



Department of
Health Policy

Beveridge 2.0 Symposium

Altruism in Health and Other Domains

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Health Policy

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What does prosocial behaviour in the health domain stand for? Why does it matter?

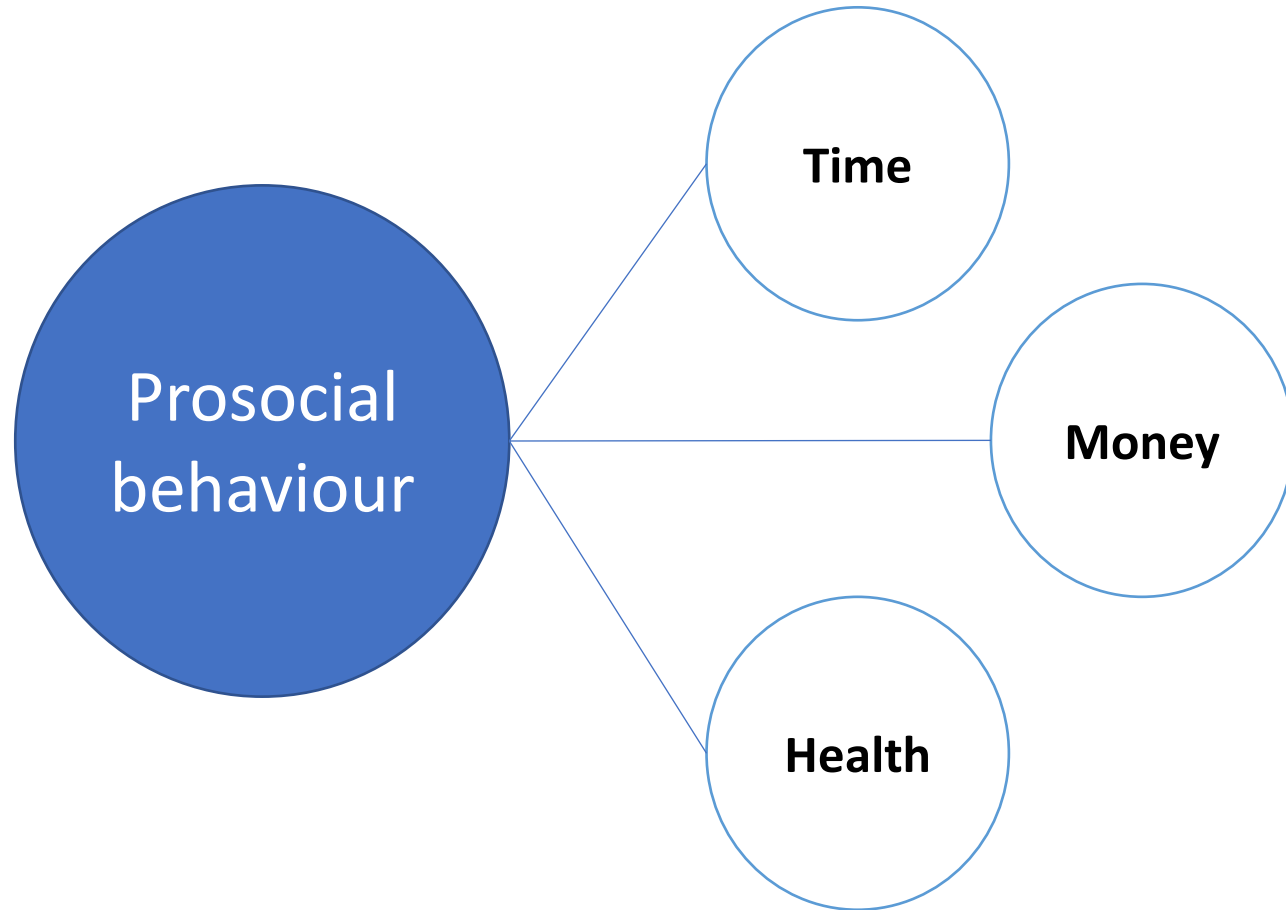
- ***What?***

- Actions such as donating money, blood, an organ, volunteering, helping, and sharing **at a cost/sacrifice (time, money) to the helper**
 - Driven by attitudes towards reciprocity, altruism and other wider social concerns

- ***Why?***

- Only a small percentage actually engage in donation behaviours [World Health Organization, 2020] → **blood and organ shortages**
- Many neglected conditions attract limited funding
- Without volunteering some individuals would go with unmet needs (e.g., caregiving)

Prosocial behaviour across domains



Challenges

How to motivate donors in each domain?

Altruism budget?

Tipping points?

Three questions

- What attitudes, altruistic or others, are correlated with blood and organ donation? [**Is it Altruism or other concerns?**]
- How do health shocks impact prosocial behaviour across domains? [**Tipping points or experienced utility?**]
- Do people trade-off prosocial behaviours across domains? [**Altruism budget?**]



Center for Philanthropic Studies

The data

- Netherlands Panel Survey (GINPS)
- National biennial panel survey that estimates the volume and nature of donations and volunteering.
- Centre for Philanthropic Studies at Vrije Universiteit Amsterdam
- 2002-2019, 9 waves of longitudinal data
- N=12,964 observations

Three questions

- What attitudes, altruistic or others, are correlated with blood and organ donation?
- How do health shocks impact prosocial behaviour across domains?
- Do people trade-off prosocial behaviours across domains?

Altruistic attitudes and blood and organ donation (1/2)

- Altruism is only one form of intrinsic motivation that **has no external reinforcer but wider social concerns** might play a role
 - Empathy [Cialdini *et al.*, (1997)] that lead to a greater sense of self → prosocial act is not selfless.
 - Benevolence [Ferguson, Farrell and Lawrence (2008)]
 - Reciprocity, if donors a public display about their donations or donate with others to gain **reputation** [Fehr and Fischbacher, 2003 Milinski, Semmann and Krambeck, 2002].
- **Other explanations:** education (higher education), (better) health, (higher) income and religion (Catholics less likely). [Mocan and Tekin (2007)]

Altruistic attitudes of blood and organ donors (2/2)

Blood and organ donors tend to be more altruistic than the rest of the population. **The average score of altruism for blood donor is 4.696 and non-donor is 3.374.**

| Variables | Blood Donor | | Organ Donor | |
|-----------------------|-------------------|-------------------|-------------------|-------------------|
| | No | Yes | No | Yes |
| | Mean | Mean | Mean | Mean |
| | (Std. Dev) | (Std. Dev) | (Std. Dev) | (Std. Dev) |
| Monetary donation | 6.031 (42.603) | 5.306 (22.409) | 4.595 (41.606) | 5.825 (34.033) |
| In-kind donation | 0.507 (0.500) | 0.586 (0.493) | 0.465 (0.499) | 0.555 (0.497) |
| Volunteer | 0.456 (0.498) | 0.599 (0.490) | 0.418 (0.493) | 0.515 (0.500) |
| Volunteer hours | 7.376 (18.856) | 8.050 (17.400) | 6.468 (18.235) | 7.734 (19.011) |
| Altruistic values | 3.374 (4.125) | 4.696 (3.903) | 3.417 (4.361) | 4.504 (4.276) |
| Empathetic concerns | 3.097 (3.305) | 3.629 (3.296) | 2.992 (3.537) | 3.449 (3.422) |
| Social responsibility | 5.016 (4.249) | 5.704 (4.267) | 5.025 (4.555) | 5.743 (4.446) |
| | | | | |

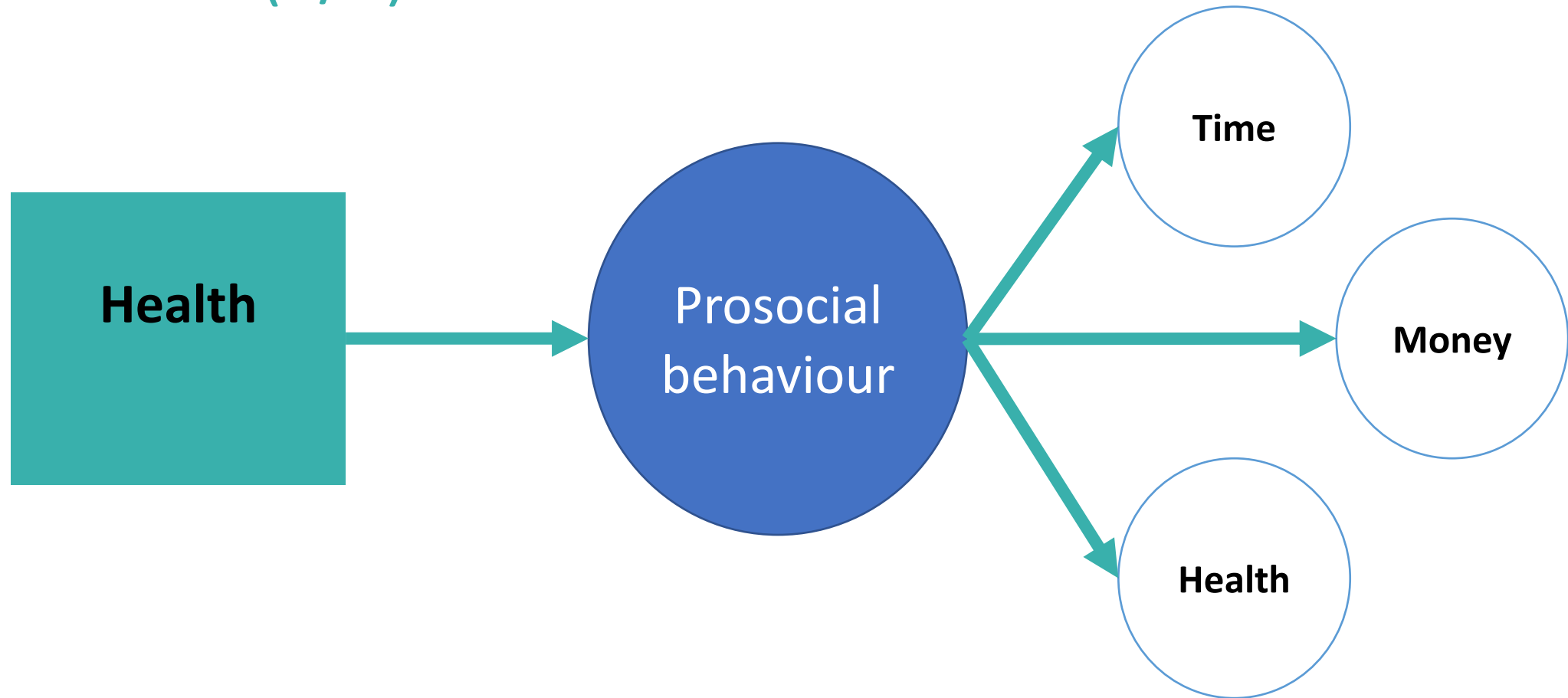
Altruism is the main driver of organ donation

| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
|-----------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Variables | Blood donation | Blood donation | Blood donation | Blood donation | Blood donation | Blood donation | Blood donation | Blood donation |
| Age | -0.0200*** (0.00209) | -0.0153*** (0.00237) | -0.0169*** (0.00240) | -0.0139*** (0.00243) | -0.0152*** (0.00263) | -0.0152*** (0.00265) | -0.0136*** (0.00250) | -0.0120*** (0.00356) |
| Gender | 0.0784 (0.0729) | 0.0847 (0.0806) | 0.101 (0.0814) | 0.152* (0.0826) | -0.0148 (0.0949) | 0.000628 (0.0933) | -0.0850 (0.0949) | -0.229 (0.140) |
| Education | | 0.172*** (0.0240) | 0.172*** (0.0242) | 0.160*** (0.0237) | 0.126*** (0.0258) | 0.126*** (0.0258) | 0.0953*** (0.0281) | 0.133*** (0.0415) |
| Income | | 5.33e-05 (3.30e-05) | 5.39e-05 (3.29e-05) | 4.48e-05* (2.59e-05) | 4.36e-05* (2.60e-05) | 4.30e-05* (2.58e-05) | 4.60e-05* (2.75e-05) | 2.46e-05 (2.03e-05) |
| Religion | | | 0.289*** (0.0832) | 0.276*** (0.0835) | 0.0703 (0.0947) | 0.0773 (0.0959) | 0.103 (0.0997) | -0.0252 (0.157) |
| Health | | | | 0.266*** (0.0460) | 0.304*** (0.0479) | 0.301*** (0.0484) | 0.311*** (0.0494) | 0.345*** (0.0737) |
| Altruism | | | | | 0.0722*** (0.0108) | 0.0836*** (0.0169) | 0.0953*** (0.0161) | 0.0969*** (0.0250) |
| Empathy | | | | | | -0.0231 (0.0237) | -0.0304 (0.0214) | 0.0202 (0.0358) |
| Social responsibility | | | | | | | -0.00686 (0.0144) | -0.0353 (0.0309) |
| Efficacy | | | | | | | | 0.0370 (0.0257) |
| Constant | -1.467*** (0.107) | -2.585*** (0.172) | -2.625*** (0.173) | -3.572*** (0.240) | -3.581*** (0.246) | -3.547*** (0.244) | -3.511*** (0.262) | -3.726*** (0.389) |
| Observations | 11,000 | 9,658 | 9,597 | 9,589 | 7,589 | 7,589 | 6,589 | 3,256 |

Three questions

- What attitudes, altruistic or others, are correlated with blood and organ donation?
- How do health shocks impact prosocial behaviour across domains?
- Do people trade-off prosocial behaviours across domains?

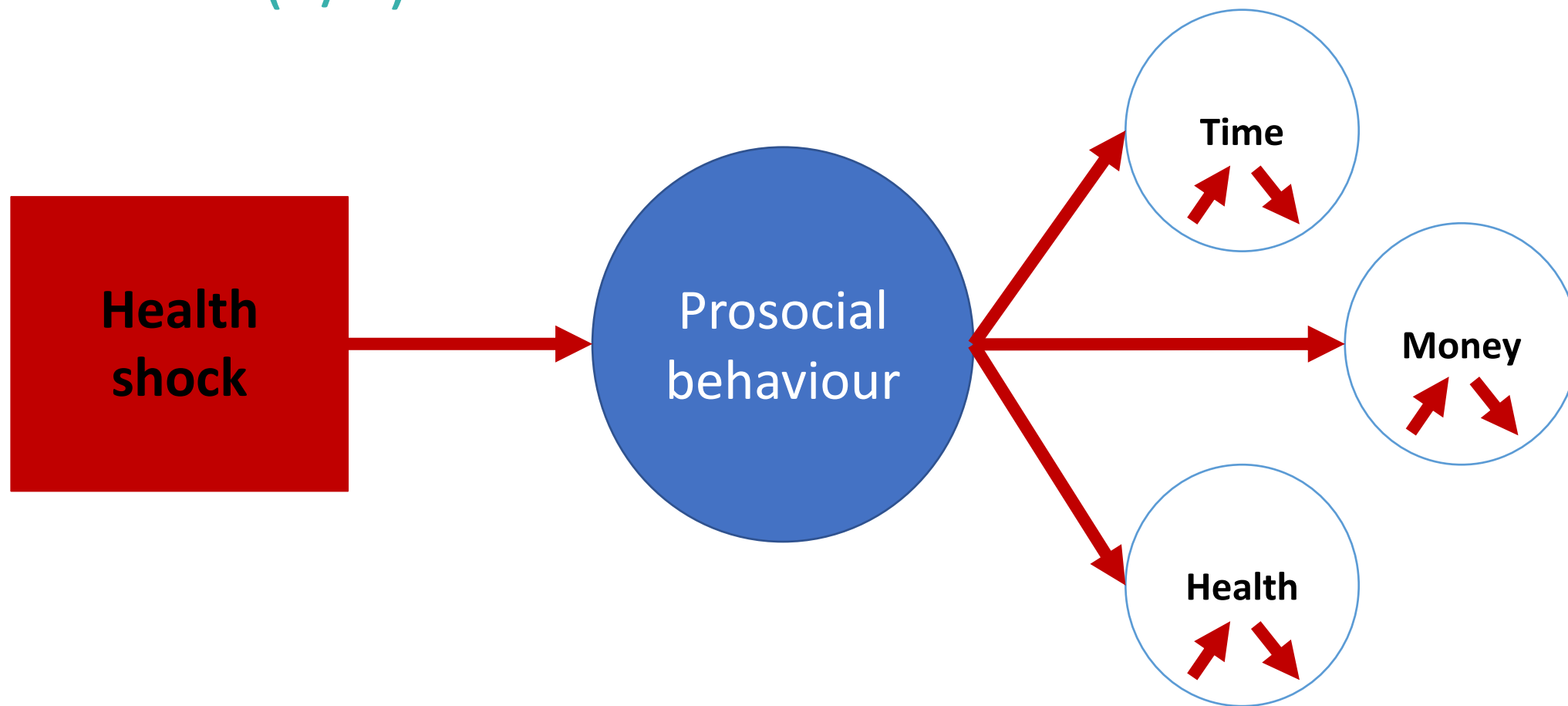
How do health shocks impact prosocial behaviour across domains? (1/3)



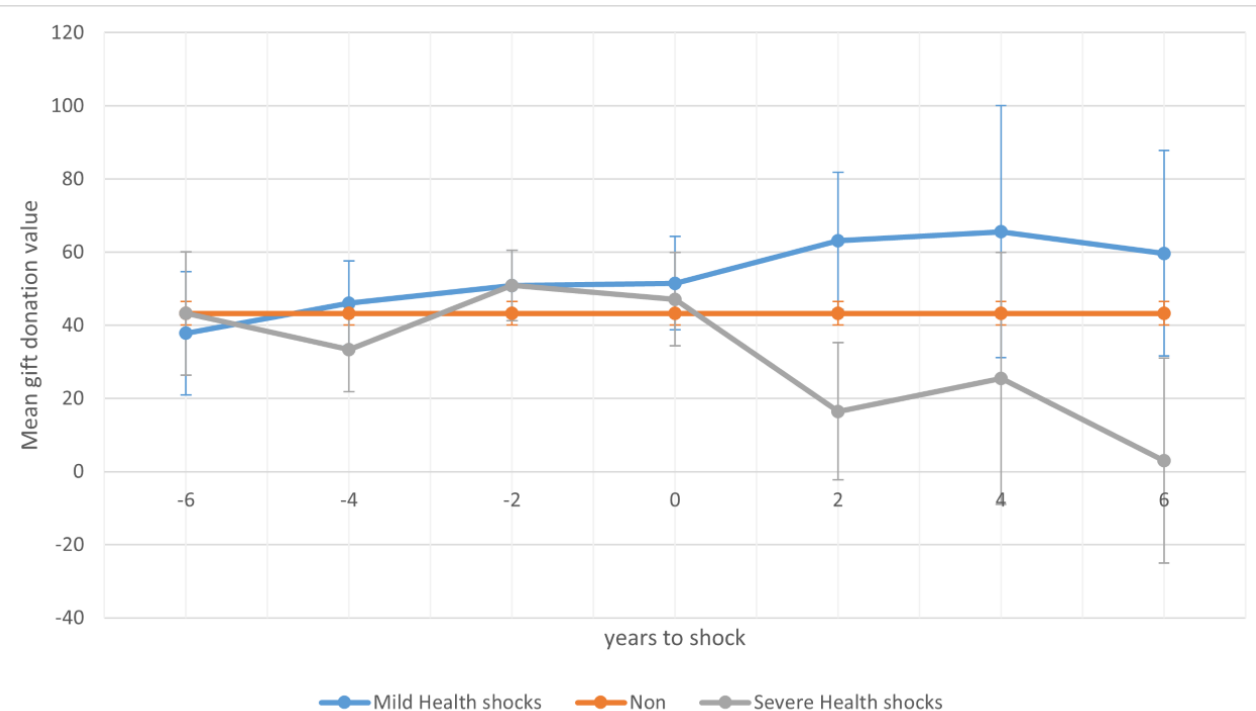
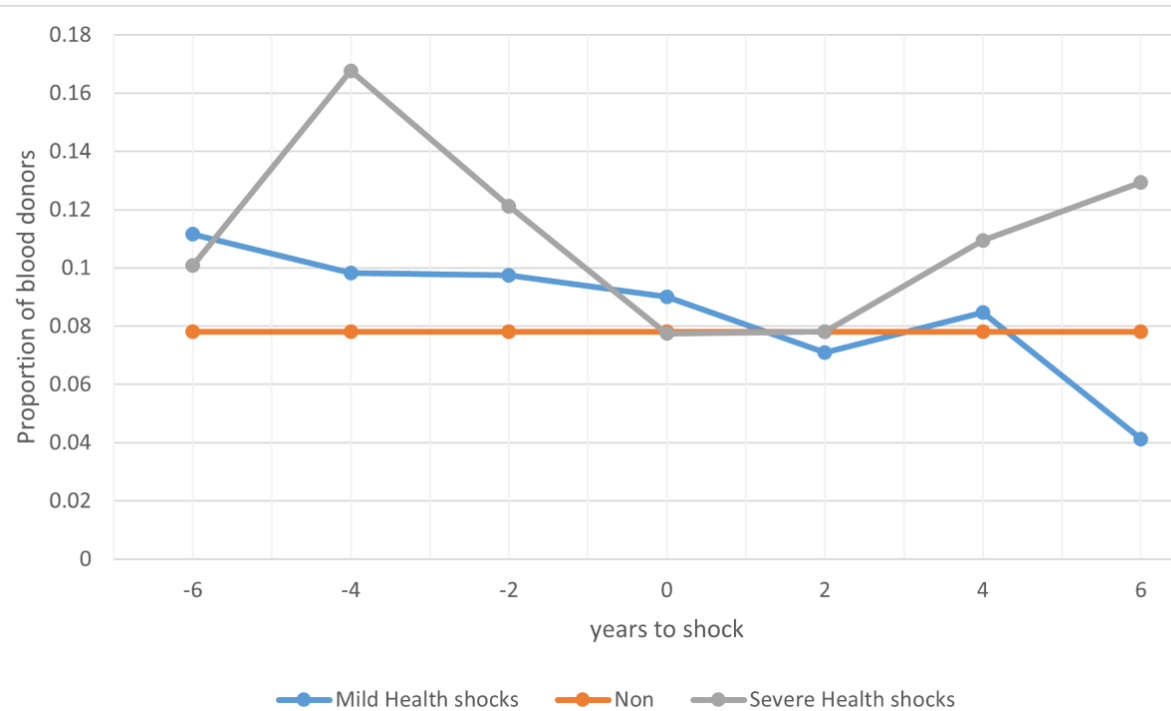
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How do health shocks impact prosocial behaviour across domains? (1/3)



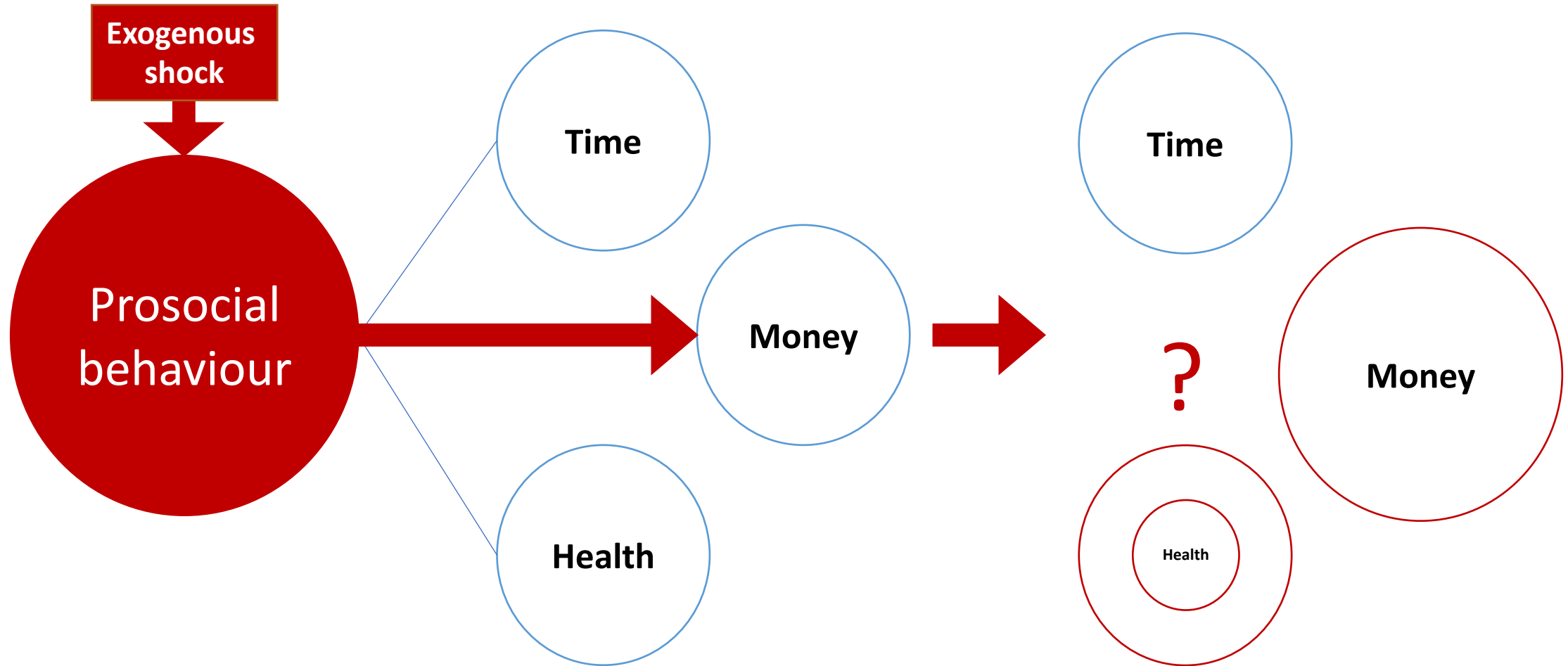
How do health shocks impact prosocial behaviour across domains? (2/3)



Goals

- What attitudes are correlated with blood and organ donation?
- How do health shocks impact prosocial behaviour across domains?
- Do people trade-off prosocial behaviours across domains?

Prosocial behaviour across domains



Do people trade-off prosocial behaviours? (1/3)

- We exploit the effect of three exogenous shocks in prosocial behaviour
 - the Giro555 campaign (a humanitarian aid campaign for the Syrian refugee crisis)
 - a typhoon in Philippines
 - a 2012 Tax reform ('Law on Giving' or 'Geefwet') which introduced tax deductive on donations to culture and art

Do people trade-off prosocial behaviours? (2/3)

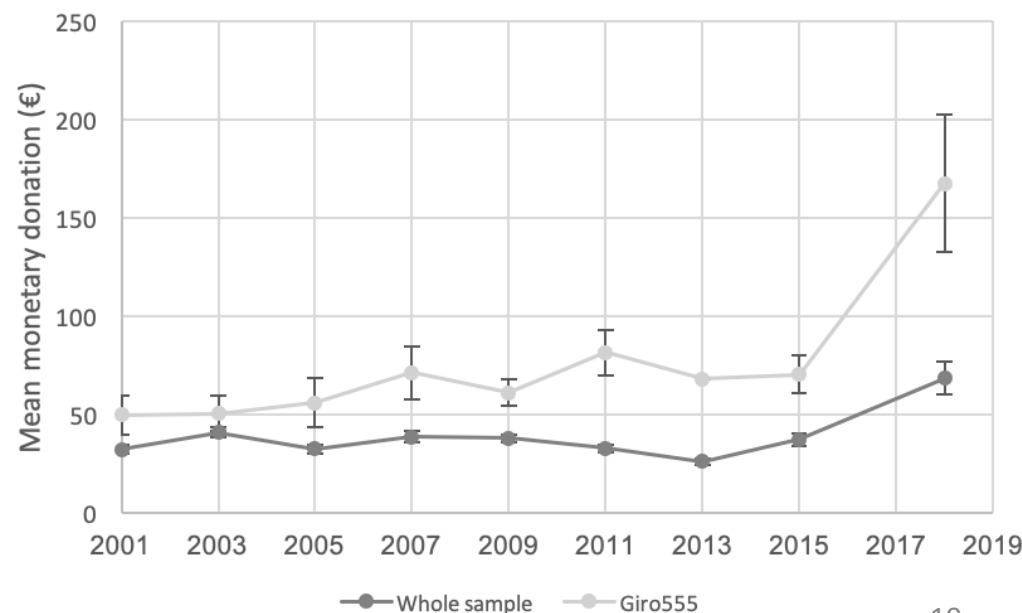
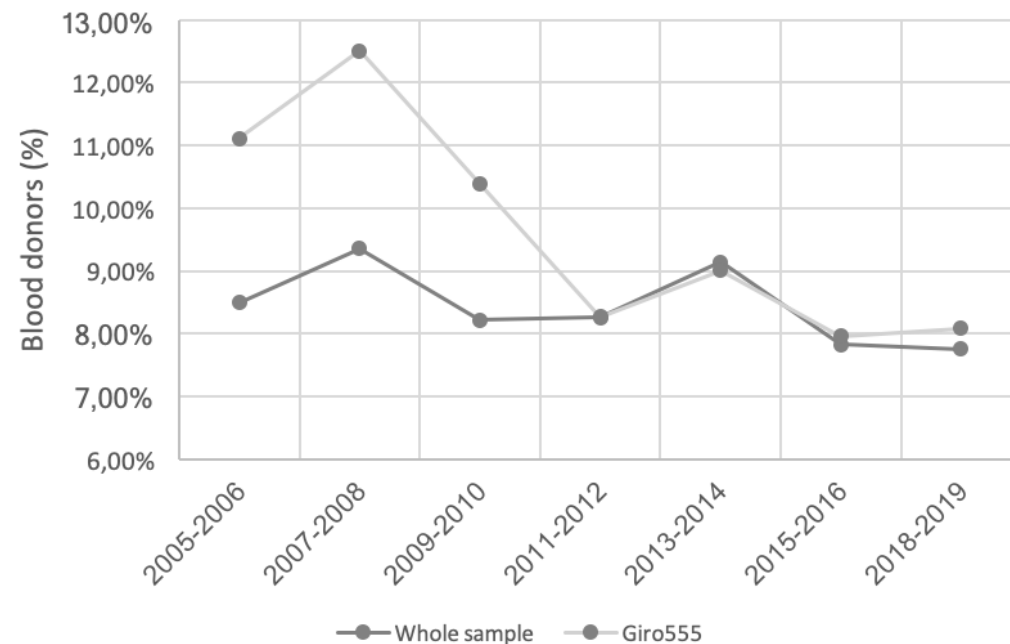
Donation to Syrian refugee campaign

Time

?

Money

Health



Do people trade-off prosocial behaviours? (3/3)

Results

- **No evidence of substitution** after the 2012 Tax reform 'Law on Giving' ('Geefwet') which introduced a tax deductible for donation to culture and arts in the Netherlands.
- We find an **increase in monetary donations** to the health domain by giving to the Syrian refugee crisis and the typhoon in the Philippines.
 - Increase in monetary donations might be due to the increase in trust in donation to philanthropic causes.

Policy implications

- Blood and organ donors express more **altruism** (other social concerns are less strong) than non-donors
- Monetary donation campaigns (tax reliefs) do not decrease prosocial behavior in other domains (no substitution)
- **International crises** (Syrian crises and typhoon in the Philippines) increase health-related donations – **tipping points matter!**
- Health shocks may be fertile ground for donor motivation



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Thank you!

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