

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

*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.

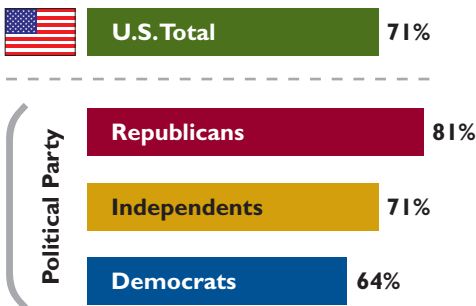
Despite the fact that many adults around the world see the value in nonprofits and a majority get involved in social change through organizations, institutions or companies (60%, on average), a majority still believes that the most important agents of social change are “individual people acting on their 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

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.