

July Name Match Field Experiment (#934)

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1) What's the main question being asked or hypothesis being tested in this study?

Requesting a donation by email to help a classroom led by a teacher with the same surname as the email recipient will result in increased email engagement and donations compared to a request to help a classroom led by a teacher whose name does not match the email recipient.

2) Describe the key dependent variable(s) specifying how they will be measured.

The primary dependent variable is donation amount in dollars.

Secondary dependent measures included the rate at which the email is opened, and the rate at which donors click on the project link. We may examine other measures depending on which data our partner organization can provide.

3) How many and which conditions will participants be assigned to?

There are two conditions: name match and non name match.

We assigned to condition following this procedure:

We queried the database for all donors whose surname matched that of a teacher (N=52601). We first excluded donors and teachers whose name appears on the donor list only once. We then randomly reduced the number of donors and teachers such that the number of donors with a particular surname was the highest possible number exactly two times the number of teachers with the same surname. This meant in some cases reducing the number of donors to be two times the number of teachers, and in other cases reducing the number of teachers to be half the number of donors (number of donors was first rounded down to be an even number) depending on which number was constraining. Donors were then randomly assigned to condition. In the name match condition, donors were randomly paired with a teacher project led by a teacher whose surname matched the donor. In the non name match condition, donors were randomly paired with a teacher. After the random pairing, pairs were checked to see if any of the random pairs had yielded a name match, and the randomization was then repeated on the subset until no matching pairs remained.

This procedure yields a form of yoked design. Each individual teacher led project is paired with a name matched donor in the name match condition, and a non-name matched donor in the non-name match condition. Thus each teacher appears twice (once in each condition), while each donor appears only once (in only one between-subjects condition).

The final N for the study is 15370 per condition for a total N of 30740. This number refers to the number of emails that will be sent to potential donors.

4) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

OLS regression, ANOVA/ANCOVA on donation amounts.

Chi-square, logit regression on open rates and clicks.

5) Any secondary analyses?

We may attempt to statistically control for surname commonness. We may do this using the frequency with which a name appears in the data or census data.

6) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

The final N for the study is 15370 per condition for a total N of 30740. This number refers to the number of emails that will be sent to potential donors. See "Conditions."

7) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)

8) Have any data been collected for this study already?

No, no data have been collected for this study yet