Volunteering as a technology for involving public activity and a factor of influence on the career strategies of youth

El voluntariado como tecnología social de implicación en la actividad pública y factor de influencia en las estrategias individuales de carrera de los jóvenes

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Abstract

The article is devoted to the study of volunteering as a social technology through which young people are involved in public activity, and as a factor that affects the individual career strategies of its representatives. The world, all-Ukrainian and local tendencies of changes in the level of interest of young people in volunteering are compared, based on the results of a sociological survey of the attitude towards volunteering of students from one of the leading

universities in Southern Ukraine and the results of other scientific studies on this issue. The results obtained confirm national trends. Thus, the most popular areas of volunteering among the youth coincide: helping children (74%), animals (66%), ATO soldiers (64%). The data on the motivational specifics of youth volunteering demonstrate a variety of perceptions of the value of volunteer experience even within the same age group of youth. The factor of student youth having free time is not a key factor in terms of their involvement in volunteering. The established interdependence between the self-identification of student youth and the presence of volunteer experience seems to be important. The obtained data and conclusions regarding age-related motivational characteristics and stereotypes about barriers to volunteering will help to correctly plan activities to involve young people in volunteering. In addition, the study will be useful for the development and improvement of educational programs aimed at training specialists in working with youth, organizing the involvement of its representatives in participating in the volunteer movement.

Keywords: volunteering, social technology, public activity, career strategy, youth.

Resumen

El artículo está dedicado al estudio del voluntariado como tecnología social a través de la cual los jóvenes se involucran en la actividad pública, y como factor que incide en las estrategias individuales de carrera de sus representantes. Se comparan las tendencias mundiales, ucranianas y locales de cambios en el nivel de interés de los jóvenes en el voluntariado, en base a los resultados de una encuesta sociológica de la actitud hacia el voluntariado de los estudiantes de una de las principales universidades del sur de Ucrania y el resultado de otros estudios científicos sobre este tema. Los resultados obtenidos confirman las tendencias nacionales. Así, las áreas de voluntariado más populares entre los jóvenes coinciden: ayudar a niños (74%), animales (66%), soldados ATO (64%). Los datos sobre las motivaciones específicas del voluntariado juvenil demuestran una variedad de percepciones del valor de la experiencia del voluntariado, incluso dentro del mismo grupo de edad de jóvenes. El hecho de que los jóvenes estudiantes dispongan de tiempo libre no es un factor clave para su implicación en el voluntariado. Parece importante la interdependencia establecida entre la autoidentificación de los jóvenes estudiantes y la presencia de experiencia de voluntariado. trabajar como voluntario. Además, el estudio será útil para el desarrollo y mejora de programas educativos destinados a formar especialistas en el trabajo con jóvenes, organizando la implicación de sus representantes en la participación en el movimiento voluntario.

Palabras clave: voluntariado, tecnología social, actividad pública, estrategia de carrera, jóvenes.

1. Introduction

The relevance of work with youth in Ukraine is due to many factors: starting with the ultra-high rates of youth migration, ending with the need of communities for local leaders and managers among young people as a result of the decentralization reform. One of the main problems at the personal level is that young people, instead of planning career strategies,

are too preoccupied with the negative practices of their own parents and older comrades who have not been able to become successful in Ukraine, and begin to orient themselves towards the labor market of neighboring countries and Western countries. Europe Of course, in most cases they are faced with ignorance of the peculiarities of the local labor market and the socio-cultural characteristics of the functioning of societies, within which they plan to implement both a career strategy and individual career scenarios. Given certain challenges, the role and value of volunteering as a technology for working with youth is increasing. First of all, this is due to the peculiarity of volunteering, which solves a set of tasks in such a context. Firstly, it is an activating influence on the youngest person - a volunteer, and secondly, the influence directly on the social situation or a problem solved through volunteering. On the other hand, volunteering provides an opportunity to gain practical experience in many areas and get an idea of the possibility of implementing career scenarios and career strategies. In addition, volunteering provides an opportunity to gain invaluable experience and latent connections, which, in the realities of Ukraine and other countries of Eastern Europe, provide significant preferences for a person who is first or secondarily employed in the labor market. Therefore, in our opinion, there is a need to continue the scientific discussion around the issues of youth volunteering in order to understand how to fully use its potential to effectively attract young people.

Analysis of the concept of social technology is important for our research. The study of social technologies in the field of socio-humanitarian sciences traces its history from R. Henderson's justification of the structure and functions of sociological knowledge and the allocation of social technologies in this structure. By social technology, he understands a set of techniques and means of solving a social problem or movement that require interdisciplinary research and should serve as the basis for social reforms (Henderson, 1901). This form significantly affects the career scenarios implemented by people, entering the active phase of mastering roles within the framework of their own professional implementation. Further development of multidisciplinary and sociological research, in particular, leads researchers to the conclusion that social technologies should be the basis for government decisions and represent a new form of thinking (Leibetseder, 2011).

In the field of social work, the concept of social technology is well-grounded and popular in application. A. I. Kapskaya made a significant contribution to the substantiation of the concept of technology of social work. Under the technology of social work, she understands the totality of forms, methods and techniques used by social services, individual social service institutions, social workers in order to achieve the success of social work. In a broader sense, social technology is understood as an effective and purposeful social influence that gives the desired result (Kapskaya, 2004).

Social technologies are actively used both in social work and social policy. One of the elements of an effective social policy of the state is the creation of conditions for the maximum realization of the individual, including in the professional sphere. In the absence of such an opportunity, a person finds himself in a situation where his professional strategy is inhibited, and she is forced to contact an employment center in order to receive

employment or retraining services. Often, retraining and performing volunteer work contributes to re-planning a career strategy.

"Citizen Engagement" is one of the popular categories used in various fields of modern scientific knowledge. So, in public administration, the concept of attraction is used "to define political processes at the local level, in particular, to characterize a possible mechanism for activating citizens to solve the political problems of the territories". The concept of "citizen engagement" is usually associated with the formation and implementation of a policy of active participation, partnership, the right to participate, decision-making, influence, transparency (Stasishin, 2015). At the same time, the attraction of citizens can be understood as any influence, as a result of which residents carry out activities outside working hours, involving interaction with local authorities and implementing activities aimed at the development of the community (Williams, 2003).

The concept of "attraction" in the phrase "social attraction" gets new meanings. "From an economic perspective, social inclusion is a way to remove barriers (such as poverty and economic inequality) to participation in decision-making and implementation of community development and access to resources and opportunities. According to the sociological approach, the phenomenon under study is a process aimed at overcoming limitations in the exercise of generally accepted rights. The philosophical approach considers social attraction as an opportunity for a social subject to return to active social activity (Popova, 2013).

In modern normative legal acts on youth policy, the phrase "attracting young people" is actively used. One of the priority tasks of the Concept of the State Social Target Program "Youth of Ukraine 2021-2025" (Resolution of the Cabinet of Ministers of Ukraine № 579, 2021) is "to activate the involvement of youth in decision-making processes", and in the National Youth Strategy by 2030 (Decree of the President of Ukraine dated №. 94/2021, 2022), one of the priorities is determined by the ability (of youth), understood as "attracting youth for participation in public life, increasing its independence, competitiveness, the formation of civic competencies among young people".

Within the framework of this work, we will understand the involvement of young people in a broad sense as a process of involving young people in social activity, that is, active interaction aimed at forming the readiness of its representatives to carry out certain planned social activities through the formation of a sense of interest in achieving the set goals of this activity. We consider volunteering as one of the social technologies that can be used to involve young people in active interaction at the state level.

2. **The purpose of the article** is to define the essence of volunteering as a social technology of involvement in social activity and aspects of its influence on the individual career strategies of young people.

In Ukraine, the concept of "volunteer" did not exist until the 90s of the XX century. People engaged in socially useful work were called benefactors, altruists, public figures, patrons of the arts. The stage of "Soviet volunteering" significantly influenced the public perception of volunteering. This stage is defined differently in Russian and Ukrainian studies of volunteering. In particular, Russian researchers of volunteering consider student construction brigades, patronage help and the so-called "brigades" to be historical facts of the development of the youth volunteer movement (Velikanova, 2015). One of the problems of the spread of volunteer projects on the territory of Ukraine is that potential volunteers consider the futility of volunteering due to the free labor and lack of career prospects. In such cases, potential volunteers do not take into account the intangible benefits of volunteering, which may be more beneficial to their career strategy than a small salary. Ukrainian researchers are convinced that such activity does not correspond to the principles of volunteerism, since it manifests itself in the readiness to "serve the interests of not just some individual citizens in need of help (caring for the sick, helping orphans, infirm, elderly people, etc.), but to fulfill the requests of the party, to serve the communist idea, the socialist state" (Lyakh, 2013). For example, a group of Ukrainian researchers believes that "subbotniks", the work of "Timurov's" detachments and other types of activity that were carried out free of charge in Soviet times should not be considered forms of volunteering, since they mostly did not correspond to the principle of goodwill" (Griga et al., 2000). Moreover, this stage, according to V. Apukhtin and A. Bogomolov, became a brake on the development of the volunteer movement in the post-Soviet space, and also contributed to the formation of a negative perception of volunteer activities in society (Aptukhin & Bogomolov, 2015). Western researchers share the same opinion (Haski-Leventhal et al., 2008; Dean, 2014). For example, in their work on volunteering in the cross-national dimension, they note: "In the former socialist countries of Central and Eastern Europe, the very concept of volunteering had become suddenly obsolete, being contaminated by decades of state and party-led requirements to contribute time and efforts freely for some common social, cultural or political cause" (Helmut and Salamon, 1999).

Volunteering is a fairly popular activity among young people. This is due to the fact that young people have not only the necessary resources to carry out such activities (time, energy). For young people, basic social and psychological needs are also relevant, which can be realized in volunteering. These are: being and communicating among peers, as well as the need to be taken seriously, i.e. to implement tasks that are significant, important "adults" (Flanagan & Van Horn, 2001). These needs of young people are due to the age characteristics of socialization and personal development. In addition, volunteer activity is an important factor in professional training and helps young people to get the first experience of professional activity (Andolina et al., 2002). On the other hand, the result of volunteering is social benefit, therefore youth volunteering is actively practiced and supported by various actors of local development.

Volunteering can be viewed as a special case of praxeological career practice (Zoska et al., 2020). In this case, volunteering performs an important function of approbation of professional knowledge acquired by student youth during training, which actualizes the

problem of further study of volunteering as a factor in the implementation of personal career scenarios.

The high potential of volunteering in the framework of mastering additional professional knowledge can be significantly higher if this is due to the specifics of the specialty. A similar specificity exists within the framework of educational programs such as social work and psychology, where volunteering in the framework of training sessions allows you to get practice for students, young teachers and disseminate socially significant knowledge (Kuzmina et al., 2020).

Volunteering can be characterized by the complexity of solving a wide range of pressing issues and an effective social technology for working with youth.

3. Method and methodology

The result of the study of the state of youth volunteering in Ukraine is rather ambiguous. A number of studies demonstrate different views on the content of youth volunteering in Ukraine. In our opinion, this is due to the different interpretation of volunteering by both researchers and respondents. For example, some researchers attribute the provision of donations to volunteering, while others consider volunteering only "participation by personal labor" (Yurchenko, 2009a).

The current challenges facing Ukraine and the insufficient number of sociological studies on youth volunteering demonstrate the need for further research in this area in order to understand ways to increase the level of youth engagement through volunteering. For this purpose, a sociological study of the participation of student youth in volunteering was carried out to determine the level of interest of young people in volunteering and the prospects for its activation, as well as a comparison of world and all-Ukrainian trends reflected in the results of scientific research on this issue with the characteristics of student volunteering at one of the leading universities in the South region of Ukraine. The study, in addition to everything, is useful for the development of specific educational programs that will be taken into account by applicants when deciding whether or not to enter the specialty of higher education in the framework of a particular career scenario, which will become part of the career strategy of the individual.

In the author's research, a quantitative methodology for the study of social processes was used using the method of a formalized individual survey. The survey was conducted online using the Google forms platform from December 2020 to March 2021. 403 university students took part in the survey. Of these: 259 students of 1-3 years of study and 144 senior students (4 years of study and master's). The proportional representation of the groups of junior and senior students made it possible, within the framework of this study, to analyze the specifics of attracting students of different ages to volunteering. The statistical data obtained were processed using the SPSS Version: 10.0.5 software.

4. Discussion

The results of all-Ukrainian sociological studies of the peculiarities of attracting young people to volunteering indicate a high level of involvement of young people in volunteering in comparison with representatives of other age groups. In particular, at the end of 2014, the GfK company, commissioned by the United Nations, conducted an all-Ukrainian study of the state of volunteering in Ukraine. About a quarter of the respondents (23%) noted that they have experience in volunteering. The age distribution of the respondents' answers shows that among those who have experience of volunteering, most of all are young people (persons 16-35 years old), both among women and among men – 19% and 20%, respectively. However, according to the results of the sociological research "Youth of Ukraine – 2018", only 4.1% of young people took part in volunteer activities. In a third of the cases, the main motive for participating in volunteering was the opportunity to gain practical work experience, which could be entered into a resume and used as part of tactical or strategic actions in the implementation of one's career strategy.

During 2012-2019, the Ilko Kucheriv Democratic Initiatives Foundation systematically studied the level of volunteer participation of Ukrainians. For example, in 2012, 10% of Ukrainians were engaged in volunteering, in 2015 – 13%, and in 2016 – 14%. Research by this foundation in 2018 fixes an increase in the percentage of those who volunteered in Ukraine during the year up to 18%. Separately, it is determined here that the highest level of volunteering is observed among young people (24%). In the regional context of volunteer activity, the west (21%) and the center (22%) continue to dominate. Research 2019 p. demonstrates a significant drop in the level of volunteer participation (almost twofold): only 9% of respondents noted that they were engaged in volunteering during 2019. This is mainly explained by a decrease in public demand for this form of activity, as well as the inability to implement the acquired practical skills in the implementation of one's own career strategy. It should not be forgotten that the surge in the popularity of volunteer activities came in 2014, when the anti-terrorist operation was launched. However, by 2019, this wave had naturally diminished. It should be noted that for many young people who volunteered, helping the National Guard of Ukraine and the Armed Forces of Ukraine, this turned into a full-fledged job in the army ranks. At the same time, a large number of volunteers became recognizable in the media space, which allowed them to get new positions and even some of them to become people's deputies of Ukraine and representatives of local government representatives.

The results of the level of active participation of young people in volunteering, obtained in the author's research, confirm and continue the national trends. Namely, the youth of Zaporizhzhya National University is actively involved in volunteering and from 23 to 40% of the respondents took part in various types of volunteer activities during the current year. The overall indicators of student participation in volunteering are, accordingly, even higher, and from 40% to 74% of the respondents took part in various forms of volunteer activity at least once in their life. The data presented in Table 1 demonstrate the frequency of youth involvement in volunteer activities of various directions.

Table 1.

In which areas of volunteering do you have experience of participation? Note the frequency of your participation from 0 to 4 in various areas of volunteering (where 0 - never participated, 1 - one-time participation, 2 - inconsistent activity every six months, 3 - constant and systematic activity several times a year and 4 - systematic activity at least 1 hour per week)?

(N=403)

№	Possible answer	Mean	Number of responses (N)	Std.deviation
1	Civic activism	1,71	220	0.94
2	Help to ATO soldiers	1,49	258	0.75
3	Help for children	1,74	298	0.81
4	Help for animals	2,01	267	0.92
5	Eco-volunteering	1,79	239	0.84
6	Work with young people	2,0	160	1.05
7	Provision of social services to at-risk groups	1,8	162	0.90

The data in Table 1 indicate that more than half of the surveyed respondents have experience of participating in volunteer activities. The results of our research on the areas of volunteer activity fully correlate with the results of the research carried out by the Ilko Kucheriv Democratic Initiatives Foundation, which showed that since 2016, aid to the army remains a priority, but volunteering is also "returning" to traditional areas, such as helping children. orphans (assistance to orphans increased from 12% in 2015 to 23% in 2016), assistance to the sick and people with disabilities (increased from 21% in 2015 to 35% in 2016), as well as assistance to elderly people (grew from 6% in 2015 to 12% in 2016). According to the results of our research, the most popular spheres of volunteering in which student youth tried themselves were helping children (74%), helping animals (66%) and helping soldiers of the anti-terrorist operation – ATO (64%). The trend of gradual withdrawal of volunteering from the military sphere is reflected by the fact of the popularity of volunteering in the field of helping animals. Of these three areas of volunteering, this type of assistance was noted by volunteers as more permanent. 43% of respondents took part in volunteer events in this area more than once. The indicators of student youth participation in volunteer activities to help children are slightly lower – 40.4% of the respondents took part more than once. Youth work also has one of the highest average indicators (mean = 2.0), but we see that such a high motivation to participate is more heterogeneous (Std = 1.05), and already from the data in Table 2 we see that it is achieved through the fact that out of 40% of those who took part in such events, 5% do it systematically. Based on these primary data, we see that the traditional and priority areas of volunteer activity among young people for many years has been helping children and helping ATO soldiers. In addition, there is a gender correlation, when girls are directed to volunteer in the field of work with children, and young men gravitate to volunteering in the field of ATO. However, these figures are not total, as evidenced by women's initiatives to weave camouflage nets and other necessary supplies for the military. It should be said that there are a sufficient number of cases when volunteers of the ATO and the Joint Forces Operation (JFO) opened a business, relying on the skills

acquired during volunteering. And this is no coincidence, because ensuring the functioning of the army requires a variety of infrastructural activities that may be required during civilian life.

We consider it important to pay attention to the analysis of the level of systematic participation of young people in volunteering (results of Table 2).

Table 2.
In what areas of volunteering do you have experience of participation? Please note the frequency of your participation in various areas of volunteering (never participated, single participation, non-permanent and constant participation)? (Data are given as percentages per line)

№в/в	Possible answer	Systematic participation	Constant and systematic activity	Fickle activity	One-time participation	Never took part	Total
1	Civic activism	5.0	3.5	17.1	29.0	45.4	100%
2	Help to ATO soldiers	2.2	3.5	17.9	40.4	36.9	100%
3	Help for children	2.7	8.7	29.0	33.5	26.1	100%
4	Help for animals	5.0	13.2	25.8	22.3	33.7	100%
5	Eco-volunteering	2.0	9.9	20.8	26.6	40.7	100%
6	Work with young people	5.2	5.7	12.2	16.6	60.3	100%
7	Provision of social services to at-risk groups (elderly people, low-income people, Romany, etc.)	2.0	6.9	12.4	18.9	59.8	100%

Among the spheres of volunteering, in which student youth are less involved, work with young people stands out. This fact attracts attention. Indeed, within the framework of student life and the activities of student self-government, there are enough realizable activities that students could attribute to volunteering. In particular, these are activities for the adaptation of freshmen to student life (preparation for the meeting of freshmen at the beginning of the academic year, organization of initiation into students, assistance in adaptation to the daily requirements of the educational process and preparation for the session, work on improving the life of freshmen in hostels, assistance in preparation of performances at university-wide and city competitions for freshmen, etc.). This situation is mainly due to the fact that students do not see a career benefit in this form of volunteering, because they do not see career prospects in the field of youth work. However, students do not perceive this as volunteering, perhaps they regard it as a manifestation of student interaction, a joint pastime.

Another area of volunteering that is not of interest to students is the provision of social services to risk groups (60% never participated). The reasons for the low level of activity

of youth volunteering in the field of social work, in our opinion, are associated with the reform of the decentralization of social services and the change in the functionality of the structures of social work, as already noted in one of the previous publications (Boyko et al., 2021).

The rest of the spheres of volunteering analyzed in our study are more attracting student youth to active participation. Namely, more than half of the respondents participated at least once in public activities, helping ATO soldiers, helping children, helping animals and eco-volunteering. Note that no more than 5% of the surveyed students regularly participate in volunteer activities. These results are associated, in our opinion, with the fact that young people generally perceive any areas of volunteering, but there is an acute issue of the quality of youth involvement, by which we mean the systematic nature of youth volunteering. By the way, researchers of the Ilko Kucheriv Democratic Initiatives Foundation note that as of 2016 volunteers began to spend more time on volunteering compared to 2012: At the same time, compared to 2012, volunteers now spend more time on volunteering. activity: then only about 6% of volunteers devoted several hours a week to such activities, and the option for daily volunteer work was not even included in the questionnaire; and in 2016, about 5% of volunteers were engaged in daily volunteering activities, and another 11% devoted several hours a week to this. True, in 2015 volunteers worked much more intensively: 5% of volunteers also worked daily, but 23% worked several hours a week. This trend is directly related to a decrease in the social demand for volunteering and the popularity of volunteering in comparison with other types of social practices.

It is also important to analyze the motivational aspects that underlie youth volunteering. Scientists claim that taking into account the motivational needs of volunteers when planning activities has a positive effect on the quality, effectiveness and long-term cooperation (Yurchenko, 2009a). Many foreign (Trumbauer, 1995; Clary & Snyder, 2002; Dolcinar & Randle, 2007) and domestic researchers study the motivational aspects of volunteering (Yurchenko, 2009b; Lyakh, 2011; Ivanik, 2013). The multifactorial Clary and Snyder model, which is based on the idea of multidimensionality and structural complexity of motivation (Clary et al., 1998), has been recognized by most European and American scientists.

Clary E.G and Snyder M. identified six social functions that stimulate volunteer activity – value function, understanding, self-development, career growth, social, protection (Clary et al., 1998). Australian researchers have expanded this theory of motivation with additional functions, such as reciprocity, recognition, self-esteem and reactivity (Dolcinar & Randle, 2007). Another group of researchers who studied the tools of inspiring young people with volunteering identified five program practices "authorizing, creating safe relational spaces, reflecting, revealing privilege, and simplifying" that help involve young people in volunteering (Nordstrom et al., 2021).

In our opinion, the function of career growth and professional socialization prevails over others in terms of relevance. And as practice shows, it is the applied knowledge gained during volunteering together with informal connections that is actively used by girls and boys in the implementation of their own career strategy and as an area in which they can realize themselves if their career plans fail.

The results of the motivational specifics of student volunteering are presented in Table 3.

Table 3.
If you have volunteering experience, rate your satisfaction with the following characteristics (rate on a scale from 0 to 3, where 0 is not satisfied and 3 is fully satisfied)

		N=270	
№в/в	Possible answer	Average value from 0 to 3 (Mean)	Std.deviation
1	Activities of the person coordinating the activities of volunteers	2,19	0,75
2	General process of organization, training of volunteers	2,14	0,75
3	Your functionality or role that you had to fulfill as a volunteer	2,26	0,76
4	Relationships with other volunteers with whom you worked as a team	2,27	0,78
5	The result that you managed to achieve thanks to volunteering	2,29	0,79

The data obtained, presented in Table 3, indicate that student youth are more satisfied with their own experience of volunteering (indicators are above average - namely, the minimum value is 2.14 points out of 3 possible).

However, it was possible to determine some age characteristics of determining the level of significance of its components by student youth (Table 4). The result, which the interviewed students managed to achieve thanks to volunteering, are more satisfied with the junior students – the average value is 2.32 points out of 3 possible. Senior students are more satisfied with the functionality that they performed as a volunteer and with the relationships that they managed to build in the team of volunteers. As you can see, if junior students are focused on improving their own social status through involvement in volunteering, senior students are critical of volunteering as a social action, and see the potential of using volunteer practices in the field of building their own career. These data once again confirm the presence of age-related motivational characteristics even within the youth student group. If we follow the sociological approach to age distribution within the youth community (Andrushenko et al., 1998), then the motivational characteristics of each outlined age group may look like this:

14 – 16 years old – adolescents (continued puberty, imbalances in the pace of psychological and physiological development). As V. A. Koblyk notes, "for adolescents, the main motive for participating in volunteer activities is the opportunity to assert

themselves in the eyes of their peers, parents, teachers, the desire to find new friends, the opportunity to communicate with peers, the desire to acquire new skills and knowledge and to spend their own leisure time. The issue of providing specific charitable assistance is usually not decisive for them" (Koblyk, 2017). That is, the main motive at this age to engage in volunteer activities is to establish social ties.

17 – 19 years old – youth (age of self-determination) and 20 – 24 years old – youth (adulthood in the physiological sense, starting a family, professionalization). The theme of the peculiarities of motivating student youth to volunteer activity is reflected in many scientific works. Among the main motivational needs of students, scientists determine communication with peers and the realization of their own creative potential, the opportunity to try themselves in different fields, the satisfaction of their own interests (for example, the opportunity to practice their hobbies – drawing, singing, photographing, dancing, etc.), getting the first professional experience and development of their professional abilities and competencies (Olikh & Matviychuk, 2013; Demida & Nosok, 2016). That is, for this age, it is more important to put into practice one's own professional skills and learn new ones during the implementation of direct volunteer practices.

25 - 35 years old – older youth (the formation of a mature personality). At this age, a person has usually already formed a system of values, following which a person can join one or another direction of volunteering. However, the motivational needs for public recognition, the search for like-minded people, the realization of their own creative potential also do not disappear anywhere and may well affect the attraction of older youth to volunteering. At this age, volunteering begins to play the role of an additional resource for personal self-realization and new career achievements.

Taking into account the indicated features, this is why, in our opinion, junior students are satisfied with the result of their volunteer activities. For their age, the opportunity to try themselves in different fields and realize their potential is very important. Senior students, on the other hand, pay attention to exactly the functionality that they performed within the framework of volunteering, because they are already beginning to consider volunteering as a source of accumulating professional experience and the formation of professionally important skills and competencies.

An important functionality of volunteering is the ability not only to master new competencies, but also to test one's own capabilities within the framework of previously acquired competencies. Therefore, students who start volunteering in their senior years have a purposeful and responsible attitude to their own career strategy (Kuzmina et al., 2021).

Table 4.

Features of the assessment by student youth of their volunteering experience
Average values in the data table (scale from 0 to 3)

№в/в	Possible answer	17-19 years old,		20-22 years old	
		Mean	StD	Mean	StD
1	Activities of the person coordinating the activities of volunteers	2,16	0,75	2,24	0,75
2	General process of organization, training of volunteers	2,13	0,80	2,16	0,66
3	Your functionality or role that you had to fulfill as a volunteer	2,20	0,79	2,35	0,72
4	Relationships with other volunteers with whom you worked as a team	2,22	0,78	2,36	0,76
5	The result that you managed to achieve thanks to volunteering	2,32	0,77	2,25	0,82

Returning to the data in Table 4, it should be noted that, in comparison with other studied characteristics, the indicators of student satisfaction with the general process of organizing and training volunteers are slightly lower. Therefore, it is the training and education of volunteers that require special attention from the organizers of volunteer events.

Organizational issues are important issues in activating youth in the field of volunteering. Volunteering should be properly organized like any other activity (Bystrova et al., 2018). The issue of management of volunteer activities was thoroughly analyzed by the Ukrainian researcher T. V. Lyakh, who researched and developed an integral system of volunteer management. T.V Lyakh notes the importance of developing and implementing volunteer programs, which should be comprehensive, that is, describe and regulate the full cycle of work with volunteers. Such programs should include: planning and recruiting volunteers, training them, introducing volunteer positions with clearly defined functional responsibilities of volunteers, introducing a volunteer time tracking system and rewarding volunteers. The researcher also notes that if an organization has decided to work with volunteers, it must determine the person who will be responsible for this (Lyakh, 2013). Therefore, we can conclude that without responsible management in the field of organizing volunteer activities, it is impossible to attract a significant number of students. If students do not receive good offers of volunteering from higher education representatives, they will be involved in projects of other higher education institutions and may even create their own volunteer movement. On the other hand, in this case, representatives of higher education will lose an additional opportunity to influence the process of forming career strategies of students.

Interesting results are obtained from the analysis of the comparison of the survey results concerning student employment and their volunteer activity.

Table 5.

Features of attracting working and non-working students to volunteering

Do you work in your free time from school?		Civic activism	Help to ATO soldiers	Help for children	Help for animals	Eco-volunteering	Work with young people	Provision of social services to at-risk groups
no	Mean	1.6232	1.4444	1.6607	1.7765	1.7600	1.7660	1.6296
	N	69	99	112	85	75	47	54
	Std. Deviation	.90913	.73154	.75401	.80735	.76829	.98274	.80789
yes, incomplete	Mean	1.6905	1.5745	1.7500	2.2281	1.6731	1.7187	1.8182
	N	42	47	56	57	52	32	33
	Std. Deviation	.97501	.82738	.85812	1.05251	.87942	1.02342	1.01411
yes, part-time job	Mean	1.6462	1.4194	1.7200	2.0000	1.6866	2.1778	1.7805
	N	65	62	75	71	67	45	41
	Std. Deviation	.81836	.66649	.83115	.86189	.76295	1.07215	.88069
yes, full employment	Mean	1.9773	1.6000	1.9091	2.1667	2.1111	2.2778	2.0882
	N	44	50	55	54	45	36	34
	Std. Deviation	1.08881	.83299	.82266	.92655	.95874	1.03126	.90009

The results of the two-dimensional distribution of the data on the dependence of the indicator of employment of student youth on the indicator of average values of the frequency of their activity in volunteering make it possible to assert the following: representatives of student youth who found a job in part-time, temporary or full-time employment have more experience of volunteering than those who do not work anywhere apart from training. Thus, only the factor of free time among students is not a sufficient leverage to join volunteering. Rather, it is about the presence of an active social position associated with both the desire for employment and participation in volunteer activities. The possibility of further employment at the place of volunteering is a desirable scenario for any young person, regardless of age and gender. At the same time, today an insufficient number of young people understand the possibilities of combining volunteering with their own career strategy and even individual career scenarios.

We believe that the results obtained regarding the interdependence of self-identification of student youth on the experience of participating in volunteering are especially important for understanding volunteering as a social technology for attracting young people. By self-identification we mean self-determination by student youth of their belonging to a certain territorial community. Within the framework of this study, 7 types of territorial communities were considered: self-identification with residents of a city or village (local identity), with residents of the region, residents of the southern region of Ukraine, residents of Ukraine (civil identity), representatives of an ethnic group and nation, with residents of Europe and

residents of the world. According to the results of the study, respondents feel most of themselves as representatives of the city (village) – 30% and residents of Ukraine – 36%.

The definition of self-identification of respondents within the framework of our study is significant, because many of them are from rural areas, but within the framework of the study they define themselves as residents of the city, and their participation in volunteer activities also increases their social status, and it is they who are inclined to the formation and implementation of career strategies already in his student years.

Table 6.
Features of self-identification of student youth involved and not involved in volunteering (N = 403, data are presented in frequency distribution)

№в/в	Possible answer	Local identity		Civic identity	
		Take part in volunteering	Do not take part in volunteering	Take part in volunteering	Do not take part in volunteering
1	Civic activism	68	55	78	68
2	Help to ATO soldiers	69	54	107	39
3	Help for children	98	25	110	36
4	Help for animals	73	50	107	39
5	Eco-volunteering	69	54	91	55
6	Work with young people	48	75	56	90
7	Provision of social services to at-risk groups (elderly people, low-income people, Romany, etc.)	48	75	66	80

A more detailed analysis of the features of territorial self-identification of the studied student youth, presented in Table 6, shows the following. Young people participating in volunteering define themselves to a greater extent as representatives of the local community and feel like citizens of the state. At the same time, the difference is observed among those young people who noted such types of volunteering as working with young people and providing social services to risk groups. The described tendencies are not typical for these groups of involved youth. The dependence of the local and civil self-identification of student youth on the experience of participation in volunteering in such areas is statistically significant: Helping ATO soldiers, helping children and helping animals.

Thus, volunteering seems to be an effective social technology for attracting young people to participate in social activity, especially if the types of volunteer participation are identified. This suggests that if a young person has an active social and civic position, then he is more inclined to volunteer activities aimed at helping the army, and then has a high level of likelihood of implementation in the military sphere.

5. Conclusion

As a result of the review of scientific publications, theoretical justification, a sociological survey and analysis of its results, we can note the following. The publication analyzes the development and current state of scientific use of such concepts as volunteering, youth, involvement in social activity, social technologies, identifies the main trends in scientific discussions on their understanding and use. A sociological study among students made it possible to identify the main trends in the motivation of volunteering and its connection as a social technology with manifestations of public interest, activity and possible use in the formation and implementation of career strategies.

When planning volunteering, it is important to take into account the age characteristics of young people who are invited to take part in volunteering, because young people of early adolescence are more motivated by the result of their participation in volunteering. It is also important to motivate future volunteers about the importance of their participation in order to improve their professional skills and use the experience gained in their careers. For older adolescents, other tendencies turned out to be characteristic. They pay more attention to the content of the activity, the functional responsibilities that they perform, their proximity to the area of professional activity they are interested in, which they master in the process of professional training, therefore, among this youth cohort, the professional content of volunteer activity comes out on top. Thus, for them, volunteering is a source of accumulation of volunteer experience and activities, allowing them to develop professionally important skills and competencies. It was also revealed that the very often used argument on the barrier to participation in public activities is actually not significant. Namely, the lack of free time will not interfere with volunteering. It was revealed that working students are more active participants in volunteer activities than non-working students, because they are interested in mastering new professional competencies and implementing those previously acquired.

The organizational aspects of volunteering are of great importance. Volunteer programs should be comprehensive, i.e. well-planned, well-grounded, with a carefully defined distribution of functions and powers of volunteers, fixed by the titles of positions that correspond to the functions performed by volunteers and taking into account the professional skills of persons performing volunteer functions. The study also managed to identify the spheres of volunteering that are most associated with local (local) and civic identification: assistance to OOS soldiers (ATO), assistance to children, animals who, in comparison with other volunteering spheres, show and consolidate a sense of pride in their territory, for their land and Ukraine as a whole, which is connected with the solution of important tasks of reducing the migration flows of young people through identity with their native land, rootedness and connection of their future with their home country.

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