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Appendix

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The Charity Beauty Premium: Satisfying Donors' Want versus Should Desires
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Web Appendix A
Images for Study 1A



Flamingo



Chimpanzee



Elephant



Zebra



Penguin



Orangutan



Lemur



Giraffe

Web Appendix B

As a robustness check, we conducted a study similar to Study 1B using a different choice set. Pretest participants from Mechanical Turk ($n = 452$) rated pictures of four children (all male) who were associated with a large international charity. Participants rated one of the children, Edwin, as cuter than the other three: Carlos, Ernesto, and Manuel ($M_{\text{Edwin}} = 4.11$, $M_{\text{Carlos}} = 3.19$; $M_{\text{Ernesto}} = 3.24$, $M_{\text{Manuel}} = 3.21$, $ps < .0001$); Edwin was also rated as the least needy child ($M_{\text{Edwin}} = 3.38$, $M_{\text{Carlos}} = 3.69$, $M_{\text{Ernesto}} = 3.63$, $M_{\text{Manuel}} = 3.78$; $ps < .0005$).

In the main study, Control condition participants viewed the three children who were rated as similar in cuteness and neediness; in the Beauty condition, the child who was rated as cuter and less needy than the others, Edwin, was substituted for Carlos (who was labeled “Edwin” in the Control condition to hold names constant). Participants ($N = 321$) in both conditions selected one child to sponsor and then answered the same follow-up questions used in Study 1B. Participants in the Control condition chose Carlos 26% of the time, Ernesto 33% of the time, and Manuel 40% of the time. In the Beauty condition, however, participants chose Edwin, the cutest and least needy option, significantly more often than any other child (Edwin = 47%, Ernesto = 22%, $p < .0005$; Manuel = 31%, $p = .02$; all p -values relative to Edwin’s choice share), consistent with Study 1B. Also consistent with Study 1B, participants in the Beauty condition reported greater satisfaction with their choice than did those in the Control condition, $M_{\text{Beauty}} = 3.19$, $M_{\text{Control}} = 2.88$, $t(317) = 2.69$, $p < .01$.

Web Appendix C

Study 5 Empathy manipulation

Control-Empathy condition

You will be shown a picture of an individual who is working with a charity organization. This individual has recently experienced bone cancer from which they have recovered and now they are seeking financial help to be able to move forward with their life.

High-Empathy condition

You will be shown a picture of an individual who is working with a charity organization. This individual has recently experienced bone cancer from which they are still struggling to recover. Their health problems are severe, and they have been forced to quit their job. They previously supported their family, but now have no way to do so. They are seeking financial help.

