

Experiments in Giving

In one of several lab studies cited by Slovic, Swedish students were given the chance to donate to Save the Children to help a needy 7-year-old child named Rokia. A second group was offered the same opportunity for another child named Moussa. A third group was given the same information as the first two groups, and was told that any donation would help both Rokia and Moussa. The third group gave less money than the first two.

More [here](#).

October 19, 2010