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Measuring Attitudes and Behavioral Trends as it Pertains to Global Poverty Eradication

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University of Arkansas
Spring 2022

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Abstract

Since the 1990s, approximately 1.1 billion people have escaped poverty across the globe, and they no longer must live on less than \$2.00 a day. This progress has been consistent over the last 20 years, but recent social and economic disruptions have led to a steadily increasing number of people struggling under the weight of extreme poverty. Data collected by the World Bank shows that 88 to 115 million people are projected to be pushed into extreme poverty because of the 2020 economic downturn and coronavirus pandemic. There are hundreds of nonprofit organizations that donate time and money towards the eradication of global poverty, but they all struggle to identify the ideal donor. This research measured the demographics, religious affiliations, and political ideology of University of Arkansas students to identify whether their affiliations impacted their expected behavior as it relates to charitable giving. Contrary to popular belief, the world's biggest issues will not heal on their own. The reality of the situation is that nothing can be accomplished if more people do not get involved to donate, advocate, and raise awareness for the issue of extreme poverty. Pulling data from Thomas and McGarty's experiment on poverty reduction and latent profile analysis, the sample will be grouped into those more likely to support poverty reduction through benevolent actions like donating and those more likely to work actively in the socio-political sphere. Using the data gathered, I plan to determine behavioral trends and how they are influenced by demographics and affiliations. This research has implications that could alter the way that nonprofits, NGOs, and activism groups create their marketing strategies.

Acknowledgments

Thank you to the University of Arkansas J. William Fulbright College of Arts and Sciences and the Honors College for sponsoring this work. I would like to express my immense gratitude to my mentor, Dr. Geoboo Song, for his continuous support. I would also like to thank my committee members Dr. Sarah Jensen and Dr. Jeffery Ryan for their assistance throughout this process. Funding for this project came from the University of Arkansas Honors College Research Grant and the Honors College Travel Grant. These funds allowed me to travel to several academic conferences which aided in my professional development and gave me confidence in my capability as a researcher. I was also able to provide incentives to my survey participants thanks to these funds which led to higher response rates and increased engagement with my undergraduate research project. I would not be here without the support of my school and my mentors, and for that, I am eternally grateful.

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Introduction

Global poverty is a well-advertised and prevalent issue in today's media, but the full story is not always presented. Even though the number of people living in extreme poverty around the world has been on a steady decline, 9% of the world's population still lives on less than \$2.00 a day. These people suffer from poor health, food insecurity, have no access to clean water, and have underfunded education systems. These factors lead to high mortality rates and social distress within communities. The numbers may have decreased in recent years, but the issue has hardly been solved and recent data trends show that the coronavirus pandemic has only made the issue worse. Data collected by the World Bank show that 88 to 115 million people are projected to be pushed into extreme poverty because of the 2020 economic downturn and coronavirus pandemic (World Bank Group, 2020).

Purpose of Study

The purpose of this study is to take a deeper look into the defining characteristics of the survey sample and their likelihood to act. Through measuring their demographic information, religious affiliations, and political ideology and cross-referencing their information with their expected behavior responses, this research attempts to conclude what traits make someone more likely to support poverty eradication efforts.

Significance of Study

Research that furthers global poverty eradication efforts is more important than ever. The drop in numbers has only been achieved through constant hard work. This issue will not heal with time and big steps must be made to inspire monumental change. It is unrealistic to assume that placing sole responsibility for change on the government's shoulders would bring about the desired results. America does have a sizable international affairs budget, but policy and debt relief alone will not save the millions who are struggling under the weight of poverty. In the end, the work of domestic activism groups and nonprofit organizations can determine the success of a social movement. Fundraising and private efforts rely on volunteers and donors to continue the fight against global poverty, but it is difficult to find men and women who are willing to help. Many people do not understand the gravity of the situation surrounding global poverty. This misunderstanding stems from not being able to see the desolation firsthand and not recognizing

how it can affect the entire population in the long run. The solution to helping people understand the dire need for change is through educational programs (Mshoro, 2013).

The Brookings Institution's panel on global poverty highlighted the three main reasons why American citizens should take a personal interest in the issue of global poverty. The first argument is for the preservation of national security and ensuring the safety of United States citizens by investing in the well-being of foreign countries to ward off militant terrorist groups who wish to take advantage of a downtrodden population. Economic interests were the second reason highlighted by this panel. As poverty percentages decrease and more people enter the global workforce, a more prosperous economy is a likely outcome. The third proposed motivation behind activism and interest should be a moral obligation to help those born into a situation that they cannot control (Brainard & LaFleur, 2004) Individuals across the globe are being deprived of basic rights and freedoms and it is the duty of the more fortunate to help those oppressed by extreme poverty. Regardless of a person's motivations, engagement and education are what experts need to focus on to sway public opinion toward the cause.

When nonprofit organizations work to recruit donors and volunteers for their cause, they revert to the method of mass marketing. Mass marketing is a strategy used to reach the largest number of people in the shortest amount of time. This approach is often impersonal and generalized. The rationale behind this method is to encourage those who identify with the advertised issue to interact if they have a personal interest. For nonprofit organizations, this is a popular method of communication and outreach that does not always have the desired outcome. There are three stages of fundraising development: formative, normative, and integrative. The formative stage is characterized by the nonprofit organization's need to bring in money and volunteers, and it is where most of the mass marketing occurs (Renz & Herman, 2016). Success in this stage is defined by the amount of interested and motivated individuals that are reached. This approach could be improved upon if the organization knew exactly what type of person would be the most receptive to the issue.

The significance of this study is to identify what characteristics of an individual make them more likely to care and support poverty-related issues. Upon identifying this information, nonprofit

organizations, NGOs, or other interested parties could use the data to narrow down the pool of likely volunteers to make their marketing strategies more effective and profitable. The data that is gathered from survey research will be used to answer the essential question: What makes an individual an ideal donor?

Literature Review

Given the nature of this issue, it is important to dissect global poverty and analyze each of the essential aspects that define it. There are various misconceptions and preconceived notions that bar individuals from a holistic understanding of global poverty and its proponents. There are a plethora of ways in which poverty can be defined each contains different measures and criteria and adjusts the overall number of people living in poverty across the globe. Understanding the basis for poverty allows for a deeper comprehension of the issues that impoverished communities face.

Global Poverty Definitions

International poverty is not an issue that can be narrowly defined, it is a dynamic issue that has many different facets. Understanding the various ways that poverty can be interpreted is crucial for a holistic understanding of the issue and how it is viewed around the world. There are two standard approaches to measuring poverty: the uni-dimensional approach and the multidimensional approach. The uni-dimensional approach uses economic welfare as the measure for the standard of living, while the more comprehensive multidimensional approach considers additional indicators of poverty (Bellu & Liberati, 2005). Monetary-based poverty is usually defined by looking at the gross domestic product (GDP), the gross national income (GNI), or the gross national product (GNP). These metrics evaluate the dollar value of goods and services produced in a country with slight adjustments among the three. There are two standard multidimensional approaches used in circulation today. The World Bank defines poverty using multidimensional measures in which access to education, basic infrastructure, health and nutrition, and household security are included in the calculations alongside monetary deprivations (World Bank Group, 2021). They drew inspiration for this measure from the Multidimensional Poverty Index (MPI) developed by the United Nations Development Program and Oxford University, but they measure monetary poverty where the MPI does not. The three dimensions of poverty highlighted by the MPI are health, education, and living standards. The

overall health of an individual is measured by looking at nutrition and child mortality, education is measured by the number of average years of schooling and school attendance, and living standards are quantified by the individual's access to cooking fuel, drinking water, sanitation, electricity, housing, and other assets. If an individual is deprived of more than one-third of these indicators, they are defined as "MPI poor" ("Global Multidimensional Poverty Index", n.d.). The reasoning behind the broader definition of poverty is to show a more accurate depiction of what the world's poor struggle to overcome. While uni-dimensional poverty is more easily quantified, it does not encompass the additional aspects of an individual's well-being that are necessary for identifying the problems that need to be solved.

Poverty can also be defined as an absolute or relative concept. The absolute definition is based on whether the individual falls under the socially agreed-upon minimum standard for a certain variable (Bellu & Liberati, 2005). Regarding education, the minimum standard for basic schooling is completing six full years of an educational program and those who do not meet this criterion are considered "impoverished" in that dimension. The relative concept of poverty is defined more by synthetic indicators such as personal beliefs and societal standards. According to this concept, an individual who considers people with incomes lower than 50% of the societal average as "poor" has a relative definition of what poverty is.

Global Poverty History

Poverty elimination has not always been a primary concern for the development of our global economy. The history of poverty as a well-advertised phenomenon did not take root until the end of the 20th century when the impact of dilapidated countries was starting to be felt around the world. According to the World Bank's multidimensional definition of poverty, nearly one-half of the world's impoverished individuals live in five countries located in Sub-Saharan Africa and South Asia (Katayama & Wadhwa, 2019). There are many theorized causes of poverty including agricultural issues, colonialism, corruption, and international policies. Taking a deeper look into each of these theorized causal relationships can give a better insight into what poverty has looked like throughout history and across the globe.

Agricultural Issues

While famine and food security crises are not as detrimental as they used to be, there are still areas of Sub-Saharan Africa that face these issues. Famine is defined as a period of extreme food scarcity that can leave an area burdened with malnutrition and high mortality rates. For countries like Ethiopia, where agriculture accounts for 40% of the GDP, food insecurity can have a considerable impact on the well-being of the population (“Agricultural and Food Security: Ethiopia”, 2021). In recent history, one of the most devastating cases of drought and famine occurred in Ethiopia and it is considered one of the worst humanitarian events of the 20th century. Fueled by civil war and lack of rainfall, this famine led to the displacement and death of millions and the country is still reeling from the effects of the crisis (Vanhaute, 2011).

Colonialism

The history of colonization in Africa dates back to the 19th century and has been presented as a direct cause of extreme poverty in some African countries. The largest migration of European colonizers into the continent was known as the Scramble for Africa. European colonizers had their sights set on establishing colonies within African countries to attain power and control throughout the continent. The desire to colonize the area stemmed from imperialism, exploration, the search for natural resources, and the desire to spread Christianity throughout the world (Barasa, 2019). Africans suffered under abhorrent living standards because of colonialism and the effects of the deterioration can still be recognized in some countries. The influence of European colonies on African countries bred racism, inequality, and setbacks in political and economic systems (Heldring & Robinson, 2012). Due to the heterogeneity of colonial experience in Africa, it cannot be concluded that colonialism has had a lasting negative impact on every country equally.

Corruption

It is not uncommon for poverty-ridden countries to become hotspots for systematic corruption due to income inequalities and social distress. Corruption within a country is usually characterized by the misuse of public office for private benefits. A study found that corruption has a direct and statistically significant effect on poverty through factors like economic and social policy. While corruption cannot be identified as the sole contributor to poverty crises around the world, it has been proven to negatively impact the poverty rates by discouraging

foreign and domestic investment, lowering public infrastructure, weakening the political structure, and increasing the vulnerability of the poor (Chetwynd E., Chetwynd F., & Spector, 2004).

International Policies

There are countless examples throughout history where international policy has either directly or indirectly disadvantaged the world's poor. In 2010, Haiti experienced a devastating earthquake that left hundreds of thousands of people dead, displaced, or homeless. The infrastructure of the country was destroyed and there were shortages of almost all resources necessary to get Haiti back on its feet. Following the crisis, the World Food Program and the United States Department of Homeland Security implemented a program that brought food into the country (Cohen, 2013). They redirected subsidized rice from the United States into Haiti and as a result, the rice farmers in the area were not able to remain profitable and the industry suffered ("U.S. rice export policy...", 2017). This is an example of when international policy breeds reliance on a specific country and thus limits the self-sufficiency of the country in need. Haiti's agricultural economy has still yet to recover since the earthquake in 2010 and the loss of jobs and industry success led to millions being pushed below the poverty line.

Methodology

Institutional Review Board

In compliance with the University of Arkansas policies and federal regulations, this research was submitted to the Institutional Review Board (IRB) for review. All relevant recruitment, consent, and data collection materials were submitted, and an exemption status was awarded to the researcher. "Human subjects research that is classified as 'exempt' means that the research qualifies as no risk or minimal risk to subjects and is exempt from most of the requirements of the Federal Policy for the Protection of Human Subjects but is still considered research requiring an IRB review for an exemption" ("What does the term...", n.d.). Documentation of this exemption is included in Appendix A.

Participants

An online survey was constructed on Qualtrics and administered to students at the University of Arkansas. All students who willingly participated in the survey were offered incentives in the

form of Amazon gift cards of varying monetary value and the opportunity to earn 0.5 community service hours. The 46-question survey was available for four weeks and there were 346 participants during that time. All responses were anonymously recorded and were kept confidential to the extent allowed by law and University of Arkansas policy.

Basic Assumptions

There were several assumptions made regarding the honesty and quality of the population sample's survey results.

1. All participants answered the survey questions honestly to the best of their ability
2. All participants were students at the University of Arkansas
3. All participants had some prior knowledge of the issue of global poverty
4. All participants had some prior knowledge of government programs and initiatives that exist to encourage global poverty alleviation
5. All participants had some prior knowledge of nonprofit organization's efforts to alleviate global poverty

Data Collection and Analysis

The attitude toward poverty (ATP) scale was the block of questions presented to survey participants and it acted as a measure of the participants' beliefs about poverty. The following questions allowed participants to self-identify with a political party, political ideology, and religion. After this block of questioning, participants were then asked several questions regarding their opinions on the effectiveness of global poverty eradication efforts of both the United States government and relevant nonprofit organizations. For the final block of survey questions, I measured participants' expected behavior related to supporting legislation geared to eradicate global poverty and donating to or supporting nonprofit organizations that work towards global poverty eradication. At the end of the survey, demographic information was collected that included age, gender, ethnicity, and student classification at the University of Arkansas.

There are three blocks of questioning within the short-form version of the ATP scale that measure beliefs about personal deficiency, stigma, and structural perspective. After completing the short-form ATP scale, participants were asked to self-identify with a political party by

selecting an option from a list of prevalent political parties in the United States. To be more inclusive, participants who may not strictly adhere to a political party were instructed to identify their political ideology ranging from “extremely liberal” to “extremely conservative”. Students were also offered the opportunity to select “none”, “unsure”, or “other” for both politically charged questions, and they were instructed to write in their preferred political ideology and political party in the space provided if they selected “other”. The students were then directed to self-identify with a religion and they were prompted to select from the options provided. Like the questions relating to political party and ideology, participants were offered the opportunity to select “none” or “other” and they were instructed to write in their religion in the space provided if they selected “other”. The next block of questioning pertained to the participant’s demographic information. Their age, gender, ethnicity, and student classification at the University of Arkansas were all collected. The option of “prefer not to answer” was offered for each of the demographic data questions. Participants were also asked questions related to their beliefs on how the government and nonprofit organizations are helping to further global poverty eradication efforts. They were then prompted to answer questions about their expected behavior as it pertains to supporting legislation geared toward eradicating global poverty and donating to a nonprofit organization that works to eradicate global poverty.

Results

Demographic Data

Demographic data were measured using an online survey, and students were instructed to answer questions related to their age, gender, ethnicity, and classification at the University of Arkansas. The demographic information and the number of responses within each category are listed below in Table 1. A separate table was created to show the number of students who included their age as well as the mean and standard deviation of the data. The age demographic data is shown below in Table 2.

Table 1. Demographic Data

Demographic Information	
Gender	Count
Female	233
Male	108
Non-Binary / Third Gend	1
Prefer Not To Answer	4
Ethnicity	
Caucasian	263
Latino or Hispanic	25
Two or More Ethnicities	17
Asian	16
African American	7
Native American	2
Prefer Not To Answer	9
Other:	7
Student Classification	
Freshman	133
Sophomore	62
Junior	65
Senior	81
Graduate Student	2
Other:	2

Table 2. Age Demographic Data

Age	
Count	337
Prefer Not To Answer	9
M	20.57
SD	3.91

The Short-Form ATP Scale Data

All 346 survey participants were asked to answer the 21-question short-form version of the attitudes toward poverty (ATP) scale to measure their beliefs on poverty. There were three

blocks of questions that measured the participant's poverty views and how they related to personal deficiency, stigma, and structural perspectives. There are three dimensions of poverty that correspond to these three factors, and they are the individualistic, structural, and fatalistic explanations (Yun & Weaver, 2010). The questions were presented to students in a Likert-scale format where they had to select their belief on a spectrum ranging from "strongly disagree" to "strongly agree". The answer choices were recoded for the purpose of further analyzing survey data (1 = Strongly Disagree, 5 = Strongly Agree). The first block of questioning measures the respondent's beliefs about an impoverished individual's personal faults related to their current situation. Participants' responses to these questions indicate their average belief in the individualistic explanation of poverty. The average mean for this factor is 2.21 indicating that, on average, the sample population somewhat disagrees with the individualistic interpretation of poverty. The second block of questioning measures the respondent's stigma and their tendency to adhere to the structural explanation of poverty which is characterized by the belief that there are many flaws within the market economy that have a direct effect on poverty. The total mean of this block was 2.65 indicating that the average participant neither agrees nor disagrees with the structural explanation. The final block of questioning is constructed to measure the respondent's structural perspective and how strictly they adhere to the fatalistic explanation of poverty. The total mean for this factor was 3.54 which indicates a near-even split between the choices of 'somewhat agree' and 'neither agree nor disagree'. While the average response does not indicate that the participants had a strong preference for any of the three poverty explanations presented, the third block of questioning did produce the highest average mean. This indicates that respondents were more likely to adhere to the fatalistic construct over both the structural and individualistic explanations. This inference is made from the interpretation of the given data, not through a test for significance.

Table 3. The Short-Form ATP Scale Data

Scale Item	Mean	St. Dev.		
Poor people are different from the rest of society.	2.48	1.23		
Poor people are dishonest.	1.73	0.95		
Most poor people are dirty.	2.34	1.19	Total Mean	2.21
Poor people act differently.	2.95	1.17		
Children raised on welfare will never amount to anything.	1.29	0.69	Total St. Dev.	1.09
I believe poor people have a different set of values than do other people.	2.55	1.28		
Poor people generally have lower intelligence than nonpoor people.	2.13	1.1		
There is a lot of fraud among welfare recipients.	2.82	1.14		
Some "poor" people live better than I do, considering all their benefits.	1.94	1.08		
Poor people think they deserve to be supported.	2.86	1.18	Total Mean	2.65
Welfare mothers have babies to get more money.	2.11	1.14		
An able-bodied person collecting welfare is ripping off the system.	2.79	1.36	Total St. Dev.	1.21
Unemployed poor people could find jobs if they tried harder.	2.94	1.25		
Welfare makes people lazy.	2.99	1.31		
Benefits for poor people consume a major part of the federal budget.	2.77	1.24		
People are poor due to circumstances beyond their control.	3.53	0.93		
I would support a program that resulted in higher taxes to support social programs for poor people.	2.8	1.33	Total Mean	3.54
If I were poor, I would accept welfare benefits.	3.76	1.07		
People who are poor should not be blamed for their misfortune.	3.57	1.05	Total St. Dev.	1.08
Society has the responsibility to help poor people.	3.55	1.17		
Poor people are discriminated against.	4.04	0.95		

Political Party

Participants were asked to identify with one of the seven options presented to them regarding their political party affiliation. Most of the total sample population identified with the Republican Party and the second largest number of respondents identified with the Democratic Party. These results are not surprising given that the Democratic and Republican Parties are the most powerful and well-funded within the American multi-party structure ("Political Parties", n.d.).

Political Ideology

Ideology was used as a measure of political views that is more inclusive to individuals who may not adhere to the American multi-party system. When asked about their political party affiliation, 51 respondents selected 'none', but only 16 respondents selected 'unsure' when instructed to identify ideological views on a scale ranging from "extremely liberal" to "extremely conservative". Many of the respondents identified as conservative, and the second-largest group of respondents identified as moderate.

Religion

Students were instructed to identify with one of the seven options presented to them that related to their religious views. Over 29% percent of the respondents identified as Catholic, and the second-largest majority selected “other” and represented 28.3% of the sample population. There was an anomaly within the religious data collected. To be inclusive to individuals whose religion may not have been represented in the list provided, the option “other” and a space to write in an answer was provided. The qualitative results revealed that the majority of respondents who selected “other” were confused by the definition of Protestant and wrote in answers such as “Christian”, “Methodist, and “Episcopalian”. According to a definition provided by Benedictine University, denominations such as Methodist, Episcopalian, and Presbyterian are all classified as branches of Protestant Christianity. For future research, a descriptive definition of Protestantism within the survey could clear up any confusion among the participants.

Empirical Findings

This survey was conducted on the online platform Qualtrics, and the data points were processed using their ‘Data and Analysis’ function. The data analysis toolkit on Qualtrics included a cross-tabulation function that was used to analyze the relationship between two or more quantitative variables. To measure the likelihood of participants donating to nonprofit organizations dedicated to eradicating global poverty, cross-tabulations were performed between the data relating to expected behavior, self-identified affiliations, and demographic information. The participant's likelihood to support government initiatives related to global poverty alleviation was also calculated using cross-tabulations.

In conclusion, it can be determined that the affiliations and demographic information of the sample can be correlated to their expected behavior as it pertains to supporting government and nonprofit organizations’ efforts to eradicate global poverty. The conclusions and figures are as follows:

1. Those who affiliate with the democratic or independent party are more likely than those that affiliate with the republican and libertarian parties to donate to nonprofit organizations that focus on global poverty eradication.

2. Those who affiliate with Hinduism and Islam are more likely than those who affiliate with other measured religions to donate to nonprofit organizations that focus on global poverty eradication.
3. Participants who identify as Non-Binary / Third Gender and Female are more likely to donate to nonprofit organizations that focus on global poverty eradication.
4. African Americans, Native Americans, and those who have Two or More ethnicities are more likely than individuals of other ethnicities to donate to nonprofit organizations that focus on global poverty eradication.
5. The affiliation of individuals are indicators of expected behavior as it relates to donating to non-profit organizations that work to eradicate global poverty.

Figure 1. Political Party and Supporting Nonprofit Organizations

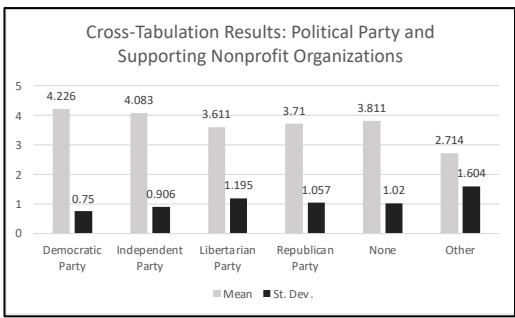


Figure 2. Religious Affiliation and Supporting Nonprofit Organizations

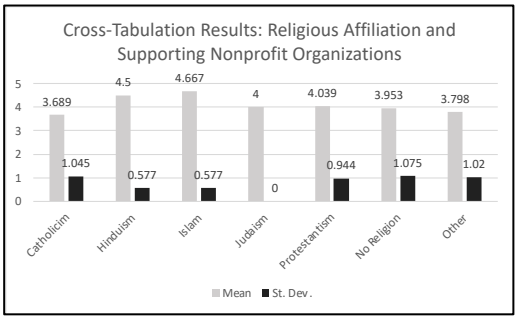


Figure 3. Gender and Supporting Nonprofit Organizations

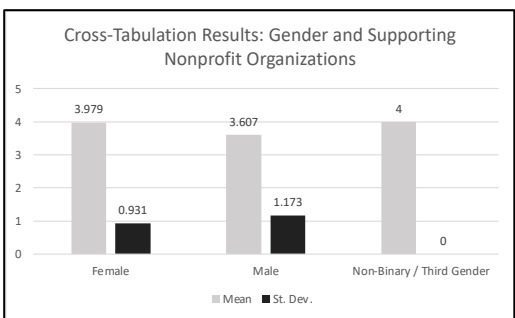
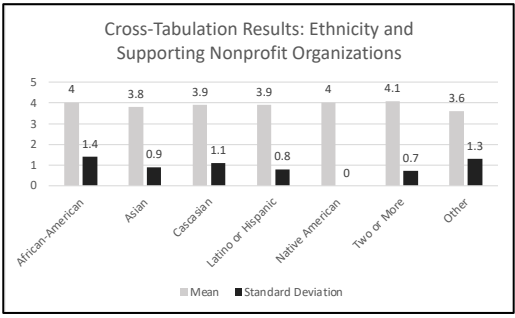


Figure 4. Ethnicity and Supporting Nonprofit Organizations



6. Those who affiliate with the democratic or independent party are more likely than those that affiliate with the republican and libertarian parties to support legislation that is geared toward the eradication of global poverty.
7. Those who affiliate with Hinduism and Judaism are more likely than those who affiliate with other measured religions to support legislation that is geared towards the eradication of global poverty.
8. Participants who identify as Non-Binary / Third Gender and Female are more likely to support legislation that is geared toward the eradication of global poverty.
9. African Americans, Native Americans, and those who have Two or More ethnicities are more likely to support legislation that is geared toward the eradication of global poverty.
10. The affiliations of individuals are indicators of expected behavior as it relates to supporting legislation geared toward eradicating global poverty.

Figure 5. Political Party and Supporting Legislation

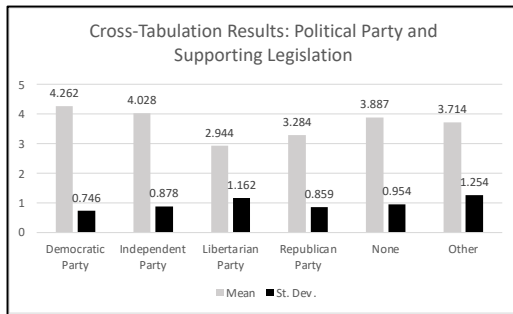


Figure 6. Religious Affiliation and Supporting Legislation

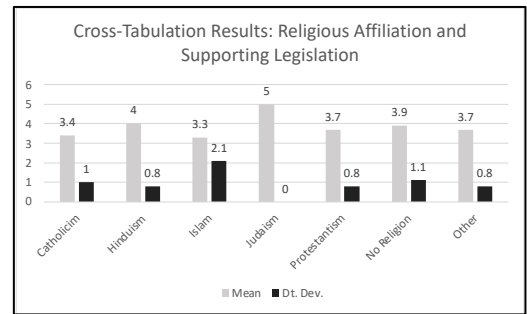


Figure 7. Gender and Supporting Legislation

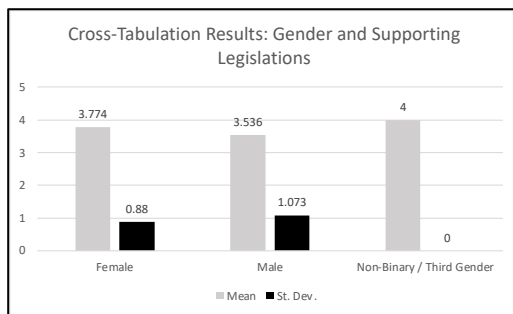
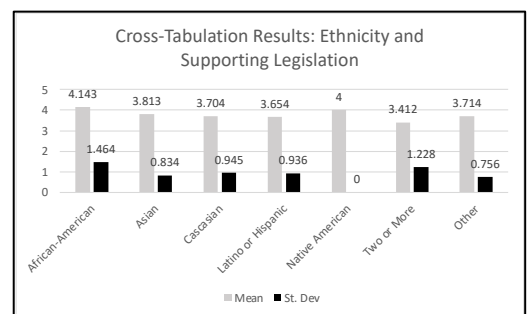


Figure 8. Ethnicity and Supporting Legislation



Discussion

Use of the Short-Form ATP Scale

Many studies have been conducted that examine ways to measure an individual's attitudes towards poverty. The issue of poverty is multidimensional and can be broken down into three schools of thought: individualistic, structural, and fatalistic explanations. The individualistic explanation looks to personal deficiency as a factor that fuels poverty, while the structural perspective highlights systematic issues with the economy. Those who see through the lens of a fatalistic explanation classify uncontrollable factors as the primary cause. The short-form version of the attitudes toward poverty (ATP) scale was constructed and validated by Sung Hyun Yun and Robert D. Weaver of the University of Windsor. Their 21-item scale measures an individual's attitudes by using a three-factor solution that has been confirmed through pre-existing research. The three factors consist of a measure of personal deficiency, stigma, and structural perspective with each factor corresponding to the individualistic, structural, or fatalistic explanation structure. Based on their findings regarding the validity and multidimensionality of this line of questioning, the short-form version of the ATP was adapted and used as a measure of the sample population's attitudes regarding poverty.

Religion

The results of this study showed that those who self-identified as Islam and Hindu had the highest results when asked about their expected behavior regarding donating to nonprofit organizations. There are many studies conducted regarding the correlation between religion and public service. Many of the religions that are prevalent in the United States have a principal belief system that revolves around morality and charity. Taking a deeper look into the core values of Islam and Hinduism will give a deeper meaning to the data collected from the survey. Within Islam, there are five pillars that each represent the most important practices of the religion. The five pillars that Muslims are to follow are Shahada, Salah, Zakat, Sawm, and Hajj. The practice of Zakat or almsgiving is the act of giving a portion of a Muslim's wealth to those in need, also known as charitable donations ("Five Pillars of Islam", 2022). As a core value of Islam, it is not surprising that those who self-identified with this religion were more likely to donate to a nonprofit organization dedicated to global poverty eradication.

Hinduism is a diverse religion that adheres to many religious texts from which they derive their ethics. The key teachings within Hinduism that revolve around wealth and charity are Dharma and Karma. Dharma is moral law, and it is characterized by generosity, truthfulness, and non-injury. According to this teaching, followers are instructed to support the well-being of all living creatures. In Hinduism, Dharma is also considered a call to charitable giving and sharing wealth to avoid greed and promote the welfare of others. Karma is another Hindu principle that prioritizes compassion and honorable actions to reach spiritual enlightenment (Dhand, 2002). These principles that make up the foundation of Hinduism also indicate why students who self-identified with this religion were more likely to donate to nonprofit organizations.

Gender

Many factors influence public service and gender has an easily identifiable role in the likelihood of an individual supporting social programs. Historically, research has shown that women are more likely to donate to charitable causes while men give in larger, more generous amounts (Bognanno, 2019). While this report is not consistent across all studies, the findings of this survey showed that participants who identified as female or nonbinary/third gender were more likely to donate to nonprofit organizations.

Ethnicity

In a study completed at the University of California at Berkely, researchers found that within more ethnically diverse localities, households donated a smaller amount of money to charity each year compared to households that were in primarily Caucasian localities (Allen, 2018). Another study that measured the workplace charitable giving behaviors of ethnically diverse individuals found that members of minority groups gave less to charity than the Caucasians within the office. Many economic and social factors impact ethnically diverse individuals more than those who are Caucasian (Leslie, Snyder, & Glomb, 2013). Factors such as racial and income inequalities can have a detrimental impact on the well-being of an ethnically diverse individual. These factors could potentially act as a reason behind the lower numbers of charitable giving amongst minorities in America. The results gathered from University of Arkansas students were inconsistent with the data analyzed from past studies. African Americans, Native Americans, and those who had two or more ethnicities were found to be more likely to donate to nonprofit organizations compared to members of other ethnic groups.

Political Identity

Within this survey, both political party and political ideology were measured to get a comprehensive understanding of the views of the population sample. There are two dominant political identities in the United States: liberal and conservative. These ideological standpoints often correspond to a related political party. The modern democratic party in America has a strong emphasis on equality, criminal justice reform, raising taxes to fund social programs, and human rights and they prioritize these ideals across their party platform. The modern republican party on the other hand promotes government reform, lower taxes, strict immigration, and trade agreements that primarily benefit America. While there are differing results among researchers, it has been reported that political conservatives are more charitable than those who identify as liberal. This conclusion was confirmed by a study using IRS and voting data to show that a significant amount of republican party members reported charitable contributions (Levine, 2018). This data is inconsistent with the responses collected from the University of Arkansas student population sample, but it has been shown that trends occurring among samples on college campuses are not always applicable to the general population.

Conclusion

As previously mentioned, nonprofit organizations strongly rely on mass marketing to reach as many potential donors as possible. This research does not attempt to replace the current marketing strategies in place, it seeks to improve upon the practices to make them more effective. Using the demographic information available, this data can be used to assist nonprofit organizations that are seeking to create more specific and more efficient marketing material. As opposed to sending recruitment material to only specific demographics, the organization could focus on personalizing the information so that one group is more receptive to the message within the advertising material without excluding other key demographics. For example, within the University of Arkansas population sample, it was observed that those who identified as female or nonbinary were more likely to donate to nonprofit organizations that are focused on global poverty eradication. The mass-produced advertisement that a local, relevant nonprofit organization might send out would be more effective if the material was more appealing to female and nonbinary or third-gender individuals. When it comes to gendered advertisements,

research has been conducted within the fields of marketing and advertising that shows how receptive males, females, and other genders are to certain strategies.

Reflexivity Statement

Although there was no situation in which the participants met with the researcher, the researcher worked to be objective in analyzing responses to keep bias from impacting the results of the study. A list of potential response biases that could affect the accuracy or honesty of the collected data was compiled so that participants' impartiality could be explained if there were inconsistencies within the data. Three response biases had the potential to influence the participants throughout the course of this study.

Acquiescence Bias

Acquiescence bias can be defined as the tendency for an individual to select the "correct" answer without taking the time to read the content of the question. This stems from a need to affirm the beliefs of the interviewer or survey distributor to win favor with them. This leads to errors within the data, but they can be avoided if the researcher ensures the survey is short, the language is clear and concise, and the questions are not leading (Bischoff, 2021).

Extreme Response Bias

This form of bias within a survey is characterized by the respondent's likelihood to select one of the two extreme ends in surveys that utilize scale-based questioning. The opposite of this would be the respondent's tendency to only make neutral selections while completing the survey (Greenleaf, 1992).

Social Desirability Bias

Individuals who underreport their socially undesirable attitudes and overreport their more socially acceptable attributes are viewed as having a social desirability bias. Participants who exhibit this type of response bias are either deceiving themselves or attempting to deceive others for reputation management and self-preservation (Grimm, 2010).

Limitations to the Study

Given the nature of this study, it is necessary to identify the potential limitations that may prevent the study from applying to a larger population. The first fact to acknowledge is that the sample was made entirely of University of Arkansas students and most of the respondents were undergraduate students. Historically, college students are not considered representative samples of the general population. From an experiment conducted by the School of Psychology at Cardiff University, it has been determined that students' responses vary from the responses of the public (Hanel & Vione, 2016). For more accurate and comprehensive data, a similar survey should be distributed on the national level, but for this undergraduate research project, the data gathered from the sample of University of Arkansas students were sufficient.

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Appendix A: Institutional Review Board Exemption Status



To: Geoboo Song
From: Douglas J AdamsJustin R Chimka, Chair
IRB Expedited Review
Date: 03/04/2022
Action: **Exemption Granted**
Action Date: 03/04/2022
Protocol #: 2201382774
Study Title: Eradicating Global Poverty: Who is the answer?

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Zoe Patrick, Investigator