

## **Personal Biography as Brand Story of Charity Organization: Narrative Persuasion and Moral Emotion**

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### **ABSTRACT**

Many charity organizations were founded by or in memory of great personalities. In story marketing research, however, the larger than life stories of founders used as the brand stories of charity organizations were seldom addressed. This study filled this research gap. Based on narrative transportation and moral emotion research traditions, this study investigates the narrative persuasive effect of personal biography as brand story on the mediating role of compassion, the negatively valenced and other-directed moral emotion, and subsequent altruistic intentions of viewers. The results showed that narrative transportation was positively related to compassion, compassion was positively related to charitable message attitude, and both were positively related to donation and message forwarding intentions. Need for affect is a trait that was correlated with both transportation and compassion.

**Keywords:** Narrative Transportation, Moral Emotion, Compassion, Need for Affect, Story Marketing.

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## 1. INTRODUCTION

Strong and enduring brands use the power of story to create brand building worlds [1, 2]. Brand story can be a very powerful marketing tool and increasingly applied to devise branding strategies. Marketers use corporate stories to communicate with consumers and induce their emotional connections with brands and products [2, 3]. Just think of those world famous brands such as *La Mer* and *Chanel*. On their respective official websites, *La Mer* told a story of a physicist, who suffered severe burns, had spent 12 years with 6,000 experiments to create its main product *Crème de la Mer* (<http://www.cremedelamer.com/heritage>); and *Chanel* detailed their founder, an orphan girl of humble origins, who overcame the odds to finally succeed in the high fashion industry (<http://inside.chanel.com/en/coco>). The story-branding process helps customers understand the brand's origin, the brand founder's entrepreneurial process, and the brand's market standings [4]. These inspiring stories also effectively convey the values of their brands and the spirit of their products to the consumers [5].

However, there is another type of brand story or brand biography that does not tell the story of how a successful business is built or innovative product invented, but the personal biography of a real person, who inspires people and hopefully mobilizes them to join his or her social cause. For instance, Jackie Robinson was the first African American to play Major League Baseball and break the segregation barrier of relegating black players to the Negro leagues. After his death, his widow founded a non-profit organization which gives scholarships to minority youth for higher education. His larger-than-life story has the power to touch the hearts of millions and serves as an effective brand story for this foundation (<http://www.jackierobinson.org/timeline>). In Taiwan, the famous writer Liu Hsia, who suffered rheumatic arthritis and had been wheelchair-bound since childhood (<https://eden.international/index.php>), as well as Cheng Fong-Shi, who was born physically disabled and worked his way up through academics to become an educator (<https://www.cfh.org.tw/>), both founded social welfare foundations that serve the disabled like them.

It seems like most of the marketing practices of personal biographies as brand stories are from charity organizations. However, to the best of the authors' knowledge, there is still no academic research conducted to explicate the underlying persuasive mechanism of this practice. Drawn from the narrative persuasion research tradition, the effects of a story (or narrative) reside in their ability to transport readers or viewers into story-constructed worlds and, in turn, the consistent beliefs and attitudes of these worlds will be accepted [6]. Furthermore, the transportation effects of a story can enhance persuasion by eliciting strong affective reactions [6-9], because most humanitarian stories are personal, emotional, and attractive to the donor's sense of generosity and altruism [10]. In other words, if the targeted donors find the story attractive, they engage with the character to guide them to support the charity that tells the story [11].

In the philanthropic story, this study suggests that compassion would be evoked. Compassion is elicited by the perception of suffering or sorrow in another person [12]. Compassion as moral emotion should also make viewers form a positive attitude toward the organization's message [13]. Compassion as well as positive ad message attitude leads to such altruistic helping intentions of donation, and in online context, forwarding the message [14-16].

Since emotional reactions were affected more strongly by narrative evidence [17, 18] and brand story by its very nature is to develop emotional bonds with consumers and create consistent brand images [5], the effectiveness of story marketing should not be uniform to all individuals. People high in need for affect, i.e. those who actively seek out emotional situations and tend to intensify their emotional experiences in such situations [19, 20], are more likely to respond to emotional content in a narrative [21].

Narrative transportation as a theoretical foundation has been adopted in many persuasion research disciplines, such as entertainment-education, health communication, and advertising [7-9], but applied to study of brand story is scant. Further, integrating key variables of moral emotion theory [12] into transportation study is still lacking. Therefore, the present research fills these research gaps and proposes the persuasive framework that investigates key constructs of successful campaigns of charity organizations. The remainder of the paper is organized as follows. The next section reviews related literature on brand story, narrative transportation, moral emotion, and need for affect, as well as proposes research models and hypotheses. The third section describes the research methodology and presents the results of data analysis. The fourth section discusses the study's key findings, followed by implications, limitations, and suggestions for future research.

## **2. THEORETICAL FOUNDATIONS AND HYPOTHESES**

### **2.1. Brand Story and Narrative Transportation**

A brand is ultimately a perceptual entity, associations, feelings, imagery, symbolism, that exists in consumers' mind and hearts [2]. Storied brands come to represent attractive mythological worlds with their myths, symbols and values, which could maintain and strengthen the identity, personality and emotional connection between brands and target audience [2]. Previous study indicated that consumers form strong emotional connections with brands, even thinking of some brands as friends or family members [22, 23].

Storytelling is a natural and attractive way to communicate with a target audience [3]; people like to "live" stories and get information about brands and organizations by way of such narratives [11, 18, 24, 25]. A story (or narrative) is an account of events occurring over time with plots and characters, which contains different pieces of information structured in a specific order that makes sense to the

audience and guides them through a journey with the characters [11, 25]. Our experience of human affairs comes to take the form of narratives [26]. Stories help people interpret and create meanings for the world around them, which can be an effective tool for persuading [27]. From an organizational culture perspective, there is an abundance of stories that can be told in building and promoting sustainable business operations. These stories may not only derive from the founders or chief executives, but also from employees and even customers' experiences. Gradually, the stories that circulate in and around the organization paint a picture of the company's culture and values. By using them externally, they are powerful advertising appeals for what the brand stands for [5], because brands are therefore creating meaningful connections with consumers [13, 28].

A brand story is increasingly becoming an effective approach to communicate with an audience and accordingly enhance ad effectiveness [4]. In the study of underdog effect, Parahia and colleagues [29] proposed that brand biographies apply personal narratives to depict a historical context of the events that have delivered the brand, chronicling its origins, life experiences, and evolution. Stories create emotional connections and understanding with receivers, which increases comprehension, communication, and judgment [3]. Because stories are charming and enduring, the storytelling approach enables charity service organizations to arouse donors' emotions, which leads to their support for those in need [11, 18]. For some philanthropic organizations, the founders themselves are the deprived, whose life stories touch the hearts of millions. These touching stories may be the most powerful marketing tools, capable of inspiring and attracting people to join their cause. These founders personally experienced the challenges of life's misfortunes and genuinely understand the hardships of the less privileged they intended to serve.

The effects of story can be explained by narrative persuasion, one of the widely adopted theories is that of narrative transportation [6]. The term transportation is based on the metaphor that readers undertake a mental journey into the world of a narrative [30]. Transportation is conceptualized as a convergent mental process in which a reader's attention, imagery, and emotion become focused on the events occurring in a story, the more a reader is transported by a story, the more he or she will come to hold beliefs consistent with it [6]. Appel and Richter [21] explicated the persuasive mechanism of transportation because transportation may reduce basic cognitive and elaborative activities that underlie resistance to persuasion [31], go along with a vivid mental simulation of the events described in a narrative [28], and involve strong emotional experiences that can facilitate narrative persuasion via positive mood [7]. When consumers encounter a brand story, they produce few counterarguments and focus their cognitive capacities on story-cued product information, with elevated emotions [3, 32].

## **2.2. Compassion as a Moral Emotion**

Emotions of individuals are responses to perceived changes, threats, or

opportunities from the outside world. This occurs presumably because quick and reliable emotional responses were a necessity for human's evolution to adapt to their environment [33, 34]. The emotions elicited are mostly stimuli of which one's personal interests are directly affected. However, humans appear to devote a considerable portion of their emotional life reacting to social events that do not directly affect themselves. Applying to the concept of moral rules and judgments [35], Haidt [12] proposed and defined moral emotions as those "linked to the interests or welfare either of society as a whole or at least of persons other than the judge or agent" [12] (p. 276). He further identified moral emotions by two criteria: self-interest or disinterest (situations that do or do not directly harm/benefit the self) and low or high pro-sociality of action tendency (the degree to which an emotion's action tendencies are prosocial) [12]. According to these two criteria, the most prototypical moral emotions are righteous anger, guilt, elevation and compassion [12]. The moral emotions are important for society at large because they provide the motivational force to do good and to avoid bad [36, 37].

One of the most typical moral functions of negatively valenced other-directed emotion is compassion. Compassion is the only "other-suffering" moral emotion family categorized by Haidt [12] and high on both criteria of disinterest and prosocial tendency. Compassion is elicited by the perception of suffering or sorrow in another person, and can be defined as the feeling that arises in witnessing another's suffering and that motivates a subsequent desire to help [12, 33, 38]. Compassion is a key moral emotion of liberal modernity [39], which makes people want to help, comfort, or otherwise alleviate the suffering of the other [40].

Haidt [12] argued that compassion is conceptually different from empathy, which refers to the vicarious experience of another's emotions [33]. Compassion and distress can be both elicited by empathetic concern, but experience of compassion leads to behaviors that reduce the others' suffering, whereas distress leads to actions (e.g., escape) that reduce one's own suffering. Goetz and colleagues [41] proposed that psychological terms such as sympathy, pity, and empathic concern are in the family of compassion-related states. Nevertheless, the implication is that compassion should be sensitive to appraisals of deservingness and to whether or not the person suffering is altruistic and of good character [41].

A story can enhance persuasion by eliciting strong affective reactions [6-9] and by encouraging consumers to connect the advertised brand to themselves [28]. Narratives elicit positive affective reactions to marketing stimuli and hence induce holistic processing of information. For philanthropic messages, empirical investigations confirmed that emotional reactions were affected more strongly by narrative evidence [17, 18]. Being attracted to a narrative can stimulate compassion, because readers start up a thought-experiment with the narrator to imagine how it would be to be in the shoes of a particular character, with certain motives, under certain circumstances, and matching certain criteria [42]. That would explain why

narrative transportation can result in an expanding of readers' consciousness [42]. This view means that all of us live out narratives and tend to understand our own lives and others' lives of (painful) experiences and behaviors. As far as compassion is concerned, the role of narrative is particularly important, because these tragic narratives trigger embodied rules for our sentimental and compassionate behavior [43]. These findings suggest that when viewers are deeply transported by life stories of struggles and final triumphs, their corresponding emotion and compassion should be evoked.

**H1** Narrative transportation of disprivileged personal biography of charity organization is positively related to compassion.

### **2.3. Need for Affect**

Need for affect is defined as the "general motivation of people to approach or avoid situations and activities that are emotion inducing for themselves and others" [20] (p. 585). Individuals high in need are open to experiencing strong emotions and more aware of emotions, making them more adept at understanding and utilizing their emotions [20]. Since individuals high in need for affect have a strong disposition to approach emotions, greater persuasion effect would result from an affect-based message [44]. For brand story, need for affect facilitates the experience of being transported into the mental world of the narrative. An intense experience of transportation, in turn, should enhance the persuasive impact of narrative information on readers' beliefs and attitudes [19, 21]. Need for affect is one of the personality predictors that can explain individual differences in narrative persuasion.

**H2** Need for affect is positively related to narrative transportation.

Need for affect has been described as a personality trait [21] or trait-like meta-emotion, that is, a generalized attitude regarding one's own primary emotions [20]. It is the disposition to approach emotions [19, 21]. People who are higher in need for affect also show higher coherence between their affective reactions to an attitude object and their overall attitude than people with lower need for affect [45]. Therefore, the compassion of individuals high in need for affect should be stronger.

**H3** Need for affect is positively related to compassion.

### **2.4. Compassion, Message Attitude and Behavioral Intention**

Advertising research is consistent in reporting that affective responses lead to a positive attitude toward advertisement. In the marketing and advertising literature, advertising-induced emotions are known to influence consumer responses such as brand attitudes [46]. Empathetic sharing of (or being hooked by) an advertisement typically generates a positive attitude [47, 48]. This situation occurs because the viewer is absorbed by or transported into a narrative world of charity story, which naturally causes affective response.

Compassionate people want to help, comfort, or alleviate others' suffering [12, 49]. Therefore, compassionate consumers should have more interests in relevant charity information [13, 50] and exhibit stronger message attitudes. If this argument holds, compassion should predict message attitude [13]. Therefore, compassion leads to a better attitude toward the message or advertisement that contains the story of the help needed.

**H4** Compassion is positively related to attitude toward the message from the charity organization with personal biography.

Experiencing moral emotions implies that one cares about the welfare of others and often evokes a willingness to contribute to a victim's welfare [12, 40], i.e., compassion motivates the individual to take action not only to reduce undeserved suffering of the victim but also to increase his/her freedoms or rights [41]. Moral emotions significantly influence participants' purchase intention towards social-cause products, indicating that moral emotions are key factors underlying people's charitable behaviors [16].

Moral emotion is an important psychological driver of moral actions. Compassion has also been found to enhance commitment to prosocial behavior [37]. Compassion is not only an emotion, but also a virtue, indicating that developing strategies to encourage compassionate caring behaviors is important because there is evidence to suggest a connection between compassion and caring behaviors [15]. People with high compassion care more about others and perceive others' suffering more sensitively. Thus, compassionate people usually have higher motivation to do something to relieve others' suffering [15, 38] and seek remedy behaviors [14, 16], such as donation or forwarding the message about the charity whose mission is helping the disabled.

**H5a** Compassion is positively related to intention to donate.

**H5b** Compassion is positively related to forwarding intention.

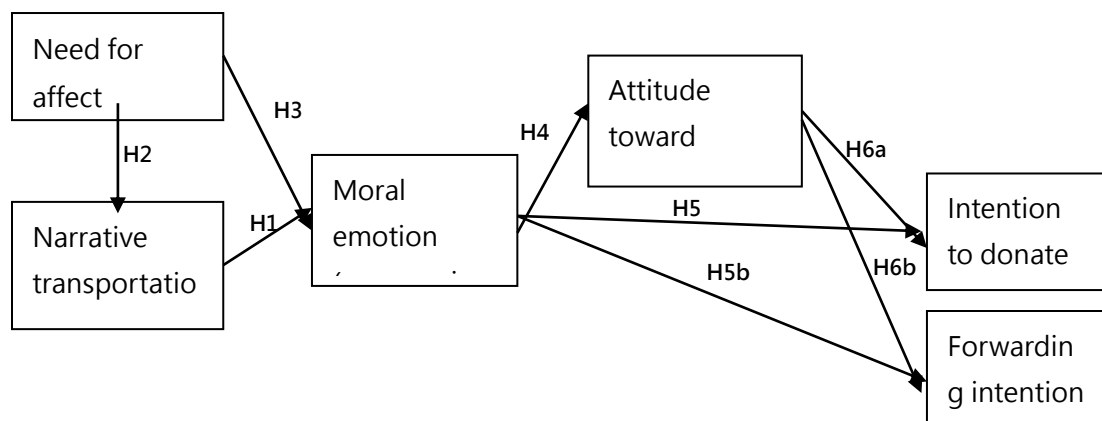
Behavioral intention is a good indicator of actual behavior [51]. Advertising research clearly has shown that positive attitude toward the advertisement leads to positive behavioral intention of the purchasing product or service of the advertised brand [52]. In this case, when the audience has better attitudes to the message or advertising of the charity, greater intention to donate to the organization and widely forward related messages should result.

**H6a** Attitude toward the message is positively related to intention to donate.

**H6b** Attitude toward the message is positively related to forwarding intention.

Past research has shown that people prefer brands that they have connections [53]. Thus, encouraging consumers to establish strong connections with brands in the marketplace is common [23]. Storytelling is one of the ways to establish strong

connections. Various scholars also have made claims about narrative's potential to evoke compassion, which would eventually lead to more prosocial behavior [42]. Based on transportation-imagery model of narrative persuasion [7, 8] and emotion model research [46-48], the present research proposes a persuasive framework that investigates key constructs of successful campaigns of charity organizations. Figure 1 shows the conceptual framework, indicating that need for affect influence narrative transportation and compassion. The framework also examines the relationship between narrative transportation and compassion. Specifically, this framework examines the question of whether or not compassion affects attitude towards message from charities and behavior intention to donate and forward charity messages. The following explains specific hypotheses concerning these relationships, together with their underlying rationale.



**Figure 1.** Research model

### 3. METHODS

An online survey was conducted that garnered responses for two life stories relating the foundation of two charity organizations (Cheng Fong-Shi and Liu Hsia) with solicitation messages (see Appendix). The story and survey questionnaire were posted online. Online respondents were first asked to select and read one of the hyperlinked pages and then fill in the questionnaire. A snowball sampling method of recruitment was used. Students, colleagues, and friends of the researchers were first contacted as an initial participant pool, and they were asked to forward the study hyperlink to people they know who may be interested in participating.

#### 3.1. Measures

When not specified otherwise, all variables are assessed by seven-point Likert scales, and responses are given on a scale ranging from 1 (strongly disagree) to 7 (strongly agree). Narrative transportation is examined using five items adapted from those of Appel, Gnambs, Richter, and Green [54] (e.g., I could picture myself in the scene of the events described in the narrative). Five statements measure compassion from the subscale of Dispositional Positive Emotion Scale (DPES) [55] (e.g., It's

important to take care of people who are vulnerable). Need for affect is examined using ten items adopted from Appel and colleagues [19], both measures of the two dimensions of the construct—approach and avoidance motivations—are included (e.g., I feel that I need to experience strong emotions regularly and If I reflect on my past, I see that I tend to be afraid of feeling emotions). Attitude toward the message is assessed by three measures—how persuasive, how informative, and how interesting—the message was [17]. The strengths of intention to forward the message to acquaintances and donate money in the future are each assessed by three items (e.g., this message is worth sharing with others and I intend to donate money to charities in the future).

Additionally, we designed one item in the survey questionnaire to determine whether or not the respondent had really read the story (i.e., identifying the right personality among four choices) before demographic profiles (gender, age, education level, and monthly income) are asked.

### **3.2. Results**

By the cut-off date, 130 and 116 respondents had completed the online questionnaire of the first and second stories respectively. A total of 38 respondents (17 and 21 each) failed to pass the manipulation checks, resulting in usable sample sizes of 113 and 95. We combined the samples for the data analysis because of the similarities of the two sets of samples in terms of their gender and age. Of these 208 respondents, there are 109 females (52.4%); the mean age range is 21–30, with 80 respondents (38.5%); college education level comprised 119 subjects (57.2%); 71 subjects have no income (34.1%) and 37 (17.8%) had a monthly income of over NT\$80,000 (US\$ 2,700).

Since the need for affect scale comprised two dimensions, the SmartPLS was chosen for statistical analysis because it is more suitable for measuring a construct with formative scales [56]. Further, it does not posit a strong requirement for large sample sizes [57]. A confirmatory factor analysis was first performed to examine the measurement model. All Cronbach's alphas of constructs are exceeding the threshold of .07, the average variance extracted (AVE) values are larger than 0.5, and the factor loadings of all items are significant and higher than 0.5 [58], indicating acceptable convergent validity of the measurement (Table 1).

**Table 1.** Reliability, composite reliability, average variance extracted and factor loading of items

Construct	Item	Factor Loading	Cronbach's $\alpha$	Composite Reliability (CR)	AVE
Transportation	TR 1	0.803	0.863	0.913	0.677
	TR 2	0.856			
	TR 3	0.781			
	TR 4	0.825			
	TR 5	0.849			
Compassion	CM 1	0.697	0.865	0.903	0.654
	CM 2	0.841			
	CM 3	0.871			
	CM 4	0.754			
	CM 5	0.865			
Need for affect – approach motivation	NAP 1	0.622	0.874	0.910	0.674
	NAP 2	0.802			
	NAP 3	0.880			
	NAP 4	0.913			
	NAP 5	0.856			
Need for affect – avoidance motivation	NAV 1	0.657	0.818	0.853	0.541
	NAV 2	0.813			
	NAV 3	0.863			
	NAV 4	0.671			
	NAV 5	0.662			
Attitude toward the message	AM 1	0.938	0.922	0.950	0.865
	AM 2	0.914			
	AM 3	0.940			
Forwarding intention	FI 1	0.931	0.928	0.954	0.875
	FI 2	0.948			
	FI 3	0.927			
Donation intention	DI 1	0.931	0.906	0.941	0.842
	DI 2	0.930			
	DI 3	0.891			

Note: Statistics of need for affect were shown with two first order constructs of approach motivation (AAP) and avoidance motivation (AAV)

Discriminant validity was assessed by examining whether the square root of AVE of each construct is larger than the correlation between constructs [57]. Since only the value of the square root of AVE of compassion (0.809) was somewhat smaller than the correlation value of compassion and message attitude (0.827), all of the other constructs were larger as expected, thus the discriminant validity can be deemed

satisfactory (Table 2).

**Table 2.** Correlations between constructs

	TR	CM	NAP	NAV	MA	FI	DI
Transportation (TR)	<b>0.822</b>						
Compassion (CM)	0.734	<b>0.809</b>					
Need for affect – approach (NAP)	0.462	0.496	<b>0.821</b>				
Need for affect – avoidance (NAV)	0.277	0.297	0.028	<b>0.735</b>			
Message attitude (MA)	0.701	0.827	0.428	0.354	<b>0.930</b>		
Forwarding intention (FI)	0.732	0.769	0.429	0.337	0.825	<b>0.935</b>	
Donation intention (DI)	0.602	0.663	0.381	0.346	0.658	0.708	<b>0.917</b>

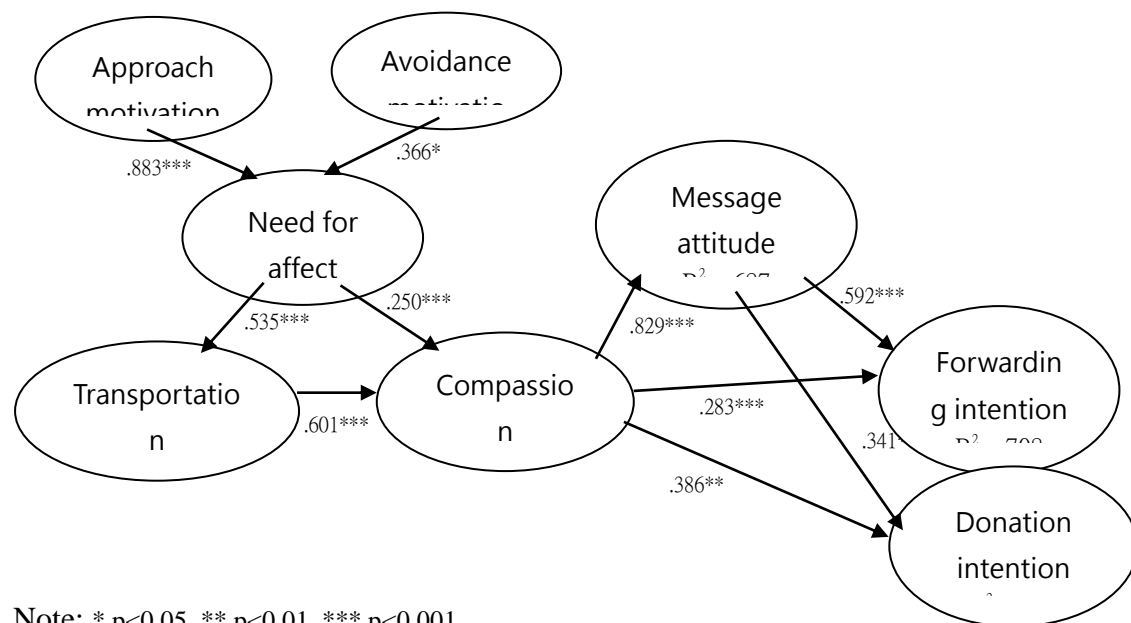
Note: Diagonal elements are square roots of the average variance extracted

Table 3 and Figure 2 provide the results of hypothesis testing. As recommended, bootstrapping with 500 subsamples was performed to test the statistical significance of each path coefficient using t-tests [57]. Transportation significantly and positively influences compassion, and need for affect influences transportation and compassion, with path coefficients of 0.601, 0.535, and 0.250 respectively. Thus, H1, H2, H3 are supported. Furthermore, compassion significantly and positively influences attitude towards message, forwarding intention, and donation intention, with path coefficient of 0.829, 0.283, and 0.386 respectively. Thus, H4, H5a, H5b are supported. Finally, attitude toward message positively related to both forwarding and donation intentions, with path coefficient of 0.592 and 0.341. Thus, H6a and H6b are supported. It is worth noting that need for affect as a formative construct is significantly related to dimensions of approach and avoidance motivations in the model. The weights of these two sub-dimensions reach 0.809 and 0.496 respectively, and both t values 10.746 and 4.594 are larger than 1.96 [57]. Further, VIF=1.016, lower than the level of 5. These data provide the evidence that approach and avoidance motivations are essential in forming the formative construct of need for affect and post no collinearity issue [59].

**Table 3.** Analysis of standardized path coefficients

	coefficient	S.E.	t-value
H1: transportation → compassion	.601	0.057	11.329***
H2: need for affect → transportation	.535	0.072	6.565***
H3: need for affect → compassion	.250	0.070	3.889***
H4: compassion → message attitude	.829	0.027	30.747***
H5a: compassion → forwarding intention	.283	0.035	3.419***
H5b: compassion → donation intention	.386	0.070	3.184**
H6a: message attitude → forwarding intention	.592	0.096	6.717***
H6b: message attitude → donation intention	.341	0.111	2.960**
R <sup>2</sup> of transportation = .286			
R <sup>2</sup> of compassion = .584			
R <sup>2</sup> of message attitude = .687			
R <sup>2</sup> of forwarding intention = .708			
R <sup>2</sup> of donation intention = .482			

Note: \*\* p<0.01, \*\*\* p<0.001



Note: \* p<0.05, \*\* p<0.01, \*\*\* p<0.001

**Figure 2.** Results of the proposed model

## 4. DISCUSSION

Brand story builds a bridge between the company and the targeted audience, addressing the emotions and the values of the organization [5]. It is a powerful marketing campaign strategy. The story told can be originated from various sources; the potential persuasive effectiveness, however, resides in if the storytelling transports the consumers into its constructed world. This study has empirically investigated the

effects of struggles and final triumphs of less privileged personalities related to the founding of charity organizations. Their larger-than-life biographies were adapted as a kind of brand story, which developed emotional bonds with consumers and created consistent brand images. The empirical evidence showed that moral emotion of compassion is elicited from the stories when the viewers are deeply transported, consistent with previous findings that emotional reactions were affected more strongly by narrative appeals [21].

One of the contributions of the study is to verify the relationship of narrative persuasion and moral emotion research tradition. From an evolutionary psychology point of view, deservingness is central to the appraisal processes that give rise to compassion [41]. The stories of people with good character “unfairly” suffering and rising above the adversity to do many good things will elicit empathetic feeling from the viewers, a distinct emotion and emotional trait different from those negative feelings of distress and sadness. The study also enriches the development of moral functions of negatively valenced other-directed emotions, which is understudied and should be redressed in line with the positive psychology trend [59]. Finally, a review of the charity literature indicates that most studies have been conducted in the context of Western countries [60]. This research expands the relevance of previous works by examining a non-Western background [37].

Our results complement findings on the influence of the need for affect as one of the personality predispositions of the viewers in the persuasion through affect-based messages of storytelling [21, 44]. Further, moral emotions as distinct emotional reactions are also impacted by need for affect. The study broadened the research scope in this area.

Compassion positively affected attitudes towards the message which, in turn, increased donation and forwarding intentions. Consistent with previous advertising research, message attitude is positively related to behavioral intentions [61] for donating or forwarding the message. The practical implication of this study is charities that incorporate these story marketing techniques appeal to moral emotions, which is key to engaging consumers and motivating them toward desirable behaviors [18]. Thus, through story marketing, charities likely stand a better chance in the charitable fundraising competition.

## **5. LIMITATIONS AND FUTURE RESEARCH**

This study employed the survey research method with a convenience sample. Causal relationships of the variables under investigation cannot be asserted, which is one of the limitations of the research. The personalities used are well-known figures, most respondents recognize their names as well as their stories. This factor might have confounded the outcomes and can be seen as another limitation of the research. The stories may have also evoked other moral emotions that can spark non

self-interested prosocial action tendency, such as anger, guilt, or elevation [12], which have not been thoroughly investigated. However, for charitable donation, compassion should have been the dominant affect state.

Since different story structures can evoke different emotions [62], emphasizing different aspects of storytelling may have distinct persuasive effects. This is definitely a research topic worthy of investigating. Future research could empirically investigate if elements of a personal life story, including story archetypes, roles and characters, and representation of actors and characters, could lead to revolutionary movements in some aspects of conventional storytelling for charity organizations [11]. It is also recommended to researchers to examine a storytelling genre called restorative narratives [63]. Restorative narratives show how people are making meaningful progression from despair to resilience, highlighting signs of renewal and resilience [63]. Instead of focusing on the downsides associated with instances of tragedy, restorative narratives emphasize the experiences of hope and progression [62]. The final triumph stories of charity organization founders or in memory of these personalities, in a sense, can be categorized as restorative narratives which inspire thousands or millions of people. Moreover, indirect effects of the narrative on the willingness to help through these emotional responses should be more thoroughly investigated in the future.

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## APPENDIX

### Cheng Fong-Shi

Cheng Fong-Shi was born with both legs below the knee severely deformed. His mother was so shocked and distraught after giving birth that she thought of literally

disposing of him, because it seemed hopeless for a poor family during that era to raise a physically disabled child. He was eventually abandoned at the age of six and forced to rely on the patronage of an old street performer to make a living, later going on to help raise chickens and ducks, and then living on his own by the age of eight. Despite leading such a miserable life with such great odds stacked against him, Mr. Cheng never gave up. Eventually, driven by diligence, perseverance and determination, he was able to work his way up through the ranks of academics. After graduating from university with a law degree, he decided to return to his home town where he served as a middle school teacher. He was happily married and had two daughters. Unfortunately, hepatitis claimed his life at the age of 31.

In memorial of Mr. Cheng's spirit of fighting and perseverance, his widow founded the Cheng Fong-Shi Cultural and Education Foundation in 1977. This was one of the first charity foundations in Taiwan devoted to serving the physically and mentally disabled. Major services include raising and awarding scholarships to economically underprivileged and disabled students, as well as recruiting kind and caring people to foster those students.

Join the cause of the foundation and your donation will make a huge difference for the people served.

### **Liu Hsia**

Liu Hsia was a famous Taiwanese writer who was diagnosed with rheumatic arthritis at the age of 12. Her condition ended her formal education and required the use of a wheelchair for life. The long-term illness was devastating for a teenage girl, but Ms. Liu was not stricken down by the misfortune and remained determined to become a writer. Though the sickness impaired her knuckles and made writing a daunting task, she accomplished many bestselling books and was honored as one of the Top Ten Outstanding Women in 1980. Her pen name Hsinglintzu is an allusion to a lifetime spent in and out of hospitals.

Personally experiencing the challenges and hardships of those living with disabilities, Ms. Liu decided to create a place where the disabled are truly cared for and loved. In 1982, she donated her income from publishing and founded the Garden of Eden in Dreams, a social welfare foundation to serve persons with disabilities as well as other socially marginalized groups. Services now provided by Eden include vocational training, career opportunities and employment, rehabilitation, long-term care, new immigrant assistance, and community reconstruction for disaster victims.

Join the cause of the foundation and your donation will make a huge difference for the people served.