

	Contributed	Contribution		Distance	
	<i>Logit</i>	<i>Trunc.</i>	<i>OLS</i>	<i>Trunc.</i>	<i>OLS</i>
		<i>Cond.</i>	<i>Uncond.</i>	<i>Cond.</i>	<i>Uncond.</i>
	(1)	(2)	(3)	(4)	(5)
Default	-0.163 (0.402)	1.051 (0.739)	0.290 (0.324)	-0.248 (0.418)	-0.045 (0.269)
NameAndPicture	-0.047 (0.483)	-0.331 (0.748)	-0.118 (0.298)	0.181 (0.484)	0.101 (0.295)
Knowledgeable	-0.047 (0.483)	-0.845 (0.963)	-0.255 (0.320)	0.839 (0.515)	0.359 (0.267)
Political	0.393 (0.523)	0.026 (0.667)	0.160 (0.298)	-0.054 (0.437)	-0.178 (0.294)
Partisan	0.131 (0.510)	0.541 (0.782)	0.244 (0.357)	-0.150 (0.447)	-0.128 (0.307)
Default x NAP	0.310 (0.683)	-1.060 (1.035)	-0.235 (0.441)	0.255 (0.630)	-0.010 (0.403)
Default x KNO	-0.064 (0.665)	0.652 (1.226)	0.119 (0.505)	-1.215* (0.716)	-0.486 (0.440)
Default x POL	0.458 (0.773)	-1.159 (1.141)	-0.235 (0.503)	0.584 (0.672)	0.128 (0.433)
Default x PAR	0.330 (0.711)	-1.289 (1.214)	-0.308 (0.547)	0.621 (0.666)	0.165 (0.433)
Constant	0.880*** (0.292)	0.750 (0.628)	1.440*** (0.193)	3.355*** (0.309)	3.578*** (0.188)
Observations	377	271	377	271	377

Notes: Model (1) is a logistic regression of the dependent variable that is 1 when a subject contributes a positive amount and 0 otherwise. (2) is a truncated regression of the dependent variable measuring all positive contributions (left-truncated at 0), (3) is an OLS regression of the dependent variable measuring contributions, (4) is a truncated regression of the dependent variable of the distance to the default value only for subjects that contributed (right-truncated at 5), (5) is an OLS regression of the dependent variable measuring the distance to the default value. All standard errors are heteroscedasticity robust. Subjects from the control group are excluded from the model.

Interpretation:

(1) **Extensive margin**: Compared to the Control group,

- no significant effects

(2) **Intensive margin**: Compared to the control group, for subjects that contribute a positive amount,

- no significant effects

(3) **Aggregated effect**: Compared to the control group, for all subjects

- no significant effects

(4) **Intensive margin**: Compared to the control group, for subjects that contribute a positive amount,

- Combining a default with a knowledgeable actor decreases the conditional mean distance to the default-value for those that donate

(5) **Aggregated effect**: Compared to the control group,

- no significant effects

Important for interpretation:

Model (1) tells us whether the probability to contribute changes due the treatments. (2) tells us whether the treatments affect the contribution values for people that contribute something, whereas (3) tells us whether treatments affect the aggregate contribution amounts that consist of more people donating (i.e. a higher probability to contribute from model (1)) and higher contribution values (i.e. higher contributions from model (2)). This is equivalent for models (4) and (5).