

USING SERIOUS LEISURE THEORY TO UNDERSTAND CHARITY  
RUNNERS' MOTIVATIONS, SOCIAL RELATIONS, AND EXPERIENCES

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## **ABSTRACT**

### **USING SERIOUS LEISURE THEORY TO UNDERSTAND CHARITY RUNNERS' MOTIVATIONS, SOCIAL RELATIONS, AND EXPERIENCES**

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**February 2023, 122 pages**

Running in marathons by non-professional athletes for a cause has attracted the attention of researchers, the athletic community, and ordinary citizens in recent decades. However, studies examining these charity runners are limited. Therefore, this study aimed to understand the motivations to participate in a charity event and charity runners' experiences and social relationships within serious leisure theory. As a secondary aim, perceptions of the participants toward their charity organization's management strategies were examined. This qualitative study collected data from 11 charity runners (7 men, 4 women) of the Middle East Technical University (METU) Alumni Association (İstanbul branch) via semi-structured interviews, participatory observation, and document analysis. Data were transcribed into verbatim transcripts and then analyzed. Findings indicated that in addition to altruistic motivations, charity runners have numerous reasons to participate in charity running, including sports, socialization, and nature. These motivations are also indicators of serious leisure concept. Hence, this study was expected to expand serious leisure literature and shed

light on charity runners' leisure behaviors. Results uncovered that charity runners socialize for networking or solidarity and might either run or fundraise seriously. Results also demonstrated that charity runners intend to fund the students and research more due to insufficient public funding. Findings were expected to reorient management strategies towards charity running. Finally, the results of this study may be convenient for the effective use of funds raised.

**Keywords:** Running for a Cause, Marathon, Charitable Organizations, Participation Motivation

## ÖZ

### YARDIMSEVERLİK KOŞUCULARININ MOTİVASYONLARINI, SOSYAL İLİŞKİLERİNİ VE DENEYİMLERİNİ ANLAMAK İÇİN CİDDİ SERBEST ZAMAN KURAMININ KULLANILMASI

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Maratonlarda profesyonel olmayan atletlerin bir amaç için koşması, son birkaç on yıldan beri araştırmacıların, spor camiasının ve vatandaşların dikkatlerini üzerine çekmiştir. Ancak, bu yardımseverlik koşucularını inceleyen çalışmalar sınırlı kalmıştır. Bu sebeple, bu çalışmanın amacı yardımseverlik koşucularının yardımseverlik etkinliklerine katılma motivasyonlarını, deneyimlerini ve sosyal ilişkilerini ciddi serbest zaman kuramı kapsamında anlamaktır. İkincil bir amaç olarak yardım kurumlarının yönetim stratejilerine dair katılımcıların algılarını incelemektir. Bu nitel çalışmada, İstanbul Orta Doğu Teknik Üniversitesi (ODTÜ) Mezunları Derneği'nin 11 yardımseverlik koşucularından (7 erkek, 4 kadın) yarı yapılandırılmış görüşmeler, katılımcı gözlem ve doküman analizi yoluyla veri toplanmıştır. Veriler kelimesi kelimesine transkriptlere aktarılmış, ardından analiz edilmiştir. Bulgular, özgecil motivasyonlara ek olarak, yardımseverlik koşucularının yardımseverlik koşularına katılmak için spor, sosyalleşme, doğa gibi çok sayıda sebebi olduğunu gösterdi. Bu sebepler aynı zamanda ciddi serbest zaman kavramını da işaret eder



niteliktedir. Bu nedenle, bu çalışmanın ciddi serbest zaman literatürünü genişletmesi ve yardımsever koşucuların serbest zaman davranışlarına ışık tutması beklenmektedir. Sonuçlar, yardımseverlik koşucularının ağ oluşturma ve dayanışma sebepleriyle sosyalleştiğini ve ciddi koşucu veya ciddi bağış toplayıcı gibi rollerinin olabildiğini ortaya çıkarmıştır. Sonuçlar, aynı zamanda yardımseverlerin yetersiz kamu finansmanı nedeniyle öğrencileri ve araştırmaları daha fazla finanse etme niyetinde olduklarını da göstermiştir. Bulguların, yardımseverlik koşularıyla ilgili geliştirilen yönetim stratejilerine yön vermesi beklenmektedir. Son olarak, bu çalışmanın sonuçları toplanan fonların etkin kullanımı için kullanışlı olabilir.

**Anahtar Kelimeler:** Bir Amaç için Koşmak, Maraton, Yardım Kuruluşları, Katılım Motivasyonu

*To Atlas.*

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## LIST OF ABBREVIATIONS

CLT	Construal Level Theory
IPA	Interpretative Phenomenological Analysis
METU	Middle East Technical University
NGO	Non-Governmental Organization
ODTÜMİST	Middle East Technical University Alumni Association in Istanbul
OECD	Organization for Economic Co-operation and Development
USA	United States of America

## **CHAPTER I**

### **INTRODUCTION**

Charitable giving is considered as an altruistic motivation. Yet is it limited to altruism or philanthropy? People can be motivated by too many incidents or factors during their lives. Helping the ones in need can be considered one of these motivating factors. This can be explained with, however, not limited to altruism term. Trivers (1971) defined altruistic behavior as the "...behavior that benefits another organism.". Even though other motivations can lead people to help others, altruism can be considered the core motivation.

There are too many ways of satisfying altruistic behavior, such as leaving food and water at the doorstep for street animals, volunteering for an event, or even rescuing somebody from a flood stemming from the desire to help others (Kaplan, 2000).

Running in marathons for altruistic reasons is a new phenomenon. The purpose of running may be donating against lung cancer, creating awareness for environmental pollution, or finding a scholarship for the students. In this way, they not only enjoy physical activity but also help the ones in need. Most marathons include these "charitable organizations," and too many people participate in these organizations.

Charity sports events, including physical activity, can be used to leverage retention and charitable aims (Hendriks & Peelen, 2013). Research exhibited that participants might have various reasons to participate in charity sports events apart from altruism. For instance, because charity sports events include physical activity or wellness (Hendriks & Peelen, 2013; Jeffery & Butryn, 2012; Nettleton & Hardey, 2006; Palmer & Dwyer, 2020), participants can have the desire to participate in physical activity. Palmer and Dwyer (2020) defined this type of participation as "Fitness Philanthropy." In addition, Nettleton and Hardey (2006) emphasized the

health aspect of the charity sports event and described the participants as “charitable bodies.”

Since charity sports events are functioning with mass participation (Goodwin et al., 2017; Jeffery & Butryn, 2012; Palmer & Dwyer, 2020), the social part of it cannot be oversimplified. Goodwin et al. (2017) alleged that the social motivations of participants increase participation and socialization have correlations with the cause. Similarly, Palmer and Dwyer (2020) found that the social aspect of charity sports events significantly affects attendance, health, and altruism. As some sports-based charity events require challenges and endurance, social support (Jeffery & Butryn, 2012) bears importance among participants.

Webber (2004) asserted that private benefits are among the motivations of participants to involve. He clarified the benefits of participating in business networking and enjoying the event. The social climate in charity communities is generally regarded as “prestigious.” Hence, he considered business networking as a natural consequence. For some participants, the event can be a reason for joy, similar to participants with physical activity motivations. In either case, participants may seek personal benefits.

Charity sporting events add value to the cities where they are organized. Hence, it’s no surprise that civic citizenship in urban life (Nettleton & Hardey, 2006; Palmer & Dwyer, 2020) plays a role in participating in charity sports events. Especially some marathons are identified with the hosting cities. In Nettleton and Hardey's (2006) example, participants embrace the London marathon as being “active citizens.” From another point of view, Palmer and Dwyer (2020) defined citizens’ participation as “civic engagement.” They concluded that active citizenship is related to civic engagement and charities.

Charitable organizations benefit marathons by increasing recognition and participation (Nettleton & Hardey, 2006). For this reason, marathons began adopting and supporting these organizations and benefiting from their power. They even allocate booths for these charitable organizations. Hanc (2016) informed that approximately 17 % of the New York City Marathon’s 49,617 finishers in 2015 were charity runners that signed up for 340 charitable organizations.

Today, charity runners devote a considerable amount of their leisure for training and fundraising activities; in other words, they are attached to charity running (Filo et al., 2009). This signifies that those activities can fit into the serious leisure concept (Stebbins, 2007). Serious leisure is a concept that enables understanding people's leisure pursuits by discriminating it from casual and project-based leisure.

Stebbins (1997) defined casual leisure as a quick, inherently satisfying, and delightful activity requiring minor or less practice. Further, he described project-based leisure as a brief, somewhat difficult, one-time, irregular but uncommon, creative commitment done in free time (Stebbins, 2005). Serious leisure, however, requires more from the participants than the previous two concepts. Its demanding perseverance, high-level of effort, distinctive ethos, long-lasting advantages, and affinity with the endeavor discriminates it from other leisure forms (Stebbins, 2015).

Serious leisure is vastly used to understand the leisure behaviors of participants in various domains, including physical activity, tourism, volunteering, etc. In detail, it was used to define the leisure behaviors of triathletes (Kennelly et al., 2013; Ma et al., 2022) and marathon (Beaton et al., 2011; Getz & Andersson, 2010; Tian et al., 2020) runners previously. This brings the idea that serious leisure theory may help profoundly understand charity runners' motivations and experiences.

Charity-funded universities and research is a contemporary scholarly field. Research proved that public and charity funds favor university research activities (Gomes & Stavropoulou, 2019). However, government funds may be insufficient for research or funding of students. Hence, this raises the importance of charity-funded universities and students.

The number of charity-running organizations is increasing (Ricketts, 2019). However, there are rare studies that examined these organizations' participants' social relations, motivations, and experiences in detail. In addition, the serious leisure concept was discussed in triathlon (Kennelly et al., 2013; Ma et al., 2022) and marathon (Beaton et al., 2011; Getz & Andersson, 2010; Tian et al., 2020) participants. However, no study explored charity runners in terms of serious leisure concept. Understanding whether the serious leisure concept has any role in charity runners' participation motivations may contribute to the related body of literature. Acquiring

knowledge of the management strategies of a charity running organization can guide the charity organizations and managers for more effective management of their charities. Lastly, understanding charities' funding of university students may fill the financial gaps left by governments effectively. Hence, there is a need to study charitable organizations to understand participants' motivations and experiences profoundly within serious leisure theory and comprehend the management strategies of a charity running organization from its charity runners' perspectives.

### **1.1. Purpose of the Study**

This study aims to facilitate a deep understanding of a Turkish charity running organization's participants' social relationships, motivations, and experiences by applying serious leisure theory. Charity running is not all about training and participating in marathons. It includes such duties as fundraising activities, meetings, managerial activities, etc. Hence, exploring all these activities bears importance.

Because all the participants lived in the city center and graduated from the same university, this study may also shed light on the leisure practices of people in an urban context who experienced the same campus life in the past with similar social-psychological motivations. Another aim of this research is to provide a deep understanding of participants' perceptions of a charity running organization's management strategies.

### **1.2. Research Questions**

There are three research questions in this study for understanding the charity running phenomenon:

- What are the motivations and experiences of charity running participants?
- What is the impact of charity running on charity runners' social relations?
- What are the perceptions of charity runners on their charity running organization's management strategies?

### **1.3. Significance of the Study**

The significance of this study should be considered in three segments: the significance of the study for research, the significance of the study for practice, and the significance of the study for theory.

This study may contribute to the research regarding charitable organizations and their participants because it examined a charitable organization and its participants in the serious leisure context. This may help understand the charitable organizations and the participants from a different point of view. Since this research presented various aspects of charity running, it may help diversify the research questions through their experiences. This study also seeks participants' perceptions of funding universities and research activities. Information gathered from the participants can give shape to the related literature.

Charity running is a new phenomenon for Türkiye, and there is a need to research charity running participants' experiences and motivations. So that this research may guide charitable organizations to design better conditions for participants to elevate the number of participants, hence boosting the amount of the fund. Moreover, learning the motivations and needs of the charity runners may be used to retain the charity runners. Further, their funding of the university may determine the future of university funding in Türkiye. That is how this study may be significant for practice.

This study is expected to provide a different viewpoint on serious leisure literature because of a particular group's immersion in the theory. Their urban life patterns, group practices, and motivations may develop a new understanding through serious leisure.

### **1.4. Definitions of the Terms**

In support of the literature review and addressing research questions, the definitions behind were offered:

**Philanthropy:** “Voluntary action for the public good.” (Payton & Moody, 2008, p. 6)

**Altruistic Behavior:** “... behavior that benefits another organism, not closely related, while being apparently detrimental to the organism performing the behavior, benefit

and detriment being defined in terms of contribution to inclusive fitness.” (Trivers, 1971)

**Motivation:** “Motivation is the process used to allocate energy to maximize the satisfaction of needs.” (Pritchard & Ashwood, 2008)

**Fundraising:** “... creation and ongoing development of relationships between a nonprofit organization and its various donors for the purpose of increasing gift revenue to the organization.” (Lindahl, 2010, p. 4)

**Marathon:** It is a running contest that dates back to the Olympic Games held in Athens in 1896 with a distance of 42,195 meters to memorialize a Greek messenger (The Editors of Encyclopaedia, 2022).

**Alumni Association:** An organization that brings graduates of a school together by providing a connection to their school and fellow graduates (Gustavsen, 2021).

**Alum:** A gender-neutral term that defines a graduate of a school (“*Alumni*” vs. “*Alumnus*,” 2022)

**Non-Governmental Organization:** “A voluntary group of individuals or organizations, usually not affiliated with any government, that is formed to provide services or to advocate a public policy. (Karns, 2022)”

**Charitable Organization:** Although its formal definition varies in different countries because of taxation or regulations, a charitable organization is a subdivision of nonprofit organizations with philanthropic aims. Middle East Technical University Alumni Association in Istanbul (ODTÜMİST) is the charitable organization in this study.

**Charity Running:** Act of fundraising and running in the marathons or events for one or more charity organization(s).

**Serious Leisure:** "Serious leisure (as opposed to casual leisure and project-based leisure) is the systematic pursuit of an amateur, hobbyist, or volunteer activity that participants find so interesting and fulfilling that, in the typical case, they launch themselves on a (leisure) career centered on acquiring and expressing its special skills, knowledge, and experience” (Stebbins, 1992, p. 3 as cited in Stebbins, 2015).

**Serious Leisure Theory:** “A theoretic framework that synthesizes three main forms of leisure (known as serious leisure, casual leisure, and project-based leisure),



showing, at once, their distinctive features, similarities, and interrelationships (Stebbins, 2007).”

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the body of literature was reviewed in 4 sub-headings profoundly. First, research on charity organizations, then drivers of charitable giving were investigated. The third part presented serious leisure theory and studies examining leisure theory. Lastly, studies scrutinized charity running were displayed.

#### **2.1. Charitable Organizations**

Charitable giving extends back a long time. The primitive examples of charitable giving strongly relate to religions (Singer, 2008). Religions and clergy members have substantial roles in charitable organizations. Religiosity is positively associated with charitable giving and attitudes toward charity organizations (Roberts & David, 2019). Li (2017) found that religious persons are more generous givers of charity: they have higher philanthropic giving to both religious and secular groups and a more significant propensity to give.

Further, research proved that charitable giving and religious attendance are interrelated (Gruber, 2004). Each positively affects the other. Similar outcomes can be mentioned for the Turkish community. As predominantly Muslims, Turkish people emphasize altruistic behaviors with religious motivations (Singer, 2008).

Since charitable giving is related to society's development, governments develop relationships with nonprofit or charitable organizations (Tang, 2022). Either with bona fides or with the hostility of the governments, charitable organizations enjoy government subsidies and help build better communities. Governments' support of charitable organizations mostly occurs through a tax deduction. Escobar-Doran and colleagues (2010) reported that 85% of the \$915.4 million (Canadian dollars [CAD])

in total income for 369 Canadian mental health and addictions organizations came from the government, 4% from charity donations, and 11% from other sources. Governments may also have a hidden agenda for endorsing charitable organizations. Because according to Yoruk (2015), people who donate to charitable organizations tend to donate to political organizations more than people who don't choose to donate. These reasons may drive most governments to deduce taxpayers' taxes on behalf of charity organizations.

**Table 2.1**

*Limitations to Personal Income Tax Deductions Per Governments*

Country	Share of the deductible donation	Ceiling	Floor
Argentina	100%	5% of annual earnings	
Australia	100%	A deduction for a gift or contribution cannot add to or create a tax loss.	AUD 2
Austria	100%	10% of total income	
Bulgaria	100%	65% of taxable income (after the deduction)	
Czech Republic	100%	15% of taxable income	2% of the tax base or CZK 1000
Estonia	100%	EUR 1 200 and 50% of the taxable income	
Finland	100%	EUR 500 000	EUR 850
Germany	100%	20% of total amount of income	
India	50% - 100%	10% of Gross Total Income	
Indonesia	100%	5% from current net income	
Italy	100%	10% of the taxable income.	
Japan	100%	40% of total income	JPY 2000

(Table continued)

Latvia	100%	EUR 600 and 50% of the annual taxable income	
Luxembourg	100%	EUR 1 000 000 or 20% of net income	EUR 120
Mexico	100%	For donations to private institution: 7% of last year's cumulative income. For donations to governmental institutions: 4% of last year's cumulative income.	
Netherlands	100%	10% of the total income.	1% of total income and over EUR 60.
Norway	100%	NOK 50 000	NOK 500
Singapore	250%	No limits	
Slovenia	100%	0.5% of taxable revenue	
South Africa	100%	10% of taxable income	
Switzerland	100%	20% of taxable income	CHF 100
United States	100%	60% or 30% of adjusted gross income depending on the beneficiary	

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*Source.* OECD Tax Policy Studies, Taxation, and Philanthropy (OECD, 2020).

Governments' funding of charity organizations or nonprofits substantially affects the non-governmental organizations (NGO) governance. Charitable organizations depending on governments' funds may make NGO managers challenging to make crucial decisions and keep themselves away from the community (Guo, 2007; Lee & Woronkowitz, 2019). Guo (2007) concluded that policymakers should comprehend the nature of the NGOs and be careful with the possible effects of public funding on NGOs' components. In addition to the variety of funding, Hong (2012) reflected that religion, adequate personnel, and "humanized leadership" are crucial elements for managing faith-based charitable organizations. The government's

interference in charity organizations' regulations through policies and contracting can be considered obstacles to the innovative deliverance of public services (Housego & O'Brien, 2012).

Despite governments' efforts, Andreoni and Payne (2011) implied that nonprofits still need to find funds from fundraising activities. In this regard, the management of charitable organizations bears importance. Offering multiple ways of donating is one of the management strategies NGOs can use to find more funds. Other than volunteering and donations, membership is a contemporary practice for charitable organizations (Kim et al., 2021). Donors may feel privileged by being a member and enjoy membership benefits. In addition, membership is a source of annual income.

Charitable organizations support universities and research financially with the funds they raise. Charity organizations have become a severe competitor in funding universities against governments and private sectors. In numbers, charities provided 15% of research activities in the UK, following the UK government's contribution with 64% of the share in the 2015-2016 term. According to Gomes and Stavropoulou (2019), charities support research in their field of interest. This type of funding raises questions about bias. Kundu and Matthews (2019) asserted that charitable organizations' funding of university graduate dissertations comes secondary. Charitable organizations also seldom fund the same graduate theses together with private corporations (Kundu & Matthews, 2019). Kundu and Matthews (2019) interpreted this distinction as different purposes of for-profit and nonprofit sectors.

Kim and colleagues (2021) suggested different donor types, such as "pure donors, pure members, and member donors." To get more donations from these three groups, they offered some management strategies to the NGO managers:

- Offering several alternatives can be used as a way of committing to give.
- Managers shall focus on participation rather than the number of donations.
- Managers may consider long-absent donors to be new potential.
- Never quit on former members too quickly.
- Make the most of the appeals' timeliness.

Charitable organizations' transparency and accountability are essential for managers to find resources. Since the nonprofit sector is open to abuse, donors may

request to monitor (Duncan, 2004; Goktas et al., 2019) the organization and want to be sure that their donations are used for the aimed reason. Hofmann and McSwain (2013) noted that proper disclosure management of the NGOs may assist officials in comprehending how often NGOs participate in this conduct and the outcomes of it. They also deduced that donors should consider the part they can take in NGOs' liabilities and administrations. Similarly, when Dellaportas and colleagues (2012) asked the Chief Financial Officers (CFO) of NGOs about their thoughts towards accountability, the CFOs specified that donors are eager to receive information about the NGOs' "program accountability," "fiscal accountability," and "profit."

Expense ratios of charitable organizations are a part of accountability. It is a stressor for NGO managers to manage ratios (Parsons et al., 2017). Cyr and co-workers (2022) asked Canadian charity managers to understand the significance of expense ratios in charitable organizations. Their survey's findings put forth the opinions of managers being less motivated to claim an expense ratio when there are no legal constraints. Moreover, their research demonstrated that enhancing the standing of the managing body, maintaining or getting public grants, and preventing the organization's charity condition encouraged charity administrators to manage the ratio. Parallely, in Jones and Roberts's (2006) study, efficient management of the proportion of program costs to overall costs in charitable organizations was emphasized. Their data proved that nonprofit organizations employ "joint costs" to offset variations in program costs. Additively, Lee and Woronkowicz (2019) found that managers of NGOs decide how to handle surplus funds in line with the amount of cash available; as a result, agency difficulties do not adequately account for how NGOs operate excess funds. In Reddy and colleagues (2013) study examining the NGOs' financial performances, they found that large boards and significant contributors may push up NGO agency expenses.

Nonprofits may ignore branding compared to for-profit organizations (Venable et al., 2005). However, Liu and colleagues (2014) proved that "brand architecture" and "brand legitimacy" helps nonprofits mainly produce for a cause (in their example, retailing). Moreover, Venable et al. (2005) found that "integrity, nurturance, sophistication, and ruggedness" have pivotal roles in brand personality. Parallel to

branding, professionalism in management has become a must for the NGOs despite the participants' amateur spirit and volunteer motivations. Ni et al. (2017) presented that professionalism facilitates NGOs' effective use of fundraising expenses.

A different aspect of charitable organizations' management is managing human resources. The nature of human resources management is different in charitable organizations than in for-profit organizations. Because the managers are required to deal with volunteers as well as paid staff. One of the main issues that managers struggle with is balancing the financial needs of the staff (paid or volunteer) and meeting donors' expectations from the organizations on the way of organizations' causes (AbouAssi et al., 2022). Ni et al. (2017) suggested professionalization to overcome this challenge, whereas AbouAssi et al. (2022) highlighted organizational preparedness, governance, and maintaining the procurement of human resources.

Organizational participation in marathons for a cause is a new way of finding donations for charitable organizations. Nevertheless, literature examining the contributions of charity running to a charitable organization is weak.

## **2.2. Charitable Giving**

Charity organizations or charitable organizations are vital for satisfying participants' altruistic behavior. However, one's motivation for charitable giving is not limited to altruism. Comprehending the peoples' motivations to donate money to charitable organizations bears importance for charitable organizations. In their literature review, Bekkers and Wiepking (2011) defined eight mechanisms that motivate humans for charitable giving: "(a) awareness of need; (b) solicitation; (c) costs and benefits; (d) altruism; (e) reputation; (f) psychological benefits; (g) values; and (h) efficacy." These eight core mechanisms help us understand why people donate money to charitable organizations. The reasons why people donate have been a research topic for researchers and charitable organizations' managers. Ishida and Okuyama (2015) found out that charitable organizations' local identity has more importance for Japanese donors. The survey respondents reported that they associate themselves with their local NGOs more. In addition, their research yielded that the respondents were disposed to volunteer for their community.

Various variables may drive donors' giving cause, such as manners toward NGOs and altruism and reliance on the nonprofit sector (Goktas et al., 2019). Scherer and Koch's (2010) study may represent an example in which even patriotic motivations are among the reasons for charitable giving to the armed forces. Hence, it's the NGOs' duty to present a visible cause and wisely manage the donors' perceptions toward their NGOs. In contrast to positive emotions, donors' egos and materialistic motivations also have the power to affect charitable giving either affirmatively or unfavorably (Bock et al., 2018; Mathur, 2013). Further, unlike typical grateful donors, Bock et al. (2018) claimed that donors with materialistic aims can maintain their egos by donating. They explained this as an individualistic issue for egoistic donors since donating decreases ambiguity and negative emotions.

Having intrinsic or extrinsic motivations, donors may differ in whether they donate or they donate and seek the difference they made. These donors are called "impact philanthropists" (Duncan, 2004; Sherwani et al., 2021). According to Duncan (2004), impact philanthropy may result in a mutually beneficial interdependent connection amid contributors and recipients. Sherwani et al. (2021) investigated charitable giving in terms of "Construal Level Theory (CLT)," and they found that CLT and impact philanthropy resemble each other as both deal with the donors' feelings provided that their donations make any influence.

A method NGOs can use to magnetize donors would be "storytelling" (Merchant et al., 2010). This is an effective way because NGOs can show the donors why they need money directly. Moreover, research has proved that when donors would have feedback from NGOs about how their donations were used, particularly relating to the impacts of their donations on donees' personal lives, have favorable effects for the donors.

### **2.2.1. Evolvement of Charitable Giving in the Modern Era**

The transformation of charitable organizations with technological developments has opened a new era for the third sector. Rangone and Busolli (2021) introduced this new era by coining the terms "charity 4.0" and "blockchain" for



philanthropy. They also counted the outstanding benefits of blockchain as transparency, lower cost-in-use, better value chain, and faster donation.

One of the key developments in the modern world is communication technology. It indubitably influenced the ways NGOs communicate with donors and communities. It even allows giving through social media via webpages or applications designed explicitly for funding, such as GoFundMe or Donorbox. Saxton and Wang (2014) alleged that an NGOs social media power influences the number of donations it receives. In addition, they noted that social media donors generally tend to donate smaller amounts.

The Internet gives NGOs a chance to disclose their activities as well. Rossi et al. (2020) found that NGOs' offering detailed disclosures via their web pages or social media positively affects benefactors' intention to donate. Another improvement for the NGOs is that they began asking for funds from corporations and individuals. Despite this partnership's benefits, NGOs still keep their distance from the corporates by theorizing that corporates may seek quid pro quo in return for their donations (Cho & Kelly, 2014).

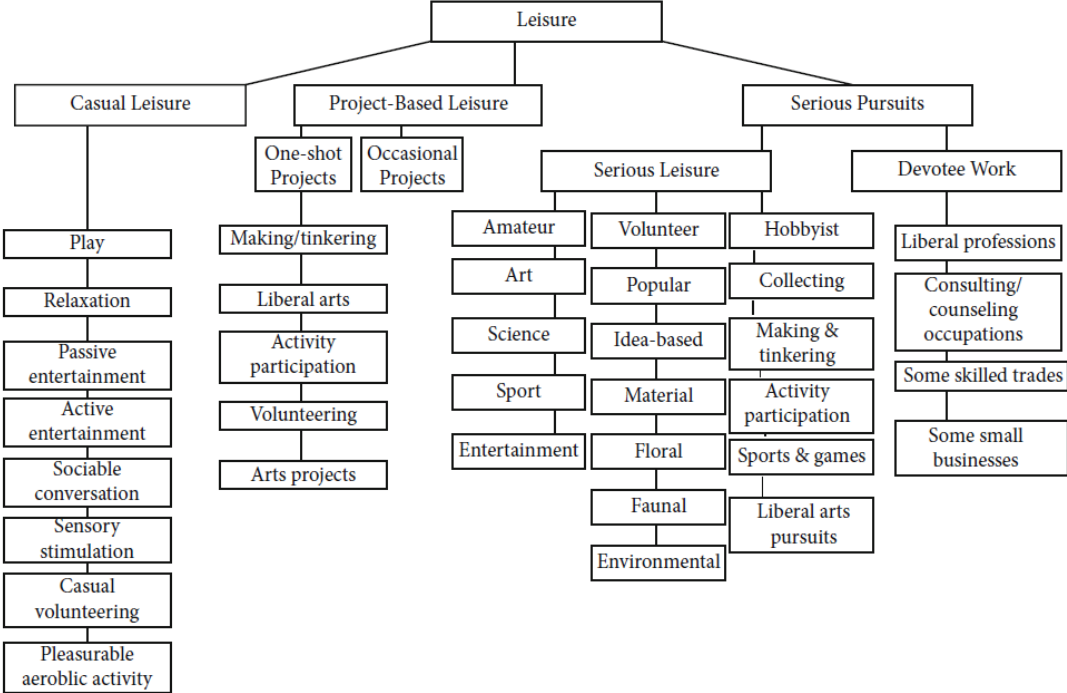
Time changed donor behaviors and perceptions as well. As a result, recent studies began focusing on NGOs' strategies to attract millennial or even generation z donors. Graca and Zwick (2020) revealed that millennials give more importance to self-image overtaking tax deductions and pushing the guilt under the rug. Gorczyca and Hartman (2017) contributed to this body of literature by adding intrinsic motivations to millennials' causes for donating. Their findings proved the associations between millennials' "attitudes toward charitable organizations and intent to donate." In addition, they recommended volunteering, which is fascinating, entertaining, and worthy to millennials, to engage and motivate this generation to boost the impact.

### **2.3. Serious Leisure**

The term "serious leisure" was coined by Stebbins (1982) first time. Since then, the concept of serious leisure has been used widely in the literature to explain the leisure behaviors of the participants. Stebbins (2020) defined leisure as "un-coerced, contextually framed activity engaged in during free time perceived as such, which

people want to do and, using their abilities and resources, actually do in either a satisfying or a fulfilling way (or both)” (p. 15). To understand the serious leisure perspective, one should realize leisure first.

People’s leisure habits have changed as the decades pass by. The amount of time they devote to leisure activities has changed as well. This brought the need for classifying the way people use their leisure time. Hence, Stebbins has segmented leisure as: “Casual Leisure,” “Project-Based Leisure,” and “Serious Pursuits.” The “Serious Pursuits” were divided into two subsegments: “Serious Leisure” and “Devotee work.”



**Figure 2.1**  
*The Serious Leisure Perspective*

Note. Figure reproduced from Hartel (2013).

Stebbins (2015) identified serious leisure as: "... the systematic pursuit of an amateur, hobbyist, or volunteer activity that participants find so interesting and fulfilling that, in the typical case, they launch themselves on a (leisure) career centered on acquiring and expressing its special skills, knowledge, and experience (Stebbins, 1992, p. 3)." What differentiates serious leisure from other types of leisure forms? Understanding the characteristics of serious leisure may help answer the question above. There are three types of serious leisure participants: "amateurs, volunteers, and hobbyists."

*Amateurs* are found in art, science, sport, and entertainment, where they are inevitably linked, one way or another, with professional counterparts who coalesce, along with the public whom the two groups share, into a three-way system of relations and relationships. By contrast, *hobbyists* lack the professional alter ego of amateurs, although they sometimes have commercial equivalents and often have small publics who take an interest in what they do. *Volunteers*, whether pursuing serious, casual, or project-based leisure, offer uncoerced help, either formally or informally, with no or, at most, token pay, for the benefit of both other people (beyond the volunteer's family) and the volunteer." (Stebbins, 2007, p. 6-8, as cited in Hartel, 2013).

The body of literature regarding serious leisure is rich with sporting events and their participants. Punch et al. (2022) proved that such traits as "rewards of winning, competition, thrill and flow" are important factors among bridge players in terms of serious leisure perspective. Hence, research examining sports and serious leisure will be undertaken after this point.

Shifts from casual leisure to serious leisure and then to devotee work can be observed for participants. In the long term, the devotee work may even be the participants' actual work. Liu et al. (2022) marked this shift among some yoga participants. They asserted that not all the devotees quit their current employment and ended their career trajectory by choosing yoga as their primary source of income. However, in terms of participation and commitment, the shifts between casual and serious leisure may be blurred and in a multi-layer shape, even in a single sports branch (Punch et al., 2022).

Serious leisure participation is not limited to younger ages. Heo et al. (2013) found that serious leisure is also valid for senior adults. Moreover, they found that attending competitive physical activities in serious leisure form improved the well-being of the old participants.

Serious leisure has substantial effects on participants' family lives. Lamont et al. (2019) conducted a study that examined spouses of endurance sports participants. Their findings presented that serious leisure participants' spouses feel absent of their partners. The spouses also shoulder the home labor and childcare in addition to their supporting roles. Lamont and colleagues (2019) concluded that these extra duties might load stress and additional responsibilities on the spouses of the athletes with serious pursuits.

Sports tourism occupies a prominent place in serious leisure studies. Green and Jones (2005) termed the junction point of serious leisure and sports tourism as "serious sports tourism." They concluded that serious sports tourism might enable attendees to (1) find a means of creating and confirming one's leisure identification, (2) look for a time and place for socializing with the ones who share the same values as the activity, (3) a time and location to greet a worthy social identification, (4) a means of advancing one's leisure "career," and (5) a means of indicating one's career ladder. Research has proven that many "serious sports tourists" go on travel careers focused on competitive tournaments. (Getz & McConnell, 2011). Getz and Andersson (2010) developed a trajectory to understand better "event-tourist specific careers." The authors mentioned "careers" as a part of the serious leisure perspective. The trajectory had six items: "motivations (especially the pursuit of higher-level personal needs); changing travel styles; spatial and temporal patterns, event and destination choices."

Research suggests that serious leisure determines activity participation (Beaton et al., 2011). Beaton and colleagues (2011) conducted their study among marathon participants, and they found that the reason behind this enthusiasm to participate is explained by the participants' "psychological connections to the activities." Parallel to their findings, Ma et al. (2022) found that serious leisure characteristics influenced triathletes' participation positively. In contrast, it has adverse effects on triathletes' perceptions of constraints.

Kennelly et al. (2013) conducted a qualitative study to understand how amateur triathletes manage participation constraints in serious leisure. The outstanding findings extracted from their inquiry were: making judgments about leisure and non-leisure activities, organizing and managing one's time, collaborating and communicating with close friends and family, being pliable and opportunistic with physical activity, and using discipline tools to sustain attendance. In furtherance, Tian et al. (2020) presented the effects of the serious leisure concept on marathon runners' "leisure satisfaction" and "subjective well-being." These findings also support participation in the activity in terms of the serious leisure concept.

In the Turkish context, researchers examining serious leisure theory conducted studies on long-distance runners (Doğusan & Koçak, 2019), volunteers (Ardahan, 2016), and hikers (Söyler, 2016). However, no study was found that examined participants of charity running in terms of serious leisure theory.

#### **2.4. Charity Running**

The literature about charity running generally focused on participants and the organizations. Under this heading, both were presented in detail.

Why do people want to join a charity event? What motivates them to participate? To answer these questions, one should understand the charity events beforehand. Webber (2004) segmented the charity events as: "concerts, dinners/balls, and large challenge or endurance treks." While explaining the sources of income of the charity events, he claimed that charity events are not among NGOs' primary sources (legacies, trusts, memberships, etc.). The efficiency of charity events is also debatable (Higgins & Lauzon, 2003).

Further, Webber (2004) reported that motivation to participate in charity events varies. However, he stated that the participants' reasons (prestige, leadership, etc.) might overwhelm backing the cause. In some cases, however, charity events may work for awareness in addition to the main aim, fundraising.

From a different point of view, Goodwin et al. (2017) depicted that sporting events for charities can be deliberately used to offer advantages. Their findings have proved that social and cause motivations are correlated to forthcoming intents. Inoue

et al. (2018) investigated the impressions that charity events leave in the neighborhoods they are organized. The inhabitants in their study reported that they were most likely affected by the “capacity to develop social capital, enhancing collective identity and pride, and promoting the sport, health, and well-being” of the charity sports events. Inhabitants especially rated the importance of empathy for cause in their understanding of charity sports events’ effects on a community.

Charity events may have the power to affect participants’ experiences during the event. Filo et al. (2018) found that accomplishing charity sports events leaves positive experiences and boosts social interactions among the participants.

Palmer and Dwyer (2020) defined charity sports event participation as “fitness philanthropy,” and they concluded that fitness philanthropy is a tool for participants to show their citizenship and be “a good person.” Hendriks and Peelen (2013) conducted a study to understand the charity sports events participants’ motivations. They segmented the participants into “personas.” Their findings yielded four personas: “health junkies, promoters, legends, and caretakers.” Each persona represents a different motivation group. Jeffery and Butryn (2012) put the charity marathon runners’ motivations during training sessions in their qualitative study center. They found charity marathon participants’ motivations: “growing connection with the cause, improved fitness and athleticism, and mutual training support.”

Filo et al. (2009) provided insights into charity runners’ perceptions of attachments toward charity running events by using the “Psychological Continuum Model.” Psychological Continuum Model provides insight into the participant’s psychological connections with the sport in four levels; awareness, attraction, attachment, and allegiance (Funk & James, 2001). Filo and colleagues’ (2009) findings suggested that “camaraderie, cause, and competency” were the defining meanings of the charity events for participants. Filo et al. (2014) attached participation motivations to the other three core motivations in a complementary, but this time quantitative study. Their findings proved that in addition to competency, cause, and camaraderie, motivations to participate also have a role in attachment to a charity event.

Filo and colleagues (2010) examined charity event participants’ senses toward sponsors of the events by employing the “Psychological Continuum Model.” This

study exhibited that recreative and charitable motivations are related to attachment to the event. Further, this relationship is also used to explain participants' views of sponsors. These relationships cause the intention to buy merchandise from the event sponsors. From a collaborative perspective, Daigo and Filo (2022) found that sponsors and charitable organizations can develop a common value in a league. Their findings exhibited that sponsors can be considered advocates of charity events. Further, sponsors and charity events enhance the cause.

Charity runners' motivations to run and their motivations to fundraise are intertwined. A runner can have both aims; however, one may outweigh the other. Nettleton and Hardey (2006) proposed a typology to discriminate the participants with high intention to run and fundraise in charity running organizations. According to their model, participants may show various characteristics such as: "purist runner, runners for charity, leisure runner, and fun runner."

	Higher motivation to running	Lower motivation to running
Lower motivation to charity	'Purist runner'	'Leisure runner'
Higher motivation to charity	'Runners for charity'	'Fun runner'

**Figure 2.2**

*The Motivations of Charity Runners in Terms of Running and Fundraising*

*Note.* Figure adapted from (Nettleton & Hardey, 2006).

Nettleton and Hardey (2006) defined a purist runner as a very dedicated participant in running and has little interest in charitable causes. They portrayed runners for charity as a similar group to the previous one. Yet, they emphasized that the chances for fundraising for a charitable cause also bear importance for this group. On the other hand, the leisure runner is depicted as the type in which running is

essential to an ideal body that serves as the foundation for a lifestyle with wellness. Lastly, the fun runner is best exemplified by the participant who considers charity running a carnival. Their main motivation is simply having fun at the event.

Urban life's role in charity events is a concept that is worth examining. Because research has indicated that residents who adopt the urban life donate ten times more than the ones who don't (Higgins & Lauzon, 2003; Putnam, 2000). Eventually, Higgins and Lauzon (2003) suggested that event managers the events should be designed by including the residents of the host city.

Literature related to charity running gives clues about the different motivations of charity runners. However, few studies present well-rounded findings regarding the motivations of charity runners.



## CHAPTER III

### METHOD

This study was designed to understand charity runners' motivations, experiences, and interactions in the group. In addition, discovering participants' perceptions toward the charity running management of the alumni organization was a secondary aim. In this chapter: the research design, context of the study, participants, instruments used in data collection, data collection procedure, and data analysis were presented.

#### 3.1. Research Design

The research setting and research questions led the researcher to use qualitative research. Qualitative research can be defined as an all-encompassing locution for various interpretive methods that aim to explain, decipher, translate, and otherwise come to grips with the significance—rather than the frequency—of specific, more or less regularly recurring occurrences in the social environment (Van Maanen, 1979). There are various qualitative research designs. Among them, Interpretative Phenomenological Analysis (IPA) was employed in this study. IPA is a qualitative research methodology investigating how individuals make sense of their significant real-life experiences (Smith et al., 2009). It aims to examine how attendees make sense of their social and personal worlds in depth. The primary measure of an IPA's success is how attendees interpret different experiences, states, and events (Smith et al., 2009). The reason the researcher chose IPA is that it focuses on three key fields:

- **Phenomenology:** Phenomenology is a philosophical thought that deals with the study of experience. Given the circumstances, what human experience would be like is the question that phenomenologists seek (Smith et al., 2009).

- **Hermeneutics:** Hermeneutics can be called “the theory of interpretation” (Smith et al., 2009, p. 19). Hermeneutics deals with the methods and purposes of the interpretation.
- **Idiography:** Idiography focuses on the particular. Idiography is against the ‘nomothetic’ idea and consideration of human behavior under general laws and at the group level (Smith et al., 2009).

This study considered charity running as a phenomenon. Data gathered from participants were interpreted in this study. Moreover, the study focused on the participants’ individual experiences with charity running instead of general experiences. Thus, all three key IPA foundations mentioned above were used in this study. Eventually, the most appropriate design to examine the experiences and motivations of charity runners seemed to be IPA.

### **3.2. Context of the Study**

The researcher had to find a suitable context to answer the research questions. When the charity-running organizations were investigated, two primary organizations appeared: Adım Adım and METU Alumni Association. Adım Adım builds a platform that brings together non-governmental organizations and volunteers who want to run for charities. This makes Adım Adım an umbrella organization, hence a crowded group. This crowd was going to make data collection harder for the researcher. Because they run in segregated groups (newbies, veterans, etc.), conducting observations and interviews could be challenging for the researcher.

On the other hand, METU Alumni Association Running Group consists mainly of Middle East Technical University alums, and the number of participants was manageable. The initiators, especially the association's İstanbul branch (ODTÜMİST), place importance on the charity running. It was going to be easier for the researcher to enter the field and establish rapport with the participants of the METU Alumni Association since the researcher is a student at the same university with alums. In addition, the aims of this study required working with a core group that ODTÜMİST

participants could offer. As a result, the researcher decided to research the İstanbul branch of METU Alumni Association charity runners.

### **3.3. Participants of the Study**

#### **3.3.1. Participants in Data Collection Process**

Researchers mainly conduct IPA studies on small-sized samples. What matters for IPA researchers are the richness of the individual examples, the researcher's desire to compare or contrast certain situations, the depth of examination of a single case study, and the practical constraints one must work within (Pietkiewicz & Smith, 2014). The researcher paid regard to these factors while deciding on the sample size.

The sample of this study consisted of runners of the “METU Runs for Scholarship” organization, which is organized by METU Alumni Association’s İstanbul branch. The organization creates awareness of the association and fundraises for its scholarship fund. The organization runners participate in Vodafone Istanbul Marathon and Runatolia. Pseudonyms were used to ensure the anonymity of the participants.

Data was collected from two different groups of METU Alumni Association’s “Run for scholarship event”: organization management and participants. The rationale behind this distinction was; organization managers were expected to provide profound information about volunteering, the structure of the organization, and management strategies. Moreover, running participants were expected to provide experiences and motives to participate in a charity event.

Smith and Osborn (2008) suggested that the sample in IPA research would be pretty homogenous. The logic behind this is that the research questions make more sense to these defined groups. Except for one, all the study participants graduated from the same university and lived in the same city. Most of them are engineers, and they work for industrial companies. Hence, the studied sample group can be considered as homogenous characteristically.

The researcher first contacted the alumni management (gatekeepers). Then, he learned the training place, training days, and training hours from the gatekeepers.

During training sessions, some participants suggested the researcher interview some other participants and gave the researcher their contact information. Hence, snowball sampling, which is commonly used in qualitative inquiries, was used as the sampling method. In snowball sampling, a researcher contacts a person well-situated to the related topic and can direct the researcher to other information-rich participants. This causes the sample to get bigger as a snowball (Markula & Silk, 2011). This is consistent with what the researcher did in this study.

Eventually, the researcher reached 11 participants. Among them, three participants had management positions in the alumni association. In addition, one of the participants was a salaried employee of the association and the only participant who was not a graduate of METU. These participants provided information regarding charity running and reflected the viewpoint of the alumni association toward charity running. The rest of the participants were chosen among the runners participating in the training sessions frequently. Hence, it became more convenient to associate their interview data with observations.

**Table 3.1**  
*Demographics of Participants Interviewed*

Name	Gender	Position/Role	Years of Experience in Charity Running
Kaya	Male	Alumni Association Manager	4
Balaban	Male	Alumni Association Manager	6
Yasemin	Female	Alumni Association Manager	2
Manolya	Female	Salaried Employee of the Alumni Association	2
Kartal	Male	Charity Runner	6
Şahin	Male	Charity Runner	3
İshak	Male	Charity Runner	4
Tuna	Male	Charity Runner	4
Doğan	Male	Charity Runner	3
Lale	Female	Charity Runner	4
Gül	Female	Charity Runner	4

### 3.4. Instruments

The researcher collected data via semi-structured interviews, participatory observations, and documents (social media posts of the participants, web pages, etc.). Multiplying the number of data collection instruments leads to data triangulation which is a way of augmenting the validity of qualitative studies (Savin-Baden & Major, 2010).

#### 3.4.1. Semi-structured Interviews

Interviews are considered one of the pivotal data collection methods in qualitative research. Merriam and Tisdell (2015) alleged that data are collected via interviews predominantly in many qualitative inquiries. An interview should not be a meaningless talk; instead, it should be a “conversation with a purpose” (Smith et al.,

2009, p. 57). A researcher conducts interviews to find out from the participants the information that s/he can't observe directly (Patton, 2015). Though it is possible to interview groups, interviewing the participant in person helps build rapport. Interviews are also considered the “best means of accessing” (Smith et al., 2009, p. 56) for the researched phenomenon.

Initially, with the help of a researcher experienced in qualitative research in sports sciences, the primary version of the semi-structured interview form was created by considering the related literature. Then, this form was discussed with the thesis monitoring committee. Of the committee, two members were sports science specialists, whereas one was an expert in qualitative research.

Later, before collecting data from the sample, the researcher collected pilot data from two participants via semi-structured online interviews to understand the nature of the charity running and to shape the final version of the semi-structured interview form. They responded to 14 questions. Both participants were charity runners of METU Alumni Association's Ankara branch and academicians experienced in qualitative research methods. Because the respondents of the pilot data collection were researchers experienced in qualitative research, they were also asked to help relate the questions with theory and concepts. Due to their recommendations, some questions were added while others were revised. Eventually, the final version of the semi-structured interview form with 17 questions was developed.

**Table 3.2**  
*Demographics of Participants Interviewed in Pilot Data Collection*

Name	Gender	Position/Role	Years of Experience in Charity Running
Menekşe	Female	Charity Runner - Academician	4
Zambak	Female	Charity Runner - Academician	2

Since both managers and participants participated in the marathon, they were all considered to be in the same group. Hence, there was no need to create another interview form.

The semi-structured interview form includes 17 (see Appendix C) questions and begins with an explanation of the aim of the study. The initial questions in the interview form were about the participants' past experiences and their decision-making period for participating. The rest of the structure continued with the questions scrutinizing the experiences and motivations of the participants. The interview form also examined some aspects of the participants regarding the management of the event. All the questions were open-ended in the interview form, and the researcher face-to-face utilized the form. The interview with the most extended duration took 53:38 (Balaban), whereas the shortest took 11:48 (Doğan).

Later, the researcher prepared an extra semi-structured interview form with two more questions to understand the participants' funding of the university against public funding.

### **3.4.2. Participatory Observation**

Observations are beneficial for qualitative research. Observations differ from interviews in that they occur in the natural setting of the researched sample. They offer firsthand encounters with the research setting, contrasting with secondary data gathered from interviews (Merriam & Tisdell, 2015). Merriam and Tisdell (2015) defined four different types of observing in terms of relationships between the observer and the observed: a. complete participant, b. participant as an observer, c. observer as a participant, d. complete observer. According to these definitions, the researcher conducted observations as a participant as observer as the group knew his researcher role and he participated in all the events held by the running group actively.

The researcher took field notes as a way of recording observation data. During the observation process, the researcher took field notes after the following:

- each training session and breakfast,
- the pasta party,
- the marathon day,
- the donee interview day,
- and the end of the marathon party.

The field notes were taken in two ways: descriptive field notes and researcher's reflections. In the descriptive field notes, the participants' setting, actions, and interactions were portrayed (see Appendix D). All the venues to observe were places that participants get together, in other words, to socialize. These venues ensured the researcher observed participants' discourses and actions at the individual level and interactions at the group level. In the reflective part of the field notes, however, the researcher's perceptions and interpretations through the people, the setting, or the events occur (Merriam & Tisdell, 2015).

The duration of observation lasted for three months. The logic behind this is that participation in the pieces of training and preparations for the marathon intensifies in the last three months to the marathon day. Observations were useful for the researcher for presenting training, marathon, and donee interviews environments, and interactions among the participants in these environments.

### **3.4.3. Documents**

Data sources such as Alumni Association's annual report, runners' personal campaign pages, forest running group members' WhatsApp entries, and Alumni Association's members' e-mail group entries were included in the data analysis for reaching more data in addition to the interviews and field notes. The main focus in looking for documents were spotting the interactions among participants, participants' personal experiences, and data directly related to the study. In the document analysis process, data were skimmed, read through, and interpreted (Bowen, 2009). In the skimming process, the researcher criticized the documents and skimmed the data related to this research's aims. Then he read through the data. Lastly, he interpreted data and included it in the analysis.

The documents helped interviews and observations to understand the interactions among members and view the phenomena from a broader angle. Information in the documents helped the researcher comprehend the nature of the charity running profoundly. In addition, documents provided broader information about interactions among participants in the online domain. Audiences can come



across informative data skimmed from reports and campaign pages, and discourses skimmed from WhatsApp and e-mail posts in the results section.

### **3.5. Data Collection Procedures**

Before beginning the data collection, the researcher planned the data collection method and duration and contacted Istanbul Middle East Technical University Alumni Association for permission. Then, ethical approval (Protocol Number: 301 ODTÜ 2019) of METU Applied Ethics Research Center was held for conducting the study.

The researcher conducted a pilot study by collecting preliminary data to understand the nature of the charity running and giving the final shape of the data collection tools.

A researcher's immersion in the researched field bears importance in qualitative inquiries. So that the researcher attended all of the training sessions, events, the donee interviews, and meetings of the studied group for three months between September 4<sup>th</sup> and November 29<sup>th</sup>, 2019.

Interviews were conducted after immersing in the group during the observation period. Before commencing each interview, participants signed the consent form and were informed about the purpose of the research. The researcher collected data and used a digital voice recorder to save data. The interviews took place in various breakfast restaurants, the Alumni office, the runner's office, and the Faculty of Economics and Administrative Sciences. The recorded interviews were transcribed by the researcher and made ready for data analysis.

The researcher conducted online interviews to gather extra information regarding the secondary aim of the study. Two additional questions examining participants' perceptions toward their funding vs public funding were directed to the participants. The interviews took place between May 13<sup>th</sup> and June 9<sup>th</sup>, 2021. This time he was able to reach 7 (Balaban, İshak, Yasemin, Şahin, Gül, Lale, and Kartal) of the participants.

The charity running members included the researcher in their WhatsApp group, and the alumni association added the researcher to their e-mail group. This allowed the researcher to access documents related to the interactions among the members and

among the alumni managers. After gaining permission from the members and alumni management, the researcher kept the posts for further analysis during his time with them. Documents gathered from Alumni Association's annual report and runners' personal campaign pages were also included in the analysis.

Nuremberg Code was followed for ethical verification in data collection. Nuremberg Code is an ethical guideline for human sciences and was shaped after Nazi doctors' fatal experiments (McNamee et al., 2006). Shortened version (Markula & Silk, 2011) of the Nuremberg Code includes the following:

- Voluntary consent is essential
  - Capacity, opportunity, and power of participant
  - Extent, possible outcomes of research must be identified
- The research must yield results that are 'good' for society or at least a subset of society
- The research must be justified based on previous research
- The study must avoid all necessary suffering or injury
- Death or disability cannot be expected at all
- Risk should never exceed the humanitarian benefit
- Any threat should be avoided through facilities and preparation
- Scientifically qualified persons should only conduct research
- The participants have the right to withdraw or end the study at any time
- The researcher is responsible for ending the study if it appears that death, injury, or disability might be the outcome of further participation.

### **3.6. Data Analysis**

Qualitative research bears large amounts of data collected by different tools. To deal with this crowd, the researcher transcribed all the data (interviews, field notes, documents) verbatim.

After transcribing the data, Kvale and Brinkmann's (2009) meaning condensation was employed in data analysis. They specified five steps for meaning condensation respectively:

- The interview is read through.

- Determination of “natural meaning units.”
- Identification of the dominant themes.
- Linking the meaning units to the purpose of the study.
- Establishment of a descriptive statement based on the essential themes.

The researcher followed the mentioned steps above respectively. Initially, the researcher read through the transcripts until they are fully comprehended. Then, he determined the meaning units. Next, he identified the dominant themes that appeared in the dataset. In IPA, they are named subordinate themes. Following, he associated the aims of the study and meaning units. Lastly, he identified the descriptive statements related to the subordinate themes. In this way, superordinate (groups of subordinate themes) themes emerged. The researcher himself conducted the data analysis process. To ensure trustworthiness, the same procedure was followed by another researcher who is experienced in sports sciences and IPA. During the process, the researcher didn't use the help of any qualitative data analysis software. As the last step, he compared his analysis and the other researcher's analysis to make a final decision on the emergent themes of the study.

### **3.7. Limitations and Trustworthiness**

Possible limitations and trustworthiness issues were discussed in this part.

The lack of prior research can be considered a limitation. Charity running is a new phenomenon, and there are rare scientific articles on this topic that may lead to a weak discussion of the findings.

Participants of this study are graduates of the same university and are employed as senior managers in corporate companies. Hence, the participants had similar financial statuses and shared similar past experiences. This can also be considered a limitation.

Training sessions of METU charity runners were limited to weekend days. Hence, the researcher was able to collect observation data for a limited period. Some participants train independently on the weekdays. However, the researcher didn't attend their personal training. On the marathon day, the researcher was only able to

observe before and after the marathon. Because he ran the track by himself. This may lead to a weak collection of observation data.

When the researcher needed to conduct interviews a second time, he was able to conduct them online. Further, he couldn't reach all the participants. This may also cause weak data collection and, as a result, a weak discussion of the secondary aim of the study.

Bias has always been a threat to qualitative researchers and shall be controlled. Hence, to deal with this threat, a reflexive journal was prepared. In this reflexive journal, the researcher wrote down the research process and actions taken during the process with their reasons. This way, external validity, and reliability were assured (Lincoln & Guba, 1982).

Serious leisure theory provided a better understanding of the phenomena and provided theoretical validity. For each participant, member checks were utilized. In member checking, the researcher sends the interview transcripts back to the participants and asks for their data's accuracy and resonance (Birt et al., 2016). Transcripts were later revised according to the returns from participants. Member checks are vital to verify interpretative validity.

The researcher used methods triangulation to collect data via observations, interviews, and document analysis. He also triangulated the sources (Denzin, 1978), which means he compared different interviews in terms of their consistency. Lastly, analyst triangulation (Patton, 2015) was performed with the help of another researcher who has experience in IPA in sports sciences. The researcher had the chance to compare his analysis with the other researcher's analysis. All these techniques were taken as measures against loss of internal validity.

### **3.8. Researcher's Position**

As a student of METU, the researcher learned about METU Alumni Association's charity run via e-mails sent by the university. It was the first time in the researcher's life to prepare for and run in a marathon. It should be noted that the researcher is a student at the same university as the other alums. This commonality made it easier to enter the field and collaborate with the alumni management and the

charity runners. Establishing rapport with the participants, which is an important factor in qualitative inquiries, became more manageable because of this reason.

It should not be forgotten that the audience will read this research from the researcher's perspective. Despite the researcher's efforts to establish rapport with the participants, he tried his best not to forget his researcher role and keep his bias away. During the participatory observation process, the researcher kept reflective journals. Reflective journals limit the researchers' immediate impressions and help to be objective.

At the end of the campaign period, the researcher raised 985£ from 14 donors, and he ran 15 kilometers in 1:40:38 in the marathon.

## CHAPTER IV

### RESULTS

This chapter presents the results of data analysis under the research questions of this research. Throughout this chapter, the audience will find answers to the study's research questions. The chapter is comprised of two parts. The first part reveals results in the individual domain, whereas the second part explains the results in the organizational domain. In the results of the individual domain, the motivations and experiences of charity-running participants were displayed. The alumni association's publicity efforts and fundraising strategies, as well as the participators' perceptions over public funding vs. their efforts for funding the university, were examined in the organizational domain. All the results were projected in superordinate themes and subordinate themes.

**Table 4.1**

*Superordinate and Subordinate Themes Extracted from the Findings of the Study*

Superordinate Themes	Subordinate Themes
Results in Individual Domain	Multifaceted Nature of Charity Running Serious Runners vs. Serious Fundraisers Social Side of Charity Running Charity Running's Role in Urban and Work (Business) Life
Results in Organizational Domain	Developing Strategies for a Better Charity Running Management Interacting with Donees Government's vs. Donations' Role in Funding the Students and Research

#### **4.1. Results in Individual Domain**

Research question 1 investigated the motivations of charity runners to participate in charity runs and their experiences gained during participation. The first and second themes have responsive nature for research question 1. “Multifaceted nature of charity running” explained the multivariate motivations to participate in charity running. In addition, “Serious Runners vs. Serious Fundraisers” demonstrated that participants might have advanced motivations to run faster or fundraise more.

Research question 2 interrogated whether charity running had any impact on charity runners’ social relations. The third and fourth themes were organized to answer research question 2. “Social Side of Charity Running” explains the social relations among charity runners. Moreover, “Charity Running’s Role in Urban and Work (Business) Life” presented the impact of charity running on charity runners’ social relations and how they balance their work life and charity work.

##### **4.1.1. Multifaceted Nature of Charity Running**

Charity running nowadays should be considered multidimensional because different aspects of charity running make it appealing for the participants.

Participants reported that four facets of running drive them to participate in charity running: sport, socialization, nature, and philanthropy. Although running for a cause can be considered one of the main motivations for charity runners, it’s not all about that. In addition to philanthropic motivations, sport and socialization also attract runners.

Among the motivators to participate, the sport has an important role. Tuna and Şahin are already former athletes of the university. Şahin mostly gives running tips to the other runners in training thanks to his past coaching experience. Tuna is running in various marathons, which are sponsored by the company he works for. Some of the runners already had experience from another charity running organization. İshak emphasized that he began running for aiming physical activity and physical well-being. Even though some participants don’t run, they walk in the training and the marathon. Still, they consider this as a way of exercising. In her interview, Manolya expressed that walking makes her feel better.

One reason attracting participants to run for a charity is the love of nature. Participants love being in nature, and they have efforts to preserve it. Each weekend they run on a track located in Belgrad Forest in İstanbul and are so sensitive to preserving it. Kartal emphasized, "I'm not sure I would run if I were alone, and there would be no Belgrad Forest." They also chose green spaces in the city to promote the runs, and some participants were carpooling for environmental concerns. Once, the researcher observed that some of the runners "warned members of another running group because they listen to music loudly while stretching. We are coming here to rest our heads, they said." (Kartal and Doğan, Field Notes, 13/10/2019). In addition, some of the participants were running with their Northern Forest Defense (a movement that aims to preserve natural resources in the Northern part of Türkiye) t-shirts in training. These are vital signs that they have a great sense of green consciousness.

The number of participants of the group is dominantly METU alums, though there are friends of the participants who graduated from different universities. Since the participants share a similar past, they know what is being a METU student like. Thanks to this fellow feeling, they have the desire to help students for fighting against the hardships of life. It's even more tempting because they are METU students. Plus, they enjoy benefiting students by running. Zambak explained that charity running helped develop her 'social self.'

As a core motivation, philanthropy adds meaning to running. Since the Ottoman era, philanthropy has been essential in Muslim Turkish people's lives (Singer, 2008). İshak had such motivations, believing that "philanthropy elevates souls." He also remarked that "each step you take, in a sense, becomes sacralized." Participants see themselves as runners running for a lofty aim. Yasemin reported that she was already volunteering for the scholarship. She thought performing the fundraising activities in an event was better for finding more funds. Running for a cause not only motivates one to participate but also motivates one to train and run more. Preparing to run a marathon is not an easy job. It requires commitment and durability. In addition, there are many provokers not to run (such as being sleepy, lousy weather conditions, etc.). This brings the question of what motivates charity runners despite provokers not running. The answer for METU Alumni runners is running for



a cause. They feel responsible toward the students they are running for. This feeling keeps them participating in the training every weekend and even on weekdays. They are promising to raise funds and feeling the responsibility of their promise. For some, philanthropy motivates them to run faster, while for others, it is motivating to finish the distance.

Sport is not just projected as fun. Running is considered a means of the ultimate purpose, which is philanthropy. For some participants, the desire to help is so high that they run for multiple charitable organizations and run separate campaigns for each organization.

Eventually, charity running participants believe that charity runs collectively bring nature, sport, philanthropy, and socialization. These concepts are independent but indissociable factors motivating the participants.

#### **4.1.2. Serious Runners vs. Serious Fundraisers**

“Running was a challenge for me. It was getting a degree, it was a success, it was competition. When you run for charity, you must destroy all of them, but you can't”. Zambak explained how she struggled with the dilemma between voluntary work and taking the charity running seriously. Şahin contributed to this dilemma by saying, “I guess there is chaos created by people who want to acquire this as a profession. We are doing this work voluntarily, though”. It is clear that charity runners are in a dilemma between voluntary work and taking charity running seriously. This dilemma could be because participants don't limit their actions to running. They don't think that it's about running only. Kartal mentioned that working for an NGO was a dream for him. The idea of charity running combined this dream with running, which he has already been doing. Lale validated his argument by saying, “purpose was never only running.” To her, socialization, running for a cause, and philanthropy was equally important to participate. As a board member, Gül highlighted the bureaucratic side of charity running, and she also commented that sometimes bureaucracy affects the effectiveness of charity running negatively.

Charity runners generally adopt two different profiles: philanthropists and athletes. Manolya explained this distinction as:

I think there are two types of charity running. The first runner type wants to highlight philanthropy, has little relationship with sport, yet desires to help disadvantaged groups. On the other hand, the second one is already an athlete, runs on other platforms, and performs sports. This group also uses it to help disadvantaged groups.

Philanthropists are focusing on fundraising activities more than physical activity. They are fundraisers rather than runners. Kaya defined his situation as charity “walking” instead of running. Reaching more people to raise more funds is a discussion topic among philanthropists. They feel a sense of serving a purpose since they prioritize fundraising. Athletes, on the other hand, give importance to performance additively. Although charity is the main idea, for them, running is as important as charity. Kartal admitted that they discussed the allocation of their reasons to participate by saying: “We specified percentages among us such as whether you are coming to socialize here, spending time in the forest with nature, or coming to do sports.” For them, physical activity takes an essential place in charity running.

Two different profiles of charity runners compete with each other in their leagues. Philanthropists compete in fundraising, whereas runners compete in running performance.

Tuna admitted that there is a hidden competition among charity runners for fundraising. However, he thought this was a soft competition, and, in the end, it benefited the donees. Fundraising is correlated with the person’s social environment. Having a wide circle of friends or coworkers gives some charity runners an advantage. Thus, runners with high social status are likely to fundraise more.

The best fundraiser award was given to a runner I hadn’t encountered before. I later learned that he had been awarded the award for consecutive years. He must be really good at fundraising even though he doesn’t attend the training (Field Notes, 28.11.2019).

Regarding competition in performance, some runners are likely to seek their personal best. Although, some runners may compare their finish time with others. Kartal depicted this kind of competition by saying, “some runners compare finish times as if they are exam notes.” As a precaution, he argued that the runners should not see other runners’ finish times.

Competition in both fundraising and performance benefit donees because it positively affects the total fund. Competition motivates the runner to run more as well.

Gül admitted that competition drives her ambition to run in an ultramarathon (50km. to 100 km. distance) or more marathons in a calendar year. Since the alumni association awards the top fundraisers, competition is encouraged itself. Doğan pointed out that competition yields good results as long as it is ethical.

From Doğan's words, "kind but firm" competition in the charity running domain is the inherence of sport. However, Kartal thinks that competition in fundraising may affect some runners negatively. Some runners believe, "when s/he raised that much, I raised so little. I guess I can't succeed in this job," he added. It is clear that competition has the potential to generate problems among runners.

Asking for money is not an easy task. Hence, this task needs encouragement. Escalating competition among members is a strategy that the association use. The association shares donation lists during the campaign process via emails to boost competition among charity runners. In these lists, the ranking of the runners according to the funds they raised was exposed. During the 3-month campaigning period, the association sent 34 e-mails that included the fundraising lists to the runners to encourage fundraising. Kaya, Gül, and Yasemin revealed that runners check for their ranking in the lists and strive to gain a better ranking in the donation list. As a follow-up of the competition strategy, the association awards the fundraising performances of the runners after the campaigning period ends. Thus, it can be said that establishing competition affects the fundraising efforts of the charity runners.

Since fundraising is the ultimate goal for the alumni association, naturally, they give more importance to fundraising activities than training. Nonetheless, the training is embraced by the runners and generally depends on runners' self-commitment. Commitment to training and running is mainly adopted by the group that was defined as athletes previously. They are getting prepared for the marathon under a program. Experienced runners or former athletes are coaching other runners. Commitment to the training of the charity runners is so high that they participate in the training even in bad weather conditions.

Before we could start training, it began to rain heavily. We waited for a while, but when the rain did not stop, the group decided to go to breakfast. Lale said that it was the first time she had witnessed that the group did not train because

of weather conditions. She expressed that they even ran in snowy weather (Field Notes, 06.10.2019).

Why do charity runners want to increase their performances? Because they experienced that higher performance affects the amount of funds positively. Şahin explained this experience: "... when my finish time falls behind, I am still appreciated. But I can't raise too many funds.". Gül validated his idea by saying:

There is a desire to finish in a better time, run faster, run better, improve my running profile, and so on. Of course, the reflection of this is to improve yourself. In fact, as the distance increases, you find the desire of people to support you more in your development and accomplishing difficult things, or at least because you can do complex things, you have the face to ask for the more incredible support from them. You have a chance to say, "by the way, I'm running a marathon (42,195 m. of distance was implied); you'll support me more this time, right?" From there, of course, you increase the amount of scholarship. I have reached a vital scholarship figure. I could cover the scholarship of 4-5 students from scratch in 4-5 years.

Charity runners either run for their personal best or higher ranking, knowing that their better performance would increase the amount of scholarship they raise. Manolya thinks that, eventually, the real motivation for running is for the donor. She added: "When you run, sweat, do something, your motivation increases. It's like you request the donation in return for something you achieved".

Coping with barriers to participating in charity running activities is not an easy task. It is hard to balance work and training times for charity runners. Gül noted that allocating time for both work and running is tiring. As an academician, Menekşe faced the dilemma of balancing work and running times by citing: "Sometimes I'm thinking that maybe I don't spend enough time on academic work compared to running." From another point, some other runners can't sacrifice their working time; hence they limit their family time. This may affect their private life. For instance, as a teacher, Yasemin reported that charity running is hard for a working mother who lives in Istanbul. Because she thought that charity running might cause limiting family time. İshak suffered from both working hours and family issues as barriers to him participating in the training on the weekdays.

Against all odds, charity runners could find time for training and other charity running activities. It can be said that they immerse charity running into their lives and adapt their lives accordingly. Some runners aim to spend time running faster or for a

better personal best. To reach this aim, Şahin spared personal running training apart from the group running. When he talked about how he sacrificed his time for charity running, he said: “Once, I had visitors in my home. Visitors left at midnight. I got out to run after them. Because I’ve had a goal”.

In urban life’s intensive working hours, time management is vital for charity runners. Despite barriers to participating in the training, charity runners try their best to create time for charity running. Balaban claimed that physical activity helped him how to manage time. He added: “I’ve got operated from both my knee and spinal cord. These were detaining me from running. Yet charity running helped me overcome the obstacles”. Yasemin explained how she divided working hours and charity running activities hours as follows:

I'm at school when I go to school. That's how my mind works. I forget about the house and other chores because we are not doing a desk job. I'm at a job that I can't say during that time, so let me check my e-mails. I'm in the classroom, and I'm actively teaching. I am listening to the students. During recess, again, student, lesson, lesson preparation. In other words, from the moment I enter the school, and until I leave the school, my body, my brain, everything is still at school. It starts when you get out. Oh, let me send an e-mail to this, let me do this, think about something for dinner. My clock starts ticking on the road. Frankly, it affects me that way. So how people spend the day is important. It doesn't affect my work life because mine goes like this. My work life doesn't affect it either. That's why they separate. They take their own time.

Time management becomes a challenge for charity runners when there is less time left for the marathon. Especially when there are 3 to 4 months left to the marathon, runners spend more time because work intensity augments during this period. Manolya depicted this intensity as:

Our primary intensity starts in mid-September – early October because that's when runners start creating their campaigns. They are beginning to ask for donations. Listing raised funds for the runners (we pay scholarships to students with those funds), paying students’ scholarships, preparing for the next marathon, meanwhile... We are still in the process of finding runners, then. Constantly guiding them at work. The number of training sessions gets a little bit more. Orientation for training, answering their questions about running, such and such, etc.

After a length of time, charity running becomes a leisure habit for charity runners. Doğan compared this habit with another leisure habit: “Instead of surfing on the internet, I spend my time with these activities.” Since he can only run on the

weekends, İshak needed to run on the weekdays. This led him to desire the weekends beginning from Thursday or Friday. These could be signs that charity running has its place in the leisure spectrum of charity runners.

Charity running habit drive runners to seek suitability for running in different environments. Especially when they go to another city, they strive for the availability of running either for training or a marathon. Tuna quoted: “When I travel, the primary items I pack in my suitcase are my sports and running equipment.” Plus, he reported that he preferred hotels with running tracks on his business trips. Gül also goes on business trips prepared to run as she packs her running shoes and t-shirts. Combining vacations and marathons is another reason for preference. For Kartal, charity running is a reason to participate in marathons in different cities. Gül makes use of marathons in other cities as a vacation. Further, she uses marathons in different cities to track her current performance.

Zambak said her friend called her a “serious leisure participant.” She also admitted that a serious running industry exists. Since some charity runners spend an enormous amount of time on charity running, they may be characterized as serious runners. Running seriously causes buying seriously. Şahin is more enthusiastic about investing in his running outfit than his regular outfit: “So I think before I spend for my regular outfit. Yet, when I buy sports equipment, I just buy it”. Menekşe explained the serious running industry as follows:

I run for the mountain marathons; I buy mountain marathon shoes. They disrupt after 1-2 years; I buy them again. You are making an earnest investment in it. It will neither be oversimplified, as in my team nor is the team here in Ankara. Now, for example, everyone used to wear Nike, didn't they? Nike shoes were the most common. Or Decathlon. Currently, everyone is buying New Balance or Asics or even going abroad to buy shoes from there. In other words, there is a capitalist dimension to this work.

According to Zambak, running for longer distances requires more equipment, and different running surfaces require other running shoes. İshak confirmed her by sharing his experiences:

There is a problem with the shoes. We are seriously looking for help from the government on shoes (laughter). Because we keep mileage in shoes, I have excel files. I look at how many kilometers I have run. When it reaches 700 kilometers, I put that pair of shoes aside. Because after that, it causes severe injuries in the knee and waist, especially in the knee. From 700 to 1000, I use

the old shoes every 3-4 months on the weekends to extend the life of the new shoes a little. Let's make an account like this; I will tell you; normally, if we come two times when we run regularly (it means to tour), that is 48.  $1000/48 = 20$  weeks. That means at least 2 to 3 pairs of shoes in a year.

Buying seriously includes various equipment (shoes, t-shirts, backpacks, hats, tracking devices, etc.), and the cost of charity running cannot be overlooked. As a former athlete, Şahin reminisced that running used to be known as a sport with no expense. Whereas, at the professional level, running requires more professional equipment, hence, becomes an expensive sport. As an integral part of running, running shoes are vital in running gear. Charity runners are seeking better performance and desire better running shoes. Costs of charity running are not limited to shoes. Participating in marathons is another expense item. The outstanding ones are the marathon registration fee, transportation and accommodation costs (if the marathon is in another city), the expense of injuries (if needed), and food fee. The prices of participating in international marathons are not underestimated level. In addition, runners' travel to different cities or countries is an emerging trend (Baldwin, 2019). When the number of participated marathons was raised, costs for the runners grew as well.

Costs of running directed the runners to find ways to decrease expenses. For instance, Lale goes to outlets to find cheaper running shoes and reserves for transportation and accommodation (for the marathons in different cities) early to pay less. Tuna reported that he runs for his company in international marathons. His company covers his expenses for international marathons. Zambak, on the other hand, used income from a project to buy running shoes and a running watch.

#### **4.1.3. Social Side of Charity Running**

Running may be considered a sport that one can perform individually. In contrast, socialization is integral to charity running and a tool for not feeling alone. In the METU case, socialization begins with being a member of the alumni association. The idea of running for students spread among the members. Then, they shift to a new social group as the runners. In this group, they appreciate developing their social relations. Gül emphasized that charity running enabled her social relations and affected

her socialization positively. Moreover, Yasemin said that running made her make new friends.

Charity running creates its routines. Especially those routines that are visible before, during, and after the training. One of these routines is having breakfast after each training session. During breakfasts, participants discuss various topics, including daily life, business life, fundraising strategies, etc. This constitutes an attractive social climate and gives the participant a reason for retention in participation. Zambak emphasized, "The moment I can't speak is the moment running ends." Further, Balaban explained this:

If I go to bed a little late or have busy days, I sometimes tend to give up on training the next day. Yet if I will go to a training with a friend, the word I gave to my friend motivates me to go to training. Hence, the feeling of not letting the friend down, not letting the friend lose their motivation, and not being embarrassed towards the friend appears. This togetherness brings common sensations, shared objectives, and the idea of solidarity.

Socialization via charity running has reciprocal effects. Runners are socializing thanks to charity running. In addition, charity running grows bigger thanks to the runners spreading charity through their social environment. Running is used as a facilitator to get socialized as well. Menekşe explained this:

When two people get together, they have a different vibe if they are both runners. It is like, "hey, you are running too." This happens, and you become friends unbelievably fast. You can associate yourself with them more accessible than usual.

Most of the charity-running participants have outgoing characteristics. They like meeting a variety of people. From the researcher's observations, it is so typical that they greet a variety of people during a training session (most of them are participants from different charity running organizations). Even further, some participants socialize by being a member of varied groups.

Charity running has a fundraising side. Fundraising requires a runner's communication with their social surrounding. Hence s/he keeps communicating with the people s/he knows every year. Nevertheless, fundraising is not limited to that. Because the charity runner must find new donors to help more students, this drives the charity runner to meet new people.



It could be said that charity running creates its social environment. Lale asserts that most of her friends are charity runners.

About running, when I entered this environment, I had many friends. Friends as runners. This contributed to me. It has been six years since I came to İstanbul. Most of my friends are runners and from that environment. I am so glad, to be honest. Except, I can get socialized in my work environment. Yet generally, my friend group consists of runners if we specifically talk about İstanbul.

Socialization in charity running is not limited to the runners. Most of the charity runners socialize with whom they help as well. For METU runners, it is the same. The runners are not just giving money to the students. They spend time with them. They participate in the marathon with them. It should be stated that they cover the expenses of the students and open their houses for the students during their stay in İstanbul.

The social climate of charity running makes the runners feel like a team. Because they are gathering for the same purpose and running for a common ideal. In particular, the group promotes this feeling by asking participants to run with “METU Runs for Scholarship” uniforms. Kaya depicts being a group as;

For instance, we are a group. We are a big group. It is visible when we gather at the start point. We wear uniforms in the same colors. There are other groups as big as ours. You say, “how nice is it that there are other groups.”

Balaban expressed that “voluntarily gathering causes better-established relationships than other social domains.” The power of this feeling should be stemmed from voluntarily gathering for the same purpose. According to Kartal, working for this purpose together with the other runners increases the group members’ togetherness, friendship, and teamwork. It also decreases conflicts among participants. In addition, Tuna claims that sport has a role in holding the group together.

Charity runners are open to helping each other. One can observe a high degree of solidarity at any moment. In training, they teach how to run effectively and tips for not getting injured. Sometimes runners help solve personal problems with each other. As an experienced runner, Doğan considers the degree of solidarity as; “I see all the time that two plus two equals more than four here.”

Solidarity is not limited to the group members. They are in solidarity with other running groups as well. Runners of METU have relationships with runners from different groups. Some runners shift from one group to another or run for multiple

organizations. This causes to widen the runner's social environment, hence empowering the solidarity among charity running groups.

The social climate among runners may function in different ways. One of them is pushing to run more. Because Şahin is a former runner of the METU track & field team, he behaves as a volunteer coach of the running group. He tracked the researcher's performance during his participation and motivated him to run for a better time. This converts the competitive nature of sports into a solidaristic character that may be unique to charity running.

Organizational support towards runners is a part of the social climate of charity running. The group gathers at the start point before the marathon begins. They create a delightful setting by sharing food, taking group photographs, etc. This motivates the runners before starting the marathon and makes them feel a part of the METU community.

Şahin encountered a sentimental support experience while training on campus: An exciting meeting happened to me once. I was running on the track in METU. Two students (one boy and a girl) I didn't know before (and I was deeply moved) shook hands. I didn't know them; I shook my hand back to them too. They said, "we are studying thanks to your scholarship." I mean, they received a scholarship for their needs. I was appealed. I guess this tells all about it.

Alumni members who don't run the marathon support fellow runners in different ways. For instance, a rhythm group of METU located halfway to the marathon track motivates runners by playing their drums.

Charity running provides an opportunity for enlarging the social network. Charity runners may meet new people via other runners. Kartal defined the social network among charity runners as;

This is a network. Even though you don't enter the field without aiming to turn it into an advantage, eventually, each person you meet is valuable. S/he has an occupancy. S/he has connections; there are networks s/he has. If you have a problem or the opposite happens, you can solve the problem. As I mentioned before, we never came together for such aims. Yet, I witnessed many times that some issues were solved.

Social networking has positive effects on donees. They have the chance to meet graduates working in their future industries. This helps them build a career for their future life.

Charity runners feel responsible for creating awareness in the community. Şahin expressed that he is “known as the running guy in the neighborhood.” This can be considered an excellent way to create a positive image of charity running. Lale believed that charity runners have more awareness than other runners. Menekşe contributed to this idea by saying:

It also increases one’s awareness. You know that it is so different. There are various groups. From disabled communities to the autism foundation, Ali İsmail Korkmaz’s foundation (a foundation founded by the family of Ali İsmail Korkmaz, who died in Gezi Park protests), and various foundations. This enables you to pay attention to the problems around you, your community, and your country. You are becoming this as an individual. This causes other people to say, “something is going on here” about those problems. I think it is essential because of that. I can tell the same for myself. After entering charity running, you can see how many different groups there are and how people have hardships in various stages of life.

Developments in communication technologies revealed the importance of social media. Social media has a pivotal role in the promotion of charitable organizations. METU runners use social media intensively for in-group communication and charity-run publicity. For publicity, the runners need their social environment to raise awareness in the community, find new runners and fundraise. The runners use different strategies to reach these aims. Nevertheless, social media is the most effective one for them.

Social media is an efficient tool for sharing information. It is also used for in-group communication. The alumni association posts its announcements via social media. Lale admitted that she uses social media to follow events and share them with friends.

Balaban believes that social media is a platform that enables facilitated self-expression compared to the past. Hence, people can easily share their personal experiences via social media. This helps the charity runner for reaching different masses. Gül experienced that social media increased participation and a sense of belonging to the group. From another aspect, Yasemin fundraised from unexpected donors thanks to social media.

A sight to behold is delivering structured social media. Doğan discussed the importance of social media by saying:

Social media is as essential as any other new-generation communication channel. It's much easier for fundraisers to present it on Facebook, Instagram, or in a more structured way. Of course, social media is as essential in all other aspects as it is in society.

Socialization's importance rises for METU runners since they all share the same campus, hence similar past experiences. The social environment is so welcoming in the alumni association. For instance, the day researcher met with the alumni management; they asked him to participate in an event in which they introduced the university to the new students living in İstanbul.

Middle East Technical University has a positive image in the public's mind. This has various reasons. One of them is that it has a broad awareness among the masses. This facilitates earning society's respect through the university's profile and the ability to reach the public. Hence, charity runners take advantage of this image while running and fundraising. İshak believes that being a METU member is different. Menekşe claimed that METU is a pioneer as being a university running for their students and said:

No other university in Türkiye has such a run or such a work. I mean, this makes it unique, I think. You know, I don't like METU elitism. Still, on the other hand, no other organization in Türkiye organizes such an event with its alums, students, employees, and staff. I think this changes the meaning we attach to the university. University is not just a place where we come and study. It is a place that we carry with us for life.

Since the METU campus is in Ankara, in a way, METU alums are outsiders of İstanbul. Most of them choose İstanbul for work because it is a more significant industrial city. Yet this doesn't change the fact that they share a common past. Gül believes that İstanbul makes a person miss friends. Doğan contributes by saying that being a METU member reminds his old days. Memories about their student life to cement them together. Studying at the same campus makes them miss their campus life as well.

Sharing common backgrounds and memories help the charity runners to understand each other. Zambak described that socialization is inevitable since runners are graduates of METU. Charity runners having familiar stories should make them meet on common ground. The runners utilize charity running for meeting with friends

because it is an excellent opportunity to meet friends. Hence it brings them to the old days. This may be stemmed from their sense of belonging to the university.

Graduating from the same university keeps members in the same frequency. Graduating from the same university in similar conditions drove them to share similar values, ethos, and social and cultural statuses. The similarities ease anticipating possible problems and understanding each other faster. İshak explained this social climate as follows:

When you run, you are like in a cocktail. 2 people talk about their travel abroad. You get bored from that chat, and then you hear something else from the other three people. They talk about a social incident, soccer, sport, or life.

Another common ground among METU alums is their high social and environmental sensitivities. These sensitivities combined should motivate them to organize a charity running.

Alumni's sense of belonging to the university and the campus is a factor in their commitment to the METU brand. Emotional bonds with METU support this feeling and raise the desire to visit the campus. Yasemin reported that a sense of belonging to the university helped her become a charity runner. She added:

As METU graduates, we are such a group, an alum group that embraces belonging to the university much more than many university alum groups. That bond is solid among us. You are a graduate of METU, and I am a graduate of METU. That's why getting together with them affects our social environment a lot. Sometimes it is enough to be friends with someone, to know that s/he is a METU member when we meet. Suddenly we can remove prejudices, curtains, and walls and become friends. From that point of view, we have a shared history, which is a very well-adopted history that affects our socialization.

Nevertheless, Manolya believed that having graduated from the same university creates an in-group social environment limited to METU alums. She commented that this might be a negative side of being a homogeneous group.

A sense of belonging to the university and the campus lead the alums to keep in touch with the university alive. The alums' bonds with the university don't drift away. For instance, Şahin is a former athlete who competed for the METU track & field team. He still runs on the campus whenever he goes to Ankara.

Commitment to running is one of the reasons the alums choose running for charity. There were charity runners in the group who were already running when there

was no charity. Further, some runners ran for another charitable organization before they began running for METU.

Being a member of the university or alumni directly affects spreading charity running among METU-affiliated people. Most participants learned about charity running from alumni association members or the promotional e-mails sent to the university members. This way, charity running reaches students, staff, and alums of METU.

Charity running created new positions and roles in the alumni association. The former runners started the running group and began running for a cause. As a paid employee in the alumni association, Manolya owes her position to charity running. Her primary duty is coordinating and managing charity running. Even though alumni association managers and members don't pertain to running, they began running thanks to charity running. The association assigns its volunteer managers responsible for scholarships and events. Thus, volunteers are taking part in the management of the event.

The desire for reunion with classmates is an essential motivator for participants in METU charity running. This desire drives the participants to have breakfast after each training. Charity running provides socialization opportunities with old friends. This boosts the attraction of charity running for the members who consider participating.

The desire to benefit METU is another crucial concept for participants. Kartal stressed that METU has a special meaning for participants and explained:

I was already doing it as a sport. When it all came together, I became a part of this group... But then we entered another process with METU. It's my school. I will say everything clearly. I owe my life.

Kartal wanted to contribute to METU by running for different purposes. He believed that running for various projects would help METU more.

METU is known for its dissident identity. It has a firm stand in its political view. When it comes to charity running, ideologies or politics are nonsense. The runners consider charity running beyond politics. This creates respect among the runners and running groups.

#### **4.1.4. Charity Running's Role in Urban and Work (Business) Life**

Can people with low income run for a charity by accepting the expenses? İshak believes that "It's a tough duty for someone with minimum wage." This may give the audience clues about the profile of the charity runners. Most of the runners are middle-class or high-end people (Birođlu, 2019). It's not different for METU runners. Since it is a technical university, most alums are occupied with engineering or directing corporate companies.

Gül claimed that İstanbul has a lifestyle focused on business, and there is no time for social relations because of the workload. Business life, together with İstanbul's urban lifestyle, lays stress on the shoulders of the participants. Participants use charity running as an antidote against city lifestyle and business stressors. İshak explained how he used charity running as a coping strategy against stress:

The work I do in Istanbul conditions has tremendous, severe stress. While taking care of it, I not only run but also rest my soul. I'm relieving the pressure of the week. Most of my friends here work in stressful and intense jobs, and we always say after the run: "I got rid of all the negative energy on me right now, and I'm relieved." Indeed, I have said that a lot. We have noted that a lot and clean air, forest, pond, and people... also create tremendous positive energy. The forest and the soil are discharging the negative charges in us that we have collected all week. It removes, and new fresh power fill the vacated places.

Competitive work life is a barrier for young alums to participate in training or managerial activities. The intensity of the work life is even more relentless for younger participants. Manolya explained the youngsters' lack of participation as follows:

Those who are laborers are working very hard. Also, I think the motivation to help others is not significantly developed in young people. Yes, we want to rejuvenate the group, but it is not easy. Are we doing better than last year? We are definitely in better shape. Yet I still can't call our running group a young running group.

Chats among runners about their work-life take an essential place in the training. They like talking about business life while running. Each person in the group has a different occupancy, and Gül believed that discussions in the group advanced the participants' knowledge of the business. Once Şahin gave a tip to the researcher about a stock exchange market share (Field Notes, 05/10/2019).

The chats or discussions about business life may drive the participants to establish vocational information exchange or even collaborations. In the end, each

participant represents a different company or sector. Even though different sectors require other solutions, information exchange facilitates learning new methods that may be adapted to each runner's sector. Shared experiences of manager-employee relations or learning different approaches to business from other runners may be a topic in the discussions. Charity runners may help each other to solve problems in the workplace. Relationships may solve problems that money can't solve sometimes.

The effects of charity running on the runners' social world are not limited to the running group. Since the runners feel duty-bound to spread the charity running, charity running-related topics were added to their relationships with their co-workers in the workplace. Lale explained how she initiated the charity running among coworkers:

Something like this happened; I triggered this atmosphere in the office, and we did a charity run with many people and got the support of the people in the office. Some people came or didn't come, who came to walk but started a fundraising campaign. I think we've created a good synergy because of this. People realized that it was a good thing and spread it around, and started doing it themselves.

Gül shared her experiences with her co-workers:

I had managers who supported me from my workplace. Or there were some co-workers whom I expected to help but acted the opposite. In a sense, co-workers take a leaf from me in the company's organization. And because it is taken an example in the company; for example, a large group in our Manisa branch (nearby İzmir) they form a large group for running in "Wings for Life," and run with almost a group of 50-60 people... When I go to the Manisa factory from time to time, the running friends say let's train together. We go together and train in the evenings. It allows us to talk about other topics with other people at all levels in the workplace. Most of the time, it was an excellent occasion to start a subject. Even when I go abroad, for example, for work, people ask me do you still run? When will you run the marathon? So people started to wonder. The people we do business with, sometimes, if we have a meeting with them in a country, how do we make a running plan with them? How do we run a marathon together shortly, or run 10 km? There are topics and materials to discuss and do something together outside work or opportunities to spend time.

As a teacher, Yasemin reported using her lived experiences in marathon running as metaphors for her students. She also guides her students in goal setting via charity running. Lastly, she expressed that her students and their parents appreciate her because she runs for a cause, making her a role model for her students.



Most runners admitted that their lifestyles and point of view changed because of charity running. Kartal claimed that charity running is not just running. This is because it requires adaptation of the participants' lifestyles. Since charity runners get together too many times, adaptation to charity running is inevitable. Şahin contributed by saying that charity running changed their point of view. For instance, charity running fosters helping each other in sports, and the desire to help influences their everyday life. Menekşe defined this by saying, "Charity running is a thing that a person gets out from herself and turns towards someone else." Kartal adopted a charity running lifestyle so much that he confessed that running solely wouldn't make him this much happier. From this point of view, it is clear that charity running is more important for participants than running individually.

The changes in the charity runners' lifestyles sparked off the need to balance their work and private lives. As mentioned, İstanbul offers its residents work-focused life with long working hours. Balaban admitted that his managerial responsibilities regarding charity running negatively affected his job. Gül also confirmed that she sometimes had problems balancing her work and charity times on rush days. İshak complained about the training by saying they caused a decrease in family time, hence trouble in family relations.

How do participants cope with the barriers meanwhile balancing their family time, working time, and charity running time? Despite intensive working hours, charity runners are still motivated to allocate their time to charity running. Gül used her spare time from work to run more. Furthermore, she claimed that charity running helped her divide work and private life. İshak said he discussed beginning to run for a charity with his family and cited, "before I began preparing for the marathon, I got the blessing of my wife and two kids." These statements proved that participants are struggling with finding time for charity running. Although, they find their coping strategies to spare their time devoting to charity running.

## **4.2. Results in Organizational Domain**

Research question 3 examined the charity runners' perceptions of the management strategies of ODTÜMİST's charity running organization. Answering research question 3, "Developing Strategies for a Better Charity Running Management," provided an understanding of the organization's strategies for managing METU Runs for Scholarship. "Interacting with Donees" proved that the alumni management gave importance to bringing the donees and charity runners together and creating an interactional climate. Finally, "Government's vs. Donations' Role in Funding the Students and Research" demonstrated charity runners' comparisons on the effectiveness of governmental funds and ODTÜMİST's funds.

### **4.2.1. Developing Strategies for a Better Charity Running Management**

ODTÜMİST is the managing body of the "METU Runs for Scholarship" event that take place in İstanbul Marathon annually. The association aims to give scholarships to METU students as much as possible. This unveils the managerial side of charity running managed by the association. The association has numerous duties for organizing a charity running event. This includes promoting the event, announcing runners' campaigns, managing donations, organizing bureaucratic paperwork, etc.

The association develops various strategies for managing efficiently. One of them is promoting publicity of their charity running. The association begins by introducing the charity running to the university. The researcher heard about the METU charity running via a university e-mail for the first time. They keep sending the university members e-mails every year. Organizing special training events is used as a publicity strategy. Especially collaborating with different municipalities in İstanbul. In this way, the charity running organization promotes itself in other parts of the city. The organization enhances publicity via its participants by providing them with a domain to design their running campaigns. Hence, the runners can both ask for donations and promote charity running through their personalized campaigns.

Even though most charity runners are running web-based campaigns, Tuna uses traditional face-to-face fundraising. He explained his fundraising strategy:

My method of collecting scholarships is a little different. Instead of the constant bombardment of announcements from social media, I collect by meeting with and convincing my acquaintances. I explain to them why we are collecting this money and its purpose. It's taking some time for me to deal with it this way. And I reached good figures in scholarships, especially this year. The scholarship I collect is increasing every year. Because the donors, my friends, and colleagues, after a while, remember that “yes, scholarships are given this month every year.”

Inviting stakeholders, politicians, or celebrities to the training events or the marathon is another publicity strategy of the association management. Kaya explained the effects of including celebrities and politicians as follows:

We call some famous names. Sometimes they come, sometimes they don't. They also encourage others. For example, Maçoğlu (Mayor of Tunceli) attended two years ago. He didn't participate last year; he might join again this year—such names like him. We call the people we influence and tell them, “come and run with us.” For example, there was İlhan Kesici (Republican People's Party – CHP deputy) last year. There were 2-3 CHP deputies. It has a good influence because these people are well-known names in the public and media.

It should be noted that Manolya thinks the association should work with more celebrities to increase publicity.

Charity running is so much dependent on attracting donors. The association develops strategies that aim to call the donors' attention. First, the association encourages its charity runners to contact the donors and remind them periodically about donating. Including the donees in the event is another strategy. The association asks its current donees to participate in the training and the marathon. This makes the donees visible.

The increasing number of charity-running participants leads to reaching more donors and perhaps more sources of funds. Hence, providing socializing opportunities to the participants is a way of boosting the number of participants. Kaya explained how they managed to gather the participants and offer them socialization opportunities:

We have a pasta party before the marathon. A pasta party is held every year. A METU alum's company named "Sardinia" sends pasta. They cook here with their chef, cauldron, and ladle. We distribute pasta to everyone. Drinks too. There we announce that "we will run in 3 days" or something... Or sorry, it happened one day or two days ago. We also distribute bags. They are from Spor A.Ş. If you don't have that bag, you can't get in. Chip, bag, they also

give a jersey. Things like this. It's called a bag. It has everything in it. They are distributed that day. Because not everyone can go and get it, we take everyone's bag. There are such events. They are good for the group. There, participants bond and people who don't know get to know each other. Yasemin and Manolya both reported that pasta day attracts participants and is motivating and entertaining.

Gathering charity runners is not limited to pasta day. The association organizes a lunch after the marathon. After finishing the marathon, each runner participates in lunch nearby the marathon track. Manolya reported that even the non-marathon participants came to the lunch. These events help one feel a sense of being a member of METU.

Gül believes that “everyone should run, fundraise, be in the interviews to understand the importance of charity running.” The association seeks more participants and donors to realize this idea. Since most alums are in business, developing relationships with companies and attracting employees is inevitable for the association. Being in relations with the companies bears importance as the association needs more runners, and it boosts the event’s publicity. From his previous experiences, İshak explained how they cooperate with the companies:

The association is doing tremendous work around itself. When I say tremendous work, I mean this; help is sought from companies that are prone to such things (charity). Think of a person going and asking for support from a company, and there is another person who has an organization standing behind her/him and saying, "we are fundraising for this association." The second one is more effective. For example, we established a running club with the support of Adım Adım. We obtained the promises of my company’s CEO and some other CEOs. They said, “I will donate as equal to the amount you raised,” and they did. For instance, if we collected 50000₺, they gave 50000₺. The equivalent amount was distributed equally to the places where we raised donations.

Tuna highlighted the importance of companies participating as groups and insisted that the association should work harder to reach more corporations.

As a retention strategy, the association keeps track and statistics of the participants. Lale commented that there is a continuing system in the association. This continuation leads to a consistent management of charity running regardless of the managers. Each year, the organization reminds its participants about charity running. However, this is not limited to charity running participants. Manolya calls

all the alumni members and asks them to participate in charity running. She also keeps detailed statistics of the participants and documents their participation. All in all, these strategies help prevent the dropout of charity runners.

Despite the alumni association's efforts, participants have suggestions for better management of charity running. İshak stated that spreading publicity of charity running begins with personal efforts. Zambak agreed with him by emphasizing the word of mouth advertising. On the other hand, Kartal complained that the number of participants decreased when asking them for help, increasing publicity. As a solution, he highlighted the need for teamwork for publicity. He also offered fieldwork for publicity that would cover all the different masses. In different words, Yasemin depicted that brainstorming to reach more participants would work effectively.

Menekşe experienced that METU t-shirts draw attention for charity running. The university's identity could be a useful tool for publicity. From a similar perspective, Tuna asserted that the rectorship should be included in the process, and the university's alumni web can be used to enhance the publicity of charity running.

Segmentation of the participants according to their age groups may help in understanding the needs of participants. Yasemin described as:

Different things attract different generations. We talk about this all the time on various platforms. It is one thing that attracts those in their 30s, while those in their 20s are attracted by something else. Those in their 50s are attracted by something very different. That's why I think a strategy is needed that can reach a diverse audience.

İshak believes that the association needs the support of the media. As a further step, he even thinks asking for the help of marketing companies should be on the table. Nevertheless, social media is an easily accessible tool, and promotion via social media has less cost. Kartal stated how the association could use social media by saying:

Members of the association send e-mails through the association. Yet it is necessary to manage them well with social media. It is necessary to use all the resources of social media. I'm not talking about intra-group communication in the primary questions. In other words, sharing activities on Instagram, sharing on Facebook, tweeting... It is necessary to manage social media well with a strategy established by the marathon working group and the association within the framework of a certain plan and program.

Charity runners believe that good social media management is crucial for attracting especially younger participants. Manolya determined that the group's mean age was high. She added that giving more importance to social media may help find more younger participants. Even further, İshak suggested that creating content about charity running on social media may magnetize youngsters as well. Kaya said social media has such power that even participants with no relationship with METU are attracted.

Some participants sensed tension between the Ankara and Istanbul branches of the association. This tension causes noncommunication between the alumni association's branches. Kartal recommended that there is a need to establish stronger communication among branches of the association. Well-operated communication would lead to organizing a better charity running event.

#### **4.2.2. Interacting with Donees**

Charity runners are running to help METU students in need financially. The association is so meritorious in bringing the donees and runners together. Since the association chooses its donees, the interaction between runners and donees begins from the very first time. Fundraiser-donee interactions and communications are important issues for charity runners. The runners run in the training and marathons with donees. Gül stated that this enables them to witness different lives. Likewise, İshak considers this as a chance to touch different lives.

The researcher participated in the interviews to choose the students. The association has a set of procedures for choosing the donees. Among the conditions for granting scholarships: the ability to make connections, willingness to participate in events, etc., were mentioned (Field Notes, 23/11/2019). Hence, being in need of a financial source is not the only criterion for the association. The association wants the donees actively participate in the events that the association organizes and have bounds with the alums. However, Kaya has objections to the method of choosing candidates. He thinks the association should ignore its choosing tradition and choose candidates sight unseen. This would ensure anonymity. He believes that anonymity is proper for the idea of philanthropy.

Interviewing donee candidates helps charity runners realize the needs of the students. Some runners gained a specialty in scholarship candidate interviews since they participated in numerous interviews. Manolya admitted that she didn't know the students needed a bursary that much. Having attended the interviews, Balaban contributed by saying that there are students who really need scholarships so much. The interviews influenced him so much that he said that choosing donees was traumatic for him. Gül felt a responsibility because, according to her observations, some students can't pursue their education unless donated. Moreover, her sense of responsibility can't let her take even one student off donee list.

Understanding the students' problems in real life boosts the empathy of the charity runners. As a former donee, Yasemin's sense of responsibility is at its best. She explained: "The thing that brought me here, that made me feel so belonging to charity running, that made me feel so belonging to volunteer work is that it touched me years ago." Charity runners establish empathy with the donees through thinking of their own student life in the past. İshak explained why he chose to be a charity runner:

My studentship was difficult. Those were the times when my family's economic situation really and truly bottomed out. We had many problems. It went on like this for a long time. That two-year period was full of suffering until I got a scholarship from Demir Çelik -Turkish Iron and Steel Enterprises. Sometimes there was no money left in my pocket, and some evenings we would go to the university's cafeteria with friends who did not have any money, fill the round loaves of bread in our pockets, and eat those loaves in our dorms... The fact that I did not have a comfortable student life, in a way, makes me more enthusiastic about charity running.

In her very first interview, Manolya instantly developed sympathy with the candidates and cited that her first interview affected her the most. However, in time, she became more solution-oriented and focused on solving problems of the donees rather than crying in a corner which she did in the past. Another effect of the interviews on her is that she began feeling intimate with the students. Yasemin depicted interacting with donees as "trying to understand them by empathizing and entering their world a little bit is awe-inspiring as if you are reading a novel." Doğan reported that establishing sympathy with the donees has influenced him even when running by saying: "when running, you think that you don't only run for yourself

selfishly.” From the fundraising perspective, Gül’s empathy drives her to work harder than providing less scholarship.

Charity runners are not only charity runners but also mentors to the donees. Kartal never participated in the interviews, yet he is an active mentor to the selected donees. The idea behind mentorship is for students to learn from the experiences of the graduates. Hence, they are prepared for their future career. Yasemin summarized mentoring as: “we don't just want to give you money; let's grow together. Let us show you some examples for your future, from our own life”.

Running for a “good” cause made charity runners feel the responsibility towards those they are running for. Exercise with no purpose doesn’t make sense to Manolya. The feeling of responsibility stems from numerous reasons. One of them is knowing that some students can’t study because they have no financial possibility. Feeling of being beneficial to those students is important for charity runners. Further, outcomes being beneficial makes the runners happy. Doğan defines this situation as giving back to the community. Zambak, on the other hand, reflected that touching people’s lives in a group is meaningful.

Running is a demanding sport, and it requires steadiness. Altruism is a facilitator for keeping the runner steady. It also helps resolve the physical barriers of the sport. Considering a marathon track is a long way to go, Balaban reported that running for a cause is a motivator for him against burnout while running. Similarly, Yasemin alleged that charity runners have the donees in their minds while running. That’s how they find the strength to finish the track. Tuna contributed by saying he runs with the feeling of owing to the university. Sense of altruism is so high for some runners that they may have run for different charity organizations in the past. Still, they run campaigns for multiple charity running organizations.

#### **4.2.3. Government’s vs. Donations’ Role in Funding the Students and Research**

Türkiye ranked 34<sup>th</sup> among Organization for Economic Co-operation and Development (OECD) member countries (38 in total) in terms of gross domestic product in 2021 (OECD, 2022a). In such economic conditions, it is a fact that students need financial aid. As former students, charity runners are aware of this need.



However, Şahin narrated that the need for the scholarship was considered a shame back when he was a student. As İshak remarked, limited scholarship opportunities in the past may also play a role in students' negative perceptions of scholarship. In contrast, nowadays, students have no shame in demanding scholarships. This change may stem from easier access to information or an increased variety of scholarship sources. In addition, with the emerge of exchange programs, the internationalization of students with scholarships in foreign currency has become a trend. This facilitates today's students' demand for the scholarship.

METU was established with the help of the United Nations (UN) (Tekeli, 2006) and had ties with international communities. After political developments in Türkiye, international bonds began getting weaker. Hence the international aid to the university ended. Şahin was a student in this shifting era, and he reported that end of the international financial aid affected both the university and the students negatively.

In addition to the shortage of international aid, the university and students were struggling with their problems. According to Kartal, there was a lack of facilities in the past. Even though the METU campus is where the internet was used for the first time in Türkiye, access to information was harder back then. Gül alleged that the incomes of the parents were lower in the past. Hence, students were struggling more financially.

In their comparisons with today's students, charity runners observed that there are more facilities on the campus now. Transportation to and on the campus being easier is another change. Gül asserted that the students' relationships with the professors are closer now thanks to advanced communication channels. With the changing trends in research, Lale observed that multi-disciplinary research is a reason for preference among current students.

The runners find public funding not enough for research activities and the students. Balaban claimed that the government's budget allocation for state universities had decreased dramatically. There may be several reasons for the shortage of public funding. One of them is because the government is pursuing a policy of increasing the university's quota (Günay & Günay, 2011), the campus is

getting more crowded year by year. Kartal estimates that the crowd may cause inflation in the number of students exercising on the campus, yet a shortage in research activities.

Lack of funding drives the university's budget not to be able to compete globally. Because she has friends working at the university as academicians, Gül cited their thoughts and said that the university was able to allocate more budget for research in the past. "The university can't catch the global developments anymore," she added.

The establishment of the technopole can be considered an alternative source of funds for the university. This enabled the inclusion of the sectors related to technology as well. Balaban contributed by saying that the technopole helped the campus become more dynamic. Although he also referred that support for technopole companies has decreased lately.

Charity runners are deeply concerned about their university's and students' financial statuses. The researcher has observed the chatters among runners about fundraising not only for students but also for research activities. Considering the lack of public funding, the need for alums to support the university is indisputable. The alums and the rectorship relationships are decisive factors in realizing this idea. According to the runners, relationships with the rectorship vary. Şahin expressed that there were stronger relationships with rectorship in the past. The former rector even participated in some of the marathons with the charity runners. Varying bonds between the Alumni Association and the rectorship negatively affect coordination between these two institutions.

## **CHAPTER V**

### **DISCUSSION**

This chapter presents a discussion of the study's findings, specifically addressing the research questions in accordance with the related body of literature.

#### **5.1. Discussion of the Study Findings**

This qualitative study aimed to explore charity running participants' motivations to participate, their social relations in a charity running setting, and their experiences. Serious leisure concept was employed to comprehend the phenomenon profoundly. As an auxiliary aim, revealing participants' perceptions of the charity running organization's management strategies were also examined.

The results shed light on participants' varying feelings of community and connectivity to their alma mater. In addition, serious leisure theory's place in charity running was revealed. The results also shed light on participants' perceptions over their alumni organization's management of charity run. The study thus raises important questions about the diverse motivations of charity runners, positions of the charity runners in serious leisure theory, and viability of alumni-targeted charity events in terms of sustaining university programming and other resources (such as student scholarships) against a backdrop of declining federal investment at the post-secondary level.

The discussion was divided into two parts. The first part discussed the findings in the individual domain, whereas the second part discussed the results of the organizational domain.

### **5.1.1. Discussion of the Study Findings Related to Individual Domain**

Charity runners' desires to run for a charity consisted of complex and multiple motivations. This study's findings (sport, socialization, nature, and philanthropy) have parallels with Filo et al.'s (2009) study since both found "camaraderie, cause, and competency" as highlighting motivations for participants of charity sports events.

Leisure community members often share similar "norms, values, and beliefs" (Tian et al., 2020; Unruh, 1979). Therefore, social relations have of substantial importance for charity runners. It is a strong determinant of participation. Especially level of camaraderie may be higher for METU participants because they all spent at least five years on the same campus. This also elicits a sense of common history and, more importantly, a sense of community among participants. Specific to this study's sample, it can be said that camaraderie is an essential driver of the altruistic purposes of the participants because charity runners identify donees with their studentship days. Since donees are the current residents of the same campus, it is easier for charity runners to connect with donees. Therefore, donees are included in some of the events held by charity runners (pasta party, end of the marathon party, interviews, etc.). In this way, they don't simply provide financial support but interact and share their norms and values.

İstanbul was the 15<sup>th</sup> most crowded city in the world, with 15,415,197 people in 2018 (Tapia, 2021). In addition, the average working hours in Türkiye are more than the European Union countries' mean score (OECD, 2022b). Hence, residents of İstanbul need to seek spaces where they can forget traffic, working, and stress more than any other European city's residents. Charity running provides this escaping chance for charity running participants. In addition, literature (Nettleton & Hardey, 2006; Palmer & Dwyer, 2020) claimed that the city's citizens give importance to the charity sports events that their city hosts. Accordingly, charity runners of METU also embraced charity running as a part of their urban life. However, only a limited number of people are able to participate. Level of income is one of the reasons for this lack of participation. Another reason is that business life demands more from younger participants who are at the beginning of their careers. Despite the difficulties of city

life, with the effects of serious leisure pursuits, charity runners can still adapt their lives where they can both share time for training and fundraising activities.

Because most of the participants work as engineers or managers in corporate companies, they share information with each other about their sectors during training and breakfasts after the training. Webber (2004) explained these business networking activities as a private benefit of the participants. Similar to his findings, this study also found that the instructive climate of business networking makes the participants' social environment more attractive and considerably "prestigious." This makes METU's charity running an attraction for enhancing the business network.

This study proved that competition is a fact of charity running. Competition is not only valid for running times but also occurs in fundraising. Although, some participants emphasized that competition benefits the cause reciprocally as long as it stays ethical. Some charitable activities (e.g., charitable bingo) may be considered to have "dark sides" despite their financial or other benefits (Christensen et al., 2009). In this study's case, competition can be added to the dark side to a certain extent. Even though charity runners perceive a "kind but firm" competition in performance and amount of funds raised, competition may negatively affect participants' social relations. Some participants felt this negative side and declared they didn't like this competitive environment by evoking competition as if they were students who compared exam notes. After all, the ethical boundaries of competition in a charity organization should be designated beforehand since it has the potential to lead the organization and members to the dark side.

Love of nature and sport are two preferably factors to participate that shouldn't be overlooked in charity running. Participants generally desire to run in a natural setting to keep the weekday stressors away. In this way, they both enjoy physical activity and relieved from stress. Apart from that, participants of this study had a high degree of environmental awareness. They like running in natural landscapes. Additionally, they were sensitive to preserving the landscape. Congruent to previous studies (Hendriks & Peelen, 2013; Jeffery & Butryn, 2012; Nettleton & Hardey, 2006; Palmer & Dwyer, 2020), wellness or physical activity act for participating in a charity event in this study. Participants could choose to fundraise in other forms, yet active

life and possibilities for wellness make charity running more appealing for the participants.

Kennelly et al. (2013) concluded that triathletes fit into the amateur group in serious leisure concept. However, charity runners, with their charity duties, exhibit traits that may also belong to the volunteer group. Then, should the charity runners be evaluated as members of a hybrid group? Or is there a need to define the fourth group by considering the characteristics of charity runners?

Another issue with charity runners in the serious leisure concept is they can be divided into two groups according to their activities: serious runners and serious fundraisers. Nettleton and Hardey (2006) similarly divide the orientations of charity runners. However, there may be a need for a new classification that examines the degree of their activity to understand whether participants fundraise or train seriously, or spend less time. Figure 5.1 is presented below to provide a clearer understanding of this issue.

Traveling to different cities or countries to participate in marathons is a trait of charity-running participants. They fit into the “serious sport tourist” (Green & Jones, 2005) definition. Traveling to some of the events requires a premium price with all of its costs, and only participants with special interest (Getz & McConnell, 2011) are keen to pay the price. In addition to traveling, the running sector’s other expenses (running shoes, running equipment, etc.) are also embraced by the charity runners. It can be discussed that serious leisure may cause serious buying.

METU Alumni Association’s charity runners choose their donees by themselves. In a way, they may act as “impact philanthropists” (Duncan, 2004; Sherwani et al., 2021) because they desire to see the impact of their efforts directly, just like an impact philanthropist. The desire to run at a better time may also stem from this concept since participants indicated that when they run at a better time, they raise more. Apparently, their performance creates an impact on raising more funds.

### **5.1.2. Discussion of the Study Findings Related to the Organizational Domain**

The literature (Guo, 2007; Housego & O’Brien, 2012) has consensus that governments cannot adapt to NGOs’ variational nature. Despite the fact that

governments are funding charitable organizations for the community's good, the effectiveness of the funds' use and bias are important issues that both parties should place emphasis on. METU alums have made efforts to manage a better charity run by developing strategies. Especially such efforts for transparency, publicity, collaboration, and retention of the participants shows that an NGO needs to be managed as seriously as a for-profit company.

Funding preferences may be questionable in such cases as well. Governments may have the desire to direct funds to certain causes. For instance, an ice hockey match can be used to fund armed forces (Scherer & Koch, 2010). Eventually, fundraising can be used for political discourse. Deciding on what to fund is a question that charity event managers ask themselves. In addition, managers should be careful with the relationships with the governments and the bureaucracy as well as companies.

The alumni association prominently expends energy on increasing competition among members. Each week, the organization management shared a list showing the runners' order and the funds they raised. Participants alleged that these lists are causing competition for more fundraising among members. In addition, the association organizes a party each year at the end of the campaign period. At these parties, the association awards the top fundraisers of the year. From the association's end, the number of funds benefits from competition. However, the level of competition should be treated cautiously. Because too much competition might reveal the dark side (Christensen et al., 2009) of charity and cause a decrease in future intentions to participate.

Transparency of NGOs has profound importance against bias and abuse of their activities. To ensure transparency, donors might have the desire to inspect (Duncan, 2004; Goktas et al., 2019) the NGOs' fiscal activities. ODTÜMİST includes charity running donations and how they are spent in their annual reports. This is used for transparency of charity running and measuring the annual performance of funding of the students.

Sherwani and colleagues (2021) emphasized that social media posts facilitate NGOs to be seen easier, particularly if the NGO is new in the market. By the time researcher participated, the METU alumni association's charity running event was in

its 7<sup>th</sup> year. It can be considered a relatively new event. Parallely, respondents of this research frequently emphasized the importance of a social media strategy for publicity of the event.

Respondents of this study have indicated that the campus is getting crowded, the country's current economic situation, global competition among universities, and, most importantly, lack of public funding can be considered as the vital reasons that METU needs extra funding sources. Research proves that charities' role in funding universities and research is getting more year by year (Kundu & Matthews, 2019). As a result of this trend, in addition to funding students in need, participants frequently revived the idea of funding research.

The importance of charities funding universities and research is growing, especially in countries where public funding falls short. Nevertheless, Gomes and Stavropoulou (2019) drew attention to bias in funding research apart from its many benefits (policy-making, economic, sector-wise, etc.). Because their study depicted that most charity-funded research takes place in the field matching with interests of the funding body. To this study, METU alums' run for the same university's students can be an illustration of this bias. Would they run for another university's students or research? The answer to this question remains uncertain.



## **CHAPTER VI**

### **CONCLUSION**

In this chapter, a final conclusion of the study and recommendations for practice and further research were displayed. Thereafter, recommendations for practice and further research were offered.

#### **6.1. Conclusion of the Findings**

This study uncovers that motivations to participate in a charity run are multidimensional and not limited to altruism. Various reasons, such as social, physical activity, cause, shared past, and even competition, played a role in participation in charity running. In particular to this study, social relationships and interactions among participants should have more importance for participants. This study unveils that charity runners tend to participate because they love the social atmosphere.

According to the findings of this study, charity running has barriers to participation. One of them is that participants may have hardships in time management since charity running requires an enormous amount of time. Another barrier can be counted as financial. Charity running demands a level of financial possibility. This may be why the studied group has shown a homogenous structure as the participants had similar job positions and backgrounds, most importantly, graduated from the same university.

This research proved that some charity runners either run or fundraise seriously. This is a unique finding in this field and has the potential to expand serious leisure literature.

Findings related to the management of charitable organizations are expected to contribute to the policy-making towards NGOs. Lastly, conflicts between public and charity funding of universities and research were presented in this study. Findings extracted from this study may be useful for the effective distribution and use of funds.

## **6.2. Recommendations for Charity Runners and NGO Managers**

According to the findings of the study, recommendations below were offered for practice and charitable organizations' managers:

Besides altruism, many reasons drive a person to participate in charity running. NGO managers should comprehend this fact and might develop strategies according to the findings of this study. In addition, this study may help participants overcome barriers to participation. The nature of charity running may be demanding. However, participants can participate consistently as long as they manage their time effectively and balance business, family, and charity work time.

Research (Merchant et al., 2010) has proved that storytelling is an effective instrument for boosting donations. Hence, NGOs and charity runners should emphasize their donees' stories more. Each year ODTÜMİST sets a goal for the amount they plan to raise. Highlighting their donees' stories may help to reach their goals with ease.

In 2009, \$1 billion was raised via charity running in the United States of America (USA) (Robbins, 2010). Compared to developed countries, charity running in Türkiye is still in baby steps. Charity running is still run in a limited number of marathons. While famous marathons need to limit participation due to high interest, there is still room in Turkish marathons (except İstanbul Marathon) for spreading charity running or even for starting new marathons in different cities. Charity managers can view this as a development chance for the sector.

To touch more students' lives, runners of the "METU Runs for Scholarship" event exhibit extraordinary effort. Managers may increase participation, hence the number of funds, by using the segmentation of this study. By meeting the different

needs of serious runners and serious fundraisers, managers would have the opportunity to maximize the participation and funds raised.

As a stakeholder group in charity work, donors have integral roles. An NGO should strike a balance between its requirements and those of its benefactors (Duncan, 2004). This balancing is expected to yield higher motivation from donors. Storytelling (Merchant et al., 2010) is also suggested from the literature used as a way of asking for money from donors. Managers and charity runners are suggested to highlight the stories of donees for raising more funds

Research proved that self-image (Graca & Zwick, 2020) is essential for millennials to become donors. Hence, charitable organizations' managers should create space for younger participants to make their self-image visible.

NGOs and for-profit companies differ in many ways, including “organizational structure, goal separation, etc.” (Foxall et al., 2020). NGO managers should comprehend these distinctions and value the principles of NGOs.

### **6.3. Recommendations for Further Research**

With respect to the results of the present study, further studies can examine the participation motivations of the different charity-running participants. There are charity-running organizations with bigger numbers of participants. Quantitative or mixed-method research can be conducted with the participants of these charity-running organizations. Sports in charity are not limited to running. Other charity sports events can be examined in terms of participants' motivations. Studies that compare urban and country leisure habits can be planned as well. Further studies can focus on relationships between charitable organizations, governments, and the private sector. Studies with interventions for effective fundraising can be designed. Participants of this study were eager to fund research. In case they will, the effects of their funding on research can be studied as well.

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## APPENDICES

### A. APPROVAL OF THE METU HUMAN SUBJECTS ETHICS COMMITTEE

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ  
APPLIED ETHICS RESEARCH CENTER



ORTA DOĞU TEKNİK ÜNİVERSİTESİ  
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Sayı: 28620816 / 321

01 AĞUSTOS 2019

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Settar KOÇAK

Danışmanlığını yaptığımız Alper YILDIZ'ın "Using Serious Leisure Theory and Symbolic Interactionist Perspective to Understand Charity Runners' Motivations and Experiences" başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülmüş ve 301 ODTÜ 2019 protokol numarası ile onaylanmıştır.

Saygılarımızla bilgilerinize sunarız.

Prof. Dr. Tülin GENÇÖZ

Başkan

Prof. Dr. Tolga ÇAN

Üye

Doç. Dr. Pınar KAYGAN

Üye

Dr. Öğr. Üyesi Ali Emre TURGUT

Üye

Dr. Öğr. Üyesi Şerife SEVİNÇ

Üye

Dr. Öğr. Üyesi Müge GÜNDÜZ

Üye

Dr. Öğr. Üyesi Süreyya Özcan KABASAKAL

Üye



## B. CURRICULUM VITAE

### PERSONAL INFORMATION

Surname, Name: Yıldız, Alper

Nationality: Turkish (TC)

Date and Place of Birth: [REDACTED]

Marital Status: [REDACTED]

Phone: [REDACTED]

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email: [REDACTED]

### EDUCATION

Degree	Institution	Year of Graduation
MS	METU Physical Education and Sport	2015
BS	Muğla University Recreation	2010
High School	Ataköy High School, İstanbul	2005

### WORK EXPERIENCE

Year	Place	Enrollment
2018 January - Present	Pamukkale University	Research Assistant
2013 February	METU Department of Physical Education and Sport	Research Assistant
2011 August	Pamukkale University	Research Assistant

### FOREIGN LANGUAGES

Advanced English, Basic French

## PUBLICATIONS

1. Yıldız, A., Koçak, S., Altunsöz, I., & Devrilmez, E. (2015). Spectators' Participation Decisions in the Basketball Matches. *Pamukkale Journal of Sport Sciences*, 6(1), 1-11.
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#### **HOBBIES**

Basketball, Documentaries, Cuisine

## C. PARTICIPANT CONSENT FORM

### ARAŞTIRMAYA GÖNÜLLÜ KATILIM FORMU

Bu araştırma, ODTÜ Beden Eğitimi ve Spor Bölümü Doktora öğrencisi Alper YILDIZ tarafından Prof. Dr. Settar KOÇAK danışmanlığındaki doktora tezi kapsamında yürütülmektedir. Bu form sizi araştırma koşulları hakkında bilgilendirmek için hazırlanmıştır.

#### **Çalışmanın Amacı Nedir?**

Araştırmanın amacı, bir yardımseverlik koşusu örgütündeki koşucuların motivasyonları ve deneyimlerini ciddi serbest zaman ve sembolik etkileşimcilik kuramları temelinde incelemektir.

#### **Bize Nasıl Yardımcı Olmanızı İsteyeceğiz?**

Araştırmaya katılmayı kabul ederseniz, sizden ses kaydınızın alındığı bire bir görüşmeye katılmanız beklenmektedir. Yaklaşık olarak bir saat sürmesi beklenen bu görüşmede tarafınıza bir dizi açık uçlu soru yöneltilecektir.

#### **Sizden Topladığımız Bilgileri Nasıl Kullanacağız?**

Araştırmaya katılımınız tamamen gönüllülük temelinde olmalıdır. Çalışmada sizden kimlik veya kurum belirleyici hiçbir bilgi istenmemektedir. Cevaplarınız tamamıyla gizli tutulacak ve sadece araştırmacılar tarafından değerlendirilecektir. Katılımcılardan elde edilecek bilgiler toplu halde değerlendirilecek ve bilimsel yayımlarda kullanılacaktır.

#### **Katılımla ilgili bilmeniz gerekenler:**

Görüşme, genel olarak kişisel rahatsızlık verecek sorular veya uygulamalar içermemektedir. Ancak, katılım sırasında sorulardan ya da herhangi başka bir nedenden ötürü kendinizi rahatsız hissederseniz görüşmeyi yarıda bırakıp çıkmakta serbestsiniz. Böyle bir durumda çalışmayı uygulayan kişiye çalışmadan çıkmak istediğinizi söylemek yeterli olacaktır.

#### **Araştırmayla ilgili daha fazla bilgi almak isterseniz:**

Görüşme sonunda, bu çalışmayla ilgili sorularınız cevaplanacaktır. Bu çalışmaya katıldığınız için şimdiden teşekkür ederiz. Çalışma hakkında daha fazla bilgi almak için Beden Eğitimi ve Spor Bölümü öğretim üyelerinden Prof. Dr. Settar Koçak (E-posta: settar@metu.edu.tr) ya da doktora öğrencisi Alper Yıldız (E-posta: alper@pau.edu.tr) ile iletişim kurabilirsiniz.

**Yukarıdaki bilgileri okudum ve bu çalışmaya tamamen gönüllü olarak katılıyorum.**

(Formu doldurup imzaladıktan sonra uygulayıcıya geri veriniz).

Ad Soyad

Tarih

İmza

\_\_\_\_/\_\_\_\_/\_\_\_\_

## D. INTERVIEW FORM

### Görüşme Soruları

Araştırma sorusu: Yardımseverlik koşusu katılımcılarının tecrübeleri ve motivasyonları nelerdir?

Merhaba. Ben Alper YILDIZ. PAÜ Rekreasyon Bölümünde araştırma görevlisiyim. Bu çalışmada yardımseverlik koşusu katılımcılarının deneyimlerini araştırmaktayım. Çalışmaya vakit ayırdığınız için teşekkür ederim. Başlamadan önce bu görüşmenin kaydedileceğini ve vereceğiniz bilgilerin sadece araştırma amaçlı olacağını ve 3. kişilerle paylaşılmayacağını hatırlatmak isterim. İsteddiğiniz soruya cevap vermeme ve görüşmeyi istediğiniz yerde bırakma hakkına sahipsiniz.

1. ODTÜ Mezunları Derneği'nin yardımseverlik koşusundan nasıl haberiniz oldu?
2. Ne kadar süredir ODTÜ MD adına maratonlara katılıyorsunuz?
3. Katılmaya nasıl karar verdiniz? Neler sizi motive etti?
4. Belli bir amaç için koşmak sizde nasıl hisler doğurdu?
5. Sizce yardımseverlik koşusu katılımcılarını diğer koşuculardan ayıran noktalar nelerdir?
6. Yardımseverlik koşusu grubundaki katılımcılar arasındaki ortamı nasıl değerlendirirsiniz? (İletişim, etkileşim, aidiyet duygusu, sosyalleşme...)
7. Koşmanın sosyalleşmenize etkisi ne derecededir? Koşmak dışında nasıl sosyalleşiyorsunuz?
8. Grup içi iletişimde sosyal medyanın rolü nedir?
9. Çoğunluğu aynı kurumun mezunu olan insanlar olmak sosyal ortamınızı ne yönde etkiliyor?
10. Bu grupla koşmanın mesleğinize veya iş ilişkilerinize nasıl etkileri oldu?
11. Daha hızlı koşmak, daha yüksek miktarda burs toplamak vb. sebepler grup içinde rekabet unsuru yaratıyor mu? Bu durum yardımseverlik fikrini nasıl etkiliyor?
12. Koşu topluluğuna katılmadan önce beklentileriniz nelerdi? Bu beklentilerinizin karşılanma düzeyi nedir?

13. Grupla birlikte kořma sũrecine (antrenman, burs toplama, yũnetimsel sũreçler vb.) haftada ne kadar sũre ayırıyorsunuz? İř yařamınızla birlikte nasıl denge saęlıyorsunuz?

a) (Geçmiřte bireysel kořuyorsa gruba girdikten sonra deęiřim oldu mu?)

14. Bu iře yaptığınız harcamalar ne seviyede? Masraflarla nasıl bařa çıkıyorsunuz?

15. Burs vereceğiniz õğrencileri mũlakatla seçtiğiniz biliniyor. Bursiyerlerle etkileřime geçmek sizde nasıl hisler doęuruyor (eęer bursiyer sečen ekipteysen)?

a) Öğrencilere burs vererek yardım etmek sizde ne tũr hisler doęuruyor (eęer bursiyer sečen ekipte deęilse)?

16. Katılımcıların etkinlięe katılımını sũrdũrũlebilir hale getirmek ięin dernek ne tũr stratejiler izliyor? Siz olsanız neler yapardınız?

17. Sizce bu etkinlięin tanıtımının daha çok kiřiye ulařması ięin neler yapılabilir?

Paylařmak istediğiniz bařka bilgi yoksa burada bitirmek istiyorum. Katılımınız ięin çok teřekkũr ederim.

**Ek sorular:**

1. Kendi õğrencilik dũneminize kıyasla ũniversite ve kampũs hakkında ne dũřũnũyorsunuz?

2. Devletin ũniversiteyi fonlamasıyla sizin fonlarınızı karřılařtırdığınızda sizin fonlarınızın etkisi hakkında ne dũřũnũyorsunuz?

## E. OBSERVATION FORM

### Gözlem Formu

**Amaç:** Bir yardımseverlik koşusu etkinliği katılımcılarının motivasyonlarını ve deneyimlerini ciddi serbest zaman ve sembolik etkileşimcilik kuramlarının uygulanmasıyla derinlemesine araştırmaktır.

#### **Gözlem Soruları:**

1. Koşu antrenmanı süresince katılımcıların sosyal etkileşimi nasıldır?
2. Koşu grubunun ritüelleri nelerdir?
3. Beklenmeyen bir olay yaşandığında katılımcıların tepkileri nasıl şekilleniyor?
4. Antrenmanlarda liderlik boyutu öne çıkan veya sosyal ilişkileri yönlendiren katılımcılar var mıdır?
5. Grup içi iklim nasıldır?

**Veri toplama:** Üç aylık bir süreçte bir yardımseverlik koşusu grubunun haftalık düzenli olarak katıldığı antrenmanlar gözlemlenecektir. Ortamı tanımlamak, etkileşimleri belirlemek ve jest ve mimikleri detaylandırmak için alan notları tutulacaktır. Sadece tanımlayıcı notlar değil, araştırmacının yansımaları da gözlem sürecine yön verecektir.

#### **Gözlem Ölçütleri:**

Antrenman sürecinde 3 farklı bağlamda veri toplanacaktır

1. İçerik: fiziksel alan ve bireylerin tanımlanması
2. Antrenmanın biçimsel yapısı: sorumluluklar, ritüeller, liderlik
3. Etkileşim: katılımcılar arasındaki etkileşim kalıpları, yapısı



## F. TURKISH SUMMARY / TÜRKÇE ÖZET

### YARDIMSEVERLİK KOŞUCULARININ MOTİVASYONLARINI, SOSYAL İLİŞKİLERİNİ VE DENEYİMLERİNİ ANLAMAK İÇİN CİDDİ SERBEST ZAMAN KURAMININ KULLANILMASI

#### GİRİŞ

Yardımsever bağış, özgecil bir motivasyon olarak kabul edilir. Fakat bu durumun özgecil olma veya yardımseverlikle sınırlı olup olmadığı önemli bir sorudur. İnsanlar yaşamları boyunca çok fazla olay veya faktör tarafından motive edilebilirler. İhtiyaç sahiplerine yardım etmek bu motive edici unsurlardan biri olarak kabul edilebilir. Bu durum her ne kadar özgecilik ile sınırlı olmasa da özgecilik kavramıyla açıklanabilir. Trivers (1971), özgecil davranışı "...başka bir organizmaya fayda sağlayan davranış" olarak tanımlamıştır. Diğer motivasyonlar da insanları başkalarına yardım etmeye yönlendirebilse de özgecilik temel motivasyon olarak kabul edilebilir.

Sokak hayvanları için kapıya yiyecek ve su bırakmak, bir etkinlik için gönüllü olmak, hatta birilerini bir selden kurtarmak gibi başkalarına yardım etme arzusundan kaynaklanan özgecil davranışları tatmin etmenin çok fazla yolu vardır (Kaplan, 2000). Özgecil nedenlerle maratonlarda koşmak yeni bir olgudur. Koşunun amacı akciğer kanserine karşı bağış yapmak, çevre kirliliği konusunda farkındalık yaratmak ya da öğrencilere burs bulmak olabilir. Bu sayede katılımcılar hem fiziksel aktiviteden keyif alabilir hem de ihtiyaç sahiplerine yardımcı olabilirler. Çoğu maraton bu "yardımseverlik kurumlarını" içerir ve bu organizasyonlara çokça katılım sağlanır.

Araştırmalar, katılımcıların özgecil olma dışında yardım amaçlı spor etkinliklerine katılmak için çeşitli nedenleri olabileceğini göstermiştir. Örneğin, yardım amaçlı spor etkinlikleri fiziksel aktivite veya iyi olma içerdiğinden (Hendriks ve Peelen, 2013; Jeffery ve Butryn, 2012; Nettleton ve Hardey, 2006; Palmer ve Dwyer, 2020), katılımcılar fiziksel aktiviteye katılma arzusu duyabilirler. Palmer ve Dwyer (2020), bu tür bir katılımı "Fitness Yardımseverliği" olarak tanımlamıştır.

Fiziksel aktivitenin dahil edildiği yardım amaçlı spor etkinlikleri, devamlılık ve yardımı arttırmada bir araç olarak kullanılabilir (Hendriks ve Peelen, 2013).

Yardım amaçlı spor etkinlikleri kitlesel katılımı artırıyor (Goodwin ve diğ., 2017; Jeffery ve Butryn, 2012; Palmer ve Dwyer, 2020), bu işin sosyal kısmı göz ardı edilemez. Goodwin ve ark. (2017), katılımcıların sosyal motivasyonlarının katılımı artırdığını ve sosyalleşmenin amaçla korelasyonları olduğunu iddia etmiştir. Benzer şekilde Palmer ve Dwyer (2020), yardım amaçlı spor etkinliklerinin sosyal yönünün, sağlık ve özgecilik kadar katılım üzerinde de önemli etkileri olduğunu bulmuştur. Bazı spor temelli yardım etkinlikleri, mücadele ve dayanıklılık gerektirdiğinden, katılımcılar arasında sosyal destek (Jeffery ve Butryn, 2012) önem taşımaktadır.

Yardımseverlik amaçlı spor etkinlikleri düzenlendiği şehirlere değer katar. Bu nedenle, kentsel yaşamda sivil vatandaşlığın (Nettleton ve Hardey, 2006; Palmer ve Dwyer, 2020) yardım amaçlı bir spor etkinliğine katılımı rol oynaması şaşırtıcı değildir. Özellikle bazı maratonlar ev sahibi şehirlerle özdeşleştirilir. Nettleton ve Hardey'in (2006) örneğinde, katılımcılar Londra maratonunu “aktif vatandaşlar” olarak benimsemiştir.

Yardımsever kuruluşlar, tanınırlıklarını ve katılımı artırmak için maratonlardan faydalanır (Nettleton ve Hardey, 2006). Bu nedenle maratonlar bu organizasyonları sahiplenmeye, desteklemeye ve güçlerinden yararlanmaya başladılar. Hatta bu yardım kurumları için stant bile tahsis ediyorlar. Hanc (2016), 2015'te New York City Maratonu'nu bitiren 49.617 kişiden yaklaşık %17'sinin 340 yardım kurumuna kaydolan yardımsever koşucular olduğunu bildirmiştir.

Günümüzde yardımsever koşucular, serbest zamanlarının önemli bir kısmını eğitim ve bağış toplama faaliyetlerine ayırmakta, başka bir deyişle yardımseverlik koşuculuğuna bağlanmaktadır (Filo ve diğ., 2009). Bu durum, söz konusu etkinliklerin ciddi serbest zaman kavramına uyabileceğini gösterir (Stebbins, 2007). Ciddi serbest zaman, insanların serbest zaman uğraşlarını gündelik ve proje tabanlı serbest zamandan ayırarak anlamayı sağlayan bir kavramdır.

Stebbins (1997) gündelik serbest zamanı, keyif almak için az veya daha az pratik gerektiren hızlı, doğal olarak tatmin edici ve hoş bir aktivite olarak tanımlamıştır.

Ayrıca, proje tabanlı serbest zamanı, boş zamanlarda yapılan kısa, biraz zor, bir defalık, düzensiz ama nadir, yaratıcı adanma olarak tanımlamıştır (Stebbins, 2005). Ancak ciddi serbest zaman, katılımcılardan önceki iki kavrama göre daha fazlasını talep eder. Yüksek azim, yüksek düzeyde çaba, ayırt edilebilen değerler sistemi, uzun vadede avantajları ve çabaya olan yakınlığı, onu diğer serbest zaman biçimlerinden ayırır (Stebbins, 2015).

Ciddi serbest zaman, katılımcıların fiziksel aktivite, turizm, gönüllülük vb. gibi çeşitli alanlardaki serbest zaman davranışlarını anlamak için geniş ölçüde kullanılmaktadır. Ayrıntılı olarak, triatletlerin (Kennelly ve diğ., 2013; Ma ve diğ., 2022) ve maraton koşucularının (Beaton ve diğ., 2011; Getz ve Andersson, 2010; Tian ve diğ., 2020) serbest zaman davranışlarını tanımlamak için kullanılmıştır. Bu durum, ciddi serbest zaman kuramının yardımsever koşucuların motivasyonlarını ve deneyimlerini derinden anlamaya yardımcı olabileceği fikrini akla getirmektedir.

Yardım kurumları tarafından finanse edilen üniversiteler ve araştırma, güncel bir bilimsel çalışma alanıdır. Araştırmalar, kamu ve yardımseverlik fonlarının üniversitelerdeki araştırma faaliyetlerine avantaj sağladığını kanıtlamıştır (Gomes ve Stavropoulou, 2019). Ancak, devlet fonları öğrencilerin finanse edilmesi veya araştırma faaliyetleri için yetersiz olabilir. Dolayısıyla bu, yardım kurumları tarafından finanse edilen üniversitelerin ve öğrencilerin önemini artırmaktadır.

Yardımseverlik koşusu örgütlerinin sayısı her geçen gün artmakta (Ricketts, 2019). Ancak bu organizasyonların katılımcılarının sosyal ilişkilerini, motivasyonlarını ve deneyimlerini detaylı olarak inceleyen az sayıda çalışma bulunmaktadır. Ayrıca triatlon (Kennelly ve diğ., 2013; Ma ve diğ., 2022) ve maraton (Beaton ve diğ., 2011; Getz ve Andersson, 2010; Tian ve diğ., 2020) katılımcılarında ciddi serbest zaman kavramı ele alınmıştır. Fakat, yardımsever koşucuları ciddi serbest zaman kavramı açısından inceleyen hiçbir çalışma yoktur. Son olarak, yardım kurumları tarafından finanse edilen üniversiteleri anlamak, hükümetlerin bıraktığı finansal boşlukları etkili bir şekilde doldurabilir. Bu nedenle, katılımcıların motivasyonlarını, deneyimlerini ve sosyal ilişkilerini ciddi serbest zaman kuramı içinde derinlemesine anlamak ve yardımseverlik kurumlarının yönetim stratejilerinin katılımcılar tarafından nasıl algılandığını incelemeye ihtiyaç vardır.

## **Amaç**

Bu çalışma, ciddi serbest zaman kuramını uygulayarak, bir yardımseverlik kurumunun katılımcılarının sosyal ilişkilerinin, motivasyonlarının ve deneyimlerinin derinlemesine anlaşılmasını kolaylaştırmayı amaçlamaktadır. Yardımseverlik koşusu sadece antrenmanlar ve maratona katılmaktan ibaret değildir. Kaynak bulma faaliyetleri, toplantılar, yönetsel faaliyetler vb. görevleri içerir. Bu nedenle tüm bu faaliyetlerin araştırılması önem taşımaktadır.

Katılımcıların tamamının şehir merkezinde yaşaması ve aynı üniversiteden mezun olması nedeniyle bu çalışma, geçmişte aynı kampüs hayatını yaşamış, kent hayatındaki insanların serbest zaman pratiklerine de ışık tutabilir. Bu araştırmanın diğer bir amacı, katılımcıların yardım kurumlarının yönetim stratejilerinin nasıl algıladıklarını derinlemesine anlamaktır.

## **Araştırma Soruları**

Bu çalışmada yardımseverlik koşusu olgusunu anlamak için üç araştırma sorusu vardır:

- Yardımseverlik koşusu katılımcılarının motivasyonları ve deneyimleri nelerdir?
- Yardımseverlik koşusunun, koşucuların sosyal ilişkileri üzerindeki etkisi nedir?
- Yardımseverlik koşucularının, kendi yardımseverlik kurumlarının yönetim stratejilerine dair algıları nelerdir?

## **Araştırmanın Önemi**

Bu çalışmanın önemi üç kısımda ele alınmalıdır: araştırma için çalışmanın önemi, uygulama için çalışmanın önemi ve kuram için çalışmanın önemi.

Bu çalışma, bir yardım kurumunu ve katılımcılarını ciddi serbest zaman bağlamında incelediği için yardım kurumları ve katılımcıları ile ilgili araştırmaya katkıda bulunabilir. Bu, yardım kurumlarını ve katılımcılarını farklı bir bakış açısıyla anlamaya yardımcı olabilir. Bu araştırma, yardım kurumlarının çeşitli yönlerini sunduğundan, katılımcıların deneyimleriyle araştırma sorularını çeşitlendirmeye

yardımcı olabilir. Bu çalışma aynı zamanda katılımcıların üniversitelere ve araştırma faaliyetlerine fon sağlama konusundaki algılarını da araştırmaktadır. Katılımcılardan elde edilen bilgiler ilgili alanyazına şekil verebilir.

Yardımseverlik koşusu Türkiye için yeni bir olgudur ve yardımseverlik koşusu katılımcılarının deneyimlerini ve motivasyonlarını araştırmaya ihtiyaç vardır. Böylece bu araştırma, yardım kurumlarına katılımcılar için daha iyi koşullar tasarlama konusunda, katılımcı sayısını artırmada ve dolayısıyla fon miktarını artırmada rehberlik edebilir. Ayrıca, yardımseverlik koşucularının motivasyonlarını ve ihtiyaçlarını öğrenmek, koşucuların sürekliliğini sağlamak için kullanılabilir. Ayrıca, üniversiteyi finanse etmeleri Türkiye'deki üniversite finansmanının geleceğini belirleyebilir. Bu nedenle bu çalışma uygulama için önemli olabilir.

Bu çalışmanın, belirli bir grubun kurama dahil olması nedeniyle ciddi serbest zaman alanyazınına farklı bir bakış açısı sağlaması beklenmektedir. Katılımcıların kentsel yaşam kalıpları, grup pratikleri ve motivasyonları, ciddi serbest zaman kavramı yoluyla yeni bir anlayış geliştirebilir.

## ALANYAZIN TARAMASI

### **Yardım Kuruluşları ve Yardımseverlik Bağışları**

Yardımsever bağışlar çok eski dönemlere uzanır. Yardımsever bağışların ilkel örnekleri dinlerle güçlü bir şekilde ilişkilidir (Singer, 2008). Yardım kurumlarında din adamları ve din adamlarının önemli rolleri vardır. Dindarlık, yardımseverlik ve yardım kurumlarına yönelik tutumlarla olumlu bir şekilde ilişkilidir (Roberts ve David, 2019). Li (2017), dindar kişilerin yardım işlerinde daha cömert davrandıklarını bulmuştur: hem dinî hem de seküler gruplara daha fazla yardımsever bağışta bulunurlar ve daha yüksek düzeyde bağış yapma eğilimleri vardır.

Ayrıca araştırmalar, yardımseverlik ve dinî katılımın birbiriyle ilişkili olduğunu kanıtlamıştır (Gruber, 2004). Her biri diğerini olumlu etkiler. Türk toplumu için de benzer sonuçlardan söz edilebilir. Ağırlıklı olarak Müslüman olan Türk halkı, dinî motivasyonlarla özgecil davranışlar sergilemektedir (Singer, 2008).

Yardımsız bağışlar toplumun gelişimiyle ilişkili olduğundan, hükümetler kâr amacı gütmeyen veya yardım kurumlarıyla ilişkiler geliştirir (Tang, 2022). Hükümetlerin iyi veya kötü niyetleriyle, yardım kurumları devlet sübvansiyonlarından yararlanır ve daha iyi topluluklar oluşturmaya yardımcı olur. Hükümetlerin yardım kurumlarına verdiği destek çoğunlukla vergi indirim yoluyla gerçekleşir.

### **Ciddi Serbest Zaman**

"Ciddi serbest zaman" terimi ilk kez Robert A. Stebbins tarafından ortaya atıldı. O zamandan beri (1982), alanyazında katılımcıların serbest zaman davranışlarını açıklamak için ciddi serbest zaman kavramı yaygın olarak kullanılmaktadır. Stebbins (2020) serbest zamanı, "insanların yapmak istediği ve yeteneklerini ve kaynaklarını kullanarak aslında ya tatmin edici ya da doyurucu bir şekilde (veya her ikisini birden) yaptıkları, boş zamanlarında gerçekleştirilen, zorlamasız, bağlamsal olarak çerçevelenmiş aktivite" olarak tanımlamıştır." (s. 15). Ciddi serbest zaman perspektifini anlamak için önce serbest zaman kavramının farkına varmak gerekir.

İnsanların serbest zaman alışkanlıkları, yıllar geçtikçe değişime uğramıştır. Serbest zaman aktivitelerine ayırdıkları zaman miktarı da değişmiştir. Bu durum insanların serbest zamanlarını değerlendirme biçimlerinin sınıflandırılması ihtiyacını doğurmuştur. Bu nedenle, Stebbins serbest zamanı "Gündelik Serbest Zaman", "Proje Tabanlı Serbest Zaman" ve "Ciddi Meşgaleler" olarak bölümlere ayırmıştır. "Ciddi Meşgaleler" kendi içinde iki alt bölüme ayrılmıştır: "Ciddi Serbest Zaman" ve "İşe Adanma".

Stebbins (2015) ciddi serbest zamanı şu şekilde tanımlamıştır: "...katılımcıların çok ilginç ve tatmin edici buldukları amatör, hobici veya gönüllü bir faaliyetin sistematik olarak meşgale edinilmesi, özel becerilerini, bilgisini ve deneyimini, tipik bir durumda, kendilerini kazanma ve kazanma merkezli bir (serbest zaman) kariyere başlamayı ifade ediyor (Stebbins, 1992, s. 3)." Ciddi serbest zamanı diğer serbest zaman biçimlerinden ayıran nedir? Ciddi serbest zamanın özelliklerini anlamak, yukarıdaki soruyu yanıtlamaya yardımcı olabilir. Üç tür ciddi serbest zaman katılımcısı vardır: "amatörler, gönüllüler ve hobiciler."

“Amatörler sanatta, bilimde, sporda ve eğlencede bulunurlar ve burada, iki grubun paylaştığı halkla birlikte üçlü bir ilişkiler sisteminde birleşen profesyonel muadilleriyle şu ya da bu şekilde kaçınılmaz olarak bağlantılıdır. Buna karşılık, hobiciler, bazen ticari eşdeğerlerine sahip olmalarına ve genellikle yaptıklarıyla ilgilenen küçük kitlelere sahip olmalarına rağmen, amatörlerin profesyonel ikinci kişiliğinden yoksundur. Gönüllüler, ister ciddi, gündelik, ister proje temelli serbest zamanlarını takip etsinler, hem diğer insanların (gönüllünün ailesinin dışında) hem de çevrenin yararına, resmi veya gayri resmi, hiç ödeme olmaksızın veya en fazla sembolik bir ödeme ile, zorlama olmadan yardım sunarlar.” (Stebbins, 2007, s. 6-8, akt. Hartel, 2013).

Araştırmalar, ciddi serbest zamanın aktivite katılımını belirlediğini göstermektedir (Beaton ve diğ., 2011). Beaton ve arkadaşları (2011), çalışmalarını maraton katılımcıları arasında yürüttüler ve katılım coşkusunun ardındaki sebebin, katılımcıların “aktivitelerle olan psikolojik bağları” ile açıklandığını gördüler. Bu bulgulara paralel olarak, Ma ve ark. (2022), ciddi serbest zaman özelliklerinin triatletlerin katılımını olumlu yönde etkilediğini bulmuştur. Buna karşılık, triatletlerin kısıtlama algıları üzerinde olumsuz etkileri vardır.

Kennelly ve ark. (2013), amatör triatletlerin ciddi serbest zaman etkinliklerine katılım kısıtlamalarını nasıl yönettiklerini anlamak için nitel bir çalışma yürütmüştür. Araştırmalarından elde edilen bulgular şunlardı: serbest zaman aktiviteleri ve serbest zaman dışı aktiviteler hakkında yargıda bulunmak, kişinin zamanını organize etmek ve yönetmek, yakın arkadaşlar ve aile ile iş birliği yapmak ve iletişim kurmak, fiziksel aktivite konusunda esnek ve fırsatçı olmak ve katılımı sürdürmek için disiplin araçlarını kullanmak. Ayrıca, Tian ve ark. (2020), ciddi serbest zaman kavramının maraton koşucularının "serbest zaman tatmini" ve "öznel iyi olma" üzerindeki etkilerini sundu. Bu bulgular, ciddi serbest zaman kavramı açısından da aktiviteye katılımı desteklemektedir.

### **Yardımsverlik Koşusu**

İnsanlar neden bir yardımsverlik etkinliğine katılmak ister? Onları katılmaya motive eden nedir? Bu sorulara cevap verebilmek için önce yardımsverlik

etkinliklerini anlamak gerekir. Webber (2004), yardım etkinliklerini "konserler, akşam yemekleri/balolar ve zorlayıcı veya dayanıklılık gerektiren sporlar" olarak bölümlere ayırdı. Yardım etkinliklerinin gelir kaynaklarını açıklarken, yardım etkinliklerinin STK'ların birincil fon kaynakları (miraslar, vakıflar, üyelikler vb.) arasında yer almadığını iddia etti. Bu sebeple yardım etkinliklerinin etkinliği de tartışmalıdır (Higgins ve Lauzon, 2003).

Ayrıca, Webber (2004), yardım etkinliklerine katılma motivasyonunun değişiklik gösterdiğini bildirmiştir. Ancak katılımcıların gerekçelerinin (prestij, liderlik vb.) asıl amacı desteklemeye ağır basabileceğini belirtti. Bununla birlikte, bazı durumlarda yardım etkinlikleri, temel amaç olan bağış toplamaya ek olarak farkındalık yaratmaya da yardımcı olabilir.

Farklı bir bakış açısından, Goodwin ve ark. (2017), yardım kurumları için spor etkinliklerinin kasıtlı olarak avantaj sağlamak için kullanılabileceğini tasvir etmiştir. Bulguları, sosyal ve nedensel motivasyonların geleceğe dair katılım niyetleriyle ilişkili olduğunu kanıtladı. Inoue ve ark. (2018), yardım etkinliklerinin düzenlendiği mahallelerde bıraktığı izlenimleri araştırmıştır. Çalışmalarına katılan mahalle sakinleri, yardım amaçlı spor etkinliklerinin "sosyal sermaye geliştirme, kolektif kimliği ve gururu geliştirme ve sporu, sağlığı ve iyi olmayı teşvik etme kapasitesinden" büyük oranda etkilendiklerini bildirdiler. Mahalle sakinleri, yardım amaçlı spor etkinliklerinin bir topluluk üzerindeki etkilerini anlamalarında, amaç ile empati kurmanın önemini özellikle belirtmişlerdir.

Filo ve arkadaşları (2010), "Psikolojik Süreklilik Modelini" kullanarak yardım etkinliği katılımcılarının etkinliklerin sponsorlarına yönelik duygularını incelediler. Bu çalışma, rekreatif ve yardımseverlik motivasyonlarının etkinliğe bağlanma ile ilişkili olduğunu göstermiştir. Ayrıca bu ilişki, katılımcıların sponsorlarla ilgili görüşlerini açıklamak için de kullanılmaktadır. Bu ilişkiler, etkinlik sponsorlarından mal satın alma niyetine yol açmaktadır. İşbirlikçi bir bakış açısıyla Daigo ve Filo (2022), sponsorların ve yardım kurumlarının bir arada ortak bir değer geliştirebileceğini keşfetmiştir. Bulguları, sponsorların yardımseverlik etkinliklerinin savunucuları olarak kabul edilebileceğini gösterdi. Ayrıca, sponsorlar ve yardım etkinlikleri amacı güçlendirmektedir.



Yardımsverlik koşucularının koşma motivasyonları ile bağış toplama motivasyonları iç içe geçmiş durumdadır. Bir koşucunun her iki amacı da olabilir; ancak biri diğerinden ağır basabilir. Nettleton ve Hardey (2006), yardım kurumları tarafından yürütölen organizasyonlarda koşma ve bağış toplama niyeti yüksek olan katılımcıları ayırt etmek için bir tipoloji önermiştir. Modellerine göre katılımcılar, "safı koşucu, yardımsverlik koşucusu, serbest zaman koşucusu ve eğlence koşucusu" gibi çeşitli özellikler gösterebilir.

## YÖNTEM

### Araştırma Tasarımı

Araştırma ortamı ve araştırma soruları, araştırmacıyı nitel araştırma yürötmeye yöneltmiştir. Nitel araştırma, sosyal çevrede belirli, az ya da çok düzenli olarak tekrar eden oluşumların (sıklığından ziyade) önemini açıklamayı, deşifre etmeyi, tercüme etmeyi ve başka şekilde kavramayı amaçlayan çeşitli yorumlayıcı yöntemler için her şeyi kapsayan bir ifade tarzı olarak tanımlanabilir. (Van Maanen, 1979). Çeşitli nitel araştırma tasarımları bulunmaktadır. Bu çalışmada bu tasarımlardan Yorumlayıcı Fenomenolojik Analiz (YFA) kullanılmıştır. YFA, bireylerin anlam ifade eden gerçek yaşam deneyimlerini nasıl anlamlandırdıklarını araştıran nitel bir araştırma metodolojisidir (Smith ve diğ., 2009). Katılımcıların sosyal ve kişisel dünyalarını derinlemesine nasıl anlamlandırdıklarını incelemeyi amaçlar. Bir YFA'nın başarısının birincil ölçütü, katılımcıların farklı deneyimleri, durumları ve olayları nasıl yorumladıklarıdır (Smith ve diğ., 2009).

### Araştırmanın Bağlamı

Araştırmacı, araştırma sorularını yanıtlamak için uygun bir bağlam bulmak için çalışmıştır. Yardımsverlik koşusu örgütleri incelendiğinde, iki temel örgüt ortaya çıktı: Adım Adım ve ODTÜ Mezunlar Derneği. Adım Adım, sivil toplum kuruluşları ile yardımsverlik işleri için koşmak isteyen gönüllüleri bir araya getiren bir platform kurmuştur. Bu da Adım Adım'ı bir çatı kuruluş, dolayısıyla kalabalık bir grup haline

getirmektedir. Bu kalabalığın, arařtırmacı için veri toplamayı zorlařtırma potansiyeli bulunmaktaydı.

ODTÜ Mezunları Derneđi Kořu Grubu ise ađırlıklı olarak Orta Dođu Teknik Üniversitesi mezunlarından oluřmaktadır ve katılımcı sayısı nispeten daha azdır. Bařta derneđin İstanbul řubesi (ODTÜMİST) olmak üzere öncü olarak, yardım iřlerine önem vermektedirler. Sonuç olarak arařtırmacı, ODTÜ Mezunlar Derneđi İstanbul řubesi yardımsever kořucularını arařtırmaya karar vermiřtir.

### **Arařtırmanın Katılımcıları**

Arařtırmacılar temel olarak küçük boyutlu örneklemler üzerinde YFA çalıřmaları yürütürler. Bu çalıřmanın örneklemini ODTÜ Mezunlar Derneđi İstanbul řubesi tarafından düzenlenen “ODTÜ Burs için Kořuyor” etkinliđinin kořucuları oluřturmaktadır. Bu örgüt, dernek hakkında farkındalık yaratır ve burs fonu için bađıř toplar. Örgüt kořucuları İstanbul Maratonu ve Runatolia'ya katılmaktadır. Katılımcıların gizliliđini sađlamak için takma adlar (mahlas) kullanılmıřtır.

Veriler, ODTÜ Mezunlar Derneđi'nin “Burs için Koř” etkinliđinin örgüt yönetimi ve katılımcılar olmak üzere iki farklı grubundan toplanmıřtır. Bu ayırımın arkasındaki mantık; örgüt yöneticilerinden gönüllülük, organizasyonun yapısı ve yönetim stratejileri hakkında derin bilgi sađlamaları beklenmesi olmasıdır. Ayrıca, kořan katılımcıların bir yardım etkinliđine katılmak için deneyimlerine ve güdülerine dair bilgi sađlamaları bekleniyordu.

Arařtırmacı önce mezun yönetimiyle iletiřime geçti. Daha sonra bu kiřilerden antrenman yerini, antrenman günlerini ve antrenman saatlerini öğrendi. Antrenmanlar sırasında bazı katılımcılar, arařtırmacının diđer bazı katılımcılarla görüřme yapmasını önerdi ve arařtırmacıya iletiřim bilgilerini verdi. Bu nedenle, örneklem yöntemi olarak nitel arařtırmalarda yaygın olarak kullanılan kartopu örnekleme kullanılmıřtır. Kartopu örneklemede arařtırmacı, ilgili konuyla dođrudan alakalı bir kiřiyle iletiřime geçer ve bu kiři arařtırmacıyı bilgi açısından zengin diđer katılımcılara yönlendirebilir. Bu da örneklemin bir kartopu gibi büyümesine neden olur (Markula ve Silk, 2011). Bu durum, arařtırmacının bu çalıřmada yaptıklarıyla tutarlıdır.

Sonunda, arařtırmacı 11 katılımcıya ulařmıřtır. Bunlardan üçü mezunlar derneęinde yönetici pozisyonundaydı. Ayrıca katılımcılardan biri derneęin maařlı çalıřanı ve ODTÜ mezunu olmayan tek katılımcıdır. Bu katılımcılar yardımseverlik kořularıyla ilgili bilgi saęladılar ve mezunlar derneęinin yardım iřlerine bakıř aęısını yansıttılar. Geri kalan katılımcılar, antrenmanlara sık sık katılan kořucular arasından seçildi. Dolayısıyla, görüřme verilerini gözlemlerle iliřkilendirmek daha uygun hale geldi.

### **Veri Toplama Araçları**

Öncelikle spor bilimlerinde nitel arařtırma konusunda deneyimli bir arařtırmacının yardımıyla ilgili alanyazın dikkate alınarak yarı yapılandırılmıř görüřme formunun birincil versiyonu oluřturulmuřtur. Daha sonra bu form tez izleme komitesi ile görüřülmüřtür. Komitenin iki üyesi spor bilimleri uzmanı, biri ise nitel arařtırma uzmanıdır.

Daha sonra, örneklemden veri toplamadan önce arařtırmacı, yardım kurumunun iřleyiřini anlamak ve yarı yapılandırılmıř görüřme formunun son halini řekillendirmek için çevrimiçi görüřmeler aracılıęıyla iki katılımcıdan pilot veriler toplamıřtır. Katılımcılar bu görüřmelerde 14 soruya cevap verdiler. Her iki katılımcı da ODTÜ Mezunlar Derneęi Ankara řubesinin yardımseverlik kořucuları ve nitel arařtırma yöntemleri konusunda deneyimli akademisyenlerdi. Pilot veri toplamanın yanıtlayıcıları, nitel arařtırma konusunda deneyimli arařtırmacılar olduęundan, soruları kuram ve kavramlarla iliřkilendirmeye yardımcı olmaları da istenmiřtir. Önerileri nedeniyle bazı sorular eklenmiř, bazıları ise yenilenmiřtir. Sonuç olarak yarı yapılandırılmıř görüřme formunun 17 sorudan oluřan son hali geliřtirilmiřtir.

Yarı yapılandırılmıř görüřme formu 17 soru içermektedir (bkz. Ek C) ve çalıřmanın amacının aęıklanması ile bařlamaktadır. Görüřme formundaki ilk sorular, katılımcıların geçmiř deneyimleri ve katılmaya karar verme süreçleri ile ilgilidir. Yapının geri kalanı, katılımcıların deneyimlerini ve motivasyonlarını irdeleyen sorularla devam etmektedir. Görüřme formu ayrıca etkinlięin yönetimine iliřkin katılımcıların bazı yönlerini de incelemektedir. Görüřme formundaki tüm sorular açık uçlu olup, arařtırmacı yüz yüze görüřerek formu kullanmıřtır. En uzun görüřme 53:38 (Balaban), en kısa görüřme 11:48 (Doęan) ile gerçekteřmiřtir. Daha sonra arařtırmacı,

katılımcıların üniversiteyi kamu finansmanına kıyasla nasıl finanse ettiğini anlamak için fazladan iki soru içeren yarı yapılandırılmış bir görüşme formu hazırlamıştır.

Araştırmacı, gruba araştırmacı rolünü önceden açıklamış ve grubun düzenlediği tüm etkinliklere aktif olarak katıldığı için katılımcı gözlemci olarak gözlem yapmıştır.

Araştırmacı, gözlem verilerini kaydetmenin bir yolu olarak alan notları tutmuştur.

Gözlem sürecinde araştırmacı aşağıdakilerin her birinin ardından alan notları tutmuştur:

- her antrenman ve kahvaltı,
- makarna partisi,
- maraton günü,
- burs verilecek öğrencilerin belirlendiği mülakat günü,
- ve maraton sonu partisi.

Alan notları, tanımlayıcı alan notları ve araştırmacı yansımaları olmak üzere iki şekilde tutulmuştur. Açıklayıcı alan notlarında, katılımcıların ortamı, eylemleri ve etkileşimleri tasvir edilmiştir (bkz. Ek D).

Gözlemler üç ay sürmüştür. Bunun mantığı, antrenmanlara katılımın ve maraton hazırlıklarının son üç ayda maraton gününe kadar yoğunlaşmasıdır.

Mezunlar Derneği faaliyet raporu, koşucuların kişisel kampanya sayfaları, orman koşusu grubu üyelerinin WhatsApp mesajları ve Mezunlar Derneği üyelerinin e-posta grubu gibi veri kaynakları, görüşme ve saha dışında daha fazla veriye ulaşmak için veri analizine dahil edilmiştir. Belgeleri tararken ana odak, katılımcılar arasındaki etkileşimleri, katılımcıların kişisel deneyimlerini ve çalışmayla doğrudan ilgili verileri tespit etmektir.

### **Veri Toplama Süreci**

Araştırmacı veri toplamaya başlamadan önce veri toplama yöntemini ve süresini planlamış ve izin için İstanbul Orta Doğu Teknik Üniversitesi Mezunlar Derneği ile iletişime geçmiştir. Daha sonra çalışmanın yürütülmesi için ODTÜ Uygulamalı Etik Araştırma Merkezi'nden etik onay (Protokol No: 301 ODTÜ 2019) alınmıştır.

Arařtırmacı, yardımseverlik kořusunun doęasını anlamak ve veri toplama aralarına son řeklini vermek iin 6ncül veri toplayarak bir pilot alıřma y6r6tm6řt6r. Arařtırmacı, 4 Eyl6l – 29 Kasım 2019 tarihleri arasında 6 ay boyunca alıřılan grubun t6m antrenmanlarına, etkinliklerine, 6ęrenci m6lakatlarına ve toplantılarına katılmıřtır.

G6r6řmeler, g6zlem s6resi boyunca grubun iine dahil olduktan sonra gerekleřtirilmiřtir. Her g6r6řmeye bařlamadan 6nce katılımcılara onam formu imzalatılmıř ve arařtırmanın amacı hakkında bilgi verilmiřtir. Arařtırmacı veri toplarken verileri kaydetmek iin bir dijital ses kayıt cihazı kullanmıřtır. G6r6řmeler, eřitli kahvaltı restoranları, mezunlar derneęi ofisi, kořucunun iř yeri ofisi ve ODT6 İktisadi ve İdari Bilimler Fak6ltesi'nde gerekleřtirildi. Kaydedilen g6r6řmeler arařtırmacı tarafından yazıya d6k6lerek veri analizine hazır hale getirilmiřtir.

Arařtırmacı, alıřmanın ikincil amacına iliřkin ek bilgi toplamak iin evrimii g6r6řmeler yapmıřtır. Katılımcıların kendi oluřturdukları finansmana karřı kamu finansmanına y6nelik algılarını inceleyen iki ek soru katılımcılara y6neltilmiřtir. G6r6řmeler 13 Mayıs – 9 Haziran 2021 tarihleri arasında gerekleřti. Arařtırmacı bu kez 7 katılımcıya (Balaban, İřhak, Yasemin, řahin, G6l, Lale ve Kartal) ulařmayı bařarmıřtır.

Yardımseverlik kořusu 6yeleri, arařtırmacıyı WhatsApp gruplarına dahil etti ve mezunlar derneęi, arařtırmacıyı e-posta gruplarına ekledi. Bu, arařtırmacının 6yeler ve mezun y6neticileri arasındaki etkileřimlerle ilgili belgelere eriřmesini saęladı. Arařtırmacı, 6yelerden ve mezun y6netiminden izin aldıktan sonra, onlarla birlikte olduęu s6re boyunca g6nderileri sonrasında analiz yapmak iin sakladı. Mezunlar Derneęi faaliyet raporundan ve kořucuların kiřisel kampanya sayfalarından toplanan belgeler de analize dahil edildi.

## **Veri Analizi**

Nitel arařtırma, farklı aralarla toplanan b6y6k miktarda veri ierir. Bu kalabalıęın 6stesinden gelmek iin arařtırmacı t6m verileri (g6r6řmeler, alan notları, belgeler) kelimesi kelimesine yazıya d6km6řt6r.

Verilerin yazıya dökülmesinden sonra veri analizinde Kvale ve Brinkmann'ın (2009) anlam yoğunlaştırmasından yararlanılmıştır. Anlam yoğunlaştırma için sırasıyla beş adım belirlediler:

- Görüşme baştan sona okunur.
- “Doğal anlam birimlerinin” belirlenmesi.
- Baskın temaların belirlenmesi.
- Anlam birimlerini çalışmanın amacına bağlama.
- Temel temalara dayalı olarak tanımlayıcı bir ifadenin oluşturulması.

Araştırmacı yukarıda belirtilen adımları sırasıyla takip etmiştir. Verilerin analiz sürecini araştırmacı kendisi yürütmüştür. Güvenirliliği sağlamak için spor bilimleri ve YFA konusunda deneyimli başka bir araştırmacı tarafından aynı prosedür izlenmiştir. Araştırmacı süreç boyunca herhangi bir nitel veri analiz yazılımı kullanmamıştır. Son adım olarak, çalışmanın ortaya çıkan temaları hakkında nihai bir karar vermek için kendi analizini ve diğer araştırmacının analizini karşılaştırmıştır.

### **Sınırlılıklar ve Güvenilirlik**

Daha önce yapılmış araştırmaların olmaması bir sınırlılık olarak kabul edilebilir. Yardımseverlik koşusu yeni bir olgudur ve bu konuda bulguların zayıf bir şekilde tartışılmasına yol açabilecek nadir bilimsel makaleler vardır.

Bu çalışmanın katılımcıları aynı üniversiteden mezun olmuş ve kurumsal şirketlerde üst düzey yönetici olarak istihdam edilmektedir. Dolayısıyla, katılımcılar benzer finansal statülere sahiptirler ve benzer geçmiş deneyimleri paylaşmaktaydılar. Bu da bir sınırlama olarak kabul edilebilir.

ODTÜ yardımseverlik koşucularının antrenmanları hafta sonu günleriyle sınırlıydı. Bu nedenle, araştırmacı sınırlı bir süre için gözlem verilerini toplayabilmiştir. Bazı katılımcılar hafta içi günlerde bağımsız olarak antrenman yapmaktaydılar. Ancak araştırmacı kişisel antrenmanlarına katılmamıştır. Araştırmacı maraton gününde sadece maraton öncesi ve sonrasını gözlemleyebilmiştir. Çünkü pisti tek başına koşmuştur. Bu, gözlem verilerininin zayıf bir şekilde toplanmasına yol açmış olabilir.

Arařtırmacı ikinci kez grřme yapması gerektiğinde, bu grřmeleri çevrimiçi olarak yrtebildi. Ayrıca, tm katılımcılara ulaşamadı. Bu da zayıf veri toplamaya ve sonuç olarak alıřmanın ikincil amacının zayıf bir řekilde tartıřılmasına neden olmuř olabilir.

Yanlılık, nitel arařtırmacılar iin her zaman bir tehdit olmuřtur ve kontrol edilmelidir. Dolayısıyla bu tehdidin stesinden gelmek iin yansıtıcı gnlk tutulmuřtur. Bu yansıtıcı gnlkte arařtırmacı, arařtırma srecini ve bu srete yapılanları gerekeleriyle birlikte yazmıřtır. Bu řekilde, dıř geerlilik ve gvenilirlik saėlanmıřtır (Lincoln ve Guba, 1982).

Ciddi serbest zaman kuramı, olgunun daha iyi anlařılmasını ve kuramsal geerliliėin saėlanmasını saėlamıřtır. Her katılımcı iin katılımcı teyidinden yararlanılmıřtır. Katılımcı teyidinde, arařtırmacı grřme dkmlerini katılımcılara geri gnderir ve verilerinin doėruluėunun ve anlamının teyidini ister (Birt ve diė., 2016). Transkriptler daha sonra katılımcılardan gelen dnřlere gre yenilenmiřtir. Yorumlama geerliliėini doėrulamak iin katılımcı teyidi hayati nem tařır.

Arařtırmacı, gzlemler, grřmeler ve dokman analizi yoluyla veri toplamak iin yntem eřitlemesini kullanmıřtır. Ayrıca kaynak eřitlemesi (Denzin, 1978), ile farklı grřmeleri tutarlılıkları aısından karřılařtırmıřtır. Son olarak spor bilimlerinde YFA deneyimi olan bařka bir arařtırmacının yardımıyla analist eřitlemesi (Patton, 2015) yapılmıřtır. Arařtırmacı kendi analizini diėer arařtırmacının analizi ile karřılařtırma řansı bulmuřtur. Tm bu teknikler, i geerlilik kaybına karřı nlem olarak alınmıřtır.

### **Arařtırmacı Duruřu**

Arařtırmacı, bir ODT ėrencisi olarak, ODT Mezunlar Derneėi'nin yardımseverlik faaliyetini niversite tarafından gnderilen e-postalar aracılıėıyla ėrenmiřtir. Arařtırmacı hayatında ilk kez bir maratona hazırlanmıř ve kořmuřtur. Arařtırmacının diėer mezunlarla aynı niversitede ėrenci olduėu unutulmamalıdır. Bu ortak nokta, alana girmeyi ve mezunlar derneėi ynetimi ve yardımseverlik kořucuları ile iř birliėi yapmayı kolaylařtırmıřtır. Nitel arařtırmalarda nemli bir unsur olan katılımcılarla yakınlık kurmak bu nedenle daha ynetilebilir hale gelmiřtir.

İzleyicilerin bu arařtırmayı arařtırmacının bakıř aısıyla okuyacakları unutulmamalıdır. Arařtırmacının katılımcılarla yakınlık kurma abalarına raėmen arařtırmacı rolünü unutmamak ve önyargılarını uzak tutmak için elinden geleni yapmıřtır. Katılımcı gözlem sürecinde arařtırmacı yansıtıcı günlükler tutmuřtur. Yansıtıcı günlükler, arařtırmacıların anlık izlenimlerini sınırlar ve nesnel olmaya yardımcı olur.

Kampanya süresi sonunda 14 baėıřçıdan 985₺ toplayan arařtırmacı, maratonda 15 kilometreyi 1:40:38'de kořmuřtur.

## **BULGULAR**

Bulgular iki kısımdan oluřmaktadır. İlk kısım bireysel alandaki sonuçları ortaya koyarken, ikinci kısım örgütsel alandaki sonuçları açıklar. Bireysel alanın sonuçlarında, yardımseverlik kořucularının motivasyonları ve deneyimleri gösterilmiřtir. Mezunlar derneėinin yönetim tanıtım alıřmaları ve kaynak geliřtirme stratejileri ile katılımcıların kamu finansmanı ile üniversiteye finansman saėlama abaları arasındaki algıları örgütsel alanda incelenmiřtir. Tüm sonuçlar, üst temalar ve alt temalar halinde yansıtılmıřtır.

### **Bireysel Alandaki Bulgular**

#### ***Yardımseverlik Kořusunun Çok Yönlü Doėası***

Günümüzde yardımseverlik kořuları ok boyutlu olarak deėerlendirilmelidir ünkü yardımseverlik kořularının farklı yönleri onu katılımcılar için ekici kılmaktadır.

Katılımcılar, kořmanın dört yönünün onları hayır kurumlarına katılmaya ittiėini bildirmiřtir: spor, sosyalleřme, doėa ve yardımseverlik. Bir ama için kořmak, yardımsever kořucular için ana motivasyonlardan biri olarak görülebilse de hepsi bununla sınırlı deėildir. Yardımseverlik motivasyonlarına ek olarak, spor ve sosyalleřme de kořucuları cezbeder.

Sonuç olarak, yardımseverlik kořusu katılımcıları, yardımseverlik kořularının toplu olarak doėa, spor, yardımseverlik ve sosyalleřme getirdiėine inanmaktadır. Bu kavramlar, katılımcıları motive eden birbirinden baėımsız ancak ayrılmaz unsurlardır.



### ***Ciddi Koşucular ve Ciddi Bağış Toplayıcılar***

“Koşu benim için bir zorlamaktı, derece elde etmekte, başarıydı, rekabetti. Yardımseverlik amacıyla koşunca, bunların hepsini yıkmak gerekiyor ama yıkamıyorsun”. Zambak, gönüllü olma ile yardımseverlik koşusunu ciddiye alma arasındaki ikilemle nasıl mücadele ettiğini bu şekilde aktarmıştır. Şahin, “Yani bunu meslek edinmeye çalışanların yarattığı bir kaos var galiba. Yoksa biz bu işi gönüllü yapıyoruz” diye eklemiştir. Yardımseverlik koşucularının, gönüllü çalışma ile yardımsever koşu işini ciddiye alma arasında bir ikilem içinde oldukları açıktır. Bu ikilem, katılımcıların eylemlerini koşturmakla sınırlamamasından kaynaklanıyor olabilir. Bunun sadece koşturmakla ilgili olduğunu düşünmüyorlar. Kartal, bir STK'da çalışmanın kendisi için bir hayal olduğunu dile getirmiştir. Yardımseverlik koşusu fikri, bu hayali zaten yapmakta olduğu koşuyla bir araya getirmiştir. Lale, "amaç hiçbir zaman sadece koşturmak değildi" diyerek bu iddiayı doğrulamıştır. Ona göre sosyalleşme, bir amaç için koşturma ve yardımseverlik, katılmak için eşit derecede önemlidir. Yönetim kurulu üyesi olarak yardımseverlik koşusunun bürokratik yönüne dikkat çeken Gül, bürokrasinin bazen yardımseverlik koşusunun etkinliğini olumsuz etkilediğini belirtmiştir.

Yardımseverlik koşucuları genellikle iki farklı profili benimser: yardımseverler ve sporcular. Manolya bu ayrımı şöyle açıklamıştır:

Bence iki tür yardımseverlik koşucusu var: Birincisi sadece yardımseverliği öne çıkaran, sporla çok ilişkisi olmayıp ama dezavantajlı gruplara yardımcı olmak isteyen koşucu tipi. İkincisi de zaten sporcu olup, başka platformlarda da koşup, spor yapan. Ama bunu aynı zamanda dezavantajlı gruplara yardımcı olmak için kullanan gruplar.

Yardımseverler fiziksel aktiviteden çok bağış toplama faaliyetlerine odaklanmaktadır. Koşuculardan çok bağış toplarlar. Kaya, kendi durumunu yardımsever koşu yerine "yürüme" olarak tanımlamıştır. Daha fazla kişiye ulaşarak daha fazla kaynak yaratmak yardımsever grup arasında bir tartışma konusudur. Bağış toplamaya öncelik verdikleri için bir amaca hizmet etme duygusu hissederler. Sporcular ise ek olarak performans önem vermektedir. Ana fikir yardımseverlik olsa da onlar için koşturmak da yardımseverlik kadar önemlidir. Kartal, “burada sosyalleşmeye mi geliyorsun, ormanda doğa ile vakit mi geçiriyorsun, spor yapmak için mi geliyorsun şeklinde kendi aramızda yüzdeler oluşturmuşuk.” diyerek katılma

nedenlerinin dağılımını tartıştıklarını itiraf etmiştir. Onlar için fiziksel aktivite yardımseverlik koşusunda önemli bir yer tutmaktadır.

### ***Yardımseverlik Koşularının Sosyal Yönü***

Koşu, kişinin bireysel olarak yapabileceği bir spor olarak değerlendirilebilir. Buna karşılık, sosyalleşme yardımseverlik koşularının ayrılmaz bir parçasıdır ve yalnız hissetmemek için bir araçtır. ODTÜ örneğinde sosyalleşme, mezunlar derneğine üye olmakla başlar. Öğrenciler için koşma fikri üyeler arasında yayılmıştır. Ardından, koşucular olarak yeni bir sosyal gruba geçiş olmuştur. Bu grupta sosyal ilişkileri geliştirmek takdir edilmektedir. Gül, yardımseverlik koşusunun sosyal ilişkiler sağlamasının yanı sıra sosyalleşmesini olumlu etkilediğini vurgulamıştır. Ayrıca Yasemin, koşmanın kendisine yeni arkadaşlar edindiğini belirtmiştir.

Yardımseverlik koşusu, sosyal ağı genişletmek için bir fırsat sağlar. Yardımseverlik koşucuları, diğer koşucular aracılığıyla yeni insanlarla tanışabilir. Kartal, yardım koşucuları arasındaki sosyal ağı şu şekilde tanımlamıştır;

Bu bir network. Yani bunu bir avantaja çevirmek için bu işlere girmemiş olsanız bile, sonuçta tanıdığımız her insan bir değer. Onun yaptığı bir iş var. Onun yaptığı ilişkiler var, onun içinde olduğu ilişkiler var. Bir gün bir yerde başınız sıkışıyor, veyahut da aynı şekilde tersi oluyor, yani çözüyorsunuz. Böyle daha önce bahsettiğim gibi, hiçbir zaman bu amaçla bu gruplarda olmadık. Ama birtakım şeylerin çözüldüğüne de çok tanık oldum.

Sosyal ağların burs alanlar üzerinde de olumlu etkileri vardır. Gelecekte çalışabilecekleri sektörlerde çalışan mezunlarla tanışma şansı yakalıyorlar. Bu onların gelecekteki yaşamları için bir kariyer oluşturmalarına yardımcı olmaktadır.

Orta Doğu Teknik Üniversitesi kamuoyunda olumlu bir imaja sahiptir. Bunun çeşitli nedenleri var. Bunlardan biri kitleler arasında geniş bir bilinirliğe sahip olmasıdır. Bu durum, üniversitenin profili ve halka ulaşabilmesi aracılığıyla toplumun saygısını kazanmaya yol açmaktadır. Bu nedenle, yardımsever koşucular koşarken ve bağış toplarken bu imajdan yararlanırlar. İshak, ODTÜ'lü olmanın farklı olduğuna inanmaktadır. Menekşe, ODTÜ'nün öğrencileri için koşan bir üniversite olarak öncü olduğunu iddia etmiştir.

Ortak geçmişleri ve anıları paylaşmak, yardımseverlik koşucularının birbirlerini anlamalarına yardımcı olmaktadır. Zambak, koşucuların ODTÜ mezunu

olması nedeniyle sosyalleşmenin kaçınılmaz olduğunu söylemiştir. Benzer hikayeleri olan yardımseverlik koşucuları onları ortak paydada buluşturmalıdır. Koşucular, arkadaşlarla buluşmak için yardımseverlik koşularını kullanmaktadır çünkü bu, arkadaşlarla bir araya gelmek için mükemmel bir fırsattır. Böylece onları eski günlere gitmiş oluyorlar. Bu durum üniversiteye aidiyet duygusundan kaynaklanıyor olabilir. Aynı üniversiteden mezun olmak üyeleri aynı frekansta tutar. Aynı üniversiteden benzer koşullarda mezun olmak, onları benzer değerleri, inançları, sosyal ve kültürel statüleri paylaşmaya yöneltti. Bu tür benzerlikler olası sorunları öngörmeyi ve birbirini daha hızlı anlamayı kolaylaştırmaktadır.

### ***Yardımseverlik Koşusunun Şehir ve İş Hayatındaki Rolü***

Dar gelirlili insanlar giderleri kabul ederek bir yardım kurumu adına koşabilir mi? İshak, “Asgari ücretli biri için zor bir iş” olduğuna inanıyor. Bu, okuyuculara hayırsever koşucularının profili hakkında ipuçları verebilir. Koşucuların çoğu maddi anlamda orta sınıf veya üst düzey insanlar. ODTÜ koşucuları için de durum farklı değil. Teknik bir üniversite olduğu için mezunların çoğu mühendislik veya kurumsal şirketlerde yöneticilik yapmaktadır.

Gül, İstanbul'un iş odaklı bir yaşam tarzına sahip olduğunu, iş yoğunluğu nedeniyle sosyal ilişkilere zaman ayıramadığını öne sürdü. İş hayatı, İstanbul'un şehirli yaşamıyla birlikte katılımcıların omuzlarına stres yükü bindirmektedir. Katılımcılar, şehir yaşam tarzına ve iş kaynaklı strese karşı bir panzehir olarak yardımseverlik koşusunu kullanmaktadır.

Yardımseverlik koşucularının yaşam tarzlarındaki değişiklikler, iş ve özel yaşamlarını dengeleme ihtiyacını getirmiştir. Daha önce belirtildiği gibi İstanbul, uzun çalışma saatleri ile sakinlerine iş odaklı bir yaşam sunuyor. Balaban, yardımseverlik koşusuyla ilgili yöneticilik sorumluluklarının iş hayatını olumsuz etkilediğini belirtmiştir. Gül de yoğun günlerde iş ve yardımseverlik arasında denge kurmakta bazen sorun yaşadığını doğrulamıştır. İshak, antrenmanların aileyle geçirilen zamanın azalmasına, dolayısıyla aile ilişkilerinde sıkıntıya neden olduğunu söyleyerek bu durumdan yakınmıştır.

## Örgütsel Alandaki Bulgular

### *Daha İyi Bir Yardımseverlik Koşusu Yönetimi için Stratejiler Geliştirme*

ODTÜMİST, İstanbul Maratonu'nda her yıl düzenlenen “ODTÜ Burs için Koşuyor” etkinliğinin yönetim organıdır. Dernek, mümkün olduğunca ODTÜ öğrencilerine burs vermeyi amaçlamaktadır. Bu durum, dernek tarafından yönetilen yardımseverlik koşusunun yönetsel tarafını ortaya çıkarır. Derneğin, bir yardımseverlik koşusu etkinliği düzenlemek için sayısız görevi vardır. Buna etkinliğin tanıtımı, koşucuların kampanyalarının duyurulması, bağışların yönetilmesi, bürokratik evrakların düzenlenmesi vb. dahildir.

Dernek, verimli bir şekilde yönetmek için çeşitli stratejiler geliştirmektedir. Bunlardan biri, yardımseverlik koşularının tanıtımının teşvik edilmesidir. Dernek, yardımseverlik koşusunu üniversiteye tanıtarak işe başlar. Araştırmacı, ODTÜ yardımseverlik koşusunu ilk kez bir üniversite e-postası aracılığıyla duymuştur. Her yıl üniversite üyelerine e-posta göndermeye devam etmektedirler. Özel antrenman etkinlikleri düzenlemek bir tanıtım stratejisi olarak kullanılmaktadır. Özellikle İstanbul'da farklı belediyelerle iş birliği yaparak bu etkinlikleri gerçekleştirmektedirler. Bu şekilde, yardımseverlik koşusu örgütü şehrin diğer bölgelerinde kendini tanıtmaktadır. Örgüt, katılımcılarına koşu kampanyalarını tasarlamaları için ortam sağlayarak, katılımcılar aracılığıyla tanıtımı artırır. Böylece, koşucular kişiselleştirilmiş kampanyaları aracılığıyla hem bağış isteyebilir hem de yardımseverlik koşusunun tanıtımını yapabilirler.

Bir tutundurma stratejisi olarak dernek, katılımcıların kaydını ve istatistiklerini tutmaktadır. Lale, dernekte devam eden bir sistem olduğu yorumunu yapmıştır. Bu devamlılık, yöneticilerin kim olduğundan bağımsız olarak çalışan yardımseverlik koşusunun tutarlı bir şekilde yönetilmesine yol açar. Örgüt, her yıl katılımcılarına yardım amaçlı koşuları hatırlatır. Ancak, bu yardımseverlik koşucuları ile sınırlı değildir. Manolya tüm mezunları arar ve onlardan yardımseverlik koşusuna katılmalarını ister. Ayrıca katılımcıların ayrıntılı istatistiklerini tutar ve katılımlarını belgeler. Sonuç olarak, bu stratejiler, yardımseverlik koşucularının katılımı bırakmasını önlemeye yardımcı olur.

### ***Burs Alanlar ile Etkileşim***

Yardımsеver koşucular, ihtiyaç sahibi ODTÜ öğrencilerine maddi yardımda bulunmak için koşmaktalar. Dernek burs alan öğrencilerle koşucuları bir araya getirmekte çok beceriklidir. Burs alan öğrencileri dernek seçtiği için, koşucular ve öğrenciler arasındaki etkileşim ilk andan itibaren başlar. Bağış toplama etkinlikleri ve iletişim, yardımsеverlik koşucuları için önemli konulardır. Koşucular antrenmanlarda ve maratonlarda öğrencilerle birlikte koşarlar. Gül, bunun farklı hayatlara tanıklık etmelerini sağladığını belirtmiştir. Aynı şekilde İshak da bunu farklı hayatlara dokunmak için bir şans olarak görmektedir.

Araştırmacı burs alacak öğrencileri seçmek için mülakatlara katılmıştır. Derneğin, öğrencilerin seçimine ilişkin bir dizi prosedürü vardır. Burs verme koşulları arasında bağlantı kurabilme, etkinliklere katılma isteği vb. hususlara değinilmiştir (Alan Notları, 23/11/2019). Dolayısıyla dernek için tek kriter maddi kaynağa ihtiyaç duymak değildir. Dernek, bağışçıların derneğin düzenlediği etkinliklere aktif olarak katılmasını ve mezunlarla bağlarının olmasını istemektedir.

Yardımsеverlik koşucuları sadece yardımsеverlik koşucuları değil, aynı zamanda burs alan öğrencilerin mentorudur. Kartal, mülakatlara hiç katılmadığını, ancak seçilen öğrencilerin aktif mentoru olduğunu belirtmiştir. Mentorluğun arkasındaki fikir, öğrencilerin mezunların deneyimlerinden öğrenmeleridir. Böylece gelecekteki kariyerleri için hazırlanırlar. Yasemin mentorluğu şöyle özetlemiştir: “sadece para vermek istemiyoruz biz size, beraber büyüyelim. Sizin geleceğiniz için biz de bazı örnekler gösterebilirim, kendi hayatımızdan” dedi.

### ***Öğrencilerin ve Araştırmanın Finansmanında Devlet Desteğinin Bağışlara Karşı Rolü***

Türkiye, 2021 yılında Ekonomik İş Birliği ve Kalkınma Teşkilatı (OECD) üye ülkeleri arasında (toplam 38) gayri safi yurtiçi hasıla açısından 34. sırada yer aldı (OECD, 2022a). Bu ekonomik koşullarda öğrencilerin maddi yardıma ihtiyaç duyduğu bir gerçektir. Eski öğrenciler olarak yardımsеverlik koşucuları bu ihtiyacın farkındadır. Ancak Şahin, öğrenciyken burs ihtiyacının ayıp olarak görüldüğünü anlatmıştır. İshak'ın da belirttiği gibi öğrencilerin bursla ilgili olumsuz algılarında

geçmişteki kısıtlı burs imkanları da rol oynayabilir. Buna karşılık, günümüzde öğrencilerin burs talep etmesi utanılacak bir durum olmaktan çıkmıştır. Bu değişiklik, bilgiye erişimin kolaylaşmasından veya burs kaynaklarının çeşitliliğinin artmasından kaynaklanabilir. Ayrıca değişim programlarının ortaya çıkmasıyla birlikte yabancı para cinsinden burslu öğrencilerin uluslararasılaşması trend olmuştur. Bu, günümüz öğrencilerinin burs talebini kolaylaştırmaktadır.

Koşucular, kamu finansmanının araştırma faaliyetleri ve öğrenciler için yeterli olmadığını kanısladadır. Balaban, hükümetin devlet üniversitelerine ayırdığı bütçenin önemli ölçüde azaldığını iddia etti. Kamu finansmanı eksikliğinin birkaç nedeni olabilir. Bunlardan biri, hükümetin üniversite kontenjanlarını artırma politikası izlemesi (Günay & Günay, 2011), kampüsün her geçen yıl daha kalabalık hale gelmesidir. Kartal, kalabalığın kampüste spor yapan öğrenci sayısında artışa, ancak araştırma faaliyetlerinde eksiklik olmasına neden olabileceğini öngörmektedir.

Finansman eksikliği, üniversitenin bütçesini küresel olarak rekabet edemez hale getiriyor. Üniversitede akademisyen olarak çalışan arkadaşları olduğu için onların düşüncelerini aktaran Gül, üniversitenin geçmişte araştırmalara daha fazla bütçe ayırdığını söyledi. "Üniversite artık küresel gelişmeleri yakalayamıyor" dedi.

## TARTIŞMA

### **Bireysel Alandaki Bulgularının Tartışılması**

Yardımseverlik koşucularının bir yardım kurumu için koşma istekleri, karmaşık ve çoklu motivasyonlardan oluşmaktadır. Bu çalışmanın bulguları (spor, sosyalleşme, doğa ve hayırseverlik), Filo ve diğerlerinin (2009) çalışmasıyla paralellik göstermektedir, çünkü her ikisi de yardım amaçlı spor etkinliklerine katılanların için motivasyonları için benzer sonuçlar "arkadaşlık, amaç ve yeterlilik" bulmuştur.

Serbest zaman topluluğu üyeleri genellikle benzer "normları, değerler ve inançlar" paylaşır (Tian ve diğ., 2020; Unruh, 1979). Bu nedenle, sosyal ilişkiler yardımsever koşucular için büyük öneme sahiptir ve katılımın güçlü bir belirleyicisidir. Özellikle ODTÜ'lüler için arkadaşlık düzeyi daha yüksek olabilir çünkü hepsi aynı kampüste en az beş yıl geçirmiştir. Bu aynı zamanda bir ortak geçmiş duygusu ve daha da önemlisi

katılımcılar arasında bir topluluk hissi uyandırır. Bu çalışmanın örnekleme özgü olarak, yardımseverlik koşucuları bağış alan öğrencileri öğrencilik günleriyle özdeşleştirdiğinden, arkadaşlığın katılımcıların özgecil amaçlarının temel itici gücü olduğu söylenebilir. Burs alan öğrenciler aynı kampüsün şu anki sakinleri olduğundan, yardımseverlik koşucularının öğrencilerle bağlantı kurması daha kolaydır. Bu nedenle, yardımsever koşucuların düzenlediği bazı etkinliklere (makarna partisi, maraton sonu partisi, mülakatlar vb.) öğrenciler dahil edilir. Bu şekilde, sadece finansal destek sağlamakla kalmaz, aynı zamanda etkileşime girer ve normlarını ve değerlerini de paylaşırlar.

İstanbul, 2018 yılında 15.415.197 kişi ile dünyanın en kalabalık 15. şehri oldu (Tapia, 2021). Ayrıca Türkiye'deki ortalama çalışma saatleri Avrupa Birliği ülkelerinin ortalamasından fazladır (OECD, 2022b). Bu nedenle İstanbullular Avrupa'nın herhangi bir şehrinde yaşayanlardan daha fazla trafiği, çalışmayı, stresi unutabilecekleri mekanlar aramaktadır. Yardımseverlik koşusu, yardımseverlik koşusu katılımcıları için bu kaçış şansını sağlar. Ayrıca alanyazın (Nettleton ve Hardey, 2006; Palmer ve Dwyer, 2020), şehir sakinlerinin kendi şehirlerinin ev sahipliği yaptığı yardım amaçlı spor etkinliklerine önem verdiğini iddia etmektedir. Buna göre, ODTÜ yardımseverlik koşucuları da yardımseverlik koşusunu şehir yaşamının bir parçası olarak benimsemiştir. Ancak sınırlı sayıda kişi katılabilme şansına sahiptir. Bu katılım eksikliğinin nedenlerinden biri gelir düzeyidir. Diğer bir sebep ise iş hayatının kariyerlerinin başında olan genç katılımcılardan daha fazlasını talep etmesidir. Şehir hayatının zorluklarına rağmen, ciddi serbest zaman arayışlarının da etkisiyle yardımsever koşucular hayatlarını hem antrenman hem de bağış toplama faaliyetleri için zaman ayırabilecek şekilde uyarlayabiliyorlar.

Kennelly ve arkadaşları (2013), triatletlerin ciddi serbest zaman kavramında amatör gruba uyduğu sonucuna varmıştır. Ancak yardımseverlik koşucuları, yardımseverlik görevleriyle, gönüllüler grubuna da ait olabilecek özellikler sergilerler. O halde yardımseverlik koşucuları hibrit bir grubun üyeleri olarak mı değerlendirilmelidir? Yoksa yardımseverlik koşucularının özelliklerini dikkate alarak dördüncü grubu tanımlamaya gerek var mıdır?

Ciddi serbest zaman konseptinde yardımsever koşucularla ilgili bir diğer konu da faaliyetlerine göre iki gruba ayrılabilmesidir: ciddi koşucular ve ciddi bağış toplayıcılar. Nettleton ve Hardey (2006) benzer şekilde yardım kurumu koşucularının yönelimlerini böler. Ancak, katılımcıların ciddi bir şekilde bağış toplayıp toplamadığını veya ciddi bir antrenman yapıp yapmadığını veya daha az zaman harcayıp harcamadığını anlamak için faaliyetlerinin derecesini inceleyen yeni bir sınıflandırmaya ihtiyaç duyulabilir. Bu araştırma konunun daha net anlaşılmasını sağlamak için yeni eklemeler tavsiye etmiştir.

### **Örgütsel Alandaki Bulgularının Tartışılması**

Alanyazın (Guo, 2007; Housego ve O'Brien, 2012), hükümetlerin STK'ların değişken doğasına uyum sağlayamayacağı konusunda fikir birliğine varmıştır. Hükümetler, toplumun iyiliği için yardım kurumlarını finanse ediyor olsa da fonların kullanımının etkinliği ve önyargı, her iki tarafın da üzerinde durması gereken önemli konulardır. ODTÜ mezunları, stratejiler geliştirerek daha iyi bir yardım kurumu yönetmek için çaba harcamışlardır. Özellikle şeffaflık, tanıtım, iş birliği ve katılımcıların elde tutulmasına yönelik bu tür çabalar, bir STK'nın kâr amacı güden bir şirket kadar ciddi yönetilmesi gerektiğini göstermektedir.

Finansman tercihleri de bu gibi durumlarda sorgulanabilir. Hükümetler fonları belirli amaçlara yönlendirme arzusuna sahip olabilir. Örneğin, silahlı kuvvetleri finanse etmek için bir buz hokeyi maçı kullanılabilir (Scherer ve Koch, 2010). Sonuç olarak, bağış toplama siyasi söylem için kullanılabilir. Neye fon sağlanacağına karar vermek, yardım etkinliği yöneticilerinin kendilerine sorduğu bir sorudur. Ayrıca yöneticiler, özel şirketler kadar hükümetler ve bürokrasi ile olan ilişkilerine de dikkat etmelidir.

Üniversiteleri ve araştırmaları finanse eden yardım kurumlarının önemi, özellikle kamu finansmanının yetersiz kaldığı ülkelerde artmaktadır. Yine de, Gomes ve Stavropoulou (2019), birçok faydasına (politika oluşturma, ekonomik, sektörel vb.) rağmen, araştırmaları fonlamada tarafsızlığa dikkat çekmiştir. Çünkü araştırmaları, yardım kurumları tarafından finanse edilen araştırmaların çoğunun, fon sağlayan kuruluşun çıkarlarıyla eşleşen alanda gerçekleştiğini göstermektedir. Bu çalışma için



ODTÜ mezunlarının aynı üniversitenin öğrencilerine yönelmesi bu taraflılığın bir göstergesi olabilir. Başka bir üniversitenin öğrencileri ya da araştırmaları için de koşarlar mıydı? Bu sorunun cevabı belirsizliğini koruyor.

## SONUÇ

Bu çalışma, bir yardımseverlik koşusuna katılma motivasyonlarının çok boyutlu olduğunu ve özgecilikle sınırlı olmadığını ortaya koymaktadır. Sosyal, fiziksel aktivite, amaç, ortak geçmiş ve hatta rekabet gibi çeşitli nedenler yardımseverlik koşusuna katılımı rol oynamıştır. Bu çalışmaya özel olarak, katılımcılar arasındaki sosyal ilişkiler ve etkileşimler katılımcılar için daha fazla önem taşımaktadır. Bu çalışma, yardımsever koşucuların sosyal ortamı sevindikleri için katılma eğiliminde olduklarını ortaya koymaktadır.

Bu çalışmanın bulgularına göre, yardımseverlik koşusuna katılma dair engeller bulunmaktadır. Bunlardan biri, yardımseverlik koşusu çok büyük bir zaman gerektirdiğinden, katılımcıların zaman yönetimi konusunda zorlanabilmeleridir. Diğer bir engel ise finansal olarak sayılabilir. Yardımseverlik koşusu, belli bir düzeyde finansal imkân gerektirir. Katılımcıların benzer iş pozisyonlarına ve geçmişe sahip olmaları, en önemlisi aynı üniversiteden mezun olmaları, çalışılan grubun homojen bir yapı göstermesine neden olmuş olabilir.

Bu araştırma, bazı yardımsever koşucuların ciddi bir şekilde koştuğunu veya bağış topladığını kanıtladı. Bu, bu alanda kendine özgü bir bulgudur ve ciddi serbest zaman alan yazınına genişletme potansiyeline sahiptir.

Yardım kurumlarının yönetimine ilişkin bulguların STK'lara yönelik politika oluşturmaya katkı sağlaması beklenmektedir.

Son olarak, bu çalışmada üniversitelerin ve araştırmaların kamu ve yardım kurumları tarafından finanse edilmesi arasındaki çelişkiler sunulmuştur. Bu çalışmadan elde edilen bulgular, fonların etkin bir şekilde dağıtılması ve kullanılması için yararlı olabilir.

## **Yardımsverlik Koşucuları ve STK Yöneticileri için Öneriler**

Özgeciliğin yanı sıra, birçok neden bir kişiyi yardımsverlik koşusuna katılmaya iter. STK yöneticilerinin bu gerçeği kavraması ve bu çalışmanın bulgularına göre stratejiler geliştirmesi gerekmektedir. Ek olarak, bu çalışma katılımcıların katılım engellerini aşmalarına yardımcı olabilir. Yardımsverlik koşusu doğası gereği talepkâr olabilir. Ancak katılımcılar, zamanlarını etkili bir şekilde yönettikleri ve iş, aile ve yardım işleriyle ilgili çalışma sürelerini dengeledikleri sürece tutarlı bir şekilde katılım sağlayabilirler.

2009'da Amerika Birleşik Devletleri'nde (ABD) yardımsverlik koşuları aracılığıyla 1 milyar dolar toplandı (Robbins, 2010). Gelişmiş ülkelerle karşılaştırıldığında, Türkiye'de yardımsverlik koşuları hâlâ bebek adımlarıyla ilerliyor. Yardımsverlik koşusu, sınırlı sayıda maratonla devam etmektedir. Meşhur maratonlara yoğun ilgi nedeniyle katılımın sınırlandırılması gerekirken, Türkiye'deki maratonlarda (İstanbul Maratonu hariç) yardımsver koşuların yaygınlaştırılması hatta farklı şehirlerde yeni maratonların başlatılması için hâlâ alan bulunmakta. Yardım kurumları yöneticileri bunu sektör için bir gelişme şansı olarak görebilirler.

“ODTÜ Burs için Koşuyor” etkinliğinin koşucuları, daha fazla öğrencinin hayatına dokunmak için olağanüstü bir çaba gösteriyor. Yöneticiler bu çalışmanın segmentasyonunu kullanarak katılımı, dolayısıyla fon sayısını artırabilirler. Yöneticiler, ciddi koşucuların ve ciddi bağış toplayıcıların farklı ihtiyaçlarını karşılayarak, katılımı ve toplanan fonları en üst düzeye çıkarma fırsatına sahip olacaktır.

STK'lar ve kâr amacı güden şirketler, "organizasyon yapısı, hedef ayrımı, vb." dahil olmak üzere birçok yönden farklılık gösterir (Foxall ve diğ., 2020). STK yöneticileri bu ayrımları kavramalı ve STK'ların ilkelerine değer vermelidir.

## **Gelecek Araştırmalar İçin Öneriler**

Mevcut çalışmanın sonuçları ile ilgili olarak, gelecek araştırmalar farklı yardımsverlik koşusu katılımcılarının katılım motivasyonlarını inceleyebilir. Daha fazla sayıda katılımcıya sahip, yardımsverlik koşucusuna sahip yardım kuruluşları bulunmaktadır. Bu yardım kurumlarının katılımcılarının motivasyonları ile ilgili nicel

veya karma arařtırmalar yapılabilir. Yardım amaçlı yapılan sporlar sadece kořu ile sınırlı deęildir. Dięer yardım amaçlı spor etkinliklerindeki katılımcıların motivasyonları incelenebilir. Kentsel ve kırsal serbest zaman alışkanlıklarını karşılařtıran arařtırmalar planlanabilir. Gelecek alıřmalar, yardım kurumları, hkmetler ve zel sektr arasındaki iliřkilere odaklanabilir. Etkili kaynak yaratmaya ynelik mdahaleler ieren alıřmalar tasarlanabilir. Bu alıřmanın katılımcıları arařtırmayı finanse etmeye istekliydi. İlerleyen dnemde yaparlarsa, fonlarının arařtırma zerindeki etkileri de incelenebilir.

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