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**Structure of volunteer identity in the social-psychological conditioning of
volunteer activity**

**Структура ідентичності волонтера в соціально-психологічному
обумовленні волонтерської діяльності**

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Анотація

Стаття присвячена аналізу особливостей диференційованості структури ідентичності волонтера в специфіці соціально-психологічного обумовлення волонтерської діяльності.

Метою дослідження є аналіз диференційованості структури ідентичності волонтера як чинника специфіки соціально-психологічного обумовлення волонтерської діяльності.

Дослідження було проведено на основі використання методик: «Тест 20-ти висловлювань» М. Куна і Т. Мак-Партленда, та «Портретний питальник цінностей» (PVQ) Ш. Шварца. Вибірку дослідження склали 302 волонтери, віком від 17 до 80 років з понад 15-ти міст України.

Установлено структуру соціальної і особистісної ідентичності волонтера. Показано наявність специфіки взаємозв'язків між складовими ідентичності волонтера та його ціннісно-мотиваційними тенденціями, віковою та статевою приналежністю. Зокрема, установлено наявність специфіки розподілу показників ідентичності особистості у просторі мета-цінності «індивідуальне – просоціальне».

Виявлені особливості соціальної ідентичності волонтера виступають вагомим складником в системі чинників соціально-психологічного обумовлення волонтерської діяльності. Окрім того, установлена специфіка варіативності структури соціальної ідентичності у залежності від протилежно спрямованих мотиваційних тенденцій, що створює підґрунтя для розробки питання щодо відтворення такого зв'язку для інших референтних груп.

Ключові слова: волонтерство, ідентичність, колективна суб'єктність, структура ідентичності, соціальність, соціальна ідентичність, спільність, цінності, ціннісно-мотиваційні тенденції.

Abstract

The article focuses on the analyzes the role and place of personal identity in the specifics of socio-psychological conditioning volunteering.

The **purpose** of the research is to analysis of the structure of personality identity in the research of socio-psychological conditioning volunteering.

The research has been implemented using the following methods: “Test of 20 statements” by M. Kuhn and T. McPartland, and “Portrait Values Questionnaire” (PVQ) by S. Schwartz. The study sample was composed of 302 volunteers, aged 17 - 80, from more than 15 cities of Ukraine.

The structure of the individual and social identity of the volunteer has been established. The presence of the specifics of the relationship between the components and signs of the volunteer identity and its value-motivational tendencies, age and gender was shown. In particular, the presence of specifics of distribution of indicators of the identity in the meta-value space “individual – pro-social”.

Peculiarities of the volunteer identity are a significant constituent in the system of factors of a socio-psychological conditioning of the volunteer activity. In addition, the variability of identity depending on the opposing motivational tendencies creates the basis to develop a question regarding for reproducing of this connection for other reference groups.

Keywords: collective subjectivity, identity, identity structure, sociality, social identity, value-motivational tendencies, volunteering.

Introduction

The interest of scientists, including psychologists, in the issues and resources of the study of personal identity, is naturally growing in the conditions of rapid social changes and the influence of unexpected external factors. This is due to both the sensitivity and dynamism of the identity of the individual to social influences, and the fact that the identity itself is a powerful mechanism for regulating the system of relations, goals, values (Gordon, 1976; Hornostai, 2014), features of personal behaviour and activities (Brygoła, 2019).

In contemporary conditions of global socio-economic crises and transformations taking place in the world, special attention should be paid to the study of socio-psychological mechanisms and determinants of the volunteer identity.

It is due to the important role they play in the life and development of society. In recent years, one can discuss the maintenance of a sustainable academic interest both in the study of volunteering as a whole and its diversified socio-psychological effects and manifestations (Hayton, 2016; Dunn et al., 2019). At the same time, visions of some predictors, which allow determining the specifics of volunteering, preserve stability. In particular, the characteristics of facilitation, altruistic motives, empathy, personal values etc. play a major role among such prognostic variables (Wymer, 1997; Oswald, 1996; Koval & Spitsyna, 2021). In the context of the above, the specific of the socio-psychological conditioning volunteer activities depending on the structural features of identity is a subject-matter of a special research interest.

The sociocultural context as an important factor of identity (Baumeister & Muraven, 1996; Chepelieva, 2014), recently is an established area of research (Robinson, 1996; Andersen & Chen, 2002; Hryshchuk & Kovalenko, 2019). Research is also important the inverse regulatory impact of personal identity on the socio-cultural context, where identity constitutes and determines a person's willingness to include an individual history in the current state of society, its change and development. Therefore, the study of socio-psychological aspects of identity can provide “access” to the understanding of the collective subjectivity, the basis of which they are.

According to the approach initiated by A. Tajfel (Robinson, 1996), the identity of the personality is constituted as a complex structure that includes individual and social components. The first of them involves self-determination of the individual from the standpoint of personal characteristics of the self-concept. The second one is defined as the part of it, which is constituted through the person's awareness of his belonging to social groups, together with its value and emotional manifestations (Andersen & Chen, 2002; Hryshchuk & Kovalenko, 2019; Koval & Spitsyna, 2025).

There is a pronounced cognitive orientation of the theory, as we see, in explaining the formation of social identity. Person is aware of his sociality through self-construction within a certain social category. Categorizations, that form the basis of our understanding of the perceived world, construct and implement

sociality through the speech discourse.

At a broader level forms and processes and even the content of the perceived social world is structured and limited by the dominant social ideas around us. In other words, the social identity of the personality characterizes, the member of which social groups the individual feels itself, which groups act for him as a reference and in relation to which groups he defines himself.

Consequently, one of the important aspects of manifestation of the cognitive component of social identity is self-identification, the belief in belonging to a certain social group. The mechanism for forming an idea of one's own group and its evaluation, according to J. Turner, is a social comparison (Robinson, 1996). The affective component contains an emotional assessment of group membership, which can be both positive and negative, and may generate, respectively, high or low prestige of its group. The meaning component of social identity includes a system of values, attitudes, norms and rules specific to the group, and appropriated by the personality in the process of inclusion in the group.

There are many theoretical and empirical analyses of studies of identity, and all of them show that there is no unified approach to its definition, but there are general trends in the interpretation of identity as a psychological phenomenon (Andersen & Chen, 2002; Koval & Spitsyna, 2025). What is essential for the tasks of our research is that it is possible to distinguish different forms of identity by different criteria. The variability of the forms of identity possessed by the individual is explained by the fact that it acts and interacts in different social systems, in relation to which it is self-determined in different ways, and the result of which is reflected in the corresponding forms of the self-categorizations. One such system is the social volunteer movement, which provides assistance to victims and participants in military conflict. Social volunteer movement is a predictor of the specifics to construction of identity by volunteers. In its turn, this specificity is related to the features of the wider social system, which can be explored through the identification of the characteristic features of its collective subjectivity.

A number of basic principles have been developed within the social-

psychological discourse of collective subjectivity. In addition, a set of features and parameters of collective subjectivity was introduced into scientific circulation (Vasiutynskyi, 2005). Therefore, a characteristic feature of the collective subjectivity of volunteer movement is the correspondence of intra-group connection to the specifics of inter-group connection. Thus, we can take into account that the identity of the volunteer determines the willingness to participate in volunteer activity. Accordingly, the structure of identity will reflect the directions of realization of this willingness as the system of components of the socio-psychological conditioning volunteer activities.

Thus, the *purpose* of this article is to analysis of the structure of personality identity in the research of socio-psychological conditioning volunteering.

We **hypothesized** that the structure of personal identity can play a significant role among the prognostic variables of volunteering and determine the willingness to participate in volunteer activity.

The answers to the open questions in this problem field will have not only significant scientific and theoretical but also a practical meaning. In particular, this is due to the very understanding of identity in its modern social-constructivist key, which best meets the systemic purpose and objectives of this research.

Method

Participants. The study sample was composed of 302 volunteers from more than 15 cities of Ukraine. There were 45 male and 257 female volunteers. Age of respondents - from 17 to 80 years (of them: 17-30 - 40 respondents, 13,25%; 31-40 - 63 respondents, 20,86%; 41-50 - 72 respondents, 23,84%; 51-60 - 73 respondents, 24,17%; 61-80 - 54 respondents, 17,88%).

Stimuli and procedure. Empirical data, provided for by the model, were directly collected in 2018-2019 by filling out an individual volunteer questionnaire. In order to achieve the purpose and fulfil the tasks of the study, the data, obtained by the results of the following questionnaires, have been used: “Test of 20 statements” by M. Kuhn and T. McPartland – for registration of values of the

structure of the volunteer's identity; "Portrait Values Questionnaire" by S. Schwartz (Schwartz, 1992), adapted by I. Semkiv (Semkiv, 2010) – for registration of values of indicators of individual values as general motivational factors of the volunteer activity, age and gender distribution of respondents – for registration of values of indicators of established characteristics of the volunteer's personality.

We used the PVQ methodical (Schwartz, 1992) in the Ukrainian-language adaptation by I. Semkiv (Semkiv, 2010). This methodical is a set of 40 statements that describe the "portrait" characteristics of another person. Respondents are asked to evaluate the statement for similarity of his personality with the description. According to the results of the survey, the value profile of the individual is reproduced on a continuum of ten basic values (Schwartz, 1992; Schwartz et al., 2012).

We used established identification constructs to interpret the results of the "Test of 20 statements". There were identified the following identification aspects within the structure of social identity:

- “Gender” – description of gender roles (for example: “Woman”);
- “Religious” – description of religious affiliation (for example: “Christian”);
- “Political” – description of political views (for example: “Citizen”);
- “Ethnic-regional” – description of ethnic or regional affiliation (for example: “Ukrainian”, “Kievite”);
- “Professional” – description of professional affiliation (for example: “The teacher”);
- “Family” – description of family roles (for example: “Mother”);
- “Communicative” – description of communicative roles (for example: “Friend”);

We identified the following identification aspects within the structure of individual identity:

- “Reflexive” – description of individual personality traits (for example: “Responsible”);
- “Physical” – description of appearance traits (for example: “Beautiful”);

- “Material” – description of material relations (for example: “Coffee lover”);
- “Active” – description of leisure activity and/ or hobbies (for example: “Gardener”);
- “Existential” – description of worldview position (for example: “Human”);

Statistical analysis. The processing of mathematical and statistical data was carried out on the basis of MS Excel 2007 and SPSS 17.0 software algorithms. The procedures used: primary descriptive statistics – to identify standard indicators of the variables under study and sample parameters; calculation of the Spearman rank correlation coefficient (ρ) – to identify the presence of functional relationship between the variables under study.

Results and Discussion

We can see (see Table 1), that the individual identity of volunteers is organized into a structure that is covered by a total of 3918 identification constructs. Herewith, 1272 (32.47%) of them are unique, i.e. they cover the entire volume of the structure. First of all, a high degree of differentiation of the reflexive aspect of individual identity catches our eyes. The reflexive aspect is organized through 689 unique constructs (54.17%) which were applied a total of 1181 times (30.14%). At the same time, the leader is such a construct as “Dreamer” (which was applied 28 times, respectively, is 2.37% of the space of reflexive aspect).

Table 1. Characteristics of quantitative and percentage distributions of identification constructs by aspects.

Identification aspects		U	%	F	%
Individual	Reflexive	689	54.17	1181	30.14
	Active	165	12.97	643	16.41
	Existential	97	7.63	365	9.32
	Physical	25	1.97	43	1.1
	Material	25	1.97	52	1.33
Social	Communicative	98	7.7	450	11.49
	Professional	71	5.58	160	4.08
	Family	28	2.2	540	13.78
	Political	26	2.04	140	3.57
	Religious	24	1.89	57	1.45
	Ethnic-regional	15	1.18	110	2.81
	Gender	9	0.71	177	4.52
Total		1272	100	3918	100

Notes: "U" - the number of unique constructs; "F" - is the total frequency of use; "N" - sample size.

The second place in terms of both the number of unique constructs and their applied is occupied by the active aspect of identity. In particular, the active aspect is organized through 165 unique constructs, which were applied a total of 643 times. At the same time, the leader is such a construct as "Volunteer" (which was applied 150 times, respectively, is 23.33% of the space of active aspect and 49.67% relative to the sample). In addition, relatively often was applied such constructs as: "The host" (was applied 31 times, 4.82% of aspect); "The traveller" (28/ 4.35% of aspect); "The toiler" (25/ 3.89% of aspect).

A similar nature of differentiation, but with smaller indicators has an existential aspect. The existential aspect is organized through 97 unique constructs, which were applied a total of 365 times. The leader is such a construct as "Human" (which was applied 147 times, respectively, is 40.27% of the space of existential aspect and 48.68% relative to the sample). Relatively often was applied such constructs as: "The personality" (32/ 8.77% of aspect); "The optimist" (18/ 4.93% of aspect).

In addition, a relatively low development of the physical and material aspects of identity, and, to a lesser extent the religious one draws our attention.

Identification aspects of social identity (excluding professional and communicative aspects) are characterized by a relatively small number of unique constructs, the frequency of applied of which was quite high. The first place in terms of both the number of unique constructs and their applied is occupied by the communicative aspect of social identity. The communicative aspect is organized through 98 unique constructs, which were applied a total of 450 times. The leader is such a construct as "Girlfriend / friend" (which was applied 134 times, respectively, is 29.78% of the space of communicative aspect and 44.37% relative to the sample). Relatively often was applied such constructs as: "The reader" and "The helper" (25/ 5.56% of aspect); "The leader" (20/ 4.44% of aspect); "The neighbour" (18/ 4% of aspect).

The second place in terms of both the number of unique constructs and their

applied is occupied by the family aspect of social identity. The family aspect is organized through 28 unique constructs, which were applied a total of 540 times. The leader is such a construct as “Mother” (150 times, 27.78% of aspect). Relatively often was applied such constructs as: “Daughter” (102/ 18.89% of aspect); “Wife” (83/ 15.37% of aspect); “Sister” (74/ 13.7% of aspect). Men's family roles and statuses fill the aspect less – “Son” (13/ 2.41%); “Father” (12/ 2.22% of aspect); “brother” (6/ 1.11% of aspect). This tendency is quite understandable given the gender distribution of the sample.

The professional aspect is organized through 71 unique constructs, which were applied a total of 160 times. The leader is such a construct as “The teacher” (16/ 10% of aspect) and “The psychologist” (15/ 9.38% of aspect). Separately, we note that the predominant numbers of professions are concentrated in the field of “human-human” interaction (96 constructs out of 160). In particular, it is such constructs as: “The lecturer” and “The journalist” (9/ 5.63% of aspect); “The pedagogue” and “The jurist” (6/ 3.75% of aspect). We can see that the specific of professional aspect of social identity is due relatively high degree of differentiation of unique constructs. At the same time, their total frequency of applied exceeds the uniqueness by about half.

The religious aspect is organized through 24 unique constructs, which were applied a total of 57 times. The leader is such a construct as “The Christian” (24/ 42.11% of aspect). The political aspect is organized through 26 unique constructs, which were applied a total of 140 times. The leader is such a construct as: “The patriot” (55/ 39.29% of aspect); “The citizen” (39/ 27.86% of aspect).

The gender aspect is organized through 9 unique constructs, which were applied a total of 177 times. The leader is such a construct as: “Woman” (135/ 76.27% of aspect); “Man” (20/ 11.3% of aspect); “Girl” (13/ 7.34% of aspect). Again, this tendency is due gender distribution of the sample.

Summing up, we can see that characteristic feature of the results is that there is a significant bias towards individual aspects of identity as opposed to social. For example, individual identity is organized through 1001 constructs (78.7%), which were applied a total of 2284 times (58.3%). At the same time, the structure of social

identity was organized by volunteers through 271 constructs (21.3%), which were actualized 1634 times (41.7%).

The obtained data (see Table 2) demonstrate the characteristic specifics of the relationship between values and volunteer’s identity structure. Namely - there is a conditionality of the distribution of identity indicators in accordance with the polarity of meta-values space “individual – pro-social” (Semkiv, 2010:707) and vice versa. In particular, we can observe that a high differentiation of aspects of an individual identity substructure positively correlates with the values of an individual pole. For example, there are a number of positive correlations between reflective and active aspects, and scales of the individual pole: “Self-Direction”, “Stimulation”, “Hedonism” and “Achievement”. Instead, the values of the group pole are positively correlated with aspects of the social identity. In addition, negative correlations on the value “tradition” additionally confirm this specificity.

Another tendency that we can observe is the relationship between the above-mentioned meta-value and the differentiated structure of an individual identity. In particular, there is a growth in differentiation of identity for individual-oriented volunteers, on the contrary – a reduction for socio-oriented volunteers, in the identity of whom group-oriented constructs are represented, first of all religious and political constructs. For example, there are a number of positive correlations between the religious aspect and scales of the group pole: “Security” ($\alpha = ,133^*$); “Conformity” ($\alpha = ,208^{**}$); “Tradition” ($\alpha = ,363^{**}$); “Benevolence” ($\alpha = ,253^{**}$). It is also noteworthy that indicators of the material aspect of identity reproduce similar dynamic of functional connections.

Table 2. Results of the correlation analysis on scales of the «PVQ» methodical (n=302).

Scale	Security	Conformity	Tradition	Benevolence	Universality	Self-Direction	Stimulation	Hedonism	Achievement	Power
Reflexive	0,112	0,054	0,041	0,053	0,054	,116*	,143*	,122*	,143*	0,095
Active	0,001	0,004	-,139*	0,079	0,001	,218**	,223**	0,069	,236**	,221**
Existential	0,008	0,005	-0,016	0,104	0,046	0,101	0,071	0,075	0,097	0,014
Family	0,008	0,009	-0,083	,125*	0,027	,142*	0,028	-0,033	0,011	-0,002
Gender	-0,031	-0,054	-0,08	-0,002	0,029	0,027	0,081	0,089	,144*	0,053
Commun-ve	-0,024	0,03	-0,055	,117*	0,034	,171**	,148*	0,076	,189**	,116*
Professional	-0,075	-0,049	-0,103	0,052	-0,073	,176**	,170**	0,048	,219**	,184**
Political	,156**	0,06	0,007	,149**	0,035	,128*	,130*	-0,075	0,098	0,006

Ethnic-regional	-0,035	-0,016	-0,031	0,099	0,111	0,103	0,004	-0,072	0,032	0,099
Religious	,133*	,208**	,363**	,253**	0,092	0,024	-0,016	-0,053	0,063	-0,036
Material	0,095	,132*	,117*	,124*	0,107	,141*	-0,026	-0,041	0,023	-0,003
Physical	0,017	-0,014	-0,058	-0,069	-0,067	0,003	0,012	0,029	0,065	0,103
Age	,302**	,239**	,250**	,145*	,151**	-0,029	-,161**	-,283**	-,318**	-,327**
Gender	-,158**	0,012	0,061	-,126*	-,157**	-,203**	-0,079	0,112	-0,009	0,068

Notes: *- $\alpha = 0.05$; **- $\alpha \geq 0.01$;

Finally, we would like to mention that in light of the specifics of the relationship between values and individual identity, the parameter of grouping on age is quite indicative, as it divides the continuum of value-motivational tendencies almost in half both by the nature of correlations and by their indicators. At the same time, the end poles of the continuum demonstrate the highest values of density of such an interconnection, which gradually declines to the centre, where the role of the latter is performed by the indicators of the value «Self-Direction».

Such characteristics of correlation loads respectively indicate that for young volunteers' main motivation tendencies are concentrated within the individual values block. Instead, orientation on the potential of pro-social values is more typical for volunteers of older age group.

Thus, focusing on the individual pole of identity may be related to the young age of the volunteer. On the contrary - group-oriented constructs, first of all - constructs of religious and political affiliation - are typical for volunteers of the older age group.

From the presented data, we can make a series of judgments about the role of identity in conditioning the specifics of the collective subjectivity of the social volunteer movement. First of all, a low differentiation of those aspects of social identity that are directly related to identification with large social groups draws attention. For example, there is a relatively high differentiation of religious constructs (24 constructions), but a low use in the sample (57 times; 18.87%). The latter are mainly associated with the Christian religion. This circumstance creates limited grounds to talk about the religious basis of the collective subjectivity of the social volunteer movement.

We can also see that there is no basis that would let us talk about the

implementation of professionally relevant collective subjectivity of the social volunteer movement. This absence is evidenced by the fact that the actual diversity of professional identification constructs does not allow to single out the predominant of them. With this approach, a slightly more basis to conditioning the specifics of the collective subjectivity of social volunteer movement is observed in the space of the political aspect of social identity. In particular, the political aspect space is actualized through 26 unique constructs, which are used 140 times in total, which is 46.36% as to the sample. However, as we can see, there is no absolute predominance, and therefore there is no good reason to say that the social volunteer movement implements only such a kind of commonality as statehood. Slightly similar circumstances are observed within the ethnic-regional aspect of identity. From the presented data we observe the actual lack of ethnic diversity in volunteers of the social volunteer movement. In particular, only the construct “Ukrainian” is used 90 times, which is 29.8% as to the sample.

Instead, the results of the analysis of the personal substructure of identity convince us to reach the following conclusion. The nature of the specificity of the collective subjectivity of the social volunteer movement is related to the realization of the motivational potential of such a commonality as humanity. In particular, from the given data we can be convinced of a number of circumstances. First of all, from the presented data we can be convinced that there is a significant bias towards individual aspects of identity as opposed to social. Also note that the construct “human” was used quite a high number of times (147; 48.68% as to the sample). It should also be borne in mind that within the reflexive aspect of identity the construct “human” is also used in the composition of phrases. For example, such as “a good human”, “a decent human” so on. We also note that the construct “volunteer” has also begun to be used quite often (150; 49.67% as to the sample).

The specifics of the communicative aspect of identity deserve special attention. In particular, the results of the research show that the communicative aspect of social identity contains in itself the characteristics of individual aspects identity. It is characterized by high differentiation of both communicative roles and

the overall frequency of their applied. Instead, for social aspects of identity the opposite tendency is observed – relatively small number of unique constructs, the frequency of applied of which is quite high. Undoubtedly, when interpreting these results, one should take into account the specifics assimilation sociality by differentiation in the cultural those public relations, which contain of the status-role planes of identification. In this case, we are talking about the differentiation of interpersonal relationships. Thus, an important characteristic of personal identity, which affects the willingness to participate in volunteer activity, is the high differentiation of interpersonal relationships. This, in particular, is reflected in the highly differentiated communicative aspect of the volunteer's identity. That is, the high frequency of applied in self-description of communicative roles, that performed by the volunteer. The specific meanings of these roles are a separate basis for the conclusion that the nature of the specificity of the collective subjectivity of the social volunteer movement is related to the realization of the motivational potential of such a commonality as humanity. For example, within in communicative aspect the following constructs were applied: “Friend/ girlfriend” (134; 44.37% of respondents); “The helper” (25; 8.28%); “The interlocutor” (7; 2.32%); “The advisor” (7; 2.32%); “ The mentor” (6; 1.99%); “The support” (6; 1.99%).

In summary, we can state that the structure of personal identity can play a significant role among the prognostic variables of volunteering. Along with indicators of such variables as characteristics of facilitation, altruistic motives (Wymer, 1997; Oswald), empathy, individual values, etc. (Koval & Spitsyna, 2021; 2025).

In addition, the results are convincing in stock the inverse regulatory impact of personal identity on the socio-cultural context. In particular, was demonstrated that the identity constitutes and determines a person's willingness to include an individual history in the current state of society, its change and development by features of collective subjectivity. Namely, the volunteer's identity is conditioning willingness to include in volunteer activity, and identity structure reflects directions

of realization of this willingness by correspondence of intra-group connection to the specifics of inter-group connection. In turn, for participants of the volunteer movement to provide assistance to victims of military conflict, the specifics this connection is concretized in such a commonality as humanity. The latter emphasizes the specifics of the commonality of the social volunteer movement, which is identification of volunteers with the performance of tasks and functions of the state by means of civil society. Although it should be noted that we observe also certain specific in willingness personality to be include performing tasks of the volunteer movement. This specificity is due on the value-motivational tendencies, as well as the parameters of gender and age of the volunteer. The latter connection requires special attention and more detailed study.

Conclusions

The identified structural features of the volunteer's identity are an important component in the system of factors of the socio-psychological determination of volunteer activity. Herewith, it is shown that the identity of volunteer is closely related to other socio-psychological factors of volunteer activity. In particular, the presence of interrelation of individual characteristics of the volunteer identity with values and age has been established.

In addition, the findings of the study of the volunteer's social identity show that for volunteers there is a specific functional relationship between the structure of this identity and indicators of values. In particular, indicators of social identity were turned out sensitive and showed different orientation within the polar opposition of the components of the motivational model of S. Schwartz (Schwartz et al., 2012). Specifically, the difference of indicators of social identity within the polarity of meta-values space “individual – pro-social” is reproduced. Thereby, the variability of the social identity structure depending on the opposing motivational tendencies creates the basis to develop a question regarding for reproducing of this connection for other reference groups. Also, we can see that for young volunteers’ main motivation tendencies are concentrated within the individual values block. Instead, orientation on the potential of pro-social values is more typical for volunteers of

older age group.

An important direction in the development of the problem of cognitive construction of the identity of the volunteer can be, in our opinion, the study of its integrative properties, which were identified by E. Erickson (Erikson, 1968). These properties are manifested primarily in the integrity of individual experience and the ability to relate own an ability to social opportunities and realities, which, in its turn, conditions the prospect of singling out and developing the specifics of stylistic aspects of the integration of life experience into an integrated identity (Koval, 2020).

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