ATTITUDES TOWARD CHARITABLE ORGANIZATIONS (ACO)

Reference:

Description of Measure:
A 5-item measure of respondents’ attitudes toward charitable organizations or non-profit organizations that aim to help individuals. Respondents answer each item on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Note: The ACO was published together with the Attitudes toward Helping Others scale (AHO). For a description of the AHO, please see the AHO page on this website.

Abstracts of Selected Related Articles:


Marketing concepts such as corporate identity, image, and branding are important strategies for nonprofit organizations. In particular, brand personality has been advocated by practitioners but has not been empirically investigated in the nonprofit context. According to social exchange theory and trust, the authors argue that nonprofit stakeholders perceive nonprofit organizations at an abstract level because of the organizations’ intangibility and social ideals. This study develops and refines a parsimonious measure of brand personality specifically for the nonprofit context. The authors conduct a series of six multimethod studies of nonprofit stakeholders to validate the role of brand personality in nonprofit organizations. The results yield four dimensions of brand personality for nonprofits: integrity, nurturance, sophistication, and ruggedness. Thus, current and potential donors ascribe personality traits to nonprofit organizations and differentiate between nonprofits on the basis of the organizations’ personality. Finally, nonprofit brand personality may influence potential donors’ likelihood to contribute.


This paper presents the development and validation of new measurement tools to explore self-efficacy toward service and toward civic participation. We developed and
administered a survey to 851 students in an AACSB-accredited college of business at a comprehensive public university located in the Midwest. Traditional scale development methodologies plus confirmatory factor analysis and simultaneous factor analysis in several populations were used to analyze both a primary sample and a hold back sample. Results strongly support the validity and reliability of the survey instrument. Future use for the instrument includes verification of the effectiveness of pedagogies designed to increase self-efficacy toward service and motivation for civic participation in business students.


The relationship between altruism and antisocial behavior has received limited attention because altruism and antisocial behavior tend to be studied and discussed in distinct literatures. Our research bridges these literatures by focusing on three fundamental questions. First, are altruism and antisocial behavior opposite ends of a single dimension, or can they coexist in the same individual? Second, do altruism and antisocial behavior have the same or distinct etiologies? Third, do they stem from the same or from distinct aspects of a person’s personality? Our findings indicate that altruism and antisocial behavior are uncorrelated tendencies stemming from different sources. Whereas altruism was linked primarily to shared (i.e., familial) environments, unique (i.e., nonfamilial) environments, and personality traits reflecting positive emotionality, antisocial behavior was linked primarily to genes, unique environments, and personality traits reflecting negative emotionality and a lack of constraint.

Scale: Contact author for permission to use items.