

Codebook - Charity Trust and Certification

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Data

This data is taken from an experiment by Adena et al. (https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2961882) where participants were subject to an experiment where they were either presented with information about a charity (Bjorn Schulz Foundation) that included that this charity had a quality certificate (treat1 = B), or were not presented with information about the quality certificate (treat1 = A).

Since 2006, the Bjorn Schulz Foundation has been a holder of a DZI certificate, which certifies verifiable, cost-effective and appropriate use of the funds in compliance with tax regulations. This certificate is renewed annually, reviewed and approved.

The participant was awarded prize money in the experiment and, before finding out if they had been awarded the prize, they were required to say what amount they would like to donate to the charity.

They were also given a questionnaire about the trust they had in the charity and about the trust they had in people in general.

Variables

varname	labels
treat1	stage 1 treatment: A-control, B-certificate
trust1	supporting BSS is very important to me
trust2	share the values of BSS
trust3	would ask others to support BSS
trust4	can imagine financially supporting BSS for larger period
trust5	would like to receive further news from BSS
trust6	work of BSS is important
trust7	convinced that BSS uses donations in best way possible
trustgen1	how much general trust in: charitable organizations
trustgen2	how much general trust in: people you know personally
trustgen3	how much general trust in: people you met for the first time
trust_mean	Mean trust in BSS score
trust_values	Mean trust in BSS values (trust2, trust6, trust7)
trust_longterm	Mean trust in BSS long term (trust4, trust5)
trust_persinvest	Personal investment in BSS (Mean of trust1, trust3)
gentrust_mean	Mean general trust (trustgen1:trustgen3)

Possible research questions

- Did exposure to the quality certification result in people donating more of their prize money to the foundation?
- Did exposure to the quality certification result in higher ratings of trust in the foundation?

- Was trust in the work of nonprofits associated with general trust?