Reluctant Altruism, Warm Glow, Situational Awareness and Blood Donation

Eamonn Ferguson

Psychology (Nottingham)
Dr Claire Lawrence
David Keatley
Michael Taylor
Catherine Dean
Danielle Ayres
Beth Hardwick
Yasmine Ashcroft
Anisha Saigal
Dr Kathleen Farrell

CeDeX
Dr Niall Flynn

Sanquin Research
Nijmegen
Dr Ingrid Veldhuizen
Dr Femke Atsma
Dr Wim de Kort
Blood Donor Cycle

- DONOR Call
- PERMINANT
- TEMPORARY
- DEFFERAL
- Q’ed
- DONATE
- RECOVERY
- WELCOME & RETENTION: Situational Awareness
- FAINT
- NEVER RETURN

Warm-glow, Reluctant Altruism
The Donor Career

- Progress through a series of distinct stages (Ferguson et al., 1997, 2005 2008, 2012)
- Non-donor
- First time donor
- Novice (2-4 donations)
- Experienced (5 or more donations)
Blood Donation: Archetypal ‘behavioural-altruistic’ act
A working model of Altruism

- benefits others, where the helper realizes that others need help,
- is performed without expecting external reward,
- is intentional,
- is voluntary,
- involves the helper and recipient being and remaining strangers,
- benefits the recipient,
- costs the donor (e.g., pain, time, blood),
- public good in face of free-riding
Are Blood Donor’s Altruistic?

**Motivations**

- Sojka & Sojka (2008)
  - Altruism (40%)
  - Social Responsibility (19.7%)
- Misje et al (2005)
  - Value/altruism (90.7%)
- Oswalt & Napoliello (1974)
  - Humanitarian (66%)
  - Peer pressure (18%)
- Bani & Strepparava (2011) – Bergamo branch of AVIS
  - Help others (56%)
  - Family/Friends (22%)
  - Moral Obligation (11.2%)

**Barriers**

- Sojka & Sojka (2008)
  - Laziness (19.1%)
  - Fear needles (10.5%)
Altruism and Blood Donation

• Warm glow (Andreoni, 1990, 1995)
  – Warm Glow  
    • Donate because it makes you feel good
  – Pure altruism  
    • Donate to help others at a personal cost, without any personal benefit

– Impure Altruism  
  • Donate both to attain warm-glow and help others

• Reluctant Altruism (Ferguson et al., 2012)
  – Donating blood is a **MORALLY** the right thing to do but I cannot **TRUST** others to donate blood, therefore, I will.
Altruism and the Donor Career

• **Intentions to Donate** (Ferguson et al., 2012)
  – First time donors
    • Impure altruism predicts intentions
  – Novice Donors
    • Reluctant altruism predicts intentions
  – Experienced Donors
    • Warm-glow predict intentions

• **Behaviours**
  – Warm-glow predicts actual donation (Ferguson et al., 2008)
  – Using behavioural economic task we have shown that blood donors are generally motivated by warm glow (Ferguson et al, *in press*)
New Scales to Index Warm-Glow and Reluctant Altruism In Blood Donors

- **Impure Altruism (7 items: $\alpha = .83$)**
  - I would feel good about myself after donating blood
  - I would feel proud by helping people

- **Self Regarding (7 items: $\alpha = .82$)**
  - I would want to let my friends know that I am a good, kind person

- **Kinship (3 items: $\alpha = .89$)**
  - if I gave blood there is more of a chance of close relatives receiving it if they need it

- **Egalitarian Warm-Glow (4 items: $\alpha = .79$)**
  - I believe donating blood is a personally rewarding experience
  - by donating blood I can give back to the community

- **Reluctant Altruism (3 items: $\alpha = .64$)**
  - I cannot trust others to donate blood
  - so few other people donate blood someone has to
Motivation and Demographics

• Sex
  – Males more likely to endorse self-orientation and reluctant altruism

• Age
  – Younger people are less likely to endorse a self-orientation
Donor Career and Reluctant Altruism

• Current donors
  – Reluctant altruism is the only predictor of intentions to donate

• Non-Donors
  – Warm-glow, impure altruism, kinship and reluctant altruism are all significant predictors of intentions to donate
Internal and External Situational Awareness

• Situational Awareness
  – Awareness of internal and external environments
    • External may reflect distraction
    • Internal reflects somatic focus
    • No somatosensory amplification

• Used widely in medical education
  – Select Doctors with particular skills to monitor environments

• Theories of Fainting
  – If externally focused more likely to faint (Coiffi, 1991)
Index of Awareness

- External Awareness (5 items: $\alpha = .69$)
  - Music playing
- Somatic awareness (3 items: $\alpha = .72$)
  - Your heart beat
- Physical Pain Awareness (2 items: $\alpha = .65$)
  - Your arm from which the blood was being draw
Awareness and the Donors Career

• 1st time donors & novice donors
  – Personality (Neuroticism, Extraversion) predicts external, somatic and physical awareness

• Experienced donors
  – No Associations with personality
Poisson Path Model

- Past Donations
  - Anxiety 0.49
  - Fainting 0.02
  - Needle - Pain Awareness 0.07**
  - Somatic Awareness 0.25
  - External Awareness 0.71**

- Needle - Pain Awareness
  - Anxiety -0.02**
  - Fainting -0.03**

- Fainting
  - Anxiety 0.03
  - Future Donations -0.17*

- Future Donations
  - Anxiety 0.06

**Significant at the .01 level
*Significant at the .05 level
Blood Donor Cycle

- **DONOR Call**
  - **TEMPORARY**
  - **PERMINANT**
  - **Q’ed**
  - **DONATE**
  - **RECOVERY**
  - **WELCOME & RETENETION:** Situational Awareness
  - **FAINT**
  - **PAIN AWARENESS**
  - **NEVER RETURN**

- **CURRENT DONORS, Reluctant Altruism**
- **Non-Donors, Reluctant Altruism, Warm-glow, impure altruism, kinship**

- **LEAVE**
Some Conclusions: Interventions

• Call
  – Normative Messages for Reluctant Altruism
    • 95% do not donate so we need you!

• Welcome and Retention
  – Situational Awareness
    • Pain from the needle predicts fainting
      – Local anaesthesia
      – Relaxation methods
References


• Ferguson, E., Atsma, F., de Kort, W., & Veldhuizen, I. (2012) Exploring the Pattern of Blood Donor Beliefs in First Time, Novice and Experienced Donors: Differentiating Reluctant Altruism, Pure Altruism, Impure Altruism and Warm-Glow *Transfusion*

• Ferguson, E, Taylor, M., Keatly, D., Flynn, N., & Lawrence, C. (In press) Blood Donors’ Helping Behavior is Driven by Warm Glow More Evidence For the Blood Donor Benevolence Hypothesis. *Transfusion*