Word Limit: 3k – 4k

Title:

Research Question

Introduction

Literature Review

[主要review marketization & corporatism critics的部分]

Philanthropy 和 state – market 的关系

Gaps & Significance Identification

新兴的philanthropic平台和技术 – 并没有quantitative对其捐赠效果的overview research；至少可以提供一些empiricalinsight on the scale and patterns of distribution

可以进一步研究: 互联网公益平台怎样改变了philanthropy的特征 (比如从面相the wealth转向了mass mobilization, 进而引入了civil society & public awareness的层面)； 以及怎样改变了 philanthropy ~ state; & philanthropy ~ market.

所以本研究核心主要有两个层面

1）对新兴事物的descriptive analysis

2）理论内核：和state / market的关联关系

[Background – Online crowdsouring platform in China]

Fundraising and financial sustainability is one of the major concerns for non-profit organizations (NPOs). While fundings from the state and generous donations from high-net individuals or large enterprises have historically contributed to large proportion, a recent trend in China brings public donation back to the central stage. According to data from Tencent, its philanthropic platform has attracted 29 billion rmb donation from the public to support more than one hundred-thousand projects.

This new trend is motivated by tech-giants in China with the rise of e-payment and social media. Leading enterprises like Tencent, or ByteDance, and AliPay utilized their technologies in operating e-business started online fund-raising platforms as part of their corporate social responsibility. Any organizations acknowledged with legal status by the state could post their project on these platforms where they could accept direct donation from anyone who sees the message, with no limitation on the amounts (Figure 1).

A screenshot of a computer screen

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Figure A sample page

This research would focus on the online fundraising platform operated by Tencent for two reasons. Firstly, Tencent was one of the first and the largest donation platform with good reputation. Secondly, the data accessibility for research purpose is more complete in Tencent Philanthropy Platform. While the data source might be biased, this research is confident that the trend observed could reflect the broad situation in China.

[Background – digital philanthropy]

﻿“The current understanding of “digital philanthropy,” however, is a relatively recent phenomenon. It began when tech giants like Tencent and Alibaba set up corporate foundations in the late 2000s. Subsequently, following the promulgation of the New Charity Law in 2016, the Ministry of Civil Affairs began allowing philanthropic foundations to fundraise on online public charitable platforms (From Crowdfunding to Crowd Mobilization:

, HanLing)”

Initial ideas & Thoughts

- China is witnessing a new mode of philanthropic participation: - philanthropy platform & Internet philanthropy

1. Characteristic & New trend: wider participation. Small amount donation.

2. Made possible by large Internet corporates -> the intersection of markets and social welfare. Concern for corporatism.

3. The debate: monopolized resources v.s. wider space for civil society & civil participation. => closer relationship between projects and donors.

4. Crowd Sourcing as issue framing and mobilization. -> the mechanism of crows sourcing NGO priorities and government priorities.

Did NGO successfully bring funding to less-focused area?

5. 核心问题: 在social welfare纯粹市场化和平台化下，各类议题的关注度是怎样的。

识别GONGO – NGO 对议题关注度的区别

是否真的open up space for wider civil participation & grassroot organization>

注意面对的是对这个话题完全不懂的人的一个exploratory research -> 毕竟也确实没人做过. 比起变得更新更重要的是在国际语境下justify why it’s important

What my data could answer?

- skewed donation pattern

- geographic distribution

- level of organization

- topic distribution

[优先把研究过程写完呢….]

Methodology: quant + quali

- quant: 发现pattern

- quali: 特征性的case study

Discussion:

- volunteering & donation的理论背景 -> 什么样的话题更受关注. 和已经知道的skewed pattern有什么区别

- compare大额捐赠的pattern. Public donation和大额捐赠的区别 -> 反应了怎样的government relation?

- 结论1: advocacy / 指向rights-based诉求的极少。-> 平台提供了mobilization的机会，但引起的关注集中在发展而非权利。-》 可以说符合CCP的legitimation strategy, 即用发展作为合法性来源，忽视甚至suppress对权利话语的使用

- 结论2: geographical, 和GDP per capita的图对比

A close-up of numbers

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A black and green lines

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A graph with different colored squares

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A graph of a group of people

Description automatically generated with medium confidence

A graph of a number of red and orange bars

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A graph of a number of different types of blood type

Description automatically generated with medium confidence

***[Organization Level & Geographical Distribution]***

***A map of china with different colored areas

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***A map of china with different colored areas

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A map of china with different colored areas

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**A graph of different colored squares

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