

Ana Lanero Carrizo  
University of León  
Faculty of Economics  
and Business Sciences  
Campus de Vegazana s/n,  
24071 León, Spain  
ana.lanero@unileon.es  
Phone: +34987293296

César Sahelices Pinto  
University of León  
Faculty of Economics  
and Business Sciences  
Campus de Vegazana s/n,  
24071 León, Spain  
cesar.sahelices@unileon.es  
Phone: +34987295009

UDK: 364.467(460)  
Original scientific article

Received: November 3, 2017  
Accepted for publishing: February 27, 2018

This work is licensed under a  
Creative Commons Attribution-  
NonCommercial-NoDerivatives 4.0  
International License



José Luis Vázquez Burguete  
University of León  
Faculty of Economics  
and Business Sciences  
Campus de Vegazana s/n,  
24071 León, Spain  
jose-luis.vazquez@unileon.es  
Phone: +34987291751

# TYPES OF ASSOCIATIONS AND MOTIVATIONS TO JOIN: A STUDY WITH YOUNG PEOPLE IN SPAIN

## ABSTRACT

Although voluntary associations are known to play a very important role in the civic integration of young people, figures of participation in Europe are considerably lower than those registered in countries like the United States. By using a Spanish sample, this paper seeks to analyze the factors that motivate young people to get involved in different types of associations and the benefits they obtain from membership. A survey study was conducted to analyze the relationship between expressive, instrumental and career-related motivations, belonging to several types of associations and non-members' intentions to join in a sample of 223 young people. The data was analyzed by means of descriptive analysis, principal components factor analysis and a series of logistic and multiple regression analyses. In line with the official statistics, the results point to a poor involvement of Spanish young people in associations, with sports and leisure clubs as the most frequent forms of youth organizing. Similarly, participants reported sociability and other expressive reasons as their main motivation to join associations. Furthermore, the research findings suggest a connection between motivations and participation in different types of associations. Particularly, expressive motivation predicted belonging and intention to join sociocultural, sports and leisure associations, whereas instrumental motivation was related to participation in environmental, pacifist and health associations. Career-related motivation did not appear as an important driver to explain associational involvement. These results point to the suggestion of considering the diversity of functions performed by associations and using specific motivational appeals in recruitment campaigns.

**Keywords:** Voluntary associations, young people, expressive motivations, instrumental motivations, career-related motivations

## 1. Introduction

European governments have ranked increased participation of young people in society and pol-

icy-making among the most important topics throughout the past decade (European Economic and Social Committee, 2012<sup>1</sup>). According to this priority, youth participation, also called youth in-

volvement, refers to the active engagement of young people in the process of identifying needs, exploring solutions, making decisions and planning action within communities and organizations that seek to support civil society. Within this framework, a general goal marked by national policies is to promote the participation of more and greater diversity of young people in representative democracy, in youth organizations and other civil-society organizations.

Particularly, youth organizing is defined as an innovative youth development and social justice strategy that trains young people in community organizing and advocacy, and assists them in employing these skills to alter power relations and create meaningful institutional change in their communities (European Economic and Social Committee, 2012<sup>1</sup>). In this respect, youth organizing has been said to combine community-level impacts to advance shared interests and positive individual development (Christens, Kirshner, 2011), and voluntary associations are known to play a very important role in the civic integration of young people (de Tocqueville, 2004; Putnam, 2000; Verba et al., 1995).

Many factors have led to the increasing prevalence and traction of youth organizing during the past decades (Checkoway, Gutiérrez, 2006). However, figures in Spain, and in the European countries in general, are not entirely optimistic, with only a half of young people participating in associations. In fact, personal involvement is considered to remain one of the main weaknesses of Spanish nonprofit organizations (García-Mainar, Marcuello-Servós, 2007), especially in the young people cohort. In this sense, individuals older than 35 seem to be more committed to organizations providing public benefits than those aged between 18 and 34 years (Centre of Sociological Research, 2011<sup>2</sup>).

Furthermore, some differences exist depending on the type of organization. For instance, while young citizens are likely to be involved in a sports club or a leisure-time club, only a reduced percentage of respondents are enrolled in human rights, environmental or political associations (Directorate General for Education and Culture, 2013<sup>3</sup>, 2014<sup>4</sup>). Conversely, in countries like the United States, figures of young people's participation in associations are higher, and the most popular types of group membership are religious organizations, trade unions, and humanitarian or charitable associations (OECD Family Database, 2015<sup>5</sup>). In this context, identifying more efficient ways to recruit engaged young people and involve them in community interests can be

considered a priority in this and other similar countries (Lanero et al., 2017).

Because members are not financially compensated to join – rather, they often have to pay for the *privilege* of membership – associations must provide some benefit to attract and retain their members (Vázquez et al., 2014, 2015). In this respect, expert views stress the point of matching any recruitment effort to the actual motivations of potential members, in order to provide them with opportunities to serve their particular goals (Omoto, 2012; Snyder, Omoto, 2009). Certainly, associations perform different functions for their members and for society, and thus, members can join different types of associations for different reasons. One does not become a member of a humanitarian association for the same reasons as a sports club. Similarly, community involvement and civic participation is more likely to be exercised in a political or a volunteering association than in a student association or a leisure club (Lenzi et al., 2012; Stolle, 1998; van der Meer, van Ingen, 2009). However, previous literature on motivations rarely considered the diversity of the phenomenon (Coffé, Geys, 2007; Hooghe, Botterman, 2011; Williams, Ortega, 1986).

This paper aims to gain a better understanding of the factors that motivate young people to get involved in different types of associations and the benefits they obtain from membership. Particularly, we use a sample of Spanish young people to analyze the relationship between associations' particular goals and member's motivations, in order to explain membership and non-members' intentions to join in the future. Practitioners and government bodies can use findings derived from this research to try to involve young people in their work.

Accordingly, the paper is organized as follows. The next section reviews some previous attempts to classify associations and describe membership motivations. Thereafter, an empirical study and its results are presented. Finally, conclusions and practical implications are discussed.

## 2. *Types of voluntary associations and motivations of members*

The study of motivations for joining an association is quite complex, given the diversity of the nonprofit sector (Vázquez et al., 2014, 2015). In this sense, there is little consensus in the literature on the most appropriate criteria to classify associations (Herrera, Ayuso, 2009). Therefore, traditional classifications include several types of organizations

with a diversity of purposes, impacts and membership types (Gordon, Babchuk, 1959; Hooghe, Botterman, 2011; Sundeen, 1992; van der Meer et al., 2009).

Accordingly, the youth associative sector in Europe is heterogeneous and pluralistic, and covers areas as diverse as education and training, leisure, sports, culture, environment protection, civic protection, politics, social assistance and health promotion, human rights, international cooperation, etc. (Directorate General for Education and Culture, 2013<sup>3</sup>, 2014<sup>4</sup>). At the same time, there are several ways to participate in an association, as activists, sporadic collaborators, associate members, volunteers, technical team, etc. Moreover, members usually perform several roles at the same time (von Schnurbein, 2009), which involves different intensities of engagement ranging from passive to active membership (García-Mainar, Marcuello-Servós, 2007; Hooghe, Botterman, 2011).

In line with this, associations differentiate themselves from other nonprofit organizations in the role of members as both primary beneficiaries and contributors for the wider public (Herrera, Ayuso, 2009; Kreutzer, 2009; von Schnurbein, 2009). However, associations differ in their level of orientation to individual members, the member collective and the external community (Kreutzer, 2009; Tschirhart, 2006). According to traditional classifications, associations focused inside of the organization and aimed at satisfying the private interests of members are called *expressive*, whereas associations focused outside of the organization of the members to achieve social changes are called *instrumental* (Gordon, Babchuk, 1959; Jacoby, Babchuk, 1963).

In expressive associations, members obtain immediate individual rewards, as the associative activities are performed within the group and destined for the membership, and they represent ends in themselves and not a means to achieve other goals (Gordon, Babchuk, 1959). In this respect, affective relationships and sociability are core motivations for members (Chicharro, 2000; Jacoby, Babchuk, 1963). Related to this, expressive groups have been said to accomplish a function of psychological integration (Babchuk, Edwards, 1965), because they provide returns like physical health, mental health, and life satisfaction (Lin, 2001). These outcomes are typical within sociocultural, sports or leisure clubs.

Instrumental associations are organized around goals that do not represent immediate personal rewards, but broader goals and benefits for the general public (Gordon, Babchuk, 1959). Three types of

instrumental returns are economic wealth, political power, and social gain measured by reputation (Mann, Leahy, 2010). In this context, social integration is a main function of instrumental groups (Babchuk, Edwards, 1965) and community and public matters are supposed to be important concerns for members (Chicharro, 2000; Jacoby, 1996). Political, human rights and environmentalist associations are examples of this typology.

Based on this distinction, Lanero et al. (2017) identified three motivational factors to explain young people's willingness to join a voluntary association. First, expressive motivation is aimed at extending one's social networks, practicing a hobby or enjoying leisure. Second, instrumental motivation includes helping others, providing a community service and advocating basic citizen rights. Based on some additional contributions (Chicharro, 2000; Hager, 2014; Handy et al., 2010), the study by Lanero et al. (2017) identified a third category of career-related motivation, that seeks to enhance human capital by developing job skills, reinforcing the curriculum vitae or creating work contacts. Student and professional associations are examples meeting these goals. The same structure of motivations has been found in previous research on youth volunteering (Clary, Snyder, 2002; Cnaan, Goldberg-Glen, 1991; Hwang et al., 2005).

According to current statistics, satisfaction of expressive personal interests, like meeting people with similar interests or practicing hobbies during free time, are the most common motives for joining an association noted by young people in Spain and Europe. On the contrary, instrumental contributions to altruistic causes and career enhancement are less frequent motivations (Directorate General for Education and Culture, 2014<sup>4</sup>). One may think that this explains why Spanish young people join leisure and sports clubs much more often than humanitarian or political associations (Directorate General for Education and Culture, 2013<sup>3</sup>, 2014<sup>4</sup>). However, the relationship between motivations and participation in associations seems to be much more difficult to explain.

In particular, Lanero et al. (2017) proved that instrumental motivations like helping others and contributing to important causes were the main drivers of the willingness to join an association in a sample of young non-members, whereas expressive goals exerted a secondary effect and career-related motives were not related to associational involvement. The authors interpret this finding according to expectancy theories, which posit that human behavior is largely dependent on both expected outcomes and

the personal value placed on them (Vroom, 1964). Thus, the authors point that, although sociability and entertainment are frequently expected rewards of participation, it is a sense of positive contribution to the external community that encourages young people to join an association. Hence, although a mixture of motives may coexist, instrumental motivation is the strongest driver of associational involvement (Lanero et al., 2017). Similarly, Handy et al. (2010) note that young university students recognize altruistic reasons as their main motivation to volunteer, followed by career-related drivers.

Related to this argument, several studies claim that many associations cannot be classified according to the expressive and instrumental distinction, because they perform various functions simultaneously or have different meanings for their members (Chicharro, 2000; Knutsen, Brower, 2010; Mann, Leahy, 2010). In particular, overall goals of active citizenship promotion and social transformation are considered, whether implicitly or explicitly, by any form of youth organizing (von Schurbein, 2009). That is, although members of activist associations have been found to display higher levels of civic engagement than members of leisure associations (Stolle, 1988; van der Meer, van Ingen, 2009), a certain level of civic orientation is also present in members of more expressive associations. For instance, leisure clubs usually serve as a breeding ground for democracy and civic action, because they are heterogeneous and horizontally structured (Putnam, 2000). Similarly, participating as a volunteer in a community service association may lead members to socialize and meet people with similar interests.

Based on the previous review, this paper seeks to analyze the relationship between expressive, instrumental and career-related motivations and participation in several types of associations, by considering both actual membership and non-members' intention to join. Accordingly, the next sections describe the methodology and results of a survey study carried out in Spain with a sample of young people.

### 3. Methodology

#### 3.1 Sample

Youth participation is usually said to cover an age period from 14 to 30. Hence, the sample of the study was composed of 223 young people meeting this age criteria ( $M = 21.56$ ). From this figure, 112

respondents (50.2%) were identified as members of associations at the time of the survey, 54 (24.2%) were members in the past, and 57 (25.6%) had no experience as members of voluntary associations.

The final sample was composed of 105 males (47.1%) and 118 females (52.9%). Distribution by gender reflects the natural composition of the population considered. Most respondents (84.3%) were studying at the time of the survey, and 75.4% were university students. Only 22.3% were working and an additional 29.9% had some previous work experience, this resulting in an 88.8% of respondents being economically dependent on their families.

#### 3.2 Measures

All participants answered voluntarily to a questionnaire composed of two sections. Firstly, they were presented a list of 11 types of associations: student and educational, sociocultural and artistic, environmental, religious, pacifist and human rights, care and health, community service, feminist, sports and leisure, political and ideological, and professional and labor. For each one, respondents were asked to report current or previous participation (yes/no). Those answering negatively to both questions were requested to rate their intention to join in the future, according to a five-point Likert-type scale ranging from no intention to maximum intention.

In the second section of the survey, we measured motivations by asking participants to rate 16 possible reasons for joining an association on a five-point scale from unimportant to very important (Lanero et al., 2017). Expressive motivation was measured with six items mentioning reasons like "to relate to people with similar interests and goals", "to participate in ludic activities", "to meet new people", etc. The measure of instrumental motivation included seven reasons like "to advocate basic citizen rights", "to contribute to solving problems in the community", "to help disadvantaged people", etc. Finally, we measured career-related motivation with three items, mentioning "to enhance the curriculum vitae", "to acquire professional skills", and "to create work contacts".

### 4. Results

The data was analyzed with the program SPSS 24.0. We first performed descriptive analysis and principal components factor analysis to check the three-

factor structure of motivations. Thereafter, we conducted a series of logistic regression analyses to test the effect of expressive, instrumental and career-related motivations on membership in the 11 types of associations considered. Finally, a series of multiple regression analyses were used to analyze the effect of motivations on non-members intentions to join each type of association.

4.1 Factor and Descriptive Analyses

Principal components factor analysis was used to test the construct validity of motivation scales. Prior to the analysis, the suitability of data was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of .30 and above. Also, the Kaiser-Meyer-Okin value was .877, exceeding the recommended value of .60 (Kaiser,

1970, 1974) and the Barlett’s Test of Sphericity (Barlett, 1954) reached statistical significance, supporting the factorability.

Principal components analysis revealed the presence of three factors with eigenvalues exceeding 1, explaining 58.18% of variance. To aid in the interpretation of the three components identified and its discriminant validity, Varimax rotation was performed. The rotated solution presented in Table 1 revealed the multidimensionality of the scales, according to the three expected factors of expressive, instrumental and career-related motivations (Lanero et al., 2017). In this sense, every item had a loading above .50 in its respective construct, explaining 56.54%, 18.58% and 13.06% of variance. Moreover, all the scales retained were associated to Cronbach’s  $\alpha$  values of reliability over the recommended .70 (Nunnally, 1978).

Table 1 Factorial Analysis of Motivations

Constructs and items			
<i>Expressive motivation</i> (unimportant to very important; 5-point)			
To enjoy leisure and fun during free time	.74		
To meet new people	.72		
To participate in ludic activities	.70		
To relate to people with similar interests and goals	.64		
To spend time with my friends	.63		
To practice my favorite hobby	.56		
<i>Instrumental motivation</i> (unimportant to very important; 5-point)			
To advocate basic citizen rights		.85	
To change the things that go wrong in society		.76	
To contribute to solving problems in the community		.76	
To help disadvantaged people		.72	
To denounce social injustices		.71	
To participate in public decision-making		.71	
To provide a service in the community		.71	
<i>Career-related motivation</i> (unimportant to very important; 5-point)			
To enhance the curriculum vitae			.78
To acquire professional skills			.76
To create work contacts			.72
% Variance explained	26.54	18.58	13.06
Cronbach’s $\alpha$ reliability	.79	.89	.72
Mean	4.08	3.48	3.42
Standard Deviation	0.62	0.81	0.93

Source: Authors

As expected, participants' main motivation to join an association referred to expressive reasons ( $M = 4.08$ ;  $SD = 0.62$ ), followed by instrumental ( $M = 3.48$ ;  $SD = 0.81$ ) and career-related motivations ( $M = 3.42$ ;  $SD = 0.93$ ).

Table 2 displays percentages of present or past belonging to the eleven types of associations studied. In line with previous official statistics (Directorate General for Education and Culture, 2013<sup>3</sup>, 2014<sup>4</sup>), around a half of participants in the study reported being members of a sports or a leisure association (54.7%), currently or in the past. Figures of participation were lower for student and educational associations (26.9%), sociocultural and artistic associations (25.1%), religious associations (13%), and

care and health associations (10.3%). Only a few participants registered present or past membership in other types of associations: pacifist and human rights (9%), union, political and ideological (8.5%), environmental (6.3%), community service (5.8%), professional and labor (5.8%), and feminist (0.4%).

The second column of Table 2 displays the mean scores obtained for those participants that were not present or past members of each type of association when they were asked to report their future intentions to join. In general, intentions were considerably low, with mean scores under the intermediate 3 in the five-point scale. As expected, the highest punctuations corresponded to sports and leisure associations ( $M = 2.10$ ;  $SD = 1.26$ ).

**Table 2** *Belonging to Associations and Non-members' Intention to Join*

Type of association	Actual belonging (%)	Future intention (Mean, SD)
Student and educational	26.9	1.52 (SD = 0.78)
Sociocultural and artistic	25.1	1.79 (SD = 1.12)
Environmental	6.3	1.92 (SD = 1.18)
Religious	13.0	1.10 (SD = 0.41)
Pacifist and human rights	9.0	2.04 (SD = 1.18)
Care and health	10.3	1.93 (SD = 1.16)
Community service	5.8	1.40 (SD = 0.76)
Feminist	0.4	1.48 (SD = 0.92)
Sports and leisure	54.7	2.10 (SD = 1.26)
Union, political and ideological	8.5	1.47 (SD = 0.90)
Professional and labor	5.8	1.96 (SD = 1.23)

Source: Authors

#### 4.2 Effects of motivations on actual belonging

Table 3 displays the results of the series of logistic regression analyses performed to test the effects of expressive, instrumental and career-related motivations on belonging to each type of association. Expressive motivation predicted belonging to sociocultural and artistic associations ( $\beta = 0.65$ ,  $p < .05$ ), and sports and leisure associations ( $\beta = 1.05$ ,  $p < .001$ ). Instrumental motivation was positively associated to belonging to environmental associations ( $\beta = 1.15$ ,  $p < .01$ ), pacifist and human rights

associations ( $\beta = 1.79$ ,  $p < .001$ ), and care and health associations ( $\beta = 1.48$ ,  $p < .001$ ), whereas it has a negative effect on participation in sports and leisure associations ( $\beta = -0.43$ ,  $p < .05$ ).

Career-related motivation was not related to participation in any type of association. Furthermore, belonging to some of the types of associations included in the survey (student and educational, religious, community service, feminist, political and ideological, and professional and labor) was not predicted by the three motivations analyzed in the study.

**Table 3 Logistic Regression**

Type of association	Expressive motivation		Instrumental motivation		Career-related motivation		R <sup>2</sup>
	$\beta$	St. Error	$\beta$	St. Error	$\beta$	St. Error	
Student and educational	0.41	0.30	-0.01	0.22	-0.16	0.19	.02
Sociocultural and artistic	0.65*	0.32	0.22	0.23	-0.18	0.19	.05
Environmental	0.39	0.62	1.15**	0.48	-0.33	0.35	.11
Religious	0.35	0.39	-0.32	0.28	0.13	0.25	.02
Pacifist and human rights	-0.62	0.58	1.79***	0.48	0.50	0.37	.25
Care and health	0.01	0.52	1.48***	0.42	0.07	2.05	.19
Community service	0.07	0.59	-0.04	0.42	0.77	0.41	.07
Feminist	-1.37	1.73	0.32	1.40	-0.17	1.17	.07
Sports and leisure	1.05***	0.28	-0.43*	0.20	-0.05	0.17	.10
Union, political and ideological	0.07	0.45	-0.01	0.34	-0.24	0.28	.01
Professional and labor	-0.21	0.52	-0.81	0.40	0.00	1.88	.01

Source: Authors \* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ .

#### 4.3 Effects of motivations on non-members' intentions

Table 4 displays the results of the multiple regression analyses performed to test the effects of expressive, instrumental and career-related motivations on non-members' intentions to join each type of association in the future.

Again, expressive motivation predicted the intention to join sociocultural and artistic associations ( $\beta = 0.47, p < .001$ ), and sports and leisure associations ( $\beta$

$= 0.67, p < .01$ ). Instrumental motivation was related to the intention to participate in a pacifist or human rights association ( $\beta = 0.63, p < .001$ ). Career-related motivation predicted this time the intention to join a religious organization ( $\beta = 0.07, p < .01$ ).

The intention to get involved in the remaining types of associations (student and educational, environmental, care and health, community service, feminist, political and ideological, and professional and labor) was not predicted by the three motivations analyzed in the study.

**Table 4 Multiple Regression**

Type of association	Expressive motivation		Instrumental motivation		Career-related motivation		R <sup>2</sup>
	$\beta$	St. Error	$\beta$	St. Error	$\beta$	St. Error	
Student and educational	0.02	0.12	0.15	0.09	0.02	0.08	.02
Sociocultural and artistic	0.47***	0.16	0.22	0.12	-0.10	0.10	.09
Environmental	-0.17	0.15	0.46	0.11	0.07	0.10	.08
Religious	-0.07	0.06	0.04	0.20	0.07*	0.04	.02
Pacifist and human rights	0.05	0.15	0.63***	0.11	-0.14	0.09	.15
Care and health	0.06	0.15	0.23	0.12	-0.01	0.10	.01
Community service	-0.08	0.10	0.05	0.37	-0.01	0.07	.01
Feminist	-0.07	0.12	0.14	0.09	0.09	0.08	.01
Sports and leisure	0.67**	0.27	-0.39	0.22	0.19	0.15	.08
Union, political and ideological	0.04	0.12	0.02	0.10	-0.01	0.08	.01
Professional and labor	0.19	0.16	0.05	0.12	0.20	0.10	.03

Source: Authors \* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ .

## 5. Discussion

Associations play a very important role as vehicles of participation for the youth. However, figures of youth membership in the European countries are not entirely optimistic, with only a half of young people participating in associations. In this context, it seems necessary to gain a better understanding of the factors that motivate young people to get involved in associations and the benefits they obtain from membership. Hence, this study used a sample of Spanish young people to analyze the relationship between expressive, instrumental and career-related motivations, belonging to several types of associations and non-members' intentions to join.

In line with previous official statistics (Directorate General for Education and Culture, 2013<sup>3</sup>, 2014<sup>4</sup>), our results point to a poor involvement of Spanish young people in associations, with only a half being present or past members of a sports or leisure club. Further, participation in this type of associations oriented to expressive goals is much more frequent than belonging to more instrumentally oriented organizations, like community service, environmental, political or pacifist associations. Consequently, the results of the study lead to a conclusion that satisfaction of expressive motivations, like meeting people with similar interest or practicing a hobby, are the main drivers for young people to join an association. Otherwise, instrumental returns like advocating basic citizen rights or contributing to community interests are less frequent motivations to get involved in youth organizing.

In this context, the research findings also suggest a connection between motivations and participation in different types of associations. Particularly, expressive motivation predicted belonging and non-members' intention to join sociocultural, sports and leisure associations, but was not associated to participation in other types of organizations. Instead, involvement in environmental, pacifist and health associations was best predicted by instrumental motivation. Following Lanero et al. (2017), this might mean that, although sociability and entertainment are frequently expected rewards of participation, it is a desire to help others and contribute to important causes that encourages young people to join certain types of associations. At the

same time, career-related motivation does not seem to be an important driver to explain associational involvement, not even in student or professional organizations.

In sum, there seems to be a link between young people's motivations and associational goals, so that those people that seek sociability and satisfaction of ludic interests are more prone to join an association oriented to these expressive goals. In contrast, young people motivated by instrumental goals display preference for associations contributing to social and community interests. This pattern of results supports the self-selection hypothesis proposed by some authors to explain membership in associations (Quintelier, 2013; Stolle, 1998; van der Meer, van Ingen, 2009). From this view, it is assumed that not everyone has the same propensity for joining a voluntary organization and individuals are attracted to those who resemble them (Theiss-Morse, Hibbing, 2005), so that people with similar civic profile are more likely to be recruited into specific types of associations.

From a practical point of view, these findings recommend considering the diversity of functions performed by associations (Hager, 2014) and using specific motivational appeals in recruitment (Omoto, 2012; Snyder, Omoto, 2009). Because instrumental motivation may be an important driver to translate civic engagement into youth organizing (Handy et al., 2010), community-oriented associations might need to make their instrumental goals more explicit in their recruitment materials. Likewise, associations mainly oriented to expressive goals should include certain instrumental hooks in their campaigns, through collaboration with community organizations or involvement in occasional service events (Lanero et al., 2017). This strategy may help them to extend their recruitment efforts to young people more instrumentally oriented. In addition, it appears that the use of career claims is not an effective strategy to attract young people, and should be minimized when other motivation components are present (Lanero et al., 2017).

This study suffers from some methodological limitations that should be addressed in future studies. Mainly, the data were derived from a single sample of Spanish young people, and thus, the implications of this study can be hardly generalized to other country settings. Therefore, the question of whether



young people in other European countries are motivated by the same reasons when joining an association remains open. Furthermore, cross-country comparisons in regions with higher rates of youth participation like the United States would be useful to ascertain whether expressive and instrumental motivations explain participation in different types of associations.

Similarly, the cross-sectional design used in the present study does not allow for causal interpretation from the relations between variables and does not explain whether initial motivations evolve once associational experience is accumulated. In this sense, expressive motivations might gain importance for members and become their main reason to remain when they meet and get in touch with their coun-

terparts. Hence, future longitudinal studies could analyze the initial self-selection and subsequent socialization processed jointly to better describe the evolution of associational motivations and behaviors.

Finally, it is worth mentioning that expressive, instrumental and career-related motivations were not predictive of belonging and intention to join several types of associations in this study. Hence, participation in student, feminist, political, professional and other similar associations might be better explained by other types of motivations not considered in the research design. Future attempts could try to get some insights into this possibility by considering additional reasons for joining an association during adolescence and young adulthood.

## REFERENCES

1. Babchuk, N., Edwards, J. N. (1965), "Voluntary associations and the integration hypothesis", *Sociological Inquiry*, Vol. 35, No. 2, pp. 149-162.
2. Barlett, M. S. (1954), "A note on the multiplying factors for various chi square approximations", *Journal of the Royal Statistical Society*, Vol. 16, series B, pp. 296-298.
3. Checkoway, B. N., Gutierrez, L. (2006), "Youth participation and community change", *Journal of Community Practice*, Vol. 14, No. 1, pp. 1-9.
4. Chicharro, M. M. (2000). *Sobre jóvenes y sus asociaciones: Utilidad y significados de las asociaciones juveniles para sus socios: Un estudio de casos*. Unpublished thesis. Madrid: Complutesian University of Madrid.
5. Christens, B. D., Kirshner, B. (2011), "Taking stock of youth organizing: An interdisciplinary perspective", in Flanagan, C. A., Christens, B. D. (Eds.), *Youth Civic Development: Work at the Cutting Edge, New Directions for Child and Adolescent Development*, Vol. 134, pp. 27-41.
6. Clary, E. G., Snyder, M. (2002), "The motivations to volunteer: Theoretical and practical considerations", *Current Directions in Psychological Science*, Vol. 8, No. 5, pp. 156-159.
7. Cnaan, R. A., Goldberg-Glen, R. S. (1991), "Measuring motivation to volunteer in human services", *Journal of Applied Behavioral Science*, Vol. 27, No. 3, pp. 269-284.
8. Coffé, H., Geys, B. (2007), "Toward an empirical characterization of bridging and bonding social capital", *Nonprofit and Voluntary Sector Quarterly*, Vol. 36, No. 1, pp. 121-139.
9. de Tocqueville, A. (2004). *Democracy in America*. New York: Library of America.
10. García-Mainar, I., Marcuello-Servós, C. (2007), "Members, volunteers, and donors in nonprofit organizations in Spain", *Nonprofit and Voluntary Sector Quarterly*, Vol. 36, No. 1, pp. 100-120.
11. Gordon, W., Babchuk, N. (1959), "A typology of voluntary associations", *American Sociological Review*, Vol. 24, No. 1, pp. 22-29.
12. Hager, M. A. (2014), "Engagement motivations in professional associations", *Nonprofit and Voluntary Sector Quarterly*, Vol. 43, No. 2S, pp. 39S-60S.
13. Handy, F., Cnaan, R. A., Hustinx, L., Kang, C., Brudney, J. L., Haski-Leventhal, D., Zrinscak, S. (2010), "A cross-cultural examination of student volunteering: Is it all about resume building?", *Nonprofit and Voluntary Sector Quarterly*, Vol. 39, No. 3, pp. 498-523.
14. Herrera, M., Ayuso, L. (2009), "Las asociaciones sociales, una realidad a la búsqueda de conceptualización y visualización", *Revista Española de Investigaciones Sociológicas*, Vol. 126, No. 1, pp. 39-70.
15. Hooghe, M., Botterman, S. (2011), "Urbanization, community size, and population density: Is there a rural-urban divide in participation in voluntary organizations or social network formation?", *Nonprofit and Voluntary Sector Quarterly*, Vol. 41, No. 1, pp. 120-144.
16. Hwang, M., Grabb, E., Curtis, J. (2005), "Why get involved? Reasons for voluntary-association activity among Americans and Canadians", *Nonprofit and Voluntary Sector Quarterly*, Vol. 34, No. 3, pp. 387-403.
17. Jacoby, A. P. (Ed.) (1996). *Service-Learning in higher education: Concepts and practices*. San Francisco: Jossey-Bass.
18. Jacoby, A. P., Babchuk, N. (1963), "Instrumental and expressive voluntary associations", *Sociology and Social Research*, Vol. 47, No. 4, pp. 461-471.
19. Kaiser, H. (1970), "A second generation Little Jiffy", *Psychometrika*, Vol. 35, No. 4, pp. 401-415.
20. Kaiser, H. (1974), "An index of factorial simplicity", *Psychometrika*, Vol. 39, No. 1, pp. 31-36.
21. Knutsen, W. L., Brower, R. S. (2010), "Managing expressive and instrumental accountabilities in nonprofit and voluntary organizations: A qualitative investigation", *Nonprofit and Voluntary Sector Quarterly*, Vol. 39, No. 4, pp. 588-610.

22. Kreutzer, K. (2009), "Nonprofit governance during organizational transition in voluntary associations", *Nonprofit Management & Leadership*, Vol. 20, No. 1, pp. 17-133.
23. Lanero, A., Vázquez, J. L., Gutiérrez, P. (2017), "Young adult propensity to join voluntary associations. The role of civic engagement and motivations", *Nonprofit and Voluntary Sector Quarterly*, Vol. 46, No. 5, pp. 1006-1029.
24. Lenzi, M., Vieno, A., Perkins, D. D., Santinello, M., Elgar, F. J., Morgan, A., Mazzardis, S. (2012), "Family affluence, school and neighborhood contexts and adolescents' civic engagement: A cross-national study", *American Journal of Community Psychology*, Vol. 50, No. 1-2, pp. 197-210.
25. Lin, N. (2001), "Building a network theory of social capital", in Lin, N., Cook, K., Burt, R. S. (Eds.), *Social Capital Theory and Research*, Aldine de Gruyter, New York.
26. Mann, M., Leahy, J. (2010), "Social capital in an outdoor recreation context", *Environmental Management*, Vol. 45, No. 2, pp. 363-376.
27. Nunnally, J. C. (1978). *Psychometric Theory*. New York: McGraw-Hill.
28. Omoto, A. M. (2012), "Social policy: Barriers and opportunities for personality and social psychology", in Deaux, K., Snyder, M. (Eds.), *The Oxford Handbook of Personality and Social Psychology*, Oxford University Press, New York, pp. 804-829.
29. Putnam, R. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon and Schuster.
30. Quintelier, E. (2013), "Socialization or self-selection? Membership in deliberative associations and political attitudes", *Nonprofit and Voluntary Sector Quarterly*, Vol. 42, No. 1, pp. 174-192.
31. Snyder, M., Omoto, A. M. (2009), "Who gets involved and why? The psychology of volunteerism", in Liu, E. S. C., Holosko, M. J., Lo, T. W. (Eds.), *Youth Empowerment and Volunteerism: Principles, Policies and Practices*, City University of Hong Kong Press, Hong Kong, pp. 3-26.
32. Stolle, D. (1998), "Bowling together, bowling alone: The development of generalized trust in voluntary associations", *Political Psychology*, Vol. 19, No. 3, pp. 497-525.
33. Sundeen, R. A. (1992), "Differences in personal goals and attitudes among volunteers", *Nonprofit and Voluntary Sector Quarterly*, Vol. 21, No. 3, pp. 271-291.
34. Theiss-Morse, E., Hibbing, J. R. (2005), "Citizenship and civic engagement", *Annual Review of Political Science*, Vol. 8, No. 1, pp. 227-249.
35. Tschirhart, M. (2006), "Nonprofit membership associations", in Powell, W. W., Steinberg, R. (Eds.), *The Nonprofit Sector: A Research Handbook* (2nd edition), Yale University Press, New Haven, Conn., pp. 523-554.
36. van der Meer, T. W. G., Van Ingen, E. J. (2009), "Schools of democracy? Disentangling the relationship between civic participation and political action in 17 European countries", *European Journal of Political Research*, Vol. 48, No. 2, pp. 281-308.
37. Vázquez, J. L., Lanero, A., Gutiérrez, P., García, M. P. (2014), "Civic engagement profiles and youth membership in associations: Implications for marketing in the non-profit sector", *Responsibility and Sustainability*, Vol. 3, No. 1, pp. 1-12.
38. Vázquez, J. L., Lanero, A., Gutiérrez, P., García, M. P. (2015), "Expressive and instrumental motivations explaining youth participation in non-profit voluntary associations: An application in Spain", *International Review on Public and Nonprofit Marketing*, Vol. 12, No. 3, pp. 237-251.
39. Verba, S., Schlozman, K. L., Brady, H. E. (1995). *Voice and Equality: Civic Voluntarism in American Politics*. Cambridge: Harvard University Press.
40. von Schnurbein, G. (2009), "Patterns of governance structures in trade associations and unions", *Nonprofit Management & Leadership*, Vol. 20, No. 1, pp. 97-115.
41. Vroom, V. H. (1964). *Work and motivation*. New York: Wiley.
42. Williams, J. A., Ortega, S. T. (1986), "The multidimensionality of joining", *Nonprofit and Voluntary Sector Quarterly*, Vol. 15, No. 4, pp. 35-44.

## (ENDNOTES)

- 1 Centre of Sociological Research (2011). Barómetro de Marzo. Estudio nº 2.864. Centre of Sociological Research.
- 2 Directorate General for Education and Culture (2013), "Flash Eurobarometer 375: European Youth: Participation in Democratic Life", European Commission, available at: [http://ec.europa.eu/public\\_opinion/flash/fl\\_375\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_375_en.pdf) (Accessed on: June 1, 2017)
- 3 Directorate General for Education and Culture (2014). "Flash Eurobarometer 408: European Youth", European Commission.
- 4 European Economic and Social Committee (2012), "The Social Economy in the European Union", available at: <http://www.eesc.europa.eu/?i=portal.en.publications.25448> (Accessed on: June 1, 2017)
- 5 OECD Family Database (2015), "Participation in voluntary work and membership of groups and organization for young adults".

Ana Lanero Carrizo  
José Luis Vázquez Burguete  
César Sahelices Pinto

# VRSTE UDRUGA I MOTIVACIJA ZA PRIDRUŽIVANJE: ISTRAŽIVANJE MEĐU MLADIMA U ŠPANJOLSKOJ

## SAŽETAK

Iako je poznato da volonterske udruge i organizacije igraju veliku ulogu u društvenoj integraciji mladih, sudjelovanje mladih u Europi znatno je niže od onoga zabilježenoga u zemljama kao što su Sjedinjene Američke Države. Na primjeru Španjolske u ovom će se radu analizirati čimbenici koji motiviraju mlade da se uključe u različite vrste udruga te koristi koje imaju od članstva. Na uzorku od 223 mlade osobe provedena je anketa kako bi se analizirao odnos između ekspresivne i instrumentalne motivacije te motivacije povezane s karijerom, pripadanje različitim vrstama udruga i namjera ne-članova da se priključe. Podatci su analizirani deskriptivnom analizom, faktorskom analizom glavnih komponenti i serijom logističkih i višestrukih regresijskih analiza. U skladu sa službenom statistikom, rezultati pokazuju slabu uključenost španjolske mlade populacije u udrugama, a sportski i zabavni klubovi najčešći su oblici organiziranja mladih. Ispitnici su kao glavni motiv za uključivanje u udruge najčešće navodili druženje i ostale ekspresivne razloge. Nadalje, rezultati istraživanja ukazuju na povezanost između vrste motivacije i sudjelovanja u različitim vrstama udruga. Osobito je ekspresivna motivacija mogla predvidjeti pripadanje i namjeru da se osoba učlani u kulturne, sportske i zabavne klubove, a instrumentalna motivacija bila je povezana sa sudjelovanjem u ekološkim, pacifističkim i zdravstvenim organizacijama. Motivacija povezana s karijerom nije se pokazala kao važan element koji objašnjava uključivanje u udruge. Na temelju rezultata može se zaključiti da bi trebalo razmotriti različite funkcije koje izvršavaju udruge i upotrijebiti posebne motivacijske elemente pri privlačenju članova.

**Ključne riječi:** volonterske udruge, mladi, ekspresivna motivacija, instrumentalna motivacija, motivacija povezana s karijerom