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Title: Effect of persuasive messages on organ donation decisions: An experimental test

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Highlights

- I design a laboratory experiment to measure the effect of supplementing the organ donor registration request with a persuasive message on donation decisions.
- The persuasive message provides information about the benefit potential recipients could gain upon receiving donated organs.
- Individuals who are real life donors were more likely to register as a donor in the lab.
- The persuasive message provided in the experiment affected donation decisions mainly among individuals who are non-donors in real life.

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