

## The Anatomy of Civil Societies Research Project

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**Consumer Social Responsibility**



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**Individual Social Responsibility**



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## Project Overview

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- ✦ **Multiple societies**
  - ✦ Australia, USA, UK, Germany
  - ✦ Czech Republic, Argentina, Hong Kong, India
- ✦ Pictures of **complete representative populations**
- ✦ **Comparable** socio-demographic, political, personality and religious **measures** (focus on actions) within and across societies
- ✦ Investigation of interactions with **Civil Society Organizations (CSOs)**
- ✦ **Multiple measures of** economic, social and political **issue salience** by:
  - ✦ Category (16 in total)
  - ✦ Single issues (113 in total)

*That account for:*

- ✦ **Realistic trade-offs** rather than costless characterizations

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## Project Overview

- ✦ **Continuing investigations of CSO supporters**
  - ✦ Work with specific CSOs at the “micro” level
  - ✦ WWF, Greenpeace and Médecins Sans Frontières
- ✦ **Matching samples** of supporters on
  - ✦ Social, economic and political profiles
  - ✦ Personality and demographics
- ✦ Utilizing **multiple methods** of investigation
  - ✦ Social preference profiling
  - ✦ Personality measurement
  - ✦ Ethnographies
  - ✦ Economic & behavioral experimentation

*All aimed at providing a comprehensive  
“anatomy” of CSO supporters within the contexts of  
the societies in which they exist*

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## Some Background Information

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## Social, Economic & Political Preferences

### ✦ Population study

#### ✦ Sample:

✦ 1,751 (2007)

✦ 1,443 (2011)

✦ Representative of the voting age population

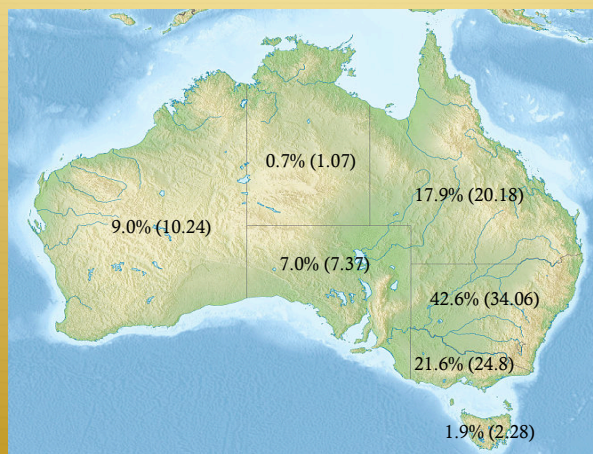
✦ Geographically representative (with a slight over-representation from NSW/ACT)

Gender (Male)	49%
Age (Mean)	46 Yrs
Income (Household)	\$71,212
Home Mortgage or Owned	61.74%
Single	20.69%
Married or Widowed	58.42%
Children (Number)	1.25
Citizen of Australia	90.20%

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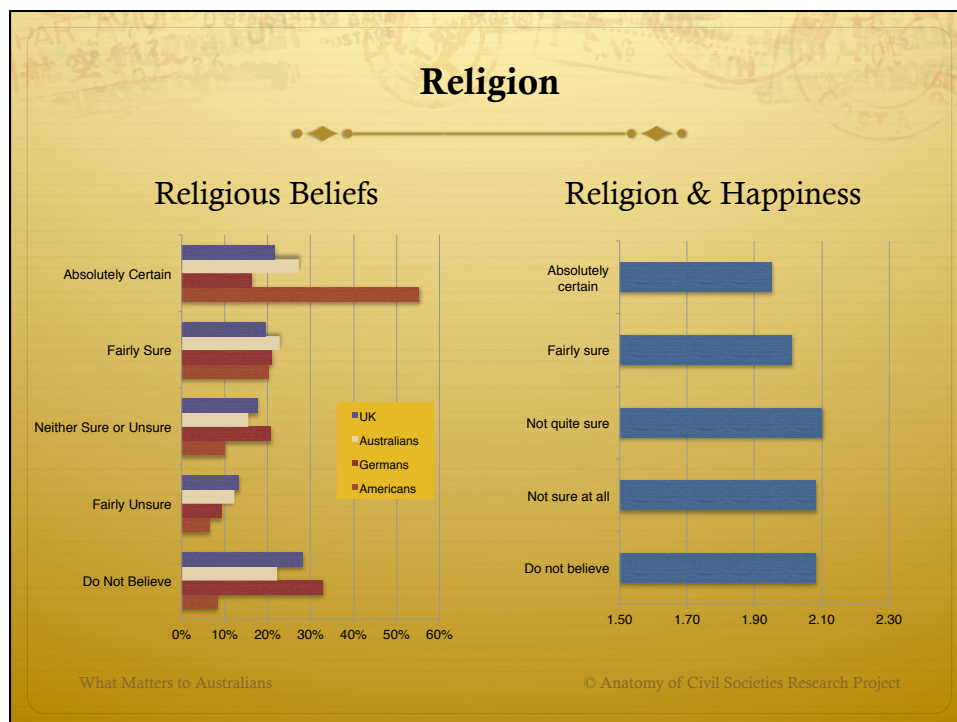
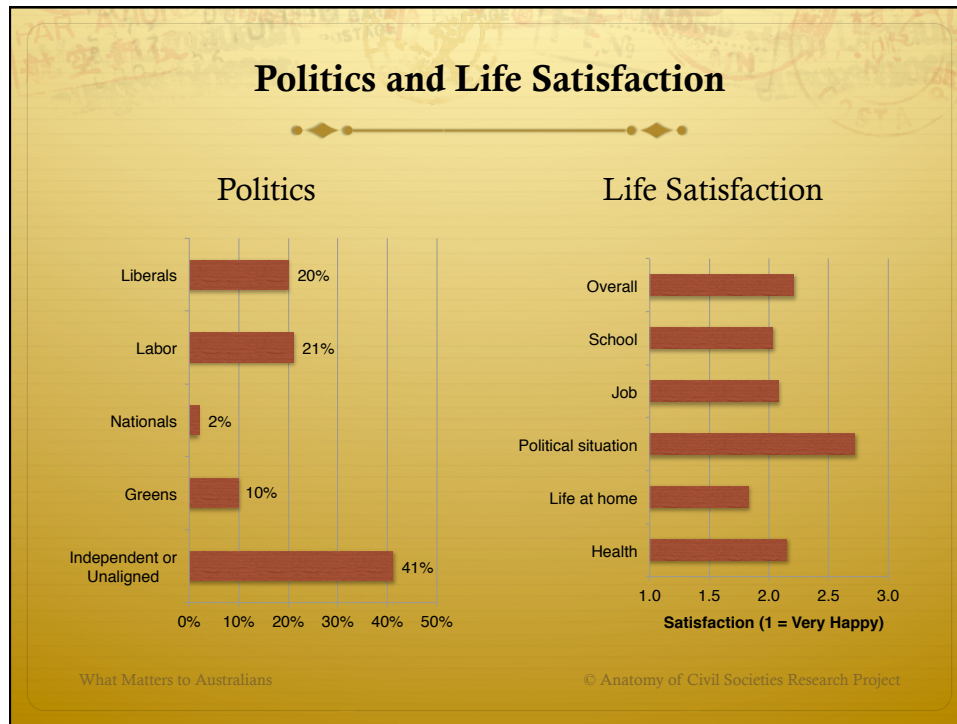
## State Representation

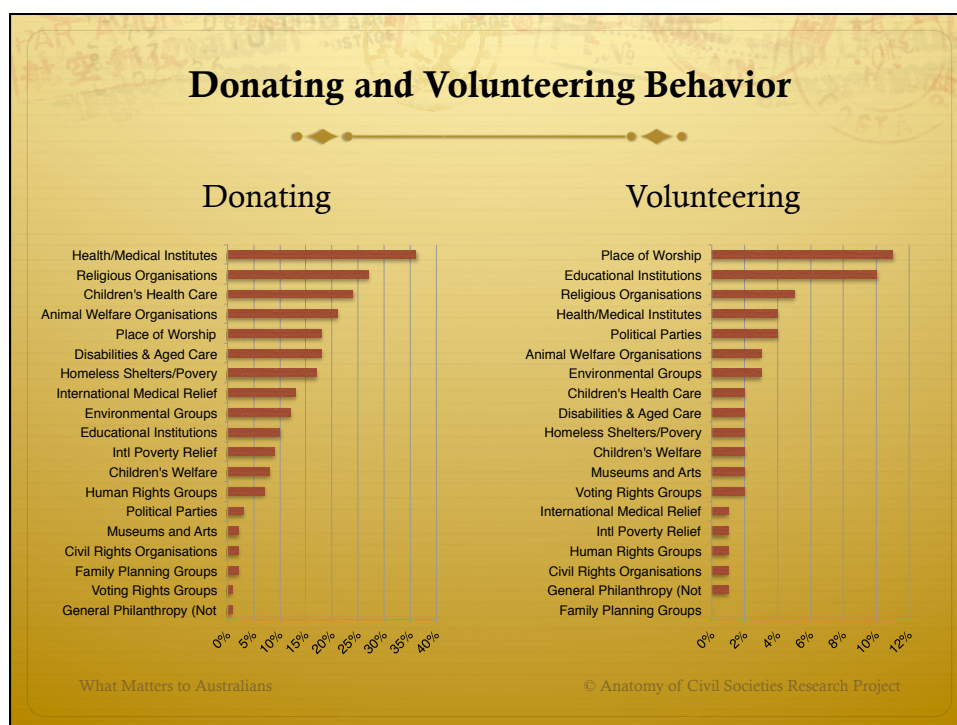
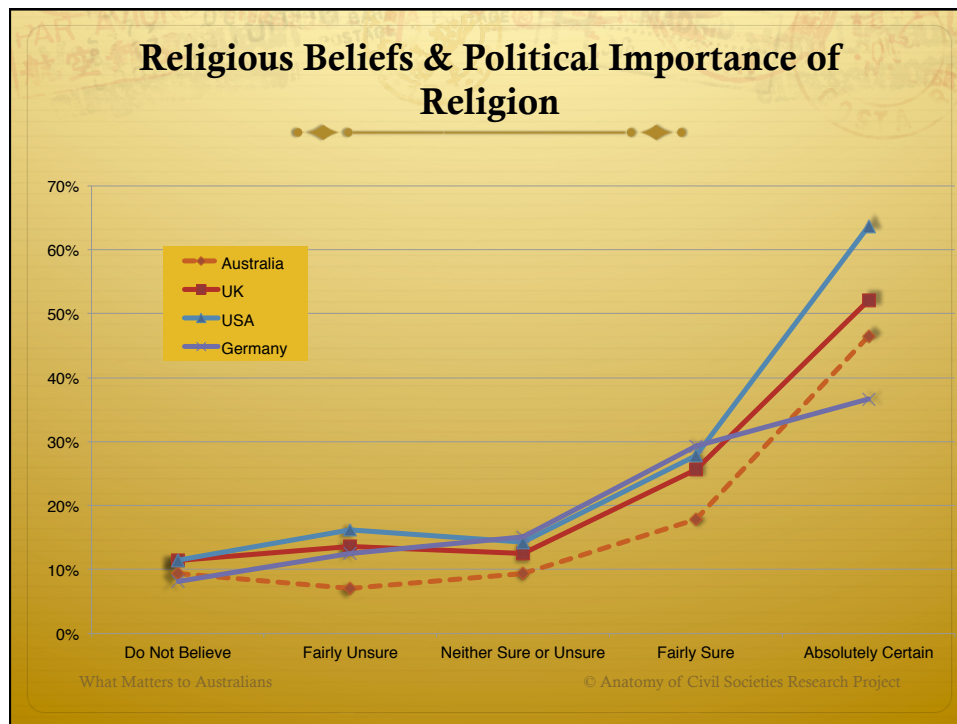


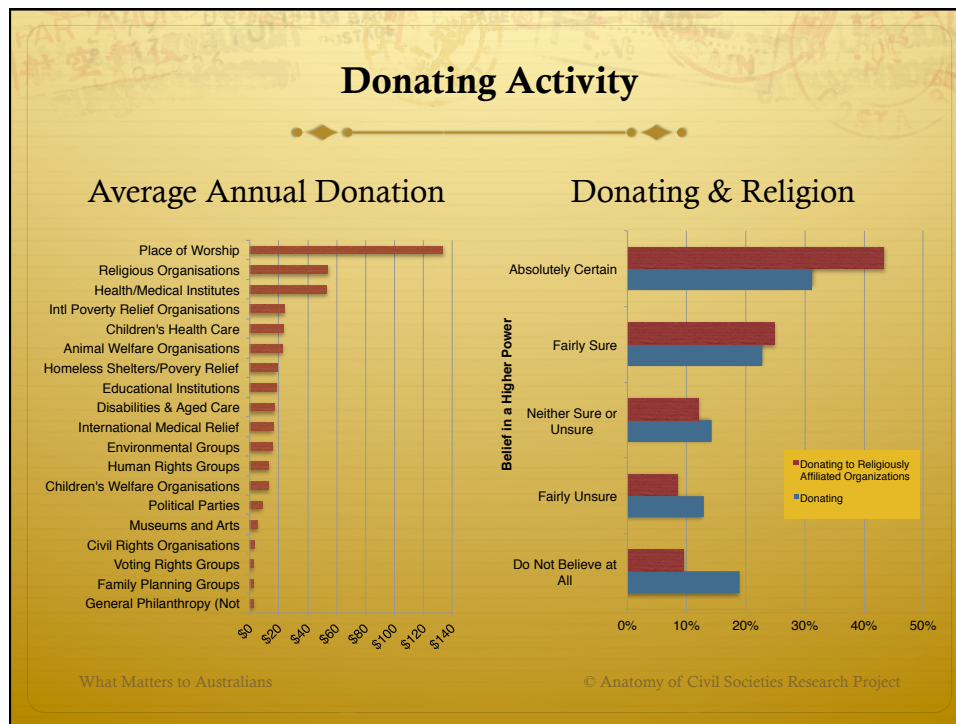
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## Social Preference Profiles (Categories)

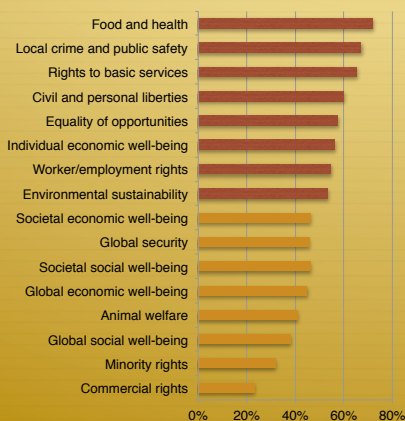
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: legal, to vote, marital, free speech etc.
Equality of opportunities	Discrimination based on age, gender etc.
Individual economic well-being	Inflation, taxation, interest rates, cost of living
Worker/employment rights	Work safety, unions, retirement, child labour
Environmental sustainability	Pollution, climate change, biodiversity loss
Societal economic well-being	Poverty, employment, energy prices, growth, deficit
Global security	Terrorism, nuclear weapons, criminal syndicates
Societal social well-being	Quality of schooling, public transport, immigration
Global economic well-being	Resources management, trade, global finance issues
Animal welfare	Treatment of individual animals and species' survival
Global social well-being	Peace, diseases, poverty
Minority rights	Rights including cultural preservation and expression
Commercial rights	Commerce and ownership such as IP rights

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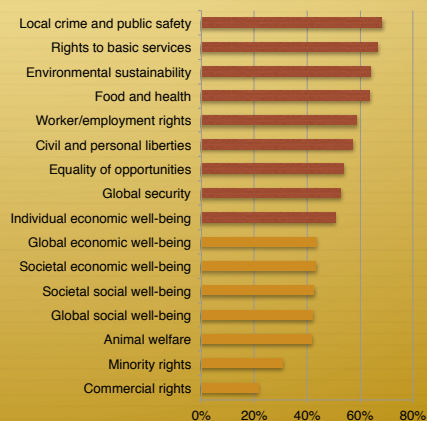
## General Social Preference (Category)

Today



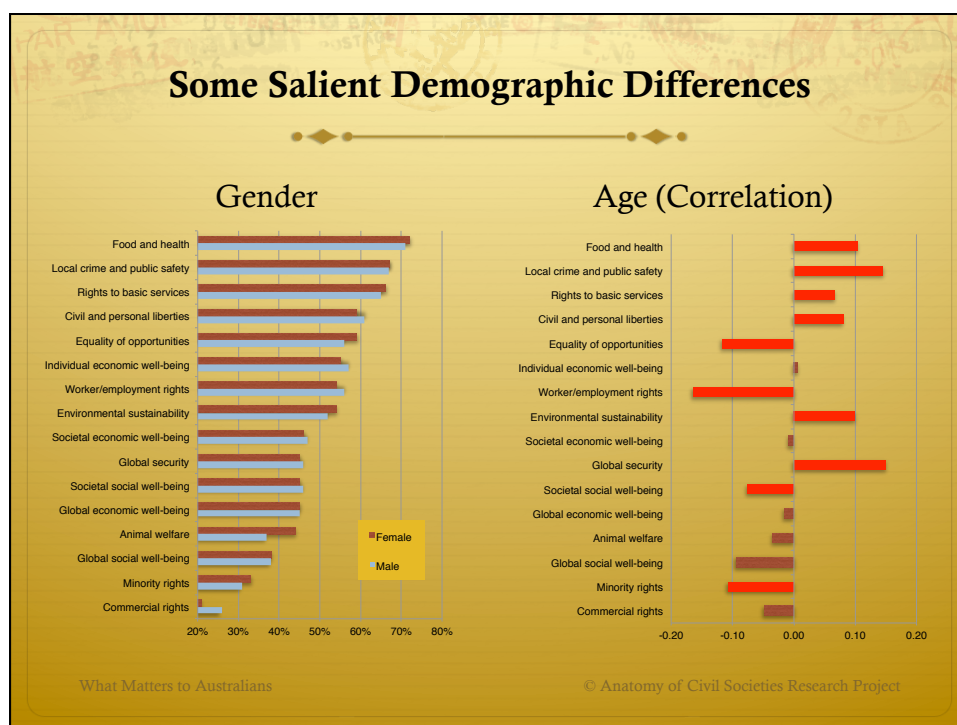
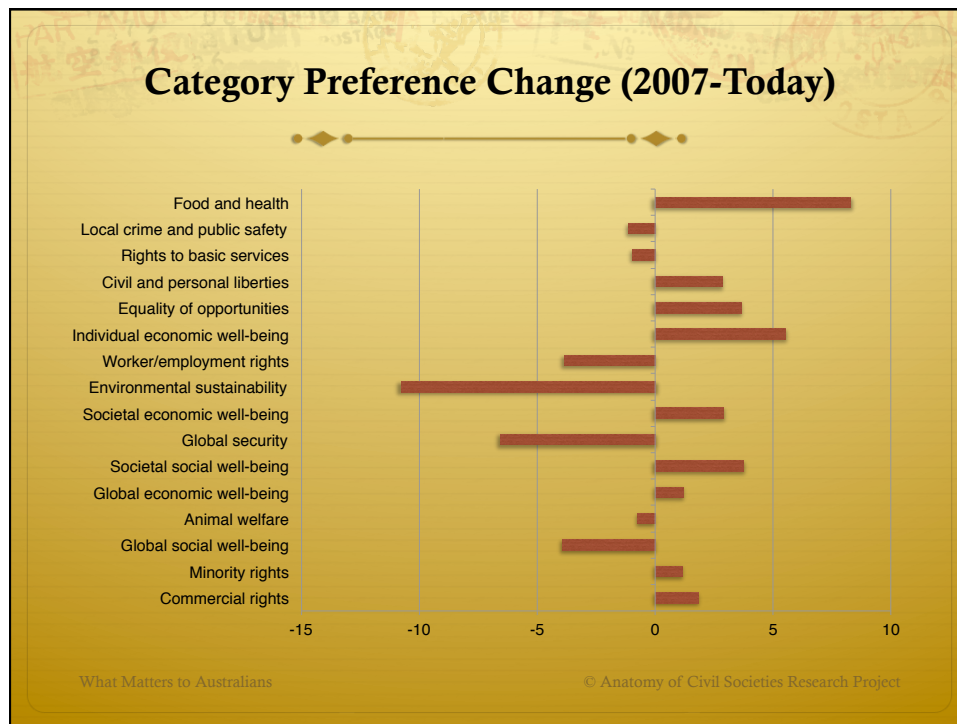
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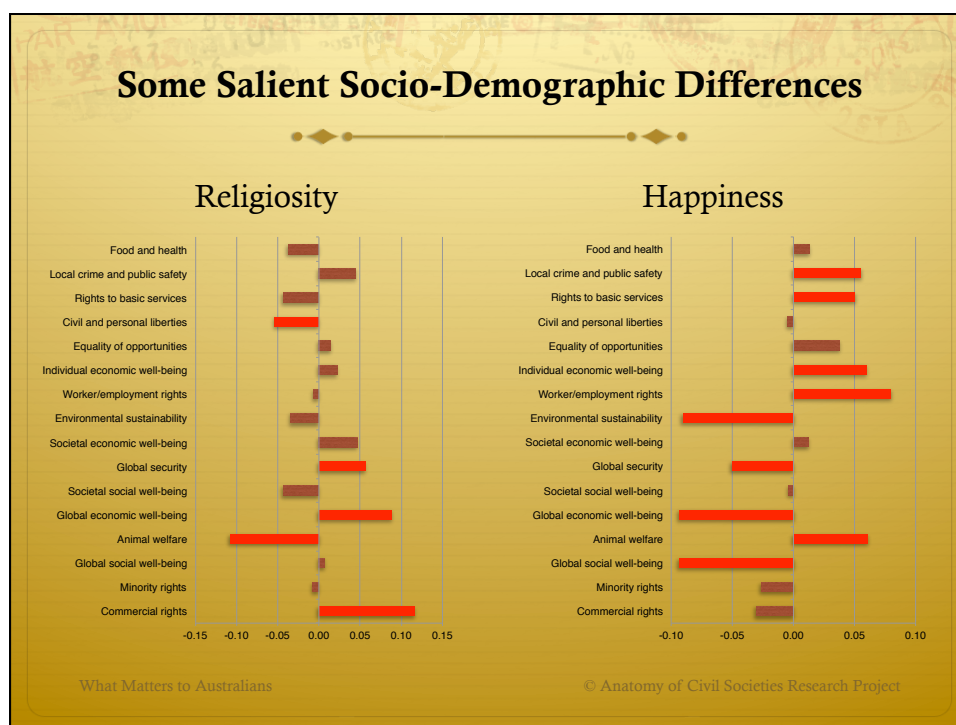
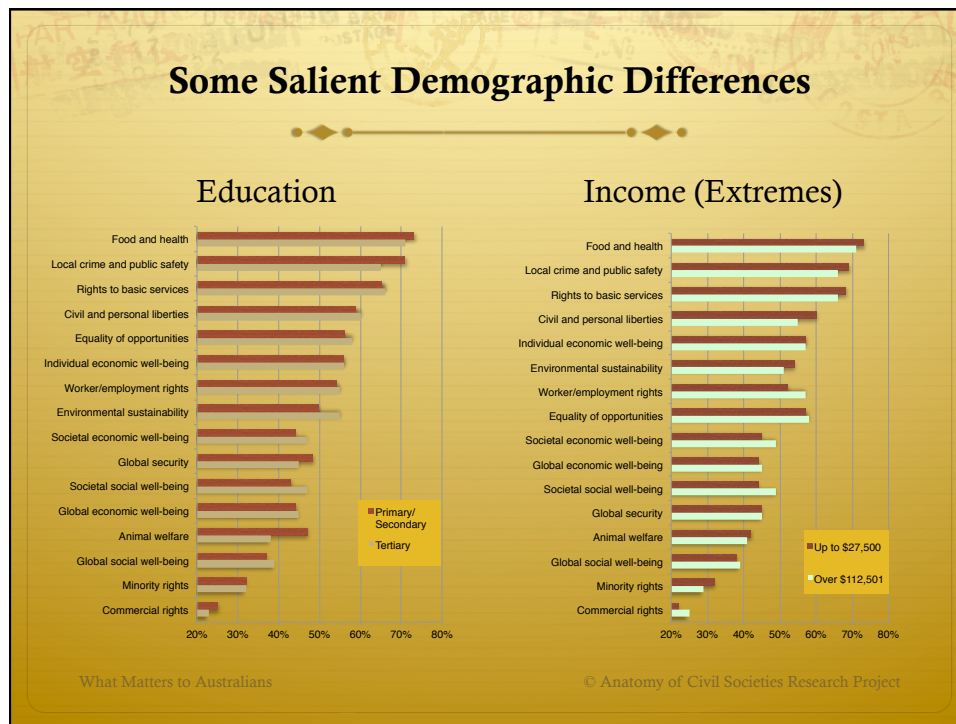
2007

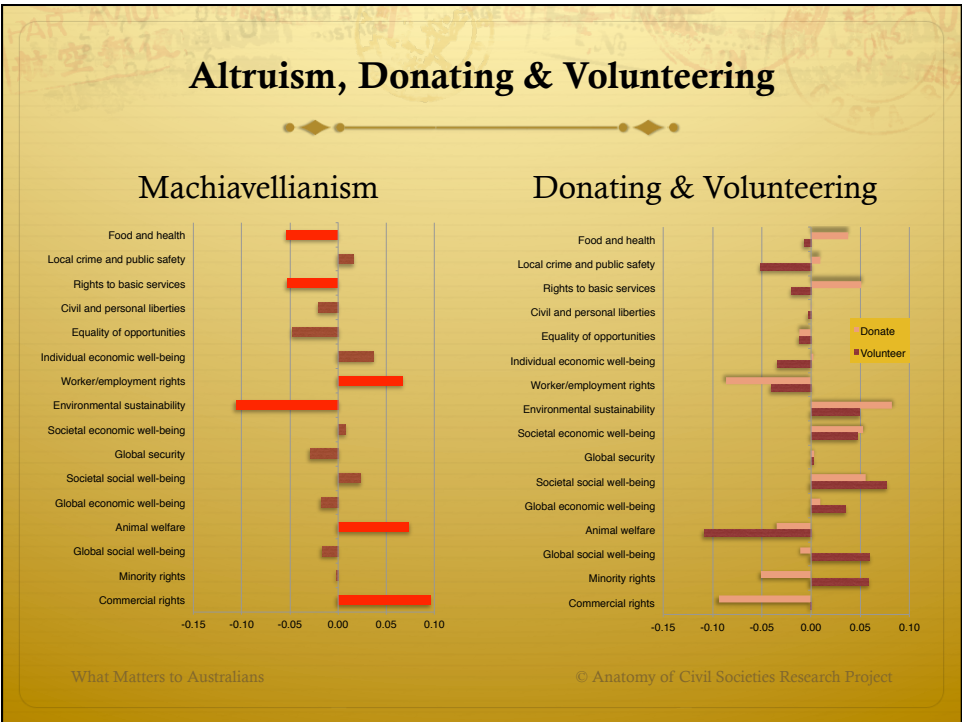
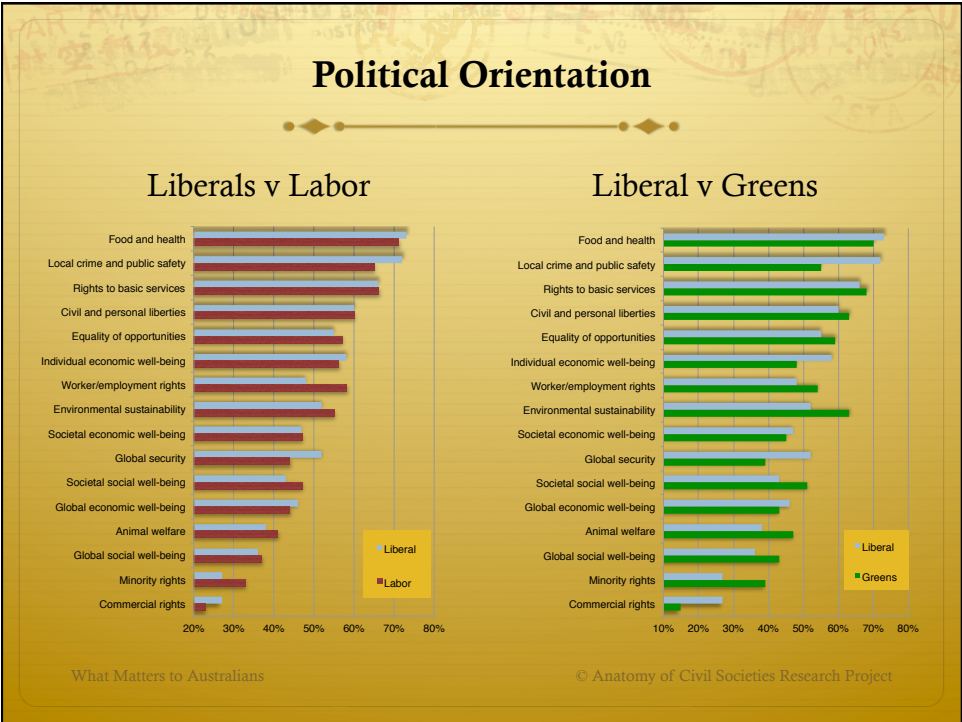


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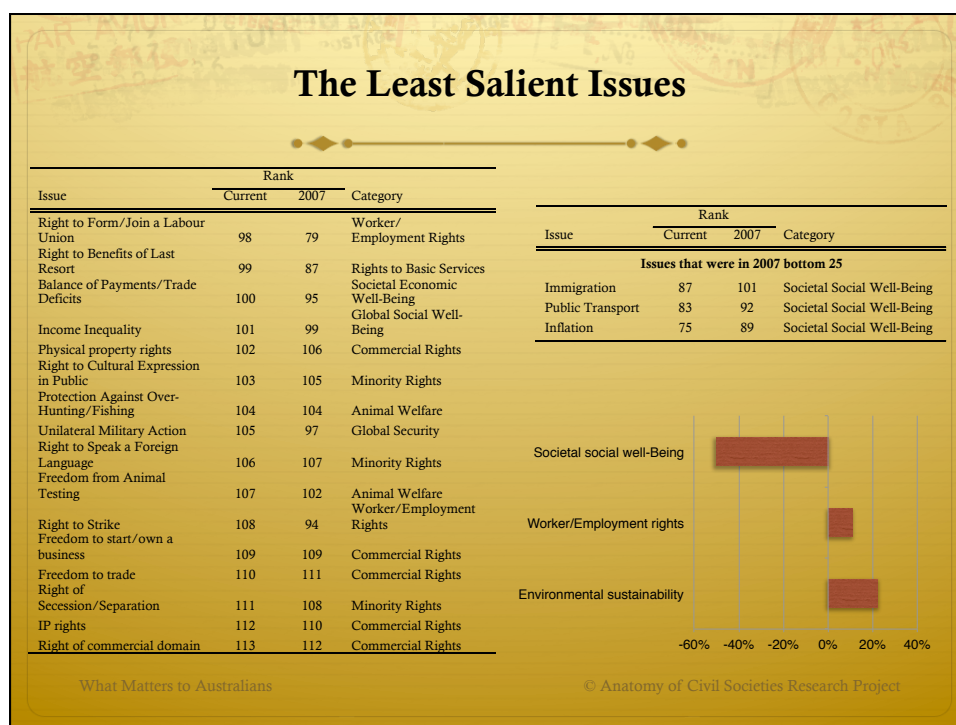
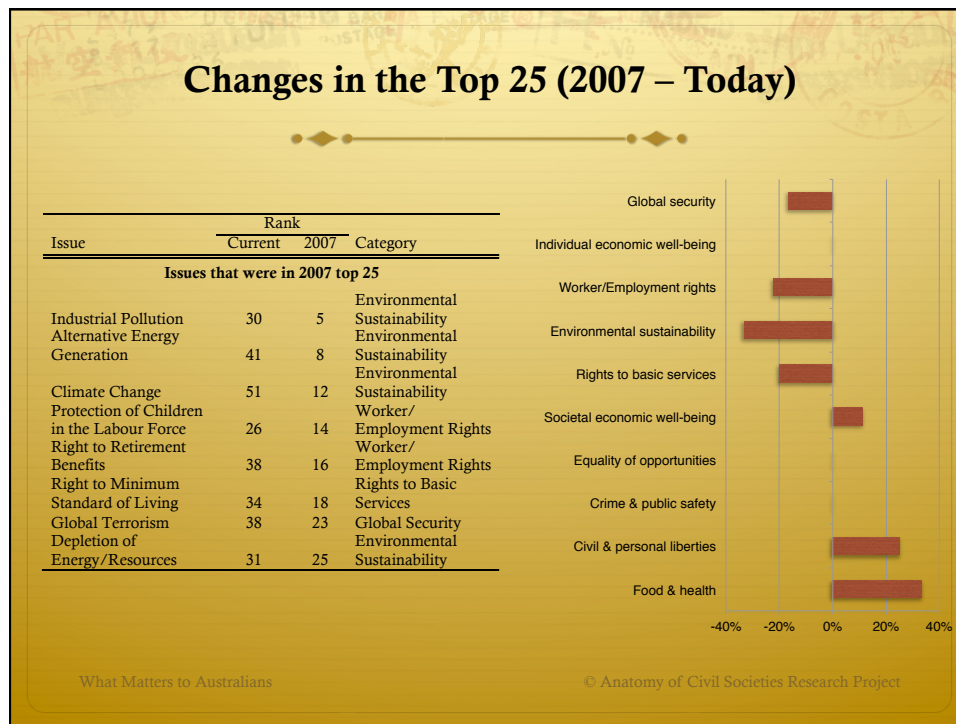






- ✦ Individuals also were rotated through mixtures of 113 different social issues. This was done within categories and then between categories. This gives us two sets of measures for each person, allowing us to calibrate the validity of the measures







### International Comparisons

- ✦ This work has been repeated in the UK, USA & Germany with studies in process elsewhere. This allows us to examine fundamental differences amongst different societies
  - ✦ Uniquely we are able to focus on the differences amongst individuals abstracting out the “cultural” from the structural
- ✦ Archetypal Typologies
  - ✦ We focus on creating segments of individuals that are “archetypes”
  - ✦ We then can characterize each individual as made up of a **mixture** of different “types” or “classes”

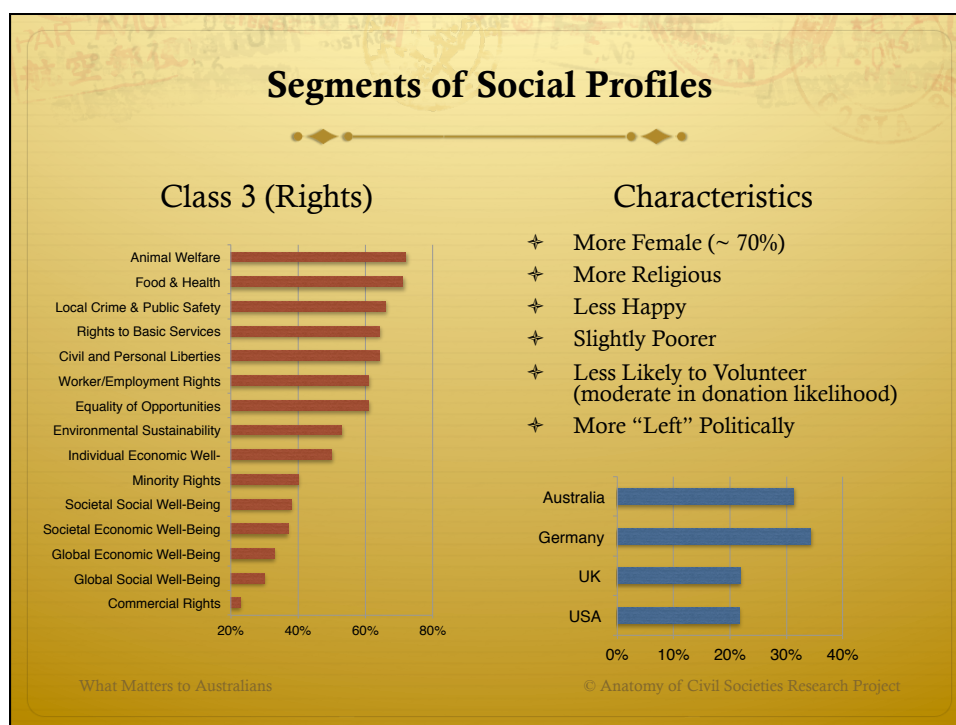
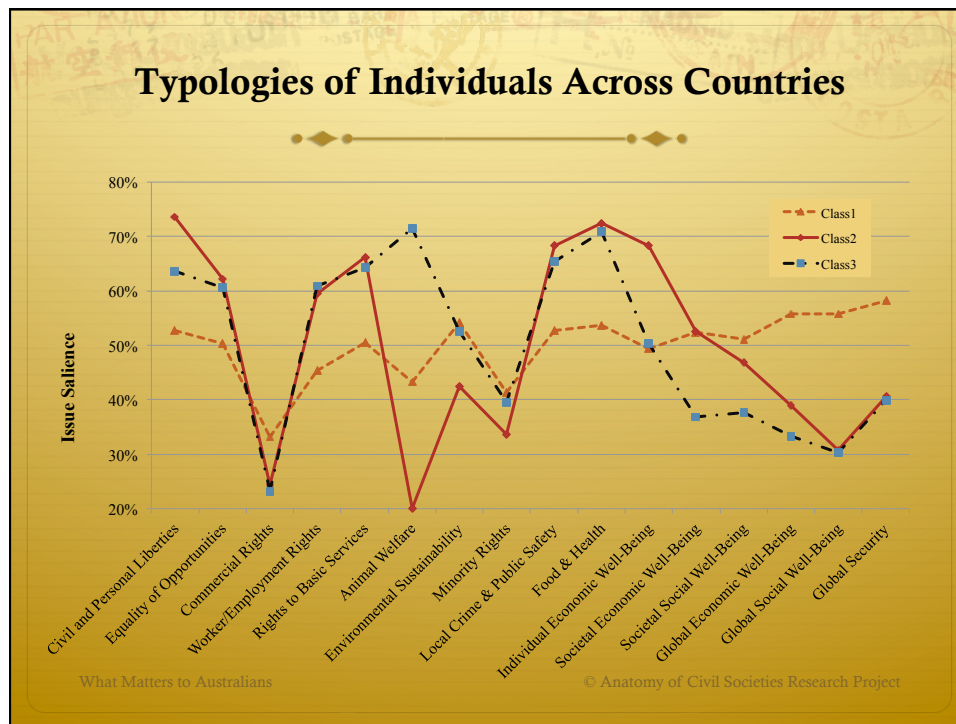
Class 1

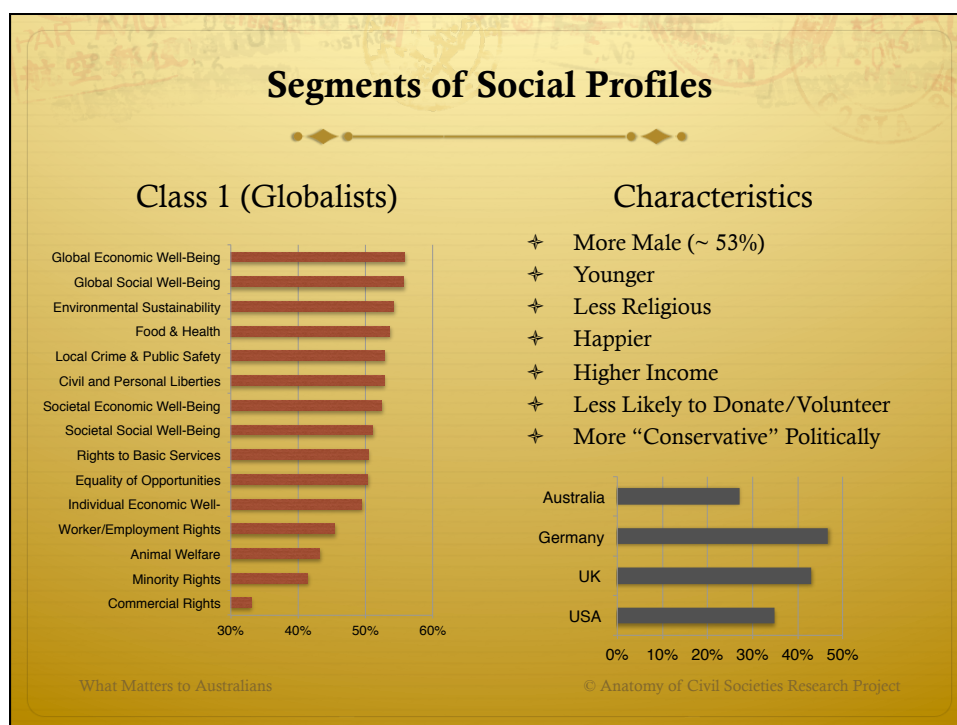
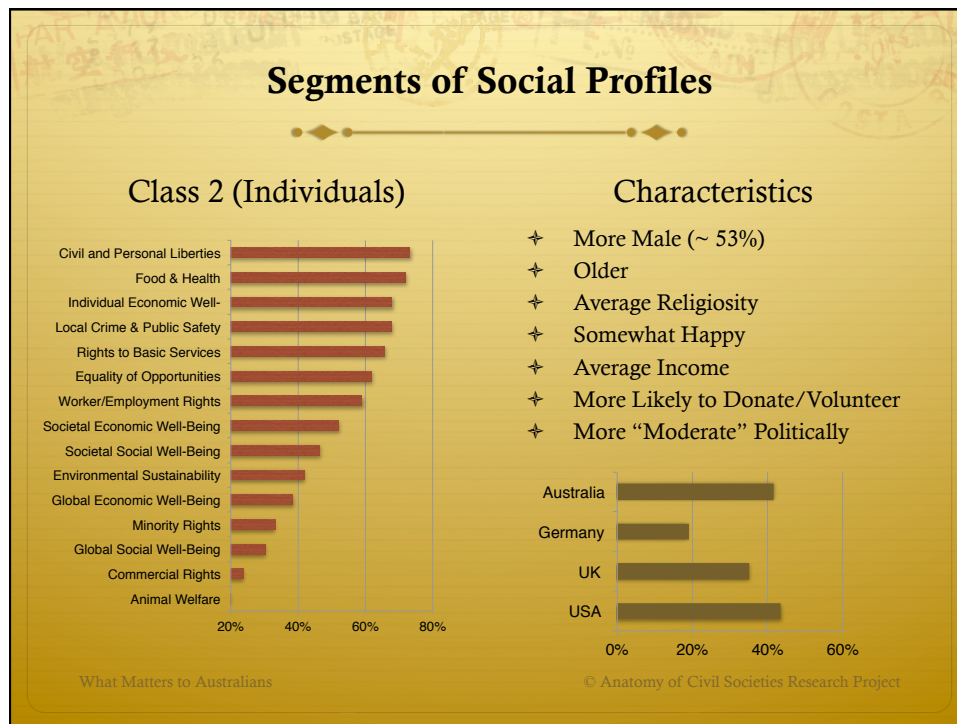
Class 2

Class 3

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## Some Conclusions & Discussion

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### What Do We Conclude (About Australians)

- ✦ Proximity matters
  - ✦ Individuals focus more intently on issues that are materially closer to what influences their lives
- ✦ Attempts at “demographic” characterizations are fraught with problems
  - ✦ Except potentially at the extremes
- ✦ However, looking at more revealing “socio-political” factors reveals insights
  - ✦ Religiosity: Individuals with strong religious beliefs reveal different preference patterns
  - ✦ Political Orientation: Individuals with extreme political views reveal different preference patterns
- ✦ When it comes to CSO involvement the traditional stereotypes are unlikely to hold much validity

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## What Do We Conclude (More Globally)

- ✦ The overall patterns seen in Australia are mirrored elsewhere
- ✦ Societies are made up of mixtures of individuals
- ✦ However, looking at more revealing “socio-political” factors reveals insights
  - ✦ Religiosity: Individuals with strong religious beliefs reveal different preference patterns
  - ✦ Political Orientation: Individuals with extreme political views reveal different preference patterns

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## How Might You Use What We are Doing?

- ✦ Can you work with what people believe?
  - ✦ If NO
    - ✦ Can you live with a niche of ‘believers’?
    - ✦ Can you change everyone’s preferences? Or at least enough of them?
  - ✦ If YES
    - ✦ Understand the issues against which you are ‘competing’
    - ✦ Understand what issues can be reframed
- ✦ Is there something fundamentally ‘incorrect’ in what people believe?
  - ✦ What are the mechanisms to ‘correct’ the error in belief?

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