TITLE: "Deciding who gets what, fairly"

ABSTRACT:

Goods and services are often allocated to those who spend the most resources. Often, this means that things are allocated to people who spend the most money. But people can use a variety of other resources (e.g., time, effort), as well. Which resources seem like the fairest basis for allocation? In this research, we show that people believe resources vary in how well they signal preferences (e.g., money spent is a worse signal of want or need than is time or effort spent) and that allocation rules seem fairer if they are based on resources that clearly signal preferences. We explore several factors that influence these perceptions, and we demonstrate how they shape support for public policies and business practices.