

## Consent

### Welcome to our study on social issues

Thank you for your interest in helping us with this study. Your participation will consist of a simple online questionnaire and should take approximately 6 minutes. Do not hesitate to ask any questions or mention concerns about the study either before, during, or after your participation by emailing [lucius.caviola@psy.ox.ac.uk](mailto:lucius.caviola@psy.ox.ac.uk).

Before you begin, **please read the following information to confirm you are happy to take part**. Reading it is a requirement by the university.

1. I have read and understood the above participant information. I have had opportunity to ask questions about the study, and if I have, I have received satisfactory answers to these questions.
2. I understand how to raise a concern or make a complaint.
3. I understand that my participation is voluntary and that I am free to leave the study at any time, without giving any reason, without penalty.
4. I understand that data collected during the study may be looked at by authorised individuals from the University of Oxford where it is relevant to my taking part in this research. I permit these individuals access to my research records.
5. I agree to results of this research study being reported in student dissertations, peer-reviewed journals, or at scientific meetings, but I know that I will not be named or identified in these publications.
6. I understand that this project has been reviewed by, and received ethics clearance through, the University of Oxford Central University Research Ethics Committee (reference number R56657/RE002).
7. I confirm I am over 18 years of age.
8. I agree to take part in this study.

If you agree with all above points, please continue.

### Manipulation info

You will be presented with six short questions and hypothetical tasks about charitable giving. All tasks involve a choice between two donation options (e.g., two charities). When deciding

between the options, imagine that you have \$1,000 to give away, and that you can only choose one of them.

For each task, we will ask you the following question:

**Of the two donation options, which would you personally donate the \$1,000 to?** There is no right and wrong answer. Respond as honestly as possible - please indicate the option you would choose in real life.

For each task, we will ask you the following question:

**Of the two donation options, which do you think is likely to save more lives with your \$1,000 donation?** Please estimate carefully and as accurately as you can which option is likely to save more lives with your money.

Please read all the text and the questions very carefully. There will be comprehension questions designed to check how carefully you read. **If you give incorrect answers to these questions, you will be excluded from the study.**

## **Disaster relief**

Consider the following two charities:

### **Charity A**

Yesterday Mexico was struck by a powerful earthquake. Critical medical infrastructure was destroyed, leaving many residents without medicine. Charity A distributes medicines to people affected by this catastrophe.

### **Charity B**

Charity B focuses on recurring health problems in Africa such as neglected tropical diseases and parasitic worms. Charity B distributes medicines to people affected by these issues.

**Before you respond, consider the following:**

Donating to disaster relief is typically not a very effective way to help people. This is because disasters tend to get lots of attention from the media, so there are already plenty of other people willing to help these victims. Choosing instead to donate to reduce recurring health problems, such as neglected tropical diseases in Africa, is generally more effective. **Therefore, Charity B will likely save more lives with your donation.**

#{e://Field/q}

Definitely Charity A	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	(7)

**Identifiable victim**

Consider the following two charities:

**Charity A**

This is Benge. He is seven years old and lives in Kenya. When he grows up, he wants to become a teacher. Benge contracted HIV and needs to be flown to Europe to be treated in a hospital. Donating to Charity A will help save Benge's life and give him a bright future.



### Charity B

Charity B distributes bed nets in Kenya to protect children against malaria-carrying mosquitos. Donating to Charity B will allow for the distribution of such bed nets in the areas that are most affected by malaria-carrying mosquitos.

### Before you respond, consider the following:

Scientists have shown that distributing bed nets is one of the most cost-effective ways to help people at risk of malaria, and one of the most effective ways to help people in this area in general. By contrast, treating individual people who have contracted HIV is much less effective. **Therefore, Charity B will likely save more lives with your donation.**

#{e://Field/q}

Definitely  
Charity A

(1)

(2)

(3)

Unsure  
(4)

(5)

(6)

Definitely  
Charity B

(7)

According to the text you've just read, how does Charity B help people at risk of Malaria in Kenya?

- by distributing medicine
- by organizing information campaigns
- by distributing bed-nets

## Risk aversion

Consider the following two charities that focus on saving lives in poor countries:

### Charity A

Charity A uses a technique that is proven to work every time. Each \$1,000 donated will save one life with 100% chance.

### Charity B

Charity B uses a more experimental technique that can be extremely effective but doesn't work every time. Each \$1,000 donated will save 100 lives with 10% chance, and 0 lives with 90% chance.

### Before you respond, consider the following:

Donating to Charity A will save one life with complete certainty. By contrast, there's a large chance that your donation to Charity B won't save a single life. Therefore, there's a greater chance that your donation will have at least *some* impact if you donate to Charity A.

However, there's a small chance that donating to Charity B will save many, many lives. So many lives, in fact, that on average (i.e., in expectation) we should expect a donation to Charity B to save far more lives than the same donation to Charity A. To make this concrete, let's review the numbers: on average Charity A will save 1 life with your donation ( $100\% \times 1$ ), and Charity B will save 10 lives ( $10\% \times 100$ ).

**Therefore, Charity B will save more lives with your donation in expectation (on average).**

#{e://Field/q3}

Definitely Charity A	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B
<input checked="" type="radio"/> (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> (7)

According to the text you've just read, how many lives does Charity B save with 10% chance?

- 100,000
- two
- 100

## Overhead

Consider the following two charities.

Two independent charity evaluators have evaluated two charities, Charity A and Charity B. Both charity evaluators are seen as highly credible. They have evaluated Charities A and B as follows:

### Charity A

The first charity evaluator has found Charity A to be a highly cost-effective charity. The second charity evaluator has found that Charity A has been spending more than 60% of their donations on overhead, including relatively high staff salaries.

### Charity B

The first charity evaluator has found Charity B to have a medium level of cost-effectiveness. The second charity evaluator has found that Charity B spends less than 5% of their donations on overhead.

**Before you respond, consider the following:**

Many people believe charities should have low overhead costs because they think that overhead costs are wasted money and therefore lower effectiveness. However, research has shown that high overhead costs do not predict low cost-effectiveness. A recent paper said that "overhead and administrative expenses have a positive and significant effect on nonprofit performance". This is because overhead costs are usually required to make the charities effective. For example, charities need to hire competent staff and build infrastructure critical to accomplishing their mission. High overhead costs do not mean that the charity is wasting money. The only relevant indicator of how effective a charity is, is cost-effectiveness.

As an analogy, think of a car company. The fact that car companies spend a lot on overhead doesn't mean that they produce bad cars that cost too much to produce. If anything, to be effective, car companies probably need to spend quite a lot on competent staff, infrastructure, and planning. The same tends to apply to charities.

**Therefore, Charity A will likely save more lives with your donation.**

#{e://Field/q}

Definitely Charity A	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

According to the text you've just read, how high is the overhead of Charity A?

- 70%
- 60%
- 45%

## Splitting

Suppose you had to donate \$1,000 and could choose from the following two charities.

Charity A focuses on helping people at risk of meningitis by distributing medicines.

Charity B focuses on helping people at risk of lower respiratory tract infections by distributing medicines.

Independent charity evaluators have found that **Charity B is twice as effective as Charity A**. This means that it saves twice as many lives per dollar.

Consider the following two donation options:

**Option 1)** Donate \$1,000 to Charity B

**Option 2)** Donate \$800 to Charity B and \$200 to Charity A

**Before you respond, consider the following:**

When donating, people have the tendency to split their total contribution among several different charities. However, if one charity is clearly more effective, it saves more lives to give all of your money to that charity. This is because every additional donated dollar achieves the most good when it goes to the most effective charity. **Therefore, choosing Option 1 will likely save more lives.**

#{e://Field/q2}

Definitely Option 1	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Option 2
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	(7)

## Local\_foreign

Consider the following two charities:

**Charity A**

Charity A helps sick people in India. It is considered to be a well-run charity that doesn't waste resources. Donations are primarily used to buy medicine and hire competent medical staff.

**Charity B**

Charity B helps sick people in your local community. It is considered to be a well-run charity that doesn't waste resources. Donations are primarily used to buy medicine and hire competent medical staff.

**Before you respond, consider the following:**

Dollar for dollar, charities helping sick people in poor countries tend to be far more effective than charities helping sick people in rich countries like the United States or in Europe.

**Therefore, Charity A will likely save more lives with your donation.**

#{e://Field/q}

Definitely Charity A	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

According to the text you've just read, in which country does Charity A help sick people?

- Nigeria
- Bangladesh
- India

**Final block**

When I give to charity, I want my donations to achieve the greatest amount of good for the largest number of people possible.

Strongly  
disagree

Disagree

Somewhat  
disagree

Neither agree  
nor disagree

Somewhat  
agree

Agree

Strongly  
agree

How much have you donated to charity within the last year? (in USD)

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