

**Millennials Motivation to Online and Offline Charitable Support on Social Media
Platform: Using Aggregated Levels of Self-Determination Theory**

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ABSTRACT

Millennials Motivation to Online and Offline Charitable Support on Social Media Platform:

Using Aggregated Levels of Self-Determination Theory

Weixiao Dong

Charities are encountering an unprecedented crisis during the Covid-19 pandemic. Most of the charities have moved their service on social media to reach more potential supporters, and thus charity's online marketing-oriented strategies need more theoretical guidance. The present study aims to examine millennials' motivations and affective stimuli to online and offline charitable support by using three aggregated levels of Self-Determination Theory (SDT): controlled motivation, autonomous extrinsic motivation, and autonomous intrinsic motivation. Besides, self/other benefits and local/global charities' Facebook appeals were presented to explore the moderative effects on the relationship between SDT regulations and charitable support intention. The key finding is that millennials in the self-condition are more likely to show offline support with increasing autonomous extrinsic and intrinsic motivation whereas those in others-condition show decreased online and offline support intention with increasing controlled motivation. The result highlighted the stronger relation between autonomous extrinsic motivation and charitable support, indicating that the value, goals, and the practical meaning of charity events, compared to interest and pleasure (intrinsic motivation), better predict millennials' charitable support. However, we didn't find any moderative effects of local/global conditions.

Keywords: Charitable Support, Millennials Motivation, Self-Determination Theory, Online Charitable Appeals, Social Media, Conspicuous Donation Behaviour (CDB)

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INTRODUCTION

Charities and non-profit organizations are important to our society as they provide essential services and job opportunities, complementing the public service and boosting economic development. However, charities encounter an unprecedented crisis because of the competition of limited resources and funds with for-profit companies, other local, and international charities (White & Peloza, 2009). During the Covid-19 pandemic, the context of “donations, giving time, participating in non-profit organization growth” has been difficult with the lockdown and social regulations imposed in many counties. For this reason, most charities and non-profit organizations have moved their service on social media to reach more supporters and to maintain daily operations (Jensen, 2020). In the fierce market competition, charities have become a “special business” and, thus, they need to embrace marketing-oriented strategies to promote themselves effectively (e.g., Andreasen & Kotler, 2014; Gonzalez et al., 2002). Rob and Joseph (2016) have proved that multimedia-related contents (e.g., photos, videos, images) result in greater donations. Compared to the traditional charitable model, the online charity also highlights the timely information and online spreadability, which require charities to strengthen their explanatory capacity and publicity (Salido-Andres et al., 2021). Most of the active participants on social media platforms are the younger generations. Millennials, as early-adopter of the internet, account for a large proportion and can be regarded as a distinct group (Bolton et al., 2013). In fact, millennials have higher passions to engage in charitable events, especially to dedicate their time and energies for making positive contributions and changing the world (Reed et al., 2007). Helping behaviors on social media platforms is a novel research topic and we know little about why and how millennials engage in online prosocial and social wellbeing, that is helping others and giving. Online helping is an

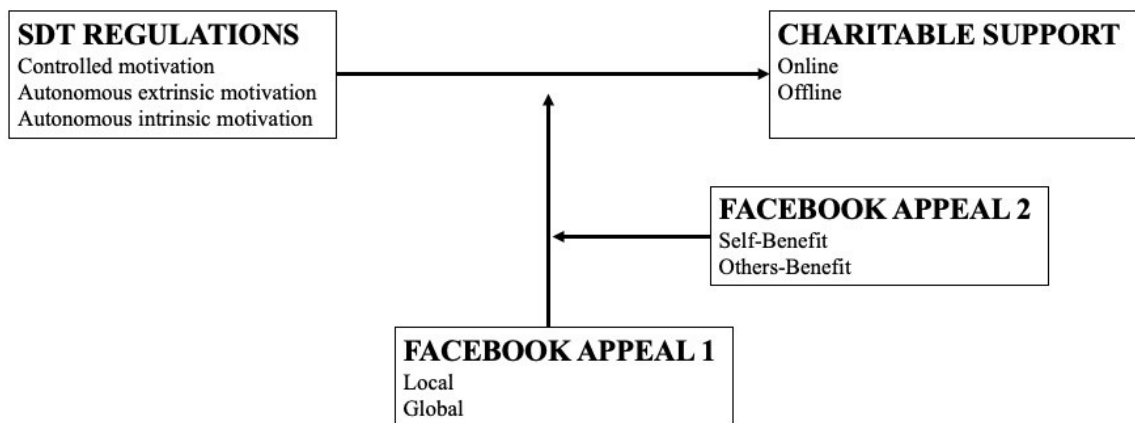
important way of contributing to society, which is why it is necessary to investigate the motives of millennials' prosocial behaviours and affective stimuli on social media.

The impacts of socio-demographic variables (e.g., age, gender, income, education, social class) on giving behaviour have been well examined. Researchers explored intrinsic motivation (e.g., altruism, empathy) (e.g., Prendergast & Hak Wai Maggie, 2013) and extrinsic motivation (e.g., reputation, self-image, reward) (Schlegelmilch & Tynan, 1989). Self-Determination Theory (SDT) integrates those types of motivations on a continuum ranging from amotivation through controlled motivation to autonomous motivation according to the extent of self-determination, including three main categories: amotivation, extrinsic motivation, and intrinsic motivation (Gagné & Deci, 2005). Individuals with higher self-determined motivation will perform more actively and be more positive in the work environment (Gagné & Deci, 2005), in the learning environment (Reeve, 2012), and in the exercise domain (Edmunds et al., 2006).

In the charitable domain, some studies have found that helping behaviour can also be motivated by autonomous and controlled types of motivation (e.g., Pavey et al., 2012; Paulin et al., 2014). People who adopt autonomous motivation have a high willingness to engage in prosocial acts as they can be motivated by more meaningful reasons and more perceived positive energy (Weinstein & Ryan, 2010). However, most SDT research emphasizes the benefits of intrinsic motivation as the prototype of autonomous motivation, while the potential positive impact of extrinsic motivation such as money or other positively valued outcomes have often been seen as negative or sometimes even been degraded (Locke & Schattke, 2019). It is common in SDT research to combine external and introjected regulations into controlled motivation and identified regulation and intrinsic motivation into autonomous motivation. However, this approach puts identified regulation, which is a type of extrinsic motivation, in the same category with intrinsic motivation, which is per definition different from extrinsic motivation (Locke & Schattke, 2019).

Kumar and Chakrabarti (2021) have classified previous studies regarding donor behaviour into three dimensions: donor dimension, charity/nonprofit organization dimension, and external environment dimension. This study expands the scope of the three dimensions regarding donor behavior by adopting a new measurement of motivation in SDT to find some new insights on the motivation of millennials' online/offline charitable support. Therefore, we suggest using controlled motivation, autonomous extrinsic motivation, and autonomous intrinsic motivation to investigate the interaction between motivations and millennials' online pro-social behaviours on social media, in which individuals more easily present themselves and closely relate to their friends. We supplement the donor dimension because our participants will be millennials (the next generation of donors and participants) and adopt the aggregated levels of SDT for predicting outcomes. We also explore the organizations' appeals design on social media platforms, developing the charity/nonprofit organization dimension and external environment dimensions (Please refer to Figure 1.0).

Figure 1.0: Conceptual Model



In the next sections, we provide a literature review with the conceptual model and hypotheses, present the methodology and results, and discuss the findings. Finally, we conclude with potential limitations and future research avenues.

CHAPTER 1

LITERATURE REVIEW & HYPOTHESES

Online charitable behavior is an emerging research topic and the motivation of online support needs to be further analyzed. In this section, we review the charity support status, how motivation through self-determination theory can drive the donors/supporters taking into consideration potential influencing factors. We look at the influence of social media on millennials' (younger generations) charity support and how online promotion can appeal to younger generations taking into consideration the self-benefit and others-benefit appeals. Based on the online charity appeals, we also compare local and global charity contexts.

1.1. Current Status of Charity Support

The importance of charities and non-profit organizations can be explained not only by providing complementary and essential services but also jobs opportunities and economic growth. In Canada, “charities and nonprofits account for 8.1 percent of GDP and employ 2.4 million Canadians of which 70 percent are women.” (Booth, 2020). However, charities are facing an unstable fund-raising environment because of the increase in the number of charities and the limitation of resources from the government and the public (donors) (White & Peloza, 2009).

During the Covid-19 pandemic period, because of the enforced isolation and severe economic downturn, “almost 117,000 employees working in Canadian charities may be laid off and those charities will be projected to lose \$9.5 billion.” (Jensen, 2020). Charities lacking support and cash reserves are particularly vulnerable during this unprecedented period as the group-based fundraising events must be canceled, which leads increase of costs and decrease of funding.

As a result, the Covid-19 pandemic forces charity organizations to update their services. Many charity organizations have adopted online communitive tools fulfilling their missions. “Research shows that 54% of charities move to their service online” (Jensen, 2020). In addition to traditional charity support, such as direct monetary donation, various new ways of charity support (e.g., volunteerism, charity lotteries, cause-related products, etc.) appear as optional means of competition to attract public support. At the same time, social media platforms, such as Facebook and Twitter, provide new opportunities for charity organizations to connect with the younger generations who mostly interact online (Aldridge & Fowles, 2013). In this context, there is a need to further understand the underlying factors of motivations.

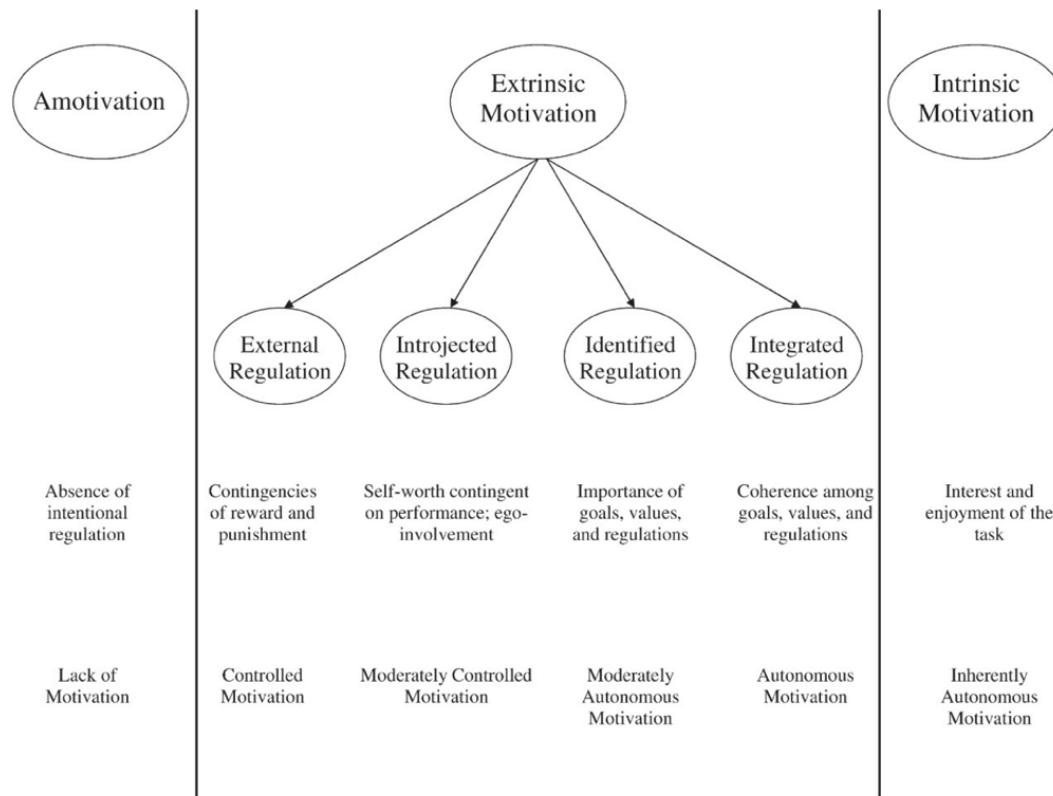
1.2. Helping Motivation and Self-Determination Theory

The understanding of the internal drive of the supporters and influencing factors is significant to charities, and the conventional charitable support behavior (CSB) is well explored by researchers. Dovidio et al. (1991) proposed the Cost-Reward Model (CRM) explaining individuals' helping behavior, emphasizing the balance between giving and gaining evaluated by supporters. Sargeant et al. (2000) listed the factors impacting helping behavior, showing that age, gender, social class/income, religion, the impact of education can lead to the change of individuals' helping behaviour. Moreover, altruism, empathy, and guilty have been examined for predicting pro-social behaviour in the charitable domain (e.g., Andreoni et al., 2017; Chang, 2014; Farrelly & Bennett, 2017).

Self-Determination Theory (SDT) integrates these sub-theories and expands on the concepts of intrinsic and extrinsic motivation by positing a continuum (Please refer to Figure 1.1) from amotivation via controlled motivation to autonomous motivation (Ryan & Deci, 2000; Gagné & Deci, 2005), focusing on individuals' three basic needs (the needs for competence, relatedness,

and autonomy). *Amotivation* is wholly lacking in self-determination. People do not know why they do what they do. *Controlled motivation* consists of external regulation and introjected regulation. *External regulation* happens when rewards and punishment are imposed on a person who fulfills tasks solely rely on these external factors. People who adopt *introjected regulation* have not fully accepted the value or regulatory process from outside as his or her own but act on it out of inner control, which is related to guilt, lowered self-esteem, or attacks on the ego. *Identified regulation* and integrated regulation belong to the autonomous motivation category and are partly or fully internalized. Identified regulation occurs when people perceive the importance of the behavior reflecting an aspect of themselves, and *integrated regulation* describes a stronger consistency between behavior and sense of self. SDT views *intrinsic motivation*, namely inherently autonomous regulation, as the best state individuals want to achieve. Intrinsic motivation occurs when the behavior is inherently consistent with interest and enjoyment.

Figure 1.1 Self-Determined Theory (SDT) Continuum (Gagné & Deci, 2005)



In self-determination theory, only when individuals have the freedom to select their activities that are consistent with their self-selected goals, can reach autonomous motivation. The strength of autonomous motivation varies according to the degree of internalization. Integrated regulation is the fullest type of internalization (Deci et al., 1994). The stronger congruency between the behavioral value and psychological needs, the more volitional actions the individuals will take without enforcement or pressure from the outside environment. In contrast, people with controlled motivation are passively encouraged by rewards and punishment or by the pressure to feel worthy or protect their ego. Gebauer et al. (2008) pointed out that pleasure-based motivation and pressure-based motivation direct to different positive and negative outcomes. Autonomous motivation is also associated with self-actualization, well-being, and positive engagement (Deci & Ryan, 2000;

Vansteenkiste et al., 2004), whereas controlled motivation is usually unrelated or negatively related to these outcomes (Vallerand et al., 2008).

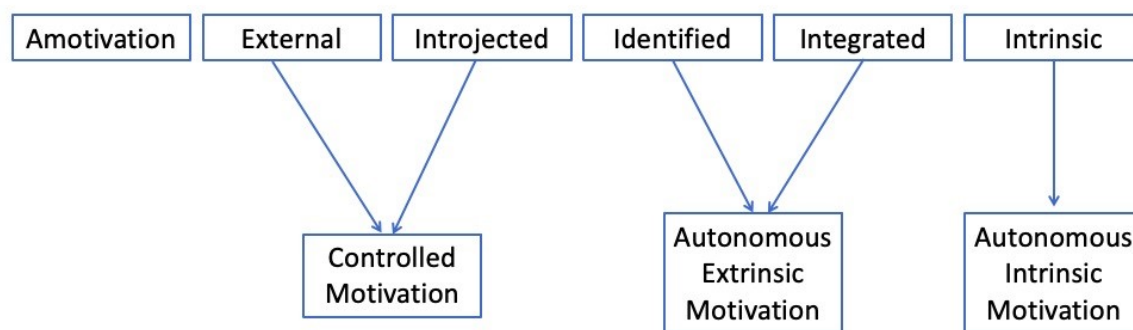
In SDT, different regulations can also be classified into amotivation, extrinsic motivation, and intrinsic motivation. Vallerand (1997) pointed out that individuals' motivations are multidimensional, implying the coexistence of multiple motivations within individuals. Locke and Schattke (2019) indicate that the interrelationships among different types of motivations could take the form of mutual facilitation, compensation, and conflict.

Most prior studies regard identified, integrated regulation and intrinsic motivation as autonomous motivation whereas the first two belong to extrinsic motivation, which is different and thus need to be further clarified. The questions about whether intrinsic motivation is always superior compared to other motivations and the combined effects of different motivations are raised. However, few studies examined the interaction among these three motivations. Thus, we posed aggregated levels of SDT in the present study (Please refer to Figure 1.2). Locke and Schattke (2019) highlighted that extrinsic motivation might also contribute to positive outcomes, explaining that extrinsic motivation is outcome-oriented and focuses on future value. Indeed, it is reasonable to assume that the optimal status of behaviour does not only result from intrinsic motivation regarding the demands of pleasure and enjoyment but also from extrinsic motivation. Vlachopoulos and Karageorghis (2007) conclude that identified motivation plays a significant role in enjoyment enhancement and that the combination of identified and intrinsic motivation will predict higher enjoyment of exercise. The relationship between autonomous extrinsic motivation and intrinsic motivation has been identified in the exercise domain. Similar results were found in the work environment. Van den Broeck et al. (2021) verified the incremental value of each motivation on the SDT continuum by conducting a meta-analysis whereas only the integrated motivation hardly explains incremental variance in outcomes. The function of identified

motivation in performance enhancement and organizational citizen behaviour is more powerful, though the importance of intrinsic motivation cannot be denied (Van den Broeck et al., 2021). The authors conclude that people who perceive the importance of tasks and recognize the value of the outcomes may behave better compared to those who are only driven by enjoyment and interest.

SDT can be applied in different domains, such as education, exercise, and working environment for examining motivations. When we explore the impact of motivations on millennials' charitable support on social media, this context should be clarified since our social behaviors may vary according to the different stages of social development.

Figure 1.2 Aggregated Levels of SDT



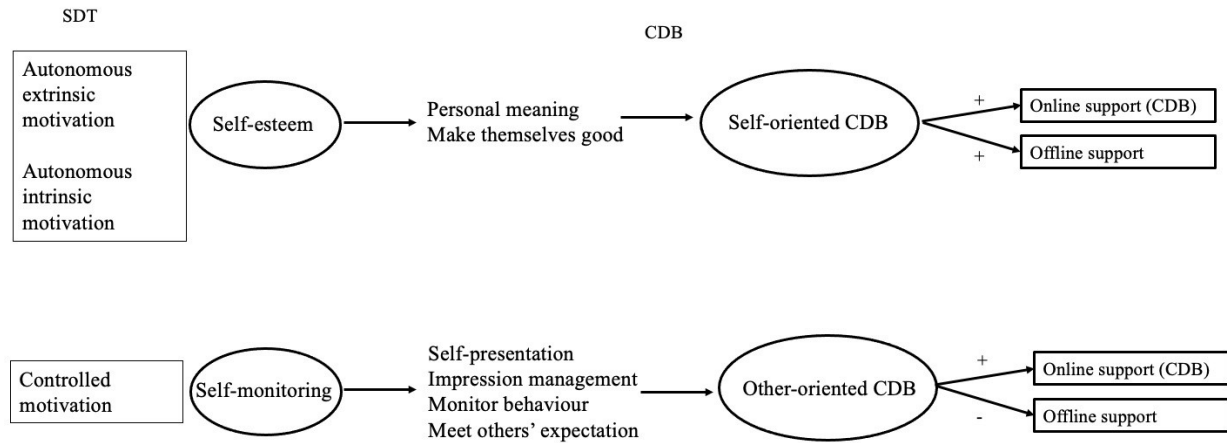
1.3. Social Media & Conspicuous Donation Behaviour (CDB) & Millennial's Charity Support

McLuhan (1964) emphasized that “the medium is the message” in changing the way we think and act. Inevitably, new communication technologies bring us a different social environment with new norms and values. Social media is an example of the medium is the message. It has attracted attention because of its huge impact on online and offline social relationships.

“An identity is a complex personal and social construct, consisting in part of who we think ourselves to be, how we wish others to perceive us, and how they actually perceive us” and “how we wish others to perceive us” is emphasized in a social media context (Wood & Smith, 2005, p.52). Conspicuous donation behavior (CDB) is a theory developed on this concept exploring

virtual charitable support behaviors. CDB is “the act of donating to charitable causes via the visible display of charitable merchandise or the public recognition of the donation” (Grace & Griffin, 2009, p. 16). In Wallace et al. (2017), CDB describes that young people mention charities on social media platform whereas the real donation behaviour (time or money) remain skeptical. Namely, those young people who share, give likes, and give comments to charitable-related content on social media maybe because of the desired recognition and self-presentation, instead of “pure altruism”. Wallace et al. (2017) pointed out that people with higher self-esteem have higher self-oriented CDB, which means they regard personal meanings and thus their online charitable support behaviour is to make themselves feel good. In contrast, other-oriented CDB increased by self-monitoring describes those people who are sensitive to surrounding cues and to others’ impressions. Their online charitable support behaviour is for the purpose of impression management and self-presentation. After integrating CDB and SDT, we found that self-oriented CDB increased by self-esteem is related to *autonomous extrinsic motivation* and *intrinsic motivation* as it focuses on personal meaning, goals, and values. Moreover, self-oriented CDB driven by self-monitoring is closely related to *controlled motivation* because it highlights the importance of reward and external pressure. Thus, it is reasonable to combine the concept of aggregated levels of SDT with CDB to explore online and offline charitable support on social media (Please refer to Figure 1.3). Wallace et al. (2017) found that both people with high self-esteem and with high self-monitor are more likely to engage in CDB to make themselves good and to impress others separately. Besides, this research also pointed out the incongruency between online and offline behaviors, indicating that active online supporters don't always positively involve in offline support. This study revealed that different from self-oriented CDB, other-oriented CDB (high self-monitor) is negatively related to real offline charitable support intention (donation or volunteer).

Figure 1.3 Integration of SDT and CDB



Currently, millennials, compared with other generations, are more likely to engage in online events presenting themselves through social media platforms. Fine (2009) pointed out that the engagement of the millennial generation is essential to the success of the non-profit organization. Millennials or “generation Y” are those early adopters who regard social media as a bridge to connect them with information and others in the world, showing their attitudes about issues they care about (Fine, 2009). They are confident that the roles they are playing have a positive impact on society, which is consistent with their prosocial behaviors and their support intentions. This generation is more likely to devote themselves to various charity activities which time and energy are needed as they believe that these events are more congruent with their faith and morality (Reed et al., 2007). However, millennials, as a young generation and early adopter of the internet, is a complex group. They are concerned about social issues and thus engage in charitable activities with an attitude to change the world. At the same time, they also highly value social recognition and self-image (Twenge, 2013). As Gorczyca and Hartman, (2017, p.417) described “while millennials want to do good in the world, they also expect some benefit in return.” Based on the above discussion, we hypothesize the following:

Hypothesis 1: Autonomous extrinsic motivation, compared to controlled motivation and autonomous intrinsic motivation, best positively predicts millennials' online and offline support.

Hypothesis 2a: Controlled motivation positively predicts millennials' online support

Hypothesis 2b: Controlled motivation negatively predicts millennials' offline support

Hypothesis 3a: Autonomous extrinsic motivation positively predicts online support

Hypothesis 3a: Autonomous extrinsic motivation positively predicts offline support.

Hypothesis 4a: Autonomous intrinsic motivation positively predicts online support

Hypothesis 4b: Autonomous intrinsic motivation positively predicts offline support.

Thus, we need to look at the online promotion and appeal to have a better understanding of the context specificities.

1.4. Online Promotion & Self-Benefit and Others-Benefit Appeals

Given that charities are competing the limited resources, a professional model of online operation merging promotion strategy and consumer relationship is needed. Researchers suggest that non-profit organizations should embrace marketing-oriented concepts to gain sustainable support from the public (e.g., Andreasen & Kotler, 2014; Gonzalez et al., 2002; Kotler & Levy, 1969). As a result, market segmentation, product positioning, advertising, and place can be applied in a non-profit career (Dolnicar & Lazarevski, 2009).

Among these four marketing mixes, persuasion advertising is one of the key tools for appealing to more potential supporters to engage in pro-social behaviors. Some researchers have explored

the correlation between donation intentions and promotion strategy. Burt and Strongman (2005) have found that images used in charity promotion will lead to different donation responses. Donors are more likely to give responses to those pictures showing moderately negative emotions. The narrative and description of the advertising lead to different reactions of donors as well. Schattke et al. (2018) discover that others-benefit Facebook appeal, compare with the self-benefit appeal, can trigger charitable event support intentions. In other words, those Facebook event pages encouraging supporters to contribute to others who are in need and to the society receive better responses. It is therefore important to distinguish the self-benefit from others-benefit appeals.

We have already known that millennials think highly of self-presentation and self-image on social media. Thus, we assume that they are more likely to mention others-benefit appeals on their social media platforms no matter for personal meaning (self-oriented CDB) or for impression management (other-oriented CDB). Regarding offline charitable support, we predict that millennials' offline charitable support will be positively related to self-benefit appeals because, as we mentioned before, millennials also expect some benefit in return when they engage in charitable events. Based on the above discussion, we hypothesize the following:

Hypothesis 5: Others-benefit Facebook appeal positively affects millennials online charitable support whereas self-benefit Facebook appeal positively affects millennials offline charitable support.

As we are interested in online charitable support, we should consider distinguishing local from global charity context.

1.5. Local & Global Charity

The charity domain can be divided into local and global differing from recipients, the scope of the service, and publicity. The preference of people on local and global charity remains vague. In

general, using charities' records for data analysis, researchers revealed that people from the United Kingdom, The Netherlands, Canada, United States, and others tend to support domestic charities, which is consistent with "charity begins at home" (e.g., Knowles & Sullivan, 2017; Rajan et al., 2009).

The social identity theory is widely applied when researchers study the motivation of pro-social behaviors (e.g., Levine et al., 2005; Paulin et al., 2014; Stets & Burke, 2000; Tajfel, 1974). Social identity theory pays more attention to the self-concept and the belonging to certain groups. In fact, people are more likely to help others believed to be members of the same community or to share similar attitudes (Tajfel, 1972). Based on social identity theory, Wood and Smith (2005) investigate the different donation intentions to a local charity (in-group) and global charity (out-group). Consistent with the social identity theory, results show that participants who are exposed to in-group appeal presented higher intention to support local charity whereas those who face out-group appeal are more likely to support global charity, which verifies the impact of ethnicity as a predictor in helping behaviours. De Pelsmacker et al. (2020) conducted a study asking message receivers from in-group ethnicity and out-group ethnicity to show their support intentions of the charity event and found that the in-group members have a higher possibility to give help. Vanhamme et al. (2012) point out that people are more encouraged by appeals to engage in charity events if a higher degree of congruency can be perceived. Based on the above discussion, we hypothesize the following:

Hypothesis 6: Millennials in the local condition have higher online and offline charitable support intentions than those in the global condition.

In summary, integrated with the characteristics of millennials' charitable behaviour and charitable behaviour on social media platforms, we assume that autonomous extrinsic motivation is the most significant predictor of millennials' online and offline charitable support. And

millennials are more likely to react to others-benefit appeals on social media platforms for self-presentation whereas they are more likely to be encouraged by self-benefit appeals to engage in offline charitable support to gain benefits from charitable events. Besides, based on prior studies regarding local and global charities, we expect that millennials will respond more positively to local charities. Based on the above discussion, we hypothesize the following:

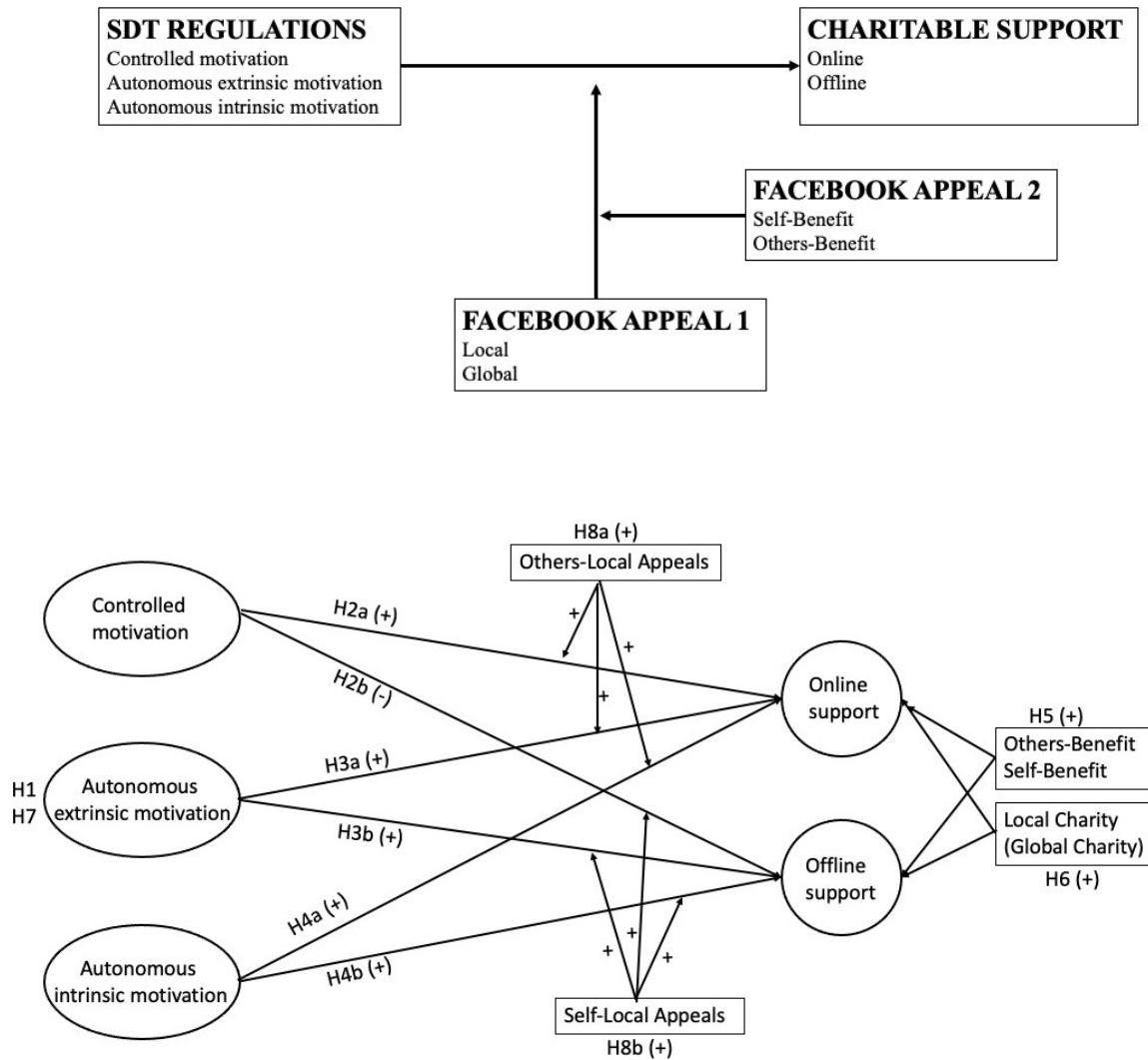
Hypothesis 7: (moderator effect): Autonomous extrinsic motivation, compared to controlled motivation and autonomous intrinsic motivation, interacting with self/other and local/global conditions best positively predicts online and offline support.

Hypothesis 8a: (moderator effect): Millennials in the Others-Local condition are more likely to support online charitable events.

Hypothesis 8b: (moderator effect): Millennials in Self-Local condition are more likely to support offline charitable events.

Overall, this study aims to examine the relationship between SDT and millennials' online/offline support. Self-benefit/Others-benefit appeals' and Global/Local Charity are regarded as two moderators (Please refer to Figure 1.4). In this case, those online charitable appeals become the medium for presenting the moderators and provide opportunities to figure out the impact factors on participants' support intention, which can help improve appeals' efficiency and forecast accuracy. Chapter 2 will review the methodology.

Figure 1.4 Conceptual Model and Hypothesis



CHAPTER 2

METHODOLOGY

2.1 Research Design

Hunger issue is a global problem caused by poverty, food wastage, and poor infrastructure for food transportation. Especially during the Covid-19 pandemic, hunger insecurity becomes harsher and thus food charities need more support from the public. This study examined the direct effects of SDT regulations on millennials' online and offline support intentions to food charities when different online appeals about hunger prevention events are presented on social media.

This study used an aptitude-treatment interaction (ATI) research with two experimental between-person factors. Participants were assigned to four conditions randomly by presenting a video (introduce local/global food charity) and an online Facebook appeal (indicate self/others benefits) followed by a self-report of SDT regulations and online/offline support intentions. The research design received ethical approval (Please refer to Appendix B).

2.2 Participant

The sample in this study is the first-year undergraduate students ($N= 198$: 109 women; 88 men; 1 prefer not to say) at a Canadian business school. Given the study design includes videos and posters, students were asked to complete the survey only by using a laptop or desktop. They were granted two credits for their compulsory course by participating in the research project if their answers were considered valid.

2.3 Procedure

At the beginning of the study, all students needed to answer a question associated with hunger issues for an intention check. Next, they were assigned randomly to different four conditions in which a short video and an online poster were presented. One of the videos showed how the staffs and volunteers contribute to "Food Bank Canada", a Canadian local food charity for preventing hunger, and how they are important to their community, especially during critical times. Another video shown to participants was created by Global Citizen, a global organization encouraging citizens to help solve global issues voluntarily, describing the serious hunger issues in the world and calling for everyone to join the movement. Local and global conditions were created in our study by showing these two videos to participants in two groups respectively.

The participants, no matter in local condition or in global condition, were presented a poster indicating either self-benefits or others-benefits randomly. The self-benefit poster mentioned that the result of contribution will be “build your resume by developing and practicing job skills, enjoy networking opportunities and meet new people, give yourself a reason to be happy” and, in the end, mentioned that “You feel valued!”. Another others-benefit poster listed the results of contribution “help those less fortunate, help make the community a better place for everyone, give others a reason to be happy”, and “Others feel valued” was emphasized at last. The information associated with “Canadian” or “Global” food charity, at the same time, was reiterated on each poster based on the first random assignment to make sure that 4 groups are clearly divided.

The next part was served to study online and offline supportive intentions as dependent variables assessed by five-point Likert scales ranging from strongly disagree to strongly agree. The question “Presentation of online content (including social media images, videos, etc.) about preventing hunger by supporting food charities makes me want to...” is followed by five measuring items of online supports: “... respond that I like some of the postings,” “...post my comments

online to the charity,” “...share it with my friends and others in my network,” “...share some of the videos, pictures and links of the charity,” and by three measuring items of offline supports: “... make a monetary donation,” “...become a volunteer,” “... join the organizing committee.”

At last, the SDT continuum scales were introduced by a question, "Why would you engage in supporting the charitable cause?", asking participants to self-report their motivations including controlled external motivation, controlled introjected motivation, autonomous identified motivation, autonomous integrated stimulation, and three dimensions of intrinsic motivation. Regarding the three dimensions of intrinsic motivation proposed by Vallerand et al., (1989), intrinsic motivation to experience stimulation represents positive sensorial experience (e.g., excitement, enjoyment...). Intrinsic motivation to acquire knowledge emphasizes the desire for novel things. Intrinsic motivation to accomplish is related to self-surpass and new achievement. Ferguson et al. (2015) found that, in the context of social media, intrinsic motivation to experience stimulation is significant to predict online and offline support. In the present study, three dimensions of intrinsic motivation were employed for self-report so that the intrinsic motivation can be well measured. Each set of the scale includes four items and thus 28 items were measured.

2.4 Measures

Seven sets of scales (Please refer to Appendix A) of SDT items were adapted from Guay et al. (2003) as well as Amiot and Sansfaçon (2011) and each set include 4 items, and thus the mean of 4 items was calculated for each scale to indicate the strength of motivations (*1=strongly disagree, 5=strongly agree*). Construct items related to dependent variables were assessed using 5 five-point Likert scales (*1=strongly disagree, 5=strongly agree*). The mean of the first five items was used to measure online support and the mean of the last two items indicates the result of offline support. Reliability for the scales was acceptable as Cronbach's alpha is 0.7. The same scales were

adopted in Ferguson et al., (2015) and Cronbach's alpha of each scale was over 0.7, which can be considered an acceptable domain, and thus the reliability of the testing scales was adequate.

In terms two moderators, we coded each moderator as either 1 or 0 depending on the participant in or not in each condition (self = 0, other =1; local = 0, global = 1). Therefore, four conditions can be listed and compared. Results are presented in Chapter 3.

CHAPTER 3

RESULTS

3.1 Descriptive Results

In Table 3.1, we synthesized the correlation between the two dependent variables, online support and offline support, $r = .48$, $p < .01$, which is relatively strong whereas it's still available to be considered as separate predictors in our study. Regarding the relations between independent variables and dependent variables, we did not find significant relations between controlled motivation and charitable support no matter whether online or offline. In contrast, we found strong and significant correlations between autonomous extrinsic motivation and online, $r = .46$, $p < .01$ and offline support, $r = .49$, $p < .01$. Besides, we found that the autonomous intrinsic motivation and online support, $r = .28$, $p < .01$, and offline support, $r = .31$, $p < .01$, were also positively interrelated.

Table 3.1 Means, Standard Deviations, and Correlations for the Total Sample (N=198)

	Mean	SD	1	2	3	4	5
1.controlled motivation	2.29	0.72	1				
2.autonomous extrinsic motivation	3.51	0.72	.17*	1			
3.autonomous intrinsic motivation	3.55	0.70	.31**	.57**	1		
4.online support	3.53	0.88	.10	.46**	.28**	1	
5.offline support	3.46	0.93	.01	.49**	.31**	.48**	1

Correlations: * $p < .05$; ** $p < .01$

3.2 Hypothesis Tests

Firstly, we wanted to figure out whether the autonomous extrinsic motivation, compared to the rest of two motivations, best positively predicts online and offline support (H1). Two regression models indicated that, as we expected, only autonomous extrinsic motivation positively predicted online support (Please refer to Table 3.2), $R^2 = .21$, $b = 0.54$, $SE = .10$, $\beta = .44$, $p < .001$, and offline support, $R^2 = .25$, $b = 0.59$, $SE = .10$, $\beta = .46$, $p < .001$. In contrast, controlled motivation neither predict online support, $b = 0.02$, $SE = .08$, $\beta = .02$, $p = .77$, nor predict offline support, $b = -0.12$, $SE = .08$, $\beta = -.10$, $p = .14$. The same results were found in autonomous intrinsic motivation. There is no sufficient evidence to conclude that autonomous intrinsic motivation positively affects online support, $b = 0.02$, $SE = .10$, $\beta = .02$, $p = .85$, or offline support, $b = 0.10$, $SE = .10$, $\beta = .08$, $p = .32$. Thus, we concluded that H2a, H2b, H4a, and H4b were not supported whereas H1, H3a, and H3b were supported.

Table 3.2 Relationship of SDT Regulations to Online / Offline Support

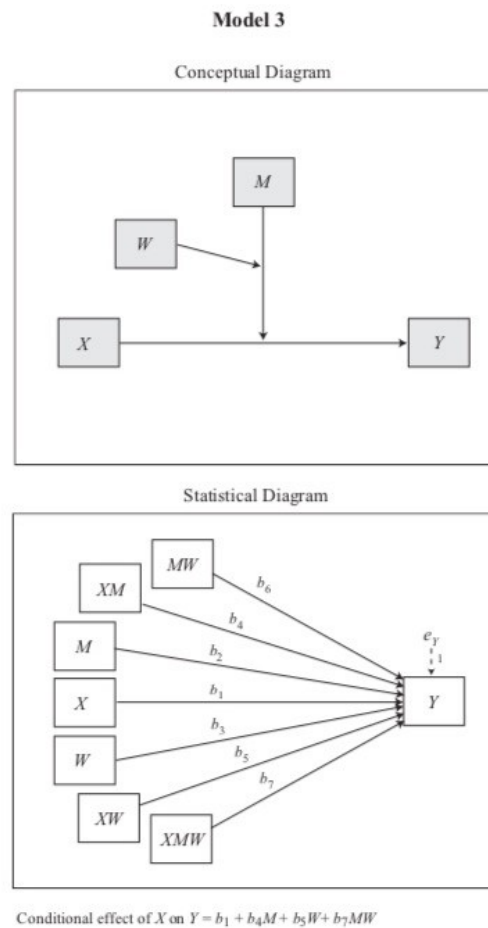
SDT regulations	SDT regulations to charitable support			
	Online		Offline	
	$R^2 = .21$		$R^2 = .25$	
	$p < .001$		$p < .001$	
	b (SE)	β	b (SE)	β
Controlled Regulation	.02 (.08)	.02	-.124 (.08)	-.10
	$p = .77$		$p = .14$	
Autonomous Extrinsic Motivation	.54 (.10)	.44	.59 (.10)	.46
	$p < .001$		$p < .001$	
Autonomous Intrinsic Motivation	.02 (.10)	.02	.103 (.10)	.08
	$p = .85$		$p = .32$	

Secondly, to test hypothesis 5 that millennials in others-condition have higher online support intentions than those in self-condition and millennials in self-condition have higher offline support and hypothesis 6 that millennials in the local condition have higher online and offline

support intentions than in the global condition, we ran a 2×2 MANOVA with self/other and local/global as independent variables and online and offline support as dependent variables. Using Pillai's trace, we neither found significant mean differences between the self and other conditions, $V = 0.02$, $F(2, 193) = 1.45$, $p = .24$, $\eta^2 = .02$, nor between the local and global conditions, $V = 0.01$, $F(2, 193) = 0.69$, $p = .50$, $\eta^2 = .01$. Moreover, their interaction was not significant either, $V = 0.00$, $F(2, 193) = 0.38$, $p = .68$, $\eta^2 = .00$. As a result, both Hypothesis 5 and Hypothesis 6 were not supported.

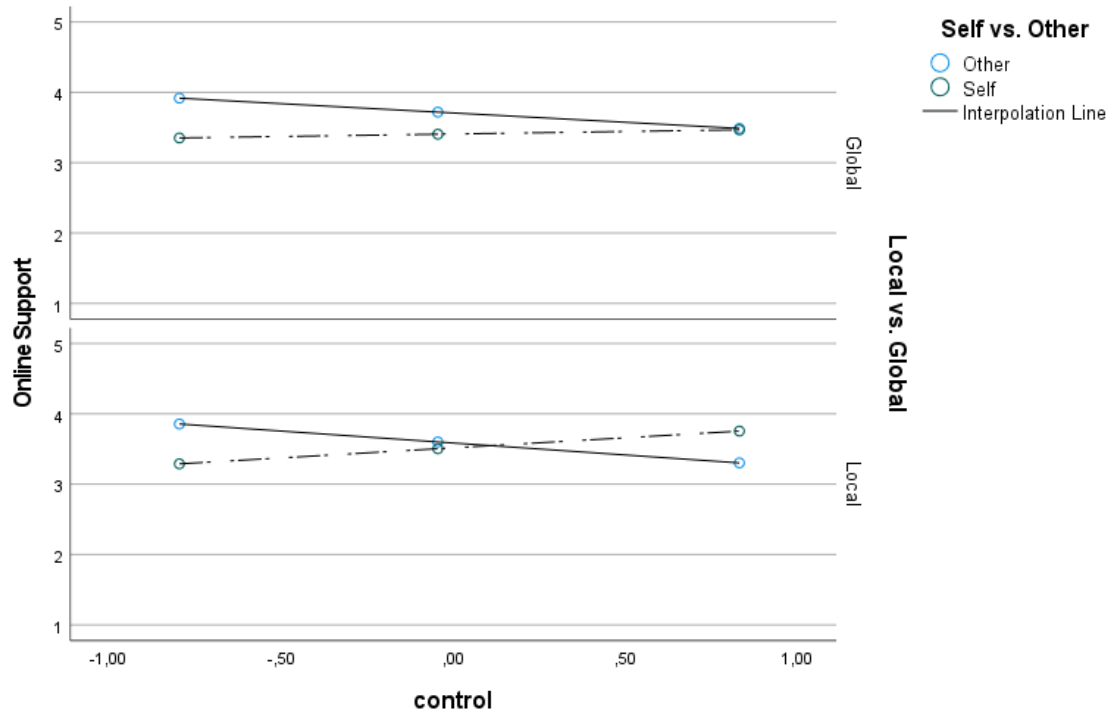
Thirdly, we analyzed the moderator effects (H7, H8a, H8b), testing whether the different types of motivation interact with the self/other and local/global conditions in predicting online and offline support. We used the PROCESS plugin (Version 4.0, Hayes, 2022) in SPSS (Version 28) and PROCESS Model 3 (Please refer to Figure 3.1) were applied to test the triple interactions between motivation with the self/other and local/global conditions on online and offline support.

Figure 3.1 Hayes's PROCESS Model 3



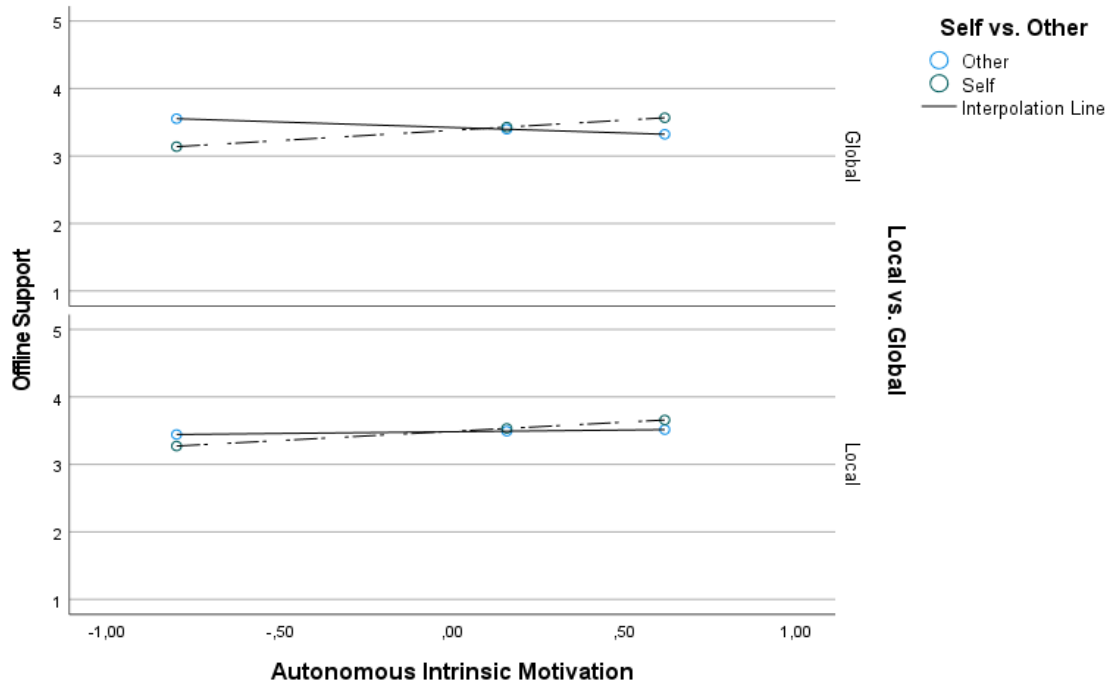
The results for online support indicate a significant two-way interaction between controlled motivation and the self- versus others- condition, $b = 0.48$, $SE = .17$, $p = .004$, $[CI .15, .81]$. The relation between controlled motivation and online support is negative but only in the others-condition (Please refer to Figure 3.2). In other words, people in the others-condition, who feel they have to support the event, will be less likely to support it online. In the self-condition, there seems to be no significant relation between controlled motivation and online support.

Figure 3.2 Controlled Motivation and Online Support



The results for offline support indicate interactions of all types of motivation with the self-versus others-conditions. People in the self-condition are more likely to show offline support with increasing autonomous intrinsic motivation, $b = 0.34$, $SE = .18$, $p = .05$, $[CI -.00, .69]$, as indicated by Figure 3.2. A similar result was found between autonomous extrinsic motivation and offline support. A significant interaction shows that this relation is stronger for people in the self-condition than in the others-condition, $b = 0.39$, $SE = .17$, $p = .02$, $[CI .06, .73]$, as indicated by Figure 3.3.

Figure 3.3 Autonomous Intrinsic Motivation and Offline Support



Finally, we also find a significant interaction for Controlled Motivation and the self- versus other conditions on Offline Support, $b = 0.39$, $SE = .17$, $p = .03$, $[CI .05, .74]$. Figure 3.4 shows that people in the others-condition are less likely to support the event offline if they have a strong controlled motivation, while there is no relation in the self-condition. The results for controlled motivation on offline support resemble those for online support (Please refer to Figure 3.5). In conclusion, Hypothesis 7 was supported and hypothesis 8b was partially supported as we didn't find any significant results regarding global/local moderators.

Figure 3.4 Autonomous Extrinsic Motivation and Offline Support

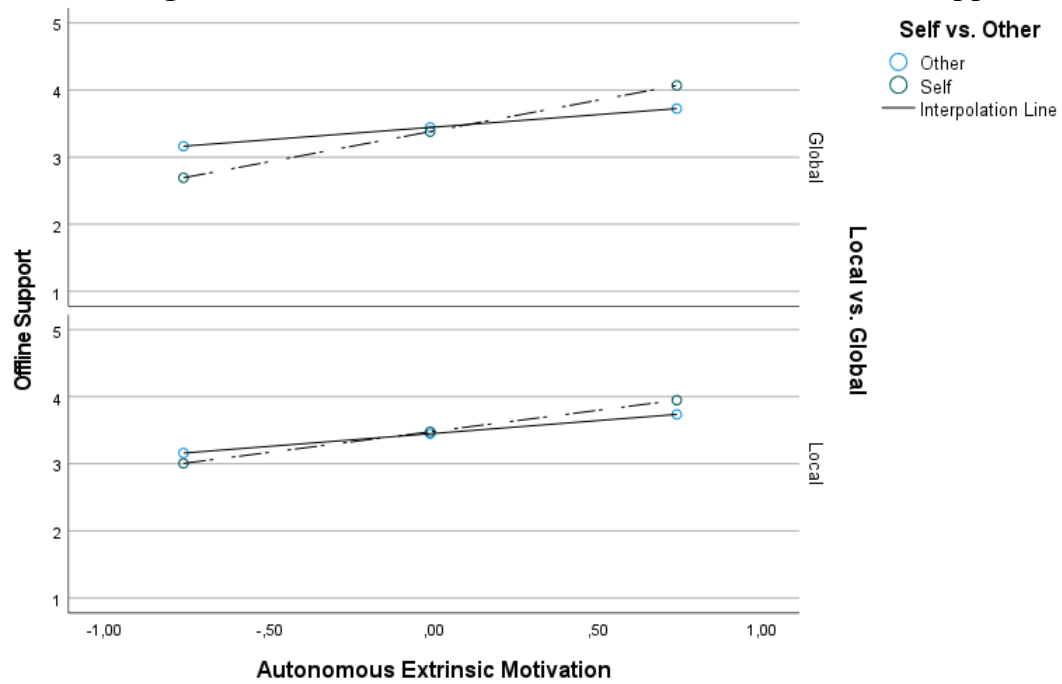
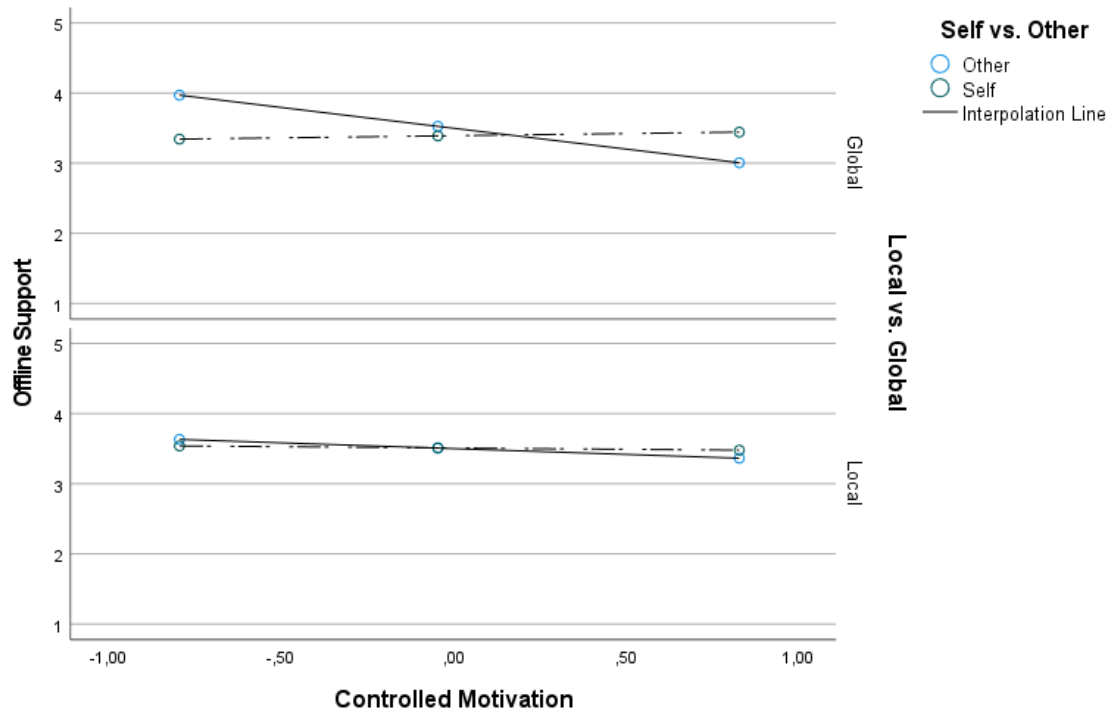


Figure 3.5 Controlled Motivation and Offline Support



CHAPTER 4

DISCUSSION

We attempt to respond to Kumar and Chakrabarti's (2021) suggestions about future research on donors' behaviour, developing and complementing the research dimensions in the charitable domain. Our study examined the motivations by using three aggregated levels in SDT on millennials' online and offline support intentions and explored the moderating effects of self-benefits/others-benefits Facebook appeals and of local/global charities. Our aim was to cover three dimensions of charity donor behavior proposed in Kumar and Chakrabarti (2021) in our study: Donor Dimension (DD), Charity/Nonprofit Organization Dimension (CNP), and External Environment Dimension (EE). Under these circumstances, millennials and SDT motivation regulation developed the depth of DD; online appeals and local/global charitable type extended the scope of the research on CNP; both helping behavior on social media and offline charitable support supplemented the research on EE. In addition, given that extrinsic motivation in SDT had often been ignored or be degraded, our study also aimed to explore the effectiveness of extrinsic motivation in the charitable domain, trying to find more theoretical and managerial implications to support charitable careers.

We integrated the Self-determination Theory (SDT) and Conspicuous Donation Behaviour (CDB) to predict millennials' online and offline charitable behaviours. Based on the prior studies regarding the characteristics of millennials' pro-social behaviour, we assumed that millennials' helping behaviours were motivated by coherent values and goals of charitable events (identified motivation and integrated motivation) instead of solely driven by enjoyment (intrinsic motivation). Therefore, we predicted that autonomous extrinsic motivation would play the most important role

in explaining millennials' online and offline charitable support. Our results indicated that both autonomous extrinsic motivation and autonomous intrinsic motivation were interrelated with online and offline support whereas we did not find a significant correlation between controlled motivation and online and offline support. Most importantly, compared to the correlation of the rest of the two motivations, the stronger correlation between autonomous extrinsic motivation and charitable support to hunger charities was identified, which supported hypothesis 1. In addition, we found that only autonomous extrinsic motivation can positively predict online and offline support, which supported hypothesis 3a and hypothesis 3b.

In terms of the two moderators, we did not find any significant results indicating the causal relationship between different Facebook appeals (self/others benefit) and charitable support, nor between different types of charity (local/global charity) and charitable support, respectively. Namely, hypothesis 5 and hypothesis 6 were not supported.

The key finding of our study was the moderating effects of self-benefit Facebook appeal on the relationship between three aggregated motivations and millennials' offline charitable support. Our result showed that the increases of autonomous extrinsic motivation and autonomous intrinsic motivation predict higher millennials' offline support intentions for participants in the self-condition. In other words, as we predicted, those millennials who saw self-benefit Facebook appeals identifying the expected rewards to themselves were more likely to engage in offline charitable events with the increase of autonomous extrinsic motivation and intrinsic motivation. This is consistent with the CDB on social media and the incongruency between online and offline support intentions. We guess that millennials are more purposeful when they engage in online and offline charities. For example, they may be eager to present themselves and beautify self-image on social media and thus only give comments and post others-benefit appeals online. At the same

time, they are more likely to be encouraged by self-benefit Facebook appeals to engage in offline charitable events to pursue value and return from those charitable events.

In conclusion, millennials make their philanthropic choices based on their evaluation of charitable events, which means they are more likely to be motivated by autonomous extrinsic motivation. Therefore, combining prior studies related to charitable support, we can conclude that charitable involvement is not only related to intrinsic motivation (e.g., interest and pleasure) but also highly related to extrinsic motivations (e.g., goals, value, reward). Autonomous extrinsic motivation can't be ignored or degraded in the charitable domain. Unfortunately, we only found the effective moderating effect of others-benefit appeals on the relationship between controlled motivation and online and offline support. Namely, those millennials with higher controlled motivation will be less likely to engage in online or offline charitable events if they were informed of the others-benefit results. Indeed, controlled motivation represents pressure and enforcement, damaging their freedom to choose, which is harmful to their autonomous motivation. However, though the moderating effects of self- and others-benefit were found in our study, another moderator, local and global charity, did not have significant impacts in the present study. And thus, we concluded that self- and others- benefit appeals have impacts on the relationship between SDT regulations and millennials' charitable support, whereas the type of charity seems to have no effect on their support intentions. Specifically, hypothesis 8b was partially supported. The summary of hypotheses is listed in Table 4.1.

Table 4.1 Summary of Hypotheses

Hypothesis	Prediction	Supported
H1	Autonomous extrinsic motivation, compared to controlled motivation and autonomous intrinsic motivation, best positively predicts	Yes
H2a	Controlled motivation positively predicts millennials' online support	No
H2b	Controlled motivation negatively predicts millennials' offline support	No
H3a	Autonomous extrinsic motivation positively predicts online support	Yes
H3b	Autonomous extrinsic motivation positively predicts offline support.	Yes
H4a	Autonomous intrinsic motivation positively predicts online support	No
H4b	Autonomous intrinsic motivation positively predicts offline support.	No
H5	Others-benefit Facebook appeal positively affects millennials online charitable support whereas self-benefit Facebook appeal positively affects millennials offline charitable support.	No
H6	Millennials in the local condition have higher online and offline charitable support intentions than those in the global condition.	No
H7	Autonomous extrinsic motivation, compared to controlled motivation and autonomous intrinsic motivation, interacting with self/other and local/global conditions best positively predicts online and offline support.	Yes
H8a	Millennials in Others-Local condition are more likely to support online charitable events	No
H8b	Millennials in Self-Local condition are more likely to support offline charitable events	Partially

CHAPTER 5

Research Implications and Limitations

5.1 Research Implication

The present study contributes to the literature about motivation research in the charitable domain by firstly adopting three aggregated levels of SDT in the charitable domain. We simplified the SDT continuum and posted three predictors, controlled motivation, autonomous extrinsic motivation, and autonomous intrinsic motivation so that millennials' motivations for charitable support can well be examined and more practical managerial implications can be provided. Besides, this study also firstly integrated SDT and CDB to explain the younger generation's charitable behaviour, shedding light on the relationship among SDT regulation, self/others- benefit Facebook appeals, and online and offline charitable support intention. We developed the two types of CDB (self-oriented and other-oriented) mentioned in Wallace et al. (2017) by combining it with three aggregated levels of SDT and applied it to predict millennials' online and offline charitable support.

This study highlighted the importance of autonomous extrinsic motivation (identified motivation and integrated motivation) and showed that autonomous extrinsic motivation may predict better outcomes in some cases. These results encourage future research as it pays more attention to extrinsic motivation in different domains instead of focusing solely on intrinsic motivation. Besides, our study does not support the notion that the others-benefit appeals would always be superior to self-benefit appeals in the charitable domain.

In contrast, self-benefit appeals, in different circumstances, may predict more positive offline charitable involvement. Thus, when charities and non-profit organizations design their online appeals, the word description and slogan should be adjusted based on different external environments and supporter's characteristics. For example, others-benefit appeals can be designed

for online promotion, encouraging more users to give comments, like, and share to more potential supporters. At the same time, the self-benefit of charitable involvement (e.g., value, goals, rewards, potential benefits to donors) should also be clearly notified somewhere to help potential supporters make the decision to engage in charitable online and offline events. Charities should realize the incongruency of online and offline pro-social behaviours and the supporters' extrinsic and intrinsic motivations so that the effectiveness of promotions can be maximized.

5.2 Limitations and Future Research

Although the present study further developed SDT in the charitable domain and provided valuable implications, some limitations should also be pointed out. First, different conditions in our study were manipulated by presenting different videos and photos. When we presented local and global charities as one of the moderators, we didn't enforce a limit on the duration time of video pages, and we didn't have attention check for video watch. As a result, some participants without watching the video may not be in the Local and global Condition.

Secondly, "millennials" represent a young generation, but this study is limited to an undergraduate student sample from a Canadian business school (N=198), which may lead to bias when we conclude our research object as millennials. Future studies can extend the range of the millennial group to verify our conclusions.

Moreover, in Wallace et al., (2017), CDB is virtual charitable support without evolving donation or volunteer. In our study, we put money donations into the offline charitable support dimension instead of online support. However, with the development of payment methods and technological support, money donation can be facilitated online and offline. We didn't distinguish between online money donation and offline money donation. Future researchers can develop the

study by pointing out the differences between online and offline money donation behaviour so that the CDB can be well applied in predicting online and offline charitable support.

Besides, we didn't take amotivation into consideration. On the SDT continuum, amotivation is one of the types of regulation. When we used aggregated levels of SDT in the present study, we didn't design a set of questions regarding amotivation. This type of motivation should be included in future studies so that all the motivations can be covered for predicting and explaining charitable support behaviours.

CHAPTER 6

CONCLUSION

The present research sheds light on the autonomous extrinsic motivation in SDT, which always be ignored or even be degraded. The results imply that the practical meaning and value of charitable events, compared to personal interest and pleasure, can better stimulate millennials to support charities. Namely, we conclude that millennials contributing to charity careers are not just for personal pleasure and enjoyment, but also for the value and importance of their support. Besides, we also found that self-benefit appeals can better stimulate millennials to engage in offline charitable support. Regarding the promotion to millennials' online and offline charitable support, the positive impact of charitable events to others and to societies should be presented, the goals and values of charitable events, and rewards to supporters should be highlighted as well.

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APPENDICES

Appendix A - Questionnaire Design & Items

Section 1: Demographics & Additional

1.1 Age (in years)

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

40 or more

1.2 Gender

male

female

other

prefer not to say

Section 2: FACEBOOK Appeal – Hunger and Food Charity

Read the information provided on this screen carefully and answer the question that follows.



2.1 In the screen (HUNGER AND CHARITY) displayed above, food transportation is listed as one of the ...

- a. Key Issues
- b. Solutions
- c. None of these

Section 3: Hunger Charities and YOU?

Watch the full video and then click "NEXT>>"

Carefully regard the text and photo of "Food Charity" and answer the following questions.

Group 1: Local-Self Condition

https://www.youtube.com/watch?v=1-8O9Ifw_w&feature=youtu.be&fbclid=IwAR20XCt6rWmrueaML9wVI6QjT1dV6t2Keph6bOqe-zbpbqjQKT2MuUVWnSkA



THE IMPORTANCE:

1 in 8 household in Canada experience food insecurity in 2019.

FOOD CHARITY serves vulnerable people in Canada everyday.



RESULT OF YOUR CONTRIBUTIONS:

Build **your** resume by developing and practicing job skills!
Enjoy networking opportunities and meet new people!
Give **yourself** a reason to be happy!
You feel valued!

source: <https://www.gaithersburghelp.org/wp-content/uploads/2017/10/Volunteer-handing-Food-to-Client-compressed-compressor.jpg>

3.1.1 Approximately, how many households in CANADA experienced food insecurity in 2019?

1 in 8

1 in 6

1 in 4

1 in 2

3.1.2 According to the information provided above, who would feel most valued?

Others

You

3.1.3 According to the information provided above, who would feel most happy?

Others

You

Group 2: Local-Others Condition

https://www.youtube.com/watch?v=1-8O9Ifw_w&feature=youtu.be&fbclid=IwAR20XCt6rWmrueML9wVI6QjT1dV6t2Keph6bOqe-zbpbqjQKT2MuUVWnSkA



THE IMPORTANCE:

1 in 8 household in Canada experience food insecurity in 2019.

FOOD CHARITY serves vulnerable people in Canada everyday.



RESULT OF YOUR CONTRIBUTIONS:

Help **those** less fortunate!
Help make **the community** a better place for everyone!
Give **others** a reason to be happy!
Others feel valued!

source: <https://www.gaithersburghelp.org/wp-content/uploads/2017/10/Volunteer-handing-Food-to-Client-compressed-compressor.jpg>

3.2.1 Approximately, how many households in CANADA experienced food insecurity in 2019?

1 in 8

1 in 6

1 in 4

1 in 2

3.2.2 According to the information provided above, who would feel most valued?

Others

You

3.2.3 According to the information provided above, who would feel most happy?

Others

You

Group 3: Global-Others Condition

<https://www.youtube.com/watch?v=FWB7G7OzpZw>



The image is a promotional graphic for Food Charity. It features a dark blue background with a circular inset photo of a diverse group of people, including an older woman, smiling and holding a large brown paper bag filled with fresh produce like carrots and tomatoes. In the top left corner, there is a logo with the letters 'f', 'o', and 'd' in colored squares, followed by the text 'FOOD CHARITY for Global population'. Below the logo, the text 'THE IMPORTANCE:' is in red, followed by '1 in 9 household globally experience food insecurity in 2019.' and 'FOOD CHARITY serves vulnerable people globally everyday.' in white. Further down, 'RESULT OF YOUR CONTRIBUTIONS:' is in red, followed by four lines of white text: 'Help **those** less fortunate!', 'Help make **the community** a better place for everyone!', 'Give **others** a reason to be happy!', and '**Others** feel valued!'. At the very bottom, a small source URL is provided.

FOOD CHARITY
for Global population

THE IMPORTANCE:
1 in 9 household globally experience food insecurity in 2019.
FOOD CHARITY serves vulnerable people globally everyday.

RESULT OF YOUR CONTRIBUTIONS:
Help **those** less fortunate!
Help make **the community** a better place for everyone!
Give **others** a reason to be happy!
Others feel valued!

source: <https://www.gaithersburghelp.org/wp-content/uploads/2017/10/Volunteer-handing-Food-to-Client-compressed-compressor.jpg>

3.3.1 Approximately, how many households GLOBALLY experienced food insecurity in 2019?

1 in 11

1 in 9

1 in 7

1 in 5

3.3.2 According to the information provided above, who would feel most valued?

Others

You

3.3.3 According to the information provided above, who would feel most happy?

Others

You

Group 4: Global-Self Condition

<https://www.youtube.com/watch?v=FWB7G7OzpZw>



THE IMPORTANCE:

1 in 9 household globally experience food insecurity in 2019.

FOOD CHARITY serves vulnerable people globally everyday.



RESULT OF YOUR CONTRIBUTIONS:

Build **your** resume by developing and practicing job skills!
Enjoy networking opportunities and meet new people!
Give **yourself** a reason to be happy!
You feel valued!

source: <https://www.gaithersburghelp.org/wp-content/uploads/2017/10/Volunteer-handing-Food-to-Client-compressed-compressor.jpg>

3.4.1 Approximately, how many households GLOBALLY experienced food insecurity in 2019?

1 in 11

1 in 9

1 in 7

1 in 5

3.4.2 According to the information provided above, who would feel most valued?

Others

You

3.4.3 According to the information provided above, who would feel most happy?

Others

You

Section 4: How would you contribute to hunger prevention by supporting food charities?

Presentation of online content (including social media images, videos, etc.) about preventing hunger by supporting food charities makes me want to...

(Please indicate from “1” Strongly Disagree to “5” Strongly Agree)

4.1 ... respond that I like some of the postings

4.2 ... post my comments online to the charity

4.3 ... share it with my friends and others in my network

4.4 ... share some of the videos, pictures, and links of the charity

4.5 ... make a monetary donation

4.6 ...become a volunteer

4.7 ...join the organizing committee

Section 5: Why would you engage in supporting Charitable Causes?

You will now randomly see seven sets (1-7) of questions.

(Please indicate from “1” Strongly Disagree to “5” Strongly Agree)

SET 1: Controlled External Motivation

I would like to become engaged in a food charity addressing hunger...

5.1.1 ... because I do not want to disappoint certain people

5.1.2... because I want to be viewed more positively by certain people

5.1.3 ... in order to show others what I am capable of

5.1.4 ... in order to attain prestige

SET 2: Controlled Introjected Motivation

I would like to become engaged in a food charity addressing hunger...

5.2.1 ... because I would beat myself up for not doing it

5.2.2 ... because otherwise I would feel guilty for not doing it

5.2.3 ... because I force myself to do it

5.2.4 ... because I would feel bad if I do not do it

SET 3: Autonomous Identified Motivation

I would like to become engaged in a food charity addressing hunger...

5.3.1 ... in order to help myself become the person I aim to be

5.3.2 ... because I chose it as means to attain my objectives

5.3.3 ... because I chose it in order to attain what I desire

5.3.4 ... because I choose to invest myself in what is important to me

SET 4: Autonomous Integrated Motivation

I would like to become engaged in a food charity addressing hunger...

5.4.1 ... because it is really a part of who I am

5.4.2 ... because it is very meaningful for me

5.4.3 ... because it is something I value deeply

5.4.4 ... because it is in line with my personal goals

SET 5: Autonomous Intrinsic Motivation- To Experience Stimulation

I would like to become engaged in a food charity addressing hunger...

5.5.1 ... in order to feel pleasant emotions

5.5.2 ... because of the sense of well-being I feel while I am doing it

5.5.3 ... for the pleasant sensations I feel while I am doing it

5.5.4 ...for the enjoyable feelings I experience

SET 6: Autonomous Intrinsic Motivation- To Know

I would like to become engaged in a food charity addressing hunger...

5.6.1 ... because I like making interesting discoveries

5.6.2 ... for the pleasure of acquiring new knowledge

5.6.3 ... for the pleasure of learning new, interesting things

5.6.4 ... for the pleasure of learning different interesting facts

SET 7: Autonomous Intrinsic Motivation- To Accomplish

I would like to become engaged in a food charity addressing hunger...

5.7.1 ... because of the pleasure I feel as I become more and more skilled

5.7.2 ... for the pleasure I feel mastering what I am doing

5.7.3 ... because of the satisfaction I feel in trying to excel in what I do

5.7.4 ... because of the pleasure I feel outdoing myself

Section 6: Additional Information

Please answer the following questions

6.1 Technical Did you experience any technical issues while attempting this study?

Yes

No

6.2 Distraction Did you experience any distractions while attempting this study?

Yes

No

6.3 Do you have any specific comments for the researchers? If yes, please provide details in the box below.

Appendix B



CERTIFICATION OF ETHICAL ACCEPTABILITY FOR RESEARCH INVOLVING HUMAN SUBJECTS

Name of Applicant: Dr. Michele Paulin
Department: John Molson School of Business\Marketing
Agency: Royal Bank of Canada

Title of Project: Implications and Contributions of Generation Y to the
Social Media Enhanced Special Event Experience

Certification Number: 10000275

Valid From: September 15, 2021 To: September 14, 2022

The members of the University Human Research Ethics Committee have examined the application for a grant to support the above-named project, and consider the experimental procedures, as outlined by the applicant, to be acceptable on ethical grounds for research involving human subjects.

A handwritten signature in black ink, reading "Richard DeMont".

Dr. Richard DeMont, Chair, University Human Research Ethics Committee