

Understanding engagement with global poverty in the UK

Evidence from panel data and an experiment

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MODELLING ENGAGEMENT WITH GLOBAL POVERTY IN THE UK (2013- 15)

What factors drive engagement with global poverty?

- Small, but growing body of research
 - Heinrich et al. (2015); vanHeerde & Hudson (2012); Henson & Lindstrom (2011); Paxton and Knack (2011)
- Prudential-Morality model (Clarke et al. 2014)
 - Costs, (discounted) benefits, moral considerations
 - Social norms, economic outlook, racial resentment, attitudes towards immigration, partisan attachment, ideology, efficacy (aid and personal), political interest
 - Socio-demographic battery

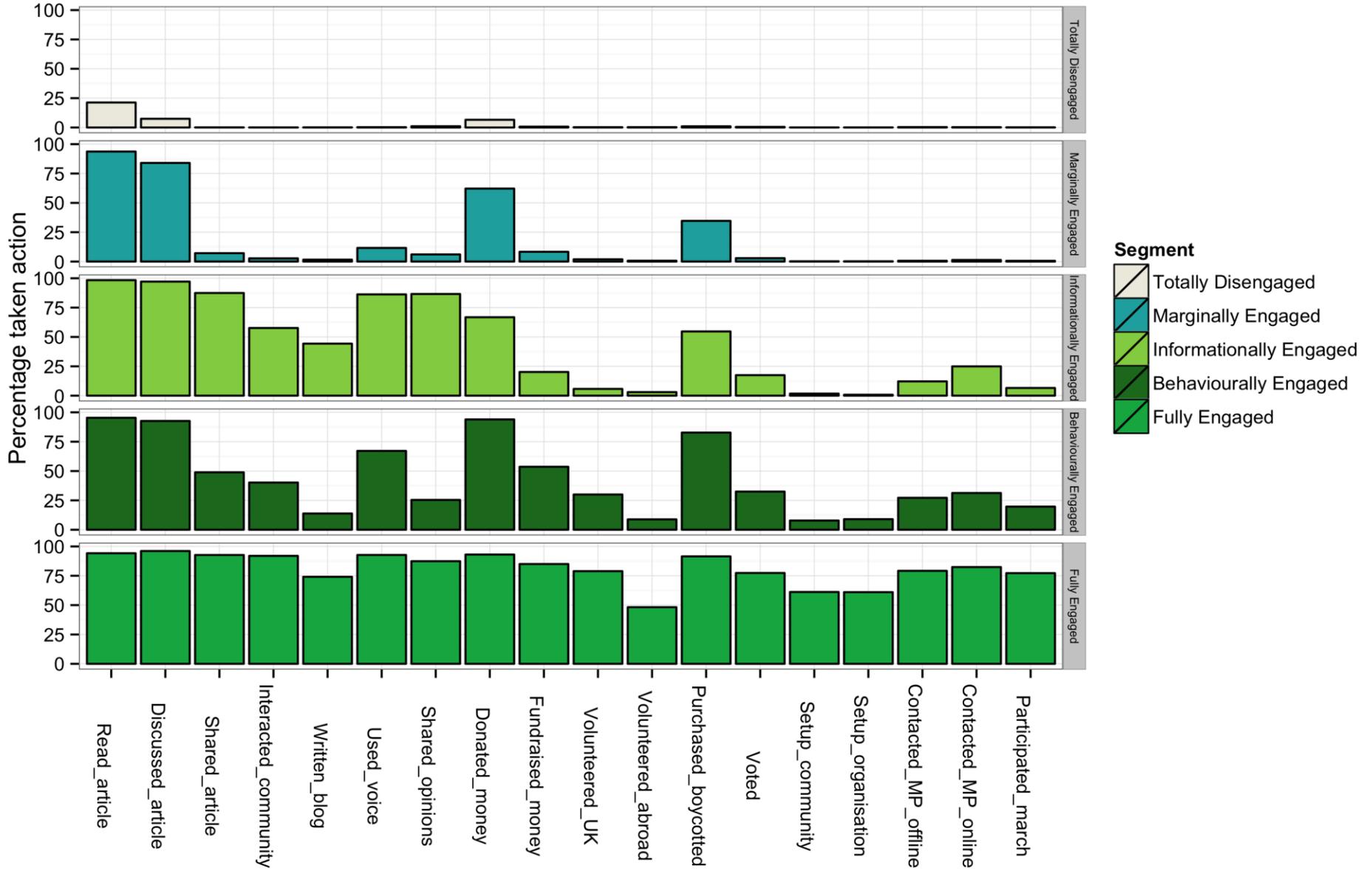
Measuring engagement

- Drawing on data from the Aid Attitudes Tracker (AAT), we measure 18 behaviours related to actions on global poverty and development
- We create 5 engagement segments/clusters
 - Fully engaged
 - Behaviourally engaged
 - Informationally engaged
 - Marginally engaged
 - Totally disengaged

Behavioural measures

1. **Read, watched or listened** to a news article about it, including offline and online
2. Discussed it with friends, family, or others in your community
3. **Shared/forwarded** an article or information about it including offline and online
4. Interacted with a community focused on the issue (e.g. join, follow, like/fan/friend, subscribed to a newsletter) including online and offline
5. Written on a blog, or commented on an article online
6. Used your voice to impact the issue (e.g. via social media, signing a petition, etc.)
7. Used online tools (such as Twitter, or Facebook) to share your opinions on the issue
8. **Donated money** to an organization focused on the issue
9. Fundraised by asking for donations from others for a cause I am involved in (such as a charity, or trip)
10. **Volunteered** within the United Kingdom for an organization focused on the issue
11. Volunteered abroad for an organisation focused on the issue
12. Purchased products/services or boycotted products/services related to the issue
13. **Voted** specifically on the issue
14. Organised or helped to start / started a community focused on the issue, either online #or offline
15. Organised or helped to **set up an organisation** focused on the issue
16. Contacted a Member of Parliament or other elected official in person or by phone call or letter about the issue
17. Contacted a Member of Parliament or other elected official online by clicking a petition or using Twitter, Facebook or other social media.
18. Participated in a **march, rally, sit in**, or other large event on the issue

Which segments do which actions?

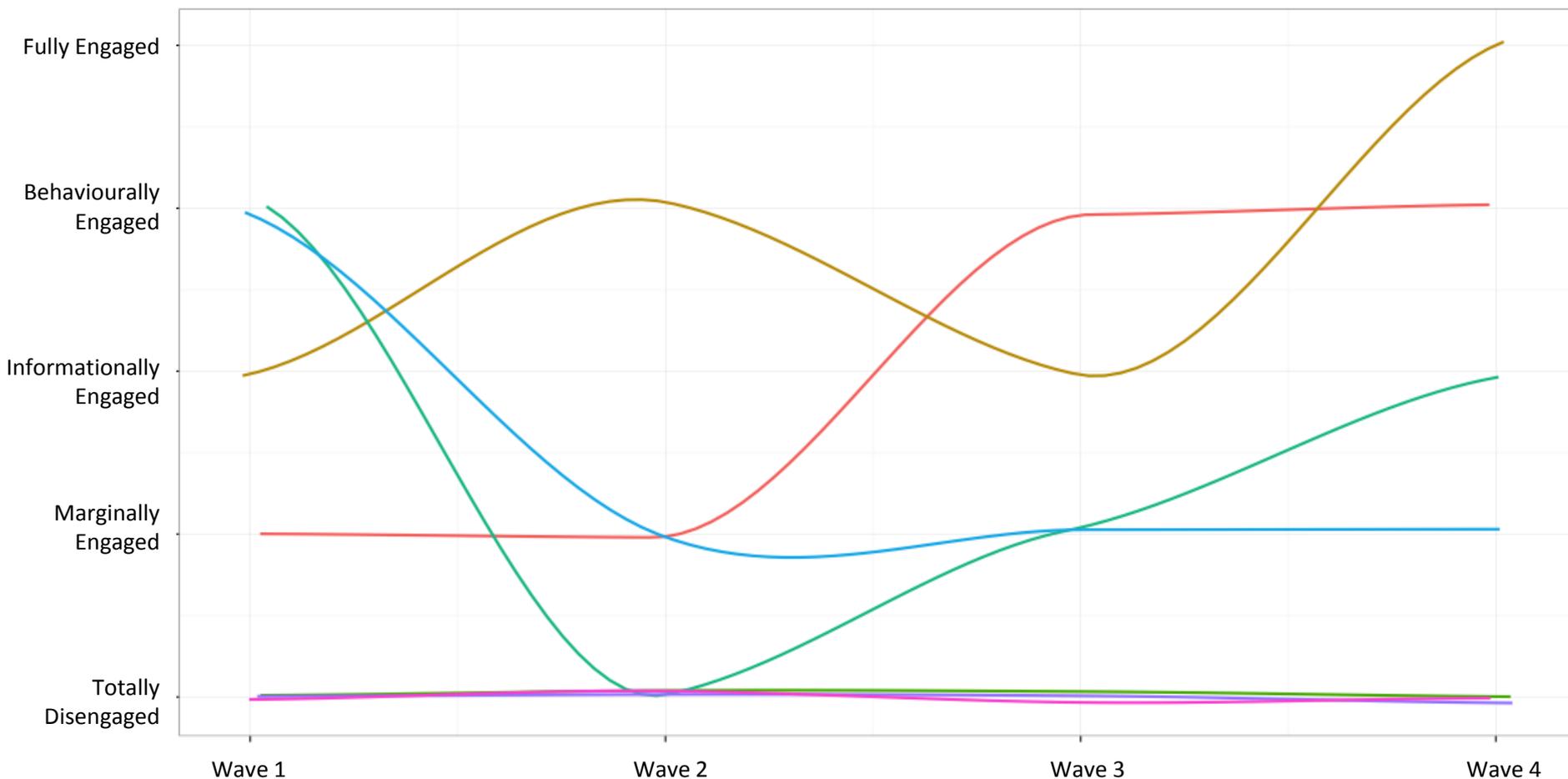


Model estimation

- AAT data are panel data collected bi-annually
- Model is estimated using Arellano-Bond dynamic panel estimation
 - Ideal for large N , small t datasets
- $N = 10,952$
- Estimating individual-level, wave on wave, change

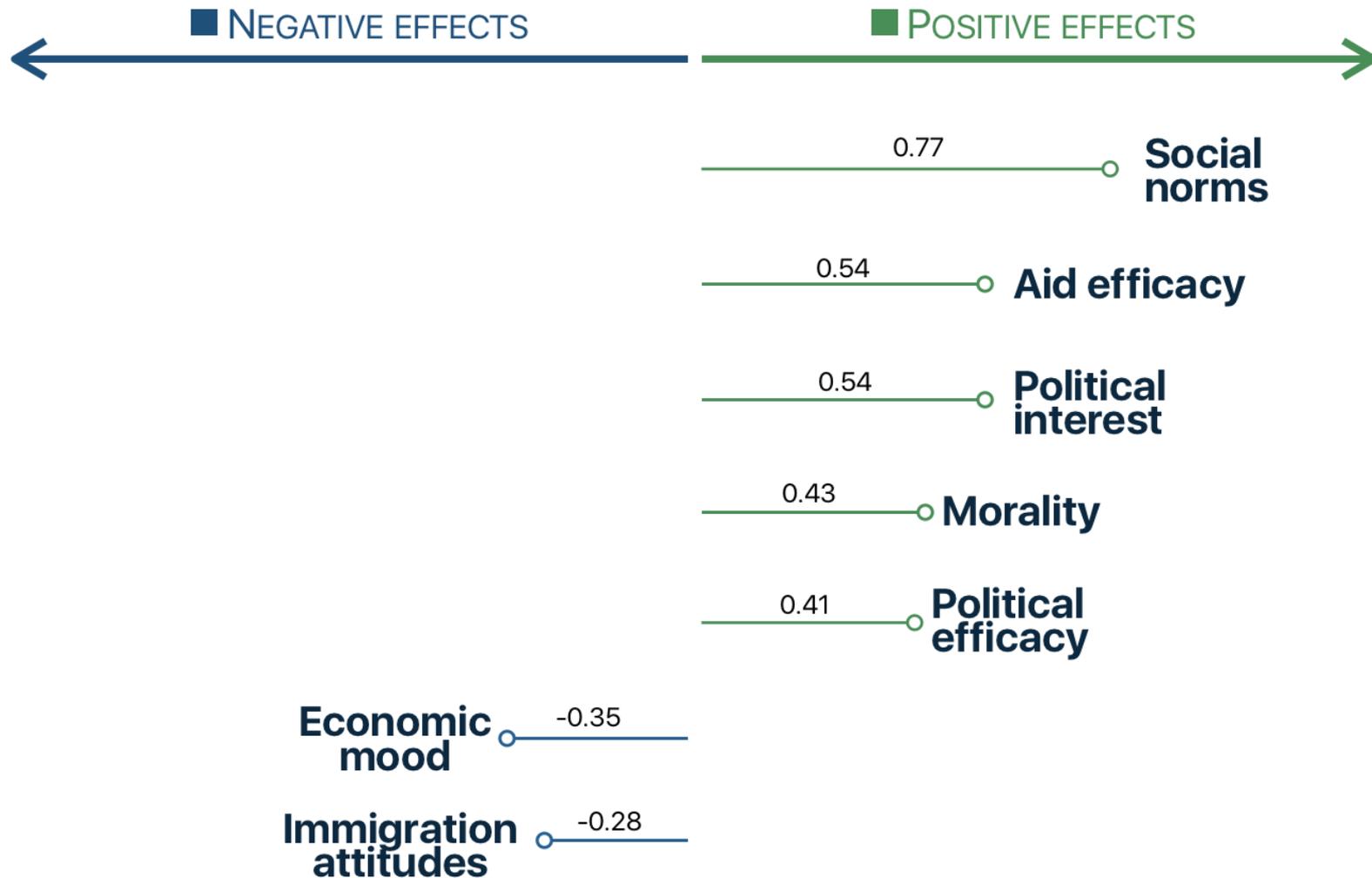
So which drivers best explain, on average, individual change?

A random subset of people from sample ...



DYNAMIC MODELS OF PUBLIC ENGAGEMENT

MARGINAL EFFECTS



Negative drivers of engagement

- Negative attitudes towards immigration drive engagement down
 - This is in line with the conventional wisdom and much as we would expect
 - Consistent for France and Germany; not US
- Positive economic outlook (both national economy and household) drives engagement down
 - This is **not** in line with the conventional wisdom ...

Economic outlook

- The result is counterintuitive, but not unprecedented
 - There is other evidence that shows that people become more concerned about the plight of others as their economic conditions also worsen
 - Similar finding in separate analysis of support for aid using Eurobarometer data
 - Studies of support for welfare state spending (domestically) also show that as people's own prospects deteriorate they become more supportive of redistribution
 - Debate continues as to whether this is because of increased empathy or self-interested concern

Positive drivers of engagement

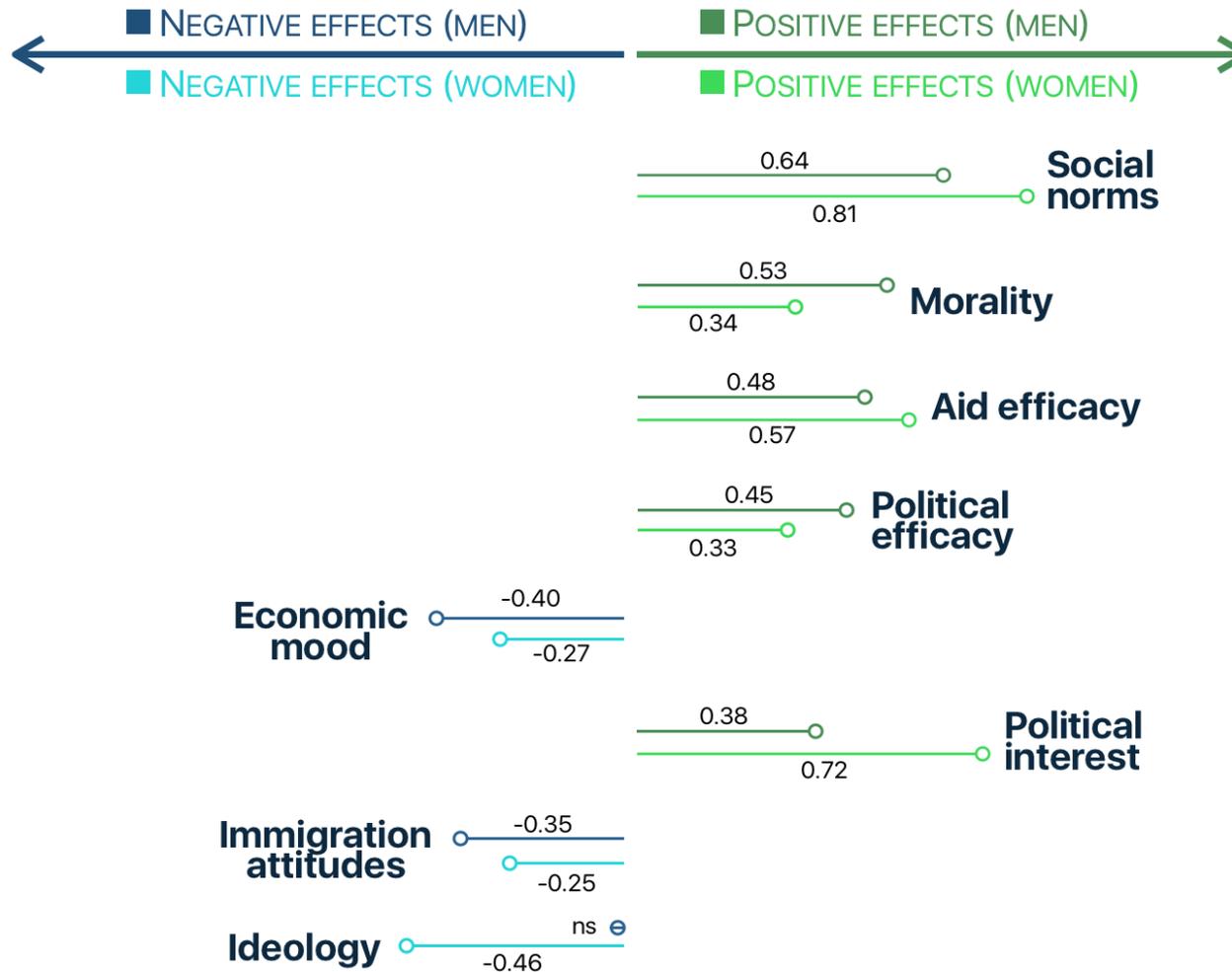
- Social norms positively drive engagement
 - Respect for charity work, donating money, working with others to alleviate poverty are all positive drivers of engagement
- Morality
 - Notion of citizen duty, aid as morally right thing to do all positively drive engagement

Positive drivers of engagement

- A general interest in politics and public affairs positively drives engagement as does a greater sense of political efficacy or ability to influence politics and public affairs positively drives engagement
- A sense that people's individual ability to reduce poverty (aid efficacy) in poor countries positively drives engagement
 - Interesting given sector's communications ('You can make a difference') and public sentiment that 'things haven't changed in past 20 years'

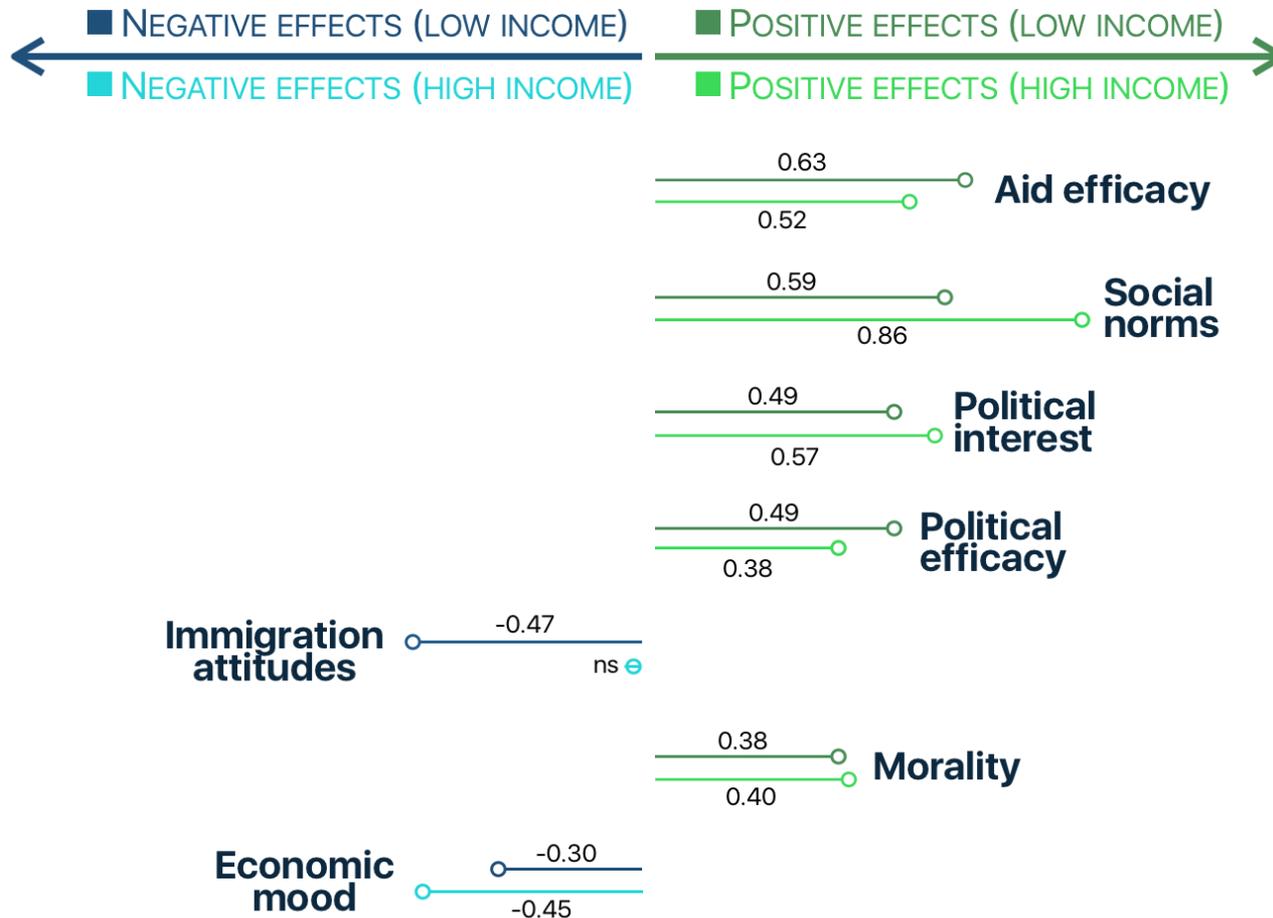
DYNAMIC MODELS OF PUBLIC ENGAGEMENT

MARGINAL EFFECTS



DYNAMIC MODELS OF PUBLIC ENGAGEMENT

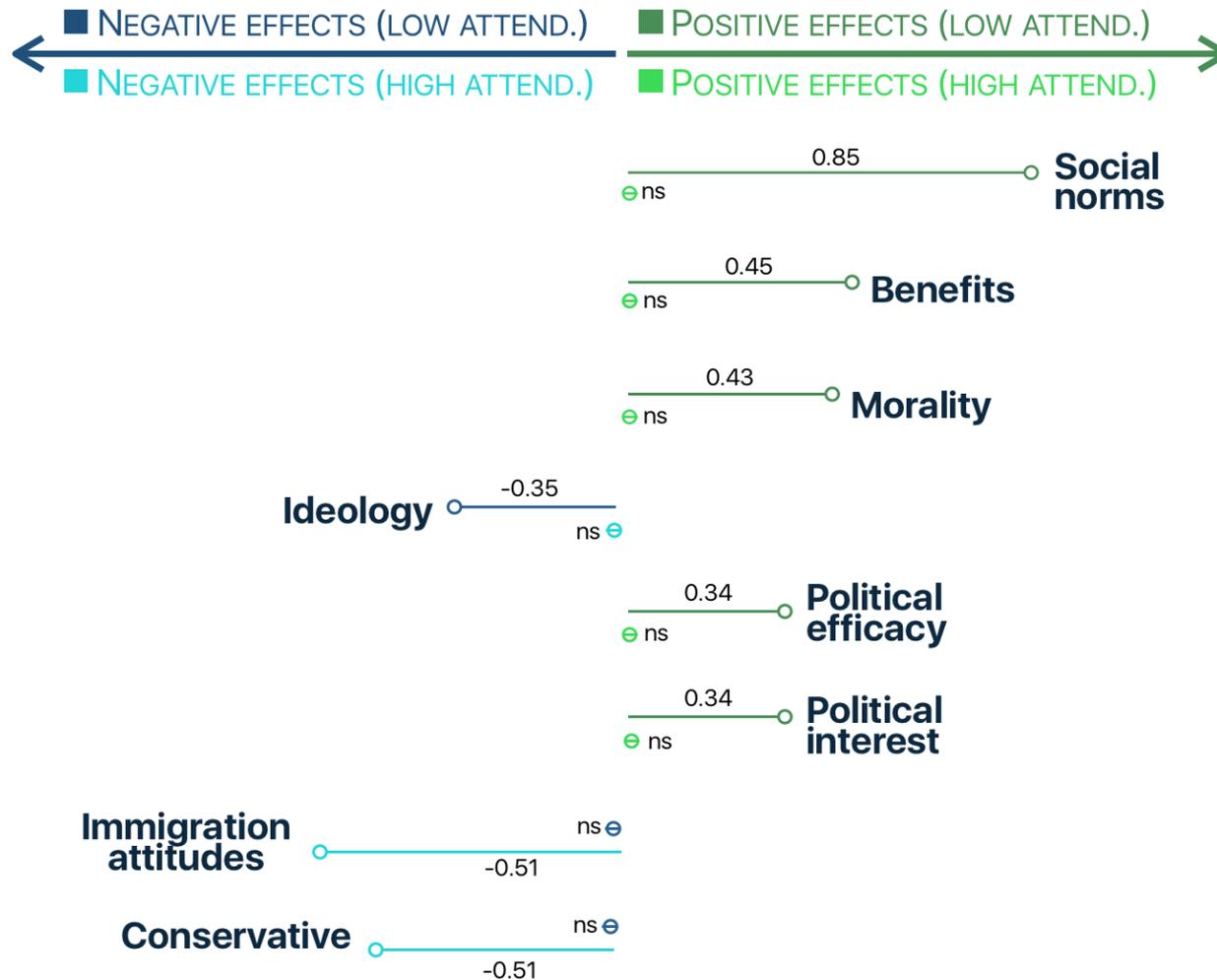
MARGINAL EFFECTS



low income sample = 3825
 high income sample = 4405

DYNAMIC MODELS OF PUBLIC ENGAGEMENT

MARGINAL EFFECTS



Low religious attendance sample = 3190
 High religious attendance sample = 387

Summary of effects drivers in four wave panel of behavioural segments

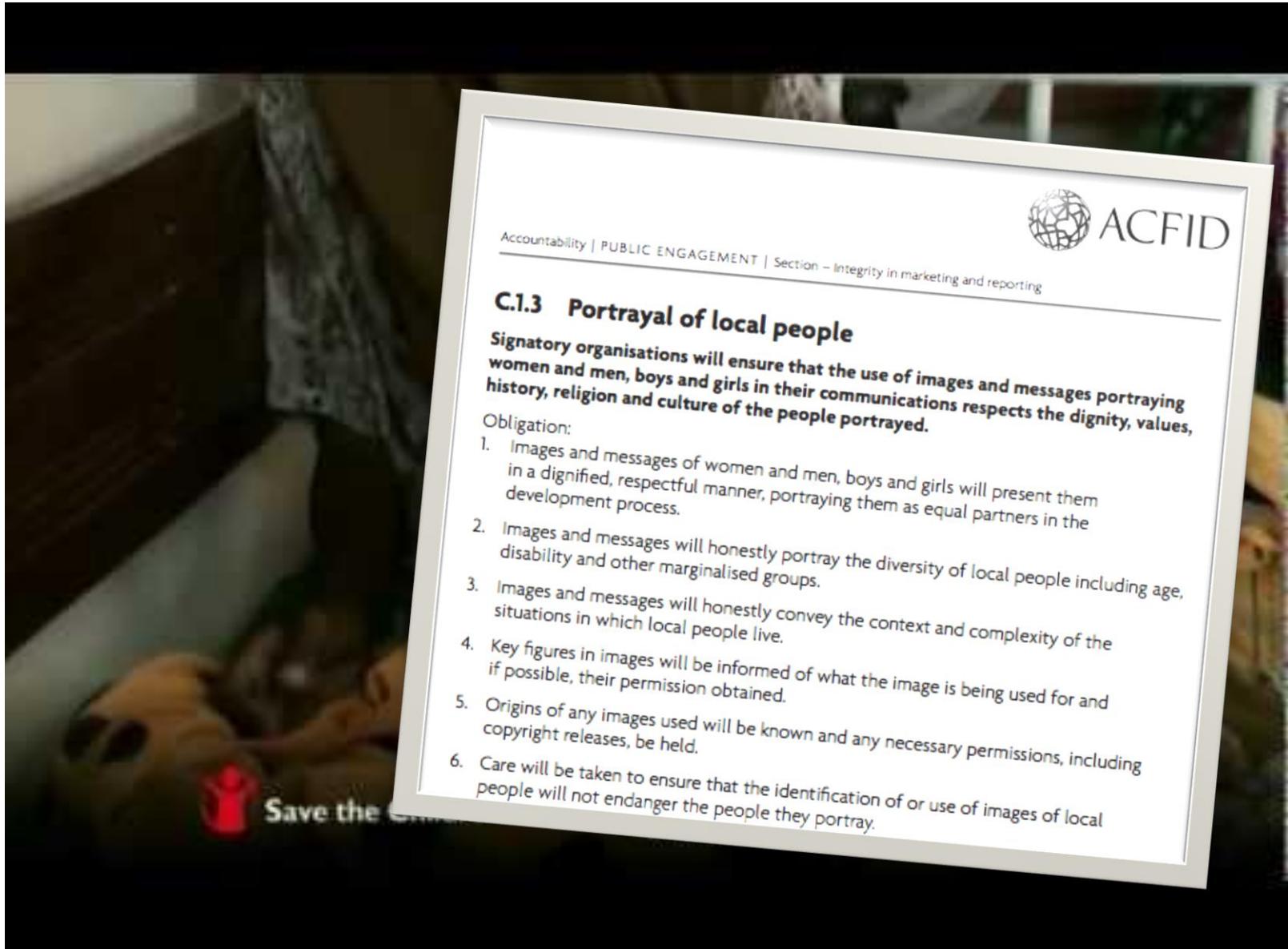
Drivers	GB	US	Germany	France
Discounted benefits aid	Not significant	Not significant	Not significant	Not significant
Costs of aid	Not significant	Not significant	Positive*	Not significant
Morality of aid	Positive	Not significant	Not significant	Positive
Pro-aid social norms	Positive	Positive	Positive	Positive
Economic outlook	Negative	Not significant	Not significant	Not significant
Personal aid efficacy	Positive	Positive	Positive	Positive
Political efficacy	Positive	Positive	Positive	Positive
Political interest	Positive	Positive	Positive	Positive
Racial/ethnic attitudes	Not significant	Negative	Negative	Negative
Immigration attitudes	Negative	Not significant	Negative	Negative
Political ideology	Not significant	Not significant	Not significant	Not significant
Partisanship (Right party)	Not significant	Not significant	Not significant	Not significant
Partisanship (Left party)	Not significant	Not significant	Not significant	Not significant
Pro European Union	Not significant	Not asked	Not asked	Not asked

Summary of effects drivers in four wave panel of behavioural segments

Drivers	GB	US	Germany	France
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Costs of aid	Not significant	Not significant	Positive*	Not significant
Morality of aid	Positive	Not significant	Not significant	Positive
Pro-aid social norms	Positive	Positive	Positive	Positive
Economic outlook	Negative	Not significant	Not significant	Not significant
Personal aid efficacy	Positive	Positive	Positive	Positive

- This raises the questions, “Can this be moved? And if so, how?”
- In fact, NGOs and charities working in the sector have long know that we should try and do so (Small & Loewenstein 2003)
- For example, we often see the line “for just a few dollars a month you can save a life ...”

THE IMPACT OF EMOTIONAL APPEALS ON ENGAGEMENT: A DONATION EXPERIMENT



Accountability | PUBLIC ENGAGEMENT | Section – Integrity in marketing and reporting

C.1.3 Portrayal of local people

Signatory organisations will ensure that the use of images and messages portraying women and men, boys and girls in their communications respects the dignity, values, history, religion and culture of the people portrayed.

Obligation:

1. Images and messages of women and men, boys and girls will present them in a dignified, respectful manner, portraying them as equal partners in the development process.
2. Images and messages will honestly portray the diversity of local people including age, disability and other marginalised groups.
3. Images and messages will honestly convey the context and complexity of the situations in which local people live.
4. Key figures in images will be informed of what the image is being used for and if possible, their permission obtained.
5. Origins of any images used will be known and any necessary permissions, including copyright releases, be held.
6. Care will be taken to ensure that the identification of or use of images of local people will not endanger the people they portray.

Motivation and research questions

- Which emotions are triggered by different types of appeals?
- What are the ‘affective’ effects of traditional and alternative appeals on donations and efficacy?
- Do pity-based appeals boost personal efficacy? Or do they actually suppress it, i.e. there is a tradeoff or unintended consequences of traditional appeals?
- Do traditional appeals increase likelihood of donating or generate higher donations?

Development appeals, emotions, and public engagement

- The relationship between representations, emotions, and engagement has long been recognized within international development (Hutchison 2014)
- ‘Emotional turn’ in world politics – particularly focusing on affective elements of representations
- NGO representations of those living in Global South
- Research on donations suggests sympathy/emotional distress yields higher donations

Emotions as a mediator?

- Here we test whether subjects' assessments and responses to different appeals are mediated through various affective channels
 - Emotions are a pathway or mechanism that link appeals to engagement
 - Long been thought to be the case, but not yet tested
- We identify four negative emotions (pity, guilt, anger, repulsion) and two positive emotions (hope, solidarity)

Project design

- Embedded survey experiment
- YouGov online panel of British adults
 - N= 701 (c. 230 per treatment); fielded December 2014
- Testing for differences between treated groups
- Incentivization
 - YouGov points and ‘£10 upon completion of the survey’
 - Important that money was in hand
- Respondents were asked series of non-related questions then randomly allocated to three groups

Treatment design

- Please take a moment to read the following appeal on behalf of the Jaago Foundation. After have you've had a chance to read it, we'll ask you a few short questions about what you have seen.
- Before completing the remainder of the survey, would you like to donate any of the additional £10 you received for your participation today to the Jaago Foundation?
- You are free to donate none, any or all of the £10 to Jaago: it's entirely up to you!

Baseline



DONATE NOW or TEXT "give" to 76492 to donate with your smartphone

Living conditions are improving around the world,
but over **one billion people** still live in **poverty**.

JAGG Foundation is a registered non-profit organization. Established in 2007, we work in low income countries to improve living environments and social conditions.

j a a g o
foundation

Traditional treatment

PLEASE GIVE

DONATE NOW or TEXT "give" to 76492 to donate with your smartphone

Living conditions are improving around the world, but over **one billion people** still live in **poverty**.



You can save each child's life

The lives of innocent children are plagued by starvation and disease. They have no food, clean water or toilets. Their situation is desperate.

There is no one there to help them—their lives are in your hands. With your help, we can provide clean water and food to stop them dying.

Please donate before it's too late.

j a a g o
foundation

JAAGO Foundation is a registered non-profit organization. Established in 2007, we work in low income countries to improve living environments and social conditions.

Alternative treatment



All of us sharing a little more can make a big difference

Families in poor countries work hard to provide the same things for their children as we do. We all want to be able to look after ourselves and our families.

Amadi's parents want him to grow up happy, healthy and go to school. Amadi, like so many other children, wants to be a doctor when he's older.

Please donate and together we can educate the next teacher, farmer or doctor.

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foundation

Focus group: Treatment pre-test

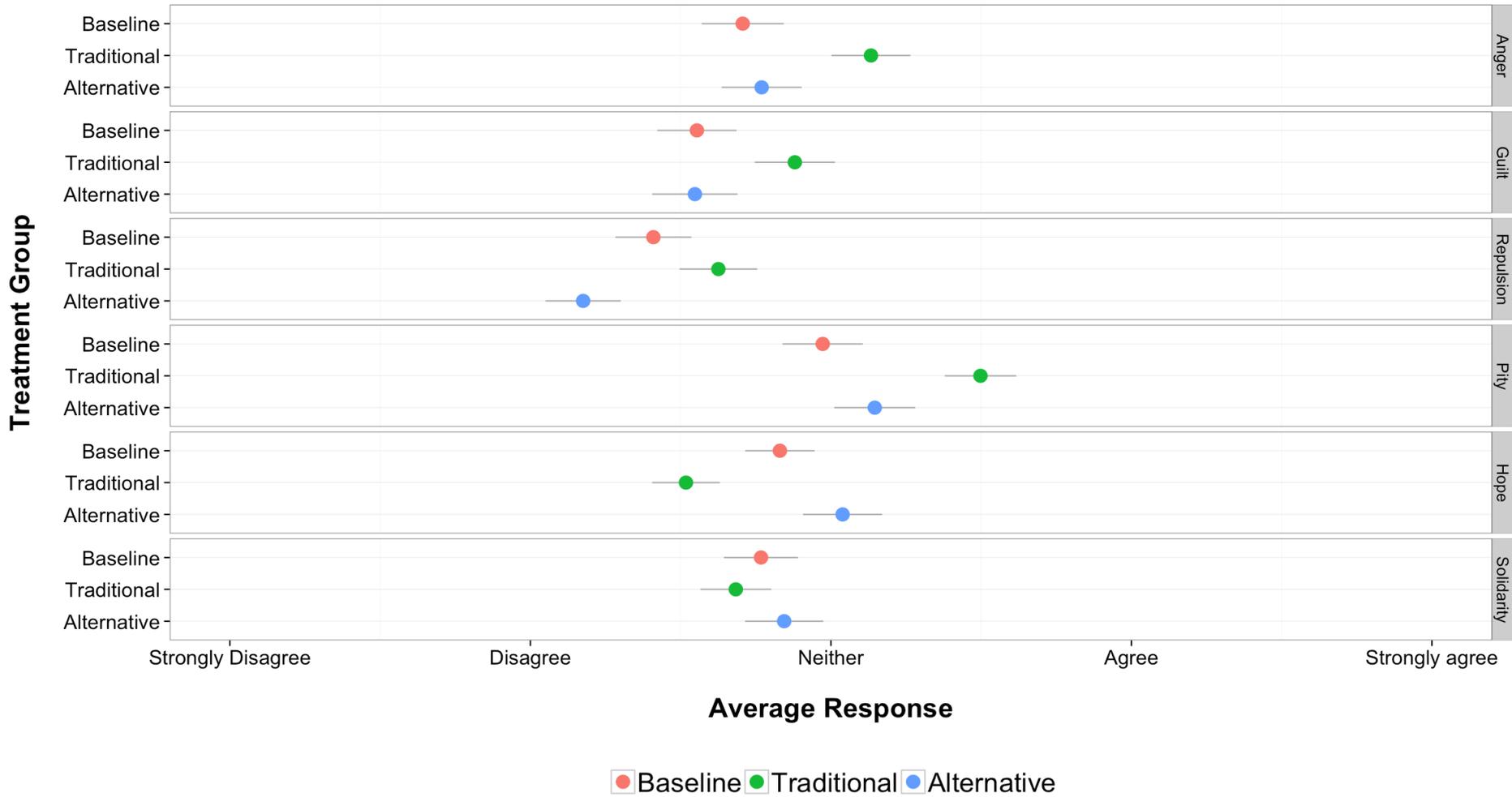
- Good external validity: appeals were typical of the those participants come across from development NGOs
 - ‘These appeals are fairly typical, especially number 2’
 - ‘I think these posters do not stand out; they look like most of the appeals/ publicity you see in the press, on television, on the tube....’
 - They pull the heartstrings; this kind of image is so ubiquitous now that I’m sad to say one barely notices it any more

Analytic strategy

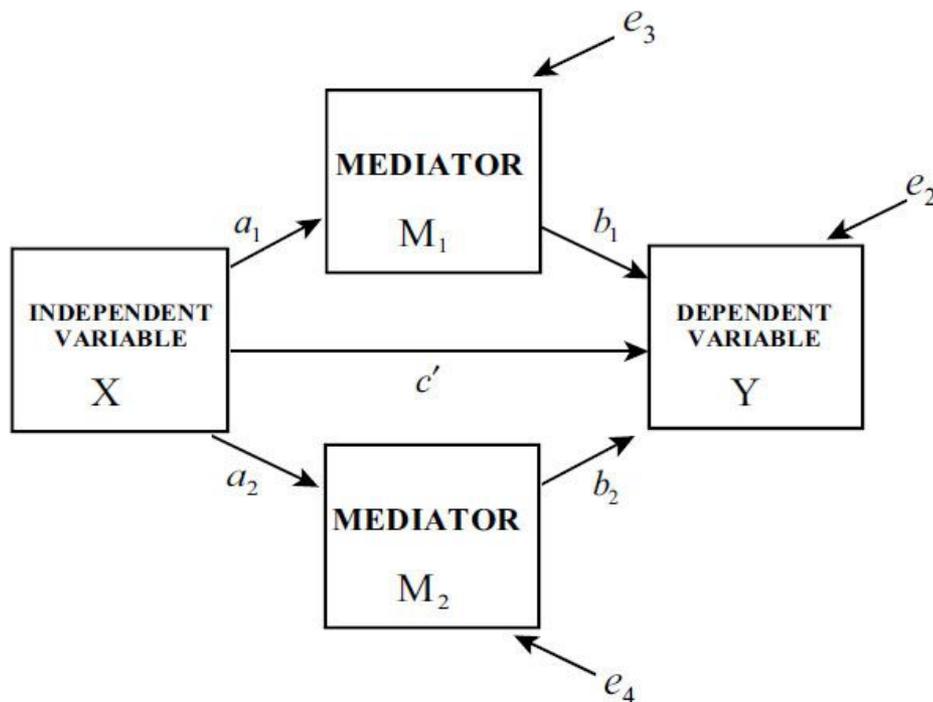
- Three stages
 - Mean differences in emotional responses
 - guilt, repulsion, pity, anger, hope and solidarity (1-5)
 - Multiple mediation analysis
 - Group differences
- Outcome variables
 - Donation (amount)
 - Personal efficacy
 - Thinking about you personally, how much of a difference do you think you can make to reducing poverty in poor countries? (0-10)

Evidence of emotional responses

- There are significant effects of the different appeals on people's emotional responses
- The traditional appeal made people feel more angry, guilty, repulsed and pitiful than the alternative appeal
- The alternative appeal induced feelings of hope, but not solidarity
 - (More on solidarity later)



Multiple mediation analysis: The role of emotions



- MMA (lavaan) estimates multiple equations and then decomposes model into direct effects and k mediated effects
- Quantifies the effects of a treatment that operates through a particular mechanism
- Inconsistent mediation
- Report standardized betas in path models

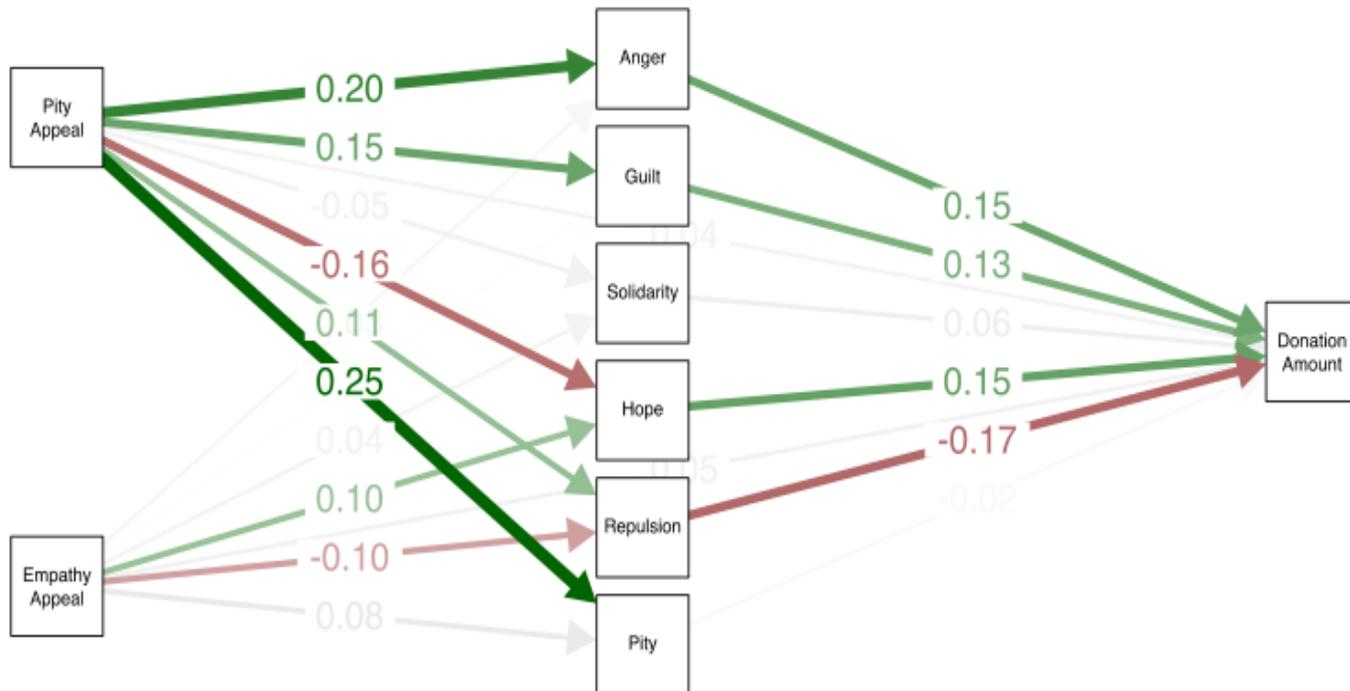
Net effects: Mediation analyses donation

Average donation					
lhs	rhs	b	s.e.	p	β
av_donation	pity_img	0.338	0.337	0.32	0.044
av_donation	emp_img	0.381	0.318	0.23	0.051
p_anger	a1*b1	0.223**	0.088	0.01	0.029
pity_guilt	a2*b2	0.148*	0.075	0.05	0.019
pity_solidarity	a3*b3	-0.023	0.035	0.50	-0.003
pity_hope	a4*b4	-0.186*	0.078	0.02	-0.024
pity_repul	a5*b5	-0.134*	0.068	0.05	-0.018
pity_pity	a6*b6	-0.041	0.087	0.64	-0.005
emp_anger	d1*b1	0.034	0.053	0.52	0.004
emp_guilt	d2*b2	-0.005	0.048	0.91	-0.001
emp_solidarity	d3*b3	0.020	0.034	0.57	0.003
emp_hope	d4*b4	0.117	0.067	0.08	0.015
emp_repul	d5*b5	0.131*	0.067	0.05	0.017
emp_pity	d6*b6	-0.013	0.032	0.69	-0.002

n= 701

(p < .001***; p, .01**, p < .05*)

Decomposed experimental model: Donation



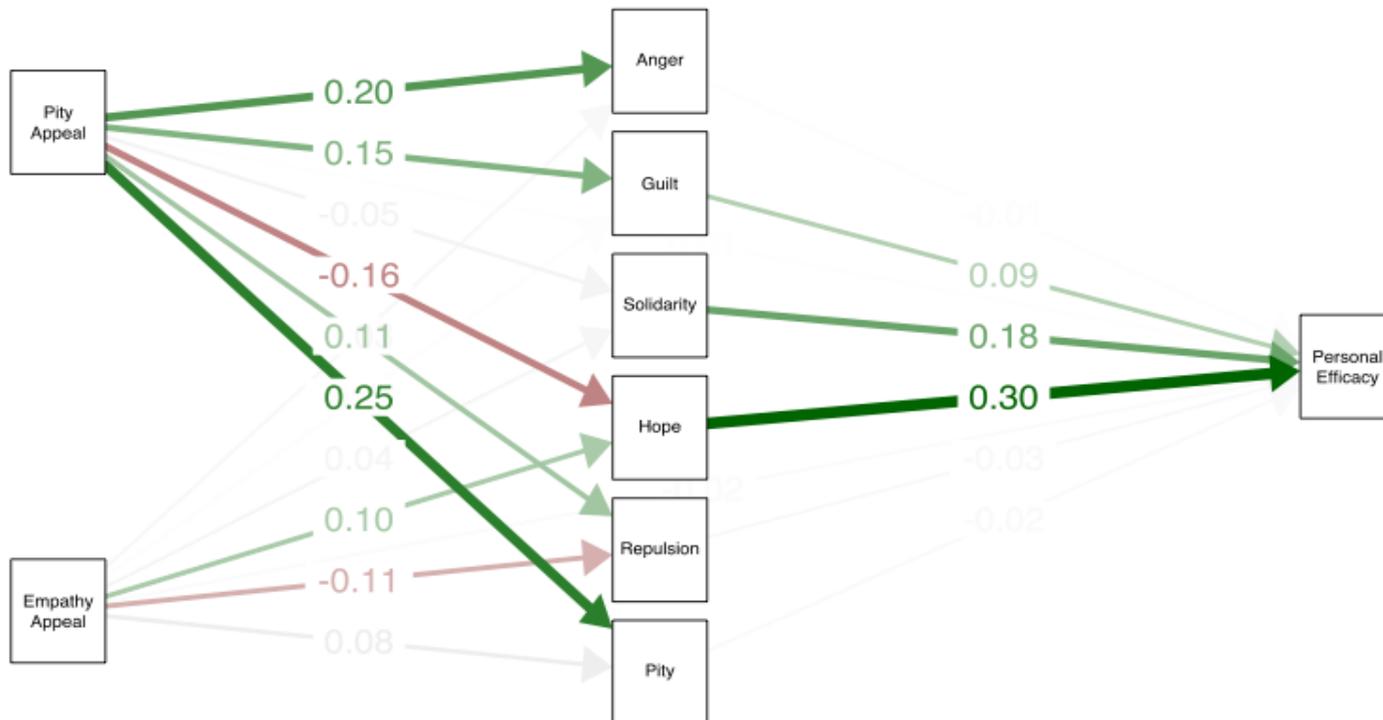
Net effects: Mediation analyses personal efficacy

Personal efficacy					
lhs	rhs	b	s.e.	p	β
efficacy.1	pity_img	0.026	0.218	0.91	0.005
efficacy.1	emp_img	-0.097	0.210	0.64	-0.020
pity_anger	a1*b1	-0.010	0.045	0.81	-0.002
pity_guilt	a2*b2	0.066	0.037	0.08	0.014
pity_solid	a3*b3	-0.045	0.041	0.27	-0.009
pity_hope	a4*b4	-0.238***	0.076	0.00	-0.049
pity_repul	a5*b5	-0.015	0.027	0.57	-0.003
pity_pity	a6*b6	-0.026	0.057	0.65	-0.005
emp_anger	d1*b1	-0.002	0.012	0.90	0.000
emp_guilt	d2*b2	-0.004	0.022	0.87	-0.001
emp_solid	d3*b3	0.036	0.045	0.42	0.007
emp_hope	d4*b4	0.147*	0.071	0.04	0.031
emp_repul	d5*b5	0.014	0.026	0.59	0.003
emp_pity	d6*b6	-0.008	0.021	0.71	-0.002

n= 701

(p < .001***; p, .01**; p < .05*)

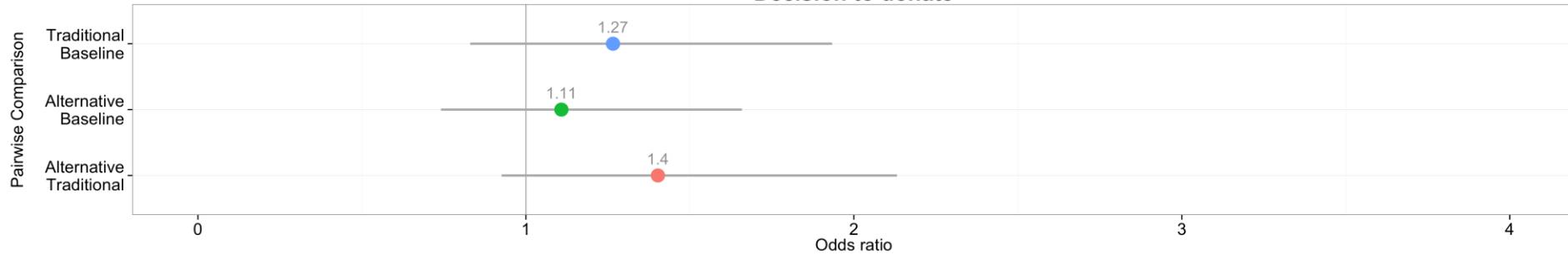
Decomposed experimental model: Personal efficacy



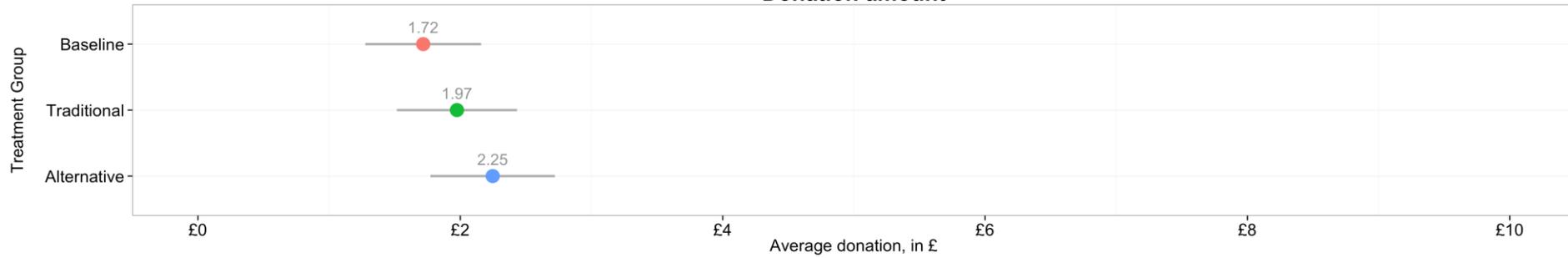
Impact of treatments on outcome measures

- ‘Main effects’ analysis shows no relationship between the treatments and
 - Likelihood to donate
 - Average donation
 - Personal efficacy
- Reinforces the importance of mediating effects
- Policy implications for development NGOs

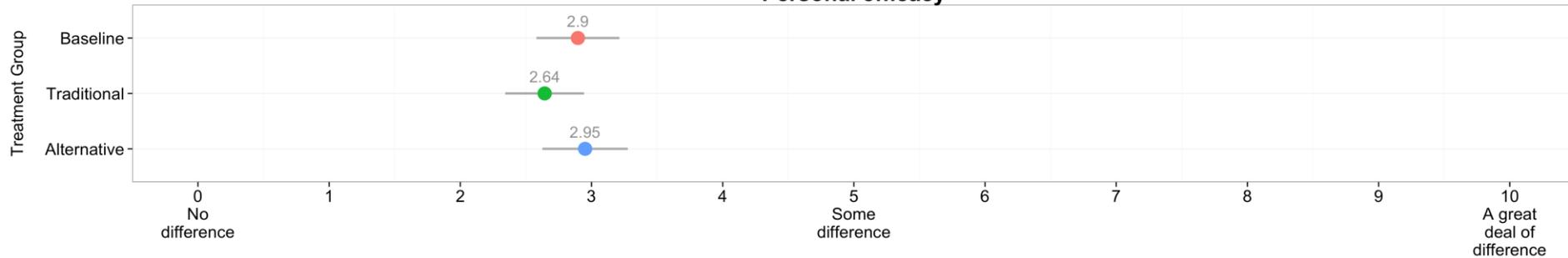
Decision to donate



Donation amount



Personal efficacy



Conclusions

- The traditional appeal was more effective in generating an overall emotional response
 - Unsurprising, but (how) can we do better?
- Three emotions are correlated with donation – pity, anger and hope
 - Suggests that there are at least two quite different modes of getting people to donate more
- Personal efficacy is driven by hope, which was increased by the alternative appeal, but reduced by the traditional appeal
 - Some evidence for the collateral damage of appealing to people's pity, guilt, and anger
- Future work
 - Appeals trigger emotions; emotions affect outcomes, but...
 - Over time effects of different appeals
 - General audience v. stakeholders
 - Need for field experiments

JAAGO FOUNDATION

Address : 86/1B, Sadek khan Road, Rayerbazar, Dhaka-1207
 Phone : +88 017 6666 6654, +88 017 6666 6662, info@jaago.com.bd, www.jaago.com.bd

02565

MONEY RECEIPT

Receipt No.

Project JAAGO

Date : 16/01/15

Received with thanks from Mr./Ms. DAVID HUDSON

a sum of Taka/Dollar/Others (in words) Dollar four thousand three hundred thirty two only.

in Cash/Draft/P.O./Cheque No. Wells Fargo

as donation/sponsorship to JAAGO Foundation

Paid for months : to

Amount in F/C	<u>\$4332</u>
Amount in Taka :	

[Signature]
 Account Officer :

 Collector