



Self Regulation, Donation Behavior and Moral Perception: An Experimental Investigation

Prof. Dr. Voss (Institute of Psychology)

Jun. Prof. Dr. Waichman (Alfred-Weber-Institute for Economics)

Abstract:

This research project aims at understanding the effect of moral self perception on donation behavior. There is almost a consensus that moral self-perception affects donation behavior by triggering a process of self-regulation. However, there is an ambiguity as to the direction in which moral self-perception affects behavior: Moral identity theory (Aquino & Reed, 2002) assumes consistent behavior: Moral (immoral) self-perception should increase (decrease) subsequent moral behavior (i.e., donation). On the contrary, the moral licensing and moral cleansing accounts (Sachdeva, Iliev and Medin, 2009) claim the opposite: Moral (immoral) self-perception should decrease (increase) subsequent moral behavior (donations). Our project is designed to experimentally investigate these conflicting theories. We contribute to the literature by investigating the influence of moderating and confounding factors that may interact with the self perception manipulations and determine donation behavior. We will also see whether donation behavior is robust with respect to the self perception manipulation technique.