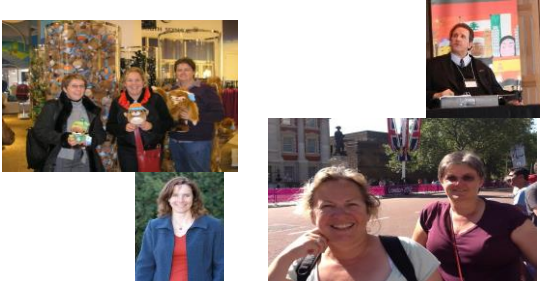


UK Sports Volunteering Research Network

- Seminar on 19th March 2015
- Presentation from Angela Benson but interpreted by and presented by Geoff Nichols.
- All material in these slides belongs to the authors.
- For more information about the SVRN please see the website <http://svrn.group.shef.ac.uk> or contact the secretary at Fiona.Reid@gcu.ac.uk.



Research in association with Dr Tracey J Dickson; Prof. Deborah A Blackman; Prof. Simon Darcy and Anne Terwiel.



AIM

There is a significant gap in the literature around mega – multi sport event volunteers who give their time for events such as the Olympics and Paralympic Games

Purpose of this study was to address that gap

This research is part of a large study which is around volunteering legacy and the extent to which it becomes part of a nations social/ human capital

LONDON 2012

- Terry Ryall, Chief Executive of vInspired who in her Blog just after the London 2012 Games stated *“Wouldn't it be great to have a national driver with a simple vision for a volunteering legacy that we can feel part of, and that can co-ordinate our efforts of the voluntary sector so we can all do our bit for the bigger picture? I hope sincerely that someone somewhere has been beavering away and I can't wait for the big reveal!”* (Ryall, 2012: np). vInspired is a charity that helps young people discover the value of volunteering – for themselves and for others

Methods and the politics of research

- Research co. 'Neilson' – paid LOCOG £10m to be the official researcher - no plans to research the volunteers
- Benson et al offered to share their questionnaire – as used in Vancouver 2010
- Benson modified it with 2 more questions
- Neilson administered it - by e mail – only possible with access to LOCOG data base

Methods and the politics of research

- LOCOG insisted it be sent out 2 days after the Games
- Benson et al did the analysis – which appears in the DCMS legacy report
- They could not check their sample with the personal ‘social inclusion’ characteristics of Gamesmakers – as LOCOG would not reveal this.

Methods and the politics of research

- One purpose may be to have measured a ‘legacy’
- 45% indicated they expected to increase their volunteering in the next 12 months – but this will be influenced by the timing of the survey?

Methods

- E. survey of motivations of the 2012 Games Makers - 11,451 responses
- 2 days after Games
- Motivation measured by adaption of Special Event Volunteer Motivation scale
- compared with responses from 2010 Vancouver Games – 2,066 responses
- principal component analysis of to produce 8 components.

Methods and the politics of research

- Someone – it appears from LOCOG – leaked the results to Alexander - University of Missouri – who submitted her Phd using them.
- And then published them in
- Alexander, A., Kim, S and D. Kim. (2015) ‘Segmenting volunteers by motivation in the 2012 London Olympic Games’, *Tourism Management* 47: 1-10.
- Making it appear she did the research herself!
- The journal editor does not seem bothered – neither does the University

Observations - GN

- By limiting the way the survey was conducted and not releasing other data on Gamesmakers – LOCOG restricted results
- If the purpose was to evaluate a legacy – a follow-up would have been run 12 months later
- leaking the data could happen again. How can LOCOG be accountable for this – when it no longer exists? Challenge for future research

RESEARCH DESIGN

	Vancouver 2010	London 2012
Approved and supported by	IPC	IPC
In country support	VANOC	LOCOG
Ethics Approval	University of Canberra	University of Canberra
Instrument	Adaptation of the SEVMS tested at the Sydney World Masters Games, 2009	Same adaptation of the SEVMS used in Vancouver 2010
Motivation item scale (see Table 3)	7-point Likert	5-point Likert
Survey instrument distribution	A link to a survey hosted on Survey Methods was emailed to volunteers by VANOC. The data was then exported to SPSS for analysis	Emailed direct to volunteers via LOCOG research team. The data was then exported to SPSS for analysis
Survey timing	1 month prior to the Games	Two days after the Paralympics
Volunteers surveyed	Olympic and Paralympic volunteers	Olympic and Paralympic volunteers
Volunteer population	19,104 (all)	70,000 (all)
Sample size and response rate	2,066 (10.8%)	11,451 (16.4%)
Ratio of responses to motivation items	57.4:1	318.1:1
Analysis	PCA: with Direct Oblimin, with loadings >+/- 0.5	PCA: with Direct Oblimin, with loadings >+/-0.5

VOLUNTEER PROFILES

	Vancouver 2010 n=2,066 %	London 2012 n=11,451 %	Pearson Chi-squared X ² , df, significance
Gender			02.1, p=.886
Female	59.6	59.1	
Male	40.4	40.9	
Age			2.5, 5, p=.781 Excludes 16-18 yrs
16-18 years (London only)	N/A	1.0	
18-24 years (London 19-24)	4.9	9.8	
25-34 years	10.4	12.5	
35-44 years	13.7	14.5	
45-54 years	26.8	24.1	
55-64 years	31.3	27.4	
>64 years	12.9	10.6	
Employment situation			3.44, 6, p=.751
Employed full time	55.3	49.5	
Employed part time	11.2	15.4	
Employed casually	2.1	1.6	
Retired or pensioner	24.6	19.6	
Fulltime student	3.5	7.6	
Fulltime carer or parent	1.4	1.1	
Unemployed &/or looking for work	2.0	3.0	
Other	N/A	2.2	Excludes 'other'
Previously Volunteered	93.6	80.4	

Motivation items: means and rankings

- Top 20 variables for both games were the same with very similar rankings
- Top ranking was **“it was the chance of a lifetime”**
- Significantly different from previous research - ranked 8th or lower
- The bottom six variables also had similar rankings across the two events
- BUT – difficult to tell how real are the differences due to rescaling, timings of survey [VC was month prior to Games]

London 2012 Motivations

Principal Components Analysis

1. Transactional (exchange ..I give, you receive)
2. Altruistic (give..give..give)
3. It's all about the Games (focus on the event)
4. Traditional (vol a lot, family, community)
5. Availability (availability / time free)
6. Application (of skills)
7. Rewards (pressies!!)
8. Variety (desire for change, new)



VANCOUVER 2010 Motivations

Principal Components Analysis

1. It's all about the Games (focus on the event)
2. Transactional (exchange ..I give, you receive)
3. Variety (desire for change, new)
4. Application (of skills)
5. Availability (availability / time free)
6. Altruistic (give..give..give)
7. Traditional (vol alot, family, community)
8. Rewards (pressies!!)



Table 4 Principal Components Analysis: Pattern Matrix

Component, label	London: PCA loading, % of variance, mean	Vancouver: PCA loading if same component as London, % of variance, mean
1. Transactional	21.78%, 2.71	12.99%, 2.52
2. Altruistic	10.29%, 4.31	3.61%, 4.11
3. It's all about the Games!	6.18%, 4.37	26.03%, 4.09
4. Tradition	5.01%, 2.17	3.02%, 2.57
5. Availability	3.99%, 2.16	4.33%, 2.11
6. Application	3.42%, 3.64	5.01%, 3.61
7. Rewards	3.20%, 3.16	2.81%, 3.07
8. Variety	1.92%, 3.92	6.31%, 3.70
<i>Italics indicates loadings < +/-0.50</i>		

Observations

- Same 2 highest motivational clusters for each event -
- strength of 'its all about the games' shared
- Allows LOCOG to adopt a primarily 'programme management' approach.
- Motivations could be related to age, employment status etc.

What's original about this research

This is the first research that:
 enables comparison of winter and summer Olympic and Paralympic Games volunteers;
 has substantial sample sizes in relation to the variables;
 applies higher item loadings to strengthen the analysis and involves the use of the same instrument across events.



Challenges of this research

Accessing OCOGs to undertake research

OCOG requirements - Scaling, and timings differences

Post event surveys to measure legacy

Replication and longitudinal studies is a real problem!

If you then put this across other events (e.g. FIFA world cups, Commonwealth Games) – challenges are even more exacerbated!



Publications

Journal Articles in Review

1. Blackman, D., Benson, A.M. and Dickson, T.J. Enabling Event Volunteer Legacies: A Knowledge Management Perspective. *Voluntary Sector Review*. Accepted due to minor amendments.
2. Benson, A.M., Dickson, T.J. and Darcy, S. Volunteers with Disabilities at the London 2012 Olympic and Paralympic Games: Who?, Why?, and Will they do it again? *Event Management: an International Journal*. Accepted due to minor amendments.

Journal Articles Published

1. Darcy, S., Dickson, T. J., and Benson, A.M. London 2012 Olympic and Paralympic Games: Including volunteers with disabilities, a podium performance? *International Journal of Event and Festival Management*.
2. Dickson, T. J., Benson, A.M. and Terwiel, A. (2014) Mega-event volunteers, similar or different? Vancouver 2010 vs. London 2012. *International Journal of Event and Festival Management*. 5(2):164-179.
3. Benson, A.M., Dickson, T. J., Terwiel, A. and Blackman, D. (2014) Training of Vancouver 2010 volunteers: a legacy opportunity? *Special Issue: The Olympic Legacy; Contemporary Social Science: Journal of the Academy of Social Sciences*. 9(2): 210-226.
4. Dickson, T. J., Benson, A.M., Blackman, D., and Terwiel, A. (2013) It's all about the Games!: 2010 Vancouver Olympic and Paralympic Winter Games Volunteers. *Event Management: an international journal*. 17(1): 77-92.
5. Dickson, T., Benson, A.M. and Blackman, D. (2011) Developing a framework for evaluating Olympic and Paralympic legacies. *Special Issue on Sport, Tourism and the Olympic Games. Journal of Sport & Tourism*. 16(4): 285-302.