***ON-LINE APPENDIX***

**How to Ask People for Change:**

**How Framing Affects Willingness to Donate to Human Rights Campaigns**

The Social Practice of Human Rights (Joel Pruce, ed.). Palgrave Macmillan Press.

***Kyla Jo McEntire****,**Indiana University Lilly Family School of Philanthropy*

***Michele Leiby****, Department of Political Science, The College of Wooster*

***Matthew Krain****,**Department of Political Science, The College of Wooster*

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**Survey Instrument**

1. I feel knowledgeable about the use of sleep deprivation as a police interrogation technique.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. Depriving an individual of sleep during interrogation is an ineffective way to gain reliable information.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. I feel knowledgeable about the consequences of sleep deprivation on individuals who have experienced it.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. Depriving an individual of sleep during interrogation has a negative impact on their long-term mental and physical wellbeing.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. I feel knowledgeable about the effectiveness of sleep deprivation as a police interrogation technique.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. Sleep deprivation is an appropriate police interrogation technique.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. How much of an emotional reaction do you experience when thinking about the use of sleep deprivation as a police interrogation technique?

*A lot / Some / Little / None*

1. How do you feel when thinking about the use of sleep deprivation?

*Very Good / Good / Neither Good nor Bad / Bad / Very Bad*

1. My feelings about sleep deprivation as a police interrogation technique are at least partly because of its consequences for individuals who have experienced it.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. My feelings about sleep deprivation as a police interrogation technique are at least partly because of how effective or ineffective it is.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. How likely are you to participate in a campaign to ban sleep deprivation as a police interrogation technique?

*Very Likely / Likely / Neither Likely nor Unlikely / Unlikely / Very Unlikely*

1. How likely are you to support a campaign to ban sleep deprivation as a police interrogation technique?

*Very Likely / Likely / Neither Likely nor Unlikely / Unlikely / Very Unlikely*

1. What is your age in years?
2. Which of the following best describes your gender?

*Male / Female / Transgender / Other (please indicate below)*

1. What is the highest level of education that you have completed?

*Some high school / High school graduate / Some technical school or college / Technical school or associate graduate / College degree (example: BS, BA) / Graduate degree (example: MA, MS, PhD, EdD)/ Professional degree (example: MD, DDS, DVM)*

1. How often do you follow world news?

*Never / Rarely / Several Times a Month / Once a Week / Daily*

1. In the past month, how many times have you attended religious services?

*0 / 1-2 / 3-4 / 5 or more*

1. How much influence do you think you can have in shaping public policy?

*A lot / Some / Little / None*

1. Charitable giving is an effective way to make a difference.

*Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree*

1. In the past year, how many times have you made a financial contribution to a charitable organization?
2. If you would like to add your name to a petition to be sent to the Attorney General, demanding the immediate end to the use of sleep deprivation during police interrogations, please click YES.

*Yes / No*

1. If you would like to add your name to a petition to be sent to the United Nations Special Rapporteur for Human Rights, demanding the immediate end to the use of sleep deprivation during police interrogations, please click YES.

*Yes / No*

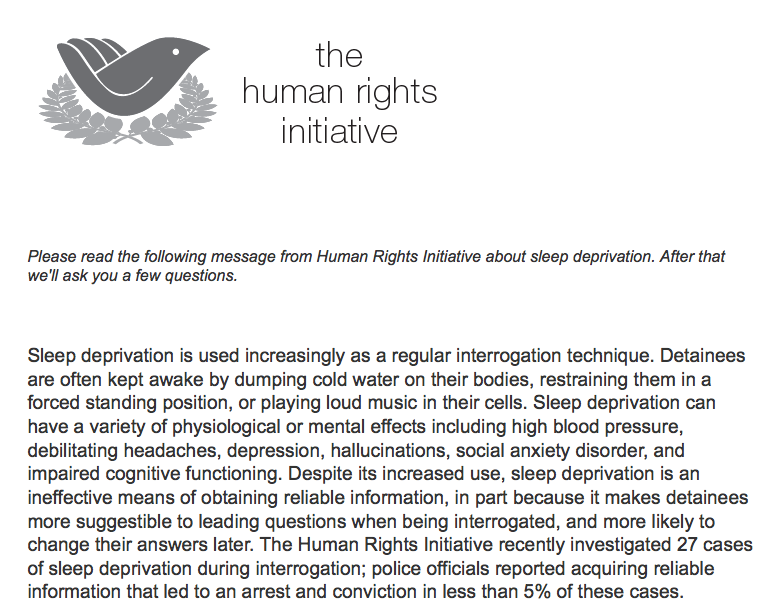
1. The Human Rights Initiative is currently launching a campaign to ban sleep deprivation during police interrogations. Would you be willing to donate your compensation for completing this survey ($0.50) to the campaign? One hundred percent of your donation will go directly towards efforts to ban sleep deprivation.

*Yes / No*

1. Would you be willing to be contacted again about future giving regarding this issue?

*Yes / No*

**Figure OA1: Informational Frame**[[1]](#footnote-1)



**Figure OA2: Personal (Male) Frame**[[2]](#footnote-2)

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**Figure OA3: Motivational Frame**

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**Figure OA4: Informational + Personal (Male) Frame**

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**Figure OA5: Informational + Motivational Frames**



**Figure OA6: Personal (Male) + Motivational Frames**

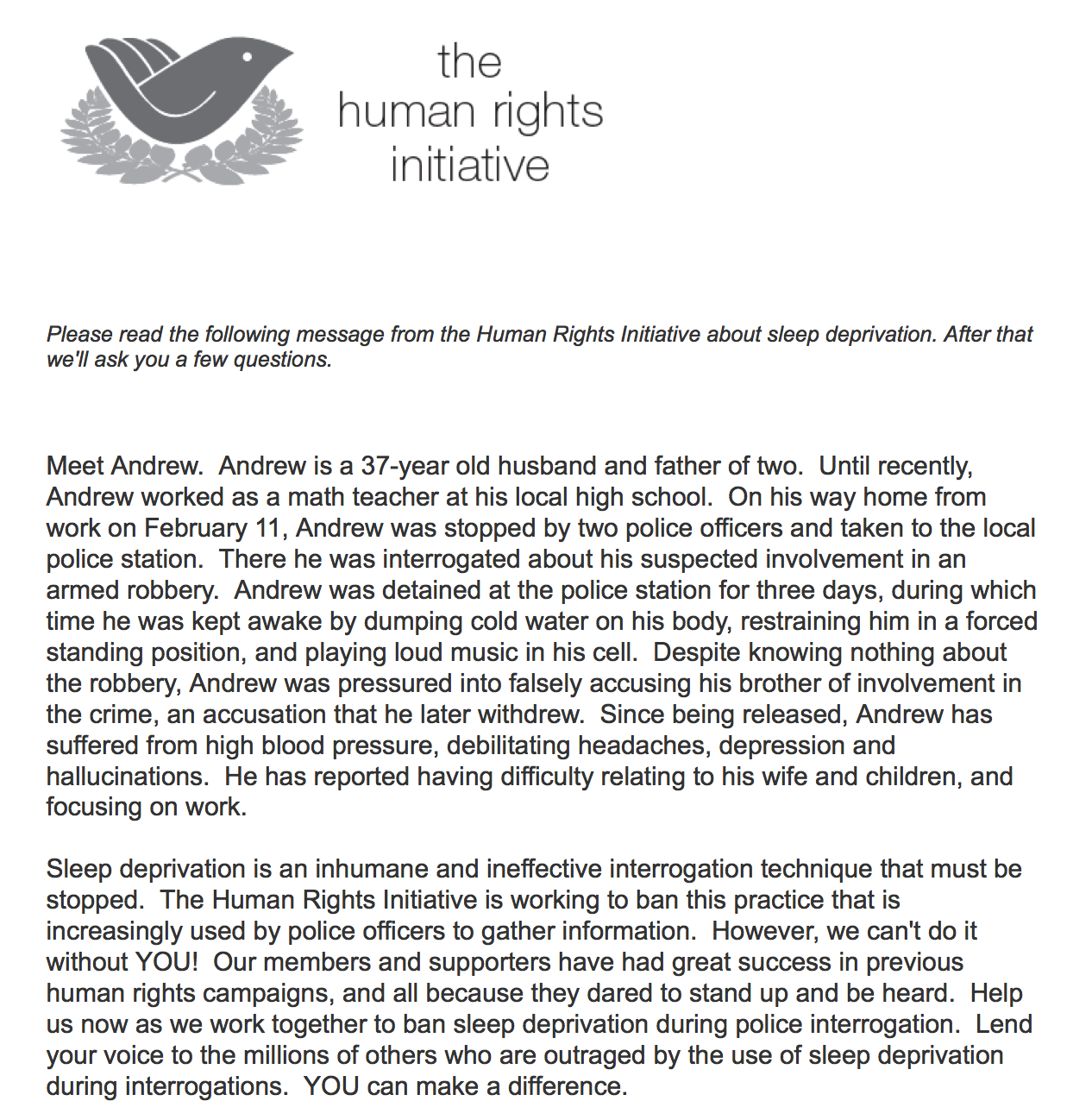


Table OA1: Demographics of Survey Groups

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | **Control** | **Info** | **Per M** | **Per F** | **Motiv** | **I +**  **Per M** | **I +**  **Per F** | **I +**  **Motiv** | **Per M + Motiv** | **Per F + Motiv** | **I + Per M + Motiv** | **I + Per F +Motiv** |
| **Age (mean years)** | | | **31.97** | **32.12** | **32.25** | **32.30** | **29.90** | **30.90** | **32.55** | **32.88** | **32.38** | **31.75** | **31.11** | **30.79** |
| **Gender** | | **% male** | **62** | **63** | **61** | **64** | **64** | **62** | **55** | **69** | **61** | **59** | **65** | **62** |
| **% female** | **38** | **38** | **39** | **36** | **36** | **38** | **45** | **31** | **39** | **41** | **35** | **38** |
| **Education (%)** | **Some high school** | | **1** | **1** | **1** | **1** | **1** | **0** | **1** | **1** | **1** | **3** | **0** | **2** |
| **High school grad.** | | **10** | **10** | **16** | **13** | **14** | **8** | **12** | **16** | **8** | **14** | **9** | **15** |
| **Some tech./college** | | **29** | **25** | **30** | **30** | **28** | **32** | **32** | **26** | **31** | **24** | **30** | **27** |
| **Tech./Assoc. deg** | | **12** | **10** | **10** | **14** | **8** | **6** | **15** | **10** | **13** | **11** | **12** | **13** |
| **College deg** | | **36** | **39** | **36** | **36** | **42** | **42** | **34** | **39** | **39** | **35** | **38** | **34** |
| **Grad. deg** | | **9** | **14** | **4** | **7** | **6** | **9** | **5** | **6** | **7** | **9** | **8** | **9** |
| **Professional deg** | | **2** | **1** | **3** | **0** | **1** | **3** | **2** | **1** | **1** | **5** | **2** | **0** |
| **News (%)** | **Never** | | **0** | **2** | **3** | **1** | **2** | **3** | **1** | **4** | **1** | **1** | **3** | **1** |
| **Rarely** | | **13** | **16** | **13** | **14** | **12** | **17** | **8** | **13** | **18** | **18** | **16** | **18** |
| **Several times/mo.** | | **26** | **16** | **21** | **29** | **24** | **20** | **28** | **25** | **21** | **24** | **20** | **30** |
| **Once/week** | | **18** | **29** | **20** | **21** | **23** | **28** | **24** | **18** | **28** | **24** | **20** | **22** |
| **Daily** | | **43** | **38** | **43** | **35** | **40** | **32** | **39** | **40** | **32** | **33** | **40** | **29** |
| **Agency (%)** | **None** | | **25** | **21** | **18** | **25** | **16** | **19** | **17** | **22** | **17** | **18** | **21** | **13** |
| **Little** | | **45** | **54** | **54** | **50** | **56** | **56** | **57** | **54** | **53** | **54** | **49** | **59** |
| **Some** | | **26** | **22** | **26** | **22** | **27** | **23** | **24** | **20** | **28** | **21** | **26** | **26** |
| **A lot** | | **4** | **3** | **1** | **3** | **1** | **1** | **1** | **4** | **1** | **6** | **4** | **3** |
| **Religiosity (%)** | **0/month** | | **75** | **74** | **77** | **75** | **81** | **79** | **80** | **80** | **74** | **76** | **72** | **83** |
| **1-2/month** | | **12** | **11** | **13** | **16** | **12** | **11** | **12** | **10** | **13** | **14** | **17** | **11** |
| **3-4/month** | | **12** | **9** | **6** | **7** | **5** | **6** | **8** | **7** | **9** | **8** | **5** | **3** |
| **5+/month** | | **2** | **6** | **4** | **2** | **2** | **4** | **1** | **3** | **4** | **3** | **5** | **4** |
| **Annual Giving (%)** | **0** | | **38** | **32** | **30** | **37** | **34** | **29** | **29** | **36** | **38** | **37** | **33** | **40** |
| **1-10** | | **54** | **56** | **64** | **54** | **60** | **62** | **61** | **57** | **56** | **56** | **58** | **54** |
| **11-20** | | **4** | **11** | **4** | **8** | **2** | **5** | **5** | **5** | **5** | **3** | **5** | **5** |
| **21-50** | | **3** | **1** | **3** | **1** | **3** | **3** | **5** | **2** | **1** | **1** | **2** | **1** |
| **51+** | | **0** | **1** | **0** | **0** | **1** | **0** | **0** | **1** | **1** | **2** | **2** | **0** |
| ***N*** | | | **157** | **153** | **158** | **152** | **154** | **155** | **155** | **153** | **152** | **147** | **148** | **150** |

**Table OA2: Variables and Measures**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Variable** | **Survey Question** | **Measurement** |
| **Dependent Variable** | Donation | The Human Rights Initiative is currently launching a campaign to ban sleep deprivation during police interrogations. Would you be willing to donate your compensation for completing this survey ($0.50) to the campaign? One hundred percent of your donation will go directly towards efforts to ban sleep deprivation. | Dichotomous |
| **Independent Variables** | No treatment | (Randomly assigned by survey software) | Dichotomous |
| Personal M frame |
| Personal F frame |
| Informational frame |
| Motivational frame |
| Personal M + Informational frames |
| Personal F + Informational frames |
| Personal M + Motivational frames |
| Personal F + Motivational frames |
| Informational + Motivational frames |
| Personal M + Informational + Motivational frames |
| Personal F + Informational + Motivational frames |
| **Intervening Variables** | Emotional response to issue | How do you feel when thinking about the use of sleep deprivation? | Ordinal scale  1-5 |
| My feelings about sleep deprivation as a police interrogation technique are at least partly because of its consequences for individuals who have experienced it. |
| Knowledge of issue | I feel knowledgeable about the use of sleep deprivation as a police interrogation technique. |
| Agency | How much influence do you think you can have in shaping public policy? | Ordinal scale  1-4 |
| **Control Variables** | Age | What is your age in years? | Ratio |
| Gender | Which of the following best describes your gender? | Dichotomous[[3]](#footnote-3) |
| Education | What is the highest level of education that you have completed? | Ordinal scale  1-7 |
| News consumption | How often do you follow world news? | Ordinal scale  1-5 |
| Religiosity | In the past month, how many times have you attended religious services? | Ordinal scale  1-4 |
| Efficacy of charity | Charitable giving is an effective way to make a difference. | Ordinal scale  1-5 |
| Previous giving | In the past year, how many times have you made a financial contribution to a charitable organization? |
| Consensus mobilization | Sleep deprivation is an appropriate police interrogation technique. |
| Action mobilization | If you would like to add your name to a petition to be sent to the Attorney General, demanding the immediate end to the use of sleep deprivation during police interrogations, please click YES below. | Dichotomous (1 if respondent answered yes to either question) |
| If you would like to add your name to a petition to be sent to the United Nations Special Rapporteur for Human Rights, demanding the immediate end to the use of sleep deprivation during police interrogations, please click YES below. |

**Table OA3: Descriptive Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | | **Mean** | **Std. Dev.** | **Min.** | **Max.** |
| **Dependent Variable** | Donation | 0.096 | 0.294 | 0 | 1 |
| **Independent Variables** | Control Group | 0.086 | 0.280 | 0 | 1 |
| Personal M | 0.086 | 0.281 | 0 | 1 |
| Personal F | 0.083 | 0.276 | 0 | 1 |
| Informational | 0.083 | 0.277 | 0 | 1 |
| Motivational | 0.084 | 0.278 | 0 | 1 |
| Personal M + Informational | 0.085 | 0.278 | 0 | 1 |
| Personal F + Informational | 0.085 | 0.278 | 0 | 1 |
| Personal M + Motivational | 0.083 | 0.277 | 0 | 1 |
| Personal F + Motivational | 0.080 | 0.272 | 0 | 1 |
| Informational + Motivational | 0.083 | 0.277 | 0 | 1 |
| Personal M + Informational + Motivational | 0.081 | 0.272 | 0 | 1 |
| Personal F + Informational + Motivational | 0.082 | 0.274 | 0 | 1 |
| **Intervening**  **Variables** | Emotional Response, Type | 1.917 | 0.844 | 1 | 5 |
| Emotional Response, Consequences | 3.777 | 0.962 | 1 | 5 |
| Knowledge of issue | 3.170 | 1.062 | 1 | 5 |
| Agency | 2.105 | 0.734 | 1 | 4 |
| **Control Variables** | Age (years) | 31.75 | 10.87 | 18 | 76 |
| Gender | 0.622 | 0.485 | 0 | 1 |
| Education | 4.019 | 1.307 | 1 | 7 |
| News | 3.787 | 1.147 | 1 | 5 |
| Religiosity | 1.364 | 0.754 | 1 | 4 |
| Efficacy of charity | 3.686 | 0.848 | 1 | 5 |
| Previous giving | 1.768 | 0.691 | 1 | 5 |
| Consensus mobilization | 1.864 | 1.000 | 1 | 5 |
| Action mobilization | 0.364 | 0.481 | 0 | 1 |

**Table OA4: Predicted Probabilities of Donating to Human Rights Campaign (Model 1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Control** | **Info** | **Pers M** | **Pers F** | **Motiv** | **Info + Pers M** | **Info + Pers F** | **Info + Motiv** | **Pers M + Motiv** | **Pers F + Motiv** | **Info + Pers M + Motiv** | **Info + Pers F + Motiv** |
| *0.0162*  **0.0545**  *0.0927* | *0.0856*  **0.1531**  *0.2206* | *0.0530*  **0.1104**  *0.1679* | *0.0488*  **0.1065**  *0.1643* | *0.0612*  **0.1203**  *0.1794* | *0.0584*  **0.1190**  *0.1796* | *0.0724*  **0.1287**  *0.1850* | *0.0214*  **0.0668**  *0.1122* | *0.0279*  **0.0804**  *0.1330* | *0.0265*  **0.0796**  *0.1327* | *0.0836*  **0.1490**  *0.2143* | *0.0774*  **0.1437**  *0.2101* |
| *Notes:* Dichotomous control variables held constant at their mode; all other control variables held constant at their median. Upper and lower bounds reported in italics. | | | | | | | | | | | |

**Table OA5: Predicted Probabilities of Donating to Human Rights Campaign Given Willingness to Sign a Petition against the Practice (Model 2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sign Petition?** | **Control** | **Info** | **Pers M** | **Pers F** | **Motiv** | **Info + Pers M** | **Info + Pers F** | **Info + Motiv** | **Pers M + Motiv** | **Pers F + Motiv** | **Info + Pers M + Motiv** | **Info + Pers F + Motiv** |
| **Yes** | *0.0301*  **0.1097**  *0.1893* | *0.1591*  **0.2791**  *0.3991* | *0.0900*  **0.1908**  *0.2916* | *0.0884*  **0.1873**  *0.2863* | *0.1186*  **0.2351**  *0.3516* | *0.1031*  **0.2015**  *0.2999* | *0.1290*  **0.2277**  *0.3263* | *0.0403*  **0.1187**  *0.1971* | *0.0496*  **0.1406**  *0.2315* | *0.0455*  **0.1283**  *0.2112* | *0.1454*  **0.2539**  *0.3624* | *0.1341*  **0.2525**  *0.3710* |
| **No** | *0.0045*  **0.0216**  *0.0387* | *0.0268*  **0.0648**  *0.1029* | *0.0150*  **0.0405**  *0.0661* | *0.0146*  **0.0397**  *0.0647* | *0.0189*  **0.0522**  *0.0855* | *0.0163*  **0.0432**  *0.0702* | *0.0212*  **0.0502**  *0.0791* | *0.0060*  **0.0236**  *0.0411* | *0.0073*  **0.0285**  *0.0496* | *0.0070*  **0.0257**  *0.0444* | *0.0233*  **0.0575**  *0.0917* | *0.0233*  **0.0571**  *0.0908* |
| *Notes:* Dichotomous control variables held constant at their mode; all other control variables held constant at their median. Upper and lower bounds reported in italics. | | | | | | | | | | | | |

Table OA6: Testing the Mechanisms – Ordered Logit Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | **Emotional Response** | **Emotional Response, Consequences** | **Knowledge** | **Agency and Personal Efficacy** |
| **Treatments** | Informational | -0.239  (0.205) | 0.221  (0.210) | 1.033\*\*\*  (0.217) | -0.114  (0.252) |
| Personal M | -1.069\*\*\*  (0.213) | 0.799\*\*\*  (0.215) | 0.912  (0.241) | 0.099  (0.239) |
| Personal F | -1.254\*\*\*  (0.222 | 0.615\*\*  (0.224) | -0.091  (0.243) | -0.020  (0.243) |
| Motivational | 0.236  (0.198) | -0.369  (0.203) | -0.155  (0.229) | 0.118  (0.235) |
| Info + Pers M | -0.693\*\*  (0.213) | 0.685\*\*  (0.209) | 1.074\*\*\*  (0.231) | -0.115  (0.233) |
| Info + Pers F | -0.904\*\*\*  (0.226) | 0.659\*\*  (0.208) | 0.658\*\*  (0.216) | 0.012  (0.235) |
| Info + Motiv | -0.259  (0.209) | 0.204  (0.213) | 0.777\*\*\*  (0.222) | 0.013  (0.247) |
| Pers M + Motiv | -0.851\*\*\*  (0.212) | 0.338  (0.224) | 0.325  (0.221) | 0.225  (0.240) |
| Pers F + Motiv | -1.095\*\*\*  (0.223) | 0.568\*  (0.233) | 0.594\*\*  (0.228) | 0.088  (0.244) |
| Pers M + Info + Motiv | -0.587\*\*  (0.213) | 0.385  (0.217) | 0.712\*\*  (0.234) | 0.067  (0.255) |
| Pers F + Info + Motiv | -0.657\*\*  (0.209) | 0.625\*\*  (0.214) | 1.040\*\*  (0.224) | 0.333  (0.236) |
| **Controls** | Age | 0.002  (0.004) | -0.012\*\*  (0.004) | -0.013\*\*  (0.005) | -0.019\*\*\*  (0.005) |
| Gender | 0.509\*\*\*  (0.096) | -0.370\*\*\*  (0.097) | 0.102  (0.094) | -0.010  (0.097) |
| Education | 0.015  (0.037) | -0.000  (0.036) | -0.056  (0.034) | 0.035  (0.037) |
| News | -0.190\*\*\*  (0.045) | 0.153\*\*\*  (0.043) | 0.268\*\*\*  (0.045) | 0.152\*\*\*  (0.043) |
| Agency | 0.159\*  (0.069) | -0.006  (0.065) | 0.373\*\*\*  (0.067) |  |
| Religiosity | 0.258\*\*\*  (0.064) | -0.237\*\*\*  (0.063) | 0.000  (0.065) | 0.188\*\*  (0.064) |
| Perception of Giving Efficacy | -0.154\*  (0.066) | 0.308\*\*\*  (0.068) | 0.164\*\*  (0.063) | 0.529\*\*\*  (0.065) |
| Annual Giving | -0.140\*  (0.069) | 0.045  (0.078) | 0.037  (0.082) | 0.124  (0.080) |
| **Model Stats** | N | 1782 | 1778 | 1783 | 1785 |
| χ2 (19) | 159.77\*\*\* | 118.51\*\*\* | 181.26\*\*\* | χ2 (18)= 139.77\*\*\* |
| Log Likelihood | -1997.9559 | -2222.8512 | -2353.0022 | -1878.0111 |

1. Information about the consequences of sleep deprivation used in this campaign is drawn directly from the medical and social psychology literatures (Blagrove 1996, Kahn-Greene, et al. 2007, Pilcher and Huffcutt 1996). However, while plausible, the discussion of the HRO’s investigation into recent incidents was fabricated for this study in order to mirror statements about the ineffectiveness of the tool as a method of gathering accurate intelligence that are made in the other experimental treatments. [↑](#footnote-ref-1)
2. To save space, only the male variations of the personal frame treatments are shown. The case of Andrew (or Andrea) presented in this campaign, while plausible, was fabricated for this study. [↑](#footnote-ref-2)
3. Gender was originally coded as a nominal variable. However, only ten out of 1,834 respondents chose either the “transgender” or the “other” option to describe their gender identity. To simplify the model and interpretation of the data, we ultimately recoded gender as a dichotomous variable (1= male, 0= female, (.)=other). [↑](#footnote-ref-3)