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A Study of How to Build an Aggregated Volunteer Community Online for Social Good

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A STUDY OF HOW TO BUILD AN AGGREGATED VOLUNTEER COMMUNITY ONLINE
FOR SOCIAL GOOD

by

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A Research Paper
Submitted in Partial Fulfillment of the Requirements for the
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RESEARCH PAPER APPROVAL

A STUDY OF HOW TO BUILD AN AGGREGATED VOLUNTEER COMMUNITY
ONLINE FOR SOCIAL GOOD

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Fulfillment of the Requirements

for the Degree of

Master of Science

in the field of Professional Media & Management Studies

Approved by:

Robert Spahr, Chair

Graduate School
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AN ABSTRACT OF THE RESEARCH PAPER OF

RACHEL KUBIAK, for the Master of Science degree in Professional Media & Management Studies, presented on March 17, 2014, at Southern Illinois University Carbondale.

TITLE: A STUDY OF HOW TO BUILD AN AGGREGATED VOLUNTEER COMMUNITY ONLINE FOR SOCIAL GOOD

MAJOR PROFESSOR: Professor Robert Spahr

The aim of this study is to determine an effective way to build an aggregated volunteer community online for social good. A goal of this study is to determine if civil society organizations can embrace the idea of free culture to harness the power of the collective intelligence of the crowd, as well as the influence from their volunteers' decentralized networks. A quantitative analysis was done with potential volunteers to understand their habits and behaviors, and their perspectives in regard to volunteering. A quantitative and qualitative analysis was done with CSO representatives to understand their needs, and their practices in regard to interaction with their volunteers. Both surveys were conducted online with the use of Google Docs for two weeks, and were shared on Facebook and emailed to potential participants. The results indicate that participants believe volunteerism is important and want to be involved, especially in regard to the social aspect of volunteering. However, the results also indicated that volunteers need more detailed information to determine their time commitment and the specifics of their duties. The civil society organizations want to have a more optimized website, and a more effective way to use social media. Essentially, they want to communicate more effectively with the community. This study provides principles and guidelines to an organizer trying to create an aggregated volunteer online community, and recommendations in regard to design choices for the online space. In conclusion, based on the needs of civil society organizations and the volunteers defined in the study, creating an aggregated volunteer community online will promote social good.

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INTRODUCTION

The aim of this study is to determine an effective way to build an aggregated volunteer community online for social good. There is some indication that there is potential for civil society organizations to tap into multiple networks, specifically the networks of their volunteers, to achieve social good. There are great benefits to decentralized networks in regard to sharing information, mobility, and connection of volunteers. To take advantage of these benefits, organizations will need to embrace the power of the crowd by releasing control over their message. By embracing the movement of free culture it will allow for greater contributions from volunteers in regard to creativity. It will also help to promote and achieve the goals of CSOs. Volunteers acting in a participatory culture can have great power to produce mobility, sharing, and fundraising for causes that are important to them. One of the goals of this study is to identify the behaviors and interaction between volunteers and civil society organizations, and how that relationship works in an online space. This study will be focusing on the potential of an aggregated volunteer community effectively communicating in an online space, while also connecting with civil society organizations. Another goal of this study is to determine how CSOs recruit, communicate with, and retain their volunteers. Further, we will seek to understand what the future of volunteering looks like. Volunteers are such a crucial part of society, and this study is going to determine if and how the cognitive surplus of volunteers can benefit social good. This study is also going to identify what CSOs' needs are in regard to communicating with their volunteers, and how social media and the decentralized networks of their volunteers could benefit their organizations. I will be doing a task analysis of other websites that harness the collective intelligence of the crowd to pull out key principles in regard to design. I will be providing insight into websites such as volunteermatch.org, and discussing how to improve

interaction between CSOs and volunteers. The methods for this study were both qualitative and quantitative analyses of volunteers and civil society organizations, and their perspectives in regard to volunteerism. The surveys were shared on social media for two weeks. The results will be discussed later in this paper in relation to the proposed research questions, as well as the limitations of the study. This study was organized into three distinct phases to understand the most effective way to build an aggregated volunteer community online to promote social good. Phase 1 is the research that is discussed in the literature review and methods regarding the players involved in an aggregated volunteer community online. Phase 2 is the mock website designs based on the key principles and concepts collected from the research of Phase 1. Phase 3 is the implementation of the key principles and the design guidelines established in this study. Further, Phase 3 is also the case study that will be the recommendation for future study of an aggregated volunteer community online. In the conclusion, there will be a summary of this study with additional suggestions for future research.

LITERATURE REVIEW

Participatory Culture, Free Culture

The Internet has been a tool utilized by the masses to communicate information without the barriers of space and time. However, there are many other examples of technologies that were also seen as a great paradigm shift in the world of communication. These technologies include the printing press, the telegraph, the radio, the television, and now the Internet. Each one of these technologies had promise of great democratic possibilities that would provide information across great boundaries. Each one of these technologies created greater access to information for the masses without the barrier of space and time. The Internet is a tool that has provided the opportunity for greater participatory culture. Before the Internet, the crowd was typically broadcasted information, but now the crowd can contribute to the conversation. This greater accessibility has led to more power in the hands of the user. The growing phenomenon of user-generated content brings up the issue of copyright laws. However, technology has changed the way younger generations communicate, create, and express. Tools of creating have become tools of speech. Greater access to technology has led to the celebration of amateur culture. The free culture movement is a social movement that promotes the freedom to distribute and modify creative works in the form of free content by using the Internet and other forms of media. This movement objects to overly restrictive copyright laws. It is important to note, however, that the idea behind free culture is not taking another work as a whole and receiving credit for it. However, restricted access arguably leads to restricted creativity and speech. According to Lessig (2003), "Just at the time digital technology could unleash an extraordinary range of commercial and noncommercial creativity, the law burdens this creativity with insanely complex and vague rules and with the threat of obscenely severe penalties" (p. 19). The consumer has

become the producer. The cost of technologies, such as hardware and software, were once so high that they were reserved for professionals, but now are available to enthusiasts.

The problems of the world are too big for a select few to solve. However, when we break down the tasks and challenges and spread the work throughout participants it becomes a more manageable scenario. An example of this is the cooperation without coordination of the GitHub, which is a web-based hosting service for software development projects that use the Git. Linus Torvalds created Git, and he was also the principle force behind the development of the Linux kernel. In software development, Git is a distributed revision control and source code management system. Basically, a version control system is software that has the ability to manage and track changes that occur to any document that is in a given project. A key benefit of distributed version control is being able to have several people working on the same document at once. These workers can work individually without being connected to a central network, and then they can just push to the project when they are ready. This is a collaborative system that pulls the best work of the collective for the best final result. When there is no longer need to control the situation, but work towards a common good collectively, it allows space for change and innovation. Civil society organizations need to shift their focus off of their organization and focus their efforts on their networks. According to Shirky (2010), "In comparison with the previous age's scarcity, abundance brings a rapid fall in average quality, but over time experimentation pays off, diversity expands the range of the possible, and the best work becomes better than what went before" (p. 51) Using previous knowledge and movements such as open source software, and using collective intelligence is going to bring significant change in regard to the how to use the Internet for social good.

Defining the Volunteer

An aggregated volunteer community is a collection of free agent volunteers who are donating their time and talents for civil society organizations. This community of volunteers may use their time and talent for multiple organizations at once depending on their desire to volunteer, and the needs of the civil society organizations. People born between 1978 and 1992 are typically referred to as Millennials. They are the generation that grew up with volunteerism as part of their norm. It is also important to include the behaviors and influences of the Millenials because they are the volunteers of the nonprofits and civil society organizations. Kanter and Fine (2010) state, "Millennials' passions are fluid; they will support organizations at certain times when moved to do so, and then they will go away. To adapt and survive, organizations will have to become more flexible and accepting of this reality" (p. 15). This is very important because a fluid online community of aggregated volunteers could potentially help serve multiple organizations with a group of passionate volunteers. It is important to think outside the traditional way of engaging and retaining members. Another way to think about the aggregated volunteer community is to think of an organized group of free agents. In older models, fundraising required at least a staff and funding, but today a caring free agent does not require those things to organize social good. Kanter and Fine (2010) state, "Millennials, with their passion for causes and fluency with social media, are also a part of a powerful new force for social change called free agents. Free agents are individuals working outside of organizations to organize, mobilize, raise funds, and communicate with constituents" (p.15). An aggregated volunteer community online will provide a space that utilizes the behaviors of Millenials in regard to their fluidity, and allow for easy access in and out of causes. The social and interactive aspect of the online space will also be user-friendly to Millenials because of their familiarity with

social media, such as Facebook and Twitter.

There have been times throughout history that the increase of individual's free time has changed the use of cognitive resources. For example, during the first decades of the Industrial Age people were adjusting from rural living to urban living, and to cope with this they began the Gin Craze. These radical changes in environment caused people to deal with this new way of living. Shirky (2010) states, "The increase in both population and aggregate wealth made it possible to invent new kinds of institutions; instead of madding crowds, the architects of the new society saw a civic surplus, created as a side effect of industrialization". (p. 4) Individuals had more free time and needed an outlet for that free time. In present time, it could be argued that greater access to the Internet has created a surplus of our cognitive resources. According to Shirky (2010), "When you aggregate a lot of something, it behaves in new ways, and our new communications tools are aggregating our individual ability to create and share, at unprecedented levels of more" (p. 25). One of the goals of this study is to find ways to use the cognitive surplus of people, and harness their talents and skills for social good.

Needs of Volunteers

The motivators of the volunteers will be a key factor in the success of developing and maintaining an active community in an online space. The primary motivator for other successful collective intelligence sites is monetary gain. However, there will be no exchange of money on this final aggregated volunteer community site, so the challenge will be identifying the motivators of participation of the volunteers. Some potential motivations may be participating in a community for social good, working on creative skills with peers' feedback, and potential benefits of networking. According to Zhao and Bishop (2011), "Individuals build identities and reputations while participating in community practices, and are further motivated to contribute

by recognition from the community" (p. 703). Other motivations include public recognition of one's time and talent. It is crucial for organizations to show gratitude to their volunteers.

Volunteers are a crucial component in the functioning of civil society organizations. Many civil society organizations could not survive without the commitment from their volunteers. Hamburger (2008) states, "Online volunteers work in many different ways, including running online projects, translating important materials from one language to another, offering legal support, designing websites which help populations in need, creating study materials for online use, etc." (p. 546). However, many volunteers may eventually suffer from fatigue or volunteer burnout. This burnout could be from a variety of factors. I will be discussing burnout that is attributed to volunteers feeling like they have no voice, and the idea of role ambiguity within an organization. Allen and Mueller (2013) concluded, "Specifically, this finding suggests that rather than directly affecting volunteers' intentions to quit, a lack of voice and role ambiguity appear to increase feelings of burnout through depleting volunteers' cognitive and emotional resources" (p. 149). These findings are significant because they directly affect the assumptions made for the final online space for the community of volunteers and civil society organizations.

The idea behind creating an aggregated volunteer community online is rooted in the idea that if more people do little acts, then great changes can happen. When communities try to accomplish tasks in a Cathedral model there are fewer equal participants, and there is a hierarchy established in regard to decision-making. This type of model contributes to an inordinate amount of time and energy problem solving because it is controlled by the few rather than the majority. However, the Bazaar model is when the problem is developed over the Internet in view of the public, and this allows for more experimentation, scrutiny, and public testing. The Bazaar model

involves giving up control, and changing the flow of a top-down, bottom-up design solution. The Bazaar model was adopted by existing open source and free software projects, and led to the success of projects such as Mozilla. Raymond (1999) states, "It's fairly clear that one cannot code from the ground up in bazaar style. One can test, debug and improve in bazaar style, but it would be very hard to originate a project in bazaar mode" (p. 47). Obviously, there will need to be pre-determined designs and applications on the website that encourage, rather than hinder, the interaction between the organization and the crowd. The fewer cognitive resources the volunteers and CSO representatives need to use to figure out the purpose and function of the website, the more they can focus their energy on problem solving. According to Hamburger (2010), "It appears that the fact that information can be exchanged efficiently, encourages many very busy people who would otherwise not have time to become serious online volunteers or would drop out at an early stage" (p.551). Creating an online space will provide an opportunity for volunteers to have more control over their time, but still fully commit to civil society organizations. Zhao and Bishop (2011) state, "Participation in peripheral tasks gives new members opportunities to access community resources and interact with other members" (p.711). This community needs to be interactive and allow the space for people to participate. Initially, volunteers may stay in the peripheral spaces but will naturally move inward. This natural and gradual moving of volunteers will allow more time for the volunteers to find their role and their level of participation in the community.

Defining Civil Society Organizations

It is not the goal of this study to cater to any one civil society organization, but to help create an environment that multiple civil society organizations can use to communicate to an aggregated volunteer community online. Civil society organizations (CSOs) emerged in the

1990s as increasingly influential actors in national development. In one area in particular—the provision of basic services—CSOs have in many countries assumed a major responsibility. There is also the matter of the CSO, and their role on the website. Many civil society organizations are tight on budget, and they may have limited numbers of employees that perform a variety of functions. However, in order to thrive or survive an organization must have a presence on the Web, and have the proper tools to effectively communicate their message. According to Lemish and Caringer (2012), "Development of a horizontal/lateral management style fosters collaboration and democratic decision-making, values process as well as product and defines the roles of the Communicator as the leader and facilitator" (p. 201). Many of the representatives of CSO will not have the same training in communication, depending on their background and the size of their organization. According to Xhao and Bishop (2011), "In order to build a successful online learning community, it is necessary to design a technical environment that enables both learning activities and a reification of learning outcomes to coexist" (p. 731). The final aggregated volunteer community online will need to take into consideration the limitations and restrictions of civil society organizations. The Phase 3 website will need to be functional and user-friendly for the civil society organizations as well as the volunteers.

Website Case Studies

Other websites, such as Wikipedia, have found success with the concept of the audience monitoring the dialogue and information on the site. Allowing the crowd to monitor itself allows for a more democratic process, which allows for more open discussion. If the volunteer feels that they are not contributing in a free and safe space it will cause hesitation in their participation. An example of a website that uses the intelligence of the crowd is Wikipedia. Wikipedia is a

collaboratively edited, multilingual, free Internet Encyclopedia that is supported by the non-profit Wikimedia Foundation. Wikipedia is an example of what the audience can contribute in regard to a greater cause. Interestingly, the Wikipedia community is described as 'cult-like' and the members that contribute a great deal hold Undergraduate, Masters, and Ph.D. degrees. It is worth noting that Wikipedia has evolved from its original position of not having an administrator, to having one that is in good standing with the online community. According to Wikipedia Protection Policy on 2-18-14, "Unlike traditional encyclopedias, Wikipedia allows outside editing: except in particularly sensitive and/or vandalism-prone pages that are "protected" to some degree, even without an account readers can edit text without permission." (2014) This community needed to find a way to keep functioning without creating a top-down management system. There are administrative members, however, the community is where the power truly lies.

Threadless is an online t-shirt company that crowdsources the design process for its products through an online community. Their business model is a peer-vetted creative production approach. According to Brabham (2013), this type of crowdsourcing is "Ideal for ideation problems where solutions are matters of taste or market support, such as design or aesthetic problems" (p. 45). This model works because of the top-down and bottom-up design operation. Threadless falls into the top-down category because it tasks a crowd with creating and selecting creative ideas, and the online crowd provides the bottom-up solutions. However, this approach does limit the interaction between the decision maker proposing the task and the crowd that will provide the solution. In order for the two-way flow of information to work, the space created online has to be an open space that is free from top-down censorship. According to Kanter and Fin (2010), "Only by letting go and throwing off the yoke of control can organizations unleash

the power and creativity of many people to do amazing things on their behalf" (p. 65). This concept is just like the Bazaar model established in the software world in regard to the idea of many people contributing to the solution versus a top-down model. The success of this project will rely on the community of volunteers, and the diverse perspectives will help provide innovative and cost effective solutions to organizations. It is worth noting that the web creator can write code that will prevent obstructive spam that could deter the volunteers from participating in a discussion or with each other. However, it is very important for an organic community to actively participate by providing a space free from administrative censoring or monitoring.

One of the most polished websites reviewed for this study in relation to connecting volunteers and organizations was volunteermatch.org. This site is designed to connect volunteers based on their location or on their preferred cause. I have attached a task analysis of volunteermatch.org to the Appendix C of this study. One of the defining characteristics of this site is that there is not an easy way for volunteers to communicate and interact with other volunteers in their communities. On this site there are lists of organizations near the user that she can volunteer for, but she'll need to contact the organizations to start to help. Another observation is that there is not a community board on the website, but members have created discussions on social media to communicate. However, on this volunteermatch.org there are several steps in-between connecting the volunteer and cause. This is important in regard to cognitive resources and the peripheral positions members typically take when first engaging in a new community. The site does a good job in determining users' skills and how they can connect to an organization, but it does not take into account the potential of creating a community that uses the site as a portal that connects volunteer and organization.

Communication Tools

This study is going to use the research and data collection to determine a final space to be created in Phase 3 of this project that will be considered a networked non-profit for civil service organizations and volunteer communities. Kanter and Fine (2010) define Networked Nonprofit as, "They are easy for outsiders to get into and insiders to get out of. They engage people in shaping and sharing their work in order to raise awareness of social issues, organize communities to provide services, or advocate for legislation." (p. 185). However, the website created in this study is a democratic space that does not have one owning organization, but a collective effort. It is important to understand that the power is shifting from organizations to individuals.

Social media can be a very powerful tool. It gives an individual the power to connect with other individuals and create their own network. The volunteers' network is going to be a powerful force in volunteerism. This study is not suggesting that social media or a website can replace humans in the field contributing to society. However, this study is suggesting that tools such as Facebook and Twitter, can be used to mobilize people for social good. For example, a community of aggregated volunteers can engage their family and friends with a cause that is important enough to them that they put out a call to action to their networks. According to charitywater.org, charity:water is a non-profit organization bringing clean and safe drinking water to people in developing nations. One hundred percent of their donations from the public go directly to water projects. Kanter and Fine (2010) provide the example of the non-profit charity:water in their book to describe how Twitter can be very powerful. However, they also discuss how charity:water did not try to control the media coverage and the message produced by their members. If a user was passionate and wanted to put on an event to raise money for charity:water she was encouraged. It was the use of multiple platforms, and traditional media

coverage that made their event such a worldwide success. The 2009 Twestival brought together 202 cities around the world for one cause, and it raised $250,000 that went directly to water projects. Free agents can use social media to power decentralized networks of individuals volunteering their time and talent to self-organize small events around the world. The very nature of social media is the free flow of information without censorship or monitoring from a top-down administrator. It is important to note that organizations should not be broadcasting from their volunteer network. The practice will not be successful, because authenticity is important. People will be able to tell the difference between a marketing tactic and the genuine conversation of their peers.

There are endless options for creating a website for an aggregated volunteer community. The amount of an organization's budget and the talents of its staff may, however, create limitations. However, the tool chosen for this study was a Joomla site. Joomla is an open source content management system, and it is available to everyone under the General Public License (GPL). One of the advantages of using Joomla is that it is a content management system that can be easily maintained by more than one participant. This is important because of the turnaround that may happen within an organization. Joomla is also designed for easy use, so with basic training anyone can figure out how to use the system. However, many organizations may need a web volunteer for the initial set-up. Joomla has templates that are already designed, and there are additional extensions to cater to the type of site that is suitable for each organization. For this study, the design mocks for Phase 2 were created with the extension JomSocial to be used for the social interaction aspect of the site. This extension can work with any chosen template to create an online community. It is important to understand that there are constant updates and upgrades to software and website templates. It is also important to understand the needs of the community

being served so adjustments can be made accordingly. JomSocial is not a free extension, and

currently there is a fee for hosting. However, if an organization has more technical resources and

access to web designers and technical experts, they might be able to take advantage of free

community building extensions like Community Builder. There are other website providers such

as Drupal, Wordpress, etc, that could also support many vital functions. However, Joomla was

chosen because of its open-source availability of user-friendly social extensions, and because it is

a content management system. Any additional features that are needed to successfully build an

aggregated volunteer community can be coded into the site.

METHODS

This study is a quantitative and qualitative analysis to understand the interaction between volunteers and civil society organizations in regard to technology and social media. Survey #1 was designed for participants that could be potential volunteers. This survey is designed to collect the perspective of individuals' attitudes and behaviors in regard to volunteerism. Survey #2 was designed for representatives of civil society organizations to get an understanding of their practices involving volunteer communication, recruitment, and retention. Also, the survey is designed to collect information regarding their organization, and their need for volunteers. A copy of survey #1 and survey #2 are attached in the appendix of this paper.

Survey #1 is designed to collect information from participants of the age 18+ to get an idea of perspectives of different age groups. The survey was distributed as an online survey via a Google Docs form. The survey was originally shared on Facebook, after the approval from the Human Subject Review Committee at SIUC. The beginning of the survey collects the participant's socio-economic information, age, and education level. The survey is designed to get an idea of the amount of access to technology the participants have in regard to physical devices and the frequency with which they use social networking sites on those devices. This is an attempt to collect the social media habits of the participants, and to understand their networks. In order to better understand the participants' attitudes and behaviors, participants are asked a series of questions regarding volunteerism. A Likert scale is used to gauge the participants' responses. After the attitudes and behavior section there is a section for inventory questions. These questions are 'yes', 'no', or 'I'm not sure' questions. These questions are designed to collect information on how the participant is involved in volunteering and to what degree. The survey ends with an open-ended question to allow the participant to add any comments regarding

volunteering or civil society organizations in their community.

Survey #2 is designed to collect information from representatives of organizations that identify themselves as Civil Society Organizations, Non-Profit, and Non-Government Organizations. The survey was distributed as an online survey via a Google Docs form. The survey was originally shared on Facebook and emailed to potential participants, after the approval from the Human Subject Review Committee at SIUC. The beginning of the survey collects general information about the organization. This is an attempt to categorize organizations in regard to size, age, and geographical location. This survey is designed to primarily understand how the organizations communicate with their volunteers, and the role that volunteers play in their organization. The survey also collected information regarding the social media habits of the organizations, and to understand their networks. There are multiple choice questions for which the participant can select 'yes', 'no', or 'I don't know' answers, but there are open-ended questions as well. These questions are designed to collect information on how the organizations are communicating with volunteers today, versus how they communicated before greater access to the Internet. The survey ends with an open-ended question to allow the participant to add any comments regarding volunteering or civil society organizations in their community.

RESEARCH QUESTIONS

1. Can increase interaction between volunteers and civil society organizations online produce social good?

2. Do civil society organizations provide opportunities for volunteers to interact with the organization?

3. Are volunteers' cognitive resources being used to figure out how to participate in an organization?

4. Are volunteers' cognitive resources being used to provide organizations with their talents and time to promote social good?

5. Can civil society organizations benefit from an online aggregated volunteer community?

RESULTS

58 participants between February 18, 2014 and March 4, 2014 completed survey #1. This survey was shared on Facebook, and the only requirement was the participant had to be 18 or older. Participants in over 10 states completed the survey, and 62% of them were between the ages of 27-40. Seventy-two percent of the participants were female, and 28% were male. The majority of the participants had completed post-secondary education, with participants holding undergraduate degrees at 36%, and graduate degrees at 36%. For a full list of the socio-economic data please see Appendix A.

There was a section on the survey designed to glean an understanding of the participants' habits with social media and their access to technology. Forty-three percent of the participants use their smartphone to access social media, and 34% use their laptops and desktop computers to access social media. Smartphones were also the device the participants most frequently used with 84% usage. There was a mix on the use of the Tablet with 33% using it frequently, 22% using it sometimes, 17% using it rarely, and 28% using it never. The laptop and desktop computer were also frequently used with 59%.

In regard to social media, Facebook is the most frequently accessed. Eighty-eight percent of the participants said they 'frequently' access Facebook, 7% said 'sometimes', and 5% said they 'never' access Facebook. Twitter had a mix of users with 45% saying they never use Twitter, while 17% said 'frequently', 21% said 'sometimes', and 17% said 'rarely'. Instagram was also a mix of results with 22% of participants said they 'frequently' use Instagram, 22% said they 'sometimes' access it, 19% said they 'rarely' access it, and 36% of people say they 'never' use Instagram. Snapchat had 64% of participants 'never' using Snapchat, 10% said they 'frequently' accessed Snapchat, 9% said 'sometimes' and 17% said they 'rarely' accessed

Snapchat. Vine had 72% of the participants never accessing Vine, 22% said they 'rarely', 5% said they 'sometimes', and zero participants said they 'frequently' use Vine.

According to the data from Survey #1, 84% of the participants check their email daily, and 78% of the participants receive email notifications on their mobile phones. However, only 66% of the participants receive social media notification to their mobile phones, and 33% said they do not receive notifications. Fifty-seven percent of participants are currently signed up for notifications and updates from civil society organizations, and 43% are not signed up to receive notifications.

To summarize the analysis of the access to technology the majority of the participants use mobile technology on a daily bases to access their emails and their social media. This group of participants primarily frequents Facebook. However, it should be noted this group of participants was 18 and older. If an organization is interested in communicating and sharing with volunteers younger than 18, there should focus on social media such as Instagram and Vine. The data indicated that the participants primarily use mobile technology, and this should be a consideration in the information organizations share, website design, and the frequency organizations share with their volunteers. In order to successfully reach volunteers it is important to have a decentralized approach to sharing information.

During the attitudes and behavior section participants provided their input on volunteerism. A Likert scale was used to gauge the perspective of the participants. For a full list of the results please see the Appendix. The participants either strongly agreed or agreed with the statement, 'I feel volunteerism is an important way to contribute to society', 76% strongly agreed volunteerism is important, and 22% agreed it was important. Forty percent of participants disagreed with the statement, 'I feel like I can't make the time commitment to volunteering', and

16% strongly disagreed. However, 19% agreed and 9% strongly agreed that they feel like they can't make time. In regard to the statement, 'I don't feel like I know how to become involved with civil service organization', there seems to be a divide with 36% of the participants agreeing, and 33% of the participants disagreeing. However, according to the data 41% of the participants disagree with the idea that they have confusion about their role once they volunteer for an organization. Only 3% strongly agree with the idea that they have confusion about their role, 16% agree and 28% felt neutral about feeling confusion. Forty-five percent of the participants did not find it difficult to communicate with other volunteers in the organization. 7% strongly agree, 10% agree, 28% felt neutral, and 6% strongly disagree with the statement, 'I find it difficult to communicate with other volunteers in the organization. In regard to communicating with decision-makers of an organization, participants had a mix of answers. Thirty-three percent of participants were neutral and 33% disagreed with the statement that it was difficult to communicate with decision makers. There is not much clarification for the statement, 'I feel like I use a lot of my time and energy just to figure out how to participate. Five percent of the participants strongly agree, 31% agree, 17% felt neutral, 31% disagree, and 16% strongly disagree.

The behaviors and attitudes section indicate the participants' personal perspectives regarding volunteerism. The analysis suggests that participants were more confused about how to initially become involved with an organization than figuring out their role once they began volunteering for that organization. Organizations need to create a space that allows for people to become easily involved if they are interested in participating. This website needs to be a user-friendly, transparent, and clearly communicated website. The majority of the participants did not feel confusion about their roles once they joined an organization. However, it is important to

have the organization and the online space cater to the volunteers because this will ensure that they are not using their cognitive resources to determine their roles. This will also allow a natural flow of volunteers to move from the peripheral spaces to a more active central space. There appears to be a mix of responses regarding communicating with volunteers and decision-makers with in organizations, and this suggests a selection of people are not communicating. Arguably, the participants that are familiar with the organization or have been volunteering for a long time may not find it difficult to communicate with others in their community or decision-makers within the organization. However, in order to establish a volunteer community, participants must have equal access to an online space to allow communication among all the players. Organizations need to create a space that does not drain the potential volunteers of their time and energy. The data does show a split between participants that felt they use a lot of time and energy to participate. This should indicate that there is an untapped potential volunteer force for social good. Ninety-eight percent of the participants either strongly agreed or agreed that volunteerism is an important way to contribute to society. Humans innately want to help and to give. However, even though 56% of the participants said they do feel like they can make the time commitment, there is 28% that felt they could not make the commitment to volunteering. This is another indication that time is precious, and organizations needed to use the volunteers' time wisely. There is the dedicated volunteer that uses her time and energy just to figure out how to become involved. However, there is this underutilized resource of participants that want to be involved that feel that volunteerism is important, but struggle determining how to become involved and committing their time.

The inventory section of the survey was a series of 'yes', 'no', and 'I don't know' questions to get a better understanding of the volunteers. Sixty-nine percent of the participants

indicated they volunteer, and 29% said they do not volunteer. The majority of the participants, at 43%, stated they volunteer 1-3 hours a month, but 33% of participants stated they volunteer zero hours a month. Sixty-nine percent of participants volunteer at physical places during an event, and 64% volunteer their services and talents when they volunteer. When asked if they want to volunteer more, 72% of the participants said 'yes', 15% said 'no', and 14% said 'I don't know'. Fifty-three percent of participants do not donate money online, and 45% of the participants do. In regard to using social media to promote volunteerism, 59% of participants said they do use social media and 40% said they do not promote on social media. When asked if the participants share their volunteering activities online or with social media, 52% participants said 'no', and 36% said 'yes'. Although 98% of participants think volunteering is important, only 67% state they have time to volunteer, and 26% said they do not have time to volunteer. Fifty percent of the participants indicated they do not feel overwhelmed by the time commitment to volunteering, but 36% of participants do feel overwhelmed. The majority of the participants feel a sense of community when they volunteer, with 83% of the participants replying 'yes', and only 2% said 'no.' Interestingly, 90% of the participants said they tend to volunteer more if they know an individual or a friend will be there. When asked if they feel pressure to volunteer, 59% of the participant said 'no', but 40% of the participants said 'yes.' Forty-seven percent of participants said 'yes' to the question, 'Have you ever felt it was difficult to figure out how to communicate with an organization about volunteering or participating?' and 40% said 'no.' When asked if they would volunteer more if they could determine how they wanted to volunteer, 78% of participants said 'yes', and 17% said 'no.' Figure 1 displays the select results from volunteer survey, where the participants overwhelming answered yes. Figure 1 shows indications of some key considerations when making design assumptions on your website.
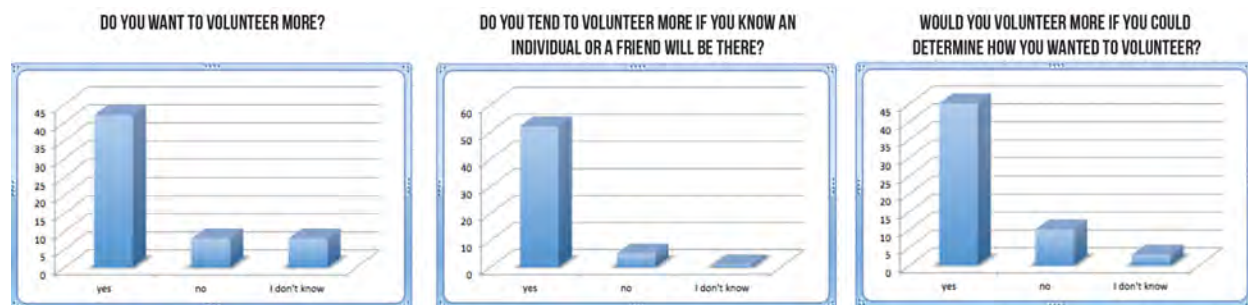
Select Results from Volunteer Survey

Figure 1. Select Results From Volunteer Survey

To summarize the inventory questions analysis: there needs to be more choice and more community for the volunteers. It is clear that volunteering is important to the participants, and they would like to volunteer more. There seems to be a hesitation with time commitment, and lack of control over determining how they volunteer their time. One of the anonymous participants stated, "I would love to find a fitting opportunity to volunteer for something meaningful, but I have no idea where to start. The couple ideas that have been presented to me sound like lengthy time commitments. I would be more likely to volunteer if specific were listed, like a certain number of hours that different volunteering opportunities might involve. Detailed literature would be helpful." This statement embodies the idea behind this study. Volunteers, specifically Millennials, need information and transparency to help them determine their causes.

Survey #2 Results

Survey #2 was both a qualitative and quantitative analysis of the needs a perspective of representative of civil society organizations. This survey was shared on Facebook and individually emailed to some potential participants. Survey #2 received 7 responses, and all participants considered themselves a non-profit organization. The ages of the organizations range from 7 years to 164 years in operation. Some of the non-profits had other branches in the U.S.,

and some did not have other affiliate organizations. The goals of the non-profits ranged from sustainable disaster recovery, health, education, outreach to youth, and providing a safe space for suicide and crisis prevention. The non-profits are diverse in both age and agenda. However, they all agree that they need volunteers, and that they have active volunteers in their organization. The majority of the organizations use similar means of communicating with their volunteers now as they did before the Internet. Most of the participants use the phone or email to communicate with their volunteers. However, some do incorporate social media and traditional forms of media such as radio and newspapers when communicating with their volunteers. There seems to be benefits to communicating directly with the volunteers, either in person or on the phone. One hundred percent of the participants said 'yes', that having greater access to technology helped their outreach to volunteers. One hundred percent of the participants have websites and use social media to communicate with their volunteers. Seventy-one percent of the participants output a newsletter, and 71% of their volunteers congregate on a regular basis. When asked if the volunteers have a way to communicate with each other as a whole, 71% said 'yes', and 29% said 'no.' One hundred percent of the participants indicated that a platform for their volunteers to communicate with the decision-makers exists. A majority of these participants have experienced volunteer fatigue with their volunteers. Seventy one percent said 'yes', 14% said 'no', and 14% said 'I don't know' if their volunteers express volunteer fatigue or burnout.

The participants in this survey provided a variety of ways in which a person becomes a volunteer for their organization. For one organization individuals simply come to an event and sign-up, and on the other side of the spectrum one organization requires a 50-hour training session to volunteer. For the most part, the participants agree that there are established roles for the volunteers. However, one did mention that they were developing a more clear and

comprehensive list of volunteer roles. The responsibilities that are needed from the volunteers vary greatly. Here is a sample of some of the duties listed: building and ground maintenance, event organization, recruitment, facilitation of learning sessions, fundraising, general office, and outreach. Figure 2 displays the select results from representative of the civil society organization survey, where the participants overwhelming answered yes. Figure 2 demonstrates indications of some key considerations when making design assumptions on your website.

Select Results From CSO Survey
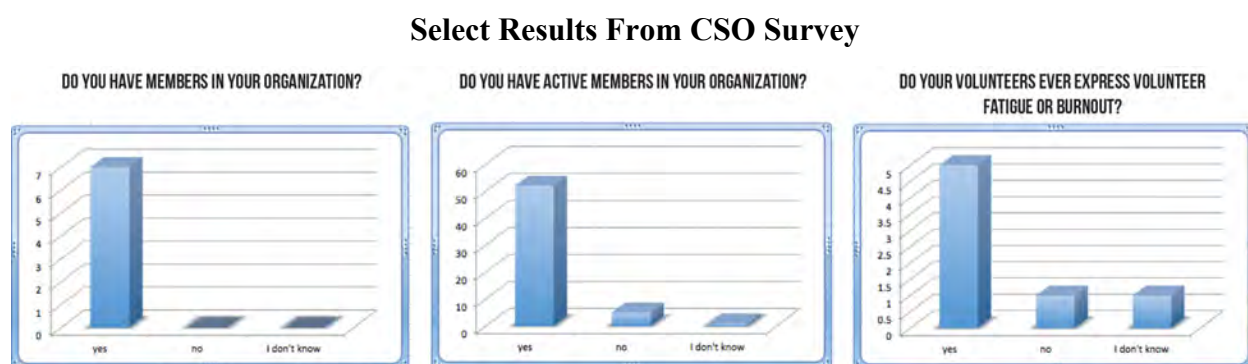
Figure 2. Select Results From CSO Survey

For a full list of responses please see the Appendix B. All of the participants have a designated person to mobilize their volunteers. Seventy-one percent of the participants indicate that they have noticed trends of their volunteers networking with each other. There seems to be a mix of ages that are considered active volunteers in these organizations. Based on the data, many of these non-profits are located in a college town, and typically have student volunteers. Word of mouth and individual networking seem to be popular forms of recruiting volunteers. In regard to online tools and media, many of the participants said they need new websites and would be interested in a more effective way of using social media. The majority of the participants receive feedback from the community by using online tools to provide feedback.

In the open-ended question of the survey the participants provided their comments in regard to the needs of their organization as they pertain to communicating with volunteers. The majority of the participants agreed on the idea that they need to expand their online tools to reach a broader audience. The main goal seems to be connecting and communicating with their community. There also seems to be a need from the organization with national branches to manage and have more freedom connecting with their local members. One participant stated, "Tools or resources for organizations like ours to manage non-fundraising volunteers is where I believe we lack."

Although this data is limited, it provides insight into the needs of non-profit organizations. All participants have a presence online, but feel like they need an improved space and a more effective social media plan. The goal seems to be about communicating, and they are using the tools that are available. All of these organizations have a variety of duties and responsibilities for their volunteers, and they communicate with their volunteers on a regular basis. However, some of the organizations do not have established roles, and this can lead to the misuse of the volunteers' cognitive resources. However, there are indications that volunteers of these organizations suffer from volunteer fatigue and burnout. Essentially, all of the non-profits are looking for budget friendly, effective ways to communicate with their volunteers to achieve their organization's goals.

Phase 2 is the completion of the following design mocks, and principles pulled from the data collected in this study. The personality personas that were used to illustrate the type of users that would be using the aggregated volunteer community website is attached in Appendix D. The following paragraphs and design samples are recommended guidelines when creating an aggregated volunteer community. It is important to understand that each site will have similar

basic functions, but it is important to acknowledge that there may be additional features that individual community sites may need.
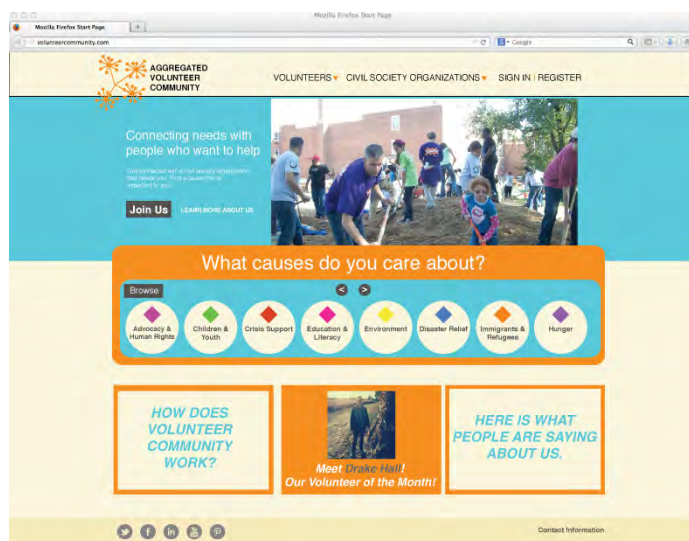

Figure 3. Home Page Screen Shot

The home page is the first impression and opportunity to introduce the space to both the volunteers and the civil society organizations. It is important to have a clean and simple interface so it is not draining on the potential user's cognitive resources. Please refer to Figure 3 for a screen shot of the Homepage design mock. The home page is the place to explain how this online space works for all players, because in order for the community to work it needs to be an open and transparent space. Limit the links, and make clear distinctions where volunteers should start and civil society organizations should start. Another important feature for the home page is a clean, accessible section to register and sign-in. The home page needs clear navigation so the user can find information regarding causes, how to get started, how to participate, organizations in her location, and resources for all players. For a larger view of the screen shots of the design mocks please refer to Appendix E.

Figure 4. Sign-Up Screen Shot

The process for signing up the volunteers and civil society organizations will be similar. Please refer to Figure 4 for a screen shot of the Sign-In page design mock. However, each participant will be providing different information in regard to what the services they need versus the services they can offer. When participants are first signing up it is important to not require too much information to join. The information that needs to be collected in order to start is the participant's name, email, zip code, and a password they will create. During this part of the process CSOs can also inquire if volunteers would like to receive newsletters if one is available. As a civil society organization it is necessary to not have duplicate profiles for the organization. It is also important to have a clear list of duties or services, and avoid vague terms, as this will make the volunteers more hesitant to participate. The sign-up process needs to be clear, easy, and effortless in order to insure that this step will not discourage anyone from joining.

Volunteers are more fluid and more concerned with causes instead of one organization. Causes need to be easily accessed by the user, and located on the home page as well as listed with their organizations in a different page on the site. The volunteers must also be able to filter through the causes based on their interest. This will insure that the volunteer is not spending too much time figuring out how to participate, but search based on the causes and the time commitment. Another feature will be listing the volunteering opportunity, and if that opportunity

is local in specific areas or a virtual opportunity that does not require physical presence. There

will be volunteers that are limited on their time, but based on their skills may be able to help with

certain tasks at their convenience. It is important to not have too much information when the

volunteer is first signing up, but allowing them the chance to figure out how the process works.

This will give the volunteer opportunity to move from the peripheral roles towards more central

roles at their discretion.
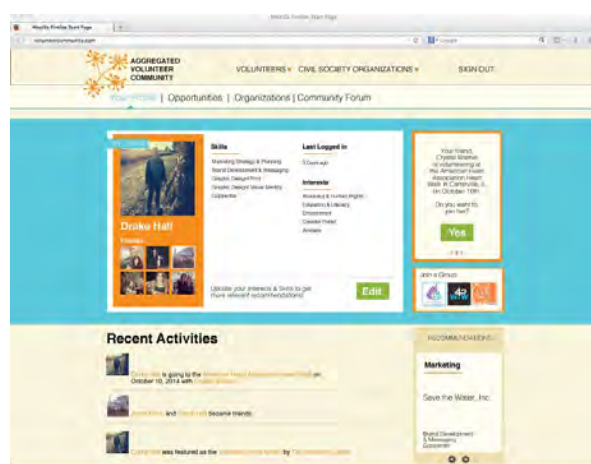
Figure 5. Volunteer Profile Screen Shot

Both the volunteers and the civil society organizations will have profile pages that will be

able to be viewed by anyone signed up as a member of the community. The volunteers and civil

society organization will be able to make friends with other members of the community. This

will allow for potential networking, but also promote communication on the site. Establishing

relationships with other members online will promote working together for offline activities. The

volunteer profiles will display volunteer skills, interests, and recommendation for causes,

activities, and friends in the community. Please refer to Figure 5 for a screen shot of the

Volunteer Profile Page design mock. The profile will also showcase any recommendation or

gratitude from organizations for which members have volunteered. The profile page will also

have easy navigation to opportunities, organizations, and events happening in the volunteers'

areas. This can also be the location to display information that organizations want to share with

the individual user, such as the events for which their volunteers' friends have signed up to

volunteer.

Figure 6. CSO Profile Screen Shot

The civil society organization profiles need to have contact information, mission

statement, and the people who are friends with the organization. The profile page is a chance to

tell the organization's story and engage volunteers. The CSO profile page will also have

resources such as webinars, links to informative blogs, and input from other CSOs and their

experiences. Please refer to Figure 6 for a screen shot of the Civil Society Organization Profile

page design mock. The civil society organizations' profile pages will also have a section in

which volunteers can provide reviews or comments about their relationship with the

organization. This is an opportunity to engage with other members of the community. It is

important to have the information carefully organized on the profile page to insure the volunteer

can easily determine how to become involved with the organization.

Figure 7. Community Forum Screen Shot

The success of this aggregated volunteer community will be the interactive aspect of the online space. There will be space on profiles to have two-way conversations without monitoring from an administrator. Please refer to Figure 7 for a screen shot of the Community Forum design mock. However, there will also be forums wherein the community as a whole can participate. These forums will be the space to have open discussions about improvements that can be made to the community, an organization, or a practice that could benefit social good. The discussion and comments can only occur by members of the community. This part of the website can be used to discuss events, logistics, and the personal opinions of the community.

LIMITATIONS

There are advantages to conducting this study's surveys online including finance and time. However, there are also limitations to this survey because of the distribution procedure, and the amount of time this survey was available. Both Survey #1 and Survey #2 were shared on a personal Facebook page, so the initial network was limited to 421 people. However, friends in that network shared Survey #1 with their friends in their networks. Arguably, it was shared with over 4,000 people in the two-week period. Another limitation with being online is the confirmation that each participate took the survey once, and they answered the questions confidently and honestly. A limitation of Survey #2 is that the sample size is very small, and doesn't provide enough data to make any connections or definitive conclusions.

CONCLUSION

In conclusion, based on the needs of civil society organizations and the volunteers defined in the study, creating an aggregated volunteer community online will promote social good. In the past there have been developments of technologies that have had promise of great democratic change. The Internet can be considered one of these technologies, in regard to allowing connection and communication without the barriers of space and time. The increase of access to equipment and software has brought about the availability to the non-professional, and has created the idea of the consumer becoming the producer. The cognitive surplus of individuals and the technologies available to more people have brought innovation and creativity to a crowd that in previous years did not have the capabilities. There are great benefits to using the collective intelligence of the crowd, and the potential for problem solving towards large issues. Just like the example found in the GitHub, issues are sooner resolved when there are multiple people working on a problem rather than in individual working on the problem. An aggregated volunteer community would work in a similar way to the community that works in a distributed version control system. Millenials are going to make up a great deal of the aggregated volunteer community online. This volunteer community's passions are fluid, and have more concern for causes versus a single organization. A fluid online community of aggregated volunteers can serve multiple organizations, and provide their talents and time to a cause. These volunteers can act as free agents, and work to organize, mobilize, raise funds, and communicate for civil society organizations through their networks. Volunteers can use their networks to promote causes that are important to them, which provide more weight to their message. Organizations need to release some of the control in order to benefit from the decentralized networks of their volunteers. People want to help and give back to society. There needs to be a space that allows

them to easily access information regarding volunteer opportunities. This space needs to be functional, but also designed to enhance the users experience and not drain their cognitive resources. Volunteers need more freedom to determine how they will contribute, and their time commitment. The online space also needs a two-way flow of information, and a dialogue among volunteers and the decision-makers of the civil society organizations. Other websites such as Wikipedia have found success by aggregating the collective intelligence of the crowd with limited monitoring by administrators. The idea of creating a democratic space that will benefit social good is the goal of this study. The success of an aggregated online community will come from utilizing the tools such as social media, and content management systems. Joomla is a tool that could serve both the volunteers and the civil society organizations. Joomla was chosen for this study because it is an open source content management system, and available to everyone under the GPL license. The Phase 3 site will provide the space for an aggregated volunteer community and civil service organizations to communicate. An aggregated volunteer community allows for multiple people working on a problem, which can alleviate the volunteer fatigue that was expressed by the participants of this study by having a central space listing the needs of the civil service organizations to provide the volunteers with more initial information. This easily accessed information can eliminate some of the fear of lengthy time commitments, but volunteers can still provide their talents and skills based on their availability. This online space will also allow for the volunteers to organically transition from the peripheral to more active central roles. This transition will allow time for volunteers to become more comfortable with the process, and also strengthen the volunteer network. Members of the volunteer community will create relationships online, and this will provide social good offline.

In regard to future research, this study would recommend a case study of Phase 3. A case study of a functioning final space would provide more definitive solutions to some of the issues when creating an online community. The case study would be able to analyze how volunteer members establish their roles in the community. This future research would be able to study the different behaviors of civil society organizations in regard to their practices of engaging their volunteers, and how they use the volunteers' cognitive resources. This Phase 3 case study would provide insight into the direction of the conversation, and how the flow of information will affect the relationships online, and how this will translate to social good offline.

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APPENDICES

Rachel Kubiak
**Edit this form**

58 responses

View all responses   Publish analytics

Summary

City, State

Dubuque, IA   Machesney park, illinois   Nashville, TN   marion,illinois   Marion Illinois
Dixon, Illinois   62905   Chicago, IL   Woodlawn, il   Madisonville,KY   Mt.Vernon, IL
Mt.Vernon   Salem il   Carbondale, Illinois   Illinois   Nason, Illinois   Santa Fe, NM
Charleston, SC   Benton, IL   Marion IL   Atlanta, GA   St. Louis, MO   Waltonville,
Illinois   Dallas, Texas   Bonnie, Il   Waltonville IL   Machesney park,il   Murphysboro,
il   Marion, IL   Carbondale, il   Machesney park il   Herrin, IL   Marion Il   Belle Rive,
IL   Murphysboro, IL   Denver, CO   Champaign, IL   Carterville, IL   Belleville, Illinois
Bonnie illinois   carbondale, il   Carbondale, IL   Carbondale, Illinois   Pikeville, KY
Roscoe, IL   Machesney Park.IL   machesney park, il   Cedar Falls, IA   De Soto, IL

What is your age?
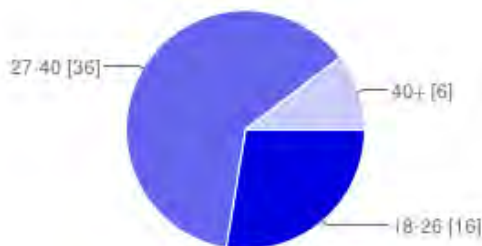
18-26	**16**	28%
27-40	**36**	62%
40+	**6**	10%

What is your gender?

| Female | **42** | 72% |
| Male | **16** | 28% |

What is the highest level of education you have completed?
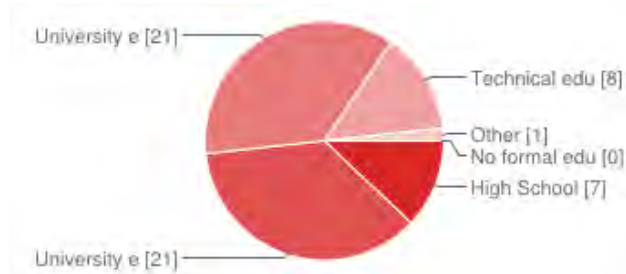
No formal education	**0**	0%
High School	**7**	12%
University education (undergraduate)	**21**	36%
University education (graduate)	**21**	36%
Technical education / Vocational Training	**8**	14%
Other	**1**	2%

Access to Technology

Which devices do you use to access social media?
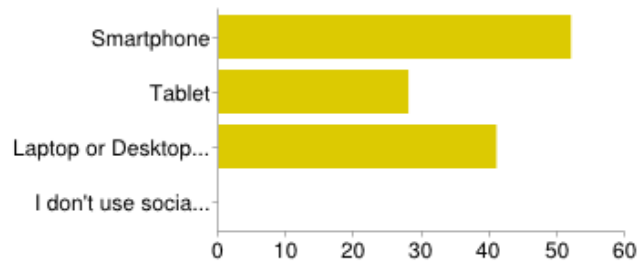
Smartphone	**52**	43%
Tablet	**28**	23%
Laptop or Desktop Computer	**41**	34%
I don't use social media	**0**	0%

Smartphone [How frequently do you use these devices?]
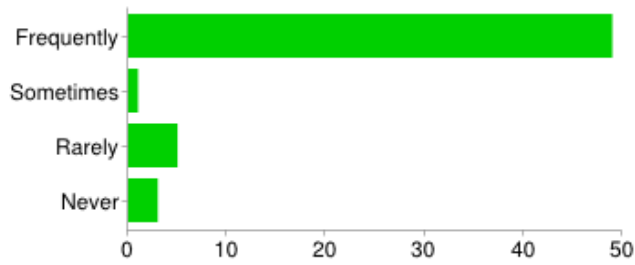
Frequently	**49**	84%
Sometimes	**1**	2%
Rarely	**5**	9%
Never	**3**	5%

Tablet [How frequently do you use these devices?]
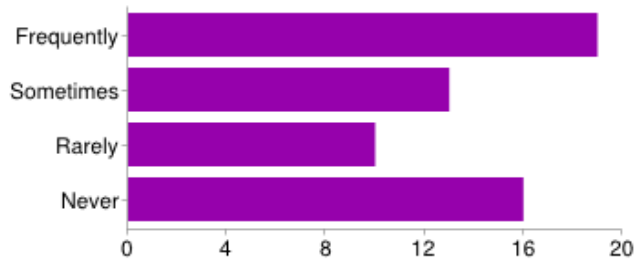
Frequently	**19**	33%
Sometimes	**13**	22%
Rarely	**10**	17%
Never	**16**	28%

Laptop / Desktop computer [How frequently do you use these devices?]
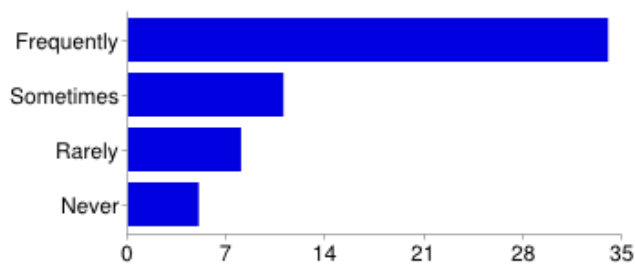
Frequently	**34**	59%
Sometimes	**11**	19%
Rarely	**8**	14%
Never	**5**	9%

Facebook [How frequently do you access social media?]
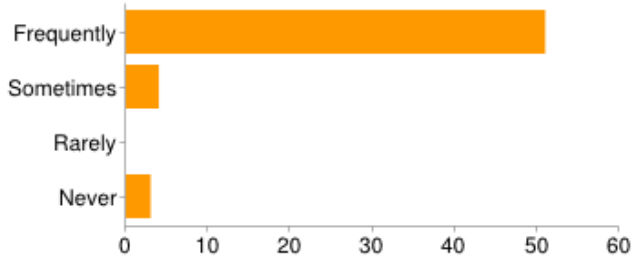
Frequently	**51**	88%
Sometimes	**4**	7%
Rarely	**0**	0%
Never	**3**	5%

Twitter [How frequently do you access social media?]
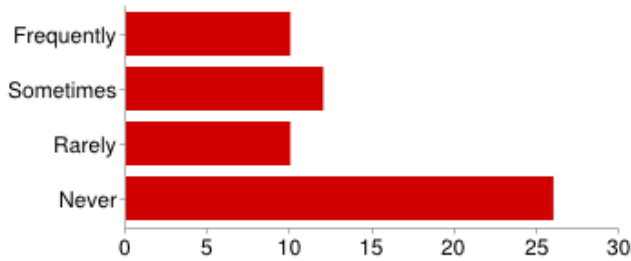
Frequently	**10**	17%
Sometimes	**12**	21%
Rarely	**10**	17%
Never	**26**	45%

YouTube/Vimeo [How frequently do you access social media?]
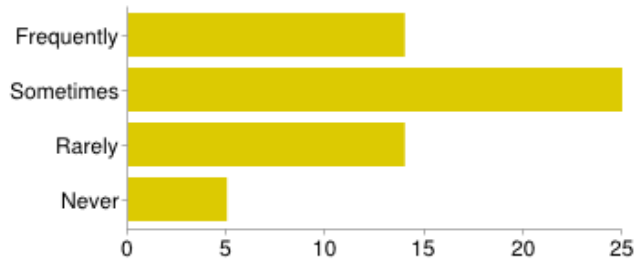
Frequently	**14**	24%
Sometimes	**25**	43%
Rarely	**14**	24%
Never	**5**	9%

Instagram [How frequently do you access social media?]
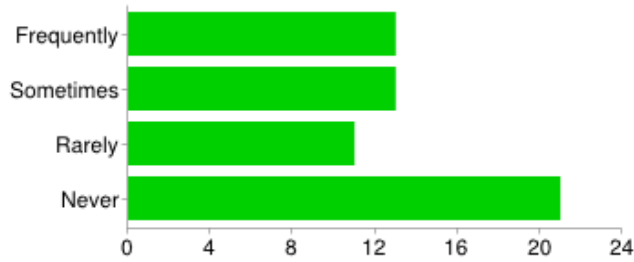
Frequently	**13**	22%
Sometimes	**13**	22%
Rarely	**11**	19%
Never	**21**	36%

Snapchat [How frequently do you access social media?]
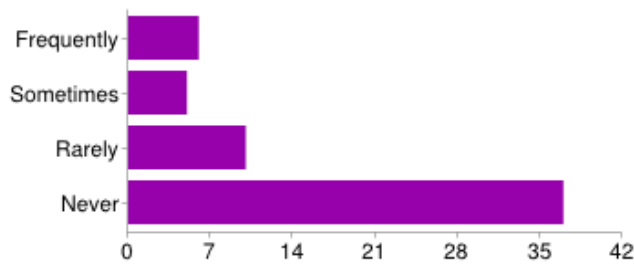
Frequently	**6**	10%
Sometimes	**5**	9%
Rarely	**10**	17%
Never	**37**	64%

Vine [How frequently do you access social media?]
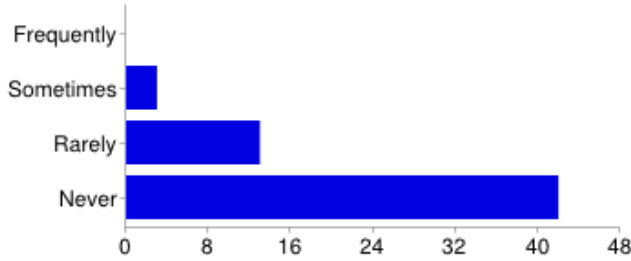
Frequently	**0**	0%
Sometimes	**3**	5%
Rarely	**13**	22%
Never	**42**	72%

How often do you check your email?
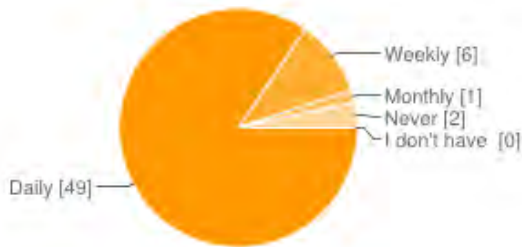
Daily	**49**	84%
Weekly	**6**	10%
Monthly	**1**	2%
Never	**2**	3%
I don't have email.	**0**	0%

Do you receive email notifications to your mobile phone?
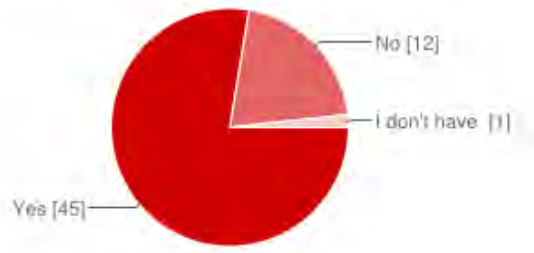
Yes	**45**	78%
No	**12**	21%
I don't have a mobile phone?	**1**	2%

Do you recieve social media notifications to your mobile phone?
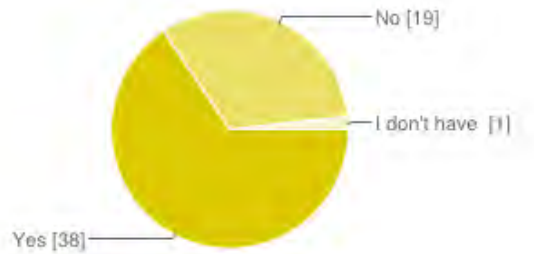
Yes	**38**	66%
No	**19**	33%
I don't have a mobile phone?	**1**	2%

Are you currently signed up for notifications and updates from civil service organizations, non-profit organizations, or local charities?
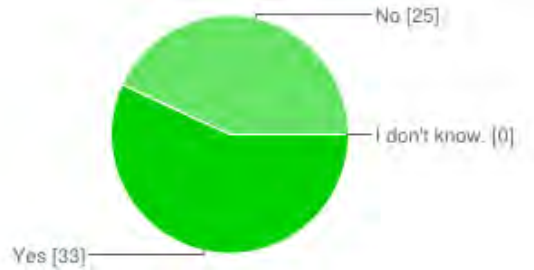
Yes	**33**	57%
No	**25**	43%
I don't know.	**0**	0%

Attitudes and Behaviors

Unnamed Row 1 [I feel volunteerism is an important way to contribute to society.]
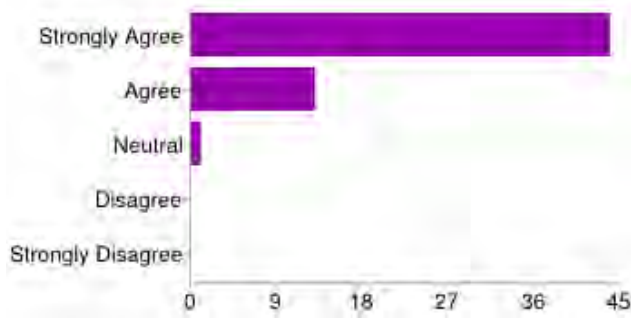
Strongly Agree	**44**	76%
Agree	**13**	22%
Neutral	**1**	2%
Disagree	**0**	0%
Strongly Disagree	**0**	0%

Unnamed Row 1 [I feel like I can't make the time commitment to volunteering.]

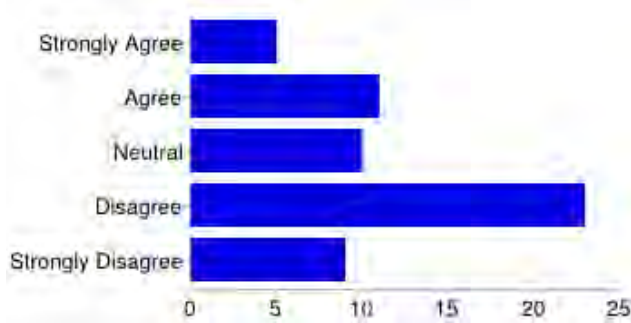| Strongly Agree | **5** | 9% |
Agree	**11**	19%
Neutral	**10**	17%
Disagree	**23**	40%
Strongly Disagree	**9**	16%

Unnamed Row 1 [I don't feel like I know how to become involved with civil society organzations.]
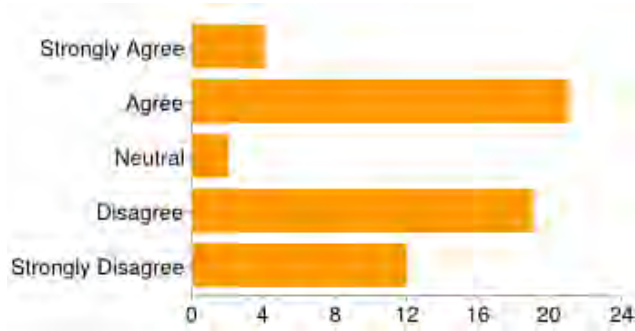
Strongly Agree	**4**	7%
Agree	**21**	36%
Neutral	**2**	3%
Disagree	**19**	33%
Strongly Disagree	**12**	21%

Unnamed Row 1 [I feel confused about my role once I volunteer for an organization.]

| Strongly Agree | **2** | 3% |

Agree	**9**	16%
Neutral	**16**	28%
Disagree	**24**	41%
Strongly Disagree	**7**	12%

Unnamed Row 1 [I find it difficult to communicate with other volunteers in the organization.]
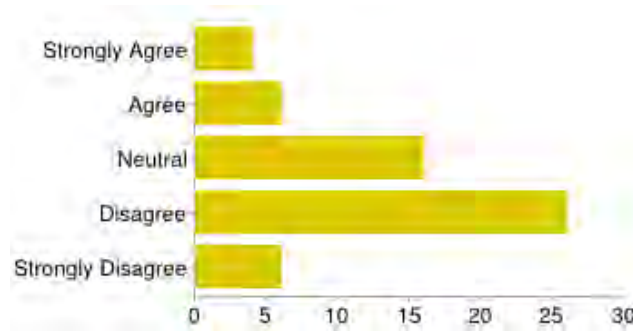
Strongly Agree	**4**	7%
Agree	**6**	10%
Neutral	**16**	28%
Disagree	**26**	45%
Strongly Disagree	**6**	10%

Unnamed Row 1 [I find it difficult to communicate with the decision makers of the organization that I am volunteering.]

Strongly Agree	**2**	3%
Agree	**10**	17%

Neutral	**19**	33%
Disagree	**19**	33%
Strongly Disagree	**8**	14%

Unnamed Row 1 [I feel like I use a lot of my time and energy just to figure out how to participate.]
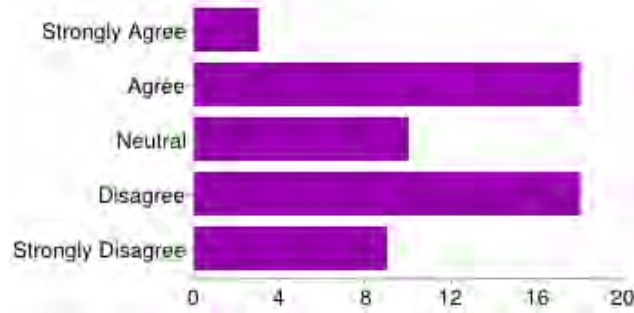
Strongly Agree	**3**	5%
Agree	**18**	31%
Neutral	**10**	17%
Disagree	**18**	31%
Strongly Disagree	**9**	16%

Inventory Questions

Do you volunteer?
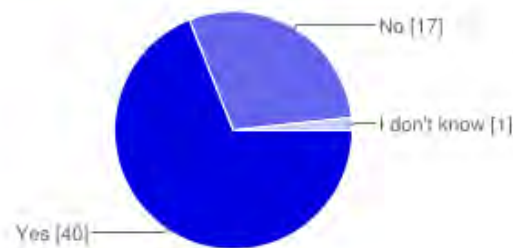
Yes	**40**	69%
No	**17**	29%

I don't know   **1**   2%

How many hours a month do you volunteer?
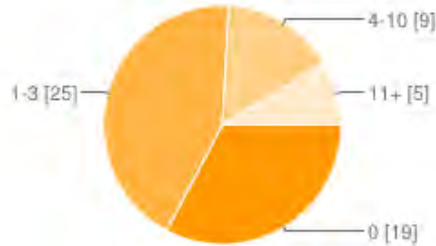
0	**19**	33%
1-3	**25**	43%
4-10	**9**	16%
11+	**5**	9%

When you volunteer, do you volunteer your time in a physical place during an event?
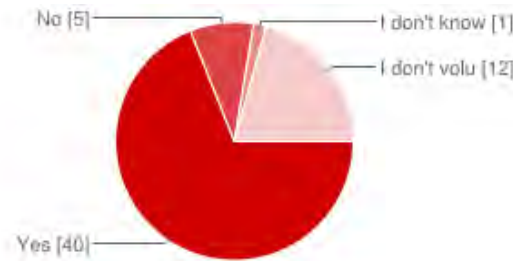
Yes	**40**	69%
No	**5**	9%
I don't know	**1**	2%
I don't volunteer	**12**	21%

When you volunteer, do you volunteer your services?
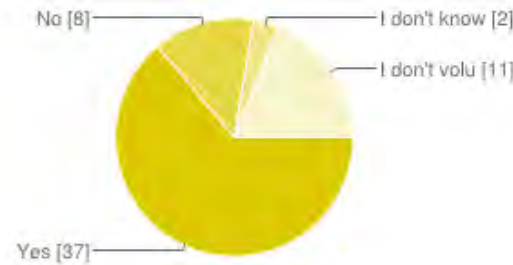
APPENDIX A

Yes	**37**	64%
No	**8**	14%
I don't know	**2**	3%
I don't volunteer	**11**	19%

Do you want to volunteer more?

Yes	**42**	72%
No	**8**	14%
I don't know	**8**	14%

Do you donate money online?
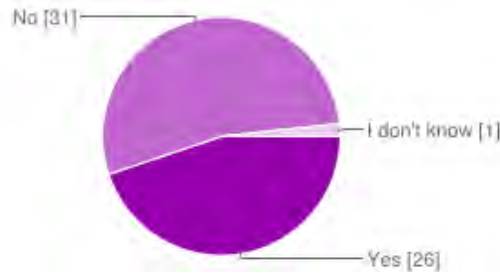
Yes	**26**	45%
No	**31**	53%
I don't know	**1**	2%

Do you use social media to promote your volunteerism?
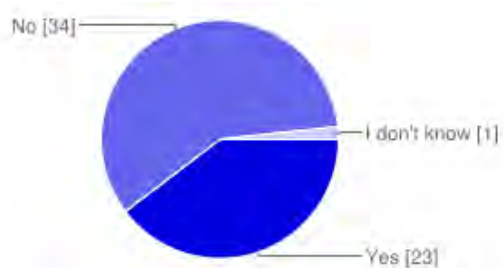
Yes	23	40%
No	34	59%
I don't know	1	2%

Do you share your volunteering activities online or with social media?
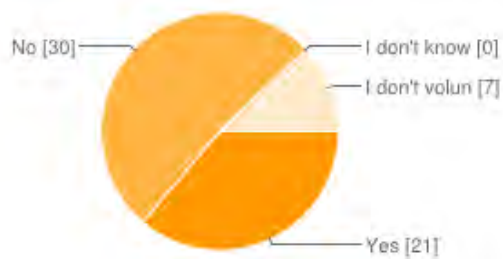
Yes	21	36%
No	30	52%
I don't know	0	0%
I don't volunteer	7	12%

Do you think volunteering is important?
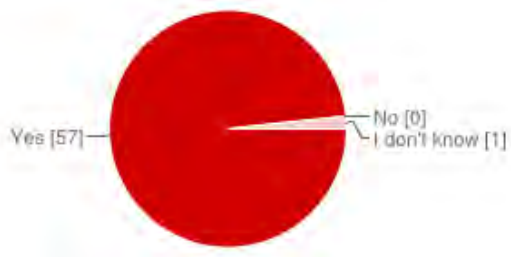
Yes	**57**	98%
No	**0**	0%
I don't know	**1**	2%

Do you have time to volunteer?
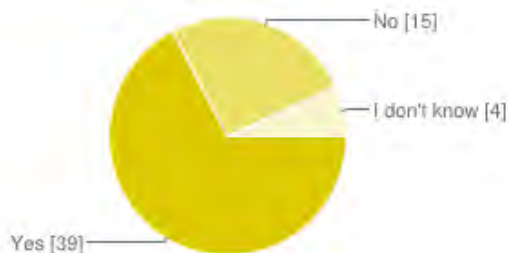
Yes	**39**	67%
No	**15**	26%
I don't know	**4**	7%

Do you feel overwhelmed by the time commitment to volunteering?

Yes	**21**	36%
No	**29**	50%
I don't know	**8**	14%

Do you feel a sense of community when you volunteer?
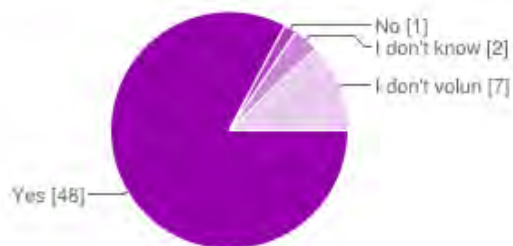
Yes	48	83%
No	1	2%
I don't know	2	3%
I don't volunteer	7	12%

Do you tend to volunteer more if you know and individual or a friend will be there?
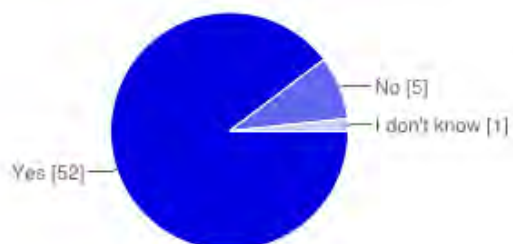
Yes	52	90%
No	5	9%
I don't know	1	2%

Do you ever feel pressure to volunteer?
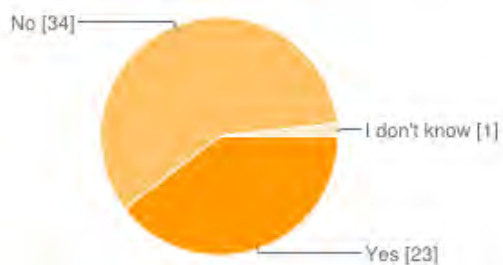
Yes	**23**	40%
No	**34**	59%
I don't know	**1**	2%

Have you ever felt it was difficult to figure out how to communicate with an organization about volunteering or particpating?
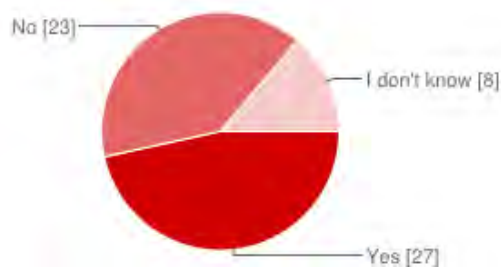
Yes	**27**	47%
No	**23**	40%
I don't know	**8**	14%

Would you volunteer more if you could determine how you wanted to volunteer?
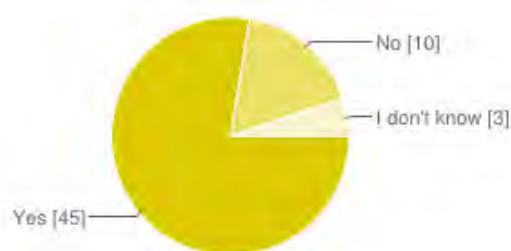
Yes	**45**	78%
No	**10**	17%
I don't know	**3**	5%

Open-Ended Questions

APPENDIX A

Finally, please give any additional comments on your thoughts and opinions in regard to volunteering.

Social network can help save time communicate during volunteering. This is a very good reminder.   Volunteers are vital to a community. There are tons of ways to volunteer, sometimes people just don't know how to connect to those opportunities.   I feel like more people would volunteer if it was promoted and more straight forward. Such as you can Help this cause by doing these three things and here is how to do those.   I volunteer most at church and most of the time it's not the time constraint that I have, but more of a financial constraint. I usually have more time to devote to something than I do money. But it seems more that organizations just want your money not your time.   I feel it's hard to know how to volunteer   My son (age 11) volunteers and is in the process of organizing a community event. It's something he enjoys and I think it's good for him.   I am an international student and rightnow my focus is to get my degree. But i strongly believe in volunteering for the community is very essential for the growth of a person and the society. Our priorities sometimes holds us back from volunteering. I am sure once i get out of college, i will definitely volunteer to contribute my part to my community.   I would love to find a fitting opportunity to volunteer for something meaningful, but I have no idea where to start. The couple ideas that have been presented to me sound like lengthy time commitments. I would be more likely to volunteer if specifics were listed, like a certain number of hours that different volunteering opportunities might involve. Detailed literature would be helpful.   I feel volunteering is rooted in the belief that we all want something better for our fellow human beings.   I feel as though I have time to volunteer but I don't feel as if I have ENOUGH time to commit to it.   It's a great way to give back and combated hatred and negativity in society.   I love to volunteer! I wish I had more time to volunteer. I am in a couple RSO groups that are committed to various volunteer organizations.   I am a public school educator and I feel like I volunteer at my job about 15 hours a week. This is what holds me back from volunteering at other organizations.   I think the time commitment is the biggest hindrance to me volunteering, but it is directly tied to financial security as well. I feel like the financially sound should be expected to volunteer while the broke should just try and make it through another day.

Number of daily responses

APPENDIX A

Rachel Kubiak
Edit this form

7 responses

View all responses   Publish analytics

Summary

Which of the following labels best describes your organization?

Civil Society Organization	**0**	0%
Non-Profit Organization	**7**	100%
Non-Government Organization	**0**	0%
Other	**0**	0%

City and State (of the organization)

Greensburg, KS   Champaign, IL   Carbondale, IL   Springfield, IL

How long has your organization be in operation?

90 years   1850's   70 years   70+ years   Since 1987   16 years   7 years

What is the main goal of your organization?

Sustainable Disaster Recovery   Community improvement, litter remediation, recycling promotion   We are a community center that provides meeting and event space for people of all faiths and beliefs with a focus on our values of social justice, environment, and spirit. train students in suicide and crisis prevention   "With a mission to SIUC students and an outreach to the wider area, we are a welcoming community committed to spiritual awareness that integrates peace, justice, and ecological sustainability."   To build healthier

lives free from cardiovascular disease and stroke   Education

Does your organization have other branches in the U.S.?

 no   We are an affiliate of the nationwide Keep America Beautiful program   No   Yes

Do you have members in your organization?
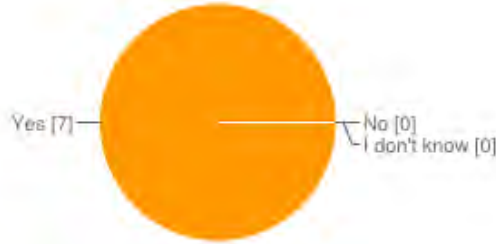
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Do you have active volunteers in your organization?
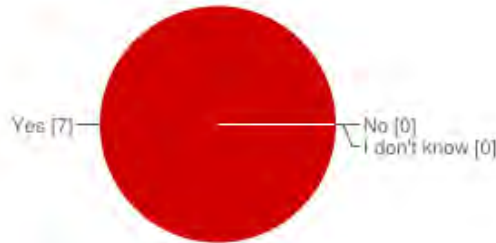
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Does your organization need volunteers?

APPENDIX B
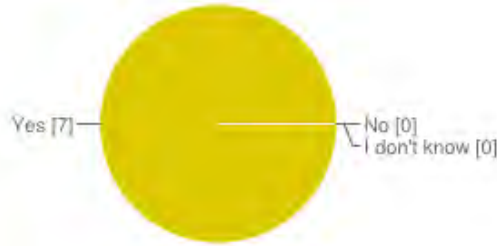
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

How do you currently communicate with your volunteers?

In person, online via email and facebook   Through our newsletter, Facebook, and direct contact   events, phone, direct mail, websites, email, facebook, twitter, linked in, youtube, newsletters, blogs, radio, print ads, tv   Email, facebook, phone   phone, email   Email, Newsletters, Video, Web   Email or in person

How did you communicate with your volunteers before the Internet?

Phone and in person   In person and over the phone   direct mail, TV, radio, newspaper, phone   Mail, TV   phone   Phone   In person or phone calls

Has greater access to technology helped your outreach to volunteers?
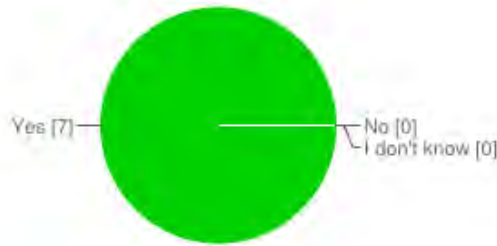
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Do you have a website?
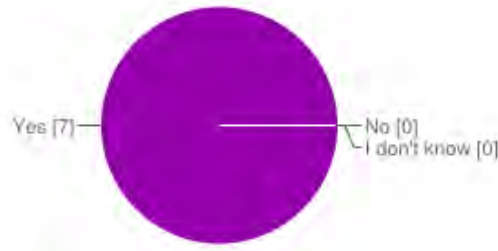
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Do you use social media to communicate with your volunteers?
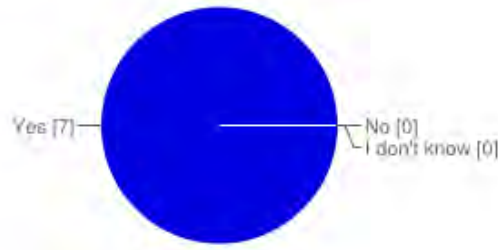
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Do you produce or output a newsletter?
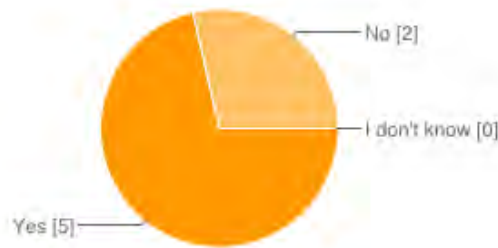
Yes	**5**	71%
No	**2**	29%
I don't know	**0**	0%

Do your volunteers congregate on a regular bases?
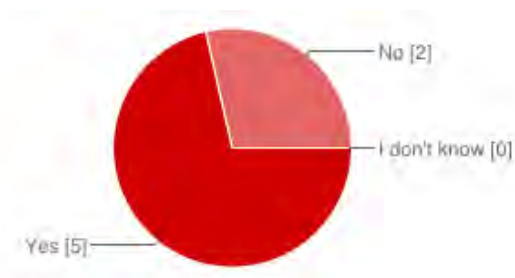
Yes	**5**	71%
No	**2**	29%
I don't know	**0**	0%

Do your volunteers have a way to communicate with each other as a whole?
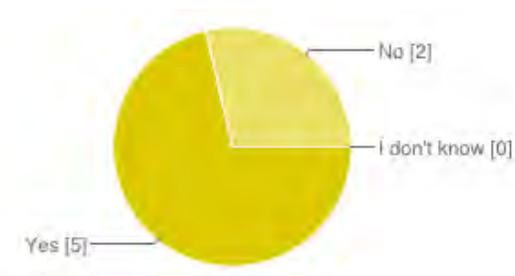
Yes	**5**	71%
No	**2**	29%
I don't know	**0**	0%

Do your volunteers have a platform to communicate with the decision makers of your organization?

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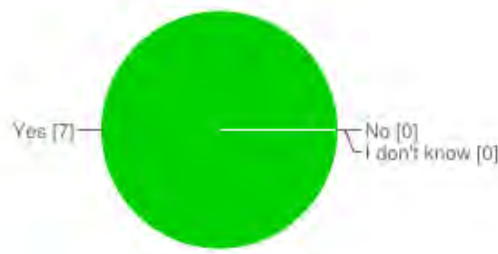
Yes	**7**	100%
No	**0**	0%
I don't know	**0**	0%

Do your volunteers ever express volunteer fatigue or burnout?
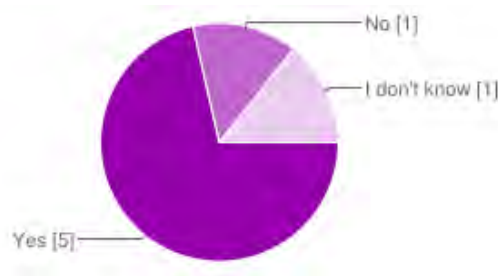
Yes	**5**	71%
No	**1**	14%
I don't know	**1**	14%

Please describe the process of how one becomes a volunteer for your organization?

 Gererally it is just through a inquiry process. We provide training if needed.   It's as simple as applying and then we find a place that suits their interests and abilities and meets our needs   volunteers must be committed to helping youth. To become a certified trainer, they participate in a 50-hour train-the-trainers series. Youth volunteers attend 4-hour training
 Fill out forms   By signing up online on our website, contacting local staff/offices, calling our 1-800 number, showing up to a local event, signing up through worksites, schools or places that are recruiting volunteers on our behalf   Volunteers can talk to the director, board members, or other volunteers to become a volunteer. They are also sometimes

referred to us by SIU instructors or Saluki Volunteer Corps.   Simple as showing up at an organized event, or otherwise contacting the director to volunteer some service

Are roles established within the organization that the volunteer uses little cognitive resources to figure out their place?

Sometimes. We're currently developing a more clear and comprehsenive written list of volunteer roles to help with this.   don't understand this questions; volunteers' responsibilities are clear   yes   Yes

What are some of the duties or responsibilities you need from the volunteers?

Building and grounds maintenance (cleanup days), outreach, event organization   a bit of everything   facilitate learning sessions, help assemble supplies, recruit participants   Help with basic tasks around the center such as cleaning/maintenance, help with running meetings and programs, help with outreach   fundraisers, event logistics, speakers, educators, scientists, advocates, trainers, spokespersons, event volunteers and the list goes on   We have many different types of volunteers at our organization that do anything from gardening to workshop presentations to general office work to managing building projects. We have many professionals who volunteer their services to us as well as retired folks who just help with daily tasks as they have free time.   Litter cleanups, reading programs, helping with fundraisers (tree sale, in particular)

Do you have a person in your organization designated to mobilize your volunteers?

yes   Yes, the executive director   Yes   Yes, the director and the program committee   multiple

Have you noticed any trends with your volunteers in regard to networking with each other?

no   Our volunteers do often use email and social networking to communicate with each other rather than waiting for in person meetings   No   naturally tend to support one another   Volunteers are connecting via social networking sites more and wanting to use Google docs to share information when planning our events   social media is key   Absolutely. I've seen innumerable friendships formed between our volunteers that meet here early in college and stay in communication for years after.

Do you have many volunteers under the age of 30? Or do they tend to be

APPENDIX B

over 30?

This varies from program to program and semester to semester. We currently have a mix of above and below 30 with a few of our most active volunteers being in their 30s. In semesters with stronger student involvement, this changes sharply to a high student involvement with mentorship from staff and more experienced volunteers.   yes   yes. our typical volunteer is between the ages of 25-50, but we have them of all ages.   We're a University town, so mostly our volunteers are under 30   It is about half and half due to the communities we are in. In Joplin we have primarily younger volunteers (under 25) but in Greensburg they are nearly all over 40.   teens, college-age, professionals   Almost all are college students under 30

How do you recruit volunteers?

We get some volunteers through our listings with Saluki Volunteer Corp and the School of Social Work. We also often get volunteers simply by inviting people to events and recruiting individuals who show a natural propensity for volunteering   Through the RSO, word of mouth, and from events they attend   word of mouth, some email   email, print, social networks, etc   We do not actively recruit volunteers.   Circulate emails and post info on facebook and website   through events, online, social networking, radio, newspaper, networking, through other volunteers, direct mail/email, worksites, schools,

Does your organization have any goals in regard to online tools or media that would be useful to your organization?

great need for updated and appealing website, also need expertise in Facebook, etc. Nothing specific that I'm aware of; just generally to improve frequency of communication We are continuously researching ways to improve our online and media tools to reach and communicate with volunteers, donors and the public   not sure   Yes. We are in the process of developing a new website to showcase our handbook and launch 2 new programs.   Put out weekly newsletters and daily facebook posts   We're currently developing a new website and would like to make better use of social networking. We have a fairly strong Facebook presence but nothing on Twitter or elsewhere.

How do you receive feedback from the community about the work you do?

Via email. We conducted a town hall meeting last fall that was very informative also   In person and via email and facebook   In Joplin, it is primarily email or conversations in person. In Greensburg it is mostly in person, with some people calling in with information. social media, etc   through event surveys, local presentations, 1800 number, via social

networking and thorugh our online submissions   We receive feedback through a mix of
face-to-face comments and online messages.   word of mouth

Open-Ended Question

Finally, please give any additional comments in regard to the needs of you organization communicating with your volunteers. Or comments on the needs of your organization in regard to online tools or social media.

We have started using social media more to share our story which has lead to an increase in volunteer inquiries. We believe our biggest oppertunity for the future is expanding our online presence to allow a broader audience to gain from our materials.   The American Heart Association is continuously looking for ways to connect with our volunteers via online tools and social media. We want meaningful relationships to develop with their online experience with us. As a local staff member of a national non profit I like many others have a hard time localizing our online connections because everything we do is managed from a national basis. Tools or resources for organizations like ours to manager non-fundraising volunteers is where I believe we lack. We have great volunteer management tools for fundraising volunteers, but not for other volunteers.   Online tools are very important to our outreach. We already use social networking but could use feedback on the effectiveness of our social networking as well as possibly additional training.   need more effective means of recruiting volunteers and also increasing staff (Trainer)

If I may contact you for future research regarding this subject, please leave a contact phone number or email.

meskris@yahoo.com   ama@associationforsustainability.org   beth.walker@heart.org
618-549-7387 or director@ourgaiahouse.org   jpdiefenbach@gmail.com

Number of daily responses
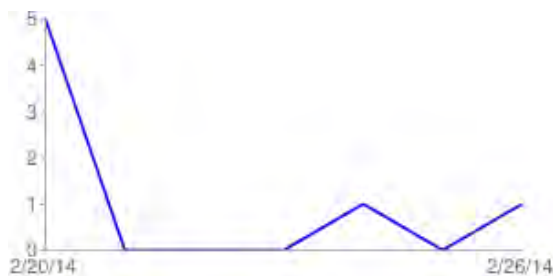
APPENDIX C

Task Analysis of CSO joining volunteermatch.com

```
                start
                  │
                  ▼
            ┌──────────────┐
            │    go to     │◄──────────┐
            │volunteermatch│           │
            │    .org      │           │
            └──────────────┘           │
                  │                    │
                  ▼                    │
            ┌──────────────┐           │
            │Select non-   │           │
            │profit from   │           │
            │   menu       │           │
            └──────────────┘           │
                  │                    │
                  ▼                    │
            ╱───────────╲              │
           ╱             ╲             │
          ╱ Do you want   ╲──► (no) ───┘
          ╲  to join?     ╱
           ╲             ╱
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                  │
                (yes)
                  │
                  ▼
            ┌──────────────┐
            │ Select Join  │
            │  Now button  │
            └──────────────┘
                  │
                  ▼
            ╱───────────╲
           ╱             ╲                    ┌──────────────┐
          ╱ Do you have   ╲──► (no) ──►       │Exit.Go back to│
          ╲  an email?    ╱                   │  Home page   │
           ╲             ╱                    └──────────────┘
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            │Confirm email │
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        ┌──────────────────┐
        │    Wait for      │
        │volunteermatch.org│
        │confirm your      │
        │organization      │
        │has one account.  │
        └──────────────────┘
                  │
                  ▼
            ╱───────────╲
           ╱             ╲                    ┌──────────────┐
          ╱ Do you have a ╲──► (no) ──►       │Exit.Go back to│
          ╲ non-profit    ╱                   │  Home page   │
           ╲organization? ╱                   └──────────────┘
            ╲───────────╱
                  │
                (yes)
```

```
            ┌──────────────┐
            │Add organization│
            │ information   │
            └──────────────┘
                  │
                  ▼
            ┌──────────────┐
            │Enter mission │
            │ statement    │
            └──────────────┘
                  │
                  ▼
            ┌──────────────┐
            │Enter description│
            │of organization │
            └──────────────┘
                  │
                  ▼
            ╱───────────╲
           ╱             ╲                    ┌──────────────┐
          ╱ Do you have a ╲──► (no) ──►       │Exit.Go back to│
          ╲  volunteer    ╱                   │  Home page   │
           ╲opportunity?  ╱                   └──────────────┘
            ╲───────────╱
                  │
                (yes)
                  │
                  ▼
            ┌──────────────┐
            │  List your   │
            │ opportunity  │
            └──────────────┘
                  │
                  ▼
            ┌──────────────┐
            │ Be approved  │
            │by volunteermatch.org│
            └──────────────┘
                  │
                  ▼
                 End
```

APPENDIX C

Task Analysis of Volunteer joining volunteermatch.com

start

go to
volunteermatch.org

Do you want to register as a volunteer? → no → Exit.Go back to Home page

yes

Exit.Go back to Home page ← no ← Do you want to register with an email?

Do you want to register with Facebook? → no → Exit.Go back to Home page

yes

Enter First Name

Enter Last Name

Enter Zip Code

Enter Email

Enter Password

Confirm Password

Select Done

yes

May Facebook have access to your information? → no → Exit.Go back to Home page

yes

Select Okay button

End

APPENDIX C

Task Analysis of Volunteer Find a Cause on volunteermatch.com

start

↓

go to
volunteermatch.org

↓

Do you want to
get matched? → no → Exit.Go back to
Home page

↓

yes

↓

Select get
matched button

↓

Scroll dow to
recomendations

↓

Do you know what
cause you want? → no → Scroll through
causes → no → Exit.Go back to
Home page

↓

yes

↓

Select Cause

↓

Do you want to
help cause? → no → Exit.Go back to
Home page

↓

yes

↓

Enter message or questions

↓

Enter preferred way to be contacted

↓

End
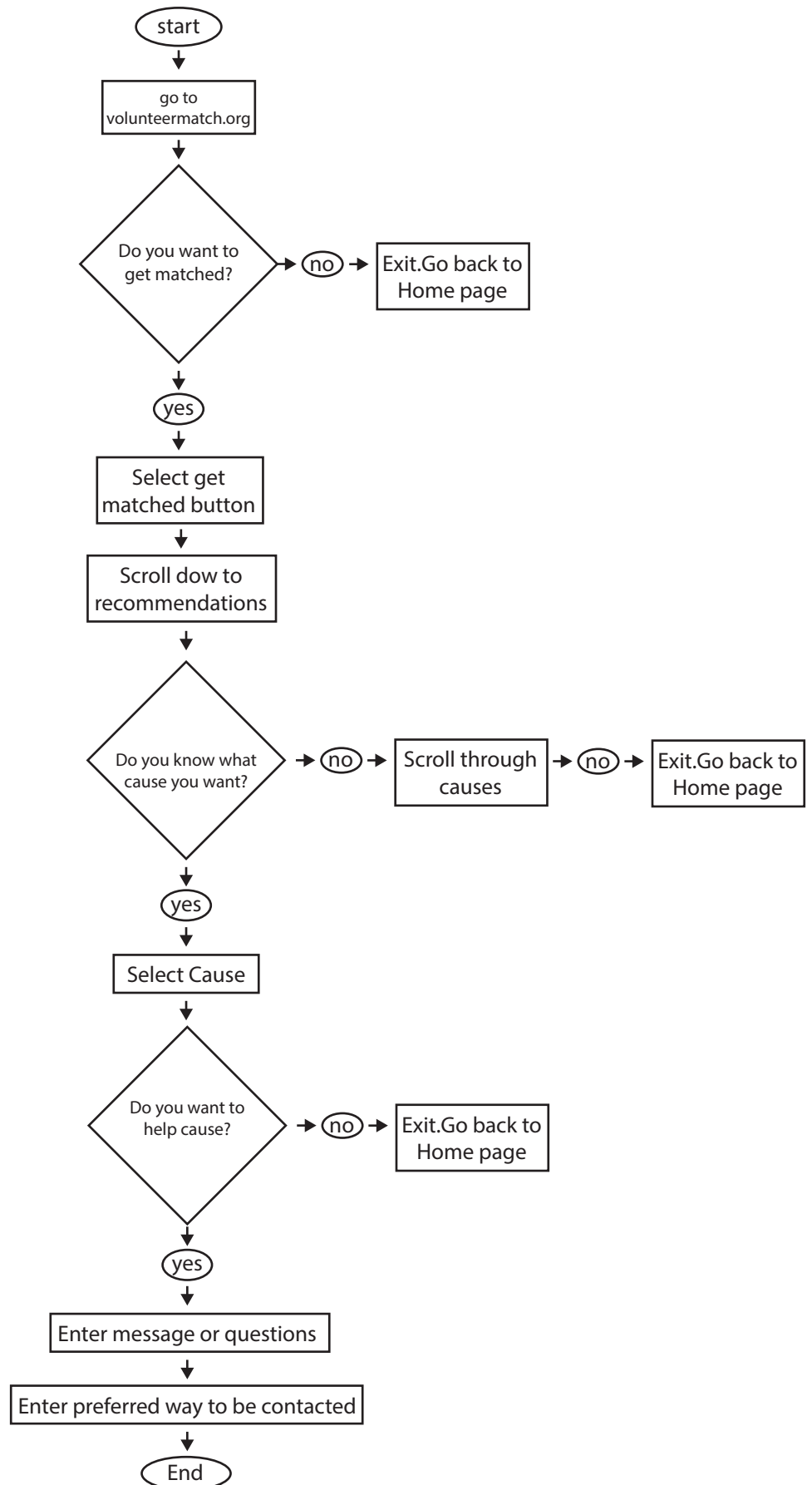
VOLUNTEER PERSONAS

Dana
the Millenial volunteer
primary persona

"I would love to find a fitting opportunity to volunteer for something meaningful, but I have no idea where to start. The couple ideas that have been presented to me sound like lengthy time commitments. I would be more likely to volunteer if specifics were listed, like a certain number of hours that different volunteering opportunities might involve. Detailed literature would be helpful."

volunteer behavior
hours: 0-1 a month
donates online

demographics
age: 29
occupation: New Media Specialist
location: Carbondale
marital status: single
children: none
income: 50,000
education: Undergraduate Degree
hobbies: Running, Cooking, Photography

device usage
computer: Apple MacBook Pro
cell phone: iPhone 5
pda: n/a
other: n/a
primary device: iPhone
comfort: Comfortable
web: 50+ hours/week

Paul
the non-Millenial volunteer
secondary persona

"Volunteers are vital to a community. There are tons of ways to volunteer, sometimes people just don't know how to connect to those opportunities. "

volunteer behavior
hours: 4-10 a month
donates offline

demographics
age: 50
occupation: Pilot
location: Carbondale
marital status: married
children: 2
income: 85,000
education: Undergraduate Degree
hobbies: Gardening, Biking, Craft Beer

device usage
computer: Dell OptiPlex 960
cell phone: Android
pda: n/a
other: n/a
primary device: Desktop
comfort: Semi-Comfortable
web: 10 hours/week

AGGREGATED VOLUNTEER COMMUNITY
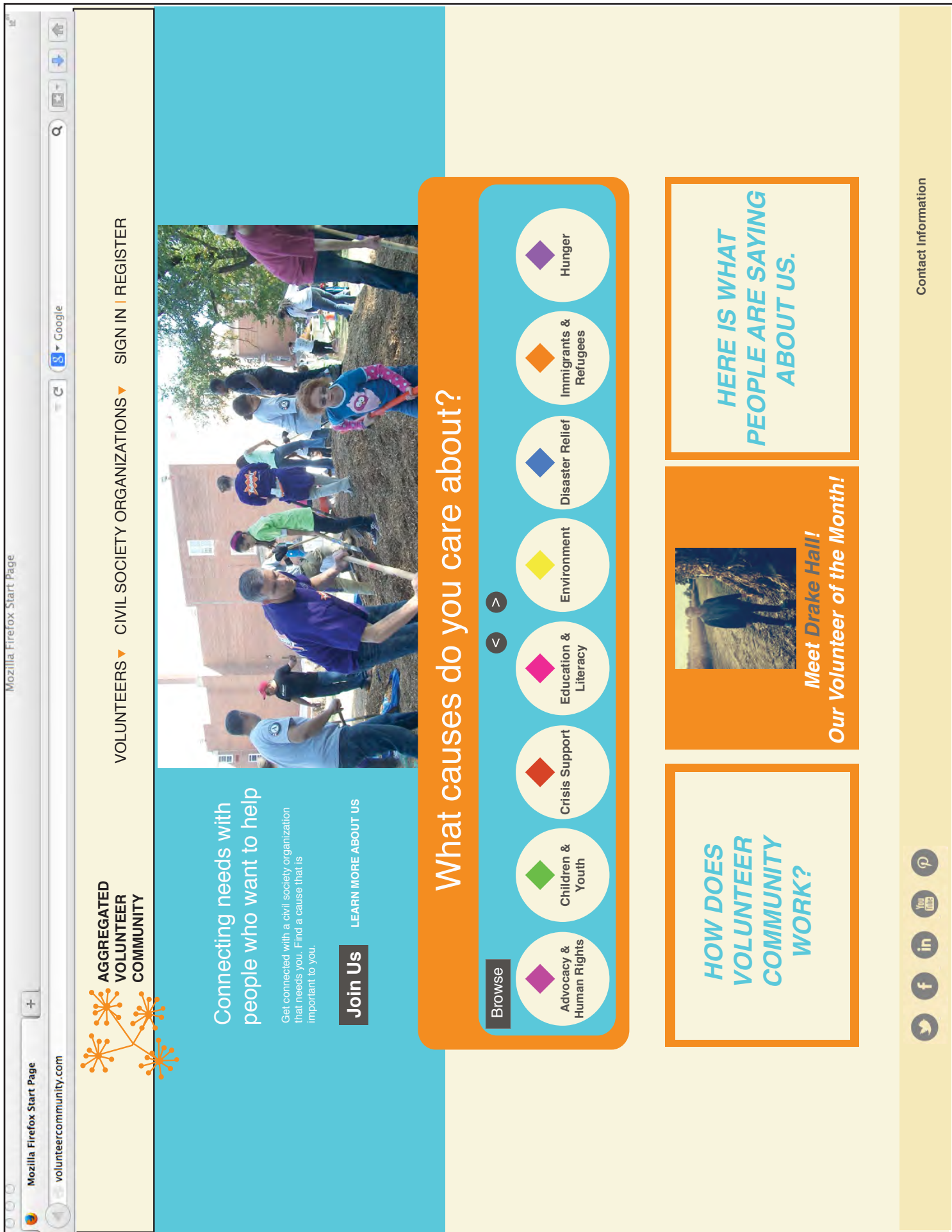
VOLUNTEERS ▼ CIVIL SOCIETY ORGANIZATIONS ▼ SIGN IN | REGISTER

Connecting needs with people who want to help

Get connected with a civil society organization that needs you. Find a cause that is important to you.

Join Us LEARN MORE ABOUT US

What causes do you care about?

Browse

Advocacy & Human Rights

Children & Youth

Crisis Support

Education & Literacy

Environment

Disaster Relief

Immigrants & Refugees

Hunger

HOW DOES VOLUNTEER COMMUNITY WORK?

Meet Drake Hall!
Our Volunteer of the Month!
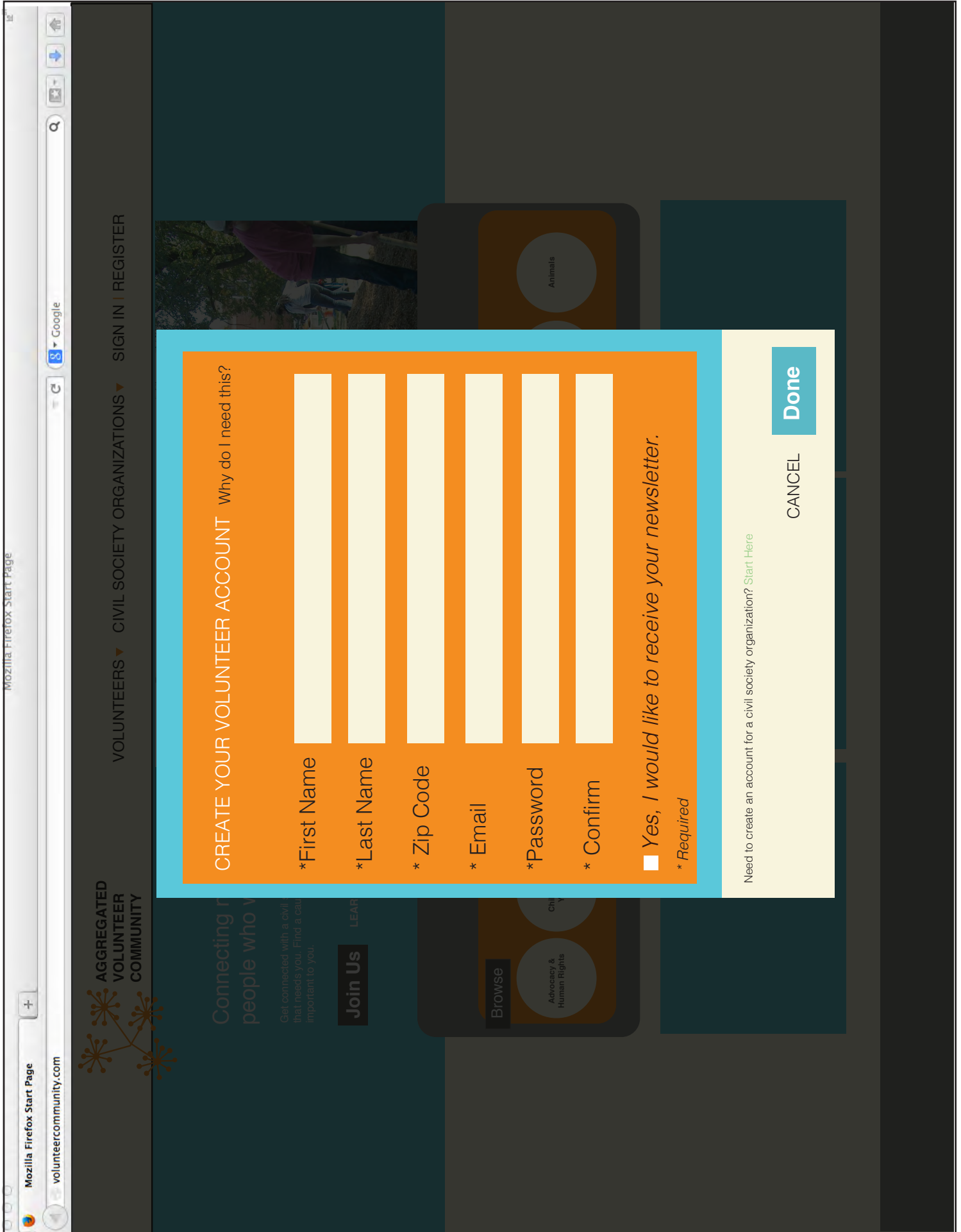
HERE IS WHAT PEOPLE ARE SAYING ABOUT US.

Contact Information

Mozilla Firefox Start Page

volunteercommunity.com

Mozilla Firefox Start Page

volunteercommunity.com

Mozilla Firefox Start Page

▾ Google

SIGN IN | REGISTER

VOLUNTEERS ▾   CIVIL SOCIETY ORGANIZATIONS ▾

AGGREGATED
VOLUNTEER
COMMUNITY

Connecting r
people who v

Get connected with a civil
that needs you. Find a cau
important to you.

Join Us   LEAR

Browse

Advocacy &
Human Rights

Chi

Animals

CREATE YOUR VOLUNTEER ACCOUNT   Why do I need this?

*First Name

*Last Name

* Zip Code

* Email

*Password

* Confirm

☐ *Yes, I would like to receive your newsletter.*

* Required

Need to create an account for a civil society organization? Start Here

CANCEL

Done

Mozilla Firefox Start Page

Mozilla Firefox Start Page

volunteercommunity.com

Google

AGGREGATED VOLUNTEER COMMUNITY

VOLUNTEERS ▼ CIVIL SOCIETY ORGANIZATIONS ▼   SIGN OUT

Your Profile | Opportunities | Organizations | Community Forum

HEY, DRAKE!

Drake Hall

Friends

Skills

Marketing Strategy & Planning
Brand Development & Messaging
Graphic Design/ Print
Graphic Design/ Visual Identity
Copywriter

Last Logged in

3 Days ago

Interests

Advocacy & Human Rights
Education & Literacy
Environment
Disaster Relief
Animals

Edit

Update your Interests & Skills to get more relevant recommendations!

Your friend,
Crystal Warner
is volunteering at
the American Heart
Association Heart
Walk in Carterville, IL
on October 10th.

Do you want to
join her?

Yes

Join a Group

RECOMMENDATIONS

Marketing

Save the Water, Inc.

Brand Development
& Messaging
Copywriter

Recent Activities

Drake Hall is going to the American Heart Association Heart Walk on October 10, 2014 with Crystal Warner.

Jesse Cook and Drake Hall became friends.

Drake Hall was featured as the Volunteer of the Month by The Women's Center.

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volunteercommunity.com

Google

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VOLUNTEERS ▾   CIVIL SOCIETY ORGANIZATIONS ▾   SIGN OUT

Your Profile | Opportunities | Organizations | Community Forum

HEY, AHA!

American Heart Association   **Last Logged in**
★★★★★ 3 reviews   1 Days ago

Mission Statement

Building healthier lives, free of cardiovascular diseases and stroke.

The 2020 Goal

We are working toward improving the cardiovascular health of all Americans by 20 percent, and reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020.

List of Duties | **Donate**

Write a Review

Edit

Friends

Our Volunteer of the Month!

Thank you,
Drake Hall for all you do!

Donate to AHA!
DONATE

Our Events

Heart Walk | Carbonale
October 10, 2014

View All Events

Join a Group

View All Groups

Recent Activities

American Heart Association created an event, Heart Walk, on October 10, 2014.

American Heart Association became friends Crystal Warner.

American Heart Association featured Drake Hall as the Volunteer of the Month.

Mozilla Firefox Start Page

Mozilla Firefox Start Page

volunteercommunity.com

Google

AGGREGATED VOLUNTEER COMMUNITY

VOLUNTEERS ▼   CIVIL SOCIETY ORGANIZATIONS ▼   SIGN OUT

Your Profile | Opportunities | Organizations | Community Forum

Community Forum

All Discussions I Find A Cause

Community Garden

20 Members Involved in Conversation

Should we create community gardens on the roofs of buildings in downtown Carbondale?

Category: Environment I Created: Sunday, 02 February 2014

Women's Center
2 Discussions

Waves4Water
2 Discussions

Every Mother Counts
2 Discussions

Start A Conversation

NOW!

Events

AUG 25

Something workshop
20 attendees

View All Events

Join a Group

View All Groups

Latest Discussion

How can we improve the 2015 American Heart Association Heart Walk?
Started by Beth Walker

Anyone have experience planning a community garden project?
Last Replied by Jesse Cook

Does anyone have experience dealing with blah blah permits?
Last Replied by Crystal Warner

Categories

(14) All Groups

(3) Children & Youth

(2) Environment

(7) Human Rights

(5) Disaster Relief

VITA

Graduate School
Southern Illinois University

Rachel A. Kubiak

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Southern Illinois University Carbondale
Bachelor of Fine Arts, Communication Design, May 2008

Research Paper Title:
　　A Study of How to Build an Aggregated Volunteer Community Online for Social Good

Major Professor: Robert Spahr