

VOLUNTEERS' MOTIVATION AND SENSE OF
COMMUNITY IN A SPORTS EVENT

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ABSTRACT

VOLUNTEERS' MOTIVATION AND SENSE OF COMMUNITY IN A SPORTS EVENT

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Volunteers are indispensable for sports events. Success of the event is related with their well management and coordination. These can be understood within the theoretical framework of the sense of community theory. Aim of this research was investigating the perceived senses of community and motivations of volunteers, and examining correlations between sense of community and motivation of sports event volunteers. Four hundred seventy-seven volunteers who served for 36th Vodafone Istanbul Marathon participated the study. After checking validity and reliability, data were collected via Special Event Volunteer Motivation Scale (SEVMS) and Perceived Sense of Community Scale (PSCS). Instruments were applied via e-mail and paper forms in data collection process. Descriptive statistics and canonical correlation analysis was used in data analysis process. Confirmatory factor analyses were conducted by AMOS 18 while other analyses were conducted by IBM SPSS 22 package program. Findings demonstrated that most of the sports event volunteers

were male and university or college students. Volunteers were highly motivated to participate the event and their sense of community perception was in high level. In addition, there was a positive correlation between sense of community and motivation of volunteers in moderate level. Results demonstrated that sense of community among volunteers has an importance and event managers were recommended to provide socialization opportunities throughout event and in pre-event meeting processes. Innovative studies such as relation of volunteer motivation with different variables or qualitative studies that examine sense of community in sports or event settings were recommended for further studies.

Keywords: Sports Volunteer, Sense of Community, Motivation, Sports Event

ÖZ

BİR SPOR ETKİNLİĞİNDE GÖNÜLLÜLERİN MOTİVASYONU VE TOPLULUK HİSSİ

Yıldız, Alper

Yüksek Lisans, Beden Eğitimi ve Spor Bölümü

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Gönüllüler spor etkinlikleri için vazgeçilmezdir. Etkinliklerin başarısı gönüllülerin iyi yönetilmesi ve koordinasyonlarının sağlanmasıyla ilişkilidir. Topluluk hissi teorisinin çerçevesinde bunları anlamak mümkündür. Bu çalışmanın amacı spor etkinliklerinde görev alan gönüllülerin motivasyonları ve algılanan topluluk hislerini araştırmak, aynı zamanda motivasyonları ve topluluk hisleri arasındaki ilişkileri incelemektir. 36. Vodafone İstanbul Maratonunda görev alan dört yüz yetmiş yedi gönüllü bu çalışmaya katılmıştır. Geçerlilikleri ve güvenirlikleri test edildikten sonra, Spor Etkinlikleri Gönüllü Motivasyon Ölçeği (SEGMÖ) ve Algılanan Topluluk Hissi Ölçeği (ATHÖ) aracılığıyla veri toplanmıştır. Ölçekler e-posta ve kağıt formlar aracılığıyla uygulanmış, veri toplama sürecinde kolayda örneklem yöntemi kullanılmıştır. Veri analizi aşamasında betimleyici istatistikler ve kanonik korelasyon analizinden faydalanılmıştır. Doğrulayıcı faktör analizi AMOS 18 programıyla yapılırken, diğer analizler SPSS 22 paket programıyla uygulanmıştır. Bulgular spor etkinliği gönüllülerinin çoğunluğunun erkek ve üniversite öğrencisi olduğunu ortaya

koymuřtur. Gönüllülerin etkinlięe katılmak için yüksek motivasyona sahip olduęu ve topluluk hissi algılarının yüksek seviyede olduęu ortaya çıkmıřtır. Bununla birlikte, gönüllülerin topluluk hissi ve motivasyonları arasında orta seviyede, pozitif iliřki bulunmuřtur. Sonular, gönüllüler arasında topluluk hissini önemli bir etken olduęunu ve etkinlik yöneticilerine etkinlik öncesi toplantılarda ve etkinlik süresince gönüllülere sosyaleřme fırsatlarının yaratılması tavsiye edilmiřtir. Gönüllü motivasyonunun farklı deęiřkenlerle iliřkisini arařtıran yeniliki alıřmalar veya spor etkinlięi ortamlarında topluluk hissini irdeleyen nitel alıřmalar ileride yapılacak alıřmalar için önerilmiřtir.

Anahtar Kelimeler: Spor Gönüllüsü, Topluluk Hissi, Motivasyon, Spor Etkinlięi

To the huge YILDIZ family...

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
PSCS	Perceived Sense of Community Scale
SEVMS	Special Event Volunteer Motivation Scale
SOC	Sense of Community
SPSS	Statistical Package for the Social Sciences

CHAPTER I

INTRODUCTION

Sports events have been adopted by the communities since ancient times (Raj, Rashid, & Walters, 2009). There is a huge crowd behind the organization of these events.

A well-organized sports event can bring the organizing city, institute, or committee lots of social, economic, and touristic benefits. According to Öcal (2011); quality of sports events affect both popularity of sports and values of corporate brands. Because of this reason, importance of hosting a sports event has been increasing. Due to the growing interest in sports events, the need for capable volunteers has increased.

To accomplish a successful organization of a sports event, volunteers have a crucial role (Doherty, 2009). Adams and Deane (2009) believed that hosting sports events without reinforcement of volunteers would not be possible. Volunteers in London 2012 Summer Olympics were named as “Games Makers” and Organizing Committee of London 2012 benefited from an enormous support of volunteers. There were 240,000 volunteer applications for 2012 Summer Olympics and approximately 70,000 of them were chosen to become Games Makers (“Volunteers: Helping to make the Games happen,” 2012). Sebastian Coe who was the Chair of the London 2012 Organizing Committee described them as “Volunteers are the lifeblood of the Olympic Games and part of the DNA of thousands of people in this country” (“Volunteers: Helping to make the Games happen,” 2012). Volunteers of Fédération Internationale de Football Association (FIFA) tournaments were granted FIFA Fair Play 2014 Award. These instances should be the indicators of growing interest of sports organizations on volunteers and importance of volunteers for organizations.

People volunteer for many reasons such as social, career-wise, or experiential (Clary et al., 1998) and it can be seen in social service, community settings, or special event settings (Johnston, Twynam, & Farrell, 1999). Volunteers who deal with sports events can have diverse duties such as organization management, health and safety, security, or technical support (Johnston et al., 1999).

Understanding reasons for volunteering is vital for event managers. According to Allen and Shaw (2009), motivations of the volunteers to participate a sports event can be both intrinsic (e.g. interest in the event, enjoyment of helping others) and extrinsic (e.g. free entry, t-shirts of the event).

People have been social creatures through history of humanity. They need each other in a cooperation to get a job done easier. Stronger relations bring stronger communities. Sarason (1974) defined these relations as “Sense of Community” (SOC). SOC is the issue of psychology, sociology, and management (Fisher, Sonn, & Bishop, 2002). Furthermore, it is used to identify various settings such as families, neighborhoods, schools, organizations, cities, urban areas, businesses and industries (Fisher, Sonn, & Bishop, 2002).

Volunteers mostly exist in social atmospheres. Therefore, the importance of social relations among volunteers and the individuals who get service from them is amplified. Since it is a social work, good interaction and communication skills seem indispensable for volunteers.

Understanding the factors that affect sport volunteerism help event managers to accomplish a successful organization of sports events (Allen & Bartle, 2014). Investigating sense of community in sports event settings will also contribute event managers for managing better events. Allen and Bartle, (2014) claimed that the

studies on sports volunteer management mostly engaged in motivation (Kim, Zhang, & Connaughton, 2010), satisfaction (Bang, Ross, & Reio, 2013), retention (Kim, Chelladurai, & Trail, 2007), and legacy (Doherty, 2009). In Turkish context; researchers mostly studied on motivation (Çevik, 2012; Koşan & Güneş, 2009; Öğüt, Yenel, & Kocamaz, 2013) and management (Sertbaş, Zengin, & Çutuk, 2008). Yet there are very few studies that examine sense of community between and among volunteers working in the organization of sports events both in Turkish and worldwide contexts. Studies that examine motivation and sense of community together are even fewer.

1.1 Purpose of the Study

Purposes of this research were: 1) to specify sports volunteers' motivations and senses of community, and 2) to examine relations among the sports volunteers' motivations and perceived senses of community in a sports event setting.

1.2 Research Questions

What are the sports volunteer motivations in a sports event setting?

What are the perceived senses of community of sports volunteers in a sports event setting?

Is there any interrelation between perceived sense of community and special event motivations of sports volunteers?

1.3 Significance of the Study

The aim of this study is not only assessing the factors that influence volunteering in a sports event, but also searching for possible relations among these factors. Akman (2008) found that sense of community and motivation have important roles in the

duration of volunteering. Thus, both sense of community and volunteer motivation terms are estimated to have important roles in sports volunteering.

This study is important for understanding the work atmosphere of the sports events volunteers. Findings might help event managers to retain volunteers and create a better event atmosphere. Some other factors may help volunteers or event managers in the application of the event as well. Moreover, the sense of community has not been investigated in detail in sports events settings before. Hence, this research is also designed to contribute to theory and research. In other words this research is expected to extend the literature.

1.4 Definitions of the Terms

The following definitions are presented in support of literature review and research questions:

Sports Volunteer: “Individual volunteers helping others in sport, in a formal organization such as clubs or governing bodies, and receiving either no remuneration or only expenses.” (Gratton, Nichols, Shibli, & Taylor, 1997)

Sense of Community: “A feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together.” (McMillan & Chavis, 1986)

Motivation: “Motivation is the process used to allocate energy to maximize the satisfaction of needs.” (Pritchard & Ashwood, 2008)

Sports Event: Sports events in this study were 36th Vodafone Istanbul Marathon, ISF Handball 2014 World Schools Championship, Turkish Basketball League, 2014 FIBA World Championship for Women, TBL All Star, and 2013 FIFA U-20 World Cup.

CHAPTER II

LITERATURE REVIEW

In this chapter; there is profound review of the literature about volunteering, motivations of volunteers, sports event types, and sense of community theory. Definitions and previous studies related with these terms were displayed.

2.1. Volunteering

Desire of helping others has been an instinct of humanity since primeval eras. While there were personal efforts of helping in the beginning, eventually those who want to help came together and helping became a systematic and organized work. Volunteers became the executives of these organizations and had a vital role.

It is still a discussion matter where volunteering stemmed from. Some scientists specified that it is changeable in terms of culture, time, and political, religious and social structures (Chalip, 1999; Davis Smith, 1999). Moreover, the term volunteering is situative and its meaning may differ in varied settings (Handy et al., 2000; Merrill, 2006; Tuan, 2005). Hence, there is no universal definition for volunteering. However, there are some core elements of volunteering. After a review on approximately 200 definitions for volunteering, Cnaan & Amroffell (1994) and Cnaan, Handy, & Wadsworth (1996) found four elements that describe volunteering; 1) free will; 2) availability and nature of remuneration; 3) the proximity to the beneficiaries; and 4) a formal agency. Individual should be able to choose to participate the organization or event on his/her own. There should not be any obligations for the individual to participate an organization or event. Although volunteering is not a paid work, needs of the volunteers may be afforded. Being close

and in interaction to the ones who need help is another important factor for volunteers. It is almost impossible to assess informal volunteering acts such as helping a neighbor (Hustinx, Cnaan, & Handy, 2010). Hence, volunteering in a formal organization is another key point for volunteers.

Hustinx, Cnaan, & Handy (2010) examined volunteering from different disciplines' perspectives. First one is the economics perspective on volunteering. According to this vision, private benefits models assume that volunteers get personal benefits on volunteering such as training, learning new skills or joy while public goods model offers an idea of individuals work for benefit of others in altruistic feelings. In the sociology perspective; sociologists evaluate volunteering as a structure that includes relations and interactions among and between persons, groups, and organizations. Psychology perspective is interested in personality traits that characterize volunteers and non-volunteers. Lastly; political science perspective accounts volunteering as a necessity for the sake of community. Their study demonstrated that volunteering is a complex phenomenon that has relations with different study fields.

Volunteering is considered as a leisure activity (Cuskelly & Harrington, 1997; Lockstone-Binney, Holmes, Smith, & Baum, 2010; Ögüt et al., 2013; Torkildsen, 2005). According to Lockstone-Binney et al. (2010), volunteering occurs in leisure settings such as touristic facilities or sports events. Pi, Lin, Chen, Chiu, & Chen (2014) examined associations between serious leisure perception, motivation for volunteering and subjective well-being. They demonstrated that there is positive relation between serious leisure and motivation to volunteer. In their qualitative study, Ögüt et al. (2013) evaluated reasons and benefits of volunteering within serious leisure theory. They found five reasons for attending sports federations as a volunteer; 1) developing a career, 2) love of sport, 3) contribution, 4) the will to fill the leisure time, and 5) fulfilling social responsibility. Furthermore, their findings were compatible with serious leisure theory.

2.2. Volunteer Motivations

People volunteer for various reasons in different kinds of organizations. Motives that encourage volunteers for volunteering is an object of curiosity for researchers. Because of this reason, researchers (Allen & Bartle, 2014; Clary et al., 1998; Cnaan & Goldberg-Glen, 1991; Esmond & Dunlop, 2004; Farrell, Johnston, & Twynam, 1998; Murrant & Strathdee, 1995; Pi et al., 2014) studied on motivations of volunteers. Generally their aim was to understand why people volunteer and volunteers' expectations. Since there is free will and mostly no salary, focus of volunteer motivation studies are distinguished from motivation of paid employees (Hustinx et al., 2010).

Volunteer motivation studies began emerging in 1970's (Esmond & Dunlop, 2004). Gidron (1978), Howarth (1976), Pitterman (1973), and Tapp & Spanier (1973) are the primitive researchers of volunteer motivation. Their aims were mostly trying to understand volunteer characteristics, comparing volunteers and non-volunteers and motivations based on ages of the volunteers.

1980's were the rise of studies about volunteer motivation (Esmond & Dunlop, 2004). In this decade, scientists worked on the two or three factor models (Esmond & Dunlop, 2004). Frisch and Gerrard (1981); Gillespie and King (1985); Smith (1981) were the pioneers of the two-factor models. They mostly found altruistic and egoistic motivations for volunteering. Fitch (1987); Morrow-Howell and Mui (1989) were the claimers of three-factor model. Social and material factors appeared in their studies.

1980's were also the times that volunteer motivations were discussed in terms of different theories such as Maslow's (1954) "Hierarchy of Needs" and Herzberg's (1966) "Motivational – Hygiene Theory" (Esmond & Dunlop, 2004).

1990's were the period of unidimensional and multifactor models (Esmond & Dunlop, 2004). Cnaan and Goldberg-Glen (1991) proposed a unidimensional model with 22 items after their wide literature review. They detected the limitations of previous studies and prepared a broader scale named Motivation to Volunteer (MTV). Their findings demonstrated that volunteers can have both altruistic and egoistic motives, and this combination is a part of the whole volunteering experience.

Clary et al. (1998) brought forward the multifactor model. They used functionalist theory for understanding volunteer motivations profoundly. Their Volunteer Functions Inventory (VFI) is consisted of six functions namely; values (i.e. "By volunteering I feel less lonely"), understanding (i.e. "I can explore my own strengths"), social (i.e. "My friends volunteer"), career (i.e. "Volunteering will help me succeed in my chosen profession"), protective (i.e. "By volunteering I feel less lonely"), and enhancement (i.e. "Volunteering makes me feel needed"). Results of this study was expected to contribute practice of volunteerism and understand motivational foundations of volunteering and nature of helping (Clary et al., 1998).

Farrell et al. (1998) came up with another work that examines satisfaction and motivation of volunteers. Unlike other studies, their concern was volunteers of special events instead of sustained volunteers. Their findings revealed four sub-dimensions for their Special Event Volunteer Motivation Scale (SEVMS); purposive, solidary, external traditions, and commitments (Farrell et al., 1998). In a following study, Johnston et al. (1999) used the same instrument on volunteers of Canadian Jamboree event and found a three-factor model by excluding external traditions. Grammatikopoulos, Koustelios, and Tsigilis (2006) also used this scale for ensuring construct validity on Greek sample. In his research on South African volunteers, Surujlal (2010) grounded his findings on a five-factor (influence and free time, interaction and achievement, altruism, and diversion) structure. Khoo and Engelhorn (2007) were other researchers that used SEVMS for Malaysian sample. They proposed a five-factor structure by dividing external traditions factor into two: family

traditions and use of free time. Four years later Khoo and Engelhorn (2011) applied the scale on American sample and suggested another five-factor model by adding family traditions factor to the original scale this time. The scale was also used to compare Malaysian, South African, and American volunteers in the study of Khoo, Surujlal, and Engelhorn (2011). They found significant motivational differences among these different cultures.

In a broader study with a larger sample size, Esmond and Dunlop (2004) developed another scale called Volunteer Motivation Inventory (VMI) for Australian sample. Their research exposed ten motivations with 44 statements. They are; 1) values (i.e. “I volunteer because I feel it is important to help others”), 2) reciprocity (i.e. “I volunteer because I believe that what goes around comes around”), 3) recognition (i.e. “Being appreciated by my volunteer agency is important to me”), 4) understanding (i.e. “I volunteer because I can explore my own strengths”), 5) self-esteem (i.e. “I volunteer because volunteering makes me feel useful”), 6) reactivity (i.e. “Volunteering helps me deal with some of my own problems”), 7) social (i.e. “I volunteer because my friends volunteer”), 8) protective (i.e. “I volunteer because by volunteering I feel less lonely”), 9) social interaction (i.e. “The social opportunities provided by the agency are important to me”), and 10) career development (i.e. “I volunteer because volunteering gives me an opportunity to build my work skills”). Turkish adaptation of this scale was made by Çevik (2012).

Studies that examine volunteer motivation with the support of a theory or a perspective has risen after millennium. Number of qualitative studies has risen in this period as well.

Millette and Gagné (2008) applied Job Characteristics Model (JCM) in volunteer organizations and they measured effects of this model on volunteer motivation,

satisfaction, and intent to quit. Positive associations were found among these variables.

From a sociological perspective of volunteer motivation and contributions of volunteers, Lockstone-Binney et al. (2010) examined volunteering in leisure settings. They concluded that social disciplines might help understanding volunteering phenomenon properly. As an instance Downward, Lumsdon, and Ralston (2005) investigated motivations and expectations of volunteers in terms of social capital. They searched for gender differences and realized that female volunteers were more likely to use the event for their personal and social capital. Hence, volunteering is seen as an opportunity for future career by females.

Studies of volunteer motivation in Turkish context is a new issue and there are so rare studies in literature. Boz and Palaz (2007) evaluated the characteristics of volunteers and factors that affect motivations of volunteers. Altruistic reasons, affiliative reasons, and personal improvement were prominent factors in their study. Akman (2008), assessed motivation, satisfaction, role identity, social responsibility, and sense of community among sustained volunteers of a voluntary education institution in her dissertation study. Her findings demonstrated that there is a relation between role identity and self-oriented motivations of volunteers.

2.3. Sports Volunteering

Popularity of sports or recreation volunteering is growing day by day. Concordantly, number of the studies about them is increasing as well.

Karlis (2003) investigated Olympic volunteers in multiculturalism concept. According to his research; an Olympic policy on volunteering must have following:

- 1) “equal recognition of all volunteers”
- 2) “equal opportunity for personal growth through the volunteer experience”
- 3) “provision of all volunteers with opportunity to experience the spirit of the Olympics”
- 4) “cultural exchange and interchange among volunteers”
- 5) a “common cultural environment.”

Karlis (2003) also concluded that preparing such a policy including multiculturalism for Olympic volunteers would help achieve goals.

Burgham and Downward (2005) constituted a case study and gathered data from swimming volunteers. They foresee a decrease in the quantity of volunteers in the future. That is why they researched participation decisions of the volunteers. Then, they discussed how to promote volunteers. Need for a public policy was emphasized.

Nichols and Ojala (2009) looked at the sports event volunteering management from the viewpoint of psychological contract theory. In their case study, they used psychological contract for understanding expectations of volunteers and event managers. After comparing these expectations, researchers concluded that volunteers should be managed by a different approach than paid employees.

In another research on sports event, Allen and Shaw (2009) used self-determination theory for understanding volunteers’ motivations. Their focus group interview results proved that both intrinsic and extrinsic motivations of volunteers reinforce principles of self-determination theory. In a further study Allen and Bartle (2014) used self-determination theory for scrutinizing associations among volunteer motivations, volunteer work climate, and engagement. They deduced that intrinsic motivation is a predictor of engagement, however managerial applications have importance as well.

Adams and Deane (2009) researched the sports volunteering literature and sought a different model for categorizing the sports volunteers. They segmented a formal/informal model of volunteering for voluntary sports clubs (VSC) volunteers. In this model both individual and organizational volunteering can be either formal or informal dimensions.

In a Turkish study, Sertbaş et al. (2008) researched human resources management of Universiade 2005 volunteers. They stressed that 8.931 volunteers served for Universiade 2005 and offered governmental institutions to prepare volunteer databases for managing volunteers effectively in future events. Another study about sports volunteering in Turkish context is Koşan and Güneş's (2009) research which compiled studies about sports events and sports volunteering for designing a conceptual framework. Aim of them was assessing willingness of possible volunteers of 2011 Winter Universiade. Majority of the respondents reported that being a volunteer in the event is considered as important and they are willing to volunteer in the event.

2.4. Sports Events and Special Events

Funk (2008) suggested four different kinds of sports events. First one is mega sport events in which "...attendance, target market, public financial involvement, political effects, television coverage, facilities, economic and social impact are enormous" (p. 5). Olympic Games or world championships might be examples of mega sport events. Secondly hallmark events depict the events which occur in a specific place or destination. The aim is to increase the status of that city or destination. According to this explanation; Vodafone İstanbul Marathon can be segmented as a hallmark event. Major events are not place specific although they "...provide significant economic benefits, media coverage, and number of visitors based on their size and scope" (p. 5). FIBA Euroleague or UEFA Champions League may fit in this definition. Lastly;

local events are more depending on a region and smaller scale events (e.g., Triathlon Series).

From a touristic perspective, Getz (1989) considered some of those events above in a unique form named special events. He formulated criteria to set special events apart from other types of attractions. They are:

- 1) “special events are open to the public”
- 2) “their main purpose is celebration or display of some theme”
- 3) “they occur once a year or less frequently”
- 4) “there are predetermined opening and closing dates”
- 5) “permanent structures are not owned by the event”
- 6) “the programme consists of one or more separate activities”
- 7) “all activities take place in the same community or tourist region.”

2.5. Sense of Community

Sense of community is a “complex” (Akman, 2008) structure that can be observed in different settings such as neighborhoods (Perkins, Florin, Rich, Wandersman, & Chavis, 1990; Pretty, Chipuer, & Bramston, 2003), workplaces (Clark, 2002), sports athletes (Warner, Kerwin, & Walker, 2013), or even drug addicts (Bishop, Chertok, & Jason, 1997).

Book of Sarason (1974) is the first known source that emphasized sense of community. The researches and theories followed his work. McMillan and Chavis (1986) were the researchers who shaped a theory for sense of community term for the first time. According to this theory; there are four elements in sense of community definition; membership, influence, reinforcement, and shared emotional connection (McMillan & Chavis, 1986). Membership is related with feeling of belonging to a group, while influence is about a sense of mattering to a group and

individual mutually (McMillan & Chavis, 1986). Reinforcement refers to integration and fulfillment of needs whereas shared emotional connection is explained as the belief that members share similar past, places, or experiences (McMillan & Chavis, 1986).

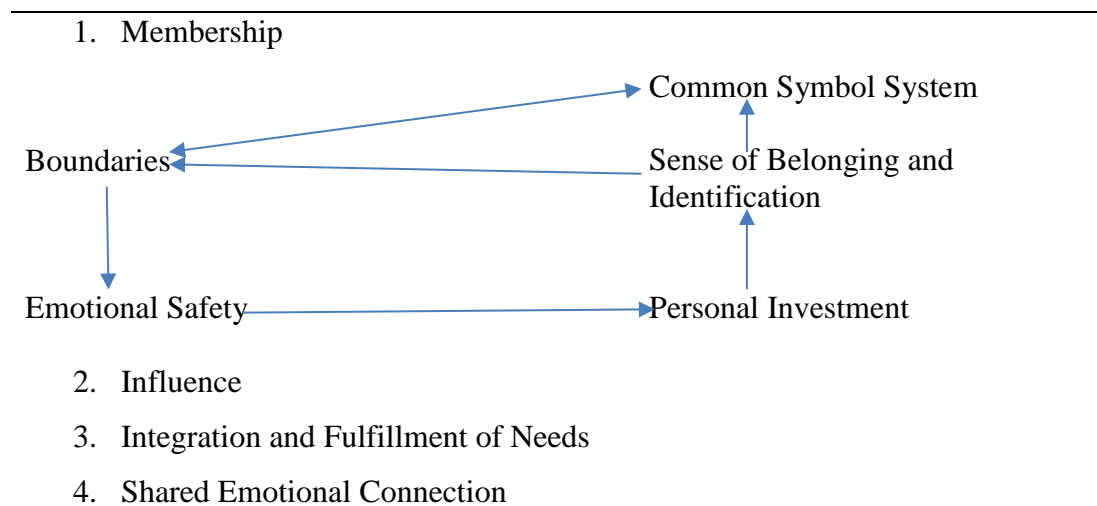


Figure 2.1 Elements of Sense of Community (McMillan & Chavis, 1986)

McMillan (1996) revised the theory a decade later. He renamed the elements as follows: spirit, trust, trade, and art. Membership is modified as spirit and it refers to the “spark of friendship that becomes the Spirit of Sense of Community” (p. 315). Influence is replaced by trust because “the salient element of influence is the development of trust” (McMillan, 1996). Reinforcement element is changed for trade because once the society has spirit and an authority that can be trusted, they begin improving an economy and members of the society gain from each other (McMillan, 1996). Lastly, shared emotional connection is substituted for art because getting all of the other elements together create the society’s common story which was coded as art (McMillan, 1996).

Sense of community is still a contemporary discussion topic among researchers. Nowell and Boyd (2010) investigated theoretical roots and development process of the sense of community. They also reexamined the construct and explained sense of community by demonstrating links with human needs theory. Eventually, they came up with an alternative model. In this model, researchers considered sense of community as a responsibility in addition to resource. McMillan (2011) responded their alternative model and criticized it in his article. He pointed out that Nowell and Boyd (2010) considered the theory by using the items of Sense of Community Index (SCI). Yet, he explained that this scale represent a small part of the sense of community concept and can't represent the whole theory. He added that sense of community is a theory more than a value. In their subsequent article, Nowell and Boyd (2011) responded McMillan (2011) back. They specified that their aim wasn't criticizing his work, but reviewing it. They think that examining sense of community through different theoretical aspects would be helpful to comprehend it in detail.

Various scales were improved for evaluating sense of community in different contexts. Among those scales; Chavis, Hogge, McMillan, and Wandersman's (1986) Sense of Community Index (SCI) can be considered as the most popular one since it reflects variables referring to McMillan and Chavis' (1986) theory. It is good at measuring interrelations among people living in a territory. Somehow another scale needed for examining those relations in a group level. Hence, Perceived Sense of Community Scale was developed by Bishop et al. (1997). They applied this scale on drug addicts and alcoholics attending to Oxford House residential program. Their results yielded a three-factor model included mission, reciprocal responsibility, and disharmony. Mission can be explained as chasing a shared aim with the members of the group. Reciprocal responsibility is about developing relations with other members of the group through mutual benefit. Disharmony reflects negative perceptions of the member about the group.

Sánchez and Ferrari (2005) administered this scale on employees of an eldercare program. Their aim was exploring differences between mentored and non-mentored employees. Their findings revealed sense of community, self-efficacy, and employee motivations are associated with mentoring.

Volunteering is a new issue for sense of community researches. Initial studies began investigating community volunteering. Ferrari et al. (1999) examined motivation, desire for control, and sense of community associations of college students serving for a local day care. They found correlations between sub-dimensions of those variables. In another study of Ferrari (2004), he compared volunteers and employees serving for a non-profit eldercare center in Australia in terms of sense of community, satisfaction, stress, and self-efficacy. Even though no significant difference was found in sense of community perceptions of volunteers and employees, reciprocal responsibility and disharmony scores of volunteers were found significantly higher than employees. In a similar study, Ferrari, Luhrs, and Lyman (2007) compared volunteers and staff of an eldercare center according to their sense of community, motivation, stress, and satisfaction. Similar results yielded from their study and reciprocal responsibility level of volunteers was found significantly higher than employees again. In her thesis; Akman (2008) studied on motivation, role identity, and sense of community on sustained volunteering. Even though these volunteers were working for an educational institution, this study is important for gathering motivation and sense of community on Turkish sample of volunteers. Bishop et al.'s (1997) Perceived Sense of Community Scale was used in all of the studies related with volunteering above.

Relation between sense of community and sports is a new phenomenon in the literature as well. Warner et al. (2013) examined sense of community in sport and developed a scale to assess sport participants' sense of community. Their findings yielded a six-factor model (administrative consideration, common interest, competition, equity in administrative decisions, leadership, and social spaces) in 21 items.

CHAPTER III

METHOD

This study was designed for evaluating interrelations between sports volunteers' perceived senses of community and motivations. In this chapter; research design, sampling, instruments used in the study, cultural adaptations of the scales, data collection procedures and data analysis were explained.

3.1. Research Design

Research design in this study was correlational. Correlational design helps explaining important human behaviors or predicting possible outcomes among two or more variables without manipulating them (Fraenkel & Wallen, 1993). Before conducting correlational study, instruments were adapted into Turkish language and culture.

3.2. Sampling

Volunteers from five different sports events (ISF Handball 2014 World Schools Championship, Turkish Basketball League, 2014 FIBA World Championship for Women, TBL All Star 2015, and 2013 FIFA U-20 World Cup) consisted the sample of the adaptation study while 36th Vodafone Istanbul Marathon volunteers were sample for the main study. All of these events' common feature is there is a pre-event progress before the event. In this progress, volunteers were informed about the event by the event managers. It provides enough time for interaction among volunteers and sense of community perception. Since there were limited sample sizes for all of the events, convenience sampling method was performed. Data collected from 2014 FIBA World Championship for Women, 2013 FIFA U-20 World Cup, and 36th Vodafone Istanbul Marathon volunteers via online survey software, whilst

via paper forms for other event volunteers. Reminder e-mails were sent to the volunteers' e-mail addresses a week later following primary e-mails for online surveys.

Table 3.1

Sample of the Study and Response Rates for Online Surveys

Event name	n	Response rate
36 th Vodafone Istanbul Marathon	477	% 14.03
2013 FIFA U-20 World Cup	219	% 20.47
FIBA World Championship for Women 2014	136	% 30.91
ISF Handball 2014 World Schools Championship	19	-
Turkish Basketball League	7	-
TBL All Star 2015	37	-

3.3. Instruments

In addition to the demographic questions, two forms of attitude scales were used after an adaptation process in instrumentation. They are; Special Event Volunteer Motivation Scale (SEVMS) developed by Farrell et al. (1998) and Perceived Sense of Community Scale (PSCS) developed by Bishop et al. (1997).

Even though there are other scales (Caldwell & Andereck, 1994; Clary et al., 1998; Cnaan & Goldberg-Glen, 1991) that measure volunteer motivations, SEVMS is a scale that is used for special events. That is the reason it was selected for this study.

It is still used in contemporary (Grammatikopoulos et al., 2006; Khoo & Engelhorn, 2007, 2011; Khoo et al., 2011; Surujlal, 2010) studies.

While other instruments measure sense of community in a specified location, PSCS measures daily interpersonal relations among people. That is why it was the most appropriate tool that measures sense of community for this study. This scale is also seen in contemporary (Cowman, Ferrari, & Liao-Troth, 2004; Stevens, Jason, Ferrari, Olson, & Legler, 2012) studies.

3.3.1. Special Event Volunteer Motivation Scale

SEVMS has 28 volunteer motivation items in four categories; Purposive (i.e. “I wanted to help make the event a success”), Solidary (i.e. “I wanted to gain some practical experience”), External Traditions (i.e. “I wanted to continue a family tradition of volunteering”), and Commitments (i.e. “My skills were needed”). Eleven items define Purposive motivations while six items define Solidary. Six items define External Traditions and lastly five items are associated with Commitments (Farrell et al., 1998). It is a 5 point likert scale. Minimum score that can be obtained for this scale is 28, while maximum score is 140. In the development process of this scale, Farrell et al. (1998) were inspired from the study of Cnaan and Goldberg-Glen (1991). They modified Cnaan and Goldberg-Glen's (1991) scale which measures motivations of volunteers in human service agencies to a scale that measures motivations of volunteers in special events. According to Farrell et al. (1998); SEVMS is a tool that assess volunteer motivation in special events. Variance that was explained by the factors was found as 49.7 % (purposive 25.7%, solidary 10.3%, external traditions 7.5%, and commitments 6.2%).

In a following study; Johnston et al. (1999) suggested a three-factor model. In this study; “commitments” and “external traditions” were merged in one factor. Alpha value of the solidary motivation is .87, purposive motivation is .82, and commitments and external traditions is .82 (Johnston et al., 1999).

Grammatikopoulos et al. (2006) assessed the construct validity of the scale. They found sufficient construct validity values for Greek sample. Surujlal (2010) is another researcher who used SEVMS in his work. He reached a four-factor solution for the South African sample. Khoo & Engelhorn (2007) also analyzed the factor loadings of the scale for Malaysian volunteers. They suggested a five-factor model by discarding external traditions and adding two new variables to the Farrell et al.'s (1998) model named “family traditions” and “use of free time”. However, there was no adaptation of this scale into Turkish culture until this study.

3.3.2. Perceived Sense of Community Scale

PSCS has 30 items in three sub-dimensions; mission (i.e. “There is a clear sense of mission in this group”), reciprocal responsibility (i.e. “Members know they can get help from the group if they need it”), and disharmony (i.e. “In this group there is the feeling that people should not get too friendly”). Items of the disharmony sub-dimension are reversely coded. Mission has twelve, reciprocal responsibility has twelve, and disharmony has six items. It is a five point likert scale. Minimum score for this scale is 30, and maximum score is 150. According to Bishop et al. (1997); PSCS measures the overall sense of community experiences of the individuals.

Internal consistency scores of the perceived sense of community scale for the sub-dimensions are respectively; mission .93, reciprocal responsibility .96, and disharmony .76. Internal reliability of this scale was found as satisfactory ($r = .95$). Stevens et al. (2012) used this scale on individuals in substance abuse recovery. They obtained reliable results; however they suggested a two-factor model. In the adaptation progress to Turkish sample; Akman (2008) found sufficient internal reliability ($r = .92$) for this scale. Nevertheless sub-dimensions of the scale were not regarded. Hence, a new adaptation study which also examine the sub-factors and confirmatory factor analysis was needed.

3.4. Adaptation of the Instruments

Sample size was ($n=418$) for validity and reliability analyses of the instruments. Confirmatory Factor Analysis was applied on PSCS whereas both Confirmatory Factor Analysis and Exploratory Factor Analysis were implemented on SEVMS. Adaptation processes of the instruments into Turkish culture were briefly described in this part.

3.4.1. Adaptation of Special Event Volunteer Motivation Scale (SEVMS)

Cross-cultural adaptation process which was suggested by Beaton, Bombardier, Guillemin, and Ferraz (2000) was implemented for SEVMS. Two translators translated the original form of the scale. One of them was informed about the concepts of the study and questionnaire before translation. No information was given to the second (naive) translator. A new form was generated according to the synthesis of these two translations. Then two translators who were totally blind to the original form and concepts of the scale back translated the questionnaire to the original language. After the back translations an expert committee considered the translations according to semantic, idiomatic, experiential, and conceptual equivalences (Beaton et al., 2000) and prepared a prefinal version. Prefinal version of the scale was pretested. 20 subjects participated the pretest and their understandings of the items were explored. Finally all of the documents were evaluated by coordinating committee and the final version of the SEVMS was shaped.

Since other models of SEVMS (Farrell et al., 1998; Grammatikopoulos et al., 2006; Johnston et al., 1999; Khoo & Engelhorn, 2007, 2011; Surujlal, 2010) didn't fit well in confirmatory factor analysis, an exploratory factor analysis was conducted. With respect to Nunnally (1978), to conduct a factor analysis there must be at least 10 cases for each item in the scale. Considering this recommendation, sample size had to be at least 280. Hence, sample size for conducting an exploratory factor analysis was pretty sufficient ($n = 418$). Exploratory factor analysis with Direct Oblimin Rotation Method results revealed a five factor model for 25 items. Tabachnick and

Fidell (2012) recommended .32 as the cutoff value for item loads in oblique rotations. Considering this recommendation, three items loaded lower than .32 (“I wanted to vary my regular activities”, “I could obtain an educational experience”, and “I wanted an opportunity to meet the participants and be involved in the activities”) were excluded from the analysis. Cultural differences might be the reason why these items loaded insufficiently. Factors of this model are respectively; purposive (6 items), solidary (4 items), commitments (6 items), external traditions (3 items), and a new factor with 6 items. Since the items reflect personal reasons, new factor was named as “self – interest” (Allen & Shaw, 2009; Knoke & Prensky, 1984) which is mentioned as a volunteer motive in literature.

Cronbach’s Alpha coefficients were calculated to examine reliabilities of the sub-dimensions and whole part of SEVMS. Internal consistency reliability values of the purposive (Cronbach’s $\alpha = .90$), solidary (Cronbach’s $\alpha = .87$), commitments (Cronbach’s $\alpha = .75$), self-interest (Cronbach’s $\alpha = .79$), and whole scale (Cronbach’s $\alpha = .91$) were found to be appropriate. Nevertheless, external traditions (Cronbach’s $\alpha = .46$) shown no reliability. That is why external traditions sub-scale was excluded from the study. Eventually, the final exploratory factor analysis was conducted and Turkish version of SEVMS with 4 sub-dimensions was shaped (see Table 3.2). Factors explained 61.22% of the variance. Purposive contributed 40.39%, solidary contributed 10.16%, commitments contributed 5.48%, and self-interest contributed 5.19% of the variance explained. Kaiser-Meyer-Olkin test was found .92. This means that sampling is adequate for a factor analysis. Bartlett’s test also shown significant results ($\chi^2 = 5217.07$, $df = 231$, $p < .001$). This means that data is adequate for a factor analysis.

Table 3.2

Factor Loadings of SEVMS

Item	Purposive	Solidary	Commitments	Self-Interest
14	.76			
13	.75			
20	.60			
19	.56			
21	.55			
9	.47			
11		-.88		
12		-.87		
3		-.67		
4		-.38		
22			.65	
8			.62	
15			.62	
17			.60	
10			.57	
16			.35	
6				.66
1				.59
7				.58
5				.48
2				.34
18				.33

Confirmatory Factor Analysis was necessary for checking the model which Exploratory Factor Analysis results suggested. Acceptable threshold levels for a model fit can be seen in Table 3.3.

Table 3.3

Fit Indices and Their Suggested Acceptable Thresholds

Fit index	Acceptable threshold levels
Chi-Square/DF	$5 > \chi^2/df$ (Jöreskog & Sörbom, 1993; Wheaton, Muthen, Alwin, & Summers, 1977) $3 > \chi^2/df$ (Kline, 1998)
CFI	$0.90 < CFI$ (Maruyama, 1998) $0.95 < CFI$ (Hu & Bentler, 1999; Schermelleh-Engel, Moosbrugger, & Müller, 2003)
TLI	$0.90 < TLI$ (Meydan & Şeşen, 2011) $0.95 < TLI$ (Hu & Bentler, 1999)
RMSEA	$0.08 > RMSEA$ (Browne & Cudeck, 1992; Jöreskog & Sörbom, 1993)

A Confirmatory Factor Analysis was conducted following Exploratory Factor Analysis to confirm the Turkish version of SEVMS. Data gathered from 36th Vodafone Istanbul Marathon volunteers was used in this analysis. Some high covariance error pairs were detected while checking modification indices of errors. Therefore, $\varepsilon_3 - \varepsilon_4$, $\varepsilon_5 - \varepsilon_6$, and $\varepsilon_{13} - \varepsilon_{16}$, pairs were connected. After these connections, confirmatory factor analysis results of SEVMS (Turkish form) seem to be acceptable regarding to Table 3.4.

Table 3.4

Confirmatory Factor Analysis Results of SEVMS

Chi-Square	DF	Chi-Square/DF	CFI	TLI	RMSEA
701.642	200	3.508	.912	.898	.073

In terms of these indicators, Turkish form of SEVMS was found to be valid and reliable.

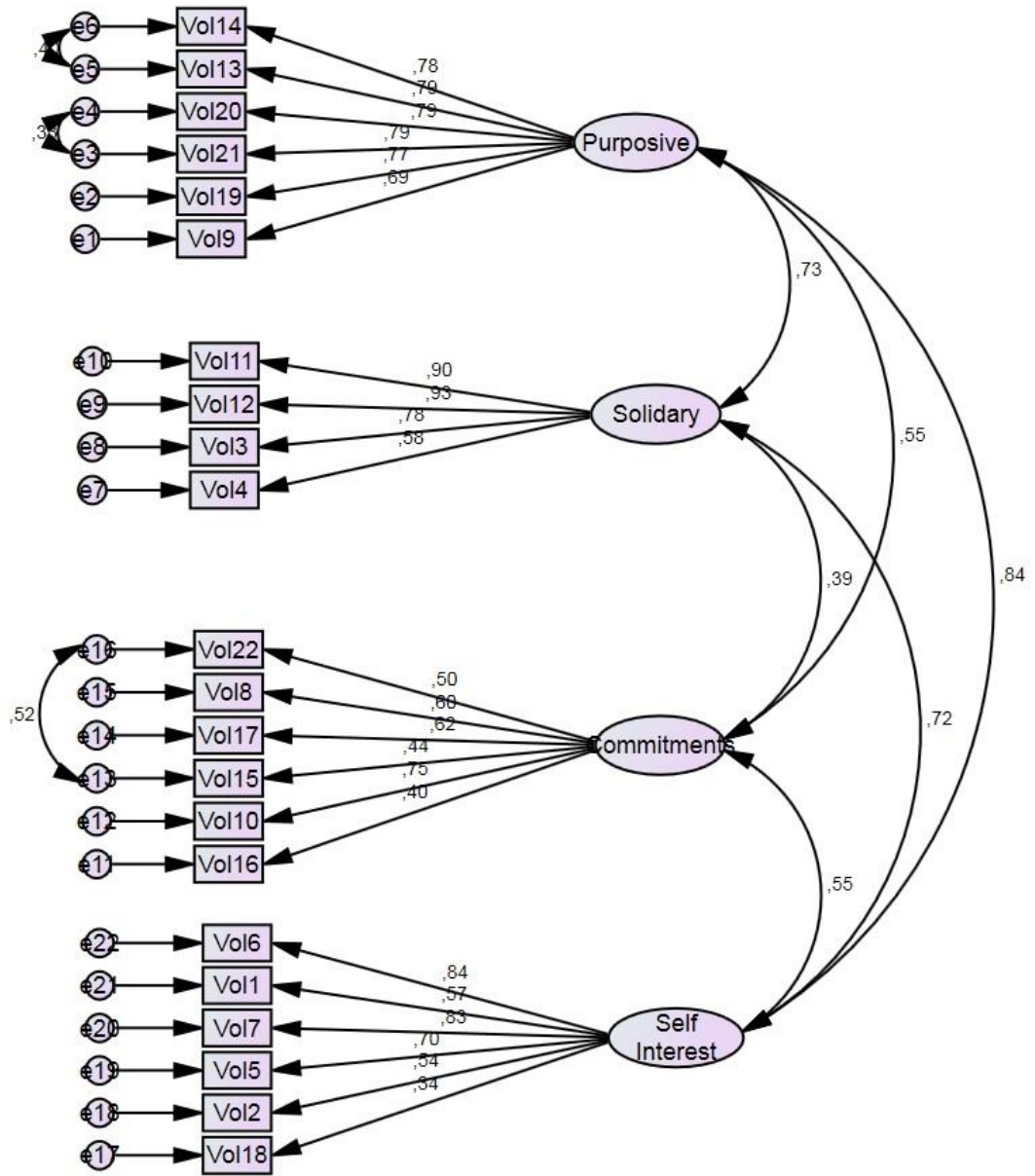


Figure 3.1 CFA Results with Standardized Estimates for Four-Factor Model of SEVMS

3.4.2. Adaptation of Perceived Sense of Community Scale (PSCS)

In the adaptation process of PSCS, Akman's (2008) Turkish form was taken into consideration. Confirmatory factor analysis results demonstrated that 2 of the items

loaded poorly (“In this group there is the feeling that people should not get too friendly” and “The goals of this group are challenging”). After discarding these items, PSCS with 28 items had acceptable threshold levels in confirmatory factor analysis (see Table 3.5).

Table 3.5

Confirmatory Factor Analysis Results of PSCS

Chi-Square	DF	Chi-Square/DF	CFI	TLI	RMSEA
1202.954	347	3.467	.907	.898	.077

Internal consistency reliability values of the mission (Cronbach’s $\alpha = .94$), reciprocal responsibility (Cronbach’s $\alpha = .95$), disharmony (Cronbach’s $\alpha = .73$), and whole scale were (Cronbach’s $\alpha = .96$) found to be proper. In the light of these results, Turkish form of PSCS was found to be reliable and valid.

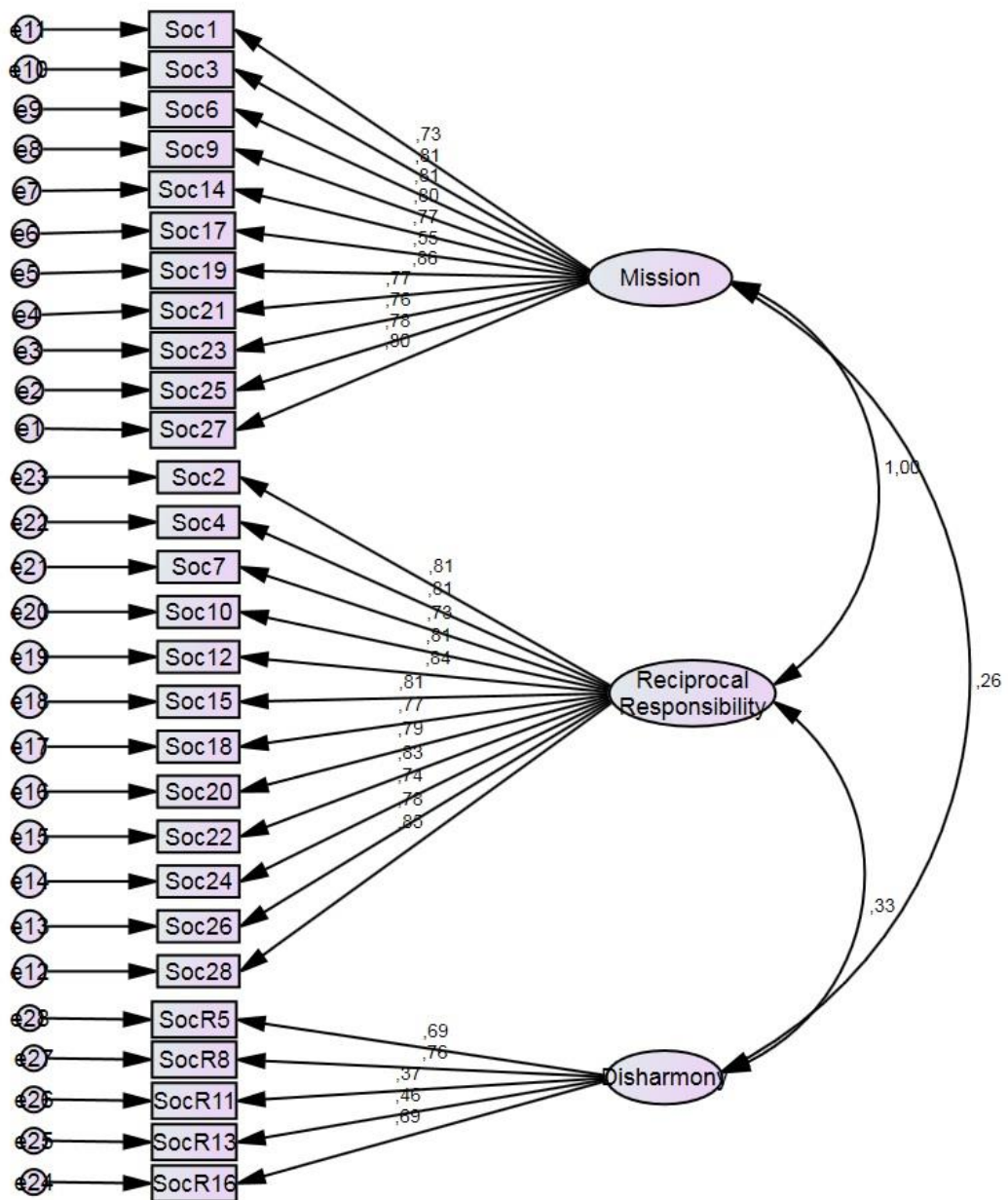


Figure 3.2 CFA Results with Standardized Estimates for Three-Factor Model of PSCS

3.5. Data Collection Procedures

Approvals of the SEVMS and PSCS developers were held as a first step. Before application of the study; approval of METU Applied Ethics Research Center was

held to ensure that there is no ethical problem in the research in September 2014. Approval of the event managements were held to apply the instruments on subjects in September 2014. Instruments and informed consent forms were sent to the participants after the organization of 36th Vodafone Istanbul Marathon, 2013 FIFA U-20 World Cup, and FIBA World Championship for Women via e-mail in October 2014. Participants were able to fill the online survey via the link which was inserted in the e-mail they received. E-mails were sent again one week later for reminding participants. Online survey system was open until December 2014 for the returns of the respondents. Data collected from the volunteers of ISF Handball 2014 World Schools Championship, Turkish Basketball League, and TBL All Star 2015 by paper forms after the events.

3.6. Data Analysis

Demographic features of the population were evaluated by using frequency tables. Descriptive statistics of the participants were analyzed and shown in Table 4.1 as well. In addition to analyzing demographic variables such as age, sex, education etc., canonical correlation analysis was used to observe correlations among variables. IBM SPSS 22 package program was used to conduct analyses. Significance level of this study was $p < .05$. This means that there is a 95% of probability to reflect the true results. Moreover if $p < .05$, then it can be concluded that two sets of variables are significantly associated with each other.

CHAPTER IV

RESULTS

This chapter displays the results of data analysis in consideration of research questions of this study. The chapter is consisted of three parts. First part explains socio - demographic features of the participants. Second one reveals descriptive statistics of SEVMS and PSCS. In the final part, canonical correlation results with its required assumptions were presented.

4.1. Socio - Demographic Features of the Participants

Checking this study's sample's demographic characteristics was mandatory for understanding their environment profoundly. As indicated in Table 4.1, male participants represented 63.36% of the sample. Mean age of the participants was 23.57 and most of them ($N = 436$) were single. Respondents were dominantly undergraduates or university students ($N = 383$) while secondary school graduates were so rare ($N = 2$). Even though there are volunteers who are currently working ($N = 172$), majority of them are students ($N = 305$). Although all of the participants didn't respond, mean monthly income is 2244.50 Turkish Liras. According to Table 4.1, 57.23% of the participants do exercise regularly and they approximately do exercise 3.71 days in a week.

Table 4.1

Socio – Demographic Features of the Participants

Variable	Category	Frequency	Percent	Mean	SD
Gender	Male	307	64.36%		
	Female	170	35.64%		
Age		476		23.57	5.93
Marital Status	Single	436	8.60%		
	Married	41	91.40%		
Educational Status	Secondary School	2	0.42%		
	High School	49	10.27%		
	University	383	80.29%		
	Graduate	43	9.01%		
Job	Student	305	63.94%		
	Unemployed	13	2.73%		
	Other	172	33.33%		
Average Monthly Income		313		2244.50 TL	14094.88
Regular Exercise Status & Exercise Frequency in a Week	Yes	273	57.23%	3.71	1.33
	No	204	42.77%		

4.2. Descriptive Statistics Results of the Instruments

Exploring the descriptive statistics of the instruments used in this study was important for understanding volunteers' motivations to participate a sports event and their perceived sense of community in the event settings. Special Event Volunteer Motivation Scale (SEVMS) is a five-point likert scale ranging from not at all important (1), to extremely important (5). There is no neutral statement in the number 3 (important). Factors and items which have higher mean scores indicate

more importance in participating to an event as a volunteer. Table 4.2 indicated that female volunteers give more importance on purposive ($M = 4.21$, $SD = .81$) and solidary ($M = 4.01$, $SD = .82$) motivations than males ($M = 4.14$, $SD = .83$), ($M = 3.93$, $SD = .86$). Meanwhile, male volunteers tend to present more self-interest ($M = 3.67$, $SD = .82$) and commitments ($M = 2.70$, $SD = .96$) than females ($M = 3.59$, $SD = .81$), ($M = 2.62$, $SD = .89$). For all of the volunteers, purposive has the biggest mean score ($M = 4.16$, $SD = .83$) among sub-dimensions of SEVMS whereas commitments has the lowest ($M = 2.68$, $SD = .94$).

Table 4.2

Descriptive Statistics for Sub-Dimensions of SEVMS

Sub-Dimension	Male		Female		Total	
	Mean	SD	Mean	SD	Mean	SD
Purposive	4.14	.83	4.21	.81	4.16	.83
Solidary	3.93	.86	4.01	.82	3.96	.85
Self-Interest	3.67	.82	3.59	.81	3.64	.82
Commitments	2.70	.96	2.62	.89	2.68	.94

Respondents were asked what reasons were important for them to volunteer in the event they participated. Table 4.3 shows five highest and lowest ranking reasons of volunteers for volunteering. In terms of the volunteers' answers, the most important reason is "I wanted to do something worthwhile" with a mean score of 4.25, and the least important one is "I wanted to continue a family tradition of volunteering" with a mean score of 2.03. The item (I wanted to feel part of this community) which can be associated with sense of community is also an outstanding item with its 3rd position and 4.18 mean score.

Table 4.3

Importance of Reasons for Volunteering

Highest Ranking Reasons	Mean	Lowest Ranking Reasons	Mean
I wanted to do something worthwhile	4.25	I wanted to continue a family tradition of volunteering	2.03
I wanted to help out in any capacity	4.22	Most people in my community volunteer	2.52
I wanted to feel part of this community	4.18	My friends/family were also volunteering	2.69
Volunteering creates a better society	4.15	A relative or friend is involved with this activity	2.70
I wanted to help make the event a success	4.12	I have past experience providing similar activities	2.96

Perceived Sense of Community Scale is also a five-point likert scale which has 3 sub-dimensions. Items are ranging from not at all true (1), to completely true (5). There is no neutral statement in number 3 (pretty much true) in this scale as well. Sub-dimensions which have higher mean scores interpret more importance on volunteers' sense of community perception. Table 4.4 demonstrates that female volunteers exhibit higher mean scores than males on sub-dimensions of PSCS. When taking all of the volunteers into consideration, disharmony has the highest mean ($M = 3.81$, $SD = .83$) while mission has the least ($M = 3.65$, $SD = .92$). It should not be overlooked that items of disharmony contain negative items and are reversely coded.

Table 4.4

Descriptive Statistics for Sub-Dimensions of PSCS

Sub-Dimension	Male		Female		Total	
	Mean	SD	Mean	SD	Mean	SD
Disharmony	3.70	.82	4.00	.81	3.81	.83
Reciprocal Responsibility	3.72	.88	3.77	1.02	3.74	.93
Mission	3.63	.89	3.69	.97	3.65	.92

4.3. Canonical Correlation Analysis

Canonical correlation analysis was employed for examining relations between volunteers' motivation and sense of community. Tabachnick and Fidell (2012) characterized canonical correlation analysis' goal as analyzing the relations between two sets of variables. They also suggested that if reliability is around .80, then 10 cases per a variable would provide satisfactory power to the study.

4.3.1. Assumptions of Canonical Correlation Analysis

Before application of canonical correlation analysis, there are some assumptions that must be ensured. They are normality, linearity, homoscedasticity, and multicollinearity (Tabachnick & Fidell, 2012). Ensuring these assumptions are important for obtaining appropriate results from the analysis. Once assumptions are satisfied, then canonical correlation analysis can be performed.

4.3.1.1. Normality

Tabachnick and Fidell (2012) indicated that all of the variables and linear combinations in the data set must be normally distributed. For ensuring multivariate normality; histograms, Q-Q plots, skewness, and kurtosis values, were checked.

Visuality of the histograms and Q-Q plots seem to be appropriate. Upper and lower thresholds for skewness and kurtosis are considered as +3 and -3 (Tabachnick &

Fidell, 2012). All of the distributions are in these limits. Hence the distributions seem symmetrical and normality assumption is ensured.

4.3.1.2. Linearity and Homoscedasticity

Scatter plots were screened to check linearity and homoscedasticity assumptions. As can be seen in Figure 4.1, there are straight-line relationships between variables and scores of the variables are roughly similar to each other. These clues satisfied linearity and homoscedasticity assumptions.

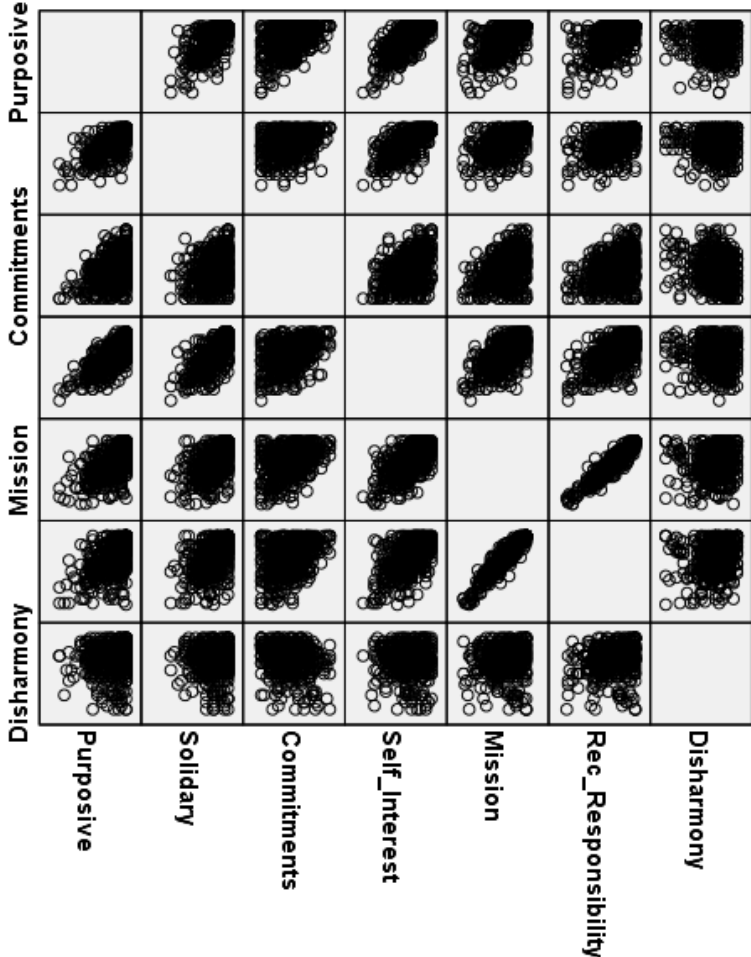


Figure 4.1 Scatter Plots of Variables

4.3.1.3. Multicollinearity

In multicollinearity assumption, correlations between canonical correlation variables cannot be highly correlated. Bivariate correlations should not exceed the critical value of .90 (Field, 2005). Table 4.5 proved that this assumption is not violated.

Table 4.5

Bivariate Correlations among PSCS and SEVMS Variables

	1	2	3	4	5	6	7
Purposive	1.00						
Solidary	.55*	1.00					
Commitments	.28*	.19*	1.00				
Self-Interest	.55*	.53*	.26*	1.00			
Mission	.44*	.39*	.26*	.44*	1.00		
Reciprocal	.42*	.37*	.23*	.41*	.82*	1.00	
Responsibility							
Disharmony	.01*	-.01*	-.15*	-.02*	.09*	.15*	1.00

* $p < .01$ (2-tailed)

Hence, all of the assumptions were ensured and canonical correlation for these data can be performed.

4.3.2. Results of Canonical Correlation Analysis

Canonical correlation analysis is employed for exploring linear combinations among two sets of variables and finding correlations between those variables. Sub-dimensions of SEVMS (Purposive, Solidary, Commitments, and Self-Interest) and PSCS (Mission, Reciprocal Responsibility, and Disharmony) were the variable sets of this analysis.

Canonical correlation coefficient (r_c) was detected as .67. It represents moderate positive (Rumsey, 2009) relation between SEVMS and PSCS. Value of the first canonical variate was found .64 for the first set of variables and second canonical variate was .60 for the second set of variables when evaluating association between first and second canonical variates. It means first canonical variate explains 64% of the variance from volunteer motivation variables, on the other hand second canonical variate interprets 60% of the variance from sense of community variables. Moreover, 27% of the total variance of volunteer motivation variables were explained by sense of community variables whereas 29% of the total variance of sense of community variables were interpreted by volunteer motivation variables.

First canonical variate proved that volunteer motivation variables were correlated with sense of community variables significantly ($\chi^2 (12) = 314.94, p = .00$). Except for disharmony (-.11) from second set, first set of variables including purposive (.86), solidary (.75), and self-interest (.93) were associated with second set of variables including mission (.98) and reciprocal responsibility (.92) as all of the scores exceeding the value of .30 (Tabachnick & Fidell, 2012).

Table 4.6

Correlations, standardized canonical coefficients, canonical correlations, percentages of variance, and redundancies between volunteer motivation variables and sense of community variables

	First canonical variate	
	Correlation	Coefficient
Volunteer motivation variables		
Purposive	0.86	0.26
Solidary	0.75	0.12
Commitments	0.62	0.27
Self-Interest	0.93	0.55
Percentage of variance	0.64	
Redundancy	0.29	
Sense of community variables		
Mission	0.98	0.95
Reciprocal Responsibility	0.92	0.06
Disharmony	-0.11	-0.21
Percentage of variance	0.60	
Redundancy	0.27	
Canonical Correlation	0.67	

Canonical correlations can be clearly viewed in Figure 4.2. These results indicated that the two variable sets are moderately associated with each other.

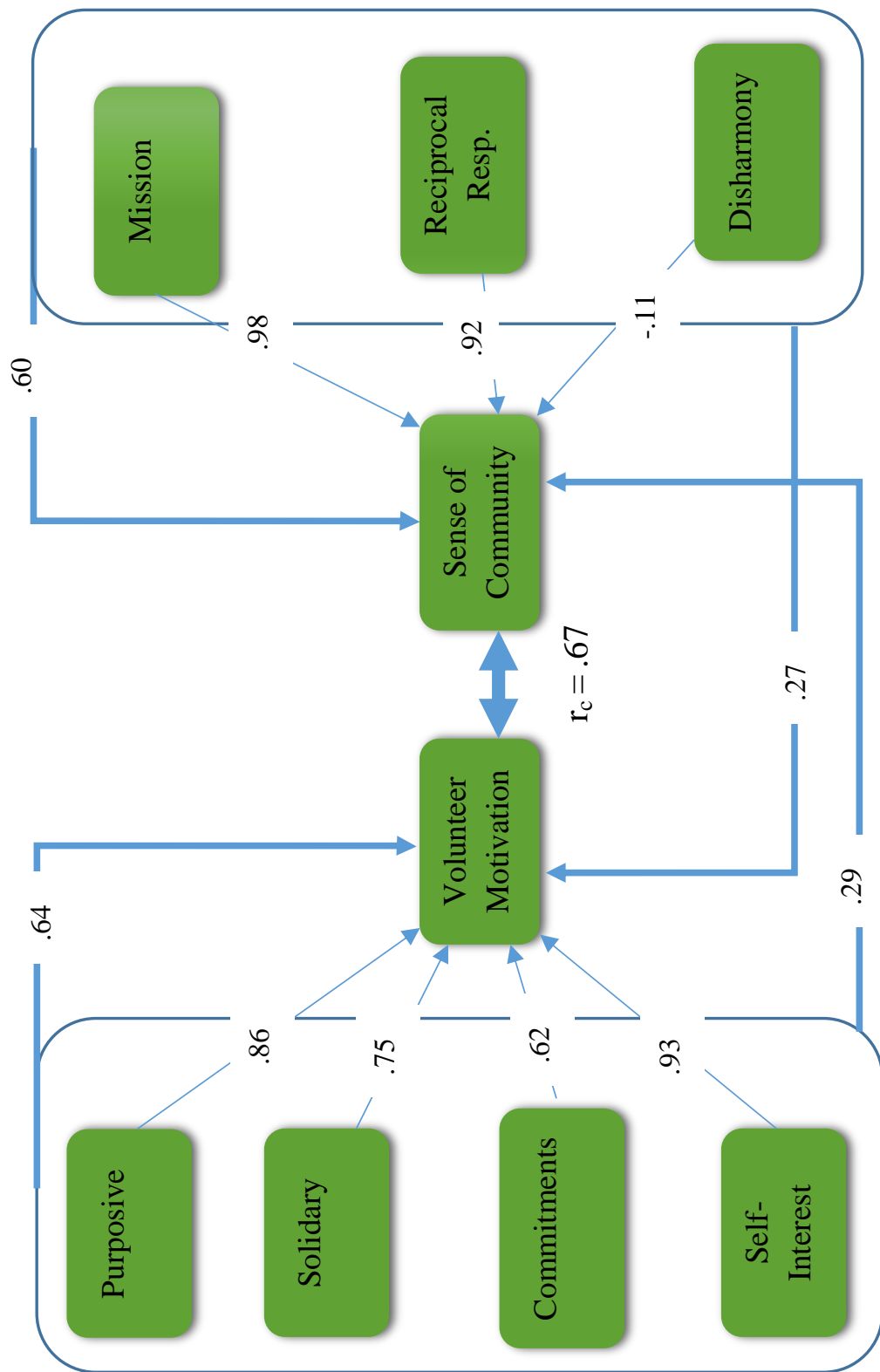


Figure 4.2 Summary of Canonical Correlation Analysis

CHAPTER V

DISCUSSION

In this chapter, findings of the study were discussed with respect to the related literature. Then, recommendations for sports event managers and further studies were presented.

5.1. Discussion of the Study Findings

Main aim of this correlational study was exploring associations between sports event volunteers' sense of community and motivation variable sets. 477 volunteers from 36th Vodafone Istanbul Marathon were the sample of the main study, whereas 418 volunteers from various sports events consisted the sample of the adaptation part.

One of the main objectives of this study was describing Turkish sports event volunteers demographically. Socio-demographic findings revealed that an average volunteer of 36th Vodafone Istanbul Marathon was a 24 years old, single, male, university student who practices physical exercise 3 or 4 days a week. Average income of the volunteers seems high for Turkish economy system with 2244.50 Turkish Liras. This might be interpreted as individuals with higher incomes are more motivated to volunteer. When comparing Turkish sports volunteers with Australian (National Centre for Culture and Recreation Statistics, 2005) and English (Downward et al., 2005) sports volunteers, they are also dominantly male, yet are employed full time. It is a pattern that volunteering is common among university students in Turkey, while it is common among full time employees in those countries. Hence, volunteering can be extended from university students to different age groups and settings in Turkey.

Descriptive statistics findings related with volunteer motivation yielded that importance of factors for volunteering are respectively; purposive, solidary, self-interest, and commitments. Moreover, important reasons for volunteering are; “I wanted to do something worthwhile, I wanted to help out in any capacity, and I wanted to feel part of this community”. Similar to earlier studies on volunteer motivation, altruistic and egoistic reasons (Cnaan & Goldberg-Glen, 1991; Frisch & Gerrard, 1981; Gillespie & King, 1985; Smith, 1981) seem to be in priority for volunteering. According to Downward et al.'s (2005) study, especially female volunteers tend to have egoistic reasons such as improving their personal development, gaining experience, and enhancing their CVs. However, in this study female volunteers seemed to be more motivated for achieving group purposes and tend to have solidary motivations that are related with the group they belonged. The item that mentions sense of community is one of the important ones. This can be considered as a clue of relationship between volunteer motivation and sense of community. “I wanted to continue a family tradition of volunteering, most people in my community volunteer, my friends/family were also volunteering” were the items with least averages. As can be seen clearly in these items, organized volunteering is not a tradition among Turkish people. Hence, it can be interpreted that volunteering in sports events is not a cultural value among Turkish community.

Descriptive statistics of sense of community reflected that importance order of factors is; disharmony, reciprocal responsibility, and mission. However, it should be noted that items of disharmony were reversely coded. It means that disharmony factor has a low mean score and participants mostly have positive opinions about the events they volunteered. Moreover, it can be concluded that Turkish volunteers feel responsibility for each other and the event. In addition, if mean scores of sub-dimensions of PSCS were taken into consideration, female volunteers' sense of community perception seems slightly higher than males. These findings can be

interpreted as female sports event volunteers feel a part of the event community more than males.

Canonical correlation analysis results demonstrated that Turkish sports event volunteers' motivation variables have positive and significant associations with sense of community variables. Even though she used a different scale for volunteer motivation, Akman (2008) also found correlation between volunteer motivation and sense of community variables. These findings indicated that sense of community among the group members has importance for the motivation of the volunteers and these variables could be the predictors of each other.

Nevertheless, Ferrari et al. (1999) found no relation between sense of community and volunteer motivations. It should not be forgotten that their sample was consisted of community service volunteers and they used a different scale for assessing volunteer motivation. In addition, they stressed that their sample size was small, hence findings of their study could not be generalized. Even so, they emphasized that volunteers working for community service improve a shared connection in time. Therefore, it can be claimed that creating social interaction climate in the sports events can raise volunteer motivation or highly motivated volunteers can help shaping the climate themselves.

Two different forms of sense of community should be examined in terms of bilateral correlation between volunteer motivation and sense of community. First one is sense of community among volunteers. Since sports events attract crowds, they are centers for social (Downward et al., 2005) relations. Feeling a part of the team would increase motivation of the volunteer and do his/her mission successfully. In the second form, sense of community between volunteers and event managers has importance. Event managers should be aware that volunteers don't have economic expectations. Adams and Deane (2009) specified that "...if a volunteer feels overly

manipulated or managed, then he or she, might walk...” (p. 133). Event managers should deal with this threat.

Consequently, current study demonstrates that Turkish sports events volunteers are highly motivated and their sense of community is at a good level. There is a moderate and positive correlation between volunteers’ motivation and sense of community. Findings of this study are important for exploring volunteers’ interactions by using a new psychological dimension, hence the study can contribute the sports event literature with this new variable. This study can also lead event managers by providing information about event climate and volunteer management.

5.2. Recommendations for Sports Event Managers

With respect to findings of the study, recommendations below were suggested for sports events managers;

- Volunteering should be spread beyond universities and get adopted by the whole community in wider age groups and females.
- Such materials (free event t-shirts, souvenirs etc.) might be used for motivating volunteers.
- Event managers should provide volunteers social interaction opportunities and should make volunteers feel a part of the team.
- Organizing a pre-event orientation is important for enhancing sense of community among volunteers during the event.

5.3. Recommendations for Further Research

In consideration of the present study, followings were recommended for further studies;

- Both of the scales were found to be valid and reliable with little modifications. Hence, Turkish forms of these scales can be used in different studies working on Turkish sample.
- Reasons lie behind low number of female volunteers should be investigated.
- Reasons of less participation by different occupations than students should be researched.
- Sense of community perception among volunteers or athletes should be investigated by qualitative studies for detailed information.
- Volunteer motivation should be examined in terms of a different sociological or psychological variable.
- Interventions for creating social climate in the event site should be planned and their effects on volunteer motivation and retention might be analyzed.
- Motivation and sense of community in different volunteer samples and categories should be studied.

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APPENDICES

Appendix A: Approval Letter from Middle East Technical University Human Subjects Ethics Committee

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ
APPLIED ETHICS RESEARCH CENTER



ORTA DOĞU TEKNİK ÜNİVERSİTESİ
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13.10.2014

Gönderilen : Prof. Dr. Settar Koçak
Beden Eğitimi ve Spor Bölümü

Gönderen : Prof. Dr. Canan Özgen
IAK Başkanı

İlgi : Etik Onayı

Danışmanlığını yapmış olduğunuz Beden Eğitimi ve Spor Bölümü öğrencisi Alper Yıldız'ın "Sports Volunteers' Motivation and Sense of Community in a Sports Event" isimli araştırması "İnsan Araştırmaları Komitesi" tarafından uygun görülerek gerekli onay verilmiştir.

Bilgilerinize saygılarımla sunarım.

Etik Komite Onayı

Uygundur

13/10/2014

Prof. Dr. Canan Özgen
Uygulamalı Etik Araştırma Merkezi
(UEAM) Başkanı
ODTÜ 06531 ANKARA

**Appendix B: Sample Items from Special Event Volunteer Motivation Scale
(SEVMS)**

Gönüllü Anketi

Aşağıda, 2014 ISF Liselerarası Dünya Hentbol Şampiyonası'nda gönüllü olmanızda rol oynamış olası nedenleri içeren bir liste sunulmuştur. Ölçek beş seçenekten oluşmaktadır. Lütfen her durum için, bu etkinliğe katılmanızı etkilemedeki önemini gösteren numarayı işaretleyiniz.

Bu etkinlikte gönüllü olmak benim için önemliydi çünkü...

		Hiç Önemli Değil	Biraz Önemli	Önemli	Çok Önemli	Son Derece Önemli
1.	Hayatımın fırsatıydı.	1	2	3	4	5
2.	Becerilerime ihtiyaç vardı.	1	2	3	4	5
3.	Başkalarıyla etkileşime girmek istedim.	1	2	3	4	5
4.	Biraz pratik deneyim kazanmak istedim.	1	2	3	4	5

There are only sample items from the scale. For full access contact with the researcher.

E-mail: yalper@metu.edu.tr

Appendix C: Sample Items from Perceived Sense of Community Scale (PSCS)

Topluluk Hissi Anketi

Lütfen aşağıdaki ölçeği (1=Doğru Değil, 5=Tamamen Doğru) kullanarak 2014 ISF Liselerarası Dünya Hentbol Şampiyonası'nda birlikte çalıştığınız gönüllüleri düşünerek, belirtilen yargıların bu grubu ne kadar doğru tanımladığını değerlendiriniz.

		Doğru Değil	Kismen Doğru	Oldukça Doğru	Çok Doğru	Tamamen Doğru
1.	Bu grupta görev bilinci vardır.	1	2	3	4	5
2.	Grup üyeleri gerektiğinde birbirlerinden yardım alabileceklerini bilirler.	1	2	3	4	5
3.	Bu grubun amaçları grup üyeleri için anlamlıdır.	1	2	3	4	5
4.	Bu gruptakiler birbirlerine güvenebilirler.	1	2	3	4	5

There are only sample items from the scale. For full access contact with the researcher.

E-mail: yalper@metu.edu.tr

Appendix D: Socio - Demographic Information Form

Spor Etkinliklerinde Gönüllülerin Motivasyonları Ve Topluluk Hissleri

Bu araştırmanın amacı, bir gönüllü olarak 2014 ISF Liselerarası Dünya Hentbol Şampiyonası'na katılımınızda aşağıdaki kriterlerin ne derecede önemli yer tuttuğunu belirleyebilmektir. Birinci kısımda sosyo-demografik sorular bulunmaktadır. İkinci kısımda ise gönüllü ve topluluk hissi ölçeklerine ait sorular bulunmaktadır. Lütfen aşağıdaki sorulara size uygun gelen cevapları veriniz ve size uyan alanları işaretleyiniz. İlginiz için teşekkür ederiz.

Arş. Gör. Alper YILDIZ

ODTÜ/Beden Eğitimi ve Spor Bölümü

Cinsiyetiniz: Kadın () Erkek ()

Yaşınız: _____

Medeni Durumunuz: Evli () Bekar ()

Öğrenim Durumunuz: _____

Mesleğiniz: _____

Aylık Ortalama Geliriniz: _____

Düzenli Olarak Egzersiz Yapıyor musunuz?: Evet () Hayır ()

Evet ise Haftanın Kaç Günü Egzersiz Yapmaktasınız?: _____

Appendix E: Turkish Summary

BİR SPOR ETKİNLİĞİNDE GÖNÜLLÜLERİN MOTİVASYONU VE TOPLULUK HİSSİ

GİRİŞ

Spor etkinlikleri antik dönemlerden bu yana toplumlar tarafından benimsenmektedir (Raj, Rashid, ve Walters, 2009). Bu etkinliklerin organize edilmesinin arka planında büyük bir kalabalık vardır.

İyi organize edilmiş bir spor etkinliği bulunduğu şehre, düzenlendiği kuruma veya düzenleyen komiteye birçok sosyal, ekonomik ve turistik fayda sağlar. Öcal (2011)' e göre; spor etkinliğinin kalitesi hem o spor branşının popülaritesini hem de kurumların marka değerini etkiler. Bu sebeple, spor etkinliklerini düzenlemenin önemi her geçen gün artmaktadır. Spor etkinliklerine artan ilgiyle birlikte, kabiliyetli gönüllülere olan ihtiyaç da artmıştır.

Başarılı bir şekilde organize edilmiş bir spor etkinliği için gönüllüler kritik bir role sahiptir (Doherty, 2009). İnsanlar sosyal, kariyer, deneyimsel gibi birçok farklı sebeple gönüllü olabilmektedir (Clary ve diğ., 1998) ve gönüllülük sosyal hizmetlerde, topluluklarda veya özel etkinlik ortamlarında görülebilmektedir (Johnston, Twynam, ve Farrell, 1999).

Gönüllü olma sebeplerini kavramak etkinlik yöneticileri için hayati önem arz eder. Allen ve Shaw'a (2009) göre spor etkinliklerine katılan gönüllülerin hem içsel (etkinliğe olan ilgi, başkalarına yardım etmenin verdiği keyif vb.) hem de dışsal (etkinlik alanına ücretsiz giriş, etkinlik t-shirt'ü vb.) motivasyonları olabilmektedir.

İnsanlar var olduklarından beri sosyal varlıklardır. Bir işi kolayca yapabilmek için birbirlerine ihtiyaç duymaktadırlar. Güçlü ilişkiler güçlü toplumları oluşturur. Sarason (1974) bu ilişkileri "Topluluk Hissi" olarak tanımlamıştır. Topluluk hissi psikoloji, sosyoloji, ve yönetim bilimleri ile ilişkili bir alandır (Fisher, Sonn, ve Bishop, 2002). Ayrıca; aileler, yerleşim birimleri, okullar, organizasyonlar, şehirler ve iş yerleri gibi bir çok ortamı açıklamada kullanılmaktadır (Fisher, Sonn, ve Bishop, 2002).

Gönüllüler çoğu zaman sosyal ortamlarda yer almaktadır. Bu sebeple, gönüllülerin ve onlardan hizmet alanların aralarındaki sosyal ilişkilerin önemi her geçen gün artmaktadır. Yaptıkları işin sosyal bir yanının olduğu düşünüldüğünde, iyi etkileşim ve iletişim becerileri gönüllüler için vazgeçilmez bir hal almıştır.

Spor gönüllülüğünü etkileyen faktörlerin ortaya çıkarılması, başarılı spor etkinlikleri organize etmede etkinlik yöneticilerine yardımcı olacaktır (Allen ve Bartle, 2014). Spor etkinliklerinde topluluk hissinin araştırılması da daha iyi etkinlikler ortaya çıkarmada etkinlik yöneticilerine yardımcı olacaktır. Allen ve Bartle, (2014) spor gönüllülerinin yönetimi üzerine yapılan çalışmaların çoğunlukla motivasyon (Kim, Zhang, ve Connaughton, 2010), tatmin (Bang, Ross, ve Reio, 2013), sürdürülebilir gönüllük (Kim, Chelladurai, ve Trail, 2007) ve gönüllülük mirası (Doherty, 2009) üzerinde yoğunlaştığını iddia etmiştir. Türk alan yazınında ise araştırmacılar çoğunlukla motivasyon (Çevik, 2012; Koşan ve Güneş, 2009; Öğüt, Yenel, ve Kocamaz, 2013), ve yönetim (Sertbaş, Zengin, ve Çutuk, 2008) üzerinde çalışmalar yapmışlardır. Fakat, hem Türkiye hem de uluslararası literatürde gönüllüler arasında

topluluk hissini arařtıran ok az alıřma bulunmaktadır. Gönüllü motivasyonu ve topluluk hissini birlikte alan alıřma sayısı ise ok daha azdır.

Bu sebeplerden dolayı; bu alıřmanın amaları: 1) spor gönüllülerinin öne ıkan motivasyonları ve topluluk hislerini belirlemek ve 2) spor gönüllülerinin motivasyonu ve topluluk hissi arasındaki iliřkileri arařtırmaktır.

Bu alıřmanın hedefi sadece spor etkinliklerinde gönüllülüęü etkileyen faktörlerin belirlenmesi deęil, ayrıca bu faktörler arasında olası iliřkileri arařtırmaktır. Akman (2008) topluluk hissi ve motivasyonun gönüllülük sürecinde önemli rollere sahip olduęunu bulmuřtur. Bu sebeple hem topluluk hissi hem de gönüllü motivasyonu terimlerinin spor gönüllülüęü üzerinde önemli etkileri olduęu tahmin edilmektedir.

Bu alıřma spor etkinlięi gönüllülerinin alıřma ortamlarını anlayabilmek için önemlidir. Bulgular gönüllülerin süreklilięini saęlayabilmek ve daha iyi etkinlik atmosferi yaratabilmek için etkinlik yöneticilerine yardım saęlayabilir. Bazı dięer faktörler gönüllülere veya yöneticilere etkinlięin uygulanma sürecinde yardımcı olabilir. Bunlara ek olarak topluluk hissi daha önce spor etkinliklerinde detaylıca incelenmemiřti. Bu sebeple, bu alıřma teori ve arařtırmalara da katkı yapmak için tasarlanmıřtır. Bir bařka deyiřle bu alıřmanın literatürü geniřletmesi beklenmektedir.

LİTERATÜR TARAMASI

Başkalarına yardım etme arzusu ilkaę dönemlerinden beri bir insanoęlu içęüdüdür. İlk başlarda yardım etme iři kişisel abalarla ilerlerken, zamanla yardım etmek isteęinde olanlar bir araya geldi ve yardım etme sistematik ve organize

bir işe dönüştü. Gönüllüler bu organizasyonların uygulayıcıları oldular ve hayati bir role sahip hale geldiler. Gönüllülük kavramının nereden türediği hala bir tartışma konusudur. Bazı araştırmacılar kültüre, zamana ve politik, dini ve sosyal yapıya göre değişebileceğini vurgulamıştır (Chalip, 1999; Davis Smith, 1999). Buna ek olarak gönüllülük terimi duruma bağlıdır ve farklı ortamlarda farklı anlama gelebilmektedir (Handy ve diğ., 2000; Merrill, 2006; Tuan, 2005). Bu sebeplerle gönüllülüğün herkes tarafından kabul edilen bir tanımı yoktur. Yine de bazı temel elementlere sahiptir. Cnaan ve Amroffell (1994) ve Cnaan, Handy, ve Wadsworth (1996) yaklaşık 200 gönüllü tanımından yola çıkarak gönüllülüğü tanımlayan dört element bulmuştur; 1) hür irade, 2) bedelin geçerliliği ve doğası, 3) faydalananlara yakın olmak ve 4) resmi kurum. Birey katılmak istediği organizasyona ya da etkinliğe kendi karar verebilmelidir. Her ne kadar gönüllük maaş ödenen bir iş olmasa da gönüllülerin ihtiyaçları karşılanabilir. Yardıma ihtiyaç duyan kişilerin yakınında ve onlarla etkileşim içinde olmak gönüllüler için bir başka önemli faktördür. Bir komşuya yardım etmek gibi resmi olmayan hareketleri ölçmek neredeyse imkansızdır (Hustinx, Cnaan, ve Handy, 2010). Bu sebeple resmi bir kurumda gönüllü olmak gönüllüler için bir başka önemli noktadır.

Spor veya rekreatif gönüllülüğünün popülaritesi gün geçtikçe artmaktadır. Bunun paralelinde bu konuda yapılan çalışmalar da çoğalmıştır. Karlis (2003) olimpik gönüllüleri çok kültürlülük kavramını kullanarak incelemiştir. Çalışmasına göre gönüllülükte olimpik politika şu şekilde olmalıdır:

- 1) Bütün gönüllülerin eşit kabul edilmesi
- 2) Gönüllülük deneyimi yoluyla eşit kişisel gelişim fırsatı yaratılması
- 3) Bütün gönüllülere olimpik oyunların ruhunu deneyimleme fırsatının sunulması
- 4) Gönüllüler arasında kültür alışverişi ve değişimi
- 5) Ortak bir kültürel ortam

Topluluk hissi; yerleşim birimleri (Perkins, Florin, Rich, Wandersman ve Chavis, 1990; Pretty, Chipuer, ve Bramston, 2003), iş yerleri (Clark, 2002), sporcular (Warner, Kerwin, ve Walker, 2013) ve hatta madde bağımlıları (Bishop, Chertok, ve Jason, 1997) arasında gözlemlenebilen “karmaşık” (Akman, 2008) bir yapıdır.

Sarason'un (1974) kitabı topluluk hissinden ilk kez bahseden kaynaktır. Sonrasında yapılan araştırmalar ve teoriler onun çalışmasını takip etmiştir. McMillan ve Chavis (1986) topluluk hissi terimi için ilk kez bir teori ortaya atan araştırmacılarıdır. Bu teoriye göre topluluk hissi tanımında dört tane element vardır; üyelik, etki, güçlendirme ve ortak duygusal bağ (McMillan ve Chavis, 1986). Üyelik bir gruba bağlı olmayla ilgiliyken, etki bir gruba veya bireye karşılıklı olarak önem arz etme hissidir (McMillan ve Chavis, 1986). Güçlendirme bütünleşme ve ihtiyaçların karşılanmasına atıfta bulunurken, ortak duygusal bağ üyelerin benzer geçmiş, yerler veya deneyimler paylaştığı inancı olarak açıklanır (McMillan ve Chavis, 1986).

Farklı ortamlarda topluluk hissini değerlendirmek için çeşitli ölçekler geliştirilmiştir. Bu ölçekler arasında; Chavis, Hogge, McMillan, ve Wandersman'ın (1986) Topluluk Hissi İndeksi McMillan ve Chavis'in (1986) teorisinin değişkenlerinden yararlanması sebebiyle en popülerleri olarak değerlendirilebilir. Bu ölçek belli bir bölgede yaşayan insanlar arasındaki ilişkileri ölçmede iyidir. Fakat bu ilişkileri belli bir grup için inceleyen başka bir ölçeğe ihtiyaç duyulmaktaydı. Böylece Algılanan Topluluk Hissi Ölçeği, Bishop ve diğ. (1997) tarafından geliştirildi. Bu ölçeği Oxford House bakımevinde kalan madde ve alkol bağımlılarına uygulamışlardır.

Gönüllülük topluluk hissi araştırmacıları için yeni bir konudur. İlk çalışmalar toplum gönüllülüğü üzerine başlamıştır. Ferrari ve diğ. (1999) bölgesel bir çocuk bakımevinde görev alan üniversite öğrencilerin motivasyonları, kontrol istekleri ve

topluluk hisleri arasındaki ilişkileri incelemiştir. Bu değişkenlerin alt boyutları arasında ilişkiler tespit etmişlerdir. Ferrari'nin (2004) bir başka çalışmasında, Avustralya'da kar gütmeyen bir yaşlı bakımevinde görev alan gönüllüleri ve çalışanları topluluk hisleri, tatmin, stres ve öz-yeterlik açısından karşılaştırmıştır. Her ne kadar toplam topluluk hissi algısı puanlarında bir fark göze çarpmasa da, gönüllülerin uyumsuzluk ve karşılıklı sorumluluk puanları anlamlı derecede çalışanlardan daha yüksek çıkmıştır. Benzer bir çalışmada Ferrari, Luhrs, ve Lyman (2007) bir başka yaşlı bakımevindeki gönüllüleri ve personeli topluluk hissi, motivasyon, stres ve tatmin açısından karşılaştırmıştır. Bu çalışma sonucunda da benzer bulgular elde edilmiş ve gönüllülerin karşılıklı sorumluluk puanlarının personelden yine anlamlı derecede yüksek çıkmıştır. Akman (2008) tez çalışmasında uzun süreli gönüllülerin motivasyonu, gönüllü kimliği ve topluluk hissi üzerine araştırma yapmıştır. Bu çalışmadaki gönüllüler bir eğitim kurumunda görev alsa da, bu çalışma Türk gönüllü örneğinde motivasyon ve topluluk hissini bir araya getirmesi açısından önemlidir. Yukarıda bahsedilen çalışmaların hepsinde Bishop ve diğ.'nin (1997) Algılanan Topluluk Hissi Ölçeği kullanılmıştır.

Topluluk hissini spor alanında incelenmesi de literatürde kendine yeni yer bulmuş bir fenomendir. Warner ve diğ. (2013) spor alanında topluluk hissini incelemiş ve sporcuların topluluk hissini araştırmak için bir ölçek geliştirmiştir. Çalışmalarının sonuçları altı faktörde (yönetimsel değerlendirme, ortak ilgi, rekabet, yönetimsel kararlarda eşitlik, liderlik ve sosyal alanlar) birleşen yirmi bir maddeli bir model ortaya çıkarmıştır.

YÖNTEM

Bu çalışma spor gönüllülerinin algılanan topluluk hisleri ve motivasyonları arasındaki ilişkileri incelemek amacıyla tasarlanmıştır. Araştırmada korelasyon tasarımı kullanılmıştır. Korelasyon tasarımı önemli insan davranışlarını veya

manipüle etmeden iki veya daha fazla deęişken arasındaki muhtemel bulguları tahmin etmede yardımcı olur (Fraenkel ve Wallen, 1993).

Beş farklı spor etkinliğinden gönüllüler (2014 Dünya Liseler Arası Hentbol Şampiyonası, Türkiye Basketbol Ligi, 2014 FIBA Dünya Kadınlar Basketbol Şampiyonası, TBL All Star 2015 ve 2013 FIFA 20 Yaş Altı Dünya Kupası) kültürel adaptasyon çalışmasının örneklemini oluştururken, 36. Vodafone İstanbul Maratonu gönüllüleri asıl çalışmanın örneklemini oluşturmuştur. Her bir etkinlikten önce belli bir eğitim ve uyum sürecinin olması bütün etkinliklerin ortak noktasıdır. Bu süreçte gönüllüler, etkinlik yöneticileri tarafından etkinlik hakkında bilgi almıştır. Bu süreç gönüllülerin birbirleriyle etkileşim içine girmesi ve topluluk hissinin algısının oluşması için yeterli vakti sağlamıştır. Bütün etkinliklerde sınırlı örneklem büyüklüğü olduğu için kolayda örnekleme yöntemi kullanılmıştır. 2014 FIBA Dünya Kadınlar Basketbol Şampiyonası, 2013 FIFA 20 Yaş Altı Dünya Kupası ve 36. Vodafone İstanbul Maratonu gönüllülerinden internette oluşturulan form aracılığıyla veri toplanırken, diğer etkinliklerdeki gönüllülerden kağıt formlar aracılığıyla veri toplanmıştır. İnternet formuyla toplanan verilerde gönüllülere ilk e-postayı takiben bir hafta sonra hatırlatma e-postası gönderilmiştir.

Çalışmada demografik sorulara ek olarak kültürel adaptasyon süreci sonrası iki adet tutum ölçeęi kullanılmıştır. Bunların ilki Farrell ve dię. (1998) tarafından geliştirilen Spor Etkinlikleri Gönüllü Motivasyon Ölçeęi (SEGMÖ), ikincisi ise Bishop ve dię. (1997) tarafından geliştirilen Algılanan Topluluk Hissi Ölçeęidir (ATHÖ). Normalde ilk ölçek özel etkinlikler için geliştirilmiştir. Fakat Türkçe literatürde özel etkinlik kavramı çok fazla kullanılmadığı için spor etkinlikleri olarak deęiştirilmiştir.

Gönüllü motivasyonunu ölçen farklı ölçekler (Caldwell ve Andereck, 1994; Clary ve dię., 1998; Cnaan ve Goldberg-Glen, 1991) bulunsa da, SEGMÖ etkinlik özelinde kullanılan bir ölçek olduğu için tercih edilmiştir. Bu ölçek hala güncel çalışmalarda

(Grammatikopoulos ve diğ., 2006; Khoo ve Engelhorn, 2007, 2011; Khoo ve diğ., 2011; Surujlal, 2010) kullanılmaktadır. Diğer ölçekler topluluk hissini belli bir bölgede bulunan insanlarda ölçerken, ATHÖ bireyler arasındaki günlük ilişkileri ölçebilmektedir. Bu sebeple ATHÖ bu çalışma için topluluk hissini doğru şekilde ölçebilecek en uygun ölçek olarak belirlenmiştir. Bu ölçek de güncel çalışmalarda (Cowman, Ferrari ve Liao-Troth, 2004; Stevens, Jason, Ferrari, Olson, ve Legler, 2012) kendine yer bulmaktadır.

SEGMÖ dört kategoride yirmi sekiz gönüllü motivasyonu içerir. Alt boyutları; Amaçsal (Ör.: Etkinliğin başarıya ulaşmasına yardımcı olmak istedim), Dayanışma (Ör.: Farklı insanlarla çalışmak istedim), Gelenekler (Ör.: Bir aile geleneği olan gönüllülüğü devam ettirmek istedim) ve Bağlılıklar (Ör.: Çevremde çoğu insan gönüllüdür). On bir madde amaçsal motivasyonları tanımlarken, altı madde dayanışmayı, altı madde gelenekleri ve beş madde de bağlılıkları tanımlamaktadır (Farrell ve diğ., 1998). Bu ölçek 5 seçenekli likert bir ölçektir. Farrell ve diğ. (1998) ölçeği geliştirirken Cnaan ve Goldberg-Glen'in (1991) sosyal hizmetlerde görev alan gönüllülerin motivasyonlarını ölçen ölçeklerinden etkilenmiş ve bu ölçeği özel etkinliklerde kullanılabilecek bir formata getirmişlerdir. Takip eden bir çalışmada Johnston ve diğ. (1999) üç faktörlü bir model ortaya koymuştur. Bu çalışmada "gelenekler" ve "bağlılıklar" faktörleri tek bir faktörde bir araya gelmiştir. Grammatikopoulos ve diğ. (2006), Surujlal (2010), Khoo ve Engelhorn (2007) SEGMÖ'nin Yunan, Güney Afrika ve Malezya örneklemi için adaptasyonunu gerçekleştirmiştir. Fakat ölçeğin bu çalışmaya kadar Türk örnekleme için adaptasyonu bulunmamaktaydı.

ATHÖ üç alt boyutta 30 maddeye sahiptir. Alt boyutları sırasıyla; on iki maddeli Görev (Ör.: Bu grupta görev bilinci vardır), on iki maddeli Karşılıklı Sorumluluk (Ör.: Bu gruptakiler birbirlerine güvenebilirler) ve altı maddeli Uyumsuzluk (Ör.: Grup üyeleri, diğer grup üyelerinden rahatça yardım isteyemezler). Uyumsuzluk faktörü olumsuz ifadeler içerdiği için ters kodlanmıştır. ATHÖ'nin Türk kültürüne

adaptasyon sürecinde Akman (2008) yeterli iç tutarlılık katsayısına ulaşmıştır. Fakat bu analize ölçeğin alt boyutları dahil edilmemiştir. Bu sebeple de alt boyutların dahil edildiği ve geçerlik için doğrulayıcı faktör analizi içeren yeni bir çalışma yapma ihtiyacı doğmuştur.

SEGMÖ'nin adaptasyon sürecinde Beaton, Bombardier, Guillemin, ve Ferraz (2000) tarafından önerilen kültürlerarası adaptasyon yöntemi kullanılmıştır. Bu yöntemle göre önce iki çevirmen ölçeği Türkçe'ye çevirmiştir. Bu çevirmenlerin biri çalışma hakkında bilgi sahibiyken, diğeriyle çalışmayla ilgili herhangi bir bilgi paylaşılmamıştır. Bu çeviriler bir araya getirilip farklılıklar ve benzerlikler saptanmış, sonrasında da ortak bir form oluşturulmuştur. Bu oluşturulan form çalışmadan haberi olmayan farklı iki çevirmence ölçeğin orijinal diline geri çevrilmiştir. Daha sonra da alan uzmanları tarafından geri çeviriler ve ölçeğin orijinali anlamsal, deyimsel (idiomatic), deneyimsel ve kavramsal açılarından karşılaştırılmıştır. Uzmanlar tarafından oluşturulan yeni form yirmi katılımcı üzerinde ön test amaçlı olarak uygulanmış ve maddeleri ne derece anladıkları ölçülmüştür. Son adım olarak da süreçte oluşturulan tüm dokümanlar uzmanlar tarafından incelenmiş ve ölçeğin son şekli ortaya çıkmıştır. Daha önce uygulanan modeller (Farrell ve diğ., 1998; Grammatikopoulos ve diğ., 2006; Johnston ve diğ., 1999; Khoo ve Engelhorn, 2007, 2011; Surujlal, 2010) incelendiğinde model-veri uyumu sağlanamadığı için açıklayıcı faktör analiziyle yeni bir model oluşturma ihtiyacı doğmuştur. Direct Oblimin Döndürme Metodu ile uygulanan açıklayıcı faktör analizi sonuçları 25 maddeli ve beş faktörlü bir yapı ortaya çıkarmıştır. Tabachnick ve Fidell'in (2012) faktör yüklerindeki kritik sınırın .32 olarak varsayıldığına dair tavsiyeleri dikkate alındığında bu sınırın altında kalan üç madde ("Gündelik aktivitelerimi çeşitlendirmek istedim", "Eğitsel deneyim elde edebilirim", "Katılımcılarla tanışma ve etkinliklere katılma şansı bulmak istedim") çalışmadan çıkarılmıştır. Kültürel farklılıklar bu maddelerin yeteri kadar yüklenememesinin sebebi olabilir. Bu yeni modelin faktörleri sırasıyla; amaçsal (6 madde), dayanışma (4 madde), bağlılıklar (6 madde), gelenekler (3 madde) ve 6 maddeli yeni bir faktör. Bu yeni faktördeki maddeler bireysel sebepler içerdiği için

literatürde de bir gönüllü motivasyonu olarak geçen “kişisel ilgi” (Allen ve Shaw, 2009; Knoke ve Prensky, 1984) olarak adlandırılmıştır. Bu modelin güvenilirlik değerleri incelendiğinde gelenekler (Cronbach’s $\alpha = .46$) alt boyutunun yeterli değere ulaşmadığı ve görülmektedir. Bu sebeple çalışmadan çıkarılmıştır. Böylece SEGMÖ’nin Türkçe versiyonu dört alt boyutuyla ve yirmi iki maddesiyle hazır hale getirilmiştir (Bkz: Tablo 3.2). Açımlayıcı faktör analizini takiben doğrulayıcı faktör analizi model-veri uyumunu test etmek için uygulanmıştır. Bu analizde 36. Vodafone İstanbul Maratonu gönüllülerinden toplanan veri kullanılmıştır. Analiz sonucunda kabul edilebilir değerler bulunmuş ve böylece SEGMÖ’nin Türk örnekleme için geçerlik ve güvenilirliği sağlanmıştır.

ATHÖ’nin adaptasyon sürecinde Akman’ın (2008) oluşturduğu Türkçe form kullanılmıştır. Yapılan doğrulayıcı faktör analizi sonucunda düşük yüklenen iki maddenin (“Bu gruptakilerde birbirleriyle fazla yakınlaşmamaları gerektiği duygusu hakimdir” ve “Grubun amaçlarını gerçekleştirmek grup üyeleri için zordur”) çıkarılmasıyla ATHÖ’nin Türkçe formu yirmi sekiz madde ve üç alt boyutuyla kabul edilebilir değerler sergilemiştir. İç tutarlılık güvenilirliği değerlerinin de kabul edilebilir seviyelerde çıkması sonucu ATHÖ’nin de Türkçe formu geçerli ve güvenilir hale gelmiştir.

Veri toplama sürecinde ölçeklerin sahiplerinden izin alınmasından sonra ODTÜ Uygulamalı Etik Araştırma Merkezinden çalışmanın yapılabilmesi için gerekli etik izin alınmıştır. Sonrasında etkinliklerin yöneticilerinden anketleri uygulayabilmek için gerekli izinler alınmış ve veri toplanmıştır. Veri analizi sürecinde ise frekans analizi, betimleyici analizler, ve kanonik korelasyon analizinden faydalanılmıştır.

BULGULAR

Tablo 4.1’de de görülebildiği gibi erkek katılımcılar örneklemin %63.36’lık kısmını temsil etmektedir. Katılımcıların yaş ortalamaları 23.57 ve çoğu ($N = 436$) bekarlıdır. Anketi cevaplayanların önemli bir kısmı üniversite öğrencisi veya mezunu iken ($N = 383$), ortaöğretim mezunu ($N = 2$) çok az görülmektedir. Her ne kadar katılımcıların bir kısmı çalışan ($N = 172$) olsa da ağırlık öğrencilerdedir ($N = 305$).

Ölçeklerin betimsel analizleri incelendiğinde, kadın gönüllülerin erkeklere göre amaçsal ($M = 4.21$, $SD = .81$) ve dayanışma ($M = 4.01$, $SD = .82$) motivasyonlarına daha çok önem verdikleri görülmektedir. Buna karşılık erkek katılımcılar kişisel ilgi ($M = 3.67$, $SD = .82$) ve bağlılıklarla ($M = 2.70$, $SD = .96$) ilgili motivasyonlara daha fazla ilgi göstermiştir. Bütün katılımcılar ele alındığında amaçsal ($M = 4.16$, $SD = .83$) faktörü en yüksek puana sahipken bağlılıklar ($M = 2.68$, $SD = .94$) en düşük puandadır. Ayrıca gönüllü olma sürecinde hangi maddelerin önemli ve önemsiz olduğuna dair analizlerde en önemli neden 4.25 ortalama ile “Yararlı bir şeyler yapmak istedim” olurken, en önemsiz sebebin ise 2.03 ortalama ile “Bir aile geleneği olan gönüllülüğü devam ettirmek istedim” olduğu ortaya çıkmıştır. Topluluk hissiyle alakalı betimsel analizlerde kadın gönüllülerin erkeklere göre bütün alt boyutlarda daha yüksek ortalamalara sahip olduğu görülmektedir. Bütün örneklem temel alındığında ise uyumsuzluk ($M = 3.81$, $SD = .83$) en yüksek ortalamaya sahip iken, görev ($M = 3.65$, $SD = .92$) en düşük ortalamaya sahiptir. Uyumsuzluk faktöründeki maddelerin olumsuz ifadeler içerdiği ve maddeler hesaplanırken ters kodlandıkları unutulmamalıdır.

Kanonik korelasyonu uygulayabilmek için öncelikle bazı varsayımların sağlanması gerekmektedir. Çok değişkenli normal dağılımı kontrol etmek için; histogramlar, Q-Q diyagramları, çarpıklık (skewness) ve sivruluk (kurtosis) değerleri kontrol edilmiştir. Lineerlik (linearity) ve eş varyanslık (homoscedasticity) varsayımı için;

serpme diyagramlarına (scatter plots) bakılmıştır. Çoklu bağlantı (multicollinearity) varsayımında ise kanonik korelasyon değişkenleri arasındaki ilişkiler .90'dan (Field, 2005) daha büyük olmamalıdır. Bu sebeple değişkenler arasındaki korelasyonlar hesaplanmıştır. Böylece bütün varsayımlar sağlanmıştır. Analiz sonucunda kanonik korelasyon katsayısı (r_c) .67 olarak bulunmuştur. Bu katsayı SEGMÖ ve ATHÖ arasında orta seviyede, anlamlı ($\chi^2(12) = 314.94, p = .00$) ve pozitif (Rumsey, 2009) bir ilişki olduğuna işaret etmektedir. Uyumsuzluk (-.11) dışında bütün alt boyutlar pozitif ve anlamlı ilişki göstermiştir. Değişken setlerinin kendi aralarındaki ilişkiler değerlendirildiğinde; SEGMÖ değişkenleri için ilk kanonik değişken değeri .64, ATHÖ için ise ikinci kanonik değişken değeri .60 olarak saptanmıştır. Bu durum ilk kanonik değişkenin gönüllü motivasyon değişkenlerinin varyansının %64'ünü açıklarken, ikinci kanonik değişkenin topluluk hissi değişkenlerinin varyansının %60'ını açıkladığına işaret eder. Ek olarak; gönüllü motivasyonu varyansının %27'si topluluk hissi değişkenleri tarafından açıklanırken, topluluk hissi değişkenlerinin toplam varyansının %29'u gönüllü motivasyonu değişkenleri tarafından açıklanmaktadır.

TARTIŞMA

Türk gönüllüleri Avustralya'lı (National Centre for Culture and Recreation Statistics, 2005) ve İngiliz (Downward ve diğ., 2005) spor gönüllüleri ile karşılaştırıldığında, onlarda da erkeklerin çoğunluğu göze çarpmakta, fakat çoğunun çalışan olduğu görülmektedir. Bu durum gönüllülüğün Türkiye'de öğrencilerde daha yoğun olduğu görülürken, bahsedilen ülkelerde çalışanlarda daha fazla görüldüğünün göstergesidir. Daha önce yapılan çalışmalara benzer olarak gönüllü motivasyonunda özgecil (altruistic) ve egoist (egoistic) sebepler (Cnaan ve Goldberg-Glen, 1991; Frisch ve Gerrard, 1981; Gillespie ve King, 1985; Smith, 1981) gönüllü olmada öncelik sahibidir. Downward ve diğ.'nin (2005) çalışmasına göre özellikle kadın gönüllüler kişisel gelişim, deneyim kazanma veya özgeçmişini geliştirme gibi egoist sebeplerle gönüllü olabilmektedir. Fakat bu çalışmada kadın katılımcılar grup amaçlarını

gerçekleştirmek için daha yüksek motivasyona sahip gözükmüş ve bağlı oldukları grupla ilgili olan dayanışma motivasyonu sergilemişlerdir. “Bir aile geleneği olan gönüllülüğü devam ettirmek istedim, Çevremde çoğu insan gönüllüdür, Arkadaşlarım/ailem de gönüllüydüler” gibi maddeler en düşük ortalamaya sahip maddeler olarak ortaya çıkmıştır. Bu maddelerde de açıkça görüldüğü gibi organize gönüllülük Türk örneğinde bir gelenek halini almamıştır. Bu sebeple, spor etkinliklerinde gönüllü olmak Türk toplumunda bir kültürel değer olamamıştır. Gönüllü motivasyonu ve topluluk hissi arasında pozitif ve anlamlı bir ilişkinin çıkması, grup üyelerinde topluluk hissini gönüllü motivasyonu üzerinde önemi olduğunun göstergesidir. Bu sebeple bu iki değişken birbirinin yordayıcısı olabilir.

Çalışmanın bulgularına dayanarak aşağıdakiler spor etkinliği yöneticilerine önerilmektedir;

- Gönüllülük üniversitelerin dışına da yayılmalı ve daha geniş yaş grupları ve kadınları da kapsayacak şekilde bütün topluma benimsetilmelidir.
- Ücretsiz tişört, hatıra eşyası gibi materyaller gönüllüleri motive etmede kullanılabilir.
- Etkinlik yöneticileri gönüllülere sosyalleşme fırsatları sunmalı ve onları takımın bir parçasıymış gibi hissettirmelidir.
- Etkinlikten önce oryantasyon organize etmek, etkinlik sürecinde gönüllüler arasındaki topluluk hissini geliştirmek açısından önemlidir.

Bu çalışma göz önünde bulundurularak, aşağıdakiler gelecekte yapılacak olan çalışmalar için önerilmiştir;

- Bazı değişikliklerin ardından iki ölçek de geçerli ve güvenilir hale getirilmiştir. Böylece, iki ölçek de Türk örneklemi üzerinde yapılan çalışmalarda kullanılabilir hale gelmiştir.
- Kadın gönüllülerin sayısının azlığının ardında yatan sebepler araştırılmalıdır.

- Öğrencilere göre diğer iş kollarından katılımın daha az olmasının sebepleri incelenmelidir.
- Detaylı bilgiye ulaşabilmek için gönüllüler veya sporcularda topluluk hissi algısı nitel araştırmalarla incelenmelidir.
- Gönüllü motivasyonu bir başka sosyolojik veya psikolojik değişkene dayanarak incelenmelidir.
- Etkinlik alanında sosyal ortam yaratma çalışmaları yapılmalı ve bu ortamın gönüllü motivasyonu ile devamlılığı üzerine etkisi analiz edilmelidir.
- Farklı gönüllü örneklerinde veya türlerinde motivasyon ve topluluk hissi üzerine çalışılmalıdır.

Appendix F: Tez Fotokopisi İzin Formu

ENSTİTÜ

Fen Bilimleri Enstitüsü

Sosyal Bilimler Enstitüsü

Uygulamalı Matematik Enstitüsü

Enformatik Enstitüsü

Deniz Bilimleri Enstitüsü

YAZARIN

Soyadı : Yıldız

Adı : Alper

Bölümü : Beden Eğitimi ve Spor

TEZİN ADI (İngilizce) : VOLUNTEERS' MOTIVATION AND SENSE OF COMMUNITY IN A SPORTS EVENT

TEZİN TÜRÜ: Yüksek Lisans

Doktora

1. Tezimin tamamından kaynak gösterilmek şartıyla fotokopi alınabilir.

2. Tezimin içindekiler sayfası, özet, indeks sayfalarından ve/veya bir bölümünden kaynak gösterilmek şartıyla fotokopi alınabilir.

3. Tezimden bir bir (1) yıl süreyle fotokopi alınamaz.

TEZİN KÜTÜPHANEYE TESLİM TARİHİ: