

VOLUNTEERS IN NORWEGIAN PROFESSIONAL FOOTBALL

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Abstract

International research on volunteerism and sport has been investigating, among others, motivational factors among volunteers (Fairly, Kellet and Green 2007; Farell et.al 1998). Professional sports, and in this case professional soccer in Norway, are dependent on people working as volunteers at the sport events. This becomes evident as volunteers outnumber the professional staff on the weekly Premier League soccer matches in Norway.

Sport is by far where most voluntary work is conducted in the Norwegian context, all though most of it takes part in children sports or in activity affiliated with "Sport for all". In general voluntary work in Norway is decreasing, and a shift is described during the period 1997-2009 as voluntary work seems to have a stronger individualistic motivation than earlier (Wollebæk and Sivesind 2010).

In this paper we will investigate motivational factors among volunteers at soccer matches in the Norwegian Premier League. Data have been collected among volunteers from all the 16 Premier League clubs in Norwegian football. Using Quest-back, an on-line survey has been conducted during spring and summer 2011. The questionnaire contained open questions and questions with closed options, some of them employing five point Likert scales. Data were imported electronically into SPSS for statistical analysis.

Volunteers' motivation and the influence of gender, age and experience will be discussed, as international research suggests these to be relevant and significant variables (Fairly, Kellet and Green 2007), as will be social class and ethnicity. Preliminary analysis indicates in general an inner motivation for the most part, and that gender and experience seems to be significant variables influencing motivation.

References:

Fairly, Sheranne, Pam Kellet and B. Christine Green (2007): Volunteering Abroad: Motives for Travel to Volunteer at the Athens Olympic Games. In *Journal of Sport Management*, p 41-57.

Farell, Jocelyn M, et.al (1998): Volunteer Motivation, Satisfaction and Management at an Elite Sporting Competition. In *Journal of Sport Management*, p. 288-300.

Wollebæk, Dag and Karl Henrik Sivesind (2010): Fra folkebevegelse til filantropi? Frivillig innsats i Norge 1997-2009. Oslo: Senter for forskning på sivilsamfunn og frivillige sektor.