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Article — Published Version COVID-19 and pro-sociality: How do donors respond to local pandemic severity, increased salience, and media coverage?

Experimental Economics

Provided in Cooperation with:

WZB Berlin Social Science Center

Suggested Citation: Adena, Maja; Harke, Julian (2022) : COVID-19 and pro-sociality: How do donors respond to local pandemic severity, increased salience, and media coverage?, Experimental Economics, ISSN 1573-6938, Springer Science + Business Media B.V., Dordrecht, Vol. 25, Iss. 3, pp. 824-844,

https://doi.org/10.1007/s10683-022-09753-y

This Version is available at: https://hdl.handle.net/10419/253257

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Appendix

COVID-19 and pro-sociality: How do donors respond to local pandemic severity, increased salience, and media coverage?

Maja Adena (WZB) and Julian Harke (WZB)

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Appendix

A Additional tables and figures

Figure A1: Control condition without COVID-19 reference

	100 Years Working With Children				
At the beginning of the 20th Children is still fighting to gi	e century, two sisters had a vision to protect children and their rights. 100 years later, Save the ve children a healthy start in life, the chance to learn and protection from harm.				
Around the world and in the they are from.	UK, too many children still start life at a disadvantage simply because of who they are and where				
Save the Children has a bol from abuse, neglect and ex	Id ambition: we believe that all children could thrive, have the chance to learn, and be protected ploitation.				
Please donate to our work Your support will help transf	k form children's lives.				
On top of the fixed payment of £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it for yourself, donate to Save the Children, or divide it between the two.					
r yourself, donate to Save the	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep i e Children, or divide it between the two.				
Whatever you decide to a	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep i e Children, or divide it between the two. keep will be added to your payment. donate will be donated by us to Save the Children after the end of the study.				
Whatever you decide to a Whatever you decide to a	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it e Children, or divide it between the two. keep will be added to your payment. donate will be donated by us to Save the Children after the end of the study. How much do you want to donate?				
Whatever you decide to Whatever you decide to Whatever you decide to Keep for yourself	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep is a children, or divide it between the two. keep will be added to your payment. donate will be donated by us to Save the Children after the end of the study. How much do you want to donate? Your donation to Save the Children				

Figure A2: Treatment condition with COVID-19 reference

Save the Children - I	00 Years Working With Children
At the beginning of the 20th Children is still fighting to gi	century, two sisters had a vision to protect children and their rights. 100 years later, Save the ve children a healthy start in life, the chance to learn and protection from harm.
Around the world and in the they are from.	UK, too many children still start life at a disadvantage simply because of who they are and where
Save the Children has a bol from abuse, neglect and ex	d ambition: we believe that all children could thrive, have the chance to learn, and be protected ploitation.
The coronavirus is already l countries and the NHS, are the prospect of poverty.	naving devastating consequences for children and their rights. Health systems, both in poor being overwhelmed. Children have had their education disrupted by school closures. Many face
With the pandemic now spr	eading into some of the world's poorest countries and in the UK, there is a real danger that we will
see a reversar or the gains i	made over the last 20 years. There is an alternative.
Please donate to our work Your support will help transf	made over the last 20 years. There is an alternative. c orm children's lives.
Please donate to our work Your support will help transf	made over the last 20 years. There is an alternative. torm children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it ∋ Children, or divide it between the two.
Please donate to our work Your support will help transf n top of the fixed payment of r yourself, donate to Save the • Whatever you decide to b • Whatever you decide to b	made over the last 20 years. There is an alternative. t form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it ∋ Children, or divide it between the two. keep will be added to your payment. Ionate will be donated by us to Save the Children after the end of the study.
Please donate to our work Your support will help transf n top of the fixed payment of r yourself, donate to Save the • Whatever you decide to f • Whatever you decide to f	<pre>made over the last 20 years. There is an alternative. form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it a Children, or divide it between the two. teep will be added to your payment. fonate will be donated by us to Save the Children after the end of the study. How much do you want to donate?</pre>
Please donate to our work Your support will help transf n top of the fixed payment of r yourself, donate to Save the • Whatever you decide to to • Whatever you decide to o	made over the last 20 years. There is an alternative. form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it a Children, or divide it between the two. Keep will be added to your payment. toonate will be donated by us to Save the Children after the end of the study. How much do you want to donate? Your donation to Save the Children



Figure A3: Daily COVID-19 cases in England and dates of experimental sessions

Notes: Data source coronavirus.data.gov.uk







Figure A5: Examples for relative local severity and donation amounts

Notes: Local polynomial plot for donation amounts and 90% confidence intervals

(1) Overall				(2) By treatment						
					(a) Control (b) COVID-19 reference			rence	e	
	Mean	Std. error	Ν	Mean	Std. error	Ν	Mean	Std. error	Ν	T-test <i>p</i> -value
Relative local severity	0.008	0.000	3532	0.008	0.000	1790	0.008	0.000	1742	0.745
Initial slider: donation	0.503	0.005	3548	0.503	0.007	1799	0.503	0.007	1749	0.950
Initial slider: share UK	0.506	0.005	3548	0.510	0.007	1799	0.501	0.007	1749	0.355
Age	33.7	0.211	3547	34.0	0.296	1799	33.4	0.300	1748	0.127
Born in UK dummy	0.828	0.006	3548	0.825	0.009	1799	0.831	0.009	1749	0.643
Female dummy	0.654	0.008	3548	0.657	0.011	1799	0.652	0.011	1749	0.743
Socioeconomic status	5.325	0.025	3542	5.352	0.036	1797	5.297	0.036	1745	0.279
Household members	3.062	0.023	3548	3.084	0.032	1799	3.038	0.032	1749	0.310
Household income	3576.2	47.0	3548	3586.4	65.7	1799	3565.8	67.2	1749	0.826

Table A1: Descriptive statistics and balancing table

Table A2: H1: The COVID-19 reference increases donations. Marginal effects after a two-limit Tobit. Outcome variable: donation amount

(1)	(2)	(3)
0.152^{***} (0.038)	0.153^{***} (0.038)	0.148^{***} (0.038)
Yes	Yes	Yes
No	Yes	Yes
No	No	Yes
Yes	Yes	Yes
$\begin{array}{c} 3541 \\ 0.024 \end{array}$	$\begin{array}{c} 3541 \\ 0.028 \end{array}$	$3541 \\ 0.028$
	(1) 0.152*** (0.038) Yes No Yes 3541 0.024	$\begin{array}{c c} (1) & (2) \\ \hline 0.152^{***} & (0.038) & 0.153^{***} & (0.038) \\ \hline Yes & Yes \\ No & Yes \\ \hline No & No \\ \hline Yes & Yes \\ \hline 3541 & 3541 \\ 0.024 & 0.028 \\ \hline \end{array}$

Note: See note to Table 2. * p < 0.10, ** p < 0.05, *** p < 0.01.

	Mean	Std. error	Ν
Gender:			
– female	0.640	0.3927	232
– male	0.511	0.4213	122
Age:			
- 18-24	0.519	0.4007	988
- 25-34	0.595	0.4079	117
- 35-49	0.644	0.4059	901
- 50-64	0.658	0.3993	412
-65+	0.684	0.3952	71
Making ends meet before	COVID-19:		
– great difficulty	0.547	0.4140	115
- some difficulty	0.548	0.4116	847
 fairly easily 	0.601	0.4047	159
- easily	0.631	0.4037	990
Makina ends meet since (COVID-19		
- great difficulty	0.523	0.4215	206
- some difficulty	0.563	0.4112	104
 fairly easily 	0.603	0.4041	146
– easily	0.641	0.3996	829
Change in household inco	me since COVI	D 10.	
- decreased a lot	$\begin{array}{c} \text{me since } 0.548 \\ \end{array}$	0 4221	340
- decreased somewhat	0.540	0.4221	119
- staved the same	0.579	0.4013	112
ingrossed somewhat	0.019 0.573	0.4015	213
- increased a lot	0.373	0.4100	240
	0.430	0.4204	
Expected change in house	nold income:	0 /195	206
- decrease a lot	0.540	0.4165	200
- decrease somewhat	0.599	0.4040	004
- stay the same	0.012	0.4041	100 576
- increase somewhat	0.554	0.4124	570 51
		· 1 (f + 11 (20)	
– a lot	0 Jamuy negati 0 541	ively affected by CO 0 4308	v1D-19: 146
- somewhat	0.601	0.4000	107
– not at all	0.506	0.3991	207
	0.030	0.4030	202
Expected negative impact	on health: 0.484	0 409 4	1.40
-a lot	0.484	0.4234	140
- somewhat	0.620	0.3987	214
– not at all	0.565	0.4162	126
Vulnerability to COVID-1	9:	0.400-	
– high risk	0.489	0.4227	101
– moderate risk	0.612	0.4001	687
– low risk	0.595	0.4082	276

Table A3: Mean donations by category

Table A4: The effect of the relative local severity of the pandemic on subjective perceptions of local severity. Outcome variable: subjective perceptions of local severity

	(1)	(2)	(3)
	More severe	Equally severe	Less severe
Relative local severity	$0.292^{***} (0.039)$	-0.002 (0.047)	-0.290*** (0.036)
Location fixed effect	Yes	Yes	Yes
Time fixed effects	Yes	Yes	Yes
$\frac{\text{Observations}}{R^2}$	3532 0.218	3532 0.108	$3532 \\ 0.286$

Note: Robust errors. All columns include time fixed effects and location fixed effects. * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A5: H2: Individuals in more affected places will give more (or less) than individuals in less affected places. Marginal effects after a two-limit Tobit. Outcome variable: donation amount

	(1)	(2)	(3)	(4)
Relative local severity	0.063^{**} (0.030)	0.056^{*} (0.029)	0.157^{**} (0.065)	0.334^{***} (0.103)
COVID-19 reference	0.152^{***} (0.038)	0.149^{***} (0.038)	0.147^{***} (0.039)	0.124^{***} (0.038)
Baseline controls	Yes	Yes	Yes	Yes
Financial controls	No	Yes	Yes	Yes
Health controls	No	Yes	Yes	Yes
Area controls	No	No	Yes	No
Location fixed effect	No	No	No	Yes
Time fixed effects	Yes	Yes	Yes	Yes
Observations	3525	3525	3423	3525
Pseudo \mathbb{R}^2	0.025	0.033	0.038	0.058

Note: See note to Table 3. * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A6: Regional trends. Outcome variable: donation amount

	(1)
Relative local severity	0.107^{**} (0.052)
COVID-19 reference	0.043^{***} (0.014)
Baseline controls	Yes
Financial controls	Yes
Health controls	Yes
Location fixed effect	Yes
Time fixed effects	Yes
Time fixed effects x Region fixed effects	Yes
Observations	3525
R^2	0.161

Note: See note to Table 3. * p < 0.10, ** p < 0.05, *** p < 0.01.

Outcome variable. donation amount					
	(1)	(2)	(3)	(4)	
Relative local severity	$0.022 \ (0.015)$	$0.018\ (0.015)$	0.050^{**} (0.025)	0.104^{***} (0.039)	
COVID-19 reference	0.051^{**} (0.022)	0.045^{**} (0.022)	0.043^{*} (0.023)	$0.033\ (0.023)$	
COVID-19 reference * local severity	0.002(0.020)	0.007 (0.020)	0.007 (0.021)	0.013(0.021)	
Baseline controls	Yes	Yes	Yes	Yes	
Financial controls	No	Yes	Yes	Yes	
Health controls	No	Yes	Yes	Yes	
Area controls	No	No	Yes	No	
Location fixed effect	No	No	No	Yes	
Time fixed effects	Yes	Yes	Yes	Yes	
Observations	3525	3525	3423	3525	
R^2	0.052	0.069	0.080	0.118	

Table A7: Interaction effect. Outcome variable: donation amount

Note: See Note to Table 3. * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A8: H2: Individuals in more affected places will give more (or less) than individuals in less affected places. Alternative specification of local severity: absolute number of COVID-19 cases in the last 7 days (in tsd.). Outcome variable: donation amount

	(1)	(2)	(3)	(4)
COVID-19 cases, last 7 days, in tsd.	0.028^{**} (0.013)	0.028^{**} (0.014)	0.031^{**} (0.015)	0.035^{**} (0.016)
COVID-19 reference	0.053^{***} (0.013)	0.051^{***} (0.013)	0.049^{***} (0.014)	0.044^{***} (0.014)
Baseline controls	Yes	Yes	Yes	Yes
Financial controls	No	Yes	Yes	Yes
Health controls	No	Yes	Yes	Yes
Area controls	No	No	Yes	No
Location fixed effect	No	No	No	Yes
Time fixed effects	Yes	Yes	Yes	Yes
Observations	3525	3525	3423	3525
R^2	0.052	0.068	0.079	0.116

Note: See note to Table 3. * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A9: H2: Individuals in more affected places will give more (or less) than individuals in less affected places. Alternative specification of local severity: number of COVID-19 cases in the last 7 days per 100,000. Outcome variable: donation amount

	(1)	(2)	(3)	(4)
COVID-19 cases, last 7 days, per 100,000	0.176(0.112)	0.188^{*} (0.113)	0.294^{**} (0.125)	0.362^{***} (0.132)
COVID-19 reference	0.053^{***} (0.013)	0.051^{***} (0.013)	0.049^{***} (0.014)	0.044^{***} (0.014)
Baseline controls	Yes	Yes	Yes	Yes
Financial controls	No	Yes	Yes	Yes
Health controls	No	Yes	Yes	Yes
Area controls	No	No	Yes	No
Location fixed effect	No	No	No	Yes
Time fixed effects	Yes	Yes	Yes	Yes
Observations	3525	3525	3423	3525
R^2	0.051	0.069	0.080	0.117

Note: See note to Table 3. * p < 0.10, ** p < 0.05, *** p < 0.01.

	(1)	(2)	(3)	(4)	(5)	(6)
Relative local severity	0.088^{**} (0.037)	0.105^{***} (0.037)	0.108^{***} (0.037)	0.110^{***} (0.037)	0.109^{***} (0.037)	0.109^{***} (0.037)
Baseline controls	No	Yes	Yes	Yes	Yes	Yes
Financial controls	No	No	Yes	Yes	Yes	Yes
Health controls	No	No	No	Yes	Yes	Yes
Other socioeconomic controls	No	No	No	No	Yes	Yes
Work change controls	No	No	No	No	No	Yes
Location fixed effects	Yes	Yes	Yes	Yes	Yes	Yes
Time fixed effects	Yes	Yes	Yes	Yes	Yes	Yes
Observations	3532	3525	3525	3525	3525	3525
R^2	0.062	0.101	0.109	0.118	0.123	0.124

 Table A10: The effect of observables on the coefficient of interest.

 Outcome variable: donation amount

Note: Robust errors. All columns include time fixed effects, and location fixed effects. For baseline, financial, and health controls see note to Table 2. Other socioeconomic controls include place of living dummy (big city, small city, suburbs), employement status dummy (employed, unemployed, student, apprentice, retired), number of children in the household, and primarily source of news dummy (high quality, medium quality). Work change controls include work change since COVID-19 dummies (lost permanently, lost temporarily without pay, lost temporarily with pay, hours reduced), number of days commuting before COVID-19 and since COVID-19, and remote work dummies (fully, partly). * p < 0.10, ** p < 0.05, *** p < 0.01.

	(1)	(2)	(3)	(4)	(5)	(6)
Dummy income decreased since the outbreak of the pandemic	-0.030^{**} (0.014)					
Dummy income expected to decrease in the next 12 months		-0.010 (0.015)				
Health negatively affected by COVID-19: a lot dummy			-0.046 (0.035)			
Expected negative impact on health: a lot dummy				-0.111^{***} (0.036)		
Vulnerability to COVID-19: high risk					-0.125^{***} (0.041)	
Vulnerability to COVID-19: moderate risk						-0.006 (0.017)
Baseline controls	Yes	Yes	Yes	Yes	Yes	Yes
Location fixed effects	Yes	Yes	Yes	Yes	Yes	Yes
Time fixed effects	Yes	Yes	Yes	Yes	Yes	Yes
Observations	3525	3525	3525	3525	3525	3525
R^2	0.100	0.099	0.100	0.102	0.102	0.099

Table A11: Correlation between economic and health variables and donation amount. Outcome variable: donation amount

Note: Robust errors. All columns include the following controls location fixed effects, slider initial position, age, dummy born in the UK, female dummy, socioeconomic status, number of household members, and session dummies (time fixed effects). * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A12: H3: The national project will benefit more from the COVID-19 frame than the global project. Outcome variable: donation share to the UK program

	(1)	(2)	(3)	(4)
COVID-19 reference	-0.004 (0.010)	-0.003(0.010)	-0.003 (0.010)	-0.001 (0.010)
GDP in UK vs. in developing countries				-0.002(0.001)
Poverty in UK vs. in developing countries				0.004^{***} (0.001)
UK more affected dummy				0.049^{***} (0.015)
UK equally affected dummy				0.063^{***} (0.015)
Baseline controls	Yes	Yes	Yes	Yes
Financial controls	No	Yes	No	Yes
Health controls	No	No	Yes	Yes
Time fixed effects	Yes	Yes	Yes	Yes
Observations	3541	3541	3541	3541
R^2	0.095	0.103	0.101	0.117

Note: See note to Table 5. The sample consists of first-stage donors and non-donors. * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A13: H4: Individuals in more affected places will shift their giving to local causes more than those in less affected places.

0	utcome	variable:	donation	share t	to	the	UK	$\operatorname{program}$
---	--------	-----------	----------	---------	----	-----	----	--------------------------

		0		
	(1)	(2)	(3)	(4)
Relative local severity	0.007 (0.008)	0.007 (0.008)	-0.008 (0.017)	-0.041(0.027)
COVID-19 reference	-0.004 (0.010)	-0.003 (0.011)	-0.003 (0.011)	-0.002(0.011)
Baseline controls	Yes	Yes	Yes	Yes
Financial controls	No	Yes	Yes	Yes
Health controls	No	Yes	Yes	Yes
Area controls	No	No	Yes	No
Location fixed effect	No	No	No	Yes
Time fixed effects	Yes	Yes	Yes	Yes
Observations	3525	3525	3423	3525
R^2	0.094	0.108	0.132	0.164

Note: See note to Table 6. The sample consists of first-stage donors and non-donors. * p < 0.10, ** p < 0.05, *** p < 0.01.

B Timeline of the main experiment

After the development of the idea and programming of the experiment, we ran a technical pilot with six participants on June 5, 2020, followed by a first rough preregistration on June 8, 2020 (https://osf.io/23sc4/). This was followed by two pilots with 25 and 26 participants on the afternoons of June 8 and 10, 2020, to calibrate the payments. A final preregistration with a pre-analysis plan was completed on June 15, 2020 (https://osf.io/h5syz/). Following this, we ran several waves of the experiment on Monday evenings until the end of August 2020, starting with a larger initial sample and reducing the sample over time. Further sessions were run in October and November 2020 in order to capture the second wave of the pandemic.

C Exclusion criteria

We excluded participants who fulfilled three or more of the following criteria:

- Time taken for completing the experiment below 5 minutes or above 25 minutes,
- Estimated number of COVID-19 cases in UK below 30,000 or more than 30,000,000,
- Estimated number of cases in local area larger than the estimated number of cases in the UK/10.
- Number of household members (children plus adults) more than 8,
- Expectation that the poverty rate in the UK or in developing countries will decrease below 10%,
- Expectation that the GDP growth rate in the UK or in developing countries will increase above 10%,
- Inconsistencies between the answers reported to Prolific and answers in our survey:¹
 - Area of residence,
 - Household income,
 - Number of household members,
 - Employment status.

 $^{^{1}}$ We did not treat those inconsistencies as direct exclusion criteria, because, for example, the inconsistencies between our survey and Prolific could have occurred due to differences in question formulation or changes to an individual's situation between Prolific's data collection and our survey.

D Prolific pre-screening criteria

Our only pre-screening criterion was the current area of residence, which needed to be in England. However, in order to secure baseline sociodemographic information, we required that the following variables have no missing values: gender, age, country of birth, household size, household income (including "prefer not to say" category for sample size reasons), and socioeconomic status, see Table D14. We chose those variables for their relevance, but excluded other variables that would result in a large reduction of the available Prolific subject pool.

Table D	Table D14: Pre-screening variables				
Pre-screening	Exclusion criteria	Available subject pool size (10.06.2020)			
Current UK area of residence	not England	34,650			
Age	missing values	34,307			
Gender	missing values and	33,921			
	"prefer not to say"				
Socioeconomic Status	missing values	32,568			
Household Size	missing values	32,407			
Household Income (GBP)	missing values	31,968			
Country of Birth	missing values	31,902			

E Additional analysis

In the preregistration, we specified a number of supporting hypotheses and tests on which we comment here. As pre-specified, we apply Bonferroni correction for multiple hypothesis testing, assuming 20 tests. In the following, barely any test is confirmed. Many of the tests concern, however, the outcome being the share of donations to the UK program and interactions with the treatment dummy for which the direct effect has been shown not to be significant in the main analysis. The score variables were created following a preregistered protocol.

- SH0 Interaction effects of the two main explanatory variables: The coefficient on the interaction between treatment dummy and local severity is not significant (and very small) (see Table A7 in the main article).
- SH1 COVID-19 skeptics will decrease giving in the treatment condition: The interaction term (as well as the direct coefficient on COVID-19 skeptics score) is not significant.
- SH2 Those who follow rules and recommendations regarding COVID-19 will increase their giving in the treatment condition: The interaction term (as well as the direct coefficient on rule followers score) is not significant.
- SH3a-c Regarding the impact of reporting in the media on giving to the local program versus the global program, there was not enough variation across sessions to test those hypotheses.
- SH4a-c The relative amount of giving to the UK program versus the global program will reflect the perception of how negatively the UK will be impacted relative to developing countries. In a regression analysis, the following explanatory variables are looked at: GDP growth in the UK versus developing countries, poverty in the UK versus in developing countries, dummy UK more affected by COVID-19 (subjective statement), and the interactions with the treatment. For the direct effects, see Table 5 and description in the main text. Regarding the interaction effects, only the coefficient on the interaction between the dummy UK more affected by COVID-19 and the treatment is positive and significant.
 - SH5 a Individuals whose economic situations have been negatively affected since the spread of COVID-19 and those fearing such negative consequences will donate less than others: We confirm this hypothesis.
 - b Individuals whose health status has been negatively affected since the spread of COVID-19 and those fearing health deterioration will donate less than others. The coefficient on the health score is not significant (the reason is likely an inverted u-shaped pattern of giving in health, on which we comment in the main text and which seems to not be well reflected in the created health score variable).
 - c Individuals with less distancing opportunities will donate less than others. The coefficient on the distancing score is not significant.
- SH-Other Individuals might donate less in the treatment condition if they think that they have contributed sufficiently to prevention and mitigation of the consequences of COVID-19: Coefficient is not significant.
- SH-Other COVID-19 individual contribution and level of empathy: We confirm a positive correlation between empathy and giving in the experiment.

F Additional survey experiment

F.1 Design

We designed an additional survey experiment to better understand the mechanism behind the results of our main experiment, where we found higher giving in the treatment group compared to the control group. In addition, the survey aimed at informing us about a potential experimenter demand effect arising in the main experiment. Following the design of the original experiment, we recruited 220 participants on Prolific who indicated their area of residence to be in England. We used the same pre-screening (see Section D) and exclusion (see Section C) criteria as for the main experiment. The latter resulted in the final sample of 172 participants used in the analysis. The survey was not incentivized, and the participants received a fixed amount of £2 after the completion of the survey. Similar to the main experiment, in the control group, the participants read a donation ask for Save the Children. In the treatment group, the participants read the same donation ask with the additional paragraph about COVID-19. Next, on each page, participants were asked to "think of an average Prolific participant from the UK who might receive this donation appeal" and answered a number of questions regarding how they think the donation appeal would affect such a person. The additional survey experiment was preregistered on OSF (https://osf.io/rw86z/) prior to the experimental sessions at the end of April, 2021. The preregistration contains further details of the survey experiment, the hypotheses, and screenshots of the experimental instructions.

F.2 Results

Next, we show the results of various tests of differences between treatments. First, we asked participants to answer how strongly they expected the appeal to evoke different emotions in the average Prolific participant. We asked the question separately for all 20 emotions that are part of the Geneva Emotional Wheel (GEW, see Scherer, 2005; Scherer et al., 2013). We took the average over the positive and over the negative emotions. Both variables range from 0 to 100. Table F1 shows results from OLS regressions. We see that the treatment evokes less positive emotions (marginally significant at p<0.1)² and more negative emotions (not significant).

,	1 1 0	
Outcome variable	Positive emotions	Negative emotions
COVID-19 reference Baseline controls	$-5.586^{*} (2.917)$ Yes	3.177 (2.487) Yes
$\frac{\text{Observations}}{R^2}$	172 0.053	172 0.029

Table F1: AddH1a/b: The COVID-19 reference evokes more positive/negative emotions in the reader.

Note: OLS regressions; robust errors. Baseline controls include age, UK birth dummy, female dummy, socioeconomic status dummies, and household size. * p < 0.10, ** p < 0.05, *** p < 0.01.

Next, we tested, whether participants expect the money to be spent sooner in the treatment condition. Table F2 presents the results which show no significant differences in the expected timing of relief in both treatments.

Table F2: AddH2: Participants expect their donation to be spent sooner in the treatment with COVID-19 reference.

Outcome variable	Time money spent		
COVID-19 reference Baseline controls	-0.146 (0.111) Yes		
$\frac{\text{Observations}}{R^2}$	$\begin{array}{c} 172 \\ 0.055 \end{array}$		
N. C			

Note: See note to Table F1. * p < 0.10, ** p < 0.05, *** p < 0.01.

 $^{^{2}}$ In the text and in the tables, we do not correct for multiple hypothesis testing. However, Bonferroni corrections are easily implemented if we multiply the p-value by the number of tests (9). The difference in positive emotions does not survive such comparisons, and the only test that survives is AddH3.

We asked participants to name the goals that they expected the donations collected in the appeal to be spent on. They entered text into an open text field. We opted against providing a multiple-choice list as this could have influenced their responses. We classified the words used in the responses into major categories including COVID-19 (participants having included words such as pandemic, corona, or coronavirus). While in the control treatment, no one mentioned COVID-19, 16% in the treatment condition did so, and the difference is statistically significant, as can be seen in Table F3. However, this compares to, altogether, 51% mentioning education, 38% protection, 29% health, 22% support, 16% poverty, and 13% hunger.³ This means that COVID-19 relief was not perceived as the main goal of the project.

Table F3: AddH3: Participants expect the money to be (more often) spent on COVID-19 relief in the treatment with COVID-19 reference.

Outcome variable	COVID-19 relief
COVID-19 reference Baseline controls	$\begin{array}{c} 0.158^{***} \ (0.038) \\ \text{Yes} \end{array}$
Observations R^2	$\begin{array}{c} 172\\ 0.110\end{array}$

Note: See note to Table F1. * p < 0.10, ** p < 0.05, *** p < 0.01.

Next, we asked participants to compare the perceived importance, effectiveness, and urgency of the donation to Save the Children's appeal with a donation to (i) Transparency International, (ii) the World Wildlife Fund, and (iii) the Alzheimer's Society. The participants answered by using a slider on a scale from less important/effective/urgent to more important/effective/urgent. For each participant, we computed an average over the three charities and used this score for the final comparisons. The score ranges from 0 to 100. The results are presented in Table F4. There are no significant differences in how important, effective, or urgent participants perceive giving to Save the Children in the treatment versus the control condition.

Table F4: AddH4–6: In the treatment with COVID-19 reference, giving to the appeal is perceived to be more effective/important/urgent.

Outcome variable	Relative effectiveness	Relative importancy	Relative urgency
COVID-19 reference Baseline controls	-0.032 (2.003) Yes	0.699 (1.875) Yes	1.671 (2.011) Yes
$\frac{\text{Observations}}{R^2}$	$\begin{array}{c} 172 \\ 0.012 \end{array}$	$\begin{array}{c} 172 \\ 0.019 \end{array}$	$\begin{array}{c} 172 \\ 0.024 \end{array}$

Note: See note to Table F1. * p < 0.10, ** p < 0.05, *** p < 0.01.

Next, we studied whether the treatment condition might exert on participants more pressure to give. In the literature, it has been long recognized that more (social) pressure results in higher giving (see, among others, Andreoni et al., 2017; DellaVigna et al., 2012). Moreover, anecdotal evidence suggests that fundraisers actively use such techniques. We asked a randomly chosen 50% of our sample (equally distributed among the treatments) to judge the following statement: "The person would feel pressure to donate when receiving such a donation request in a letter by the Royal Mail." Participants answered by using a slider on a scale from "not at all" to "a lot," coded 0–100. The results in Table F5 show that the difference is not significant.

Table F5: H7: The COVID-19 reference results in more pressure to donate.

Outcome variable	Pressure to donate
COVID-19 reference Baseline controls	1.349 (5.822) Yes
$\frac{\text{Observations}}{R^2}$	$81\\0.057$

Note: See note to Table F1. * p < 0.10, ** p < 0.05, *** p < 0.01.

 3 This sums to more than 100% since participants were allowed to name multiple goals.

Next, we checked for a potential unintended experimenter demand effect in our main experiment. We asked the remaining 50% of the sample the following question: "The person would feel pressure to donate when receiving such a donation request in a study on Prolific." The participants answer using a slider on a scale from "not at all" to "a lot." Using a difference-in-difference approach, we study whether the additional pressure in the treatment condition in our experiment is different from that which the participants believe to experience in real life. Table F6 shows coefficients on treatment, dummy for the group that judged the pressure to give on Prolific (versus real life), and the interaction between the two. The coefficient on the interaction term is not significant, meaning that the pressure in the treatment condition is not different from that which would arise in real life (level coefficients are also not significant). In Figure F1, we present the averages in perceived pressure by treatments.

Table F6: H8: The participants in our initial experiment on Prolific feel higher pressure to donate in the treatment with COVID-19 reference that one would expect to arise in real life.

Outcome variable	Pressure to donate
COVID-19 reference x Prolific COVID-19 reference Prolific Baseline controls	-3.062 (7.727) 5.129 (5.337) 4.368 (5.244) Yes
$\frac{\text{Observations}}{R^2}$	$172 \\ 0.037$

Note: See note to Table F1. * p < 0.10, ** p < 0.05, *** p < 0.01.





Note: Own data.

G Screenshots from the main experiment

Figure G2: Introduction

Introduction
Thank you for signing up. This study consists of two parts. In the first part, we ask you to make two decisions. In the second part,
you are supposed to answer some survey questions.

This research is very important to us. We therefore ask you to pay attention and try to answer as precise as you can. Thank you!

Payment

If you complete both parts of the study, you will be paid at least £1.70.

The maximum time allowed to complete this study is 49 minutes. You will not be entitled to any payment if you exceed the maximum time allowed.

Data protection information	Hide
The Berlin Social Science Center (Wissenschaftszentrum Berlin für Sozialforschung, WZB) Germany is conducting a scientific study using Prolific today.), Reichpietschufer 50, 10785 Berlin,
Your responses will be recorded on our server. The data generated in the study will be separated and the study will be separated and the payment has been completed and will not allow any inference on the particle of individual persons. Correspondingly, the analysis and presentation of all results of this su anonymous research data will be archived and will possibly be made available to other science.	arated from the data in the Prolific cipation respectively the responses urvey will be anonymized. The entists for further use.
Participation in today's study is entirely voluntary. You have the possibility to exit the study a	at any time.
	Next

Figure G3: Control condition without COVID-19 reference

	00 Years Working With Children
At the beginning of the 20th Children is still fighting to give	century, two sisters had a vision to protect children and their rights. 100 years later, Save the ve children a healthy start in life, the chance to learn and protection from harm.
Around the world and in the they are from.	UK, too many children still start life at a disadvantage simply because of who they are and where
Save the Children has a bole from abuse, neglect and exp	d ambition: we believe that all children could thrive, have the chance to learn, and be protected ploitation.
Please donate to our work	(
Your support will help transfe	form children's lives.
n top of the fixed payment of a vourself, donate to Save the	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep a Children, or divide it between the two.
 whatever you decide to k 	keep will be added to your payment.
Whatever you decide to d	donate will be donated by us to Save the Children after the end of the study.
Whatever you decide to d	donate will be donated by us to Save the Children after the end of the study. How much do you want to donate?
Whatever you decide to d	donate will be donated by us to Save the Children after the end of the study. How much do you want to donate?
Whatever you decide to d Keep for yourself	donate will be donated by us to Save the Children after the end of the study. How much do you want to donate? Your donation to Save the Children
Whatever you decide to d Keep for yourself £ 0.34	donate will be donated by us to Save the Children after the end of the study. How much do you want to donate? Your donation to Save the Children £ 0.66

Figure G4: Treatment condition with COVID-19 reference

Save the Children - I	00 Years Working With Children
At the beginning of the 20th Children is still fighting to gi	century, two sisters had a vision to protect children and their rights. 100 years later, Save the ve children a healthy start in life, the chance to learn and protection from harm.
Around the world and in the they are from.	UK, too many children still start life at a disadvantage simply because of who they are and where
Save the Children has a bol from abuse, neglect and exp	Id ambition: we believe that all children could thrive, have the chance to learn, and be protected ploitation.
The coronavirus is already to countries and the NHS, are the prospect of poverty.	naving devastating consequences for children and their rights. Health systems, both in poor being overwhelmed. Children have had their education disrupted by school closures. Many face
With the pandemic now spresses a reversal of the gains reversal of	eading into some of the world's poorest countries and in the UK, there is a real danger that we will made over the last 20 years. There is an alternative.
Please donate to our work Your support will help transf	k iorm children's lives.
Please donate to our work Your support will help transf	form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it ∋ Children, or divide it between the two.
Please donate to our work Your support will help transf	form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it e Children, or divide it between the two. <pre>ceep will be added to your payment. donate will be donated by us to Save the Children after the end of the study.</pre>
Please donate to our work Your support will help transf	form children's lives. £1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it a Children, or divide it between the two. keep will be added to your payment. donate will be donated by us to Save the Children after the end of the study. How much do you want to donate?
Please donate to our work Your support will help transf	£1.70 you will receive an additional budget of £1 that you can divide as you wish. You can keep it e Children, or divide it between the two. keep will be added to your payment. donate will be donated by us to Save the Children after the end of the study. How much do you want to donate? Your donation to Save the Children



Figure G6: Second decision for non-donors



Figure G7: Introduction to survey

Survey

In the second part, we ask you to answer some survey questions. The topics of the survey are your experience with and opinions regarding COVID-19* as well as your personal situation.

Your participation and your sincere answers are very important for our research.

Your answers will be used for research purposes only. The analysis and presentation of all results will not allow any inference on your individual person. In case you feel uncomfortable with any of the questions, you can exit the survey at any point. However, if you do not finish the survey, you will only be payed based on your decision in the first part of the study.

* COVID-19 is the disease caused by SARS-CoV-2, also known as the novel coronavirus.

Figure G8: Demographics

Next

How many adults, inc	uding yourself, live in your household?	
2		
How many children liv	e in your household?	
1		
Where do you live?		
OIn a city with ove	100,000 inhabitants	
\bigcirc In a city with up t	100,000 inhabitants	
O In the commuter	elt around a city	
\bigcirc In a rural area		
What is your primary	mployment status?	
O Employed or self	employed	
O Unemployed but	actively looking for work	
⊖ Student		
 Apprentice 		
◯ Retired		
O Not in the workform	ce	
		Next

Figure G9: Location selection

In which area do you live?

Select your area from the list that will be shown after you start typing one of the following options:

- First part of your postcode.
- Name of your area, county or council.

derb

Derbyshire Derby Stockport (Greater Manchester) Rotherham (South Yorkshire) Cheshire East Derby Tameside (Greater Manchester) Sheffield (South Yorkshire)

If you cannot find your area from the input field above, please click here.

Next

Figure G10: Location confirmation

elect your area from the list that will be shown after you start typing one of the following options:			ing one of the fol	owing options:	
First part of your poName of your area,	ostcode. county or council.				
First part of postcode, r	name of area,				
The area you selecte Derbyshire	ed is:				
If you cannot find you	r area from the input field	d above, please	click here.		
					Next

Figure G11: Experiences with COVID-19

How many confirmed COVI	0-19 cases are there in Derbyshire to date? Please enter your guess:	
5000		
Your guess: 5,000 confirm	ed cases in Derbyshire.	
in your opinion, is the COVIE	-19 pandemic more or less severe in Derbyshire than in other areas in England?	
O More severe		
 Equally severe 		
 Equally severe Less severe 		
 Equally severe Less severe 		
 Equally severe Less severe How many confirmed COVI)-19 cases are there in the UK to date? Please enter your guess:	
Equally severe Less severe How many confirmed COVII 300000)-19 cases are there in the UK to date? Please enter your guess:	
Equally severe Less severe How many confirmed COVII 300000 Your guess: 300.000 confi	D-19 cases are there in the UK to date? Please enter your guess:	
Equally severe Less severe How many confirmed COVII 300000 Your guess: 300,000 conf	D-19 cases are there in the UK to date? Please enter your guess: rmed cases in the UK.	
Equally severe Less severe How many confirmed COVII 300000 Your guess: 300,000 conf	D-19 cases are there in the UK to date? Please enter your guess: rmed cases in the UK. -19 pandemic more or less severe in the UK than in developing countries?	
Equally severe Less severe How many confirmed COVII 300000 Your guess: 300,000 conf In your opinion, is the COVIE O More severe	D-19 cases are there in the UK to date? Please enter your guess: rmed cases in the UK. -19 pandemic more or less severe in the UK than in developing countries?	
Equally severe Less severe How many confirmed COVII 300000 Your guess: 300,000 conf n your opinion, is the COVIE More severe Equally severe	D-19 cases are there in the UK to date? Please enter your guess: rmed cases in the UK. I-19 pandemic more or less severe in the UK than in developing countries?	





Figure G13: Behavior since the outbreak of COVID-19

Figure G14: Work situation

Were you working before	e the COVID-19 pandemic?	
🔾 Yes, full time		
◯ Yes, part time		
⊖ No		
Have you experienced ar	ny of the following since the outbreak of the COVID-19 pandemic?	
O Permanently layed o	ff	
 Temporarily layed of 	f (with pay)	
 Temporarily layed of 	f (without pay)	
Reduced number of	working hours	
 Increased number of 	f working hours	
◯ Start of a new job		
○ None of the above		
If your experiences are	e not described well enough by one of the options above, please click here.	
How many days a week	did you commute before the outbreak of COVID-19?	
5		
What mode of transport of	tid you use before the outbreak of COVID-19?	
Public transport		
O Private transport		
How long was your daily	commuting time before the outbreak of COVID-19?	
Less than 1 hour		
Less than 2 hours		
O More than 2 hours		
How many days did you	commute last week?	
2		
What mode of transport of	tid you mainly use last week?	
Public transport		
 Private transport 		
How long was your daily	commuting time last week?	
C Less than 1 hour		
Less than 2 hours		
O More than 2 hours		
In your daily life, is it eas	y to maintain a distance of at least 2 meters to people from outside your household?	
Always		
O Mostly		
Rarely		
ONever		
Do you work remotely or	do you have this option?	
\bigcirc Yes, I work (or can w	vork) fully remotely	
Yes, but this option is	s only sometimes available	
◯ No, I do not have the	e option of remote working	
◯ Not applicable		

Your financial situation

Think of the last 12 months before the COVID-19 pandemic

Your total monthly household income from all sources before tax was:

OUp to £2000

O More than £2000 up to £5000

- O More than £5000 up to £10000
- O More than £10000

Your household was able to make ends meet:

◯ With great difficulty

O With some difficulty

Fairly easily

CEasily

Has your economic situation been affected by COVID-19 pandemic?

Relative to the time before the COVID-19 pandemic, your household income has:

0	Decreased	a lot
0	Decreased	somewhat

- Stayed the same
- 0 ---,----
- Increased somewhat
- Increased a lot

Your household is able to make ends meet:

- With great difficulty
- With some difficulty
- Fairly easily
- Easily

In the next 12 months, do you expect that your economic situation will change?

Relative to the time before the COVID-19 pandemic, do you expect your household income will:

Decrease a lot

Decrease somewhat

- Stay the same
- Increase somewhat

Increase a lot

Figure G16: Economic situation

	0	-0.2
ln 2019, developir	IMF found the GDP growth in the developing economies was 3.7%. What is your estimate of the GDP grow ng economies in 2020?	vth in the
	O	0.6
In 2019, 1	22% of the UK population were living in poverty.* What is your estimate for the poverty rate in the UK in 20	20?
	0	24
In 2019, 3 multidime	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020?	
In 2019, : multidime	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020?	34 esources
In 2019, : multidime *	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020? The Social Metrics Commission's measure considers "poverty now": the extent to which the material r that someone has available to them now meet the needs that they currently have.	34 esources
In 2019, ; multidime * **	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020? The Social Metrics Commission's measure considers "poverty now": the extent to which the material r that someone has available to them now meet the needs that they currently have. United Nations Development Programme and Oxford Poverty and Human Development Initiative cons national Multidimensional Poverty Index which is a country-specific poverty measure tailored to each or unique situation. Such measures generally take the dimensions of health, education and living standa their starting point, and supplement with different dimensions measured by locally appropriate indicated	34 esources siders a country's rds as ors.

Figure G17: Main news sources

 The BBC tv station, Channel 4, ITV, Channel 5 The BBC radio Other tv stations 	
○ The BBC radio○ Other tv stations	
Other tv stations	
Other radio stations	
OPrint or online versions of The Guardian, The Observe	r, The Economist, i newspaper, Financial Times, or BBC online
OPrint or online versions of other newspapers and maga	azines
Government and official news sources	
Other online news	
Search engines and other websites	
Magazines	
◯ Friends and family	

What do	you think about the risks from COVID-19?
⊖ Mos	st people have no symptoms or only few flu-like symptoms; otherwise COVID-19 isn't very dangerous.
⊖ Onl the	y people with several pre-existing conditions die after getting COVID-19 and any of those conditions could have been reason for their death.
Old	er members of the population and risk groups can become seriously ill after infection with COVID-19.
O Any	one can become seriously ill after infection with COVID-19.
OMar	ny people infected with COVID-19 become seriously ill.
OMos	st people infected with COVID-19 become seriously ill.
What do	you think about the lockdown to contain the spread of COVID-19?
() The	re shouldn't have been any lockdown; it is not clear whether it helps at all.
() The	lockdown is damaging to the economy and the health benefits of the lockdown do not outweigh the economic risks.
() The	lockdown is harming the economy the health benefits of the lockdown might not outweigh the economic risks.
O The	lockdown is necessary to contain the spread of COVID-19.
⊖ No	measure is too costly to contain the spread of COVID-19.
The poli	cies against the spread of COVID-19 taken by the UK government are overall:
OMu	ch too lax
O Son	newhat too lax
Jus	tright
⊖ Son	newhat too harsh
⊖ Muo	ch too harsh
With wh	ich statement do you agree more?
⊖ The	Coronavirus is man-made.
🔿 The	Coronavirus is natural in origin.
With wh	ich statement do you agree more?
⊖ The	Coronavirus was spread on purpose.
O The	Coronavirus was spread unintentionally.
When do	o you think the COVID-19 pandemic will be overcome in the UK?
In 16	months
When do	o you think that a vaccination against COVID-19 will be widely available in UK?
ln 12	months
When a	vailable, will you be willing to get vaccinated against COVID-19?
ODef	initely not
OPro	bably not
⊖ Not	sure
O Rat	her yes
ODef	initely yes
	_

Figure G19: Empathy

0	
Does not describe me very well	Describes me well
Sometimes I don't feel very sorry for other people when they are having problems.	
0	
Does not describe me very well	Describes me well
When I see someone being taken advantage of, I feel kind of protective towards them.	
O	
Does not describe me very well	Describes me well
Other people's misfortunes do not usually disturb me a great deal.	
0	
Does not describe me very well	Describes me well
When I see someone being treated unfairly, I sometimes don't feel very much pity for the	m.
O	
Does not describe me very well	Describes me well
am often quite touched by things that I see happen.	
	Describes me well
Does not describe me very well	
Does not describe me very well	
Does not describe me very well I would describe myself as a pretty soft-hearted person.	O

Figure G20: Payment info - Donors

F	ayment
F y	or your participation in this study you will receive £1.70 on your Prolific account ExampleProlificID . Based on your decisions bu will receive the additional £0.34 in a form of a bonus after the end of the study. The latter might take some time, so we ask bu to be patient.
C	onation
B	 ased on your decisions we will transfer following amounts: £0.34 to Save the Children's work around the UK. £0.32 to Save the Children's work around the world.
C	omments
D	o you have any comments about this survey:
С	ontact
F	or further questions please contact us under donationstudy@wzb.eu
lf	you send us an email or a message on Prolific we are happy to share the donation receipt for the sum of donations after the

Figure G21: Payment info - Non-donors

F	ayment
F d s	or your participation in this study you will receive £1.70 on your Prolific account ExampleProlificID2 . Based on your ecisions you will receive the additional £1.00 in a form of a bonus after the end of the study. The latter might take some time, b we ask you to be patient.
C	onation
v	 /e will take into account your decisions when transferring the donation: 29% to Save the Children's work around the UK. 71% to Save the Children's work around the world.
C	comments
D	o you have any comments about this survey:
	A
C	ontact
F	or further questions please contact us under donationstudy@wzb.eu
lf	you send us an email or a message on Prolific we are happy to share the donation receipt for the sum of donations after the

H Screenshots from the additional survey experiment

Introduction
Thank you for signing up. This research is very important to us. We therefore ask you to pay attention and try to answer as precise as you can.
If you complete the study, you will be paid £2.00.
The maximum time allowed to complete this study is 52 minutes. You will not be entitled to any payment if you exceed the maximum time allowed.
Data protection information Hide
The Berlin Social Science Center (Wissenschaftszentrum Berlin für Sozialforschung, WZB), Reichpietschufer 50, 10785 Berlin, Germany is conducting a scientific study using Prolific today.
Your responses will be recorded on our server. The data generated in the study will be separated from the data in the Prolific system after the payment has been completed and will not allow any inference on the participation respectively the responses of individual persons. Correspondingly, the analysis and presentation of all results of this survey will be anonymized. The anonymous research data will be archived and will possibly be made available to other scientists for further use.
Participation in today's study is entirely voluntary. You have the possibility to exit the study at any time.
Next

Figure H22: Introduction

Please read the following information provided by the charity **Save the Children**

On the following pages we will ask you some questions pertaining to the text below. Wherever relevant, the information will be displayed again.

Save the Children - 100 Years Working With Children

At the beginning of the 20th century, two sisters had a vision to protect children and their rights. 100 years later, Save the Children is still fighting to give children a healthy start in life, the chance to learn and protection from harm.

Around the world and in the UK, too many children still start life at a disadvantage simply because of who they are and where they are from.

Save the Children has a bold ambition: we believe that all children could thrive, have the chance to learn, and be protected from abuse, neglect and exploitation.

Please donate to our work

Your support will help transform children's lives.

Next

Please read the following information provided by the charity **Save the Children**

On the following pages we will ask you some questions pertaining to the text below. Wherever relevant, the information will be displayed again.

Save the Children - 100 Years Working With Children

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Around the world and in the UK, too many children still start life at a disadvantage simply because of who they are and where they are from.

Save the Children has a bold ambition: we believe that all children could thrive, have the chance to learn, and be protected from abuse, neglect and exploitation.

The coronavirus is already having devastating consequences for children and their rights. Health systems, both in poor countries and the NHS, are being overwhelmed. Children have had their education disrupted by school closures. Many face the prospect of poverty.

With the pandemic now spreading into some of the world's poorest countries and in the UK, there is a real danger that we will see a reversal of the gains made over the last 20 years. There is an alternative.

Please donate to our work

Your support will help transform children's lives.

Next

Save the Children - 100 Years Working With Cl	Toggle text
At the beginning of the 20th century, two sisters had a vision to Children is still fighting to give children a healthy start in life, th	o protect children and their rights. 100 years later, Save the le chance to learn and protection from harm.
Around the world and in the UK, too many children still start life they are from.	e at a disadvantage simply because of who they are and where
Save the Children has a bold ambition: we believe that all child from abuse, neglect and exploitation.	dren could thrive, have the chance to learn, and be protected
Please donate to our work Your support will help transform children's lives.	
How strongly would this appeal evoke the following emotions i	n such a person?
ompassion:	
ot at all	A
ontentment:	
	r-
adness:	
ot at all	OA
ot at all	O
ot at all ontempt:	A
ot at all ontempt: ot at all	
ot at all ontempt: ot at all uilt:	م م م
ot at all ontempt: ot at all uilt:	م م م

Save the Chil	dren - 100 Years Working With Children	Toggle text
At the beginning of Children is still fig	of the 20th century, two sisters had a vision to protect children and their rights. hting to give children a healthy start in life, the chance to learn and protection f	100 years later, Save the from harm.
Around the world they are from.	and in the UK, too many children still start life at a disadvantage simply becaus	se of who they are and where
Save the Children from abuse, negle	has a bold ambition: we believe that all children could thrive, have the chance act and exploitation.	e to learn, and be protected
Please donate to Your support will h	our work nelp transform children's lives.	
How might such a	person respond to the following questions?	
How might such a low fast will the mor	person respond to the following questions?	
How might such a low fast will the mor	person respond to the following questions? ney collected in this appeal reach people in need?	
How might such a low fast will the mor 1 6 months /hat causes will be	person respond to the following questions? ney collected in this appeal reach people in need? primarily supported by the money that is now being collected?	
How might such a low fast will the mor a 6 months What causes will be childcare, educatio	person respond to the following questions? ney collected in this appeal reach people in need? primarily supported by the money that is now being collected? n, medication, disaster relief	

Figure H27: Perceived pressure when receiving donation appeal via Royal Mail

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Please think of an average Prolific participant from the UK who might receive this donation appeal.
Save the Children - 100 Years Working With Children
At the beginning of the 20th century, two sisters had a vision to protect children and their rights. 100 years later, Save the Children is still fighting to give children a healthy start in life, the chance to learn and protection from harm.
Around the world and in the UK, too many children still start life at a disadvantage simply because of who they are and where they are from.
Save the Children has a bold ambition: we believe that all children could thrive, have the chance to learn, and be protected from abuse, neglect and exploitation.
Please donate to our work Your support will help transform children's lives.
How might such a person respond to the following question?
The person would feel pressure to donate when receiving such a donation request in a letter by the Royal Mail.
Not at all A lot
Next

Figure H28: Perceived pressure when receiving donation appeal on Prolific

Save the Children	- 100 Years Working With Children	Toggle text
At the beginning of the 2 Children is still fighting t	20th century, two sisters had a vision to protect children and their rig o give children a healthy start in life, the chance to learn and protec	ghts. 100 years later, Save the ction from harm.
Around the world and in they are from.	the UK, too many children still start life at a disadvantage simply be	ecause of who they are and where
Save the Children has a from abuse, neglect and	bold ambition: we believe that all children could thrive, have the ch exploitation.	hance to learn, and be protected
The coronavirus is alreat countries and the NHS, the prospect of poverty.	dy having devastating consequences for children and their rights. Hare being overwhelmed. Children have had their education disrupte	Health systems, both in poor ed by school closures. Many face
With the pandemic now see a reversal of the ga	spreading into some of the world's poorest countries and in the UK ns made over the last 20 years. There is an alternative.	ζ, there is a real danger that we will
Please donate to our v Your support will help tra	r ork ansform children's lives.	
How might such a perso	n respond to the following question?	
e person would feel pres	sure to donate when receiving such a donation request in a study o	on Prolific.
	(0



Figure H30: Comparison between charities: Transparency International

Please think of an average Prolific participan donation appeal.	t from the UK who might receive	this
Save the Children - 100 Years Working With Chil	dren	Toggle text
At the beginning of the 20th century, two sisters had a vision to p Children is still fighting to give children a healthy start in life, the	protect children and their rights. 100 years later, S chance to learn and protection from harm.	Save the
Around the world and in the UK, too many children still start life a they are from.	at a disadvantage simply because of who they ar	e and where
Save the Children has a bold ambition: we believe that all children from abuse, neglect and exploitation.	en could thrive, have the chance to learn, and be	protected
Please donate to our work Your support will help transform children's lives.		
How might such a person respond to the following questions?		
Giving to the above appeal by Save the Children is more or less im	portant than giving to an appeal by Transparency	/ International?
less important	0	more important
Giving to the above appeal by Save the Children is more or less eff	ective than giving to an appeal by Transparency	International?
less effective	0	more effective
Giving to the above appeal by Save the Children is more or less urg	gent than giving to an appeal by Transparency In	ternational?
less urgent		more urgent
		Next

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Alzheimer's Society The Alzheimer's Society envisions a world without dementia. Alzheimer's Society aims at transforming the landscape of dementia by finding a cure and create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.	Please read the following information about the Alzheimer's Society
Next	Alzheimer's Society The Alzheimer's Society envisions a world without dementia. Alzheimer's Society aims at transforming the landscape of dementia by finding a cure and create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.
	Nex

Please think of an average Prolific participant from the UK who might r	receive this
Save the Children - 100 Years Working With Children	Toggle text
At the beginning of the 20th century, two sisters had a vision to protect children and their rights. 100 ye Children is still fighting to give children a healthy start in life, the chance to learn and protection from ha	ears later, Save the arm.
Around the world and in the UK, too many children still start life at a disadvantage simply because of w they are from.	who they are and where
Save the Children has a bold ambition: we believe that all children could thrive, have the chance to lea from abuse, neglect and exploitation.	rn, and be protected
Please donate to our work Your support will help transform children's lives.	
How might such a person respond to the following questions?	
Giving to the above appeal by Save the Children is more or less important than giving to an appeal by the	Alzheimer's Society?
0	
less important	more importar
Giving to the above appeal by Save the Children is more or less effective than giving to an appeal by the	Alzheimer's Society?
0	
less effective	more effectiv
Giving to the above appeal by Save the Children is more or less urgent than giving to an appeal by the Al	zheimer's Society?
less urgent	more urger
	Next

eas	e read the following information about WWF (World Wildlife Fund)	
WWI	/F (World Wildlife Fund)	
WWF ogeth educt sustai	F is an independent conservation organization. Its mission is to create a world where people and wildlife can thrive her. WWF aims at finding ways to help transform the future for the world's wildlife, rivers, forests and seas; pushing for ction in carbon emissions that will avoid catastrophic climate change; and pressing for measures to help people live anably, within the means of our one planet.	а
		Nex

Figure H34: Comparison between charities: World Wildlife Fund

Г

Please think of an average Prolific participant from the UK who might receive this donation appeal.	
Save the Children - 100 Years Working With Children	ggle text
At the beginning of the 20th century, two sisters had a vision to protect children and their rights. 100 years later, Save the Children is still fighting to give children a healthy start in life, the chance to learn and protection from harm.	he
Around the world and in the UK, too many children still start life at a disadvantage simply because of who they are and they are from.	where
Save the Children has a bold ambition: we believe that all children could thrive, have the chance to learn, and be protect from abuse, neglect and exploitation.	cted
Please donate to our work Your support will help transform children's lives.	
How might such a person respond to the following questions?	
Giving to the above appeal by Save the Children is more or less important than giving to an appeal by WWF?	
O	
ess important more	e important
Giving to the above appeal by Save the Children is more or less effective than giving to an appeal by WWF?	
0	
ess effective mo	ore effective
Giving to the above appeal by Save the Children is more or less urgent than giving to an appeal by WWF?	
O	
less urgent n	nore urgent
	Next

Your personal experience

We ask you to answer some additional survey questions. The topics of the survey are your experience with and opinions regarding COVID-19* as well as your personal situation.

Your answers will be used for research purposes only. The analysis and presentation of all results will not allow any inference on your individual person.

Next

* COVID-19 is the disease caused by SARS-CoV-2, also known as the novel coronavirus.

Figure H36: Demographics

How many adults, including yourself, live in your household?	
3	
How many children live in your household?	
1	
Where do you live?	
In a city with over 100,000 inhabitants	
\bigcirc In a city with up to 100,000 inhabitants	
\bigcirc In the commuter belt around a city	
\bigcirc In a rural area	
What is your primary employment status?	
 Employed or self-employed 	
O Unemployed but actively looking for work	
⊖ Student	
◯ Apprentice	
◯ Retired	
◯ Not in the workforce	
	_

In which area do you live?

Select your area from the list that will be shown after you start typing one of the following options:

- First part of your postcode.
- Name of your area, county or council.

derb

Derbyshire Derby Stockport (Greater Manchester) Rotherham (South Yorkshire) Cheshire East Derby Tameside (Greater Manchester) Sheffield (South Yorkshire)

If you cannot find your area from the input field above, please click here.

Next

Figure H38: Experiences with COVID-19

Experiences with COVID-19	
How many confirmed COVID-19 cases are there in Derbyshire to date? Please enter your guess:	
50000	
Your guess: 50,000 confirmed cases in Derbyshire.	
In your opinion, is the COVID-19 pandemic more or less severe in Derbyshire than in other areas in England? More severe Equally severe Less severe 	
How many confirmed COVID-19 cases are there in the UK to date? Please enter your guess:	
4000000	
Your guess: 4,000,000 confirmed cases in the UK.	
In your opinion, is the COVID-19 pandemic more or less severe in the UK than in developing countries? More severe Equally severe 	
◯ Less severe	
	Next



Behaviour since the outbreak of COVID-19
I have reduced the number of contacts with people outside my household:
• A lot
Somewhat
◯ Not at all
I have increased my stock of basic necessities, medication, or sanitary products:
O A lot
⊖ Somewhat
⊖ Not at all
I wear a mask when I leave the house:
O Always
Sometimes
Never
For which of the following activities did you leave your house in the last 4 weeks (multiple answers possible)?
C Work
Religious services
Restaurant or café
Basic grocery shopping
Cther shopping
☐ Walk a dog
Physical activity or leisure outdoors alone or with members of own household
Physical activity or leisure outdoors with members of other households
Doctor or pharmacy
Meet friends or relatives
Help neighbours or family in need
Social gatherings or demonstrations
Do you follow the guidance and advice of the UK government on the COVID-19 pandemic?
⊖ Always
O Very Often
◯ Sometimes
◯ Rarely
⊖ Never
To what extent do you agree with the following statement? I have done my bit to prevent and tackle COVID-19.
⊖ Agree totally
Agree partly
Neither agree nor disagree
◯ Disagree partly
◯ Disagree totally
Please specify what have you done to prevent and tackle COVID-19:
Reduce use of pubs / restaurants and stopped meeting friends
Next

Figure H40: Behavior since the outbreak of COVID-19

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our work situation	
Were you working before the COVID-19 pandemic?	
O Yes, full time	
⊖ Yes, part time	
○ No	
Have you experienced any of the following since the outbreak of the COVID-19 pandemic?	
O Permanently laid off	
◯ Temporarily laid off (with pay)	
◯ Temporarily laid off (without pay)	
Reduced number of working hours	
◯ Increased number of working hours	
⊖ Start of a new job	
◯ None of the above	
If your experiences are not described well enough by one of the options above, please click here.	
How many days a week did you commute before the outbreak of COVID-19?	
5	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19?	
 What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hour 	
 What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours 	
 What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours 	
 What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week? 	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week ? 0	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week ? In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household?	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport Vertical and the private transport Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week ? In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours Nore than 2 hours Nore than 2 hours Always Mostly	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport Private transport Uses than 1 hour Less than 1 hour More than 2 hours More than 2 hours In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours More than 2 hours In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport Vertical transport Less than 1 hour Less than 2 hours More than 2 hours More than 2 hours In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option?	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport Vertex transport Private transport Uess than 1 hour Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week ? O In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option? Yes, I work (or can work) fully remotely	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport Uses than 1 hour Less than 1 hour Less than 2 hours More than 2 hours More than 2 hours 0 In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option? Yes, lu work (or can work) fully remotely Yes, but this option is only sometimes available	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours More than 2 hours Nour daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option? Yes, 1 work (or can work) fully remotely Yes, but this option is only sometimes available No, I do not have the option of remote working	
What mode of transport did you use before the outbreak of COVID-19? Public transport Private transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours How many days did you commute last week ? 0 In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option? Yes, I work (or can work) fully remotely Yes, but this option is only sometimes available No, I do not have the option of remote working Not applicable	
What mode of transport did you use before the outbreak of COVID-19? Public transport How long was your daily commuting time before the outbreak of COVID-19? Less than 1 hour Less than 2 hours More than 2 hours More than 2 hours How many days did you commute last week ? 0 In your daily life, is it easy to maintain a distance of at least 2 meters to people from outside your household? Always Mostly Rarely Never Do you work remotely or do you have this option? Yes, luwtk (or can work) fully remotely Yes, but this option is only sometimes available No, I do not have the option of remote working Not applicable	

hink of the last 12 months before the COVID-19 pandemic	
Your total monthly household income from all sources before tax was:	
○ Up to £2000	
O More than £2000 up to £5000	
O More than £5000 up to £10000	
O More than £10000	
Your household was able to make ends meet:	
◯ With great difficulty	
◯ With some difficulty	
O Fairly easily	
CEasily	
Has your economic situation been affected by the COVID-19 pandemic?	
Relative to the time before the COVID-19 pandemic, your household income has:	
◯ Decreased a lot	
O Decreased somewhat	
◯ Stayed the same	
◯ Increased somewhat	
◯ Increased a lot	
Your household is able to make ends meet:	
◯ With great difficulty	
◯ With some difficulty	
O Fairly easily	
⊖ Easily	
In the next 12 months, do you expect that your economic situation will chan	ge?
Relative to the time before the COVID-19 pandemic, do you expect your household income will:	
O Decrease a lot	
O Decrease somewhat	
◯ Stay the same	
O Increase somewhat	
◯ Increase a lot	

Figure H43: Economic situation

n 2019, I	UK GDP grew by 1.4%. What is your estimate of the GDP growth in the UK in 2020?	
	O	-2.6
n 2019, l levelopir	IMF found the GDP growth in the developing economies was 3.7%. What is your estimate of the GDP grov ng economies in 2020?	vth in the
	O	-1.4
n 2019, 2	22% of the UK population were living in poverty.* What is your estimate for the poverty rate in the UK in 20	20?
	O	33
n 2019, 2	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the	
n 2019, 2 nultidime	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020?	32
n 2019, 2 nultidime *	23% of people in the developing countries were multidimensionally poor.** What is your estimate for the entional poverty rate in the developing countries in 2020? The Social Metrics Commission's measure considers "poverty now": the extent to which the material rethat someone has available to them now meet the needs that they currently have.	32 esources

Your main news sources	
Which of the following have been your main news sources in the last 4 weeks?	
The BBC tv station, Channel 4, ITV, Channel 5	
◯ The BBC radio	
○ Other tv stations	
○ Other radio stations	
O Print or online versions of The Guardian, The Observer, The Economist, i newspaper, Financial Times, or BBC online	
○ Print or online versions of other newspapers and magazines	
◯ Government and official news sources	
Other online news	
◯ Search engines and other websites	
◯ Friends and family	
⊖ Social media	
Next	

What do you	think about the risks from COVID-19?
O Most peo	pple have no symptoms or only few flu-like symptoms; otherwise COVID-19 isn't very dangerous.
 Only peo the reaso 	ple with several pre-existing conditions die after getting COVID-19 and any of those conditions could have been on for their death.
Older me	embers of the population and risk groups can become seriously ill after infection with COVID-19.
Anyone of the other sectors	can become seriously ill after infection with COVID-19.
Many pe	ople infected with COVID-19 become seriously ill.
○ Most peo	pple infected with COVID-19 become seriously ill.
What do you	think about the lockdown to contain the spread of COVID-19?
O There sh	ouldn't have been any lockdown; it is not clear whether it helps at all.
O The lock	down is damaging to the economy and the health benefits of the lockdown do not outweigh the economic risks.
O The lock	down is harming the economy and the health benefits of the lockdown might not outweigh the economic risks.
O The lock	down is necessary to contain the spread of COVID-19.
○ No mease	ure is too costly to contain the spread of COVID-19.
The policies a	against the spread of COVID-19 taken by the UK government are overall:
O Much too	blax
Somewh	at too lax
◯ Just righ	t
O Somewh	at too harsh
O Much too) harsh
With which st	atement do you agree more?
O The Cord	onavirus is man-made.
O The Cord	onavirus is natural in origin.
With which st	atement do you agree more?
O The Cord	pnavirus was spread on purpose.
O The Cord	onavirus was spread unintentionally.
When do you	think the COVID-19 pandemic will be over in the UK?
In 3	months
Have you rec	eived a COVID-19 vaccination yet?
⊖ No	
🔾 Yes, one	shot
⊖ Yes, two	shots
Are vou worri	ed that new variants of COVID-19 will make it difficult to end the pandemic?
O Yes, very	/ worried
O Yes, som	newhat worried
O Not sure	
O No, not v	rery worried
🔿 No, not v	vorried at all
	_
	Ne

Figure H46: Empathy

Your thoughts and feelings	
I often have tender, concerned feelings for people less fortunate than me.	
Does not describe me very well	Describes me well
Sometimes I don't feel very sorry for other people when they are having problems.	
	Describes me well
Does not describe me very well	Describes me weil
When I see someone being taken advantage of, I feel kind of protective towards them.	
Does not describe me very well	Describes me well
Other people's misfortunes do not usually disturb me a great deal.	
O	
Does not describe me very well	Describes me well
When I see someone being treated unfairly, I sometimes don't feel very much pity for them.	
0	
Does not describe me very well	Describes me well
I am often quite touched by things that I see happen.	
Does not describe me very well	Describes me well
I would describe myself as a pretty soft-hearted person.	
Does not describe me very well	Describes me well
	Next

Payment						
For your participat	on in this study you	ı will receive £2.0	0 on your Prolifi	c account Non	e.	
Comments						
Do you have any o	omments about this	s survey:				
Contact						
For further questio	ns please contact u	is under donatior	studv@wzb.eu			

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