

Codebook

for

Toward a science of delivering aid with dignity: Experimental evidence and local forecasts from Kenya

Catherine C. Thomas^{a,1,2}, Nicholas G. Otis^{b,1}, Justin R. Abraham^c, Hazel Rose Markus^{a,2}, Gregory M. Walton^a

a) Stanford University

b) University of California, Berkeley

c) University of California, San Diego

1) Contributed equally

2) Address correspondence to ccthomas@stanford.edu or hmarkus@stanford.edu

Contents

I	Purpose	3
II	Study 1 Codebook	3
1	Sociodemographics	3
1.1	Female (soc.fem)	3
1.2	Completed std. 8 (soc.pri)	3
1.3	Age (soc.age)	3
1.4	Unemployed (ses.unemp)	3
1.5	Holds savings (soc.sav)	4
1.6	Consumption (KSh) (soc.con)	4
1.7	Income (KSh) (soc.inc)	4
2	Treatment (treat)	4
3	Outcome variables	6
3.1	No. of videos (vid.num)	6
3.2	Self-efficacy	7
3.2.1	(sel.score.avg)	7
3.2.2	(sel.score.z)	7
3.3	Stigma	8
3.3.1	(sti.score.avg)	8
3.3.2	(sti.score.z)	8
3.4	Affect	8
3.4.1	(aff.score.avg)	8
3.4.2	(aff.score.z)	9
3.5	Stigma free response (neg.prop)	9
3.6	Social status (ses.lad.now)	9
3.7	Anticipated social mobility (ses.lad.y2)	10

3.8	Message support (msg.avg)	10
3.9	Amount saved (sav.amt)	10
3.10	Query ordering (que.smrld)	11
3.11	Recorded message (msg.dec)	11
III	Study 2 Codebook	11
4	Treatments	11
4.1	Which treatment is being predicted (WhichTreat)	11
4.2	Respondent's own treatment (Own)	12
5	Outcomes	12
5.1	Video selection (first choice only) (vid.imp1)	12
5.2	Forecast video selection (first choice only (pred)	12
IV	Study 3 Codebook	12
6	Sociodemographics	13
6.1	Prior donor (priordonor)	13
6.2	Age (age)	13
6.3	Female (gen.fem)	13
6.4	Annual income	13
6.4.1	(income)	13
6.4.2	(hi.income.hh)	13
6.5	Household size (hhsz)	13
6.6	College educated (edu.self.ba)	13
6.7	Social class (edu.par.ba)	14
6.8	Racial minority (race.minor)	14
6.9	Religiosity	14
6.9.1	(religiosity)	14
6.9.2	(is.religi)	14
6.10	Christian (is.chr)	14
6.11	Democrat (is.dem)	14
7	Treatments (treat)	14
8	Outcomes	15
8.1	Donation amount (donation_org)	15
8.2	Made donation (donated)	15
8.3	Encourage donation (encourage)	15
8.4	Donor status (ladder) (donor_status)	16

Part I

Purpose

This document provides a mapping between survey questions, outcome variables in manuscript and SI tables, and variables provided in the replication data.

The format for most questions is:

Variable label (variable name in replication data)

Definition: Definition of variable.

Original survey question: As posed to respondents.

Part II

Study 1 Codebook

1 Sociodemographics

1.1 Female (soc.fem)

Definition: An indicator variable equal to 1 if the respondent identifies as a woman.

Original survey question:

- What is your gender? / Jinsia yako ni gani?
- {Male / Mume, Female / Mke}

1.2 Completed std. 8 (soc.pri)

Definition: An indicator variable equal to 1 if the respondent reports having completed primary school.

Original survey question:

- What level of education have you achieved? / Umesoma mpaka kiwango gani?
- {No formal Education / Hakuna elimu rasmi, Pre-school / Shule ya chekechea, Started primary school / Kuanza shule ya msingi, Completed primary school / Kumaliza shule ya msingi, Started secondary school / Kuanza shule ya upili, Completed secondary school / Kumaliza shule ya upili, Started college / Kuanza chuo kikuu, Completed college / kumaliza chuo kikuu}

1.3 Age (soc.age)

Definition: The self-reported age of the respondent.

Original survey question:

- How old are you currently? / Una umri gani sasa?

1.4 Unemployed (ses.unemp)

Definition: An indicator variable equal to 1 if the respondent reports being unemployed.

Original survey question:

- What is your current employment status? / Hali yako ya kazi sasa hivi ni gani?
- {Unemployed looking for work / Sina kazi lakini ninatafuta , Unemployed not looking for work / Sina kazi na sitafuti , Currently employed (Formal casual) / Nimeajiriwa (Rasmi kawaida) , Currently employed (Informal casual) / Nimeajiriwa (Rasmi isiyo ya kawaida) , Currently employed (Salaried formal) / Nimeajiriwa (Mshahara yakawaida) , Currently employed (Salaried informal) / Nimeajiriwa (Mshahara isiyo ya kawaida) , Self employed / Nimeajiriwa}

1.5 Holds savings (soc.sav)

Definition: An indicator variable equal to 1 if the respondent reports savings of at least KSh 1,000.

Original survey question:

- Do you have more than 1000 KSh stored away somewhere? / Una zaidi ya 1000 umehifadhi mahali fulani?
- {No / Hapana, Yes / Ndiyo}

1.6 Consumption (KSh) (soc.con)

Definition: Reported consumption in the last seven days.

Original survey question:

- To the best you can recall, how much cash in KSh did you spend in the last seven days? / Vile unavyo kumbuka haswa, ni kiasi gani cha pesa ulitumia kwa siku saba zilizo pita?

1.7 Income (KSh) (soc.inc)

Definition: Reported earned income in the past month.

Original survey question:

- In general, how much money do you make each month (in KSh)? / Kwa ujumla, ni mapato kiasi gani unapata kila mwezi? (in KSh)?

2 Treatment (treat)

Definition: An variable capturing assignment to each of the treatments described below.

Original treatment text:

- We'll be playing you a message (audio recording) from the organization. Please listen carefully as we'll be asking you some questions about that message during our time together today. We would like to play their audio message twice to ensure you fully understand the organization's goals. Please take these headphones to listen to their message. Would you prefer to listen to the message in Swahili or English? / Tutaweza kukuchezea ujumbe (sauti iliyorekodiwa) kutoka kwa shirika hili. Tafadhali sikiliza kwa makini kwa sababu tutakuuliza maswali kuhusu ujumbe huo kwa wakati wa mahusiano wetu pamoja leo. Tungependa kucheza ujumbe wao wa sauti mara mbili ili tuhakikishe kuwa unaelewa kikamilifu malengo ya shirika hili. Tafadhali chukua headphones ili usikize ujumbe yao. Ungependa kusikiliza ujumbe huo kwa Kizungu ama Kiswahili?...
- **Individual Empowerment:** [Audio message text] The goal of this Individual Empowerment Organization is to promote individuals' potential to create a better future for themselves. The organization believes that individuals are wise and know best how to help themselves become self-reliant/independent if they have the financial resources to do so. This organization aims to empower individuals to pursue their personal interests and create their own path to independence. Thus, the Individual Empowerment Organization gives financial resources to individuals, like you, to enable them to invest in their personal goals. For example, people might use their unique talents to start a self-run business, invest in job training courses, or create art. Now we are going to send you 400 KSh. Please note that this is a one-time transfer of financial resources.

Lengo la Shirika la kuimarisha mtu binafsi ni kukuza uwezo wa watu binafsi ili kujenga maisha bora ya usoni kwao wenyewe. Shirika hili linaamini kuwa watu ni wenye hekima na wanajua vizuri kujisaidia wenyewe ili kujitegemea kama tu wako na rasilimali ya kuwawezesha kufanya hivo. Hili shirika lina lengo la kuimarisha watu binafsi ili kutekeleza maslahi yao binafsi na kuunda njia yao ya uhuru. Kwa hivyo, SHIRIKA LA KUIMARISHA WATU BINAFSI linapeana rasilimali ya kifedha kwa watu binafsi kama wewe ili kuwawezesha kuwekeza katika malengo yao binafsi. Kwa mfano, watu wanaweza kutumia talanta yao ya kipekee ili kuanzisha biashara yao wanaoisimamia, kuwekeza katika mafunzo ya kikazi au kutengeneza sanaa. Sasa SHIRIKA LA KUIMARISHA WATU BINAFSI litakutumia shilingi mia nne. Tafadhali kumbuka kuwa hamisho hili la rasilimali za kifedha ni la mara moja pekee

Now, the [ORGNAME] is going to send you 400 KSh.

Sasa [ORGNAME] litakutumia shilingi mia nne.

As a reminder, these resources are intended to help you help yourself and to choose how to live your own life. Can you tell me: what are your most important goals for yourself?

Kwa ukumbusho, rasilimali hizi za kifedha zinalenga kukuwezesha kujisaidia na kuchagua vile unaweza kuishi maisha yako binafsi. Je, unaweza niambia: Ni nini malengo yako ya muhimu sasa hivi?

If you could give the resources a name to represent your individual goals, and the organization's goal of [ORGGOALS], what would it be? For example, it could be your self-investment fund or your business fund. Great. This is your [] fund.

Kama ungeweza kupea rasilimali hizi za kifedha jina ili kuwakilisha malengo yako binafsi na malengo ya shirika hili [ORGGOALS], itakuwa jina gani? Kwa mfano, inaweza kuwa fedha ya uwekezaji wa kibinafsi ama fedha ya biashara.

Asante. Hii ni fedha ya [].

- **Community Empowerment:** [Audio message text] The goal of this Community Empowerment Organization is to enable people to help promote better futures for those they care about and want to support most. The organization believes that people know best how to support each other and grow together if they have financial resources to do so. This organization aims to empower people to improve their own lives and those of the people and communities they care about most. Thus, the Community Empowerment Organization gives financial resources to community members, like you, to enable them to contribute positively to the lives of people important to them. For example, when people can invest in themselves, they are better able to expand employment opportunities for others, provide valuable services to their community, or teach others, including children, useful skills and knowledge. Now Community Empowerment Organization is going to send you 400 KSh. Please note that this is a one-time transfer of financial resources.

Lengo la shirika la kuimarisha jamii ni kusaidia kukuza maisha bora ya usoni ya wale wanaowajali na wanaotaka kusaidia zaidi. Shirika hili linaamini kuwa watu wanafahamu vyema vile wanaweza saidia watu wengine na kuimarika pamoja kama wako na rasilimali ya kufanya hivyo. Hili shirika linanalenga kuwezesha watu kuimarisha maisha yao na maisha ya watu na jamii wanaowajali zaidi. Kwa hivyo, SHIRIKA LA KUIMARISHA JAMII linapeana rasilimali za kifedha kwa watu wa jamii kama wewe ili kuwawezesha kuchangia vyema kwa maisha ya watu muhimu kwao. Kwa mfano, kama watu wanaweza kuwekeza kwao binafsi, wanaweza kupanua fursa ya ajira kwa watu wengine, kupeana huduma muhimu kwa watu wa jamii ama kufunza wengine ikiwa ni pamoja na watoto, ujuzi muhimu na hekima. Sasa SHIRIKA LA KUIMARISHA JAMII litakutumia shilingi mia nne. Tafadhali kumbuka kuwa hamisho hili la rasilimali za kifedha ni la mara moja pekee. Now, the [ORGNAME] is going to send you 400 KSh.

Sasa [ORGNAME] litakutumia shilingi mia nne. As a reminder, these resources are intended to help you find ways to support and empower people in your family and in your community that you care about most. Can you tell me: what are the most important goals you have for helping your family and the people you care most about? Who would you be helping?

Kwa ukumbusho, rasilimali hizi za kifedha zinalenga kukusaidia kupata njia za kusaidia na kuimarisha watu katika familia na jamii yako ambao unawajali zaidi. Je, unaweza kuniambia: Ni nini malengo yako ya muhimu ya kusaidia familia yako na watu ambao unawajali sana. Utaaidia mtu kama nani?

If you could give the resources a name to represent the goals you have for helping your community and the organization's goal of [ORGGOAL], what would it be? For example, it could be your education fund or your growing together fund.

Great. This is your [] fund.

Kama unaweza kupea rasilimali hizi za kifedha jina ili kuwakilisha malengo uko nayo ya kusaidia jamii yako na malengo ya hii shirika la [ORGGOAL], itakuwa jina gani? Kwa mfano, inaweza kuwa fedha ya kielimu au fedha ya kuimarika pamoja.

Asante. Hii ni fedha ya [].

- **Poverty Alleviation:** [Audio message text] The goal of this Poverty Alleviation Organization is to alleviate poverty and reduce financial hardship among the poor. This organization believes that people living in poverty should be given income support to help them meet their basic needs. This organization aims to help promote a decent standard of living among the poor and help them deal with emergencies. Thus, the Poverty Alleviation Organization gives financial assistance to people like

you, to help them make ends meet. For example, with the financial assistance, people might be able to struggle less to afford basic needs, like paying off debts, paying rent, and buying clothes and food. Now we are going to send you 400 KSh. Please note that this is a one-time transfer of financial assistance. Lengo la Shirika la Kupunguza umaskini ni kupunguza umaskini na kurahisisha hali ngumu ya kifedha kati ya watu maskini. Hili shirika linaamini kuwa watu maskini wanafaa kusaidiwa kipato ili kuikimu mahitaji yao ya msingi. Hili shirika lina lengo la kusaidia kukuza maisha ya kuheshimika kati ya watu maskini na kuwasaidia kukabiliana na dharura. Kwa hiyo, Shirika la Kupunguza umaskini inatoa msaada wa kifedha kwa watu kama wewe, kuwasaidia kupata mahitaji ya kimsingi na kukidhi hali. Kwa mfano, kwa msaada wa kifedha, watu wanaweza kungangana kiasi ili kupata mahitaji ya kimsingi, kama kulipa madeni, kulipa kodi ya nyumba, na kununua nguo na chakula. Sasa Shirika la Kupunguza umaskini litakutumia shilingi mia nne. Tafadhali kumbuka kuwa hamisho msaada wa kifedha ni mara moja pekee.] Now the [ORGNAME] is going to send you 400 KSh. Sasa ORGNAME litakutumia shilingi mia nne. As a reminder, this aid/assistance is intended to help you meet your basic needs. Can you tell me: what are your most pressing needs right now? Kwa ukumbusho, msaada huu wa kifedha unalenga kukusaidia kufikia mahitaji yako ya msingi. Je, unaweza niambia: Ni nini mahitaji yako ya msingi sasa hivi? If you could give this financial assistance a name to represent your needs and the goal of the [ORGGOAL], what would it be? For example, it could be the food fund or emergency fund. Great. This is your [] fund. Ikiwa ungeweza kupea msaada huu wa kifedha jina ili kuwakilisha mahitaji yako na Lengo ya shirika [ORGGOAL], ingekuwa nini? Kwa mfano, inaweza kuwa Fedha ya chakula au fedha ya dharura. Asante, Hizi ni fedha za [].

3 Outcome variables

3.1 No. of videos (vid.num)

Definition: Number of business videos selected (0 to 2).

Original survey question:

- For another study, we are partnering with a video production organization, and they would like to see which kinds of videos people would most be most interested to watch for their productions. Note that this is a different organization from the one that gives money.

So, you have the opportunity to select two brief, 3-4 minute videos to watch. I'll read to you about the six videos we have available and I'd like to know which video you would be most interested to watch and then which video you would be interested to watch second most.

We have the following videos:

1. A video from the Mark Angel comedy group, featuring Emanuela
2. A trailer for the Nigerian movie, featuring Ramsey Noah
3. A video on math skills for business or CBO management
4. A video of football highlights from around the world
5. A video on using equity and debt for financing business development
6. A Naswa prank skit

Kwa utafiti mwingine, tunashirikiana na shirika la kutoa video na wangependa kuona ni aina gani ya video watu wanaweza pendelea kuona zaidi kutoka kwa toleo video zao. Hili ni shirika tofauti na lile linalopeana pesa.

Kwa hivyo, uko na nafasi ya kuchagua video mbili fupi za dakika 3-4 uzitizame. Nitawasomea video sita zile tuko nazo na ningependa kujua ni videos gani ungependelea kutizama zaidi alafu ni video gani ungependa kutizama ikiwa ya pili.

Tuko na videos zifuatazo:

1. Video ya Mark Angel comedy group wakishirikiana na Emmanuela.
2. Maelekezo mafupi ya Nigerian movie wakimshirikisha Ramsey Noah.
3. Video ya ujuzi wa hesabu ya kusimamia biashara ama CBO.
4. Video ya vidokezo ya soka duniani.
5. Video ya kutumia usawa na madeni kwa kufadhili ukuzaji wa biashara.
6. Mchezo mfupi kutoka kipindi cha Naswa.

3.2 Self-efficacy

3.2.1 (sel.score.avg)

Definition: The average value of the following variables: {sel.con, sel.pers, sel.com, sel.prob, sel.bett}.

Original survey questions:

- **sel.con:** In this moment, how much do you feel in control of your financial situation, such as your success in your business or employment, or other income generating activities. Kwa wakati huu, unahisi kwa kiwango gani unadhibiti hali yako ya kifedha, kama vile mafanikio katika biashara ama kazini ama njia ingine inayokuletea mapato.
 - {Not at all in control of my financial situation / Hapana kabisa Nadhibiti hali yangu ya kifedha, A little / Kidogo, Somewhat / Kiasi fulani, A lot / Mengi, Completely in control of my financial situation / Kabisa Nadhibiti hali yangu ya kifedha }
- **sel.pers:** In this moment, how much do you feel capable of making progress towards your goals. Katika wakati huu, ni kiwango gani unahisi una uwezo wa kufanya maendeleo kuelekea malengo yako.
 - {Not at all capable of making progress / Hapana kabisa Una uwezo wa kufanya maendeleo kutimiza malengo yangu, A little / Kidogo, Somewhat / Kiasi fulani, Very / Mengi, Completely capable of making progress / Kabisa Una uwezo wa kufanya maendeleo kutimiza malengo yangu }
- **sel.com:** In this moment, how much do you feel capable of making progress towards goals for your community, such as helping and empowering others you care about. Kwa wakati huu, unahisi kwa kiwango gani uko na uwezo wa kupiga hatua katika malengo yako kwa jamii yako, kama vile kusaidia na kuimarisha wengine unaowajali.
 - {Not at all capable of making progress / Hapana kabisa Una uwezo wa kufanya maendeleo kutimiza malengo yangu, A little / Kidogo, Somewhat / Kiasi fulani, Very / Mengi, Completely capable of making progress / Kabisa Una uwezo wa kufanya maendeleo kutimiza malengo yangu }
- **sel.prob:** In this moment, how much do you feel confident that you can face most of the problems you have in your life? / Kwa wakati huu, unajihisi kiasi gani una ujasiri kwamba unaweza kukabiliana na matatizo mengi uliyo nayo katika maisha yako?
 - {Not at all confident that you can face most of your problems / Hujiamini hata kidogo kuwa unaweza kabiliana na shida zako mingi, A little / Kidogo, Somewhat / Kiasi fulani, Very / Mengi (Sana), Completely confident that you can face most of your problems / Unajiamini kabisa kuwa unaweza kabiliana na shida zako mingi }
- **sel.bett:** In this moment, how much do you feel that life will get better? / Kwa wakati huu, unajihisi kiasi gani kwamba maisha yatakuwa bora?
 - {Life will not get better at all / Maisha hayatakuwa bora hata kidogo. ,A little / Kidogo ,Somewhat / Kiasi fulani ,Very / Mengi (Sana) ,Life will get completely better / Maisha yatakuwa bora kabisa }

3.2.2 (sel.score.z)

To construct this variable, first each of {sel.con, sel.pers, sel.com, sel.prob, sel.bett} is standardized. We then add these standardized variables, and standardize this sum.

3.3 Stigma

3.3.1 (sti.score.avg)

Definition: The average value of the following variables: {jud.judg jud.emb jud.ups jud.fam.r jud.com.r}.

Original survey questions:

- **jud.judg:** People may negatively judge others for various reasons. How much do you feel that other people in Kenya make judgments about you based on your economic status. By economic status, I mean things like the place where you live, your job, or the amount of money you have. / Watu wanaweza kuhukumu vibaya wengine kwa sababu mbalimbali. Je, unajihisi kiasi gani kwamba watu wengine nchini Kenya hufanya hukumu juu yako kulingana na hali yako ya kiuchumi. Kwa hali ya kiuchumi, ninamaanisha mambo kama mahali ulipoishi, kazi yako, au kiasi cha fedha unazo.
 - {They judge me not at all / Hawanihukumu hata kidogo, A little / Kidogo, Somewhat / Kiasi fulani, A lot / Mengi, They judge me completely / Huwa wana nihukumu Kabisa}
- **jud.emb:** How much would other people feel embarrassed if they received money from the [ORG NAME]. / Ni kwa kiwango gani watu wengine wataskia kuaibika wakipokea pesa kutoka kwa [ORG NAME].
 - {Not at all embarrassed / Hapana kabisa sina aibu, Slightly / Kidogo, Somewhat / Kiasi fulani, Very / Sana, Completely embarrassed / Kabisa nina aibu}
- **jud.ups:** If your neighbors found out that you received money from the [ORG NAME], how upset or jealous would they be with you? Ikiwa majirani wako watagundua ya kwamba ulipokea pesa kutoka kwa [ORG NAME] watakuonea wivu ama watakasirika na wewe kwa kiwango gani?
 - {Not at all upset or jealous / Hawatakasirika hata kidogo au kunionea wivu, Slightly / Kidogo, Somewhat / Kiasi fulani, Very / Sana, Completely upset or jealous / Watakasirika kabisa au kunionea wivu }
- **jud.fam.r** (REVERSE CODED): In this moment, how much do you feel like a good family member, whatever that means to you? Kwa wakati huu, ni kwa kiasi gani unajihisi kama mwanafamilia mzuri, kwa njia yoyote ile unaielewa?
 - {Not at all like a good family member / Sio kama mwana familia mzuri hata kidogo., A little / Kidogo, Somewhat / Kiasi fulani, A lot / Mengi, Completely like a good family member / Kabisa, kama mwana familia mzuri., Not applicable (no family)}
- **jud.com.r** (REVERSE CODED): In this moment, how much do you feel like a good community member, whatever you means to you? Kwa wakati huu, fikiria juu ya jukumu lako katika jamii unayojali zaidi. Je, Unajihisi kiasi gani kama mwanajamii mzuri, kwa njia yoyote ile unaielewa?
 - {Not at all like a good community member / Hapana kabisa Kama mwanajamii mzuri, A little / Kidogo, Somewhat / Kiasi fulani, A lot / Mengi, Completely like a good community member / Kabisa kama mwanajamii mzuri}

3.3.2 (sti.score.z)

To construct this variable, first each of {jud.judg jud.emb jud.ups jud.fam.r jud.com.r} is standardized. We then add these standardized variables, and standardize this sum.

3.4 Affect

3.4.1 (aff.score.avg)

Definition: The average value of the following variables: {aff.pow, aff.pos.s, aff.ash.r, aff.fina.r}.

Original survey questions:

- Recall that you just received some cash from [ORGNAME], which has a goal of [ORGOAL]. Different experiences and conversations can make people feel different emotions, sometimes sad, sometimes excited, sometimes nervous. We want to know how you're feeling right now, from the time we started this conversation. Please answer as quickly and honestly as you can because we want to get your immediate thoughts...
Kumbuka kwamba umepokea pesa fulani sasa hivi kutoka [ORGNAME], ambayo [ORGOAL].

Mazoea na mazungumzo tofauti yanawezafanya watu kuwa na hisia tofauti, wakati mwingine huzuni, wakati mwingine msismko, wakati mwingine hofu. Tungetaka kujua vile unahisi sasa hivi kuanzia tuanze haya mazungumzo. Tafadhali jibu haraka na kwa uaminifu iwezekanavyo kwa sababu tungetaka kupata mawazo yako sasa hivi....

- **aff.pow:** In this moment, how empowered do you feel? Kwa wakati huu, unajihisi kuimarishwa kwa kiasi gani?
 - {Not at all empowered / Hapana kabisa nimeimarishwa, A little / Kidogo, Somewhat / Kiasi fulani, Very / Sana, Completely empowered / Kabisa nimeimarishwa}
- **aff.pos.s** (RESCALED TO 5 POINT SCALE): In this moment, how bad or good do you feel? wakati huu, unahisi kwa kiwango gani vizuri au vibaya?
 - {Extremely bad / Mbaya kabisa, Bad / Mbaya, Slightly bad / Mbaya kidogo, Slightly good / Nzuri kidogo, Good / Nzuri, Extremely good / Nzuri sana}
- **aff.ash.r** (REVERSE CODED): In this moment, how embarrassed do you feel? Kwa wakati huu, unajihisi aibu kwa kiasi gani?
 - {Not at all embarrassed / Hapana kabisa sina aibu, A little / kidogo, Somewhat / kiasi fulani, Very / Sana, Completely embarrassed / Kabisa nina aibu}
- **aff.fina.r** (REVERSE CODED): In this moment, how much do you feel worried/concerned about your finances? Kwa sasa hivi, unahisi kwa kiwango gani, wasiwasi kuhusu hali yako ya kifedha?
 - {Not at all worried about your finances / Sina wasiwasi kabisa kuhusu fedha zako, A little / Kidogo, Somewhat / Kiasi fulani, Very / Sana, Completely worried about your finances / Wasiwasi kabisa kuhusu fedha zako}

3.4.2 (aff.score.z)

To construct this variable, first each of {aff.pow, aff.pos.s, aff.ash.r, aff.fina.r} is standardized. We then add these standardized variables, and standardize this sum.

3.5 Stigma free response (neg.prop)

Definition: Proportion of coded open-ended questions on how cash would effect relationships with other people that were coded as “negative”.

Original survey question:

- We know that receiving cash can be a gift or a burden. If other people knew you received aid from [ORGNAME], how would it affect your relationships with other people you interact with regularly and how they view you?
- Enumerators recorded up to three responses (translated into english). Research assistants coded these responses as negative, positive, or ambiguous/neutral (inter-rater reliability $\kappa=0.75$).

3.6 Social status (ses.lad.now)

Definition: Current subjective socioeconomic status (1=lowest, 10=highest).

Original survey question:

- Think of this ladder as representing where people stand in Kenya. At the top of the ladder are the people who are the best off – those who have the most money, the most education and the most respected jobs. At the bottom of the ladder are the people who are the worst off – those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top in Kenya; the lower you are, the closer you are to people at the very bottom in Kenya.

On which rung do you feel that you are right now?

Fikiria ngazi hii kama inawakilisha ambapo watu wamesimama nchini Kenya. Juu ya ngazi ni watu ambao ni bora zaidi - wale ambao wana pesa nyingi, elimu zaidi na kazi zinazoheshimiwa. Chini ya ngazi ni watu ambao wana hali mbaya zaidi - wale ambao wana fedha kidogo, elimu ndogo, na angalau ajira ya kuheshimiwa au hawana kazi. Unapopanda Juu ya ngazi hii ndivyo unakaribiana na watu ambao ni bora zaidi. Unapokuwa chini ya ngazi hii ndivyo unakaribiana na watu wenye hali mbaya zaidi.

Ni katika kiwango ipi unajihisi uko sasa hivi?

3.7 Anticipated social mobility (ses.lad.y2)

Definition: Anticipated subjective socioeconomic status in two years (1=lowest, 10=highest).

Original survey question:

- On which rung do you feel that you will be in 2 years? Ni katika kiwango ipi unajihisi utakuwa miaka miwili ijayo

3.8 Message support (msg.avg)

Definition: The average of two self-reported measures described below:

Original survey question:

- (1) How empowering is this recorded message? Je, ujumbe huu uliyorekodiwa unakuimarisha jinsi gani?
 - {The message is not at all empowering / Ujumbe hauimarishi hata kidogo, A little / Kidogo, Somewhat / Kiasi fulani, Very / Sana, The message is completely empowering / Ujumbe huu unaimarisha kabisa}
- (2) Overall do you like or dislike this audio message? / Kwa ujumla unapenda au haupendi ujumbe uliosikiza hapo mwanzoni?
- {I like the message a lot / Napenda huu ujumbe sana, I like the message somewhat / Napenda huu ujumbe kwa kiasi fulani, I like the message a little / Napenda huu ujumbe kidogo tu, I dislike the message a little / Sipendi huu ujumbe kidogo tu, I dislike the message somewhat / Sipendi huu ujumbe kwa kiasi fulani, I dislike the message a lot / Sipendi huu ujumbe sana}

3.9 Amount saved (sav.amt)

Definition: Amount that the respondent saves on the questions below.

Original survey question:

- Part of our goal in this survey is to understand how people make decisions. To help us with this, we will be asking you to tell us about your thoughts as you make a decision.
So far, you've received 400 KSH from [ORGNAME]. We would like to offer you the opportunity to save some of the money you received from [ORGNAME] so you can earn more money for yourself and your family in two weeks time.
If you send us 100 right now, after two weeks you will get back 150 KSh.
If you send us 200 right now, after two weeks you will get back 300 KSh.
We will send you this money through the same mpesa account you have used today. We can guarantee that the money will arrive exactly when we say, but we will also give you a number you can call as an extra precaution.
Note that this is a one time opportunity, and that you can only deposit a maximum of 200 KSh.
Sehemu ya lengo letu kwa huu utafiti ni kuelewa vile watu hufanya maamuzi. Ili kutusaidia kwa hii, tutakuuliza utuambie kuhusu mawazo yako unapofanya uamuzi.
Kufikia sasa, umepokea KSH 400 kutoka [ORGNAME]. Tungependa kukupatia nafasi ya kusave kiasi fulani cha pesa uliyopokea kutoka [ORGNAME] ili uweze kujishindia pesa zaidi wewe binafsi na familia yako baada ya wiki mbili.
Ukitutumia ksh.100 sasa hivi, baada ya wiki mbili utapata 150.
Ukitutumia ksh.200 sasa hivi, baada ya wiki mbili utapata 300.
Tutakutumia pesa hizi kupitia nambari ya mpesa ile utatumia leo. Tunakuhakikishia ya kwamba hiyo pesa itafika wakati utakaosemwa, lakini pia tutakupatia nambari ya simu utakayotupigia nayo ikiwa itahitajika.
Kumbuka, hii ni nafasi ya mara moja, na ya kwamba unaweza kuweka tu hadi kiasi cha KSH 200.
- {Not save any money / Usiweke akiba hata kidogo, Invest 100 in savings / Kuwekeza 100 katika akiba, Invest 200 in savings / Kuwekeza 200 katika akiba}

3.10 Query ordering (que.smr)

Definition: This variable is the standardized median rank difference measure ¹

$$que.smr = \frac{2}{n} (MR_p - MR_i)$$

$n = 5$ is the total number of thoughts listed by the subject, MR_p is the median rank of thoughts classified as pro-saving, MR_i is the median rank of thoughts classified as pro-savings.

Original survey question:

- [The following question was asked regarding the decision to keep or save the experimental endowment (sav.amt)]
Now we want you to tell us whether each of your thoughts are in favor of keeping the money or in favor of saving, even if it seems obvious. / Sasa tunataka utuambie ikiwa kila moja ya fikira zako inapendelea kuweka fedha au kuweka akiba, hata ikiwa inaonekana wazi.
As you consider this decision, can you please tell me your thoughts on this decision out loud, one at a time. Do not tell me your decision yet—just tell me your thoughts about making the decision.
[Each of the subjects' up to five free responses was accompanied by the following question.]
Please classify whether the following thought is in favor of keeping the money or saving the money. / Tafadhali chagua kama fikira lifuatalo ni kwa ajili ya kubaki na fedha au kuweka akiba.
• {In favor of keeping (Napendela kuweka fedha), In favor of saving (Yapendelea kuweka akiba)}

3.11 Recorded message (msg.dec)

Definition: An indicator variable equal to 1 if the respondent is willing to record a message in support of the cash transfer organization.

Original survey question:

- [ORGNAME] is asking recipients whether they want to help promote their goal of [ORGGOAL] by recording the voices of recipients saying their message. They want to share these recordings with possible future recipients as a show of support from current recipients.
If you support their goal, you could stay after the survey ends to record the message you heard earlier. Would you like to end after watching the videos, or to continue and do a recording to show support for this organization?
[ORGNAME] inauliza wapokeaji kama wangetaka kusaidia kukuza lengo lao la [ORGGOAL] kwa kurekodi sauti za wapokeaji wakisema ujumbe wao. Wanataka kugawa hizi rekodi kati ya wapokeaji wa baadaye kama onyesho la usaidizi wa wapokeaji wa sasa.
Ikiwa unaunga mkono lengo lao, unaweza kubaki baada ya utafiti kuisha ili urekodi ujumbe uliosikia hapo awali. Ungetaka kufikia hapo baada ya kukamilisha kutazama videos, ama kuendelea na rekodi ili kuonyesha usaidizi kwa hii shirika?

Part III

Study 2 Codebook

4 Treatments

4.1 Which treatment is being predicted (WhichTreat)

Description: Which treatment (from “treat” in the first section) is being predicted.

¹As calculated in Weber, E. U., Johnson, E. J., Milch, K. F., Chang, H., Brodscholl, J. C., Goldstein, D. G. (2007). Asymmetric Discounting in Intertemporal Choice. *Psychological Science*, 18(6), 516–523. doi:10.1111/j.1467-9280.2007.01932.

4.2 Respondent's own treatment (Own)

Description: Respondents randomly assigned treatment ("treat", from the first section)

5 Outcomes

5.1 Video selection (first choice only) (vid.imp1)

Description: This variable contains respondents original video selection for "vid.num" from the first section.

5.2 Forecast video selection (first choice only (pred)

Description: The respondents' forecasts of the proportion of participants in each condition who selected a business video as their first choice.

Original survey text:

- **Predict own condition (1):** Today, you received 400 KSh from the organization [ORGNAME] with the goal of [ORGGOAL] You also selected videos to watch. We want you to guess which types of videos you think that other people, who received the same message and 400 KSh, would select: Out of 10 people who were told the same message, how many do you guess picked one of the business videos, compared to the non-business videos, as the video they were most interested to watch? Remember that there were six different videos. There were two business videos and four other videos. Be sure to give the question your best guess. If you guess correctly, you will earn an extra 50 KSh that will be sent to you in a few weeks. Note that 50 KSh is the maximum total you will be able to get for guessing correctly across all questions. Leo, ulipokea shilingi 400 kutoka shirika [ORGNAME] kwa lengo la [ORGGOAL]. Pia umechagua video za kutazama. Tunataka ufanye kisio aina gani za video unadhani kuwa watu wengine, ambao walipokea ujumbe sawa na Shilingi 400, wangependa: Kati ya watu kumi walioambiwa ujumbe sawa, unaweza guess ni wangapi walichagua moja ya videos za biashara, ikilinganishwa na video zisizo za biashara, kama video ambayo wangependelea sana kuona. Kwa uhakika, peana ile guess nzuri zaidi. Kumbuka ya kwamba kulikuwa na video sita tofauti. Kulikuwa na video mbili zinazo fanana za kibiashara na video zingine nne. Kama utaguess visahihi, utalipwa shilingi hamsini zaidi ambazo zitatumwa kwako wiki chache zijazo. Fahamu kuwa shilingi 50 ndio kiwango cha juu kwa jumla utapa kwa kujaribu sahihi kwa maswali yote.
- {0=0 choose business / watachagua za biashara, 10 choose non-business / watachagua zisizo za biashara ... 10=10 choose business / watachagua za biashara, 0 choose non-business / watachagua zisizo za biashara }
- **Predict other condition (2):** There are two other similar organizations that are giving out the same amount of KSh but have different reasons and goals for giving out money. All the organizations give money to the same groups of people. So to be clear, only the organization's goals and messages differ. Kuna shirika mbili sawa ambazo zinapeana pesa kiasi sawa, lakini wana sababu na lengo tofauti ya kupeana pesa. Mashirika yote yanapeana pesa kwa watu wa kundi moja, kama wewe. Kufafanua zaidi, ni malengo na ujumbe wa shirika unaotofautiana. A different organization sends 400 KSh with the following message and goals:(MESSAGE 2) Shirika tofauti hutuma 400 KSh kwa watu kama wewe na ujumbe na malengo yafuatayo:(MESSAGE 2)
Out of 10 people who were told this other message, how many picked one of the business videos, compared to the non-business videos, as the videos they were most interested to watch? Kati ya watu 10 walioambiwa ujumbe huu mwingine, ni wangapi waliochagua video za biashara, ikilinganishwa na video zisizo za biashara, kama video ambazo walipenda zaidi kuzitazama?
- {0=0 choose business / watachagua za biashara, 10 choose non-business / watachagua zisizo za biashara ... 10=10 choose business / watachagua za biashara, 0 choose non-business / watachagua zisizo za biashara }
- **Predict other condition (3):** Same as above, for the third message.

Part IV

Study 3 Codebook

6 Sociodemographics

6.1 Prior donor (priordonor)

Description: An indicator variable for having made charitable contributions in the past.

Original survey question:

- Have you ever given to an international aid organization before?
- {No, Yes, Don't remember}

6.2 Age (age)

Description: Age is the self-reported age of the respondent.

Original survey question:

- How old are you?

6.3 Female (gen.fem)

Description: Female is an indicator for identifying as a woman.

Original survey question:

- What gender are you?
- {Male, Female, Other}

6.4 Annual income

6.4.1 (income)

Description: Annual income (USD) is the self-reported annual income of the respondent.

Original survey question:

- Please indicate your total annual household income
- \$20,000 to over \$140,000)

6.4.2 (hi.income.hh)

Description: An indicator variable for reporting income above \$31,305.

6.5 Household size (hhsz)

Description: Household size.

Original survey question:

- Number of people in your household.

6.6 College educated (edu.self.ba)

Description: An indicator for having received a college education.

Original survey question:

- What is your highest level of education?
- {Less than a high school degree, High school degree, Some college (no degree), 2-year college degree, 4-year college degree, Masters level degree (for example M.S. or M.A.), Doctorate level degree (for example PhD, MD, JDS)}

6.7 Social class (edu.par.ba)

Description: An indicator for having at least one parent receive a college education.

Original survey question:

- What is the highest level of education that one or both of your parents has?
- Less than a high school degree, High school degree, Some college no degree., 2-year college degree, 4-year college degree, Masters level degree for example M.S. or M.A., Doctorate level degree for example PhD, MD, JDS}

6.8 Racial minority (race.minor)

Description: Racial minority is an indicator variable for identifying as Asian, Black, Hispanic, Native American, or Other.

- What is your race or ethnicity?
- {White,Hispanic,Black,Native American,Asian/Pacific Islander,Other}

6.9 Religiosity

6.9.1 (religiosity)

Description: Religiosity measures strength of religious belief on a 5-point scale.

Original survey question:

- To what extent do you consider yourself a religious person?
- {Not at all religious, Slightly religious, Somewhat religious, Very religious, Extremely religious}

6.9.2 (is.religi)

Description: An indicator variable for respondent reporting being at least somewhat religious

6.10 Christian (is.chr)

Description: An indicator for identifying as a Christian.

Original survey question:

- What is your religious preference?
- {Protestant, Catholic, Jewish, Islam, Hindu, Other}

6.11 Democrat (is.dem)

Description: An indicator for affiliating with the Democratic Party.

Original survey question:

- What is your political party affiliation?
- {Republican, Independent, Democrat, Other}

7 Treatments (treat)

Description: Randomly assigned description of charitable organization based on “treat” in section 1.

Original treatment text:

- **Individual Empowerment Organization:** The goal of the Individual Empowerment Organization is to promote individuals’ potential to create a better future for themselves. The organization believes that individuals are wise and know best how to help themselves become self-reliant if they have the financial resources to do so. This organization aims to empower individuals to pursue their personal interests and create their own path to independence. Thus, the Individual Empowerment Organization gives financial resources to individuals to enable them to invest in their personal goals. For example, people might use their unique talents to start a self-run business, invest in job training courses, or create art. Towards that mission, this nonprofit gives one-time transfers of financial resources to people in

urban slums in Nairobi, Kenya, East Africa. They give each recipient \$4 USD (about two days wages) in cash. These program recipients are people who live on less than \$2 per day, and half of recipients have no savings.

- **Community Empowerment Organization:** The goal of the Community Empowerment Organization is to enable people to help promote better futures for those they care about and want to support most. The organization believes that people know best how to support each other and grow together if they have financial resources to do so. This organization aims to empower people to improve their own lives and those of the people and communities they care about most. Thus, the Community Empowerment Organization gives financial resources to community members to enable them to contribute positively to the lives of people important to them. For example, when people can invest in themselves, they are better able to expand employment opportunities for others, provide valuable services to their community, or teach others, including children, useful skills and knowledge. Towards that mission, this nonprofit gives one-time transfers of financial resources to people in urban slums in Nairobi, Kenya, East Africa. They give each recipient \$4 USD (about two days wages) in cash. These program recipients are people who live on less than \$2 per day, and half of recipients have no savings.
- **Poverty Alleviation Organization:** The goal of the Poverty Alleviation Organization is to alleviate poverty and reduce financial hardship among the poor. This organization believes that people living in poverty should be given income support to help them meet their basic needs. This organization aims to help promote a decent standard of living among the poor and help them deal with emergencies. Thus, the Poverty Alleviation Organization gives financial assistance to people to help them make ends meet. For example, with the financial assistance, people might be able to struggle less to afford basic needs, like paying off debts, paying rent, and buying clothes and food. Towards that mission, this nonprofit gives one-time transfers of financial assistance to people in urban slums in Nairobi, Kenya, East Africa. They give each recipient \$4 USD (about two days wages) in cash. These program recipients are people who live on less than \$2 per day, and half of recipients have no savings.

8 Outcomes

8.1 Donation amount (donation_org)

Description: Amount (out of \$100) donated.

Survey outcome:

- As a result of participating in this study, you may also receive a bonus of \$100. One in two hundred participants will be randomly selected for this bonus. We are giving people the opportunity to donate, in advance, part of that \$100 to the [ORGANIZATION NAME]. Their mission statement is copied below for your reference. If you are selected for the \$100, how much would you like to donate to this organization versus keep for yourself? (Note the amounts must sum to 100)
- Keep __ for yourself. Donate __ to the [ORGANIZATION NAME].

8.2 Made donation (donated)

Description: An indicator variable equal to 1 if the respondent gave choose to give any amount to the organization.

8.3 Encourage donation (encourage)

Description: Self-reported likelihood of encouraging others to donate. Original survey question:

- To what extent would you be likely to encourage your friends to donate to the [ORGANIZATION NAME]?
- {Not at all likely to encourage, Slightly likely to encourage, Somewhat likely to encourage, Very likely to encourage, Extremely likely to encourage}

8.4 Donor status (ladder) (donor_status)

Description: Current subjective socioeconomic status (1=lowest, 10=highest).

Original survey question:

- Think of this ladder as representing where people stand globally. At the top of the ladder are the people who are the best off globally those who have the most money, the most education and the most respected jobs. At the bottom of the ladder are the people who are the worst off globally, those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top; the lower you are, the closer you are to people at the very bottom. Where would you place yourself on this ladder? Use the slider to indicate where on the ladder you think you stand at this time in your life, relative to other people in the world?