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# Volunteerism in civil society: The world experience and the media

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**Abstract** Volunteering is an important institution for social, cultural, economic, and ecological development, and an effective means for the socialization of the youth and the intellect in the country. The labor proposes a job, that is, defining the essence of the modern phenomenon—volunteering as a value-semantic complex based on the idea of charity, voluntary service in society, and the manifestation of the socially significant free activities of an individual, the group, or organization. This paper discusses the main characteristic features of the evaluative development of volunteering in various historical periods worldwide. Encouraged by these, Macedonian institutions have developed programs for volunteer development with ten-year prospects, considering the regional component and the specificity of the future professional activity of persons who will work in programs abroad. The methodological bases of the research are systematic, institutional, and common approaches and activities.

**Keywords:** volunteering; civil society; business law; volunteer; phenomenon.

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## 1. Introduction

The relevance of the labor is strengthening thinking, that is, the thought on the nature of what makes us hesitate for contradictory social phenomena, processes, movements in the modern era and the need for more effective social governance with the way of communication of different communities, and social groups who are actively involved in them. One social phenomenon that is currently very dynamically developed and widespread across different countries is volunteerism. However, this is unfortunately not the case in Macedonia, where the level of volunteering is quite low. The state policy of Macedonia in support of the citizens is spelled out in its Constitution thus: “Macedonia is a welfare state with politics aimed at providing a decent life for the person.” The State youth policy emphasizes the interaction with civil society organizations as a service and duty for each Macedonian citizen. In Macedonian society, the volunteer movement receives regulatory-normative support (Sl. Vesnik on R. Macedonia, 2007/08) in that attention is given to the volunteers’ protection. These laws are also in harmony with labor, tax, and civil laws. The organizer of the volunteer

work—a domestic natural person to conclude an agreement for volunteering in writing if volunteering lasts longer than 40 hours per month (*Sl. Vesnik on R. Macedonia, 2007/08*)—has obligations to the volunteers.

The characteristic feature of volunteerism is reflected in its institutional, common, and active characteristics, and whether it is directly or indirectly, internationally, or nationally. According to the international charity “Charities Aid Foundation,” one billion people over the age of 18 from 145 countries worked in 2014 as volunteers in the non-profit sector (21%), and 2.2 billion people helped foreigners (48.9%). These are geared toward a positive direction, aimed at socially relevant results in different types of societies, the boundaries of which are constantly expanding. The reality of the need of every society for help from volunteers, because of the emerging problems—such as economic, social, environmental, cultural, and political—is becoming increasingly relevant.

Volunteering exists in various spheres. This paper highlights the logical contrast between the actively developing social phenomenon of volunteering in the world as a reaction to current global trends and the essential features and imperfections of volunteerism in Macedonia that determine the real conditions for its implementation and effectiveness. In this decade, volunteering is fragmentarily studied in the fields of history, law, economics, sociology, pedagogy, management, and psychology.

Volunteering was not an integral part of theoretical research until the late 20th century. It attracted the attention of researchers only from the second half of the 20th century because of problems, such as in labor, division of labor, solidarity, group interactions, and professionalism which emerged in the 19th to early 20th century. *Comte (1996)*, *Durkheim (1960)*, *Marx and Engels (1984)*, *Spencer (1876)*, *Tönnies (2001)*, and *Weber (1968)* are considered to be the bearers of the basic foundations of volunteering, with methodological guidelines that set the priority vectors of studying this phenomenon as an activity and a community.

The ideas of *Coser (1957)*, *Dahrendorf (1958)*, *Merton (1938)*, *Parsons (1938)* and *Homans (1958)* allow the analysis of various socio-social phenomena—including volunteering—giving priority to a consideration of their systemic and institutional manifestations. The theory of *Ambarova and Zborovsky (2017)*, *Bourdieu (1986)*, *Fukuyama (1995)*, *Giddens (1986)*, and *Touraine (1985)*, presents an explanation of relationships, trust, agreement, and volunteering members. The world community has big projects between states to learn about the characteristics of volunteers in countries, as well as a number of national volunteer studies with an emphasis on activity and economic research on the quality of

volunteer activity. The authors [Anheier and Salamon \(2001\)](#), [Fiona et al. \(2000\)](#), [Salamon et al. \(2011\)](#), [Tilly and Tilly \(1998\)](#), and [Ziemek \(2003\)](#) wrote about volunteering as an element of civil society, people's participation in social developments, and the functions of labor and its value.

Scientific academic thought until today includes experiential-practical labors for volunteering at the moment situation/condition, with the following contents:

- a. The object is the element - the volunteer;
- b. The subject of the work is volunteering in the present world; and
- c. The purpose of labor - the relationship between volunteering and civil society.

The theoretical and methodological bases of the research are systematic, institutional, common approaches, and activities. The systematic access, permissions disclosure of the preserved whole of the subject of research as an international phenomenon, and identification of the Macedonian momentum of the volunteering, with the qualities and values as a mechanism of action on grounds of the theory ([Parsons, 1938](#)). Institutional access ([Douglass, 1990](#)) provides an explanation of the development of volunteering, emphasizing the institutional mechanisms of social management, particularly the rules, norms, and structures which are constantly reproduced. Access - activity, perceives the research logic of professionalism in voluntarism based on various system levels. The approach of the community focuses research on the analysis of the structure, resources, and features of the community of volunteers in Macedonia, the United States, and the European Union. An integration of the above approaches was made based on the concept of [Weber \(1968\)](#) and its typology of social actions.

Methodology - reveal facts and draw final court for the volunteering and the types for the study of aspects of this a constant phenomenon i.e., concept ology. Volunteering is embedded in the world space, as well as in the state and public regulation of the Macedonian state ([EACEA Youth Wiki, 2019](#)). The connection between scientific knowledge and the practice of volunteering provides management mechanisms in the development of Macedonian volunteering in the context of external control over the activities of volunteers and their self-government. The methodological approach to the study of volunteering as a social system, which includes various subgroups of volunteers and their activities, allows us to systematize the functions of the analyzed phenomenon and the mutual relations (i.e., internal, and external), and their unification.

On one hand, volunteerism requires inner unity and coherence among the volunteers. On the other hand, it affects the unity and joining entirety of the citizenry of individual territorial communities and the integration between different social communities in the structure of society. As a public system of interacting structures, volunteering implements a mobilization function, acting as a mechanism for the effective use and distribution of social, economic, political, and cultural resources between all sectors, at all levels, to obtain the social effect, impact, and practical positive final indicators in connection with one's typical volunteer activities.

In institutional terms, along with the consolidation, the socially-oriented functions of volunteering should include the function of social stabilization because volunteering helps to reduce social entropy in society in its stratification and national structures (UNSD/UN Department of Economic and Social Affairs, 2018). Equally important is the stimulating function. Its peculiarity lies in the fact that volunteering contributes to maintaining a certain level of the action in state-society and the public expression of action in the political-economic and sociocultural fields. It involves influencing the intelligence, groups, and strata. The range and nature of this impact are very wide: from politics to education, from influencing the career development of successful people to stimulating the activity of deprived social groups.

The presented constituent parts of the methodology for the analysis of volunteering perceive it as the estimate of/from society for the volunteers who realize the "Field of opportunities" and show their own activity. All that is substantiated by analysis of the tendency of the movement of volunteers as full of the enthusiasm of organization of social entities, realized from their activity under certain conditions of the spatio-temporal continuum.

Content analysis as a research method was chosen to describe the main trends in the dissemination of information on volunteering in the media. Purpose updated content analysis was made on publications in the period 2017—2019 on the Macedonian TV channels, searching for the words "volunteer," "volunteering," "volunteer organizations," and "volunteer movement."

As a novelty and seen from the angle of practical value and the significance of volunteerism in Macedonia according to various world separate areas-regions, and particular from the methodological validity is the clarification of the regional policy in relation to the third area, education process and the social institutions in the sphere of social protection.

## **2. Methods**

For better understanding of volunteering, we performed browse internet articles and literature, where we used concept analysis and features. For to obtain a more successful systematic examination of relevant publications, we relied on the EBSCO Host Library Database (<http://www.ebscohost.com/>) because of 64,000 magazines and additionally Google Scholar (<https://scholar.google.de>) as the world's largest academic web browser. The complete overview has been achieved in the period from June 2019 to February 2021.

A number of general scientific and sociological methods are used: comparative analysis and synthesis (to conceptualize the concepts of “volunteering”), typology (to classify the main aspects of volunteering, as well as to identify of characteristics by which the state regulates the work of volunteer organizations), comparative-historical (to explain the factors of formation and development of volunteering), comparison (defining common and characteristic features in the work of volunteer organizations in Macedonia and other countries), analysis of media content (because the media cover volunteer events, analysis of press releases).

An important methodological basis is the works of the domestic and foreign scientists who analyze volunteering. Another methodological approach is the community approach, which is in relation to volunteering, and consists in studying the features and structure of the community of volunteers, through an assessment of its complex multi-level model in analyzing the resources that the community itself and its members have, in studying the daily practices of the social community of volunteers and their life image.

In our paper, the principle of consistency was decisive. The systematic approach in its methodological meaning is realized in understanding of internally connected components an integrated volunteering system, considering external changes. It was used system interpretation of the studied phenomenon, in the analysis of opportunities for its development. The sum of the methods used (both quantitative and qualitative) and methods of empirical research conducted by the authors have signs of system city.

## **3. Results and discussion**

The scientific novelty of the results obtained in the paper is the determination of the phenomenon of volunteering through the various theories of foreign scientists, a practical review of the activities of volunteer organizations in the world, as well as the use of media content analysis to reveal the level of coverage of the volunteer movement on national TV channels and the social networks.

Hypothesis of the article are volunteering has not yet found a regular and systematic application for solving social protection problems; thus, requires a search for new forms of interaction of protection bodies with public organizations and individual socially active citizens. The analysis of informative TV channels showed the best results. Many materials have been found for volunteering—the information should be updated every year—but it should be noted that there is a difference in the number of materials for volunteers in 2017 and the present—now, they are much less. No negative articles were found.

The information was presented in a positive tone, the activities of volunteer organizations were presented as the pride of the country, and everyone is encouraged to volunteer. However, there was a lack of news channels covering volunteering because it was used as a manipulative technique during speeches by representatives of the political elite in the country, to increase their rating. The social network, Facebook, the most popular social network in Macedonia, identifies several of the largest volunteer communities in the country. Citizens are much more involved in discussing the topic of volunteering on Facebook, while on the websites of TV channels, the comments section was either absent or empty. It can be concluded that the image of the volunteer as a worthy representative of the Macedonian society is best broadcast through the social network, Facebook.

### **3.1. Conceptualizing volunteering as a concept**

At present, statements on the development of volunteering in settlements, cities, in the country, and in the world are often heard on the media, as well as the benefits that this social movement brings to human society. The fact is that at any moment, there are people who need help, but there are also people willing to give help. Social activities to support the population cannot be and never have been purely stated duty. The society that has as its subject social assistance and the protection of each of its members is constantly on the rise. The history of pre-professional development of social activity contains customs of voluntary mutual assistance inherent in the mentality. These traditions are the basis for the future of volunteering today.

Realizing volunteer activities, one person tries to influence the transformation of modern society, to do it better, on a free basis. Young people are traditionally the most socially active demographic group that can be the basis of volunteer movements on a large scale (Basov, 2015). Volunteer—Latin - *evocatus, evocati, voluntarius*, voluntary (will)—is a movement that symbolizes solidarity between peoples and nations, contributing to meet basic human needs for the building of a more just and peaceful society (Krysin, 2010). Volunteering” is a

word in French, *volonte*, meaning the will or desire of a person. In French, the word came into use in 1606 and mainly meant people who voluntarily became soldiers and served in special military units. The term significantly expanded its meaning over the last century, since originally only people who entered military service at will were considered volunteers (Vasukova, 1999).

The term “volunteering” is not very common in English-speaking countries. Dictionaries, as a rule, reveal the meanings of the terms “volunteer,” “volunteer work,” “volunteer activity” and “volunteer organizations.” Most often, volunteer work is understood as an altruistic activity or work performed by humans who do not expect any reward. Volunteer organizations are called organizations that are created by interested persons and work on their behalf. In dictionary entries, a “volunteer” is primarily defined as a person who volunteers and, without coercion, performs a certain job without expecting any reward for that, or as a person who voluntarily joins the ranks of the armed forces (Dictionary of contemporary English. B. d. Longman, 2001).

It’s interesting to note that the definition of a volunteer as a person who agrees to do something unpleasant or dangerous (Oxford, 2020) is in the first place in the explanatory dictionary of the modern English language, or services of their own volition (Standard dictionary of the English language, 1963). This is a person who participates in activities or provides services to other people of their own will or outside of duty, and without expecting any compensation for their activities (Webster's, 1981). Volunteering is synonymous with the term “activity.” A volunteer (from the Latin *Voluntaries* - voluntary) is an individual who voluntarily and selflessly engages in socially beneficial activities.

In accordance with the Universal Declaration of Human Rights (1948) and the OHCHR (1993), based on the principle that “everyone has the right to freedom of association,” on 14 September 1990 in Paris at the 11th Congress of The International Association of Volunteers (European Commission/Venice Commission, 2014) a declaration was adopted, in which volunteers declared their commitment to the creative and peaceful nature of their activities: 1) in the name of respect for human dignity, recognition of the personal right not to organize one’s own destiny and to exercise one’s civil rights; 2) in solving social and environmental problems; 3) in order to create a more humane and just society, at the same time promoting the development of international cooperation (IAVE, 2001).

Volunteering is an activity for citizens around the world. According to the IAVE (2001), volunteering is characterized as the foundation of civil society that revives the aspirations of humanity to achieve peace, freedom, security, and justice for all peoples. “Volunteering, as



an activity of the individual or the group, means: 1) the expression of human qualities, such as giving care and assistance in the social community; 2) citizens use their rights and responsibilities as members of society simultaneously with the process of learning new things, improving their lives, discovering their full human potential; 3) connections can be established that, regardless of differences, contribute to living in healthy, sustainable communities, working together to create innovative solutions to common problems and building a common destiny.” (IAVE, 2001).

Not coincidentally, the United Nations declared 2001 as World Volunteer Year. There are several types of volunteering activities: “1) professional volunteering is an activity aimed at gaining work experience in a chosen specialty; 2) public volunteering—everyone is familiar with the mass useful work: cleaning the territory, planting trees, etc.; 3) virtual volunteering—free work performed on the Internet at home; 4) family volunteering—several family members (adults, children) are involved at once.” College-Studentship is a period of study at a university, where the student goes through all stages of socialization through the development of a culture of human communication.

Subject on volunteer activity of the volunteer is a duel which opening good activity - free of charge distraction for work, free of charge for services (volunteer activity). A volunteer, as a physical person who has given some services and knows how to deal with other persons, organs, organizations, and other institutions on a voluntary basis, and without a financial or other personal interest (Sl. Vesnik on R. Macedonia, 2007/08). Subject to volunteering are different activities that can be done in the house, nature, and community. Volunteering and citizenship for the Englishman be the main characteristics of volunteerism.

At the etymological level, the meanings of the analyzed concepts “volunteering” and “voluntarily advocate” and “volunteering” are synonymous. Essentially, they involve the appointment of a voluntary community—i.e., volunteers who carry out a specific type of activity aimed at achieving specific goals and objectives. Thus, the terms “Volunteering” – “Willingly” have the following features: 1) the concept of activity in which individuals engage of their own free desire—i.e., at will, at own choice; 2) individuals who realize this activity (work) have no intention of a material reward; 3) activity as an institutional consolidation.

At the international level, the key meaning of the concept is reflected in the “The Universal Declaration on Volunteering” (IAVE, 2001), adopted in 1990 at the XI World Conference of the International Association of Volunteer Efforts in Paris. The main provisions of this document, defining the meaning of volunteering, contain three key

characteristics that should be noted: 1) at the level of the subject (individual-personal level), significant and conscious choice of activity is emphasized; 2) at the community level (social level), positive orientation toward solidarity and unification with other people for joint activities in order to improve the quality of life; 3) at the level of society (social level), the importance of balanced economic and social development.

The new version of the Declaration, because of an organized discussion on a global scale in order to clarify and popularize it, was approved by the [IAVE \(2001\)](#) Board of Directors in 2001, in Amsterdam. This document defines “volunteering as the foundation of civil society.” It outlines more clearly the essence of volunteering as an individual or group action, and defines the meaning of volunteering for society, which consists of promoting and maintaining universal human values, strengthening social connections in communities and beyond. It is exactly this feature that allows for the evaluation—of behavior—of volunteers worldwide in a relatively holistic way because of the unity of their goals and tasks. The Declaration defines national strategies for the development of volunteering and was adopted in more than 80 countries worldwide. It is obvious that the principles proclaimed in this document are universal, correlated with the ideology of civil society, and reflected in the current state of specific countries.

The resolution of the UN General Assembly defines volunteering as “traditional forms of mutual aid and self-help, official provision of services and other forms of civic participation in economic and social development that benefit society as a whole, communities, and volunteers themselves...” In this document it is observed that volunteering is an essential component of each strategy targeted toward poverty reduction, sustainable development, health promotion, disaster prevention, governance, and social inclusion—overcoming social exclusion and discrimination.

International normative legal theory determines that the potential for volunteering is concentrated in civic initiatives, in membership activities of social communities, and in the community and their individual members, who, thanks to volunteering, receive additional resources for positive development. The report of an international organization, “UN Volunteers,” noted: “The terms that define volunteering in different languages and cultures differ from each other, but the values that follow—the desire to contribute to the common good, free will, the spirit of solidarity, lack of expectation of material reward—are common and universal. Volunteers are motivated by values, such as justice, equality, and freedom” ([United Nations Volunteers \(UNV\), 2011](#)). In the mission of the international organization, “UN Volunteers,” in addition to the essential features of volunteering, which we have already

identified above, a responsible attitude toward the activities is added (From the UN Volunteer Organizations).

According to the author, the classification of the types of volunteering is based on the activity or affiliation of a volunteer in the group or the organization (Table 1).

Table 1. Classification of types of volunteering

Type of volunteering	Description
<b>Focus of the type of activity</b>	
Social volunteering	Helping children, old persons, veterans, the disabled, large families affected by natural disasters or social disasters, etc.
Environmental volunteering	Carrying out cleaning actions, landscaping and landscaping of territories; assistance to animals, reserves, zoos, etc.
Cultural volunteering	Assistance to museums, theaters, libraries and other cultural institutions; work with tourists; participation in the restoration of monuments, etc.
Event volunteering	Participation in various kinds of events: cultural, sports, educational, military-patriotic, official, etc.
<b>Affiliation volunteer to a group or organization</b>	
Religious volunteering	Voluntary activities of representatives of religious associations (holding actions with the involvement of parishioners of the church, etc.)
Corporate volunteering	Voluntary activities of managers and employees of public and private companies
Family volunteering	Voluntary activities for family members (spending a day off with children from an orphanage, participating in a volunteer cleanup, etc.)
Volunteering for retirees	Voluntary activities of people of retirement age (professional assistance, help to those in need at home, caring for the sick, work in a hospice, etc.)
Inclusive volunteering	Voluntary activities of people with disabilities (remote assistance of a volunteer organization via the Internet, etc.)

Source: Original domain

### 3.2. The motivational component of volunteering

Volunteer organizations exist, thanks to human resources, namely the volunteers who are willing to do the necessary work voluntarily. Not all of us as individuals or groups are always ready for this step. Therefore, non-profit/non-governmental organizations must be prepared for the lack of volunteers and the impossibility of assistance from full-time individuals.

Withdrawal of staff in non-profit/non-governmental organizations is a cause for the failure to solve current problems. The solution to this type of problem is choosing the right approach to volunteer motivation. This is difficult because it is nearly impossible to talk about each individual volunteer's interests and needs. Motivation in non-profit/non-governmental organizations is a reality that follows the same principles as well as of the commercial organizations.

Serious disagreement exists about the organization—i.e., commercial, and non-commercial—where the economic indicator is the most important, and it becomes clear that the motivational differences also arise from the material reward. Motivation in the non-profit sector is also often associated with the great emotional environment that prepares the person for the voluntary help they benefit from. It is a must that an organization is led by a leader, a good manager, or—I emphasize—a super motivator. Regardless of the complexity of the task assigned, the employees must first be motivated. Also, the work must be built so that the employees are able reach their goals while doing the job consciously and responsibly. If the goal is a monetary reward, then the leader has the right to manage employees more freely, but if it is about voluntary activity, the leader should be not only a strategist but also a good motivator.

Providing the definitions offered by the authors also explains why there is no clearly defined option. There is no doubt that we all follow the same principles of motivation, but it is enigmatic to find the cause of differences in one's own opinions. First, this may be due to a high level of subjectivity, as motivation strongly depends on the individual and one's intentions. Now, all other environmental factors that can be affected will be ignored. This approach was demonstrated by the French philosopher René Descartes in the 17th century. He singled out the human body as an inactive part, and the human will as an active part of the motivation. He described them as two indicators that respond to different types of stimuli.

Therefore, motivation always strongly depends on the will of the individual, which varies significantly from person to person. It is very likely that the definitions of different authors and the results of their research differ greatly because of the subjects of their research—different persons' will be the same. Adding the subjective opinion of different authors, and the different times when the definitions were written, the differences in the environment, and the fact that motivation is something that cannot be physically measured, there are so many different views on this phenomenon.

Motivation is a term that comes from the Latin *Movere*, which means “to move.” Some authors quote different roots of the word and translate it as “stimulating.” However, they all

lead to a certain verb (Barnet, 2014). Barnett offers a broader explanation of the defined notion of motivation as “forces acting on or within a person that cause excitement, direction, and persistence of purposeful voluntary efforts.” He believes that the theory of motivation refers to the processes that explain why and how human behavior is activated.

Over the last decade, scientific thought and thinking have been focused on individual theories in different subject fields, to have an implementation with certain research access. According to opinions, volunteering as a phenomenon, and its specificity as an object of research to adapt through the prism of various approaches, is both subject (disciplinary) and methodological (interdisciplinary) (Tobi & Kampen, 2018). The regulatory aspects of volunteering and the legal approach to it require due attention. Its subject is the norms that form the legal basis for charitable and voluntary activities, as well as the practice of their application. The legal approach is based on the status of phases of volunteer activity, via interaction with the laws within certain territorial limits. International experts (The International center for Not-for-Profit Law, 2002) agree that volunteers should have a right to be reimbursed for all reasonable expenses incurred in the course of volunteering. In Macedonia, the expense expenditure to the volunteers is taxable (released as compensation for employees).

In fortification on the legal point of view on who is the goal of the labor, legislation per relation of volunteering in the states is different, the succession of international norms and the features of international and national law are studied. Particular attention is given to the study of law enforcement practices in different countries. It should be noted that the legislation in the field of volunteering includes legislation on two levels: international documents (treaties, resolutions, and agreements) and national legislation (United Nations Volunteers (UNV), 2009). At the international level, everything around volunteering is brought to law by documents of the international organizations and ratified by only a few states. One of the problems that are studied through the use of a legal approach is the regulation of volunteering at the national level, since there is presently no uniform law enforcement practice for all countries.

As a result, various volunteer initiatives worldwide have different goals, based on the adoption of their own laws. At the same time, there may be no national laws directly regulating volunteering. However, this does not affect its popularity and prevalence in the country (UNV, 2009). The differences in legislations on volunteerism is lie in the goals and tasks of volunteer work and the level of regulation of relations between the volunteer and the organization (United Nations Volunteers (UNV), 2018). The accesses result in disclosure of

collectivism in volunteering. The connection of/in research is within of age of volunteers, because the country, and hence society puts its focus on voluntarism in young people and adolescents.

Many of the volunteer activities (ILO, 2007) relate to solving the problems of the youth, enabling the reliability for different categories of individuals, and covering leisure activities, employment, etc. One of the key aspects of volunteering is the motivation of people for volunteering, which can be understood through psychology, stimulated, and developed in the process of implementing pedagogical activities. Draft laws are obligatory in the triangle of mutual and cooperation: – the government (CSOs), experts, and of course, other interested parties. The work complicity on the sides of the parties is a reality and relevant that the initiative will behave significantly to the content needs of the volunteer community. The presented constituent parts of the methodology for analysis of volunteering they perceived it the estimate of/from society for the volunteers who realize the “Field of opportunities” and show their own activity.

### **3.3. World experience in volunteering**

According to General Assembly (General Assembly UN, 2011), volunteerism preserves and strengthens universal values, rights and responsibilities of the citizens, and personal growth through awareness of human potential. The Universal Declaration on volunteering (IAVE, 2001) states that ““Volunteering is the foundation of civil society, bringing to people’s lives the need for peace, freedom, security, and justice.” The importance of volunteering in the global dimension is confirmed by its recognition by the United Nations as a community service on a voluntary basis, which should be an important component of any problem-solving strategy. Relevant provisions of the UN Resolution and recommendation (The International center for Not-for-Profit Law, 2002) to support the volunteer movement suggest that governments of all countries include volunteering in their national development plans as a component of achieving the goals of sustainable development (Universal Declaration of Human Rights, 1948).

Volunteerism is essentially a social challenge, without the state being able to handle it. In world practice (Rostker, 2006), the first volunteers were civilians helping the military during military events. During The First World War, thousands of volunteer nurses (Purdue e-Pubs) cared for wounded soldiers, and because the number of victims was increasing every day, volunteer support was extremely important and necessary.

With the end of World War II, volunteering was no longer a military term, but became a tool for social assistance. The states (Volunteer dip) with the highest levels of volunteerism are the United States (41.9%), United Kingdom (28.65%), and the Netherlands (37.15%). In October 1939, the Joint Military Organization established a special unit responsible for transporting the wounded, providing volunteers and hundreds of ambulances to evacuate people from dangerous buildings and provide first aid. A second important was the British Red Cross's Department of Prisoners of War, which improved the lives of prisoners and provided psychological assistance ([The Red Cross in the Second World War](#)).

In 1882, Clara Burton (Angel of the Battlefield: Humanitarian Clara Barton) founded the American Red Cross, which played an important role during World War I. They sent the Ship of Mercy to Europe with 170 nurses and surgeons to provide first aid to soldiers. When the war intensified and human resources were lacking, the leadership of the organization convened all those who wanted to join the ranks of volunteers. Thus, (World War I and the American Red Cross) 20 million adults and 11 million young people joined the American Red Cross to augment the more than 8 million existing adult volunteers. Like the British Red Cross, the American Red Cross provided services in different categories (ARC, International Humanitarian Law, 1949, The Geneva Conventions of 1949 and their Additional), the four most important being, such as:

- a. Assistance to the US military;
- b. Assistance to foreign armies;
- c. Assistance to the US and foreign prisoners of war ([ICRC, 1949](#)); and
- d. Assistance to the civilian population, especially children.

Some of the functions of the Red Cross were to maintain communication between the military and their families, finance families, inform people about the fate of their relatives at the front, and provide daily necessities to the families. But even before the war, volunteering in the United States was evolving and manifested as a form of civil society, that is, the population was involved in social work, such as parishioners working with people who have lost their homes or were sick and socially vulnerable. Another important stage in the formation of volunteering in American society was the Depression of 1930, a period of poverty, lost jobs, and inability to pay for one's place of residence.

In the 19th century, Roosevelt Franklin, with the "New Deal" intended to reduce unemployment, conserve the environment and natural resources, and founded the Civil Conservation Corps. During work, a meal was received, shelter and small cash prizes, and

socially necessary work were done to protect the environment. Volunteerism in the United States enables the acquisition of habits, status, and voluntary support as prestigious action, for life activities (work and even study at university).

Since the 1990s, the volunteer movement has become widespread in the United States, and experts estimate that more than 50% of the adult population is involved ([Volunteering in the US, 2015](#)). In the United Kingdom, in terms of financial value, in 2003, volunteers contributed some £42.6 billion to the economy—i.e., 51% or 20.3 million people participated in the community in which they volunteered ([The Guardian, 2004](#); [UNV, 2011](#)).

The example of the United States shows how volunteering can be useful during crises and disasters by attracting volunteers—internationally and nationally—and strengthening the types of volunteer assistance. American volunteerism is characterized by freely chosen activities, education as public service, perception of activities as socially necessary, and is highly organized.

In Paris, (International Association for Volunteer Effort) on September 14, 1990, the XI World Conference of the International Association of Voluntary Efforts adopted the Universal Declaration of Volunteering as an instrument for overall full development. It emphasizes that volunteering: is a voluntary choice that reflects personal views and positions; is the active participation of the citizen in the life of the society, which is usually expressed with joint activities within various associations, economic and social development, creating new jobs and professions ([OHCHR \(1993\)](#)) proclaims the principles of security for personal or organized services, as well as the principle of transformation of volunteering into an element of personal development, acquiring new knowledge and skills. This declaration upholds the right of every woman, husband, and child to associate freely in a voluntary association without discrimination. Volunteers absorb experience (job), miscellaneous skills, habits, and abilities. This European activity is like a social service that contributes to the economic development of the state. Volunteering is and form of impact, as and in of the sphere of the rule of the people, i.e. when the socially relevant decisions are worn (the citizenry themselves), and the activities are planned, scheduled and precise. In the United States, as soon as several inhabitants have taken an opinion or an idea they wish to promote in society, they organize and unite ([Tocqueville, 1835](#)).

In Europe, ([United Nations Volunteers \(UNV\), 2018](#)) the highest volunteer participation rates reached up to 30% in the United Kingdom and 33% in Ireland. According to the National Centre for Volunteering in the UK (NCVO), the motive for participating is the activity itself, which integrates volunteers into society. Volunteerism in the United Kingdom



has strong support from the government, as shown by its recognition as an important element in the general policy (National Report – UK).

The terms “work” and “community service,” are terms in the traditional definition of volunteer work—it is voluntary and of their own free will. Volunteer work in Germany can be traced back to 1788, with the Hamburg Code for the Poor. Thus, in most German settlements, social protection of the poor was organized through volunteering work, which was institutionalized by the communal reform of Prussia in 1808. The organizations and groups of organizations develop different models of volunteer work ([Volunteering in Germany BMFSFJ, 2017](#)).

Volunteerism in Germany is characterized by the presence of a large number of retirees among the volunteers ([Aleksandrowicz et al., 2014](#)) especially when it comes to religious volunteering in the community. In France ([Study on Volunteering in the EU, 2001](#)), about 20% of the adult population participates in voluntary initiatives on a permanent basis, and volunteers are also involved at all government levels. The most popular projects are in the fields of health and rehabilitation, the fight against isolation and discrimination, immigrant adaptation, and education and culture.

In the Czech Republic ([Dostál, 2016](#)) volunteer activities are accredited by non-governmental organizations that select and train the volunteers, sign contracts with them, and send them to work in organizations where they are needed—these can be state bodies or territorial and self-governing bodies. In Hungary ([Council on Foundations, Non-profit Law in Hungary, 2021](#)), volunteers are organized by charities, public institutions, and public or private service providers in the fields of social assistance, culture, education, and protection of minorities. Organizations that recruit volunteers must be registered with the competent ministry. Hungarian laws for volunteering were enacted for the public interest and establish a detailed bureaucratic procedure for registration, and the conditions under which registration may be denied.

In Italy, ([National Report – Italy](#)) there are established principles and criteria governing the relationships between government bodies and volunteer organizations. The volunteers are provided with certain protections and rights, and the responsibilities of volunteer organizations have been determined, especially mandatory health insurance and liability for third parties. Italy has a Standing Committee of Heads of Voluntary Organizations and Foundations, which represents the interests of two million Italian volunteers before the government, parliament, church, etc.

The most famous international volunteer organizations are ([Volunteering in Germany BMFSFJ, 2017](#)):

- a. UNV (United Nations Volunteers) - This organization, also known as “UN Volunteers,” is under the direct leadership of the UN. UNV promotes and supports sustainable global development by advocating for volunteerism as a way to solve specific practical social problems.
- b. SCI (Service Civil International) - An international volunteer organization to spread a culture of peace in the international community, basing its work on mutual respect and understanding, solidarity, social equality and justice, as well as environmental protection.
- c. ALLIANCE (Alliance of European Voluntary Service Organizations) - This is a coordination center that represents national voluntary service organizations that promote intercultural understanding, peace, democratic participation, and equality in the spirit of respect for universal human rights.
- d. ICYE (International Cultural Youth Exchange) - Their work is to educate a new generation of volunteers who will be involved in peacekeeping activities around the world. Their scope of work includes organizing children’s centers and environmental projects.
- e. YAP (Youth Action for Peace) - An international voluntary service organization fighting military conflicts and promoting peace and mutual understanding between countries.
- f. CCIVS (Coordinating Committee for International Voluntary Service) - Established and based at UNESCO, the CCIVS coordinates projects from more than 100 countries.
- g. AVSO (Association of Voluntary Service Organization) – A European organization that promotes the interests of volunteers at the international government level, at the level of social institutions and non-governmental organizations ([MBA Knowledge Base, 2021](#)).

### **3.4. Media and volunteers**

The Internet has led to the faster and wider spread of information. People worldwide are informed of the news at the same time as soon as it appear on a social network or information page. This dissemination of information has its drawbacks in the form of the inaccuracy of the information and possible manipulation for purposes of undermining a person’s reputation or other intentions ([BBC, 2020](#)). Watching or reading the news, we need to remember and

understand that the information presented is selected specifically for the target audience and the news they prefer. Accordingly, what people read are strengthened by their point of view, and this affects their positive or negative perception of reality. Volunteering results from socio-political events; thus, it is relevant for the media to influence the perception of volunteers. Does the news help volunteering? Does the media help to involve people in voluntary activities and with what image of the volunteer is being broadcast in the world, including Macedonian media? The mass media are public distributed printed and audio-visual information (Team Leverage Edu, 2021).

The media is a system of organizations and institutions created for the purpose of public, timely dissemination of information for events and phenomena in the world, country, or region of an unlimited number of people focused on certain social, group, and individual tasks. The need to transmit social information, which forms the mass consciousness, has become one of the main reasons for the emergence and development of the media. Other means are not able to so quickly, regularly, and on a large scale influence the opinion of individuals, social groups, and society as a whole. By informing the people, the media form in the people the ability to analyze the work of the government, defend their own views, and increase the responsibility of the government for its actions. The media also play an important role in shaping the legal awareness, legal culture, and behavior of citizens. Specifically, a mature, educated (competent), and active citizen should be considered as perhaps the most important precondition, and at the same time, sign of a civil society.

The increased interest of the society on the generally important situations that arise, as well as the interest of the journalists to cover these situations for the public, leads to the emergence and formation of the civic position of the majority under the influence of the media. This has a somewhat negative consequence. Under conditions of complete informatization, a person loses the ability to think independently, analyze, and critically perceive the information presented by the media. The current world, that is, the idea of it, which is significantly shaped by the media in an openly manipulative form, is often demonstrated in distorted images that do not fully correspond to reality.

The volunteering of state channels is insufficiently covered. The activities of non-profit volunteer organizations are most often described and individual cases of volunteer activities are mentioned. Following systematic volunteering materials, the news presents only in the top periods, when the volunteering activity exceeded the norm. TV channels cover only those involved in volunteering, as well as where one can participate in volunteering activities are thought nouns. These statistics are mentioned because state channels are based on the fact

that all these channels are fun, not informative, and therefore channel content analysis is important focusing on the news and not at a party.

An analysis of the content of the social network, Facebook, shows much greater involvement of the citizens in the issue of volunteering, because there are no comments on the websites of the TV channels, while subscriber views are indicated under published material on Facebook pages. Facebook also allows you to identify the specifics of the pages, because while TV channels cover all the events that take place in society, Facebook pages are aimed at a specific phenomenon. Finally, it can be said that at this stage, the coverage of volunteering is better on social networks than on national TV sites. The content analysis revealed that through the social network, Facebook, the news on volunteering is better covered and has a greater impact on the population. Meanwhile, through the pages of the most popular channels, the information is covered one-sidedly, unsystematically, and can be published in a negative light, which prevents the formation of positive picture for volunteers.

### **3.5. Discussion**

In summary, volunteering is a social phenomenon and a guarantee for the existence of civil society. The results of the theoretical and empirical research of the author are the aggregate basis in studying the system of volunteering from the point of view of inclusion as objects of organization with and from different social strata.

The activities implemented by the volunteer organizations are mainly aimed at solving everyday problems of the active population. By reducing the social problems and problems brought about by natural disasters, volunteering can influence a country's domestic and foreign policy. The basic principles of volunteers and volunteering are honesty, peace, and mercy. Such basic human qualities educate the population in an atmosphere of understanding and tolerance. In a time of crisis in the development of society, volunteer organizations help the state if it does not deal with all the challenges. Volunteering emphasizes the determination of the population to solve problems. It is an indicator of freedom and the pursuit of justice equally for all.

Moreover, volunteering is free voluntary help. Individuals perform a number of functions altruistically, by providing assistance to improve the life expectancy of vulnerable groups. The volunteer person is a key feature of volunteering. One person joins volunteer work if one wants it himself or herself and when one agrees voluntarily to do all the assigned work. The volunteer protects human rights and freedoms, and supports them materially and psychologically to meet their civic responsibilities. If I summarize the historical aspects of

volunteering, I emphasize the fact that the first volunteers were individuals, public figures, and philanthropists.

During the war, volunteering received support from the world community and an important organization was formed, namely the United Nations. The work of the volunteers helped in informing the population, as well as providing all the necessary household appliances and medical supplies. A volunteer is one who helps and obtains favorable results from the activity or help. Volunteering provides social value, the status of personal communications and contacts in the living environment in which it exists. Volunteering through cultural features to each person is reflected in her beliefs and aspirations.

From all the above four models of volunteers can be formed: The first model is volunteering through personal motivation. The second model emphasizes the value of the persona which influences the decision to be a volunteer—a case in which the volunteer is dominant and responsible. In the third model, the person begins to volunteer after learning from someone else's experience how useful it is to be a volunteer. This model includes people who volunteer regularly and is a way to share one's own experiences and encourage new volunteers to work together. Moreover, it is a way of developing relationships and creating a collective identity, when volunteers become one team, united in a common goal. The fourth model is the desire to volunteer as a special type of person. There are people who can clearly handle emotions and withstand heavy loads, without losing dignity and self-control. Such people go to work more often in voluntary organizations.

Volunteering should always be targeted toward solving specific problems, and varies depending on the needs of the population and different scales of the problem. However, the functions of the volunteers always remain unchanged. Developing a worldview, education, communication, cognition, recreation, and prevention, as well as the function of social capital formation and socialization, are volunteer functions. Volunteering contributes to the quality of the individual dealing with it. Thanks to volunteering, the individual perceives one's importance, finds one's place in society, and uses one's time and energy for the good of others and enjoys it. The individual enters a circle of people with similar, if not the same, common interests, and consequently, a large number of new acquaintances and friends are found. One of the most important achievements of the volunteer is the acquisition of experience and new skills while working. It should also be noted that due to the axiological approach, the volunteer acquires a set of skills and knowledge that will help in being useful in any way at work and adapting to the world with a soul. Volunteering teaches solidarity,

patience, and mutual understanding, and those are the qualities that need to be available for each individual situation.

The motivational component of volunteering is also important. Everyone has their own interests, general necessity, and desires affecting the forming of motivations. The motivation that separates the commercial sector from volunteers in the non-profit sector is the financial reward. Volunteering is free. Volunteers do not receive a salary, but their reward lies in the benefits that they give to the people who need them. It is important to understand that for different people, material things, monetary rewards, or psychological recognition may be important. Motivational factors are determinants of motivation that are transformed by the place, time, and interests of the individual. The dominant motivating factor for volunteers is the work itself. Content and tasks that need to be done are the main motivating factors when involving volunteers in voluntary activities. It should be noted that working conditions and safety can also affect motivation. Self-realization, recognition from colleagues, acquiring new dexterity, organizational work of the volunteer movement are all indicators that may affect the decision on whether one wants to be a volunteer. The motivational component is correlated with their own perceptions of the qualities of man and the surrounding area.

#### **4. Conclusion**

For an effective Macedonian state policy to exist in terms of volunteering, it is desirable that the state to introduce a motivational structure, fund volunteer foundations, attract foreign investors to Macedonian volunteer organizations, and spread volunteering information, all guided by a regulated and structured system for volunteers. It can be concluded that broadcasting the volunteer as a worthy representative of the Macedonian society is better done through the social network, Facebook.

In summary, the theoretical part of this paper looked at the different aspects of volunteering, while the practical part analyzed the media content on volunteering. The most important task of modern Macedonian society is to encourage, motivate, and above all, support volunteer organizations, disseminate information about their work, not only during crisis events but also in the times of peace.

In conclusion, the work of volunteers in state social institutions will have a huge impact on solving socially significant problems in society. Meanwhile, volunteerism in Macedonia is still at the very beginning of the journey. The current system created, which has regulatory and methodological support, professionally trained staff, and the development of new

concepts, allows extension with work aimed at increasing the level of importance of volunteer activities.

### **Declaration of Conflicting Interest**

There is no conflict of interest in labor.

### **Author Contribution**

The idea of volunteering as presented was formulated by the author, Naumovski Ljupcho. The analytical methods were verified. The author developed his own discussion on the topic, the results, and contributions for this paper.

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