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Titolo	The science of giving : experimental approaches to the study of charity // edited by Daniel M. Oppenheimer, Christopher Y. Olivola
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Collana	Society for judgment and decision making
Altri autori (Persone)	OlivolaChristopher Yves <1980-> OppenheimerDaniel M
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. The value of giving -- section 2. The impact of social factors -- section 3. The role of emotions -- section 4. Other important influences on charitable giving.
Sommario/riassunto	Americans donate over 300 billion dollars a year to charity, but the psychological factors that govern whether to give, and how much to give, are still not well understood. Our understanding of charitable giving is based primarily upon the intuitions of fundraisers or correlational data which cannot establish causal relationships. By contrast, the chapters in this book study charity using experimental methods in which the variables of interest are experimentally manipulated. As a result, it becomes possible to identify the causal factors that underlie giving, and to design effective interve