

# Social media charity campaigns and pro-social behavior

Evidence from the Ice Bucket Challenge

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# Social Media and Charitable Giving

- Social media have mixed welfare effects (Allcott et al., 2020; Levy and Mattsson, 2020; Müller and Schwarz, 2020).
- “Over the last decade, online fundraising has gained enormous popularity among fundraising managers” (Adena and Huck, 2020).
- The relation between social media and charitable giving is still debated and largely unknown (Lacetera et al., 2016; Van der Linden, 2017).
- Social media trigger peer pressure and social image concerns (Bénabou and Tirole, 2006; Enikolopov et al., 2020).

# Our question

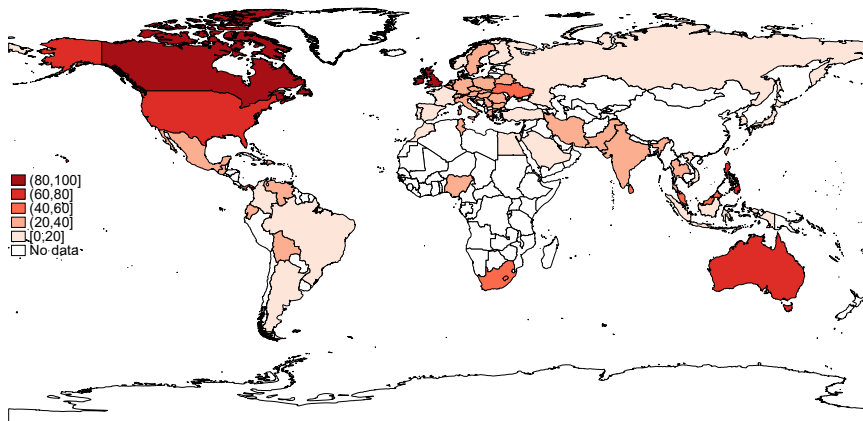
*What are the effects of a viral social media charity campaign?*

- Does it really increase donations?
- Does it affect other outcomes such as volunteering or trust?
- Does the effect persists?
- Ice Bucket Challenge (IBC) in UK: a compelling case.

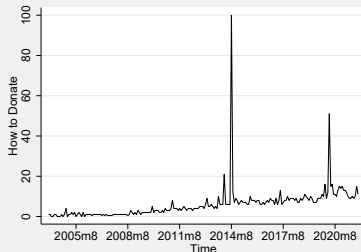
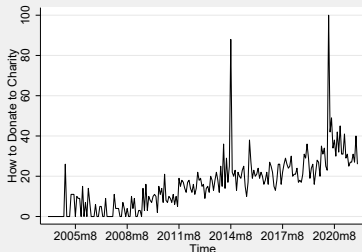
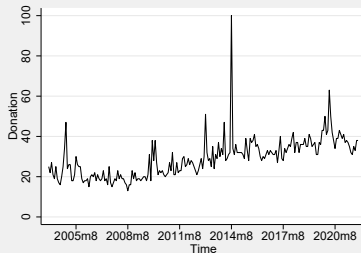
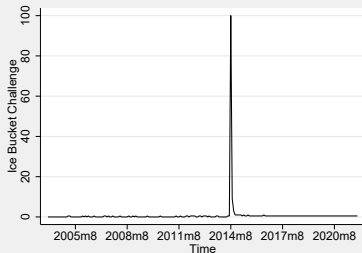
# The Ice bucket Challenge



# The Ice bucket Challenge a World Perspective



# The Ice bucket Challenge and interest in donations



# Data

- UK Household Longitudinal Study (UK-HLS).
  - ▶ 9 waves (2010-2018).
  - ▶ 30,409 individuals.
- Variables of interest.
  - ▶ "Time period dummies" (July 2014-June 2015).
  - ▶ Belonging to a Social Network Site (waves 3-6-9).
  - ▶ Donation Behavior (waves 2-4-6-8).
  - ▶ Volunteering (waves 2-4-6-8).
  - ▶ "People in the neighborhood can be trusted" (waves 3 and 6).

# Methodology

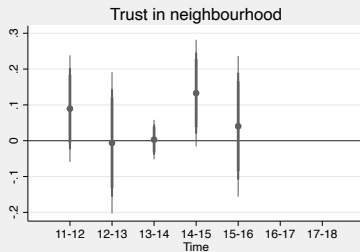
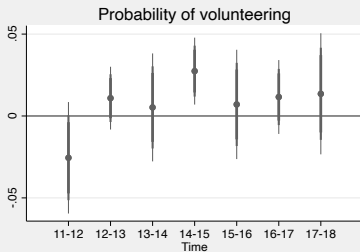
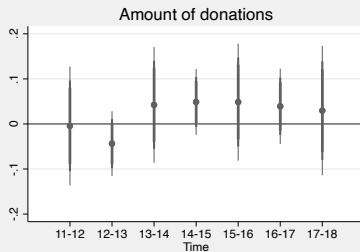
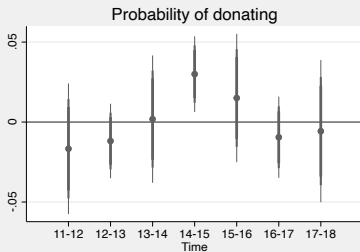
- $Y_{irt} = \alpha + \beta (T_t \times E_{ir14}) + \gamma X_{irt} + T_t + \eta_r + \theta_i + \varepsilon_{irt}$
- ITT approach. Belonging to a social media in wave 6 (2014).
- Controls: age, income, marital status, education, job status, number of children in the household.
- Time, region and individual fixed effects.



# Main Results

	Money donation	Amount donated	Volunteering	Trust in neighbours
2011-2012 × Treated	-0.017 (0.016)	-0.004 (0.051)	-0.026* (0.013)	0.090 (0.058)
2012-2013 × Treated	-0.012 (0.009)	-0.044 (0.028)	0.011 (0.007)	-0.006 (0.077)
2013-2014 × Treated	0.002 (0.015)	0.042 (0.050)	0.005 (0.013)	0.003 (0.021)
2014-2015 × Treated	0.030*** (0.009)	0.049* (0.028)	0.027*** (0.008)	0.133** (0.058)
2015-2016 × Treated	0.015 (0.016)	0.049 (0.050)	0.007 (0.013)	0.040 (0.076)
2016-2017 × Treated	-0.009 (0.010)	0.039 (0.032)	0.012 (0.009)	. .
2017-2018 × Treated	-0.006 (0.017)	0.030 (0.056)	0.014 (0.014)	. .
Individual controls	Yes	Yes	Yes	Yes
Regional fixed effects	Yes	Yes	Yes	Yes
Observations	100071	66525	100071	49030
Individuals	30409	26221	30409	24515

# Main Results



# Discussion

- Positive effect on donations. About 1600 people decided to donate because of the IBC in our sample and about 1 million individuals in the UK.
  - ▶ In line with the descriptive statistics from CAF.
- Positive effect on the intensive margin of donations? Possible anticipatory effects?
  - ▶ About 10£ of increased donations per treated individual, that is exactly the amount of money that the IBC proposed to donate.

# Discussion

- Positive effect on volunteering. The IBC pushed about 0.9 million people to join volunteering activities.
  - ▶ Positive correlation between charitable giving and volunteering (Bauer et al., 2013; Cappellari et al., 2011; Feldman, 2010).
- Positive effect on trust.
  - ▶ Did the IBC change the “mood” in the social media? (Antoci et al., 2019)

# New waves of Volunteers

2014-11-19

## Ice Bucket Challenge brings new wave of volunteers

AWARENESS, ICE BUCKET CHALLENGE, NEWS



In terms of numbers, the Ice Bucket Challenge was one of the most successful awareness campaigns in Canadian history. But there's more to the numbers than the \$16,2 million Canadians donated to the cause: the campaign also generated calls and emails from hundreds of people eager to support the ALS Society of Quebec.

"The attention surrounding the Ice Bucket Challenge created an exceptional opportunity for us," says Claudine Cook, Executive Director of the ALS Society of Quebec. "Not only did we experience a huge spike in interest from people wanting to know more about the neurodegenerative disease and how they could help the Society do its work, but the volunteers who have been with us for some time stepped up to help handle the request for information, testimonials, the many calls and donations we received. The Ice Bucket Challenge was a very high energy and positive experience that resulted in everyone to pull together in support of our mission."

Among the many people who started volunteering at the Society are Beverly Carignan who comes to the office three times a week to do clerical work. Roger Marin is now also a regular helping us on a daily basis. Kaitlin Fahey comes to the office weekly to help with data entry. Another volunteer, Diana Cigana, has offered her services to help with the Society's translation needs.

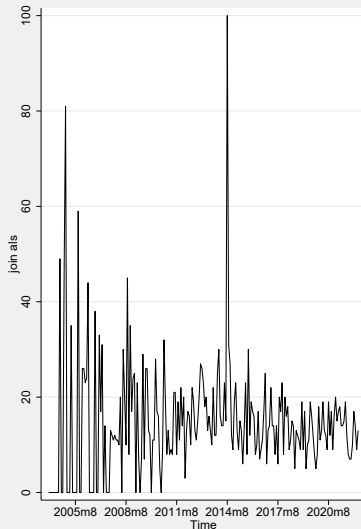
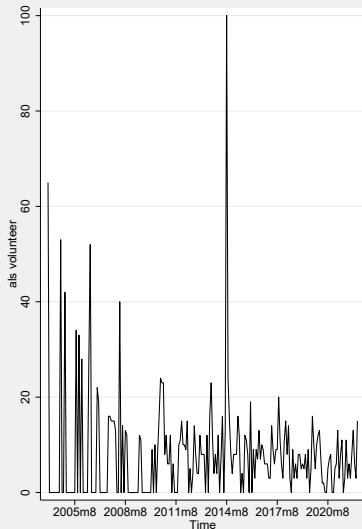
Some of the more long-standing volunteers, such as Mr. and Mrs. Denizon, who normally spend one day a month at the Society, came in every day to help with the increase in donations that resulted from the Challenge. "We were also able to count on our ambassadors who have ALS or who have been touched by ALS, who generously offered to do media interviews to help educate their audience about ALS," says Ms. Cook.

## HOW CAN YOU GET INVOLVED?

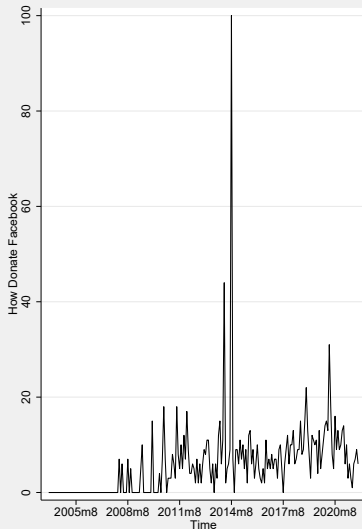
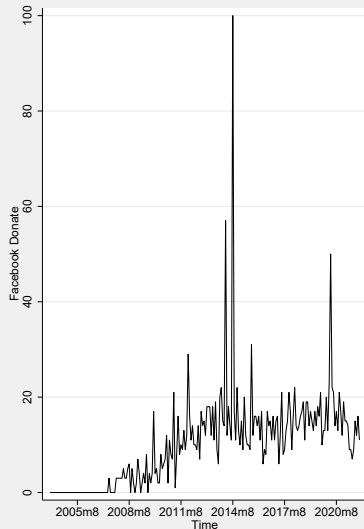
While the Ice Bucket Challenge was in full swing, the ALS Society of Quebec was also busy organizing its annual Walks for ALS and Ride for ALS in numerous Quebec communities, all of which were supported by volunteers who have been with the organization for years as well as those who had just come on board. "The volunteers' contribution helps us keep our expenses low and put our financial resources towards the important services we provide to families with ALS," says Ms. Cook.

One of the most common questions from people who contact the ALS Society of Quebec is: "How can I get involved?" There are a number of ways to volunteer. With choices as varied as organizing events in your own community to offering your business expertise to support the Society's strategic development, there's no limit to

# New waves of Volunteers



# Facebook donations



# Thank you!

Comments? Suggestions?

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# Main Results Robustness

