



TESTING FRAMES THAT CENTER LOCAL ORGANISATIONS

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- // UK Partner Meeting
- /// www.developmentengagementlab.org
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David Hudson

Soomin Oh

Jennnifer Hudson

PARTNERSHIP

What changes when local partners are mentioned versus not mentioned?



UK, LOCAL ORGANISATIONS, AND IN PARTNERSHIP

- What changes when local partners are mentioned versus not mentioned? Nothing.

- Please read the following message from a UK NGO/charity
 - Access to clean water sources gives communities safe drinking water, improved hygiene and sanitation. This past year, **we** updated plumbing in more than 6,000 schools and provided nearly a million toilets to hospitals and health care facilities
 - Access to clean water sources gives communities safe drinking water, improved hygiene and sanitation. This past year, **local organisations** updated plumbing in more than 6,000 schools and provided nearly a million toilets to hospitals and health care facilities.
 - Access to clean water sources gives communities safe drinking water, improved hygiene and sanitation. This past year, **we partnered with a local organisation** to update plumbing in more than 6,000 schools and provided nearly a million toilets to hospitals and health care facilities.
- We asked respondents about their personal view of progress being made in reducing the number of people living in extreme poverty and about their likelihood of making a donation in the next 12 months and it made no difference to people's responses.

NO NEWS

- Sometimes no news is good news. And some times it's no news. There is no penalty for telling the public about development efforts lead by local organisations or indeed in partnership. And given that we know from other research that VfM, waste, corruption are concerns that the public hold in relation to 'letting go' of the oversight, control and power in development, this is good news. That said, it's also the case that – at least based on this sample – there is no benefit from talking about partnership.
- We tested a number of other themes such as tweaking language to test hierarchy and subservience (e.g. 'our partner' vs 'community we serve') and the difference it makes to focus on the outcome being centred on the partner, i.e. that capacity is built, and again no difference to belief in progress or likelihood to donate.



MOVING FROM DEFICIT TO ASSET BASED

- Brief: We were asked to test the notion that need is temporary, not innate. Moving away from the deficit model and seeing how people respond to a prompt that ability is always there, and (after any set back) its about restoring it
 - Group 1: "Ayesha's family farm was hit by the recent hurricane, which destroyed their crops, home, and has left them without an income."
 - Group 2: "Ayesha and her family lived in small house and owned a local farm which provided them with a sustainable source of food for the family, as well as food to sell in the local market. However, her family's farm and home was hit by the recent hurricane, destroying their crops, home, and leaving them without an income."
 - Group 3: "Ayesha and her family lived in small house and owned a local farm which provided them with a sustainable source of food for the family, as well as food to sell in the local market. However, her family's farm and home was hit by the recent hurricane, destroying their crops, home, and leaving them without an income. With a little support from people like you, Ayesha's family have rebuilt their home and replanted crops. Her family is now back to normal after the devastating hurricane."
- No difference between the first two, but an 11% increase in the belief that progress is being made on extreme poverty and a 4% increase in likelihood of donating in the next 12 months

WHAT'S IN A NAME?

We have long talked about how we talk about international development. Geographies, categories, countries and people. Especially when balancing need with agency, and in language that is straightforward. It is a fraught debate.



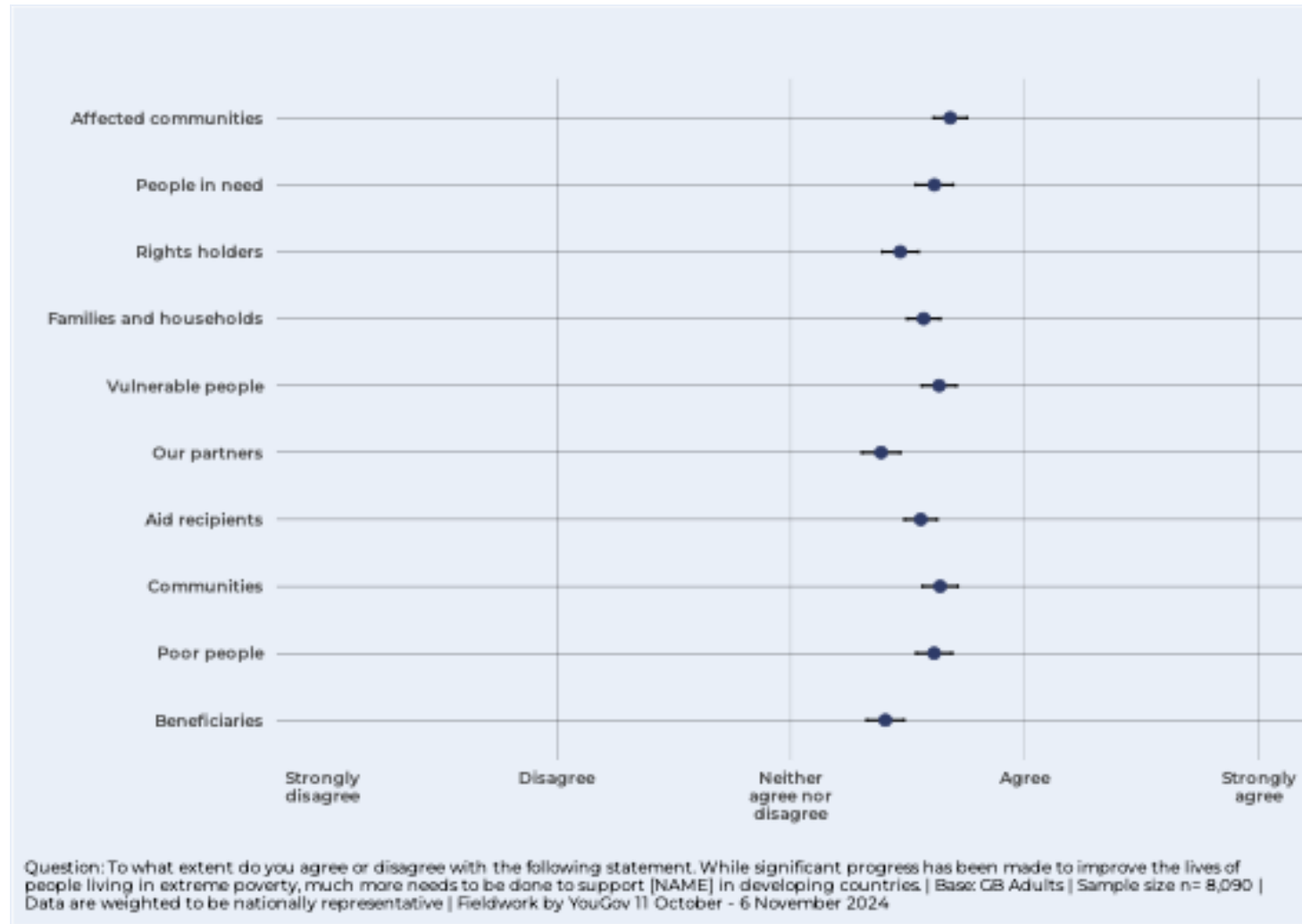
WHAT WE DID

- We took 10 common descriptors for the 'subjects' of international development discussions – from well-worn, traditional, or problematic to progressive, sector centred language.
- We limited ourselves to 10 for reasons of statistical power and for respondent experience, so others were considered but not tested.
- There is a combination of individual (people) labels and collective (community) labels with various adjectives
- Question: To what extent do you agree or disagree with the following statement. While significant progress has been made to improve the lives of people living in extreme poverty, much more needs to be done to support [NAME] in developing countries.

- Vulnerable people
- Families and households
- Rights holders
- People in need
- Affected communities

- Poor people
- Communities
- Beneficiaries
- Aid recipients
- Our partners

HOW DOES SUPPORT VARY WITH HOW WE SAY IT?



It does make a statistically and substantively significant difference to how supportive people are towards efforts to support people living in extreme poverty.

The worst performing name is 'our partners', closely followed by 'beneficiaries', and 'rights holders'. All the other seven names of labels scores higher than 'beneficiaries'.

The top scoring name was 'affected communities', followed by 'communities', 'vulnerable people', and 'people in need'.

And then we asked about progress, responsibility, and some other attitudes to see what difference, if any, different language makes.

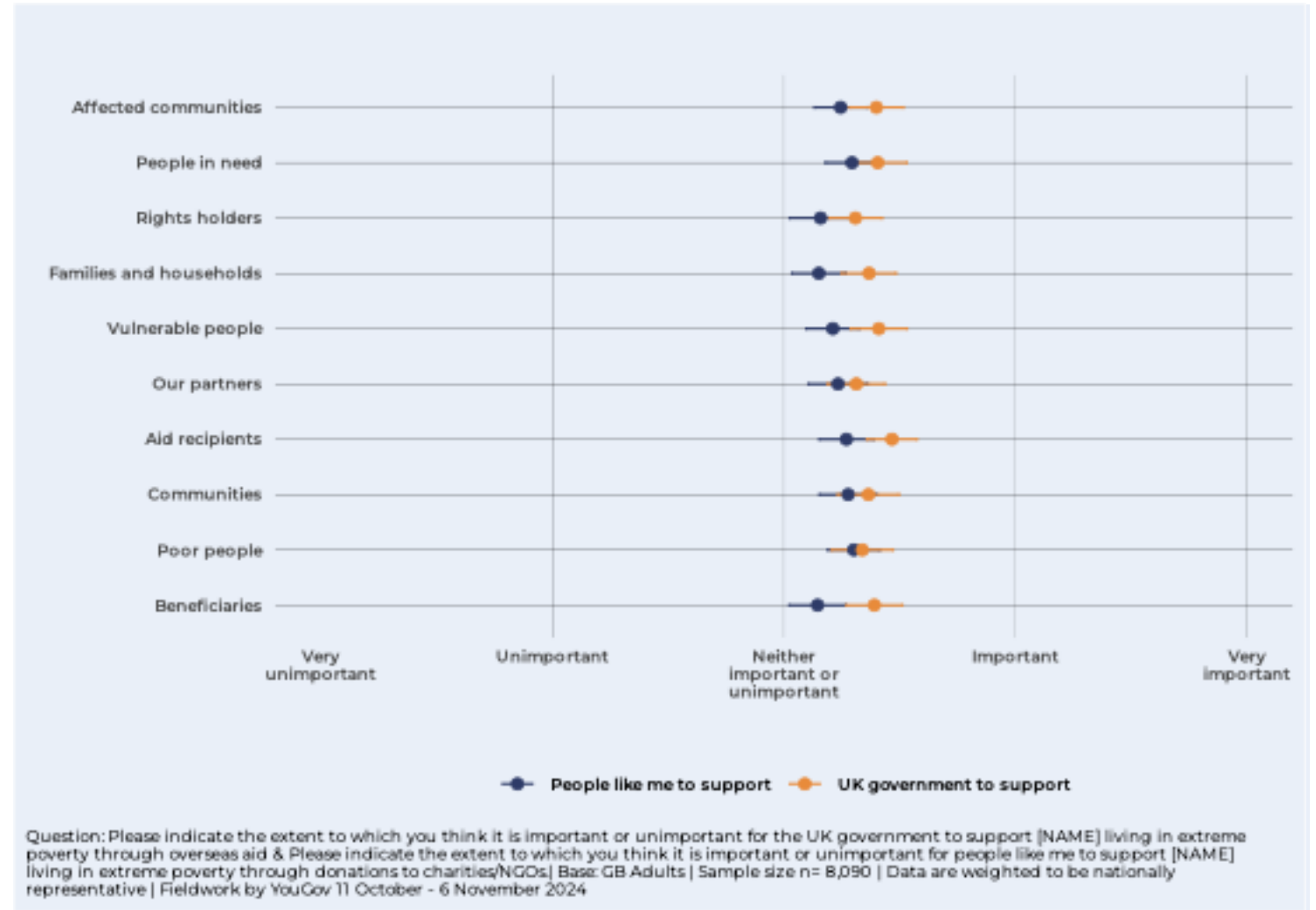


PERSONAL & GOVERNMENT SUPPORT

When we asked respondents about the importance of the UK government supporting [NAME] living in extreme poverty through overseas aid (purple in figure) and people like me to support [NAME] living in extreme poverty through donations to charities/NGOs (gold in the figure) we see a more or less consistent pattern in the two.

The smallest difference between people like me and the UK government was the label 'poor people' and the largest was 'beneficiaries', with more people thinking it is important that the UK government supports 'beneficiaries' than people like me doing so.

When talking about UK government aid, the top label is 'aid recipients', whereas for people like me donating it is 'poor people' that scores highest.

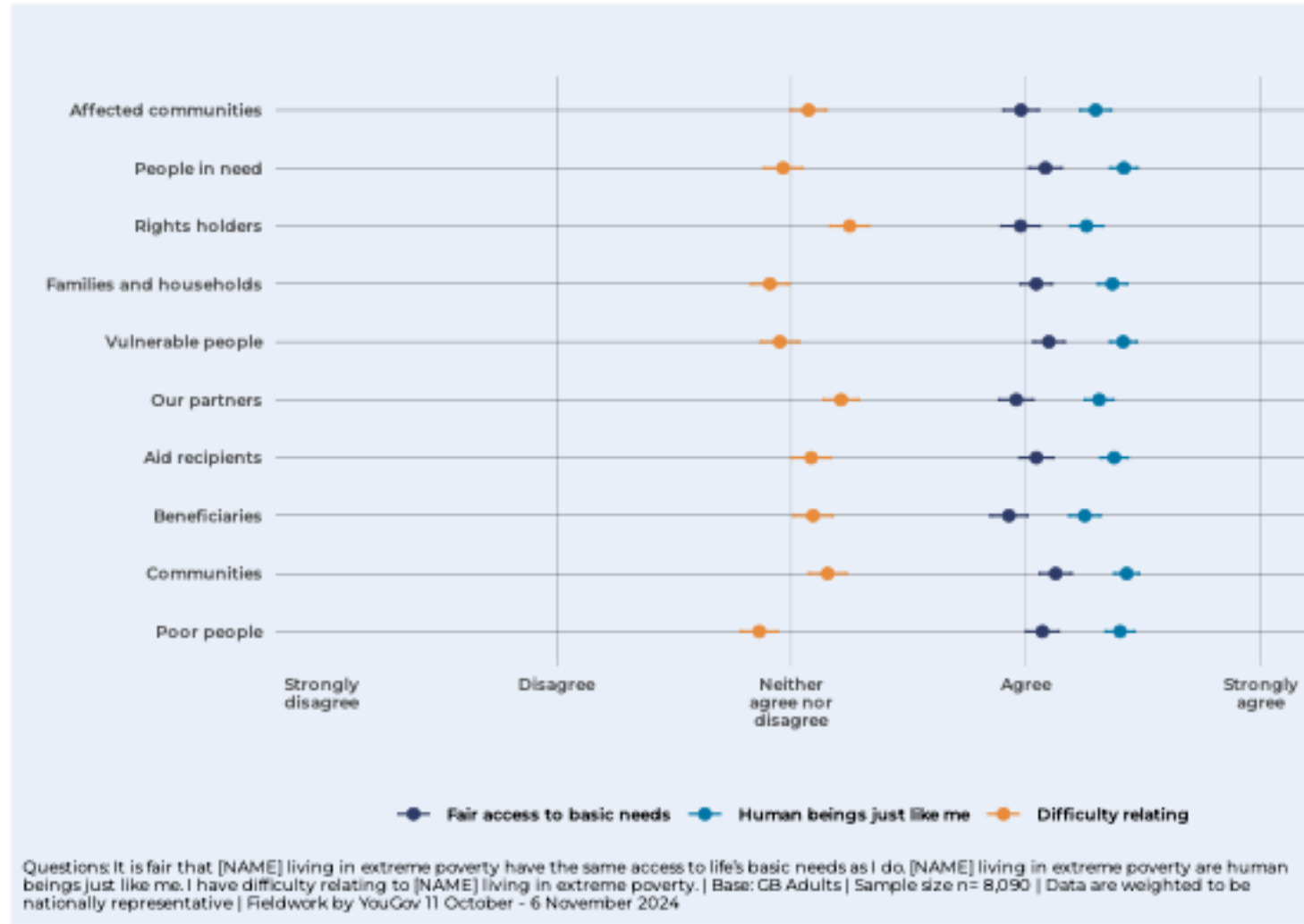


WE ASKED THREE MORE QUESTIONS TO EXPLORE OTHER DIMENSIONS OF PEOPLE'S REACTIONS

- Questions:

1. It is fair that [NAME] living in extreme poverty have the same access to life's basic needs as I do.
2. [NAME] living in extreme poverty are human beings just like me.
3. I have difficulty relating to [NAME] living in extreme poverty.

BASIC NEEDS, SHARED HUMANITY, AND RELATABLE



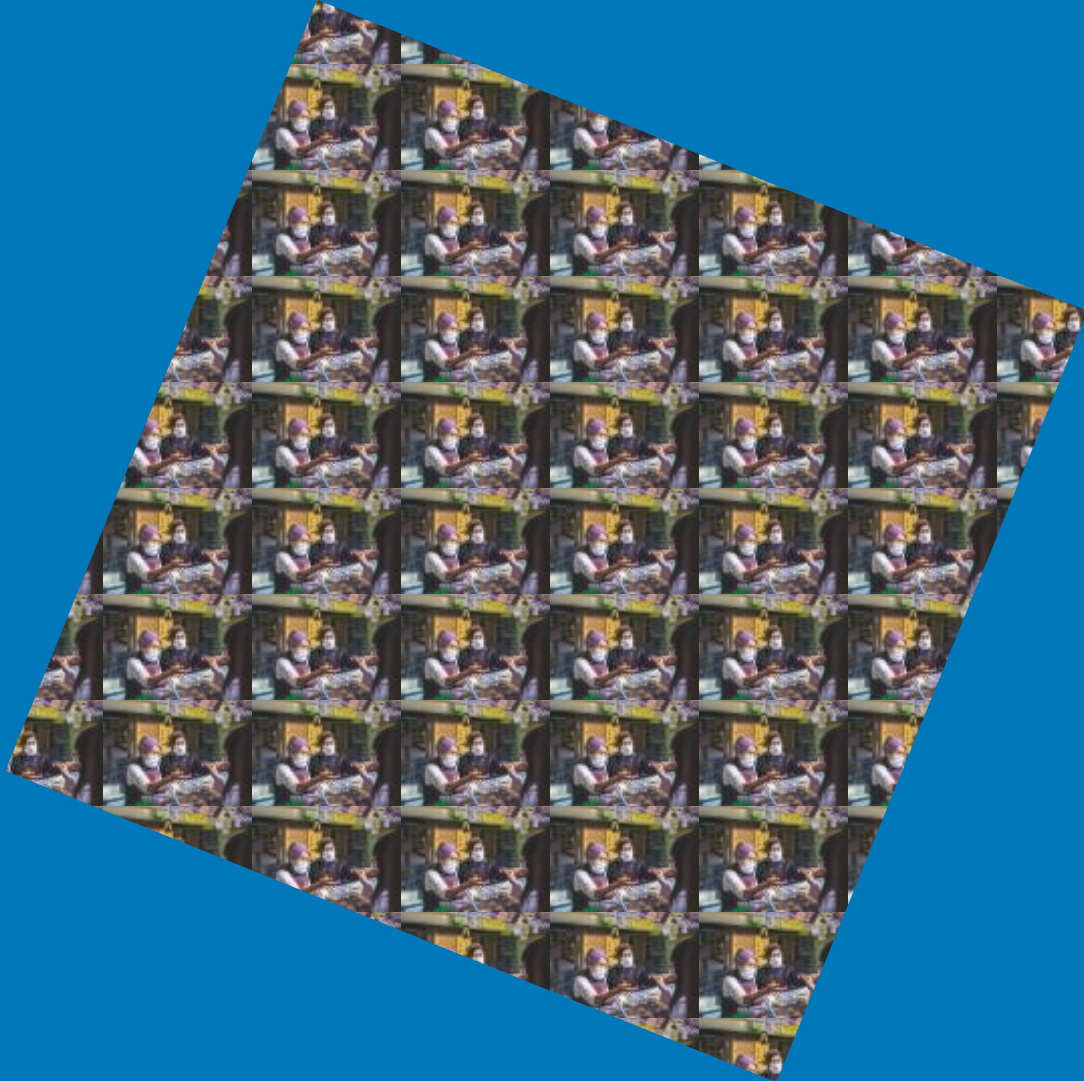
The purple estimates in the middle show how much respondents agree-disagree that [NAME] should have same access to basic needs as they do. 'Communities', 'vulnerable people', 'people in need', and 'poor people' score highest. 'Our partners' and 'beneficiaries' score lowest.

The blue estimates to the right show how much respondents agree-disagree that [NAME] are part of shared humanity. Note these all score higher than fair access to basic needs. 'Communities', 'people in need', 'vulnerable people', and 'poor people' score highest. 'Rights holders' and 'beneficiaries' score lowest.

The gold estimates to the left show how much respondents have difficulty relating to [NAME] living in extreme poverty. Note the question is negatively phrased, so further to left is a rejection of the statement. 'Poor people' and 'families and households' are the most relatable terms. 'Rights holders' and 'our partners' are the least relatable.



INSIGHTS 1



- Emphasising partnership between UK and global South organisations is neither a massive help nor hindrance in communicating with the British public
- Moving away from a deficit based framing of poverty is not just the right thing to do, but it increases people's sense of progress and likelihood to donate

INSIGHTS 2

- Partnership and partners may feel like the right language, but it isn't landing with the public right now
- Instead, more traditional and everyday language about vulnerability and people in need and affected communities elicit greater support and relatability
- Good news: no one likes the language of beneficiaries. Let's take the win!





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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 a grantee of 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, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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