



Generation Z and Volunteering

WHAT:

In this poster, we will present the findings of 12 in-depth interviews conducted with volunteering leaders from the festival- and events industry in Denmark. The interviews were conducted in January and February 2022. All interviews were conducted online due to the pandemic, recorded and subsequently transcribed, and all participants signed a consent form. We will describe the respondents as experts in the sense that they work with volunteers on a managerial level.

WHY?

The results presented in this poster are part of a three-year research project on volunteerism and motivation among Generation Z in collaboration with the Danish DMO Visit Aarhus, who runs an extensive volunteer program. Initially, a literature review was conducted, yet this yielded very little results pertaining motivational factors among volunteers from Generation Z.

HOW?

The overall research project which spans from 2020 - 2023 (which the results in this poster are part of) is rooted in the Pragmatic Worldview. The research design is exploratory sequential mixed methods consisting of the qualitative interviews presented in this poster, and a quantitative survey based on the results of the interviews to be conducted in the Summer of 2022 with members of Generation Z

FINDINGS:

- Based in the interview we found a generation with a strong focus on several values, such as diversity, gender roles, sexuality, education, personal development and sustainability.
- Additionally, the respondents emphasized that Generation Z lives in a time with infinite possibilities compared to previous generations and therefore it can be difficult to involve them as volunteers due to the many other options available in their lives.
- Finally it became clear from the interviews, that Generation Z does not see themselves as part of larger communities, but more in the close-knit communities (friends)

Next step:

In accordance with the mixed methods research design chosen for this project, we are conducting a quantitative analysis with members of Generation Z in the Summer of 2022. The quantitative analysis will be based on the findings from the qualitative analysis, and subsequently the results will be presented in a research paper in the Autumn of 2022.

Contact:

Tina Knuth
Senior Lecturer
Mail: TIKN@eadania.dk

Henrik Sølvsbjerg Pahus
Senior Lecturer
Mail: HPA@eadania.dk
Telefon: +45 6195 3508

