



## 2004 Member Survey - Executive Summary

### Methodology and Demographics

With the objective to better understand TakingITGlobal's impact on its young members worldwide, in January 2004 all members<sup>1</sup> of TakingITGlobal were alerted by email to a web-based questionnaire. Despite there being fully fifty questions, including five open ended responses, more than 2006 people responded (approximately 7% of membership at the time) with 1284 surveys complete enough to be analyzed fairly. The geographic spread of responses closely followed TakingITGlobal's own membership, with 30.8% from Africa, 26.2% North America, 20.4% Asia/Middle East, 10.7% from Europe 6.9% Latin America, and 4.4% Oceania. 517 surveys from females were analyzed compared to 752 from males. The survey reflected a gender/regional skew, in which Africa is 75% male, while North America is 65% female. The most common age range of survey respondents was 21-25 years old.

### Website style, design and navigation

The first component of the survey focused on member impressions of the TakingITGlobal.org online community. 79% felt it was easy to determine the intended audience and most felt it was easy to find contact information. 79.7% felt the site was visually appealing, and 86% felt the site loaded within a reasonable amount of time. A slightly lower majority agreed it was easy to find what they were looking for, although in open-ended questions, several respondents added comments such as "I think the site is well designed considering the amount of information you're putting forth". 85% of respondents thought the information on the site was easy to understand, and 89% felt it was useful. Respondents particularly liked that there was no commercial content on the website, with 85% agreeing, mostly strongly.

### Inspiration

The second component of the survey focused on ways in which participants had gained inspiration as a result of TakingITGlobal. 65% agreed that they had been inspired by a young person they had read about or communicated with on the website. In Africa, a huge majority (75%), as in Asia and the Middle East, agreed that they have "gained confidence as a result of my involvement with TakingITGlobal". Interestingly, numbers for confidence were only half as strong in developed regions (the lowest concurrence was in North America at 38.2%). Worldwide, 66.5% of males vs 42.1% female agreed TIG had boosted their self

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<sup>1</sup> Except those who opt out of receiving any email.

confidence. This was the only major gender differential amongst responses in this section of the survey.

83.9% agreed the website encouraged them to express themselves. 85% from Africa and a majority from all regions believed TIG had inspired them to take action in their own lives, while a slightly higher amount said TIG had inspired them to take action within their communities. While the differential was small, those in the older target age groups were slightly more likely to agree with the statements, than those aged 16-20.

In the open-ended questions, members emphasized a renewed hope for the future, expanded worldview, and a changed perception of the ability of youth. One noted, “you feel a sort of energy reverberating through it”. Another said the “sense of community is mind-blowing”. A third noted that “Even youths in countries like Iraq and Vietnam, where resources are not as abundant, are able to contribute to their community. I think that is what inspires me the most”. A fourth wrote, “I recently started working on youth issues in Kosovo and TakingITGlobal has been a wealth of information and resources...”

### **Information and Learning**

The third section of the survey was designed to determine how TakingITGlobal informs members and provides opportunities for learning. 41.9% agreed that TIG had “helped me with my school work, paid employment or volunteer work”, with those in older demographic target groups more likely to concur. There was strong agreement that participants have, “learned something about another part of the world through my involvement with TakingITGlobal”. 78% believed they had “gained a different perspective or become more aware of global issues as a result of TIG”. 62% felt being part of TIG had changed their perception of the role of technology in society, and very few disagreed. However, younger demographic groups were far more likely to be neutral on the issue.

There was a strong regional divergence regarding whether members had “changed their approach to people from another country or culture”. More than double as many youth from the developing world were likely to agree with that statement, compared with those from the developed world. Young people from the developing world were also much more likely to state that their perceptions of technology had changed.

Qualitative answers emphasized practical skills, an improved understanding of the value of ICTs, newfound respect and greater tolerance, new opportunities available to make a difference, and a sense of group solidarity. Wrote one member: “I have learned about different cultures and how to treat people fairly”. “I have learned how to organize a workshop and write on issues that affect my community”, wrote another. A third noted, “It’s opened up my eyes

and my world”. A fourth wrote, “The Events and Opportunities section on TIG helped me find news, contacts, events that we could take part in”.

### **Action**

The fourth component of the survey sought to gauge the extent to which young people had taken action in their communities (or become involved) as a result of TakingITGlobal. One quarter of respondents said they had attended an event as a result of TakingITGlobal”. Approximately half said they had contacted an organization listed in TIG’s databases, that they had “taken action as a result of involvement in TakingITGlobal”, and that they had made new friends. More than two-thirds said TIG provided an effective platform to express their ideas.

36.4% said they had connected with leaders in their local community, region or country as a result of TakingITGlobal, with those in Africa more likely to have connected with leaders, and those in Europe least likely. 37.7% said they had formed a partnership or collaborated with others in the TIG network, with Africans again the most active, North Americans the least active. More than half agreed that they had gained skills as a result of TIG, although developing world youth were much more likely to agree than developed world youth. 32.5% clearly stated that they felt more employable as a result of TIG.

Qualitative answers focused on starting or joining groups, participating in events, starting projects, networking, and connecting with decision-makers. One respondent noted, “I started my own organization at my college and ran some workshops that I got ideas from the TIG site”. Another said that TIG “has helped build a coalition in Sierra Leone to challenge the Youth Policy”, while a participant from Afghanistan noted, “I started off a project for collection of writings by Afghan youth”. One responded wrote: “Being in a wheelchair, the site allows me to reach others, regardless of our differences. Here, we can stand on our own two feet, for real or figuratively, as in my case”.

### **Conclusions**

Overall, it appears TakingITGlobal is a highly valued resource which has assisted members gain a new appreciation of other places and global issues, inspiration and advice from other youth, and a framework and information to help impact their communities. Further research might now be conducted to better understand some of the major divergences in results, especially to ensure that young women in developing countries and males in developed world are effectively engaged and served. The survey will also provide a major input into strategic planning processes at TakingITGlobal during the second half of 2004.

### **For more information**

To receive more information or a copy of the complete report please email [research@takingitglobal.org](mailto:research@takingitglobal.org)