PEANUTS

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WHAT WE DID

Understand the Issue

Define the Focus

Test Design

Development

UNDERSTAND THE ISSUE

Inspired by r/RAOP

Observed r/assistance posts

Many potential donors requested verification (trust)

Many requestors made comments about previous giving or intention to give in the future (reciprocity)

Many of the requests were large amounts that could be intimidating to potential single donors (no method of aggregation)

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DEFINE THE FOCUS

Opportunities:

Can we encourage giving by suggesting smaller amounts?

Can we decrease the amount of work a donor must undertake to determine the trustworthiness of requestors by showing reciprocity?

What types of information encourage people to trust requestors?

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OPINION POLL

Initial survey to test ways of representing reciprocity

Distributed survey on Facebook and to family and friends

Showed 8 identical requests for donations differing only in statement of reciprocity

All reciprocity statements showed positive reciprocity (emphasized giving or showed more giving than receiving)

83 total responses

Jonathan Doe
Money for Food

Jonathan gives to causes almost every week.

I am a single father with a young daughter. My wife died two years ago. I lost my job working as an entry level bank clerk at ABC Bank 2 months ago. The bank was hit by hard financial times and had to layoff employees. I have recently gotten a new job to get by working at Burger Joint. However, I won't get paid for 2 more weeks. My daugher and I are down to a few cans of soup and desperately need help getting through these next few weeks until I get paid.

Reciprocity Statement	Votes
Jonathan helped Susan pay her rent last week.	18
Jonathan has given to 100 people has has received donations from 50 people	12
Jonathan has given more than he has received since joining	11
Jonathan has given to about 15 causes in the past.	11
Jonathan has given about twice as much as he's received.	9
Jonathan gives to causes almost every week	8
Jonathan has given 150% as much as he has received.	8
Jonathan has given $60 and received $40.	6

OBSERVATIONS

2 of the top 4 only show what was given and do not allude to any receiving

Received some feedback wondering why Jonathan would give to Susan when he needed money (changed to past month instead of week moving forward)

Respondents felt there was some bias because all of our given reciprocity metrics were not equal

MECHANICAL TURK STUDY

Conducted survey on Mechanical Turk with 276 participants

Used opinion poll results to determine what types of reciprocity to test

Collected how much they would donate and time to make donation decision
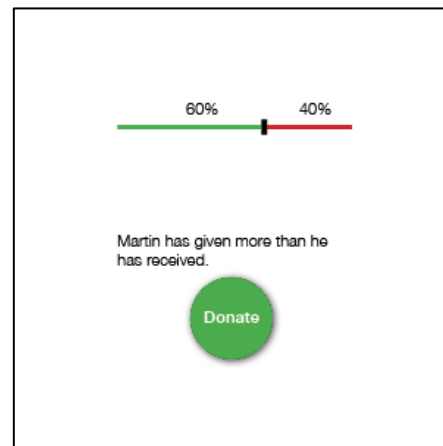
MECHANICAL TURK STUDY

Tested using visualizations

Randomly assigned 4 visualizations of reciprocity and control (only the "front" of a donation card)

Tested positive and negative versions reciprocity visualizations
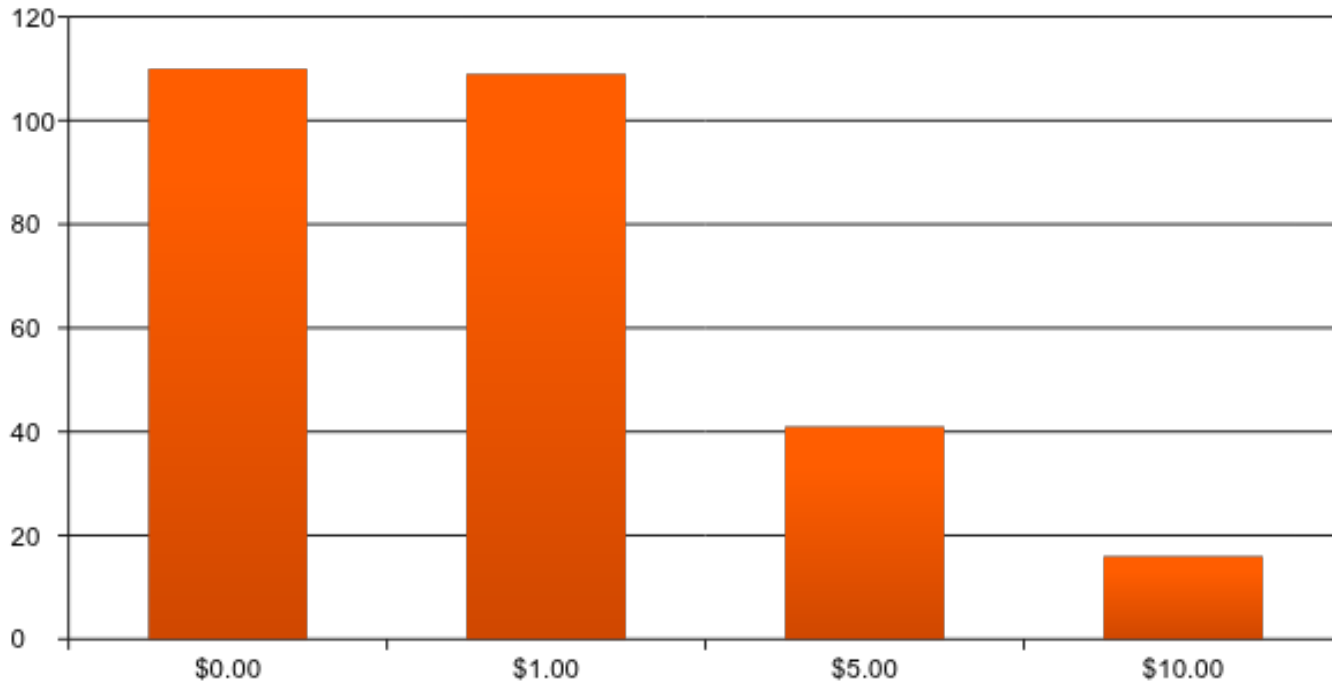

Front

Back 1

Back 2

MECHANICAL TURK STUDY RESULTS

Card Shown	Donation Rate	Average Donation (include 0)	Average | Donation	Mean Decision Time (s)	Median Decision Time (s)
Control	58%	$1.55	$2.65	27.2	22
Ratio_given_more	60%	$1.98	$3.30	44.2	23
Ratio_received_more	59%	$1.71	$2.92	30.3	27
People_given_more	59%	$1.25	$2.11	36.2	31
People_received_more	63%	$2.11	$3.33	45.1	24

MECHANICAL TURK STUDY RESULTS

MANN-WHITNEY U TEST

Compare mean $ donation of control vs. highest average $ group

```
> wilcox.test(mydata$y1,mydata$y2,alternative="less")

        Wilcoxon rank sum test with continuity correction

data:  mydata$y1 and mydata$y2
W = 1505.5, p-value = 0.1669
alternative hypothesis: true location shift is less than 0
```

Compare highest and lowest mean $ donation groups

```
> wilcox.test(mydatamydata$y1,mydatamydata$y2,alternative="less")

        Wilcoxon rank sum test with continuity correction

data:  mydatamydata$y1 and mydatamydata$y2
W = 1767, p-value = 0.09906
alternative hypothesis: true location shift is less than 0
```

CHI-SQUARE SIGNIFICANCE TEST

Donation rate not significantly different between tests. All groups hover around 60%.

```
> realdata=rbind(c(31,22),c(40,23))
> realdata
     [,1] [,2]
[1,]   31   22
[2,]   40   23
> chisq.test(realdata)

    Pearson's Chi-squared test with Yates' continuity correction

data:  realdata
X-squared = 0.1292, df = 1, p-value = 0.7193
```
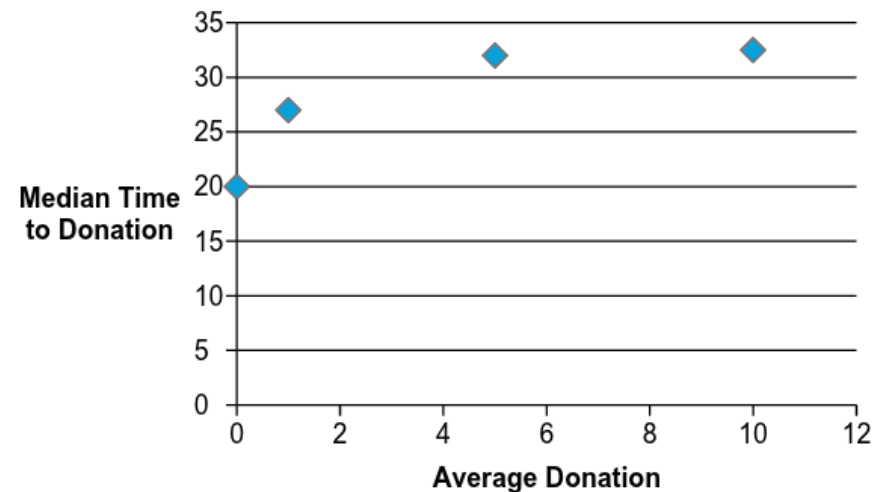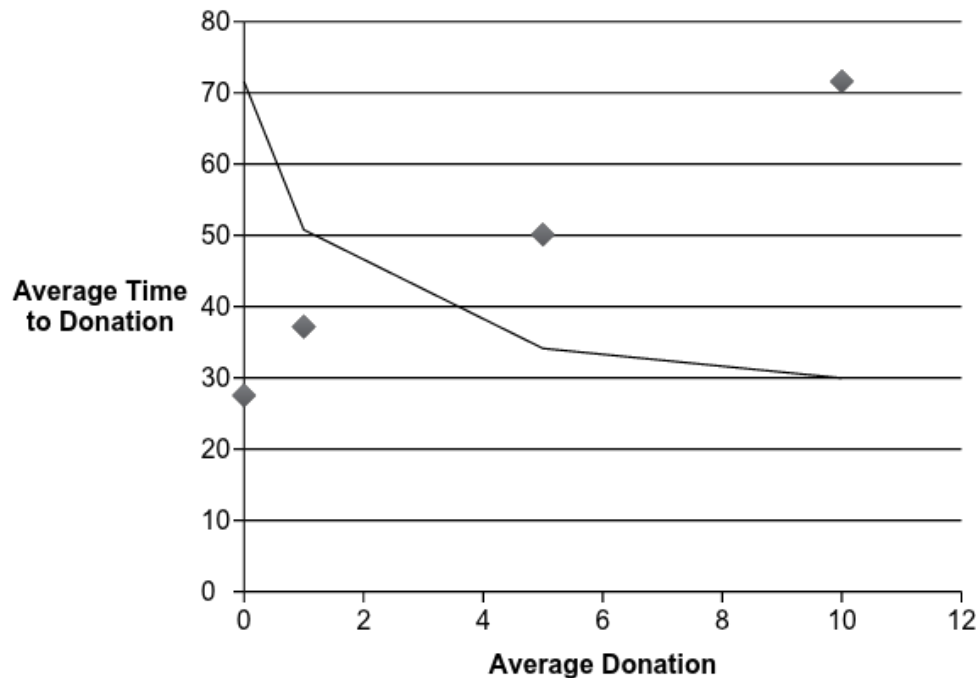
INTERESTING FINDING

Donated   43.7 seconds

Did not donate 27.55 seconds

p=.002

Those who donated spent longer thinking about their decision, in fact, time increases with dollar amount. As always, causation in question.

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DEVELOPMENT

http://peanuts.meteor.com/