

## Motivation Expression of Citizen Participation in Organizations of Citizen Society

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*The article seeks to generalize the results of the dealing with the motivation of citizens' participation in civic society organizations in the aspect of collective motives.*

*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.*

*Researchers state that "latent" participation potential is characteristic to most citizens, however, only some scientists have asked who/what stimulate them to participate. The answer of the representatives of behavioral and social sciences to the question why people take part in collective activities is based on the theory of classical games (decisions): people act for the collective's benefit only when they are personally interested in this or that activity. Although self-interest is an important motivating factor, however, it is not the only one as most researchers consider. There is less argument upon the issue of other motives except self interest.*

*The theme has been selected because motivation including the perception of civic participation (embracing both political and non-political participation) and its conceptual empirical study is not known by the authors, however, some separate areas, e.g. political, voluntary or simply activity aimed at common benefit and motivation issues are often in the focus of discussions. The research and its results are presented in this article. The research is based on the triangularity conception combining a descriptive theoretical analysis and an interactive interview as well as a written questioning and an expert interview as an additional method.*

*Quantitative research is based on Simmons and Birchall mutual stimuli theory (MST). This methodology has been used in investigating participation motivation in Lithuania. Simonons and Birchall have been interested in stimuli and approach to participation motivation. MST has combined two sociopsychological motivation theories (individualistic and collectivistic). Rigita Tijūnaitienė, a student of Doctoral Studies at Kaunas University of Technology, has carried out a research in this field.*

*Methodology creators have suggested to research collective motives applying the scale of thirty collective approaches, the latter being grouped into groups of common values, mutual feelings and common aims. After the validation procedure there have been twenty five stimuli left in this subscale. Having summed up the results of the research, it could be stated that motive identification*

*helps to understand stimulating motives that are necessary for motivation recognition and construction of motivation increase models. The research of civic participation in Lithuania has, in some sense, proved the data received in other countries: active participants are the people who have taken part in beneficial activity for 2 – 5 years. These people are not always leaders, however, they manage several people, give orders, have constant jobs, are university graduates, live in regional centres and earn 1000 – 3000 Lt. Women dominate in such activity.*

*It should be noted that collective motives are influenced not by all sociodemographic characteristics, the latter influencing various motives in a different way. Five clusters of participants have been indentified. These groups of similar participants could be influenced by various motives.*

**Keywords:** *Mutual Incentives Theory, citizen participation, motivation of participation, individualistic and collectivistic incentives.*

### Introduction

Participation deals with different themes concerning individual motivation as well as stimulation processes in social, political structures and interaction ties in communities and among them. Various paradigms arising from psychological, economic, managerial, polytologic and law disciplines give some answers to most questions. Herein lays the occurrence of a number of conceptions and attitudes to the issue (Neverauskas, Tijūnaitienė, 2007). According to these researchers, participation problem is not a new phenomenon. The interest in this topic has seen its tides. Citizens' participation in decision making influences their lives and are the imperative of contemporary democratic society (Roberts, 2004). The researcher maintains that only in the first part of the 20 th century citizens started relying on statesments and administrators who were responsible for decision making and their realization. The last decade of the 20 th century has seen the changes towards some wider engagement of citizens into different activities. According to Neverauskas and Tijūnaitienė (2007), it could be stated that the problem of citizens' participation has not become less attractive nowadays, on the contrary, the interest in these processes is increasing every day.

Lithuania is not an exception, the principles of traditional public administration are successfully applied here (Petrauskienė, 2006). Bučinskas and Raipa (2001, 2003) hold that in the structure of public policy elements of citizen participation find space, and policy is closely related to citizen

participation effectiveness in the processes of public administration. Thus, citizen participation falls into the focus of both formal and practical attention, forming even political discussions. Moreover, conceptual research in this field allows to identify real problems in both civic and administrative processes.

The situation in Lithuania is rather troublesome because there is no space left for the development of and consolidation free society and liberated democratic norms of democratic life (Adomėnas et al, 2007). Besides, in the soviet system citizens could not form their participation abilities (Rekašius, 2003).

Moreover, even now most people prefer “freedom not to participate” (Žiliukaitė et al, 2006). However, according Degutis et al (2008), it could be stated that Lithuanian inhabitants still possess some participation potential. The research has proved that in 2007 about 8.5 percent of people took part in organizational movement and activity and about 17 percent participated in local community activity.

Researchers hold that “latent” participation potential is inherent in most citizens (Lowndes et al, 2001), however, it is rather strange that only some scientists raise the question what stimulates people to participate (Verba et al, 1995; Simmons, Birchall, 2003, 2004 a, b; Noris, 2002). Motivation, according to Brand et al (2008), is an essential factor in a voluntary activity.

In a wider sense, participation is considered to be an act of taking part in making decisions (Rekašius, 2003). According to an electronic version of the Lithuania language dictionary (2005), participation means being together and doing some work or performing an action. Motivation is understood as activity determination or the processes stimulating that activity (Ульинб 2000).

This concept can include anything as a lot of things and phenomena may determine and motivate activity. It means that motivation is the system of behavior (activity, actions) that is caused by various motives (Kasiulis, Barvydienė, 2005). According to Šavareikienė (2008), it could be stated that motives play the main role in stimulation. It could be said that motivation is the secondary combination in respect of motive.

Participation motivation can serve as a basis for creating concrete purposeful segments for motivation activation models that might be successfully applied having identified the areas of citizen participation. Designing participation motivating models, it is necessary to reveal the system of motivation stimulation, i.e. to the motives that predetermine participation behavior.

According to Batson et al (1995), 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. The question is: why do some people act for the welfare of society if they are led only by their self-interests? This question became especially frequent during recent 10-20 years. Most researchers agree that self-interest is an important factor in stimulating people’s activity, however, it is not the only motive to act for the benefit of other members of Society.

Differences in attitudes arise when other motives are

considered (Batson, 1994). These aspects witness the actuality of the theme chosen by the authors.

This article deals with some part of Lithuanian Society members’ participation and the motives stimulating their activity. According to Adomėnas et al (2007), Lithuanian society is understood as a civil category, i.e. Lithuanian inhabitant’s civic duties and certain relationships with the state (fixed by citizenship regulations). However, the research concerns only those persons who really participate in various activities. It is a well-known fact that most people support democratic values (participation ideas being among them), however, their actions often differ from their attitudes, i. e. from reality (Snyder, Omoto 2000; Lowndes et al, 2001; Fiorrina, 2002). Therefore those people who support participation but do not take part in that activity have not been questioned. The most organized participation forms and the most active inhabitants and their attitudes to the issue have been analyzed.

**The aim of the article** is to generalize the research results dealing with the participation motivation of Lithuanian inhabitants, especially the aspect of collective motives.

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

**Scientific problem and its research level.** The object of most scientific discussions is connected with different participation areas both political activity and volunteering activity as well as any simple activity directed to common welfare. Special attention is to be paid to a rather popular contemporary phenomenon-volunteering actions and the motives stimulating that activity (Cnaan, Goldberg – Glen, 1991; Gillah et al, 2005). Motivation in a political) political context is highlighted in the study by Verba et al (1995). Having generalized the works of different authors, Batson (1994), Batson et al (1995, 2002) distinguished four motives that stimulate people’s activity for the welfare of society in communities. Birchall and Simmons (2003; 2004 a, b; 2005) studied why people take part in various activities in public contexts. These researchers created Mutual Incentives Theory that served for the design of an instrument in the field.

Interest in motivation in Lithuania deals with participation in separate areas. The motives of political participation have been analyzed by Imbrasaitė (2003, 2004b). Open Lithuanian Fund has carried out the research “Philanthropy in Lithuanian” that has singled out the motivation bloc of philanthropy. In 2003 the centre of Public Policy of KTU conducted the research in the field of inhabitants’ public participation in Kaunas and its region. The results of the research dealt with participation motives in volunteering activity. In 2003-2004 Institute of Social Economy together with Vytautas Magnus University carried out the research under the title “Social Economy: Local Communities, Demands and Possibilities”. Imbrasaitė (2004a) presented the area of her interest – the aspects of participation in communities. In 2006 Zaleckienė et al participated in communities. In 2006 Zaleckienė et al carried out the research “Youth Aged 16-24 Participation in Public Activity” that highlights the motives of youth participation in public organizations. Jonulytė (2006) analyzed volunteering motivation, Žiliukaitė et al (2006) has applied European values and world values research results and analyzed motives stimulating that activity.

**Research problem** is the citizen participation in civic society organizations' activity and motivation applying Simmons and Birchall instrument.

**Research methods and empirical basis.** The research is based on triangulation conception when descriptive theoretical analysis is combined with interactive questioning and written answers.

Expert interview is used as an auxiliary method. Various research results and literature analysis have been widely used. Quantitative persons' participation motivation research has been based on the results of interactive questioning and written answers (N = 987), qualitative research aspect is connected with expert interviews (N = 23). Simmons' and Birchall's Mutual Incentives Theory has served as the basis of the research quantitative aspect. The methodology created by these scientists has been used in researching participation motivation in Lithuania. Statistical methods have been used in data processing process. Statistical Package for Social Sciences (SPSS) served as a programming means for statistical data processing. According to Hammersley (1997), the multi-strategy has been applied. The aim of triangulation, i.e. the application of one method (qualitative) is to prove the results of other method (quantities). 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. The research has been conducted by Tījūnaitienė, a student of Doctoral Studies at Kaunas University of Technology.

**Novelty.** The research is the first presentation of citizens' participation motivation in Lithuania applying Simmons' and Birchall's motives research methodology.

### **The essence of Mutual Incentives Theory: the context of collective motives research**

The main interest of Simmons and Birchalls research has been the issue of motives of participation (stimuli and attitudes). Mutual Incentives Theory has combined two common motivation theories of sociopsychology (individualistic and collectivistic). The first has arisen from Social Exchange Theory (Homans, 1961; 1974; Blau, 1964; Ekch, 1974; Molm, 2000; 2003; Alford, 2002). Social Exchange Theory states that people are motivated by individual rewards or fines. This theory presents insights into the interaction of these components. Simmons and Birchall (2003; 2004 a, b; 2005) have developed the second theory from Social Cooperation Theory. Sorokin (1954), Argyle (1991), Axelrod (1984), Vugt et al (2000) explain people's behaviour in a different way and make a presumption that participation can be stimulated by three variables:

1. Common aims: people express mutual needs that become common aims.
2. Common values: people exercise duty to participate as a general value expression.
3. Sense of common interests: people consider themselves to be interrelated with worries about other people who either live in the same region or are, to some extent, like themselves.

Simmons and Birchall (2003; 2005) hold that Mutual Incentives Theory explains participation motives. This is

not enough in order to show what motivates people to participate. Cooperation as confidence in any community depends on political, legislative and institutional environment (Jankauskas, Šeputienė, 2007). Christauskas, Stungurienė agree (2007) with this approach. Environmental aspects predetermine a mobilizing factor that, according to Simmons and Birchall (2003; 2005), is to be made a part of a common motivational model. This has been the reason why the authors have included participants' mobilization into Mutual Incentive Theory. Moreover, participation resources and abilities have been explained much wider.

Resources comprise time, money, skills and confidence. Abilities are education, experience and preparedness (Simmons, Birchall, 2005). These aspects have made it possible to suggest a common participation motivation model that has been called "participation chain" including motives, mobilization and resources.

Although the aim of this article is to present only participation from the aspect of demand, i. e. supporting collective motives, and having in mind the importance of other components for motivation. Other constituents of this chain are to be discussed. As this article presents only the peculiarities of collective motives, it is expedient to highlight other aspects and the instrument suggested by Simmons and Birchall. Methodology creators suggested to research collective motives according to a special scale of 30 collective motives where all approaches are grouped into the groups of common values, sense of community or aims.

There were identified ten general values directed to collective participation stimuli. However, after the validation procedure of Lithuania experts, there were seven common values left. They correspond to the context of Lithuanian values. According to Simmons and Birchall, the group of common aims is expressed by ten stimuli group the structure of which has not been changed after the validation of Lithuanian experts. Cooperative feeling can also be identified by ten stimuli, however, according to Lithuanian experts this subscale included only eight stimuli. Thus, there remained 25 stimuli expressed by collective approaches that are analysed in this article.

### **Empirical research results**

#### **Common characteristic of participants in civic society organizations**

It is a traditional approach to refer participation to men population, however, conclusions are usually based on the studies of political participation. In this respect research results coincide with the conclusions dealing with political participation. In this case interest has embraced civic participation that is wider in its aspects than political participation. Women are more active in civic participation. Qualitative reach results prove such generalization: most women would support the whole world if they could. It coded in their nature: women should rescue the world.

E. g., a fifty-year-old woman with higher education is the President of Philanthropic Organization.

Men possess stiff cliché, while women are more flexible.

E. g., a fifty-two-year old man without higher education is the leader of a religious community.

It should be noted that women's participation is more numerous than that of men. In five types of organizations

the number is almost equal. Men are more active only in such organizations as political parties, sports, active rest and health organizations. In these activities their participation is 2.5 times higher.

There are citizens who take part in the activity of civic society organizations for two or five years (32 percent of participating inhabitants). Young and middle-aged inhabitants (up to 40 year-old-age) are the most active among participant groups. Mature people (over 40) are more active in political parties or groups and local community activities. Middle-aged participants are usually about the age of 37. Such mature participants are persons who devote their time and efforts without any pay, when they consciously perceive the essence of activities. Qualitative research has shown analogous insights dealing with more stable and mature personality:

People over 35 are more apt to participate because they are already experienced and know how to do it.

Thirty-five-year old man with higher education is the chairman of the organization of education and culture.

Younger people are not so active because up to the age of 35 they are too busy (especially women). Women are loaded with duties in families. When children grow up, professional experience becomes bigger and then the time comes for activities. Young age is the time for self and children investment.

E. g., a forty-nine-year old woman with higher education is the President of Philanthropic Organization.

Most participants earn average wages. The main criterion is higher education that predetermines participation. The research has proved that more than 70 percent of participants are the persons with higher education. Almost 60 percent of participants live in regional centers, 16 percent in district centers, 16 percent in smaller towns or villages.

About 70 percent of participants take the positions of higher status. This social characteristic of higher status is rather important in defining purposeful segment of participants. This characteristic of participants has been noticed by the experts as one of the most important:

“Most participants have already achieved high positions in their professional field...”

E. g., a thirty-four-year old woman with higher education is the chairman of a political party branch.

However, one third of participants has nobody to give their orders to. Some experts have identified an analogous trait that appears rather frequently among participants. This proves the fact that participants sometimes join civic society organizations in order to realize their competences as managers, administrators or other leaders. These persons look for other responsibilities than being an employee, husband or father.

“... people want to find the area where they could compensate their professional shortcomings (recognition) if they need it in their work”.

E. g., a forty-one-year old man with higher education is the president of organization of sports and active rest.

“... people’s managerial and organizational needs are not satisfied, and they try to realize themselves in public life...”

A forty-year-old woman with higher education is the head of education and culture organization.

The results of this research coincide with Ducker’s (2007)

insights that hold that participants are usually educated, busy, well-to-do people at the age of 30 – 40. These people like their jobs however, they are free to be able to do something more, i.e. to introduce some changes, and, according to Verba et al (1995), such people are usually very active. Other researches in Lithuania have also shown that participation depends on education, age, employment and participation activity is not much dependent on a living place (Degutis et al, 2008). Thus, it could be concluded that participant’s characteristics according to separate sociodemographic variables correspond to both researches conducted in Lithuania and other countries.

### **Collective participation motives and relationship with sociodemographic variables.**

The instrument of collective participation stimuli dimension has arisen from Social Cooperation Theory being differently interpreted by various authors (Simmons, Birchall, 2004 a, b; 2005). However, researchers agree that participation motivation can be influenced by three variables: common aims, common values, sense of community. This part of the article presents the analysis according to these subscales.

Sense of community is the most strongly expressed aspect in both men and women. Common values have taken the second place. Common aims are more expressed in men participants. Furthermore, as  $p > 0.05$ , it might be rather risky to state that this or other group is more apt to cooperate. It can be maintained that the characteristic researched does not vary much in men and women participants. Thus, both men and women taking part in civic society organizations do not differ much from the point of view of cooperation.

Collectivistic approach expression does not differ much according to position taken, however, education makes it different ( $\chi^2 = 45.11$ ;  $df = 24$ ;  $p = 0.006$ ) only in the expression of common values. Analyzing collective stimuli expression dealing with the length of the period of participation in civic society organizations no significant differences have been traced. There are no significant differences in common values expression according to a living place, however, it can be affirmed that the strongest expression is noticed among country inhabitants. Summing up, it could be said that collective motives are influenced not by all sociodemographic characteristics, although separate motives are influenced differently.

The research has been aimed at revealing differences in collective stimuli according to organization type (figure 1). As  $p < 0.05$  it can be said that differences have not been accidental and they are statistically significant. It has become clear that a very strong sense of community is expressed by those citizens who belong to youth organizations (40 percent of such participants possess a very strong sense of community). It can be said that sense of community is strongly or very strongly expressed in all civic organizations, however, common aims approaches are not strongly expressed in such organizations. This sense is rather strongly expressed in sports and active rest organizations (almost 71 %). In other types of organizations this factor is not so strongly expressed. The same is noticed in the groups of mutual assistance as well as in the groups of political parties.

Table 1

**The differences of expression of collectivistic incentives upon gender, crosstabs (in percentage)**

		Sense of community				Total:
		Weakly expressed	At the average expressed	Strongly expressed	Very strongly expressed	
Gender	Female (N=659)	1.3%	15.3%	59.2%	24.2%	100.0%
	Male (N=325)	-	18.4%	59.1%	22.5%	100.0%

Chi-kv.=5.56; df=3; p=0.135

		Shared goals					Total:
		Very weakly expressed	Weakly expressed	At the average expressed	Strongly expressed	Very strongly expressed	
Gender	Female (N=659)	2.9%	42.3%	49.9%	4.6%	0.3%	100.0%
	Male (N=325)	3.2%	36.3%	56.2%	4.4%	-	100.0%

Chi-kv.=4.55; df=3; p=0.337

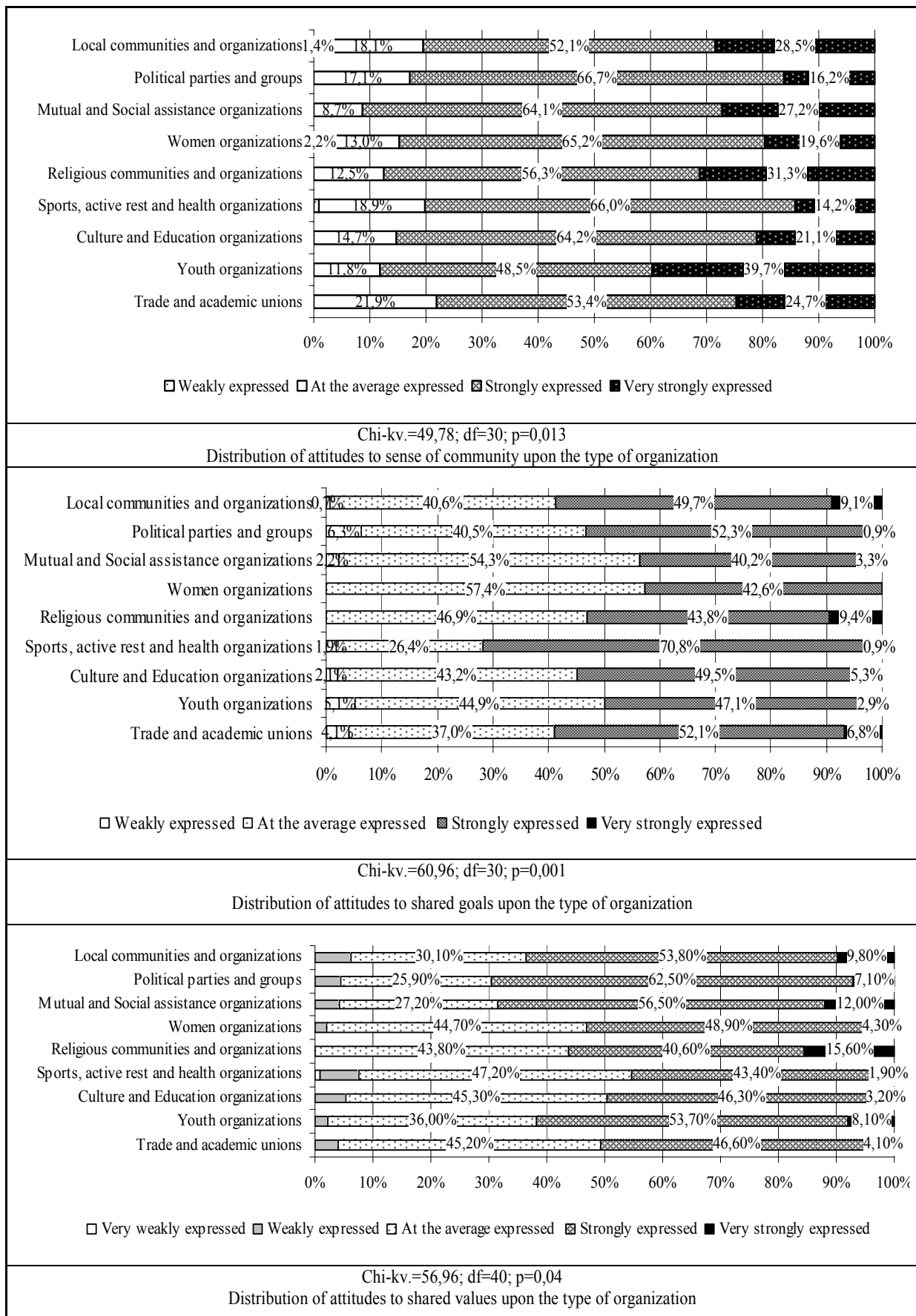
		Shared values					Total:
		Very weakly expressed	Weakly expressed	At the average expressed	Strongly expressed	Very strongly expressed	
Gender	Female (N=659)	0.2%	5.5%	37.2%	49.6%	7.4%	100,0%
	Male (N=325)	-	3.1%	40.3%	50.9%	5.7%	100,0%

Chi-kv.=4.64; df=3; p=0.326

Cluster analysis has allowed to combine the participants of collective approaches into one groups. Cluster number is 5 (dependents on an organization, aiming at public recognition, purposeful participants, formally committed to organization activities incidental participants) (Figure 2).

The cluster "dependents of an organization" unite people whose essential participation stimulus is sense of community as well as common values, however, common aims are insignificant. It can be assumed that this cluster

unites people to whom organization is a way to have a good time with alike-minded people but not the site of civic rights and duties realization. The organization considers them to be "members" to some extent. It can be said that they get more than give. Such "dependent" members usually belong to mutual and social assistance organizations (34.8 %), political parties (24.3 %), professional and academic unions and trade unions.

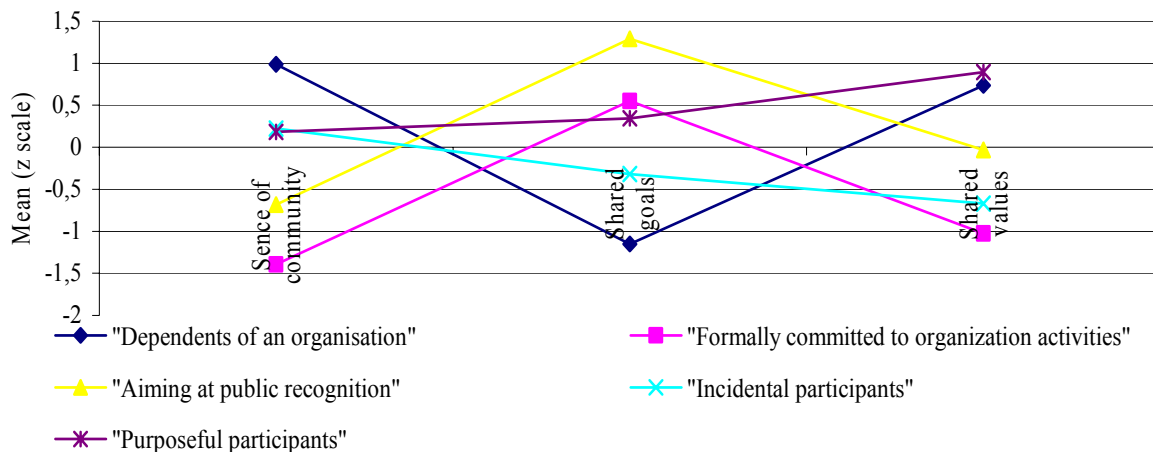


**Figure 1.** Expression of collectivistic incentives upon the type of organization, Crosstabs (in percentage, N=878)

Participants of “aiming at public recognition” have been called those who consider their merits recognition to be very important in a wider context, they are pragmatics. It might be said that the main thing for them is common aims, however, neither common values nor sense of community do not unite them with other members, and the sense is not strongly expressed. In some respect, they can be called career people. Although the number of such participants in civic society organizations makes up only about one fifth of all participants, they are rather frequent in religious organizations and communities (18.8%).

The cluster “purposeful participants” unites those persons who can be called conscious citizens, purposeful

activists. According to Kočiūnas (1993), personality’s purposefulness is the whole of person’s constant motives that depend on concrete situations. Therefore it is possible to maintain that a purposeful participation is stimulated by interests, values, point of view and other inner aspects but not by some outside stimuli. These are the people whose sense of community, common aims and common values are expressed more strongly than at average in civic activity. According to Šveikauskas (2008), it is the activity that expresses person’s conscious and purposeful behavior. Person’s purposeful activity reveals his/her social essence. “Purposeful participants” frequent in political parties (almost 30 %).



**Figure 2.** Clusters of respondents upon expression of Collectivistic Incentives, cluster analysis

The cluster of “formally committed to organization activities” is the one in which common aims are expressed a little bit more than at average, however, common values and sense of community are expressed less than at average. Such participants can be characterized as the ones who still look for hope and essence. They can be relied on if properly stimulated and motivated. They strive for organizational aims and are formally obliged; however, they have not yet got sense of community that might stimulate them for more intensive participation. Most of such participants belong to sports, active rest and health organizations (26.4 %) as well as professional academic and trade unions (21.9 %).

The cluster “incidental participants” unites indifferent persons who could even be called “extra people”. They are indifferent and their collectivistic stimuli expressions are lower than average. Their participation is more occasional than purposeful. The participation of such people can be considered to be a form of entertainment. They do not attempt to seek common aims and possess lower than average degree of common values. Such participants are rather numerous in organizations, especially in religious ones (more than 40 %) and in youth organizations (36.8 %). Table 2 presents the connection between the type of organizations and expressions of collectivistic incentives. It is shown by One Way ANOVA, Post Hoc Tests (LSD).

LSD criterion often detects statistically significant differences (Čekanavičius, Murauskas, 2004). Thus, it can be concluded that only in religious organizations all collectivistic stimuli are expressed more than at average, while in sports, active rest and health organizations collectivistic motivation has lower than average expressions (two out of the three attitudes scales are evaluated lower than at average). Youth, mutual and social assistance organizations as well as two stimuli groups possess higher than average expression (common values and sense of community).

All three approach subscales measuring collectivistic participation motives have higher than average expressions in five organization types, while lower than average expressions in five types possess only the assessment of sense of community.

Basing on Mutual Incentives Theory, the more each collectivistic motive is expressed, the more people tend to participate. Thus, it can be said that the people who belong to religious communities and organizations as well as to local community and organizations tend to participate.

It can be concluded that although different people take part in various activities because of very different collectivistic motives, certain groups – clusters have formed. These groups can be influenced by different motivation means stimulating participation motives.

The connection between the type of the organizations and expression of Collectivistic Incentives (N=987)

Type of the Organization	Sense of community (expr.)	Shared values (expr.)	Shared goals (expr.)
Trade and academic unions	Less	More	Less
Youth organizations	More	Less	More
Culture and Education organizations	At an average	At an average	Less
Sports, active rest and health organizations	Less	More	Less
Religious communities and organizations	More	More	More
Women organizations	Less	Less	At an average
Mutual and Social assistance organizations	More	Less	More
Juristic and environmental organizations	More	Less	Less
Political parties and groups	Less	Less	More
Local communities and organizations	At an average	More	More
Other	Less	More	Less

“More” – upper than average of the group (>0)

“Less” – below than average of the group (<0)

“At an average” – close to an average of the group (~ 0)

## Conclusions

Motivation is the system of activity stimulation that is arisen by various motives playing the main role in motivation. Thus, motives identification helps not only to perceive motives that stimulate behavior under research, but also create presumptions for the design of motivation stimulation models.

The research has helped to determine the segment of persons' participation in civic organizations in Lithuania. It has been maintained that people participating in activity for 2 – 5 years are not always managers, however, they cooperate with some people whom they can manage and give orders. These people usually have their permanent jobs, they are educated, live in the centre of the region, they are forty-year-old and earn 1000-3000 Lt. Women prevail in these groups of people.

Collectivistic motives are not influenced by all sociodemographic characteristics: separate motives are influenced differently.

Five participants' clusters have been identified according to approach expression. This creates conditions for looking for stimulation means directed to separate groups of participants.

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## Piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacija: kolektyvinių motyvų raiška

Santrauka

Dalyvavimas yra susijęs su labai įvairiomis temomis: nuo individualios motyvacijos iki socialinių politinių struktūrų ir procesų bendruomenėse. Klausimams, užduodamiems apie dalyvavimą, ir ieškomiems atsakymams formą suteikia įvairios paradigmos, kylančios iš psichologijos, sociologijos, ekonomikos, vadybos, politologijos ir teisės disciplinų. Dėl to galima matyti, kad daugėja koncepcijų ir skiriasi požiūriai. Dalyvavimas plačiąja prasme traktuojamas kaip visuomenės narių dalyvavimas priimančias sprendimus, motyvacija suprantama kaip aktyvumo determinacijos arba paskatinimo veikimui veiklai formavimo procesai.

Mokslininkai teigia, jog „latentini“ dalyvavimo potencialą apskritai turi daugelis piliečių. Tačiau labai nedaug tyrėjų klausė apie tai, kas skatina juos dalyvauti. Elgsenos ir socialinių mokslų atstovų tradicinis atsakymas į klausimą: Kodėl žmonės dalyvauja kolektyvinėse veiklose, remiasi klasikine žaidimo (sprendimų) teorija: žmonės veiks kolektyvo naudai tada, kai jie asmeniškai bus suinteresuoti taip elgtis. Nors savanaudiškumas – svarbus žmonių veiksmų skatinamasis faktorius, tačiau jis nėra vienintelis motyvas veikti. Taip teigia daugelis mokslininkų. Tačiau daug mažiau sutariama dėl to, kokie yra kiti motyvai (arba motyvai) be savanaudiškumo.

Tokia tema pasirinkta todėl, kad vien piliečių dalyvavimo motyvacijos (ne kaip atskiro kito tyrimo dalies), apimančios išplėstą pilietinio dalyvavimo suvokimą (sujungiantį tiek politinį, tiek nepolitinių dalyvavimą), konceptuali empirinė studija straipsnio autoriams nėra ištirtinėta. Nors atskirų sričių, pavyzdžiui politinio, savanoriškos ar tiesiog veiklos, siekiant bendros naudos, motyvacinių klausimų analizė nėra dažnas mokslinių diskusijų objektas.

Žinant dalyvavimo motyvaciją, galima kurti atitinkamus, į konkrečius tikslinius segmentus nukreiptus motyvacijos dalyvauti aktyvinimo modelius, kurie vėliau, identifikavus labiausiai piliečių dalyvavimo reikalaujančias sritis, būtų sėkmingai taikomi. Siekiant sudaryti dalyvavimo motyvacijos aktyvinimo modelius, pirmiausia reikia atskleisti motyvacijos skatinimo sistemą, t. y. identifiikuoti motyvus, kurie lemia dalyvavimo elgseną. Taigi **straipsnio tikslas** – apibendrinti Lietuvos piliečių dalyvavimo pilietinės visuomenės organizacijose motyvacijos tyrimo rezultatus kolektyvinių motyvų raiškos aspektu. Tyrimo **objektas** – kolektyviniai dalyvavimo motyvai. **Mokslinė problema** – kaip reiškiasi piliečių dalyvavimo PVO motyvacija, įvertinta Simmons ir Birchall instrumentu?

Tyrimas, kurio rezultatų dalis aptariama šiame straipsnyje, remiasi trianguliacijos koncepcija – derinama deskriptyvi teorinė analizė su interaktyvia apklausa ir apklausa raštu, kaip pagalbinis metodas – ekspertų interviu. Kiekybinis individualių asmenų dalyvavimo pilietinės visuomenės organizacijose motyvacijos tyrimas vyko pasirėmus interaktyvios apklausos ir apklausos raštu (N=987), metodu kokybinis – ekspertų apklausos žodžiu (interviu) metodu (N=23). Kiekybinis tyrimas paremtas modernių socialinių sukurta Simmons ir Birchall abipusių stimulų teorija (AST), kurios pagrindu škotų mokslininkai taip pat sukūrė instrumentą. Ši metodologija buvo taikyta tirti dalyvavimo motyvaciją Lietuvoje. Pastarąjį tyrimą atliko ir instrumento naudojimo detales derino viena šio straipsnio autorių – Rigita Tijūnaitienė. Duomenų apdorojimo procese taikyti statistiniai metodai. Norint statistškai apdoroti tyrimo duomenis, buvo panaudota SPSS 11.0

Pagrindinis Simmons ir Birchall interesas – kas motyvuoja dalyvauti vartojant **stimulų** ir **nuostatų** terminus. AST suderino dvi bendresnes sociopsichologines motyvacijos teorijas (vieną – individualistinę, kitą – kolektyvinę). Pastarąjį tyrimą atliko ir instrumento naudojimo detales derino viena šio straipsnio autorių – Rigita Tijūnaitienė. Metodologijos kūrėjai kolektyvinius motyvus siūlė tirti sudaryta 30 kolektyvinių nuostatų skale, kur visos nuostatos sugrupuotos į **bendrų vertybių, bendrumo jausmo** ir **bendrų tikslų** grupes. Po lietuvių ekspertų validavimo procedūros šioje subskalėje liko 25 stimulai (nuostatos), į kuriuos atsakymai analizuojami šiame straipsnyje.

Apibendrinant pateiktus rezultatus, galima teigti, kadangi motyvacija yra elgesio (veiksmų) skatinimo sistema, kurią sukelia įvairūs motyvai, vaidinantys svarbiausią vaidmenį motyvacijoje, todėl motyvų identifikavimas padeda ne tik suvokti tiriamą elgesį skatinančius motyvus, reikalingus motyvacijai pažinti, bet ir sudaro prielaidas motyvacijos aktyvinimo modeliams motyvų pagrindu konstruoti. Taip pat nustatytas pagrindinis Lietuvos aktyvių asmenų pilietinio dalyvavimo prasme segmentas iš dalies patvirtino ir kitose šalyse atliktų tyrimų duomenis: tai asmenys, kurie visuomenei naudinga veikla užsiima vidutiniškai 2–5 metus, ne visada yra vadovai, bet turi žmonių, kuriems gali duoti nurodymus savo darbe, taip pat turintys nuolatinį darbą, su aukštesniu išsilavinimu, dažniausia gyvenantys apskrities centre, esantys iki 40 metų, uždirbantys nuo 1000 iki 3000 Lt., dominuoja moterys.

Reikia paminėti, jog kolektyviniams motyvams turi įtakos ne visos sociodemografinės charakteristikos. Beje, atskiriems motyvams jos daro skirtingą įtaką:

- Tiek vyrų, tiek moterų stipriausiai išreikštas iš kolektyvinių nuostatų bloko yra **bendrumo jausmas**, po to – **bendros vertybės**. Taip pat reiktų pastebėti, kad tiek moterų, tiek vyrų **bendros vertybės** ir **bendrumo jausmas** išreikštas beveik vienodai stipriai, o kalbant apie **bendrus tikslus** jis labiau išreikštas vyrų nei moterų.

- Pagal užimamas pareigas kolektyvinių nuostatų raiška statistiškai nesiskiria, o pagal išsilavinimą statistiškai reikšmingi skirtumai yra tik **bendrų vertybių** komponento išraiškoje.

- Analizuojant kolektyvinių stimulų raišką pagal tai, kiek ilgai gyventojai dalyvauja PVO veikloje, reikšmingų skirtumų taip pat nėra. Skirtinga **bendrų vertybių** išraiška yra ir vertinant pagal gyvenamąją vietą. Nors skirtumai nėra ryškūs, tačiau galima teigti, jog kaimo gyventojų **bendros vertybės** išreikštos stipriausiai.

Visos trys nuostatų subskalės (**bendri tikslai, bendros vertybės, bendrumo jausmas**), kitaip tariant, visi kolektyviniai stimulai, bent penkių organizacijų tipų iš visų tirtų, t. y. vienuolikos, turi didesnes nei vidutinės išraiškas, o bent penkių tipų turi tik **bendrumo jausmo** vertinimui būdingas, mažesnes nei vidutinės išraiškos.

Taip pat nustatyti 5 dalyvaujančiųjų asmenų klasteriai (panašų dalyvaujančiųjų grupės) pagal kolektyvinių nuostatų raišką (*organizacijos išlaikytiniai, siekiantys visuomeninio pripažinimo, kryptingai dalyvaujantys, išpareigoję formaliai organizacijos veiklai ir atsitiktiniai dalyviai*) sudaro sąlygas ieškoti į atskiras grupes nukreiptų motyvacijos aktyvinimo priemonių. Daugiausiai *išlaikytinių* yra savitarpio ir socialinės pagalbos organizacijose; nors *siekiančių visuomeninio pripažinimo analizuojant* visus PVO tipus, nėra penktadalio, tačiau daugiausia jų yra religinėse organizacijose ir bendrijose; daugiausia *kryptingų dalyvaujančių* yra politinėse partijose ir grupėse – beveik 30 proc., moterų vietinės bendruomenės organizacijose dalyvauja beveik ketvirtadalį; *atsitiktinių dalyvių* gausu sporto, aktyvaus poilsio ir sveikatos organizacijose (26,4 proc. visų dalyvių) ir profesinėse akademinėse sąjungose ir profsąjungose (21,9 proc.).

Raktažodžiai: *abipusių stimulų teorija, piliečių dalyvavimas, dalyvavimo motyvacija, individualistiniai ir kolektyviniai stimulai.*

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