

# Matching and money manipulation in a natural field experiment.\*

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## Abstract

This paper describes the results of a natural field experiment that investigated voluntary contributions to a public good. The experiment took place at an art gallery where admission was free, but donations could be deposited into a transparent box in the foyer. We performed two distinct manipulations for a total of  $2 \times 3 = 6$  treatments over the span of 84 days. On half of the days a prominent sign indicated that donations made on that day would be matched by a private benefactor. The other manipulation involved the amount of money that was placed in the box at the beginning of the day, either \$50, \$100 or \$200. This setup allowed for the analysis of the interaction effect between altered incentives and altered social information.

**Key Words:** natural field experiment, public goods, social influence, conditional cooperation

**JEL:** C93, H41

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