

## Abstract

Extending on the findings of Suleiman and Rapoport (1992), one questionnaire survey and two field experiments were carried out to examine the effect of contribution modes on the amount and rate of contribution to public goods, specifically charitable organisations.

Converging results show that both the amount and rate of contribution under a Continuous contribution mode, which allows people to determine freely the amount of donation, were higher than those in a Discrete contribution mode, which specifies a suggested amount of donation (an anchor) and people make a binary decision whether or not to contribute the suggested amount. It was also found that a mixed contribution mode—a combination of the Discrete and Continuous mode that provides an anchor and yet allows people to determine freely the amount of donation—raised more money than the Continuous mode did when the anchor was extremely high. Specifically, under the Mixed contribution mode, we found that the anchor value related positively with the mean amount of contribution (an assimilation effect), but negatively with the rate of contribution.