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.

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 several questions. One of them is:
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.

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:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Charity B would save more lives** with a $1,000 donation.

Explanation given by the experts:
Donating to disaster relief is typically not an effective way to help people. Disasters tend to be covered in the media, which means that disaster relief charities often already receive enough donations to help the victims. Donating to reduce recurring health problems, such as neglected tropical diseases in Africa, is generally more effective because these charities tend to receive less attention.

Which charity would you personally donate to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you believe would save more lives with your donation?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you think has greater overall positive effects of **any kind** in the long-term?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
◯	◯	◯	◯	◯	◯	◯

Which charity do you feel more emotionally attached to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
◯	◯	◯	◯	◯	◯	◯

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (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:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Charity B would save more lives** with a $1,000 donation.

Explanation given by the experts:
Distributing bed nets is one of the most cost-effective ways to help people at risk of malaria. It is also one of the most effective ways to help people in this area in general. Treating individual people who have contracted HIV is substantially less effective.

Which charity would you personally donate to?

Definitely   (2)   (3)   Unsure   (5)   (6)   Definitely

Charity A (1)			(4)			Charity B (7)
○	○	○	○	○	○	○

Which charity do you believe would save more lives with your donation?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you think has greater overall positive effects of **any kind** in the long-term?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you feel more emotionally attached to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (7)
○	○	○	○	○	○	○

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

○ by distributing bed-nets

○ by distributing medicine

○ by organizing information campaigns

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:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Charity B would save more lives** with a $1,000 donation in expectation (on average).

Explanation given by the experts:

On average, Charity A will save 1 life with a $1,000 donation $(100\% \times 1)$, whereas Charity B will save 10 lives $(10\% \times 100)$. Therefore, on average we can expect donating to Charity B will save more lives than donating to Charity A.

Which charity would you personally donate to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you believe would save more lives with your donation in expectation (on average)?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you think has greater overall positive effects of **any kind** in the long-term in expectation (on average)?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you feel more emotionally attached to?

Definitely	(2)	(3)	Unsure	(5)	(6)	Definitely

Charity A (1)			(4)			Charity B (7)
○	○	○	○	○	○	○

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (7)
○	○	○	○	○	○	○

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

○ 100

○ two

○ 100,000

Overhead

Consider the following two charities:

Charity A
Charity A is highly cost-effective, meaning it saves a lot of people per amount of money donated to them.
Charity A has been spending more than 60% of their donations on overhead (administration costs), including relatively high staff salaries.

Charity B
Charity B has a medium level of cost-effectiveness, meaning it saves a medium number of people per amount of money donated to them.
Charity B spends less than 5% of their donations on overhead (administration costs).

Before you respond, consider the following:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Charity A would save more lives** with a $1,000 donation.

Explanation given by the experts:
High overhead costs can either mean that a charity is wasteful, or that it is making investments (for example, by hiring competent staff or building a solid infrastructure) that will make the charity more effective. Thus, a charity with high overhead costs does not necessarily mean that it is ineffective. In practice, research has shown that there is no link between overhead costs and effectiveness. In other words, to assess how effective a charity is, one has to look at cost-effectiveness, not overhead.

Which charity would you personally donate to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you believe would save more lives with your donation?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you think has greater overall positive effects of **any kind** in the long-term?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you feel more emotionally attached to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (7)
○	○	○	○	○	○	○

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

○ 60%

○ 70%

○ 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:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Option 1 would save more lives**.

Explanation given by the experts:
If one charity is clearly more effective than another, then giving all of the money to that charity is more effective than splitting the money across the two charities. This is because every additional dollar donated achieves the most good when it goes to the most effective charity. This is different to the financial investment context, where splitting your investments across different options can be a wise strategy. In the charitable giving conext, however, splitting your donation across charities often just means that the most effective charity gets less money, which means that less good gets done. This is especially true if one charity is much more effective than the other one.

Which option would you personally choose?

Definitely Option 1 (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Option 2 (7)
○	○	○	○	○	○	○

Which option do you believe would save more lives?

Definitely Option 1 (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Option 2 (7)
○	○	○	○	○	○	○

Which option do you think has greater overall positive effects of **any kind** in the long-term?

Definitely Option 1 (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Option 2 (7)
○	○	○	○	○	○	○

Which option do you feel more emotionally attached to?

Definitely Option 1 (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Option 2 (7)
○	○	○	○	○	○	○

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (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:

A number of leading charity experts have studied the relative effectiveness of these charities independently of each other. Based on evidence-based research of past performance, rigorous analysis and effectiveness predictions, they have all concluded that **Charity A would save more lives** with a $1,000 donation.

Explanation given by the experts:
Buying medicine and hiring medical staff is generally substantially cheaper in poor countries. Therefore, donating to charities helping sick people in poor countries tends to be more effective than donating to charities helping sick people in rich countries like the United States or France.

Which charity would you personally donate to?

| Definitely | (2) | (3) | Unsure | (5) | (6) | Definitely |

Charity A (1)			(4)			Charity B (7)
○	○	○	○	○	○	○

Which charity do you believe would save more lives with your donation?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you think has greater overall positive effects of **any kind** in the long-term?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

Which charity do you feel more emotionally attached to?

Definitely Charity A (1)	(2)	(3)	Unsure (4)	(5)	(6)	Definitely Charity B (7)
○	○	○	○	○	○	○

To what extent do you trust the charity experts' research in this particular case?

Don't trust at all (1)	(2)	(3)	(4)	(5)	(6)	Trust completely (7)
○	○	○	○	○	○	○

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

○ Bangladesh

○ Nigeria

○ India

Final block

To what extent do you believe that it is possible to measure and compare the effectiveness of different charities?

Completely impossible (1)	(2)	(3)	(4)	(5)	(6)	Completely possible (7)
○	○	○	○	○	○	○

To what extent do you believe it is possible to predict the future effectiveness of charities based on their past effectiveness?

Completely impossible (1)	(2)	(3)	(4)	(5)	(6)	Completely possible (7)
○	○	○	○	○	○	○

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	Somewhat agree	Agree	Strongly agree

disagree

○ ○ ○ ○ ○ ○ ○

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

Powered by Qualtrics