

## Impact Tradeoffs Survey - Pet Packed vs. Unpacked (#4926)

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### 1) Have any data been collected for this study already?

No, no data have been collected for this study yet

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

When asked to donate to each individual victim, participants will tend to donate more in total to a small group of victims than a single victim, because they feel compelled to distribute their giving across the group. But when asked to donate to a general cause, participants will tend to donate more when they see a single victim than a small group of victims (consistent with the identifiable victim effect).

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

Conditions 1 and 3

Donation - Please indicate the breakdown of how you want to spend your bonus below (response must sum to 0.5).

Bonus that I Keep

Bonus that Goes to [1 randomly selected, or 5, pets in need]

Conditions 2 and 4

How much of your bonus money would you like to donate to Pets in Need?

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

Four conditions:

See five animals, unpacked donation structure (i.e., 5 individuated pets)

See five animals, packed donation structure (i.e., donate to the cause)

See one animal, unpacked donation structure (i.e., 1 individuated pet)

See one animal, packed donation structure (i.e., donate to the cause)

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

t-tests to check differences in donations and perceived fairness between conditions. Regression to test whether these donations are predicted by beliefs about fairness, generosity, impact, or empathy.

### 6) Any secondary analyses?

### 7) 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.

We will collect 400 participants for adequate power.

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

We will test 8 exploratory questions.

Exploratory questions for all conditions (6):

Fairness - Overall, how fair do you think that the donation you made today was to pets in need?

1 = Not at all fair, 7 = Extremely fair

Generosity - Overall, how generous do you think that the donation you made today was to pets in need?

1 = Not at all generous, 7 = Extremely generous

Impact - Overall, how much impact do you think that the donation you made today was to pets in need?

1 = Hardly any impact, 7 = A great deal of impact

Pet owner - Are you a pet owner? (Y/N)

Empathy - How much empathy do you have for the pet or pets that you saw today?

1 = Not much empathy at all, 7 = A lot of empathy

Donation history - Do you ever donate money to support the cause of animal rights or to shelter animals (e.g., Humane Society)?

1 = Never, 6 = Usually

Exploratory questions for 1 conditions (2):

See five animals, unpacked donation structure (i.e., 5 individuated pets)

Fairness (concentrated) - Imagine for a moment that you decided to donate all of your bonus money to one pet out of the five pets that you saw today (that is, giving \$0.50 to 1 pet). How fair would this be to the five pets?

1 = Not at all fair, 7 = Extremely fair

Fairness (distributed) - Imagine for a moment that you decided to equally distribute your bonus money to all five pets that you saw today (that is, giving \$0.10 each to 5 pets). How fair would this be to the five pets?

1 = Not at all fair, 7 = Extremely fair