Who are givers? Why did they give?
CSCOP Method reveals Japanese philanthropists

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Giving is indeed in privacy according to Japanese cultural context. Old Confucian thought of “Intoku-Yoho”(Doing good secretly gives him/her benefits obviously: What is done by night appears by day.) let the Japanese hide their goodness. To tell their goodness is shameful in Japanese context.

Moreover, as tax offices do not disclose givers on the ground of privacy, nobody knew who givers in Japan were.

Even if researchers acknowledge philanthropists, they close their mouths to researchers because of privacy. How should researchers create anthropological “rapport”?

I explore a new method named CACOP(Cases Collected by Practices), which can make me collect cases on giving and have firm “rapport” with givers. In this matter, CACOP has been embodied as “A Civic Philanthropist Prize” for 6 years. I collected enough samples of givers. As the result of this, I am successful for gaining Japanese philanthropists’ “life-histories” and revealing significant aspects of their motivations.

Findings are that they were not native philanthropists. They have faced “charitable life chances” and turned philanthropists.

These “charitable life chances” are 1) atonement, 2) gratitude, 3) Imbalance between labor and reward, 4) Imbalance between happiness and unhappiness, and 5) reminiscences.