

E1 PROJECT TITLE

Extreme Values: The Anatomy of Civil Society Supporters and Protest Groups

E2 AIMS AND BACKGROUND

In every modern society there exist a range of groups and organisations that are publically committed to social change. Some of these groups receive direct sanction, officially or semi-officially, from governments or world bodies (e.g., UN Global Compact). Others are governed formally, with boards and administrative hierarchies (e.g., Greenpeace, WWF, Humane Society). Still others are semi-official collectives, operating across the internet or very informally (e.g., Attac). These groups range from those operating in the middle ground with fairly standard campaigns, such as WWF, to the radical and militant, e.g., PETA or Earth First. In the last decade the importance of these groups has increased dramatically, not just in terms of their membership or number, but both in terms of their integration into mainstream social, economic and political life and in their ability to inform, capture and drive public debate through the media and Internet.

What is surprising about the rise of these groups, which we will term generically as “civil society” organisations, is how little we know about the individuals who support them, work for them and/or are informally involved with them. Although there is an extensive psychological sociological literature that has examined collective political action (e.g., Klandermans 1997; Drakeman 1997) philanthropic giving (Brooks 2006), consumer protest movements (e.g., Plous 1998; Kozinets & Handelman 2004) and new social movement theory (e.g., Melucci 1995; Offe 1999), there are few academic studies that address the values, behaviours and motivations of individuals who support such organisations and their causes, both financially, through donations, and more directly through actions involving their own physical and human capital (e.g., volunteering and protesting). One could also argue that much of the work is dated to some degree (or not subject to reconfirmation) because of its focus on left wing activities in the 1960s and 1970s that are different in significant ways to the rise of global and internet based activism in the 21st century (a fact emphasized by Vogel (2006) in The Market for Virtue).

Socio politically, understanding these groups and their supporters is of immense importance. The rising predominance of corporate social responsibility (CSR) initiatives, pressures toward public-private partnerships for social change, and the increasing degree of organised mass protests (both locally and globally) implies that considerable aspects of the social change agenda are being driven by organisations and individuals who can mobilize new technology resources. Yet who they are and who they represent is not as clear as it might appear. In addition, if one is to believe Jared Diamond, the author of Collapse, it is not the average individual who drives societal change at the start but those at the extremes of the distribution, whose viewpoints must ultimately become main stream: “Some people have much more pull than other people. But when I say that the public has ultimate responsibility, I’m not saying it in a moral sense. I’m just saying it in the sense of what is it that’s really going to bring change.” According to Diamond’s logic, societal change starts with a small group whose viewpoints become mainstream and accepted by the public at large. This perspective has received support from Agnone’s (2007) finding that protest activities appear to be more influential in driving legislative outcomes than public opinion.

It is our desire to focus on who is in those groups competing to become the motivators and agents of societal change. *Our intellectual goal in this project is to understand individuals with extreme social preferences—those both willing and able to support specific social agendas—as a means of providing a more general map of society’s social preferences. The purpose of the proposed research program is to achieve this by using a multi-method approach that focuses on the “anatomy” of civil society supporters—from the very passive to the very active, from the more mainstream to the violently radical—as compared to the general population.*

The motivation and trigger for this research arises from recent pilot work by Devinney and his colleagues that examined the preference profiles of a representative sample of Australians, using a reduced form of discrete choice modelling known as best-worst scaling (Marley & Louviere 2005). This work revealed two things of importance. First, a small but significant subpopulation (numbering 10% of the total) existed that exhibited what might be called “category fixated”

preferences. These individuals appeared to hold extreme positions (e.g., with respect to the environment) that dominated all their other preferences. They were likely to sacrifice significant other aspects of their lives for their preferred cause. Secondly, these preferences were strongly related to the extent to which the individual devoted human capital to a specific cause and unrelated to other civil society causes but also unrelated to observable socio demographic factors such as income, education, gender, age, and location. Such “fixated” individuals might have strong environmental preferences but do not differ from the average individual with respect to labour rights (Auger, et al., 2008). Also, the variability in these preferences was seen at the individual level, showing little propensity to be segmentable in an *a priori* sense (Auger & Devinney 2007).

The proposed research program concentrates on three groups as compared to the general population. Those supporting environmental causes (1); those supporting animal welfare causes (2) and those involved with the anti-globalisation movement (3). (More will be said of the sampling shortly). The sample will include Australians, Germans and North Americans (Canada & USA).

Four approaches make up our multi-method structure. The first is a set of *surveys and personality assessments* based on the historic literature on activists and radicals (e.g., Cryns & Finn, 1973; Lichter, 1979; McClosky & Chong, 1985). The second is the use of an instrument developed by Devinney and his colleagues, known as a *social, economic and political values inventory* (SEV). The SEV utilises best-worst scaling (BWS) to tap individual preference orderings. The third method is *video ethnography*. Belk and Devinney have used this approach successfully in studying ethical consumption (e.g., Belk, et al. 2006). This allows us to analyse behaviour frame by frame and gain an understanding of the meaning behind an individual’s preferences. The fourth method is *behavioural economic experimentation* focusing on public goods allocation (e.g., Gunnthorsdottir & Rapoport 2006; Gunnthorsdottir et al. 2007; Güth, Klose, Königstein & Schwalbach 1998; Levitt & List 2007). This allows us to both validate the prior work and to “monetise” individual preferences.

The proposed program is based on the internationally-regarded work of the team and their colleagues. For example, as Auger & Devinney (2007) have shown, what individuals say they value and believe is only tangentially related to their actual behaviour. They show that some individuals will act with a social conscience in some contexts, predicting who these individuals are based on demographics or general ethical disposition scales is problematic. Yet, an individual’s behaviour in experiments is highly predictive. Belk has shown that those who are committed to voluntary projects often construe their work as a noble undertaking that is less for self-gratification than for a sense of contributing to a transcendent cause (Belk et al. 1989). Gunnthorsdottir & Huddy (2000) show that individuals supporting specific causes can be distinguished along other dimensions, for example university students who support environmental causes are particularly responsive to the “cute effects” of animals; they want to save attractive animal species while allowing unattractive species to fade away. Those not *a priori* involved in environmental causes may support a conservationist plea, but the look of the animal does not influence them.

We intend to build on this work conceptually and methodologically. It is not our intent to validate pre-existing theory but to enhance our understanding, from multiple angles and lenses, of the psychological and behavioural characteristics of an important subsection of the society that can have disproportionate influence beyond its size and resource base.

E3 SIGNIFICANCE AND INNOVATION

This research is significant for its practical relevance and innovative in its mixture of approaches. It is significant on two major dimensions. First, to date there has never been a study of any group of individuals that applies our approach: psychological profiling, preference profiling, ethnographic profiling and behavioural economic profiling. The closest example is perhaps Nassi’s (1981) psychological and interview based study of former Berkeley radicals. However, her study falls far short of what is being proposed here in terms of both breadth and depth. *Hence, independent of the groups we are studying; our approach is unique in generating a more complete “anatomy” of a group of individuals at a fine level of detail, aiming to disassemble the motivations and rationales for specific activities.* Second, it is significant in that we are not proposing a general population based study, although our control group is the base population. Few studies of this kind focus on

the extremes of the distribution of a society at this level of depth. Although some studies (e.g., Levenson & Miller 1976, Mueller & Dimieri 1982; McClosky & Chong 1985) have examined the differences between “left” and “right” radicals, they have done so with respect to one specific cause or with a desire to validate a specific scale, where many of these scales are very situation specific. *No one has simultaneously examined preferences and motivations using multiple methods across multiple causes and compared them back to the general population.* This is important because, as we noted, it is the extreme values and preferences that are at the heart of the initiation of change. By understanding what motivates the individuals who hold these preferences, we can gain a degree of understanding about what makes them different, if indeed they are different at all.

The proposed research is programmatic and innovative. One of the major challenges we face is how to discover who is at the extremes of the societal distribution. By cooperating with the civil society groups we intend to study, we will be working our way through the distribution of supporters systematically. This requires us not only to be able to study a cross-section of individuals but to sample deeper into that cross section as we learn more about specific individuals. This too is unique. The studies cited earlier typically used student groups with very limited sample sizes and discovered who was “radical” by first going to student organisations and then typecasting individuals based primarily on psychological surveys (although in a few cases this was confirmed by behavioural measures). *By concentrating on large established groups in the general population in the first instance, we are able to sample a much larger, and potentially more socially relevant, group of individuals and to validate it directly by behaviour with respect to very specific issues.*

We expect this project to have important practical implications: (1) The results will be critical to Australia in understanding more clearly our own preference profile. (2) The results are important to civil society organisations that lack information about their own supporters (surprisingly, these groups know very little about themselves). (3) The results will give us greater understanding of the differences between those at the extreme of our societal distribution with respect to specific issues and those who ultimately must accept or reject the extremes as mainstream. (4) This work is relevant to understanding not just those with extreme preferences but those who might act on those preferences in a violent and anti-social manner. Finally, (5) it fleshes out our knowledge of influential groups in society, counterbalancing the over-investigation of established institutions at the expense of lesser known group and societal processes.

E4 APPROACH AND METHODOLOGY

4.1 Individual Societal Preferences: A Motivation and Pilot Study

The initial impetus for this project follows from two external factors and one internal factor. First, the last half decade has seen an increasing number of organisations focusing their attention on the social behaviours of companies and specific social issues (most recently climate change but before that labour practices and third world debt and poverty). Second, the resonance of these issues has anecdotally been heightened by the willingness of individuals to display their preferences publically through protests and the apparent value of “radical” activities (Agnone 2007). Hence, understanding who the opinion leaders are in protests and why they do it becomes far more important than just examining public opinion. Public opinion is an output not a cause.

The SEV: An internal motivation for us relates to the findings of the initial stages of our SEV pilot. The SEV has four parts. One part collects standard demographic information (income, age, education) plus information about religious and political practices (using modified versions of religiosity and political orientation scales) plus volunteering and donation activities. A second part collects information using Forsyth’s ethical disposition scale and Christie and Geis’s Machiavellianism scale (see Auger, et al. 2003). The third and fourth parts use BWS to examine individual preferences across sixteen general categories of social issues and approximately 140 sub-issues within each of these categories. The 16 general categories of issues in the SEV are:

Civil & Personal Liberties	Environmental Sustainability	Societal Social Well-Being	Minority Rights
Equality of Opportunities	Individual Economic Well-Being	Global Social Well-Being	Food and Health

Rights to Basic Services	Crime & Public Safety	Global Security	Commercial Rights
Worker/Employment Rights	Societal Economic Well-Being	Global Economic Well-Being	Animal Welfare

The SEV was developed to allow us to profile individuals for sampling purposes in a prior ARC project (DP0559185). Unlike standard psychometric scales, the SEV provides meaningful comparisons across individuals that are not subject to scale invariance (see Auger et al. 2007). In addition, being based on a random utility theoretic framework, these preferences are estimable using a multinomial logit model. The categories used in the SEV span a number of dimensions: human vs non-human issues, global vs local issues, and social vs economic issues. This allows us to understand trade-offs normally not considered by most surveys but are highly realistic and relevant: e.g., is my mortgage more important than climate change (and by how much)? There are two versions of the SEV. A short Reduced SEV that allows us to quickly get a picture of an individual's preferences (it takes approximately 20 minutes to complete) and a longer Full SEV that provides more detail about within category issues (it takes approximately 1 hour to complete).

What is important here are the findings of the SEV pilot we conducted of 1,700 Australians in 2007. First, like Auger & Devinney (2007), we see no differences amongst individuals based on socio demographics. There are also no meaningful differences with respect to religious practices or ethical orientation based on the traditional measures. However, we find strong relationships between volunteering and donating and preferences and specific revealed political orientations. This arises not just when one looks at preferences as the independent variable (e.g., predicting political support) but also when preferences are the dependent variables (and one is using revealed activities or support as the independent variable). The results themselves are quite complex but one can see an example of how "cause fixated" preferences exist in the case of supporters of the Green Party in Australia (not all of whose supporters would be in a "radical" category but it is a simple illustrative comparison). If one compares those aligning themselves with the Liberal and Labour parties, there is only one substantive preference difference across the 16 categories above. Liberal supporters care much less about Worker/Employment Rights than Labour supporters ($Rank_{Liberal} = 9$, $Rank_{Labour} = 3$) but on all the other issues their orderings are nearly identical and closely in line with the overall population. However, if one examines Green Party supporters (about 8% of the sample) the preferences are consistently at odds with the general population. They rate Environmental Sustainability 1st (as opposed to 3rd for the population) and give it a valuation 3 times that of the general population. Crime and public safety (rated 1st by both Labour and Liberal supporters) is rated 9th by Green supporters. Animal Welfare is rated 14th by Labour and Liberal supporters but 6th by Green supporters, who also rated it higher than Global Security, Individual, Societal & Global Economic Well-Being and Societal and Global Social Well-being and rated it slightly lower than Equality of Opportunities for Individuals! They are also 700% more likely to volunteer for work with environmental and animal welfare groups than the general population, but only 200% more likely to support these groups financially.

These results highlight three issues. First, individuals with extreme social preferences exist (again we reiterate that not all Green supporters would be "radical", so the results are even more extreme). Second, the SEV allows us to get a very clear first picture of individual level social, economic and political preferences in a manner that is operational and more valid than using standard scales and opinion surveys. Third, although these preferences are complex they are heavily related to revealed behaviour (in this case volunteering, donating and political orientation). The question that we turn to now is the issue of operationalizing other components of our study that allows us to create a more complete picture of who these individuals are and what motivates their behaviour.

4.2. Sociological and Psychological Antecedents: Civil Society Groups and Supporters

Studies of social and civil society activities have focused predominantly on four areas: the formation of these groups and the evolution of the movements, the disposition and role of public opinion, the characteristics of supporters, and the psychology of individual supporters/participants. Our work is related to the last three issues. It is not our goal here to work in the macro frame of

social movements (e.g., McAdam 1982; Gamson, 1990), which focuses much more on collective action. We do, however, recognise this work as important to understanding the civil society movement *in toto*. The specific work on which we are building concentrates on the psychology of individual values and predispositions (e.g., Berkowitz & Lutterman 1968; Feshbach & White 1986; Egri & Herman 2000) and the socio-psychological and contextual characteristics of individuals who act (e.g., Lichter & Rothman 1982; Williams 2002; McVeigh & Sikkink 2001). The hallmark of nearly all of this research is a social psychological process model exemplified best (and most comprehensively) in Klandermans' work (e.g., 1997; Simon & Klandermans 2001): Individuals are differentially sympathetic to a cause, get targeted, motivated to participate and then participate (or they can drop out at any stage). The motivations to join a cause are different in many ways from the reasons driving disengagement. This work has defined our thinking about social movement participation and our project follows directly from it. We do not, however, focus on the process of participation but the characteristics of the individuals who participate. Our goal is to strengthen the work of Klandermans et al. by delving deeper into the individual level of analysis with multiple methods of inquiry, not to question the logic of the sociological processes at the macro level. We thus seek to make considerable theoretical and empirical advances through this project.

Psychological Surveys: We build on this tradition in three ways. First, we replicate prior work by using the same or similar instruments but in a much broader set of contexts. Exhibit 1 provides a list of some of the scales being considered and tested currently. These represent a broad range of personality/motivation inventories used in prior research plus those specifically related to activism and aggressive behaviour (as we are interested in those who “act out” their preferences). Note that many past studies developed situation-specific variants of common scales and these are not necessarily useful here (e.g., McClosky & Chong (1985) compared capitalism with communism). Also, we are excluding certain scales at this point, either because they are incorporated into the SEV or because of the degree to which they would burden respondents (e.g., the Schwartz Value Scale). However, this does not imply that we may not add them as ancillary parts of this project (particularly as they relate to PhD thesis work). The goal here is not to validate a specific scale but to create a useful profile.

Exhibit 1: Examples of Psychological Profile Scales

Scale	Development & Usage	Logic
Consideration of Future Consequences	Strathman, et al. (1994)	Valuation of present vs future
Big 5 Personality	Various	Role of specific big 5 traits
Aggression	Buss & Perry (1992)	Tendency to act out conflict
Activism Orientation	Corning & Myers (2002)	Tendency to act for a cause
Satisfaction with Life	Diener et al. (1985)	Personal satisfaction
Volunteer Functions Inventory	Clary, et al. (1998)	Motivations to volunteer
Locus of Control	Rotter (1966), Levenson & Miller (1976) variant	Role and capacity of own behaviour

Second, we validate these profiles using multiple methods. Although several of the studies cited do examine the relationship amongst specific scales and with specific behaviours, we go beyond this by examining many scales in many contexts with multiple validations. Third, we make broader comparisons across causes, across countries and in relation to the general population.

4.3 Research Approach

Our research approach follows directly from the previous discussion and involves an overlapping set of activities that play to the strengths of the CI/PI team, PhD and Post Doctoral assistants, and external organisations, all coordinated and led by the APF.

The Sampling Frame: The sampling frame is quite important and requires detailed explanation (see Exhibit 2). Our focus is on three groups that overlap to some degree and it is this overlap that partially explains why we chose the groups that we did; those relating to the environment, animal welfare and globalisation. The first reason these groups were chosen was because they fall across the range of issues we examined in the initial SEV testing in 2007. The environment was ranked 3rd

out of 16 general categories, animal welfare was ranked 12th, and individual and global social and economic issues were ranked 9th to 11th and commercial rights 16th. By examining these issues we are sampling across issues that range from the very important to the much less important in the general population, but for whom individuals exist with extreme values for those issues.

Exhibit 2: Sampling and Measurement Instruments

	Psychological Surveys	Reduced SEV	Full SEV	Video Ethnography	BE Experiments	Estimated Sample Size (in total and range)
General Population Sample (GPS)	✓	✓				6,000
↳ GPS (GPS2) Matched Subsample (to CSS2 and CSV2)			✓ (1,000)	✓ (100)	✓ (600)	1,000
Civil Society Group Supporter General Sample (CSS1)	✓	✓				6,000+
↳ Civil Society Group Supporter Resample (CSS2)			✓ (1,000)	✓ (75)	✓ (600)	1,000
Civil Society Volunteer & Employee Sample (CSV1)	✓	✓				1,800
↳ Civil Society Volunteer & Employee Resample (CSV2)			✓ (900)	✓ (75)	✓ (300)	1,000
Tier 3 Sample (T3S1)	✓	✓				Up to 600
↳ Tier 3 Subsample (T3S2) to complement CSV2			✓ (100)	✓ (60)	✓ (100)	Up to 260
Total Sample (split b/t countries)	12,000+	3,000	310	1,600		

Secondly, we must be able to sample, within these categories, across a range of organisations and people. In all three categories there are well-organised international groups that will help us with our sampling and have agreed to cooperate. We have tentative agreements with Greenpeace, WWF, and the Global Marshall Fund to provide us with access to their membership, volunteers and employees. Other discussions are ongoing (Exhibit 3). Given the APFs and CI/PIs established success in cooperating with participant organisations in our research this poses little risk but demands dedicated management (APF Devinney). Greenpeace and WWF alone provide a population of nearly 3M people from which to sample. All have agreed to provide us with liaisons into affiliated and more radical groups. We are concerned with initially sampling those we term tier 1 and tier 2 groups. Greenpeace and WWF are examples of global Tier 1 groups. Tier 2 groups are local organisations that rely more heavily on volunteer activism and less on global funding campaigns. These groups also include Internet based information groups, such are infoshop.org and Greenleft.org.au who help organise and coordinate local campaigns. We expect 60% of our sample to come from Tier 1 groups and 25% from Tier 2 groups. Tier 3 groups are loose affiliations of individuals that arise around a specific issue (such as a WTO meeting) and then disband. Information providers like greenleft.org.au serve as facilitators to these events/groups. Although we are interested in individuals who are involved directly with radical campaigns, we are not able to sample them directly in a way that ensures a large scale and scientific sampling approach; so we need to sample purposively rather than seeking proportionality. Hence, we will seek approximately 15% of our final sample through publicity on these sites (T3S1).

The sampling strategy begins with a general sampling of the populations of Australia, Germany and the USA/Canada using on-line panels (GPS1 in Exhibit 2). Our SEV pilot showed that we can get a population sample of 1,700 individuals in each country at a cost of approximately \$10,000 per sample (plus set up costs) with the sampling being completed within one to two weeks. This is our control group. Following slightly after this would be two general samples within the Tier 1 and 2

groups. This will take longer as we have to create the samples from the groups' supporter and volunteer lists that matches the general population sample geographically (CSS1 in Exhibit 2) and provides a stratified sample of their volunteers and employees (CSV1 in Exhibit 2). At this time we would also be advertising for volunteers through radical websites (T3S1). Those in the initial samples would receive both the Psychological Surveys and the Reduced SEV.

Exhibit 3: Civil Society Organisations in Discussions for Cooperation

	Environmental	Animal Welfare	Globalization	Environmental
Tier 1: Intl Groups		Greenpeace WWF PETA	Global Marshall Fund Friends of the Earth Attac Corporate Watch Infoshop.org	
Tier 2: Regional/ local organizations		RSPCA/ ASPCA Humane Society Four Paws	Public Citizen Ruckus Society Green Left	

The CSS1 and CSV1 samples would have no direct cost to us except the fixed cost of the on-line surveys and monitoring, plus some logistical costs. The T3S1 sample would cost us a minor incentive (normally a donation to a list of groups) but no direct set up costs as it is an opt-in survey. Over time the sampling would become more restricted in the sense that we would use the first base sample and the results from this to sample those with differential preference profiles. In other words, we would over re-sample those individuals with extreme preference profiles to get a sufficient sample size to make meaningful comparisons. The CSS2, CSV2 and T3S2 samples in Exhibit 2 indicate this re-sampling. Exhibit 2 also gives approximate final sample sizes.

The re-sampling wave represented by GPS2, CSS2, CSV2 and T3S2 will use stratified sampling based upon preference and psychological profiles determined from the Reduced SEV and Psychological Survey. The goal is to have a larger sample of those people with extreme value profiles than would exist in the normal population, thereby allowing us to make meaningful comparisons between the groups with such profiles. It is at this point that we would begin the 2nd stage of the research. First, these groups would be subject to a more complete Full SEV evaluation. This permits us to validate their original profiling, while also getting more detailed information about their social issue preferences. Second, we will begin the Videotaped Ethnographic interviews and the Behavioural Economic experiments. Because of the labour intensity of these activities, they will take considerably more time to complete (our estimate is 2 years). Finally, for a smaller subsample of individuals, we will do complete individual case studies (beginning late in Year 3 and continuing through Year 4). This entails little new work, except that we will be writing them up (and profiling them in a 20-minute video) as “archetypical” individuals. Overall, we will have general information about a very large sample and selectively more in-depth information about smaller samples, all the way down to a group of individuals for whom we would have life profiles.

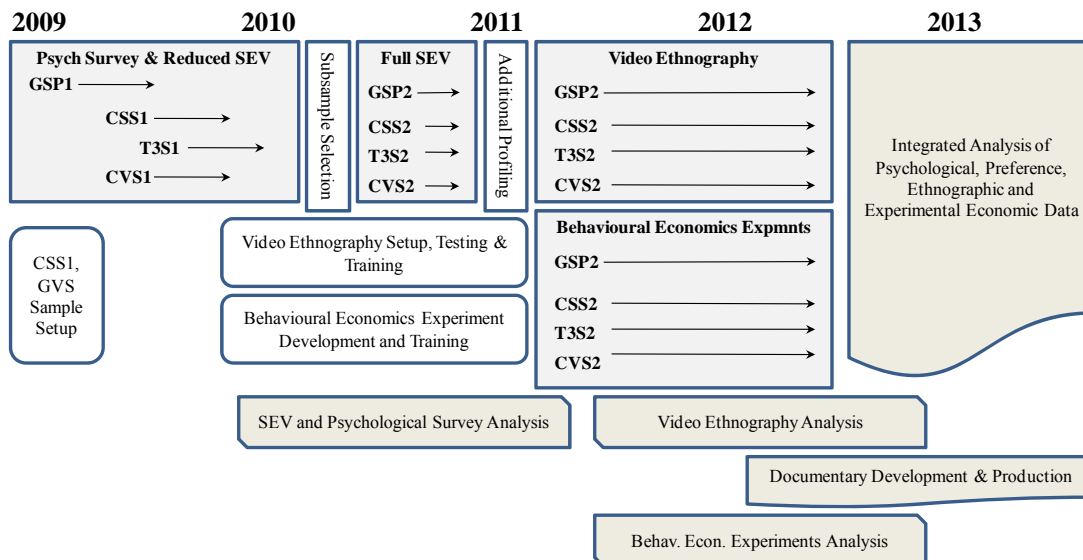
Video Ethnography: The ethnographic portion of the research project will focus on gaining an emic perspective on the lived experience of being a consumer activist. We will accomplish this through in depth interviews complemented with videography. Because videography makes use of visual and contextual data as well as verbal data, it is here that we intend to create our most evocative portrait of the activists studied. For both the interviews and the video ethnography the analysis will be hermeneutic and holistic (Belk & Kozinets 2005; Barbash & Taylor 1997). When we present the lived experiences of the activists studied, we intend to show more than just “talking heads” in order to contextualize their lifestyles and their activities within the causes to which they are committed. It is here that we most fully go beyond values, attitudes, and personality to consider the lived phenomenology of being a committed activist. In total we will conduct 310 interviews in this phase; the sample being based on a purposeful stratification as outlined in Exhibit 2.

Behavioural Economics Experiments: Two types of behavioural economics experiments will be

employed. The first is a fixed-pie experiment developed by Gunnthorsdottir (2002) in which subjects allocate their fixed experimental endowment to different causes presented to them (and also used in DP0559185). This allows the mapping relative preferences among various organizations or causes. The second experiments will be charitable dictator games (Carpenter & Myers, 2007) in which subjects first choose a charity of their choice and then allocate a fixed amount between themselves and the chosen charity. This method results in measures of the social engagement “intensity” and altruism. These two techniques have not been hitherto combined in research. They complement each other and create a two-dimensional picture of the nature of altruistic preferences (pie) as well as their intensity (dictator games). In total, 1,600 subjects will be evaluated using experimental techniques. Again the sampling is outlined in Exhibit 3 and based on a purposeful stratification of the populations and a requirement of sufficient samples within each experiment to make meaningful comparisons.

Analysis: We are concerned about both classification and prediction. In classification we are interested in creating meaningful and operational profiles. Hence, rather than relying on standard factor and cluster analytic approaches, we plan to utilise latent class finite-mixture models (LCM) to (1) characterise the individuals into a mixture of classes of models that represent their preference orderings and (2) use as a basis for further analysis of the relationship between these preference models and behaviour. Auger et al. (2008) use such an approach and show that the models that arise are not only stable but are operational in the sense that the same models arise for multiple product categories. The benefit of a LCM approach in this context is that the SEV is structured such that the underlying behavioural model is consistent with random utility theory and hence can be estimated using a multinomial logit. The same is true of the Behavioural Economics experiments. From this analysis we can get posterior estimates of the degree to which specific models apply to specific individuals, allowing us to easily classify individuals based on their choices from the SEV. The direct questions that then arise are (1) the degree to which the Psychological Survey profiles align with our SEV-based profiles and (2) the predictive validity between these alternative profiling methods and the outcomes of the Behavioural Economic experiments.

Research Program Activities and Timeline: The figure below is a schematic of work profile for the 5 years. It gives timelines for the sampling and activities. Initial profiling would be done using the Psychological Survey and the Reduced SEV. That initial screening would be followed by the Full SEV applied to the subsamples. The sample will be refined further and that will be the pool we would use for the Ethnographic and Behavioural Economics phase of the project.



E5 NATIONAL BENEFIT

The importance of this project cannot be understated, particularly when discussing the social and political fabric of Australian society. The growing role and importance of civil society groups demands that we understand their philosophical and intellectual underpinnings. Although this

project does not address the issue of the operation of these groups it will provide a picture of where these organisations and their supporters and their drivers stand on key issues relative to the general population of Australians, Germans and North Americans. By conducting controlled cross cultural comparisons, the generalizability of the importance and relevance of specific issues is enhanced. This is important not only to the civil society groups themselves but to the general population and opinion leaders and politicians. Invariably citizens are bombarded with surveys and information purporting to capture values and opinions. Unfortunately, these snapshots do not provide depth or reasoning and are rarely operational. By adding depth and reasoning, we will be able to open a lens on a critical subsample of the society, and a subsample that drives many key future agendas. If Agnone (2007) is to be believed, it is these individuals who lead society. We must understand them particularly if the radical nature of their preferences and personalities lead them onto the streets and give motivation to us and our leaders to align with their beliefs.

E6 COMMUNICATION OF RESULTS

Our ongoing research in this agenda has found its way into the leading relevant journals (e.g., J. Business Ethics, Stanford Social Innovation Review, Consumption Markets & Culture, J. Intl Business Studies, Intl J. Research in Marketing, etc.), and been presented at general and special interest conferences (e.g., Assn of Consumer Research, Academy of Intl Business, Academy of Management, The Social Initiatives Conference, Ivey Sustainability Forum, etc.). Our goal is to target the journals above plus J. of Consumer Research, Public Opinion Quarterly, J. of Personality & Social Psych, Organizational Behavior & Human Decision Processes, Social Forces & Business Ethics Quarterly as outlets for this project. We would expect several public interest articles to be aimed at California Mgt Review or Stanford Social Innovation Review. As with our other work, we would develop several documentary videos. There is also the likelihood of at least one book. CI Devinney is in negotiations with Cambridge University Press to publish a compendium of his work on ethical consumerism (tentative titled *The Myth of the Ethical Consumer*) and he and PI Schwalbach are discussing with Oxford University Press an edited volume of papers at the 3rd Intl CSR Conference in Berlin. As prior parts of this research have featured prominently in public and private symposia and been covered by the media in some detail we expect there to be considerable public interest in this work. There is every expectation that the integrated manner in which this work is continuing will enhance its impact.

E7 ROLE OF PERSONNEL

The APF, CI and two PIs bring a balance of different skills and backgrounds. *APF Devinney* has a world-class track record in decision modelling and estimation, experimentation and qualitative research. As a full-time researcher under an APF he will direct, lead and manage the research as described in E4 through experimental design, data interpretation, as well as active experimentation. He will supervise the Research Associate, Research Assistant and students. He is the intellectual force behind the issue agenda and the liaison with the civil society organisations. He has worked closely with team members in the past. *PI Belk* a pioneer in qualitative marketing research, particularly in videographic research methods included as a part of the present study (Belk & Kozinets 2005). He will be involved throughout the project but have particular value in the qualitative phases and be our project liaison in N. America. *CI Gunthorsdottir* is our expert in behavioural economics. She will be involved throughout the project but have particular value in the experimental phase. *PI Schwalbach* is a leader in CSR and governance and has a background in economic modelling and experimental methods. He will be project liaison in Germany and be involved throughout the project in terms of both project management and the design of the behavioural economic experiments. The 3 PhD assistants on the project will focus on specific areas and methodologies. The Post Doctoral Assistant will be our assistant project management and work on all phases of the project. They will need to be skilled in advance econometric analysis.

E8 REFERENCES

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