



Exploring the Motivations of Immigrants Volunteering: A Look Through the Expectancy-Value Lens

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**Exploring the Motivations of Immigrants Volunteering: A Look
Through the Expectancy-Value Lens**

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This thesis explores the motivational factors influencing immigrant participation in volunteer activities in Finland, focusing on the challenges and perceived value of these efforts. The study was done in collaboration with Familia Ry, which aims to enhance integration strategies and support immigrant volunteerism.

The key objective was to understand how immigrants perceive the benefits of volunteering and how these perceptions impact their motivation. The development task involved investigating how organizations can better support immigrant volunteers to foster integration and social inclusion.

The theoretical framework is based on the Expectancy-Value Theory (Eccles et al. 1983; Wigfield & Eccles 2002), which suggests that people engage in activities when they expect to succeed and when they see value in the outcomes. This model was used to examine immigrant motivations, challenges, and the perceived rewards of volunteering.

The research employed qualitative methods, including interviews with immigrant volunteers and analysis of their experiences. Key findings reveal that while immigrants face barriers such as language difficulties and time constraints, their motivations are rooted in the perceived value of volunteering, including career advancement, personal satisfaction, and social recognition. The study also highlights the fluctuating nature of motivation and the importance of satisfaction in volunteer experiences.

The results offer actionable insights for organizations to create more supportive environments for immigrant volunteers, ultimately contributing to greater social cohesion and integration.

Keywords: expectancy-value theory, immigrant, volunteer, supported volunteering, motivation, self-satisfaction, social recognition, career advancement, integration

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1 Introduction

In the story of fitting into a new place, volunteering is like a key that helps people from different backgrounds connect and feel like they belong. This is especially true for immigrants trying to find their way in a new country, like Finland. With more people moving to Finland, it's important to understand why immigrants choose to volunteer. Using the Expectancy-Value Theory we hope to unravel why immigrants decide to get involved in volunteering.

Volunteering isn't just about giving time; it's a powerful tool for improving social connections and individual skills. For immigrants, it becomes a way to express their cultural identity and uniqueness (Yijälä and Luoma, 2019).

In Finland, volunteering has gained significant attention, especially concerning immigration and integration policies. This focus is shaped by the changing patterns of immigration in the country. Various studies, often relying on comprehensive databases and representative records, explore the individual factors influencing volunteering in sectors like public or private services, education, and healthcare. These inquiries also extend to specific demographic groups, including adolescents and elderly workers. The significance of volunteering becomes evident, acknowledged for its crucial role in facilitating the integration of immigrants into Finnish society (Sinatti, 2019).

Immigrants volunteering is a way to include them in society. Many European countries see the importance of this and are working to encourage immigrants to volunteer as a way of integrating them (Four elements, 2019).

The Expectancy-Value Theory is a psychological framework that posits individuals' motivation and behavior are influenced by their expectations of success and the perceived value of outcomes associated with a specific activity (Eccles & Wigfield, 2002). In essence, people are motivated to engage in a task when they believe they can succeed (expectancy) and when they find value in the potential outcomes.

We will attempt to use The Expectancy-Value Theory as a tool to understand why people, especially immigrants, decide to volunteer.

We will conduct this study in collaboration with our working life partner Familia Ry, who we will introduce in more detail in the next chapter.

1.1 Purpose of the study

This thesis aims to dig deep into why immigrants choose to volunteer in Finland. By using the Expectancy-Value Theory, we want to investigate why immigrants think volunteering is important and what they hope to get out of it. As immigrants become part of Finland's diverse culture, their decision to volunteer gives us a peek into how they are adjusting.

We're not just interested in numbers; we want to hear the stories behind the status. By understanding why immigrants choose to volunteer, we hope to appreciate their contributions better and also find ways to make programs that help them fit in even more. This study is also part of a bigger conversation about how volunteering can make societies more inclusive and boost the well-being of immigrants.

This thesis has a few specific goals:

Understanding Expectations: We want to find out what immigrants think about their ability to help when they volunteer.

Looking at Value: We're curious about why immigrants think volunteering is important - whether it's because it feels good personally or they hope to get something in return.

Exploring the Mix: We aim to see how these expectations and values work together to motivate immigrants to volunteer.

Checking Influences: We're also interested in things like how long someone has been in Finland, where they're from, and how well they speak the language might affect their decision to volunteer.

1.2 Working life partner



Figure 1 Logo of Familia Ry

Founded in 1988, Familia Ry stands as a national expert organization dedicated to supporting intercultural families across Finland. Familia has a core staff of about 8-10 people depending on which projects are running, and it has multicultural staff coming from different countries with more than 10 different spoken languages amongst them, some of these languages

include, Spanish, French, Arabic, German, Hebrew, Afrikaans, etc. In addition to this there is always a rotating number of interns, students and work trials staff. Familia prides itself on also being a teaching organization striving to give people an opportunity to gain working experience.

Familia is predominantly funded by the Funding Centre for Social Welfare and Health Organisations (STEA) and the City of Helsinki. It is also a part of various networks, the main two being Moniheli and Monimuotoiset perheet-verkosto.



Figure 3 Logo of Moniheli



Figure 2 Logo of Monimuotoiset perheet

Moniheli is a Nationwide collaborative network providing guidance, training and support to over 75 multicultural organisations. Monimuotoiset perheet -verkosto (Diverse Families Network) is made up of 10 associations representing different types of families.



Figure 4 Areas of Action for Familiar Ry

At the core of their mission is the commitment to enhancing the well-being of intercultural families through a multifaceted approach encompassing peer support, volunteer activities, and the provision of valuable information and advice. Beyond individual support, Familia Ry is

actively engaged in advocacy efforts to bring about positive changes in social and legal systems, aiming to better meet the unique needs of both intercultural and multilingual families alongside their Finnish counterparts. Through volunteer activities, Familia ry actively encourages participation, recognizing the transformative power of collective action in creating a more inclusive society.

2 Theoretical Framework

In this theory chapter, we embark on an exploration of the Expectancy-value Theory, a framework that provides invaluable insights into the fundamental concepts pivotal to our study. Among these concepts are volunteering, supported volunteering, motivation, self-satisfaction, social recognition, career advancement, and integration. Each of these terms represents a cornerstone in our examination of the dynamics shaping individuals' engagement in volunteer activities and their integration into new communities.

We endeavor to unravel the intricacies of these concepts, elucidating their meanings, significance, and the intricate web of connections they weave. We recognize the profound impact that these concepts wield on individuals' behaviors, choices, and experiences within the context of volunteering and social integration. By delving into the nuances of each concept, we aspire to foster a deeper understanding of their underlying mechanisms and how they intersect with one another.

Moreover, we acknowledge the multifaceted nature of these concepts and their susceptibility to influence from diverse contextual factors. Factors such as cultural norms, socio-economic conditions, and personal experiences intricately shape individuals' perceptions and motivations regarding volunteering, self-satisfaction, and social recognition. Similarly, career advancement and integration are influenced by a myriad of socio-political dynamics and systemic barriers that warrant careful examination.

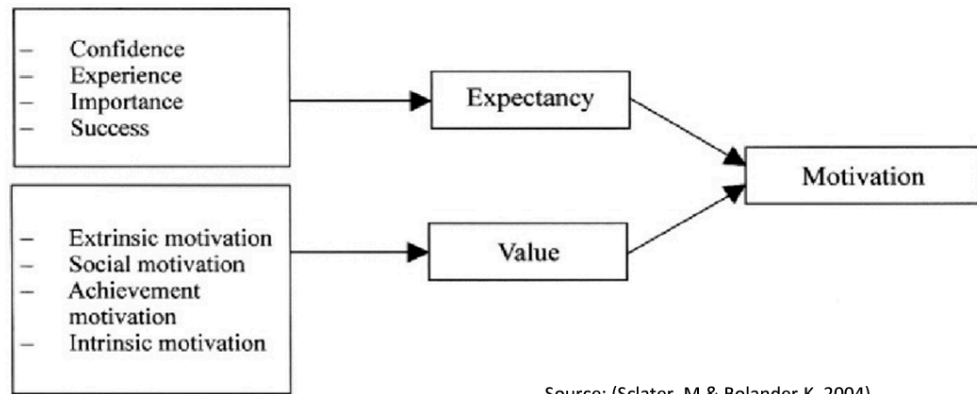
Therefore, a comprehensive exploration of these concepts is imperative for our study, as it allows us to navigate the complex terrain of human behavior and societal dynamics with greater clarity and depth. By unpacking the intricate interplay between volunteering, motivation, self-satisfaction, and other key constructs, we aim to offer a nuanced and comprehensive analysis that sheds light on the underlying mechanisms driving individuals' engagement in volunteer activities and their journey toward integration within new communities.

2.1 Expectancy-Value Theory

The expectancy-value theory has been broadly researched and applied in diverse fields, such as education, sociology, and psychology. The constructs of “expectancy and value were defined by theorists” such as Lewin (1938) and Tolman (1932). According to Wigfield, Tonks, and Kluda (2016), “Modern expectancy-value theories (e.g., Eccles, 1987; 1993, 2005; Eccles et al., 1983; Feather, 1982; 1988; Pekrun, 2000; Wigfield & Eccles, 1992, 2000, 2002) have focused on how expectancies, values, and their determinants influence choice, persistence, and performance.” The theory suggests that an individual's motivation to engage in a particular behavior is determined by two factors: their expectancy of success in performing the behavior and the value they place on the outcomes associated with the behavior (Eccles & Wigfield 2020). Expectancy refers to an individual's belief in their ability to successfully perform a task or achieve a goal, while value refers to various factors, including the importance of the task to one's identity, the enjoyment derived from it, its usefulness for future goals, and the costs associated with engaging in it.

Research has demonstrated that the constructs of expectancy and value are dynamic and subject to change over time and across various contexts. For instance, an individual's expectancy of success may undergo fluctuations in response to external feedback or internal experiences, such as acquiring new skills or overcoming challenges (Eccles & Wigfield 2020). Similarly, the perceived value of behavior or outcome may evolve based on shifting priorities, changing circumstances, or alterations in personal goals and aspirations (Feather, 1982; Pekrun, 2000.)

In the context of volunteering, the expectancy-value theory provides a lens through which to understand individuals' motivations and decision-making processes. As posited by Wigfield, Tonks, and Kluda (2016), individuals are drawn to volunteer opportunities by the anticipated personal benefits they expect to derive from their involvement. These benefits encompass a spectrum of factors, including feelings of self-satisfaction, opportunities for social recognition, and prospects for career advancement. Indeed, volunteering offers individuals the opportunity to fulfill intrinsic needs for self-expression, social connection, and personal growth, aligning with their values and aspirations. (Eccles et al. 1983; Wigfield & Eccles 2002.)



Source: (Sclater, M & Bolander, K. 2004).

Figure 5 Expectancy-Value Theory (Cited in Ladue & Tammy 2021,4)

In summary, the expectancy-value theory offers a robust framework for comprehending the multifaceted nature of volunteering behavior (Wigfield, Tonks & Klauda 2016). By dissecting the expectancy and value components of the theory, researchers can gain valuable insights into the motivational drivers behind individuals' decisions to volunteer and the dynamic nature of their motivations across different cultural, social, and situational contexts (Eccles & Wigfield 2020). This nuanced understanding not only enhances our theoretical understanding of volunteering behavior but also informs the development of targeted interventions and initiatives aimed at fostering greater engagement and retention in volunteer activities (Jones & Pitts 2017).

2.2 Volunteering and Its Significance in Immigrant Integration

Volunteering is the act of engaging in unpaid activities based on free will and personal choice to address issues of importance. It is inclusive, allowing anyone to participate regardless of age, gender, or other qualities, and complements professional work by adding a personal touch to community efforts. Volunteers benefit by gaining new skills, joy, social connections, and empowerment, while their contributions enhance communal trust, social capital, and economic development. In Finland, volunteers help prevent loneliness, promote arts and culture, organize sports, maintain environmental cleanliness, and improve overall well-being. (Citizen Forum 2024). By actively engaging in volunteer activities, individuals forge meaningful connections with their community, cultivate a sense of belonging, and foster a shared sense of purpose and belonging. These bonds of solidarity not only enhance individual well-being but also lay the foundation for a more inclusive and compassionate society where every member is valued and supported. (Davidson & Cotter 2019.)

Based on the manual of Partanen (2014, 41-43) - Act on voluntary work, Legislation of voluntary work in event production (Laki vapaaehtoistyöstä, Vapaaehtoistyön lainsäädäntö tapahtumatuotannossa), it shows that in Finland, although volunteer work is widely used in

event production, volunteering lacks a dedicated legal framework, instead being governed by multiple labor laws, which makes the regulations unclear and open to interpretation. This leads to confusion, especially for event organizers, as the application of laws can vary widely. According to the National Report - Finland 2010 (17), it also states that there is no comprehensive legal framework specifically governing volunteering in Finland. However, general laws and guidelines still apply to certain aspects of volunteer work, for example:

- Associations Act 894/2002 (26.5.1989/503) (Yhdistyslaki)
- Co-operatives Act 1488/2001 (Osuuskuntalaki)
- Foundations Act 248/2001 (Säätiölaki)
- Accounting Act 300/1998 (Kirjanpitolaki)
- Lotteries Act 23.11.2001/1047 (Arpajaislaki)
- Youth Act 27.1.2006/72 (Nuorisolaki)
- Sport Act 18.12.1998/1054 (Liikuntalaki)
- Occupational Safety and Health Act (23 Aug 2002/738)
- Act on Rescue Services (13 June 2003/468)

National Report - Finland 2010 (2010, 17-18) underlines, everyone can volunteer in Finland, but unemployed individuals are required to inform the Public Employment Service about their volunteer activities. This is because voluntary work must not interfere with their availability for paid employment or training opportunities. Volunteers must remain available to stop their voluntary work at short notice if a job offer or training opportunity arises. There is ambiguity in the Finnish Unemployment Security Act (Työttömyysturvalaki 30.12.2002/1290) regarding volunteering. Some argue that the Act should be clearer on how voluntary work interacts with unemployment benefits. For example, there are concerns about taxation implications for organizations when healthcare professionals volunteer their expertise.

Partanen (2014, 41-43) discovers, in 2013, the Ministry of Employment and the Economy provided guidance (TEM/1298/00.11.03/2013) clarifying that volunteers can perform similar tasks to paid employees as long as the organization they volunteer for is not the same as the one employing them. An exception is made for volunteers working at public events, where they are allowed to undertake similar roles as paid staff.

Volunteering in the context of immigrant integration is a critical aspect that plays several crucial roles. As highlighted by Ambrosini and Artero (2023), volunteering allows immigrants to actively participate in their new community, challenge negative stereotypes, and demonstrate their commitment to civic life. This involvement helps them to become more integrated into the community and to be seen as valuable members of society. Furthermore, engaging in volunteer work can significantly boost immigrants' self-esteem and trust in their capabilities. Kanervo (2020, 76) refers to a study by Yeshawork (2017, 6, 14) that engaging in

volunteer work can significantly boost immigrants' self-esteem and trust in their capabilities. This involvement opens up avenues for personal growth and future opportunities, helping them to informally learn new skills and adapt to the local work culture. Such experiences contribute to the accumulation of human capital, which is vital for successful integration into the host society.

Engaging in volunteer activities offers immigrants a multifaceted pathway toward integration, social cohesion, and community engagement. As immigrants participate in volunteer endeavors, they embark on a journey of cultural immersion, interpersonal connection, and personal growth, facilitating their transition into their new home (Berry, Phinney, Sam and Vedder 2010). By actively contributing to volunteer initiatives, immigrants not only bridge cultural divides but also build meaningful social networks that serve as pillars of support and camaraderie (Portes & Rumbaut 2001). The concept is that volunteering can serve as a bridge between different communities, helping to build connections and understanding among diverse groups (Putnam 2000). Volunteering serves as a powerful mechanism for transcending cultural barriers and forging bonds of solidarity and mutual respect (Berry et al. 2010). For immigrants, volunteering represents a gateway to establishing rapport with native-born residents, breaking down stereotypes, and cultivating a shared sense of belonging and purpose (Levitt & Waters, 2002). These experiences not only enhance immigrants' sense of belonging but also empower them to play an active role in shaping community life and fostering positive social change (Levitt & Waters, 2002).

Moreover, volunteering provides immigrants with a platform to showcase their talents, skills, and contributions, thereby affirming their potential and worth within the wider community (Portes & Rumbaut, 2001). By actively engaging in volunteer endeavors, immigrants demonstrate their commitment to civic engagement, social responsibility, and collective well-being, thereby enriching the fabric of community life and contributing to a more inclusive and harmonious society (Berry et al. 2010).

2.3 Supported Volunteering

Supported volunteering is an innovative approach to community engagement that acknowledges the diverse needs and challenges faced by individuals who wish to contribute through voluntary work. The concept is grounded in the belief that volunteer work is not just an opportunity but a civil right, as emphasized by Laimio (2017, 4, cited in Kanervo 2020, 76). It asserts that everyone, regardless of their language skills, health, or life circumstances, should have the chance to engage in significant activities that allow them to participate in society (Kanervo 2020, 76). As defined by Fegan and Cook (2014, 217-224), supported volunteering refers to a type of volunteering where individuals receive support, training, or supervision while performing volunteer work. This support can come from various sources,

such as volunteer organizations, community groups, or government agencies. It may take various forms depending on the needs and abilities of the volunteers, such as providing training, matching volunteers with suitable opportunities, offering transportation or accessibility accommodations, or assigning a mentor or support worker to assist volunteers with tasks or challenges they may encounter. The goal of supported volunteering is to ensure that individuals with diverse backgrounds, abilities, or circumstances can engage meaningfully in volunteer work and contribute to their communities. (Fegan and Cook 2014, 217-224.)

The Supported Volunteering project (2018-2020), managed by Lahti Diaconia Institute and funded by the European Social Fund, aimed to facilitate access to volunteer opportunities for individuals needing assistance in finding and initiating suitable roles. A member of the steering group of the project, Kanervo (2020, 76-77) states, "Supported Volunteering offers a structured path to volunteering." The process begins with a meeting between the project coordinator and the client, where they collaboratively explore the client's aspirations, hopes, strengths, and resources for engaging in volunteer work. These insights form the foundation for identifying suitable volunteer roles. One of the main aims of this project is to address the attitudinal and value barriers that can limit volunteer opportunities for those who need support.

The project's philosophy is encapsulated in the sentiment "We all have something to give"(Kanervo 2020, 77). It highlights the profound impact that supported volunteering can have on participants' lives. As the project has shown, even the simplest interactions, such as being greeted or thanked, can significantly alter someone's life trajectory. This testifies to the power of acknowledgment and inclusion in fostering positive change. The project through its commitment to inclusivity and personal growth, serves as a beacon of hope and opportunity. It demonstrates how, with the right support, anyone can overcome adversity and contribute meaningfully to their community. By breaking down barriers and fostering a culture of acceptance, the project ensures that no one is left on the sidelines, and everyone has the chance to lead fulfilling and impactful lives.

2.4 Motivation

The term "motivation" is derived from the Latin word "movere," which signifies the act of moving or inducing motion. This etymological root indicates that motivation is intrinsically linked to the initiation and sustenance of action. In contemporary psychological theory, it has expanded on this concept by exploring the intricate relationship between an individual's beliefs, values, and goals, and how these factors influence their behavior. (Eccles and Wigfield 2002.)

Motivation serves as a dynamic force that not only initiates action but also the driving power that keeps individuals persistent in their endeavors until they realize their aspirations.

Srivastava and Barmola (2011) further emphasize the importance of motivation in both starting and maintaining activities. They assert that motivation acts as the primary impetus that propels individuals towards their desired objectives, providing the necessary drive to overcome obstacles and persist through challenges. The achievement of these goals is a measure of success and contributes significantly to personal growth and development. (Srivastava and Barmola 2011). According to self-determination theory, motivation is intricately linked to individuals' innate psychological needs for autonomy, competence, and relatedness (Ryan & Deci 2000). When these needs are fulfilled, individuals experience a sense of intrinsic motivation, characterized by a genuine interest and enjoyment in their activities, which, in turn, enhances their persistence and engagement (Deci & Ryan 2000). Conversely, when these needs are thwarted, individuals may experience a sense of demotivation and disengagement, hindering their ability to effectively pursue their goals (Vansteenkiste, Ryan & Deci 2020).

In the context of volunteering, the intrinsic motivation to help others is often cited as the fundamental internal force driving individuals to engage in altruistic acts (Bang & Ross 2009). This altruistic impulse is not merely an expression of selflessness but can also lead to a sense of personal fulfillment and satisfaction. As Phillips (1982) and Rehberg (2005) have noted, understanding the motivations behind volunteering has traditionally been approached through the lenses of altruism and selflessness (cited in Bang & Ross 2009). These theories suggest that while volunteers may be motivated by a desire to contribute to the welfare of others, they may also find reward in the social recognition and self-satisfaction that accompany their actions.

Additionally, the theory of planned behavior suggests that individuals' intentions to engage in voluntary activities are influenced by their attitudes, subjective norms, and perceived behavioral control (Ajzen 1991). Volunteers may be motivated by their beliefs about the positive outcomes of their actions, the social pressures to engage in volunteering, and their perceived ability to overcome obstacles and barriers (Ajzen 1991).

In conclusion, motivation plays a pivotal role in driving individuals' engagement in volunteering activities, with intrinsic factors such as altruism and self-satisfaction serving as primary motivators (Bang & Ross 2009). By understanding the diverse motivations behind volunteering, organizations and policymakers can better tailor their initiatives to effectively recruit and retain volunteers, ultimately fostering a culture of social responsibility and civic engagement (Clary & Snyder 1999).

2.5 Integration

Integration occurs when immigrants settle in a new and culturally diverse society, navigating a process of absorbing their own culture while adapting to the host culture. This journey

involves finding a balance between their cultural identity and assimilation into the new community (Weng and Lee, 2015). As immigrants strive to establish a sense of belonging and connection in their new environment, they must negotiate their cultural identity while simultaneously embracing aspects of the host culture. This delicate balance between maintaining one's cultural heritage and integrating into the larger societal fabric is essential for fostering social cohesion and harmony. Research by Berry, Phinney, Sam, and Vedder (2010) emphasizes the importance of acculturation strategies in the integration process. They proposed four acculturation strategies: assimilation, integration, separation, and marginalization. Integration involves maintaining one's cultural identity while also interacting with the larger society and is associated with the most positive outcomes in terms of psychological well-being and social adaptation (Berry et al. 2010).

Volunteering, as highlighted by Greenspan, Walk, and Handy (2018), plays a crucial role in facilitating the process of social integration among immigrants. By actively participating in volunteer activities within their new community, immigrants have the opportunity to forge meaningful connections, build social networks, and contribute to the common good. Volunteering provides a platform for immigrants to engage with residents, share experiences, and cultivate a sense of belonging. Moreover, it offers a space for mutual learning and understanding, where individuals from diverse backgrounds come together to collaborate on shared goals and initiatives. (Greenspan, Walk, and Handy 2018.)

However, Greenspan, Walk, and Handy (2018) also state that while volunteering is a valuable tool for promoting social integration, it cannot address all integration challenges on its own. To effectively promote integration, a comprehensive approach is necessary, one that addresses systemic barriers, discrimination, and inequalities that hinder immigrants' full participation in society. This aligns with the findings of Zhou and Bankston who emphasize the need for policy interventions that support immigrant integration through pathways such as language training and anti-discrimination laws (2016).

Therefore, fostering inclusive policies and practices that value diversity and promote equal rights for all members of society is crucial for creating an environment where immigrants feel accepted, respected, and empowered to contribute to their fullest potential.

2.6 Self-satisfaction

Self-satisfaction gained through volunteering extends beyond the mere act of helping others; it also encompasses positive self-reflection and recognition of one's contributions to society (Clary & Snyder 1999). As individuals engage in volunteer activities, they often experience a sense of mastery and competence, which contributes to their overall well-being and sense of fulfillment (Omoto & Snyder 1995). This sense of accomplishment and efficacy generates altruistic happiness, a distinct form of joy derived from helping others (Aknin, Dunn & Norton

2012). They conducted a study demonstrating that altruistic acts evoke positive emotions such as joy and fulfillment, which are separate from egoistic pleasures. This altruistic happiness serves as a significant source of self-satisfaction, underscoring the altruistic aspect of volunteering and its profound impact on individuals' psychological well-being. (Aknin, Dunn & Norton 2012.)

Moreover, the act of giving back to the community and engaging in activities that align with their values, can lead to a positive feedback loop where the more individuals contribute, the more they may feel a sense of accomplishment and self-worth. This is supported by research on volunteering and well-being. A study found that volunteering was positively associated with mental health and life satisfaction among older adults. The authors suggest volunteering fosters a sense of fulfillment by addressing the fundamental psychological needs for autonomy, competence, and connectedness. (Meijs, van Tilburg and Groot 2018.)

The positive effects of volunteering on self-satisfaction can also be understood through the lens of Psychological Capital Theory (PsyCap), which includes hope, efficacy, resilience, and optimism as core components (Luthans, Youssef-Morgan, and Avolio 2015). Volunteering serves as a platform for individuals to enhance these PsyCap components by providing opportunities to develop new skills, overcome challenges, and maintain a positive outlook on their contribution to society. It has highlighted the role of volunteering in promoting resilience and psychological well-being among individuals facing adversity. The research demonstrated that volunteers exhibited greater resilience and coping mechanisms when confronted with challenging life circumstances. This underscores the therapeutic benefits of volunteering in bolstering individuals' psychological resources and enhancing their self-satisfaction. (Luthans, Youssef-Morgan, and Avolio 2015.)

In brief, volunteering offers a multifaceted pathway to enhancing self-satisfaction and overall life satisfaction by fostering the development of positive psychological traits and resilience, as supported by Psychological Capital Theory and empirical research.

2.7 Social recognition

Social recognition, also known as peer-to-peer recognition, is the act of employees acknowledging and empowering one another for excellent work. This recognition serves as a meaningful source of motivation and, when established as a company culture, can create an inclusive and collaborative working environment. This form of recognition serves as a significant motivator, fostering a sense of appreciation and camaraderie among team members. When integrated into the fabric of a company's culture, social recognition can cultivate an inclusive and collaborative work environment, where individuals feel valued and supported in their endeavors. By acknowledging the efforts and achievements of their peers, employees not only reinforce positive behaviors but also strengthen interpersonal

connections, ultimately contributing to higher levels of engagement and job satisfaction. (HR Zone 2024.)

Furthermore, social recognition plays a pivotal role in validating an individual's efforts, skills, and contributions. As emphasized by Maslow's hierarchy of needs (1943), the need for esteem and recognition is fundamental to human motivation and well-being. When individuals receive acknowledgment and praise for their accomplishments, it can significantly enhance their self-esteem, confidence, and sense of belonging within their social and professional circles (Maslow 1943). Research by Grant and Gino (2010) demonstrates the profound impact of social recognition on employee motivation and performance. Their study found that employees who received acknowledgment and praise from their peers were more likely to exhibit higher levels of effort and productivity compared to those who did not receive such recognition. This highlights the importance of integrating social recognition practices into organizational culture to enhance employee morale and overall job satisfaction. (Grant and Gino 2010.)

Volunteering often results in social recognition, as individuals' contributions to the community are acknowledged and valued by their peers and the broader society. Whether through formal acknowledgment ceremonies, expressions of gratitude from beneficiaries, or public recognition in local media, volunteers receive validation for their altruistic efforts. This recognition not only reinforces their commitment to volunteering but also inspires others to engage in similar acts of service, thereby fostering a culture of civic engagement and social responsibility. A study by Kooij, de Lange, Jansen, and Kanfer (2018) emphasizes the role of social recognition in promoting a positive work environment and reducing employee turnover. Their research revealed that organizations that actively fostered social recognition among employees experienced lower rates of staff attrition and higher levels of employee retention. This underscores the value of social recognition as a tool for fostering a supportive and cohesive workplace culture. (Kooij, de Lange, Jansen, and Kanfer 2018.)

Therefore, social recognition plays a pivotal role in motivating employees, strengthening team dynamics, and enhancing job satisfaction, as supported by empirical research and organizational practices.

2.8 Career Advancement

Career advancement refers to the process of preparing for official promotions, whether with the current employer or a different one. It involves preparing for more responsibility and compensation by progressing within a formal career or job series. Additionally, it entails obtaining industry-recognized credentials that lead to additional responsibilities, compensation, and/or benefits. (Law Insider 2024). For instance, an immigrant student who possesses professional skills in sports and chooses to engage in sports events volunteering

would be laying the groundwork for effective business communication. Through such engagement, he would have the chance to interact with influential individuals, which, in the long run, can significantly aid their employment opportunities and career advancement. (Daria, Anna, and Maria 2019.)

Career advancement refers to the process of preparing for official promotions within one's current employment or seeking opportunities with different employers. It involves proactively seeking out opportunities for growth and development, assuming greater responsibilities, and receiving enhanced compensation and benefits. This progression often occurs within a formal career or job series, accompanied by the acquisition of industry-recognized credentials that signify expertise and competence in a particular field. (Law Insider 2024.)

Also, career advancement extends beyond mere job progression to encompass the acquisition of skills and experiences that enhance one's professional prospects and marketability. According to research by Daria, Anna, and Maria (2019), individuals, such as immigrant students, who possess professional skills and engage in volunteering activities, can lay the groundwork for effective business communication and networking. For instance, an immigrant student with expertise in sports who volunteers at sporting events may have the opportunity to interact with influential individuals in the industry. These interactions not only broaden their professional network but also provide valuable insights and connections that can significantly enhance their employment opportunities and career advancement prospects. (Daria, Anna, and Maria 2019.)

Integrating into the workforce and navigating career advancement pathways can be particularly challenging for immigrant individuals due to cultural and language barriers. However, volunteering presents a unique opportunity for immigrants to showcase their skills, gain practical experience, and expand their professional network in a supportive and inclusive environment. According to Kanter (2018), immigrants bring diverse perspectives and valuable skills to the workforce, yet they often face barriers to employment due to factors such as language proficiency and unfamiliarity with local job markets. By actively participating in volunteer activities related to their areas of expertise, immigrants can demonstrate their value to potential employers, build relationships with industry professionals, and position themselves for future career advancement opportunities. Additionally, as highlighted by Daria, Anna, and Maria (2019), volunteering can serve as a strategic pathway for immigrants to develop essential soft skills, such as communication and teamwork, which are highly valued by employers. Therefore, volunteering not only enhances immigrants' employability but also contributes to their overall integration into the labor market and society at large.

3 Methodology

In this chapter, we go through the methods we used for our research, our interview questions (see Appendix 1), our data collection method as well as what being an insider means.

3.1 Qualitative Research

Research methods can be quantitative which is using measurable data or qualitative which is evaluating thoughts and behaviors in a more abstract way. In our study, we use qualitative methods to analyze the motivation behind immigrants volunteering in Finland in a research-based thesis.

Qualitative research involves tools like interviews and group discussions, focusing on understanding relationships between factors. It doesn't rely on strict measurements and can be influenced by the researcher's opinions. Qualitative research aims to understand a research question from a humanistic perspective. While the quantitative approach is considered more reliable because it relies on numbers and objective methods that other researchers can replicate, qualitative methods are used to grasp people's beliefs, experiences, attitudes, behavior, and interactions. (Pathak 2013.)

3.2 Research Questions

Our research questions are:

- What factors influence immigrants' motivation to participate in volunteer activities within their new community?
- How does the perceived value of volunteering contribute to the motivation of immigrants to engage in community service and integration efforts?

3.3 Interviews

Interviews are a method commonly employed to gather both qualitative and quantitative data through questioning (Taherdoost 2022). In quantitative interviews, respondents choose answers from predetermined options, while qualitative interviews aim to elicit detailed descriptions from participants. The interviewer listens attentively to participants' narratives, recording their perceptions, thoughts, and ideas, allowing them to freely express themselves in a private setting (Taherdoost 2022). However, questions must be crafted thoughtfully to align with the research objectives.

Interviews are instrumental in gaining comprehensive insights into participants' experiences through interpretation (Rubin & Rubin 2012). This process captures various aspects of their

lives, with the interviewer carefully documenting their understanding of participants' perceptions, thoughts, and ideas. The primary advantage of the interview method lies in enabling participants to express their viewpoints privately, openly, and without constraints imposed by predefined frameworks. Interviews can be structured, unstructured, or semi-structured, with the latter two commonly used for qualitative data collection (Rubin & Rubin 2012).

Semi-structured interviews, the most prevalent type, involve predetermined questions but allow for additional inquiries as needed. Ethical considerations include ensuring privacy, confidentiality, and informed consent to prevent harm to participants. Risks and benefits are explained, and questions are adjusted to avoid emotional discomfort. Participants have the right to retract data, and confidentiality is maintained within legal limits. Anonymity is respected, particularly for sensitive information (Rubin & Rubin 2012).

As stated above, interviews serve as a valuable method for collecting data in research, providing researchers with rich and detailed insights into participants' perspectives, experiences, and opinions. During an interview, a researcher engages in a structured or semi-structured conversation with an individual or a group to gather information on a specific topic or research question. (Creswell 2013.)

3.4 Semi-structured interviews

Semi-structured interviews were utilized to collect data, as detailed in the methods chapter. Conducting such interviews entails various tasks for the interviewer, including initiating conversation, posing questions, encouraging responses, and maintaining focus on predetermined themes. Key qualities for interviewers include punctuality, subject knowledge, active listening, tolerance for silence, and managing personal reactions to interviewee responses.

In our approach, we used what is known as semi-structured or half-structured interviews, we sought elaboration and clarification from interviewees while retaining flexibility to adjust question format and order while remaining focused on the topic. Typically, interviews are recorded to aid content analysis and ensure accuracy. Consent for recording is essential, as is proper microphone placement. When recording, it is important to receive consent (see Ethics chapter) and where to place the microphone. (Choak 2012.)

Cultural differences must be considered during interviews, although understanding of culture can vary. Rastas (2005) recommends familiarizing oneself with the target group's culture and the interviewees' perspectives before commencing interviews.

Various factors, including gender, age, societal role, political views, socio-economic status, and sexual orientation, can influence interview dynamics. Researchers should be mindful of such differences, as their absence is unlikely. Awareness of these differences informs the research approach, interaction with interviewees, and interpretation of results (Rastas 2005).

In our research, interviews serve as a vital tool for delving into the motivations behind volunteering among the immigrant community in Finland. These interviews entail direct conversations with volunteers, aiming to understand the factors driving their decision to engage in volunteer activities.

3.5 Interview Process

During our time as jobseekers, we observed an increasing trend of volunteering being promoted as a way to gain work experience at job search events. Additionally, in my current role as a volunteer coordinator, I often encountered participants who, after completing basic volunteer training, inquired about internships or work trials at Familia. It's important to note that these opportunities are distinct from volunteering.

We aimed to explore this trend among immigrant volunteers and understand their motivations for volunteering. As Familia is an organization specializing in intercultural activities, it was an ideal fit for our study as most of its volunteers come from immigrant backgrounds. This is how we found our participants.

To initiate the interview process, we will identify suitable participants within the immigrant community and seek their consent to participate in the study. Once permission is obtained, we will conduct individual interviews to provide volunteers with a comfortable and confidential space to express their thoughts and experiences openly. This one-on-one approach allows for a deeper exploration of their motivations without the influence of group dynamics.

During the interviews, we will pose carefully crafted questions designed to uncover the diverse range of factors influencing their decision to volunteer. These questions delve into various aspects such as personal experiences, cultural backgrounds, and societal influences. By actively listening to their responses and asking probing questions, we aim to capture the nuanced perspectives of volunteers and gain insight into the underlying motivations driving their volunteerism in an attempt to investigate if they align with our Expectancy Value Theory explained in Chapter 2 of our theoretical framework.

Furthermore, we will ensure that the interview environment is conducive to open and honest communication, fostering trust and rapport with the participants. This involves creating a

safe and respectful atmosphere where volunteers feel empowered to share their experiences without fear of judgment or stigma.

Once the interviews are completed, we will analyze the gathered data to identify common themes, patterns, and insights regarding the motivations for volunteering among immigrants in Finland. By uncovering these motivations, our research aims to contribute to a better understanding of the factors influencing immigrant volunteerism and inform strategies for promoting and supporting volunteer engagement within this community.

In practice, we conducted 7 interviews in total with volunteers from our working partner, Familia Ry. The interviews were all conducted online using Teams so that they could be recorded and transcribed. The interviews varied in time from 15 minutes to 50 minutes. Some participants were concise, and others were happy to elaborate but also easily got off track. This could be because they were very familiar with the interviewer. All recordings were automatically transcribed using Teams, but the interviewer also made some notes during the interview as a precaution in case of technology malfunctions.

In our consent letter, we clearly stated that all data collected from participants during our research would be retained only until the completion of our thesis. At the beginning of each interview, participants were informed that their information would be used solely for this thesis and would be promptly destroyed upon its completion.

3.6 Interview Questions

We grouped the interview questions (see Appendix 2) into six themes: introduction and demographics, volunteering experiences, motivations, challenges, perceptions of volunteering's value, and satisfaction with their volunteer experiences. We drew upon English-language resources concerning volunteer work and interactions with multicultural participants when formulating our questions. This approach allows for a nuanced understanding of the factors influencing immigrants' engagement in volunteer activities and their experiences within the Finnish community.

| Theme | Introduction and Demographics |
|-------|---|
| 1. | Please provide your age. |
| 2. | Where is your country of origin? |
| 3. | How long have you been living in Finland? |

Table 1 Interview questions on introduction and demographics

The first theme gathers basic demographic information about the participants, such as age, country of origin, and length of residence in Finland. We would like to realize the context for understanding the background of the participants and how their experiences may vary based on demographic factors. Because social workers engaged in policy practice require precise demographic information to effectively represent the number of individuals who require health, social, and public assistance services (Heikkilä 2017).

| Theme | Volunteering Experience |
|-------|---|
| 4. | Have you engaged in volunteer activities in your home country? If yes, please briefly describe your past volunteer experiences. |
| 5. | How long have you been involved in volunteering since moving to Finland? |

Table 2 Interview questions on volunteering experience

The second theme is about volunteering experience, as we want to explore their prior volunteer experiences and the duration of their involvement in volunteering since moving to Finland, which helps assess their level of experience and familiarity with volunteering. Kanervo demonstrates, “Volunteering is a two-way process in which both the volunteer and the target gain something” (2020). Also, the “Matching Model” suggests that the effectiveness of volunteer placements is influenced by the match between the volunteer’s skills, interests, and experiences and the tasks required by the organization (Wilson & Musick 1997). We believe that understanding volunteers’ backgrounds helps in making better matches, leading to more successful placements.

| Theme | Motivation for Volunteering |
|-------|--|
| 6. | What inspired or motivated you to participate in volunteer activities in your new community? |
| 7. | On a scale from 1 to 10, how important do you believe volunteering is to your process of integrating into Finnish society? |
| 8. | What specific aspects of volunteering do you find most appealing or rewarding? |

Table 3 Interview questions on motivation for volunteering

The third theme is about the motivation for volunteering, and our questions delve into the motivations and reasons behind participants' decision to engage in volunteer activities in their new community. We want to analyze what inspires or motivates them to volunteer, as well as their perceived importance of volunteering for their integration process, and provide insights into their underlying motivations and goals. According to the Self-Determination Theory by Ryan and Deci (2000), it submits that individuals are motivated by three fundamental needs: autonomy (the need to self-govern), competence (the need to feel effective), and relatedness (the need to connect with others). Volunteers who find their needs fulfilled in their volunteer activities are more likely to be intrinsically motivated.

| Theme | Challenges and Barriers |
|-------|---|
| 9. | Have you faced any challenges or obstacles in becoming involved in volunteer activities in your new community? If yes, please describe the challenges you have encountered. |
| 10. | Are there any factors that discourage you from volunteering more frequently? |

Table 4 Interview questions on challenges and barriers

In the fourth theme, we talk about the challenges and barriers participants may have encountered in getting involved in volunteer activities in their new community. Because by identifying these barriers helps pinpoint potential areas for improvement and intervention to facilitate greater participation in volunteering. Therefore, it allows organizations and policymakers to address these barriers and create more inclusive environments that encourage participation from a diverse range of individuals. Gibson (2013) suggests that civic participation, including volunteering, is influenced by both individual factors such as skills, motivation, and attitudes and community-level factors such as social capital and institutional support. Understanding the challenges at both levels can help in promoting volunteerism.

| Theme | Value of Volunteering |
|-------|---|
| 11. | How do you perceive the value of volunteering in your life as an immigrant in Finland? |
| 12. | To what extent do you feel connected to your new community through your volunteer work? |

| | |
|-----|--|
| 13. | How does support from local organizations or community members influence your motivation to volunteer? |
|-----|--|

Table 5 Interview questions on the value of volunteering

The fifth theme is about the value of volunteering, as we want to assess participants' perceptions of the value of volunteering in their lives as immigrants in Finland and the extent to which volunteering contributes to their sense of connection to the community. The feeling of connection to one's community is crucial for psychological well-being and can encourage further civic engagement (Davidson & Cotter 2019). This allows us to understand how volunteering enhances this connectedness, thereby informing efforts to support immigrant integration.

| Theme | Satisfaction and Contribution |
|-------|---|
| 14. | On a scale from 1 to 10, how satisfied are you with your volunteer experiences in your new community? |
| 15. | In what ways do you believe your volunteer efforts contribute to the well-being and development of the Finnish community? |

Table 6 Interview questions on satisfaction and contribution

The sixth theme is about satisfaction and contribution, in which we want to hear about participants' satisfaction with their volunteer experiences in their new community and their beliefs about the contributions of their volunteer efforts to the well-being and development of the Finnish community. Because assessing satisfaction and perceived contributions helps evaluate the effectiveness and impact of volunteering initiatives on both participants and the community. Research has shown that understanding volunteers' past experiences can help predict their satisfaction with current volunteer activities (Clary, Snyder, & Ridge, 1992). Satisfied volunteers are more likely to continue their service and contribute positively to the organization. Haski-Leventhal, Grønlund, Holmes, and Spence (2018) propose that volunteer involvement can be categorized into three stages: initiation, development, and maintenance. By understanding what a volunteer is satisfied with, and where a volunteer is on this continuum, organizations can provide appropriate support and opportunities for growth.

3.7 Data Collection

According to Creswell(2013), the data collection process typically involves several key steps:

Preparation: The researcher prepares a set of questions or topics to guide the interview, ensuring they align with the research objectives. They also consider factors such as the interview format (e.g., face-to-face, phone, or online) and the selection of participants.

Conducting the Interview: The researcher conducts the interview, either in person or remotely, following the prepared questions while allowing flexibility for spontaneous discussions. They strive to create a comfortable and open environment for participants to express themselves freely.

Active Listening and Probing: Throughout the interview, the researcher actively listens to participants' responses, asking follow-up questions or probing for further clarification when necessary. This helps to elicit detailed and nuanced information from participants.

Recording and Note-taking: The interview may be recorded with participants' consent to ensure accuracy in capturing their responses. Alternatively, the researcher may take detailed notes during the interview to document key points and insights.

Transcription and Analysis: After the interview, recorded audio or notes are transcribed verbatim. The researcher then analyzes the data, identifying recurring themes, patterns, and insights that address the research question or objectives.

Ethical Considerations: Throughout the process, researchers uphold ethical principles, ensuring informed consent, confidentiality, and respect for participants' autonomy and privacy.

We have been mindful and adhered to the steps laid out above during our interview process.

3.8 Being insiders

As authors of this thesis, we are both women who immigrated to Finland and have been extensively involved in volunteering. Some of the clients in our target group share similar ethnic backgrounds, ages, gender identities, and socio-economic statuses as us, making us insiders within this community. According to Merton (cited in Saidin & Yaacob, 2016, 850), researchers can be categorized as either insiders or outsiders, with insiders sharing characteristics such as gender, ethnicity, and culture with the group they study.

Both insider and outsider researchers face challenges and opportunities that must be considered. Traditionally, there has been an emphasis on outsider researchers for their perceived objectivity and distance from the topic. However, there is increasing recognition of

the value of insider researchers in academia and public policy, as they offer unique perspectives.

Smyth and Holian (cited in Saidin & Yaacob, 2016, 850) note that insider researchers benefit from time-saving advantages, as they are already familiar with the community and topic they are researching. However, they may encounter challenges related to sensitivity and potential bias, as they may overlook important issues or reveal sensitive information.

Önver Cetrez (2005), when researching the Suroye-Swedish community of which he is a part, encountered various challenges. He found it difficult to broach certain topics, such as sexuality or drugs, due to cultural taboos and fears of breaching confidentiality. Additionally, his familiarity with participants sometimes hindered deeper discussions, and differences in ideologies occasionally caused discomfort among participants.

Despite these challenges, Cetrez (2005) believes that being an insider allows him to benefit both his ethnic community and Swedish society by collecting valuable data and promoting diversity and inclusivity. However, he acknowledges the risk of being seen as a representative or "know-it-all" within the community, which may limit the scope of his research.

In conclusion, we will share our experiences as insider researchers in this thesis, reflecting on the challenges and advantages of conducting research having similar experiences as our target group.

3.9 Content analysis

Volunteering, an essential component of civil society, plays a pivotal role in addressing societal needs. Understanding the motivations behind volunteering is crucial for organizations to effectively recruit and retain volunteers. This thesis employs the Expectancy Value Theory (EVT) to delve into the multifaceted motivations driving individuals to volunteer and the perceived value they derive from their experiences. Through content analysis, this study seeks to uncover the underlying factors shaping volunteerism.

Content analysis of interviews involves systematically analyzing transcribed interview data to identify recurring themes, patterns, and meanings. Researchers employ various coding techniques, such as inductive or deductive coding, to categorize data into meaningful units. Through iterative coding and thematic analysis, researchers gain a nuanced understanding of the phenomena under investigation. (Guest, Bunce, and Johnson 2006.)

When conducting interviews to see if they match an existing theory, researchers can utilize deductive content analysis. Deductive content analysis involves analyzing qualitative data, such as interview transcripts, based on pre-existing theories or frameworks. This approach

allows researchers to examine how well the data aligns with the concepts, categories, or propositions outlined in the theory. (Elo, Satu and Helvi Kyngäs 2008.)

According to Elo, Satu, and Helvi Kyngäs (2008), here's how deductive content analysis can be used in the context of interviews:

- **Selecting the Theory:** Begin by selecting a relevant theory or theoretical framework that provides a conceptual basis for the research. This theory should offer insights into the phenomenon under investigation and provide a set of concepts or propositions that can be examined through the interviews.
- **Developing a Coding Scheme:** Based on the selected theory, develop a coding scheme or framework that outlines the key concepts, categories, or variables to be examined in the interviews. This coding scheme should reflect the core components of the theory and guide the analysis of the qualitative data.
- **Coding the Data:** Apply the coding scheme to the interview transcripts systematically. This involves identifying passages of text that correspond to the concepts or categories outlined in the theory and assigning appropriate codes to them. Coding can be done manually or using software programs designed for qualitative analysis.
- **Analyzing the Data:** Once coding is complete, analyze the coded data to assess the extent to which it aligns with the theoretical framework. Look for patterns, trends, or relationships within the data that support or challenge the propositions of the theory. Pay attention to discrepancies or contradictions that may require further exploration.
- **Interpreting the Findings:** Interpret the findings of the content analysis to the theory. Consider how well the data fit with the theoretical concepts and propositions and discuss any insights or implications that emerge from the analysis. Reflect on areas of alignment as well as areas where the data may diverge from the theory.
- **Drawing Conclusions:** Based on the analysis, conclude the extent to which the interview data support or confirm the existing theory. Discuss any modifications or refinements to the theory that may be warranted based on the findings of the study.

Deductive Content Analysis on Volunteering Experience of Immigrants in Finland and Its Relation to Expectancy Value Theory:

Introduction and Demographic

The study focuses on the volunteering experiences of immigrants in Finland. Respondents, aged between 27 and 60, came from diverse countries, including Namibia, America, Poland, India, Pakistan, Russia, and Brazil. Their duration of residence in Finland ranged from 8 months to 25 years. This diversity provides a broad view of how expectancy-value theory applies to their motivations and experiences in volunteering.

Expectancy Value Theory Overview

Expectancy value theory, originally developed by Atkinson (1957) and later expanded by Eccles et al. (1983), posits that individuals are motivated to engage in behavior based on their expectations of success (expectancy) and the value they place on success (value). This theoretical framework can effectively explain the motivations and experiences of immigrants volunteering in Finland.

Volunteering Experience

All respondents had prior volunteering experience in their home countries and continued this activity in Finland, with engagement ranging from 2 months to 20 years. According to expectancy-value theory, these immigrants likely had high expectancies of success and placed high value on volunteering, motivating their continued engagement.

Motivation for Volunteering

Participants' motivations for volunteering align well with expectancy-value theory:

Community Integration (Expectancy of Social Belonging): Two participants volunteered to feel part of a community, reflecting high value on social integration and an expectation that volunteering would facilitate this (House, 1981).

Intrinsic Value and Upbringing (Value of Personal Fulfillment): Two participants viewed volunteering as part of their upbringing, indicating high intrinsic value placed on the activity and an expectation of fulfilling personal and cultural values (Schwartz, 1992).

Career Development (Expectancy of Professional Growth): Three participants were motivated by gaining work experience and expanding their networks, showing high value on career advancement and an expectation that volunteering would contribute to this goal (Bipp et al., 2014).

Integration Process (Value of Cultural Adaptation): Four participants saw volunteering as crucial for their integration into Finnish society. This reflects the high value of cultural adaptation and an expectation that volunteering would enhance their integration (Ager & Strang, 2008). Two participants felt this less strongly, and one did not perceive any integration benefits, indicating variability in expectancy levels.

Helping Others (Intrinsic Value): Seven participants found helping others most rewarding, indicating high intrinsic value and an expectation that volunteering would fulfill their altruistic desires (Clary et al., 1998).

Intrinsic Need (Personal Value): One participant found volunteering appealing due to its ability to meet personal intrinsic needs, showing a high personal value placed on the activity (Deci & Ryan, 2000).

Challenges and Barriers

Language Barrier (Expectancy of Communication Difficulty): All participants listed language as a significant barrier, indicating a lowered expectancy of successful communication, which could demotivate engagement if not addressed (Kim, 2001).

Collaboration Issues (Interpersonal Expectancy): Three participants faced difficulties working with other volunteers, reflecting challenges in interpersonal expectancies (Putnam, 2000).

Time Constraints (Value of Time): Five participants cited time as a barrier, showing a conflict between the high value placed on their time and the time required for volunteering (Penner, 2002).

Recognition and Appreciation (Value of Effort): Two participants felt discouraged when their efforts were not valued by beneficiaries, indicating a mismatch between the expected value of recognition and the experience (Adams, 1965).

Family Duties (Competing Values): Two participants listed family duties as a challenge, reflecting competing values between family responsibilities and volunteering (Crouter, 1984).

Value of Volunteering

Despite challenges, all participants agreed that volunteering added substantial value to their lives:

Sense of Belonging (Social Value): Volunteering provided a sense of belonging, a high-value outcome for many immigrants seeking social inclusion (Baumeister & Leary, 1995).

Community Connection (Value of Social Networks): Five participants felt connected to their new community through volunteering, indicating that the expectancy of forming social connections was met. Two felt only somewhat connected, showing variability in the degree of success in meeting this expectancy (Coleman, 1990).

Satisfaction and Contribution

High Satisfaction (Positive Expectancy Outcomes): Five participants reported high satisfaction with their volunteering experience, reflecting that their expectancies were largely met (Diener et al., 1999).

Self-Critique (Internal Expectancies): Two participants rated their satisfaction lower due to personal critiques, indicating high internal expectancies influencing their overall satisfaction (Bandura, 1977).

Contribution to Society (Value of Social Impact): All participants felt that their efforts contributed positively to Finnish society, showing a high value placed on societal impact and an expectancy that their volunteering would achieve this goal (Wilson, 2000).

Conclusion

Applying expectancy-value theory to the deductive content analysis reveals that immigrants' motivations for volunteering are deeply tied to their expectancies of success and the value they place on various outcomes, such as social integration, personal fulfillment, career advancement, and societal contribution. While challenges exist, the overall positive experiences and high satisfaction levels indicate that the values and expectancies associated with volunteering are largely fulfilled, driving continued engagement and positive outcomes for both the volunteers and the Finnish society.

4 Ethical considerations and reliability

4.1 Ethical considerations

In the field of social services and healthcare, ethical considerations form the foundational bedrock for all endeavors, placing a premium on the reverence for human dignity and the principle of individual dominance. This ethos encompasses the safeguarding of fundamental liberties and human rights, such as self-determination and the freedom to choose, thereby guaranteeing that clients and patients possess the agency to make informed decisions about their well-being. In our research, we will follow ethical guidelines set by The Finnish National Board of Research Integrity (TENK). These guidelines emphasize respecting human dignity, safeguarding basic human rights, avoiding harm to the researched group, and respecting their cultural heritage. Researchers are encouraged to learn about the community, its culture, and history before starting the research to prevent any unintended harm (TENK 2019).

Therefore, in the context of our research, we focus on three key ethical considerations: informed consent, confidentiality and anonymity, and cultural sensitivity. These principles guide our approach to ensure the ethical integrity of our study.

We ensured that participants were fully informed about the research, their involvement, and any potential risks. Before collecting any data, participants were provided with a detailed consent form that clearly explained the study's purpose, procedures, and potential risks and

benefits. We decided to send each participant a consent form via email before their interview. The form detailed the study's objectives, the data collection methods, and the potential risks associated with participation. Participants were required to sign and return the form, explicitly indicating their informed consent before any data was collected. Also, the participation was strictly voluntary, and participants were made aware that they could withdraw from the study at any time without any repercussions.

We rigorously safeguarded the privacy of participants by maintaining confidentiality throughout the research process. Identifiable information was not used in reports or publications. For example, during data analysis and report writing, we did not disclose any names of the participants or where in Finland they were currently residing. We did not report any information that could disclose their identity. Additionally, all data was stored securely, with restricted access to only authorized research team members.

Given the diverse backgrounds of our participants, we made a conscious effort to acknowledge and respect their cultural diversity. This involved being sensitive to cultural nuances, avoiding stereotyping, and ensuring that our research methods and questions were culturally appropriate and respectful. For instance, we tailored our interview questions to be culturally sensitive and relevant to the participants' backgrounds. For instance, one participant was a senior lady from India, who easily got off track from the questions and tended to overshare. We were sensitive to this and allowed her to finish talking before guiding her back to the actual questions.

By focusing on these ethical considerations, we ensured that our research was conducted with the highest standards of respect, confidentiality, and cultural sensitivity.

4.2 Reliability

In our thesis, reliability holds significant importance. In terms of reliability, we aim to report our findings as accurately as possible without imparting any personal biases we may have on the topic. Research reliability refers to the consistency of analysis and the precision of the research. As highlighted by Lincoln and Guba (1985, 290), the goal of ensuring reliability in qualitative research is to affirm and bolster the study's argument. Achieving reliability involves upholding a consistent methodology that yields data reflecting the genuine experiences and viewpoints of study participants. To achieve this, we implemented several strategies in our research.

Firstly, we developed a detailed protocol for conducting interviews, which included standardized questions and guidelines for interviewers. This approach ensured that all participants were consistently asked the same questions, reducing the potential for interviewer bias and variability. Additionally, before the main data collection, we conducted

a pilot test with a small sample of participants. This allowed us to refine our questions and procedures, ensuring they were clear and effective. Any ambiguities or inconsistencies identified during the pilot phase were addressed to improve the reliability of the main study. (Golafshani 2003).

Furthermore, we conducted interviews in a controlled and consistent environment, minimizing external factors that could influence participants' responses. We negotiated with participants before the interviews and aimed to schedule at times convenient for them, avoiding periods of potential stress or fatigue, which could affect their responses. We also suggested participants select a quiet and neutral location for interviews, free from distractions and interruptions. This setting helped participants feel comfortable and focused. We used the same recording devices and setups for all interviews to ensure consistent audio quality and to avoid technical issues that could disrupt the interview process. All of this meticulous approach aimed to safeguard the reliability of our collected data, ensuring they remained unaffected by varying circumstances. (Golafshani 2003.)

5 Results

5.1 Summary of interview responses based on question themes:

| | RESPONSES |
|---|---|
| Introduction and Demographics Question 1-3 | Respondents were between the ages of 27 and 60 years old. Countries of origin varied from Namibia, America, Poland, India, Pakistan, Russia, and Brazil. Years of living in Finland varied from 8 months to 25 years. |
| Volunteering Experience Question 4-5 | All participants were involved in volunteering in their home country. Their engagement in volunteering differed from 2 months to up to 20 years depending on how long they lived in Finland. |
| Motivation for Volunteering Question 6-8 | 2 Participants wanted to feel part of a community. 2 participants connected it to being part of growing up. 3 participants were motivated by gaining work experience and increasing their network. |

| | |
|---|---|
| | <p>4 participants felt strongly that it contributed to their integration process.</p> <p>2 were felt less strongly.</p> <p>1 felt it did not help at all.</p> <p>7 participants found helping people most rewarding.</p> <p>1 found it appealing because it served her own intrinsic need.</p> |
| <p>Challenges and Barriers</p> <p>Questions 9 -10</p> | <p>All participants listed language as a challenge and barrier.</p> <p>3 had difficulties in working with other volunteers in the same group.</p> <p>5 listed time as a barrier.</p> <p>2 felt discouraged that the people they were creating activities for did not value their time and effort.</p> <p>2 listed family duties as a challenge.</p> |
| <p>Value of Volunteering</p> <p>Questions 11 -13</p> | <p>All participants agreed that volunteering adds value to their lives.</p> <p>It gave them a sense of belonging.</p> <p>A way to meet and connect with other people.</p> <p>5 participants felt connected to a new community.</p> <p>2 only felt somewhat connected and that connection was only based on activity.</p> |
| <p>Satisfaction and Contribution</p> <p>Question 14 -15</p> | <p>5 participants were highly satisfied with their experience.</p> <p>2 were rated it lower but due to their critique of their performance.</p> <p>All participants felt that their efforts have contributed to the overall well-being of Finnish society.</p> |

5.2 Results of the participants

In this section, we will highlight the results of the participants using quoted texts from the participants.

5.2.1 Motivation for Volunteering

Participants' motivations for volunteering varied, often tied to professional goals and social needs. One participant shared, "So at first I volunteered with organizations that had some or one organization in particular that had something to do with my professional goal," indicating a strategic approach to align volunteer work with career objectives. Another mentioned, "So the idea was also to network and gain experience in, you know, in this sector, in the new like market, job market," highlighting the importance of gaining relevant work experience and expanding professional networks. Social reasons also played a role, as one participant explained, "I think that first of all, I wanted to socialize a bit because I mostly stayed at home, so going out was kind of important to me," underscoring the role of volunteering in combating isolation and facilitating social interaction. These motivations align with the expectancy-value theory, which posits that individuals are motivated to engage in behaviors when they anticipate positive outcomes and value those outcomes (Eccles & Wigfield, 2002).

5.2.2 Challenges and Barriers

Several challenges and barriers were identified by participants. Language was a significant issue, as one participant noted, "In terms of barriers, well I mean there is the Finnish language of course," which restricted their ability to volunteer in broader contexts: "So I feel like I am kind of bound to volunteer for organizations that operate, you know, with and for immigrants, you know, in other languages than Finnish." Another participant highlighted the impact of language proficiency on their activity level: "In my case, if I had known, if I had been fluent in Finnish, I think I would be even more active than I am, right?" Time constraints also posed a challenge, as stated by one participant, "Yes, because of the time schedule." Additionally, the lack of appreciation from beneficiaries led to discouragement: "So when I'm doing something and people who are part of it are like, I don't know if I'm coming. I really feel discouraged." These challenges are consistent with previous research showing that language barriers and time constraints are significant obstacles to volunteering among immigrants (Handy & Greenspan, 2009).

5.2.3 Value of Volunteering

Participants acknowledged the significant value that volunteering brought to their lives, especially in building connections and enhancing self-worth. One participant remarked, "Of course, I see immense value in volunteering as an immigrant because this is how I build a connection with the community here in Finland," illustrating the role of volunteering in

fostering community integration. Another shared, "So from that perspective, it adds value to me as well as to the other people's feelings because they feel that they are meeting somebody else," highlighting the mutual benefits of social interactions through volunteering. The sense of purpose was also emphasized: "And I think that the biggest value is that you don't feel so useless as an immigrant when you can volunteer here, especially when you don't have your own job," indicating how volunteering can combat feelings of uselessness and provide meaningful engagement. This reflects findings from research that highlight how volunteering can enhance immigrants' sense of belonging and self-worth (Musick & Wilson, 2008).

5.2.4 Satisfaction and Contribution

Participants generally expressed high satisfaction with their volunteering experiences. One participant rated their satisfaction highly, saying, "I would put it like it's again it's between 9.75 and then yeah it's really like I'm fully satisfied because it's you want to do something and then there's you're not doing it alone." This highlights the importance of collaborative efforts in enhancing satisfaction. Another participant emphasized their role in contributing to the immigrant community's voice: "And when I listen to them, I have to give feedback and report on what we talk about, how we feel about what we talk about, and so forth. When I do that, I'm contributing to the voice of us as immigrants in this country." Participants also felt their efforts helped improve perceptions of immigrants: "So generally, I think it has helped in creating that perception about immigrant people that when they come, they contribute to a society in a better way, in a good way, and they just don't come here to exploit the system." This sentiment was further reinforced by another participant: "And that's the message I want to give with my volunteer experience as well, that I'm here to contribute through my work," underscoring the desire to demonstrate the positive contributions of immigrants through their volunteer efforts. Such high levels of satisfaction and perceived societal contribution are consistent with findings that volunteering can significantly enhance individuals' satisfaction and sense of community (Omoto & Snyder, 2002).

6 Discussion and conclusion

6.1 Working life partner feedback

We conducted a presentation of our thesis to the staff members of Familia. Below are some of their open feedback comments:

In addition to this, after the presentation we discussed how we could use the findings of the

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| Comment A | It was interesting to know the general volunteer's expectation and motivation and the alignment with the theory. I personally appreciate the focus on diverse backgrounds and yet seeing the alignment with the existing theory |
| Comment B | I believe, this is a very important topic and target group that been chosen for this research. These kinds of studies can reduce the challenges and limitation on the way of volunteering and make the volunteering an equal and enjoyable experience for everyone. |
| Comment C | Great job, good luck |
| Comment D | Presentation was very professional, interesting and the informative information gathered should and could be used to improve the work life partners volunteer work in general. To utilize this information would be beneficial to all parties involved. |
| Comment E | Interesting research topic, as mentioned by a colleague in the presentation, whilst there is research on the motivations of volunteers in taking up volunteering, the voice of immigrant volunteers is rarely included or lifted. I found the insights into the motivators informative, for example that for some volunteering is just something you do, more like helping out, something you are brought up to do. Well-presented and executed study that Familia can take learnings from, for example how we can shift our communication about the value of volunteering away from a stronger emphasis on career opportunities and work on building a lasting sense of community that sustains itself for our volunteers past their group activities. Well done, Allison! |

study in terms of the work being done at Familia. The collective consensus was that it is important to manage the expectations of volunteers.

6.2 Professional growth reflection

As a thesis working pair, we reflected on what we learnt during this process.

Firstly, it was exciting to see that an existing theory in practice as our research aligned with what the theory had stated. Secondly, we learnt how important time management is in relation to preparing work according to the set timeline but also that life happens and there are some factors that were beyond our control. Thirdly, as a pair we are from different cultures as well and at times we experienced some miscommunication between us that

resulted in both parties feeling offended. We had to talk about it and resolve it, so that we could move forward with our thesis. Being able to communicate effectively is a vital skill not only in life as a whole, but in our profession as well. While working on this thesis we got to practice this as well as conflict resolution skills by finding common ground and a way to move forward. Fourthly, while working on the thesis we were in different countries with a huge time difference between us, this required a great deal of flexibility from both of us in terms of finding suitable times for us to meet or reply to messages. We also have different home life situations that also needed to be taken into account. Lastly, we feel an unexpected level of pride in having completed this document.

In terms of further research development, firstly, it would be interesting to conduct a survey with Finnish volunteers and see to which extent or if even at all their answers also align with the theory. Secondly, to then to compare their answers to those of immigrant background, to determine if there are any similarities or what differences can be noted. Lastly, to determine which target group aligns more closely to the theory. Can the theory be universally applied to all cultures or do certain cultures respond differently to the theory.

6.3 Conclusion

In conclusion, immigrants' experiences with volunteering in Finland are shaped by their motivations, challenges, and how they perceive the value of their contributions. These aspects can be understood through expectancy-value theory, which suggests that people engage in activities when they believe they'll succeed and when they find value in the outcomes. Essentially, immigrants are more likely to volunteer when they believe they'll benefit and when they see the activity as valuable. (Eccles et al. 1983; Wigfield & Eccles 2002.)

The study sought to answer two key research questions: What factors influence immigrants' motivation to participate in volunteer activities within their new community? How does the perceived value of volunteering contribute to the motivation of immigrants to engage in community service and integration efforts?

Despite facing hurdles like language barriers, time constraints, and feeling unappreciated, immigrants are still motivated to volunteer. Their drive stems from the perceived value of the activity. For example, some see volunteering as a way to integrate into their new community or advance their careers. Others find fulfillment in helping others, even when it's challenging.

The theory also sheds light on the fluctuating nature of motivation. While some immigrants may be highly motivated by the potential benefits of volunteering, others might lose steam when obstacles arise. This aligns with the idea that motivation is influenced by both the perceived likelihood of success and the value attached to the outcomes.

Participants' satisfaction with their volunteering experiences reflects how well their expectations and values were met. When immigrants feel satisfied, it means they see their efforts as successful and valuable. This satisfaction then reinforces their motivation to keep volunteering. Conversely, if they're less satisfied, it might indicate a mismatch between their expectations and reality, which could lead to dwindling motivation over time.

By understanding immigrants' motivations, addressing barriers, and enhancing the perceived value of volunteering, organizations can better support immigrant volunteers and encourage their continued engagement. This approach reflects the core principles of expectancy-value theory, which emphasize the importance of individuals' expectations and values in driving behavior.

Ultimately, leveraging these insights can help create more inclusive and supportive environments for immigrants in Finland. By promoting volunteering as a meaningful and beneficial activity, organizations can foster immigrants' integration and well-being, contributing to a more cohesive and thriving community overall.

Reflecting on the outcomes of our study, it becomes apparent that immigrant involvement in volunteer activities is shaped by a multitude of influences. By delving into our research questions, we gained insights into the underlying motivations driving immigrants to engage in volunteer work and the significance they attribute to these activities. Through the lens of expectancy-value theory, we uncovered how immigrants navigate the perceived benefits of volunteering alongside the barriers they encounter, ultimately impacting their levels of motivation.

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Appendix 1: Consent Form



AMMATTIKORKEAKOULU
University of Applied Sciences

Participant Consent Form for Interview Participation

Preliminary Title of Research Study: Exploring the Motivations of Immigrants Volunteering: A Look Through the Expectancy-Value Lens

Principal Investigators: Allison Abdile and Na Zhang

Date: 1 April 2024

Dear Participant,

We are writing to invite you to participate in an interview as part of my thesis research project titled "Exploring the Motivations of Immigrants Volunteering: A Look Through the Expectancy-Value Lens "

Your insights and experiences are valuable to my study, and your participation would greatly contribute to our understanding of what are the main motivations for immigrants to volunteer in Finland and what value they assign to volunteering.

Please take the time to read the following information carefully before deciding whether or not to participate. If you have any questions or concerns, please do not hesitate to contact us.

Purpose of the Study: This thesis aims to dig deep into why immigrants choose to volunteer in Finland. By using the Expectancy-Value Theory, we want to investigate why immigrants think volunteering is important and what they hope to get out of it. As immigrants become part of Finland's diverse culture, their decision to volunteer gives us a peek into how they are adjusting

Interview Process: If you agree to participate, you will be invited to take part in a semi-structured interview. The interview will last approximately 45-60 minutes and will be conducted online or in person according to your preference. The interview will be audio-recorded for accuracy and transcription purposes.

Confidentiality: Your participation in this study is voluntary, and all information provided will be kept confidential. Your identity will be protected, and any personal information shared during the interview will be anonymized in the final research report. All information will be deleted upon completion of this thesis project. The information gathered during the interviews will be used solely for academic purposes and will be kept strictly confidential.

Your anonymity will be preserved throughout the study, the respondents will not be identified from the report and any identifying information will be removed from the final report. During the interviews, I will be recording and transcribing the conversations to ensure accuracy in capturing your responses. These recordings and transcripts will be securely stored in a locked protected file and will be retained until the completion of the study, no later than the end June of 2024. The completed thesis will be published in Theseus.

Risks and Benefits: There are minimal risks associated with participating in this study, such as some of your experiences with volunteering may not have been good ones. However, participating in the interview may provide you with an opportunity to reflect on your experiences and contribute to research in this area.

Voluntary Participation: Your participation in this study is entirely voluntary, and you have the right to withdraw at any time without consequence. Your decision to participate or decline participation will not affect your relationship with Familia Ry or the University of Laurea.

Consent: By agreeing to participate in this interview, you are indicating your informed consent to the terms outlined in this consent form. You also consent to the audio recording of the interview for research purposes.

Please sign below to indicate your consent to participate in the interview:

Participant Signature: _____ Date: _____

Researcher's Signature: _____ Date: _____

Thank you for considering participating in this study. Your input is invaluable, and we appreciate your time and contribution. We thank you in advance for your willingness to share your experiences and insights.

Sincerely,

Allison Abdile (allison.abdile@student.laurea.fi) and Na Zhang (Na.Zhang@student.laurea.fi)

Bachelor of Social Science students

Additionally, you may contact my supervisors for further assistance.

Maria Normann at maria.normann@laurea.fi or Riikka Kanervo at riikka.kanervo@laurea.fi

Appendix 2: Interview Questions

1. Please provide your age.
2. Where is your country of origin?
3. How long have you been living in Finland?
4. Have you engaged in volunteer activities in your home country?
If yes, please briefly describe your past volunteer experiences.
5. How long have you been involved in volunteering since moving to Finland?
6. What inspired or motivated you to participate in volunteer activities in your new community?
7. On a scale from 1 to 10, how important do you believe volunteering is to your process of integrating into Finnish society?
8. What specific aspects of volunteering do you find most appealing or rewarding?
9. Have you faced any challenges or obstacles in becoming involved in volunteer activities in your new community? If yes, please describe the challenges you have encountered.
10. Are there any factors that discourage you from volunteering more frequently?
11. How do you perceive the value of volunteering in your life as an immigrant in Finland?
12. To what extent do you feel connected to your new community through your volunteer work?
13. How does support from local organizations or community members influence your motivation to volunteer?
14. On a scale from 1 to 10, how satisfied are you with your volunteer experiences in your new community?
15. In what ways do you believe your volunteer efforts contribute to the well-being and development of the Finnish community?

Backup questions:

Can you tell us what is your definition of volunteering?