

UNIT ASKING

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Hsee, Zhang, Lu & Xu (2013). *Psychological Science*

Background and Overview

Fundraising is costly (\$50b to raise \$300b annually).

We introduce a virtually costless method to boost donations.

It involves no deception or coercion.

It applies to fundraisers for a group with N needy persons.

It works for both paper-based and web-based fundraisers

Theoretical Basis

Initial **scope insensitivity**

+

Subsequent **scope consistency**

Roadmap

- Study 1: Method and Effect
- Study 2: Field Experiment
- Study 3: Extension
- Other applications



A local kindergarten has 20 needy children like the one as pictured.

They need your donation to buy Christmas gifts for them.

Two between-*Ps* conditions

1. Control condition:

2. Unit-asking condition:

Two between-Ps conditions

1. Control condition:

➡ Think about all of the 20 children. How much are you willing to donate to help these 20 children? \$_____

2. Unit-asking condition:

Two between-Ps conditions

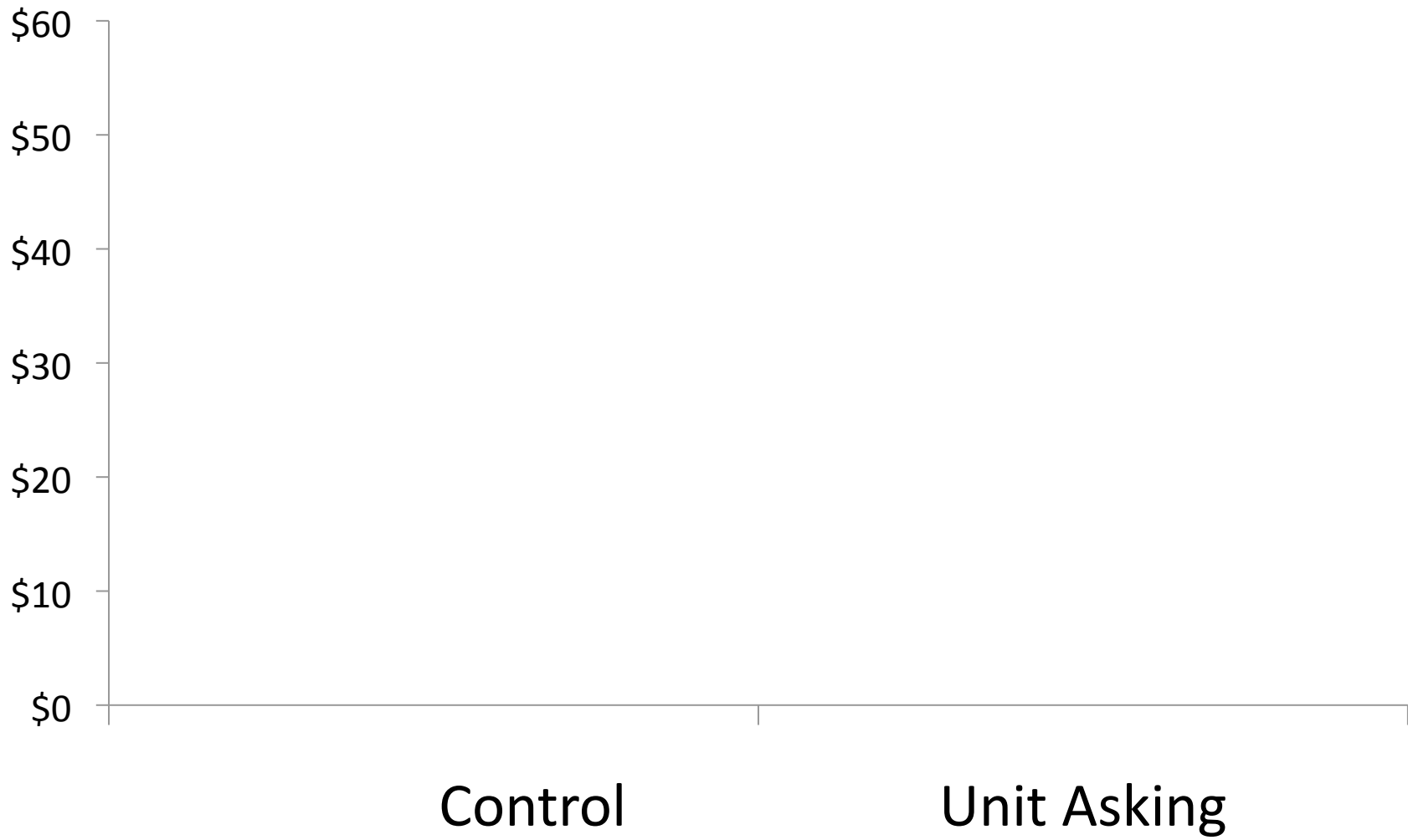
1. Control condition:

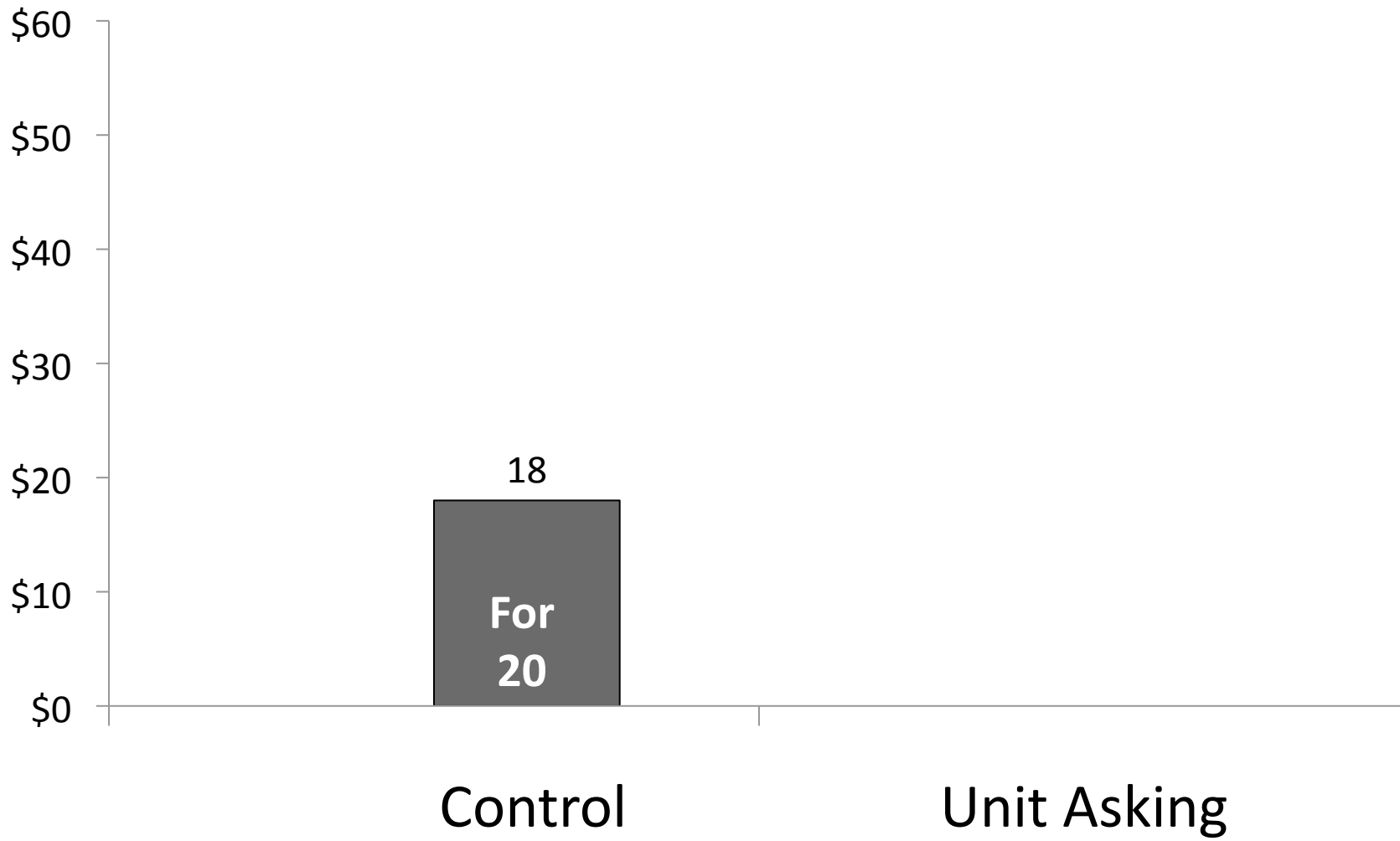
➡ Think about all of the 20 children. How much are you willing to donate to help these 20 children? \$_____

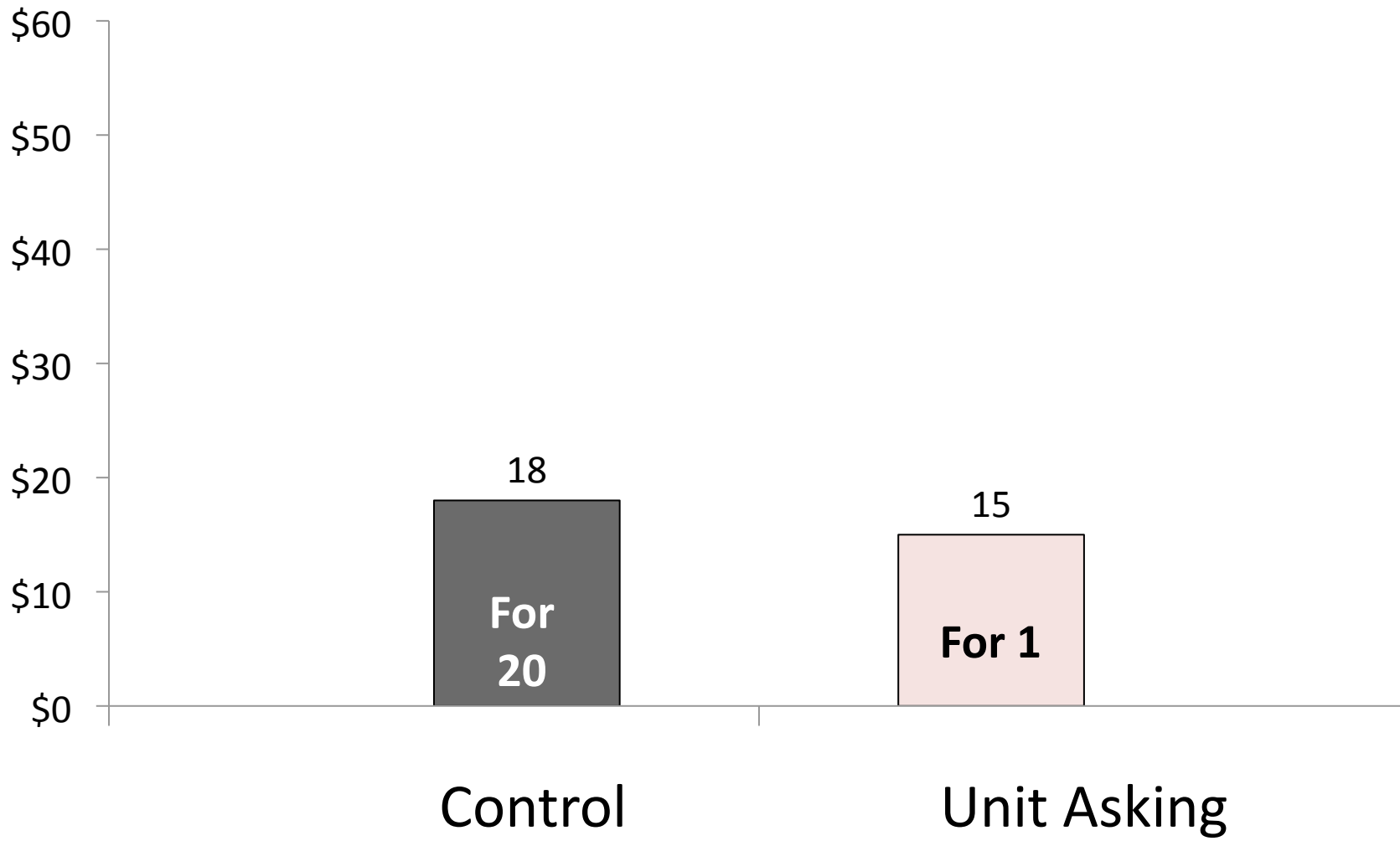
2. Unit-asking condition:

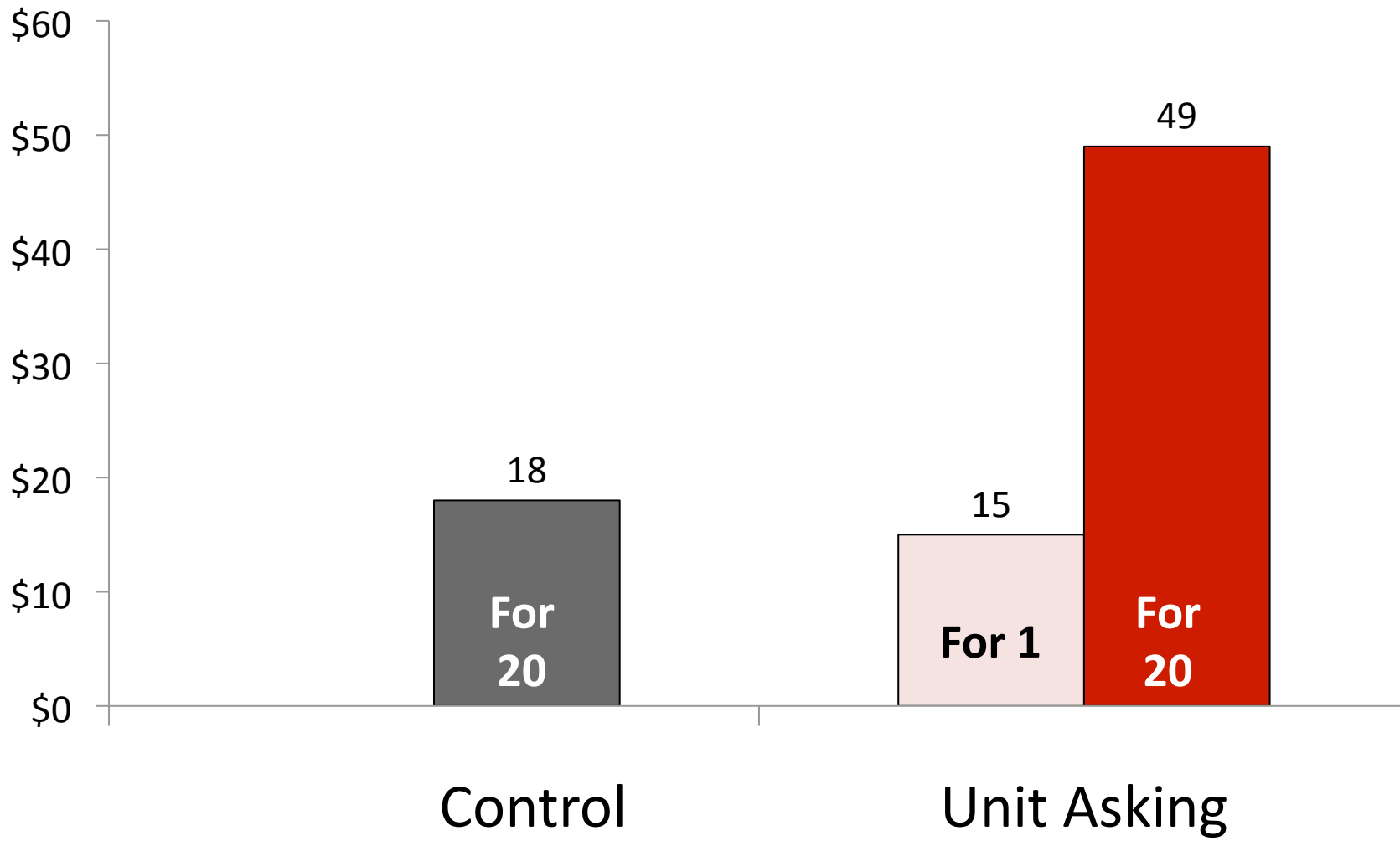
➡ Before deciding how much to donate to help these 20 children, first think about one such child and answer a hypothetical question: How much would you donate to help this child? \$_____

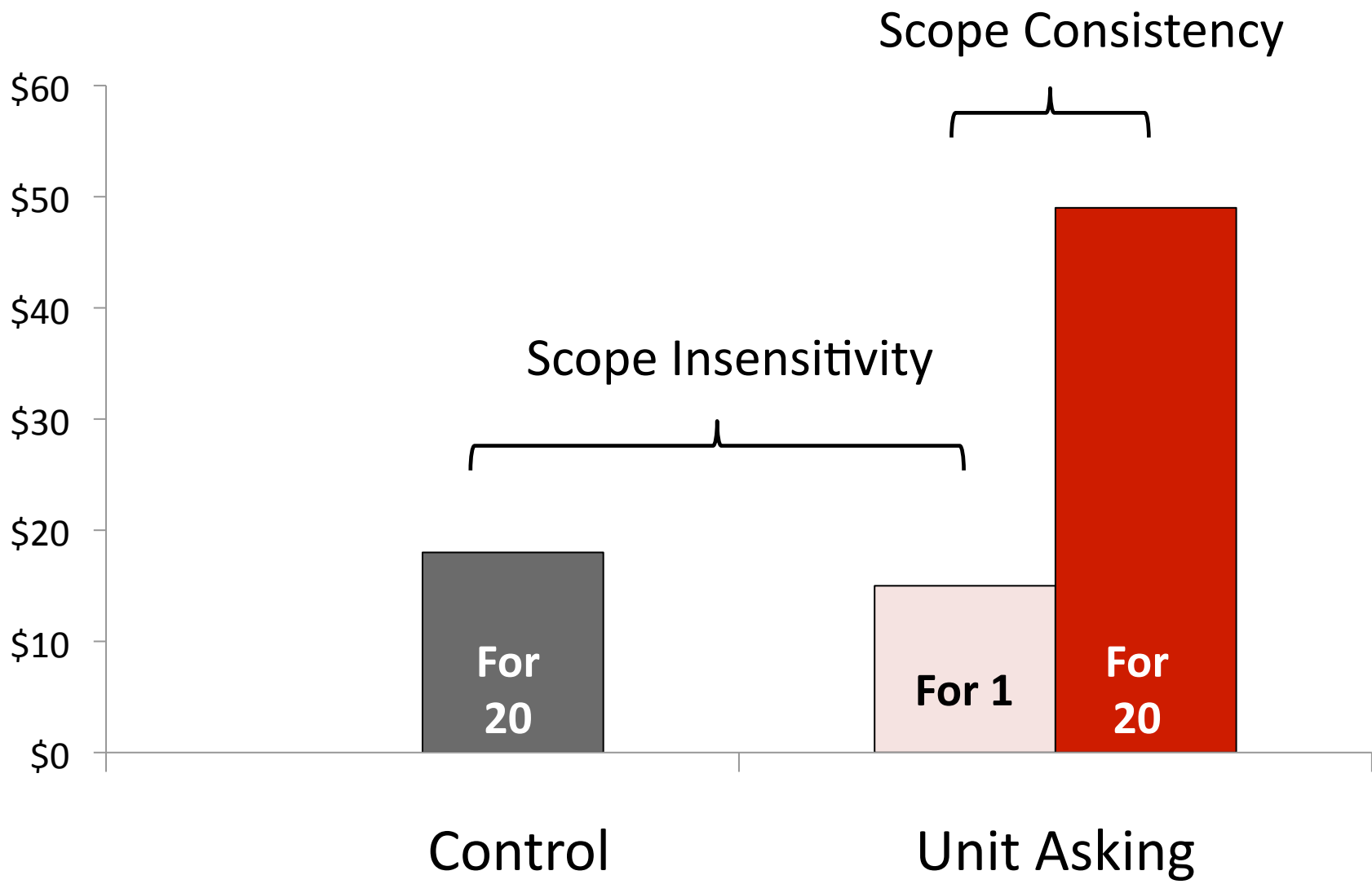
➡ Think about all of the 20 children. How much are you willing to donate to help these 20 children? \$_____











Recap

Capitalizes on both scope-insensitivity and scope-consistency

Involves no deception or coercion

Different from the “foot in the door” and the “identifiable victim” effects

Roadmap

- Study 1: Method and Effect
- Study 2: Field Experiment
- Study 3: Extension
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Annual fundraiser to help 40 students in elementary school the Company sponsored after the 2008 earthquakes

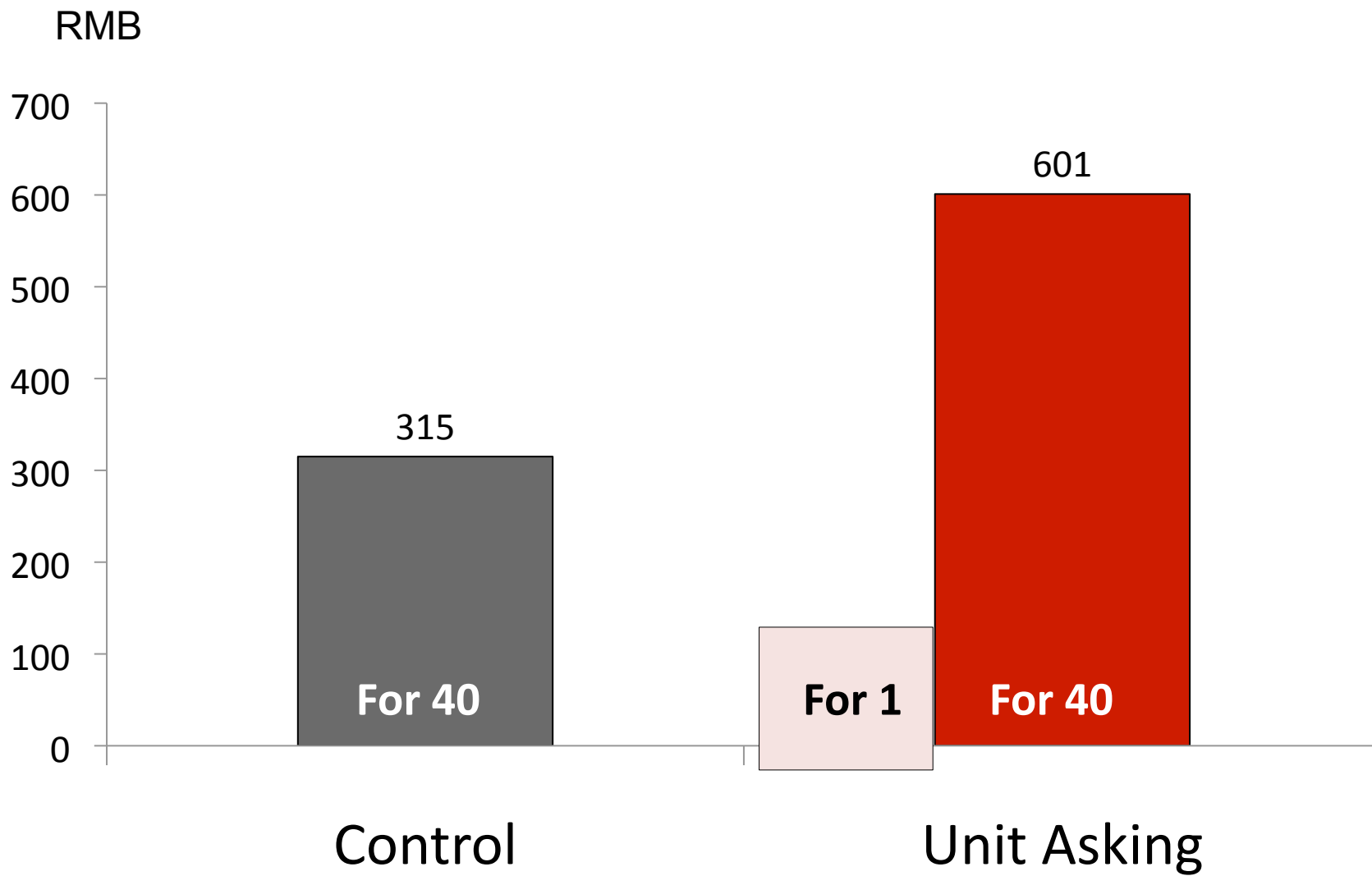
Email sent to all employees (about 800) to encourage donations via a designated website

Within one week, 320 visited the website.

Unbeknownst to visitors, the website had two versions: control and unit-asking.

Most of web visitors donated; % did not significantly differ between the two conditions (54% vs. 62%)

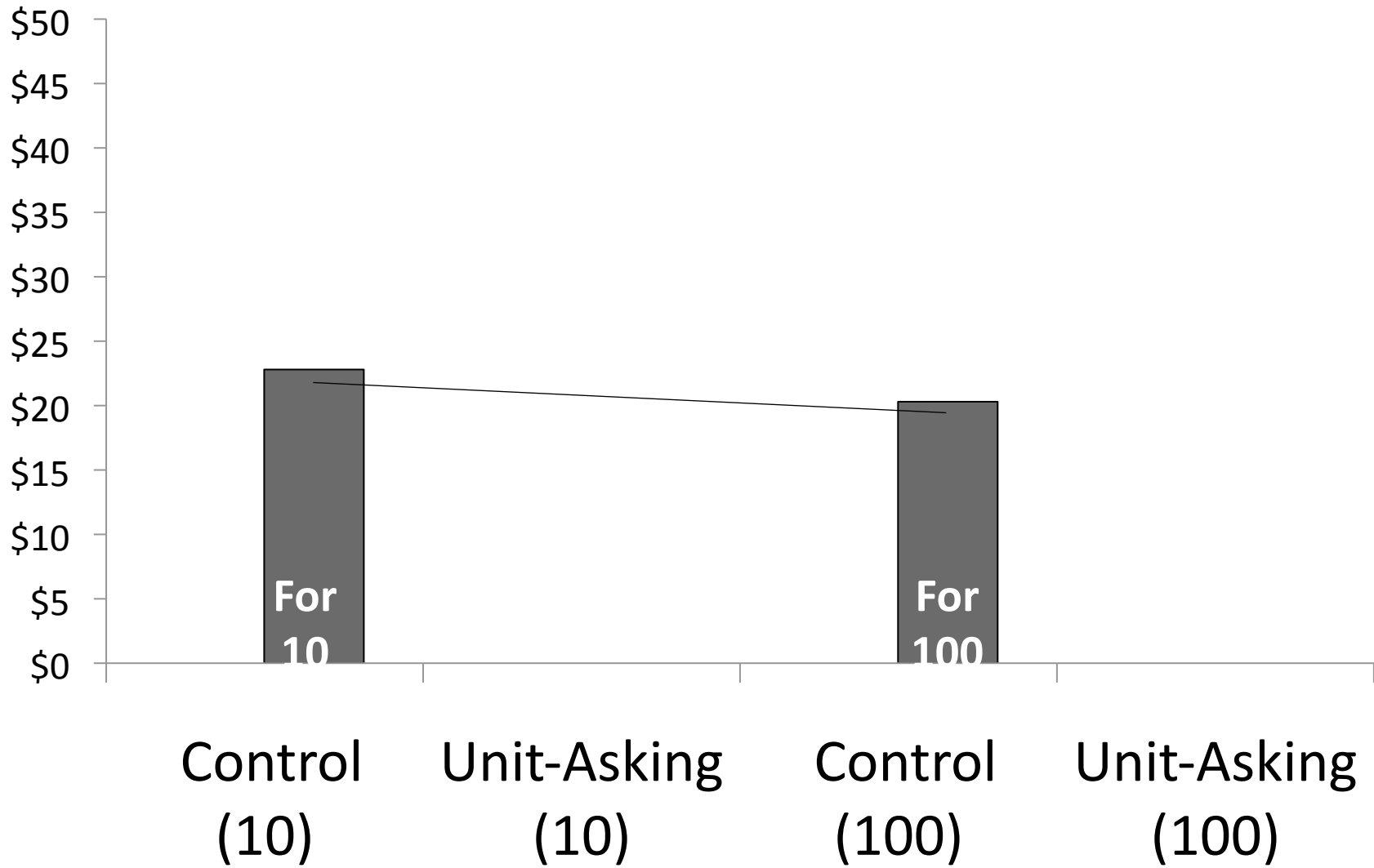
Could revise before submission; only final amount was recorded.

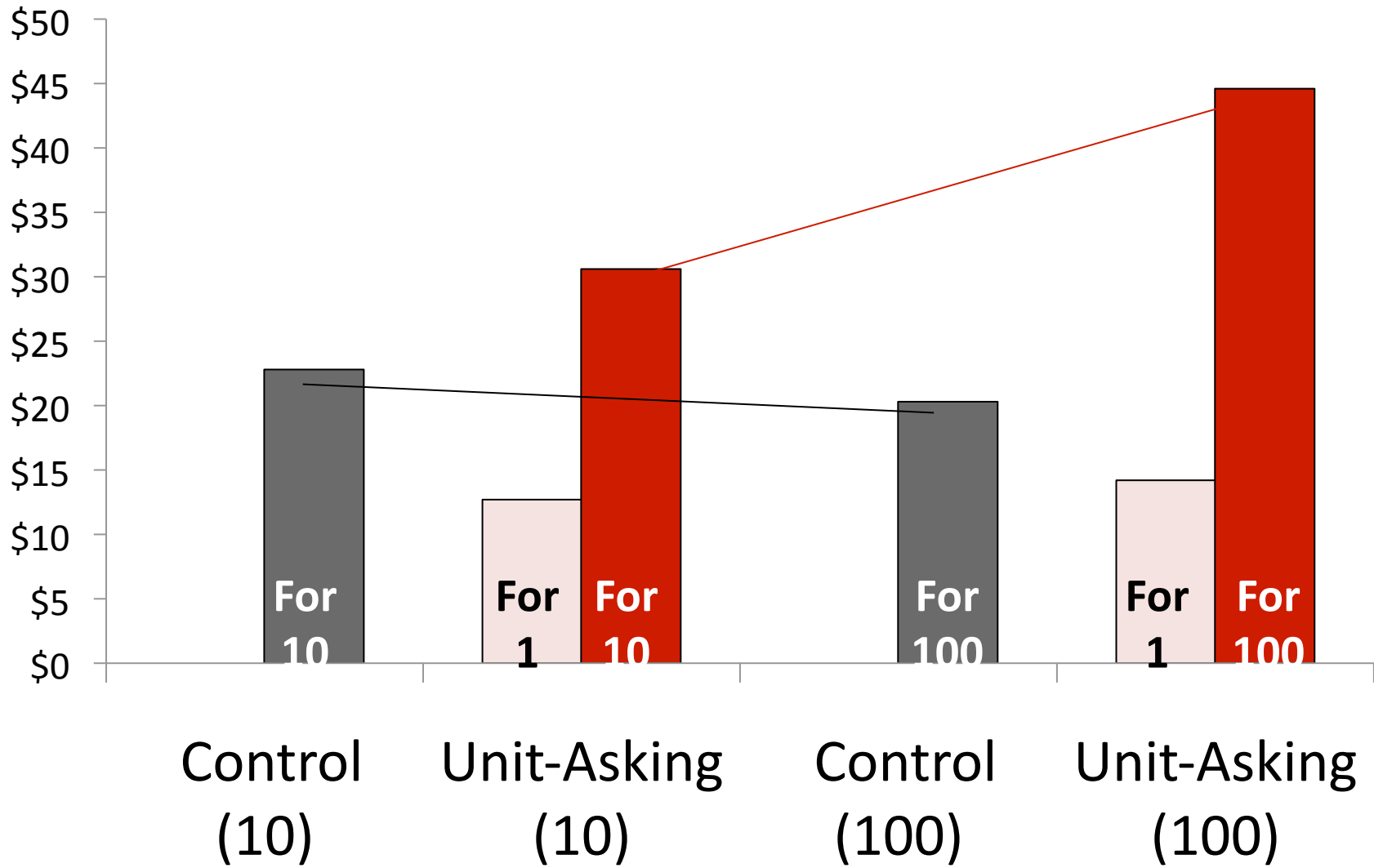


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- Scope insensitivity as a common issue in donations
- Unit-asking can **increase scope sensitivity**
- Study design (2 x 2):
 - Scope: 10 children vs. 100 children
 - Method: control vs. unit-asking

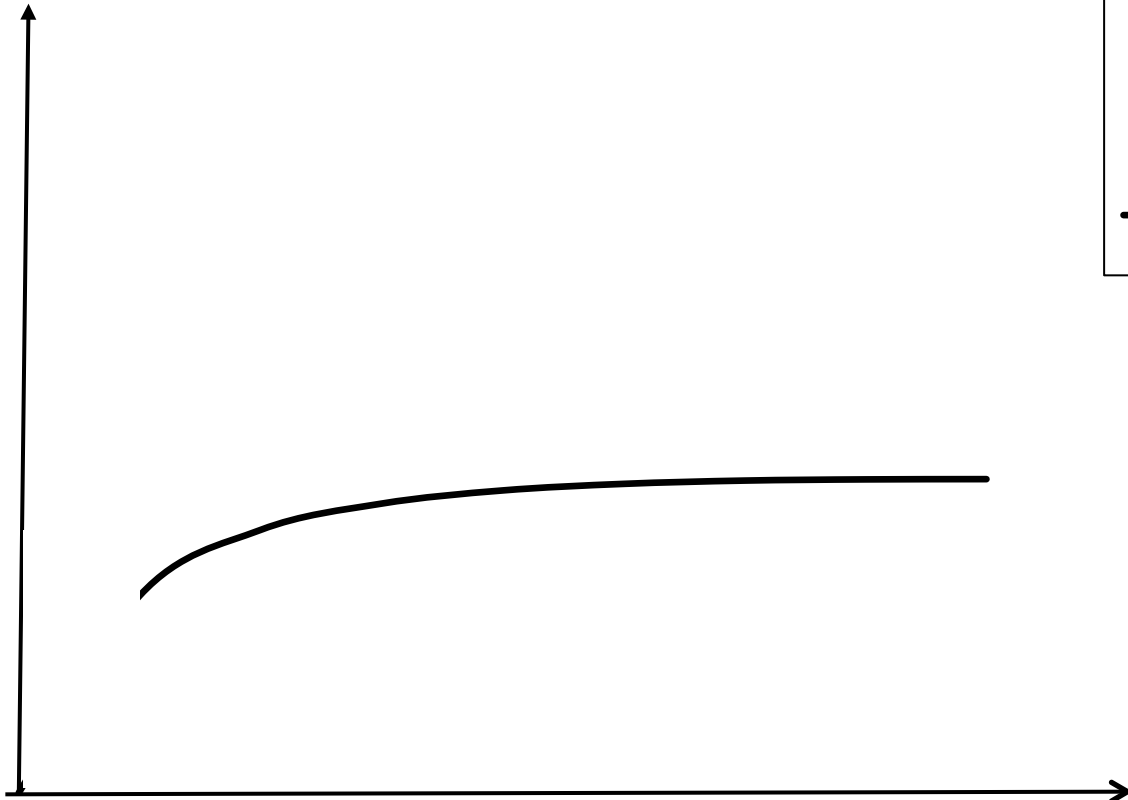




Recap

Uses scope-insensitivity to fight scope-insensitivity

Donation



10

100

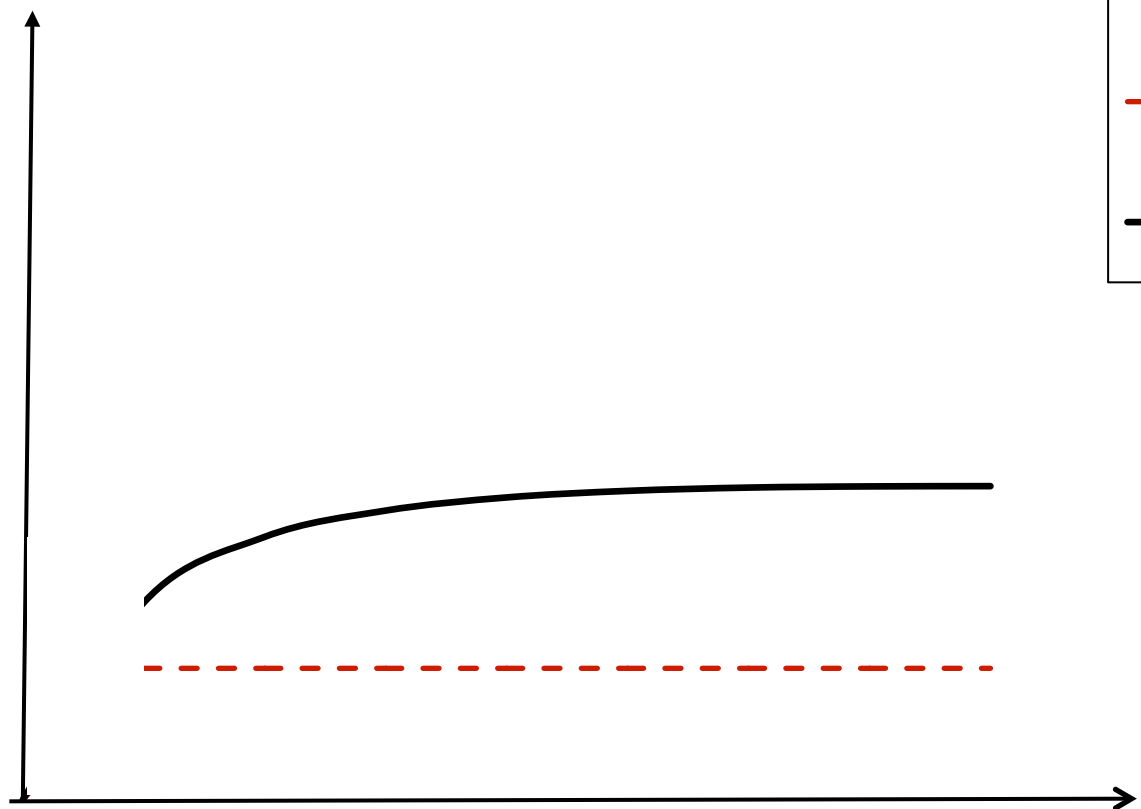
Scope

Unit-Asking for Group

Unit-Asking for One

— Control for Group

Donation



10

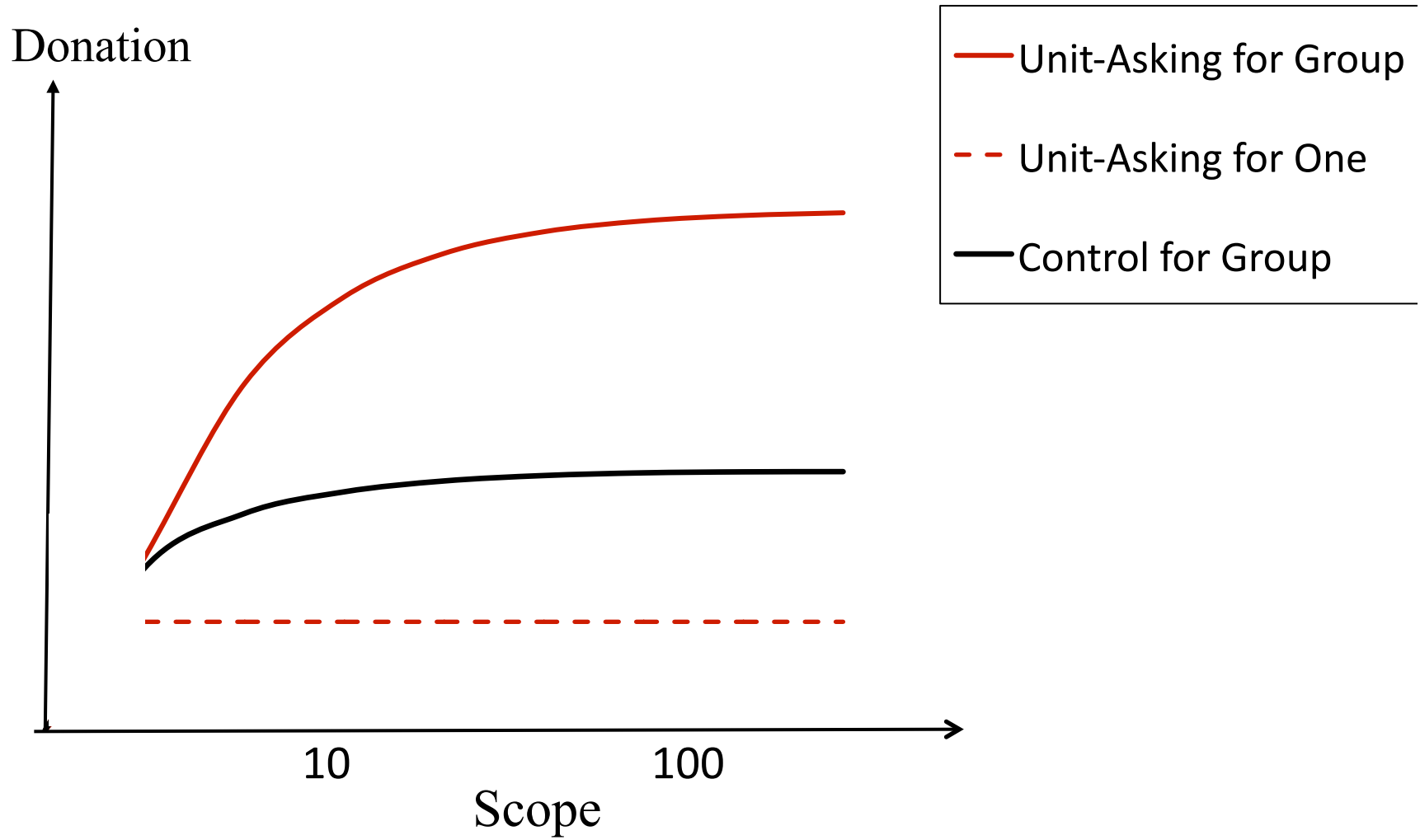
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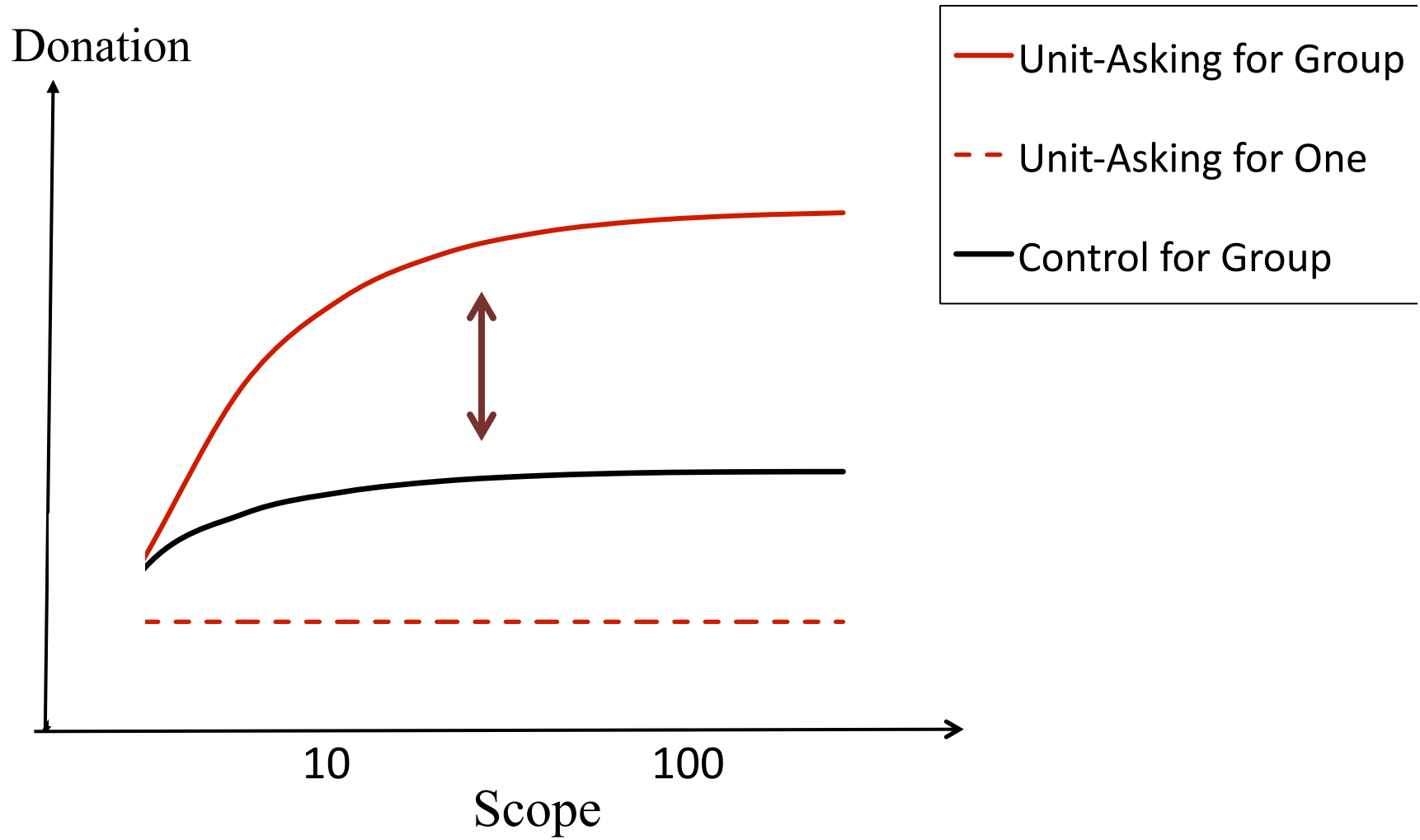
Scope

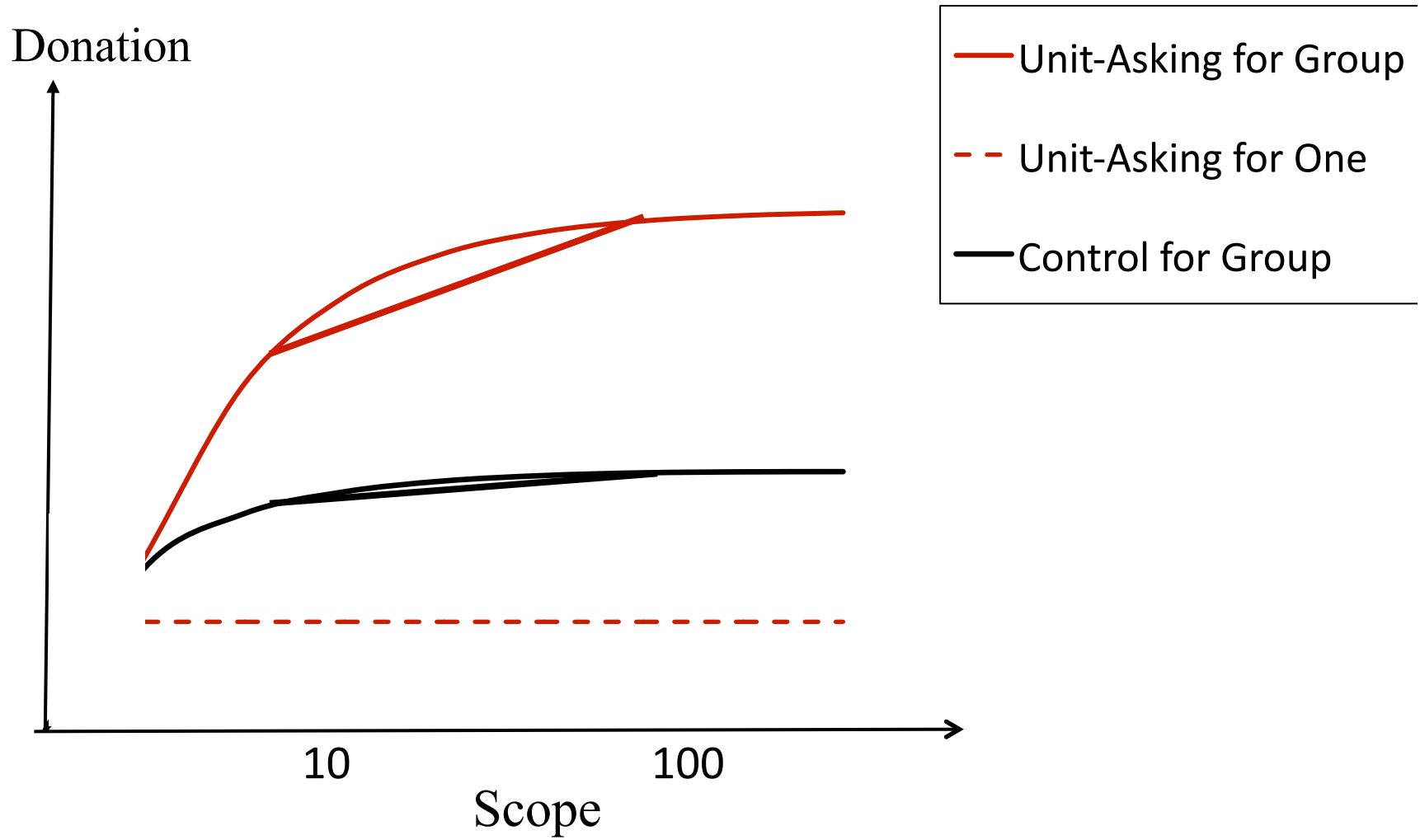
Unit-Asking for Group

- - Unit-Asking for One

— Control for Group







Roadmap

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- Auction
- Research Proposal
- “Rocket Effect”?

A small question makes a big difference