

Faculti Summary

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

Here are five key points from the video regarding warm glow giving and its motivations:

1. **Definition of Warm Glow Giving**: Warm glow giving is characterized as a type of donation where individuals experience personal satisfaction from the act of giving itself, even if their contributions do not significantly impact the outcome.
2. **Motivations Behind Giving**: The video distinguishes between pure altruism, which is selfless and aimed solely at benefiting others, and pure egoism, which focuses entirely on personal gain. Warm glow giving is positioned between these two, motivated by a desire to help others while also deriving emotional satisfaction from the act of giving.
3. **Role of Self-Image and Social Image**: Research indicates that individuals give in part to maintain a positive self-image and to enhance their social image. The study aimed to compare the effects of these two motivations on warm glow giving.
4. **Experimental Findings**: The study involved 960 participants and revealed that self-image is the primary driver of warm glow giving. While social image concerns do influence the amount donated, self-image significantly motivates the decision to donate.
5. **Implications for Charities and Policy**: The findings suggest that strategies emphasizing the benefits of self-image, such as the personal satisfaction gained from giving, could be effective in encouraging charitable donations. Future research is encouraged to explore how these motivations might vary in different fundraising contexts.