

The Live Aid Legacy

The developing world through British eyes – A research report



Sharing skills • Changing lives

CONTENTS

Foreword - by Mark Goldring, Chief Executive VSO	2
Key findings	3
Research methodology - Who we talked to	4
Research Analysis	
I The Power of the Stereotype	5
II Facing the Reality	9
III Does it matter?	11
Summary	15
The implications for VSO	15
Where to go next - Information sources on the developing world	16
Appendix - NOP full research results	17

ACKNOWLEDGEMENTS

VSO would like to thank all those who gave up their time to participate in this research and contribute to the report, in particular:

Kirsty Boyce and Sam Neill from Directions research & marketing

Jonathan Dimpleby, author, broadcaster and President of VSO; Sorious Samura, documentary film-maker and Insight Films; Jon Snow, Channel 4 broadcaster; Paddy Coulter, Director of the Reuters Foundation at Green College, Oxford; Dr David Keen, Lecturer at Development Studies Institute, London School of Economics and Political Science; and Yaba Badoe, programme maker.

FOREWORD - Mark Goldring, Chief Executive, VSO

VSO volunteers, no matter where they have worked or what their professional skills, are united by one factor - frustration at what they see as Britain's shrinking global view. The volunteer who claimed he knew more about international affairs living on a remote Indonesian island than back in London is not alone. And the most obvious manifestation of this shrinking view is the stereotype – one-dimensional, often negative and uninformed, but strongly-held views about life and people in the developing world.

It is human nature to stereotype. Psychologists say that it is our way of making sense of a very large world. However, we were taken aback by the depth of the stereotypes revealed in this research. Misunderstanding on this level breeds arrogance, fear and inequality in our relationships with other cultures at home and abroad. It also discounts the fact that we will miss out on learning from each other.

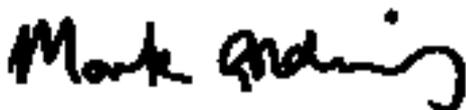
For too long, development agencies and the media have been complicit in promoting an unbalanced picture of third world doom and disaster. We have taken part in an intricate dance that sacrifices the long-term building of a balanced view for the short-term gain of raising funds for or awareness of our work. NGOs cannot survive without the media - and the two have worked together as a powerful force for good - but we must continue to push the boundaries of what is deemed 'interesting' or 'acceptable' to the public. Our research says that they will resent us if we don't.

British citizens will be poorly equipped to cope with the 21st century if we reflect only on the effects of the Bradford riots, for example, and not the causes. For the truth about events such as race riots is that they are not only driven by issues of economics and class, but by a perceived lack of understanding and respect for another culture.

If our openness to other cultures is encouraged, we have every reason to believe that British culture will be more successful in economics, ideas and creativity. But if it is to be increased, not feared, then we need to dispel the stereotypes that hang like a cloud over our relationship with the developing world.

VSO deliberately set out to produce research that would be accessible. We were not to know when we started this project that the question of how much we know or understand other cultures, particularly those from the developing world, would be so immediately relevant. Now, it is clear that this issue does impact on our national security. However hateful the messenger, when Osama Bin Laden claimed that the West will not be safe until the rest of the world has what it has, he articulated an almost undeniable truth.

Everyone wants to be informed to some degree. No one wants to be fundamentally deceived about his or her real position in the world. Is nurturing this grotesque lack of reality a phenomenon of our time? We must ensure that this Live Aid Legacy is not the legacy of our generation.

A handwritten signature in black ink that reads "Mark Goldring". The signature is written in a cursive, slightly slanted style.

KEY FINDINGS

The Live Aid Legacy

- ***Starving children with flies around their eyes:*** 80% of the British public strongly associate the developing world with doom-laden images of famine, disaster and Western aid. Sixteen years on from Live Aid, these images are still top of mind and maintain a powerful grip on the British psyche.
- ***Victims are seen as less human:*** Stereotypes of deprivation and poverty, together with images of Western aid, can lead to an impression that people in the developing world are helpless victims. 74% of the British public believe that these countries “depend on the money and knowledge of the West to progress.”
- ***False sense of superiority and inferiority:*** The danger of stereotypes of this depth and magnitude is the psychological relationship they create between the developed and the developing world, which revolves around an implicit sense of superiority and inferiority.
- ***Powerful giver and grateful receiver:*** The Live Aid Legacy defines the roles in our relationship with the developing world. We are powerful, benevolent givers; they are grateful receivers. There is no recognition that we in Britain may have something to gain from the relationship.
- ***Confidence in out-of-date knowledge:*** Researchers remarked on the respondents' confidence in such one-dimensional images. British consumers are not hesitating or seeking reassurance for their views. Unconsciously accumulated images of the developing world have led to a certainty on the part of consumers that they have all the facts.

Anger and Blame

- ***Anger at being conned:*** When consumers are presented with an alternative view of the developing world they often express anger and a feeling of being conned or misled. The target for this anger is mainly the media, and occasionally development charities, who are seen as the main sources of information.
- ***More than half want the whole story:*** The strongest call is to media, particularly television. 55% of British people say they want to see more of the everyday life, history and culture of the developing world on television. They want to see the positives as well as the negatives, and they want context and background to a news story.

Solutions and Benefits

- ***The personal/emotional connection:*** The average Brit does not just wake up one morning with a desire to seek out more information on the developing world. A personal connection, often stimulated by media coverage, triggers the desire for greater knowledge and understanding. So the role of the media is crucial in forging a more balanced view of the developing world.
- ***Seeing it at first hand:*** People who have the opportunity to live and work in the developing world, and consequently move beyond the stereotypes, claim a huge positive impact on their lives. “I wouldn't have become a journalist if it hadn't been for being exposed to other cultures,” said Jon Snow. Most importantly, it appears to shatter feelings of false superiority or smugness.
- ***Beneficial for the UK:*** Any dilution of the powerful giver/grateful receiver model would have a positive impact on racial tensions and misunderstanding. Breaking down stereotypes forges stronger associations with individuals rather than an amorphous mass of victims. In turn, this is likely to lead to a more informed population able to engage in real global issues - such as trading laws, environmental policies and debt relief - while working with other countries can bring economic benefit and cultural enrichment.
- ***Most UK adults see a strong link with national safety:*** The events of September 11 have thrown into sharp relief our interdependence with countries all around the globe. 78% of UK adults agree that our future security depends on us understanding other cultures and countries better.

RESEARCH METHODOLOGY

Who we talked to

VSO commissioned two independent pieces of research on how British people view the developing world.

1. Quantitative research

An NOP poll of 1,018 UK adults aged 15 and over was conducted. The sample was designed to be representative of the UK adult population and the fieldwork was carried out 22-27 November 2001.

2. Qualitative research

Directions research & marketing* conducted all the in-depth qualitative research for the project. The quotes used throughout the report come from this body of work and include:

- Two groups of UK interviewees aged 24-35 years, ABC1, who have never lived or travelled extensively in developing countries, but who expressed an active interest in current affairs.

- Two triads of non-UK interviewees from developing countries, who have been living or working in the UK for less than 12 months. Countries represented include: Sierra Leone, Nigeria, Sri Lanka, Mongolia and Kyrgyzstan.

- Email questionnaires plus two interview groups of recently returned VSO volunteers.

- Seven mini in-depth interviews with expert commentators in this field:
 - Jon Snow, Channel 4 broadcaster

 - Jonathan Dimbleby, author, broadcaster and VSO president

 - Yaba Badoe, journalist and documentary film-maker

 - Sorious Samura, award-winning journalist and programme-maker

 - Dr David Keen, Lecturer at Development Studies Institute, London School of Economics and Political Science

 - Paddy Coulter, Director of the Reuters Foundation at Green College, Oxford

 - Mark Goldring, Chief Executive of VSO.

* Directions research & marketing is a specialist qualitative research consultancy, set up in 1987. Directions' aim is to provide a more flexible and innovative approach to research, specialising in strategic research and marketing issues.

RESEARCH ANALYSIS

I. The power of the stereotype

Starving children with flies around their eyes, too weak to brush them off

When I say to you developing world, what words come to mind?

In a nation-wide poll, 80% of respondents stated strong negative associations - war, famine, debt, starving people, natural disaster, poverty, corruption. 9% had no association at all.

When UK consumers think of the developing world, Africa is their starting point. TV images of famine and Western relief instantly spring to mind. Sixteen years on, Live Aid, Band Aid and the Ethiopian famine still have a powerful hold on our views of the developing world.

A place you wouldn't go to, and wouldn't want to go to. (UK respondent)

The strongest images are of extreme poverty and basic living conditions - no food, no sanitation, no water, walking to wells, mud huts or shanty towns - a desperate hand-to-mouth existence.

People living in the developing world are often seen as helpless, with little or no control over their current situation or destiny. There is a strongly-held belief that these countries must rely on Western aid for their own 'development.'

74% of UK adults agree:

Developing countries depend on the money and knowledge of the West to progress.

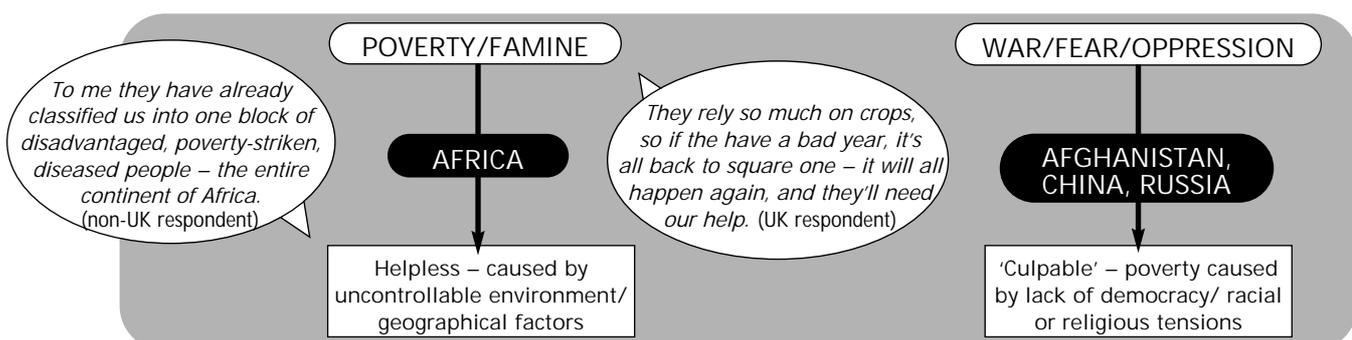
They have the desire to change, but no ability to support that. There is a mismatch between what they would like to achieve and what they are able to achieve.

(UK respondent)

The stereotypes of extreme deprivation and poverty, together with powerful images of Western aid, add up to a strong sense of Africa (QED the developing world) as the helpless victim, deserving and requiring Western aid in order to survive.

Despite the fact that all research was conducted post September 11 2001, the researchers had to probe the UK groups much deeper to break through developing-country associations of poverty and natural disaster. As one of the researchers stated, "You really have to push to get past Africa." However, when they did, there emerged two distinct versions of the developing world, both based around a different set of negatives.

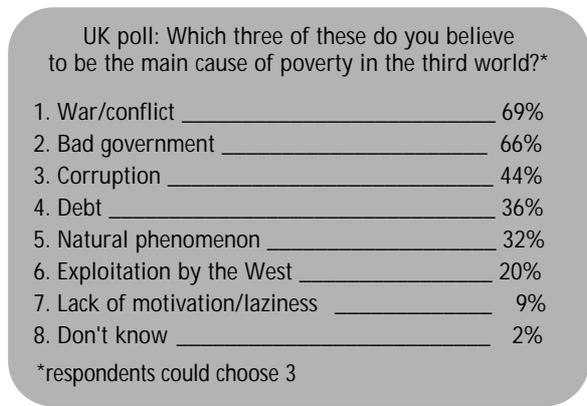
NEGATIVE MODELS OF THE DEVELOPING WORLD



Overall, most UK consumers automatically think of the Africa model when they hear the term 'developing.' The second model of the developing world perceives the human rather than the circumstantial factors to be the main causes of poverty. Civil war, oppressive political regimes, racial and religious tensions are to blame. Here, the countries and people appear to be categorised in a different way - they are not, this time, the helpless victim, but in some way culpable for their fate and possibly even a threat to British security.

In this context, countries such as Afghanistan, China or Russia are not immediately considered 'developing' by the UK consumers because they do not adhere to the victims/rescuers model.

Stated reasons for their 'otherness' include that they are, or were, huge empires with real world status in politics and armed forces. In some cases it was a perceived high level of education that set them apart. It is often considered that because they have chosen a political route which impacts on material status, they are broadly responsible for their problems. Thus, poverty, lack of food and housing, mounting foreign debt or natural disasters are not viewed so sympathetically in these countries as in those more easily associated with the 'developing world' (ie Africa).

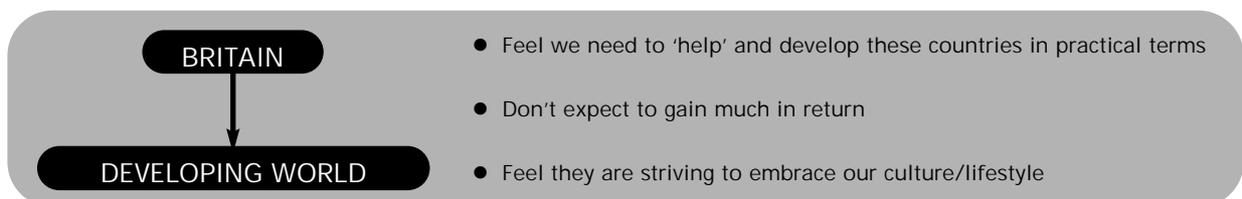


Despite the one-dimensional nature of both these sets of negatives, it is important to note that overall, opinions of the 'developing world' were given in a very formed and definite manner.

The researchers noted that consumers were not saying, "I don't know," or seeking reassurance for their views. Instead their perceptions were confidently and strongly asserted, despite sometimes lacking very basic knowledge of where the countries are:

Kenya, that's in the Congo isn't it? (UK respondent)

This confidence extends to the commonly-held assumption that these countries need to be developed for their future growth and prosperity. In most instances development is synonymous with Westernisation.



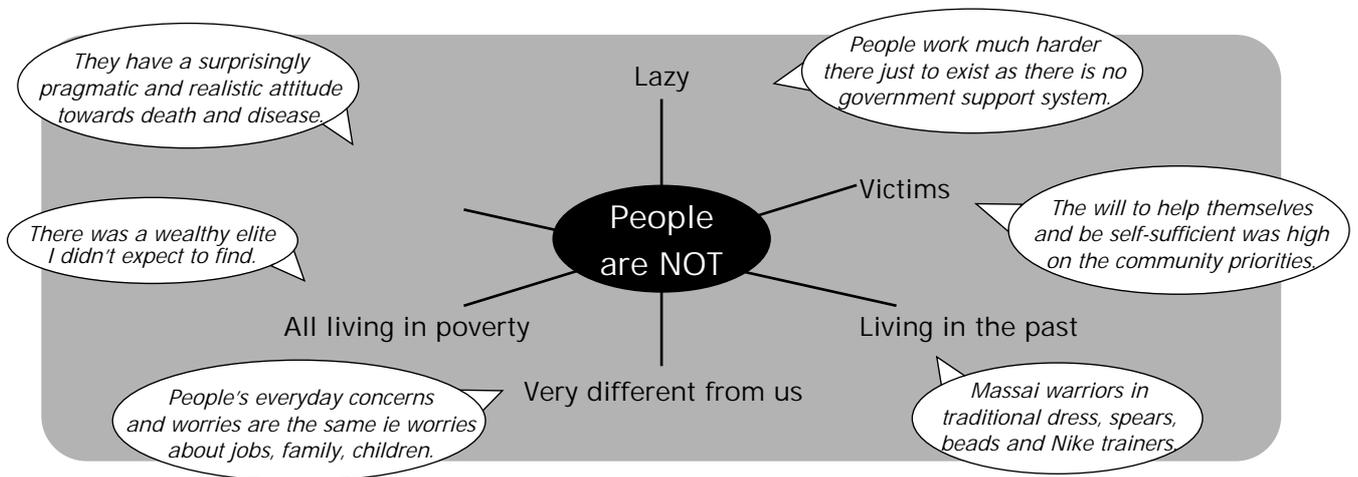
In this manner, the relationship between Britain and the developing world is very much defined around roles of powerful giver and grateful receiver.

As a result, the future for the developing world is clearly defined in the UK consumer's mind as needing to embrace Western culture, democracy and political models. There is a general assumption that what we have in the West is good and everyone must therefore want the same.

Q - What comes into your mind when you see 'Kenya' for instance?

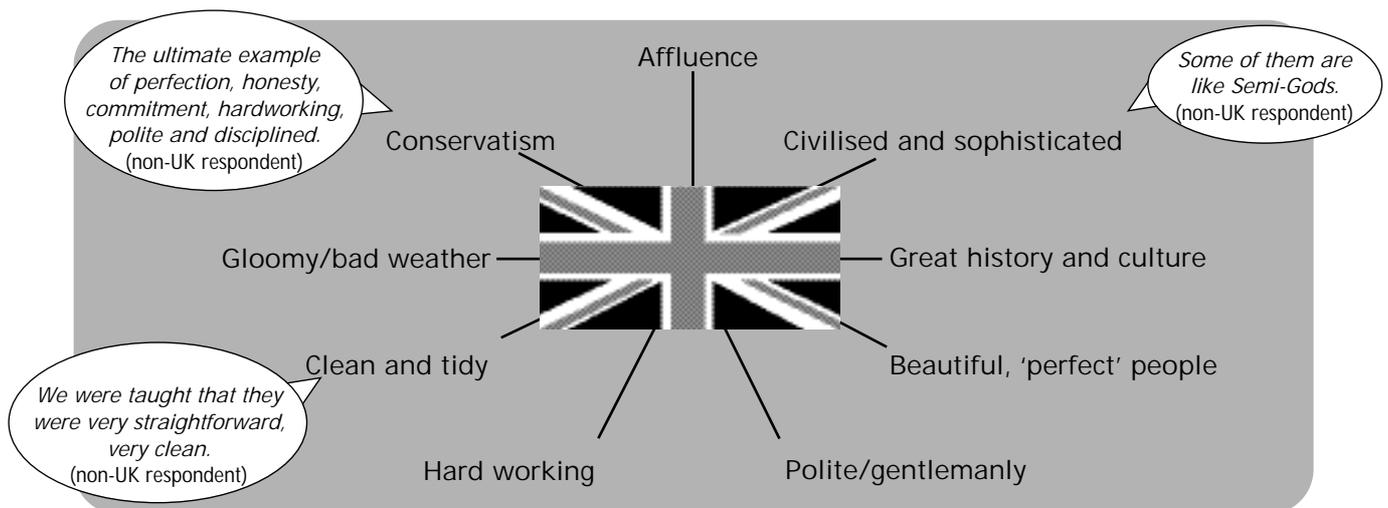
A - There must be a huge aspiration to get out. (UK respondent)

So what happens when two cultures are brought together, and one culture is enabled to see past the one-dimensional stereotype of the other? The VSO volunteers interviewed, all of whom have worked for two or more years in communities in the developing world, felt that it is impossible to go through this kind of experience and emerge without having such stereotypes shattered:



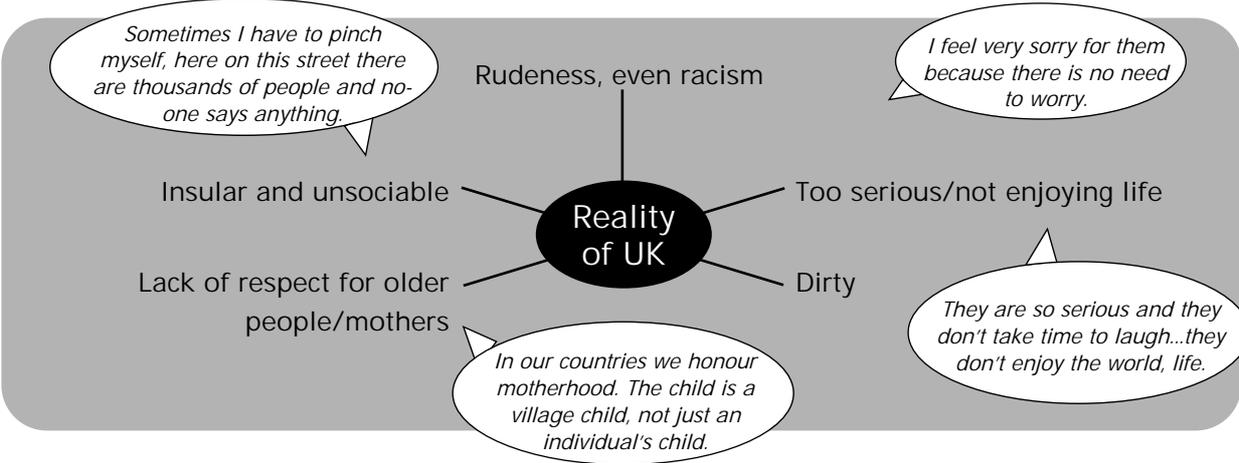
And what about stereotypes of Britain from a developing-country perspective? How do they see us? Research was undertaken with two triads of people from countries classed as being medium or low on the UNDP's (United Nations Development Programme) Human Development Index. All participants had been living and working in UK for less than 12 months. In line with the stated perceptions of power, people in the developing world reported that the norm in their society is to stereotype the British in positive, even idealistic terms. Such assumptions have the potential to reinforce positions of relative power and inferiority.

BEFORE VISITING BRITAIN



Not surprisingly though, most of those questioned felt that the reality of UK life is more negative than these idealistic stereotypes had led them to believe. However, their insights make interesting reading and emphasise the question of whether Britain has something to learn from other cultures.

AFTER VISITING BRITAIN



II Facing the reality

We all form opinions and judge, whether we like it or not - and that is based on the information we get.

*81% of UK adults agree:
It is human nature to stereotype people from other cultures, but it is also dangerous.*

In the research of UK consumers, after spontaneous reactions were elicited to the words 'developing world,' a different view of developing countries was given via photos, facts and the opportunity to question a VSO volunteer who had lived and worked in one of the countries. In every case, the images the respondents started with were challenged by the new information they received.

Given the very strongly-held yet one-dimensional views that many of the consumers had given, it was interesting to see the response when they were presented with an alternative view. Common reactions were:

- feeling ignorant, even blinkered, due to their perceived lack of knowledge
- confidence in their world view was shaken
- expressing intrigued interest and wanting to know more
- expressing relief that there are positive stories as well as negative ones
- expressing anger, and appearing to look for someone to blame.

I feel conned. I have been given a very distorted view. (UK respondent)

In fact, many of the consumers expressed anger. For most, the spontaneous target for this anger was the media. They expressed mistrust and cynicism towards its operations, even claiming that they felt manipulated.

I think you now rely on what you're being told by the media so heavily that you can't form your own opinions... and it's dependent upon where [the information] is coming from as to how much truth you're getting. (UK respondent)

All acknowledged that news, by its very nature, has a natural bias towards dramatic, shocking, extreme situations such as famine, disease and oppressive regimes. News values also dictate an emphasis on negative news. But news coverage in particular was felt to be very influential and also to reinforce the 'victim' images of the developing world. Television was often singled out as an area of bad practice, probably because of the power of the images it uses.

This cynicism towards the media was also borne out by the non-UK interviewees.

The media, the TV, just shows one side of African countries. They don't show how people are trying to overcome poverty, or improve their way of living. (non-UK respondent)

A lesser, but additional blame was directed towards charities that work in the developing world. Fundraising materials in particular were blamed for promoting 'victim' images.

What is certainly true is that encountering the complexity of a more balanced world picture appeared to be quite unsettling, and that once a more complex picture of the developing world emerges, consumers immediately start to question the media's values and accuracy.

In the interviews with expert commentators, many highlighted a shift in the broadcasting media's emphasis over the last two decades.

The big change in TV, because of the competition for audience ratings, is the dropping-off of the programmes that give people a sense of culture, the environment, the way of life. What has survived is the news... and news is largely bad news.

(Paddy Coulter)

There is a view that editors and programme schedulers do not see programmes on the developing world as ratings winners and are therefore less interested in covering developing-world issues. News is increasingly the main source of information and education in this sphere, although the UK consumer research pointed to a belief that the confines of news programming promote one-dimensional stereotypes.

Africans have been betrayed by the Western media, because they failed to get the readers and viewers to understand that these people are moving on. (Sorious Samura)

There is a demand from the UK consumer groups for media coverage that provides a more realistic, balanced view. Specifically, they asked for:

- the portrayal of positives as well as negatives - good news as well as bad
- a sense of continuity - what has happened six months on, a year on, etc
- coverage of how disasters come about or are combated
- context to stories - why is this happening, what are the underlying issues?

The most constructive observation for journalists and programme-makers was a stated desire for programmes that don't just educate, but create emotional points of connection. A lack of personal connection generates emotional distance, which generates disinterest.

The most powerful interest is fuelled by basic human curiosity - in what ways are we different or similar to people in these countries? The depiction of everyday life, or normal people, is felt to be vital in creating that connection. And the results of the national poll seem to echo this support.

*55% of UK adults agree:
I would be interested in watching more television that shows the everyday life, history, culture and people in developing countries*

To this end, the growth in reality TV, or creative use of lifestyle TV, is a positive option as it allows for both personal connection and some form of education via an entertaining medium.

Through these vehicles, the media has the opportunity to create points of connection with UK consumers who have little or no knowledge of the developing world, adapting developing-world stories to tried-and-tested UK formats to gain initial buy-in from viewers. Specific programmes mentioned as successfully adapting this approach include Channel 4's *Lost* (in Mali) and some episodes of BBC home-improvement shows.

This can't be a media responsibility alone, but the media is full of clever and creative people. It has a whole range of techniques if it chooses to use them. (Mark Goldring)

III Does it matter?

If the only thing you get is the negative stories, you become inured and people seem less human - they are either emaciated victims or violent and evil. (Dr David Keen)

78% of UK adults agree:

Our future security depends on us understanding other cultures and countries better.

To stereotype is a human instinct. And like most stereotypes, the responses of the UK consumers have a basis in reality. The research with VSO volunteers and expert commentators emphasises that grinding poverty exists in many countries. Basic and often inadequate living conditions are all too frequently the norm and it is offensive to offer homilies about there being little that divides us from people in the developing world when the lifestyle and opportunities accorded to the average British citizen are very different.

If you're poor in Britain, irrespective of how bad the health service has become, you'll still be able to see a doctor. But here [Ghana], forget that. In the mid 90s you had to pay for your doctor or you'll just die. (Yaba Badoe)

However, the danger of stereotypes of the depth and negativity indicated by this research is their ability to dehumanise, distance and devalue the people involved by:

- discounting the strengths and positive qualities of individuals in developing countries. The relationship of power suggests helplessness, and a victim can become less worthy of our interest - even less human.

The problem with the stereotype is it doesn't allow for the revelation of those characteristics that blow your mind - the sheer guts, the resolve, the charm, the warmth, the self-reliance. (Jonathan Dimpleby)

- creating the impression that Britain has nothing to learn from, or respect in, developing countries.
- ignoring the incredible hard work and achievements of people in developing countries.

Oxfam employed 108 people in Ethiopia, 8 of whom were expatriate... 100 of whom were Ethiopian. The bulk of people helping Ethiopia were Ethiopian but you wouldn't have got that sense from the [UK] media coverage. (Paddy Coulter)

- and the 'helpless victim of nature' model also conveniently fails to take account of any Western culpability.

Overall, the greatest danger of stereotypes is the psychological relationship that it engenders between the developed and the developing world - one that revolves around an implicit sense of superiority and inferiority.

However, moving beyond the stereotypes is not an easy prospect for many UK consumers. Acknowledging the limits of very powerful, entrenched stereotypes can be uncomfortable for an individual.

*I think that stereotypes can be self-protective - I don't have to think about this if I can come up with convincing reasons that it's nothing to do with me...
I think that's very potent.* (Jonathan Dimpleby)

At its most basic level, moving beyond a stereotype assumes acceptance or recognition:

- of our own lack of knowledge and judgement by facing the fact that we have stereotyped.
- that the UK model of life, politics, development are not always superior – it may not be routinely desired by the rest of the world.

When you see how other countries handle issues such as racial tolerance and integration you realise that we [the UK] are just somewhere in the middle, and not what we'd like to believe we are - a model for everyone else to copy. (Mark Goldring)

- the fact that other cultures have something to teach us.

It emerged from every group of people interviewed that the key to breaking down the Live Aid Legacy is information that promotes balance and an emotional connection.

The average British person does not just wake up one morning with a desire to seek out more information on the developing world. It is more commonly an emotional connection or some form of personal impact that triggers the desire for greater knowledge, understanding and involvement, not the other way round.

Those who have had the opportunity to live and work in the developing world, and thus move beyond the stereotypes, claim it has had a huge impact on their lives. It is often cited as a key, even the key, experience in dictating future life and work choices:

Completely changed my life, without a doubt - I wouldn't have become a journalist if it hadn't been for being exposed to other cultures. (Jon Snow)

Seeing people in a range of normal, everyday activities reinforces bonds of common humanity.

The kids I taught had exactly the same hopes, dreams and ambitions as Western kids... they behaved exactly the same way as teenagers in the UK, often bolshy and temperamental. (VSO returned volunteer)

Exposure to other cultures can have a great impact on personal values, development and priorities in life. It forces you to question your own values, behaviour and cultural norms.

We are too hung up on choice in the West. We are so busy making choices that we don't have the time to make the most of what we have. (VSO returned volunteer)

It generates greater appreciation and awareness of our own opportunities and privileges.

I've changed personally. If I'm ever having a hard time I always think back to Namibia and thank my bloody lucky stars I was born in the UK and have all the educational, medical and material advantages afforded by living in the West.
(VSO returned volunteer)

Learning from other cultures encourages embracing new ways of living, different attitudes and priorities. It also creates personal potential to create change and make a difference.

My world view has totally changed. I've become more critical of Western policy and practice towards developing countries... (VSO returned volunteer)

Most importantly of all, living and working in a developing country appears to shatter the feelings of false superiority that seem to hang like a cloud over our perceptions of the developing world. It creates a more equal relationship.

However, from the research findings of both UK consumer groups and expert commentators, the effects on the individual could also be echoed in wider UK society. Specifically:

- ✓ any dilution of the powerful giver/grateful recipients model seems likely to have a positive impact on racial tensions and misunderstanding or fear of immigration
- ✓ it opens up the potential to look to other societies in a bid to reclaim values that are considered to be weak or lost in modern UK society

I look at how youngsters treat elders here - they don't show respect. In Africa, this is something that we have managed to keep. (Sorious Samura)

- ✓ breaking down stereotypes will create stronger associations with people, thereby leading to a more informed, engaged population who are likely to have a more humanitarian outlook

It would be easier for the exchequer to raise our aid levels to international targets because people would know more about why we were doing it. (Jon Snow)

- ✓ it would also increase interest in UK external policies such as trading laws, environmental policies and debt relief, putting global issues higher up on the political agenda

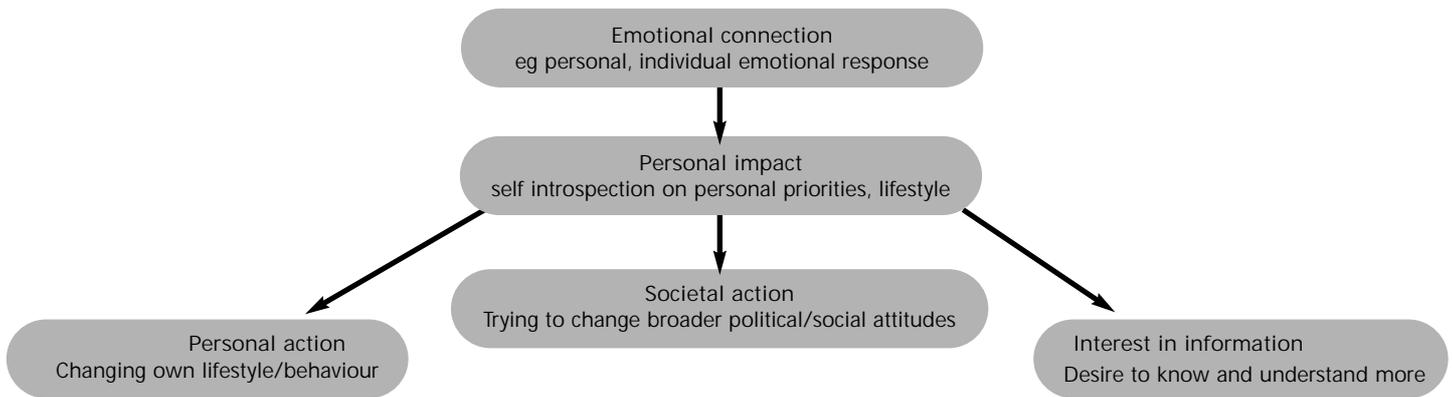
There is a responsibility on all of us to begin to understand the extent to which we affect others by our behaviour... it's actually a sense that people don't know how much they are harming others. (Mark Goldring)

- ✓ an ability to work with other countries and cultures, through business and trade, is likely to have a beneficial affect on the UK economy

In a globalised world, the cultures that will be the least successful are the ones that are inward-looking, embittered, complacent. (Paddy Coulter)

- ✓ a continuing and growing cultural exchange can enrich all our lives through music, fashion, food, film, etc.

The positive impact on internal and external policies and opportunities is potentially huge. Key to this is the development of a more mutual and beneficial relationship between the developed and developing world.

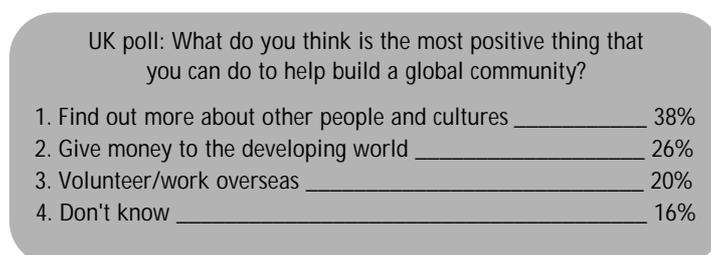


Whilst not denying the acute need for practical aid, a more balanced, equal, two-way relationship, rather than a relationship based on false feelings of power, would benefit all.

As the world faces the fallout from September 11, the need for greater understanding in order to build the vaunted 'global community' is acute.

The events in New York and Washington have reinforced the connectedness of countries. In as much as September 11 can have any positive impact, it may forcefully drive home the importance of building a global community - and central to that is a greater understanding and respect between countries and cultures.

One of the glimmers of light that flows from the horrors of September 11 is that maybe people will say 'does injustice, or perceived injustice, contribute to an instability that will come back to haunt us?' (Jonathan Dimpleby)



SUMMARY

1. Many UK consumers retain an essentially one-dimensional view of developing countries. The stereotypes are primarily driven by images of drought and famine in African countries - 'the Live Aid Legacy'.

2. While these stereotypes are not completely false, they are only part of the picture. They generate and reinforce a relationship of powerful giver and helpless recipient. This relationship pigeonholes and constrains developing countries, creating the impression of a one-way, rather than two-way relationship. In turn, this limits our capacity to learn and benefit from such countries and cultures.

3. When presented with a fuller picture, consumers can find it difficult, even challenging, to assimilate the more equitable view, and tend to look for someone to blame. In the vast majority of cases the target for their anger is the media. In a few cases, however, charities that work in the developing world are seen as the primary source of information. Consumers recognise the difficulty of making good news into good TV but claim a genuine interest in the depiction of a more balanced reality.

4. The potential benefits of breaking down the stereotypes to gain both a broader knowledge and an emotional connection are profound.

- At a personal level, it opens up an opportunity to reassess individual priorities and values, and accepted cultural norms.
- At a UK level, according greater understanding and respect for cultures other than our own can only improve race relations and cultural richness.
- At a global level, it demands a necessary engagement with global politics and the impact of UK policies on developing countries.

In the context of September 11 2001, can we afford not to?

THE IMPLICATIONS FOR VSO

Every year VSO has contact with over fifty thousand people interested in living and working in the developing world. So we know that stereotypes influence how many of us view these countries. However we have been shocked by the power of the negative images and how vehemently they are expressed in this research.

These findings present an enormous challenge to VSO and other organisations working in development, particularly those operating in disaster relief. Poverty still exists on a huge scale; suffering, injustice and inequality need to be exposed by the media if anyone is to know or care. But the images of famine and disaster have caught the British imagination in a vice-like grip. There is an urgent need to rebalance the picture and both the media and NGO's must be courageous and imaginative in their approaches if we are to do this.

Here at VSO the findings have underlined the importance of the media in our work. They will make us look again at our own images and the information we send to the public. They also give us some room for hope, for the truth is that no one wants to feel misled or ignorant about the world we live in. The key is to find stories and connections that intrigue, enlighten, challenge our assumptions and ultimately emphasise a common humanity.

We believe the VSO can act as a unique bridge between the developed and the developing world - we have over 30,000 returned volunteers who can testify to it. Not everyone will be able live and work in another country and culture, but the benefits of us all taking a step back and challenging our sometimes lazy assumptions of the developing world are, we hope, an obvious step on the road to building a global community.

WHERE DO WE GO NEXT – Information sources on the developing world

Orbit - www.vso.org.uk/orbit

Orbit is the award-winning independent magazine published by VSO. By giving a voice to those living and working in developing countries, it seeks to raise awareness of global issues. Our contributors offer a unique perspective on the issues affecting their communities.

Africa Online - www.africaonline.com/site/index.jsp

If you want to know ANYTHING about Africa then head straight for this site!

Asia Daily - www.asiadaily.com.

Latest news, current affairs and information on Asian events

One World - www.oneworld.net

One World's comprehensive website provides a wealth of information on global issues and provides a truly global news service.

IBT/BFI - Images & Reality pack for teachers - (0870 241 3764)

IBT and BFI have produced a VHS video pack to help teachers introduce the issue of how the media represents the developing world and gives advice on combating prejudice and stereotypical views. Visit www.ibt.org.uk for details of their latest media monitoring research *Losing Perspective*.

United Nations Information Centre - www.unic.org.uk

UNIC is the UN's representative in the UK and Ireland. Located in London's Millbank Tower, the centre holds information on all of the UN agencies and their work. The website links to all UN-related sites.

World Development Movement - www.wdm.org.uk

The World Development Movement is campaigning to tackle the root causes of poverty. The website contains news updates on development issues, WDM's most recent campaigns and how to get involved through their local networks.

DFID - www.dfid.gov.uk

DFID is the UK Government Department for International Development, established to promote sustainable development and work to eliminate world poverty. Their report, *Viewing the World*, is a detailed study of programming about the developing world.

Daily Media News - www.mediachannel.org/news/today

For breaking news stories about the international media, from mainstream and alternative sources

Global Focus - free fortnightly bulletin - subscribe by emailing global-focus-subscribe@yahoogroups.com

Global Focus is the free fortnightly email bulletin from the One World Trust. Their website contains links to pertinent articles on international justice, the UN, human rights, development and environment issues.

BBC World Service - www.bbc.co.uk/worldservice/index.shtml

For news from around the world that you won't see on BBC1

APPENDIX: NOP RESEARCH GROUP - RANDOM LOCATION OMNIBUS

Sample: adults aged 15+

Sample size: 1018

Fieldwork dates: 22-27 November 2001

Q1. Have you ever lived or travelled in the developing world?

Yes	21%
No	79%

Q2. When I say to you developing or third world, what words come to mind?

80% of respondents spontaneously gave negative associations - war, famine, disaster, starvation, corruption, etc

5% spontaneously gave positive associations - exotic travel, wildlife, ancient civilisations, alternative medicines, etc

6% gave neutral associations - cheap holidays, Oxfam, aid agencies

9% could think of no associations at all

Q3. I am now going to read out some statements that other people have made about the third world or developing countries. For each one, please tell me how much you, yourself agree or disagree:

a) Our future security depends on us understanding other cultures and countries better.

78% agree

13% disagree

7% neither agree nor disagree

2% don't know

b) It is human nature to stereotype people from other cultures but it is also dangerous.

81% agree (38% strongly agree)

10% disagree

8% neither agree nor disagree

1% don't know

c) Developing countries depend on the money and knowledge of the West to progress.

74% agree

16% disagree

9% neither agree nor disagree

1% don't know

d) As much as I feel sorry for people in the third world, they have nothing to do with my life.

31% agree

58% disagree (30% strongly disagree)

9% neither agree nor disagree

2% don't know

e) There is more that unites us than divides us from people in poorer countries.

57% agree

20% disagree

17% neither agree nor disagree

6% don't know

f) Third world countries often bring poverty, famine and crises on themselves.

40% agree

49% disagree

9% neither agree nor disagree

2% don't know

g) I would be interested in watching more television that shows the everyday life, history, culture and people in developing countries.

55% agree

33% disagree

10% neither agree nor disagree

2% don't know

Q4. Looking at this list, which three of these do you believe to be the main cause of poverty or humanitarian crises in the third world?

1. War/conflict	69%
2. Bad government	66%
3. Corruption	44%
4. Debt	36%
5. Natural phenomenon	32%
6. Exploitation by the West	20%
7. Lack of motivation/laziness	9%
8. Don't know	2%

Q5. What do you think is the most positive thing that you can do to help build a global community?

1. Find about more about other people and cultures	38%
2. Give money to the third world	26%
3. Volunteer/work overseas	20%
4. Don't know	16%