

# 'Making, Moving and Shaking a Community of Young Global Citizens'

Resultaten Nulmeting GET IT DONE



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## Summary

In this report we will present the results of the baseline measurement of the evaluation of the program 'Making, Moving and Shaking a Community of Young Global Citizens' of GET IT DONE. GET IT DONE is a global community that empowers individuals to make a positive change in people's lives. It enables people from all over the world to carry out or support small-scale development projects by connecting people and their networks through social media and events. This baseline measurement allows us to gain more insight into the characteristics of their online community and their knowledge, attitudes and behavior regarding global citizenship. Also, this measurement provides GET IT DONE with lessons to expand and improve their service. The evaluation entails a repeated online survey with the (potential) global community of GET IT DONE. This first measurement took place between October and November 2012. The second evaluation will take place in the spring of 2013.

A total of 206 persons participated in the online survey. Almost three quarters of the participants are familiar with GET IT DONE. The global and diverse nature of the participants is clearly demonstrated through their personal characteristics. There are an equal number of men and women, with a diverse age range, and many different countries of residence and nationalities are represented.

Most participants are involved with GET IT DONE in a number of ways. For example, they visit the website, hear about it from others, keep up to date with the activities of GET IT DONE, and follow and/or 'like' GET IT DONE in social media. There are several active members in this group - *makers*, *movers* and *shakers* - but there was also large group of potential active participants in the global community.

The main reasons for getting involved with GET IT DONE are the new concept of crowd funding, the possibility to receive (financial) support for their own projects, and the ability to contribute individually and directly to a small-scale local projects in an easy and effective manner.

The GET IT DONE community is also asked about several aspects of global citizenship. Not surprisingly, the majority of the community scored high on the notion they can individually contribute to helping to solve global issues, especially when compared to the Dutch average. Furthermore, a majority thinks new forms of development aid, such as peer-to-peer projects, are crucial to making a positive change, and they feel it is important to discuss global issues. Behavioral aspects of global citizenship, such as travelling with public transport, giving to charity and buying Fair Trade and second hand goods, are also very common among the participants. Almost four out of ten participants feel they have sufficient knowledge about how to play an active role in a project in a developing country. Nonetheless, one third of the participants still feels they lack sufficient knowledge about how to achieve this.

Specific questions are asked about four specific GET IT DONE campaigns: the online community project, a Facebook App 'Reach the world with GET IT DONE', a YouTube video 'This is my world', and a Travel Campaign. The GET IT DONE community stands out with their online activities regarding global issues, when compared to the Dutch average. The majority of the GET IT DONE community follows current events on global problems through the internet, discusses global issues with friends and family, and/or donates to development aid projects. Furthermore, approximately three quarters of the community actively expands their online network with contacts from countries other than their own.

The global network of the participants also differs from the Dutch average substantially, in that the participants have a higher number of friends from different cultures than their own, speak more than two foreign languages, and are involved in intercultural relationships.

The Facebook App, an application aimed at determining how 'global' a person is, was launched simultaneously with the survey. Almost twenty percent of the participants already used the app; within this group, nine out of ten participants believe it has (possibly) made them more aware of the role they can play in making a positive change in global issues.

In December 2011, GET IT DONE posted a YouTube video 'This Is My World', which is an animation video about creating a positive change for someone in need. Over a third of the participants already watched this video. The majority of this group feels this video has (possibly) made them more aware of the role they can play. Another group already had a high level of awareness. In general, between 20 and 30 percent of the participants would likely be triggered into to click on the website of the organization, sharing and 'liking' an entertaining and controversial video on social media.

In regards to the travel campaign, three quarters of the participants have plans to travel to a developing country in the near future. Almost half have worked as a volunteer outside of GET IT DONE; two thirds of them are (possibly) planning to do so in the near future. If a website with information on how to support and run a local project was available to them, the majority pointed out that they would most likely visit this website for more information.

The group that was *not* familiar with GET IT DONE, a little over a quarter of the total number of respondents, was given a short introduction of the organization and was asked to answer a shorter set of questions. The questions were related to the likelihood of them becoming part of the global community.

Their answers indicate that they are a potential target group of the GET IT DONE community. In this group, over three quarters is likely to travel to a developing country in the near future and is interested in working locally as a volunteer. Furthermore, this group shows an interest in starting their own local project if there was an easy way to do it.

A little over half of the participants who are not familiar with GET IT DONE would donate through crowd funding rather than through large non-profit organizations. Subsequently, half of this group would trust the sustainability of local, individually-run projects, and three quarters is interested in following the stories of the individuals who run them. Lastly, a little less than half would commit to help raising funds for local projects.

The participant comments and suggestions indicate that improvements can be made, which could potentially contribute to the progress of the activities of GET IT DONE in the future. Most suggestions are technical or practical in nature, for example, project procedures, different the languages on the platform, and sometimes, technical difficulties. Other participants provide suggestions or advice on how to improve the current working method of GET IT DONE, and on finding new ways to expand GET IT DONE or improve their service.

Overall, the global and diverse character of the GET IT DONE community has clearly been demonstrated. To expand and improve in the future, this measurement identifies steppingstones in terms of how to reach more people and gives GET IT DONE more insight into the characteristics of the community and their experiences.

In 2013 the survey shall be repeated. The results of this second measurement can identify changes in the ways in which the global community is (actively) involved with GET IT DONE, and changes in their global citizenship, for the program as a whole and for individual campaigns.

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GET IT DONE zet zich in om gelijkheid en gelijkwaardigheid te vergroten door het bouwen van een grote, levendige gemeenschap van jonge wereldburgers. Het programma 'Making, Moving and Shaking a Community of Young Global Citizens' richt zich met diverse campagnes op het vergroten van kennis, houding en gedrag rondom mondiaal burgerschap.

In deze rapportage worden de resultaten van een eerste peiling naar kennis, houding en gedrag besproken. Deze nulmeting biedt daarnaast leerpunten die GET IT DONE kan gebruiken om haar programma-activiteiten nader aan te scherpen. Een eindmeting vindt plaats in het voorjaar van 2013.

