

**Global Citizen**  
**Initial Interview Findings Report - Updated**

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**GLOBAL  
CITIZEN®**

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## Key Findings

1. Participant perceptions about Global Citizen indicate it is a viable organization for change.
2. Participants question the impact of their advocacy actions.
3. Participants want Global Citizen content to be more relevant to their specific interests.
4. Participants were particularly interested in 'Women and Girls' as an advocacy issue.
5. Participants want to interact with Global Citizen through multiple media channels.
6. Participants are looking for a local community with which to engage.

# Introduction and Purpose



- Global Citizen asked Formative to conduct a series of 21 online interviews focusing on the 'Millennial Swing' target audience.
- The purpose of this research, 'Qualitative Research Project', is to enhance Global Citizen's understanding of members, their motivations for joining Global Citizen, motivations for taking advocacy actions, preferences around content, and channel and communications.
- The research is seeking common threads and key differences among respondents that would inform how Global Citizen might improve the website, email, social experience to grow the member base and encourage incremental advocacy actions over time.
- This document contains a summary of Formative's findings as well as strategic implications for marketing communications and user experience.

**Audience tiers, also known as ‘Activity Levels A, B, C, D’, are defined consistently across the interviews and the KPI surveys:**

- A** – People who are active\* and have completed 3+ actions
- B** – People who are active and have not completed 3+ actions
- C** – People who are not active but have opened at 2+ emails in the last 90 days
- D** – People who are not active and have not opened 2+ emails in the last 90 days but have opened at least one email ever

## **Other Definitions:**

- Swings** – Members of engaged public who are undecided about development, though care somewhat about social causes. ‘The Narrative Project’, BMGF. 2014.
- \*Active** – Someone who, in the last 90 days, has clicked on an email, logged in to the Global Citizen site, or taken an action.

- Interviewee candidates were solicited via email from existing Global Citizen members.
- The email sent between October and November 2015 invited recipients to complete an online screener survey to establish their interest in participating in an online focus group, including an incentive of a \$50 Amazon Gift card.
- The online screener established respondents' age and whether they satisfy the definition of 'Swing'.
- Qualified survey respondent email addresses were mapped to the Global Citizen database to ensure they satisfied the following sub-segment distribution:
  - Geographic distribution
  - Gender
  - Activity Level with Global Citizen
- Candidates were sent an email from Global Citizen to schedule an interview.
- Interviews were conducted by Formative and lasted about 45 minutes.
- A first wave of 15 interviews was conducted between October and November 2015.
- The second wave of 6 interviews was conducted in late November 2015.



## Finding 1: Participant perceptions about Global Citizen indicate it is a viable organization for change.



### Participants believe that Global Citizen is an effective organization for driving change.

Participants are proud to call themselves Global Citizens. The organization is seen as a positive force for change on a global level, bringing awareness and opportunities to make a difference. Global Citizen is a gateway for those who wish to return to advocacy, and for those who want to start making advocacy a part of their lives.

#### Quotes

*“(Global Citizen is) a motivating global leader for policy change.”* - **Danielle**, high activity, female, age 18-24

*“Getting together for something positive (along with leaders). Brings awareness to issues not always thought about.”*  
- **Sarah**, high activity, female, age 25-34.

*“An organization that helps make a difference in the world and encourages others to follow.”* - **Sherry**, low activity, female, age 16.

*“I love how the info is all in one place. They also include stuff you never hear about.”* - **Raya**, moderate activity, female, age 18-24.

#### Recommendations

- Continue to employ celebrity and highly promoted festivals as a way to build awareness and familiarity with the Global Citizen brand and mission.
- Pursue new avenues of placing the Global Citizen brand to leverage its power to grow the base. Further opportunities may include badging (both wearable and digital), or deeper associations with corporate brands whose products tie directly to actions or advocacy campaigns. (e.g. Unilever/Tampax with tie-in to Women & Girls')

## Finding 1: Participant perceptions about Global Citizen indicate it is a viable organization for change. (continued)



### Participants believe they can make a difference, and have a moral obligation to do so.

Many participants feel a moral obligation to help others. They need not be convinced that they should make a difference, rather they are looking for ways to do so. These people are going out of their way to find opportunities in which they feel they can “make a difference.” This particular phrase was the one most often repeated in this research.

#### Quotes

*“Being a citizen means it is your ethical responsibility to know what is going on in the world.”* - **Lori**, high activity, female, age 18-24.

*“I live in a well-educated household. I was raised to care, keep informed, and do something about it.”* Likes Global Citizen for its support of education to help end poverty. - **Rachel**, medium activity, female, age 18-24.

*“(My sense of moral responsibility) has a lot to do with my upbringing.”* Her father was a part of a club for bird preservation, and they did neighborhood clean-ups at least once a year. - **Christine**, medium activity, female, age 35-44.

*“I want to be a better person and have a better understanding of what a Global Citizen is”* - **Vinny**, low activity, male, age 25-34.

#### Recommendations

- Increase editorial emphasis on results and effectiveness of Global Citizen members and the organization on impacting change.
- Create videos and other formats that show examples of individuals who’s lives have been impacted by advocacy actions campaigned by Global Citizen.



## Finding 2: Participants question the impact of their advocacy actions.

### Participants expressed concerns that their individual actions don't make a sufficient impact.

While many members feel great about their advocacy efforts and don't expect a 'thank you', many are frustrated that they will never know if their actions had made an impact. The lack of information about impact and results may deter future action taking according to participants.

#### Quotes

*"I feel like I have done something, has made a difference ... I wonder if it really make an impact, but at least I know I did something."*

- **Christine**, moderately active, female, age 35-44.

*"I'm trying but, but doesn't know if I am accomplishing anything."* - **Adrienne**, moderately active, female age 25-34.

*"There is a belief in my generation that there is nothing an individual can do that actually makes a difference."*

(Ex: What can I do? Does it even matter?) - **Jackie**, highly active, female, age 25-34.

*"For sure, it would be nice to be a part of something more grass roots. We want to know what we as individuals can tangibly do."*

- **Sarah**, highly active, female, age 25-34.

*"When people take an action, they want to see a result (email / letter). They want to know their time made a difference."*

- **Alex**, moderately active, female, age 18-24.

#### Recommendations

- Implement a 'report back' mechanism to inform members about the results or impact of actions they have completed (close the loop).
- Develop content features for the website and social media that speak to results of an action(s).

## Finding 2: Participants question impact of their advocacy actions. (continued)

### Participants request more physical action opportunities vs. digital actions.

Participants expressed frustration when it came to actions on the Global Citizen website. They are questioning the value of retweeting / sharing and are asking what they can actually “do” other than tweeting and sharing. Millennial participants conveyed interest in local, grass roots opportunities where they could connect with like-minded individuals and contribute in a tangible way to express their interest in making change.

#### Quotes

*“(I’m looking for) other ways to help people, not just tweet and email.”* - **Lori**, highly active, female, age 18-24.

*“(I’d like) clear action items for people to do and to help them understand the impact of that action.”*

- **Adrienne**, moderately active, female, age 25-34.

*“The website is missing an Action Element when it comes to personal activism.”* - **Jackie**, highly active, female, age 25-34.

*“I prefer physical actions because I like to feel like I am actually “doing” something.”* - **Yasmin**, highly active, female, age 16.

#### Recommendations

- Implement additional grass roots / local actions for people to take. These may take the form of lower-production identity based actions such as festivals, or advocacy based actions.
- Consider scalable (national or international) local events via integration with partners who might have large geographic footprint. For example, a focus on Women and Girls health in Nike Stores across Global Citizen geos (US, Can, UK, Ger).

## Finding 2: Participants question impact of their advocacy actions. (continued)



### Participants who attended the (Central Park) Festival were inspired, but sought additional ways to channel their enthusiasm in the days and weeks following the event.

Participants were inspired by the Festival, and now wonder what to do after the hype of the concert. Many expressed they were full of enthusiasm to start making a difference after attending the concert, yet had no idea where to go or what to do next. Some interviewees mentioned the lack of advocacy tables at the concert, or the inability to locate them.

#### Quotes

*“Makes me think about things more and realize how much he takes for granted.”* - **Kyle**, low activity, male, age 18-24.

*“I chose Global Citizen over other advocacy groups because of the large benefit (festival) for being a part. It’s exciting to be a part of a large global movement.”* - **Danielle**, high activity, female, age 18-24.

*“I think Global Citizen does a good job of (the festival. They inform on the issues but do so in a manner that does not come off as attacking. Also feels it is hard to know what the first step to take is (more than re-tweet, and share/like).”*

- **Diane**, low activity, female, age 25-34.

#### Recommendations

- Increase the frequency of action emails to festival goers and those who initiated or completed the action journey for free festival tickets.
- Increase the number of advocacy action stations at the festival location.
- Build action-taking functionality into the mobile app to be used at events. Promote the app aggressively through advertising and signage.



## Finding 3: Participants want Global Citizen content to be more relevant to their specific interests.



### Participants want more relevant (contextual) content.

Participants find it difficult to locate the issue or article of interest on the website. Participants reported that email content doesn't seem all that relevant, leading members to skim subject lines as a means of filtering or curating content. Participants indicated that they were initially more likely to consume content, but lack of relevance has reduced the frequency of content consumption on GlobalCitizen.org and email channels.

#### Quotes

*"I was more active initially, but I do not check email like I used to. Feels like I keeps getting Issue, Issue, Issue info, but it is not targeted to me."* Feels that pictures and video would be better. She wants to know the story behind the issue in a same screen experience (does not want to have to go from social to site, etc.). - **Irene**, highly active, female, age 18-24.

*"I went to the site around concert a handful of times. I get the emails and read some of them. It depends on subject line and the quantity of emails on a particular day."* - **Diane**, low activity, female, age 25-34.

#### Recommendations

- Implement a segmentation scheme to enable more personalized email program that can govern issues and action type and frequency.
- Expand the 'follow issue' functionality to enable users to receive both site content and email tailored to particular issue.
- Conduct A/B tests to determine the right frequency and mix of content to action calls-to-action.

## Finding 4: Participants were particularly interested in ‘Women and Girls’ as an advocacy issue.

### Participants emphasized the importance of ‘Women and Girls’ as an advocacy issue.

Participants noted that equal opportunities for women and girls was an important issue. Two sub-issues emerged. First, that without education, girls will not be able to leave their current situations and the cycle of poverty will continue. The second sub-issue was related to sanitation for Women and Girls. The topic of young girls not being able to attend school due to issues surrounding menstruation was mentioned repeatedly as one with which many women can empathize.

#### Quotes

*“(I attended) Barnard (a woman’s college) and so women’s issues have always been on my radar. I strongly believe that education is what gives one the tools to become an empowered individual. Helping women to get their foot in the door can make a huge difference in someone’s life.”* - **Jackie**, highly active, female, age 25-34.

*“I didn’t think about how a girl getting her period would affect her education. It’s not just embarrassing, there’s a lot more (impact).”* - **Diane**, low activity, female, age 25-34.

#### Recommendations

- Continue to prominently feature Woman and Girls as an issue across channels.
- Use a variety of content features to promote the issues including news, and op eds. Additionally, test highly sharable content types that can be used to reach a broader audience of FB followers, or friends of followers to as a tactic to increase organic acquisition.
- Test content on sub-issue of female sanitation and monitor click, comments, share performance. Explore opportunities to create programs with partners to address this issue. “Buy a box / give a box of tampax”



## Finding 5: Participants want to interact with Global Citizen through multiple media channels.



### Participants want to interact with Global Citizen through email, Facebook and Instagram.

Participants prefer to be able to consume Global Citizen content across multiple media channels. Within social media, Facebook was frequently cited, as was Twitter and Instagram. Snapchat was not frequently cited as a preferred social media channel. Instagram was mentioned because of its' focus on images.

(When asked which channels they would like to receive content from Global Citizen)

NYT, Google Daily News, Instagram (likes the impactful images), FB and Twitter (although less than she used to). Uses Snapchat, but just socially. - **Lindsey**, highly active, female, age 25-34.

Thinks the best way to reach individuals is through Social Media (FB, Instagram, All of them). Recommends including images as they are very impactful. - **Adrienne**, moderately active, female, age 25-34.

News posts from friends on Facebook. Instagram = 1<sup>st</sup>, Twitter = 2<sup>nd</sup>. Does not use Snapchat. - **Rachel**, moderately active, female, age 18-24.

*"I would prefer the info come to me (pushed via app) so I don't have to go to the site."* - **Yassira**, highly active, female, age 18-24.

### Recommendations

- Continue aggressively supporting GlobalCitizen.org, the Facebook site and email with content.
- Increase use of Instagram, and seek to grow followers through promotion on other social channels, the website and email. Develop specific content designed to be shared on Instagram.

## Finding 6: Participants are looking for a local community with which to engage



### Many participants expressed interest in attending local advocacy groups.

When presented with the idea of access to local community advocacy groups, many respondents felt this would be a very welcome addition. Currently, many are struggling with what to do next after a festival and feel this type of community could help keep the momentum going. Members expressed an interest for these to be more Action based groups and not just Discussion based.

#### Quotes

*“Yes, I would attend and would like to hear about local actions.”* She is also on local volunteer lists.

- **Diane**, low activity, female, age 25-34.

*“Yes, surely. I have school during the week, but could dedicate a few hours on the weekend (towards local events).”*

- **Jason**, moderately active, male age 18-24.

*“For sure. Would love to know how to get more involved in the Syrian crisis. Would love to have something local.”*

- **Yassira**, highly active, female, age 18-24.

*“Definitely. I live in a small town and have very few options.”* - **Yasmin**, highly active, female, age 16.

#### Recommendations

- For the harder core advocates, consider offering up opportunities to create Global Citizen branded Meet-ups in their community.
- Create a section on the site to: announce the desire for Meet-up creation, calendar listings, and tools for meeting facilitation.

# Content Recommendations



**Many participants asked explicitly for specific types of content.**

*“I would like to see Global Citizen’s site discuss what can be done locally about the Syrian Refugee Crisis, not just Global Citizen’s position on the crisis.” – Abbi, low activity, female, age 25-34.*

*“Make sure GC is always current as a news source, but not as a news channel (CNN, etc.).” – Abbi, low activity, female, age 25-34.*

*“Home Page should contain prominent First Time, First Steps information” - Alex, moderately active, female, age 18-24.*

*“I would like to see an App that sends me actions (ways I can help).” - Yassira, highly active, female, age 18-24.*

*“I like the mix of the topics being covered. Especially the personal stories, quotes, and videos.” - Vinny, low activity, male, age 25-34.*

*“I like how Global Citizen presents the stories in a non-blaming way and focuses on what can be done now. (TONE consideration)”*  
- Raya, moderate activity, female, age 18-24.

## **Recommendations**

- Consider including more links to partner sites where users can respond to current crisis and take local actions.
- Run stories that are up to date, but consider including more links to external articles instead of writing new stories.
- Add an expand/collapse content module that orients new users the first few times they visit the site.
- Include more personal stories (experiences, quotes, videos) so members relate and aspire to be better to action takers.
- Encourage editors to continue writing content in a way that forward looking and positive rather than calling out fault.

1 - [Screeners Questions – PDF](#)

2 - [All Interview Questions and Answers – PDF](#)

**Index of all questions asked + jump-links**

**Responses to each question**

Grouped by Activity Level

Color Coded by Age

Highlighted with most interesting responses

Notes on which questions should be removed or edited

3 - [Participant Demographic and Channel Information – XLS](#)

4 - [Select Interview Transcripts - DOC](#)