

# Legislative Response to College Students' Non-altruistic Charitable Donations

Ying Shu<sup>1</sup>

<sup>1</sup> Chongqing Technology and Business University, Chongqing, China

Correspondence: Ying Shu, Chongqing Technology and Business University, No.19 Xue Fu Road, Nanan District, Chongqing 400000, China.

Received: March 25, 2022

Accepted: April 23, 2022

Online Published: April 28, 2022

doi:10.20849/ajsss.v7i4.1106

URL: <https://doi.org/10.20849/ajsss.v7i4.1106>

*[Fund Project]: The research results of "Investigation and Analysis of the Motivation of Non-Altruistic Charitable Donations of College Students", a postgraduate innovation project of Chongqing Technology and Business University, Project No.:CYS21392.*

## Abstract

Donation behavior is premised on the willingness to donate, and the latter is based on the motivation of donation. Only by fully recognizing the donors' donation motivation can their willingness to donate be better stimulated, thereby guiding and encouraging more donation behaviors. By conducting a questionnaire survey of charitable donations in colleges and universities, it is found that non-altruistic motivations including material interests and specific preferences are positively correlated with human well-being & happiness, while motivations such as honor pursuits & social identity have a negative correlation with human well-being & happiness. Therefore, we should actively build an incentive mechanism for college students' charitable activities in response to their pursuits of material interests, and strive to improve the incentive mechanism to stimulate college students' personalized donation willingness and suit their specific preferences. At the same time, we should try to set up a restriction mechanism for college students' non-altruistic charitable donation motivations, and guard against the reversing guiding effect of motivation of honor pursuits & social identity on college students' charitable donations behavior.

**Keywords:** college students, non-altruism, charitable donation, donation motivation, incentive

## 1. Introduction

According to the "Investigation Report on the Current Situation of College Students' Charity" released by China Foundation for Poverty Alleviation, the proportion of college students participating in charitable activities such as money and articles donation, voluntary blood donation, and volunteer service has reached more than 90%. College students are gradually becoming a significant part of charity in the new era. They are the main potential force of future philanthropy. However, statistics show that China's World Donation Index ranks very low (Note 1), lagging behind other countries in the world; There still exist problems in China's college students' involvement in charitable activities, including low participation (Note 2), low service quality, unstable enthusiasm, lack of effective incentive mechanism and so on (Note 3). Negative news such as the compulsory donation in Wuhan colleges and universities has been released (Note 4), indicating that forced donation has violated the motivation and willingness to donate, which cannot correctly guide college students to actively participate in social donations, and will lead to negative mentality. That will result in misunderstanding of the nature and purpose of charitable actions.

Charity is a conscious and voluntary human behavior based on certain motivations. (Note 5) Charitable motivations can be divided into pure altruistic ones featured by "doing favors without expecting be repaid" and non-pure altruistic ones of "goodness will be rewarded" (Note 6) In reality, there are non-pure altruistic motives such as the desire for material pursuits, honor pursuits & social identity, specific preferences, or spiritual pursuits including alleviating guilt. Through an investigation on Shanghai college students, Zhang Jingyu and Jiang Hua (2014) find that the motivations for college students to participate in charitable activities are diversified, including increasing experience, improving ability, making friends, and benefiting job hunting (Note 7). Another

scholar has found that the existence of non-altruism in charitable donations does not affect the charitable property to perform its charitable function (Note 8); Individuals with pure altruistic motivations are not more likely to make donations than those with compound motivations; self-interest and the interests of others are not in opposition (Note 9); whatever philosophy the charity subject holds, the charitable behavior objectively improves the living conditions of vulnerable groups (Note 10). Only by fully understanding the donor's motivation can we better stimulate their willingness to donate, so as to guide and encourage more donation behaviors. Different types of charity should be guided differently and specifically. In order to better understand the donation motivations of college students and encourage them to donate more, it is of great necessity to carry out the study on their motivations.

## 2. Questionnaire Survey and Analysis of Non-altruistic Donation Motivations of College Students

### 2.1 Research Assumptions

Pure altruistic charitable donations come from choices made by human inner desire. It is difficult to encourage this kind of behavior via system, so the focus will be shifted to non-altruistic motivations in charitable donations. Questionnaire survey is conducted to explore the relations between non-altruistic motivations and human well-being & happiness. Based on the definition of non-altruism in current researches, (Note 11) the questionnaire is designed mainly to analyze the relations between material pursuits, spiritual pursuits, specific preferences, honor & social identity and human well-being & happiness. Following are the assumptions proposed:

Assumption 1: for donors, the pursuit of material benefits influences human well-being and happiness.

Assumption 2: for donors, the pursuit of spiritual benefits influences human well-being and happiness.

Assumption 3: for donors, the pursuit of specific preferences influences human well-being and happiness.

Assumption 4: for donors, the pursuit of honor and social identity influences human well-being and happiness.

### 2.2 Reliability Analysis of Samples

This project conducts the sample survey on Questionnaire Star. A total of 1800 questionnaires are filled in and 1670 are valid. The IP address shows that the samples come from 24 provinces of China with only one from Uganda. It can be seen that the samples are widely distributed, large in number and more reliable by reducing the difference of region.

Reliability refers to an indicator of truth of the research subjects' features based on the consistency or stability of the results obtained by the test tool (scale). The questionnaire is therefore tested for reliability and the results are shown in Table 1.

Table 1. Reliability test

Reliability statistics	
Cronbach Alpha	items
0.8165	39

According to data in Table 1, the Alpha value of Cronbach is 0.8165, indicating that the reliability is acceptable.

### 2.3 Data Processing and Questionnaire Description

The survey is conducted through an online anonymous questionnaire, and the results are statistically analyzed by SPSS. The questionnaire consists of seven parts totally: basic information of donors, donation details, questions concerning pursuits of human well-being & happiness, material interests, spiritual benefits, specific preferences, honor and social identity.

## 3. Motivation Analysis of College Students' Non-Altruistic Charitable Donations

This paper analyzes the factors affecting charitable donations and their correlations mainly from the following five aspects: human well-being & happiness, material interests, spiritual pursuits, specific preferences, honor pursuits & social identity.

3.1 Correlation Analysis of Charitable Donation Motivations

Table 2. Correlation of factors affecting charitable donations

		Human well-being & happiness	Material interests	Spiritual pursuits	Specific preferences	Honor pursuits & social identity
Human well-being & happiness	Spearman Correlation	1				
	Sig. (2-tailed)					
	Number of cases	1670				
Material interests	Spearman Correlation	0.34588	1			
	Sig. (2-tailed)	0.000				
	Number of cases	1670	1670			
Spiritual pursuits	Spearman Correlation	0.132335	0.55049	1		
	Sig. (2-tailed)	0.000	0.000			
	Number of cases	1670	1670	1670		
Specific preferences	Spearman Correlation	0.27097	0.39327	0.42698	1	
	Sig. (2-tailed)	0.000	0.000	0.000		
	Number of cases	1670	1670	1670	1670	
Honor pursuits & social identity	Spearman Correlation	-0.01811	0.42512	0.63271	0.36410	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	Number of cases	1670	1670	1670	1670	1670

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As is shown in Table 2, among the five factors above, the correlation between honor pursuits & social identity and spiritual pursuits is the highest. While the correlation between human well-being & happiness and honor pursuits & social identity is the lowest. In terms of the correlation with human well-being & happiness, material interests > specific preferences > spiritual pursuits > honor pursuits & social identity, among which only the correlation between human well-being & happiness and honor pursuits & social identity is negative.

3.2 Model Regression Analysis of Donation Motivation

In order to investigate the influential factors and extent of human well-being & happiness, this paper takes it as a dependent variable, and takes material interests, spiritual pursuits, specific preferences, honor pursuits & social identity as independent variables to build a linear regression model. The estimated parameters of the model are

shown in Table 3, and the significance test of the overall effect of independent variables on dependent variables is shown in Table 4.

Table 3. Estimated model parameters and their significance

Model	Unstandardized coefficient		Standardized coefficient	t	Significance
	B	Standard error	Beta		
(Constant)	11.95663	0.3946		30.3	0.000
Material interests	0.4868	0.02797	0.123	17.407	0.000
Spiritual pursuits	-0.05672	0.02751	-0.029	-2.062	0.0394
Specific preferences	0.30226	0.02767	0.227	10.923	0.000
Honor pursuits & social identity	-0.21256	0.02252	-0.219	-9.437	0.000

a. dependent variables: human well-being & happiness

Table 4. Significance test of the overall effect of independent variables on dependent variables

ANOVA <sup>a</sup>						
Model		Sum of squares	Degree of freedom	Mean square	F	Significance
1	Regression	4626.72	4	1156.68	142.8	0.000 <sup>b</sup>
	Residual difference	13490.6	1665	8.1		
	Total	18117.32	1669			

a. dependent variables: human well-being & happiness

b. predicting variables: (constant), honor pursuits & social identity, specific preferences, material interests, spiritual pursuits

The independent variables are four non-altruistic factors, and the dependent variables are altruistic factors.

As can be seen from Table 3 that material interests, specific preferences, honor pursuits & social identity have significant influence on dependent variables (human well-being & happiness, same as follows), and the P values are all smaller than 0.01, but the P value in spiritual pursuits is larger than 0.01, so its influence on dependent variables is not significant. Therefore, the linear model needs to be re-built, and the estimated parameters of the model are shown in Table 5. The significance test of the joint effect of independent variables on dependent variables is shown in Table 6.

Table 5. Estimated model parameters and their significance

Model	Unstandardized coefficient		Standardized coefficient	t	Significance
	B	Standard error	Beta		
(Constant)	11.994	0.395		30.4	0.000
Material interests	0.466	0.026	0.116	17.84	0.000
Specific preferences	0.2867	0.0267	0.223	10.76	0.000
Honor pursuits & social identity	-0.2367	0.01927	-0.229	-12.28	0.000

a. dependent variables: human well-being & happiness

Table 6. Significance test of the overall effect of independent variables on dependent variables

ANOVA <sup>a</sup>					
Model	Sum of squares	Degree of freedom	Mean square	F	Significance
Regression	4594.3	3	1531.432	188.6	0.000 <sup>b</sup>
Residual difference	13525.1	1666	8.12		
Total	18119.396	1669			

a. dependent variables: human well-being & happiness

b. predicting variables: (constant), honor pursuits & social identity, specific preferences, material interests, spiritual pursuits

As can be seen from Table 5, three independent variables all have significant influence on the dependent variables, with p value smaller than 0.01. The results have high reliability and good model fitting in building linear regression model. It can be concluded from the results that material interests have positive correlation with human well-being & happiness, and have more significant influence than other three factors. When the coefficient of material interests increases one unit, that of human well-being & happiness increases by 0.466 units. Specific preferences also have positive correlation with human well-being & happiness. When its coefficient increases by one unit, that of human well-being & happiness will increase by 0.2867 units. There is a negative correlation between honor pursuits & social identity and human well-being & happiness. When the former increases by one unit, the latter decreases by 0.2369 units. In terms of the significance of influence, explanatory power of the three independent variables can be ranked as: material interests > specific preferences > honor pursuits & social identity.

### 3.3 Summary

According to the statistics, the correlation between independent variables and human well-being & happiness ranked in descending order are as follows: material interests > specific preferences > honor pursuits & social identity > spiritual pursuits. The significance of influence from material pursuits is the highest, and spiritual pursuits the lowest. The influence of spiritual pursuits is not significant. Human well-being & happiness is positively correlated with material pursuits and specific preferences, and negatively correlated with honor pursuits.

It is worth mentioning that there is a negative correlation between honor pursuits & social identity and human well-being & happiness in terms of motivation. The improvement of the former is accompanied by a certain proportion of reduction in the latter. In other words, charitable donations to improve the status of honor and social identity may have a negative impact on human well-being & happiness.

#### 4. Incentive System for Non-Altruistic Donations of College Students

According to the investigation and analysis of the motivations for college students to make non-altruistic charitable donations, it is necessary to stimulate students' incentives for pursuing material interests and specific preference by means of system, so as to attract and encourage more students to take part in donating activities. Meanwhile, most college students believe that their charitable willingness is also affected by local education, social environment, the economic condition of the recipient, the implementation of donations and other factors to some extent. Therefore, the systematical guarantee for financial support and organization system for students' charitable donations should be supplied, thus supervising the implementation of received funds and the facilitating the development of college students' philanthropy.

##### *4.1 Constructing the Incentive System of Material Interests for College Students' Charitable Activities*

The pursuits of material interests for college students making charitable donations mainly cover the following three aspects: getting help when they need, getting priority in scholarships, obtaining certain material feedback and so on. Through the investigation, it can be concluded that college students' willingness to donate will be better stimulated if their motivation of pursuing of material interests gets satisfied. Therefore, it is recommended to establish and complete the incentive mechanism of charity activities for college students based on the realization of non-profit purpose of charitable donations, thus ensuring the satisfaction of the above interests.

First, by referring to donor's system of supplying preferential treatment for people in extreme poverty to establish the name list of student donors. In practice, in order to encourage the development of philanthropy, there are precedents of providing preferential treatment for individuals who have made greater contributions to philanthropy. The Promotion Ordinance of Guangzhou Charity (Note 12) issues that applicants with charitable actions should be favored in employment under the same conditions. Charitable organizations and other organizations should give priority to assist individuals, who have made great contributions to the development of philanthropy, and their family members. Colleges and universities can draw lessons from above incentive measures to give appropriate preferential treatment to students who have actively participated in donation activities. Meanwhile, according to the results of the survey, more students are willing to donate when the activity is held by school. More college students will be encouraged to participate in charity, and the purpose of mutual benefit and reciprocity will be realized if local charitable organizations can refer to the provisions of Guangzhou to take following measures: providing a more solid legal basis for supplying preferential treatment to students who ever donated in college or university; supporting the building of charity mutual aid platform on campus; establishing the name list of student donors; building the information database of donors and recipients; completing the rewarding mechanism for donating on campus; opening green channels for student donors to get preferential treatment and priority when they are in difficulty and need help.

Second, completing the evaluation system of students' comprehensive quality and enriching the contents of moral education evaluation. Comprehensive quality assessment can provide a clear direction and goal for college students, which has the function of guiding students to have an all-round development, and providing reference for school to carry out scholarship assessment. The evaluation of students' comprehensive quality is directly applied to the assessment of various scholarships. The National Scholarship Evaluation Method for Undergraduate Students (Note 13) clearly stipulates that the rankings of students' grades and scores of comprehensive evaluations must be among the top 10 % principally. Appropriate practical material or spiritual rewards for students can stimulate their motivations and encourage more students to voluntarily participate in donations. Therefore, local charity regulations should take reference from advanced management mode in colleges, and integrate denotations and voluntary activities into the comprehensive quality evaluation, so as to give more scores to students with donation certificate. Therefore, students who actively participate in charitable activities will gain more advantages in scholarship assessment, and obtain material rewards indirectly. Provinces or universities with economic strength can also set up special scholarships directly, like "micro-benefits", and provide preferential treatment for donors to visit some tourist attractions free and enjoy green channels. Certainly, the mechanism should not only take the amount of donations as the evaluation criteria and the upper limit of scores should be made to encourage students to donate according to their ability.

Third, completing fund sourcing and keeping mechanism to cover the expenditure for charitable activities. Donation activities cost money, though students who take part in volunteer activities are not aimed at getting material interests, while daily expenses generated in the process, which should be paid by public welfare organizations. Reducing donation cost is a kind of negative material reward in nature.

#### *4.2 Completing the Incentive Mechanism of College Students' Personalized Donation Motivations*

The pursuits of specific preferences for college students to do charitable donations include but not limited to the following situations: whether affected by specific areas or specific behaviors; whether are more willing to donate to people who they already knew and cared for; whether are more willing to donate in activities organized by school, than donate on one's own; whether are more willing to donate when influenced by national policies, social hot spots and public opinions; whether donations are influenced by idols. The pursuit of specific preferences reflects the individuals' willingness. Donation motivations and willingness are complex and diverse. In order to encourage more charitable donations, a diversified security system should be established.

First, full consideration should be given to the individuality of college students for formulating measures to encourage charitable donations. The existing regulations are sporadically found in Charity Law and regulated regulations in the country. The lack of relevant provisions for college students' donation confuses them in their rights and obligations of donating, and even makes them doubt about the supervision of donations, causing some students with willingness to donate at first to give up donations due to one or two charitable scandals and other factors. Without sufficient social experience, students who once are involved in fraudulent donation and charity will become less willing to donate. Therefore, it is necessary to make relevant documents to guide college students to actively participate in public philanthropy. College students' financial non-freedom and enthusiasm instability should be considered when relevant laws are made. And students' personal safety and specific preferences should also be taken into account. Besides, the donated money which college students give should be traced and students who participate in voluntary activities should be protected.

Second, consideration should be given to the specific preferences of college students to strengthen the management and supervision of charitable crowdfunding platforms. The survey results show that college students are more willing to donate when influenced by national policies, social hot spots and idols. The economic and family background of students is various, so the way of doing charity should be diversified. Colleges can hold charitable activities through media in significant charitable time such as China Charity Day, Charity Week, and 99 Charity Day, and report groups who need help. Diversified and fresh charitable activities suitable for college students' thoughts should be held. The core ideas of public charity should be embodied in these activities and the ambassadors of charity should be selected on campus to strengthen the innovation of charity. Charity sale and auction can be organized to meet the specific needs of students. At the same time, legislation should clarify the management and supervision organs responsible for supervising, cleaning up and punishing platforms that provide false information and appropriate donations, and improving the credibility of donations, so as to guide college students to participate in charitable activities correctly and efficiently.

Third, the principle of free will and openness in charitable donations should be observed, and related encouraging systems should be actively disseminated. The cultivation of students' habits of donating is closely related to the guidance of their school. The survey shows that students are more willing to donate in activities organized by school. Therefore, donation organization in colleges plays a particularly critical role. Charitable organizations in colleges should balance the relationship between mobilized donations and voluntary donations, control the frequency of donations, and disclose important information such as the donation amount and distribution of the money. The policy propaganda activity should be held to enable students to realize the rights and preferential treatment they can enjoy in charity activities. In this way, students' attention to charity activities will be attracted, and awareness of participation will be enhanced. By affirming the public charity behavior of college students, they will form a correct philosophy on public charity and actively participate in those activities within their capabilities.

#### *4.3 Establishing Restriction Mechanism for College Students' Negatively Correlated and Non-Altruistic Charitable Donation Motivation*

The motivation of pursuing honor and social identity of college students in charitable donations include following five aspects: whether donating or participating in voluntary activities can help them gain advantages in the selection of party members and evaluation activities, and in the examination or employment of civil servant; whether donating or participating in voluntary activities to know more people and expand their social circle, or to follow others; students will be ridiculed if their companions have donated in public donation activities, while they did not. Therefore, in order to avoid the reducing effect brought by the negative correlation of non-altruistic donation motivations, we should make appropriate restrictions when making local legislative regulations. First, employers should be prevented from directly taking donations as a priority in recruiting college students for ordinary jobs. Through the questionnaire survey, it is found that there is a negative correlation between "in order to gaining competitive advantage in the examination or employment" and the improvement of human well-being.

Most students believe that the correlation of charitable activities with recruitment and career development will not encourage them to make donations, especially for students majoring in science, engineering, agriculture and other professional fields. They don't consider that they will make donations to gain the competitiveness in employment. There are relevant provisions in Volunteer Services Regulations (Note 14) encouraging enterprises and other organizations to give priority to volunteers with good volunteer service records under the same conditions, and provisions about taking the volunteer services into consideration in the examination of civil servants and the recruitment of public institutions.

## 5. Conclusions

“Charity is the accumulation of morality, no matter under what conditions, for what motivations, as long as the person participated in, he began to accumulate morality.” Altruism and non-altruism of motivations can't be separated completely in nature. In order to strengthen college students' sense of social responsibility and speed the development of charity cause in China, we should actively build and improve the incentive mechanism to satisfy the material pursuits in college students' charitable activities, and to realize their personalized donation willingness. Setting up restriction mechanism for college students' negatively correlated and non-altruistic donation motivations to guard against the reverse guiding role of honor pursuits & social identity motivation, thus avoiding the occurrence of the latter by means of system improvement. Specifically, local governments should strictly abide by the principles of free will and openness in charitable donations, and take the individuality of college students into full consideration to facilitate the formulation of measures for their charitable donations; establishing the system of providing donors in difficulty with preferential treatment, and the name list system of student donors; improving students' comprehensive quality evaluation system, and enriching the contents of moral education evaluation; improving the funding sources and custody system of charitable activities in colleges to ensure adequate funding for charitable activities. Meanwhile, employers should be refrained from directly taking charitable donation as a priority to recruit college students for ordinary jobs, and excessive mobilization of donations by charitable organizations in colleges and universities should be limited.

Undoubtedly, we should also cultivate the altruistic consciousness of college students by stimulating their non-altruistic motivations in charitable donations, and turning those motivations into altruistic internal participation. Therefore, students can constantly foster their own charitable consciousness, gain more motivation to donate, internalize the charitable consciousness, and externalize it by making contributions to social development. Philanthropic work never has end. Only with the participation of more and more new forces, including college students, can our society become warmer and will the philanthropic work continue to thrive.

## References

- Andreoni, J. (2015). Charity and Philanthropy, Economics. *International Encyclopedia of the Social & Behavioral Sciences*, 358-363. <https://doi.org/10.1016/B978-0-08-097086-8.71001-4>
- Bin, G. (2015). College Students' Charitable Donation Behavior and Its Influencing Factors. *Guangxi Social Science*, (9), 79-84.
- Cheek, W., Kramarek, M., & Rooney, P. (2015). Charity and Philanthropy: Overview. *International Encyclopedia of the Social & Behavioral Sciences*, 364-370. <https://doi.org/10.1016/B978-0-08-097086-8.28001-X>
- Guoliang, S. (2015). Advocating and Cultivating Altruism-oriented Charitable Motivation Driven by Internal Factors. *Theory and Reform*, (2), 168-171.
- Jingyu, Z., & Hua, J. (2014). Survey on the Model and Incentive Mechanism of College Students' Willingness to Participate in Volunteer Service. *Contemporary Youth Research*, (2), 97-100.
- Kewen, L., & Xiaopeng, R. (2014). Philanthropic Donation Behavior: Influencing Factors and Mechanism. *Psychological Progress*, (4).
- Lin, X., & Yangdi, W. (2020). From Charitable Needs to Charitable Actions. *Journal of Northwest University (Philosophy and Social Sciences Edition)*, 50 (01): 140-148. <https://doi.org/10.16152/j.cnki.xdxbsk.2020-01-014>
- Lin, Y. (2014, June). On “free will” in Charity - Test for College Students in Changzhou. *Journal of Central South University (Social Science Edition)*, 20(3), 162-167.
- Minghua, C. (2018). Research on Encouraging and Guiding College Students to Participate in Public Charity in the New Era. *Fujian Agricultural University*.



- Nocettid, E. (2015). Charitable Giving: Altruism Has No Limit. *Journal of Public Economics*, 125, 46-53. <https://doi.org/10.1016/j.jpubeco.2015.03.002>
- Social Policy Research Center of China Academy of Social Sciences. (2020). Social Science Literature Publishing House. *China Lingshan Charity Promotion Association. Charity Blue Paper-China Charity Development Report (2020)*, 7.
- Wenzhang, W., Wenming, Z., & Wendong, Z. (2021). The Role of Comprehensive Quality Assessment in Guiding College Students' Thoughts and Values in the New Era. *Journal of Higher Education*, 7(15), 168-171.
- Xianlin, J. (2016). *Ji Xianlin's Talks about Life*. Contemporary Chinese Press.
- Xiyan, L. (2015). Legislative Incentives for Charitable Donations from the Perspective of Non-altruism. *Journal of Hebei University, Philosophy and Sociology Science Edition*, 40(5), 103-107.
- Zhongzhi, Z. (2017). Charity: Inquiry into Utility and Non-utility. *Journal of Hubei University: Philosophy and Social Sciences*, 44(3), 1-6, 160.

## Notes

- Note 1. Li Xiyan. Legislation Stimulation of Charitable Donation under the Perspective of Non-altruism, *Journal of Hebei University (Philosophy and Social Science)*, 2015, No.5.
- Note 2. Reference to Guo Bin. An Analysis of Rules and Influencing Factors Concerning College Students' Charitable Donation Behavior, *Guangxi Social Sciences*, 2015, No.9.
- Note 3. Reference to Chen Minghua. A Study on Encouraging and Guiding College Students to Participate in Public Welfare and Charitable Activities in the New Era, *Fujian Agriculture and Forestry University*, 2018.
- Note 4. Reference to anonymous author: "Wuhan University's "Forced Donation" Caused Public Outrage and the School Responded" <https://page.om.qq.com/page/OIhH8ahFkIFFChZmWSICUg8Q0>: Teachers and Counselors of Wuhan East Lake College notified in the Wechat class group that due to the raging epidemic, the donation standard is as follows: 500,000 yuan for the school, 10,000 yuan per school leader, 2,000 yuan per dean, 1,000 yuan per deputy dean, 500 yuan per person responsible for the main department and below, and 50 yuan per student. Last visited on December 20, 2021.
- Note 5. Quoted from Xu Lin, Wang Yangdi. From Charitable Needs to Charitable Behavior, *Journal of Northwest University (Philosophy and Social Science Edition)*, 2020, 50(01).
- Note 6. Reference to Zhou Zhongzhi. To Be Utilitarian or Non-utilitarian: On the Essence of Philanthropy, *Journal of Hubei University (Philosophy and Social Science)*, 2017, 44(03).
- Note 7. Reference to Zhang Jingyu, Wang Hua. Investigation and Analysis of the College Student Volunteer Service Participation Motivation Model and Incentive Mechanism, *Contemporary Youth Research*, 2014(02).
- Note 8. Li Xiyan. Legislation Stimulation of Charitable Donation under the Perspective of Non-altruism, *Journal of Hebei University (Philosophy and Social Science)*, 2015, No.5.
- Note 9. Lu Kewen, Ren Xiaopeng. Charitable Donation Behavior: Influencing Factors and Mechanisms, *Advances in Psychology*, 2014(04).
- Note 10. Xu Lin, Wang Yangdi. From Charitable Needs to Charitable Behavior, *Journal of Northwest University (Philosophy and Social Science Edition)*, 2020, 50(01).
- Note 11. Li Xiyan: Legislation Stimulation of Charitable Donation under the Perspective of Non-altruism, *Journal of Hebei University (Philosophy and Social Science)*, 2015, No.5.
- Note 12. Article 28 of Promotion Ordinance of Guangzhou Charity: The civil affairs department shall establish a charity record system with relevant departments to record the information of charitable activities carried out by natural persons, legal persons and other organizations. Employers are encouraged to give priority to candidates with records of charitable behavior under the same conditions. Charitable organizations and other organizations carrying out charitable activities shall give priority to assist individual and his family members in difficulties who has made great contribution to the development of charity.

Note 13. According to “National Scholarship Evaluation Method for Undergraduate Students” published by the Ministries of Education and Finance, cited from the website of [moe.gov.cn](http://moe.gov.cn), 20th January, 2021.

Note 14. Article 32 of Voluntary Service Regulations: The State encourages enterprises and other organizations to give priority to recruiting volunteers with good records of voluntary service under the same conditions. The volunteer service can be taken into consideration in the recruitment of civil servants and institutions.

### **Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).