

## Effective Giving Research Program

We are running a series of studies on altruism and effective giving to understand when and why people make use of deliberation and evidence in their donation decisions (referred to as effective giving), and how effective giving can be increased. To do so, we hope to isolate psychological factors that cause resistance to effective giving, and identify solutions to overcome these barriers. Some current/potential areas are discussed below:

**Understanding Effective Givers:** In this study we attempt to understand who is predisposed towards effective giving. After providing a description of the effective giving movement, we measure support for effective giving and measure a wide range of personality traits and demographics that may predict support for effective giving.

**Misperception Correction:** In these studies, we attempt to understand whether simply correcting misperceptions around effective charitable giving reduces belief in those misperceptions, corresponding normative beliefs, and effective giving behavior.

**Cost Benefit Analysis Aversion:** We hypothesize that people are more averse to cost benefit analysis with charitable giving than in other consumer domains. If correct, we then wish to isolate the mechanism behind this aversion such as market and social norm mixing or error intolerance.

**Opportunity Cost Neglect:** We hypothesize that people higher on opportunity cost neglect are less likely to engage in effective giving, as effective giving requires considering the opportunity cost of your donation. If correct, we then wish to identify opportunities to increase the salience of the opportunity cost.

**Cognitive Dissonance Reduction:** We hypothesize that a major barrier to effective giving is the cognitive dissonance involved in recognizing that previous charitable donations may not have been highly effective. We hope to demonstrate this and if correct we hope to identify solutions to reduce the cognitive dissonance induced by effective giving, such as framing previous giving as good and effective giving as better, or by drawing attention to the consistent charitable goal despite updated methods.

Other areas of interest include overhead aversion (comparing charity and business), the cost of effectiveness information, increased moral responsibility of effective giving, and more.

We are also particularly interested in understanding how these mechanisms, barriers, and solutions are different in the context of high net worth donors than in the context of typical donors. We have a series of potential studies examining ways to get HNIs to give more effectively. Factors that may be more relevant in the effective giving behavior of HNIs include individualistic vs. collective framing, unique dependence framing, luck vs. skill framing, and business vs. charitable framing.