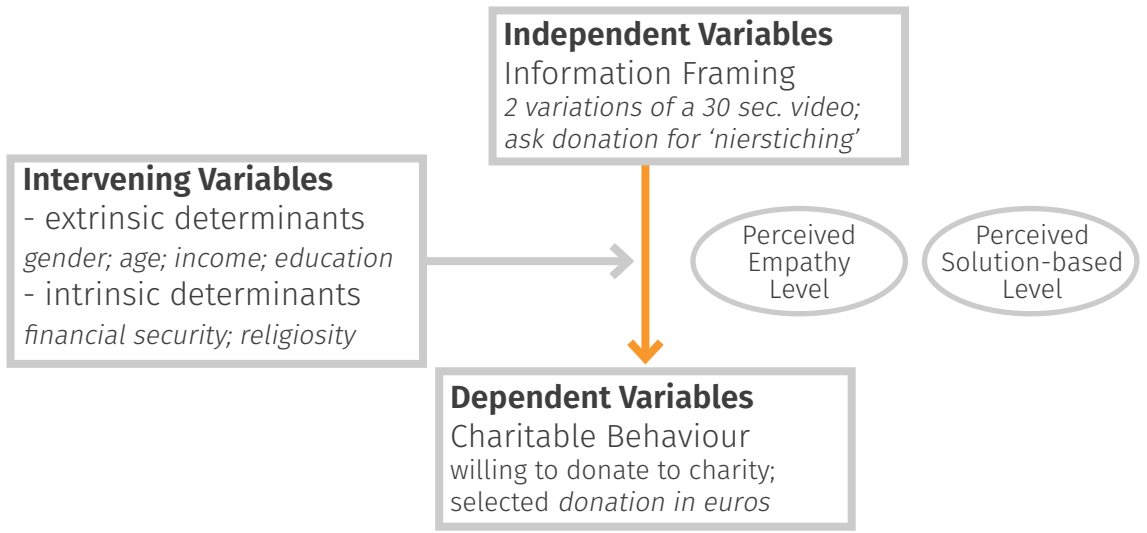# The Effect of Information Framing on Charitable Behaviour
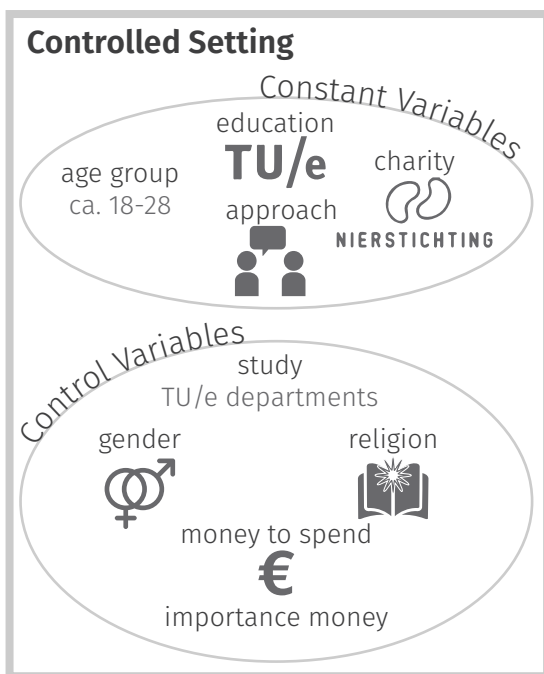
B. van Dijk, M. H. van Dongen, **L. C. de Jong** and M.C. Rijkers

Research framing

Currently most charities use emphatically loaded messages to trigger charitable behaviour [1]. However the youngsters of today, have a higher level of narcism, and less empathic feelings, in comparison to their parents when they were the same age [2]. Soon society, and therefore charities, will be dependent on these youngsters. Since the need for charitable behaviour is very likely to grow, new triggers for this behaviour should be researched. Within this research the effect of information framing on charitable behaviour is analyzed. In order to do so, intervening variables must be eliminated as much as possible. According to Noor et al. (2015) the variables affecting charitable behaviour are the following: demographic (gender, age), socio-demographic (income, education) and psychographic (financial security, religiosity) [3].

Independent Variables
Information Framing
2 variations of a 30 sec. video; ask donation for 'nierstiching'

Intervening Variables
- extrinsic determinants
gender; age; income; education
- intrinsic determinants
financial security; religiosity

Perceived Empathy Level

Perceived Solution-based Level

Dependent Variables
Charitable Behaviour
willing to donate to charity; selected *donation in euros*

Research Question. *"To what extent does information reframing effect charitable behaviour of TU/e students, in relation to the 'nierstichting'?"*

Controlled Setting

Constant Variables
education
TU/e
charity
age group
ca. 18-28
approach
NIERSTICHTING

Control Variables
study
TU/e departments
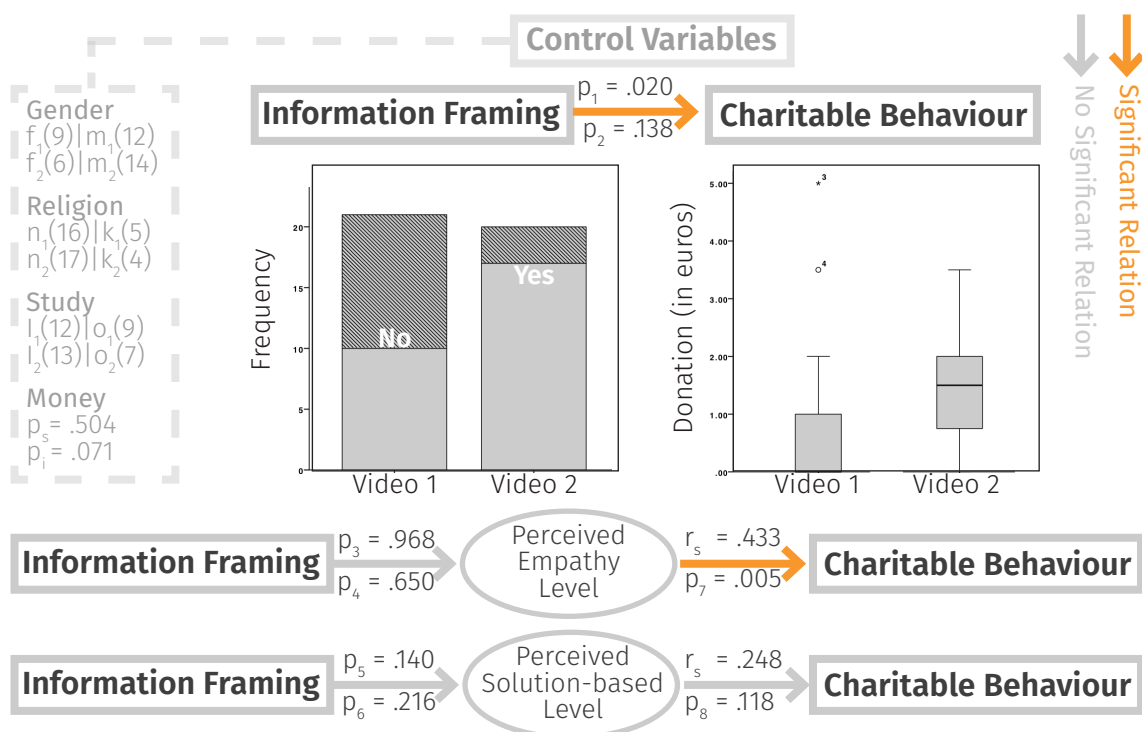gender
religion
money to spend
€
importance money

Research set-up

Age group, education and approach (individually, with the same introduction talk) were kept constant. Furthermore an iPad, matching the preferred communication medium of the examined population [4], was used for all participants. Group 1 was shown an empathy-oriented video, which is similar to the current status quo. Group 2, was shown a more solution-oriented video, because TU/e students are known to be engaged with today's problems, searching for possible solutions [5]. The video was followed by a short questionnaire. First: participants were asked to select a donation for the 'nierstichting'. Second: all control variables were covered, in order to be able to analyze homogeneity. For this specific participant group, the variables 'income' and 'financial security' were replaced with 'money to spend' and 'importance money'. Third: all participants were asked about their perceived empathy- and solution-based level (via a seven-point-likelihood scale). This was done to test whether the videos were perceived as intended. Forth: participants could qualitatively indicate 'why they donated', in order to better understand personal motivations.

Experimental Component

1. empathy-oriented   Donation

VS.

2. solution-oriented   Donation

Hypothesis.

Based on the characteristics of Generation Z and TU/e students it is expected that <u>emphatically oriented</u> information framing will <u>not</u> lead to <u>charitable behaviour</u> of TU/e students. For this participant group it is expected that more <u>solution oriented</u> information framing will lead to <u>more charitable behaviour</u>.

Control Variables

Gender
$f_1(9)|m_1(12)$
$f_2(6)|m_2(14)$
Religion
$n_1(16)|k_1(5)$
$n_2(17)|k_2(4)$
Study
$I_1(12)|o_1(9)$
$I_2(13)|o_2(7)$
Money
$p_s = .504$
$p_i = .071$

Information Framing → $p_1 = .020$ / $p_2 = .138$ → **Charitable Behaviour**

Frequency — No / Yes — Video 1 / Video 2

Donation (in euros) — Video 1 / Video 2

No Significant Relation / Significant Relation

Information Framing → $p_3 = .968$ / $p_4 = .650$ → Perceived Empathy Level → $r_s = .433$ / $p_7 = .005$ → **Charitable Behaviour**

Information Framing → $p_5 = .140$ / $p_6 = .216$ → Perceived Solution-based Level → $r_s = .248$ / $p_8 = .118$ → **Charitable Behaviour**

Research analysis

Nominal variables 'gender' (<u>m</u>ale | <u>f</u>emale), 'religion' (<u>n</u>o | <u>k</u>ind off | yes) and 'study' (<u>I</u>ndustrial Design | <u>o</u>ther) are similar in frequency for both groups. According to a Mann-Whitney U ordinal variables 'money to <u>s</u>pend' and '<u>i</u>mportance money' are not significantly different between groups (p_s ; p_i). Therefore it can be concluded that both groups are homogeneous, which allows us to research five different relations. The charitable behavior 'donate' (yes | no) is significantly different between groups (p_1) according to a Fisher's exact test. However a two-tailed T-test shows no significant difference in 'donation in euros' (p_2), probably caused by outliers in group 1. While there is found to be a difference in behaviour the videos are not perceived as intended, since there is no significant difference between groups in perceived empathy level (p_3 ; p_4) or solution-based level (p_5 ; p_6) according to Mann-Whitney U. In line with earlier research, a two-tailed Spearman's rank (r_s) shows a significant moderate positive relation between empathy level and donation (r_s ; p_7). Different than expected there is a non-significant weak positive relation between solution-based level and donation (r_s ; p_8).

Conclusion.

Video 2 did lead to more charitable behaviour, but it did not cause an increase in solution-based level. Nor does an increase in solution-based level lead to more charitable behaviour. In line with earlier research an increase in empathy level does lead to more charitable behaviour. However current information framing does not succeed in positively influencing this perceived empathy level for TU/e students.

References: [1] Hudson, S. (2013, September 2). Are emotive appeals effective in persuading, people to give to charity? Retrieved from https://www.theguardian.com/voluntary-sector-network/2013/sep/02/effective-emotive-appeals [2] Stein, J. (2013). Millennials: the me me me generation. Time. Retrieved from www.time.com/time/subsriber/printout/0,8816,2143001,00.html# [3]Noor, A. H., Isa, N. A., Irpan, H. M., Bahrom, H. B., Salleh, A. B., & Ridzuan, A. R. (2015). Characteristic affecting charitable donations behaviour: empirical evidence from malaysia. Procedia Economics and Finance, 31, 563-572. doi:10.1016/s2212-5671(15)01202-2 [4] Ozkan, M., & Solmaz, B. (2015). Mobile addiction of generation z and its effects on their social lifes.(An application among university students in the 18-23 age group). Procedia-Social and behavioural Sciences, 205, 92–98. [5] Eindhoven University of Technology. (n.d.) TU/e. Retrieved from https://www.tue.nl/