

FROM VALUES TO ACTIONS – THE PATH TO ENGAGING IN PHILANTHROPIC ACTIVITY BY CONTEMPORARY INDIVIDUALS. ANALYSIS OF RESEARCH RESULTS

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Abstract:

This article examines the process of transition from personal values to concrete philanthropic action in contemporary society. The author presents a theoretical framework that describes how values shape individuals' motivations to engage in philanthropic activities. The article also discusses the importance of social and cultural contexts that influence philanthropic attitudes and behaviour.

Based on a literature review and empirical research, key drivers of philanthropic activity are presented. The author emphasises that understanding the mechanisms linking values and actions can lead to more effective strategies for promoting philanthropy among different social groups.

Keywords: Charity. Values. Attitudes. Motives.

Introduction

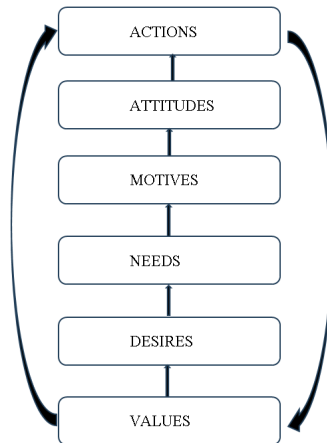
The motives that drive contemporary individuals to engage in philanthropic activities and the conditions that influence their involvement are among the most significant considerations in discussions about the manifestations of philanthropic activity in modern society (Wojciszke 2011, pp. 21-22). Understanding these motives allows for better recruitment of individuals into philanthropic endeavors. Wal adds that understanding these motives also enables the development of educational systems that, by considering the reasons important to individuals in engaging in philanthropic activities, allow for charitable formation and „education towards philanthropy“ (Wal 1985 in: Krucina, pp. 283-307). The article focuses on analyzing the motives and conditions influencing contemporary individuals' philanthropic actions.

The article also examines attitudes towards philanthropy based on empirical research conducted by the author.

Shaping philanthropic attitudes in contemporary individuals

The analysis of philanthropic motives in contemporary individuals should begin with their desires, needs, motives, attitudes resulting from these motives, and the actions/behaviors that initiate these attitudes. We consider the motivation factors that are the basis of the activity to be important (Gawrych, 2022). This scheme best describes the entire path of developing attitudes towards philanthropy and should be considered in the process of human development towards philanthropy.

Figure 1 Scheme of Developing Philanthropic Attitudes



Source: Own elaboration

At the core of what can be termed contemporary individuals’ philanthropic activities and what triggers their activity in this area are the values they adhere to in their conduct and behavior. Szymański defines values as the emanation of what directly or indirectly, presently or in the long term, affects individuals (Szymański 2000, p. 16). Kloska defines values as objects of human aspirations (Kloska 1982, p. 74). This definition clearly and transparently highlights the crucial role of values in shaping the path to philanthropic actions.

Values in themselves do not determine a person’s behavior. What conditions a person’s actions, as Kunowski writes, is the system of values understood as a way of acting, life goals, and plans based on shared values (Kunowski 2003, p. 20). Lipiec indicates that the system of values is the way of acting within the world of values, which individuals discover through their interaction with reality (Lipiec 2001, pp. 22-23). Lipiec adds that the system of values is not just an ordered set of values but a way of acting according to values that are mutually attuned, logically consistent, and complete, with one of the characteristics of a value system being a hierarchy of values (Lipiec 1992, pp. 33-34).

Obuchowski defines desires as cravings and appetites corresponding to what is necessary or harmful to individuals (Obuchowski 2000, p. 15).

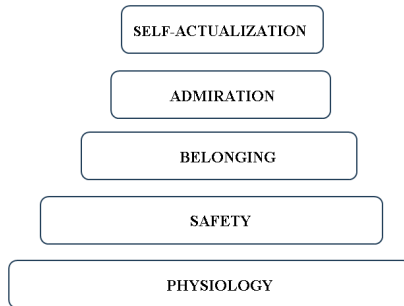
As Hajduk and Hajduk write, one of the fundamental human desires is the desire to meet the needs of another person in need. The phenomenon of help forms the foundation and common ground for definitions such as philanthropy,

charity, and charitable activity. Philanthropy has always been associated with helping, providing assistance, and often these terms were used interchangeably. This does not constitute a cognitive error, but the concept of help is much broader than the concept of philanthropy. Help is inherently part of the idea of philanthropy, while philanthropy may not always involve providing help (Hajduk, Hajduk 2006, pp. 11-16).

Otrębska-Popiołek defines help as a type of interpersonal relationship where the essence is spontaneous action for the benefit of another person without expecting or calculating benefits from such behavior (Otrębska-Popiołek 1991, p. 9). Help, in Otrębska-Popiołek's understanding, is a voluntary interaction aimed at benefiting one party, with both parties agreeing on who benefits (usually the party needing help). Adamiec, however, notes that benefits arising from the help situation are not only for the party receiving help. The helping party can also benefit, although in a different, non-quantifiable manner, such as through a sense of well-being, good mood, satisfaction, or peace (Adamiec 1996 in: Popiołek, pp. 7-20). Bokszański states that desire is an expression and a fundamental element of what can be termed individualism, meaning making decisions, choosing directions of action, and following a chosen path (Bokszański 2007, pp. 10-11). Bauman, in contrast to Bokszański, writes that the relationship of help initiates the formation of community and communal actions (Bauman 2008, pp. 5-11). Grabczan attempts to reconcile both views by indicating dialogue between people and its philosophy as a justification for helping those in need (Grabczan 2012 in: Zbyrad, Krempa, pp. 45-59).

Desire forms the basis for defining a need, which Maslow, in his theory of human motivation, defines as what is necessary for individuals to exist as organisms, develop as persons, and be psychologically free. From the desire to help, a need to help emerges, which is not yet directed but strongly defined within individuals. Using Maslow's theory (1990, p. 86), the need to help, the need to engage in philanthropic activity, which arises from the need to help, can be attributed to the group of self-actualization needs. This is a need at the top of the hierarchy of needs, allowing individuals to become persons in the full sense of the word. Satisfying the need for self-actualization completes the meaning of life and existence. To satisfy this need, individuals must determine what they want to do and how to do it.

Figure 2 Maslow's Motivation Theory Based on Hierarchy of Needs



Source: Own elaboration based on MASLOW, H., Abraham. 1990. *Motywacja i osobowość*. Warszawa: Instytut Wydawniczy PAX, 1990. 452 s.

The formulation of a goal, which a person seeks to achieve and should be understood as the destination one aspires to, initiates a series of practical actions whose ultimate manifestation is engaging in charitable activities. As Zaleski (1991, p. 232) writes, goals provide individuals with opportunities for full development, elevate the level of life integration, and make life meaningful. Frankl (2011) unequivocally states in his autobiography that goals give life meaning. Therefore, the goal of an individual, aimed at fulfilling their need for self-actualization, becomes the engagement in charitable activities in a very practical dimension.

Before an individual undertakes actions to achieve their goal, they must find and concretize the reasons for wanting to do so. Reykowski (1992, pp. 71-88) defines motivation as „a process conditioning the pursuit of specific goals” and points to need and goal as the main factors conditioning the emergence of action motives and the development of motivational mechanisms. A more fitting definition of motivation in the context of discussing the reasons for contemporary charitable actions is provided by Sekuła (2008, p. 11), who states that „motivation is a psychological state contributing to the degree of an individual’s engagement. It includes factors that cause, direct, and sustain human behaviors aimed at a specific direction.”

An obvious assumption in the context of discussing the motives behind contemporary charitable activities is that a person’s involvement in helping others is driven by diverse motives. Lubrańska and Zawira (2017, p. 162) posit that the diversity of these motives is a result of individual differences among people. People are different, and thus different goals are important to them. The authors, however, indicate that what is common among these various individual motives is selflessness and the dedication of personal resources.

Szuster and Rutkowska (2008, pp. 157-160) highlight the crucial importance of motive since a motive conditions whether an action is taken or not. Engaging in charitable activities allows an individual to see themselves as moral, helpful, sensitive, and „doing good.” However, turning away from charitable actions becomes a source of anxiety, tension, and guilt.

There are numerous models in the literature describing the concept of motivation (Zbyrad, 2014, p. 22; Piechota, 2014, pp. 85-90). These models are based on various assumptions and address different areas of human activity, often not capturing the essence of the issues discussed in this paper.

The author believes it is valuable to present two groups of motivational models that help understand and analyze the motives behind contemporary charitable activities. These models also serve as a methodological basis for research on charitable motives, justifying their selection and presentation. Despite their apparent differences, they share many common features and complement each other well.

The first group of models is based on a dichotomous division. Aronson (1997, p. 235) divides motivation into external and internal. Internal motivation occurs when engagement is driven by satisfaction or interest, not by external rewards. External motivation, on the other hand, drives engagement for external rewards or due to pressures, rather than satisfaction. A similar approach is proposed by Karyłowski (1982, pp. 13-23), who divides prosocial behaviors into endocentric and exocentric. Endocentric motivation focuses on helping others to improve one's own well-being and self-image. Every person has certain expectations of themselves regarding altruistic behavior (self-actualization need in Maslow's theory), and acting according to societal norms enhances their self-worth and pride. Conversely, deviating from these norms leads to guilt, remorse, and discomfort.

Exocentric motivation, however, is based on helping others to improve their condition and meet their needs. Reykowski (1977, p. 67) presents a similar approach, distinguishing between personal and transpersonal goals.

Segiet (2005, in: Kromolicka, pp. 118-119) presents a classification of charitable motives that effectively expands upon these dichotomous models:

- altruistic motivation: Charitable action driven by the need to enrich one's life through selfless work for others.
- task-oriented motivation: Charitable action motivated by experience and professional duty.
- ideological motivation: Charitable action motivated by religious, familial

experiences, beliefs, etc.

- eoistic motivation: Charitable action undertaken to test oneself, match others, enhance prestige, acquire new skills, and qualifications.
- affiliative motivation: Charitable action driven by the need for contact with others or like-minded individuals.

Wosińska (2004, pp. 405-412) presents an interesting and relevant perspective on motivation regarding charity. According to Wosińska, people engage in charitable activities because:

- they should do so (normative).
- it is beneficial (economic).
- they want to maintain a positive self-image (psychological).
- helping regulates their emotional states (emotions).
- helping focuses entirely on others' well-being (altruism).

Motivation to engage or not engage in charitable activities directly leads to the development of an attitude that conditions whether one undertakes or refrains from charitable actions.

Mądrzycki (1970, p. 15) defines an attitude as a stable system of positive or negative evaluations, emotional feelings, and tendencies to act for or against a specific phenomenon. Chlewiński's (1987, p. 11) definition of an attitude as „a relatively stable disposition expressing the subject's readiness to react to its object” is similar in expression. These definitions highlight the cognitive component (evaluative beliefs), the emotional component (feelings towards the object or phenomenon), and the disposition to act (for or against). Ostrowska (2015, p. 310) understands an attitude as an evaluative reaction reflected in beliefs, feelings, and readiness for specific behavior. Therefore, an attitude is a link between the identification-cognitive-evaluative sphere in the process of engaging in charitable activities (represented by the stages of desire, need, and motive for helping actions) and the sphere of the actions themselves.

In the world of charity, a clear dichotomy of attitudes can be observed, commonly referred to as the „to have or to be” dilemma (Fromm, 1997, pp. 53-54). Wasilewska-Ostrowska (2012, p. 49) describes this dichotomy as opposing egocentric and allocentric attitudes. Grulkowski (1996, pp. 18-30) expands this dichotomous division of attitudes into such opposing pairs as:

- activity and passivity.
- engagement and indifference.
- solidarity and antagonism.

- allocentrism and egocentrism.

The former represents a pro-charity attitude, while the latter indicates an attitude against or indifferent to charity. Pro-charity attitudes also describe the main attributes and features of charity.

According to Clarke (2005, pp. 12-13), the entire group of pro-charity attitudes can be described as prosocial attitudes, leading to prosocial behaviors. Clarke defines prosocial behavior as „a set of various behaviors and attitudes aimed at benefiting one or more persons, generally other than those who practice such behavior.” Crisp and Turner (2009, p. 249) define prosocial attitude and behavior as voluntary and intentional actions believed to benefit others, although they may also benefit the individual. Kensick, Neiberg, and Cialdini (2002, p. 436) define prosocial attitude and behavior as actions for the good of another person.

Developing or lacking a prosocial attitude is therefore crucial for the existence or non-existence of charitable activities. Kozielecki and Lewicka (Kozielecki, 1977, pp. 9-34; Lewicka, 1993, in: Kofta, pp. 15-62) emphasize that for charity to occur, a person must decide to act and start acting. Kotlarska-Michalska (2005, in: Kromolicka, pp. 38-39) states that prosocial behavior should meet four conditions:

- it must be voluntary.
- it must benefit others.
- it must be undertaken without expecting rewards.
- it should be treated as an end in itself.

Casanovas and Chalcoff (2011, pp. 130-143) highlight a significant issue in the area of charitable actions, pointing to certain interferences in the act of helping between the helper and the helped, stemming from improperly formed motives. They list:

- viewing the helped as materially and immaterially poor (misunderstood compassion and pity).
- considering the helper as a savior – a desire to save the helped.
- improper treatment of the helped in the act of assistance (irony, insults, violence, etc.).
- judging – positioning oneself as a judge.
- instructing, commanding.
- creating dependency.

These attitudes and behaviors deserve obvious condemnation and should not occur in charitable actions.

Bekkers and Wiepking (2011, pp. 924-973) list factors that can influence motivation and behavior, thereby encouraging charitable actions. Their analysis is particularly significant for charitable institutions and individuals organizing charitable activities:

- focusing help on a specific goal.
- evoking positive emotions in helpers.
- creating a need to help.
- aligning the help goal with the individual's value system.
- inviting small, but regular and long-term support instead of one-time actions.
- showing the impact of the support – cost/benefit analysis.
- matching the type, scale, and scope of the help request to the helper's situation.
- promoting support and showcasing it to influence others – reputation.

In the conclusion of considerations regarding motivation, it is worth highlighting one more issue. From the perspective of the strength, efficiency, and sustainability of charitable activities, exocentric motivation is more significant. For individuals with this type of motivation, the sufficient satisfaction comes from knowing that the needy have effectively received help, regardless of the source of this action. Thus, individuals characterized by this type of motivation derive greater satisfaction from helping others and remain socially engaged for longer periods.

On the other hand, for individuals motivated by endocentric reasons, it is important that they are the ones providing the help. When they no longer derive satisfaction in the form of increased self-esteem, they cease to engage. Therefore, to ensure the continuity and sustainability of charitable activities, it is crucial to support and develop exocentric motivation, which is based on the genuine desire to improve the situation of others, leading to long-term and consistent engagement in helping.

Research results

The research was conducted by the author of the article among adults aged 18 and over. The study included a group of 1,000 individuals and was carried out in the first half of 2023. The criteria used for selecting the sample for the study were as follows:

- Engagement in charitable activities by the respondents.

- A high value placed on helping others in the respondents' hierarchy of values.
- The significance of charitable activities in the respondents' lives.
- Active involvement of respondents in charity-related matters.

In the research procedure, a sample was selected in which the variables studied had distributions corresponding to the distributions of variables in the population they represented:

- Members of parish communities of the Catholic Church and other denominations.
- Employees of charitable organizations.
- Members of religious communities of various faiths.
- Individuals involved in charitable activities in schools, workplaces, etc.

The research covered the population of respondents throughout the entire country without any geographical distinction.

The conducted research largely concerned personal experiences, attitudes, and motivations of individuals. Therefore, adhering to ethical principles was crucial from the very beginning of the research process. Individuals selected for the study based on the described criteria had the right to withdraw from participation. Voluntary and informed participation was an important principle maintained in the planned research.

At every stage of the research, a key principle was observed, which involved providing full information about the ongoing studies. Individuals meeting the selection criteria were neither coerced nor pressured into participating in the research. By adhering to ethical principles, the material obtained for scientific analysis is more valuable.

The study utilized a questionnaire survey built using the SurvioR research tool. A total of 717 completed questionnaires were received out of nearly 1,000 that were started by the participants (response rate – 73.7%). The questionnaires collected from respondents underwent substantive and technical analysis to qualify the empirical material obtained – in terms of data correctness – for further stages of analysis. Ultimately, all received questionnaires were qualified for further analysis.

The basic socio-demographic characteristics of the individuals participating in the study are presented in the tables below.

Table 1 Gender Distribution of Study Participants

Gender	N	%
Women	421	67,0%
Men	207	33,0%
Summary	628	100,0%

Source: Developed based on the author’s research

Among the 717 respondents who participated in the study, 628 reported having engaged in charitable activities within the 12 months prior to the date of the study. Of this group, two-thirds were women and one-third were men. These data indicate that women in the study group were more active in the area of charity compared to men.

Table 2 Age Distribution of Study Participants

Age	N	%
18-24	9	1,4%
25-34	63	10,0%
35-44	231	36,8%
45-54	199	31,7%
55-65	81	12,9%
66-80	45	7,2%
Summary	628	100,0%

Source: Developed based on the author’s research

In the study group, the majority of participants were aged between 35 and 44 years (36.8%) and between 45 and 54 years (31.7%). The representation of individuals aged 55-65 years was significantly smaller (12.9%), as was that of individuals aged 25-34 years (10%) and 66-80 years (7.2%). The remaining 1.4% of the study group were individuals aged 18-24 years.

To examine the relationships between age and responses to selected questions, respondents were divided into two groups: those aged 18 to 44 years and those aged 45 to 80 years. This division ensured a similar size for the groups being compared.

Table 3 Distribution of Residence of Survey Participants

Place of accomodation	N	%
Locality with up to 9,000 inhabitants	168	26,8%
Locality with 10,000 to 30,000 inhabitants	110	17,5%
Locality with 31,000 to 50,000 inhabitants	36	5,7%
Locality with 51,000 to 100,000 inhabitants	47	7,5%
Locality with 101,000 to 200,000 inhabitants	43	6,8%
Locality with 201,000 to 500,000 inhabitants	25	4,0%
Locality with over 500,000 inhabitants	199	31,7%
Summary	628	100,0%

Source: Developed based on own research

Nearly one in three participants (31.7%) lived in a city with over 500,000 inhabitants, and one in four (26.8%) lived in a town with up to 9,000 inhabitants. Slightly fewer participants were from towns with a population between 10,000 and 30,000 (17.5%). The remaining respondents resided in towns with populations between 31,000 and 500,000. A noteworthy conclusion from the analysis is that respondents living in the smallest towns (up to 50,000 inhabitants) accounted for exactly half of all respondents. This is a significant observation in the context of the representativeness of this characteristic in the conducted research. The analysis of the research results indicates that charitable activity is practiced by residents of towns of various sizes, with the activity of residents in smaller towns being equivalent to that of residents in larger towns.

Table 4 Distribution of Residence Location Among Study Participants

Education	N	%
Vocational	9	1,4%
Secondary	77	12,3%
Higher	510	81,2%
Academic Degree	32	5,1%
Summary	628	100,0%

Source: Developed based on the author’s research

Almost one-third of the participants (31.7%) lived in cities with more than 500,000 inhabitants, while one-quarter (26.8%) resided in localities with up to 9,000 inhabitants. Slightly fewer participants were from localities with 10,000 to

30,000 inhabitants (17.5%). The remaining respondents lived in localities with between 31,000 and 500,000 inhabitants.

A notable observation from the analysis is that respondents residing in the smallest localities (up to 50,000 inhabitants) made up exactly half of all respondents. This is an important finding concerning the representativeness of this characteristic in the conducted research. The analysis of the results indicates that charitable activity is practiced by residents of localities of various sizes, with the level of charitable engagement among residents of smaller localities being comparable to that of residents of larger localities.

Table 5 Distribution of Marital Status (Personal Situation) of Study Participants

Marital status	N	%
Married	542	86,3%
Widow / Widower	5	0,8%
Single	57	9,1%
In a partnership	24	3,8%
Summary	628	100,0%

Source: Author's Own Research

The vast majority of respondents who participated in the study were in a marital or partnership relationship (over 90%). Only one in ten participants was single or a widow/widower. Thus, the primary arena for the participants' charitable activities remains the family or partnership. It is within this context that the model, scope, forms, and manifestations of such activities are shaped. Recommendations regarding the practical application of research findings will mainly pertain to families, emphasizing the need for support in fostering charitable attitudes among their members, especially children.

When examining the relationships between marital status and responses to selected questions, respondents were divided into two groups: those in a relationship (including married and in a partnership) and those not in a relationship (including widows/widowers and singles). This approach was taken to mitigate issues related to the small size of some groups.

Table 6 Distribution of the Number of People in the Households of Survey Participants

Number of People in the Household	N	%
Only one respondent	26	4,1%
1 person	69	11,0%
2-3 persons	151	24,0%
4-6 persons	337	53,7%
>6	45	7,2%
Summary	628	100,0%

Source: Prepared based on the author’s own research

Slightly over half of the respondents (53.7%) lived in households with 4-6 people. Conversely, one-quarter of the respondents lived in households with 2-3 people (24%), and one in nine (11%) lived alone. Fewer respondents lived in households with more than 6 people (7.2%), while 4.1% lived alone.

Comparing these results with the data on marital status, it can be concluded that every respondent who is married or in a partnership lives in a family community. This is a significant observation as charitable activity is primarily manifested in action. The impact of such actions, their effects, and their testimony have the greatest influence on the environment, especially on children within the families of the respondents. Once again, this highlights the importance of practicing charity within families due to the immense impact and effects of such activities.

In analyzing the relationship between the number of people in the household and responses to selected questions, respondents were divided into three groups: those from households with up to 3 people, those from households with 4-6 people, and those from households with more than 6 people.

Table 7 Distribution of Employment Status among Study Participants

Employment Status	N	%
Employed	452	72,0%
Unemployed	9	1,4%
Not Working	37	5,9%
Retired / Pensioner	64	10,2%
Entrepreneur	66	10,5%

Summary	628	100,0%
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Source: Developed based on the author’s own research

The vast majority of respondents identified themselves as employed (72%). 10.5% classified themselves as entrepreneurs—working „on their own account”—while 10.2% were either retired or on a pension. A significantly smaller proportion of respondents were not working (5.9%) or unemployed (1.4%).

Thus, the majority of respondents were professionally active, with those not actively engaged in the workforce representing a clear minority.

When examining the relationships between employment status and responses to selected questions, the respondents were divided into two groups: those who are working (including both employed and entrepreneurs) and those who are not working (including all other categories). This division helped mitigate issues arising from the small size of some groups.

Table 8 Distribution of Total Net Household Income per Month of Participants in the Study

Total net household income per month	N	%
Uyp to 3 000 zł	34	5,4%
3 001 zł – 4 000 zł	62	9,9%
4 001 zł – 6 000 zł	142	22,6%
6 001 zł – 9 000 zł	149	23,7%
9 001 zł – 12 000 zł	115	18,3%
12 001 zł – 15 000 zł	49	7,8%
15 001 zł – 20 000 zł	48	7,6%
> 20 000 zł	29	4,6%
Summary	628	100,0%

Source: Developed based on own research

In terms of total monthly net household income, the majority of respondents were in the income range of 6,000 to 9,000 PLN net, constituting 23.7% of the respondent population. A slightly smaller group consisted of respondents whose total monthly net household income ranged from 4,000 to 6,000 PLN. The third largest group was those whose total monthly net household income was between 9,000 and 12,000 PLN. The smallest groups were those with either the lowest or highest incomes, with 5.4% of respondents reporting the lowest income bracket

and 4.6% reporting the highest.

A total of 15.4% of respondents had an income of up to 4,000 PLN, while 20% had an income exceeding 12,000 PLN.

To examine the relationships between total net household income per month and responses to selected questions, respondents were divided into three groups: up to 6,000 PLN, 6,000 to 12,000 PLN, and above 12,000 PLN. This division helped mitigate issues related to small sample sizes in extreme groups.

Table 9 Distribution of Attitudes Towards Faith/Religion Among Study Participants

Attitude towards Faith/Religion	N	%
Believer	597	95,1%
Non-believer	31	4,9%
Summary	628	100,0%

Source: Developed based on own research

The vast majority of respondents identified as believers (95.1%). The remaining 4.9% of participants were non-believers.

Table 10 Distribution of Frequency of Religious Practices Among Study Participants

Frequency of Religious Practice	N	%
Several times a week	480	76,4%
Once a week	89	14,1%
1-2 times a month	17	2,8%
Several times a year	18	2,8%
Once a year	7	1,1%
Do not participate at all	17	2,8%
Summary	628	100,0%

Source: Developed based on own research

Among the respondents who identified as believers, a significant majority (76.4%) engaged in religious practices several times a week. Additionally, 14.1% of believers practiced once a week. Only 6.7% of believers participated in religious practices less frequently than once a week, and 2.8% of believers did not engage

in any religious practices at all.

Thus, the majority of respondents identified as believers for whom spiritual life is important and who manifest their religiosity through frequent (several times a week) religious practices.

The analysis of the study results presents the distribution of responses across various questions in the survey questionnaire, as well as correlations with selected characteristics of the study group.

Table 11 Motives for Engaging in Charitable Activities Among All Respondents and by Gender

	Gender				Total		Test Chi-2		V.C.
	Women		Men				Chi-2	p	
	N	%	N	%	N	%			
I believe in helping and caring for those in need	337	80,0%	165	79,7%	502	79,9%	0,010	0,921	
Empathy, kindness	265	62,9%	101	48,8%	366	58,3%	11,432	0,001**	0,135
I want to set a good example for children and those around me	148	35,2%	62	30,0%	210	33,4%	1,688	0,194	
I feel that I contribute to solving social problems – a sense of agency	94	22,3%	63	30,4%	157	25,0%	4,864	0,027*	0,088

This is how I was raised, I come from a family involved in charitable activities	102	24,2%	34	16,4%	136	21,7%	4,980	0,026*	0,089
My good financial situation	68	16,2%	55	26,6%	123	19,6%	9,563	0,002**	0,123
I want to support opportunities I didn't have	48	11,4%	19	9,2%	67	10,7%	0,719	0,396	
Other	19	4,5%	25	12,1%	44	7,0%	12,186	<0,001***	0,139
I acquire skills and competencies that can be useful in life	21	5,0%	5	2,4%	26	4,1%	2,314	0,128	
I improve my teamwork and organizational skills	15	3,6%	7	3,4%	22	3,5%	0,013	0,908	
Building a network of contacts that can be useful in life	10	2,4%	6	2,9%	16	2,5%	1,535	0,215	
Tangible benefits for me, my company, my family (tax deduction, etc.)	6	1,4%	4	1,9%	10	1,6%	0,228	0,633	
I have a lot of free time that I can use in this way	7	1,7%	1	0,5%	8	1,3%	1,535	0,215	

It builds my position and personal and business brand in the community	7	1,7%	1	0,5%	8	1,3%	0,153	0,696	
The desire to be admired, respected	4	1,0%	2	1,0%	6	1,0%	0,000	0,984	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

When asked about their motives for engaging in charitable activities, respondents most frequently indicated the belief that one should help and care for those in need (80% of responses). Slightly over half of the respondents pointed to empathy and kindness as their motivation (58.3%). A relatively large number of responses were directed towards:

- wanting to set a good example for children and those around them (33.4%),
- feeling that they contribute to solving social problems – a sense of agency (25%),
- being raised in a family involved in charitable activities (21.7%),
- having a good financial situation (19.6%).

Other motives for engaging in charitable activities were indicated much less frequently. Significant statistical relationships were found between gender and five main motives for engaging in charitable activities. Significantly more women than men pointed to reasons such as empathy, kindness, and upbringing. In contrast, significantly more men than women indicated a sense of agency and having a good financial situation as their motives.

The analysis of the survey results clearly shows that significantly more respondents indicated altruistic rather than pragmatic motives as the main factors influencing their involvement in charitable activities. Responses indicating altruistic motives for engaging in charitable activities, such as:

- the need to help and care for those in need,
- empathy, kindness,
- setting a good example for children and those around them,

- a sense of contributing to solving social problems – a sense of agency,
 - being raised in a family involved in charitable activities,
- were indicated much more frequently than responses pointing to pragmatic motives for engaging in charitable activities, such as:
- acquiring skills and competencies that can be useful in life,
 - improving teamwork and organizational skills,
 - building a network of contacts that can be useful in life,
 - tangible benefits (tax deduction, etc.).
- Thus, the research results unequivocally conclude that contemporary individuals engage in charitable activities driven by altruistic rather than pragmatic motives.

Table 12 Motives for Engaging in Charitable Activities by Age of Respondents

	Age				Test Chi-2		V.C.
	18-44		45-80		Chi-2	p	
	N	%	N	%			
I believe in helping and caring for those in need	240	79,2%	262	80,6%	0,194	0,660	
This is how I was raised, I come from a family involved in charitable activities	64	21,1%	72	22,2%	0,098	0,754	
I want to support opportunities I didn't have	36	11,9%	31	9,5%	0,903	0,342	
I feel that I contribute to solving social problems – a sense of agency	75	24,8%	82	25,2%	0,019	0,890	
Empathy, kindness	187	61,7%	179	55,1%	2,843	0,092	
I want to set a good example for children and those around me	116	38,3%	94	28,9%	6,173	0,013*	0,099

My good financial situation	71	23,4%	52	16,0%	5,500	0,019*	0,094
I have a lot of free time that I can use in this way	6	2,0%	2	0,6%	2,322	0,128	
The desire to be admired, respected	4	1,3%	2	0,6%	0,823	0,364	
Tangible benefits for me, my company, my family (tax deduction, etc.)	4	1,3%	6	1,8%	0,277	0,599	
I acquire skills and competencies that can be useful in life	17	5,6%	9	2,8%	3,190	0,074	
It builds my position and personal and business brand in the community	3	1,0%	5	1,5%	0,375	0,540	
I improve my teamwork and organizational skills	12	4,0%	10	3,1%	0,362	0,547	
Building a network of contacts that can be useful in life	9	3,0%	7	2,2%	0,421	0,516	
Other	28	9,2%	16	4,9%	4,487	0,034*	0,085

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

The analysis of research results in the context of the age structure of respondents indicates that both groups of respondents, i.e., individuals up to 44 years old and those above this age, engaged in charitable activities primarily driven by altruistic rather than pragmatic motives.

Table 13 Motives for Engaging in Charitable Activities by Personal Situation (Being in a Relationship or Not)

	Marital status				Test Chi-2		V.C.
	In relationship		Other		Chi-2	p	
	N	%	N	%			
I believe in helping and caring for those in need	450	79,5%	52	83,9%	0,664	0,415	
This is how I was raised, I come from a family involved in charitable activities	122	21,6%	14	22,6%	0,035	0,852	
I want to support opportunities I didn't have	56	9,9%	11	17,7%	3,611	0,057	
I feel that I contribute to solving social problems – a sense of agency	139	24,6%	18	29,0%	0,597	0,440	
Empathy, kindness	325	57,4%	41	66,1%	1,743	0,187	
I want to set a good example for children and those around me	201	35,5%	9	14,5%	11,068	0,001**	0,133
My good financial situation	115	20,3%	8	12,9%	1,951	0,163	
I have a lot of free time that I can use in this way	5	0,9%	3	4,8%	6,951	0,008**	0,105
The desire to be admired, respected	5	0,9%	1	1,6%	0,314	0,575	
Tangible benefits for me, my company, my family (tax deduction, etc.)	9	1,6%	1	1,6%	0,000	0,989	
I acquire skills and competencies that can be useful in life	20	3,5%	6	9,7%	5,315	0,021*	0,092

It builds my position and personal and business brand in the community	8	1,4%	0	0,0%	0,888	0,346	
I improve my teamwork and organizational skills	18	3,2%	4	6,5%	1,769	0,183	
Building a network of contacts that can be useful in life	12	2,1%	4	6,5%	4,222	0,040*	0,082
Other	39	6,9%	5	8,1%	0,118	0,732	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

There are significant statistical relationships between personal situation and certain motives for engaging in charitable activities, such as:

- setting a good example for children and those around them (significantly more people in relationships),
- having a lot of free time to use in this way (significantly more single people),
- acquiring skills and competencies that can be useful in life (significantly more single people),
- building a network of contacts that can be useful in life (significantly more single people, very weak correlation).

In both groups of respondents, altruistic motives were the ones that significantly influenced their engagement in charitable activities much more than pragmatic motives.

Table 14 Motives for Engaging in Charitable Activities by Respondents’ Relationship to Faith/Religion

	Attitude Towards Faith / Religion				Test Chi-2		V.C.
	Believer		Non-believer				
	N	%	N	%	Chi-2	p	
I believe in helping and caring for those in need	488	81,7%	14	45,2%	24,588	<0,001***	0,198
This is how I was raised, I come from a family involved in charitable activities	133	22,3%	3	9,7%	2,758	0,097	
I want to support opportunities I didn't have	60	10,1%	7	22,6%	4,855	0,028*	0,088
I feel that I contribute to solving social problems – a sense of agency	146	24,5%	11	35,5%	1,912	0,167	
Empathy, kindness	341	57,1%	25	80,6%	6,708	0,010*	0,103
I want to set a good example for children and those around me	201	33,7%	9	29,0%	0,285	0,594	
My good financial situation	116	19,4%	7	22,6%	0,186	0,667	
I have a lot of free time that I can use in this way	7	1,2%	1	3,2%	0,988	0,320	
The desire to be admired, respected	6	1,0%	0	0,0%	0,315	0,575	
Tangible benefits for me, my company, my family (tax deduction, etc.)	9	1,5%	1	3,2%	0,555	0,456	
I acquire skills and competencies that can be useful in life	22	3,7%	4	12,9%	6,310	0,012*	0,100

It builds my position and personal and business brand in the community	7	1,2%	1	3,2%	0,988	0,320	
I improve my teamwork and organizational skills	21	3,5%	1	3,2%	0,007	0,931	
Building a network of contacts that can be useful in life	14	2,3%	2	6,5%	2,002	0,157	
Other	42	7,0%	2	6,5%	0,015	0,901	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

There are significant statistical relationships between attitudes towards faith and religion, and certain motives for engaging in charitable activities, such as:

- the need to help and care for those in need (significantly more believers),
- the desire to support opportunities they did not have (significantly more non-believers),
- empathy, kindness (significantly more non-believers),
- acquiring skills and competencies that can be useful in life (significantly more non-believers).

As noted in earlier conclusions, altruistic motives were the most influential factors for engaging in charitable activities among both believers and non-believers. However, the analysis of the research results indicates that non-believers were more likely than believers to point to pragmatic motives for engaging in charitable activities.

Table 15 Motivational Factors for Increasing Engagement in Charitable Activities Compared to Current Involvement Among All Respondents and by Gender

	Gender				Ogółem		Test Chi-2		V.C.
	Woman		Man				Chi-2	p	
	N	%	N	%	N	%			
Feeling that my charitable activities contribute to changing reality	226	53,9%	103	50,2%	329	52,4%	0,855	0,356	
Feeling that my involvement in charitable activities has meaning and significance for me and those in need	228	54,4%	88	42,9%	316	50,3%	7,527	0,006**	0,109
Seeing my children engage in charitable activities, either following my example or independently	172	41,1%	77	37,6%	249	39,6%	0,776	0,378	
Other	38	9,1%	30	14,6%	68	10,8%	4,252	0,039*	0,082
Acquiring useful life skills and competencies	28	6,7%	14	6,8%	42	6,7%	0,003	0,958	
Financial benefits (greater tax deductions)	16	3,8%	15	7,3%	31	4,9%	3,511	0,061	

The example of well-known people or individuals in my community	18	4,3%	7	3,4%	25	4,0%	0,290	0,590	
Professional and personal benefits – contacts, relationships	14	3,3%	10	4,9%	24	3,8%	0,856	0,355	
Thanks and appreciation from the organizations or individuals I support	13	3,1%	7	3,4%	20	3,2%	0,039	0,844	
Respect and admiration in the community	2	0,5%	1	0,5%	3	0,5%	0,000	0,989	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

Slightly over half of the respondents identified factors that could potentially increase their engagement in charitable activities as:

- the feeling that such activities contribute to changing reality (52.4%)
- the feeling that their involvement in charitable activities has meaning and significance for themselves and those in need (50.3%).

A significant number of responses indicated that seeing their children engage in charitable activities, either following their example or independently, could also be a motivating factor (39.6%).

It was found that a significantly higher percentage of women (54.4%) compared to men (42.9%) cited the feeling that involvement in charitable activities has meaning and significance for themselves and those in need.

The analysis of the research results shows that respondents identified additional factors/motivations for increasing engagement in charitable activities as being more altruistic rather than pragmatic. This aligns with the findings regarding the motives for engaging in charitable activities.

Table 16 Motivational Factors for Increasing Engagement in Charitable Activities Compared to Current Involvement by Age of Respondents

	Age				Test Chi-2		V.C.
	18-44		45-80		Chi-2	p	
	N	%	N	%			
Feeling that my involvement in charitable activities has meaning and significance for me and those in need	145	48,5%	171	52,6%	1,422	0,233	
The example of well-known people or individuals in my community	10	3,3%	15	4,6%	0,709	0,400	
Feeling that my charitable activities contribute to changing reality	157	52,5%	172	52,9%	0,077	0,781	
Seeing my children engage in charitable activities, either following my example or independently	132	44,1%	117	36,0%	3,750	0,053	
Financial benefits (greater tax deductions)	20	6,7%	11	3,4%	3,456	0,063	
Thanks and appreciation from the organizations or individuals I support	15	5,0%	5	1,5%	5,921	0,015*	0,097

Acquiring useful life skills and competencies	28	9,4%	14	4,3%	6,115	0,013*	0,099
Professional and personal benefits – contacts, relationships	20	6,7%	4	1,2%	12,302	<0,001***	0,140
Respect and admiration in the community	3	1,0%	0	0,0%	3,233	0,072	
Other	34	11,4%	34	10,5%	0,103	0,749	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

There are significant statistical relationships between age and certain factors that could motivate increased engagement in charitable activities compared to current involvement, such as:

- receiving thanks and appreciation from organizations or individuals supported, and
- acquiring useful life skills and competencies (significantly more among younger respondents, with very weak correlations).

Additionally, significantly more individuals aged 18 to 44 years (6.7%) compared to those aged 45 to 80 years (1.2%) indicated that professional and personal benefits – contacts and relationships – could be a motivating factor.

Age significantly influenced responses regarding additional factors that could increase engagement in charitable activities. Individuals up to 44 years old were more likely than older individuals to cite pragmatic motives (financial benefits, acquiring useful skills, professional and personal benefits) rather than altruistic ones. This is likely because younger individuals view engagement in charitable activities more instrumentally, as a means to achieve goals rather than as an end in itself.

Nevertheless, both age groups prioritized altruistic motives over pragmatic ones when considering factors that could increase their engagement in charitable activities.

Table 17 Motivational Factors for Increasing Engagement in Charitable Activities Compared to Current Involvement by Personal Situation (Being in a Relationship or Not)

	Marital status				Test Chi-2		V.C.
	w związku		inna		Chi-2	p	
	N	%	N	%			
Feeling that my involvement in charitable activities has meaning and significance for me and those in need	272	48,4%	44	71,0%	11,733	0,001**	0,137
The example of well-known people or individuals in my community	24	4,3%	1	1,6%	1,009	0,315	
Feeling that my charitable activities contribute to changing reality	297	52,8%	32	51,6%	0,017	0,898	
Seeing my children engage in charitable activities, either following my example or independently	241	42,9%	8	12,9%	20,566	<0,001***	0,181
Financial benefits (greater tax deductions)	30	5,3%	1	1,6%	1,619	0,203	
Thanks and appreciation from the organizations or individuals I support	17	3,0%	3	4,8%	0,610	0,435	

Acquiring useful life skills and competencies	32	5,7%	10	16,1%	9,826	0,002**	0,125
Professional and personal benefits – contacts, relationships	21	3,7%	3	4,8%	0,194	0,660	
Respect and admiration in the community	2	0,4%	1	1,6%	1,865	0,172	
Other	62	11,0%	6	9,7%	0,097	0,755	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

Statistically significant relationships exist between personal situation and certain factors that could motivate respondents to increase their engagement in charitable activities compared to their current involvement, such as:

- the feeling that involvement in charitable activities has meaning and significance for them and those in need (significantly more among single individuals),
- seeing children engage in charitable activities, either following their example or independently (significantly more among individuals in relationships),
- acquiring useful life skills and competencies (significantly more among single individuals).

The analysis of the research results clearly indicates that contemporary individuals are motivated to engage in charitable activities primarily by altruistic rather than pragmatic motives. Not only motivation but also education is important in charitable activities (Gawrych, 2022).

**Table 18 actors Preventing Engagement in Charitable Activities or
Causing Cessation of Such Activities Among All Respondents and by
Gender**

	Gender				Total		Test Chi-2		V.C.
	Woman		Man				Chi-2	p	
	N	%	N	%	N	%			
Lack of time for charitable activities	202	48,0%	106	51,2%	308	49,0%	0,578	0,447	
Difficult financial situation and concerns about the future	125	29,7%	50	24,2%	175	27,9%	2,166	0,146	
Perception of wasting the assistance I have provided	88	20,9%	44	21,3%	132	21,0%	0,010	0,919	
Other	52	12,4%	31	15,0%	83	13,2%	0,833	0,361	
Loss of a sense of impact on reality, a sense of agency	42	10,0%	23	11,1%	65	10,4%	0,193	0,661	
I have engaged, but those in need and the organizations helping them keep asking for more and more	42	10,0%	15	7,2%	57	9,1%	1,253	0,263	
I prefer to care for my loved ones rather than for others	13	3,1%	14	6,8%	27	4,3%	4,556	0,033*	0,085

I do not receive any material benefits from it	3	0,7%	4	1,9%	7	1,1%	1,873	0,171	
I was not appreciated for the help provided, and no one thanked me	4	1,0%	0	0,0%	4	0,6%	1,979	0,159	

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

The most frequently cited factor preventing respondents from engaging in charitable activities or causing them to cease such activities was a lack of time for charitable work (49%). Respondents also frequently mentioned their difficult financial situation and concerns about the future (27.9%), as well as the perception of wasting the assistance they have provided (21%). For one in ten respondents, factors preventing engagement in charitable activities or causing them to cease such activities included the loss of a sense of agency and impact on reality and feeling exploited by charitable organizations.

The Chi-squared test revealed a statistically significant relationship, with Cramer’s V indicating a very weak correlation between gender and the factor of preferring to care for loved ones rather than others. This factor was cited significantly more often by men (6.8%) than by women (3.1%), which may reflect a sense of responsibility primarily towards their closest ones. Women, in this regard, exhibit greater empathy.

Table 19 Factors Preventing Engagement in Charitable Activities or Causing Cessation of Such Activities by Respondents' Age

	Age				Test Chi-2		V.C.
	18-44		45-80				
	N	%	N	%	Chi-2	p	
Difficult financial situation and concerns about the future	99	33,3%	76	24,6%	6,731	0,009**	0,104
Lack of time for charitable activities	172	57,9%	136	44,0%	13,967	<0,001***	0,149
Perception of wasting the assistance I have provided	61	20,5%	71	23,0%	0,278	0,598	
Loss of a sense of impact on reality, a sense of agency	38	12,8%	27	8,7%	3,029	0,082	
I was not appreciated for the help provided, and no one thanked me	3	1,0%	1	0,3%	1,154	0,283	
I prefer to care for my loved ones rather than for others	17	5,7%	10	3,2%	2,446	0,118	
I do not receive any material benefits from it	3	1,0%	4	1,3%	0,082	0,774	
I have engaged, but those in need and the organizations helping them keep asking for more and more	28	9,4%	29	9,4%	0,019	0,890	
Other	26	8,8%	57	18,4%	10,970	<0,001***	0,132

Source: Developed based on own research - (% do not sum to 100 because respondents could select more than one answer)

For individuals aged 18 to 44 years, the primary factor preventing them from engaging in charitable activities or causing them to cease such activities was a lack of time (58%). Among respondents over 44 years old, this factor was cited by 44%. Another key factor differentiating responses by age, as indicated by the Chi-squared test (statistically significant relationships) and Cramer's V coefficient (weak correlation), was financial difficulties and concerns. This may suggest

that the financial situation of older respondents is more stable and predictable, thus leading to a greater willingness to engage in charitable activities compared to younger individuals who are still establishing their future and view it as less predictable financially.

Respondents identified lack of time and financial difficulties as the two main barriers to engaging in charitable activities, paradoxically reflecting the two primary manifestations of these challenges. An interesting and worthy area of analysis could be investigating whether there is a relationship between the most commonly chosen form of practicing charity and the main obstacles reported by individuals in practicing it.

Conclusions and summary

The results of the conducted research clearly indicate that contemporary individuals engage in charitable activities driven primarily by altruistic rather than pragmatic motives. This finding is consistent across various aspects of their engagement in charitable activities. The research highlights the presence of well-developed pro-social and helping attitudes among the respondents. We consider very important not only motivation, education, but also personality as a factor in the learning process itself (Czarkowski, Bursová, Dolinská, Šimek, Porubčanová, 2023).

When asked about the motivations for participating in charitable activities, respondents most frequently cited the belief that it is necessary to help those in need and care for them (80%). Slightly more than half of the responses were directed towards motivations such as empathy and kindness (58.3%). A relatively large number of responses were also related to the following issues:

- setting a good example for children and people in their surroundings (33.4%);
- a sense of contributing to solving social problems—sense of agency (25%);
- being raised in a family engaged in charitable activities (21.7%);
- good financial situation (19.6%).

Altruistic motivations cited by respondents for engaging in charitable activities, such as:

- the need to help those in need and care for them;
- empathy and kindness;
- setting a good example for children and people in their surroundings;

- a sense of contributing to solving social problems—sense of agency;
 - being raised in a family involved in charitable activities;
- were significantly more frequent than pragmatic motivations such as:
- acquiring skills and competencies useful in life;
 - improving teamwork and organizational skills;
 - building networks that could be useful in life;
 - tangible benefits (e.g., tax deductions).

The most commonly cited factor preventing respondents from engaging in charitable activities or leading to the cessation of such activities was a lack of time for charitable work. Respondents also frequently mentioned their difficult financial situation and concerns about the future, as well as the feeling of wasting the assistance they provided. For one in ten respondents, factors preventing engagement in charitable activities or causing them to stop included the loss of a sense of agency and impact on reality, and the feeling of being exploited by charitable organizations. The authors point out that as part of the assistance, it is also important to avoid stress and various stressful situations that may occur during this work (Bursová, Budayová, 2019., In. Hanuliaková, Hasajová, Porubčanová, 2016).

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