

PSYC 4850I - ST Psych of Generosity

Fall 2026 Syllabus, Section 01, CRN 43962,

Credit hours: 3

Instructor

Ying (Joy) Tang, Ph.D.

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Public Instructor Information

Instructor Title: Associate Professor

Instructor Professional Qualifications:

- Ph.D., Social Psychology, Syracuse University, NY (2015)
- Master of Science, Applied Statistics, Syracuse University, NY (2014)
- Master of Science, Social Psychology, Syracuse University, NY (2012)
- Bachelor's, double majors in Psychology / Sociological Studies with minors in French and Women's Studies, Wesleyan College, GA (2009)

Instructor Office Location: Beeghly Hall 4105

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Course Description

4850I. In this course, students will encounter an in-depth exploration of the psychology of generosity by reading relevant literature and reflecting on real world practices. They will also have the opportunity to apply theoretical knowledge to design a fundraising campaign. Prereq.: C or better in PSYC 2617. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	See Reading List below		

Achieve & The Case Foundation. (2019). *The Millennial Impact Report: 10 years looking back*. Achieve & The Case Foundation. Retrieved from <https://www.themillennialimpact.com/>

Allen, S. (2018). *The science of generosity*. A white paper prepared for the John Templeton Foundation by the Greater Good Science Center at UC Berkeley.

Anik, L., Norton, M. I., & Ariely, D. (2014). *Contingent match incentives increase donations*. *Journal of Marketing Research*, 51(6), 790–801.

Bateson, M., Nettle, D., & Roberts, G. (2006). *Cues of being watched enhance cooperation in a real-world setting*. *Biology Letters*, 2(3), 412–414.

Bekkers, R., & Wiepking, P. (2007). *Understanding Philanthropy: A Review of 50 Years of Theories and Research*. Default journal.

Bekkers, R., & Wiepking, P. (2011). Who gives? A literature review of predictors of charitable giving Part One: Religion, education, age and socialisation. *Voluntary Sector Review*, 2(3), 337–365.

Bleidorn, W., Stahlmann, A. G., Orth, U., Smillie, L. D., & Hopwood, C. J. (2025). Personality traits and traditional philanthropy: A systematic review and meta-analysis. *Journal of Personality and Social Psychology*, 129(2), 363–383.

Bock, D. E., Eastman, J. K., & Eastman, K. L. (2018). Encouraging consumer charitable behavior: The impact of charitable motivations, gratitude, and materialism. *Journal of Business Ethics*, 150(4), 1213–1228.

Chapman, C. M., Masser, B. M., & Louis, W. R. (2020). Identity motives in charitable giving: Explanations for charity preferences from a global donor survey. *Psychology & Marketing*, 37(9), 1277–1291.

Collett, J.L. & Morrissey, C. (2007). *The social psychology of generosity: The state of current interdisciplinary research*.

- Dannenberg, A., Johansson#Stenman, O., & Wetzel, H. (2022). *Status for the good guys: An experiment on charitable giving*. *Economic Inquiry*, 60(2), 721–740.
- Dolińska, B., & Doliński, D. (2014). *Fear#then#relief, legitimizing a paltry contribution, and charity*. *European Review of Applied Psychology*, 64(1), 29–34.
- Falk, A. (2007). *Gift exchange in the field*. *Econometrica*, 75(5), 1501–1511.
- Galen L. W. (2012). Does religious belief promote prosociality? A critical examination. *Psychological Bulletin*, 138(5), 876–906.
- Glanville, J. L., Paxton, P., & Wang, Y. (2016). *Social capital and generosity: A multilevel analysis*. *Nonprofit and Voluntary Sector Quarterly*, 45(3), 526–547.
- Giving USA Foundation & Indiana University Lilly Family School of Philanthropy. (2025). *Giving USA 2025: The annual report on philanthropy for the year 2024*. Giving USA Foundation. <https://www.givingusa.org/>
- Gold, J. (2023). Nonprofit fundraising and social identity. *Engaged Management ReView*, 6(2), Article 1.
- Guéguen, N. (2003). *Fund#raising on the web: The effect of an electronic door#in#the#face technique on compliance to a request*. *CyberPsychology & Behavior*, 6(2), 189–193.
- Guéguen, N., & Jacob, C. (2001). *Fund#raising on the web: The effect of an electronic foot#in#the#door on donation*. *CyberPsychology & Behavior*, 4(6), 705–709.
- Hutchinson#Quillian, J., Reiley, D. H., & Samek, A. (2021). *Hassle costs and workplace charitable giving: Field experiments with Google employees*. *Journal of Economic Behavior & Organization*, 191, 679–685.
- ideas42 (2023). *Behavior and charitable giving: 2023 update*.
- Mesch, D. J., Osili, U. O., Dale, E. J., Ackerman, J., Bergdoll, J., & O'Connor, H. A. (2021). Charitable Giving in Married Couples: Untangling the Effects of Education and Income on Spouses' Giving. *Nonprofit and Voluntary Sector Quarterly*, 51(2), 444-458.
- Moon, A., & VanEpps, E. M. (2023). *Giving suggestions: Using quantity requests to increase donations*. *Journal of Consumer Research*, 50(1), 190–210.
- Olivola, C. Y., & Shafir, E. (2013). *The martyrdom effect: When pain and effort increase prosocial contributions*. *Journal of Behavioral Decision Making*, 26(1), 91–105.
- Pfeiffer, B. E., Sundar, A., & Cao, E. (2023). *The influence of language style (formal vs. colloquial) on the effectiveness of charitable appeals*. *Psychology & Marketing*, 40, 542-553.
- Piff, P. K., Kraus, M. W., Côté, S., Cheng, B. H., & Keltner, D. (2010). *Having less, giving more: The influence of social class on prosocial behavior*. *Journal of Personality and Social Psychology*, 99(5), 771–784.
- Sasaki, S. (2019). *Majority size and conformity behavior in charitable giving: Field evidence from a donation#based crowdfunding platform in Japan*. *Journal of Economic Psychology*, 70, 36–51.
- Schulz, J. F., Thiemann, P., & Thöni, C. (2018). *Nudging generosity: Choice architecture and cognitive factors in charitable giving*. *Journal of Behavioral and Experimental Economics*, 74, 139–145.
- Sharps, D. L., & Schroeder, J. (2019). *The preference for distributed helping*. *Journal of Personality and Social Psychology*, 117(5), 954–977.
- Shearman, S. M., & Yoo, J. H. (2007). *"Even a penny will help!": Legitimization of paltry donation and social proof in soliciting donation to a charitable organization*. *Communication Research Reports*, 24(4), 271–282.
- Silver, I., & Small, D. A. (2024). *Put your mouth where your money is: A field experiment encouraging donors to share about charity*. *Marketing Science*, 43(2), 392–406.
- The Next Generation of Philanthropy* (2023). Lilly Family School of Philanthropy, Indiana University.
- van Kleef, G. A., & Lelieveld, G.-J. (2022). Moving the self and others to do good: The emotional underpinnings of prosocial behavior. *Current Opinion in Psychology*, 44, 80–88.
- van Teunenbroek, C., Bekkers, R., & Beersma, B. (2021). *They ought to do it too: Understanding effects of social information on donation behavior and mood*. *International Review on Public and Nonprofit Marketing*, 18(2), 229–253.
- Weisz, E., & Cikara, M. (2020). *Merely increasing action options increases charitable donation* [Preprint]. Research Square.



Whillans, A. V., Caruso, E. M., & Dunn, E. W. (2017). *Both selfishness and selflessness start with the self: How wealth shapes responses to charitable appeals*. *Journal of Experimental Social Psychology*, 70, 242–250.

Wiepking, P., & Bekkers, R. (2012). Who gives? A literature review of predictors of charitable giving. Part two: gender, marital status, income, and wealth. *Voluntary Sector Review*, 3(2), 217-245.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Syllabus	Introduction	
Thu	8/27	Collett & Morrissey (pp. 2-3) / Allen (pp. 8-28)	Overview of Generosity	Reading Annotation / Quiz / Journal of App Ideas
Tue	9/1	van Kleef & Lelieveld (9) / Allen (pp. 29-32) / ideas42 (pp. 10-12)	Emotions	Reading Annotation / Quiz / Journal of App Ideas
Thu	9/3	Allen (pp. 34-36) / Mesch (5) / Wiepking & Bekkers Part 2 (pp. 1-18)	Gender / Family Structure	Reading Annotation / Quiz / Journal of App Ideas
Tue	9/8	Bock et al. (8) / Chapman et al. (12)	Motives	Reading Annotation / Quiz / Journal of App Ideas
Thu	9/10	Bleidorn et al. (8) / Allen (pp. 40, 47-48) / ideas42 (pp. 7-10) / Gold (11)	Personality / Identity	Reading Annotation / Quiz / Journal of App Ideas
Tue	9/15		Site visit with Sight United for All	Site Visit Journal (due by 11:59pm on 9/20)
Thu	9/17		Site visit with OCCHA	Site Visit Journal (due by 11:59pm on 9/20)
Tue	9/22	The Next Generation of Philanthropy (34)	Age	Reading Annotation / Quiz / Journal of App Ideas
Thu	9/24	Allen (pp. 36-40). / Bekkers & Wiepking Part 1 (pp. 1-13) / Galen (13)	Religion	Reading Annotation / Quiz / Journal of App Ideas
Tue	9/29	Whillans et al. (9) / Piff et al. (11) / Wiepking & Bekkers Part 2 (pp.19-26)	Wealth / SES	Reading Annotation / Quiz / Journal of App Ideas
Thu	10/1	ideas42 (pp. 2-4) / Allen (pp 42-43) / van Teunenbroek et al. (20)	Social Norms & Information	Reading Annotation / Quiz / Journal of App Ideas
Tue	10/6	Allen (pp 47-48) / Glanville et al. (16)	Social Network	Reading Annotation / Quiz / Journal of App Ideas
Thu	10/8	Allen (pp. 44-45) / Bateson et al. (2) / Silver & Small (14)	Reputation / Anonymity	Reading Annotation / Quiz / Journal of App Ideas
Tue	10/13		Group Work Day	
Thu	10/15		Presentation I Practice	
Tue	10/20		Client Presentation I	
Thu	10/22	Allen (pp. 47-50) / Jenni et al. (8)	Recipient Characteristics	Reading Annotation / Quiz / Journal of App Ideas
Tue	10/27	ideas42 (pp. 17-18) / Pfeiffer et al. (9) / Moon et al. (18)	Framing the Ask	Reading Annotation / Quiz / Journal of App Ideas
Thu	10/29	Weisz & Cikara (4) / Sharps & Shroeder (8) / Schulz et al. (5)	Choice Architecture	Reading Annotation / Quiz / Journal of App Ideas
Tue	11/3	ideas42 (16-17) / Falk (10) / Dannenberg et al. (12)	Incentives	Reading Annotation / Quiz / Journal of App Ideas
Thu	11/5	ideas42 (pp. 14-15) / Reiley & Samek (7) / Olivola & Shafir (5)	Hassle Factors	Reading Annotation / Quiz / Journal of App Ideas
Tue	11/10	Shearman et al. (10) / Dolinska & Dolinski (5)	Paltry Contributions	Reading Annotation / Quiz / Journal of App Ideas
Thu	11/12	ideas42 (pp.5-7) / Allen (pp.22-23) / Anik et al. (3) / Sasaki (5)	Fundraising Schemes	Reading Annotation / Quiz / Journal of App Ideas



Tue	11/17	Gueguen & Jacob (5) / Gueguen (5) / Bekkers & Wiepking (pp.16-19)	Door in the Face / Foot in the Door	Reading Annotation / Quiz / Journal of App Ideas
Thu	11/19	Bekkers & Wiepking (pp. 19-20) / ideas42 (pp.12-14, 19-22)	Miscellaneous Considerations	Reading Annotation / Quiz / Journal of App Ideas
Tue	11/24	Millenial Impact Report / Giving USA Report	Current Trends	Reading Annotation / Quiz / Journal of App Ideas
Thu	11/26	No Class		
Tue	12/1	Group Work Day		
Thu	12/3	Presentation II Practice		
Tue	12/8	Client Presentation II (3:15-5:00PM)		
Thu	12/10	No Class		

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.