

2013

# 2013 Social Change Impact Report

Walden University

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2013

SOCIAL  
CHANGE  
IMPACT  
REPORT

WALDEN  
UNIVERSITY

*A higher degree. A higher purpose.*

# The 2013 Social Change Impact Report identifies distinctive profiles of social change agents around the world and includes many of their key motivations, interests and levels of involvement, **ultimately putting a face on social change agents.**

**W**ALDEN UNIVERSITY commissioned the first annual Social Change Impact Report in 2011 to determine the state of global social change, including what it means to people around the world and how they work together to advance social change issues of interest now and in the future. Subsequent reports have revealed that social change is an important global phenomenon that occurs because of the motivations that drive individuals to make a local or global difference.

Aspiring to know more about people who are involved in positive social change, the 2013 Social Change Impact Report identifies distinctive profiles of social change agents around the world and includes many of their key motivations, interests and levels of involvement, ultimately putting a face on social change agents.

In addition to establishing these profiles, the 2013 survey reveals that participation in social change has maintained its importance, is widespread and is moving forward as a result of people working together to address the issues most important to them. What's more, findings reveal that education continues to play a vital role in providing opportunities for social change engagement, which, if modeled to and started at a young age, may lead to more involvement in adulthood.

Social change can mean different things to different people. For the purpose of this report, positive social change refers to involvement in activities that improve the lives of individuals and communities locally and around the world. It includes a range of activities, such as volunteering or service; donating money, goods or services; and educating others about a particular issue or cause; etc.

Commissioned by Walden University and conducted by Harris Interactive, the Social Change Impact Report is based on a survey of more than 9,000 adults in Brazil, Canada, China, Germany, India, Jordan, Mexico and the United States (see the appendix for more information). The survey design was informed by two sets of online discussion groups: a global group with 19 thought leaders on social change in Brazil, China, Germany, India, Jordan and Mexico, and a North American group with 22 social change agents in Canada and the U.S.

The Social Change Impact Report illustrates one of the many ways Walden University is leading and contributing to positive social change around the world. Since its founding in 1970, Walden has attracted students who seek knowledge both to advance their careers as well as address challenges in their communities and industries.



# INVOLVEMENT

IN POSITIVE SOCIAL CHANGE IS WIDESPREAD AND MOVING FORWARD

As in 2011 and 2012, adults this year say that **being personally involved** in positive social change is **important**.

Promoting positive social change is valued by people around the globe.

As in 2011 and 2012, adults in all countries measured this year (85%, on average<sup>1</sup>) say that being personally involved in positive social change is important. Since 2012, Brazil, Canada, India, Mexico and the U.S. have seen small increases in importance. Levels of importance have remained steady in Jordan but have declined slightly in China and Germany since last year.

<sup>1</sup> Data provided for an individual country is representative of that country. The "Average Result" is the arithmetic average across the countries. This measure does not account for differences in population size and thus is not representative.

## People demonstrate their belief in social change with action.

Eight in 10 adults (83%, on average) have participated in a positive social change activity in the past six months. One-quarter of adults (27%, on average) say they do something to engage in positive social change at least once a month. Less than one in 10 adults (8%, on average) say they never engage in positive social change activities.

- » Brazil (35%), Jordan (33%) and Mexico (32%) rank highest for monthly participation in social change, while adults in China (20%) and Germany (16%) are least likely to participate this frequently.
- » Germany (19%), the U.S. (12%) and Jordan (11%) have the largest segments of the population reporting that they never engage in positive social change activities.
- » In Canada, Germany, India and Mexico, social change engagement levels have held constant since 2012, but they have dipped slightly in Brazil (90% vs. 94%), China (91% vs. 94%), Jordan (78% vs. 87%) and the U.S. (76% vs. 79%).

## Participation in social change is seen as having positive momentum by many adults.

In many countries, a majority of adults (58%, on average) say that being involved in positive social change is on its way up and an additional 34%, on average, say that it is holding its ground. Few adults (9%, on average) say that the positive social change movement is on its way down.

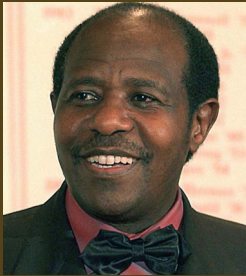
- » A majority of adults in Brazil (72%), China (72%), India (66%) and Jordan (72%) describe involvement in positive social change as being on its way up.
- » In other countries, the view tends to be split between involvement being on its way up and holding its ground: Canada (48% vs. 44%), Germany (42% vs. 43%), Mexico (46% vs. 47%) and the U.S. (45% vs. 47%).

**FIGURE I: How important is it to you personally to be involved in positive social change?**

We'd like to ask you a few questions about your views on and experiences with positive social change. Positive social change or social action refers to involvement in activities that make improvements in the lives of individuals and communities, locally and around the world. It can include a range of activities, such as volunteering or service; donating money, goods or services; educating others about a particular issue or cause; etc.

	BRAZIL		CANADA		CHINA		GERMANY		INDIA		JORDAN		MEXICO		U.S.	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Very Important / Somewhat Important [NET]	91%	96%	74%	80%	90%	85%	72%	66%	89%	93%	90%	85%	94%	96%	73%	77%
Very Important	43%	53%	25%	26%	46%	37%	20%	14%	46%	54%	48%	36%	60%	53%	26%	25%
Somewhat Important	47%	42%	49%	54%	45%	49%	52%	51%	44%	39%	42%	49%	35%	44%	46%	52%
Not Too / Not At All Important [NET]	9%	4%	26%	20%	10%	15%	28%	34%	11%	7%	10%	15%	6%	4%	27%	23%
Not Too Important	6%	3%	21%	16%	8%	14%	25%	31%	7%	6%	7%	13%	5%	4%	20%	17%
Not At All Important	4%	1%	4%	3%	1%	1%	3%	3%	4%	1%	3%	2%	1%	*	7%	6%

\* Less than 0.5%



**PAUL RUSESABAGINA**

Humanitarian and founder of the Hotel Rwanda Rusesabagina Foundation

.....

"I think we need to make a positive difference. This

should be the mission of everyone. If we all can get involved, this world will always be a better world. Social change is a need, a must."

**Widespread support exists for schools to provide opportunities to participate in social change.**

Many adults participated in positive social change activities or volunteered when they were in high school themselves.

- » Nine in 10 adults (93%, on average) agree that it is important that schools provide opportunities for young people to be involved in positive social change activities.
- » Nearly half of adults (47%, on average) participated in school-related positive social change activities or volunteering when they were in high school (as part of a school requirement or a non-mandatory activity connected to the school).
- » Overall, seven in 10 adults (70%, on average) participated in either school-related or non-school-related social change activities or volunteering when they attended high school.

**People consider a company's position on social change issues when making purchasing decisions.**

- » Eight in 10 adults (81%, on average) say that when purchasing a product or service, they make an effort to choose a company that behaves responsibly toward the people and environment in the communities where it operates.
- » Eight in 10 adults (79%, on average) say that when purchasing a product or service, they make an effort to choose a company that supports good causes.



**93%** agree that it is important that **schools provide opportunities** for young people to be involved in positive social change activities.



**DR. ANJALI FORBER-PRATT**

World champion, Paralympian, advocate and author

.....  
 "Social change is important because the world we live in changes every moment. We still have a long way to go to achieve peace and equity, and every effort big and small makes a contribution toward this. Our actions that contribute to the greater good also are our signature or legacy to be left on the world."

Depending on the country, education or social justice is considered to be the most important positive social change topic.

Poverty is among the top two most important topics in four countries: Germany, Jordan, Mexico and the U.S.

- » Education is the top topic in Brazil, Canada, India, Mexico and the U.S.
- » Social justice is the top topic in China, Germany and Jordan.
- » The environment and "green" issues are among the five most important social change topics in China, Germany and Mexico.
- » India is the only country in which women's rights is among the top five most important social change topics.

.....  
**73%**

India is the only country in which **women's rights** is among the **top five** most important social change topics.

**FIGURE 2:** When it comes to positive social change, what are the areas or topics that are most important to you?

	BRAZIL	CANADA	CHINA	GERMANY	INDIA	JORDAN	MEXICO	U.S.
RANK								
1	Education 89%	Education 68%	Social Justice 76%	Social Justice 71%	Education 86%	Social Justice 82%	Education 81%	Education 62%
2	Public Safety 79%	Health Issues 66%	Environment and "Green" Issues 71%	Poverty 64%	Public Safety 74% (tied)	Poverty 77%	Poverty 74%	Poverty 59%
3	Social Justice 75%	Social Justice 64%	Education 69%	Education 62%	Social Justice 74% (tied)	Children or Youth 67%	Social Justice 66% (tied)	Health Issues 56%
4	Poverty 73%	Poverty 63%	Health Issues 63%	Environment and "Green" Issues 60%	Women's Rights 73%	Education 65%	Public Safety 66% (tied)	Children or Youth 55%
5	Health Issues 68%	Availability of Clean Water and Food 61%	Poverty 62%	Availability of Clean Water and Food 57%	Poverty 68% and Availability of Clean Water and Food 68% (tied)	Availability of Clean Water and Food 61%	Environment and "Green" Issues 66% (tied)	Availability of Clean Water and Food 53%

## Adults engaged in positive social change tend to support more than one issue or cause.

People’s chosen issues include those of local and global importance as well as personal impact.

- » Two-thirds of those engaged in positive social change (67%, on average) report that their activities have been for many different issues or causes.
- » Three-quarters of those engaged in positive social change (77%, on average) agree that they chose their issue or issues because of the importance for their local community.
- » More than seven in 10 of those engaged in positive social change (72%, on average) agree that they chose their issue or issues because of the effects on people around the world.
- » Two-thirds of those engaged in positive social change (67%, on average) agree that they chose their issue or issues because they have affected them personally.

- » In five of the eight countries (Canada, China, Jordan, Mexico and the U.S.), slightly more adults say they chose their issues because of the importance for their local community than because of the effects on people around the world. In India and Germany, more adults chose their issues because of the effects around the world while in Brazil, choices for local and global importance are equally as common.

**FIGURE 3: How much do you agree with each of the following?**

A) I chose my issue or issues because of the importance for my local community.

	BRAZIL	CANADA	CHINA	GERMANY	INDIA	JORDAN	MEXICO	U.S.
Strongly/Somewhat Agree [NET]	79%	78%	77%	50%	79%	87%	83%	80%
Strongly Agree	31%	18%	17%	7%	26%	37%	36%	23%
Somewhat Agree	48%	60%	59%	43%	53%	49%	47%	57%
Strongly/Somewhat Disagree [NET]	21%	22%	23%	50%	21%	13%	17%	20%
Somewhat Disagree	13%	14%	19%	34%	14%	11%	11%	16%
Strongly Disagree	8%	8%	5%	16%	7%	3%	6%	5%

B) I chose my issue or issues because of the effects on people around the world.

	BRAZIL	CANADA	CHINA	GERMANY	INDIA	JORDAN	MEXICO	U.S.
Strongly/Somewhat Agree [NET]	79%	70%	63%	57%	86%	76%	73%	72%
Strongly Agree	33%	19%	12%	12%	38%	27%	29%	22%
Somewhat Agree	46%	51%	51%	45%	48%	50%	44%	50%
Strongly/Somewhat Disagree [NET]	21%	30%	37%	43%	14%	24%	27%	28%
Somewhat Disagree	15%	21%	32%	30%	11%	19%	17%	21%
Strongly Disagree	5%	8%	5%	13%	3%	5%	10%	8%





# PROFILES

OF SOCIAL CHANGE AGENTS REVEAL DIVERSITY IN ENGAGEMENT LEVELS, MOTIVATING FACTORS AND ISSUES OF IMPORTANCE

The **defining characteristics** of these segments typically relate to their levels and types of involvement and their motivations for engaging in social change.

## The Approach

In order to better understand the people who are involved in positive social change and their reasons for involvement, an in-depth segmentation analysis was conducted to examine how the interaction among individuals' attitudes about social change, involvement in social change activities, their motivations and personal demographic characteristics lead to distinctive profiles of social change agents in different countries across the globe. The segmentation analysis was designed to identify common segments across all of the eight countries.<sup>2</sup>

<sup>2</sup> The analysis utilized a statistical technique called predictive segmentation. In order to be able to examine segments that are common across all countries, the initial analysis was conducted on U.S. results to capitalize on its larger sample size and diversity of social change attitudes and behaviors measured. This analysis was used to develop an algorithm that was applied to each of the other countries to classify each country's respective results.

## The Results: An Overview

More than nine in 10 adults across the globe (92%, on average) indicate they have done something to engage in positive social change at some point in their lives. This large population of social change agents is not monolithic in their approach to involvement. The analysis revealed six distinct groups of social change agents:

- » Ultracommitted Change-Maker
- » Faith-Inspired Giver
- » Socially Conscious Consumer
- » Purposeful Participant
- » Casual Contributor
- » Social Change Spectator

These segments of the social change agent population exist in each of the eight countries measured. However, as seen in the figure below, the size of each segment does vary from country to country. For example, in Brazil and India, the Ultracommitted Change-Maker is the largest group while in China, it is the Purposeful Participant.

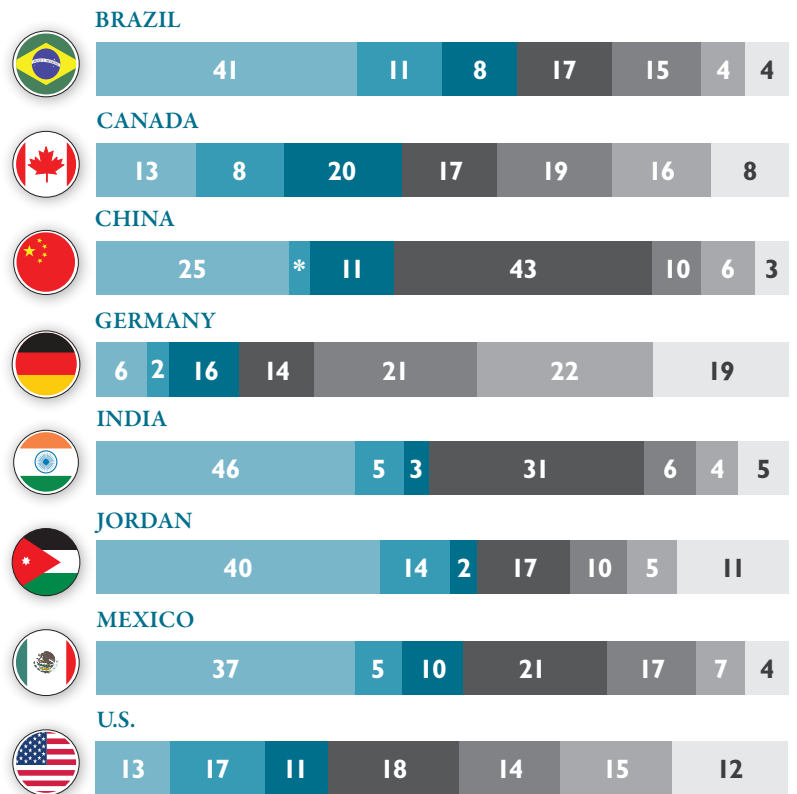
In addition, in each country a segment of the population exists that says it never engages in positive social change as defined in the survey.<sup>3</sup> Germany has the highest proportion of these individuals, while China has the lowest. While several factors could be involved to explain why people do not engage in social change (e.g., competing demands on time and resources, other priorities, belief that social change issues are best addressed by governments or other organizations rather than individuals, etc.), exploration of these reasons was beyond the scope of the current survey.

## Meet the Segments

Each of the six types of social change agents (i.e., those who do something to engage in positive social change) is profiled, providing insight into their defining characteristics, what distinguishes them from others involved in social change in their country and in what ways they are similar. As will be seen in these profiles, the defining characteristics of these segments typically relate to their levels, and types of involvement and their motivations for engaging in social change.

**FIGURE 4:** Global View of Social Change Agent Segments

- (%) Ultracommitted Change-Maker
- (%) Faith-Inspired Giver
- (%) Socially Conscious Consumer
- (%) Purposeful Participant
- (%) Casual Contributor
- (%) Social Change Spectator
- (%) Doesn't Engage in Social Change



<sup>3</sup> In the survey, respondents were provided with the following definition: "Positive social change or social action refers to involvement in activities that make improvements in the lives of individuals and communities, locally and around the world. It can include a range of activities, such as volunteering or service; donating money, goods or services; educating others about a particular issue or cause; etc."

\* Less than 0.5%

ULTRACOMMITTED CHANGE-MAKER



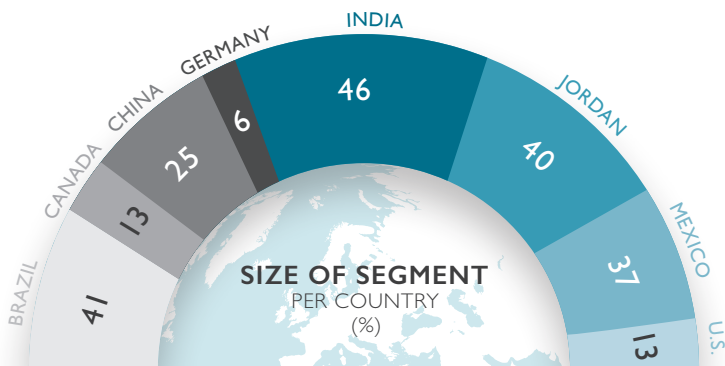
### Ultracommitted Change-Maker

True to the name, Ultracommitted Change-Makers have been known to dedicate their lives to leading positive social change. They may be interested in many different causes, believe strongly in their ability to make a real difference in their communities and feel happy as a result of their involvement. Plugged into technology, these Change-Makers often can be found initiating conversations about social change to others online and feel social change should be taught at a young age. When growing up, many in this profile probably had parents who were active in social change. As adults, many members of this segment now engage in a social change activity at least once a month.

The Ultracommitted Change-Maker segment is true to its name; these individuals are committed to positive social change in their personal philosophy and their actions.

To a greater extent than other social change agents, they believe it is important to them personally to be involved in positive social change, they participate in social change more frequently and they view it as a lifelong commitment.

- » Most say it is very important to them personally to be involved in positive social change (71%, on average, compared with 39%, on average, of social change agents overall).
- » Nearly half do something to engage in positive social change at least once a month (46%, on average, compared with 30%, on average, of social change agents overall).
- » Most say they engage in positive social change because it is a lifelong commitment (74%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).



## Both internal and external factors motivate their involvement.

In each of the countries examined, Ultracommitted Change-Makers are more likely than social change agents overall to have participated in positive social change because:

- » It is a moral responsibility (85%, on average, compared with 59%, on average, of social change agents overall).
- » It makes them feel happy (85%, on average, compared with 58%, on average, of social change agents overall).
- » They want to make a difference in people's lives because others have made a difference in theirs (92%, on average, compared with 74%, on average, of social change agents overall).
- » They liked when they got a "thank you," and the people they helped appreciated their efforts (83%, on average, compared with 71%, on average, of social change agents overall).
- » They were motivated by something they learned about on a website (other than a social networking site) (68%, on average, compared with 47%, on average, of social change agents overall).
- » They were motivated to respond to a crisis (such as a man-made or natural disaster) (77%, on average, compared with 60%, on average, of social change agents overall).

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## Ultracommitted Change-Makers are more likely than social change agents overall to have participated in positive social change activities or volunteered when they were in high school.

## Ultracommitted Change-Makers engage in social change through a range of activities to address both local and global issues.

They are more likely than social change agents overall to have participated in positive social change in the past six months through volunteer work or service (54%, on average, compared with 38%, on average, of social change agents overall), educating others about a cause or issue (49%, on average, compared with 37%, on average, of social change agents overall) or using digital technology (posting on social networking site groups dedicated to a particular issue, posting comments about social change on other websites or texting about an issue) (69%, on average, compared with 51%, on average, of social change agents overall). They are also more likely to have chosen their social change issues because of their importance to their local community (90%, on average, compared with 77%, on average, of social change agents overall) and because of the effects on people around the world (90%, on average, compared with 72%, on average, of social change agents overall).

## Social change engagement has been part of their lives since they were children.

Ultracommitted Change-Makers are more likely than social change agents overall to report that, when they were growing up, their parents often or very often did something to engage in positive social change (42%, on average, compared with 28%, on average, of social change agents overall). This segment is also more likely than social change agents overall to have participated in positive social change activities or volunteered when they were in high school (86%, on average, compared with 74%, on average, of social change agents overall).

## Religion and faith are also important to this segment.

In each of the countries examined, Ultracommitted Change-Makers are more likely than social change agents overall:

- » To participate in social change because it is part of their faith or religious beliefs (64%, on average, compared with 39%, on average, of social change agents overall).
- » To attend a religious service at least once a month (48%, on average, compared with 35%, on average, of social change agents overall).

### What distinguishes an Ultracommitted Change-Maker from others involved in social change can vary on some measures from country to country.

- » In China, Germany, India and Jordan, Ultracommitted Change-Makers are more likely than social change agents overall to agree that they can make the world a better place by their actions.
- » In Canada, China, Germany, Jordan and the U.S., Ultracommitted Change-Makers are more likely than social change agents overall to say they have participated in social change because it was important for applying to enter a college or university.
- » In Canada, Germany, India, Jordan and the U.S., Ultracommitted Change-Makers are more likely than social change agents overall to say they have participated in social change to fulfill a requirement for a class, school or education program.

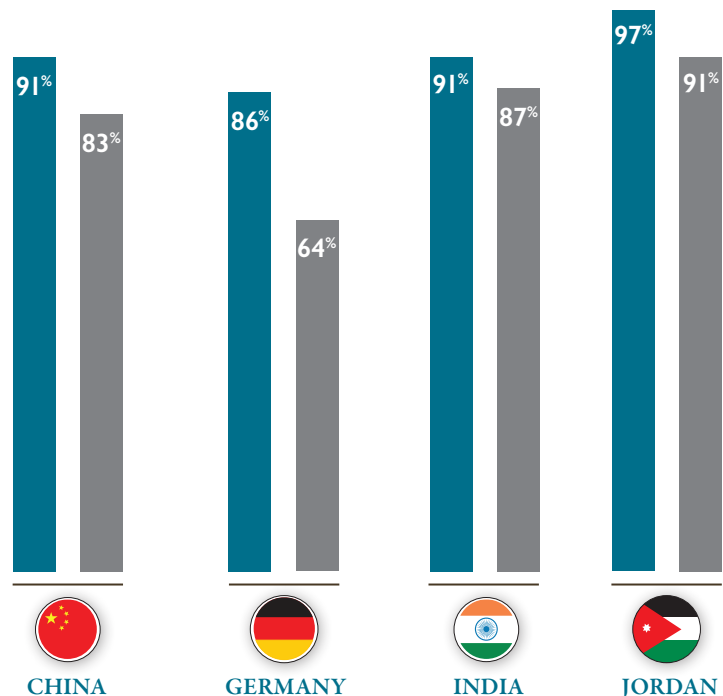
### In some countries, Ultracommitted Change-Makers look like others involved in social change, while in other countries they differ on key demographic characteristics.

- » **Age.** In Canada and the U.S., Ultracommitted Change-Makers tend to be younger than other social change agents. In Brazil, India, Jordan and Mexico, they are about the same age as other social change agents.
- » **Gender.** In Canada and Jordan, Ultracommitted Change-Makers are more likely to be women than among social change agents overall. In China they are more likely to be men. In Brazil, Germany, India, Mexico and the U.S., this segment has about as many women and men as among social change agents overall.
- » **Education.** In China, India, Jordan and Mexico, Ultracommitted Change-Makers are more likely to have a college education than social change agents in general. In Brazil, Canada, Germany and the U.S., they do not differ from social change agents overall on college education.

**FIGURE 5:** How much do you agree or disagree with the following statement?

I can make the world a better place by my actions.

■ Ultracommitted Change-Maker  
 ■ Social Change Agents Overall



FAITH-INSPIRED GIVER



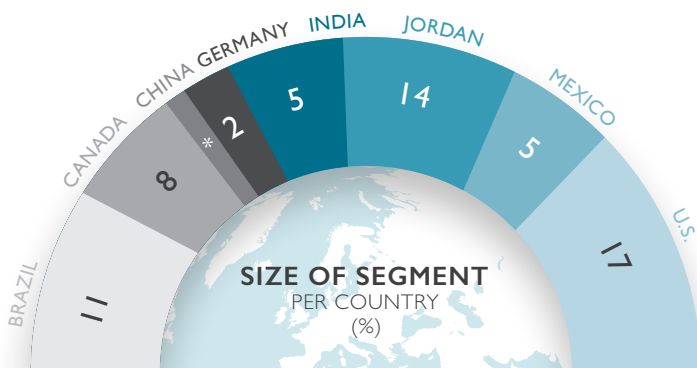
## Faith-Inspired Giver

Religion is a driving force behind Faith-Inspired Givers who cite their faith, not work or school, as a major influence in their commitment to social change. Many sharing this profile tend to be older than other social change agents and tend to be less likely to connect online. Like many others, Faith-Inspired Givers' parents participated in social change when they were growing up, and now they want to set an example for their own children. They may feel blessed in their lives and want to give back to their community, attend a religious service regularly and feel a moral obligation to participate in social change.

## Religion and faith are the driving forces for the Faith-Inspired Giver.<sup>4</sup>

To a much greater extent than social change agents overall, this group are regular attendees of religious services and cite the influence of faith and religion on their involvement in positive social change activities.

- » Three-quarters say they engage in positive social change because it is part of their faith or religious beliefs (75%, on average, say this describes them completely or very well, compared with 39%, on average, of social change agents overall).
- » Nine in 10 attend a religious service at least once a month (92%, on average, compared with 35%, on average, of social change agents overall).



<sup>4</sup> In China and Germany, the Faith-Inspired Giver segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment.

\* Less than 0.5%

## The Faith-Inspired Giver’s social change commitment levels are on par with social change agents overall.

Within the six countries with a sufficient presence of this segment for analysis (excluding China and Germany), Faith-Inspired Givers’ ratings of the importance of engagement in social change and their frequency and commitment to this involvement tend to be similar to social change agents overall in their country.

- » About half say it is very important to them personally to be involved in positive social change (46%, on average, compared with 39%, on average, of social change agents overall).
- » About four in 10 do something to engage in positive social change at least once a month (39%, on average, compared with 30%, on average, of social change agents overall).
- » About half say they engage in positive social change because it is a lifelong commitment (49%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).

## Motivations related to work and school are less compelling for this group.

While they cite their faith and religious beliefs as reasons they participate in positive social change, Faith-Inspired Givers are less likely than social change agents overall to say they have engaged in social change activities to apply for college or a job or because school or work required it. Faith-Inspired Givers are less likely than social change agents overall to have participated in positive social change because:

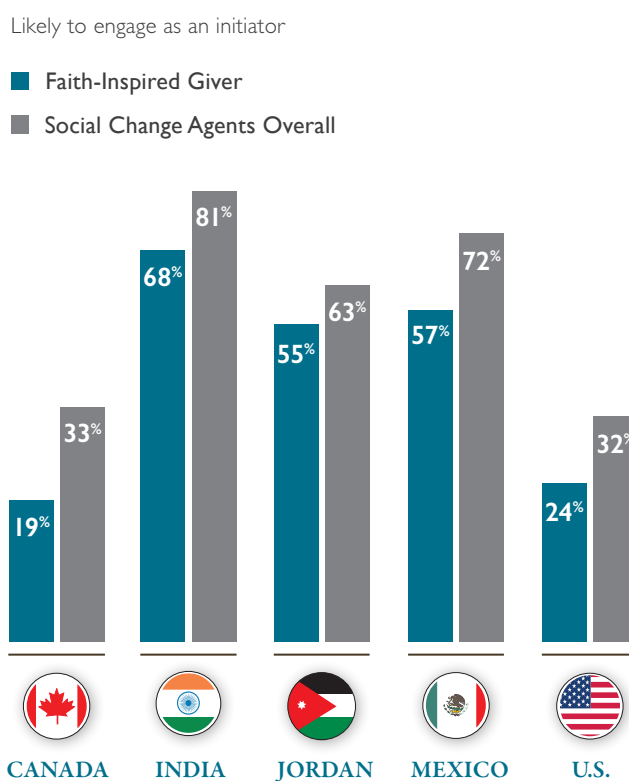
- » It was important for applying to enter a college or university (12%, on average, compared with 29%, on average, of social change agents overall).
- » It was important for their resume or applying for a job (11%, on average, compared with 31%, on average, of social change agents overall).
- » It was to fulfill a requirement for a class, school or education program (18%, on average, compared with 33%, on average, of social change agents overall).
- » Their employer or job encouraged it (18%, on average, compared with 37%, on average, of social change agents overall).

## Faith-Inspired Givers are less digitally connected to social change than other social change agents.

They tend to spend fewer hours online, be less motivated by websites and less likely to digitally engage with social change in the future.

- » In Brazil, Canada, Jordan and the U.S., Faith-Inspired Givers spend fewer hours online each week than social change agents overall.
- » In Brazil, Canada, India, Jordan, Mexico and the U.S., Faith-Inspired Givers are less likely than social change agents overall to say they were motivated to participate in social change by something that they learned about on a website.
- » In Canada, India, Jordan, Mexico and the U.S., Faith-Inspired Givers are less likely than social change agents overall to say that during the next six months they will engage in positive social change by being an initiator online (i.e., creating a group or page about a cause or issue on a social networking site, creating or updating a blog or website about a cause or issue, uploading videos or other media content about a cause or issue to the Web, starting an online petition about a cause or issue or texting messages related to a positive social change issue using a mobile device).

**FIGURE 6:** During the next six months, which of the following digital technology activities are you most likely to do to engage in positive social change?



## Although committed to engaging in positive social change, Faith-Inspired Givers are less likely than others to have made personal sacrifices for their involvement.

Compared to social change agents overall, Faith-Inspired Givers in Brazil, Canada, India, Jordan, Mexico and the U.S. are less likely to report that their involvement has led to the following:

- » Taking personal risks to their safety or security (22%, on average, compared with 36%, on average, of social change agents overall).
- » Giving up spending more time with their family (25%, on average, compared with 37%, on average, of social change agents overall).
- » Having relationships with friends or family suffer because of their beliefs about positive social change (19%, on average, compared with 31%, on average, of social change agents overall).

## Faith-Inspired Givers in North America share similarities not seen in other countries.

In the U.S. and Canada, Faith-Inspired Givers have higher commitment levels than social change agents overall, are more likely to have parents who set an example for them and are motivated to set an example for their children. In the U.S. and Canada, Faith-Inspired Givers are more likely than social change agents overall:

- » To say personal involvement in social change is important.
- » To say they participate in positive social change at least once a month.

- » To say they participate because it is a lifelong commitment.
- » To say they want to make a difference in people's lives because others have made a difference in theirs.
- » To say they participate because they want to set an example for their children.
- » To have parents who engaged in social change activities very often or often when they were growing up.

In other countries, Faith-Inspired Givers are similar to other social change agents on these measures.

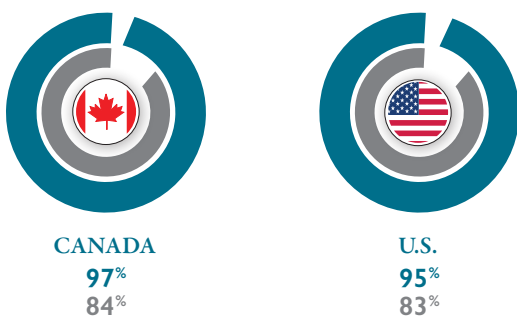
## In several countries, Faith-Inspired Givers tend to be older than average. However, on other demographics they tend to resemble the profile of the general population of social change agents in their country.

- » **Age.** In Canada, India, Mexico and the U.S., Faith-Inspired Givers are older than average for social change agents, but in Brazil and Jordan they are about the same age as other social change agents.
- » **Gender.** In Jordan, Faith-Inspired Givers are more likely to be men than among social change agents overall. In other countries, this segment has about as many women and men as among social change agents overall.
- » **Education.** In Canada, Faith-Inspired Givers are more likely to have a college education than social change agents in general. In other countries, they do not differ from social change agents overall on college education.

**FIGURE 7:** How important is it to you personally to be involved in positive social change?

Very or somewhat important

■ Faith-Inspired Giver  
■ Social Change Agents Overall

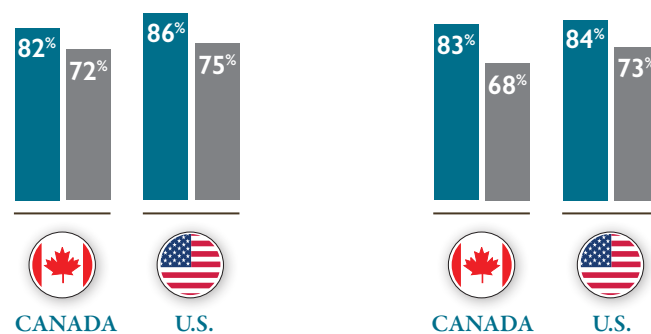


**FIGURE 8:** How much do you agree with each of the following as reasons why you have done something to engage in positive social change?

■ Faith-Inspired Giver  
■ Social Change Agents Overall

To make a difference in people's lives because others have made a difference in mine.

To set an example for my child(ren).





SOCIALLY CONSCIOUS CONSUMER

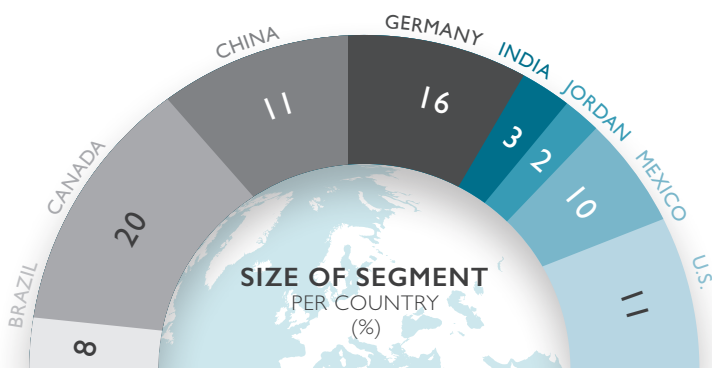


## Socially Conscious Consumer

Supporting others who support social change, Socially Conscious Consumers often seek out products and services from companies they perceive as behaving responsibly toward the people and the environment in the communities where they operate. These social change agents tend to be influenced by a sense of social justice and drawn to the environment or “green” issues. You can often find this group connecting online, educating others about causes both local and global. For many, social change can be a lifelong commitment.

The Socially Conscious Consumer<sup>5</sup> is notable for three characteristics: their interests in social justice and the environment, their support of responsible corporate behavior and the marked extent to which faith and religion do not play a role in their engagement in positive social change.

Within the six countries with a sufficient presence of this segment for analysis (excluding India and Jordan), Socially Conscious Consumers tend to report that they make an effort to choose to purchase from companies that behave responsibly and that social justice and environmental issues are social change areas of most importance to them. They are much less likely than other social change agents in their country to be motivated by faith or religion or to frequently attend religious services.



- » Eight in 10 say that social justice (e.g., anti-discrimination, tolerance, civil rights, etc.) is among the social change topics that are most important to them (81%, on average, compared with 71%, on average, of social change agents overall).

<sup>5</sup> In India and Jordan, the Socially Conscious Consumer segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment.

- » Three-quarters say that the environment and “green” issues (e.g., global warming, climate change, pollution, etc.) are among the social change topics that are most important to them (76%, on average, compared with 60%, on average, of social change agents overall).
- » Nine in 10 report that when purchasing a product or service, they make an effort to choose a company that behaves responsibly toward the people and environment in the communities where it operates (91%, on average, compared with 82%, on average, of social change agents overall).
- » Hardly any say they engage in positive social change because it is part of their faith or religious beliefs (4%, on average, say this describes them completely or very well, compared with 39%, on average, of social change agents overall).
- » Hardly any attend a religious service at least once a month (3%, on average, compared with 35%, on average, of social change agents overall).

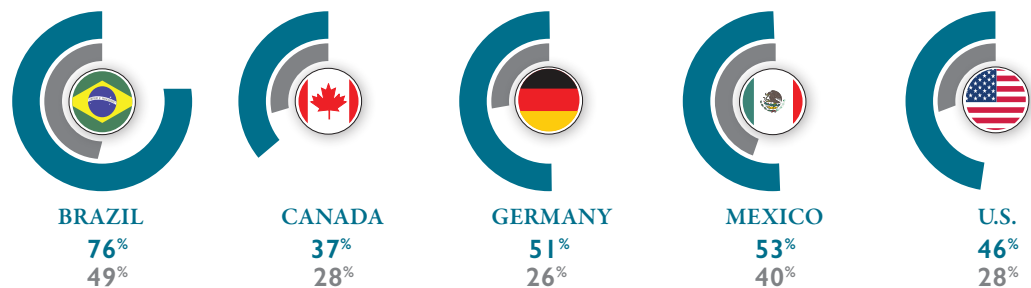
### Educating others about a social change cause or issue and being digitally connected are more common behaviors among Socially Conscious Consumers.

- » In Brazil, Canada, Germany, Mexico and the U.S., Socially Conscious Consumers are more likely than social change agents overall to have educated others about a cause or issue in the past six months to engage in positive social change.
- » In Brazil, China, Mexico and the U.S., Socially Conscious Consumers spend more time online than social change agents overall.
- » In Canada, Germany, Mexico and the U.S., Socially Conscious Consumers are more likely than social change agents overall to say that in the next six months they most likely will engage in positive social change through digital technology activities as a contributor (i.e., post information about a cause or issue on a social networking site, comment on other people’s websites about a cause or issue, participate in a real-time, online chat about a cause or issue or sign an online petition for a cause or issue).

**FIGURE 9:** In the past six months, have you done any of the following activities to engage in positive social change?

Educated others about a cause or issue

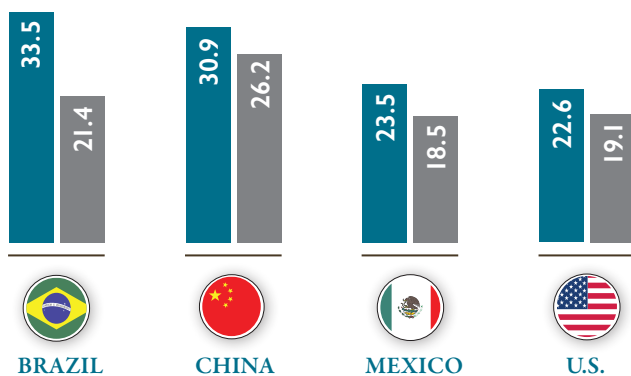
■ Socially Conscious Consumer  
■ Social Change Agents Overall



**FIGURE 10:** Excluding email, how many hours per week do you typically spend on the Internet or World Wide Web?

■ Socially Conscious Consumer  
■ Social Change Agents Overall

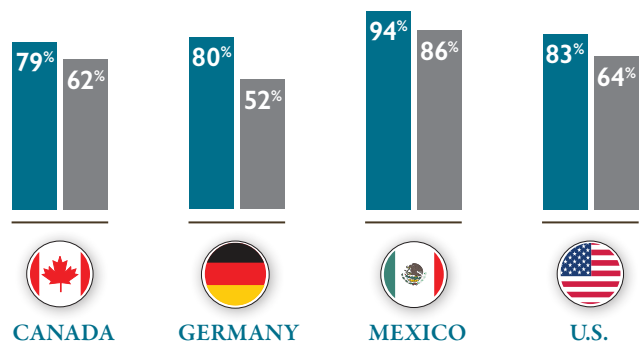
(Average number of hours)



**FIGURE 11:** During the next six months, which of the following digital technology activities are you most likely to do to engage in positive social change?

Likely to engage as contributor

■ Socially Conscious Consumer  
■ Social Change Agents Overall



## The social change commitment levels of the Socially Conscious Consumer are comparable to social change agents overall.

Socially Conscious Consumers' ratings of the importance of engagement in social change and their commitment to this involvement tend to be similar to social change agents overall.

- » Four in 10 say it is very important to them personally to be involved in positive social change (40%, on average, compared with 39%, on average, of social change agents overall).
- » About four in 10 do something to engage in positive social change at least once a month (37%, on average, compared with 30%, on average, of social change agents overall).
- » About half say they engage in positive social change because it is a lifelong commitment (47%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).

## Motivations related to work and school are less compelling for this group.

Socially Conscious Consumers are less likely than social change agents overall to say they have engaged in social change activities in order to apply for college or a job or because school or work required it. Socially Conscious Consumers are less likely than social change agents overall to have participated in positive social change because:

- » It was important for applying to enter a college or university (9%, on average, compared with 29%, on average, of social change agents overall).
- » It was important for their resume or applying for a job (9%, on average, compared with 31%, on average, of social change agents overall).
- » It was to fulfill a requirement for a class, school or education program (8%, on average, compared with 33%, on average, of social change agents overall).
- » Their employer or job encouraged it (17%, on average, compared with 37%, on average, of social change agents overall).

In Canada, China, Mexico and the U.S., Socially Conscious Consumers are also less likely to have had parents who were frequently involved in social change activities when they were growing up.

## While distinctive in their motivations and social change interest areas, Socially Conscious Consumers tend to look like social change agents overall on such characteristics as age, gender and education.

- » **Age.** Socially Conscious Consumers are about the same age as other social change agents in their country.
- » **Gender.** This segment has about as many women and men as among social change agents overall.
- » **Education.** In the U.S., Socially Conscious Consumers are more likely to have a college education than social change agents in general. In other countries they do not differ from social change agents overall on having a college education.

About half of Socially Conscious Consumers say they engage in positive social change because **it is a lifelong commitment.**

PURPOSEFUL PARTICIPANT



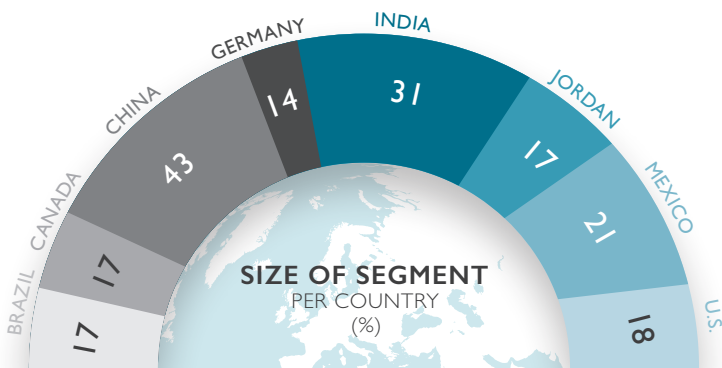
## Purposeful Participant

While other social change agents may be motivated by personal beliefs, Purposeful Participants tend to engage in social change primarily to help them succeed at school or work. Perhaps more pragmatic in nature, many place less importance on being personally involved in social change and are less likely to donate money or services. Among social change agents, Purposeful Participants tend to report the highest levels of personal sacrifice or risk in pursuing social change.

School and work are the primary motivations for the Purposeful Participant’s involvement in positive social change.

The predominant reasons for engaging in social change activities for this group are to apply for a school or a job, or because it was required by their school or encouraged by their employer.

- » Six in 10 say it was important for applying to enter a college or university (58%, on average, compared with 29%, on average, of social change agents overall).
- » Two-thirds say it was important for their résumé or applying for a job (65%, on average, compared with 31%, on average, of social change agents overall).
- » Six in 10 say it was to fulfill a requirement for a class, school or education program (63%, on average, compared with 33%, on average, of social change agents overall).
- » Six in 10 say their employer or job encouraged it (60%, on average, compared with 37%, on average, of social change agents overall).



Despite not participating frequently in social change activities, Purposeful Participants are more likely than others to have taken risks or made personal sacrifices because of their involvement.

This group is more likely than social change agents overall to report the following experiences:

- » Relationships with friends or family suffered because of their beliefs about positive social change (52%, on average, compared with 31%, on average, of social change agents overall).
- » Giving up spending more time with their family in order to be involved in positive social change (in all countries except China).
- » Taking personal risks to their safety or security in order to be involved in positive social change (in all countries except China).

Purposeful Participants are less engaged in positive social change activities.

Compared with social change agents overall, this group tends to participate in social change less frequently.

- » About one-quarter say it is very important to them personally to be involved in positive social change (24%, on average, compared with 39%, on average, of social change agents overall).
- » Nearly two in 10 do something to engage in positive social change at least once a month (17%, on average, compared with 30%, on average, of social change agents overall).
- » About four in 10 say they engage in positive social change because it is a lifelong commitment (38%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).

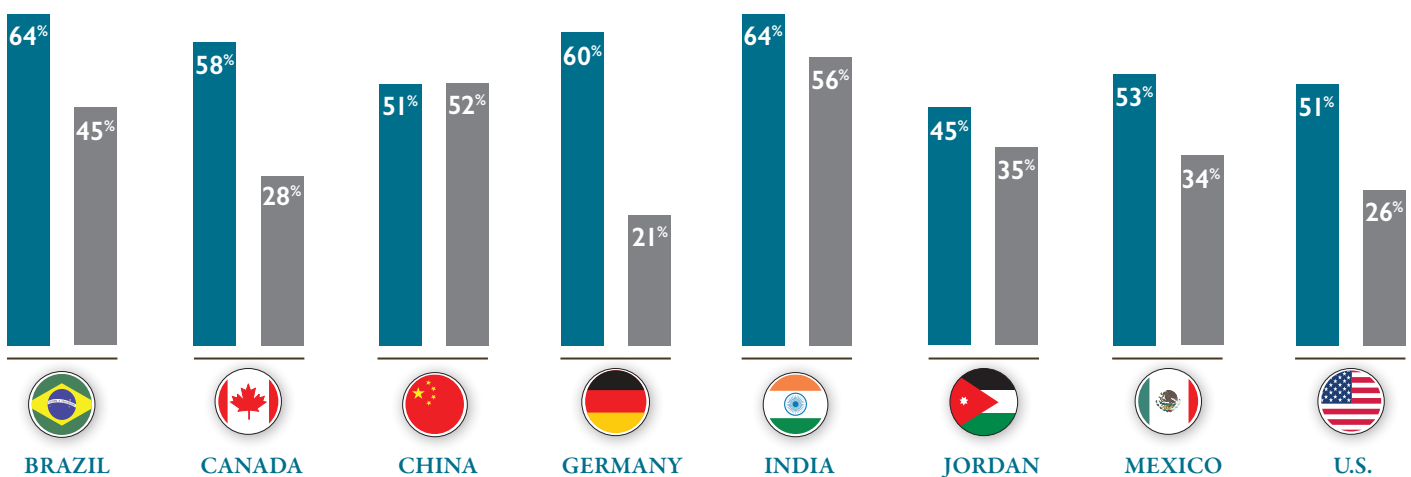
In several countries, Purposeful Participants tend to be younger than social change agents overall and to have less education.

- » **Age.** In many countries, Purposeful Participants tend to be younger than other social change agents in their country.
- » **Gender.** In most countries, this segment has about as many women and men as among social change agents overall.
- » **Education.** In India, Jordan and Mexico, Purposeful Participants are less likely to have a college education than social change agents in general, while in other countries they do not differ from social change agents overall on having a college education.

**FIGURE 12:** How much do you agree with each of the following?

I have given up spending more time with my family in order to be involved in positive social change.

■ Purposeful Participant  
■ Social Change Agents Overall



CASUAL CONTRIBUTOR

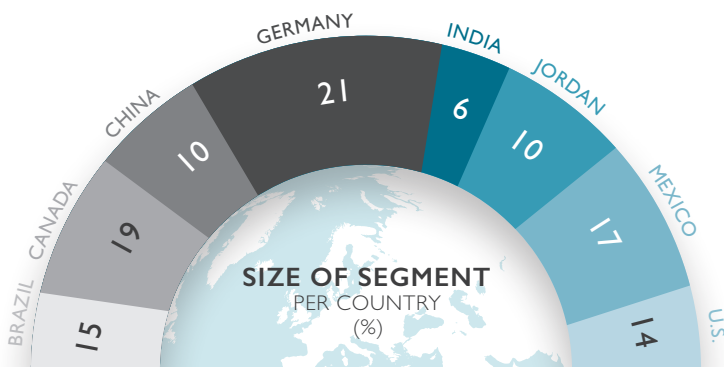


## Casual Contributor

For Casual Contributors, local community issues are most likely to drive their social change activities. While they see social change as important, this group probably is not likely to make it a lifelong commitment or typically act on it. Many are older adults without children and often are not influenced by work or religious beliefs.

The Casual Contributor’s engagement in positive social change is less ardent than that of the other groups.

In most countries, fewer Casual Contributors consider personally engaging in positive social change to be very important and fewer participate because it is a lifelong commitment. While frequent participation in positive social change activities is similar to social change agents overall in China, Germany, Jordan and the U.S., it is less common in Brazil, Canada, India and Mexico. In addition, Casual Contributors are similar to other social change agents in saying they have donated money, goods or services (51%, on average, compared with 51%, on average, of social change agents overall), but in Brazil, India, Jordan, Mexico and the U.S., they are less likely to say they have participated in volunteer work or service.



- » About one-quarter say it is very important to them personally to be involved in positive social change (27%, on average, compared with 39%, on average, of social change agents overall).
- » About one-quarter do something to engage in positive social change at least once a month (24%, on average, compared with 30%, on average, of social change agents overall).
- » Nearly three in 10 say they engage in positive social change because it is a lifelong commitment (24%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).

For the Casual Contributor, local issues outweigh global concerns and poverty is of particular concern.

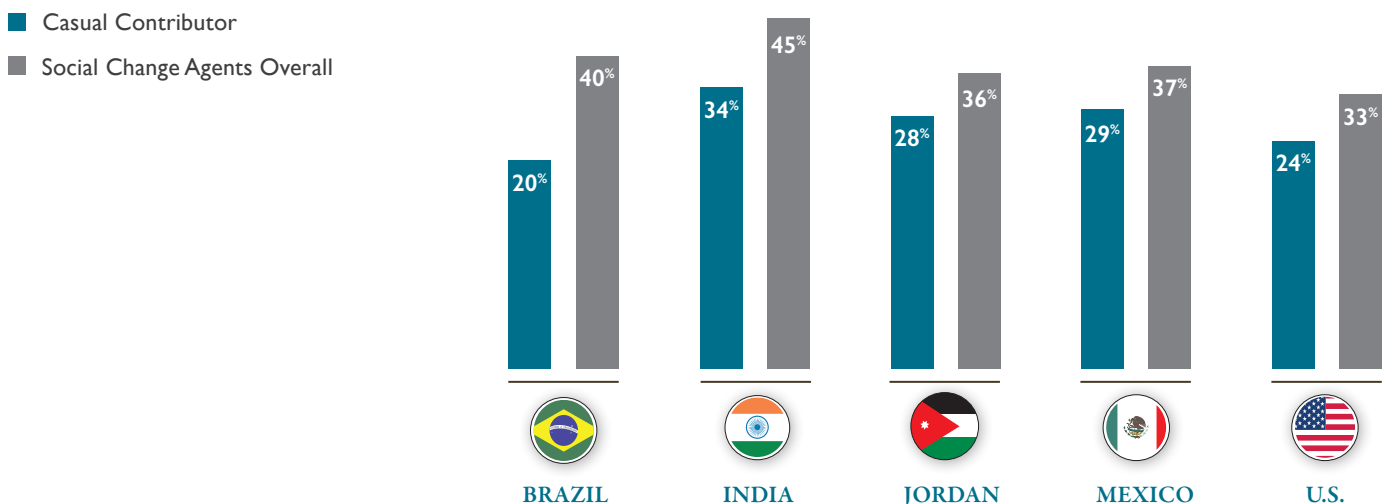
In most countries, the Casual Contributor has a higher than average interest in poverty as a social change issue of top importance. Their focus on local issues is typical of social change agents overall, but they are less likely to choose an issue because of its impact on people globally.

- » In six of the eight countries (Canada, China, Germany, India, Mexico and the U.S.), Casual Contributors are more likely than social change agents overall to say that poverty is among the most important positive social change topics.
- » In nearly all of the countries, Casual Contributors are similar to social change agents overall in saying they chose their social change issues because of the importance for their local community. The one exception is Germany, where they are more likely than other social change agents to cite this reason.
- » In contrast, in most countries, Casual Contributors are less likely than social change agents overall to say they chose their social change issues because of the effects on people around the world. The exceptions are Germany and the U.S., where Casual Contributors have similar views to social change agents overall on this issue.

In most countries, Casual Contributors are **less likely** than social change agents overall to say they chose their social change issues **because of the effects on people around the world.**

**FIGURE 13:** In the past six months, have you done any of the following activities to engage in positive social change?

Participated in volunteer work or service



## They are less likely to be motivated by faith, information on a website or by school or work.

Casual Contributors are less likely than social change agents overall to have participated in positive social change because:

- » It is part of their faith or religious beliefs (18%, on average, compared with 39%, on average, of social change agents overall).
- » They were motivated by something that they learned about on a website (other than a social networking site) (27%, on average, compared with 47%, on average, of social change agents overall).
- » It was important for applying to enter a college or university (10%, on average, compared with 29%, on average, of social change agents overall).
- » It was important for their resume or applying for a job (9%, on average, compared with 31%, on average, of social change agents overall).
- » It was to fulfill a requirement for a class, school or education program (14%, on average, compared with 33%, on average, of social change agents overall).
- » Their employer or job encouraged it (for those in Brazil, China, India, Jordan, Mexico and the U.S.).

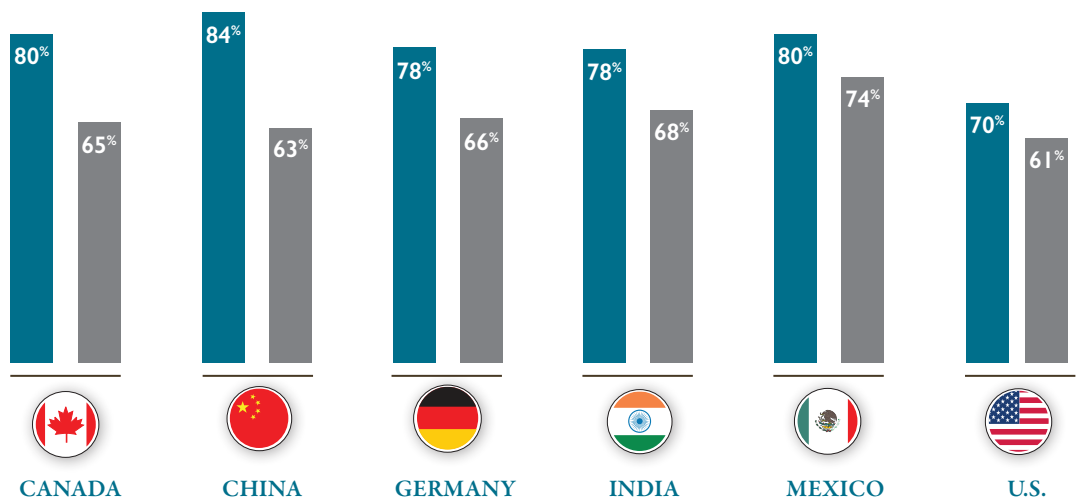
## In some countries, Casual Contributors differ on key demographic characteristics.

- » **Age.** In Canada, Germany, India, Jordan, Mexico and the U.S., Casual Contributors tend to be older than other social change agents, but those in Brazil and China are about the same age as other social change agents in their countries.
- » **Gender.** In Germany and India, Casual Contributors are more likely to be women than among social change agents overall, while in Brazil, Canada, China, Jordan, Mexico and the U.S., this segment has about as many women and men as among social change agents overall.
- » **Education.** In India, Casual Contributors are more likely to have a college education than social change agents in general. However, in Brazil and Canada, they are less likely than other social change agents to have a college degree.

**FIGURE 14:** When it comes to positive social change, what are the areas or topics that are most important to you?

Poverty

- Casual Contributor
- Social Change Agents Overall





SOCIAL CHANGE SPECTATOR



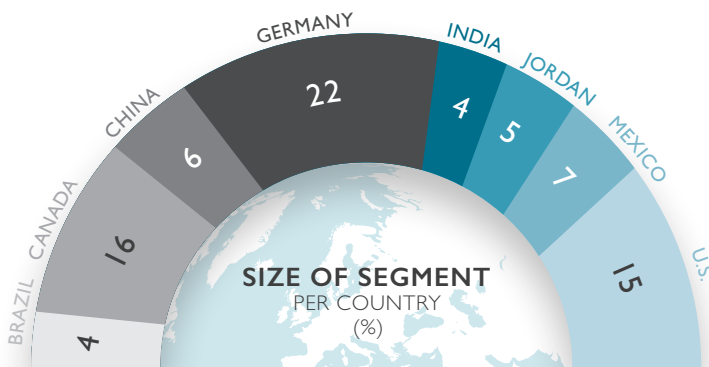
## Social Change Spectator

Social Change Spectators have engaged in social change at some point but may not be active participants. In general, they do not see their actions as impacting positive change in their community and had little experience with participating in social change in their youth. Typically Social Change Spectators do not believe it is important to be personally involved in social change—whether in person or online.

Among social change agents overall, the Social Change Spectator<sup>6</sup> group is the least engaged in positive social change activities.

Few consider social change centrally important or a lifelong commitment, and they are involved in social change activities less frequently than the other groups. They are also less likely than others to believe that they can make the world a better place by their actions. Within the five countries with a sufficient presence of this segment for analysis (excluding Brazil, India and Mexico):

- » Hardly any say it is very important to them personally to be involved in positive social change (4%, on average, compared with 39%, on average, of social change agents overall).
- » About one in 10 do something to engage in positive social change at least once a month (9%, on average, compared with 30%, on average, of social change agents overall).
- » Very few say they engage in positive social change because it is a lifelong commitment (6%, on average, say this describes them completely or very well, compared with 45%, on average, of social change agents overall).



<sup>6</sup> In Brazil, India and Mexico, the Social Change Spectator segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment.

## No particular factors, whether external or internal, emerge as a prime motivation for their involvement.

In fact, Social Change Spectators are *less* likely than social change agents overall to have participated in positive social change because:

- » It is part of their faith or religious beliefs (11%, on average, compared with 39%, on average, of social change agents overall).
- » It is a moral responsibility (16%, on average, compared with 59%, on average, of social change agents overall).
- » It makes them feel happy (15%, on average, compared with 58%, on average, of social change agents overall).
- » They want to make a difference in people's lives because others have made a difference in theirs (33%, on average, compared with 74%, on average, of social change agents overall).
- » They liked when they got a "thank you," and the people they helped appreciated their efforts (41%, on average, compared with 71%, on average, of social change agents overall).
- » They were motivated by something that they learned about on a website (other than a social networking site) (14%, on average, compared with 47%, on average, of social change agents overall).
- » They were motivated to respond to a crisis (such as a man-made or natural disaster) (30%, on average, compared with 60%, on average, of social change agents overall).
- » It was important for applying to enter a college or university (7%, on average, compared with 29%, on average, of social change agents overall).
- » It was important for their resume or applying for a job (11%, on average, compared with 31%, on average, of social change agents overall).
- » It was to fulfill a requirement for a class, school or education program (16%, on average, compared with 33%, on average, of social change agents overall).
- » Their employer or job encouraged it (14%, on average, compared with 37%, on average, of social change agents overall).

## They do not have a history of engagement in social change activities.

Social Change Spectators are less likely than social change agents overall to report that, when they were growing up, their parents very often or often did something to engage in positive social change (9%, on average, compared with 28%, on average, of social change agents overall). This segment is also less likely than other social change agents in their country to have participated in positive social change activities or volunteered when they were in high school (46%, on average, compared with 74%, on average, of social change agents overall).

## In most countries, the Social Change Spectator's demographic profile looks like others involved in social change.

- » **Age.** With the exception of the U.S. where they tend to be older, Social Change Spectators are about the same age as other social change agents.
- » **Gender.** With the exception of China, where they skew more female, the Social Change Spectator segment has about as many women and men as among social change agents overall.
- » **Education.** With the exception of China, where they tend to be less educated, Social Change Spectators are as likely as other social change agents to have a college education.



# ADVANCE

THE ONGOING SOCIAL CHANGE DISCUSSION AND DEBATE THE POSITIVE SOCIAL CHANGE MOVEMENT

**Social change is a global phenomenon, and people around the world value and participate in positive social change.**

The 2013 Social Change Impact Report reveals the variety of ways in which this involvement takes place. The diversity in individuals' motivations for engagement, interest areas and frequency of involvement yields distinctive profiles of social change agents. Through the introduction of social change agent profiles, which highlight both the shared commonalities and areas of differentiation among social change agents around the world, Walden hopes to further impact and illustrate the positive social change movement.



At Walden University, we believe higher education institutions have a greater opportunity to play a significant and conscious role in social change.

The purpose of our annual Social Change Impact Report is to contribute to and advance the ongoing social change discussion and debate at a local, national and global levels. To learn more about the report or to find out what kind of social agent you may be, visit [www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport).

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#### METHODOLOGY

The 2013 Social Change Impact Report survey was conducted online by Harris Interactive on behalf of Walden University between April 9 and May 8, 2013, among a total of 9,097 adults within Brazil (1,010 adults ages 18–59), Canada (1,010 adults ages 18 and older), China (1,010 adults ages 18–60), Germany (1,013 adults ages 16 and older), India (1,008 adults ages 18–64), Jordan (1,005 adults ages 18 and older), Mexico (1,021 adults ages 18–64) and the U.S. (2,020 adults ages 18 and older). Data for each country were weighted to the general or online population within each country. This online survey is not based on a probability sample, and therefore no estimate of theoretical sampling error can be calculated. A complete survey methodology is available upon request.

**For more information on the 2013 Social Change Impact Report**, including the methodology, per country results for findings included in this summary and a questionnaire providing answers to each survey question, please contact Jen Raider at 1-443-627-7452 or [jen.raider@waldenu.edu](mailto:jen.raider@waldenu.edu).





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