

Which people volunteer and why?

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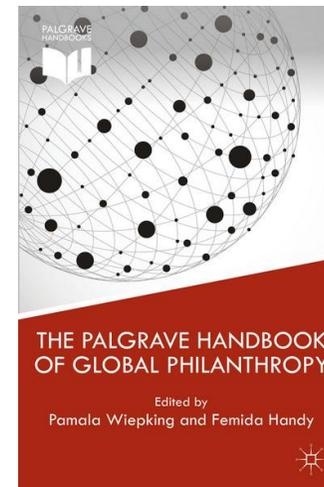
The Netherlands



First, a little bit more about me:

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I study philanthropy from
interdisciplinary and international
perspective



And: I do also
volunteer!

Content

- ▶ Volunteering across the world / in Russia
- ▶ International definitions of volunteering
- ▶ Who volunteers? Subjective dispositions, resources and socio-demographic characteristics of volunteers
- ▶ Why do people volunteer? Three types of motivations and the functional theory of motives for volunteering
- ▶ In-depth case study on gender and volunteering

Russian Federation

In 2016 Charities Aid Foundation (CAF) World Giving Index:

Russian Federation placed 126 out of 140 countries

For combined score on:

- ▶ Volunteering 12% (place 113 out of 140)
- ▶ Giving 18% (place 104 out of 140)
- ▶ Helping stranger 35% (place 121 out of 140)

(International) definition of volunteering

Volunteering is the voluntary donation of time to another person, group, or cause (Musick & Wilson, 2008)

“Volunteering [...], entailing more commitment than spontaneous assistance but narrower in scope than the care provided to family and friends” (Wilson, 2000)

- ▶ Definition United Nations (Dingle et al., 2001):
 - ▶ It is not undertaken for financial gain (rewards)
 - ▶ It is undertaken of one's free will (choice)
 - ▶ It brings benefits to a third party as well as to the people who volunteer (benefits)

But people can be reimbursed

But can be result of peer pressure or social obligation

But beneficiaries of volunteer work can include friends

DEFINITIONS OF VOLUNTEER WORK



	Very subtle interpretation ----- Very strict interpretation		
Who benefits?	Self (in part)	Friends/ acquaintances	Others/strangers
Degree of structure	Informal		Formal
Choice	Mandatory	Relatively (un)coerced	Totally free
Rewards	Scholarship/ low-income	Reimburseme nt	None expected None

Who volunteers? International research

Who volunteers?

Looking at:

- ▶ Subjective dispositions
- ▶ Resources
- ▶ Socio-demographic characteristics of volunteers

Who volunteers: Subjective dispositions

- ▶ Subjective dispositions = personality traits, what is going on in people's minds
- ▶ Personality traits = behavior patterns that are stable, less flexible; a disposition to act in a certain way

Extroversion

Self-efficacy

Empathy

Altruism

Trust

Extraversion

- ▶ Extraversion = the state of primarily obtaining gratification from outside oneself, lack of social inhibition (Wilson & Musick, 2008)



Empathy

- ▶ Empathy = the embodied sharing of feelings of other people (Singer, 2006);
- ▶ Understanding what others are feeling and responding to those feelings with appropriate emotions of one's own (Musick & Wilson, 2008).
- ▶ Volunteers typically concern themselves more with the problems of other people



Trust

- ▶ Generalized trust = people feel that most other people can be trusted (Uslaner, 2002)
 - ▶ Especially important when working with people in need in volunteer work
 - ▶ Service oriented volunteering is motivated by generalized trust
 - ▶ People with high generalized trust volunteer less “to change the system” and to “confront authorities”
 - ▶ Political volunteering is motivated by a lack of generalized trust



Self-efficacy

- ▶ Self-efficacy = personal efficacy, confidence in one's own ability to achieve intended results (Ormrod, 2006)
- ▶ = People who believe they can make a difference and that they *do* make a difference (Musick & Wilson, 2008)



Boyat Slan, the ocean cleanup project

Altruism

- ▶ Altruism is when we act to promote someone else's welfare, even at a risk or a cost to ourselves = **behavior**
- ▶ Altruistic values are the altruistic concerns for others



Source and interesting resource on altruism:
<https://greatergood.berkeley.edu/altruism/definition>

Who volunteers: Resources

Human resources



Education

- Makes people aware of problems
- Increases empathy
- Builds self-confidence and efficacy
- Increases skillset, which
- Increases being asked
- Participation in networks where people volunteer



Work

- Provides people with access to opportunities
- Provides people with skills
- Those self-employed and with flexible hours volunteer most
- Occupational status positively related to volunteering
- Unemployed less likely to volunteer

Who volunteers: resources

Human resources



Income

- Opportunity cost theory: higher incomes should volunteer less
- Empirical results: higher incomes volunteer more

Social resources



Social networks

- People are asked through their network
- People who are more often member, get asked and volunteer more
- This explains why people with higher socio-economic status, married, parents, higher extraversion, religious volunteer more (larger networks, more often members of organizations)

Who volunteers: socio-demographic characteristics



Age

- Changes with each life phase: student, employed, getting married, having children, retirement, experiencing physical and mental disabilities



Race

- Differences can be explained by differences in human resources (education, employment, income)

More on gender later in an in-depth exploration

Why do people volunteer?

Why do people volunteer?

Different ways of looking at this, for example:

- ▶ Three types of motivations (Handy et al., 2010)
- ▶ Functional theory of motives for volunteering:
Volunteer Function Inventory (VFI; Clary et al., 1998)

Why do people volunteer?

Three types of motivations



Altruistic or value-based motives



Utilitarian motivations



Social motivations

Source: Handy et al. 2010

Altruism and value based motivations



- ▶ Altruistic values are the altruistic concerns for others
- ▶ Value based motivations:
 - ▶ prosocial motivations, motivation to help others at a costs to oneself
 - ▶ Motivations to create a better world
 - ▶ Religious beliefs about helping others
 - ▶ Political interests

Utilitarian motivations (e.g., resume building)

- ▶ Enhancing human capital, for example, gaining work experience and job training, developing new skills, exploring career paths, enhancing résumés, or making contacts useful for paid employment



Social motivations

- ▶ Extending one's social networks, volunteering because friends or colleagues do so, responding to social pressures to volunteer



Motivations for student volunteering by country

Table 2
Motivations to Volunteer by Country (Means Scores on 5-Point Scale)

	Motivation					
	Altruism		Resume		Social	
	<i>M</i>	(<i>SD</i>)	<i>M</i>	(<i>SD</i>)	<i>M</i>	(<i>SD</i>)
United States	4.03	(0.86)	3.67	(0.93)	3.16	(0.78)
Canada	4.04	(0.81)	3.83	(0.96)	3.05	(0.85)
Belgium	3.78	(0.51)	3.22	(0.84)	2.97	(0.55)
China	3.81	(0.58)	3.55	(0.67)	2.74	(0.72)
Croatia	4.10	(0.62)	3.29	(1.02)	2.38	(0.80)
England	3.94	(0.72)	3.67	(0.85)	2.79	(0.74)
Finland	4.17	(0.57)	3.03	(0.93)	2.73	(0.76)
Israel	4.03	(0.61)	3.22	(1.07)	2.99	(0.85)
India	3.82	(0.93)	3.29	(0.89)	3.07	(0.90)
Japan	3.82	(0.68)	3.03	(0.92)	2.47	(0.81)
Korea	3.65	(0.62)	2.70	(0.84)	2.91	(0.60)
Netherlands	3.81	(0.52)	3.39	(0.85)	2.94	(0.58)

Relationship between motivations and volunteering among students



Altruistic or value-based motives

Likelihood: +
Hours: ++

Handy et al., 2010



Utilitarian motivations

Likelihood: -
Hours: -



Social motivations

Likelihood: --
Hours: --

Functional theory of motives for volunteering

- ▶ Theory: individuals initiate volunteering behavior if they believe it will serve one or more psychological needs
- ▶ Measurement: Volunteer Functions Inventory (VFI), developed by Clary & Snyder (1991)
 - ▶ 1) Values - a way to express ones altruistic and humanitarian values
 - ▶ 2) Enhancement -a way to help the ego grow and develop
 - ▶ 3) Social -a way to develop and strengthen social ties
 - ▶ 4) Career -a way to improve career prospects
 - ▶ 5) Protective - a way of protecting the ego from the difficulties of life
 - ▶ 6) Understanding -a way to gain knowledge, skills, and abilities
- ▶ Answers on 7-point Likert item scale

VFI: Values

- ▶ By working to achieve desired goals, or values, people remain true to an ideal conception of themselves (Musick & Wilson, 2008: p. 57)
- ▶ Examples of questions in VFI:
 - ▶ I feel it is important to help others
 - ▶ I can do something for a cause that is important to me
 - ▶ I feel compassion towards people in need(Clary, Snyder & Stuckas, 1996: p. 492)

VFI: Enhancement

- ▶ To gain learning experiences about different people, places, skills, or oneself (Musick & Wilson, 2008: p. 58)
- ▶ Examples of questions in VFI:
 - ▶ Volunteering makes me feel needed
 - ▶ Volunteering makes me feel important
 - ▶ Volunteering increases my self-esteem(Clary, Snyder & Stuckas, 1996: p. 492; Clary et al., 1998)

VFI: Social

- ▶ The social function is the need to fit in and get along with members of groups important to us (Musick & Wilson, 2008: p. 59)
 - ▶ Examples of questions in VFI:
 - ▶ Volunteering is an important activity to the people I respect
 - ▶ People I'm close to want me to volunteer
 - ▶ People I know share an interest in community service
- (Clary, Snyder & Stuckas, 1996: p. 492-3; Musick & Wilson, 2008: p. 59; Clary et al., 1996)

VFI: Career

- ▶ Volunteering as objective to obtain career-related benefits, such as work related skills or business contacts (Musick & Wilson, 2008: p. 59)
 - ▶ Examples of questions in VFI:
 - ▶ Volunteering can help get me my foot in de door where I would like to work
 - ▶ I can make new contacts that might help my business or career
 - ▶ Volunteer experience will look good on my resume
 - ▶ Volunteering helps me to explore different career options
- (Clary, Snyder & Stuckas, 1996: p. 492)

VFI: Protective

- ▶ Enabling people to deal with inner conflicts, feelings of incompetence, uncertainties about social identity, and emotional needs (Musick & Wilson, 2008: p. 62)
 - ▶ Examples of questions in VFI:
 - ▶ Volunteering is a good escape from my own trouble
 - ▶ Volunteering helps me deal with some of my own problems
 - ▶ By volunteering I feel less lonely
- (Clary, Snyder & Stuckas, 1996: p. 492; Musick & Wilson, 2008: p. 62; Clary et al., 1998)

VFI: Understanding

- ▶ Means of personal growth and ego-enhancement (Musick & Wilson, 2008: p. 63)
- ▶ Examples of questions in VFI:
 - ▶ Volunteering makes me feel important
 - ▶ Volunteering allows me to gain new perspectives on things
 - ▶ I can learn how to deal with a variety of people (Clary et al., 1998)

..and how do these VFI factors relate to volunteering?

Table 1. Mean Volunteer Function Inventory (VFI) Scale Scores by Volunteer Activity in the Past 12 Months

<i>VFI Scales</i>	<i>Volunteer Activity in the Past 12 Months</i>			
	<i>Yes</i> n = 1,165	<i>No</i> n = 960	<i>F</i> df = (1, 2,123)	<i>p</i>
Values	1.42	1.84	250.14	.0005
Career	3.22	3.06	19.42	.0005
Understanding	2.40	2.60	30.51	.0005
Social	2.01	2.42	8.72	.005
Enhancement	1.92	2.21	55.50	.0005
Protective	2.64	2.70	.81	ns

Lower scores mean stronger motivation



In-depth case study: Gender and volunteering (and giving)

Based on paper by Pamala Wiepking and Chris Einolf

Research question:

- Gender differences in predictors of prosocial behavior such as giving and volunteering (empathy, moral reasoning, caring)
- But empirical results show few gender differences in giving and volunteering
- Why?

Empirical results

- ▶ Volunteering: Women more in some countries, men more in others
- ▶ Charitable giving: Inconsistent results (US)
 - ▶ Organization type:
 - ▶ Men: Sports & rec, employment-related
 - ▶ Women: Religion, education, needy
 - ▶ Number: Men concentrate, women diffuse

Three pathways for men and women to volunteering and giving

- ▶ Social capital: Norms, trust, and recruitment networks
- ▶ Motivations and values: Empathy, caring, role identity, obligation, religious values, political interest
- ▶ (Human) Resources: Money, skills, and time

Hypotheses:

H1: Social capital: Men higher

H2: Motivations: Women higher

H3: Resources: Men higher

Data & Measures

European Social Survey (Wave I, 2002/2003)

$N_{\text{individuals}}=40,319$; $N_{\text{countries}}=21$

Dependent variables:

Making a donation/volunteer for 12 types of nonprofit organisations

Measures

Social capital (H1: men higher):

Variable	Range	Total mean	St.dev.	Male mean	Female mean
Meet socially	0-30	8.8	10.2	9.2	8.5
Religious attendance	0-365	17.0	43.7	14.7	19.0
Children	0-1	40.6	n.a.	37.1	43.8
Generalized trust	0-10	5.0	2.5	5.1	4.9
Fairness	0-10	5.6	2.4	5.6	5.7

Measures

Motivations (H2: Women higher):

Variable	Range	Total mean	St.dev.	Male mean	Female mean
Informal helping	0-30	5.2	8.8	4.9	5.4
Importance of volunteering	0-10	5.7	2.7	5.8	5.6
Reduce income differences	0-4	2.7	1.0	2.7	2.9
Political interest	0-3	1.4	0.9	1.6	1.3

Measures

Human resources (H3: Men higher)

Variable	Range	Total mean	St.dev.	Male mean	Female mean
Income	0-11.7	9.5	0.0	9.6	9.4
Financial security	0-3	2.1	0.8	2.1	2.0
Primary education	0-1	16.5	n.a.	14.3	18.4
Lower secondary education	0-1	23.9	n.a.	23.4	24.4
Higher secondary education	0-1	36.7	n.a.	38.4	35.2
Tertiary education	0-1	22.9	n.a.	23.8	22.0

Results

Multi-level mixed effects logistic regression analyses of volunteering:

	(1)	(2)	(3)	(4)	(5)
	w/o controls	Social Capital	Motivation	Human Resources	Complete model
Female	.797***	.807***	.850***	.841***	.848***

Coefficients represent Odds Ratio's

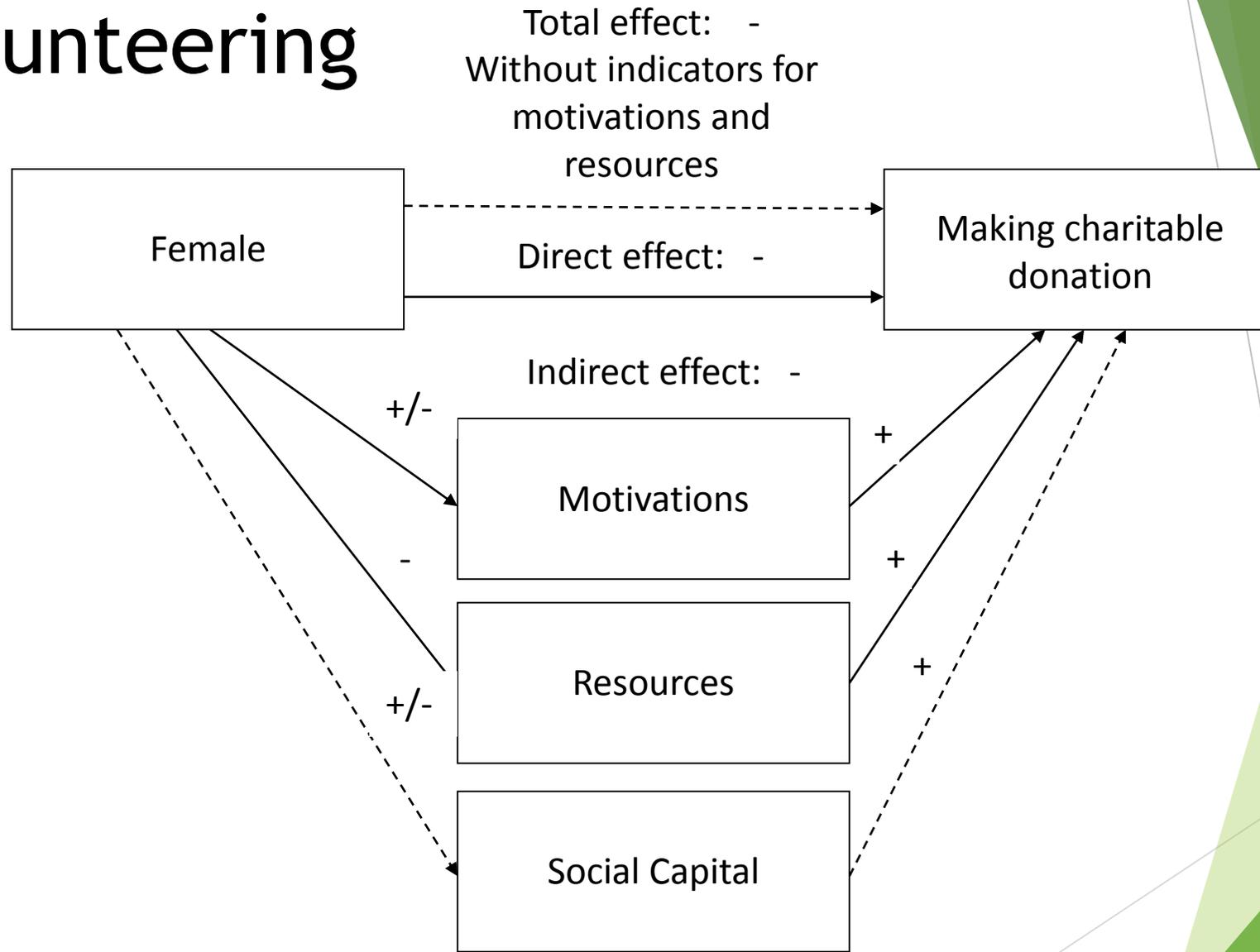
Results

Multi-level mixed effects logistic regression analyses of charitable giving:

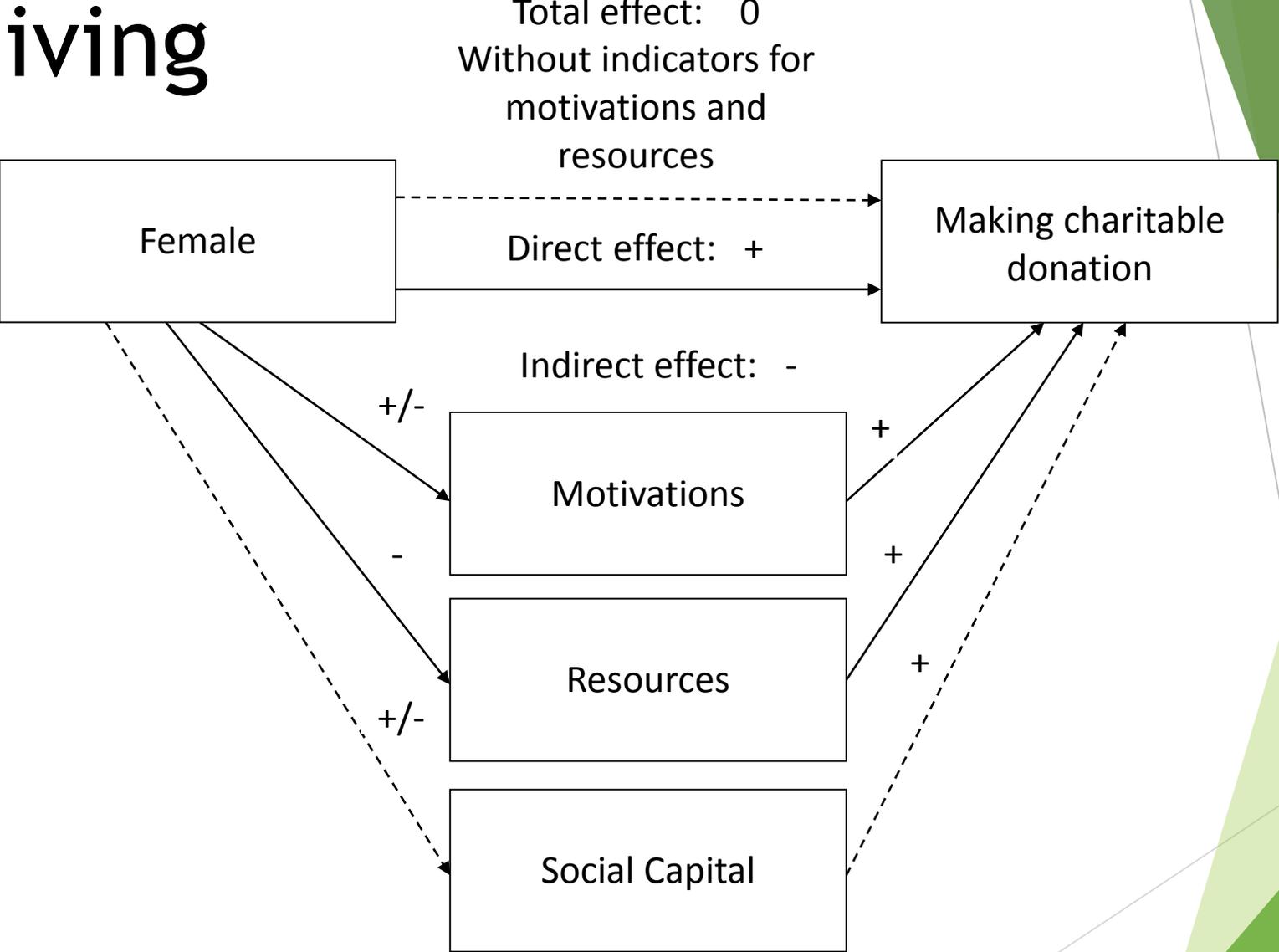
	(1)	(2)	(3)	(4)	(5)
	w/o controls	Social Capital	Motivation	Human Resources	Complete model
Female	.963	.969	1.073	1.033	1.065

Coefficients represent Odds Ratio's

Volunteering



Giving



Conclusion

- ▶ Women less likely to volunteer in Europe
 - ▶ Motivations and resources account partly for differences
- ▶ No 'total' gender difference in giving in Europe
 - ▶ But positive direct relationship
- ▶ Gendered pathways for prosocial behavior:
 - ▶ Women through motivations (H2)
 - ▶ Men through resources (H3)

Recruitment: Changing volunteer energy into volunteering

		Sources of volunteer energy	
		Internal (members)	External (community)
Placing volunteers	Internal (own org.)	Mutual support	Service delivery
	External (other org.)	Corporate vol. Community service Service learning	Volunteer centre NLDoet

Source: Meijs, 2017

NL Doet



Regenerative Volunteer Management

Dimension	Traditional volunteer management	Regenerative volunteer management
Focus	Organization- centered	Community- centered
Parties involved in volunteering	Focal organization and its current volunteers, clients, funders and supporters	All parties to volunteer involvement, incl. the community of users, volunteers, clients, funders and supporters
Volunteer 'resource'	Instrumental	Recyclable/growable
Valuation of volunteering	Replacement value	Life-time value
Emphasis	Accomplishments for the organization	Accomplishments for the organization and for the volunteer

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