

Expression of Collectivistic Motives of Lithuanian Citizens Participation in Civil Society Organizations

Rigita Tijunaitiene¹, Bronius Neverauskas², Sigitas Balciunas¹

¹Siauliai University

Architektu str. 1, LT-78366 Siauliai, rigita@smf.su.lt, balciunas@cr.su.lt

²Kaunas University of Technology

K. Donelaicio str. 73, LT-44029 Kaunas, bronius.neverauskas@ktu.lt

The second part of the research results, obtained after generalisation of motivation of participation of Lithuanian citizens in civil society organisations in the aspect of the expression of collectivistic motives is presented in this article. The first part of the results was published by the same authors in this journal in 2009, Vol. 1(61) (Tijunaitiene, Neverauskas, Balciunas, 2009). Therefore, aiming at a more comprehensive view of motivation of participation in civil society organisations in the aspect of the expression of collectivistic motives, it is recommended to get acquainted with the first part. Furthermore, in the first publication a brief overview of methodology and Mutual Incentives Theory, which we referred to when collecting the quantitative research data, as well as general characteristic of participants in civil society organisations, which is important when presenting the results of empiric research, is presented; however, seeking not to repeat the published information, the mentioned aspects will not be publicized in this article. The results of a complete research, carried out by one of the authors of the article, Tijunaitiene, including the expression of both collectivistic and individualistic incentives, are presented in the dissertation (Tijunaitiene, 2009).

As motivation is the secondary formation to motive, aiming to understand motivation, we have to primarily identify motives, which create the system of inducement of activities. To present this article it is necessary to remind that the fundamental provision of empiric research was that all motives of participation can be relatively divided into two groups: individualistic and collectivistic ones. It has not been published yet how individualistic incentives, measured by Simmons and Birchall's instrument, manifest themselves, but it is to be done in the nearest future. As it has been mentioned, this article deals only with the expression of collectivistic incentives, and it is the second article, i.e. the first part has already been presented. All the results obtained are used to create the models of activation of motivation, which are also to be published in the future, but not in this publication.

It should be reminded that the developers of the methodology – Simmons and Birchall – proposed to research collective motives by the scale of 30 collective attitudes, where all the attitudes are grouped by the authors into the groups of **common values, feeling of community and common goals**. After the Lithuanian experts validation procedure, 25 incentives (attitudes) that

remained in the subscale are divided into three subscales, according to which the analysis of survey results in the first part was carried out (see Tijunaitiene, Neverauskas, Balciunas, 2009), but bearing in mind, the different cultural, social and economic settings than those where the instrument “was born”, it was tried to reject the 3-subscale instrument model of the original developers and extend the analysis of collectivistic incentives on the ground of 5 factors. Rather large sample (N=987) enables to reveal “more pure”, more adequate factor model. Thus, 5 new factors have been distinguished: identification with the group and its performance results, acting together, competence of organisation activity, dissatisfaction with quality of organisation activity, commitment to civil activity. The results based on the ground of these factors are presented in this article.

Keywords: motivation of participation, collectivistic motives, incentives, civil society organizations, participation concept.

Introduction

The concept of *participation* is perceived quite broadly – from the activities concerned with one area to hearing citizens' opinion. According to Andersson et al. (2005), after 2000 growing focusing on voluntary social activity rather than on influence on decision-making, service delivery, etc. has been manifested. *Participation* can also be concerned with employees' participation within organisations, i.e. in their management. However, in this article the discussion deals with the participation in public space, although not necessarily in government, but outside a work organisation. Rapidly changing environment transforms not only the organisation, but also an individual (Ciutiene, Sakalas, Neverauskas, 2006), so in the era of such controversial changes, as they are referred to by the authors, it is important to analyse the issues of participation in different contexts (individual, organisation and environment).

Since the topic of participation is broad and complex, one of the ways to limit the complexity of the topic, according to Roberts (2004), focusing on one aspect. Thus, the spectrum of interests becomes somewhat narrower, and we are rather interested not in the concept of participation in general, but in one of the determinants of participation – motivation to participate voluntarily in collective participation

activities, i.e. in public, common to all the society, decisions and their realisation through a certain organisational form.

Although the decision to participate is made not only because of motivation, but also because of environmental factors and the change of their state (Christauskas, Stunguriene, 2007), but this study is limited only by the mentioned part of decision-making – motivation of participating citizens. Thus, in the context of this research, a fundamental axis is participating citizens, who participate in organisations free and voluntarily. Modern individuals, according to Drucker (2007), especially the so-called “knowledge employees”, feel the need for additional contribution/ assistance to social sphere of life, for personal relationships, and contribution/ assistance not at work, outside an organisation and their specialised knowledge. The sphere of realisation of these needs is civil society organisations, where individuals can contribute, have a responsibility. Although the term *non-governmental organisation* is currently more popular in Lithuania, it does not fully reflect the intentions of the authors of the research. Although they say non-governmental, they have in mind non-political, non-religious and non-profit simultaneously. However, “often trade unions, religious organisations, and even cooperatives can be considered to be non-governmental organisations” (Simasius, 2007). Therefore, to avoid the terminological debates and in order to cover organisations, demonstrating civil initiatives at maximum, a broader construct – *civil society organisation* (CSO) is used deliberately. According to Salamon et al. (1999), the term is often used in the broader sense, including individual activities of citizens, besides, it is widely accepted internationally (Salamon et al., 1999). The authors’ choice in the mentioned aspect was determined by the following reasons: “*Participation of unorganised citizens in activities is an especially rare phenomenon, confirming that the traditions to allocate time or money to certain social activities are still weak*” (Ziliukaite et al., 2006); besides, those who *join in, or belong to different types of organisations, are more likely “to be heard”,* as according to Peters (2002), for an ordinary citizen, it is increasingly difficult to contest the decisions taken by the technically competent and well-protected bureaucracy; *organisational structure also sets prerequisites for greater participation.* In addition, *CSOs are partners, through which various social factors can be pursued.* According to Finn (2004), civil society organisations for their unique combination of private structure and public structure, lesser extent, relations with citizens, flexibility and the ability to use private initiative to support public goals, are emerging as strategically important potential partners. Thus, CSOs are like a conductor, which conducts those, who intend to participate, and forms conditions for that.

Coming back to motivation, it is necessary to mention that motivation is the system of encouragement of behaviour (actions, activities), which is caused by different motives, so they should be identified, when it is aimed at measuring current motivation, on the basis of which the models of activating/motivation can be designed. In this article it is not intended to present the designed models of activation of motivation, as primary, it is necessary to introduce the expression of motivation, on the basis of

which the models have been designed. Thus the article is to present one part of the results, which is concerned with the expression of collective motives. As it was mentioned in the first part of the published results (Tijunaitiene, Neverauskas, Balciunas, 2009), the imperative to create new ways of involvement of individuals in making decisions, concerning their lives or models of activation of participation remains not only unmitigated or less relevant, but even increasing nowadays (Neverauskas, Tijunaitiene 2007).

In this article (like in the first one) a part of the results of research of motivation of involvement and participation of members of Lithuanian society, revealing the expression of collectivistic motives is presented on the ground of 5 factors, distinguished by the authors, while in the first part (Tijunaitiene, Neverauskas, Balciunas, 2009) the analysis was carried out on the ground of 3 original factors, distinguished by the developers of the instrument.

The aim of the research is to evaluate the expression of motivation of participation of Lithuanian citizens in civil society organisations in accordance with 5-factor model in the aspect of collective motives.

The tasks of the research are:

- to offer 5-factor model of expression of collectivistic motivation;
- to carry out the cluster analysis of Lithuanian citizens participation;
- to provide evaluation of the results of the research of collectivistic motives.

The **object of the research** is collectivistic motives of participation.

Scientific problem and its research level are quite widely presented in the first part of the published results, therefore, in order to avoid iteration, as this article is designed to present the second part of **empirical** results, we must mention that in Lithuania motivation and motives of participation are generally studied only as participation in particular areas, and as one of research questions. Any study of motivation of participation of Lithuanian citizens, where the main question of interest would be motivation of civil participation in CSOs, comprising the aspects of political, social, cultural, or economic participation, has not been carried out before this research, a part of the results of which is presented (Tijunaitiene, Neverauskas, Balciunas, 2009). However, in certain contexts and layers the research is being carried out (see Tijunaitiene, Neverauskas, Balciunas, 2009). Thus, the **research problem** is how motivation of citizen participation in civil society organisations, evaluated by Simmons and Birchall’s instrument, manifests itself in the aspect of collectivistic motives, analysed with reference to the distinguished 5-factor model.

Research methods and empirical basis. The research is based on the concept of triangulation, when descriptive theoretical analysis is combined with interactive and written survey, and with qualitative method of expert interviews, which was used as an auxiliary method. Quantitative research of motivation of individuals to participate in civil society organisations was carried out using the methods of interactive survey and written survey (N=987), the method of oral survey of experts (interview) (N=23) was used in qualitative research. The quantitative

research is based on Simmons and Birchall's Mutual Incentives Theory, created in the country of modern social sciences (in this instance, Scotland, UK) (see Tijunaitiene, Neverauskas, Balciunas, 2009); on the basis of this theory the Scottish scientists created their instrument. Statistical methods were applied in the process of data processing. SPSS 11.0 software was used for statistical research data processing. The processing of qualitative research data is supported by descriptive interpretive procedures. Thus, both quantitative and qualitative research has been carried out simultaneously with information interpretation, integration and synthesis.

Novelty. The second part of the results of scientific research of motivation of citizen, participation in civil society organisations in the aspect of the expression of collectivistic motives. The research has been carried out in Lithuania for the first time, and is presented in this article.

5-factor model of expression of collectivistic motives

Factor analysis is related to the measurement of personality traits and behavioural psychology (Bitinas, 1998). Its general purpose is to reduce the number of primary attributes, without losing significant information about the studied phenomenon. Hence, "factor analysis is a method of scientific research, applied inside the research" (Bitinas, 1998). In order to receive additional information about the dimension of collectivistic motives of participation, the factor analysis, dissociating from 3 factors, distinguished by the developers of the original, was carried out. A sufficiently large number of subjects (N=987) usually provides the opportunity to reveal the "purer", more adequate factor model. As KMO is 0.789, then factor analysis in general suits this dimension of participation motives satisfactorily, according to Cekanavicius and Murauskas (2004). After the Alpha factor analysis of the motives of collective participation applying the method of principal components, rotating the axis, using VARIMAX method to identify 5 factors in 10 iterations, for which the titles were formulated, reflecting Lithuanian realities. This was done on the basis of opinions presented in an expert discussion. Although there is the aim to formulate the names of subscales together with the authors of the article, the number of experts who participated, is not large (n=9), such communicative validation shows itself during the dialogue, according to Kvale (2003), in other words, it is sufficient for a qualitative approach. The decision in the validation of this type is made after all discussion participants present their arguments. In other words, the procedure of validation is perceived as the procedure of argumentation. Since this method is applied in social sciences and the persons who may participate in such a discussion may be researchers, having methodological or theoretical competence in a particular field (Kvale, 2003), then all the persons who participated in the discussion met the requirements and their opinion can be used to perform the procedure of communicative validation. After the above-mentioned procedure of communicative validation, the following names for subscales were formulated:

- Identification with the group and its performance (Kronbach's alpha coefficient – 0.6472, instrument item-

total correlation ranges from 0.3197 to 0.5, instrument item factorial weight – from 0.447 to 0.676). Formulations of all items that comprise this subscale refer to a person's relation with a particular group, i.e. the person is not a separate individual, but he identifies himself as a member of a certain group, when "social self" is important for the person. Though it is not about altruism and unconditional commitment, there is a clear appeal to reaching the results in the group (with the group), it is appealed to a person's sociality, an inherent need to be in a group, thus, the factor name is derived subjectively. Summarizing this subscale, one can also refer to Argyle (1991) (original instrument developers referred to him as well), who argues that people's commitment or attachment to organizations result in further irrational and economically unprofitable activity. In other words, people who are attached, or simply identify themselves with a certain group, become irrational (uneconomic), rather more social.

- Acting together (Kronbach's alpha coefficient – 0.5903, instrument item-total correlation ranges from 0.3326 to 0.4374, instrument item factorial weight – from 0.433 to 0.63). Formulations of propositions of this factor reflect people's desire not only to identify themselves with the organisation, to be within it, but to act together, to feel that their activities represent not only their own interests, but also the interests of other members of society. I. e., acting together is approached as an incentive, encouraging joining to groups, where it would be possible to act together for the sake of other people. Sturmer and Simon (2004) relate motivation to participate with collectivistic motives, which are related to the collective benefit, which can be achieved only by acting together, by cooperating. According to Argyle (1991), cooperation appears when it includes encounters and relationships, where the goal and the final product is the same relationship, or joint activity. Hence, the motive of acting together encompasses an incentive not only to be a member of the team, but also to participate in the activities tangibly. As people consider themselves to be related to the other and take care of the people who either live in the same neighbourhood, or are similar to them in some respects, according to Simmons and Birchall (2003, 2004a, b, 2005), it can be assumed that those who belong to similar organisations may have an incentive to act together. In addition, joint activity (or as it is called here acting together), according to Argyle (1991) is one of the main sources of motivation of cooperation

- Competence of organisation activity (Kronbach's alpha coefficient – 0.6371, instrument item-total correlation ranges from 0.3166 to 0.5033, instrument item factorial weight – from 0.393 to 0.71). Formulations of incentives refer to an organisation as a special "hive of knowledge", where one can not only realize himself as a member of a team, but also to acquire new competences. I. e., the name given to the factor subjectively appeals to the fact that people may be motivated by the possibility to use organisational competences, which are accumulated in various organisations, or to think more collectively, they can be motivated by the opportunity to contribute to "greater" knowledge and further development of competences.

- Dissatisfaction with quality of organisation activity (Kronbach's alpha coefficient – 0.5843, instrument item-

total correlation ranges from 0.2093 to 0.5204, instrument item factorial weight – from 0.27 to 0.759). Formulations of propositions (incentives) of another factor have encouraged to name the factor using the negative, i. e., grounding on the assumption that the motive to participate in a certain civil activity may be simply dissatisfaction with what and how individual civil organisations do in order to change the reality, people’s attitudes, to help the organisation. This is also related to the “social self” and partly to altruism motives, which are expressed through the feelings of sympathy and compassion, which are possible incentives of participation. Compassion, as well as self-devotion, according to Perry (1996), is one of the motives, fostering development. Thus, certain self-devotion in this group of motivation direction may also be envisaged, as it includes the intention to participate due to the existence of the objective to change at least the organisation, which is a part of the society.

- Commitment to civil activity (Kronbach’s alpha coefficient – 0.5234, instrument item-total correlation ranges from 0.195 to 0.4102, instrument item factorial weight – from 0.215 to 0.711). Formulations of all the items comprising this scale are related, according to Perry (1996), to the urge towards participation in political activities, or commitment to public interest. It is worth mentioning that this subscale is partly related to the motive of altruism, as the expression of altruism is derived not only from compassion, but also from a sense of moral obligation (Iljin, 2000). Schmid (2002) has also identified a sense of obligation as a motive. The group of these incentives is related to citizenship, which is fostered (or at least should be fostered) by all CSOs, as one of the key principles of collectivity. People feel an obligation to participate as an expression of shared values (Simmons, Birchall, 2003, 2004a, b, 2005). Values determine most of, if not all, motivated behaviour (Schwartz, 2006), but they must be activated in order to affect behaviour, as the latter author proposes. Therefore, such participative activities are situations, oriented towards values, which activate the values themselves.

The results of factor analysis enable to classify various variables into unrelated groups (factors) on the basis of their correlation, and they testify the validity of the instrument. Therefore, considering that the correlation of only one item of “Commitment to civil activity” factor with the total instrument score values within $r_{itt}=0.2$, but Kronbach’s alpha coefficient of this subscale is 0.523, and the factorial weight L in individual subscales varies from 0.215 to 0.759, it can be argued that such indicators of quality point to satisfactory scale reliability – internal compatibility of test steps. Thus, the incentives comprising a part of collectivistic motives of participation (under the current 5-subscale model) are sufficiently homogeneous and valid, and therefore can be considered to be the measures of (a part of) the construct of motivation of participation.

The results of cluster analysis of expression of collectivistic attitudes

The clustering procedure enabled to group the respondents, who answered the questions similarly, into 5 clusters using the k-means method.

The following clusters were formed: *public critics, the dissatisfied, the apathetic, friends and the committed* (see Figure 1).

For the respondents, representing the cluster of *the apathetic, the commitment to civil activity, identification with the group and its performance results*, as well as *acting together*, and other evaluations are lower than average. This cluster combines such citizens, who do not think that an organisation, in activities of which they participate, solves too many problems at the same time, too complex problems, or the problems beyond their competence. They perceive that their participation is not sufficiently effective, besides, they do not have enough information to be able to tell, whether their organisation is successful. They also do not tend to share the work, do not think that the other members support them by their good feedback, in other words, they are apathetic towards everything. According to Grigas (2003), Lithuanians are in general characterised by the “apathy towards another, and in particular towards the common interest”. Discussing national features of the Lithuanians, Grigas (2003), identifies as inherent for the Lithuanians freedom from the community commitment and from responsibility for the community, so in this aspect collectivity is expressed rather weakly, individualism is considerably more important for a Lithuanian. In addition, according to Grigas (2003), it is deformed. Most “*apathetic*” belong to educational and cultural organisations as well as religious organisations (see Table 1).

The cluster of *public critics* includes the people, whose commitment to civil activities, as well as the other attitudes, reflecting collectivistic incentives, are evaluated higher than the average, which means that they are fairly public personalities, who are concerned about public interest, tend to work with the group, because acting together or identification with the group are the results of collective activity. Since both *self-identification with the group* and *acting together* have higher than average scores, the collectivistic feeling of identity (i.e., self-interpretation as a replaceable member of the group, “we” instead of “I”) is “a fundamental psychological process, which makes the phenomenon of a team or group activity possible” (Sturmer, Simon, 2004), it is a particularly important motivator for this cluster of the population. In the considered context a strong group identity is evaluated positively, as it “can increase the distribution for the group” (Batson et al., 1995), increase personal commitment to care about social welfare.

But at the same time these people are quite critical about activities of their organisation, they think that the organisations deal with overly complex problems, often beyond their competence, sometimes with too many simultaneously. Thus, although these individuals are fairly social and collectivistic, they are also self-critical. 33.8 per cent of members of youth organisations, and almost a quarter of all people participating in local communities are personalities of this type (see Table 1).

Cluster of the dissatisfied is represented by the individuals, for whom the *dissatisfaction with the performance quality in organisations* is the most important.

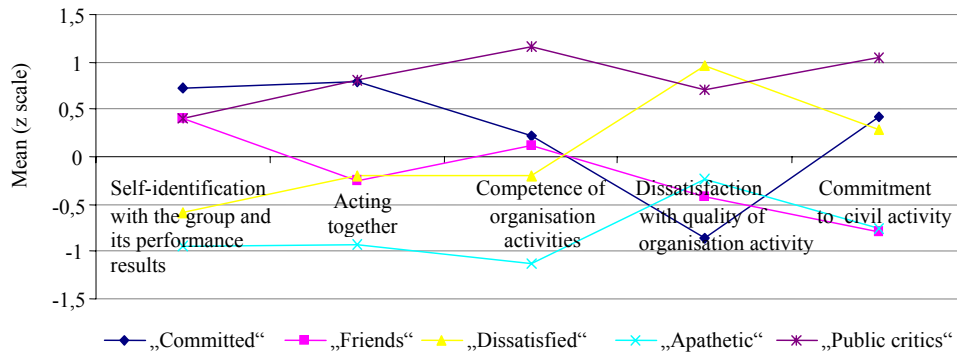


Figure 1. Clusters of respondents in accordance with the expression of 5 factors, cluster analysis, N=940

Such individuals evaluate the mentioned aspect much higher than on the average, a commitment to civil activities is also evaluated slightly more than on the average, all other characteristics, referring to the collectivistic incentives through the appropriate attitudes, have lower than average expression. “The dissatisfied” constitute more than a third of the members of youth organisations, as well as almost 40 per cent of members of women’s organisations and almost one-third of members of religious organisations (see Table 1). Conditionally, it can be maintained that such individuals are not very satisfied with collective activity.

On the other hand, looking for reasons, it is also possible to envisage other attitudes of the segment of *the dissatisfied*, i.e., they may be dissatisfied simply because of the change in their world-view, perception, and even values. They are not indifferent, they are simply “dissatisfied”, because they are becoming more critical of the government’s decisions, develop certain competences, necessary for modern life, etc.:

“... have more critical thinking, try to escape from the mass, start “looking between the lines”, and not that what the media forms.”

1 Table

The connection of clusters in accordance with collectivistic incentives (5-factor model) and the type of an organisation, Crosstabs (in per cent)

		Cluster					Total:
		„Public critics“	„Dissatisfied“	„Apathetic“	„Friends“	„Committed“	
Organisation, in activities of which participation is the most active	Professional, academic union and trade union	28.8%	19.2%	17.8%	30.1%	4.1%	100.0%
	Youth organisation	33.8%	33.8%	14.0%	8.1%	10.3%	100.0%
	Cultural and educational organisations	20.0%	25.3%	28.4%	16.8%	9.5%	100.0%
	Sport, active recreation and health organisation	17.1%	20.0%	21.9%	34.3%	6.7%	100.0%
	Religious organisation	25.0%	28.1%	28.1%	3.1%	15.6%	100.0%
	Women’s organisation	13.0%	39.1%	19.6%	13.0%	15.2%	100.0%
	Organisation of mutual and social assistance	23.3%	22.2%	17.8%	10.0%	26.7%	100.0%
	Political party or group	12.7%	20.0%	27.3%	7.3%	32.7%	100.0%
Organisation of local community	23.2%	18.3%	26.8%	16.9%	14.8%	100.0%	

The cluster of *the committed* partly can be called the most efficient, the most meaningful, as individuals, representing it, evaluate all collectivistic incentives better than average, with the exception of *dissatisfaction with the quality of organization’s activities*. Most committed belong to political parties and groups (32.7 per cent) and organisations of

mutual and social assistance (26.7 per cent) (see Table 1). The highest rated ones are *acting together* and *identify themselves with the group and its performance*. Thus, these individuals are committed, place reliance on their organisation, on themselves and of course, their own skills, in addition. They are quite public-spirited and collectivistic.

They do not criticize neither the quality of the organization's activities nor the competence, they simply do socially useful work, believing in its meaningfulness.

The last cluster, *the friends*, is comprised of the individuals, whose subscale of *acting together*, evaluations of *dissatisfaction with quality of organisation activities* and *commitment to civil activity* are lower than the average, but *self-identification with the group* and the *competence of organisation activities* are evaluated higher than average. It may be said that they feel a close connection with their group, identify themselves not as a separate individual, but as a representative of a particular group. They feel good together in that group, supposedly, part of the members of such an organisation have been or became friends, and it is fun to be together without any commitment to public values. Or alternatively, they participate in organisation formally, if they are asked, enrolled, etc. Most of the "friends" belong to professional academic unions and trade unions (see Table 1) and sport, active recreation and health organisations.

The analysis is extended in order to identify the groups, which intend to behave in a similar way in consideration of intensity of participation in future. Thus,

the extent, to which individuals, who belong to the correspondent cluster, intend to participate in future, is illustrated by the data in Table 2.

Even 27.8 per cent of *the committed* plan to participate in future more than they participate currently, however, "public critics" comprise one-third of those, who intend to participate less in future, what can be explained by the reason that these individuals are not very satisfied with the quality of activities in organisations, so in future they plan to reduce the intensity of participation.

However, since they are quite public-spirited and are prone to collective activities, such attitudes, concerning the intensity of participation in future, can be considered quite carefully, because the *collectivistic* mode of individuals enables the authors to suppose that perhaps the people answering the questions about a particular CSO, in which they currently participate, thought, as it was requested, about a particular organisation, in which they intend to participate less. However, in general they do not intend to be *less* socially active. *The dissatisfied* comprise almost a quarter of those, who intend to participate in the future as much as currently.

2 Table

The connection of clusters in accordance with collectivistic incentives (5-factor model) and the intensity of intention to participate in future, Crosstabs (in per cent)

			Clusters					Total:
			„Public critics“	„Dissatisfied“	„Apathetic“	„Friends“	„Committed“	
How actively, compared to the present situation, do you intend to participate in the organisation in future?	Less	N=172	30.2%	22.7%	19.8%	12.2%	15.1%	100.0%
	Almost to the same extent	N=306	19.9%	24.5%	22.5%	21.6%	11.4%	100.0%
	More	N=90	17.8%	25.6%	18.9%	10.0%	27.8%	100.0%

Hence, the following assumptions can be made: as the expression of their *dissatisfaction with organization activities* is the highest compared to the others, besides, most such individuals belong to youth and women's organisations, in which the level of commitment to civil activity is relatively high, the drawbacks of organisations are not barriers for participation, they are rather the challenge.

It can be argued that the majority of the participants currently intend to maintain the same intensity of participation. The most important target group in terms of activation of motivation for participation are those who intend to participate less, but the broad context in pursuance of long-term goals, the importance of all groups should be the same, only with different forms of incentive, based on purposeful motivating strategy.

Conclusions

The 5-factor model, which has classified variables on the basis of their intercorrelation into the following groups (factors): *identification with the group and its performance results, acting together, competence of organisation activity,*

dissatisfaction with quality of organisation activity, commitment to civil activity, has been proposed.

It was found that the incentives comprising a part of collectivistic motives of participation (under the current 5-subscale model) are sufficiently homogeneous and valid, therefore they can be considered to be the measures of (a part of) the construct of motivation of participation.

Five *national* clusters of participating citizens (under the expression of collectivistic motives and in accordance with 5 factors, newly distinguished by the authors of this article) have been identified: *public critics, the dissatisfied, the apathetic, friends and the committed.*

The groups of citizens, who participate most and least in different types of organisations, have been revealed. These results can be used to activate not participation generally, but participation in different civil society organisations.

It was found that although the majority of current participants intend to maintain the same intensity of participation, the groups, which intend to participate more or less have been distinguished: most citizens, who intend to participate *less*, belong to the group of *public critics*, and most citizens who intend to participate *more*, belong to

the group of *the committed*. These groups are of particular importance for the identification of segments, towards which the campaign of activation of motivation of participation must be directed first, but it will be discussed in the future articles.

References

- Andersson, E., Warburton, D., & Wilson, R. (2005). The True Costs of Public Participation. *Involve*. Creating a stronger democracy: Full Research Report [interaktyvus]. 189 p. [ziureta 2006–09–25]. Prieiga per internetą: http://www.sharedpractice.org.uk/Downloads/TC_Report.pdf.
- Argyle, M. (1991). *Cooperation: the Basis of Sociability*. Routledge, London. p. 276
- Batson, C. D., Batson J. G., Todd, M. R., Brummett, B. H., Shaw, L. L., & Aldeguer, C. M. R. (1995). Empathy and the Collective Good: Caring for One of the Others in a Social Dilema. In *Journal of Personality and Social Psychology*, The American Psychological Association [interaktyvus]. vol. 68, no. 4, p. 619-631 [ziureta 2008-06-12]. Prieiga per APA PsycNET.
- Birchall, J., & Simmons, R. Participation Overview. The Governance and Participation. Manchester, CooperativesUK. (2004a). [interaktyvus] [ziureta 2006-09-23]. Prieiga per internetą: http://www.cooperatives-uk.coop/live/images/cme_resources/Users/G&P%20Files/Participation%20Overview.pdf
- Birchall, J., & Simmons, R. What Motivates Members to Participate in Co-Operative and Mutual Businesses? A theoretical model and some findings. In *Annals of Public and Cooperative Economics*, Blackwell Publishing [interaktyvus]. 2004b, vol. 75, no. 3, p. 465-495 [ziureta 2007-12-21]. Prieiga per Ingenta Connect.
- Bitinas, B. (1998). *Ugdymo tyrimų metodologija*. Vilnius: Jošara. p. 245.
- Čekanavičius, V., & Murauskas, G. *Statistika ir jos taikymai*. II dalis. Vilnius: TEV. 2004. p. 239.
- Christauskas, C., & Stungurienė, S. (2007). Motivation Factors of Decision Making Person. *Inžinerinė Ekonomika-Engineering Economic*(3), 51-56.
- Ciutiene, R., Sakalas, A., & Neverauskas, B. (2006). Influence of Personnel Interests on Formation of Modern Career. *Inžinerinė Ekonomika-Engineering Economic*(5), 99-106.
- Drucker, P. F. (2007). *The Essential Drucker: selections from the management works of Peter F. Drucker*. Amsterdam: Elsevier: Butterworth-Heinemann. p. 275.
- Finn, H. V. (2004). Assessing and Strengthening Civil Society Worldwide. A Project Description of the CIVICUS Civil Society Index: A Participatory Needs Assessment & Action-Planning Tool for Civil Society, Johannesburg: CIVICUS. [interaktyvus] [ziureta 2008–03–23]. Prieiga per internetą: <http://www.civicus.org/new/media/CSIAssessing&StrengtheningCivilSocietyWorldwide.pdf>.
- Grigas, R. (2003). Šiuolaikinio lietuvių nacionalinio būdo bruožai. Nerimą keliančios trajektorijos (sociošifone kritinė apžvalga). *Filosofija. Sociologija. Lietuvos mokslų akademija* [interaktyvus]. nr. 1, p. 22–30 [žiureta 2008–06–06]. Prieiga per internetą: <http://images.katalogas.lt/maleidykla/fil31/F-22.pdf>.
- Iljin, E. P. *Motivacija i motivi*. (2000). P.: Piter. p. 512
- Kvale, S. (2003). Issledovatelskoje intervju. M.: Smysl. 302 p. [interaktyvus] [ziureta 2008–04–14]. Prieiga per internetą: http://www.koob.ru/kvale/issledovatelskoe_intervju.
- Neverauskas, B., & Tijnaitienė, R. (2007). Public Participation in City Governance Decision-Making: Theoretical Approach. *Inžinerinė Ekonomika-Engineering Economics*(4), 27-35. Prieiga per internetą: <http://www.ktu.lt/lt/mokslas/zurnalai/inzeko/54/1392-2758-2007-4-54-027.pdf>. [Business Source Complete, Current Abstracts, TOC Premier (EBSCO sarasas), CEEOL, IBSS, VINITI].
- Perry, J. L. (1996). Measuring public service motivation: An assessment of construct reliability and validity. In *Journal of Public Administration Research and Theory* (Transaction) [interaktyvus]. 6(1), p. 5–22 [ziureta 2008–05–10]. Prieiga per EBSCOhost.
- Peters, B. G. (2002). *Biurokratijos politika*. Vilnius: Pradai. p. 480.
- Roberts, N. (2004). Public deliberation in an Age of Direct Citizen Participation. In *American Review of Public Administration*. SAGE Publications [interaktyvus]. vol 34, no. 4, December, p. 315-353 [ziureta 2008-06-01]. Prieiga per internetą: http://www.cor.web.uci.edu/ufiles/calendar/Roberts_-_ARPA.pdf
- Salamon, L. M., Anheier, H. K. and Associates Civil Society in Comparative Perspective. (1999). In *Global Civil Society: Dimensions of the Nonprofit Sector*, The Johns Hopkins Comparative Nonprofit Sector Project, The Johns Hopkins Center for Civil Society Studies, Baltimore [interaktyvus]. chapter 1, p. 3–39 [ziureta 2008–04–21]. Prieiga per internetą: <http://www.jhu.edu/ccss/publications/books/gcs/pdf/chapter1.pdf>
- Schmid, A. A. (2002). Using Motive to Distinguish Social Capital from Its Outputs. In *Journal of Economic Issues*, Department of Economics, University of Nevada [interaktyvus]. vol. 36, no. 3, p. 747–768 [ziureta 2006–04–10]. Prieiga per internetą: <http://diglib.lib.utk.edu/utj/browse.php?jid=1&vid=6&issid=18&aid=311&pg=747>.
- Schwartz, S. H. (2006). Basic Human Values: Theory, Methods, and Applications [interaktyvus]. 19 p. [ziureta 2008–06–11]. Prieiga per internetą: <http://www.fmag.unict.it/Allegati/convegno%207-8-1005/Schwartzpaper.pdf>.
- Šimašius, R. (2007). Ne pelno organizacijos: prigimtis ir reglamentavimas: mokomoji priemonė. Vilnius: Eugrimas. p. 207.
- Simmons, R., & Birchall, J. (2003). Bringing Citizens Back in to Public Services: Strengthening the „Participation Chain“. Paper for ECPR Joint Sessions Edinburgh. Workshop 22: Bringing citizens back in: participatory democracy and political participation. Department of Applied Social Science, University of Stirling, UK. [interaktyvus]. 40 p. [ziureta 2006-04-27].

Prieiga per internetą: <http://www.paltin.ro/biblioteca/SimmonsBirchall.pdf>

22. Simmons, R., & Birchall, J. A. (2005). Joined-up Approach to User Participation in Public Services: Strengthening the „Participation Chain“. In *Social Policy & Administration*, Blackwell Publishing, 39(3), 260-283.
23. Sturmer, S., & Simon, B. (2004). Collective action: Towards a dual-pathway model. In *European Review of Social Psychology*, European Association of Experimental Social Psychology, 15, 59-99.
24. Tijūnaitienė, R. (2009). *Dalyvavimo pilietinės visuomenės organizacijose motyvacijos raiška ir plėtojimas*. Daktaro disertacija. Kaunas: Kauno technologijos universitetas, p. 267.
25. Tijūnaitienė, R., Neverauskas, B. & Balciunas, S. (2009). Motivation Expression of Citizen Participation in Organizations of Citizen Society. *Inžinerinė Ekonomika-Engineering Economic*(1), 65-74.
26. Žiliukaitė, R., Ramonaitė, A., Nevinskaitė, L., Beresnevičiūtė, V., & Vinogradnaitė, I. (2006). *Neatrastą galia*. Lietuvos pilietinės visuomenės žemėlapis. Vilnius: Versus aureus. p. 380

Rigita Tijūnaitienė, Bronius Neverauskas, Sigitas Balčiūnas

Piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacija: kolektyvinių motyvų raiška

Santrauka

Šiame straipsnyje, apibendrinus Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose motyvaciją kolektyvinių motyvų raiškos aspektu, pateikiama šių tyrimo rezultatų antroji dalis. Pirmoji minėto tyrimo rezultatų dalis tą pačią straipsnio autorių publikuota šio žurnalo 2009 m. 1 (61) numeryje. Todėl, siekiant išsamiau susipažinti su dalyvavimo pilietinės visuomenės organizacijose motyvacija kolektyvinių motyvų raiškos aspektu, rekomenduojama peržvelgti pirmąją dalį. Be to, pirmojoje publikacijoje trumpai apžvelgiama metodologija ir abipusių stimulų teorija, kuria remtasi renkant kiekybinio tyrimo duomenis, taip pat apžvelgiama bendra dalyvaujančių asmenų pilietinės visuomenės organizacijose charakteristika, kas yra svarbu ir būtina pateikiant empirinio tyrimo rezultatus. Taigi siekiant nekartoti jau publikuotos teorijos, šiame straipsnyje bus aptarti kiti dalykai.

Kadangi motyvacija yra antrinis motyvo atžvilgiu darinys, todėl norint suvokti motyvaciją pirmiausia reikia nustatyti motyvus, kurie sukelia veiklos skatinimo sistemą. Aptariant šį straipsnį, reikalinga prisiminti, esminę empirinio tyrimo nuostatą – visus dalyvavimo motyvus sąlygiškai galima suskirstyti į dvi grupes: individualistinius ir kolektyvinius. Kaip reiškiasi individualistiniai stimulai, matuoti sukurtu Simmons ir Birchall instrumentu, kol kas viešai nepublikuota, tačiau artimiausiu metu ketinama tai išspausdinti. Kolektyvinių stimulų raiškos rezultatų šiame straipsnyje pateikimu jau antrą kartą viešai publikuojami Simmons ir Birchall metodologija ištirtos dalyvavimo motyvacijos kolektyvinių motyvų raiškos aspektu daliniai rezultatai. Visi gauti rezultatai yra panaudoti motyvaciją aktyvinančiams modeliams kurti. Jie šioje publikacijoje nėra aptarti. Bus aptarti ateityje.

Metodologijos kūrėjai Simmons ir Birchall kolektyvinius motyvus siūlė tirti sudaryta 30 kolektyvinių nuostatų skale, kur visos nuostatos autorių sugrupuotos į *bendrų vertybių*, *bendrumo jausmo* ir *bendrų tikslų* grupes.

Po lietuvių ekspertų validavimo procedūros šioje subskalėje liko 25 stimulai (nuostatos), suskirstyti į tris subskales, kuriomis remiantis analizuoti tyrimo rezultatai pirmojoje dalyje (plačiau žr. Tijūnaitienė, Neverauskas, Balčiūnas, 2009). Tačiau turint galvoje kultūrinę, socialinę, ekonominę terpes, ne tas, kuriose gimė instrumentas, buvo pabandyta atsisakyti originalaus instrumento kūrėjų 3 subskalių modelio ir kolektyvinių stimulų analizė papildyta 5 faktoriais. Dėl pakankamai daug tiriamųjų (N = 987) buvo nustatytas „grynesnis“, adekvatesnis faktorinis modelis. Taigi išskirti 5 nauji faktoriai: „Tapatinimasis su grupe ir jos veiklos rezultatai“, „Veikimas kartu“, „Organizacijos veiklos kompetencija“, „Nepasitenkinimas organizacijos veiklos kokybe“, „Įsipareigojimas pilietinei veiklai“, kurių raiška ir rezultatai ir aptariami šiame straipsnyje.

Šio tyrimo **tikslas** – įvertinti Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacijos raišką pagal 5 faktorių modelį kolektyvinių motyvų aspektu.

Tyrimo **objektas** – kolektyviniai dalyvavimo motyvai.

Mokslinė problema – kaip reiškiasi piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacija, įvertinta Simmons ir Birchall instrumentu, kolektyvinių motyvų, analizuotų remiantis išskirtu 5 faktorių modeliu, aspektu?

Tyrimo metodai ir empirinė bazė. Tyrimas remiasi trianguliacijos koncepcija, kai derinama interaktyvi apklausa ir apklausa raštu su kokybiniais – ekspertų interviu metodu, kuris taikytas kaip pagalbinis. Kiekybinis individualių asmenų dalyvavimo pilietinės visuomenės organizacijose motyvacijos tyrimas buvo vykdomas taikant interaktyvios apklausos ir apklausos raštu (N = 987), kokybinį – ekspertų apklausos žodžiu (interviu) metodus (N = 23). Kiekybinis tyrimas paremtas modernių socialinių mokslų šalyse (šiuo atveju Škotijoje, Jungtinėje Karalystėje) sukurta Simmons ir Birchall abipusių stimulų teorija (plačiau žr. Tijūnaitienė, Neverauskas, Balčiūnas, 2009), kuria remiantis škotų mokslininkai sukūrė ir instrumentą. Statistiniai metodai taikyti duomenų apdorojimo procese. Statistiškai apdoroti tyrimo duomenis buvo panaudota SPSS 11.0 programinė įranga. Kokybinio tyrimo duomenims apdoroti panaudotos deskriptyvinės interpretacinės procedūros. Taigi atliekant tiek kiekybinį, tiek kokybinį tyrimą gauta informacija interpretuota, integruota ir sintetinta.

Naujumas. Pateikiama Lietuvoje pirmą kartą atliktų piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacijos mokslinių tyrimų, taikant Simmons ir Birchall motyvų tyrimo metodologiją, rezultatų kolektyvinių motyvų raiškos aspektu antroji dalis.

Pagrindinės išvados. Pasiūlytas 5 faktorių modelis, suskirstęs kintamuosius jų tarpusavio koreliacijos pagrindu į tokias grupes (faktorius): „Tapatinimasis su grupe ir jos veiklos rezultatai“, „Veikimas kartu“, „Organizacijos veiklos kompetencija“, „Nepasitenkinimas organizacijos veiklos kokybe“, „Įsipareigojimas pilietinei veiklai“.

Nustatyta, kad kolektyvinių dalyvavimo motyvų dalį sudarantys stimulai (pagal dabartinį 5 subskalių modelį) yra pakankamai homogeniški ir validūs, todėl gali būti laikomi dalyvavimo motyvacijos konstrukto (dalis) matais.

Nustatyti 5 „nacionaliniai“ dalyvaujančių piliečių klasteriai (pagal kolektyvinės krypties motyvų raišką ir pagal naujai išskirtus šios straipsnio autorių 5 faktorius): „pilietiški kritikai“, „nepatenkintieji“, „abejingieji“, „bičiuliai“ ir „atsidavusieji“.

Nustatytos skirtingų organizacijų tipuose gausiausiai ir mažiausiai dalyvaujančios piliečių grupės.

Nustatyta, jog nors didžioji dalis dalyvaujančių piliečių dabar ketina išlaikyti tą patį dalyvavimo intensyvumą, tačiau išskirtos ir daugiau ar mažiau ketinančios dalyvauti grupės: daugiausia piliečių *mažiau* ketina dalyvauti iš „pilietišku kritiku“, o daugiausia dalyvauti *daugiau* ketina iš „atsidavusiųjų“ grupės. Šuos grupės itin svarbios siekiant nustatyti segmentus, į kuriuos pirmiausia reikia nukreipti dalyvavimo motyvacijos aktyvinimo kampaniją. Tačiau apie tai bus aptariama jau kituose straipsniuose.

Raktažodžiai: dalyvavimo motyvacija, kolektyviniai motyvai, stimulai, pilietinės visuomenės organizacijos, dalyvavimo konceptas.

The article has been reviewed.

Received in May 2009; accepted in June, 2009.