

The Role of Social Identity Processes in Motivating and Sustaining Volunteerism in
Victim Support Organisations

By Lisa Rathmann

Bachelor of Psychology (Honours)

*This thesis is presented in partial fulfilment of the requirements for the degree of
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I declare that this thesis is my own account of my research and contains as its main content work which has not previously been submitted for a degree at any tertiary educational institution.

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Lisa Rathmann

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Thesis Title: THE ROLE OF SOCIAL IDENTITY PROCESSES

IN MOTIVATING AND SUSTAINING

VOLUNTEERISM IN VICTIM SUPPORT ORGANISATIONS

Author: LISA RATHMANN

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Abstract

Existing volunteerism research is limited to specific contexts (e.g. AIDS volunteerism), and there is no available research on what motivates and sustains victim support volunteerism. Taking a social identity approach, the current thesis explores the role of personal, social and (volunteer) organisational identity in motivating and sustaining victim support volunteerism. Volunteers ($N=99$) and non-volunteers ($N=134$) completed a questionnaire. In the volunteer sample, social identity as a supporter of victims of crime, outrage and collective efficacy amongst supporters were most strongly associated with intentions to volunteer. Whereas, in the non-volunteer sample, personal identity, sympathy and self efficacy were most strongly associated with intentions to volunteer. Sustained volunteerism was strongly predicted by organisational identity as a volunteer in a victim support organisation and collective efficacy amongst volunteers in victim support organisations. Pride did not predict sustained volunteerism. The study highlighted the role of identification and group-level processes in motivating and sustaining volunteerism. Results are discussed with regards to both theoretical and practical implications for victim support volunteerism.

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The Role of Social Identity Processes in Motivating and Sustaining Volunteerism in
Victim Support Organisations

Between 1996 and 2007, there were over 200,000 reported victims of violent crime in Australia (Australian Institute of Criminology, 2010). As a result of their victimisation, these individuals report increased rates of post-traumatic stress disorder, increases in fear, and a heightened suicide risk (Brewin, Andrews, & Rose, 2000; Kilpatrick et al., 1989). Victim support organisations around Australia offer support to individuals who have experienced a traumatic criminal event. Victim support organisations range from government agencies, to not-for-profit organisations, all of which recruit volunteers as service providers. Specifically, volunteers in victim support not only provide better outcomes for victims of crime, but also support the organisations that they work for. Volunteers are thus essential for the existence of such not-for-profit organisations (Piliavin, Grube, & Callero, 2002).

The United Nations defines volunteering by three broad conditions, and these three conditions neatly capture the consensus in the academic literature. Volunteering must be undertaken of one's own free will, for no financial gain, and to benefit a third party or society at large (United Nations General Assembly, 2001). Consistent with this definition, Snyder and Omoto (2000, p. 128) define volunteering as "a form of sustained helping in which people actively seek out opportunities to assist others in need, make...commitments to provide assistance, and sustain these...without any bonds of prior obligation".

Given the devastating impact of crime victimisation and the valuable work of victim support volunteers, it is timely to ask: what are the factors that motivate volunteerism in this context? How might we sustain victim support volunteerism? Two key points are relevant to understanding my approach to this question. Firstly to investigate these questions, I take an

approach informed by social identity (Tajfel & Turner, 1979) and self-categorisation theories (Turner, Hogg, Oakes, Reicher & Wetherell, 1987) to explore the role of personal and social identity in motivating and sustaining volunteerism. That is, I use a theory of the 'self' to understand processes underpinning volunteerism (Turner, Oakes, Haslam, & McGarty, 1994).

The second key point is that I seek to explore the synergies between the literature on social movement participation and the volunteerism literature. I take this approach for two reasons. Firstly, both the volunteerism and social movement participation literature (research which focuses on movements designed to bring about social change) speak to questions relating to commitment to addressing social issues. That is, volunteerism and joining a social movement are similar behaviours in that both involve action to tackle a social concern or issue. Furthermore, both volunteerism and social movements have a critical *group-based* element, in that both see the solutions to the particular social issue as requiring collective, organised, collaborative action. Consistent with these points, Simon, Stürmer and Steffens (2000) have argued that similar pathways can explain both volunteerism and social movement participation.

A second reason for seeking to integrate these literatures is that the social movement and collective action literatures have recently been moving through an important phase of innovation and integration (van Zomeren & Iyer, 2009). Thus, given the similarities between the two behaviours, it is beneficial to see whether these developments might usefully inform the state of knowledge in volunteerism. However, before it is possible to clarify my approach, it is first necessary to review the state of knowledge in the existing volunteerism literature.

Volunteerism

Stages of Volunteerism

MacNeela (2008) acknowledges that due to the costly nature of volunteerism for the volunteer, it is surprising that people volunteer at all. Given that volunteerism is a sustained behaviour, some research has sought to describe the stages of volunteerism. Omoto and Snyder (2002) conducted a comprehensive analysis on the process of volunteerism. Three stages of volunteerism were identified: antecedents, experiences and consequences. These were all present at three different levels of analysis: individual, organisation and social system. Personality, motivational and circumstantial characteristics prompted volunteerism in individuals. Experiences including one's interpersonal relationships during volunteerism and other people's perceived reactions to the volunteer work sustained volunteerism. Consequences of volunteerism which predicted longevity of service included satisfaction with work, perceived support for volunteering, and obtaining their initial motivations to volunteer (Omoto & Snyder, 2002). Even though their review was based in an AIDS volunteerism context, Omoto and Snyder (2002) concluded that their findings could be relevant in other forms of individual and collective action.

One complementary approach to understanding stages of social action was explored by Klandermans. Klandermans (1997) indicates that there is a progression between when individuals sympathise with a cause, to when they become motivated to participate. Within the current context, individuals could sympathise towards victims of crime and believe that the work of volunteers in victim support organisations is worthy, however, not be motivated to volunteer. Klandermans research showed that individuals may possess attitudes making them a sympathiser to an issue, however further steps need to be taken to perform action rather than just sympathise (Klandermans, 1997; Simon & Klandermans, 2001). From this

perspective, sympathisers are an interesting group as they believe and support social action but do not actively participate.

While Klandermans work is specifically focused on activism, the principles developed could be applied to volunteerism and provide a further extension of our current understanding of the process of volunteerism, as developed by Omoto and Snyder (2002). Adopting Klandermans view on social participation, the current study aims to differentiate between non-volunteers (sympathisers) and volunteers (active participators). Victim support organisations can benefit from knowledge of this process, by helping in recruitment procedures and sustaining their current volunteer populations.

Motivations to Volunteer

Understanding motivations to volunteer is a prominent focus in existing literature. The most influential research on motivations has been conducted by Clary and colleagues in the development of the Volunteer Function Inventory (VFI) (Clary & Snyder, 1999; Clary et al., 1998; Clary, Snyder, & Ridge, 1992). According to a functional approach, individuals may satisfy up to six functions which motivate their volunteering. These include values, understanding, social, career, protective and enhancement functions. The *values* function motivates individuals to volunteer due to a genuine concern for others and values related to altruism. The *understanding* function refers to when individuals volunteer to increase learning or skills in the area or anticipate self development through volunteerism. The *social* function is fuelled by an individuals' motivation to form relationships with others. The *career* function is fuelled by motivations to obtain career benefits. The *protective* function motivates individuals to volunteer to protect their ego. Protective factors allow the individual to feel less guilty for being more fortunate than others. Finally, the *enhancement* function is a motivation for individuals desiring personal development. These functions were devised as

people were perceived to volunteer to achieve certain goals or satisfy certain needs (Clary, et al., 1996).

The VFI has been widely reviewed in academic research, with conclusions stating that these functions are reliable motivations to volunteer (Allison, Okun, & Dutridge, 2002; Clary, et al., 1998; Clary, et al., 1996; Greenslade & White, 2005). Clary et al. (1998) found that values was the most important function served through volunteering, while career and protective functions were least important. However, Clary et al. (1996) also highlighted that volunteer motivations could differ in importance depending on the type of volunteerism, and thus it was recognised that the VFI functions could have different impacts depending on the context. The use of the VFI is important in allowing volunteer organisations to learn the specific needs of their volunteer target, improving the productivity of their recruitment (Clary & Snyder, 1999).

Psychological and physiological characteristics of volunteers have also been reviewed to determine the individualistic differences between volunteers and non-volunteers. Mellor et al. (2008) analysed the relationship between volunteering and wellbeing by focusing on the perceived positive outcomes of volunteerism. Their analysis found that volunteers possessed greater personal and neighbourhood wellbeing, compared to non-volunteers. Volunteers also exhibited more positive psychological attributes including higher extroversion and optimism, lower neuroticism and greater perceived control. Similarly, Thoits and Hewitt (2001) focused on the effects of wellbeing on volunteer work, rather than volunteer membership. They found that individuals with positive outcomes in personality, physical and mental health, were more likely to seek or be sought out to complete volunteer work.

Sustained Volunteerism

While motivating individuals to volunteer is beneficial for recruitment within volunteer organisations, sustaining this volunteerism is vital for these organisations future prospects. In their analysis of motivations to volunteer in AIDS organisations, Clary et al. (1998) found that the achievement of the goals and plans individuals set for volunteering predicted their intentions for future volunteerism. Thus, individuals whose motivations matched their achieved goals were more committed to volunteerism in both the short and long term future.

Similar to Clary and others, Omoto and Snyder (1995) evaluated the motivations and longevity of service amongst AIDS volunteers. They identified an individual's values, understanding, personal development, community concern and esteem enhancement as motivations for volunteering. It was concluded that greater motivation predicted longer active volunteer service and an increase in frequency in service. Similar studies have found comparable results, indicating that the factors that motivate and sustain volunteerism should overlap, at least to some extent (Clary & Orenstein, 1991; Clary, et al., 1998; Omoto & Snyder, 1995; Penner & Finkelstein, 1998).

Critique

Despite the substantial research on volunteerism, there are still limits to our understanding of volunteering and helping processes. Of particular concern to the current thesis is that volunteerism research is yet to fully attend to the group-level motivations of volunteerism. Volunteerism is inherently a group, collective and collaborative behaviour and as such, it is necessary to understand the factors or processes that combine people as *group members*. While I do not dispute the importance of understanding individual values (Clary & Snyder, 1999; Clary, et al., 1998; Clary, et al., 1996), personality (Mellor et al., 2008), and

outcomes with regards to personal well-being (Cameron, 1999; Crocker, Luhtanen, Blaine, & Broadnax, 1994; Mellor, et al., 2008), I argue that this focus has come at the expense of exploring the role of group-level processes in motivating and sustaining volunteerism. That is, I contend that much of the existing research focuses on things that relate to people as idiosyncratic individuals where as what is required is a more thorough understanding of how people behave as group members.

This has been done to some extent through the use of identity models in volunteerism research (Piliavin, et al., 2002; Simon, et al., 2000; Tidwell, 2005). Two theories of particular relevance are social identity and role identity theories. For instance, Piliavin et al. (2002) explored how role identities developed and resulted in pro-social actions. Roles are “viewed as the behavioural expectations that are associated with, and emerge from, identifiable positions in social structure” (Callero, 1994, p. 229). Thus, a role identity is when a societal role becomes a part of the self. Piliavin et al. (2002) used role identity theory to account for volunteerism, finding that individuals adopted certain identities according to the role they must perform in an organisational or group setting. For instance, volunteers would adopt an identity as a volunteer as that is their role in a particular setting. They maintain this identity until they no longer suit the role of a volunteer.

Social identity theory has also been used to investigate group-level processes in volunteerism (Simon, et al., 2000; Thomas, 2005; Tidwell, 2005). For instance, Tidwell (2005) and Simon et al. (2000) utilised insights from social identity theory to explain the relationships between identification and volunteerism. As volunteerism is a collective behaviour, it seems fitting to use the social identity approach as a social model accounting for volunteer behaviours. Therefore, the current thesis will focus on the role of social identity in motivating and sustaining volunteerism. While the current volunteerism research focuses on individualistic factors effecting volunteering, there is research (Piliavin, et al., 2002; Simon,

et al., 2000; Tidwell, 2005) which has shown the exceptional potential of identification processes in fostering volunteerism. This area warrants further discussion and examination.

A second concern is that the scope of volunteerism research has focused on sustained volunteerism in specific care or assistance contexts, which is predominantly AIDS volunteerism (Omoto & Snyder, 1995, 2002; Simon, et al., 2000; Stürmer, Snyder, & Omoto, 2005). There is no research (to my knowledge) reviewing volunteerism in victim support organisations. It seems particularly important to review this form of volunteerism for three reasons. Firstly, victimisation rates in Australia indicate a need for the continued work and assistance of victim support organisations. Secondly, not-for-profit organisations in this industry rely on volunteers to provide their services and therefore motivating and sustaining their volunteers is essential. Thirdly, as mentioned, Clary et al. (1996) found that motivations to volunteer may differ in importance for each type of volunteerism and therefore current knowledge on motivations to volunteer may not reflect the entire field of volunteerism. With the importance of the work in victim support, research on the factors contributing to sustained volunteerism could greatly assist recruitment and maintenance of volunteers, as indicated in other volunteerism contexts (Clary & Snyder, 1999; Clary, Snyder, & Ridge, 1992; Clary, et al., 1996; Omoto & Snyder, 2002).

The Social Identity Approach

The social identity approach encompasses two similar theories, social identity theory (SIT) and self-categorisation theory (SCT). Both theories derive from shared assumptions, methods, ideological and theoretical perspectives; however, have differing emphasises towards the questions that they have been developed to address (Hornsey, 2008). SIT was the foundation theory developed by Tajfel and Turner. The theory proposes that individuals form social identities within the social groups. SIT was developed as a theory accounting for

intergroup relationships and provided a greater understanding of social behaviour (Haslam, 2004). SCT intended on expanding from the original theory suggesting that the extent to which an individual identifies with a group, motivates them to behave consistently with the groups norms (Turner et al., 1987). The epithet, the social identity approach, is used to encompass both theories so that certain aspects of the approach could be incorporated to understand different aspects of social life. Social identity approach is an extremely expansive and multi-dimensional theory and therefore, for the purpose of the current research, two dominant aspects of the theory will be examined: individuals have personal and social identities; and social identity underpins group behaviour.

Individuals develop personal and social identities

According to the social identity approach, the self-concept is comprised of both personal and social identities. A personal identity is a view of the self as a unique individual (Turner, et al., 1987). This identity emphasises a sense of personal autonomy rather than group membership (Hitlin, 2003). Personal identity has been related to value formation, value commitments and personality characteristics which include specific attributes of the self including talents and competence (Hitlin, 2003; Luhtanen & Crocker, 1992). As previously stipulated, due to the individualistic focus of the volunteerism literature, aspects of personal identity (such as personality, value motivations and personal wellbeing) are well theorised in the existing volunteerism literature. While personal identity provides important insight into motivations to volunteer, as volunteerism is a collective and collaborative behaviour, it is also important to understand aspects of social identity.

Social identities reflect *psychological membership of social groups*. Tajfel and Turner (1979) define social identity as “those aspects of an individual’s self image that derive from the social categories to which he/she belongs, as well as the emotional and evaluative

consequences of this group membership". Social identification with a group or organisation encourages the individual to act according to the groups' norms, values and attitudes (Turner, et al., 1987). Thus, social identity is considered a psychological membership, as individuals need to feel a sense of belonging with a group, to develop a social identity as a member of that group. Regardless of membership, if the individual does not identify with the group, they will not develop a social identity and adopt the groups norms and values.

Social identity underpins group behaviour

As explained, social identity reflects psychological membership within a social group and thus can be used to understand co-action between individuals. According to social identity approach, people can define themselves in terms of a common group membership (Haslam, Jetten, Postmes, & Haslam, 2009). Turner et al. (1987) suggest that when individuals see themselves as members of a certain group, they become motivated to promote attitudes and values that are aligned with the group and behave in a way congruent with the groups' norms. Therefore, in a volunteerism context, for an individual to be genuinely motivated to volunteer, they must perceive volunteerism and helping behaviours as the norm of their identity. However, this membership must be meaningful for the individual to adopt the groups' norms, values and attitudes. Of interest in the current thesis, is whether psychological membership and identification contributes to individuals behavioural intentions to volunteer and sustains this volunteerism.

Social identity and volunteerism. As previously indicated, the application of social identity approach to volunteerism is relatively recent, and the focus of volunteerism research is predominantly on individualistic motivations rather than group-level functions. The literature which has reviewed social identity within a volunteerism context has produced

interesting and important findings, highlighting that future research should focus in this direction.

Tidwell (2005) used social identity theory to determine the association between identification within non-profit organisations and pro-social behaviours. Tidwell (2005) found that strong identification with a non-profit organisation was related to higher levels of satisfaction and behaviours that benefitted the organisation. A secondary finding was that high organisational identification resulted in greater commitment to volunteerism and increased volunteers financial contributes to the organisation.

Simon, Stürmer & Steffens (2000) analysed the different kinds of identity that influenced group behaviour. In their research, they analysed three forms of identification present in AIDS volunteers; identification as a unique individual, as a member of a particular sexual orientation and as a volunteer within an AIDS organisation. Willingness to volunteer decreased when homosexuals were identified as unique individuals. However, collective identification as a homosexual increased willingness to volunteer because these individuals could identify with the sufferers of AIDS, e.g. "I identify with these people and I am just like them, so I will help them". Collective identification as a heterosexual decreased willingness to volunteer as the problem of AIDS was not as prevalent in the heterosexual community and not central to their identity. Identification as an AIDS volunteer was also a positive predictor of future volunteerism, regardless of sexual orientation. Volunteers continued to volunteer because it was a norm of their volunteerism membership, e.g. to be a volunteer means I should help people, and therefore, I should continue to volunteer (Simon, et al., 2000).

Thus far, I have outlined existing volunteerism research and described how the focus of much of this literature is overly-individuated. I then described the social identity approach, how it views the 'self' as being comprised of both personal (individuating) and social (group

or collective) identities; and how this has been linked to volunteerism. In the next section, I go on to outline recent advances in the collective action and social movement literatures that I believe might usefully inform understanding of volunteerism.

Social Movement Participation and Volunteerism: The Current Study

I indicated at the beginning of this thesis that a secondary goal of this research is to explore what recent innovations in the social movement and collective action literatures might fruitfully bring to our understanding of volunteerism. Specifically, my focus here is on recent research which suggests that action to achieve social change can be brought about through three pathways: a social identity pathway, a (group) emotion pathway, and an efficacy pathway (Thomas & McGarty, 2009; van Zomeren, Postmes, & Spears, 2008). It is worth considering these pathways in more detail and particularly with regards to their application to the current volunteerism context (victim support volunteerism).

Social Identity.

The social identity pathway has been described in some detail above but recent collective action work on *opinion-based group identities* suggests that exploring social groups based on shared opinions might be a useful way forward. Opinion based groups possess collective identities based on shared opinion. Individuals within these groups cannot merely share an opinion, but must perceive an opinion as based within their social identity as a member of that group (McGarty, Bliuc, Thomas, & Bongiorno, 2009). As previously explained, this identification must be psychologically meaningful.

Bliuc, McGarty, Reynolds & Muntele (2007) found that social identification for opinion based political groups strongly predicted commitment to social action. Identity formation had a role in maintaining social groups as identification with the group predicted

behavioural intentions (Bliuc, et al., 2007). As opinion-based groups are defined by opinions and norms, they can foster behaviours and actions which reflect these norms. Thomas, McGarty and Mavor (2009) state that there are many potential benefits of identification with opinion-based groups, for instance, these groups tend to hold clear norms for action.

Given the focus of the existing literature, I will also look at personal identity as a unique individual, social identity as a supporter of victims of crime and organisational identity as a volunteer in a victim support organisation. This will ensure that while the individualistic processes previously explored by literature are included, social and organisational identities, similar to those differentiated in the Simon, Stürmer & Steffens (2000) article, will also be examined. As discussed, it seems reasonable to expect that volunteers will possess a social identity as a supporter of victims of crime; whereas support for victims will be seen as an aspect of personal identity for non-volunteers. As indicated by Simon, Stürmer & Steffens (2000), organisational identity should play a role in sustaining volunteerism.

The Role of Emotion

Recent research has suggested group based emotion is important in fostering collective action (Mummendey & Wenzel, 1999; van Zomeren, Spears, Fischer, & Leach, 2004). Group based emotions are the emotions felt by group members who share a salient social identity. These emotions are derived from reviewing others who are believed to possess similar social identities. van Zomeren et al. (2004) argued that when an individual becomes a member of a social group, they adopt the relevant group-based emotions of the group. Emotions are also argued as fostering group membership and informing group norms (Thomas, McGarty and Mavor, 2009).

Montada and Schneider (1989) and Thomas and McGarty (2009) suggest that there are three dominant pro-social emotions that motivate pro-social behaviour. These emotions are guilt, sympathy and moral outrage. Thomas et al. (2009) explore these emotions, indicating that they are capable of informing group norms, giving meaning to group members and allowing group members to understand the social world. However, recent research has suggested that guilt does not predict or increase collective action to meaningfully reduce inequalities (Harth, Kessler, & Leach, 2008; Iyer, Schmader, & Lickel, 2007). Guilt is also regarded as less applicable in a victim support context and therefore the focus of the current research will revolve around sympathy and outrage.

Sympathy involves individuals feeling compassion for the plight of others and wanting to help (Harth, et al., 2008; Leach, Snider, & Iyer, 2002). Sympathy is considered 'other' focused and is characterised by a lack of self involvement. While individuals feel sympathy for a disadvantaged group, they cannot feel sympathy for themselves, as that would constitute feelings of self pity (Thomas et al., 2009). Due to this, it is believed that sympathy can have an important role in motivating attempts to secure social equality and has also been associated with promoting social action (Thomas and McGarty, 2009; Thomas et al., 2009).

Moral outrage is considered an action-orientated emotion and has been linked as a strong motivator for action to reduce inequality (Thomas and McGarty, 2009; Thomas et al., 2009). Moral outrage occurs when a moral standard has been perceived to be violated (Batson et al., 2007). Therefore, moral outrage is blame that is directed outward, usually towards a third party (Iyer, Leach, & Pedersen, 2004). Thomas and McGarty (2009) found that when primed with an outrage norm, commitment to action was enhanced within groups. Similarly, Thomas et al. (2009) and Thomas (2005) found that moral outrage was a strong predictor of action to support poverty alleviation.

Pride has also been associated with both collective action and volunteerism.

Boezeman and Ellemers (2007) found that individuals who portrayed pride and respect for volunteer groups displayed greater commitment to the organisations. It was found that the relationship between pride and respect with future intentions to volunteer was mediated by normative organisational commitment. They recommended that organisations induce pride and respect to increase organisational commitment amongst volunteers (Boezeman & Ellemers, 2007; 2008). Jimenez & Fuertes (2005) also considered pride a positive emotion in volunteers which was capable of prolonging intentions for future volunteerism.

Given these points, it seems reasonable to expect that outrage will be a more motivating emotion for volunteers within victim support organisations, whereas sympathy would be a more motivating emotion for non-volunteers. As illustrated by Boezeman and Ellemers (2007), pride would be more expected to sustain volunteerism.

Collective Efficacy

Recent research has suggested that efficacy processes are important in fostering collective action (Mummendey & Wenzel, 1999; van Zomeren, et al., 2004). van Zomeren et al. (2004) proposed that efficacy processes were capable of promoting and increasing commitment to collective action and a belief that the group could achieve social change. Self and collective efficacy have also been related to prompting and sustaining volunteerism, promoting sense of community and fostering social identity at individual and group levels.

Research on communities indicates that neighbourhoods with a sound community and social cohesion are enhanced by self and collective efficacy (Ohmer, 2007; Sampson, Raudenbush, & Earls, 1997). Self efficacy is an individual's self judgement about their capabilities to achieve goals (Bandura, 1982). When individuals have a strong belief that they are capable of completing a task or achieving a goal, they have more self-assurance that their

goal will be completed. Collective efficacy is group members shared beliefs that they have collective power to produce desired results or achieve group goals (Bandura, 2000).

Individuals who feel a part of their community tend to feel as though they personally can make a positive difference and that the community as a whole has the ability to band together for positive social work (Ohmer, 2007; Sampson, et al., 1997).

Helmes and Govindan (2007) investigated self efficacy between volunteers and non-volunteers in older adults. Results indicated that volunteers possessed higher levels of self efficacy than non-volunteers. However, they recognised that high levels of self-efficacy could be the result of several other factors, and therefore volunteerism and associated outcomes needed further analysis. One of these associated outcomes may be social identification.

Cameron (1999) investigated the measures of social identification, psychological wellbeing and efficacy beliefs in a sample of university students. Cameron found that the relationship between social identity and psychological wellbeing was mediated by perceptions of group derived efficacy. Group derived efficacy and identity also predicted self efficacy. It was found that social identity played a motivational role in attaining group goals.

Given the focus of efficacy in both social movement and volunteerism research, it seems fitting to apply three forms of efficacy to volunteerism in victim support organisations. Self-efficacy, collective efficacy amongst supporters (belief that together, supporters of victims of crime can improve outcomes for victims of crime) and collective efficacy amongst volunteers (belief that together, volunteers in victim support organisations can improve outcomes for victims of crime) will be examined. This will allow the current study to review both individualistic and collective forms of efficacy to determine their impact on motivating and sustaining volunteerism. Aligned with previous research on efficacy, volunteerism and identification, it seems reasonable to expect that self efficacy will motivate non-volunteers,

while collective efficacy amongst supporters will motivate volunteers. It can also be expected that collective efficacy amongst volunteers would sustain volunteerism.

Summary and Overview

I have taken a social identity approach and applied what we know about collective action and social movement literature, to aid victim support organisations in motivating and sustaining volunteers. I firstly described the stages of development an individual can take between sympathising with a cause (non-volunteers) to participating to support a cause (long term volunteer). It is argued that reviewing a non-active but sympathetic population of non-volunteers is worthy of study and provides insights into the differences between sympathisers and active supporters.

It was explained that the predominance of volunteerism literature focuses of individualistic motivations of volunteers such as personal values, personality and personal wellbeing. One extensive literature in this area is Clary's VFI research. Given the importance of this research, the current study utilises the six VFI functions to see whether they usefully predict behaviour in the victim support context. However, to extend beyond these individualistic motivations, I then discussed the use of social identity approach in various collective action, social movement and volunteerism research, indicating its importance in describing and understanding groups in the social world. This recent application of social identity approach in a volunteerism context has been beneficial to our current state of knowledge on the field.

In the final section, I explored recent innovations in the social movement and collective action literatures and described how they might usefully inform victim support volunteerism. Specifically, I talked about identities based on shared opinions about supporting victims of crime, efficacy and group-based emotions. These processes are focal in

the social movement and collective action literatures and could provide important insight into motivating and sustaining volunteerism. These different processes are captured in the conceptual Figure 1. Figure 1 shows the progression from non-volunteers (sympathisers) to volunteers, to long term volunteers, attributing various factors to progressing people along this pathway.

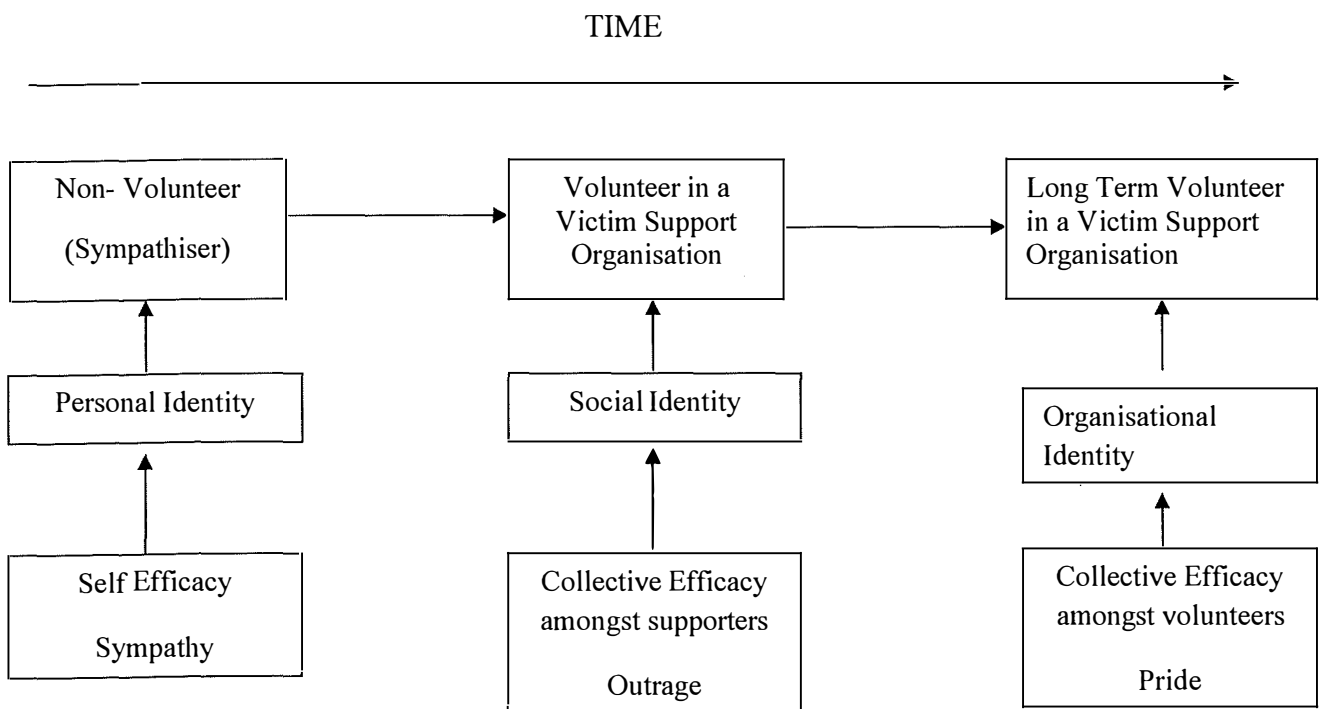


Figure 1. Conceptual map of factors associated with volunteering over time.

Predictions

Hypothesis 1: Quantitative differences between volunteers and non-volunteers. It is predicted that non-volunteers (sympathisers) and volunteers will exhibit quantitative (mean level) differences, such that, volunteers will possess higher levels of personal and social identity, sympathy, outrage, pride and self and collective efficacy.

Hypothesis 2: Qualitative differences in motivating volunteerism. In addition to mean level differences between the two samples, I also expect that there will be different pathways to behavioural intentions to volunteer in the two samples (See Figure 1).

2a non-volunteer sample: In accordance with the research discussed above, it is predicted that sympathy, self efficacy and personal identity will predict behavioural intentions in a sympathetic but non-volunteer sample, because these personal-level attributes have not become generalised as a part of a collective, or social self. It is also predicted that personal identity will mediate the relationship between sympathy and self efficacy with behavioural intentions to volunteer (see Thomas, McGarty & Mavor, 2009b, who argued that identity will capture, or encapsulate, action-relevant constructs like emotions and beliefs).

2b volunteer sample: In accordance with the research discussed above, it is hypothesised that outrage, social identity as a supporter of victims of crime and collective efficacy amongst supporters will predict behavioural intentions in volunteers, because in this sample, these attributes have become incorporated in a sense of a ‘social’ or group-level self. It is also predicted that social identity as a supporter will mediate the relationship between outrage and collective efficacy with behavioural intentions to volunteer (see Thomas, McGarty & Mavor, 2009b).

Hypothesis 3: Processes underpinning sustained volunteerism. It is hypothesised that collective efficacy amongst volunteers, pride (Boezeman & Ellemers, 2007; Boezeman & Ellemers, 2008) and volunteer organisational identity will predict intentions for future volunteering. It is also predicted that organisational identity will mediate the relationship between pride and collective efficacy amongst volunteers with intentions for future volunteering.

Method

Design

The study employed a 2 cell between subjects design. It compares volunteer and non-volunteer samples to determine the relationships between the processes underpinning behavioural intentions to volunteer and the processes underpinning sustained volunteerism, through a social identity perspective.

Participants

Volunteer population. Ninety-nine people (12 Males, 81 Females, 6 did not indicate their gender) completed the volunteer questionnaire. Participants were aged between 19 and 86 years and had a mean age of 54 years ($SD=15.061$). Ninety-three participants were Australian citizens or permanent residents, while six participants did not indicate their citizenship. Volunteers were recruited from 12 Australian victim support organisations. Seventy-one responses were from government organisations and eight were from non-government organisations. Twenty individuals did not disclose which kind of victim support organisation they volunteered for. The majority of participants (75.9%) volunteered in urban locations.

Non-volunteer population. One hundred and thirty four people (37 Males, 89 Females, 8 did not indicate their gender) completed the non-volunteer questionnaire. Participants were aged between 18 and 77 years and had a mean age of 28.34 years ($SD= 11.298$). One-hundred and eighteen participants were Australian citizens or permanent residents, while eight participants were not. A further eight participants did not disclose their citizenship.

Procedure

Both volunteer and non-volunteer versions of the survey were administered electronically via the Murdoch University SCORED website. Victim Support Service (Department of the Attorney General) were also authorised to mail some questionnaires out to regional areas without internet access. Three questionnaires were received through this method, and were electronically entered by the researchers. All participants were informed that the questionnaire was anonymous, did not contain highly personal questions and would take approximately 20 minutes to complete. On completion of the questionnaire, all participants were given a post-test information letter about the research.

Volunteer procedure. Nineteen Australian victim support organisations were approached to participate in the research. However, seven of these organisations did not have a volunteer sample. Representatives from the remaining 12 victim support organisations were contacted via email, requesting participation of their volunteers in the research. All organisations agreed to participate and were then emailed an information letter containing the link to the online questionnaire. To maintain anonymity, no contact was made directly to the volunteers; all distribution of the information letter was made via the organisations representative. A follow-up phone call (three weeks) and secondary email (five weeks) was made to all organisational representatives to redistribute the information letter to any volunteers who had not had an opportunity to complete the questionnaire. A list of the participating organisations and a brief description can be found in Appendix A.

A majority of the participants came from the Victim Support Service (WA) run by the Department of the Attorney General. The department was contacted to access volunteers within the service and an application for research was completed. Contact with representatives from the Victim Support Service was made to ensure suitability of the

questionnaire was agreed on both sides. All questionnaires were distributed by the Victim Support Service liaison and volunteers were given two weeks to complete the questionnaire.

Non-volunteer procedure. Non-volunteers were recruited in two ways. Firstly, an advertisement through the Murdoch University Subject Pool was used. Secondly, a recruitment email was sent out and a subsequent snowballing method of recruitment was used by participants forwarding the original email. The information letter which contained the link to the online questionnaire was distributed electronically.

Questionnaire

The questionnaire was titled “Attitudes towards volunteering to assist victims of crime”. Two variations of the questionnaire were constructed. The volunteer questionnaire contained 144 questions and the non-volunteer questionnaire contained 85 questions. Both questionnaires were identical, with additional questions added in the volunteer questionnaire. All items (except the Personal Wellbeing Scale) were presented using a likert-type response scale that ranged from *strongly disagree* (1) to *strongly agree* (7). The Personal Wellbeing Scale was measured using a likert-type response scale that ranged from *strongly dissatisfied* (1) to *strongly satisfied* (7). All scales had good to excellent internal consistency (see α reported below). The full volunteer questionnaire can be found in Appendix B and non volunteer questionnaire in Appendix C.¹

Measures Present in Both Questionnaires

Personal identity. Personal identity scale contained nine items derived from Baray, Postmes and Jetten (2009). For example, ‘Being a supporter of victims of crime makes me who I am’. The scale had good internal reliability ($\alpha = .73$).

¹ Note. Some items in the questionnaire were used for exploratory purposes only, and will not be discussed in this thesis.

Social identity. Social identity as a supporter of victims of crime was measured using 5 items from the Leach et. al. (2008) Multicomponent In-Group Identification Scale. For example, 'I feel a bond with other supporters of victims of crime'. Three depersonalisation items derived from Bliuc et. al., (2007) were also added to validate the measure of social identification. Depersonalisation measures assess the extent to which the group is seen as a coherent entity. For example, 'Supporters of victims of crime share common goals'. The social identity scale had very good internal reliability ($\alpha = .83$).

Behavioural intentions to volunteer. Participants were asked to indicate their willingness to participate in 13 activities, derived from Simon, Stürmer and Steffens (2000). For example, 'I am willing to donate money to victim support organisations'. This scale had excellent internal reliability ($\alpha = .94$).

Attitudinal items. Attitudinal items were constructed to measure attitudes towards volunteers (2 items; e.g., 'Volunteers form an important part of our community'), attitudes towards volunteering (2 items; e.g., 'Volunteering is important for our community fabric') and attitudes towards victim support organisations (3 items; e.g., 'Victim support organisations benefit victims of crime'). All attitudinal scales were considered to have good internal reliability ($\alpha=.82$, $\alpha=.74$, $\alpha=.68$, respectively).

Emotional Items. Two items measuring pride, three items measuring sympathy and three items measuring outrage towards victims of crime were constructed. All measures were considered as having good internal reliability. ($\alpha = .71$, $\alpha = .672$, $\alpha = .92$, respectively).

Efficacy. Three items were constructed to measure self efficacy. For example, 'My personal support can improve the outcomes for victims of crime'. A further three items were constructed to measure collective efficacy amongst supporters of victims of crime. For

example, 'Together supporters can improve the outcomes for victims of crime'. Both scales had good internal reliability ($\alpha = .74$, $\alpha = .79$, respectively).

Additional Measures in Volunteer Questionnaire

Organisational identity. Similar to the social identity measure, organisational identity as a volunteer of a victim support organisation was measured using 5 items adopted from Leach et. al., (2008). For example, "I feel a bond with other volunteers in my victim support organisation". Three depersonalisation items were also used in the scale, for example, 'Volunteers in victim support organisations share common goals'. The organisational identity scale had very good internal reliability ($\alpha = .85$).

Intentions for future volunteering. Six items measuring future intention to volunteer in victim support organisations was used to determine sustained volunteerism. Both short and long term intentions were measured and adapted from Clary et al. (1998) and Hoye et al. (2008). For example, 'I am likely to be volunteering in my victim support organisation five years from now'; 'I intend on leaving volunteering in the next 12 months'. The scale was found to have very good internal reliability ($\alpha = .87$).

Motivations to volunteer. Motivations to volunteer was measured using the Clary et al. (1996) Volunteer Functions Inventory (VFI). The VFI contains 30 items considered as representing the five functions or motivations for people to volunteer (Protective, Values, Career, Social, Understanding and Enhancement). The scale was considered as having very good internal reliability ($\alpha = .901$) supporting previous reviews of the scale (Allison, et al., 2002; Clary & Snyder, 1999; Clary, et al., 1998; Clary, et al., 1996; Greenslade & White, 2005).

Achievement of motivations to volunteer. Six items reflecting the VFI volunteer functions were designed to determine if these functions were met through volunteerism. For example, 'As a result of volunteering in a victim support organisation, I now value myself more as a person', matches the 'value' motive. This scale was considered as having very good internal reliability ($\alpha = .85$)

Collective efficacy amongst volunteers in victim support organisations. Similar to the other efficacy scales, a further three items measuring collective efficacy amongst volunteers in victim support organisations were constructed. For example, "Together with my victim support organisation, we can improve outcomes for victims of crime". This scale was considered as having very good internal reliability ($\alpha = .82$).

Results

Preliminary Analyses

Attitudes towards volunteering and victim support organisations

A precondition of the model is that there are core differences between sympathetic non-volunteer and active volunteer populations. Specifically, both groups should express positive attitudes towards supporting victims of crime but volunteers should be more positive about volunteering. This precondition is supported by the descriptive statistics and t tests found on Table 1. It can be seen that, when it comes to attitudes towards support for victims of crime, volunteers and non-volunteers are equally supportive; however volunteers exhibit significantly higher positive attitudes towards volunteers and volunteering. I conclude that it is reasonable to view my non-volunteer sample as 'sympathetic' but not active.

Table 1

Means, standard deviations and significance tests of main dependent variables, comparing volunteers in victim support organisations and non-volunteers.

	Volunteer	Non-Volunteer	t (df)
	Mean (SD)	Mean (SD)	
Personal Identity	4.97 (.84)	4.65 (.68)	3.09 (223)**
Social Identity as a supporter of victims of crime	5.03 (.93)	4.34 (.77)	6.24 (231)**
Behavioural intentions to volunteer	5.12 (.94)	3.49 (1.27)	10.85 (231)**
Self- Efficacy	5.94 (.73)	5.13 (.96)	6.86 (223)**
Collective- efficacy as a supporter of victims of crime	6.28 (.83)	6.15 (.67)	1.29 (231)
Sympathy	6.07 (.74)	6.28 (.72)	2.16 (231)*
Outrage	4.35 (1.69)	5.08 (1.41)	3.56 (231)**
Pride	6.43 (.75)	5.83 (.92)	5.36 (231)**
Attitudes towards volunteers	6.81 (.40)	6.58 (.56)	3.58 (231)**
Attitudes towards volunteering	6.75 (.44)	6.48 (.59)	3.75 (231)**
Attitudes towards victim support organisations	6.05 (.84)	5.94 (.79)	1.09 (231)

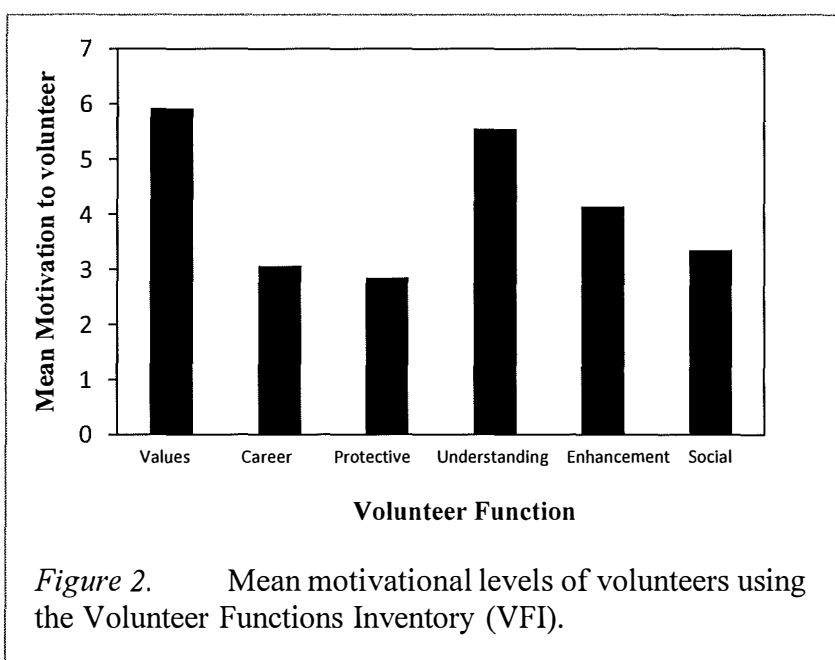
*Denotes significant difference at $p < .05$

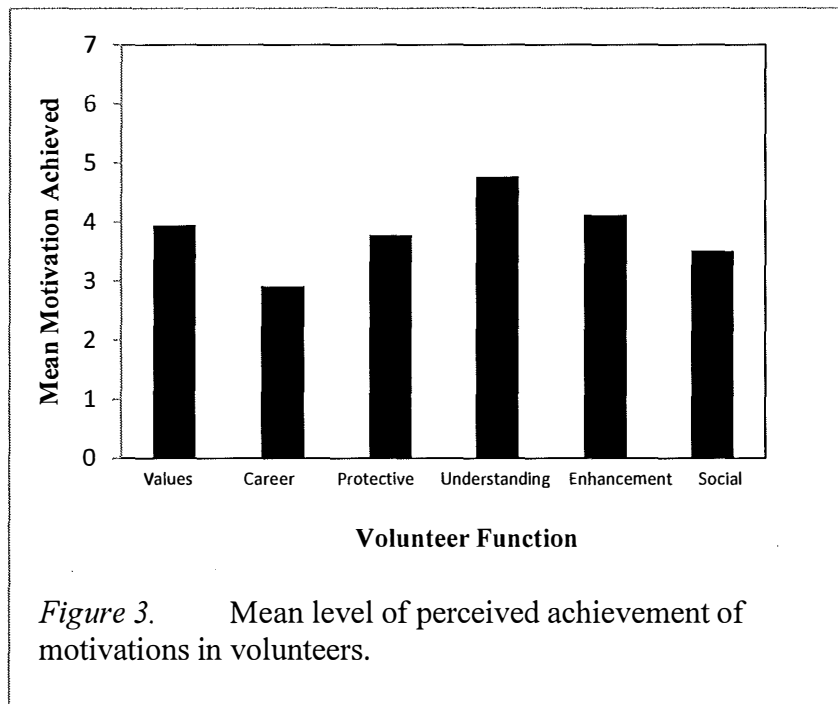
**Denotes significant difference at $p < .01$

*Main Analysis**Quantitative Differences between Victim Support Volunteers and Non-Volunteers*

Table 1 displays descriptive statistics and t tests, comparing the non-volunteer and volunteer groups. As can be seen in Table 1, the volunteer group had higher mean levels in personal identity and social identity as a supporter of victims of crime. Volunteers also possessed higher mean levels of pride, self efficacy and collective efficacy as a supporter of victims of crime. Surprisingly, non-volunteers exhibited higher mean levels of sympathy and outrage towards victims of crime.

As can be seen on Figure 2, with regards to Clary's VFI, volunteers were most motivated by their values ($M= 5.92, SD= .66$) and understanding ($M=5.55, SD =.89$) functions, and least motivated to volunteer due to protective ($M=2.85, SD=1.13$) and career ($M=3.06, SD=1.74$) functions. As can be seen on Figure 3, volunteers asserted that their understanding functions were most achieved by volunteering in victim support ($M=4.77, SD=1.59$), while their career functions were least achieved ($M=3.95, SD=1.75$).





Independent samples t tests were used to further analyse the data (Table 1).

Volunteers were found to exhibit significantly higher levels of personal identity and social identity as a supporter of victims of crime. In the emotional items, volunteers exhibited significantly higher levels of pride, but significantly lower levels of sympathy and outrage for victims of crime, in comparison to the non-volunteer group. Volunteers exhibited significantly higher self efficacy, however there were no significant differences between the groups for collective efficacy amongst supporters of victims of crime.

Qualitative Differences in Processes Underpinning Volunteerism

Correlations. Correlations for the key variables of interest are presented in Tables 2 (non-volunteer sample) and 3 (volunteer sample). As can be seen in the non-volunteer sample (Table 2), personal identity and self efficacy both correlated with intentions to volunteer. Sympathy also correlated with intentions to volunteer while outrage did not.

Table 2

Correlations between behavioural intentions to volunteer and the dependent variables, within the non-volunteer sample.

	1	2	3	4	5	6	7	8
1. Behavioural Intentions	-	.418**	.320**	.479**	.201*	.297**	.080	.228**
2. Personal Identity		-	.370**	.312**	.223*	.215*	.123	.357**
3. Social Identity			-	.440**	.288**	.297**	.151	.320**
4. Self Efficacy				-	.453**	.357**	.174	.338**
5. Collective Efficacy amongst Supporters					-	.509**	.175*	.514**
6. Sympathy						-	.229*	.425**
7. Outrage							-	.095
8. Pride								-

Note. * $p < .05$, ** $p < .01$.

Table 3.

Correlations between behavioural intentions to volunteer and the dependent variables, within the volunteer sample.

	1	2	3	4	5	6	7	8
1. Behavioural Intentions	-	.308**	.500**	.342**	.266**	.199*	.276**	.206*
2. Personal Identity		-	.376**	.407**	.342**	.243*	.151	.238*
3. Social Identity			-	.541**	.523**	.362**	.247*	.378**
4. Self Efficacy				-	.674**	.426**	.318**	.236*
5. Collective Efficacy amongst supporters					-	.523**	.275**	.330**
6. Sympathy						-	.369**	.371**
7. Outrage							-	.130
8. Pride								-

Note. * $p < .05$, ** $p < .01$.

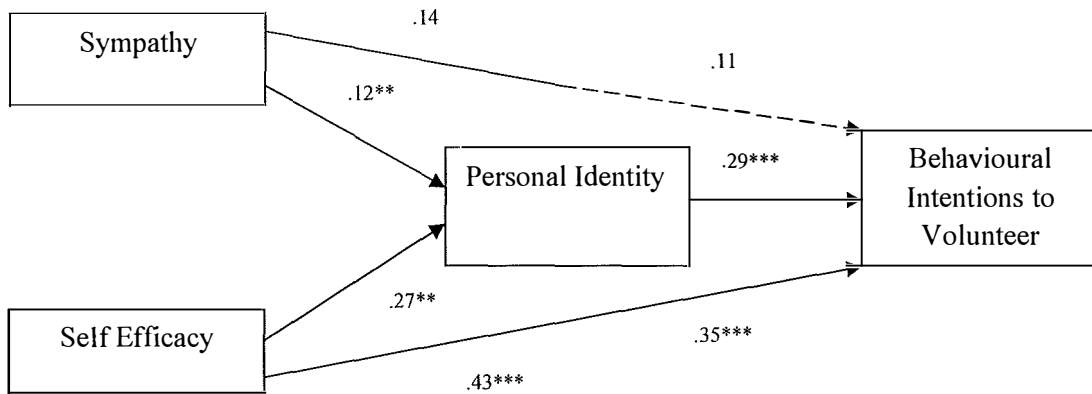
Table 3 shows that in volunteers, social identity most strongly correlated with intentions to volunteer. Outrage correlated with intentions more strongly than sympathy, as did collective efficacy amongst supporters, in comparison to self efficacy. Heirarchical regressions were next utilised to test whether identification played a mediating role in predicting behavioural intentions.

Heirarchical Regression Analyses

Non-volunteer sample. To test hypothesis 2a, heirarchical analysis was conducted to determine if the effect of sympathy and self efficacy on behavioural intention was mediated by personal identity. Analyses followed the steps outlined by Baron and Kenny (1986); Figure 4 displays the beta weights and significance levels for each of the pathways.

In the first step, sympathy and self efficacy were added and found to significantly predict behavioural intention, though this was marginal for the effect of sympathy. Personal identity was added in the next step and was found to be a significant predictor. However, adding personal identity also attenuated the connection between sympathy and behavioural intention. Self-efficacy remained a significant predictor. The final model accounted for 32% of variance ($R^2 = .32$, $F(3, 126) = 19.18$, $p < .001$).

To provide discriminant validity, I tested the same model in the volunteer sample. Sympathy was a poor, non-significant predictor ($\beta = .07$, $p = .52$), while initially, self efficacy predicted behavioural intention ($\beta = .31$, $p = .004$). When personal identity was entered into the model, it did not predict behavioural intention ($\beta = .198$, $p = .06$). The final model, while significant, accounted for only 15% of variance ($R^2 = .15$, $F(3, 97) = 5.66$, $p = .001$) compared to 32% of the variance in the non-volunteer sample.

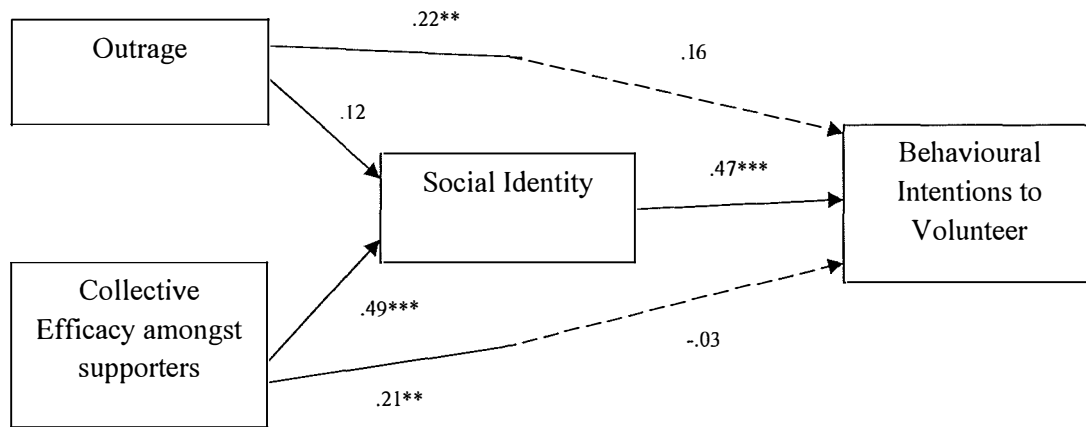


*denotes marginal significance at $p=.09$; **significant at $p<.05$; *** significant at $p<.01$

Figure 4. The Relationship between Sympathy and Self Efficacy with behavioural intentions to volunteer is mediated by Personal Identity, in the non-volunteer sample.

Volunteer Sample. To test hypothesis 2b, a hierarchical regression was conducted to determine if the effect of outrage and collective efficacy amongst supporters on behavioural intention was mediated by social identity as a supporter. This model is illustrated in Figure 5. Firstly, outrage and collective efficacy amongst supporters were added and found to significantly predict behavioural intention. Social identity as a supporter was then added and found to also predict behavioural intention. However, by entering social identity, it attenuated the connection between outrage and collective efficacy with behavioural intentions. The final model accounted for 27% of variance ($R^2=.27$, $F(3, 98) = 11.94$, $p <.01$).

To provide discriminant validity, I tested the same model but in the non-volunteer sample. Outrage was a poor non-significant predictor ($\beta=.05$, $p=.59$), while initially, collective efficacy was a significant predictor of behavioural intention ($\beta=.19$, $p=.03$). When social identity was entered into the model, it was a significant predictor ($\beta=.28$, $p=.001$), however, resulted in collective efficacy no longer predicting behavioural intentions ($\beta=.12$, $p=.19$). This final model, while significant, accounted for only 12% of variance ($R^2=.12$, $F(3, 133) = 5.67$, $p <.01$), compared to 27% of variance in the non-volunteer sample.



*denotes marginal significance at $p=.09$; **significant at $p<.05$; *** significant at $p<.01$

Figure 5. The Relationship between Outrage and Collective Efficacy amongst supporters with behavioural intentions to volunteer is mediated by Social Identity, in the volunteer sample.

The VFI functions were also analysed within the volunteer sample, as they have been found to be strong predictors of motivations to volunteer. Of the VFI motivations, values was the only function to correlate with behavioural intentions to volunteer, $r(95) = .36, p < .01$. To explore whether social identity added over and above the values function, a regression analysis was calculated. VFI values function was firstly entered and found to significantly predict behavioural intentions to volunteer ($\beta = .36, p < .001$). However, when social identity was added into the model, the VFI values function no longer significantly predicted behavioural intentions ($\beta = .16, p = .106$), indicating that social identity worked over and above the values function in predicting behavioural intentions.

Processes Underpinning Sustained Volunteerism

As can be seen in Table 4, correlations were calculated to analyse the relationship different processes had with sustaining volunteerism. Identification as a supporter of victims of crime (social identity) and as a volunteer in a victim support organisation (organisational identity) were the strongest correlates to intentions for future volunteerism.

Table 4.

Correlations between Intentions for Future Volunteerism and dependent variables in Volunteer Sample.

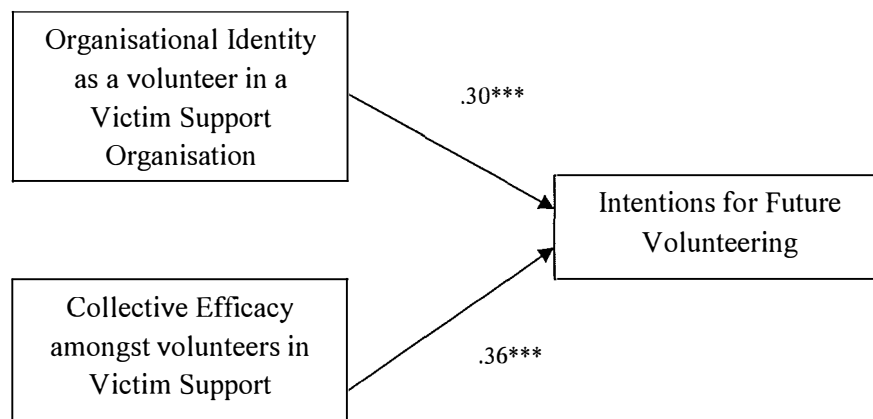
	1	2	3	4	5	6	7	8	9	10
1. Intentions for future volunteering	-	.076	.551**	.506**	.247*	.349**	.529**	.131	-.030	.102
2. Personal Identity		-	.376**	.331**	.407**	.342**	.300**	.243*	.151	.238*
3. Social Identity			-	.799**	.541**	.523**	.544**	.362**	.257*	.378**
4. Organisational Identity				-	.507**	.483**	.577**	.271**	.108	.332**
5. Self Efficacy					-	.674**	.664**	.426**	.318**	.236**
6. Collective Efficacy amongst Supporters						-	.649**	.523**	.275**	.330**
7. Collective Efficacy amongst volunteer							-	.213*	.168	.254*
8. Sympathy								-	.369**	.371**
9. Outrage									-	.130
10. Pride										-

Note. * $p < .05$, ** $p < .01$.

Personal identity did not significantly correlate with intentions for future volunteerism. Efficacy was correlated with intentions for future volunteerism, with collective efficacy amongst volunteers in victim support and collective efficacy amongst supporters as the strongest predictors. Emotional predictors of sympathy, outrage and pride were not significantly correlated with intentions for future volunteering.

A hierarchical regression was calculated to test hypothesis 3 and determine if the effects of collective efficacy amongst volunteers and pride on intentions for future volunteering were mediated by organisational identity. Firstly, pride and collective efficacy amongst volunteers were added into the model. Pride did not significantly predict intentions for future volunteering ($\beta = -.04, p = .71$), whereas, collective efficacy amongst volunteers significantly predicted intentions for future volunteering ($\beta = .54, p < .001$). Organisational identity was next added into the model and was found to predict intentions for future volunteering ($\beta = .33, p = .003$). Collective efficacy amongst volunteers remained a significant predictor ($\beta = .36, p = .001$), while pride remained an insignificant predictor of intentions for future volunteering ($\beta = .10, p = .27$).

As there was no mediation in the previous model and pride did not predict future intentions to volunteer, a further regression analysis was calculated to determine the predictive value of organisational identity and collective efficacy with future intentions to volunteer. When entered into the equation, both organisational identity and collective efficacy significantly predicted intentions of future volunteering. This model accounted for 34% of variance ($R^2 = .34, F(2, 93) = 23.39, p < .001$). This final model is conceptualised in Figure 6.



*denotes marginal significance at $p=.09$; **significant at $p<.05$; *** significant at $p<.01$

Figure 6. Organisational Identity as a volunteer in a victim support organisation, and collective efficacy amongst volunteers in victim support organisations both predict intentions for future volunteering.

Clary et al. (1998) argued that the achievement of VFI motivations was the most important factor in sustaining volunteerism. Indeed it can be seen that the achievement of VFI motivations correlated with intentions for future volunteerism, $r(94)=.21, p<.05$. A regression analysis was calculated to determine whether organisational identity worked over and above the achievement of VFI motivations to predict intentions for future volunteering. Achievement of VFI motivations was firstly entered into the equation and found to significantly predict intentions for future volunteering ($\beta=.21, p<.05$). When organisational identity was entered into the equation, it was found to be a significant predictor ($\beta=.53, p<.001$), however, resulted in achieved motivations no longer predicting intentions for future volunteering ($\beta=-.05, p=.63$). It was concluded that organisational identity worked over and above the achievement of VFI motivations in predicting sustained volunteerism.

Discussion

This thesis sought to identify the processes underpinning behavioural intention to volunteer and sustain volunteerism in victim support organisations. Consistent with

hypothesis 1, there were quantitative differences between volunteers and non-volunteers, such that volunteers possessed higher levels of personal and social identity and self and collective efficacy. Unexpectedly, non-volunteers possessed higher levels of sympathy and outrage. Consistent with hypothesis 2a, personal identity, sympathy and self efficacy predicted behavioural intentions in non-volunteers and personal identity mediated the relationship between sympathy and behavioural intentions. Unexpectedly, self efficacy predicted behavioural intentions despite this mediation. Consistent with hypothesis 2b, social identity, outrage and collective efficacy amongst supporters predicted behavioural intentions in volunteers, and social identity mediated the relationship between outrage and collective efficacy with behavioural intentions. Supporting hypothesis 3, organisational identity and collective efficacy amongst volunteers both predicted intentions for future volunteering. Unexpectedly, pride did not predict the behaviour and organisational identity did not play a mediating role in the model. The VFI functions were also analysed as an important and highly reliable inventory of volunteer motivations. However, identification processes were found to work over and above that of the VFI motivations, and motivations achieved, in predicting volunteerism and future volunteerism.

Theoretical Implications

Differences between volunteers and non-volunteers

Consistent with previous research regarding identification and group membership (Omoto & Snyder, 1995; Simon, et al., 2000; Tidwell, 2005), volunteers in victim support organisations possessed significantly higher levels of social identity as a supporter of victims of crime, in comparison to non-volunteers. Baray et al. (2009) suggested that social and personal identity work interdependently within self-defining groups to define the self. They found that there was a poor differentiation between personal and social identification and

concluded that personal identity could be dependent on the group and could be informed by an individual's social identity. Consistent with their findings, volunteers possessed a strong sense of social identity, however retained a sense of personal identity. While the current study did not analyse the relationship between these two identities, it was highlighted that even when individuals become a member of a social group, they still maintain a sense of self as a unique individual. Social identity was not as strong in non-volunteers, indicating that a strong social identity had not been formed due to a lack of membership as a volunteer in victim support.

Both volunteers and non-volunteers possessed relatively high levels (that is above, the scale midpoint) of outrage and sympathy. However, one interesting and perhaps counterintuitive finding was that volunteers possessed significantly lower levels of outrage and sympathy towards victims of crime. One possible account for this difference may be that volunteering (and participation in social action) may allviate emotion. Baumeister, Vohs, DeWall and Zhang (2007) question the idea that emotions cause action, stating that past experiences and feedback fuel our emotions. Thus, volunteers may be desensitised to issues relating to victims of crime and therefore do not receive strong emotional responses. Non-volunteers having stronger emotions towards the topic may be the result of a lack of previous experiences surrounding victims of crime and may be fuelled purely by a socially acceptable view that crime should be looked upon with outrage and that sympathy should be afforded to victims of crime.

Processes Underpinning Commitment to Volunteerism

It has already been identified that the non-volunteer sample can be regarded as a sympathiser group – a group of individuals who sympathise with a cause, but do not actively participate. Thus, the processes that predict behavioural intentions to volunteer in the non-

volunteer sample are regarded as the characteristics of sympathisers to the cause of victim support. Whereas, the processes that predict behavioural intention to volunteer in the volunteer sample are regarded as the processes needed to motivate individuals to volunteer and enhance behavioural intention.

Efficacy, group-based emotion and identity processes all predicted behavioural intentions to volunteer, to different extents between the volunteer and non-volunteer groups. These findings were similar to that of social movement and collective action research (Mummendey & Wenzel, 1999; van Zomeren, et al., 2004), indicating that volunteerism and social movement/collective action literatures are comparable. Volunteerism research should expand in the same direction as social movement and collective action research, as the factors influencing both areas seem to be comparable or at least warrant further analysis. This also improves our current knowledge of the effects of efficacy, identity and group-based emotions in fostering behaviour.

The findings that sympathy predicted behavioural intentions in non-volunteers, supported previous social action research stating that sympathy was characterised by a lack of self involvement with a social issue (Harth, et al., 2008; Thomas, et al., 2009; Thomas & McGarty, 2009). Outrage was found to be a predictor of behavioural intentions in volunteers. However, outrage was considered an action-orientated emotion and thus, it predicted behavioural intention in the volunteer group, as these individuals are known to actively volunteer. This highlighted the motivating power of sympathy and outrage in promoting behavioural intentions to volunteer. While social movement research had established these emotions as promoting social action (Montada & Schneider, 1989; Thomas, et al., 2009; Thomas & McGarty, 2009; van Zomeren, et al., 2004), the extension of this to volunteerism research highlights that these two literatures are more similar than perceived.

As hypothesised, self and collective efficacy predicted behavioural intentions to volunteer, supporting previous research of the effects of efficacy promoting social action (Mummendey & Wenzel, 1999; Thomas & McGarty, 2009; van Zomeren, et al., 2004). To volunteer, non-volunteers needed to feel that as an individual, they were capable of achieving goals within victim support, while volunteers needed to believe that the collective power of supporters of victims of crime could achieve group goals. Supporting Helmes and Govindan (2007) and Ohmer (2007), volunteers possessed higher levels of both self and collective efficacy, indicating that volunteers have a stronger belief that as an individual, they are capable of achieving goals, and as a member of a group, can collectively achieve group goals.

The regression analysis revealed that personal and social identities mediated the relationship between emotions and efficacy with behavioural intentions. In particular, the role of social identity in predicting behavioural intention, indicates that identification with a cause (in this case as a supporter of victims of crime) is essential to promote behavioural intention. With the exception of a few caveats, identification processes involved efficacy and group-based emotions when predicting behavioural intentions. This supports Thomas and McGarty (2009), who concluded that certain processes can become encapsulated in social identity. In this instance, efficacy and emotions became a part of an individual's identification. As explained by Thomas et al. (2009b), emotion, efficacy and action can be regarded as group norms rather than group products. Thomas et al. (2009b) explain that the pattern of these processes with identification can shape commitment to social and political action. Knowing the similarities between social action and volunteerism research, it is evident that these patterns are occurring in the current context.

The current study indicates that different processes promote volunteerism in volunteers and non-volunteers, and as described by Thomas et al. (2009b), the patterns of these relationships are important in increasing commitment to social action. As shown,

efficacy and emotions become encapsulated by identification and thus, the strength of identity processes is highlighted in the current study. These results indicate two important implications for volunteerism research. Firstly, group-level processes are important in motivating volunteers and this should be reflected in future research directions. Secondly, there is a great comparability between collective action/social movement research and volunteerism research, and these relationships should be explored.

Processes Underpinning Sustained Volunteerism

It was hypothesised that pride, collective efficacy amongst volunteers and organisational identity would predict intentions for future volunteering. The current study indicated that organisational identity as a volunteer and collective efficacy amongst volunteers both predicted future volunteerism. These results highlight that collective processes play a role in sustaining volunteerism. Furthermore, personal identity did not correlate with intentions for future volunteering, further indicating that group membership was required to sustain volunteerism. Similar to Simon et al. (2000) and Tidwell (2005), identification as a volunteer increased commitment to volunteerism as volunteering was a norm of this psychologically meaningful membership.

Against the findings of Boezeman and Ellemers (2007; 2008), pride did not predict the future volunteerism. This is surprising, considering that Boezeman and Ellemers (2007) found that long term volunteers exhibited higher levels of pride than occasional volunteers. This could mean that while pride is associated with long term volunteerism, it is not a factor which prompts the behaviour, but is more a result of the behaviour, e.g. volunteers in victim support feel pride as a result of volunteerism, however these feelings do not sustain the behaviour. Interestingly, this result indicated that while emotions play a role in motivating volunteerism, they have less an effect on sustaining the behaviour. However, the results

indicate that while organisational identity did not mediate the relationship between pride and sustained volunteerism, it increased the predictive value of pride. This indicates that similar to outrage and sympathy, pride can also become encapsulated in identification, further supporting Thomas et al. (2009b).

It was also hypothesised that organisational identity would mediate the relationship between pride and collective efficacy amongst volunteers with future volunteerism. However, it was concluded that organisational identity and collective efficacy amongst volunteers were both important factors in predicting intentions for future volunteering. Organisational identity did not play a mediating role in this prediction, but rather both factors account for sustained volunteerism. This supports van Zomeren et al. (2004), in that efficacy was capable of promoting and increasing commitment to achieve social change. Once again, this highlights the comparabilities between collective action and volunteerism research.

In sum, to sustain volunteerism, individuals require a sense of organisational identification as a volunteer in a victim support organisation and need to hold a belief that volunteers within their victim support organisation are capable of achieving positive outcomes for victims of crime. This enhances our knowledge of social identity approach and the important role of collective processes in volunteerism, specifically the role of identification in motivating and sustaining volunteerism.

Volunteer Functions Inventory

The VFI motivations (Clary, et al., 1992; Clary, et al., 1996) were included in the current study because the inventory is a highly reliable scale for determining motivations to volunteer. Similar to the findings of Clary and others, the values function was the most important function served through volunteering in victim support organisations and career and protective functions were the least important. This highlights that victim support

volunteers possess similar (individualistic) motivations to volunteer to that predicted by Clary and others (Clary, et al., 1998).

The VFI values functions most strongly predicted behavioural intentions to volunteer. However, social identity worked over and above this relationship, indicating that individualistic motivations can become encapsulated in identification processes. Clary and Snyder (1999) argued that the achievement of motivations most strongly sustained volunteerism. Achievement of VFI motivations correlated with future volunteerism; however, organisational identity was found to mediate this relationship, and indicated that identification added over and above that of achievement of motivations in sustaining volunteerism. This indicates that against the findings of Omoto and Snyder (2002) and Clary and Snyder (1999), achievement of individualistic motivations was not the most predictive process sustaining volunteerism. This further highlights the need for further examination of group-level processes in volunteerism.

Practical Implications

Victim support organisations around Australia are beneficial for the continued support of victims of crime. With the high numbers of victims of violent crime around Australia, the maintenance of these organisations is essential. Thus, this report was designed to meet the two problems faced by victim support organisations, motivating individuals to volunteer in victim support organisations and sustaining volunteers within these organisations. The design of the study was ideally suited to meet these needs, and highlighted the processes underpinning behavioural intentions to volunteer and sustaining factors to ensure longevity of volunteerism in victim support organisations.

How do we motivate non-volunteers (sympathisers) to volunteer?

Not surprisingly, the study showed that individuals all believe in the work of volunteers and victim support organisations. In our society, people sympathise with victims of crime and believe in efforts to create positive outcomes for victims in the aftermath of crime. The urgency within victim support organisations is to promote individuals to transition from sympathisers, to become active volunteers. The pathways fostering this transition were found to be underpinned by identification, emotion and efficacy processes.

Looking at Figure 1, we can see the transition from non-volunteers (sympathisers) to volunteers to long term volunteers. To motivate non-volunteers, organisations should focus on enhancing the known processes underpinning volunteerism in current volunteers – that is, focusing on developing social identities and collective efficacy within non-volunteers. From this analysis, we know that sympathisers possess personal identities, self efficacy and sympathy, which predict behavioural intention. However, by focusing on enhancing collective processes, these individuals will move to the next step in participation (active volunteerism). Organisations need to transition individuals to think in collective terms, rather than personal terms, to motivate them to volunteer and join an organisation to aid victims of crime. This can be done in 2 ways; by making individuals feel like a member supporting the cause and by making the individual feel that goals can be achieved through collective work.

How do we motivate existing volunteers to engage in greater levels of volunteerism?

To motivate existing volunteers, organisations should focus on maintaining and enhancing social identity and collective efficacy amongst their volunteers. Volunteers will continue to volunteer if they maintain an identity as supporting the cause and continue to believe that together with other supporters, positive social change can be made. Given that social identity was the forefront predictor of behavioural intentions to volunteer,

organisations should boost their volunteers sense of identity as a supporter of victims of crime. This can be done through making them feel like a team member and enhancing their identification with the cause. If an individual holds a sense of social identity as a supporter of victims of crime, they are more likely to volunteer because it meets the norm of this identity (i.e. to support victims of crime).

Organisations should also harness outrage in a productive way, that is making individuals feel outrage towards an unfair system in which people fall victim to crime to foster positive change. This outrage should promote productive work to support victims of crime and increase efforts to reduce victimisation. By harnessing outrage, this emotion can also be aligned with an individuals social identity as a supporter of victims of crime, and fuel continued volunteerism.

How do we sustain volunteerism over time?

To sustain volunteerism, organisations must ensure that volunteers form a sense of social identity for the cause and organisational identity for their particular organisation. If volunteers possess an identity as a volunteer in a victim support organisation, they are likely to continue volunteering and adopt strong norms and beliefs similar to those of the organisation. To put it simply, if volunteers identify with their volunteer work, this identification will sustain their volunteerism.

Organisations need to ensure that their volunteers have a strong shared belief that they have the collective power to achieve the groups goals. To sustain volunteerism, less emphasis is upon the individual achieving personal goals, and more on the collective power of the organisation to achieve group goals. As volunteers possess social identities as supporters and volunteers, an organisations achievement is an achievement for the individual as a member of that group. Victim support organisations should advertise the achievements that they have

made and ensure volunteers are aware of the goals that have been set and when they have been accomplished. Individuals are more likely to sustain volunteerism if they feel the organisation is capable of creating social change and believe that they can achieve it through volunteerism at the organisation.

Limitations and Conclusions

Taking a social identity approach, the current thesis applied social movement and collective action literature, to account for behavioural intentions to volunteer and intentions for future volunteering. Actual volunteerism behaviour was not measured in the present study as there was a lack of direct access to volunteers in victim support organisations and a need to ensure the anonymity of the population. The theory of planned behaviour states that behavioural intentions are highly predictive of actual behaviour (Ajzen, 1991). Thus, the decision to measure only intentions to volunteer was justified as it was an easier way of collecting data, while receiving comparable accuracy to measuring actual behaviour.

Another decision was to conceptualise personal and social identities as separate. This was so I could distinguish between non-volunteers (sympathisers) who possess strong personal identities and volunteers who have both personal and social identities. However, research has indicated that personal and social identities do overlap (Baray et al., 2009) and this aspect of the research was not focused on. Future research may wish to draw links between personal and social identity in the context of motivating and sustaining volunteerism.

There were a couple of demographic differences between the samples. Firstly, the mean age of volunteers was higher than non-volunteers. However, this difference showed that volunteer samples tended to be of more older individuals, whereas the non-volunteer sample included a wider range of age groups. The population also comprised of more females than

males in both groups. This highlighted that volunteers in victim support organisations tended to be female, which is consistent with previous research stating that females were more likely to volunteer than males (Piliavin & Siegl, 2007). Future research may wish to look into what is known about the demographic characteristics of volunteers and match the samples to ensure that demographic factors do not contribute to the findings.

The current study examined the Volunteer Functions Inventory (VFI) designed by Clary and colleagues. While this inventory recognises a wide range of motivations for individuals to volunteer, it is important to acknowledge that individuals may have highly personal reasons for volunteering in victim support. One particularly salient reason in this context is a previous history of victimisation. These highly personal motivations for volunteering were not examined for two reasons. Firstly, the purpose of the current study was to focus on the group-level processes underpinning volunteerism and therefore, there was little need for a specific focus on individualistic motivations to volunteer. Secondly, to preserve the identity of volunteers and to ensure no negative outcomes resulted from participation, no highly personal questions were integrated into the questionnaire. This included questions concerning highly personal reasons for volunteering or questions surrounding previous victimisation. However, future research could examine previous victims of crime as a self-defining group within this specific type of volunteerism.

In conclusion, identity, efficacy and group-based emotions underpin behavioural intentions to volunteer. However, the extent of these relationships differs between volunteers and non-volunteers. The analysis showed that emotions and efficacy processes can become encapsulated in identification, supporting social movement research and highlighting the comparisons between social movement and volunteerism research. Organisational identity and collective efficacy amongst volunteers predicted sustained volunteerism, indicating that identity and efficacy at an organisational level was required to sustain volunteerism. This

study highlighted that group-level processes can motivate and sustain volunteerism and a future focus of volunteerism research should reflect this. To effectively promote behavioural intentions to volunteer and sustain this volunteerism, victim support organisations are recommended to focus on enhancing identification with the cause and victim support organisation and promote a belief that the organisation is capable of achieving goals and desired social change.

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This thesis is to be submitted into:

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The *Journal of Applied Social Psychology* will disseminate findings from behavioral science research that have applications to current problems of society. By publishing relevant research and emphasizing excellence of experimental design, as well as potential applicability of experimental results, the journal intends to bridge the theoretical and applied areas of social research. The Journal will serve as a means of communication among scientists, as well as between researchers and those engaged in the task of solving social problems.

Preference is given to manuscripts reporting laboratory and field research in areas such as health, race relations, discrimination, group processes, population growth, crowding, accelerated cultural change, violence, poverty, environmental stress, helping behavior, effects of the legal system on society and the individual, political participation and extremism, cross-cultural differences, communication, cooperative problem solving, negotiations among nations, socioeconomics, social aspects of drug action and use, organizational and industrial issues, behavioral medicine, and environmental psychology.

Reports of both laboratory and field research are accepted. Suggestions for application of research findings should be included. Theoretical papers are acceptable in limited numbers. Papers of theoretical scope should, whenever possible, include some data research. Reviews of the pertinent literature should be made with applicability in mind.

All manuscripts submitted to this journal should follow the style and method of presentation of American Psychological Association journals. Detailed instructions are given in the revised edition of the Publication Manual of the American Psychological Association. Alternatively, you may wish to use the American Psychological Association's APA-Style Helper software that was developed as a companion to the Publication Manual for writers in the behavioral and social sciences who need to produce manuscripts and documents written according to APA style. All new submissions should be made electronically at <http://mc.manuscriptcentral.com/jasp>.

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Andrew Baum
University of Texas at Arlington

Appendix A – Victim Support Organisation Information

Victim Support Organisation	Mission Statement / Purpose
Victim Support Service (WA)	Committed to promoting the rights and addressing the needs of anyone who has suffered harm from crime.
angelhands inc.	Assisting those affected by murder or serious personal violence
Homicide Victims Support Group (WA)	To improve the level of support for the secondary victims of homicide, and to further develop & enhance the aims of the group.
Women's Council for Domestic and Family Violence (WA)	Seek to ensure that all women and children live free of domestic and family violence.
VOCAL (ACT)	Support victims and others affected by crime and tragedy.
Enough is Enough (NSW)	The support of those affected by crime, road trauma, violence, and antisocial behaviour and to encourage individuals and the community to eliminate violence from all areas of their lives.
VOCAL (NSW)	Support victims and others affected by crime and tragedy.
Queensland Homicide Victims Support Group	24 hr emotional support, personal advocacy and information to all people affected by homicide throughout Queensland.
Victims of Crime (NT)	To support survivors of crime whilst creating a broader awareness of the need for the community to assist victims to rebuild their lives
Victim Support Service (SA)	To work in partnership with our clients, communities and service providers to enhance community resilience, improve the well-being of people affected by crime and promote victims' rights.
Association for Services to Torture and Trauma Survivors Inc. (ASeTTS)	The provision and promotion of comprehensive & holistic services to people who have endured torture and trauma resulting from unjust persecution and violent conflict.
Homicide Victims Support Group (NSW)	To provide a free, confidential service to families and friends of homicide victims that meets the diversity of needs through counselling, support and information.

Appendix B – Full Volunteer Questionnaire

Participant consent

I have read the Information letter about the nature and scope of this survey. Any questions I have about the research process have been answered to my satisfaction. I agree to take part in this research. By submitting the survey on-line I give my consent for the results to be used in the research. I am aware that this survey is anonymous and no personal details are being collected or used. I know that I may change my mind, withdraw my consent, and stop participating at any time; and I acknowledge that once my survey has been submitted it may not be possible to withdraw my data.

I understand that all information provided is treated as confidential by the researchers and will not be released to a third party unless required to do so by law.

I understand that the findings of this study may be published and that no information which can specifically identify me will be published.

- I Agree
- I do not Agree

Attitudes towards volunteering to assist victims of crime

In this survey we are interested in your views and attitudes towards volunteerism, and attitudes towards the assistance of victims of crime. *Please carefully read the five points below:*

- Victims of crime are individuals who have suffered injury or loss as a direct result of an offence or are an immediate family member of an individual who has died as a direct result of an offence.
- Victim Support Organisations are organisations which assist individuals affected by crime.
- These organisations can provide physical, emotional, mental and legal support in the aftermath of crime.
- Victim Support organisations are often volunteer-based and therefore rely on government funding, grants and donations to provide their services.
- A volunteer is someone who gives unpaid help to a group or organisation, in the form of time, service or skills (ABS, 2007).

Do you think of yourself as someone who supports greater efforts to assist victims of crime (that is, do you support the idea of victim support groups)?

- I support greater efforts to assist victims of crime
- I do not support greater efforts to assist victims of crime
- I neither support nor oppose efforts to assist victims of crime

Have you volunteered for a victim support organisation before?

- Yes
- No

Please indicate your response by marking an "X" in the associated box							
<i>The first set of questions relate to your attitudes towards volunteers and volunteering generally.</i>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>
<i>Please indicate your level of agreement or disagreement with the following statements using the scale provided.</i>							
Volunteers form an important part of our community							
Volunteers are valuable members of our society							
Volunteering is important for our community fabric							
Volunteering plays a valuable role in assisting disadvantaged and marginalised groups in our society							
<i>Thinking about the work of volunteers and volunteer organisations, I feel:</i>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>
Admiration							
Pride							
Indifferent							
<i>The next questions ask about your attitudes towards victim support and victim support organisations (services to assist victims of crime).</i>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>
Victim support organisations aid the recovery of victims of crime							
The work of victim support organisations does not improve the lives of many victims of crime.							
Victim support services benefit victims of crime.							
I feel a common bond with other supporters of victims of crime							
I am glad to be a supporter of victims of crime							
I often think about the fact that I am a supporter of victims of crime							
I have a lot in common with the average supporter of victims of crime							
Supporters of victims of crime are very similar to each other							
Supporters of victims of crime share a sense of identity							
Supporters of victims of crime share common ideals or values							

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>
I am genuinely concerned about the particular group I am serving							
By volunteering I feel less lonely							
I can make new contacts that might help my business or career							
Doing volunteer work relieves me of some of the guilt over being more fortunate than others.							
I can learn more about the cause for which I am working							
Volunteering increases my self esteem							
Volunteering allows me to gain a new perspective on things							
Volunteering allows me to explore different career options							
I feel compassion towards people in need							
Others with whom I am close place a high value on community service							
Volunteering lets me learn things through direct, hands on experience.							
I feel it is important to help others.							
Volunteering helps me work through my own personal problems							
Volunteering will help me to succeed in my chosen profession							
I can do something for a cause that is important to me							
Volunteering is an important activity to the people I know best							
Volunteering is a good escape from my own troubles							
I can learn to deal with a variety of people							
Volunteering makes me feel needed							
Volunteering makes me feel better about myself							
Volunteering experiences will look good on my resume							
Volunteering is a way to make new friends							
I can explore my own strengths.							
As a result of volunteering in a victim support organisation, I am more capable to tackle my personal problems and troubles.							
As a result of volunteering in a victim support organisation, I now value myself more as a person.							
As a result of volunteering in a victim support organisation, I have greatly improved my							

career opportunities.							
As a result of volunteering in a victim support organisation, I have greatly improved my social relationships.							
As a result of volunteering in a victim support organisation, I have a greater knowledge and understanding of myself and the world around me.							
As a result of volunteering in a victim support organisation, I now feel better as a person.							
<p><i>The next questions ask about your attitudes towards the victim support organisation you volunteer within.</i></p> <p><i>Note that the phrase "my victim support organisation" refers to the organisation in which you volunteer in the victim support area.</i></p>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>
I feel empowered by the work I do within my victim support organisation							
I experience feelings of empowerment through my volunteer work in victim support							
I feel a bond with other volunteers in my victim support organisation							
I am glad to be a volunteer in my victim support organisation							
I often think about the fact that I am a volunteer in my victim support organisation							
I have a lot in common with the average volunteer in my victim support organisation							
Volunteers in my victim support organisation are very similar to each other							
Volunteers in my victim support organisation share a sense of identity							
Volunteers in my victim support organisation share common ideals or values							
Volunteers in my victim support organisation share common goals							
Together with my victim support organisation, we can improve the outcomes for victims of crime.							
My victim support organisation can make a positive difference in the lives of victims of crime							
The work my victim support organisation achieves is a waste of everyone's time, effort and money.							

<p><i>The next questions ask about your future intentions to volunteer in your victim support organisation.</i></p> <p><i>Note that the phrase “my victim support organisation” refers to the organisation in which you volunteer in the victim support area.</i></p>	<p><i>Strongly Disagree</i></p>	<p><i>Disagree</i></p>	<p><i>Somewhat Disagree</i></p>	<p><i>Neither Agree nor Disagree</i></p>	<p><i>Somewhat Agree</i></p>	<p><i>Agree</i></p>	<p><i>Strongly Agree</i></p>
<p>I plan to continue volunteering at my victim support organisation for the next year</p>							
<p>I am likely to be volunteering in my victim support organisation three years from now</p>							
<p>I am likely to be volunteering in my victim support organisation five years from now</p>							
<p>I intend on leaving my volunteer work in the next 12 months</p>							
<p>I intend to continue volunteering in the next 12 months but for a different victim support organisation</p>							
<p>I intend to cease volunteering at my victim support organisation as soon as a volunteer can be found to replace me</p>							

DEMOGRAPHIC INFORMATION

1) **What is your age?** *The value must be between 18-100, inclusive

2) **What is your gender?**

Male

Female

3) **Is English your first language?**

Yes

No

4) **Are you an Australian Citizen or Permanent Resident?**

Yes

No

5) **If you feel comfortable, please indicate which organisation have you volunteered for?**

6) **Is your victim support organisation: governmental or non-governmental?**

*** A governmental victim support organisation is an agency whose activities are undertaken and overseen by the government. Whereas, a non-governmental victim support organisation, while possibly receiving government funding, is privately run by a non-government entity.*

Governmental

Non-governmental

7) **Do you volunteer in a rural or urban location, or both?**

*** An urban location is a metropolitan city (e.g. Perth), whereas regional locations refer to rural or remote towns with populations below 100,000 people (e.g. Kalgoorlie).*

Regional

Urban

Both

END OF QUESTIONNAIRE

Attitudes towards Volunteering & Support for Victims of Crime

This research has been concerned with attitudes towards volunteering generally; and attitudes towards support for victims of crime more specifically.

Participation in this research involved the completion of a questionnaire. The questionnaire asked you questions about your attitudes towards volunteering; and your attitudes and beliefs about support for victims of crime. You were also asked about your motivation and intention to volunteer in the area of victim services.

If you experienced any strong (negative) emotional reactions as a result of your participation in this study, please contact the Murdoch University Psychology clinic on 9360 6234 (office hours) or the Lifeline 24 Hour counselling service on 13 11 14 (outside of office hours).

All information that you provided was anonymous and your responses did not personally identify you. For the purposes of analysing the data, your responses will be assigned a code number and will be aggregated. We are seeking to explore the ways that people act in general rather than to find out about individual people. This data will be written up to form a psychology Honours thesis and we may also seek to publish findings in a scientific journal.

The information obtained in this research will be stored and secured at the School of Psychology at Murdoch University.

The need for volunteers in victim support services is extremely important. If you wish to volunteer your time, resources or make a donation, please contact Lisa Rathmann on 0423105167.

If you have any further questions or comments about this research please contact:

Dr Emma Thomas

Ms Lisa Rathmann

Ph: (08) 9360 7209

E-mail: Emma.Thomas@murdoch.edu.au

This study has been approved by the Murdoch University Human Research Ethics Committee (Approval 2010/091). If you have any reservation or complaint about the ethical conduct of this research, and wish to talk with an independent person, you may contact Murdoch University's Research Ethics Office (Tel. 08 9360 6677 or e-mail ethics@murdoch.edu.au). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.

Appendix C – Full Non-volunteer Questionnaire

Participant consent

I have read the Information letter about the nature and scope of this survey. Any questions I have about the research process have been answered to my satisfaction. I agree to take part in this research. By submitting the survey on-line I give my consent for the results to be used in the research. I am aware that this survey is anonymous and no personal details are being collected or used. I know that I may change my mind, withdraw my consent, and stop participating at any time; and I acknowledge that once my survey has been submitted it may not be possible to withdraw my data.

I understand that all information provided is treated as confidential by the researchers and will not be released to a third party unless required to do so by law.

I understand that the findings of this study may be published and that no information which can specifically identify me will be published.

- I Agree
- I do not Agree

Attitudes towards volunteering to assist victims of crime

In this survey we are interested in your views and attitudes towards volunteerism, and attitudes towards the assistance of victims of crime. *Please carefully read the five points below:*

- Victims of crime are individuals who have suffered injury or loss as a direct result of an offence or are an immediate family member of an individual who has died as a direct result of an offence.
- Victim Support Organisations are organisations which assist individuals affected by crime.
- These organisations can provide physical, emotional, mental and legal support in the aftermath of crime.
- Victim Support organisations are often volunteer-based and therefore rely on government funding, grants and donations to provide their services.
- A volunteer is someone who gives unpaid help to a group or organisation, in the form of time, service or skills (ABS, 2007).

Do you think of yourself as someone who supports greater efforts to assist victims of crime (that is, do you support the idea of victim support groups)?

- I support greater efforts to assist victims of crime
- I do not support greater efforts to assist victims of crime
- I neither support nor oppose efforts to assist victims of crime

Have you volunteered for a victim support organisation before?

- Yes
- No

	<i>Strongly Disagree</i>	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am willing to help recruit volunteers for victim support organisations							
I am willing to fundraise money for victim support organisations							
I am willing to volunteer during Victims of Crime Awareness week/ Crime Awareness week							
I am willing to support victims of crime or secondary victims of homicide via phone or email							
I am willing to join a board of a victim support organisations							
I am willing to donate money to victim support organisations							
I am willing to meet with individuals affected by violent crime to provide direct support.							
I am willing to provide financial support to an individual affected by crime.							
I am willing to provide legal support to an individual affected by crime							
<i>The following questions ask about your position as a unique individual:</i>	<i>Strongly Disagree</i>	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I feel that I'm a person of worth, at least on an equal plane with others.							
I feel that I have a number of good qualities.							
All in all, I am inclined to feel that I am a failure.							
I am able to do things as well as most other people.							
I feel I do things as well as most other people.							
I feel I do not have much to be proud of.							
I take a positive attitude towards myself.							
On the whole, I am satisfied with myself.							
I wish I could have more respect for myself.							
I feel useless at times.							
At times I think I am no good at all.							
I feel that my life is always too stressful.							
I am constantly worrying about aspects of my life.							
I go about life at my own pace.							
I feel I have a clear goal in my life							
I know what future I want to pursue							
I have clear conviction about what is important and unimportant							
I see myself as someone with individual characteristics							

DEMOGRAPHIC INFORMATION

8) What is your age? *The value must be between 18-100, inclusive

9) What is your gender?

Male

Female

10) Is English your first language?

Yes

No

11) Are you an Australian Citizen or Permanent Resident?

Yes

No

END OF QUESTIONNAIRE

Attitudes towards Volunteering & Support for Victims of Crime

This research has been concerned with attitudes towards volunteering generally; and attitudes towards support for victims of crime more specifically.

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Appendix D – Full Dataset and Output