

The Role of Festival Volunteers in Supporting Rural Community Development: A Psychological Ownership Perspective

This webinar will present how rural festival volunteers' motivation, psychological ownership, and community involvement impact their support of community development. This study provides unique insight into volunteers' roles in rural communities, highlighting psychological ownership as a significant mediating factor from a community capital perspective.

WEBINAR • OCTOBER 25, 2023 • 3:30 PM - 4:30 PM (ET)



NORTH CENTRAL
REGIONAL CENTER
FOR RURAL DEVELOPMENT





Rural Health and Well-Being

Improving Rural Health by Focusing on Social Well-Being

This presentation will describe the importance of social well-being to health and share original research findings describing unique strengths and challenges related to social well-being in rural areas. Information will also be presented on potential policy and programmatic interventions to improve rural social well-being.

Participatory Research to Promote Shared Leadership Toward Rural Maternal and Child Health and Emotional Well-Being

This presentation will discuss the Health Equity for Rural Mothers and Families Project (HER), a community-based participatory research project focused on promoting health equity for pregnant women and mothers of young children in North Carolina rural communities. It will also explore the process of striving for shared leadership, lessons learned, and future directions of the HER project.



NOVEMBER 8, 2023 • 2:00 PM - 3:30 PM (ET)

The Impact of Volunteers on Sustainable Rural Community Development

NCRCRD Webinar
October 25th, 2023

Dr. SoJung Lee, Iowa State University

Dr. Jichul Jang, Kansas State University

Dr. MiRan Kim, Michigan State University

Dr. Linda Niehm, Iowa State University

North Central Regional Center for Rural Development (NCRCRD) for their funding and support

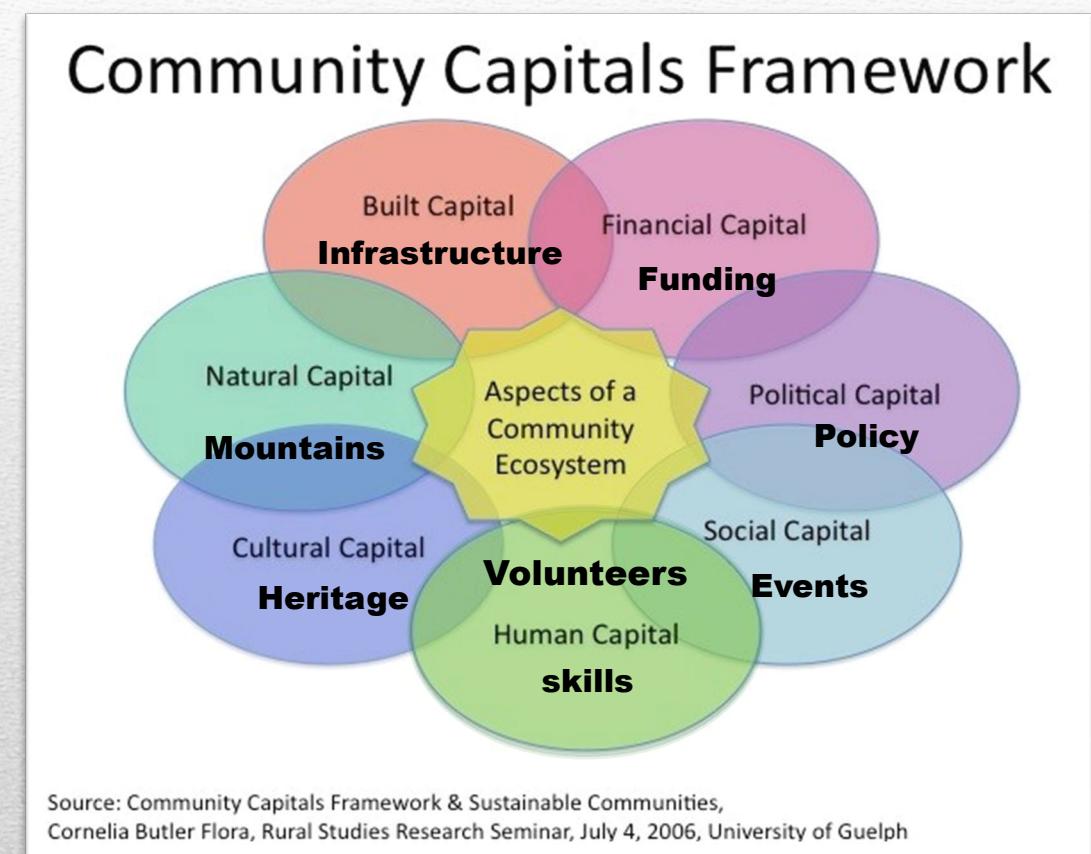
Volunteers in Rural Festivals

- **Rural community**
 - high-tech farming, manufacturing decline, and population aging
 - Heritage and traditions, local economies and what they have to offer
- **Rural festivals**
 - An important contributor to community economy.
 - A means of sustainable community development
 - Ex. Traverse City Film Festival in Michigan attracts over 100,000 visitors annually and generates \$5M
 - **15,000** residents in Traverse City
 - Effective festival operation and management
 - Rely heavily on volunteers to remain viable
 - **Volunteers**
 - Devote time and efforts towards something without expecting anything directly in return (Musick & Wilson, 2007).
 - Strong advocates of the event they are supporting through their time and effort
 - Critical for a successful event (Haywood, 1988).



Volunteers' Characteristics

- **Community Capitals (Flora & Flora, 2000)**
 - Valuable assets in a community
 - Various forms of community capitals are enhanced by festival events
 - Volunteers
 - Significant workforce asset in the rural community
 - “Human” capital for community sustainability



Volunteers' Characteristics

- **Motivations**
 - **Volunteer Functions Inventory (VFI):** *values, understanding, social, career, protective, and enhancement* (Clary et al., 1998)
- **Psychological Ownership**
 - Individual's feelings of ownership from being a part of an organization (Avey et al., 2009; Vandewalle et al., 1995)
 - Self-efficacy, Accountability, Belongingness, and Self-Identity
 - Applied to organization behavioral research, but limited to volunteerism.
- **Community Involvement**
 - Process by which individuals are willing to engage to work toward their communities to proactively seek out community values, concerns, and aspiration (Derrett, 2003)
- **Community Support**
 - Volunteerism support and strengthen the community (Stukas, Snyder, & Clary, 2015)
 - E.g., giving of time, service, goodwill, word of mouth, financial support, and donations

What is missing?

- Limited understanding of volunteers in rural areas
 - Limited financial resources
 - Insufficient organizational structure and staff
 - Lack of market research
- Little research has paid attention to volunteers' psychological perspectives and characteristics.
 - The role of psychological ownership



Purpose of the study

Identify the role of rural festival volunteers on rural community development by investigating relationships among motivation, psychological ownership, community involvement, and support.

H1: Motivations will be related to psychological ownership of the festival (Ainsworth, 2020)

H2: Psychological ownership will influence community involvement (Ouyang et al., 2017)

H2a: Psychological ownership will be a significant mediator between motivation and community involvement

H3: Community involvement will impact the development of community support (Lee, 2013)

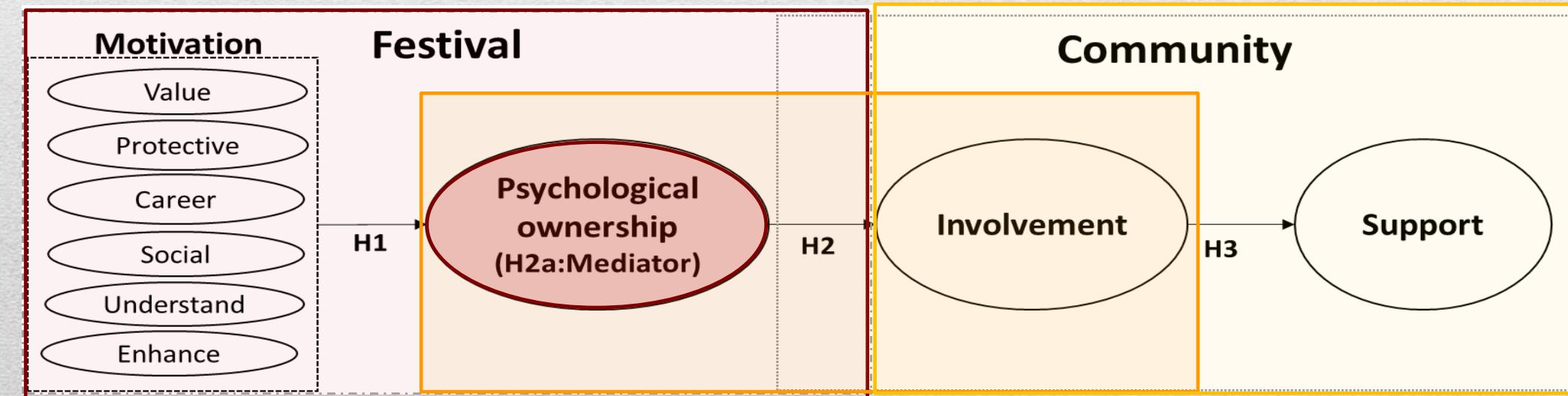


Figure 1. Proposed Model

Sampling and Data collection

- Sampling**

- Convenience sampling
- 12 rural festivals in Iowa, Kansas, and Michigan

- Data collection**

- Both onsite and online surveys
- 429 surveys were collected

On-site	98
Online	331

Festival	N
Adel Sweet Corn Festival, IA	7
Celebrate Freedom in Wamego, KS	9
Clay County Fair, IA	55
Columbus Day Festival, KS	10
Great Akron Scarecrow Festival, IA	27
Orange City Tulip Festival, IA	20
Kalona Fall Festival, IA	55
Marshalltown Art Festival Volunteers, IA	48
Mount Vernon-Lisbon Community, IA	51
Traverses City Film Festival, MS	104
Tulip Time Festival, MS	29
Wamego Tulip Festival, KS	14
Total	429

Data Analysis

- Data analysis
 - Data screening: 373 cases were determined usable
 - Descriptive analysis
 - Structural Equation Modelling (SEM)
 - Measurement
 - Structural



Results - Volunteer Demographics

Category		N	%
Gender	Male	92	25.3
	Female	272	74.7
Age	18-19	7	2.0
	20-29	20	5.7
	30-39	40	11.4
	40-49	48	13.6
	50-59	71	20.2
	60-69	92	26.1
	70-79	61	17.3
	80 or older	13	3.7
Education	Some high school	1	0.3
	High School Diploma	32	8.8
	Some College	49	13.5
	Bachelor's Degree	144	39.6
	Associates or Technical Degree	34	9.3
	Master's degree	89	24.5
Income	PhD	15	4.1
	Below \$20,000	18	5.0
	\$20-35,000	38	10.5
	\$35-50,000	47	13.0
	\$50-75,000	70	19.3
	\$75,000+	189	52.2

Volunteer Profiles

Employment	Employed, working 40 or more hours per week	142	39.0
	Employed, working 1-39 hours per week	57	15.7
	Not employed, looking for work	1	0.3
	Not employed, not looking for work	7	1.9
	Retired	145	39.8
	Student	2	0.5
	Disabled, not able to work	4	0.8
	Others	7	1.9
Resident status	Current resident	298	81.9
	Past resident	21	5.8
	No current nor past resident	45	12.4
Volunteering Years	1~5	163	44.9
	6~10	79	21.8
	11 or more	121	33.3
Volunteer hours per day	1~4	197	53.2
	5~8	101	27.3
	9 or more	72	19.5

Results – Measurement Model

CFI = .942, TLI = .932, RMSEA = .047 (90% C.I.: 0.042, 0.052), and SRMR = .053

Constructs, dimensions, and measurement items	Λ	M	SD	SK	KU
Motivation: Value (VAL)					
1. I feel compassion toward people at the festival.	.620	5.834	1.196	-1.413	2.645
2. I feel it is important to help the festival.	.883	6.432	.938	-3.256	14.810
3. I can do something for the festival because it is important to me.	.852	6.233	1.083	-2.514	8.444
Motivation: Protective (PRO)					
1. Volunteering at the festival is a good escape from my routine life.	.657	4.775	1.666	-.557	-.398
2. Volunteering at the festival helps me solve my own personal problems.	.827	2.938	1.567	.553	-.286
3. Volunteering at the festival makes me feel less lonely.	.857	3.359	1.787	.296	-.880
Motivation: Career (CAR)					
1. Volunteering at the festival allows me to make new contacts for my job.	.854	3.587	1.731	.077	-.961
2. Volunteering at the festival allows me to explore different career options.	.820	2.938	1.550	.500	-.433
3. Volunteering at the festival will help me succeed in my profession.	.900	3.239	1.701	.312	-.866
Motivation: Social (SOC)					
1. I know a lot of people in the community also volunteer at the festival.	.686	5.930	1.209	-1.439	2.073
2. People who I know share a common interest in volunteering as community service.	.928	5.928	1.036	-1.095	1.207
3. People with whom I am close place a high value on volunteering as community service.	.822	5.732	1.149	-.819	.158
Motivation: Understanding (UND)					
1. I can learn how to deal with a variety of people by volunteering at the festival	.730	5.30	1.304	-.614	.143
2. I can explore new personal strengths by volunteering at the festival.	.916	5.10	1.399	-.628	.233
3. Volunteering at the festival gives me a new perspective on things.	.765	5.22	1.224	-.634	.536
Motivation: Enhancement (ENH)					
1. Volunteering at the festival makes me feel important.	.857	4.681	1.475	-.413	-.058
2. Volunteering at the festival increases my self-esteem.	.897	4.796	1.388	-.328	-.117
3. Volunteering at the festival makes me feel needed.	.819	5.166	1.307	-.645	.462

Results – Measurement Model

Constructs, dimensions, and measurement items

Psychological Ownership (PO)

Self-efficacy

1. I am confident in my ability to contribute to the festival.
2. I believe I can make a positive difference in the festival.

Accountability

1. I would not hesitate to inform the organization if I felt something wasn't done correctly.
2. I would defend the festival if it was ever criticize

Belongingness

1. I feel a sense of belonging to the festival.
2. Volunteering makes me feel more at home in my community.

Self-Identity

1. I feel that the festival's success is my success.
2. Being a part of the festival helps define who I am.

Community Involvement (INV)

1. Participating in community activities is important to me.
2. The community activities interest me.
3. Participating in the community activity is pleasurable.

Community Support (SUP)

1. I participate in the development of community initiatives.
2. I support plans and development efforts for the community.
3. I cooperate with community planning and development initiatives.
4. I keep in close contact with local community development organizations.

λ	M	SD	SK	KU
.667				
.800	6.402	.663	-.942	.913
.862	6.150	.861	-.904	.394
.904				
.425	5.680	1.164	-1.115	1.518
.765	5.99	.940	-.909	.503
.930				
.844	5.743	1.106	-1.010	1.383
.798	5.780	1.114	-1.022	1.597
.811				
.817	5.263	1.368	-.762	.374
.778	4.501	1.534	-.225	-.436
.861				
.861	6.110	.837	-.735	.141
.906	6.027	.842	-.594	.046
.869	6.024	.859	-.889	1.273
.871				
.871	4.622	1.495	-.349	-.333
.880	5.078	1.349	-.644	.202
.898	4.847	1.480	-.527	-.140
.777	4.566	1.531	-.346	-.417

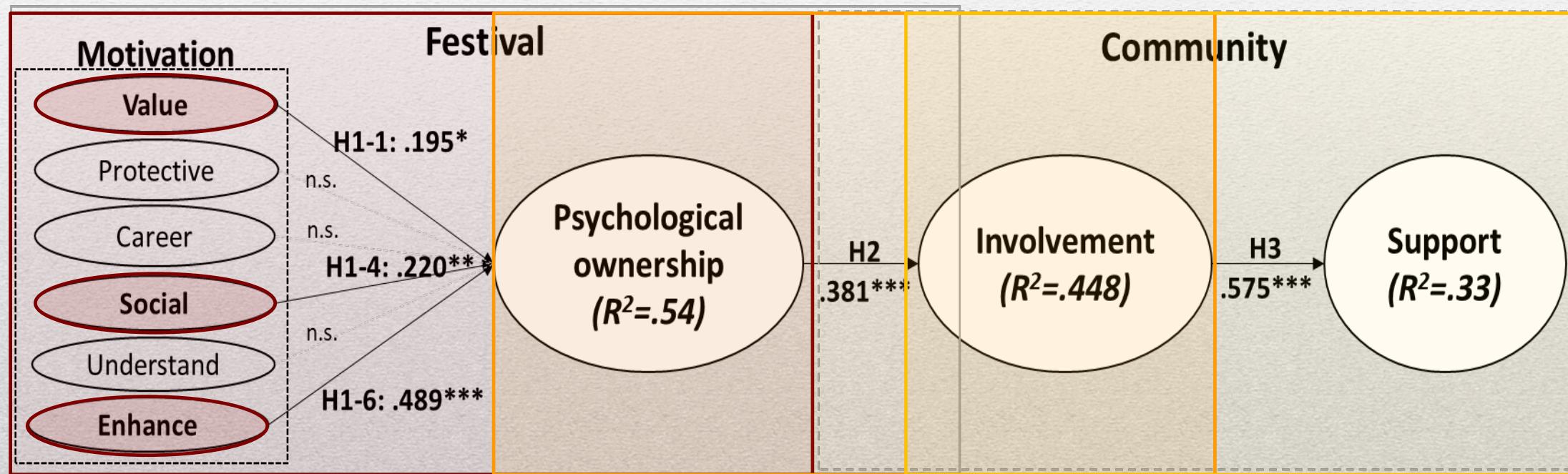
Validity and reliability

	VAL	PRO	CAR	SOC	UND	ENC	OWN	INV	SUP
Motivation: Value (VAL)	.630	.259	.167	.339	.313	.273	.429	.370	.259
Motivation: Protective (PRO)	.067	.617	.543	.191	.492	.574	.404	.164	.091
Motivation: Career (CAR)	.028	.295	.737	.245	.510	.368	.328	.129	.266
Motivation: Social (SOC)	.115	.036	.060	.670	.515	.310	.485	.556	.378
Motivation: Understanding (UND)	.098	.242	.260	.265	.652	.364	.562	.328	.329
Motivation: Enhancement (ENC)	.075	.329	.135	.096	.603	.737	.638	.340	.242
Psychological Ownership (OWN)	.184	.163	.108	.235	.316	.407	.696	.558	.431
Community Involvement (INV)	.137	.027	.017	.309	.108	.116	.311	.772	.566
Community Support (SUP)	.067	.008	.071	.143	.108	.059	.186	.320	.736
Cronbach alpha	.808	.817	.891	.839	.834	.892	.838	.910	.915
Composite Reliability	.833	.827	.894	.857	.848	.893	.900	.911	.917

Results – Structural Model

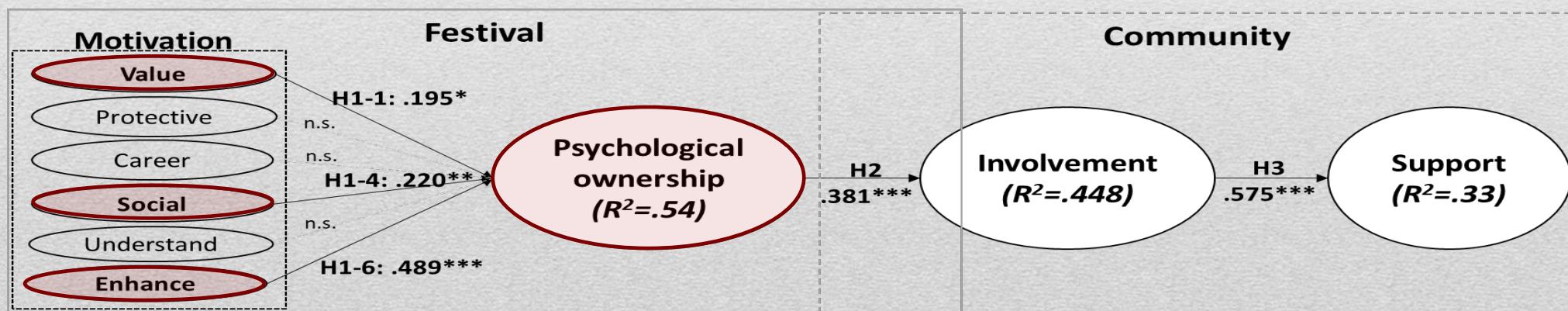
Fit of Structural Model

$\chi^2 = 1243.265, df = 571, \chi^2/df = 2.178, p < .001, CFI = .938, TLI = .930, RMSEA = .048$ (90% C.I.: .043, .053), SRMR = .061



Mediation Analysis: Psychological ownership

Path Mediator: Psychological ownership	Indirect		Direct		Total	
	β	p-value	β	p-value	β	p-value
H2a-1: Value -> Involvement	.074* [.020~.161]	.020	.116	.081	.191*	.009
H2a-2: Protective -> Involvement	-.005 [-.071~.041]	.854	-.058	.854	.062	.328
H2a-3: Career -> Involvement	.010 [-.040~.063]	.683	-.036	.547	-.026	.677
H2a-4: Social -> Involvement	.084* [.031~.171]	.011	.390*	.000	.474*	.000
H2a-5: Understanding -> Involvement	.042 [-.016~.123]	.226	-.098	.211	-.056	.471
H2a-6: Enhancement -> Involvement	.170* [.083~.303]	.001	.053	.499	.223*	.002



Conclusion

Discussions

- Findings support the relationship among motivations, psychological ownership, community involvement, and community support.
 - **Three motivation factors (e.g., social, value, and enhancement)** were important for psychological ownership. (Ainsworth, 2020)
 - **Psychological ownership** influenced community involvement, which further impacted community support. (Ouyang et al., 2017)
 - Psychological ownership **mediated** motivation and community involvement, which implies that psychological ownership plays a significant role in **bridging rural events and community**.



Conclusion

Conceptual Contributions

- Identifies the vital role of volunteers as **human capital** from the CCF
 - Expands the volunteerism literature within the rural community context
- Examines **motivation** as a multi-dimensional construct
 - Offers a specific view to recognize the importance of volunteer motivations
- Employ **psychological ownership** as a mediator in connecting a local event and community
 - Add psychological ownership to the volunteerism literature
- Presents **sequential relationships** from festival to community
 - Provides a holistic and logical view in understanding how volunteers support community development



Practical Implications

- Rural festival volunteers may serve as important vehicles for community development.
- Importance of local **volunteers' motivation and psychological ownership** in community involvement and support
 - **Effective volunteer programs** that meet the need of motivations
 - Value (e.g., importance), Social (e.g., Volunteer night), Enhancement (e.g., self-esteem)
 - **Psychological ownership**
 - Work closely with community developers to connect volunteers to the community activities
 - Support by time, service, word of mouth, financial support, and donations
- Volunteers as **human capital**
 - Leading to a more vibrant and sustainable community



Future research and outreach tools

- Examine if volunteers' demographics and festival profiles moderate the impact of volunteers on a rural community.
- Explore the role of psychological ownership in developing volunteers' experiences and behaviors (e.g., place attachment, subjective well-being, and leadership)
- Volunteer survey questions as outreach tools will be shared with festival organizers.



Thank you

Any Questions?

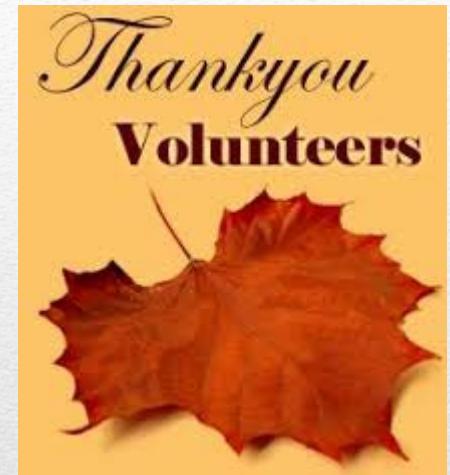
Please feel free to reach out to us by email:

SoJung Lee, Iowa State University: sjlee@iastate.edu

Linda Niehm, Iowa State University: niehmlin@iastate.edu

MiRan Kim, Michigan State University: kimmi@broad.msu.edu

Jichul Jang, Kansas State University: jichul@ksu.edu



We would like to acknowledge and thank the **North Central Regional Center for Rural Development (NCRCRD)** for their funding and support of this research project.
