

MOTIVATIONS TO VOLUNTEERING AMONG YOUNG PEOPLE: GLOBAL TRENDS OR RUSSIAN COUNTRY SPECIFICS?

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Abstract

The article investigates the management of youth volunteers as human resources of the country. Theoretically, a research of young volunteer's motivation explains the essence of people's associations and collective actions. In practice, it provides opportunities for rationalization of volunteering management as an organizational resource (eg NGOs or social institutions). Theoretical review identified three global trends in volunteering connected with the motivation of volunteers: a) individualization of volunteering (change of actors), b) pragmatism and rationalization of volunteer activities, c) changes in the institutional context. The ratio of egoism and altruism in the volunteers' actions is a key issue of volunteering research. The article presents survey results of young volunteers (18–30 years old) in Sverdlovsk Region (N=600, 2014). Data analysis allowed to identify and describe three types of volunteers: 'altruists', 'egoists' and 'volunteers with mixed motives'. This type has been described using discriminant analysis. We assume that motivation of young Russian volunteers includes both altruistic and egoistic causes, and their actions are piecemeal. According to our findings, the features of young Russian volunteers correspond to the global trend. We showed that the specifics of volunteer activity, its inclusion in NPO sector is the source of changing volunteers and their motivation.

Key words: motivation of volunteers, volunteering, young volunteers

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Introduction

Volunteering is a social advantage for society, a powerful labour resource. Volunteers also gain a certain benefit from volunteering. Studies of young volunteers have found that volunteers have leadership ability, social self-confidence, critical thinking skills, and conflict resolution skills (Astin et al. 1999).

Nowadays the importance of volunteering in life of any society is widely accepted, the help of volunteers is necessary for specific people as well as for the state. As volunteerism

increases, state and local governments continue to fund programs aimed at reducing the number of individuals on public assistance (Cilenti et al. 2007). It explains keen interest of researchers in this problem and a large number of empirical researches on this theme.

Scientists study motivation of volunteers in such spheres as health care, social work, culture, arts and etc. They investigate motivation of different groups of volunteers: those who help sick AIDS sufferers, firefighters, hospice volunteers, sport volunteers, etc. In our opinion, motivation of volunteers is investigated because of the following reasons. First, its understanding is necessary for managing organizations where volunteers are an important resource. For example, volunteer labor provides an important economic resource to thousands of nonprofits. Managing volunteer labor is thus equally important to these organizations as managing other types of resources (Handy & Mook, 2010). Information about volunteer motivation could help care organizations plan recruitment messages, recruit appropriate volunteers and assist them to satisfy their motives. This could reduce resentment and attrition among volunteers and improve programme sustainability (Akintola, 2011). Secondly, research of volunteers' motivation in theoretical terms reveals the ways to understanding the nature of social movements, people's associations, their behavior. Thirdly, studying volunteers' motivation is necessary to find the ways of involving the population in volunteering as it significantly influences the development of the human capital. People with greater personality resources and better physical and mental health should be more likely to seek (or to be sought for) community service. Results show that volunteer work indeed enhances all six aspects of well-being and, conversely, people who have greater well-being invest more hours in volunteer service (Thoits & Hewitt, 2001). Motivation of volunteers is studied in separate organizations, in researches of volunteers from one country or in comparative researches of volunteers from several countries. Either researchers consider the problem according to a subjective state of volunteers and resources which are available for them, or researches are devoted to the social context showing the external factors influencing motivation of volunteers. One of the main research questions is: "Are there similar tendencies in motivation of volunteers in different countries?"

1 Theoretical background

The theoretical review allowed to distinguish three global tendencies in volunteering changes having impact on motivation of volunteers. The first tendency is individualization of volunteering. According to P. Dekker and L. Holman, individualization might be the most important valuable change currently affecting volunteers and what they do (Dekker &

Halman, 2003). Volunteering is a personal decision and thus is influenced more at the individual level (Hustinx et al. 2010).

"New volunteers" are less interested in working on a regular basis, prefer more specific purposes and more freedom in the actions" (Dekker & Halman, 2003). Volunteers shift to short-term projects with clearly defined tasks and purposes (Van Hal et al. 2004). Thus, pragmatization and rationalization of volunteer activity turn to be the second tendency. Volunteer activity becomes a "highly individualized activity" (Wardet al. 2000). The third global tendency is connected with the change of institutional environment. Volunteering is interrelated to economical and political situation and has existential localization. In a number of countries deterioration of an economic environment is coming out, unemployment is growing. Respectively, the number of volunteers is changing, their motivation is changing as well. Researchers note that in the countries with lower rates of inflation and unemployment the number of volunteers is higher (Hackl et al. 2009).

In our opinion, exactly these global trends significantly influence a ratio of egoism and altruism in actions of volunteers all over the world. Especially this influence affects motivation of young volunteers. The key problem of our research is to give an assessment to motivation of young Russian volunteers.

We have emphasized some interesting methodological approaches to studying of motivation of volunteers. Some theorists have considered two basic motivations for volunteering: to satisfy self-regarding or instrumental interests and to satisfy other-regarding or altruistic interests (Ghose & Kassam, 2014). A. Simha, L.N. Topuzova, J. F. Albert detect the following groups of motives: (a) Egoistic reasons (includes: obtaining happiness, fun, beneficial for career); (b) Social Justice reasons (includes: social justice, community development, giving back); (c) Altruistic reasons (including: meaningful, altruistic); and, (d) Moral reasons (including: family, religious, values, calling) (Simha et al. 2011). Ziemek distinguishes between altruism, private consumption motivations and investment motivation (Ziemek, 2006). Carpenter and Myers who exploring the motivations of volunteer firefighters in the US distinguish between six discrete behavioral motives for pro-social behavior such as volunteering: altruism; image concerns; career concerns; making or being with friends; complying with religious beliefs; and excitement/risk seeking (Carpenter and Myers, 2010). Synthesis of the approaches shows that the key problem in studying of young volunteers' motivation is studying a domination or a combination of egoistical and altruistic motives.

In our project we investigate motivation of volunteers in one of the largest and economically developed Russian regions. In keeping with the nature of young Russian

volunteers' motivation we will divide them into three groups: "pure altruists", "egoists" and "young volunteers with mixed motives". We assume that volunteers of these groups have some differences - as actors, also the characteristic of their activity and the environmental context differ. Overall, this defines the nature of these groups members' motivation.

2 Data and methods

In this research we use poll data of Sverdlovsk region residents. We interrogated young volunteers of 18-30 years old (2014, № 600) stratified random sampling. There are 57% of respondents with higher education, 19% of undergraduates, 16% have secondary vocational education, 8% got only general secondary education. The sampling consists of 44% male and 56 % female. It is in line with the distribution ratio in different volunteer activities reported in research of Public Opinion Foundation according to volunteer data for cities with population exceeding one million (2013). There are two equal groups (50%) in the sampling based on the criterion "work experience in NGOs".

For realization of the research objectives, the modular approach was used to create the polling questionnaire: one module of questions was aimed at volunteers' motivation, the other – at studying social and demographic portrait of volunteers, characteristics of volunteer activity and social context.

For studying volunteers' motivation there was asked a question: "What does participation in volunteer activity give you?" There were some alternatives, and a respondent could choose no more than 3 motives, which, in his opinion, are most important for him. All the motives of voluntary activity were divided into 4 groups: career motives, motives of gaining social contacts, self-help motives, altruistic (idealistic) motives. The group of career motives includes: work experience, professional career perspectives, interesting job, useful acquaintances, access to the necessary information, experience of social and political activity, new knowledge, qualification, acquaintanceship with influential people, respect of people around. The group of motives of gaining social contacts includes: friends, favourite occupation, hobby, communication with interesting people. Self-help motives include: opportunity to protect the rights, to solve personal problems, to provide promotion to the ideas, opportunity to raise self-assessment. Idealistic motives include: opportunity to improve life in the house, the street, the area, the city, opportunity to help people.

In the course of analytical data processing the secondary variable was constructed. All students were divided into 3 groups. The first group of "altruists" consisted of those volunteers who marked only idealistic motives, the second "egoists" group consisted of those

who chose only career and self-help motives, those respondents who marked both idealistic and other motives formed the third group called "volunteers with mixed motivation".

3 Results

The data of our survey allows to give an assessment to three groups of young volunteers with different motivation in the Urals. 6% of the respondents selected only altruistic motives as significant motives of volunteer activity, 40% of volunteers marked only egoistical motives, 54% of respondents are the ones with the mixed motivation.

The group of "altruists" is small, therefore we gave the characteristic of this group, having marked out essential significant differences of its members from all the other volunteers who took part in our poll. Essential differences are presented in table 1.

Tab. 1: Selected characteristics of altruist volunteers and all young volunteers (%)

Differences	Altruist volunteers	All young volunteers
self-identification as volunteers	24	60
type of activity - help people	94	62
type of activity – event-volunteering	50	78
formal types of volunteer work (work in NGO last year)	29	59

Source: author's calculation

Studying young volunteers of the Urals shows that "altruists" much less often (2,5 times less) identify themselves as real volunteers. 24% of volunteers of this group answered "Yes" to a question: "Do you consider yourself as the real volunteer?" 24% of respondents of this group found it difficult to give an answer to the question, 52% answered negatively. (Cramer's V: 0,273, significance value: 0,5%). Volunteers with altruistic motivation help certain people almost by one and a half times more often than other volunteers, and less often (1,5 times less) participate in event volunteering. Only 29% among the altruists have experience in NGO, what is twice less, than among all the young volunteers of the Urals. (Cramer's V: 0,181, significance value: 0,01).

In the research combinations of significant predictors are selected from all the blocks of variables: the variables characterizing subjective and objective differences of volunteers as actors, differences in their activity and social context.

Table 2 represents the results of likelihood ratio test and contains changes of likelihood function for the cases when the corresponding main operative factor is excluded.

Significance value $p < 0,05$ specifies that in the first case the factors characterizing the volunteer as an actor ("plans to continue activity" and "volunteer self-identification"), have a significant impact on motivation of young volunteers. In the second case motivation of young volunteers is essentially influenced by the factors characterizing the volunteer as an actor and social context of his activity ("plans to continue activity" and "experience in NGO").

Tab. 2: Likelihood ratio criteria

Sample fitting criteria	Likelihood ratio criteria		
	Chi-square	DF	Values
-2 log likelihood of the simplified model			
105,960 ^a	,000	0	.
121,824	15,865	8	,044
132,643	26,683	8	,001
56,264 ^a	,000	0	.
81,918	25,653	8	,001
65,673	9,409	2	,009

Source: author's calculation

The analysis showed that socio-demographic factors (sex, age, income level) didn't have an essential impact on motivation of young volunteers from the compared groups. It is influenced by predictors characterizing intentions of a volunteer, his self-identification, economic and time resources satisfaction.

Among those who plan to continue volunteering and identify themselves as real volunteers there are almost one third less volunteers with egoistical orientation than volunteers with mixed motivation (39,6% to 58,5%).

Among those who worked for NGOs and plan to continue volunteering for sure there are one third less "egoists" than volunteers with the mixed motivation (39,6% to 58,7%). Among those who worked for NGOs and are likely to continue volunteering there are only 5% less "egoists" than volunteers with mixed motivation.

Estimating differences in activity and social context, we found out that there were no significant differences among volunteers with different motivation considering "activity frequency" factor. Among all the respondents 25% worked as volunteers 1-2 times in the current year, every second worked as a volunteer at least 4-5 times a year, 25% work as volunteers at least 1-2 times a month. "Experience in NGO" and "a type of volunteer activity" turned out to be significant predictors.

Volunteers having worked for NGOs and not engaged in work with people (25,6%) have egoistical motives twice more often(62,2%) than mixed ones (36,3%). Meanwhile, there are twice less volunteers from "egoistic" group (29,6%) than volunteers with mixed motives (65,7%) among those who both worked for NGOs and interact with people.

The analysis of nominal variables correlations showed that volunteers with mixed and egoistical motivation had essential differences in value judgements of their economic and time resources. The data is presented in tables 3 and 4.

Tab. 3: Range of egoistical and mixed motivation volunteers' answers to a question: "What do you lack more: money or time?"(Cramer's V: 0.268, error probability: 1%)

Answer alternatives	Groups, % of respondents	
	«Egoists»	«Volunteers with mixed motivation»
Lack of time	31	31
Lack of money	25	15
Lack of time and money	25	25
Enough time and money	5	22
Cannot say	14	8
	100	100

Source: author's calculation

Shortage of time only was noted by 31% of volunteers in each group, lack of both time and money was designated by every fourth volunteer (25%) from both groups. Every fourth (25%) member of "egoistic" group and 15% of volunteers from the second group face just lack of money. 22% of volunteers with mixed motivation and only 5% of respondents from "egoists" group have enough time and money. 14% of the first group respondents and 8% of volunteers from the second group found it difficult to answer the question.

Classification of both group volunteers' opinions on their opportunities to manage time resource is presented in table 4.

Tab. 4: Classification of answers given by volunteers from two analyzed groups to a question: «How do you manage your time resource?» (Cramer's V: 0.260, error probability: 1%)

Answer alternatives	Groups, % of respondents	
	«Egoists»	«Volunteers with mixed motivation»
Absolutely able to manage time	16	30
Likely to manage time	35	45

Sometimes able to manage time	34	20
Cannot manage time	10	3
Cannot say	5	2
	100	100

Source: author's calculation

30% of volunteers with mixed motivation manage their time perfectly whereas almost twice less egoists (16%) are able to do that. 35% of the first group volunteers and 45% of the second group volunteers are quite good at timing. Every second volunteer with the mixed motivation (20%) and 34% from "egoists" group can regulate their time only sometimes. 10% of egoists and 3% of the second group respondents can't manage their time at all.

Conclusion

The group of "pure altruists" among young volunteers of the Urals is small, but such volunteers exist. "Altruists" have problems with their self-identification as volunteers, help people and are least of all engaged into NGOs' projects. However, Schram (1985) and Smith (1993) both argue, that absolute altruism doesn't exist, and state that since volunteers receive some satisfaction from their engagement in volunteerism — the voluntary action isn't entirely altruistic (Simha & Topuzova, 2011). A small number of such volunteers might be explained with the fact that in the course of further volunteering, they start being guided by mixed motives.

The group of "volunteers with mixed motivation" is 15% more than the group of "egoists". Differences between volunteers of these groups are realised in their intentions to continue volunteering, self-identification as volunteers, satisfaction with their economic and time resources, and also depend on a type of volunteering and experience in NGOs.

Self-identification as a subjective factor is related to motivation of a volunteer as an actor. According to the research of T. Veludo-de-Oliveira, J. G. Pallister, G. R. Foxall, self-identity failed to predict intention to volunteer (Veludo-de-Oliveira et al. 2013). Plans to continue volunteering and self-identification might be a result of volunteer's reconsideration of his role in the course of the volunteer work promoting formation of mixed motivation. We can assume once again that mixed motives become important for young volunteers (both "altruists" and "egoists") in the process of volunteering.

Economic and time resources satisfaction level is one more characteristic of a volunteer as an actor, defining his motivation. Among "volunteers with mixed motivation"

satisfaction with these resources is higher as well as an assessment of their ability to manage time.

"Experience in NGO" as the characteristic of activity and social context of volunteering is more common among "volunteers with mixed motivation", planning to continue volunteering, than among "egoists". Experience in NGOs and plans to continue volunteering are connected with motivation and can influence change in volunteers' motivation from egoistical to mixed. Scholars have consistently found that motivations to volunteer are embedded in both altruistic and self-interested impulses (Ghose & Kassam, 2014).

Experience in NGOs and help to specific people are more typical for young volunteers with mixed motivation than for egoists. We assume that work in NGO, which involves helping specific people, makes volunteers reinterpret their behavior. Russian formal volunteers gain an emotional effect from volunteer work what leads to transformation of their egoistical motivation to the mixed.

Summing up the results of our research, we can make the following conclusion. Motivation of young Russian volunteers as well as most of young volunteers in the world includes both altruistic and egoistical motives, and their actions are piecemeal. According to our findings, features of young Russian volunteers correspond to the global trend. We have shown that specifics of volunteer activity, its inclusion in NGO sector can be a source of change for volunteers themselves and for their motivation.

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