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Nudging Generosity: Choice Architecture and Cognitive Factors in Charitable Giving

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## Highlights

- We study donations to charities in a paper-and-pen experiment
- In the treatment group, subjects can either specify a charity of their choice, or select one from a list of five well-known charities; in the control group we do not provide a list.
- Eliciting donations with the list doubles the amount donated relative to the control treatment
- The increase is driven by a change on the extensive margin, while the distribution of donations conditional on donating is almost identical across treatment

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