Personal Value Orientations as Predictors of Motivation to Volunteering

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Original Article

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Abstract:

The study highlights the psychological dimension of volunteering as an act through the prism of the situation of actualisation of this free and socially useful act in Ukraine, taking into account the value and meaning sphere of

volunteers. Guided by V.A. Romenets's theory of action, as well as the work of volunteer motivation researchers E. Clary and M. Snyder and one of the leading theories of values proposed by S. Schwartz, we highlight the influence of values on the motivational structure of the volunteer's personality.At the same time, four types of leading motivations for joining this socially useful free-of-charge activity are classified. The study of the value and conceptual sphere of volunteers makes it possible to consider certain worldview universals of different categories of people involved in volunteering, in particular, their perception of the situation, the manifestation of intentions to transform it and the influence of psychological details manifested in the professing of prosocial terminal and moral instrumental values on the formation of motivation for sustainable volunteering.

Introduction

Modern Ukrainian society is undergoing complex socio-political transformations that have a significant impact on various aspects of citizens' lives, including their readiness to volunteer. Volunteering has become an important component of social support and assistance, especially in times of military conflict, economic hardship and social challenges. However, despite the significant role of volunteering, there is little research on how specific contextual factors influence the decision-making process of volunteering. Researchers emphasise that compassion is an important virtue that encourages people to do good deeds without expectation of reward. It is the essence of love, mercy and honesty that encourages good actions (1).

The relevance of the study lies in the need for a deeper understanding of the psychological mechanisms that motivate individuals to volunteer in the context of modern Ukrainian society. In particular, special attention should be paid to the situational component of volunteer activity, which includes specific conditions and circumstances that encourage individuals to perform activities for the benefit of others. The lack of proper understanding of these mechanisms makes it difficult to develop effective strategies for attracting new volunteers and supporting those who are already actively involved in volunteer initiatives.

In the context of canonical psychology, the research field covers individual, social and historical human activity, within which the essence of a person is most fully manifested. These three dimensions of human existence are united into a single phenomenological canon, which allows us to logically, consistently and in detail formulate the basic principles of human mental existence, taking into account the integrated axiological aspect. The culture of each of us lies not only in the ability to create a new culture, but also in the ability to perceive, assimilate and reproduce it, creating the necessary conditions for the innovation of values (2).

The issue of volunteers' values is central to the study of their motivation and social behaviour. Volunteering, as a form of prosocial activity, is actively studied in scientific works that analyse the role of terminal and instrumental values in shaping volunteer activity. Modern society defines rules that govern the behaviour of its members. Violation of these rules leads to sanctions (3). For the most part, terminal values are focused on the volunteer's perception of the optimal image of the future. According to Kralik (1), «if a person loses interest in the future, he or she loses motivation for broader social interaction. As a consequence, they lose the soft skills needed to communicate and manage any project focused on the telos, where the telos represents a temporal projection of participants' expectations and planning.»

Particular attention should be paid to the study of the influence of spiritual values in

the structure of the terminal values of the volunteer's personality, which contribute to the implementation of social and moral and psychological support of the population (1). This will allow us to better understand the motivational aspects of volunteering and develop effective approaches to its promotion and support. In the field of care provision, especially social work, it has been found that the effectiveness of support depends on the level of self-care of employees, as well as on the work-life balance (4).

It is also important to assess the impact of the socio-political context on the formation of volunteer initiatives and to identify key situational factors that facilitate or hinder participation in volunteering. This points to a societal ethos in which the pursuit of material wealth and individual consumption often prevails over values such as solidarity, social justice and compassion (5)

It is worth noting that stressful situations such as socio-economic crises or physical threats to life are among the leading external incentives for volunteering. In this context, it is reasonable to inform representatives of this community about emotionally oriented coping mechanisms. They can be effective when a person is aware of the causes of his or her stress, such as suppressed emotions or frustration. In this case, it is useful to use practices that help to release emotional tension, as well as adapt to an environment with fewer stressors. Developing strategies for managing anger triggers, such as through exercise or logical problem solving, can significantly improve a person's well-being and help alleviate stress (6). A significant role in interpersonal communication is played by the exchange of aspects of personal life that serve as psychological details for socio-economic professionals, namely psychologists and social workers. Such an exchange with a client is a tool for healthy communication and self-expression and is of great importance for a specialist to form an idea of the etiology of life difficulties of a particular person by clarifying specific micro-events of psychological content. However, excessive sharing, especially through the media or social media, can lead to negative consequences, such as internet addiction, attention seeking, or increased anxiety or worry (7; 8).

Modern society forms rules that regulate the behaviour of its members to comply with social norms, and in case of violation, it imposes sanctions. That is why the key principle of society's response to deviations is punishment, which aims to restore the balance between the damage caused and the harm done to the offender by restricting his or her rights. The idea of global citizenship, proposed in the XVIII century by the German philosopher Immanuel Kant, was based on the belief that we have a common human nature and that every person has equal value. Accordingly, each person has a duty to protect this value and care for others, which is applicable to the modern volunteer movement (9).

The analysis of these values and conceptual spheres of volunteers will help not only to understand their motivation in depth and in detail, but also to develop practical recommendations for supporting and developing the volunteer movement in Ukraine.

Method

The need for interdisciplinary research arises when the problem to be solved is too large and complex to be addressed by a single discipline. Drawing on several disciplines and combining them in an integrated way in the research process allows not only to combine the knowledge gained, but also the methodologies of different disciplines to create a scientific synthesis that ultimately leads to the integration of knowledge (10).

The methodological basis of the study is as follows:

a) V.A. Romenets' four-component theory of action, which includes situational, motivational, action and post-action components, with the situational component being considered fundamental, since it is at this stage that the conflict between external conditions and the inner world of a person occurs (11).
b) The concept of psychological disaggregation, which involves breaking down complex social or psychosocial phenomena into smaller, more understandable components

for more detailed analysis (12). the Volunteer Functions Inventory (VFI), developed by E. Clary and M. Snyder to study volunteer motivations (13).

c) PVQ methodology ‚Portrait of Values', which was developed and cross-culturally validated by Schwartz and colleagues (14).
d) Analysis of the average values of respondents' answers, which is used to identify general trends and assess various motivational factors of volunteers, taking into account the standard deviation (SD).

The researchers note that compassion is an important moral virtue that encourages people to do good deeds regardless of external rewards. Compassion is the basis of honesty, mercy and moral purity, which motivates a person to act charitably (15).

Sociologists have identified several key characteristics of Generation Z. One of the leading trends among the representatives of this generation is a high level of individualism, accompanied by an emphasis on social justice and equality (16). At the same time, a modern person is often so tied to reflective ideas about themselves, their own lives and the social environment that they lose the ability to effectively interact with the social structures of which they are a part. The desire to be recognized, respected and loved often turns into dissatisfaction due to unfulfilled aspirations. This can lead to the creation of illusory expectations that do not coincide with reality and cause a gap between personal goals and objective capabilities (17). When addressing contemporary social problems and challenges, it is important to take into account psychological coping mechanisms, which may include both cognitive and behavioural strategies. For example, hedonic orientation can be effective in low stress conditions, when the desire for pleasure and relaxation contributes to a positive mood. However, in conditions of high stress, this orientation may not be sufficient to maintain mental health. Therefore, in order to achieve optimal psychological functioning, it is recommended to pay attention to physical activity, communication with family and friends, spirituality and meditation, which can contribute to the organization of psychosocial mechanisms (18).

The most common method of psychosocial research of volunteering today is the Volunteer Functions Inventory (VFI) developed by American scientists E. Clary, M. Snyder and others in 1998. It is aimed at identifying six leading functions of volunteering, which, according to the proposed functional approach, are considered to be the main motives for participation in volunteering. These functions include: the desire to acquire or improve skills, knowledge or experience; career motives that focus on professional development or academic growth; value motives that express humanistic and altruistic orientations; defensive motives, which are related to the ability to avoid problems or protect one's self; social motives, which are manifested in the ability to adapt and integrate into society; and self-improvement motives, which reflect the desire for self-knowledge, self-development and improvement. This methodology has remained relevant over the past two decades and is still widely used in volunteering research, as it allows for a comprehensive consideration of the various motivational aspects that influence individuals' decisions to volunteer (13).

Researchers in the field of socio-humanities emphasize the importance of compassion as a fundamental virtue that contributes to the development of moral qualities of a person, including mercy, honesty, and the ability to do good deeds without expectation of reward (15). In addition, modern research in this area is often combined with a deep sense of social justice (16). At the same time, they want to expand opportunities for self-expression, which is often reflected in social media activity and the desire for social change.

It is also important to note that an individual's excessive attachment to his or her own persona serves as an obstacle to his or her successful integration into the social structure. This phenomenon illustrates the need to form pro-social terminal and moral instrumental values, which will be the first step towards overcoming social frustration and will have a positive impact on self-esteem and motivation (17).

Another important tool for studying the value orientations of volunteers is the version of M. Rokic's „Value Orientations" methodology

adapted and modified by Schwartz, known as the PVQ „Portrait of Values“ methodology. This methodology is based on M. Rokic's concept of dividing values into terminal and instrumental values, as well as on Schwarz's theoretical model, which considers the motivational goals of value orientations and the universality of basic human values (14).

Using this technique, researchers can analyze both positive and negative value orientations of respondents. This allows not only to determine which values are prioritized by a particular person, but also to identify the motivational blocks that dominate at the moment. A distinctive feature of Schwartz's methodology is the use of rating assessment instead of direct ranking, as is the case with M. Rokic's methodology. This approach allows not only to build a hierarchy of values, but also to identify the priorities of motivational blocks that are relevant for respondents in a particular period of time.

S. Schwartz's methodology covers both cognitive and motivational variables, which makes it particularly useful in studies aimed at understanding the mechanisms of volunteer motivation. It provides an opportunity to assess the extent to which certain values influence the behavior of volunteers, as well as how their value priorities change in the modern social environment.

Identification of general trends in responses by analyzing the mean values obtained by respondents on individual subscales of the VFI and PVQ methods, which correspond to the indicators, namely prosocial terminal and instrumental moral values, taking into account the standard deviation (SD). The study of value orientations is an important tool for understanding the motivational factors that encourage individuals to participate in volunteer activities.

It is important to take into account that social models, psychological state and spiritual orientation of representatives of modern volunteering can significantly affect their motivation to volunteer. (19). In addition, differences in motivational and value orientations can also be found among older age groups. In particular, older people, due to their extensive life experience, usually have a more limited and pragmatic approach to spiritual needs. Their desires are often focused on basic needs and stability, unlike young people who seek wider opportunities for self-expression and social fulfillment.(20).

Thus, the use of VFI and PVQ techniques allows us to gain a more complete understanding of how different age groups form their motivational attitudes. This is especially important in the case of Generation Z, which is characterized by the complexity of its motivational processes, requiring interdisciplinary analysis.

Empirical data

In conducting this study, we took into account the dichotomous attitude towards volunteers, since in modern conditions there are different approaches to studying this phenomenon. Proponents of the social exchange theory believe that the basis of prosocial behavior is selfish interest. According to this concept, people help others only when the expected benefits exceed the costs. According to the postulate of success by J. Homans, any activity consists of three stages: action, reward, and repetition of the initial or similar action. This approach denies the perception of volunteering as exclusively altruistic prosocial behavior, since, according to the proponents of this theory, altruism is a form of hidden egoism. A similar opinion was expressed by the philosopher Nietzsche, who noted that goodness and altruism are identified primarily by those who do them, not by those who use them (21).

At the same time, we are convinced that the heart of modern volunteerism in Ukraine is the act, with its inherent internal structure. It is not only a specific action, but also a moral choice that reflects the beliefs and values of the individual. In the context of Ukrainian volunteering, an act is of particular importance, as it is often associated with a high level of personal responsibility, courage, and self-sacrifice. According to researchers, work-life balance is an important aspect of volunteering. It is seen as an individual's perception of the compatibility of work and non-work activities, which promotes growth in accordance with the person's current life priorities. Factors that influence this balance include social support,

organizational challenges, stress, use of information technology, work demands, family responsibilities, and individual issues. (22).

In addition, pro-social values such as universalism and benevolence can play an important role in motivating volunteerism. At the same time, conformism and tradition are aimed at adapting to existing social norms. A high level of prosocial values may indicate an ethical stance, not just a desire to meet social expectations (23).

It is also important to note that compassion is considered one of the key virtues that encourages good deeds without expectation of reward. It is the basis of love, mercy and honesty, and contributes to the improvement of the individual and his or her moral qualities (15).

Pro-social values, such as universalism and benevolence, are global and focused on responsibility to society. At the same time, conformism and tradition may reflect a desire to conform to existing social norms. A high level of prosocial values may indicate a conscious ethical position, not just a desire to meet the expectations of society (24).

In today's world, especially in the context of conflicts and crisis situations that are relevant to Ukraine, the concept of prosocial activity is taking on new forms. For example, war can provoke various emotional experiences and change the psycho-emotional state of both individuals and society as a whole (25).

Such phenomena should be viewed through the prism of V.A. Romenets' theory of action, who emphasized the importance of understanding the specific conditions and circumstances in which the need for volunteering arises. It is important to take into account situational factors such as social environment, support from society and availability of resources.

Highlighting the parameters for selecting the correct psychodiagnostic tools based on the situational component of the act, we note that they include the following:

a) awareness of a certain spatial and temporal configuration of forces caused by the active covert participation of subjects, which can acquire an independent meaning for each of them. Objective reality remains the same, but its perception is a psychological feature of each participant in social life, which leads to different reflections in decision-making and activities;
b) individual psychological inclinations and abilities;
c) mental and professional experience of the volunteer;
d) social and/or personal orientation, which can determine the intentional features of the motivation for a particular person to join volunteering. The indicators of these parameters will be the terminal and instrumental values of the individual.

A significant aspect is the formation of a socially inclusive environment that supports the model of social justice and mutual support. According to research, compassion is seen as a fundamental virtue that encourages good deeds without expectation of reward, revealing the essence of love, mercy, and honesty (15). This attitude reflects pro-social values, including universalism and benevolence, which are focused on responsibility to society (24).

In the context of studying prosocial values, it should also be noted that even in situations of conflict or war, moral and emotional reactions can vary depending on the psycho-emotional state of the individual and society. This thesis is supported by the data that the insufficient level of moral and psychological readiness of young people for socially significant activities may indicate a lack of orientation towards social responsibility and patriotism (25).At the same time, the need for continuous self-improvement is becoming more and more important in volunteering today, as a volunteer, like a manager in other social spheres, must constantly improve his or her management skills (26). The act of volunteering involves making a large number of responsible and balanced decisions, which often involve moral choices. That is why it is important for volunteers to observe their own behavior and reflect on their thoughts and actions, which are the center of metacognition (27).The psycho-spiritual world of volunteers is revealed through the internalization and externalization of spiritual values, which serve as extremely important psychological traits-

qualities of the volunteer's personality, and their dissemination through social networks can help expand the volunteer community (28). An important prerequisite for the development of a value-based motivation for volunteering is a healthy lifestyle that provides for the harmony of physical and mental health (29). The key to such a balance should be the high resilience of the volunteer's personality and the ability to withstand life's difficulties, thus avoiding exhausting internal and external conflicts (30). At the same time, the task of the volunteer community is to preserve the psycho-emotional and physical conditions of the participants, which requires their education and appropriate training. Today, there are a number of artificial intelligence-based tools that have proven to be effective in teaching and will be useful for volunteer development (31).It has also been scientifically proven and substantiated that volunteering can serve as a means of dealing with the traumatic experience of the war in Ukraine, which correlates with classical approaches to the study of the psychological phenomenon of volunteering, which include its protective function. When it is activated, the psyche is able to project an optimal and desirable image of the future, which increases the motivation for self-development and forms a life-affirming position of the individual (32). The realization of volunteering as an act in conditions of social instability should provide for a certain managerial flexibility among representatives of this community. Such flexibility is based on the value and meaningful orientations of the individual, which, due to the activation of the motivational component, make it possible to make moral and prosocial decisions (33).In general, the problem of motivation in the humanities has been the subject of many scientific studies, and motivation for successful interaction for social development is a cornerstone for volunteers. (34).

Therefore, the study of the value sphere of a volunteer's personality as a predictor of motivation is an urgent and important interdisciplinary task that will allow a detailed understanding of the psychological needs of representatives of this community and will help to identify both external stimuli and internal motivations for this act.

The methodological basis for studying these aspects is the „Portrait of Values" by S. Schwartz and the „values" subscale of the VFI methodology, which allow us to determine the values of a person - values-goals or values-means. These indicators are essential for the proposed study, as they form the conceptual core of the canonical act. At the same time, other subscales of the VFI methodology can reveal motivational indicators of the act of volunteering.

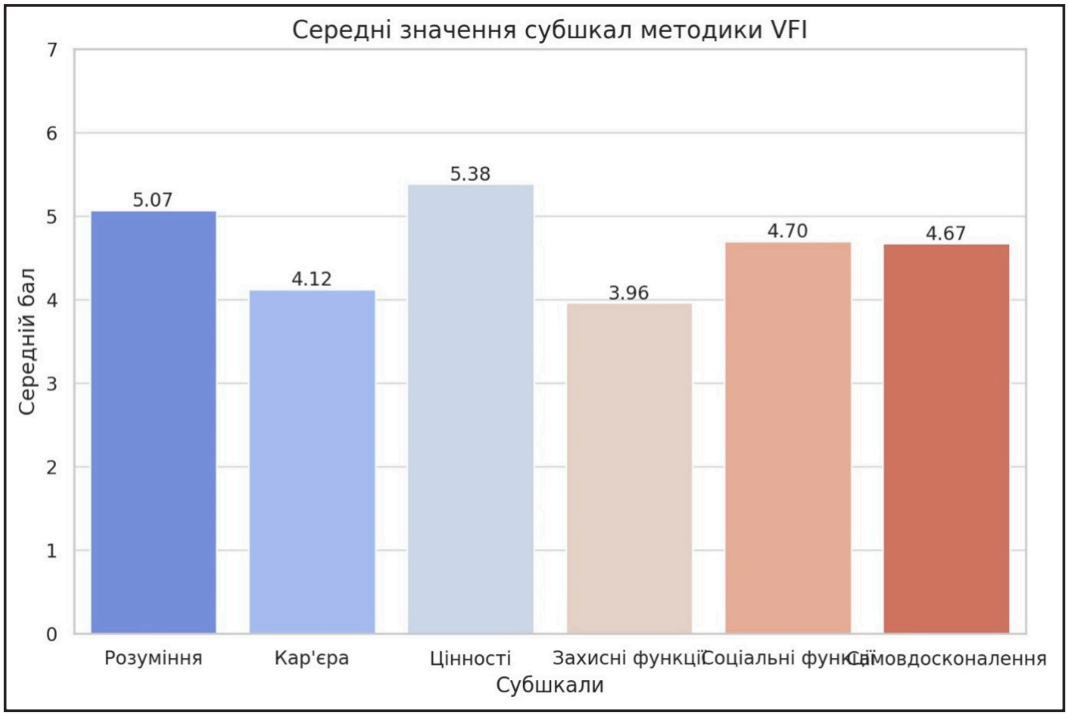
Work-life balance is also important, which is an individual's perception of the compatibility of professional and personal activities that facilitates the achievement of current life priorities (22). Failure to maintain this balance can make it difficult to participate in volunteer activities, especially in times of high stress or social conflict.

In the course of the study, 74 volunteers from various NGOs, charitable foundations and volunteer associations working in the areas of educational activities, military assistance, humanitarian missions, assistance to internally displaced persons, children, as well as medical and psychological volunteering were interviewed. The sample was structured taking into account different areas of volunteering to ensure maximum representativeness. It is important to emphasize that representatives of Generation Z make up the largest share of the sample. Taking into account situational factors that influence volunteer motivation is an important aspect of this study. For example, pro-social values and the desire to support the public good can play a key role in shaping the motivation to volunteer (24).

From the data obtained, we found that 64.9% of the respondents were women and 35.1% were men, most of whom were aged 18 to 44, namely 23% were 25-34 years old, 23% were 35-44 years old, and 21.6% were 18-24 years old. The next largest age group (18.9%) is the category of people aged 45-54. The smallest groups of volunteers are those aged 55-60 years (8.1%) and 60 and older (5.4%).

Today, the concept of volunteering is not unambiguous, and its interpretation depends on the

Figure 1 Average values of subscales according to the VFI methodology



socio-cultural context. For example, in countries with developed civil society systems, volunteering is seen as a form of social participation supported by government programs and corporate social responsibility. At the same time, in countries with low levels of social welfare, volunteering often becomes a forced activity, when citizens compensate for the shortcomings of state institutions by helping vulnerable groups. In addition, there is a pragmatic approach to volunteering, in which it is perceived as a means of self-realization and career growth. For many young people, participation in volunteer programs is an important stage in the formation of their professional experience, especially if the activity is related to a future career in social work, medicine or education. That is why diagnosing the value structure of the personality of representatives of the volunteer community is so important. The study of the axiological aspect will allow us to draw conclusions about its influence on the motivation to join volunteer organizations and will make it possible to separate the group of people who perform volunteering as a canonical act.

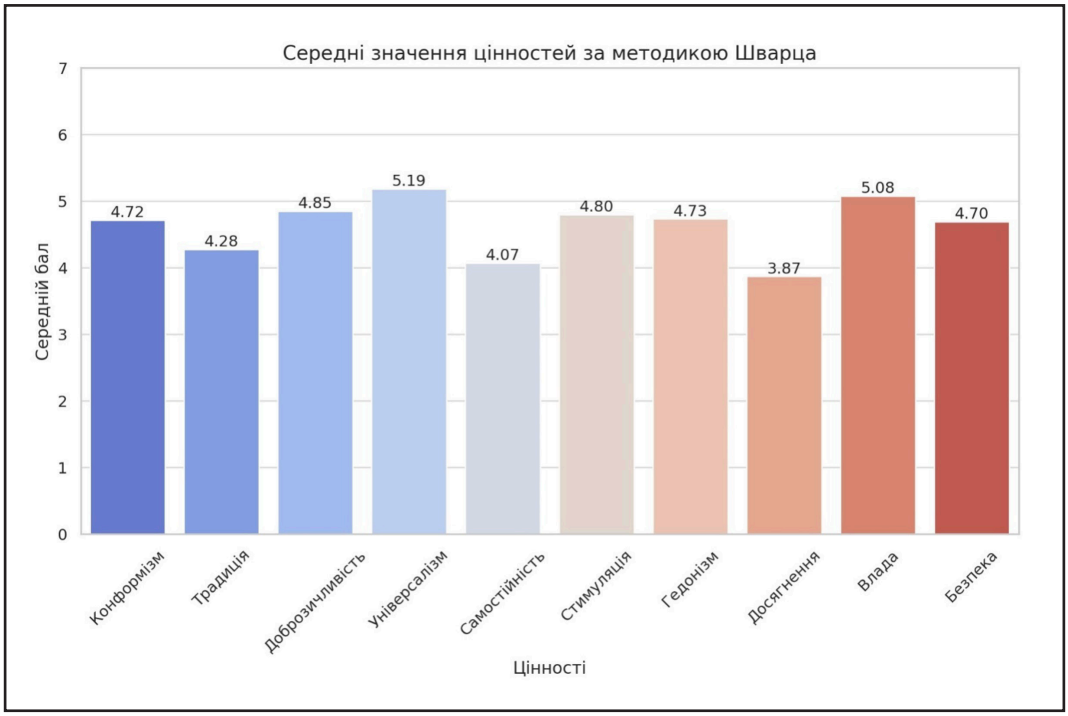
To achieve this goal, we analyzed the respondents' answers using the VFI (Fig. 1) and PVQ (Fig. 2) methods using the average values of the answers with regard to the standard deviation (SD), and identified psychological details (indicators) that serve as signs of the act.

Based on the results of the analysis of the mean values for each subscale of the VFI methodology (on a scale from 1 to 7), we obtained the following data by subscale: „values" 5.38 points (SD ± 1.12); „understanding" 5.07 (SD ± 1.33); „social functions" 4.70 points (SD ± 1.24); „self-improvement" 4.67 points (SD ± 1.41); ‚career' 4.12 points (SD ± 1.45); „protective functions" 3.96 points (SD ± 1.44).

Guided by these indicators, we conclude that the value aspect plays a leading role in motivating the involvement of volunteers in this free and socially useful activity, which, due to the actualization of other components, has the potential to become a canonical act.

The respondents demonstrated high scores in the subscale „Understanding", which is a sign that they are deeply aware of the public demand for their activities and are ready for new

Figure 2 Average values of volunteer responses to the PVQ methodology



challenges. At the same time, there is a low score on the protective functions and career subscales, which indicates that the surveyed volunteers are less likely to join such movements for career development, personal protection, or overcoming internal and external psychosocial difficulties.

Summarizing the above, we note that the results show the dominance of value orientations in the formation of the motivational structure of a person who is actively involved in volunteering.

The results of the survey according to the PVQ („Portrait of Values“) by S. Schwartz (Fig. 2) reflect the average scores among the respondents by subscales, namely: „Universalism“ 5.19 points (SD ± 1.12); „Benevolence“ 4.85 points (SD ± 1.37); „Stimulation“ 4.80 points (SD ± 1.34); ‚Conformism‘ 4.72 points (SD ± 1.20); „Hedonism“ 4.73 points (SD ± 1. 58); „Security“ 4.70 points (SD ± 1.29); „Power“ 5.08 points (SD ± 1.32); „Tradition“ 4.28 points (SD ± 1.40); ‚Autonomy‘ 4.07 points (SD ± 1.35); „Achievement“ 3.87 points (SD ± 1.46).

Analyzing the graph of average values according to this methodology, we note that the subscales „Universalism,“ „Power,“ and ‚Benevolence‘ have the highest scores, while the subscale „Achievement“ received the lowest score. In substantiating this methodology, S. Schwartz relied on the work of M. Rokic in the field of research on the value-sense sphere of personality, guided by their theoretical developments, we have distributed the subscales according to the search parameters and indicators.

The terminal prosocial values include the statements of the subscales „Universalism“ and „Benevolence“, which imply the personality's orientation towards helping others.

The instrumental moral values include the subscales „Conformism“ and „Tradition“, which perform the regulatory function of socially acceptable behavior. It is important for the psychological detailing of the situational component of the act of volunteering to determine the percentage of respondents who scored the highest average scores on the above subscales and serve as indicators ofthe act.

Thus, 54.05% of respondents demonstrated the dominance of terminal prosocial values,

and the percentage of respondents whose value structure is dominated by instrumental moral values is 44.59%. The difference between the percentage of respondents who demonstrate the prevalence of terminal prosocial (54.05%) and instrumental moral (44.59%) values is evidence of several important trends in the value orientations of the sample representatives, namely

a) Priority of moral ideas over social norms, A higher percentage of respondents with a predominance of universalism and benevolence indicates that universal and altruistic ideas are more important to them than following social norms and traditions. This makes it possible to conclude that people are guided by internal moral convictions rather than external rules of behavior;
b) changes in social norms and individualization of values, so a lower level of orientation towards instrumental moral values means that respondents rely less on generally accepted social norms and traditional behavioral patterns. This is typical for periods of social change, when people are more likely to choose meaningful values rather than follow established norms;
c) the growth of social responsibility. Pro-social values, such as universalism and benevolence, are more global and focused on responsibility to society. At the same time, conformism and tradition indicate adaptation to existing social norms. A high percentage of pro-social values may indicate a conscious ethical position rather than a desire to simply meet the expectations of society.

At the same time, in accordance with the criteria we have established for the indicators of acting volunteering, we note the following: according to the results of the survey based on Schwartz's methodology, we found that despite the tendency of transformation and development of the system of terminal values, only 44.59% of respondents demonstrated compliance with the indicators characterizing the signs of acting in their activities.

Conclusions

Due to the constant development of volunteering as a significant psychosocial phenomenon of our time, there is a need to apply more comprehensive approaches to its study, which will take into account a wider range of reasons, prerequisites, motives and motivations for its fulfillment as an act of service. Such an approach makes it possible to distinguish between volunteering as an act and as a type of activity. The appropriate distinction and typologization of volunteers' responses suggest a series of further studies in this area based on new search parameters and indicators. The cyclic-act approach to the study of this socially significant situation (35) makes it possible to realize psychological detailing on each of the components of the act of volunteering from manifestation to canon. The current study highlights an approach to the study of the situational component, which is characterized by the struggle of the inner psycho-spiritual world of the individual, formed on the value structure of the personality, with external factors. The result of our study was the discovery that values are the leading motivational factor for joining volunteer communities, which is confirmed by the highest average score of the subscale of the same name from the VFI methodology. The use of Schwartz's „Portrait of Values" (PVQ) methodology made it possible to identify among the sample those volunteers who are guided by pro-social terminal and moral instrumental values in their practice. It is worth noting that this work takes into account only the situational component of the act of volunteering with a description of the struggle of internal motives and motives that help a person to overcome external circumstances and requires further research on the motivational, action and post-action components that will allow for the authoritative identification of the category of volunteers who do. At the same time, the identification of such a group in the volunteering system will provide an opportunity for an in-depth analysis of their motivation in a longitudinal study to find out the patterns and factors that affect the duration of motivation and develop strategies to prevent their burnout.

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