Factors Involved in Social Mobilization and Citizen Participation: An Analysis of Voluntary HIV/AIDS Community Initiatives

By

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**Abstract**

The study examined the factors involved in social mobilization and citizen participation while analyzing voluntary HIV/AIDS community initiatives. The study reviews theories that are applicable to social mobilization including; Henig’s theory, resource mobilization theory, expectancy value theory, functional motivation theory, social role theory of gender, empowerment theory and social capital model of citizen participation theory. The study aimed at developing a path model that examines the interplay among social learning variables namely; social capital, psychological sense of community, community organization social climate, member satisfaction, and psychological empowerment and how they culminate into citizen participation. The respondents were volunteers in HIV/AIDs organizations and the concurrent nested design was employed. Correlation and regression analysis were carried out assessing relationship between variables and predictive power on empowerment respectively.

Findings confirm positive correlations among the variables and that psychological sense of community was a stronger predictor of psychological empowerment than group member satisfaction. Findings agree with the social role theory of gender that women were more likely to volunteer than men. The study also reveals that the motives that drive volunteers include; the self-serving and achievement motive, affiliation and relational motive, power motive and the belief Motive and participation is maintained over time by feelings that their efforts are appreciated, Having positive impact on others, attainment of the group goals, development of personal skills and the development of strong supportive relationships. Finally the study discusses implications for development of theory extending earlier findings through integrating aspects of earlier theories in citizen participation and makes recommendations for practitioners, pointing out where emphasis needs to be placed.