Experiment 1: The Giving Ladder in Impersonal Charity

Scaled Question

- *How genuinely charitable do you think [agent's name] is? (0 = Very selfish, 100 = Very charitable)*

- *How likely do you think it is that [agent's name] will consistently give to others in need in the future? (0 = Very unlikely, 100 = Very likely)*

- *How grateful do you think the family feels (0 = Very ungrateful, 100 = Very grateful)*

- *How embarrassed do you think the family feels about receiving this charity? (0 = Very embarrassed, 100 = Very unembarrassed)*

Comprehension Questions

- *How much money did each person donate? ($25, $50, $100, $125, $150)*

- *How many different donation options were there? (1, 2, 3, 4, 5)*

- *Who ultimately received the donations? (A research institute, A poor family, A local hospital, A local organization, A big NGO)*

- *Why did the beneficiaries need help? (They needed to buy critical equipment; They were refugees; They were victims of a disease outbreak; They were victims of a hurricane; They needed to fund an expensive transplant).*

Supplementary Results

Table S1 reports the 2x2 ANOVAs showing a significant interaction and a main effect of Send Photo for beneficiary gratitude, and no significant effects for beneficiary embarrassment. We follow these up with planned comparisons for each

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measure. Means, standard deviations, and inferential statistics for all conditions in Experiments 1-2 are presented in Table S2.

Beneficiary gratitude. Participants rated the beneficiary as more grateful when the donor gave double-blind than when the donor received the beneficiary's photo. They rated the beneficiary as more grateful when the donor received the beneficiary's photo than when the donor sent his photo. And they rated the beneficiary as *less* grateful when the donor sent his photo than when the donor exchanged photos (see Figure S1 and Table S2).

Beneficiary embarrassment. None of the conditions differed significantly (see Figure S1 and Table S2).

Table S1. 2x2 ANOVA for ratings of donor charitability and likelihood of donating again in Experiments 1 and 2.

	Gratitude		Embarrassment	
	F	ηp^2	F	ηp^2
E1 Impersonal Charity				
Receive Photo	0.4	.00	0.4	.00
Send Photo	14.5***	.01	0.0	.00
Receive X Send (Exchange)	5.7*	.00	0.2	.00
E2 Personal Charity				
Receive Photo	2.3	.00	39.3***	.03
Send Photo	29.0***	.02	33.9***	.03
Receive X Send (Exchange)	1.0	.00	0.9	.00
E2a Direct Reciprocity				
Receive Photo	2.0	.01	0.0	.00
Send Photo	30.1***	.11	1.3	.01

Receive X Send (Exchange)	0.3	.00	1.0	.00
E2b Indirect Reciprocity				
Receive Photo	0.0	.00	0.1	.00
Send Photo	19.5***	.07	0.6	.00
Receive X Send (Exchange)	3.1	.01	0.0	.00

p < .05, ** *p* < .01, *** *p* < .001.

Table S2. Means and standard deviations (in parentheses) for measures concerning the beneficiary in Experiments 1, 2, and 4.

	Gratitude				Embarrassment			
	M	*SD*	*t*	*d*	*M*	*SD*	*t*	*d*
E1 Impersonal Charity								
Double-Blind	89.5	13.5	4.4***	.33	51.1	35.2	0.1[a]	.01
Receive Photo	87.0	14.9	3.3***	.25	50.8	29.9	0.4	.03
Send Photo	84.5	17.4	1.8[a]	.35	51.5	30.8	1.3[a]	.10
Exchange Photos	85.9	15.5			49.6	29.1		
E2 Personal Charity								
Double-Blind	90.5	14.3	4.4***	.36	21.8	24.7	8.0***	.65
Receive Photo	88.1	15.5	5.1***	.41	33.0	26.9	0.4[a]	.04
Send Photo	84.4	18.6	0.6	.16	32.4	27.0	6.7***	.54
Exchange Photos	83.9	17.6			40.5	29.0		
E2a Direct Reciprocity								
Double-Blind	85.7	19.5	1.5[a]	.28	34.2	26.3	0.7[a]	.14
Receive Photo	90.7	15.5	4.9***	.93	30.3	28.1	0.8	.16
Send Photo	73.3	21.5	0.5[a]	.10	34.6	24.6	0.6	.12
Exchange Photos	75.5	20.1			37.7	26.0		

E2b Indirect Reciprocity								
Double-Blind	86.5	15.8	1.1[a]	.21	32.4	22.9	0.1[a]	.03
Receive Photo	89.5	13.1	3.0**	.54	31.8	25.2	0.8	.15
Send Photo	81.5	16.7	1.3	.23	35.2	22.5	0.3[a]	.05
Exchange Photos	77.4	18.4			33.9	25.7		
E4 Shared Knowledge vs. Common Knowledge								
Double-Blind	91.7	12.9	0.8	.15	28.3	22.8	2.3*	.44
Optional Photos	89.8	11.7	2.3*	.41	38.8	24.9	0.3[a]	.06
Exchange Photos	83.9	16.9			37.0	29.3		

Note: The *t*-statistics and effect sizes are from the tests comparing each condition with the one below it (hence the fourth row is empty for each experiment). The tests were paired comparisons for Experiments 1 and 2, and independent-sample t-tests for Experiments 2a, 2b, and 4. For the within-subject experiments, sample sizes were *n* = 358 and 307 for Experiments 1 and 2, respectively. For the between-subject experiments, sample sizes were, in descending order, Experiment 2a: 59, 56, 58, 72; Experiment 2b: 60, 70, 61, 71; and Experiment 4: 54, 66, 61.

[a] Indicates that the difference is in the opposite direction from the charitability ladder.

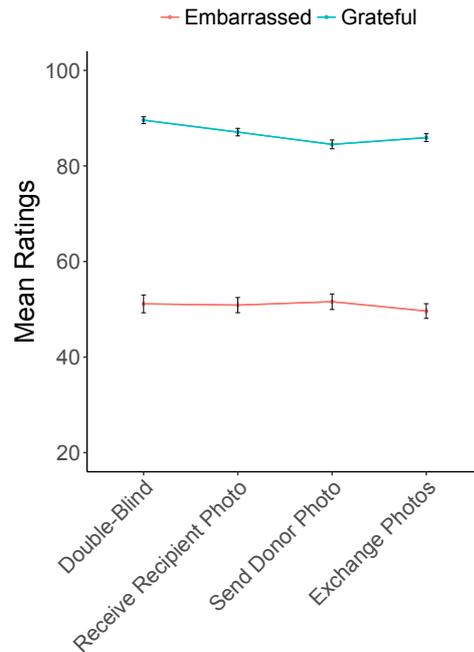* *p* < .05, ** *p* < .01, *** *p* < .001.

Figure S1. Mean ratings concerning the beneficiary in Experiment 1. Error bars are standard errors.

Experiment 2: Personal Context

Supplementary Results

Table S1 reports 2x2 ANOVAs showing a significant main effect of Send Photo for beneficiary gratitude, and significant main effects of Send Photo and Receive Photo for beneficiary embarrassment. We follow these up with planned comparisons for each measure. Table S3 reports 2x2 ANOVAs showing significant main effects of Send Photo and Receive Photo for both Direct and Indirect Reciprocity.

Beneficiary gratitude. Participants rated the beneficiary as more grateful when the donor gave double-blind than when the donor received the beneficiary's photo. They rated the beneficiary as more grateful when the donor received the beneficiary's photo than when the donor sent his photo. And they did not rate the beneficiary as more grateful when the donor sent his photo than when the donor exchanged photos (see Figure S2 and Table S2).

Beneficiary embarrassment. Participants rated the beneficiary as less embarrassed when the donor gave double-blind than when the donor received the beneficiary's photo. They did not rate the beneficiary as less embarrassed when the donor received the beneficiary's photo than when the donor sent his photo. And they rated the beneficiary as less embarrassed when the donor sent his photo than when the donor exchanged photos (see Figure S2 and Table S2).

We also looked at whether participants' judgments of reciprocity motives were associated with their judgments of the beneficiaries' embarrassment and gratitude. Ratings of perceived concern with both direct and indirect reciprocity correlated with ratings of beneficiary embarrassment (direct: $r = 0.27$, $p < .001$; indirect: $r = 0.25$, $p < .001$), and gratitude (direct: $r = 0.21$, $p < .001$; indirect: $r = 0.17$ $p < .001$).

Table S3. 2x2 ANOVA for ratings of donor motivations regarding direct and indirect reciprocity in Experiment 2.

	Direct Reciprocity (Reputation wt. Family)		Indirect Reciprocity (Reputation wt. Community)	
	F	ηp^2	F	ηp^2
Receive Photo	10.4**	.01	24.10***	.02
Send Photo	801.9***	.40	520.95***	.30
Receive X Send (Exchange)	0.02	.00	0.45	.00

* $p < .05$, ** $p < .01$, *** $p < .001$.

Table S4. Ratings of donor motivations regarding direct and indirect reciprocity, Experiment 2

	Direct Reciprocity (Reputation wt. Family)				Indirect Reciprocity (Reputation wt. community)			
	M	*SD*	*t*	*d*	*M*	*SD*	*t*	*d*
Double-blind	6.8	17.7	4.5***	.37	12.6	24.1	6.4***	.52
Receive Photo	11.2	19.8	18.2***	1.47	21.3	26.9	14.7***	1.19
Send Photo	46.9	30.7	3.0**	.24	49.4	30.1	4.8***	.39
Exchange Photos	51.7	28.6			56.0	28.1		

Note. The *t*-statistics and effect sizes are from the tests comparing each condition with the one below it (hence the fourth row is empty for each experiment). The sample size for these paired comparisons was n = 307.
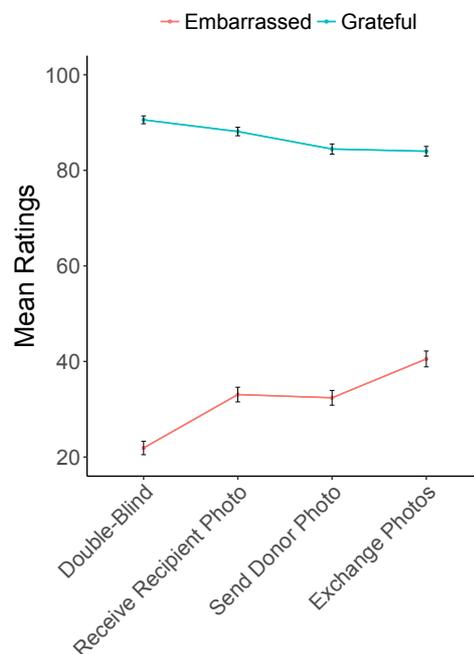
* *p* < .05, ** *p* < .01, *** *p* < .001.

Figure S2. Mean ratings concerning the beneficiary in Experiment 2. Error bars are standard errors.

Experiment 2a: The Role of Direct Reciprocity

Experiment 2a further investigates how a donor's motive for direct reciprocity affects judgments of charitability. We add to the scenario that the donor needs a favor from the beneficiary. It is possible that when a donor has a potential motive for direct reciprocity, participants will judge exchanging photos as worse than if the donor merely sends his photo, fully aligning their judgments with the Ladder of Charity. Additionally, Experiment 2a utilizes a between-subject design so that participants' judgments are not influenced by comparisons of the different donors.

Methods

We recruited participants from Mturk. We excluded participants with comprehension errors ($n = 138$), yielding a final a sample of $N = 245$. The procedure was the same as in the personal context of Experiment 2 with two changes. It was a between-subject design: participants were randomly assigned to one of four conditions, and each judged only one donor's decision. Also, at the end of the vignette, participants read that the donor needed a favor from the beneficiary:

> *Michael had been trying to open up a restaurant in town and he needed the town council's approval to do so. He knew that the particular families affected by the flood were all members of the town council.*

Participants then read that the donor chose one of the four options, and they rated the donor's charitability and likelihood of future donations. We also asked participants two new questions: *(1) How easy do you think it will be for Michael to convince the town council to allow him to open the restaurant?* and *(2) Is Michael the kind of person you would want to become friends with?* The latter item allowed us to directly test the possibility that donors who are rated as more charitable are also seen as more desirable cooperative partners, as predicted by the evolutionary theories of cooperation and partner choice (Tooby & Cosmides, 1996; Trivers, 1971).

Finally, participants answered the same comprehension questions as before, except that the question about personal context was replaced with a question about the possibility of direct reciprocity, specifically, whether the beneficiaries were members of the town council.

Results and Discussion

Table S3 reports 2x2 ANOVAs showing a main effect of Send Photo for both charitability and likelihood of donating again. Table S1 reports 2x2 ANOVAs showing a significant main effect of Send Photo for beneficiary gratitude, and no significant effects for beneficiary embarrassment. We follow these up with planned comparisons for each measure.

The patterns of ratings of charitability, likelihood of donating again, and willingness to befriend were similar to those in Experiment 2, except that this time participants did not rate the donor who gave double-blind as significantly more charitable than the donor who received the beneficiary's photo (see Figure 4A and Table S6).

In a post-hoc analysis, we also find that participants judged both of the last two levels as much less charitable than their counterparts in Experiments 1-2, when the donor did not have a clear motive for direct reciprocity (Send Photo: 45.34 (E2a) vs. 67.74 (E1) and 69.68 (E2), both ps < .001; Exchange Photos: 44.39 (E2a) vs. 73.94 (E1) and 72.09 (E2), both ps < .001). This confirms that donors who are seen as fishing for favors in return for their donations are judged as less charitable.

Thus, ratings of charitability, likelihood of donating again, and willingness to befriend depended almost entirely on a single factor: whether the donor sent his photo. In contrast, participants made no significant distinctions based on whether the donor sought the identity of the beneficiary.

In sum, even when the donor had a possible motive for direct reciprocity, participants showed the same exception to the Ladder of Charity as in previous experiments: the donor who sent their photo (common knowledge) was judged as no more charitable than the donor who exchanged photos (though in this scenario, he was judged as no less charitable, either).

Table S5. 2x2 ANOVA for ratings of donor charitability and likelihood of donating again in Experiments 2a-b.

	Charitability		Likelihood of Donating Again	
	F	ηp^2	F	ηp^2
E2a Direct Reciprocity				
Receive Photo	0.7	.00	0.6	.00
Send Photo	182.1***	.43	148.0***	.38
Receive X Send (Exchange)	0.3	.00	0.1	.00
E2b Indirect Reciprocity				
Receive Photo	1.6	.01	0.3	.00
Send Photo	153.4***	.37	140.9***	.35
Receive X Send (Exchange)	0.0	.00	0.0	.00

Note. Interaction effects should not be confused with resulting knowledge states. Although the exchange photos condition does involve both sending and receiving a photo, it also elicits the additional, distinct state of common knowledge.

* $p < .05$, ** $p < .01$, *** $p < .001$.

Table S6. Ratings of donor charitability and likelihood of donating again, Experiments 2a-b

	Charitability				Likelihood of Donating Again			
	M	SD	t	d	M	SD	t	d
E2a Direct Reciprocity								
Double-blind	84.6	15.3	1.1	.22	75.9	19.5	0.2	.05
Receive Photo	80.5	21.9	8.0***	1.5	74.8	25.9	7.3***	1.37
Send Photo	45.3	24.9	0.2	.04	40.1	24.6	0.8	.15
Exchange Photos	44.3	23.7			36.4	25.1		
E2b Indirect Reciprocity								
Double-blind	83.3	18.5	1.1	.20	75.0	24.4	0.5	.10
Receive Photo	79.5	18.4	8.1***	1.42	72.8	21.5	8.3***	1.47
Send Photo	49.4	23.8	0.7	.13	39.6	23.8	0.2	.05
Exchange Photos	46.2	25.6			38.3	25.1		

Note. The *t*-statistics and effect sizes are from the tests comparing each condition with the one below it (hence the fourth row is empty for each experiment). The tests were independent-sample t-tests. Sample sizes were, in descending order, Experiment 2a: 59, 56, 58, 72; Experiment 2b: 60, 70, 61, 71.

* $p < .05$, ** $p < .01$, *** $p < .001$.

Willingness to befriend. A 2x2 ANOVA revealed a main effect of Send Photo, $F(1, 241) = 131.3$, $p < .001$, $\eta_p^2 = .35$, but no main effect of Receive Photo, $F(1, 241) = 0.1$, $p = 0.730$, $\eta_p^2 = .00$, nor an interaction, $F(1, 241) = 1.2$, $p = .260$, $\eta_p^2 = .00$.

Participants were no more willing to befriend the donor who gave double-blind ($M = 74.64$, $SD = 18.68$) than the donor who received the beneficiary's photo

(M = 77.07, SD = 22.69), $t(113)$ = 0.63, p = .532, d = 0.12. They were more willing to befriend the donor who received the beneficiary's photo than the donor who sent his photo (M = 44.83, SD = 24.30), $t(112)$ = 7.32, p < .001, d = 1.37. And they were no more willing to befriend the donor who sent his photo than the donor who exchanged photos (M = 40.74, SD = 24.23), $t(128)$ = 0.96, p = .341, d = 0.17.

Beneficiary gratitude. Participants did not rate the beneficiary as more grateful when the donor gave double-blind than when the donor received the beneficiary's photo. They rated the beneficiary as more grateful when the donor received the beneficiary's photo than when the donor sent his photo. And they did not rate the beneficiary as more grateful when the donor sent his photo than when the donor exchanged photos (see Figure S3 and Table S2).

Beneficiary embarrassment. None of the conditions differed significantly (see Figure S3 and Table S2).

Donor's likelihood of receiving a favor. A 2x2 ANOVA revealed no main effect of Send Photo, $F(1, 241)$ = 1.4, p = .230, η_p^2 = .01, no main effect of Receive Photo, $F(1, 241)$ = 0.4, p = .530, η_p^2 = .00, nor an interaction, $F(1, 241)$ = 0.7, p = .380, η_p^2 = .00.

Participants rated the donor who gave double-blind (M = 58.92, SD = 15.30) as less likely to receive a favor than the donor who received the beneficiary's photo (M = 58.23, SD = 20.46), $t(113)$ = 0.20, p = .839, d = 0.04. They did not rate the donor who received the beneficiary's photo as less likely to receive a favor than the donor who sent his photo (M = 59.50, SD = 17.87), $t(112)$ = 0.35, p = .725, d = 0.07. And they did not rate the donor who sent his photo as less likely to receive a favor than the donor who exchanged photos (M = 62.92, SD = 18.70), $t(128)$ = 1.06, p = .293, d = 0.19.
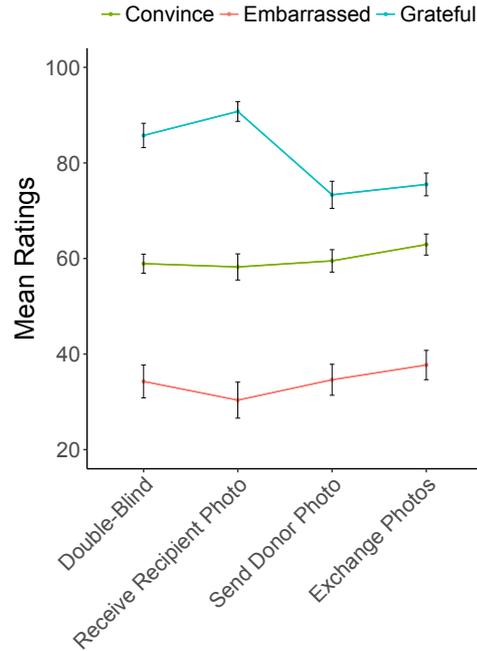
Figure S3. Mean ratings concerning the beneficiary in Experiment 2a. Error bars are standard errors.

Experiment 2b: The Role of Indirect Reciprocity

Another possibility is that exchanging photos (common knowledge) may diminish ascriptions of charitability when it betrays the donor's motive for indirect reciprocity, i.e., to boost his reputation with third parties in order to ultimately receive favors from them. In Experiment 2b, we test this by adding to the scenario that the donor needed a favor from the beneficiary's *friends* rather than from the beneficiary directly.

Methods

We recruited participants from Mturk. We excluded participants with comprehension errors ($n = 133$), yielding a final a sample of $N = 262$. The scenario was the same as for direct reciprocity in Experiment 2a, except at the end, participants instead read,

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Michael had been trying to open up a restaurant in town and he needed the town council's approval to do so. He knew that all the particular families affected by the flood were very close friends with board members on the town council, and saw them regularly.

The comprehension check queried whether they remembered this.

Results and Discussion

Table S3 reports the 2x2 ANOVAs showing a main effect of Send Photo for both donor measures. Table S1 reports the 2x2 ANOVAs showing a marginal interaction and a significant main effect of Send Photo for beneficiary gratitude, and no significant effects for beneficiary embarrassment. We follow these up with planned comparisons for each measure.

The charitability, likelihood of donating again, and willingness to befriend measures all showed the same pattern of means as they did for Experiment 2a, which highlighted a motive for direct (rather than indirect) reciprocity (see Figure 4B and Table S6).

As with direct reciprocity in Experiment 2a, when participants saw that a donor could be motivated by indirect reciprocity, they downgraded their positive judgments if the donor made his identity known, and they were relatively indifferent to whether the donor sought to know the beneficiary's identity. (Post-hoc analyses: Send Donor Photo: 49.46 (E2b) vs. 67.74 (E1) and 69.68 (E2), both ps < .001; Exchange Photos: 46.28 (E2b) vs. 73.94 (E1) and 72.09 (E2), both ps < .001).

Willingness to befriend. A 2x2 ANOVA revealed a main effect of Send Photo, $F(1, 258) = 75.6$, $p < .001$, $\eta_p^2 = .35$, but no main effect of Receive Photo, $F(1, 258) = 1.6$, $p = 0.200$, $\eta_p^2 = .01$, nor an interaction, $F(1, 258) = 0.7$, $p = .400$, $\eta_p^2 = .00$.

Participants were no more willing to befriend the donor who gave double-blind ($M = 74.05$, $SD = 23.74$) than the donor who received the beneficiary's photo ($M = 67.60$, $SD = 24.35$), $t(128) = 1.52$, $p = .130$, $d = 0.27$. They were more willing to befriend the donor who received the beneficiary's photo than the donor who sent his photo ($M = 45.02$, $SD = 23.64$, $t(129) = 5.37$, $p < .001$, $d = 0.94$). And they were no more willing to befriend the donor who sent his photo than the donor who exchanged photos ($M = 43.72$, $SD = 25.72$), $t(130) = 0.30$, $p = .765$, $d = 0.05$).

Beneficiary gratitude. Participants did not rate the beneficiary as more grateful when the donor gave double-blind than when the donor received the beneficiary's photo. They rated the beneficiary as more grateful when the donor received the beneficiary's photo than when the donor sent his photo. And they did not rate the beneficiary as more grateful when the donor sent his photo than when the donor exchanged photos (see Figure S4 and Table S2).

Beneficiary embarrassment. None of the comparisons differed significantly (see Figure S4 and Table S2).

Donor's likelihood of receiving a favor. A 2x2 ANOVA revealed no main effect of Send Photo, $F(1, 258) = 0.2$, $p = .640$, $\eta_p^2 = .00$ no main effect of Receive Photo, $F(1, 258) = 0.0$, $p = .860$, $\eta_p^2 = .00$, nor an interaction, $F(1, 258) = 0.0$, $p = .820$, $\eta_p^2 = .00$.

Participants did not rate the donor who gave double-blind ($M = 57.12$, $SD = 15.15$) as less likely to receive a favor than the donor who received the beneficiary's photo ($M = 57.24$, $SD = 13.76$), $t(128) = 0.05$, $p = .960$, $d = 0.01$. They did not rate the donor who received the beneficiary's photo as less likely to receive a favor than the donor who sent his photo ($M = 58.62$, $SD = 18.79$), $t(129) = 0.48$, $p = .630$, $d = 0.08$. And they did not rate the donor who sent his photo as less likely to receive a

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favor than the donor who exchanged photos ($M = 57.77$, $SD = 19.98$), $t(130) = 0.25$, $p = .803$, $d = 0.04$.
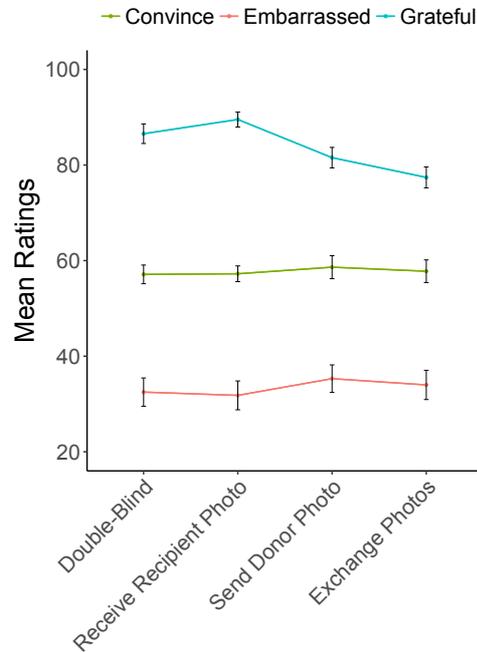

Figure S4. Mean ratings concerning the beneficiary in Experiment 2b. Error bars are standard errors.

Experiment 4: Common Knowledge Versus Shared Knowledge

Supplementary Results

A one-way ANOVA revealed a main effect of condition on judgments of beneficiary gratitude $F(1,179) = 9.1$, $p = .003$, $\eta_p^2 = .05$, but not on judgments of beneficiary embarrassment $F(1,179) = 3.0$, $p = .082$, $\eta_p^2 = .02$.

Beneficiary gratitude. Participants did not rate the beneficiary as more grateful when the donor gave double-blind than when the donor chose to optionally exchange photos. They rated the beneficiary as more grateful when the donor chose to optionally exchange photos than when the donor exchanged photos (see Figure S5 and Table S2).

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Beneficiary embarrassment. Participants rated the beneficiary as less embarrassed when the donor gave double-blind than when the donor chose to optionally exchange photos. They did not rate the beneficiary as less embarrassed when the donor chose to optionally exchange photos than when the donor exchanged photos (see Figure S5 and Table S2).
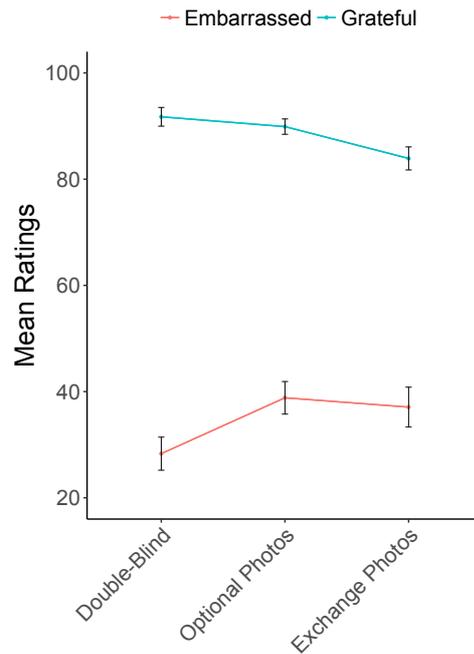

Figure S5. Mean ratings concerning the beneficiary in Experiment 4. Error bars are standard errors.

Experiment 5: The Price of Reputation

Vignette for Exchange Photos and In Person Conditions

Ashborne is small town where everyone knows each other. During one year, a few dozen families in a poor neighborhood are affected by a severe flood and become homeless. They have to go to an emergency shelter in the gymnasium of the local high school.

It costs $1000 per family to provide food and a small private apartment for a month while their home is being repaired. The local newspaper has asked the citizens of Ashborne to please help by giving $1000 checks to these families. Donors can drop

off the checks at the shelter either by anonymously giving them to the shelter Director to distribute to a family [or by requesting to share photos with each beneficiary, which means that both the donor and beneficiary receive an envelope with each other's photos. /*or by handing them directly to the family in person*].

One donor decides to help. This donor earns $50,000 per year and has $50,000 in a savings account. He decides to donate to the families anonymously. He gives 10 checks for a total of $10,000 by delivering them to the Director to anonymously distribute to the families.

Another donor also decides to help and has the same income and savings, $50,000 per year and $50,000 in savings. [*He decides to donate to the families in person.*] He gives 50 checks for a total of $50,000 [by delivering them to the Director and requesting to share photos. So, both the donor and each beneficiary share photos and know each other's identities./ *by delivering them directly to the families*].

Who do you think is a more charitable person? The donor who delivers 10 donations of $1000 anonymously, or the donor who delivers 50 donations of $1000 [while exchanging photos /*given in person.*]

Comprehension Questions:

Send Photo:

> *In the scenario you read, what were the donations for?* (Medicine, Temporary food and shelter, Home repairs, Rebuilding the town school).
>
> *What disaster affected some families?* (Hurricane, Earthquake, Mudslide, Famine, Flood).

Exchange Photos: In addition to the same comprehension questions as Send Photo, participants were asked:

> *How did the second donor donate?* (The answer options were: He delivered a check with his business card; He delivered a check and exchanged photos with

the families; He delivered the check in person right into the hands of the families.

In Person: Participants were asked the same questions as Exchange Photos, although the options for one of the questions were different:

How did the second donor donate? (The answer options were: He delivered a check with his photo; He delivered a check anonymously; He delivered the check in person.

Experiment 5a Removing Proactive Donor Choices

We further examined Experiment 5's surprising finding that roughly half of participants judge a double-blind donor as more charitable than a more generous public donor, regardless of the size of the public donor's gift. One possibility is that the donor seemed especially selfish for *proactively* choosing to provide his photo and business card, even though this was not provided as an official donation option. Experiment 5a asks whether we still find the magnitude insensitivity effect when giving with a photo is a preset option. As a strong test, we try to replicate the two most extreme titration conditions from Experiment 5: when the revealed donor gives 10x and 100x as much as the double-blind donor.

Methods

We recruited participants from Mturk. We excluded participants with comprehension errors ($n = 48$), yielding a final sample of $N = 109$ ($M_{age} = 37$; 56% female). The design was identical to that of Experiment 5, except that we additionally specified that donating with a photo was a preset option: *Donors can send the checks to the local municipality either by anonymously sending them to the municipality Director in order to distribute to a family, or by sending the family an envelope containing the check and the donor's photo in order to let the family know who the donor is.*

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We looked at when the public donor gave $100,000 and $1000,000, reflecting 10x and 100x the double-blind donor's gift, respectively.

Results and Discussion

Table S7 shows the results. As in Experiment 5, participants never significantly favored the revealed donor.

Table S7. Proportion of participants who chose a revealed donor ($100,000 and $1000,000) as more charitable than an anonymous donor ($10,000), Experiment 5a.

Condition	n	%	p
10k vs. 100k	44	55	.652
10k vs. 1000k	65	54	.620

Note. P values reflect a two-tailed binomial test of whether the observed percentage differed from 50%.

Experiment 5b: Controlling for Donor Wealth

Another possible explanation for Experiment 5's surprising result is that participants inferred that donors who gave larger amounts were proportionally wealthier, so their gifts were no more of a sacrifice. Ascriptions of charitability are affected by the degree of sacrifice.

Methods

We recruited participants from Mturk. We excluded participants with comprehension errors ($n = 71$), yielding a final sample of $N = 170$ ($M_{age} = 37$; 55% female). The design was identical to that of Experiment 5, except we specified that the donors had equal wealth: *Both donors earn an income of $50,000 per year, and over the years they have saved up $50,000 in savings*. Participants were excluded if they did not correctly answer a question about this fact at the end of the experiment:

How much does each of the donors earn per year? (The answer options were: The first donor earns $50,000, and the second donor earns $100,000; The first earns $100,000, and the second earns $50,000; The first earns $50,000 and the second earns at least three times as much; Both earn $50,000.

Given the results of Experiment 5, this time we used fewer increments in the public donor's gift: $10,000, $20,000, and $50,000, reflecting 1x, 2x, or 5x the double-blind donor's gift, respectively.

Results and Discussion

Table S8 shows the results. As in Experiment 5, participants never significantly favored the revealed donor.

Table S8. Proportion of participants who chose a revealed donor ($10,000-50,000) as more charitable than an anonymous donor ($10,000), Experiment 5b.

Condition	*n*	%	*p*
10k vs. 10k	60	2	< .001
10k vs. 20k	54	48	.892
10k vs. 50k	56	45	.504

Note. P values reflect a two-tailed binomial test of whether the observed percentage differed from 50%.

Experiment 5c Removing Potential Business Motives

Another possible explanation for participants' reluctance to choose the public donor in Experiments 5 is that a business card suggested that the donor was selfishly soliciting customers. If so, a donor might be judged more charitable if they reveal their identity with a regular photo.

Methods

We recruited participants from Mturk. We excluded participants with comprehension errors ($n = 100$), yielding a final sample of $N = 220$ ($M_{age} = 37$; 59% female). The design was similar to that of Experiment 5, except as follows. Since we expected that, once more, participants would never significantly prefer the revealed donor, we only tested the most extreme difference: a double-blind donor who gives $10,000 and a public donor who gives $50,000. We varied (between-subjects) how the second donor revealed his identity: (1) with a photo of himself and his business card, or (2) with only a photo of himself. Participants were excluded if they did not correctly answer a question about this fact at the end of the experiment:

> *How did the second donor donate?* (The answer options were: He delivered a check with his photo; He delivered a check with his photo and also sent his business card; He delivered the check in person.

Results and Discussion

Table S9 shows the results. Although a revealed donor who donated with only a photo was almost favored over an anonymous donor, we still did not find significant evidence in this direction, repeating the same result as Experiment 5.

Table S9. Proportion of participants who chose a revealed donor ($50,000) as more charitable than a stingier anonymous donor ($10,000), Experiment 5c.

Condition	n	%	p
Photo + business card	57	42	.289
Photo	55	36	.058

Note. P values reflect a two-tailed binomial test of whether the observed percentage differed from 50%.

Experiment 6a: The Donor's Perspective

We now look at how participants view charity when they take the perspective of the donor, who of course has a different set of interests from observers and beneficiaries. Presumably, a donor prefers to give in a way that promotes his or reputation, increasing the chance that the good deed will be reciprocated. Hence, we test whether a participant taking the donor's perspective is more likely to favor giving with a photo than a participant taking the observer's perspective, holding the amount of the gift constant.

Since the scenario is hypothetical, a participant could easily (without cost) exaggerate their own generosity by saying that they would give in the most altruistic way possible (e.g., Batson et al., 1999; Batson & Thompson, 2001). Hence, we modified the scenario from Experiment 6 to provide a cover for promoting one's reputation. Most important, we added a third option for giving that was intended to be even less generous; this option added a restriction on the gift such that the spending was controlled and monitored by the donor. We also used a larger donation of $45,000, presuming that donors would feel more entitled to reveal their identities for very large amounts. Given these features, held constant across conditions, we tested whether participants taking a donor's perspective would be more likely to give money with a photo compared to participants taking the observer perspective who judge which gift is more charitable.

Methods

After excluding 22 participants who made comprehension errors (see below for comprehension questions), we ended up with a sample of 138 ($M_{age} = 55$; 39% female). In the Donor condition, participants imagined themselves as donors and they chose whether to give $45,000 double-blind or with a photo. The scenario began with the same flood disaster as before, and then continued:

The director offers donors three ways to give: (1) by including a photo of themselves in a note from the director to the family, (2) anonymously, in which case the director must cash the check himself and give it to the family, so that they don't know who the donor is, or (3) by adding a restriction on the donation so that it can only be spent on certain expenses, which must be confirmed by receipts that the family mails to the donor.

Imagine that you are a resident of Ashborne who earns $50,000 per year and has $50,000 in a savings account. You have decided to give $45,000, and after thinking about the options, you have narrowed down your choices to either donating double-blind or with a photo. How would you donate?"

($45,000 double-blind, $45,000 with a photo).

In the Observer condition, everything was the same, except that the last paragraph only asked participants which donor they thought was more charitable.

At the end, participants were asked the following comprehension questions:

In the scenario you read, what were the donations for? (Medicine, Sanitation, Home Repairs, Rebuilding the town school).

What disaster affected some families? (Fire, flood, famine).

Results and Discussion

Similar to previous experiments, participants who took an Observer perspective preferred the anonymous donor to a revealed donor who gave the same amount: only 9% said the revealed donor was more charitable, which was significantly less than 50% ($p < .001$, binomial test). Among participants who took the Donor perspective, 29% said they would choose to give with a photo, also significantly less than 50% ($p < .001$), but a significantly greater proportion than among Observers ($p = .005$, Fisher's exact test).

As in Experiment 6, these results show a certain hypocrisy (Batson et al., 1999; Batson & Thompson, 2001): people demand more pure altruism in those whom they judge than in themselves when put in the same role.