TWO FACES OF FACEBOOK: THE INFLUENCE OF OTHER-
VERSUS SELF-BENEFIT APPEALS AND SELF-DETERMINED
MOTIVATION ON THE PROSOCIAL BEHAVIORAL
INTENTIONS OF GENERATION Y (GENYS)

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ABSTRACT

Two Faces of Facebook: The Influence of Other- versus Self-Benefit Appeals and Self -Determined Motivation on the Prosocial Behavioral Intentions of Generation Y (GENYS)

Maya Khaddam

This research is the first to focus on Generation Y (GENYS) and their motivation to engage in prosocial behavior in the context of an event for the cause of breast cancer, and in the social media (SM) environment of Facebook. Federal and Provincial Governments are reducing their financial contributions to social research and cultural causes. As a result, prosocial behavior is becoming a relationship/strategic marketing issue. Many associations and organizations are struggling to find new constituencies to support social causes and to engage in relevant prosocial behaviors, such as monetary contributions and volunteer efforts. GENYS represent the second largest population after baby boomers. They are an important constituency for marketers of social causes.

Experimental and correlational approaches were used to study the dispositional and contextual factors determining online, cause and event related prosocial behavior intentions. In the *experimental approach*, we attempted to shed light on the contradiction of whether GENYS are mainly self- or other-oriented toward a social cause. We presented them with either a self-benefit or other-benefit Facebook page appeal for a fund raising event for the cause of breast cancer. The results indicated that an other-benefit

Facebook page appeal was more effective in encouraging prosocial behavior intentions. In the *correlational approach*, we used the Self-Determination Theory (SDT) to investigate GENYS motivation (controlled vs. autonomous) for prosocial behavior in the SM environment. The results showed that autonomous motivation is more likely to encourage prosocial behavior intentions among GENYS. Moreover, other dispositional characteristics (e.g. personality, gender) and contextual variables (e.g. proximity to the cause of breast cancer, importance of social media for social causes) were investigated. Results indicated that proximity to the cause and the perceived importance of social media for the support of a social cause were two elements that need to be taken into consideration when determining predictors of prosocial behavior intentions. No significant effects on prosocial behavior intentions were found for personality traits or for gender. Theoretical and managerial implications of the findings are discussed, and limitations and suggestions for future research are presented.

Keywords: relationship marketing, social marketing, motivation, Self-Determination Theory, social media, Generation Y.

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INTRODUCTION

Prosocial behavior, or behavior intended to benefit others, is relevant to all

organizations, both for- and not-for-profit. "Good deeds are essential to the promotion of a

healthy society" (Gagné 2003, p. 200). The fact that society could benefit from increased

prosocial behavior is unarguable, given the number of natural disasters and the increasing

number of people affected by diseases such as breast cancer and AIDS. Adding to the

problem is the fact that Federal and Provincial Governments are reducing their financial

contributions to social research and cultural causes. Concomitantly, innovative businesses are

engaging in social marketing and incorporating social causes into their core values to develop

an image of corporate social responsibility, create networks, and attract stakeholders (Cone,

Feldman and DaSilva 2003; Kanter 2009; 2010). Fundraising is competitive and cause related

organizations face stiff competition for resources and support (Scearce 2011). Therefore, it is

essential to determine the predictors and motivators of prosocial behavior.

Charitable organizations such as the CURE Foundation, the Terry Fox Foundation and

the Grands Ballets Canadiens depend on private monetary donations, volunteer efforts, or

other contributions to survive. Both for-profit and not-for-profit organizations are struggling

to find new constituencies to support social causes and to engage these constituencies in relevant prosocial behaviors. In this respect, Generation Y individuals (GENYS), who represent the second largest population segment after baby boomers, are becoming an important constituency for marketers of social causes. This 11 to 30 year old digital generation (born between 1982 and 2000) is completely at ease with social media (SM). GENYS are "Digital Natives" (Kanter and Fine 2010), they are avid users of new technologies that they incorporate into all aspects of their lives. As such, traditional marketing practices are being challenged by this new information technology, and managers and marketers must realize the important possibilities that exist with SM and GENYS. SM is a free space with no censorship and no third party control over the information that circulates on it, and it also allows for extensive media use (video, music, etc.). SM has significant new capabilities for innovative behaviors and a considerable amount of transparency. However, little is known with respect to why GENYS would participate in value-creating SM interactions with social causes and how they could use these interactions to further the cause through these media.

Organizations involved in seeking support for social causes must be concerned with determining how to communicate with potential supporters and stakeholders and, in particular, with GENYS who are paradoxically described as selfish "slacktivists" or as other-oriented community minded. This contradiction represents one challenge that marketers need to face and resolve. It is relevant to note that, in general, people are often viewed as being either selfish or altruistic. On the one hand, egoism theories suggest that people do not behave prosocially to help others, but rather because they have underlying personal motives. They do

so to relieve their conscience, to feel better about themselves, or to enhance their image by being seen as doing "good" (Ariely, Bracha, and Meier 2009). On the other hand, altruism theories suggest that people behave prosocially for the sole purpose of helping others (Batson 1987). Therefore, social cause marketers must decide to what extent they should use other-benefit appeals (i.e. appeals that focus on the benefits others get from one's prosocial behavior) or self-benefit appeals (i.e. benefits that the person gets in return for behaving prosocially). Although some of the literature suggests that other-benefit appeals are more effective (Guy, Wesley, and Patton 1989; Fisher, Vandenbosch, and Antia 2008), little is known with regard to the relative effectiveness of self- versus other benefit appeals to GENYS in a social media environment

Prosocial behavior is sometimes explained by linking it with Self-Determination Theory (SDT) (Gagné and Deci 2005). According to SDT, prosocial behavior is likely to occur when one is autonomously motivated. Autonomous motivation can be triggered by an intrinsically interesting task or extrinsically because the person identifies closely with it. In this case, the person behaves out of free will because he or she perceives the inherent benefits of the action and/or because the behavior aligns with their values and self-identity. Conversely, controlled motivation occurs when the person perceives that the behavior is extrinsically controlled by external factors, such as economic incentives or negative consequences, or by internal factors such as feelings of guilt.

According to SDT, prosocial behavior can also be encouraged or promoted when the environment is autonomy-supportive (Gagné 2003) that is, when the environment allows for

autonomous choice and free decision-making. SM is potentially one such environment given its transparency and the lack of censorship and third-party control over the information available and over people's actions. These characteristics and the importance of SM to GENYS may make it a favorable environment for GENYS' prosocial behavior. It could allow them to engage in the traditional forms of prosocial behavior such as volunteering and donating, and it also gives them the possibility of supporting the cause in question through other "online behaviors" such as "liking" or sharing a page, attending actual or virtual events and so on. SM allows for greater exposure of the cause to GENYS, and it allows them to connect with the cause on their own terms.

Prosocial behavior may also be predicted by the perceived closeness to a cause or to a person affected by a misfortune (Small and Simonsohn 2008). People are more likely to engage in prosocial behavior if they can relate to the cause that is, if they feel that it can affect them or someone close to them, or if they know someone who has already been affected. However, little is known regarding how closeness to a cause affects GENYS prosocial behavior. In general, young people do not see themselves as prone to being affected by diseases, such as breast cancer, despite evidence of the contrary (American Cancer Society 2009). Also, they are less likely to be aware of the various ways to help if they are not informed. To encourage prosocial behavior among GENYS it is thus important to raise their awareness and to enhance the perception of closeness. SM may help to raise awareness about social causes by presenting important information in GENYS' preferred environment. Moreover, the capability of SM to link people from all over the world may make it easier to bring GENYS closer to the cause and to people affected by the misfortune or the disease.

RESEARCH PURPOSES

The present research focused on GENYS and their participation in the social media (SM) environment of Facebook, and particularly in the context of an event for the cause of breast cancer. We employed experimental and correlational approaches to study the effects of independent variables on online, cause and event related prosocial behavior intentions. In the experimental approach, we attempted to shed light on the contradiction of whether GENYS are mainly self- or other-oriented toward a social cause. We experimentally presented them with either a self-benefit or other-benefit Facebook page appeal for a fund raising event for the cause of breast cancer. In the correlational approach, we used the Self-Determination Theory (SDT) to investigate GENYS motivation for prosocial behavior in this SM environment. Are GENYS autonomously (intrinsic and identified extrinsic regulated) rather than controllingly (introjected and externally regulated) motivated to engage in prosocial behavior? We also examined the possible effects of GENYS proximity to the cause and the perceived importance that their generation places on SM for social causes. We also explored the variables of gender, personality traits of agreeableness and extraversion

Figure 3.1: Antecedents and predictors of Prosocial Behavior Intentions.
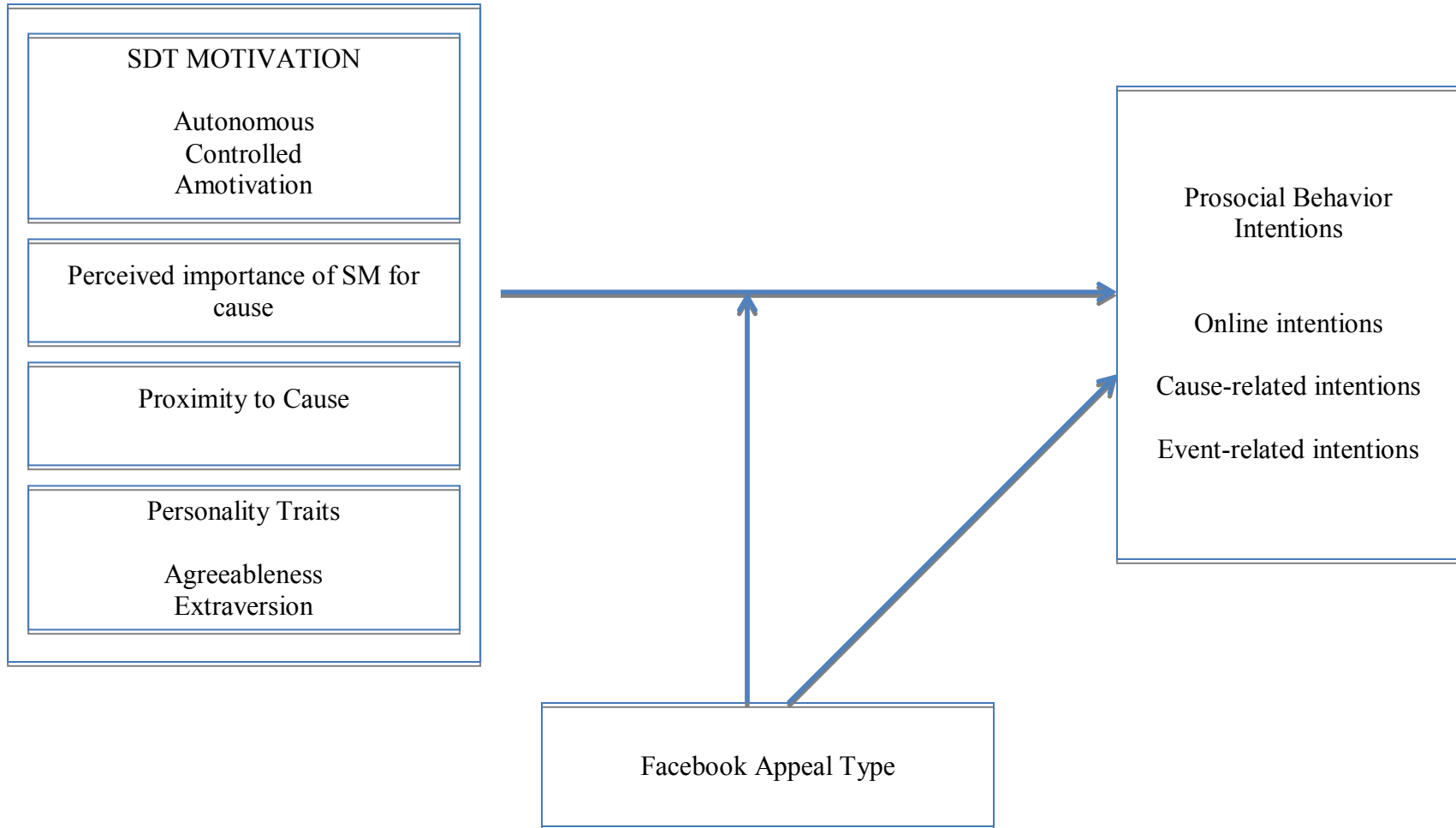
CONCEPTUAL BACKGROUND AND HYPOTHESES

Social Media

Definition and Nature

Social media (SM) is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0. SM fosters the exchange of user-generated content that can be created, published and modified by all participants (Kaplan and Haenlein 2010). In other words, SM gives participants the possibility of creating content, of accessing information through a large number of sources, and of communicating with others on a "one-to-one", "one-to-many" and "many-to-many" basis. Typical SM platforms include Facebook, Twitter, blogs and e-communities.

SM platforms give individuals considerable power. Anyone is now able to write anything about any experience, be it with another person, a product, a service, an organization, or all of the above. SM platforms allow customers to find and share information, opinions, reviews, as well as to express their satisfaction or dissatisfaction

about something, or simply to network. The viral aspect of social media, or its ability to spread information to a large number of participants in a short amount of time, is the primary reason for its power and popularity with both participants and organizations (Thackeray et al. 2008). Interactivity is another characteristic of social media that contributes to its popularity. Participants can connect with communities of individuals, build relationships, establish trust, share, collaborate, and help others more effectively and efficiently than in the past.

SM platforms can be grouped based on their purpose and type of interactions (Kaplan and Haenlein 2010). For instance, Social Networking Sites like FACEBOOK are applications where participants create personal profiles on which they publish a variety of information (photos, videos, audio files, blogs, event invitations), and where they can invite friends and colleagues to have access to those profiles and communicate with them. On the other hand, Content Communities, such as YouTube, or consumer opinion platforms, are applications that are primarily based on media sharing between participants who manipulate different forms of communications: text, videos, audio files, and photos.

In summary, social media is a powerful trend with multiple platforms and purposes. Moreover, people of all ages and from around the world are actively participating on SM platforms. The rapid growth of SM makes it a fertile new area for research, and it becomes important that we understand why SM rapidly became such an important tool in the lives of many. In the next section we describe the studies that attempt to address this issue.

Why People Use Social Media

Several studies seek to understand why people participate in social media platforms (e.g. Facebook, Linkedin, MySpace) and, why they use third-party opinion platforms (e.g. TripAdvisor, IMDb, ratemyprofessor.com) or seek electronic word-of-mouth (eWOM). Researchers also investigated why participants create content on social media and why they seek out content created by others. Bolar (2009) suggests that "utility", or being able to make use of social networking sites in terms of features, is the best predictor of frequency of use, followed by networking, spending leisure time, and revisiting memories. Information gathering and problem solving are not found to be significant predictors of the frequency of use of social networking sites.

Participants engage in electronic word-of-mouth (eWOM) to gather additional information, give assurance and get other customers' point of views (Bailey 2005). They consider eWOM a source of information, a random chance to know more about a given subject or a way to gain an opinion by a third party (Bailey 2005). On the other hand, Hennig-Thurau et al. (2004) suggest that concern for other customers, extraversion, positive self-enhancement, social benefits, economic incentives, and to a lesser extent, advice seeking, are the primary influencers of frequency of visits and of the number of comments posted on opinion platforms. They categorize respondents into four groups depending on their motives: *self-interested helpers* who are primarily motivated by economic incentives; *multiple-motive individuals* who have relatively high motivation ratings for all motives; *advocates* who are primarily motivated by their concern for

others; and *true altruists* who are motivated by both their concern for others as well as by their concern for the organizations.

Goldsmith and Horowitz (2006) suggest that the motives behind opinion seeking range from basic utilitarian motives, such as "*to get information*", to more hedonic motives such as "*it's cool*". They find that the motives for seeking information are mostly similar to those for sharing information. On the other hand, Daugherty, Eastin and Bright (2008), consider that members' motivations for creating user-generated content (UGC) are based on functional theory, where the ego-defensive function motivates people to create UGC in order to minimize their self-doubts and feel a sense of community. The social function allows individuals to enhance their self-image in the eyes of others and make new contacts.

In summary, it appears that the objectives or purposes behind the use of Social Media are numerous, which help explain why people from different backgrounds and with different objectives are using it today. This "trend" is not only affecting for-profit organizations and their customers but, as we will discuss next, it is also beginning to involve not-for-profit organizations and their supporters as well.

Social Media and Social Causes

Social media is increasingly important as a tool for communication within networks of supporters, cause-related organizations, and firms engaging or partnering in cause related activities. Although some cause-related organizations are beginning to use social media to communicate with their stakeholders, they are not using all the available strategies (Waters et al. 2009). Many of these organizations do not effectively share information, make regular updates or fully use the interactive and multimedia capabilities of SM. Few have videos posted or provide members with user-friendly methods to get involved. The focus of the present study concerns itself with social causes and the common good (e.g. health, ecology, arts, education, politics) as individuals and organizations in both the public and private sectors experience them. "Free The Children", an organization that supports children's rights, is a positive example that highlights the capabilities of SM (Kessler 2010). When this organization's Facebook page was first posted, approximately 174, 000 people indicated that they "liked" it. When Free The Children's "We Day" event was organized in Toronto, an estimated 20,000 people attended. Eventually, 2,000 participants actually committed to a trip overseas to help the cause. Furthermore, during the "We Day" event, attendees could see in a live stream the schools that were built through their efforts, and the kids in China waving back.

In summary, SM allows participants to perform a number of actions including posting comments and media (videos, music, pictures), taking part in communities, promoting events, sharing knowledge and information with network members, and so on.

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In the current study, we attempt to determine how social media can help in promoting or motivating those outcomes in the "prosocial domain". There is considerable room for improvement, especially when it comes to communicating with GENYS, who mostly use SM as a primary means of communication. They want whoever is promoting their philosophy and values to show them clearly how their efforts and commitment will help, where their donations will go and for what purpose.

In the present study, we used SM as an "experimental platform" because of its importance to GENYS. We focused on FACEBOOK, one of the most popular social networking sites, and concentrated on one of its features, namely the "FACEBOOK Event application". Anyone is able to create an "event invitation", specify a time a place, and "send" an invitation to potential attendees. This feature is highly popular because it can create event awareness, promote attendance, and help spread Word- of- Mouth (WOM). It is easy for people to invite their network and "friends" to attend the event and/ or write comments about it. Moreover, if the event is successful, SM can spread and maintain that image through posts, pictures, videos and potentially other means.

Generation "Y", Social Media, and Social Causes

There is much controversy regarding the GENY population. According to Tapscott (2009), GENYS are sometimes called "slacktivists", who spend their time on the Internet, or on computers and cell phones. They are also considered selfish, and self-interested as they look for entertainment and fun in everything they do. On the other

hand, Tapscott refuses to believe that perception, and sees GENYS to be educated, socially aware, responsible, and "multi-taskers". The author describes GENYS as community builders and innovators who give a lot of importance to relationships, collaboration, and networking. GENYS also care about social problems, are ethical and good citizens, as evidenced in their buying habits. Over 70% say they are more likely to buy a product when they feel that the company had a deep commitment to a cause (Kanter and Fine 2010). However, their idea of supporting or getting involved in a cause may differ from the traditional ways of other generations.

GENYS look for transparency, and they want to get involved and do good, but they do it differently. With the explosion of the Internet and new technologies, their means of communication changed and hence they choose to respond differently from older adults (Montgomery, Gottlieb-Robles, and Larson 2004). They want live discussions, the ability to post their own content, the ability to get involved when they want to, online or offline or through events, donations, or volunteer opportunities. According to Kanter and Fine (2010), GENYS have grown up in a society marinating in causes, and today they find out about these causes, support them, and spread the word about them through the Internet. As such, they place great importance on social media in many aspects of their lives, including their involvement in social issues.

GENYS are described as "digital natives" (Kanter and Fine 2010) because they are avid users of technologies such as SM, and they place it at the center of their lives. They participate in SM for all kinds of purposes, from information searching to

socializing and making friends, mirroring their self-image, adding value to their communities, and supporting social causes that matter to them. SM has the power to inform, engage, and mobilize this generation (Tapscott 2009). They read, share information, music, reviews and movies online, and they build and maintain relationships and become part of communities over the Internet. They learn to use these new tools to make their opinions and ideas heard, and to involve themselves in value creation processes (Ramaswamy 2008).

In addition to adapting the means of engagement to their characteristics, GENYS can also be engaged by linking the cause to something they like (e.g. adding the "entertainment" element). For instance, the Mario Marathon event was created to raise money for Child's Play Charity, an organization that distributes games, toys and books to patients in different childrens' hospitals worldwide. It is a multi-day annual online event featuring live-streamed game-play of 800 levels from nine Mario games. Donations determine how many levels the team ultimately plays through, and players see "live" the level of donation on the game's website (Dybwad 2010). This strategy attracts people who want to support the cause, as well as fans of the Mario game who will contribute to the cause because they just want to have fun.

In summary, opinions about GENYS are divergent, being seen as either selfish "slacktivists", or as a socially aware, community-oriented and socially involved generation that is only different because their tools for involvement are different. In this study, our intention was to shed light on this "paradox".

PROSOCIAL BEHAVIOR

Definition and Nature

Prosocial behavior is defined as actions intended to benefit one or more people other than oneself. They include helping, comforting, sharing, and cooperating with others (Batson and Powell 2003). These actions can benefit individuals, groups, causes, organizations and nations. Prosocial behavior is attributed to both dispositional and situational factors. *Dispositional factors* include self-interest versus other-orientation (altruism), intrinsic versus extrinsic motivation, and self versus other-oriented personality traits and values. *Situational factors* include ambiguity of need, similarity to victim and friendship, such that closeness and friendship with a victim of a misfortune increases sympathy and prosocial behavior toward other victims of that misfortune (Small and Simonsohn 2008). However, Batson and Powell (2003) point out that prosocial behavior includes many forms of helping where variables that predict one form may not necessarily predict another, and "all one can hope for is the identification of predictors that account for a specific prosocial behavior in a specific situation for a specific population at a specific time" (Batson and Powell 2003, p. 465). Therefore, prosocial behavior is most likely influenced by the interaction of situational and dispositional factors (Romer, Gruder, and Lizzardo 1986).

Selfish versus altruistic behavior

In general, the dominant theories of prosocial motivation in psychology, sociology, economics and political science are based on the assumption of universal egoism (Batson and Powell 2003). But, for both practical and theoretical reasons, there are more and more studies that attempt to determine whether other theories might account for prosocial behavior as well (i.e. altruism). Economic theory preaches that the primary motive behind people's actions is self-interest, and research in social psychology has a tendency to stress that in general "people are selfish" (Fisher, Vandenbosch, and Antia 2008). Even in their most altruistic actions, people seem to find benefits for themselves (Batson 1987). For instance, blood donation, although considered an altruistic act, has benefits to the donor as well. It alleviates the aversive arousal or distress that results from knowing that others are suffering, enhances the donor's mood, boosts self-esteem, and creates a good impression if it is visible to others (Fisher, Vandenbosch, and Antia 2008).

However, this self-interest hypothesis does not always hold and may have its limits (Meier 2006). It is suggested that people will not invest in something that is unproductive for others, even if it would increase their own income (Bohnet and Frey 1997). Smith, in his first book, *The Theory of Moral Sentiments*, seems to have captured this dichotomy: "How selfish soever man may be supposed, there are evidently some principles in his nature, which interest him in the fortune of others, and render their happiness necessary to him, though he derives nothing from it, except the pleasure of seeing it" (Smith 1759, p. 3). Other explanations, such as the empathy-altruism

hypothesis, are introduced to explain people's prosocial behavior, (Batson 1987). The latter for instance, suggests that people engage in prosocial behavior due to an altruistic concern for others, and not for other selfish motives. Batson (1998) later acknowledges that people may experience very positive feelings after performing an altruistic act. The idea of "warm glow" (Andreoni 1989; 1990) describes those positive benefits a person gets out of behaving prosocially, and the concept of "impure altruism" suggests that people may behave prosocially not only for altruistic reasons, but also for the "warm glow".

In the same manner, Meier (2006) suggests that three reasons could help explain prosocial behavior: (i) pure altruism, (ii) impure altruism and, (iii) forming of a good self-image. *Pure altruism* means that people may behave prosocially because "they enjoy the well-being of others". *Impure altruism* relates to people behaving prosocially because they enjoy the wellbeing of others and it gives them an internal benefit, or "warm glow" (i.e. self reward, negative-state relief, or guilt reduction). The *forming of a good self-image* refers to people who do not necessarily care about the specific outcome of the prosocial act, but rather about their resulting positive self-image with regards to others' expectations. Meier (2006) suggests another explanation to the "extended version" of the self-interested model. He proposes that people may behave in a prosocial manner because it permits them to acquire other private benefits and gives the example of donors to arts organizations who, in exchange for their donations receive access to exclusive events, or the opportunity to be part of prestigious social networks. In this case, the benefit received can be an incentive for prosocial actions. Although these theories may hold in certain

contexts and for a given group of people, they are not enough to explain all prosocial behaviors. These theories do not explain why, even in anonymous situations where no material benefits are expected, some people will still behave in the best interest of others.

Dispositional characteristics such as personality traits may be helpful in explaining this tendency. Individuals with stronger agreeableness are described, among other things, as altruistic and softhearted, and as such are more likely to engage in prosocial behaviors (Carlo et al. 2005; Graziano and Eisenberg 1997). Moreover, extraversion is also linked to prosocial behavior (e.g.. volunteering), since it is associated with sociability, social interactions, positive emotions, and activity, all of which are required when partaking in a prosocial behavior (Burke and Hall 1986; Carlo et al. 2005; Smith and Nelson 1975).

However, because each individual is different in nature, his or her motivations to behave prosocially will also differ, and the motivations of the same person might differ from one situation to the other. Furthermore, a person's "moral identity" and image will shape a person's motivations and the behaviors in various situations (Reed, Aquino, and Levy 2007). When a person's self-concept is organized around his or her moral beliefs, the latter are highly likely to be translated into action consistently throughout the person's life (Damon and Hart 1992). Every person has in his or her mind an idea about what a moral person is like (e.g. kind, selfless, etc.), and how he or she behaves (helping the poor, taking care of the elderly, volunteering, donating money) (Reed, Aquino, and Levy 2007).

In sum, theories about the motivations behind prosocial behavior are numerous, and sometimes contradictory. While some argue that people may act with only the benefits of others in mind, others respond that people are selfish and always have a self-serving motive behind their altruistic actions. In the next section, we discuss the practical implications of this contradiction.

Self-Benefit versus Other- Benefit Appeals

From a practical point of view, resolving this contradiction is important for promoting prosocial behavior. In other words, marketers in both for- and not-for-profit organizations who want to engage people in prosocial behavior need to determine to what extent they should address them using self-benefit appeals or other-benefit appeals, that is, whether they should stress the personal gains that one gets out of prosocial behavior or the gains that others get from receiving help. On one hand, researchers argue that other-benefit appeals are more effective because they are likely to induce empathic responses that may incite people to help those in great distress or support a cause or an organization to which they relate. Moreover, they say that self-benefit appeals may have a negative impact on people because they may strip the prosocial behavior from its "meaning" and the latter may appear as selfish. Guy, Wesley, and Patton (1989) even imply that external rewards, such as tax exemptions, social acceptance or other types of rewards (i.e. monetary) may inhibit prosocial behavior. They suggest that the simple appeal to a person's deep-seated need to help others may be the most effective motivation to give. They also emphasize that an appeal that indicates the intensity of the need and the

consequences of not helping, as well as the closeness of the people needing help (i.e. an other-oriented appeal), should be effective in inducing prosocial behavior. In fact, Fisher, Vandenbosch, and Antia (2008), in a study of donations on an independent public television station, are able to show that a difference exists in the effectiveness of both types of appeals. Other-benefit appeals generate a larger amount of calls than self-benefit appeals, and people are more willing to donate when they perceive that they are helping others rather than themselves. However, because an individual is generally perceived as selfish, they attempt to explain the findings by the idea of "social desirability of helping" and on the desire to show positive traits such as compassion and kindness.

Because of the contradictory opinions on the topic of self versus other-benefit appeals, marketers often use one or both appeals to engage people in prosocial behavior. For example, Goodwill Industries once used the following slogan to raise money: "Your donations help fund job training and other career services that help people become successful at work", whereas Big Brothers Big Sisters of America used the following: "Being a 'Big Brother' or a 'Big Sister' is one of the most rewarding and enjoyable things you will ever do" (White and Peloza 2009). In the present study, we attempt to resolve this contradiction by presenting (GENYS) with both appeals.

H1: For GENYS, the FACEBOOK Event page built around an other-benefit appeal will have a greater impact on online, cause and event related prosocial behavior intentions than will the page with self-benefit appeal.

To our knowledge, the effect of gender on prosocial behavior in a social media environment has not been investigated. Women are more likely than men to use social media sites such as FACEBOOK (Hargittai 2007; Strayhorn 2009). They view interpersonal relationships and social goals as very important, while men regard advancement and economic rewards as most important (Hofstede 1984). This suggests that females are more "other-oriented" than males, and thus could give more importance to prosocial activities. According to Eagly (2009), gender role beliefs and stereotypes indicate to people what is typical of and what is considered admirable for their sex, and may influence the prosocial behavior in males and females. In general, stereotypes characterize women, more than men, as being friendly, unselfish, and concerned with others, and as such they imply that women have a greater propensity to help others and create relationship with them. Braus' (1994) findings indicate that women are more likely than men to donate money and time to charities.

> *H2: GENYS online, cause- and event-related prosocial behavior intentions will be stronger among females than among males, regardless of the type of appeal.*

SELF-DETERMINATION THEORY

Intrinsic versus Extrinsic, and Autonomous versus Controlled Motivation

Intrinsic motivation influences behavior because the person is interested in the

activity or because they enjoy it (Deci and Ryan 2000; Gagné and Deci 2005). Intrinsic

motivation energizes and sustains activities through the spontaneous satisfactions

inherent in effective volitional action. "It is thus a prototypic instance of human freedom

or autonomy in that people engage in such activity with a full sense of willingness" (Deci,

Ryan, and Koestner 1999, p. 658). In other words, intrinsic motivation improves people's

desire to persevere in an activity, not because they expect something in return, but

because they willingly want to do it. On the other hand, *extrinsic motivation* influences

behavior because of the external rewards and/or recognition they expect to receive in

return (Brief and Aldag 1977).

Studies of intrinsic and extrinsic motivations go back to the 1970s, and perhaps

even earlier. It was first proposed that extrinsic rewards motivate or increase the

likelihood of occurrence of a given behavior. However, Deci (1971) argues that certain

behaviors do not need such extrinsic rewards to take place, as they have their own

inherent intrinsic rewards. He even suggests that for certain behaviors, extrinsic rewards

can actually undermine the intrinsic aspect of the behavior. In fact, according to

Cognitive Evaluation Theory (CET), developed by Deci and Ryan (1980; 1985), rewards

can be interpreted either as controllers of behavior or as indicators of competence. To

better understand how extrinsic rewards influence motivation, Deci, Ryan, and Koestner

(1999) suggest that one must consider the functional significance of the reward or the meaning given to it. Specifically, they argue that the most important point to take into account is how the rewards affect a person's feelings of self- determination and competence. When the rewards are perceived as controllers, they tend to undermine intrinsic motivation, while when they are perceived as indicators of performance they tend to enhance it. However, this extreme distinction between extrinsic and intrinsic rewards appears to have limits, as it implies that the focus should be on one or the other to improve motivation (Gagné and Deci 2005).

In part, CET contributed to the Self-Determination Theory (SDT). SDT proposes a self-determination continuum (Figure 3.1) which, rather than simply distinguishing between extrinsic and intrinsic motivation, involves the concepts of autonomous and controlled motivation as well as amotivation (Gagné and Deci 2005). *Autonomous motivation* involves acting with a sense of volition and having the experience of choice (Gagné and Deci 2005). According to SDT (Deci and Ryan 1985; 1991; 2000), "humans have a fundamental need to feel autonomous, to feel that they are freely choosing their own actions" (Ratelle, Baldwin, and Vallerand 2005, p. 482). Hence, when they are able to satisfy this need, their self-determined motivation toward a new activity is enhanced, thus helping to initiate behavior (Guay, Vallerand, and Blanchard 2000; Deci and Ryan 1985; Vallerand 1997).

Intrinsic motivation is an example of autonomous motivation as it involves people willingly performing a certain behavior because of the satisfaction and/or interest they

perceive in it. On the other hand, *controlled motivation* involves someone doing

something "because they have to", and according the SDT, such feelings of control can

reduce self-determined motivation toward an activity (Ratelle, Baldwin, and Vallerand

2005). Extrinsic factors could induce such controlled motivation (Gagné and Deci 2005).

Autonomous and controlled motivations, are both intentional, but differ in how they are

felt and how they influence behaviors. *Amotivation* is characterized by a lack of intention

and motivation, or by a person not knowing why he or she is doing the activity (Gagné

and Deci 2005).

Figure 3.2: Self-Determined Motivation Continuum
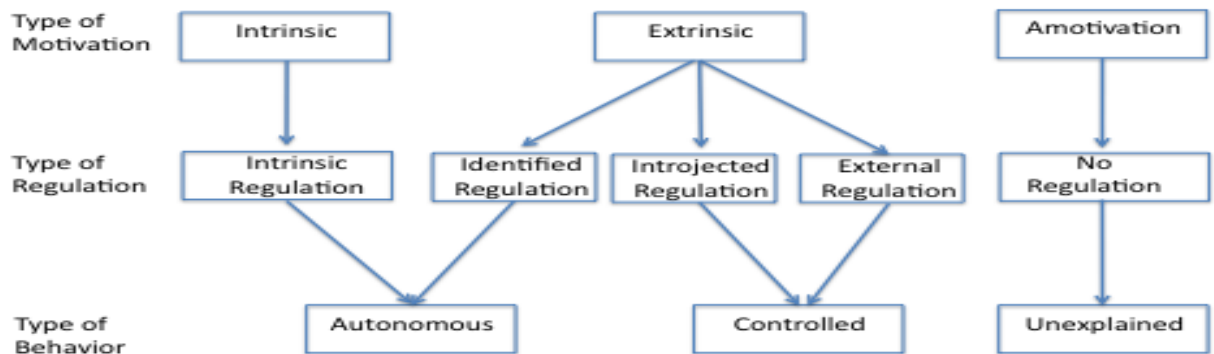
Adapted from Gagné and Deci (2005)

The continuum extends from intrinsic motivation on the left to *amotivation on the right* (Figure 3.1). In between the two extremes of the continuum, there are different types of extrinsic motivations with degrees of control and autonomy. The most controlling form of extrinsic motivation is *external extrinsic regulation*. It is purely motivated by factors external to the person (implicit approval, punishment, tangible rewards). *Introjected extrinsic regulation* is to a certain extent a less controlling motivation since reasons explaining the behavior are "within the person" (Gagné and Deci 2005, p. 334). An example of such introjected extrinsic regulation is, when a person behaves in a certain way to increase self-worth or self-esteem and/or to boost egos. *Identified extrinsic regulation* is somewhat autonomous motivation since it occurs when the behaviors align with the person's goals and identities and reflect part of themselves, regardless of whether or not the person perceives the activity as interesting or satisfactory.

The most autonomous form of extrinsic motivation (closest to intrinsic motivation) is called *integrated extrinsic regulation* (not included in Figure 3.1). It is activated when people have a full sense that the behavior is an integral part of who they are. It emanates from their sense of self. However, because this type of extrinsic motivation needs an established and stable personality and set values, some suggest that it should not be used when studying college students and teenagers (Ratelle et al. 2007). As such, this type of motivation will not be assessed in the current study. Finally, *intrinisic* regulation reflects the inherent self-directed autonomous nature of the motivation.

In summary, SDT describes different types of extrinsic and intrinsic motivation, which are intentional, as well as amotivation, which does not consciously involve intentions. More importantly, SDT distinguishes between controlled motivation (external and introjected extrinsic regulation) and autonomous motivation (intrinsic and identified extrinsic motivations). Being autonomously motivated implies that the person is motivated by his/her interest in the activity and/or because the reasons behind the behavior have been accepted as part of one's identity. On the other hand, controlled motivation involves a person being influenced by external factors (e.g. rewards, consequences) or by internal feelings (e.g. guilt, self-esteem, ego) (Gagné and Deci 2005; Ratelle et al. 2007). In terms of outcomes, it has been shown that autonomous or self-determined motivation (intrinsic and identified regulation) is most likely to result in positive outcomes, such as persistence, while the most controlled types of motivation (introjected and external regulations) are most likely to result in negative outcomes such as depressive states (Guay, Vallerand, and Blanchard 2000). In the next section, we attempt to explain prosocial behavior using SDT as a basis.

Prosocial Behavior, Self-versus other-benefits, and Autonomous versus Controlled Motivation

Some studies explain prosocial behavior by using intrinsic and extrinsic motivation as a basis. For instance, Ariely, Bracha, and Meier (2009) divide the motives of prosocial behavior into three categories: extrinsic, intrinsic, and image motivation.

Extrinsic motivation is any material reward or benefit associated with giving, such as thank-you gestures and tax breaks, while *intrinsic motivation* is the value of giving per se, represented by private preferences for others' well-being, such as pure altruism or other forms of prosocial preferences. Finally, *image motivation* refers to an individual's tendency to be motivated partly by others' perceptions where, others see behaving prosocially as good behavior (Ariely, Bracha, and Meier 2009). This is also supported by the Impression Management Theory, which suggests that in general people are motivated to make a favorable impression on others and to present themselves in a positive light (Goffman 1959; Leary and Kowalski 1990).

Ariely, Bracha, and Meier (2009) demonstrate that monetary or extrinsic incentives are effective only when a donation is performed in private because, if done in public, these incentives wil negatively affect the image motivation to do social good, and as such will not be as effective in inducing prosocial behavior. Economic incentives or tangible rewards used to motivate prosocial behavior may have these detrimental "crowding out" effects (Ariely, Bracha, and Meier 2009). For instance, the meta-analysis of Deci, Ryan, and Koestner (1999) shows that extrinsic factors may undermine the intrinsic motivation of a person. In fact, for certain people, showing that one cares involves more effort. Replacing it by monetary donations, which are viewed as cold and detached, can have a negative impact (Reed, Aquino, and Levy 2007). Moreover, when receiving money for blood donation, some people feel that the altruistic act is transformed into an economic transaction, which may deter them because they "cannot ascribe their actions to a generous or charitable desire to help others" (Fisher,

Vandenbosch, and Antia 2008, p. 521), and thus, prosocial behavior becomes less likely to be repeated in the future (Upton 1974). Furthermore, it is argued that although tangible rewards might be motivating when offered, they can potentially decrease the long-term motivation to help because the rewards become task-contingent, and the act becomes dependent on them (Fabes et al. 1989). In other words, these external incentives are "controlling" the prosocial behavior.

The autonomous versus controlled motivation continuum of the SDT may be conceptually useful in understanding the motivation of GENYS with regard to predicting prosocial behavior. SDT suggests that prosocial motivation can be based on different levels of autonomous regulation. The desire to benefit others can be autonomously supported by feelings of identification and value congruence or can be coerced by feelings of pressure and obligation (Gagné and Deci 2005; Grant 2008). Indeed, prosocial behavior can be initiated by factors such as personal values (helping others and doing good), or by external factors such as negative consequences or tangible rewards, and those motives vary in their levels of autonomy and/or control (Weinstein and Ryan 2010).

For instance, when external factors such as consequences, rewards or punishment (i.e. external regulations, which create the most controlled type of motivation) are imposed with regard to acting prosocially, the motivation becomes controlled, while prosocial actions that are performed by a person out of free will are more autonomous. The latter point is also supported by Brehm (1966) who suggests that a person who needs to maintain freedom of action will likely avoid situations where he or she feels pressured

into some form of action (i.e. situations where requests for help reduce freedom of action, or when extrinsic factors create feelings of control). For example, negative attitudes toward mandatory volunteering can develop when high school programs restrain choices for participations, evaluations, and completion deadlines (Sobus 1995). It seems that this "forced volunteering" defeats the purpose of the prosocial action. Stukas, Snyder, and Clary (1999) show that students forced to volunteer, compared to those given a choice, deter from volunteering in the future.

Finally, various studies in the domains of school, work, sport and health care show that autonomous motivation, relative to controlled motivation, is more likely to predict positive outcomes such as persistence, interest and well-being (Ryan and Deci 2000; Weinstein and Ryan 2010). Autonomous motivation leading to prosocial actions results in people putting more effort into their actions and care expression because they experience a "greater sense of personal volition and identify more personally meaningful reasons for engaging in the prosocial act" (Weinstein and Ryan 2010, p. 224), providing additional benefit to the persons receiving the help.

Prosocial behavior and positive prosocial outcomes are most likely induced by autonomous motivation (purely intrinsic, but also identified extrinsic), and that controlled motivation may force prosocial behavior but it can potentially undermine a person's free will to act prosocially in the future. People need to feel autonomous when choosing their actions, and when this need is satisfied, motivation towards the behavior is enhanced. The extent to which the environment is autonomy-supportive (i.e. gives people choice and

encouragement for personal initiative) can also promote autonomous rather than controlled motivation (Gagné 2003). Social media has the characteristics of an autonomy-supporting environment that allows for considerable transparency and freedom to engage in its various activities. On the other hand, controlled motivation involves someone doing something "because they have to", and such feelings of control may reduce self-determined motivation toward an activity (Ratelle et al. 2005). Therefore:

> *H3: Autonomous motivation will be more strongly related to prosocial online, cause and event related behavior intentions of GENYS than controlled motivation.*

Prosocial Behavior and Self-Determined Motivation: Global versus Contextual/Situational Measurements

The Hierarchical Model of Intrinsic and Extrinsic Motivation describes different levels of motivation ranging from global, to contextual to situational (Vallerand 1997; Vallerand and Ratelle 2002). According to this hierarchy, the most general level refers to a *global motivational orientation* at the personality or dispositional level. The contextual level deals with *motivation toward broad life contexts* and refers to motivation in a particular sphere of activities. Finally, *situational motivation* pertains to a given activity at a specific point in time. We assess global motivation and a combination of contextual and situational motivation. We combine contextual and situational levels by assessing motivations given the context of social causes and the situation of an event for a specific cause (breast cancer). This hierarchy implies that contextual/situational motivation is less

stable than global motivation (Vallerand 1997), and individuals adopt a particular motivational state in a particular situation (Ratelle, Baldwin, and Vallerand 2005). Therefore, context/situation-dependent measured motivation may be more likely to influence prosocial behavior, toward social causes in general and a specific cause related event, than is global or dispositional motivation.

> H4: Contextual/situational motivation assessments will be more strongly related to GNEYS' online, cause- and event-related prosocial behavior intentions than global- dispositional motivation assessments.

Other influences on GENYS Prosocial Behavior intentions

GENYS' perception of the importance of social media for social causes

Furthermore, social media is an increasingly important means of communication within networks of supporters, cause-related organizations and firms engaging or partnering in cause related activities. Specifically, GENYS may consider it an important way to getting involved and supporting social causes. They could find out more about these causes, spread the word about them, and collaborate by supporting them on social media platforms (Waters et al. 2009). Therefore:

> H5: The more GENYS perceive that their generation considers social media to be important for supporting social causes, the greater their prosocial online, cause- and event-related behavior intentions.

Prosocial behavior and the proximity to a social cause

Another predictor of prosocial behavior is the closeness a person feels toward individuals affected by a misfortune (Small and Simonsohn 2008). In the current study, we determine how GENYS perception of their proximity to a social cause, such as breast cancer (i.e. how much people think they, or someone close to them, can be affected, whether they or someone close to them has already been affected, and the extent to which they believe the cause is important to them and to their generation), affects their motivation and prosocial behavior intentions.

> *H6: Proximity of GENYS to the breast cancer cause will be positively associated with their prosocial online, cause and event related behavior intentions.*

Personality traits and prosocial behavior

Personality traits such as agreeableness and extroversion have been linked to the propensity to engage in positive WOM (Ferguson et al. 2010). Also, individuals with stronger agreeableness are said to be more likely to engage in prosocial behaviors (Carlo et al. 2005; Graziano and Eisenberg 1997) because they are described, among other things as soft hearted and altruistic. Extraversion, on the other hand, is associated with sociability, social interactions, positive emotions, and activity, which are required traits when partaking in a prosocial behavior (Burke and Hall 1986; Carlo et al. 2005; Smith and Nelson 1975). Therefore:

> *H7: Personality traits of agreeableness and extraversion will be positively associated with prosocial online, cause and event related behavior intentions.*

METHOD

STUDY DESIGN

Pilot Study

A pilot project was conducted to provide data for the design of the main study. This pilot study of GENYS and their attitude towards social media, social causes and events was done with a convenient sample (n = 196) of undergraduate and graduate business school students (Appendix A). Respondents were asked about their frequency of use of social media websites, their involvement with social causes, their preferences with regards to events. The preliminary results indicated that 96% of the respondents participate in social media and in terms of their use of social media, 44% rated themselves as "frequent" participants, 22% as "regular" participants, and 18% as "virtual fans. These results reinforced our perceptions that social media play an important role in the lives of GENYS. In particular, the use of FACEBOOK with GENYS ranked number one (83% of the respondents, n = 162).

The pilot study indicated that respondents attend concert events (70%, n = 137) and social events/parties (85%, n = 167). In order to avoid the "star" bias, the idea of a concert event was rejected. People may attend a concert event primarily because they like the music

or the artist, regardless of whether they support the cause or not. GENYS questioned indicated they support a social cause (54 %, n = 105) and the type of social cause most frequently supported is a health related cause (35%, n = 69). Thus, an event involving a "health" cause was the choice for the main study.

Also, in the pilot project, open-ended questions uncovered some of the reasons why people would be willing to attend an event for a social cause or help in the organization of one. Some of the recurring reasons were: social responsibility (e.g. "good thing to do"), relevance/ proximity of the cause to the person (i.e. "because it affects me directly/ someone close to me"), socializing (e.g. "meet people/ friends"), and benefits received in return (e.g. "experience"). Further details and results of the pilot study can be found in Appendix B.

Experimental Manipulations Using Self- and Other-benefit Facebook Event Page Appeals

In this study, one of two FACEBOOK Event pages, self-benefit or other-benefit appeals was randomly presented to GENYS. The two FACEBOOK pages were "mock" versions of FACEBOOK event pages, reflecting "real-life" aspects of the respondent's experience. Both pages promoted a social party organized to raise funds for breast cancer. They included realistic mock postings, videos and pictures that were pre-tested and improved after presenting them to a group of MBA students. The event was organized by the John Molson School of Business (JMSB) in association with the CURE Foundation for breast cancer. For more than 15 years, the CURE Foundation has organized an annual

fundraising event across Canada. The "Denim Day" is held in companies each year just after Mother's Day. It raises funds for breast cancer research and support groups. In order to increase its pertinence for our GENYS population, we transformed the event into the "JMSB/Denim Night Party". The date of the Party, April 9th 2011, was on the last weekend prior to the end of the term and before the start of final exams.

Self-Benefit Appeal

The "Self-Benefit Appeal" FACEBOOK EVENT page focused on "Doing Well" by presenting pictures and videos of the venue and of previous parties organized, as well as comments and wall posts by attendees about the personal benefits people can get from behaving prosocially. Six mock posts emphasized: (1) *"being seen"/image motivation* ("t's always good to be seen at charity events"; "Any celebrities attending?? Mel C was at one recently!"), (2) *economic incentives* ("Apparently, any donations of $20.00 or more will receive a tax receipt from the Foundation! Cool!"), (3) *popularity of charity events* ("I went to Denim and Diamonds once... pretty fancy! I'm thinking this is a younger, cooler version!"), (4) convenience and fashionable aspect of the dress code ("That's a gr8 idea! Denim is totally IN right now!! and apparently those who come up with the best denim outfit will win a fabulous prize!"), (5) *fun* ("Oh looks like great fun! I can't wait!!! I met some great people last time (*hint* hint* :P)"), and (6) popularity of the venue (Great venue! I attended a few parties there before! Awesome!!").

The "Other-Benefit Appeal" FACEBOOK EVENT page focused on "Doing Good" by presenting pictures and videos of the venue and of previous parties organized, as well as comments and wall posts about "Doing Good" for others. The page contained mock posts from "attendees", where they mentioned how important the cause and peoples' actions are for cure and research, and pictures and videos showing breast cancer survivors talking about their experiences. Six mock posts portrayed: (1) *closeness of the cause and the possibility of a close friend or relative being touched by cancer* ("Breast Cancer hit close to home for me when I was only 22 years old. I lost my very own Mother to this serious disease. Helping to find a cure is definitely dear to my heart! Together, let's find a cure!"), (2) *collecting funds for research and cure* ("The money we raise goes to fund research and support networks for patients, and to raise awareness about breast cancer."), (3) the intention of *being part of a community* ("Concordia University has participated in the effort to fight breast cancer since 1998 and has contributed over $17,000.00 to help research and treatment. We are so proud and happy to be part of that community!"), (4) *worthiness of the cause and being the "right thing to do"* ("Glad to see/hear that people are concerned with important issues! A worthy cause, Count me in!"), (5) *age proximity of breast cancer patients* ("I am 26 years old, and I was diagnosed with breast cancer last year. I started treatment and I am still fighting it. Thank you for organizing this event! Your support is very important to us!") and finally, (6) *allocation of the funds collected* ("We can do so much with events like this!").

SAMPLES AND DATA COLLECTION

Respondents were drawn from undergraduate students at the John Molson School of Business enrolled in either an Organizational Behavior course or an Introductory Marketing course. Although the data was collected online using two survey platforms (HPR and MRP respectively), the questions and the presentation sequences were identical. The respondents were from the same GENY subject population since both are compulsory core courses. Each course offered the students the option to participate in various research projects for extra course credit. Participation in a given study was optional and informed consent forms clearly indicated that the student can withdraw at any time. University ethical approval was obtained prior to the study (Appendix D).

The total sample of 562 respondents included 300 from the HPR and 262 from MRP survey platforms. The combined database was examined by the principal investigator and a co-investigator and the data from 29 respondents were eliminated due to missing, incomplete, or unusable responses. Elimination was based on the amount of minutes spent on the questionnaire in MRP: If respondents spent less than 10 minutes, it was assumed they did not complete the questionnaire thoroughly. On the other hand, elimination in the HPR database was based on a simple response check for errors. The final sample included fifty-one percent male (n = 269) and forty-nine percent female (n = 264). The modal age ranges were from 18-20 and from 21-23, comprising 53.7and 35.7 % of the respondents respectively.

Why an Online Questionnaire?

Any type of data collection has its strengths and weaknesses. The present study used online surveys, because they are consistent with GENYS social media use and facilitation with online interaction. Online surveys can potentially increase the internal validity of the research. Because research participants do not have to interact with an administrator/experimenter, there is less risk of demand characteristic and experimenter effect biases. Furthermore, because participants are filling out the survey on their own, the risk of social desirability response bias is also reduced (Whitley 2002). Evans and Mathur (2005) suggest that online surveys have the advantages of reach, speed and timeliness, convenience, low administration costs, ease of follow-up and control of order.

In the present study, we recruited a large number of respondents through the online survey method. Undergraduate business school students are GENYS, and at the university, all have free access to the Internet. Moreover, because online surveys can be available within seconds to participants and can be administered faster in comparison to traditional surveys, we were able to collect data from a large sample within a relatively short period of time. One of the most important advantages of online questionnaires is convenience. Respondents are able to complete the questionnaire on their own time and do not have to come into a lab to participate. For GENYS in particular, convenience is important. On the other hand, online questionnaires are also flexible for the researchers. Unlike traditional paper-based surveys, the researchers do not have to enter data manually into data analysis software. Online survey technology improves efficiency as it

directly provides the data in a software-readable version. Furthermore, online questionnaires provide researchers with the possibility to: track the sample size, contact the respondents if necessary, and verify that all questions are answered conscientiously and in the desired order. Finally, online questionnaires are less costly, as they do not require printing and paper.

On the other hand, unlike in-lab research, there is less opportunity of ensuring that the respondents understand and examine the variables correctly (e.g. sufficiently examine the FACEBOOK Event page). As a verification measure, two questions were included in the survey (Q1: "Did you login to the FACEBOOK page as: JDoyle212/ JeanMichelC";. Q2: "How many videos were on the page?"). The first question helped in determining which page each respondent viewed. The second question helped in ensuring that respondents spent at least a few minutes viewing the page in question. The self-benefit appeal page had two videos, while the other-benefit appeal page had only one. Hence a wrong answer to this question indicated that the respondent did not view the page and/or did not pay attention to it, and should thus be eliminated.

Another disadvantage is the lack of interaction with participants that can prevent them from asking questions or obtaining clarifications. To diminish this weakness, participants were asked whether they experimented difficulties answering the online questionnaire and if so they could contact the researchers through email (Whitely 2002).

MEASURES

Unless stated otherwise, all items were assessed using a Likert scale from "1" Strongly Disagree to "5" Strongly Agree.

Prosocial Behavior Intentions

The dependent variables assessed following the examination of one of the Facebook Event pages included three categories of prosocial behavior intentions: online, cause and event related. Online outcomes were prefaced with "This FACEBOOK event page makes me want to…", and included: (1) respond that I "like" some of the postings, (2) post my "comments" to it, (3) share it with my friends and others in my network, and (4 share some of the videos, pictures and links etc. Cause related outcomes were prefaced with "This FACEBOOK event page makes me want to…" and included: (1) recommend this breast cancer event to my friends, (2) find out more about breast cancer, (3) support the CURE Foundation; (4) be a part of the CURE Foundation community. Finally, Event related outcomes were prefaced with "Other things considered, I would…", and included (1) attend the CURE Foundation Denim Night Party, (2) urge my friends to attend the Denim Night Party, (3) make a donation to the CURE Foundation to fight breast cancer, (4) volunteer to help out at the CURE Foundation/Denim Day Party, and (5) willingly be on the organizing committee of the CURE Foundation/Denim Day Party.

Autonomous, Controlled and Amotivation Assessments

Autonomous motivation, controlled motivation and amotivation from SDT were measured using items from the Global Motivation Scale (GMS) developed by Guay, Mageau, and Vallerand (2003). This scale was originally designed to assess the dispositional motivation toward behaving in their life in general. The scale has 28 items Autonomous motivation included the two constructs of *Intrinsic Motivation* (toward *knowledge*, *accomplishment and stimulation)* and *Extrinsic Identified regulation,* while *Controlled motivation* included the constructs of *extrinsic external regulation* and *extrinsic introjected regulation.* The items from the Global Motivation Scale (GMS) were used to assess Global/Dispositional motivation and were prefaced by the statement "In general I …". The same items were then adapted to the general context of social causes and the specific situation of the JMSB/CURE Foundation "Denim Night Party", and used to measure a combination of situational and contextual motivation (SCMS). They were prefaced by the statement, "I would become engaged in events for social cause like the CURE Foundation Denim Night Party…". However 4 items were inadvertently excluded form the study: Items 25 (for the pleasure of learning different interesting facts), Item 26 (because I would feel bad if I do not do them.), Item 27 (because of the pleasure I feel outdoing myself) and Item 28 (even though I believe they are not worth the trouble) were excluded from the present questionnaire. Other studies have used a shortened version of the GMS, and their results were validated (Ratelle, Baldwin, and Vallerand 2005; Guay, Vallerand, and Blanchard 2000). Cronbach analysis validated our measures in CSMS (autonomous α= 0.93; controlled α = 0.83; Amotivation α = 0.76). Some of the Cronbach

alphas for GMS were slightly lower than 0.70 (controlled $\alpha = 0.65$). However, these

measurements will not be used in our analyses. We will use constructs from the SCMS.

Perceived Importance of Social Media for Social Causes

GENYS' perception of the importance of social media to support a social cause

for their generation is evaluated with a 6-item scale. Because our respondents are

GENYS themselves, we measured their perceptions regarding their own generation.

Therefore, the questions were introduced by: "My generation feels that…". The items

assessing this construct included: (1) build and sustain larger support communities, (2)

raise greater awareness about the cause, (3) heighten an individual's level of involvement

in the cause, (4) bring in more innovative ideas to the cause, (5) increase attendance at a

social cause event, (6) develop higher degrees of trust and transparency in the

organization promoting the cause**.**

Proximity to Breast Cancer Cause

The closeness of GENYS to the cause of breast cancer was assessed with a 4-item

scale. People behave prosocially to certain causes if they know someone (friend, family,

loved ones) who has been affected by a misfortune (Small and Simonsohn 2008). The

pilot study indicated why GENYS' would be willing to attend or help at a cause related

event: "If I know someone who has been touched", "If it touches me personally". From

this insight, a measure was included to determine how proximity to a cause and its

perceived importance affects intentional behaviors amongst other things. The items were prefaced with " This Cause is important to me because…" and included the following statements: (1) It is personally close to my heart; (2) I know someone who has suffered or I have suffered from breast cancer; (3) It can touch those in my family and others close to me; (4) It is one of the most important concerns for people of my age.

Personality Traits

Saucier's (1994) 40-items mini-markers version of the big-five personality traits has fewer negative and difficult items to evaluate and an acceptable reliability. This reduces participant response time, avoids problems of fatigue and loss of focus (Saucier 1994). Each of the five traits was assessed by eight items. *Extraversion, Agreeableness* and *Conscientiousness* were assessed with four positive and four negative-pole items. On the other hand, *Emotional Stability* was assessed with two positive and 6 negative-pole items, and *Openness* was assessed with six positive and two negative-pole items. All negative-pole items were reverse-coded when calculating the total score for each trait for each participant, as they represented undesirable attributes and are negatively related to the trait construct (Saucier 1994).

STATISTICAL PROCEDURES

All the variables were normally distributed (Appendix G). The means, standard deviations and correlations for all constructs were calculated and reported in Table 5.1 for the total sample, and in Tables 5.2 and 5.3 for the other-benefit and self-benefit appeals

respectively. Internal consistency of the scales and reliability of the items are important when the measuring instrument uses multiple items to assess a given construct. Computing the constructs' Cronbach Alpha indicators can test reliability. According to the literature, a minimum cutoff value of 0.7 should be considered (Cronbach, 1970; Nunnally, 1978; Robinson et al. 1991a). The computed Alphas are presented in Table 5.4. All general constructs except controlled motivation in the Global Motivation Scale (GMS) ($\alpha = 0.65$) and Openness to experience ($\alpha = 0.67$), had alphas over 0.70.

To determine the relationship between the independent variables and the prosocial behavior intentions, we conducted regression analyses in 3 steps: Analyses were first conducted on the total sample. Then, regression analysis was conducted on the two sub-samples of self-benefit and other-benefit appeals, without interactions between the independent variables. Finally, the second step was repeated with interactions between the independent variables. In the three steps of analyses, all data were mean-centered, and variables were entered in blocks to test for significance and changes in the R^2. All regression coefficients are standardized Betas. The independent variables were entered in the following order: Appeal type, Situational/Contextual Autonomous, Controlled, Amotivation, Perception of Importance of SM for social causes, Proximity to the cause, and finally Agreeableness and Extraversion. The specified order of variable entry was chosen as it was theoretically and conceptually more justified by the conceptual background of the present study. The Facebook appeal type was used as a dummy variable in all the analyses and was coded as 0= Self-benefit and 1=Other-benefit.

Table 5.1: Means, Standard Deviations, and Correlation coefficients for the **Total Sample.**

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13
1 Amotivation (SCMS)	2.3	0.83	1.00												
2 Autonomous Motivation (SCMS)	3.26	0.71	**0.17**	1.00											
3 Controlled Motivation (SCMS)	2.61	0.71	**0.46**	**0.44**	1.00										
4 Amotivation (GMS)	2.61	0.78	**0.45**	0.05	**0.28**	1.00									
5 Autonomous Motivation (GMS)	3.93	0.48	**-0.09**	**0.32**	-0.01	-0.06	1.00								
6 Controlled Motivation (GMS)	3.36	0.59	**0.24**	**0.14**	**0.53**	**0.26**	**0.26**	1.00							
7 Proximity to the cause	3.18	0.88	**0.12**	**0.37**	**0.24**	**0.11**	**0.12**	**0.21**	1.00						
8 Perceived Importance of SM for cause	3.99	0.65	**-0.09**	**0.36**	0.08	-0.06	**0.26**	**0.13**	**0.16**	1.00					
9 Extroversion	3.37	0.58	**-0.10**	**0.13**	-0.05	**-0.18**	**0.25**	-0.07	0.04	0.08	1.00				
10 Agreeableness	3.83	0.51	-0.07	**0.17**	-0.08	-0.07	**0.26**	0.02	**0.14**	**0.19**	**0.10**	1.00			
11 Online Outcomes	2.88	0.85	**0.14**	**0.42**	**0.26**	0.00	**0.15**	**0.14**	**0.28**	**0.24**	0.08	0.08	1.00		
12 Cause-related Outcomes	3.17	0.86	**0.11**	**0.52**	**0.25**	0.02	**0.17**	**0.09**	**0.38**	**0.31**	0.09	**0.15**	**0.69**	1.00	
13 Event-related Outcomes	2.96	0.85	**0.13**	**0.57**	**0.29**	0.06	**0.19**	**0.13**	**0.45**	**0.31**	0.09	**0.16**	**0.55**	**0.66**	1.00

Correlations in bold are significant at p<.05

Table 5.2: Means, Standard Deviations, and Correlation coefficients for **"Other-Benefit Appeal" sub-sample.**

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13
1 Amotivation (SCMS)	2.33	0.87	1.00												
2 Autonomous Motivation (SCMS)	3.26	0.74	**0.17**	1.00											
3 Controlled Motivation (SCMS)	2.58	0.72	**0.46**	**0.47**	1.00										
4 Amotivation (GMS)	2.64	0.83	**0.47**	0.02	**0.32**	1.00									
5 Autonomous Motivation (GMS)	3.90	0.52	-0.07	**0.39**	0.03	-0.05	1.00								
6 Controlled Motivation (GMS)	3.34	0.61	**0.28**	**0.13**	**0.54**	**0.30**	**0.26**	1.00							
7 Proximity to the cause	3.17	0.90	0.09	**0.38**	**0.24**	0.06	**0.14**	**0.17**	1.00						
8 Perceived Importance of SM for cause	3.96	0.65	-0.07	**0.42**	**0.13**	-0.04	**0.23**	0.06	**0.12**	1.00					
9 Extroversion	3.38	0.61	-0.07	**0.18**	-0.04	**-0.20**	**0.28**	-0.08	0.09	0.11	1.00				
10 Agreeableness	3.80	0.49	**-0.18**	0.21	**-0.15**	**-0.13**	0.32	-0.07	**0.14**	**0.23**	0.15	1.00			
11 Online Outcomes	2.74	0.83	**0.14**	**0.51**	**0.29**	-0.05	**0.15**	0.08	**0.32**	**0.27**	0.10	**0.14**	1.00		
12 Cause-related Outcomes	3.05	0.88	0.10	**0.55**	**0.23**	-0.01	**0.22**	0.03	**0.42**	**0.36**	0.13	0.22	0.64	1.00	
13 Event-related Outcomes	2.93	0.86	0.10	**0.60**	**0.24**	0.01	**0.26**	0.06	**0.45**	**0.35**	0.14	0.15	0.60	0.68	1.00

Correlations in bold are significant at p<.05

Table 5.3 Means, Standard Deviations, and Correlation coefficients for **"Self-Benefit Appeal" sub-sample.**

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13
1 Amotivation (SCMS)	2.26	0.80	1.00												
2 Autonomous Motivation (SCMS)	3.27	0.67	**0.18**	1.00											
3 Controlled Motivation (SCMS)	2.64	0.70	**0.46**	**0.41**	1.00										
4 Amotivation (GMS)	2.58	0.71	**0.42**	0.09	**0.23**	1.00									
5 Autonomous Motivation (GMS)	3.97	0.44	-0.11	**0.21**	-0.06	-0.05	1.00								
6 Controlled Motivation (GMS)	3.38	0.57	**0.20**	**0.16**	**0.51**	**0.22**	**0.27**	1.00							
7 Proximity to the cause	3.19	0.87	**0.15**	**0.35**	**0.23**	**0.18**	0.08	**0.25**	1.00						
8 Perceived Importance of SM for cause	4.02	0.65	-0.10	**0.28**	0.03	-0.09	**0.28**	**0.20**	**0.19**	1.00					
9 Extroversion	3.35	0.56	**-0.15**	0.06	-0.07	**-0.16**	**0.22**	-0.05	-0.03	0.04	1.00				
10 Agreeableness	3.85	0.54	0.05	0.12	-0.02	0.00	**0.20**	0.11	**0.14**	**0.15**	0.06	1.00			
11 Online Outcomes	3.04	0.84	**0.15**	**0.34**	**0.21**	0.07	**0.13**	**0.21**	**0.25**	**0.21**	0.06	0.01	1.00		
12 Cause-related Outcomes	3.30	0.83	**0.13**	**0.48**	**0.27**	0.09	0.08	**0.16**	**0.35**	**0.24**	0.04	0.07	**0.73**	1.00	
13 Event-related Outcomes	3.00	0.83	**0.18**	**0.53**	**0.34**	**0.13**	0.09	**0.21**	**0.45**	**0.25**	0.03	**0.16**	**0.51**	**0.65**	1.00

Correlations in bold are significant at p<.05

Table 5.4: Constructs, Scale items and Cronbach Reliability Coefficients.

Construct	Cronbach Alphas
Prosocial Behavior Intentions	
Online Outcomes	0.79
"This FACEBOOK event page makes me want to…"	
- respond that I "like" some of the postings	
- post my "comments" to it	
- share it with my friends and others in my network	
- share some of the videos, pictures and links etc.	
Cause-related Outcomes	0.85
"This FACEBOOK event page makes me want to…"	
- recommend this breast cancer event to my friends	
- find out more about breast cancer	
- support the CURE Foundation	
- be a part of the CURE Foundation community	
Event-related Outcomes	0.86
"Other things considered, I would…"	
- attend the CURE Foundation Denim Night Party	
- urge my friends to attend the Denim Night Party	
- make a donation to the CURE Foundation to fight breast cancer	
- volunteer to help out at the CURE Foundation/Denim Day Party	
- willingly be on the organizing committee of the CURE Foundation/Denim Day Party	
Total Outcomes	0.91

Constructs	Cronbach (α)	
GMS "In general I do things…"	GMS	SCMS
SCMS " I would become engaged in events for social causes like the CURE Foundation Denim Night Party…"		
Intrinsic Motivation		
a) *To know* ... because I like making interesting discoveries. ... for the pleasure of acquiring new knowledge. ... for the pleasure of learning new, interesting things	0.79	0.87
b) *Toward accomplishment* ... because of the pleasure I feel as I become more and more skilled. ... for the pleasure I feel mastering what I am doing. ... because of the satisfaction I feel in trying to excel in what I do.	0.75	0.85
c) *To experience stimulation* ... in order to feel pleasant emotions. ... because of the sense of well-being I feel while I am doing them. ... for the pleasant sensations I feel while I am doing them. ... for the enjoyable	0.69	0.84
Total Intrinsic Motivation	0.85	0.91
Extrinsic Motivation a) *Identified* ... in order to help myself become the person I aim to be. ... because I chose them as means to attain my objectives. ... because I chose them in order to attain what I desire. ... because I choose to invest myself in what is important to me.	0.77	0.79
b) *Introjected* ... because I would beat myself up for not doing them. ... because otherwise I would feel guilty for not doing them. ... because I force myself to do them.	0.60	0.74
c) *External* ... because I do not want to disappoint certain people. ... because I want to be viewed more positively by certain people. ... in order to show others what I am capable of.	0.68	0.70
Autonomous Motivation	0.88	0.93
Controlled Motivation	0.65	0.83
Amotivation	0.71	0.76

Table 5.4: Constructs, Scale items and Cronbach Reliability Coefficients (continued).

Constructs	Cronbach Alphas
Perceived Importance of Social Media for Social Causes	0.83

**"My generation feels that Social Media are essential to social causes because
they can.."**
...build and sustain larger support communities
…raise greater awareness about the cause
…heighten an individual's level of involvement in the cause
…bring in more innovative ideas to the cause
…increase attendance at a social cause event
…develop higher degrees of trust and transparency in the organization
promoting the cause

Proximity to Breast Cancer	0.74

"THE CAUSE IS important to me because…"
…It is personally very close to my heart
…I know someone who has suffered from breast cancer or I have suffered from
breast cancer
…It can touch those in my family and others close to me
…It is one of the most important concerns for people of my age

Table 5.4: Constructs, Scale items and Cronbach Reliability Coefficients (continued).

Construct	Cronbach (α)
Personality Traits	
Extraversion	0.75
Talkative	
Extroverted	
Bold	
Energetic	
Shy	
Quiet	
Bashful	
Withdrawn	
Agreeableness	0.72
Sympathetic	
Warm	
Kind	
Cooperative	
Cold	
Unsympathetic	
Rude	
Harsh	
Conscientiousness	0.78
Organized	
Efficient	
Systematic	
Practical	
Disorganized	
Sloppy	
Inefficient	
Careless	
Openness	0.67
Creative	
Imaginative	
Philosophical	
Intellectual	
Complex	
Deep	
Uncreative	
Unintellectual	
Emotional Stability	0.73
Unenvious	
Relaxed	
Moody	
Jealous	
Temperamental	
Envious	
Touchy	
Fretful	

RESULTS

HYPOTHESES TESTING

H1 posited that The FACEBOOK Event page built around an other-benefit appeal would have a greater impact on the prosocial behavior intentions of GENYS. This hypothesis is largely supported since the other-benefit Facebook Event page appeal resulted in significantly higher mean scores of online and cause related behavior intentions than the self-benefit Facebook Event page appeal (Table 6.1). However, no significant difference is found between the two Facebook appeals for the event related intentions except for the item of "intention to volunteer' which was significantly higher for the other-oriented appeal. These results, demonstrating the relative importance of an other-benefit appeal, are also evident in the significant beta coefficients shown in the regression analyses using the total sample of respondents (Table 6.2).

H2 posited that females would have higher prosocial behavior intentions than males, regardless of the type of appeal they view. However, results indicated that the means for all three prosocial behavior intentions were not significantly different between males and females, regardless of the type of appeal presented (Table 6.3). Therefore, H2 is rejected.

Table 6.1: **Online, Cause and Event** Related Prosocial Behavior Intentions for **Self-Benefit** and **Other-Benefit** Facebook Appeals.

	Self-Benefit Appeal (n = 283) Mean ± SD	Other-Benefit Appeal (n = 249) Mean ± SD	t	p
Online related	2.74 ± 0.05	3.04 ± 0.05	4.26	.00001
Cause related	3.05 ± 0.05	3.30 ± 0.05	3.39	.0001
Event related	2.93 ± 0.05	3.00 ± 0.05	1.00	ns

Autonomous motivation, measured on a contextual/situational level, compared to controlled motivation, is hypothesized (H3) to have a stronger impact on prosocial behavior intentions. This hypothesis is strongly supported since autonomous motivation loads with the largest beta coefficients for online (ß = 0.302), cause (ß = 0.372) and event (ß = 0.404) related behavior intentions in both the total sample analysis (Table 6.2) and in the sub-sample analyses (Tables 6.4, 6.5 and 6.6). Controlled motivation is not a significant predictor of either type of prosocial behavior intentions, except with regard to event-related behavior intentions of the other-benefit appeal sub-sample (ß = .132 at p < .05 significance level).

Table 6.2: Online, Cause and Event Related Prosocial Behavior Intentions Regression for **Total Sample.**

	Online behavior intentions $R^2= 0.249$			Cause-related behavior intentions $R^2= 0.348$			Event-related behavior intentions $R^2= 0.402$		
	Beta	t	p	Beta	t	p	Beta	t	p
Constant		0.508	0.612		-0.549	0.583		-1.471	0.142
Appeal type	**0.176**	4.605	0	**0.134**	3.777	0	0.03	0.891	0.373
Autonomous Motivation (SCMS)	**0.302**	6.292	0	**0.372**	8.329	0	**0.404**	9.452	0
Appeal type x Autonomous Motivation	-0.066	-1.326	0.186	-0.024	-0.518	0.605	-0.016	-0.37	0.712
Controlled Motivation (SCMS)	0.044	0.917	0.36	0.006	0.144	0.886	0.021	0.496	0.62
Amotivation (SCMS)	0.068	1.578	0.115	0.037	0.921	0.357	0.036	0.939	0.348
SM for causes	**0.111**	2.664	0.008	**0.136**	3.529	0	**0.119**	3.213	0.001
Proximity to cause	**0.137**	3.323	0.001	**0.217**	5.67	0	**0.267**	7.267	0
Agreeableness	-0.018	-0.456	0.648	0.02	0.533	0.594	0.024	0.689	0.491
Extraversion	0.039	1.019	0.309	0.024	0.676	0.499	0.019	0.55	0.583

Correlations in bold are significant at p<.05

Table 6.3: **Gender** and Prosocial Behavior Intentions for **Self-Benefit** and **Other-Benefit** Facebook Appeals.

Prosocial Behavior Intentions	Males Mean ± SD	n	Females Mean ± SD	n	t	p
Online Related						
Self-benefit appeal	2.75 ± 0.07	139	2.72 ± 0.07	144	0.26	0.80
Other-benefit appeal	3.09 ± 0.08	130	3.00 ± 0.08	119	0.81	0.42
Cause Related						
Self-benefit appeal	3.06 ± 0.07	139	3.04 ± 0.08	144	0.27	0.79
Other-benefit appeal	3.30 ± 0.07	130	3.30 ± 0.08	119	-0.12	0.90
Event Related						
Self-benefit appeal	2.90 ± 0.08	139	2.95 ± 0.07	144	-0.47	0.63
Other-benefit appeal	3.02 ± 0.07	130	2.98 ± 0.08	119	0.36	0.72

H4 posited that contextual/situational motivation (CSMS) assessments were more strongly related to prosocial behavior intentions than global motivation scale (GMS) assessments. The data support H4 since correlations between GMS variables and prosocial behavior intentions are low compared to those for CSMS items (Table 6.7). Moreover, in the regression analyses conducted using the GMS variables none of the betas were significant (Appendix H).

Table 6.4: **Online** Prosocial Behavior Intentions, **Other-Benefit Appeal** and **Self-Benefit Appeal sub-sample** regressions.

	Other-benefit Appeal sub-sample $R^2= 0.170$			Self-benefit Appeal self sample $R^2= 0.284$		
	Beta	t	p	Beta	t	p
Constant		1.252	.251		0.029	.977
Autonomous Motivation (SCMS)	**.226**	3.218	.001	**.378**	5.518	.000
Controlled Motivation (SCMS)	.043	.601	.549	.048	.717	.474
Amotivation (SCMS)	.102	1.518	.130	.055	.933	.352
SM for causes	**.142**	2.260	.025	.079	1.366	.173
Proximity to cause	**.130**	2.041	.045	**.143**	2.569	.011
Agreeableness	-.069	-1.152	.250	.031	.552	.581
Extraversion	.068	1.144	.254	.012	.226	.822

Correlations in bold are significant at p<.05

Table 6.5: **Cause-**related Prosocial Behavior Intentions, **Other-Benefit Appeal** and **Self-Benefit Appeals sub-sample** regressions.

	Other-benefit Appeal sub-sample $R^2= 0.287$			Self-benefit Appeal self sample $R^2= 0.386$		
	Beta	t	p	Beta	t	p
Constant		.848	.397		-1.246	.214
Autonomous Motivation (SCMS)	**.350**	5.381	.000	**.386**	6.076	.000
Controlled Motivation (SCMS)	.076	1.147	.253	-0.052	-.839	.402
Amotivation (SCMS)	.021	0.330	.742	.065	1.203	.230
SM for causes	**.115**	1.985	.048	**.164**	3.081	.002
Proximity to cause	**.188**	3.175	.002	**.250**	4.850	.000
Agreeableness	-.027	-0.479	.633	.062	1.196	.233
Extraversion	.030	.544	.587	.012	.240	.810

Correlations in bold are significant at $p<.05$

Table 6.6: **Event**-related Prosocial Behavior Intentions, **Other-Benefit Appeal** and **Self-Benefit Appeal sub-sample** regressions.

	Other-benefit Appeal sub-sample R^2= 0.384			Self-benefit Appeal self sample R^2= 0.434		
	Beta	t	p	Beta	t	p
Constant		-1.192	.235		-0.422	.673
Autonomous Motivation (SCMS)	**.341**	5.645	.000	**.469**	7.696	.000
Controlled Motivation (SCMS)	**.132**	2.129	.034	-0.087	-1.475	.141
Amotivation (SCMS)	.024	0.420	.675	.044	0.834	.405
SM for causes	.099	1.834	.068	**.144**	2.801	.005
Proximity to cause	**.267**	4.852	.000	**.272**	5.475	.000
Agreeableness	.056	1.087	.278	-.027	-0.543	.588
Extraversion	.015	.291	.771	.018	.392	.695

Correlations in bold are significant at p<.05

Table 6.7: Correlations Between **Online, Cause and Event** Related Prosocial Behavior Intentions and **Global Motivation** (GMS) and **Contextual/Situational Motivation** (CSMS) Scales.

	Intrinsic	Identified Extrinsic	Introjected Extrinsic	External Extrinsic	Amotivation
Online					
GMS	0.17	0.07	0.10	0.14	-0.00
CSMS	0.43	0.35	0.19	0.26	0.14
Cause					
GMS	0.17	0.11	0.01	0.07	0.02
CSMS	0.51	0.45	0.22	0.24	0.11
Event					
GMS	0.20	0.14	0.12	0.10	0.06
CSMS	0.56	0.50	0.26	0.26	0.13

H5 posited that the perception of GENYS regarding the importance to their generation of social media to support social causes is positively related to prosocial behavior intentions. This hypothesis is supported for online ($\beta = 0.111$), cause ($\beta = 0.136$) and event ($\beta = 0.119$) related behavior intentions in the total sample (Table 6.2). In the sub-samples, the betas were significant except for online behavior intentions of the self-benefit appeal sub-sample ($\beta = 0.079$; $p = 0.173$) and for event-related behavior intentions of the other-benefit appeal sub-sample ($\beta = 0.099$; $p = 0.068$).

H6 states that GENYS proximity to the breast cancer cause is positively associated with prosocial behavior intentions. This hypothesis is supported for cause ($\beta = 0.217$), event ($\beta = 0.267$) and online ($\beta = 0.137$) related prosocial behavior in the total sample (Table 6.2). The

regression coefficients of the proximity variable were also highly significant for all three prosocial behavior intentions in both sub-samples (Tables 6.4, 6.5 and 6.6).

Finally, although the Agreeableness and Extraverted personality traits are postulated to be positively related to prosocial behavior intentions (H2), this hypothesis is rejected since none of the betas were significant in neither the total sample analysis nor the sub-sample analysis. This result was predictable given the very low correlations between the personality traits and the three prosocial behavior intentions (Table 5.1).

POST HOC ANALYSES

Interaction analyses were conducted on both the self- and other benefit appeal sub-samples with regard to their influence on the online, cause and event related prosocial intentions. There were no significant interactions in the self-benefit subsample analyses for either of the prosocial intentions and nor were there significant interactions in the other-benefit subsample for cause and event related intentions. However, there were important interactions found for **online intentions in the other-benefit sample.**

Perceived Importance of Social Media and Autonomous Motivation

First, we tested for the interaction between perceived importance of Social Media and the three types of motivation: autonomous, controlled, and amotivation (Table 6.8) The interaction between the perceived importance of SM for social causes and autonomous

motivation is significant ($\beta = 0.228$) indicating that the impact of autonomous motivation on

online prosocial behavior intentions is greater as the perceived importance of SM increases

(Figure 6.1).

Table 6.8: Effect of Interaction between **Autonomous Motivation** and **Perceived Importance of SM** on **Online** Prosocial Intentions.

$R^2 = 0.170$	Beta	SE	t	p
(Constant)	3.007	.052	57.827	.000
Autonomous Motivation	**.302**	.086	3.488	.001
Controlled Motivation	.131	.090	1.454	.147
Amotivation	.086	.073	1.187	.236
SM for cause	**.228**	.083	2.732	.007
SM for cause X Autonomous Motivation	**.288**	.123	2.342	.020
SM for cause X Controlled Motivation	-.296	.166	-1.781	.076
SM for cause X Amotivation	.118	.120	.980	.328

Correlations in bold are significant at p<.05

Figure 6.1: Effect of **Autonomous Motivation** on **Online** prosocial intentions at low, mid and high levels of **Perceived Importance of SM** for cause in **Other-Benefit Appeal sub-sample.**
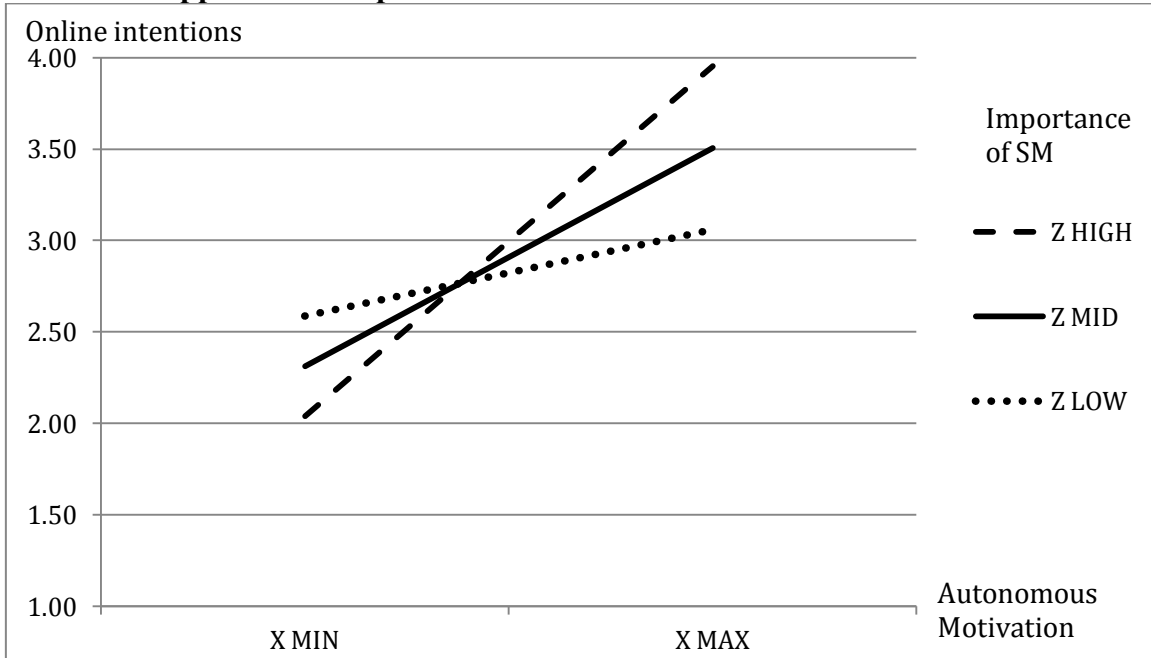
Proximity to the cause and Autonomous Motivation

In the other-benefit appeal subsample we also tested for the interaction between Proximity to the Cause and the three motivation types (Table 6.9). The interaction with autonomous motivation was the only significant one ($\beta = 0.295$). The impact of autonomous motivation on online prosocial intentions is greater as proximity increases (Figure 6.2).

Table 6.9: Effect of Interaction between **Autonomous Motivation** and **Proximity** to the cause on **Online** Prosocial Intentions.

$R^2 = 0.181$	Beta	SE	t	p
(Constant)	3.004	0.052	58.307	.000
Autonomous Motivation	**0.392**	0.087	4.521	.000
Controlled Motivation	0.061	0.086	.708	.480
Amotivation	0.081	0.070	1.161	.247
Proximity to Cause	**0.157**	0.062	2.530	.012
Proximity to cause X Autonomous Motivation	**0.295**	0.091	3.252	.001
Proximity to cause X controlled Motivation	-0.177	0.102	-1.737	.084
Proximity to cause X Amotivation	-0.014	0.087	-.159	.873

Correlations in bold are significant at p<.05

Figure 6.2: Effect of **Autonomous Motivation** on **Online** prosocial intentions at low, mid and high levels of **Proximity** to the cause in the Other-benefit appeal sample.
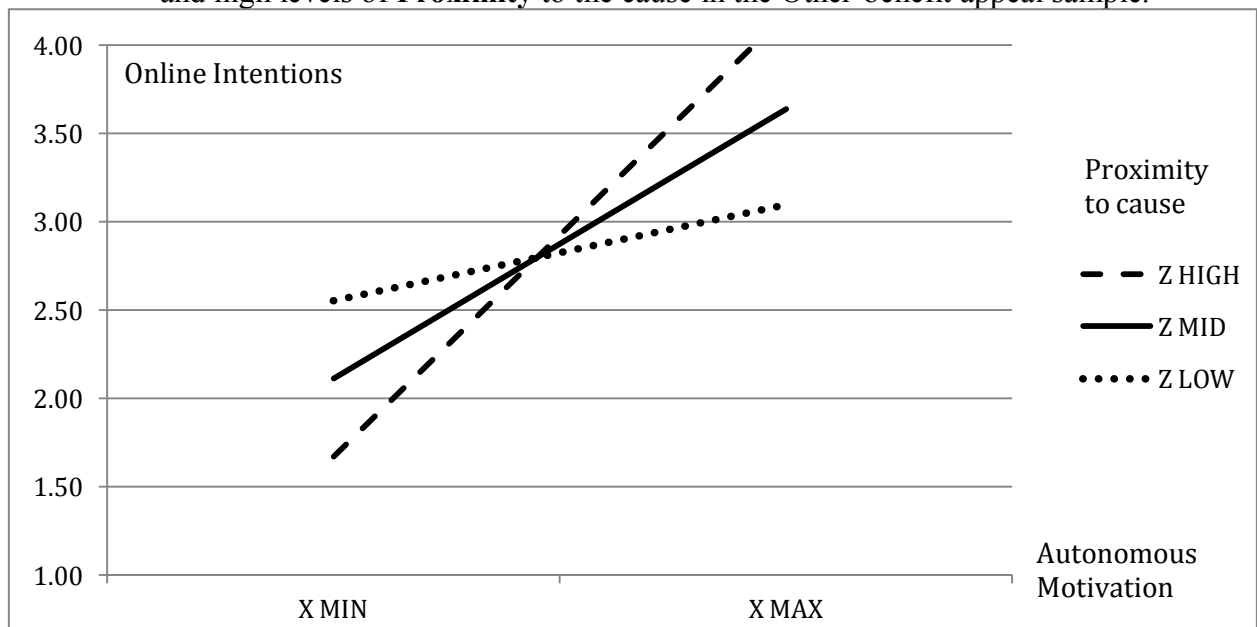
Proximity to the cause and Perceived Importance of Social Media

Finally, in the other-benefit appeal subsample, we tested for the interaction between the perceived importance of Social Media for social causes and Proximity to the Cause (Table 6.10). The interaction was significant ($\beta = 0.197$), indicating that the impact of proximity to the cause on online prosocial behavior intentions is greater as perceived importance of SM increases (Figure 6.3).

Table 6.10: Effect of Interaction between **Perceived Importance of SM** and **Proximity** to the cause on **Online** Prosocial Intentions.

R2= 0.171	Beta	SE	t	p
(Constant)	3.010	.050	60.395	.000
Autonomous Motivation	**.352**	.081	4.359	.000
Proximity to the cause	**.132**	.061	2.169	.031
SM for Cause	**.214**	.083	2.572	.011
SM for cause X Proximity	**.197**	.077	2.553	.011

Correlations in bold are significant at p<.05

Figure 6.3**:** Effect of **Proximity** to the cause on **Online** behavior intentions at low, mid and high levels of **Perceived Importance of SM**
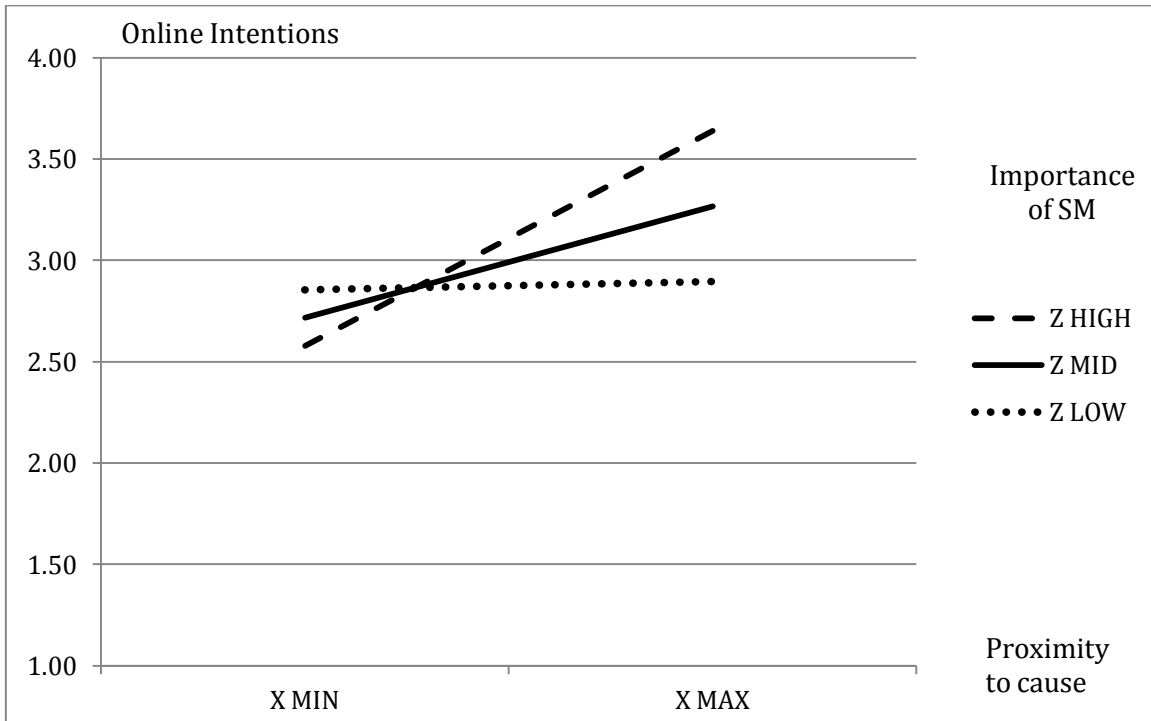
Another interesting finding appeared in the analysis, and is related to the significant relationship between Controlled Motivation and event-related prosocial behavior intentions. Controlled motivation was not significantly related to any of the other behavior intentions in neither the total sample nor the two sub-samples. However, it was significantly related to event-related behavior intentions in the other-benefit appeal sample (β= 0.132 at 0.005 significance level). This result will be discussed in the next section.

THEORETICAL IMPLICATIONS

The antecedents of prosocial behavior have been researched extensively. However, to our knowledge, this is the first investigation of the link between motivation and cause related prosocial behavior in an environment of social media, and in particular with regard to Generation "Y". To date, the literature about GENYS is sparse and is mainly anecdotal. Here we assess their online, cause and event related prosocial behavior intentions.

The major findings of this research are essentially consistent for the online, cause- and event-related prosocial related behavior intentions. They indicate that GENYS are more likely to engage in them if they, i) are presented with an other–benefit compared to a self-benefit Facebook Event page appeal, ii) are autonomously rather than controllingly motivated, iii) feel close to a particular cause (proximity) and, iv) perceive that their generation (GENYS) considers social media to be an effective means of promoting social causes in general. Additionally, the results indicate that Self-Determined Motivation is a stronger predictor of prosocial behavior intentions when it is assessed in a given context

or situation rather than at a global/dispositional level. Finally, no significant effects on prosocial behavior intentions are found for gender, and for the personality traits of agreeableness and extraversion. We subsequently discuss the theoretical contributions of this study according to the above sequence.

First, the present study contributes to the literature, as it is the first to show that, compared to self-benefit appeals, other-benefit appeals would be more effective in encouraging prosocial behaviors among GENYS. These individuals, regardless of their gender, are more affected by other-benefit appeals than by self-benefit appeals. The primacy of the other-benefit appeal demonstrates that GENYS are socially conscientious rather than selfish "slacktivists".

The findings indicate that this relation is mainly significant for online and cause-related prosocial behavior intentions. With the exception of intention to volunteer, it is not significant for event-related behavior intentions. The latter may be partially due to the event date, which was just prior to final exams. Additional data collected subsequent to this thesis demonstrated that, for an event scheduled at the beginning of a semester, the primacy of the other-benefit appeal for online and cause-related intentions was confirmed, but in this case it was so also for event-related intentions. The relative importance of the other-benefit appeal is in line with finding from previous studies showing that a difference does exist in the effectiveness of both types of appeals. People are more willing to donate when they perceive an other-benefit appeal, or that they are helping others rather than themselves (Fisher, Vandenbosch, and Antia 2008).

An unexpected finding was that gender had no significant effect on online, cause- and event-related prosocial behavior intentions in either the self- or the other-benefit appeal. This, despite women's stereotype as being friendlier, unselfish, and more concerned with others than men, and as such it is implied that women have a greater propensity to help others and engage in prosocial behavior (Braus' 1994). However, there are many situations where men also behave altruistically (e.g. philanthropist businessmen). Men are described as more independent, ambitious, and competitive, and may be expected to behave prosocially only if they acquire higher status or gain something out of it. Also, Eagly (2009) points out that the status of women in society has evolved, with more and more women joining the workforce and acquiring managerial and professional positions. As such, they have begun to acquire some of the characteristics previously attributed to men. This may especially be true in the new generation (GENYS). This helps in explaining why gender did not significantly affect the results in the present study.

Second, the results clearly demonstrate that autonomous motivation is more strongly related to online, cause and event related prosocial behavior intentions. Self-Determination Theory suggests that autonomous motivation is enhanced when the person does not feel obligated to take action, and when the action or the behavior are not tied or controlled by external factors (e.g. rewards). As such, a person is also autonomously motivated when the behavior or the action is perceived as inherently rewarding (intrinsic motivation), or when it is in accordance with the person's self-identity and values (extrinsic identified regulation). SDT research suggests that autonomy-supportive

environments affect and promote autonomous motivation. Above all, this can explain our findings, in both Facebook appeals, of the strong relationship of autonomous motivation and prosocial behavior intentions in the environment of social media (e.g. Facebook). SM is a "free space", with no censorship or third- party control over its content, and it allows for "free action" in the sense that people can use it for whatever motive they have (socializing, adding value, self-enhancement). SM also allows for total transparency, which is also an important aspect of autonomy as it allows people to be fully informed before they take any actions or decisions. As such, the way SM is set-up, the way people use it and the importance they give to it, suggest that it is truly an autonomy-supportive environment, which is described as one that can " provide a good rationale for asking someone to engage in an activity, give some choice to the person, acknowledge the person's feelings toward the activity, and encourage the person to take initiative and convey confidence in the person's abilities" (Gagné 2003, p.204).

Third, the findings clearly demonstrate that the more GENYS consider their generation to believe that social media (SM) is important for supporting social causes, the more they intend to engage in online, cause and event related prosocial behaviors. Therefore, one could extrapolate that, the respondents being GENYS themselves, the greater the importance they place on SM for social causes the stronger their likelihood of behaving prosocially. This interpretation is consistent with research into social identity theory in that our respondents indicate that their prosocial behavior intentions are to some extent determined by their reference group of GENYS (Terry, Hogg, and White 1999).

As such it becomes an important factor to consider when considering SM for the promotion and conduct of cause related activities.

Fourth, the results are also strongly supportive of the concept that proximity to the cause, or the extent to which people can relate to it, is highly related to prosocial behavior. This is the case for online, cause and event related prosocial intentions toward the cause of breast cancer. The relation is stronger for cause-related and online intentions, which is understandable given that these types of behaviors have a sole purpose, which is supporting the cause. The relation was significant for event-related behavior intentions, but it was not as strong a predictor.

Finally, the findings indicate that contextual/situational motivation is more strongly related to prosocial behavior intentions than global/dispositional motivation. In this study the global/dispositional scale was completed before exposure to either Facebook Event page appeals. Thus, the context and/or the situation at hand should be considered when determining predictors of prosocial behavior. The context was set to be the cause of breast cancer and the situation is the event of the "JMSB/Denim Night Party". The significance of the effect of this contextual/situational factor on prosocial behavior outcomes strengthens the importance of SM as a tool to support prosocial behavior, that is, it shows that for GENYS the environment of SM is indeed beneficial to inducing prosocial behavior.

Post Hoc Analysis of interactions in regressions on the other-benefit sample

In the other-benefit appeal sample, there were significant interactions with regards to online prosocial intentions between (i) autonomous motivation and perceived importance of SM; (ii) autonomous motivation and proximity to the cause; and (iii) proximity to the cause and perceived importance of SM.

The first interaction implies that when faced with an other-benefit appeal, the more a person considers SM as an important tool for GENYS to support social causes, the more autonomously motivated they will be and the more likely he/she is to develop online prosocial behavior intentions. SM is potentially an autonomy supportive environment; therefore, it enhances GENYS autonomous motivation. As such, at high levels of perceived importance of SM, the effect of autonomous motivation on online intentions is maximized. The second interaction implies that when faced with an other-benefit appeal, the closer the person feels to a cause, and the more autonomous they are, the more likely he/she is to develop online prosocial behavior intentions. Proximity to the cause will autonomously motivate the person because they will perceive the inherent benefits of their action and/or they will identify with it, and as there autonomous motivation increases, so will there online intentions. The last interaction implies that when faced with an other-benefit appeal, the higher the perceived importance of SM for GENYS, the closer a person feels to a cause which will result in a higher likelihood of developing online intentions. When GENYS perceive SM as an important tool to support

social causes, and use it as a platform for their support actions, they are likely to feel closer to the cause. That in turn will increase their prosocial online intentions.

These important interactions complement the overall findings of the primacy of the other-benefit-appeal, particularly with respect to the social media environment of online prosocial behavior intentions. Here we see the synergistic effects of autonomous motivation, proximity to the cause, and the perceived importance of social media for social causes. In the future, the hypotheses resulting from these post-hoc analyses interactions can further be tested and explained.

Finally, although controlled motivation was for the most part not significantly related to prosocial intentions in our experimental manipulations, it was however a marginally significant predictor of event-related behavior intentions in the other benefit appeal sub-sample. In other words, those GENYS who are more likely to be motivated by controlling regulations and who are exposed to an other-benefit appeal also develop event-related prosocial behavior intentions. Event-related intentions such as volunteering, donating money, participating in the event or helping in the organization of the event, require more individual physical effort to be undertaken. Although autonomous motivation is most important for prosocial behavior, for some GENYS it may be supplemented by control motivation, when presented with an other-benefit appeal.

MANAGERIAL IMPLICATIONS

The importance of some aspects of self-benefit appeals cannot be negated, but organizations should focus more on other-benefit appeals. GENYS care about the well-being of others, and they need to see how their actions will have an impact, and what benefits come out of it. Therefore, managers should indicate how the actions of GENYS help (e.g. "blood donations saved the lives of 1000 victims in 2009"; "The Denim Night Party was able to raise $1000 in funds for breast cancer research"). Also, because autonomous motivation predicts prosocial behavior, managers should make sure they provide GENYS with the freedom to choose from an array of both online and offline "actions".

Autonomous motivation implies not only freedom of action and choice, but also intrinsically rewarding acts. Therefore, organizations should not impose action on GENYS, but rather they should present the inherent benefits of the behaviors to enhance their intrinsic motivation (e.g. "Do you enjoy running? Join us at the Run for Cancer and raise funds" or "Do you like dancing? Join us at the Denim Night Party to support breast cancer") and highlight the moral aspect of behaving prosocially (e.g. "If you believe donating blood is important, join us at…").

Social Media is considered by GENYS as an important tool to support social causes. They believe that SM can help in some aspects of cause-support, such as building

and sustaining larger support communities, raising awareness, and so on. This is important for organizations to take into consideration. Also, setting a context or a situation that promotes prosocial behavior can have a strong impact on the individual's prosocial behavior tendencies. Managers or marketers who organize an event or participate in an event, should introduce the social cause and ways of helping to the audience to see more results, rather than wait for people to become engaged by themselves.

Organizations promoting social causes should capitalize on the fact that GENYS' support is dependent on how close they feel to the cause. They should make them aware that the cause in question can one day become part of their lives or of the lives of people around them. For example, breast cancer is generally believed to affect older women only, but statistics have shown that more and more young women (from the GENY) are also being affected. This information needs to be conveyed to GENYS. Social media is an important tool to achieve that goal if it is used as a platform to share experiences with people who have been affected or who have been through it, to share information about the cause, the support needed, the cure, and so on, and to share results about donation campaigns, volunteering events, charity events, and so on.

Cause related organizations should incorporate SM into their communication tools. Traditionally, marketers and managers have used the tools that are most effective and beneficial to their own organization. But today, marketing is evolving into a value co-creation process where the customers are partners and also part of broader

communities or networks. Organizations should start to use the communication tools that their customers or supporters prefer. Most GENYS are frequent users of SM and consider it an essential tool. Some organizations have started to use SM, but many are not using all the available features and capabilities of SM (Waters et al. 2009). For instance, few have videos posted or provide members with user-friendly methods to get involved. Therefore, in addition to incorporating SM into the strategies, organizations should get acquainted and start using the various features available. Specifically, they need to start adding videos and media files that can be easily accessed and shared, they need to add information, links and articles, about the cause and about news related to it. Finally, they need to create activities and events that will attract GENYS and their networks. GENYS can attend an event, volunteer, donate (online and offline), share the cause with their network and get them involved, show their support to the cause to a much larger number of people and play a more influential role in promoting the cause.

LIMITATIONS AND FUTURE RESEARCH

Although the present study has important and valuable implications, both theoretical and managerial, like any other study it also has certain limitations. The study was based on FACEBOOK, as it is the most used platform among GENYS. However, there are many other platforms that are of equal importance (e.g. LinkedIn, YouTube, Twitter), and that could also be considered when studying prosocial behavior of GENYS in the future, to help generalizability of the results. Furthermore, in the present study the focus was on a social party as the main event because it was rated as the most highly attended type among our sample. However, in the future other types of events can also be considered such as sports events, fashion shows, concerts, and virtual events (which are becoming popular on social media as people can "attend" it anywhere and at anytime).

The experiment consisted of "viewing" and examining several aspects of one of two FACEBOOK pages. We subsequently measured their prosocial behavior intentions, as opposed to actual behaviors. In the future, participants could use the available features of FACEBOOK, and their behaviors would be recorded.

We verified if the respondents viewed the correct page by asking them where they logged in and which video they saw. However, in future research the respondents should be queried to verify that they thoroughly examined several aspects of the Facebook pages.

The decision of randomizing the two Facebook pages was also to avoid biasing the responses to the questions in the sections following the viewing of the pages. Another comparison would be to have the same participant view both Facebook pages presented in random order.

The two pages were not formally tested to validate that the intended appeal (self or other) was perceived as such. In the future, the two pages can be formally tested to verify that participants perceived the appeals correctly.

Finally, future studies can determine if GENYS are significantly different from other generations, such as Boomers of Generation X. Such a comparison can have great implications regarding the predictors of prosocial behavior and the importance of social media for social causes.

CONCLUSION

Society could benefit from increased prosocial behavior, especially today given the increasing number of natural disasters and illnesses. Both for- and not-for-profit organization are looking for new ways to engage people in behaving prosocially for the good of others and of society at large. Generation Y individuals (GENYS), who represent the second largest population segment after baby boomers, are becoming an important constituency for marketers of social causes. However, little is known regarding this generation of technology-savvy individuals. Specifically, it is unclear whether they are community- and other- oriented or self-centered individuals. That in turn, presents difficulties for managers and marketers of for-profit and not-for-profit organization who are looking for new ways to communicate with them. The present studies helps to partly resolve this controversy by showing that GENYS are more sensitive to other-benefit appeals, and that the latter should be used by organizations to effectively communicate with them and engage them in prosocial behavior.

The predictors of prosocial behavior have been studied extensively. However, few attempt to explain prosocial behavior on the basis of the Self-Determination Theory of motivation. The findings of the present study clearly indicate that autonomous motivation (intrinsic and identified extrinsic) is a strong predictor of prosocial behavior intentions, whether online, cause-related, or event-related. As such, it becomes clear that

organizations need to enhance a person's autonomous motivation to engage them in prosocial behavior, through freedom of choice and of action, transparency, media capabilities and so on. More importantly, the findings in the present study suggest that organizations need to give more importance to the emerging trend of social media (SM). SM is becoming a part of GENYS' lifestyles, and not only a means of communication. Therefore, organizations should not only use it to exchange information with them, but they should also use it as a tool for action. In fact, GENYS believe that their generation considers SM as an important tool to support social causes, since it helps in raising awareness, informing, mobilizing, exchanging media and results, and calling for action.

Proximity to the cause is also a strong predictor or motivator to encourage prosocial behavior intentions, and organizations should focus on enhancing this feeling of proximity. This can be achieved with the help of SM, which allows for video publishing, picture uploads, testimonials from people who have been affected.

Finally, the present study establishes the importance of the context and/or situation at hand in inducing prosocial behavior intentions. The latter appears to be a stronger predictor or prosocial behavior intentions than the dispositional characteristics of individuals. In other words, regardless of the personality type of the person, if the context or the situation presented encourages prosocial behavior and enhances autonomous motivation as specified earlier, it is likely to be successful in triggering prosocial behavior.

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Pilot Study Questionnaire

SOCIAL MEDIA AND EVENTS

This questionnaire is confidential and anonymous. The purpose is to define the scope for my master's thesis research project. It will help me to clarify the purpose of the research and to design the final questionnaire. Thank you in advance for taking a few minutes of your time. You have a right to refuse to participate or withdraw at any time.

Social media fosters the development and growth of online communities through Internet-based applications including Facebook, YouTube,Digg,MySpace, LinkedIn, Twitter, Flickr, MetaCafe, StumbleUpon, Mashable, The Huffington Post, TMZ.com, 9 to 5 Mac, Yahoo! Answers, Reddit,etc.

Q1. Do you participate in any Social Media? YES ____; NO _____

> *If NO __, please go directly to Q5.*

Q2. How *frequently* do you use Social Media?

 Please circle _only one_ letter from a) to e):
- **a) Occasionally (once or twice a month);**
- **b) Weekly (1-2 times a week);**
- **c) Regularly (most days of the week);**
- **d) Frequently (several times during the day), or;**
- **e) Constantly (A "virtual" fan).**

Q3. Please rank the Social Media platforms you use by order of importance to you:

a) Facebook____	**e) MetaCafe_____**	**i) TMZ.com ____**	**m) Youtube____**
b) Twitter_____	**f) StumbleUpon____**	**j) 9 to 5 Mac ____**	**n) Other_____**
c) LinkedIn____	**g) Mashable**	**k) Yahoo! Answers___**	
d) Flickr_____	**h) The Huffington Post**	**l) Reddit____**	

Q4. To what extent do you "Disagree" or "Agree" with the following statements about yourself? For each statement, please circle from " 1" Totally Disagree to " 5 " Totally Agree.

	Totally Disagree				Totally Agree
a) Chatterbox (someone who shares their experience with others on social media)	1	2	3	4	5
b) Trendy (someone who likes to be aware of all new events)	1	2	3	4	5
c) Community savvy (the need to be affiliated with a group)	1	2	3	4	5
d) Social Media Maven (trusted expert who seeks to pass knowledge on to others)	1	2	3	4	5
e) Social E-WOM (Someone who relies on other's experience for feedback)	1	2	3	4	5

Q5. What types of *Events* have you *attended* in the last year?

Please mark an "X" in the adjacent box:

a) Music (concerts)		e) Arts exposition		f) Business	
b) Dance		f) Food event		i) Religious	
c) Fashion		g) Political		j) Outdoors	
d) Sports		e) Social (party)		k) Travel	

Q6. Have you *consulted* Social Media platforms associated with any of these Events?

YES ___; NO___

If YES, please indicate which platforms (websites):

_____, _____, _____, _____.

Q7. Have you contributed *suggestions, opinions, or other information* about the event to the organizers or to the online community via Social Media platforms?

YES ___; NO___

If YES, please indicate which platforms (websites):

_____, _____, _____, _____.

Q8. Within the *last year*, have you been actively involved in the *organization of* an Event?

YES ___; NO___

Q9. Do you actively *support* one or more-than-one Social Cause(s) (i.e. Breast Cancer, Animal Rights)?   YES ___; NO ___

 If YES, which type(s) of social cause (s)? Please mark an "X" in the adjacent box.

a) Music (concert; dance)		f) Arts	
b) Health		g) Ecology	
c) Fashion		h) Political	
d) Sports		i) Social	
e) Business		j) Religious	

Q10. In what way(s) have you supported a Social Cause?

 Please mark an "X" in the adjacent box:

a) I contribute financially	
b) I raise money	
c) I participate to at least one special event	
d) I consider it is my duty to actively participate	
e) I think it is the right thing to do	
f) I want to be part of a sharing community	

Q11. Do you participate in social media platforms linked to an Event for a Social Cause?

  YES___ "NO ___

   If YES, HOW?_____

 Q12. For what reason(s) would you attend an Event for a Social Cause?

_____   _____

 _____   _____

Q13. For what reason(s) would help in the organization of an Event for a Social Cause?

 _____   _____

_____   _____

Thank you for your time.

Question 1:

Participation in Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	189	96.4	96.4	96.4
	2.00	7	3.6	3.6	100.0
	Total	196	100.0	100.0	

Question 2:

Frequency of Social Media use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	7	3.6	3.6	3.6
	1.00	11	5.6	5.6	9.2
	2.00	13	6.6	6.6	15.8
	3.00	43	21.9	21.9	37.8
	4.00	87	44.4	44.4	82.1
	5.00	35	17.9	17.9	100.0
	Total	196	100.0	100.0	

Question 3: SM platforms ranked as most important (1). The most frequently ranked as nbr 1 is Facebook (1)

SMused1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	8	4.1	4.1	4.1
	1.00	163	83.2	83.2	87.2
	3.00	7	3.6	3.6	90.8
	11.00	6	3.1	3.1	93.9
	12.00	3	1.5	1.5	95.4
	13.00	9	4.6	4.6	100.0
	Total	196	100.0	100.0	

Question 3: SM platforms ranked as second most important (2). The most frequently cited as nbr 2 is LinkedIn (3).

SMused2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	29	14.8	14.8	14.8
	1.00	13	6.6	6.6	21.4
	2.00	45	23.0	23.0	44.4
	3.00	52	26.5	26.5	70.9
	4.00	4	2.0	2.0	73.0
	5.00	2	1.0	1.0	74.0
	6.00	4	2.0	2.0	76.0
	9.00	8	4.1	4.1	80.1
	10.00	1	.5	.5	80.6
	11.00	19	9.7	9.7	90.3
	13.00	19	9.7	9.7	100.0
	Total	196	100.0	100.0	

Question 4:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ChatterBox	196	.00	5.00	2.5714	1.30875
Trendy	196	.00	5.00	3.3520	1.28644
CommunitySavy	196	.00	5.00	2.7653	1.20937
SMMaven	196	.00	5.00	2.5816	1.22306
SocialEWom	196	.00	5.00	2.6173	1.25739
Valid N (listwise)	196				

Concerts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	138	70.4	70.4	70.9
	2.00	57	29.1	29.1	100.0
	Total	196	100.0	100.0	

Dance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	81	41.3	41.3	41.8
	2.00	114	58.2	58.2	100.0
	Total	196	100.0	100.0	

Sports Events

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	126	64.3	64.3	64.8
	2.00	68	34.7	34.7	99.5
	3.00	1	.5	.5	100.0
	Total	196	100.0	100.0	

Fashion Shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	63	32.1	32.1	32.7
	2.00	131	66.8	66.8	99.5
	12.00	1	.5	.5	100.0
	Total	196	100.0	100.0	

Food Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	74	37.8	37.8	38.3
	2.00	121	61.7	61.7	100.0
	Total	196	100.0	100.0	

Arts Expo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	62	31.6	31.6	32.1
	2.00	133	67.9	67.9	100.0
	Total	196	100.0	100.0	

Political Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	16	8.2	8.2	8.7
	2.00	179	91.3	91.3	100.0
	Total	196	100.0	100.0	

Social Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	166	84.7	84.7	85.2
	2.00	29	14.8	14.8	100.0
	Total	196	100.0	100.0	

Business Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	117	59.7	59.7	60.2
	2.00	77	39.3	39.3	99.5
	22.00	1	.5	.5	100.0
	Total	196	100.0	100.0	

Religious Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	50	25.5	25.5	26.0
	2.00	145	74.0	74.0	100.0
	Total	196	100.0	100.0	

Outdoors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	96	49.0	49.0	49.5
	2.00	98	50.0	50.0	99.5
	21.00	1	.5	.5	100.0
	Total	196	100.0	100.0	

Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	145	74.0	74.0	74.5
	2.00	50	25.5	25.5	100.0
	Total	196	100.0	100.0	

Question 6:

Consulted SM for Events

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	137	69.9	69.9	70.9
	2.00	57	29.1	29.1	100.0
	Total	196	100.0	100.0	

Question 7:

Contribution about Events

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	64	32.7	32.7	33.7
	2.00	130	66.3	66.3	100.0
	Total	196	100.0	100.0	

Question 8:

Involved Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	112	57.1	57.1	58.2
	2.00	82	41.8	41.8	100.0
	Total	196	100.0	100.0	

Question 9:

Support Cause

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	106	54.1	54.1	54.6
	2.00	89	45.4	45.4	100.0
	Total	196	100.0	100.0	

Music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	38	19.4	19.4	20.4
	2.00	156	79.6	79.6	100.0
	Total	196	100.0	100.0	

Health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	68	34.7	34.7	35.7
	2.00	126	64.3	64.3	100.0
	Total	196	100.0	100.0	

Fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	31	15.8	15.8	16.8
	2.00	163	83.2	83.2	100.0
	Total	196	100.0	100.0	

Sports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	33	16.8	16.8	17.9
	2.00	161	82.1	82.1	100.0
	Total	196	100.0	100.0	

Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	34	17.3	17.3	18.4
	2.00	160	81.6	81.6	100.0
	Total	196	100.0	100.0	

Arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	16	8.2	8.2	9.2
	2.00	178	90.8	90.8	100.0
	Total	196	100.0	100.0	

Political

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	13	6.6	6.6	7.7
	2.00	181	92.3	92.3	100.0
	Total	196	100.0	100.0	

Social

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	54	27.6	27.6	28.6
	2.00	140	71.4	71.4	100.0
	Total	196	100.0	100.0	

Religious

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	2	1.0	1.0	1.0
	1.00	10	5.1	5.1	6.1
	2.00	184	93.9	93.9	100.0
	Total	196	100.0	100.0	

Question 10:

Financial Contribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	85	43.4	43.4	43.9
	2.00	110	56.1	56.1	100.0
	Total	196	100.0	100.0	

Raise Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	54	27.6	27.6	28.1
	2.00	141	71.9	71.9	100.0

Raise Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	54	27.6	27.6	28.1
	2.00	141	71.9	71.9	100.0
	Total	196	100.0	100.0	

Event Participation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	96	49.0	49.0	49.5
	2.00	99	50.5	50.5	100.0
	Total	196	100.0	100.0	

Participation Duty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	35	17.9	17.9	18.4
	2.00	160	81.6	81.6	100.0
	Total	196	100.0	100.0	

Right Thing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	96	49.0	49.0	49.5
	2.00	99	50.5	50.5	100.0
	Total	196	100.0	100.0	

Community Participation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	1	.5	.5	.5
	1.00	63	32.1	32.1	32.7
	2.00	132	67.3	67.3	100.0
	Total	196	100.0	100.0	

Question 11:

SM linked to Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.00	4	2.0	2.0	2.0
	1.00	56	28.6	28.6	30.6
	2.00	135	68.9	68.9	99.5
	11.00	1	.5	.5	100.0
	Total	196	100.0	100.0	

Q11. Do you participate in social media platforms linked to an Event for a Social Cause? If YES, HOW?

- Promote Emerging music artists
- By supporting/ being part of that specific cause
- Made an event on facebook, invited people, add photos and comments
- Voluntary Work
- fundraising requests
- join the group, use facebook to spread the word/raise awareness
- joining groups on facebook to know where they will be next "just world international"
- through facebook
- SPCA facebook adopt a pet
- promoting events
- promoting
- go to the the support sites for the event
- online communication, blogging, online petitions
- invite others
- passing on the word
- help promoting
- Get Your Butt Scene (colon Cancer)
- admin of the event
- create an event on facebook
- Movember (grow moustache during November in support of prostate cancer)
- facebook
- by saying that i will attend
- by being actively involved
- I will join a group or "like" it to show my support and raise awareness

- facebook
- organized an event agaisnt AIDS on facebook / admin of the event
- Bradshaw Youth Group
- Read their posts and repost
- facebook
- PEA Tour, birdnes for life
- by creating awareness
- post blogs
- facebook
- through fashion shows
- helped with facebook
  facebook, website
- easy and easy to remember
- direct response marketing campaign for colorectal cancer association of Canada
- facebook
- invite all my other friends
- make one
- I was the creator of an event page on facebook to promote colorectal cancer
- share on facebook
- blog, facebook
- facebook event
- comedy for a cause
- promotion
- work at events
- Animal rights
- comedy for a cause
- by going to the event
- Attending

Q12. For what reason(s) would you attend an Event for a Social Cause?
- **Socializing and meeting people**
- **Importance of the cause/nature and place of event/people at the event**
- **extra credit/CV credentials/Money**
- **Social Responsibility/ Part of a bigger picture**
- **because it affects me directly**
- **It is something that is important to me/ identify with**
- **Believe in the cause/ Have the time to attend**
- **To get info/ to show support (financial or moral)**
- **It has to be a cause that i believe in**
- **Fun/ Personally involved/ seeks change**
- **Not too expensive/ not time consuming/ good cause**
- **to share my opinion**
- **Help out/ part of my job**
- **To support**
- **Helping others is important/ I come from a country where help is part of everyday life/it is a good thing/ it helps me feel that I'm doing something good**
- **fundraising money/ support logistics performance/ meet people face to face (networking)/ know better about social issue**
- **Cause/ functionality/proximity/ motivational**
- **help**
- **if I'm interested**
- **support the cause/ raise awareness**

- to meet friends
- my friends are organizers/ worthy cause
- the right thing to do
- because it is an event that is close to my beliefs
- to do something good
- believe in the cause/ someone close to me affected by the illness
- right thing to do/ raise money/ raise awareness
- show support/ help raise funds/ help the people in need
- I care about the cause
- relates to a sport I compete in
- experience/knowledge
- if I believe in it/ if my friends are organizing it
- if I have a personal connection/ if it was part of a group occurrence
- to raise money
- importance
- important to help/ community
- duty/awareness/raise money/right thing to do
- friends/ socialization
- for participation
- globalization/cancer diabetes/healthy eating
- to help people/ it helps them raise money/ opportunity to actually understand the cause
- friends/ affected someone close
- relevant to me/ family members involved
- raise money/ make contacts and friends/ have fun contribute to society
- to support the cause/ friends are going/ if it looks fun
- fun personal challenge
- close to my heart/ for a friend
- I feel good about it/ want to be part of the community
- personal investment/ betterment of community/my social circle is attending
- to socialize/ family involvement
- if the social event is something i find myself into it.
- to meet others/ for a night out
- Good cause/ my girlfriend drags me
- help/ promote
- supporting a friend/ supporting the cause/ it's fun
- help people
- for bonus marks (school)/ to do something for a good cause/ something to do with friends
- contribute/ show support/ help others
- good cause/ friends
- If i have time/ if i can strongly relate to it/ easy access and convenience
- support/ info gathering/ networking
- to support the cause / awareness
- because i find it interesting
- support a cause
- know people involved/ friends with the organizer
- to help make a difference/ if i cared about it
- shared values/ people's invitation

- **feel the need to**
- **believe in the cause**
- **to do the right thing**
- **because I believe in the cause/ because I know the organizer**
- **to raise money/ if the cause is personally related to me or my family or my friends**
- **if I was personally linked to the cause (i.e. breast cancer)**
- **If I can contribute in a way that would really help (expertise)**
1. **main goal**
2. **it has affected me/ my friend is attending**
3. **raise money/ raise awareness**
4. **to contribute/ feeling emotional connection with the cause**
5. **raise funds/ help out**
6. **to make a difference**
7. **fun/ difference**
8. **friends are going/ events sounds like fun**
9. **fits with my values/ my friends do too**
10. **support/ social**
11. **free food/ cause that affects me personally**
12. **help the community/ be active/ meet new people/ enjoy life**
13. **Raise awareness to other by inviting them with me**
14. **to show that it's important for me/ to support a good cause i care about**
15. **good cause/ fun**
16. **party**
17. **fun/ networking**
18. **raise money/ awareness**
19. **to meet people/ make new acquaintance**
20. **friends/ the cause/ contribution**
21. **networking/ being a good person/ help others**
22. **personally touching someone i know**
23. **I would attend to help raise money**
24. **support it/ promote it**
25. **if I know someone involved/ social cause i am aware of**
26. **because people should give their time to help others in need**
27. **if I believe in the event I will attend**
28. **good cause/ interested in it**
29. **I am involved with them/ because I want**
30. **to support it**
31. **network/ good cause/ night out**
32. **fun/ friends**
33. **networking/ entertainment**
34. **party/ helping others in need**
35. **interest**
36. **a non profit I am associated with/ social/ political/ school project**
37. **interest/ connections/ experience**
38. **give back to the community/ support**
39. **interest/ curiosity/ friends/ diversification**
40. **raise money/ duty to actively participate/ right thing to do/ part of a sharing community**

41. **I have been asked**
42. **to support a loved one**
43. **network/ fun/ interest**
44. **friends/ good cause**
45. **pick up chicks**
46. **fun**
47. **beer/ friends/ convenience**
48. **to support people in need**
49. **if it's a good cause**
50. **help out/ raise awareness**
51. **to show support**
52. **contribute/ raise money/ duty to actively participate/ right thing to do/ community**
53. **to give back/ to support a friends/ good cause**
54. **convenient time and location+ my friends are going too**
55. **fun/ feel like doing something good. experience**
56. **raise awareness**
57. **support friends**
58. **see friends and family**
59. **to raise money**
60. **help/ contribute**
61. **raise money**
62. **participate/ support**
63. **force**
64. **Recreation**
65. **fun/ duty**
66. **work/ friends**
67. **give back to the community/ Breast cancer/ raise awareness for needy families**
68. **to help out**
69. **if the event is fun**
70. **something I feel very strongly about/ personal experience**
71. **animal/ ocean rights**
72. **to meet people**
73. **fun/ Good cause**
74. **the cause/ the people**
75. **the cause**
76. **to help people and to achieve something good for the community**
77. **to help them raise money/ it feels better to help**
78. **help people out**
79. **the cause**
80. **friends support**

Q13. For what reason(s) would you help in the organization of an Event for a Social Cause?

- for my own personal enrichment and meet people with same interests
- cause/nature and place of event/people at the event
- extra credit/CV credentials/Money
- because the cause is of personal interest
- It is something that is important to me/ identify with
- Believe in the cause/ Have the time to participate

- If I believe in what the cause supports/ to be part of a caring community rather than ignorant community
- I want to help the cause
- Fun/ Personally involved/ seeks change
- raise money/ good cause
- Networking
- to help them being successful/ to increase the quality of the help provided/ to help a lot of people/ to help managing and organizing in a right way
- to know how a social cause is developed, it would be a good experience that could contribute to my professional knowledge
- helping a friend or family member/ probably wouldn't
- belief
- if I think it is a worthy cause
- cause close to my hear/ raise awareness/ create a new dynamic event
- raise money for charity/ meeting with friends
- cause that I believe in
- it's an important cause
- for helping out a cause I believe in / giving back to community
- to do something good/ to get that experience
- importance of getting involved/ belief in organization/ set example for children/ give back to cause or organization which has helped me or my family in the past
- right thing to do/ raise money/ raise awareness
- be involved/ be passionate about the cause/ learn how to organize events
- if I know someone who has been affected
- if I was interested/if it was close to my heart/good speakers/networking/friends going
- if I am asked to help i will/ i need to believe in the cause to participate
- if I felt strongly about the issue/ if i had the time
- looks good on cv/ personal experience/to give my 2 cents
- importance
- family cause/ personal interest
- duty/awareness/raise money/right thing to do
- socialization
- funds raising/ increase awareness
- help them achieve their goal/ if they ensure me that it is for a good cause
- benefit for friends/family, help friends or family
- self satisfaction/ doing good/ making a difference
- if I had time I would help organize
- personal reasons
  if required
- for a friend
- its is my duty to actively participate
- personal investment
- personal attachment/ social awareness
- if the cause is important to me/ if I know the organizers
- Good cause/ my girlfriend drags me
- I am affected by the cause directly
- for bonus marks/ if a friend needs me/ if it touches me directly
- personal tie to the business or cause
- if I truly believe in it/ good cause
- for school credit/ help others/ socially responsible
- support/ management and volunteering/ networking/ being part of something more
- because I have something to offer
- if it affected me/ friends really into it.
- support a cause
- feel good/ help others

- if I believe in it
- cause that reaches to many people
- I believe in the cause/ I know people affected by it
- for fun/ if my friends do it/ interesting event
- if I could be aware of how to participate
- If I feel that it is for a cause worthwhile/ many are good but it must help MUCH more than others.
- to see the end result
- I believe in the cause/ it is the right thing to do
- feel better/ nice to help others
- help cause/ raise money
- to contribute/ feeling emotional connection with the cause
- raise funds/ help out
- to make a bigger difference/ experience
- experience/ difference
- if i personally cared
- fits with my values/ my friends do too
- contribute to the community
- exciting event/ modern event
- in order to increase success
- support it
- to show that it's important for me/ to support a good cause i care about
- Cancer money raising
- internship/ good cause/opportunity/ networking
- raise money/ awareness
- important to me
- networking/ being a good person/ help others
- personal value/ I know the person
- I raise awareness of a cause close my heart
- support it/ promote it
- because I would feel that I am realizing a good cause and it brings a lot personally
- it depends how committed I am to the cause some have more symbolic value than others
- good cause/ interested in it/ raise awareness
- love to plan events/ network/ good cause
- right thing to do/ raise money
- networking/ entertainment
- help people in need
- interest/ importance
- a non profit I am associated with/ school project/ part of my social circle
- what I want to do as a job!/ experience
- mass target/ inexpensive
- school/ friends/ beliefs/ interest
- raise money/ duty to actively participate/ right thing to do/ part of a sharing community
- i have been asked
- if it is something personally important
- i love logistics and event planning
- part of the group/ friend's group/ believe in the cause
- pick up chicks
- fun
- money/ social status
- to support and help people who may not have time
- help out/ raise awareness
- to give back
- contribute/ raise money/ duty to actively participate/ right thing to do/ community
- to give back/ to support a friends/ good cause
- if I have free time/ if I believe in the cause

- fun/ feel like doing something good. experience
- raise awareness/ raise funds
- cause/benefit
- help friends/ family
- raise money
- raise money
- financial support
- when I organize
- fun/ duty/ boredom
- work
- give back to the community/ Breast cancer/ raise awareness for needy families
- to help others
- if it was for a good cause and needed help
- the cause/ the people
- the cause/ to help
- improve the society
- one person can contribute to a lot of things
- help people out
- the cause

APPENDIX C

Consent Form

Invitation and Consent to Participate in a Study

We are professors at the John Molson School of Business and we are responsible for training and developing future managers and researchers. Ms. Maya Khadam, our supervised M.Sc. student, will conduct the present study. This study focuses on your generation, Generation Y (GENYS), and your involvement with social media and special event experiences, in particular social cause related events. You are generally technologically savvy and comfortable with innovations in Web 2.0. We need to learn more about how GENYS are, or can be, active on-line community builders, effectively linking social marketing and cause-related events amongst themselves, businesses and the community at large. The end result is to understand how to relate social "cause" to event experiences in greater depth in order to enhance the outcomes for all stakeholders (GENYS, their on-line communities, event organizers, the cause itself and society at large). The information will be useful for organizations and companies to better address your needs as well as the needs of the community.

Your individual information will be kept strictly confidential. It will not be made available to any other individual or groups. Your answers will only be known to the researchers. Once the study is finished, we will report the overall results of the study on the JMSB website, more specifically on the profile pages of Dr. Paulin and Dr. Ferguson.

The questionnaire will take approximately one hour of your time. Thorough and complete answers are needed to produce valid results, in exchange, of which you will receive credits. Withdrawal from the study is possible at anytime, if desired, in which case credits will not be allocated. Should the researcher assess (with evidence) that a student has not adequately fulfilled his/her responsibility or has acted in a manner to breach academic code of conduct, the researcher has the right to refuse granting credit.

You will fill out the questionnaire on a computer and submit it. In the context of this study, you will be asked to participate in a social networking website (Facebook). In order to protect your privacy, you will not be asked to use your personal accounts, but will rather be given a username and a password set by the researchers to access the website. However, due to university policy it is our duty to notify you that before using any of the Networks, it is your responsibility to read, consider, understand and satisfy yourself with the Networks' rules, terms and/or policies. Your participation in the study and your use of the Networks constitute an assumption, by you, of risks inherent in using the Networks. If you agree to participate in this study you will not have any claim in this regard against Concordia University, its directors, agents or employees.
If needed, please feel free to contact the Research Ethics and Compliance Advisor of Concordia University, at 514.848.2424.x 7481 or ethics@alcor.concordia.ca

Thanking you in advance for your time and effort,

Ronald Ferguson, Ph.D., Associate Professor, Management
Michèle Paulin, Ph.D., Associate Professor, Marketing
Maya Khadam, M.Sc. student, Marketing

U N I V E R S I T É
Concordia
U N I V E R S I T Y

CERTIFICATION OF ETHICAL ACCEPTABILITY
FOR RESEARCH INVOLVING HUMAN SUBJECTS

Name of Applicant: Dr Michele Paulin

Department: Marketing

Agency: FQRSC

Title of Project: Study of relational exchanges in service domains:
                            antecedents and consequences of relational norms,
                            commitment and trust in terms of perceived value
                            by different parties (customers, employees,
                            management, community)

Certification Number: UH2009-092-1

Valid From: Sept 2nd, 2010, to Sept 2nd, 2011

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.

_____
Dr. James Pfaus, Chair, University Human Research Ethics Committee
01/29/2009

INSTRUCTIONS

PLEASE READ CAREFULLY THE INSTRUCTIONS BELOW BEFORE STARTING THE SURVEY.

This study consists of two major parts: Section A and Section B.
You will first begin by answering questions in Section A (A1 to A5). Then, once done, you will be directed to an "INSTRUCTIONS" section before moving on to Section B.

AT THAT POINT, PLEASE MAKE SURE TO LEAVE YOUR QUESTIONNAIRE WEBPAGE/WINDOW OPEN AT ALL TIMES.

In the "INSTRUCTIONS" section, you will be asked to FIRST OPEN A NEW WEB WINDOW. You will be provided with a link to a FACEBOOK page, which you will have to Copy/paste into the browser of the NEWLY OPENED WINDOW.

WHILE DOING SO, MAKE SURE YOUR INITIAL PAGE (with the questionnaire) REMAINS OPEN, AS YOU WILL LOSE ALL INFORMATION ENTERED PREVIOUSLY IF YOU CLOSE IT.
YOU WILL HAVE TO COME BACK TO THAT INITIAL PAGE after viewing the FACEBOOK page to resume Section B.

To be able to log in and view the FACEBOOK page, you will be provided with an email and a password set by the researcher. You will not be asked to use your own account to protect your privacy under university policy.

After carefully examining the Facebook page, YOU MUST COME BACK TO THE QUESTIONNAIRE to answer the questions in Section B (B1 to B6).
Once you've completed the entire questionnaire, you can submit your answers.

1. DO YOU WISH TO CONTINUE?
   Yes   No

Section A1: DEMOGRAPHICS

1. Gender
   Male ☐   Female ☐

2. Age

   ☐ 18-20 ☐ 21-23 ☐ 24-27 ☐ 28-30 ☐ >30

3. What is your major?

Accounting	☐	International Business	☐
Economics	☐	Management	☐
DIS/MIS	☐	Management Info Systems	☐
Finance	☐	Marketing	☐
HR Management	☐	Supply Chain Operations	☐
Other	☐		

Section A2: YOUR ACTIONS

IN GENERAL, I DO THINGS... (1-Strongly Disagree- 5-Strongly Agree)

1. in order to feel pleasant emotions.

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

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

4. because I like making interesting discoveries.

5. because I would beat myself up for not doing them.

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

7. although I do not see the benefit in what I am doing.

8. because of the sense of well-being I feel while I am doing them.

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

10. because I chose them as means to attain my objectives.

11. for the pleasure of acquiring new knowledge.

12. because otherwise I would feel guilty for not doing them.

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

14. although it does not make a difference whether I do them or not.

15. for the pleasant sensations I feel while I am doing them.

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

17. because I chose them in order to attain what I desire.

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

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19. because I force myself to do them.

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

21. even though I do not have a good reason for doing them.

22. for the enjoyable feelings I experience.

23. in order to attain prestige.

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

Section A3: ABOUT YOURSELF

DESCRIBE YOURSELF AS YOU ARE NOW (1-Strongly Disagree- 5-Strongly Agree)

1. Bashful

2. Bold

3. Careless

4. Complex

5. Cold

6. Cooperative

7. Creative

8. Deep

9. Disorganized

10. Efficient

11. Energetic

12. Envious

13. Extraverted

14. Fretful

15. Harsh

16. Imaginative

17. Inefficient

18. Intellectual

19. Jealous

20. Kind

21. Moody

22. Organized

23. Philosophical

24. Practical

25. Quiet

26. Relaxed

27. Rude

28. Shy

29. Sloppy

30. Sympathetic

31. Systematic

32. Talkative

33. Temperamental

34. Touchy

35. Uncreative

36. Unenvious

37. Unintellectual

38. Unsympathetic

39. Warm

40. Withdrawn

Section A4: WHAT YOU LOOK FOR IN LIFE

IT IS IMPORTANT THAT I HAVE... (1-Strongly Disagree- 5-Strongly Agree)

1. a sense of belonging

2. excitement

3. warm relationships with others

4. self-fulfilment

5. the respect of others

6. fun and enjoyment

7. security (security)

8. a sense of accomplishment

9. self-respect

Section A5: YOU AND SOCIAL MEDIA (Facebook, Twitter, LinkedIn, etc)

IN GENERAL, I USE SOCIAL MEDIA TO… (1-Strongly Disagree- 5-Strongly Agree)

1. get information about topics that are important to me.

2. connect with people who share my interests.

3. spend time.

4. socialize with people.

5. make new contacts.

6. express my opinions.

7. become part of a community.

8. exert collective power.

9. gain recognition from others.

10. get trustworthy information.

11. show support for something.

12. act upon something important to me.

13. pass on my expertise to others.

14. I NORMALLY USE FACEBOOK:

☐ Never
☐ **Occasionally (once or twice a month)**
☐ **Weekly (1-2 times a week)**
☐ **Regularly (most days of the week)**
☐ **Frequently (several times during the day)**
☐ **Constantly (A "virtual" fan)**

YOU HAVE COMPLETED SECTION A

YOU WILL NOW BE GIVEN INSTRUCTIONS TO VIEW A FACEBOOK PAGE FOR AN EVENT.

PLEASE READ ALL THE INSTRUCTIONS BEFORE TAKING ANY ACTIONS.

1.DO NOT CLOSE THIS WINDOW (to prevent losing your current answers). YOU WILL HAVE TO RETURN LATER TO THIS WINDOW TO COMPLETE SECTION B

2.OPEN A NEW WINDOW IN YOUR BROWSER and COPY/PASTE THIS LINK http://www.facebook.com/home.php

3. IF THE LAST DIGIT OF YOUR CONCORDIA ID IS:

a) AN EVEN NUMBER (2,4,6,8 or 0) LOGIN TO FACEBOOK AS

email: JDoyle212@hotmail.com
password: 261086

b) AN ODD NUMBER (1,3,5,7 or 9)LOGIN TO FACEBOOK AS

email: JeanMichelC@hotmail.ca
password: 123456

4. ONCE LOGGED IN, CLICK ON "EVENTS"IN TOP LEFT CORNER OF THE PAGE AND THEN CLICK ON "The CURE Foundation and JMSB presents..."

5. EXAMINE THIS EVENT PAGE IN DETAIL (About 10 minutes)
a) The picture in upper left corner
b) The "more info" section
c) The comments in the "friends" postings and "Like"
d) Click on and view the video(s)and pictures posted

6. THEN YOU WILL RETURN TO THIS QUESTIONNAIRE WINDOW TO COMPLETE SECTION B

7. NOW PLEASE OPEN THE NEW WINDOW TO ACCESS FACEBOOK

AT THIS POINT DID YOU HAVE ANY DIFFICULTY PROCEEDING?

☐ YES, Please contact m_khad@Jmsb.concordia.ca

☐ No, Please continue and open a new window to login to FACEBOOK

Section B1: THE FACEBOOK PAGE

1. DID YOU LOGIN AND EXAMINE THE FACEBOOK PAGE AS:

☐ **JDoyle212@hotmail.com**
☐ JeanMichelC@hotmail.ca

2. HOW MANY VIDEOS WERE THERE ON THAT PAGE?

☐ **One**
☐ Two
☐ **Three**
☐ Four
☐ **Five**

Section B2: THE FACEBOOK EVENT PAGE

THIS FACEBOOK EVENT PAGE MAKES ME WANT TO… (1-Strongly Disagree; 5-Strongly Agree)

1. respond that I "like" some of the postings.

2. post my "comments" on it.

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

4. share some of the videos, pictures and links etc.

5. recommend this breast cancer event to my friends.

6. find out more about breast cancer.

7. support the CURE Foundation.

8. be a part of the CURE Foundation community.

Section B3: THE EVENT

ALL THINGS CONSIDERED, I WOULD… (1-Strongly Disagree; 5- Strongly Agree)

1. attend the CURE Foundation Denim Night Party.

2. urge my friends to attend the Denim Night Party.

3. make a donation to the CURE Foundation to fight breast cancer.

4. volunteer to help out at the CURE Foundation/Denim Night Party.

5. willingly be on the organizing committee of the CURE Foundation/Denim Day Party.

Section B4: ENGAGING IN SOCIAL CAUSES (participating, volunteering, donating0

I WOULD ENGAGE IN EVENTS FOR SOCIAL CAUSES LIKE THE CURE FOUNDATION DENIM NIGHT PARTY… (1-Strongly Disagree; 5-Strongly Agree)

1. in order to feel pleasant emotions.

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

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

4. because I like making interesting discoveries.

5. because I would beat myself up for not doing them.

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

7. although I do not see the benefit in what I am doing.

8. because of the sense of well-being I feel while I am doing them.

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

10. because I chose them as means to attain my objectives.

11. for the pleasure of acquiring new knowledge.

12. because otherwise I would feel guilty for not doing them.

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

14. although it does not make a difference whether I do them or not.

15. for the pleasant sensations I feel while I am doing them.

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

17. because I chose them in order to attain what I desire.

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

19. because I force myself to do them.

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

21. even though I do not have a good reason for doing them.

22. for the enjoyable feelings I experience.

23. in order to attain prestige.

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

Section B5: SOCIAL MEDIA AND SOCIAL CAUSES

MY GENERATION FEELS THAT SOCIAL MEDIA ARE ESSENTIAL TO SOCIAL CAUSES BECAUSE THEY CAN… (1-Strongly Disagree- Strongly Agree)

1. build and sustain larger support communities

2. raise greater awareness about the cause

3. heighten an individual's level of involvement in the cause

4. bring in more innovative ideas to the cause

5. increase attendance at a social cause event

6. develop higher degrees of trust and transparency in the organization promoting the cause

Section B6: THE BREAST CANCER CAUSE

THIS CAUSE IS IMPORTANT TO ME BECAUSE (1- Strongly Disagree; 5-Strongly Agree)

1. it is personally close to my heart

2. I know someone who has suffered or I have suffered from breast cancer

3. it can touch those in my family and others close to me

4. it is one of the most important concerns for people of my age

APPENDIX F
Debriefing message

Generation Y, Social media, and Special Event Experiences

We wish to sincerely thank you for your participation and contribution to the success of this study. The objective was to investigate the relationship between GENYS, their use of social media and their involvement with social causes. More specifically, the study intended to determine the factors most likely to result in behavioural outcomes such as online participation, involvement in a social cause such as breast cancer and, in particular, a breast cancer "awareness and fundraising event"(A Denim Night Party). Participants were randomly directed to two FACEBOOK event pages having very specific and different appeals. Their motivations, personality traits, values, attitudes towards social media and frequency of use were measured to determine how a social cause, a social cause related event and the use of social media inter-relate and impact "community involvement" from GENYS. For further information, you can contact Dr. Paulin at mpaulin@jmsb.concordia.ca.

Online Prosocial Behavior Intentions

Histogram: ONLINEOUT
K-S d=.11393, p<.01 ; Lilliefors p<.01
— Expected Normal

Cause-related Prosocial Behavior Intentions

Histogram: CAUSEOUT
K-S d=.10015, p<.01 ; Lilliefors p<.01
— Expected Normal

Event- related Prosocial Behavior Intentions

Histogram: EVENTOUT
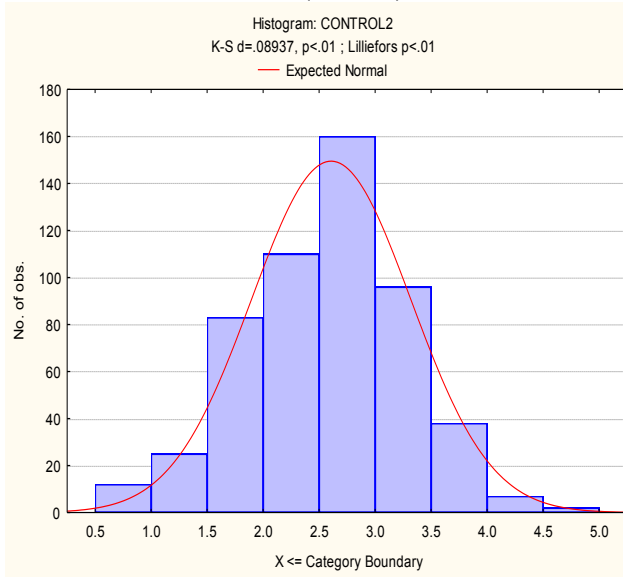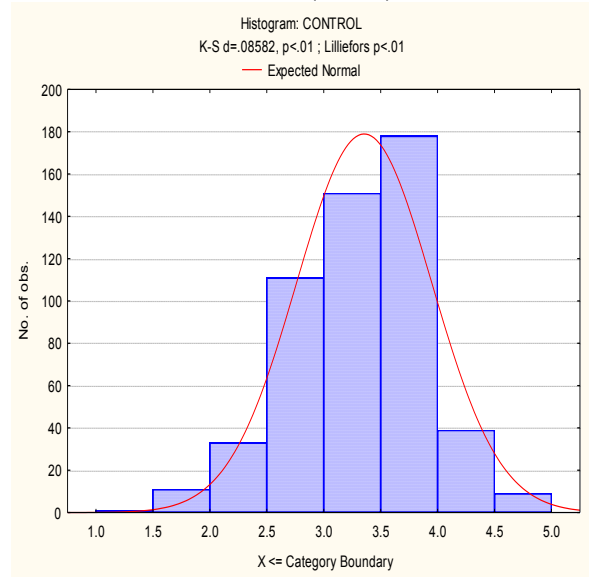K-S d=.08727, p<.01 ; Lilliefors p<.01
— Expected Normal

123
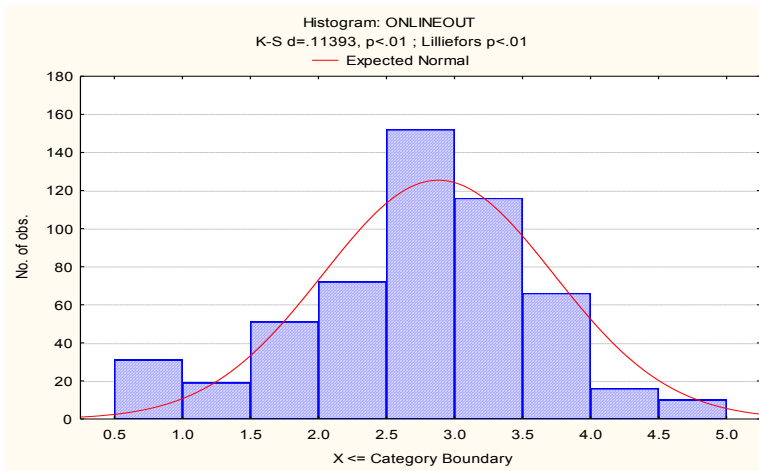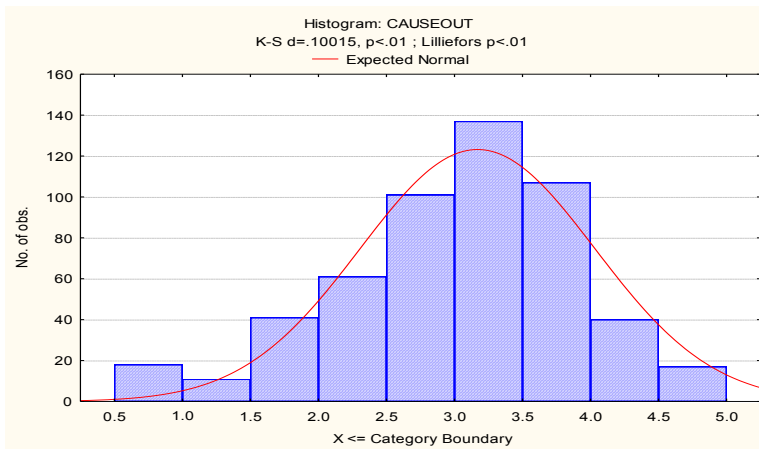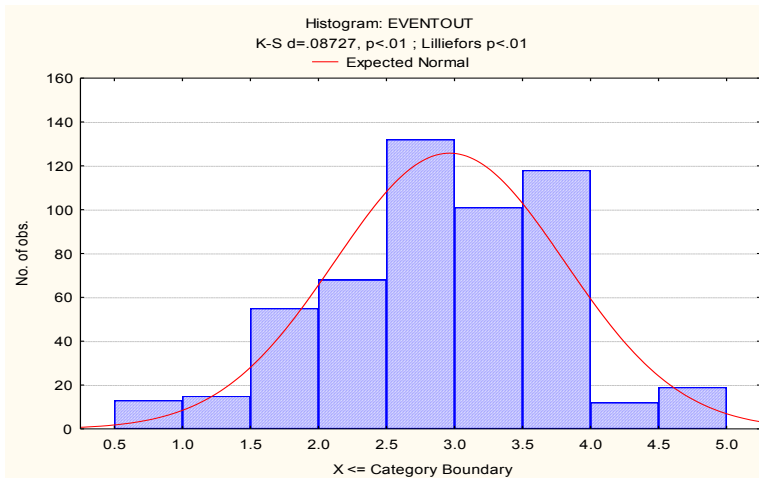
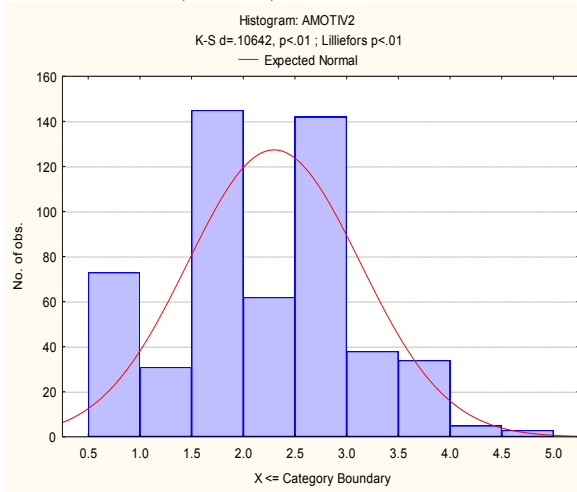Autonomous Motivation (SCMS)
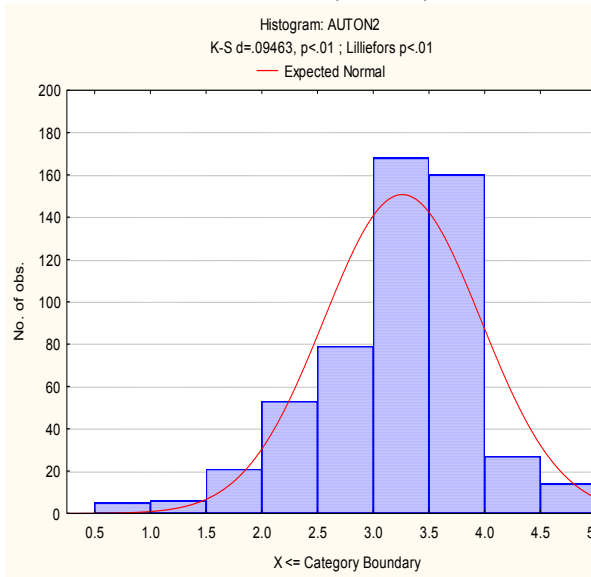
Autonomous Motivation (GMS)
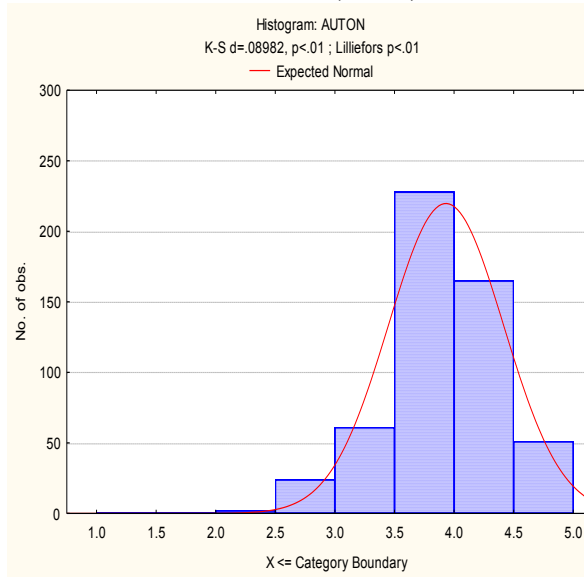
Controlled Motivation (SCMS)

Controlled Motivation (GMS)

Amotivation (SCMS)
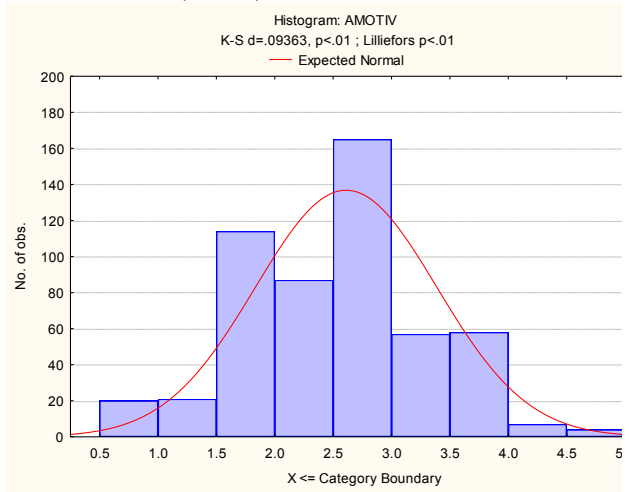
Histogram: AMOTIV2
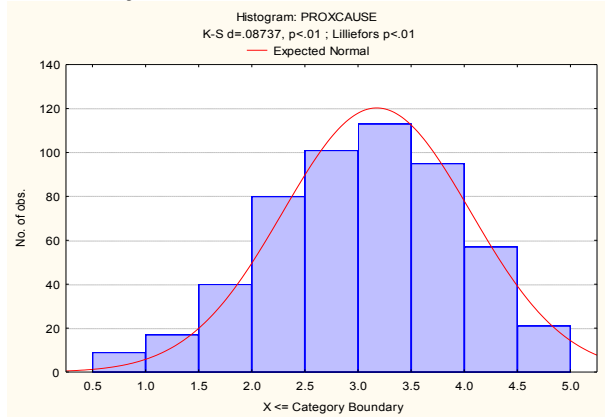K-S d=.10642, p<.01 ; Lilliefors p<.01
— Expected Normal

Amotivation (GMS)

Histogram: AMOTIV
K-S d=.09363, p<.01 ; Lilliefors p<.01
— Expected Normal

Perceived importance of SM for cause

Histogram: SMCAUSE
K-S d=.09392, p<.01 ; Lilliefors p<.01
— Expected Normal

Proximity to Cause

Histogram: PROXCAUSE
K-S d=.08737, p<.01 ; Lilliefors p<.01
— Expected Normal

Agreeableness

Histogram: AGREE: =(v34+v36+v45+v50+v57+v60+v68+v69)/8
K-S d=.07852, p<.01 ; Lilliefors p<.01
— Expected Normal

Extraversion

Histogram: EXTRAV: =(v31+v32+v41+v43+v55+v58+v62+v70)/8
K-S d=.07356, p<.01 ; Lilliefors p<.01
— Expected Normal

125
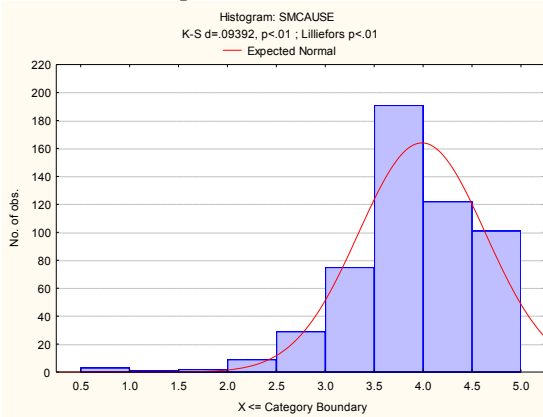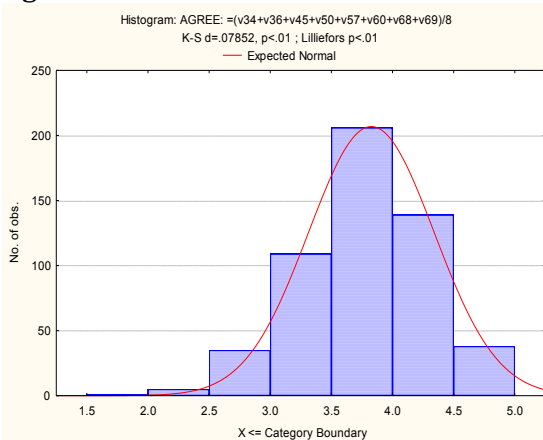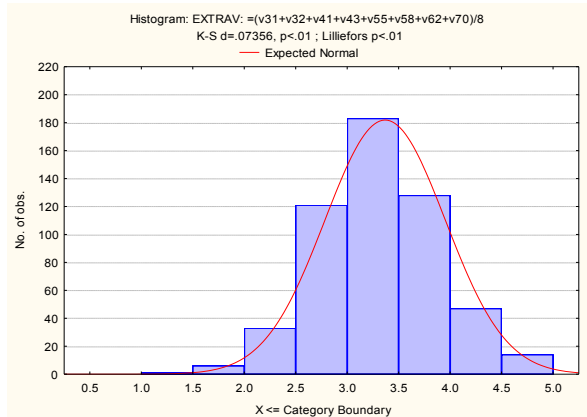
Regression Analysis Results for Global Motivation Scale (GMS) items

	Online behavior intentions $R^2= 0.159$			Cause-related behavior intentions $R^2= 0.237$			Event-related behavior intentions $R^2= 0.403$		
	Beta	t	p	Beta	t	p	Beta	t	p
Constant		1.030	.304		.230	.819		-0.940	.347
Appeal type	**.166**	4.123	.000	**.128**	3.335	.001	.023	0.606	.545
Autonomous Motivation (GMS)	.038	.838	.402	.045	1.032	.302	.073	1.730	.084
Controlled Motivation (GMS)	-.062	1.385	.167	-.034	-.797	.426	-.017	-.422	.673
Amotivation (GMS)	-.021	-.487	.627	.025	.609	.543	.043	1.090	.276
SM for causes	**.183**	4.333	.000	**.240**	5.974	.000	**.228**	5.790	.000
Proximity to cause	**.239**	5.791	.000	**.340**	8.541	.000	**.396**	10.159	.000
Agreeableness	-.019	-.444	.657	.029	.728	.467	.030	0.755	.459
Extraversion	.049	1.149	.251	.044	1.081	.280	.039	0.979	.328