



Measuring the Impact of Cross-Cultural Exchanges

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Case Study Outline

1. The cross-cultural exchange we will evaluate today: **Seeds of Peace**
2. Focusing the evaluation: **Big Questions**
3. Understanding theory: **Forming Hypotheses**
4. Methods for evaluation: **Measurement**
5. Results: **Answering Questions**
6. Evaluating other questions

SEEDS of PEACE





There's a saying at Seeds of Peace

Treaties are made by governments...

Peace is made by people.

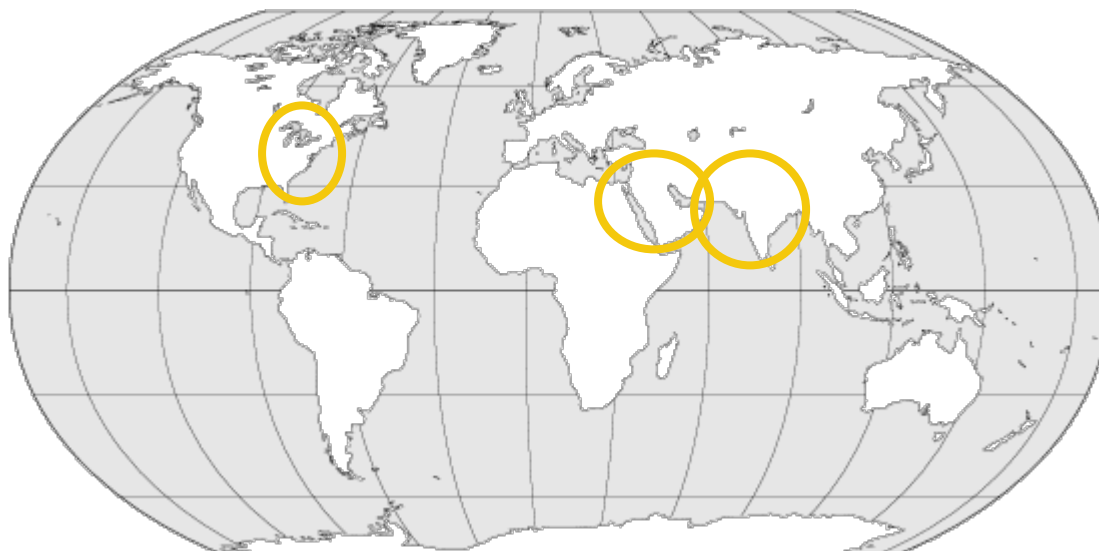




Conflict Regions

Seeds of Peace focuses on three conflict areas:

- The Middle East
- South Asia
- Maine





Seeds of Peace Objectives

- To humanize the conflict through open dialogue
- To provide conflict resolution and leadership training
- To create a network of young leaders who will become a core constituency for peace

Seeds of Peace Camp

- 3 week overnight camp in Maine, USA
- *Neutral-setting model*



Selected on two primary criteria:
1) Leadership potential; 2) English-speaking ability





Water sports



**CANOEING, WATERSKIING,
SAILING**



Athletics



**SOCCOR, BASKETBALL,
TENNIS, SOFTBALL**



Arts



**PAINTING, DRAWING,
DANCING, MUSIC**



Seeds of Peace Camp

But unlike any other summer camp...

The background of the slide is a photograph of two young women on a beach. They are both smiling and hugging each other. The woman in the foreground is wearing a bright green t-shirt, and the woman behind her is wearing a blue t-shirt. The background shows the ocean and a clear sky, with a slight blur effect.



Dialogue Sessions





Group Challenges







Seeds of Peace: Change Makers





The Challenging Transition Home





After Camp: Regional Programming

- Advanced Dialogue Groups
- Civic and Cultural Education
- Cross-Border Workshops

- Community Service Projects
- The Olive Branch

- Delegation Leaders Program
- Parents Program
- Model Schools Initiative





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Seeds of Peace Objectives

- To humanize the conflict through open dialogue
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Focusing the Evaluation

- What **questions** need to be answered?
 - To what extent & how is conflict alleviated by the program?
 - Do campers humanize the outgroup more by the end of camp?
 - Do networks form between conflict groups?
 - Does this attitude change last after camp ends?
“Re-entry problem”
 - Does this attitude change spread to others?



Focusing the Evaluation

- What should we **measure**?
 - “Outgroup positivity”: Humanization, empathy, overall feelings toward the outgroup
 - Attitudes toward the conflict (willingness to compromise)
 - Relationships among campers
- How to **operationalize** these constructs?



Focusing the Evaluation

- **Who** should we evaluate?
 - Jewish Israelis & Palestinians participants*
 - Sample size: at least 50 participants

* Participants' networks outside camp



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Hypothesis Formation

- For every research question, you will form & test a hypothesis
- Hypothesis generation comes from three sources:
 - Theory
 - Empirical studies
 - Anecdotal data



Intergroup Contact Theory (Allport, 1954)

Over **6,000 studies** have tested contact theory
(Pettigrew & Tropp, 2006)

– 4 “optimal” but not necessary conditions

1. Equal status between groups
2. Common goals
3. Intergroup cooperation
4. Support of authorities

A fifth condition? **Friendship Potential**



Neutral Setting Interventions

Friendship Potential vs. the Re-Entry Problem

“The contact situation *must* provide participants with the opportunity to become friends.”

(Pettigrew, 1998)

VS.

“Neutral-setting encounters rely on the creation of artificial, mediated settings detached from the actual conflict context... any effect of the encounter will be erased upon participants’ inevitable return to reality.”

(Hammack, 2006)



Anecdotal Evidence



“Make one friend.”



Hypotheses

H1: Contact will improve outgroup positivity from pre-camp to post-camp.

H2: Making an outgroup “friend” will predict post-camp positivity.



Hypotheses

H3: Outgroup positivity will fade after re-entry, but some may be maintained.

H4: Outgroup friendship will predict positivity after re-entry.



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Testing Hypotheses

UNIVERSITY OF CHICAGO: 2014 PRE-CAMP SURVEY ISRAELI DELEGATION

Welcome to Seeds of Peace International Camp. The answers you give to this survey are anonymous—no one will know how you answered the questions. For this survey to be useful, it's important that you give accurate information, so please think carefully and give answers that are true for you personally.

THERE ARE NO RIGHT OR WRONG ANSWERS!

Gender (check one)

- Male
 Female
 Other _____

Age _____ years old

Religion (check one)

- Christian
 Druze
 Jewish
 Muslim
 None
 Other (please specify) _____

How do you identify yourself? (check one)

- Arab Israeli, Palestinian Israeli, Palestinian citizen of Israel, or 48 Palestinian
 Jewish Israeli
 Other (please specify) _____

Now please proceed to the survey. In each case, circle the answer or check the box that best describes what you think or feel is true for you at this time.

UNIVERSITY OF CHICAGO: 2014 PRE-CAMP SURVEY EGYPTIAN, JORDAN, PALESTINIAN DELEGATIONS

Welcome to Seeds of Peace International Camp. The answers you give to this survey are anonymous—no one will know how you answered the questions. For this survey to be useful, it's important that you give accurate information, so please think carefully and give answers that are true for you personally.

THERE ARE NO RIGHT OR WRONG ANSWERS!

Gender (check one)

- Male
 Female
 Other _____

Age _____ years old

Religion (check one)

- Christian
 Druze
 Jewish
 Muslim
 None
 Other (please specify) _____

If you are Palestinian, where do you live? (Check one)

- West Bank
 Gaza
 Jerusalem
 Other (please specify) _____

Now please proceed to the survey. In each case, circle the answer or check the box that best describes what you think or feel is true for you at this time.

5 years: 2010-2014



Survey Questions

Measuring **Outgroup Positivity**

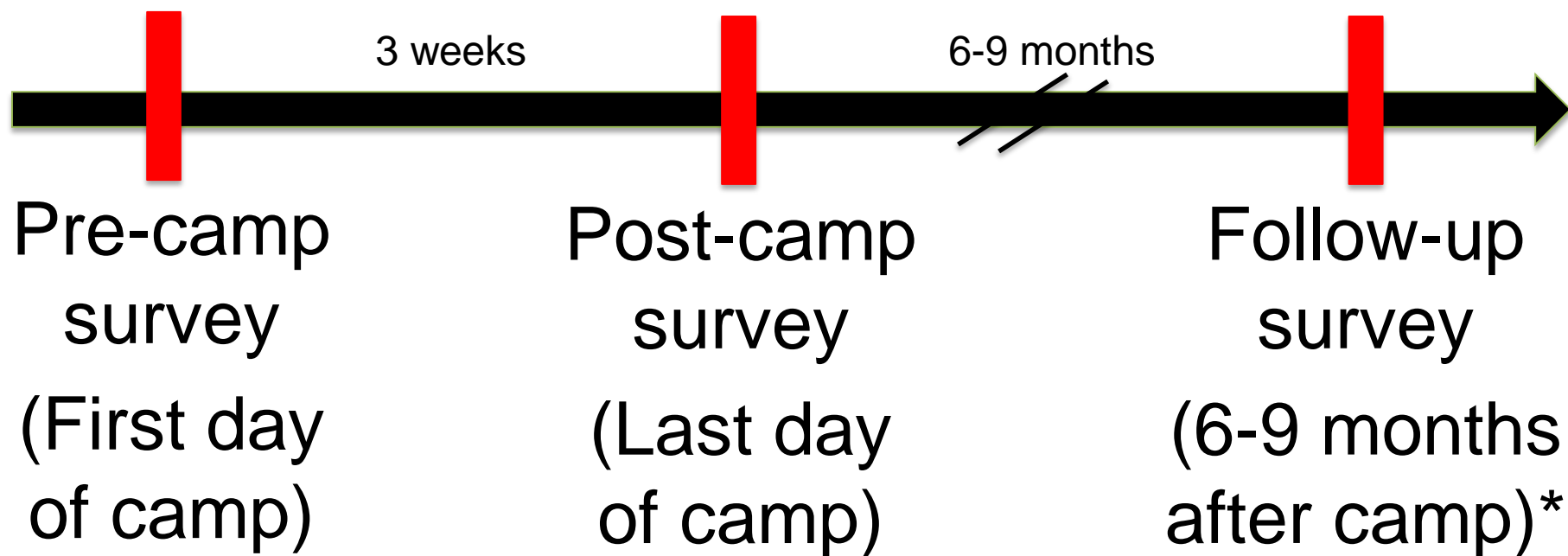
- Humanization
 - “They are refined and cultured”; “They are rational and logical”; “They are unsophisticated” (reverse-scored); “They are my equal”; “They are less than human” (reverse-scored)
- Empathy
 - “If I saw a person from the other side was being treated unfairly, I think I would feel angry at the way they were being treated.”
- Feelings
 - “How positively do you feel?”; “How close do you feel?”; “How similar do you feel?”; “How much do you trust?”

Measuring **Outgroup Friendships**

- “Think of the 5-10 people to whom you feel most close”



Data Collection



* Missing 2010 & 2014



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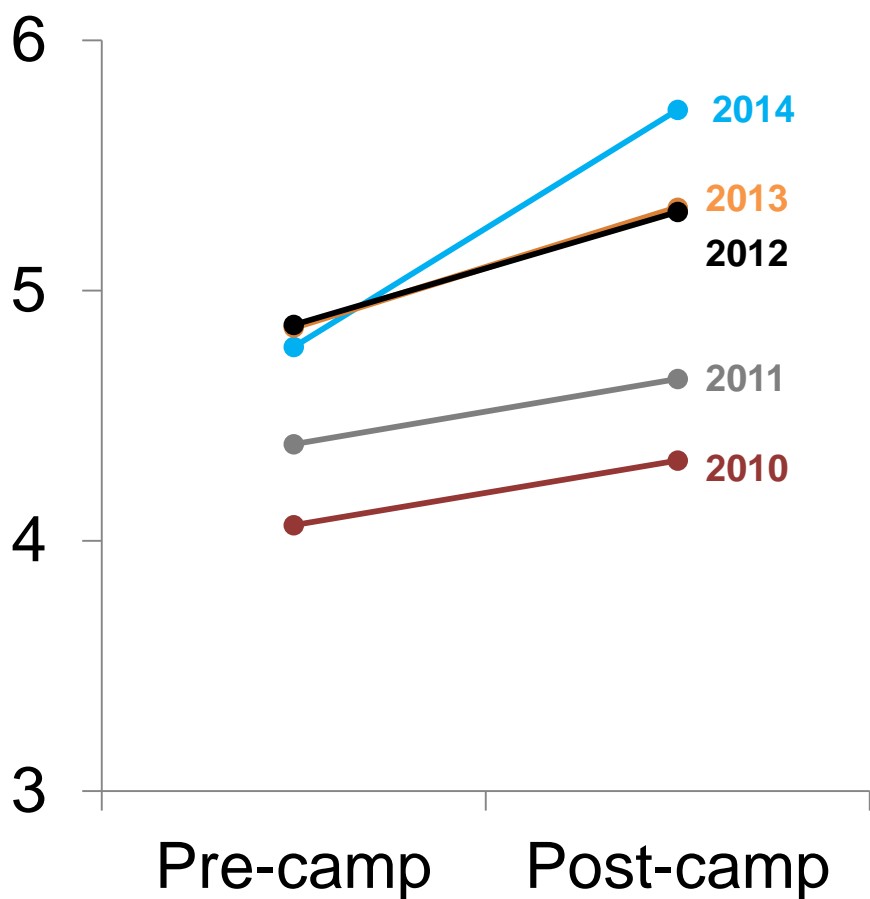


Did contact improve outgroup
positivity from pre-camp
to post-camp?

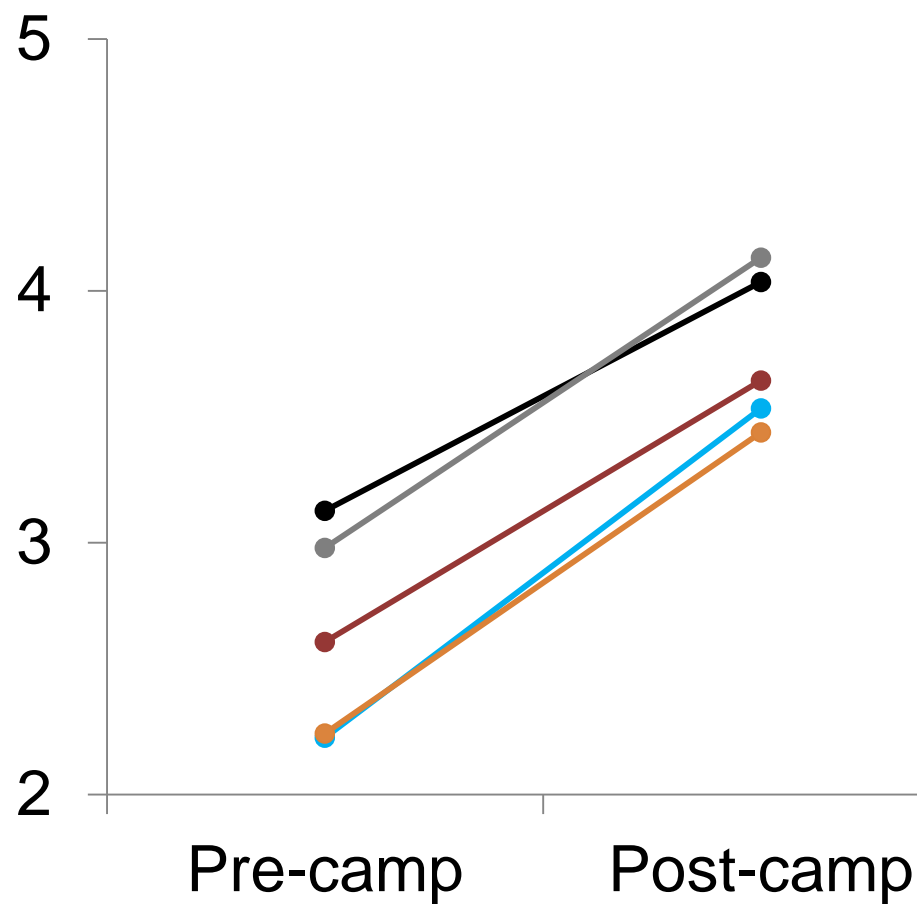
Yes, in all years tested
(2010-2014).



Outgroup Positivity (Jewish Israelis)



Outgroup Positivity (Palestinians)

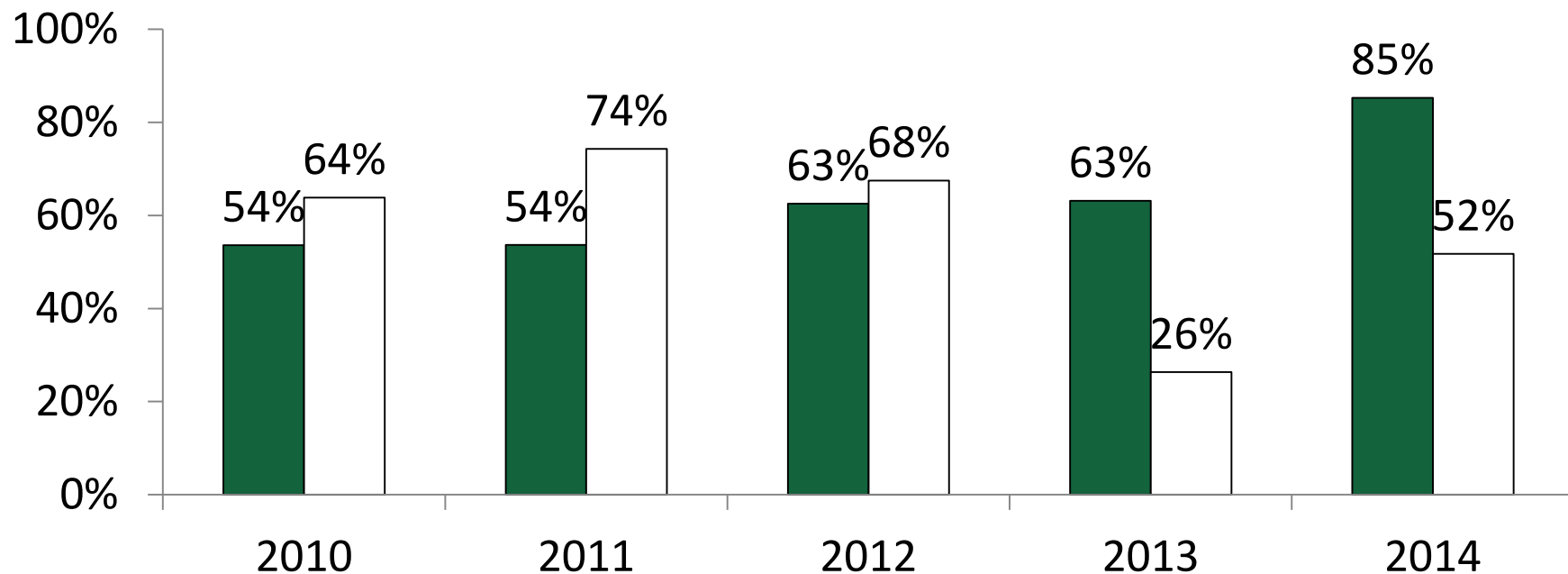




Who made an outgroup friend?

Percentage of campers who made at least one outgroup friend

■ Jewish Israeli
□ Palestinian



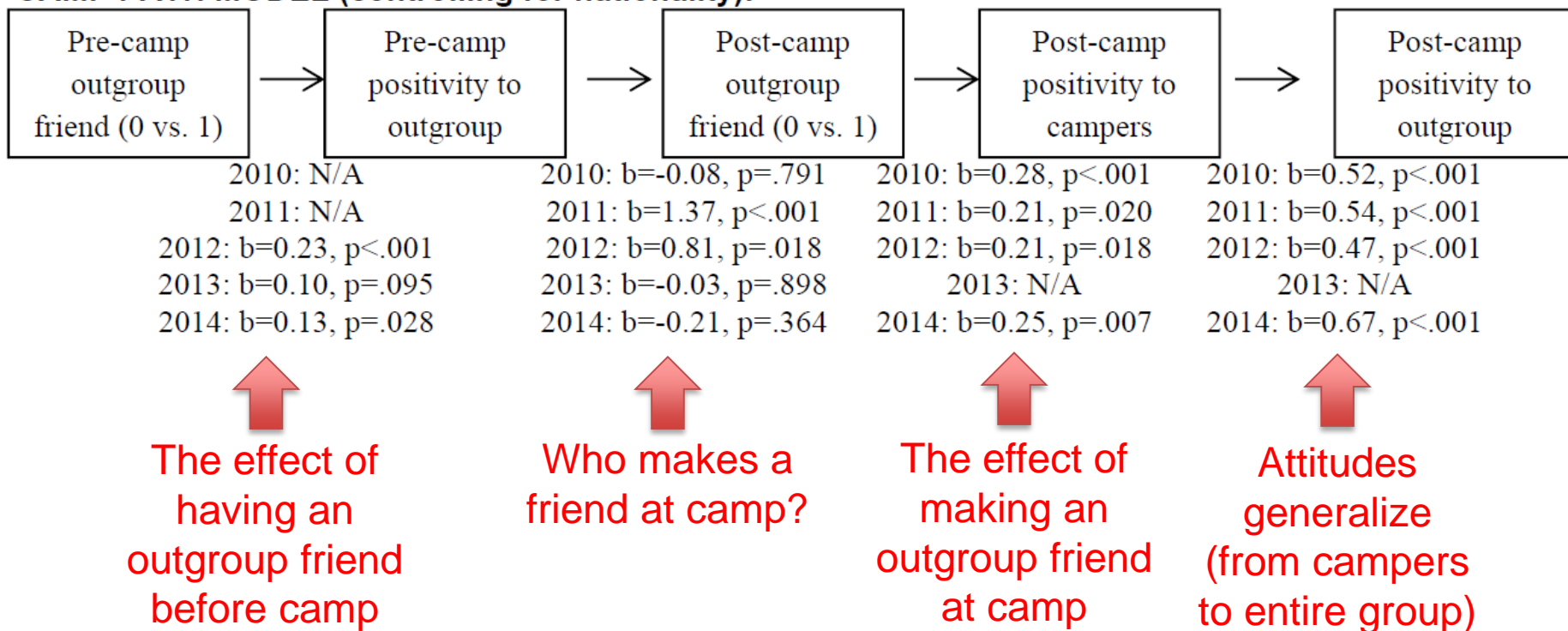


Did making an outgroup friend
predict outgroup positivity at post-
camp?

Yes, in all years tested
(2010, 2011, 2012, & 2014).



CAMP PATH MODEL (controlling for nationality):





Did any outgroup positivity
remain after re-entry?

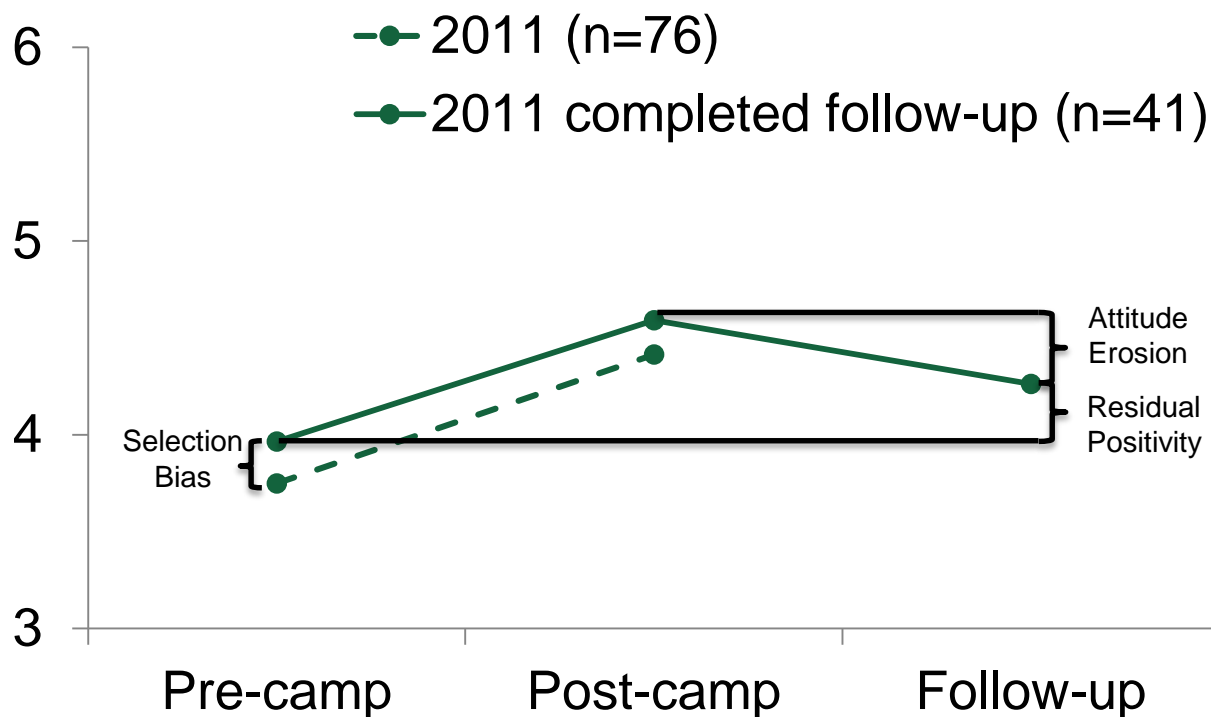
Yes, in all years tested
(2011, 2012, & 2013).



2011

*(54% follow-up completion)

Outgroup Positivity (Jewish Israelis & Palestinians)

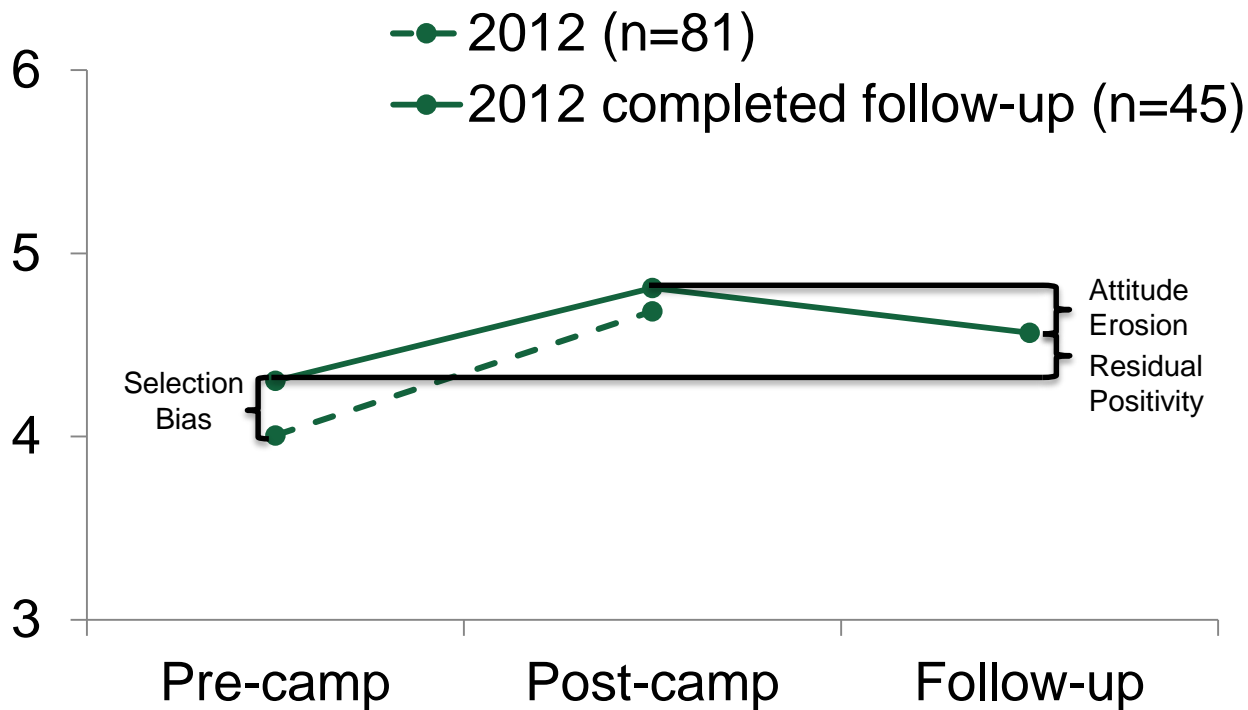




2012

*(56% follow-up completion)

Outgroup Positivity (Jewish Israelis & Palestinians)

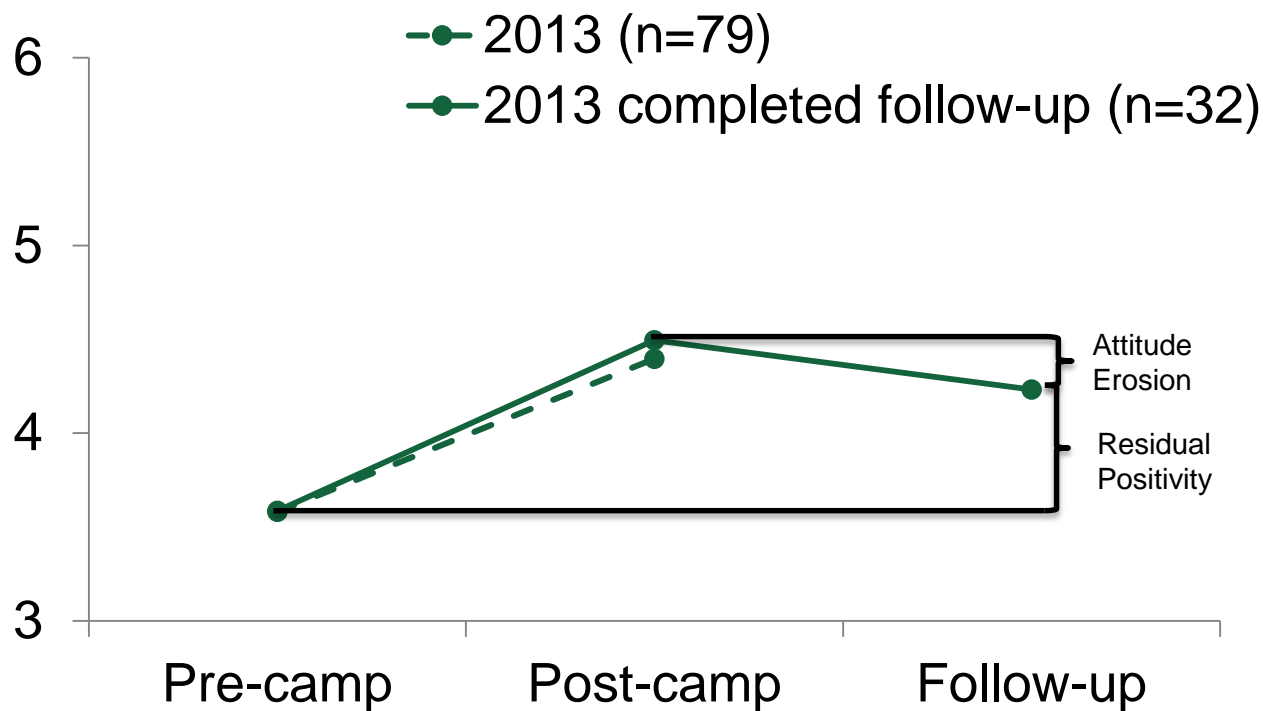




2013

*(41% follow-up completion)

Outgroup Positivity (Jewish Israelis & Palestinians)





Did outgroup friendships formed during camp predict follow-up positivity?

3 possibilities:

1. Having an outgroup friend at post-camp predicts follow-up positivity.
2. Having an outgroup friend at follow-up predicts follow-up positivity.
3. The change in outgroup friends from post-camp to follow-up predicts follow-up positivity.



Evidence for each possibility:

1. *Having an outgroup friend at post-camp predicts follow-up positivity.*

– 2011: **Yes**, $\beta = 0.31$, $p = .016$

– 2012: No, $\beta = -0.19$, $p = .118$

– 2013: No, $\beta = 0.15$, $p = .288$



Evidence for each possibility:

2. *Having an outgroup friend at follow-up predicts follow-up positivity.*

- 2011: No, $\beta = 0.09$, $p = .485$
- 2012: No, $\beta = 0.12$, $p = .321$
- 2013: No, $\beta = 0.14$, $p = .244$



Evidence for each possibility:

3. *The change in outgroup friends from post-camp to follow-up predicts follow-up positivity.*

- 2011: No, $\beta = -0.16$, $p = .216$
- 2012: **Yes** (marginally), $\beta = 0.23$, $p = .062$
- 2013: No, $\beta = 0.01$, $p = .979$



What have we learned?



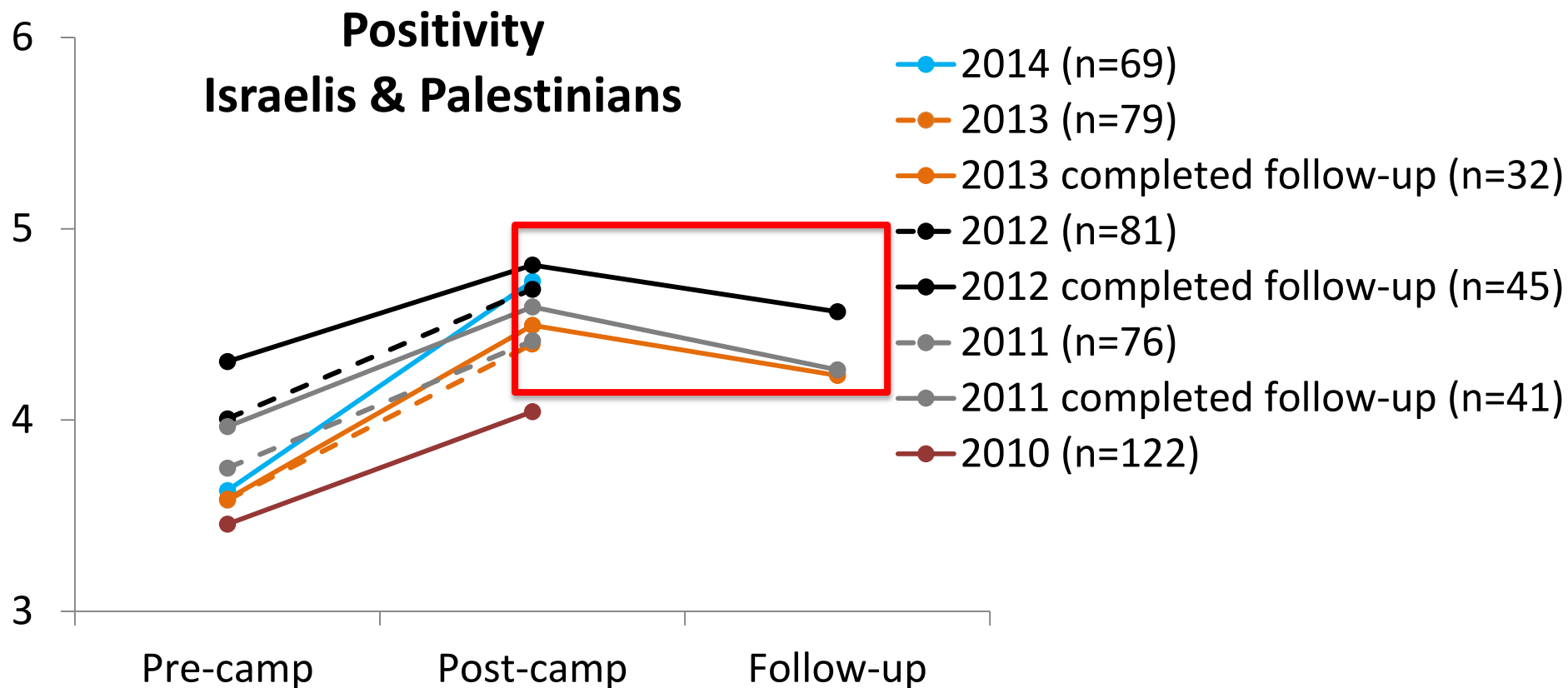
1) Outgroup positivity improved over camp



- Change from pre-camp to post-camp
- Support for Contact Theory
- Generalization of attitude change



2) Re-Entry is a problem – but maybe a surmountable one



3) Outgroup friendship is critical for attitude change





Disseminating Results

- Who needs to know & how to inform them?
 - Program planners
 - Internal memos, calls
 - Potential donors
 - Fundraising materials, funding agencies
 - General public
 - Press releases, New York Times op ed, etc.
 - Scientific community
 - Peer-reviewed journal article



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Other Questions

1. How do we know that the program **causes** attitude change?

- Comparison groups: applicants, national samples, parents
- Experiments



Other Questions

2. Does attitude change **spread**?





Other Questions

3. Is there **behavioral** change in addition to attitude change?

- Social media (Facebook posts)
- Attendance at follow-up events
- Conversations with family & friends



Evaluating Your Own Programs

1. What are your **big questions**?
 - Consider the objectives of your program
2. What are your **hypotheses**?
 - Draw on 3 sources: theory, empirical research, anecdotal data
3. How will you **test** these hypotheses?
 - Develop your measures, operationalize your questions, and collect data
4. To whom & how to **disseminate** results?



Questions or Comments?

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