



Multi-Country Media Surveys

Communicating with 'Global Publics'

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Overview

- **The Role of Media Polls**
 - An responsibility/duty to feedback opinions to the public who freely provide them
 - An opportunity for public opinion to influence policy debate and decision-making
- **Examples of Global Media Polls covered here**
 - Both media-sponsored and media-intended
 - GlobeScan's BBC World Service Poll + WIN/Gallup International's End of Year Survey
- **The Challenges of Media Polls**
 - Combining polling discipline and journalistic instincts
 - Avoiding both the superficial and the agenda-leading
- **Issues Needing Further Discussion**
 - Weighting global averages
 - Standards, collaboration



WIN/Gallup International's Global Barometer

- Conducted annually since 1977 – GI's End-of-Year Poll is the longest-running multi-country poll
 - Fifty to sixty countries, once a year
 - Ten questions
 - Representative samples of 500-1,000 adults in each country
 - Face to face fieldwork in developing world
 - Telephone fieldwork in industrialised world
- Both a snapshot and trend analysis of global public opinion – low, middle and high-income countries across five continents
- Since 2005, under Dr. Ijaz Gilani's capable leadership, and the support of the WIN/Gallup International's member companies, the Global Barometer is achieving greater authority and media coverage, especially its Global Barometer of Hope and Despair.
- **Other regular multi-country surveys conducted/aimed for media coverage:** The Pew Research Center's Global Attitudes Survey and Ipsos' on-line Reuters Poll



The BBC World Service Poll

- A partnership between GlobeScan, the Program of International Policy Attitudes (PIPA) at the University of Maryland, and the BBC World Service
- First conducted in 2004 – now the longest-running media-sponsored multi-country poll
 - Twenty to thirty countries, twice a year
 - Ten questions per wave
 - Representative samples of 1,000 adults in each country
 - Face to face fieldwork in developing world
 - Telephone fieldwork in industrialized world
 - Emphasis on country-by-country reporting of trends but an unweighted global average used to simplify global releases (based on UN model of one-country-one-vote)
- Intended to be a timely snapshot and tracker of trends of public opinion across G20 countries – low, middle and high-income countries across five continents – filled out with additional countries in Islamic world, sub-Saharan Africa, Latin America.



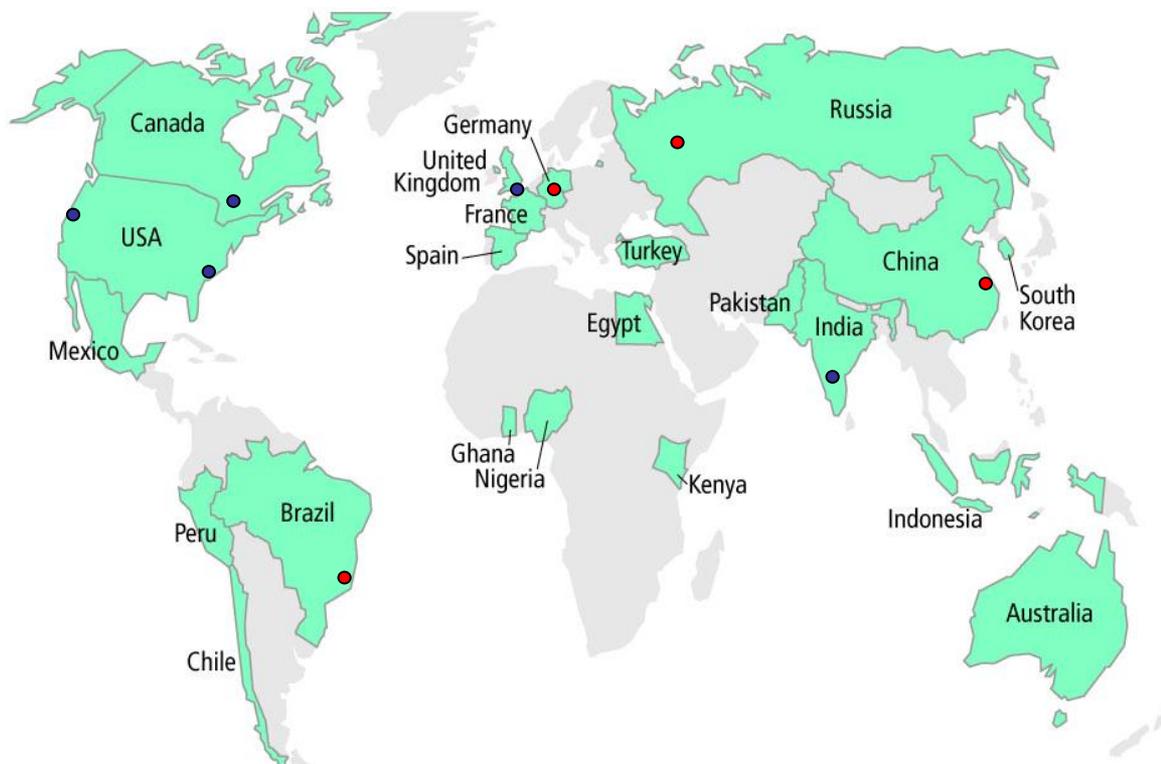
Aims of the BBC Poll

- For the BBC - to listen to and connect with its audiences, inform programming and add extra perspective and evidence to its issues journalism
- For GlobeScan – to track longer-term trends in global public opinion on (non-commercial) social and geopolitical topics, to bring the voices of average citizens to bear on global matters through authoritative media coverage, and to build the GlobeScan brand
- For PIPA – to explore differences in opinion on critical international issues especially in the geopolitical, foreign policy and energy realms, with question wording that is well-balanced, accurate and actionable



The GlobeScan/PIPA team

- A collaboration between GlobeScan, Dr. Steven Kull at the Program for International Policy Attitudes at the University of Maryland, and GlobeScan's network of National Partners
- GlobeScan coordinating team based in London, Toronto and Bangalore
- GlobeScan's network of field partners across the world, many of whom field the study on largely pro-bono basis





Topics Covered (2004 - 2012)

- Geopolitics
 - Influence of different countries in the world
 - Iran and the nuclear issue
 - Support for a Palestinian State
- Economics
 - Attitudes towards capitalism
 - Fair sharing of economic benefits and burdens?
 - African economic development
- Environmental and Energy Issues
 - Climate change, nuclear energy
- Social issues
 - The internet and mobile telephony in people's lives
- And a great deal more



Working with the BBC

- How does the poll inform the BBC's news and programming agenda?
 - Poll topics tied to key global events (e.g. a G20 meeting or US election)
 - Poll topics that create their own event (e.g. country influence ratings)
 - Poll topics focused on BBC 'Seasons' of programming (e.g. the future of Africa)
- GlobeScan and PIPA bring proposed topics and question wording
- Extensive involvement of BBC programme makers and editors in shaping questions and the analysis via editorial meetings, overseen by a senior World Service commissioning editor
- BBC editorial and press office staff disseminate the findings across BBC bureaux
- Additional media dissemination by GlobeScan and PIPA
- Country-specific releases often produced highlighting key stories for national media outlets



Some Key Challenges

– tensions between polling and journalism

- The need for surprising findings
- The need for a 'global story'
- The need to distil a large amount of data into a *simple* story
- The need for mutual respect – accurate interpretation of polling + journalistic judgement
- The active avoidance of agenda-setting as much as humanly possible



Case Study I

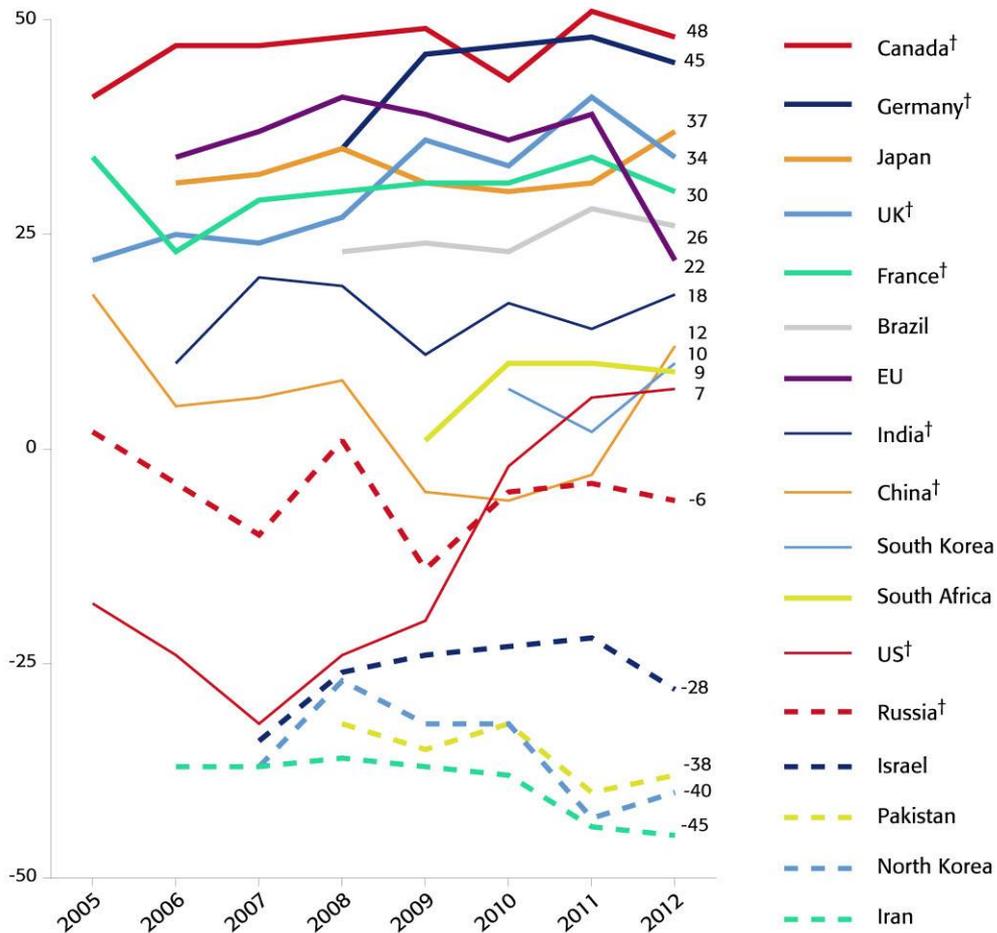
- **The Country Ratings Poll**
 - The highest profile tracking poll conducted as part of the project
 - Respondents asked to rate the positive or negative influence in the world of fourteen countries, plus the EU
 - Allows for a high-level evaluation of overall sentiment to a broad range of leading nations
 - Routinely receives largest number of media hits (often 500 to 1,000 worldwide)
 - Picked up extensively by national media and the blogosphere, linked to websites for more details (e.g., 15,000 individual Japanese visits to our website after 2012 results)
 - Tertiary coverage by editorial writers and columnists



Trends on Country Influence

Views of Different Countries' Influence

Net Ratings,* Average of 12 Long-Term Tracking Countries,** 2005–2012





Case Study II

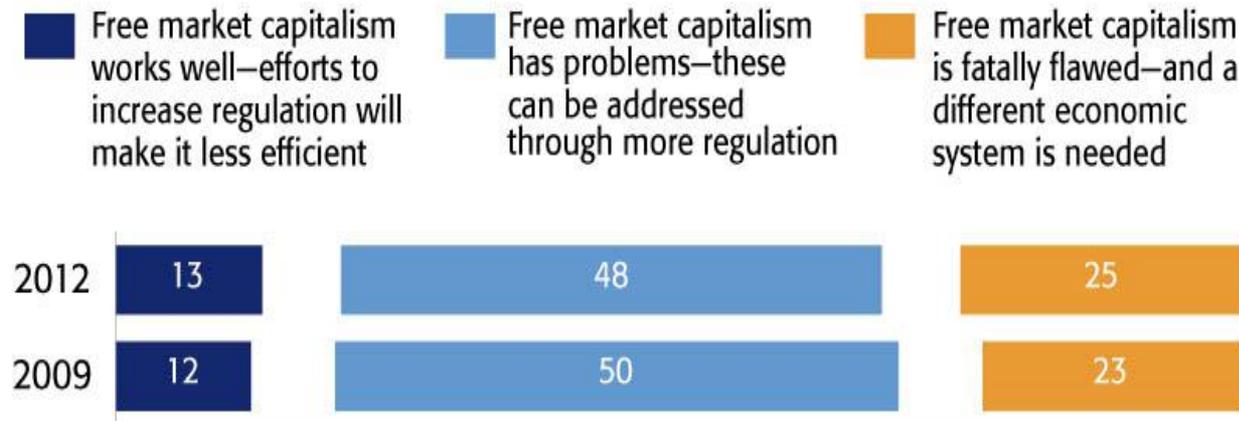
- **Views on economic fairness and free enterprise**
 - Monitoring macro-level sentiment towards the financial system over the course of the current economic crisis
 - Identifying potential tipping points at a time of global flux
 - Builds on GlobeScan's tracking of views of the free market as the 'best available economic system'
 - First fielded in 2009 a year after the Lehman Brothers collapse
 - Updated in 2012



Capitalism – Need for Reform and Regulation

Views on Free Market Capitalism

Average of 19 Tracking Countries,* 2009–2012



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*Tracking countries include Australia, Brazil, Canada, Chile, China, Egypt, France, Germany, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Russia, Spain, Turkey, the UK, and the USA.

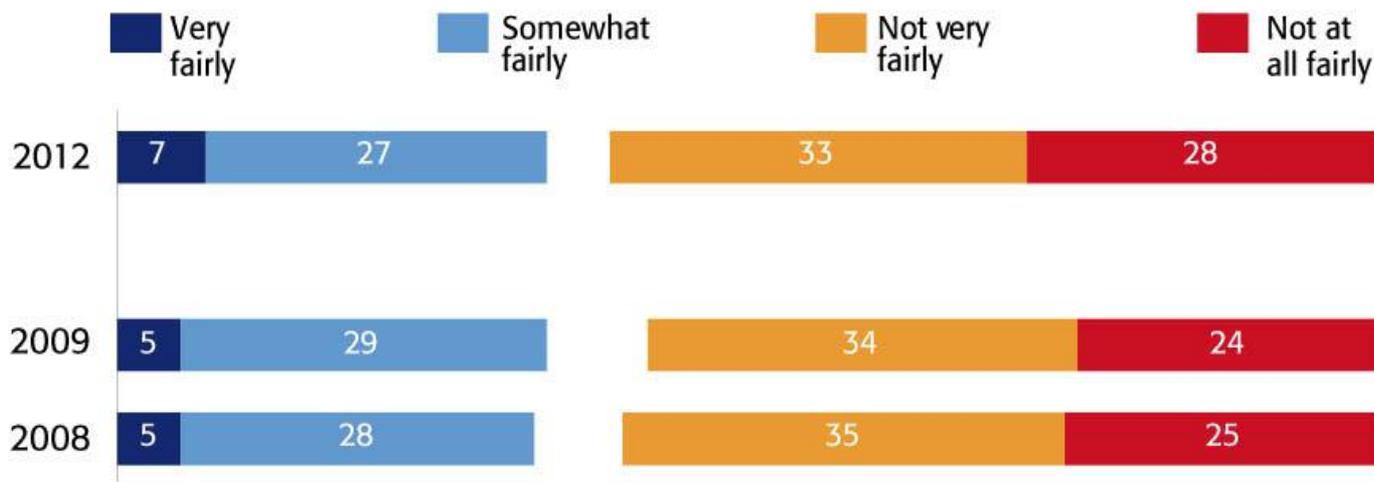
The white space in this chart represents “Depends” and “DK/NA.”



Economic Unfairness – a growing majority view

How Fairly Have Economic Benefits and Burdens Been Shared in Your Country in the Past Few Years?

Average of 18 Tracking Countries,* 2008–2012



BBC2492_M5t_track

*Tracking countries include Australia, Brazil, Canada, Chile, China, Egypt, France, Germany, India, Indonesia, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, the UK, and the USA.

The white space in this chart represents "Depends" and "DK/NA."



Case Study III

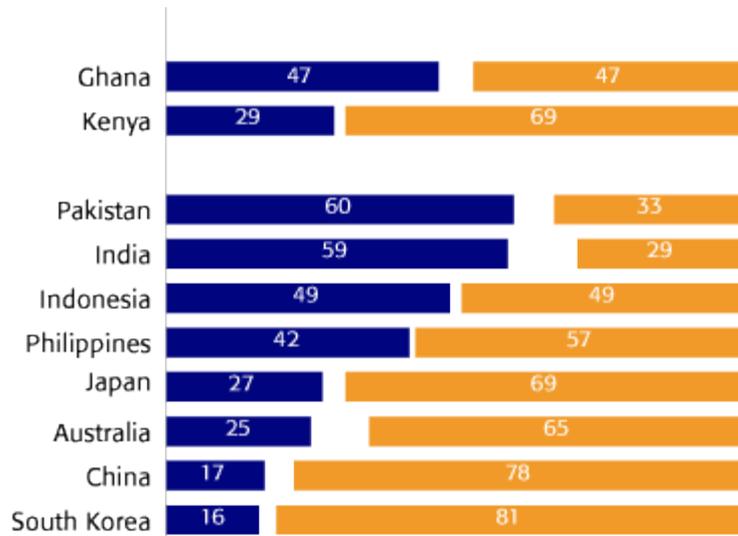
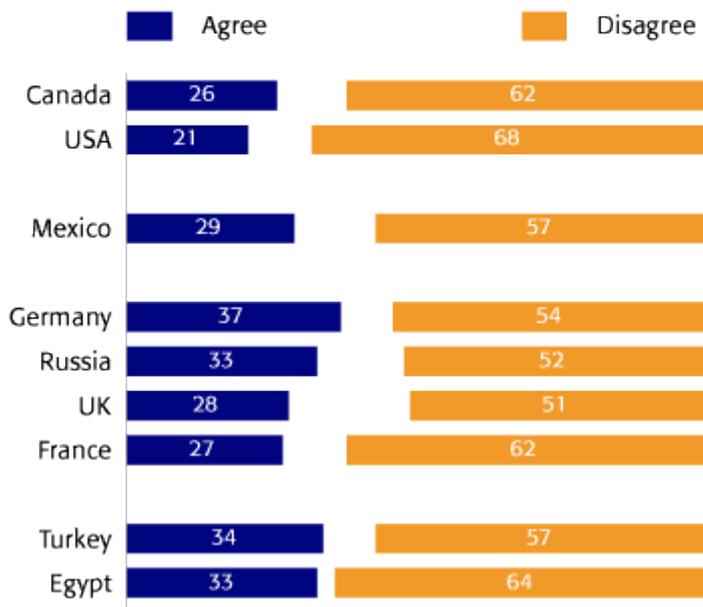
- **Online dating**
 - Part of a broader poll of attitudes towards the role of the internet in society commissioned to inform the 'Superpower' season of BBC programming
 - Looked at whether internet seen as a good place to find a romantic partner
 - Extensively reported across Asia especially



Case Study III

The Internet Is a Good Place to Find a Boyfriend/Girlfriend

"Agree" vs "Disagree," by Country, 2010



The white space in this chart represents "DK/NA."



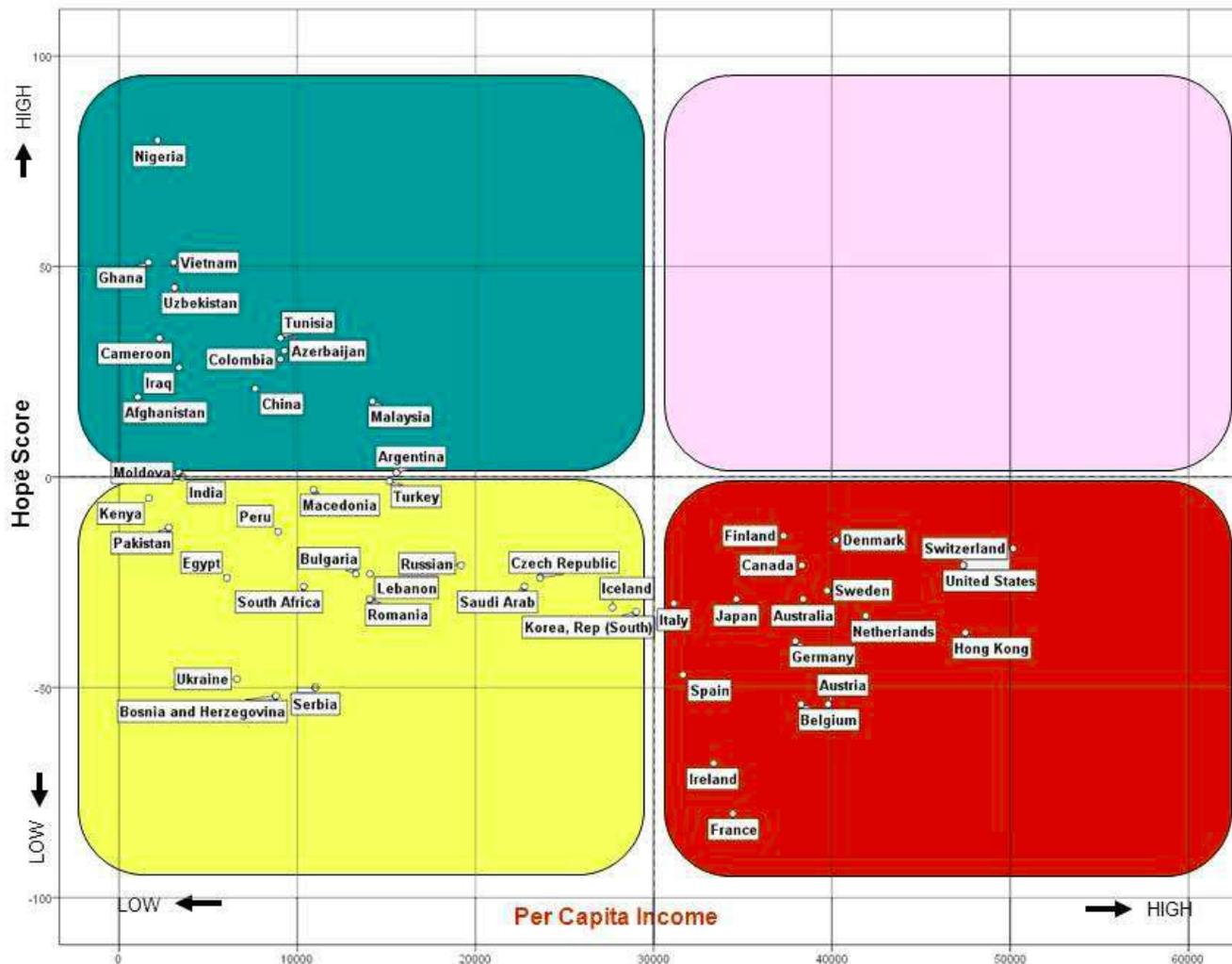
Case Study IV

- **WIN/Gallup's Global Barometer on Hope and Despair**
 - Part of the annual End-of-Year poll conducted by the WIN/Gallup International members
 - Based on a tracking question, an Index of Hope/Despair is created to rank 50+ countries
 - **Question:** “Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same?”
 - Global average is weighted by population
 - Becoming more-widely reported
 - Good 2012 analysis of views across ‘global publics’ based on income (GDP / capita)



WIN/Gallup International's Barometer on Hope and Despair

- Correlated with World Bank 2009 estimates of GDP per capita





Some Topics Worth Discussing

– to better legitimize and mainstream global polls

- Meeting the growing need and appetite for multi-country surveys with quality
- New methodology and reporting approaches/standards for ‘global’ polls
- While important national differences, there are ‘global publics’ with similar views across the world (e.g., climate concern a bit greater in middle-income countries than in industrialized countries)
- Standards for presenting global opinion; weighting of global averages
- Better supporting those working on global opinion surveys professionally to ensure continuous improvement, greater cooperation and mutual learning
- Increasing knowledgeable media coverage



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