

A stylized world map in a light tan color, overlaid on a grid pattern. The map is centered and occupies the upper half of the page. Below the map, a white wavy line separates it from a solid teal background.

# 2012 SOCIAL CHANGE

## IMPACT REPORT

**WALDEN UNIVERSITY**

*A higher degree. A higher purpose.*

[www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport)

At Walden University, we believe higher education institutions have a greater opportunity to play a significant and conscious role in social change. In 2011, we commissioned our inaugural Social Change Impact Report to address the question, “Why does social change matter?” to help spur local, national and global discussions about the advancement of social change. Now in its second year, Walden’s 2012 Social Change Impact Report provides a unique and important perspective on the motivations that drive individuals to engage in and lead positive social change. This year’s report specifically addresses the global economic conditions that impact how individuals get involved, the role nonprofits play in facilitating social change and how technology is helping to influence the social change conversation on a global level.

### Recent Global Events Related to Social Change

2012: Protests against the Syrian government; Greek protests against austerity measures; and the rise of the Kony 2012 campaign to get Joseph Kony, Ugandan guerrilla group leader and head of the Lord’s Resistance Army, arrested.

2011: Protests in Egypt and Libya leading to changes in government; a massive earthquake and tsunami in Japan prompting international relief efforts; the beginning of the Occupy Wall Street movement.

For more information on the Social Change Impact Report, visit [www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport).

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.

The 2011 Social Change Impact Report revealed that social change is a global phenomenon and that being involved in social change is personally important to a majority of adults in the U.S. and around the world. The 2012 Social Change Impact Report builds on these findings by highlighting the personal nature of engagement in social change and the role of individuals, as well as the important function of organizations in these efforts. The report is based on a survey of more than 8,900 adults in Brazil, Canada, China, Germany, India, Jordan, Mexico and the U.S. (see the appendix for more information).

The annual Social Change Impact Report, commissioned by Walden University and conducted by Harris Interactive, is a key initiative that illustrates one of the many ways Walden is leading and contributing to social change in the United States and around the world. Since its founding in 1970, Walden University has attracted students and scholars committed to leveraging knowledge to address challenges in their communities, their professions and the world around them.

**The survey results are now available in the  
2012 Social Change Impact Report.**

**Visit [www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport) to learn more.**

The **2012 Social Change Impact Report** is the second in an annual series gauging adults' perceptions worldwide on social change. The 2012 Social Change Impact Report survey explores the views of more than 8,900 adults in Brazil, Canada, China, Germany, India, Jordan, Mexico and the U.S. and looks at their perceptions of the motivations of change-makers as well as the roles of nonprofit organizations, government and the media in social change across countries.

### Personal Importance of Social Change



On average, more than 8 in 10 adults say involvement in positive social change is important to them personally.

### Reasons Positive Social Change Is Personally Important

	Young Adults*	Older Adults*
<b>I want to help people who are less fortunate than I am</b>		
Brazil	43%	<b>70%</b>
Canada	63%	<b>75%</b>
India	44%	<b>70%</b>
Jordan	43%	<b>63%</b>
Mexico	38%	<b>69%</b>
U.S.	61%	<b>71%</b>
<b>It is a moral responsibility</b>		
Germany	52%	<b>66%</b>
India	63%	<b>80%</b>
Jordan	53%	<b>77%</b>
Mexico	48%	<b>73%</b>
U.S.	54%	<b>65%</b>

\*Definitions of age groups vary by country. Young adult groups are within ages 18 and 34; older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.

### The reasons people believe being involved in social change is important are as varied as their countries.

While being involved in social change remains important to a majority of adults around the world (84%, on average), the motivations behind adults getting involved vary widely from country to country.

- Adults in the U.S. and Canada are most likely to say being involved in social change is important because they want to help those less fortunate than themselves (64% each).
- Adults in Brazil and India say social change is important because it makes them feel good (70% and 72%, respectively).
- Adults in China, Germany and Jordan say it is a moral responsibility (80%, 56% and 55%, respectively).
- In Mexico, adults are most likely to say it is because they want to be part of the solution and not just benefit from the actions of others and also because they want to improve life for themselves and their families (64% each).

### Reasons for finding social change important vary by age:

- Older adults are more likely than young adults to say that social change is important to help those less fortunate (Brazil, Canada, India, Jordan, Mexico and the U.S.) and because it is a moral responsibility (Germany, India, Jordan, Mexico and the U.S.).

## Likelihood to Engage in Positive Social Change When Economic Conditions Are Bad

■ More Likely ■ Just as Likely ■ Less Likely

### Volunteer



### Participate in social networking group



### Donate goods or services



### Get involved through an organization



### Donate money



## Ways Adults Are Most Likely to Get Involved in Positive Social Change

	#1	#2
Brazil	Nonprofit 26%	Individual 16%
Canada	Individual 27%	Nonprofit 26%
China	Nonprofit 33%	Government Org 16%
Germany	Nonprofit 24%	Individual 19%
India	Individual 23%	Nonprofit 19%
Jordan	Individual 19%	Religious Group 15%
Mexico	Nonprofit 29%	Individual 16%
U.S.	Individual 22%	Nonprofit 21%

## Global economic conditions impact how people get involved in positive social change.

Across the globe, two-thirds of adults (65%, on average) agree that when economic conditions are bad, it is more important to be involved in social change than when economic conditions are good. However, many say their actions do not change in a bad economy.

- Adults around the world most often say that they are more likely to participate in volunteer work or service (29%, on average) and in social networking sites (28%, on average) to engage in social change when economic conditions are bad.
- On average, a majority of adults say that when economic conditions are bad they are less likely or just as likely to donate money (80%), get involved through an organization (77%), donate goods or services (76%), participate in a social networking site (72%) or volunteer (71%) to engage in positive social change.

## Nonprofits have an important role in social change.

Working with nonprofit organizations is among the top two ways adults are most likely to get involved in positive social change in seven of the eight countries surveyed.

- Jordan is the exception; getting involved as an individual is the No. 1 response, followed by working with religious institutions and nonprofits.

Most commonly, adults believe that while nonprofits “make it easy for people to get involved” (48%, on average), more than a third also believe that “too much of their budgets goes to overhead costs while not enough goes to providing services or making change happen” (36%, on average).

## Individuals are the driving force behind social change engagement.

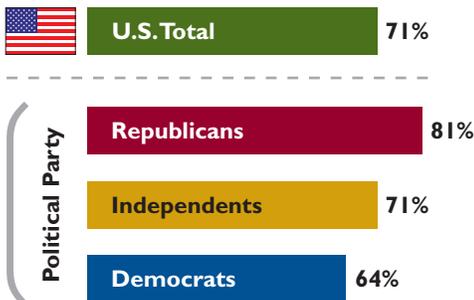
Despite the fact that many adults around the world see the value in nonprofits and a majority get involved in social change through organizations, institutions or companies (60%, on average), a majority still believes that the most important agents of social change are “individual people acting on their own, not organizations or companies” (59% agree, on average).

- The exception is in Germany, where more than half (54%) agree that the most important agents of social change are organizations or companies.
- Adults are most likely to get involved as individuals acting on their own in Canada (27%), India (23%), the U.S. (22%) and Jordan (19%).

## Social Change Resonates More With Women Than Men

WOMEN VS. MEN			
Say being involved in social change is personally important.	Canada	77%	71%
	Germany	77%	67%
	India	94%	88%
	U.S.	77%	68%
Agree "I can make the world a better place by my actions."	Brazil	92%	84%
	China	88%	83%
	Mexico	87%	79%
	U.S.	87%	81%
Have engaged in positive social change by donating money, goods or services.	Canada	61%	52%
	China	70%	63%
	India	57%	47%
	Mexico	43%	35%
	U.S.	60%	53%

## In the U.S., Beliefs About the Media Vary by Political Affiliation: Percentage Who Agree, "The Media in My Country Are Not Neutral and Impartial on Social Change Issues"



## People are more likely to join digital social change conversations than to start them.

Adults are more likely to say they will engage in social change during the next six months by contributing to social media by posting on a social networking site, commenting on others' sites, participating in an online chat or signing a petition (69%, on average) than to get involved by initiating an online or text conversation (53%, on average).

- China leads the way with the highest use of digital technology to engage in social change (72% have engaged in positive social change in the past six months by participating in a social networking site, discussing social change on a blog or other website, or texting messages related to positive social change on a mobile device).
- In addition, a majority of adults in India (58%), Brazil (58%), Mexico (57%) and Jordan (56%) have engaged in positive social change in the past six months by using digital technology.

## Adults around the world perceive bias in their national media on social change issues.

In seven of the eight countries surveyed, more than half of the adults *agree* that the media in their country are not neutral and impartial on social change issues.

- This sentiment is strongest in the U.S. (71%), Canada (65%), Mexico (64%) and Germany (64%).
- In many countries, more young adults than older adults view the media in their country as neutral and impartial on social change issues (U.S.: 39% vs. 20%; Germany: 46% vs. 26%; Canada: 42% vs. 29%; Mexico: 43% vs. 35%; Jordan: 58% vs. 47%).

### About the Social Change Impact Report

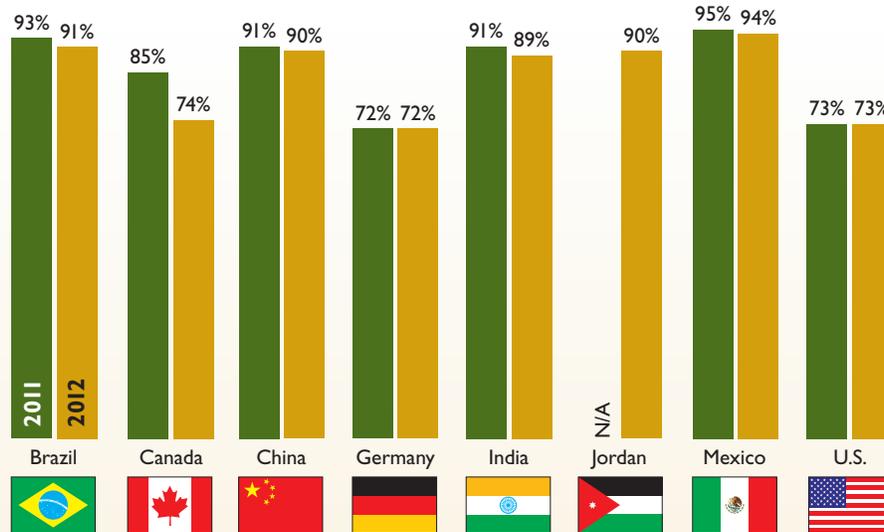
Dedicated to its mission of effecting positive social change, Walden University commissioned this study to assess the impact of social change and to learn more about the individuals creating and applying ideas, strategies and actions to promote the worth, dignity and development of society. The annual Social Change Impact Report was 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. [www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport)

The 2012 Social Change Impact Report survey was conducted online by Harris Interactive on behalf of Walden University between Feb. 27 and March 7, 2012, among a total of 8,953 adults within Brazil (1,025 adults ages 18–59), Canada (1,034 adults ages 18 and older), China (1,024 adults ages 18–60), Germany (1,004 adults ages 16 and older), India (1,023 adults ages 18–64), Jordan (612 adults ages 18 and older), Mexico (1,020 adults ages 18–64) and the U.S. (2,211 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 2012 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).

**Social change is not a fad.** Similar to what was found in 2011, being personally involved in social change remains important to a majority of adults around the world in 2012 (84%, on average). Adults in Brazil, China, Germany, India, Mexico and the U.S. find social change to be just as important in 2012 as they did in 2011. However, in Canada, the level of importance has dipped: While a majority (74%) of adults in Canada today say that being personally involved in social change is very or somewhat important, this represents a decline from 2011 (85%).

### TWO-YEAR TREND: Percentage of Adults in Each Country Who Say Being Involved in Social Change Is Very/Somewhat Personally Important to Them



Around the world, a majority of adults also agree that they can make the world a better place with their actions (80%, on average) and most adults from the eight countries surveyed have engaged in positive social change in the past six months (85%, on average). Individuals in six of the countries surveyed are most likely to have been involved in social change in the past six months by donating money, goods or services: Canada (57%), China (66%), Germany (40%), India (49%), Jordan (45%) and the U.S. (56%). Adults in Mexico are most likely to have been involved by participating in volunteer work or service (47%), and those in Brazil are most likely to have signed an online or written petition (51%) to promote social change. Nearly half of all respondents have engaged in social change through digital technology, such as participating in a social networking site group, posting on a blog or texting messages related to positive social change (48%, on average).

**Shifts in Social Change Engagement From 2011:**  
Engagement levels increased from 2011 to 2012 in Brazil (88% vs. 94%), China (89% vs. 94%), Germany (62% vs. 67%) and the U.S. (70% vs. 79%). However, engagement levels have decreased in Canada (85% vs. 80%), as have the levels of importance of social change (85% vs. 74%).

### Around the World, Adults Feel Empowered to Make Social Change Happen



4 in 5 adults (80%) agree with the statement, "I can make the world a better place by my actions."

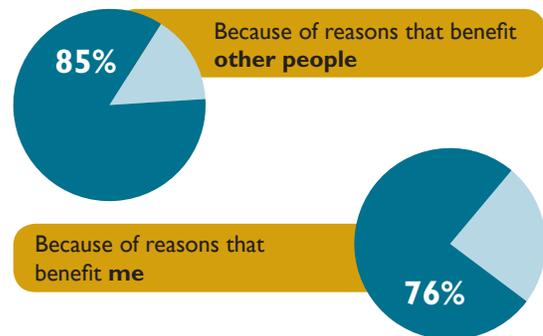
The reasons why people believe being involved in social change is important are as varied as the countries they call home.

Around the world, individuals are more likely to say social change is important to them because of reasons that focus on the benefits to others (85%, on average) rather than reasons that focus on the benefits to themselves (76%, on average).

## Social Change Resonates More With Women Than Men

WOMEN VS. MEN				
Say being involved in social change is personally important.	Canada	<b>77%</b>	71%	
	Germany	<b>77%</b>	67%	
	India	<b>94%</b>	88%	
	U.S.	<b>77%</b>	68%	
Agree "I can make the world a better place by my actions."	Brazil	<b>92%</b>	84%	
	China	<b>88%</b>	83%	
	Mexico	<b>87%</b>	79%	
	U.S.	<b>87%</b>	81%	
Have engaged in positive social change by donating money, goods or services.	Canada	<b>61%</b>	52%	
	China	<b>70%</b>	63%	
	India	<b>57%</b>	47%	
	Mexico	<b>43%</b>	35%	
	U.S.	<b>60%</b>	53%	

## What Are the Main Reasons That Make Social Change Important to You?



More specifically, adults in the U.S. and Canada are most likely to say being involved in social change is important because they want "to help people who are less fortunate" than they are (64%). In Mexico, adults are most likely to find social change important because they want to be "part of the solution and not just benefit from the actions of others" (64%) and also to "improve life for me and my family" (64%).

In other countries, the top reasons adults find social change personally important focuses on personal benefits or beliefs. In Brazil and India, adults find social change important because it "makes me feel good" (70% and 72%, respectively). In Germany, Jordan and China, adults say the main reason why they find social change important is because it is a "moral responsibility" (56%, 55% and 80%, respectively).

## Reasons Positive Social Change Is Personally Important

	Young Adults*	Older Adults*
<b>I want to help people who are less fortunate than I am</b>		
Brazil	43%	<b>70%</b>
Canada	63%	<b>75%</b>
India	44%	<b>70%</b>
Jordan	43%	<b>63%</b>
Mexico	38%	<b>69%</b>
U.S.	61%	<b>71%</b>
<b>It is a moral responsibility</b>		
Germany	52%	<b>66%</b>
India	63%	<b>80%</b>
Jordan	53%	<b>77%</b>
Mexico	48%	<b>73%</b>
U.S.	54%	<b>65%</b>

\*Definitions of age groups vary by country. Young adult groups are within ages 18 and 34; older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.

## Global economic conditions impact how people get involved in positive social change.

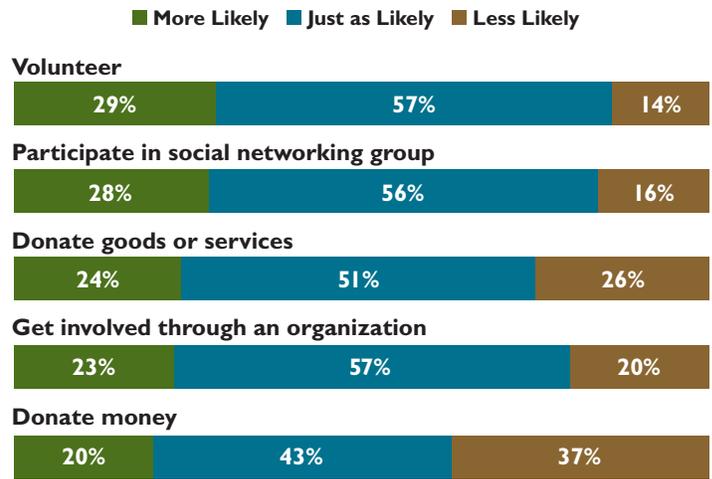
Across the globe, two-thirds of adults (65%, on average) agree that when economic conditions are bad, it is more important to be involved in social change than when economic conditions are good. The actions that adults around the world most often say they are more likely to do to engage in social change when economic conditions are bad are participating in volunteer work or service (29%, on average) and in social networking sites (28%, on average).

Despite this altruistic perspective, many adults say that their involvement in social change will not actually increase in a bad economy. For example, donating money, goods or services is the top way adults around the world (50%, on average) have gotten involved in the past six months, yet donating money is also the area where adults are most likely to cut back when economic conditions are bad (37%, on average, say they are less likely to donate money when economic conditions are bad).

When asked how their behaviors might change based on the economy, approximately one-quarter of adults around the world say they are less likely to donate goods or services when economic conditions are bad (26%, on average), and one in five are less likely to get involved through a company or organization (20%, on average). Adults in the U.S., Canada and Germany are the least likely to indicate that their actions will change as a result of the economy: When it comes to volunteering; getting involved in a company or organization; donating money, goods or services; or social networking for social change, at least half of adults in these countries indicate that they are just as likely to participate in these activities when economic conditions are bad.

Adults in Jordan and India are the most likely to indicate that their actions will change (either increase or decrease) as a result of the economy. Fewer than half of adults in these countries indicate that they are just as likely to engage in these social change activities when economic conditions are bad.

## Likelihood to Engage in Positive Social Change When Economic Conditions Are Bad



Just As Likely to Engage in Each of the Following When Economic Conditions Are Bad:								
	The Americas				Europe	Middle East	Asia	
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India
Participate in volunteer work or service	71%	70%	49%	61%	69%	34%	60%	40%
Get involved through an organization or company	67%	70%	52%	59%	65%	36%	63%	44%
Participate in a social networking site group to send messages, share pictures/videos, join or create a group, etc.	66%	71%	52%	57%	65%	36%	63%	39%
Donate goods or services to a cause or organization	61%	66%	38%	56%	60%	29%	56%	39%
Donate money to a cause or organization	52%	54%	31%	44%	52%	30%	47%	37%

Less Likely to Engage in Each of the Following When Economic Conditions Are Bad:								
	The Americas				Europe	Middle East	Asia	
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India
Donate money to a cause or organization	33%	35%	54%	36%	40%	31%	35%	31%
Participate in a social networking site group to send messages, share pictures/videos, join or create a group, etc.	21%	17%	13%	12%	26%	13%	9%	17%
Get involved through an organization or company	20%	20%	22%	18%	25%	23%	11%	20%
Donate goods or services to a cause or organization	16%	19%	45%	20%	30%	29%	25%	24%
Participate in volunteer work or service	14%	16%	15%	10%	19%	15%	10%	16%

## Nonprofits have an important role in social change.

According to this year's findings, survey respondents believe nonprofits play an important role in effecting social change. Many believe that nonprofits "have the resources and influence necessary to make social change happen in a way individuals cannot" (41%, on average) and that "getting involved in a cause or issue through an organization is the most effective way to make social change happen" (39%, on average). In fact, working with nonprofit organizations is one of the top two ways adults are most likely to get involved in positive social change in seven of the eight countries surveyed. Jordan is the exception, where getting involved as an individual is the top-ranked response, followed by working with religious institutions and nonprofits.

## Ways Adults Are Most Likely to Get Involved in Positive Social Change

	#1	#2
<b>Brazil</b>	Nonprofit 26%	Individual 16%
<b>Canada</b>	Individual 27%	Nonprofit 26%
<b>China</b>	Nonprofit 33%	Government Org 16%
<b>Germany</b>	Nonprofit 24%	Individual 19%
<b>India</b>	Individual 23%	Nonprofit 19%
<b>Jordan</b>	Individual 19%	Religious Group 15%
<b>Mexico</b>	Nonprofit 29%	Individual 16%
<b>U.S.</b>	Individual 22%	Nonprofit 21%

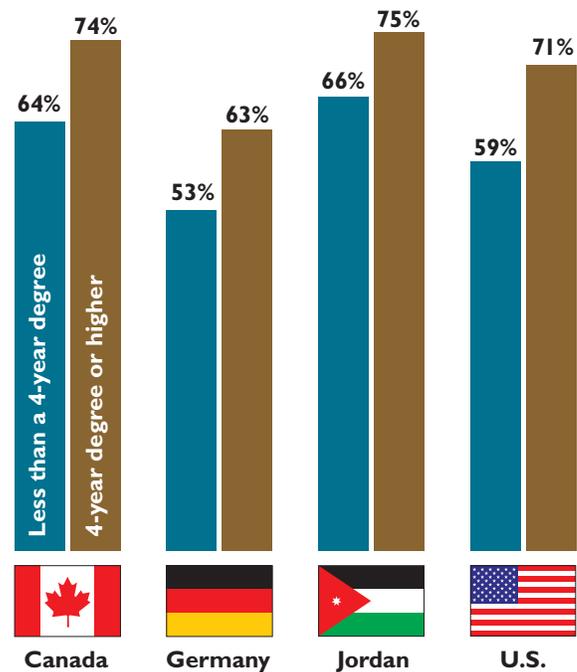
Nonprofit organizations may be popular outlets for people to get involved in social change because they are seen as making it “easy for people to get involved,” which nearly half of adults around the world find true (48%, on average). However, according to respondents, the most common weakness they perceive of nonprofits is that “too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen” (36%, on average). Yet fewer adults agree with the criticisms that nonprofits “move too slowly to make change happen” (26%, on average) or “don’t allow individuals to feel that their voices are being heard” (18%, on average).

**Individuals are a driving force behind social change engagement but rely on organizations.** Although a majority of adults (59%, on average) around the world believe that the most important agents of social change are “individual people acting on their own, not organizations or companies,” individual involvement is being facilitated by groups. Adults in the eight countries surveyed report that they are most likely to get involved in positive social change through an organized group (60%, on average) rather than as an individual (29%, on average). The exception is Germany, where more than half (54%) agree that the most important agents of social change are organizations or companies, not individuals.

The most common way to get involved in positive social change for adults in China (33%), Mexico (29%), Brazil (26%) and Germany (24%) is through a nonprofit organization. Adults around the world are far less likely to get involved in social change through a for-profit company or private corporation (5%, on average) than they are to get involved through a nonprofit organization (24%, on average). However, the most common way to get involved in positive social change for adults in Canada (27%), India (23%), the U.S. (22%) and Jordan (19%) is as an individual acting on his or her own.

**People are more likely to join digital social change conversations than to start them.** Digital technology, particularly social media, continues to help drive social change worldwide. Last year, the 2011 Social Change Impact Report showed that digital technology is a global game-changer when it comes to social change, with more than 8 in 10 adults around the world (83%, on average) agreeing that technology can turn a cause into a movement faster than anything else can. The 2011 report also showed that young adults are leading the way in using digital technology to drive social change, particularly by using social networking sites.

**Percentage Who Believe That Nonprofits Make It Easy to Get Involved, That Nonprofits Have the Resources and Influence to Make Change Happen, and That Getting Involved Through an Organization Is the Most Effective Way to Make Change Happen (by Education Level)**



This year, the 2012 Social Change Impact Report shows that adults are more likely to engage in social change during the next six months by contributing to social media via posting on a social networking site, commenting on others' sites, participating in an online chat or signing a petition (69%, on average) than to get involved by initiating an online or text message conversation (53%, on average). Among the most popular ways adults around the world are contributing to digital social change conversations are by commenting on other people's blogs or websites (39%, on average), posting information about a cause or issue on a social networking site (39%, on average) or signing an online petition (38%, on average).

China leads the way with the highest use of digital technology to engage in social change; 72% have engaged in positive social change in the past six months by participating in a social networking site, discussing social change on a blog or other website or texting messages related to positive social change on a mobile device. In addition, a majority of adults in India (58%), Brazil (58%), Mexico (57%) and Jordan (56%) also have engaged in positive social change in the past six months by using digital technology.

As seen in 2011, young adults continue to lead the way in using digital technology to get involved in social change. Young adults<sup>1</sup> in some countries are more likely than older adults<sup>2</sup> to use digital technology to both initiate (the U.S., Germany and Canada) and contribute to (Germany and Canada) online social change conversations.

**Adults around the world perceive bias in their national media on social change issues.** In seven of the eight countries surveyed, more than half of adults disagree with the statement "the media in my country are neutral and impartial on social change issues" (57%). This sentiment is strongest in the U.S. (71%), Canada (65%), Mexico (64%) and Germany (64%). In many countries, more young adults than older adults view the media in their country as neutral and impartial on social change issues (U.S.: 39% vs. 20%; Germany: 46% vs. 26%; Canada: 42% vs. 29%; Mexico: 43% vs. 35%; Jordan: 58% vs. 47%).

### Likelihood of Doing Each Digital Technology Activity to Engage in Social Change in the Next Six Months

	Young Adults*	Older Adults*
<b>Likely to contribute to digital conversations about social change</b>		
Canada	63%	50%
Germany	46%	32%
<b>Likely to initiate digital conversations about social change</b>		
Canada	33%	18%
Germany	30%	8%
India	79%	64%
U.S.	33%	20%

\*Definitions of age groups vary by country. Young adult groups are within ages 18 and 34; older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.

<sup>1</sup> Definitions of age groups vary by country. Young adult groups are within ages 18 and 34. Age group definitions for each country are available upon request.

<sup>2</sup> Definitions of age groups vary by country. Older adult groups are within ages 41 and older. Age group definitions for each country are available upon request.

## SOCIAL CHANGE AND THE U.S.

### The Impact of Political Party and Ideology on Americans' Attitudes About Social Change

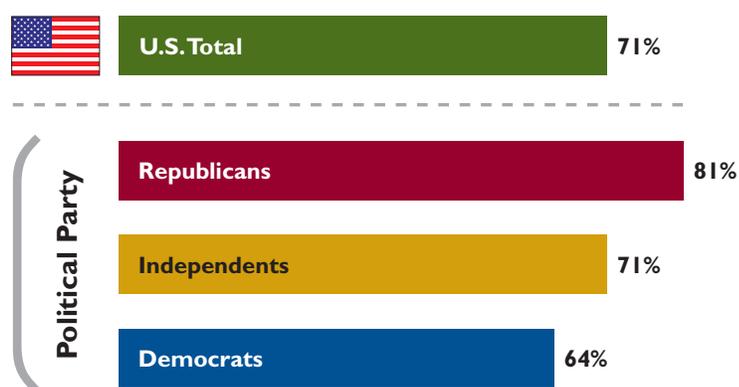
As 2012 is a presidential election year in the U.S., this Social Change Impact Report focuses on the role of politics in influencing social change perceptions and motivations among American citizens. The following findings examine both political party affiliation (i.e., Democrat, Republican or Independent) and political ideology (i.e., liberal, moderate or conservative) in distinguishing people's beliefs about the importance of social change.

**Democrats are more likely than Republicans to say that being involved in positive social change is personally important to them** (82% vs. 63%), and Independents (73%) fall in between. In terms of political ideology, liberals and moderates are more likely than conservatives to say that being involved in positive social change is personally important to them (77% vs. 75% vs. 66%).

When it comes to social change engagement, Democrats, Independents and Republicans are equally likely to have gotten involved in positive social change activities in the past six months (81% vs. 80% vs. 79%). Differences do exist, however, in how adults plan to use digital technology to engage in social change in the near future. Democrats and Independents are more likely than Republicans to use digital technology activities as contributors or initiators to engage in positive social change during the next six months (60% vs. 59% vs. 51%). Liberals are more likely than moderates or conservatives to use digital technology activities as contributors or initiators to engage in positive social change during the next six months (65% vs. 55% vs. 53%).

**U.S. adults with conservative political beliefs are least likely to find the media impartial on social change issues.** Republicans are more likely than Democrats to believe that the media in the U.S. are not neutral and impartial on social change issues (81% vs. 64%), with Independents falling somewhere in the middle (71%). Moderates, however, align more closely with conservatives; both groups are more likely than liberals to believe that the media are not neutral and impartial on social change issues (72% vs. 72% vs. 65%).

#### In the U.S., Beliefs About the Media Vary by Political Affiliation: Percentage Who Agree, "The Media in My Country Are Not Neutral and Impartial on Social Change Issues"



# SOCIAL CHANGE AND THE U.S.

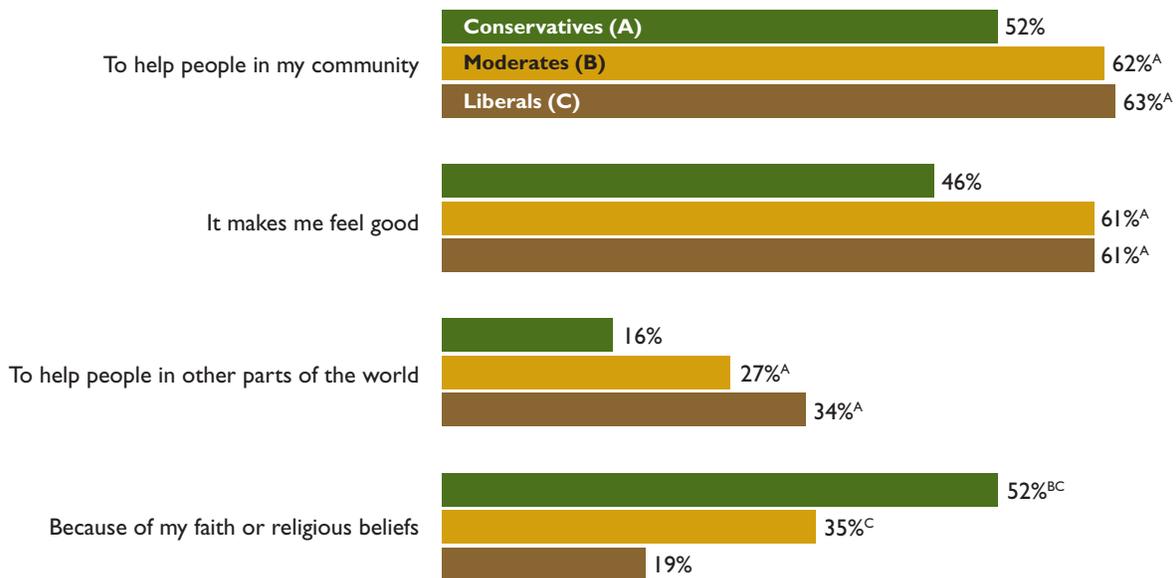
## The Impact of Political Party and Ideology on Americans' Attitudes About Social Change (cont.)

### U.S. adults' personal motivations for why positive social change is important vary widely by political affiliation and ideology.

Democrats are more likely than Republicans to say social change is important to them because they want to help those less fortunate than they are (69% vs. 57%); to help people in their community (65% vs. 51%); to help people in other parts of the world (29% vs. 20%); and because it makes them feel good (63% vs. 49%). Comparatively, Republicans are more likely than Democrats to say social change is important to them because of their faith or religious beliefs (52% vs. 34%). Independents are more likely than Republicans to say social change is important to them in order to help people in their community (61% vs. 51%) and to help people less fortunate than they are (65% vs. 57%).

### Moderates Most Commonly Align With Liberals When It Comes to Their Motivations for Being Involved in Social Change: Percentage Who Say Each Is a Main Reason Why Positive Social Change Is Personally Important

(Among U.S. Adults Only)



Superscript letters used in the chart above indicate significant differences at the 95% confidence level.

# SOCIAL CHANGE AND THE U.S.

## The Impact of Political Party and Ideology on Americans' Attitudes About Social Change (cont.)

### Democrats and liberals find that poor economic conditions make involvement in social change more important.

Democrats are more likely than Republicans to agree that “when economic conditions are bad, it is more important to be involved in social change than when economic conditions are good” (72% vs. 54%). Independents’ views fall between Democrats and Republicans at 61%. Similarly, those who identify as liberal are more likely than conservatives to agree that when economic conditions are bad, it is more important to be involved in social change than when economic conditions are good (68% vs. 59%). Moderates’ views (62%) fall between those of liberals and conservatives but are not significantly different from either group.

### Political affiliation influences perceptions of the effectiveness of nonprofit organizations in facilitating social change.

Democrats and liberals tend to have more positive views of nonprofits than Republicans and conservatives. However, the pattern is less straightforward for Independents and moderates. Republicans are more likely than Democrats to say that “too much of nonprofits’ budgets goes to overhead costs” (51% vs. 33%). Independents’ views fall between Republicans and Democrats, with 43% finding this statement true. Democrats are also more likely than Republicans to say that “nonprofits make it easy for people to be involved in social change” (50% vs. 37%) and that “getting involved through an organization is the most effective way to make social change happen” (39% vs. 29%).

	Political Party Affiliation			Political Ideology		
	Republican (A)	Independent (B)	Democrat (C)	Conservative (D)	Moderate (E)	Liberal (F)
<b>Positive Perspectives on Nonprofits</b>						
They make it easy for people to be involved in social change.	37%	43%	50% <sup>AB</sup>	36%	43% <sup>D</sup>	54% <sup>DE</sup>
They have the resources and influence necessary to make social change happen in a way that individuals cannot.	37%	45% <sup>A</sup>	44%	34%	43% <sup>D</sup>	48% <sup>D</sup>
Getting involved in a cause or issue through an organization is the most effective way to make social change happen.	29%	25%	39% <sup>AB</sup>	27%	30%	37% <sup>D</sup>
<b>Negative Perspectives on Nonprofits</b>						
Too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen.	51% <sup>BC</sup>	43% <sup>C</sup>	33%	47% <sup>F</sup>	42% <sup>F</sup>	28%
They move too slowly to make change happen.	16% <sup>C</sup>	16% <sup>C</sup>	10%	14%	15%	10%
They do not allow individuals to feel that their voices are being heard.	15%	15%	12%	17% <sup>F</sup>	13% <sup>F</sup>	7%

Superscript letters used in the chart above indicate significant differences at the 95% confidence level.

## Conclusion

Walden University's 2012 Social Change Impact Report explores the motivations behind individuals and groups engaging in social change in a world experiencing the effects of the global recession, struggling with the political fallout from austerity measures and facing an increasing number of social and environmental issues. Specifically addressing the global economic conditions that impact how individuals get involved, the role nonprofits play in facilitating social change and how technology is helping to influence the social change conversation on a global level, the report's findings offer a better understanding of how and why individuals participate in social change as well as how to advance the greater global discussion about it. This annual report will continue to serve as a barometer for the ever-changing state of social change worldwide.

## Appendix

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### Methodology

The 2012 Social Change Impact Report survey was conducted online by Harris Interactive on behalf of Walden University between Feb. 27 and March 7, 2012, among a total of 8,953 adults within Brazil (1,025 adults ages 18–59), Canada (1,034 adults ages 18 and older), China (1,024 adults ages 18–60), Germany (1,004 adults ages 16 and older), India (1,023 adults ages 18–64), Jordan (612 adults ages 18 and older), Mexico (1,020 adults ages 18–64) and the U.S. (2,211 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 2012 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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