



YOUNG PEOPLE & THE WORLD 2013

DUTCH YOUTH AND GLOBAL CITIZENSHIP

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Original publication: Jongeren & de Wereld 2013

Illustratie omslag: Kim Verschoor

Amsterdam, January 2016



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YOUNG PEOPLE & THE WORLD 2013

DUTCH YOUTH AND GLOBAL CITIZENSHIP

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SUMMARY

This report focuses on the attitudes and behaviour of Dutch adolescents (aged 12 to 18) with regard to global issues and international solidarity. The researchers conducted a large-scale online survey to examine the extent to which adolescents can be said to be ‘global citizens’. Do they act in a sustainable manner to assure the long-term future of the environment and of society? Do they acknowledge and act upon their responsibility for solving today’s global issues? Do they feel engaged in problems which are currently playing out beyond our national borders but which are likely to affect us in the future? To what extent do they believe that all the people of the world are equal? This report contains a wealth of information about the attitudes and behaviour which typify the ‘global citizen’. Global citizenship involves not only the social aspects of behaviour (volunteering, giving to good causes and support for development cooperation efforts) but also ecological aspects such as recycling and the responsible use of energy and water.

Do young people in the Netherlands behave as global citizens?

We examine eight specific behaviours which are linked to social or environmental sustainability: 1) responsible use of water and energy; 2) mobility; 3) recycling and waste management; 4) consumer behaviour; 5) seeking information; 6) expressing an opinion on global issues; 7) donating to good causes, and 8) volunteering.



Responsible use of water and energy

Young people in the Netherlands are reasonably frugal in their use of water and energy. Most tend not to leave taps running unnecessarily and will turn off the lights if they are the last to leave a room. However, four in ten leave their mobile phone charger plugged in even when not in use.



Mobility

The adolescents in our survey are too young to hold a full driver's licence (the minimum age in the Netherlands being 18). The survey questions therefore relate to situations in which they are taken to and collected from a destination by others, such as parents. A third of the respondents state that they generally prefer to be given a lift rather than having to cycle. Almost half indicate that they sometimes would like to be driven to their destination. Almost half 'sometimes' prefer (or expect) to be driven to their destination.



Recycling and waste management

Dutch adolescents have a responsible attitude to waste. Two in three use plastic carrier bags more than once. Very few admit to littering, and only a small number will throw food away if it is still edible, the only exceptions being small leftovers from lunch or dinner.



Consumer behaviour

Adolescents have fewer opportunities to make consumer choices than adults. In the case of under-15s in particular, it is the parents who are most likely to make purchasing decisions. This is apparent from the responses to the survey question asking whether adolescents ever purchase items which they know, or can reasonably suspect, to be the product of child labour. Those respondents who do buy products for themselves (such as clothing) state that they generally do not know whether child labour was involved in their manufacture, or that they assume that all such products are made by children. Young people rarely buy second hand goods. Their meat consumption is conspicuously high: almost nine in ten respondents eat meat or meat products virtually every day.



Seeking information and expressing an opinion on global issues

Television, radio and newspapers remain an important source of information about global issues, more so than the internet. Approximately one third of

the adolescents follow the news ‘often’ or ‘(almost) always’ by means of these traditional media, while just over a fifth turn to online sources. It is relatively uncommon for young people to express an opinion about global issues. Within their own small social circle, some will reproach family and friends for behaviour which is not environmentally responsible. A similarly small number show support for good causes via the social media, e.g. by using the Facebook ‘Like’ feature or joining a ‘fan’ group on the Dutch equivalent Hyves (now defunct). However, the majority rarely discuss world problems such as poverty or the effects of climate change.



Donating to good causes

Respondents were asked whether they have ever given money to a good cause, or have helped to raise funds by means of a sponsored run or similar event. Approximately one in five have both given and collected money in this way, while almost a third have either given or taken part in one or more fundraising activities. Almost half have done neither.



Volunteering

Almost forty per cent of the respondent group are engaged in some form of voluntary work over and above any mandatory ‘community service’ component of the school curriculum. Most voluntary work takes place in the context of a sports club or a religious organisation.

Equality, mutual dependency and shared responsibility

The three principles which underpin the concept of global citizenship are human equality (of all people worldwide), mutual dependency (of nations, communities and individuals) and shared responsibility for finding solutions to global issues. The principles of mutual dependency and shared responsibility are most widely endorsed by young people in the Netherlands. The majority also support the principle of equal opportunities for all, although their support begins to waiver when they are asked to consider whether a migrant worker has as much right to a job in the Netherlands as a Dutch citizen. Overall, adolescents believe that they can make only a very limited personal contribution to upholding the three principles of global citizenship.

Differences between 2012 and 2013

The survey on which this report is based was conducted in both 2012 and 2013, whereupon it becomes possible to examine whether there have been any changes in the young people's behaviour. This appears to be the case. There are some areas in which average behaviour has become slightly less sustainable. The group as a whole is now more likely to leave the mobile phone charger plugged in while not in use, and more likely to travel by car than by bicycle. There has been no change in meat consumption but a slight increase in the share of adolescents reporting the purchase of second hand goods. The results of the 2012 survey show a reasonably high degree of sustainability in terms of water and energy consumption, as well as in recycling and waste management, and this good performance has been maintained. There is only one aspect in which a marked deterioration in sustainable behaviour can be seen: young people now report purchasing a greater number of items which they know, or can reasonably suspect, to have been produced using child labour. However, this is probably due to greater awareness of working conditions in the low-wage countries rather than any conscience decision to buy such products. In other words, there has been an increase in reporting rather than purchasing.

Year-on-year comparison reveals that young people are now slightly more likely to turn to the internet in search of information, and more likely to show support for good causes via the social media. They are also more inclined to rebuke family and friends for any environmentally irresponsible behaviour. No overall change can be seen in the use of the traditional media to find information about global issues, in donating or collecting money for good causes, or in volunteering.

Alongside shifts in behaviour, the study also examined any change in the degree to which young people endorse the three principles of global citizenship. In both 2012 and 2013, awareness of global mutual dependency (or 'mutual reliance') is high. In 2013, however, adolescents appear less certain of the equality of all people worldwide, and show less support for the principle of shared responsibility. They give slightly higher importance to the interest of the Netherlands and the Dutch than those of other nations and nationalities.

Explanations for behaviour

How do the background characteristics of the adolescents, such as gender, age and education, influence their behaviour? Do such factors serve to explain the degree of sustainability they show? Are adolescents who endorse the three

principles of global citizenship doing more to achieve a better world? We can state that those with marked altruistic values, showing concern for others and a willingness to devote their time and energy to helping them, are more likely to behave in a manner befitting the global citizen. Empathy with other people and respect for the environment serve to explain the majority of differences in global citizenship behaviour. Alongside altruism, the main determinants of sustainable behaviour appear to be education, world knowledge and the example set by parents. This suggests that sustainable behaviour is largely acquired: it is 'transmitted' from one generation to the next. Of the three principles of global citizenship, only the awareness of mutual dependency has any marked influence in terms of sustainable behaviour: the greater their awareness, the more likely young people are to comport themselves as global citizens.

Support for development cooperation

A significant majority of the young people consider it extremely important for the Netherlands to support the development of people in poorer countries. However, they are not in favour of any increase in the development cooperation budget. Most wish to see it maintained at the current level or advocate a reduction.

CHAPTER 1

INTRODUCTION

Today's adolescents are growing up in a world in which physical distance is no longer an obstacle to communication. The entire world is at their feet, or at their fingertips. The borders between European nations are rapidly fading. It has become far easier to travel throughout our continent – and far beyond – by rail, road and air. In fact, it is now possible to explore the world without leaving the comfort of one's own home, as the digital super-highway that is the internet whisks us to far-flung places with one click of the mouse.

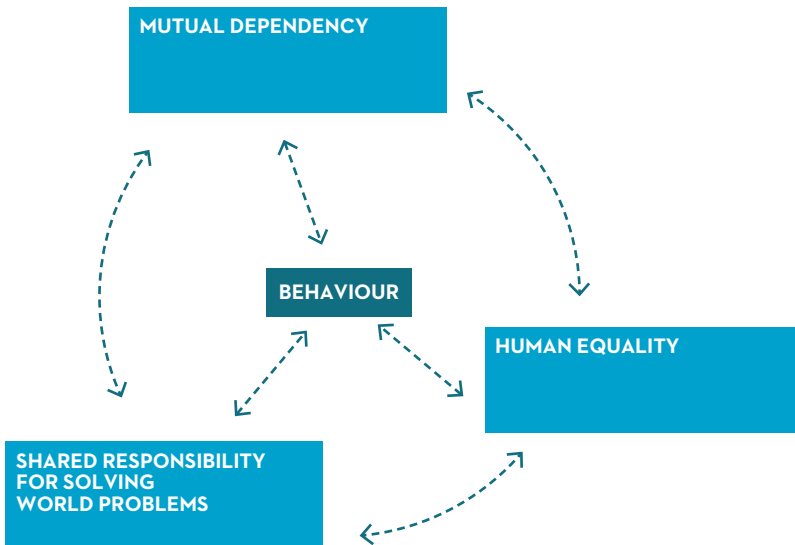
Young people are certainly world citizens. But to what extent do they behave as global citizens, and how aware are they of what this role entails? Young people (under the age of 18) have fewer formal rights and obligations than adults. They are not entitled to vote, and the majority pay little or no tax. As they mature into adulthood, however, adolescents must make an increasing number of choices as consumers and as members of society. It is by making sustainable choices that they can demonstrate their global citizenship. The behaviour they display today not only influences the world, but may well augur the behaviour they will show as adults. An understanding of the attitudes and behaviour of today's younger generation therefore offers us a glimpse into the future, and an impression of the global citizens of tomorrow.

This study, *Young People & the World 2013*, focuses on the behaviour of Dutch adolescents aged 12 to 18, their views on global issues, and their attitude to the concept of global solidarity. Do young people in the Netherlands behave in a manner befitting the global citizen? To what extent does their behaviour reflect respect for society and the environment? Do they feel any responsibility for solving today's global issues? To what extent do they feel engaged in problems which are currently playing out beyond our own national borders but which are likely to affect us in the future? This report contains a wealth of information about the attitudes and behaviour of the respondents, and hence of all adolescents in the Netherlands.

1.1 Global citizenship

Traditionally, development cooperation involved the rich countries giving money to the poorer countries. The term in general usage was not development cooperation, but development aid. The primary role of the Dutch public, adults and young people alike, was to provide support, usually in the form of financial contributions. In recent years, the world order has changed, prompting a redefinition of development cooperation. In this report, and the research on which it is based, we therefore adopt a broader approach in which the focus is on role of the individual in addressing and resolving global issues such as climate change, energy, food security and water provision. Ours is a world in which everyone is interdependent; the choices we make here in the Netherlands have a direct effect on the lives of others elsewhere in the world. The responsibility that this brings for every member of society, regardless of age, is encapsulated by the concept of ‘global citizenship’. This concept can be defined thus:

‘The global dimension of citizenship is expressed in behaviour which complies with the principles of mutual dependency, the equality of all people worldwide, and shared responsibility for solving global issues.’ (Carabain et al., 2012).



In this report, we examine (1) global citizenship behaviour; (2) awareness of interdependency; (3) support for the principle of equality (of all people worldwide), and (4) acceptance of (joint) responsibility for solving global problems among adolescents in the Netherlands aged 12 to 18.¹

The adolescents are on the path to adulthood. They are not fully developed in any sense of the word, whereby much may yet change in terms of their attitudes and (global citizenship) behaviour. They are gradually learning more about the world and what is happening within it. They do so at school, but also from other sources such as the news and the social networks to which they belong. Because their world is expanding all the time, we can assume that their awareness of the interdependency of nations, communities and individuals is also growing. As time goes on, they will have a greater understanding of, and empathy for, the situation in which other people live (Selman, 1980). This may help to foster a belief in the equality of all people worldwide, and a sense of solidarity with those who do not enjoy the same opportunities. Separate research concludes that older adolescents, those aged 17 and 18, tend to accept greater social responsibility than their younger counterparts (Crocetti et al, 2012). Additionally, parents, family and friends play a significant role in shaping young people's development. We expect that the degree of global citizenship shown by the adolescents in our study, both today and in the future, is likely to be strongly influenced by the social context.

1.2 The study

As stated above, this report focuses on the attitudes and behaviour of young people in the Netherlands, and in particular their concern for the sustainability of society and the environment. Chapter 2 examines global citizenship on the basis of eight indicators or behavioural domains, ranging from the responsible use of water and energy to volunteering. Performance in the eight behaviours combines to give a total score on the Global Citizenship Index. NCDO bases its definition of global citizenship on three key principles: the equality of all people, worldwide, mutual dependency and shared responsibility for finding solutions to global issues. Chapter 3 examines the extent to which young people endorse these principles and the differences which can be seen at the personal level. The survey was first conducted in 2012, in almost identical form. Chapter 4 therefore

¹ A comprehensive account of global citizenship can be found in Carabain et al. (2012). The implications of global citizenship for younger citizens are considered in Van Gent et al. (2012) Jongeren & Mondiaal Burgerschap 'Young People and Global Citizenship'.

presents a comparison of the findings, noting any significant year-on-year changes in both attitudes and behaviour. Chapter 5 seeks to explain the degree to which adolescents display global citizenship behaviour. Why do some young people achieve a higher index score than others? We identify three subgroups who have achieved a particularly notable level of global citizenship. Why do they stand out from the others in terms of their sustainable behaviour and active social engagement? Chapter 6 introduces an aspect which was not considered by the 2012 survey: support for development cooperation, and in particular the Dutch government's development cooperation budget.

CHAPTER 2

BEHAVIOUR

Global citizenship is expressed in behaviour (Carabain et al., 2012). Deliberately or otherwise, the global citizen takes into account the interests of the environment and all people worldwide, and not only the interests of today's generation but those of generations yet to come. To what extent do young people in the Netherlands respect these interests in their choices and behaviour? In this chapter, we consider eight specific types of behaviour: responsible use of water and energy, mobility, recycling and waste reduction, consumer behaviour, expressing an opinion on global issues, seeking and sharing information, donating to good causes, and volunteering. Graphs are included to show the percentage of respondents who report that they display each type of behaviour 'often' or '(almost) always'. A green bar represents a positive contribution to the sustainability of the environment or society, while a red bar indicates a negative contribution. The graphs compare the results of the most recent 2013 survey (the darker bar) against those of 2012. Significant differences between the respondent subgroups are discussed in the accompanying text.



2.1 Energy and water

The Netherlands is still largely dependent on fossil fuels for its energy provision. Their combustion results in carbon emissions, a significant cause of pollution and adverse environmental impact. Clean (drinking) water is a scarce commodity, and that scarcity can have serious consequences at both the local and global levels (Spitz, 2012). The responsible, frugal use of energy and water is therefore one indicator of global citizenship behaviour. The survey includes three statements which evaluate adolescents' behaviour in terms of energy and water consumption. It assumes that all 12-year-olds own a mobile phone. Only 17 per cent leave lights on when they are the last to leave a room, although 40 per cent leave their mobile phone charger plugged in even when not in use (Figure 2.1). Only 16 per cent 'sometimes' leave the

tap running while brushing their teeth, while 64 per cent report that they never do so.

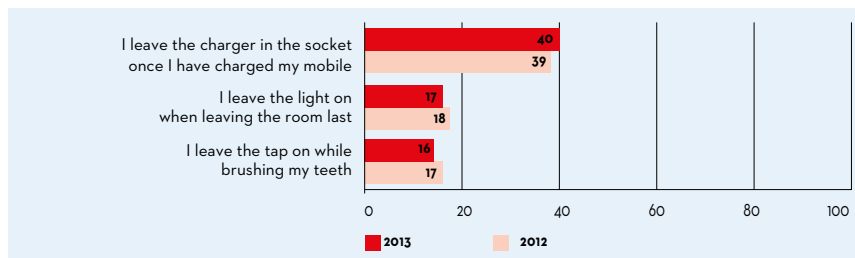


Figure 2.1 Responsible use of energy and water (percentage ‘often’ or ‘(almost) always’
n – 1,457, weighted results

The Netherlands has a stratified education system in which secondary school pupils are divided into streams based on their performance in elementary (primary) school, aptitude tests and the results of a standardized public examination taken at the age of 12. Some then go on to follow ‘vocational’ education, in which there is a focus on technical and practical skills. This stream is known as (V)MBO, an abbreviation which translates as (Preparatory) Intermediate Vocational Education. Others pursue a more academic school career in preparation for tertiary education or university: the HAVO stream (Higher General Continued Education) or the VWO stream (literally, ‘Preparatory Scholarly Education’, broadly equivalent to a sixth form college or senior high school). For the purposes of this report, we refer to either ‘vocational’ or ‘academic’ education. Because students generally begin secondary education at the start of the school year (September) following their twelfth birthday, the youngest members of the respondent group were still in elementary (primary) education when the survey was held, and had therefore yet to be assigned to either the vocational or academic stream(s).

A correlation can be seen between the responsible use of energy and water on the one hand and age and education on the other. Adolescents aged 15 and above are more likely to leave the mobile phone charger plugged in than their younger counterparts. Those whose parents are graduates (i.e. hold a university degree or equivalent) or have a higher level of income are less likely to leave the tap running unnecessarily.



2.2 Mobility

The bicycle is the ideal mode of transport for those who are too young to drive. Adolescents therefore often (unconsciously) choose the sustainable option. The survey asked them whether, given a choice, they would rather be driven to their destination than have to cycle (Figure 2.2). Just under a third (32%) reported a preference for the car, while almost half (48%) ‘sometimes’ prefer to be given a lift. Overall, the bicycle is more popular among male adolescents. Young people living in the Randstad region (the western conurbation of the Netherlands) opt to be driven more often than those living in other parts of the country.

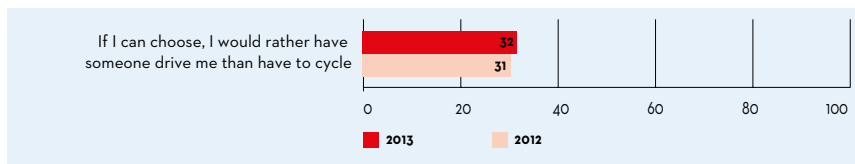


Figure 2.2 Mobility (percentage ‘often’ or ‘(almost) always’, n = 1,457, weighted results)



2.3 Recycling and waste management

A sustainable approach to the environment and society entails the responsible use of resources, and of products from which such resources can be reclaimed. Recycling and ‘waste management’ (in the sense of reducing unnecessary waste, including that of food) is therefore another indicator of sustainable behaviour. Overall, young people in the Netherlands may be said to act in a manner befitting the global citizen. A significant majority (69%) re-use plastic bags (Figure 2.3). Only 3 per cent ‘sometimes’ or ‘(almost) always’ throw litter and rubbish on the streets, while the vast majority (72%) do so ‘rarely’ or ‘never’.

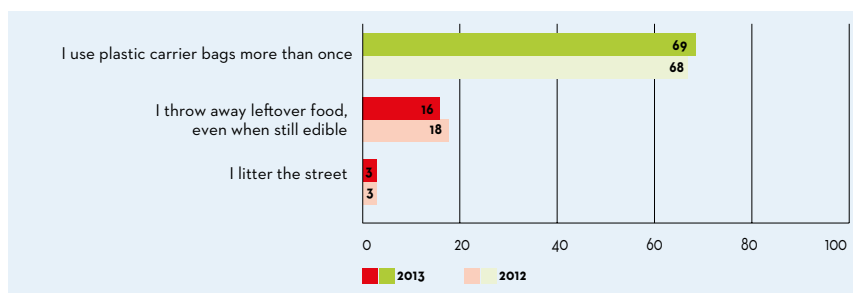


Figure 2.3 Recycling and waste reduction (percentage 'often' or '(almost) always'), n = 1,457, weighted results

One in six adolescents (16%) dispose of food that is still edible 'often' or 'almost always', while 53 per cent report doing so 'sometimes'. By means of a supplementary question, the respondents explain that this generally involves leftovers from their evening meal or the (packed) lunch they take to school. Once they had eaten their fill, there was too little left to warrant keeping for another occasion. Some respondents who report that they (almost) never throw food away explain that they consider doing so an inexcusable waste, and a number add that they would never countenance wasting food because there are so many starving people in the world. Some respondents report that their parents often keep and re-use leftovers.

Girls are more likely to re-use plastic bags and less likely to throw food away than boys, as are adolescents in the pre-academic streams regardless of gender. Adolescents whose parents are graduates are more likely to re-use plastic bags than those whose parents have a lower(non-graduate) level of education. Where the mother is a graduate, young people are less likely to dispose of food that remains edible.



2.4 Consumer behaviour

Adolescents, particularly the younger ones, enjoy limited opportunity to demonstrate consumer behaviour, good or bad. Most purchasing decisions are made by their parents or guardians. However, young people are able to influence their parents' consumer behaviour in various ways: by deciding to become vegetarian, for example. The survey results reveal that this is a rare occurrence: 89 per cent of respondents eat meat 'often' or '(almost) always' (Figure 2.4). Meat consumption is slightly lower among girls and among those aged 15 and above.

Adolescents whose father has a lower level of education eat meat more often than the children of graduates. Global citizenship behaviour in the form of buying secondhand items is also low, with only 11 per cent of adolescents reporting that they do so ‘often’ or ‘(almost) always’.

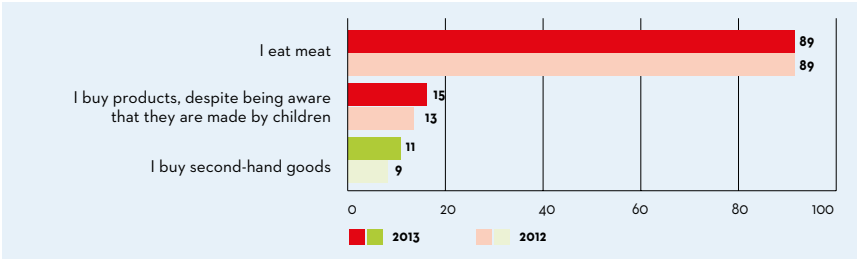


Figure 2.4 Consumer behaviour (percentage ‘often’ or ‘(almost) always’, n = 1,457, weighted results

Fifteen per cent of young people ‘often’ or ‘(almost) always’ purchase products which may have involved the use of child labour during the manufacturing process. They do so because these products are cheap and/or because they really want to own them. Some respondents report that they do not even think about the possibility of child labour. The majority of respondents who consciously avoid products manufactured using child labour state that they have moral objections to the practice. At the same time, many state that they simply do not know whether child labour has been involved (in the words of one respondent, “there is no label which says Made by children”) and it is therefore possible that they have unknowingly purchased such products. Some respondents assume that all products involve child labour. The very youngest in our study (still in primary education) purchase fewer products which may involve the use of child labour than their more senior counterparts. One possible explanation is that the older adolescents are more likely to buy their own clothes and other items, whereupon the likelihood of some of those items being the product of child labour is that much greater. In addition, it is possible that the older adolescents are better informed about working conditions in the developing countries, whereupon their higher score does not so much reflect any difference in consumer behaviour but rather greater awareness of the origin and background of the items in question.

What differences can be seen in terms of the background characteristics of the adolescents? Overall the higher the educational level and the income of their parents, the more likely it is that they will report having purchased products

which may have involved child labour. Apart from the fact that these adolescents, like their parents, are likely to have a higher disposable income (whereupon they can buy more clothes, trainers, etc.) they may have a higher level of awareness and be better informed about working conditions in the developing countries.



2.5 Seeking information about global issues

Adolescents continue to rely on television, radio and the newspaper for information about problems elsewhere in the world. They use these traditional sources of information more often than they use online media. One third (33%) of young people report that they ‘often’ or ‘(almost) always’ follow the news via television, radio or newspapers, against 22 per cent who prefer to gain their information online (Figure 2.5).

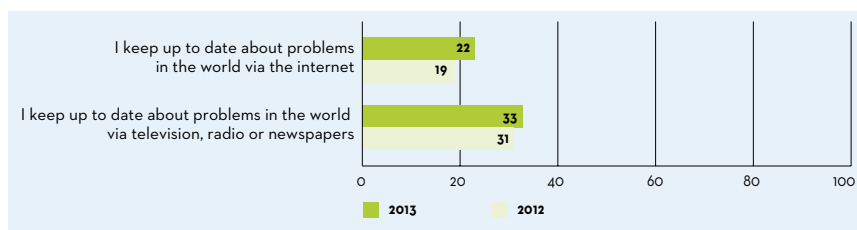


Figure 2.5 Seeking and sharing information (percentage ‘often’ or ‘(almost) always’), n =1,457, weighted results

Differences can be seen in terms of the adolescents’ background characteristics. Those whose parents have a high level of income follow the news more often than those whose parents have an average or low income. This applies to both the traditional and online media. Moreover, young people whose parents have a higher level of education follow the news more often than others, while the older members of the group follow the news more often than their younger counterparts. Interestingly, the type of education being followed has a different effect. Pupils in the pre-academic stream and the very youngest students (still in primary education) are more likely to follow the news through the traditional media. Older adolescents and those in the vocational streams are more likely to rely on the online media.



2.6 Expressing an opinion on global issues

One step beyond merely following the news about global issues is expressing a personal opinion about them. Adolescents appear to be extremely reticent to do so (Figure 2.6). Within their own small social circle, some (13 %) will rebuke friends and family for any environmentally irresponsible behaviour, while a similar number use the social media to show support for a good cause (e.g. by using the Facebook 'Like' feature). However, the majority rarely if ever discuss topics such as poverty, the effects of climate change or other problems of global dimensions.

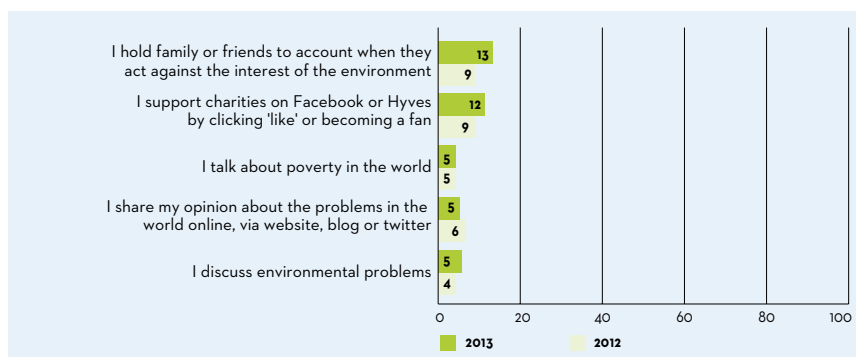


Figure 2.6 Expressing an opinion (percentage 'often' or '(almost) always'), n = 1,457, weighted results

The very youngest adolescents (still in primary education) and those whose parents have a high level of education are more likely to express an opinion about environmental matters and poverty, and are more willing to rebuke family and friends for any environmentally irresponsible behaviour. Girls use the 'Like' feature more often than boys and are also more likely to discuss poverty. Young people in the pre-academic streams are more likely to discuss environmental problems and poverty than those in vocational education.



2.7 Donating to good causes

Another manifestation of global citizenship is the financial support given to charitable organisations. Respondents were asked whether they had donated money, or had taken part in some form of fundraising activity such as a sponsored run (Figure 2.7). Almost a quarter (22%) have both given directly and helped to raise funds in some other way. A larger group (31%) have *either* made a donation or taken part in one or more fundraising activities. Almost half of Dutch adolescents (47%) have done neither.

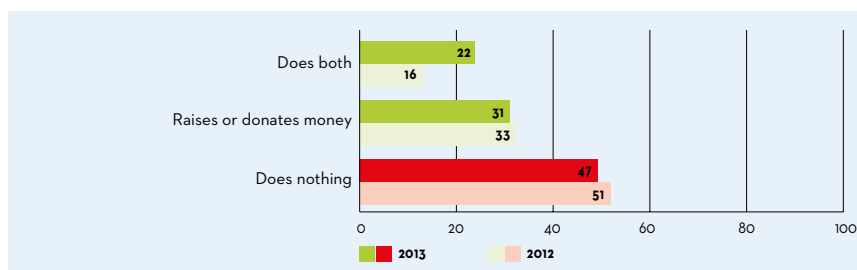


Figure 2.7 Donating and fundraising (percentage 'yes'), n = 1,457, weighted results

Girls and adolescents aged 12 to 14 are more likely to have donated and taken part in fundraising activities than boys and older adolescents, as are those in the academic streams as opposed to those in vocational education. A positive correlation with the educational level of the parents can also be seen. Young people whose parents have a low income are less likely to donate directly to good causes.



2.8 Volunteering

In addition to their financial support of good causes, many young people give their time and energy. A substantial percentage of Dutch adolescents (38%) are engaged in some form of voluntary work, over and above any mandatory 'community service' which may form part of the school curriculum. The main locus of voluntary work is the sports club (19%, see Figure 2.8). Other sectors attract fewer volunteers in the age group under consideration: 7 per cent of adolescents are active within a religious organisation (church, mosque, temple, etc.); 6 per cent are involved in health and welfare (such as visiting care homes or delivering 'Meals on Wheels'), and 5 per cent help out in a community centre or similar venue. The 'Other' category covers activities such as fundraising for good causes, committee work for the volunteer's (former) school, mentoring younger pupils, involvement in the scouting movement, and cultural activities such as helping at a library or museum.

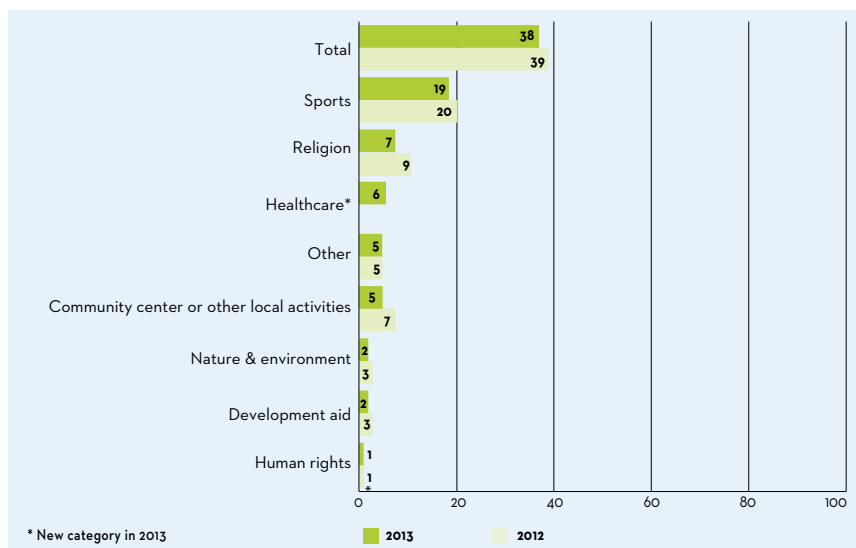


Figure 2.8 Volunteering (percentage 'yes'), n = 1,457, weighted results

Adolescents in the pre-academic streams are more likely to engage in voluntary work than others, as are those whose father has a high level of education. There is also a correlation with household income, whereby adolescents from low-income families are less likely to be involved in voluntary work.

2.9 Global Citizenship Index

The various behaviours discussed above are all expressions of global citizenship. The performance scores for each behaviour can be combined to give an overall score on the Global Citizenship Index² on a scale from 0 (all behaviours absent) to 100 (all behaviours shown consistently). The average score achieved by Dutch adolescents in 2013 is 41.³

Firstly, the overall Global Citizen Index score shows a positive correlation with the parents' level of education: the children of graduates tend to achieve higher scores. Adolescents in the pre-academic streams show a higher degree of global citizenship than those in the vocational streams (Figure 2.9). Those whose family has a high household income (in the 4th or 5th quintile) achieve higher scores than those from families with an average or lower household income. There is a small regional difference, with young people living in the Randstad scoring slightly below the level achieved by those living elsewhere.

Alongside the background characteristics already listed, the survey examined whether there is any correlation between global citizenship and certain other personal and contextual factors: altruistic values, the family situation and the degree of contact with other cultures. 'Altruistic values' refers to a young persons' willingness to help others with no thought of personal gain. This factor has the greatest influence on the index scores (Figure 2.10), whereby adolescents with (marked) altruistic values achieve higher scores. The family situation is also extremely relevant. Young people whose parents regularly donate money to good causes, support development cooperation efforts, discuss poverty and engage in voluntary work achieve higher scores on the Global Citizenship Index. There is also a positive correlation between the index score and intercultural contact.

² The methodology and design of the Global Citizenship Index are described on the NCDO website.

³ The report 'The Dutch & the World 2013' presents the findings of a similar survey held among adults (aged 18 and over), resident in the Netherlands. Here too, respondents are assigned a score on the Global Citizenship Index. However, because the adult index is based on different behaviours and indicators, it is not possible to make a direct comparison between the results and those described in the current report.

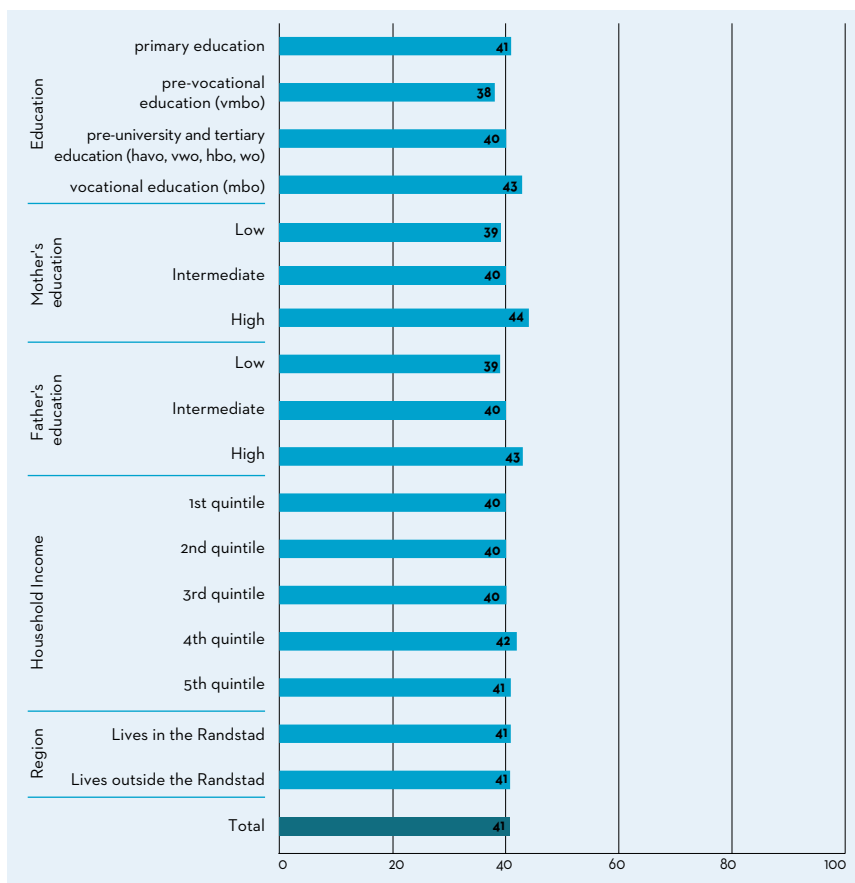


Figure 2.9 Score on Global Citizenship Index in relation to background characteristics (0-100), n = 1,457, weighted results

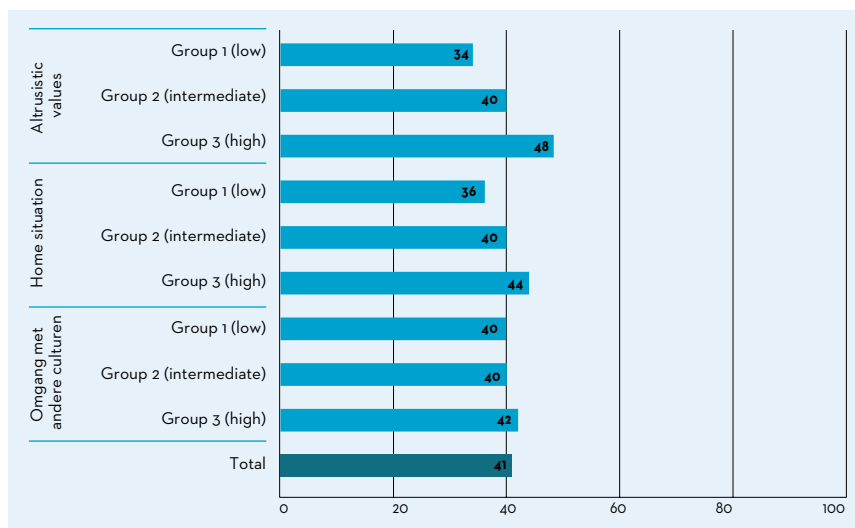


Figure 2.10 Score on Global Citizenship Index in relation to other factors (0-100), n = 1457, weighted results

2.10 Conclusions

This chapter has focused on the behaviour of Dutch adolescents aged 12 to 18 in relation to certain aspects of global citizenship. We have examined eight specific types of behaviour, whereby performance in each allows us to compile the Global Citizenship Index. There are some aspects in which adolescents show commendably sustainable behaviour. Most do not leave the tap running while they brush their teeth, and most will turn off the lights if they are the last to leave a room. The majority re-use plastic carrier bags and avoid throwing away food that is still edible. However, a relatively large number leave their mobile phone charger plugged in when not in use and many prefer to be driven to their destination rather than cycle. Meat consumption is conspicuously high. Over a third of the young people support worthwhile causes, either through direct monetary donations, through fundraising, or by giving their time as volunteers. A similar proportion follow the news about global problems, gaining their information from television, radio and newspapers. Adolescents are reticent to express their personal opinions about issues such as poverty and environmental impact. In other words, the level of their engagement with society and the environment is somewhat inconsistent.

In terms of general global citizenship (as expressed by the index scores), no significant differences can be seen between boys and girls or between the two main age groups (12 to 14/15 to 18). However, gender and age do have some bearing on certain specific types of behaviour. Differences can be seen further to the other background characteristics examined, including whether young people are in academic or vocational education, the educational level of the parents and the home situation.

Gender

Girls are more likely to re-use plastic carrier bags and less likely to throw away food than their male counterparts. Meat consumption is also lower among the girls. Boys (and young men) are more likely to cycle to their destination rather than ask someone to drive. Girls are more inclined to use the social media to express support for a good cause, talk more openly about poverty, and are more active in donating and fundraising. There are also gender differences in the nature of voluntary work undertaken. Boys are more likely to become involved in a sports club, while girls gravitate towards welfare and community work.

Age

To determine the influence of age on behaviour, we examined the differences between two age groups: 12 to 14 and 15 to 18. The younger adolescents show a higher level of sustainable behaviour; they are less likely to leave their mobile phone charger plugged in unnecessarily, for example. Unfortunately, it is not possible to determine whether this finding is influenced by the fact that younger adolescents may not even own a mobile phone. (It seems reasonable to assume that phone ownership will indeed be somewhat lower in the 12-14 age group.) Adolescents aged 15 to 18 report purchasing a greater number of products which may have involved child labour in their manufacture. This may be because the younger adolescents do not buy their own clothing or other items, most purchasing decisions being made by their parents or guardians. Meat consumption is lower among the 15-18 group, the members of which are also more likely to follow the news about global issues than the under-15s. However, adolescents aged 12 to 15 are more likely to donate money to good causes and they take part in fundraising activities to a greater extent. Young people in both age groups are active as volunteers in all sectors. The only notable difference is that the over-15s are better represented in the health and welfare sector. In short, the members of the two age groups show different types of sustainable behaviour but neither group can be said to be more sustainable than the other.

Education

The relationship between the type of education being followed – pre-academic or vocational – and the degree of sustainability reflected by their behaviour is far from clear-cut. An academic education does not always mean greater sustainability. In many cases, it is the very youngest adolescents, still in primary school, who show the highest level of global citizenship. These young pupils and those in the pre-academic streams are more likely to follow news about world problems through the traditional media of television, radio and newspapers. They also donate to good causes and become involved in fundraising activities to a greater degree than those in vocational education. Moreover, it is the youngest adolescents who are more likely to rebuke family and friends for any environmentally irresponsible behaviour, and to discuss issues such as poverty and the effects of climate change. They are less likely to leave the mobile phone charger plugged in when not in use. Pupils in the pre-academic streams show more sustainable behaviour in all other domains. They are more likely to re-use plastic bags and to avoid throwing food away than those in vocational education. Both the pre-academic pupils and those in (intermediate) vocational education are more likely to use the internet as a source of news and information than the younger pupils. We may conclude that, overall, the youngest adolescents and those in pre-academic education show a higher degree of sustainable behaviour than others.

Other characteristics

The survey distinguished between young people living in the Randstad (the western conurbation of the Netherlands) and those living elsewhere. Location has only a slight bearing on sustainable behaviour. The young people in the Randstad region are more likely to ask to be driven somewhere rather than cycle, and less likely to contribute their time to human rights organisations. They therefore achieve a slightly lower score on the Global Citizenship Index than those living elsewhere.

The educational level of an adolescent's parents can be seen to have a positive influence on global citizenship behaviour: the more educated a young person's mother and father are, the more sustainable his or her behaviour will be. A similar correlation can be seen in terms of household income: adolescents from families with a household income in the 4th and 5th quintiles show a greater degree of sustainable behaviour than others.

Altruistic values, the family situation and intercultural contact can also be seen to affect overall global citizenship behaviour. There are particularly marked differences between those with low, medium and high scores for altruism. Dutch adolescents with marked altruistic values achieve a higher score on the Global Citizenship Index. This is a strong correlation, which we shall return to examine in Chapter 5.

CHAPTER 3

PRINCIPLES

This chapter is concerned with young people's attitudes to global citizenship. As noted above, we apply a definition of global citizenship which relies on three basic principles: equality of all people worldwide, mutual dependency (of nations, communities and individuals), and shared responsibility for solving global issues. The survey asked respondents to evaluate a number of statements relating to each of these principles. This enables us to gauge the degree to which young people in the Netherlands endorse the principles, and whether there are any differences between the subgroups or at the personal level.



3.1 Equality

Young people were asked to evaluate eight statements relating to equal opportunities, employment, religion, the perceived superiority of the Dutch, the desirability of multicultural communities, and freedom of expression (Figure 3.1). A significant majority of young people endorse the concept of equal opportunities for all, although somewhat fewer (67%) agree that a Polish migrant worker has as much right to a job in the Netherlands as a Dutch citizen. Responses to the two statements about religion reveal that approximately half of the Dutch adolescents consider the followers of different religions to be entirely equal, although fewer agreed that Islam is on an equal footing with Christianity. Fewer than half of the adolescents (42%) agree that the Netherlands is more prosperous “because we do things better than people in developing countries.” A minority would prefer to live next door to someone of their own culture, and consider the standards and values of their own culture to be ‘better’ than those of other cultures. A majority consider freedom of expression to be just as important in the developing countries as it is in the Netherlands. Interestingly, the results show that young people attach great importance to equality as a general concept, but their support waivers when presented with certain specific situations (employment and multiculturalism).

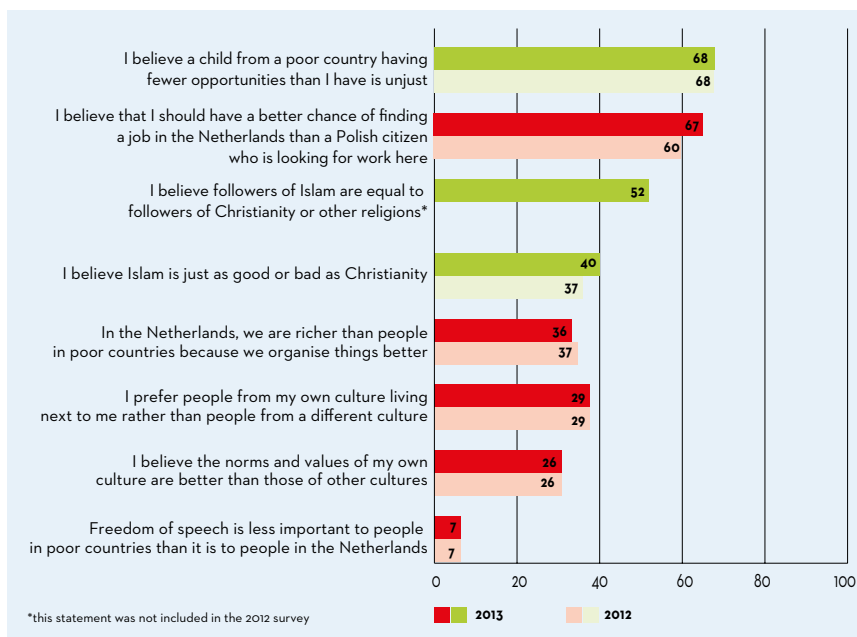


Figure 3.1 Equality of all people worldwide (percentage ‘agree’ or ‘strongly agree’), n = 1,457 weighted results

Girls endorse the principle of equality to a greater extent than boys, as do members of the 12-15 age group compared to the older adolescents. Pupils in the pre-academic streams endorse the principle of equality to the same degree as the youngest pupils, i.e. more so than those in vocational education. There are also positive correlations with the educational level of the parents and the household income. Young people who live in the Randstad show slightly less support for the principle of equality than those living elsewhere.

Adolescents with higher altruistic values endorse the principle of equality to a greater extent than those for whom helping others is less important. The home situation is also relevant: if parents are active as volunteers, donate regularly to good causes or show a high degree of environmental responsibility, their children are more likely to consider all people to be entirely equal. Additionally, intercultural contact influences opinions about the standards and values of other cultures and religions. The more often young people have contact with other cultures, the more likely they are to endorse the principle of human equality.



3.2 Mutual dependency

The survey presented a further eight statements to gauge attitudes towards mutual dependency, with an emphasis on the individual level rather than that of governments. How do our actions and the choices we make here in the Netherlands affect people and the environment in other countries, and vice versa? The statements relate to poverty, the environment, employment and the economy.

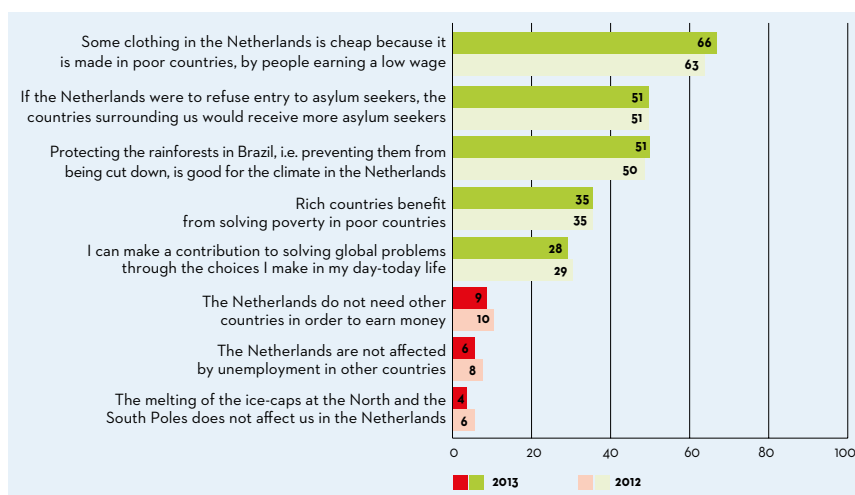


Figure 3.2 Interdependency (percentage 'agree' or 'strongly agree'), n = 1,457, weighted results

The majority of Dutch young people are in no doubt that people in the world are economically reliant on each other (Figure 3.2). They realise that some clothing is so inexpensive in the Netherlands because it is produced by workers in the developing countries who receive very low wages. A significant majority of them agree that the Netherlands 'needs' other countries in order to generate revenue, and that high unemployment elsewhere in the world will have an adverse impact on our national economy. Approximately half of the adolescents agree that the Netherlands' refusal to accept asylum seekers will force our neighbouring countries to do so, while just over a third (35%) acknowledge that reducing poverty in the developing countries will benefit the rich countries as well.

Dutch adolescents also recognise that the environment is a matter of global concern. Only 4 per cent agree (or ‘strongly agree’) that the Netherlands will not be affected by the melting of the polar ice caps. Just over half (51%) believe that the Dutch climate is adversely affected by the loss of the Brazilian rainforests. In other words, awareness of mutual dependency, in both the economic and environmental spheres, is very high. Almost one third (28%) of Dutch adolescents agree or ‘strongly agree’ with the suggestion that they can make some personal contribution towards resolving global problems. The very youngest adolescents (still in primary education) and those in the pre-academic streams show greater awareness of interdependency than their counterparts in vocational education. There is also a direct correlation between awareness and the educational level of the parents, the parents’ global citizenship behaviour, and the adolescents’ own altruistic values.



3.3 Shared responsibility

The third principle of global citizenship is that of shared responsibility for finding solutions to global problems. Global citizenship entails accepting and acting upon that responsibility. The survey presented seven statements concerning the role of the Netherlands and its government in addressing problems elsewhere in the world, such as human rights violations, natural disasters and poverty (Figure 3.3).

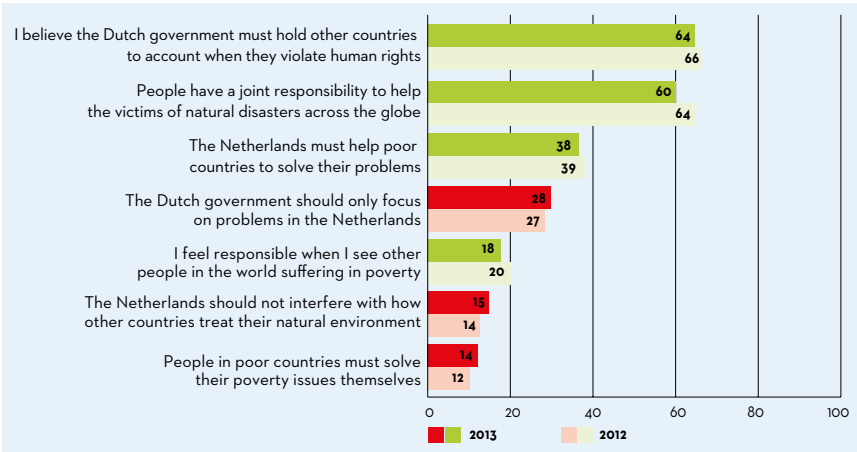


Figure 3.3 Shared responsibility (‘agree’ or ‘strongly agree’), n = 1,457, weighted results

The majority of adolescents believe that the Netherlands and the Dutch government should be actively involved in solving problems elsewhere in the world. Almost two-thirds agree that the government has an obligation to require other countries to respect human rights. Less than a third (28%) agree that the Dutch government should confine its attention to problems within our national borders. A greater number (38%) agree or 'strongly' agree that the Netherlands should involve itself in addressing problems in the developing countries and in other countries' environmental management policy and practice. Sixty per cent (60%) of adolescents agree that everyone has a responsibility to assist the victims of natural disasters, while only 14 per cent believe that poverty is an 'internal' problem which the developing countries must solve themselves. In short, the vast majority of adolescents endorse the principle of shared responsibility. This said, only a very small minority acknowledge a direct and personal responsibility; just 21 per cent agree that their (consumer) behaviour can perpetuate poverty elsewhere in the world.

Adolescents in the 12 to 14 age group are more likely to endorse the principle of shared responsibility than those aged 15 and over. Girls are more likely to do so than boys, and those in the pre-academic streams more likely to do so than those in vocational education. A correlation can also be seen between support for the principle of shared responsibility and the educational level of the adolescents' parents, as well as with household income. Young people whose parents are actively involved in voluntary work, donate to good causes and are environmentally responsible in their behaviour are also more likely to endorse the principle of shared responsibility, as are young people with marked altruistic values.

3.4 Conclusions

This chapter has focused on young people's attitudes towards the three principles of global citizenship: human equality, mutual dependency and shared responsibility.

The majority of adolescents agree that the Netherlands is economically dependent on other countries, and vice versa. They also agree that the manifestations of climate change elsewhere in the world, such as the melting of the polar ice caps or the loss of the Brazilian rainforests, will affect the Netherlands at some point in the future.

This awareness of mutual dependency is reflected by the high level of overall support for the principle of shared responsibility. The majority of Dutch adolescents believe that the Netherlands and its government have a clear role to play in addressing global issues. In general, however, adolescents see little opportunity to make a direct and personal contribution to achieving the three principles.

Pupils in the pre-academic streams, those whose parents have a high level of education and those from high-income households are more likely to endorse the three principles of global citizenship. Members of the 12 to 15 age group and female respondents show a higher level of support for the principles of equality and mutual dependency. Young people with marked altruistic values and those whose parents active as volunteers, give regularly to good causes and are environmentally responsible are more likely to endorse all three principles.

CHAPTER 4

CHANGES IN ATTITUDES AND BEHAVIOUR

The NCDO survey examining the attitudes and behaviour of (young) people in the Netherlands is part of a long-term longitudinal study which commenced in 2012. The current report presents the results of the second such survey, held in 2013, whereupon it is possible to identify any changes which have taken place during the intervening period. Have young people in the Netherlands adopted more sustainable behaviour? Do they feel a greater sense of engagement with the world? The same respondents will be asked to take part in the study each year (subject to the age requirements). This means that it will be possible to monitor individuals over time and to seek explanations for any changes in their attitudes and behaviour. In this chapter we examine the changes in global citizenship behaviour and the relevant attitudes that have become apparent since the 2012 survey, based on the responses of those who took part in both 2012 and 2013 (n= 1,291).⁴

4.1 Changes in sustainable behaviour

In examining any changes in sustainable behaviour over the past year, we must first consider the overall behaviour of the entire respondent sample. Have our respondents become more economical in their energy consumption? Have they devoted more of their time to voluntary work? It is reasonable to assume that there will be no marked changes in average behaviour between 2012 and 2013, given that little has changed in the respondents' situation. For this reason, we must also examine changes at the personal level.⁵ Doing so is likely to reveal valuable information about the dynamic which underlies the averages, and

⁴ The results given in this chapter are unweighted and are therefore not necessarily representative of all Dutch adolescents. They do however provide a reasonably accurate indication of behaviour at the national level.

⁵ The average at the personal (individual) level is calculated on the basis of four response options, viz. 'never', 'sometimes', 'often' and 'always'. In some cases, such as in the construction of the Global Citizenship Index itself, the researchers have applied dichotomous pairings (never and sometimes/often and always). The relevant dynamic between the original four categories is therefore discounted.

hence give a more nuanced picture. Even where the average change is slight, it is possible that certain individuals will have become significantly more – or less – sustainable in their behaviour. If a large group of respondents have become less sustainable and a similarly large group more sustainable to the same degree, the averages will remain the same. Average figures can obscure significant developments.

Responsible use of water and energy

Overall, there has been little change in the way in which young people consume energy and water. The only aspect in which there has been a slight shift towards less sustainable behaviour is the practice of leaving the mobile phone charger plugged in when not in use. Almost one in three respondents admit that they are now more likely to do so than in 2012. However, if we examine the situation at the personal level, we see that a substantial number of respondents have actually become more sustainable in their behaviour (Figure 4.1). There is little overall change in terms of leaving the tap running while brushing one’s teeth: the number of respondents who are now more likely to do so is almost entirely offset by the number who are less likely to do so.

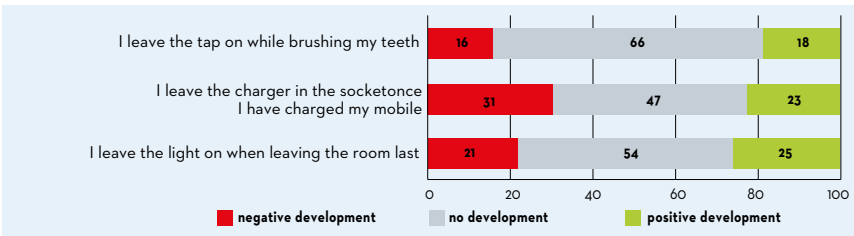


Figure 4.1 Responsible use of energy and water, differences in scores, n = 1,291, unweighted results

Mobility

In both 2012 and 2013, the survey examined mobility by means of a single statement: “Given the choice, I would rather be driven somewhere than cycle.” In the most recent survey, a greater number of respondents opt to be driven which means that, on average, young people in the Netherlands have become less sustainable in their mobility behaviour. At the individual level, we see that 27 per cent of respondents achieve a higher score in this respect, 22 per cent a lower score, with 50 per cent unchanged.

Recycling and waste management

In both 2012 and 2013, young people's sustainable behaviour in recycling and waste management was measured by means of statements relating to throwing rubbish or litter on the street, throwing away food that remains edible and the re-use of plastic bags. The average scores remain unchanged: as a group, the adolescents have become neither more nor less sustainable in their waste reduction and recycling behaviour.

At the personal level, almost three-quarters of the respondent group show the same behaviour with regard to littering as they did in 2012 (Figure 4.2). Almost a quarter (24%) are less likely to throw edible food away but this improvement is almost entirely offset by the 22 per cent who are now more likely to do so. In other words, although the average remains almost constant there has been a clear shift in behaviour at the individual level. Similarly, although there has been no overall increase in the number of respondents who routinely re-use plastic bags, almost a third (28%) have adopted more sustainable behaviour. Their efforts are negated by the 27 per cent who have become less sustainable in this regard.

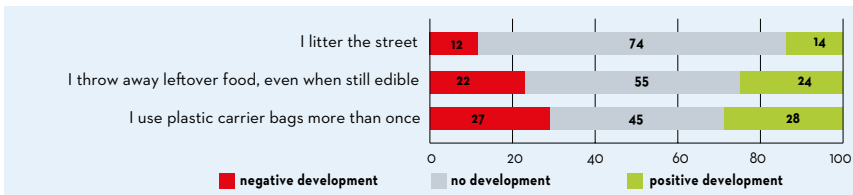


Figure 4.2 Recycling and waste management, differences in scores, n = 1,291, unweighted results

Consumer behaviour

The consumer behaviour of adolescents is less relevant than that of adults. Most purchasing decisions, particularly in the case of younger respondents, are made by their parents or guardians. Adolescents are not entirely free to choose what they eat: menu planning and shopping for groceries are generally the parents' domain. Nevertheless, some purchasing decisions are made by adolescents themselves, whereby some consumer behaviour, albeit limited, can be examined. The 2012 and 2013 surveys therefore included three statements which relate to the purchase of second hand items (such as clothing), meat consumption and the purchase of products which are known (or can be reasonably suspected) to have been manufactured using child labour.

In early 2013, Dutch media devoted extensive coverage to working conditions in the low-wage countries, prompted by a series of incidents such as the tragic Rana Plaza disaster in Bangladesh. It is interesting to note that a greater number of respondents in the 2013 survey reported that they had purchased products which they knew (or could reasonably suspect) to have been manufactured using child labour. This may indicate that the recent events have raised awareness of the poor conditions endured by garment workers in countries such as Bangladesh, including child labour practices, although consumers have failed to give an adequate response by consciously avoiding the products in question. In terms of meat consumption and the purchase of second hand items, the overall averages remain virtually unaltered.

If we examine the dynamic at the personal level (Figure 4.3), we find that a relatively large group of respondents (29%) report that they have purchased a greater number of products which they realise may well have involved child labour. The shifts within the group are less marked in the case of meat consumption, with 63 per cent giving the same responses as in 2012, and in the purchase of secondhand items (62%).

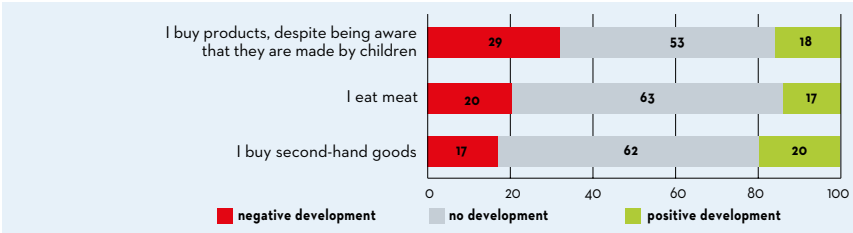


Figure 4.3 Consumer behaviour, differences in scores, n= 1,291, unweighted results

Seeking information about global issues

The number of respondents who use online sources to find information about global issues has increased since the 2012 survey. This may be due, at least in part, to the growing popularity (in both the private and school setting) of smartphones and tablet computers which make online news sources even more accessible. There has been no marked change in the use of the traditional media (television, radio and newspapers).

Expressing an opinion about global issues

One aspect of sustainable behaviour is the willingness to express a personal opinion on global issues. The 2012 and 2013 surveys included five statements

intended to gauge the extent to which adolescents do offer their opinion, and how they do so. There appears to be a slight shift towards more sustainable behaviour in this regard. Respondents are now more likely to show support for good causes on social media sites (e.g. by using the Facebook ‘Like’ feature). Overall, they are also more likely to rebuke friends and family for any environmentally irresponsible behaviour.

Examining the dynamic at the personal level, we see that the majority of respondents have not altered their behaviour from one year to the next (Figure 4.4). The increases suggested by the averages are due to approximately a quarter of the respondent group having taken to using the ‘Like’ feature or confronting others about their behaviour more often, while a marginally lower percentage of respondents have done so less often.

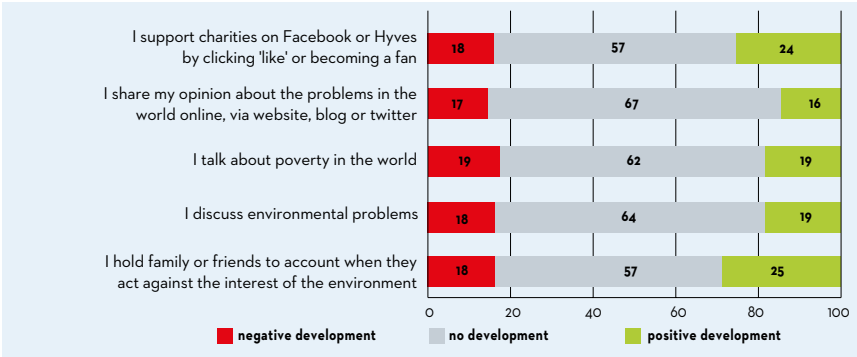


Figure 4.4 Expressing an opinion about global issues, differences in scores, n = 1,291, unweighted results

Donating to good causes

Have young people donated less frequently to good causes in the past year, or have they reduced their involvement in fundraising activities? The answer to both questions is no: there has been no overall change since 2012 (Figure 4.5). However, the amount that the respondents donate has decreased slightly, and there has been a decline in the number of respondents who donate a significant amount.

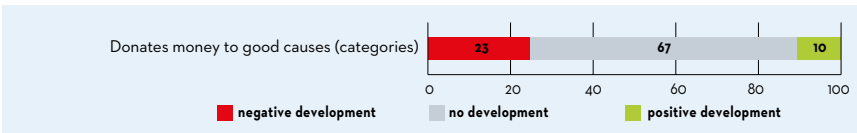


Figure 4.5 Amount donated to good causes, differences in scores, n = 1,291, unweighted results

Volunteering

There has been no overall change in the number of young people who engage in some form of voluntary work, nor in the frequency with which they do so. Examining the dynamic at the individual level, the majority of respondents (some two thirds) perform voluntary work just as frequently (or infrequently) as they did in 2012. Eighteen per cent have increased their involvement, while exactly the same number (18%) now spend less time helping others in this way.

Global Citizenship Index

There are a number of areas in which young people now display a higher level of sustainable behaviour: they opt for the bicycle in preference to the car more often, they are more likely to seek (online) information about global issues, and are more likely to express their own opinions about those issues. However, the average amount donated to good causes has fallen, and respondents report purchasing a greater number of items which they know (or can reasonably suspect) are the products of child labour. How do these shifts, both positive and negative, affect the performance scores on the Global Citizenship Index?

If we compare the overall scores for the respondent group as a whole, we see little (significant) difference between the 2012 and 2013 results. However, if we zoom in to examine the various subgroups within the sample, a number of interesting findings emerge:

- Girls achieve a lower score on the Global Citizenship Index in 2013 than in 2012: their behaviour has become less sustainable. There is no difference in the case of the boys.
- Respondents whose parents' income is in the second quintile now achieve a lower score on the Global Citizenship Index than in 2012, as do respondents whose parents have a high income (in the fifth quintile).
- Respondents whose mother has only a low level of education achieve lower scores than in 2012.
- Respondents who live outside the Randstad region achieve lower scores than in 2012. There is no change (or at least none based on region alone) in the case of respondents living in the Randstad conurbation.

At the personal level, a relatively large number of respondents have indeed altered their global citizenship behaviour, some showing an improvement and others a deterioration. Only 24 per cent achieved precisely the same index score in 2013 as they did in 2012 (Figure 4.6). Examining individual differences in closer detail, we find that there are certain subgroups who have become either

more sustainable or less sustainable in their behaviour. Respondents whose father has a higher (graduate) level of education are generally more stable in their responses. Their behaviour has not changed significantly in the past year compared to those whose father has a lower level of education. Respondents who live in the Randstad region are more likely to have adopted more sustainable behaviour than those living elsewhere.



Figure 4.6 Global Citizenship Index, differences in scores (%), n = 1,291, unweighted results

4.2 Changes in attitudes

Having considered changes in behaviour, we now examine any changes in the attitudes of the respondents revealed by a comparison of the 2012 and 2013 results. The focus is on the degree to which young people endorse the three principles of global citizenship: equality (of all people worldwide), mutual dependency and shared responsibility. Are respondents now more likely to subscribe to the view that there is indeed a shared responsibility for solving global issues? Once again, it is unlikely that we shall observe any major shifts in attitude and beliefs when examining the respondent group as a whole. We must therefore zoom in to consider the changes at the personal level.

Human equality

The 2012 and 2013 surveys presented seven statements designed to gauge the degree to which young people endorse the principle of equality. It appears that respondents are now slightly less convinced of the equality of all people worldwide than they were in 2012. In particular, support waivers in the specific areas of employment opportunity (respondents were asked whether they agreed that a foreign migrant has as much right to a job in the Netherlands as a Dutch citizen) and the multicultural community (would they wish to live next door to someone of another culture?). We can note the following year-on-year shifts in attitudes:

- In 2013, a greater number of respondents state that Dutch citizens should have more right to a job in the Netherlands than a Polish migrant worker.
- In 2013, a greater number of respondents state that they would rather have people of their own culture as neighbours than people of a different culture.
- In 2013, fewer respondents find it 'regrettable' that children in developing countries do not enjoy the same opportunities as they have been given.

These shifts are reflected by the dynamic at the personal level. Of all statements, the greatest increase is seen in the number of respondents who ‘agree’ or ‘strongly agree’ that a Dutch citizen has more right to a job in the Netherlands than a foreigner: a 32% rise compared to the 2012 level. Only 20% of respondents felt less able to agree with this statement.

Mutual dependency

Support for the principle of mutual dependency assumes a certain awareness and knowledge of the world beyond the Netherlands. In 2012, the majority of respondents were able to recognise the (inter)relationships between ‘here’ and ‘there’: how the choices we make can affect the lives of people and the environment in other countries. As noted in Chapter 3, most young people now appear fully aware that the nations and people of the world are (economically) reliant on each other.

In 2013, a greater number of respondents agreed that with the suggestion that turning away asylum-seekers from the Netherlands would force our neighbouring countries to accept them. Awareness of economic mutual dependency has also risen. In 2013, a greater number of respondents acknowledged that some garments can be sold in the Netherlands at such low prices because they are produced by workers in the developing countries who are paid very low wages. Fewer respondents now subscribe to the view that the Netherlands is unaffected by high unemployment elsewhere in the world.

Approximately half of the respondent group agree with the statements concerning mutual dependency to the same degree as they did in 2012. As can be seen from Figure 4.7 however, approximately one third are now more aware of the influence of high unemployment in other countries. Respondents appear to acknowledge economic mutual dependency to a greater extent than they did in 2012, as also reflected by the responses to the contention that the Netherlands needs other countries in order to earn revenue.

The overall averages reveal no major year-on-year change in the respondents’ opinions regarding the personal contribution they are able to make towards solving global problems. However, this is not to say that there have been no changes at the individual level. Almost a third of respondents (29%) are now more convinced that they can make a personal contribution, while precisely the same number (29%) are less certain that this is the case.

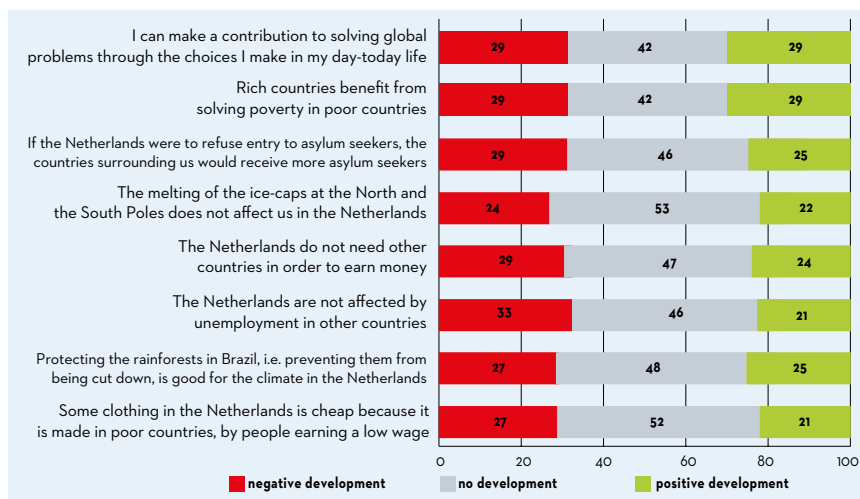


Figure 4.7 Interdependency, differences in scores (%). n = 1,291, unweighted results

Shared responsibility

The third principle of global citizenship is shared responsibility for solving global issues. In both 2012 and 2013, respondents were asked to evaluate seven statements relating to this shared responsibility. It appears that support for the principle has fallen, with young people becoming somewhat more ‘inward looking’ with a stronger focus on the Netherlands and problems within our own borders. Fewer respondents agree with the suggestion that the Netherlands should (or must) help other countries solve their problems, and fewer agree that all everyone has an obligation to assist the victims of natural disasters. Similarly, the number of respondents who agree with the suggestion that people in the developing countries should solve their own poverty problem has risen.

At the personal level, there are no particularly marked year-on-year changes although there is a clear overall dynamic. Almost half of the respondent group agree or disagree with the seven statements to the same extent as in 2012. Approximately one in four is less able to endorse the principle of shared responsibility, while almost 30 per cent now show greater support.

4.3 Conclusions

This chapter has considered the changes in young people's attitudes and behaviour revealed by a comparison of the 2012 and 2013 survey results. In both years, respondents were asked to complete the same questionnaire examining sustainability and global citizenship. The comparison relates only to those respondents who participated in both surveys (some having reached the aged of 18 in the meantime and therefore no longer eligible to take part). It is extremely unlikely that any major changes would become apparent over the period of only one year, and certainly not in terms of the average attitude and behaviour of the respondent group as a whole. For this reason we have also examined the development at the personal level.

When considering shifts in behaviour, the researchers relied on the behavioural domains and indicators described in Chapter 2. In some areas, the respondent group as a whole has become more sustainable. They are less likely to leave their mobile phone chargers plugged in while not in use, and they opt to cycle to their destination rather than being driven more often than they did in 2012. No comparable improvement can be seen in their meat consumption or their willingness to purchase secondhand clothing. In terms of recycling and the responsible use of energy and water, respondents already showed a reasonably high level of sustainable behaviour in 2012 and have managed to maintain this standard. There is only one aspect in which a deterioration in sustainable behaviour can be noted: respondents now report that they purchase a greater number of items which they know (or can reasonably suspect) to be the product of child labour. However, this may be an increase in reporting rather than in actual purchasing, due to raised awareness of the conditions under which products sold in the Netherlands are manufactured. It seems unlikely that young people would deliberately seek out products which have been made using child labour.

In 2013, Dutch adolescents were more likely to follow the news about global issues online, and more likely to show their support for good causes using the Facebook 'Like' feature, than in 2012. They were also more willing to rebuke friends and family for any environmentally irresponsible behaviour. Overall, no significant changes can be seen in the use of the traditional media (television, radio and newspapers) to seek information, in donating and fundraising, or in volunteering.

At the individual level, changes in behaviour are greatest in terms of leaving the mobile phone charger plugged in, the re-use of plastic bags, the purchase of products made by children, 'Liking' good causes, and confronting family and friends who act in an environmentally irresponsible manner. The least behavioural change can be seen with regard to leaving the tap running, littering, keeping a personal blog, and donating or fundraising on behalf of good causes.

The changes in individual behaviour produce little or no net change in the degree of global citizenship shown by the respondent group as a whole. Nevertheless, respondents who have not changed their behaviour at all are few in number: only a quarter achieve exactly the same score in 2013 as they did in 2012. Young people whose father has a high (graduate) level of education, as well as those living in the Randstad conurbation, are now more likely to display sustainable behaviour. Girls, respondents whose mother has a low level of education and those living outside the Randstad now show less sustainable behaviour overall.

Turning to shifts in attitude and the degree to which respondents endorse and support the three principles of global citizenship, we see a high level of awareness for the principle of mutual dependency in both 2012 and 2013. However, the most recent results suggest that young people are now less convinced that all people worldwide are equal, and less certain that we all bear a shared responsibility for solving global problems. Some regard the Netherlands and the Dutch as being more important than other nations and nationalities.

CHAPTER 5

YOUNG PEOPLE AND THE WORLD: EXPLANATIONS FOR BEHAVIOUR

Thus far, we have examined the behaviour of young people in the Netherlands in the context of social and environmental sustainability. We have also considered attitudes, considering the extent to which they endorse and support the three principles of global citizenship: equality, mutual dependency and shared responsibility. In this chapter we examine the interrelationships between attitudes and behaviour. Are young people who endorse the three principles more likely to behave in a way which will improve the world? What part do background characteristics such as gender, age and education play in explaining such behaviour? We shall also consider secondary aspects such as the behaviour and beliefs of adolescents' parents, their home situation and their 'world knowledge'.

The second part of this chapter (Section 5.3 onwards) focuses on three subgroups who stand out from the others: 1) those who are always economical in their use of water, energy and materials; 2) those who show a keen interest in global issues, and 3) those who actively work to create a better world. What makes these young people different from their peers? Are they mostly boys or girls? Do they endorse the three principles of global citizenship to a greater extent than other Dutch adolescents?

5.1 Home situation and world knowledge

The survey questionnaire includes several items which enquire into the respondents' home situation, and specifically whether their parents act in a way which is likely to promote social and environmental sustainability. After all, all young peoples are influenced by the actions, beliefs and values of their parents, which are transferred (or 'transmitted') from one generation to the next (Broek et al., 2010; Roest, 2009). It is entirely possible, and indeed likely, that sustainable behaviour and sustainable attitudes on the part of parents will determine the behaviour and attitudes of their offspring, possibly for life.

The majority of Dutch adolescents report that their parents are 'reasonably committed' to the sustainability of society and the environment. Plastic bags are re-used in no fewer than 86 per cent of adolescents' households, while 66 per cent of adolescents state that their parents attach importance to environmental responsibility. Only 12 per cent of families never discuss problems in the developing countries. The majority of youngsters' parents (58%) donate money to charitable causes. The majority of youngsters' parents (58%) donate money to charitable causes (Figure 5.1). However, almost 90 per cent of parents regularly eat meat, and only 40 per cent are reported to be active as volunteers within a club or organisation.

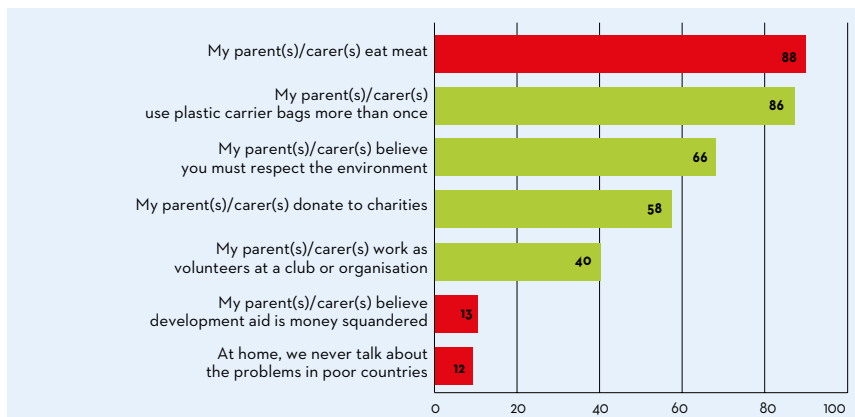


Figure 5.1 Home situation (% 'applies to my home situation') n = 1,457, weighted results

World knowledge

How much do young people know about the world around them? To gain a general impression of their world knowledge, the survey presented nine multiple-choice questions (Figure 5.2). Some are inspired by the United Nations

Millennium Declaration and Millennium Goals, e.g. which country has the greatest proportion of its population living in hunger?’ and ‘how is malaria transmitted?’ On average, adolescents could correctly answer five of the nine questions. Eighteen correctly answered all nine, while seventeen failed to provide even one correct answer.

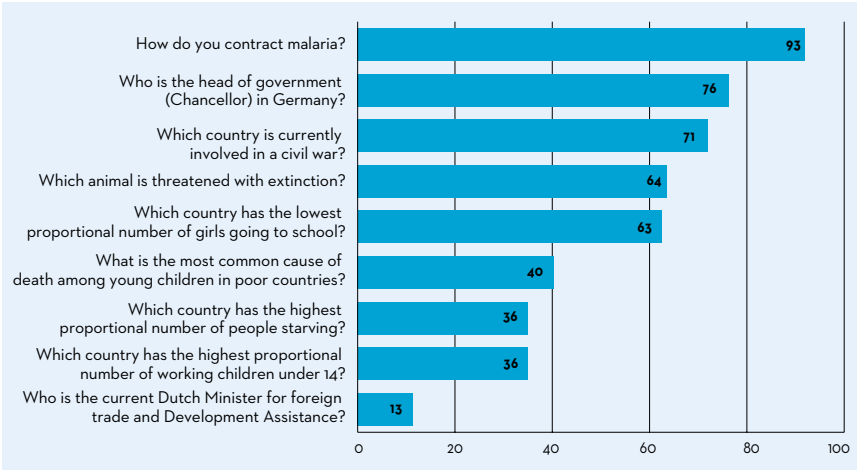


Figure 5.2. World knowledge questions (% correct answers), n = 1,457, weighted results

5.2 Explanations for global citizenship behaviour

How can sustainable behaviour on the part of Dutch adolescents be explained? As previously noted, Carabain et al. (2012) define sustainable behaviour, or the global dimension of citizenship, as “behaviour which does justice to the principles of mutual dependency, the equality of all people worldwide, and shared responsibility for [solving] global issues.” The Global Citizenship Index introduced in Chapter 2 provides an indicator of such behaviour. Further to the cited definition, we would expect to find a direct correlation between the level of a person’s support for the principles and the degree to which he or she displays sustainable behaviour.

There are a number of factors which can influence whether young people do indeed show (fully) sustainable behaviour in practice. First, their attitudes are likely to be determined by those of their parents or home situation, and less so by personal principles or convictions. Young people are not entirely independent of their parents or guardians in adopting a particular type of behaviour. Choices

such as whether to buy secondhand clothing or whether to eat meat are often made for them. After all, it is the parents who do the household grocery shopping.

Alongside the three principles and the indicators relating to the family situation, our explanatory model for sustainable behaviour includes a number of other control characteristics: gender, age, education, the parents' educational level, gross household income and region (Randstad or elsewhere). Analogous to the 2012 model, we also take into consideration the degree of intercultural contact, the respondents' world knowledge and the extent to which they can be said to hold marked altruistic values. All such factors combine to provide a possible explanation for global citizenship behaviour.⁶

Results

Table 5.1. shows the results of a regression analysis in which the Global Citizenship Index forms the dependent variable. Based on this analysis, we can draw a number of conclusions:

- As expected, the *home situation* does play a part in explaining sustainable behaviour. Young people from families which devote attention to world problems and sustainable behaviour will themselves display such behaviour to a greater extent than those in less stimulating circumstances. Also important is the example set by the parents (as role models) in areas such as volunteering and environmentally responsible behaviour.
- Of all the background characteristics within the model, only the *education* of adolescents (i.e. whether they are in a pre-academic or a vocational stream) plays a part in explaining global citizenship behaviour, with those in the higher academic streams more likely to display such behaviour.
- The degree to which young people hold and act upon *altruistic values* also influences their propensity to show sustainable behaviour. The more altruistic a person is, the more sustainable his or her behaviour is likely to be.
- There is a direct correlation between *world knowledge* and behaviour which respects the interests of society and the environment. Young people who know more about the world around them are more likely to display sustainable behaviour.
- Of the three principles, that of *mutual dependency* is most relevant in

⁶ A comprehensive description of the model and the prognoses it tests can be found in Van Gent et al., Global citizenship among Dutch youth 2012 which can be accessed at <http://www.ncdo.nl/artikel/global-citizenship-among-dutch-youth-2012>.

explaining global citizenship behaviour. The greater the degree to which a young person endorses this principle, the more likely it is that he or she will act in a sustainable manner. The results of the 2012 analysis suggest that the principle of human equality also plays a part in explaining global citizenship behaviour but this is not borne out by the current analysis. Accordingly, we must conclude that the effect is not (or is no longer) significant.

Table 5. 1 Regression analysis of background characteristics, principles and global citizenship behaviour (dep. var.)

	Beta
Background characteristics	
Gender (f)	-0,046
Age	0,022
Education	,080*
Father's educational level	0,018
Mother's educational level	0,050
Gross household income	-0,050
Resident in Randstad	0,016
Principles	
Equality	0,054
Interdependency	,076*
Shared responsibility	0,015
Other	
Altruistic values	,343**
Contact with other cultures	-0,002
Family situation	,101**
Knowledge	,066*
Adjusted R2	0,22

Significance: *p<.05, **p<.01. N = (min) 1,244, unweighted results

5.3 Profile 1: Young people who use water, energy and plastic responsibly

As noted in the foregoing sections, various factors play a part in explaining sustainable behaviour. To gain a better understanding of the background of young people who do indeed show such behaviour, we identified three groups of young people who stand out from their contemporaries in a positive sense: 1) those who are always responsible in their use of water, energy and other resources such as plastics; 2) those who show keen interest in global affairs, and 3) those who actively work towards creating a better world. What makes these young people different from others in the 12 to 18 age group?

The first group has a particularly ‘green’ profile. Its members are always economical in their use of water (they do not leave the tap running while brushing their teeth, for example), in their use of energy (they always turn the lights off when the last to leave a room and never leave their mobile phone charger plugged in when not in use), and always recycle where possible (re-using plastic carrier bags as often as possible). Eight per cent of our respondents qualify for inclusion in this group. Why? What makes them different from those who are less sustainable (or entirely unsustainable) in their water and energy consumption? The answer appears to be twofold: first, these adolescents are generally following an academic education rather than the vocational alternative, or are still in primary education (Figure 5.3). Second, they show greater awareness of the principle of global interdependency: they realise that their choices and actions affect people and the environment elsewhere.

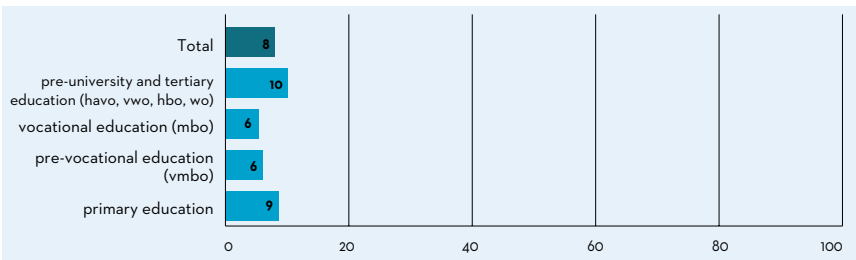


Figure 5.3 Adolescents who are (always) responsible in their use of water, energy and plastic, by educational stream (%). n = 1.457, weighted results

5.4 Profile 2: Adolescents with considerable world knowledge

The second group is that of young people who show particular interest in world affairs, and (hence) possess greater world knowledge. They answered at least seven of the nine world knowledge questions correctly, and they follow world news (either online or through the traditional media). Ten per cent of our respondents qualify for inclusion in this group. Other than their behaviour, what sets them apart from the other ninety per cent?

Once again, and as would be expected, the first distinguishing feature is the type of education they are following:

- Adolescents with good world knowledge are more often to be found in the academic streams than in the vocational streams, and in primary education (Figure 5.4).
- Adolescents whose father has a high (graduate) level of education are more likely to have a keen interest in, and knowledge of, world affairs than those whose father has an intermediate or basic education.
- The same applies in the case of the mother's educational background; the higher her educational level, the more likely it is that the son or daughter will have an interest in, and knowledge of, the world.

We also find differences based on age and household income:

- Adolescents with greater world knowledge and interest are more likely to be aged 15 and above.
- Adolescents with greater world knowledge and interest are more likely to be members of a family with a higher household income (4th and 5th quintiles) and less likely to be found in families with a low household income (1st quintile).

The results of a regression analysis incorporating all background characteristics and the role of the three principles of global citizenship reveal that only the education of the adolescent himself or herself (i.e. academic or vocational) has any significant effect.

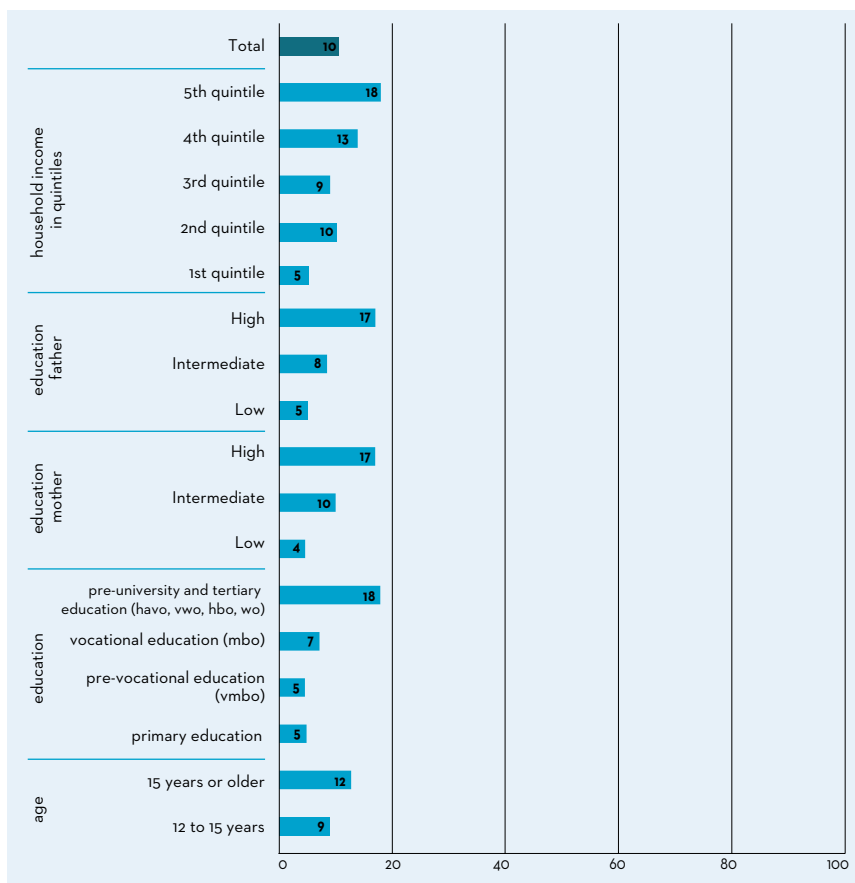


Figure 5.4 Adolescents with considerable world knowledge, by age, education, education of mother, education of father and gross household income (%). n = 1.457, weighted results

5.5 Profile 3: Adolescents who actively work to create a better world

Our third group comprises young people who make an active contribution to a sustainable society. They engage in voluntary work or take part in fundraising activities on behalf of one or more good causes. Eighteen per cent of our respondent group fit this profile.

What can be said about their background? First, the members of this group are more likely to be between the ages of 12 and 15. The results of a multiple regression analysis incorporating all background characteristics and the three principles of global citizenship reveal that only age plays a significant part. Once again, however, a difference can be seen in terms of education. The members of this group are generally found in the academic streams and primary school rather than in vocational education (Figure 5.5). Adolescents whose father has a high level of education are more likely to be included in this group. Household income has some effect: those from families with a higher household income (4th and 5th quintiles) are more likely to be active in volunteering or fundraising than the members of families with a lower household income. Respondents who live in the Randstad conurbation are less likely to be actively involved in volunteering or fundraising than those who live elsewhere.

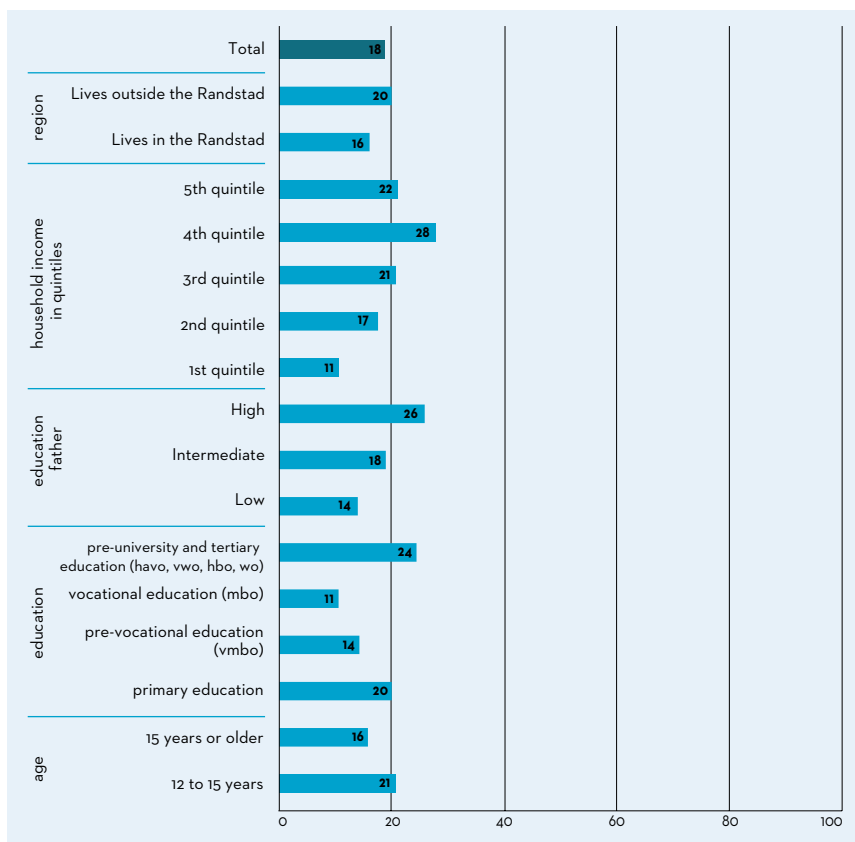


Figure 5.5 Adolescents who actively work to create a better world, by age, education educational level of father, gross household income and region (%). n = 1,457, weighted results

5.6 Conclusions

This chapter has considered explanations for the sustainable behaviour adopted by adolescents in the Netherlands, and the factors which may explain the differences in global citizenship behaviour as measured by the Global Citizenship Index described in Chapter 2. The index scores are determined on the basis of eight specific behaviours such as leaving the tap running while brushing one's teeth, deliberately seeking out Fairtrade products, and expressing a personal opinion about global issues such as poverty and environmental impact.

The degree to which Dutch adolescents act in a manner which will promote the sustainability of society and the environment is determined in part by the type of education they follow: pre-academic or vocational. Those in the higher academic streams are more likely to have a greater knowledge of global issues, although this is not necessarily the case. Education aside, world knowledge itself has a significant effect in terms of global citizenship: the more a young person knows about the world, the more likely he or she is to behave in a sustainable manner.

Adolescents' view of the world around them, and of their role in that world, is largely determined by the family situation. If parents show greater environmental awareness and responsibility, express concern about world poverty and support good causes with their time or money, the more likely it is that their offspring will adopt sustainable behaviour. Like their parents, they will show greater respect for society and the environment. Children emulate their parents' behaviour.

In this report, we have examined the attitudes of Dutch adolescents towards society and the environment based on the three principles of global citizenship and factors such as intercultural contact and altruistic values. Of the three principles of global citizenship, only that of mutual dependency has been shown to be significant. This suggests that awareness of global mutual dependency is also directly related to education and world knowledge. Even discounting this mechanism, the principle of mutual dependency does go a long way towards explaining differences in behaviour. Last but not least, altruism – the degree to which a young person is willing to help others – is a predictor of global citizenship behaviour. This selfless concern for others explains the majority of differences in the degree of global citizenship shown by young people in the Netherlands.

To gain a better understanding of the relationship between attitudes, behaviour and background characteristics, we have zoomed in on three groups who stand

out from their contemporaries: those who are always responsible in their use of water energy and materials; 2) those who are extremely interested in world affairs and global issues, and 3) those who actively work to create a better world. The profiles of the first two groups are very similar. Both are largely made up of young people following a more academic rather than a vocational education. The members of the 'responsible with resources' group are also more likely to endorse the principle of mutual dependency, while those who show a keen interest in world affairs often have parents with a high level of education and a higher household income. They also tend to be slightly older than the median age of the group as a whole, with 15 to 18-year-olds better represented.

The third profile relates to adolescents who are actively engaged in efforts to create a better world. Here, age and education are less relevant: the group includes both older adolescents in pre-academic education and primary school pupils who have yet to be selected for either the academic or vocational streams. The average age of this group is therefore lower than that of the adolescents who are less active in volunteering or fundraising. Having a father with a high level of education increases the likelihood of an adolescent showing such active involvement, as does a higher household income.

This is the first conclusion of this chapter must be that sustainable behaviour can be taught. The process takes place both in the classroom and at home. Adolescents with a higher level of education and greater world knowledge tend to behave more sustainably than others. Moreover, young people emulate the behaviour of their parents, whereby those whose parents or guardians display sustainable behaviour are more likely to do so themselves. A second conclusion is that the degree of global citizenship shown by adolescents is determined to a significant degree by the altruistic values they hold. The more altruistic they are – willing to help others with no thought of personal reward – the more likely they will behave in a sustainable manner as befits the global citizen.

CHAPTER 6

SUPPORT FOR DEVELOPMENT COOPERATION

Until 2011, NCDO published a comprehensive annual report examining support for national development cooperation, and specifically government expenditure on international aid, among the adult population of the Netherlands. This topic now forms part of the research series ‘The Dutch and the World’. There have been few attempts thus far to gauge the level of support for development cooperation among the younger citizens of our country. Our survey therefore includes three questions intended to rectify this omission. They concern the importance of helping people in other countries to pursue development, and the budget which the Dutch government reserves for this purpose, which is then considered in the context of other policy domains and their budgetary requirements.

6.1 The importance of helping people in other countries to pursue development

A large majority of adolescents (63%) consider it ‘important’ or ‘very important’ for the Netherlands to help people in the poor countries pursue development (Figure 6.1). Only 6 per cent consider doing so (entirely) unimportant. Adolescents from families with a high gross household income (in the 5th quintile) attach greater importance to development cooperation than those from families with a lower household income.

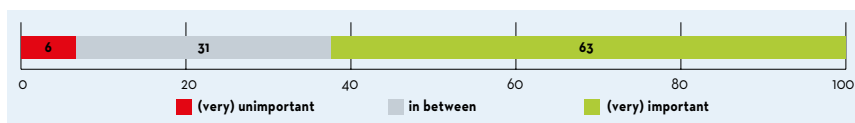


Figure 6.1 How important do you consider helping people in poor countries to pursue development? (%), n = 1,457, weighted results

Young people in the pre-academic streams attach greater importance to development cooperation than those in vocational education. The educational level of the parents also appears to play a part. Adolescents whose parents have a higher level of education consider development cooperation more important than those whose parents have a lower level of education.

6.2 Should the development cooperation budget be increased, decreased or maintained at the same level?

Although the adolescents are broadly in favour of assisting people in the developing countries, they take a more conservative stance with regard to national expenditure on development cooperation. Only 7 per cent of adolescents are in favour of increasing the budget (Figure 6.2), while 39 per cent believe that it should be decreased. A slight majority (54%) are therefore in favour of maintaining the budget at the current level.

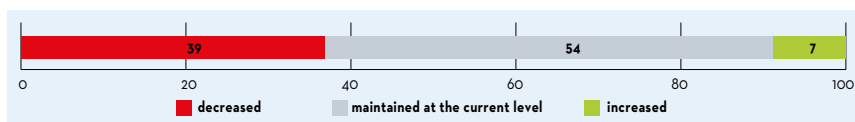


Figure 6.2 Do you think that the government budget for development cooperation should be increased, decreased or maintained at the current level? (%), n = 1,457, weighted results

Who are the adolescents in favour of reducing the development cooperation budget? This group includes a greater number of boys than girls, and a greater number of respondents aged 15 and over than members of the 12 to 14 age group. However, the very youngest adolescents (still in elementary education) are more likely to be in favour of increasing the budget, as are adolescents who live outside the Randstad.

6.3 Relative importance of development cooperation expenditure

The majority of Dutch adolescents believe that it is important to help people in developing countries. However, they are not in favour of increasing the development cooperation budget: most would like to see it maintained at the same level, while a minority believe it should be increased. Does the same hold true if expenditure on development cooperation is set against that in other policy domains? The survey asked young people to prioritise government spending on healthcare, education, the environment, culture, defence and development cooperation (Figure 6.3). The vast majority (94%) consider government spending on health and health care to be (very) important, followed by education (93%). Development cooperation is in last place (39%) immediately below defence (40%). A gender difference can be observed: 44 per cent of girls consider development cooperation expenditure to be (very) important, compared to only 34 per cent of the boys. Moreover, the girls consider development cooperation to be more important than defence.

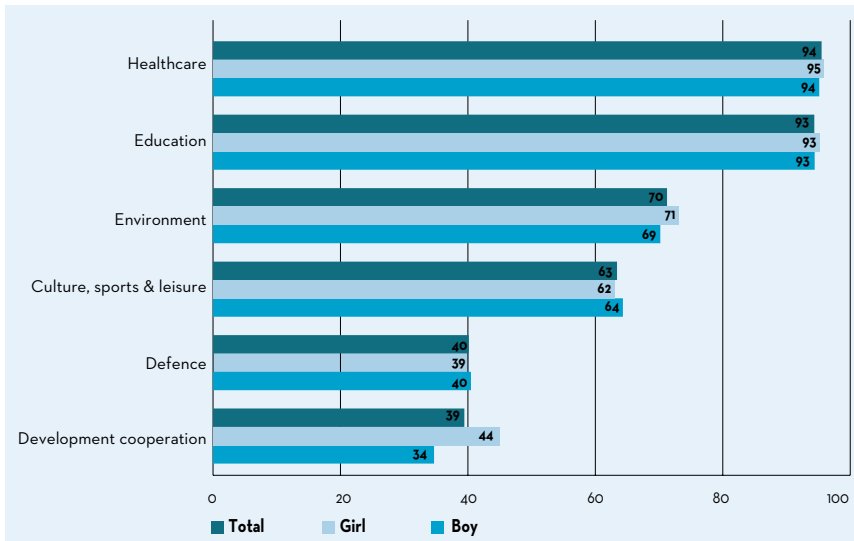


Figure 6.3 How important do you think it is for the Dutch government to spend money on the policy domains listed? (% (very) important), n=1,457, weighted results

Apart from the girls, are there others who attach greater importance to development cooperation expenditure? The members of the 12 to 14 age group

are more likely to support spending on development cooperation than those aged 15 and over, as are the very youngest adolescents (still in primary education) and those in the pre/academic streams as opposed to vocational education. The educational level of the parents also plays a part. Young people whose parents have a high level of education find it more important for the government to devote funds to development cooperation than those whose parents have an intermediate or lower level of education.

6.4 Conclusions

In previous research, NCDO has examined the level of support for national development cooperation efforts. To date, the research was confined to the adult population aged 18 and over. The 2013 survey of adolescents in the Netherlands is the first to include questions on this topic.

A significant majority of respondents (63%) consider it very important to help people in the poor countries to pursue development. However, rather fewer are in favour of increasing the budget, most believing that it should be maintained at the same level or reduced. If they could choose how the government allocates its funds, the majority give highest priority to health and healthcare, with development cooperation in last place. Adolescents in the pre-academic streams and those whose parents have a higher level of education are more likely to support development cooperation expenditure. This finding corresponds with those of previous chapters, in which we saw that there is an almost direct correlation between educational level and global citizenship.

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METHODOLOGY

Data collection

NCDO heeft in mei 2013 de tweede golf van de longitudinale studie Barometer. The first series of surveys providing input for the longitudinal 'Global Citizenship in the Netherlands' study was conducted by NCDO in May 2013 (the first having been held in 2012).

Sample

The survey draws its respondent group from the TNS NIPO 'panel', a database of 59,000 households (133,000 individual respondents) who have agreed to take part in research conducted by TNS NIPO on a regular basis. The panel is representative and certified to ISO 20252 and ISO 26362 standards.

Panel members were invited to take part in the 2013 survey based on two eligibility criteria: 1) they had taken part in the 2012 survey; and 2) they had indicated a willingness to take part in future surveys forming part of the long-term study.

Special attention was devoted to respondents aged 12 and those aged 18. Some respondents who had taken part in the 2012 youth survey have since attained the age of 18, whereby they are no longer eligible. They have been invited to continue their participation as part of the adult survey. The majority of respondents who were aged 12 at the time of the 2012 data collection round had turned 13 when the most recent survey was held. A further 250 12-year-olds were therefore recruited ensure that the youngest segment remained adequately represented.

Response

The survey was conducted online between 7 May and 23 May 2013, using the Computer-assisted Web Interviews (CAWI) method. One reminder was issued. Respondents took an average of 14 minutes to complete the questionnaire. They were then asked whether they would be willing to take part in next year's survey. Almost all (98%) replied in the affirmative.

	2012	2013
Invited	2.750	1.835
Response	2003 (73%)	1.457 (79%)
Dropped out or ineligible since previous survey		712 (35,6%)
Willing to take part in subsequent surveys	1.941 (97%)	1.431 (98%)

Weighting

The raw survey data were (re-) weighted according to gender, age, region, education and size of family in order to arrive at a representative sample of the Dutch adolescent population aged 12-18. The ideal figures are based data published by Statistics Netherlands (CBS). The sample efficiency achieved is shown below.⁷

	Sample efficiency
Weighting factor	0,93

⁷Sample efficiency = $n / (\text{som}(\text{weegfactor}^2))$



This research publication was produced by NCDO, January 2016