Pedagogical and Sociological Aspects of Youth Volunteering

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Abstract: The article is devoted to the problem of identifying motivational determinants of young people's behavioral attitudes, impelling them engage in volunteering. The results of sociological studies "Evaluating the effectiveness of prevention efforts in mass Youth audience" (Volgograd, Russia, 2011) and "The main guidelines and criteria of Youth volunteering" (Volgograd, Russia, 2013) are processed by the secondary analysis method. Various pedagogical methods of cultivation of positive Youth activity are discussed in the article. The authors give the following recommendations for improving the quantitative and qualitative indicators of Youth volunteering: ensuring preliminary educational programs for young people, looking for volunteering; primarily contacts of recruiters with young people, which age gap is from 13 to 19 years old in order to involve Youth in volunteering; priority using of the following instruments for information campaigns, targeting on transmission public service ads (PSAs) to mass Youth audience: TV, Internet, SMS messaging.

Key words: Youth volunteering · Motivational determinant · Pedagogical method · Secondary analysis · Quantitative and Qualitative indicators · Information campaign

INTRODUCTION

The process of Youth involvement in volunteering is very important for the further positive development of every society (indirectly affects on economical, political, moral and other spheres of social realities).

There is no doubt that social reality imposes on young people ethical and professional demands, shapes their characters, habits, psyche's properties [1]. Therefore, the study of various aspects of Youth volunteering in order to improve the quantitative and qualitative indicators of the given process is very actual, as well as the study of young people's preferences in mass media channels for receiving of socially significant information in order to improve the efficiency of information campaigns for volunteers [2].

The conclusions of this research may be also successfully used for increasing the positive Youth activity in relevant fields: Youth policy, entrepreneurship, invention process, health savings, etc.

MATERIALS AND METHODS

The materials of 2 sociological studies made by the Volgograd State Institute of Youth Policy and Social Work are used in the given research:

- "Evaluating the effectiveness of prevention efforts in mass Youth audience" (was carried out on the territory of Volgograd region's 12 municipalities on September-December, 2011). The survey was carried out by formal interviews method with random repetition-free sample. The socio-demographic structure of the sample population was defined according to the official statistics [3] by gender, age (15-17, 18-19, 20-22 years), the basis of urbanization (urban/rural residence), occupation. Quotas were determined on the basis of the above parameters. The sample consists of 1,000 respondents. This fact testifies the sample's representativeness (statistical margin of error - 2.8%);

- "The main guidelines and criteria of Youth volunteering" (was carried out in Volgograd on January-February, 2013). The survey was carried out by formal interviews method in the focus group of volunteers - members of the First Inter-Regional Youth volunteer gathering (during the celebration of the 70th anniversary of the defeat of Nazi troops in Stalingrad Battle). The number of respondents in the focus group - 25 young people from 17 to 25 years old. The given respondents represented 5 municipalities of the Volgograd region and 4 additional regions of Russia (Moscow, Rostov and

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Stavropol regions, Chuvash Republic). The average age of the members of the focus group - 19.64 years, the gender ratio (girls/boys) - 60% vs 40%.

The data of the above studies were processed by the method of secondary analysis according to the objectives of the given research: for identifying motivational determinants of young people's behavioral attitudes, impelling them engage in volunteering and for identifying the most effective channels of transfer mass socially significant information to the audience of young people, potentially looking for volunteering.

The method of qualitative analysis of scientific sources and literature is used in developing of the most effective forms of pedagogical cultivation of positive Youth activity.

Also the scientific methods of system analysis, structural and functional analysis, comparative analysis, social engineering are used in the given research.

RESULTS

The theme of Youth volunteering is not considered in the given article in relationship with welfare state institutions [4] - we explore this social phenomenon only as an important attribute of civil society, which has not any contradictions with the system of government institutions.

The age of onset of volunteerism is an important indicator for determining the target age-group for provision of information influence in order to encourage young people to volunteering. As a part of the survey "The main guidelines and criteria of Youth volunteering" there was a question "At what age did you start volunteering?", the given results were obtained: at *17-18 years* - 32% (boys - 40%, girls - 26.67%); at *13-14 years* - 24% (boys - 20%, girls - 26.67%); at *15-16 years* - 24% (boys - 10%, girls - 33.33%); at *19 years and more* - 12% (boys - 10%, girls - 13.33%); at *4 years* - 4% (boys - 10%, girls - 0%), at *11 years* - 4% (boys - 10%, girls - 0%). Thus, the most mass Youth's age of volunteering start is from 13 to 19 years old (cumulatively - 80% of variations).

Next question, concerned to our interest, addressed to the incentive motives of Youth's volunteering. 44% of respondents (boys - 40%, girls - 46.67%) indicated "*Friends and events in their life*" as an impetus for their own start of volunteering activity; 24% (boys - 10%, girls - 33.33%) - "*Information from mass media*"; 8% (boys - 10%, girls - 6.67%) - "*My own experience*"; 8% (boys - 20%, girls - 0%) - "*My own conviction*"; 4%

(boys - 10%, girls - 0%) - "*Relatives and events in their life*"; 4% (boys - 0%, girls - 6.67%) - "*Personal participation in one of the volunteer projects*"; 4% (boys - 0%, girls - 6.67%) - "*The teachers*"; 4% (boys - 10%, girls - 0%) - "*All the above impetus*". Obviously, the most perspective directions for management of the process of recruiting of new volunteers are "social advertising in mass media" and "pedagogical work with young people" (those areas in which there is a great potential of indicator's growth).

The necessity of preliminary pedagogical (educational) work with volunteers was also identified in the given survey. 96% of respondents (boys - 100%, girls - 93.33%) are sure that new volunteers are needed in such an educational process. The question, concerning the areas of volunteer's education was also addressed to the respondents. The given results were obtained: "*Communication, methods of engagement*" - 32% (boys - 50%, girls - 20%); "*Moral characters*" - 16% (boys - 10%, girls - 20%); "*New technologies*" - 12% (boys - 0%, girls - 20%); "*Leadership*" - 8% (boys - 20%, girls - 0%); "*History, patriotism*" - 8% (boys - 20%, girls - 0%); "*Adjustment of conflict situations*" - 4% (boys - 10%, girls - 0%); "*Social engineering*" - 4% (boys - 0%, girls - 6.67%). 28% of respondents could not answer on this question. It is necessary to note, that answering this question, every respondent could select as many answer choices as he/she wanted.

Symptomatically, most of the he above results of the sociological study "The main guidelines and criteria of Youth volunteering" (Volgograd, Russia, 2013) strong correlate with the data of the news release "Volunteering in the United States - 2012", published by the Bureau of Labor Statistics U.S. Department of Labor [5], therefore they can be considered as representational in an international aspect.

As to pedagogical aspects of the process of the involvement of young people in volunteering, they are sufficiently technologised in the 21st century (first of all as technologies of social engineering).

The pedagogue must understand, that each social project in the sphere of involvement of young people in volunteering has a standard scheme of its implementation: 1) information provision of the project, including definition of the target group of young people, their communication style, their motivation [6], the most effective mass media [7] for translation the motivational information on this group, etc.; 2) financial support of the project; 3) development of a detailed project plan (goals, objectives, list of events with timelines, etc.); 4) project management structure [8] (including appointment of key

figures, definition of a linear chain of command, etc.); 5) project's control (at all stages); 6) assessment of efficiency and prospects of development of the project.

Three pedagogical strategies may be used in the process of involvement of young people in any positive activity [9]: - the strategy of imperative influence (with forcing function); - manipulative strategy (penetration into the mechanisms of mental reflection); - developing strategy (the credibility and sincerity of expression of feelings and dialogue between participants of educational process).

Specifically applied to the process of involvement of young people in volunteering, only two kinds of pedagogical strategies may be used: manipulative and developing. These two pedagogical strategies are the most effective in the process of social cohesion formation [10], using the sections of conscious, unconscious and preconscious in the human psyche [11].

Another significant point of the problem is in the identifying the most effective channels of transfer mass socially significant information to the audience of young people, potentially looking for volunteering.

During the sociological study "Evaluating the effectiveness of prevention efforts in mass Youth audience" (Russia, Volgograd region, 2011), one thousand young people from 15 to 22 years old were interviewed about the sources of transferring socially significant information, they consider the most effective. The given results were obtained: 39.4% of respondents prefer *TV* (boys - 39.7%, girls - 3 9 .1%; 15-17 years old - 39.4%, 18-19 years old - 43.9%, 20-22 years old - 36.2%); 36.8% - *Internet* (boys - 36.8%, girls - 36.8%; 15-17 years old - 41.6%, 18-19 years old - 35.9%, 20-22 years old - 32.7%); 13.2% - *SMS messaging* (boys - 13.4%, girls - 13.0%; 15-17 years old - 8.4%, 18-19 years old - 13.0%, 20-22 years old - 18.1%); 2.3% - *Booklets, Leaflets* (boys - 2.1%, girls - 2.5%; 15-17 years old - 5.4%, 18-19 years old - 0.4%, 20-22 years old - 0.5%); 2.1% - *Outdoor Advertising* (boys - 2.7%, girls - 1.5%; 15-17 years old - 1.9%, 18-19 years old - 3.1%, 20-22 years old - 1.6%); 1.7% - *Preventive talks* (boys - 1.5%, girls - 1.9%; 15-17 years old - 1.6%, 18-19 years old - 1.5%, 20-22 years old - 1.9%); 1.5% - *Mass events* (boys - 0.4%, girls - 2.5%; 15-17 years old - 1.1%, 18-19 years old - 0.8%, 20-22 years old - 2.4%); 1.4% - *Newspapers, Magazines* (boys - 1.5%, girls - 1.3%; 15-17 years old - 0.3%, 18-19 years old - 0.4%, 20-22 years o ld - 3.2%);

0.5% - *Broadcasting* (boys - 0.6%, girls - 0.4%; 15-17 years old - 0.3%, 18-19 years old - 0.4%, 20-22 years old - 0.8%). Only 1.1% of respondents note that all the above - ineffective.

According to the obtained results, the most effective sources of transferring socially significant information to mass Youth audience are TV, Internet and SMS messaging (totally - 89.4% of the given targeting group). Thus, in the provision of socio-psychological impact on the Youth audience in order to recruit new volunteers through mass media, the pedagogue (this term in the given article denotes any person engaged in explanatory and educational work with volunteers) must use (if the project's budget does not include funds for recruitment advertising) first of all free online Internet tools (social networks [12], blogs [13], forums, etc.). In this case, the authors strongly recommend to use the socio-psychological methods of persuasion, suggestion and manipulation of consciousness correctly [14]. Function of "non-interference" in the assessment of the recipient and the challenge of the enough amount of information that is sufficient for independent decision-making of the recipient is typical for the persuasion method; function of "additional input" into the consciousness of the recipient outside information in order to help him make a choice he/she is potentially interested - for the suggestion method; function of "latent effect" on the consciousness of the recipient in order to make the recipient do actions, not adequate to his/her own wishes and needs - for method of manipulation of consciousness. Using each of these methods expedient from the socio-demographic character of the concrete targeting group of young people (according to the specificity of mean age, level of education, family income, etc.).

CONCLUSIONS

- It is necessary to ensure preliminary educational programs for young people, looking for volunteering.
- Primarily contacts of recruiters (pedagogue) with young people, which age gap is from 13 to 19 years old in order to involve Youth in volunteering.
- Using two kinds of pedagogical strategies in the process of involvement of young people in volunteering: manipulative and developing.
- Priority using of the following instruments for information campaigns, targeting on transmission public service ads (PSAs) to mass Youth audience, potentially looking for volunteering: TV, Internet, SMS messaging.

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