



VOLUNTEER MEASUREMENT: THE GLOBAL CHALLENGE

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UNV-HSE Conference, Moscow, 25 May 2017



PURPOSE OF PRESENTATION: 4 QUESTIONS

1. Why is volunteer measurement **important**?
2. Why is volunteer measurement **lagging**?
3. How can better data improve **understanding**?
4. How can we **improve the data**?

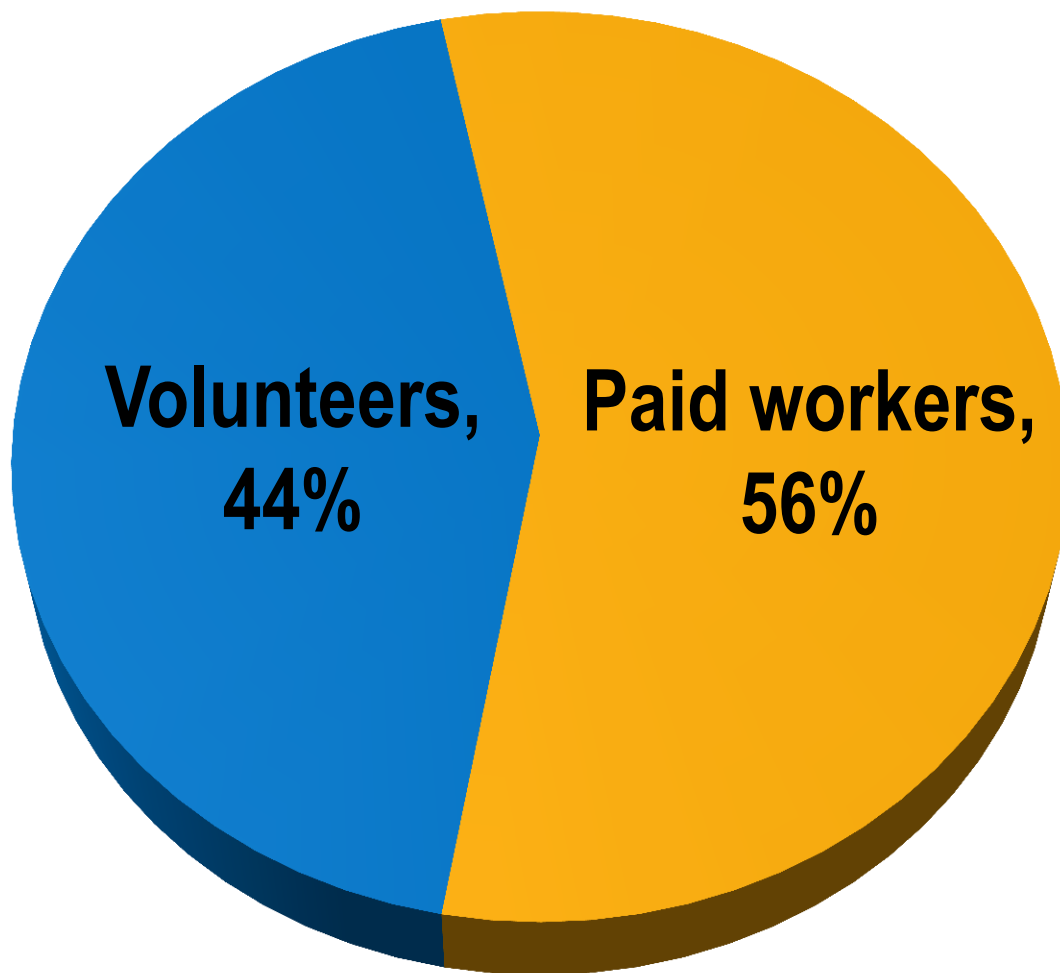


WHY IS VOLUNTEER MEASUREMENT IMPORTANT?

1. An enormous “renewable resource” for societal problem-solving.



WHY MEASURE VOLUNTEERING?



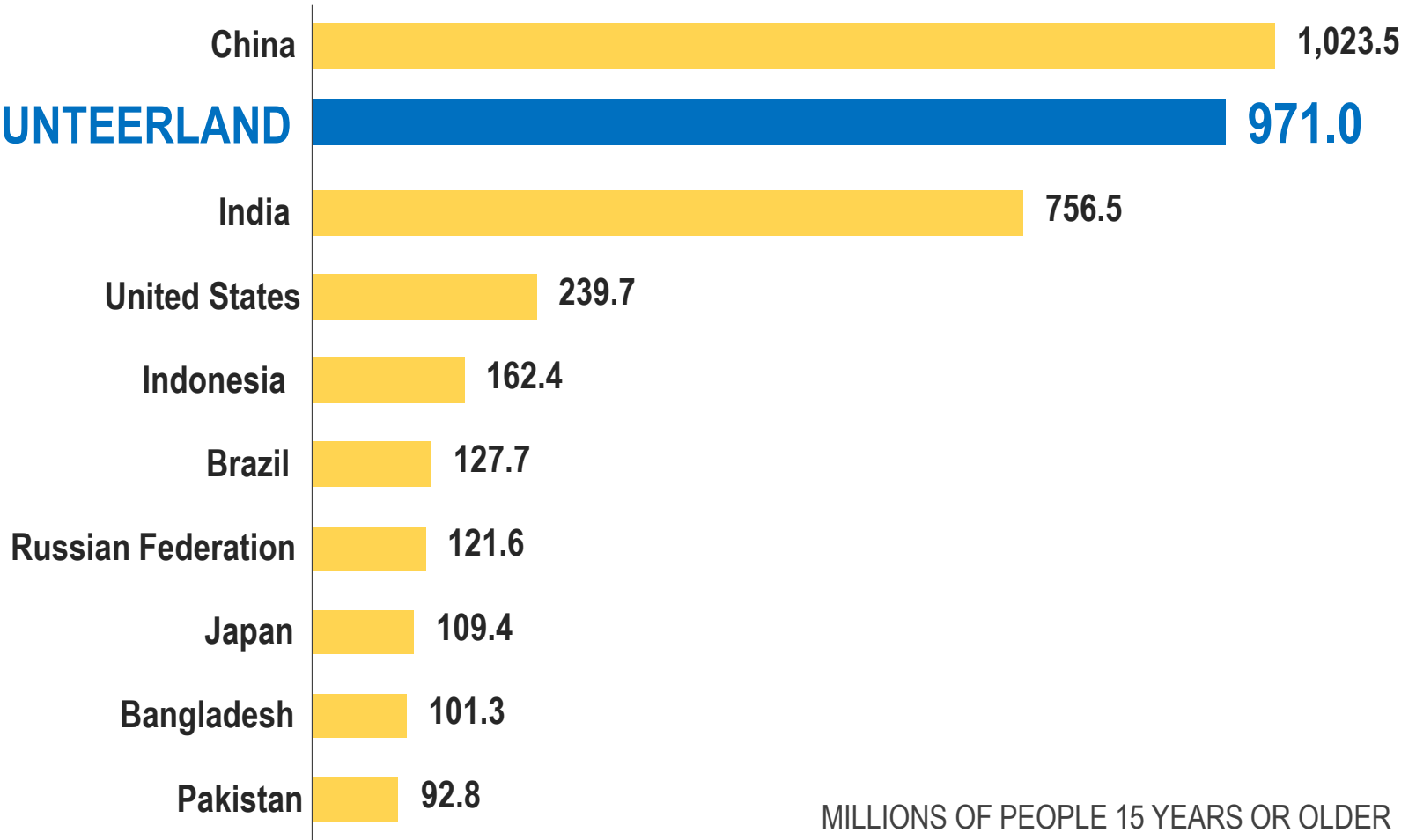
**44 percent of
nonprofit
workforce in
37 CNP
countries**



WHY MEASURE VOLUNTEERING?

GLOBAL VOLUNTEER WORKFORCE VS. ADULT POPULATION OF WORLD'S LARGEST COUNTRIES

VOLUNTEERLAND

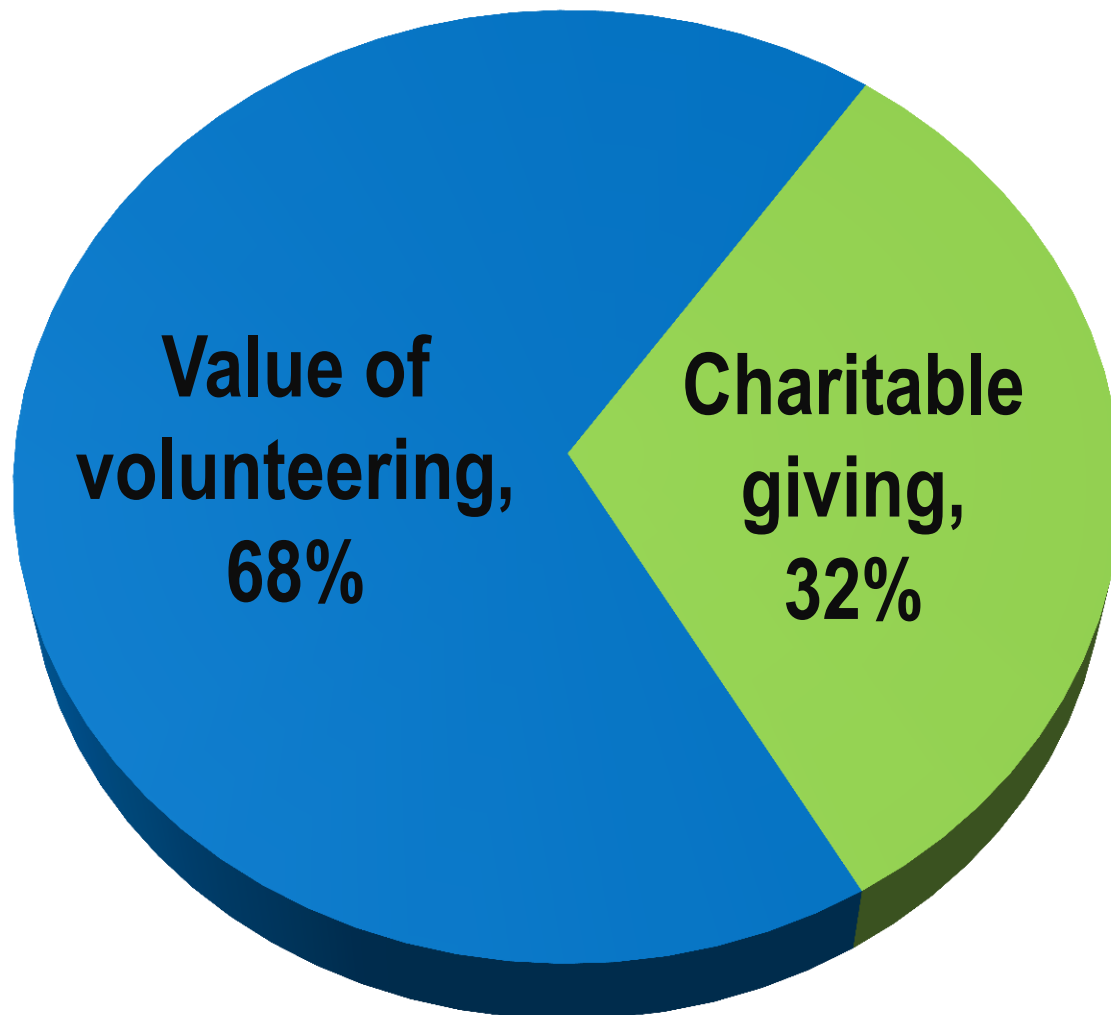


MILLIONS OF PEOPLE 15 YEARS OR OLDER



WHY MEASURE VOLUNTEERING?

**Volunteer input
as a share of
total private
philanthropy,
36 countries**





WHY MEASURE VOLUNTEERING?

1. An enormous **“renewable resource”** for societal problem-solving.
2. Has significant, though poorly understood, impacts on **beneficiaries, volunteers, and society at large.**



WHY MEASURE VOLUNTEERING?

1. An enormous “renewable resource” for societal problem-solving.
2. Has significant impacts.
3. Gross lack of reliable data--Impedes policy attention, limits volunteer self-validation, limits understanding



2. WHY IS VOLUNTEER DATA LACKING I:

- **Contested, uncertain meanings**
- **Neglect of direct volunteering**
- **Unclear eligibility? Family excluded? How defined?**
- **Long ignored in official statistics: Valuation problems**



WHY IS VOLUNTEER DATA LACKING: II

IMPERFECT DATA COLLECTION LOGISTICS

- Small **samples** amplifies “**non-response bias**”
- Seasonality leads to impractical “**recall periods**” (1 year) and resulting **recall bias**
- No info on **hours volunteered**
- Uneven use of **prompts**
- Limited coverage/**classification of activities**
- **Divergent** terminology



METHODOLOGICAL CHAOS

Competing realities even within countries: e.g. UK

Survey	Definition	Volunteer rate
National Survey of Volunteering UK, 1997	<ul style="list-style-type: none">• Formal volunteering• Informal volunteering	48% 74%
European Quality of Life Survey, 2007	<ul style="list-style-type: none">• “volunteering and charitable activities”	31%
Gallup Worldview Survey, 2010	<ul style="list-style-type: none">• “Organizational volunteering”• “Helping strangers”	29% 52%
Harmonized European Time Use Survey, 2009	<ul style="list-style-type: none">• Organizational work• Informal help to others	2% 10%



CROSS-NATIONAL DATA WILDLY DISPARATE

- **World Values Survey: 96 countries**
 - Organization-based only
 - 1-yr reference period
 - Nothing on hours volunteered
 - Volunteering = organizational membership
- **Gallup Worldview Survey: 153 countries**
 - Small samples (1,000-2,000 persons);
 - Nothing on time volunteered
 - Ambiguous questions/ no definition of concept
 - Bizarre results



3. HOW CAN BETTER DATA HELP? AN ILLUSTRATION

Does the Global North Lead the Global South In Volunteering?

Three Theories in Search of Validation

- 1. Northern exceptionalism:** North more caring
- 2. Anthropological Theory:** Disparities an artifact of measurement. All people share common traits, values. Properly measured, South = North in volunteering
- 3. Sociological theory (Weber):** modernity displaces caring networks. Properly measured, South exceeds North in volunteering



HOW CAN BETTER DATA HELP? AN ILLUSTRATION

TESTING THE THEORIES: THE ROLE OF DATA

1. Data Sources

- a) Organization-based: JHU/CNP—43 countries
- b) Direct—Time Use Surveys—33 countries

2. Regression model: Blow up to global picture

3. Report as % of EAP (Economically Active Population)



UNRAVELLING THE PUZZLE: RESULTS

- 1. Direct volunteering outdistances organization-based volunteering >2.5:1**



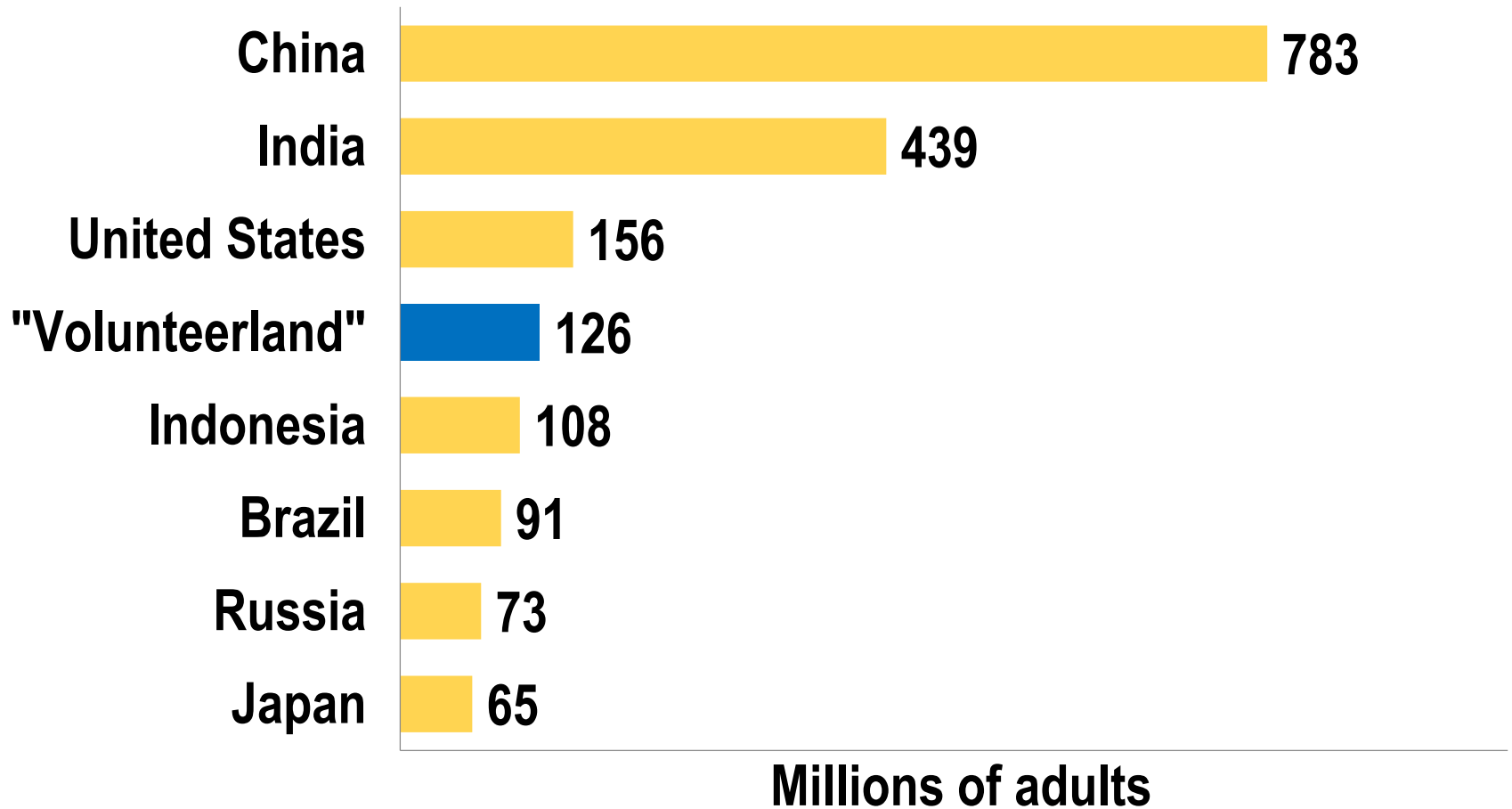
RESULTS 1: Org VS. Direct FTE Volunteer Workers

TYPE	FTE Volunteer Workers	
	Number (million FTE)	Percent
Organization-based	34.7	27.5%
Direct	91.5	72.5%
TOTAL	126.2	100.0%

Source: L.M. Salamon, M.A. Haddock, and S.W. Sokolowski, "Closing the Gap? New Perspectives on Volunteering North and South," Chapter 2 in J. Butcher and C.J. Einolf, Eds, *Perspectives on Volunteering: Voices from the Global South*, (Basel: Springer, 2016)



GLOBAL FTE VOLUNTEER WORKFORCE vs. EAP OF 7 LARGEST COUNTRIES



Source: L.M. Salamon, M.A. Haddock, and S.W. Sokolowski, "Closing the Gap? New Perspectives on Volunteering North and South," Chapter 2 in J. Butcher and C.J. Einolf, Eds, *Perspectives on Volunteering: Voices from the Global South*, (Basel: Springer, 2016)



UNRAVELLING THE PUZZLE: RESULTS 2

- 1. Direct volunteering outdistances organization-based volunteering >2.5:1**
- 2. With direct volunteering included, the absolute amount of volunteer work in the Global South is on a par with the Global North.**



RESULTS 2: Total FTE Volunteer Workers, North Vs. South

TYPE	FTE Volunteer Workers	
	Number (million FTE)	Percent
Upper income countries	65.2	51.5%
Lower income countries	61.1	48.5%
TOTAL	126.2	100.0%

Source: L.M. Salamon, M.A. Haddock, and S.W. Sokolowski, "Closing the Gap? New Perspectives on Volunteering North and South," Chapter 2 in J. Butcher and C.J. Einolf, Eds, *Perspectives on Volunteering: Voices from the Global South*, (Basel: Springer, 2016)



UNRAVELLING THE PUZZLE: RESULTS 3

- 1. Direct volunteering outdistances organization-based volunteering >2.5:1**
- 2. With direct volunteering included, the absolute amount of volunteer work in the Global South is on a par with the Global North**
- 3. As a share of EAP, even with direct volunteering included the level of volunteer work in the Global South is NOT on a par with that in the Global North.**



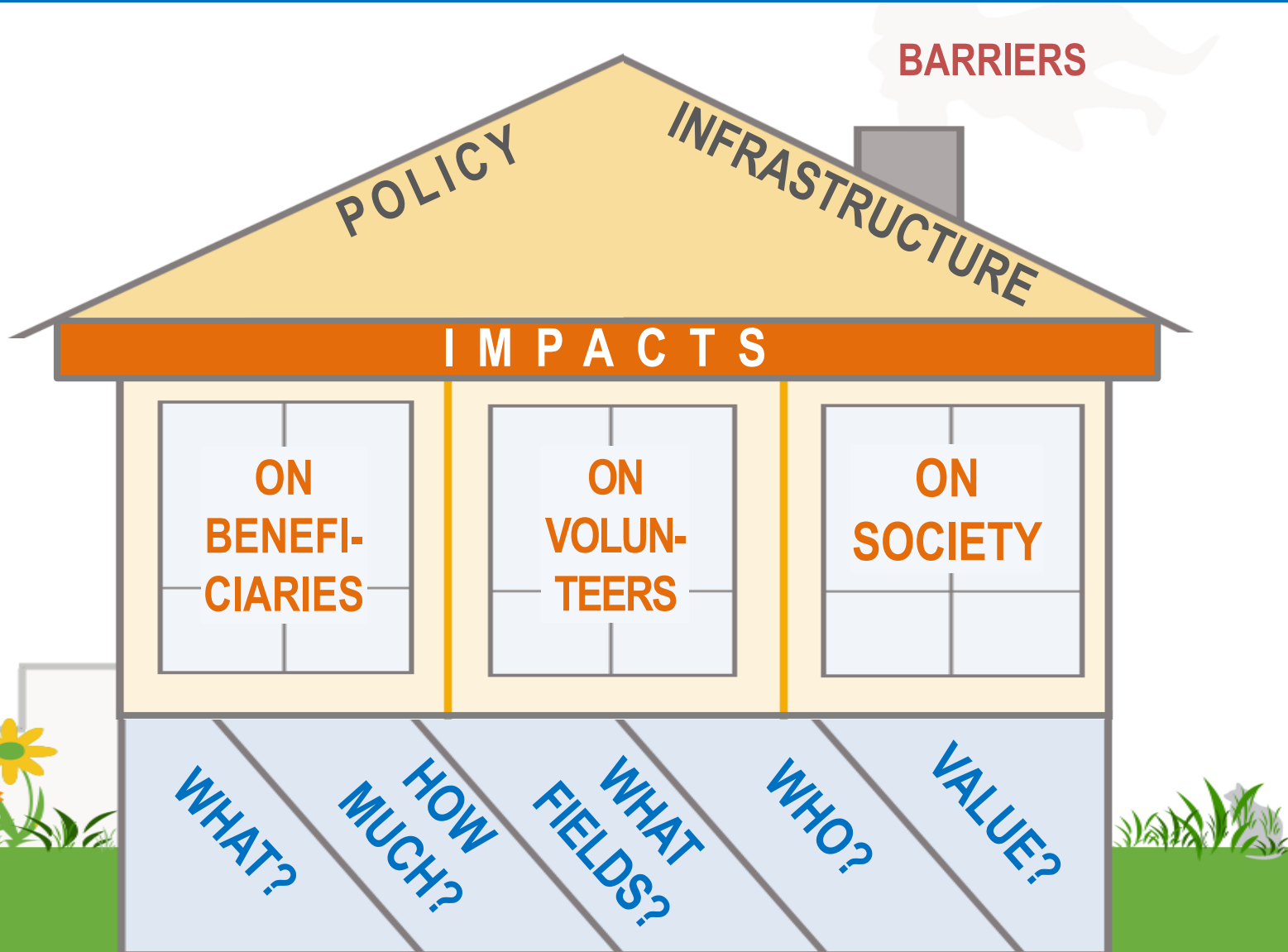
RESULTS 3: NORTH-SOUTH DISPARITIES IN FTE VOLUNTEER WORKERS AS % OF EAP, By Type Of Volunteer Work

COUNTRY GROUPINGS	Number of FTE volunteers by type of volunteering (millions)			Volunteer workers as share of total EAP	
	Organization-based	Direct	Total	Organization-based	Total
Low	7.9	18.6	26.5	0.8%	2.8%
Lower middle	9.0	25.6	34.6	0.7%	2.8%
Upper middle	3.6	18.5	22.2	1.0%	6.0%
High	14.2	28.8	43.0	2.8%	8.6%
Global	34.7	91.5	126.2	1.1%	4.1%

Source: L.M. Salamon, M.A. Haddock, and S.W. Sokolowski, "Closing the Gap? New Perspectives on Volunteering North and South," Chapter 2 in J. Butcher and C.J. Einolf, Eds, *Perspectives on Volunteering: Voices from the Global South*, (Basel: Springer, 2016)



4. HOW CAN WE IMPROVE DATA ON VOLUNTEERING





HOW CAN WE IMPROVE DATA ON VOUNTEERING

POLICY LEVEL BUY-IN-- European Commission report on *Volunteering In The European Union*:

“The need for more accurate and detailed data on volunteering has been highlighted in all Member States.”

“This clearly **represents a major challenge** in terms of accurately understanding volunteering within countries...”



A SOLUTION: IMPROVING VOLUNTEER DATA



International
Labour
Office
Geneva

Manual on the measurement of volunteer work



STATISTICS
Department
of Statistics



APPROACH

1. Both Organization-based and **direct volunteering**
2. Broad definition—but **no mention of “volunteering”**



DEFINING VOLUNTEERING

A BROAD DEFINITION

“Unpaid non-compulsory work; that is, time individuals give without pay to activities performed either through organizations or directly for others outside their own household or family.”



APPROACH

1. Both organization-based and **direct volunteering**
2. Broad definition—but **no mention of “volunteering”**
3. Short **survey module / use of labor force surveys**
4. **Four-week** reference period
5. **Replacement Cost Valuation Method**
6. **Activity focus: What did you do?**



THE RESULT--CREATING DATA THAT IS

- ✓ **Comparable** across countries and regions
- ✓ **Feasible** in the widest range of countries
- ✓ **Cost-effective**, no stand-alone survey
- ✓ **Efficient**, do not over-burden platform
- ✓ **Reliable** results



VISIBILITY IN NATIONAL ACCOUNTS

STESA/STAT/SER F/91/Rev.1

Studies in methods
Handbook of National Accounting

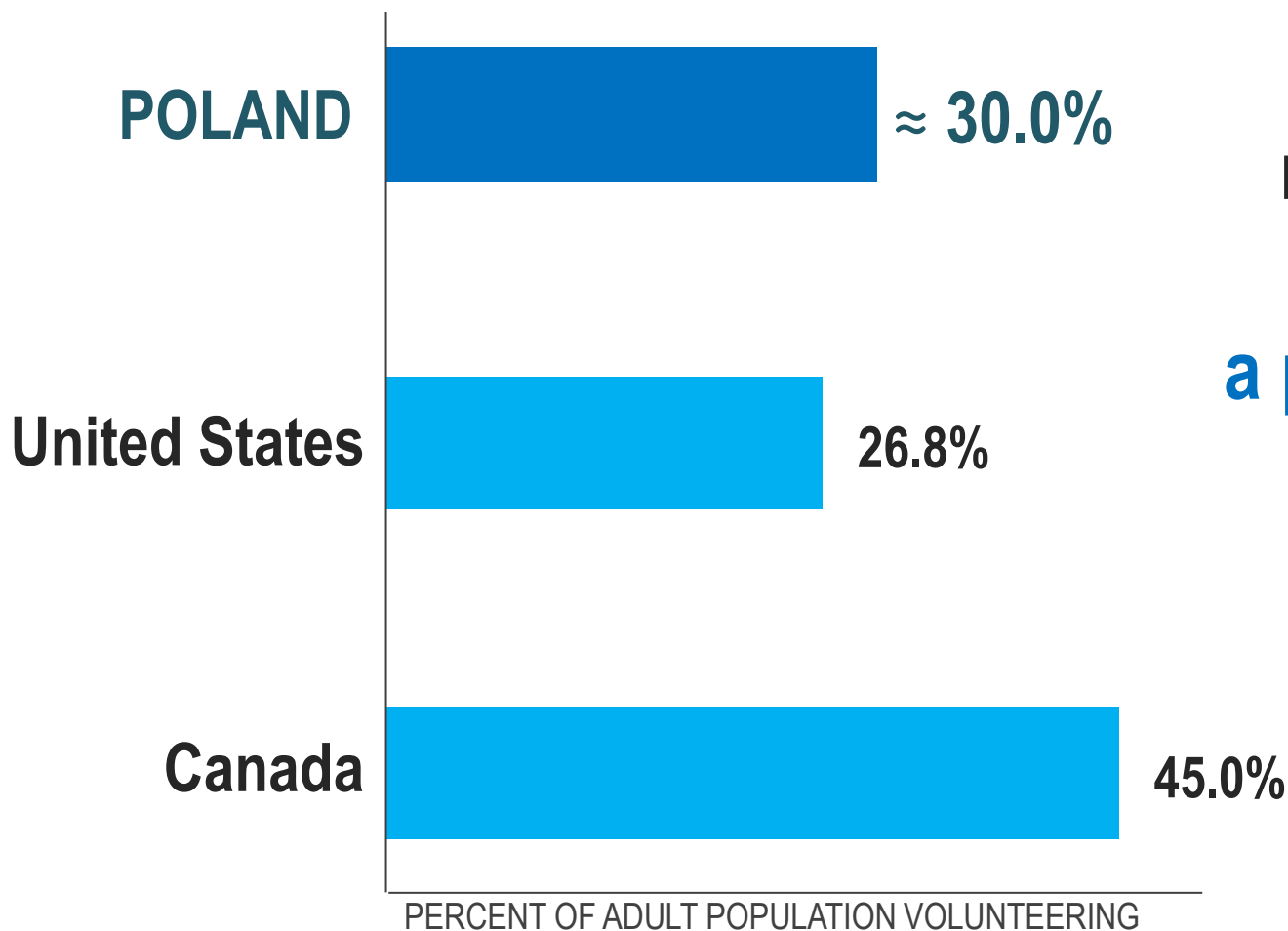
Series F, No. 91, Rev.1

*Satellite Account
on Nonprofit
and Related Institutions
and Volunteer Work*

EXPOSURE DRAFT
May 2017



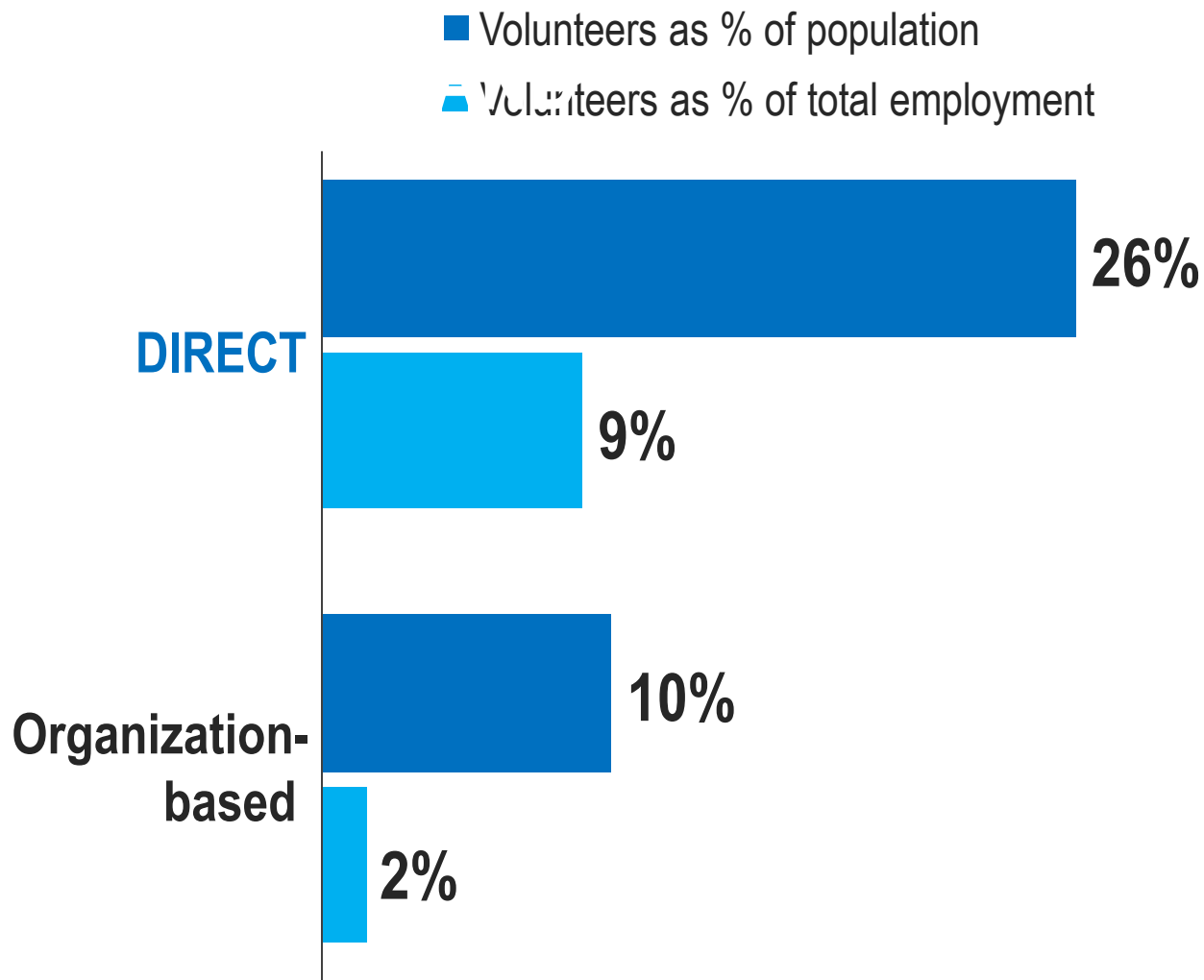
POLAND ALREADY REAPING THE REWARDS



**Volunteering
rate in Poland
seems on
a par with other
countries...**

PUTTING POLISH STATE STATE OF VOLUNTEERING

...but the Poland rate includes direct volunteering, which dominates.





NEXT STEPS

NEXT STEPS





THE WORK HAS JUST BEGUN

1. Continue **promotion of implementation**
2. Secure **buy-in from Eurostat, UNV, UNDP**
3. Build on the foundation: **broader impacts, strengthened infrastructure, enabling policy (FP7)**
4. Assemble/disseminate/discuss **data**
5. Promote implementation of the **UN NPI Handbook.**



Building The Foundation For Volunteering's Future

