

2012 Social Change Impact Report

July 2012



WALDEN UNIVERSITY
A higher degree. A higher purpose.

Methodology

- International survey among 8,953 adults
 - Brazil (1,025 adults ages 18–59)
 - Canada (1,034 adults ages 18 and older)
 - China (1,024 adults ages 18–60)
 - Germany (1,004 adults ages 16 and older)
 - India (1,023 adults ages 18–64)
 - Jordan (612 adults ages 18 and older)
 - Mexico (1,020 adults ages 18–64)
 - United States (2,211 adults ages 18 and older)
- Conducted online Feb. 27–March 7, 2012
- Conducted by Harris Interactive on behalf of Walden University

For a complete survey methodology, please contact Jen Raider at 1-443-627-7452.

2012 Social Change Impact Report: Key Conclusions

- Social change is **not a fad**.
- The **reasons why people believe being involved** in social change is important are as varied as the countries they call home.
- **Global economic conditions impact** how people get involved in positive social change.
- **Individuals are a driving force** behind social change engagement but **rely on organizations** to facilitate their involvement.
- **Nonprofits have an important role** in social change.
- People are **more likely to join** digital social change conversations **than to start** them.
- Adults around the world **perceive bias in their national media** on social change issues.

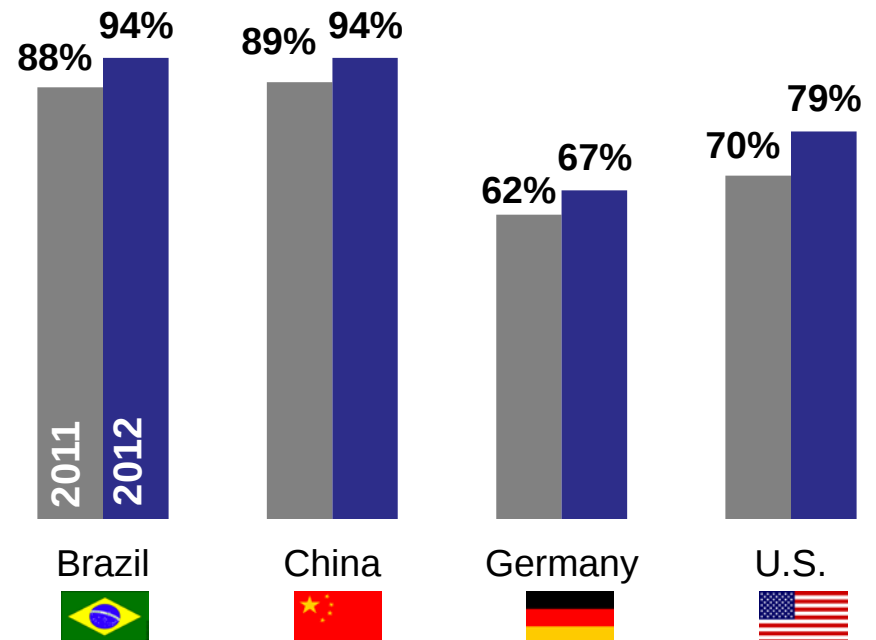
Social change is not a fad.

**Around the World,
Adults Feel Empowered
to Make Social Change
Happen**

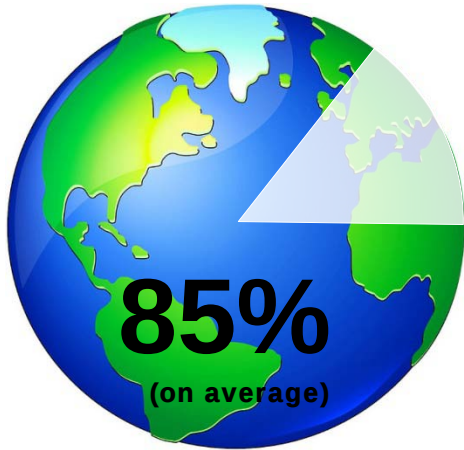


**4 in 5 adults (80%) agree with
the statement, “I can make the
world a better place by my
actions.”**

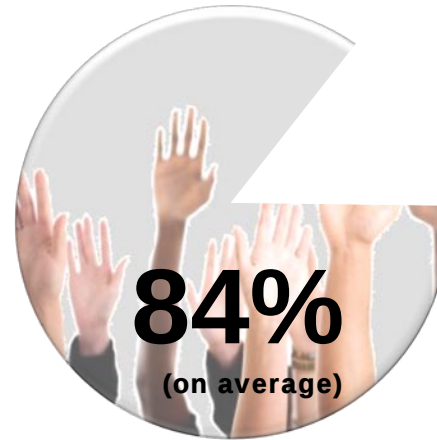
**Increase in Social Change
Engagement Since 2011**



Social change is not a fad.



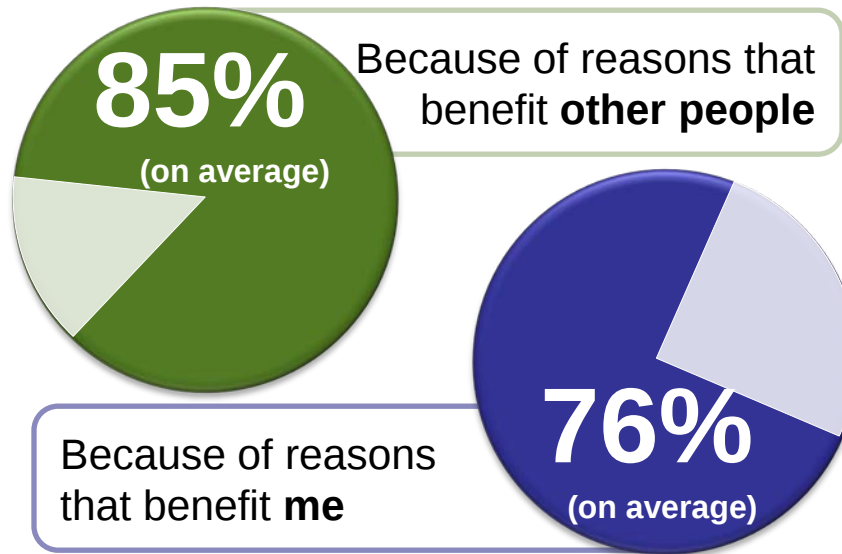
have **taken action to engage in positive social change** in the past six months.



say it is **important to them personally** to be involved in positive social change.

Reasons why social change is important vary.

What are the main reasons why being involved in social change is personally important to you?



Reasons why social change is important vary.

What are the main reasons why being involved in social change is personally important to you?

Country	Reason	%
 U.S.	To help people who are less fortunate.	64%
 Canada	To help people who are less fortunate.	64%
 Mexico	To be part of the solution and not just benefit from the actions of others.	64%
	To improve life for me and my family.	64%
 Brazil	It makes me feel good.	70%
 India	It makes me feel good.	72%
 Germany	It is a moral responsibility.	56%
 Jordan	It is a moral responsibility.	55%
 China	It is a moral responsibility.	80%

Top reasons for each country shown.

Reasons why social change is important vary.

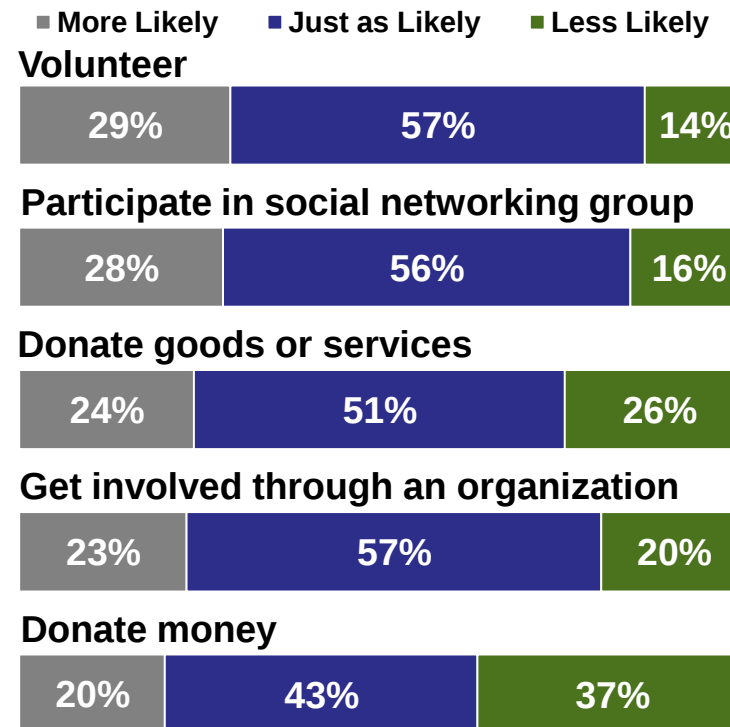
What are the main reasons why being involved in social change is personally important to you?

		Young Adults*	Older Adults*
I want to help people who are less fortunate than I am			
Brazil		43%	70%
Canada		63%	75%
India		44%	70%
Jordan		43%	63%
Mexico		38%	69%
U.S.		61%	71%
It is a moral responsibility			
Germany		52%	66%
India		63%	80%
Jordan		53%	77%
Mexico		48%	73%
U.S.		54%	65%

**Definitions of age groups vary by country. Young adult groups are within ages 18 and 34; older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.*

Global economic conditions impact social change involvement.

Likelihood to Engage in Positive Social Change When Economic Conditions Are Bad:



Global economic conditions impact social change involvement.

Just As Likely to Engage in Each of the Following When Economic Conditions Are Bad:

	U.S.	The Americas			Europe	Middle East	Asia	
								
Participate in volunteer work or service	71%	70%	49%	61%	69%	34%	60%	40%
Get involved through an organization or company	67%	70%	52%	59%	65%	36%	63%	44%
Participate in a social networking site group to send messages, share pictures/videos, join or create a group, etc.	66%	71%	52%	57%	65%	36%	63%	39%
Donate goods or services to a cause or organization	61%	66%	38%	56%	60%	29%	56%	39%
Donate money to a cause or organization	52%	54%	31%	44%	52%	30%	47%	37%

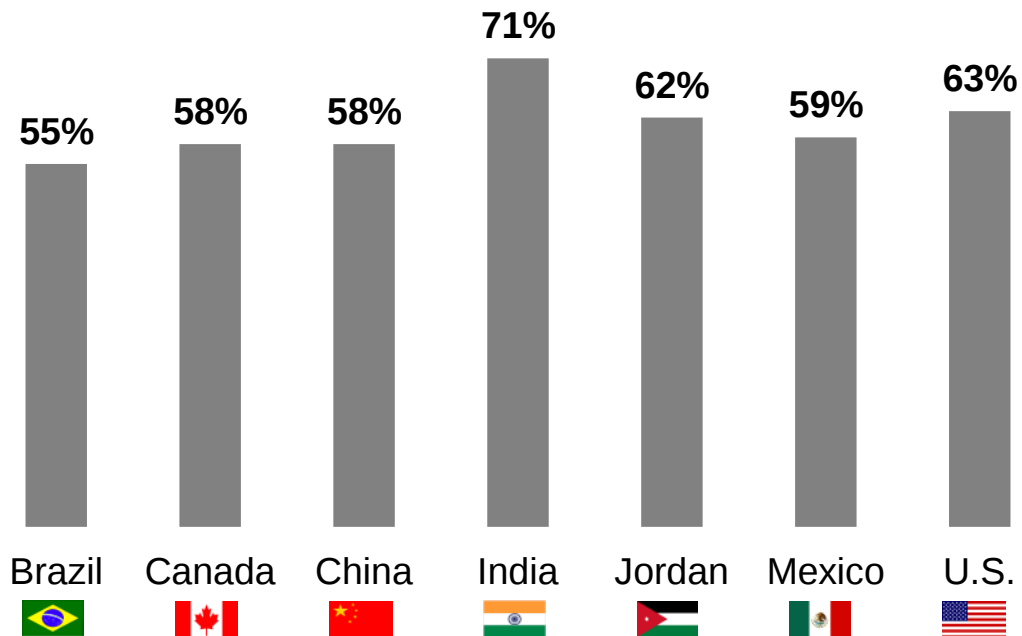
Global economic conditions impact social change involvement.

Less Likely to Engage in Each of the Following When Economic Conditions Are Bad:

	U.S.	The Americas			Europe	Middle East	Asia	
								
Donate money to a cause or organization	33%	35%	54%	36%	40%	31%	35%	31%
Participate in a social networking site group to send messages, share pictures/videos, join or create a group, etc.	21%	17%	13%	12%	26%	13%	9%	17%
Get involved through an organization or company	20%	20%	22%	18%	25%	23%	11%	20%
Donate goods or services to a cause or organization	16%	19%	45%	20%	30%	29%	25%	24%
Participate in volunteer work or service	14%	16%	15%	10%	19%	15%	10%	16%

Individuals are a driving force.

Adults around the world agree: The most important agents of social change are individual people acting on their own, not organizations or companies.



59% agree (on average) the most important agents of social change are individual people.



Germany is the exception, where more than half (54%) agree that the most important agents of social change are organizations or companies.

Nonprofits have an important role in social change.

Ways Adults Are Most Likely to Get Involved in Positive Social Change:

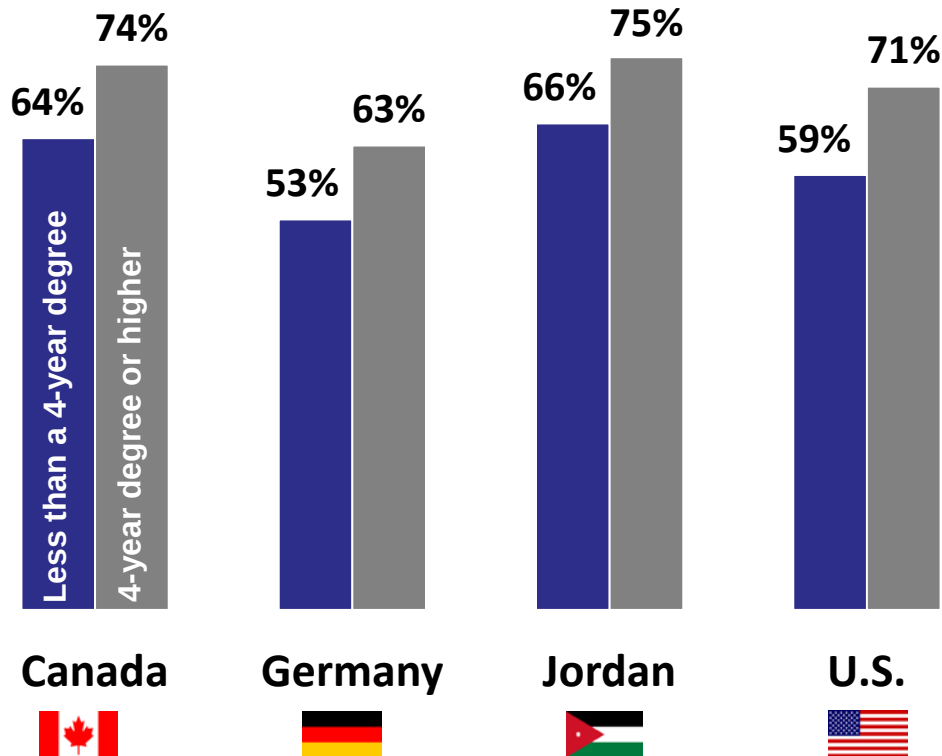
		#1	#2
	Brazil	Nonprofit 26%	Individual 16%
	Canada	Individual 27%	Nonprofit 26%
	China	Nonprofit 33%	Government Org. 16%
	Germany	Nonprofit 24%	Individual 19%
	India	Individual 23%	Nonprofit 19%
	Jordan	Individual 19%	Religious Group 15%
	Mexico	Nonprofit 29%	Individual 16%
	U.S.	Individual 22%	Nonprofit 21%



Jordan is the exception, where getting involved through nonprofits is ranked third (14%).

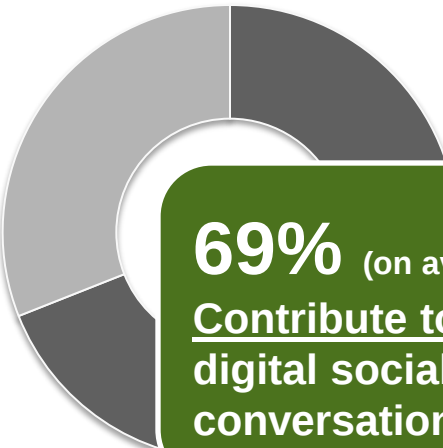
Nonprofits have an important role in social change.

Percentage Who Believe That Nonprofits Make It Easy to Get Involved, That Nonprofits Have the Resources and Influence to Make Change Happen, and That Getting Involved Through an Organization Is the Most Effective Way to Make Change Happen
(by Education Level)



People are more likely to join digital social change conversations than to start them.

Ways adults will engage in digital conversations about social change in the next six months:

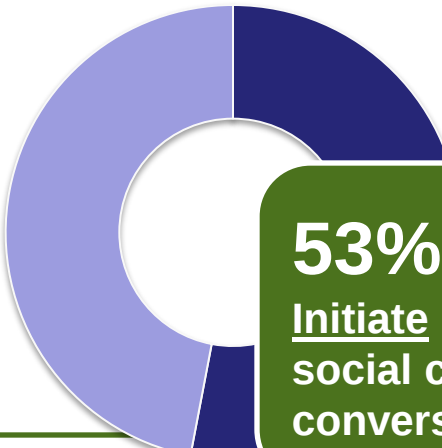


69% (on average)
Contribute to
digital social change
conversations

- Post on a social networking site
- Comment on others' sites
- Participate in an online chat
- Sign an online petition



China leads the way with the highest use of digital technology to engage in social change (72%).



53% (on average)
Initiate digital
social change
conversations

- Text messages
- Upload media content
- Create a blog or website
- Create a social networking group or page
- Start an online petition

Young adults are more likely to start and join digital social change conversations.

Likelihood of Doing Each Digital Technology Activity to Engage in Social Change in the Next Six Months:

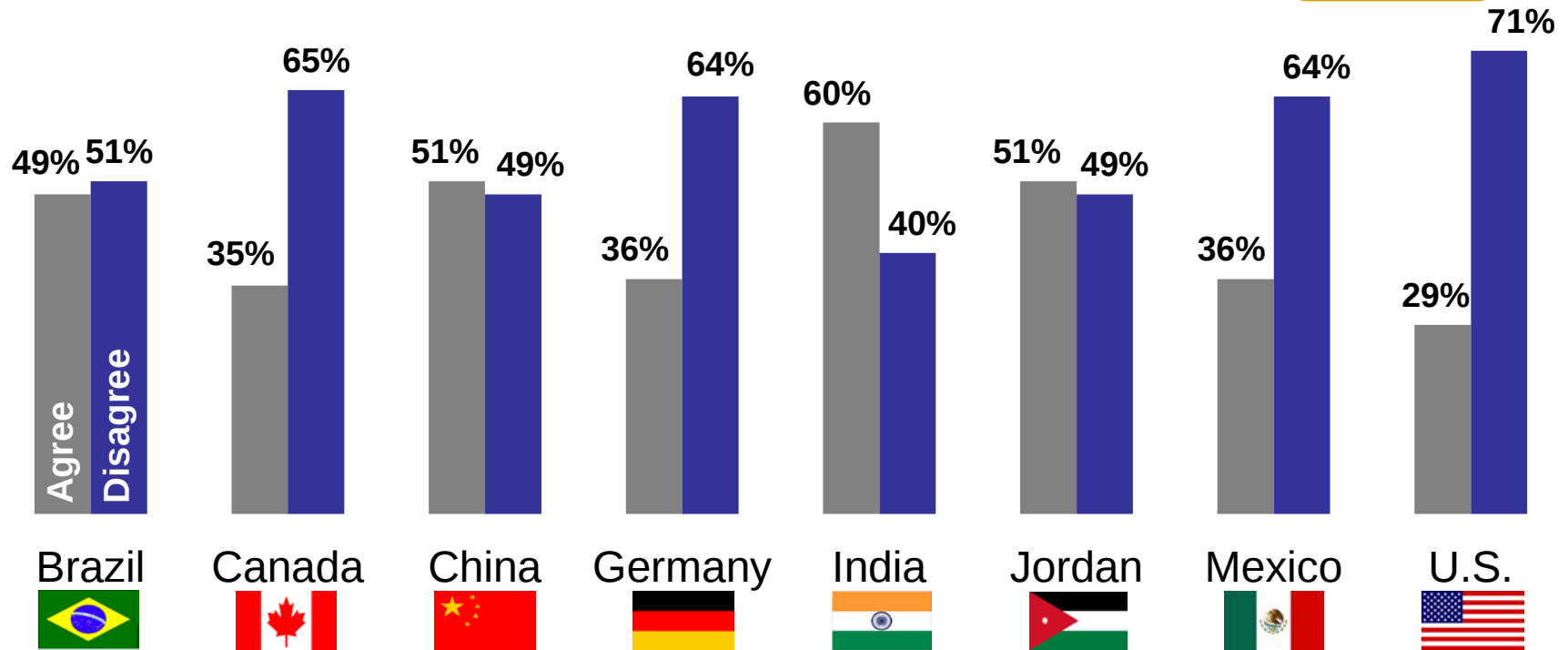
		Young Adults*	Older Adults*
Likely to <u>contribute to</u> digital conversations about social change			
Canada		63%	50%
Germany		46%	32%
Likely to <u>initiate</u> digital conversations about social change			
Canada		33%	18%
Germany		30%	8%
India		79%	64%
U.S.		33%	20%

**Definitions of age groups vary by country. Young adult groups are within ages 18 and 34; older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.*

Adults perceive bias in their national media on social change issues.

“The media in my country are neutral and impartial on social change issues.”

57%
(on average)
disagree



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www.WaldenU.edu/impactreport



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