

Faculti Summary

<https://staging.faculti.net/self-versus-social-image-in-warm-glow-giving/>

This video discusses "warm glow giving," which is a form of donation where individuals receive personal satisfaction from the act of giving. This video behavior can be influenced by self-image and social image concerns. The study differentiates between pure altruism (giving solely to benefit others) and pure egoism (giving for personal gain), positioning warm glow giving between these two extremes as "impure altruism."

The research indicates that while both self-image and social image are important, self-image is the primary motivator for warm glow giving. The study involved an experiment with 960 participants who were put in various scenarios to assess their donation behavior. Findings revealed that about 50% of participants made donations regardless of the treatment, and those in conditions that activated social image concerns donated significantly more than those in neutral conditions. This video suggests that self-image drives the decision to donate, while social image influences the amount donated.

The implications are significant for charities and policymakers aiming to enhance charitable contributions. Strategies that emphasize the personal satisfaction derived from giving could be effective, and future research could further explore the long-term impacts of these strategies in different fundraising contexts.