**Introduction**

**Self versus Other focus**
- Volunteer motivation has been split into two categories: ‘Self-Focused Motivations’ such as employability, skills and personal growth and ‘Other-Focused Motivations’ such as belonging, helping and being valued (Bromnick, Horowitz & Shepherd, 2012)

**Employability**
- Students are encouraged to volunteer as a form of work experience to improve career prospects
- Volunteering has been integrated into a number of curricula and extra-curricular programmes within HEIs (Holdsworth, 2010)

**Aims**
- Little is known about intentions to volunteer with specific groups or projects
- With the growing ageing population and the likely demand on health and public services, this research investigates attitudes towards older adults amongst Psychology undergraduates and their intentions to volunteer and work with this group

**Results**

- Only 26.6% were current volunteers (national average = 40%)
- Career enhancement given as the biggest potential overall motivation to volunteer
- Current volunteers (n= 49) were significantly more likely to be motivated by Social Aspects (U=1933, p<.001) and Values (U=2360, p=.003) than non-volunteers (N= 147)

| Career | • Volunteering will help me succeed in my chosen profession |
| Values | • I can learn how to deal with a variety of people |
| Enhancement | • I am genuinely concerned about the particular group I am serving |
| Protective | • Volunteering increases my self-esteem |
| Social | • Volunteering is a good escape from my own troubles |
| All | • My friends volunteer |

**Discussion**

- Career Goals:
  - 42% aspired to work in the applied psychologies (e.g. Clinical Psychology)
  - 25% indicated a career where psychology could be useful (e.g. Police)
  - 26.6% didn’t know or didn’t answer
- Only 5 students (2.7%) thought it would be highly likely that they would work with older adults in the future

**Naivety**
- The sample showed an encouraging absence of negative attitudes to older adults, however there was an evident lack of positive attitudes. Few had plans to work with this demographic group.
- Given the ageing population and the types of work people aspired to, this may show a worrying naivety regarding the likelihood of working with older adults

**From employment to enjoyment**
- The results of this study supports previous research that suggests motivation may change over time (Bromnick, Horowitz & Shepherd, 2012). It is implied that when you become a volunteer, social interaction and intrinsic passion for the project becomes important for the individual
- Volunteering should be promoted beyond the proximal goal of skills development and employability

**Further research**
- Analysis of competing definitions of volunteering is needed together with a more fine-tuned analysis. Students may hold multiple simultaneous motives or be involved with multiple projects with differing motivations for each
- More research is needed looking at barriers to volunteering

**References**


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