

- RESEARCH ARTICLE -

**THE VARYING IMPACT OF SELF AND OTHER-ORIENTED
MESSAGE APPEALS ON VOLUNTEERING**

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Abstract

Volunteerism is a means of contributing either to the society, the organization, or the individual. Either for satisfying individual's self-interest or for altruistically helping others, volunteering creates value. The study aims to examine the impact of self-versus other-oriented messages on intentions and attitudes of existing and potential volunteers. Two studies were designed using fictitious foundations, to find out the potential effects of attitude towards recruitment ads and intention to volunteer for the organization. According to Study 1, which consisted of mainly volunteering adults, the other-oriented message is found to be more activating than the self-oriented message. However, in the Study 2, which comprised of a mainly non-volunteer student sample, the two appeal's intentional effects were in opposite direction. Participants were found out to have higher intention to volunteer for the organizations when self-oriented messages were used. Follow-up analysis of the combined data revealed that non-volunteers' intention to volunteer was higher with self-oriented appeal than with an other-oriented appeal. These findings are discussed in terms of the implications on volunteerism and linked to recent findings regarding the role of self-and other-oriented motives on determining how to approach both volunteers and non-volunteers in an effective manner.

Keywords: *Volunteering, Message Appeal, Self-oriented Appeal, Other-oriented Appeal.*

JEL Codes: *M31, M37.*

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KENDİNE ODAKLI VE DİĞER ODAKLI MESAJ ÇEKİCİLİKLERİNİN GÖNÜLLÜLÜK ÜZERİNDEKİ DEĞİŞEN ETKİSİ⁴

Öz

Gönüllülük, topluma, kuruma veya bireye katkıda bulunmanın bir yoludur. Gönüllülük, bireyin kişisel çıkarını tatmin etmek veya başkalarına fedakarca yardım etmek için değer yaratır. Bu çalışma, gönüllülük çağrılarında kullanılan mesajların mevcut ve potansiyel gönüllülerin kendilerine yönelik olması ya da diğerlerine, yani topluma, yönelik olmasının etkisinin niyet ve tutumlar üzerindeki etkisini ortaya koyma amacındadır. Gönüllü kazanma ilanlarına yönelik tutum ve organizasyon için gönüllü olma niyeti açısından olası etkilerini ortaya çıkarmak için hayali vakıflar kullanılarak iki çalışma tasarlandı. Çoğunluğu gönüllü yetişkinlerden oluşan Çalışma 1'e göre, diğer odaklı mesajın, bireyin kendisine odaklanan mesajdan daha harekete geçirici olduğu bulunmuştur. Ancak, esas olarak gönüllü olmayan öğrenci örneklemeden oluşan Çalışma 2'de, iki mesaj tipinin niyet üzerindeki etkileri ters yöndedir. Kişinin kendisine odaklanan mesajlar kullanıldığında, katılımcıların kuruluşlara gönüllü olma niyetinin daha yüksek olduğu ortaya çıkmıştır. Yapılan takip analizinde, diğer odaklı mesajlara kıyasla, kendi odaklı mesajların, gönüllü olmayanların gönüllü olma niyetleri üzerinde daha yüksek etkisi olduğunu ortaya koymaktadır. Bu bulguların, gönüllülük üzerindeki etkileri açısından genel bir değerlendirmesi yapılarak, gönüllülere ve gönüllü olmayanlara etkili bir şekilde nasıl yaklaşılacağı belirlenmesinde mesajların bireyin kendisine ve diğer odaklı olmasının etkisi tartışılmıştır.

Anahtar Kelimeler: Gönüllülük, Mesaj Çekiciliği, Kendine Odaklı Mesaj Çekiciliği, Diğer Odaklı Mesaj Çekiciliği.

JEL Kodları: M31, M37.

"Bu çalışma Araştırma ve Yayın Etiğine uygun olarak hazırlanmıştır."

1. INTRODUCTION

According to OECD (2015), the awareness of economic difficulties and social concerns drive the number of volunteers to increase in many countries in recent years. The ratio of people who volunteer was almost over 45 per cent in New Zealand, USA, Canada and Ireland in 2014. Although the volunteering approach is developing so fast in the world, 2016 Global Civic Engagement Report (Gallup, 2016) states that people are more likely to give money instead of their time. In 2015, 1.4 billion people donated money while 1 billion people volunteered.

⁴ Genişletilmiş Türkçe Özet, İngilizce makalenin aşşağısında yer almaktadır.

The United Nations Volunteers (UNV) Program Turkey & Youth Services Center's report shows that (Türkiye'de Gönüllülük, 2013) 31 percent of the Turkish people tend to help other people while only 4 percent participate in voluntary activities. On the other hand, the membership rate of approximately 110,000 organizations is 13 percent of the total population including memberships of sports clubs and political organizations (Türkiye'de Gönüllülük, 2017). Among the young population in Turkey, aged 18-29, membership rate is 7.7 and volunteering rate is 5 percent which is quite below the OECD average of 23 percent (Erdoğan, 2017; OECD, 2014). These figures demonstrate the necessity to better promote volunteering activities and make the act of volunteering more prevalent.

Today, most of the organizations emphasize the personal and general benefits of volunteering on their web pages and social media accounts but recruitment campaigns mostly refer to the cause supported by the organization. Still, communicating the beneficial effects of volunteering may help to increase the number of recruits. Shye (2010) identified four groups of benefits that encourage individuals to give their times for voluntary works; namely benefits that relate to cultural, social, physical and mental well-being. Developing new friendships and feeling of belonging to community were specified as the top-rated benefits for both volunteers and non-volunteers. A number of studies corroborated that volunteering increases physiological and psychological health, and also social interaction between volunteers. (Lum & Lightfoot, 2005; Greenfield & Marks, 2004; Onyx & Warburton, 2003; Morrow-Howell et al 2003; Pushkar, Reis & Morros, 2002; Herzog & House, 1999; Wheeler, Gorey & Greenblatt, 1998; Kuehne & Sears, 1993).

In the volunteering domain, a limited number of studies compared the effectiveness of ego-centric and cause-centric messages on the recruitment numbers. Shields (2009) suggested that more egoistic motivators would increase the intention of young adults to volunteer. Asah & Blahna (2012) found out that self and social benefits are more effective on volunteer recruitment than cause related factors. On the other hand, a number of studies suggested that altruistic purposes are more compelling to persuade individuals to become volunteers (Batson et al., 2002; Beerli et al., 2004; Burns et al., 2006). Prior research does not provide a clear answer on which motive appeal is more effective in increasing the number of new recruits. However, it is evident in the numbers that there is a vital need to better promote volunteering activities. Therefore, the objective of this study is to examine the impact of self-versus other-oriented messages on the effectiveness of communication strategies that will increase the number of volunteers. For this purpose, recruitment ads with both self and other-oriented appeals for fictitious volunteer organizations will be created. In an experimental setting, the varying impact of different motive appeals on both attitudes towards the ads and intention to volunteer for the organizations will be measured.

1.1. Literature Review

1.1.1. Volunteering

Before reviewing the motives of volunteering, we need to clarify who the volunteer is. Prior work in this domain does not provide a single definition of volunteering, but some keywords like “time, free, unpaid, given, help, benefit, willingly” stand out in almost every definition providing a description of what voluntary work is like. (Volunteering Australia, 2015; Wilson, 2012; Snyder and Omoto, 2008; Musick & Wilson, 2007; Wilson, 2000; Van Willigen, 2000). As the fourth type of their work classification, which includes “the world of labor markets, the informal sector, household labor, and volunteer work”, Tilly and Tilly defined volunteering as “unpaid work provided to parties to whom the worker owes no contractual, familial, or friendship obligations” (as cited in Wilson & Musick, 1997). Yet, volunteer work is a productive activity just as the paid labor market, built upon certain qualifications and performances (Wilson & Musick, 1997).

One type of approach defines the volunteering concept by emphasizing lack of rewards. Snyder and Omoto (2008) defined volunteering as; “Freely chosen and deliberate helping activities that extend over time, are engaged in without expectation of reward or other compensation and often through formal organizations, and that are performed on behalf of causes or individuals who desire assistance.” On the other hand, according to a different outlook, volunteering does not preclude volunteers from benefiting their work, even when the benefits include material rewards (Wilson, 2000). Similarly, Meier & Stutzer (2008) put forward two different types of rewards volunteers receive, namely intrinsic rewards like life satisfaction through helping others and extrinsic rewards like social network, human capital or social approval.

How does a person decide to be a volunteer? Early researches identified three factors that promote volunteerism among adults; namely altruistic values, social status and social integration (Wilson & Musick, 1997) Late studies, not moving too far from the early ones, are emphasizing three kinds of promoters, namely human, social and cultural capitals (Bang & Ross, 2009; Oesterle, Johnson & Mortimer, 2004). Based on human capital, it is argued that high social status brings more time and resources to involve in volunteer activities. Moreover, doing an act of good, brings respect within the society (Wilson, 2000). Social capital or social integration suggests that people tend to volunteer more if they are asked to. In families, schools, and workplaces, people interact with others, and they are influenced by attitudes and behaviors of others. Being with people who are already volunteers, may be a trigger to take action. Parents can be good role models for volunteering. Children of parents who volunteer are more likely to be volunteers than their peer (Bekkers, 2007). Cultural capital refers to the altruistic, moral, ethical and others oriented view of the volunteering. According to that, achieving self-actualization through giving others can be the activator a person seeks.

1.1.2. *Self-Orientedness and Other-Orientedness*

Reasons of individuals' interest on volunteering activities, triggered attention of social scientists for a long time (Cornelis, Van Hiel, & De Cremer, 2013; Penner, Dovidio, Piliavin, & Schroeder, 2005). Many studies were derived from functional analysis perspective, which emphasized the joint effect of individual and psychological motives on volunteering (Clary & Snyder, 1999). In that perspective, the most studied antecedents might be mentioned as demographic characteristics, self-esteem, career development, personality, and values (Liao-Troth, 2005; Wymer, 2003). However, among multiple motives, there emerged a substantial issue about whether volunteering intention stem from self-oriented or other-oriented concerns (Snyder & Omoto, 2009; Clary et al., 1998; Bennett, 1998).

Altruistic beliefs have been accepted as one of the major reasons of volunteer involvement (Beerli et al., 2004; Faircloth, 2005; Mowen & Sujun, 2005; Batson et al., 2002; Omoto & Snyder, 2002; Simon, Sturmer, & Steffens, 2000; Schram, 1985). In the current study, the term "other orientedness" is used instead of altruistic values, deliberately, to indicate the individuals' desire to consider and help others' in their volunteer decisions (Konrath et al, 2011). Supporting the same argument, Batson (1991) referred to volunteering as a means of increasing others' welfare or contributing to the community, besides all helpful behaviors. Similarly, in their research, Clary and Orenstein (1991) stated that volunteers were energized by other-orientedness. Bierhoff et al. (1991) merged altruistic tendency with personality traits and offered how some individuals, owning altruistic personality, commit themselves for a fair world by their strong sense of social responsibility and empathy.

On the other hand, according a contradictory view volunteering emerge not only from altruistic concerns but also egoistic motives (Clary & Snyder, 1999). In the current study, "self-orientedness" term is deliberately used, to define the individuals' concern for compensation such as mood improvement, enhancement of self-esteem or acquiring new skills (Konrath et al., 2011). Batson (1991) believed that, individuals volunteer for social and psychological rather than altruistic ideals. In a more comprehensive manner, it is proposed that the true nature of other-orientedness stem from individual's selfish wish to feel good, self-gratification and augmenting self-worth (Isen et al., 1978; Williamson & Clark, 1992). Moreover, further self-oriented benefits can be mentioned as, receiving compliments and escaping guiltiness (Schaller & Cialdini, 1988), increasing an individual's social capital by socializing and meeting new people (Andreoni 1990; Cnaan & Goldberg-Glen 1991; Glaeser et al. 2002; Freeman 1997; O'Connor, 1997; Govekar & Govekar 2002; Prouteau & Wolff 2007; Wilson & Musick 1999); gaining skills/training to enhance human capital, improving curriculum vitae, salary, career prospects, and re-entering into the labour market (Manetti et al, 2015; Hackl et al. 2007; Handy & Greenspan 2009; Musick & Wilson 2008), enhancing job competency and gaining experience (O'Connor, 1997), creating networks (Wymer, 1998), gathering training and exposing true self (Omoto & Snyder, 1995), feeling enjoyment and enhancing prestige

(Fisher & Cole, 1993), feeling useful and productive (Okun, 1994), advancing psychological and physical health especially among older volunteers (Greenfield & Marks 2004; Li and Ferraro 2006; Musick & Wilson 2008; Lum & Lightfoot, 2005; Musick & Wilson, 2003; Thoits & Hewitt 2001; Musick, Herzog & House, 1999).

In their research, Clary et al. (1998) proposed three general motives for volunteering as related to, career opportunities, personal development and social relationships, which are mainly self-related interests. In the literature, there exist an opposition for the self-orientedness nature of volunteering, however as Konrath et al. (2011) pointed out, rather than classifying the reasons of volunteering as bad or selfish, it is more meaningful to refer to these motives as individual or self-oriented which in the end leads to a productive output, as volunteering. Also, it is interesting to reveal that volunteers, who declare self-oriented motives, retain a volunteer status for longer periods than those who have other-oriented motives (Omoto & Snyder, 1995). In that perspective, indicating the right motive might be beneficial as for the organization, in terms of retention of volunteers. Also, in terms of communication Bennett & Kottasz (2001) suggest that egoistical advertising works more than altruistic advertising on both less and more altruistic people to activate their cognitive, affective, and conative responses.

Even though human beings are criticized for exerting behaviors primarily on self-concern, there is substantial evidence showing altruistic nature, as well (Cornelis et al., 2016; Kohn, 1990; Wuthnow, 1991; Batson, 1991). A more constructive view claims that, volunteers might be motivated by a combination of self-oriented and other-oriented concerns (Clary & Snyder, 1999; Smith et al, 1992; Cnaan & Goldberg-Glen, 1991). In that manner, though people volunteer in the same activities, they may have different goals (Unger, 1991). Moreover, other-oriented and self-oriented reasons may perform together to motivate individuals for volunteering. Besides showing concern and affection for others, people might also get pleasure from volunteering, by satisfying socialization or self-esteem needs (Boz & Palaz, 2007; Okun, Barr, & Herzog, 1998; Smith, 1994). Likewise, in their study, Wilson and Pimm (1996) suggested blending both individual benefits and organization's benefits, claiming that people are more likely to be activated by referring to both self-oriented and other-oriented motives. Batterham (2014) figures out that there is no significant difference between self-gain and altruistic terminology but problem terminology was more effective than positive terminology in recruiting volunteer via online advertising. Another interesting finding is proposed by Smith et al. (1992), such that people are reluctant to accept they have self-related motives on volunteering even though they have. In that perspective, even though individuals have both concerns for engaging volunteering activities, it is not always easy to indicate the right type of motive that is assertive.

2. RESEARCH METHODOLOGY

2.1. Research Design

Research methodology includes two empirical studies interlinked to each other. Thus, in that section, methodological information is presented with each study's findings.

2.1.1. Study 1 Research Design

The participants of the study were contacted through the organizations that they volunteer for. They were invited to participate in an online study after being informed about the aim of the research.

In the first part of the study, participants were provided with the advertisements of two fictional foundations that are trying to recruit new volunteers. The study employed a joint evaluation method in which all participants evaluated both ads. The ads were designed following a similar approach to that of Bennett and Kottasz (2001). One of the ads was for a biodiversity preservation foundation and the other was for a children's health foundation. One of the ads was developed with a self-oriented appeal, which mainly promotes the benefits a volunteer will obtain for himself/herself as a result of working for that foundation (e.g., making friends, building a strong network, feeling happier, developing skills in business life). The second ad was developed with an other-oriented appeal, which mainly promotes the benefits for others as a result of working for that foundation (e.g., raising public awareness, providing support to research). The translated volunteer recruitment ads for both foundations are provided in Appendix I.

The appeal type for each foundation was counterbalanced in order to avoid introduction of confounding factors. Half of the participants were presented with a biodiversity preservation foundation ad with a self-oriented appeal and a children's health foundation with an other-oriented focus. The other half was presented with a biodiversity preservation foundation ad with an other-oriented appeal and a children's health foundation with a self-oriented focus.

After reviewing each ad, participants were asked to respond to several questions about the message and the foundation using 5-point scales (1 = strongly disagree, 5 = strongly agree). In order to measure attitude towards the ads participants were asked whether they found the messages of the ads convincing, strong, likeable, and likely to encourage other people to volunteer. Participants' responses to these four items were summated to form a single "attitude towards the ad" scale, by referring to previously mentioned dimensions (Cronbach alpha = 0.835). Intention to volunteer was assessed by asking participants whether they would like to volunteer for the organizations mentioned in the ads. Issue involvement is also measured to control for the perceived importance of the purposes of different foundations for each

participant. Participants indicated to what extent they agree that the purpose of the foundation is important to them. As a manipulation check, participants were inquired about their evaluations of the focal benefits of the ad using a five-point semantic scale (1 = Benefits for the volunteer, 5 = benefits for the purpose of organization). Lastly demographic information, including age, gender, education, and work status was gathered.

In order to find volunteers for this study, 14 foundations and two corporate volunteering offices were contacted. People contacted from these organizations agreed to send the link of the online study to their volunteers. A total of 140 volunteers agreed to participate in the study. The final sample is composed of 38 male and 83 female participants, 19 of the participants did not mention their gender, with an average age of 32.4 ($SD = 6.4$). 102 of the participants held a minimum of an undergraduate degree and 59 of them were unemployed.

2.1.2. Study 2 Research Design

The procedure of study 2 was similar to that of study 1 however some changes in the experimental design were made. First, in addition to the two fictitious foundations that were presented to the participants in study 1, a foundation that deals with education is included in study 2. Ads with either a self-oriented appeal or an other-oriented appeal were prepared for this *Vocational Education for Everyone* Foundation (See Appendix II). Secondly, unlike the joint evaluation procedure of study 1, this study used a separate evaluation procedure. Therefore, study 2 employed a 3 (foundation type) by 2 (appeal type) between-subjects design. Participants were randomly assigned to one of 6 groups. In this study each participant of the study was presented with a single foundation with either a self-oriented appeal or an other-oriented appeal. The same measures that were employed in study 1, namely attitude towards the message (Cronbach alpha = 0,887), intention to volunteer, issue involvement along with the demographic inquiries. The manipulation check of study 1 was also employed. Additionally, participants were asked whether they have ever volunteered for an organization or not.

One hundred and sixty-eight university students participated in the second study. The students were offered extra credit to participate in the study. The sample is composed of 93 male and 70 female participants, five of the participants did not mention their gender. The average age of the sample is 20.8 ($SD = 2.7$).

3. RESULTS

3.1. Results of Study 1

In order to ensure that the self-oriented vs. other oriented message manipulation worked, we initially compared the means for participants' evaluations of the focus of the ad appeals. As

expected, participants perceived that the ads with an other-oriented appeal focus more on the benefits for the purpose of organization ($M = 4.18$, $SD = 1.02$) than the ads with a self-oriented appeal ($M = 2.68$, $SD = 1.45$) ($t(129) = -8.907$, $p < 0.01$).

A preliminary one-way ANOVA test was used to determine whether there is a main effect of foundation type. The attitudes towards the ad of the two foundation types were not significantly different for both self-oriented ads ($F=0.68$, $df=1,130$; $p>0.05$), and other-oriented ads ($F=1.415$, $df=1,130$; $p>0.05$). Similarly, the intention to volunteer to the two foundation types were not significantly different for both self-oriented ads ($F=0.27$, $df=1,130$; $p>0.05$), and other-oriented ads ($F=0.11$, $df=1,130$; $p>0.05$). The appeal type was also counterbalanced across organizations, yet there were no order effects.

A repeated measures analysis was made to compare the effect of self vs. other oriented appeal on attitude towards the ad and intention to volunteer. A linear mixed model procedure is employed since the self vs. other oriented ads were compared within subjects. Moreover, the attitude towards the ad and intention to volunteer were measured for two separate organizations for each participant, so participants' issue involvement with different organizations were included in the model as varying covariates.

Attitude towards the ad. The self vs. other appeal type did not create any difference on attitude towards the ad ($t[128.289] = 0.649$, $p > 0.05$). The covariate, issue involvement, had a significant effect on attitude towards the ad ($t[250.595] = 11.470$, $p < 0.01$).

Intention to volunteer. There was a significant difference in intention to volunteer between self-oriented and other-oriented ads after controlling for the effects of issue involvement for the participant ($t[123.796] = -3.361$, $p < 0.05$). Participants' intention to volunteer after reviewing the other-oriented ad was significantly higher ($M = 4.47$, $SD = 0.07$) than participants' intention to volunteer after reviewing the self-oriented ad ($M = 4.27$, $SD = 0.07$). The covariate, issue attitude, on the other hand once again had a significant effect on intention to volunteer ($t[256.251] = 8.221$, $p < 0.01$).

3.2. Results of Study 2

The means for the manipulation check were in the expected direction yet not significant ($F[1,165] = 2.420$, $p > 0.05$). Participants perceived the messages with an other-oriented appeal as focusing more on the benefits for the purpose of organization ($M = 3.73$, $SD = 1.31$) than the messages with a self-oriented appeal ($M = 3.41$, $SD = 1.34$).

In order to compare the effects of self vs. other-oriented appeal on attitude towards the ad and intention to volunteer univariate analysis of variance test was employed. The impact of the foundation type was also investigated in these analyses.

Attitude towards the ad. The impact of issue involvement on attitude towards the ad was significant ($F[1,161] = 18.857$, $p < 0.01$). There was no significant difference between the

attitude towards the self-oriented ad and the attitude towards the other-oriented ad ($F[1,161] = 0.001, p > 0.05$). Similarly, there were no significant differences in attitude towards the ad among the different foundations ($F [2,161] = 0.695, p > 0.05$).

Intention to volunteer. The results revealed that the effect of issue involvement was significant ($F[1,161] = 51.460, p < 0.01$). Participants' perceived importance of the foundation's cause had an impact on their intention to volunteer for this foundation. There were no significant differences in intentions among the different foundations ($F [2,161] = 1.222, p > 0.05$). There was a significant difference in intention to volunteer between self-oriented and other-oriented ads ($F[2,161] = 4.737, p < 0.05$). Participants' intention to volunteer after reviewing the self-oriented ad was significantly higher ($M = 3.64, SD = 0.12$) than participants' intention to volunteer after reviewing the other-oriented ad ($M = 3.28, SD = 0.12$).

4. DISCUSSION

Every new volunteer is an asset for the organization, but they come with a cost of marketing, training, and effort of the organization's team to bring them in. For this reason, retention of the current volunteers may be more important and profitable than recruiting new ones. In this respect, the most important result of the study 1 is that it has revealed that other-oriented messages are more effective on existing volunteers than self-oriented messages to ensure that they continue to volunteer.

The first study was designed so that the sample was exposed to both type of messages (self-oriented and other-oriented). Considering that the joint evaluation task may constitute a bias of, sensing the differences between messages and approaching to other-oriented message in a more favorable way than the self-oriented message, the second study was designed to assign participants randomly to different appeals using a between-subjects design.

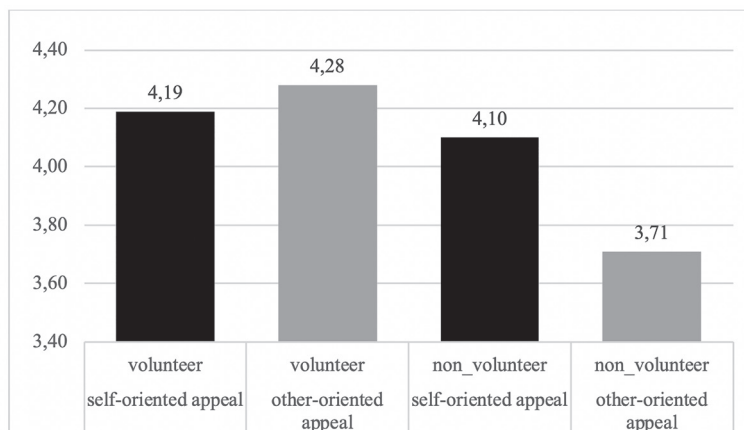
Moreover, prior studies reveal that university students' intentions for volunteering increases if they are confident of gathering relevant interests and if volunteering is perceived as a valuable experience, either to gather specific skills, to create networks or to flaunt while applying for prestigious companies (Clary et al., 1998; Stefanick et al., 2018). Consequently, it is probable that university students have different motives for volunteering. Therefore, university student sample was used in the next study for a better understanding of their tendencies.

The second study was designed on three different fictional organizations to explore how message appeal types of different causes affect the attendees' intentions of volunteering. It is revealed that to improve intentions to volunteer, organizations need a self-oriented message which promotes the personal benefits of volunteering.

In order to investigate this discrepancy of intention to volunteer between the two studies an exploratory follow-up analysis was made. The data from both studies were combined to gather the volunteer and student samples together. Prior volunteering experience was also

coded as an independent variable. Thus, this analysis aimed to reveal the impact of message appeal, foundation type and prior volunteering experience on intention to volunteer. The results of the univariate analysis of variance showed that, the covariate issue involvement was still significant for the whole sample ($F[1,346] = 49.404, p < 0.01$). There was a significant main effect of volunteering experience on intention to volunteer ($F[1,346] = 8.258, p < 0.01$) such that those who had prior volunteering experience had higher intention to volunteer ($M = 4.23, SD = 0.06$) than those who never volunteered ($M = 3.91, SD = 0.10$) after reviewing the ads. The main effect of organization type ($F[1,346] = 0.959, p > 0.05$) and the main effect of message appeal was not significant ($F[1,346] = 1.790, p > 0.05$). However the interaction effect between prior volunteering experience and message appeal was significant $F[1,346] = 4.232, p < 0.05$). For the significant interaction effect post-hoc analysis was conducted using Bonferroni correction. Pairwise comparisons demonstrated that non-volunteers' intention to volunteer was higher when presented with self-oriented appeal than when presented with an other-oriented appeal $F[1,346] = 4.135, p < 0.05$). The direction of this effect was opposite for volunteers yet it was not significant $F[1,346] = 0.467, p > 0.05$) (Figure 5).

Figure 5. Mean estimates of intention to volunteer across conditions



CONCLUSION

In both studies it has been found that attitudes towards the message did not differ between self-oriented or other-oriented appeals. In other words, respondents had positive attitudes towards both messages. Unlike the findings with attitudes, we found a significant effect of message appeal on intention to volunteer. The results of the first study, which had a sample of volunteers, indicated increased intentions with other-oriented messages. This finding is in line with early work which demonstrated that volunteers have greater empathy and self-esteem compared to non-volunteers, which in turn lead them to contribute to the well-being

of others (Wymer & Starnes, 2001). Therefore, it is not surprising to see how other-oriented message affected volunteers and increased the likelihood to volunteer for that organization. In the second study, examining the two appeal's intentional effects revealed conflicting results. Participants were found out to have higher intention to volunteer for the organizations when self-oriented messages were used. As functional analysis perspective suggests, individuals seeking to attain relevant personal benefits are more interested in involving certain rewarding activities rather than realizing potential ambiguous or irrelevant advantages and might volunteer often for egoistic reasons of self-improvement. (Clary & Synder, 1999; Chappell and Prince, 1997). The majority of the sample in the second study, consisted of individuals who did not have any volunteering experience. A follow-up analysis splitting the sample based on volunteering experience corroborated that, for those who never volunteered, self-oriented appeals induced higher intentions to volunteer compared to other-oriented appeals. In short, enlightened by previous research findings, this study validated how self-oriented message appeals are effective for creating volunteer intentions for non-volunteers. In that perspective, the most dramatic result of this study is how volunteers and non-volunteers differ to declare their volunteering intentions for two different appeals (self-oriented and other-oriented).

The different impacts of varying motive appeals on attitude towards the ads and intention to volunteer to the organizations is yet another interesting finding of the study. Although a similar effect of self-versus other-oriented appeal was expected for both attitude towards the ads and intention to volunteer, a significant effect was only revealed for intentions. As Smith & Swinyard (1983) put forward that attitude and behavior consistency tend to decrease when attitudes are formed based on advertising instead of first-hand experience with attitude objects, this study also corroborates that attitudes do not always operate in a parallel fashion with intentions. Consequently, the two variables should not be treated as close proxies.

For several reasons, the meaning and value of volunteering is underestimated. Either for satisfying individual's self-interest or responding to intrinsic need of helping others, volunteering creates value. However, the changing paradigms in volunteer motivations may create hard times for volunteer organizations. In that sense, this study provides insights for these organizations on how to tune their recruitment and retention strategies both for volunteers and non-volunteers. As for recruitment purposes, it is evident that non-volunteers are motivated more if the volunteering act is perceived as self-gratifying. So, if it is to gain new volunteers, organizations need to be encouraged to offer a range of personal benefits. Universities (for students) or companies (for employees) may act as motivators to turn non-volunteers to volunteers by promoting advantages of volunteering for the individuals, even encouraging and providing incentives for them. On the other hand, for retention strategies, organizations that are concerned with keeping existing volunteers, should develop other-oriented messages or events to keep their attention.

In the present study, even though it is found that for volunteers other-oriented message appeal is more effective, this finding is not corroborated within the follow up analysis. Further research might attempt to provide more support related to this finding. In addition to that importance attached to the objective of the hypothetical organizations was taken as a covariate; however other variables can also be studied as influence of social environment, personality traits, educational background, or family history on volunteering. Moreover, as further study, sociodemographic characteristics of individuals might be explored to indicate whether certain characteristics are affluent on self or other orientedness. Another dimension that could be investigated by future research is corporate volunteering. In study 1, volunteers were driven from mostly employees, however it is not questioned whether they do it for their company or for their personal desire. Involving in volunteering activities for the corporate is interesting in terms of its drivers, or differences from volunteering for individual purposes.

KENDİNE ODAKLI VE DİĞER ODAKLI MESAJ ÇEKİCİLİKLERİNİN GÖNÜLLÜLÜK ÜZERİNDEKİ DEĞİŞEN ETKİSİ

1. GİRİŞ

OECD'ye (2015) göre, ekonomik zorluklar ve sosyal kaygılara dair farkındalığın yaygınlaşması, son yıllarda birçok ülkede gönüllü sayısının artmasına neden olmaktadır. Birleşmiş Milletler Gönüllüler (UNV) Programı Türkiye ve Gençlik Hizmetleri Merkezi'nin raporuna göre Türk halkının yüzde 31'i diğer insanlara yardım etme eğilimindeyken, sadece yüzde 4'ü gönüllü faaliyetlere katılıyor (Türkiye'de Gönüllülük, 2013). Bu rakam, gönüllülük faaliyetlerini daha iyi teşvik etmenin ve gönüllülüğü daha yaygın hale getirmenin gerekliliğini göstermektedir.

Günümüzde kuruluşların çoğu, gönüllülüğün kişisel ve genel yararlarını web sayfalarında ve sosyal medya hesaplarında vurgularken, gönüllü toplama kampanyalarda daha çok kuruluşun desteklediği amaç ön plandadır. Yine de gönüllülüğün faydalı etkilerinin iletilmesi, toplanacak gönüllülerin sayısını artırmaya yardımcı olabilir. Bu çalışmanın amacı, gönüllü sayısını artıracak iletişim stratejilerinin etkinliğinde kendine ve diğer odaklı mesaj çekiciliklerinin etkisini incelemektir. Bu amaçla hayali kuruluşlar için hem kendine hem de diğer odaklı gönüllü toplama ilanları oluşturulmuştur. Deneysel bir yaklaşımla, farklı güdü çekiciliklerinin hem reklamlara yönelik tutumlar hem de kuruluşlar için gönüllü olma niyeti üzerindeki değişen etkisi ölçülmüştür.

Gönüllü çalışma, tıpkı belirli nitelikler ve performanslar üzerine inşa edilen ücretli işgücü piyasası gibi üretken bir faaliyettir (Wilson & Musick, 1997). Snyder ve Omoto (2008) gönüllülüğü; “Zamanla genişleyen, ödül veya başka bir karşılık beklemeden ve genellikle

resmi kuruluşlar aracılığıyla yürütülen ve amaçlar veya yardım isteyen kişiler adına gerçekleştirilen yardım faaliyetleri” olarak tanımlamıştır. Benzer şekilde Meier ve Stutzer (2008) gönüllülerin elde ettiği iki farklı ödül türü olduğunu öne sürmüştür: başkalarına yardım ederek yaşam tatmini sağlamak gibi içsel ödüller ve sosyal ağ, insan sermayesi veya sosyal onay gibi dışsal ödüller.

Bireylerin gönüllülük faaliyetlerine ilgi duyma nedenleri, uzunca bir süredir sosyal bilimcilerin ilgisini çekmektedir (Cornelis, Van Hiel ve De Cremer, 2013; Penner, Dovidio, Piliavin ve Schroeder, 2005). Gönüllülük niyetinin kendine yönelik kaygılardan mı yoksa diğerlerine yönelik kaygılardan mı kaynaklandığı konusunda farklı görüşler ortaya çıkmıştır (Snyder ve Omoto, 2009; Clary ve diğerleri, 1998; Bennett, 1998). Özgecil inançlar, gönüllü katılımın başlıca nedenlerinden biri olarak kabul edilmiştir (Beerli ve diğerleri, 2004; Faircloth, 2005; Mowen ve Sujun, 2005; Batson ve diğerleri, 2002; Omoto ve Snyder, 2002; Simon, Sturmer, & Steffens, 2000; Schram, 1985). Mevcut çalışmada, bireylerin gönüllü kararlarında diğerlerini dikkate alma ve onlara yardım etme isteklerini belirtmek için özgecil değerler için “diğer odaklılık” terimi kullanılmaktadır (Konrath ve diğerleri, 2011). Öte yandan, farklı bir görüşe göre gönüllülük sadece özgecil kaygılardan değil, aynı zamanda egoist güdülerden de ortaya çıkmaktadır (Clary ve Snyder, 1999). Mevcut çalışmada, bireylerin ruh halini iyileştirme, benlik saygısını artırma veya yeni beceriler edinme gibi hedeflerini tanımlamak için “kendine odaklılık” terimi kullanılmaktadır (Konrath ve diğerleri, 2011). Gönüllüler, kendine odaklı ve diğerine odaklı kaygıların bir kombinasyonu ile güdülenebilir (Clary & Snyder, 1999; Smith ve diğerleri, 1992; Cnaan & Goldberg-Glen, 1991). Bu bağlamda, insanlar aynı faaliyetlerde gönüllü olsalar da farklı amaçları olabilir (Unger, 1991). Ayrıca, bireyleri gönüllülüğe motive etmek için diğer odaklı ve kendine odaklı nedenler birlikte kullanılabilir. İnsanlar, başkalarına ilgi ve şefkat göstermenin yanı sıra, sosyalleşme veya özsaygı ihtiyaçlarını karşılayarak da gönüllü olmaktan zevk alabilirler (Boz ve Palaz, 2007; Okun, Barr ve Herzog, 1998; Smith, 1994).

2. YÖNTEM

Araştırma metodolojisi iki deneysel çalışmayı içermektedir. İlk çalışmada katılımcılarla gönüllü oldukları kuruluşlar aracılığıyla iletişime geçilmiştir. Katılımcılar araştırmanın amacı hakkında bilgilendirildikten sonra çevrimiçi bir araştırmaya katılmaya davet edilmişlerdir. Çalışmanın ilk bölümünde katılımcılara yeni gönüllüler kazanmaya çalışan iki hayali vakfın reklamları verilmiştir. İki farklı vakıf türü (biyolojik çeşitliliğin korunması, çocukların kalp sağlığı) için tasarlanan iki reklam kullanılmıştır. Bu reklamların biri kendine odaklı, ikincisi diğer odaklı olarak hazırlanmıştır. Çalışmada, tüm katılımcıların her iki reklamı da değerlendirdiği birlikte değerlendirme yöntemi kullanılmıştır. Katılımcıların reklamlara karşı tutumları ve gönüllü olma niyetleri ölçülmüştür. Toplam 140 gönüllü çalışmaya katılmayı kabul etmiştir.

İkinci çalışmanın prosedürü, ilk çalışmanıninkine benzerdir, ancak deney tasarımı bazı değişiklikler yapılmıştır. Birincisi, ilk çalışmada katılımcılara sunulan iki hayali vakfa ek olarak, ikinci çalışmada eğitimle ilgilenen bir vakıf dahil edilmiştir. İkincisi, ilk çalışmadaki birlikte değerlendirme prosedüründen farklı olarak, bu çalışmada ayrı bir değerlendirme prosedürü kullanılmıştır. İkinci çalışmaya 168 üniversite öğrencisi katılmıştır.

3. BULGULAR

İlk çalışmada vakıf tipinin temel bir etkisinin olup olmadığını belirlemek için öncelikle tek yönlü ANOVA testi kullanılmıştır. Vakıf tipinin anlamlı bir etkisi bulunmamıştır. Reklama yönelik tutum ve gönüllü olma niyeti üzerindeki kendine odaklı ve diğer odaklı mesaj çekiciliğinin etkisini karşılaştırmak için tekrarlanan bir ölçüm analizi yapıldı. Kendine odaklı ve diğer odaklı reklamlar arasında gönüllü olma niyeti açısından anlamlı bir fark vardı ($t[123.796] = -3.361, p < 0.05$). Katılımcıların diğer odaklı reklamı inceledikten sonra gönüllü olma niyetleri (Ort. = 4.47, SD = 0.07), katılımcıların kendilerine odaklı reklamı inceledikten sonra gönüllü olma niyetlerinden (Ort. = 4.27, SD = 0.07) önemli ölçüde daha yüksek çıkmıştır.

İkinci çalışmada, kendine ve diğer odaklı mesaj çekiciliğinin reklama yönelik tutum ve gönüllü olma niyeti üzerindeki etkilerini karşılaştırmak için tek değişkenli varyans analizi testi kullanıldı. Bu analizlerde vakıf tipinin etkisi de araştırılmıştır. Kendine odaklı ve diğer odaklı reklamlar arasında gönüllü olma niyetinde anlamlı bir fark vardır ($F[2,161] = 4.737, p < 0.05$). Katılımcıların kendilerine odaklı reklamı inceledikten sonra gönüllü olma niyetleri (Ort. = 3.64, SD = 0.12), katılımcıların diğer odaklı reklamı inceledikten sonra gönüllü olma niyetlerinden (Ort. = 3.28, SD = 0.12) önemli ölçüde daha yüksek çıkmıştır.

Daha sonra bir takip analizi yapılarak gönüllü ve öğrenci örneklemelerini bir araya getirmek için her iki çalışmadan elde edilen veriler birleştirilmiştir. Daha önceki gönüllülük deneyimi de bağımsız bir değişken olarak kodlanmıştır. Tek değişkenli varyans analizinin sonuçları, önceki gönüllülük deneyimi ile mesajın çekiciliği arasındaki etkileşim etkisinin anlamlı düzeyde olduğunu göstermiştir ($F[1,346] = 4.232, p < 0.05$). İkili karşılaştırmalar, gönüllü olmayanların gönüllü olma niyetinin, kendine odaklı bir mesaj ile sunulduğunda, diğer odaklı bir mesaj ile sunulduğundan daha yüksek olduğunu göstermiştir ($F[1,346] = 4.135, p < 0.05$).

4. TARTIŞMA

Yapılan her iki çalışmada da gönüllü kazanmaya yönelik ilanlara karşı tutumların kendine odaklı veya diğer odaklı mesajlar arasında farklılık göstermediği bulunmuştur. Başka bir deyişle, katılımcılar her iki mesaja yönelik olarak da olumlu tutuma sahiptir. Tutumlarla ilgili bulguların aksine, mesaj çekiciliğinin gönüllü olma niyeti üzerinde anlamlı bir etkisi olduğu saptanmıştır. Bu bulgu, gönüllülerin gönüllü olmayanlara göre daha fazla empati ve özsay-

gıya sahip olduğunu ve bunun da onları başkalarının iyiliğine katkıda bulunmaya yönlendirdiğini gösteren ilk çalışmalarla uyumludur (Wymer & Starnes, 2001). İkinci çalışmadaki örneklemin büyük çoğunluğunu gönüllülük deneyimi olmayan bireyler oluşturmuştur. Kişinin kendisine odaklanan mesajlar kullanıldığında, katılımcıların kuruluşlara gönüllü olma niyetinin daha yüksek olduğu ortaya çıkmıştır. Bu açıdan bakıldığında, bu çalışmanın en çarpıcı sonucu, gönüllülerin ve gönüllü olmayanların iki farklı mesaj çekicilik noktası için (kendine odaklı ve diğer odaklı) gönüllülük niyetleri açısından farklılık gösterdiğidir.

SONUÇ

Gönüllülük, bireyin kişisel çıkarlarını tatmin etmek ya da başkalarına yardım etme konusundaki içsel ihtiyacına cevap vermek için değer yaratır. Ancak gönüllü motivasyonlarında değişen paradigmalara, gönüllü kuruluşlar için sıkıntı yaratabilir.

Gönüllü sayısını artıracak iletişim stratejilerinin etkinliğinde kendine ve diğer odaklı mesaj çekiciliklerinin etkisini incelemeye odaklanan bu çalışma, kuruluşlara hem yeni gönüllüler kazanma hem de mevcut gönüllüleri elde tutma konusunda fikir vermektedir. Yeni gönüllü kazanma amacıyla, gönüllülük eylemi kendini gerçekleştirme ihtiyacı olarak algılsa da, gönüllü olmayanların daha fazla motive olduğu açıktır. Bu nedenle, yeni gönüllüler kazanmak istiyorsa, kuruluşların bir dizi kişisel fayda sunmaya teşvik edilmesi gerekir. Üniversiteler (öğrenciler için) veya şirketler (çalışanlar için) bireyler için gönüllülüğün avantajlarını teşvik ederek gönüllü olmayanları gönüllülere dönüştürmek için motive edici olabilir. Öte yandan, mevcut gönüllüleri elde tutmakla ilgilenen kuruluşlar, gönüllülerin dikkatlerini çekmek için diğer odaklı mesajlar veya etkinlikler geliştirmelidir.

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Appendix I

Self-oriented Ad appeals

Biodiversity Protection Association is Looking for Volunteers

Biodiversity Conservation Association is running programs to protect ecosystems around Turkey since 2008. Research shows that volunteering makes people feel happier because it gives them a sense of purpose. Volunteering for a cause can be a great way to meet people, who have similar thoughts and are inspiring, and to make friends with them. In addition, your experiences of volunteerism are indicative of your willingness to contribute to a cause along with a strong sense of social responsibility, which might be appreciated by your future employers in your job applications. How about becoming a part of this organization, meeting new people, building a strong network and develop skills in business life with tasks you employ? In addition to the unique experience you will receive, you will also be awed by the fulfillment of protecting a healthy ecosystem and the spiritual satisfaction of helping the plants and animals facing the danger of extinction. Becoming a part of this organization, you can also feel the pride of belonging to a community that acts with a similar sense of social responsibility in the field of environment.

With the activities of the association, the continuity of the natural fauna and flora in 15 regions that was at risk was ensured in 10 years. We need volunteers to work with us to protect more areas. You can work in the office work of the association, you can train in the programs aimed at increasing the awareness of biodiversity, you can follow the online systems developed for biodiversity protection remotely or you can go to the regions under risk and take care to protect the ecosystems. For volunteering even just an hour a week is enough!

Fill out the form and we'll call you.

Pediatric Heart Health Association is Looking for Volunteers

The Pediatric Heart Health Association is an association founded in 2008 to engage in research, training and development in the field of pediatric cardiology and cardiac surgery.

Research shows that volunteering makes people feel happier because it gives them a sense of purpose. Volunteering for a cause can be a great way to meet people, who have similar thoughts and are inspiring, and to make friends with them. In addition, your experiences of volunteerism are indicative of your willingness to contribute to a cause along with a strong sense of social responsibility, which might be appreciated by your future employers in your job applications. How about becoming a part of this organization, meeting new people, building a strong network and develop skills in business life with tasks you employ? In addition to the unique experience you will receive, you will also be awed by the spiritual satisfaction of giving hope and information to our heart-sick children and their families. Becoming a part of this organization, you can also feel the pride of belonging to a community that acts with a similar sense of social responsibility.

The Association has organized 87 "Children's Heart Health" symposia in 42 provinces in 10 years and has established a platform for solidarity among children and their families with heart disease. We need volunteers to work with us to increase these projects. You can work in the office works of the association, you can participate in the planning and coordination part of child heart health awareness seminar studies, and you can take part in communication and activity studies in the heart patients and their families' platform. For volunteering even just an hour a week is enough!

Fill out the form and we'll call you.

Other-oriented Ad appeals

Biodiversity Protection Association is Looking for Volunteers

Biodiversity Conservation Association is running programs to protect ecosystems around Turkey since 2008.

Biodiversity conservation programs aim to preserve ecosystems in a healthy manner and leave a better and livable world for future generations. Moreover, achieving sustainable development while reducing vulnerability to climate change is one of the objectives of the programs. Adopting the view that "Biodiversity is Life and preserving biological variety is crucial for our Life", the volunteers of the association extend the helping hand to the plants and animals facing risk of extinction. How about becoming a part of these programs, and doing an act of good by being beneficial to the environment?

With the activities of the association, the continuity of the natural fauna and flora in 15 regions that was at risk was ensured in 10 years. We need volunteers to work with us to protect more areas. You can work in the office work of the association, you can train in the programs aimed at increasing the awareness of biodiversity, you can follow the online systems developed for biodiversity protection remotely or you can go to the regions under risk and take care to protect the ecosystems. For volunteering even just an hour a week is enough!

Fill out the form and we'll call you.

Pediatric Heart Health Association is Looking for Volunteers

The Pediatric Heart Health Association is an association founded in 2008 to engage in research, training and development in the field of pediatric cardiology and cardiac surgery.

The association aims to raise public awareness about cardiovascular diseases in children. It is also one of the goals of the association to provide support to research and development activities that will enable the diagnosis and treatment of cardiovascular diseases in children. Association volunteers, who adopt the motto “Healthy children, healthy generations”, continue their efforts to give hope to our children with heart disease and information to their families. How about becoming a part of these programs, and doing an act of good by being beneficial to public health?

The Association has organized 87 “Children’s Heart Health” symposia in 42 provinces in 10 years and has established a platform for solidarity among children and their families with heart disease. We need volunteers to work with us to increase these projects. You can work in the office works of the association, you can participate in the planning and coordination part of child heart health awareness seminar studies, and you can take part in communication and activity studies in the heart patients and their families’ platform. For volunteering even just an hour a week is enough!

Fill out the form and we’ll call you.

Appendix II

Self-oriented Ad appeal

Vocational Education for Everyone Foundation is Looking for Volunteers

Vocational Education for Everyone Foundation, is organizing vocational training all over Turkey since 2008.

Research shows that volunteering makes people feel happier because it gives them a sense of purpose. Volunteering for a cause can be a great way to meet people, who have similar thoughts and are inspiring, and to make friends with them. In addition, your experiences of volunteerism are indicative of your willingness to contribute to a cause along with a strong sense of social responsibility which might be appreciated by your future employers in your job applications. How about becoming a part of this organization, meeting new people, building a strong network and develop skills in business life with tasks you employ? In addition to the unique experience you will receive, you will also be awed by the spiritual satisfaction of helping people in need and fulfillment of contributing to the national economy. Becoming a part of this organization, you can also feel the pride of belonging to a community that acts with a similar sense of social responsibility in the field of education.

With the work of the foundation, 1,500 people have received a professional certificate in 10 years. To increase this number, we need volunteers to work with us. You can work in the office works of the foundation, you can be an instructor in the appropriate courses, you can take part in the planning and coordination part of the training studies. For volunteering even just an hour a week is enough!

Fill out the form and we’ll call you.

Other-oriented Ad appeal

Vocational Education for Everyone Foundation is Looking for Volunteers

Vocational Education for Everyone Foundation, is organizing vocational training all over Turkey since 2008.

The foundation believes that the increase in the number of people with a profession will directly affect the production and prosperity of the country. With its motto “Let’s make sure no one remains without an occupation”, the foundation continues to work with all its strength to contribute to reducing unemployment and to enable individuals to participate in economic life. Volunteers of the association extend their hand to many different sections of society, especially young people who have not completed their education and women who could not participate in the work life. How about becoming a part of these programs, and doing good for the community?

With the work of the foundation, 1,500 people have received a professional certificate in 10 years. To increase this number, we need volunteers to work with us. You can work in the office works of the foundation, you can be an instructor in the appropriate courses, and you can take part in the planning and coordination part of the training studies. For volunteering even just an hour a week is enough!

Fill out the form and we’ll call you.

KATKI ORANI / CONTRIBUTION RATE	AÇIKLAMA / EXPLANATION	KATKIDA BULUNANLAR / CONTRIBUTORS
Fikir veya Kavram / <i>Idea or Notion</i>	Araştırma hipotezini veya fikrini oluşturmak / <i>Form the research hypothesis or idea</i>	Aslı Elif AYDIN Özge KİREZLİ Elif YURDAKUL
Tasarım / <i>Design</i>	Yöntemi, ölçeği ve deseni tasarlamak / <i>Designing method, scale and pattern</i>	Aslı Elif AYDIN Özge KİREZLİ Elif YURDAKUL
Veri Toplama ve İşleme / <i>Data Collecting and Processing</i>	Verileri toplamak, düzenlenmek ve raporlamak / <i>Collecting, organizing and reporting data</i>	Aslı Elif AYDIN Özge KİREZLİ Elif YURDAKUL
Tartışma ve Yorum / <i>Discussion and Interpretation</i>	Bulguların değerlendirilmesinde ve sonuçlandırılmasında sorumluluk almak / <i>Taking responsibility in evaluating and finalizing the findings</i>	Aslı Elif AYDIN Özge KİREZLİ Elif YURDAKUL
Literatür Taraması / <i>Literature Review</i>	Çalışma için gerekli literatürü taramak / <i>Review the literature required for the study</i>	Aslı Elif AYDIN Özge KİREZLİ Elif YURDAKUL