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The help may be far away: The effect of construal level and social distance on charity donations.

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Preface

The idea of this project came after multiple meetings with my supervisor Kjærsti Thorsteinsen. During these meetings we exchanged areas of interest in research, I was interested in the phenomenon of psychological distance and Kjærsti was studying volunteering. This project was therefore designed by meeting in the middle and by integrating the two research fields.

Over the past two years, my supervisor and I have worked together to develop a project that looks at these two interesting topics. Together we have agreed on the project's design. The questionnaires for the studies and data collection have been carried out by me, with great help, correction when necessary and guidance from Kjærsti. Further, Kjærsti has provided me help with the implementation of some of the analyzes and to understand the findings of the analyzes.

First and foremost, I want to thank my supervisor Kjærsti. I have received such a thorough introduction to the work required to develop a research project and the help you have given me has been invaluable for the outcome of the project. Further, I also want to highlight your great ability to give motivational and constructive feedback, I really appreciate it and I have learned so much from you.

Second, I would like to thank the Department of Psychology at the University of Tromsø. You give the students the opportunity to immerse themselves in a field of their choice over two years and it has been very rewarding for me. I also want to thank the department for supporting this project with funds so that we could develop the project as we wanted.

Lastly, I want to thank my family and friends for the social support over these two years. You have helped me keep my motivation up during the special period we are currently in.



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The Help May be Far Away: The Effect of Social Distance and Construal Level on Charity

Donations

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Abstract

Is it possible to influence people's willingness to donate money? In two experiments we investigated whether participant's ($N = 417$) willingness to donate money to a charitable cause could be influenced by mental representations and social distance towards the donation target. In both experiments we manipulated the perceived social distance towards the donation target, and the construal level of the donation appeal. Results from both experiments provided further support for the effect of social distance on willingness to donate money to a charitable cause, that is, participants were more willing to donate money to a socially close cause (Experiment 1) and to a familiar organization (Experiment 2). However, the two experiments challenge earlier findings on the role of construal level. In our studies, participants were less willing to donate to a specific individual compared with a more abstract (but known) charity organization (Experiment 1) and equally willing to donate money when presented with a low-level construal donation appeal compared with a high-level construal donation appeal (Experiment 2). Implications for theory and future research are discussed.

Keywords: Social distance, Construal level theory, Charity donations, Charity organizations

Sammendrag

Er det mulig å påvirke menneskers villighet til å donere penger? I to eksperimenter studerte vi hvorvidt deltakernes ($N = 417$) villighet til å donere penger til en veldedig sak kunne påvirkes av mentale representasjoner og sosial distanse til donasjonsmålet. I begge eksperimentene manipulerte vi den sosiale distansen mot et donasjonsmål, og konstruksjonsnivået av en donasjonsmelding. Resultatene fra begge eksperimentene ga støtte til effekten sosial distanse har på villighet til å donere penger til en veldedig sak, det vil si deltakerne var mer villige til å donere til et sosialt nært mål (Eksperiment 1) og til en kjent organisasjon (Eksperiment 2). Derimot utfordrer eksperimentene tidligere funn som foreslår at mennesker er mer villig til å donere penger til et spesifikt individ til forskjell fra en mer abstrakt ideell organisasjon (Eksperiment 1) og tidligere funn som foreslår at mennesker er mer villige til å donere penger når de er presentert med en donasjonsmelding med lavere abstraksjonsnivå (Eksperiment 2). Implikasjoner for teori og fremtidig forskning er diskutert.

Nøkkelord: Sosial distanse, Construal level theory, donasjoner, idelle organisasjoner

The help may be far away: The effect of social distance and construal level on charity donations

Why and when do we choose to donate our own money away to a charity organization or to a charitable cause? This question has been debated by a number of different disciplines for several years, including fields such as psychology, economics, sociology and marketing (Bekkers & Wiepking, 2011). Psychological research on the phenomenon of donation behavior has for a long time focused on identifying characteristics of the type of people who donate money, however, in recent years there has also been a greater focus on why we donate money, and how to increase donation behavior among humans. The current research aims to further contribute to the research on how to optimize donation appeals from charity organizations to maximize donor support.

The act of donating monetary gifts to other people or groups is considered to be a prosocial behavior, which is defined as a certain behavior that brings benefits to others (Schroeder & Graziano, 2015, p. 3). At the same time, donating money is considered to be different from other types of prosocial behaviors (Schroeder & Graziano, 2015, p. 27). In essence, the act of donating monetary gifts to other people or groups is considered a specific case of a prosocial behavior because one donates one's own resources, in order to help others. The Charity Aid Foundation's (CAF) world giving index (2019), based on data from a 10-year range, gives some indications of which people around the world who choose to donate their money to charities. According to this report, people from Myanmar are most likely to donate their money to a charity, followed by United Kingdom and Malta. Interestingly, the most giving countries have no obvious common characteristics, that is, there are no specific religion or welfare system that predicts generosity. However, in the other end of the scale, people from Georgia, Yemen and Greece are least likely to donate their money to a charity. These countries all have in common that they struggle with poverty or civil unrest. Further,

the report indicates that men and women are equally likely to donate their money to a charity, with some exceptions. In some countries, like Sweden, New Zealand, Norway (CAF, 2018) and the United States (Willer et al., 2015), women are more likely to donate their money to a charity. In other countries, like Pakistan and Tanzania—where the indexes of human development and gender equality are lower—men are more likely to donate their money to a charity (CAF, 2018). Furthermore, the tendency to donate money to a charity increases with age. Individuals over 50 years old are most likely to donate their money, and people between 15-29 years old are the least likely to donate their money (CAF, 2019). The CAF reports from both 2018 and 2019 show that differences in donor behavior can be explained at different levels and that there is no clear similarity between the most generous countries. This further indicates that we may have to study people's willingness to donate as an individual decision, in order to fully understand people's donation behavior.

The literature repeatedly shows that we prefer to help people close to us, especially an individual's own family members are favored when people donate their own resources (Jones & Rachlin, 2006). That we choose to donate our own resources to people with shared genetic material can be explained from an evolutionary perspective through kin-selection, which refers to a greater helping behavior towards family or relatives despite the fact that one loses own resources on it (Holt et al., 2015, p. 105). However, explaining why people choose to donate to strangers or people with whom they do not share genetic material requires a different explanation. Repeatedly, psychological literature indicates that we are more willing to help people that we perceive as socially close to ourselves, for example by showing an increased willingness to help members of our own in-group (e.g., Levine et al., 2005; Hein et al., 2010) or people we can identify with (Batson et al., 1997). Empathy has also been seen as an important factor which influence helping behavior (Graziano et al., 2007), and empathic feelings towards a victim is considered to decrease as the distance towards the victim

increases (e.g., Batson et al., 1997; Hein et al., 2010). Because we are more generous and empathic towards people we see as socially close, it is also interesting to see if it is possible to influence people's generosity through the perceived closeness towards a donation target. In this paper, we therefore manipulate perceived social distance and measure whether this has an effect on both people's donation intentions and donation behavior. Further, we investigate whether framing a donation target or a donation appeal in line with construal level theory (Trope & Liberman, 2003; Trope & Liberman, 2010) can increase donation intentions and donation behavior among participants.

Construal Level Theory

It's thinkable that, if you're planning to get in contact with a friend in a month, you will probably think about the action in a more abstract way compared with if you're planning on contact a friend in one hour. Construal level theory of psychological distance (Trope & Liberman, 2003; Trope & Liberman, 2010) suggests that all events, relationships and actions that do not take place here and now require a mental representation in order for us to be able to imagine it. In other words, everything we do not experience here and now is psychologically distant and we must form mental representations to imagine it for ourselves (Trope & Liberman, 2003). Our ability to form mental representations of situations and targets we do not experience directly here and now allows us to shape a predicted future, experience the past, imagine directions to a location, and envision something from another person's perspective (Trope & Liberman, 2010). However, the construal level theory implies that the quality of our mental representations differs based on the distance we feel towards the mental goal. According to the construal level theory the experienced distance to the mental goal is called psychological distance and has four sub-dimensions: temporal distance, spatial distance, social distance and hypotheticality distance (Trope & Liberman, 2003). Further, construal level theory suggests that our mental representations of targets will follow the same

principles regardless of which dimensions of psychological distance one studies (Trope & Liberman, 2003; Bar-Anan, et al., 2006), that is, something that feels psychologically close will be mentally presented in a concrete and complex way, while something that feels psychologically distant will often be mentally presented on a more abstract and simple level, with incomplete details regardless of which sub-dimension of psychological distance one studies (Trope & Liberman, 2003). At the same time, it is essential to emphasize that psychological distance and construal level are not the same, but two different factors that can affect each other. Psychological distance is about the subjective feelings and thoughts of how close or distant we experience a goal. Meanwhile, the construal level of the target is about our perspectives around the target, and how it is experienced for the person who mentally processes it (Trope & Liberman, 2003).

Construal Levels

A high-level construal will consist of a “general, superordinate and essential features of an event” (Trope & Liberman, 2003). A high-level construal of a mental representation will therefore contain few thorough details, and will be presented in a schematic, simple and abstract way. If one uses the example of contacting a friend in one month, it is more likely that people would think about the action in a more goal relevant matter (i.e., “I have to contact my friend in a month), and at the same time does not think about the details related to the event (e.g., how you’re going to contact this friend). Literature indicates repeatedly that people see psychological distant events as more abstract. For example, Liberman and associates (2002) asked participants to imagine that they would participate in a camping trip either the next weekend or one year ahead. Then they asked the participants to categorize objects from a longer list to the event. The results showed that the participants who were presented with the event to take place a year in advance linked fewer objects to the trip and linked the objects to more general categories. Similar results are seen in Fujita and colleagues

(2006) who showed that participants used a more abstract language when asked to recall memories of distant events compared to recent events.

Further, Construal level theory suggests that when people are presented to a mental goal with a small psychological distance, they will construct a mental representation on a low-level. Unlike how high-level construal is represented mentally, low-level construals are considered to be more subordinate, and will be envisioned in a more concrete and at the same time more complex way (Trope & Liberman, 2003). If one goes back to the example of contacting a friend in an hour (vs. a month), it is more likely that one doesn't think much about the goal of the action, but instead envision the action more subordinated and in a more detailed matter (e.g., I must use my mobile phone to contact my friend). For example, in a study from Fujita and associates (2006) participants were told that a movie they watched was filmed in the local area or in Italy (distant condition), and asked participants to describe what they saw in the movie. The participants that were told that the movie was recorded in their local area described the events in the movie with a greater extend of details compared with participants who were told that the movie was recorded in Italy.

According to construal level theory, we can also reverse these paths, that is, if we are presented with a high-level construal of a goal, the experienced psychological distance towards the target will be larger compared to if we are presented with a low-level and concrete construal of a goal (Liberman et al., 2007; Stephan et al., 2011). In the studies presented in this thesis we manipulate the perceived psychological distance towards a donation target by reversing these paths.

Social Distance

This thesis will further focus on one of the sub-dimensions of psychological distance, namely social distance. Social distance can be referred to as a subjective feeling of proximity or remoteness to other people or groups (Stephan et al., 2011). Previous literature indicates

that the perceived social distance towards other people or groups have significance for interactions, behaviors and decisions in encounters with other people or groups (Stephan et al., 2011). Social distance follows the same principles as the other sub-dimensions of psychological distance (Bar-Anan et al., 2006) that is, people or groups we feel close to will be envisioned on a subordinate level with more concrete details and complexity (i.e., low-level construal). People or groups we feel distant from will be envisioned on a superordinate level with a lack of details and higher abstractness (i.e., high-level construal) (Trope & Liberman, 2003). Further, Stephan and associates (2011) showed that perceived social distance towards a person or a group may be influenced by (1) frequency, that is, we feel closer to people we often interact with, and (2) familiarity, that is, we feel closer to familiar persons or groups. Further, Liviatan and associates (2008) showed that how similar to yourself you experience a person or group influences the experienced social distance, that is, we feel closer to people or groups we experience as comparable to us.

When explaining prosocial behavior (i.e., donation behavior), social distance is of interest precisely because it has been shown to influence how decisions are made that affect other people and groups. Earlier research findings imply for example that people describe members of an ingroup as more concrete and complex than members of an out-group (Park & Rothbart, 1982) meaning that we see members of an out-group as more abstract, and not with many details. Furthermore, previous research of in-groups versus out-groups indicates that an increased social distance towards a person or group may reduce people's empathic responses towards others (e.g., Hein et al., 2010; Levine et al., 2005).

Some results also indicate that people sometimes tend to avoid helping members of an out-group, this is shown in a study by Mark Levine and associates (2005) where a football fans were recruited as participants in a study where they saw a staged scenario whereas a man fell down a hill and injured himself. When the man who fell wore a club t-shirt from a rival

team, the participants were not as willing to help as when the injured man wore a t-shirt that presented the same team as the participant supported. Cikara and associates' (2014) results also implies that participants show higher empathic feelings to people they can identify. Not only does social distance tend to influence empathic responses towards others, but people also tend to expect favorable treatment from an in-group member (Yamagishi & Mifune, 2009).

Donation Decisions

Because donations of monetary gifts are considered as a special prosocial act, it is also interesting to look into the donation decision-making processes, that is, mechanisms that underlie people's donation behavior. Van Slyke & Brooks (2005) presented a three-step model to explain why people choose to donate their money, where actual donation behavior is seen as the third and final step in the model. According to the model, background factors are considered as step one in the process, meaning factors such as a person's demographics, personality traits and beliefs (Van Slyke & Brooks, 2005). Previous research supports the significance of these factors. Bekkers' (2010) results indicated that a range of demographic variables (i.e., higher education, more personal resources and the female gender) were positively associated with a higher donation intention among participants. Further, the literature points to personality traits that indicates a warm personality (i.e., agreeableness and empathy; Graziano et al., 2007; Bekkers, 2010) as important factors that positively influence donation intentions among people.

Further, according to Van Slyke & Brook's presented model (2005) people must be triggered to donate. This is commonly done by solicitation (Bekkers & Wiepking, 2011), that is, donation appeals, donation letters or marketing (i.e., advertising). Over the recent years there have been a wide debate of what strategies donation appeals should use in order to increase donations. Often when we are presented with donation appeals, we are presented with a single victim either with a picture, video or a sad story and a donation request and often

we feel more sympathy for the presented victim, this is called the identifiable victim effect (Jenni & Loewenstein, 1997). To present a single individual in need of help is an effective marketing strategy to charity organizations as people tend to offer more help to identifiable victims, rather than to plural statistical victims. When people are presented with a single identifiable individual in need, the psychological distance towards the victim decreases (Small, 2015, as cited in Lee & Feeley, 2016) and people tend to have a stronger emotional reaction towards the victim (Small & Loewenstein, 2003). That people feel closer to an identifiable victim is suggested as an important factor to why people tend to help one identifiable victim rather than many statistical victims (Ritov & Kogut, 2011). Also, close proximity to the presented victim or victims is shown to increase sympathy (Loewenstein & Small, 2007). The issue of whether closeness towards a victim increases donations is further elucidated in this thesis.

At the same time, it is conceivable that charities sometimes need to market themselves without promoting single identifiable individuals. Sometimes there may be cases that require fundraising for larger groups or only general fundraising campaigns for the organizations to enable it to operate normally. Ein-Gar & Levontin (2013) pointed to plural of reasons why charities shouldn't only market single identifiable victims in order to receive donations: (1) Because after watching too many donations appeals where the only focus is on one individual, people will become immune to emotional reactions, (2) because loyalty to the organization can only be achieved by having the charity in the center of the donation appeal, meaning that the donation appeal should include the charity organization's brand and the active issues the organization works with, and (3) charity organizations may be in need of general donations, not just for specific targets, and finally (4) sometimes identifying victims can lead potential donors to blame the victims for their situation, which again leads to a decrease in incoming donations (Kogut, 2011, as cited in Ein-Gar & Levontin, 2013).

Construal Level Theory and Donations

Both psychological distance and the mental representation of the donation target has been seen as factors that may affect people's donation willingness. Ein-Gar & Levontin (2013) stated that a charity organization is mentally represented on a higher-level (i.e., an abstract donation target) than a single identifiable victim (i.e., a specific donation target). Further, earlier research indicates that people tend to process the act of donating money with the concepts of low-level construal, that is, as more specific than the act of donating time, which often people process on a higher level (e.g., Ein-Gar & Levontin, 2013; Macdonnell & White, 2015). Research also show that people are more willing to donate money to a low-level (i.e., specific) construal donation target compared to a high-level (i.e., abstract) construal donation target (Macdonnell & White, 2015; Stephan et al., 2011). Further, people are more willing to donate time to a high-level construal donation target (e.g., Ein-Gar & Levontin, 2013; Macdonnell & White, 2015).

Ein-Gar & Levontin (2013) also showed that the willingness to donate money to a high-level construal donation target could be higher than to a low-level construal donation target by presenting the donation target with a large psychological distance. This is in line with findings from Macdonnell & White (2015), who showed that when the level of interpretation of an action is in line with the level of interpretation of the psychological distance, one can increase people's willingness to donate money. That is, if we are presented with a low-level construal donation target, with a small psychological distance, the willingness to donate will increase. At the same time, a high-level construal donation target presented with a large psychological distance will increase donations.

Social Distance and Donations

Social distance is one of the psychological distances which influence why we choose to donate money or not. We are often more willing to donate charities or people which we feel

close to. For example, Jones & Rachlin (2006) asked their study's participants to make an imaginary ranking list of the 100 people they considered closest to themselves where the first person on the list were considered to be closest (e.g., a relative) and the last person on the list were considered to be a mere acquaintance. Participants were then given a hypothetical sum of money and asked if they would give up \$ 75 to give it to another random person on the list. For example, the participants were asked if they would receive \$ 155 for them alone or if they would receive \$ 75 for themselves and \$ 75 for the 15th person on the list. The results showed that the higher the social distance, the less likely it was that the participants chose to give up their money.

In a study conducted by Bohnet and Frey (1999) participants were asked to play a dictator game, whereas they were giving an amount of money to either share or keep for themselves. The participants were divided in to three groups. The first group was based on anonymity, whereas the participants did not interact or talk to each other. The second group was also based on no communication, however, the participants in this group could interact with each other, that is, and were told to look at each other for a couple of seconds. Finally, the third group could both communicate and interact with each other. Then, they were given an amount of money and asked to choose whether they wanted to donate the money to the presented person. The results showed that participants in the third group were most willing to donate their money, followed by group two. Least likely to donate their money was group one. Similar results from a dictator game were found in a study by Yamagishi and Mifune's (2009) where participants were more willing to provide their money to people who was placed in the same group as themselves compared to people who was placed in an out-group.

Stephan and associates (2011) conducted a study using the dictator game paradigm, but instead of presenting a goal with large or small social distance they framed the description of the donation goal in line with construal level theory (Trope & Liberman, 2003), that is,

they asked participants to describe the actions of a social target with either high-level construal (why) or low-level construal (how). The participants were told to imagine that they received a valuable prize and further they were asked how much money they would be willing to give away to the person they described in line with construal level theory. Participants that described the actions of a person using a low-level construal were more willing to donate away their money and in addition, participants that described a person's actions using a low-level construal term (how) reported greater familiarity towards the person compared with the participants that were told to describe the actions using a high-level construal. These results propose that not only does social distance may influence people's willingness to donate monetary gifts, but it does also show tendencies for the possibility to frame a description in line with construal level theory to increase the perceived social distance and again increase donations.

The Norwegian Context

Norway has had a weak tradition of donating money due to a relatively poor population and a greater focus on contributing with time rather than with money to solve common tasks (Sivesind, 2015, p. 231). With a richer population in the recent years, the willingness to donate in the population has increased, simultaneous over 60.000 voluntary units are registered in the voluntary register (The Brønnøysund Register Centre, 2021). A large majority of these organization are charity organizations or organizations which depends on monetary gifts from people. Despite the increased need for donations from private individuals to charity organizations, there has been divergent reports in Norway regarding the percentage of Norway's population that actually donates money to a voluntary organization. Numbers from 2017 indicates that 74 percent had donated money to a voluntary organization (Fladmoe et al., 2018, p. 23). At the same time, a report from The Association of NGOs in Norway (2019), states that only 51% of Norway's population donates money to a voluntary

organization, and among this percentages only 24% reported that they had donated money to a charity organization. Furthermore, according to the report, there was still a higher percentage of the population who donated time (63%) or was a member (73%) of a voluntary organization, than there were who had donated money (The voluntary barometer, 2019).

In Norway there has been a growing proportion of registered voluntary organizations over the last years. In 2012 there was around 28 000 voluntary organizations which was registered in the Brønnøysund Register Centre (Sivesind, 2015, p. 232). In other words, there has been an increase of around 30,000 registered organizations in five years. The majority of these organizations compete for volunteer help, including donations from individuals. The increase in registered organizations that require this type of voluntary help is seen all over the world (Sargeant, 1999) and it has been pointed out that this increase leads to the organizations having to work more business-related (Goerke, 2006) by making donation appeals persuasive and marketing themselves in a way that captures the attention of potential donors. Construal level theory and social distance have been studied previously in other countries, but there is no research on the phenomena of construal level theory and social distance on donation appeals in Norway.

The present study

This thesis aims to further investigate the potential role of social distance and construal level theory in increasing people's willingness to donate money to a charity organization or a charitable cause. The first main purpose was to replicate earlier findings suggesting that a perceived small social distance towards a donation target will lead to an increase in donation intentions and donation behaviors. The second main purpose was to test if presenting the donation target at different construal levels affected donation intentions and donation behavior. Finally, the third purpose was to see whether construal level interacted with social distance in line with the matching hypothesis presented by Ein-Gar and Levontin

(2013). The present study extended earlier findings in two experiments by using a Norwegian sample, testing different framing messages for level of abstraction and measuring both donation intentions and actual donation behavior (i.e., Experiment 2).

Experiment 1

In Experiment 1, the intention was to use a Norwegian sample to attempt to replicate previous findings that show that a small social distance towards a donation goal increases donation intentions. Further, we wanted to investigate whether we could replicate earlier findings that indicates that a single identifiable victim receives more donations from people than a charity organization promoting unidentifiable statistical victims (for review: Lee & Hugh-Feeley, 2016). As Ein-Gar & Levontin (2013) stated; an organization is perceived as an abstract donation target compared to an identifiable single individual. Further, Ein-Gar & Levontin's (2013) findings indicated that it would be possible to increase people's willingness to donate to a charity organization through framing the donation appeal. Ein-Gar & Levontin (2012) showed that this could be done by manipulating the psychological distance to the donation target. Presenting an abstract organization with a large psychological distance increased the willingness to donate to the goal among their participants, and at the same time presenting a specific identifiable individual with a small psychological distance increased the willingness to donate to that goal. We wanted to conduct a similar experiment with Norwegian participants who could contribute with a strengthened understanding of the phenomena and at the same time investigate whether construal level of the donation appeal and social distance towards the donation target could be considered an influence among Norwegian donors as well.

Hypotheses

We hypothesized that participants would be a) more willing to donate money and b) willing to donate *more* money (H1) to a low social distance target, compared with a high

social distance target; (H2) to a specific individual compared to a more abstract organization; and (H3) if a specific individual is presented as socially close, or if an abstract organization is presented as socially distant (matching hypotheses).

Method

Participants and Procedure

We recruited participants in the spring 2020 to answer an online survey on Qualtrics (www.qualtrics.com) through social media (i.e., Facebook). One hundred and forty-four participants with an age range from 16-73 years old ($M = 38.1$, $SD = 21.43$) completed the questionnaire. A total of $n = 110$ (76.4%) were women and $n = 32$ (22.2%) were men. One hundred and forty participants (97.2%) were Norwegian citizens, while 2.8% stated that they had a citizenship in another Scandinavian country. Fifty-one participants (35.4%) did have children living at home, while $n = 93$ participants (64.6%) did not have children living at home.

The survey could be answered on any electronic device (i.e., mobile phone, tablet or computer) with internet access. First, participants read a short paragraph where they were informed of the purpose of the study, anonymous data management (we did not collect any confidential information), and that they could withdraw their participation during the questionnaire without any consequences. After confirming that they were over 16 years of age and consented to participate, participants were randomly assigned into one of four conditions in a 2 (small vs. large social distance) x 2 (abstract vs. specific donation target) factorial design. The scenarios participants were presented with differed by condition and are explained in the measures and materials section.

Materials and Measures

The questionnaire. All scenarios started with a description of how the need for learning support among children had increased due to the pandemic-related school closing in

March 2020 (all study materials are presented in Appendix 1a). As in Ein-Gar & Levontin's (2012) study, participants then read a donation appeal for either a specific named individual (i.e., Arian, specific condition) or a named humanitarian organization (i.e., Red Cross, abstract condition). Social distance was manipulated by presenting the donation target in Sweden (large social distance) or in the local community (small social distance).

Donation intentions. Our dependent variable was measured by self-reported willingness to donate. That is, we asked the participants to rate 1) on a Likert-scale from 1 (not likely) to 5 (very likely) how likely they were to donate money to the donation target. The overall mean for willingness to donate was $M = 2.94$ ($SD = 1.38$). Further, we asked the participants to rate 2) how much money they would be willing to donate to the donation target. The participants were asked to answer on a 11-point scale with a money range from 1 (Less than NOK 50) to 11 (NOK 500), with alternatives for each NOK 50 in between. The overall mean of amount for donation was $M = 4.09$ ($SD = 2.44$) which corresponded to approximately NOK 150.

Proximity. Participant's feelings of proximity towards the donation target were measured by using The Inclusion of Others in the Self (IOS) scale (Aron et al., 1992). The scale measures subjective proximity to a person or a group and has been shown to be a highly reliable tool (Gächter et al., 2015). We presented seven circles representing different feelings of closeness, one circle represented participants' themselves and was marked with "yourself", the other circle was marked with the donation goal. The higher the proximity, the more the circles visually overlap. Participants were then asked to rate from 1 (not close) to 7 (very close) which image best suited how close they felt to the donation target.

Statistical analyzes

Data was analyzed using SPSS for MacBook (version 26). The hypotheses were investigated using a multivariate analysis of variance (MANOVA) with willingness to donate

and amount of money as dependent variables, and social distance and construal level as the independent variables. The matching hypothesis (H3) was examined with the interaction between social distance and construal level. To investigate the difference between the groups (H1; H2), we used pairwise comparisons. Independent sample t-tests and linear regression was used for exploratory analyses. In all tests, a p -value less than .05 (5%) was considered significant.

Results

Matching Hypothesis

The MANOVA showed no significant interaction between social distance and construal level ($F(1,143) = 0.04, p = .849, \eta_p^2 = .000$) for willingness to donate money. That is, the results did not support the matching hypotheses (H3a): Participants were not more willing to donate to the abstract organization when it was presented socially far from the participants and to the specific individual when presented socially close to the participants. The interaction plot (see Figure 1) showed a higher willingness to donate to an abstract donation target both when presented with high and low social distance.

Participants were also not more willing to donate a higher amount of money to an abstract donation target when presented socially far and to a specific donation target when presented socially close (H3b). As for willingness to donate, the MANOVA revealed no significant interaction effect between construal level and social distance ($F(1,143) = 0.01, p = .886, \eta_p^2 = .000$) for amount of money participants were willing to donate to the donation target. The interaction plot (see Figure 2) for amount of money participants were willing to donate, visualizes that the abstract condition received higher donations regardless of the social distance. Because there were no interaction effects between social distance and construal level for both willingness to donate money and amount of money participants were willing to donate, we could investigate main effects directly.

Construal Level

Inspection of main effects showed no effect for construal level on willingness to donate ($F(1,143) = 0.51, p = .473, \eta_p^2 = .004$). That is, participants were not more willing to donate to the specific donation target (i.e., Arian) compared with the abstract donation target (i.e., Red Cross) and H2a were not supported. Although not significant ($p = .435$), our participants were descriptively somewhat more willing to donate in the abstract condition ($M = 3.01$), compared with the specific condition ($M = 2.85$).

Construal level did not influence the amount of money participants were willing to donate. No main effect for construal level ($F(1,143) = 0.82, p = .367, \eta_p^2 = .006$) on amount of donation was found. That is, the specific donation target did not receive more donations than the abstract donation target, and H2b was thus also not supported. Further, pairwise comparisons indicated that willingness to donate was descriptively higher in the abstract condition ($M = 4.25$) compared with the specific condition ($M = 3.90$), but the difference between the groups were not significant ($p = .356$).

Social Distance

There were however a main effect of social distance on both willingness to donate money ($F(1,143) = 24.72, p < .001, \eta_p^2 = .150$) and the amount of money participants were willing to donate ($F(1,143) = 24.97, p < .001, \eta_p^2 = .153$). Supporting H1a, pairwise comparisons showed that our sample were more willing to donate in the low social distance condition ($M = 3.45$) than in the high social distance condition ($M = 2.39$), the difference between the conditions was significant ($p < .001$). Likewise, in support of H1b, pairwise comparisons revealed that participants were willing to donate more money to the donation target when presented with a low social distance ($M = 5.03$) compared with a donation target presented with a high social distance condition ($M = 3.12$), the difference between the groups was significant ($p < .001$).

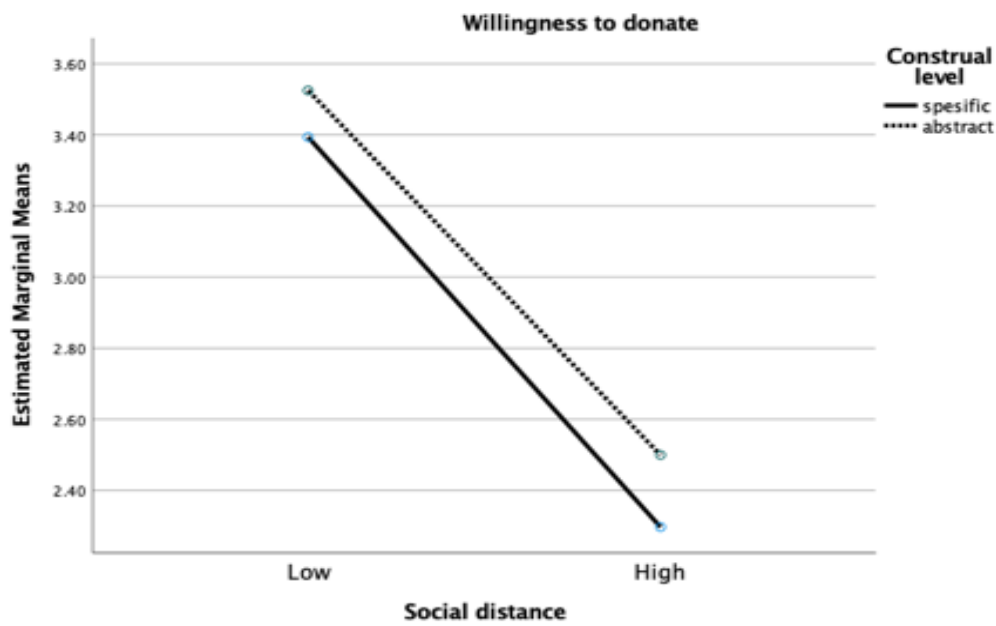


Figure 1

Interaction plot based on social distance x construal level on willingness to donate.

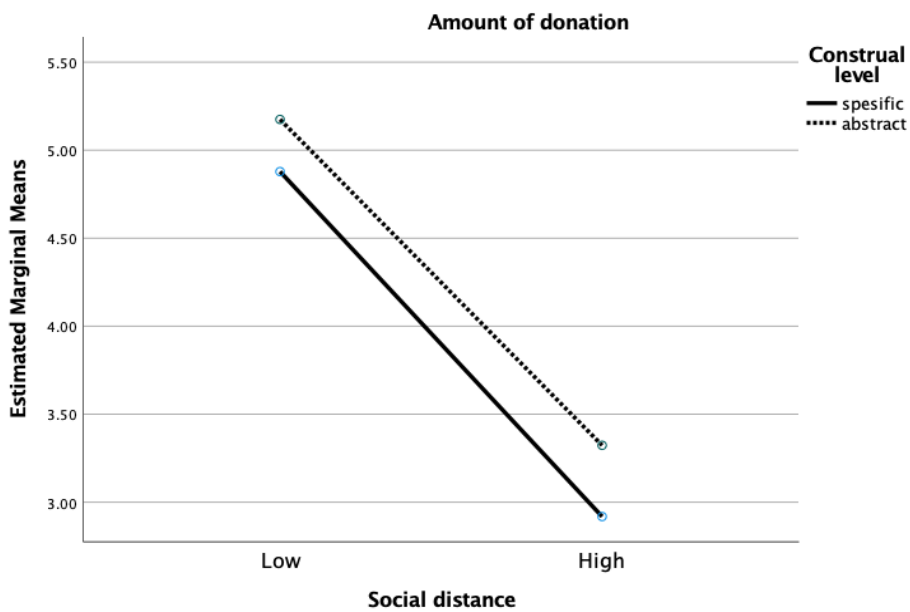


Figure 2

Interaction plot based on social distance x construal level on amount of donation.

Feelings of Proximity and Construal Level

To further illuminate why we did not find the expected effect of construal level we investigated the participants feelings of proximity towards the donation targets. Contrary to

our hypothesis and some earlier findings (e.g., Lowenheist & Small, 2007), exploratory analyses revealed that participants felt closer to the presumed abstract organization Red Cross ($M = 3.19$, $SD = 2.09$) than to the specific named individual ($M = 2.17$, $SD = 1.47$), ($t(142) = -3.358$, $p < .001$; $d = 1.82$). Furthermore, linear regression analyses showed that the subjective feeling of closeness significantly predicted willingness to donate money to the donation goal, ($\beta = 0.241$, $p < .001$, $F(1,143) = 17.39$, $p < .001$, $R^2 = .11$). Greater feelings of closeness also predicted higher amounts of donation ($\beta = 0.426$, $p < .001$, $F(1,143) = 17.12$, $p < .001$, $R^2 = .11$).

Discussion

The purpose of this experiment was to further investigate the effect social distance has on charity donations among Norwegian citizens. Also, inspired by Ein-Gar & Levontin's (2012) results we wanted to test if an increased perceived distance to the donation target led to an increased willingness to donate to a named charity organization compared with a single identifiable individual. With no significant interaction effect, we found no support for our matching hypothesis (H3). Although our sample were more willing to donate to an abstract donation goal with a large social distance, the sample were also more willing to donate to an abstract donation target when presented with a small social distance, ergo we did not find a significant effect for H2, regarding construal level. However, we did find support for H1 stating that participants were more willing to donate—and willing to donate more money—to a donation target socially near themselves. This experiment provide further support for the effect social distance has on willingness to donate; however, our results do not provide further support for an increased willingness to donate to a specific individual compared to a charity organization. Our participants were more willing to donate to the charity organization in both the high and low social distance condition, meaning that the interaction effect founded in Ein-Gar & Levontin's (2012) study was not replicated in this experiment.

Our results contradict earlier findings that indicate that we see a single individual victim as more specific and closer to oneself compared with a statistical group of victims (Small et al., 2007) or a charity organization (Ein-Gar & Levontin, 2012). Further, the results may contradict earlier findings stating that a larger group of victims will have a negative effect on donation intention (Butts et al., 2019), whereas our participants were more willing to donate to the Red Cross regardless of if the statement included “many children need help (..)” instead of only helping one specific victim. Our results support Lesner & Rasmussen (2014) findings from a large field experiment, where their findings indicated that there were no significant differences to donate to a specific individual compared to statistical victims promoted by the charity organization. Our findings further indicates that an organization isn’t always seen as a more abstract donation target compared with a single individual, when the organization is already known, willingness to donate may be bigger than to an unknown specific individual. Our sample also reported higher proximity towards the humanitarian organization compared to the specific individual regardless of the social distance.

Framing the Donation Targets

The lack of support for the effect of construal level in donation appeals in Experiment 1 may be explained by the fact that the chosen organization was already seen as a specific donation target to our participants. The Red Cross is considered the most well-known charity organization in Norway (Wilhelmsen, 2010). Familiarity towards an individual or group is considered to be an important factor to reduce perceived social distance (Bohnet & Frey, 1999; Stephan et al., 2011) and it is therefore thinkable that our Scandinavian sample already had a strong feeling of familiarity towards the presented organization, compared with the assumed specific individual. In line with construal level theory (Trope & Liberman, 2003) this will lead to our sample seeing the assumed abstract organization more specifically than the

assumed specific single individual. This is also supported by the participants' reported feeling of proximity towards the donation target, whereas the participants reported higher proximity towards the organization regardless of the social distance which indicates that the participants seeing the organization as more concrete. However, this was not controlled for by a manipulation check, which is a limitation of experiment 1.

Another alternative explanation that may explain the increased willingness to donate to the Red Cross may be due to the fact that Arian was not seen as a recognizable person for our sample. It is more common to experience empathic feelings towards an individual we can identify with (Batson et al., 1997; Cikara et al., 2014; Lomoriello et al., 2018), and therefore also be more willing to donate and to donate more money to a single-individual (Ein-Gar & Levontin, 2012). In our condition Arian was portrayed as a single individual in need of help, but he was also portrayed as a young boy. Our sample had a higher average age, was mainly women and a large proportion of the sample did not have children at home. This may indicate that a large proportion of the sample did not see the specific individual as an individual close to themselves. This is also supported by our sample's reported proximity towards Arian. Therefore, our results are in line with findings by Kogut & Ritov (2007) indicating that willingness to donate to a single individual victim is only increased when the victim is seen as a member of an in-group.

Experiment 2

In Experiment 2, we wanted to investigate the effect familiarity has on both donation intention and donation behavior. Since Experiment 1 revealed that there was a greater willingness to donate to a known charity organization compared to an identifiable individual, we focused exclusively on charity organizations in this study. It has previously been shown that familiarity with a donation goal leads to it being mentally represented with a low-level construal (Stephan et al., 2011), at the same time it has been shown that a larger familiarity

towards an object leads to a decrease in perceived social distance. Further, in Experiment 2 we wanted to frame the donation appeals in line with construal level theory using the low-level construal terminology *how* and the high-level construal terminology *why* (Trope & Liberman, 2003). Participants in Stephan and associates' (2011) study were more willing to donate money to a person after they were presented with a low-level construal description of the person compared to when they were presented with the high-level construal description. We wanted to see if the same results could be replicated when presenting the participants with either an abstract donation appeal using the high-level construal terminology "*why*" or a concrete donation appeal using the low-level construal terminology "*how*". Further, we wanted to replicate Ein-Gar & Levontin's (2013) interaction effect between social distance and construal level of the donation target. At the same time, we wanted to collect a wider range of demographic data and investigate the effect empathy has on donation intentions and donation behavior among the participants.

Hypotheses

We hypothesized that participants would be a) more willing to donate money and b) willing to donate *more* money (H1) to a familiar charity organization, compared with a unfamiliar charity organization; (H2) when presented with a low-level (how) construal donation appeal; and (H3) to a familiar charity organization when presented with the low-level construal (how) donation appeal and to an unfamiliar charity organization when presented with the high-level construal (why) donation appeal (matching hypotheses). Simultaneously we predicted that higher scores on (H4) empathy would increase donation willingness among the participants. We also wanted to investigate what effect a mixed construal level (why and how) donation message had on donation intentions and donation behavior to both familiar and unfamiliar organizations. All the developed hypotheses and

research questions were pre-registered before the data was analyzed in Open Science

Framework (for full pre-registration see: <http://osf.io.pr2q8>)

Method

Participants and procedure

We recruited participants in the autumn 2020 through social media (i.e., Facebook) to answer an online survey. As in experiment 1 the survey was developed in Qualtrics with similar restrictions. Out of $N = 398$ who initiated the survey, $n = 273$ (68.6%) participants completed the survey. The dependent variable was measured at the end of the survey, thus participants who did not answer the entire survey were excluded. The final sample (see Table 1 for demographic statistics of sample) consisted of $n = 219$ women (55%) and $n = 50$ men, from the age between 18 – 74 ($M_{age} = 39.20$, $SD = 12.69$). The sample were mainly (88.6%) Norwegian citizens, $n = 17$ (6.2%) did not state their citizenship, while $n = 14$ (5.1%) stated that they had citizenship in another Scandinavian country.

The data collection begun in October 2020 and lasted for three weeks. The participants read a short section with information about the study and the processing of privacy information in line with approval from the Norwegian Centre for Research Data (NSD: reference: 489288, evaluation attached in Appendix 2a). The participants were informed in the introduction that it was possible to receive a reward worth NOK 50 for their participation in the project. After confirming that that they were older than 18 years old and consented to participate in the study, participants were randomly assigned into one of six conditions in a 2 (small vs. large social distance) x 3 (abstract vs. specific vs. mixed donation appeal) factorial design.

Table 1*Sample Demographic Statistics.*

Education (%)	
Lower secondary school	6 (2.2%)
Upper secondary school	84 (30.8%)
Short higher education (up to 4 years)	89 (32.6%)
Long higher education (more than 4 years)	76 (27.8%)
Missing	2 (0.7%)
Marital status (%)	
Single	60 (22%)
In a relationship	26 (9.5%)
Married or cohabiting	150 (54.9%)
Divorced / separated	19 (7.0%)
widow / widower	2 (0.7%)
Gross income (%)	
Less than NOK 200.000	47 (17.2%)
NOK 200.000 – 400.000	58 (21.2)
NOK 400.000 – 600.000	85 (31.1%)
NOK 600.000 – 800.000	27 (9.9%)
NOK 800.000 – 1.000.000	20 (7.3%)
More than NOK 1.000.000	15 (5.5 %)
Missing	21 (7.7%)
Gross income in household (%)	
Less than NOK 200.000	3 (1.1%)
200.000 – 400.000	7 (2.6%)
400.000 – 600.000	14 (5.1%)
600.000 – 800.000	24 (8.8%)
800.000 – 1.000.000	20 (7.3%)
1.000.000 – 1.200.000	24 (8.8%)
1.200.000 – 1.400.000	18 (6.6%)
1.400.000 – 1.600.000	12 (4.4%)
1.600.000 – 1.800.000	5 (1.5%)
1.800.000 – 2.000.000	14 (5.1%)
More than 2.000.000	6 (2.2%)
Missing	127 (46.5%)
Children living at home (%)	
Yes	134 (49 %)
No	123 (45.1)
Missing	16 (5.9%)

Materials and Measures.

The questionnaire. In the questionnaire the participants were asked to rank five Norwegian humanitarian organizations on how familiar they were to them. Later in the questionnaire half of the participants read a donation appeal on behalf of the organization they ranked as most familiar; the other half read a donation appeal on behalf of the organization

they ranked as least familiar (study materials are presented in Appendix 2b). The donation appeal varied between the conditions, in the specific (how) condition the participants read four concrete statements of how they could donate (e.g., you can donate to the organization by direct transfer to their bank account). In the abstract (why) condition the participants read four abstract statements of why they should donate (e.g., you should donate money to the organization to support the organization's work). In the mixed (how and why) condition the participants read four statements including the first two statements from both the why and how condition (e.g., you should donate to the organization to support the organization's work, you can donate to the organization by direct transfer to their bank account).

Donation Intention. As in study 1, donation intention was measured by self-reported willingness to donate, that is, we asked participants to 1) rate on a Likert-scale from 1 to 5 (not likely-very likely) how likely it was for them to donate money to the organization presented. The average mean for likelihood of donation was $M = 2.89$ ($SD = 1.38$) Furthermore, 2) participants were asked to give an indication of how much money they were willing to donate to the organization on a Likert scale from 1 to 11 (less than NOK 50 – NOK 500) with anchors for each NOK 50. The mean of amount of donation was $M = 3.46$ ($SD = 2.74$) which was approximately NOK 150.

Donation behavior. Actual donation behavior was measured at the end of the questionnaire, the participants were thanked for their participation and told they would receive a compensation of NOK 50. They were given two choices, 1) to donate the money to the organization they were presented with in the experiment, or 2) to keep the money for themselves as a lottery ticket for a gift card valued NOK 1000. It was emphasized that the participants were free to select the choice they wanted.

Empathy. The Toronto empathy questionnaire (TEQ: Spreng et al., 2009) was used to measure empathy. TEQ measures empathy at adults as an emotional process (Spreng et al.,

2009). The questionnaire consists of 16 items such as “I enjoy making other people feel better” and each item is rated on a five-point Likert-scale. All 16 items were directly translated into a Norwegian version by two individuals (the student and the supervisor). First, both made individual translations, then the translations were compared and discussed, and the best proposal was determined to be used in the questionnaire. The five-point Likert-scale’s anchors was changed from “never-always” to “disagree – agree” for a better adaption to the Norwegian language. The average mean was $M = 4.18$, $SD = 0.47$ and the Cronbach alpha was $\alpha = .81$.

Manipulation checks. Manipulations related to the construal level of the donation messages were checked by asking the participants 1) “how specific do you think the donation message was?”; 2) “how clear is the why you should donate” and 3) “how clear is the how you can donate?” To check for the manipulation of social distance, the participants were asked “how familiar are you with the work of the organization?”. All items were ranked on a 7-point Likert-scale (from (1) not at all to (7) very).

Statistical procedure

Data was analyzed using SPSS for MacBook (version 27). To investigate the significance of social distance (H1) and construal level (H2) of the donation message, as well as the matching hypotheses (H3), multivariate analyzes of variance (MANOVA) was used. To investigate the difference between the groups (H1; H2), we used pairwise comparisons. To investigate the significance of the effect of social distance and construal level for the choice the participants made, a logistic regression analysis was used. In all tests, a p-value less than .05 (5%) was considered significant.

Results

Manipulation check

A one-way ANOVA showed that the participants' experienced familiarity towards the presented organization was higher in the low social distance condition ($M = 4.96$) than in the high social distance condition ($M = 1.76$) the difference between the groups were significant ($F(1, 255) = 254, p < .001$) indicating that the social distance manipulation was successful.

To see if the high-level construal donation appeal was successfully manipulated, we asked participants how clear it was *why* the participants should donate to the organization. A one-way ANOVA showed that participants in the high-level construal (why) condition reported the highest mean ($M = 4.15$) followed by the low-level construal (how) condition ($M = 3.80$), and finally the mixed construal (how and why) condition ($M = 3.45$), however, the difference between the groups were not significant ($F(2,255) = 1.563, p = .212$).

To see if the low-level construal donation appeal was successfully manipulated, we asked participants how clear it was *how* they could donate. A one-way ANOVA showed that participants in the low-level construal (how) condition reported the highest mean ($M = 5.28$), followed by the mixed construal (how and why) condition ($M = 5.19$) and the high-level construal (why) condition ($M = 4.00$) the difference between the groups were significant ($F(2,245) = 10.60, p < .001$).

Finally, to see if the participants read the donation appeal in line with construal level theory (Trope & Liberman, 2003), we asked how detailed they experienced the description of the charity donation. Results from the one-way ANOVA revealed that the participants in the low-level construal (how) condition descriptively saw the description of the organization as most detailed ($M = 4.01$), followed by the high-level construal (why) condition ($M = 3.68$) and the mixed construal (why and how) condition ($M = 3.60$). However, the difference between the groups did not significantly differ ($F(2,253) = 0.86, p = .426$).

Matching Hypothesis

A multivariate analysis of variance (MANOVA) showed a significant interaction effect between social distance and construal level ($F(2,255) = 5.55, p = .004, \eta^2 = .043$) for willingness to donate (see figure 3 for interaction plot), that is, indicating support for the matching hypotheses (H3a). Simple effect analyzes was used to further investigate the effect of social distance and construal level.

However, contrary to H3b, participants were not willing to donate a higher amount of money to an unfamiliar organization when it was presented with a high-level construal donation appeal and to a familiar organization when presented with a low-level construal donation appeal, that is, the MANOVA revealed no significant interaction effect (see Figure 4 for interaction plot) between social distance and construal level for amount of money the participants were willing to donate ($F(2,255) = 0.35, p = .708, \eta^2 = .003$). We further investigated the main effects of social distance and construal level to investigate if the amount of money the participants were willing to donate were influenced by one of these.

Construal level

The analysis of single effects showed a descriptively higher willingness to donate when presented with the high-level (why) construal donation appeal ($M = 3.01$) followed by the mixed (why and how) construal level donation appeal ($M = 2.90$) and the low-level (how) construal donation appeal ($M = 2.79$). The difference between the groups were not significant. Because we predicted that the low-level construal would increase donation intentions H2a were not supported.

Construal levels also did not influence the amount of money participants were willing to donate. No main effect for construal level on amount of donation was found ($F(2,255) = 0.13, p = .879, \eta^2 = .001$). Pairwise comparisons revealed that participants who read the high-level construal (why) donation appeal were descriptively willing to donate a higher amount of money to the presented organization ($M = 3.56$) followed by the low-level

construal (how) donation appeal ($M = 3.48$), the difference between the low-level and high-level construal condition did not significantly differ ($p = .391$). Participants who read the mixed donation appeal were least willing to donate a sum of money ($M = 3.37$), but the results did not differ significantly from neither the low-level construal condition ($p = .771$) nor the high-level construal condition ($p = .614$)

Social distance

Social distance was significant in the interaction plot ($F(1,255) = 73.73, p < .001, \eta^2 = .206$). Supporting H1a, the single effects showed a significant higher willingness to donate to a familiar organization ($M = 3.51$) compared to an unfamiliar organization ($M = 2.29$), the difference between the groups were significant ($p < .001$). Likewise, in support of H1b pairwise comparisons revealed that participants were more willing to donate more money to a familiar organization ($M = 4.32$) compared to an unfamiliar organization ($M = 2.61$), the difference between the groups was significant ($p < .001$).

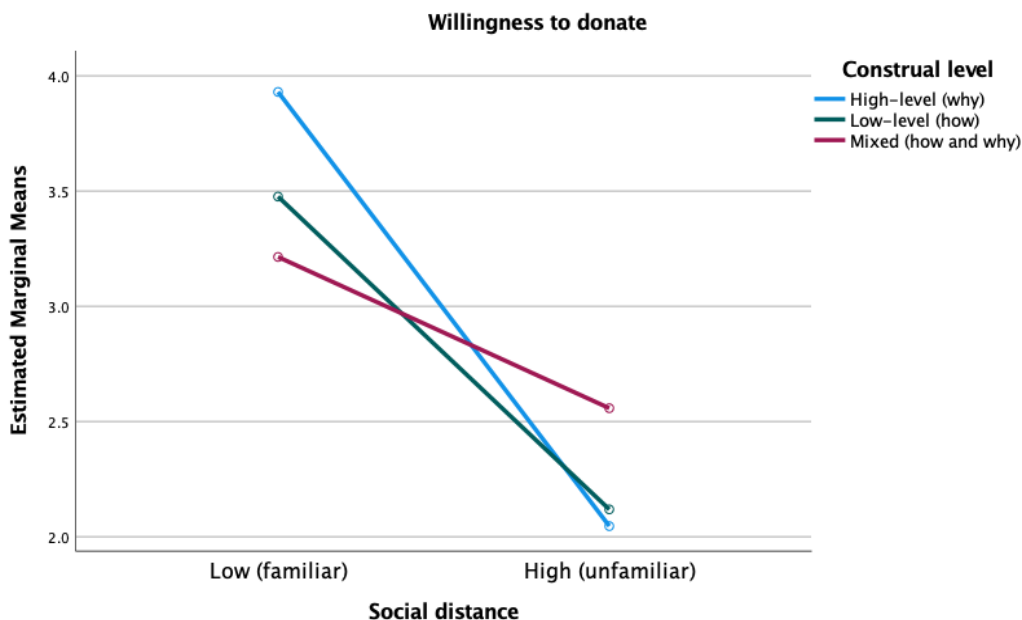


Figure 3

Interaction plot for willingness to donate.

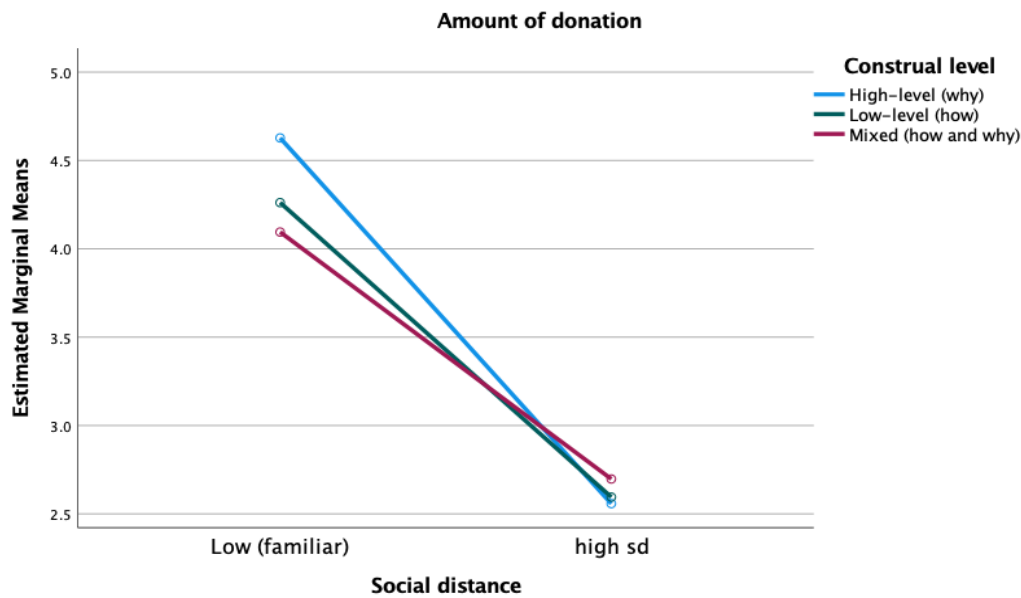
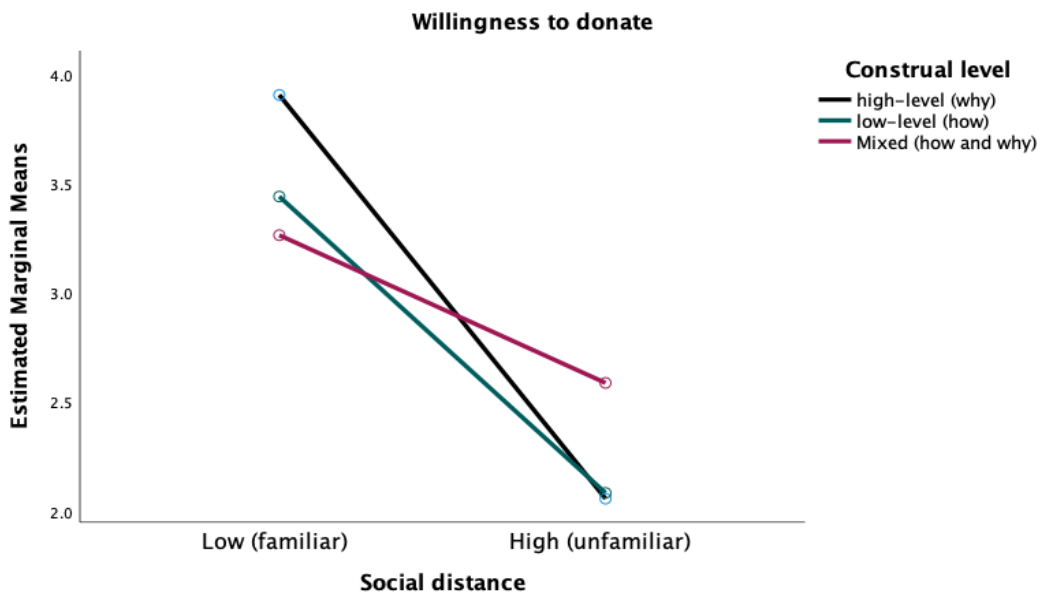


Figure 4

Interaction plot for amount of donations participants were willing to donate.

Empathy and willingness to donate

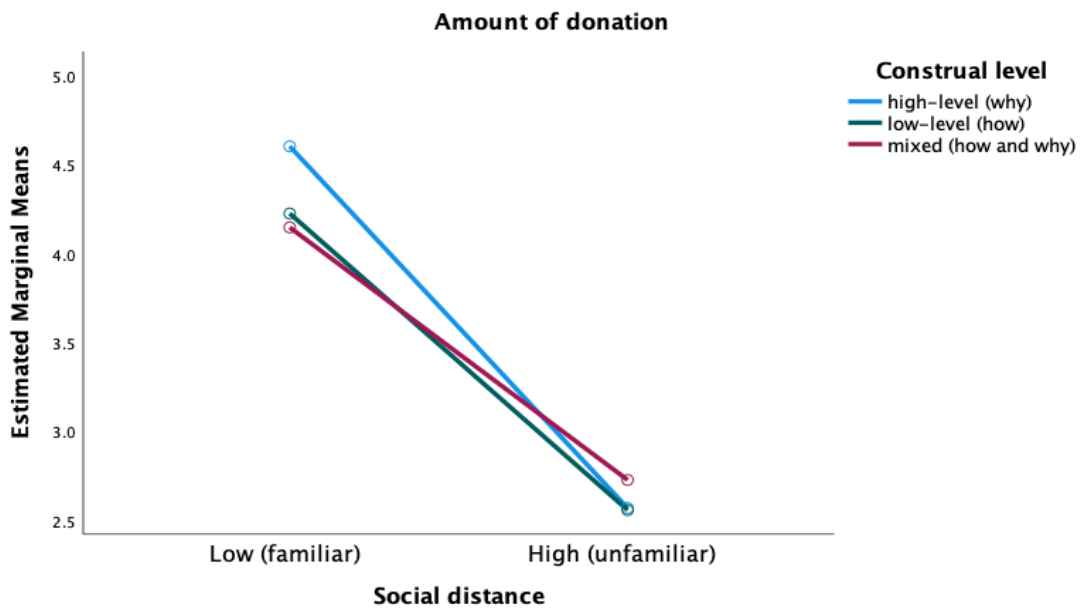
To investigate whether empathy had an effect on donation willingness, we included scores from the Toronto empathy questionnaire in the analysis. We repeated the multivariate analysis of variance with empathy as a covariate (MANCOVA). To obtain standardized results, we transformed the empathy index into z-scores before analysis. The effect of empathy was significant for willingness to donate ($F(1,255) = 10.38, p < .001, \eta_p^2 = .040$), but the effect of empathy was not significant for the amount of money participants were willing to donate ($F(1,255) = 2.27, p < .135, \eta_p^2 = .009$). The interaction effect remained the same (see figure 5 and 6 for interaction plot with empathy as a covariate) as the before (without the covariate), that is, a significant interaction effect for willingness to donate ($F(1,255) = 5.24, p = .006, \eta_p^2 = .041$) and a not-significant interaction effect for amount of donation ($F(1,255) = 0.28, p = .750, \eta_p^2 = .002$).



Covariates appearing in the model are evaluated at the following values: Zscore(Empati_mean) = -.0011204

Figure 5

Interaction plot for willingness to donate with empathy as a covariate.



Covariates appearing in the model are evaluated at the following values: Zscore(Empati_mean) = -.0011204

Figure 6

Interaction plot for amount of donation with empathy as a covariate.

Donation behavior

A total of $n = 254$ participants responded to whether they wanted to keep the compensation gift for themselves or if they would donate it to the presented organization. A total of $n = 106$ participants (41.7%) chose to keep the compensation for themselves as a lottery ticket, and total of $n = 148$ (58.3%) chose to donate the money to the presented organization. A binary logistic regression analysis (see table 2 for full logistic regression table) was conducted to investigate if demographic variables as well as social distance to the organization and construal level of the donation appeal would predict participants choice.

Table 2: Logistic regression analysis of donation behavior among participants

Predictor	β	SE β	Wald's χ^2	df	p	exp β	95% CI for EXP(B)	
							Lower	Upper
Constant	- 9.054	1.14	19.146	1	.001	.000		
Age	.037	.013	7.913	1	.005	1.037	1.011	1.064
Gross income	.308	.146	4.434	1	.035	1.360	1.022	1.811
Children living at home	.421	.164	6.609	1	.010	1.523	1.105	2.099
Gender	.655	.414	2.508	1	.113	1.925	0.856	4.332
Education	.312	.196	2.533	1	.112	1.366	0.930	2.006
Construal level				2	.806			
Why	.152	.369	.169	1	.681	1.164	0.564	2.401
How	.241	.370	.423	1	.515	1.272	0.616	2.629
Social distance	.786	.306	6.595	1	.010	2.195	0.250	0.830
Empathy	.905	.329	7.594	1	.006	2.473	1.136	2.129
Goodness-of-fit test			χ^2	df	p			
Hosmer & Lemeshow			6.222	8	.622			

Note. The dependent variable was coded as lottery = 0 and donation = 1, the three construal levels were dummy coded with how and why as the reference category. Low social distance was coded as 1, and high social distance was coded as 0. Gender was coded as man = 1 and female = 0. There were no extreme outliers (deviations of $|3|$ SD) in the model.

The model showed a significant effect of a range of demographic variables that is, age, participants' income and having children living at home positively influenced donation behavior. Further, demographic variables such as gender and education did not significantly predict donation behavior. In line with H1 social distance was seen as a significant predictor to participants donation behavior, that is, higher social distance predicted a higher chance of keeping the compensations money for themselves. Further, contrary to what we predicted in H2 construal level of the donation appeal did not influence people's actual donation behavior. The Hosmer and Lemeshow test showed a non-significant model which indicates that the model is acceptable, further the Nagelkerke's R^2 was .305, which indicates that approximately 30% of the variance in the sample could be explained by the model.

Discussion

As in experiment 1, we predicted in H1 an increased willingness to donate to a familiar (small social distance) charity organization compared with an unfamiliar (large social distance) charity organization. We did as in Experiment 1 find an effect for social distance on donation willingness among participants, that is, participants were more willing to donate and willing to donate *more* money to a low social distance donation target (i.e., a familiar charity organization). Further, we predicted in H2 an increased willingness to donate when presented with a low-level construal donation appeal (how to donate), H2 was not supported in this experiment as no effect of construal level was found for neither donation intention nor actual donation behavior. In H3 we predicted to find an interaction effect, whereas participants would be more willing to donate to an unfamiliar organization when they were presented with a high-level construal (why) donation appeal, and to a familiar organization when they were presented with a low-level construal donation appeal (how). We found an interaction effect in our analysis, but not the same interaction effect as we predicted. Participants were more willing to donate in the high-level construal (why) donation appeal condition, when they were

presented with a familiar organization (i.e., low social distance). Further, there was an increased willingness to donate when the participants read the mixed construal level (why and how) donation appeal condition when presented with an unfamiliar organization (i.e., large social distance). In summary, these results can provide further support for the effect of social distance on both donation intention and actual donation behavior. Further this experiment's results cannot provide further support for the effect of construal level on either donation intentions or donation willingness. When using the why and how terminology in line with Construal level theory (Trope & Liberman, 2003), we could not find the same interaction effect as found in Ein-Gar & Levontin's (2013) study. The effect of the terminology used in this experiment is further discussed in this discussion section.

Construal level theory and donations

In line with construal level theory (Trope & Liberman, 2003), we predicted that participants would be more willing to donate when presented with a lower level "how" term in the presented donation appeal. Earlier findings indicates that people are more willing to donate their resources when they are presented with a low-level (how) construal donation appeal (Stephan et al., 2011). We were not able to replicate earlier findings regarding construal level of the donation appeals in our experiment, our participants were descriptively more willing to donate when they were presented with a higher-level "why" term, regardless of the familiarity towards the organization.

In line with earlier findings (i.e., Ein-Gar & Levontin, 2013) a charity organization will be visioned as an abstract donation target and will be mentally presented with a higher abstraction level, these findings may give indications of why our participants were more willing to donate when presented with the why-term, as our participants were only presented with charity organizations. However, our manipulation check revealed that the mixed donation message (why and how) where seen as the least detailed donation appeal. Further,

our results showed tendencies for an increased willingness to donate to an unfamiliar organization when the participants were presented with the mixed donation appeal. These results are in line with what construal level theory proposes (Trope & Liberman, 2003), where a socially distant object will be more easily visible when presented with an abstract description (Macdonnell, & White, 2015; Stephan et al, 2010). Further these results may give support for Ein-Gar & Levontin's (2013) finding, whereas the willingness to donate to a psychologically far donation target may be higher when presenting it with an abstract donation appeal.

Social distance and donations

Our participants were more willing to donate and to donate more money to a familiar organization than to an unfamiliar organization. Familiarity towards a charity organization is already considered to be an important reason for why people choose to give monetary donations (e.g., Dogan et al., 2020; Snipes & Oswald, 2010) and this experiment can provide further support for these findings also from a Norwegian perspective. Earlier findings also indicates that familiarity towards a supplicant that gather donations on behalf of a cause can contribute to an increase of monetary gifts (Macaulay, 1975) and also increase the donors trust towards the charity organization (Torres-Moraga et al., 2010). According to construal level theory (Trope & Liberman, 2003) familiarity towards an object is an important contributor to decrease the perceived social distance towards the object and according to the theory a description of how (i.e., low-level construal) the participants could donate would increase the feeling of familiarity (see also: Stephan et al., 2011).

General discussion

Previous research on people's willingness to donate to a charity organization or a charitable cause suggest that there are many reasons for why we chose to donate money. As Van Slyke & Brooks (2005) stated, our donation decisions are influenced by two factors: (1)

background factors (i.e., demographics and personality traits) and (2) we need to be motivated and triggered to donate. One way we are triggered to donate money is through donation appeals (e.g., Karlan & Wood, 2017). At the same time, there is an ongoing debate about how to design donation appeals that affect potential donors, and at the same time convince them to donate. Donation appeals created in line with construal level theory have been shown to be effective in influencing people to donate to organizations rather than individuals (Ein-Gar & Levontin, 2013), and to increase the perceived social distance towards a donation target (Stephan et al., 2011). A small perceived social distance towards a donation target is shown to increase willingness to donate (Jones & Rachlin, 2005; Stephan et al., 2011).

The main question in this thesis is whether we can find the same effect of construal level and social distance among Norwegian donors. This thesis has therefore presented two experiments which both have studied whether framing a donation appeal or donation targets in line with construal level theory influences donation outcomes. Further, the thesis has investigated whether a perceived social distance towards a donation target may influence people's willingness to donate. This discussion part will further discuss our findings in line with the theory of construal level theory and previous findings on social distance and donation intention and donation behavior.

Construal level theory and willingness to donate money

Previous research has repeatedly showed that people are more willing to donate money to a presented single, identifiable victim compared to multiple, unidentifiable victims (for review: Lee & Feeley, 2016). One explanation for this is an increased feeling of proximity towards the victim (Loewenstein & Small, 2007) and thus also an increased feeling of empathy towards the victim (Small et al., 2007). Ein-Gar & Levontin (2013) stated that a charity organization is seen as an abstract donation target compared with an identifiable single individual and people will therefore be more willing to donate to an organization when it is

presented with a large psychological distance. Our two experiments did not find an effect for construal level. However, we did find some interesting indicating results which may be used in further research or as a factor to think about when making donation appeals.

In experiment 1 we could not find an effect of construal level for willingness to donate. Participants were descriptively more willing to donate in the high-level construal (i.e., the Red Cross) condition compared to the low-level construal (i.e., Arian) condition. This may indicate that a single identifiable victim doesn't always generate a greater willingness to donate among people. Participants also reported a higher proximity towards the organization compared to the individual regardless of the manipulated distance towards the donation target, which may be explained by the fact that the Red Cross is the most famous organization in Norway (Wilhelmsen, 2011) and that is possible that familiarity towards the organization influenced the mental representations of the donation goal (Stephan et al., 2012). Another explanation for this is that the single-identifiable victim may have been seen as a member of an out-group for our participants, which is shown to decrease helping behavior (Kogut & Ritov, 2007). However, these results indicate that people aren't always more willing to donate to a single identifiable victim compared to a charity organization. At the same time, the results indicate that when the charity organization is known willingness to donate may be bigger than to a single identifiable victim. This may be of interest for organizations that do not have the opportunity to collect money exclusively for only single individuals, but it allows the organizations to focus on the organization as a brand and again increase people's loyalty to the organization (Ein-Gar & Levontin, 2013).

Because experiment 1 gave indications of an increased willingness to donate to a charity organization rather than a single identifiable victim, we wanted to study whether and how organizations could benefit from marketing themselves as a brand, without using single-identifiable victims. In Experiment 2 we used familiar and unfamiliar real existing charity

organizations. Further, we framed the donation appeal using the terminology *why* and *how* in line with construal level theory (Trope & Liberman, 2003; Stephan et al., 2011). In experiment 2 we found that participants were contrary to what we predicted descriptively more willing to donate to a charity organization when presented with the high-level construal (why) donation appeal. Further, we did find an interaction effect for willingness to donate. Participants were more willing to donate to an unfamiliar organization when they read the mixed (why and how) construal donation appeal, and to a familiar organization when reading the high-level construal (why) donation appeal. Our results revealed that the participants read the mixed (why and how) construal donation appeal as the most abstract, which gives support to the idea that when presenting a donation target with a large social distance you should frame the donation target or appeal in an abstract manner (e.g., Ein-Gar & Levontin, 2013; Macdonnell & White, 2015). However, our manipulation check revealed that the participants read the low-level construal (how) donation appeal as the most concrete, and still there were not a greater willingness to donate in that condition when presented with a low social distance (i.e., familiar) charity organization. We also failed to replicate these previous findings in connection with the amount of money the participants were willing to donate. Meaning that the interaction effect founded in Ein-Gar & Levontin's (2013) studies was not replicated in this study

Social distance and willingness to donate money

Earlier research findings show repeatedly that we prefer to donate our money to people who are close to ourselves (e.g., Jones & Rachlin, 2006). Previous findings also indicate that we experience a single-individual as closer than a charity organization (Small, 2015, as cited in Lee & Feeley, 2016) and that is an important factor to why people tend to help one identifiable victim rather than many statistical victims (Ritov & Kogut, 2011). Due to that fact, many charity organizations are actively promoting single identifiable victims in order to

increase donations. Summarized, our two experiments can provide further support for the effect of social distance on people's willingness to donate money, but at the same time does not give further support to previous findings stating that a single identifiable victim is perceived with closer proximity than a charity organization.

In Experiment 1 the results revealed that the participants were more willing to donate money to a donation target presented socially close to themselves (i.e., in their local community) compared to a target presented socially far from themselves (i.e., in Sweden). At the same time, our results showed that participants were more willing to donate to a charity organization compared to a single identifiable victim. The results also indicated that participants felt closer to the charity organization (i.e., The Red Cross) than to the named individual (i.e., Arian). This is supposedly an interesting finding, whereas a single-identifiable victim is often seen as closer than an organization (Small, 2015, as cited in Lee & Feeley, 2016). One explanation may be the fact that the named individual was not seen as a member of an in-group to our participants and therefore it influenced participants' donation willingness (Kogut & Ritov, 2007). Another explanation may be the fact that familiarity towards the charity organization influenced participants' donation willingness. This was shown in Stephan and associates (2012) studies, whereas familiarity towards a target decreased the perceived social distance and also increased donation willingness.

In experiment 2 we investigated the effect of familiarity towards the charity organization on people's willingness to donate money (both donation intention and donation behavior). Familiarity, which is shown to decrease perceived social distance towards a target (Stephan et al., 2012) did have an influence on participants willingness to donate money. Because our sample were the most willing to donate to the charity organization which they ranked as most familiar, our results can provide support for previous findings stating that familiarity influences willingness to donate positively (e.g., Snipes & Oswald, 2010; Dogan et

al., 2020). Further, as our manipulation check revealed participants saw the familiar organization as most concrete, giving further support for the effect familiarity has on social distance (Stephan et al., 2012) in line with construal level theory (Trope & Liberman, 2003).

Alternative explanations

An alternative explanation for the results from both experiment 1 and experiment 2 regarding the construal level is that a money donation is seen as a concrete action compared with other prosocial actions (e.g., donation of time). For example, Macdonnell & White (2015) showed in a study that the participants construed the presented donation appeals as more concrete when they were asked about a monetary gift compared to when they were asked about donations of their time. At the same time, when participants read a concrete donation appeal people were more willing to donate money, and when the participants were presented with an abstract donation appeal, they were more willing to donate their time. These results can be supported by Ein-Gar & Levontin (2012) which showed in multiple studies that people's willingness to donate time were higher when presented with a psychologically distant donation target. As our participants only were asked whether they were willing to donate money or not, it is possible that they saw the action as concrete regardless of whether they were presented with a high- or low-level construal donation message.

Further, previous findings suggest that the experienced social distance may not be the case at all why people choose to donate to a cause near themselves. Wanting to donate to a socially close target may be influenced by other factors. The goal-gradient effect shows that the closer to a goal one is, the motivation to reach the goal increases (Heath, Larrick & Wu, 1999). As we presented the donation targets in participants' local community (experiment 1) it is possible that they had a higher motivation to collect money for the cause. Further, it is possible that a closeness towards a familiar organization versus an unfamiliar organization (experiment 2) influenced participants' motivation to donate money.

At the same time people are triggered to donate by the assumed impact they think their donation will have (Cryder et al., 2013). Touré-Tillery and Fischbach (2017) showed in a study that the participants were more willing to donate to a charitable cause presented close because of the expected impact of the donation regardless of the social distance. That is, when donating to a close target, we expect the donation to have a greater impact and therefore we will be more willing to donate. But at the same time Karlan & Wood (2017) showed that presenting an organization's impact only increases donations from people who already have a habit of donating often or a lot of money. It is possible that the participants were influenced by the assumed impact the donation towards the organization would have. In the scenario with the charity organization the participants read that plural children were in need of help, and in the scenario with the single identifiable victim they read about one victim in need of help. This Because people are more willing to donate to a cause that makes a greater impact it is possible that this may be seen as an alternative explanation to experiment 1, whereas one expects a donation to a charity organization to have greater impact on more people than a donation to a single identifiable.

Limitations

For both experiment 1 and experiment 2 an anonymous link to the questionnaires was shared on social media, that included various helping-groups on Facebook that was started due to the corona crisis. While sharing a link on social media is a positive form to collect data from different groups in the society (Nayak & Narayan, 2019), it is possible that a large proportion that were recruited were people who already engaged in prosocial work. Both questionnaires were shared on social media at the same time as the corona crisis had led to a shutdown in Norway. The corona crisis led to a great willingness to help in Norway, and a lot of people offered their help to others. A study done of Norwegian citizens showed that 28% of the population reported that they committed some type of prosocial behavior during the

corona crisis (Kandal, 2020). Simultaneous, the questionnaire in experiment 1 contained a description that the corona situation had created an increased need for help in young people both in Norway and abroad.

Our sample had a skewed gender selection, that is, our data are based on a large proportion of women. This may be necessary to address, because women often tend to have an increased willingness to donate to a charity (e.g., Willer et al., 2015). Also, previous findings indicate that women are more likely to engage in causes that fronts education and learning (which was the donation target in experiment 1), than men (Einolf, 2011). Due to the fact that our gender selection is skewed, and a larger proportion of women answered the questionnaire, it is not guaranteed that this may have influenced the results and that this could have been further investigated by recruiting more males to take part of the questionnaire.

Another possible limitation in this thesis is that the two experiments only focused on one of the sub-groups of psychological distance (i.e., social distance). Previous research shows that the other sub-groups also may influence donation behavior. Construal level theory states that the mechanisms of the construal levels of mental representations are the same regardless of which sub-group one study (Trope & Liberman, 2003; Bar-Anan, et al., 2006). However, there are some interesting findings regarding the other sub-groups, for example, previous findings have shown that a large temporal distance can strengthen people's intentions to donate blood (Choi et al., 2011) and at the same time Ein-Gar & Levontin (2013) found that people were more willing to donate to an organization when presenting it with a large temporal distance which are a different from the results presenting in this study.

Implications and further research

First and foremost, this research can point to the importance of a charity organization's familiarity to increase incoming monetary gifts. Both the experiments presented in this thesis indicated that the familiarity towards the charity donation was seen as an important factor to

why our participants donated. In the first experiment we found indications of a greater willingness to donate to a well-known organization compared to a single identifiable victim, which contradicts earlier findings but still shines an interesting light on the importance of a charity organization's familiarity in order to increase donation income from the population.

Because the number of registered charities has increased sharply in recent years, it has also led to greater competition between organizations to capture the attention of potential donors (Sargeant, 1999). For charities, it may therefore be positive to know how to market themselves in the best possible way to get as many donations as possible from private individuals. Results from experiment 1 showed that a charity organization can market themselves as a brand without promoting a single identifiable individual. By focusing only on the organization as a brand, one can increase people's loyalty of the organization (Ein-Gar & Levontin, 2013) and at the same time one can increase people's experienced familiarity with the organization, as one becomes more familiar with what one is often presented with (Stephan et al., 2011).

Experiment 2 showed that lesser-known charity organization could benefit from asking donors for money by explaining both why one should donate and how they could donate. Further, a well-known charity organization may benefit from asking donors for money by telling them why they should donate.

Further research should continue to investigate whether it pays off for a charity organization to market the organization in line with construal level theory or not, by including different types of samples. That is, by including a more generalizable sample one can better test the validity and generalizability of these results. At the same time, it is interesting to further investigate whether people are more willing to donate to a familiar organization compared with a single identifiable victim using other samples. Further, research should also investigate the construal of the different donation targets, thus measure how concrete or

abstract people experience a familiar organization compared to a single identifiable victim can contribute to explaining some of the results presenting in this thesis.

Conclusion

Charities rely on monetary donations from individuals in the community to survive. There are a number of reasons why we choose to donate money, but we often donate to people or groups we feel socially close to. This thesis suggests that one can use the theory of social distance to increase donation behavior among potential donors in Norway. When the donation target was presented at a close distance to the participants the willingness to donate increased. However, the thesis has not been able to find replicating findings regarding construal levels of the donation goals. Our participants were not more willing to donate to a low-level construal donation goal compared to a high-level construal donation target. There were no positive effects of presenting a donation goal in line with the interpretation of the social distance, that is, the participants were not more willing to donate money to a low-level construal donation goal presented with a small social distance or to a high-level construal donation target presented with a large social distance. Studying how to frame donation appeals or donation targets can be an important contribution for charity organizations interesting in the best way to collect donations from private donors. Further, this research can be a contributor to the theory of construal level theory, where we found contradictory results than what has been found previously. Our results indicate that working to promote the organization as a name or brand to increase people's perceived familiarity with the organization is important for increasing willingness to donate among private donors in Norway.

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Appendix 1a)

Bakgrunn for studien:

Vi er inne i en spesielt krevende tid og flere mennesker har fått livene sine snudd opp ned. Mange i verden idag har behov for en hjelpende hånd for å takle krisen som har oppstått. For å møte krisen på best mulig måte jobber hjelpeorganisasjoner over hele verden med å styrke nåværende tilbud, samtidig som nye tilbud utvikles. De ulike organisasjonene uttrykker derfor et ønske om å motta donasjoner i form av penger. Denne studien er en del av en større masteroppgave, formålet med studien er å kartlegge hvilke veldedige organisasjoner man ønsker å donere penger til.

Metode:

Du vil bli presentert for et scenario, og må deretter besvare hvor sannsynlig det er at du hadde donert til dette formålet. Undersøkelsen tar cirka 5 minutter.

Personvern:

Det er frivillig og delta i denne studien. All data i denne undersøkelsen registreres anonymt uten mulighet for personidentifisering. Du kan når som helst velge å trekke deg i løpet av undersøkelsen uten å oppgi grunn.

Ved ytterligere spørsmål kan du sende mail til:

Masterstudent Helene Høgdsal: hho119@uit.no

Veileder Kjarsti Thorsteinsen: kjarsti.thorsteinsen@uit.no

Q1

Før du svarer på spørsmålene ber vi om ditt samtykke til å delta i studien

- Jeg er informert om innholdet i denne studien, jeg er over 16 år gammel og sier meg villig til å delta
-

Q2

Se for deg følgende scenario:

I nærheten av hjemmet ditt bor Arian. I disse tider har ikke Arian mulighet til å gå på skolen og trenger derfor ekstra hjelp med skolearbeid og lekser.

Q3

En ideell organisasjon ønsker å starte opp et læringscenter i ditt lokalmiljø for å bistå barn med skolearbeid. Hvor sannsynlig er det at du ville donert penger for at Arian kan benytte seg av dette tilbudet?

- Veldig usannsynlig
 - Noe usannsynlig
 - Verken sannsynlig eller usannsynlig
 - Noe sannsynlig
 - Veldig sannsynlig
-

Q4

Hvor mye er det sannsynlig at du ville donert til dette formålet?

- Mindre enn 50 kr.
- 50 kr.
- 100 kr.
- 150 kr.
- 200 kr.
- 250 kr.
- 300 kr.
- 350 kr.
- 400 kr.
- 450 kr.
- 500 kr.

Q5

Uavhengig av fysisk nærhet, har mennesker en evne til å føle på nærhet til andre personer og grupper. Hvilket bilde beskriver best hvor nær du føler deg Arian?

1

2

3

4

5

6

7

End of Block: ArianNorskScenario

Start of Block: Arian-SvenskScenario

Q6

Se for deg følgende scenario:

I Sverige bor en gutt med navn Arian. I disse tider har ikke Arian mulighet til å gå på skolen og trenger derfor ekstra hjelp med skolearbeid og lekser.

Q7

En ideell organisasjon ønsker å starte opp et læringscenter i Sverige for å bistå barn med skolearbeid. Hvor sannsynlig er det at du ville donert penger for at Arian kan benytte seg av dette tilbudet?

Veldig usannsynlig

Noe usannsynlig

Verken sannsynlig eller usannsynlig

Noe sannsynlig

Veldig sannsynlig

Q8 Hvor mye er det sannsynlig at du ville donert til dette formålet?

- Mindre enn 50 kr.
- 50 kr.
- 100 kr.
- 150 kr.
- 200 kr.
- 250 kr.
- 300 kr.
- 350 kr.
- 400 kr.
- 450 kr.
- 500 kr.

Q9 Uavhengig av fysisk nærhet, har mennesker en evne til å føle på nærhet til andre personer og grupper. Hvilket bilde beskriver best hvor nær du føler deg Arian?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

End of Block: Arian-SvenskScenario

Start of Block: Røde KorsScenario

Q10 Se for deg følgende scenario:

I ditt nærmiljø bor det flere barn. I disse tider er det flere av disse barna som ikke har mulighet til å gå på skolen og trenger derfor ekstra hjelp med skolearbeid og lekser.

Q11 Røde kors ønsker å starte opp et læringscenter i ditt nærmiljø for å bistå barn med skolearbeid. Hvor sannsynlig er det at du ville donert penger til Røde kors for dette formålet?

- Veldig usannsynlig
 - Noe usannsynlig
 - Verken sannsynlig eller usannsynlig
 - Noe sannsynlig
 - Veldig sannsynlig
-

Q12 Hvor mye er det sannsynlig at du ville donert til dette formålet?

- Mindre enn 50 kr.
 - 50 kr.
 - 100 kr.
 - 150 kr.
 - 200 kr.
 - 250 kr.
 - 300 kr.
 - 350 kr.
 - 400 kr.
 - 450 kr.
 - 500 kr.
-

Q13 Uavhengig av fysisk nærhet, har mennesker en evne til å føle på nærhet til andre personer og grupper. Hvilket bilde beskriver best hvor nær du føler deg Røde Kors?

- 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 -
-

Q14 Se for deg følgende scenario:

I Sverige bor det flere barn. I disse tider er det flere av disse barna som ikke har mulighet til å gå på skolen og trenger derfor ekstra hjelp med skolearbeid og lekser.

Q15 Röda Korset ønsker å starte opp et læringscenter i Sverige for å bistå barn med skolearbeid. Hvor sannsynlig er det at du ville donert penger til Röda Korset for dette formålet?

- Veldig usannsynlig
 - Noe usannsynlig
 - Verken sannsynlig eller usannsynlig
 - Noe sannsynlig
 - Veldig sannsynlig
-

Q16 Hvor mye er det sannsynlig at du ville donert til dette formålet?

- Mindre enn 50kr.
- 50 kr.
- 100 kr.
- 150 kr.
- 200 kr.
- 250 kr.
- 300 kr.
- 350 kr.
- 400 kr.
- 450 kr.
- 500 kr.

Q17 Uavhengig av fysisk nærhet, har mennesker en evne til å føle på nærhet til andre personer og grupper. Hvilket bilde beskriver best hvor nær du føler deg Røda Korset?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

End of Block: RødaKorsetScenario

Start of Block: Demografi

Q18 Hvilket kjønn er du?

- Mann
 - Kvinne
 - Annet
-

Q19 Hvor gammel er du?

Q20 Har du barn som bor hjemme?

- Ja
 - Nei
-

Q32 Er du Norsk statsborger?

- Ja
 - Nei
-

Q41 Hvilken nasjonalitet har du?

End of Block: Infoblokk.

Appendix 2a)



NSD sin vurdering

Prosjektittel

Hvem gir penger? En studie av faktorer som påvirker villighet til å støtte veldedige organisasjoner.

Referansenummer

489288

Registrert

11.09.2020 av Helene Høgstad - hho119@post.uit.no

Behandlingsansvarlig institusjon

UiT Norges Arktiske Universitet / Det helsevitenskapelige fakultet / Institutt for psykologi

Prosjektansvarlig (vitenskapelig ansatt/veileder eller stipendiat)

Kjærsti Thorsteinsen, kjarsti.thorsteinsen@uit.no, tlf: 77446269

Type prosjekt

Studentprosjekt, masterstudium

Kontaktinformasjon, student

Helene Høgstad, hho119@uit.no, tlf: 48285195

Prosjektperiode

14.09.2020 - 01.06.2021

Status

23.09.2020 - Vurdert

Vurdering (1)

23.09.2020 - Vurdert

Det er vår vurdering at behandlingen av personopplysninger i prosjektet vil være i samsvar med personvernlovgivningen så fremt den gjennomføres i tråd med det som er dokumentert i meldeskjemaet den 23.09.2020 med vedlegg, samt i meldingsdialogen mellom innmelder og NSD. Behandlingen kan starte.

MELD VESENTLIGE ENDRINGER

Dersom det skjer vesentlige endringer i behandlingen av personopplysninger, kan det være nødvendig å melde dette til NSD ved å oppdatere meldeskjemaet. Før du melder inn en endring, oppfordrer vi deg til å lese om hvilke type endringer det er nødvendig å melde: https://nsd.no/personvernombud/meld_prosjekt/meld_endringer.html
Du må vente på svar fra NSD før endringen gjennomføres.

TYPE OPPLYSNINGER OG VARIGHET

Prosjektet vil behandle særlige kategorier av personopplysninger om helse og alminnelige kategorier av personopplysninger frem til 01.06.2021.

LOVLIG GRUNNLAG

Prosjektet vil innhente samtykke fra de registrerte til behandlingen av personopplysninger. Vår vurdering er at prosjektet legger opp til et samtykke i samsvar med kravene i art. 4 nr. 11 og art. 7, ved at det er en frivillig, spesifikk, informert og utvetydig bekreftelse, som kan dokumenteres, og som den registrerte kan trekke tilbake.

Lovlig grunnlag for behandlingen vil dermed være den registrertes uttrykkelige samtykke, jf. personvernforordningen art. 6 nr. 1 bokstav a, jf. art. 9 nr. 2 bokstav a, jf. personopplysningsloven § 10, jf. § 9 (2).

PERSONVERNPRINSIPPER

NSD vurderer at den planlagte behandlingen av personopplysninger vil følge prinsippene i personvernforordningen om:

- lovlighet, rettferdighet og åpenhet (art. 5.1 a), ved at de registrerte får tilfredsstillende informasjon om og samtykker til behandlingen
- formålsbegrensning (art. 5.1 b), ved at personopplysninger samles inn for spesifikke, uttrykkelig angitte og berettigede formål, og ikke viderebehandles til nye uforenlige formål
- dataminimering (art. 5.1 c), ved at det kun behandles opplysninger som er adekvate, relevante og nødvendige for formålet med prosjektet
- lagringsbegrensning (art. 5.1 e), ved at personopplysningene ikke lagres lengre enn nødvendig for å oppfylle formålet

DE REGISTRERTES RETTIGHETER

Så lenge de registrerte kan identifiseres i datamaterialet vil de ha følgende rettigheter:

åpenhet (art. 12), informasjon (art. 13), innsyn (art. 15), retting (art. 16), sletting (art. 17), begrensning (art. 18), underretning (art. 19), dataportabilitet (art. 20).

NSD vurderer at informasjonen som de registrerte vil motta oppfyller lovens krav til form og innhold, jf. art. 12.1 og art. 13.

Vi minner om at hvis en registrert tar kontakt om sine rettigheter, har behandlingsansvarlig institusjon plikt til å svare innen en måned.

FØLG DIN INSTITUSJONS RETNINGSLINJER

NSD legger til grunn at behandlingen oppfyller kravene i personvernforordningen om riktighet (art. 5.1 d), integritet og konfidensialitet (art. 5.1. f) og sikkerhet (art. 32).

Qualtrics er databehandler i prosjektet. NSD legger til grunn at behandlingen oppfyller kravene til bruk av databehandler, jf. art 28 og 29.

For å forsikre dere om at kravene oppfylles, må dere følge interne retningslinjer og eventuelt rådføre dere med behandlingsansvarlig institusjon.

OPPFØLGING AV PROSJEKTET

NSD vil følge opp ved planlagt avslutning for å avklare om behandlingen av personopplysningene er avsluttet.

Lykke til med prosjektet!

Kontaktperson hos NSD: Mirza Hodzic
Tlf. Personverntjenester: 55 58 21 17 (tast 1)

Appendix 2b)

"Samfunnsengasjement og donasjoner"

Dette er et spørsmål til deg om å delta i et forskningsprosjekt hvor formålet er å se på faktorer som kan påvirke donasjoner til veldedige organisasjoner, under gir vi deg informasjon om målene for prosjektet og hva deltakelse vil innebære for deg.

Formål:

Veldedige organisasjoner har stort behov for donasjoner eller frivillig arbeid fra norske innbyggere. Denne studien danner grunnlag for en masteroppgave med formål å undersøke i hvilken grad norske innbyggerne ønsker å donere til ulike veldedige organisasjoner, samt hvorvidt personlighet og demografi (for eksempel kjønn) spiller inn på donasjonsvillighet.

Hvem er ansvarlig for forskningsprosjektet?

Ansvarlig for prosjektet er UiT Norges arktiske universitet ved masterstudent Helene Høgstad og veileder Kjærsti Thorsteinsen, PhD.

Hvorfor får du spørsmål om å delta?

Vi ønsker å rekruttere deltakere over 18 år som er norske statsborgere til å delta i studien. Spørreskjemaet er derfor delt på ulike nettsider og sosiale media.

Hva innebærer det for deg å delta?

Hvis du velger å delta i prosjektet, innebærer det at du fyller ut et elektronisk spørreskjema. Det vil ta deg ca. 20-25 minutter. Spørreskjemaet inneholder spørsmål om personlighet, erfaringer med og holdning til donasjoner og frivillig arbeid, samt noen demografiske spørsmål (kjønn, alder, utdanning, o.l.).

Det vil være mulig for deg å motta en belønning med verdi på 50kr for deltakelse i dette prosjektet. Du vil derfor bli videresendt til et nytt skjema etter du har svart på spørsmålene. Her vil du bli spurt om å legge inn din e-postadresse slik at vi kan kontakte deg for belønningen, e-postadressen vil ikke kunne spores til dine svar i prosjektet.

Det er frivillig å delta

Det er frivillig å delta i prosjektet. Hvis du velger å delta, kan du når som helst trekke samtykket tilbake uten å oppgi noen grunn. Det vil ikke ha noen negative konsekvenser for deg hvis du ikke vil delta eller velger å trekke deg i løpet av spørreundersøkelsen.

Ditt personvern – hvordan vi oppbevarer og bruker dine opplysninger

Vi vil bare bruke opplysningene om deg til formålene vi har fortalt om i dette skrivet. Vi behandler opplysningene konfidensielt og i samsvar med personvernregelverket. Kun ansvarlig for prosjektet vil ha mulighet til å se data som er samlet inn. Ingen personopplysning om deg lagres, det vil ikke være mulig å knytte dine svar til deg. I

formidling av resultatene av studien vil du som deltaker ikke kunne bli gjenkjent.

Hva skjer med opplysningene dine når vi avslutter forskningsprosjektet?

Svarene dine er anonymisert gjennom hele prosjektet og etter datainnsamlingen er avsluttet innen mai 2021 vil alle e-postadresser slettes.

Dine rettigheter

Så lenge du kan identifiseres i datamaterialet, har du rett til:

- Innsyn i hvilke personopplysninger som er registrert om deg, og å få utlevert en kopi av opplysningene,
- Å få rettet personopplysninger om deg,
- Å få slettet personopplysninger om deg, og
- Å sende klage til Datatilsynet om behandlingen av dine personopplysninger.

E-postadressen lagres separat fra dine svar. Det vil si at svarene dine ikke kan knyttes opp til e-postadressen din. Det er kun e-post adressen som kan knyttes til deg.

Hva gir oss rett til å behandle personopplysninger om deg?

Vi behandler opplysninger om deg basert på ditt samtykke. På oppdrag fra UiT Norges arktiske universitet har NSD – Norsk senter for forskningsdata AS vurdert at behandlingen av personopplysninger i dette prosjektet er i samsvar med personvernregelverket.

Hvor kan jeg finne ut mer?

Hvis du har spørsmål til studien, eller ønsker å benytte deg av dine rettigheter, ta kontakt med UiT Norges arktiske universitet:

- Helene Høgstad, masterstudent ved Institutt for psykologi, Det helsevitenskaplige fakultet, hho119@uit.no
- Kjersti Thorsteinsen, PhD, postdoktor ved Institutt for psykologi, Det helsevitenskaplige fakultet, kjarsti.thorsteinsen@uit.no
- Vårt personvernombud: Joakim Bakkevold (personvernombud@uit.no)

Hvis du har spørsmål knyttet til NSD sin vurdering av prosjektet, kan du ta kontakt med:

- NSD – Norsk senter for forskningsdata AS på epost (personverntjenester@nsd.no) eller på telefon: 55 58 21 17.

Q1 Før du svarer på spørsmålene ber vi om ditt samtykke til å delta i studien

- Jeg er informert om innholdet i denne studien, jeg er over 18 år gammel og sier meg villig til å delta.
- Jeg ønsker ikke å delta i studien.



Q2 VELDEDIGE ORGANISASJONER

Vennligst ranger de følgende humanitære organisasjonene etter hvor kjent de er for deg. Plasser den du er mest kjent med øverst (1 = mest kjent, 5 = minst kjent).

- _____ Røde Kors
- _____ Strømmestiftelsen
- _____ Dråpen i havet
- _____ Norsk folkehjelp
- _____ Forut

End of Block: familiarity

Start of Block: Toronto Empathy Questionnaire

Q3 OM DEG

I denne delen vil du få noen spørsmål om hvordan du vanligvis er. Les hver uttalelse nedenfor nøye og vurder om du er enig i at følelsene eller handlingene som er beskrevet passer deg. Det er ingen riktige eller gale svar. Vennligst svar på hvert spørsmål så ærlig du kan.

	Veldig uenig 1	2	3	4	Veldig enig 5
Når noen rundt meg er begeistret, pleier jeg også å bli begeistret.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Andres motgang påvirker meg ikke nevneverdig.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det plager meg å se noen bli behandlet respektløst.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Jeg forblir
upåvirket når
andre nær
meg blir glad.

Jeg liker å få
andre
mennesker til
å føle seg
bedre.

Jeg føler
bekymring og
engstelse for
mennesker
som er mindre
heldig enn
meg.

Når en venn
begynner å
snakke om
problemene
sine, forsøker
jeg å styre
samtalen mot
noe annet.

Jeg kan legge
merke til når
andre er triste,
selv om de
ikke sier noe
om det.

Q4 OM DEG

Les hver uttalelse nedenfor nøye og vurder om du er enig i at følelsene eller handlingene som er beskrevet passer deg. Det er ingen riktige eller gale svar. Vennligst svar på hvert spørsmål så ærlig du kan.

	Veldig uenig 1	2	3	4	Veldig enig 5
Jeg opplever at mitt humør er samstemt med andre menneskers humør.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Jeg føler ikke
sympati for
mennesker
som
forårsaker sin
egen alvorlige
sykdom.

Jeg blir irritert
når noen
gråter.

Jeg er egentlig
ikke
interessert i
hva andre
mennesker
føler.

Jeg får en
sterk trang til
å hjelpe
dersom jeg ser
noen som er
lei seg.

Når jeg ser
noen bli
urettferdig
behandlet,
synes jeg ikke
veldig synd på
dem.

Jeg synes det
er teit når folk
gråter av
lykke.

Når jeg ser
noen bli
utnyttet får
jeg et
beskyttelses-
instinkt for
denne
personen.

Q5 FRIVILLIG ORGANISASJON

I den neste delen får du en beskrivelse av en humanitær organisasjon og du vil bli spurt noen spørsmål relatert til denne organisasjonen.

End of Block: Block 13

Start of Block: Eksperiment

Q6 §{Q13/ChoiceGroup/ChoiceWithHighestValue}

§{Q13/ChoiceGroup/ChoiceWithHighestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvordan kan du donere penger til §{Q13/ChoiceGroup/ChoiceWithHighestValue}?

- Direkte overføring på bankkonto.
 - Ved å bruke vipps.
 - Ved å sende SMS å gi en gave.
 - Bli fastgiver.
-

Q7 §{Q13/ChoiceGroup/ChoiceWithHighestValue}

§{Q13/ChoiceGroup/ChoiceWithHighestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvorfor donere penger til §{Q13/ChoiceGroup/ChoiceWithHighestValue} ?

- Støtte deres arbeid
 - Hjelp mennesker
 - Øke slagkraften deres
 - Gjøre en forskjell
-

Q8 §{Q13/ChoiceGroup/ChoiceWithLowestValue}

§{Q13/ChoiceGroup/ChoiceWithLowestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvorfor donere penger til §{Q13/ChoiceGroup/ChoiceWithLowestValue}?

- Støtte deres arbeid
- Hjelp mennesker

- Øke slagkraften deres
 - Gjøre en forskjell
-

Q9 §{Q13/ChoiceGroup/ChoiceWithLowestValue}

§{Q13/ChoiceGroup/ChoiceWithLowestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvordan kan du donere penger til §{Q13/ChoiceGroup/ChoiceWithLowestValue}?

- Direkte overføring på bankkonto.
 - Ved å bruke vipps.
 - Ved å sende SMS å gi en gave.
 - Bli fastgiver.
-

Q10 §{Q13/ChoiceGroup/ChoiceWithLowestValue}

§{Q13/ChoiceGroup/ChoiceWithLowestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvorfor donere penger til §{Q13/ChoiceGroup/ChoiceWithLowestValue}?

- Støtte deres arbeid.
- Hjelp mennesker.

Hvordan donere penger til §{Q13/ChoiceGroup/ChoiceWithLowestValue}?

- Direkte overføring på bankkonto.
 - Ved å bruke vipps.
-

Q11 §{Q13/ChoiceGroup/ChoiceWithHighestValue}

§{Q13/ChoiceGroup/ChoiceWithHighestValue} er en ikke-statelig organisasjon som gir bistand til mennesker som av ulike grunner behøver hjelp. Organisasjonen baseres i stor grad på frivillig arbeid og donasjoner.

Hvorfor donere penger til §{Q13/ChoiceGroup/ChoiceWithHighestValue}?

- Støtte deres arbeid.
- Hjelp mennesker.

Hvordan donere penger til §{Q13/ChoiceGroup/ChoiceWithHighestValue}?

- Direkte overføring på bankkonto.
- Ved å bruke vipps.

End of Block

Start of Block: Block 14

Q12 Hvor sannsynlig er det at du ville donert til denne veldedige organisasjonen?

- Veldig usannsynlig
- Noe usannsynlig
- Verken sannsynlig eller usannsynlig
- Noe sannsynlig
- Veldig sannsynlig

Q13 Hvor mye er det sannsynlig at du ville donert til denne veldedige organisasjonen?

- Mindre enn 50 kr.
- 50 kr.
- 100 kr.
- 150 kr.
- 200 kr.
- 250 kr.
- 300 kr.
- 350 kr.
- 400 kr.
- 450 kr.
- 500 kr.

Q14 Hvor tydelig er det for deg **hvorfor** du bør donere til den veldedige organisasjonen?

- Ikke tydelig i det hele tatt 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Veldig tydelig 7
-

Q15 Hvor tydelig er det for deg **hvordan** du kan donere til den veldedige organisasjonen?

- Ikke tydelig i det hele tatt 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Veldig tydelig 7
-

Q16 Hvor detaljert syns du beskrivelsen av den veldedige organisasjonen var?

- Veldig abstrakt 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Veldig detaljert 7
-

Q17 Hvor kjent er du med arbeidet til den veldedige organisasjonen?

- Ikke kjent i det hele tatt 1
- 2
- 3
- 4
- 5
- 6
- Veldig kjent 7

End of Block

Start of Block: Demografi

Q18 BAKGRUNNSINFORMASJON

Til slutt trenger vi litt bakgrunnsinformasjon om deg.

Q19 Hvilket kjønn er du?

- Mann
 - Kvinne
 - Annet
 - Ønsker ikke svare
-



Q20 Hvor gammel er du?

▼ 18 (18) ... 100 (100)

Q21 Hvor mange barn bor det i husstanden din?

▼ 0 (1) ... 10 (11)

Q22 Er du norsk statsborger?

- Ja
 - Nei (vennligst oppgi hvilket land du er statsborger i)
-

Q23 Hva er din sivilstatus?

- Singel
 - I et forhold
 - Samboer
 - Gift
 - Skilt/separert
 - Enke/enkemann
-

Q24 Hva er din høyeste, avsluttede utdanning?

- Ungdomsskole / realskole
 - Videregående skole
 - Kort høyere utdanning (opptil 4 år)
 - Lang høyere utdanning (mer enn 4 år)
 - Ønsker ikke svare
-

Q25 Hva er din årlige brutto inntekt (før skatt)?

▼ mindre enn 200.000 kr. (1) ... mer enn 1.000.000 kr. (6)

Display This Question:

If Hva er din sivilstatus? = Samboer

Or Hva er din sivilstatus? = Gift

Q26 Hva er den årlige brutto inntekten i din husholdning (før skatt)?

▼ mindre enn 200.000 kr. (1) ... Mer enn 2.000.000 kr. (11)

End of Block

Start of Block: Valg

Display This Question:

If
\${q://QID13/ChoiceGroup/ChoiceWithHighestValue}\${q://QID13/ChoiceGroup/ChoiceWithHighestValue} er... Is
Displayed
Or Or
\${q://QID13/ChoiceGroup/ChoiceWithHighestValue} \${q://QID13/ChoiceGroup/ChoiceWithHighestValue}... Is
Displayed
Or
Or \${q://QID13/ChoiceGroup/ChoiceWithHighestValue}\${q://QID13/ChoiceGroup/ChoiceWithHighestValue} e..
. Is Displayed

Q27 Tusen takk for at du valgte å delta i dette prosjektet!

Som takk ønsker vi å gi deg en belønning med en verdi på 50 kroner. Du står fritt til å velge det alternativet du ønsker, men du kan kun bruke belønningen på et av de to alternativene nedenfor.

Hva ønsker du å gjøre med belønningen?

- Delta i lotteri med mulighet for å vinne et gavekort på 1000 NOK.
- Donere pengene til \${Q13/ChoiceGroup/ChoiceWithHighestValue}.

Display This Question:

If
\${q://QID13/ChoiceGroup/ChoiceWithLowestValue}\${q://QID13/ChoiceGroup/ChoiceWithLowestValue} er e...
Is Displayed
Or Or
\${q://QID13/ChoiceGroup/ChoiceWithLowestValue} \${q://QID13/ChoiceGroup/ChoiceWithLowestValue} e... Is
Displayed
Or Or
\${q://QID13/ChoiceGroup/ChoiceWithLowestValue}\${q://QID13/ChoiceGroup/ChoiceWithLowestValue} er e...
Is Displayed

Q28 Tusen takk for at du valgte å delta i dette prosjektet!

Som takk ønsker vi å gi deg en belønning med en verdi på 50 kroner. Du står fritt til å velge det alternativet du ønsker, men du kan kun bruke belønningen på et av de to alternativene nedenfor.

Hva ønsker du å gjøre med belønningen?

- Delta i lotteri med mulighet for å vinne et gavekort på 1000 NOK.
- Donere pengene til $\{Q13/ChoiceGroup/ChoiceWithLowestValue\}$.

Display This Question:

If $\{q://QID13/ChoiceGroup/ChoiceWithLowestValue\}$ er e...
Is Displayed

Q29 Om valgene:

1) Dersom du velger å delta i et lotteri vil du ha mulighet til å vinne et elektronisk gavekort på en verdi av 1000 NOK. Gavekortet kan brukes i mer enn 150 butikker, nettbutikker eller på ulike opplevelser.

2) Dersom du velger å donere bort pengene til $\{Q13/ChoiceGroup/ChoiceWithLowestValue\}$ vil pengene overføres direkte til organisasjonen.

Etter datainnsamlingen er ferdigstilt vil vinnerne av gavekortet bli kontaktet og bekreftelse på donasjonen til $\{Q13/ChoiceGroup/ChoiceWithLowestValue\}$ sendes via e-post.

Display This Question:

If $\{q://QID13/ChoiceGroup/ChoiceWithHighestValue\}$ $\{q://QID13/ChoiceGroup/ChoiceWithHighestValue\}$... Is Displayed

Q30 Om valgene:

1) Dersom du velger å delta i et lotteri vil du ha mulighet til å vinne et elektronisk gavekort på en verdi av 1000 NOK. Gavekortet kan brukes i mer enn 150 butikker, nettbutikker eller på ulike opplevelser.

2) Dersom du velger å donere bort pengene til $\{Q13/ChoiceGroup/ChoiceWithHighestValue\}$ vil pengene overføres direkte til organisasjonen.

Etter datainnsamlingen er ferdigstilt vil vinnerne av gavekortet bli kontaktet og bekreftelse på donasjonen til $\{Q13/ChoiceGroup/ChoiceWithHighestValue\}$ sendes via e-post.

Start of Block: Block 14

Display This Question:

If Tusen takk for at du valgte å delta i dette prosjektet! Som takk ønsker vi å gi deg en belønn... = Delta i lotteri med mulighet for å vinne et gavekort på 1000 NOK.

Or Tusen takk for at du valgte å delta i dette prosjektet! Som takk ønsker vi å gi deg en belønn... = Delta i lotteri med mulighet for å vinne et gavekort på 1000 NOK.

Q31 HELT TIL SLUTT

Du er nå ferdig med undersøkelsen. Når du trykker på knappen videre blir du videresendt til et spørreskjema der vi ber om e-postadressen din for å kunne kontakte vinnere av lotteriet. E-postadressen din lagres ikke sammen med svarene dine, så svarene dine forblir anonyme.

Display This Question:

If Tusen takk for at du valgte å delta i dette prosjektet! Som takk ønsker vi å gi deg en belønn... = Donere pengene til $\{q://QID13/ChoiceGroup/ChoiceWithHighestValue\}$.

Or Tusen takk for at du valgte å delta i dette prosjektet! Som takk ønsker vi å gi deg en belønn... = Donere pengene til $\{q://QID13/ChoiceGroup/ChoiceWithLowestValue\}$.

Q32 HELT TIL SLUTT

Du er nå ferdig med undersøkelsen. Når du trykker på knappen videre blir du videresendt til et spørreskjema der vi ber om e-postadressen din for å kunne sende deg en bekreftelse at donasjonen er gjennomført. E-postadressen din lagres ikke sammen med svarene dine, så svarene dine forblir anonyme.