

**Article Link**

<http://www.bloombergview.com/articles/2014-05-27/navigating-charity-s-fast-and-...>

## "Effect of Effectiveness" in Bloomberg View, Chronicle of Philanthropy

At Bloomberg View, Former Obama administration official Cass Sunstein [discusses](#) the findings of an IPA study on the role of evidence in donors' decision making. The Chronicle of Philanthropy has an [article](#) about the study as well. Read the study's accompanying paper [here](#).

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