Global Citizen Screener

Global Citizen is a program that seeks to educate, on-board, and activate Millennial Swings and Older Swings in an effort to end extreme poverty on a global level. This screener focuses on recruiting two groups: U.S. Millennial Swings Global Citizen members and U.S. Millennial Swings Global Citizen members.

- Target participation should aim for equal gender participation
- Participation should aim for a mix of geographic locations across the U.S.
- Millennial Swings (20-34 years old)

Screener Questions

Over the next 15 years, do you think that conditions related to health, education and economic opportunities for the world's poorest people will improve, worsen or not change at all?

Improve significantly
Improve a bit
Not change at all
Get a bit worse
Get a lot worse

To what extent do you agree or disagree with this statement? "I believe that we can end global poverty by 2030."

7 Agree strongly
6
5
4 Neither agree nor disagree
3
2
1 Disagree strongly
Don't know

To what extent do you agree or disagree with this statement? "I believe that through my individual actions, I can make a difference in helping to end global poverty."

7 Agree strongly
6
5
4 Neither agree nor disagree
3
2
1 Disagree strongly
Don't know

To what extent do you agree or disagree with this statement? "I believe that Global Citizen is a great place for me to take action that will help to end global poverty."

7 Agree strongly
6
5
4 Neither agree nor disagree
3
2
1 Disagree strongly
Don't know

Does anyone in your household or immediate family currently work in any of the following occupations?
A newspaper, magazine, radio or television station
A company that sells or makes clothing
A company that makes sporting equipment, clothing or shoes
Advertising, public relations or market research

If Global Citizen and its work came up in conversation with a friend or colleague, how would you speak about it?
Very favorably
Favorably
Unfavorably
Very unfavorably
Don't know

Have you participated in <u>any</u> interviews or discussion groups for market research purposes in the <u>last year</u>?
Yes → Terminate
No

Do you think Global Citizen is a place where you can find actions to take in your everyday life to help in the push for the end of global poverty?
Yes, very much
Yes, a little
No, not much
No, not at all
Don't know

What is your age?
        18 to 24 years old
        25 to 34 years old
        35 to 44 years old
        45 to 54 years old
          55 to 64 years old
          Older than 64 years old

What is your zip code?

What is your email address? (We will use this email address to inform you if you have been selected for an interview.)

All done, thank you!

Global Citizen Discussion Guide – Batch 2
November 9, 2015

Thank you for your time today. My name is Carrie and I am working with Global Citizen to promote social betterment on a global level. We're going to spend the next 45 minutes talking about your interest and experience in this area.

While we're talking today, if you don't want to answer any particular question, that's fine. Also, if at any point you have any questions for me or are confused about what I'm trying to get at in our discussion, please let me know.

Finally, we will be recording this session for note taking purposes.

Does this all sound OK with you?
[Consent or Terminate]

Personal Interest

1. When you think about global issues that are of concern to you, what comes to mind?

2. How did you become interested in this/these issue(s)?

3. How do you typically learn about this/these issues(s)?

Social Advocacy

4. When it comes to advocacy, how do you look for information on Global issues?

5. Are there specific resources you follow such as websites, news organizations, newsletters, blogs, etc.?

6. Do you have trouble finding information when it comes to social advocacy? If so, what kind?

Community -

7. Have you ever gotten involved with an advocacy group(s) other than Global Citizen? If so, which one(s) and how often?

8. Have you ever taken an action with a larger group other than Global Citizen? If so, how did you interact with these organizations (social media, email, mail, other)?

9. If there were groups in your area that addressed these issues, Meet-ups, etc., would you attend?

Personal Action

10. In the past year, have you gotten involved in Global advocacy issues other than those with Global Citizen?

11. Can you tell me what motivated you to take this/these action(s)? – Not GC

12. How did you find out about that particular action/event? – Not GC

13. What was the result of the action/event? – Not GC

14. How did you feel afterwards? – Not GC

15. Are there actions you would like to take but can't? If so, what is preventing you?

16. Are there actions you prefer not to take? What makes them undesirable?

17. Do you feel like you have ever made an impact on a particular issue? If so, can you tell me when and how?

18. How did you know you made an impact?

19. When thinking about an issue you care about, how often do you check on the progress that's been made?

Global Citizen

20. How familiar are you with Global Citizen?

21. When you think about Global Citizen, what comes to mind?

22. Why did you decide to join Global Citizen?

23. Are there specific issues you follow on Global Citizen?

24. Thinking about the last month, what stories were of most interest to you?

25. Do you consider Global Citizen a valuable resource when it comes to news on social issues?

26. What type of content would you like to see on the Global Citizen website to keep coming back?

27. How do you typically interact with Global Citizen?

28. Have you ever been inspired to take an action on Global Citizen? If so, what motivated you?

29. What would it take for you to believe that your actions on Global Citizen have an impact?

30. How valuable would it be to receive a response from GC on social comments left by you?

31. How important is it for you to stay on social media natively, vs. being driven to .org?

32. Interest in seeing short (15 sec) videos on Instagram?

33. Is there anything else you would like to add?

Thank you for your time, we appreciate your help.