SPICon14

SATURDAY I November 8
Saieh Hall at the University of Chicago

8:30 - 9:30 Breakfast (201 Graduate Commons)
8:30 - 9:00 Tours of Saieh Hall
9:30 - 11:00 Parallel Session 4

Session 4A | 021 Classroom
Communicating with Donors: What Works?
>> Chair: Szu-Chi Huang, Stanford University
‘Fair weather avoidance: Unpacking costs and benefits in replication of Avoiding the Ask’
   - James Murphy, University of Alaska, Anchorage
‘Changing Mindset: Using Different Appeals to Increase Payments under Consumer Elective Pricing’
   - Silvia Saccardo, University of California, San Diego
‘Intermediaries in Fundraising Inhibit Quality-Driven Charitable Donations’
   - Lucas Coffman, Ohio State University
‘When Do Incentives Help Charitable Giving and When Do They Hurt?’
   - George Newman, Yale University

11:00 - 11:15 Coffee Break

11:15 - 12:45 Parallel Session 5

Session 5A | 021 Classroom
Charity Strategies for Increasing Giving
>> Chair: Dan Hungerman, University of Notre Dame
‘Holier Than Thou? Testing Models of Social Information in Charitable Giving using a Natural Field Experiment’
   - Jim Andreoni, University of California, San Diego
‘A Field Experiment on Directed Giving at a Public University’
   - Jonathan Meer, Texas A&M University

Session 4B | 203 Classroom
How Does Generosity Develop Among Kids and Across Cultures?
>> Chair: Avner Ben-Ner, University of Minnesota
‘How developmental neuroscience contributes to the understanding of generosity’
   - Jean Decety, University of Chicago
‘Beware of Popular Kids Bearing Gifts: A Framed Field Experiment’
   - Dan Houser, George Mason University
‘The Effect of Early Education on Social Preferences’
   - Bertil Tungodden, Norwegian School of Economics
‘Parenting, Teaching or Peer Pressure A Real-Effort Field Experiment on Children’s Pro-Social Behavior’
   - Ericka Scherenberg Farret, University of Texas, Dallas

Session 5B | 203 Classroom
Volunteerism and Organ Donation
>> Chair: Alex Imas, Carnegie Mellon University
‘It’s All About the Relationship: Motivating Workers Who “Do Good”’
   - Angela de Oliveira, University of Massachusetts-Amherst
‘Rational Preferences or Moral Repugnance? The Effect of Empirical Evidence on Attitudes Toward Compensating Organ Donors’
   - Mario Macis, Johns Hopkins University
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<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
<th>Speaker</th>
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<tr>
<td>11:15 - 12:45</td>
<td>Parallel Session 5</td>
<td>“Social Distance and Quality Ratings in Charity Choice”</td>
<td>Forrest Williams, Portland State University</td>
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<td>“Do Donors Prefer In-Kind? A Field Experiment on Paternalistic Giving”</td>
<td>Laura Grant, University of Wisconsin,</td>
<td>Milwaukee</td>
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<td>“Don’t Take ‘No’ For An Answer: An Experiment with Actual Organ Donor Registrations”</td>
<td>Judd Kessler, University of Pennsylvania</td>
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<td>“The Effect of Charitable Giving on Workers’ Performance: Experimental Evidence”</td>
<td>Gary Charness, University of California,</td>
<td>Santa Barbara</td>
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<td>12:45 - 1:30</td>
<td>Buffet Lunch</td>
<td>(201 Graduate Commons)</td>
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<td>1:30 - 3:00</td>
<td>Parallel Session 6</td>
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<td>Hidden Motive for Giving</td>
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<td>&gt;&gt; Chair: Huseyin Yildirim, Duke University</td>
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<td>“Norms, Frames and Prosocial Behavior”</td>
<td>Erik Kimbrough, Simon Fraser University</td>
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<td>“A Warm Glow in the After Life? The Determinants of Charitable Bequests”</td>
<td>Sarah Smith, University of Bristol</td>
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<td>“Can Thank-You Gifts Crowd Out Intrinsic Motivation to Donate? Field Experiments on Optimal Thank-You Gift Fundraising Strategies”</td>
<td>Matthew Chao, Caltech</td>
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<td>“Spending Money on Others Improves Cardiovascular Health”</td>
<td>Ashley Whillans, University of British Columbia</td>
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<td>Parallel Session 6</td>
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<td>Special Topics</td>
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<td>&gt;&gt; Chair: Daniel Martin, Paris School of Economics</td>
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<td>“Volunteering and Charitable Giving”</td>
<td>Anya Samek, University of Wisconsin-Madison</td>
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<td>Jonathan Meer, Texas A&amp;M University</td>
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<td>“How much of a nudge? The welfare effects of social pressure and commitment”</td>
<td>Sally Sadoff, University of California, San Diego</td>
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<td>“When Do Punishment Institutions Work?”</td>
<td>Sarah Jacobson, Williams College</td>
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<td>3:00 - 3:15</td>
<td>Special Coffee Break</td>
<td>Garrett’s Popcorn</td>
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