

Opting In to Prosocial Incentives

Online Appendix

1. Partial (optional and mandatory) prosocial incentives

We conducted two additional studies, following the procedure of Experiment 2. In these studies, in addition to a standard, self-benefiting incentive, we tested a *partial* optional prosocial incentive, in which workers had the option to donate £0.10 of their total payment, and a *partial* mandatory prosocial incentive (workers had to donate £0.10). The total amount, including the payment and donation to the Make-a-Wish foundation, was the same. In the first experiment workers were randomly assigned one of four conditions: (1) £1.00 payment, (2) £1.00 payment with an optional £0.10 donation, (3) £0.90 payment with a mandatory £0.10 donation, and (4) £0.90 payment. The second experiment consisted of three conditions: (1) £0.70 payment, (2) £0.70 payment with an optional £0.10 donation, and (3) £0.60 payment with a mandatory £0.10 donation.

Table S1 shows the linear probability models for each study (I and II). Because the results do not differ meaningfully between the two experiments, we also include the pooled analysis in Column III. Results indicate that including partial, optional or mandatory, donations did not increase the effectiveness of prosocial incentives: across both studies, people were more likely to participate under the standard incentive of the same size.

Table S1. Effect of incentives on participation likelihood

Pr(accept job)	I	II	III
<i>Baseline incentive: Standard</i>	(Total amount £1.00)	(Total amount £0.70)	(Both)
Partial optional prosocial	-0.100** (0.047)	-0.021 (0.035)	-0.050* (0.028)
Partial mandatory prosocial	-0.069 (0.047)	-0.065* (0.035)	-0.066** (0.028)
Standard lower	-0.054 (0.047)		
Constant	0.540*** (0.033)	0.462*** (0.025)	0.500*** (0.020)
N	896	1,208	1,880

* $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$

“Standard lower” is the standard incentive of £0.90 in the experiment in which the payment was £1.00 for the Standard incentive.

Note: Standard errors in parentheses.

2. Additional regression analyses for the recycling campaign (Experiment 1)

Table S2 Treatment effect on the probability of recycling. Linear probability models (I) and logit regressions (II, III and IV), assuming the probability of recycling to be a rare event.

DV: Pr(Recycling)	I (all)	II (all)	III (no donation message)	IV (donation message)
Donation option message	0.002 (0.018)	-0.326 (0.712)		
Monetary reward (in USD)	0.005*** (0.001)	0.084*** (0.024)	0.081*** (0.024)	0.007 (0.047)
Donation option × Reward	-0.005*** (0.002)	-0.076 (0.055)		
Constant	0.018 (0.022)	-3.543*** (0.640)	-3.263*** (0.638)	-4.301*** (1.494)
Building fixed effects	Yes	Yes	Yes	Yes
N	951	951	524	427

* $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$. Note: Standard errors in parentheses.

Table S3 Treatment effect on the probability of recycling. Linear probability models including residents whose invitations were in their mailboxes when the reminder was delivered.¹

DV: Pr(Recycling)	I (all)	II (all)	III (all)
Donation option message	-0.036*** (0.011)	0.001 (0.017)	0.001 (0.017)
Monetary reward (in USD)	0.002*** (0.001)	0.004*** (0.001)	0.004*** (0.001)
Donation option × Reward		-0.004*** (0.002)	-0.004*** (0.001)
Constant	0.028*** (0.010)	0.014 (0.011)	0.019 (0.021)
Building fixed effects	No	No	Yes
N	1,000	1,000	1,000

* $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$. Note: Standard errors in parentheses.

¹ Results are similar with logit regressions.

3. Experimental materials (Experiment 2)

- Job posting text.
Title: “Review online image links for a database”
Body: “We have been collecting links to images featuring animals or wildlife. We need to verify that the image links we have are working links and that they actually feature animals or wildlife. You will need to verify 10 links.”

- Questions. We used these questions to characterize the sample and conduct exploratory data analysis.
 - i. Decision to work on the second job – provided in the main manuscript.
 - ii. Independent of the decision to work, all workers were asked the following questions after making their choice:
 - a. Demographics (gender and age) – reported in manuscript.
 - b. “Please answer the following questions using a 1-5 scale where 1=not at all and 5=very much”²
 - “To what extent do you see yourself as a person who is giving and generous?”
 - “Given your decision regarding the bonus task, to what extent do you feel guilty?” – See section 4.
 - “If another individual was observing your decision regarding the bonus task, to what extent do you believe your choices would be judged negatively?” – See section 4.
 - “To what extent did you enjoy the task in which you verified that 10 image links were actually working and that they featured animals or wildlife?”
 - c. “On average, how often do you donate money to non-profits/charities?” (Never, Rarely, Once a year, 2-3 times a year, 4-5 times a year, 6 or more times a year)
 - d. “Please indicate how much you agree with each of the following statements” (from 1 = “Strongly agree” to 5 = “Strongly disagree”)
 - “I have more respect for people who anonymously donate to charity than for those who ask for recognition.”
 - “I think more people would donate to charities if they could be publicly recognized for their donation.”
 - e. “Why did you choose (not) to complete the bonus task?” (open ended) – see Section 5.
 - f. “Please provide any other comments about this study.”
 - iii. Task instructions for those who choose to participate in the second, unrelated job: “Thanks for participating in this bonus task. You must search online for 25 unique images featuring animals or wildlife. IMPORTANT: The webpage address must be a direct link to the actual, singular image (i.e., the image CANNOT be embedded in a blog page, news piece, or be from a search engine URL such as Google). For example: (example of URL).
Note that you actually have to enter a different link for each image. After each image you will answer whether you want to continue entering more links. If you don't, you will forfeit the bonus. It is very important that you answer every time if you want to continue so you can submit this survey. Press the arrows below to begin pasting the image links.” Then, workers entered the links.

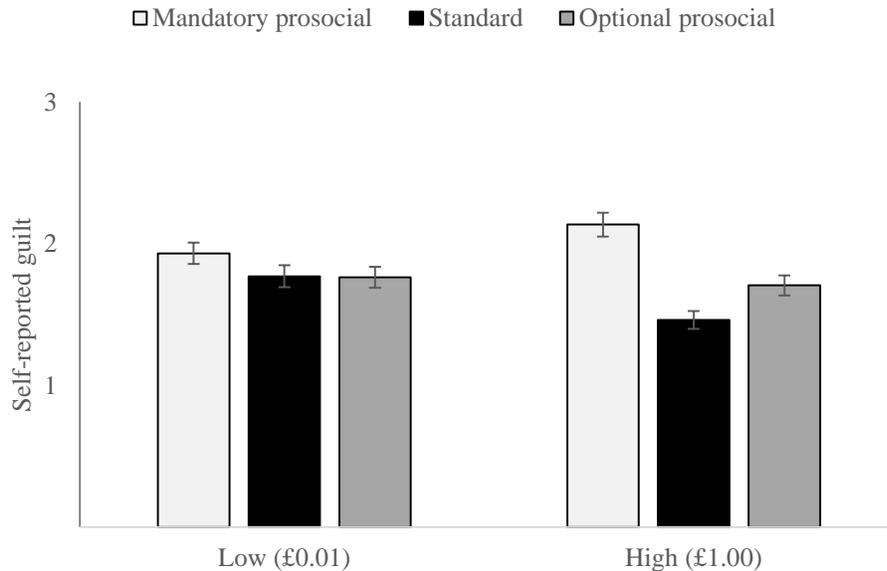
² The second and third items were used to measure guilt and image concern, respectively. The remaining two items served as “placebo” questions.

4. Analysis for self-reported guilt and image concern (Experiment 2)

We measured the extent to which guilt and image concerns might have affected individuals' decisions. Figures S1 and S2 show that at high stakes, compared to the standard incentive, workers reported greater guilt ($\beta = 0.67; p < 0.01$) and image concern ($\beta = 0.73; p < 0.01$) when a mandatory prosocial incentive was offered. Similarly, compared to the standard incentive, workers reported greater guilt when an optional prosocial incentive was offered ($\beta = 0.25; p = 0.02$), but did not report greater image concerns ($\beta = 0.15; p = 0.17$). Under low stakes, only reported image concerns were greater among participants in the mandatory prosocial incentive, compared to standard incentive participants ($\beta = 0.24; p = 0.03$).

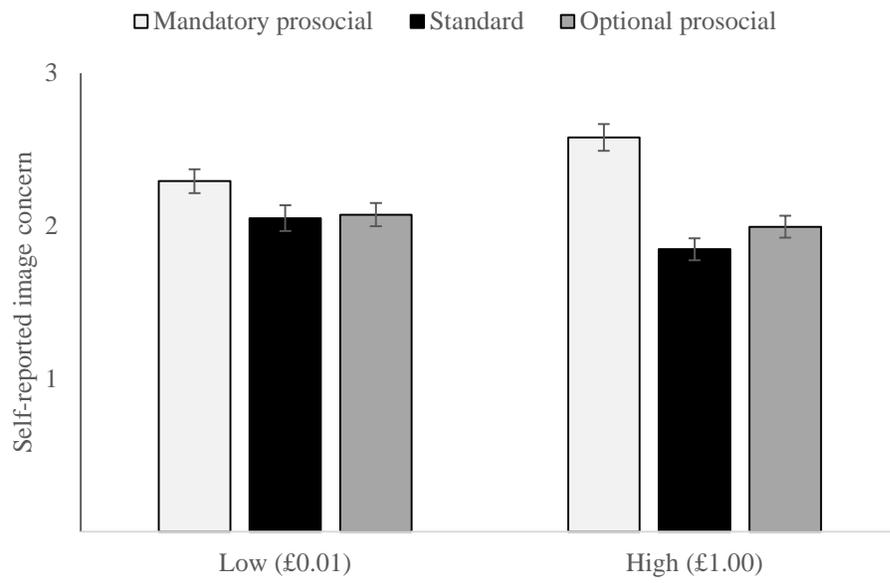
A mediation analysis using a percentile bootstrap procedure with 500 replications³ indicates that guilt concerns partially explained lower opt-in rates when workers were offered a high mandatory or optional prosocial incentive, compared to a high standard incentive, with indirect effects $b = -0.057$ (95% CI [-0.101, -0.022]) and $b = -0.013$ (95% CI [-0.040, -0.001]), respectively (none include zero). Image concerns do not mediate the effect of the optional prosocial incentive on participation ($\beta = 0.15, p = 0.15$). Finally, image concerns partially mediate the effect of mandatory prosocial (versus standard) incentives under high stakes, with indirect effects $b = -0.077$ (95% CI [-0.121, -0.042]). Neither image nor guilt concerns affected individuals' decisions when the stakes were low.

Figure S1 Self-reported guilt. Error bars represent ± 1 SE.



³ See Preacher and Hayes (2008).

Figure S2 Self-reported image concern. Error bars represent ± 1 SE.



5. Open-ended responses explaining the decision to participate (or not), Experiment 2

We conducted an exploratory data analysis using participants’ open-ended responses. Reasons were coded by two independent judges unaware of the study’s purpose. For example, reasons mentioning having other commitments (e.g., “I have to go out”), or not having enough time (e.g., “I don’t have the time right now”) were categorized as “being busy” (Kappa = 0.90, $p < 0.01$). Tables S4 and S5 summarize responses of participants who chose to not participate and those who chose to participate, respectively.

Table S4

Chose to not participate	Mandatory prosocial	Optional prosocial	Standard
Being busy	44%	42%	33%
Monetary (not enough money)	29%	36%	44%
Unsure how to search images	3%	3%	6%
Task is tedious	14%	12%	16%
Other	10%	8%	7%
Don’t want to donate through the study	5%	3%	0%
Already give to charity	2%	1%	0%
Slow internet	5%	3%	0%
Task is pointless	1%	0%	1%
No Answer	5%	4%	4%

Table S5

Chose to participate	Mandatory prosocial	Optional prosocial	Standard
Like wildlife/task	16%	23%	34%
Help researcher	8%	2%	5%
Monetary reasons	5%	45%	48%
Like the charity	36%	13%	2%
Have time to spare	5%	11%	8%
Other	41%	18%	18%
No Answer	7%	6%	7%