



Colorado Science and Engineering Fair

2025 Individual Project Abstract Form

Please print 2 copies of the completed form. Sign both copies, keep 1 for your notebook and submit 1 copy to your Regional Fair Director with your other paperwork.

Title of Project: Impacts of Political Views on Donations to Refugees with Different Linguistic Framing

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Category: Behavioral & Social Sciences

Division: Senior (grades 9 - 12)

Abstract (250 words or less):

Currently, there are 43.4 million refugees worldwide, making it crucial for refugee organizations to effectively raise donations to support them. However, there is limited research specifically addressing marketing strategies for refugee organizations. This study explores the interplay between political views, psychological distance, and different linguistic framings to see how they affect donation intentions to refugees. The findings aim to provide refugee charitable organizations a better insight on increasing donation intentions to help fight the refugee crisis.

An online survey of 395 random individuals (196 conservatives, 199 liberals) were randomly given an emotional appeal or a rational appeal email. Participants then answered questions about psychological distance, donation intentions, and other demographic questions.

Linear regression analysis revealed the effect of psychological distance on donation intentions was significant ($p < .001$). ANOVA analysis showed that political views significantly affect psychological distance to refugees ($p < .001$) but do not affect donation intentions. A mediation analysis revealed a suppression effect that explains the insignificance between political orientation and donation intentions. Additionally, emotional appeals generated significantly higher donation intentions than rational appeals ($p = 0.016$).

Demographic data showed that higher income and education both correlate with greater donation intentions. Black participants reported significantly higher donation intentions than others. Age significantly moderated the relationship between political views and donation intentions: older liberals donated more, whereas the opposite pattern was found for conservatives.

These findings suggest that refugee organizations should not market towards political orientations, but rather market towards psychological closeness, linguistic framings, and specific demographics.

I hereby certify that the above statements are correct and the information provided in the Abstract is the result of one year's research. I also attest that the above properly reflects my own work.

Finalist's Signature:

Date:

In addition, all students must complete the ISEF Student Checklist (1A), Research Plan, Approval Form (1B), and Checklist for Adult Sponsor (1), and any other ISEF forms required for this type of project. See the International Rules and Guidelines for form requirements. Return COPIES of all of these forms to your Regional Fair Director with you Finalist Verification/Permission Form. **A signed copy of this form must be included in your notebook.**