Note: if the image is not an individual person (e.g., non-human or a group of people, then you don’t need to code on body type, attractiveness, gender and race).

**Image Coding Guide**

**Body type perception:**

The person in the picture looks…

1 = Very underweight

2 = Underweight

3 = Slightly underweight

4 = Neither underweight nor overweight

5 = Slightly overweight

6 = Overweight

7 = Very overweight

**Attractiveness**

The person in the picture looks… (rate 1 -7)

1=not attractive at all, 4= neutral, 7 = Very attractive

**Attractiveness**

The person in the picture looks… (rate 1 -7)

1=not attractive at all, 4= neutral, 7 = Very attractive

**Gender**

1= male, 2=female

**Race**

* African-American （1）
* Caucasian （2）
* Latino or Hispanic （3）
* Asian （4）
* Unspecified (5)

**Animal or Human or either**

1 = Human

0 = Animal

2 = Neither

**Group or Individual (Does the picture have one individual only or a group of people)**

1 = Individual

0 = Group

**Emotions evoked from the picture (Rate 1 -7; 1 = not at all, 4 = neutral, 7 = very much so) (Emotions** **from PANAS Scale that may related to donation)**

**The person in the image makes me feel…**

Empathetic

Disgusting

Excited

Inspired

Upset

**The quality of the photo is…**

Rate 1 -7; 1 = very poor, 4 = neutral, 7 = very good)

**Project Coding Guide**

**If the donation is inward or outward (Done coding by Yufei)**

1= inward (for the creators themselves )

0 = outward (for others)

**If it is outward, is it for other individuals (1) or for an organization (0)**

1 = other individuals

0 = an organization

**The urgency of the campaign**

How urgent the fundraising campaign is?

1= Not urgent at all

2=slightly Urgent

3 = somewhat urgent

4 = Neutral

5 = somewhat urgent

6 = urgent

7 = very urgent

**The importance of the campaign**

1 = Not important at all

2= slightly important

3 = somewhat important

4 = Neutral

5 = Somewhat important

6 = Important

7 = Very important