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

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Highlights

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

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