Building Support for International Development

Results and recommendations from a multi-country study aimed at understanding and communicating with key policy constituencies

InterMedia
www.intermedia.org

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Based on research with interested citizens, influentials and government decision-makers in China, France, Germany, the United Kingdom and the United States

About InterMedia

InterMedia (www.intermedia.org) provides data and insights on the needs, views and habits of people worldwide. We support clients in international development, capacity strengthening, strategic communication and global media development.

Based in Washington, D.C., London, U.K. and Nairobi, Kenya, InterMedia has worked in more than 100 countries. InterMedia research experts use innovative techniques to understand how information, communication and media resources can deliver impact.

Clients include AusAID, Australian Broadcasting Corporation (ABC) International Projects, BBC World Service, The Bill & Melinda Gates Foundation, Deutsche Welle, Polish Radio, Population Reference Bureau, Radio Netherlands, Search for Common Ground, Sesame Workshop, UNDP, UNESCO, USAID, U.S. Department of State and The World Bank.

In 2010, InterMedia created AudienceScapes (www.audiencescapes.org), an integrated online research-based knowledge centre for the international development community focusing on media, communication and their impact on development.

About the Primary Author

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Prior to joining InterMedia, she headed up the EchoSonar team at Echo Research in the U.K., focusing primarily on media content analysis for international clients. Before that, she was a Research Manager at the international media research institute Media Tenor in South Africa, where she managed international media content analysis projects and advised clients on reputation management.

Acknowledgements

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I. Introduction

Supporting development assistance in an era of austerity

The international development community faces a historic challenge.

On the one hand, there are strong arguments for sustained aid flows to dozens of countries grappling with health crises, environmental degradation, rapid political change, security threats, and more. Many also risk falling well short of the United Nations Millennium Development Goals (MDGs) by the 2015 fulfillment deadline, leaving millions if not billions of people lacking in basic needs to underpin their struggle out of poverty. These countries also risk ongoing social instability, with related security and humanitarian risks.

Meanwhile, a number of other developing countries (notably in Africa) finally appear to be emerging—showing signs of accelerated and/or increasingly stable economic activity—and would benefit from ongoing, targeted foreign assistance to help them achieve sustainable liftoffs.

On the other hand, in leading aid donor countries, the past few years of economic stagnation and fiscal slippage have forced policy-makers to scrutinize foreign aid budgets, with an eye toward either slashing them outright or reallocating more resources to domestic programs. Furthermore, this situation is not likely to change in the foreseeable future, given longer-term fiscal strains from aging populations.

Development advocates thus urgently need to connect more meaningfully with key constituencies in donor-country discussions about policy priorities, in order to raise awareness of and increase levels of engagement with development policy issues—with the ultimate purpose of letting policy-makers know that they should not be knocked from national policy agendas. **The Building Support for International Development** study, launched by InterMedia in 2011 with support from the Bill & Melinda Gates Foundation, provides a roadmap for doing so, based on in-depth research among three important target groups:

- **Interested citizens** – members of the public who are predisposed to engagement with international development issues, based on their self-reported interest in Global health and international development issues, and their previous participation in activities in support of development causes (such as donations or writing to a public official).

- **Influentials** – Citizens with the potential to influence decisions by governmental officials on development policies.

- **Government decision-makers** – Elected and appointed officials who are engaged in forming and implementing national policies on international development and global health.

The Building Support study covers the four largest bilateral aid donors—France, Germany, the United Kingdom and the United States—as well as China, which is fast becoming a major player in the aid arena. The project is based on the assumption that successful engagement—defined as connecting meaningfully to incite positive policy-focused action—with key audiences can steer development policies in a desired direction and help to sustain aid flows.

This report draws from survey, focus group and in-depth interview research in the five countries. It builds on a body of research conducted previously in several donor countries, but goes beyond typical analyses of opinions about aid policies to consider the actual drivers of and impediments to deeper engagement. It is thus a practical guide to interacting with these groups and spurring them toward policy action.

I am sure you will find this report to be a valuable strategic resource. I also invite you to become part of the discussion at the Building Support for International Development portal housed in InterMedia's AudienceScapes knowledge center, at www.audiencescapes.org/buildsupport. More information about the portal and the study's Twitter feed can be found in Section V of this report.

Yours Sincerely,

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Citizens and development policy — A research note:

This study builds on previous research on the relationship between public opinion and levels of support for development aid conducted by bilateral and multilateral agencies, including the U.K. Government's Department for International Development (DFID), the World Bank and others, (see, for example, Paxton and Knack, 2008). These include studies conducted in the U.S. (Ramsay, Weber, Kull and Lewis, 2009; Kaiser Family Foundation, 2010)[1] and the U.K. (Henson and Lindstrom, 2010; UKaid, 2010)[2] to understand public opinion about global health, global health policy, aid to beneficiary countries and international development more generally.

In general, while this body of research is valuable to gauge shifting opinions over time, it does not address the drivers of these opinions in a manner that informs a more strategic approach to communications and public engagement. Building Support for International Development fills this knowledge gap.

Although engaging with influentials and government decision-makers would appear to have more obvious returns on investment, returns on engaging with members of the general public may seem less clear cut. Previous research suggests that an increase in the number of citizens who support public spending for overseas aid at current or increased levels may positively influence those in government who make policy. Likewise, a lack of support for—or knowledge about—overseas aid may have a negative effect on such policy. Indeed, governments in Western countries take regular citizen surveys on issues pertaining to overseas development spending and they appear to do so at least in part because of a perception that spending on international development is difficult to sustain in the absence of public support.

Despite some level of uncertainty about the dynamics of public support and development spending, past research appears to confirm that widespread opposition triggers changes in policy. Thus, increased public support for overseas development spending is desirable. It is also assumed that increased public involvement and concern about international development issues, particularly over the long term, will create a more proactive citizenry or, at the very least, minimize opposition to development spending. Engaging younger generations early on may also create support for goals promoted by development organizations and shape government policies about global poverty and health in the future.

II. Summary of Key Findings

The **Building Support for International Development** research study focused on the following themes:

- how and under what conditions are priority target groups for engagement with development policy issues most likely to engage.
- what factors influence and motivate both engagement and policy decision-making by members of these target groups.
- through which communication channels can members of these groups be accessed most readily and with the greatest impact.

The research included a total of 128 in-depth interviews with influentials and government decision-makers; surveys of 3,824 interested citizens, and focus group discussions with 160 interested citizens. Detailed information about the research methods are in Section VI starting on page 44.

II.a General takeaways:

Development advocates have fertile ground in which to sow deeper engagement among citizens.
In all five donor countries studied, interested citizens made up a significant proportion of the citizenry as a whole, indicating that development advocates have large groups of potentially receptive people to target.

Gaps and inefficiencies in the delivery of development information provide ready avenues for deepening engagement with all target groups.
Citizens are exposed to little development-related information; influentials and government decision-makers, meanwhile, need help sifting through clutter and finding specialized information. Both needs represent concrete engagement opportunities.

Strategies for engaging target groups should include both short-term and long-term approaches.
The research highlighted that, in general, people's attitudes about development issues tend to be formed through their own upbringing, personal beliefs and life experiences. Engagement needs to feed through these formative elements, and be sustained over long periods.

The digital sphere provides a number of convenient conduits for connecting with and involving various constituencies in the development discussion.
This report urges the creation of a common, "unbranded" digital space for gathering and sharing information about international development policy issues.

Despite digital opportunities, members of different target groups have differing levels of trust in and enthusiasm for the use of social media for gathering information.
Although the use of social media is becoming widespread among all three target groups in the major donor countries, social media sources are not necessarily considered the most authoritative for development policy information.

II.b Targeted findings: Interested citizens

What development issues do they care about?

- **Poverty, health issues and lack of access to health and education services were widely acknowledged as priorities.**
  Poverty was identified as one of the top three challenges by interested citizens in every country. Interested citizens in Germany, France, the U.K. and the U.S. placed lack of access to education and/or lack of access to health care slightly above poverty alleviation. Interested citizens in China also considered corruption and the spread of infectious diseases to be top challenges.

- **HIV/AIDS is widely regarded as the most urgent health-related challenge.**

Where do they get information about development issues? How informed are they?

- **Interested citizens in most countries are generally not well informed about their governments' development efforts overseas and the impacts of these policies.**
  Although interested citizens are aware of their governments' involvement in international development, they do not have in-depth knowledge about the specifics of these activities.

- **The majority of interested citizens do not actively seek out information on international development; they mainly receive it passively through mass media sources, particularly television.**
  Active sourcing typically occurs only in response to specific triggers such as a major political event or natural disasters.

- **Many interested citizens use the internet (specifically, news websites) to keep up to date with general news and current events, but they generally don't use such sources to seek out information about international development issues per se.**

- **Social media (Facebook, Twitter, etc.) are generally not considered a source of development information,** but are used occasionally to share links to campaigns on development issues with friends.

- **In China, word-of-mouth is an essential source of information about development topics.**

- **The language used in international development is unfamiliar and often misunderstood.**
  Indeed, terms such as "international development" and "food security" are considered vague and do not resonate with interested citizens.

How and why do they engage in international development issues?

- **Of those who have taken supportive actions for development, most have chosen to do so in a way that is a minimum burden—through donating.**
  In China, Germany and the U.K., more than twice as many people said they donated money than participated in any other activity. Between 63% and 71% of interested citizens donated money in those three countries in the previous six months, compared to 51% in the U.S. and 36% in France.

Triggers and facilitators of engagement

- **Upbringing, beliefs and experiences shape one's propensity to engage in development issues.**
  Interest in development fostered at a young age tends to stick more securely in a person's value framework. Traveling to developing countries or volunteering also have a positive impact on a person's likelihood to engage. Personal beliefs (either religious or secular) and the need to act as humanitarians or global citizens also play a role

- **Personal ties—for example, impetus from already-engaged friends or family, or a personal connection to someone living in a developing country—can be stronger triggers of engagement than a development cause itself.**

- **Emotional resonance and evidence of positive impact of international development are important factors.**
  Either in isolation or in combination, they can motivate interested citizens to act.
  It is particularly important to provide evidence of the positive impact of an individual's development-supportive activities.

Barriers to engagement

- **Time and money constraints.**
  As in many other areas of activity, engagement opportunities are more attractive if they are economical, convenient and easy to perform.

- **Perceptions and/or evidence of aid ineffectiveness, waste and corruption in recipient countries.** These do not necessarily deter people from performing personal actions of support, such as donating and volunteering. However, they can color views on official (governmental) aid programs and potentially undermine public support for these policies. (see next section)

What are their views on the development efforts of their governments?

- **Interested citizens in China, the U.K., the U.S. and Germany generally believe that the main responsibility for addressing development challenges rests at the door of developing countries' own governments.**

- **In France, the largest share of interested citizens think this is primarily the task of developed countries.**

- **International organizations such as the UN are not accorded central responsibility for development work.**

- **Interested citizens across the five countries generally support the international development efforts of their governments.**
  Support for greater government engagement in international development seems to be strongest in France and Germany, where about half of interested citizens think their governments are currently doing too little to support international development. This support is substantially lower in China, the U.S. and the U.K., where less than a third of interested citizens believe this is the case.

- **However, there are doubts about the impact of international development efforts.**
  More than two-thirds of interested citizens in France, Germany, the U.K. and the U.S., as well as almost half of interested citizens in China, believe that their own governments' international development efforts have made either a small difference or no difference in the past 10 years.

- **Perceptions of wasted development aid are widespread.** France showed the highest percentage of interested citizens member who believe this (66%); China showed the lowest percentage (37%).

- **But interested citizens still tend to donate to development causes** even if they believe that most official financial aid is being wasted. This is likely, in part, because decisions to engage are often emotional responses rather than hard-headed, policy-driven decisions.

Whom do they view as effective champions for international development?

- **Politicians lead the ranks of preferred champions in all five countries.** Interested citizens usually named national politicians as those whom they regarded as current and future ambassadors for international development in global health. For example, French President Nicolas Sarkozy was the most frequently mentioned champion for these issues among the French interested citizens. A few politicians, such as U.S. President Barack Obama, transcended national boundaries in the ratings.

II.c Targeted findings: Influentials

Note: This report makes a distinction between established influentials and new generation influentials. See page 21 for further explanation.

What development issues do they care about?

- **Influentials emphasize the interdependence of development issues** and resist the notion that any particular challenge can be prioritized above others. Still, a few issues stood out: health, poverty, climate change, education and structural challenges (e.g., poor governance).

- **They acknowledge that the priorities of developing countries are not necessarily in line with the priorities of donor governments**, leaving room for ambiguity. Academics and representatives of NGOs and think tanks tend to prioritize development issues through the filter of their own areas of expertise. New generation influentials tend to describe challenges from a more generalist and sometimes politically- charged perspective, in which addressing inequalities is the principal informing action.

Where do they get information about development issues?

- **Established influentials turn mainly to tried and trusted sources of information while new generation influentials are more open to accept information from sources they don't know personally.**

- **Personal networks are used to help validate and vet information from other sources.** Personal networks and sources were also cited as the most trustworthy sources of "insider" information and useful for sharing information on development issues.

- **Prominent traditional media outlets are valued as sources of contextual information on international development.**
  Journalists, representatives of NGOs and bloggers draw from traditional media as they discuss development issues in the broader economic, social and security context, and for general background information. Key media brands that cross cultural and linguistic

boundaries include: *The Economist*, the BBC (online), the *Financial Times*, *The New York Times* and *The Washington Post*.

- **When online, influentials tend to gravitate toward organizations with prominence in certain areas of development.**
  These include major international organizations, such as the UN and the World Bank, and prominent non-governmental groups, such as Oxfam.

- **Blogs are less popular and considered less trustworthy as a medium for professional dialogue.**
  In general, blogs polarize opinion among influentials: on the one hand, they are valued as sources of personalized and more experiential views of events; on the other hand, they are not considered very reliable or trustworthy as information sources.

- **Twitter is used by a minority of influentials, mainly to follow breaking news.**
  There was some concern that Twitter sources are difficult to verify.

- **Facebook is generally avoided by older influentials,** and even younger ones do not tend to think of it in terms of sharing or obtaining information on development issues.

- **Influentials gather information from decision-makers through a variety of channels.**
  These include informal meetings, conferences, email and telephone. This communication tends to intensify around the time of major events or campaigns around specific development issues.

What are their views on the development efforts of their governments?

- **They support and often praise the development efforts of their own national governments.** Influentials acknowledge the roles their national governments have played in development successes in areas such as debt relief, vaccination programs, raising life expectancy and lowering infant mortality. At the same time, NGOs such as Oxfam are credited with instigating government action that has led to some of these successes.

- **However, most influentials see international development primarily as the responsibility of developing-country governments.**
  Most influentials believe that governments of developing countries should be the main drivers of development, albeit with support from the donor countries. Many interviewees view this within a moral framework, arguing that leaders of developing countries are responsible for facilitating democratic processes and equal access to resources and to meeting basic needs.

- **They also highlighted specific challenges to good governmental work in development: bureaucratic lethargy and infighting; a lack of prioritization; politicization of aid; and corruption and lack of aid coordination on the ground.**

Whom do they view as effective champions for international development?

- **A very small cluster of development champions are seen to create broad appeal.**[3]
  Notably, Bono, U.S. Secretary of State Hillary Clinton, and the Bill and Melinda Gates Foundation are considered to have sufficient star power and credibility to sway the range of development stakeholders.

- Otherwise, influentials say that different advocates appeal to different target groups. Influentials named a wide range of potential and current champions, including celebrities, high-profile politicians, religious leaders and development experts.

II.d Targeted findings: Government decision-makers

Which development issues do they consider to be top priorities?

- **There is no consensus on which issues should dominate the development agenda.**
  As might be expected, decision-makers tend to focus on their own governments' stated development policy priorities.

- **Systemic challenges, such as poor governance, were among the issues mentioned most frequently across the countries.**
  Other frequently- cited challenges include health, education, unfair trade practices and climate change. Most interviewees also recognized that many of these challenges are interlinked and need to be addressed jointly rather than in isolation.

Where do they get information about development issues?

- **The most trusted sources of policy-relevant information are: personal networks, specialized sources and development experts who are considered well- informed, objective and able to provide information targeted to specific interests.**
  Highly-valued sources include experts within the government and in personal and professional networks; detailed reports on development issues from trusted sources (NGOs, think-tanks and international organizations); and specialized publications such as peer-reviewed journals.

- **There is also suspicion of information supplied by interest groups.**
  Government decision-makers view information from NGOs, lobbyists and various types of special-interest groups with a critical eye, knowing that it often comes with an agenda behind it. Using experts deemed trusted and objective is one way to get around this challenge.

- **Government decision-makers rely on traditional media sources mainly for news and current affairs, not commonly for policy-relevant information.**

- **They also rely heavily on the internet for information, but not on social media.**
  Facebook, Twitter and the like are not seen as go-to sources for policy-making purposes. Decision-makers are often wary of Twitter, both in terms of its reliability as an information source and its perceived threat as a time waster.

- **Blogs sponsored by recognized institutions are popular,** including those run by recognized development NGOs (e.g. Oxfam) and multilateral funders/agencies (e.g. the World Bank).

Where do they place responsibility for addressing development challenges?

- **Government decision-makers see international development as a shared responsibility.**
  They believe the national governments of developing countries, and governments and institutions in the developed world should work together. Many see the engagement of developed countries in improving conditions in developing countries in the context of

global solidarity and as a moral responsibility.

- **Partnership and collaborative models of development are popular**.
  Decision- makers (as well as many influentials) expect to see increasing emphasis on partnerships and collaborative approaches with recipient countries.

- **The Millennium Development Goals are viewed as an effective common framework for development policy and planning.**
  Decision-makers say the MDGs have helped shape policies and programs. However, there is concern about what will drive policies once the 2015 deadline for achieving the MDGs passes.

How do they view the role of public opinion in development policy-making?

- Public opinion is viewed as an important but not a central element to policy-making on development issues. Government decision-makers in France, Germany, the U.K. and the U.S. noted their governments regularly monitor public opinion on issues pertaining to budget allocation on overseas development. Not all interviewees from these countries agree that public opinion has a direct impact on policy. Still, they generally agree that increased public support for overseas spending is desirable.

Whom do they identify as effective champions for international development?

- **Subject-matter experts top the rankings as favored champions.**
  Government decision-makers say subject experts are the most appropriate and credible advocates, although some prominent fellow decision- makers also receive endorsements. Among U.S. respondents, frequently-mentioned champions included Dr. Gebisa Ejeta, the winner of the 2009 World Food Prize, and Rajiv Shah, USAID Administrator. U.K. and French interviewees often mentioned Oxford University Professor and development expert Paul Collier; several German respondents cited international economist Dambisa Moyo and Indian economist Amartya Sen, who won the 1998 Nobel Prize in Economic Sciences.

III. In-Depth Analysis of the Research

III.a Interested citizens

Who are they?

They are members of the general public age 16+ who:

- are interested in national and international current affairs;

- are interested in either international development or global health issues, or both;

- have participated in social or political engagement through one of the following in the past six months—donated to a cause, volunteered, shared information about social and/or political issues, signed a petition, wrote to the government or other public body, or attended a rally/protest. This study focused on urban locations in the five countries.[4]

This research shows that interested citizens are, by and large:

- **better educated than the urban population as a whole (except in China, where their education profile is similar to that of the urban population in general)**;

- **evenly balanced between males and females**;

- **slightly older than the general population**;
Young people, between 16 and 25, are under-represented. However, those younger people often tend to be more intensely interested in development issues than older interested citizens.

Research approach: Focus groups and surveys

Interested citizens were identified through a series of screening questions. Then a combination of focus groups and quantitative surveys was employed to explore and understand:

- which development issues they care about and why they care about these issues;

- how informed they are about each of these issues and which media and communication channels they use to obtain information on them;

- how and why they engage in international development;

- their views on the international development efforts of their governments;

- who they perceive as the current or potential champions of international development and global health.

Overall, InterMedia conducted 20 two-hour focus group discussions with 160 citizens aged 16 and older, and completed five surveys with 3,824 interested citizens (16+) across the five countries.

For further details on the methodology and selection procedures, please see Appendix 1.

The quantitative surveys across the five countries revealed that between 33% and 50% of the urban population can be considered interested citizens: In light of different cultural contexts and variations in the understanding of the terms "international development" and "developing countries," particularly in China, these proportions need to be viewed with caution, as they may not be directly comparable between the countries.[5]

Figure 1: Share of urban population identified as interested citizens
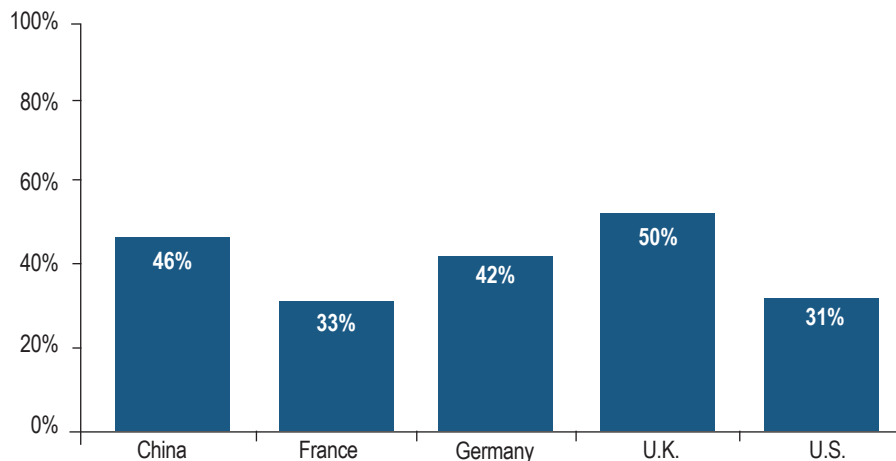
Source: InterMedia survey of interested citizens in China (n=2,223), France (n=1,794), Germany (n=1,446), U.K. (n=1,204), and the U.S. (n=3,060).

Figure 2: Interested citizens by age
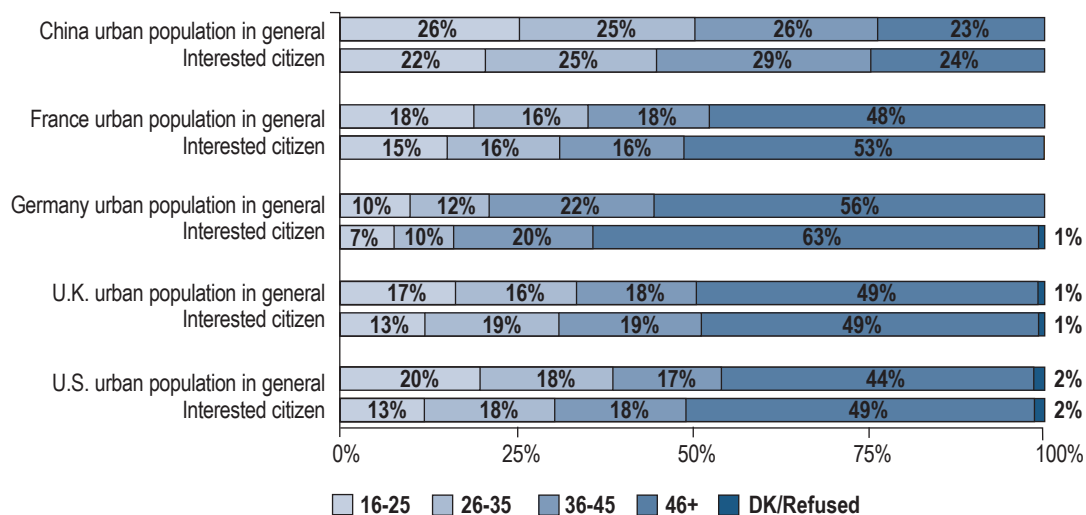
Source: InterMedia survey of interested citizens (EP) in U.S. (n= 3,060, EP=1,001), U.K. (n=1,204, EP=600), France (n=1,794, EP=600), Germany (n=1,446, EP=604), China (n=2,223, EP=1,019).

Priority development issues

Poverty, health issues and lack of access to education considered the top challenges for developing countries

Interested citizens who took part in the urban surveys were asked to name the three most-urgent development challenges facing developing countries. Survey respondents across all five countries

gave broadly similar answers, reflecting a common view that satisfying basic needs takes precedence in successful development efforts.

Poverty is clearly a widespread concern, as are health issues, although Figure 4 below shows that prioritization of various health issues differs by respondents' country.

Figure 3: Top three challenges facing developing countries Percentage of interested citizens who chose this among the top three challenges					
	China	France	Germany	U.K.	U.S.
Poverty	53%	45%	46%	44%	43%
Lack of access to health care		53%	48%	46%	55%
Spread of infectious diseases	43%				
Corruption	56%				
Lack of access to education			52%	49%	50%
Unpredictable supplies of food		45%			

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Figure 4: Most urgent health-related issues facing developing countries Percentage of interested citizens who chose this among the most urgent issues					
	China	France	Germany	U.K.	U.S.
HIV/AIDS	36%	58%	58%	56%	44%
High cost of health care	32%				
Cancer	49%				
Poor access to healthcare			21%		22%
Malnutrition		35%	16%		23%
Lack of clean drinking water		25%		20%	
Malaria				29%	

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Food supply and food security were also identified as important issues in all focus group discussions. These were of particular interest and concern to participants in China, who highlighted the importance of ensuring that food supplies are not contaminated.

China: A Case Apart

In general, divergent opinions between Western-country and Chinese respondents can reflect different understandings of the term "developing countries." Notably, the qualitative research suggests that Chinese interested citizens still consider China a developing, rather than a developed, country, which affects how Chinese participants responded to questions concerning their views or attitudes towards developing countries. In other words, when answering the question about key challenges facing developing countries, Chinese respondents may have been thinking of and citing the challenges at home, as well as in other developing countries, while respondents in Western countries would generally not be thinking about their own countries.

It is also noteworthy that some U.S. focus group participants considered U.S. military interventions in other countries to be part of U.S. international development activities. This view also needs to be taken into account when interpreting the survey results.

The qualitative research helped to explain some of the reasons behind respondents' choices of basic-needs items as the most urgent challenges. Participants in focus groups in the U.K. and the U.S. commented:

> *There is always going to be health and water just to keep people alive. And I think once you go beyond that then you can move onto other things like education; but unless you have got a person standing there with good health and food in their stomach and a roof over their head, you can't seem to go beyond that. (U.K. interested citizen)*

> *You've got to be healthy to be able to work to make money. It's a trickle-down effect. (U.S. interested citizen)*

Figure 5: Share of interested citizens who actively seek information on international development
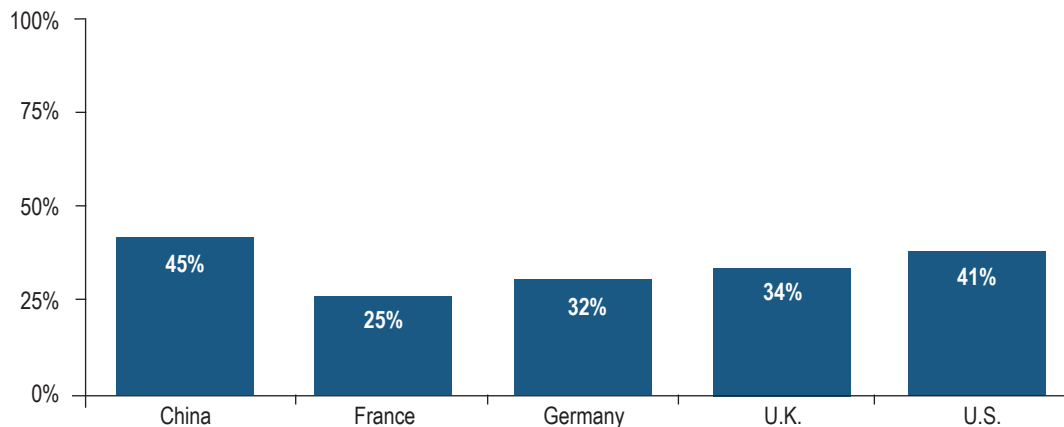
Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Where information about development issues is sourced

Little evidence of active tnformation seeking

The majority of interested citizens across the five countries do not actively seek out information on international development. Rather, they rely primarily on traditional media such as television to bring relevant topics to their attention. Most information is received passively—if information happens to be in the news headlines or prominent on a news website, it may well attract attention, but it is not specifically sought out.

Overall, the results of the surveys suggest that interested citizens in China are the most likely to be active seekers of this type of information. This may again reflect a different understanding of the terms "international development" and "developing countries," as discussed above, as well as a higher level of media censorship which may encourage greater efforts in information-seeking compared to elsewhere.

The few respondents in the study who actively seek out development information are often those who said they have a passionate interest in a particular subject, such as the environment or

politics. These subjects are not specifically related to development, but they sometimes overlap with it.

Focus group findings across all five countries also indicate that active sourcing of information generally needs a specific trigger, such as a world event or natural disaster, or a personal connection with a country or an event in question (e.g. a friend visiting the country who might send photos, write an email or blog, or share a link via social media).

Television is the most common source of development information across all countries; word-of-mouth is essential in China

Television channels were quoted as one of the main sources of information on international development by the largest proportion of interested citizens across all five countries. CCTV and provincial TV stations were mentioned most often as key sources by respondents in China, while Western interested citizens pointed to channels such as CNN, Fox News, NBC, ABC (U.S.), BBC, Sky News and ITV (U.K.), ARD, ZDF, RTL (Germany), TF1, France 2 and BFM (France).

Beyond TV, the German interested citizens appear to heavily rely on nationally prominent print titles such as *Focus* and *Der Spiegel*.

Figure 6: Top three sources of information on international development Percentage of interested citizens who mentioned this as one of their main sources of development information					
	China	France	Germany	U.K.	U.S.
Newspapers	58%	44%	51%	44%	25%
News Websites		40%		38%	22%
TV	82%	71%	74%	70%	41%
Radio			22%		
Friends and Family	50%				

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Word-of-mouth is essential for obtaining development information in China—half of all interested citizens there said friends and family represent one of their main sources. Friends and family are also perceived as the most trustworthy source (considerably more so than traditional "passive" media, such as TV and print, which many see as biased). This is particularly true if the friends or family have travelled abroad and are able to share first-hand information when they return. Online news sources play prominent roles in France and the U.K.—about four in 10 respondents in these two countries cited news websites as one of the main sources of information on international development. Although the use of news websites among interested citizens in the U.S. is somewhat lower, still one in 10 U.S. respondents also report using the internet to obtain information about development issues.

Social media are not prominent sources of information on development in Western countries, but were cited often by Chinese respondents. While fewer than 10% of interested citizens in each of the four Western countries said they use any type of social media for this purpose, 8% of all respondents in China said they use blogs (such as Tianya social net), and 15% cited other social networks such as Baidu, Weibo, Tencent and RenRen to obtain information on development issues.[5]

The role of social media was explored in more depth in the focus groups, which confirmed that interested citizens in the Western countries don't tend to use them to seek out information on development issues. However, some use social media to share links to campaigns or petitions sent to them with their online social network. Social media such as Facebook or Twitter thus may be useful tools for disseminating information and raising awareness of specific issues or campaigns within online communities.

Figure 7: Most frequently quoted sources of information on international development					
	China	**France**	**Germany**	**U.K.**	**U.S.**
TV Channels	CCTV, Provincial TV stations, Local/city TV stations	TF1, France 2, BFM	ARD, ZDF, RTL	BBC, Sky, ITV	CNN, Fox News, NBC, ABC
Radio Stations	Local radio stations, China National Radio	France Inter, France Info, RTL	Bayern, WDR, NDR, SWR	BBC, Local radio stations	NPR, Local radio stations, Rush Limbaugh show on PRN
Print media	Local/city newspapers, *Southern Daily, People's Daily*	*Le Monde, Le Figaro, Le Point, Liberation*	*Der Spiegel, Focus, Die Zeit, Stern*	*The Times, Guardian, The Daily Mail, The DailyTelegraph*	*The New York Times, The Wall Street Journal*, Local newspapers
News websites	Sina, Baidu, Tencent	*Le Monde*, Google, Yahoo	*Der Spiegel*, Google, MSN	BBC, *Guardian*, Sky	CNN, *The New York Times*, MSNBC, Yahoo

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Engagement—moving beyond concern

Although there is a clear connection between an individual's interest in a topic and how he or she becomes engaged with it, the journey from being interested to being engaged is not necessarily straightforward. Neither does the process take place only at the conscious level. Both the focus groups and the surveys sought to identify the key activities people engaged in to support international development as well as the main motivators of and barriers to such engagement.

Foundations for engagement

The qualitative research revealed that, overall, a combination of upbringing, beliefs and personal experience or exposure informs the degree to which people care about issues concerning other people. These factors help to shape the values that underpin a person's propensity to engage with international development issues:

- **People's upbringing and background are crucial in determining how they respond to societal and global issues**.
  For example, many participants of the focus groups reported they had been brought up to be concerned about world affairs, which encouraged their engagement in international development later in life. Where this interest is fostered among young people, it appears to retain its place in people's values landscape. In this respect, institutions play a crucial role in forming value and attitudes. Schools, colleges, and churches were highlighted most often in this respect in the focus groups conducted in Germany and the U.S.

- **Participants with strong beliefs, often shaped by a religious faith, prioritize helping others in a way that goes beyond just operating from a "guilty conscience."**
  Participants of the focus groups (particularly in France and Germany) with a non-specific religious affiliation often shared a strong sense of humanitarianism and social justice that promotes awareness of issues at home and overseas. Another common theme was that we are all "global citizens" with the responsibility to help each other.

- **Personal experiences are critical in shaping values.**
  Many participants of the focus groups cited travel to other countries and witnessing poverty (often side by side with wealth) as a wake-up call. Others (particularly from the three European countries) have spent time volunteering and working in developing countries where they had experiences that left a lasting impression and motivated greater engagement. Many also reported that knowing people who have either travelled to developing countries or have been affected by a development issue prompted them to become more engaged.

Triggers to engagement

The results of the research suggest the following key groups of triggers:

- **Self-efficacy**
  Giving people a sense of empowerment is an important psychological motivator. Most respondents across the five countries who took part in development activities over the past year describe their reasons for doing so with statements such as, "I wanted to feel that I have the power to help," and, "I thought I could make a difference and change someone's life."

- **Emotional response**
  Respondents often also said that they felt "emotionally moved by something they saw or heard." This was often mentioned in relation to signing petitions (in the U.S. and France), sharing information on development issues (in China and the U.K.) and donating money (in the U.K. and France).

- **Evidence of positive impact of international development**
  Respondents mentioned seeing evidence of positive outcomes (both anecdotally and through data) as one of the top reasons to engage. The evidence factor was also a top reason for sharing information about development issues online and through other channels.

Barriers to engagement

The survey respondents were asked why they did not participate in various development-related activities. The results were notable in their uniformity and revealed "lack of convenience" as the most significant barrier to engagement, particularly for activities requiring a time commitment:

- Not Volunteering: **Lack of time** was the top reason cited in every country.

- Not Donating: **Lack of financial means** was the primary reason given.

- Other engagement activities: **Lack of time and/or a suitable cause** were both widely cited.

  To note: Chinese interested citizens are also more restricted by their national political environment. Some development-related behaviors, such as signing petitions and writing to government officials, are avoided for political reasons.

Types of engagement—from donation to participation

Interested citizens across all five countries take part in a wide range of activities in support of international development issues, from more passive activities (primarily financial contributions) to more active and time-intensive activities, such as volunteering.

The survey findings, like the focus group findings, indicate that interested citizens are most likely to donate money above all other activities, ostensibly because donating is the least burdensome in terms of time and effort.

Figure 8: In the past year I have done the following
Percentage of interested citizens who said they performed this action in the past year
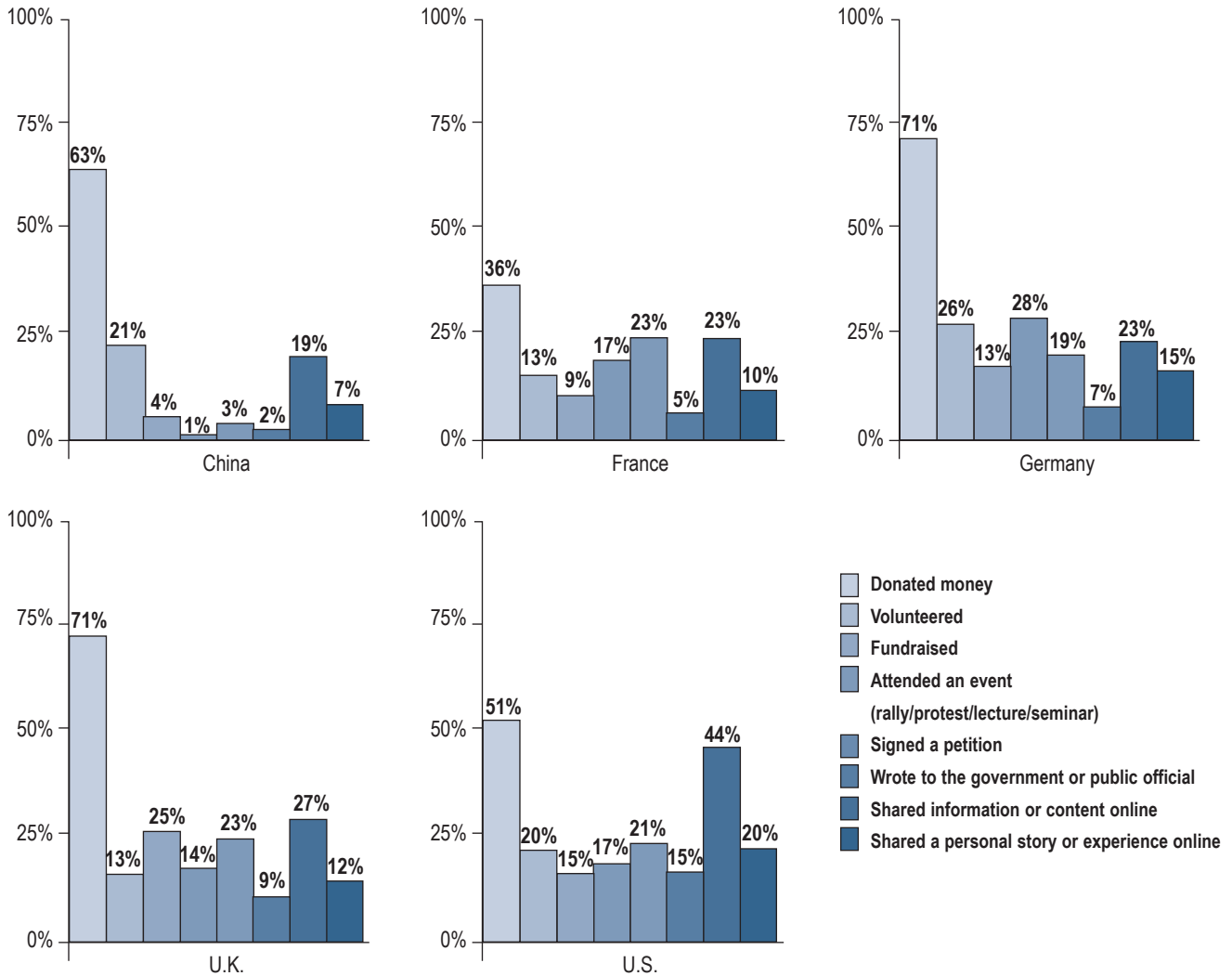
Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Other development-related behaviors are often influenced by norms and cultures in individual countries. In China, for example, people rarely sign petitions or write to government officials, perhaps reflecting a lack of belief among people that they can be effective agents in the political process. Even in the survey implementation process, some mention of more-activist behaviors such as attending a protest had to be removed or revised in the China survey. Even when these survey adaptations were made, very few Chinese respondents said that they participate in development-related activities that could in any way be construed as antagonistic or critical of the government or its policies.

Participants in the Chinese focus groups also generally engaged in group activities, i.e. those that may be carried out individually or with others, but are generally initiated within an organization such as a school, church or workplace. Group activities were also frequently mentioned by the focus group participants in the U.S., which may reflect the predominance of U.S. community organizations in fundraising events—particularly in response to domestic issues and to disasters abroad (e.g. collecting clothes for tsunami and Haiti earthquake victims).

Perceptions of aid waste not a barrier to engagement

The research showed widespread sentiment across the five countries that most financial aid to developing countries is wasted and many participants felt frustrated that multiple problems remain despite many years of increasing bilateral investment in development. This perception was strongest in France, where about two-thirds of interested citizens expressed this view, and weakest in China, where a third agrees with this statement.

However, the survey data show that these perceptions of aid ineffectiveness do not have a significant impact on people's willingness to donate to development causes, which suggests that the decision to take a particular action is often disconnected from one's beliefs about the effectiveness of aid generally.

Figure 9: Is most financial aid to developing countries wasted?
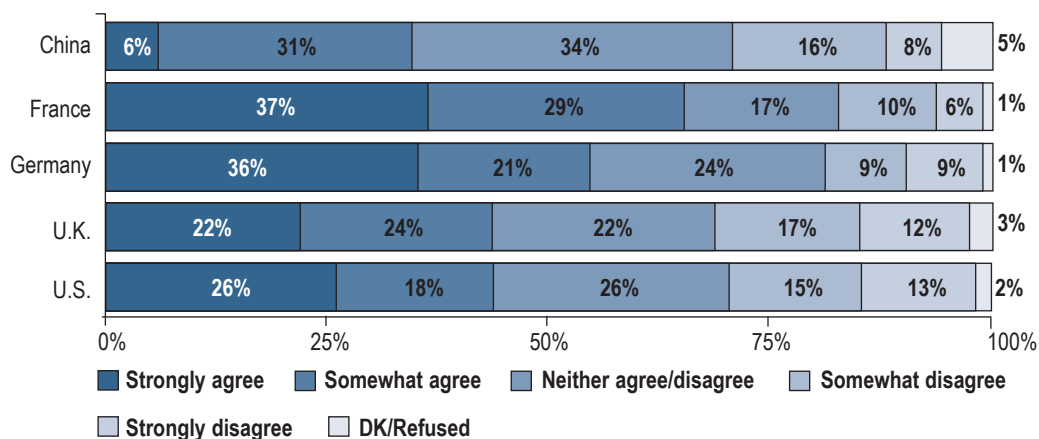
Country	Strongly agree	Somewhat agree	Neither agree/disagree	Somewhat disagree	Strongly disagree	DK/Refused
China	6%	31%	34%	16%	8%	5%
France	37%	29%	17%	10%	6%	1%
Germany	36%	21%	24%	9%	9%	1%
U.K.	22%	24%	22%	17%	12%	3%
U.S.	26%	18%	26%	15%	13%	2%

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Government's role

Perceptions of where responsibility lies for addressing development issues

Interested citizens in China, the U.K., the U.S. and Germany generally agree that the main responsibility for addressing development challenges rests at the door of developing countries' own governments.

Figure 10: Assigning responsibility for addressing development challenges
Percentage of interested citizens who think this entity is primarily responsible

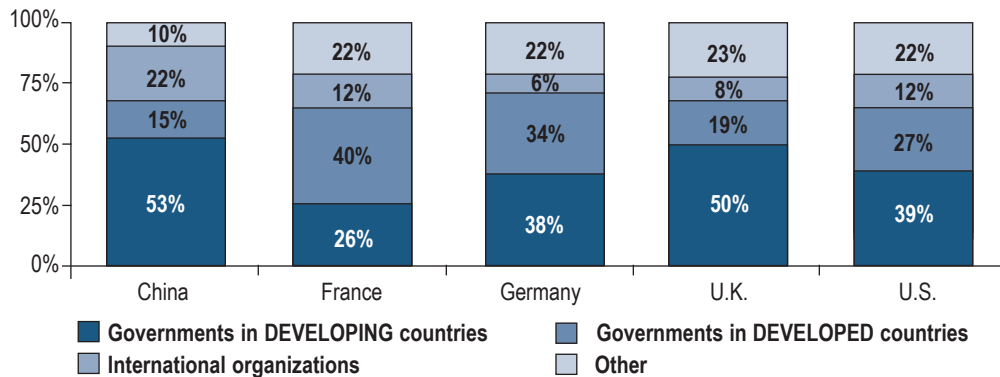Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

On the other hand, the largest share of the French interested citizens believe that the governments of developed countries are primarily responsible for addressing social and economic challenges in developing countries.
This seems to reflect a perception that the governments of developed countries are in a stronger position to affect more lasting changes than financially weaker and less-stable governments of developing countries.

Interestingly, international organizations are generally not considered to have primary responsibility for addressing challenges in developing countries. Only about a fifth of interested citizens in China and only about one in 10 interested citizens in the four Western countries agreed that international organizations hold such a role.

Members of interested citizens in all five countries also cited an array of individuals, businesses, NGOs and other types of organizations which they believe have the main responsibility for solving these issues.

Perceptions of their governments' engagement in international development

Support for government engagement in international development is strong across all countries, despite a lack of faith in aid impact

Interested citizens across all of the surveyed countries are generally supportive of the principle that their own governments should contribute to international development, even though they are not convinced that these efforts have made a big difference over the past decade. Interested citizens in Germany and France seem to be the most supportive of their governments' greater engagement in international development, with about half of interested citizens interviewed in each country saying that their governments are currently doing too little to support international development efforts.

Nevertheless, interested citizens are skeptical about the impact of international development efforts of their governments: More than-two thirds of interested citizens in France, Germany, the U.K. and the U.S. believe that their own governments' international development efforts have made either a small difference or no difference in the past 10 years.

Figure 11: How much is your government doing to improve economic and social conditions in developing countries?
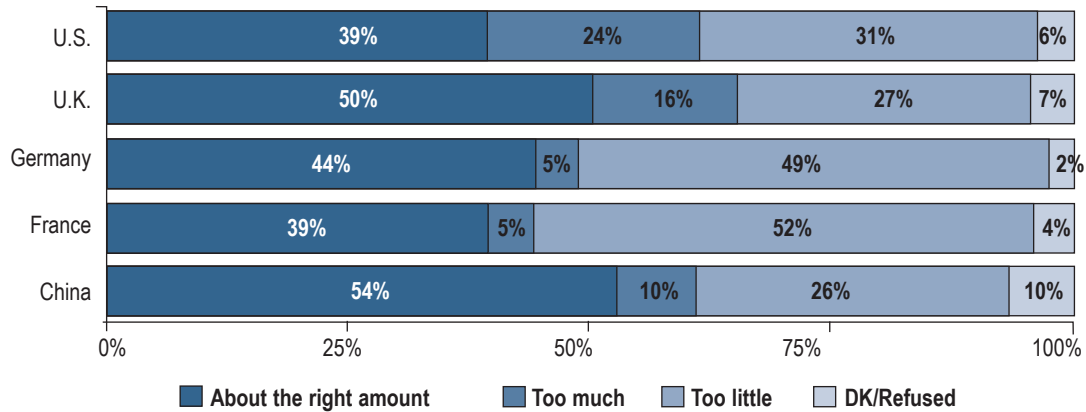
	About the right amount	Too much	Too little	DK/Refused
U.S.	39%	24%	31%	6%
U.K.	50%	16%	27%	7%
Germany	44%	5%	49%	2%
France	39%	5%	52%	4%
China	54%	10%	26%	10%

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Evident feelings of responsibility for international development, combined with a frustration about real impact, suggest that many interested citizens would be receptive to suggestions of how to influence government development policy and/or become personally engaged in development issues.

Interestingly, 51% of China's interested citizens agreed that their government's efforts to improve social and economic conditions in developing countries in the past 10 years have made a big difference, which may again reflect their perceptions of China as a developing country. Chinese respondents may have concluded that successes in reducing domestic Chinese poverty, improving access to healthcare, increasing access to education, etc. in the past decade were evidence of development policy effectiveness.

Figure 12: How much difference have your government's development efforts made in the past 10 years?

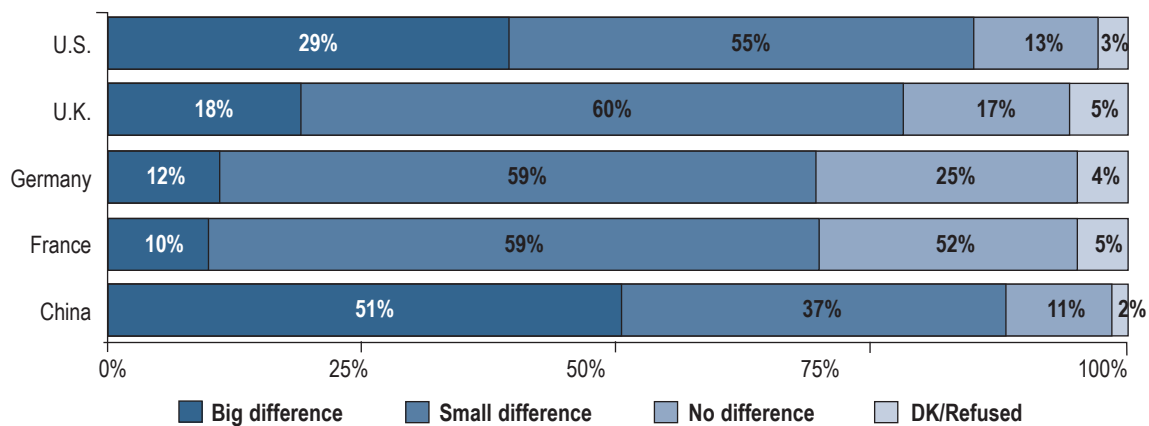|	Big difference	Small difference	No difference	DK/Refused
U.S.	29%	55%	13%	3%
U.K.	18%	60%	17%	5%
Germany	12%	59%	25%	4%
France	10%	59%	52%	5%
China	51%	37%	11%	2%

Source: InterMedia survey of interested citizens in China (n=1,019), France (n=600); Germany (n=604); U.K. (n=600), U.S. (n=1,001)

Who are identified as champions for international development?

Interested citizens in all five countries mentioned politicians most frequently as favored champions for international development and global health.
National politicians dominated the list in each of the five countries, with respondents most often mentioning their own country's top leaders. U.S. President Barack Obama was the one of the few politicians who had international appeal, making the top-three lists in all five countries.

French respondents most often mentioned French President Nicolas Sarkozy, followed by Bernard Kouchner (former Health Minister and co-founder of Médecins Sans Frontières and Médecins du Monde) and Xavier Bertrand, Minister of Labour, Employment and Health.

German interested citizens most frequently mentioned German Chancellor Angela Merkel, Foreign Minister Guido Westerwelle, Health Minister Daniel Bahr and UN Secretary-General Ban Ki-moon.

In the U.K., Prime Minister David Cameron received the most mentions; however, the U.K. was also the only country where interested citizens frequently cited other popular figures in the public eye, such as Prince William and musician/aid activist Bob Geldof.

Chinese President Hu Jintao and Premier Wen Jiabao were the most cited advocates for international development in the eyes of the Chinese interested citizens, followed by U.S. President Barack Obama.

In the U.S., Secretary of State Hillary Clinton and former President Bill Clinton were the second- and third-most mentioned advocates after Barack Obama.

A list of other cited champions is found in Appendix 5.

IIIb Influentials

Who are they?

Influentials are individuals who are in a position and have the potential to influence government policy and decision-making on international development strategies, budgets and programs. Influentials can be subdivided into two categories:

- **Established influentials** who, by virtue of their positions, can serve as information hubs in their communities and help shape what government decision-makers are thinking and talking about, as well as how they behave. They include, journalists and other media practitioners, representatives of academia and think tanks as well as NGOs, and faith-based organizations.

- **New generation influentials** who, by virtue of their status in social media platforms, influence what other (generally younger) online users know, think and prioritize. They include institutional bloggers—individuals working for recognized development organizations such as Oxfam or the Centre for Global Development—as well as independent bloggers who discuss development issues online but do not have development-related careers outside of the blogosphere.

Identifying key subgroups of influentials

The research with established and new-generation influentials revealed that each of these two clusters have distinct sub-categories with distinct information needs and habits. Before delving into the analysis of the target group as a whole, it is worth highlighting the key differences between these groups:

Established influentials

- **Journalists and media practitioners**
  They can reach large audiences and influence public opinion as well as government decision-makers. They are mostly interested in development issues in the context of their impact on broader social and economic issues such as terrorism or population growth.

- **Representatives of academia and think tanks**
  They supply peer-reviewed data and analysis that informs behavior and attitudes of government decision-makers, as well as actions of other influentials. They are primarily interested in new "hard data" and concrete feedback from the field. They avoid initiatives that lack substance or entities that they view as having hidden agendas. Along with representatives of influential NGOs, they generally enjoy a high degree of trust and access to decision-makers and are thus likely to be one of the more influential subgroups.

- **Representatives of non-governmental organizations**
  They serve as links between the donor and policy-making communities on the one hand, and citizens and implementers on the other. Along with journalists, they keep closest track of policy developments and are also most likely to have metrics to track progress, which appeals to decision-makers.

- **Representatives of faith-based organizations**
  They often have very close links with aid recipients. Several U.S. respondents considered them go-to sources for timely information about developments on the ground in developing countries because of their practical and typically non-political views. Similar to the influentials from academia and think-tanks, they are often interested in new hard data from their areas of interest.

New generation influentials

- **Institutional bloggers**
  These are bloggers who have established professional careers in development and draw their influence online from their credibility in the offline space. They developed their credentials through years of working in academia, NGOs, think tanks or other formal institutions and now blog either part time or full time. Some of them are also active on Twitter.

- **Independent bloggers**
  They either do not have established careers in the development sector outside of the blogosphere, or have had long careers but are not attracting the attention of decision-makers. Those without established careers maintain large networks of contacts and aspire to have their writings widely disseminated. Those with established careers have expertise valued by the government decision-makers and are looking to expand their influence.

Research approach: In-depth interviews

Between June and early September 2011, InterMedia conducted 88 in-depth interviews with influentials in China, France, Germany, the U.K. and the U.S. Sixty-three established influentials were interviewed, along with 25 new generation influentials.[6]

Each interview lasted approximately 45 minutes, during which the interviewees were asked:

- what they consider to be the most urgent challenges facing the developing world;
- which communication and media channels they use to obtain information about development issues;
- their views on the development efforts of their governments;
- whom they consider effective current and potential champions for international development.

Appendix 2 of this report lists the organizations from which the interviewees were recruited.

Priority development issues

Health and climate change top many influentials' priority lists

Development priorities quoted by influentials were diverse and largely related to respondents' roles in development. However, some issues stood out, as illustrated in the word cloud below. The predominant issues are in larger text.

- **Health**
  Health was one of the most frequently cited challenges facing developing countries by influentials across the five countries. If people are sick, they reason, other areas of development cannot proceed. The influentials in the U.S., France and the U.K. also said non-communicable diseases such as heart disease and diabetes should receive more attention because they are increasingly affecting people in the developing world.

  Health-related organizational and infrastructural deficiencies were another concern for several of the established influentials in the U.K., the U.S. and France. One of the U.K. respondents, for example, pointed to the lack of financial and human resources and infrastructure—such as clinics—as major impediments to improving access to health care. A U.S. influential also stressed that development projects focused on health care are sometimes counterproductive because those in the developing world who receive medical training often leave their countries for better-paying positions overseas.

- **Climate change**
  Climate change came up frequently, mainly because of its impact on a broad range of social, economic and development issues.

- **Governance and other structural challenges**
  These covered such items as donor-country budgetary pressures and governance problems in developing countries. For example, several established influentials in the U.S. and the U.K were concerned that fiscal and political pressures were forcing governments in developed countries to cut spending on foreign aid.

  Poor governance was cited as an impediment by several established influentials across France, China and Germany, who believed that the priority for development is to remedy corruption, democratic deficits and income inequalities that have marred many developing countries in the past several decades. French influentials stressed the democratic deficit:

  > *The first priority would be democracy and everything that goes with it. I mean redistribution of wealth, tax collection, the vox populi and the fact that leaders are accountable to the people. It is where development starts. The three pillars that I would prioritize are democracy, education and health. All three are linked. (France, institutional blogger)*

New generation influentials from Germany, the U.K. and the U.S. also criticized developed countries for pursuing policies driven more by geopolitical or economic interests than the interests of those in need.

- **Poverty**
  Poverty was highlighted as a key challenge, particularly by the respondents in China, where several established influentials stressed that local governments should focus primarily on poverty alleviation and social stability.

  > *There are two major challenges faced by developing countries. One is poverty and the other is how to keep social stability. These two problems are the roots of all the problems. (China, established influential)*

- **Education**
  Education is perceived as a priority for developing countries by several new generation influentials across the five countries, in part because education can give the disenfranchised a bigger say in their future. Some influentials also stressed that once income disparities and educational deficiencies are addressed, more specific challenges would be easily resolved. New generation influentials also pointed out that new media technologies can facilitate certain improvements in the development sector:

  > *I would say the priority is how the voices of people can be heard. With new digital technologies we can [do this]. (Germany, institutional blogger)*

Where they source information about development issues

Specialized publications dominate influentials' reading lists, but personal networks are vital for information vetting

Established influentials across countries and practice areas rely heavily on specialized sources covering topics of their interest, such as peer-reviewed journals and documents supplied by various development organizations. As might be expected, individual sources often vary by country, suggesting perspectives on development are being formed in a variety of different ways.

In the image below, the influentials are represented by different colored nodes (China – pink, France – purple, Germany – green, the U.K. – red and the U.S. – orange). The clusters represent the information sources on international development that were most frequently mentioned by the influentials across the five countries.

Figure 13: The interconnected web of information sources
The image highlights overlapping development information sources among influentials in different countries
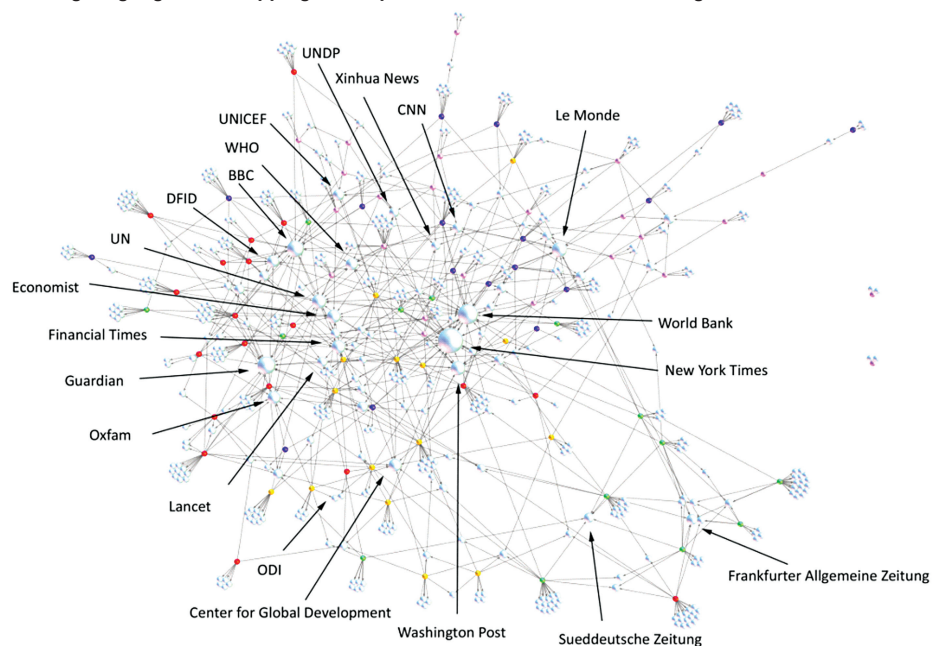
Chinese respondents appeared particularly insular in their communication; many primarily rely on informational materials and sources from inside established organizations.

Personal networks and sources also emerged as vital. Influentials across countries and disciplines often cited them as the most trustworthy sources of "insider" information, channels for sharing information on development issues, and key aids for vetting information and materials obtained through other sources.

Many interviewees said there was a large amount of unreliable information related to development, and they vetted sources through trusted peers to avoid potentially biased information or hidden agendas. Although most influentials rely most on development information provided by people they know, new generation influentials appear much more open to accepting information from individuals whom they do not know personally than do the established influentials.

Internet central to information gathering, but social media not considered the most trustworthy source

All respondents view the internet as an essential tool to collect data and information on development and to maintain personal networks.

> *The internet is crucial. Very often Google is our portal to information, with also risks attached, but that's another debate. The internet is very important; [it allows] easy access to newspapers, blogs, and information. (France, established influential)*

Among established influentials, the U.S. interviewees appeared to be the heaviest users of the internet for networking, while the Chinese seemed to be the lightest users—established influentials in China, for example, use the web primarily to collect information and stay in touch with a handful of trusted peers.

Websites of international organizations, such as the UN and the World Bank, are some of the key online sources of information on development for both groups of influentials.

Figure 14: Pros and cons of leading social media platforms cited by influentials

	New Generation Influentials	Established Influentials
Twitter		
Advantages	Good for forwarding links Good for breaking news Provides new/original viewpoints	Good for forwarding links Good for breaking news
Disadvantages	Volume sometimes too great	Unreliable/disorganized Too concise, not enough substance
Facebook		
Advantages	Good for personal networking	
Disadvantages	Limited substance for development	
Blogs		
Advantages	Good for information governments do not publish Convenient	Good source of alternative opinions and information from respected experts, including World Bank and IMF
Disadvantages		Less reliable

Influentials tend to be heavier users of social media than government decision-makers, but most consider outlets such as blogs complementary, rather than primary, information sources. Overall, influentials consider information received via social media platforms less trustworthy than materials received through other more-established channels.

> *Of course I use the internet, the new media, although I am not very interested in the so-called social media. I know of their impact, but I'm busy. Without the internet, you cannot participate in current affairs. (Germany, established influential)*

Blogs tend to be the most frequently-used form of social media by influentials across the five countries. Blogs are particularly popular as sources of information among the new generation influentials, who also view them as important watchdogs, given that they tend to publish information withheld by governments and elites.

Established influentials, on the other hand, like to read blogs because they often aggregate information on development from multiple sources and provide real-time updates from individuals working on development in the field or in crisis situations.

A few established influentials in the U.S. and several new generation influentials in the U.K., the U.S., France, and Germany are Twitter users, but many complained that Twitter sources are difficult to verify and the information conveyed is too brief.

Others (notably among established influentials in the U.K.., France, and Germany) were reluctant to use Twitter, fearing it would unnecessarily crowd their email and text inboxes. However, many new generation influentials are Twitter fans because it helps them manage the inflow of daily information; French respondents favor two Twitter feeds—those of the papers *Le Monde* and *Liberation*. Weibo, China's micro-blogging site was popular with both established and new generation influentials in China; however, the interviewees generally did not specify actual sources they follow through this channel.

Facebook is generally not used for work-related tasks or development information gathering. However, some interviewees said they use it for personal communication.

Traditional media sources: Mainstream print titles are the most influential

Traditional media outlets are widely valued as sources of information on development issues, particularly by journalists, NGO representatives and new generation influentials who value content that puts development issues in broader economic, social and security contexts.

Mainstream print titles such as *The Economist* and the *Financial Times* were quoted most frequently across the five countries; television and radio brands featured less often as sources. Many interviewees tend to access the content of these traditional media sources online, rather than read a printed copy, watch TV or listen to the radio.

Many Chinese interviewees are reluctant to trust information conveyed by traditional media sources and generally do not rely on them for detailed insights:

> *The World Bank website publishes information similar to news. We also use the websites of UN organizations, such as WHO, UNDP and UNICEF, and conduct baseline surveys on our project sites. We do research, analysis and assessment. I do not use media much for information on development because the credibility of the media is limited.*
> *(China, established influential)*

Information needs and messages that stick

The messages likely to attract the attention of influentials largely depend on the recipient's role and area of specialization in the development sector, rather than their country of residence. Although all interviewees agreed that information presented should be objective and trustworthy, their information needs varied, as shown in Figure 15.

A number of established influentials argued that attracting public support for international development is essential, in particular, in Western countries where the public could play a role in convincing governments that investing in international development is worthwhile.

However, some respondents did not think that the overall vision being communicated to the public was compelling or unified. A respondent in the U.K. also highlighted the challenge of attracting attention at a time when audiences are suffering from crisis fatigue and economic downturn. Despite the difficulties, several influentials thought that compelling human dramas on television or other visuals that told stories related to international development could help spread this type of information among the general population. One U.K. representative of a faith-based organization said:

Very poignant pictures of a tiny black hand in [former Archbishop of Westminster] Cardinal Hume's hand...that sort of image is very powerful. [When] Live Aid...and all those pop stars came together, I think it prompted a lot of younger people to say, 'Gosh, if they believe in it then there must be something in it.' (U.K., established influential)

Figure 15: Influentials' key information needs

Journalists	Broader information on development, presented in a wider socio-economic context. Timing is key: Messages are likely to be most effective if they coincide with broader issues they are focusing on at the moment.
Academia, Think Tanks	Detailed analysis from peer-reviewed journals and hard data.
Corporate Representatives	Hard information on development issues as well as input on strategies that will help them promote their programs among their corporate patrons.
New Generation Influentials	Very diverse information needs Information technologies, international aid, global security and health, economic development, children's rights, youth participation and government policies are some issues of interest.

Communicating with government decision-makers

Established influentials in the U.K., U.S., Germany and France communicate with government decision-makers through a number of different channels and settings, both formal and informal. For many, this communication intensifies around the time of major events, such as G8 and G20 summits, or campaigns around specific development issues.

> *We communicate with them mainly through direct contact. We also use other channels, such as the NGO platform in France called 'Coordination Sud' and 'Voice' in Brussels, to learn policy–makers' positions and feed them our observations. (France, established influential)*

> *Email, phone calls, meetings, events. It's usually in person....Washington is a very relationship-focused town, so we tend to prefer those modes of communication that help strengthen relationships. (U.S., established influential)*

Chinese established influentials communicate with government decision-makers somewhat less frequently than their Western colleagues; only two interviewees in China said they often exchange information with their contacts in the government (mainly individuals working in government bureaucracies rather than political leaders).

Among new generation influentials, institutional bloggers appear to have much stronger links to government decision-makers than independent bloggers. Most of the former group gained the trust of government decision-makers before becoming bloggers and often talk to them in person, on the phone, or by email. On the other hand, independent bloggers are hoping their blogs will attract decision-makers' attention or enable the bloggers to get their foot in the door of policy debates. These individuals say they depend on personal networks and other bloggers to disseminate their messages to the people formulating development policies.

Government's role

Perceptions of where responsibility lies for addressing development issues

Unlike government decision-makers, most influentials interviewed for this study believe that governments in developing countries are the main drivers of development, albeit with support from the donor countries.

A number of French and Chinese established influentials and religious leaders in the U.S. and the U.K place the responsibility of these governments within a moral framework, saying that leaders of developing countries are responsible for providing their populations with democracy and equal access to resources and basic life needs. Religious leaders, in particular, highlight the responsibility of local governments to reduce income inequalities and provide dignity to their populations.

There were, however, some respondents among German and French established influentials who thought that the responsibility should be shared:

> *I am not sure whether there is a primary responsibility. I'd say that, of course the international community has an important responsibility in helping the poorest countries. On the other hand, we can't overlook these countries' responsibility. Therefore, it seems to me that the responsibility is shared. I think that the international community and international institutions must set the context. They are the ones who can organize important facilities. They can avoid bilateral pressure on development. (France, established influential)*

Perceptions of their governments' engagement in international development.

Broad Praise for Donor Countries' Approaches to Aid—Except in France
Most influentials in China, Germany, the U.K. and the U.S. praised the commitments their countries' governments have made to development. The majority was also pleased with the progress achieved so far.

For example, the U.S. established influentials praised the commitment and contribution of former President George W. Bush, Secretary of State Hillary Clinton, and President Barack Obama. In the U.K., both established and new generation influentials commended their government's pledge to dedicate 0.7% of gross national product to official development assistance, honoring a target set by the UN.

Established influentials in Germany, the U.K. and the U.S. also praise their governments for putting more emphasis on evaluating the effectiveness of their policies and assessing value for money.

Chinese respondents praised their government, in particular, for its progress on infrastructure projects in African countries:

> *The Chinese government's aid to Africa has been relatively successful in the areas of infrastructure, improvement of the local life, sanitation, and health. (China, established influential)*

French influentials, on the other hand, were more critical and viewed their government's financial commitment to development as too small. Some also thought the government should primarily be addressing development challenges bilaterally rather than through multilateral organizations.

Broader systemic challenges to effective development

Although influentials were generally pleased with their governments' overall approach to international development, many also highlighted systemic challenges which, in their view, represent important obstacles for more effective development, namely:

- **Insufficient leadership and poor organization**
  Established influentials and new generation influentials in all countries except for China say the development sector is poorly organized and led, with a mass of competing bureaucracies seriously undermining development progress. For example, one institutional blogger in the U.K. thought the development bureaucracy has grown too large, making it difficult to control and manage aid. One of the French established influentials also complained that budgets for development vary significantly from year to year and are decided at the last minute, making it difficult to sustain longer-term efforts.

- **Lack of prioritization**
  Lack of prioritization and focus undermines the effectiveness of development efforts and funds in the long term and is perceived as an important challenge by respondents across the five countries. Several U.S. and U.K. influentials thought prioritization was particularly crucial now, as governments across the Western world face fiscal and political pressures to trim development spending. One U.S. influential, for example, pointed out that the U.S. Foreign Assistance Act contains 14 different goals and 400 different directives, making effective organization almost impossible.

- **Politicization of aid**
  There seems to be a strong sense among the new generation influentials in Germany and China that wealthy countries are undermining development because they do not see it as a real priority, but rather as a geopolitical tool by which to achieve broader political or economic aims. The just distribution of aid is particularly important for the new generation influentials, many of whom are strong supporters of democracy, free speech, and the rights of the individual.

- **Lack of coordination and poor governance at the local level**
  Respondents consider corruption among local governments, local conflicts and the lack of coordination between donors on the ground as major stumbling blocks for development. One U.K. and one German established influential illustrated this point with examples.

  There's a study in Tanzania that showed the Ministry of Health had something like 1,000 meetings with donors—the reason being every donor wanted to have their own meeting with the Tanzanian Ministry of Health to tell them about their priorities. And that's not very helpful if you're the Ministry of Health trying to run a health system in your own country. (U.K., established influential)

  There are still incredibly many 'givers' with many different singular projects in many different countries—it would be better to bundle or concentrate resources. And with these funds, systems could be better coordinated and dealt with in a more coherent way, so that systems are better supported. (Germany, established influential)

Whom they consider to be champions for international development

Influentials named a mix of high-profile politicians, religious leaders, development experts and celebrities as either current or potential champions for international development and global health. Views on celebrities were quite mixed—some respondents stressed that celebrities tend to emotionalize issues, but do not affect real change; others see value in the attention that celebrities easily generate.

Many influentials noted that different advocates appeal to different target groups, and very few individuals can mobilize support from all—the general public, the business sector and the policy community. Philanthropists Bill and Melinda Gates were mentioned by some of those individuals as people who have both the star power to attract the public and the expertise to appeal to the experts. The word cloud below illustrates the relative amount of mentions of various development champions.

IIIc Government decision-makers

Who are they?

Government decision-makers are elected and appointed officials in national government cabinets, presidential offices, government ministries and prominent parliamentary committees who are involved in formulating and overseeing national policies about international development and global health.

Research approach: In-depth interviews

Between June and September 2011, InterMedia conducted 40 in-depth interviews with senior government decision-makers in France, Germany, the U.K. and the U.S. The interviews aimed to understand:

- what they consider to be the most urgent challenges facing the developing world;
- how they obtain information that informs their policy-making related to international development;
- what role public opinion plays in their decision making about development issues;
- who they view as the current and potential champions for international development.

The list of organizations from which the interviewees were recruited is in Appendix 2 of this report. For further details on the methodology, consult Appendix 1.

Priorities for development

Despite lack of broad consensus on priorities, governance concerns are widespread. There was no consensus, either across countries or within countries, on which issues should dominate the development agenda. This partly reflects the diversity of the decision-makers' backgrounds and the wide variety of their subject/practice areas. Nevertheless, some challenges stood out in terms of how often they were mentioned:

- **Governance**
  A number of interviewees across the four countries cited lack of good governance (or no governance at all, as in failed states), and corrupt practices that flow from governance problems, as serious challenges. This was highlighted most frequently by interviewees in the U.K. and Germany, who perceive poor governance as a key hindrance to growth and the success of development policies.

  One German respondent said that poor governance also undermines those with the initiative and intelligence who aim to make needed changes in the country.

  A U.S. interviewee stressed that poor governance and the lack of solid governmental structures encumbered countries' ability to attract outside investors who could help improve social and physical infrastructure:

  > *When I travel through [developing] countries, almost all of them have an endemic problem with corruption and my experience is that if you get this somehow under control...this is an essential presupposition for economic development. (Germany, government decision-maker)*

  > *A society that has a weak judicial system or weak law enforcement so that intellectual property rights can't be protected, is going to find it hard to attract outside investors to deliver the capital they may need to develop. (U.S., government decision-maker)*

- **Health**
  Several interviewees across the four countries mentioned health as one of the serious challenges facing developing countries, although many thought health-related challenges should not be seen in isolation but rather as part of broader systemic deficiencies. The spread of communicable diseases was an important concern given the increased migration of people and goods across borders and between continents.

U.S. government decision-makers tend to focus on the need to eradicate specific diseases such as malaria and AIDS; French and German respondents pointed to the lack of access to affordable medications. Other health-related challenges highlighted by the interviewees included immunization of children, malaria prevention and control, child nutrition and family health.

- **Unfair trade practices**
  German and U.K. government decision-makers stressed the alleviation of unfair trade practices in the West. Some interviewees said developing countries could not improve their growth without better access to the markets of developed-countries.

- **Education**
  Several U.K. and French respondents were concerned about the negative impact of poor educational opportunities on the sustainability of development policies and projects in general. Most interviewees also agreed that strengthening these institutions and structures takes time and that development efforts in this area should therefore be seen as long-term efforts rather than a series of short-term projects:

  > *You know, unfortunately, the environment that [children] live in has a great impact on the education of children. When there is no money to send kids to school, there is no good schooling or education, and so no good preparation of future citizens. The education system*

has to prepare future citizens, both on an intellectual level and on an economic one.
(France, government decision-maker)

- **Climate change**
  Climate change was highlighted as an important challenge for developing countries, in particular by French government decision-makers. One German interviewee said climate change is a priority because, if left unaddressed, it could wipe out past development gains.

Gathering information for policy-making purposes

Specialized Sources Key for Policy-Making

Government decision-makers in France, Germany, the U.K. and the U.S. tend to be highly selective in their sources of policy-related information. They prefer expert interlocutors who are considered straightforward, well-informed, objective and providers of information targeted to their specific interests. They rely heavily on highly specialized and mostly formal sources, such as peer-reviewed journals and materials prepared by international organizations, faith-based organizations and NGOs.

Internal government contacts—including colleagues in the field—are important sources and often seen as providers of the most accurate and up-to-date information. Government decision-makers also rely on professional networks of experts in their fields, with whom they sit on a variety of working groups. For example, a French decision-maker, noted that he had networks of experts at l'Institut des Sciences Politiques in Paris and the French Development Agency (AFD).

Although NGOs are also an important part of this information network, government decision-makers are most open to those NGOs with which they have long-established relationships.

Government decision-makers do not appear to rely heavily on input from the private sector. In fact, of the 40 interviewees, only one French respondent mentioned a private source he uses to obtain information on development issues.

Social media are not seen as important tools for gathering policy information

Government decision-makers rely heavily on the internet, as well as on junior staff members to gather web-based information on their behalf (the latter practice was particularly prevalent among U.K. respondents). The internet is also important for maintaining contact with peers and informants, primarily via email.

Social media such as blogs, Facebook or Twitter are not used often. Exceptions were parliamentarians from France and the U.K. who use them to disseminate information or receive comments from constituents.

German respondents did not mention any specific blogs that they followed; the U.S., U.K. and French respondents provided only short lists:

Figure 16: Bloggers quoted most frequently by government decision-makers

France	U.K.	U.S.
Chris Blattman	BBC blogs	Andrew Harding
Center for Global Development Blogs	Lawrence Haddad	
William Easterly	Duncan Green	

Traditional media mainly used for news and current affairs, not policy information

Government decision-makers rely on traditional media sources for current news and events, but not as key sources of information for policy purposes. Many decision-makers feel skeptical about the trustworthiness of information provided by traditional media sources, in part because they are perceived to lack the level of detail on specific development issues that are of interest to government decision-makers. The *Financial Times* and the section of *The Guardian* focused on global development[7] are exceptions to this rule and are considered highly reliable.

U.S. and U.K. government decision-makers tend to use a similar cluster of information sources; German decision-makers form a distinct cluster focused on national German-language sources such as *Frankfurter Allgemeine Zeitung* and *Süddeutsche Zeitung*.

Many respondents in all five countries access news media online rather than in print format. The World Bank and the IMF are also key sources of information or decision-makers, as discussed in a previous section of this report.

Government decision-makers also use media as key sources for gauging public opinion on international development issues. French and U.S. respondents, for example, said they need to keep the pulse of public opinion because it has the potential to affect development budgets and mobilize support for development programs.

> *Public opinion is very important in the United States because it can very much influence the level of funding you receive. We're always struggling with how to communicate with the very stakeholders that have an influence on how we get funding. That includes Congress and it includes the public opinion at large, because Congress is influenced by them. So it's very, very important. (U.S., government decision-maker)*

> *Media outlets have a huge impact on my opinion formation. However, it depends on the people who have voiced it. If they are competent, whether I know them and so on. It can cause a major change in my opinion. (Germany, government decision-maker)*

In the U.K., several respondents said listening to public opinion was an important part of their role as public servants (although they did not believe most of their constituents were interested in the development issue); but others in the U.K. said public opinion does not have a direct influence on their policy-making.

Government decision-makers also track public sentiment through emails, messages from activists and public opinion surveys. One U.K. decision-maker noted that his polling budget has been cut to zero, so he is forced to rely on polling information supplied by NGOs.

In the image below, government decision-makers are represented by different colored nodes (France – purple, Germany – green, the U.K. – red and the U.S. – orange). The clusters represent the information sources on international development that were mentioned most frequently by the government decision-makers in France, Germany, the U.K. and the U.S.

Figure 17: The interconnected web of information sources

The image highlights overlapping development information sources among
government decision-makers in different countries
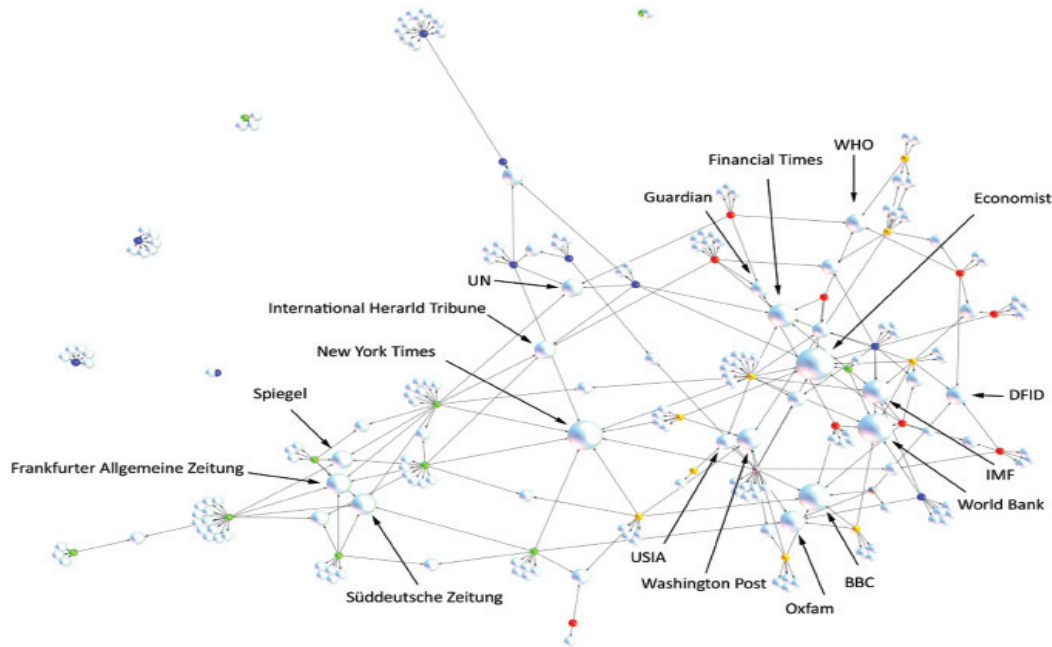
Responsibility for addressing challenges in developing countries

Government decision-makers are much more likely than the other target groups studied here to view responsibility for development as a shared one between national governments of developing countries and governments and institutions in the developed world.

> *I've been working on Iraq—we've put how many billions of dollars into Iraq, but it's ultimately up to the Iraqis to solve their energy, electricity, food issues. It won't work if the country is not behind it. (U.S., government decision-maker)*

Most respondents in the U.K., Germany, and France framed the role of developed countries in development in the context of the need for global solidarity, and as a moral responsibility.

The majority of government decision-makers also looked to heavy donor involvement as an essential tool for guiding and monitoring progress in developing countries. Two U.K. government decision-makers thought such involvement is needed to control the use of aid funds.

As may be expected, most decision-makers willing to share their opinions about their own governments' development policies expressed a favorable view. The French and U.K. decision-makers were particularly positive:

> *I think we are in a country with an extremely strong strategy in international development. Both the President and the Prime Minister are personally involved in this matter globally as well as in addressing health issues as part of the G20.*
> *(France, government decision-maker)*

> *Well, I think the good thing about [our government] is that they haven't gone about unhinging the policies that we put in last—by the last Labour government. They've actually embraced them, in some respects. There's now a consensus around some of these issues that*

Negative comments were rare and typically cited the following issues: low levels of official development assistance; using international development as a cover for achieving broader economic interests; the lack of focus on key priority development issues; and in the case of the U.S., constraints that legislative (Congressional) earmarks place on development funding.

Although most agreed that governments should take the lead in addressing challenges faced by developing countries, a substantial number also said that non-governmental organizations and the public in developing countries also must play a role in implementing some of the programs, as well as helping to ensure sustainability of development gains.

On the other hand, most government decision-makers did not seem to expect international institutions, such as the UN, to lead development efforts.

Champions for international development

Subject experts favored as promoters of development

Government decision-makers in all four countries said subject experts are the most appropriate and credible ambassadors and advocates for international development and global health. Some experts mentioned most frequently include:

Figure 18: Development champions singled out by decision-makers

France	Germany	U.K.	U.S.
Paul Collier	Amartya Sen	Paul Collier	Rajiv Shah
Sri Mulyanil Indrawati	Dambisa Moyo	Michael Kremer	Josette Sheeren
Jeffrey Sachs		Liam Donaldson	Dr. Gebisa Ejeta
Dr. Najib Karoui		Robert Winston	Dr. Robert Thompson
		Shane Duffey	Randolph Kent

After experts, high-profile government decision-makers also were cited. Frequently mentioned champions in this category include U.K. Prime Minister David Cameron, USAID Administrator Rajiv Shah and U.S. Secretary of State Hillary Clinton.

Interestingly, celebrities were not mentioned very often. In fact, several respondents in the U.K. and Germany discounted celebrities for a perceived lack of substance. Decision-makers were also notably suspicious of those who appeared to be "selling" development to them and wanted interlocutors who had both the style and the substance to advocate for priorities that made sense:

> *I really believe Tony Blair and Gordon Brown made more difference at Gleneagles[8] to.... double aid to Africa than [did] the Make Poverty History NGO coalition or Bob Geldof turning up and saying we demand something happens. Without the political leadership from the top, it wouldn't have happened. (U.K., government decision-maker)*

IV. Recommendations for Engaging Key Target Groups

IVa Interested citizens

The research revealed that interested citizens in all five countries lack information about the international development efforts of their own governments and of other organizations involved in international development, as well as about the effects of these activities. This information gap potentially undermines interested citizens' support for international development and overseas spending.

The development community is well placed to fill this gap in the short term through a range of public communication and outreach activities. However, to increase public engagement with international development and also ensure that support for development activities and overseas spending is sustained, development organizations also need to consider longer-term strategies. These will aim to inform the values and promote personal experiences that shape people's attitudes toward development issues, typically from a very early age.

The key challenges for such engagement are:

- Interested citizens lack the information and the opportunities to become further involved.
- They find the language used in international development to be unfamiliar and imprecise.
- They are generally not active seekers of information about development issues; they mainly receive this information passively.
- Long-term strategies are required to encourage people to care about development issues; there are no short-term solutions that will yield lasting engagement.
- Interested citizens tend to choose activities that are easiest for them to conduct and that require minimum commitment.
- They rarely mobilize others to engage; when they do, it is either because their commitment is very high or the means of mobilization are very simple.

Taking into account these challenges, developing and deepening engagement with interested citizens should focus on two goals:

1) Raise awareness and fill knowledge gaps

- **Facilitate the creation and distribution of informational content about development through mass media**, particularly through trusted television networks and print titles. Interested citizens are generally avid consumers of mass media and are easier to reach through this conduit than are government decision-makers and influentials. The following media outlets should be prioritized in such outreach strategies:

  - **All Countries**: *Financial Times, The New York Times, The Economist*
  - **China**: CCTV, provincial/local newspapers
  - **France**: TF1, France 2, BFM TV, *Le Monde, Le Figaro*
  - **Germany**: ARD, ZDF, RTL, *Der Spiegel, Focus, Die Zeit*
  - **U.K.**: BBC, Sky TV, ITV, *Guardian, The Times*
  - **U.S.**: CNN, Fox News, *The New York Times*, MSNBC, NBC, ABC, *The Wall Street Journal*

- **Promote content that demonstrates the impact of international development, notably through personal stories**, but which also is honest about the difficulties encountered.

Although this content can also be communicated through mass media, it should be created in such a way that it can also be shared through social media and through offline events and materials.

- **Ensure that personal stories or accounts feel authentic.**
  Include voices of those on the ground, both beneficiaries of aid and those delivering the aid. Criticisms or controversy should be also addressed—interested citizens do not want the bland or sanitized view.

- **Address head-on valid public concerns about corruption and waste in relation to aid.**
  This provides an opportunity to talk about how to tackle these challenges while also highlighting successes.

- **Avoid development jargon.**
  Use language that is easy to understand and is precise (e.g., about a pecific health issue rather than about health in general). Focus on outcomes (such as increased equality or a reduction in poverty) rather than on processes.

- **Use video to grab attention**.
  Interested citizens' tendency to share links and the growing use of online social media (notably YouTube) presents an opportunity to raise awareness and increase engagement online. Moving pictures are effective at telling a story and links to videos on sites such as YouTube are often shared on social networks.

- **At every opportunity, focus on how individuals can help, what impact they can make and how supporting development efforts benefits them personally.**

2) Make it easy for citizens to move to deeper levels of engagement, in part by leveraging their propensity to donate to causes

- **Support a cross-organizational alliance to create a common, "unbranded" digital space for international development information gathering and sharing. This would serve as a neutral online knowledge sharing portal to facilitate engagement with international development issues.**

- **Support citizen forums within this portal to provide space for debate and information sharing about development issues within and among interested citizens.**
  The forums could be promoted and managed by the new generation of development champions, i.e. young people who have completed international exchanges in developing countries and are interested in increasing their engagement in development issues.

- **Engage with schools** and other organizations that can help to foster an interest in development issues at a young age. This could include designing modular campaign activity "packages" around issues such as global poverty and global health that can be used by schools, faith-based groups and other community groups.

- **Develop longer-term projects targeted at people where they work.**
  For example, hospital staff could support a health center in a developing country and bank staff could support a micro-financing initiative.

- **Establish annual competitions for students aimed at creating a new generation of development champions.**
  For example, competition participants could be encouraged to raise awareness about development issues among youth in their communities. Winners could be offered the opportunity to participate in a development project overseas.

- **Partner with organizations that provide volunteering and international exchange opportunities for young people.**
The dialogue with this group should continue after they have completed their exchange or volunteer work; development organizations can deepen their engagement with this group by establishing a network of young ambassadors for international development and by encouraging their participation in the knowledge sharing portal (see above).

- **Increase civic engagement with e-action strategies**, where those donating online are prompted at the time of donation to engage in other activities, such as signing an online petition or sending a formatted e-letter to an elected representative. E-strategies will work best during high-profile events such as an appeal for a specific disaster.

- **In China, make use of online media to reach interested citizens** because they often perceive traditional media as biased. They look to online media (particularly to blogs and microblogs) for more trustworthy, unfiltered information.

IVb Influentials

Overall, influentials have two specific needs: gathering information and hard data about development issues germane to their areas of expertise, and looking for avenues to deepen their engagement with government decision-makers in their specific areas of interest.

The development community can help influentials in both of these areas through a combination of short and long- term strategies. That said, development organizations should consider the following **challenges** when planning to engage with influentials about development issues:

- **Influentials' information needs are very diverse**. Some, such as academics and think tank staff, need very specialized data about their areas of interest, as well as data from the field. Others, such as journalists, need broader contextual information about development issues and the broader effects of development policies.

- **Most influentials gravitate toward specialized sources and trusted networks.** They may be difficult to reach directly as a result. They are also suspicious of any indication of spin in the information they receive.

- **Influentials in China are particularly hard to reach** because they depend primarily on government sources and information from within their own organizations.

- **New generation influentials and established influentials from smaller organizations often lack the avenues and opportunities to engage regularly with government decision-makers.**

To deepen engagement with influentials, development organizations should focus on the following two goals:

1) Create online and offline forums where influentials can exchange information and discuss development issues with each other and with government decision-makers
   - **Tap into the proposed online knowledge sharing portal to:**

     a) facilitate deeper and more regular **exchanges between influentials and government decision-makers** through expert sessions;

b) **strengthen interactions between experts within particular disciplines** by creating thematic strands that focus on specific issues. Specific topics could include:

- **Health** (of interest in all five countries), particularly the spread of communicable and non-communicable diseases and the improvement of health systems.
- **Climate change** (of interest in all five countries).
- **Education** (of interest in all five countries and considered particularly important by new generation influentials).
- **Poverty alleviation** (of interest especially in China).

c) Continue and promote this dialogue offline by **hosting and/or sponsoring conferences and dialogues about specific development issues.**

2)   Respond to influentuals' diverse and specialized information needs

- **Engage with specialized sources, trusted mainstream media and bloggers whom influentials rely on for objective and up-to-date information on development issues.**

Figure 19: Sources quoted most frequently by the influentials

All Countries	*The Economist, The New York Times, Financial Times*
China	China.com, *Xinhuanet,* Phoenix Net, Global Voices blog
France	*Le Monde, Le Figaro, The Malaria Journal*, Oxfam. Blogs from William Easterly (New York University), Ultima Ratio, Jean Daniel (Nouvel Observateur), Cercle Bolivarien de Paris, *The New York Times*
Germany	BBC, *Der Spiegel* Online, *Die Welt, Suddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Die Zeit*, Konrad Adenauer Stiftung, Friedrich Ebert Stiftung. Blogs from The World Bank, Amerika21.de, Glocalist, Duncan Green (Oxfam), ONE
U.K.	BBC, *Guardian, Lancet*, ODI, Oxfam, DFID. Blogs from Dambisa Moyo, Aid On The Edge Of Chaos, Chris Blattman (Yale), Do No Harm, Education For All, Rethinking Development, Paul Krugman (*The New York Times*), Brad de Long (University of California, Berkeley), Stephanie Flanders (BBC), Duncan Green (Oxfam), Sarah Boseley (*Guardian*), Owen Barder (CGD), Diane Coyle (The BBC)
U.S.	*The Washington Post,* USAID, Center for Global Development Blogs from the Center for Strategic and International Studies, Edward Carr (University of South Carolina), William Easterly (New York University), Chris Blattman (Yale), Congo Siasa, InterAction, Oxfam, *Guardian*, Global Health Council, Devex, Owen Barder (CGD), Nick Kristof (*The New York Times*)

- **Promote and facilitate practical field experience for subject experts, NGO representatives, think tank staff and new generation influentials.**

IVc Government decision-makers

Government decision-makers have specific, clearly identified needs that can be addressed by local and international development organizations. However, those looking to engage with government decision-makers face the following challenges:

- **Reluctance to increase their information overload.**
  Government decision-makers are often awash in information about development issues and often rely on junior staff to selectively identify relevant information on their behalf.

- **Reluctance to engage with unfamiliar entities.**
  Government decision-makers are skeptical about interacting with unfamiliar entities or those perceived as agenda-driven. They prefer to receive policy input from trusted experts, NGOs and think tanks considered unbiased, knowledgeable and well-informed.

To address these challenges, development organizations and stakeholders should focus on two broad goals:

1) Provide targeted information to help decision-makers and their gatekeepers to cut through information clutter

- **Provide regular, independently curated digests of research studies and development news.**
  Where possible, digests should be available via websites of traditional media brands that decision- makers typically consider as go-to sources for general news and information. Examples are *The New York Times*, the *Financial Times* and *The Economist*, which transcend geographical and cultural boundaries. Other country-specific sources to be considered for this purpose include:

  - France: *Le Monde*
  - Germany: *Der Spiegel, Franfurter Allgemeine Zeitung, Sudedeutsche Zeitung*
  - U.K.: *Guardian*, BBC
  - U.S.: *The Washington Post*, BBC

- **Sponsor independent research about priority development issues** to provide budget-stretched decisions-makers with empirical evidence to inform their policy positions. Emphasize research that demonstrates the impact and effectiveness of the development approaches prioritized by elites. Include research capacity strengthening in developing countries in order to ensure that the research meets the needs of the intended beneficiaries.

2) Facilitate engagement of government decision-makers and subject experts through information exchange and debate on development issues

It is crucial that development organizations and stakeholders looking to engage with government decision-makers create a convenient engagement space and engagement avenues, ideally online, where government decision-makers can easily access and share information and opinions on specific issues without time constraints. Development organizations should consider the following actions to achieve this goal:

- **Support the creation of a neutral online knowledge-sharing portal** as a forum for influentials and government decision-makers worldwide to discuss and debate development policy issues in real time. Online expert sessions about specific development issues could be arranged to facilitate engagement between government decision-makers and trusted subject experts from influential NGOs, think tanks, academia and bilateral and multilateral organizations.

- **Host and/or sponsor conferences and offline dialogues** to foster connections between government decision-makers and influentials.

- **Focus forums/discussions on topics that dominate the concerns of government decision-makers in each country, namely:**

  - Framing the development agenda in the post-MDG world (of concern in all countries)
  - Governance in developing countries (of concern particularly in Germany and the U.K.)
  - Unfair trade practices (of concern particularly in Germany and the U.K.)
  - Education (of concern particularly in the U.K., the U.S. and France)
  - Health issues, specifically communicable diseases and building capacity in healthcare systems (of concern particularly in the U.S., France and Germany).

V. Joining the discussion:
The **Building Support** portal

InterMedia is creating an online forum where you can share reactions to the **Building Support** study as well as exchange ideas with interested parties and stakeholders in the global development policy community. Starting in early March 2012, interested parties will be able to join the discussion about effective engagement on global development issues at www.audiencescapes.org/ buildsupport. and on Twitter at #supportfordev.

The **Building Support** community site will include the following:

- Electronic version of this report, broken down by sections

- Focus reports for the donor countries covered in this project – China, France, Germany, the U.K. and the U.S.

- The **Building Support** discussion area

- A calendar of events relevant to the global development discussion

For more information about the **Building Support for International Development** study, or to arrange a customized **Building Support** workshop, contact:

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VI. Appendices

Appendix 1: Details on methodology

In May 2011, InterMedia launched a multi-phased research program to explore attitudes and perceptions on international development in five countries: China, France, Germany, the U.K. and the U.S. The first phase of the research program included focus group discussions.

Focus group discussions

Four two-hour focus group discussions were conducted with interested citizens in each country—two in each of two locations per country. A discussion guide was used in the focus group discussion.

The focus groups were balanced in terms of gender and age, and included participants 16 and older. It is important to note that these focus groups did not aim to be representative of their locations and thus the findings cannot be generalized to the wider population.

	Location	Date	Number of Focus Group Participants
China	Beijing, Nanjing	2nd June, 5th June, 2011	32
France	Paris, Lyon	6th June, 7th June, 2011	32
Germany	Berlin, Munich	9th June, 10th June, 2011	34
U.K.	Birmingham, London	31st May, 1st June, 2011	32
U.S.	Chicago, Dallas	8th June, 9th June, 2011	30

Before being invited to participate in the discussions, focus group participants were asked a series of screener questions to determine their eligibility to participate in the focus groups as interested citizens. The screeners included questions on: news consumption (respondents had to either watch TV, listen to the radio, read a newspaper or search the internet for news on current affairs at least every day or a few times a week); activities supporting international development people have participated in during the last six months and; interest in national and international current affairs in which respondents had to be either very interested or quite interested. Respondents also had to be interested in either international development issues or global health.

In-depth interviews

In-depth interviews were conducted with two target groups: government decision-makers and influentials (both established and new generation influentials). A total of 128 interviews were completed from 6th June 2011-7th September 2011.

An interview protocol was employed for the in-depth interviews to stimulate the discussion. Each interview lasted approximately 45 minutes.

	Total number of government decision-maker interviews completed	Total number of established influential interviews completed	Total number of new generation influential interviews completed
China	0*	20	5
France	10	10	5
Germany	10	10	5
U.K.	10	12	5
U.S.	10	11	5

*Due to political sensitivities and time constraints, no interviews were conducted with government decision-makers in China. However, supplementary interviews were conducted with influentials in China.

Quantitative urban survey

A quantitative urban survey was conducted with interested citizens (16+) in each of the five countries. The survey in four of the five countries (France, Germany, the U.K. and the U.S.) was conducted over the phone; in China, a face-to-face survey was conducted.

Prior to being invited to participate in the survey, respondents were asked a series of screener questions to determine their eligibility to participate. To qualify as interested citizens, the respondents were required to have an interest in national and international current affairs, to have an interest in international development and/or global health issues and report to have done one of following in the past six months: donated to a cause, volunteered, shared information about social and political issues, signed a petition, wrote to the government or other public official or attended a rally/protest. At the start of the fieldwork period, the size and the demographic profile of interested citizens was not known and was determined naturally by the screening criteria.

Due to a technical discrepancy, respondents invited to participate in the survey in Germany and China were either very interested or quite interested in both international development and global health.

The final screened sample for the U.K. and U.S. was weighted by age to reflect the wider urban population.

	N of screened citizens living in urban areas	N of completed interviews with interested citizens	Fieldwork dates
China	2,223	1,019	11th-25th July
France	1,794	600	18th-20th July
Germany	1,446	604	6th July-2nd August
U.K.	1,204	600	5th July-14th August
U.S.	3,060	1,001	15th July-31st July

Appendix 2: Organizations from which interviewees were selected

List of organizations from which the interviewees were selected

	Established Influentials	**New Generation Influentials**
China	All 20 interviewees chose to keep their names and organizations anonymous	5 interviews were completed with new generation influentials in China
France	• Religion for Peace • *L'Express* • OECD • Médecins du Monde 6 established influentials in France chose to keep their names and organizations anonymous	5 interviews were completed with new generation influentials in France
Germany	• German Institute for Development Policies • *Der Spiegel* • *Die Welt* • Friedrich Ebert Stiftung • Oxfam Germany • German Development Bank 4 established influentials chose to keep their names and organizations anonymous	5 interviews were completed with new generation influentials in Germany
U.K.	• University College London • National Institute of Economic and Social Research • Catholic Agency For Overseas Development • *The Lancet* • One World Action • All Party Parliamentary Group on Population, Development and Reproductive Health • AVIVA 5 established influentials chose to keep their names and organizations anonymous	5 interviews were completed with new generation influentials in the U.K.
U.S.	• Center for Global Development • Religions for Peace • United Nations Population Fund • *TIME* magazine • *The Washington Post* • IntraHealth International • Oxfam U.S. • Council on Foreign Relations • Republican Leadership Council 2 established influentials chose to keep their names and organizations anonymous	5 interviews were completed with new generation influentials in the U.S.

Government decision-makers	
France	• Ministry of Foreign and European Affairs • Parliamentary Foreign Affairs Committee 8 government decision makers interviewed in France chose to keep their names and organizations anonymous
Germany	• Federal Foreign Office • Economic Cooperation and Development Committee • Foreign Affairs Committee 7 government decision makers interviewed in Germany chose to keep their names and organizations anonymous
U.K.	• Department for International Development • Department of Health • The Commons Select Foreign Affairs Committee • The Commons Select Public Accounts Committee 6 government decision makers interviewed in the U.K. chose to keep their names and organizations anonymous
U.S.	All ten government decision makers interviewed in the U.S. chose to keep their names and organizations anonymous.

Appendix 3: Popular websites: Sites most mentioned by influentials in each country

Popular Websites	
China	China.com, *Xinhuanet*, UN, DFID, WHO, *The New York Times*, Boxun, Hung Net, Phenix Net, 163.com, Google Reader, Teng Xun, Feng Huang, Global Voices
France	UN, FAO, WFP, *The New York Times, Slate*, Google, *Le Monde, Le Figaro*, UN, *The Lancet, Malaria Journal*, Al Jazeera, Oxfam
Germany	Oxfam, CNN, BBC, *Reuters*, Google, *Der Spiegel* Online, The World Bank, *The Economist,* allafrica.com, nigeriavillage.com, *European Journal of Development Research*, Overseas Development Institute, Deutsche Welle, *The Washington Post, The Los Angeles Times, Financial Times, The International Herald Tribune*, The World Bank, *Suddeutsche Zeitung*
U.K.	Global Fund, BBC, Wikipedia, Pubmed, Public Library of Science, *Guardian*, *The Economist*, *Financial Times*, Google, International Centre for Research on International Economic Relations
U.S.	*The Lancet*, BBC, *Congressional Quarterly, National Journal, Politico, Guardian, The Times, The Economist, Financial Times, The New York Times, The Los Angeles Times*, Brookings Institution, *Haaretz, The National* (Abu Dhabi)

Appendix 4: Most trusted information sources mentioned by established influentials in each country.

Established influentials	
China	Television, newspapers, published reports from reputable organizations (not specified)
France	UN, peer-reviewed journals, The Bill & Melinda Gates Foundation, The Rockefeller Foundation, Wellcome Trust, Oxfam, Center for Global Development, *The International Herald Tribune*
Germany	Peer-reviewed journals, Council of Development of Social and Economic Research in Africa, OECD, *Der Spiegel*, European Council on Foreign Relations, Stiftung Wissenschaft und Politik, *Frankfurter Allgemeine Zeitung*
U.K.	Internal government documents, DFID, BBC, Ceefax, Chatham House, *Financial Times, The Economist*, Caritas, The World Bank
U.S.	*The Lancet*, International Health Economics Association, *Guardian*, *EconLit*, *The New York Times*, NPR, AP, *Xinhua* News Service, Al Jazeera, CNN, *PUSH Journal*, The Ford Foundation, UN, Norwegian Ministry of Foreign Affairs, peer reviewed journals, BBC, InterAction, Oxfam, *Financial Times*
New Generation Influentials	
China	*The New York Times, The Washington Post, The Wall Street Journal, The Atlantic Monthly, The New Yorker, Financial Times, Guardian, The Economist*
France	Local blogs, Survival, Le Secours Populaire
Germany	Trusted NGOs and traditional media in general (not specified)
U.K.	*The Sunday Times*, *Guardian*, contacts in the field and academic documents (in general, not specified)
U.S.	Peer reviewed academic journal articles, non-governmental organizations (in general, not specified)

Appendix 5: Development champions frequently mentioned by interested citizens in each country

China	Ban Ki-Moon, Zhu Rongji, Xi Jinping, Margaret Chan
France	Nicolas Hulot, Christine Lagarde, Dominic Strauss-Kahn, Martine Aubry
Germany	Kofi Annan, Ban Ki-Moon, Nelson Mandela, Dirk Niebel
U.K.	Gordon Brown, Robert Winston, David Beckham, Bono
U.S.	Bill Gates, Jimmy Carter, Michelle Obama, Oprah Winfrey

Endnotes

1. See, for example: The World Bank. (2010). Public Attitudes Towards Climate Change: Findings from a Multi-Country Poll. World Development Report. p1-82. Paxton, P., and D. Knack. (2008). Individual and country-level factors affecting support for foreign aid. Policy Research Working Paper, 4714. The World Bank: Development Research Group. p1-34. Ramsay, Clay, Weber, Stephen, Kull, Steven and Lewis, Evan (2009). American Public Opinion and Global Health. World Public Opinion, pp. 1–10. Kaiser Family Foundation (2010). 2010 Survey of Americans on the U.S. Role in Global Health. U.S. Global Health Policy, pp. 1–43.

2. See Henson, Spencer and Lindstrom, Johanna (2010). Aid to Developing Countries: Where Does the U.K. Public Stand? Institute of Development Studies, pp. 1–15. UKaid. (2010). Public Attitudes Towards Development. TNS Report Prepared for COI on behalf of the Department for International Development, pp. 1-46.

3. The interviewees who mentioned Bill and Melinda Gates as development champions usually referred to them as individuals rather than in relation to the Bill & Melinda Gates Foundation. In addition, respondents who mentioned only one of the two usually mentioned Bill Gates.

4. The research for this report was restricted to urban areas primarily for logistical and cost reasons. Previous research also shows that the bulk of the populations of all three target groups reside in urban areas in all five countries studied.

5. China, for example, is the only country covered in this study that is categorized by most international organizations as a developing country, thus the understanding of international development in China is not the same as in the other surveyed countries, which needs to be taken into account in the interpretation of the research findings.

6. See Appendix 1—Research Methodology for a more detailed description.

7. This section of the *Guardian* receives support from the Bill & Melinda Gates Foundation.

8. The speaker was referring to the 31st G8 summit at the Gleneagles Hotel in Auchterarder, Scotland, July 2005.

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