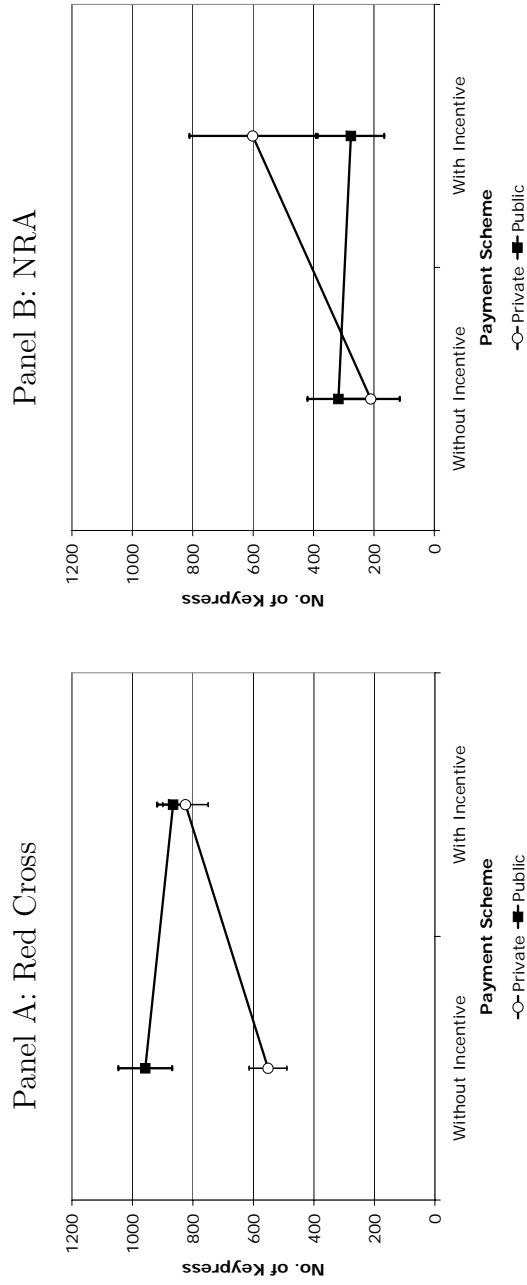


Appendix of
**“Doing Good or Doing Well? Image
Motivation and Monetary Incentives in
Behaving Prosocially”**
by Dan Ariely, Anat Bracha and Stephan Meier

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Note: Error bars are standard errors of the mean. Panel A shows effort for the Red Cross and Panel B for the NRA (the majority view at Princeton) for individuals who correctly perceive the majority view.

Figure A1: Effect of Incentives for Red Cross and NRA: Restricted to Participants who Correctly Perceive Majority Identification

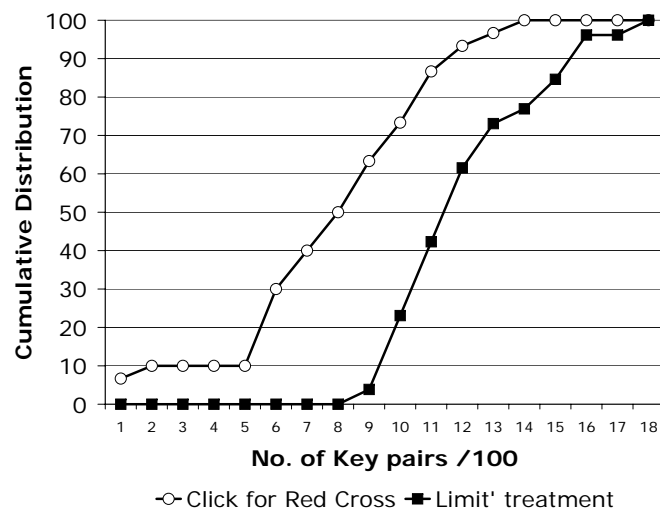


Figure A2: Cumulative Distribution of No. of Key Pairs

Table A1: Effect of Private Incentives in “Click for Charity”

	(1) Private	(2) Public	(3) All
Panel A			
Private monetary incentive (=1)	252.97 (3.01)***	-90.81 (-0.98)	252.97 (3.01)***
Public sphere (=1)			72.89 (0.64)
Private incentive*Public			-343.78 (-2.75)***
“Good” cause (=1)	269.68 (3.00)***	483.51 (5.08)***	269.68 (3.00)***
Nature of Cause*Public			213.82 (1.63)
Constant	249.29 (3.29)***	322.18 (3.82)***	249.29 (3.29)***
N	77	77	154
R squared	0.21	0.25	0.24
Panel B			
Private monetary incentive (=1)	239.03 (2.93)***	-88.52 (-0.97)	239.03 (2.93)***
Public sphere (=1)			15.36 (0.14)
Private incentive*Public			-327.56 (-2.68)***
“Good” Cause	216.19 (2.51)**	486.74 (5.24)***	216.19 (2.51)**
“Good” Cause*Public			270.55 (2.13)**
Constant	302.29 (3.99)***	317.65 (4.02)***	302.29 (3.98)***
N	82	79	161
R squared	0.17	0.26	0.22

Note: Dependent variable: Number of key pairs. OLS regressions. *t*-values in parenthesis. Robust standard errors. Charity classified according to participants’ perception of whether Princeton students identify with charity (“Good” if others’ identification is greater than zero and “Bad” if others’ identification is lower than zero on a scale from -5 “not at all identify” to +5 “very much identify”). Panel A: Those stating 0 are excluded from the analysis. Panel B: For those stating 0, the assigned charity got classified according to the perception of the majority: NRA is perceived as a “bad” cause and Red Cross as a “good” cause.

Level of significance: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$