This is the published version of a paper presented at *Invigning av Röda Korsets Högskola, Technology and Health, Campus Flemingsberg, Oktober 20, 2016*.

Citation for the original published paper:

Holmgren, J. (2016)
The voluntary arena - diversity, identity and glocal challenges within Swedish volunteering activities.
In:

N.B. When citing this work, cite the original published paper.

Permanent link to this version:
http://urn.kb.se/resolve?urn=urn:nbn:se:rkh:diva-2323
Conclusions

Global nursing concepts such as diversity, advocacy and glocal is of great importance in the volunteer humanitarian work in Sweden. This particularly when global demographic changes affect the local arena. Based on how volunteers reason in social media and "in real life" about diversity, identity and the glocal challenges they are facing it is possible to recruit and train volunteers for the future in a sustainable way. The results of this project may also contribute to the development of the global nursing concept with implications both for academic nursing contexts as well as for humanitarian practices.

Introduction

The Swedish Red Cross belongs to the world's largest humanitarian movement and plays a key role in alleviating suffering, safeguarding human dignity and contributing to health. However, a shift has occurred from the domestic needs of the population to a great need of people fleeing war, violence and trauma in the search for a safe refuge. New patterns of migration contributes to changing demands of volunteers regarding knowledge on diversity, advocacy and glocal challenges. Volunteers need to think globally but act locally. The question is whether a humanitarian organization as the Swedish Red Cross adapt to the new conditions linked to demographic changes globally.

Objectives

The objective is to describe experiences of volunteers within the Swedish Red Cross movement regarding diversity, identity and glocal challenges. The objective is also to analyze the patterns of volunteering among individuals and groups as it is presented in social media, so called virtual aid and virtual volunteering.

Methods

The study design is qualitative and explorative. Data will be collected through various qualitative methods such as focus group discussions, in depth interviews and netnography. The first data set is organized to be collected in groups recruited from urban as well as rural contexts within the Swedish Red Cross movement. In parallel to this, data from social media presenting and providing humanitarian volunteering activities will be analyzed in the identification of patterns of virtual aid and virtual volunteering by conducting netnographies.

What we know and what this project may add

• Volunteers play a crucial humanitarian role through their work when alleviating suffering, safeguarding human dignity and contributing to human health among people affected by war and disaster.

• Based on how volunteers reason about diversity, identity and glocal challenges, it is possible to support, retain and educate volunteers with relevant knowledge given the demographic changes globally.

• Volunteers may be recruited in a sustainable and strategically wisely way for the future.

• Contribute to greater development, dissemination and anchoring of the global nursing concepts and its meanings in academic nursing contexts as well as in humanitarian practices.

References


