

How to Get the Wealthy to Donate

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The New York Times:

Wealthy people are selfish jerks. So are their children.

That is the implication, at least, of a batch of recent psychological studies. In a 2015 study, for example, preschoolers were told that they had earned enough tokens for “a really great prize.” They could keep the tokens for themselves or share the tokens with children at a local hospital who were too sick to come to the lab. Children from wealthier families kept more tokens for themselves.

Likewise, in 2010, researchers found that college students’ willingness to give to charity was tied to their wealth: Students from well-off families thought people should donate a smaller percentage of their annual income. And across a wide range of ages, wealthy adults tended to share less of what they had with others.

Read the whole story: [*The New York Times*](#)