

Digital Volunteering in Representations in Youth

Sergey V. Molchanov^a, Olga V. Almazova^a and Nataliya N. Poskrebysheva^a

^a *Lomonosov Moscow State University, Mohovaya str. 11-9, Moscow, 125009, Russia*

Abstract

Youth is the age period of active search for own position in society on the bases of wide opportunities of separated choices and social role testing. The volunteering activity as the form of helping behavior in the period of self-determination can be the source of self-knowledge and self-realization that can compensate the risks of complicated social and professional choices. The popularity of volunteering activity grows in modern Russian society, particularly in youth. The digital volunteering became a new form of helping behavior that can be useful and demanded by young people. The goal of our study was to investigate the digital volunteering representation in youth. The data included 202 young people aged from 14 to 23 years. The analyses allowed to define representations about forms and content of digital volunteering, its advantages and disadvantages. The role of motivation for volunteering in attitude to that activity are discussed.

Keywords

Digital volunteering, internet, helping behavior, motivation, youth

1. Introduction

The processes of self-determination and self-realization of modern Russian youth occurs in period of big opportunities and risks: the high level of social uncertainty and inconsistency of system of social norms and values, huge information flow in global informational space. Modern Russian society has high level of transitivity: on the one hand we observe huge unpredictability of social processes, their instability and sharp changes in combination of uncertainty of direction and content of potential changes; on the other hand, new forms of social connections and relations develops and it provides the plurality of space for life choices [1; 2; 3; 4].

The period of youth is considered as a period of active entrance to adulthood in the position of full partnership with social world, as a time for transition from developing model of priority appropriation of social-cultural experience to developing model focused on creative and productive being [5]. The age-psychological specificity of youth appears in active search for own position in society on the bases of wide opportunities of separated choices and social role testing [6; 7; 8]. The volunteering activity in the period of self-determination can be the source of self-knowledge and self-realization that can compensate the risks of complicated social and professional choices.

The volunteering activity becomes more popular and common in modern Russian society. Complicated social-economic conditions of existence of some social groups in Russian Federation, nature and technological catastrophes, arousing attention to ecological questions creates conditions and space for self-realization in sphere of altruistic help to people in need. Active development of institute of non-profit organizations, appearance of legal status of volunteering according to the Federal Law about the volunteering activity signed in 2018 provides the increasing interest to heling behavior in society, particularly in youth. We can observe the developing interest to volunteering activity in youth community.

The role of participation in volunteering activity for somatic and psychological well-being is the subject of numerous investigations in psychology, sociology and other social sciences. The

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EMAIL: s-molch2001@mail.ru (A. 1)

ORCID: 0000-0001-5147-3551 (A. 1)



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longitudinal study showed that volunteering activity correlates with good level of somatic health, moreover volunteering involvement influence on increasing level of somatic health [9;10]. There are evidences for correlation between volunteering activity and life satisfaction, self-esteem, happiness feelings, lower chance for depression and distress emotions, higher level of moral development [11; 12; 13; 14; 15; 16; 17]. The hypothesis of cumulative effect that volunteering activity of people with the desires, abilities, personal features, values and meanings adequate for helping behavior influences on common level of psychological and physical health was proved [18]. The theory of reasoned actions propose to analyze the determination of behavior from the perspective of two main factors: attitudes and subjective social norms [19]. The volunteers often have the attitudes to help with the supporting social atmosphere for norms of prosocial behavior. The results showed the importance of attitudes and norms factors for participation in volunteering activity of non-government organizations [20]. The addition of third factor: perceived behavioral control from the model of planned behavior help to estimate the probability to success in activity, for example volunteering actions [21,22]. The high value of components of planned behavior predicts the high sustain of volunteering behavior [23]

The development of volunteering activity leads to appearance of new forms of volunteering: the digital volunteering became a new form of helping behavior. There are some synonymic terms that are used in literature: digital volunteering, virtual volunteering, online volunteering, cyber volunteering, e-volunteering [24]. There are different definitions of digital volunteering that in most general forms is regarded as any form of volunteering that can be realized in internet [25]. The question of digital volunteering essence is very interesting and can be discussed from different perspectives. On the one hand, digital volunteering can be regarded as a form of civil position that can be easily changed for typical and traditional form of real-life volunteering activity. In that case computer and internet can be considered simply as a tool that can be the only resource in some life situations (for example in pandemic conditions with restrictions for life contact and movement). And in life situation with no restrictions internet and computer ceased to be important tool and person can easily realize life form of helping behavior. On the other hand, digital volunteering can be observed as an independent reality. According to A.Toffler ideas the specificity of communication processes and not the information itself becomes meaning foundation for development of new types of activity, in particular volunteering [26]. Thereby we can classify volunteers that help in real life situations, online volunteers and mixed form of volunteering when person can combine both forms depending on circumstances [27]. Different advantages and disadvantages outcomes of internet and volunteering are discussed in society [28].

The concrete form of helping behavior – helping behavior through internet – can be attractive for wider circle of participations, primarily for youth audience. Informational socialization in youth leads to development of new forms of identity, in particular virtual identity that seeks its realization, especially in forms of internet activity [29]. The development of identity in social approved and social useful forms of volunteering in internet space can increase self-esteem and support your identity, including virtual identity. The role identity of volunteering predicts the involvement in that prosocial behavior [30].

We analyzed main directions of digital volunteering. We suppose that several trends in digital helping behavior can be depicted. The first one is the notification and mobilization of people for giving different forms of help in "yere and now" situations with the internet resources (in particular in crisis and emergence situations with low forecasting of potential changes). The second form is the organization of meeting and discussion spaces to attract the attention of society to keen social problems that must be solved in short- or middle- time perspective, including political activity. The third forms of digital volunteering is the information analyses, including big data, with public conclusions for potential realization of practical volunteering in future, including technical support of coordination process of activity of different volunteering in internet space [31]. In this way digital volunteering propose different forms of activities connected with interaction with people, analytic and searching activity, technical questions. The requirements to technical skills to interact in digital volunteering are quite simple – the basic computer skills are often enough for participation. The simplicity and variety of concrete roles in digital volunteering allows participation of people with different disabilities [32].

The analyses allow to depict main advantages of digital volunteering comparing to classic forms of helping behavior. The digital volunteering can be anonymous and it is simple in regulation of

participation intensity of helping [33]. There are comfortable conditions to choose the concrete form and level of participation [34]. The level of social inequality decreases and it opens the wide opportunities for self-realization with different level of motivation, health, and resources [35]. The specific explosion of digital volunteering is happening [36]. The goal of volunteering are defined by actual social changes in world. For example, period of epidemic restrictions in 2020 that changed the possibilities for professional activity and self-realization increased the intensity of distant forms of interaction and necessity to learn new technologies. digital volunteering becomes more and more popular.

The volunteering activity is realized on free basis without material encouragement. The motivation basis for volunteering participation is the goal of particular research. The analyses of volunteers motivation showed that the level of freedom in situation of decision making about participation in volunteering activity influence on future desire to be the member of helping community for youth audience. The compulsion and pressure to participate decreases the desire and willingness for volunteering in future. The feel of free choice of volunteering increases the desire to repeat those forms of life activity [37; 38]. The prosocial form of volunteering can have different motivational basis in its foundation. The externally observed and socially approved helping behavior can be egoistic in some situations. There are different classifications of motives for volunteering activity. The foundation of volunteering activity can be altruism, empathy, feeling of subject significance, need to be useful for others, affiliation feeling and desire for new contacts [39]. Nowadays more wide space of motives is observed for volunteering activity. Accepting the special role of altruism there can be personal motives of volunteers focused on yourself: self-realization, personal grow, expansion of social contacts, compensative motives such as self-esteem compensation, decreasing the feeling of loneliness, desire for practical experience [40]. Some authors define dualism of actuality of altruistic and egoistic motives at the same time [41]. There are classifications that defines personal, social and pragmatic motives linked with indirect economical effect and benefit [42; 43]. Some authors propose the idea that “pure” altruism doesn’t exist and will be connected with professional carrier expectations, love to games, high level of life activity, social relations [44; 45; 46]. There are models that pretend to unit different groups of motivations – for example, model ABCE (Affiliation, Beliefs and Attitudes, Career, Egoism) [47]. The functional motivation model in research of volunteering activity defines six motivational functions: belief function, source of competencies function, social function, resource for career possibility’s function, defensive compensation function, source for development function [48; 49]. The belief function is connected with the possibility to express significant prosocial beliefs and values linked with altruistic and humanistic attitudes. Source of competencies function is realized in ability to develop and support skills and qualities necessary in the field of helping behavior. Social function presents the possibility to develop social relations, find new contact and enter new social groups and communities that are interesting personally for volunteers. Resource for career possibility’s function resource for career possibilities function is regarded as search for possibilities for potential work or employer acquaintance. Defensive compensation function helps to decrease the level of own negative feelings, including Ego representation due to participation in volunteering activity. As the source for development function the authors define positive influence on self-esteem, self-perception and self-respect by helping behavior [50]. The proposed model of Volunteer Function motivations allows to describe main groups of motivations in helping behavior. The investigation of different social volunteering groups shows that consistent and frequent participation in volunteering activity are more often correlates with Belief, Source of competencies functions [51; 52].

2. The Goal of the Study and Methods

The goal of our study was to investigated the digital volunteering representation in youth. We investigated the perceiving forms of digital volunteering activity, its advantages and disadvantages. We also study the peculiarities of motivation for volunteering activity. Motivation defines the behavior and representation and attitudes to world and happening events. The volunteering motivation influence in representation of digital volunteering activity. The hypothesis of the study was the idea that volunteering motivation correlates with different digital volunteering representations: more vivid

volunteering motivation in youth correlates with more clear representations about forms, advantages and disadvantages of volunteering activity.

The data consisted of 202 young people from schools, institutes and universities in Moscow, Russia. The analyzed group aged from 14 to 23 years old ($M=16.7$, $SD=2.3$) with 54% of men and 46% of women.

Two questionnaires were used in our investigation. The first one was the Volunteer Functions Inventory based on functional motivation theory. The questionnaire was proposed by Clary and colleagues in 1998 and is aimed to estimate the reasons for participation in volunteering activity. It contains the following motivational functions: defensive compensation function, belief function, resource for career possibility's function, social function, source of competencies function, source for development function [53]. Translated forms of VFI are used in research in different countries [54; 55] The investigators note good psychometric characteristics of the questionnaire [56], the possibility to use with different age groups [57]. The VFI was used in Russian investigation for the first time. The translation of VFI was done by several independent experts, after the coordinated translation version the reversed translation was done with subsequent comparison of original version and last version with double translation. The analysis of internal validity of VFI components showed satisfying results: the Alpha-Cronbach coefficient varies from 0.78 to 0.88 that is higher than the required threshold 0.75.

The second questionnaire was present by groups of open questions that were focused to define the representation about the content of digital volunteering activity. It contains 10 open questions divided into 3 groups: the understanding of content of digital volunteering, the experience of own participation in volunteering activity, the description of advantages and disadvantages of digital volunteering. The content analysis helped to define main groups of answers on these spheres.

3. The Results

The analyses of representations about possibilities and forms of digital volunteering shows the following. Firstly, we investigated the informational orientation about the possibilities of digital volunteering and knowledge about digital volunteering forms. The group of open questions was used with the common idea – what is the digital volunteering? The content analysis allowed to define 54 different questions that we united in more general categories. The results are presented in Table 1.

Table 1

Representations about digital volunteering in youth

Representations about digital volunteering	% from the answers
digital volunteering – use of internet to realize different forms of activity by yourself and your colleagues: webinars, education through internet, psychological help.	44.4
Common definition of digital volunteering as altruistic distant help	22.2
digital volunteering as the help in orientation in internet space, development of computer skills	18.5
digital volunteering as the source for information about different forms of help, supporting projects and financial support	9.3
no idea about digital volunteering	5.6

The analysis of distribution of open questions showed that up to half on our subjects perceive digital volunteering as the altruistic helping behavior with the use of internet and other different audio and video resources of communication used for meaningful activity. Young men named such forms of digital volunteering as conducting free webinars, educational activity, psychological help through Zoom, Skype and other audio and video resources. About 20% of subjects explaining the content of

digital volunteering mentioned old people as the main group that needed help in educational context, getting acquainted and developing computer skills. At the same time a big group of subjects has problems in content understanding of goals of digital volunteering: 27,8% gave very common definition or refused to name the aim of digital helping behavior. The content analysis of informational orientation about the possibilities of digital volunteering showed that in spite of specific social experience of communication limits and vivid need for help for some social and age groups the youth representations are often diffused. The vivid understanding of digital volunteering content is typical not for all subjects.

We analyzed the peculiarities of volunteering motivation of our subjects. The Table 2 present the average means of distribution of preference in volunteering motivation.

Table 2

The mean distribution of motivation functions to volunteering.

Function	Mean	Standard deviation
Defensive compensation function	3.48	1.44
Belief function	5.44	1.22
Resource for career possibility's function	3.85	1.36
Social function	4.02	1.39
Source of competencies function	5.15	1.35
Source for development function	4.44	1.42

The belief and source of competencies functions are the most important motivation resources to volunteering for youth. The less important are defensive compensation and social functions. The correlation analysis between different motivation functions showed the significant correlations between all functions (correlation coefficient Spearman with values from 0.344 to 0.769, $p < 0.001$ for all pairs of functions). Significant correlations of all components demonstrate the internal unity of the construct but at the same time shows the lack of motivation function differentiation for subjects.

The cluster analyses (method K-means) on the basis of VFI results we defined 3 groups of subjects. Table 3 present the centers of clusters. We found that there are significant differences for all scales of VFI for subjects from different clusters (Kruskal-Wallis criteria for independent groups, $p < 0.001$).

Table 3

The clusters centers (types) of motivation to volunteering.

Function	1 type	2 type	3 type
Defensive compensation function	5.0	3.4	1.8
Belief function	6.5	5.4	4.2
Resource for career possibility's function	4.9	3.8	2.5
Social function	5.3	4.0	2.3
Source of competencies function	6.4	5.2	3.4
Source for development function	5.9	4.4	2.6
% of subjects	28.7	49.5	21.8

1 type (28.7%). Subjects in that group estimate highly all motivational functions of volunteering. We can name that group as group of “active volunteering”.

2 type (49.5%). Subjects from that group have very smooth profile for volunteering functions most esteems are average. At the same time volunteering as resource for career possibilities and source for development is evaluated not lower that by subjects from 1 type group. We can name that group as “pragmatic volunteering”.

3 type (21.8%). All functions are evaluated lower than in both previous groups. We can name that group “passive volunteering”.

We defined the level of experience in real volunteering activity of our subjects with different types of motivation to volunteering. 74.5% of data have the experience in volunteering activity, and, 25.5% no. But last year – the pandemic year – was not active for them -only 36.2% took part in altruistic helping behavior and 63.8% didn't. We analyzed the correlation between real volunteering experience and types of motivation to volunteering. The results are present in Table 4.

Table 4

Distribution of subjects with and without volunteering experience in groups with different types of motivation to volunteering

	volunteering experience		volunteering experience for last year	
	yes	no	yes	no
1 type	90.0%	10.0%	30.0%	70.0%
2 type	83.3%	16.7%	50.0%	50.0%
3 type	46.2%	53.8%	15.4%	84.6%
Total	74.5%	25.5%	36.2%	63.8%

We can observe that subjects from group “passive volunteering” have the lowest volunteering experience comparing with both groups – “active volunteering” and “pragmatic volunteering”. The analyses of volunteering experience in last year shows that “pragmatic volunteering” were most active in life. The main conclusion is the fact that active volunteering” and “pragmatic volunteering” groups are more involved in real volunteering activity and they have the understanding of motivation to participate in helping behavior.

Let's estimate the specify of representations about digital volunteering among different groups with different types of motivation to volunteering. The Table 5 present the results.

The analysis shows that representation about digital volunteering as activity intended to realize different forms of activity by yourself and your colleagues: webinars, education through internet, psychological help) is more typical for “active volunteering” and “pragmatic volunteering” groups. Common definition of digital volunteering as altruistic distant help is typical for “passive volunteering” group.

The orientation in concrete volunteering organizations in internet is rather low: 68.1% of subjects didn't name any of them, 21.3% called only 1-2 internet addresses, 10.6% – 3-4 sites. The most popular volunteering organizations among youth are groups that realize helping behavior for keen social human problems (namely, Lisa Alert, Help fund by Habensky, Rejected were named by 39.3% of subjects) and animals problems (namely, Greenpeace, Peta, White tooth were named by 35.3% of subjects). Specialized site with opportunities to search for volunteering place were named by 25% of subjects.

The analysis of advantages and disadvantages of digital volunteering was done. Table 6 present the described advantages of digital volunteering. The subjects often named more than one category, as the result the summering percent of answers is more than 100%.

The analysis of answers shows that young people are orientated in advantages of digital volunteering and are focused of wider opportunities in mobility of help and chances to help different people that can be far away (examples: “Can help everyone nevertheless how far the person is”, “Can help people all over the world”, “Higher mobility and availability to all people with internet”) and significant time economy (examples: “save volunteering time and increase multitasking”, “ You need

less time for search”, “Digital volunteering needs less time and can be realized in time when the volunteer want”). The subjects also mentioned that digital volunteering becomes more available as for those who need help and for helpers themselves (“some people can’t be real life volunteers due to health restrictions and mobility limits, due to lack of special education and deficit of special skills (if you work with old people or small children),” the digital volunteering gives them the chance to realize their goals”). The results of analysis of distribution on named advantages of digital volunteering for groups with different types of motivation to volunteering are presented in Table 7.

Table 5

Distribution of representations about digital volunteering among different groups with different types of motivation to volunteering.

Representations about digital volunteering	1 type		2 type		3 type	
	yes	no	yes	no	yes	no
digital volunteering – use of internet to realize different forms of activity by yourself and your colleagues: webinars, education through internet, psychological help)	70.0%	30.0%	54.2%	45.8%	30.8%	69.2%
Common definition of digital volunteering as altruistic distant help	20.0%	80.0%	29.2%	70.8%	46.2%	53.8%
digital volunteering as the help in orientation in internet space, development of computer skills	20.0%	80.0%	16.7%	83.3%	23.1%	76.9%
digital volunteering as the source for information about different forms of help, supporting projects and financial support	10.0%	90.0%	8.3%	91.7%	15.4%	84.6%
No idea about digital volunteering	0.0%	100.0%	8.3%	91.7%	7.7%	92.3%

Table 6

Advantages of digital volunteering in youth

Arguments for advantages of digital volunteering	% of subjects named that argument
The spread of opportunities and increasing mobility.	38.3
Time economy	38.3
The opportunity for bigger volume to help/ higher possibility for help in specific conditions	50.1

The distribution shows that argument “The spread of opportunities and increasing mobility”, “Time economy” are more typical for group of “active volunteering” than for other motivational groups.

The analysis of disadvantages of digital volunteering in youth allowed to define 4 categories of typical answers. The subjects often named more than one category, as the result the summing percent of answers is more than 100%. Most popular categories are the absence of live communication and interaction that you get in real life, the significant constriction of types of volunteering activity, non-material product/result and difficulties in realization of volunteering activity due to the lack of technical means. The results are present in Table 8.

Table 7

The distribution of advantages of digital volunteering for groups with different types of motivation to volunteering

Advantages	1 type		2 type		3 type	
	yes	no	yes	no	yes	no
The spread of opportunities and increasing mobility	50.0%	50.0%	37.5%	62.5%	30.8%	69.2%
Time economy	50.0%	50.0%	41.7%	58.3%	23.1	76.9%
The opportunity for bigger volume to help/ higher possibility for help in specific conditions	40.0%	60.0%	54.2%	45.8%	53.8%	46.2%

Table 8

Disadvantages of digital volunteering in youth

Arguments for disadvantages of digital volunteering	% of subjects named that argument
The absence of live communication and interaction.	46.4
The constriction of types of volunteering activity	25.0
Nonmaterial product/result	7.1
The lack of technical means	7.1
Other	14.3

The analysis of answers about disadvantages of digital volunteering shows that youth auditoria feel lack of live communication and interaction in helping behavior, the absence of contact between volunteer and needy – up to half of responds describe the problem as “no personal communication, “tactile” support, that often is even more important than any other”, “contact is weaker than in situation of live communication when you have more opportunities to realize it”, “ in virtual communication you can forge the emotions”. Some subjects mentioned the constriction of types of volunteering activity in digital space (examples: “the variety of types of volunteering activity tapers”, “Some volunteering can be realized as a physical help for needy (to take a work with dogs from shelter, help people in hospice, feed the people). “Internet doesn’t give you that opportunity”, “Digital volunteering can realize psychological support but not physical help”). The nonmaterial result of digital volunteering also can be regarded as disadvantage (examples: “no feeling that your do something significant and vivid”, “don’t see people you help”) and technical problems (“the internet delays”, “dependence from the technical devices – no signal, no devices – no chance to help”, “the quality of help can vary from technical devices”, “not all people have technical devices”).

Table 9

The distribution of disadvantages of digital volunteering for groups with different types of motivation to volunteering

Disadvantages	1 type		2 type		3 type	
	yes	no	yes	no	yes	no
The absence of live communication and interaction.	60.0%	40.0%	62.5%	37.5%	38.5%	61.5%
The constriction of types of volunteering activity	30.0%	70.0%	33.3%	66.7%	30.8%	69.2%
Nonmaterial product/result	10.0%	90.0%	8.3%	91.7%	0.0%	100.0%
The lack of technical means	0.0%	100.0%	12.5%	87.5%	7.7%	92.3%
Other	10.0%	90.0%	12.5%	87.5%	23.1%	76.9%

The distribution on disadvantages of digital volunteering for groups with different types of motivation to volunteering are presented in Table 9.

The absence of live communication and interaction as the disadvantage is more important for subjects from groups of “active volunteers” and “pragmatic volunteers”. That can be connected with specific motivation of volunteers from these groups – career possibilities, importance for social and development motivation.

4. The Discussion

Our results showed that the informational orientation in possibilities of digital volunteering in Russian youth is rather low – more than a quarter of subjects showed very vague perception of digital volunteering forms and practices. In spite of high involvement of modern youth audience in internet the opportunities for prosocial activities are not vivid for them. High level of advertising of digital volunteering in internet doesn't have the real recoil. The “digital natives” or so called “generation Y” have higher competence in internet use [58]. They are presumably more ready for internet prosocial behavior but in reality the engagement in volunteering behavior is more complicated. We also found out that the orientation in concrete volunteering organizations in internet is low – 68% of subjects didn't named any internet addresses in spite of the fact that many of them has the experience of volunteering activity. The analysis of real practice in other research defines the preferred forms of volunteering activity. The engagement in volunteering activity is higher for offline volunteers and mixed group combining offline and online volunteering activities. The pure digital volunteering is less popular for all age groups, including age group from 15 to 34 years old [59]. Our sample has a good level of experience in volunteering activity (74.5%) but the representation about real forms of digital volunteering were not so vivid. The analysis of volunteering motivations showed correlation with deepness of representations about digital volunteering. “Active volunteering” and “pragmatic volunteering” groups have more concrete and detailed understanding of forms and content of digital volunteering.

The understanding of advantages and disadvantages of digital volunteering also shows some interesting findings. For analysis of advantages the answers can be divided into two groups: advantage focuses for those who need help and advantages for volunteers themselves. At least 83,8% of subjects mention the possibility to choose comfortable time and place for help, that seems to be more secure for personal time and resource organization. Only 16,2% of subjects are focused only on advantages for people that need help with advantage focus on availability to help those who are far away, alone and have some activity limits. No differences for different motivation groups were found. The analysis of disadvantages of digital volunteering defined the absence of live communication and interaction as the most important one. That fact correlates with the preference of offline or mixed forms of volunteering among people: live communication and “eyes to eyes” interaction is preferred for helping behavior due to obvious reinforcement of the volunteer. Possibly the perceived behavioral control in real-life cooperation leads to high confidence in effectivity of volunteering behavior [60].

5. The Conclusions

The goal of our study was to investigate the digital volunteering representation in youth. We supposed that volunteering motivation correlates with different digital volunteering representations: more vivid volunteering motivation in youth correlates with more clear representations about forms, advantages and disadvantages of volunteering activity. The realized investigation helps to define representations of digital volunteering in youth. The representations of digital volunteering in youth are rather vague- some common characteristics of digital helping activity are named with a not high level of orientation about volunteering structures in internet. The experience of real practice in volunteering has some link with deepness of knowledge and understanding of digital volunteering activity. The main advantages and disadvantages of digital volunteering are defined. There is some contradiction in representations of advantages and disadvantages of digital volunteering – in some forms online helping behavior wide the possibilities to help, but at the same time dependence from internet and technical devices, limitation of help forms due to distant communication are named.

During the investigation we defined different motivation functions of volunteering activity. Three types of volunteering motivation were depicted: "active volunteering", "passive volunteering", "pragmatic volunteering". We analyzed the links between different types of volunteering motivation and representation about digital volunteering. The groups of "active volunteering" and "pragmatic volunteering" have more clear representations about forms, advantages and disadvantages of volunteering activity that subjects from "passive volunteering" in most situations. The reflection of volunteer motivation can make the understanding of altruist helping behavior more vivid and clear.

The theoretical significance of the present study is defined by the described picture of digital volunteering representation in modern Russia. There is a lack of investigation on that theme in Russia. The varied levels of informational orientation about digital volunteering were described. The revealed results can be used in the practice of volunteering involvement processes. The modern Russian volunteering groups are looking forward to attract active youth in prosocial activity. Comprehension of stimulus and values of that participation for new possible participants, their perception and knowledge for digital volunteering can be useful in organization of effective people engagement programs.

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