Abstract Reference Number: k10

Author

Yuming Han, Lin Shiyu, Chai Bei Chen

Title

Social network, Co-creation and mobile payment: the ways social media platforms influence giving and volunteering behaviours

Abstract

As communication technology and online networking are highly embraced in modern society, social media platforms like Instagram, Facebook and Wechat without a doubt have taken over a crucial role in people’s lives as it innovates communication and connection. Volunteering and giving behaviours are also one of the dimensions that have also been changed dramatically among people’s lives.

There are several trends of social media, which positively affect the public giving behaviour. 1) Social media has a large number of users who can be regarded as potential donors. Additionally, there is a social network of the social media. The donating behaviour may happen as a chain reaction and spread among their friends. 2) Social media brings about an interactive behaviour, which means online two-way or multi-way communication has been realized. Co-creation has been becoming a new trend of giving behaviour because of the online interaction. 3) Social media has the mobile payment function, which makes immediate donation reality. People using social media could give within minutes. 4) Social media can organize multi-media fundraising campaigning, including texts, photos, and videos.

Overall, this research aims to investigate the influences of the aforementioned and newly emerged social media platforms in Asia on the act of giving and volunteering in the social sector. New media platforms have attracted millions of users, particularly new generations. Moreover, social media platform in Asia has the mobile payment system embedded within, which enhances the conveniences of donation and could potentially lead to a significant increase in donations. It is
concluded that these social media platforms have a range of positive influences on the giving and volunteering behaviours, not only through the various features they possess but also due to their social networking characteristics.

**Keyword**

Social media; Giving Behaviours; Third Sector in Asia; Co-creation; Mobile Payment; Social Network