W241.1 - Final Project

Nudging Humanity Toward Charitable Giving

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# Experimental Design

## Initial pre-test - gathering baseline for charitable giving

* Demographic Questions
  + What is your age range?
    - under 20, 21-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81 and older
  + What is your gender?
    - Male, Female, Other
  + In which state do you live?
    - Select from list of US States
  + Are you employed?
    - Y/N
  + Are you a student?
    - Y/N
  + If employed, what is your income level?
    - (income ranges)
* How comfortable are you with your economic status.
* How important is charitable giving?
  + Scale of 1-10
* How much (as a % of your income) do you currently contribute to charity?
* How much (as a % of your income) would you like to contribute to charity?
* Percentage conversions could be error prone or inflated: how about we ask for
  + How often do you give to charity
  + Typical donation amount per donation
* Below what income level (US$) should individuals/families be recipients of economic assistance?
* What type of organizations/causes do you donate to? Poverty, education, medical, child sponsorship, political, research

## Questions in second phase survey

(statement that answers will not be personally-identifying & only be used for analytical research)

* Demographic Questions, as above
* For treatment group
  + Display of video, either of poverty or of comfort/security images
    - I read that video vs pictures make a difference: videos are distracting and may decrease conversions while photos may increase: Maybe we can have 2 treatment groups: one with a short video and one with just images?
* Questions for all (control & treatment):
  + How comfortable are you with your economic status.
  + How important is charitable giving?
    - Scale of 1-10
  + How much (as a % of your income) do you currently contribute to charity?
  + How much (as a % of your income) would you like to contribute to charity?
  + Below what income level (US$) should individuals/families be recipients of economic assistance?

# Subject Recruitment

It will be desirable to recruit 100 subjects for the Baseline Pre-Test and another 100 subjects for the Phase 2. The Baseline Pre-Test questions will be used to collect baselines for numeric/dollar values. The second phase study will involve randomized treatment across all recruited subjects.

## Statistical Analysis

TODO - the main question is whether each treatment (poverty video, comfort/security video) shows an increase from the current % charitable giving and desired % charitable giving. Also, it will be useful to consider the covariates of current income level and gender.

Question - are these the right questions to ask? Should we be asking about state? Are we concerned about self-presentation images here (inflating or deflating income or donation amounts) - or since we are comparing with and without motivation, it doesn’t matter?

Here is something I found interesting: if we have the budget, this would be really interesting to replicate online: <https://ojs.ub.uni-konstanz.de/srm/article/view/54>

## Implementation

Where do we implement? Options: surveymonkey, testable, qualmetrics, psy toolkit, otree: example options

Questions for Dan (Walt’s notes, connected to Dan’s Office Hours):

* Surveys for experimentation - non-truthful answers, no guaranteed
* Selection bias in surveys

Relevant studies :

1. <https://www.wired.com/2012/06/anonymous-cooperative-behavior/>

Difference: being generous with earned money vs unexpected allowance

2. http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0031461

Questions for discussion:

1. Psiturk vs Mturk
   1. Windows vs Mac vs Linux
2. Baseline vs control
3. Images
   1. Poverty
   2. Comfort
   3. Placebo?
   4. None: control
4. Altriuism index and regression considerations: <https://robertmayo.files.wordpress.com/2018/06/decomposing-altruism-an-experiment-to-measure-motivations-for-giving-by-demographic-group-16jan2017.pdf>
5. Sample size from power
6. Total cost:
   1. Cost per survey response (we decide)
   2. Allowance/bonus cost amount (something like $5)
   3. Cost to Mturk: 20% of payment or min 0.01 per assignment + extra 20%

Randomization: tool