



# **Master's degree thesis**

**IDR950 Sport Management**

**What motivates volunteers to volunteer in sport organizations?**

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**Molde University College**  
Specialized University in Logistics

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## **ABSTRACT/SUMMARY**

The purpose of this study is to examine the characteristics of volunteers in sport organizations, and what motivates volunteers to commit themselves to sport organizations.

This is a quantitative study and falls under survey. The instrument used in the collection of data is a web-based questionnaire (Nettskjema is used). The data collection was carried out in the spring 2022. The questionnaire was out in almost two weeks. In total 76 volunteer answered the questionnaire. Descriptive statistics is used in presenting the answers from the questionnaire. The answers to the open question are presented by using content analysis.

Results shows that most of the participants are between 33-55 years old, are married, have master's degree, have full time job, and are volunteering in more than one sport organization. The largest percentage of participants are volunteering for 6-10 hours per week, and the most of them have been volunteering in the organization for over 11 years. The results indicate that a high percentage of all volunteers have children or family members at the sport organizations and that was one important motivational factor to volunteer.

Three most important motivational factors for the participants are: Love of Sport, Community Involvement, and Interpersonal contact. Coaching was most common volunteering task. If the volunteers stopped volunteering, the things they would miss the most are: social community and to feel useful.

*Keywords:* volunteers, motivation, sport organization.

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# 1. INTRODUCTION

## 1.1. Introduction/motivation/ background for the thesis

The year 2022 is anchored as the year of volunteering in the Government's Volunteer Report in Norway, and Norway's most important teamwork will be celebrated. All teams, associations, volunteer centers, municipalities and other partners are invited to make the volunteering visible and relevant, increase knowledge and recognition and to get more people involved (Kulturdepartementet & Frivillighet Norge, 2022).

The Norwegian government has published white paper number 10 (St. melding) (2018-2019): *“Volunteering - strong, independent, diverse”*. *The state voluntary policy*. In this rapport it is stated that Norway is at the top internationally in voluntary participation. In the latest population survey that was done in August 2018, 63 percent answered that they have been involved in volunteer work during the last 12 months. The extent of voluntary efforts also has a significant effect on the conversion to gross domestic product. Considering the value of voluntary work, the gross product is estimated at about 132 billion kroner in 2016, according to satellite accounts for non-profits and voluntary organizations. This corresponded to 4.7 per cent of gross domestic product (GDP). Of these unpaid efforts amounted to about NOK 75 billion, or close to 148,000 man-years.

Based in this white paper, culture and leisure are the field in which most people engage voluntarily, and sport is greatest within this grouping, where 44 percent of the population said that they have made voluntary efforts in this field over the past year. Both in terms of size and stability, the sport is in a special position (Kulturdepartementet, 2018).

Voluntarism is defined as an individual dedicating personal time, knowledge, skills, and energy for the benefits of organizations, groups people or even causes (Enjolras, 2002). As volunteerism has been a key topic among researchers, different researchers have had divergent view about voluntarism. In this master thesis the focus will be about voluntarism in the sport industry. Volunteerism is important in the sport industry as volunteers play a crucial part in maintaining and assisting sport organizations. Research on voluntarism and motivations has got a lot of attention by researchers as a lot of sport organizations are run by volunteers (Enjolras, 2002; Kim et al., 2010).



In Australia and Canada, over 1 million people volunteer for sport organizations, and in England this number reaches 4.5 million (Mirsafiad & Mohamadinejad, 2011). Volunteering is a fundamental part of life and the work of man and one foundation in a good society. It creates commitment, community, inclusion, and cultural and democratic insight. Broad participation is important from a public health perspective and can contribute to the quality and life of the people. Participation in volunteering reduces inactivity, which in turn provides physical benefits (Kulturdepartementet, 2018).

This is an important and interesting topic and therefore there is the need to find out what motivates volunteers to commit themselves in sport organizations. As a sport management student, I had my internship in a multi- sport club where many of the tasks were performed by volunteers. This experience influences the choice of this topic even more.

Due to a limited framework in relation to a master's thesis, and time pressure, it is difficult to do this study throughout Norway. Therefore, the municipality of Bjørnafjorden commune has been chosen to conduct the study. The reason why Bjørnafjorden commune is chosen is because of preliminary information already possessed of this sport organization in the municipality. In the official internet site of this commune is also a good overview with the sport organizations, the official internet site of them and their contact information, and this make directly contact with sports organizations easier.

Bjørnafjorden is a municipality in Vestland county, southeast of Bergen. The commune has 265 voluntary teams and organizations registered in the Volunteer Register. Bjørnafjorden has just under 25,000 inhabitants and is a strong sports municipality with great breadth in the offer and marked sports profiles at international level (Bjørnafjorden commune, 2022).

## 1.2. Research objectives/questions

The research questions of the study:

- What are the characteristics of volunteers in sport organizations?
- What motivates volunteers to commit themselves to sport organizations?

## 1.3. Clarifications of concepts

*Voluntarism:* Volunteering is described as an activity that does not offer any productive value or force to the volunteers while other researchers recognize a lot of reasons for volunteering

in particular building career, relationships, social, rewards or financial reasons (Enjolras, 2002). Three important elements of volunteering are: volunteer activities are performed voluntarily, non – payment, mutual benefit for organization and individuals (Mirsafiad & Mohamadinejad, 2011).

Voicu & Voicu (2009, p. 541) have defined volunteering as an “activity through which individuals spend a part of their time, without any wage, by free choice, in a formal way, within an organization, working for the benefit of others or of the entire community”.

*Motivation:* Motivation is an inner psychological process in the individual that creates a driving force that makes us act. Motivation is related to inner psychological processes, and it is in the form of both individual needs and conditions of the social belonging of which the individual is a part. Our behavior can be inner or outer motivated (Jacobsen & Thorsvik, 2007). Inner motivation means that the source of motivation lies in the actual tasks performed, as opposed to external/outer motivation where the source of motivation lies outside the actual task execution (Kaufmann & Kaufmann, 2009, p. 103).

In this master thesis the focus will be both in inner and outer factors that motivates people to volunteer.

*Sport organization:* “A sport organization is a social entity involved in the sport industry; it is goal- directed, with a consciously structured activity system and a relatively identifiable boundary” (Eksteen, 2014, p. 8). Traditionally, sport organizations are categorized into three types: public organization (government-based units, agencies, and departments), non- profit organizations (voluntary organizations, whose main purpose is not to make a profit), commercial sector (whose ultimate objective is generating profit) (Pedersen & Thibault, 2021).

In this master thesis “sport organization” is related to non- profit organizations (multi- sports clubs).

#### 1.4. Structure of the thesis

This thesis is divided into six chapters. The first chapter introduces the main theme of the study important concepts, and research objectives/questions.

The second chapter presents theoretical aspects of volunteering and motivation. Next chapter focuses in the data and method that is used in this study. After that the findings from the study will be presented and the findings will be discussed in relation to theory and research. In the last chapter, conclusions of the study will be presented.

## 2. LITERATURE REVIEW

### 2.1. Volunteerism

Volunteerism is one of the most essential and indispensable part of the sports sector which continues to be a vital part of the sport industry as it produces organizational flexibility by bringing different ideas, knowledge, enthusiasm, and skills. Volunteers also help the organization economically, as with the free labor they minimize expenses and keep the costs of the organization to a minimum (Mirsafiad & Mohamadinejad, 2011).

The concept of volunteering as a form of pleasure and enjoyment has been on the rise every year, therefore, a lot of people are trying such activities where they would purposefully use their talents and relaxation time. People of different age groups are taking part in volunteering activities as they see it as a great opportunity to develop skills and personal growth. Without the volunteer's assistance and help from individuals that devote their time and skills for the good of others without a financial gain the sport sector would not survive (Krajňáková et al., 2018).

Universities sports departments make the most out of the volunteer's services during game days, same at mega sporting events such as the FIFA World Cup, WEFA European Championships or the Olympic Games. Hundreds of volunteers are organized by the committees to help the athletes, visitors, and spectators by offering their services in various functional areas of sports, be in contact with the fans, give information, medical services, technology, or environment (Bang & Ross, 2009).

United Kingdom has a large percentage of all their volunteers included in sports events and different sports events. While in Australia, 48% of male volunteers and 21% of female volunteers are committed in sports positions such as: coaching, refereeing, or judging or volunteering in sport events and organizations (Kim et al., 2010).

Considering the great help and assistance by volunteers in the last few years, sport event managers have established functional strategies for a better understanding of volunteer motivations to improve volunteer recruitment in the future (Bang & Ross, 2009). Research on volunteer motivation is significant for two reasons: first, an individual's volunteer motivation reflects the actualization of voluntary activity from both a theoretical and a practical

perspective. Second, the research area of volunteer motivation reflects and explores the sociological notion of future commitment (Yeung, 2004).

Volunteering as a notion it is viewed in both social and in cultural contexts. In most countries volunteering is viewed in a social context while in some other countries volunteering is viewed in a cultural context. America sees volunteering in a relation with its culture. Japan rejected volunteering in the past, only when an earthquake in 1995 happened where thousands of people try to help the people hurt by the catastrophic, Japan started to see the positive effects of volunteerism and started encouraging it. In European countries such as Sweden or Germany it became part of its culture (Krajňáková et al., 2018). In some cultures, the term volunteering does not exist. In India, the term for volunteering is social work while in Russia no specific word is used to identify volunteers (Hustinx et al., 2010).

In America, however, according to research conducted by University of Maryland's Do-Good, volunteering and donating to nonprofit organizations is its lowest in twenty years, and more than one-third of volunteers do not return due to maladministration and lack of recognition (for which the cost is up to \$38 Billion worth of labor). When it comes to the reasons why volunteers don't return, some of them are: management failure to appreciate volunteers and their contributions, matching their skills with the assignments given to them or not giving them training (Zboja et al., 2020).

Professional management and applying good volunteering programs are needed to make sure volunteers return in the future as organizations can't afford using them just as generous amateurs but need to help them improve their skills (Ferreira et al., 2009).

## 2.2. Volunteering in Norway

In the world, sports are organized by national federations with the clubs as the foundation, while offering everyone the possibility to participate. In Norway sport has been generally organized voluntary as actually only voluntary organizations have the possibility to be members of Norwegian Confederation of sports (NIF) (Enjolras, 2002).

Traditionally in Scandinavia and Norway, clubs were formed by the local community and they depended on, and still do, by parents and other volunteers running activities such as coaching, refereeing, serving as board members, providing transport to practice sessions and matches etc (Dolles et al., 2016).

Therefore, club development has an important role in civil society through developing democratic participation and organizational skill building (Dolles et al., 2016).

In terms of membership, the numbers of volunteers, and participants can be unclear or indistinct regarding voluntary sport organizations. Nevertheless, in Norway, voluntary sport organizations are required to report the number of members annually to the NIF (Enjolras, 2002).

There are more 7000 sport organizations in Norway, while there are 19 regional federations and 56 national federations, and all this regional and national federations are under one umbrella organization which is the NIF. Voluntary work is the main resource in this sector (Enjolras, 2002). By estimation voluntary work in Norwegian sport has a yearly value of 7.3 billion kroner which is nearly almost six times the yearly state support to sport (Skille & Hanstad, 2013). In 2017 that has risen to 7.5 which is the 3.3 % of the entire GDP, in Denmark the estimated number of volunteer work is 2.7 % of the GDP while in Sweden it is around 3.27 of the entire GDP (Stende et al., 2020).

Norway has high scores both when it comes to number of memberships in voluntary organizations and the amount of voluntary work in these organizations (Seippel, 2002). Norwegians have a big tendency to be part of organizations in general. The number of memberships altogether is up to 8.4 million, which means there are nearly two memberships per inhabitant. Studies shows that close to 73 percent of the inhabitants in Norway are part of an organization while approximately 43 percent are members in two organizations or more. Norway is among the countries with the largest number of members per capital (Sivesind et al., 2002).

Based on a study by Seippel (2002) regarding volunteering in Norwegian sport organizations, in 2/3 of the clubs all the work is done by volunteers (68.4%), in 20 % of the organizations 90 % of the work is undertaken by volunteers and in nearly 12 % of the organization's volunteers carry out less than 90 % of the work. Therefore, the average of the work done by volunteers in Norwegian sport organizations is close to 90 % (Seippel, 2002; Sivesind et al., 2002).

Following a survey from 2015 about the volunteer participations, Nordic countries were in the top eight countries with the largest proportion of volunteers. Norway has by far the

biggest percentage 48 %, while the percentage of the other Nordic countries varied from 32 to 38 percent. In Norway 19 % of the entire population spent more than 10 hours a month volunteering, in Denmark the number was 11 % whereas in Sweden this number was 24 % which means one-fourth of the entire Sweden population spends more than 10 hours a month volunteering (Sivesind et al., 2002).

The sport which is the most famous based upon the total number of clubs that have the actual sport on their program is football which 34% of clubs having it in their program, followed by skiing with 18%, same as “exercising groups” (both 18%), then it is handball with 14%, track and field 11%, with the last ones being shooting 10%, and gymnastics at 8% (Seippel, 2002).

***White paper number 10 (St. melding. 2018-2019):***

The state supports the voluntary sector through grants, simple and transparent grant management, and a holistic, manageable, and coordinated policy. It is a goal for the state to facilitate one active and sustainable voluntary sector.

The first, and perhaps hitherto largest, voluntary policy measures came in the 1830s and 1840s. From the middle of the 19th century came a powerful growth in organizations and associations both in built and city. From 1960, especially the children's, youth organizations, the culture and leisure field, including the sports movement, grew rapidly and attracted a large part of the voluntary work.

Norway has a Volunteer Register that was established in 2009 on the initiative of voluntary organizations. The goal was to create a framework for volunteering and recognize that this is an independent sector in society on an equal footing with business. The definition of voluntary activity that gives the right to register in the volunteer register is broad and accommodates all the organizational forms apart from collaboration. It is not required voluntary effort to be able to register in the Volunteer Register (Kulturdepartementet. 2018).

### 2.3. Motivation for volunteering

People volunteer for different reasons, some of them have simple motivations while others volunteer for more complex purposes, therefore a lot of studies have been conducted to thoroughly explore and identify volunteers' motivations (Kim et al., 2010). According to research, motivation is the cause that make people start, undergo volunteer actions, and help accomplish its purposes, plans, and goals. Volunteers with low levels of motivation tend to

have lower morale, which leads to skipping volunteering more often and lower efficiency. On the other hand, volunteers who have a high level of motivation are proven to be more effective, have a higher work rate and continue to volunteer for a longer period (Kim et al., 2010).

Researchers have found out that some motivational factors of volunteers are: Social, Progress, Career, Material, Supportive, Purposive and Obligation (Mirsafiad & Mohamadinejad, 2011; Andam et al., 2009). Wang (2004) suggests that five main components for volunteers' motivations are: Altruistic Value, Personal Development, Community Concern, Ego Enhancement, and Social Adjustment while Bang & Ross (2009) proposes that fan's identification with a sport team (city, region) and "love of sport" factor was found to be a strong motivational factor among volunteers.

The literature suggests that there can be very different reasons for volunteering and different goals, they can be self-oriented or other-oriented. Stukas et al. (2016) analyses people's motive for volunteering: the first "theory" is that other-oriented motivations for volunteering will be more related to well-being than self-oriented motivations to volunteer. Another suggests that other-oriented volunteers may accrue greater health benefits than self-oriented volunteers.

One study divided volunteer motivation into four dimensions: 1) purposive, 2) solidary, 3) external traditions, and 4) commitments. Purposive motivation, that is about desire to contribute to society, ranked highest in importance in this study, and solidary factors like social interaction or group identification, paralleled those. Two new dimensions, which ranked lowest in importance were: external traditions (extrinsic motivations) and commitments (the expectations of others when volunteering (Han et al., 2013).



## Review part 2

### 2.4. Theoretical framework

#### 2.4.1 Theoretical approaches to volunteering

Researchers have presented three significant key theoretical approaches when it comes to volunteering:

The first theory is focused on exploring two fundamental volunteering questions: who volunteers (determinants of volunteering) and why do people volunteer (motivations and benefits)?

Second, narrative theories that try to find out how people volunteer, to conceptualize the nature of volunteering as well as the way it develops as a process over time and in interaction with its environment.

Theories that look to volunteering through new conceptual lenses, aim to enlighten our knowledge by questioning dominant assumptions (Hustinx et al., 2010).

#### 2.4.2. Different approaches to volunteers' motivations

Understanding volunteers' motivation is important as it can offer an explanation on why volunteers continue to serve an organization long term and those who quit or relinquish their duties as a volunteer (Han et al., 2013).

Knoke and Prensky (1984) classified volunteers' motivations in three categories: *Utilitarian* which refer to benefiting indirectly through volunteering e.g., gaining knowledge, information, gaining contacts or skills acquired. *Normative* motivations which focus on altruistic and benevolent motives, like helping others. And the last category *affective* motivations which are considered the benefits that come from interacting creating friendships, gaining respect, and prestige.

Volunteers are more dedicated as they pledge themselves to the organization and are not paid but offer their services based on human values and helping others (Bang & Ross, 2009).

Other researchers adopted the conceptual approach developed by Knoke and Prensky (1984) and categorized volunteer motivations into three categories of incentives: purposive, solitary

and material. Studies have found out that purposive motivations such as helping the community and assisting the national team are the strongest motivations for volunteers, on the other side the least important motivation for volunteers was material benefits. Other studies showed that purposive incentives were the most important motivations, and material incentives the last reason for motivation by volunteers (Mirsafiad & Mohamadinejad, 2011).

Similar results were found by other authors where helping others and socializing was the main reason for volunteering. Another reason was that people felt status, and volunteering helped them build character and self-identity. Meeting people with different backgrounds, being more educated, and being religious tend to lead people to volunteer more (Zboja et al., 2020).

Benefits from volunteerism are at different levels: first is the organization which receives the help as they gain a reduction in operation costs, diverse range of skills, obtain skills and knowledge without costs. The volunteer is somebody who has interest and benefits as well, as it gains knowledge, meets new people, help the organization/community. Other researcher asserts that volunteering also helps communities as its strength's confidence and reliance between citizens and grows a sense of solidarity among members which is an indispensable part in the well-being of the community, while others suggest that the volunteer's social demographic background and identification "plays" a part in their motivations (Mirsafiad & Mohamadinejad, 2011).

Several financial benefits can result that from the retention of volunteers:

- The use of well-trained volunteers in place of paid staff.
- Volunteers come from different backgrounds and possess different aptitudes, thus can serve in various job positions and responsibilities.
- Volunteers can be used again in future sporting events, making their financial impact greater (Hanet al., 2013).

#### 2.4.3 Perspectives on volunteering:

##### a) *The economics perspective on volunteering:*

Some models assume that individuals receive private benefits from volunteering, while other models focus on exchange benefits, suggesting that volunteers receive training and acquire

skills through volunteering which enhances their human capital. Other models assumes that individuals donate their time to increase the provision of public goods and services that they value, and volunteers work for the benefit of others (pure altruism). Summarized can we say that volunteering, enters the individual's utility function twice: once as a private good and once as a public good, giving rise to private as well as public benefits (Hustinx et al., 2010). One implicit assumption that is made is that demand for (volunteer) labor is infinite when the wage rate of labor is zero. However, although volunteers do not impose direct wage costs, they do impose other costs, so the equating of a zero-wage rate with zero costs is not a realistic assumption. Organization's non-wage costs of employing volunteers in terms of day-to-day operating costs such as recruitment, screening, training, managing, and providing office space, materials, and so on are significant (Hustinx et al., 2010).

Studies shows that some organizations are sensitive to the costs of volunteer labor. Research suggest that it is necessary to monetize the value of volunteer labor to the organization and some techniques that are suggested to do this are: average hourly compensation rate for paid labor, wages the organization may have to pay if volunteers were replaced by paid labor, or opportunity costs derived from the average hourly wage volunteers are willing to accept if they were to be paid. Organizations must report their volunteer hours in financial statements, making clear how value is added with the use of volunteers (Hustinx et al., 2010).

#### *b) The sociology perspective*

Sociologists recognize volunteering as a social phenomenon which requires building social relationships and interacting with different groups or organizations. As sociologist's are intrigued by social structures and social contact, volunteerism captivates their interest in understanding better motivations and factors behind this phenomenon as it brings out important core human values such as kindness, goodwill, empathy, and social responsibility.

Volunteering is considered an essential form of social solidarity that binds society together. It is an expression of group identity and contributes to individuals' social integration.

To fully comprehend participation of volunteers and why they volunteer sociologists have analyzed who the volunteers are, their profile and social stratum (Hustinx et al., 2010).

Sociologists are focused on trying to distinguish social-economic factors that can predict volunteers' involvement. Other approaches, from this perspective, study the cultural perception, meaning of volunteering, and mechanisms of socialization among volunteers.

In sociological research volunteering is considered as a productive activity that serves certain functions and meets certain needs, and it contributes to producing welfare and tackling various social problems. Volunteer work can be an important agent of social change, fighting against social injustice, and empowering disadvantaged groups (Hustinx et al., 2010).

c) *The psychology perspective*

Amid psychologists in the past has been a lot of research on help and unselfish behaviors, however, recently there has been a shift in attention as they have started to focus more on studying volunteerism as it provides a special perspective on support and unselfish behaviors. Psychologists' research and studies on volunteering are concentrated on finding personality characteristics that may differentiate volunteers and non-volunteers. These traits may allow foreseeing why an individual acts a certain way when it is put in different situations and therefore expect their response when asked to volunteer. Studies found that personality traits can be of service in determining between those who volunteer and those who do not. Specific characteristics of volunteers are self-efficacy, social value orientation, empathic concern, perspective taking, and positive self-esteem (Hustinx et al., 2010).

According to Handy and Cnaan (2007), some of the distinctive attributes of volunteers are self-awareness, self-worth, sociable, energetic. Those who have social phobias, social anxiety, or difficulties in interacting with other people, try to avoid volunteering.

d) *The political science perspective*

Volunteerism is seen or perceived by political science as an essential part of community and democracy. With volunteers' participation organizations manage to save financial resources and being more effective while in case of lack of volunteer participation the organization may look authoritarian or repressive. Volunteering provides possibilities to acquire organizational skills and encourage participation as when volunteering is coordinated it is bound to inspire political values and meliorate democracy. The biggest political parties, Liberals and Conservatives, have different views on volunteerism but they both see the positive aspects of it. Liberals see it as an instrument to make government more powerful while conservatives see it as a possibility to lessen the reach and strength of the government.

A society is at risk of being totalitarian and oppressive, without volunteer participation. Strong volunteer force can add voice to small groups especially elite-based volunteer groups (Hustinx et al., 2010).

#### 2.4.4. Theoretic Models of Volunteering

Thoits and Hewitt (2001, p. 117-118) in "The volunteer motivations model" underline the role of individual motivations in volunteering: to learn new skills, develop personality, increase self-esteem, career preparation, expressing personal values and commitment to community or even reducing intrapersonal conflicts or threats to their identity.

They describe four models of volunteers:

a) "*Values and attitudes model*" focuses on the link between volunteering and individual belief on the importance of civic participation and responsibility to produce charitable behavior. The values and attitudes favorable to the voluntary civic involvement influences volunteering.

b) "*The role-identity model*" suggests that earlier performance by a person of a voluntary activity leads to the development of a "volunteer role identity". That motivates future involvement as a volunteer of the same person.

c) "*The volunteer personality model*" suggests there are personality variables that favor volunteering. Volunteer participation can be higher for individuals with internal control, and a high emotional stability. People who have a better state of mental health would be more likely to volunteer.

d) "*The personal well-being model*" combines personality characteristics like self-confidence, self-esteem, and a good physical and mental health, as a list of their own personal resources to those who search or are being searched to volunteer. People with a higher welfare will become volunteers more often and people who are involved in community service may have a greater life satisfaction, self-esteem, awareness of the meaning of life (Thoits and Hewitt, 2001; Andronic, 2014).

#### 2.4.5. Socio-Demographic characteristics of volunteers

##### *a) Gender:*

A large and clearly decreasing part of Norwegian organizational society is marked by the traditional division of labor between women and men. Sport has traditionally been a predominantly male arena, but the proportion of women among volunteers and active members has increased. Research on major sporting events has shown that age and gender composition among volunteers reflects the age and gender composition within the sport that the event represents. The most of these volunteers are recruited through the organization's network. Several studies have shown a female majority at major sporting events, among volunteers (Wollwbæk, Skristad & Hanstad, 2014).

Gender differences in terms of volunteering varies differently from country to country. Based on a survey by Bureau of Labor Statics about volunteering in the United States 21.7 % of the men volunteer while for woman it was 27.8 (Einolf, 2011). Same with United Kingdom where Brown & Taylor (2015) suggests that woman in the UK volunteer 25 % more than man. According to Wilson – Musick (1997) and Wilson (2000) women are much more involved in volunteer work because they score higher on altruism and empathy and are less involved in the labor market. Other research points out that men are more likely to volunteer than women, but in societies that are more traditional, the gender gap between genders in volunteering, is predisposed to become even larger. This suggests that societies which are more developed or modern that gaps between genders gets smaller and there is an even level of volunteering by both genders (Voicu & Voicu, 2009).

The difference between man and women volunteering is that man tend to volunteer more on sport and leisure activities while women are more likely to volunteer in educative and social work organizations (Horvat, 2020).

##### *b) Age:*

Age differences between volunteers can also show distinctive motivations and reasons for volunteering. Studies suggest that young people motivations lie on seeking knowledge or

career opportunities, on the other side older people main motivations are helping the community and social motives (Aboramadan, 2019). Different authors suggest that teenagers gave a high level of volunteering however the highest level of volunteering is among adults between 40-55 years old as they have more time available to volunteer (Voicu & Voicu, 2009).

#### *c) Education and income*

Based on different studies, individuals who have a good financial status and can provide for all their basic need have more probability of volunteering that those who do not, while it is the same with education where people who have a higher education are more likely to join groups and volunteer in different organizations (Hustinx et al., 2010).

According to a study Mohamadinejad and Mirsafian (2012), about voluntarism on university students, students play a big part on volunteering on sports organizations, or in different institutions, and persuading more students to volunteer is a good way to spread the volunteering culture.

The total number of voluntary acts relates to the income of those who volunteer, and individuals who have a high salary and are stable financially find more easily the necessary time to involve as volunteers. At the society level the economic development tends to produce high levels of volunteering (Andronic, 2014). Similar results were found by other researchers, where if creating the profile of a volunteer in Eastern Europe and one in the Western Europe they would be very similar to each other: well-educated and knowledgeable person, social, friendly, and financially stable to live a comfortable life (Andronic, 2014).

However, it is assumed that members from disadvantaged sub-sections of society can benefit from formal volunteer involvement, and volunteering is increasingly used as a policy tool by means of which social exclusion and marginalization can be minimized (Hustinx et al., 2010).

#### *d) Culture*

Some researchers point out that the level of volunteering is higher in smaller cities because they provide many opportunities for informal interaction and for finding mutual solutions for common problems. But bigger cities have higher needs for public good and services, and therefore, they offer many opportunities for volunteering. Individuals are expected to have

more resources, the bigger a city is. Country-level resources are also considered as affecting the cultures of volunteering. Wealth, human capital, and sociability determines a higher propensity towards volunteering (Voicu & Voicu, 2009).

Other studies suggest that individuals find it more possible to volunteer if family members also volunteer, organizations which they know or are in touch with or if they know current volunteers there, this shows that social influence can influence group volunteering (Zboja et al., 2020).

Volunteerism is seen by researchers also as a matter of resources and culture, as countries who have a great development, more educated citizens, and a great level of trust, have a higher amount of volunteering. Same in countries where the number of religious people is high, as high religious practices enhances the chances of people volunteering (Voicu & Voicu, 2009).

There are differences in the volunteering culture between Eastern and Western countries in Europe. The level of volunteering is higher in Western countries than in Eastern ones. Residence in a communist or ex- communists' country has a negative impact on the volunteering level. The lower level of volunteering is a characteristic of the communist 'bloc culture'. The level of volunteering is higher in countries with higher levels of development, and generally trusting citizens. Volunteering is both a matter of culture, and also of resources (Voicu & Voicu, 2009).

*e) Race:*

In studies about volunteering and racial differences, black people “fall behind” in a list of things such as human capital and social attributes which are directly connected with having a higher volunteer rate. They have probably less education, lower incomes, are more likely to be single parents and less likely to be asked to volunteer. Racial discrimination can also be one of the reasons of why black people are less likely to be asked to volunteer (Ammon-Ciaglo, 2014).



## 3. DATA AND METHODS

### 3.1. Research design

This is a quantitative study. Quantitative studies collect numerically information which can be analyzed using statistical methods, while qualitative studies examine fewer observations in depth and collect data in text form (Polit & Beck, 2017).

Quantitative research is described as the method of explaining an issue or phenomenon through gathering data in numerical form. Quantitative research deal with quantifying and analyzing variables to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how (Apuke, 2017).

Quantitative research deals with testing of hypothesis, looking at cause and effect as well as making a prediction, while the main purpose of qualitative research is to understand and interpret social interactions. One advantage of using quantitative research is that it is a larger group studied, randomly selected, and objectivity is critical, in contrast to qualitative study's where subjectivity is expected and a smaller group is studied, not randomly selected (Apuke, 2017).

The study falls under survey that involves collecting information about the person's opinions, perceptions, and attitudes via direct questions (Polit & Beck, 2017, p 746). The purpose was to collect data from many volunteers, therefore is questionnaire used as an instrument in collection of the data. Kraemer (1991) outline three basic tenets in survey research:

- survey is used to describe quantitatively a sectional aspect of a given populations which involves studying the relationship,
- data are obtained from people,
- and lastly, survey sample a part of population which is later used to generalize the whole population.

When it comes to the study's theoretical foundation, it is in a positivist tradition. According to positivism, the researcher should avoid personal opinions that may affect the result.

Positivism is aligned with hypothetico-deductive model of science, and hypothetico-deductive method consist on verifying priori hypotheses that are often stated quantitatively, where functional relationships can be derived between causal/ explanatory factors (independent variables) and outcomes (dependent variables). This model of science is used to facilitate the research process, by taking a theory-verification approach. In a positivist paradigm, the researcher does not interact with study participants to minimize bias, and larger samples are often used to generalize (Park et al., 2020, s. 690).

Objectivity is a goal for research, but the researcher is not able to be totally objective. Since the questionnaire has one open question, the hermeneutic research tradition has also influenced the interpretation of the answers (Polit & Beck, 2017).

### 3.2. Questionnaire

The instrument used in the collection of data in this study is a questionnaire. The questionnaire is web-based (Nettskjema is used). Web-based survey is a questionnaire that is sent as a link via the internet/email and can be self-administered (Polit & Beck, 2017).

Questionnaires are a useful survey tool that allow large populations to be assessed with relative ease. Questionnaires or surveys are used to gather information on individual perspectives in a large cohort. Some advantages of using electronic survey: larger target, visual aids, quick response, quick data compilation, lower response rates. Some disadvantages can be possibility for non- response, and not all subjects are accessible (Jones et al., 2013).

Thematically, the questionnaire is divided into two sections a) demographic and job-related questions b) questions about the factors that motivates volunteers to volunteer (The questionnaire is attached in appendix). The questionnaire has in total 15 questions, 14 closed questions with alternatives and one open question.

The first seven questions have focus on age, gender, academic degree, marital status, employment status, if participants have children or family members in the sport organization, and if they are volunteering in other organizations. The next seven questions consist of how long participants have been volunteering, how many hours in a month they volunteer, volunteering tasks, factors that motivates participants to volunteer, if they will continue to volunteer in the future, what would they miss the most if they stopped volunteering.

The last question is open, to give them possibility to write if they have any comments to this questionnaire or other things, they think are important about this topic.

Open questions are more flexible, but require more time and effort to analyses, whereas closed responses require more initial input to exhaust all possible options but are easier to analyze (Jones et al., 2013).

Two pre- validated questionnaires from to other studies are used to create the questionnaire. Questions in section A are based in study from Kim et al. (2010), and questions that are about volunteers' motivation are based in the study from Weerakoon et al. (2021), where Volunteer Motivation Scale is used. Volunteer Motivation Scale is originally used by Bang and Challadurai (2003).

Some adjustments and adaptations in questions to the purpose of the present study are made.

After a survey has been compiled, it needs to be tested. The next step should highlight spelling errors, ambiguous questions, and other elements that impairs completion of the questionnaire. A pilot study needs to be done (Jones et al., 2013).

The questionnaire is piloted before submission to participants. He was sent to the lead professor of this master thesis and a leader for a sport club who also works as a volunteer. Some small adjustments were made to some of the questions.

### 3.3. Participants

A population is a group of individuals who have the same characteristic traits (Polit & Beck, 2017). The sample in the study is a non-probability sample because all the observation units (volunteers) did not have equal chances (probability) to be the part of the study.

Non- probability sampling describes methods for collecting survey data which does not utilize a full probability sampling design. Non-probability samples are cheaper and easier to

collect compared with probability samples, but such methods can be prone to selection biases (Forster, 2001).

The inclusion criteria in the study were: a) active volunteer in (non- profit) sport organization  
b) available by email.

It was thought that another inclusion criterion would be that volunteers should have participated in activities in the last year. But due to the coronary pandemic and changes in activities it was not a very relevant time criterion.

Exclusion criteria: a) members of sport organizations that do not work as volunteer in the organization b) volunteers that are not available by mail c) people who have paid work at the organization.

In this study, the population consists of the sport volunteers at Bjørnafjorden commune. In total 76 volunteer answered the questionnaire, 39 men and 27 women.

### 3.4. Data collection

The data collection was carried out in the spring 2022. The questionnaire was out in almost two weeks. Email with information letter and link to the questionnaire was sent to general managers of sport organizations in Bjørnafjorden commune. In the official internet site of this commune is an overview with the sport organizations and the official internet site of them. The email was sent to all registered sport organizations. Few of them did not have an active official internet site and it was difficult to contact, but the mail was sent to leaders of eight registered sport organizations (multi- sport clubs, gymnastic associations, ect), and just two of them forwarded information letter with the link to the questionnaire to the volunteers. The two sport organizations that forwarded the questionnaire was Nore Neset Idrettslag (NNL) (Multi- sport club) and Os Turnforening (Os TF) (Multi- sport club/ Gymnastic association). NNL have around 150 active volunteers, and Os TF around active 70 volunteers. It is difficult to calculate a concrete response rate. 50 of participants answer that they are volunteering also in other organizations too. But the questionnaire was forwarded to around 220 volunteers (NNL+ Os TF) and 76 of them answered the questionnaire. So, the response rate is approximate 35%.

### 3.5. Analysis

Descriptive statistics is used in presenting the answers from the questionnaire. A frequency distribution was made focusing on how study participants responded to the questionnaire. The frequency distribution is presented in numbers and percentages, to show the relative frequency of the value. A frequency distribution is a table that shows how many times the different values of a variable occur. This is a univariate analysis where different conditions are distributed between participants.

Univariate descriptive study means collecting and describing information about the occurrence, frequency, or average value of the interest variables, without focusing on relationships between variables. This study is a univariate descriptive study because it describes variables one by one without studying the relationships between the different variables (Polit & Beck, 2017; Bjørndal & Hofoss, 2004).

The answers from the open question are presented by using content analysis. In all data analysis, the purpose is to organize meaning from the data collected and draw realistic conclusions (Bengtsson, 2016). Content analysis have four main stages:

- a) *The decontextualization* where the researcher familiarizes himself with the data and reads through the text to obtain the sense of the whole, before it can be broken down into smaller meaning units. Each identified meaning unit is labeled with a code. The researcher uses a coding list, including explanations of the codes, during the process of analysis to secure reliability.
- b) *The recontextualization*: After the meaning units have been identified, it is important to check whether all aspects of the content have been covered in relation to the aim. Unimportant information that does not correspond to the aim of the study have to be excluded.
- c) *The categorization*: In this stage, themes and categories are identified. The categorization means that the meaning in long texts reduces to a few categories. Coding means linking one or more keywords to a text segment to later allow identification of a statement.
- d) *The compilation*: Drawing of the realistic conclusions is the focus at the last stage (Bengtsson, 2016).

These steps are used to analyze the answers from the last question (See table 8).

### 3.6. Validity and reliability in the study

Reliability is about the accuracy and reliability of data, the way data collected and processed are consistent. Validity indicates whether a method / measuring instrument can be used to examine what it is meant to examine (Polit & Beck, 2017).

*Method/ measurement validity:* By using surveys, we have the advantage of having a large population and a greater statistical power, the ability to gather large amounts of information and having the availability of validated models. But Surveys are also costly, there is sometimes discrepancy in recall accuracy and the validity of a survey depends on the response rate. Proper design is important to enable analysis of results and pilot studies are critical to this process (Jones et al., 2013). Electronic questionnaires allow responses to go directly into a computer database, but problems can come from errors in data entry and when questionnaires are returned with missing data fields (Jones et al., 2013).

Possible technical issues with web-based questionnaires are one element that can affect measurement validity in this study. In addition, the researcher did not have direct or indirect contact with the participants. So, they did not have the opportunity to ask directly if something was unclear while filling out the questionnaire.

Adaptation of two other questionnaires to Norwegian conditions is something that may have affected the validity to the questionnaire. That are many participants that have chosen the alternative “other”, especially in two of the questions. This may indicate that answer alternatives on the questionnaire can have affected the results.

Other random measurement errors that may affect the study results can be the participants' daily form, environmental factors, time pressure during the completion of the form, question formulation, answer alternatives and the order of these on the questionnaire.

Something that can have affected the validity positively is that the questionnaire was piloted before it was sent to out. Due to time pressure, it was impossible to pilot the questionnaire to a larger group of people, although this would increase the validity of the questionnaire.

*External validity:* The external validity is about the study's generalizability and the extent to which the sample can represent the population it is intended to represent (Polit & Beck, 2017). Due to few participants, the results of this study are difficult to be generalized. There may be various factors that have influenced the participation. One factor may be that the

volunteers have received many surveys from students over a long period of time and may be tired of answering them.

Another factor can be the the questionnaire was out for a short period of time. If the questionnaire had been out for an extended period, there might have been more participants in the study.

The questionnaire was designed in English not in Norwegian, and that can be another factor that may have affected the results.

Another element that affects the external validity is that the participants do not represent all the regions in Norway, but only one defined region.

One element that can have affected response rate is the Corona pandemic. According to Frivillighet Norge (2021) there is a significant decrease in the proportion who have done voluntary work from 2020 to 2021. This is probable due to the Corona Pandemic. 4 out of 10 people state that the corona situation has prevented them from doing voluntary work. If the study had been conducted before the pandemic, we could have obtained other results, and possibly more participants.

*Statistical validity:* Statistics are not used in the analysis of data because the purpose of the study and the research question were more descriptive, and did not aim to look at the effect or relationship between variables. The study describes the interest variables without focusing on the correlation between variables. The formulation of the questions and answer options makes it difficult to analyze relationship between variables.

However, that was some questions at the questionnaire where it was possible to analyze correlation between the variable, and this analysis could have an impact on the results.

### *Reliability*

Reliability consists in the accuracy of data, whether the way data are collected and processed is consistent. The test/ measuring instrument should be able to measure the same, regardless of who uses it (Polit & Beck, 2017).

It is difficult to say if other researchers will reach the same result as me. It is likely that others would get the same results, but this is uncertain. This depends on various factors such as the person performing the measurements, the measuring instrument and those that participate in the study.

The findings are reported in an objective way, but it can occur at any point systematic errors (bias), an influence that is difficult to avoid in research (example the way the researcher has

proceeded, measurement methods, data collection, participants' lack of transparency). There is also a possibility of *selection bias* in the study. It can be a difference in the answers between those who participate in the study and those who do not.

### 3.7. Ethic aspects

The study has been reported to the Norwegian Center for Research Data (NSD), but the answer from NSD was that this study does not need an assessment from NSD because it does not process personal data directly or indirectly.

The study does not collect health-related data and it was therefore no need for approval from Regional Committees for Medical and Health Research (REK).

The participants in research must have sufficient information about the research and must have the opportunity to consent to or refuse participation voluntarily. The information must be anonymous and not identify individuals (Polit & Beck, 2017). Information letter (see appendix) with information about the project and consent to participate has been sent to the volunteers in this study. Collected information is anonymized and the data material is processed in this way that no individuals can be recognized. Collection and presentation of data is done based on principles in the Health Research Act (2008) and guidelines from Molde university college.



## 4. FINDINGS

Totally there are 76 volunteers that have participated in this study. That is, 75 volunteers answered the first question. Results shows that 86.8% (n=66) of the participants belong to the ages group 31-55, 6.6 % (n=5) to age group 18-25, 3.9 % (n=3) to 55-65, 1,3 % (n=1) to age group 26-30 years old and 0% over 66 years old.

When it comes to gender 51.3% of the participants are men (n=39), and 48.7% are women (n=37).

While, on the question regarding education 42.1% (n=32) of participants have a master's degree, 35.5% (n=27) have a college degree, 11.8% (n=9) have a high school degree, 2.6 % (n=2) primary school, and 0% have a doctoral degree/ PhD. At the same time have 61.8 % (n= 47) of participants have also chosen the alternative "other". After overviewing all submissions, we can see that most of participants have chosen college degree + other, or master's degree + other while only a few of them have chosen only the alternative "other".

Further reports 67.1 % (n= 51) are married, 7.9 % (n=6) are single, 3.9 % (n=3) are separated/ divorced, and 21.1 % (n=16) have chosen the alternative "other". In retrospect it is seen that maybe the alternative "In a relationship" had been relevant in the questionnaire, since it is a considerable number that have chosen the alternative "other".

When it comes to employment status work 84.2 % (n=64) of the participants work full time, 9.2 % (n=7) work part- time, 3.9 % (n=3) are not working, and 2.6 % (n= 2) have chosen the alternative other.

Further, 86.8% (n=66) have family members or children in the organization, and 13.2 % (n=10) have not.

In the question related to volunteering in other organization have 65.8 % (n= 50) chosen the alternative Yes, and 35.5% (n=27) the alternative No. That are 76 participants in total in the

present study, but 77 answered this question. After analyzing answers from each participant its noticed that one volunteer has chosen both alternatives.

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Table 1 here

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Next question in the questionnaire is: How long have you been volunteering? 38.2 % (n=29) have been volunteering for 11 years or more in this sport organization, 27.6 % (n= 21) have been volunteering for 3-5 years, 26.3% (n=20) for 6-10 years, 7.9 % (n=6) for 1-2 years, and 0% for less than one year.

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Table 2 here

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In the question according to how many hours in one month they are volunteering, answer 27.6% (n=21) that they are volunteering for 6-10 hours, 22.4 % (n=17) volunteer over 20 hours in one month, 21.1% (n=16) for 10-15 hours, 15.8 % (n=12) for 4-6 hours, 9.2% (n=7) volunteer for 2-4 hours, and 3.9% (n=3) less than two hours in one month.

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Table 3 here

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Further, in the question regarding volunteering tasks 80.3% (n=61) are coaching, 19.7 % (n=15) kiosk, 14,5 % (n=11) media/ social media, 10.5 % (n=8) business club and VIP, 5.3 % (n=4) security, ticket sales, 2.6 % (n=2) parking. 44.7% (n=34) of participants that have chosen the alternative “other”.

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Table 4 here

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In the question number 11, related to most important motivational factors of Sport Volunteerism, 67,1% (n=51) have chosen Love of sport, 65.8% (n=50) choose Community involvement, 47.4% (n= 36) Interpersonal contact, 27.6% (n=21) Personal Growth, 1.3 % (n=1) Career orientation, and 11.8% (n=9) chose the alternative “other”.

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Table 5 here

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Next question contains 19 different statements and participants will chose how important is to them from 1 (not so important) to 5 (very important).

The first four statements are related to the motivational factors “Interpersonal contact”.

Statements number five to nine are related to “Career orientation”. Statements number 10 to 13 are related to “Personal Growth”. Statements number 14 to 16 related to “Community involvement” and number 17 to 19 to “Love of Sport”.

Three statements that has received the most 5s are (are very important for volunteers):

- Statement nr 19: “Sport is something I love” (59.2%., n=45)
- Statement number 1:” I want to interact with others” (52.6%, n= 40)
- Statement number 17:” I enjoy being involved in sport activities” (47.4%, n=36)

Three statements that have received the most 1s are (are not so important for volunteers):

- Statement number 5: “Volunteering experience will look good on my resume” (32.2%, n=26), and statement number 8:” I want to gain work related experience” (34.2%, n=26)
- Statement number 7: “I can make new contacts that might help my future business or career” (30.3%, n=23)
- Statement number 9: “I want to gain experience that would be beneficial in any future job” (28.9%, n= 22).

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Table 6 here

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In the question number 13: Will you continue to volunteer in this organization in the future? 93.4% (n=71) have chosen the alternative Yes, 5.3% (n=4) are not sure, and 1.3% (n=1) have chosen the alternative No.

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Table 7 here

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Furthermore volunteers are asked what they would miss the most if they stopped volunteering in this organization, and 84.2% of them (n= 64) answer Social community, 56.6% (n= 43) chose the alternative To feel useful, 38.2% (n=29) have chosen Opportunities for influence, 36.8% (n=28) Learning, while choose 25% (n=19) Concrete activities, 5.3% (n=4) membership benefits, 2.6% (n=2) would not miss anything and 2.6% (n=2) Do not know. At the same time 5.3% (n=4) have chosen the alternative “other”.

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Table 8 here

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The last question of the questionnaire, and the only open question is: Do you have any comments to this questionnaire or other things you think are important about this topic?

That are five volunteers that have commented here. After using content analysis, is founded out that that are two main categories in the answers:

1. *Volunteering because my children are part of sport organization* (My children are active in sport, being with kids and enjoying everyday life, Following up my children’s activities)
2. *Volunteering because of Community involvement* (Helping sport clubs so that all kids can be part of it, It’s common for a lot of grown-ups in the Norwegian «dugnadsarbeidet»)

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Table 9 here

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## 5. DISCUSSION

### Social- demographic characteristics of the volunteers:

Almost 90 % of the participants in this study belongs to the age 31-55 years old. According to research, highest level of volunteering is among adults between 40-55 years old as they have more time available to volunteer (Voicu & Voicu, 2009). Others suggest that young people have a high level of volunteering because they are seeking career opportunities (Aboramadan, 2019), but researchers agree that older people volunteer because they want to help the community and are driven by social motives (Voicu & Voicu, 2009; Aboramadan, 2019).

It is just almost 4% of the participants that belong to age 55-65 years old, and that are 0% over 66 years old participating in this study. Even though studies shows that it is a positive impact of volunteerism on the well-being and mental illness (of elderly individuals), the percentage of volunteers in elderly individuals is lower. According to some researchers, the rate of seniors from 60 to 79 years old, who have done voluntary work at least monthly during the last year, ranges from two to three percent in southern countries, and to 20–22% in northern countries such as the Nordic countries (Hansen et al., 2018). Even though this number is higher in the Nordic countries compared to other countries, it still remains low for the elderly participation when compared to volunteering in general, in the Nordic countries.

Most of the participants in the present study are parents that have children in the sport organization. This may be one of the reasons why most of the participants belong to the age group 31-55 years old. Traditionally in Norway, clubs were formed by the local community and by parents and other volunteers that run activities as coaching, refereeing, serving as board members (Dolles, et al., 2016). The fact that many parents are volunteering can have a positively influence to other parents to participate as well. The social environment is a type of resource which can influence the level of involvement in volunteering activities. (Voicu & Voicu, 2009).

We can notice that there is not much difference in percentage between male and female participating in the study. That are just 2% more man participating. A special feature of

Norwegian volunteering is that for the first time, an equally high percentage of women and men participate in voluntary work. People who have a high level of education, a stable connection to working life and a high income participate to a greater extent than those who have fewer such resources, both in organizational life and in society (Kulturdepartementet, 2018).

The proportion of women among volunteers and active members has increased in Norwegian sport organization (Wollwbæk, Skristad & Hanstad, 2014).

Most of participants in this study have a master's degree, and a full-time job. These results are also supported by studies that shows that it is a positive relation between volunteering and income. People who have higher income, have more time and are more willing to perform voluntary activities. Better educated persons are more likely to volunteer because their knowledge can be used to help the organization. (Voicu & Voicu, 2009).

An interesting result in this study was that almost 66% of the volunteers are volunteering in other organizations also. The number of volunteers who have worked for several organizations has risen over time. The latest population survey on voluntary efforts shows that this tendency to spread the commitment across more organizations continues. This is happening at the same time as a slight decrease in average time spent, which suggests that many volunteers spread their commitment relatively thin outward (Kulturdepartementet, 2018).

The most of participants have been volunteering in this organization for over 11 years and they volunteer 6-10 hours in one month. It is important to point out that there are also a considerable number of them volunteering for over 20 hours or 10-15 hours in one month. Those who have been volunteering in the same organization for so many years are called "core volunteers". They volunteer minimum 10 hours a week, and do 70% of the volunteer work (Kulturdepartementet, 2018). The results shows that sport organizations in this study have many "core volunteers", (0% of them have been volunteer in the organization for less than one year), and this is important factor for ongoing volunteer work in these organizations.

#### Motivational factors of volunteering:

Three most important motivational factors for the participants in this study are: *Love of Sport*, *Community Involvement*, *Interpersonal contact*.

In an international study from Weerakoon et al. (2021), that have used the same motivational scale, the most influential factors of sport volunteer are *Career Orientation*, and *Personal Growth*.

Another similar study from Bang & Ross (2009) found out that there are three motivation factors such as *Expression of values*, *Career Orientation* and *Love of sport* that explained the volunteer satisfaction with their volunteer experience. *Love of Sport* is the factor that is mentioned as one of the most important motivational factors also in my present study. This indicates that volunteers participating in the study of Bang & Ross (2009), and participants in the present study, are most influenced to take part in sport volunteer activities because they enjoy sport activities and love of it.

But it is important to add that most of the participants at the study from Weerakoon et al., (2021), belonged to age 21-29 years old, while the participants in the present study belong to the age 33-55 years old. Age is something that maybe affects the results, because the younger people are in a life phase of personal growth, and he/she are logically more career oriented.

In contrast to overmentioned similar studies, where *Career Orientation* is mentioned as one of the most important motivational factors, Norwegian sport volunteers in present study rapport that *Career orientation* is the last important factor. After *Love of sport* factor, the second mentioned in this study is *Community involvement*. *Community Involvement* factor, correspondents to the patriotism dimension assessed by Bang & Chelladurai (2003).

In the white paper (2018-2019) is stated that volunteering has long historical roots and is closely related to Norwegian geography and demography. Norwegian “dugnadsarbeid” (volunteer work) has survived both industrialization, professionalization of the welfare state, organization of volunteering and digitization. Today, charitable efforts are a natural part of the Norwegian local community, and local community volunteering, together with the field of culture and leisure, is the type of volunteering where most people make one effort (Kulturdepartementet, 2018).

The importance of *community involvement* factor is also seen at the fact that almost 40% of the participants in this study have volunteered for over 11 years, and many of them volunteer from 6 to over 20 hours a month. Almost 95% of volunteers reported that they will continue to volunteer in sport organization, and if they stopped volunteering, they would miss the most “social community”.

Sport clubs are also cultural community institutions that have a wider impact beyond of the outcome of the matches themselves. Clubs often bear the name of a neighborhoods, the city's or even the region, and in that sense, represent the place, and reinforce place identification among citizens (Dolles et al., 2016).

The same results are also reported at the questions related to the most important statements to volunteers where they have chosen: "Sport is something I love", or "I enjoy being involved in sport activities".

Statements that was not so important to them was: "Volunteering experience will look good on my resume" "I want to gain work related experience" "I can make new contacts that might help my future business or career". We can see that again from the chosen statements that "Career orientation" factor is not so important to volunteers.

The literature suggests that there can be very different reasons/goals for volunteering, they can best self-oriented or other -oriented (Stukas et al., 2016). In the present study we can see that a combination of self- oriented and other- oriented goals motivate people to volunteer.



## 6. CONCLUSIONS

### 6.1 Research Summary

When it comes to demographic profile of volunteers, the most of them are between 33-55 years old, are married, have master's degree, have full time job, and are volunteering in more than one sport organization. The largest percentage of participants are volunteering for 6-10 hours per week, and the most of them have been volunteering in the organization for over 11 years. The results indicate that a high percentage of all volunteers have children or family members at the sport organizations and that was one important motivational factor to volunteer.

The results shows that three most important motivational factors for the participants was: Love of Sport, Community Involvement, Interpersonal contact.

Coaching was most common volunteering task. Almost all participants (93.4%) will continue to volunteer at this organizations in the future. If the volunteers stopped volunteering, the things they would miss the most are: social community and to feel useful.

### 6.2 Managerial Implications

About 90% of the participants belong to the age of 31-55 years. This can indicate that most of the volunteers in multi- sports clubs in Bjørnafjorden municipality belong to this age group. Sport organizations should have more focus on developing concert recruitment strategies on how to reach more volunteers from different age groups in the future. Training and retraining of them can be an important strategy.

Almost 5.3 % of the volunteers are not sure if they will continue to volunteer in this organization, and 1.3 % will not continue. They have reported that, one element that volunteers will not miss if they stopped volunteering is membership benefits. It is important that sport organization have more focus to membership benefits. Maybe more volunteer benefits will interact several younger volunteers.

### 6.3 Limitations of The Study and Suggestions for Further Research

As discussed earlier some of the limitations of this study are time limits, limited feedback and access to several sport organizations, statistical validity, size of the sample, limitations from chosen research design, regional focus, biases in interpretation of results and discussion because of personal views and background.

With a view to further research, it would be interesting to look at what results could be if this survey would be conducted with the participation of more sports organizations from different regions of Norway. A comparison of the factors that motivate volunteers in different countries would also be interesting.

Due to the time constraints and scope of the assignment, is chosen not to go into these elements in this master thesis, but it would be interesting to compare if there is a difference in the factors that motivate women and men to volunteer, or if people of different age groups have different factors that motivate them.

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## Appendix

Appendix1: Tables

Appendix2: Information letter

Appendix 3: Questionnaire



## Appendix 1: Tables

*Table 1: Description of the selection*

	Number	Percent
<b>Age</b>		
18-25	5	6.6%
26-30	1	1.3%
31-55	66	86.8%
55-65	3	3.9%
66+	0	0%
<b>Gender</b>		
Woman	37	48.7 %
Man	39	51.3 %
<b>Academic degree:</b>		
Primary School	2	2.6 %
High School degree	9	11.8 %
College degree	27	35.5 %
Master's degree	32	42.1 %
Doctoral degree / PhD	0	0 %
Other	47	61.8 %
<b>Marital status:</b>		
Single	6	7.9 %
Married	51	67.1 %
Separated/ divorced	3	3.9 %
Other	16	21.1 %
<b>Employment status:</b>		
Not working	3	3.9 %
Part-time	7	9.2 %
Full time	64	84.2 %

Other	2	2.6 %
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**Family members in the organization**

Yes	66	86.8 %
No	10	13.2 %
Other	0	0 %

**Volunteering in other organization**

Yes	50	65.8 %
No	27	35.5 %
Other	0	0 %

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Total= 76 (n=75 question nr 1)

*Table 2: How long have you been volunteering?*

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	Number	Percent
Less than one year	0	0 %
1-2 years	6	7.9 %
3-5 years	21	27.6
6-10 years	20	26.3 %
11 years or more	29	38.2 %

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Total= 76

*Table 3: How many hours in one month are you volunteering?*

	Number	Percent
Less than two hours	3	3.9 %
2-4 hours	7	9.2 %
4-6 hours	12	15.8 %
6-10 hours	21	27.6 %
10-15 hours	16	21.1 %
over 20 hours	17	22.4 %
<hr/>		
Total=	76	

*Table 4: Your volunteering tasks:*

	Number	Percent
Coaching	61	80.3 %
Media/ social media	11	14.5 %
Security	4	5.3 %
Parking	2	2.6 %
Kiosk	15	19.7 %
Ticket sales	4	5.3 %
Business club and VIP	8	10.5 %
Other	34	44.7 %
<hr/>		
Total=	76	

*Table 5: The most important motivational Factors of Sport Volunteerism for you?*

	Number	Percent
Interpersonal contact	36	47.4 %
Career Orientation	1	1.3 %
Personal Growth	21	27.6 %
Community Involvement	50	65.8 %
Love of Sport	51	67.1 %
Other	9	11.8 %

Total= 76

*Table 6: How important is to you from 1 (not so important) to 5 (very important) each statement:*

	1	2	3	4	5	Do not know
1.I want to interact with others	1.3% (n=1)	0% (0)	13.2% (10)	32.9% (25)	52.6 % (40)	0% (0)
2.I want to work with different people	0 % (0)	3.9 % (3)	18.4 % (14)	42.1 % (32)	35.5 % (27)	0% (0)
3.I want to meet people	0 % (0)	2.6 % (2)	14.5 % (11)	40.8 % (31)	42.1 % (32)	0% (0)
4.I want to develop relationships with others	0 % (0)	3.9 % (3)	18.4 % (14)	36.8 % (28)	39.5 % (30)	1.3 % (1)
5.Volunteering experience will look good on my resume	34.2 % (26)	13.2 % (10)	27.6 % (21)	11.8 % (9)	10.5 % (8)	2.6 % (2)
6.I want to gain some practical experience	13.2 % (10)	25 % (19)	26.4 % (20)	14.5 % (11)	19.7 % (15)	1.3 % (1)
7.I can make new contacts that might help my future business or career	30.3 % ( 23)	22.4 % (17)	21.1 % (16)	14.5 % (11)	11.8 % (9)	0 % (0)

8.I want to gain work related experience	34.2 % ( 26)	25 % (19)	17.1 % (13)	11.8 % (9)	11.8 % (9)	0 % (0)
9.I want to gain experience that would be beneficial in any future job	28.9 % (22)	19.7 % (15)	25 % (19)	19.7 % (15)	5.3 % (4)	1.3 % (1)
10.Volunteering makes me feel needed	8 % (6)	12 % (9)	21.3 % (16)	32 % (24)	26.7 % (22)	0% (0)
11.I can explore my own strength	6.6 % (5)	13.2 % (10)	31.6 % (24)	28.9 % (20)	17.1 % (13)	2.6 % (2)
12.Volunteering makes me feel important	9.2 % (7)	17.1 % (13)	28.9 % (22)	30.3 % (23)	14.5 % (11)	0% (0)
13.Volunteering allows me to gain a new perspective on things	3.9 % (3)	5.3 % (4)	27.6 % (21)	31.6 % (24)	31.6 % (24)	0% (0)
14.I enjoy volunteering because of my devotion to this organization	2.6 % (2)	2.6 % (2)	13.2 % (10)	43.4 % (33)	38.2 % (29)	0% (0)
15.Hosting some sport events raises the prestige of the organization	4 % (3)	5.3 % (4)	17.3 % (13)	50.7 % (38)	22.7 % (17)	0% (0)
16.My love for community makes me help it run great events	3.9 % (3)	3.9 % (3)	23.7 % (18)	42.1 % (32)	26.3 % (20)	0% (0)
17.I enjoy being involved in sport activities	0 % (0)	5.3 % (4)	9.2 % (7)	38.2 % (29)	47.4 % (36)	0% (0)
18.I like any event related to sports	7.9 % (6)	15.8 % (12)	19.7 % (15)	28.9 % (22)	27.6 % (21)	0% (0)
19.Sport is something I love	3.9 % (3)	7.9 % (6)	9.2 % (7)	19.7 % (15)	59.2 % (45)	0% (0)

*Table 7: Will you continue to volunteer in this organization in the future?*

	Number	Percent
Yes	71	93.4 %
No	1	1.3 %
Not sure	4	5.3 %
Other	0	0 %

Total=76

Table 8: What would you miss the most if you stopped volunteering in this organization?

	Number	Percent
Social community	64	84.2 %
To feel useful	43	56.6 %
Learning	28	36.8 %
Opportunities for influence	29	38.2 %
Membership benefits	4	5.3 %
Concrete activities	19	25 %
I would not miss anything	2	2.6 %
Do not know	2	2.6 %
Other	4	5.3 %
<hr/>		
Total=	76	

Table 9: Do you have any comments to this questionnaire or other things you think are important about this topic?

**Themes 1: Volunteering in sport organization because my children are active in sports:**

- *“The reason i do this, is because my children is active in sports. By helping out and contribute the sports clubs can do more and all kids can be a part of it”.*
- *“Being with kids to enjoy life right here and now. No worries about work or other things when beeing with kids. And prevent against drugs, alcohol, and other experiments. Being a grown-up to be trusted”*

- *“My main motivation for volunteering in sports have always been to follow up my childrens activities. I think that is common for a lot of grown-up’s in the Norwegian «dugnadsarbeidet». That’s at least my experience»*
- *“No questions related to motivational factors related to support/contribute to family members (foten children)”*

**Theme 2: Other comments:**

- *“What do I think makes people choose to not be involved i volunteer work!?”*

Categories	Codes
<b>Volunteering because my children are part of sport organization</b>	Volunteering because: <ul style="list-style-type: none"> <li>• My children are active in sport</li> <li>• Being with kids and enjoying everyday life</li> <li>• Following up my children’s activities</li> </ul>
<b>Volunteering because of Community involvement</b>	<ul style="list-style-type: none"> <li>• Helping sport clubs so that all kids can be part of it</li> <li>• It’s common for a lot of grown-up’s in the Norwegian «dugnadsarbeidet».</li> </ul>

## Appendix 2: Information Letter

### **Are you interested in taking part in the master thesis research project? ” (Motivations for volunteering at sport organization) ”**

LINK TO THE QUESTIONNAIRE: <https://nettskjema.no/a/263762>

#### **Purpose of the project**

The research question for this thesis is: What motivates volunteers to volunteer in a sport organization?

Responsible for this research project is student Enerik Dervishi from Molde University College, supervised by professor Dolles Harald Klaus. You are being asked to participate because you are registered as a volunteer in this sport organisation/ sport club.

#### **What does participation involve for you?**

If you chose to take part in the project, this will involve that you fill in an online survey. It will take approx. 10 minutes. The survey includes questions about volunteering, and what motivates you to volunteer. Your answers will be recorded electronically.

Your participation in the survey is anonymous. By responding to the survey, you agree that the information provided can be used in this study.

Participation in the project is voluntary. If you chose to participate, you can withdraw your consent at any time without giving a reason. If you withdraw, all information about you will be deleted.

#### **Your personal privacy – how we will store and use your personal data**

Your data will be processed confidentially. The survey does not contain any questions that could lead to you being identified directly or indirectly. No e-mails will be collected, or any kind of electronic trace will be stored that could lead to you responding to the survey.

The only person who is going to have access at your data is student Enerik Dervishi. The project is scheduled to end 1. June 2022. The data will be kept three months after the end of the project and be deleted after that.

#### **What gives us the right to process your personal data?**

We will process your personal data based on your consent. Based on an agreement with Molde University Collage, Data Protection Services has assessed that the processing of personal data in this project is in accordance with data protection legislation.

If you have questions about the project, or want to exercise your rights, contact:

Student: Enerik Dervishi at: [dervishienerik@gmail.com](mailto:dervishienerik@gmail.com), MOB: 41350168

Supervisor: Dolles Harald Klaus at: [harald.k.dolles@himolde.no](mailto:harald.k.dolles@himolde.no), MOB: 71214085



## Appendix 3: Questionnaire

### Questionnaire on volunteers' motivation for volunteering in sports organizations

It takes about 10 minutes to respond.

#### Section A: Background

##### **1. Your age:**

- (1) 18-25
- (2) 26-30
- (3) 31-55
- (4) 55-65
- (5) 66+

##### **2. Your gender:**

- (1) Woman
- (2) Man

##### **3. What is your highest academic degree:**

- (1) Primary School
- (2) High School degree
- (3) College degree
- (4) Master's degree
- (5) Doctoral degree / PhD
- (6) Other

##### **4. Marital status:**

- (1) Single
- (2) Married
- (3) Separated/ divorced
- (4) Other

##### **5. Employment status:**

- (1) Not working
- (2) Part-time
- (3) Full time
- (4) Other

##### **6. Do you have child(ren)/family member(s) in the sport organization/event?**

- (1) Yes
- (2) No
- (3) Other

##### **7. Are you volunteering in any other organization?**

- 1) Yes
- 2) No

3) Other

*(Please focus in the next replies on volunteering for this sports organization)*

Section B: Volunteering and motivational factors

**8. How long have you been volunteering?**

- (1) Less than one year
- (2) 1-2 years
- (3) 3-5 years
- (4) 6-10 years
- (5) 11 years or more

**9. How many hours in one month are you volunteering?**

- (1) Less than two hours
- (2) 2-4 hours
- (3) 4-6 hours
- (4) 6-10 hours
- (5) 10-15 hours
- (6) over 20 hours

**10. Your volunteering tasks:**

- (1) Coaching
- (2) Media/ social media
- (3) Security
- (4) Parking
- (5) Kiosk
- (6) Ticket sales
- (7) Business club and VIP
- (8) Other

**11. The most important motivational Factors of Sport Volunteerism for you? (That is possible to choose more than one alternative):**

- (1) Interpersonal contact
- (2) Career Orientation
- (3) Personal Growth
- (4) Community Involvement
- (5) Love of Sport
- (6) Other

**12. How important is to you from 1 (not so important) to 5 (very important) each statement:**

1    2    3    4    5    Don't

know

**(1) Interpersonal contact**

- a) *I want to interact with others*
- b) *I want to work with different people*
- c) *I want to meet people*
- d) *I want to develop relationships with others*

**(2) Career Orientation**

- a) *Volunteering experience will look good on my resume*
- b) *I want to gain some practical experience*
- c) *I can make new contacts that might help my future business or career*

- d) *I want to gain work related experience*
- e) *I want to gain experience that would be beneficial in any future job*

**(3) Personal Growth**

- a) *Volunteering makes me feel needed*
- b) *I can explore my own strength*
- c) *Volunteering makes me feel important*
- d) *Volunteering allows me to gain a new perspective on things*

**(4) Community Involvement**

- a) *I enjoy volunteering because of my devotion to this organization*
- b) *Hosting some sport events raises the prestige of the organization*
- c) *My love for community makes me help it run great events*

**(5) Love of Sport**

- a) *I enjoy being involved in sport activities*
- b) *I like any event related to sports*
- c) *Sport is something I love*

**13. Will you continue to volunteer in this organization in the future?**

- 1) Yes
- 2) No
- 3) Not sure
- 4) Other

**14. What would you miss the most if you stopped volunteering in this organization?**

*((That is possible to choose more than one alternative):*

- f) Social community
- g) To feel useful
- h) Learning
- i) Opportunities for influence
- j) Membership benefits
- k) Concrete activities
- l) I would not miss anything
- m) Do not know
- n) Other (please specify)

**15. Do you have any comments to this questionnaire or other things you think are important about this topic?**

Thank you so much for participating!

