Contents

Report

Analysis 1

Variables	N	Mean	SD	Median	Variance	Skewness	Kurtosis
Participant age in years	120	21.53	1.90	21	3.62	.02	-1.01
Number of words written	120	406.55	60.09	403	3611.50	.22	-.54
Amount (£) committed as a donation	120	283.89	221.16	250	48916.03	.75	-.011

Table 1. Descriptive Statistics for Age, Words, and Amount (£)

Descriptive statistics revealed that the mean participant age was 21.53 years (SD = 1.90), with a median of 21 years. The distribution exhibited slight positive skewness (skewness = 0.02) and was slightly platykurtic (kurtosis = -1.01). Participants wrote an average of 406.55 words (SD = 60.09), with a median of 403. The distribution showed slightly positive skewness (skewness = 0.22) and was moderately leptokurtic (kurtosis = -0.54). On average, participants committed £283.89 as a donation (SD = £221.16), with a median of £250. The distribution exhibited moderate positive skewness (skewness = 0.75) and was nearly normally distributed in terms of kurtosis (kurtosis = -0.011).

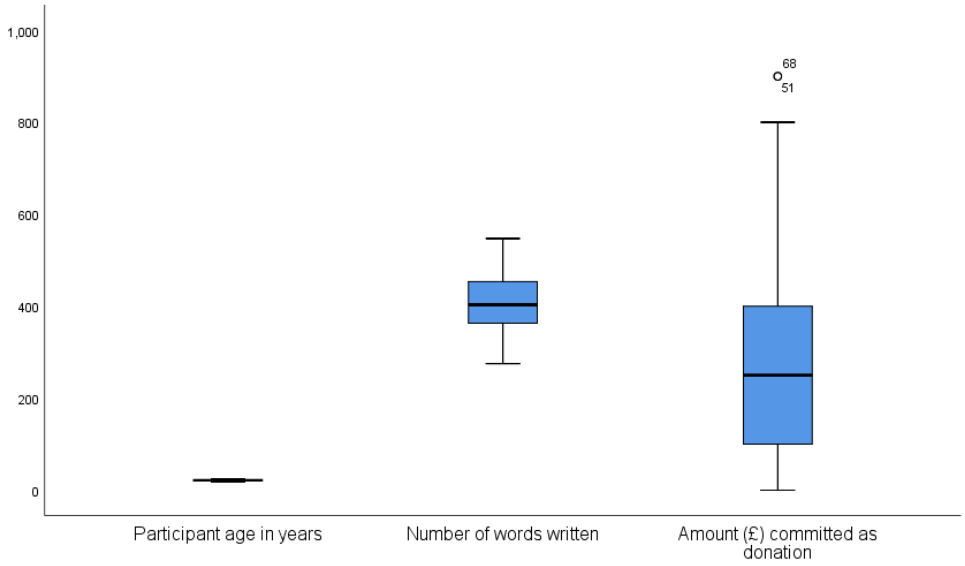

Figure 1. Boxplot for Age, Words, and Amount (£)

Variables	Gender	N	Mean	SD	Median	Variance	Skewness	Kurtosis
Participant age in years	Male	71	21.57	1.84	22	3.41	-.03	-1.05
	Female	49	21.46	2.00	21	4.00	.11	-.96
Number of words written	Male	71	401.01	57.60	396	3318.41	.36	-.35
	Female	49	414.59	63.26	421	4002.83	.01	-.60
Amount (£) committed as a donation	Male	71	263.85	208.11	225	43311.60	.70	-.10
	Female	49	312.91	238.02	270	56654.53	.75	-.08

Table 2. Descriptive Statistics Age, Words, and Amount (£) across Gender

Descriptive statistics revealed slight differences between genders in participant age, with males having a slightly higher mean age (M = 21.57, SD = 1.84) than females (M = 21.46, SD = 2.00). However, both groups exhibited similar age variability (male = 3.41, female = 4.00), and distributions were nearly normal with slight negative skewness and platykurtosis. Regarding word output, females wrote slightly more words on average (M = 414.59, SD = 63.26) compared to males (M = 401.01, SD = 57.60), but both groups showed similar variability and distribution characteristics, with moderately leptokurtic distributions. In terms of donation commitment, females tended to commit more money on average (£312.91, SD = £238.02) compared to males (£263.85, SD = £208.11). Both groups showed similar variability and distribution characteristics, with moderately positive skewness and slightly negative kurtosis.

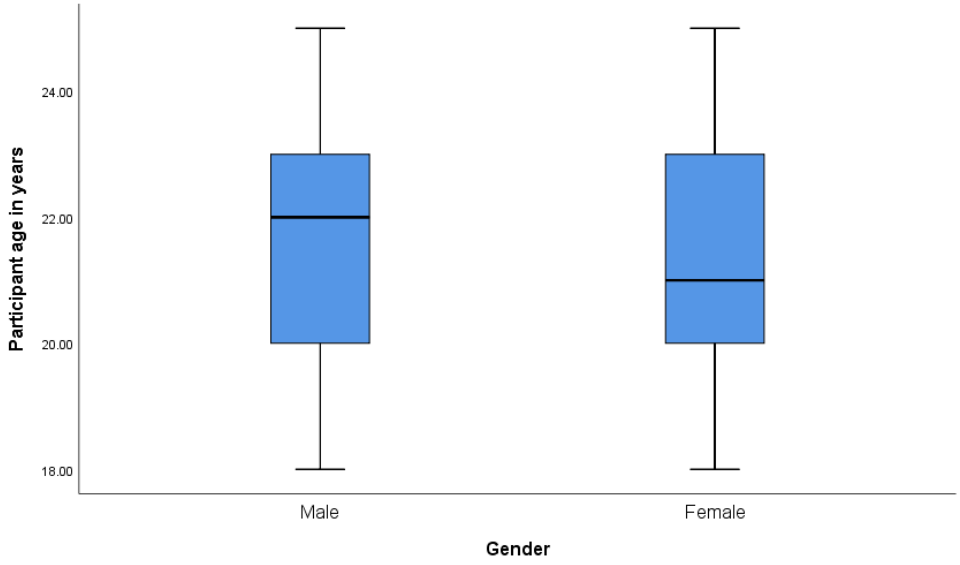

Figure 2. Boxplot for Age across Gender

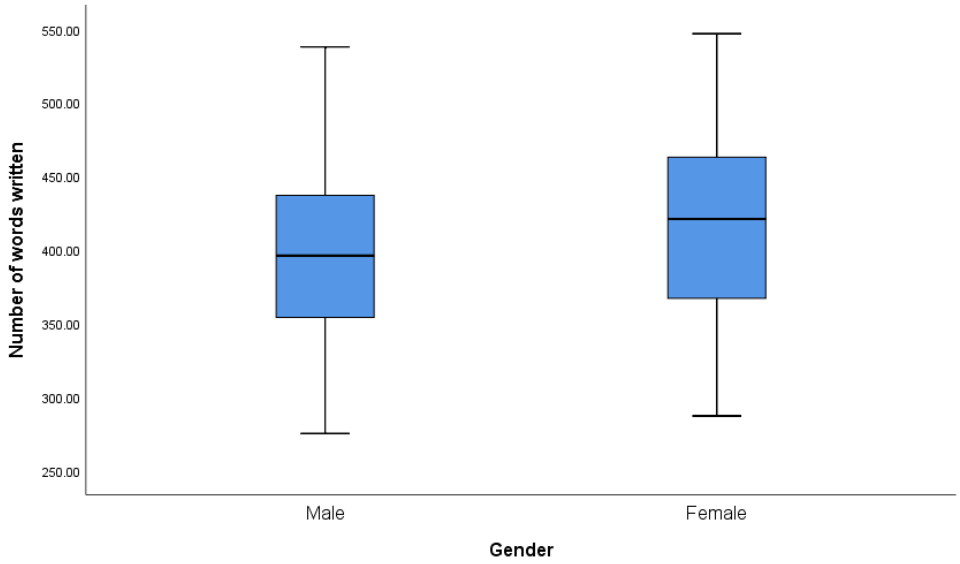

Figure 3. Boxplot for Words across Gender

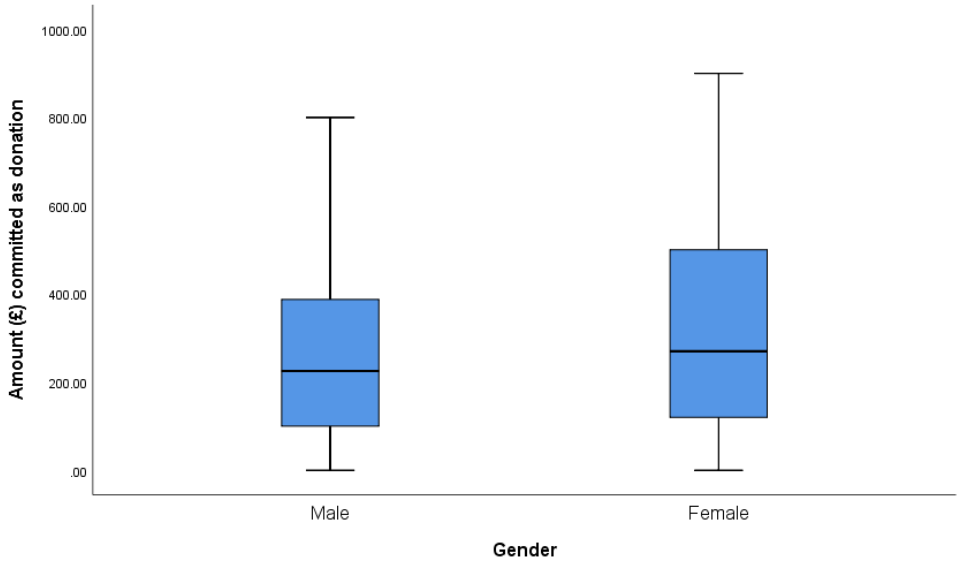

Figure 4. Boxplot for Amount (£) across Gender

Variables	Groups	N	Mean	SD	Median	Variance	Skewness	Kurtosis
Participant age in years	Death/Immediate	30	22.13	1.79	22.50	3.22	.05	-1.10
	Death/Future	30	20.86	1.88	20.50	3.56	.40	-.57
	Control/Immediate	30	21.23	1.86	21.00	3.49	-.09	-1.29
	Control/Future	30	21.90	1.88	22.00	3.54	-.14	-1.05
Number of words written	Death/Immediate	30	381.70	51.71	373.50	2674.28	.49	-.23
	Death/Future	30	380.60	50.29	379.50	2529.62	.05	-.14
	Control/Immediate	30	424.36	60.09	431.50	3610.86	-.08	-.79
	Control/Future	30	439.56	56.68	430.50	3213.35	.11	-.59
	Death/Immediate	30	159.33	107.95	175.00	11654.71	-.18	-1.17
	Death/Future	30	329.40	282.22	354.00	79649.62	.18	-1.25

Amount (£) committed as a donation	Control/Immediate	30	375.33	260.73	390.00	67980.92	.28	-1.04
	Control/Future	30	271.50	120.15	270.00	14438.19	.63	.76

Table 3. Descriptive Statistics Age, Words, and Amount (£) across Groups

Descriptive statistics across groups revealed variations in participant age, word output, and amount committed as a donation. Among the experimental groups, participants in the Death/Immediate condition were slightly older on average (M = 22.13 years, SD = 1.79) compared to other groups. Regarding word output, participants in the Control/Future condition wrote the most words (M = 439.56, SD = 56.68), while those in the Death/Future condition wrote the fewest (M = 380.60, SD = 50.29). In terms of donation commitment, participants in the Control/Immediate condition committed the highest amount (£375.33, SD = £260.73), whereas those in the Death/Future condition committed the lowest (£329.40, SD = £282.22). Across groups, distributions varied in skewness and kurtosis, indicating differences in the shape and spread of the data distributions.

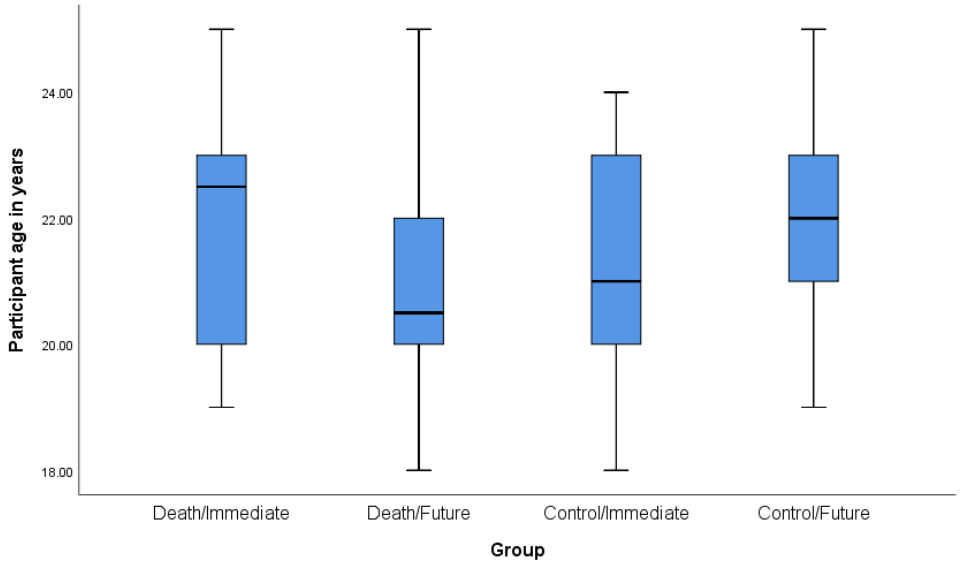

Figure 5. Boxplot for Age across Groups

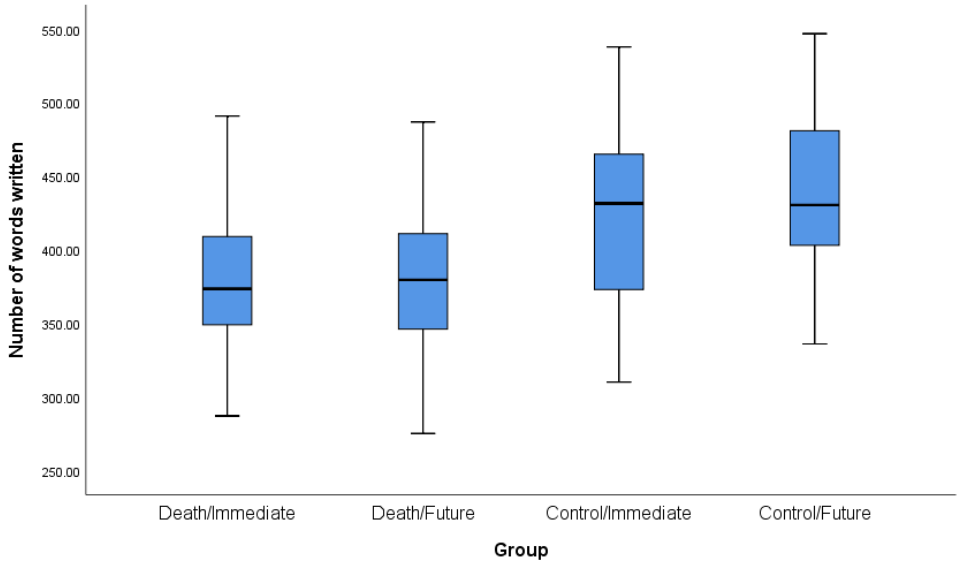

Figure 6. Boxplot for Words across Groups

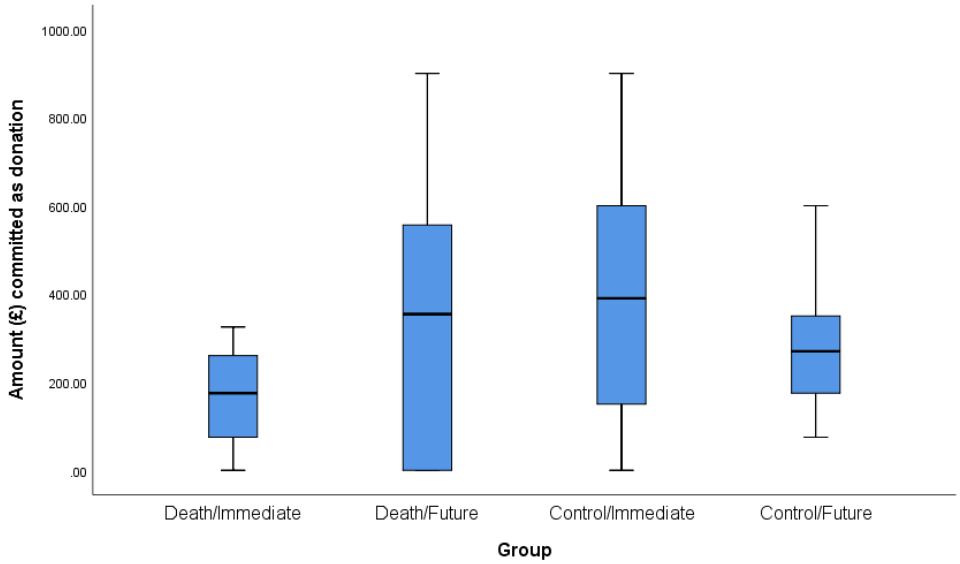

Figure 7. Boxplot for Amount (£) across Groups

Variable	Gender	N	Mean Rank	U	z	p
Participant age in years	Male	71	61.36	1678.5	-.330	0.74
	Female	49	59.26			

Table 4. Variability of Age across Gender

A Mann-Whitney U test indicated no significant difference in the median age ranks between males (Mdn = 61.36) and females (Mdn = 59.26), U = 1678.5, z = -0.330, p = 0.74. Normality tests using the Shapiro-Wilk test indicated that the normality assumption was violated for participant age in years for both male (W = 0.942, p = .003) and female (W = 0.944, p = .022) groups.

Analysis 2

Predictor (model term)	Statistics (F, df, p)	Effect size [partial eta-squared]	Evidence for?
Corrected Model	F (3,116) = 6.01, 0.001	.135	Significant overall effect on the dependent variable (Amount donated).
Intercept	F (1,116) = 222.68, 0.000	.657	Significant effect on the dependent variable (Amount donated).
Prime	F (1,116) = 4.31, 0.04	.036	Marginally significant effect on the dependent variable (Amount donated).
Recipient	F (1,116) = .75, 0.38	.006	No significant effect on the dependent variable (Amount donated).
Prime * Recipient	F (1,116) = 12.95, 0.000	.100	Significant effect on the dependent variable (Amount donated).

Table 5. Test of Between-Subject Effects for Amount donated (£) across prime type and recipient type

An analysis of variance (ANOVA) revealed a significant overall effect of priming type and recipient type on the amount donated, $F(3, 116) = 6.01$, $p < .001$, $\eta^2 = .135$. Further examination of the individual effects indicated significant effects of the intercept ($F(1, 116) = 222.68$, $p < .001$, $\eta^2 = .657$) and the interaction between priming type and recipient type ($F(1, 116) = 12.95$, $p < .001$, $\eta^2 = .100$), suggesting that these factors significantly influenced the amount donated. However, the effect of the prime type alone was only marginally significant ($F(1, 116) = 4.31$, $p = .040$, $\eta^2 = .036$), while the effect of the recipient type was not significant ($F(1, 116) = .75$, $p = .38$, $\eta^2 = .006$).

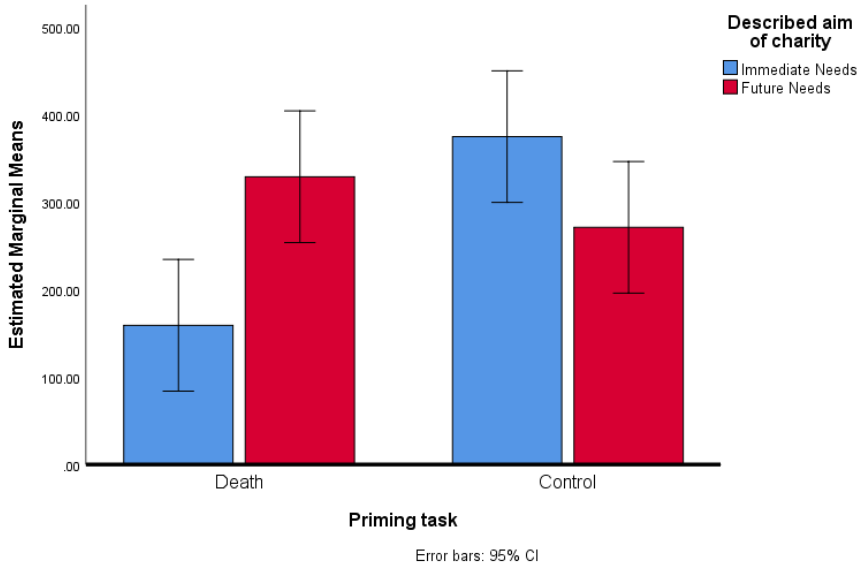

Figure 8. Estimated Marginal Means of Amount (£) committed as a donation

Analysis 3

Predictor (model term)	Statistics (F, df, p)	Effect size [partial eta-squared]	Evidence for?
Group	F (3, 116) =8.97, 0.000	.18	Significant effect on the dependent variable (Number of Words).

Table 6. One-Way ANOVA for Number of Words across Groups

A one-way ANOVA revealed a significant effect of group assignment on the number of words written, $F(3, 116) = 8.97$, $p < .001$, $\eta^2 = .18$.

(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Death/Immediate	Death/Future	1.1000	14.15	1.000	-35.80	38.00
	Control/Immediate	-42.6667*	14.15	.017	-79.57	-5.75
	Control/Future	-57.8667*	14.15	.000	-94.77	-20.95
Death/Future	Death/Immediate	-1.1000	14.15	1.000	-38.00	35.80
	Control/Immediate	-43.7667*	14.15	.013	-80.67	-6.85
	Control/Future	-58.9667*	14.15	.000	-95.87	-22.05
Control/Immediate	Death/Immediate	42.6667*	14.15	.017	5.75	79.57
	Death/Future	43.7667*	14.158	.013	6.85	80.67
	Control/Future	-15.2000	14.158	.706	-52.10	21.70
Control/Future	Death/Immediate	57.8667*	14.158	.000	20.95	94.77
	Death/Future	58.9667*	14.158	.000	22.05	95.87
	Control/Immediate	15.2000	14.158	.706	-21.70	52.10

*. The mean difference is significant at the .05 level.

Table 7. Multiple Comparisons for the Number of Words Written

Significant differences were observed in the number of words written between several groups. Specifically, participants in the Control/Immediate group wrote significantly fewer words compared to those in the Death/Immediate (Mean Difference = -42.67, p = .017, 95% CI [-79.57, -5.75]), Death/Future (Mean Difference = -43.77, p = .013, 95% CI [-80.67, -6.85]), and Control/Future (Mean Difference = -57.87, p < .001, 95% CI [-94.77, -20.95]) groups. Additionally, participants in the Control/Future group wrote significantly fewer words than those in the Death/Immediate (Mean Difference = 57.87, p < .001, 95% CI [20.95, 94.77]) and Death/Future (Mean Difference = 58.97, p < .001, 95% CI [22.05, 95.87]) groups.

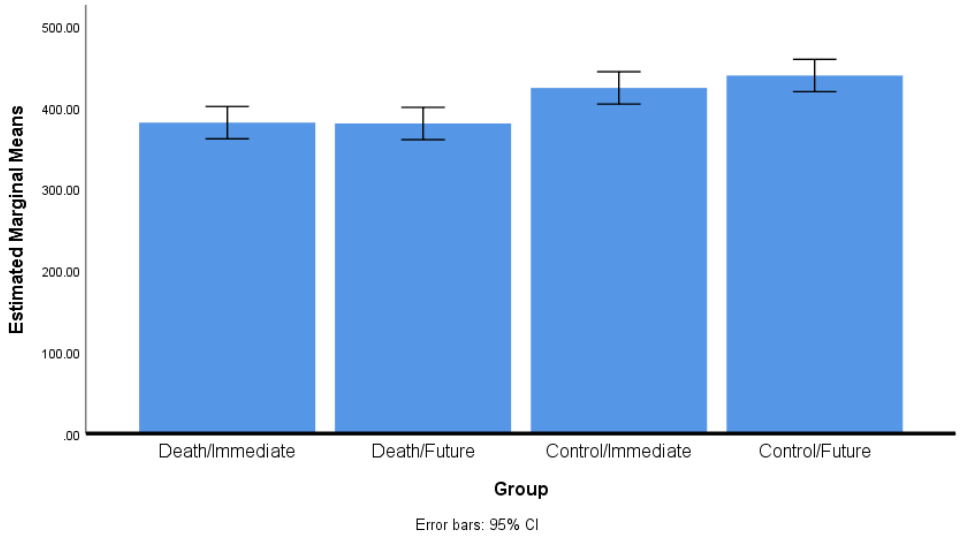

Figure 9. Estimated Marginal Means of Number of Words Written

Analysis 4

Predictor	Statistics (t, df, p)	Effect size [partial eta-squared]	Mean Diff.	95% CI	Evidence for?
Gender	t (118) = -1.21, .22	0.23	-13.57	-35.63 to 8.47	No significant effect on the dependent variable (Number of Words).
Table 6. Independent Sample T-test for Number of Words across Gender					

An independent samples t-test revealed no significant effect of gender on the number of words written, t (118) = -1.21, p = .22, with an effect size of $\eta^2 = 0.23$. The mean difference in word count between genders was -13.57, with a 95% confidence interval ranging from -35.63 to 8.47.

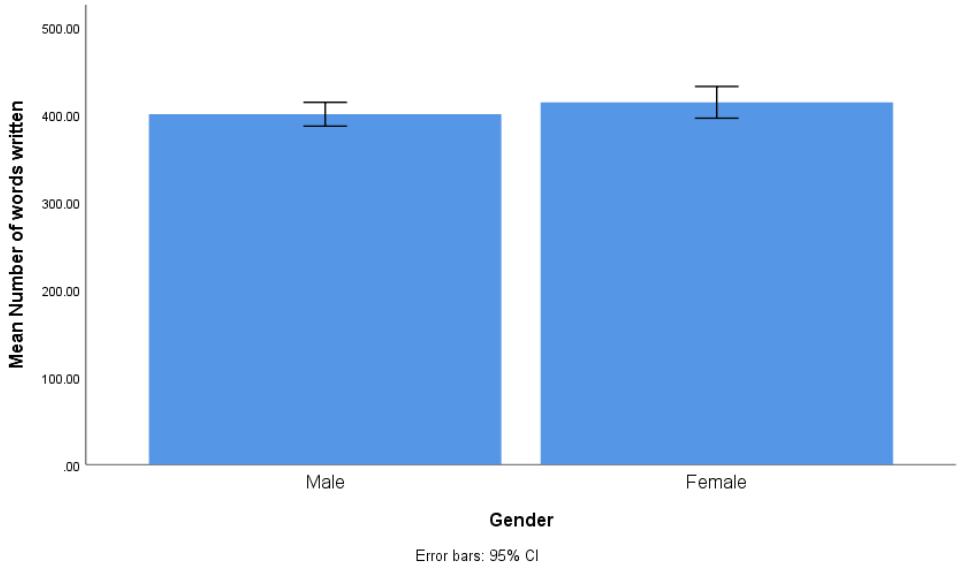

Figure 10. Bar Graph for Number of Words across Gender

Analysis 5

Variables	n	Participant age in years	Number of words written
Participant age in years	120	-	-
Number of words written	120	.316**	-
**Correlation is significant at the 0.01 level (2-tailed).			
Table 7. Correlation Matrix for Age and Words			

A significant positive correlation existed between participant age and the number of words written, r (120) = .316, p < .01.

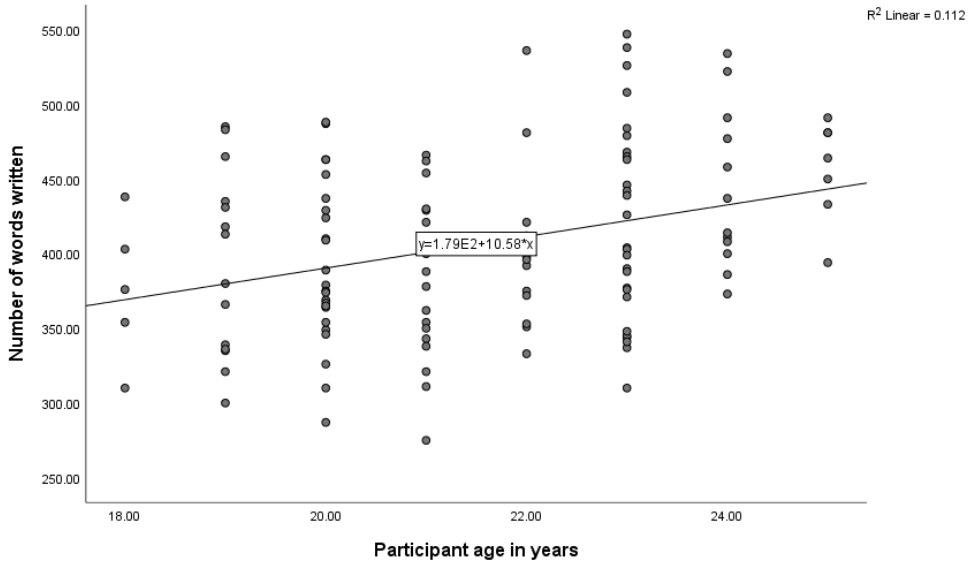

Figure 11. Scatter plot for Age and Words

Predictor	Outcome Variable	B	SE	t	p	95% CI

Participant Age in years	Number of words written	10.57	2.73	3.86	.000***	5.16-15.99
Note. ***. Linear Regression is significant at the .001 level.						
Table 8. Regression Analysis for Age and Words						

A significant positive relationship was found between participant age and the number of words written (B = 10.57, SE = 2.73, t (120) = 3.86, p < .001, 95% CI [5.16, 15.99]). This regression model accounted for a significant proportion of the observed variation in words written (R^2 = .112). Additionally, the estimated proportion of total variation in words associated with age in the wider population was 10.2%. Finally, the 95% confidence interval estimate for the predicted change in words written with a 1-year increase in participant age was [5.16, 15.99].