

Individualistic Motivation of Citizens Participating in Civil Society Organizations

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Issues of participation are very closely related to motivation. Citizens' motivation for participation in civil society organizations can have both individualistic and collectivistic trend, therefore the results of the carried out research that are presented in this article have also been analyzed according to the two trends mentioned. This article presents the part of the results – those that were obtained having generalized the motivation for participation of citizens of Lithuania in the aspect of expression of individualistic motives. Such a choice was made because the results of research on motivation of collectivistic trend have been presented in previous publications (see Tijunaitiene, Neverauskas, Balciunas, 2009a, b; Tijunaitiene, Neverauskas, 2009; Tijunaitiene, 2009b).

The research employed mixed strategy – triangulation: first, by making use of quantitative methodology by Simmons and Birchall (2003, 2004a, b, 2005) it was attempted to identify individualist and collectivist stimuli that determine people's motivation for participation in civil society organizations. Then it was tried to gauge the expression of motivation according to different social-demographic characteristics and to systematically analyze the results obtained. The results of quantitative research having been obtained, we decided to conduct one more, additional qualitative research in order to validate the results of another research (quantitative in this case). Therefore an in-depth semi-structured expert interview was carried out.

Motivation for participation is explicated by Mutual Incentives Theory (MIT) developed by Simmons and Birchall (2003, 2004a, b, 2005) and used as quantitative methodology for this research. The theory combines two sociopsychological theories of motivation: individualistic and collectivistic. Thus, the theory encompasses both individualistic and collectivistic incentives. The individualistic stimuli are expressed in MIT in terms of benefit and investment. The most important concepts in the theory of individualistic trend (social exchange) are psychological and economic rewards (benefits) as well as psychological and economic losses that are named by different authors by terms of investments, costs or losses. Therefore this theory of individualistic trend is based on idea that the process of social exchange takes place because of estimated and calculated benefit that an individual expects from relationship.

The results of the empirical research have confirmed that rational choice approach which social exchange theory is also based on is implemented within the structure of incentives for those participating in civil society

organizations, i.e., people participate partially because of the anticipated and calculated benefit that an individual expects from the exchange. However, for respondents the costs of participation are less important than the benefit they receive from it.

Therefore the investments of time as well as conditional financial and other investments are not an obstacle to participation, though these are clearly identified by those who are active and participate.

Keywords: civil society organizations, participation, individualistic motivation for participation, motives, Social Exchange Theory, participation costs, Mutual Incentives Theory.

Introduction

Because motivation is a system for stimulation of any behaviour (actions, activity) that is caused by various motives, and according to Marcinkeviciute (2003a, b, 2006), Bernard et al. (2005), the basis of motivation today is motives, these must be identified when we strive to measure current motivation. Issues of participation are also very closely related to motivation. Citizens' motivation for participation in civil society organizations can have both individualistic and collectivistic trend. The results of research on motivation of collectivistic trend have been presented in previous publications (see Tijunaitiene, Neverauskas, Balciunas, 2009a, b; Tijunaitiene, Neverauskas, 2009; Tijunaitiene, 2009b), therefore this article presents the part of the research results – those that were obtained having generalized the motivation for participation of citizens of Lithuania in the aspect of expression of individualistic motives.

The most important concepts in the theory of individualistic trend (social exchange) are psychological and economic rewards (benefits) as well as psychological and economic losses that are named by different authors by terms of investments, costs or losses. Therefore this theory of individualistic trend is based on idea that the process of social exchange takes place because of estimated and calculated benefit that an individual expects from relationship.

Therefore motivation of individualistic approach was measured in terms of rewards (*positive incentive*) that various authors also name as benefits/satisfaction/ incentives and of costs (*negative incentive*) that other researchers term as risks/punishments/losses or investments, however, due to limits on volume of the article only results of cost assessment are presented in this publication.

Therefore the research **aim** is to evaluate the expression of individualistic trend motivation of citizens of Lithuania for participation in civil society organizations in the context of participation costs incurred. The research **objectives** are:

- to present the essential theoretical grounds for individualistic motivation for participation;
- after presentation of methodology of empirical research to present and evaluate the results of the research into motivation of individualistic trend of citizens of Lithuania for participation in civil society organizations in the context of costs incurred.

The **research subject** is individualistic motivation for participation: the aspect of costs.

The **scientific problem and extent to which it has been investigated**. This article is a continuation (i.e., it belongs to series of articles that present the results of research into expression of motivation of citizens of Lithuania for participation in civil society organizations), therefore the extent to which this scientific problem has been investigated is rather broadly discussed in Tijunaitiene, Neverauskas, Balciunas (2009 a, b), Tijunaitiene, Neverauskas (2009), Tijunaitiene (2009b), consequently, with a view to avoid repetition we will only remind that until the present research (part of the results of which is presented in this article) there was no study into motivation of citizens of Lithuania for participation that would focus on citizens' motivation for participation in civil society organizations involving political, social, cultural or economic aspects of participation and that would employ a quantitative methodology designed by modern science of the country. However, in some contexts and sections the research is being done (for more see Tijunaitiene, 2009; Tijunaitiene, Neverauskas, Balciunas, 2009 a, b). Therefore the **scientific problem can be formulated by such a question**: what is the manifestation of the part (evaluated by combining Simmons and Birchall quantitative instrument and qualitative approach) of citizens' individualistic motivation for participation in civil society organizations in the aspect of costs incurred?

The research methods and empirical basis. For the research the partial results of which are presented in this article the mixed strategy (triangulation) was used. *First*, in accordance with the quantitative methodology of Simmons and Birchall (2003, 2004a, b, 2005), it was attempted to identify the individualistic and collectivistic incentives that determine residents' motivation for participation in civil society organizations. Then it was aimed to identify the expression of motivation by different social-demographic characteristics and to systematically analyze the results obtained. The results of the quantitative research being obtained, decision was made to conduct one more, additional qualitative research in order to validate the results of another (quantitative in this case) research. Thus, a deep semi-structured expert interview was carried out. These procedures are rather widely and comprehensively revealed in the dissertation of Tijunaitiene (2009a) as well as in previous publications mentioned in the section on the scientific problem. To process the data obtained statistical methods were applied, SPSS 11.0 software was used.

This article presents only that part of the results that is related to the expression of respondents' motivation of individualistic trend. Nevertheless, it is important to mention that this dimension has two components, to put that differently, it involves *rewards (positive incentive)* that different authors alternatively term as benefits/satisfaction/incentives and *costs (negative incentive)* that other researchers term as risks/punishments/losses or investments, but due to limits on volume of the article only results of cost assessment are presented in this publication.

Novelty. Presentation of part of results (in the context of costs incurred by expression of individualistic motives) of the scientific researches (employing quantitative methodology of motive research by Simmons and Birchall as well as expert interview) on motivation for participation of citizens in civil society organizations that have been carried out in Lithuania for the first time.

Individualistic motivation for participation: theoretical approach

Issues of participation are very closely related to motivation. The participation concept itself, as was stated by Tijunaitiene, Neverauskas, Balciunas (2009b) "is perceived quite broadly – from the activities concerned with one area or hearing citizens' opinion to, after 2000, according to Andersson et al. (2005), growing focusing on voluntary social activity rather than on influence on decision-making, service delivery, etc". Today the majority agree that "participation of inhabitants in various aspects of local life is especially important" (Ciegis, Gineitiene, 2008). Meanwhile motivation that, in the words of Srivastava and Kakkar (2008), "has been in practices since the life of mankind" is essential factor in any voluntary activity (Brand et al., 2008). Though it is a known fact, but, according to Tijunaitiene (2009) referring to Verba et al. (1995), Norris (2002), Simmons and Birchall (2003, 2004a, b, 2005), not many researchers asked about what makes them *participate*. Therefore, according to Tijunaitiene, Neverauskas, Balciunas (2009a) "participation is viewed as the act of society members' taking part in making decisions, and motivation is understood as the determination of activity or stimulation to act. Thus, motivation being a secondary derivative with respect to motive, its perception needs motives identification". The authors have rather broadly discussed the common theoretical aspects of motivation and motivating in other publications (see Tijunaitiene, 2009a; b Tijunaitiene, Neverauskas, 2009), therefore this article goes deeper into one structural part of it.

According to Tijunaitiene, Neverauskas, Balciunas (2009a), the scientist Batson et al. (1995) has generalized that during recent 50 years the representatives of behavioral and social sciences hold that participation in a collective activity is based on classical game (decision) theory: people act for the benefit of a collective only when they are personally interested in their behavior. Peldschus (2008) maintains that "the game theory allows mathematical solutions of conflict situations". So, self-interest is an important factor in stimulating people's activity, however, it is not the only motive to act for the public good.

Other authors also agree that individuals often engage in activity when they see personal benefit in it, for example, Degutis (1998) maintains that “an individual *always acts* to maximize his own wellbeing, voluntary involvement into exchange is possible only in each participant’s consideration of benefit for himself, with everyone striving to increase the baggage of own resources, to improve own personal wellbeing”. Therefore even when individuals cooperate with other individuals in certain activities, no matter what context we bear in mind, attention must be drawn to that they invest their time, competences or other resources for the sake of likely benefit (of any form – emotional, material or any other manifestation) in the present or in the future, therefore they act rationally enough. Peters (2002) is convinced that different people have different values and opinions about what is important to them and worth their investments. Talking about participation when this participation has costs for people and usually brings quite small benefit in comparison to investing personally, we encounter people’s deliberations, because it is difficult to measure benefit, Krek (2005) says. Depending on the nature of activity the benefit can be direct or indirect. When people take actions that bring benefit directly, it is easy to measure benefit by using price equation. When something is being done for the collective in which reward derives from belonging to the group the situation is far more complex. It seems that it makes sense to take interest, according to Krek (2005), in how this benefit compares to cost of individual contribution. These and similar considerations can be found in sociopsychological perspective of individualistic trend, which often becomes the basis in explaining motivation of people for certain activity. Therefore this article will be limited to individualistic trend of motivation for participation, which is a part of the overall motivation of citizens to be involved in civil society organizations.

In social psychology individualism to a certain extent is suitable “backing” for more liberal attitude of society, while more social perspective with its emphasis on role of decisive conflict and inequality is more appropriate for Marxist perspective of society (Hepburn, 2003). According to Ekeh (1974), Cook and Rice (2003), “*Social Exchange Theory* is one of the most important theoretical perspectives in the field of social psychology since the early works of Homans (1958, 1961), Blau (1964) and Emerson (1962, 1972)”. Exactly this theory based on individualistic perspective (one of two theories, another being collectivist, deriving from Social Cooperation Theory) was used as a basis by Simmons and Birchall (2003) (the authors who have created an instrument that measures motivation for participation and that was used to gather the research results presented in this article) when developing Mutual Incentives Theory (abbr. MIT). Because, as it was mentioned in the introductory part of the article, the results of both MIT and motivation research of collectivist trend were published previously, the analysis is continued with focus solely on results of motivation research of individualistic trend. Before presenting the empirical results of the research and their interpretations, we should talk about the essential theoretical sketch of motivation of individualistic trend (Social Exchange Theory in this case).

Homans, who is called the father of the social exchange theory, has defined social exchange as exchange of activity between at least two persons that is tangible or intangible, more or less repayable and demanding. Homans followed the behaviouristically interpreted *rational choice theory* (Hollis, 2000). Therefore rational choice approach can be considered to be a fundamental imperative of the individualistic approach.

The term *rationality*, according to Simon (2003), can be used respectively in different situations when discussing the persons’ motives in making decisions. Nevertheless, it can also be claimed that the very concept of rationality is not unambiguous, according to Endriulaitiene and Martisius (2007). Following these authors, its interpretation depends on the philosophical conception followed. It is usual to assume that rational thinking submits to the rules of logic. The Rational Choice Theory sees people as being rational individuals who follow their own interests and seek to maximize their own benefit, Hollis (2000) says. Based on the final analysis, *the process of social exchange takes place because of estimated and calculated benefit the individual expects from the relationship*. Therefore the standard approach to mechanisms of individual’s rational participation is search for the benefit that would be big enough for the participation to be valuable for the person. Therefore in principle it can be claimed that we approach the issues of motivation for participation when they are being addressed based on rational calculation. Even though it is assumed that all social actions can be rationally motivated as an instrumental action, most of them can turn out to be illogic or irrational, Scott (2000) claims. If people were rational, we could await implied things. Undoubtedly, however, people only sometimes come close to rationality, Denhardt (2001) suggests. In other words, individuals do not always act rationally, but the basis of all forms of Rational Choice Theory is the assumption that a complex social phenomenon can be explained on the grounds of elementary individual actions it consists of (Scott, 2000; Coleman, 2005), and each individual action is based on rationality anyway. According to the theoreticians of rational activity, rational choice must accompany participatory behaviour (Scott, 2000) when seeking common aim. Verba et al. (1995) is also of opinion that no research trying to explain voluntary civic activity can evade the *issue of rationality of participation*.

To sum up insights into individualistic trend, we can rely on Degutis (1998) who claims that “an individual *always acts* maximizing his own wellbeing, voluntary involvement into exchange can occur only for every participant’s sake of gaining personal benefit, with everyone striving to increase own baggage of resources, enhance wellbeing of self”. Each person seeking to integrate himself into a certain social group (i.e., having motivation to take a certain position within the group, to maintain relations with it) faces processes of exchange and thereby conflicting needs and tries to impress others (Blau, 1960). Nobody communicates for altruistic reasons – altruism is eventually reduced to egoism. Generalizing Molm’s ideas in the context of social exchange, Cook and Rice (2003) also maintain that dependence on reward is the primary force in

exchange relationship; this force motivates the power of both punishment and reward.

To conclude this section we can suggest that motivation for participation can have both individualistic and collectivistic trend (the latter is not discussed in this article), in addition, because motivation is an activity stimulation system determined by *motives*, what is necessary in order to find out manifestation of motivation, is to identify exactly motives. To put that differently, because motivation is a behaviour (actions, activity) stimulation system resulting from various motives, and furthermore, the basis for motivation today, according to Marcinkeviciute (2003a, b, 2006), Bernard et al. (2005), is *motives*, these must be identified when seeking to measure current motivation.

Methodology of empirical research

For the research, the partial results of which are presented in this article, mixed strategy – triangulation (“triangulation can be understood as research procedure in which a researcher attempts to combine qualitative and quantitative methods” (Merkys et al., 2004; Dixon–Woods et al., 2004)) – was used. *First*, with reference to quantitative methodology of Simmons and Birchall (2003, 2004a, b, 2005) it was aimed to identify the individualistic and collectivistic incentives that determine people’s motivation for participation in civil society organizations. Then it was sought to identify manifestation of motivation by different social-demographic characteristics and to systematically analyze the results obtained. Because the methodology that had already been applied in the country of modern science (Scotland) was chosen for doing the quantitative empirical research, in respect of measurement procedures there was no need to design scales, but it was necessary to translate and adapt them to Lithuanian context and also validate. During the months of May-September of 2007 the questionnaire survey of **citizens** of Lithuania was carried out (total number of respondents (they were involved in civil society organizations): N=987). Non-governmental organizations (hereinafter referred to as NGOs) that constitute a part of civil society organizations (hereinafter referred to as CSOs), in societies undergoing socio-economic transition are widely regarded as central to building a civil society that encourages democracy, Bogdanova (2008) suggests. To find out more about why only respondents participating in CSOs were selected for the research, see in Tijnaitiene (2009). The results of the quantitative research having been obtained, decision was made to conduct one more, additional qualitative research with a view to validate the results of another (quantitative in this case) research: in-depth semi-structured expert interview (N=23) was carried out in the months of October-November of 2007. The experts were questioned until it was realized that new information is no longer received (form and content have become repeated).

Because the instrument used in the quantitative empirical research was created in another cultural environment, it was subjected to general principles and regularities of transcultural validation and, traditionally, the primary aim was to substantiate validity of the scales.

These procedures are rather widely and comprehensively revealed in the dissertation by Tijnaitiene (2009). To process the data obtained, statistical methods have been applied, SPSS 11.0 software has been used.

This article presents only that part of the results which is related to two-component expression of respondents’ motivation of individualistic trend: the expression was measured in the aspects of *rewards (positive incentive)* and *costs (negative incentive)*, however, due to the limits on volume of the article only results of cost assessment are presented in this publication.

To enable coming to expression, we shall briefly review the results of one of many validation procedures performed (for more on these see dissertation of Tijnaitiene (2009)). By the method of factor analysis (method of main components; rotation of axes by applying VARIMAX method), three factors were distinguished as an investments component, these factors explain 50.96%-72.03% of dispersion. Distinguishing of several factors means that the instrument essentially is a compound of sub-instruments. Negative incentives expressed in costs (investments), in other words, relative price/inconveniences have KMO = 0.760, so factor analysis is satisfactorily suitable. Three subscales (“*Inadequate appraisal of efforts*”, “*Too high costs*”, “*Non-belonging*”) that are conditionally named as “*inadequate value of participation*” reflect the component of investments in the dimension of motivation of individualistic trend.

Therefore, instrument’s part measuring the dimension of costs of citizens’ individualistic-trend motivation for participation in CSOs that was used in this research is valid in respect of the construct of motivation for participation of citizens of Lithuania, in addition, the measurements performed and their results can be considered to be the measures of the mentioned construct. To sum up it can be said that the quantitative instrument applied for the purposes of the research is valid, and the data obtained can be meaningfully interpreted.

Individualistic-trend motivation for participation: costs of participation

This part of the article presents the results of empirical research into individualistic dimension of incentives in the context of costs of participation. The research results demonstrate that based on opinions of all respondents the overall rating of averages of assessment of importance of *investments* (costs) incurred when participating in CSOs ranges from 3.0 to 2.0. Moreover, identical priorities of males and females when selecting the most prominent inconvenience (i.e., investment – certain *financial expenses* incurred: child care, membership fees, travelling expenses, etc. have assessment averages of about 3 or slightly lower) and the least experienced inconvenience (*boredom* and *feeling uncomfortable at meetings*) are observed, which means that in parallel with incentives that deliver benefit/satisfaction (*pleasure, higher self-realization, experience of learning* – all these have assessment averages of about 3 or slightly higher, but these will not be discussed more widely in this article) people very clearly identify the incurred costs as well. Therefore it can be

claimed that rational choice approach that *Social Exchange Theory* also builds on is implemented within the structure of incentives of those participating in CSOs, i.e., participation takes place partly because of the anticipated and calculated benefit the individual expects from the exchange. It can be added that inconveniences are not viewed as important (frequency of experiences of inconveniences is assessed), because if citizens participate, it means that for them all the inconveniences (investments, costs) experienced are *less* important than benefit, otherwise they would not participate.

Therefore investments of time, conditional financial ones as well as other investments are not an obstacle to participation, though they are clearly identified by those who are active and participate. Such conclusion can be confirmed by the opinion of the informants of the qualitative research, too:

“It simply becomes a second job, because it takes much time. You do not have to work if you do not want to – and you clearly comprehend this.”

49-year-old woman with higher education, member of the board of women’s organization.

People agree (by default) to make certain investments, i.e., to experience inconveniences in order to receive benefits (mostly intangible ones, as the research revealed) from participation in CSO. Another interpretation of the just-discussed results can be the following ones: *investments-benefits* ratio is understood by the participants as the process of “donation” or simply as an act of giving a valuable resource or service, because people rarely confess benefiting from exchange, especially in social sphere, Molm (1990) (cited from Cook and Rice (2003)) suggests. That is, a human being tends to find arguments that convince (first of all, himself) that in the end the exchange is not for his benefit. Accordingly, inconveniences experienced by the participants interrogated during this research could be understood as a certain act of donating, i.e., they regarded the experienced participation-related inconveniences as a certain exchange of resources. Meanwhile, they considered reward received in one or another form (*pleasure, valuable learning experience, etc.*) simply to be a natural phenomenon, i.e., because they “put in”, invested something, therefore they received. Consequently, it can be

maintained that the benefits received are regarded by participants as the outcome of adequate exchange of resources. This statement can also be supported by the opinion of one of informants of the qualitative research:

“When we were founded, people were not self-important, they were not alienated: everybody wanted to input something, to do something. That’s why they received so much (not money, of course).”

48-year-old woman with special secondary education, president of a local community.

The analysis of the results of the quantitative research has demonstrated that there are no gender-dependent differences in evaluation of the experienced inconveniences. This is the reason why in greater detail discussed are only significant differences in evaluation in respect of age, income, and education. These demographic characteristics were selected for the analysis because, according to Ekeh (1976), investments, like benefits, can mean different qualifications of education as well as age (being older) and even the number of children, and also such features as gender and race (that is not an issue in the context of Lithuania yet). Therefore the data gathered are analyzed with regard to the mentioned categories. Differences significant pursuant to age were identified when assessing the following indicators of dimension of inconveniences: *criticism from other people; understanding that other people in society use the results of the organization and realization that other members of the organization use my work without any contribution from their side*. Income-related differences in evaluation were noticed in *difficulties in communicating with new people* and *criticism from other people* and differences significant pursuant to education were identified only when evaluating *understanding that other people in society use the results of the organization*.

Figure 1 illustrates frequency of experiencing *criticism from other people* by different age groups of participants. Criticism is most often experienced by older participants: in age group of 40-50 years such people account for 26.3%, and in age group of people over 50 years there are 22.7% of such people among respondents.

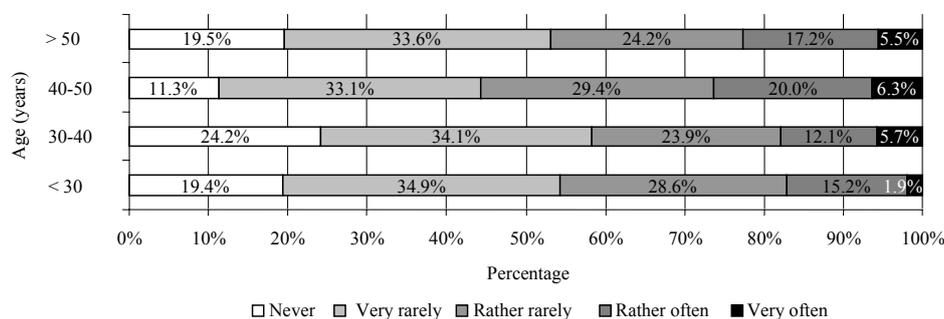


Figure 1. Importance of investments (individualistic negative incentives) indicator “criticism from other people” by age groups (N=967), Crosstabs (in percentage)

The research results suggest that approximately one fifth of people from younger-age groups (both under 30 years and 30-40 years) never experience such inconvenience when participating in CSOs. Two different approaches to this fact are possible: either younger people are simply less

sensitive to criticism than older ones are, or they see it as a necessary condition for learning, improvement and therefore do not classify it as inconvenience when participating in CSOs.

Age-specific results of assessment of inconveniences of *other people in society use the results of the organization* and *other members of the organization use my work without any contribution from their side* show that often both these inconveniences (in economics and politics often termed as “free-riding”, according to Degutis (1998)) are experienced by older people, while one fourth of the youngest citizens (under 30 years) do not experience them at all.

The data given in Table 1 illustrate that people involved in CSOs have rather good communication skills, because only several percent of participating people told often experiencing such difficulties. The respondents most often mentioned this negative incentive as rarely incurred costs. Most rarely this inconvenience is experienced by those

whose income is higher, and the greatest numbers of those who did not experience this difficulty are among those who receive income of 2000-3000LTL. Partially that can be explained so: the more people earn, the more they trust themselves, and therefore they communicate more, express their opinion in discussions. In other words, income determines social status, and individuals with higher social status tend to participate more (Verba et al., 1995). In addition to other two components (that is, interest or motivation, links with networks – usually by inviting an individual) that adults need in order to participate in public life, the authors also distinguished resources (understood as time and *money*) and civic skills to tap those resources properly.

Table 1

Differences in the evaluation of investments (individualistic negative stimuli) indicator “Difficulties in communication with new people” by income (N=890), Crosstabs (in percentage)

		Difficulties in communication with new people					Total:
		Never	Very rarely	Rather rarely	Rather often	Very often	
Income	Less than 1000 LTL (N=266)	19.5%	38.6%	31.6%	8.8%	1.4%	100.0%
	1000-2000 LTL (N=359)	26.3%	40.5%	25.9%	4.7%	2.5%	100.0%
	2000-3000 LTL (N=126)	33.9%	36.6%	25.0%	3.6%	0.9%	100.0%
	Over 3000 LTL (N=139)	27.5%	38.2%	25.2%	6.9%	2.3%	100.0%

Therefore, income is a very important component determining overall participatory behaviour, consequently, as it has been mentioned, we can suggest that the higher income the individuals receive, the stronger is probability that they will be able to use participation opportunities, moreover, such people have more possibilities to develop civil skills, such as communication, that is distinguished as one of the most necessary skills for civil life (Kirlin, 2003).

Experience of *criticism* is more frequently felt by those who earn less (see Table 2), but one fifth of those whose earnings exceed 3000 LTL have never experienced it and as much as 36.3% experience it very rarely; similar situation is with people who earn 2000-3000 LTL – approximately 58.8% of these never receive criticism or

receive it very rarely, therefore for this group it is not an important negative incentive that would interfere with participation.

An assumption can be made that when answering the questions the participants were thinking about societal side of their life only, as a result they actually may not experience much criticism, because usually all people, though not participating themselves, but, according to Snyder and Omoto (2000), sympathize with the values of participation and democracy. Therefore, because in general sense there is support from other people, criticism as a phenomenon is not frequent. In addition, if criticizing, other persons usually do not direct that at a particular person, so it can be that participants indeed quite rarely experience criticism personally.

Table 2

Differences in evaluation of investments (individualistic negative stimuli) indicator “Criticism from other people” by income (N=890), Crosstabs (in percentage)

		Criticism from other people					Total:
		Never	Very rarely	Rather rarely	Rather often	Very often	
Income	Less than 1000 LTL (N=266)	14.6%	31.1%	29.2%	18.9%	6.1%	100.0%
	1000-2000 LTL (N=359)	20.9%	37.2%	25.6%	14.7%	1.6%	100.0%
	2000-3000 LTL (N=126)	26.3%	32.5%	25.4%	9.6%	6.1%	100.0%
	Over 3000 LTL (N=139)	20.9%	36.4%	23.3%	14.0%	5.4%	100.0%

However, almost one fifth of those receiving income of less than 1000 LTL (see Table 2) per month noted that they experience criticism rather often, this can also be explained by making an assumption that people around can criticize such persons because though earning small amounts of money they “afford themselves a luxury” of participation in civil activities where big time investments

but relatively small financial investments are needed. On one hand, this shows the involved people’s inclination to altruism (i.e., a need to help irrespectively of own material welfare), on the other hand it is known that respondents receiving such income more appreciate *respect from other people*, which is granted by participation, and incentive *“leaders of organization help to tackle personal problems*

that emerge”, also nearly half of them (49.8%) highly appreciate *greater self-confidence* as an important motivator provided by participation activities, therefore, on the other hand, it can be very clearly calculated as egoistic (rational) behaviour.

As it has been mentioned, meaningful differences had been identified by different level of education in evaluation of investments component indicator *understanding that*

other people in society use the results of the organization’s activity. Very often this inconvenience is experienced by one fifth of persons with special secondary education, and it is least experienced by those with higher education. 21.1% of respondents with higher education and 28.7% of respondents with secondary education have never encountered such problem (see Figure 2).

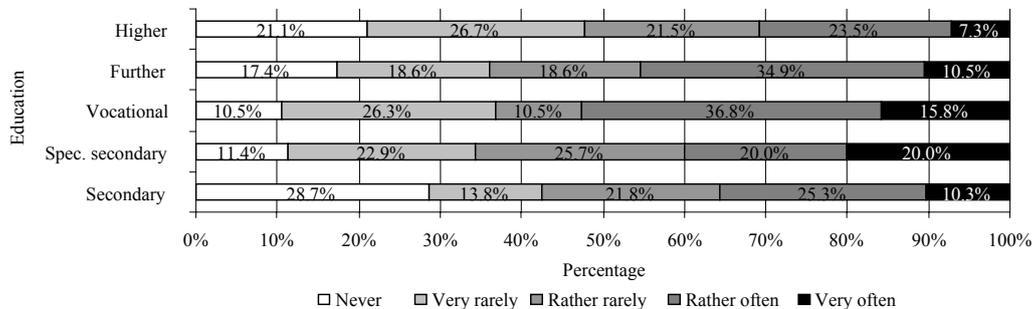


Figure 2. Importance of the assessment of investments (individualistic negative incentives) indicator “understanding that other people in society use the results of the organization’s activity” by education (N=914), Crosstabs (in percentage)

We could not generalize these results very categorically, but we present an assumption that people with better education simply ignore, take it non-seriously or see it as a natural phenomenon of social life. People with secondary education who are not numerous among those involved and are quite young and usually represent youth organizations are of such opinion perhaps because youth organizations in principle serve similar young people, so there are not many possibilities for all society to use the results of such organizations.

Conclusions

Since instrument’s part measuring the dimension of costs of individualistic-trend motivation for citizens’ participation in CSOs that was used in this research is valid in respect of the construct of motivation for participation of citizens of Lithuania, and the measurements performed and their results can be considered to be the measures of the mentioned construct, it can be stated that quantitative instrument applied for the purposes of the research is valid, and the data obtained are meaningfully interpreted.

After summarizing the theoretical bases of individualistic-trend motivation, we can suggest that the most important concepts in the theory of individualistic trend (*social exchange*) are psychological and economic rewards (benefits) as well as psychological and economic

losses that are named by different authors by terms of investments, costs or losses. Therefore this theory is based on the idea that the process of social exchange takes place because of estimated and calculated benefit that an individual expects from relationship.

The results of the empirical research have confirmed that rational choice approach which social exchange theory is also based on is implemented within the structure of incentives for those participating in civil society organizations, i.e., people participate partially because of the anticipated and calculated benefit that an individual expects from the exchange.

It was generalized that people participating in CSOs realize that they will experience certain inconveniences (costs), but they would participate anyway. This means that for people their significance is lower than the benefits they receive by participating. Therefore investments of time, conditional financial ones as well as other investments are not an obstacle to participation, though they are clearly identified by those who are active and participate.

The analysis of the results of the quantitative research has demonstrated that there are no gender-dependent differences in the evaluation of the incurred costs. This is the reason why in the article more broadly presented are only significant differences in evaluation in respect of age, income, and education.

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Rigita Tijūnaitienė, Sigitas Balciūnas

Piliečių, dalyvaujančių pilietinės visuomenės organizacijose, individualistinė motyvacija

Santrauka

Dalyvavimo klausimai labai glaudžiai siejami su motyvacija. Kadangi motyvacija yra bet kokio elgesio (veiksmų, veiklos) skatinimo sistema, kurią sukelia įvairūs motyvai, o, motyvavimo pagrindas šiandien yra motyvai, anot Marcinkevičiūtės (2003a, b, 2006), Bernard ir kt. (2005). Jie turi būti nustatyti siekiant įvertinti dabartinę motyvaciją. Piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacija gali turėti tiek individualistinę, tiek kolektyvinę kryptį, todėl atlikto tyrimo rezultatai, kurie pristatomi šiame straipsnyje, taip pat tirti minėtomis dviem kryptimis. Kolektyvistinės krypties motyvacijos tyrimo rezultatai paskelbti ankstesnėse publikacijose (žr. Tijūnaitienė, Neverauskas, Balciūnas, 2009a, b; Tijūnaitienė, Neverauskas, 2009; Tijūnaitienė, 2009b), todėl šiame straipsnyje pateikiama ta dalis tyrimo rezultatų, kurie gauti apibendrinus Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose motyvaciją individualistinių motyvų raiškos aspektu. Tačiau svarbu paminėti, jog ši, individualistinė, dimensija turi du komponentus, kitaip tariant, ji vertinama atlygio (teigiamas stimulus), (kiti autoriai dar pateikia naudų, pasitenkinimo, paskatų terminus ir kaštų (neigiamas stimulus) (kiti tyrėjai pateikia rizikų, baudų, nuostolių ar investicijų terminus), tačiau dėl straipsnio apimties ribojimo, šioje publikacijoje pristatyti tik kaštų vertinimo rezultatai.

Taigi tyrimo tikslas – įvertinti Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose individualistinės krypties motyvacijos raišką patiriamų dalyvavimo kaštų kontekste. Tyrimo uždaviniai:

- pateikti esminius individualistinės dalyvavimo motyvacijos teorinius pagrindus;
- pristačius empirinio tyrimo metodologiją, pateikti ir įvertinti Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose individualistinės krypties motyvacijos tyrimo rezultatus patiriamų kaštų kontekste.

Tyrimo objektas – individualistinė dalyvavimo motyvacija: kaštų aspektas.

Mokslinė problema ir jos iširtumo lygis. Kadangi šis straipsnis yra tęstinis, t. y. iš straipsnių serijos, kurioje pateikiami Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacijos raiškos tyrimo rezultatai, tai mokslinės problemos iširtumo lygis pakankamai plačiai aptartas Tijūnaitienės, Neverausko, Balciūno (2009 a, b), Tijūnaitienės, Neverausko (2009), Tijūnaitienės, (2009b) darbuose, siekiami išvengti kartojimosi, tik priminsime, jog iki pastarojo tyrimo (jo rezultatų dalis pateikiama šiame straipsnyje) Lietuvos piliečių dalyvavimo motyvacijos studija, kur esminis domėjimosi klausimas – piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacija, apimanti tiek politinį, tiek socialinį, tiek kultūrinį ar ekonominio dalyvavimo aspektus bei taikant modernaus mokslo šalyje sukurta kiekybinę metodologiją, nebuvo atlikta. Tačiau tam tikrais kontekstais ir pjūviais tyrimai yra atliekami (plačiau žr. Tijūnaitienė, 2009; Tijūnaitienė, Neverauskas, Balciūnas, 2009 a, b). Taigi, mokslinė problema galima išreikšti tokiu klausimu – kaip reiškiama piliečių dalyvavimo pilietinės visuomenės organizacijose individualistinės motyvacijos dalis, įvertinta derinant Simmons ir Birchall kiekybinį instrumentą ir kokybinę prieigą patiriamų kaštų aspektu?

Tyrimui taikyta mišri strategija – trianguliacija: pirmiausia, remiantis Simmons ir Birchall (2003, 2004a, b, 2005) kiekybine metodologija, buvo siekiama nustatyti individualistinius ir kolektyvinius stimulus, lemiančius gyventojų dalyvavimo motyvaciją pilietinės visuomenės organizacijose. Simmons ir Birchall (2003, 2004a, b, 2005) sukurta abipusių stimulų teorija (angl. Mutual Incentives Theory – sutrumpintai MIT), aiškinanti dalyvauti motyvaciją, suderina dvi sociopsichologines motyvacijos teorijas (vieną – individualistinę, kitą – kolektyvinę). Taigi teorija aprėpia ir individualistinius, ir kolektyvinius stimulus. Individualistiniai stimulai MIT išreiškiami naudos ir investicijų terminais. Svarbiausios sąvokos individualistinės krypties (Socialinių mainų) teorijoje yra psichologinis ir ekonominis atlygis (naudos) bei psichologiniai ir ekonominiai nuostoliai. Ši individualistinės krypties teorija remiasi idėja, jog socialinių mainų procesas vyksta dėl numatytos ir apskaičiuotos naudos, kurios individas tikisi iš santykių. Po to buvo siekiama identifikuoti motyvacijos raišką pagal skirtingas socialines demografines charakteristikas ir sistemiškai išanalizuoti gautus rezultatus. Gavus kiekybinio tyrimo rezultatus, buvo nuspręsta atlikti dar vieną, papildomą, kokybinį tyrimą siekiant validuoti kito (šiuo atveju kiekybinio) tyrimo rezultatus – atliktas giluminis pusiau struktūrinis ekspertų interviu. Pakankamai plačiai ir išsamiai šios procedūros atskleidžiamos Tijūnaitienės (2009a) disertacijoje ir ankstesnėse mokslinės problemos skyrelyje minėtose publikacijose. Gautiems duomenims apdoroti taikyti statistiniai metodai, panaudota SPSS 11.0 programinė įranga.

Empirinio tyrimo rezultatai patvirtino, jog racionalaus pasirinkimo prieiga, kuria remiasi ir Socialinių mainų teorija, yra realizuojama dalyvaujančiųjų pilietinės visuomenės organizacijose stimulų struktūroje, t. y. dalyvaujama iš dalies dėl numatytos ir apskaičiuotos naudos, kurios individas tikisi iš mainų.

Apibendrintus galima teigti, kad dalyvaujantieji pilietinės visuomenės organizacijose suvokia patiriantys tam tikrus nepatogumus (kaštus), tačiau vis tiek dalyvauja. Vadinasi, jų svarba žmonėms mažesnė nei naudos, kurią gauna dalyvaujant. Taigi laiko, sąlyginės finansinės ir kt. investicijos nėra dalyvavimo kliūtys, nors aiškiai identifikuojamos tų, kas yra aktyvūs ir dalyvaujantys.

Kiekybinio tyrimo rezultatų analizė parodė, jog skirtumų priklausantių nuo lyties, vertinant patiriamas sąnaudas, nėra. Todėl plačiai straipsnyje pateikti tik reikšmingi vertinimo skirtumai amžiaus, pajamų ir išsilavinimo požiūriu.

Nauja tai, kad pristatomi Lietuvoje pirmą kartą atliktų piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacijos mokslinių tyrimų, taikant Simmons ir Birchall kiekybinę motyvų tyrimo metodologiją ir ekspertų interviu, rezultatų *individualistinių motyvų raiškos patiriamų kaštų kontekste* dalis.

Raktažodžiai: *pilietinės visuomenės organizacijos, dalyvavimas, individualistinė dalyvavimo motyvacija, motyvai, socialinių mainų teorija, dalyvavimo kaštai, abipusių stimulų teorija.*

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