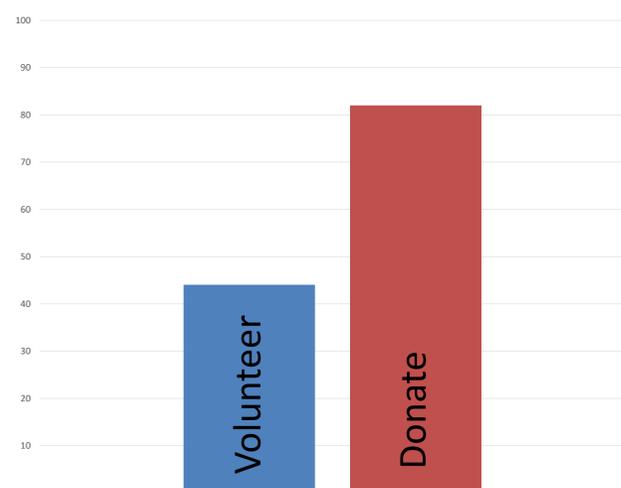


Introduction

People often share accounts of events on **social media** before traditional media does (Murthy et al., 2013). When people see these first-hand accounts, they may empathize with those who experienced the event (Boulianne et al., 2018).

Empathetic concern and the principle of care influence donating as well as the amount donated (Mesch et al., 2011). Care is also a predictor for volunteering (Paulin et al., 2014).

Women more likely undertake helping behaviours of a caregiving nature, while **men** more likely undertake helping behaviours of a practical or technical nature (Gil-Lacruz et al., 2019).



Canadians Who Volunteer and Donate

Methods

Data

2016 Alberta survey data collected by the University of Alberta's Population Research Laboratory

Data Collection Technique

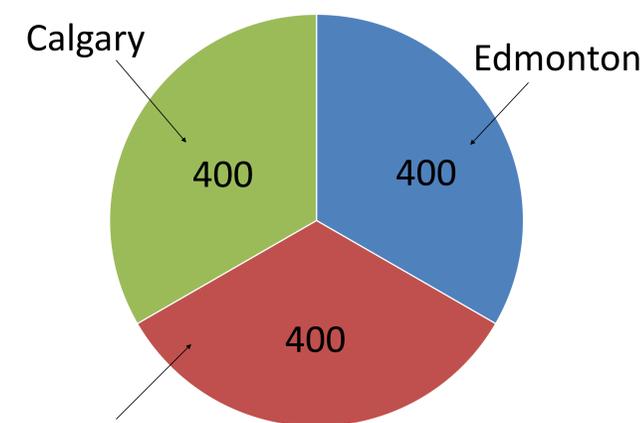
Telephone survey conducted via random-digit dialing

Sample

Stratified random sample (region, gender) of 18+ years of age (n=1200)

Participant Demographics

Ages 18 to 95 years, with a mean of 52 years and standard deviation of 16 years



Remainder of Alberta

Findings

Table 2: Logistic Regression on volunteering

	b	se	Odds ratio	p
Female	0.343	0.125	1.409	.006
Important to support others worse off than oneself	0.057	0.037	1.059	.117
'Follow' or 'like' community organizations on social media	0.505	0.137	1.656	<.001

Table 3: Logistic Regression on donating

	b	se	Odds ratio	p
Female	0.612	0.166	1.843	<.001
Important to support others worse off than oneself	0.119	0.043	1.127	.005
'Follow' or 'like' community organizations on social media	0.390	0.194	1.477	.044

'Following' or 'liking' community organizations on social media impacts both forms of civic engagement.

The belief regarding the importance of caring for others worse off than oneself is only related to donating.

Being female predicts both forms of civic engagement.



Discussion

Organizations rely on volunteers and donations. It may be difficult to measure volunteering and donating in a survey, as some people may not remember volunteering or donating (e.g. they might involuntarily donate if they leave a tip in a 'tip jar' at a restaurant which is donated to a local charity).

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