

DEFAULT AND FRAMING EFFECTS ON TEENAGER' DONATION DECISION-MAKING

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Introduction

- Default effect, namely that making an option as a default increases its possibility to be selected.
- Framing indicates the different presentation (positive/negative) of a logical equivalent outcome to decision-makers. According to Irwin Levin, framing can also be based on risk, attribute, or goals. This paper focus on (positive and negative) goal framing.
- Goal framing “could be the most applicable to a fundraising context because it is geared towards persuasion” (Smyth & Macquillin, 2018)这句的意图很好，但我建议，最好能点清楚到底western vs eastern 的那个区别点在哪里？文化的还是社会的还是什么呢？
- Prior studies show that higher defaults and negative framing can better elicit donations than lower defaults or positive framing.
- Previous research mainly focuses on the effects of defaults and framing on college students or adults in western society. There is a research gap in the effectiveness of teenagers in eastern society.
- This paper examines the impact of default donation options and the framing of charitable solicitations on Chinese teenagers' online donation decisions. 这里hypothesis 的字体是不是得调一下 显示的不太全

Hypothesis

H1: Teenagers' donation rate will be higher when the default option is lower.

H2: A higher default option will be more effective than a low default option when promoting teenagers' average amount of donation.

H3: Teenagers' donation rate will be higher when the solicitation framing is negative.

H4: A negatively framed message will be more effective than a comparable positively framed message when promoting teenagers' contribution levels. 这个interaction effect 是一种general的叫法吗？可能需要再查一下，我觉得似乎应该用compound effect 之类的更具体的来描述这两者之间是互相叠加还是互相抵消之类的

H5: There would be no interaction effect of defaults and framing on teenagers' donation decisions.

Method

这句不太通，an experiment of adopting 2x2 was developed ? 应该是 2x2 design 之类

An experiment of adopting a 2 (goal framing: positive vs negative) x 2 (default option: high vs low) was developed to examine which of the separate and comprehension effects of message framing and default options when promoting teenagers' online donation behaviors. 这里又是Separate and comprehension effect 还是最好统一用一个term 比较好

Experimental Design and Manipulations

The author combines a default manipulation (high defaults versus low defaults) with a framing setting manipulation (positive versus negative).

1) Default options

- High-default option: 90RMB
- Low-default option: 18RMB

2) Framing

- Positive framing: “Donating long-lasting anti-malaria nets can effectively prevent malaria. According to the Against Malaria Foundation, with every 500 additional nets put into use, one more child's life can be saved from malaria.”
- Negative framing: “Donating long-lasting anti-malaria nets can effectively prevent malaria. According to the Against Malaria Foundation, when the number of mosquito nets donated and put into use drops by 500, one more child will lose his life due to malaria.”

Participants: 195 individuals participated in the survey. Due to incomplete responses and age below or exceed the prescribed age (12-19), the number of usable questionnaires was reduced to 167. There were 85 males and 82 females; 64.07% of them have had previous online donating experiences. reduced 可以删除 respondents of

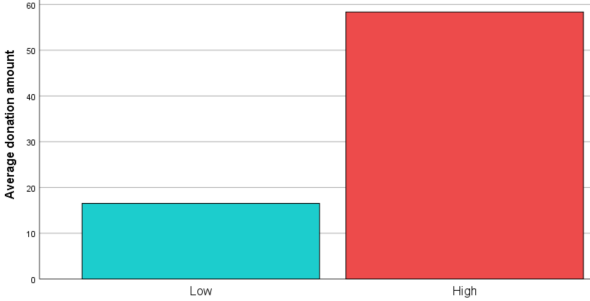
Results

The Effect of Defaults on Donation Rate

	Donation Rate	N
Low	0.8902	82
High	0.8353	85
Total	0.8628	167

The Effect of Defaults on Average Donation Amount

	Mean	Std. Deviation	N
Positive	39.747	12.1597	82
Negative	35.713	38.0506	85
Total	37.814	35.2802	167



The Effect of Framing on Donation Rate

	Donation Rate	N
Positive	0.8250	87
Negative	0.9195	80
Total	0.87225	167

The Effect of Framing on Average Donation Amount

	Mean	Std. Deviation	N
Positive	39.747	35.9981	87
Negative	35.713	34.5855	80
Total	37.814	35.2802	167

Discussion

- In this study, the author found that default donation options can affect teenagers' donation decisions. The participants showed a higher donation rate when the defaults were relatively low and showed a higher average donation amount when the defaults were high.
- Additionally, the result shows that the framing of solicitations did not affect teenagers' donation decisions because the donation rate and the amount of donation did not differ.
- Finally, there was no interaction effect between the defaults and framing, which means that the existence of one effect did not affect the other.
- The results add to a growing body of evidence suggesting that default options for charitable donation may elicit teenagers' donation intention in surveys. Apart from its theoretical significance, the results show deep implications for how charities such as NGOs, student clubs, public service/non-profit projects can motivate donations through the application of default effects.

这里本来就是bullet point 所以可以不用First, Secondly

Limitation & Future Research

- First, the findings are based on a single hypothetical research exposure to one of four online donation questionnaires, which do not have real-world consequences for respondents. Thus, we encourage more future studies with actual donation decisions. It is possible that different results might be obtained if participants are facing real online donation scenarios. 可以不用出现人称 不然大家会问we 是谁？
- Secondly, broader and more diverse samples of teenagers should be examined in additional research. The convenience sample that is collected through the author's social networking tends to produce biases. Also, all the participants are Chinese teenagers who live in developed urban areas. Therefore, one proposition for additional study is to collect larger and more diverse samples and avoid convenience samples.
- Finally, a worthwhile issue for additional research is to explore the effect of defaults and framing with vividness presentations, since in charitable contexts, such as crowd-funding platforms, vivid presentations are usually examined through case stories and images of recipients.

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