
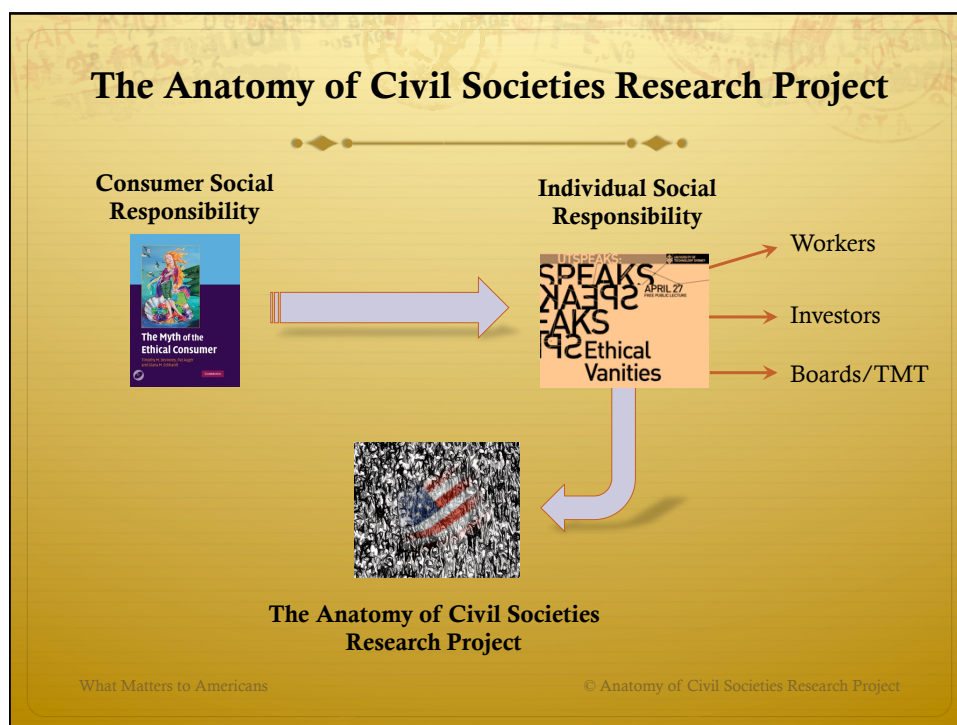


**What Matters to Americans:  
Social, Economic and Political Values**

— ◆ — ◆ —

The Anatomy of Civil Societies Research Project Team





## The Anatomy of Civil Societies Research Project

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**Consumer Social Responsibility**




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M. Ulrych, V. Laoledchai

**Individual Social Responsibility**



*R. Belk, C. Eckert,  
J. Schwalbach, H. Sattler*



**The Anatomy of Civil Societies Research Project**

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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, Amnesty International 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

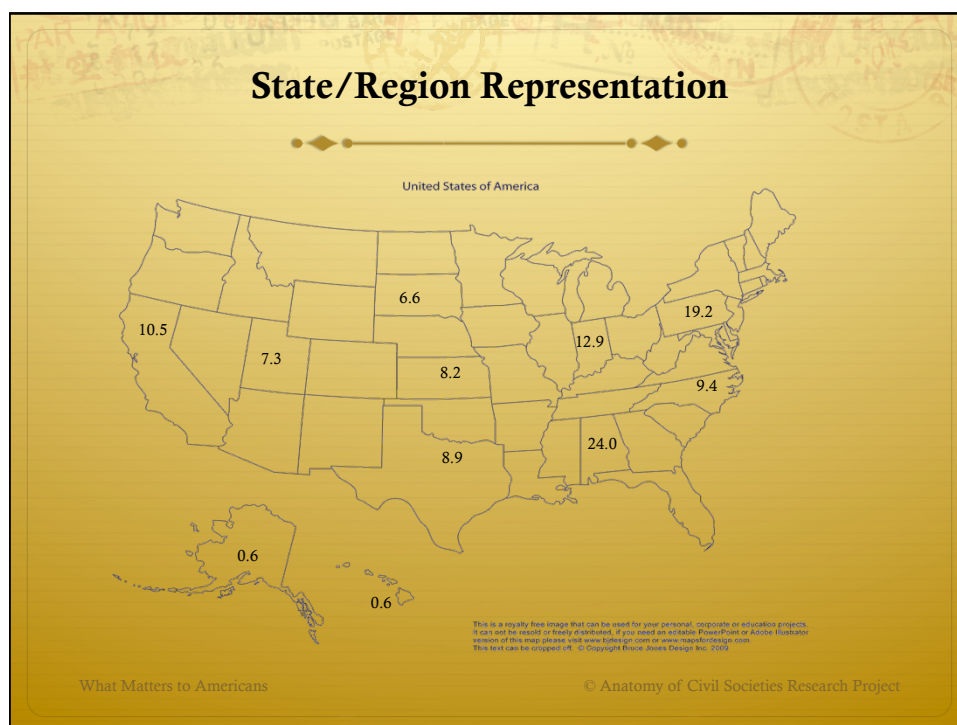
*All aimed at providing a comprehensive “anatomy” of CSO supporters within the contexts of the societies in which they exist*

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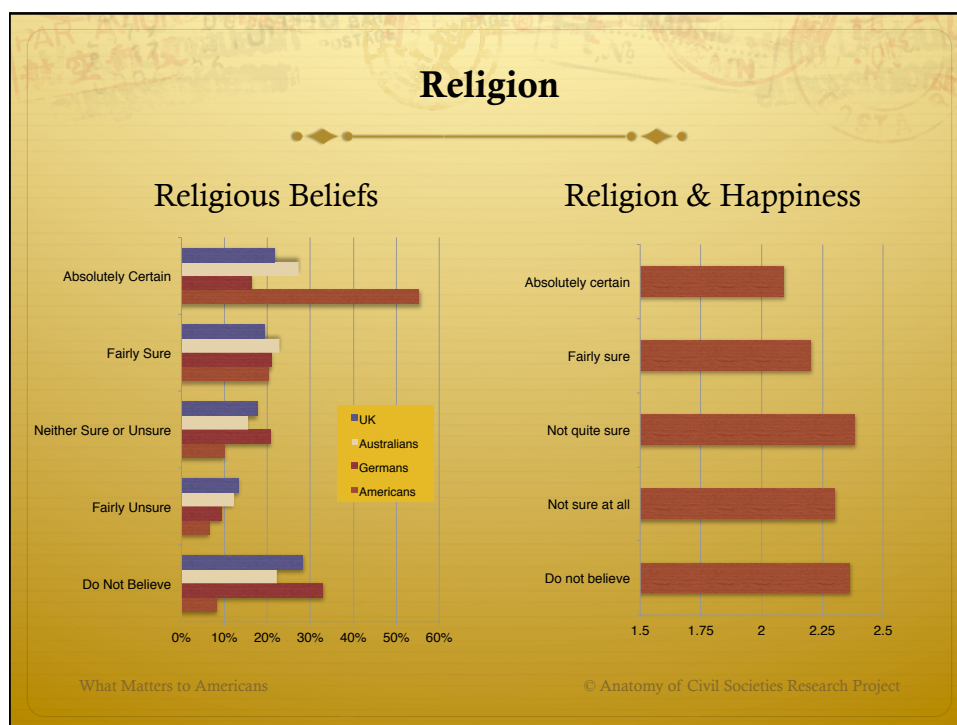
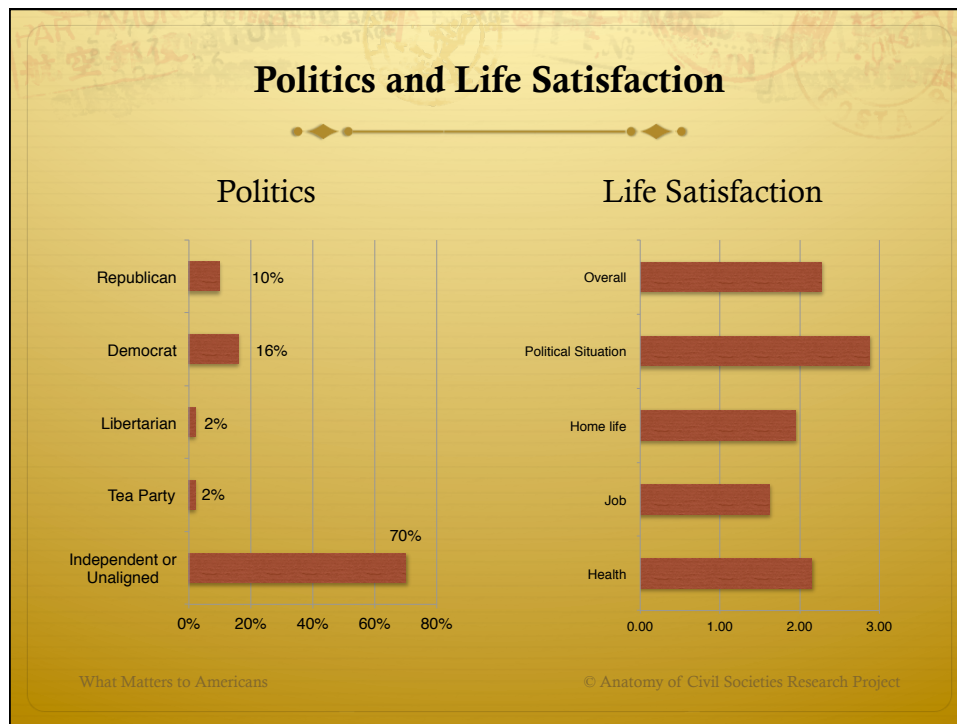


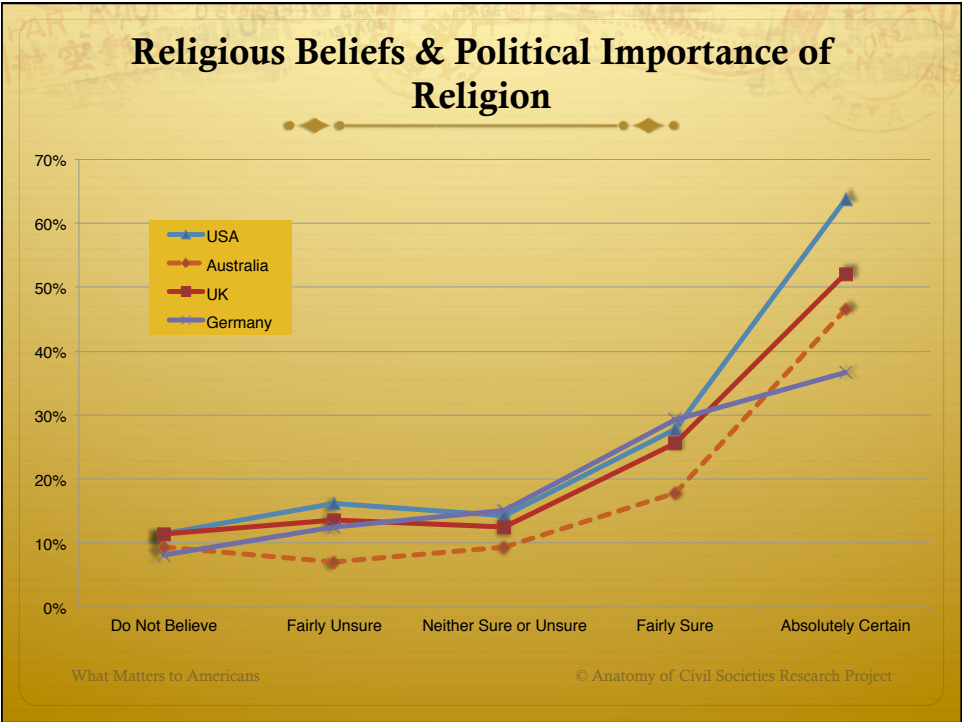
## Some Background Information

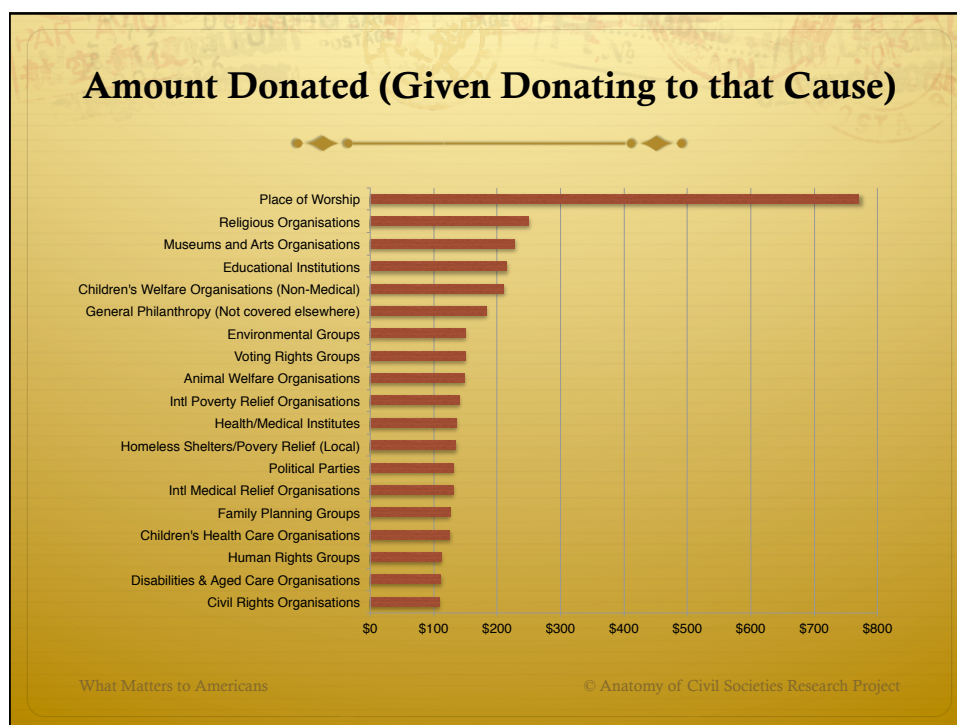
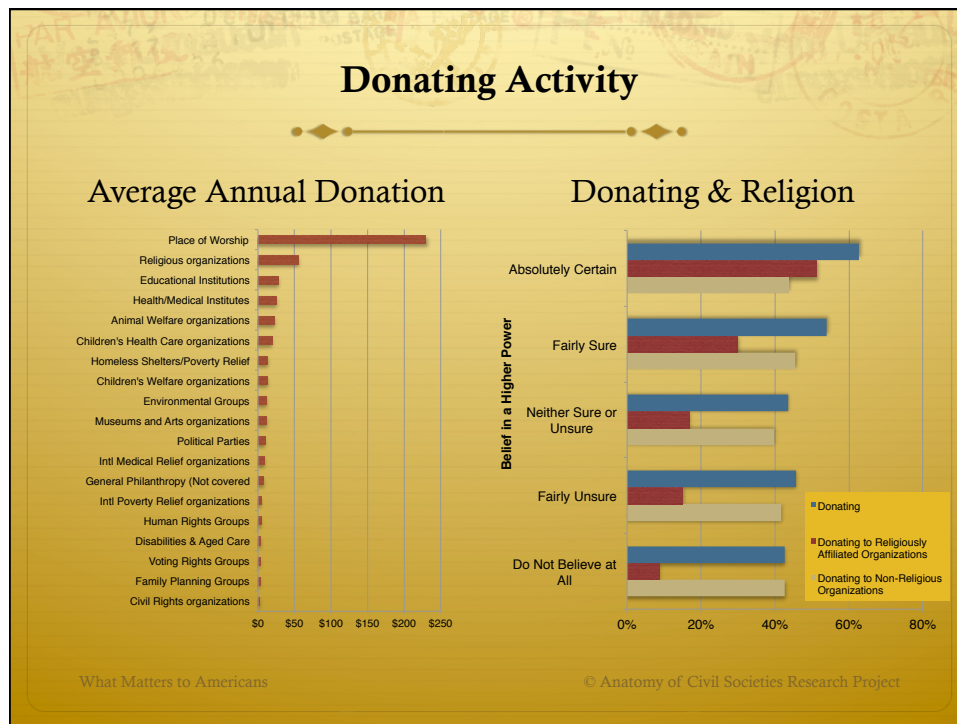
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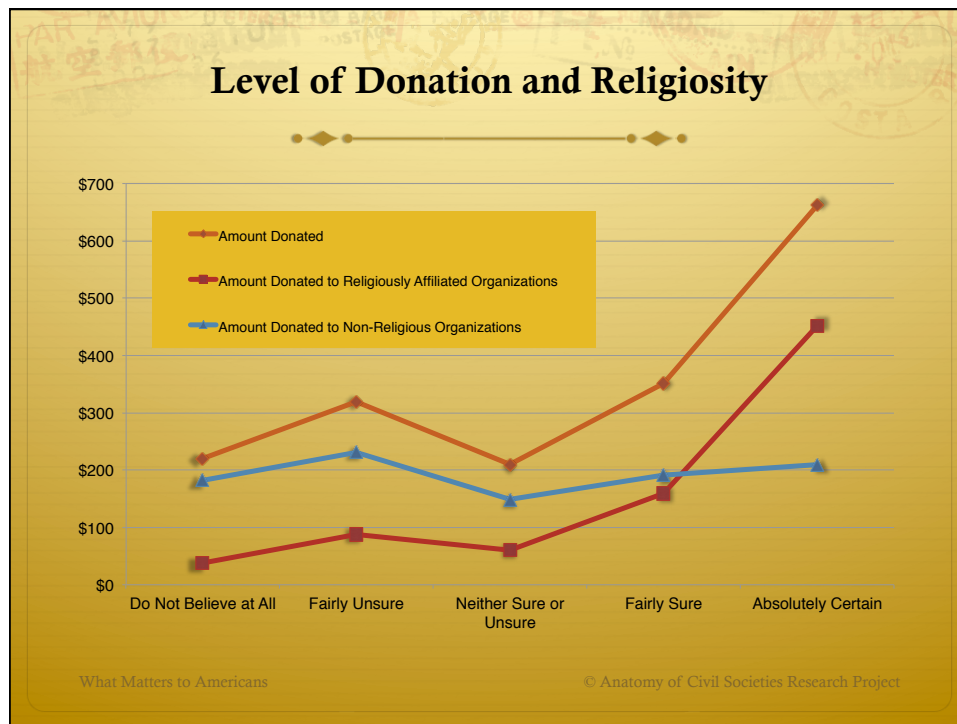










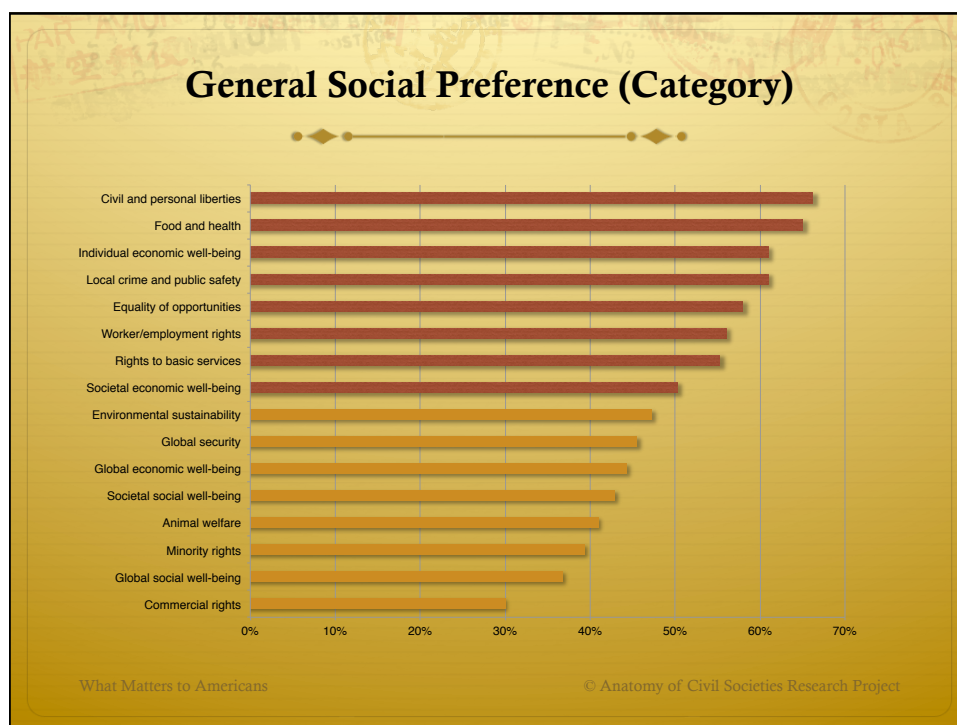


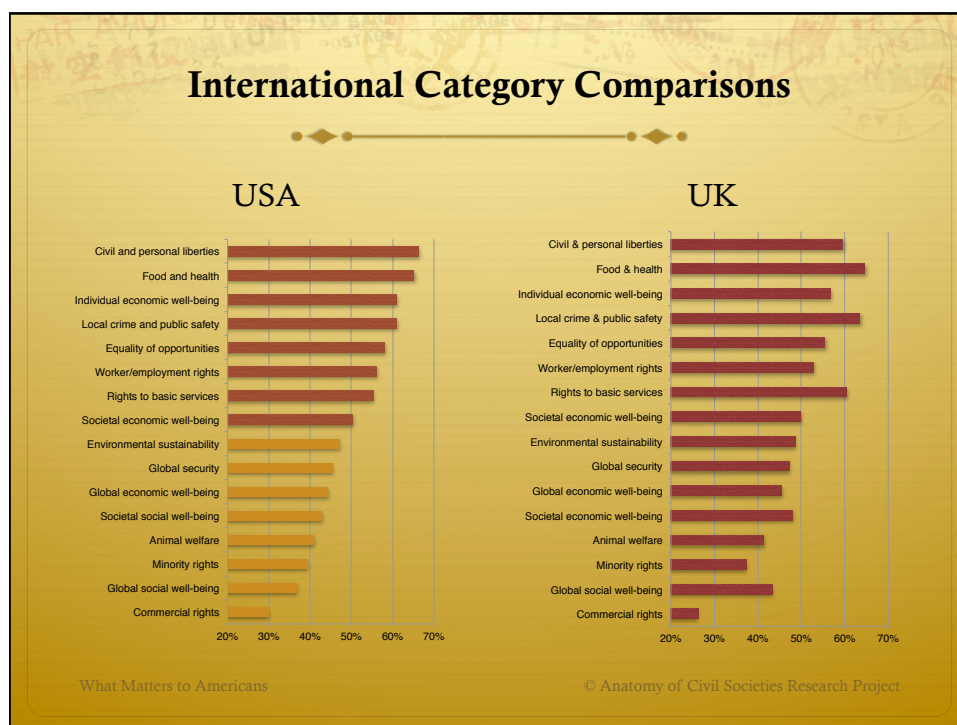
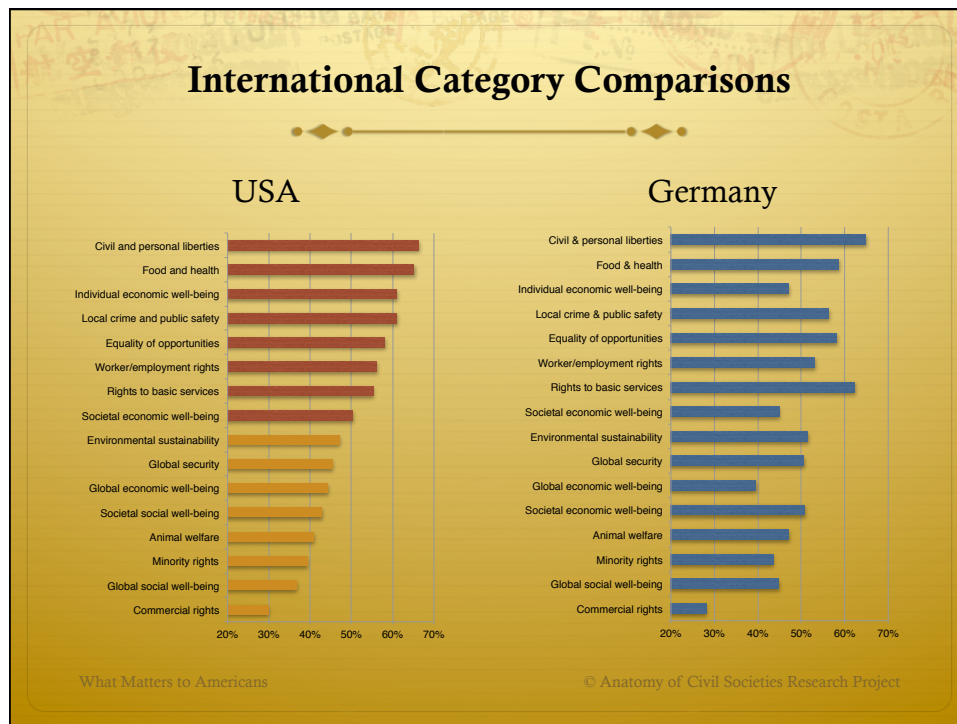


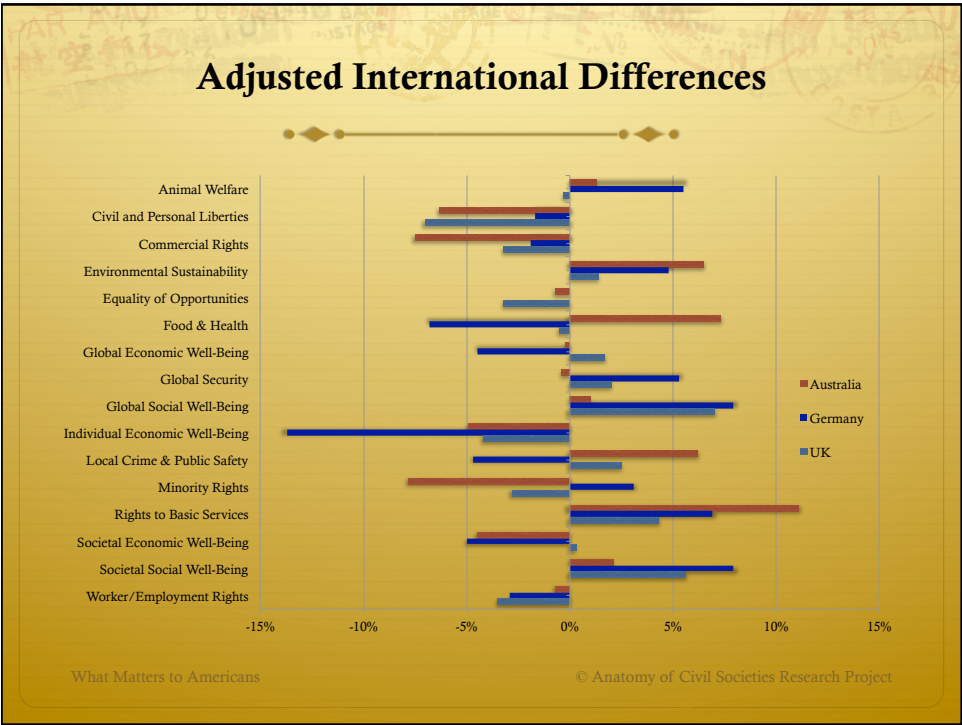
### Social Preference Profiles (Categories)

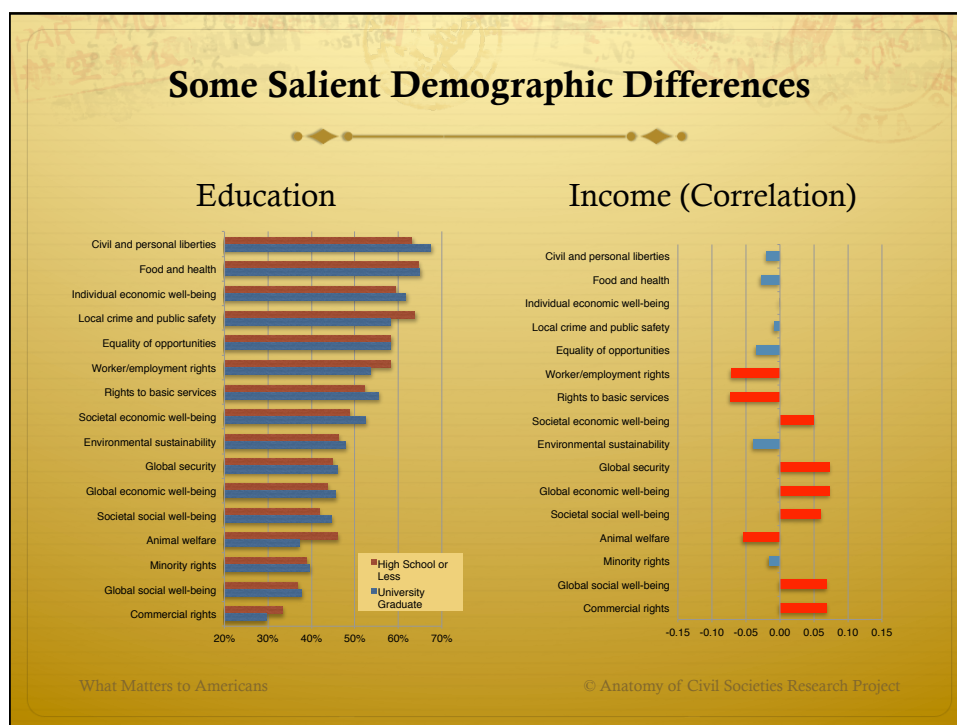
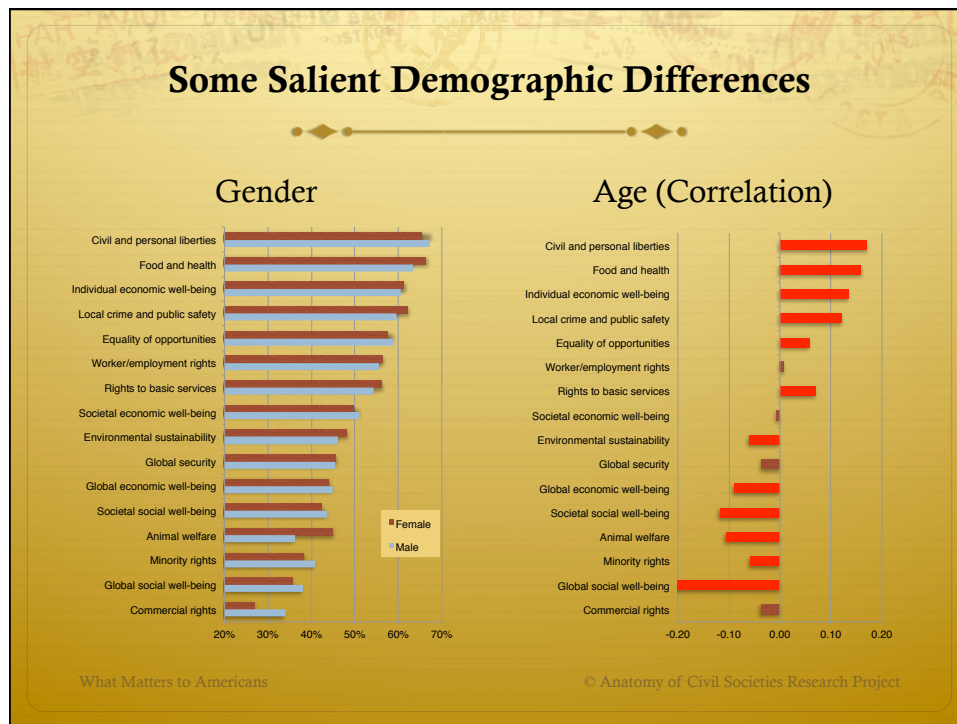
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: 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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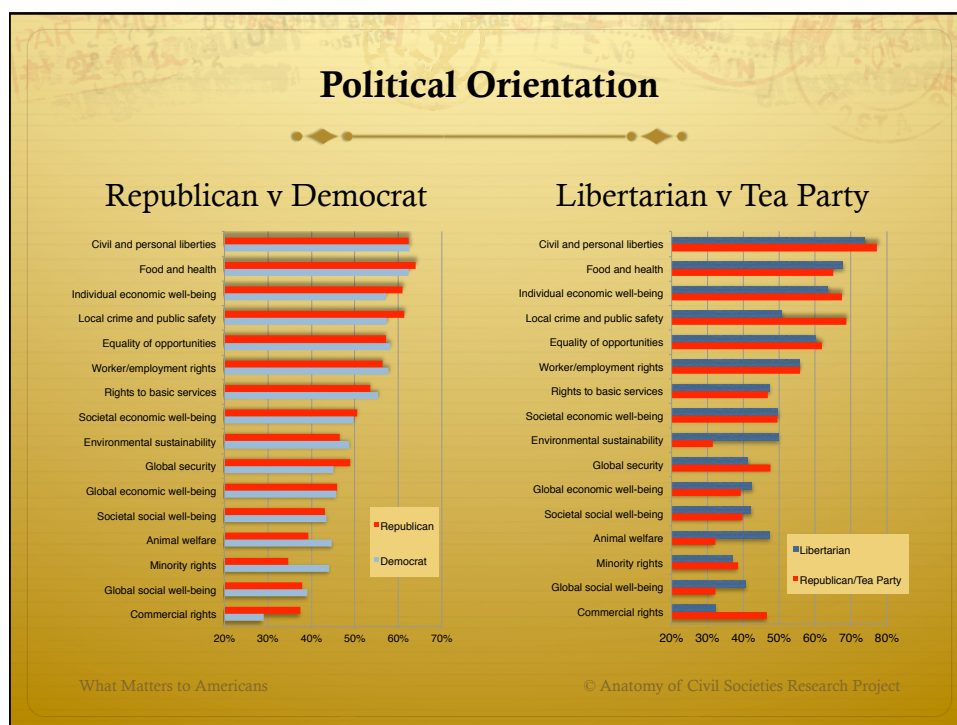
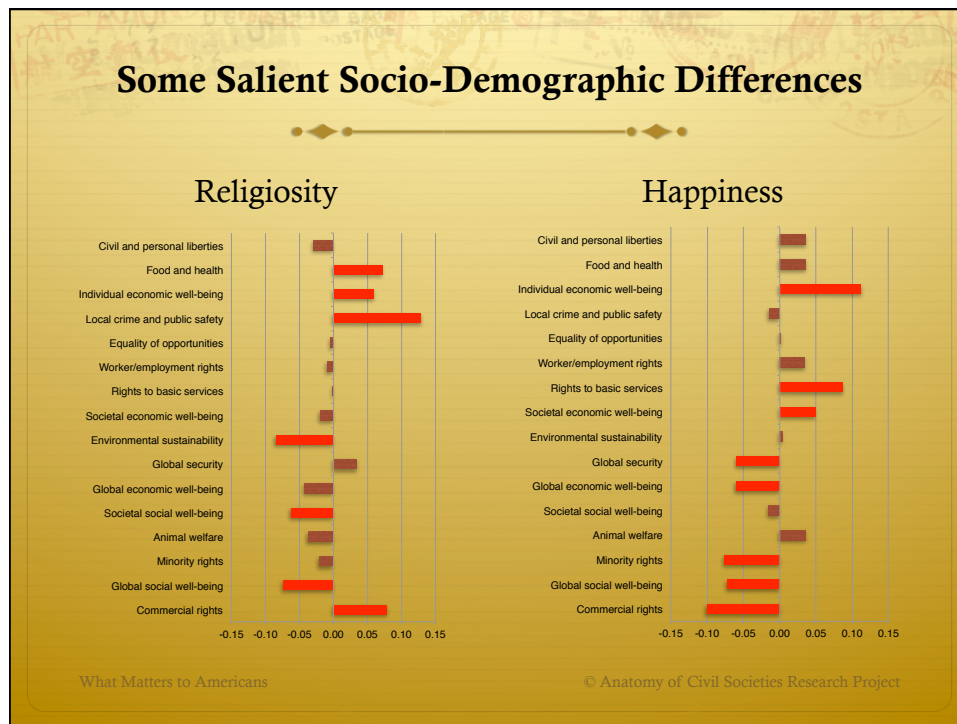


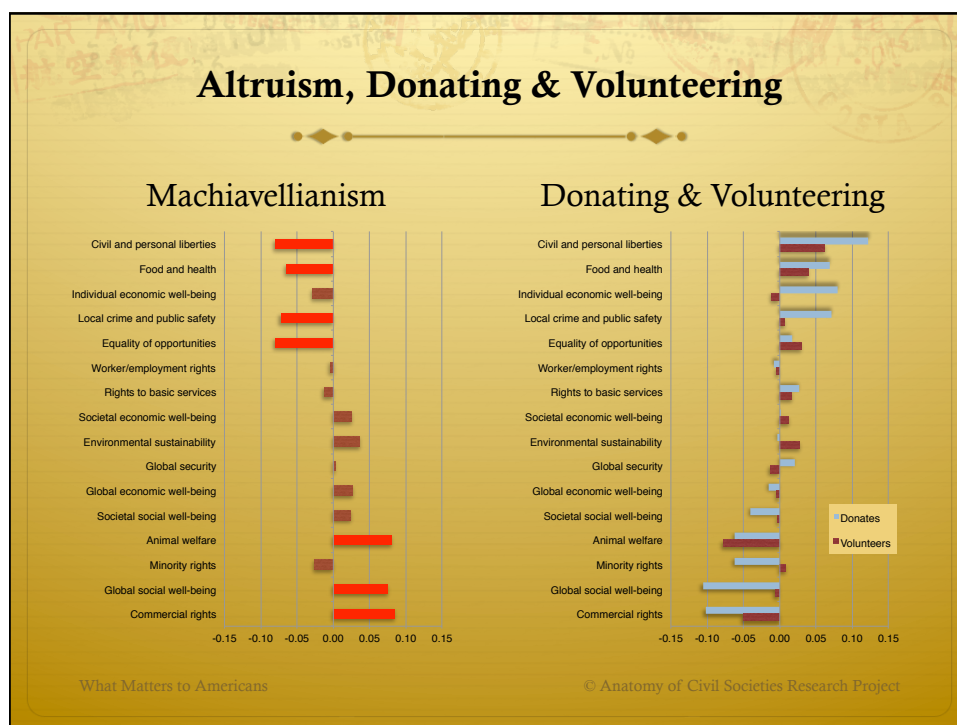
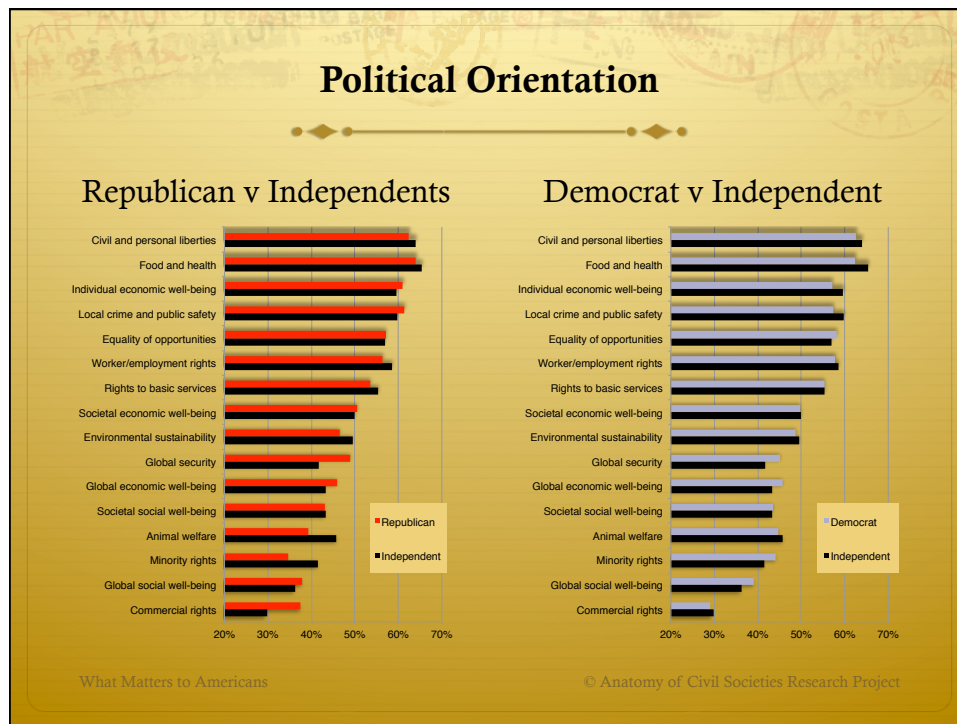














## Some Micro Issues

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## Looking at the Micro Issues

✦ 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

Sub-Issue	Rank	Category
Clean Water and Sanitation	1	Food & Health
Cost of Daily Living	2	Individual Economic Well-being
Economic Growth	3	Societal Economic Well-being
Protection from Violent Crime	4	Local Crime & Public Safety
Right of Free Speech	5	Civil & Personal Liberties
Child Pornography & Sexual Exploitation	6	Local Crime & Public Safety
Right to Life	7	Civil & Personal Liberties
Right of Liberty	8	Civil & Personal Liberties
Freedom from Harm	9	Civil & Personal Liberties
Legal Rights	10	Civil & Personal Liberties
Disabilities	11	Equality of Opportunities
Right of Access to Food	12	Rights to Basic Services
Age: Elderly	13	Equality of Opportunities
Mental Illness	14	Food & Health
Right to a Safe Work Environment	15	Worker/Employment Rights

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### Internationally

Rank	United States	Germany	United Kingdom	Australia
1	Clean Water and Sanitation	Right to Life	Cost of Daily Living	Clean Water and Sanitation
2	Cost of Daily Living	Right of Liberty	Clean Water and Sanitation	Protection from Violent Crime
3	Economic Growth	Clean Water and Sanitation	Child Pornography & Sexual Exploitation	Cost of Daily Living
4	Protection from Violent Crime	Freedom from Harm	Protection from Violent Crime	Child Pornography & Sexual Exploitation
5	Right of Free Speech	Right of Access to Food	Economic Growth	Right of Access to Healthcare, Medicines
6	Child Pornography & Sexual Exploitation	Right of Free Speech	Right of Access to Food	Right of Access to Food
7	Right to Life	Child Pornography & Sexual Exploitation	Right to Life	Mental Illness
8	Right of Liberty	Quality Schooling	Right of Access to Healthcare, Medicines	Alcoholism and Drug Abuse
9	Freedom from Harm	Economic Growth	Disabilities	Disabilities
10	Legal Rights	Disabilities	Age: Elderly	Age: Elderly
11	Disabilities	Age: Elderly	Mental Illness	Economic Growth
12	Right of Access to Food	Right of Access to Healthcare, Medicines	Freedom from Harm	Freedom from Harm
13	Age: Elderly	Right to Retirement Benefits	Right to a Safe Work Environment	Right to Life
14	Mental Illness	Age: Youth	Right to Minimum Standard of Living	Right to a Safe Work Environment
15	Right to a Safe Work Environment	Protection from Violent Crime	Infant Mortality	Suicide

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### The Least Salient Issues

Sub-Issue	Rank	Category
Balance of Payments/Trade Deficits	99	Societal Economic Well-being
Right to Benefits of Last Resort	100	Rights to Basic Services
Right to Strike	101	Worker/Employment Rights
Third-World Poverty	102	Global Social Well-being
Population Growth	103	Global Social Well-being
Humane Farming	104	Animal Welfare
Right to Speak a Foreign Language	105	Minority Rights
Third World Debt	106	Global Economic Well-being
Freedom to start/own a business	107	Commercial Rights
Freedom from Animal Testing	108	Animal Welfare
Right of Secession/Separation	109	Minority Rights
Freedom to Trade	110	Commercial Rights
Intellectual Property Rights	111	Commercial Rights
Protection Against Over-Hunting/Fishing	112	Animal Welfare
Right of Commercial Domain	113	Commercial Rights

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## Internationally

Rank	United States	Germany	United Kingdom	Australia
99	Balance of Payments/ Trade Deficits	Public Transport	Free Trade Policy	Right to Benefits of Last Resort
100	Right to Benefits of Last Resort	Freedom from Animal Testing	Humane Farming	Balance of Payments/Trade Deficits
101	Right to Strike	Free Trade Policy	Right to Benefits of Last Resort	Income Inequality
102	Third-World Poverty	Personal Pollution	Balance of Payments/Trade Deficits	Physical property rights
103	Population Growth (Global Social)	Government Budget Deficit	Right to Cultural Expression in Public	Right to Cultural Expression in Public
104	Humane Farming	Balance of Payments/ Trade Deficits	Right to Strike	Protection Against Over-Hunting/Fishing
105	Right to Speak a Foreign Language	Right to Strike	Right to Speak a Foreign Language	Unilateral Military Action
106	Third World Debt	Protection Against Over-Hunting/Fishing	Freedom from Animal Testing	Right to Speak a Foreign Language
107	Freedom to start/own a business	Right of Secession/Separation	Right of Secession/ Separation	Freedom from Animal Testing
108	Freedom from Animal Testing	Interest Rates	Protection Against Over-Hunting/ Fishing	Right to Strike
109	Right of Secession/ Separation	Physical property rights	Freedom to start/own a business	Freedom to start/own a business
110	Freedom to trade	Right of commercial domain	Physical property rights	Freedom to trade
111	Intellectual property rights	Intellectual property rights	Freedom to trade	Right of Secession/Separation
112	Protection Against Over-Hunting/ Fishing	Freedom to trade	Intellectual property rights	Intellectual property rights
113	Right of commercial domain	Freedom to start/ own a business	Right of commercial domain	Right of commercial domain

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## What Do We Conclude (About Americans)

- ✦ 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 American are mirrored elsewhere
  - ✦ The major difference is related to religion/politics
    - ✦ Religiosity: Individuals with strong religious beliefs reveal different preference patterns (and there are more of these in America)
    - ✦ Political Orientation: Individuals with extreme political views reveal different preference patterns (and there are less of these in America)
- ✦ Americans are less environmentally concerned and more likely to reveal a more individualistic and materialistic position relative to Australians, citizens of the UK, and Germans

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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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## Thank You



A Break & Then a Discussion



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