The Power of Partnerships
SPI Annual Conference | November 7-8, 2014
Keynote Speakers

Nick Epley

Biography
Nicholas Epley is the John T. Keller Professor of Behavioral Science at the University of Chicago Booth School of Business. He is the author of *Mindwise: Why We Misunderstand What Others Think, Believe, Feel and Want* and has also written for *The New York Times*, and over 50 articles in two dozen journals in his field. He was named a “professor to watch” by the Financial Times, is the winner of the 2008 Theoretical Innovation Prize from the Society for Personality and Social Psychology, and was awarded the 2011 Distinguished Scientific Award for Early Career Contribution to Psychology from the American Psychological Association. He lives in Chicago.

Chuck Longfield

Biography
Chuck Longfield became Blackbaud's chief scientist in January 2007 and is the founder of Target Software, Inc. and Target Analysis Group, Inc., both now Blackbaud companies. Chuck has extensive experience designing and implementing national as well as international constituency databases that address the fundraising information needs at many of the world’s largest nonprofit organizations. In recognition of his accomplishments, Chuck is the recipient of the DMA 2012 Max Hart Nonprofit Achievement Award. Prior to founding the Target companies in 1992, he taught math to middle and high school students. He was honored by FundRaising Success in 2007 with a lifetime achievement award for his contribution to the nonprofit sector. He holds a BA in mathematics and a MEd from Harvard University and has more than 30 years of experience helping nonprofits effectively use technology and information to improve their fundraising performance.
SESSION CHAIR
Practitioners and Researchers Working Together: New Discoveries

Biography
John List is the Homer J. Livingston Professor and Chairman in the Department of Economics at the University of Chicago. He also holds a position as a National Bureau of Economics Research Associate. John has previously served as a Senior Economist on the President’s Council of Economic Advisers (2002-2004). He is also the co-author of the book, The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life.

John has pioneered field experiments as a methodology for learning about behavioral principles that are shared across different domains. He has published over 150 peer-reviewed research publications, providing insights into charitable giving, public goods provision, and valuation of non-marketed goods and services. John received the 2010 Kenneth Galbraith Award and the 2008 Arrow Prize for Senior Economists for his research in behavioral economics in the field. Overall, data John has collected has provided insights into incentives for education, pricing behavior, discrimination in the marketplace, the valuation of non-marketed goods and services, public goods provision, and importantly, charitable giving.

As the PI of SPI, John leads the team in generating knowledge in the field of philanthropy and bridging the gap between research and practice by forming collaborative partnerships. John’s research on philanthropy has been showcased in various media outlets such as the Wall Street Journal, Chronicle of Philanthropy, and the New York Times.
Biography

Jean Decety is Irving B. Harris Professor at the University of Chicago and the College, with a primary appointment in the Department of Psychology and a secondary appointment in the Department of Psychiatry. Jean’s research program investigates the neurobiological and cognitive mechanisms underpinning social cognition, particularly emotion, empathy, moral reasoning, pro-social behavior and more generally interpersonal processes. Jean will provide SPI with guidance on merging developmental psychology with behavioral economics, and will focus on the study of moral reasoning and empathy as it relates to giving.

Biography

Anya Savikhin Samek is an Assistant Professor at the University of Wisconsin-Madison, currently on leave at the University of Chicago. Anya received her Ph.D. in Economics from Purdue University in 2010 and was a Griffin Postdoctoral Scholar at the University of Chicago in 2010-2012. Anya primarily uses the methodology of experimental economics to answer research questions. Anya has training and experience in both laboratory and field experiment approaches, and believes that the two are complementary. She also believes in the value of interdisciplinary research for advancing the science of economics. Anya’s main research fields are in Experimental and Behavioral Economics, Public Economics, Applied Economics, and Health Economics.
SESSION CHAIR
How Does Generosity Develop Among Kids and Across Cultures?

Biography
Avner Ben-Ner is Professor in the Center for Human Resources and Labor Studies in the Carlson School of Management and Affiliated Professor in the Law School at the University of Minnesota. His current research has two broad strands. First, it concerns the determinants of organization design (decision making, incentives, monitoring, hiring) and ownership (for-profit, nonprofit, government, cooperative) and their effects on performance and the well-being of various stakeholders. Second, it examines the relationship between social preferences (the inclination to trust, be trustworthy, to cooperate) and organizational, economic and social behavior. He is attempting to unite, or at least combine, these two strands, examining the dynamic relationship between preferences and organization design. Related research regards various dimensions of identity and group diversity and their impact on performance in the laboratory, the classroom and the soccer field. He also studies the relationship between physical activity, health and work performance.

SESSION CHAIR
Choosing to Give

Biography
Louis Putterman has taught courses on economics of organization, economic systems, and economic development at Brown University since the early 1980s. For the past decade and a half, his research has featured laboratory decision experiments focusing on choices involving conflicts between self-interest, cooperation, and other social motives. In addition to numerous publications in scholarly journals including the American Economic Review, Review of Economic Studies, and Journal of Public Economics, he has written and edited eight books. He recently published the general audience book The Good, The Bad and The Economy: Does Human Nature Rule out a Better World?, and he writes an expert blog in the behavioral economics area for PsychologyToday.com.

Biography
Michael Price is an Associate Professor in the Department of Economics in the Andrew Young School of Policy Studies at Georgia State University and a Research Associate at the National Bureau of Economic Research. His research explores why people engage in philanthropic acts and how non-profits can leverage upfront money to increase fund-raising success. Results from this work have been published in several of the leading journals in economics including the American Economic Review, the Quarterly Journal of Economics, and the Journal of Public Economics. Through his work with SPI, he has lead collaborations with several non-profits including the Environmental Defense Fund, United Way of Greater Atlanta, the UCLA alumni association, and the State of Alaska.
SESSION CHAIR
Science in the Lab: What Makes us Tick?

Biography
Luigi Butera is a Dan Searle Postdoctoral Research Fellow in Economics at the Becker Friedman Institute at the University of Chicago. His work focuses on areas of economic decision-making where factors like altruism, fairness, and image motivation play critical roles for institutions and the functioning of markets: for example, charitable giving, hierarchical relationships, and voting behavior. His current research focuses on understanding how information about charities’ performances affects donors’ generosity and loyalty to a cause or organization. He is also studying people’s preferences for acquiring information and delegating pro-social decisions to better informed agents. He received his Ph.D. training in Economics at the Interdisciplinary Center for Economic Science at George Mason University and at CNRS, and he holds a Ph.D. from the University of Lyon. Prior to that, he received a B.Sc. and a M.Sc. in Economics and Social Sciences from Bocconi University.

Biography
Rob Metcalfe is a Research Scholar in Economics at Becker Friedman Institute at the University of Chicago. Rob’s research tests economic and behavioral theory using field experiments across a range of different areas, such as energy and fuel efficiency, educational attainment, taxation, and charitable giving. Prior to Chicago, Rob was a Research Fellow at the University of Oxford, and previously worked in the UK Government as an Economist. He completed his Ph.D. in Economics at Imperial College London. Website: www.rmetcalfe.com
2014 Subaward Winners

November 7-8, 2014

Large Grant Awards

Ayelet Gneezy  Gary Charness  Marie Claire Villeval  Nicola Lacetera

Small Grant Awards

Benjamin Marx  Daniel Houser  Edward Millner  Rene Bekkers  Roman Sheremeta  Stephen Dickert

PhD Grant Awards

Andreas Friedl  Douglas A. Norton  Duk gyoo Kim  Ericka Scherenberg Farret  Juliana Schroeder  Lea Cassar  Lester R. Lusher  Markus Sass
SESSION CHAIR
Friends Asking Friends: Online and Networked Giving

Biography
Abigail Payne is a Professor of Economics at McMaster University and Director of the Public Economics Data Analysis Laboratory (‘PEDAL’). Dr. Payne’s research encompasses questions around understanding donor and charity behavior. Her current research in concerns understanding the motivations of private donors, the role of fundraising in private giving, how policies and demographic changes affect charity operations, and the effect of charitable operations on community outcomes. Dr. Payne received her Ph.D. from Princeton University. She holds a J.D. from Cornell University and a B.A. from Denison University. She is a member of the CESifo Research Network (Germany), on the Editorial Board of the Canadian Tax Journal, and is serving on the executive council of the Canadian Economics.

SESSION CHAIR
Volunteerism and Organ Donation

Biography
Alex Imas is an Assistant Professor in Social and Decision Sciences at Carnegie Mellon University. His research interests include behavioral and experimental economics, particularly how social concerns and emotions influence decision making and preferences. His current research examines the effectiveness of prosocial incentive schemes across a variety of domains and how subtle changes in social norms can have large effects on behavior. His work also explores the relationship between self-imposed mental accounts and risk attitudes. Alex received his B.A. in Economics from Northwestern University and his PhD in Economics from the University of California, San Diego.
It's All about the Relationship: Motivating Workers who 'Do Good'

We use established methods in experimental economics to examine the impact of carrots and sticks on the level of care provided by workers in an 'experimental model' of the care sector. In this setting, we find that carrots and sticks are frequently used by managers. However, these incentives are ineffective as the level of care provided by workers is not impacted by their use. Instead, we find that the level of care is driven by aspects of relationship with the care manager, such as the trust placed in them and the guidance they receive.

Biography

Dr. Angela de Oliveira is an Assistant Professor of Resource Economics at the University of Massachusetts Amherst. Dr. de Oliveira’s research examines what makes decision makers different from each other and how this can be accounted for by policy. She uses controlled laboratory techniques to determine the robustness of how individual and societal differences affect behavior. Her research has been funded by the National Science Foundation. She has published in a number of journals, including the Journal of Risk and Uncertainty, the Journal of Public Economics, and the Journal of Economic Behavior and Organization. Additionally, Dr. de Oliveira is a member of the advisory board for the Society for the Advancement of Behavioral Economics.

The Freedom to Choose Undermines the Willingness to Redistribute

By studying behavior in an economic experiment, we examine how the presence of a choice affects attitudes to income inequalities. Our main finding is that the introduction of a choice significantly decreases the willingness to redistribute between a lucky and an unlucky participant, even when the exercise of choice has no effect on the economic outcome. Our findings suggests that there is an inherent tension between the freedom to choose and the willingness to redistribute.

Biography

Alexander Cappelen is a professor in economics at The Norwegian School of Economics (NHH) and the Co-director of The Choice Lab. Cappelen has worked extensively on distributive justice, prosocial motivation and public economics. Cappelen is presently the vise-chair of the department of economics at NHH, head of the Center for ethics and economics and an associate editor in the journal Management Science. Cappelen has published extensively in international academic journals, including American Economic Review and Science.
Behavioral Economics in Application: Charity and Programming
Anya’s talk will give an introduction to the ‘science of philanthropy,' explaining the role of behavioral economics in our understanding of human behavior, and providing practitioner attendees with a short background on experimental methods. The talk will also provide an overview of SPI’s work to date, including planned new directions for partnerships with non-profits.

See Biography on page 5.

Spending Money on Others Improves Cardiovascular Health
In this research, we randomly assigned participants to spend money on others or on themselves for three weeks over the course of a six-week study. In doing so, we provide experimental evidence that financial generosity improves physical health. Specifically, in a sample of community-dwelling older adults with elevated blood pressure, we found that spending money on others significantly decreases systolic and diastolic blood pressure and mean arterial blood pressure. The magnitude of these effects was comparable to the benefits of antihypertensive medication and exercise. This research provides the first causal evidence that prosocial spending improves cardiovascular health.

Biography
Ashley Whillans is a PhD student in Social Psychology at the University of British Columbia in Vancouver, Canada. Ashley is currently conducting research on motivations to engage in high-impact charitable giving. Her research is funded by the New Paths to Purpose Initiative at the Chicago Booth School of Business. She also consults for charitable organizations to help them more effectively engage with donors. You can find out more about Ashley here: http://www.ashleyatubc.wordpress.com and contact her at: ashleywhillans@psych.ubc.ca.
The Effect of Early Education on Social Preferences

An active area of research within economics concerns the underpinnings of social preferences. As a whole, studies suggest that the propensity to give is an evolutionary trait, with even young children displaying other-regarding behavior. Yet, we know little about the causal factors that shape the development of preferences. The present study explores the causal impact of early childhood education on fairness preferences of over 700 children who participated in a field experiments where the children were randomly allocated to either receive parenting education, preschool for children, or to a control group during a key age of moral development – 3-4 years old. We return to the same children at the ages of 5-8 and conduct a series of incentivized experiments designed to elicit fairness views and the weight that children place on fairness. We find opposing effects of the early childhood intervention. Parenting programs significantly decrease weight placed on fairness in favor of efficiency preferences. On the other hand, preschool programs show an increase in fairness views. Our findings show the power of field experimentation to shed light on the policies that affect the development of preferences.

Biography

Bertil Tungodden is a professor in economics at The Norwegian School of Economics and the Co-director of The Choice Lab. Tungodden has worked extensively on how to understand how moral motivation affects individual behavior, both in the lab and in field experiments. Tungodden is presently an associate editor in Management Science, Journal of Economic Behavior and Organization, and Social Choice and Welfare, and has previously been the editor of Economics and Philosophy. Tungodden has published extensively in international academic journals, including American Economic Review, Journal of Political Economy, Science, and Journal of Philosophy.

Beware of Popular Kids Bearing Gifts: A Framed Field Experiment

We investigate whether a child’s popularity affects a child’s generosity. Our participants – 231 children, six to twelve years old – decide how many of their four colored wristbands they want to share with another anonymous child. We manipulate the visibility of this decision. Our results reveal that more popular children are more generous in Public than Private decision environments, while less popular children behave similarly in both cases. Moreover, older children in Public display greater generosity than (i) older children in Private and (ii) younger children in either Public or Private. Finally, in Public, older and more popular children share more than less popular older children, and more than younger children regardless of popularity; whereas, in Private there is no effect of popularity on children of any age. This line of research raises many important implications in public decision-making circumstances. One such area is charitable giving.

Biography

Daniel Houser received his Ph.D. in Economics (Bayesian Econometrics) from the University of Minnesota. Dr. Houser is Professor and Chairman of Economics at George Mason University, where he is also Director of Nobel Laureate Vernon Smith’s Interdisciplinary Center for Economic Science (ICES), a research institution focused on advancing the newest frontiers of Experimental and Behavioral Economics. His research has appeared in leading journals in economics, psychology, political science and general science. Dr. Houser is a member of the Board of Directors of the Experimental Science Association, the Society for Neuroeconomics and the Institute for Immigration Research. He is Co-Editor-in-Chief (with Bernd Weber) of the Journal of Neuroscience, Psychology and Economics, and serves on the editorial boards of several leading academic journals.
Conference Presenters

SESSION CHAIR
Charity Strategies for Increasing Giving

Biography
Daniel Hungerman is an Associate Professor of Economics at the University of Notre Dame and a Research Associate at the National Bureau of Economic Research. His main research focus is in religion and the determinants of philanthropic activity. Currently, he is working on a project exploring the implications of school choice programs for religious organizations' finances. He has also done work on fertility and child wellbeing.

How Genuine is Our Generosity?
Using Social Information to Discover Why People Give to Charity

I will speak about a laboratory experiment in which participants had a chance to make a private, anonymous donation to a Pittsburgh-local charity. I investigate how these individuals change their willingness to donate, and the amounts they donate, in response to receiving information about how much another person contributed in a previous session. It turns out that many participants (especially women) react in ways that suggest that they donate not out of concern for the recipient, but rather, to maintain a good impression of themselves. I discuss how, in light of this motivation, solicitors can use social information to raise funds effectively and to respect the welfare of solicitees.

Biography
David Klinowski is a fifth-year Ph.D. student in the Department of Economics at the University of Pittsburgh. He was born in Caracas, Venezuela. David holds bachelor's degrees in economics and physics, and a master's degree in economics, from the University of South Florida, and was a visiting graduate student at the University of Zurich. David uses theoretical and experimental tools from experimental and behavioral economics to understand how social information affects our willingness to donate to charity, and how autonomy of choice affects decision-making.
**How do Suggested Donations Affect Charitable Gifts?**

Evidence from a Field Experiment in Public Broadcasting

A common practice in direct-mail fundraising is to provide an “ask string” of suggested donation amounts to potential donors. We examine a field experiment on a direct-mail solicitation which manipulates these suggested donation amounts in order to learn about their effects on the giving behavior of previous donors to the stations. We measure effects on the probability of giving and on the distribution of gift sizes. An intriguing result is that givers tend to resist giving amounts that are not round numbers.

**Biography**

David Reiley is a research scientist at Google. Since 1994, he has been pioneering and promoting the use of field experiments in economics, on topics from auction theory to the effects of advertising on consumer behavior. Before moving to Google in 2012, David spent five years at Yahoo! Research. He was previously the Arizona Public Service Professor of Economics at the University of Arizona. He has also taught at Vanderbilt University and at the Kellogg School of Management at Northwestern University. David is the Co-Editor for Field Experiments at Economic Inquiry, and has served as Vice President of Information for the Economic Science Association. He is a co-author of the best-selling game theory textbook Games of Strategy, with Avinash Dixit and Susan Skeath. David holds a bachelor’s degree in Astrophysical Sciences from Princeton University, and a PhD in economics from MIT.

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**Parenting, Teaching or Peer Pressure:**

A Real-Effort Field Experiment on Children’s Pro-Social Behavior

We conduct a simple real-effort field experiment in Mexico to identify the influence of parents, teachers and peers on the pro-social behavior of children. We focus on the time devoted to help others. In the experiment, children can earn money for themselves or for another child in need. Their teachers and parents perform the same task. All participants have the opportunity to send information (for free or at a small cost) to children about their volunteering decisions. We examine the conditions under which that information is impactful in children’s decisions. Our findings may shed light on policy making on how to effectively shape children’s pro-social attitudes at young ages.

**Biography**

Ericka Scherenberg Farret obtained her bachelor’s and master’s in economics in The Universidad Autónoma de Guadalajara and The Universidad Autónoma de Nuevo León in Monterrey. She worked for the Mexican government before completing her doctorate in economics at The University of Texas at Dallas where she specialized in behavioral, experimental economics and applied econometrics. During her doctorate she was a micro-economics instructor and a research assistant at the behavioral laboratory at UT Dallas. She performed several experiments observing pro-social behavior among workers and the influence of non-financial incentives in the workplace. After receiving her doctorate in May 2014, she relocated to West Chester, Pennsylvania where she continues working on her research. She believes that pro-social preferences are a pivotal part of what makes us human, and that understanding these preferences is necessary to allow us to explain and predict economic behavior.
Norms, Frames and Prosocial Behavior
We argue that differences in giving across people reflect differences in individual concern for following social norms. We develop a simple experiment that allows us to measure how much people care about norms in a setting unrelated to giving, and we show that it strongly predicts giving in dictator games – where there is a well-known norm of sharing. This suggests that elicitations designed to evoke norms will encourage donations.

Biography
Erik Kimbrough received his PhD in Computational Sciences and Informatics from George Mason University in 2010. After spending one year at Maastricht University in the Netherlands, he moved to Simon Fraser University in 2011, where he has been an Assistant Professor in the Department of Economics since. His research explores the conventions underlying property rights, mechanisms of conflict resolution, and the motivations for prosocial behavior, among other topics. His work (with various coauthors) has been published in a variety of economics journals including the American Economic Review, Experimental Economics, Journal of Economic Dynamics & Control, International Journal of Industrial Organization, and Journal of Economic Behavior and Organization.

Social Distance and Quality Ratings in Charity Choice
We conduct a laboratory experiment to examine how third-party ratings impact charity choice and donative behavior, particularly in regards to preferences for local charities. We find evidence that subjects’ choice of charity to which subjects choose to donate is impacted by third-party evaluations but, somewhat surprisingly, there are no obvious preferences for local charities. These third-party assessments have some impact on the percent of earnings that subjects allocate to their selected charity; local charities also accrue more donations, though these results are somewhat imprecise.

Biography
Forrest Williams recently graduated with his PhD from Texas A&M University and took a position at Portland State University. His research has focused on laboratory experiments testing aspects of other-regarding preferences. Specifically, two papers on charitable giving in particular and on one public finance and intergenerational allocations. He is currently designing two new experiments which have both lab and field components to answer more questions about philanthropic behavior by both firms and consumers in a more general equilibrium setting.
**The Effect of Charitable Giving on Workers’ Performance: Experimental Evidence**

We investigate how donating worker earnings for voluntary extra work, a form of corporate social responsibility, affects worker behavior. Participants entered data for 60 minutes, with piece-rate pay. They could then stay for up to another 30 minutes; we varied the piece-rate pay and whether it was paid to the worker or to charity. When this piece rate is high, workers produce more for own pay than when their earnings go to charity. However, with low piece rates, this relationship reverses. There is also little difference in performance between paying workers a small amount and not paying anything at all.

**Biography**

Professor Gary Charness specializes in experimental and behavioral research. He has published his research in a wide variety of journals, including *Econometrica, American Economic Review, Quarterly Journal of Economics, Journal of Economic Theory, Games and Economic Behavior*, and *Management Science*. He received his B.S. in Mathematics from the University of Michigan, and his Ph.D. in Economics from The University of California at Berkeley. He joined the UCSB faculty in 2001, after a previous appointment at Universitat Pompeu Fabra in Barcelona, Spain. He has held visiting scholar and professor positions at the University of California at Santa Cruz and The Ohio State University, and also received a fellowship from the MacArthur Foundation.

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**When Do Incentives Help Charitable Giving and When Do They Hurt?**

Past research examining the effects of incentives on charitable giving has found mixed results with incentives having positive effects in some cases, but no effect or even negative effects in others. This paper attempts to reconcile these findings by proposing a novel psychological framework to explain the conditions under which incentives will be more or less effective in encouraging charitable giving. In short, we find that when a request is framed as a “donation,” a communal relationship context is established and willingness to donate is driven by a desire to demonstrate genuine concern for others. In this context, the offer of material incentives undermines or “crowds out” altruistic motivations, thereby reducing charitable giving. In contrast, when an identical request is framed as a “charitable purchase,” an exchange relationship context is established, and the offer of additional incentives may simply make the offer more appealing. Therefore, we suggest that subtle changes in framing may imply very different norms about what constitutes altruistic behavior.

**Biography**

George E. Newman, PhD, is an Assistant Professor of Organizational Behavior, Psychology and Cognitive Science at Yale University. His research examines how people’s intuitive beliefs about the world inform their everyday judgments of others, themselves and the value of objects. His recent work has focused on questions related to the concepts of authenticity, identity and the self, and has been featured in popular media outlets such as *The New York Times, Scientific American, The Wall Street Journal* and *The Economist*. 
Conference Presenters

Huseyin Yildirim

SESSION CHAIR
Hidden Motive for Giving

Biography
Huseyin Yildirim is a Professor of Economics at Duke University. He is an applied micro theorist with a special interest in information and incentives. He studies in the areas of Industrial Organization, Public Finance, and Political Economy. In a series of papers, his recent research explores performance of the charitable market when fundraising is costly, uninformed giving is widespread, and/or social pressure is important. These papers appeared in the American Economic Review and Journal of Public Economics.

Ian Krajbich

Re-thinking Fast and Slow: The Reverse Inference Problem with Reaction Times
In recent years a view has emerged that people are intuitively pro-social, and that it is only upon further deliberation that they become selfish. The support for this claim has largely been based on response-time data, with the result that people who decide more quickly also tend to be more generous. Here I fundamentally challenge the notion that response-time data can be used to make such a claim. I draw on decades of research on response times to show, theoretically, how one can generate arbitrary response-time results merely by manipulating the cost of being pro-social. With a simple lab experiment, I go on to show that we can indeed replicate, reverse, or eliminate the previously-observed response-time results. Thus I argue that there is no evidence that pro-social behavior is fast or intuitive.

Biography
Dr. Krajbich is currently an Assistant Professor in the Psychology and Economics departments at the Ohio State University. He obtained his B.Sc. in Physics and Business Economics at Caltech, then stayed at Caltech to do his M.Sc. in Social Sciences, Ph.D. in Behavioral and Social Neuroscience, and a 1-year postdoc (advisors: Antonio Rangel and Colin Camerer). He was then a postdoc for two years with Ernst Fehr at the University of Zurich. Dr. Krajbich’s research combines tools from psychology, neuroscience and economics to investigate the mechanisms of decision-making. His lab is interested both in using economic tasks and theory to better understand cognitive neuroscience, and using models and measures from cognitive neuroscience to do better economics. He has particular expertise in the neural basis of stochastic choice and the role of attention in decision making.

Both the law and culture make a central distinction between acts of commission that overturn the status quo and acts of omission that uphold it. In everyday life, acts of commission often elicit stronger reciprocal responses than do acts of omission. In this paper, we compare reciprocal responses to both types of acts and ask whether behavior of subjects in two experiments is consistent with existing theory.

Biography

James C. Cox is Noah Langdale Jr. Chair in Economics, Georgia Research Alliance Eminent Scholar, and Director of the Experimental Economics Center at Georgia State University. He has been president of the Economic Science Association and president of the Southern Economic Association. His research has been supported by many grants from the National Science Foundation, National Institutes of Health and other organizations and has appeared in a variety of international journals. He has published research in many areas of theoretical and applied economics including, most especially, experimental and behavioral economics. His current work includes research on: (a) trust, reciprocity and altruism; (b) public goods and common pool resources; (c) theory and behavior for decision-making under risk; and (d) decision-making in healthcare.

Fair weather avoidance: Unpacking costs and benefits in replication of ‘Avoiding the Ask’

If being asked to give to charity stimulates an emotional response, like empathy, that makes giving difficult to resist, a natural self-control mechanism might be to avoid being asked in the first place. We replicate a result from a field experiment that points to the role of empathy in giving. We conduct an experiment in a large superstore in which we solicit donations to charity and randomly allow shoppers the opportunity to avoid solicitation by using the other door. We find the rate of avoidance by store entrants to be 4.5 percent. However, we also find that the avoidance effect disappears in very cold weather, suggesting that avoidance behavior is sensitive to its cost.

Biography

Dr. James Murphy is a Professor of Economics at the University of Alaska Anchorage (UAA). He arrived at UAA in 2006 as the visiting Rasmuson Chair of Economics, and decided to remain as a full-time faculty member after his tenure as Chair ended in 2011. In May 2014, Dr. Murphy accepted a visiting appointment at Nankai University as Lecture Professor and Chairman of the new Nankai Vernon L. Smith Experimental Economics Laboratory. Dr. Murphy’s research focuses on the use of experimental methods to address a variety of issues, including charitable giving, environmental policy and natural resource management.
Conference Presenters

**Holier Than Thou? Testing Models of Social Information in Charitable Giving using a Natural Field Experiment**

We study a six-year fundraising campaign by a Catholic parish to build a new church. Every Sunday, the priest announced donations, names and addresses of donors, with surprise changes in the presentation of this social information. This unique data allows tests of hypotheses on how social information affects giving. We examine “fitting in” (neighborhood effects, norm conformance), and for “standing out” (social-image, information signaling, conspicuous giving). Early in the campaign, we observe significant fitting-in. Over six years, however, the dominant effect of social information is to encourage standing-out. Moreover, information affects how social comparisons are formed, sometimes with unintended consequences.

**Biography**

James Andreoni is a Professor of Economics at the University of California, San Diego. He studies Public Finance, Experimental and Behavioral Economics, and Decision Making. He is a recipient of a Sloan Foundation Research Fellowship, and a Fellow of the Econometric Society. Andreoni has studied why people give to charities, how donations are influenced by the charitable deduction in personal income taxes, whether donations are “crowded out” or “crowded in” by government grants to charities, and how fund-raising by charities reacts to these competing influences on their donors. Andreoni has also focused on the social and personal motivations for altruism and giving, including “warm-glow,” social gratification, and self-image maintenance. He is the author of several review articles on philanthropy, including most recently, “Charitable Giving,” in the 2013 volume of the *Handbook of Public Economics*.

**How developmental neuroscience contributes to the understanding of generosity**

In the past decade, converging evidence from multiple sources of analyses, using a variety of methods, point to specific brain mechanisms underlying moral cognition, empathy and pro-social behavior. There is also growing empirical evidence that young children possess capacities for social and moral evaluations, but no study has yet examined what neural processes are involved, and how they predict actual sharing behavior. I will present a study that measures brain waves (EEG/ERP) in preschool children (3-5 years) while they viewed prosocial and anti-social scenarios. Then, children were engaged in a dictator game to assess their generosity. Results demonstrate that children exhibited both distinct early automatic and later controlled patterns of neural response when viewing morally-laden scenarios. Importantly, later controlled neural but not early automatic waveforms, predicted generosity. By combining developmental research on moral evaluation and generosity with neuroscience methods, this work exemplifies the potential of such an integrative approach in refining moral developmental theories.

See Biography on page 5.
**A Field Experiment on Directed Giving at a Public University**

We conduct a field experiment at a public university in which prospective donors are presented with either an opportunity to donate to the unrestricted Annual Fund, or an opportunity of donating to the Annual Fund and directing some or all of their donation towards the academic college from which they graduated. While there is no effect on the probability of giving, donations are significantly larger when there is the option of directing. However, the value of the option does not come directly from use, as very few donors choose to direct their gift.

**Biography**

Jonathan Meer is an associate professor of economics at Texas A&M University, where he is also the Private Enterprise Research Center Professor and a Ray A. Rothrock Faculty Fellow. He graduated from Princeton University in 2002 with an A.B. in Economics and a certificate in Applied & Computational Mathematics, and from Stanford University in 2009 with a Ph.D. in Economics. His research centers on charitable giving, using administrative data, field experiments, and lab experiments to examine the determinants of philanthropy.

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**Don’t Take ‘No’ For An Answer: An Experiment with Actual Organ Donor Registrations**

Over 10,000 people in the U.S. die each year while waiting for an organ. Attempts to increase organ transplantation have focused on changing the way the registration question is asked at the DMV. We analyze a change in question wording in California and run an experiment on organ donor registration decisions and find that recent changes U.S. states have made in the wording of the question may be counter-productive.

**Biography**

Judd Kessler received a B.A. in Economics from Harvard University in 2004, an M.Phil. in Economics from Cambridge University in 2005, and a Ph.D. in Business Economics from Harvard University in 2011. In his research, Judd uses a combination of laboratory and field experiments to investigate the economic and psychological forces that motivate individuals to contribute to public goods inside and outside the workplace. He is particularly interested in how social forces influence public good provision. His current research includes applications to worker effort, organ donation, and charitable giving. His research has appeared in general interest journals including the *American Economic Review* and *Management Science*. In 2012, Judd was named one of *Forbes Magazine’s* “30 under 30” in Law and Policy.
Deconstructing giving: Donor types and how they give
We examine the extent to which individual donors are warm-glow or altruistic givers and whether this distinction motivates giving decisions, particularly paternalism. We find that motivations for giving are heterogeneous, ranging from pure altruism to impure altruism to pure warm glow. Donors are predominantly paternalistic, however the extent of paternalism depends on the donor’s motivations for giving, with pure warm-glow givers significantly less likely to be paternalistic. Effective charities need to take into consideration the different motivations of donors and tailor their fundraising (as well as how they spend donor contributions on beneficiaries) appropriately; as a one-size fits all approach is likely to be unsuccessful. It may be more productive for fundraisers to combine strategies that utilize reputation (e.g. pride or shame) with those that stimulate altruism (e.g. through empathy) in order to motivate different types of donors.

Biography
Lata Gangadharan is a Professor of Economics at Monash University. Lata is an experimental economist and her research encompasses both experiments in markets and auction design and experiments on social preferences. Her research has had direct impact on policies relating to conservation and the environment. Her measurements of attitudes towards corruption, which is a major area of current research and policy interest worldwide, has got attention from academics and policy makers such as the World Bank. Lata’s research on transferring money to others provides intuition for public policies of redistribution such as taxes and transfer payments. Some of Lata’s recent work has been published in the American Economic Review, Science, the Journal of Public Economics, the Journal of Environmental Economics and Management and the American Journal of Agricultural Economics.

Do Donors Prefer In-Kind? A Field Experiment on Paternalistic Giving
Donors rarely provide charity the form of direct cash transfers to beneficiaries. Instead, there are typically terms on what is provided using the money is used. Do potential donors prefer these paternalistic, in-kind donations? We implement a field experiment that solicits online donations to an international development project that provides transfers to poor farmers in Zambia. By varying only the form of the transfer to recipients—cash, in kind or a choice between the two—we isolate the effect of paternalism on donors.

Biography
Dr. Grant is an assistant professor of economics at the University of Wisconsin-Milwaukee, jointly in the Department of Economics and the School of Freshwater Sciences. She received her PhD. in environmental economics from the University of California, Santa Barbara. She has developed a research agenda in environmental and public economics with an emphasis on how information affects private provision of public goods. Laura’s research is inspired by why people care about the environment – she studies the effectiveness of environmental policies and the many ways people voluntarily make green choices like saving water or choosing alternative commuting routes. Laura grew up hiking, camping, water skiing & snow skiing in the Black Hills of SD.
Taking or Giving? The Price of Giving: How Much do Individuals Dislike Taking?
We design and conduct an experiment that determines whether donors are averse to taking and, if so, how much they are willing to sacrifice to avoid taking. We find that aversion to taking is prevalent and strong. Most subjects are averse to taking. They are willing to sacrifice on average over 25% of their endowment to avoid taking. The immediate implication of our finding is that philanthropies may discourage potential donors from participating in campaigns when the potential donor knows that the contribution is framed as taking rather than giving.

Biography
Laura Razzolini is Professor of Economics at Virginia Commonwealth University and Editor in chief of the Southern Economic Journal. She received her Ph.D. in Economics from Southern Methodist University in 1994. Her research specializes in public and behavioral economics, and her interests are focused on the effects of cost allocation on the provision of public and shared goods. She has investigated how different contribution and pricing mechanisms affect the provision of a good and congestion on shared goods, such as roads or computer networks. She conducts economic experiments in a laboratory setting to test predictions of the theoretical models. Recently, she has become interested in studying terrorism; in particular the issue of profiling and how terrorist groups and their strategies evolve over time. Her work on cost sharing mechanisms, traffic congestion and terrorism has been funded by the National Science Foundation. Her research has been published in the Journal of Economic Theory, Economic Theory, Public Choice, and Experimental Economics.

Intermediaries in Fundraising Inhibit Quality-Driven Charitable Donations
Charitable donations are frequently raised by an intermediary, someone who accepts donations and subsequently sends the proceeds to the cause e.g. a workplace campaign for United Way, a 5km walk for Susan G. Komen, or buying cookies from a local troop for the Girl Scouts. For many reasons, these intermediating fundraisers can greatly increase donations received by a given charity, but how do they affect which charities we support? This paper shows intermediary fundraisers can make donors insensitive to differences in charity quality: Unattractive charities can receive the same financial support as an attractive charity.

Biography
Lucas Coffman’s research uses experimental methods to understand how richer models of behavior can transform our understanding of socially important outcomes. He is very interested in non-standard explanations for charitable giving, why people may give other than evaluating the importance of the problem the charity is addressing and the efficacy of their proposed solution. He is an assistant professor of Economics at Ohio State but is visiting Stanford for this academic year. He received his PhD in 2010 from Harvard.
Rational preferences or moral repugnance?
The effect of information on attitudes toward organ payments

We conducted an experiment on a sample of US residents to analyze the impact of information about the efficiency effects of allowing payments for human organs on attitudes toward allowing such payments. This study provides insights on whether and how individuals make trade-offs between policy solutions that are efficiency-enhancing but morally controversial.

Biography

Mario Macis (Economics PhD, University of Chicago 2007) is Assistant Professor of Economics and Management at Johns Hopkins University, Carey Business School. His primary research interests are in labor economics, health economics, and the economics of pro-social behavior. Mario’s past and current research projects include analyzing the interplay between intrinsic and extrinsic motivation for contributions to public goods using micropanel data and running large-scale field experiments (research funded by the National Science Foundation), studying the effect of incentives on tuberculosis detection and treatment adherence in India (research funded by the World Bank’s Strategic Impact Evaluation Fund), and the impact of female executives and CEOs on firm performance and gender gaps. Mario Macis is also Associate Faculty at the Armstrong Institute (Johns Hopkins School of Medicine), Academic Associate at the World Bank - Development Impact Evaluation (DIME) group, and Research Fellow at IZA (Institute for the Study of Labor).

Why Do People Give? Testing Pure and Impure Altruism

We introduce a new experimental design that can measure the relative strength of altruistic and warm glow motives, and can test a new prediction of impure altruism that the model was not intentionally designed to have. The results are that (i) whether or not an experiment rejects a pure altruism (no warm glow) version of the model depends on the level of giving to the charity by other people (besides the participant in the experiment) at which the experiment is conducted, (ii) the impure altruism model passes the test based on the new prediction, (iii) but nevertheless warm glow motives are weak, and (iv) altruism accounts for the large majority of contributions in the experiment. The results are significant for researchers because they show how to design an experiment that can measure the relative strength of altruistic and warm glow motives, provide the first test of impure altruism that the model was not intentionally designed to pass, are the first to describe heterogeneity across individuals in their dual altruism and warm glow motives to give, and provide evidence concerning a fundamental question about human behavior: the existence of altruism. Donors to different types of non-profits, for example organizations that relieve poverty versus one’s alma mater, will be motivated by different mixes of altruism and warm glow. It is important for practitioners to understand their donors’ mix of motives in order to better communicate with them and to build long-lasting relationships.

Biography

Mark Ottoni-Wilhelm holds a Ph.D. in Economics from New York University. He was the Founding Director of the Philanthropy Panel Study, the generosity module in the United States’ Panel Study of Income Dynamics. His current research is about the transmission of generosity from parents to children, taxes and giving, religiosity and giving, the principle of care, and experiments to measure altruistic motivation. Ottoni-Wilhelm is currently Professor of Economics at IUPUI and the Eileen Lamb O’Gara Visiting Chair in Women’s Philanthropy at the Indiana University Lilly Family School of Philanthropy.
Can Thank-You Gifts Crowd Out Intrinsic Motivation to Donate?
Field Experiments on Optimal Thank-You Gift Fundraising Strategies

Many non-profits offer conditional thank-you gifts to prospective donors in an effort to increase donation rates. However, this additional incentive can in some instances decrease donations by crowding out intrinsic motivation to give. In collaboration with a public radio station, I measure the effect of thank-you gifts on donation rates and amounts. Using both the lab and field, I test an alternative form of thank-you gift that can theoretically avoid any such crowding out effects.

Biography

Matthew Chao is a 5th-year behavioral economics PhD candidate at Caltech. He studies the role that non-monetary incentives can have on our decision-making, including how they can impact both firm strategy and public policy. Besides his work on charitable giving, some of his other work examines how doctors in the United States are influenced by pharmaceutical salespeople, and how regulatory policies have modulated that influence. His experimental work examines non-monetary incentives by incorporating psychological concepts into standard economic models and testing these models in the lab.

Pick, Click, Give: An Experiment in Alaska

We present results from a natural field experiment conducted in conjunction with the State of Alaska that was designed to uncover why people elect to share their permanent fund dividend with non-profits in the state and how to increase giving through the state’s PFD Charitable Contributions Program (Pick, Click, Give). Households in the state were randomly assigned to either a control group, a treatment group that received a postcard encouraging the recipient to “Warm Your Heart: Share Your PFD”, or a treatment group that received a postcard encouraging the recipient to “Make Alaska Better for Everyone: Share Your PFD”. While the latter message had no discernable impact on giving, the former lead to an approximately 33% increase in the likelihood an individual gave through Pick, Click, Give and an associated 50% increase in average gifts. If we had sent this message to every household in the state, aggregate contributions would have increased by nearly $1.8 million. For practitioners, the results suggest that one can use simple, but targeted, messages highlighting motives for giving to enhance fund-raising success.

See Biography on page 6.
**The Effects of Information and Culture on Giving**

Using an experiment in which income is determined partially by real effort and partially by luck, we compare the determinants of individual giving under two different information conditions and by using two countries, Spain and the US. In a two-person dictator game, we study the relationship between subjects' generosity and their effort, luck and the paired participant’s effort and luck. We find that, on average, Americans are less generous when uninformed regarding the determinants of income of their paired participant compared to being informed, but we do not see any difference for Spanish subjects. Second, we find that cross-cultural differences in determinants of giving exist but only when subjects are uninformed. This has important implications for practitioners since our results confirm that information has central effects on giving decisions and the precise effects vary with culture.

**Biography**

Neslihan Uler is an Assistant Research Professor at the Institute for Social Research at University of Michigan. She received her Ph.D. in Economics from New York University in 2007. Her research focuses on behavioral, experimental and public economics. In particular, she has several works on charitable giving using theoretical, empirical and experimental approaches. Her papers were published in leading journals such as Games and Economic Behavior, Journal of Public Economics and Experimental Economics.

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**Network Nudges: Second and Third Order Social Effects in Charitable Giving Field Experiments**

It is well known that social influences play an important role in people’s decisions to make charitable donations, and this phenomenon is well studied. In practice, however, it is difficult to activate social networks to donate donations. In this talk, we discuss two experiments that attempt to use “nudge” networks, by encouraging influential members of those networks, with whom the charity has a good relationship, to ask other members to donate their money or time. We find that in a highly structured, hierarchical environment (a workplace), this is more effective than anticipated, while in a less structured environment it remains effective, albeit less so.

**Biography**

Michael Sanders is a post-doctoral fellow at Harvard’s Kennedy School of Government and Head of Research in the UK Behavioural Insights Team, previously serving as Senior Advisor in the Cabinet Office. His PhD, from the University of Bristol, presented field experiments applying Behavioural Economics to charitable giving, largely in workplace contexts.
The Distributional Preferences of Americans
We characterize the distributional preferences of a large and diverse sample of Americans. We find considerable heterogeneity in both the extent of fairmindedness and willingness to trade off equality and efficiency, much of which cannot be explained by standard demographic and socioeconomic characteristics. After controlling for individual characteristics, our experimental measure of equality-efficiency tradeoffs predicts the political decisions of our subjects. Since optimal tax policy depends on the distributional preferences of voters and taxpayers, our findings can inform debates about government redistribution.

Biography
Pamela Jakiela received her PhD from UC Berkeley in 2008. She was an assistant professor in the Economics Department at Washington University in St. Louis for three years, and joined the Agricultural and Resource Economics Department at the University of Maryland in 2011. Her research sits at the intersection of behavioral economics and development. She focuses on the determinants and measurement of individual social, risk, and time preferences, and the relationships between such preferences and sharing norms, cultural values, political preferences, risk-taking, educational attainment, and entrepreneurship.

SESSION CHAIR
Why Do People Give?

Biography
Paola Mallucci’s research uses experimental and behavioral economics to understand how customers with non-standard preferences interact with profit-maximizing firms. In her work, she investigates how social preferences, such as ask aversion and fairness, affect important marketing decisions such as the design of cause marketing campaigns and product pricing. Her additional research interests include discrete choice modeling of experimental data, contractual choices and time inconsistency. Mallucci is Assistant Professor of Marketing at the Wisconsin School of Business at the University of Wisconsin and holds a Ph.D. in marketing from the University of Minnesota in Minneapolis.
Nice Millionaires
What influences generosity? We worked with a large Dutch bank to expand the study of generosity to people who have more than a million dollar in their bank account. Understanding what motivates millionaires to donate is important, as much of the charity donations are coming from this group. We find that millionaires are more generous in a clear giving situation (dictator game) than in a simple bargaining situation (ultimatum game). The level of giving in the dictator game is higher than in any other study using this game, which suggests that millionaires are much more generous than previously thought.

Biography
Paul Smeets is an Assistant Professor in finance at Maastricht University. His research mainly focuses on socially responsible investments and philanthropy. He developed the first Sustainable Finance Master study program. He has been a regular visiting scholar at the University of California in San Diego.

Friends Asking Friends for Charity: the Importance of Gifts and Audience
Within a social context, what is the cost for friends to ask friends to donate to charity? And, what is the most effective way to ask? We use a field experiment embedded in an online giving community’s web page to investigate the social motives and costs of peer-to-peer fundraising through online social media. Using over 14,000 donor observations, our results show that asking is costly but can be effective in generating new donations, especially when donors can apply peer pressure.

Biography
Ragan Petrie has over 10 years of experience using field and lab experiments to study topics such as the private provision of public goods, gender differences in bargaining and discrimination. She received her PhD in Economics from the University of Wisconsin-Madison and is currently an Associate Professor at George Mason University and faculty at the Interdisciplinary Center for Economic Science (ICES) in Arlington, VA. Her research has been published in the American Economic Review, the Journal of Public Economics and Economic Journal.
Captains, Carbon, and Charity: A Field Experiment on the Impact of Information and Altruistic Incentives on Pilots' Behaviors
We investigate the impact of personalized information, targets, and charitable incentives on the productivity of a workforce. The workforce consists of captains flying for a major international airline, and we use three fuel-efficient behaviors to assess worker productivity. In a field experimental setting, we find that our treatments lead to significant increases in fuel-efficient behaviors over an eight-month period.

See Biography on page 7.

How to Recognize Donors to Increase Charitable Giving
We conducted a randomized field experiment to investigate the impact of different forms of recognition on charitable giving. We found that all forms of recognition increase giving, but positive and negative recognitions have the most pronounced (and significant) effect.

Biography
Roman Sheremeta is an Assistant Professor of Economics at the Weatherhead School of Management at Case Western Reserve University and a Research Associate at the Economic Science Institute at Chapman University. His main research interests include experimental and behavioral economics, conflict and conflict resolution, and game theory. He has published 37 articles in a variety of academic journals. According to RePEc, Dr. Sheremeta is ranked among the Top Young Economists worldwide.
Bequest Philanthropy as Synthetic Family: Evidence from fMRI and Survey Experiments

94%+ of decedents leave no gifts to charity, instead transferring everything to family or friends. This presentation explores the effectiveness of suggesting tribute bequest gifts where the charitable bequest gift is used to honor a friend or family member. This intervention is tested using both experimental survey data and neuroimaging (fMRI) data. The results not only demonstrate the effectiveness of the intervention but also explain why this approach works at the neural level, potentially increasing our understanding of charitable bequest decision-making.

Biography
Russell James, J.D., Ph.D., CFP is a professor in the Department of Personal Financial Planning at Texas Tech University. He holds the CH Foundation Chair in Personal Financial Planning and directs the on-campus and online graduate program in Charitable Financial Planning. Additionally, he teaches Charitable Gift Planning at the Texas Tech University School of Law. His research focuses on uncovering practical and neuro-cognitive methods to encourage generosity in financial decision-making and he previously taught a graduate course in fMRI (functional magnetic resonance imaging) design and analysis for the Texas Tech Neuroimaging Institute. Prior to his career as an academic researcher, Dr. James worked as the Director of Planned Giving for Central Christian College in Moberly, Missouri for 6 years and later served as president of the college for more than 5 years, where he had direct and supervisory responsibility for all fundraising. Dr. James has over 150 publications in academic journals, conference proceedings, and books. These predominantly focus on statistical analysis and neuroimaging analysis related to gifts, estates, and property.

How much of a nudge? The welfare effects of social pressure and commitment

There is growing interest in including ‘nudges’ in the design of philanthropic programs aimed at shifting behavior towards policy goals, such as increased savings rates, greater investment in education and healthier habits. There is concern, however, that such nudges may decrease welfare by pushing individuals into choices they do not actually like. In this study we examine the impact of both a weak nudge (social pressure) and a strong nudge (restrictions/commitment) aimed at encouraging parents to choose healthy snacks for their children. We measure both parents’ choices and their value of those choices in order to examine whether shifting parent behavior comes at the cost of decreasing parent welfare.

Biography
Sally Sadoff’s research focuses on incorporating insights from behavioral economics into the design of policy relevant interventions. Her current work includes field experiments exploring incentive contracts, educational investments, social preferences, policy nudges and present bias in consumption. She is currently an Assistant Professor of Economics and Strategy at the UC San Diego Rady School of Management. She received her Ph.D. from the University of Chicago department of economics where she also served as a post-doctoral scholar.
When Do Punishment Institutions Work?
If good behavior is voluntary but people can see what their peers choose to do, is it good or bad to allow peers to punish each other (e.g., through person-to-person fines or shaming)? We find that punishment that is publicly committed to (before the decision of whether to cooperate) can crowd out voluntary cooperation, but if the punishment is powerful enough this crowd-out doesn’t happen and simple incentives induce good behavior. Punishment that is not pre-committed to is comparatively ineffective. Punishment never increases net welfare in our study, and often decreases it. This informs how we should build institutions to leverage peer influence in social dilemmas: the best behavior may come from allowing high-powered pre-committed sanctioning, but the social costs of this sanctioning might outweigh these benefits.

Biography
Sarah Jacobson is an assistant professor of economics at Williams College. She received her PhD in economics from Georgia State University. She is an environmental and behavioral economist, often using laboratory experiments in her work. She studies risk preferences and social dilemmas. She is particularly interested in situations in which we make mistakes or are misguided in our actions, situations in which different members of a group have different preferences, and cases where a desire for good can perversely lead to anti-social outcomes.

A warm glow in the after life? The determinants of charitable bequests
We study alternative mechanisms that might affect making charitable bequests. We show that simple prompts during the will-making process have a sizeable effect on the proportion of people leaving money to charity in their will and that adding social/emotional prompts further increases the response. We also compare the effect of such prompts with that of a standard economic incentive (namely estate tax exemption).

Biography
Sarah Smith is Professor of Economics at the University of Bristol. Her research interests are in applied micro – specifically consumer behaviour and public economics. She has recently been working with a number of charity organisations (JustGiving, Charities Aid Foundation, Remember a Charity, Big Lottery) to understand what motivates individuals to give and how donations respond to different (economic and non-economic) incentives.
Changing mindset:  
**Using different appeals increase payments under consumer elective pricing**

We propose that payments decisions under consumer elective pricing are affected by whether consumers are in a state of mind that makes them compelled to do the right thing, as opposed to acting in a self-interested way. We investigate such mindset activation in a series of field experiments that manipulate the appeal with which consumer elective pricing is communicated. In both non-profit and for-profit environments we consistently find that presenting consumers with appeals that remind them to ‘do the right thing’ shift their mindset, making them more generous.

**Biography**

Silvia Saccardo is a PhD candidate at the Rady School of Management, University of California San Diego. Her research addresses various questions in behavioral economics using both laboratory and field experiments. Her projects include investigating the drivers of unethical behavior in the form of deception or bribery, exploring when individuals are less likely to engage in prosocial behavior toward minorities, and studying the determinants of generous behavior under consumer elective pricing.

Globalization & Altruism to the Poor in Developing Countries

Can globalization change how we view the poor? Building upon Piketty (1995), we propose and test the hypothesis that, in less developed countries, the presence of foreign direct investment (FDI) can create the perception that the poor have a new way out of poverty. Our field experiment in India finds that a donor decreases donation to the poor upon hearing that the poor individual lives near a foreign owned firm. However, this is true only if the foreign firm operates in a low-skill industry and the donor believes that poverty is due to lack of effort. Poor and rich conservatives reduce giving similarly, suggesting that ideology drives our interpretation of the effect of macroeconomic shocks on the poor.

**Biography**

Sera Linardi is an Assistant Professor of Economics at the Graduate School of Public and International Affairs (GSPIA) at the University of Pittsburgh. She is interested in the influence of social environment on what one thinks is the right thing to do. Her recent field and lab experiments find that women are less willing to make donations that stand out from their peers, that warring ethnic groups are more likely to give to each other in the presence of religious authorities, and that globalization further decreases altruism towards the poor among conservatives in developing countries. Her research has been covered by Yahoo! Finance, the Pittsburgh Post-Gazette, the Kansas City Star, and Voice of America.
SESSION CHAIR
Communicating with Donors: What Works?

Biography
Szu-chi Huang is an Assistant Professor of Marketing at the Graduate School of Business, Stanford University. She received her PhD in Marketing and a Master’s degree in Advertising from the University of Texas at Austin. She also holds two Bachelor’s degrees from the National Taiwan University in Business Administration and in Business/Financial Law. Prior to her academic career, Professor Huang worked at JWT Advertising Agency as an Account Manager, managing global brands such as Unilever and Estee Lauder. Professor Huang’s main research interest is consumer motivation. Her research has been published in the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Experimental Social Psychology*, and the *Journal of Personality and Social Psychology*. She has been awarded prestigious fellowships and awards, including the American Marketing Association Consumer Behavior Special Interest Group’s (AMA CBSIG) Rising Star Award in 2013.

Bringing Behavioral Economics to Action
The presentation will provide an overview of the research collaboration between Anya Samek (University of Wisconsin-Madison) and John List (University of Chicago) and Louis’ Groceries, a nonprofit pilot small-format neighborhood grocery store in a Chicago food desert. Two of the research studies to be discussed have public policy applications in the realm of food choice behavior: One tests the effects of small economic incentives and educational messaging on the fruit-and-vegetable purchasing behavior of adults, while the other tests the effects of small economic incentives and child-friendly marketing on children’s snack choice behavior. Another study yields insights into charitable giving behavior through experimentation with different matching “asks” when soliciting potential donors.

Biography
Terri Zhu is the Program Director of Louis’ Groceries NFP, a nonprofit initiative which improves healthy food access in a Chicago food desert through operating a pilot small-format neighborhood grocery store, promotes healthy food choice through in-store education programs, and contributes to policy knowledge on healthy shopping and eating through in-store research activities in collaboration with academic partners. As Program Director, Terri oversaw the launch of the pilot grocery store and the development of research and education collaborations, and holds operational responsibility for all programmatic activities. Previously, she served as a Mayoral Fellow at the City of Chicago, worked in survey research at UCLA and the University of Chicago, and taught German language and literature at the University of Chicago. Terri completed a Master of Public Policy and a PhD in Germanic Studies at the University of Chicago, and studied German language and cultural history as an undergraduate at Columbia University.
Avoiding Overhead Aversion in Charity

Donors tend to avoid charities that dedicate a high percentage of expenses to administrative and fundraising costs, thus limiting the ability of nonprofits to be effective. We propose a solution to this problem—use donations from major philanthropists to cover overhead expenses and offer potential donors an “overhead-free” donation opportunity. We start with laboratory experiments testing this solution, confirming that donations decrease when overhead increases, but only when donors pay for overhead themselves. Following these laboratory findings, we ran a field experiment with 40,000 potential donors in which we compared the overhead-free solution with other common uses of initial donations. Consistent with others’ research, we found that informing donors that seed money has already been raised increases donations, as does a $1:$1 matching campaign. Our main result, however, clearly shows that informing potential donors that overhead costs are covered by an initial donation significantly increases the donation rate by 80% (94%) and total donations by 75% (89%) compared with the seed (matching) approach.

Biography

Uri Gneezy is the Epstein/Atkinson Endowed Chair in Behavioral Economics, Professor of Economics & Strategy, at the Rady School of Management, UC San Diego. As a researcher, Gneezy’s focus is on putting behavioral economics to work in the real world, where theory can meet application. Gneezy is looking for basic research as well as more applied approaches to such topics as incentives-based interventions to increase good habits and decrease bad ones, fundraising, Pay-What-You-Want pricing, and the detrimental effects of small and large incentives. In addition to the traditional laboratory and field studies, he currently works with several firms, conducting experiments in which he is using basic findings from behavioral economics to help companies achieve their traditional goals in non-traditional ways.
SPI Research Posters

November 7-8, 2014

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University of Pennsylvania

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University of Pittsburgh

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SPI Affiliate, Subaward Winner, Presenting SPI Funded Research, SPI PhD Grant Winner.
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This conference was made possible through the support of a grant from the John Templeton Foundation.
The SPI Partnership Challenge was created to foster promising collaborations between researchers and practitioners. Partners conducted experiments within authentic fundraising settings, thus actively bringing research to practice. Conference attendees will hear more about the projects during the Friday afternoon panel discussion moderated by John List. Attendees will also have an opportunity to review the project posters and meet the partnership teams during the conference dinner cocktail hour. SPI Partnership Challenge research awards will be announced at the conference dinner.

**It's (Not) the Thought that Counts: A Field Experiment on Gift Exchange and Giving at a Public University**
Jonathan Meer and Catherine Eckel, Texas A&M; David Herberich, BeyondCore; and Larry Cooper, Association for Former Students at Texas A&M

**The Impact of Choice Set Size & Heterogeneity on Giving**
Ayelet Gneezy, Elizabeth Keenan and Arseny Ryazanov, Rady School of Management at UC San Diego; and Jon Behar, The Life You Can Save

**Feeling Older, More Powerful, and Less Lost: Field Interventions Increase Pro-social Motivation**
Szu-Chi Huang, Stanford Graduate School of Business; and Ted Raymond, United Way

**Determinants of Successful Need Profiles in a Local Cash Transfer Program**
Tamar Krishnamurti and Nichole Argo, Carnegie Mellon University; David Klinowski, University of Pittsburgh; and Megan Kashner and Emily Brittain, Benevolent

**Bequest Giving**
Sarah Smith and Freddie Mitchell, University of Bristol; and Michael Sanders, Behavioural Insights Team; and Rob Cope, Remember a Charity

**Special Mention**
Using Behavioral Economics for Program Evaluation
Anya Samek, University of Wisconsin-Madison; and Kristy Kitzmiller and Terri Zhu, Louis’ Groceries NFP