Note for Replication file:

"Experimental Evidence on the Financial Consequences of International Organization Legitimacy"

Updated: August 14, 2025

This document details the variables for two rounds of Meta ads experiment and a survey experiment in multiple countries on donation behavior. The variables outlined in this document correspond to key measures captured in the survey and field experiment and serve as the foundation for analyzing how individuals respond to different messages about donations. Additionally, replication files and code are developed to ensure transparency and facilitate reproducibility. The following sections outline the questions for each variable included in the dataset.

Software: The replication files are written in R and instructions for running the replication code is provided in the script header.

Script:
- iolegitimacy-replication-1.R
- iolegitimacy-replication-2.R

Note: Output produced from "iolegitimacy-replication-1.R" is used and imported into "iolegitimacy-replication-2.R" to create additional figures.

Data:
(1) aggregate_r1_CHN.csv
(2) aggregate_r2_CHN.csv
(3) Egypt_survey_CHN.csv
(4) India_survey_CHN.csv

Contacts: If you have any questions, please contact Jiseon Chang at jiseon.chang@gmail.com.

Ad Experiment

- Ad Set Name: Label of ad (i.e., treatment)
- Reach: Total number of unique individuals who saw the advertisement
- Unique link clicks: Number of individuals who clicked on the link within the advertisement

Survey Experiment

- ResponseId: Randomly generated unique respondent identifier

- gender:
    - In script: Male (1) and Female (2)

- education_alt: "What is the highest educational level that you have attained?"

    - Egypt:
        - No formal education (1)
        - Elementary school (2)
        - Middle school (3)
        - High school or equivalent (e.g., technical high school) (4)
        - Diploma after high school (2 years at technical institute or community college) (5)
        - Bachelor's degree (6)
        - Higher education (Master's degree, Ph.D) (7)

    - India
        - Early childhood education/ no education (1)
        - Primary education (2)
        - Lower secondary education (3)
        - Upper secondary education (4)
        - Post-secondary non-tertiary education (5)
        - Short-cycle tertiary education (6)
        - Bachelor or equivalent (7)
        - Master or equivalent (8)
        - Doctoral or equivalent (9)

- income: "What was your total income in 2022?"
    - Egypt: 1–11 (ascending income) in increments of E£ 20,000
    - India: 1–11 (ascending income) in increments of ₹ 50,000

- religious_activity: "How active do you consider yourself in the practice of your religious preference? Would you say you are..."
    - In script: Not active (1), Slightly active (2), Active (3), Very active (4)

- politicalviews: "How would you describe your political views?"
    - Left wing (1)
    - Center-left (2)
    - Centrist (3)

    - Center-right (4)
    - Right wing (5)

- charitableorg: "Have you ever donated to a charitable organization before?"
    - In script: No (1), Yes (2)

- clicked2: Indicator that respondent clicked the (donation) link.
    - Yes (1), No (2)

- win_donate_agg "If you win the $50 (or ₹4,000 / E£1500) drawing, would you be willing to donate some of it?"
    - In script: Did not donate (0), Donate (1)

- howmuch_donate_translated: "If so, how much of the winnings would you donate (₹1 to ₹4,000 / E£1 to E£1500)?"
    - Amount respondent chose to donate in the "win" condition (translated/standardized)

- treatment: The treatment the respondent was assigned. Note that for treatments, the numbers correspond as follows:
    - T7: Procedural
    - T8: Procedural
    - T9: Norm
    - T10: Norm
    - T11: Performance
    - T12: Performance
    - T13: Placebo
    - T16: Placebo