The main problems of functioning and promising areas of youth volunteerism development in modern Russia

Introduction
At the present stage in Russian society there are certain contradictions in development of youth volunteer movement: despite numerous declarations, the volunteer activity of domestic youth and the level of involvement in this movement is inferior to the corresponding indicators of Western European countries. At the same time, there are popular areas of youth volunteer movement, and a significant part of young people (who are not currently involved in volunteer projects) can potentially be involved in volunteer activities. Hence, there is a need to analyze the factors that hinder both the development of youth volunteer movement in modern Russia, and involvement of (as many as possible) young people in volunteer activities. It is necessary to take into account the different levels of the problems or obstacles of volunteerism development: the general social level, the level of the volunteer movement itself and the level of its individual participants. The effective development of youth volunteerism in our country is hindered, in particular, by the socio-economic and socio-psychological factors.

The experience of Western European countries can be used as a part of formation and practical implementation of the strategy for managing the youth volunteer movement in modern Russia. Volunteerism as a whole can be positioned as a national idea, which provides for development and implementation of the information policy aimed at comprehensive support for various volunteer initiatives, promoting and popularizing volunteer activities. It is very important to recognize the embedding of volunteerism ideology in the processes of education and upbringing of the younger generation, promotion and practical implementation of relevant ideas in cultural and educational institutions.

Literature Review
In the modern foreign and domestic sociological science, there are different approaches to interpretation of the "volunteerism" or "volunteering" concepts. So, H. Anheier and L. Salamon (2001) treat volunteerism as an important institution of civil society, functioning as a sector of public relations that exists separately from public authorities and commercial sector. Another foreign author P. Devereux (DEVEREUX, 2010) states, that volunteerism is a service that is provided in organized form, while making a certain contribution to development of communities at the local, national or global levels. A famous Canadian sociologist R. Stebbins (2006) treats volunteering as a direction of the so-called "serious leisure". The American authors representing Johns Hopkins University (Johns Hopkins University Office of News and Information, 2008), which studies volunteer activity in various countries, treat volunteering as activities that are carried out in individuals’ free time from their main activity and do not provide for receiving monetary remuneration. In turn, in the studies of European authors, volunteerism is considered mainly as the sum of free of charge actions carried out for each other and on one's own initiative.

In the works of Russian sociologists E.S. Azarova and M.S. Yanitsky (2008); M.N. Konygina (2018), I.V. Mersiyanova and L.I. Yakobson (2010); L.E. Sikorskaya (2007), volunteering is treated as an activity that is carried out individually or collectively on a selfless basis. They emphasize the altruistic nature of this activity with the focus on providing social services to the people in need, providing them with support and protection. In the works of I. Leveder () volunteerism is defined as a specific form of social service or social work. Some Russian researchers consider volunteering through the category of profession and treat the volunteers...
as representatives of a special professional group involved in relevant social practices with certain values and attitudes. Thus, A.A. Klepikova (2018) considers volunteering as a special system of labor relations, which are based on mechanisms of non-material incentives for the employees.

In modern Russian sociological science volunteering is also actively studied from the standpoint of socio-cultural approach (as a social and cultural phenomenon that has existed in various societies for a long historical period) (GAFIATULLINA, 2014). From the standpoint of this approach, volunteering is studied by M.N. Balanyan (2015) on example of modern Russian students volunteer movement. In the works of N.K. Grigorieva (2018); A.A. Zadneprovskaya (2018); L.F. Kozodaeva (2010); A.O. Lagutin, A.S. Pecheliev and N.A. Pechelieva (2013); A.A. Malanichev (2018); L.E. Sikorskaya (2009); N.F. Trofimova (2018) they study the role of volunteering in the process of personality formation, socialization and upbringing of youth. In the works of N.H. Gafiatulina (2014); E.A. Karapetyan et al. (2020); V.V.Kasyanov, A.T. Latsysheva and N.H. Gafiatulina (2020); E.A. Kogan (2014); A.A. Kuzminchuk (2018); I.N. Logvinov (2015); T. Nezhina et al. (2014); M.V. Pevnaya (2015); M.P. Sukharkova (2017) and others they study the value orientations and attitudes of volunteers, their motives and the attitude of youth to them.

The analysis identified a large array of works devoted to various functioning aspects of youth volunteer movement in domestic and foreign sociological science, but some issues remain insufficiently studied and fall out of researchers’ view. We mean the factors of formation and institutionalization features of youth volunteerism in modern Russia, the main problems and promising areas of the volunteer movement. This paper is devoted to solving these problems.

METHODOLOGY
As part of youth volunteerism sociological study (including analysis of the main problems of functioning and promising directions of its development in modern Russian society) there were used the materials of surveys conducted by the major domestic sociological centers and our own sociological study of volunteer activity in the Rostov region. The secondary analysis was concerned with the data of all-Russian sociological surveys devoted to the problems of organizing youth volunteer movement in the country, the further prospects of its development, values and motivations of volunteers, the attitudes of various Russian social and demographic groups to them. The purpose of our sociological research was to conduct an empirical verification of compliance of the organized volunteer assistance with the recipients’ expectations of gratuitous assistance and services (in conditions of institutionalization of volunteer activity in the Rostov region). The object of our study were the residents of cities and districts of the region (as recipients of volunteer assistance). The subject of the study were the institutional conditions of organized volunteerism as an activity for providing gratuitous assistance to the population. The sample size was 1,606 respondents. The sample was quota-stratified (the three main quotas: gender, age and type of settlement).

RESULTS
There are different problems and obstacles in the way of volunteerism development, both at the general social level, at the level of volunteer movement itself and at the level of individual participants. Thus, volunteerism development in our country is largely hindered by the low standards of Russian citizens living, which is also relevant in relation to young people as a special social and demographic group. Other problems that hinder the development of youth volunteer movement can include the attitude of society (to the volunteers and their activities), characterized by a fairly high level of distrust of the organized charitable and voluntary activities forms. Many volunteers note, that the state has mainly pragmatic interest in them, the authorities’ activities carried out to support the volunteer movement being of formal nature without true positive results. Here, the lack of clear and consistent state policy regarding volunteers is of great importance, while the volunteers themselves consider individual actions to be ineffective.

In this context, it should be noted that effective development of youth volunteer movement provides for its information support, designed to activate the potential of volunteer activity available in the youth environment. As a part of our sociological survey, we sought to
determine the level of public awareness about volunteer activities in the Rostov region. The data show that the population of this region as a whole considers the quality of information about voluntary associations’ activities to be "satisfactory". The results of the all-Russian sociological research also indicate the expediency of youth volunteer activities popularization, primarily with the help of mass media.

Thus, the data of sociological survey by the all-Russian Public Opinion Research Center (devoted to the problems of youth volunteer movement and promising ways to solve them) indicate the importance of information support for volunteer activities, which can increase the level of youth involvement in voluntary associations. The importance of such support is noted by 66% of volunteer respondents (STAGNEEVA, 2012). Without massive information support, a rather insignificant part of young people will actively participate in volunteer movements. Currently, there is no significant increase in the number of young volunteers, which is due to insufficient systematization of volunteer activities and the lack of effective mechanisms for involving young people in activities of various volunteer organizations (KASYANOV, LATYSHEVA, GAFIATULINA, 2020).

The main functioning problem of youth volunteer movement in our country is due to the contradictions between generally positive perception of volunteerism and activity in this area. There predominant positive attitudes to volunteerism and ideas about its high social significance and usefulness, but the number of young people involved in various volunteer organizations and taking part in volunteer actions on a permanent basis remains relatively small: as A. V. Sycheva states, the number of such persons does not exceed 10% (SYCHEVA, 2014). Nevertheless, there is a lot of potential volunteers who can become active participants in volunteer movements. In modern Russia, there is a fairly stable group of young people who firmly identify themselves with the volunteer community and consider themselves to be volunteers (but, as we noted, their number is 10% of the total).

There is also a youth group (12%), which includes the people who have an experience of participating in various voluntary activities (have carried out activities of a gratuitous nature once or more). There is also a group of “so-called volunteers” who (though they have never taken part in a volunteer activity) still have a desire to participate in it. This group is quite large: about a third of the total number of Russian young people (PEVNAYA, 2015). Thus, the potential for development of youth volunteer movement in modern Russian society is quite significant: in the future, at least a half of the total number of youth socio-demographic group may participate in various volunteer activities.

DISCUSSION
Our analysis of Russian youth volunteerism institutionalization allowed to determine its specifics, reflecting the peculiarities of young volunteers associations, the essence and main characteristics of youth volunteerism. We also formulated some recommendations aimed at eliminating the factors hindering the positive changes in this area and permanent increase in the number of people involved in activities of volunteer associations. The degree of volunteerism development effectiveness depends on the nature of institutional mechanisms that produce and relay volunteerism as a social norm. A lot depends on the extent to which the practices related to volunteerism are included in education and upbringing systems of modern Russian youth, on how actively youth volunteer programs, projects and appropriate associations are being implemented, developed and created. Volunteer activity needs active popularization, support of youth voluntary initiatives, active mass media presence including the electronic media, since they currently have the most significant impact on youth value orientations.

It is very important to recognize the embedding of volunteerism ideology in the processes of education and upbringing of youth, promotion and practical implementation of relevant ideas in cultural and educational institutions. A. V. Stagneeva states, that effective development of youth volunteer movement in our country is hindered by the relatively low popularity of volunteer activity among Russian young people, the lack of unambiguously positive image of a modern young volunteer and effective motivation mechanism for youth volunteer work, stimulating appropriate activity in this area (STAGNEEVA, 2012). The existing public
associations often offer young people a fairly narrow set of voluntary initiatives (interesting for the state), while independent youth volunteer initiatives are characterized by poor support from authorities and public organizations at various levels. A serious obstacle to development of youth volunteering is the lack of effective interaction mechanism for the youth policy and youth management officials and subjects of voluntary activity. At the same time, the mechanisms for replicating and popularizing successful youth volunteer programs and projects are extremely weak developed.

Overcoming these obstacles in the way of modern Russian youth volunteer movement development involves avoiding excessive administration and bureaucratization of volunteering, creating a positive image of young volunteers and “fashion” for volunteering among young people, in particular, in educational institutions. The effective development of youth volunteerism should be based on those types of voluntary activity that seem to be the most relevant and significant for the young people themselves. Participation in the work of volunteer associations should also ideally contribute to raising the status of young people involved in their work (if they have an appropriate need). Ideally, young people may use voluntary activity as a way to improve their own social status. To increase the intensity of youth involvement in volunteer organizations they should select potential volunteers during their training in relevant educational organizations, intensively use the institute of students’ practice in volunteer organizations and form a data bank on potential participants of youth volunteer movement who can be recruited into various volunteer associations.

CONCLUSIONS
The modern global trends in development of volunteerism show that for effective development of this movement, it is necessary to increase the level of citizens’ trust in organizations engaged in voluntary activities and organizers of this movements. All that provides for development of targeted information policy aimed at support of the volunteer movement. Ideally, volunteering can even be positioned as a national idea, forming a part of the state ideology. The information policy regarding formation of public opinion on volunteerism should be aimed at popularizing volunteer activities among young people. In the latter, there is a significant personnel potential for the volunteer movement: a lot of young people could take part in various volunteer projects, but, for various reasons, do not. Development of volunteer activity largely depends on the current attitude of society, the emerging attitudes towards civic participation and social activity.

The information policy on volunteering should be aimed at formation of national volunteerism traditions and positive image of volunteers in public consciousness. This is especially true for the youth, which representatives are characterized by a higher level of information competence in comparison with other age groups of Russian society. The domestic and international experience shows that volunteer activities can be carried out more efficiently within the framework of institutional structures (getting a regular nature, not the form of one-time actions). In non-profit organizations the work of volunteers is carried out on a regular basis, and the volunteers themselves are involved in various areas of volunteer activity. In conditions of modern society, the non-profit sector plays the main role in implementation of volunteer activities, involving representatives of various social groups and strata in the volunteer movement. This leads to the need for state support of relevant non-profit organizations, grants and state subsidies to stimulate their activities, designed to involve volunteers in implementation of various social projects.

ACKNOWLEDGMENTS
The reported study was funded by RFBR, project number: 19-311-90064.

REFERENCES
ANHEIER, H.K.; SALAMON, L.M. Volunteering in Cross-national Perspective: Initial Comparisons. Civil Society Working Paper, 2001, 3, p. 10-18.

AZAROVA, E.S.; YANITSKY, M.S. Psychological Determinants of Voluntary Activity. Vestnik Tomskogo gosudarstvennogo universiteta, 2008, 306, p. 12-125.
BALANYAN, M.N. Socio-cultural Potential of Modern Student Youth Volunteer Movement: Extended Thesis Abstract of a Candidate of Sociological Sciences. Maykop: Adygea State University, 2015.

DEVEREUX P. International Volunteers: Cheap Help or Transformational Solidarity toward Sustainable Development. Murdoch University, 2010.

GAFIATULINA, N.H. Social Health and Socialization of Russian Student Youth. Social’no-gumanitarnye znaniya, 2014, 11, p. 175-180.

GRIGORIEVA, N.K. The Youth Volunteer Movement - an Indicator of Youth Political Socialization. European research, 2018, 1 (35), p. 62-63.

JOHNS HOPKINS UNIVERSITY OFFICE OF NEWS AND INFORMATION, "Mapping Volunteer Work around the World: World’s Labor Statisticians Adopt New Guidelines for Measuring Volunteering," News Release (2008, December 19). [Electronic resource]. Available at: www.jhu.edu/news/home08/dec08/volunteer.html. Access: March 01, 2021.

KARAPETYAN, E.A.; GAFIATULINA, N.KH.; EFIMOVA, V.M.; YAKSA, N.V.; LUGININA, A.G.; PROKHORENKO, O.N. Cyber Socialization as a Factor of Influence on the Social Health of Student Youth in a Modern Educational Environment under the Development of a Global Information Society. Revista Gênero e Direito, 2020, 9 (4), p. 830-845.

KASYANOV, V.V.; LATYSHEVA, A.T.; GAFIATULINA, N.H. Volunteer Activity as a Resource for Improving the Social Health of Russian Youth. Gumanitarnye, social’no-jekonomicheskie i obshhestvennye nauki, 2020, 2, p. 61-66.

KLEPIKOVA, A.A. Volunteers of a Charitable Organization in a State Institution for People with Severe Disabilities: Constructs of Volunteerism and Professionalism. Zhurnal issledovanij social’noj politiki, 2018, 9 (3), p. 391-393.

KOGAN, E.A. The Attitude of Students to Volunteer Activities. Vestnik Nizhegorodskogo universiteta im. N. I. Lobachevskogo. Serija: Social’nye nauki, 2014, 4 (36), p. 144-149.

KONYGINA, M.N. Features of the Modern Volunteer Movement in Russia as a Type of Socially Helping Activity. Jekonomicheskie i gumanitarnye issledovanija regionov, 2018, 4, p. 92-97.

KOZODAEVA, L.F. Voluntary Activity as a Refine Basis of Student Youth Moral Qualities. Vestnik Tambovskogo gosudarstvennogo universiteta, 2010, 91 (11), p. 12-126.

KUZMINCHUK, A.A. Molodeye voluntory: al’truisty ili jegoisty? XXI Ural’skie sociologicheskie chteniya. Social’noe prostranstvo i vremja regiona: problemy ustojchivogo razvitiya. Proceedings of the International Scientific and Practical Conference, Yekaterinburg, 2018.

LAGUTIN, A.O.; PECHELIEV, A.S.; PECHELIEVA, N.A. Volunteer Activity as a Step of Personal Socialization. Volunter, 2013, 3-4, p. 40-45.

LEVDER, I. Voluntary Movement as One of the Forms of Social Service. Social’naja rabota, 2006, 2, p. 34-39.

LOGVINOV, I. N. Youth Volunteering: Psychology of a Volunteer. Nauchno-metodicheskij elektronnyj zhurnal "Koncept", 2015, 13, p. 3506-3510.

MALANICHEV, A.A. Volunteerism as a Creative Mechanism of Personal Development. Obrazovanie i nauka bez granic: social’no-gumanitarnye nauki, 2018, 9, p. 230-233.

MERSIYANOVA, I.V.; YAKOBSON, L.I. Philanthropy in Russia: Potential and Paths of Development. Moscow: SU-HSE, 2010.

NEZHINA, T.; PETUKHOVA, K.; CHECHETKINA, N.; MINDAROVA, I. Motivation of Youth
The main problems of functioning and promising areas of youth volunteerism development in modern Russia

Participation in Volunteer Movement. *Voprosy gosudarstvennogo i municipal'noho upravlenija*, 2014, 3, p. 49-71.

PEVNAYA, M.V. Some Characteristics of Russian Population's Attitude to Volunteering. *Vestnik Surgutskogo gosudarstvennogo pedagogicheskogo universiteta*, 2015, 2 (35), p. 64-69.

SIKORSKAYA, L.E. Socialization of Youth in the Process of Voluntary Activity. *Zhurnal "Znanie. Ponimanie. Umenie"*, 2009, 4, p. 45-55.

STAGNEEVA, A.V. Youth Volunteer Movement. Moscow: ROS, 2012.

Stebbins, R.A. Free Time: towards an Optimal Leisure Style. *Sociologicheskie issledovanija*, 2006, 7, p. 67-78.

SUKHARKOVA, M.P. Approaches to Studying the Motivation of Participation in Volunteering Practices. *Teorija i praktika obshhestvennogo razvitiya*, 2017, 9, p. 74-83.

SYCHEVA, A.V. Volunteer Movement in Youth Environment: the State and Prospects. *Izvestija Tul'skogo gosudarstvennogo universiteta. Gumanitarnye nauki*, 2014, 1, p. 255-262.

TROFIMOVA, N.V. Vospitanie social'noj otvetstvennosti studentov kolledzha v volonterskoj dejatel'nosti [Education of Social Responsibility of College Students in Volunteer Activity]. Extended Thesis Abstract of a Candidate of Pedagogical Sciences, Voronezh: Voronezh State University, 2018.

ZADNEPROVSKAYA, A.A Volunteerism and Volunteering Activity as the most Important Stage of Personality Formation. *Obrazovanie i nauka bez granic: social'no-gumanitarnye nauki*, 2018, 9, p. 220-223.
The main problems of functioning and promising areas of youth volunteerism development in modern Russia

Os principais problemas do funcionamento e áreas promissoras do desenvolvimento do voluntariado juvenil na Rússia moderna

Los principales problemas de funcionamiento y áreas prometedoras del desarrollo del voluntariado juvenil en la Rusia moderna

Resumo

O objetivo deste artigo é analisar os fatores que impedem o desenvolvimento do voluntariado juvenil e determinar as principais direções desse desenvolvimento na sociedade russa moderna. O arcabouço metodológico desta pesquisa é baseado nos princípios de abordagens institucionais e baseadas em atividades, que permitem aos autores estudar os principais problemas de funcionamento e identificar os rumos atuais para o desenvolvimento de atividades voluntárias juvenis na Rússia moderna. O arcabouço empírico do estudo é baseado em materiais de pesquisas sociológicas conduzidas pelos principais centros sociológicos domésticos de todos os níveis russos e regionais, bem como em dados obtidos pelos autores como parte de suas próprias pesquisas na região de Rostov. Este artigo destaca os fatores socioeconômicos e sociopsicológicos que impedem o desenvolvimento voluntariado jovem na sociedade russa moderna. (associado tanto ao baixo padrão de vida de uma parte significativa da juventude doméstica, quanto ao alto nível de desconfiança de muitos cidadãos em relação às formas organizadas de atividades de caridade e voluntariado).

Keywords: Youth. Social institution. Socialization. Institutionalization. Volunteering.

Palavras-chave: Juventude. Instituição social. Socialização. Institucionalização. Voluntariado.

Abstract

The aim of this article is to analyze the factors that hinder the development of youth volunteering and to determine the main directions of this development in modern Russian society. The methodological framework of this research is based on the principles of institutional and activity-based approaches, which allow authors to study the main problems of operation and identify the current directions for the development of voluntary youth activities in modern Russia. The empirical framework of the study is based on sociological research materials conducted by the main domestic sociological centers of all Russian and regional levels, as well as on data obtained by the authors as part of their own research in the Rostov region. This article highlights the socioeconomic and sociopsychological factors that hinder the development of youth volunteering in modern Russian society. (associated both with the low standard of living of a significant proportion of domestic youth, and the high level of mistrust of many citizens about organized forms of charitable and volunteering activities).

Resumen

El objetivo de este artículo es analizar los factores que obstaculizan el desarrollo del voluntariado juvenil y determinar las principales direcciones de este desarrollo en la sociedad rusa moderna. El marco metodológico de esta investigación se basa en los principios de los enfoques institucionales y basados en actividades, que permiten a los autores estudiar los principales problemas de funcionamiento e identificar las direcciones actuales para el desarrollo de actividades juveniles voluntarias en la Rusia moderna. El marco empírico del estudio se basa en materiales de investigación sociológica realizados por los principales centros sociológicos nacionales de todos los niveles rusos y regionales, así como en datos obtenidos por los autores como parte de su propia investigación en la región de Rostov. Este artículo destaca los factores socioeconómicos y sociopsicológicos que obstaculizan el desarrollo del voluntariado juvenil en la sociedad rusa moderna. (asociado tanto con el bajo nivel de vida de una proporción significativa de los jóvenes domésticos, como con el alto nivel de desconfianza de muchos ciudadanos acerca de las formas organizadas de actividades caritativas y de voluntariado).

Palabras-clave: Juventud. Institución social. Socialización. Institucionalización. Voluntariado.