

How is Civil Society Perceived Locally?

Findings from a study on the credibility of
human rights organizations

Human Rights Support Mechanism
January 2024

Credibility of Human Rights Organizations: Brazil

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activity, mission statement, and years established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Brazil survey



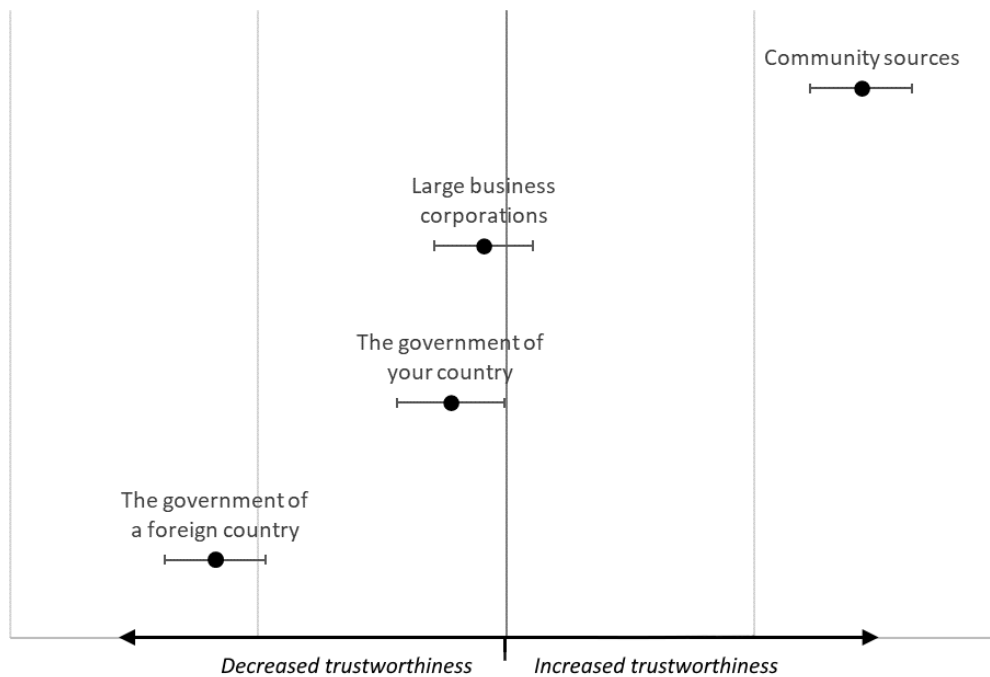
1. Funding source was the primary driver of perceptions around HROs in Brazil, followed closely by the year the HRO was established. An organization's mission statement and its recent activity were less important factors in respondents' assessments. The source of funding influenced 38 percent of a person's preference of HRO, followed by the number of years established (31 percent), mission statement (22 percent), and recent activity (10 percent).

2. Funding by community sources increased trustworthiness in head-to-head matchups, while funding by foreign governments decreased trustworthiness.
3. Compared with one- and five-year-old HROs, ten-year-old HROs were 10 percent more likely to be chosen as the most trustworthy, and twenty-year-old HROs were approximately 20 percent more likely to be chosen as the more trustworthy HRO.
4. Brazilian respondents thought that HROs aiming to increase women's economic empowerment were less trustworthy than HROs with other mission statements.
5. Providing direct aid and services increased trustworthiness, while meeting with government officials decreased trustworthiness. The difference, however, was small.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the Brazilian government, and foreign governments.



When choosing the more trustworthy of two comparable HROs, Brazilian respondents typically chose HROs that were funded by community sources. Those funded by foreign governments were much less likely to be chosen as the more trustworthy HRO in the head-to-head matchups. Compared with HROs funded by community sources, Brazilian respondents were 15 percent, 16 percent, and 26 percent less likely to choose HROs funded by large business corporations, their own government, and foreign governments as the more trustworthy HRO, respectively.

To provide additional context, the survey asked Brazilians how they think HROs they interacted with are usually funded, and close to 80 percent believed that HROs are funded through community sources. It also asked Brazilians their perceptions of government and civil society institutions, and more than 90 percent of respondents thought that at least “some of them” are corrupt, with more than 40 percent thinking that “most of them” are corrupt.

2. Years established

Age of HRO was the second-most important factor for Brazilian respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.

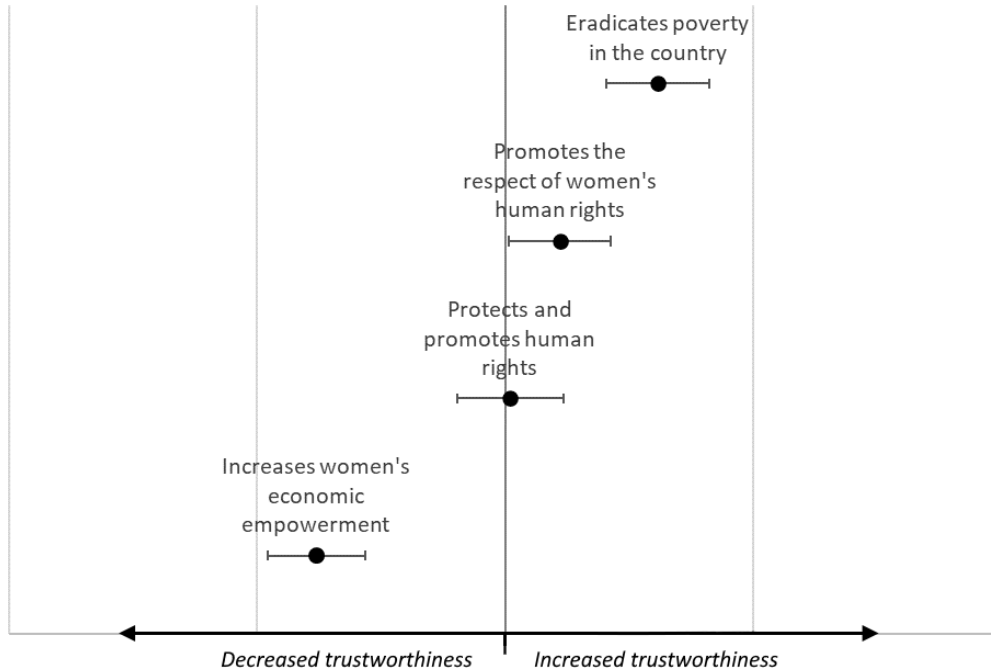


Brazilians tended to choose older HROs as more trustworthy over younger HROs. HROs that were one and five years old were far less likely to be chosen as trustworthy in the head-to-head matchups. Compared with one- and five-year-old HROs, twenty-year-old HROs were approximately 20 percent more likely to be chosen as the more trustworthy HRO.

3. Mission statement

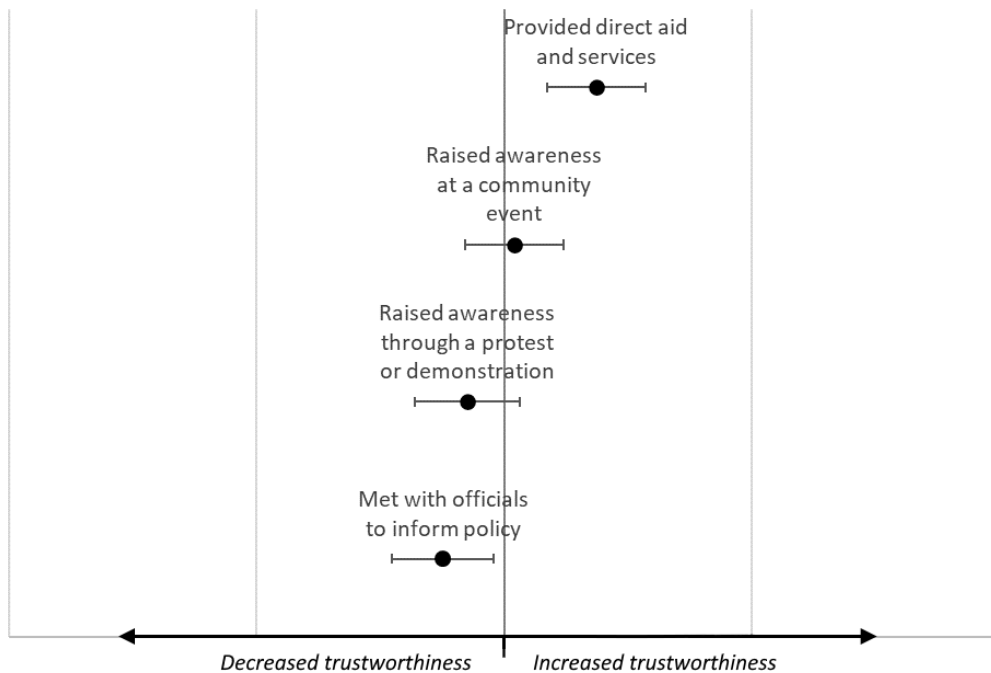
Mission statement was the third-most important factor influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.

Women’s economic empowerment was the least trustworthy mission statement among Brazilian respondents. HROs with this mission statement were 10 to 15 percent less likely to be chosen as more trustworthy than HROs with other mission statements. Men and women in Brazil do not significantly diverge in their perceptions of trustworthiness of HROs across most attributes. When considering the mission statements of HROs, however, women were approximately 7 percent more likely than men to choose HROs that aim to increase women’s economic empowerment in head-to-head matchups. Men were approximately 7 percent more likely than women to choose HROs that aim to eradicate poverty as the more trustworthy HRO.



4. Recent activity

Among the attributes examined, recent activity of HROs was the least important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.



Brazilians were slightly more likely to choose HROs that provide direct aid and services as more trustworthy than those that raise awareness through public demonstrations and those that meet with government officials to inform policy.

Because this attribute was the least important in Brazilian's decision-making process, the differences between types of activity were very small.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Brazil. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand Brazilian respondents, but the sample used in the study is not representative of the Brazilian population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

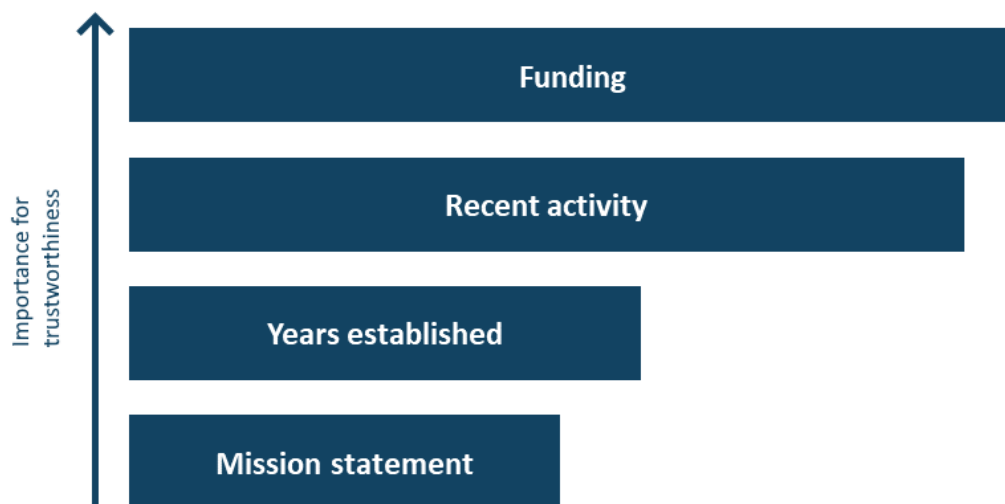
Credibility of Human Rights Organizations: Colombia

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Colombia survey



1. Funding source was the primary driver of perceptions around HROs in Colombia, followed closely by their recent activity. An organization's mission statement and the number of years it has been established were less important factors in respondent's assessments. The source of funding influenced 33 percent of a person's preference of

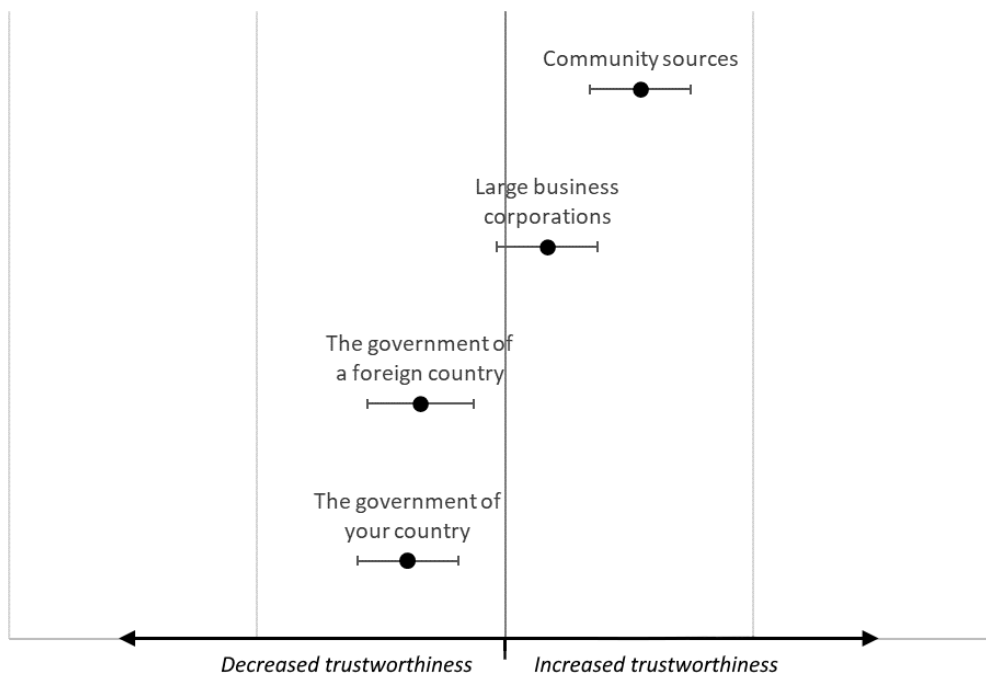
HRO, followed by an HRO's recent activity (31 percent), years established (19 percent), and mission statement (16 percent).

2. Funding through community sources increased trustworthiness of HROs, while government funding, both foreign and domestic, decreased trustworthiness. Most Colombians believed that HROs they interacted with were funded through community sources, while very few believed these HROs were funded by their own government.
3. Providing direct aid and services increased trustworthiness, while meeting with officials to inform policy decreased trustworthiness.
4. Men and women in Colombia do not substantially diverge in their perceptions of trustworthiness of HROs across most attributes. With regard to mission statements, however, women are approximately 8 percent more likely than men to choose HROs that aim to increase women's economic empowerment as the more trustworthy HRO.
5. As years established increased, so did trustworthiness of HROs.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the Colombian government, and foreign governments.



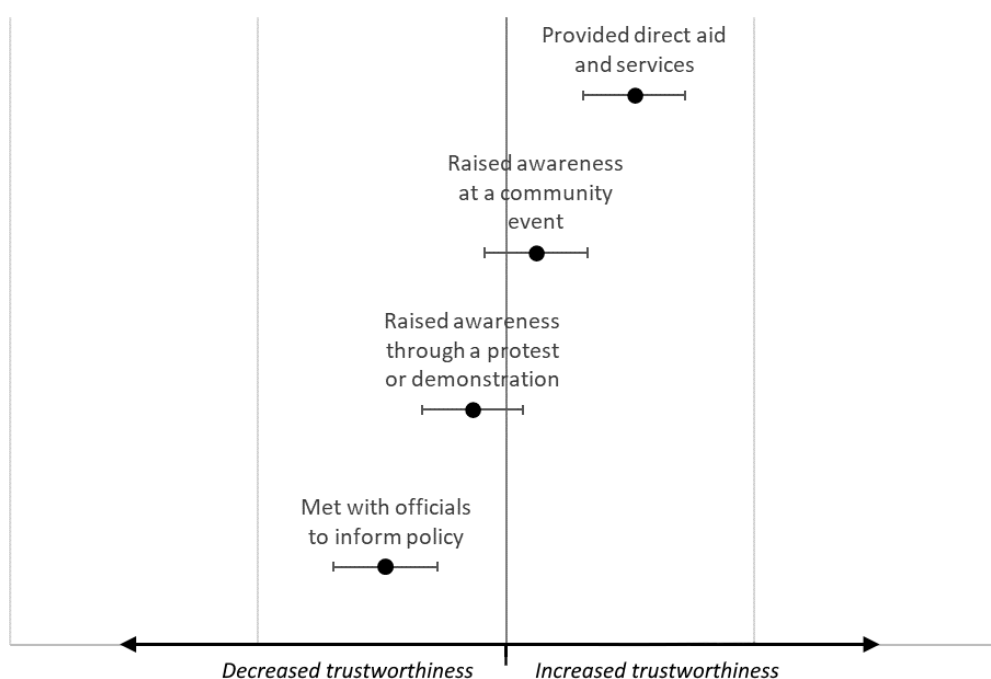
When choosing the more trustworthy of two comparable HROs, Colombian respondents typically chose HROs funded by community sources and those funded by large business corporations as the more trustworthy HROs compared with HROs funded by foreign governments and their own government. Compared with HROs funded through community sources,

Colombians were 8 to 9 percent less likely to choose HROs funded by foreign governments and their own government as the more trustworthy HRO in head-to-head matchups.

To provide additional context, the survey asked Colombians how they think HROs they interacted with are usually funded, and most Colombians believed that HROs are funded through community or international sources. It also asked Colombians about their perceptions of government and civil society institutions, and more than 90 percent of respondents thought that at least “some of them” are corrupt, with just over 40 percent thinking that “most of them” are corrupt.

2. Recent activity

Among the attributes examined, recent activity of HROs was the second most important attribute driving decisions around trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.

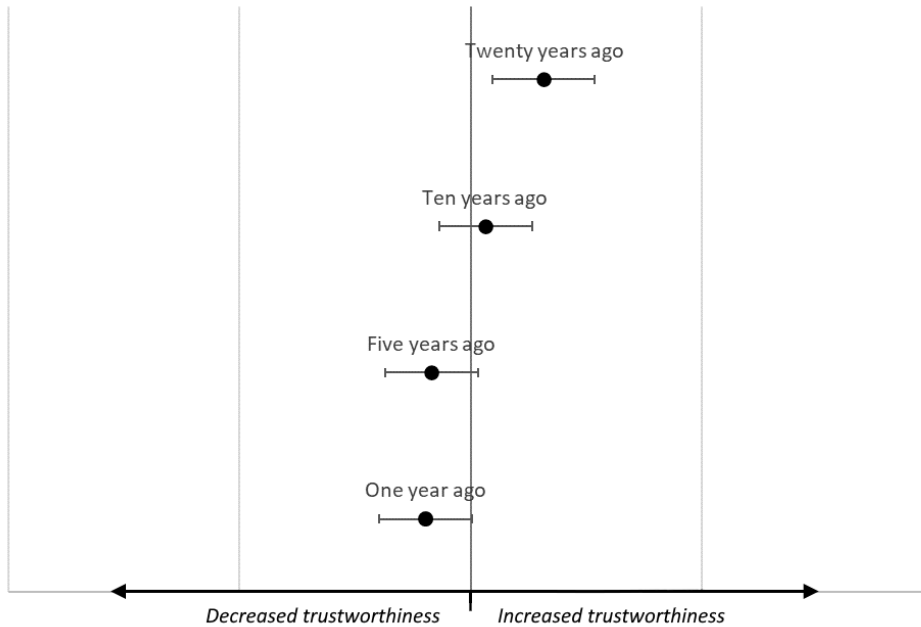


HROs that provide direct aid and services were the most likely to be chosen as trustworthy in head-to-head matchups, while those who meet with government officials to inform policy were the least likely to be chosen. Colombians were 10 percent more likely to choose HROs that provide direct aid than those that meet with officials to inform policy.

Most of the Colombian respondents had little interaction with HROs. Two-thirds of them responded either “never” or “rarely” when asked how frequently they interacted with HROs. The survey found that most Colombians engage with HROs through reading HRO awareness materials, and very few engage with HROs through signing petitions or direct aid and services.

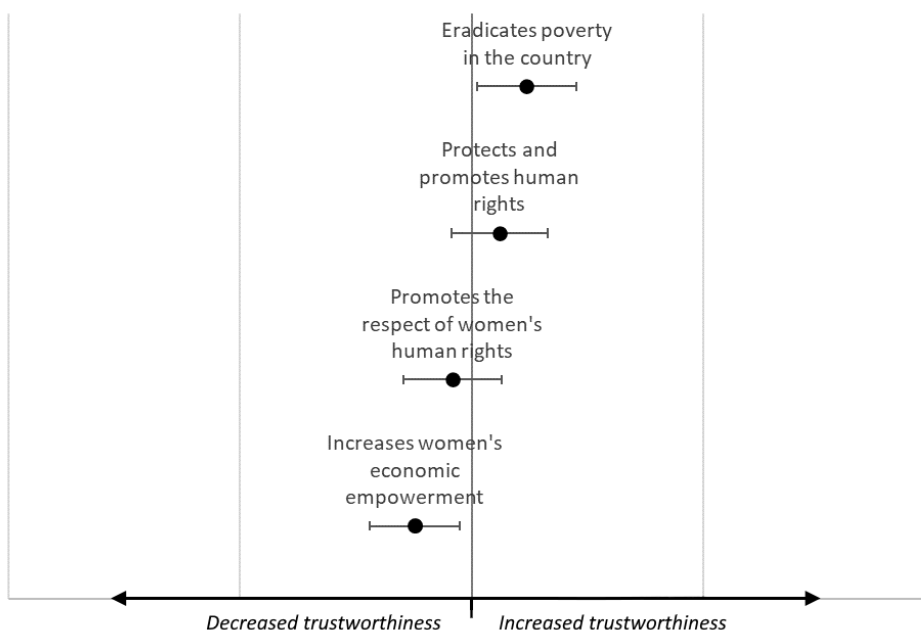
3. Years established

Age of an HRO was the third-most important factor for Colombian respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.



Colombians tended to choose older HROs as the more trustworthy HRO when compared with younger HROs, but the differences were very small. HROs that are 20 years old were more likely to be chosen as trustworthy in head-to-head matchups; however, respondents were at most only 5 percent more likely to choose the 20-year-old organization compared with a younger one.

4. Mission statement



Mission statement was the least important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women's human rights, protects and promotes human rights, increases women's economic empowerment, and eradicates poverty in the country.

Colombians did not seem to have a strong preference when it came to mission statements. Eradication of poverty slightly increased the likelihood of an HRO being chosen as more trustworthy, while increasing women's economic empowerment slightly decreased the likelihood of an HRO being chosen. While men and women in Colombia typically did not diverge in their perceptions of trustworthiness, women were about 8 percent more likely than men to think that HROs that aim to increase women's economic empowerment are more trustworthy.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Colombia. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand Colombian respondents, but the sample used in the study is not representative of the Colombian population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

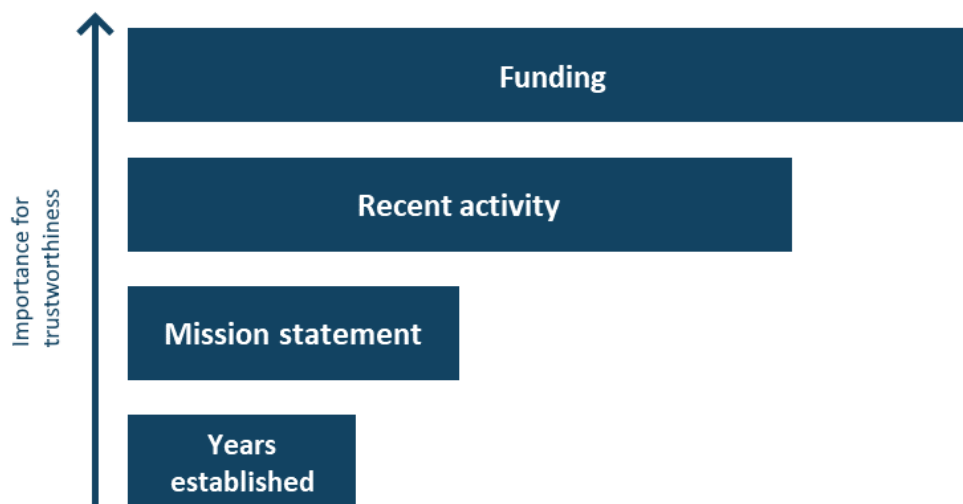
Credibility of Human Rights Organizations: Indonesia

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Indonesia survey



1. Funding source and recent activity were the main drivers of respondents' perceptions around HROs in Indonesia. An organization's mission statement and the number of years established were less important factors in respondents' assessments. Considered together, an HRO's source of funding and recent activity influenced 73

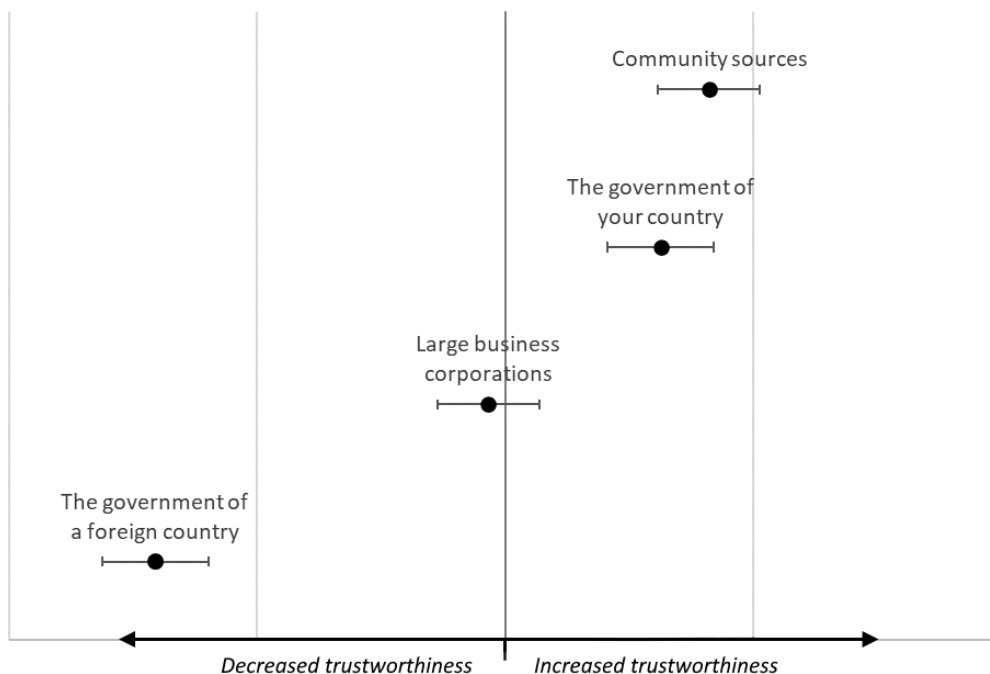
percent of a person's preference of HRO. This is followed by an HRO's mission statement (16 percent) and years established (11 percent).

2. Providing direct aid and services increased the trustworthiness of HROs, while meeting with officials to inform policy and raising awareness through public demonstrations decreased trustworthiness.
3. Funding by foreign governments greatly decreased trustworthiness, while funding from community sources and the Indonesian government increased trustworthiness. Most of the Indonesian respondents think that HROs with which they interact are funded through community sources, while few think they are funded internationally.
4. Eradicating poverty is the mission statement with the highest likelihood of being chosen in head-to-head matchups by Indonesian respondents.
5. Older HROs were seen as more trustworthy than younger HROs.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the second-most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the Indonesian government, and foreign governments.

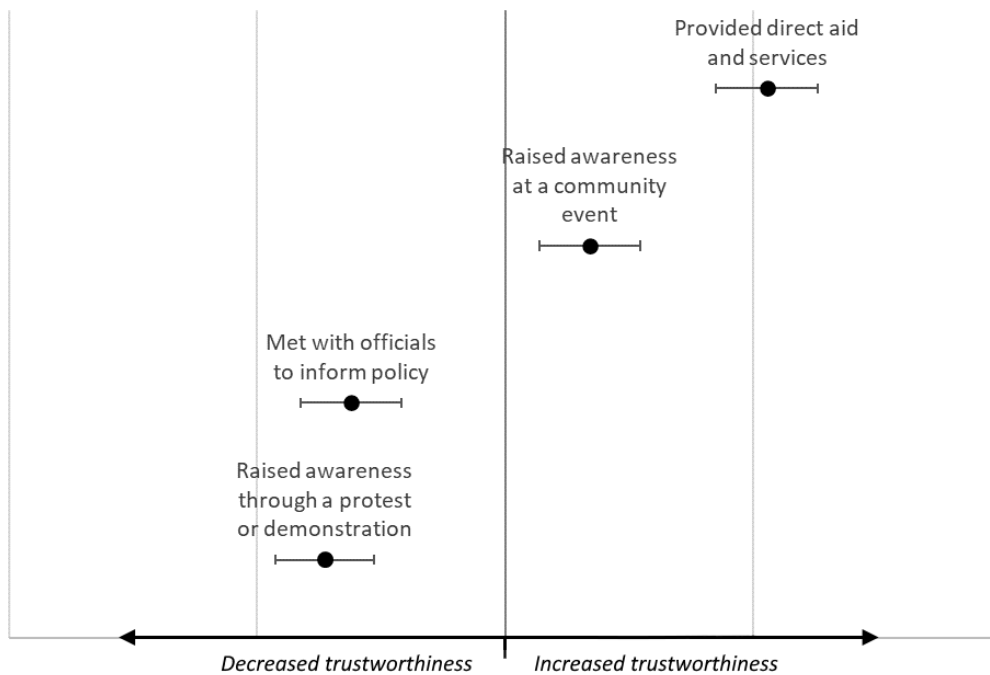


When choosing the more trustworthy of two comparable HROs, HROs funded by foreign governments were the least likely to be chosen compared with HROs funded through different means, while those funded by community sources and the Indonesian government were seen as the most trustworthy. Compared with HROs funded by foreign governments, Indonesians were 13 percent, 20 percent, and 22 percent more likely to choose HROs funded by large business corporations, the Indonesian government, and community sources, respectively.

To provide additional context, the survey asked Indonesians how they think HROs they interacted with are usually funded, and most thought that HROs are funded through community sources, while few thought they are funded by international sources. The survey also asked about their perceptions of government and civil society institutions, and a majority of respondents thought that at least some of them were corrupt.

2. Recent activity

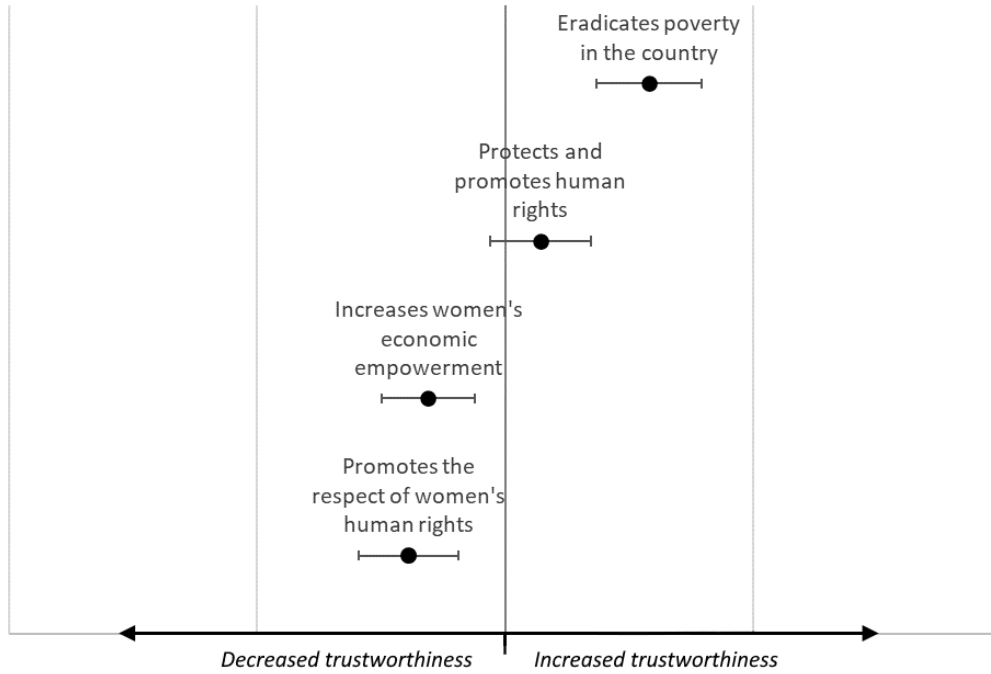
Among the attributes examined, recent activity of HROs was the most important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.



3. Mission statement

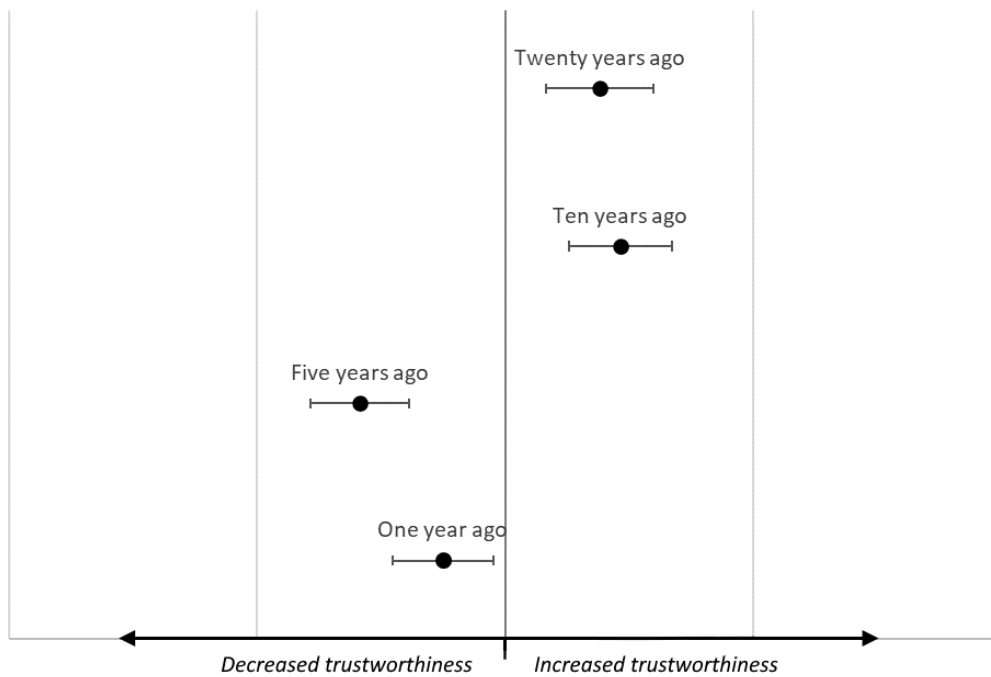
Mission statement was the third-most important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.

Eradicating poverty is seen as the most trustworthy mission statement by Indonesian respondents. Compared with this mission statement, Indonesians were 5 percent, 9 percent, and 10 percent less likely to choose HROs promoting human rights, increasing women’s economic empowerment, and promoting respect of women’s human rights as the more trustworthy HRO, respectively.



4. Years established

Age of HRO was the least important factor for Indonesian respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.



Regarding HROs' age, Indonesians were more likely to choose older HROs in head-to-head matchups than younger HROs.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Indonesia. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand Indonesian respondents, but the sample used in the study is not representative of the Indonesian population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

Credibility of Human Rights Organizations: Philippines

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Philippines survey



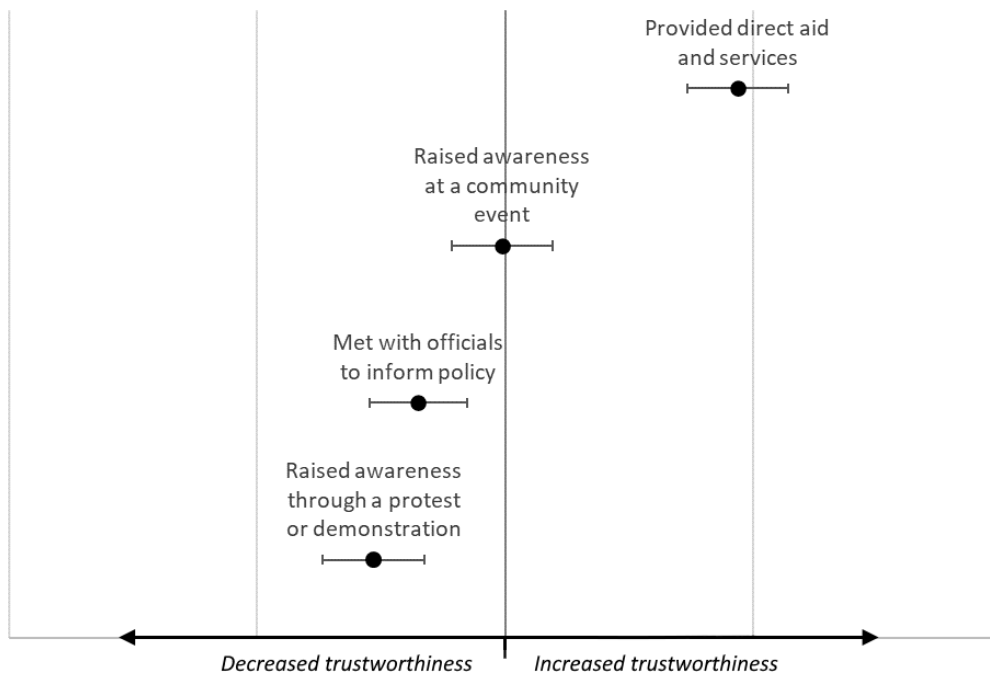
1. An HRO's recent activity was by far the primary driver of people's perceptions around HROs in the Philippines. An organization's mission statement, funding source, and the number of years established were less important factors in respondent's assessments. Recent activity influenced 35 percent of a person's preference of HRO, followed by mission statement (25 percent), funding source (22 percent), and years established (18 percent).

2. HROs that provide direct aid and services were more likely to be chosen in head-to-head matchups than all other types of activities.
3. Filipinos thought that HROs with a mission statement of increasing women's economic empowerment were less trustworthy than HROs with all other mission statements.
4. Community sources and government funding increased trustworthiness, while funding by large business corporations and foreign governments decreased trustworthiness.
5. HROs that were established 10 or 20 years ago were more likely to be seen as trustworthy, while more recently established HROs were less likely to be seen as trustworthy.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Recent activity

Among the attributes examined, recent activity of HROs was the most important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.

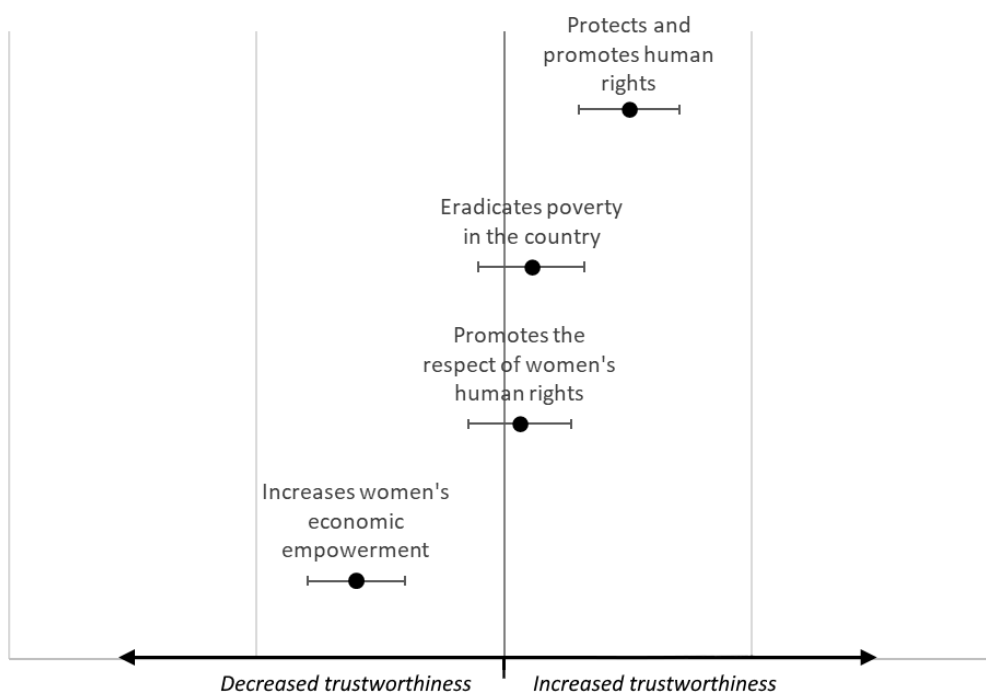


HROs that provide direct aid and services were by far the most likely to be chosen in head-to-head matchups with HROs of any other activity type. Compared with this activity, Filipino respondents were 9 percent, 13 percent, and 14 percent less likely to choose HROs raising awareness through community events, meeting with officials to inform policy, and raising awareness through peaceful protests or public demonstrations as the more trustworthy HRO, respectively.

The survey found that most Filipinos engaged with HROs through attending HRO events, reading HRO awareness materials, and participating in direct aid and services. They were almost three times as likely to engage with HROs in these ways than signing an HRO petition.

2. Mission statement

Mission statement was the second-most important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.

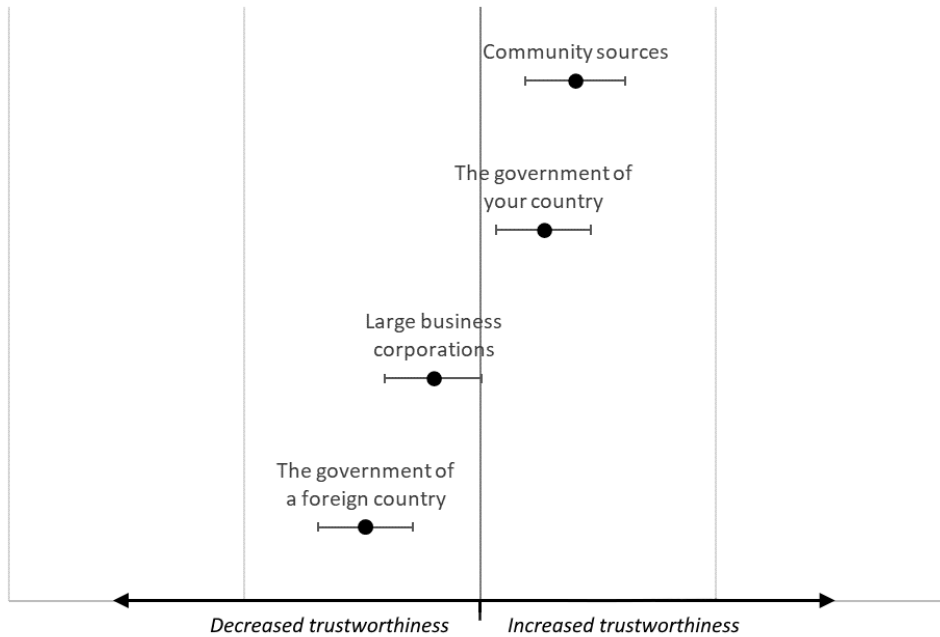


HROs with a mission statement of increasing women’s economic empowerment were the least likely to be chosen in head-to-head matchups of all the tested mission statements. Filipinos were most likely to choose HROs that protect human rights. Compared with women’s economic empowerment, Filipino respondents were 7 percent, 7 percent, and 11 percent more likely to choose HROs promoting respect of women’s human rights, eradicating poverty, and protecting human rights as the more trustworthy HRO, respectively.

3. Funding

Among the attributes examined in the survey, funding was the third-most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the government of the Philippines, and foreign governments.

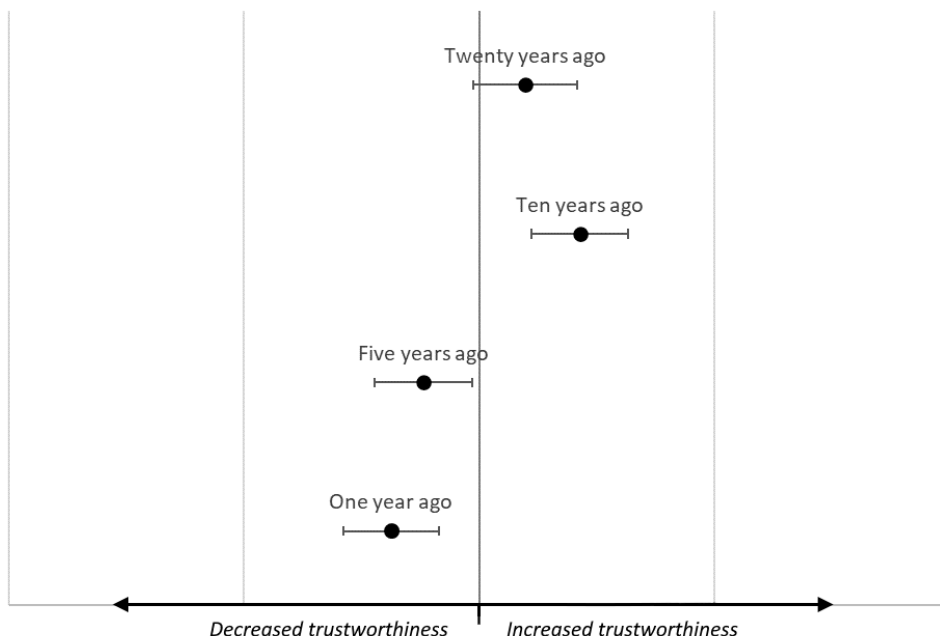
When choosing the more trustworthy of two comparable HROs, Filipino respondents were slightly more likely to choose HROs funded by community sources and their own government than large business corporations and foreign governments.



Compared with funding by community sources or their own government, Filipinos were 5 to 10 percent less likely to choose HROs funded by large business corporations and foreign governments. For additional context, the survey asked Filipinos how they think HROs they interacted with are usually funded and found that most thought these HROs are funded through community sources. It also asked Filipinos about their perceptions of government and civil society institutions, and more than 90 percent of respondents thought that at least “some of them” are corrupt.

4. Years established

Age of HRO was the least important factor for Filipino respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years. Regarding HROs’ age, Filipinos were slightly more likely to choose older HROs as the more trustworthy HRO than younger HROs.



Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including the Philippines. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand Filipino respondents, but the sample used in the study is not representative of the Filipino population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

Credibility of Human Rights Organizations: Poland

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Poland survey



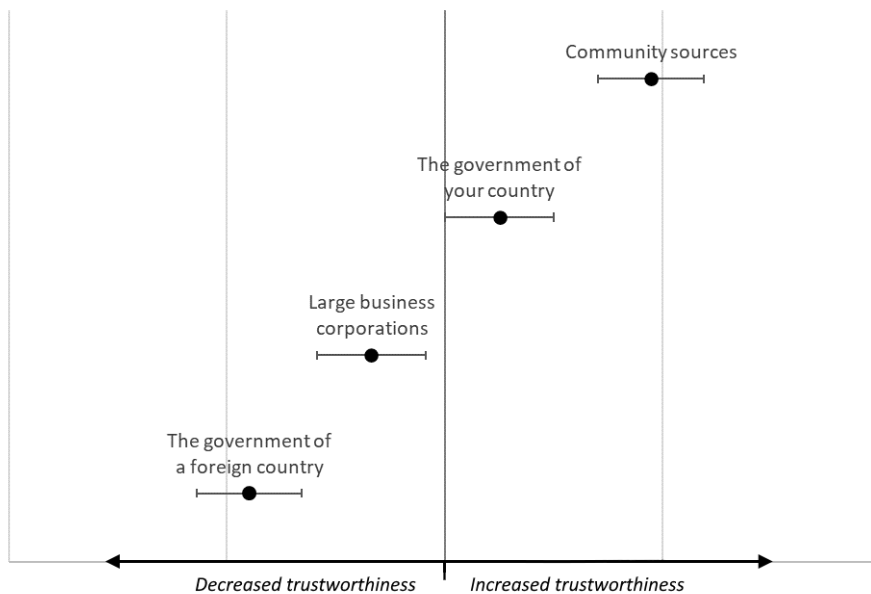
1. Funding source was the primary driver of people's perceptions around HROs in Poland, followed closely by their recent activity and mission statement. An organization's funding source influenced 29 percent of a person's perception of an HRO's trustworthiness, followed by recent activity (28 percent) and mission statement (27 percent). Years established (17 percent) was the least important attribute.

2. Funding by community sources increased trustworthiness of HROs, while foreign government funding decreased trustworthiness. Most Polish respondents believed that HROs are funded through community sources, while few think they are funded by international sources.
3. Providing direct aid and services increased trustworthiness, while all other activity types decreased trustworthiness or had no effect.
4. Mission statements that include eradicating poverty or promoting human rights increased trustworthiness, while mission statements that include increasing women's economic empowerment decreased trustworthiness. Compared with men, women were about 4 percent and 8 percent more likely to choose HROs that aim to promote women's human rights and increase women's economic empowerment, respectively, as the more trustworthy HRO.
5. Older HROs were seen as more trustworthy, while younger HROs were seen as less trustworthy.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey experiment, funding was the most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the Polish government, and foreign governments.

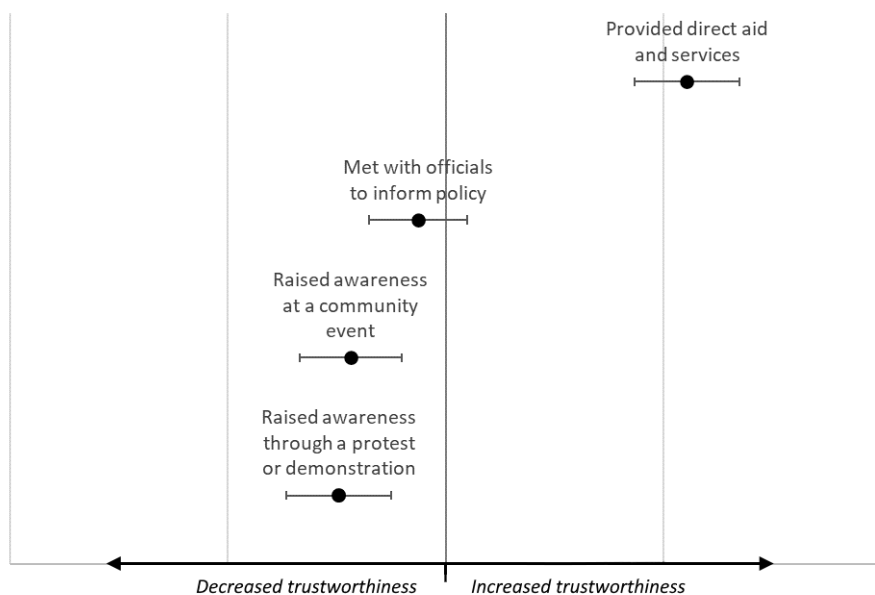


When choosing the more trustworthy of two comparable HROs, Polish respondents were most likely to choose HROs funded by community sources, followed by those funded by their own government and then large business corporations. Among funding models, HROs funded by foreign governments were the least likely to be chosen. Compared with HROs funded by community sources, Polish respondents were 6 percent, 12 percent, and 18 percent less likely to choose HROs funded by their own government, large business corporations, and foreign governments, respectively, as the more trustworthy HRO in head-to-head matchups.

To provide additional context, the survey asked Polish respondents how they think HROs they interacted with are usually funded and found that most thought HROs are funded through community sources, while very few thought they are funded by international sources. It also asked respondents about their perceptions of government and civil society institutions, and more than 80 percent of respondents thought that at least “some of them” are corrupt. Of all the government institutions, Polish respondents thought that their current ruling party represented them the least.

2. Recent activity

Among the attributes examined, recent activity of HROs was the second-most important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.

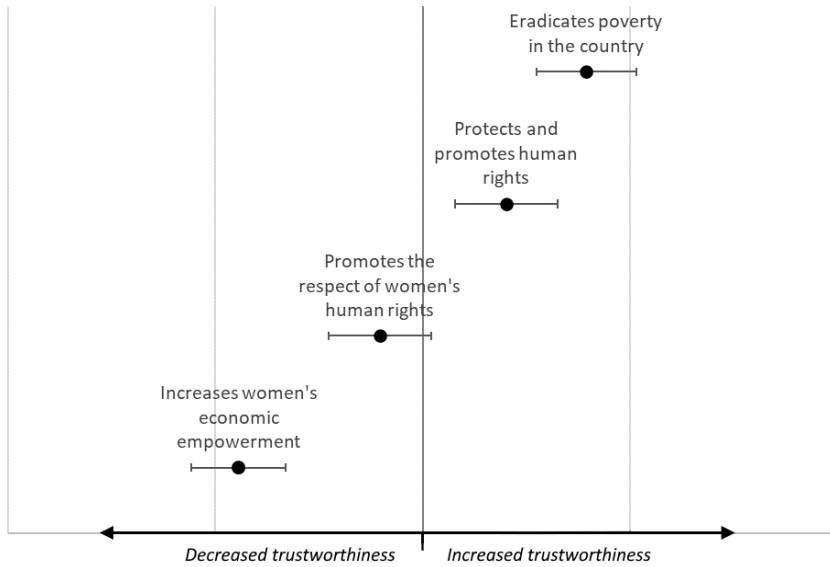


Compared with other activities, HROs that provide direct aid and services were by far the most likely to be chosen as the more trustworthy HRO in head-to-head matchups. Polish respondents did not have a strong preference between the rest of the activities. Those who meet with government officials to inform policy were the least likely to be chosen as the more trustworthy HRO. Compared with providing direct aid and services, Polish respondents were 12 percent, 15 percent, and 16 percent less likely to choose HROs meeting with government officials to inform policy, raising awareness through community events, and raising awareness through peaceful protests or public demonstrations, respectively.

Most of the Polish respondents had little interaction with HROs. Almost three-quarters of them responded either “never” or “rarely” when asked how frequently they interacted with HROs. The survey found that Polish respondents were most likely to engage with HROs through reading HRO awareness materials. They were least likely to engage with HROs through direct aid and services. They were almost one-quarter as likely to engage with HROs this way than reading HRO materials.

3. Mission statement

Mission statement was the third-most important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.

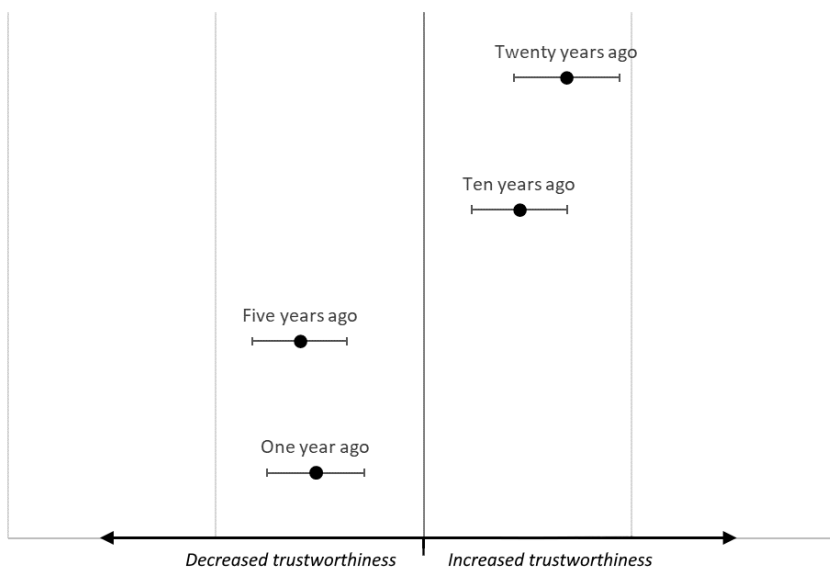


Polish respondents were more likely to choose HROs aiming to eradicate poverty and protect human rights as the more trustworthy HRO than those promoting women’s human rights and economic empowerment. HROs aiming to increase women’s economic empowerment were the least likely to be chosen of all the mission statements. Compared with this mission statement, Polish respondents were 7 percent, 13 percent, and 17 percent more likely to choose HROs aiming to promote respect of women’s human rights, protect human rights, and eradicate poverty, respectively.

Men and women in Poland did not diverge in their perceptions of trustworthiness of HROs significantly, except on the mission statement attribute. Compared with women, men were about 4 percent and 9 percent more likely to choose HROs that aim to protect human rights and eradicate poverty, respectively, as the more trustworthy HRO. Compared with men, women were about 4 percent and 8 percent more likely to choose HROs that aim to promote respect of women’s human rights and increase women’s economic empowerment, respectively, as the more trustworthy HRO.

4. Years established

Age of an HRO was the least important factor for Polish respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.



Regarding HROs' ages, Polish respondents were significantly more likely to choose older HROs as more trustworthy than those that are one and five years old.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Poland. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included 750 Polish respondents, but the sample used in the study is not representative of the Polish population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

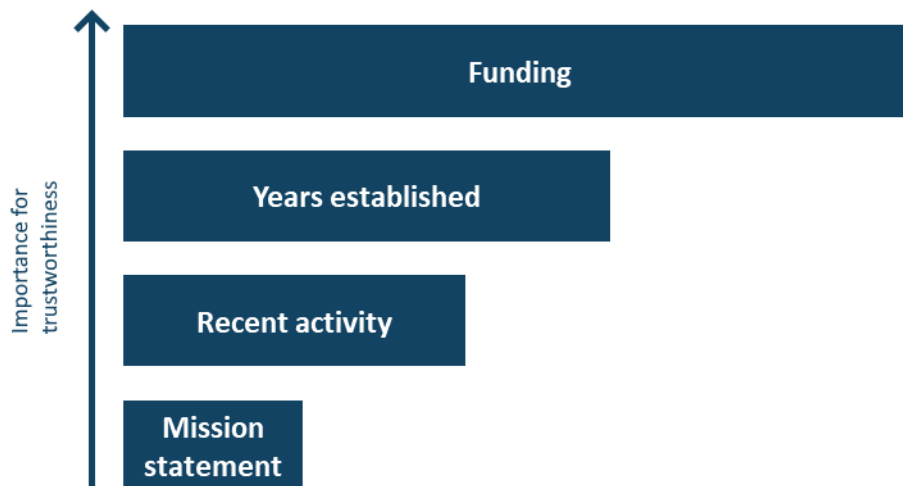
Credibility of Human Rights Organizations: South Africa

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs’ efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the South Africa survey



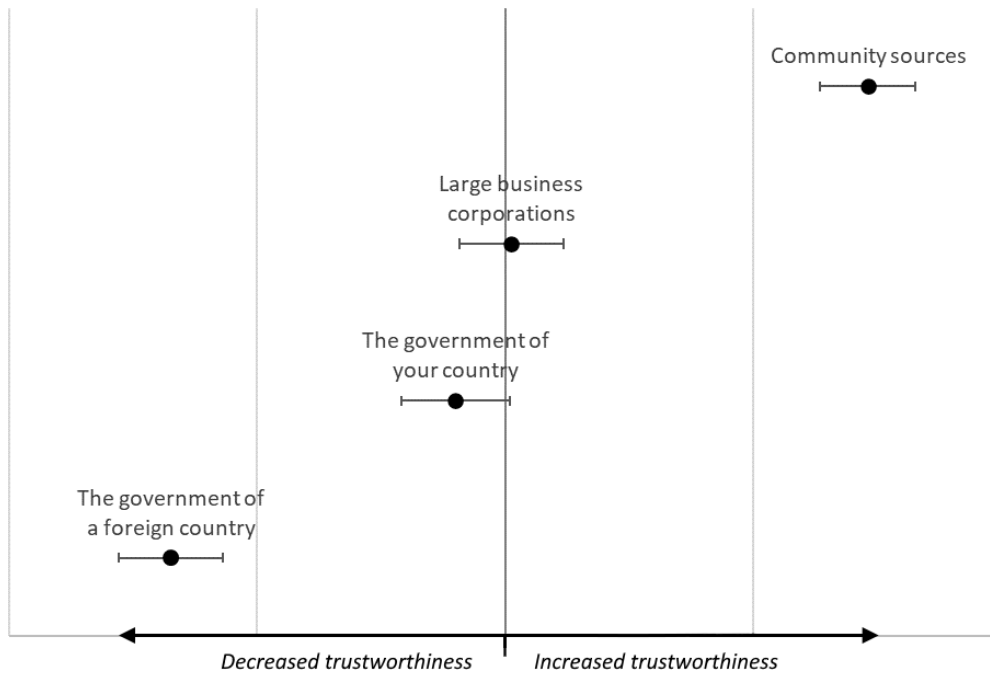
1. Funding was the most important attribute driving respondents’ choices around trustworthiness in head-to-head matchups of HROs, followed by years established. Recent activity and mission statement were the least important attributes.

2. Funding by community sources increased trustworthiness of HROs, while foreign government funding decreased trustworthiness.
3. South African respondents thought that HROs established for 10 and 20 years are significantly more trustworthy than those established for one and five years.
4. Among the recent activities of HROs, providing direct aid and services increased trustworthiness, while meeting with government officials to inform policy decreased trustworthiness.
5. While mission statements that included increasing women's economic empowerment decreased trustworthiness, the mission statement of an HRO was the least important factor in respondents' decision-making, and the differences in trustworthiness between mission statements were small.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the biggest driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the South African government, and foreign governments.



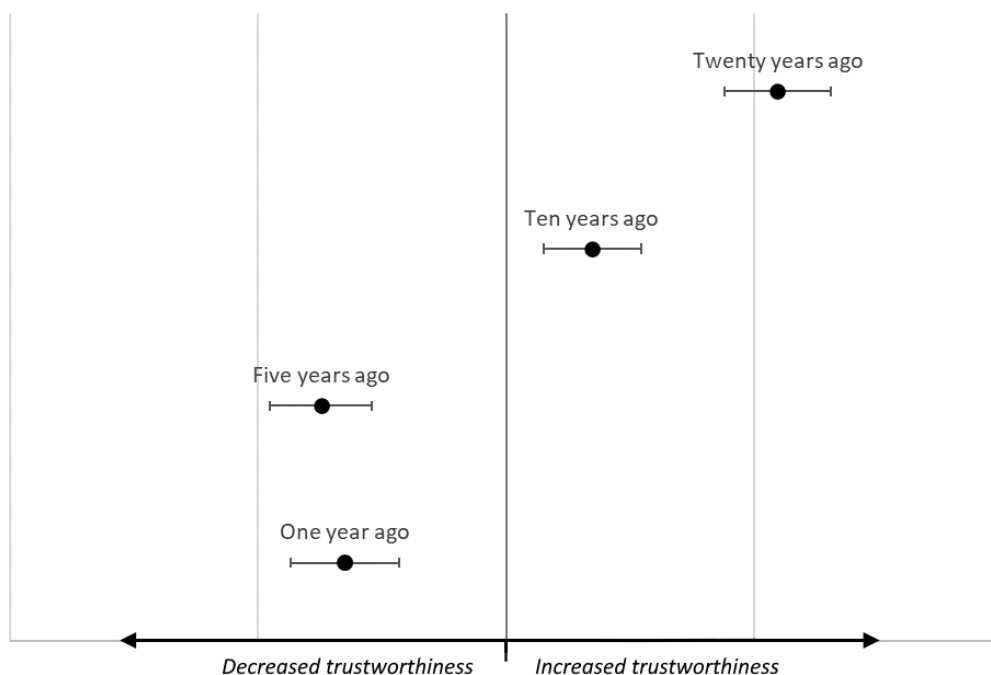
When choosing the more trustworthy of two comparable HROs, South African respondents were more likely to choose HROs funded by community sources and less likely to choose those funded by foreign governments. Compared with HROs funded by community sources, South African respondents were 15 percent, 17 percent, and 28 percent less likely to choose HROs funded by large business corporations, their own government, and foreign governments, respectively.

The survey asked South Africans how they think HROs they interacted with are usually funded and found that most thought HROs are funded through community sources, while only one-in-four thought they are funded through international

sources. It also asked South Africans about their perceptions of government and civil society institutions, and more than 95 percent of respondents thought that at least “some of them” are corrupt.

2. Years established

Age of an HRO was the second-most important factor for South African respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.

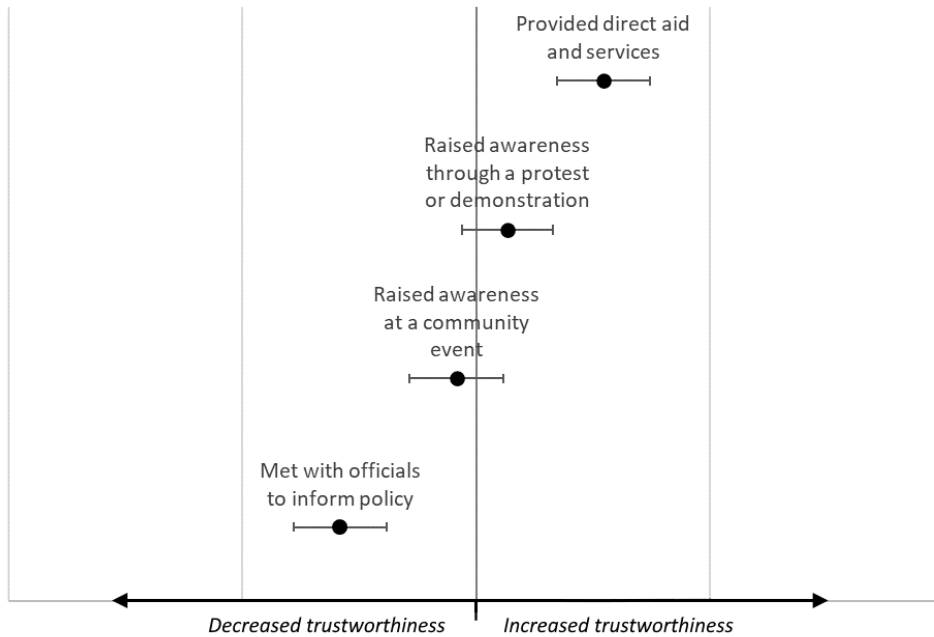


Regarding HROs’ age, South Africans are significantly more likely to choose older HROs as the more trustworthy HRO. Compared to twenty-year-old HROs, respondents were 8 percent less likely to choose ten-year-old HROs as the more trustworthy HRO and 18 percent less likely to choose one- and five-year-old HROs.

3. Recent activity

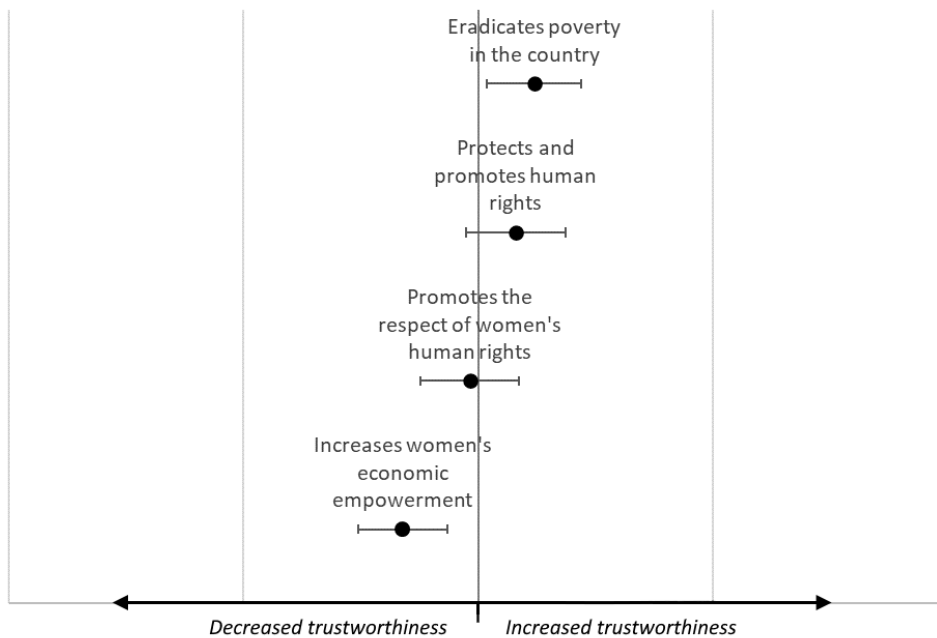
Among the attributes examined, recent activity of HROs was the third-most important attribute driving trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.

Among different activities, HROs that provide direct aid and services were the most likely to be chosen as the more trustworthy HRO, while those who meet with government officials to inform policy were the least likely to be chosen. The survey found that most South Africans engaged with HROs through reading HROs’ awareness materials or attending an HRO’s event, while few engaged with them through direct aid and services.



4. Mission statement

Mission statement was the least important attribute influencing trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.



Among the tested mission statements, HROs that aim to increase women’s economic empowerment were the least likely to be chosen. The differences in perceived trustworthiness between the other mission statements were small.

Men and women in South Africa diverge in their perceptions of trustworthiness of HROs based on the mission statement attribute. Women are about 7 percent more likely than men to choose HROs that aim to increase women’s economic

empowerment as the more trustworthy HRO, while men are about 6 percent more likely than women to choose HROs that aim to eradicate poverty as the more trustworthy HRO. Men are also 7 percent more likely than women to choose HROs that protect and promote human rights as the more trustworthy HRO.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including South Africa. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand South African respondents, but the sample used in the study is not representative of the South African population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

Credibility of Human Rights Organizations: Turkey

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term “nongovernmental organization” or its acronym “NGO” based on the assumption that it is more commonly understood and used.

Key takeaways from the Turkey survey



1. Funding source was the primary driver of people's perceptions around HROs in Turkey. This was followed by an HRO's mission statement and number of years established, which had similar levels of influence. An organization's recent activity was the least important factor in respondents' assessments. The source of funding influenced 34

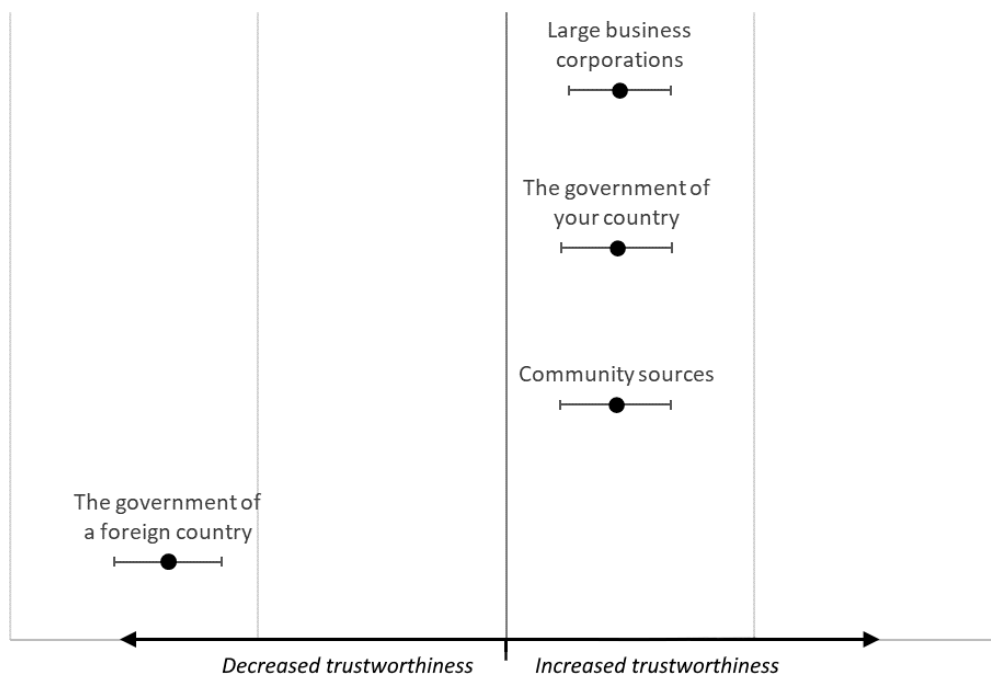
percent of a person's preference of HRO, followed by an HRO's mission statement (25 percent), years established (24 percent), and recent activity (17 percent).

2. Foreign government funding substantially decreased trustworthiness of HROs among survey respondents.
3. Turkish respondents overall were far less likely to choose HROs aiming to increase women's economic empowerment as the more trustworthy HRO in head-to-head matchups with HROs with other mission statement attributes. Turkish women, however, were about 11 percent more likely than men to choose HROs that aim to increase women's economic empowerment as the more trustworthy HRO in head-to-head matchups.
4. Being established for one year significantly decreased the trustworthiness of HROs compared with HROs of all other ages.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the most prominent driver of trustworthiness. The survey varied funding across four levels: community sources of, large business corporations, the Turkish government, and foreign governments.

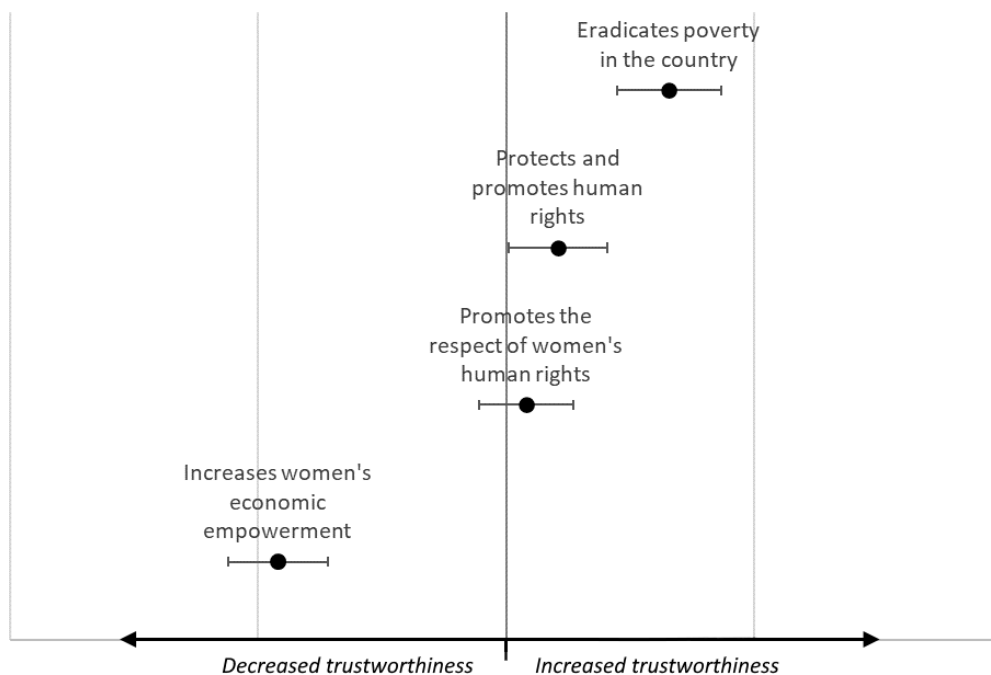


When choosing the more trustworthy of two comparable HROs, Turkish respondents were least likely to choose HROs funded by foreign governments. The results showed no preference between the other three sources of funding.

For additional context, the survey asked Turkish respondents how they think HROs they interacted with are usually funded and found that most thought HROs are funded through community sources, while fewer thought HROs are funded by international sources. It also asked Turkish respondents about their perceptions of government and civil society institutions, and more than 80 percent of respondents thought that at least "some of them" are corrupt.

2. Mission statement

Mission statement was the second-most important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.



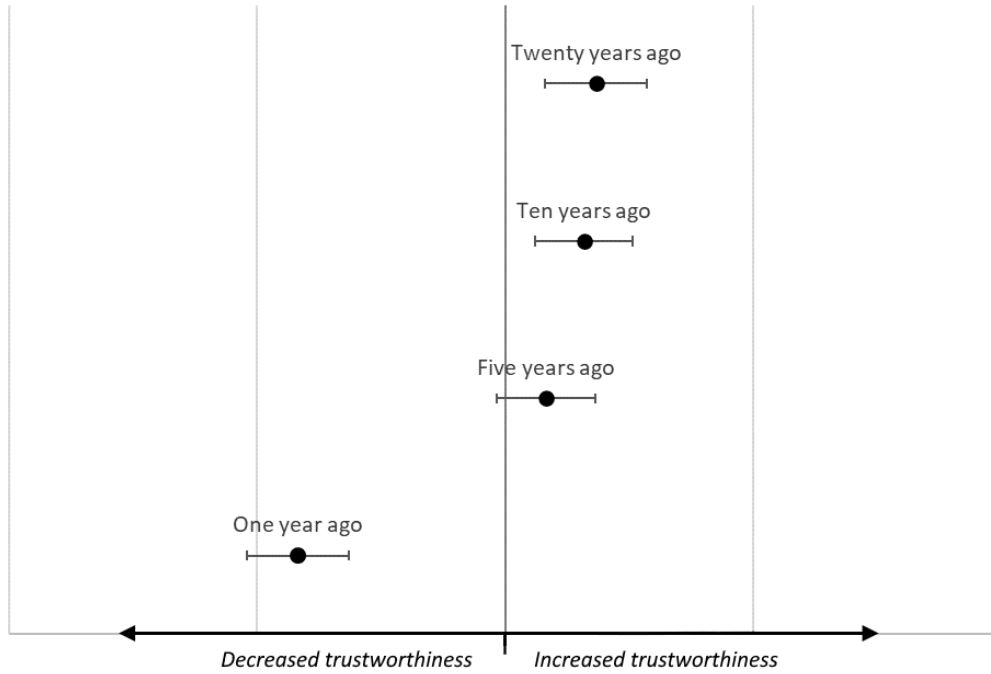
Turkish respondents were far less likely to choose HROs aiming to increase women’s economic empowerment as the more trustworthy HRO in head-to-head matchups. Compared with this mission statement attribute, respondents were between 10 and 20 percent more likely to choose HROs aiming to promote the respect of women’s human rights, protect and promote human rights, and eradicate poverty. Eradication of poverty was seen as the most trustworthy mission statement.

Mission statement was the one attribute on which men and women in Turkey diverged in their perceptions of trustworthiness of HROs. Women were about 11 percent more likely than men to choose HROs that aim to increase women’s economic empowerment as the more trustworthy HRO in head-to-head matchups. Men were about 7 percent more likely than women to choose HROs that aim to eradicate poverty.

3. Years established

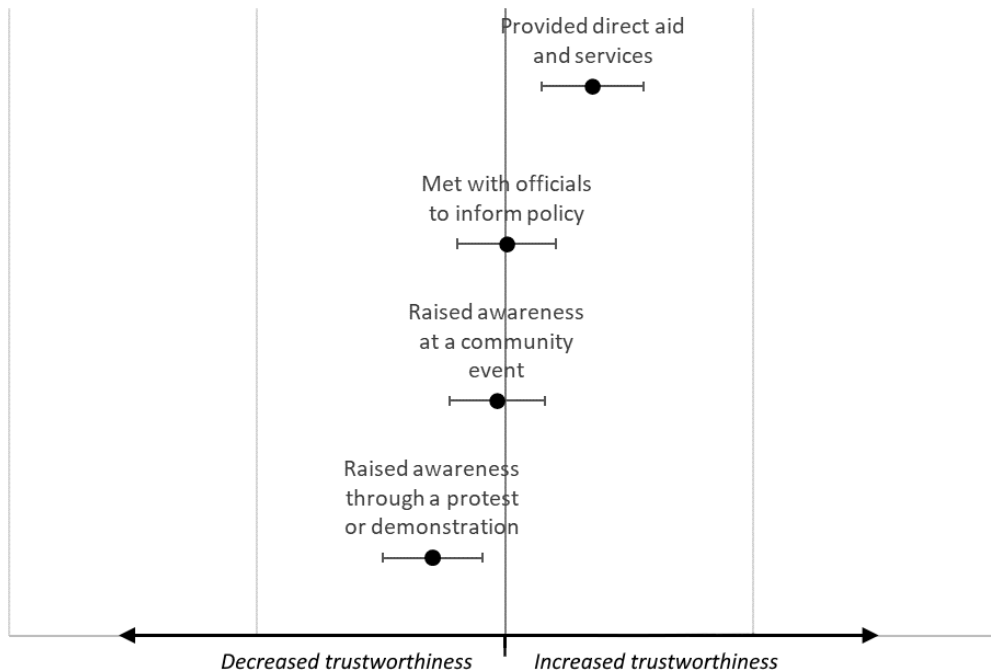
Age of HRO was the third-most important factor for Turkish respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.

Turkish respondents were significantly less likely to choose HROs that have been established for one year as more trustworthy compared with older HROs. Otherwise, Turkish respondents did not show a strong preference for HROs based on this attribute.



4. Recent activity

Among the attributes examined, recent activity of HROs was the least important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.



While Turkish respondents did not express strong preferences among HROs' recent activities, they slightly preferred those that provide direct aid and services to those that raise awareness through protests or demonstrations. Respondents were

7 percent more likely to choose HROs providing direct aid and services as the more trustworthy HRO compared with those that raise awareness through protests or demonstrations.

Most of the Turkish respondents had little interaction with HROs. Almost two-thirds of them responded either “never” or “rarely” when asked how frequently they interacted with HROs. The survey found that Turkish respondents were most likely to engage with HROs through reading HROs’ awareness materials, and they were least likely to engage with HROs through signing an HRO’s petition.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Turkey. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included one thousand Turkish respondents, but the sample used in the study is not representative of the Turkish population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.

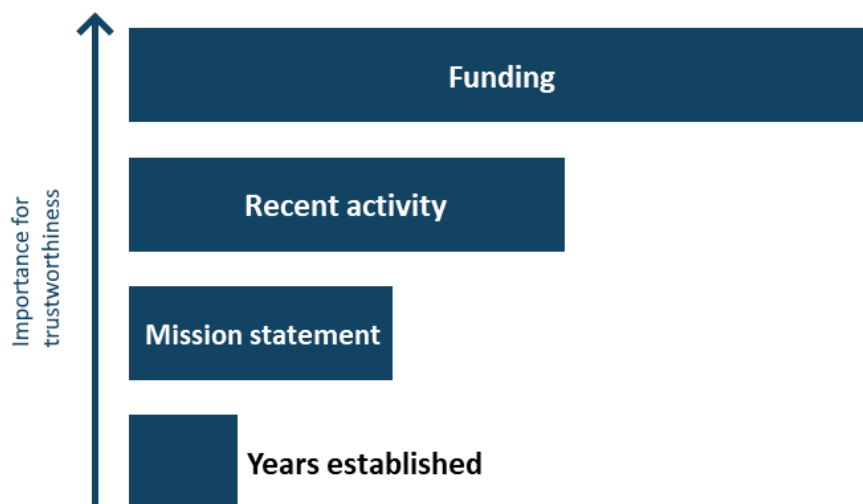
Credibility of Human Rights Organizations: Venezuela

Overview

As attacks on human rights organizations (HROs) increase, it is imperative for them to establish and nurture local support networks to sustain their vital work and continue advancing global rights, even amid a dwindling space for civic engagement. Despite the important role of nongovernmental organizations (NGOs), many people perceive them as having hidden agendas, not genuinely representing local interests, or potentially being corrupt. This perception significantly hampers HROs' efforts to broaden their constituencies. Consequently, Freedom House conducted a multi-country survey to identify specific attributes that shape public perceptions of HROs in Africa, Asia, Eurasia, and Latin America.

Freedom House structured the survey to detect the attributes of HROs that drive public perception in ways that mimic real-world choices. Individual respondents were shown two profiles of hypothetical HROs that varied across four attributes: funding source, recent activities, mission statement, and year established. In this head-to-head matchup, Freedom House asked respondents to choose which of the two HROs they thought was more trustworthy based only on the attributes listed for those HROs. Analyzing the results allowed Freedom House to determine which attributes were more important for respondents in determining trustworthiness and, for each attribute, the values that enhanced or decreased trustworthiness of HROs. While the focus of the study was human rights organizations, the survey used the term "nongovernmental organization" or its acronym "NGO" based on the assumption that it is more commonly understood and used.

Key takeaways from the Venezuela survey



1. Funding source was the primary driver of people's perceptions around HROs, followed by recent activity. An organization's mission statement and the number of years it has been established were less important factors in respondents' assessments. The source of funding is by far the attribute that had the most impact on whether a respondent perceived an HRO as trustworthy. This attribute influenced 48 percent of a person's preference of

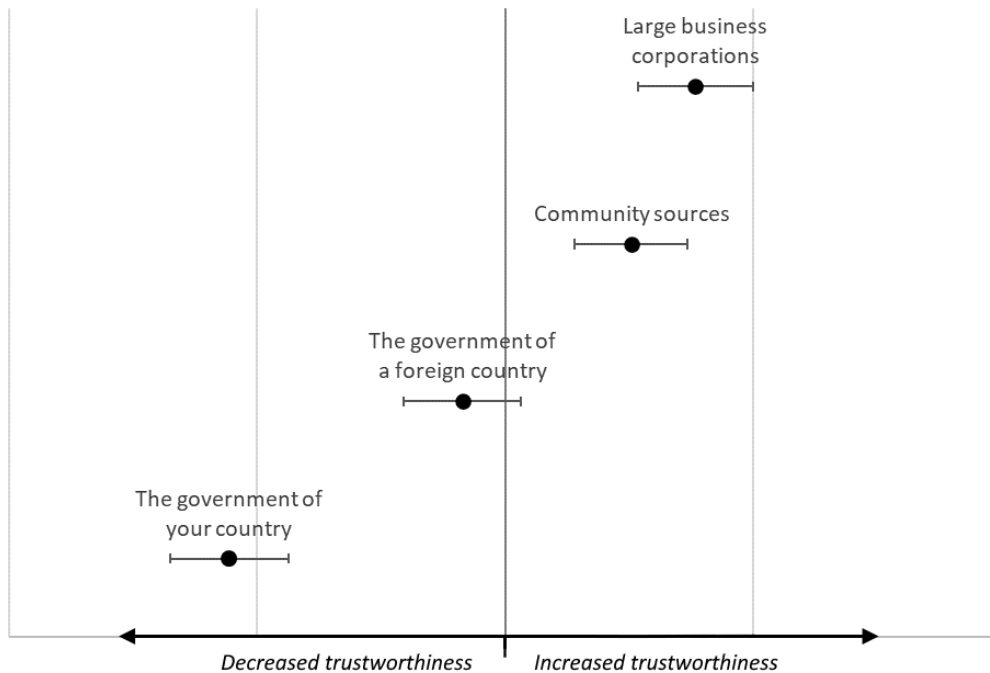
HRO, followed by an HRO's recent activity (28 percent), mission statement (17 percent), and years established (7 percent).

2. Among funding sources, funding by business corporations and communities increased trustworthiness, while funding by the Venezuelan government decreased trustworthiness. Most Venezuelans believed that the HROs they interacted with are funded through community and international sources, while very few thought they are funded by their own government.
3. Providing direct aid and services and raising awareness at community events increased trustworthiness, while meeting with government officials to inform policy and raising awareness through protests or demonstrations decreased trustworthiness.
4. Venezuelan respondents did not have a strong preference between different mission statements.
5. When comparing HROs of different ages, HROs that have been established for ten years were much less likely to be chosen as the more trustworthy HRO in head-to-head matchups. Venezuelans were more likely to choose HROs that have been established for one year and twenty years.

Ranked attributes that affect the perception of trustworthiness of HROs

1. Funding

Among the attributes examined in the survey, funding was the most prominent driver of trustworthiness. The survey varied funding across four levels: community sources, large business corporations, the Venezuelan government, and foreign governments.

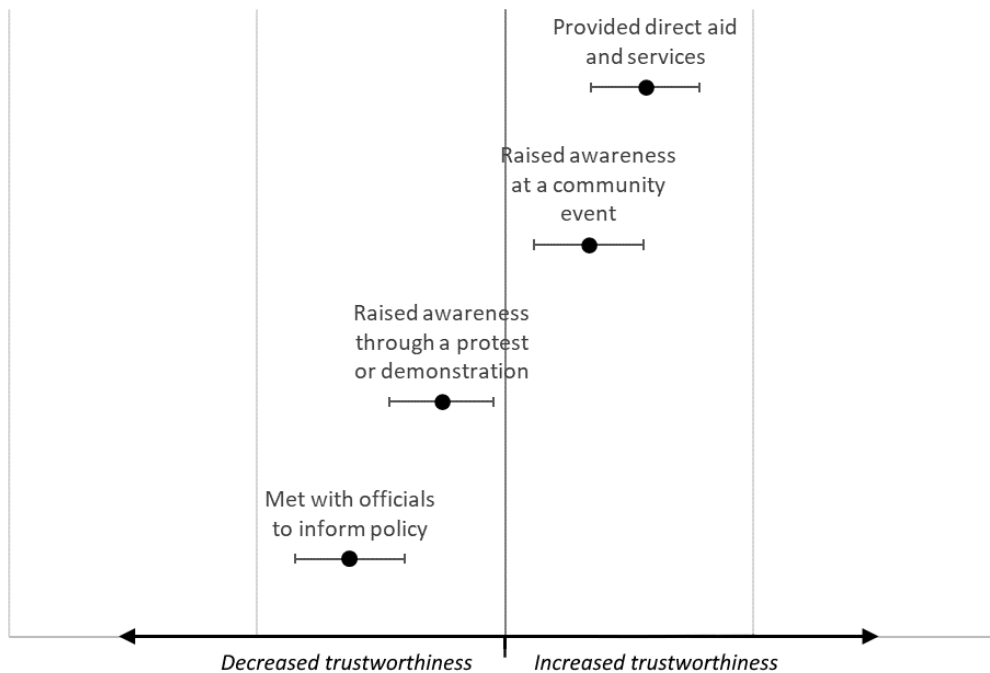


When choosing the more trustworthy of two comparable HROs, Venezuelans were more likely to choose HROs funded by large business corporations or community sources over those funded by foreign governments or their own government. Compared with large business corporations, Venezuelans were 19 percent less likely to choose HROs funded by their own government as the more trustworthy HRO in the head-to-head matchups.

To provide additional context, the survey asked Venezuelans how they think HROs they interacted with are usually funded and found that most thought are funded through community (46 percent) and international (43 percent) sources, while very few thought they are funded by their own government. The survey also asked Venezuelans about their perceptions of government and civil society institutions, and a majority of respondents thought that either “most of them” or “all of them” are corrupt.

2. Recent activity

Among the attributes examined, recent activity of HROs was the second-most important attribute driving decisions on trustworthiness. Along this dimension, the HROs shown to respondents provided direct aid and services, raised awareness at community events, raised awareness through hosting peaceful protests or public demonstrations, or met with government officials to inform policy.

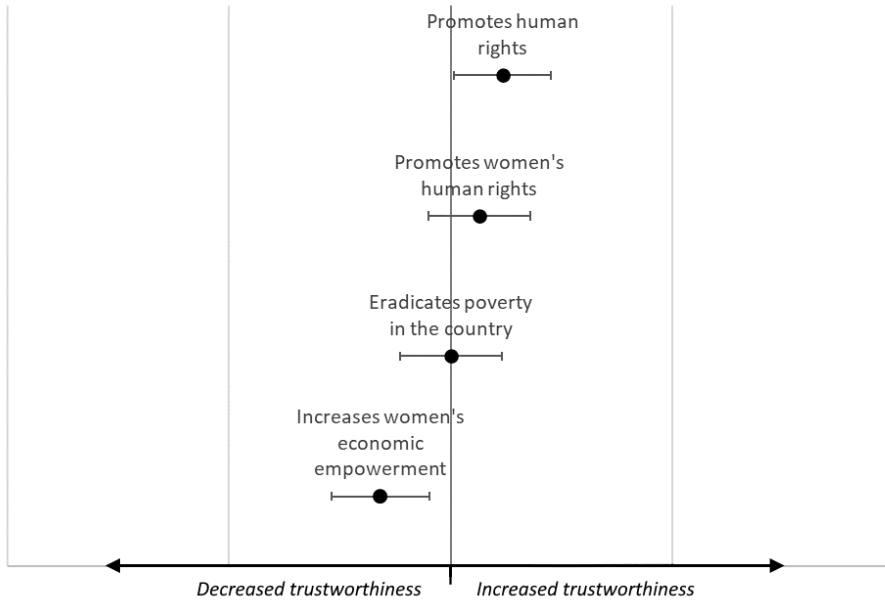


HROs that provide direct aid and services or raise awareness at community events were more likely to be chosen in head-to-head matchups than other types of HRO activity. HROs that met with government officials to inform policy were the least likely to be chosen. Venezuelans were 12 percent more likely to choose HROs that provide direct aid as the more trustworthy HRO compared with those that meet with officials to inform policy.

3. Mission statement

Mission statement was the third-most important attribute influencing perceptions of trustworthiness. The survey varied mission statement across four levels: promotes the respect of women’s human rights, protects and promotes human rights, increases women’s economic empowerment, and eradicates poverty in the country.

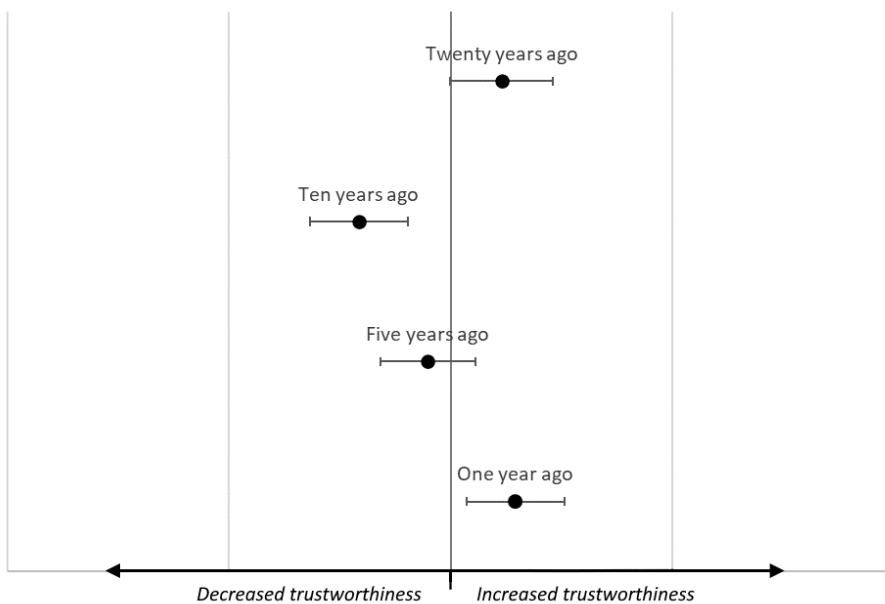
Venezuelan respondents did not have a strong preference between different mission statements. HROs that promote human rights were more likely to be chosen as trustworthy in head-to-head matchups compared with HROs that aim to increase women’s economic empowerment, but the difference was small.



Men and women in Venezuela did not diverge in their perceptions of trustworthiness of HROs significantly, except on the mission statement attribute. Women were nearly 10 percent more likely than men to choose HROs that aim to increase women’s economic empowerment as the more trustworthy HRO, while men were about 5 percent more likely than women to choose HROs that aim to eradicate poverty as the more trustworthy HRO.

4. Years established

Age of HRO was the least important factor for Venezuelan respondents in deciding the trustworthiness of HROs. The survey varied how many years the HRO has been established: one year, five years, ten years, and twenty years.



When comparing HROs of different ages, Venezuelans were more likely to choose HROs that have been established for one year and twenty years. HROs that have been established for ten years were much less likely to be chosen as the more trustworthy HRO in head-to-head matchups.

Methodology

This survey was executed under the Human Rights Support Mechanism (HRSM), a USAID-funded and Freedom House-led Leader with Associates cooperative agreement. HRSM is implemented by the PROGRESS Consortium, a group of five organizations that support and implement human rights programming. To study perceptions of HROs, Freedom House worked with survey vendor Pollfish to conduct an online survey in nine countries, including Venezuela. Freedom House developed this brief as a resource for the consortium; other democracy, human rights, and governance implementers; and USAID Missions.

The survey employed a conjoint experimental design to best understand the attribute-level determinants of public opinion on HROs. A conjoint experiment is a research method used to understand how individuals make choices by presenting them with hypothetical scenarios featuring multiple attributes or features. Participants are asked to select their preferred option from two alternatives, each varying in specific attributes. By analyzing the choices made, researchers can deduce the relative importance of these attributes and how they influence decision-making. In this case, individual survey respondents were asked to judge the profiles of two hypothetical HROs and select the organization that they think is most trustworthy and best reflects the opinions of people like them. Based on conversations with human rights practitioners, the HRSM learning specialist identified several attributes to study in the conjoint experiment: nascency of the organization, funding sources, mission statement, and style of recent activities. By asking people to choose the more trustworthy alternative in head-to-head matchups, HRSM can infer the importance of certain attributes, both alone and in context with one another.

The sample included 845 Venezuelan respondents, but the sample used in the study is not representative of the Venezuelan population. Pollfish collects survey responses through partnership with mobile applications that offer in-app incentives, such as a token in a game or a free yoga class in a fitness application, to respondents in exchange for their participation. While this sample avoids using so-called career survey takers, the sample typically skews younger and urban, as only mobile phone users can participate and surveys should be fewer than 10 questions. Because of these factors, the results may have limited applicability for rural and older populations. Pollfish is compliant with the General Data Protection Regulation and is based in California.