

2014

# 2014 Social Change Impact Report

Walden University

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In its fourth year, the Social Change Impact Report continues to examine the state of social change around the world. Walden University's 2014 Social Change Impact Report includes the views and experiences of more than 9,000 adults across Brazil, Canada, China, Germany, India, Jordan, Mexico and the United States. This year, the report delves into the perceived impact of social change (both short term and long term), satisfaction with their personal efforts and those of their fellow countrymen as well as the effects older and younger generations have on social change.

### Adults across the globe care about positive social change and believe they are making a difference.

The majority of adults (84%, on average) continue to feel that being personally involved in positive social change is very or somewhat important to them.

- Adults in Brazil (96%), Mexico (94%) and India (91%) are most likely to say that personal involvement in positive social change is very or somewhat important.
- Adults in Canada (76%), the U.S. (74%) and Germany (70%) are the least likely to say this is very or somewhat important.

In addition, many adults believe their efforts are making an impact.

- Half of adults feel they are having a major or moderate impact on improving the lives of individuals in their community (53%, on average), creating a better world for everyone to live in (49%, on average), changing behaviors of others to improve people's lives (53%, on average) and changing attitudes and beliefs of others to improve people's lives (52%, on average).
- Fewer feel they are having a major or moderate impact on systemic changes (40%, on average).

### Social change agents focus on the long term.

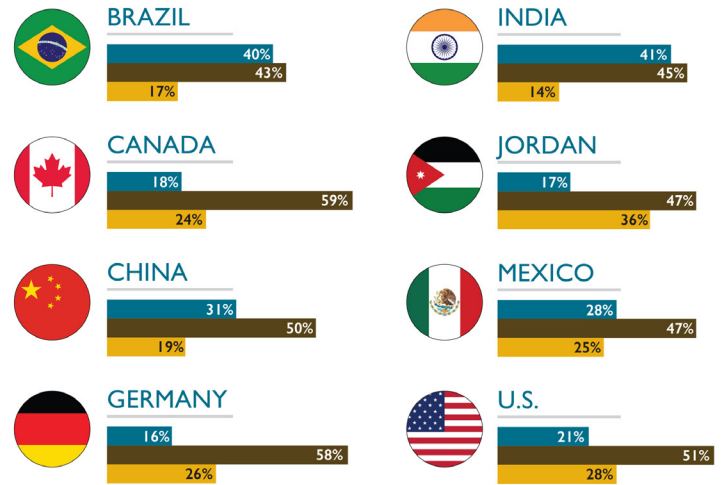
More adults engaged in positive social change activities feel it is important to contribute to long-term changes that will improve people's lives in the future than immediate changes that improve people's lives now.

- On average, 73% of adults who have ever engaged in positive social change, say it is extremely or very important that a person's involvement with positive social change today contributes to long-term changes that will improve people's lives in the future, compared with 61%, on average, who feel the same about a person's involvement with positive social change today contributing to immediate changes that improve people's lives now.

Overall, how satisfied are you with the following:

“ How much the lives of individuals and communities are improving.

- Extremely or very satisfied
- Somewhat satisfied
- Not at all satisfied



Similarly, more adults who have ever engaged in positive social change (58%, on average) feel it is extremely or very likely that their involvement with positive social change today contributes to long-term changes that will improve people's lives in the future, compared with less than half (46%, on average) who feel that their involvement today contributes to immediate changes that improve people's lives now.



### People feel they could be doing more for social change and that there is more to be done.

Most adults are not highly satisfied with the frequency they are engaged in social change activities, how much they are helping to improve people's lives, the availability of opportunities to be involved, how much the lives of individuals and communities are improving and how much others in their country are involved.

- On average, only one in three adults are extremely or very satisfied with the frequency that they are engaged in positive social change activities (36%), how much they are helping to improve the lives of individuals and communities (36%) and the availability of opportunities to be involved in positive social change (36%).
- And fewer are extremely or very satisfied with how much the lives of individuals and communities are improving (27%) and how much people in their country are involved in positive social change activities (25%, on average).

#### About the Social Change Impact Report

Walden University first commissioned this annual survey in 2011 to discover the current state of social change around the world. Designed to provide a barometer of who is engaged in social change, what is important to them and how they work together to advance social change issues of interest now and in the future, Walden's Social Change Impact Report includes attitudes, behaviors and motivations from members of the international community.

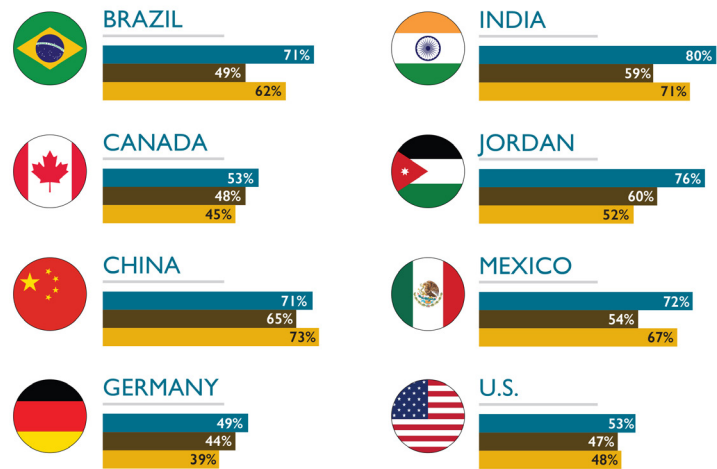
The 2014 Social Change Impact Report survey was conducted online by Harris Poll on behalf of Walden University between June 1 and 17, 2014, among a total of 9,138 adults within Brazil (1,009 adults ages 18–64), Canada (1,003 adults ages 18–64), China (1,021 adults ages 18–64), Germany (1,000 adults ages 18–64), India (1,021 adults ages 18–64), Jordan (1,027 adults ages 18 and older), Mexico (1,020 adults ages 18–64), and the U.S. (2,037 adults age 18 and older). Data for each country were weighted to the general or online population within each 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. 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 by contacting Jen Raider at 1-443-627-7452 or [jen.raider@waldenu.edu](mailto:jen.raider@waldenu.edu).

How much do you agree or disagree with the following statements?

Strongly or somewhat agree

- Younger adults are more passionate about positive social change than older adults.
- Older adults are not willing to try new ideas to make a difference in positive social change.
- When it comes to positive social change, older adults can make more of a difference than can younger adults.



### Both younger and older generations have important roles in fostering social change.

There is a strong feeling that young adults are more passionate than older adults about positive social change, though many feel older adults can make more of a difference than younger ones.

- Two-thirds of adults (66%, on average) agree that younger adults are more passionate about positive social change than older adults.
- Nearly six in 10 adults (57%, on average) agree that when it comes to positive social change, older adults can make more of a difference than younger adults.
- Further, the vast majority of adults (86%, on average) agree that in order for positive social change to happen, it is necessary for older adults to share their knowledge.