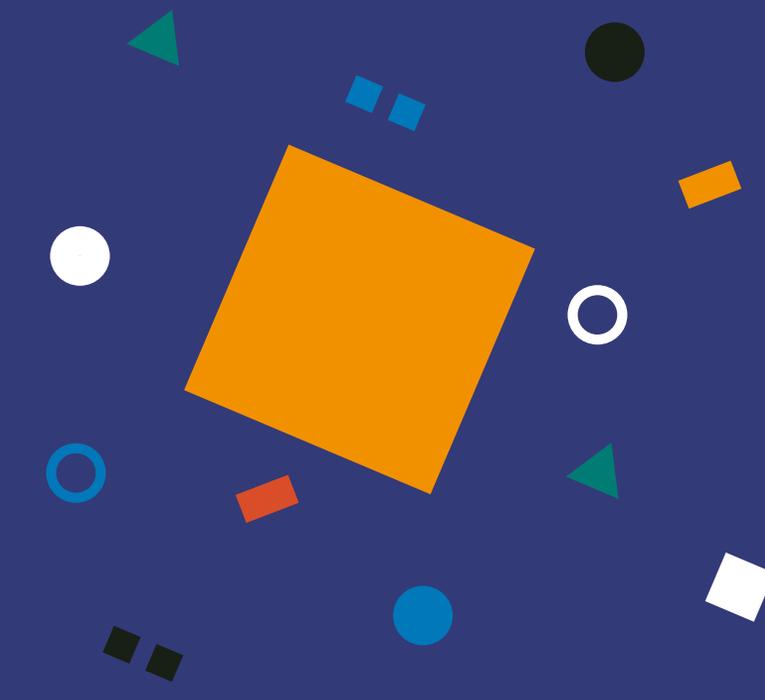


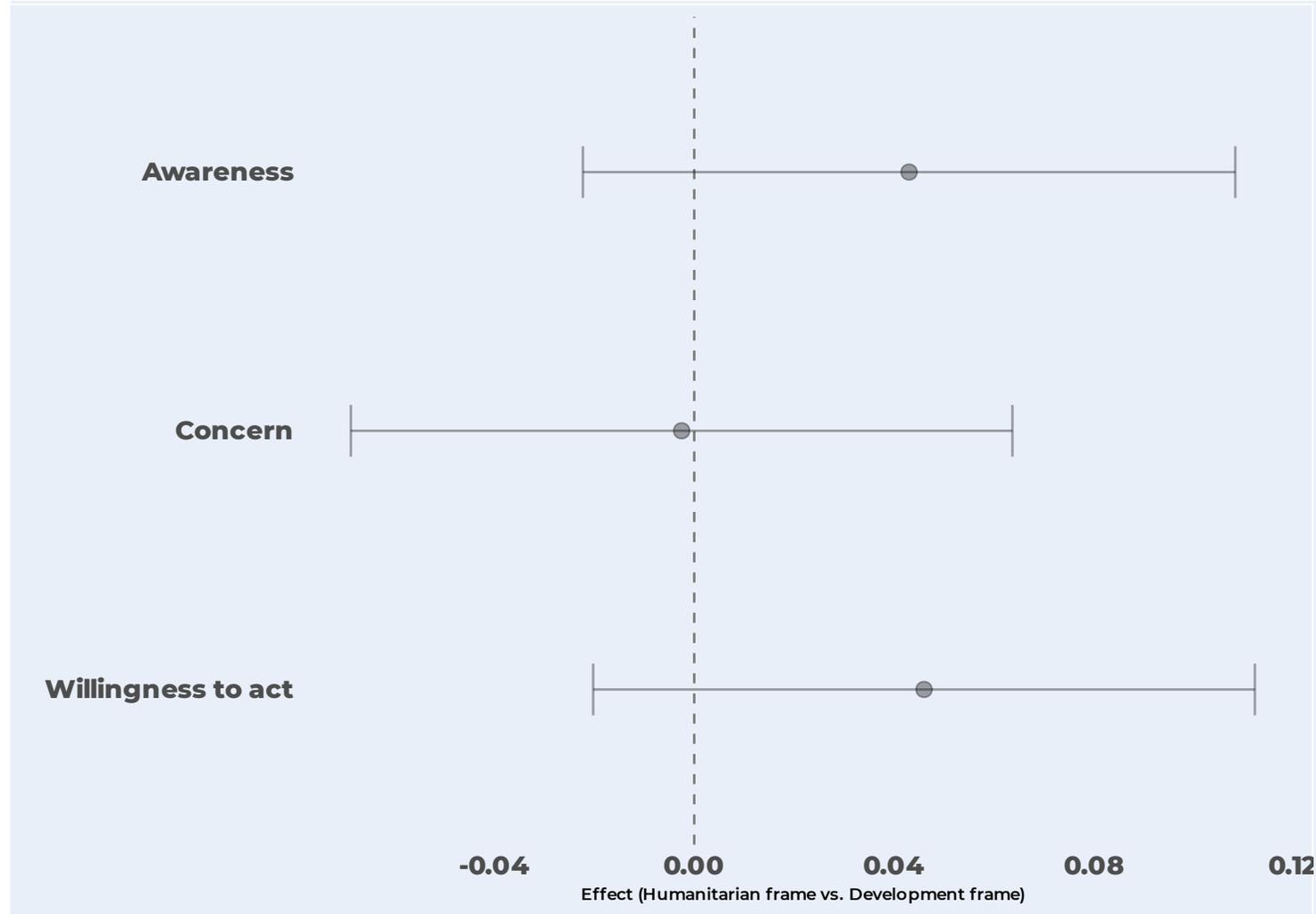
# PARTNER FOCUS

- 
- Humanitarian vs. development frames
  - Unpacking hunger
    - Purpose of & protecting development cooperation

# FRAMING: ACUTE HUMANITARIAN EMERGENCY VS. LONG-TERM DEVELOPMENT CHALLENGE

- Does framing matter for public support?
  - Testing the same crisis framed as an **acute humanitarian emergency** or as a **long-term development challenge**
  - 10 countries
- Measured how framing affects
  - **Awareness, concern, & willingness to take action**
- Enables us to identify the effect of the frame (language used to describe the crisis), while accounting for differences across countries

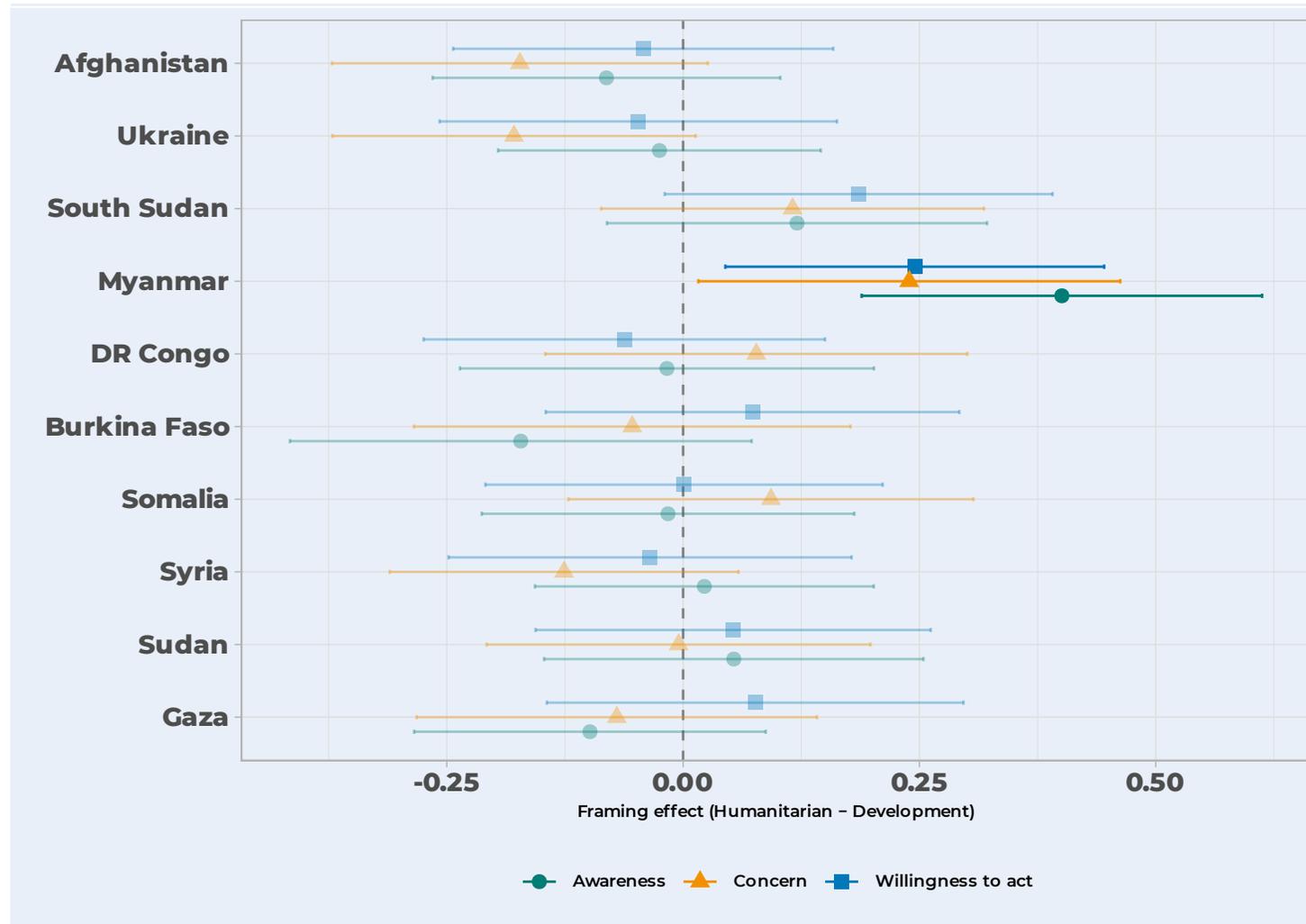
# FRAMING CRISIS AS 'HUMANITARIAN' VS 'DEVELOPMENT' DOES NOT AFFECT RESPONSES



- We tested whether describing the same issue as an **acute humanitarian crisis** or a **long-term development challenge** affects public **awareness**, **concern**, or **willingness to act**.
- **Across the German public, we find no significant differences** between the two frames on any of these outcomes.
- Effects point slightly in a positive direction for humanitarian framing, but are not statistically meaningful.
- **Some groups do respond differently**
  - **Young adults (18–24)** are more responsive to humanitarian framing, showing higher awareness and greater willingness to act.
  - **Political differences matter:** humanitarian framing is associated with greater awareness among Green voters, while development framing is more effective at increasing willingness to act among SPD voters.

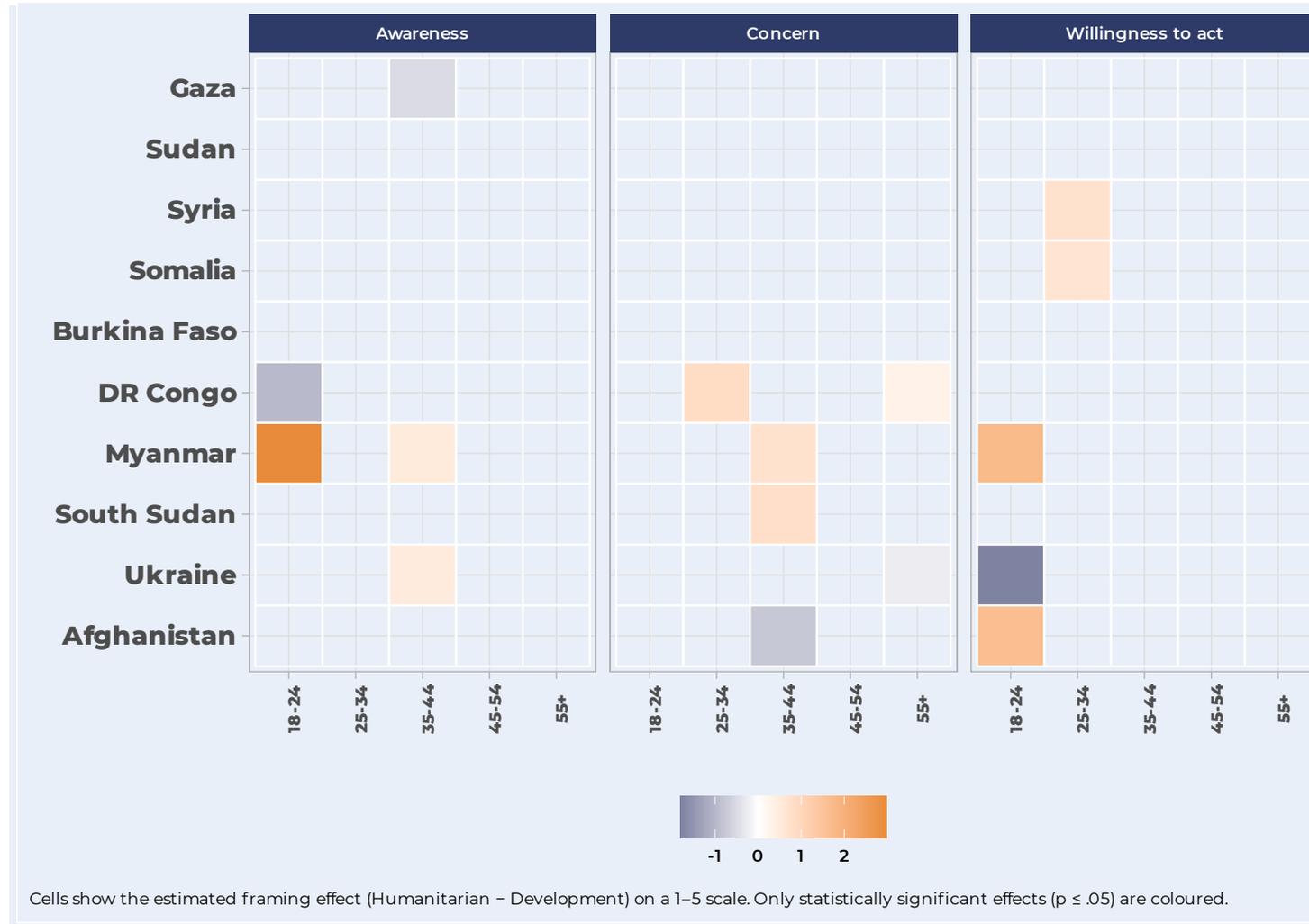


# MYANMAR IS THE ONLY COUNTRY WHERE HUMANITARIAN FRAMING MAKES A DIFFERENCE



- Across most countries, framing a crisis as a **humanitarian emergency** rather than a **development challenge** does *not* meaningfully change public responses.
- **Myanmar is the exception**
  - When framed as a humanitarian crisis, the German public shows **higher awareness, greater concern, and a stronger willingness to act** than when the same situation is framed as a development problem.
- **Why Myanmar?** A severe, **but under-reported crisis** in Germany? Humanitarian framing here may create a sense of urgency that development framing does not generate in low-salience contexts.

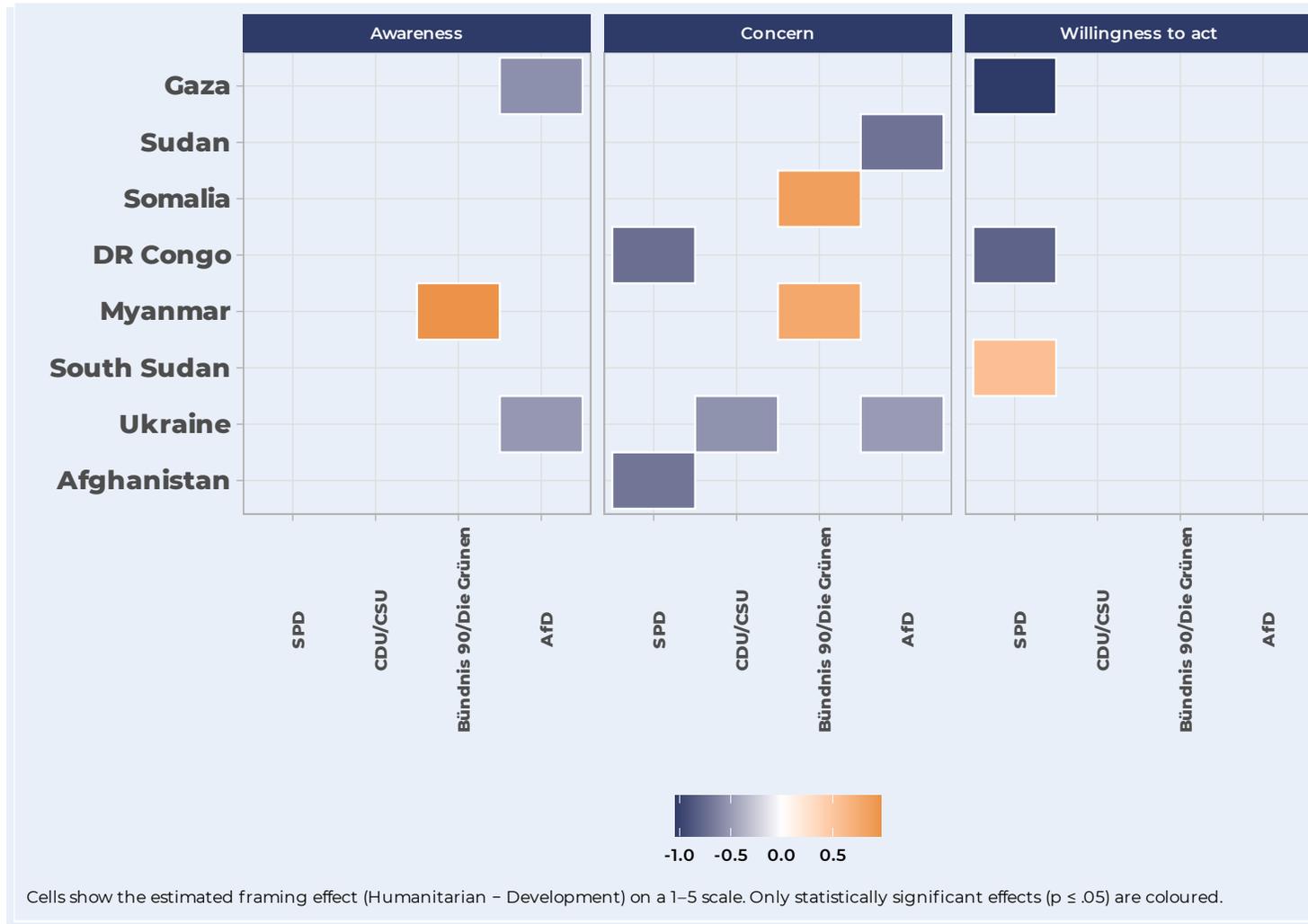
# FRAMING EFFECTS DIFFER BY AGE



- The impact of humanitarian versus development framing is **not uniform across age groups**. Different generations respond to the same framing in different ways.
- **Humanitarian framing works best for younger and middle-aged groups** when the crisis is **low-salience**, such as Myanmar. In these cases, it increases awareness, concern, and willingness to act among people aged **18–44**.
- For **chronic or geopolitically prominent crises** (for example DR Congo or Ukraine), framing effects are **less consistent** and can even **reduce engagement** for some age groups.
- Overall, framing does not operate as a “one-size-fits-all” tool: **what works for one age group or issue may not work for another**.

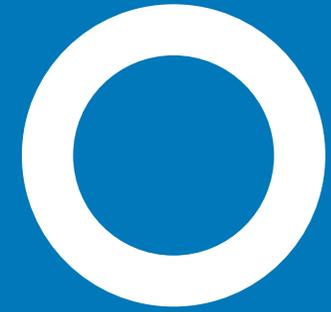
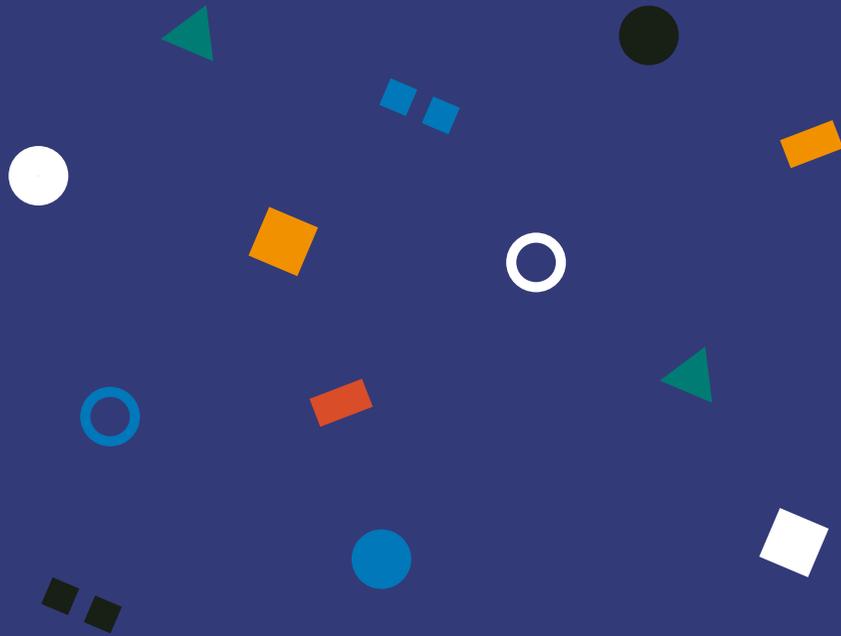


# FRAMING EFFECTS DIFFER BY POLITICAL ORIENTATION



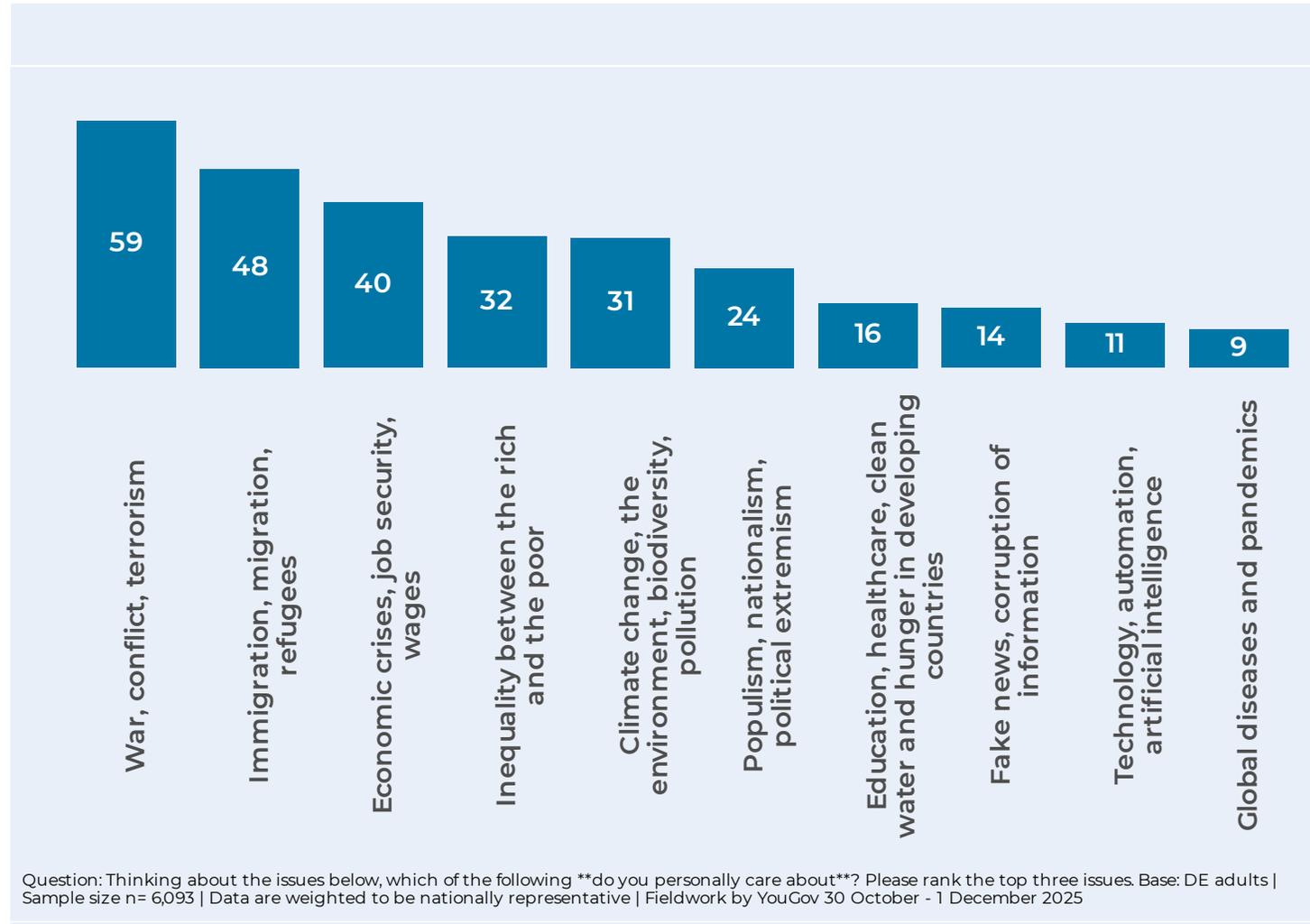
- How people respond to humanitarian versus development framing is **highly shaped by political orientation**. The same message can mobilise some groups and alienate others.
- **Green voters** respond positively to humanitarian framing. It increases **awareness and concern**, especially for under-reported crises such as Myanmar.
- **SPD voters** are more responsive to **development framing** when it comes to **willingness to act in the case of Sudan**. Humanitarian framing is less effective for mobilisation and concern.
- **AfD supporters** react negatively to humanitarian framing. It tends to **lower awareness and concern**, particularly for **high-salience crises** such as Gaza, Sudan, and Ukraine.

# UNPACKING HUNGER



Parsing out the impact of  
hunger on concern for  
development issues

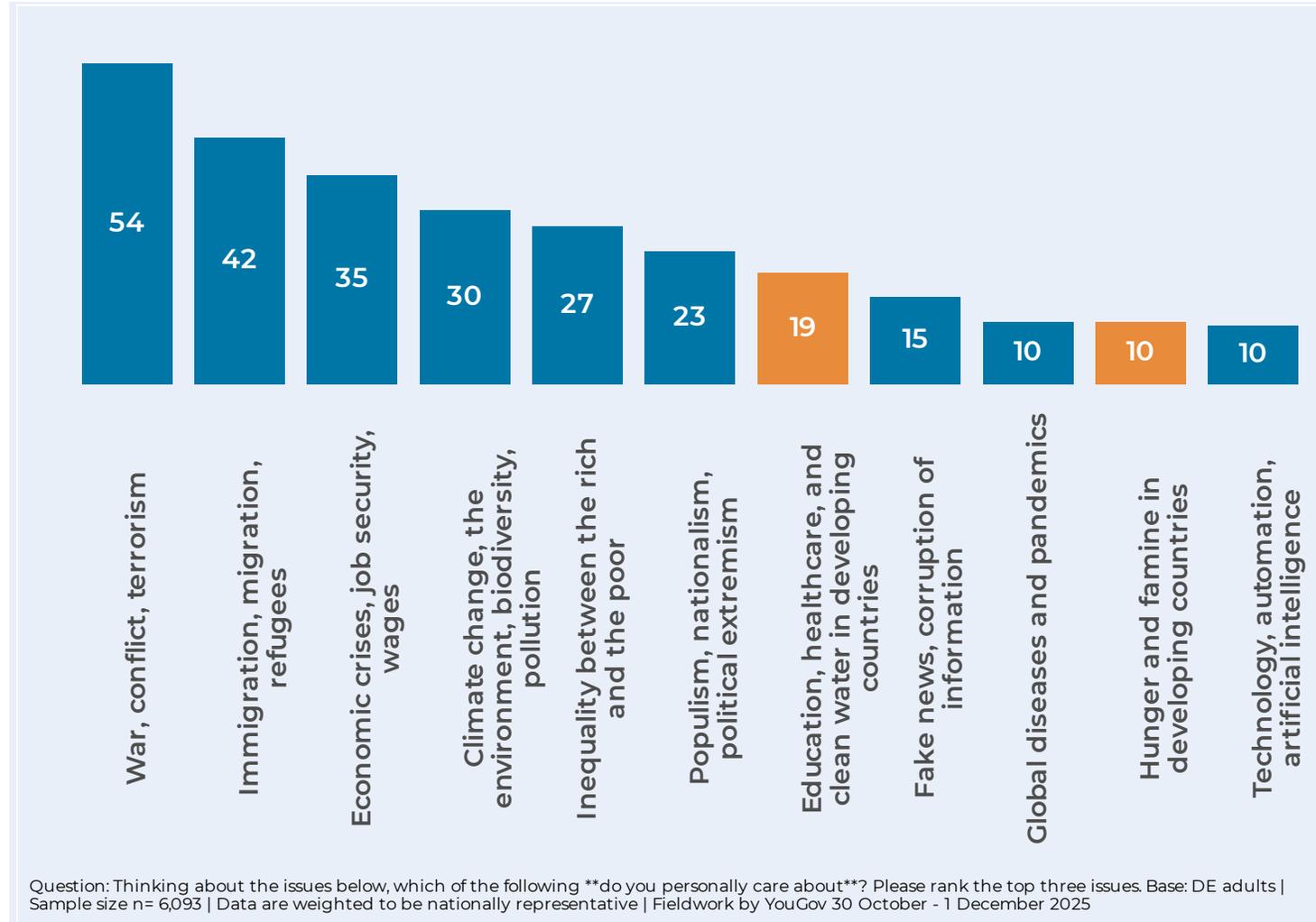
# PRIORITIES WHEN ISSUES ARE BUNDLED



- When asked to name the issues they personally care about most, the German public prioritises **war/conflict, immigration/migration, & economic pressures**.
- Development-related concerns appear lower down the list and are **bundled together** rather than singled out as distinct priorities.
- In this original version of the question, **hunger is mentioned, but famine is not**.
- What happens to concern when hunger & famine are included as a distinct item?



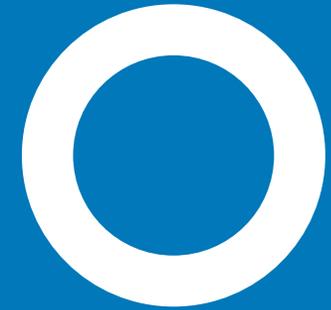
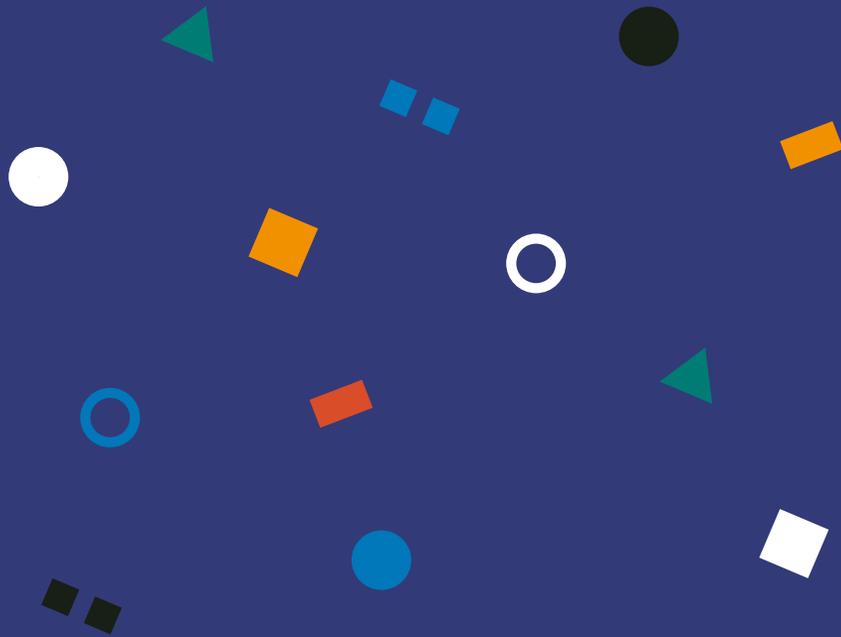
# HUNGER & FAMINE AS A SEPARATE ISSUE



- **1 in 10** respondents include hunger in their top three concerns.
- Making **hunger and famine explicit** does **not** reorder the overall hierarchy of public concerns. Concern for development issues was 7/10 in the first iteration and 7/11 in the second iteration.
- Hunger is not a top-tier issue on its own and is tied second from last with technology, automation & AI.
- However, **naming hunger & famine separately increases the salience of development-related issues overall.**

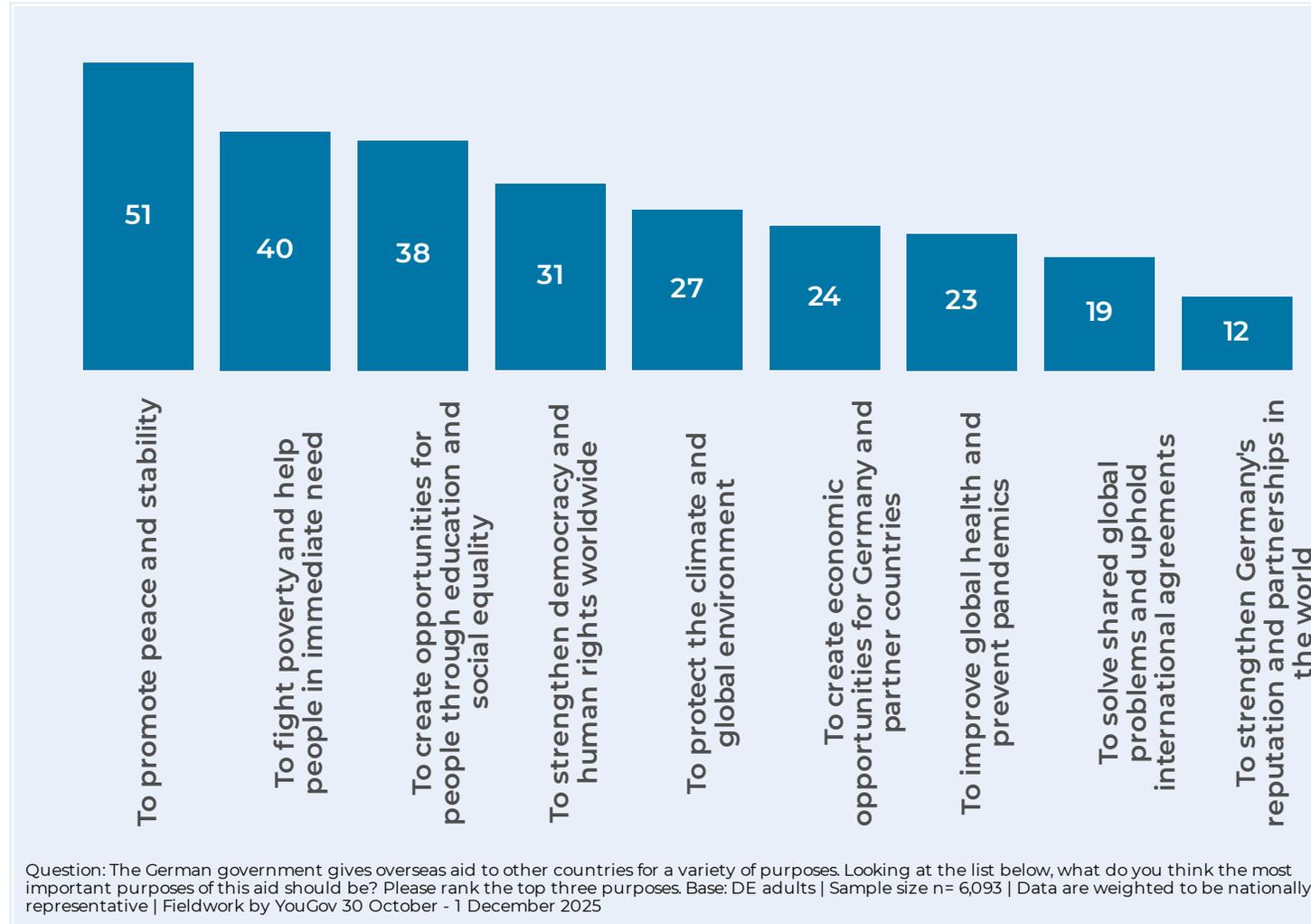


# DEVELOPMENT COOPERATION



- Main purpose of development cooperation
- Which type of aid spending should be protected?

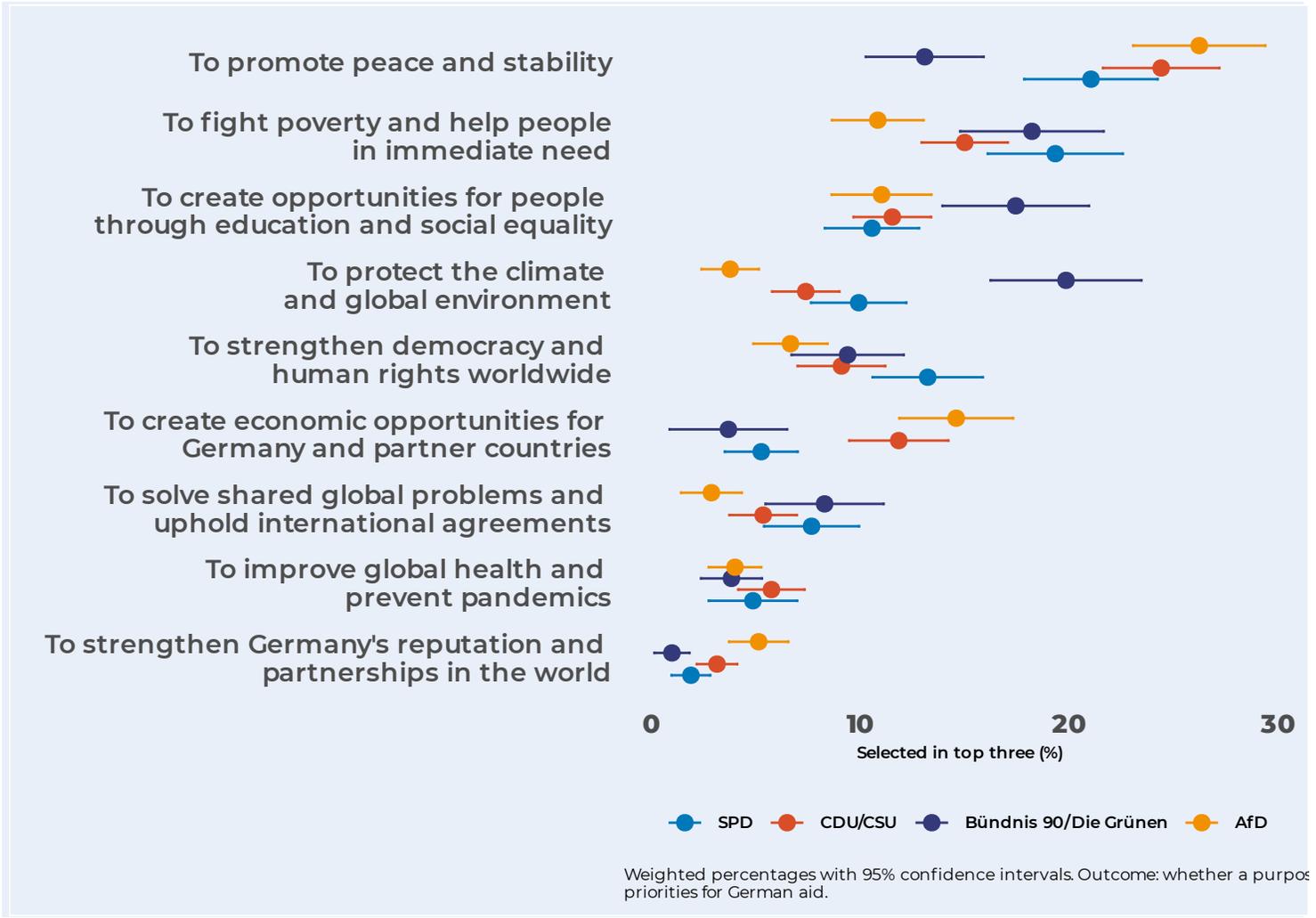
# PUBLIC UNDERSTANDING OF PURPOSE OF DEVELOPMENT COOPERATION



- The German public sees the primary purpose of aid as **promoting peace & security and supporting people**, rather than advancing Germany's national interests or global standing.
- The most widely supported purposes of aid are:
  - **Promoting peace and stability** (51%)
  - **Fighting poverty and helping people in immediate need** (40%)
  - **Creating opportunities through education and social equality** (38%)
- **Peace and stability** is the top priority across **CDU/CSU, SPD, and AfD supporters** (among Greens, protecting the climate and environment ranks highest).
- Purposes linked to **national reputation, strategic influence, or international agreements** attract much less support and perform poorly across political groups.
- **Key insight:** for the German public, aid resonates most when it is framed as **human-centred**, not **national-interest-centred**.

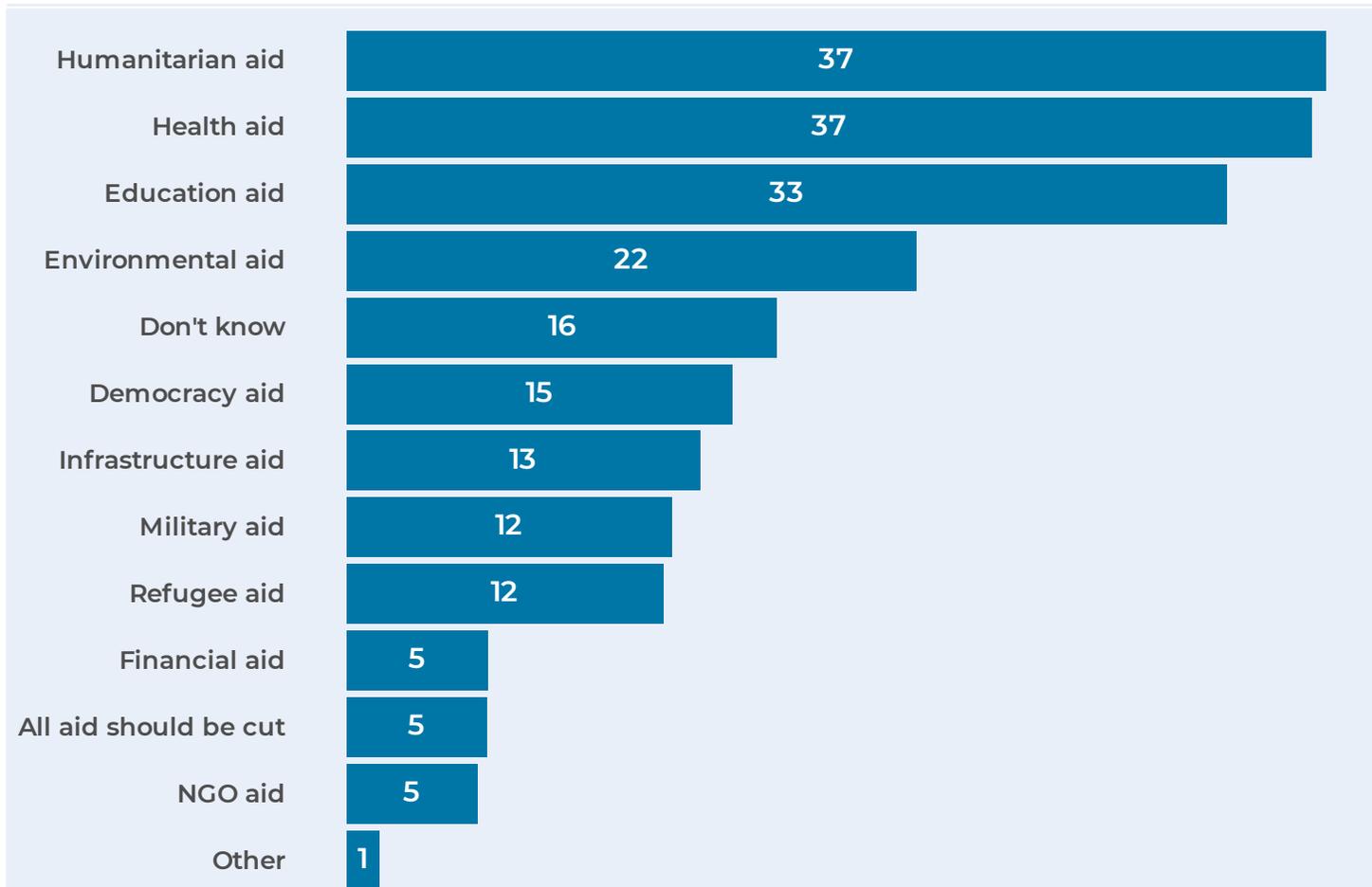


# PURPOSE OF DEVELOPMENT COOPERATION BY POLITICAL ORIENTATION



- Most of the key differences are among AfD and Die Grünen supporters, and in the predictable ways: AfD supporters are far more likely to say aid is to promote peace & stability and Die Grünen supporters are more likely to say aid is to protect climate & environment.
- While there is some support among AfD supporters for aid to fight poverty (need), there are two ways to have a more effective conversation – lean into peace & security and economic opportunities.
- Very little support, among all partisans, for aid in the national interest.
- SPD and CDU/CSU supporters share very similar views on the purposes of development cooperation. The only difference is on the creation of economic opportunities for Germany and partner countries where CDU/CSU are more likely to see this as a key purpose of aid.

# HUMANITARIAN & HEALTH AID SHOULD NOT BE CUT



- **Humanitarian and health aid are the clear priorities.** 37% of Germans say humanitarian and health aid should **not be cut**, reflecting strong support for life-saving /emergency and health focused assistance.
- This preference is **broadly shared across political groups** (SPD, CDU/CSU, and AfD). Green voters are the exception, prioritizing environmental aid.
- **There is considerable uncertainty: 16%** of respondents do not know which types of aid should be protected, indicating a large group without firm views.
- **Support for cutting all aid is very limited.** Only 5% of the public favour cutting all aid (rising to 16% among AfD voters).
- Support is much lower for protecting NGO and financial aid, suggesting that public backing attaches more to **what aid does** than to **how it is delivered**.

Question: In your opinion, what types of aid – if any – should **not** be cut? Please rank the top three. | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov 30 October - 1 December, 2025

# KEY INSIGHTS

1. Framing effects are limited on average and vary by issue, age, and political identity.
2. Hunger & famine are not top issues of concern for the German public; 1 in 10 say it is a concern.
3. Public support for aid is grounded in human condition and experience, not strategic or instrumental. People prioritise protecting lives and meeting basic needs over national interest or reputation.





**DEVELOPMENT  
ENGAGEMENT  
LAB**



**UNIVERSITY OF  
BIRMINGHAM**

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

#### **The Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at [www.developmentcompass.org](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting [del@ucl.ac.uk](mailto:del@ucl.ac.uk).

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