

Readme file for  
AEJ-Economic Policy MS# AEJPol-2008-0041

“A Greater Price for a Greater Good? Evidence that Consumers Pay More for Charity-Linked Products”  
by Daniel Elfenbein and Brian McManus

The data preparation and analysis are performed in Stata 10. As currently written, all data files and programs are assumed to reside in a directory called c:\AEJPol.

To reproduce the analysis, first execute two programs (in order) to prepare the data:

1. prep\_auc\_data\_AEJPol-2008-0041.do
2. prep\_bid\_data\_AEJPol-2008-0041.do

After the data are prepared, execute the following programs:

3. price\_analysis\_AEJ\_AEJPol-2008-0041.do
4. bid\_analysis\_AEJ\_AEJPol-2008-0041.do