

Materials Study 1

Scenario – Joint evaluation condition:

Imagine that two charitable organizations that you trust asked you to make a donation to help people living in the United States.

One of the two organizations is involved with aid programs related to the healthcare and aiming to help people who are ill. The other organization is involved with aid programs related to amateur sports and aiming at supporting local amateur sport leagues. In particular, these two organizations are asking you to support the following aid programs:

- ORGANIZATION 1: A \$75 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$15 donation to support an amateur baseball league.

Scenario – Separate evaluation condition (cancer):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.

The organization is involved with aid programs related to the healthcare and aiming to help people who are ill. In particular, this organization is asking you to support the following aid program:

- ORGANIZATION 1: A \$75 donation to support research on more effective cancer treatments.

Scenario – Separate evaluation condition (baseball league):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.

The organization is involved with aid programs related to amateur sports and aiming at supporting local amateur sport leagues. In particular, this organization is asking you to support the following aid program:

- ORGANIZATION 1: A \$15 donation to support an amateur baseball league.

(In the separate evaluation condition, questions were presented only for the organization/cause relevant to the specific condition; in joint evaluation, participants answered all questions)

| | Not motivated at all | | | | | | Extremely motivated |
|---|----------------------------|---|---|---|---|---|------------------------|
| - How motivated are you to make a donation to Organization 1? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How motivated are you to make a donation to Organization 2? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |

- | | | |
|---|----------------------------------|---------------------------------|
| - Would you make a donation in favor of Organization 1? | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| - Would you make a donation in favor of Organization 2? | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |

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Please, answer the following questions:

| | Not at all | | | | | | Very |
|---|---------------|---|---|---|---|---|------|
| - How much do you perceive a donation to Organization 1 as a cost for you? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How much do you perceive a donation to Organization 1 as beneficial for the people helped by the charity? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How much do you perceive a donation to Organization 2 as a cost for you? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How much do you perceive a donation to Organization 2 as beneficial for the people helped by the charity? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |

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Think about the aid program supporting an amateur baseball league:

| | Not at all | | | | | | Very |
|---|---------------|---|---|---|---|---|------|
| - How important do you judge this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How beneficial do you judge a donation to this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How valuable do you judge a donation to this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |

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Think about the aid program supporting research to find a more effective cancer treatment:

| | Not at all | | | | | | Very |
|---|---------------|---|---|---|---|---|------|
| - How important do you judge this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How beneficial do you judge a donation to this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| - How valuable do you judge a donation to this cause? | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |

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Please, provide some demographic information below:

Age: _____

Gender: Male [] Female []

What is your level of education?

- [] 8th grade or less
- [] Some high school
- [] High school
- [] Vocational
- [] Some college
- [] College
- [] More than college

How would you describe your racial or ethnical background?

- [] Native American
- [] White (Caucasian)
- [] Black
- [] Hispanic
- [] Asian or Pacific Islander
- [] Other

What is your income?

- [] Less than \$10,000
- [] \$10,001 - \$25,000
- [] \$25,001 - \$50,000
- [] \$50,001 - \$75,000
- [] \$75,001 - \$100,000
- [] More than \$100,000
- [] Decline to answer