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Title
Civic Profile as a Mediating Factor between Social Network and Giving Behaviors

Abstract
Monetary donation and volunteering are two major forms of altruistic behavior that make philanthropy work. Substantial research has been done to identify and examine factors that affect the forms and scales of donation and volunteering. Prior research has addressed the issue at multiple analytical levels. At the systemic level, the focus has been put on various socio-political and cultural factors. Specifically, social network has been found to be an effective predictor of altruistic behavior.

The works of Brown & Ferris (2007) and Jones (2006) have suggested that while social network is the major impetus for making a donation and volunteering; it exert different levels of influence on the two genres of giving behavior. Prior research argued that such a difference is a result of the nature of social network itself: given that social network is a relationship-based factor that depends on contacts with people and community, it promotes volunteering better than monetary donation. This study complements and further extends the existing literature by arguing that, apart from the nature of social network, individuals’ civic profile can mediate the impact of social network on their giving behaviors. Specifically, we focus on two dimensions of the civic profile: (1) individuals online engagement, (2) civic value.

Conventional studies have largely portrayed social network as constituted by associational ties and activities. With the advancement of information technology and social media, however, online interaction and activities have in many cases coalesced into social network that affect the kinds of information people receive, and the way they interact, or fail to communicate, with one another. We argue that individuals’ online involvement significantly mediates the way social network affects their propensity to engage in different genres of giving behaviors. The second dimension is civic value. While the traditional value of help emphasizes charitable acts towards one another,
civic value is premised more on civic duties and social responsibility. The different orientation tends to bring about different patterns of giving behaviors, when it interacts with social network. This study provides a more nuanced understanding of how individuals’ civic profile conditions the way that social network impinge upon different genres of giving behaviour. We corroborate some of our arguments with survey data charting the giving behavior in Hong Kong. As a most generous Asian city in the world, Hong Kong provides an interesting context for the study of giving behavior.

**Keyword**

Giving, civic profile, mediating factor, online engagement, civic value