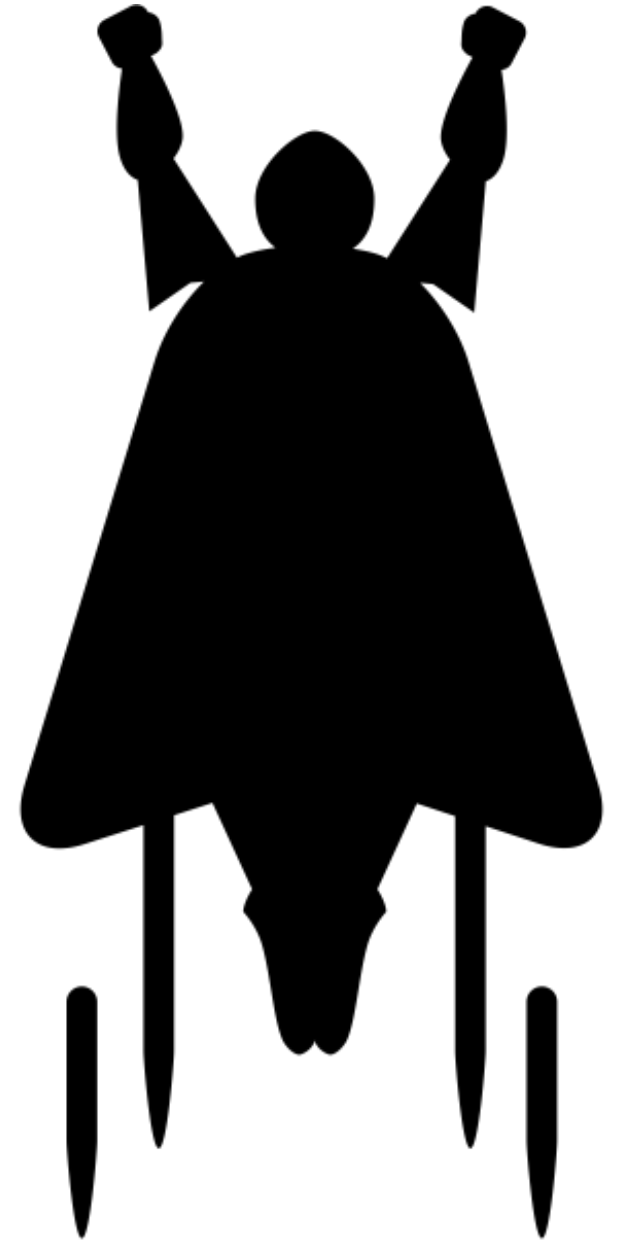


Heroes, myths, and journeys I + II

Telling Stories with Data

November 20, 2017



Plan for today

Project 1 examples

Structure and heroes

Audiences and journeys

Project 1 examples

Anti-Human Trafficking NGOs and the United States

Volume 3, 2017 - Issue 3

Andrew Heiss and Judith G. Kelly, PhD

Global makeup of NGOs

In the summer of 2014, the Sanford School of Public Policy surveyed 1,100 NGOs working in the fight against human trafficking. Of these, 506 unique organizations completed the survey, yielding a response rate of 45.59%.

However, the global reach of these organizations is wider than the organizations surveyed. Because some respondents answered the survey for more than one country in which they worked, the final survey data contains 588 responses covering 133 countries (see Figure 1). A little more than half of the NGOs surveyed (253, or 56%) reported working in only one country, with 28% working in two to four countries, and 16% working in five or more. This suggests an opportunity may exist to expand mid-range NGOs to fill in gaps at a regional level, such as Vietnam, Cambodia, and Laos in Mainland Southeast Asia.

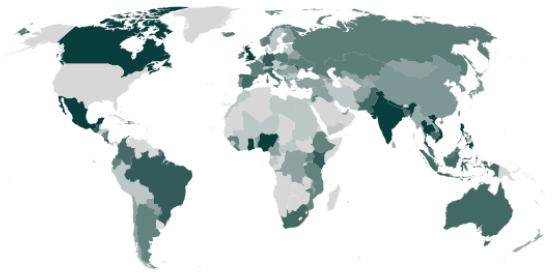


Figure 1 Countries where NGOs reported advocacy work

Influence of the United States over human trafficking policy

In general, most NGOs reported (65%, or 343 of 531 responses) that the US has been very active in their countries over the past 10–15 years. Indeed, only 7%, or 39 responses reported that the United States has not been active in fighting human trafficking (see Figure 2). While 28% of respondents reported having no information on the United States' role in trafficking, this is not indicative of US inactivity—only that these NGOs are not aware of significant actions or assistance from the United States.

Anti-Human Trafficking NGOs and the United States

By Stacy Paulsen

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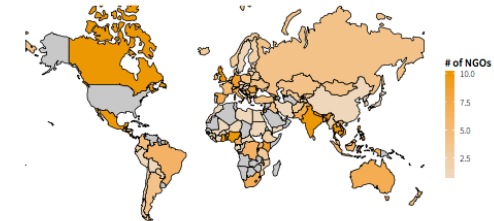


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INFLUENCE OF THE UNITED STATES OVER HUMAN TRAFFICKING POLICY

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The survey data reveals that the NGO community perceives the United States as an active supporter in the fight against human trafficking due to its provision of material assistance, aid funding, training, direct governmental advocacy and legislative consultation and collaborations, and the annual State Department TIP report on human trafficking conditions and governmental efforts to address such issues around the world.

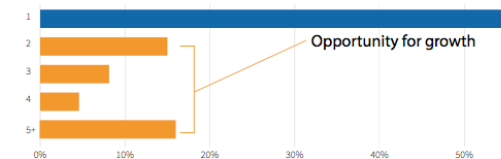


Figure 2 Responses to the question “In how many countries has your organization done most of its advocacy work over the past 10 years?”

NGOs believe that the United States has helped raise awareness of human trafficking issues at the domestic and local, state, and national governmental levels. About half of the respondents cited the United States

Anti-Human Trafficking NGOs and the United States



Global makeup of NGOs

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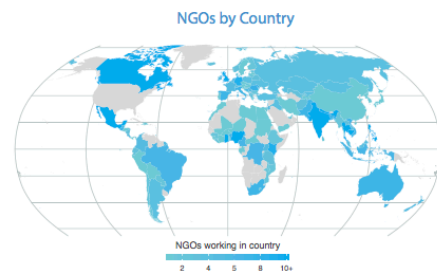


Figure 1 Shows the number of NGOs working in each given country.

than one country in which they worked, the final survey data contains 588 responses covering 133 countries (see Figure 1). A little more than half of the NGOs surveyed (253, or 56%) reported working in only one country, with 28% working in two to four countries, and 16% working in five or more. This suggests an opportunity may exist to expand mid-range NGOs to fill in gaps at a regional level, such as Vietnam, Cambodia, and Laos in Mainland Southeast Asia.

Influence of the United States over human trafficking policy

In general, most NGOs reported (65%, or 343 of 531 responses) that the US has been very active in their countries over the past 10–15 years. Indeed, only 7%, or 39 responses reported that the United States has not been active in fighting human trafficking (see Figure II). While 28% of respondents reported

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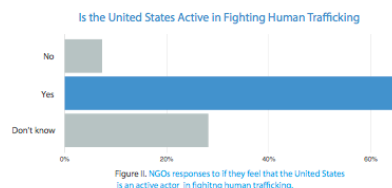


Figure II. NGOs responses to if they feel that the United States is an active actor in fighting human trafficking.

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NGOs believe that the United States has helped raise awareness of human trafficking issues at the domestic and local, state, and national governmental levels. About half of the respondents cited the United States as active in increasing government attention to human trafficking or raising awareness of human trafficking in that country, or both (see Table I). In regards to support, NGOs reported a broad range of logistical, fiscal, and professional US activities in their countries including providing resources and funding, convening conferences

Answer	Responses	Percent
Asking for legislation	165	31%
Convening conferences or workshops	208	39%
Raising awareness	214	40%
Providing resources or funding	212	40%
Increasing government attention	217	41%
Training government officials	146	27%
Contributing to a government action plan	114	21%
Other	43	8%
Don't know	26	5%
The US has not been involved in trafficking issues	166	31%
Total	532	NA

Anti-Human Trafficking NGOs and the United States

Global Makeup of NGOs

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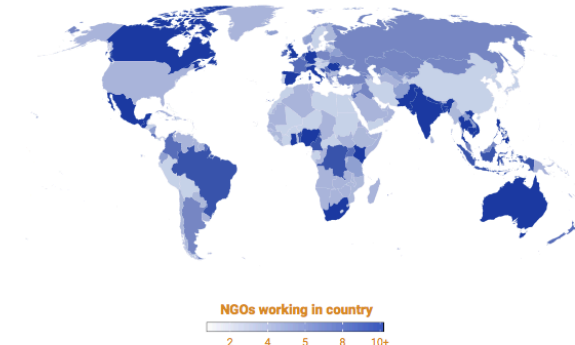


Figure 1 Countries where NGOs reported advocacy work.

Influence of the United States over Human Trafficking Policy

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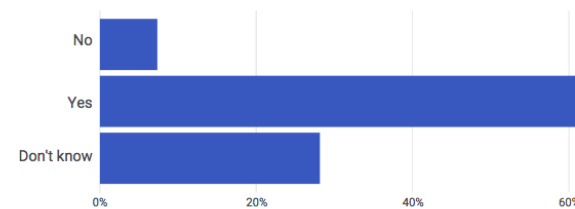


Figure 2 Responses to "Over the last 10-15 years, has the United States or its embassy been active in the fight against human trafficking in the United States?"

ANTI-HUMAN TRAFFICKING NGOS AND THE UNITED STATES

NGOs have a wide global reach, but there is room to expand

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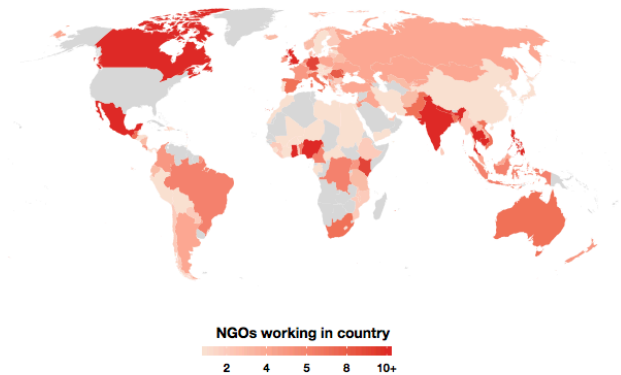


Figure 1. Countries where NGOs reported advocacy work.

The United States actively influences human trafficking policy

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Nearly 31% reported that the United States had asked for legislation in their country, while 21%, or 113 of 530 respondents claimed the United States had contributed to a government action plan for addressing national issues in human trafficking. NGOs also reported that the United States participates in all stages of policy formation including the direct lobbying of embassy staff with government officials, supporting proposals in legislatures, providing technical assistance to legislative technical groups, support in passing legislative acts, and the continued monitoring and provision of recommendations for the strengthening of existing legislation. Finally, the US government provides comprehensive, inter-sectional assistance in its efforts to influence and promote anti-trafficking legislation within work countries. The organizations

- 41% Increasing government attention
- 40% Convening conferences or workshops
- 40% Raising awareness
- 39% Providing resources or funding
- 31% Asking for legislation
- 27% Training government officials
- 21% Contributing to a government action plan
- 31% Don't know
- 8% Other
- 5% The US has not been involved in trafficking issues

Table 1. Responses to “Has the US or its embassy been involved in any of the following activities in (country X)?”

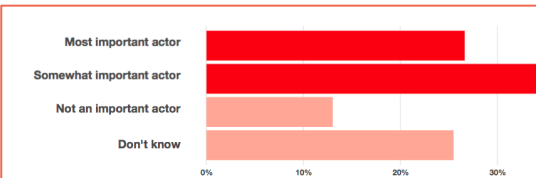


Figure 4. Responses to “Overall, how important a role would you say that the US or its embassy have played in fighting trafficking in (country X) over the last 10-15 years?”

their countries has generally been positive. Nearly 68% of organizations—or 213 of 314 respondents who claimed that the US had been influential—considered this influence positive (see Figure 5). Additionally, some 20% of organizations, or 63 respondents found US influence on human trafficking policy to be mixed. Remarkably

few organizations found US influence to have a negative effect on policy, with only two respondents claiming that US efforts had been negative.



Figure 5. Responses to “Overall, has the US influence on human trafficking policy in (country X) been positive or negative?”

Structure and heroes

Not a presentation

Not a presentation



Goal

Evidence & facts

Motivation

Memories

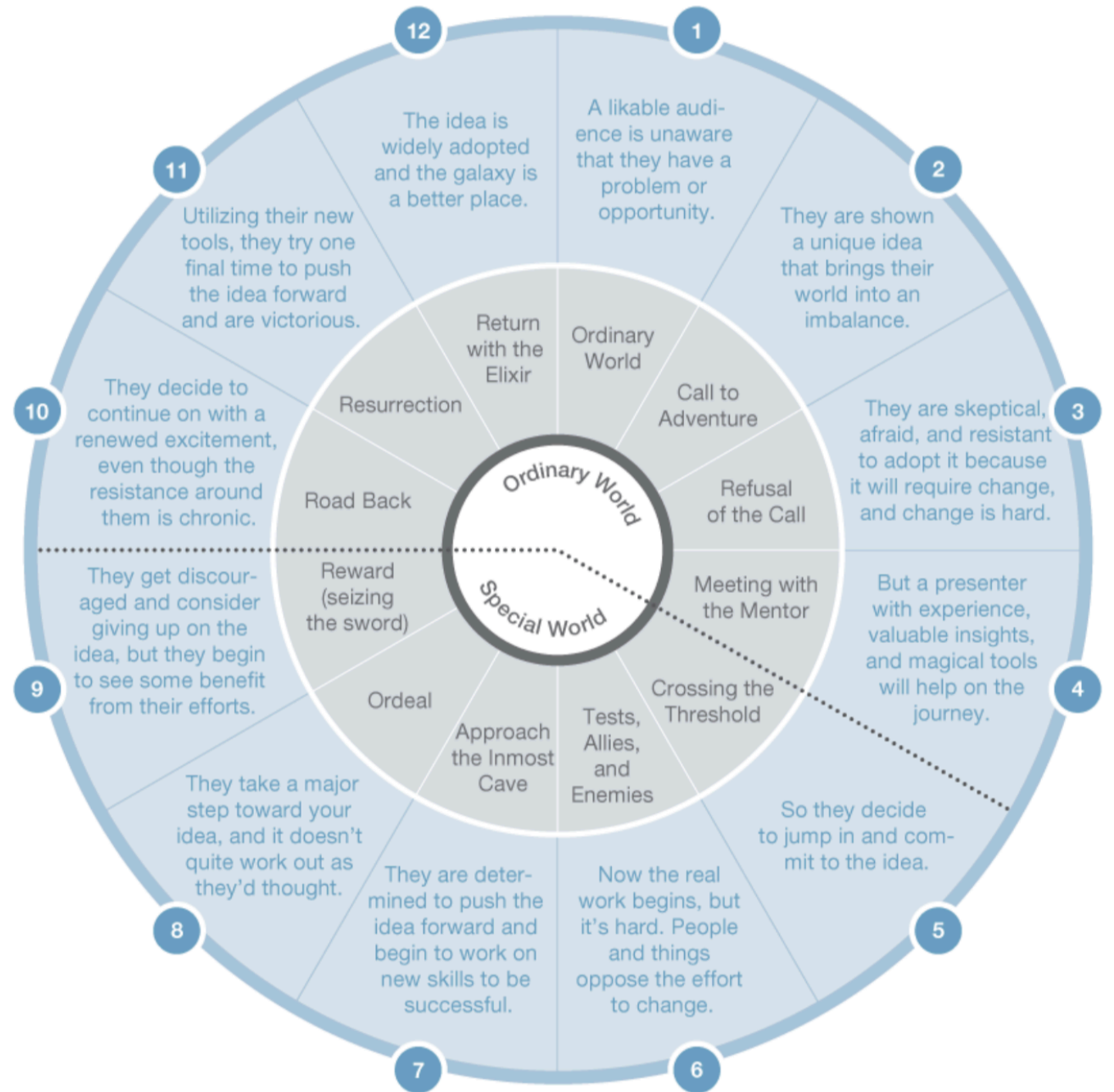
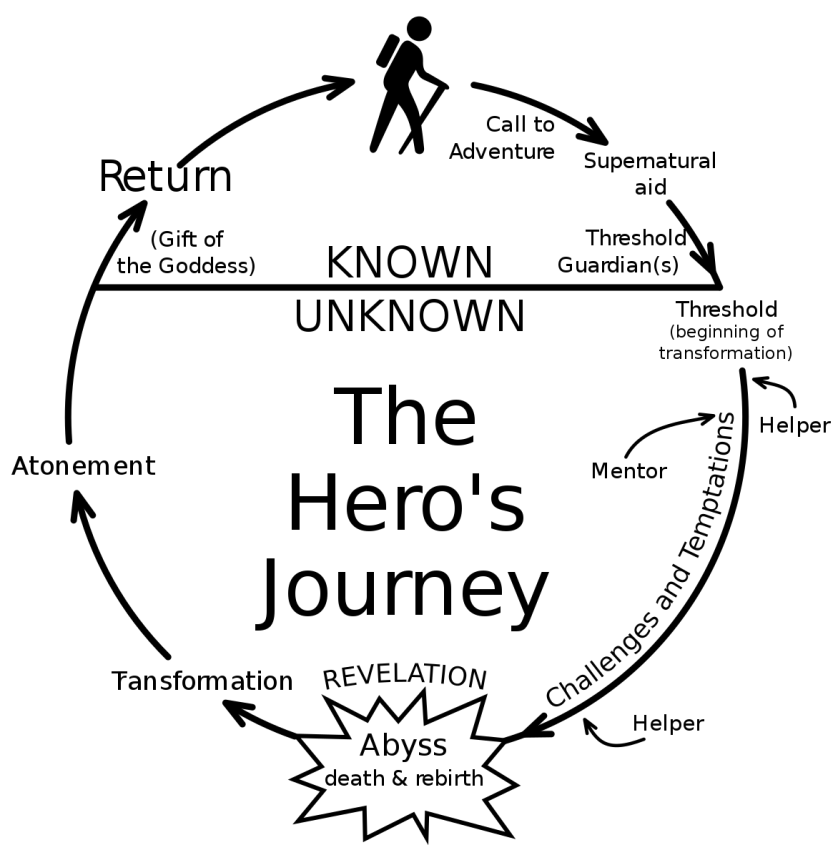
Delivery

Precision

Credibility &
engagement

Theatrical

Create desire in the audience and show how your ideas fill that desire.





Seeing the World Through the Other's Eye: An Online Intervention Reducing Ethnic Prejudice

GÁBOR SIMONOVITS *New York University*

GÁBOR KÉZDI *University of Michigan*

PÉTER KARDOS *Bloomfield College*

We report the results of an intervention that targeted anti-Roma sentiment in Hungary using an online perspective-taking game. We evaluated the impact of this intervention using a randomized experiment in which a sample of young adults played this perspective-taking game, or an unrelated online game. Participation in the perspective-taking game markedly reduced prejudice, with an effect-size equivalent to half the difference between voters of the far-right and the center-right party. The effects persisted for at least a month, and, as a byproduct, the intervention also reduced antipathy toward refugees, another stigmatized group in Hungary, and decreased vote intentions for Hungary's overtly racist, far-right party by 10%. Our study offers a proof-of-concept for a general class of interventions that could be adapted to different settings and implemented at low costs.

Intergroup prejudice has been recognized as one of the most important social problems, leading to discrimination, inequality, and violence in countries across the world. Understanding the mechanisms behind and reducing prejudice are thus of eminent interests for scientific as well as political reasons. Decades of research have accumulated a vast array of knowledge

hind (Paluck and Green 2009) because the conditions needed for intergroup contact to reduce prejudice are often extremely difficult, costly, or time-consuming to achieve under realistic circumstances. In this article, we report the results of an intervention that was both effective in reducing prejudice and appears to be easily implementable in a broad class of settings.

You were born eighteen years ago, in June in a Gypsy settlement near Szekszard. Your mother, as you know, long-dead, no news about your father. You might have some siblings somewhere in the country, but you never met them... Entangled dreams and stories swirl in your head. You are scared, but you know that now you can achieve anything. Your net worth of two hundred and ten thousand forints is all in your pocket, that is what you received from the state after all the deductions. You nervously feel your dress as the train rolls in between the platforms.

You are browsing through some websites offering housing and feel the notes in your pocket. You pick the four sublets that look the best among those you could possibly afford. One might be a little overpriced, but all of them offer immediate move in. You call each of the landlords, and agree to check each of them out.

Choose which one you visit first:

- You go to the one on Nemet street
- You go to the one on Rozsa street
- You go to the one on Dob street
- You go to the slightly expensive one on Jokai street

Prejudice toward Roma ↓

Center right

Far right

Side effects

Prejudice toward refugees ↓

Support for far right party ↓

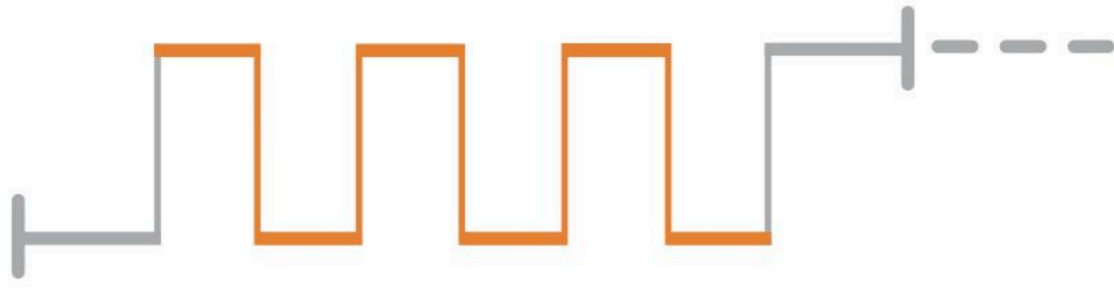
Your mission...





Beginning

Call to adventure

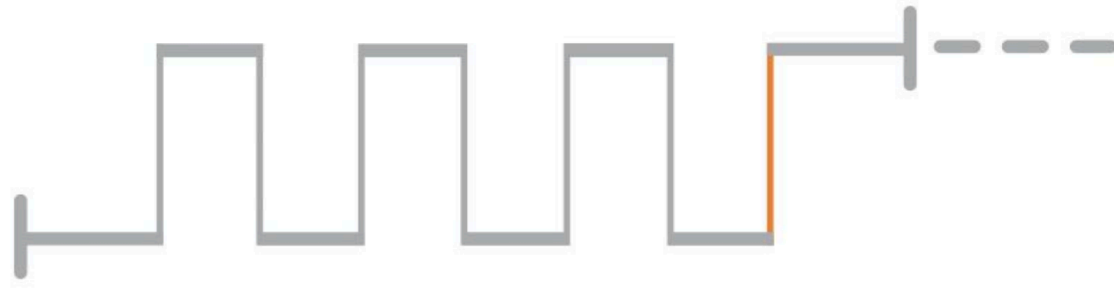


Contrast

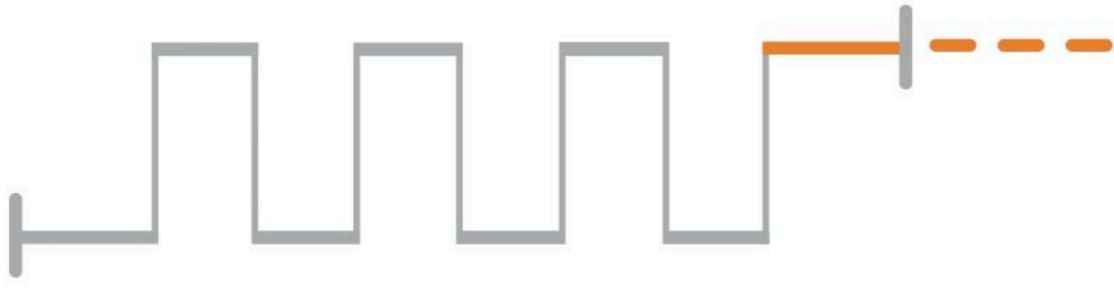
Content

Emotion

Delivery



Call to action



The end

Call to new adventure

Audiences and journeys

Segmentation

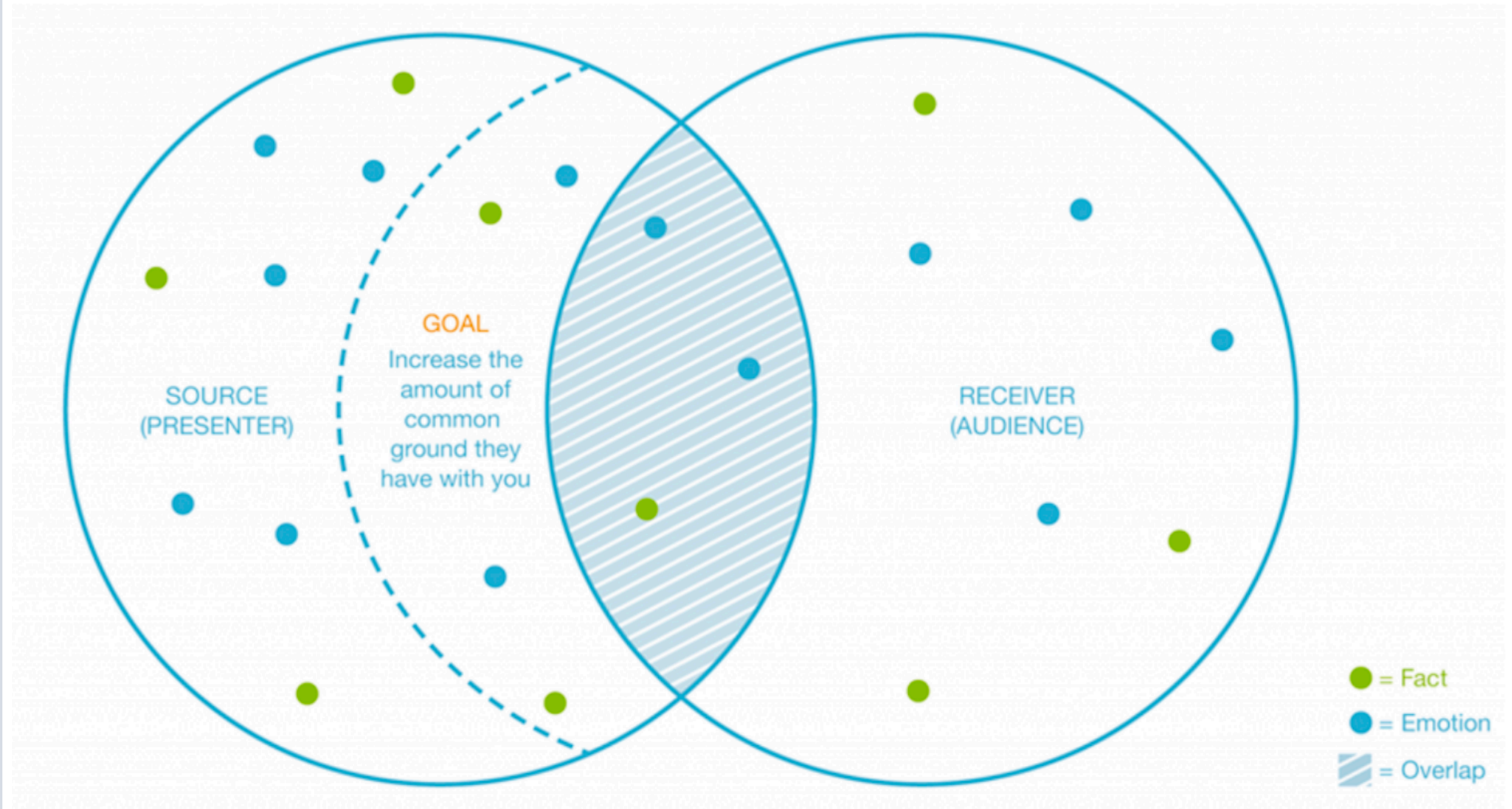
Who is the audience?

What subgroups are there?

What does each segment need?

Which segment is most influential?

Mentoring



Big ideas

Your point of view

Convey what's at stake

Complete sentence

Getting audiences to move

