

## Unit 7: Who We Are, How We Act

### Reading 2: The Psychology of Giving

Answer the questions as you read.

1. What is the main idea of the whole reading? In which sentence can you find it?

(paragraph 1) \_\_\_\_\_

\_\_\_\_\_

2. What is a cognitive bias? (paragraph 2) \_\_\_\_\_

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3. How has the charity Watsi encouraged people to donate to their cause? (paragraph 3)

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4. A positive statement is more likely to persuade people to donate. Which cognitive bias does this refer to? (paragraph 4) \_\_\_\_\_

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5. In the statement, "Many people donate an average of \$47," which phrase causes the bandwagon effect, and why does this make people donate? (paragraph 5)

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