Plan Overview

A Data Management Plan created using DMPonline

Title: Nudging Charitable Giving: Helpful or Hurtful?

Creator: Benjamin Brown

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Template: LSE Data Management Plan for undergraduate and master's students dissertations

Project abstract:
This paper has two fundamental aims: to examine how useful nudging is as a means of increasing charitable donations (nudging charitable giving) and to assess how individuals feel about donating, when they are aware of being nudged to do so. The purpose behind these questions are threefold: to contribute to nudge literature on the topic of charitable giving, to help charities become better informed of nudge as a strategy and to better understand the risks of increasing public awareness relating to charities using nudge. To examine each question, twenty in-depth interviews were taken from a student population. Participants were first given 'test nudges' in order to assess the effect of nudging charitable giving. Results indicated that nudging can be useful as a means of increasing donations. However, the efficacy of nudge is contingent on which one is being used, as well as different contextual factors. Participants were then asked how they felt about being nudged, in order to assess the implications this has for donations. The same data showed how most participants felt generally comfortable with donating, as long as nudges remained 'subtle'. However, many participants cited concerns of how nudging could be perceived as being potentially 'manipulative', as well as elaborating upon broader concerns, such as potential reputational damage to charities. The definitive conclusion to both questions is that nudging charitable giving can be more beneficial than detrimental in terms of increasing donations, and that the public should feel comfortable with being nudged as long as it remains non-invasive. However, charities should also be aware that there is risk in nudging, and that it can backfire if used incorrectly.

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Nudging Charitable Giving: Helpful or Hurtful?

Dissertation title and abstract

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Please summarise your research question in no more than three sentences.

How *useful* nudging is as a means of increasing charitable donations (nudging charitable giving) and how individuals *feel* about donating, when they are aware of being nudged to do so.

Data collection

Briefly describe the data that will be used, including any secondary sources, noting content, coverage, cost, availability, and terms of use.

Twenty in-depth interviews were taken from a student population, most interviews were held at the London School of Economics & Political Science (LSE) library, whilst the others were located based on the convenience of the participant.

Informed consent and anonymisation of primary research data

If you are collecting primary data, describe your process of obtaining informed consent.

Participants were briefed and de-briefed before the interview began and just after it finished, in which they informed about the research process, told they could opt out at any time and if they had any further questions.

If you are collecting primary data that can identify living individuals, how will you anonymise that data to prevent identification?

Data was anonymised based on the 'fake' name given by the participants or by a random name generator.

Research ethics

Does your research involve human participants (living or dead), or involve data about directly identifiable human subjects?

- Yes

Storage and back-up

How will data be stored and backed up during the research? How will you manage access and security? Is the size of your data likely to be a problem?

Data was stored on a personal computerd behind password encryption. Back-up data was stored on a online drive, also password encrypted.
Data was only accessed by the researcher and the size of data was not a problem for this research.