Accepted Manuscript

An experimental approach to comparing similarity- and guilt-based charitable appeals

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PII: S2214-8043(17)30024-1
DOI: 10.1016/j.socec.2017.02.004
Reference: JBEE 263

To appear in: *Journal of Behavioral and Experimental Economics*

Received date: 25 August 2016
Revised date: 19 January 2017
Accepted date: 23 February 2017

Please cite this article as: Jordan van Rijn , Bradford Barham , Reka Sundaram-Stukel , An experimental approach to comparing similarity- and guilt-based charitable appeals, *Journal of Behavioral and Experimental Economics* (2017), doi: 10.1016/j.socec.2017.02.004

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Highlights

- We use dictator games to compare similarity- and guilt-based charitable appeals.
- Feelings of similarity and guilt are positively associated with donation behavior.
- Only the guilt appeal treatment had a significant effect on donations relative to the control.
- The guilt appeal increased female donations but decreased male donations.
- The large gender difference in donations is partially explained by feelings of manipulation.

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