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Introduction

World Vision predicts that there are more than 719 million people living in poverty (Peer 2023). Charitable organizations often strive to fill gaps of government programs and alleviate poverty by offering food, clothing, and support to these millions of individuals in need. To be successful in realizing the goals of these charitable organizations, the quantity of charitable donations must be large to create change. Charitable organizations regularly attempt to obtain donations through means of advertising; however, are these methods of advertising effective in soliciting donations

to help underprivileged populations across the globe? By improving the understanding of effective donation solicitation practices, charitable organizations will be able to increase donations.

When individuals were asked to donate to either Rokia, a young girl from Mali who is desperately poor and facing starvation, or to the general millions of people who are currently suffering in poverty, the largest share of donations went to Rokia (Small, Loewenstein, and Slovic, 2007). This is an example of the identifiable victim effect—when donors give to victims portrayed in a picture or story on the basis that these victims were more personable. Other factors have also proven to influence donations, such as paternalism. Baker (2015) and Prather (2019) found that White Americans act more favorably towards Black Africans than Black Americans towards Black Africans due to paternalism. We plan to study how paternalism, the identifiable victim effect, and other factors influence private aid by asking the following questions: (1) How do certain images and information motivate increased monetary donations for private foreign aid? (2) How do those images and donation amounts correspond with racial prejudice and paternalism?

By replicating Small, Loewenstein, and Slovic's study above as a survey-based field experiment with behavioral outcomes, we plan to increase the validity of the literature for the identifiable victim effect and paternalism. Furthermore, we plan to confirm whether the results can be replicated outside of the lab and college setting of the original research. We hypothesize that 1) the advertisements with images depicting a single identifiable victim will receive higher donations, 2) when people are told about the "identifiable victim effect," they will donate less to the victim, 3) White Americans will donate more to Black Africans than Black Americans, and 4) Americans of color will donate more to the Black Americans than Black Africans.

We found that identifiable victims did receive higher donations than statistical victims, thus supporting the findings of Small, Loewenstein, and Slovic's study; however, contrary to Small's findings, we found that deliberative thought increased donations in some circumstances. We also found that non-White Americans were more likely to donate to Black American victims than to Black African victims.

Literature Review

In 2007, Small, Loewenstein, and Slovic conducted a lab experiment to examine the amount of money donated to a single identifiable victim versus statistical victims—meaning aggregate statistics about large groups of people. True to their hypothesis, they found that more money is given to identifiable victims. The researchers then attempted to increase statistical victim donations by informing subjects of the identifiable victim effect. However, this did not increase donations for statistical victims and resulted in smaller donations for identifiable victims. The researchers concluded that if subjects are made aware of the persuasive effects of giving more to identifiable victims than to statistical victims, they will reduce their donations to the identifiable victim and fail to increase their donations to statistical victims.

Researchers generally agree that individuals are more likely to sympathize with, and provide resources to identifiable victims, rather than the statistical victims; representing millions of people in poverty (Jenni and Loewenstein, 1997; Small, Loewenstein, and Slovic, 2007). The largest donations are given to identifiable victims — especially when the victim is shown alone in an image. One meta-analysis, in particular, found that an image depicting a child suffering from poverty is the most likely to induce this identifiable victim effect (Feeley and Lee, 2016). In comparison, similar studies have shown that statistical data representing an impoverished population has a significantly lower effect on individuals, both emotionally and monetarily (Kogut and Ritov, 2005).

The identifiable victim effect is supported by a body of psychological and biological evidence that illustrates humans' two modes of thought: deliberative and affective. Deliberative thought helps individuals make rational decisions, such as those based on cost-benefit analysis and efficiency. In contrast, affective thought causes humans to react quickly, emotionally, and at times irrationally (Epstein, 1994; Loewenstein & O'Donoghue, 2004). The Identifiable Victim Effect targets this emotional and reactive mode of thought. This generates both greater sympathy and larger donations, despite the fact that providing the same amount of aid to a larger group could have a more substantial effect. In contrast, the use of statistics targets the deliberative mode of thought, resulting in less sympathy and consequently smaller donations. As donations to a large population would affect more individuals, the deliberate mode of thought, in theory, should be most effective in alleviating poverty (Friedrich et al., 1999; Jenni & Loewenstein, 1997). However, this is not what our research found.

As we emphasize behavioral outcomes in our study, such as the emotions experienced when donating, we will be better able to measure the amount of distress or sympathy felt by subjects towards either identifiable victims or statistical victims. We expect to see results that show trends similar to Erlandsson, Björklund, and Bäckström (2014). They found that distress motivates giving, only when giving is perceived as helping the situation. In contrast, if one does not believe that giving will help (such as with statistical victims) then giving is less likely to occur. Sympathy, on the other hand, motivates people to give whether that aid is perceived as helpful or not, as in the identifiable victim's case.

We will also consider the consequences of the identifiable victim effect. When donors narrow their focus on saving an individual victim, they forgo the opportunity to help the group (Kelman, 2011). By doing so, donors limit the good their donations might have by helping one person, rather than potentially helping thousands of people. Similarly, we will test if creating a single identifiable victim generates a paternalistic view for intervention.

There is also a wealth of literature on the topic of White American paternalism towards Black Americans. Among them, Baker (2015) and Prather (2019) provide evidence that White Americans have favorable attitudes towards Black Africans receiving aid and are simultaneously less supportive of Black Americans receiving welfare. Baker discusses how this increased favorability towards aid is not because

Black Africans are more impoverished than Black Americans, but rather, it is a result of racial paternalism. Racial paternalism causes White Americans to see Black Africans as less capable than Whites and thus less capable to help themselves or be self-reliant. Freeman (2009) and Jones (2007) agree with Baker by acknowledging that paternalism affects donations given to specific races and ethnicities that are often viewed by Whites as incompetent. Freeman (2009) further notes the role of race in donations by exploring White Social Dominance Orientation, or the widely held belief that the White race is dominant. This leads to greater donations from Whites to Black-oriented charities.

Furthermore, the White Savior ideal—employed in circumstances where White individuals see themselves as the rescuers for people of color—further motivates an increase in aid for foreign charities (Baker 2015; Aronson 2017). All groups perceived as less capable, whether racial or otherwise, receive additional donations as a result of paternalism (Baker 2015; Dietrich, Hyde, and Winter 2019; Jacobsson, Johannesson, and Borgquist 2007; Jones 2007). Studies show that donations are also instigated by White Saviorism, international ties, and moral arguments (Hurst, Tidwell, Hawkins 2017; Prather 2020; Baker 2015; Aronson 2017). It follows that people are more likely to donate to a person of dissimilar race, in fulfillment of White Saviorism.

Helping others can have the same effect as fulfilling one's individual desires (Gutman et. al., 2002). As such, when faced with identifiable victims, individuals are far more likely to make personal sacrifices to ease the burden of the victim as they know specifically how their donation might alleviate that victim's burdens (Jenni and Lowenstien 1997). This self-gratification coupled with White Saviorism helps to illustrate the effect of identifiable victims on potential donations. Paternalism and the White Savior ideal lead to increased donations from White populations to non-White foreign victims.

We conclude from the existing literature on identifiable victims and paternalism that prior documented effects of these ideas on giving validate further study on the nuanced extents of those effects. We are unaware of an attempt to combine both of these effects in one study, which would better illuminate the motivations and trends behind foreign aid donations. We propose conducting further research to combine both identifiable victims and paternalism in a randomized control trial to try and discover how these two phenomena work together to affect private aid donations. We will test the isolated effects of paternalism and the isolated effects of the identifiable victim, then compare that to the combined effects of both. Our study will provide unique data in this well-researched field. This data and knowledge are critical for development organizations to be aware of for messaging and fundraising. It is especially valuable for organizations who are working in African countries and raising money from White westerners, as it is likely they will encounter or profit from paternalism.

Theoretical Approach

The identifiable-victim effect has found that people are more likely to give aid money to a single victim who is suffering rather than to a group of people statistically described as suffering (Feeley and Lee, 2016). This is because the identifiable victim effect targets the emotional and reactive modes of thought. Individual victims generate both greater sympathy and larger donations than statistical victims (Friedrich et al., 1999; Jenni & Loewenstein, 1997). When a person feels more personally responsible to aid the victim, the identifiable victim effect is in action, resulting in an increased willingness to donate money (Jenni and Loewenstein, 1997; Small, Loewenstein, and Slovic, 2007). As a result, we hypothesize that images that depict a single identifiable victim will receive higher donation amounts than statistical facts about a population in need.

We will also incorporate a treatment that informs the participant about the identifiable victim effect to learn if knowledge of the effect changes donation amounts. Giving the participants information about the effect of the identifiable victim will influence them to think more rationally about their donation (Epstein, 1994; Loewenstein & O'Donoghue, 2004). The switch from emotional to deliberative decision making requires rational calculation, which is expected to mitigate the emotional response. We expect participants to decrease the funds given to the identifiable victim when they become aware of the identifiable victim effect because their emotional arousal will diminish.

The second variable we are testing is paternalism. Some White Americans hold a belief—consciously or subconsciously—that the White race is morally superior to other races, especially the Black race (Freeman, 2009). Additionally, White people may believe that Black people are less capable than White people (Freeman, 2009; Jones, 2007). This perceived superiority in morals and capabilities leads White people to feel a moral obligation to help "inferior" Black people (Baker 2015; Aronson 2017). This suggests that White people on average may display racial paternalism toward Black victims (Freeman, 2009; Jones, 2007). Hence, we hypothesize that images that depict a victim who is Black will receive more donations if the donor is White. Additionally, since some White Americans view Black victims abroad as less capable and Black Americans as lazy, racial paternalism should be stronger toward victims abroad (Baker, 2015; Prather, 2019). As such, we hypothesize that if the donor is White, images depicting a Black victim abroad will receive more donations than a Black American victim.

Finally, we include emotional questions in the survey to understand which emotions lead to greater donations. These questions are the same across all of the treatments. It is predicted that stronger feelings, whether negative or positive will inspire larger donations.

Methodology

We administered a Qualtrics survey via Amazon Mechanical Turk, a virtual marketplace for survey takers. Participants were compensated $0.30–$0.35 for completing the survey. We limited our population to adults (age 18 or older) residing in the United States. Our survey was available to participants during the months of March and April 2021. Each participant answered several demographic questions and was then block randomized by race into one of eight treatment groups. The demographic questions control for gender, age, state, race, religion, marital status, place of residence (i.e. mobile home, one-family home, etc.), employment status, annual income, education, political affiliation, and close family or friends living outside of the United States. The first treatment showed an identifiable image of a White victim in the United States named Cali. The second treatment showed an identifiable image of a Black victim in the United States named Trinity. The third treatment showed an identifiable image of a Black victim in Africa named Edlawit. The fourth treatment showed an identifiable image of a White victim in Africa named Sama. The pictures and information presented about each identifiable victim were approximately equivalent, except the race and country of origin, and we use different images to avoid deception. The victims are all real children listed on the Save the Children website. The fifth treatment group received statistical information about children's malnutrition, lack of education, and access to medical care not specific to a country. Treatments six through nine were shown the same treatments as one through four but with a disclaimer about identifiable victim effect, testing deliberative thought. The tenth treatment received both the statistical information and the deliberative thought information. Finally, the eleventh group was the control group. This group was presented with a paragraph about technology that was unrelated to children and not designed to induce any of the emotions measured below. Full treatments and surveys can be found in the Appendix.

After receiving the treatment, participants were asked how much money they would be willing to donate to Save the Children if they were to win a $100 drawing. The participants were then asked a set of follow-up questions focused on emotions to help us identify other correlations behind donation patterns. Ultimately, one of the participants did receive the $100 and the money they allotted to donations was donated. Creating a drawing strengthened external significance as participants would donate real money.

Results

There were around 2,136 respondents with ten different treatment groups and a control. The control was randomized to take half of the respondents, so it had just over 1,000 responses. This enabled better statistical significance because it secured the control group which was used to compare each treatment group. All of the other

treatments received just over 100 responses. The average donation overall was $44.16, and the average for the control was $41.44.

The general regressions (see Appendix) show that most treatment groups are not statistically significant. However, treatment 4 (White African treatment) was significant at the 99% level showing an $8.74 increase from the control. This is larger than any of the first five treatments (treatments without deliberative thought). Treatment 7 (Deliberative Black American Treatment) received $9.12 more money than the control. Additionally, Treatment 9 (Deliberative White African Treatment) received $7.77 more than the control. These are the only treatments that were statistically significant.

Next, a t-test compares the treatment groups with the control groups. (seen in Figure 2). We then placed these into a graph (Figure 3), which shows that the White African Victim treatment, the Deliberative Black American treatment, and the Deliberative White African treatment were significant statistically. This matches our previous results but does not support our hypothesis.

Figure 2: The figure tests run the treatments against the control group which is 41.43896. The p-values are italicized.

Treatment 1 White American Victim	43.77778 *0.3904*
Treatment 2 Black American Victim	46.49074 *0.1192*
Treatment 3 Black African Victim	41.85849 *0.8947*
Treatment 4 White African Victim	51.37736 *0.0028*
Treatment 5 Statistic	49.66038 *0.0055*
Treatment 6 Del White American Victim	45.29126 *0.2528*
Treatment 7 Del Black American Victim	51.53271 *0.0010*
Treatment 8 Del Black African Victim	44.8972 *0.3057*
Treatment 9 Del White African Victim	47.14151 *0.0649*
Treatment 10 Del Statistical	45.87912 *0.1956*

Figure 3: The figure below is a box plot visualizing the statistical significance of each treatment group against the control.
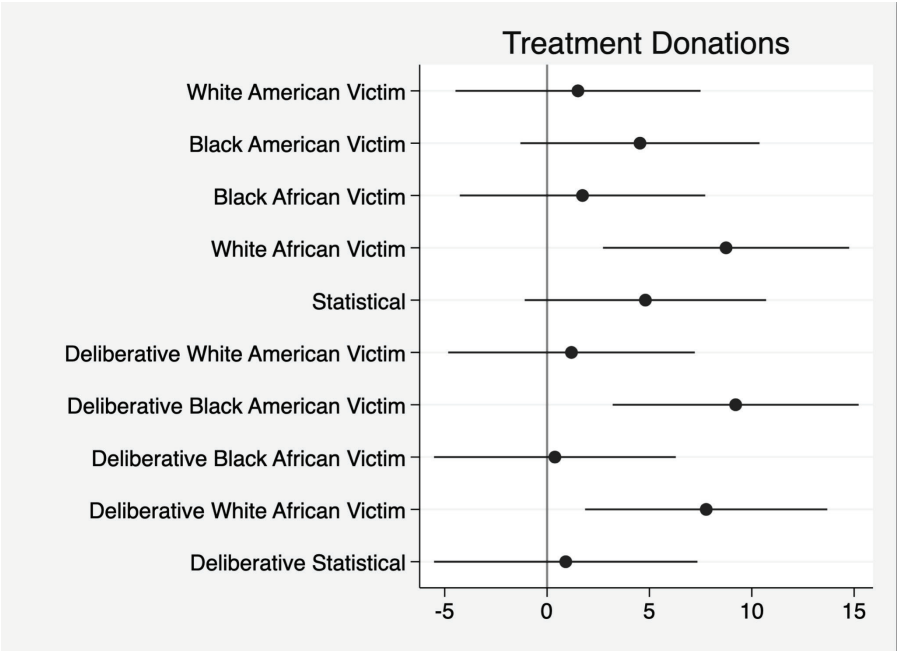
Figure 4 shows the difference between deliberative and non-deliberative victims. Deliberative treatments have an increase in donation, but this was not statistically significant. Figure 5 shows the difference between the African and American victims. The American victims got more donations by $0.24, but again, this was not significant. Figure 6 shows a set of tests that evaluated the Black and White treatment groups, discovering that Black victims received more donations. This is significant at an 85% level, so it falls short of conventional statistical standards.

Figure 4: The below figure shows the t-test between the deliberative treatments and the non-deliberative treatments.

Deliberative	Not deliberative	Difference	p-value
47.47945	46.15801	1.321439	0.5400

Figure 5: This illustrates the t-test between African and American treatments.

African	American	Difference	p-value
46.59091	46.84023	0.2493165	0.9039

Figure 6: The figure below shows the t-test between Black victims and White victims.

Black	White	Difference	p-value
47.64626	44.615	3.031255	0.1331

Figure 7 (Appendix) shows the relationship of donations compared to the race of the participants. Because only 14% of the participants were Black (140 in control and 14 in treatments), there were not many observations, and hence, it was difficult to get statistically significant information. All of the treatments were divided with block randomization, ensuring equal division of race between all survey treatments. Black American victims received about $16.53 more from Black participants compared to White participants, which is significant at the 99% level. The Black participants were also more likely to donate $10.16 more. No other treatment group was statistically significant.

Figure 8: This figure shows the regression results of Morality and Feelings. The standard errors are shown in parentheses.

VARIABLES	donation	Sad	0.0486
Moral Responsibility	5.239***		(0.652)
	(0.251)	Excited	2.867***
Compassion	-0.433		(0.643)
	(0.662)	Worried	2.457***
Angry	3.564***		(0.639)
	(0.581)	Constant	-19.05***
Happy	2.659***		(2.628)
	(0.690)	Observations	2,029
		R-squared	0.370

*** p<0.01, ** p<0.05, * p<0.1

Figure 8 was the result of some emotional questions we asked people regarding the paragraph and story they were assigned to read. We wanted to see if the more positive or negative feelings someone felt the more or less they donated in order to control for wording or emotional connection to the victims. We found that the more morally responsible someone felt on a ten-point scale, they were more likely to donate $5.24. We also saw that overall negative feelings (angry, worried, and sad) led to higher overall donations than happy feelings (excited, compassion, and happy). It is interesting to note that anger was the most influential emotion leading to people who felt one point of anger more on a five-point scale to donating $3.57 more. These results may be of interest to those formatting advertisements for donations as helping patrons feel certain emotions will make them donate more money.

Discussion & Conclusion

Without deliberative thought treatments, 1, 2, and 3 all had lower average dona-tion amounts than the statistical information (treatment 5). This does not support the hypothesis because it shows that the identifiable victims have lower donations com-pared to the statistical data. Treatments 6 and 8 were lower than the statistical infor-mation but not nearly as strong as hypothesized. This contradicts the findings from Small and Lowenstein. The hypothesis predicted that more people would donate to identifiable victims but with the deliberative thought treatments, the difference be-tween identifiable and statistical victims went away from either people giving more to the statistical group or less to the identifiable victim group. The data shows that deliberative and non-deliberative treatments have a small difference between them. It shows that donations, despite deliberative thought, remain about the same amount, but donations shift for the race and ethnicity of the victims that are being donated to. This shows that neither hypotheses 1 and 2 are supported by our data.

Hypothesis three states that White Americans will donate more to Black Afri-cans than Black Americans. However, the average donation for White participants to Black Americans was $45.26, and the average donation to Black Africans was $43.45. This difference in donations is relatively small, but donations made to those abroad are less than domestic donations, unlike the prediction of our hypothesis. Additional-ly, under deliberative thought, White participants donated $51.51 to Black Ameri-cans and $45 to Black Africans. This is an even larger difference than before. Because of our data, our hypothesis cannot be supported.

Hypothesis four was non-White Americans will donate (we use non-White here instead of Black to increase the participant count) more to Black Americans than Black Africans. The data shows that Black participants donated $61.78 to Black Americans and $53.2 to Black Americans. This pattern continues for deliberative treatments. Black participants donated $52.43 to deliberative Black Americans and $43.3 to delib-erative Black Africans. This supports our hypothesis.

One of the largest limitations of our study was the uneven representation of the Black and White respondents. There were 303 total Black respondents. These were split into 11 groups (the 10 treatments and control). In contrast, there were 1,664 White respondents. This showed that for each treatment there were about 80 White respondents and 15 Black respondents. With five times the number of respondents, our estimates of the beliefs and reported behavior of White participants are more reliable and precise estimates. The lack of Black respondents gives more power to outliers to sway the data.

Another restriction of the study was participants saying that they would donate more if they had more money available to them. The money they were spending was money that would have been gifted to them. We predict that people are less willing to spend their own money. We may have experienced some survey bias because some people are more willing to donate this money than their own. Running this survey on Facebook or another medium could strengthen external validity.

However, despite both of these limitations, our results still have enough statistical power behind them to suggest that the results and treatments have strong effects. This is vital information as it illustrates the reality of foreign aid donations. Donations have the potential to make a significant impact on the lives of people all around the world. As research continues to spread surrounding these issues, we hope that impact will be more fully experienced by people like Rokia.

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Appendix

Figure 1: Full Coefficient Plot Control Variables

Midwest	0.554	Samoan	47.73	Something Else (Religion)	1.960
	(5.974)		(35.43)		(5.550)
South	2.045	Other (Nationality)	13.14	Married	10.47***
	(5.098)		(15.05)		(3.995)
West	2.449	Roman Catholic	3.949	Widowed	28.58*
	(5.569)		(4.849)		(16.87)
African American or Black	15.54	Latter-day Saint	-25.45	Divorced	6.920
	(13.26)		(16.04)		(6.780)
American Indian or Alaska Native	0.204	Orthodox	-5.442	Separated	-4.440
	(19.66)		(16.71)		(12.74)
Asian Indian	28.70	Jewish	11.62	One-family house Disconnected	-11.84
	(19.70)		(9.865)		(7.206)
Chinese	18.81	Muslim	-7.515	One-family house Connected	-1.289
	(17.31)		(13.31)		(7.982)
Filipino	-12.27	Buddhist	8.289	Building with 2 apt	-0.813
	(26.37)		(10.79)		(9.504)
Japanese	-19.21	Hindu	-3.786	Building with 3–4 apts	-11.74
	(26.66)		(17.73)		(9.203)
Korean	-13.04	Atheist	-10.65	Building with 5–9 apts	-0.387
	(26.44)		(6.912)		(10.28)
Vietnamese	0.956	Agnostic	-0.532	Building with 10-19 apts	-9.532
	(26.81)		(5.968)		(10.82)
Building with 20–49 apts.	-18.54	Part time student	23.15	Other (Political Leaning)	44.74**
	(11.31)		(23.38)		(19.37)
Building with 50+ apts.	-10.71	Retired	-4.368	White	13.58
	(10.24)		(11.26)		(12.16)
Boat RV etc.	-7.956	Unable to Work	-10.97	Female	0.822
	(18.49)		(15.79)		(3.482)

Full-time Employment	0.469	Mod Rep	2.446	Income	1.044**
	(4.790)		(6.007)		(0.496)
Self-Employed	-0.179	Lean Rep	-5.660	Years of Educ	-0.987**
	(6.944)		(6.817)		(0.423)
Out of work and looking	-5.168	Ind	6.798	Conservative	1.624**
	(8.027)		(6.702)		(0.821)
Out of work and not looking	-6.121	Lean Dem	9.643	Foreign Fam	-
	(15.40)		(7.277)		
Homemaker	-18.38*	Mod Dem	6.214	Constant	21.35
	(9.482)		(6.568)		(18.70)
Full time student	9.029	Strong Dem	14.51**	Observations	430
	(10.97)		(6.564)	R-squared	0.211

Notes: Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Dummy variables: Northeast-region, White-race, Protestant-religion, Single-marital status, Mobile-home, Part-time job-employment, Strong Rep-party ID

Figure 3: Treatment and Control Regression

Treatment 1	10.22*	American Indian or Alaska Native	0.870	Orthodox	-5.117
	(6.141)		(19.81)		(16.87)
Treatment 2	7.457	Asian Indian	29.82	Jewish	13.13
	(6.326)		(19.91)		(9.909)
Treatment 3	13.15**	Chinese	21.52	Muslim	-7.529
	(6.560)		(17.41)		(13.32)
Treatment 4	4.286	Filipino	-17.82	Buddhist	7.768
	(6.587)		(26.67)		(10.89)
Treatment 5	13.29**	Japanese	-25.20	Hindu	-7.621
	(6.457)		(27.10)		(17.92)
Treatment 6	10.07	Korean	-11.53	Atheist	-10.40
	(6.265)		(26.48)		(6.967)
Treatment 7	2.548	Vietnamese	3.533	Agnostic	-0.722
	(6.386)		(27.10)		(6.004)
Midwest	2.315	Samoan	50.02	Something Else	2.125
	(6.042)		(35.85)		(5.572)

South	2.461	Other (Country)	9.793	Married	10.66***
	(5.114)		(15.26)		(4.015)
West	3.399	Roman Catholic	4.184	Widowed	31.16*
	(5.632)		(4.876)		(17.03)
African American or Black	16.10	Latter-day Saint	-23.81	Divorced	7.048
	(13.35)		(16.14)		(6.808)
Separated	-4.350	Self-Employed	0.291	Lean Dem	11.20
	(12.82)		(6.965)		(7.328)
One-family house Disconnected	-15.12**	Out of work and looking	-3.803	Moderate Democrat	7.058
	(7.294)		(8.091)		(6.620)
One-family house Connected	-4.863	Out of work and not looking	-3.428	Strong Democrat	15.63**
	(8.118)		(15.62)		(6.630)
Building with 2 apts	-2.613	Homemaker	-17.76*	Other	46.78**
	(9.545)		(9.547)		(19.58)
Building with 3–4 apts	-14.44	Full time student	9.218	White	13.34
	(9.267)		(11.16)		(12.26)
Building with 5–9 apts	-2.818	Part time student	18.59	Female	1.925
	(10.38)		(23.53)		(3.541)
Building with 10–19 apts	-13.84	Retired	-2.236	Income	0.977*
	(10.98)		(11.44)		(0.501)
Building with 20–49 apts	-21.24*	Unable to Work	-14.27	Years of Educ	-0.968**
	(11.35)		(16.02)		(0.426)
Building with 50+ apts	-14.18	Moderate Republican	3.902	Conservative	1.563*
	(10.34)		(6.132)		(0.834)
Boat RV etc.	-14.78	Lean Republican	-4.312	Foreign Fam	-
	(18.70)		(6.861)		
Full-time Employment	1.220	Independent	8.639	Constant	14.17
	(4.851)		(6.814)		(19.10)

Notes: Standard errors in parentheses *** p<0.01, ** p<0.05, * p<0.1 Dummy variables: Northeast-region, White-race, Protestant-religion, Single-marital status, Mobile-home, Part-time job-employment, Strong Rep-party ID	Observations	430
	R-squared	0.228

Figure 9: Full Difference of Means and Variance on Donations of Treatments vs Control

Difference of Means and Variance on Donations of Treatments vs Control			
	Total Participants	Black Participants	White Participants
Treatment 1 (mean in $) White	41.765	40.35714	42.16
means	1.41315	2.75369	1.20651
p-value	0.7434	0.7671	0.8073
Observations (n)	64	14	50
Treatment 2 Black American	39.875	48.35714	37.5
	-0.47748	10.75369	-3.45349
	0.9142	0.3444	0.4710
	64	14	50
Treatment 3 Black Africa	43.62295	35.57143	46.02128
	3.27047	-2.03202	5.06779
	0.4365	0.8277	0.2847
	61	14	47
Treatment 4 STATS	41.53968	39.66667	42.125
	1.1872	2.06322	1.17151
	0.7854	0.8274	0.8141
	63	15	48
Treatment 5 White Thought	43.96721	46.92857	43.08511
	3.61473	9.32512	2.13162
	0.4173	0.3449	0.6747
	61	14	47
Treatment 6 Black America Thought	44.15873	24.13333**	50.41667**
	3.80625	-13.47012	9.46318
	0.3500	0.0373	0.0473
	63	15	48
Treatment 7 Black Africa Thought	33.69355	38	32.31915*
	-6.65893	0.39655	-8.63434
	0.1084	0.9644	0.0699
	62	15	47
Treatment 8	40.35248	37.60345	40.95349

Survey

Consent:

IRB ID#: IRB2020-484

This research study is being conducted by the following undergraduate students at Brigham Young University: Mary Harris, Ashlynn Hokanson, Zeke Peters, Phoebe Roberts, and Scott Braithwaite under the direction of Professor Daniel Nielson from the Department of Political Science. You are invited to participate in this study. Participation in this study is optional.

If you agree to participate in this research the following will occur:
- You will be provided with information regarding a foreign aid organization.
- You will be asked to answer a few survey questions.
- The survey will last approximately 5–10 minutes.

 You can skip questions that you do not want to answer or stop the survey at any time. The survey is anonymous, and no one will be able to link your answers back to you. Please do not include your name or other information that could be used to identify you in the survey responses. After completing the survey, you will have a chance to enter a $100 drawing (odds of winning are 0.05%).

Questions? Please contact Daniel L. Nielson, via email at dan.nielson.byu@gmail.com. If you have questions or concerns about your rights as a research participant, you can call the BYU Institutional Review Board at 801-422-1461 or email irb@byu.edu.

Advancing the survey by selecting "yes" below will be interpreted as an indication of your understanding of this information, your informed consent to participate, and that you affirm that you are at least 18 years of age.

Demographic Questions:

What is your gender?
- Male
- Female
- Other
- Prefer not to respond

How old are you?
- Drop down menu with 17 or under, and then ages up to 80 with the option 80 or above

In which state do you currently reside?
• Drop down menu of the 50 states, US territories, or none of the available

What is your race?
• White
• Black or African American
• Hispanic/Latinx
• American Indian or Alaska Native
• Asian Indian
• Chinese
• Filipino
• Japanese
• Korean
• Vietnamese
• Native Hawaiian
• Samoan
• Other

What is your present religion, if any?
• Protestant
• Roman Catholic
• Latter-day Saint
• Orthodox such as Greek or Russian Orthodox
• Jewish
• Muslim
• Buddhist
• Hindu
• Atheist
• Agnostic
• Other

What is your marital status?
• Single, never married
• Married or domestic partnership
• Widowed
• Divorced
• Separated

What best describes your home?
• A mobile home
• A one-family house disconnected from any other house
• A one-family house connected to one or more houses
• A building with two apartments

- A building with three or four apartments
- A building with five to nine apartments
- A building with ten to nineteen apartments
- A building with twenty to forty-nine apartments
- A building with fifty or more apartments
- Boat, RV, van, etc.

What is your current employment status?
- Employed part-time
- Employed full-time
- Self-employed
- Out of work and looking for work
- Out of work, but not currently looking for work
- A homemaker
- Full-time student
- Part-time student
- Military
- Retired
- Unable to work
- Other

What is your annual individual income (not combined with any other member of your households)?
- Less than $10,000
- $10,000–$19,999
- $20,000–$29,999
- $30,000–$39,999
- $40,000–$49,999
- $50,000–$59,999
- $60,000–$69,999
- $70,000–$79,999
- $80,000–$89,999
- $90,000–$99,999
- $100,000–$109,999
- $110,000–$119,999
- $120,000–$129,999
- $130,000–$139,999
- $140,000–$149,999
- $1500,000–$149,999
- More than $150,000

How many years of formal education do you have? (For example, most people who finished their education after graduating high school have had 12 years of formal education, college graduates 16 years, master's degree recipients 18 years, etc.)
- Years 1–25 and more available in a drop down menu

In politics people sometimes talk about liberal and conservative. Where would you place YOURSELF on a scale from 0 to 10 where 0 means very liberal and 10 means very conservative?
- Scale 0 to 10

Which political party do you most identify?
- Strong Republican
- Moderate Republican
- Independent, lean Republican
- Independent
- Independent, lean Democrat
- Moderate Democrat
- Strong Democrat
- Other

Do you have any family members or close friends living outside the United States?
- Yes
- No

On which of the following continents do they live on? Check all that apply.
- North America
- Central/South America
- Europe
- Asia
- Africa
- Australia
- Not applicable

What is your ethnicity?
- White
- Black or African American
- Other

Treatments (the participant would only receive one of these):

Treatment 1: (an identifiable image of a white victim in the US)

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Cali, a seven year-old girl living in the United States. Cali dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Cali's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 2: (an identifiable image of a Black person in the US)

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Trinity, a seven year-old girl living in the United States. Trinity dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Trinity's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 3: (an identifiable image of a Black person from Africa)

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Edlawit, a nine year-old girl from Africa. Edlawit dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Edlawit's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 4: (an identifiable image of a white person in Africa)

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Sama, a eight year-old girl from Africa. Sama dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Sama's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 5: (statistical information on a charity)

The following information pertains to the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Children from every country in the world are affected by malnutrition. In 2016, an estimated 155 million children suffered from stunted growth. Additionally, about 45% of deaths among children under 5 years of age were linked to undernutrition. Globally, 1 out of every 5 children live in extreme poverty (living on less than $1.90 USD a day). In 2018, 59 million children eligible for primary school were not enrolled. Of those who did attend, 60% left primary school without achieving minimum proficiency in reading and mathematics. Any money you donate to Save the Children will help children who are suffering from these issues.

Treatment 6: (Deliberative thought with an identifiable image of a white person in the US)

Please read the following information carefully:

Recent research shows that people typically react more strongly to photos of individuals in need than to statistics about individuals in need. For example, when "Baby Jessica" fell into a well in 1989, people sent over $700,000 for her rescue effort. Statistics—e.g., the thousands of children who will almost surely die in automobile accidents this coming year—seldom evoke such strong reactions.

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Cali, a seven year-old girl living in the United States. Cali dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Cali's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 7: (deliberative thought with an identifiable Black victim in the US)

Please read the following information carefully:

Recent research shows that people typically react more strongly to photos of individuals in need than to statistics about individuals in need. For example, when "Baby Jessica" fell into a well in 1989, people sent over $700,000 for her rescue effort.

Statistics—e.g., the thousands of children who will almost surely die in automobile accidents this coming year—seldom evoke such strong reactions.

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Trinity, a seven year-old girl living in the United States. Trinity dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Trinity's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 8: (deliberative thought with a Black victim in Africa)

Please read the following information carefully:

Recent research shows that people typically react more strongly to photos of individuals in need than to statistics about individuals in need. For example, when "Baby Jessica" fell into a well in 1989, people sent over $700,000 for her rescue effort. Statistics—e.g., the thousands of children who will almost surely die in automobile accidents this coming year—seldom evoke such strong reactions.

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Edlawit, a nine year-old girl from Africa. Edlawit dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Edlawit's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 9: (deliberative thought with a white victim in Africa)

Please read the following information carefully:

Recent research shows that people typically react more strongly to photos of individuals in need than to statistics about individuals in need. For example, when "Baby Jessica" fell into a well in 1989, people sent over $700,000 for her rescue effort. Statistics—e.g., the thousands of children who will almost surely die in automobile accidents this coming year—seldom evoke such strong reactions.

The following information is from the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Any money that you donate will go to Sama, a eight year-old girl from Africa. Sama dreams of becoming a doctor. She is desperately poor, and faces a threat of severe hunger. Her life will be changed for the better as a result of your financial gift.

With your support, and the support of other caring sponsors, Save the Children will work with Sama's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education. Your financial gift will change her life for the better.

Treatment 10:(deliberative thought with statistical information)

Please read the following information carefully:

Recent research shows that people typically react more strongly to photos of individuals in need than to statistics about individuals in need. For example, when "Baby Jessica" fell into a well in 1989, people sent over $700,000 for her rescue effort. Statistics—e.g., the thousands of children who will almost surely die in automobile accidents this coming year—seldom evoke such strong reactions.

The following information pertains to the non-profit organization, Save the Children. Save the Children works to ensure that all children grow up healthy, educated, and safe.

Children from every country in the world are affected by malnutrition. In 2016, an estimated 155 million children suffered from stunted growth. Additionally, about 45% of deaths among children under 5 years of age were linked to undernutrition. Globally, 1 out of every 5 children live in extreme poverty (living on less than $1.90 USD a day). In 2018, 59 million children eligible for primary school were not enrolled. Of those who did attend, 60% left primary school without achieving minimum proficiency in reading and mathematics. Any money you donate to Save the Children will help children who are suffering from these issues.

Treatment 11: (control group)

The following information is from the online encyclopedia, Britannica. Please read it carefully:

"The term technology, a combination of the Greek technē, 'art, craft,' with logos, 'word, speech,' meant in Greece a discourse on the arts, both fine and applied. When it first appeared in English in the 17th century, it was used to mean a discussion of the applied arts only, and gradually these 'arts' themselves came to be the object of the designation. By the early 20th century, the term embraced a growing range of means, processes, and ideas in addition to tools and machines. By mid-century, technology was defined by such phrases as 'the means or activity by which man seeks to change or manipulate his environment.' Even such broad definitions have been criticized by observers who point out the increasing difficulty of distinguishing between scientific inquiry and technological activity."

Qualitative Questions:

At the end of this survey you will have the option to enter in a raffle for $100. If you win the drawing and receive this money, how much are you willing to donate to the organization Save the Children? We will donate it on your behalf.
- 1–100 scale

After reading the information provided, how much do you agree with the following statements:

- I felt compassion (scale from strongly disagree to strongly agree)
- I felt angry (scale from strongly disagree to strongly agree)
- I felt happy (scale from strongly disagree to strongly agree)
- I felt sad (scale from strongly disagree to strongly agree)
- I felt excited (scale from strongly disagree to strongly agree)
- I felt worried (scale from strongly disagree to strongly agree)

On a scale of 1–10, what do you feel is your moral responsibility to be part of the solution to the aforementioned cause (1 being I feel no moral responsibility and 10 being this is entirely your moral responsibility)?

- Scale for 1 to 10

What would have led you to donate more money to this cause?

- Fill in the blank

Thank you for your time in taking this survey. What suggestions do you have on how we could improve this survey and process?

- Fill in the blank