

# **Volunteer Motivations Scale for International Sporting Events: Translation and Initial Validation of the Portuguese Version**

**Bavaresco, Gustavo<sup>1</sup>; de Oliveira, Helder Zimmermann<sup>1</sup>; Santos, Thiago<sup>2</sup>; Mezzadri, Fernando Marinho<sup>2</sup> and Carvalho, Maria José<sup>1</sup>**

1: Faculty of Sport, University of Porto, Portugal; 2: Physical Education Department, Federal University of Parana, Brazil  
gustavobavaresco@icloud.com

## **Aim**

The volunteering is in many manifestations, one in special are the sport events, where the volunteers are essential to the organization. The volunteers are such in megaevents how in small events working with different areas, in Brazil the volunteering in sport events is still insipient with low scientific literature, the area of organizations probably need create strategies to retain the volunteers and it can use the motivational differences. Thus, the aim of our research was to determine the cross-cultural adaptation of the Brazilian version of the VMS-ISE.

## **Theoretical Background**

The sport is one of several fields of action of volunteers, which sports organizations and sporting events are characterized by the essence of attracting the motivation of several volunteers. In this way, the sport event volunteer motivation suggests a complex system of reasons that differ depending on the characteristics of the event or organization with different sizes, kinds and exist many areas that the organization need to care, for example, infrastructure, marketing, human resources, sponsors, first aids, food, etc. The literature demonstrates different methods to measure volunteer motivation for example the Sport Event Volunteer Motivation Scale (SEVMS); Volunteer Functions Inventory (VFI); Volunteer Motivations Scale for International Sporting Events (VMS-ISE); Olympic Volunteer Motivation Scale (OVMS), clearly each one with the particularities of the cases concerned, can be linked too with other aspects, for example; satisfaction, future behavior, intention to return, commitment, etc (Bang & Chelladurai, 2009; Clary et al., 1998; Fairley, Gardiner, & Filo, 2016; Farrell, Johnston, & Twynam, 1998; Giannoulakis, Wang, & Gray, 2007; Hallmann & Harms, 2012).

Added to this, verified that Brazil was host of important mega-sport events, and probably will host of many other events, mega or not, and because of that the volunteers are essentials to the organizations. The international literature the sport events are constantly studied and organized pursuant your impacts. In Brazil this is a scenario that exist with reduced academic productivity, the model applied here has been used in previous research on sport events on different contexts, therefore, this study is the first of its kind to investigate volunteers at Brazilian volunteer context, in this sense its necessary translated and adapt cross-culturally the questionnaire found in a different language and context.

## **Methodology**

The questionnaire used was the VMS-ISE from (Bang, Alexandris, & Ross, 2009; Bang & Chelladurai, 2009). First, occurred the process of translate and back-translating Portuguese with four native bilingual speakers to ensure that the translations capture the meaning of the Volunteer Motivation items originally developed in English. The first translator drafted a first Portuguese version based on the original English language VMS-ISE. The second translator took this draft and translated it back into English. Finally, any differences were discussed with

the third and fourth translator and adapted to give the most agreed upon meaning (Banville, Desrosiers, & Genet-Volet, 2000). Second, was distributed via e-mail and social medias to Brazilians volunteers in general sport events.

We collected 255 answers in two months (February-March) of 2018, the respondents consisted a total of 55.3 % male and 44.7 % female with (average age = 34.85 SD = 12.33) and participated in sport events how Olympic and Paralympic Games, FIFA World Cup, Tournaments of Golf, Marathon races, Triathlon, Trail runs, among others.

To analyze the data was realized a confirmatory factor analysis (CFA) to test a measurement model, the review of the psychometric properties, internal consistency (Cronbach's alpha) and convergent validity was used to identify the quality of model fit.

### **Results and Discussion**

The results of CFA demonstrated a good fit with  $X^2(df) = 994.029 (384) (p < 0.001) X^2/df = 2.589$ ; CFI = 0.911, RMSEA = 0.079, and average variance extracted ranged from 0.67 to 0.78 indicating values exceeded .50 (Fornell and Larcker, 1981). The internal consistency of the factors presented Expression of Values ( $\alpha = 0.908$ ), Patriotism ( $\alpha = 0.916$ ), Interpersonal Contacts ( $\alpha = 0.935$ ), Personal Growth ( $\alpha = 0.895$ ), Career Orientation ( $\alpha = 0.905$ ), Extrinsic Rewards ( $\alpha = 0.850$ ), and Love of Sport ( $\alpha = 0.884$ ).

### **Conclusions and Implications**

The above results, the Portuguese version of the VMS-ISE presented acceptable values in a Brazilian context, showing that organizers of sport events can utilize this tool to access the volunteer motivations to develop effective recruitment and retention strategies.

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