Rural and Urban Data Analysis

Definition of Variables

In the analysis, we run t-tests comparing the donation decisions between the rural and urban groups. Each giving task is framed from the context of the amount given to charity B, the more effective charity. A high value means participants allocated a larger share of their donation to charity B and a low value means participants allocated a larger share of their donation to charity A.

Below is the key with details about the eight variables of interest.

Community: *10 people from your community vs. 100 people from other communities in South Africa*

Country: *10 people from your country vs. 100 people from other countries.*

Ideology: *10 people who identify as __your political ideology __vs. 100 people who identify with other political ideologies*

Religion: *10 people who identify as __your religion__ vs. 100 people who identify with other religions and beliefs*

Generation: *10 people who are alive now vs. 100 people who will exist in future generations*

Species: *10 people vs. 100 non-human animals (intelligent mammals, such as pigs, elephants, dolphins, etc.)*

Cause_Priority: *10 people struggling with _affliction with most personal experience _ vs. 100 people struggling with other afflictions.*

Cause_Area: *10 people struggling due to __most passionate hardship-area__ vs. 100 people struggling due to other hardships.*

T-test Analysis

The t-tests always subtract the urban donation mean value from the rural donation mean value. The following are all two sample t-tests. First, we analysis the personal donation choice and then the norm donation choice.

Community:
Personal choice

mean rural	mean urban	t-stat	p-value
46.32234	59.54426	-6.5117	1.697e-10

Norm choice

mean rural	mean urban	t-stat	p-value
43.39194	50.77377	3.4103	0.0006963

Country:
Personal choice

mean rural	mean urban	t-stat	p-value
43.45421	40.93770	1.1467	0.252

Norm choice

mean rural	mean urban	t-stat	p-value
40.68864	35.10492	2.4862	0.0132

Ideology:
Personal choice

mean rural	mean urban	t-stat	p-value
42.87179	48.13115	-2.228	0.02629

Norm choice

mean rural	mean urban	t-stat	p-value
38.55311	44.89508	-2.663	0.007975

Religion:
Personal choice

mean rural	mean urban	t-stat	p-value
52.18315	60.52787	-4.2575	2.433e-05

Norm choice

mean rural	mean urban	t-stat	p-value
48.30769	53.27213	-2.2641	0.02395

Generation:
Personal choice

mean rural	mean urban	t-stat	p-value
40.24908	37.65902	1.1924	0.2336

Norm choice

mean rural	mean urban	t-stat	p-value
39.35165	34.47869	2.292	0.02229

Species:
Personal choice

mean rural	mean urban	t-stat	p-value
39.06593	38.07541	0.47075	0.638

Norm choice

mean rural	mean urban	t-stat	p-value
36.83150	36.81967	0.0055194	0.9956

Cause_Priority:
Personal choice

mean rural	mean urban	t-stat	p-value
44.52015	54.86230	-5.2546	2.114e-07

Norm choice

mean rural	mean urban	t-stat	p-value
42.51282	56.19016	-6.7271	4.269e-11

Cause_Area:
Personal choice

mean rural	mean urban	t-stat	p-value
40.87179	49.97049	-4.5957	5.38e-06

Norm choice

mean rural	mean urban	t-stat	p-value
39.90476	53.25902	-6.6899	5.43e-11