

Does support for non-cash incentives 'crowd out' altruistic motivation amongst Australian blood donors?

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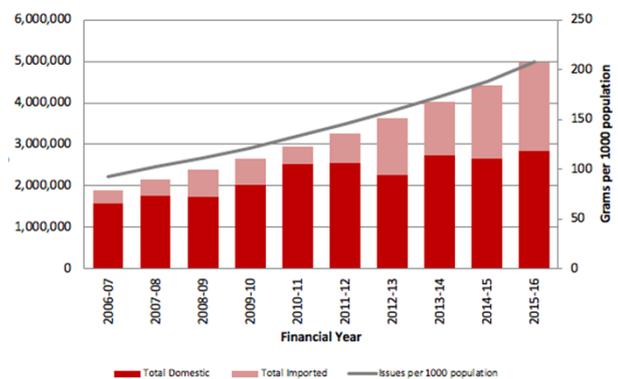


Demand

Red cells issued and per '000 population 2012/3 -2016/7¹

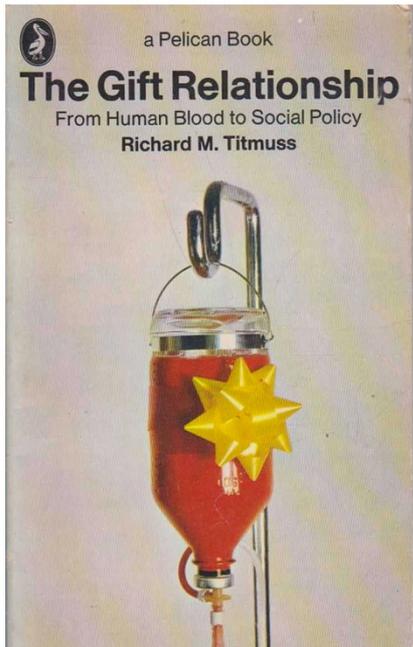


Ten year trends in issues of Ig²



¹NBA Australia Annual Report 2016-17. ²National Report on the Issue & Use of Immunoglobulin (Ig) Annual Report 2015-2016. NBA Australia.





Will providing incentives to blood donors crowd out blood donors who are motivated to donate by altruism?



Are donors motivated by altruism?

Yes – but there are different dimensions (Evans & Ferguson, 2014)

Impure Altruism	Donate to benefit others & gain emotional warm glow
Self-Regarding	Donate for personal gain & to gain a positive reputation
Kinship	Preferential wish to help family/group members
Reluctant Altruism	Donate because you cannot trust others to do it
Egalitarian Warm Glow	Desire to contribute to society, coupled with a sense of personal satisfaction from donating.



Are all incentives equal?

Monetary vs. non-monetary incentives



Costa-Font et al. (2013)

8,821 Europeans, 15 countries

Blood donors should:

- Receive a fixed fee (10/25/100E)?
- Be allowed to donate during working hours?
- Be reimbursed for the expenses incurred?
- Receive a small non-monetary gift
- Not receive anything

*“our results suggest that **offering monetary rewards for blood donation might indeed crowd out blood supply** since an altruistic individual does not favour monetary rewards. Our results also indicate, however, **that there would be no supply displacement of altruistic donors if non-monetary rewards were offered instead.**” p.548*



Are all incentives equal?

Monetary vs. non-monetary incentives

Blood donation is a private act, so could receiving certain (branded) incentives act as a signal of your virtue?

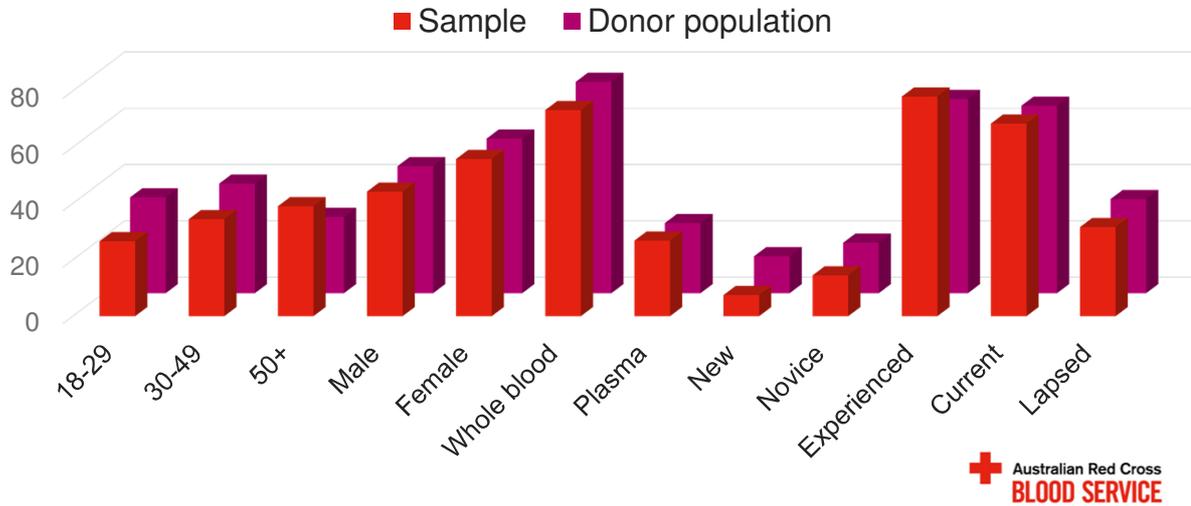


What motivates our voluntary non-remunerated donors & how does this relate to how they view non-cash incentives?



Method

Telephone & online surveys with 1,028 randomly selected blood donors



Attitudes ($\alpha = .96$)

To what extent do you think do you think receiving [*type of incentive*] would encourage (1) or discourage (7) someone to donate [*whole blood*] [*plasma*]?

If the Blood Service offered [*type of incentive*] to what extent would it make you feel more negative (1) or more positive (7) about the Blood Service?

Milestone plaques	Charity donations	Vouchers
Discounts	Small branded gifts	Movie/concert tickets
Prize-draw tickets	Health checks	Media recognition
Paid time off work/time off school	Travel reimbursement	
National rewards program	Local rewards program	

Altruism

Shortened Mechanisms of Altruism Index – Blood (Evans & Ferguson, 2014):

	You donate blood because...
Impure Altruism	“you are doing something to help others”
Self-Regarding	“you want to show people that you are a good, kind person”
Kinship	“there is more of a chance of family receiving blood if they need it”
Reluctant Altruism	“you cannot trust others to donate blood”
Egalitarian Warm Glow	“you believe donating blood is a personally rewarding experience”

Responses made on 1 (*strongly disagree*) – 7 (*strongly agree*) scales



Altruism

	You donate blood because...
Impure Altruism/Egalitarian Warm Glow	“you are doing something to help others” “you believe donating blood is a personally rewarding experience”
Self-Regarding	“you want to show people that you are a good, kind person”
Kinship	“there is more of a chance of family receiving blood if they need it”
Reluctant Altruism	“you cannot trust others to donate blood”

All subscales 3-5 items; $\alpha = .63 - .93$



What motivates our voluntary non-remunerated donors?



Endorsement of altruistic motivations

	Mean (SD)	High (≥ 5)	Low (< 5)
Impure Altruism	5.89 (0.86)	87.8%	12.2%
Self Regarding	2.13 (1.11)	3.2%	96.8%
Kinship	4.23 (1.99)	42.1%	57.9%
Reluctant Altruism	4.05 (1.33)	27.8%	72.2%

Responses made on 1 (*strongly disagree*) – 7 (*strongly agree*) scales



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How do our donors view non-cash incentives?

Responses by incentive type



How do donors' motivations relate to their attitudes to non-cash incentives?

Association between attitudes & altruism

	Impure altruism	Self regarding	Kinship	Reluctant altruism
Attitude to incentives	.26***	.26***	.27***	.19***
Impure altruism		.22***	.30***	.28***
Self regarding			.23***	.36***
Kinship				.33***

Correlations between MOA & attitudes, n=1027; Correlations between MOA scales, n=1028; ***p<.001



Endorsement of altruistic motivations and attitudes to incentives

	Attitudes to incentives	
	Negative (<5)	Positive (≥5)
Endorsed (≥5):		
Impure Altruism (87.8% sample)	57.5%	42.5%
Self Regarding (3.2% sample)	31.2%	68.8%
Kinship (42.1% sample)	51.7%	48.3%
Reluctant Altruism (27.8% sample)	49.7%	50.3%



Endorsement of altruistic motivations and attitudes to incentives

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Are the different forms of altruism more strongly associated with positive attitudes to some incentives than others?

Incentives as a signal?

	Impure altruism	Self regarding	Kinship	Reluctant altruism
Branded gifts	.22*	.25*	.13*	.08*

n=980-996; *p<.05



Incentives as a signal?

	Impure altruism	Self regarding	Kinship	Reluctant altruism
Branded gifts	.22*	.25*	.13*	.08*
Charity donation	.15*	.13*	.17*	.11*
Movie/concert tickets	.13*	.12*	.12*	.08*
Health check	.19*	.10*	.14*	.07*
Local rewards	.18*	.17*	.24*	.14*
Voucher	.15*	.17*	.16*	.10*
Discount	.16*	.13*	.20*	.09*

n=944-982; Association significant at *p<.05; z =2.68-3.28, p<.01



Social norms

“I think in today’s society I think people, every time rewards card there so that they buy 10 coffees to get a free one and everyone’s discounted petrol etc, so I think that’s just today’s society, everybody expects this type of thing to happen, and especially with a service like this where it’s so beneficial to the general community”



Summary

Our donors are primarily motivated by a want to help others while acknowledging the personal benefits they gain from donating

However, they also view the majority of non-cash incentives positively, with altruism associated with positive attitudes to non-cash incentives

Little evidence that donors see (some) incentives as a way to signal their altruism.

Rather, donors view that which is offered as an acknowledgement of their contribution – a (now normative) way to say ‘thank you’



Limitations & future research

Sample broadly representative of our donor panel with a mix of current and lapsed donors. But study limited with measures and focus on attitudes rather than behaviour (e.g., Murray, 1988, c.f., Goette et al., 2009)

But donors positive to the idea of incentives – so potential next step is a RCT of a limited number of low-cost non-cash incentives to evaluate impact on donor behaviour



Acknowledgements

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