**Great Expectations and Charity: Studying the Effect of Unexpected Schemas on Charitable Behavior**

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The present work examines the influence of embodied cognitions on prosocial behaviour. Specifically, we investigate how feeling physically warm vs. cold may impact charitable giving. Doing so, we also consider the role of unexpected environmental influences on consumers' openness, empathy, and compassion.

**[to cite]:**

Geetanjali Saluja and Rod Duclos (2011) ,"Great Expectations and Charity: Studying the Effect of Unexpected Schemas on Charitable Behavior", in NA - Advances in Consumer Research Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 806-807.

**[url]:**

http://www.acrwebsite.org/volumes/1009732/volumes/v39/NA-39

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in the boundary of their real life such as their family, their responsibility, or even their self  (Haraway 1991; Haraway 1997).  Young et al. mentioned that anonymity helps shy people to feel safe and secure in the social interaction (Chak and Leung 2004), and therefore a comfortable arena for them to express.

Online environment is found to reduce social anxiety (McKenna and Bargh 2000).  Those who are shy or have anxiety find internet an outlet that they can express, which they cannot do so in the offline world (Tosun and Lajunen 2009).  The online context is an alternative playground which is like a laboratory which one can try out different personality without any risk (McKenna and Bargh 2000; Turkle 1995).

We employ the interpretive approach using both offline ethnography and online netnography.  This method allows us to investigate the complex nature of human beings.  The contrast online/offline context is selected as the site of study to explore the paradox personality.

Our initial findings suggested that there is dynamism between the virtual and the real world.  An introvert student at school becomes extrovert in the online game.  Likewise, a quiet office worker becomes an opinion leader in a political chat room.

Personality paradox is found when looking across different contexts.  We seek to further explore how the online and offline world shape this personality contradiction.

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# Great Expectations and Charity: Studying the Effect of Unexpected Schemas on Charitable Behavior

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Whereas the last decade has seen more extreme adverse meteorological conditions than any comparable period before, scientists predict this trend will only worsen in years to come due to global warming. Hence, as the frequency and severity of natural disasters striking the planet are expected to rise (e.g., earthquakes, tsunamis, floods, etc), nonprofit organizations will have no choice but to increasingly turn to

the more fortunate among us to plea for help. And with the proliferation of causes, charities face today fierce competition. Indeed, in the US alone, thousands of charitable organizations are officially registered with the Internal Revenue Service (IRS) and actively vying for donors and resources. Critical for these organizations, then, is to understand *why* and *how* consumers decide to help others. The present research attempts to address this question by examining the influence of embodied cognitions (i.e., ideas, thoughts, concepts shaped by aspects of the body) on prosocial behavior. So doing, we also examine the impact of unexpected environmental influences on charitableness.

Lakoff and Johnson (1999) have proposed that concrete experiences (e.g., temperature) ground abstract concepts (e.g., affection). A study by Zhong et al. (2008) has shown that social exclusion can induce an experience of psychological coldness. Ijzerman et al. (2009) have also explored the effects of temperature on perception of social proximity. Hence, drawing on the above, we propose that feeling warm (cold) may foster (impede) one's charitable orientation.

*Design & procedures*.   To test this proposition, we randomly assigned 94 students from a large East Asian university to one of four conditions. To manipulate body temperature, we asked participants to drink (under the pretence of a taste-test) either hot, cold, cool (i.e., room temperature) or no (i.e., control) tea before completing a series of manipulation checks. Among other things, these checks prompted participants to rate their respective beverage in terms of taste, smell, and temperature. Next, in a seemingly unrelated survey administered on behalf of the Facilities Management Office (FMO), we asked participants of all four conditions to estimate the temperature of the room in which they were as well as how hot/cold and how comfortable they felt. Lastly to control for any potential mood effect, we asked participants to complete the PANAS scales, an exhaustive measure of affect/emotions by Watson et al. (1988).

To assess charitableness, we asked participants to review an appeal from "Global Relief", an alleged charity collecting money to help the victims of a recent earthquake that struck China's Sichuan province. Vivid in nature, the advertisement featured death toll statistics (e.g., "over 100,000 killed and 1 million others homeless"), a description of the victims' needs (e.g., "food and medicine for vulnerable children and devastated families"), and the pictures of suffering victims underneath the text. The ad concluded by asking participants to visit the charity's website to make a donation.

*Results*.   An analysis of variance and follow-up contrast analyses on our manipulation checks suggest that our manipulation was unequally successful. Indeed, whereas participants in the hot tea condition did report feeling warmer than their counterparts in the cool, cold, and control conditions, the latter three conditions did not differ from one another. Hence, participants in the cold tea condition did not feel any colder than subjects in the cool and control conditions.

Pertaining to our hypothesis, we found that participants in the cool condition (M = $155) pledged donating strikingly more than their counterparts in the hot (M = $74), cold (M = $106), and control (M = $69) conditions (F (3, 90) = 4.061, p = .009). Follow-up contrast analyses further confirmed that the latter three groups did not differ from one another.

These results are quite surprising. Indeed, whereas we expected participants in the hot tea condition to donate most, we found instead that these participants donated neither more nor less than subjects in the cold and control conditions. Rather, subjects in the cool-tea condition exhibited the most generosity toward victims of the Sichuan earthquake.

To make sense of these surprising yet very significant results, we took a closer look at our manipulation checks and proceeded by elimination. One at a time, we examined whether body temperature (i.e., how cold/hot I feel), liking of the beverage's taste, liking of the beverage's smell, personal comfort, or affect (i.e., PANAS scores) could account for our findings. Unfortunately, none of these factors provided a viable explanation.

*Discussion.* Drinking cool tea (as opposed to hot, cold, or no tea at all) led our participants to subsequently donate strikingly more in favor of earthquake victims. Contrary to what one might expect, this boost in charitableness cannot be readily explained by subjective feelings of body warmth or overall enjoyment of the beverage. To understand this puzzling phenomenon, follow-up experiments are now investigating the role that schemas and expectations might have played in our findings. Tea is traditionally served hot or cold/iced. Few would indeed make/buy hot or cold tea to let it sit until it reaches room temperature before drinking it. From this simple observation, we derived the hypothesis that schema-inconsistent experiences might subsequently foster a sense of openness in consumers. Greater openness, in turn, might give way to greater empathy, compassion, and charitableness. Preliminary results from follow-up experiments seem to support this view.

This paper highlights the importance of understanding various cognitive constructs and processes, and the possible effect of these processes on charitable behavior. To our knowledge, this paper is one of the first to explore the link between schema-based expectations and prosocial behavior. Hence, for its potential contributions to both theory and practice, we believe this poster would be of interest to a wide audience at ACR.

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