

## **Diagnosis of Engineering in Social Communication about Volunteering of Civil Society Organizations in Puebla, Mexico.**

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**ABSTRACT:** *Volunteering, where the individual involves in a conscious way to improve the conditions of communities and vulnerable groups, varies according the space where it develops. This research is a diagnosis of the volunteering of Civil Society Organizations (CSOs) in Puebla, Mexico. It is necessary to recognize the model of operation and the components of articulation that consolidate it as a way of social participation. The research is carried out under the lens of Engineering in Social Communication, theory that allows observing and diagnosing certain social phenomena. Likewise, it is complemented with theories of civil society, volunteering and the scope that can have as using the New Communication Technologies (NCT). Through the ethnography and in-depth interviews with the volunteer coordinators in seven selected cases in Puebla, some models were identified so as the elements that deteriorate, strengthen or articulate it. Some findings are that volunteering is mostly done by young people, they reflect about their particular environment to contrast it with the world in general, and interact with other people who are affected by strong social problems. However, the coordinators also point out the lack of information for a participatory culture and the difficulties of building a social conscience.*

**KEYWORDS** -*Civil Society Organizations, Engineering in Social Communication, New Technologies of Communication, Social Participation, Volunteering.*

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### **I. Introduction**

Volunteering, understood as an activity that is done by personal decision, without expecting remuneration in return, where the individual is consciously involved and shares his skills and knowledge to improve the conditions of vulnerable communities or groups, has been done in different regions and periods of humanity.

In the conception of some researchers [1] volunteering is established as a form of participation, which contains characteristics according to the space-territory where it operates. Spanish studies show that people involved in volunteering tend to be more supportive, but also to be participatory citizens by recognizing vulnerable situations and trying to change them. In addition, it talks about the melting pot of values and structures to which it contributes for the construction of a community and accessible society [2].

It is also recognized that new information technologies have become relevant in recent years, being an important tool for Civil Society Organizations (CSOs), which direct a large part of their messages and share experiences, data and information through social networks. They are the new threshold where "the citizen is provided with the exponential instruments to change the relations of power in the sphere of communication and, therefore, in the sphere of political power" [3].

However, Mexico has low levels of volunteerism compared to other countries. Researches like the one of Hodgkinson (2001) reveal that it has lower percentages of voluntary participation in Latin America; Colombia has 48%, Peru 31%, Argentina 20% and Mexico less than 10%. Also, not all the Mexican population has internet access, according to the 2016 report of the International Telecommunication Union (ITU), about the percentage of users with internet access in different countries, Mexico ranks 92 in a ranking of 175 countries with internet access, being that Spain, England and Argentina, to mention some, occupy positions between the first 50. Given this panorama, this research is carried out to understand the voluntary activity in OSC in Puebla and to identify the models of operation of volunteering. The Engineering in Social Communication is the theory under which the following diagnosis is made, in which its components, practices and challenges are recognized. This work hopes to contribute to the knowledge about civil society and, in particular, the work of volunteering as social participation in civil organizations.

### **II. Engineering in Social Communication and Civil Society**

The application of the Engineering in Social Communication allows to diagnose and to intervene in the reality regarding the object of study. The framework in which the communication proposal is inserted is in the theory of the Origins of Civil Society, complemented by the conceptualization of authors who expose about Volunteering and the Third Sector.

## **2.1 Communication and Engineering in Social Communication**

A possible communication science arises with the Communicology, where an integral vision of the social is proposed. From it, one can observe and understand the forms and dynamics of the selected social phenomenon; from such perspective is that the diagnosis of the phenomenon of Volunteering is inserted.

"The beginnings of this discipline are in the Group Towards A Possible Communication, that dedicated several years - since 2001 - to the documentation and analysis for the organization of communicological thought in order to access the construction of a general science of communication" [4].

To do this, it is necessary to understand the main communicological figures, which refer to the Information System and the Communication System, which will help to build the scientific model to understand the object of study. At the same time, these systems are associated in five dimensions, three configurations and two trends. As [5] explains it:

The dimensions are the expression, interaction, diffusion, structuring and observation. The three configurations are the basic theoretical, which implies the dimensions of interaction and diffusion; the methodological, which involves the dimensions of expression and structuring; and the epistemological, which involves observation. And the two trends are domination and collaboration. From this triple constructive organization it is possible to put together an outline of any phenomenon or area of the social thus observed [5].

This composition makes it possible to point out that Information Systems are those characteristics that prescribe us, the culture and ways of being of a society, organization or family. When these forms are reproduced and maintained, it is possible to speak of the conformation of a Communication System, "a place where the present is verified, the moment in which the diverse information systems belonging to a certain social ecology, related to each other and with concrete situations" [5].

At the same time, these systems go through two dynamics, which are point out [5] as a system of communication interaction-collaboration or diffusion-domination.

When two systems of information seek to alter their mutual forms in coordination, for the benefit of both, then we have an elementary tendency expressed in the form of an interaction-collaboration Communication System. When an Information System seeks to put another information system in its form, the elementary tendency that is expressed is one of a diffusion-domination Communication System [5].

In order to carry out this work, the Engineering in Social Communication defines that the configurations of the information and communication systems antecedents must first be identified, that is, from the present to the past. In this way, the trajectories that show tendencies of collaboration or domination can be pointed out. Once this scenario is obtained, the second part of the work in Engineering can be carried out, which refers to those tendencies of the future by making the hypothesis of what can continue happen according to what was already observed.

With such concepts in mind, this work involves two processes: reconstruction, about the information systems, of the trajectories from the past to the present; and the one of prospective, by pointing tendencies, from the present to the future, that reinforce the model of operation of volunteerism. In this way, the theories and concepts which is presented below, lead to the analysis of the object of study, all of them under the communication figures already mentioned.

## **2.2 Civil Society**

The authors [6] state that the origins of a civil society are given in the late 1970s, in the face of government failures, the existence of a more heterogeneous citizenship and increasingly recurring differences of opinion.

In such circumstances, people opt for non-profit organizations to provide public goods that they cannot insure, either through the market or the state. Therefore, non-profit organizations function to meet the unmet demand for collective goods left behind as a result of failures of both the market and the state [6].

The concept of civil society is recovered by the social actors in the search for the recovery of democracy and participation. In this conceptualization, "the principles of individual autonomy and rights, of participation and representation, typical of the democratic tradition and civil association, are incorporated" [7].

Such capacity for collaboration became relevant in one of its forms, the creation of organizations that implement actions or programs for social development within a given context. The main feature in such partnerships is to provide a space where individuals exchange learning and work together.

Civil society is then conceived as a space where individuals and associations "project their action towards the construction of participatory citizenship and other individual social actors that are constituted in social referents or that form transitory or permanent collectives" [8], as can be the case of social movements or formalized expressions in organizations.

In the Mexican context, it was in the late 1980s that expressions of civil society became visible in the wake of the earthquake catastrophe in Mexico City. From that moment, a new integrative panorama was marked where citizens of solidarity acted to solve problems. The need arose for integrating different forms of participation and social organization that would break with clientelism and have greater significance and impact on society [9]. This is an imaginary space where individuals aware of their environment seek to participate in organizations without political or religious purposes, created by them to propose alternatives in Mexico.

### **III. Civil Society Organizations (CSOs) and Volunteering**

Given the right to associationism, individuals constitute organizations of civil society that, by combining an increasing number in different democracies, the gaze is turned to the third sector. It is conceived of as a sector that "is part of a universe that produces services or is an expression of interests or projects and, to that end, work in a differentiable space of the state orbit and of companies" [7].

In this symbolic space emerge the dialogue or confrontation with political power and economic power, but the expressions that are manifested here are not separated or isolated from the sphere of the political and economic [7], which would be the other two sectors, but rather conforms the scene of conflict and social consensus.

Following this line, the question really is what role can play some of the organizations that make up the third sector, in the expansion of citizens' rights. It's not about opposing one sector to another, but really to engage in the contribution of greater participation.

The characteristics of these organizations are: to have an organized structure, of a private nature, that is to say, separated from the government, not to have cumulative profit, which implies some significant degree of volunteering and that pursue purposes for the benefit of society [6].

These institutions pursue different causes, according to the problems existing in the space and time in which they are founded, however, different authors point out that the elements that characterize them remain the same. Thus, a space is formed for CSOs to study, with their own genealogy that helps their understanding.

#### **3.1 Volunteering in Mexico**

From these manifestations of the associative phenomenon, which derives from the complex connections and social ties [10], volunteerism is seen as a stage where a social fabric is formed.

The Social Volunteering [11] requires sincerity and commitment on the part of the volunteer to achieve a true immersion in the lives of those with whom it interacts; this refers to a more holistic conception of volunteering.

Among the functions of volunteering is to be a link between the sectors, that is to say, to enable the public and private sectors to work together to pursue a better society [12]; and encourage and build a citizenship where opportunities for inclusion and participation are provided.

For its part, the articulation that is generated in volunteering is important, as it is pointed out [13], it is required that among the key agents, in this case volunteers, establish instances of articulation and communication since a society is articulated when its Members are interrelated according to their common objectives.

If civil society entities are interacting with other organizations where volunteering is conceived as a fundamental part of their work, articulations are being created that allow the inclusion and mobilization of volunteers, reinforcing the cause they are pursuing and fostering interactions.

About the volunteers, other authors have found that volunteering tends to be juvenile, are "successive generations of youth agents of change for social reproduction, incorporating innovations to practices and social structure" [14], in this way New Communication and Information Technologies (NCIT) also have an increasing presence in the public spectrum and play an important role for the transmission of messages with social content promoted by organizations where volunteering takes place.

Young people are those actors, who use these new technologies, and this insertion has generated a "development of collective action and mobilization as tools for communication and content transmission" [15], this has changed the meaning of participation, becoming ways of mobilization and creators of social life.

Likewise, the use of social networks as a tool for communication and multiplier effect in their messages has been studied from the perspective of organizations [16], [17], which can develop other activities such as volunteering. In this way, the cybernetic social networks become a tool of diffusion, but that requires adopting models of organization to obtain the maximum advantage that propitiate its creative power.

#### **3.2 Volunteering in Puebla**

As Galindo [18] points out in his work on Mexican culture in the 1980s, Puebla is part of an intense composition with an urbanization concentrated in the traditional-colonial poles.

The configurative panorama of that decade, and it could be said that even to the present, is a society of confrontation of two strong tendencies "the conservative and traditional, which sets the world on religion, morality and a commercial economic life of little scope; and the innovative and modern, which moves the world towards industrialization ... individualism, civil and secular life" [18].

Civil society in Puebla then emerges from a complex context, where the modern and the traditional combine, where the matrices that give life to the civil fabric have to do with these two tendencies.

It is in 1980s that "the citizen will require a redefinition, also a new status and guide of action" [18]. Throughout this social framework, the citizen acquires a sense of solidarity and collaboration, where people organize and face different issues.

In the 1990s civil society developed, influenced by the changes that occurred at the national level, and Puebla became a cosmopolitan state, the birthplace of new generations that seek to participate and become involved in movements or organizations that provide solutions to social problems.

Studies like the one of Fonseca [19] show that in October 2013 the Federal Register of CSOs in Mexico registered 828 in the state of Puebla, however it is also noted that not all had an active status, which "shows their high volatility, since about 10% stopped doing activities".

The time of existence of these organizations is more ephemeral than stable, to this it is added that the lack of transparency and evidence of the projects of the ones that remain cause concern, showing that despite having an official record does not mean that they are generating a real social work.

The database on CSOs, according to the Centro Mexicano para la Filantropía A.C (CEMEFI), shows in its directory of accredited organizations 2015 that in the state of Puebla there are 41 associations, foundations and civil organizations. Of them, 36 are divided into foundations of universities or business, and associations dedicated to the collection of funds. Only 5 organizations develop the concept of volunteering inviting young people to get involved in their activities, which also have a website, social networks and a photographic portfolio of evidence of their work.

Meanwhile, the 2015 database of the Instituto Nacional de Desarrollo Social (INDESOL), shows that 68 belong to the municipality of Puebla and 13 of these appear with the status of Inactive, however, INDESOL has not removed these organizations from registration. So the corresponding figure of the ones who appears Active is 55.

Table 1. Classification of Civil Society Organizations that are Active

No.	Social Reason	Web Page	Social Networks	Promote Volunteering
3	<b>Civil Organizations (CO)</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
12	Consultancy of NGO and CO	No	Yes	No
26	Foundations of educational, business or religious type	Yes	No	No
12	Civil Organizations	No	No	No
53	Total			

This is making by own elaboration with INDESOL data (2015)

It was found that there are a small number of CSOs where volunteering is carried out, in particular 3. While the largest number of CSOs are those who work as consultants who make alliances with other organizations and provide them with training.

On the other hand, there are other CSOs installed in Puebla that are not in the database of any of the mentioned organisms, but that have the valid registration of their projects and that also promote through their digital platforms the collaboration of the young people through volunteering. Two of these have international roots and another is of national scope, but they have been consolidated in the city of Puebla so they become necessary referents for the evaluation of the current status of volunteering.

## IV. Methodology

### **4.1 The Ethnographic and In-Depth Interviews Situation**

The choice of the ethnographic view allows rescuing the opinions of the coordinators understanding the social context in which they develop, in addition to exploring the phenomenon from their own perspective. Since each person involved in the research process has a life, a form and experiences of the place they inhabit, conditioned in turn by the gender, class, and other elements that make understand and live the places in a certain way, it is important to be capable of recognizing those 'anchors' from where people speak, look, interpret and construct meaning [20].

Following this line, Galindo [21] explains that through this contact can be obtained, first, the descriptions of levels of organization and social composition of a phenomenon, to do that it requires observation, register and, secondly, to interact with the members of these peculiar social formations.

The interview can be considered as an organizing center for ethnographic field work, contact with the other finally reaches an interaction relationship. The center of social life is the social actor, knowing it is the ethnographic goal, and the interview is the most effective way for it. From the interview you can plan the whole strategy of field work, there are other forms of planning and execution, this is one of them; focused on the social actor and the contact you have with him [21].

The purpose of this methodology is to describe the context and identify the elements that operate in volunteering from the perspective of the coordinators of this activity, in addition to recognizing those characteristics or events that were formed in the past -the Information Systems-, and see which of them have stayed or changed, giving way to Communication Systems.

The profile of social engineer is to be able to diagnose in an integral way and its practice is thought to go beyond the collection of information, because it is also about "sharing the impression and the process with the so-called informant, forming in that an anthropological sense of observation and analysis of their own life, in order to be used to improve their objective and subjective living conditions "[21].

In this case, from the conception of volunteering, recognize the deficiencies from the viewpoint of the coordinators and be able to enhance their practice by systematizing the experiences and ways in which operate the selected cases, to improve it and that can be installed as a way of social life, where people together formulate solutions to social problems.

As such, were selected seven cases, in which the volunteer coordinators from different civil organizations were interviewed. Namely, four of the CSOs interviewed are local, two are international and one is at the national level; all based in Puebla, Mexico.

Although the time of origin varies between each organization, in a range from 3 years to 26 years of establishment, as well as the thematic to which each CSO focuses is different, the constant is that each informant is responsible for the coordination of volunteers.

Table 2. Selected Cases of CSOs and their Volunteer Coordinators

PersonInterviewed	CSO	Years of Establishment	Location	AreaServing
Sofía Castellanos López	Green Peace	4	Municipality of Puebla	Environment
Melissa PrianteBledl	Techo Puebla	3	Municipality of Puebla	CommunityDevelopment
Mariana Peláez Domínguez	Ambulante Puebla	10	San Andrés Cholula	Cultural
José Antonio Martínez Soriano	Asociación Mexicana de Ayuda a Niños con Cáncer (AMANC)	8	Municipality of Puebla	Health
Irma Altamirano de Herrera Divas	Casa del Sol	26	San Andrés Cholula	CommunityDevelopment
Patricia Rodríguez Flores	Fundación Sabías Qué (FSQ)	7	Municipality of Puebla	Education
Laura Arizpe de Álvarez	Una Nueva Esperanza (UNE)	17	Municipality of Puebla	Health

## V. Analysis and Results

According to the Engineering in Social Communication two dynamics are presented in the Information Systems and Communication Systems, which model the operation of the studied social phenomenon, these can be of the communication type Interaction-Collaboration or communication Diffusion-Domination.

When an information system comes into contact with another information system, but only one is altered, it gives way to a diffusion-domination model, which is part of a narrative program that has been formed, proceeding from actions that are constant in time and has been shielded its communication system [5]. Thus, their contact with other information and communication systems is inhibited. In this order of ideas, one of the ways in which a model can be operated according to its information or communication systems is explained.

On the other hand, it can be the case where an information system get in contact with another information system and mutually altered each other, and new configurations are created that give way to new actions that are presented in their communication systems, this form is the type of Interaction-Collaboration. In this way, actions are carried out that allow the contact with the outside to modify or improve their systems.

In the case of volunteering of the seven cases studied, it was found that there is still no predominant model. Although CSOs are dedicated to addressing different social, environmental or health issues, it is not the nature of their field of action that is shown as an indicator for their models to be different. On the other hand, elements such as the time of existence, the actors, their actions and the situations that they have gone through, at the voice of the coordinators, lead us to infer that operate more than one model in the volunteering of CSOs in Puebla.

According to Social Communication Engineering, actions and situations are the elements that make up the Information Systems and Communication Systems; so it essential to identify them to understand the operation models of some social fact, from that perspective is that the following schemes have been identified.

It should be noted that the application of Engineering in Social Communication has been a guide to diagnose and recognize operations that build forms of association and community through volunteering, as well as those elements that strengthen, deteriorate or articulate it, so this work does not intended to characterize the way in which CSOs manage such activity, nor to measure the impact of their activities or the number of volunteers they have, nor to describe the specific activities that are carried out in each one.

The main line has been to present the diagnosis of a volunteerism as a transformation agent or the absent of it, where communicative exchanges are generated and a social fabric is built between the different social sectors in Puebla. Under these positions is presented below the models and dynamics of Engineering in Social Communication.

A recurrent component that is mentioned by the coordinators is the conception of a critical volunteer that is made mostly by young people of 20-30 years old; so it can be distinguish that operate two models that deteriorate or strengthen respectively such aspect.

The first one presents the Diffusion-Domination dynamic, where the actions have been present in both the information and communication systems of the CSOs, managing to inhibit the establishment of a solid volunteer according to the cases studied. The elements that disqualify such activity made by the young people, according to interviewees are: not having availability, getting a job and not participating and lack of a culture of cooperation in the city.

These elements count in substance with some macro actions coming from a Mexican system where the lack of citizen collaboration is clear, which is still reflected in the day to day actions of people. In addition, they also said that this non-existent culture of cooperation goes hand in hand with the lack of information on what it is a volunteer.

On the other hand, it is recognized that those who volunteer present different dynamics, as the coordinators stated that in this activity: the creation of links, a sense of collectivity and new ways of seeing and acting are generated. From this derives the second model, where such elements make the volunteering to be strengthened within and among the people who perform it.

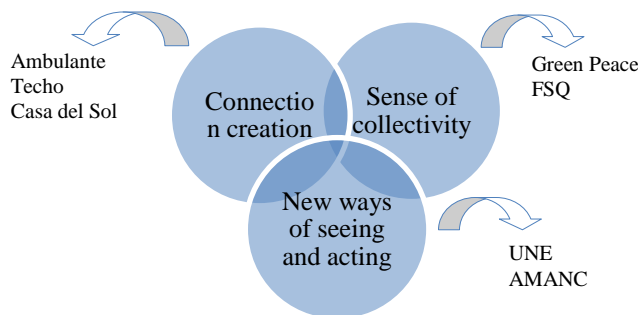


Figure 1. Model for Strengthening Volunteerism

In contrast, empirical results are contrasted with conceptualizations. Spanish authors [10] speak of CSOs working together to achieve their goals, otherwise the isolated effort would lead to nothing; when looking at the cases studied, in fact it is affirmed that collaborative work is primordial so the importance of volunteers, who coordinators refer, contribute to the defined goals.

However, the approaches that are not mentioned by the authors are some characteristics of the Mexican context itself, because it was found that there are young volunteers involved, but in turn are manifested elements that cause a mismatch in the development of such activity, as the fact that they find a job and, given the lack of a sense of cooperation, no longer count on the time to balance the activities and stop participating.

The third model, related to the impulse of volunteering, has to do with the actions carried out by the CSOs in Puebla, such as creating links with universities, strengthening the figure of the coordinators and

interacting with the beneficiaries, this is found both in information Systems as Communication ones, giving way to a dynamic of Interaction-Collaboration.

This accounts the fact that the work of CSOs is not opposed to other sectors, as Latin American authors [8] already spoke, civil society and its organizations are not separated or isolated from the sphere of the political or business scenarios, instead social opinions and representations of vulnerable sectors are articulated, which in order to expand their work also relate to other spheres. This is confirmed in the Model to Drive Volunteerism, where it was found that interaction with beneficiaries and with universities is also important to continue their growth.

This link with universities is increasingly frequent on the part of civil organizations in Puebla. It was found that nowadays the link between the education sector and the actors of civil society are more strengthened; being that more students are joining in volunteering. As a result there are more meetings between universities, CSOs and young people, which provide different spaces for expression and debate on social conflicts.

On the other hand, interaction with beneficiaries is essential. It is in such dynamic of collaboration with different communities and /or vulnerable groups that young people exchange perspectives that contrast their view of their environment with a wider one, even though they live in the same city, this manage to generate a sense of community and solidarity. The exchanges that occur are given in different types of meetings from talks with beneficiaries, workshops, documentary film projections, ludic activities and classes on specific topics such as environment, economic culture and others.

In this way, the elements present in the Model that Strengthen Volunteering, are according to the ones that report other authors (Quintana, 2003; Butcher, 2008), among others; as they refer the creation of bonds, social roots and social conscience that allows the voluntary people to influence and act in the environment that surrounds them, as well as to provide new ideas and forms of conception.

In fact, it was found that volunteering forms networks of solidarity and collaboration, however, it is to be noted that the social sphere is not yet transferred to impact on the public, as there still not greater scope where the demands of the minorities can be represented, nor has it been possible to be a link for the public and private sector to work together to solve the problems of society, as will be seen in the following models.

A fourth model identified the actions carried out for the encounter between volunteers, these are more charged to the Communication Systems, because the events that the CSOs went through realize that they were detonators to perpetuate and reinforce it in time, taking a dynamic of Interaction-Collaboration. Only two civil organizations, FSQ and AMANC, indicated that they do not yet have the spaces for volunteers to exchange ideas and experiences.

The events that the organizations carry out are three: parties, inductions or follow-ups and annual meetings. It was found that those CSOs that have the annual festivals or meetings at the center of their interactions between volunteers, also make the young people stay longer, because is where friendship and identity ties are forged among the young people themselves, who decide to continue participating as volunteers.

The following model, on the use of new information technologies to summon volunteers, showed that FSQ and UNE do not use social networks for this purpose, while there is no one responsible for its use in UNE, Casa del Sol and Green Peace. Although they use social networks still do not have a figure in charge for it. The model that is presented shows a dynamic that tends more to the type of Domination-Diffusion, since the information systems that persist are those where the lack of diffusion and information inhibit that the people participate like volunteers and therefore, the CSOs neither canalize all their efforts to transmit information through the NCIT.

The diagnosis also revealed that despite a lack of volunteer practices in social networks, are the young volunteers who have brought their use closer to CSOs, however it differs from what Spanish authors [16] put forward, since it is still a distant from functioning as a social apparatus that includes all, due to factors such as the Internet access gap in Mexico and Puebla.

Although many communities still do not have such access, it is through CSOs and volunteers that they begin to enter this space, but as long as remains the lack of other basic rights such as education or housing, the use of social networks has not arrived to be a tool that gives the citizen to change the relations of power in a communicative framework.

Instead, it was found that social networks in CSOs serve as outreach platforms where they can publicize their activities, to thank the participation of volunteers or attract more people who want to help. As such, the model found reveal that when they launching a volunteer call people are interested, but two moments occur, most arrive or not arrive at all. Thus, the use of social networks in Puebla's volunteer work requires a long way to go until they come to stand as mobilization tools and serve to promote collective action regardless of which OSC the message comes from.

In this sense, the coordinators said that it is up to the same organizations to improve the practice of other ways to disseminate and invite volunteers, such as word of mouth advertising or campaigns that share the

experiences of those who have volunteered. And it was said that this implies strong levels of articulation, where there is a responsibility and commitment from all parts of the CSO ecosystem and volunteering.

As the sixth model, where an Interaction-Collaboration dynamic occurs, the reasons for networking with other CSOs, universities or public institutions appear. Such actions are part of their Communication System and it is appreciated that they continue in execution to improve their activities as an organization and with volunteers. It is observed that Casa del Sol fulfills three of the four elements of the model, being the longest established OSC, while AMANC was the only one that stated not to create networks so far so it does not appear in the model.

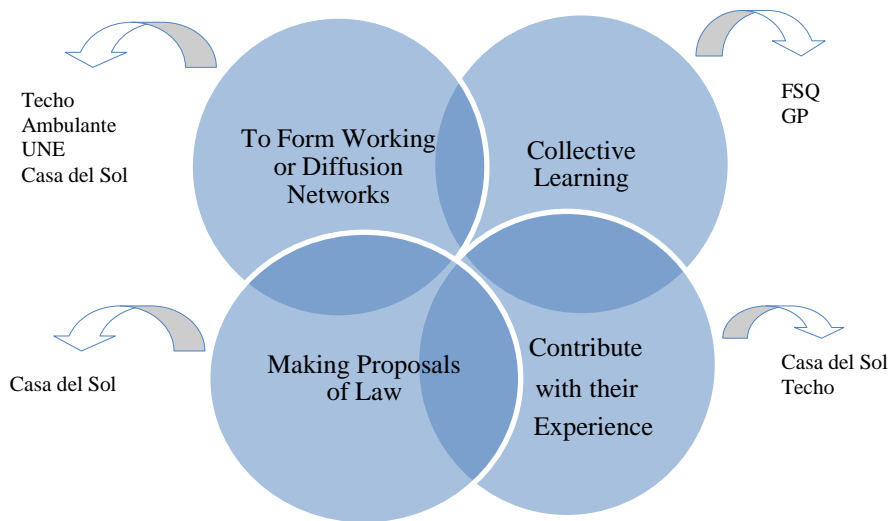


Figure 2. Creation of Networking Model

The coordinators said that from three years to now, in Puebla CSOs now establish more relationships with other civil organizations, to systematizing the reasons why they collaborate it was found three key components: interacting for mutual learning, improving their projects through the networks of work that conform and contribute with their experience. This last one indicated by Techo and Casa del Sol; however, have not been established such collaborations to influence in the public domain. The OSC with more established years, Casa del Sol, was the only one that indicated that it has articulated with other instances to do Proposals of law in past years.

Finally, following these ideas, the seventh model shows the links with universities or public institutions, where the lack of public incidence became evident, since most of the cases indicated that their link with such organisms goes in the direction of realizing Social Service and Internship with universities; but a scheme has not been reached where a public opinion space is established in the third sector. On the other hand, Ambulante and Green Peace did not refer such alliances so they are not shown in the model.



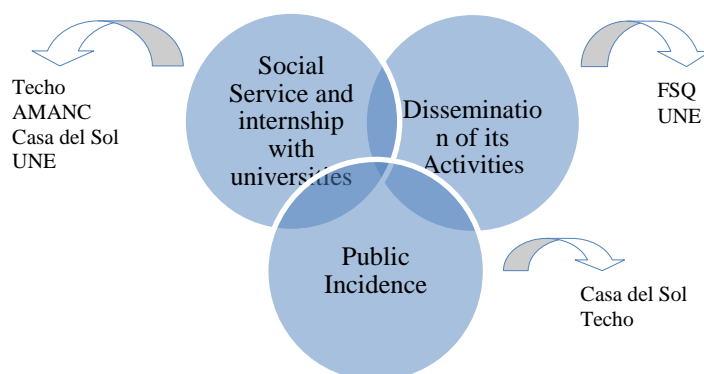


Figure 3. Model on Linkage with Universities or Public Institutions

It is observed that CSOs in Puebla have less practices that affect the public agenda of the state, although the causes of this were not deepened in this work, an inference is that, as already mentioned [7], these organizations have less influence on public affairs in the less democratic countries. Although CSOs have begun to create networks of collaboration, solidarity, and empathy and action bonds, from the same volunteers and in their immediate surroundings, the incidence in the public sphere is still pending, where collective problems begin to be discussed and solutions be proposed.

Thus, in contrast to some authors such as Brett (2001), the third sector, CSOs and volunteerism in the city are still far from being able to transfer the demands of vulnerable groups to the government; much less of ensure that the government effectively complies with its policies. It is insisted that this is part of an ecology of macro actions that has left with more questions this research, but that lay the bases to continue the work on civil society in Puebla.

## VI. Discussion and Conclusions

So far a diagnosis has been made, according to the Engineering in Social Communication about the volunteer work carried out in the civil organizations in Puebla, it has deepened in its trajectories, actions and moments to identify seven models with which it operates; so as well their practices were recognized according to the space and time in which it develops.

It is observed that there is still a lack of macro actions of the environment in general in the country of Mexico that does not allow to reinforce in a particular way the actions of the civil society organizations in Puebla, this is reflected in what many coordinators referred as the lack of a culture of volunteering or cooperation, which weakens the possibility of building social fabric at a macro social level.

In line with this, the coordinators point out that it is sought to integrate communication and collaboration practices through volunteering from the very top actors of CSOs, so their work can be enhanced and citizens have more information about voluntary activities and civil society. Therefore, they agreed to propose actions that include the promotion of a voluntary and solidary participation, without emphasizing the CSO from which such initiative comes from, but in a collective and plural way where the foundations for an inclusive society are developed.

### 6.1 Challenges

Current volunteerism in Puebla presents deficiencies to be consolidated as a form of social participation; because it has not yet been exponentially achieved that volunteerism generates active citizenship in this context. The coordinators said that there are also elements that deteriorate the activity, which stands out here is the lack of a culture of cooperation, a citizenship that permeate in the people. And, according to Aguilar (2006), approaching the concept of citizenship necessarily refers to the one of democracy, and for that the debate is always open, which must be said is part of the limitations of this work, because it was not deepened in the conception of democracy.

Two models found reflect the lack of such an approach to public incidence, although some sets the guidelines for the task of a CSO to recognize them as entities that link social fields to the production of consensus, the findings in this work are more in the sense of Chavez's [9] approach, since the participation actions that lead to a social-democratic transformation in Puebla, and in general in Mexico, through voluntary work and CSOs have not yet been achieved.

As such, the Model on Linkages with Universities or Public Institutions revealed that most of the CSOs, where volunteering takes place, tend to build a relationship to carry out social service and professional practices with the universities. As for public institutions only two CSOs, Casa del Sol and Techo, said that among their activities as an organization and with volunteering, they seek to introduce the area they serve in the public agenda and thus obtain joint solutions with the government. The rest, still does not link in such way or do not seek it.

On the other hand, cybernetic social networks in CSOs in Puebla serve as a tool to disseminate their organizations by promoting their activities, mission and vision, which also says a lot about the importance of positioning themselves as a reliable CSO in the eyes of citizens, on the one hand that is important. However, secondly, they do not have a communication plan in social networks, Casa del Sol and Green Peace mentioned that they do not have a responsible person to handle them.

This leads to highlight the mention of coordinators of another element that deteriorates volunteering, such as the lack of information and the channels by which it is possible to know what is volunteering and what are its functions. This lack of access to information is part of the macro social environment in which this work is inserted and of which new questions are also asked to continue investigating.

## **6.2 Lessons and Achievements**

Some important findings for civil society and those working in CSOs are that a key part of volunteer development is connecting three elements to strengthen this activity: building links with universities, the importance of the figure of coordinators and interaction with beneficiaries. This gave way to the model to Drive Volunteerism, which presents that these three concepts have been and remain as an essential for the CSOs studied. From the coordinators' voice, when there are agreements with universities, volunteering achievements are greater, and when the volunteers interact with the beneficiaries and obtain the proper instruction from their coordinators, they are more constant and the environment improves.

This goes hand in hand with the model on the Encounter among Volunteers, although the literature does not mention the essential connection that is created between young people when they carry out an activity, the interviewees stressed the importance of this type of meetings for the consolidation of volunteering. But it should be said that not all CSOs analyzed operate in this model, as the example of FSQ and AMANC.

The type of encounters can be differentiated into two types, since some are more formal as the inductions of volunteers, and another encounter is most of the spontaneous type such as annual parties and meetings, where volunteers attend and coexist with each other, reinforcing the links that allow perpetuating the activity.

In this way, the coordinators mentioned that it is through these meetings that the volunteers exchange experiences with those who has been more time in voluntary work, so it is worth saying that it is also in these dynamics where the social fabric is constructed, where ideas are sharing and are create bonds that generate a sense of community.

It was possible to systematize the experiences and trajectories so that the CSOs, and/or groups where there is volunteering, can reinforce their practices, taking into account that regardless of the different themes with which they work, they can exchange ideas in a compendium that helps them to strengthen their processes. It was even recorded that as working with different themes, these can be complemented, for example, Education, which Fundación Sabías Qué focuses, and the community development, doing it by Techo; both work with marginalized communities in Puebla and relate with its inhabitants to improve their conditions, taking into account that both education and housing is indispensable to improve their quality of life.

This is fundamental in the practice of volunteering in the third sector, because it was identified that through networks of articulation, volunteers as bridges connecting CSOs can approach to each other to enhance voluntary activity at the macro social, as well as with the communities where the different projects are carried out.

On the other hand, it was found that there are two types of communicative processes, one that occurs from the volunteers with CSOs and another from the same CSOs with other groups. In the first point, the interviewees mentioned that when these channels of communication with the volunteers are kept open for feedback, the space and work environment improves and they receive more ideas about how to solve this or that problem. It should be noted that Ambulante stressed that by having a volunteer manual his activities had worked even better.

A second point is that in establishing networks with other organizations there are also new channels of communication where meetings can take place between CSOs that encourage the exchange of experiences and new solutions to difficulties that maybe other organizations have already passed, thus giving a space of meeting and sharing.

So, evidence was found that those who become volunteers also acquire other forms of action, because in CSOs they find a space where they can do something about something, where they interact with communities

and people who change their perspectives, complement and encourage not expecting companies or government to deploy actions to improve living conditions.

The coordinators said that, in effect, a sense of community generated by volunteering is created, where young people also build strong bonds of friendship and can recognize contexts that even in the same city are different, inviting them to change their own vision of the world. There is the existence of internal communicative practices in volunteering to develop critical and supportive capacities of those who perform to transform their environment, but this can be further enhanced to the point where it becomes the essence of a citizen, where undertake voluntary actions in their communities lead them towards the development and inclusion of their inhabitants.

Therefore, in the external part of civil society practices and the third sector in Puebla, there is still a lot to do, where networks of articulation and work are consolidated, as well as the tools to disseminate their work and mobilize more people to undertake jointly organized actions.

Voluntary action must create and recreate its meaning as being the bearer of a new message of society. Specifically in Puebla, it is serving as an integrating space, where citizens, mostly young people, and marginalized communities and groups, can interact by putting into practice an inclusive society. Thus, volunteering implies transcending the limits of one's own individuality, which means an increase of consciousness, to act in the context so challenging today.

It is hoped that this research will serve to develop future work around civil actors and volunteerism, in Mexico and in Puebla in particular, bearing in mind that it is a space that is already generating an exchange of opinions that can be translated into the public sphere of a third sector that is becoming more recognized in the country, and it is expected that can be also possible to exchange experiences from other countries with similar practices.

It is therefore a first approach to understanding the voluntary phenomenon that takes place in the metropolitan area of Puebla by addressing its practices, not forgetting that it is an area that in its theoretical part continues to produce debates and in the empirical is constantly changing. The reflection continues in the search to recognize the dynamics that propitiate the construction of a social conscience.

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Gema Mateo Pacheco . “Diagnosis of Engineering in Social Communication about Volunteering of Civil Society Organizations in Puebla, Mexico.” *International Journal of Humanities and Social Science Invention (IJHSSI)* , vol. 6, no. 8, 2017, pp. 54-65.