Environmental Donation Behavior: What Gives?

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STUDY 1: ONLINE EXPERIMENT

Motivation: Does economic valuation information lead to self-interested decisions?

Data: 2014 Amazon MTurk participants

STUDY 2: IN PERSON EXPERIMENT

Motivation: Can we replicate findings at a local level? Does setting of experiment impact results?

Data: 2015, 130 Maine citizens participated at (3) college labs

STUDY 3: FIELD EXPERIMENT

Motivation: Can we replicate findings in the field, with a non-profit partner, NRCM?

Data: 2017, past & current members of non-profit

ECONOMIC VALUATION INFORMATION REDUCES DONATION (EXCEPT....)

Who received donation? | NRCM | ME Aud. | DACF
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Treatment | -13.82* | -3.43 | -18.47
Internal Environmental Motivation (IM) | -0.03 | 0.11 | -0.22**
Treatment*IM | 0.16* | 0.04 | 0.28*
External Environmental Motivation | -0.03 | 0.003 | -0.08
Treatment*External Motivation | 0.03 | 0.01 | 0.004
Past Environmental Donation | 0.03 | 1.33 | -1.06
Economic Stress | -0.001 | 0.002 | -0.23*
Gender (male=1) | -0.22 | 1.87 | -0.90
Age | -0.18 | -0.36 | -0.05
Age2 | 0.003 | 0.01 | -0.00

Tobit model censored at donation=0, 30; dependent variable: donation amount ($). Bolded variables are statistically significant; asterisks indicate significance at **5% and *10%.


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NEXT STEPS

• How do market attitudes impact these choices? (Goff & Noblet, under review)
• Further analysis of Studies 2 and 3 – suggestions welcome! (hurdle model, etc.)
• Identify additional partners for field experiments
• Examine economic valuation information in other contexts (e.g.: climate change adaptation behaviors, air quality index (with S. McDermott))


Preliminary Findings:
• Evidence that treatment negatively impacts donation behavior if person is a current member.
• Suggestive of a conflict between emotional connection and valuation.

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