Mondo: Big World, One Story

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Executive Summary

As the 21st century progresses, our civilization will be confronted with an increasing number of global threats, including climate change, refugee crises, and rising financial and social inequality. These challenges will require global cooperation to solve. Citizens of many nations must learn to communicate and empathize with each other, so that we can begin to solve these existential threats together.

The internet, especially social media, has enormous potential to connect people around the world, but social media platforms like Facebook and Twitter have instead become echo-chambers for like-minded individuals, where opposing views are filtered out, and pre-existing worldviews are enforced. We strive to burst these bubbles, leveraging the immense potential of social media to develop cross-cultural empathy, with our proposed intervention: Mondo.

Mondo is the word for "world" in Esperanto, a language invented over a century ago to foster cross-cultural conversation and global citizenship. Mondo will connect teens around the world through an interests-based social media platform, in combination with face-to-face cross-cultural experiences. Our platform will empower users to develop and share their unique cultural stories with others. Based on their individual interests, Mondo will actively connect users across cultural barriers, encouraging meaningful engagement through scaffolded conversation and collaborative challenges.

Mondo's power and reach will extend beyond the internet. We will form mutually-beneficial partnerships with mission-aligned organizations at regional, national, and global levels to provide face-to-face opportunities for cross-cultural interaction. Sports leagues, community centers, museums, movie houses, and restaurants represent just a small selection of venues where Mondo content can be displayed and experienced: foreign images viewed, foreign sports played, foreign tastes recreated. In addition, we will work with partners to develop mission-aligned education workshops that meet local needs, including socio-emotional development and technological / verbal literacy. We will train teens to be mini-documentarians, allowing them to express themselves and their local culture through compelling digital content.

By empowering teens to tell their stories, and by scaffolding their engagement with the stories of others, Mondo will help teens to humanize their peers around the world, turning them into more globally-aware citizens. We share this planet, and we share a story. Let's tell it together.

Summary of Objectives and Rationale

With global crises on the rise, from immigration challenges, to refugee crises, to climate change, it's becoming ever more important that today's youth learn how to engage with youth from other cultures and nations. Social media sites like Facebook and Twitter have the potential to connect people across cultures, but instead turns these social networks into echo-chambers of like-minded individuals. Mondo strives to burst these bubbles, cultivating cross-cultural exchange, and increasing global citizenship.

In an era of rapid globalization, the concept of global citizenship is not new. It refers to "a sense of belonging to a broader community and common humanity," and "emphasises political, economic, social and cultural interdependency and interconnectedness between the local, the national and the global" (Evans and Kiwan, 2015, p.14). As part of their seventeen Sustainable Development Goals, the UN has defined global citizenship as including the promotion of sustainable lifestyles, gender equality, a dedication to a culture of peace and nonviolence, and an appreciation of cultural diversity (Evans and Kiwan, 2015). The UN promotes appreciation of diverse cultures around the world as an essential step to achieve these goals:

> Culture contributes to poverty reduction and paves the way for a human-centred, inclusive and equitable development. No development can be sustainable without it. Placing culture at the heart of development policies constitutes an essential investment in the world's future and a pre-condition to successful globalization processes that take into account the principle of cultural diversity. (UNESCO)

It is crucial to provide learning opportunities and help the next generation build empathetic relationships for other cultures besides their own. At the same time, we believe this need dovetails with the teenage need to explore and build their own identities. With these two needs in mind, we developed the following mission and objectives:

Mondo's mission: To help teens develop an awareness of others in the world as they develop and express themselves.

- Increase global citizenship
- Promote and produce positive cross-cultural experiences and conversation
- Encourage teens to learn about the daily lives of people from other cultures
- Encourage teens to develop, examine, and understand their own identity in a safe and scaffolded space
- Promote global connectedness and global empathy by expanding teens' circles of concern

Circle of Concern

Much work is currently being done to examine children's empathy levels. Studies have shown that while children and young people care about being kind to others, they are more concerned with academic achievement, individual happiness, and future success (Damon, 1988**).** This is becoming increasingly problematic in our increasingly globalized world. We are frequently coming face to face with people from different cultures and backgrounds, and must learn to navigate these foreign relationships peacefully. One way to conceptualize the ways in which people care for those who are different through the "circle of concern" framework. Rick Weissbourd, senior lecturer at the Harvard Graduate School of Education and Kennedy School of Government, defines circle of concern as a framework to examine who we care about (Weissbourd, 2016). Our initial circle of concern is usually composed of family or close friends. As we grow up and become more involved with the world around us, our circle increases to encompass not only communities of like-minded individuals, but also to those who are different from us. Doing so would increase our global citizenship.

So how exactly do we increase empathy and expand our circles of concern? According to Weissbourd we can expand our circles of concern by participating in ongoing conversations with those who are different from us, engaging in meaningful activities, and reflecting on our conversations and activities (R. Weissbourd, personal communication, September 14, 2016).

In creating Mondo, we wanted to be sure the users had the ability to reflect on their projects and their experiences while connecting with new people over meaningful activities. We hope to make our users more open to new experiences, new people and ultimately feel connected to people outside their immediate circle of concern.

Audience

We identified four main tiers of users within our target audience, based on their level of interest in other cultures. These tiers are a conceptual framework for targeting outreach and will not be used to classify users on the site. The tiers are:

- Tier 1: Teens who already are aware of and know about other cultures besides their own
- Tier 2: Teens who are already interested but have not yet learned about other cultures
- Tier 3: Teens who haven't given it much thought, but are open to the possibility of learning about other cultures
- Tier 4: Teens who aren't currently interested in cultural learning

We assume that Tier 1 teens will be our most prolific users and greatest advocates, as they are already interested in cultural learning. Because Tier 1 users are already likely to seek out ways to explore other cultures, our initial outreach will be to Tier 1 users. (Please see Outreach and Partnerships for further details.) Once Tier 1 users have established a base of content, outreach efforts will shift to Tiers 2 and 3, where we feel we would most be able to move the needle. In the future, we plan to address outreach to Tier 4 teens, those who currently have no interest in cultural exploration. We will be better able to reach these teenagers once Mondo has developed a community of teens dedicated to the cause of global citizenship, who can serve as ambassadors for both Mondo and global citizenship.

Product Description: The Website

Mondo will take the form of an interests-based social media platform, available as both an app and a website. Face-to-face events will serve as both a way to draw new users into the site, as well as to enable new and existing users to have cross-cultural experiences first hand. (Please see the next section for more information on face-to-face partnerships and events). A project database will allow users to upload and share content related to their interests, along with meaningful life experiences they've had. In addition, the site will facilitate connections between users from different countries through chat features, including instant messaging, Voice over IP, and video calls.

Mondo's website will require users to register in order to post and share content, but there will be some featured content available to allow potential users to explore the site before signing up. Our 'About Us' page will also showcase User Stories, which allow site visitors to get a feel for the site and the kinds of people who use Mondo, as well as the kinds of content they post. The 'About Us' will also feature information on our mission and story, a page about and for partners, and information about the Mondo team.

Upon signing up, users will fill out a questionnaire that will help them create and customize their profile. The questionnaire will also provide information for an algorithm designed to match and connect users based on shared interests. As users upload and tag content about their interests, the algorithm will take into account the tags to learn more about users, and find better matches. The plan is to implement a questionnaire that is given four times a year, on a quarterly process, or after a decided number of logins.

Because the cross-cultural connections we're striving to create will often cross language lines as well, we will include translation services. We plan on partnering with IBM for their speech recognition and translation capacities, though we're aware the technology is in development.

When two users are matched, they will also be provided with conversation prompts (e.g. "How spicy do you like your food?"), some of which will be based on their shared interests. Other prompts will be drawn from a larger pool of more general prompts to encourage users to share about their lives and homes (e.g. "Describe your daily commute to school"). Mondo will also suggest conversation tips and reminders to be understanding and respectful.

In addition to chatting with teens from around the world, users will be able to post original content, browse other projects, and collaborate on projects with users both local and abroad. Content will be automatically tagged with a region based on the location the user provided in their profile, and users will select an interest category from a pre-determined list.

The profile page is called "My Story", as users are building their personal story through talking about their experiences and interests. They will also tag their projects, which will allow other users to find their projects more easily. The Story page will highlight users' projects, as well as create visual webs that are populated based on their interests and project categories (see Appendix A for visuals). Projects can feature a range of content, including photos, videos and vlogs, blog posts and other written pieces, and other digital assets. Story pages will also show a section called "Our Stories", where users can follow the stories and content of people they've connected with, collaborated with, or whose content they admire.

Upon logging in, users will be able to browse projects by Regions or Interests, post original content, or answer daily prompt questions. The Region page will be a map with pins representing Mondo users, and will allow users to zoom down within a region before filtering by interests. The Interests page will be a visual content web that users can manipulate in order to find projects by interest. Once they've selected an interest from the web, they will be able to filter by region if they choose. Interests include visual arts, performance, music and music videos, dance, TV/movies/other screen media, reading and writing, games, sports and activities, home and family, arts and crafts, food, nature, fashion, and street scenes.

Daily prompts will be questions to promote reflection and self-awareness (e.g. "What did you see (or learn) today that surprised you?"). Because the emphasis is on reflection and self-

awareness, and may touch on sensitive subjects, users will be able to keep their answers private if they choose. Public answers will be another way for users to find similarities between their lives and those of teens' from different countries and cultures. The daily prompts will also help users think about the kinds of stories they might want to tell, or be able to tell -- a way to avoid the equivalent of writer's block, and move past the instinct to say "um, I don't know," when asked to talk about themselves.

Because Mondo's mission is to encourage users to forge connections with people from different regions of the world, we will provide scaffolded challenges that require users to work together. For example, users may work together on a recipe swap, or animating a video together.

Collaborations will be rewarded through badging, as well as points that can be traded in. Users will earn badges and points for things like logging in, chatting with someone, posting content, or attending Mondo face-to-face events. Badges will be displayed on their Story page. Users will earn more points for activities that encourage collaboration and interactions between users they are unfamiliar with, especially ones from different cultures. For instance, a user from LA will earn more points for chatting with someone from Sydney than with someone from New York City, and even more for chatting with someone from Kabul -- the cultural differences will be of more significance than geographic differences. This differentiation of points will also apply to collaborative projects between users, with users earning a greater reward for collaborations that span greater cultural distances.

Once users have earned a certain number of points and reached a threshold, they will then be able to spend their points in one of three ways. First, points can be turned in for visual enhancements to user Story pages to help teens differentiate themselves and build their stories and identities. Second, points can be allocated to one of three Mondo-selected international charities whose missions align with our. The charities will rotate quarterly, and the charity with the most points at the end of the quarter will receive a monetary donation from Mondo. Third, users can spend their points to support local or foreign community improvement projects (e.g. building a skate park).

Mondo will feature mission-driven community guidelines. They will encourage respect, curiosity, positivity, and constructive criticism, the building blocks for creating understanding and respect. Mondo will be a moderated safe-space, with no hate speech allowed. Moderation, among other security protocols, will also serve user safety, ensuring users aren't sharing private

information in public spaces, and that no one is taking advantage of the site to engage in negative interactions like bullying or stalking. In order to increase user agency within the site, we will also allow users to propose and vote on changes to the website, though we reserve the right to veto changes based on outside considerations.

Outreach Design and Partnership Initiatives

As the online Mondo infrastructure is being developed, we will simultaneously begin establishing partnerships with mission-aligned organizations at regional, national, and global levels. In order for Mondo's cross-cultural exchange to be effective, the foundational layer of participants – and therefore the foundational cultural content being posted – must represent a variety of cultures around the world. As such, initial outreach will focus on recruiting a variety of Tier 1 participants, who can then serve as participatory models and brand ambassadors.

In order to generate a representative mix of cultures from around the world, we'll focus initial outreach efforts on major multi-cultural metropolitan areas, where Tier 1 participants are most likely to live. At launch, we'll be sure to include at least one major, multi-cultural city on each continent, including: San Francisco, São Paulo, Amsterdam, Paris, Marrakech, Singapore, and Sydney**.** Once a broad cultural base has been established, future outreach will focus on engaging Tier 2 and 3 users, and will branch out into more rural and homogenous communities around the world.

In order to gain our desired penetration, we'll partner with local governments and mission-aligned organizations like Boys & Girls Clubs, Teach For All, and UNICEF. In addition to helping us secure adequate translation services, these partnerships would help connect us with pre-existing local organizations and institutions around the world, including (but not limited to) afterschool programs, sports leagues, libraries, community centers, local culture museums, movie houses, and restaurants.

Our partnership with such organizations will offer them many benefits. Mondo would proudly advertise for our partners on our website. These face-to-face venues would be able to build their own Stories on our site, spreading their stories of local culture. They can post about events and workshops they are hosting, users can follow their Stories, and link to projects completed at events and workshops, described below. Regional partners will also be able to

promote their own services and events (not just Mondo-affiliated ones), as a way of incentivizing their participating in the site.

Mondo will work with these local organizations to develop mission-aligned education resources and workshops that meet local needs. Topics may include socio-emotional development, cross-cultural conversational competencies, and technological / verbal literacy. Some such resources will be designed to empower teens to reflect on, create, and share compelling digital stories of their local culture. For example, one set of resources would teach teens the basics of digital storytelling, including narrative structure and the basics of photographic composition. By teaching teens how to tell their stories in compelling ways, we would increase the quality of cultural content available on Mondo. Users would learn to better express themselves, aiding in their identity-building. Quality content would also be more likely to engage other users, increasing Mondo's ability to create cross-cultural empathy.

Partnerships with face-to-face venues would thus serve to generate interest in Mondo's online platform, encourage users to sign up, and scaffold the creation of compelling digital content from a variety of cultures. Once this library of content is available on Mondo, a second phase in face-to-face partnerships would begin. We would work with these local organizations to arrange face-to-face cultural exchanges. Local libraries and museums could share highlights from their collections on Mondo, featuring exhibits of user-generated content. Local restaurants or food festivals could offer cooking classes, or tastes from around the world, inspired by and based on recipes provided by Mondo users. Book clubs could engage with Mondo users' favorite literature, movie houses could screen favorite international media, and sports leagues could experiment with foreign sports and rules from around the world. Mondo-affiliated events would drive foot-traffic to our local partners, and generate further interest in our online platform.

These events would take advantage of the features of face-to-face learning opportunities, facilitating experiential and peer-to-peer learning, fostering personal growth and cross-cultural empathy. By exposing teens to a greater variety of culture than can be found in their own backyards, these face-to-face events may introduce them to new sights, flavors, skills, or ideas, allowing teens to test out different versions of themselves, helping them to further build their identity. Additionally, it may encourage teens to get involved with their local communities, becoming advocates for their local culture. As users age, and new waves of teens begin to celebrate cultures at home and abroad, older users could serve as mentors to the younger

generation, encouraging them to become further involved in both local and global community-building.

Formative Evaluation Results

Our team performed a formative evaluation with eight high school freshman at the Snowden International School in Boston, which provided us with practical information to develop Mondo's shape and features. Together, we learned how to think about naming the product, how the teens currently use other similar products, and what information to highlight in our product.

When speaking about the names, the teenagers pointed out that the name should be simple, and easy to say; anything that was too complex was off-putting, and would be too hard to tell others. We provided them with a list of potential name choices in the questionnaire, and they all chose names that were two or three syllables in length. They didn't love any of our suggested names, and suggested we stick with something "easy."

We next queried them about their social media use. All participants agreed that the social media they use most are Snapchat, Instagram, and occasionally Facebook. Most shared that they enjoyed Snapchat the most and would prefer to watch someone else's "snap" rather than make their own. Almost every participant had a smartphone, and was less likely to use a computer. This confirmed our expectation that most teenagers either access websites from mobile devices, or use apps. Teens expressed significant concern with security as related to connecting with other users. They expressed a fear related to identity issues, and were concerned they could get "Catfished" by a user masquerading under a fake persona.

When asked about their interests, our teens initially seemed either uncertain or hesitant to share. After they warmed up to us, they mentioned interests including volleyball, gym class, movies, basketball, food, sleeping, tennis, reading, writing, coding, and playing video games. One girl mentioned an interest in writing fan fiction. This confirmed for us that teens do indeed have many varied interests.

We also presented teens with a prototype of the questionnaire users would be asked to fill out when they sign up for Mondo. An example of the questionnaire can be seen in Appendix B. We plan to encourage users to update their answers to these questionnaires periodically, both increasing their sense of individual growth and better allowing us to match them with similar

users. Data from these questionnaires could also be useful in evaluating Mondo's efficacy on their intrapersonal and interpersonal growth, though we also have other methods in mind for measuring our impact.

Impact Evaluation

Our desired behavioral outcomes include users communicating with new people from different cultures, exploring interests over time, and developing empathy for people outside of their initial circles of concern. Empirically measuring empathy is notoriously difficult, due to, among other reasons, social desirability bias -- the extent to which individuals want to appear "good" in the eyes of researchers (Crowne, 1960). Despite this limitation, we believe an online survey to be the best available option for gauging users' experiences with Mondo and their evolving attitudes towards global citizenship.

We will utilize this survey in two ways. First, it will be available on the website for users to opt-in to and fill out every six months. Second, we will hire a known outside firm to impartially administer the survey in an experimental design in a Mondo pilot city, e.g. São Paulo. Details of the survey, and the two data-gathering methods, are detailed below.

The Survey

As our aim is to promote global citizenship, our survey will include measures that reflect the above-stated behavioral outcomes. Academic research has begun to focus on the ways in which individuals relate to a larger global community. For example, Identification With All Humanity (McFarland, Webb, & Brown, 2012) seeks to assess identification and feelings of openness to all humans, and Global Identity (Der-Karabetian & Ruiz, 1997) relates to feelings of being connected with other people on a global level. By measuring users' relation with these two metrics over time, we feel we will be able to get an empirical sense of their changing levels of global citizenship. For a more detailed view of these measure, please see Appendix C.

We will use these measures in our survey alongside other elements. These elements include basic demographic information (age, sex, ethnicity, etc.), participants' interests, how much time they spend engaging in related activities, and how many people they have made connections with. Participants have the option of skipping any question they'd prefer to not answer. The survey will be as brief as possible, to ensure participants complete the survey

process. The final question will be open-ended and state: "What does global citizenship mean to you?" It will be revealing to see how users' definitions change over time, if at all.

Website-based Survey

We plan to post the survey to our website six months after we launch, to guarantee that there are enough dedicated users to yield statistically significant results. Users who visit the site at least six times during those six months will have the option to opt-in to the survey. This will prevent users who are not as invested in the website from starting surveys and not completing them. Ideally, users will retake the survey every six months, allowing us to see how user's behavior and attitudes do or do not change over time. To incentivize users to participate in this longitudinal study, we will offer Mondo point rewards for their continued participation.

As Mondo is a website and a mobile app, we will also have lots of user data to evaluate. We can see how many different people users are connecting with, and in which parts of the world. By examining the growth of connections and distances, we will be able to infer whether our product is having the desired impact. However, an experimental design will allow us to begin to examine what exactly is happening when users use Mondo.

Experimental Design

For our experimental design we want to see if Mondo users behaviors related to global citizenship changed over time. We would implement the experiment in a Mondo pilot city. We would recruit participants in three afterschool programs, with students ranging from ages 13-16. The experiment would take place over the course of six weeks.

One group will receive instruction with the Mondo curriculum and sign up for our website. A second group will receive their regular programming with a cultural curriculum from another provider. For instance, a photography class might study photos taken around the world. The third group, our control group, would get no intervention, and receive their regularly scheduled programing.

Students in all conditions will take the survey as a pre and post-test. Students in the experimental groups should show the greatest increase on the measures as well as an increased interest in their specific activity. We hypothesize that students getting some cultural intervention will also show increased scores, but not as high as those receiving the Mondo intervention.

Finally, the control group should show little change over the 6-week period. Ultimately, we would hope to implement this across the United States as well as internationally to get multiple perspectives with which to compare.

Conclusion

By actively connecting users across cultural barriers over shared interests, Mondo will break teenage social media users out of their culturally homogenous echo-chambers, exposing them to different ways of seeing and interacting with the world. Partnerships with local organizations around the world will provide opportunities for face-to-face interactions with foreign sights, sounds, tastes, and pastimes. We will scaffold teens engagement with cultures both foreign and familiar, helping them to more clearly define and express their unique identities. In this way, Mondo will help create a new generation of self-aware global citizens.

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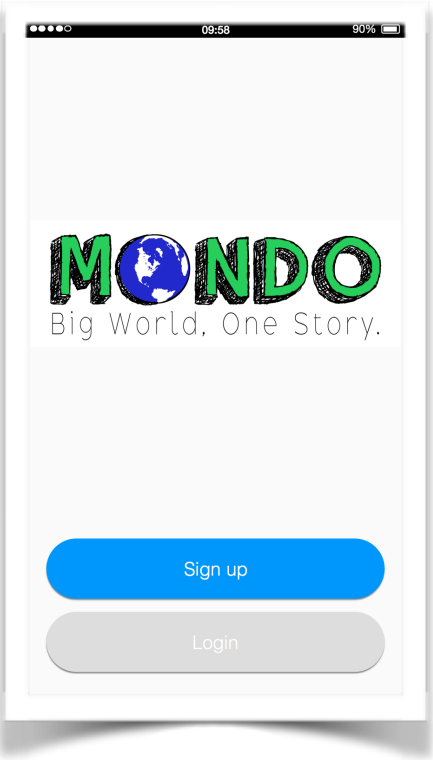
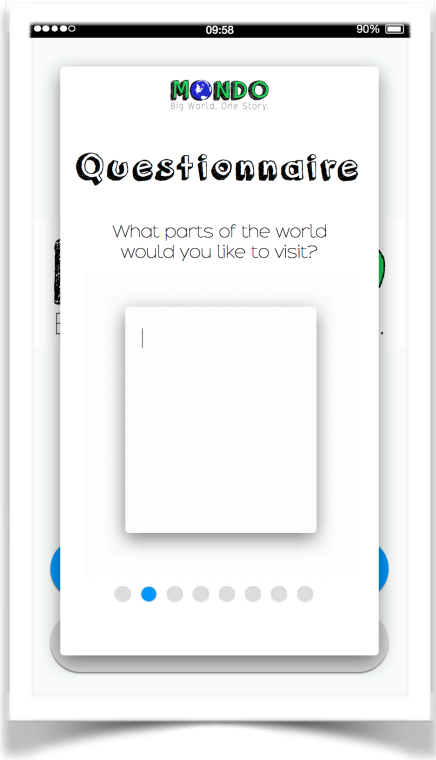
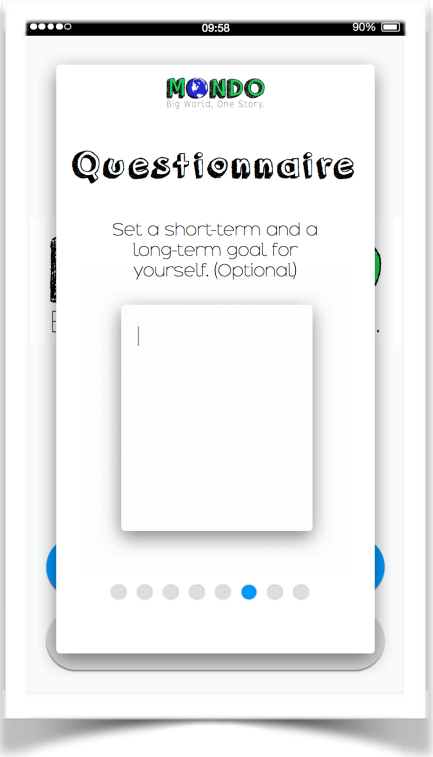
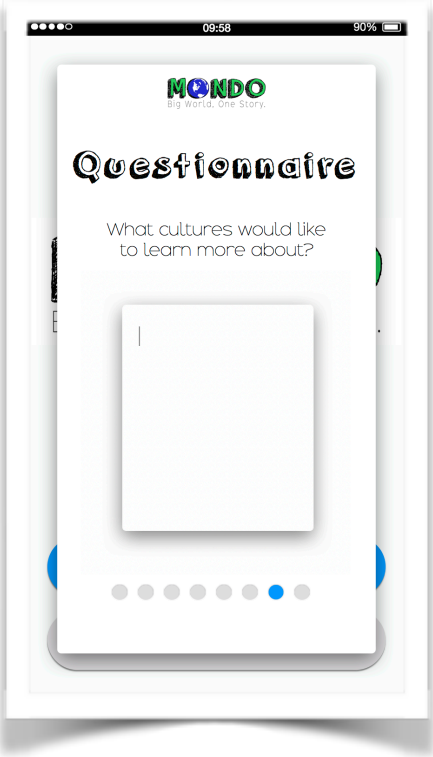
Appendix A
Mondo App Wireframe, Slides 1-6

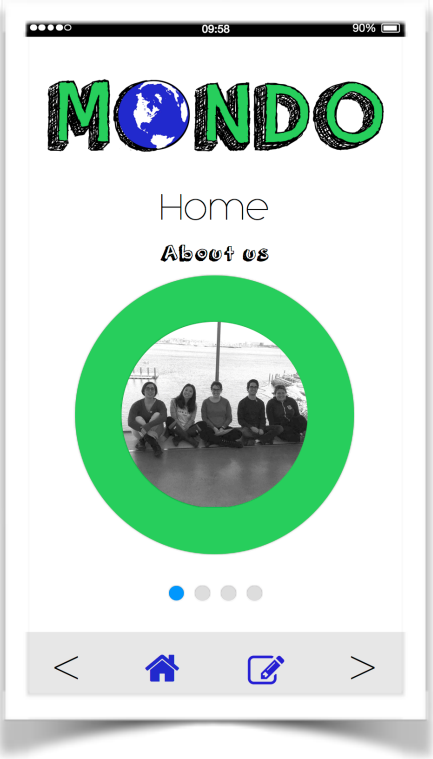


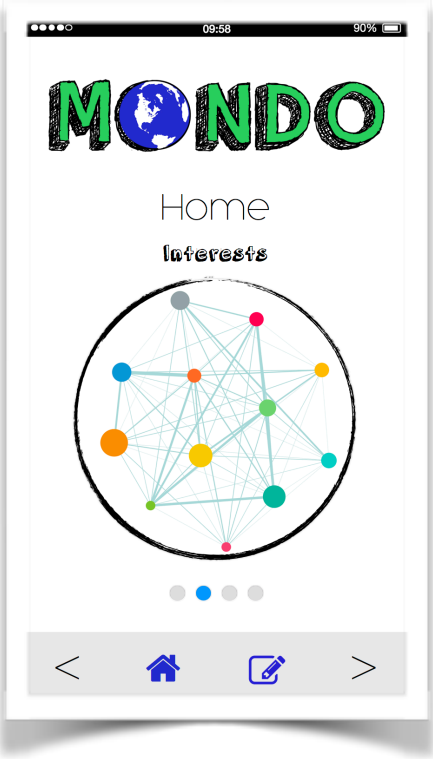


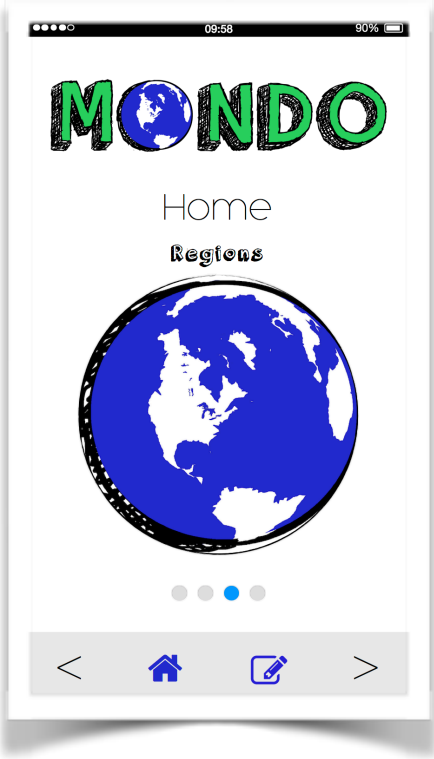
Appendix A
Mondo App Wireframe, Slides 7-12











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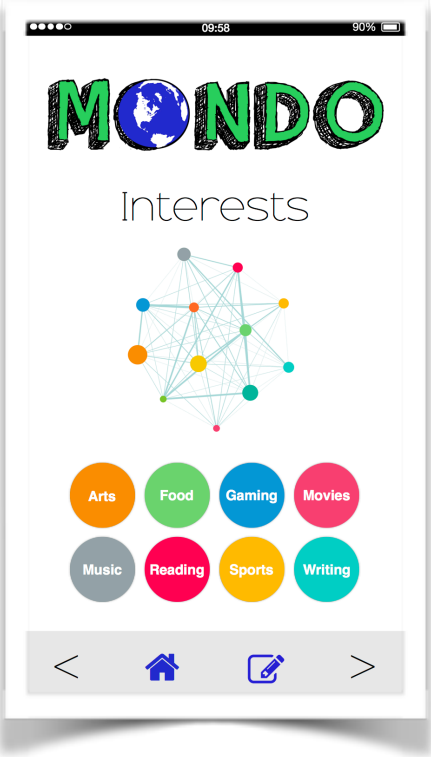
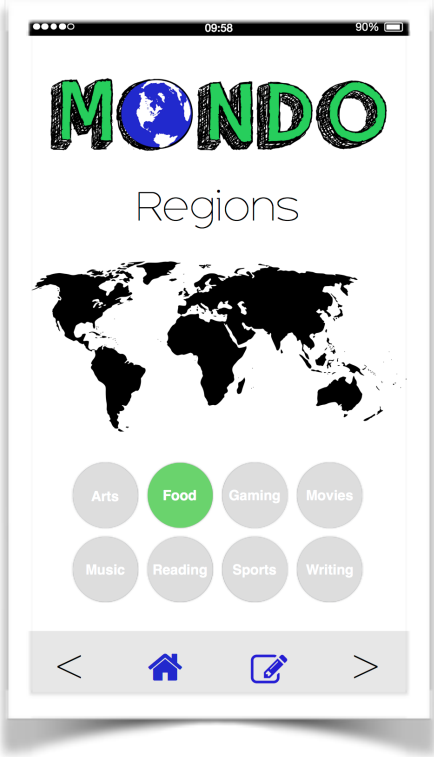
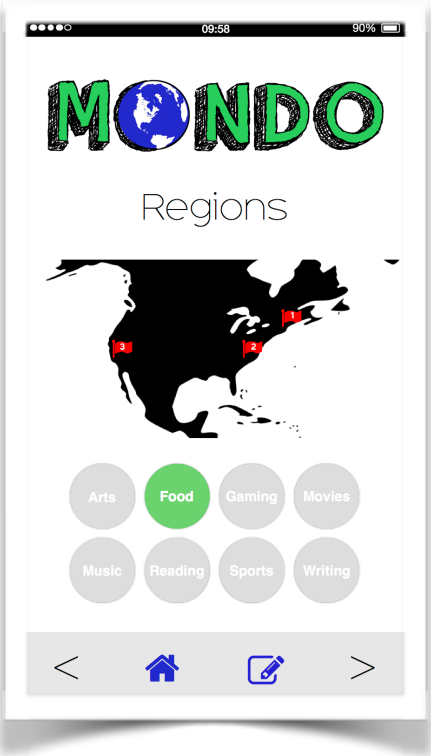
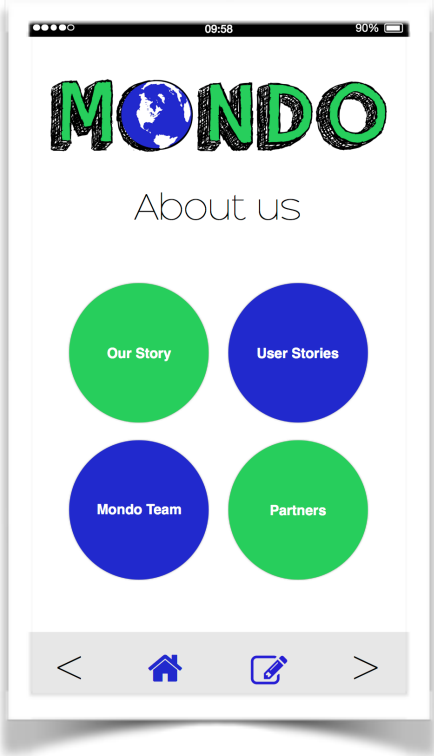
Mondo App Wireframe, Slides 13-18

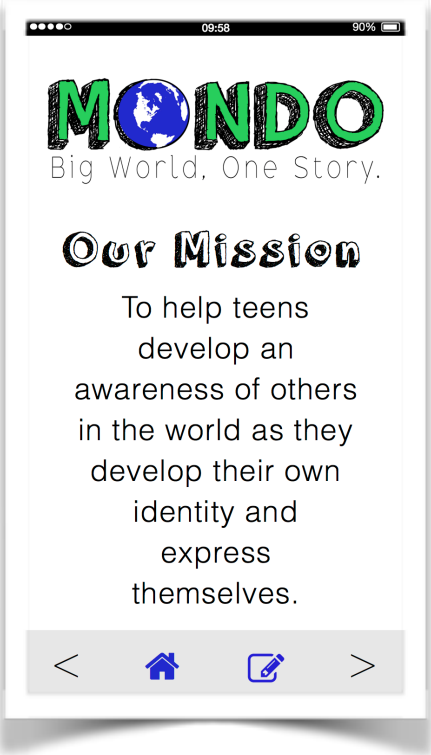


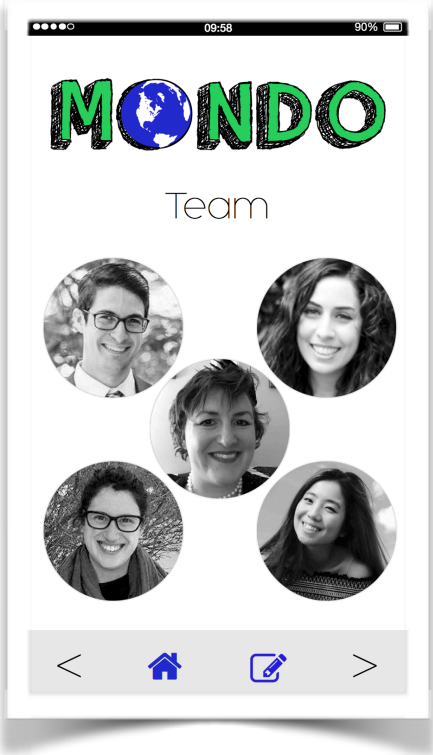


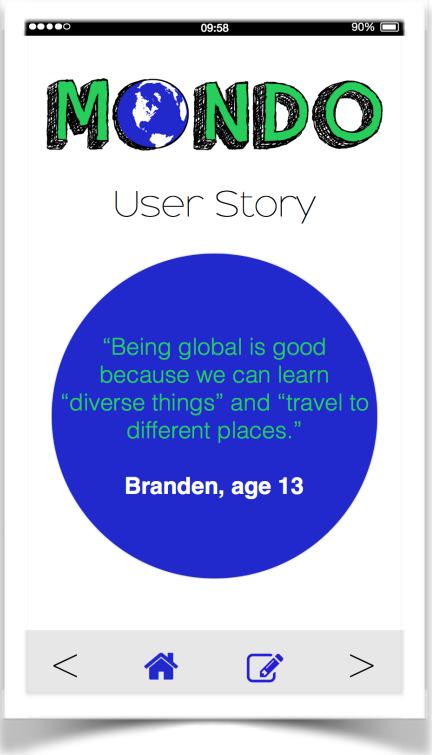


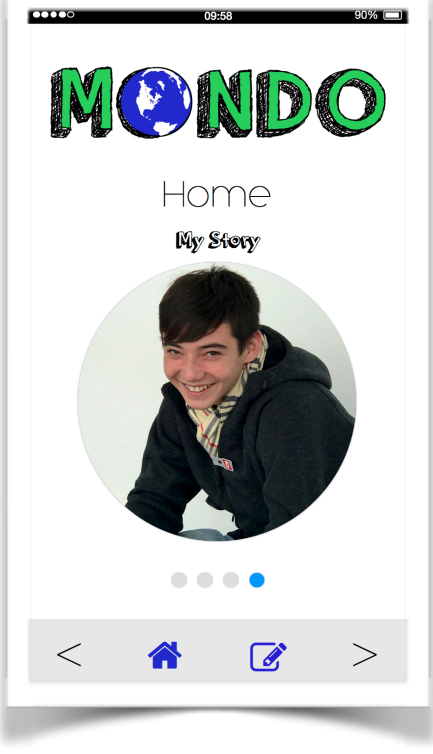


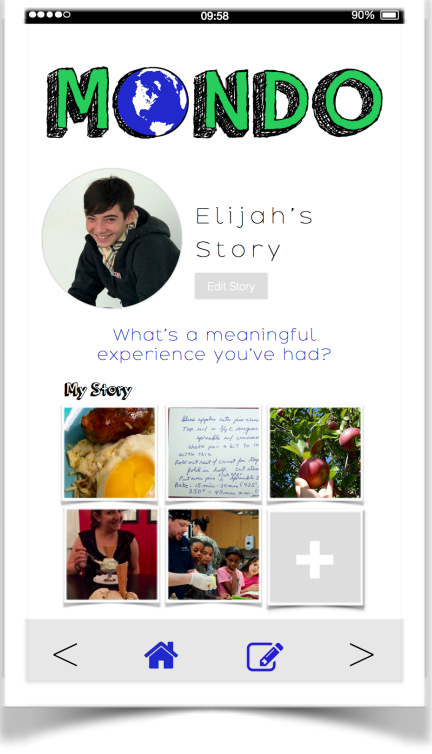
Appendix A
Mondo App Wireframe, Slides 19-24



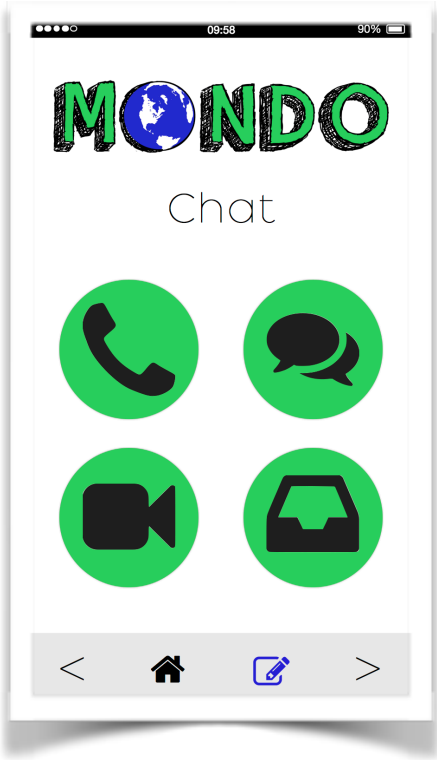








Appendix A
Mondo App Wireframe, Slides 25-27



Appendix B
Questionnaire with participants at Snowden, page 1

Team Kermit Formative Assessment Questionnaire
(Start recording then ask whether or not they want to be recorded…)

For Team Kermit Eyes Only
What websites or apps do you like to use? Easiest to use? Hardest to use?

How important is going live/"story" features? (Snapchat/Instagram/Facebook way)

What organizations are you involved in at Snowden and outside the school? In and after school? How do you access your interests?

What does "international" mean to you? What does global mean to you? Is it good or bad?

What would you want to see in this community?

Behaviors:

Content:

Look:

Other:

How likely would you be to participate in a face-to-face activity that would enhance your online experience?

What would you call this product?

BONUS: One-on-one conversations to find out:
"Tell me a story about a meaningful activity you've participated in."

Appendix B
Questionnaire with participants at Snowden, page 2

First Name: **Age:**

Grade Level: **Country of Origin:**

Countries travelled to:

1. If we used one of these names for the site instead, which of the below names do you like? Circle the ones you like.

Pangea	Little Things	Omnific	Panoply	Omnius
Fuse	PanPalz / PanPals	Worldly	Panorama	Same Diff

2. Circle the questions you would want other people to answer in blog posts or videos:

   What is your favorite childhood toy?
   If you could be an animal which one would you be? Why?
   What's your favorite local food?
   What's a time when you were really scared?
   What's something you're proud of?
   What is something you see every day?
   What did you see today that you've never seen before?
   What do you take for granted that you think other people have never seen?
   What's your favorite smell?
   What surprised you this week?

3. What questions would you like to be asked?

Appendix B
Questionnaire with participants at Snowden, page 3

First Name:

4. When you login, you'll see a questionnaire to help you setup your experience. The questions are below. Could you please fill it out, and let us know if you'd like us to ask users anything else?

Questionnaire:

What are your interests?

How would you prefer to chat with people over distances?

What regions of the world are you interested in?

Would you like to connect with other people? If so, how many?

Set a short-term and a long-term goal for yourself [Optional]
Examples:
- I will chat with someone from a new country
- I will take a cooking class

Is there any other feedback you would like to offer?

Appendix C
Impact Evaluation, page 1

-Impact Evaluation Survey-

Instructions: Respond to each question to the best of your ability.
You may stop or skip questions when you please.

Age:

Sex:

Ethnicity:

1. What are your primary interests? How many hours a week do you spend engaging with them?

2. Have you connected with anyone yet? If so how many people?

3. How close do I feel to _____?

a. the people in my community.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. Americans.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. people all over the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

4. How much do you have in common with _____?

a. the people in my community.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. Americans.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. people all over the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

Appendix C
Impact Evaluation, page 2

-Impact Evaluation Survey-

Instructions: Respond to each question to the best of your ability.
You may stop or skip questions when you please.

5. Sometimes people think of those who are not a part of their immediate family as "family." To what degree do you think of _____ as "family"?

a. the people in my community.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. Americans.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. people all over the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

6. How much do you identify with _____ feel a part of, feel love toward, have concern for) each of the following?

a. the people in my community.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. Americans.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. people all over the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

7. How much do you want to be_____:

a. a responsible citizen of my community
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. a responsible American citizen
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. a responsible citizen of the world
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

Appendix C
Impact Evaluation, page 3

-Impact Evaluation Survey-

Instructions: Respond to each question to the best of your ability.
You may stop or skip questions when you please.

8. How much do you believe in_____:

a. being loyal to my community.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

b. being loyal to America.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

c. being loyal to all mankind.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

9. I feel that I am "next door neighbors" with people living in other parts of the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

10. I feel that I am related to everyone in the world as if they were my family.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

11. I feel that people around the world are more similar than different.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

12. I think of myself as a citizen of the world.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

13. I feel like my fate and future are bound with all of humankind.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

14. I feel that I am living in a global village.
1 _ not at all close
2 _ not very close
3 _ just a little or somewhat close
4 _ pretty close
5 _ very close

15. What does Global Citizenship mean to you?