Measuring the Impact of Cross-Cultural Exchanges

Juliana Schroeder
Assistant Professor, UC Berkeley
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*
5. Results: *Answering Questions*
6. Evaluating other questions
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

SOCCER, BASKETBALL, TENNIS, SOFTBALL
Arts

PAINTING, DRAWING, DANCING, MUSIC
Seeds of Peace Camp

But unlike any other summer camp...
Dialogue Sessions
Group Challenges
Seeds of Peace: Change Makers

Friends

Parents

Society/Government

Palestinian Seeds

Israeli Seeds

Friends

Parents

Society/Government

Seeds of PEACE
The Challenging Transition Home

Friends

Parents

Society/Government

Palestinian Seeds

Israeli Seeds

Friends

Parents

Society/Government
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

• To provide **conflict resolution** and leadership training

• To create a **network of young leaders** who will become a core constituency for peace
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

- Pre-camp survey (First day of camp)
- Post-camp survey (Last day of camp)
- Follow-up survey (6-9 months after camp)*

3 weeks

6-9 months

* 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).
Who made an outgroup friend?

Percentage of campers who made at least one outgroup friend

- Jewish Israeli
- Palestinian

2010: 54%, 64%
2011: 54%, 74%
2012: 63%, 68%
2013: 63%, 26%
2014: 85%, 52%
Did making an outgroup friend predict outgroup positivity at post-camp?

The effect of having an outgroup friend before camp

Who makes a friend at camp?

The effect of making an outgroup friend at camp

Attitudes generalize (from campers to entire group)
Did any outgroup positivity remain after re-entry?

Outgroup Positivity
(Jewish Israelis & Palestinians)

*(54% follow-up completion)*

- Pre-camp
- Post-camp
- Follow-up

2011 (n=76)
2011 completed follow-up (n=41)

Selection Bias
Attitude Erosion
Residual Positivity
2012

*(56% follow-up completion)*

**Outgroup Positivity**
(Jewish Israelis & Palestinians)

- 2012 (n=81)
- 2012 completed follow-up (n=45)
2013

*(41% follow-up completion)*

**Outgroup Positivity**  
(Jewish Israelis & Palestinians)

- 2013 (n=79)
- 2013 completed follow-up (n=32)
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

### Positivity
Israelis & Palestinians

- 2010 (n=122)
- 2011 (n=76)
- 2011 completed follow-up (n=41)
- 2012 (n=81)
- 2012 completed follow-up (n=45)
- 2013 (n=79)
- 2013 completed follow-up (n=32)
- 2014 (n=69)
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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4. Methods for evaluation: **Measurement**
5. Results: **Answering Questions**
6. Evaluating other questions
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?

Diagram showing relationships:
- Friends
- Parents
- Palestinian Seeds
- Israeli Seeds
- Society/Government

Text:
Friends
Parents
Palestinian Seeds
Israeli Seeds
Society/Government

Seed of Peace logo
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?

Contact me: jschroeder@berkeley.edu

For more information:
www.julianaschroeder.com