



IMAGES OF DEVELOPMENT

Aid Attitudes Tracker – **FRANCE**

Wave 10 - October 2018

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PREMISE

“Un bon **croquis** vaut mieux
qu’un long discours”

Napoléon Bonaparte

PREMISE



PREMISE



PREMISE

- Images
 - Attract attention
 - Persuade
 - Portray progress and failure
 - Represent and reinforce stereotypes
 - Create emotional responses
 - Express people's sense of the world

OBJECTIVES AND QUESTIONS

- Present and Future
 - How do people **perceive** developing countries **now**?
 - How do they **envision** the **future** of developing countries (in 2030)?
- Campaigning
 - What would people **show** as a persuasive campaign image, **if they were in charge**?
 - What do people **want to see** in global poverty campaigns?
 - What do they think they **are shown** by development charities?
- Efficacy
 - How do different **representations** of developing countries affect people's sense of **being able to make a difference** in addressing global poverty, whether as **individuals** or their **government** more generally?

OUR DATA

- We collected 51 images of the developing world to show our sample – a mixture of negative, neutral and positive images



Negative image

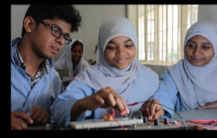


Neutral image



Positive image

- Depending on the question, respondents were asked to pick 1 from 9 randomly selected images or to respond to 1 randomly selected image



MANUAL CODING

- 3 individual coders looked at each image and agreed on key dimensions of the images
 - Representation: positive/negative/neutral?
 - Development: 1-5 (where 5 is more developed)
 - Includes people: yes/no?
 - Setting: urban/rural?
 - Frame: migration/humanitarian/commerce/adverse geography/destitution/school/progress?
 - Region: Africa, Asia, Middle East?

MANUAL CODING

Image characteristics	%
Urban setting	18%
Economic activity	10%
Adverse geography/conditions	16%
Schools	18%
Signs of progress	6%
Development interventions	29%
Negative/positive class	33%
Positive class	33%
African	49%

IMAGES OF DEVELOPMENT: PRESENT AND FUTURE

THE DEVELOPING WORLD NOW

<<En regardant les images ci-dessous, laquelle correspond le mieux à votre vision des pays en voie de développement aujourd'hui ?>>

THE DEVELOPING WORLD NOW

<<En regardant les images ci-dessous, laquelle correspond le mieux à votre vision des pays en voie de développement aujourd'hui ?>>



1st place
(neutral)



2nd place
(neutral)



3rd place
(positive)

In general, the selections suggest that people have a positive view of the developing world and tend to choose images showing progress (but not the more developed images). Also more likely to choose schools, urban, but also adverse geography. Less likely to choose images showing commerce or industry.

THE DEVELOPING WORLD NOW

<<En regardant les images ci-dessous, laquelle correspond le mieux à votre vision des pays en voie de développement aujourd'hui ?>>

Image characteristics	Effect
More developed	-
Urban setting	+
Economic activity	-
Adverse geography/conditions	+
Schools	+
Signs of progress	+
Negative class	-
Positive class	+
African countries setting	ns

Note: a negative sign denotes that images with a certain characteristic are less likely to be chosen. A positive sign shows instead that images with that characteristics are more likely to be chosen.

THE DEVELOPING WORLD IN THE FUTURE

<<En regardant à nouveau les images ci-dessous et en vous projetant dans 12 ans, laquelle correspond le mieux à votre vision des pays en voie de développement en 2030 ? >>

THE DEVELOPING WORLD IN THE FUTURE

<<En regardant à nouveau les images ci-dessous et en vous projetant dans 12 ans, laquelle correspond le mieux à votre vision des pays en voie de développement en 2030 ? >>



1st place
(positive)



2nd place
(neutral)



3rd place
(positive)

Interestingly, both the first and second most chosen pictures were also chosen to represent developing countries “now”, while the third picture is one of the strongest images of progress!

THE DEVELOPING WORLD IN THE FUTURE

<<En regardant à nouveau les images ci-dessous et en vous projetant dans 12 ans, laquelle correspond le mieux à votre vision des pays en voie de développement en 2030 ? >>

Characteristic	Now	Future
More developed	-	+
Urban setting	+	+
Commercial/industrial activity	-	-
Adverse geography/conditions	+	+
Schools	+	+
Signs of progress	+	+
Negative class	-	-
Positive class	+	+
African country settings	ns	-

The sign flips, suggesting that people do select more developed images to represent the future than the present.

Images showing Africa are less likely to be chosen. Stereotypes?

IMAGES OF DEVELOPMENT: CAMPAIGNS

IMAGES FOR CAMPAIGNS (1)

*<<Imaginez que vous soyez directeur(-trice) d'une organisation caritative d'aide au développement international. Parmi les images suivantes, laquelle choisiriez-vous pour *persuader le public* de soutenir le travail de votre organisation pour réduire la pauvreté dans le monde ?>>*

IMAGES FOR CAMPAIGNS (1)

<<Imaginez que vous soyez directeur(-trice) d'une organisation caritative d'aide au développement international. Parmi les images suivantes, laquelle choisiriez-vous pour *persuader le public* de soutenir le travail de votre organisation pour réduire la pauvreté dans le monde ?>>



1st place
(negative)



2nd place
(positive)



3rd place
(neutral)

A very mixed result for a difficult question. The “powerless child” stereotype makes an appearance to persuade the public, but images also show more progress and less objectifying portrayals of the developing world.

IMAGES FOR CAMPAIGNS (2)

*<<En tant que Français(e), quelle image, parmi les suivantes, *préférez-vous voir* utilisée par une organisation caritative d'aide au développement international œuvrant à réduire la pauvreté dans le monde ? >>*

IMAGES FOR CAMPAIGNS (2)

<<En tant que Français(e), quelle image, parmi les suivantes, *préférez-vous voir* utilisée par une organisation caritative d'aide au développement international œuvrant à réduire la pauvreté dans le monde ? >>



1st place
(positive)



2nd place
(negative)



3rd place
(neutral)

Another mixed result. The "neutral" image which people associate significantly with developing countries now and in the future (here in 3rd place) would be welcome on a charity campaign, together with other positive and negative representations.

IMAGES FOR CAMPAIGNS (3)

<<Parmi les images suivantes, laquelle est, selon vous, la **plus communément utilisée** par les organisations caritatives d'aide au développement international pour persuader les Français de soutenir leurs efforts pour réduire la pauvreté dans le monde ?>>

IMAGES FOR CAMPAIGNS (3)

<<Parmi les images suivantes, laquelle est, selon vous, la **plus communément utilisée** par les organisations caritatives d'aide au développement international pour persuader les Français de soutenir leurs efforts pour réduire la pauvreté dans le monde ?>>



1st place
(negative)



2nd place
(negative)



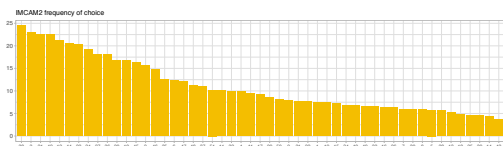
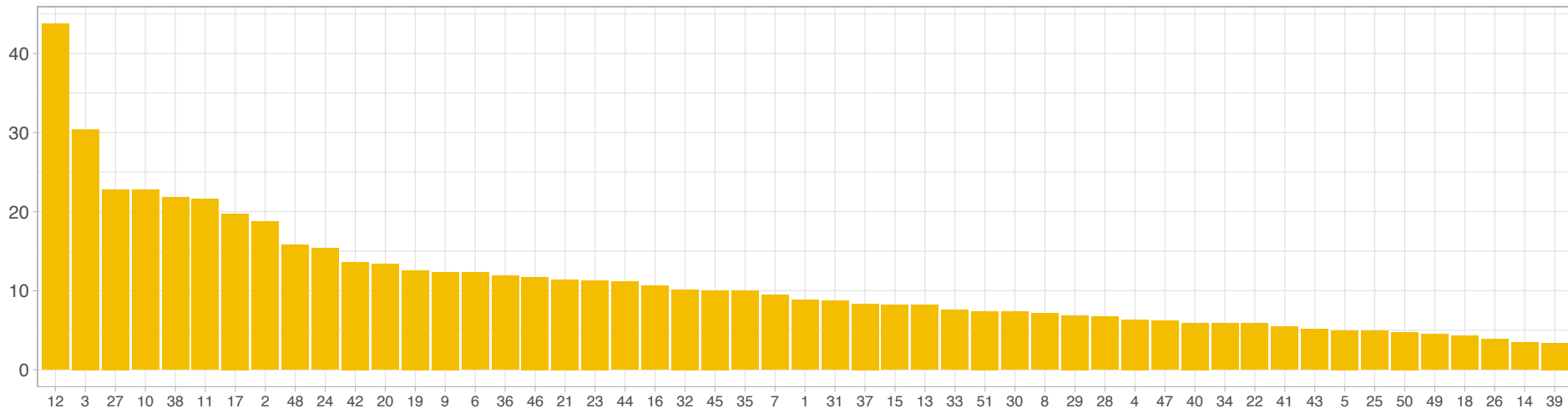
3rd place
(neutral)

People report they feel they are much more likely to see negative depictions of development and poverty, including the “powerless child”. Note that the 2nd place picture, appears both in the desired and observed depictions – negative *and* showing efforts to resolve?

IMAGES FOR CAMPAIGNS (3)

<<Parmi les images suivantes, laquelle est, selon vous, la **plus communément utilisée** par les organisations caritatives d'aide au développement international pour persuader les Français de soutenir leurs efforts pour réduire la pauvreté dans le monde ?>>

IMCAM3 frequency of choice



Note that compared to the distribution of selections for almost all other questions (e.g. Images for Campaigns (2) showed here) the top 2 images stand out for the frequency of their selection.

IMAGES FOR CAMPAIGNS

Characteristic	CEO choice	Own choice	Actually see
More developed	-	-	-
People	+	+	+
Urban setting	ns	ns	+
Migrants/refugees	-	-	-
Development interventions	+	ns	+
Commercial/industrial activity	-	-	-
Adverse geography/conditions	+	+	+
Destitution	+	ns	+
Schools	+	+	-
Signs of progress	+	+	-
Negative class	ns	-	+
Positive class	+	+	+
African countries setting	+	ns	+

Respondents want to see more images of progress, and less negative images of development

IMAGES OF DEVELOPMENT: EFFICACY EFFECTS

GAINS ON PERCEIVED GOVERNMENT EFFICACY

Veillez répondre aux deux questions suivantes relatives à l'image ci-dessous. Quelle différence pensez-vous que le gouvernement français puisse faire pour réduire la pauvreté dans les pays défavorisés ?

GAINS ON PERCEIVED GOVERNMENT EFFICACY

Veillez répondre aux deux questions suivantes relatives à l'image ci-dessous. Quelle différence pensez-vous que le gouvernement français puisse faire pour réduire la pauvreté dans les pays défavorisés ?

Non-trivial effect on 40% of cases, majority are positive changes, one is negative



1st place
(negative)



2nd place
(positive)



3rd place
(neutral)

IMG06 was a strong winner, showing a macro scene. But few consistent effects across images.

GAINS ON PERCEIVED GOVERNMENT EFFICACY

Characteristic	Effect
More developed	ns
People	ns
Urban setting	-
Migrants/refugees	ns
Development interventions	ns
Commerce/industrial activity	ns
Adverse geography/conditions	ns
Destitution	-
Schools	ns
Signs of progress	ns
Negative class	ns
Positive class	ns
Set in African countries	ns

LOSS ON PERCEIVED GOVERNMENT EFFICACY



GAINS ON PERCEIVED PERSONAL EFFICACY

*En pensant toujours à l'image ci-dessous. En pensant à *vous personnellement*, quelle différence pensez-vous que vous puissiez faire pour réduire la pauvreté dans les pays défavorisés ?*

Non-trivial effect on 37% of cases, all are positive changes

GAINS ON PERCEIVED PERSONAL EFFICACY

*En pensant toujours à l'image ci-dessous. En pensant à *vous personnellement*, quelle différence pensez-vous que vous puissiez faire pour réduire la pauvreté dans les pays défavorisés ?*

Non-trivial effect on 37% of cases, all are positive changes



1st place
(positive)



2nd place
(neutral)



3rd place
(positive)










Biggest gains in perceived personal efficacy are linked with positive and neutral images. Interestingly, there were no individual images that reduced personal efficacy.

GAINS ON PERCEIVED PERSONAL EFFICACY

Factor	Effect
More developed	ns
People	ns
Urban setting	-
Migrants/refugees	ns
Development interventions	ns
Commerce/industrial activity	ns
Adverse geography/conditions	ns
Destitution	ns
Schools	ns
Signs of progress	ns
Negative class	ns
Positive class	+
Set in African countries	+

IMAGES OF DEVELOPMENT: AUDIENCE EFFECTS

ENGAGEMENT SEGMENTS (BMGFseg)

Question	Totally disengaged	Marginally engaged	Engaged
Developing countries now			
Images I want to see in a campaign			
Images I see in a campaign			

People agree on what they see in campaigns (stereotypes), and how it differs from what they think developing countries look like now (progress), and what they would like to see in campaigns (positive, with an exception...)

DONORS GROUPS (Q12_1)

Question	Have donated in the past year	Have not donated in the past year
Developing countries now	 A classroom full of young students in white uniforms sitting at desks. A teacher is standing at the front. The room has a corrugated metal roof. IMG24	 A classroom full of young students in white uniforms sitting at desks. A teacher is standing at the front. The room has a corrugated metal roof. IMG24
Images I want to see in a campaign	 A classroom with students in blue uniforms. A teacher in a white hijab is pointing at a chalkboard. Students are also pointing. IMG42	 A group of people, including children, are gathered around several large yellow and white water jerrycans outdoors. IMG03
Images I see in a campaign	 A close-up of a young child lying in a hospital bed, looking unwell. A person in a blue and red uniform is partially visible. IMG12	 A close-up of a young child lying in a hospital bed, looking unwell. A person in a blue and red uniform is partially visible. IMG12

People agree on what they see in campaigns (stereotypes), and how it differs from what they think developing countries look like now (progress), but a existing donors and those who do not donate say that they want to see quite different types of images.

THE BOTTOM LINE

- Respondents appear to be aware of discrepancies between the reality of developing countries, and the way they feel it is represented in charity campaigns



What do developing countries look like now: most people choose this image of a school, showing signs of progress, and both not excessively negative or positive in frame



What do people see in charity campaigns: more negative images, more stereotypical. The “powerless child” unfortunately still wins.

THE BOTTOM LINE

- Respondents say they want to see images depicting more progress, or more positive images (and closer to the reality of developing countries)...



THE BOTTOM LINE

- ...but they are also aware that more emotional or negative images could be more persuasive and engage more people, and there is no silver bullet, simply based on positive/negative dimensions in the pictures, as different audiences are more drawn to one or the other.



THE BOTTOM LINE

- Something to look into: schools and signs of progress work. Pictures with these elements were chosen by respondents ...
 - to show their vision of developing countries today (realistic)
 - to depict the future of developing countries (hopes of concrete progress)
 - and had a positive impact on their perceptions of aid efficacy



APPENDIX

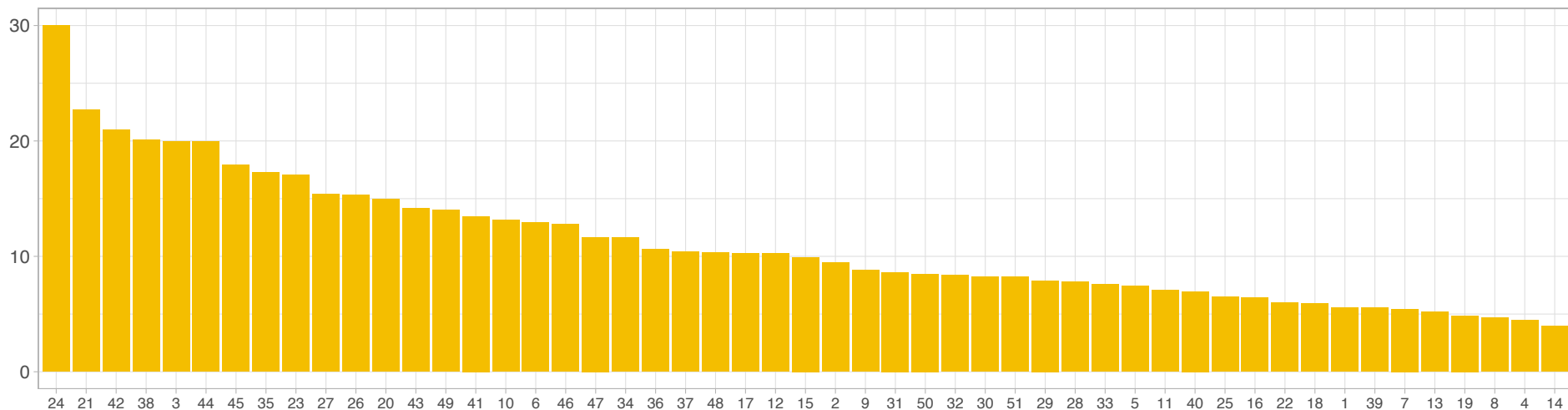
ABOUT THE DATA

- This deck is based on data collected in France as part of the **Aid Attitudes Tracker** study, funded by the Bill and Melinda Gates Foundation.
- The data were analyzed by researchers at University College London, and the University of Birmingham, United Kingdom.
- Respondents took part in the survey online through YouGov and the data have been weighted to be representative of the adult population of the country as a whole.
- Total FR sample n = 6058
- Fieldwork – July/August 2018

THE DEVELOPING WORLD NOW

<<En regardant les images ci-dessous, laquelle correspond le mieux à votre vision des pays en voie de développement aujourd'hui ?>>

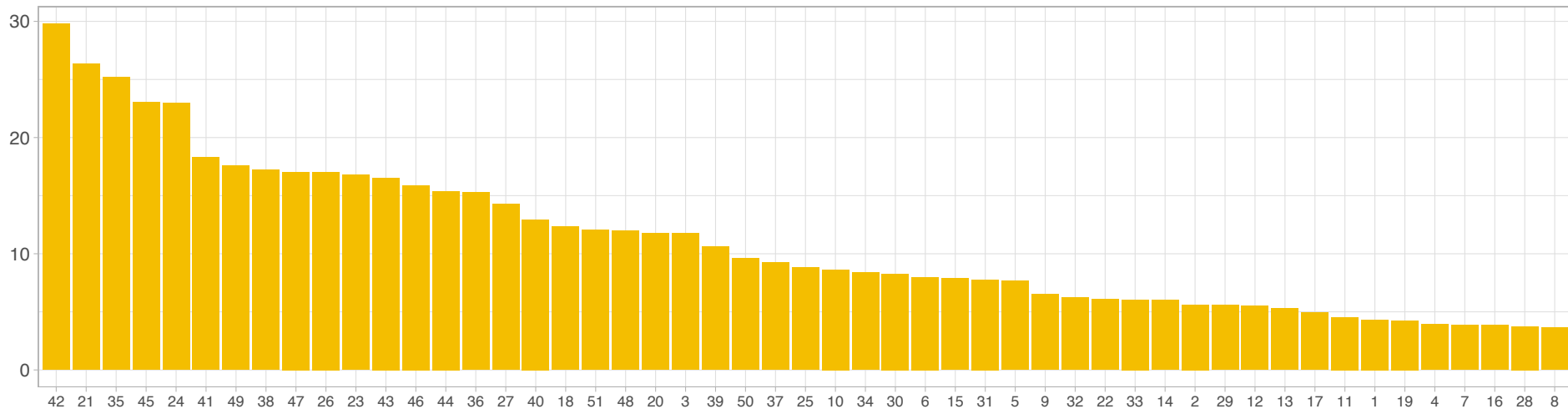
IMNOW frequency of choice



THE DEVELOPING WORLD IN THE FUTURE

<<En regardant à nouveau les images ci-dessous et en vous projetant dans 12 ans, laquelle correspond le mieux à votre vision des pays en voie de développement en 2030 ? >>

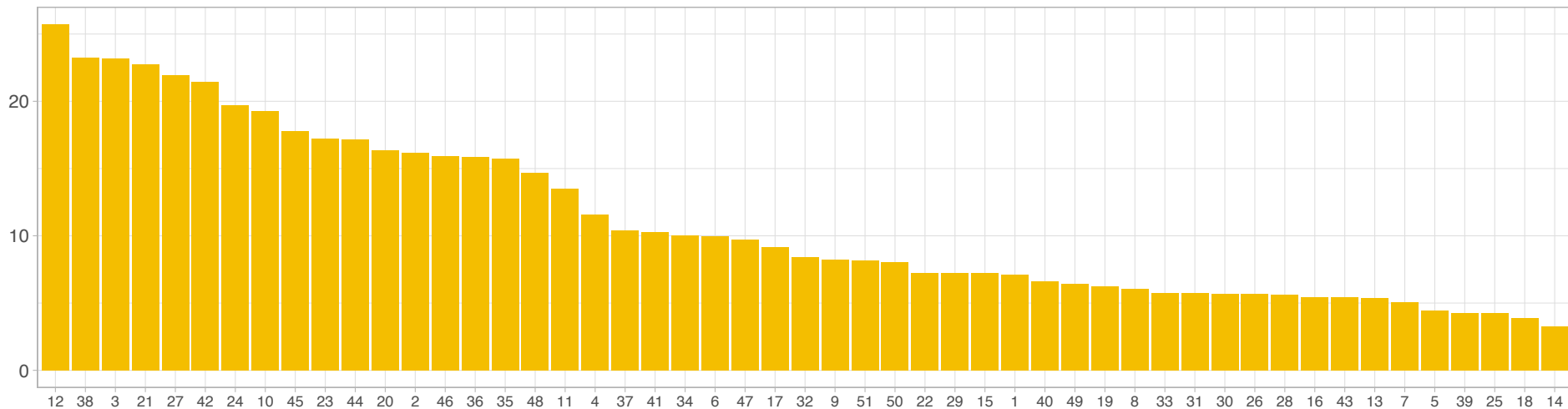
IMFUT frequency of choice



IMAGES FOR CAMPAIGNS (1)

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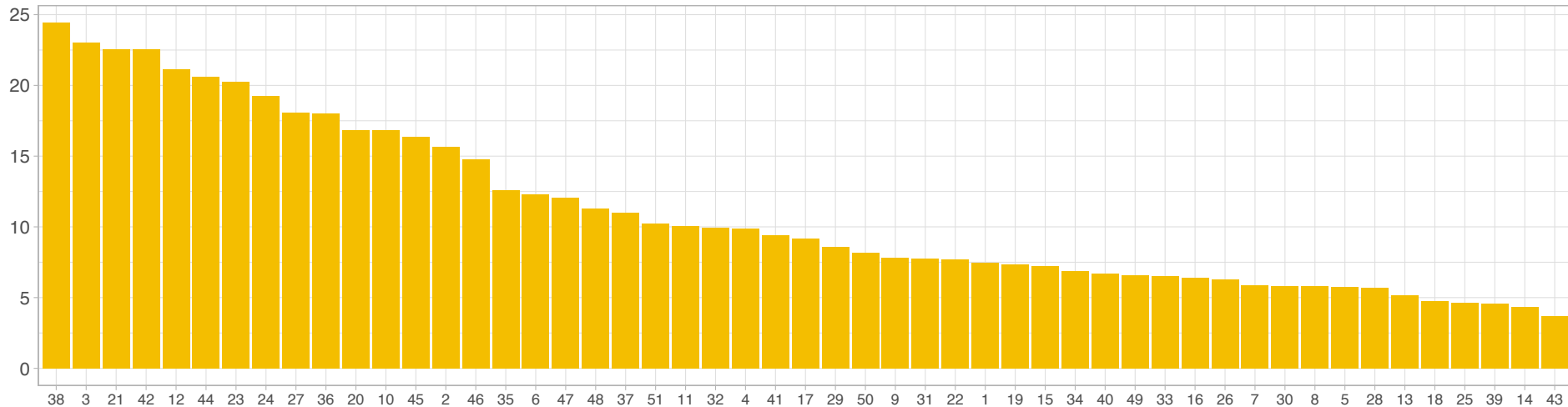
IMCAM1 frequency of choice



IMAGES FOR CAMPAIGNS (2)

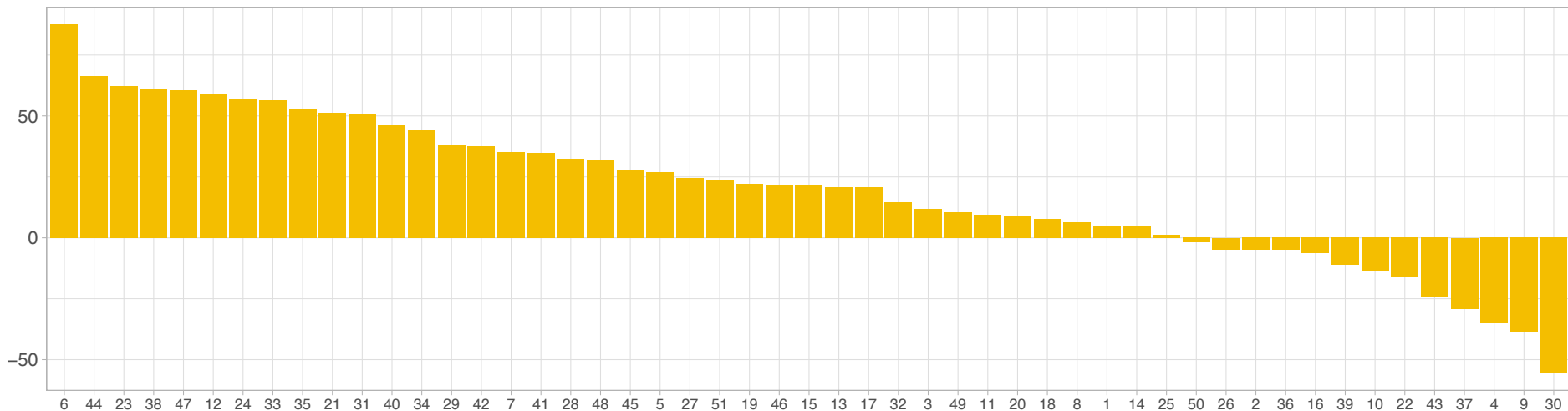
<<En tant que Français(e), quelle image, parmi les suivantes, *préférez-vous voir* utilisée par une organisation caritative d'aide au développement international œuvrant à réduire la pauvreté dans le monde ? >>

IMCAM2 frequency of choice



GAINS ON PERCEIVED GVMT EFFICACY

Q19 effects



GAINS ON PERCEIVED PERSONAL EFFICACY

Q21 effects

