



**A Comparative Study of Charity in
Four Chinese Societies--Based on
the Available Data on Charitable
Behaviors**

Working Paper

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PREFACE

This working paper is a part of a series of background papers produced for the Global Chinese Philanthropy Initiative (GCPI), which is a bilateral effort to study, promote, support, and highlight philanthropy among Chinese in Greater China and Chinese Americans. GCPI is a collaborative effort of Asian American Advancing Justice–Los Angeles, UCLA Luskin School of Public Affairs, and UC Irvine Long China-US Institute. Support for the GCPI comes from the John and Marilyn Long Family Foundation, Lao Niu Foundation, and Wallace H. Coulter Foundation. Additional support provided by UCLA's Center for Neighborhood Knowledge (née Center for the Study of Inequality) and Center for Civil Society. Stewart Kwoh, John Long, and Archie Kleingartner serve on the GCPI Executive Committee. The multiyear research plan includes four major phases: developing foundational knowledge through reviewing secondary data and existing literature; discovering new knowledge through primary social science research on philanthropy, civil society, and key sectors; evaluating case studies to examine the social, political, and economic impacts of philanthropy; and translating research into instrumental knowledge to improve policies, programs, and practice. The goal is the production of academically sound publications that inform and expand the bilateral dialogue and awareness among philanthropists, foundations, and corporate giving staff; community-based organizations and educators; media, policy makers, and the general public.

Professor Paul Ong serves as the Principle Investigator for the initial research phase (developing foundational knowledge), and the multidisciplinary team includes Professors Lillian Wang, Tilly Feng, and Jeff Wasserstrom, along with graduate research assistants at universities in China and the United States. Silvia Gonzalez serves as the project manager. The purpose of this phase is to develop an overview about the magnitude, patterns, and trajectory of Chinese philanthropy, and a theoretical/conceptual framework to guide subsequent primary evaluation and translational research. The researchers utilize two approaches: scholarship of integration of existing literature and descriptive statistics from secondary sources. When appropriate, the work takes a comparative approach by covering four

predominantly Chinese societies: China, Taiwan, Hong Kong, and Singapore. When feasible, researchers incorporate primary information. (Another component of the GCPI covers Chinese American philanthropy, with its own publication series.) A primary objective of the initial research project is the production of working papers covering the following topics: literature reviews focusing on possible causal and motivational factors; an assessment of data availability; the early and twentieth-century histories of Chinese philanthropy; case studies of philanthropy in higher education; and a macro level analysis of philanthropy in the environmental arena. The findings from these scholarly efforts will help identify possible topics to be explored as a part of the second stage of the GCPI research agenda, which will be developed and led by Professor Lois Takahashi, Interim Dean of UCLA Luskin School of Public Affairs.

ABSTRACT

The current study, illustrates how the dynamics of charitable behaviors in four predominantly Chinese societies: China, Taiwan, Hong Kong, and Singapore. Five noted databases on the charitable characteristics of ethnic Chinese were identified and employed for this study. Based on the findings of past studies, we hypothesized that social and demographic measures tend to be related to the likelihood of charitable donations, while psychological and attitudinal factors tend to contribute to the likelihood of volunteering. Generally speaking, our results support our theoretical framework and confirm our hypotheses. After comparing the four ethnic-Chinese regions under study, we found that the Taiwanese display the strongest propensity for helping strangers; people in Hong Kong are most likely to donate money; Singaporeans spend the most time as volunteers; and people living in China are the least charitable in every respect.

INTRODUCTION

The current study illustrates how the dynamics of charitable behaviors in four predominantly Chinese societies: China, Taiwan, Hong Kong, and Singapore. Five noted databases on the charitable characteristics of ethnic Chinese were identified and employed for this study. We intend to compare and to determine whether people in different regions exhibit different values, attitudes and behavior towards charity.

Past studies have shown that the characteristics of charitable behavior are determined by a wide range of social, demographic, and psychological factors. For example, Lee and Chang (2007) argue that monetary donations are mainly influenced by extrinsic factors, such as demographic variables and income, while volunteering is motivated by psychological or attitudinal factors. Bussell and Forbes (2002) support this conclusion, maintaining that people are prompted to volunteer from intrinsic motives, such as empathy and identification.

We employed “World Giving Index (WGI)” done annually by the Charity Aid Foundation (CAF) as the source of our main measuring index of charitable behavior. The main index involve “helping a stranger, donating money, and volunteering”. We also referred to the following databases to determine whether the empirical results hold true over the four regions: the World Value Survey, Charity Aid Foundation’s World Giving Index, Chinese Citizen Charity Attitude Survey, Taiwan Social Change Survey, and Hong Kong Altruism Index Survey. The first two datasets include four ethnic Chinese regions: China, Hong Kong, Singapore, and Taiwan; the third dataset is devoted to China, the fourth to Taiwan, and the fifth, to Hong Kong. While the datasets are based on different questionnaires, we focused on the findings related to volunteering, helping, and donating for our comparative analysis.

LITERATURE REVIEW

Several studies have explored the factors that explain variations in charitable behaviors. Lee and Chang (2007) provide a framework to account for these differences. They used logistic regression to forecast two dependent variables—volunteerism and donations—and found that the first was more closely associated with psychological and attitudinal factors, and the latter, more closely associated with social and demographic factors (Radley& Kennedy, 1995).

The current study, therefore, is based on the premise that different sets of factors have discriminant validity for different dimensions of charitable behavior.

Bussell and Forbes (2002), for example, note that people with higher educations are more inclined to act as volunteers; women are more willing to volunteer (except for political causes); and people over 50 are more likely to volunteer. They maintain that volunteers have psychological motivations, based on empathy and underlying values. Various studies undertaken to determine the factors that influence charitable behaviors (Bennett, 2003; Hudson & Johns, 1994; Schlegelmilch, Diamantopoulos, & Love, 1997) have found that age, self-perceived generosity, educational level, and religious belief are all positively associated with charitable donation.

Mesch et al. (2011) also focus on the differences between men's and women's charitable behavior: they conclude that women are more willing to donate than men due to their higher levels of empathy and caregiving capacities. Sorensen (2004) argues that donations are motivated by "meta-charity" motives, including donation's psychological motives and social/cultural motives.

Wang and Graddy (2008) explore the impact of social capital, measured by trust and networks, on individual charitable donations to religious and secular organizations. They found that general trust, wide social networks, and civic engagement are all factors contributing to charitable donations. Similarly, a study tests the hypothesis that social capital - measured in terms of civic group involvement, social and racial trust, and political engagement - leads to charitable behavior by individuals. This is done by Brooks (2005) in the research " Does Social Capital Make You Generous?"

One study also shows that the generosity of people with higher formal education can be explained by their larger financial resources, and stronger verbal abilities. Whereas the effect of education seems mainly causal, that of network extension appears largely spurious. Charitable giving is a wide-spread and frequently recurring form of pro-social behavior (Wiepking & Maas, 2009). Another study theoretically and empirically examines altruistic and joy-of-giving motivations underlying contributions to charitable activities (Ribar & Wilhelm, 2002)

Generally, we adopt the premise of Lee and Chang (2007) as our theoretical framework, hypothesizing that social and demographic factors are more likely influence monetary donations, while psychological and attitudinal factors are

more likely to account for volunteering and other helping behaviors. This study also follows other empirical studies in hypothesizing that variables such as gender, religious belief, and age can effectively forecast charitable behaviors.

METHOD

Defining the Research Boundaries

To facilitate our research, we set up a data boundary—“dynamics of charitable behavior”—in the Chinese societies of Hong Kong, Taiwan, China, and Singapore. Within this boundary, we identified datasets linked to charitable behavior. On the basis of our literature review, we proceeded using Lee and Chang’s (2007) theoretical framework, which is based on the hypothesis that social and demographic factors, as well as psychological and attitudinal factors, influence the willingness to help, donate money, and volunteer.

Searching Availability of Datasets

As this is a comparative study, we extended our search to four regions. After searching the key words/criteria such as “willingness to help,” donation,” “charitable behavior”, “volunteer “and “volunteerism” in any of four regions, we also looked for datasets that included data from two or more areas that dealt with at least one of the variables (see Figure 1).

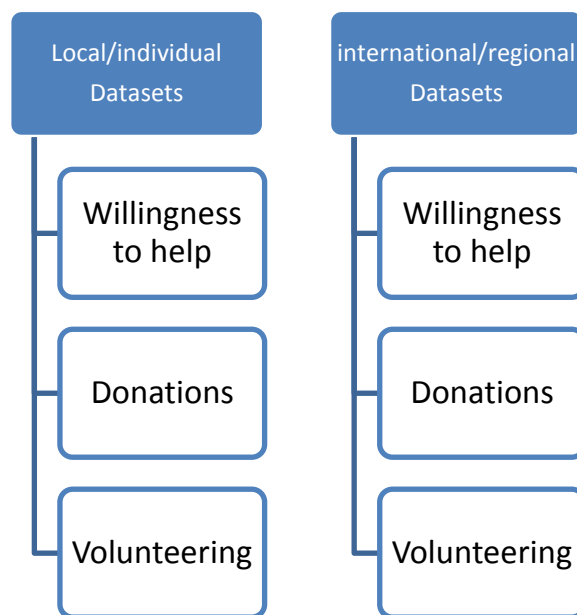


Figure 1: Dataset sources design

We searched more than 10 local/individual datasets, which seemed promising, but those that did not include one of our key variables were rejected. We adopted the same approach for international datasets, using the SURVEY function. In the next section, we describe the datasets that were chosen for this study.

Datasets—Collection and Analysis

We used nine criteria to select our datasets (see Figure 2):

- Temporal and geographic coverage
- Temporal resolution
- Spatial resolution and boundaries
- Geocoding
- Level of content details
- Subject coverage
- Consistency over time
- Accessibility
- Longitudinal linkage

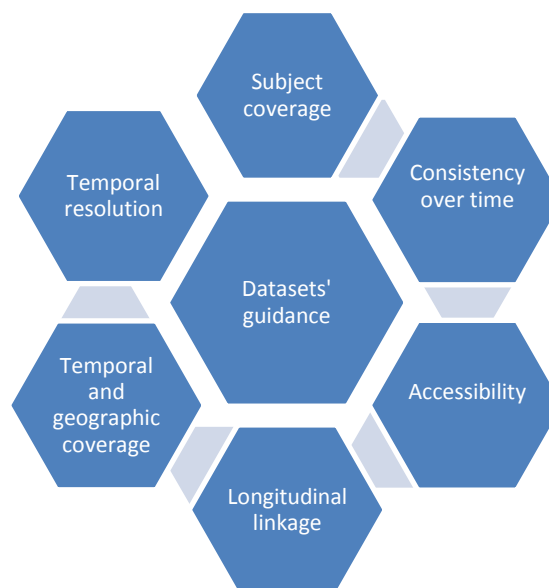


Figure 2: Criteria for assessing datasets

Conceptualizing Charitable Behavior Research Framework

The three independent variables in this study—helping a stranger, donating money, and volunteering time—have been adopted from the World Giving Index (see Figure 3).

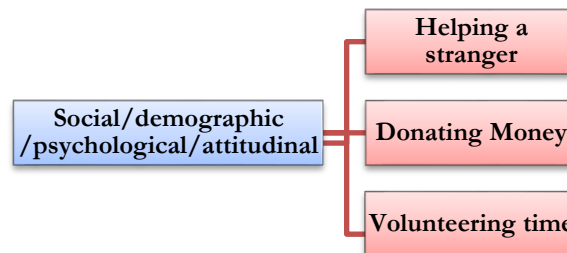


Figure 3: Framework for charitable behavior analysis adopted from WGI

Based on past studies (Lee & Chang, 2007; Bussell & Forbes, 2002), we assume that psychological or attitudinal factors have stronger impact on the following two dimensions: helping strangers and volunteering; on the other hand, social and demographic factors such as income might exert much more influence on decision of donation behavior. We hypothesized that these two sets variables would reveal discriminant validity. We examined and evaluated this hypothesis based on data from the databases listed below.

FINDINGS

A. Characteristics of the Datasets Found

World Value Survey

The world value survey¹ (WVS) database contains data collected from 1981 to 2014, covering a number of countries. The data are divided into six waves, and

¹ The website of World Value Survey is <http://www.worldvaluessurvey.org/wvs.jsp> To access the data, go to the WVS webpage, click on “Data & Documentation.” The data can be downloaded (click on Documentation/Downloads) or accessed online (click on Online Analysis).

from the second wave onwards, data from China, Taiwan, Hong Kong, and Singapore has been collected. The surveys typically include questions on how economic, social, and political conditions affect people's lives.

Samples are drawn from the entire adult population (18 years and older). The minimum sample is over one thousand. Stratified random sampling is used to obtain representative samples nationally. The sampling proceeds in several stages: a random selection of sampling points is made, based on the given society's statistical regions, districts, census units, election sections, electoral registers or voting stations, and central population registers. In the case of most countries, the population size and/or degree of urbanization of these primary sampling units are taken into account. In some cases, individuals are drawn from national registers.

The data relevant to our study was organized into four categories. The first category contained four country variables: China, Taiwan, Hong Kong, and Singapore. The second category included social variables, such as demographics, education levels, and income levels. The third category contained micro variables relating to attitudes towards charities, such as willingness to donate to environmental causes, confidence in charitable organizations, and personal or social factors affecting charitable attitudes. The fourth category contains variables relating to actual charitable acts, such as memberships in charitable organizations, donations to ecological organizations, and volunteer work.

Our data analysis dealt with three areas: the similarities and differences in the macro factors of the four countries; a comparison of charitable attitudes among the four countries; and the ways macro and micro criteria affect charitable behaviors in the four countries. The comparative analysis prioritized the sixth wave of the survey because it contained the most comprehensive data. Where data were missing for a certain country, we checked other waves. When a survey question was repeatedly asked throughout the different waves, we could use the data to conduct trend analysis.

The World Giving Index

The Charities Aid Foundation² (CAF) releases an annual global study of generosity, the *World Giving Index*. The index rates countries across three

² The website of the Charity Aid Foundation is <https://www.cafonline.org/>

measures—helping a stranger, donating money, and volunteering (Wikipedia, 2015). As stated above, we adopted these measures for our study.

The aim of the *World Giving Index* is to establish the status quo and track global trends of charitable behaviors. Most countries surveyed produced about 1000 questionnaires from representative samples. Of course, countries vary in size, so there are also variations in sample size. China's sample is over 2000. The *Index* is based on a Gallup poll, and every survey is conducted by phone or face-to-face interview.

The *Index* relies on simply averaging the responses (yes/no) of the three key measures by asking, "Have you done any of the following in the past month?" and listing the variables below (see Figure 3)

After calculating the scores of every country, the countries are ranked and trends are identified. The *Index* is noted for its data visualization, which helps readers comprehend the content easily.

In order to determine whether charity behaviors vary among different ethnic-Chinese regions, we consulted the *Index's* data on China, Hong Kong, Singapore, and Taiwan.

Chinese Citizen Charity Attitude Survey

The Chinese Charity Attitude Survey was conducted from May to July, 2013, in 26 Chinese cities by the China Mainland Marketing Research Company (website: <http://www.people.com.cn/>).

The survey contains many questions on charitable behaviors, including questions on average donations, degree of trust in charitable organizations, means of donation, and considerations when choosing a charity. Independent variables include age, family income, gender, and years of education. The cities surveyed were Beijing, Tianjin, Shijiazhuang, Hohhot, Qinhuangdao, Yuncheng, Shenyang, Harbin, Jilin, Jixi, Shanghai, Nanjing, Fuzhou, Jiujiang, Qingdao, Wuhan, Nanning, Luoyang, Xiangtan, Chongqing, Guiyang, Kunming, Mianyang, Baoshan, Lanzhou, Yinchuan, Yan'an, and Zhongwei.

The sampling method used was computer-assisted telephone interviewing, where online and telephone surveys are conducted simultaneously. The sample was composed of city residents from 18 to 60 years of age.

Taiwan Social Change Survey (TSCS)

The Taiwan Social Change Survey³ was conducted by Academia Sinica, which is jointly operated by the Institute of Sociology and Center for Survey Research in Taiwan. It is a nationally representative survey on various topics. As of 2015, TSCS data have been the basis for at least 562 conference papers, 491 journal articles, 174 book chapters, 357 master's theses, and 48 doctoral dissertations.

TSCS was initiated in 1985 and has followed five-year cycles that rotate selective modules to capture the timelines of social changes. The geographic area covered by the survey includes all of Taiwan except two small islands, Kinmen and Lienchiang. TSCS adopts a stratified multi-stage probability proportional to size sampling method. The sample was restricted to residents with household registration above the age of 18.

Hong Kong Altruism Index Survey (2014)

The Hong Kong Altruism Index survey was executed by Centre for Suicide Research and Prevention of The University of Hong Kong (HKU), and was funded by The Hong Kong Jockey Club Charities Trust. This survey aimed to conduct an in-depth investigation of altruistic behaviors in Hong Kong. It developed an Altruism-Index that can comprehensively capture Hong Kong residents' altruistic behavior patterns and their profiles.

It also measured motives and perceived benefits of altruistic behaviors, and investigated reasons for and barriers to participating in these behaviors. In addition, it assessed respondents' volunteering hours and donation amounts, subjective well-being, social trust, and opinions with poverty alleviation, and explored these factors' relationships with altruistic behaviors in Hong Kong.

When organizing the data from these five surveys as briefly analyzed as above, we selected dependent variables (charitable behaviors) and independent variables (social, demographic, and psychological factors) from different datasets, so it is not feasible to create a model. Still, it is possible to match the various dimensions of charitable behaviors with the macro (social and demographic) variables and the micro (psychological and attitudinal) variables to see whether

³ The website of TSCS is <http://www.ios.sinica.edu.tw/sc/en/home2.php>

the predictors explain the variance of dependent variable(s). While this may not be the most reliable approach, it is practicable method to deal with a complicated set of data.

B. Comparative Analysis of Datasets

The datasets are selected and compared according to the following nine indices:

Temporal and geographic coverage

The WVS database contains data collected from 1981 to 2014 from a number of countries. CAF's *World Giving Index* has been published annually since 2010 and covers most countries in the world. The Chinese Citizen Charity Attitude Survey was a one-off survey of China conducted from May to July, 2013. TSCS has been conducted since 1985 and covers all of Taiwan, except the small islands of Kinmen and Lienchiang. Hong Kong Altruism Index Survey was conducted from April to June 2014, and the population covered all households in Hong Kong.

Temporal resolution (frequency and timeliness of data availability)

The World Value Survey collects data every four years. China has been surveyed since the second wave; Taiwan was included in the third and fifth wave; Singapore has been included since the fourth wave, and Hong Kong, since the fifth. It was only in the sixth wave that all four selected regions were surveyed at the same time. As mentioned above, the *World Giving Index* is available annually. The Chinese Citizen Charity Attitude Survey was conducted by the China Mainland Marketing Research Company: they had done three similar surveys before May 2013, but this was the only survey devoted to charity. TSCS follows a five-year cycle and rotates select modules to capture the timelines of social change. Hong Kong Altruism Index Survey was a one-off survey conducted by Centre for Suicide Research and Prevention of The University of Hong Kong (HKU) in 2014.

Spatial resolution and boundaries

The World Value Survey collects data from all four selected regions, and the sample size is between 1000 and 2000. In the sixth wave, they collected 2300 samples in China, 1238 in Taiwan, 1000 in Hong Kong, and 1972 in Singapore. Most countries featured in the *World Giving Index* provide about 1000 completed questionnaires from representative samples. Some variation based on country size is permitted: for example, China's sample is over 200. The Chinese Citizen Charity

Attitude Survey resulted in 1635 telephone surveys and 3839 online surveys, for a total sample of 5465. The Taiwan Social Change Survey, which adopted a stratified multi-stage probability proportional to size sampling method, returned samples between 1700 and 2300. In Hong Kong Altruism Index Survey, 1,104 out of 1,992 eligible cases were successfully interviewed through telephone and the response rate is 55.4%.

Geocoding (spatially referencing)

Geocoding does not apply to any of the datasets under consideration.

Level of content details (spatial attributes)

Spatial attributes are not applicable to the World Value Survey or the Charity Aid Foundation's *World Giving Index*. The Chinese Citizen Charity Attitude Survey includes respondents from four municipalities and 24 prefecture-level cities or provincial cities. The gender and age distributions of respondents in the Taiwan Social Change Survey are available, but not spatial attributes. For Hong Kong Altruism Index Survey, gender, age, educational and income level are available, but also lacked spatial attributes.

Subject coverage (segments covered, sampling method)

For the World Value Survey, samples are drawn from the entire adult population (18 and above). The minimum sample is 1000. In most countries, no upper age limit is imposed and some form of stratified random sampling is used to obtain representative national samples. For the *World Giving Index*, most countries provide at least 1000 samples; the survey is conducted by Gallup through phone or face-to-face interviews. The Chinese Citizen Charity Attitude Survey is conducted using CATI (computer-assisted telephone interviewing) online and telephone surveys simultaneously. The telephone survey targets typical residents of cities, aged 18 to 60. In the Taiwan Social Change Survey, items related to philanthropy can be found in the questions on religion. The surveys were conducted in 1994, 1999, 2004, 2009, and 2014, with sample sizes of 1862, 1925, 1881, 1924, and 1934, respectively. For Hong Kong Altruism Index Survey, the sample was recruited through a two-stage random process. First, random samples were selected from all telephone-owning households in Hong Kong by using the CATI; secondly, one of the household members aged 15 or above who will have his/her birthday next would be selected.

Consistency over time (spatial objects and attributes)

As noted, the countries covered in the World Value Survey vary per wave. In the case of the *World Giving Index*, with the exception of the absence in Singapore in 2014, the regions under study are consistent over time. The Chinese Citizen Charity Attitude Survey and Hong Kong Altruism Index Survey were one-time events, so consistency are not an issue. The Taiwan Social Change Survey has included questions on the theme of religion. It was conducted in 1994, 1999, 2004, 2009, and 2014, but the questions on charity vary.

Accessibility (cost, restrictions related to confidentiality and ownership)

The data from the World Value Survey are open to the public and can be accessed without charge. The reports and rankings of the *World Giving Index* are also easily accessible. Analyzed data and graphs can be accessed at the website for the Chinese Citizen Charity Attitude Survey, but the raw data is not accessible. All datasets of Taiwan Social Change Survey are available, and raw data can be accessed through application to the Academia Sinica, Taiwan. The data of 2014 Hong Kong Altruism Index Survey belongs to Hong Kong government and is not an open database, so we can have the data only if one of members of our research team is a Hong Kong U. scholar.

Longitudinal linkage (ability to link cross-sectional spatial data)

The World Value Survey, the Chinese Citizen Charity Attitude Survey, and 2014 Hong Kong Altruism Index Survey have limited longitudinal linkage due to the inconsistencies over time. The *World Giving Index* is missing data for Singapore in 2014, but is otherwise consistent over time, enabling longitudinal research. Given that it was initiated in 2010, however, there is not abundant data for analysis. Since the spatial coverage of the Taiwan Social Change Survey is restricted to Taiwan, it is not suitable for statistical comparison with regions, but, given that it is conducted consistently, longitudinal research of Taiwan is possible (see Table 1)

Three of datasets—the Chinese Citizen Charity Attitude Survey, the Taiwan Social Change Survey (TSCS), and 2014 Hong Kong Altruism Index Survey—contain data only from China, Taiwan and Hong Kong respectively, so they cannot be used for data matching and comparison analysis. Nevertheless, their data could be used for auxiliary purposes, as will be shown.

Table 1: Assessment of the selected datasets along the 9 indexes

	Temporal and geographic coverage	Temporal resolution	Spatial resolution and boundaries	Geocoding	Level of content details	Subject coverage	Consistency over time	Accessibility	Longitudinal linkage
World Value Survey	Every four years from 1981	Four regions are together only in the sixth wave	Sample size is from 1000 to 2000	Not applicable	Not applicable	Entire population (18 years and older)	Lacks Consistency	Open and free data	Limited
World Giving Index	Annually from 2010	Annually	1000 samples or more	Not applicable	Not applicable	At least 1000 samples by Gallup	Consistent except for Singapore, 2014	Reports and rankings are accessible	Applicable
Chinese Citizen Charity Attitude Survey	One-off survey only in China	One-off survey in 2013	5465 samples from telephone and online interviews	Not applicable	Four municipalities and 24 cities in China	Typical residents, aged 18 to 60	Lacks consistency	Revised data and analyzed graphs are accessible	Limited

Taiwan Social Change Survey	Initiated in 1985 in Taiwan	Follows a five-year cycle with different modules	1700 to 2300 samples	Not applicable	Not applicable	Above 1800 samples in the five surveys of the religions	Somewhat consistent	Datasets and raw data are applicable	Might be applicable
Hong Kong Altruism Index Survey	One-off survey only in Hong Kong	One-off survey from April to June 2014	1104 samples from telephone interviews	Not applicable	Not applicable	Entire population aged above 15	Lacks consistency	Belongs to government and not open	Limited

C. Comparing Charitable Behavior

C.1 World ranking of charitable behavior of the four Chinese societies

As illustrated above, the *World Giving Index* (WGI) used three indicators of charitable behavior—helping a stranger, donating money, and volunteering. This survey has been conducted annually since 2010, we performed trend analysis from 2010 to 2015. The numbers in the tables below are the world ranking for the four societies and the data indicate: the lower the number, the better of charitable behavior in that society.

First, China has remained in last place for years. Taiwan’s ranking has improved consistently, which probably reflects the maturation of civil society in Taiwan and the development of NGOs.

Singapore’s ranking was relatively poor in the early years of the survey; however, since 2013 its ranking has greatly improved. The reasons for this improvement merit further investigation. Finally, Hong Kong has had the best ranking throughout the years (see Table 2).

Table 2—World Giving Index Ranking 2010-2015 in the four societies under study

	2010	2011	2012	2013	2014	2015
China	147	140	141	133	128	144
Hong Kong	18	11	19	17	10	26
Singapore	91	91	114	64	missing	34
Taiwan	72	67	52	52	47	35

For the purposes of comparing, this study closely looks at three variables/indicators to see the differences of charity phenomena in four societies. It includes: helping a stranger, money donation, and volunteering time.

Rankings: Helping a Stranger 2010-2015

Compared to the rankings of Hong Kong and Taiwan, Singapore’s and China’s ratings for helping strangers are significantly lower. Interestingly, the

Taiwanese inclination to help strangers is growing: by 2015, it ranked first. In contrast, Singapore's rankings have fallen, though in 2015, there was an upswing (see Figure 4).

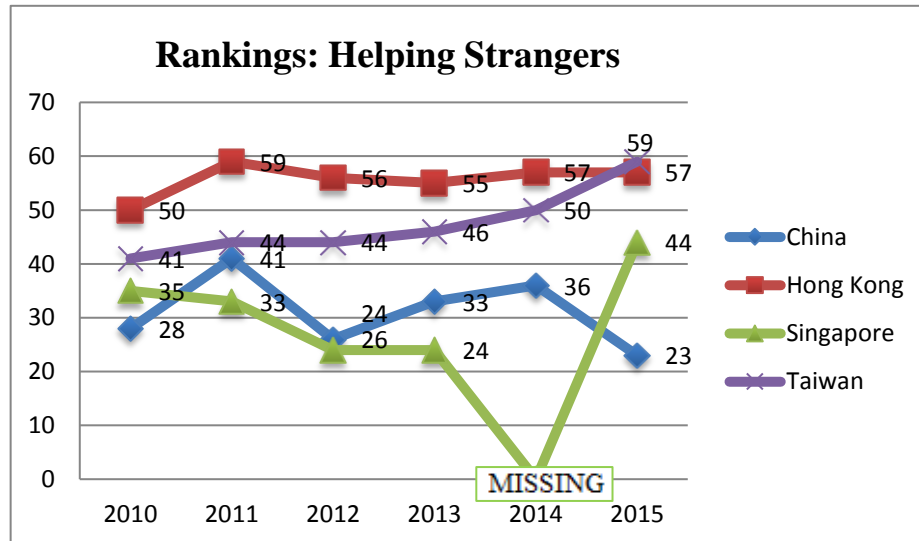


Figure 4: Rankings: Helping Strangers

Rankings: Monetary Donations 2010-2015

Hong Kong ranked first in monetary donations, and Taiwan and Singapore show annual improvement. China is still very low (approximately 10%): China has a long way to go in this area (see Figure 5).

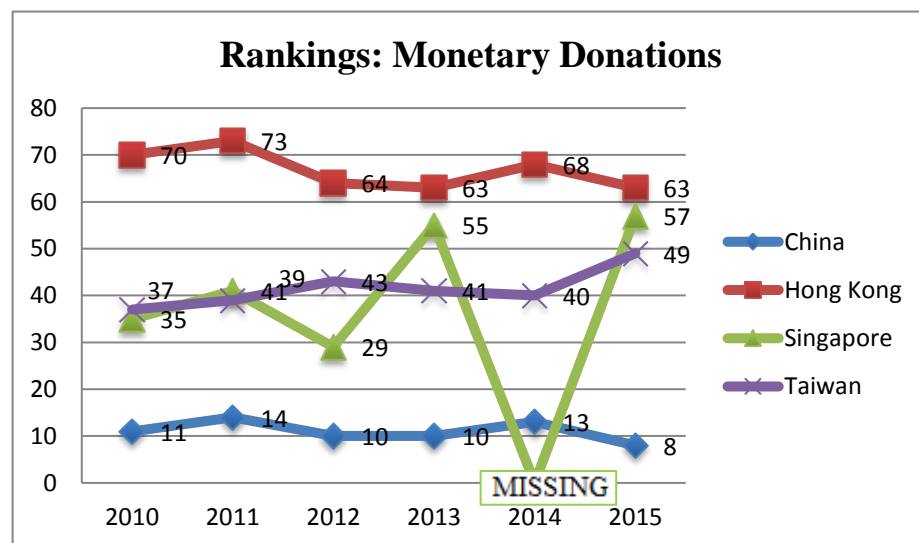


Figure 5: Rankings: Monetary Donations

Rankings: Volunteering Time 2010-2015

The Taiwanese are the most likely to do volunteer work, with Hong Kong ranking second. It is worth noting that Singapore's score has gradually increased and in 2015, it led all four countries—a trend that definitely merits further investigation. In China, volunteering is very unpopular, which may be an indicator that its civil society is still in its early stages.

Compared to the other two charitable behaviors, volunteering ranks very low in all four regions. According to the American scholar Robert Putnam, community and volunteerism are the cornerstone of democracy, and their promotion is essential (see Figure 6).

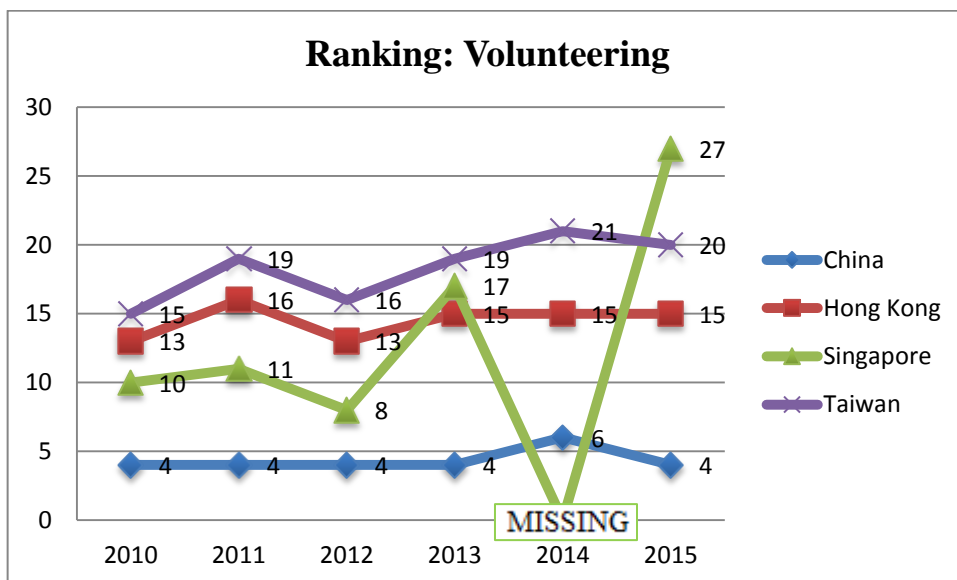


Figure 6: Rankings: Volunteering

Overall, the Taiwanese show the strongest inclination to help strangers (as it is often observed, “the most beautiful scene in Taiwan is people”); Singaporeans are most likely to volunteer; people in Hong Kong have the highest ranking for monetary donations; and those in China, due to the slow development of civil society, are in last place in every measure of charitable behavior.

C.2 Charitable Value Analysis in Four Societies

The sixth wave of the World Value Survey (2013) measured the respondents' agreement to certain statements as well as their responses to questions as follows:

It is important for a person to do something for the good of society.

The data show that respondents in Singapore are most likely to believe this sentence (3.335/5--5 represents total agree score), and those in Hong Kong are the least likely to hold this view (2.961/5).

It is important to help people living nearby and care for their needs

The Taiwanese are most likely to hold this view (3.71/5), while respondents in Mainland China are the least likely (3.33/5).

Would give part of your income to environmental organizations?

More than half of the respondents from all countries would give part of their income to environmental organizations. The highest percentage belonged to the Taiwanese (81.6%), and the lowest to those in Hong Kong (61.8%). In three countries, approximately the same percentage of respondents would not give any of their income (China, 15.4%; Taiwan, 18.1%, Singapore, 16.1%), but in Hong Kong, the percentage was much higher (36%). Hong Kong, then, shows the least inclination to donate to environment causes.

Do you feel confident giving money to charitable or humanitarian organizations?

The data illustrate that respondents in Taiwan have the most confidence in the organizations (76.4%), and respondents in China, the least (47.8%). Although over half of the respondents in Hong Kong (69%) and Singapore (62.4%) feel strongly confident in these organizations, the rate of respondents whose confidence is weak is also substantial (Hong Kong, 30.3%; Singapore, 37.6%).

Do you feel confident giving money to environmental organizations?

Over half of all respondents expressed strong confidence in environmental organizations: Hong Kong had the highest confidence levels (75.2%), and China the lowest (56.7%). The percentage expressing little confidence was highest in Singapore (30.2%) and the lowest in China (14.4%).

C.3 Charitable Behaviors Analysis: Social/Demographic Determinants

For our charitable behaviors analysis, we looked to the World Value Survey for social and demographic determinants in charitable behaviors including: membership, donation and volunteering work. First, we analyze membership and how it is related to social/demographic variables.

1. Membership

In charitable organizations

With respect to membership in charitable or humanitarian organizations, China respondents had the greatest percentage of non-members (41%), followed by Singapore (32%). Respondents from Taiwan make up the largest portion of active (49%). It is clear that the respondents from Taiwan participated the most in the organizations, and those from China, the least.

Does gender affect the membership of charitable or humanitarian organizations?

The data reflect that among all four countries, female members outnumber male members. The gender difference is most marked in Hong Kong, and least marked in Singapore.

Does age influence the number of both active and inactive members of charitable or humanitarian organizations?

The data show that most NGO members in China belong to a relatively young age group (up to 29). In Taiwan, the largest group is aged from 30 to 49. In Hong Kong, members who are more than 50 and those who are 30 to 49 are roughly equal (41% and 40%). In Singapore, the number of members from the three age groups are roughly equal, though the 30 to 49 age group is the largest (34%). The ages of the members in the four countries are quite dissimilar.

Do educational levels influence the number of both active and inactive members of charitable or humanitarian organizations?

Most active members in China completed a secondary technical education, while in the rest of the regions, most members had university degrees.

Do income levels influence the number of both active and inactive members of charitable or humanitarian organizations?

Active members of the organizations in China and Singapore have higher incomes than members in the other regions. The rest two regions, Taiwan and Hong Kong, are not so income-determinant.

Does religion affect the membership of charitable or humanitarian organizations?

In Singapore, most members of the organization considered religion important (76.5%). The percentage is smallest in China (31.82%). The membership of charitable organizations does not alter much according to the pattern of religious attitudes in all countries.

Do confidence levels towards charitable or humanitarian organizations affect the membership of these organizations?

In all countries, when one compares the confidence levels expressed by all respondents with those of members of charitable organizations, the latter is much higher. Members from Taiwan express the strongest confidence (81.98%) and members from Singapore express the least (though it is still high—65.81%).

In Environmental Organizations

WVS data show that the respondents from Taiwan and Hong Kong were most likely to be members of an environmental organizations (28.1% and 20.2%, respectively). Respondents from China and Singapore had much lower membership rates (2.4% and 9.3%, respectively).

Does gender affect the number of both active and inactive members of environmental organizations?

Among members of environmental organizations in China and Singapore, men predominate, while in Taiwan and Hong Kong, women outnumber men. It is noteworthy that the gender imbalance among members in Hong Kong is the most marked.

Does age influence the number of both active and inactive members of environmental organizations?

Young people (up to age 29) are most likely to be members of environmental organizations in China (43%) and Singapore (40%). Those aged 30 to 49 were the

largest membership group in Taiwan (45%) and Hong Kong (42%). The 50 and more age group represents a small percentage of membership in China (18%) and Singapore (23%), but is the second largest in Taiwan (36%) and Hong Kong (41%).

Do educational levels influence the number of both active and inactive members of environmental organizations?

Most members in China and Hong Kong achieved a secondary technical education; in the other regions, most members possessed university degrees.

Do income levels influence the number of both active and inactive members of environmental organizations?

Members of environmental organizations in China and Singapore have higher incomes than those in the other countries. Only in Hong Kong do lower-income groups for a significant part of the membership.

Does the level of confidence in environmental organizations affect their membership?

Compared to the confidence levels expressed by all respondents, the confidence levels of members of environmental organizations are very high. Members from Hong Kong express the strongest confidence (82%) and members from Singapore express the least (but it is still robust at 69.6%).

2. Donations/giving

Does gender affect the pattern of giving to ecological organizations?

Of the four regions, only China shows a greater number of donations by men than women; in the other countries, women make more donations.

Does age influence the pattern of giving to ecological organizations?

The data show that in all four countries, most respondents who have given money to ecological organizations are between 30 and 49 (China: 49%; Taiwan: 44%; Hong Kong: 44%; Singapore: 40%). Of those aged 50 or older, the least likely to give money to ecological organizations reside in China (21%). The ages of donors are most similar between Taiwan and Hong Kong; the ages in China are the most variable.

Do educational levels influence the pattern of giving to ecological organizations?

Most members in China have only a degree from secondary technical schools; in the other regions, most members completed university degrees.

Do income levels influence the pattern of giving to ecological organizations?

The data show that among the donors to ecological organizations, those from Singapore have the highest incomes; those with lower incomes in Singapore are least likely to donate. This suggests that income level may have less effect on giving patterns in Singapore than in the other countries.

Do confidence levels influence the pattern of giving to ecological organizations?

Over 70% of those who have given money to ecological organizations have strong confidence in these organizations in all four countries. Donors in Taiwan express the highest level of confidence (84%), and donors in Singapore, the least (71%).

Does membership in environmental organizations affect the pattern of giving to ecological organizations?

Most donors in Taiwan are also members of environmental organizations (43.4%), while in China and Singapore, it is less likely that donors are also members (14.8% and 16.6%, respectively).

3. Volunteer work

Are you currently doing unpaid volunteer work?

WVS asked respondents if they were engaged in volunteering in the second wave of the survey. Unfortunately, only China was included in this wave. Still, the data have some relevance. About 70% did not engage in volunteering

Datasets that are confined to single-region data, such as the Chinese Citizen Charity Attitude Survey and Taiwan Social Change Survey, provide opportunities for further insights and may provide consolidation for our findings.

The 2013 Chinese Citizen Charity Attitude Survey reveals that Chinese people’s charity participation is positively associated with their educational level. Those who obtained a Master’s or higher degree are more willing to participate in charitable activities. The factors that are most likely to discourage such participation are economic restrictions, distrust of charities, and poor law regulation. This leads us to hypothesize that if people in China were wealthier, more trusting of charities, and more confident in the government, they would be more inclined to engage in charitable behavior. This hypothesis appears to be supported by another finding of the survey: people in China think that the best way to promote charitable behavior is to “build an oversight system “that is based on co-operation among the government, society, and charity.” (75.5%), followed by “sound legislation about charity” (71.2%). Obviously, progress in the economic, social, and law systems is crucial to the improvement of charitable behavior in China.

The data from TSCS also can be used to supplement the current study: Lai (2015) used this database to analyze the relationship between a set of predictors (social and demographic variables) and gross charitable giving (dependent variable). The results of Lai’s findings are giving in Table 3 below:

Table 3: Total Charitable Giving Tobit Model

	2004	2009	2014
Variable	Gross Charitable Giving	Gross Charitable Giving	Gross Charitable Giving
Amount of Donations	-9.598*** (2.253)	-11.931*** (1.995)	-8.729*** (2.063)
Family Income	0.035 (0.096)	0.086 (0.077)	0.187 (0.136)
Gender	-0.827*** (0.306)	-1.371*** (0.279)	-0.742** (0.332)
Age	0.064*** (0.013)	0.067*** (0.011)	0.050*** (0.014)

Education	0.208*** (0.046)	0.254*** (0.041)	0.363*** (0.053)
Marital Status	1.579*** (0.348)	1.059*** (0.321)	1.452*** (0.371)
Religious Beliefs	3.266*** (0.394)	2.124*** (0.437)	1.929*** (0.553)
Log Likelihood	2092	2091	2092
Sample	1334	1723	1357

***, **, and* indicate statistically significant level at 1%, 5%, and 10%, respectively.

Not surprisingly, gender, age, education, marital status, and religious beliefs influence charitable giving; those who are female, older, well-educated, married, and religious are more willing to donate.

C.4 Charitable Behaviors Analysis: Psychological and Attitudinal Dynamics

This section compares the psychological attitudes and social beliefs that may influence charitable behavior among the four countries. The micro criteria that have been chosen as the basis of comparison are the importance of religion, interpretation of religion, willingness to contribute to the good of the society, willingness to help and care for neighbors in need, willingness to donate to the environment, and confidence level in charitable organizations.

Charitable attitudes are heavily influenced by religious beliefs. Respondents in Singapore were most likely to regard religion as very important (76.7%), while China represented the other end of the spectrum (10.6%). More respondents in Taiwan (52.7%) consider religion important than in Hong Kong (33.4%).

The WVS also asked respondents to provide their interpretation of religion: was it a matter of following religious norms and ceremonies or was it more important to do good to other people? Overall, the responses favored the latter

interpretation. Most respondents in Taiwan (83.8%) believe that religion means to do good to other people; the smallest percentage to hold this view was in China (45.4%). In Hong Kong, the greatest percentage of respondents believed that religion means to follow religious norms and ceremonies (26.5%), and the Chinese again were the least likely to support that view (11.2%).

When asked if they agreed with the statement, "It is important to do something for the good of society," the respondents from Singapore were the most likely to agree strongly (Singapore, 73%; China, 47.5%; Taiwan, 54%; Hong Kong, 47.5%).

When the respondents were asked whether they agreed with the statement, "It is important to help people living nearby and to care for their needs," those from Taiwan expressed the highest degree of agreement (3.71/5), and those in China, the lowest (3.33/5).

When asked, "Would you give part of your income for the environment?" more than half of the respondents from all countries said yes. The highest percentage came from Taiwan (81.6%), and the lowest from Hong Kong (61.8%). The percentage of those who answered no was similar in China, Taiwan, and Singapore (15.4%, 18.1%, and 16.1%, respectively), Hong Kong had a much higher percentage (36%). It can be inferred that, among the four countries, Hong Kong is the least concerned with donations to environmental causes.

When asked about their confidence in charitable and humanitarian organizations, the respondents from Taiwan expressed the highest level of confidence (76.4%), while those from China were the least likely to be very confident (47.8%). Although over half of the respondents in Hong Kong (69%) and Singapore (62.4%) have a high degree of confidence in these organizations, the percentage of those with little confidence is also high (Hong Kong, 30.3%; Singapore, 37.6%).

DISCUSSION

The main aim of this study is to determine whether certain variables influence charitable behaviors. Fortunately, the World Value Survey supplied us with data on psychological, attitudinal, social, and demographic factors, and CAF provided data on the frequency of charitable behaviors (helping strangers,

donations, and volunteering), so we could determine whether discriminant validity exists.

According to the study conducted by Lee and Chang (2007), women are more willing than men to make charitable donations. In our study, it is not surprising that the male in most of regions are likely to exhibit charitable behaviors.

According Bussell and Forbes (2002), older people usually have a stronger propensity to donate to charities. The current study supports this position: Singapore and Hong Kong have the oldest population and they are also the countries in which there are the most volunteers, according to CAF's *World Giving Index*. People with higher educations are more apt to make charitable donations. The Taiwanese have the highest educational levels, but Hong Kong leads in donations (it should be noted that there is only a slight difference in the educational levels of the Taiwanese and the people of Hong Kong). This may be due to the fact that the greatest percentage of those in the highest income bracket reside in Hong Kong, and income is positively associated with the amount of donation (Lee & Chang, 2007).

When we carefully examined the data from the Chinese Citizen Charity Attitude Survey, we found that the maturity of social and public institutions, and the development of public trust in are crucial to charitable behavior. If Chinese people do not trust the legal system or suspect corruption, their charitable intentions are discouraged. The Taiwan Social Change Survey provides quantitative models that identify the demographic factors associated with charitable donation. Those who are female, older, highly educated, married, and religious are more inclined to donate money, and the effect is fairly stable across the decade.

Now, it is time to disentangle the relationship between micro variables, such as psychological or attitudinal factors, and volunteering/ helping. Singapore and Taiwan, the two countries where people are most likely to consider religion very important, are also the two countries that have the highest percentage of volunteers according to CAF. Respondents from Taiwan and Hong Kong showed the strongest propensity to help people living nearby, and CAF's data shows that people in these countries are the most helpful to strangers.

According to the World Value Survey, Singaporeans are the least likely to volunteer, but CAF data indicate that they devote the most time to volunteering.

This discrepancy suggests that, while Singaporeans are less willing to be members of NGOs, those who do become members are very active. Taiwan ranks second in terms of membership in charitable organizations and also in terms of volunteering hours.

After surveying the data from the World Value Survey and the CAF, we can determine whether micro variables forecast the rate of volunteering and helping, and macro variables forecast the rate of donation. This study basically confirms our hypothesis, which was based on the existing literature. Apparently, the results of studies conducted in the Western and Eastern societies converge. It is possible that the underlying social and psychological mechanisms are universal. Further studies should collect data for the independent variables and dependent variables used in this study from the four ethnic-Chinese regions during a controlled time period, and build quantitative models to estimate the effects. This would give us a better understanding of the underlying mechanisms of Chinese charitable behaviors.

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