



UNITED NATIONS  
HUMAN RIGHTS  
OFFICE OF THE HIGH COMMISSIONER



# BUILDING HUMAN RIGHTS-BASED MIGRATION NARRATIVES

THE STORY OF #DARI DAPUR AND  
#MYGREAT STORY



# HOW TO USE THIS REPORT

This instructive guide is intended to inspire and support civil society actors and other stakeholders in the Asia Pacific region to develop and implement public narrative change campaigns on migration and related issues. Through outlining the steps we followed in the process of research and campaign development in two pilot countries in the region (Malaysia and Australia), we tell the story of how we designed, implemented and evaluated narrative change campaigns on migration and people on the move.

UN Human Rights and our partners have undertaken considerable conceptual and normative work in recent years to identify strategies to promote narratives that inspire hope and have shared values, human rights and human

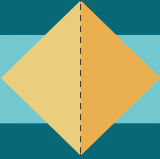
stories at their heart. Our work has been based on the understanding that how we speak about migration plays a fundamental role in guaranteeing equality and human rights through painting a picture of the future we share, united around our common humanity. Please refer to our publication on *Seven Key Elements on Building Human Rights-based Narratives on Migrants and Migration* and its accompanying *Toolbox* as an additional reference when you use this instructive guide.<sup>1</sup>

We invite you to use these insights to inform your own process for narrative change interventions on migration and other human rights issues that are relevant to the Asia Pacific region.

<sup>1</sup> Available at <https://www.ohchr.org/en/migration/reframing-narratives-migration>.

1

UNDERTAKING CONTEXTUAL RESEARCH



2

UNDERSTANDING PUBLIC SOCIAL SENTIMENT



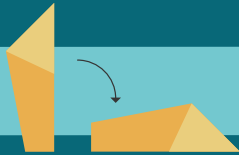
3

IDENTIFYING THE TARGET AUDIENCE



4

DEVELOPING KEY MESSAGES



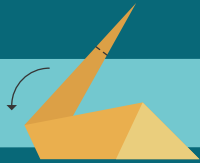
5

TESTING THE MESSAGES



6

CHOOSING MESSENGERS



7

DESIGNING AND DELIVERING THE CAMPAIGN



8

MEASURING IMPACT





# INTRODUCTION

## WHAT ARE PUBLIC NARRATIVES?

Narratives are powerful, socially constructed ideas and themes that are created and shared to frame how people explain and understand the world around them. They may be written, spoken or visual. They may go back generations and be rooted in historical traditions, or they can rise up and grow in response to emerging issues. Narratives help societies to understand and explain the past, the present and the future. They frame what individuals and communities believe is possible and socially acceptable in their world.<sup>2</sup>

Narratives are embedded in social contexts and value systems in all societies. They are created and modified through repetition and interpretation by communities, the media, popular culture, political figures and other influencers. When a public narrative is shared over time

by persuasive narrators, the more powerful it becomes, affecting and informing how people respond to issues in their daily lives. Public narratives can also be used to shape or justify official policy measures and governance decisions. As such, they can be a powerful tool for sparking changes in the way people think about and act on social issues.<sup>3</sup>

Organizations and individuals are increasingly using public narrative change efforts to share stories and innovative strategies of inclusion and unity across a range of issue areas including racial and social justice, climate change, gender equality and migration. Such efforts have in common the intention to shift power dynamics and to shape public and policy narratives to achieve universal human rights goals.<sup>4</sup>

Human rights represent at their most fundamental level a broad consensus to uphold the inherent dignity and worth of each human person, without distinction as to migration status or nationality, and to protect those who are most marginalized and vulnerable to harm. A human rights-based approach to narratives will therefore focus on empathy and compassion, rather than on pity or charity. **It is consciously linked to an international framework of legally guaranteed rights and entitlements.**

<sup>2</sup> OHCHR, 2020. Introduction: Toolbox on Migration Narrative Change at [UN-Introduction.pdf](#) (standup4humanrights.org)

<sup>3</sup> Social Change Initiative, Narrative Change: Lessons and tools for activists to bring about progressive narrative change at <https://www.socialchangeinitiative.com/narrative-change>

<sup>4</sup> Narrative Initiative, 2019. *Field Guide: Narrative Research Methodologies*



## HOW CAN BEHAVIOURAL SCIENCE HELP BRING ABOUT NARRATIVE CHANGE?

Behavioural science refers to an evidence-based understanding of how people behave and make decisions.<sup>5</sup> People interpret their world through a complex process that is influenced by emotions, cognitive biases and mental shortcuts as well as structural externalities – a process that is not always purely rational.<sup>6</sup> Behavioural science uses a range of methods and principles to understand these influences in order to develop a more systematic understanding of the factors that influence human behaviour.

Understanding the drivers of individual and group behaviours is therefore key to designing impactful narrative change interventions, influencing attitudinal shifts in societies, and bringing about effective social and behaviour change.

Behaviour change methodologies are typically interdisciplinary, in recognition that underlying people's perceptions and attitudes are cognitive, social and structural factors.<sup>7</sup> Underpinning attitudinal and behavioural change interventions with robust research methodologies involves using both qualitative and quantitative approaches. In-

depth interviews, surveys and focus group discussions as well as emerging methodologies such as social listening<sup>8</sup> and big data analysis are all important tools to identify target audiences, test messages and spark changes in the knowledge, attitudes, or behaviours of this audience.

Measuring the outcomes of the behavioural change intervention is crucial and monitoring and evaluation should be incorporated into the design of your process. Note that narrative change takes time and is rarely a linear process. As such it may be necessary to institute a range of short-term indicators to measure progress along the way, in addition to measuring longer-term goals and outcomes.

It is important to remember that influencing public narratives to achieve human rights goals should ideally be envisaged as one element within a range of interventions at various levels – including legislative, policy and community-based – and should be predicated throughout on principles of non-discrimination, participation, empowerment and accountability.

Pursuing narrative change through behavioural insights can be challenging work – to design, carry out and to measure – but it can open up new possibilities to advocate for a more just and equal society and can therefore be a critical tool to achieve human rights results.

**Behavioural Science:** The evidence-based study of how people behave, make decisions and respond to context.

**Behavioural Insights:** Knowledge obtained from the application of behavioural science to gain an accurate and evidence-based understanding of how people behave and make decisions.

**Behaviour Change:** A broad concept that includes any effort to change behaviour and often involves giving people information with the aim to change their attitudes and decisions.<sup>9</sup>

<sup>5</sup> United Nations. 2021. Behavioural Science Guidance Note, Secretary-General's Guidance on Behavioural Science.

<sup>6</sup> World Bank. 2015. World Development Report 2015: Mind, Society, and Behavior. Washington, DC: World Bank. doi: 10.1596/978-1-4648-0342-0. License: Creative Commons Attribution CC BY 3.0 IGO

<sup>7</sup> See UNICEF, 2019. The behavioural drivers model: a conceptual framework for social and behaviour change programming, at [https://www.unicef.org/mena/media/5586/file/The\\_Behavioural\\_Drivers\\_Model\\_0.pdf%20.pdf](https://www.unicef.org/mena/media/5586/file/The_Behavioural_Drivers_Model_0.pdf%20.pdf)

<sup>8</sup> Social listening tracks social media sentiment. While social media monitoring measures the volume of online engagement, such as the numbers of likes and impressions, social listening tracks the tone, nuance and shifting sentiment of online discussions.

<sup>9</sup> United Nations Practitioner's Guide to Getting Started with Behavioural Science Applications to UN Policies, Programmes and Administration: 6523b2e99f04feb2dd4b0f4f\_2022 - UN Practitioner's Guide to Getting Started with Behavioural Science.pdf (website-files.com)

## WHY DO WE WANT TO CHANGE NARRATIVES ON MIGRATION?

Migration is often positioned as a societal problem, with people on the move only represented in terms of challenges and costs, for example to the economy or society. Harmful narratives perpetuate misperceptions and stereotypes of migrants or disinformation around migration and can lead to the dehumanization of people on the move. Such

narratives are often rooted in xenophobia and racism; some are overtly hostile while others are more subtle and indirect. These narratives can reinforce an “us-vs-them” perception, excluding people in vulnerable situations from our societies.<sup>10</sup>

**We can choose to tell a better story – to disrupt oppression and discrimination and to reinforce human dignity and rights. The UN Secretary General has called on the international community to “reimagine human mobility for the benefit of all while advancing our central commitment of the 2030 Agenda to leave no one behind”.<sup>11</sup> To do this we need new narratives.**

## HOW DO WE CHANGE NARRATIVES ON MIGRATION IN ASIA AND THE PACIFIC?

The Asia-Pacific region is the world’s most populous, home to two-thirds of the global population. It is one of the most rapidly developing regions, yet it also has some of the highest levels of economic and social inequality within and between countries.<sup>12</sup> These inequalities are often compounded by other risks to human rights, including armed conflicts and environmental degradation, which combine to drive precarious mobility within and from the region.

Government responses to such mobility, including sweeping policies of criminalization of irregular migration or limiting the access of low-wage migrant workers to essential services, are often defended on the grounds of negative public opinion.<sup>13</sup> In recent years, concerns have been raised about increasing polarization in societies in the region and a rise in hate speech against migrants and minorities.<sup>14</sup>

Migrants who are in vulnerable situations, those who face discrimination on racialized and gendered grounds, who are poor and otherwise marginalized, are disproportionately impacted by the convergence of policy measures with negative public narratives. During the COVID-19 pandemic for example, harsh exclusionary policies and even violence against migrant communities were justified as proper policy responses to such public attitudes.<sup>15</sup>

While there is an increasing body of literature and practical experience relevant to reshaping migration narratives in many regions, such initiatives are more nascent in Asia and the Pacific. Beginning in 2020, UN Human Rights launched an initiative under the umbrella of its global #StandUp4Migrants campaign to contextualize and bring to life hope and values-based narratives on migration in the region.

<sup>10</sup> See UN Human Rights work on migration narratives at <https://www.ohchr.org/en/migration/reframing-narratives-migration>

<sup>11</sup> UN, 2020. *Secretary-General’s Policy Brief: COVID-19 and People on the Move*, at <https://migrationnetwork.un.org/resources/policy-brief-covid-19-and-people-move>

<sup>12</sup> UNDP, 2024. *Making Our Future: New Directions for Human Development in Asia and the Pacific*. Regional Human Development Report.

<sup>13</sup> ILO, 2019. *Public attitudes towards migrant workers in Japan, Malaysia, Singapore and Thailand*. Revised 2020

<sup>14</sup> UN Women, 2023. *Big Data Analysis on Hate Speech and Misogyny in Four Countries: Bangladesh, Indonesia, the Philippines and Thailand* at <https://asiapacific.unwomen.org/en/digitalLibrary/reports/2023/03/big-data-analysis-on-hate-speech-and-misogyny#view>

<sup>15</sup> United Nations, 2020. Press release: *Migrants in Asia and the Pacific at higher risk of COVID-19 and its socio-economic fallout* at <https://bangkok.ohchr.org/asia-pacific-migration-report-2020/>

Two countries – Australia and Malaysia – were identified for this project on the basis that at the time of research, public narratives on migration in those countries were entrenched and often hostile, leading in some cases to policy outcomes such as prolonged immigration detention or denial of access to basic services that negatively affected the human rights of migrant workers, asylum seekers, undocumented migrants and other groups associated with migration. At the same time, civil society actors in both countries were and remain deeply engaged in advocacy for the human

rights of migrants and people on the move. This meant that in Australia and in Malaysia there were a range of potential partners with whom UN Human Rights could engage to design, co-create and roll-out behaviourally informed campaign interventions. We conducted research into public attitudes in these countries, to understand how people perceived migration and the situation of people on the move, to identify target audiences and then to develop and disseminate messages that could influence attitudinal change within this 'persuadable' group.



### Migration is an intrinsic element of Australia's history.

In 2021, more than

**50%** of Australians were born outside the country or had a migrant parent, meaning that for the first time, Australia had become a majority migrant country.<sup>16</sup>

Yet many aspects of government policy, public discourse and perceptions around migration and minorities associated with migration continue to be controversial and divisive, including in the context of asylum seekers arriving by sea as well as the rights of low-wage temporary migrant workers and undocumented migrants.<sup>17</sup>

**Malaysia has long been a country of destination for refugees, low-wage migrant workers and other migrants in vulnerable situations.** It has an estimated population of some:

**3 million**

documented migrant workers

**1.2 - 3.5 million**

undocumented or irregular migrants and

**185,000**

refugees<sup>18</sup>

At the same time, there has been increasing concern about exclusionary and hostile public and media narratives, which threaten the safety and dignity of migrants and encourage or justify restrictive policy measures.<sup>19</sup>



<sup>16</sup> Australian Bureau of Statistics (ABS) at <https://www.abs.gov.au/census>

<sup>17</sup> Inter alia see Committee against Torture, Concluding observations on the sixth periodic report of Australia, CAT/C/AUS/CO/6, 5 December 2022

<sup>18</sup> IOM Malaysia, December 2023 at <https://www.iom.int/sites/g/files/tmzbd1486/files/country/malaysia/infosheetdecember2023.pdf> and IOM, 2023. Assessment of causes and contributing factors to migrant workers becoming undocumented in Malaysia.

<sup>19</sup> Inter alia see Committee on the Elimination of Discrimination against Women, Concluding observations on the combined third to fifth periodic reports of Malaysia, CEDAW/C/MYS/CO/3-5, 14 March 2018

In partnership with Love Frankie Ltd, an Asia-Pacific social impact communications agency and *untitled kompeni*, a Kuala Lumpur-based social impact production team, as well as other partners, we followed a mixed methods approach to this research including desk review of secondary literature and semi-structured interviews with key informants, a quantitative public survey and focus group discussions to identify and test the messages that

we would eventually use in public-facing campaigns. We also conducted research towards the end of the process to monitor and evaluate engagement and impact. Note that our research was conducted during 2020-2021 and in the context of often strict COVID-19 internal and cross-border movement restrictions that were in place at the time in Australia and Malaysia.



Note that if context, time, access, limited staffing resources or budgetary constraints do not allow you to use all eight steps, we recommend that you select those steps that are most appropriate and feasible to your context. **Each step in the process can be adapted** – indeed we were faced with having to make choices on the methodologies and interventions we were able to use based on resource constraints and other structural factors at various stages in our own process.

# STEP 1

## UNDERTAKING CONTEXTUAL RESEARCH

The first step is to understand the existing research landscape around public attitudes on migration.



What **academic literature, information from the UN human rights mechanisms<sup>20</sup> and similar surveys** exist, either globally or regionally or more specifically in the country that could be useful to you? Can you speak with practitioners, experts and others who could share insights and highlight what has already been done?

This step will enable you to identify where your research and messaging would add value. It will also enable you to situate your research within the wider socio-economic context in the country or region, identify areas in which further study is needed, and link you with partners. Beginning your activity with such research allows you to refine your problem statement, which will in turn help you develop quantitative surveys and other tools.

### LITERATURE REVIEW:

In the literature review, examine relevant reports, research and data surrounding public attitudes towards migration in the context of your audience. It is also useful to review any existing campaigns in your country/region or others to see how these campaigns were used and (if available) any evaluation reports to understand what worked well and

what could be improved. While these sources might not be a perfect overlay for the research or audience you are targeting, reviewing such materials can help you build a more detailed and nuanced understanding of the context in which your research will take place.

#### Useful information can include:

- Authoritative statistics on international migration, including, where available, disaggregated data related to specific groups of people on the move including migrant workers, undocumented migrants, refugees and asylum-seekers;
- Reports and analysis of the human rights situation relevant to migration in the country or regional context by the UN human rights mechanisms and other relevant actors;
- Perception studies on issues related to migration;
- Media articles and reporting on migration; and
- Past campaigns on migration by the Government, civil society organizations (CSOs), national human rights institutions (NHRIs) and others.

<sup>20</sup> See UN Human Rights webpage 'Instruments & mechanisms' at <https://www.ohchr.org/en/instruments-and-mechanisms>.



## KEY INFORMANT INTERVIEWS (KIIS):

Interviews with experts and practitioners will give you direct insight and context on what can often be a complex issue to understand and address. This is an opportunity to ask questions directly to those people who are most informed about existing public attitudes towards migration.

Target a range of people who may have a different expertise, perspective, or opinion on the topic. For example, a list of people to consider for KIIs include:

- People with lived experience
- Civil society and community-based organizations
- Government representatives and Members of Parliament (MPs)
- Academic experts

The discussions can be structured, semi-structured, or even informal – depending on your existing relationship with the informant.



**Take thorough notes or ask permission to record the conversation so you can refer to it. Compile your findings into a central report or document for ease of reference.**

### Potential topics for discussion with KIIs:

- Key issues in the public discourse on migration and related issues in the country, including relevant human rights concerns;
- Research on public perceptions in the country or regional context, as well as gaps in existing knowledge towards which your research could contribute;
- Demographics, interests and other characteristics of prospective target audiences, along with suggestions on successful strategies to reach out to this audience; and
- Existing communication campaigns that have sought to change public perceptions in the country, whether on the topic of migration or on related social issues (e.g. climate change, gender issues, minority rights).

There are no set rules on how many interviews you need to complete for your needs. For example, in our KIIs in Australia and Malaysia, we targeted a sample size of some 10 interviews per country:

	AUSTRALIA	MALAYSIA
CSOs working on migration-related topics	5	2
Government representatives and MPs	1	3
Migration campaigns and initiatives	3	2
Advocacy groups	2	1
Academia	1	-
<b>TOTAL</b>	<b>12</b>	<b>8</b>

# STEP 2

## UNDERSTANDING PUBLIC SOCIAL SENTIMENT

The next step is to gain an understanding of social sentiment and values that are held in common as well as other key information about your audience. There are multiple tools that can be used to gain this insight. These include social media monitoring, social listening and analytics, online review platforms, sentiment analysis tools, quantitative surveys, focus groups, online forums, polling and others.

### USING SURVEYS

A quantitative survey is a useful tool to assess the perceptions of a broad audience towards migration. Surveys can provide a snapshot of current knowledge, attitudes, and behaviours of the audience. If demographic information is collected (such as gender, age, geography, educational background, employment sector, political affiliation, etc), findings can reveal differences in perceptions based on these traits.

### SURVEY SAMPLE SIZE

Surveys are typically used to reach larger audiences, and since it is often impractical to seek to survey an entire population, we rely on samples of these populations to populate our survey. If the sample is large enough, we can reasonably project the findings from the survey to the entire population within a degree of certainty (called a confidence interval). For instance, a generally accepted

### SELECTING A SURVEY TOOL

Choosing the right survey tool will depend on factors such as resources and timeline. A primary consideration is the level of access to the survey audience. Generally speaking, if you have access to your audience (e.g. through a programmatic database, through partners, or direct community access), you will be able to implement your survey directly. In other words, you will be able to

In Australia and Malaysia, particularly as our research was being undertaken in the context of the COVID-19 pandemic, we chose an online survey as the most appropriate method, surveying 1,200 respondents while ensuring a representative spread of gender, age, and geographical distribution in the country (by state in Australia and by region in Malaysia).

Beyond online surveys, there are multiple approaches for conducting surveys, including face-to-face, over the phone, via text message or email. Each approach has its pros and cons and assessing your target audience, budget, and timeline is important when deciding which you will use. For example, a younger audience might be more likely to respond to a survey delivered via mobile phone. An in-person survey might be a better method for respondents with limited Internet and mobile connectivity or in cases where your survey questions may need to be more nuanced.

minimum sample size to obtain enough responses to represent the sentiment in a country (called a 'nationally representative' sample) is a sample size of 1,000. However, bear in mind that this is not a set rule, and the sample size may be influenced by factors such as the specific characteristics of your target population or your own resource and capacity constraints.

send a link to a survey or conduct face-to-face surveys with your audience. To do this you could choose to use one of the many free tools that are available.

If you do not have direct access to your audience, you may have to consider external survey partners who can reach a sample of your audience, whether online or offline.

Online mobile surveys can reach many people quickly and cost-effectively. Some companies will send out surveys as advertisements through popular online games, apps and websites where users from your target demographic are prompted to complete a survey. Others build and maintain

their own databases (referred to as a survey panel) and will send your survey to these existing respondents that fit the profile of your target audience. For offline/face-to-face surveys, research companies can help you tailor a sampling plan and use enumerator teams to collect the data.



Insights from your desk review and KIs could help you understand **what tools have been used in the past** in your local context and **which could be most effective**.

## SURVEY QUESTIONS

When crafting your research questions, first look at your research objectives and identify what you want to understand about your audience. In our case, we wanted to understand the audience's areas of agreement as well as concern in relation to migration. To gain this insight, questions were designed around categories such as welcoming others, the impact of the COVID-19 pandemic, support for human rights and attitudes towards government policies related to migration.

The quantitative survey is a good opportunity to get a baseline understanding of the target audience's values. Understanding the audience's values will allow you in subsequent steps to develop and test key messages that will best resonate with them.



It can be challenging to understand values solely through the responses received to a quantitative survey. **Values are deeply held, inherently nuanced and often complex.** However, a quantitative survey enables you to obtain baseline information on those values which are likely to be important to your audience. You can use these indicative insights within a future qualitative research step to best understand the values of your target audience.

Our quantitative survey included eight value statements:

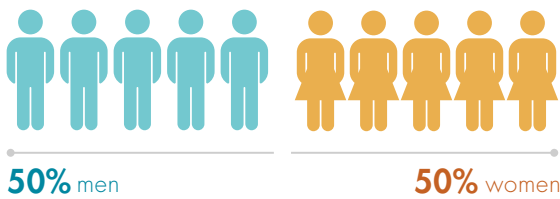
	Strongly disagree		Strongly agree		
	1	2	3	4	5
Everyone deserves access to work	1	2	3	4	5
Everyone deserves the right to education	1	2	3	4	5
All workers deserve to be treated equally and fairly	1	2	3	4	5
All children deserve the right to enjoy their childhood	1	2	3	4	5
I support women in fighting discrimination and sexism	1	2	3	4	5
We need to stand in solidarity with poor people in my country	1	2	3	4	5
Respect for human rights is a sign of a decent society	1	2	3	4	5
The rights of people in other countries are as important as the rights of people in my country	1	2	3	4	5

# Australia

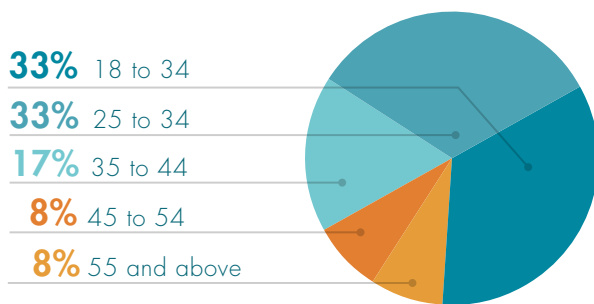
In total, a representative spread of 1,200 respondents completed the quantitative survey which was collected through an Internet-based survey platform. Surveys were disseminated in English throughout Australia.

The survey reached a representative sample of respondents in terms of gender, age, geography (state-level) and other demographic characteristics such as education, employment and political preference, with the sample population tending to be younger (66% of respondents were 18-34 years).

## GENDER



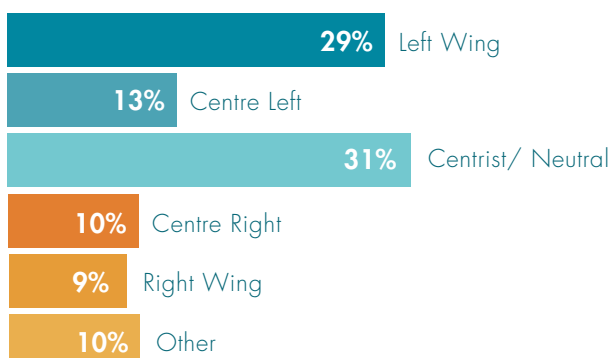
## AGE



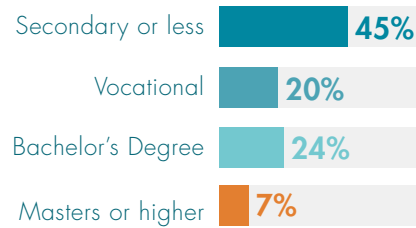
## EMPLOYMENT



## POLITICS



## HIGHEST COMPLETED EDUCATION



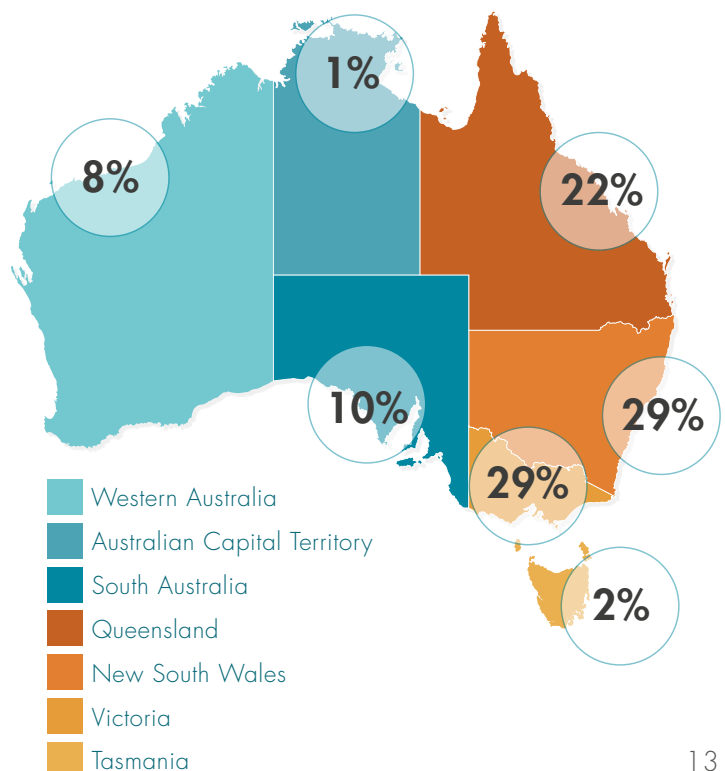
## BORN IN AUSTRALIA



## IDENTIFY AS MIGRANT



## STATE



## ATTITUDES TOWARDS MIGRATION

The quantitative survey revealed that on balance Australians valued welcoming people from other countries. While they were uncertain about the costs of migration in terms of economic expenditures and cultural risks, a clear

**76%** of Australians agreed strongly or somewhat strongly that Australian communities were stronger when everyone in them was supported.

**86%** agreed that respect for human rights was a sign of a decent society.

At the same time, the survey revealed a high degree of uncertainty about government immigration policies.

**43%** undecided as to whether they supported or opposed these policies

**29%** who were opposed

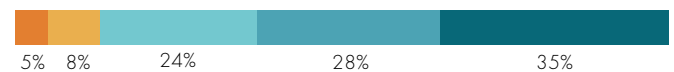
**28%** in favour.

This provided a strong indication that there was a significant target audience in Australia with undecided attitudes towards migration and welcoming people from other countries.

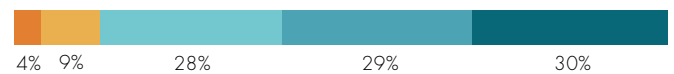
Our communities are stronger when we support everyone



We should help other people no matter who they are or where they come from



People from other countries contribute positively to my country's economy and society



Immigration has contributed positively to my country's culture and society



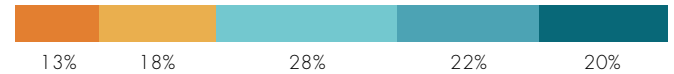
People from other countries do accept the local values of my country



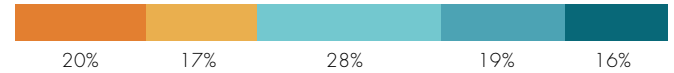
Local politicians should do more to welcome people from other countries



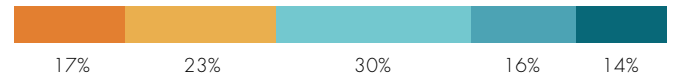
I am concerned about how much the government spends on welcoming people from other countries



People from other countries take the jobs of my country's citizens



People from other countries increase the risk of terrorism in my country



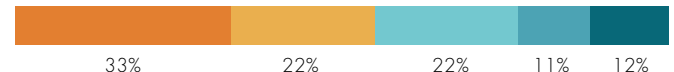
People from other countries disrupt the local culture/ community in my country



People from other countries are a burden to my country's social welfare system



My country should only welcome people from other cultures like ours



Strongly Disagree Strongly Agree

n. = 1200



More than half, or

**57%** of the respondents agreed that migration had a positive impact on culture and society

**43%** very strongly or strongly disagreeing with the idea that people from other countries disrupted the local culture or community.

And while government spending was a cause for concern with **42%**

**50%** of the respondents also felt strongly that people from other countries were not a burden on Australia's welfare system.

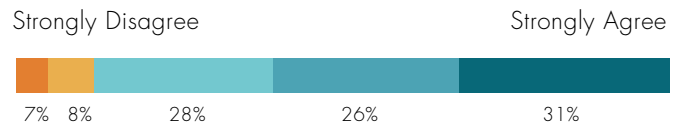
### WHO WOULD AUSTRALIANS WELCOME?



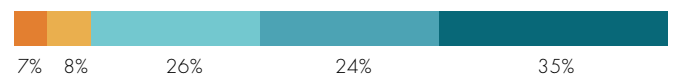
**59%** were willing to welcome those who were fleeing war and persecution.

**57%** believed that the country should welcome people who were unable to access education, healthcare, food or decent work in their countries of origin.

My country should welcome people from other countries who left because they couldn't go to school or get good health care, enough food or a decent job



My country should welcome people from other countries who are fleeing war and persecution



Most respondents (83%) associated the term "migrant" with positive (31%) or somewhat positive (52%) thoughts. Less than one-quarter (17%) associated the term with negative thoughts.



### BUILDING SUPPORT FOR MIGRATION

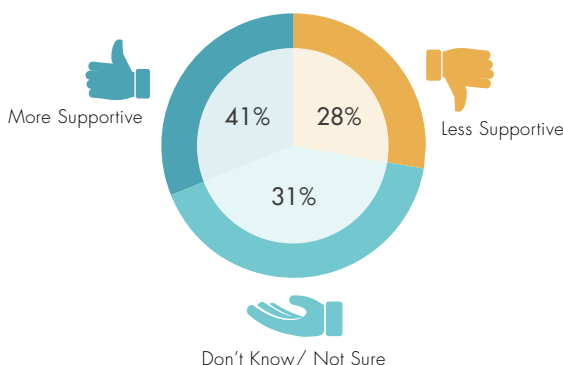
Over the course of 2021

**41%** of Australians said that they became more supportive of migration, while

**28%** had become less supportive.

Of those who became less supportive, bearing in mind that the survey was carried out at the height of the COVID-19 pandemic,

**76%** cited the increased risk of spreading COVID-19.



Those who became more supportive of migration were most influenced by hearing stories of how people on the move had struggled personally in their countries of origin, **72%**

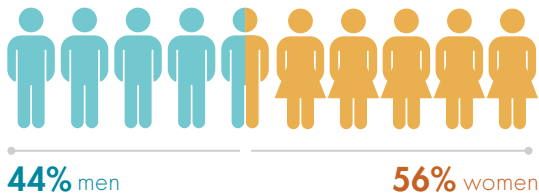
while more than half became more supportive when realising that they had shared struggles or when imagining themselves in a migrant's shoes. **58%**

# Malaysia

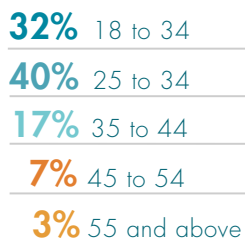
The survey in Malaysia similarly reached a total of 1,200 respondents across Malaysia through an online platform, and targeted people between ages 18-34. Surveys were disseminated in Bahasa Malaysia.

The survey respondents were reasonably representative by gender and other characteristics and slightly skewed towards urban centres such as Kuala Lumpur. To ensure geographical representation, the data used in this analysis were weighed by region.

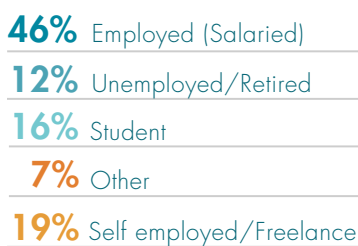
## GENDER



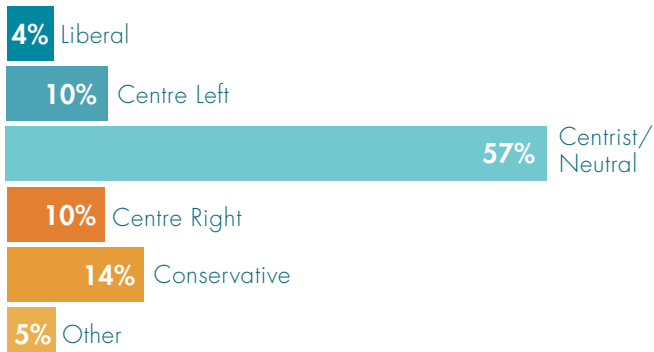
## AGE



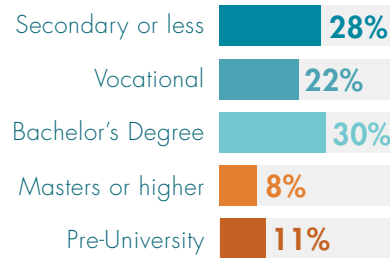
## EMPLOYMENT



## POLITICS



## HIGHEST COMPLETED EDUCATION



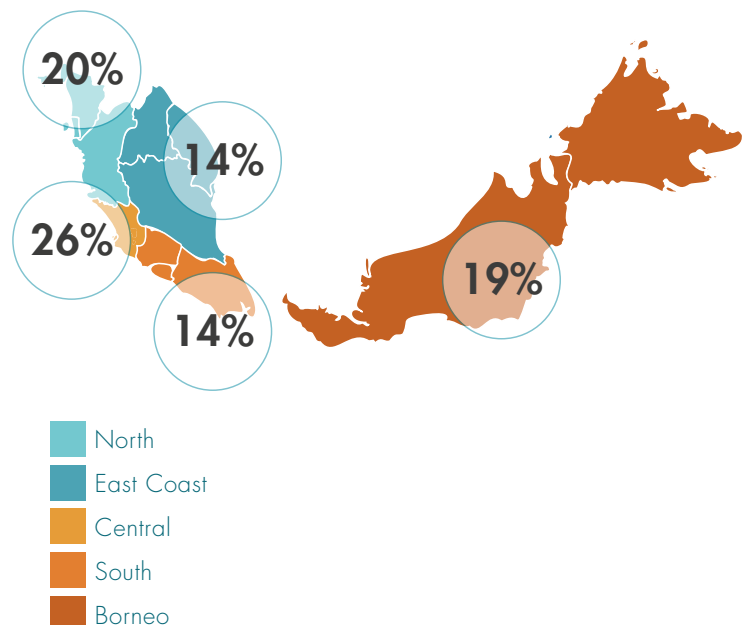
## BORN IN MALAYSIA



## IDENTIFY AS MIGRANT



## STATE



## ATTITUDES TOWARDS MIGRATION

The quantitative survey revealed that Malaysians saw migration as a complicated issue, which coloured attitudes towards welcoming people from other countries. They saw the benefits that migration brings to the economy and to society yet were undecided on the cultural and security issues raised by migration.

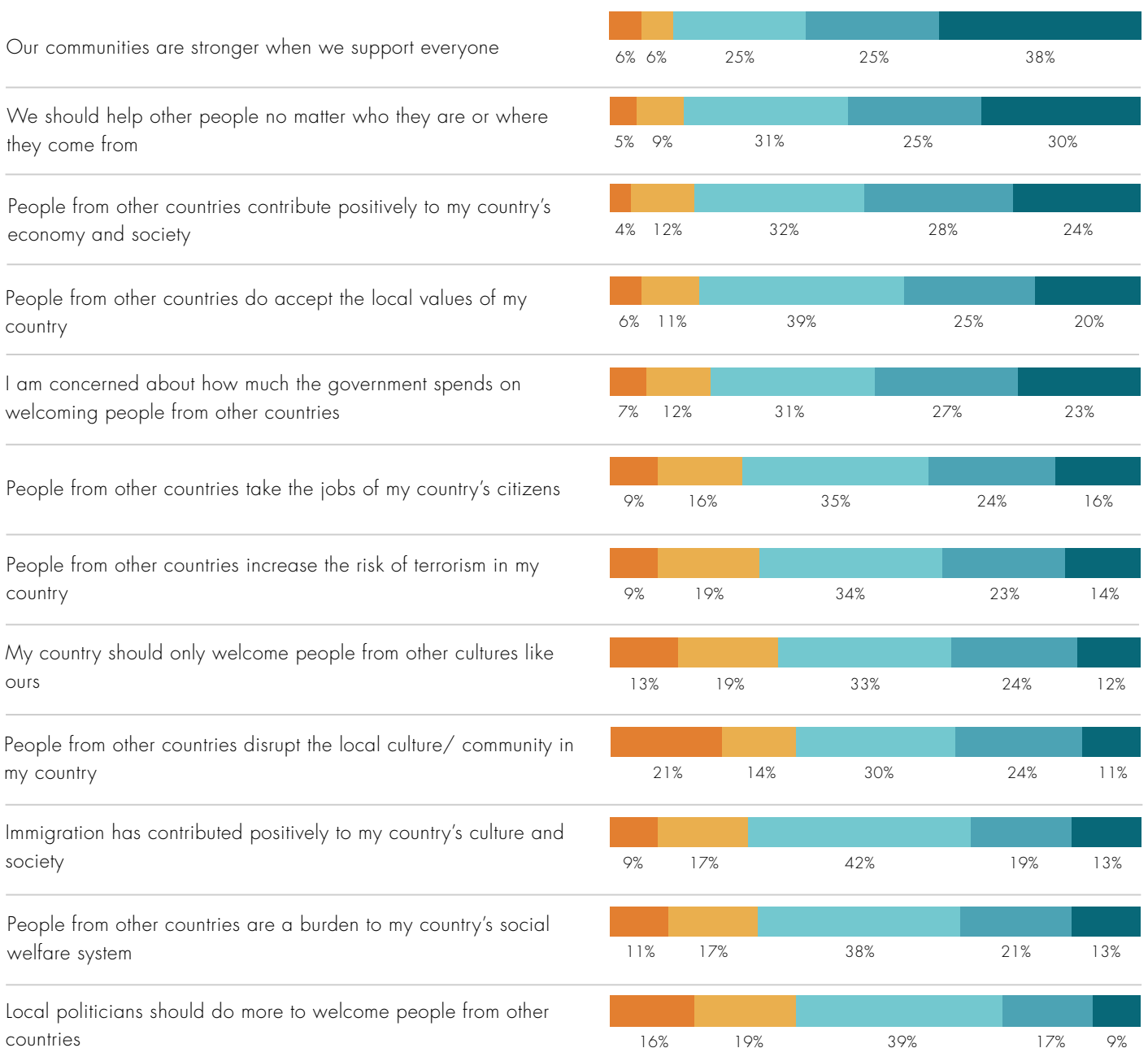
**42%** were not sure whether immigration had contributed positively to Malaysia's culture and society

**45%** also undecided on whether they supported the government's immigration policies.

At the same time,

**63%** agreed that Malaysian communities are stronger when everyone is supported

**86%** agreed that respect for human rights is the sign of a decent society.



Strongly Disagree Strongly Agree

n.= 1200

**40%** believed that migrants took the jobs of citizens.

But, more than half of the respondents,

**52%** felt that people from other countries contribute positively to Malaysia's economy and society

and a third

**35%** disagreed strongly or somewhat strongly that people from other countries disrupt the local culture or community.

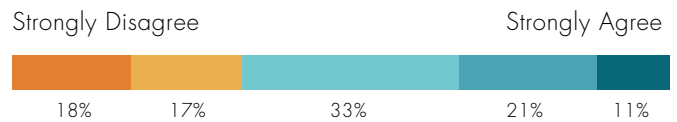
### WHO WOULD MALAYSIANS WELCOME?



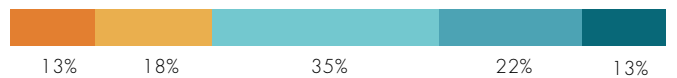
**32%** would be willing to welcome people fleeing war and persecution.

**35%** would welcome those who left their countries due to an inability to obtain healthcare, education, food or decent work.

My country should welcome people from other countries who are fleeing war and persecution



My country should welcome people from other countries who left because they couldn't go to school or get good health care, enough food or a decent job

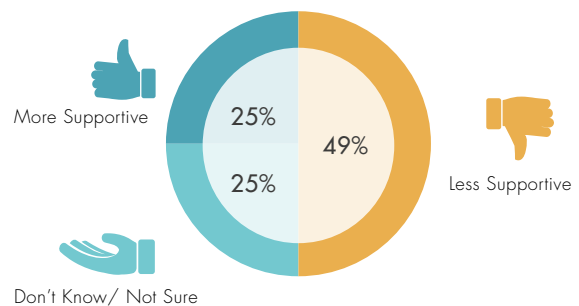


### BUILDING SUPPORT FOR MIGRATION

Malaysians became less supportive of immigration over the course of 2021, almost entirely due to the COVID-19 pandemic. For Malaysians who became less supportive, the increased risk of spreading COVID-19 was the overwhelming reason.



**87%** cited the increased risk of spreading COVID-19



Very similar to the results in Australia,

**61%** of Malaysians who became more supportive of welcoming people from other countries did so upon hearing stories of personal struggles

**60%** cited shared personal experiences or imagining themselves or their loved ones in a migrant's shoes as the reason they had become more supportive.

# STEP 3

## IDENTIFYING THE TARGET AUDIENCE

In order to successfully influence public narratives, we will usually need to expand the audience beyond our base of human rights defenders, champions and allies to include people who are undecided about the issue but have the potential to become supporters. In other words—we will need to reach the so-called “persuadable middle”.

Research has established that while we have little chance of changing the mindset of those who resolutely oppose migration, we have a higher likelihood of influencing those who have mixed feelings or are undecided.<sup>21</sup> But how do you know who to target? Who is more likely to be receptive?

### AUDIENCE SEGMENTATION

The results from the survey data gathered in the previous step can enable a segmentation of the audience into distinct categories. By understanding more about these specific segments, we get to know our target audience better.

If we don't know who we are talking to, it is difficult to have meaningful dialogue.

There are many ways to segment an audience based on attitudinal, behavioural or demographic traits. For instance, separating respondents into ‘men’, ‘women’, and ‘other’, and comparing their responses is a form of segmentation. In this example, you would be seeing how people of different genders feel differently (if at all) about migration. You could also segment based on a behaviour that is supportive of migration – e.g. those who have signed an online petition supporting migration versus those who have not – and

understand the demographic profile of those who are more likely to be supportive. Another approach is to segment based on attitudes towards migration. You can choose one statement or ‘attitude’ to use based on those who agreed or disagreed with the statement. For a complicated topic such as migration, you could use multiple statements and statistical analysis to segment the respondents into more nuanced groups with detailed demographic profiles.



Your approach will depend on factors such as **budget, timeline, sample size, statistical expertise, and the level of detail needed.**

<sup>21</sup> The concept of a ‘persuadable middle’ audience describes attitudinally receptive individuals who are either neutral or unsure about their views on a given topic.



In our quantitative survey, we included nine attitudinal statements on migration, which we used to segment our audience based on their support or opposition to each statement.

People from other countries contribute positively to my country's economy and society

People from other cultures disrupt the local culture/ community in my country

Immigration has contributed positively to my country's culture and society

I am concerned about how much the government spends on welcoming people from other countries

We should help other people no matter who they are or where they come from

People from other countries are a burden to my country's social welfare system

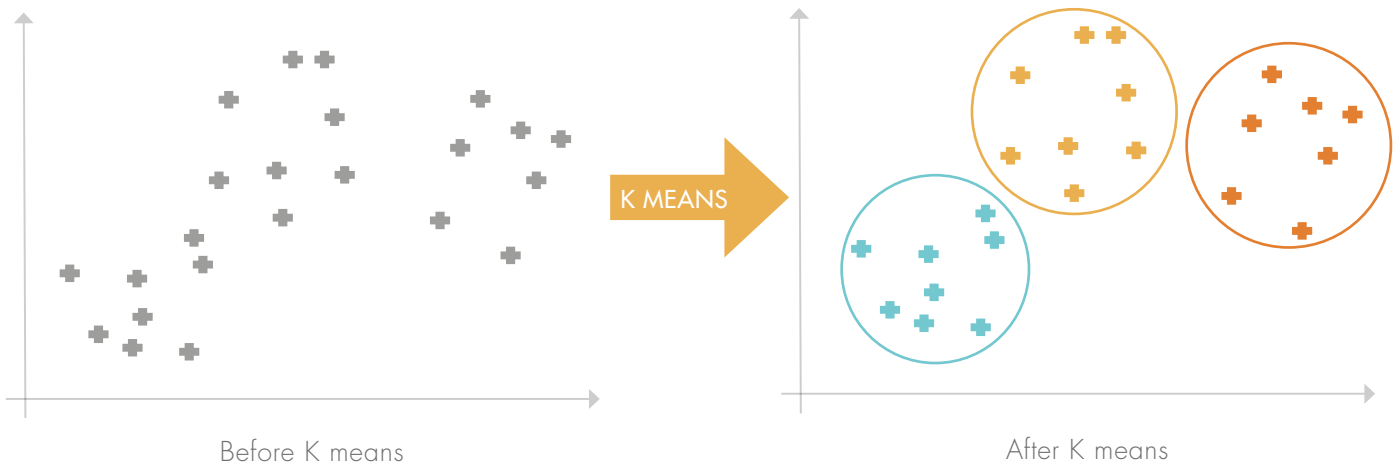
People from other countries take the jobs of my country's citizens

People from other countries do accept the local values of my country

People from other countries increase the risk of terrorism in my country

Responses were analysed together using K-means clustering, which is a method for grouping data into similar groupings or clusters, to determine any patterns and the degree to which there are relationships between answers. In our case, people with similar responses to these nine

statements were bundled together, resulting in four clusters in Australia and five clusters in Malaysia (where the survey had revealed enough differences in attitudes to warrant more than four clusters).



## BUILDING THE TARGET AUDIENCE PROFILE

Next, each cluster was analysed based on demographic, behaviour and attitudinal responses, resulting in a distinct audience segmentation. If you had included questions around audience values in the previous step, you will be

able to use these to develop a baseline understanding of the values that are important to the various audience segments. These can then be further explored and defined through qualitative research.



It is often helpful to translate this information into a **write-up of a hypothetical individual** with a name and details of their demographic profile and characteristics to help you visualize and humanize the data.

# Australia

The quantitative survey revealed that around half of Australians were in the 'persuadable middle', with the other half already fixed in their views as migrant champions or as

anti-immigration. Our research resulted in four clusters, with two distinct clusters emerging for the persuadable middle.

## UNLIKELY TO CHANGE



### ANTI - IMMIGRATION (14% OF POPULATION)

- **Not welcoming** of people from other countries.
- Strong concerns about **government spending, migrants taking jobs, burdening the welfare system and increasing risk of terrorism.**
- Have become **less supportive of immigration** over the past year.

## TARGET AUDIENCE

### HESITANT SUPPORTERS (37% OF POPULATION)



- **Hesitant about welcoming** people from other countries into their neighbourhood.
- Tend to **disagree that immigration burdens social welfare, increases terrorism or takes jobs**, yet are less sure about its **overall contribution.**
- Generally **unsure** about government policies on migration.
- Have **wavered** on being more and less supportive of immigration, with stories of **human suffering** and **COVID-19** being major factors in increasing their support.

### CONCERNED SYMPATHIZERS (20% OF POPULATION)



- **Generally willing to welcome** people from other countries.
- Agree that **migrants contribute to economy and society**, though have concerns about **government spending, terrorism and social welfare.**
- Generally **supportive** about government policies on migration.
- Have **become more supportive of immigration** over the past year. Sympathetic to stories of suffering in other countries.

## DON'T NEED TO CHANGE



### MIGRANT CHAMPIONS (29% OF POPULATION)

- Strong willingness to **welcome migrants to their city or neighbourhood, or home.**
- **Very supportive of immigration** and its contributions, with no **social, security, or economic concerns.**
- Have **become more supportive** of immigration over the past year.

This segmentation told us that the target audience was most likely to be in the 18-44 age range, with the combined profile leaning towards those in their 20s and 30s. While

Hesitant Supporters were evenly divided between men and women, Concerned Sympathizers were more likely to be men.

### PERSUADABLE AUDIENCE VALUES

The values that most resonated with the *Concerned Sympathizer* and *Hesitant Supporter* audience segments in Australia included:



EVERYONE DESERVES THE  
RIGHT TO EDUCATION



'DECENT SOCIETY' IS  
RIGHTS-BASED



EQUAL ACCESS TO  
DECENT WORK



RIGHTS ARE IMPORTANT  
WHETHER THE PERSON IS IN  
MY COUNTRY OR IN  
OTHER COUNTRIES

These values would be an important part of the next step, on developing key messages.

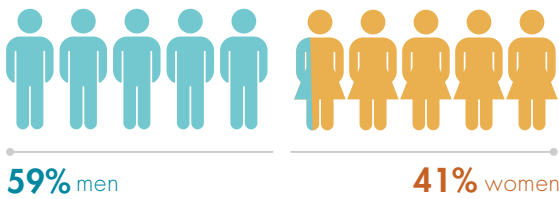
We turned each profile into a **hypothetical individual**.



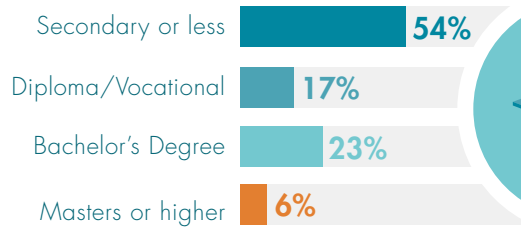
**MEET AMY:**  
**OUR HESITANT SUPPORTER**

Amy is a 33-year-old manager of a retail clothing store in Perth. She is married with two children. Her family emigrated to Australia from China when she was very little. She is active on social media but is not overly concerned with current events or politics. She believes in the value migrants provide to the country, but the COVID-19 pandemic made her more wary of welcoming new migrants. When pressed she will say that the issue of immigration is too complicated for her to have a firm opinion one way or the other.

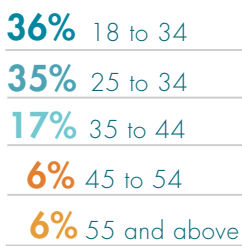
**GENDER**



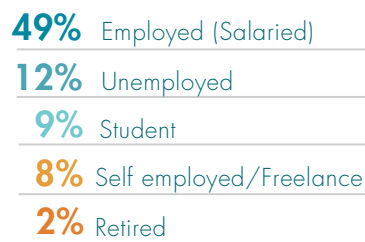
**EDUCATION**



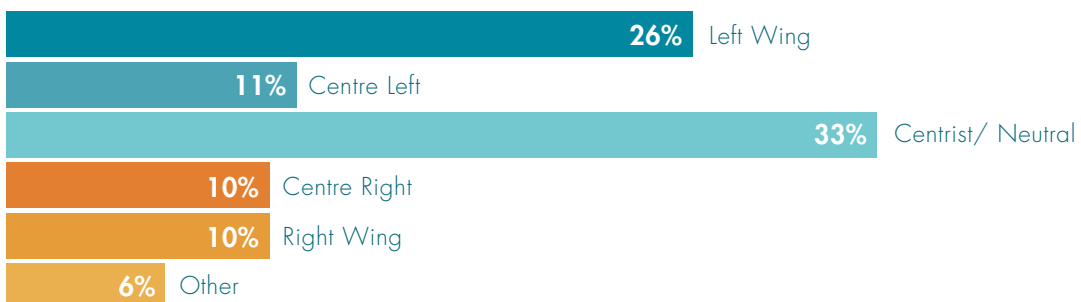
**AGE**



**EMPLOYMENT**



**POLITICAL AFFILIATION**

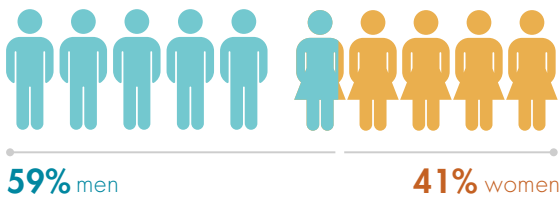




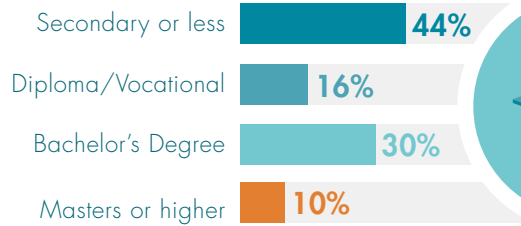
**MEET JEFF:**  
**OUR CONCERNED SYMPATHIZER**

Jeff is a 28-year-old young professional from Sydney who works in finance and is quickly moving up the corporate ladder. He lives on his own and gets ready for work each day with the news on in the background while checking social media on his commute. He considers himself to be socially left-wing but has increasing concerns about the impact of migration on the economy and finds himself paying more attention to government economic policy and spending. He is quietly supportive of immigration to Australia - many of his closest friends at work are from migrant backgrounds. He does, however, feel that immigration comes with economic and security risks.

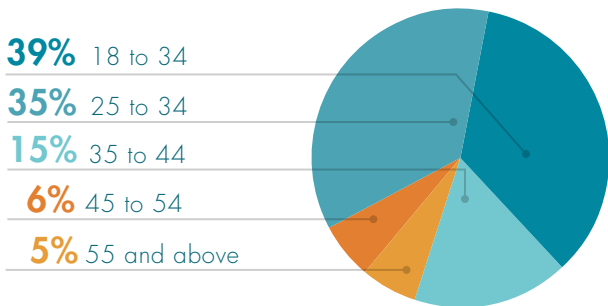
**GENDER**



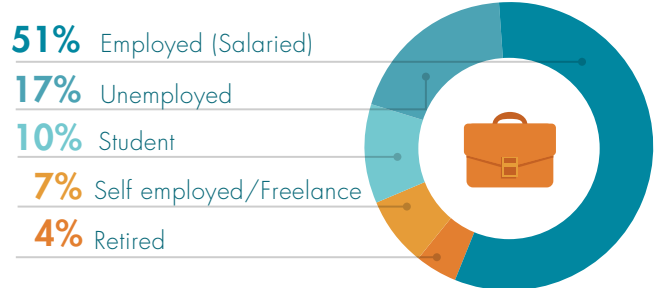
**EDUCATION**



**AGE**



**EMPLOYMENT**



**POLITICAL AFFILIATION**





# Malaysia

The quantitative survey revealed around two-thirds of Malaysians are in the 'persuadable middle', located within three distinct clusters.


## UNLIKELY TO CHANGE

### ANTI - IMMIGRATION (16% OF POPULATION)


- 
- **Unwilling** to welcome someone from another country to Malaysia.
  - Strong concerns about **migration increasing government spending, disrupting culture, burdening the welfare system and increasing the risk of terrorism.**
  - Have become less **supportive of immigration** over the past year. Concerned about the spread of COVID-19 and terrorism stemming from immigration.

## TARGET AUDIENCE

### HESITANT SKEPTICS (26% OF POPULATION)

- 
- **Unlikely** to welcome people from other countries.
  - Undecided and **uninformed on many immigration issues.** Have some sympathy for migrants but not strong.
  - Split on the government's **COVID-19 response** and have **no real opinion** on other policies.
  - **COVID-19 has made them less supportive** for immigration over the past year.

### HESITANT SUPPORTERS (17% OF POPULATION)

- 
- **Not sure** about welcoming people from other countries.
  - Supportive of helping others and tend to **disagree that immigration disrupts culture. Unsure about economic and security risks,** or burden on social welfare.
  - Generally supportive of government policies though not definitively.
  - **COVID-19** has made them less supportive of immigration over the past year.

### CONCERNED SYMPATHIZERS (25% OF POPULATION)

- 
- **Very supportive** of human rights.
  - **Willing** to welcome people from other countries to Malaysia.
  - Agree that **migrants contribute to economy and society,** though have concerns about **government spending, terrorism and social welfare.**
  - Generally supportive of government policies on migration.
  - Stories of **economic contribution made them more supportive of migration, while COVID-19 made them less.**

## DON'T NEED TO CHANGE

## MIGRANT CHAMPIONS (16% OF POPULATION)

- Very willing to welcome people from other countries into Malaysia.
- Very supportive of immigration and its contributions, with no social, security, or economic concerns.
- Have become more supportive of immigration over the past year, particularly when imagining loved ones in bad migration situations.



Overall, our research told us that the persuadable audience in Malaysia is likely to be in their 20s-40s and slightly more likely to be women than men. Hesitant Skeptics are likely to be women and younger (18-34 years), Hesitant

Supporters are likely to be either men or women and also the age range of 18-34, while Concerned Sympathizers are similar in both men and women and under the age of 35.

## PERSUADABLE AUDIENCE VALUES

The values that resonated with the *Hesitant Skeptic*, *Hesitant Supporter* and *Concerned Sympathizer* audience segments in Malaysia included:



SHARED CULTURE



NEED TO STAND IN SOLIDARITY WITH PEOPLE IN POVERTY



A 'DECENT SOCIETY' PROTECTS HUMAN RIGHTS



WILLINGNESS TO WORK HARD

These values would be an important part of the next step, on developing key messages.

We turned each profile into a **hypothetical individual**.



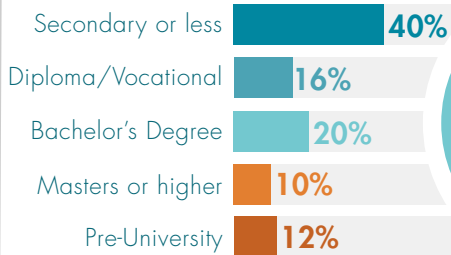
### MEET AMINA: OUR HESITANT SKEPTIC

Amina is a 42-year-old mother of four who takes care of her family farm. She likes to chat with friends via WhatsApp during the day and often hears stories from them about 'foreigners' in Malaysia. She does not get involved in what she sees as social issues and will say that she has no opinion on the matter of immigration. That said, she understands that people come to Malaysia for work and, being a mother, she feels for families in tough situations and gets upset when she hears stories of suffering no matter who the people are.

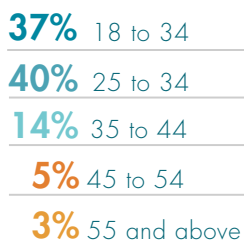
#### GENDER



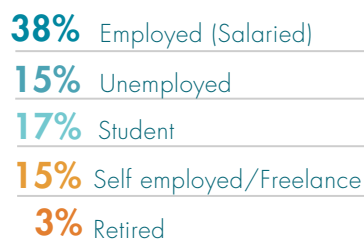
#### EDUCATION



#### AGE



#### EMPLOYMENT



#### POLITICAL AFFILIATION





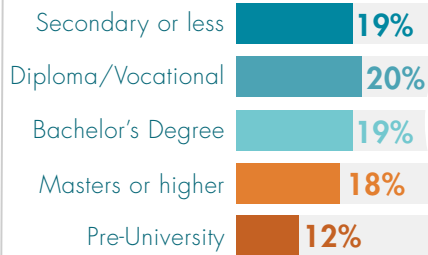
**MEET AISHA:**  
**OUR HESITANT SUPPORTER**

Aisha is a 33-year-old woman who works for a communications firm in Kuala Lumpur. She is married and has one son. She regularly volunteers for a local charity that helps families in need. She is active on social media, chatting to friends and family about various topics. She has always been interested in following news stories and finds it particularly important for her work these days. During the COVID-19 pandemic, she reacted negatively to news about immigration because she was worried about the spread of COVID-19. She is sympathetic to families who are fleeing tough circumstances at home and she knows that Malaysia needs migrant workers, but migration still makes her uneasy.

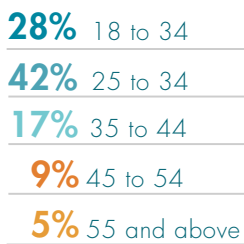
**GENDER**



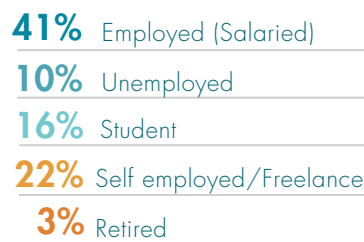
**EDUCATION**



**AGE**



**EMPLOYMENT**



**POLITICAL AFFILIATION**





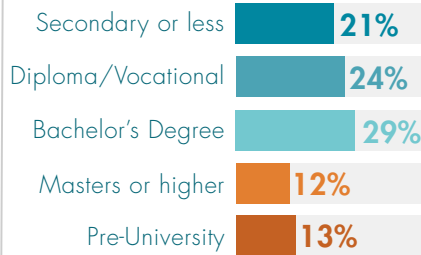
**MEET AHMAD:**  
**OUR CONCERNED SYMPATHIZER**

Ahmad is a 49-year-old Vice-President of marketing for a Malaysian beverage company. He is divorced but remains close to his ex-wife and children. Work consumes most of his life, with TV or websites tuned to business news nearly 24/7. He increasingly uses social media to keep up with news and chat with friends and colleagues. Ahmad was raised as a charitable person and has passed on these values to his children. He is sympathetic to migrants in Malaysia, though he has some cultural and security concerns. He knows migrant workers are needed in Malaysia, and as a businessman he feels he understands the economic benefit migrants bring to the country.

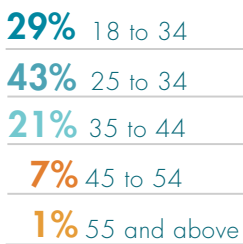
**GENDER**



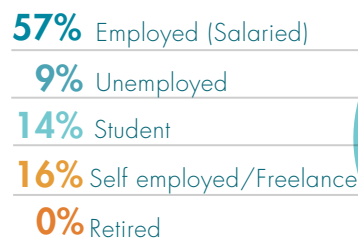
**EDUCATION**



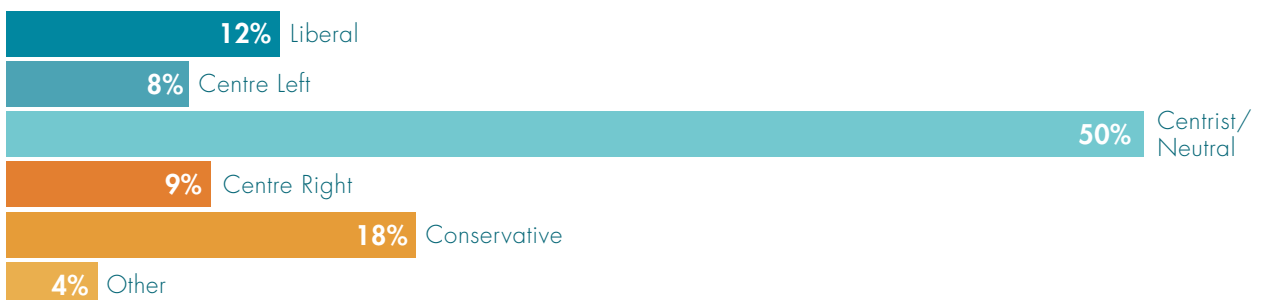
**AGE**



**EMPLOYMENT**



**POLITICAL AFFILIATION**



# STEP 4

## DEVELOPING KEY MESSAGES

The next step in the process is to design messaging that is likely to resonate with the persuadable audience.

While ensuring that your messages are drawn from the contextual and audience insights that you have gained in the previous steps, you should also ensure that you are **building a rights-based narrative** which upholds the values of the universal human rights framework – those of **humanity, dignity, justice, non-discrimination and equality**.

Options for this next stage include in-person interviews, social media research, focus groups discussions, online communities and others.



To select which method is best for your research, consider how **best to access your audience as well as your research objectives, timeline and budget**.

Focus group-style discussions are an important option in this step and there are many methods for leading such conversations. You could convene a formal gathering in person with a facilitator and professional observers. It can be as simple as a Facebook or social media group chat with members drawn from the target audience. Ideally the group should be small enough to allow sufficient time and space for participants to make their views known and for the discussion to be focused.

Try to ensure that the questions you ask are based on previous research results and tailored to the specific audience. Ask open-ended questions and follow-up questions when you feel you need more clarity. Remember, this conversation provides an opportunity to refine your initial quantitative research results. The nuance you gain from it will allow you to craft better messages to test in the next step. For example, consider the audience values that emerged in the quantitative findings. In this step, you can gain a more refined understanding of what these values mean to the target audience and which aspects of these values best resonate with them.

After evaluating the various options for qualitative methods, we selected two different methods in Australia and Malaysia.



# Australia

In Australia, where resource constraints prevented us from running additional focus groups, we identified shared values and interests by referring back to insights revealed

in our KIs as well as contextual analysis of the values that emerged from our survey data.

## WHAT IS LIKELY TO RESONATE WITH THE PERSUADABLE AUDIENCE?

Values that were important to our audience included a strong interest in supporting others and being part of a human rights-oriented 'decent society'. The research revealed that Australians are likely to respond positively to stories portraying migrants embracing these values and demonstrating that they were interested in being part of and giving back to the community that hosts them,

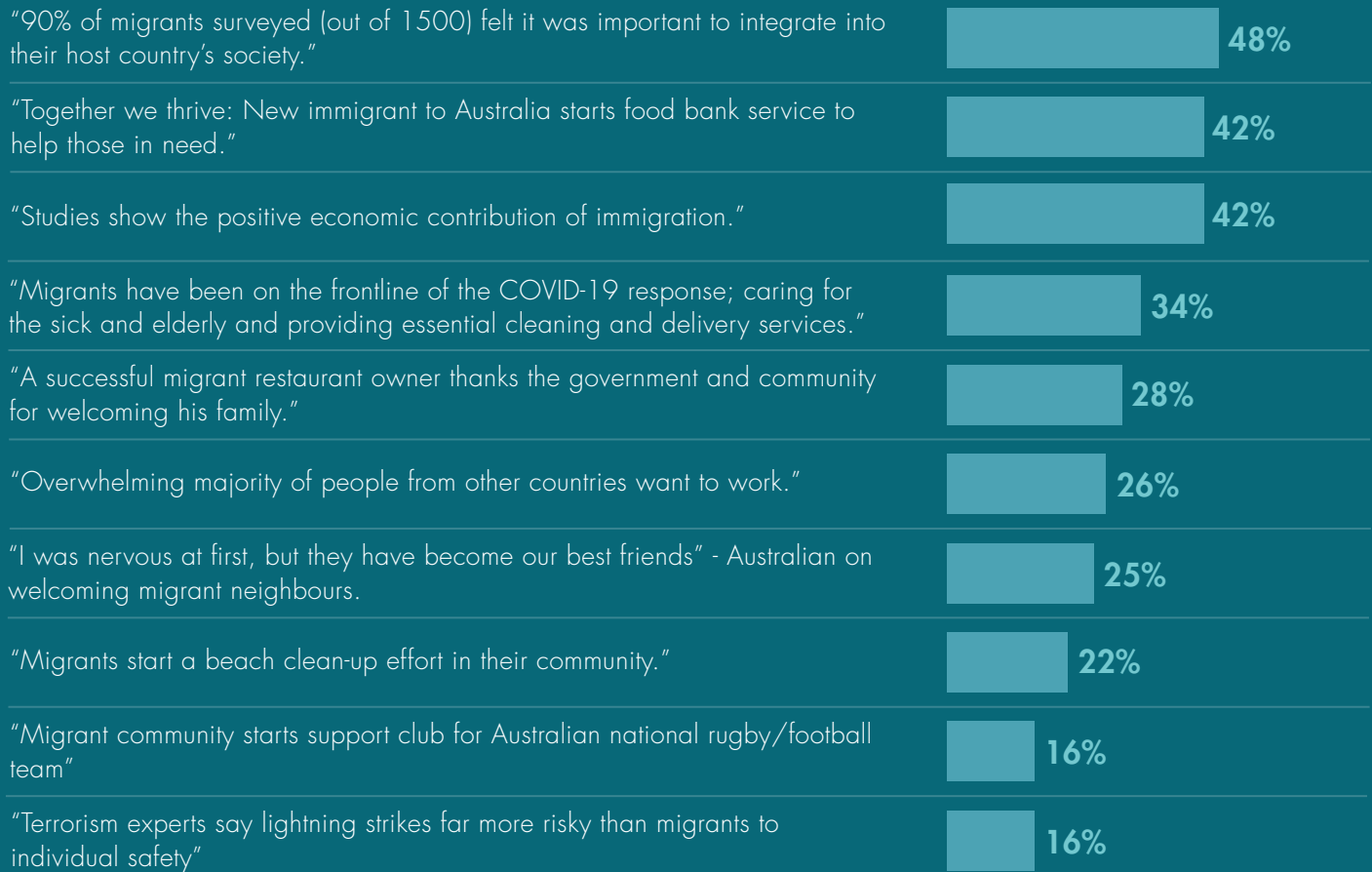
whether economically, socially or culturally. Stories in which Australians could see themselves meeting migrants as friends, neighbours and co-workers were also likely to gain traction with the target audience, as were messages that highlighted the similarities between migrants and Australians or portrayed experiences that allowed the audience to relate to migrant stories.

During the KIs, an expert respondent from Australian civil society suggested focusing on the idea of a **shared community**. "These people are our neighbours; people who work at the post office, fish and chip shop down the street, people who are volunteering in emergency services - these are our next-door neighbours."



In our quantitative survey, Australians were asked which of these hypothetical news headlines would make them more supportive of welcoming people from other countries.

### Feel more supportive if read or heard...



**By analysing and synthesizing the two research components, we were able to disaggregate and understand common values and interests in order to design potential messages.**

# Malaysia

In Malaysia, we completed this next step through a focus group-based discussion designed to help us understand the target audience's specific values. Thirteen participants

drawn from the target audience profile took part in an online, moderated community platform.



The focus group discussion allowed us to delve into the **'springboard' results** from the quantitative survey and gain a more nuanced understanding of values, sentiments and attitudes.

		UNIVERSITY EDUCATION	NON-UNIVERSITY	TOTAL
GENDER	MEN	2	4	6
	WOMEN	5	2	7
AGE	20-34	4	4	8
	35-44	3	2	5
	TOTAL	7	6	13

All of the above candidates:



Held centrist or right-wing political views



Were unsure/undecided/unsupportive of migration issues, or supportive but with concerns over economy, security, and social welfare (especially for the university educated group).



Were social media users (Facebook, YouTube and Instagram notably)



Were likely to watch government-owned news television channels like TV3 News and Astro Awani.

The platform enabled participants to respond to structured questions and interact with other participants and a trained moderator in two sub-groups. Over the course of three

days, participants answered a series of semi-structured questions, which were designed based on the information about our audience that we had gathered in the previous steps.

At this stage we also tried to explore further the **value of 'contribution'** and to understand how it could be expanded in messaging **beyond the metric of economic contribution** (which may serve to commodify migrants) to **encompass the diverse ways in which migration contributes to host societies.**



## Q. WHAT DOES IT MEAN TO BE MALAYSIAN?

**A.** An ideal Malaysian is someone who contributes positively to the country, is hard-working, respectful, and open-minded and proud of the diversity of cultures in the country.

“In my opinion, the Malaysian culture is of a country that is multicultural and home to diverse races”  
- Male, 25

“Being Malaysian can definitely relate back to the cuisine we have here in Malaysia, being open, diverse and many great flavors”  
- Male, 28

## Q. WHAT VALUES DOES THE AUDIENCE HAVE IN COMMON WITH MIGRANTS?

**A.** Being hard-working and cooperative, respecting diversity and being open-minded were seen as important, particularly in the multi-cultural context of Malaysia. Respondents agreed that food binds Malaysians of all backgrounds together, reflecting their multicultural roots.

“Food is something that can unite Malaysians.”  
- Female, 39

“I frequently interact with migrants in my working place. My interaction with them is positive as they are cooperative and work together to achieve common goals.”  
- Female, 39

“I think both of us share the same value of respect for people, helpful and kind.”  
- Male, 28

## Q. WHAT ARE THE CHARACTERISTICS OF CONTRIBUTION THAT ARE VALUED BY THE TARGET AUDIENCE?

**A.** There was unanimous agreement that migrants played a significant role in adding value to the Malaysian economy. Some respondents argued that migrants contributed positively only in an economic sense while their social contributions were negative (e.g. rising crime). However, a majority called attention to migrants' contributions in bringing to Malaysia their diverse cultures as well as their knowledge and expertise, agreeing that a person can contribute to the country in multiple ways, whether through community support or through their respect for diversity.

“Hardworking as they come far away from their country to earn a living in Malaysia. Open mindedness as they come here with a heart in receiving the culture and people over here. Besides, perseverance as they might face challenges along the way, however they do not give up when they face difficulties”  
- Female, 24

# STEP 5

## TESTING THE MESSAGES

The next step is to test potential messages to be sure that they would appeal to the target audience.

Here too you have several methods to choose from: including A/B testing (e.g showing two messages and seeing which performs better); focus groups; interviews; online surveys; and community engagement. Even quick feedback from a trusted source, for example an expert from the KIs, could be helpful to ensure your message is sound and will not have any potential negative effects.



The most important factor across methods is to **make sure you test the message with people who are representative of your target audience.**

As in the step above, we used two different methods in Australia and Malaysia.



# Australia

In Australia, we used a quantitative online survey application which reached a total of 1,000 respondents across the country. We designed two potential options

for the overall campaign message based on our previous research findings.

## THE TWO MESSAGES TESTED

### #1

“We have more in common with migrants than what divides us. Each migrant has a story of hope, courage, despair, success and failure. Don’t we all?”

### #2

“Diversity, humanity and kindness are what makes the Australian nation strong and vibrant.”

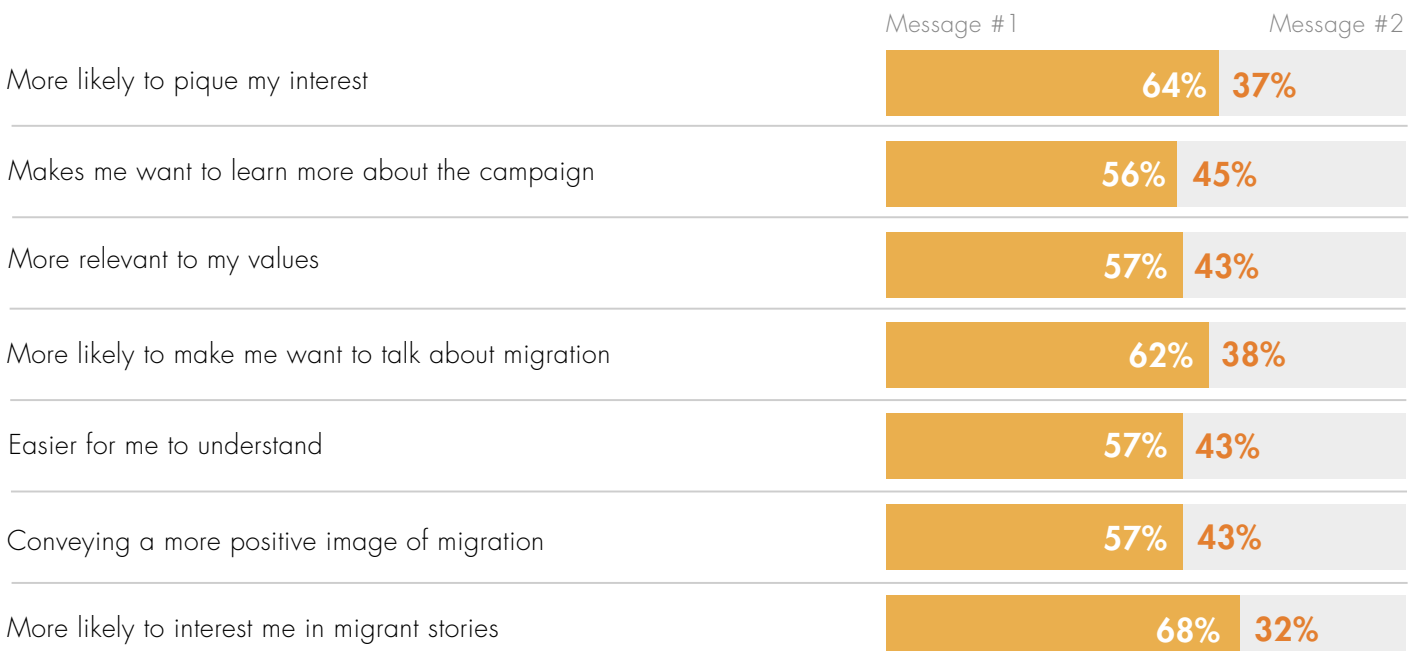
### MESSAGE #1 RESONATED MORE STRONGLY WITH THE TARGET AUDIENCE IN AUSTRALIA

After testing the two messages in direct comparison among 1,000 survey respondents, the research revealed message #1 had a stronger resonance with our audience in Australia. Message #1 was built around the idea of common values and shared stories.

**68%** of respondents said message #1 was more likely to interest them in migrant stories, while

**57%** felt it conveyed a more positive image of migration. This message was also seen as more likely to engender conversations about migration which was seen as a complex issue by the audience.

In our message testing survey, Australians were asked whether message #1 or message #2 made them more likely to agree with the following statements.



The survey also sought to understand in more detail the values that resonated with Australians, to populate further the overall campaign messaging.

**Survey respondents were asked to select values that they identified as Australian in order to link these values with the overarching principles identified in earlier research steps.**

The four values that emerged as most popular were expressed in uniquely Australian terms:

**FREEDOM (43%)**

**“MATESHIP”(FRIENDSHIP) (40%)**

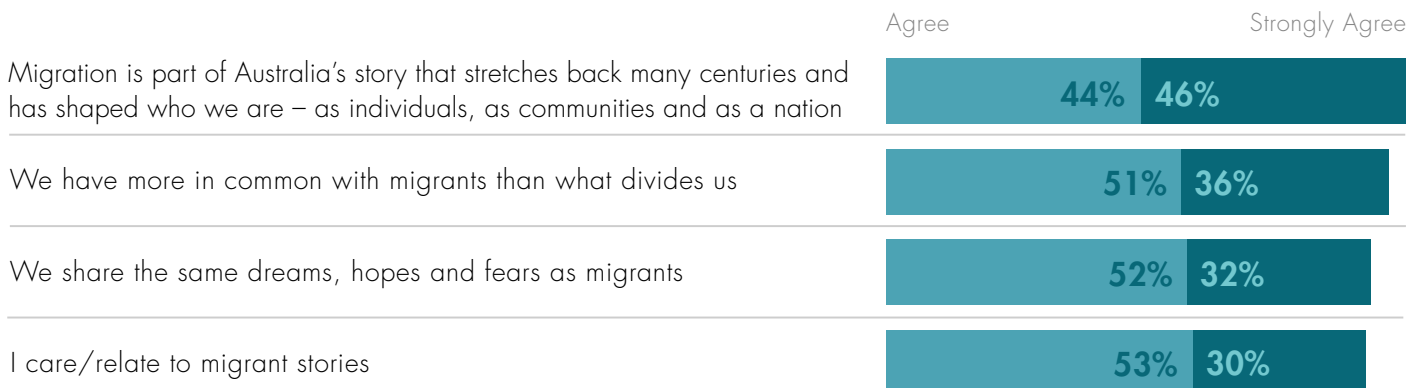
**HARD WORK (39%)**

**RESPECT (37%)**

Recognising that respondents felt most strongly that they could relate to a statement highlighting Australia’s shared history of migration indicated that the campaign messaging should also incorporate aspects of **what it means to be Australian.**

## MESSAGE #1 RELATABILITY

Respondents were asked about whether message #1 made them likely to agree with the following statements.



# Malaysia

In Malaysia, we relied on the qualitative focus group feedback (see Step 4) in order to verify previous results and test potential messages. The focus group was shown the message:

**“We share more in common than what divides us, no matter where we come from.”**

Most respondents agreed that the phrase reflected who they are, conveying values of being positive, open minded, thoughtful, and respectful. By acknowledging the common thread of humanity, respondents felt that the

message allowed people to unite and enabled them to put themselves in migrants’ shoes.

Some participants felt it would be important, however, to also pay attention to what makes people and communities unique, as well as to show what they have in common, expressing that the characteristics of being authentically Malaysian included being proud of diversity, harmony, and respect for people with different cultures.

Feedback throughout the research process had also indicated that highlighting the values and experiences that Malaysians share with migrants on a personal or cultural level would allow them to relate better to the situation faced by migrants.

“It does make me ponder and I am aware that I stand together with anyone because I believe that it takes unity to walk a further distance than walking alone to reach a nearer distance.”

- Female, 24

“Malaysians are kind-hearted and we will go far to help those in need regardless of our differences. This pandemic shows we are all in the same boat and yet we are united to help each other.”

- Female, 37

These findings were incorporated into the campaign design in later steps to ensure that the key messaging reflected both values of common humanity as well as appreciation of diversity.



# STEP 6

## CHOOSING MESSENGERS

As relevant as the narratives and messages that are delivered are the narrators and messengers who deliver

them. People will be more or less receptive to messages depending on who is delivering that message.

Having a **range of messengers** who can speak persuasively to the audience and to different aspects of the often complex and multidimensional migration picture can be key to getting your message across.

In order to build these insights, the quantitative and qualitative research carried out in previous steps could include questions about media consumption habits and who the audience trusts as a messenger. This can also

be discussed in the message testing phase, gathering feedback and positive or negative impressions about potential messengers.



**Ask yourself:** Where does the audience get news and information it trusts? Which social media platforms do they use? Are there media outlets in which they have less trust? Who gives them valuable insight and information? Are these politicians, journalists, celebrities, social media influencers, artists, CSOs or others? Which public figures do they not trust?

To better understand how the messenger will align with the values your campaign will promote, you can also carry out a simple analysis of their public record. This could include a review of their social media profile including the extent of synergy between their current following and the target audience profile, as well as analysis of their latest content and posts. Other elements could include exploring the messenger's previous public commentary as

well as other relevant materials such as their past work with brands or organizations. Discuss the values of the campaign with the proposed messenger to ensure that they do not have affiliations that might conflict with these.

Be mindful that some messengers may be unsuited to deliver certain messages or to engage with particular audiences, as they are likely to be seen by the target audience as ineffective or even part of the problem.



Where possible, empower **trusted local messengers** to deliver the message.

### WHERE TO DELIVER CAMPAIGN MESSAGES

It is important to meet your audience where they are, rather than assuming they will come to you. By including questions throughout the research process on the persuadable audience's media consumption habits and trusted engagement spaces, you can identify the best placement for your campaign. Messengers should be able to reach those spaces where the audience may be more likely to

listen to them, such as through popular cultural events, community or religious spaces and activities, as well as to access them through media that they trust (whether this is international or national TV channels, local media, radio, local or national print media, social media, or community media).

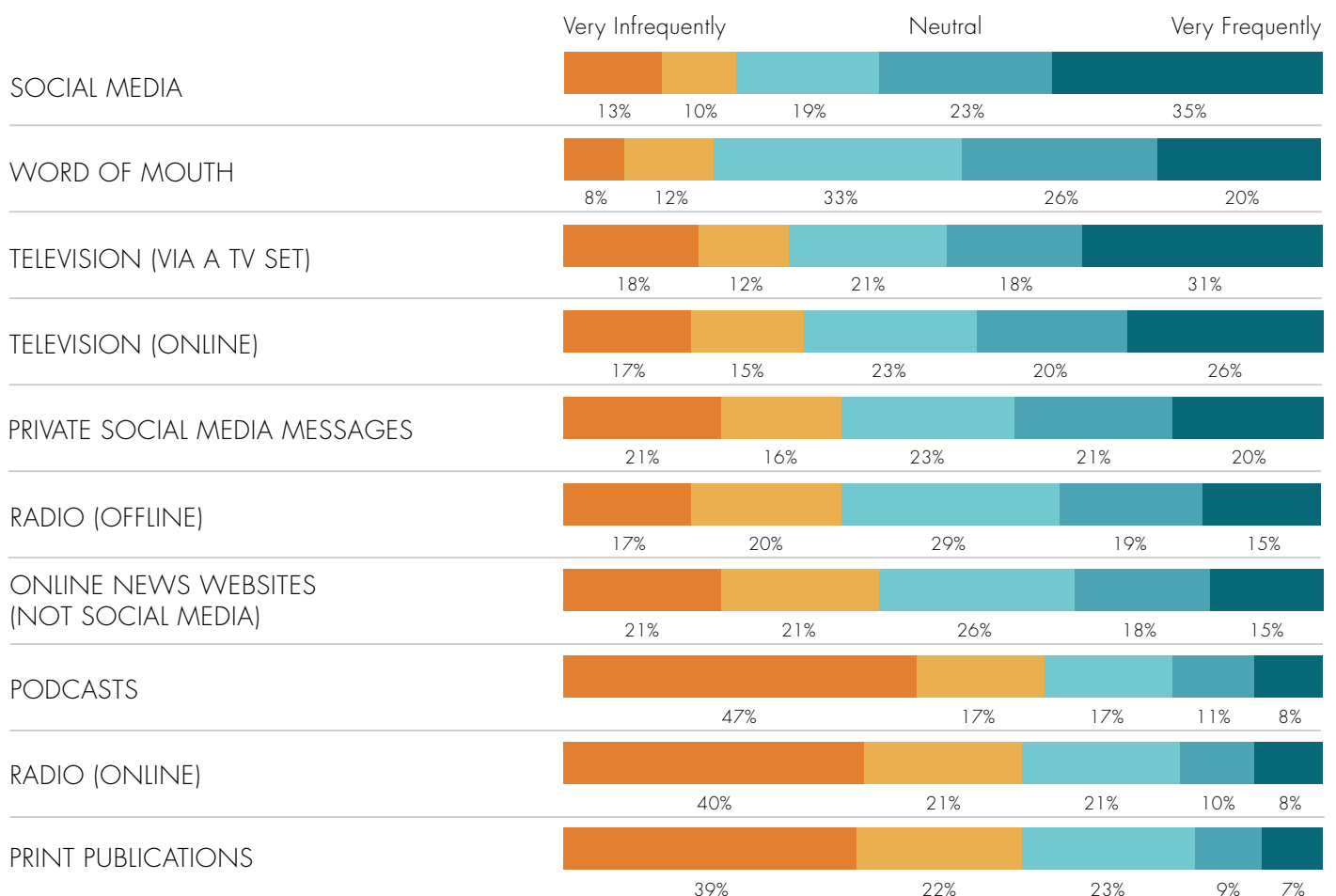
For our campaigns in Australia and Malaysia, we included questions on media consumption and the profile of messengers throughout the research process and worked with local partners to seek out relevant influencers, politicians, media personalities and celebrities. Because our campaigns would be primarily delivered over social media, we prioritized messengers with significant and relevant social media following and reach.

# Australia

## TRUSTED MEDIA

The persuadable audience in Australia used **Social Media (58%)**, **Television (49%)** and **Radio (34%)** frequently in their daily lives as sources of current affairs.

While social media (with a focus on channels such as Instagram, Facebook and YouTube) and television were the main media used by the persuadable audience, they also relied heavily on **word of mouth from friends**, indicating that messages on social media, particularly broad narratives around migration, could be well received.



## TRUSTED MESSENGERS

To identify the best messengers to carry the campaign to the target audience, we looked at a slate of potential personalities. For each candidate we requested their audience data and narrowed the field of candidates to those with a 60 – 80% overlap with the age range and location with the target audience. Next, we completed a desk review of the candidates' posts to ensure their content was not in contrast to the campaign message and analyzed their prior brand affiliations and partnerships to ensure there were no inconsistencies with our messaging. Finally, we looked at the quality of engagement each influencer

had with their audience, prioritizing quality comments and audience engagement (for example, more meaningful comments over emoji responses).

In the KIs, experts had highlighted that using unconventional allies and amplifiers who do not regularly speak about migration publicly could reach the target audience. Identifying pop culture influencers and opinion leaders (actors, musicians, sportsperson, social media influencers) who were credible to a specific persuadable audience profile could also increase the campaign's reach.

*"You've got to have different influencers, musicians, sports people, opinion leaders, journalists who don't normally comment on these areas."*

**– Australian civil society representative**

We sought accordingly to identify pop culture influencers and opinion leaders who could speak with credibility to our target audience. From a pool of 34 potential personalities to represent the campaign, we analysed further the individuals' existing content in this space, how they would be able to represent our message, and how closely their social media followers matched our target audience and the scale of followers, keeping an eye on the overall

composition to balance diversity in gender, background and sector.

In our final selection process, we identified eight people to represent the campaign. Together they represented Australia in its diversity, coming from Ghanaian, Indian, Malaysian, South African, Maltese and Polynesian backgrounds and across the sectors of sport, fashion, food, art and culture.





### Adrian 'Ace' Buchan

Ace is a surfer, storyteller, and environmental advocate of South African descent.

### Alvin Quah

Masterchef Australia contestant of Malaysian origin.



### Charlie Collins

Australian singer and songwriter with Indian roots.

### Emmanuel Asante

Started his journey towards his ultimate dream of being a visual artist after joining the not-for-profit Refugee Art Project.







### Gary Bigeni

From a Maltese background, Gary is a well renowned designer, a member of the LGBTQI+ community and a non-Hodgkin's lymphoma survivor.

### Hinenuiterangi Tairua, known by her stage name A.Girl

Polynesian Australian artist born in Sydney to a Māori family from New Zealand.



### Lara Andallo

Lara is a Filipino-Australian R&B / pop artist and LGBTQI+ advocate.

### Sukhdeep Singh also known as L-FRESH The LION

Born to Sikh parents, Sukhdeep grew up in south-west Sydney and is an acclaimed hip hop artist and producer.



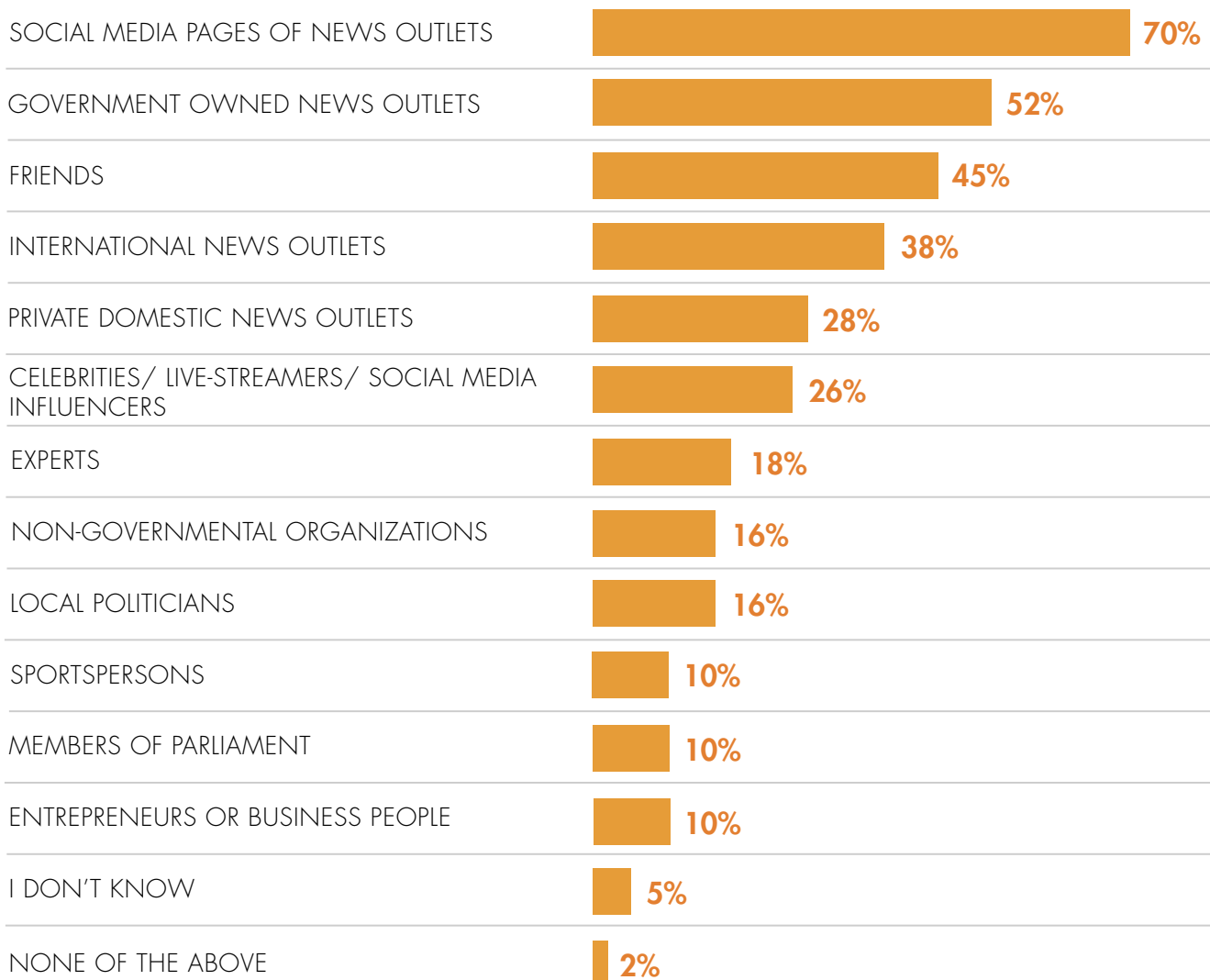
# Malaysia

## TRUSTED MEDIA

The persuadable audience in Malaysia relies heavily on social media for trusted information with **70% preferring social media pages of news outlets.**

This was followed by **government news outlets (52%) and information received from friends (45%).**

The most trusted offline sources of media are **TV3 and Astro Awani.**



## TRUSTED MESSENGERS

Our research found that messages endorsed by celebrities, social media influencers and online news media were likely to be successful in Malaysia. The target audience was disposed to react favourably to public figures who

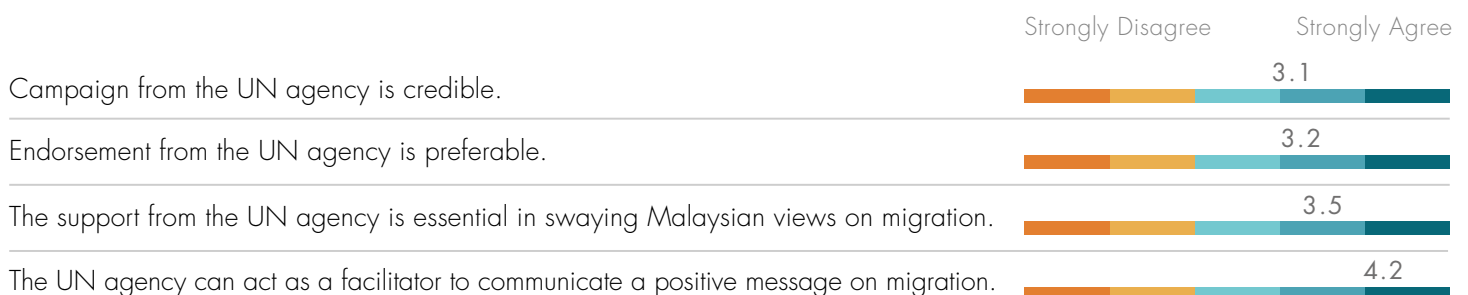
were perceived to contribute positively to the country, bring pride to their fellow citizens, and to reflect the Malaysian spirit.

	How influential in swaying your opinions	How influential in swaying the public opinions	How credible in swaying your opinion	How credible in swaying the public opinions
CELEBRITIES	4.4	3.9	5.2	3.2
SOCIAL MEDIA INFLUENCERS	5.4	4.4	5.2	4.1
SPORTSPERSON	6.8	6.7	6.4	6.5
POLITICIANS	6.7	5.9	4.9	5.8
CIVIL SOCIETY ORGANIZATIONS	5.2	6.5	5.4	5.8
OFFLINE NEWS MEDIA	6.7	6.2	5.5	6.7
ONLINE NEWS MEDIA	4.3	2.9	3.8	4.8
MIGRANT COMMUNITY LEADERS	5.5	7.4	7.5	7.2
INTERNATIONAL NGOS	4.5	5.5	5.4	5.5
THE UN AGENCIES	5.5	5.6	5.8	5.5

Average rank (1 most influential/credible to 10 - least influential/credible)



Our research findings revealed that migrants themselves were not necessarily influential as opinion leaders for the target audience. The United Nations was also seen as best suited to be a **convenor and facilitator** rather than the messenger.



Average rank (1 strongly disagree / 5 strongly agree)

Celebrities, social media influencers and online news media were most likely to be trusted messengers, especially those personalities who were seen to contribute positively to the country.

We shortlisted messengers that reflected these values and represented different ethnicities, communities and sectors

in Malaysia, such as politics, comedy, food, music and education. We examined 55 profiles against the criteria of influence among the target audience, number of followers, interests and profile as well as an indication of their adherence to the key message.



Because the target audience had a high level of trust in mainstream media, we prioritized influencers who also had **experience in and exposure on mainstream media** to increase the potential for crossover programming with a broadcast network.

We then narrowed the selection to 11 messengers.



### Bunga

Bunga, also known as Noor Ayu Fatini, made waves as Malaysia's first hijabi rapper, propelled by hits like "Intan Payung." Signing with Warner Music Malaysia, she ventured into acting with "Aku, Bunga."

### Chrystina Ng

A radio DJ at 988, a Chinese language radio station. She also volunteers regularly for World Vision Malaysia.



### Elvi

Elvi Thio is a content creator specializing in food, travel, and lifestyle. With a mission to spark curiosity and celebrate diverse experiences, she crafts authentic, value-driven stories.





### Dr. Hartini Zainudin

A prominent activist who has dedicated nearly three decades to the welfare of marginalised children and set up the Yayasan Chow Kit child-crisis centre.



### Kavin Jay

One of Southeast Asia's most famous comedians and an integral part of the comedy revolution in Malaysia.



### Lisa Surihani

One of Malaysia's most beloved actresses, Lisa Surihani is also UNICEF Malaysia's National Ambassador, a successful entrepreneur and mother of three.



### Melisa Idris

A journalist with more than 15 years of experience working in news media, including as Senior Editor at Astro Awani.



### Nurul Izzah Anwar

A charismatic politician and activist, and the daughter of Malaysian Prime Minister, Anwar Ibrahim. She was previously an elected Member of Parliament for the Permatang Pauh constituency.



### Samuel Isaiah

Samuel Isaiah is best known for his unwavering commitment to elevating the quality of education and improving teacher excellence in Malaysia. In 2020, Samuel made history as the first Malaysian teacher to become a Top 10 finalist for the Varkey Foundation's Global Teacher Prize, often referred to as the Nobel Prize for teaching.



### Chef Wan

A legendary celebrity chef who has been recognized for his tireless dedication to promoting Malaysian and Asian cuisine to the world.



### Yasmin Nadiah

A Malaysian model and actress who has appeared in popular music videos and advertisements.



# STEP 7

## DESIGNING & DELIVERING THE CAMPAIGN

Having gone through the previous steps, by this stage you will have:

- An informed understanding of your target audience, including the values to which they would respond, their social and cultural interests and media consumption habits;
- Identified trusted messengers who are likely to be able to speak to the target audience; and
- Crafted central messages around which to build your communications intervention.

The next step is to design and deliver the campaign. Ensuring you have someone on board who is equipped with the creative skill to interpret this research into compelling and inspiring content is an important part of this step. This could be a member of your existing team, someone from the community with lived experience, a creative agency or a marketing company.

### THE CONCEPT

Throughout our research process, shared experiences and shared spaces emerged as a strong area of agreement with target audiences in both Australia and Malaysia.

“We should make a campaign where we make activities between the migrants and non-migrants.”

- Female, Malaysia, Age 23

“Until people hear the personal experiences of refugees and migrants, they tend to get their information only from official channels so personal information to connect to is very important.”

- Australian KII respondent

Our public messaging campaigns were built directly on the research findings outlined in previous steps. While the overall concept remained similar between both countries, the creative presentation, branding, language and choice of messengers varied in response to the research and local context in which each campaign was based.

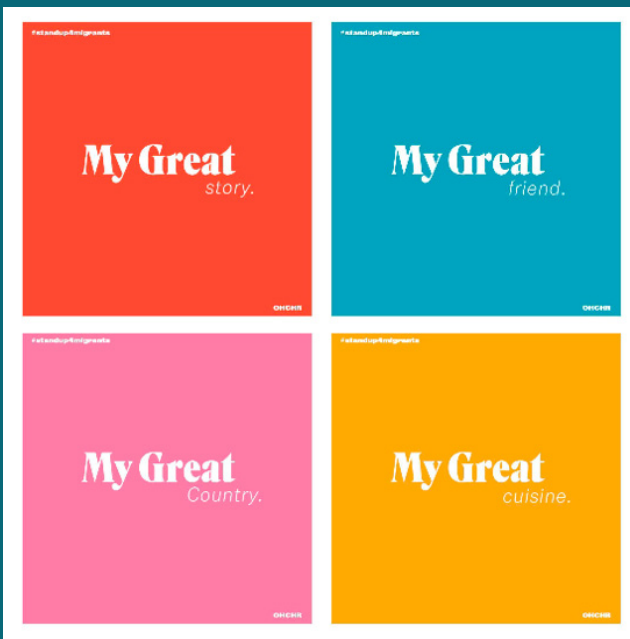
In selecting a campaign direction, we sought to:

- Create cohesion through shared experiences instead of confrontation;
- Meet people where they already are in their everyday lives; and
- Ensure the conversations resonate with and are accessible to our target audience.

# Australia

In Australia, in collaboration with our partner Love Frankie we developed three potential campaign ideas as a result of our research journey: **creative arts, food, and entrepreneurship**. Of these, and after referring back to our research findings, we chose food as the most accessible of the three ideas and the one which would most appeal to the values of our target audience.

We worked with Content Originals, an Australia-based creative production company, to develop the campaign concept and content. Playing on the term 'migrate', the campaign was titled 'MyGreat Story', which was aimed at making it feel relatable to the persuadable audience.



The campaign content was designed around a set of short videos featuring two influencers meeting and discussing the themes of food and migration. Prior to filming each video, we prepared guiding questions to enable the influencers to shape the conversation around the campaign's message: **We have more in common than what divides us. Every migrant has a story of hope, courage, success and despair. Don't we all?** By preparing these questions in advance, the influencers could reflect on their responses before filming commenced. As a result, the production would be focused and in line with our key messages.

## CHARACTER INTRODUCTION

1. Your name, background, where have you come from?
2. Tell us something interesting about yourself.

## ICEBREAKERS

1. What was your most disliked meal as a kid?
2. What was your most loved?
3. Is there anything you don't eat?
4. What's one good habit you wish you had?
5. If you could have dinner with one person, dead or alive, who would it be?

## MIGRATION TOPIC

1. Why did you or your family migrate to Australia?
2. Tell us about the challenges growing up / living in Australia. How have you overcome those?
3. As a migrant living in Australia, how important is living in a harmonious community?
4. What positive memories do you have about growing up as a migrant in Australia?
5. How could your life be if you had not migrated?
6. How do you think diversity and multiculturalism can contribute positively to society?
7. How important is cooking and having a meal with your family?

## TAKEAWAYS

1. How can fellow Australians help act as an ally to help stand up for migrants?
2. Explain how food can be a safe space to have conversations about migration.



In September 2022, UN Human Rights launched the #MyGreat Story campaign.



The campaign showcased a four-part video series rolled out over a six-week period featuring Australians, who are prominent in their fields, sharing their stories while they cook and dine together. Through engagement with experts in the KILs, we determined that the United Nations was itself a trusted messenger in Australia. Accordingly, the videos were promoted through the 'UN Human Rights Asia' social media platforms including Instagram, X (then-Twitter) and Facebook as well as through the accounts of the influencers featured in the videos.

The campaign slogan  
**“we are all made of the same ingredients”**

was designed to articulate the key message **“we have more in common with migrants than what divides us”** in the context of a mosaic of stories centred around sharing food. Our messengers were all Australians who came from diverse migrant backgrounds, speaking to the importance that the target audience placed on the shared history of Australia as a place of immigration.



The videos showcased a pair sitting down to share a meal and a conversation together after a family dish is prepared in the kitchen. In the videos we see people coming together to find a place to call home in the multicultural fabric of Australia, discovering shared connections over a common love of cooking, learning and laughing together. The goal was to help the audience recognise that food can bring communities together and can be a common ground and safe space to share stories and experiences of migration with respect, empathy and humour.







*It's exciting to be in a country where being different is celebrated.*



*Australian culture is kind of a patchwork quilt that's constantly been built and remade around those that are coming to the country.*



*Mateship is very integral in Australia. Anyone can get along with everyone when they find common ground. That's quite unique to this country.*



*People like the fact that I'm from another culture and they can learn something about me.*

**Myles Kalus**, an Australia-based street and fashion photographer, shot an accompanying portrait series featured Australians from various backgrounds, adding to the campaign's celebration of multiculturalism. A title card

sequence which opened each campaign video featured these portraits and enabled additional reach within social media.

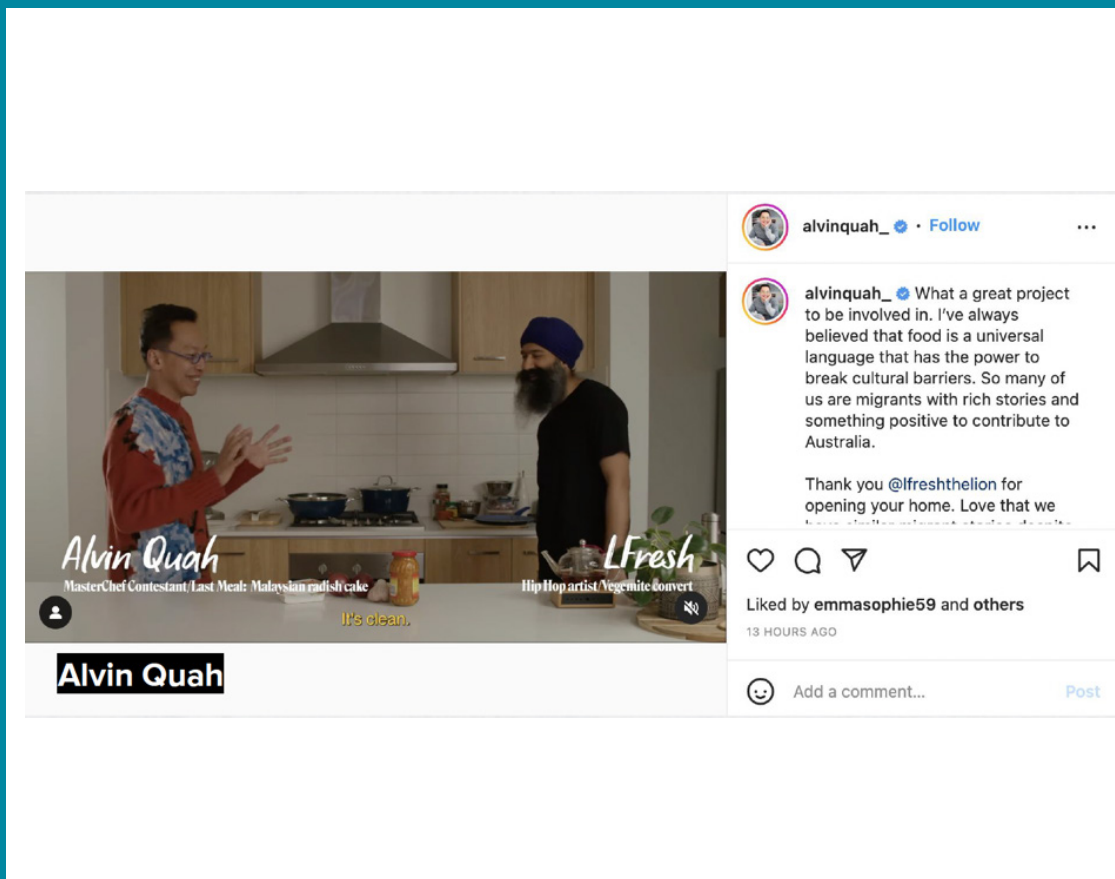


The campaign was launched in Sydney on 14 September 2022, accompanied by a media workshop held in partnership with **Google News Initiative** on building inclusive migration narratives in news reporting for early-career journalists and journalism students. The workshop

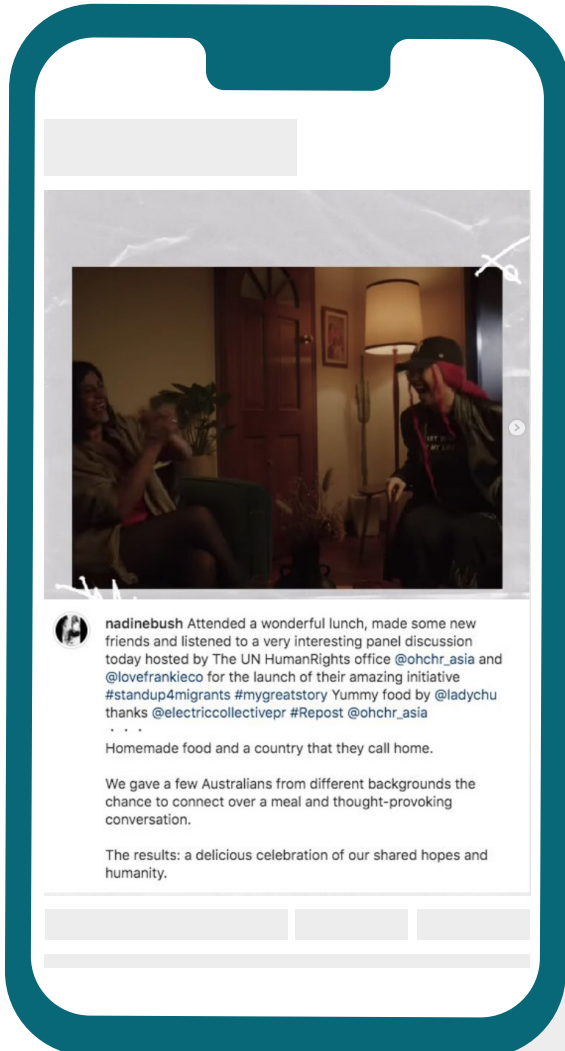
aimed to equip the participants, many of whom came from migrant and minority backgrounds themselves, with the knowledge and confidence to feature migrant stories in their reporting, and to make connections with senior journalists from Australian news outlets.







*Influencers from the campaign posted the series to their followers.*



The launch event was also featured in **online and offline print publications** to broaden the campaign outreach to the target audience.

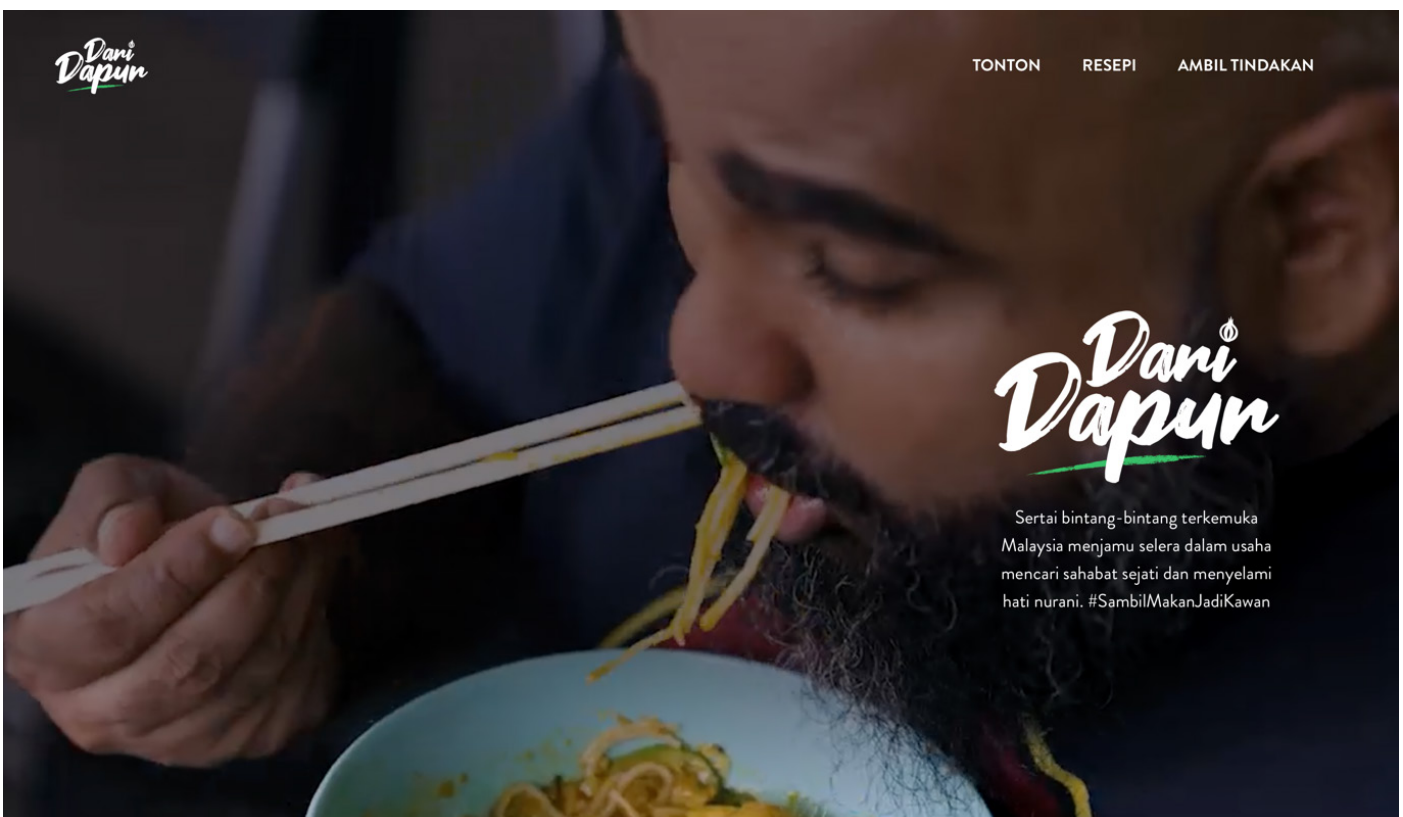


# Malaysia

In Malaysia, our research had highlighted that the theme of food plays a significant role in uniting Malaysians, based on a common love of cooking and eating together and the shared understanding that the diverse cuisine of the country represents the diversity of people in the country.

Our local production partner *untitled kompeni* helped us develop the Malaysia campaign, proposing a series of short films that brought Malaysian trusted messengers to the homes and workplaces of migrants and refugees in order to share food and conversation. The campaign

direction was built on the idea that while there is joy in its eating, the making of each meal comes with its own story. For migrants in Malaysia, these are stories of celebration and hope, as much as of hurt and loss. Trusted Malaysian messengers would be brought into the kitchens of migrants, watch as they prepare the meal, learn how to cook it, while hearing of the memories connected to that particular dish. Each short film would be itself a unique meal, with its own story, prepared in a unique kitchen, showcasing the diverse experiences of migrants in Malaysia.



*Untitled kompeni proposed the Bahasa Malaysia campaign title Dari Dapur or 'Stories from My Kitchen'.*

Similar to Australia, in Malaysia we developed a discussion guide for the influencers as well as the migrants and refugees in order to prepare them for the interaction. This discussion guide included questions which the influencers

could use to initiate conversations with their hosts as well as guidelines for discussion, enabling everyone involved in the production to consolidate their ideas around the campaign message.



In February 2023, the Dari Dapur campaign was launched in Malaysia, designed and delivered by *untitled kompeni* and supported by UN Human Rights.

Through a series of seven short videos rolled out over a two-month period, the campaign featured migrant workers and refugees from Cambodia, Indonesia, Myanmar, Pakistan, Syria and Sri Lanka in conversation with prominent Malaysian personalities. In each of the videos, Malaysians and migrants cook together a favourite recipe from the migrants' homeland, share stories of each other's lives and learn about what they have in common. The key message that had emerged from the research phase -

**“we share more in common than what divides us, no matter where we come from”**

- along with the key values of respect; diversity; harmony; open mindedness; and hard work were built into the framing and messaging of the videos.

Our research had revealed that migrants were considered as less credible messengers by the target audience. At the same time, it was important for us to adhere to the human rights principle of participation as an overarching goal of the campaign intervention. In order to reconcile these two fundamental objectives, we chose to showcase influential Malaysians sharing spaces and trust with migrants, as a way to accompany our target audience to build empathy and understanding. To help them imagine a common future over a shared meal, with anyone no matter where they come from.



# Berkongsi Bersama

**Lisa Surihani meluangkan masa di kongsi pekerja migran**

*Lisa Surihani finds shares an afternoon at a migrant worker's settlement*



*In this Dari Dapur episode, prominent Malaysian actor and UNICEF Malaysia national ambassador Lisa Surihani shared a meal and story with Suha and Sipah, two migrant workers working at a palm oil estate. The women shared their stories over a homecooked meal.*

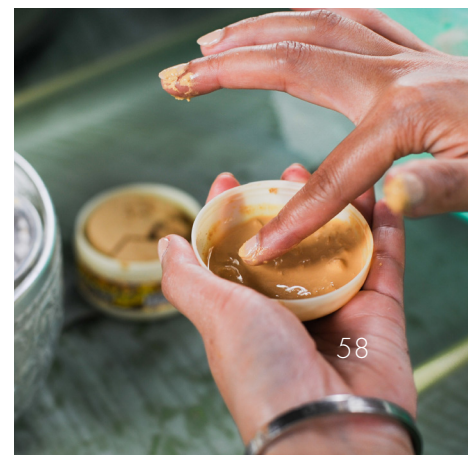
In line with the research finding that the UN was best suited to be in the background of a campaign such as this, the videos and other content were promoted by dedicated accounts of the Dari Dapur campaign on Instagram, Facebook, TikTok and YouTube, with the active support of Malaysian civil society including the ASEAN Parliamentarians for Human Rights (APHR). Where possible, the episodes were published as collaborative posts with the campaign's influencers on Instagram, which allowed the campaign to

reach their extensive social media followers. All campaign materials were made widely available through the creative commons.

For those in our audience who wished to delve deeper into the issue after having viewed the original videos, further content such as photo essays was made available on the Dari Dapur channels.











Collaborations with local mainstream media platforms amplified the campaign further beyond social media. The episodes were broadcast on Astro AWANI, the top news TV channel in Malaysia. Sin Chew Jit Poh, Malaysia's most prominent Chinese-language newspaper, published translated versions of the episodes on their social media accounts and website. BERNAMA, Malaysia's national news agency, adapted the Dari Dapur material to create a feature story of their own. That story was placed on BERNAMA's newswire service and was published by a further four news outlets.

As part of the campaign, Dari Dapur and UN Human Rights hosted a one-day media workshop focused on storytelling for inclusion and human rights in May 2023. The workshop was attended by journalists and members of the media (including media consumed by our target audience), civil society members, migrants and refugees, and content creators with migrant and refugee backgrounds. Held in partnership with the International Organization for Migration in Malaysia, the workshop examined the challenges and opportunities of building inclusive narratives in the Malaysian media landscape. In think-in sessions, participants shared their experiences, made connections and consolidated networks to support producing more inclusive stories in the future.

“One thing I got out from Dari Dapur is that to tell inclusive stories you need to engage with communities. And when you do that, you might learn that you aren't the one telling the story; you are simply facilitating the actual stories of people.”

- Zan Azlee, Journalist

“I learned that to share inclusive stories you first need a great and deep understanding of your audience, second go out of your silo and third find common narratives.”

- Joshua Low, Content Creator

# STEP 8

## MEASURING IMPACT

Measuring impact is a challenging yet crucial aspect of successful attitudinal and behaviour change interventions. Such measurement will also enable you to learn effective

lessons to apply to your current or future work on narrative change.



Remember that **influencing lasting change** is a complex and time-intensive process, because behaviours usually develop and change over time.

In many cases, measuring a campaign's efficacy is achieved by factors of scale. For example, metrics on social media such as views, shares, likes, cost per view and cost per click can provide detail on how many people the campaign reached. These are important factors to include when evaluating a narrative change campaign that has been implemented over social media.

Going further, and to gain a deeper understanding of the campaign's impact and its potential to change behaviour, consider also evaluating factors that can measure the tone of the resulting conversation or if your audience had a

measurably different response in perception before versus after engaging with your campaign.

To properly understand and assess the impact of your intervention, measurement may be needed at more than one moment during and after the campaign. This may require a significant outlay of resources, which where possible should be built into your project design from the beginning. However, in most cases you will be able to set up at least one measurement point to understand if your campaign has resonated with the target audience and discover its potential to change behaviour.



Similar to all previous steps, **evaluation processes can be adapted** as needed to match objectives and resources.

In our case, given the different local contexts and campaign characteristics in Australia and Malaysia and in line with constraints on our own resources and capacities, we used

different methodologies for evaluating the narrative change impact of the two campaigns.

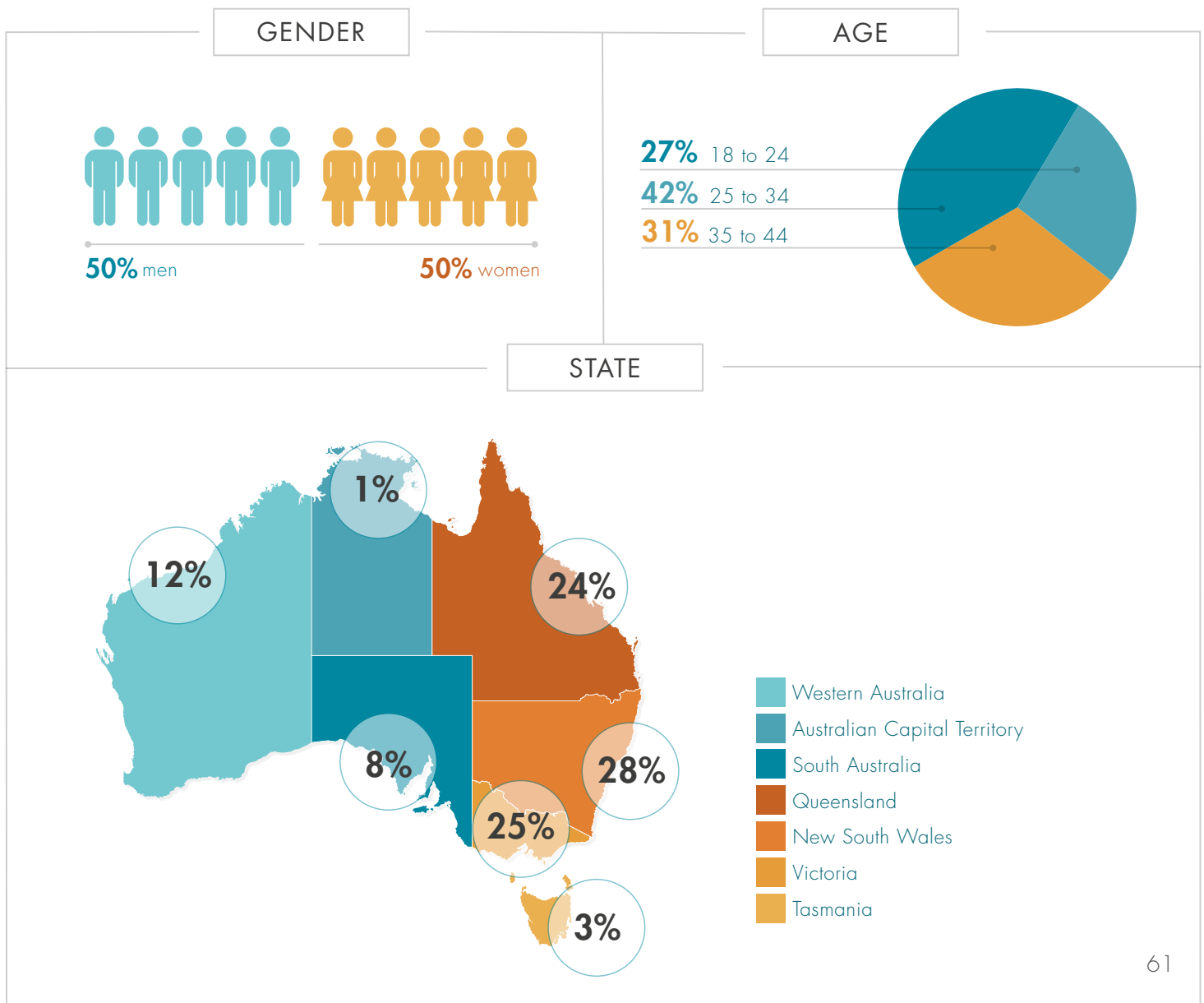
# Australia

In Australia, the campaign videos on social media were targeted specifically to the profile of our audience. In the six weeks of active campaign roll-out, the videos reached nearly **800,000 people** and **385,000 views** with **46,902 people** reacting and making comments to the videos across all platforms.

We used an online quantitative survey to gather evaluations of the campaign once it had ended. This online survey gathered **600 respondents** from the targeted **18-44 age demographic** with quotas for gender and regional location. The survey launched ten days after the campaign concluded and ran for a duration of one week. The respondents were asked about their perception of migration before and after engagement with the MyGreat Story campaign.

The survey questions sought to understand when and how respondents might be inspired by the campaign to take action – from a range of options – on welcoming people from other countries.

## POST-CAMPAIGN SURVEY



# 42% of survey respondents had seen MyGreat Story videos prior to taking the survey.

Of those

**47%** had engaged (liked, shared, or viewed) with the campaign.

**88%** said they were likely to in the future.

**56%** of the survey respondents indicated that their support for migrants and migration increased after engaging with the campaign content.

**72%** said they were now confident in discussing topics related to migrants and migration with their friends and families after watching the campaign videos.

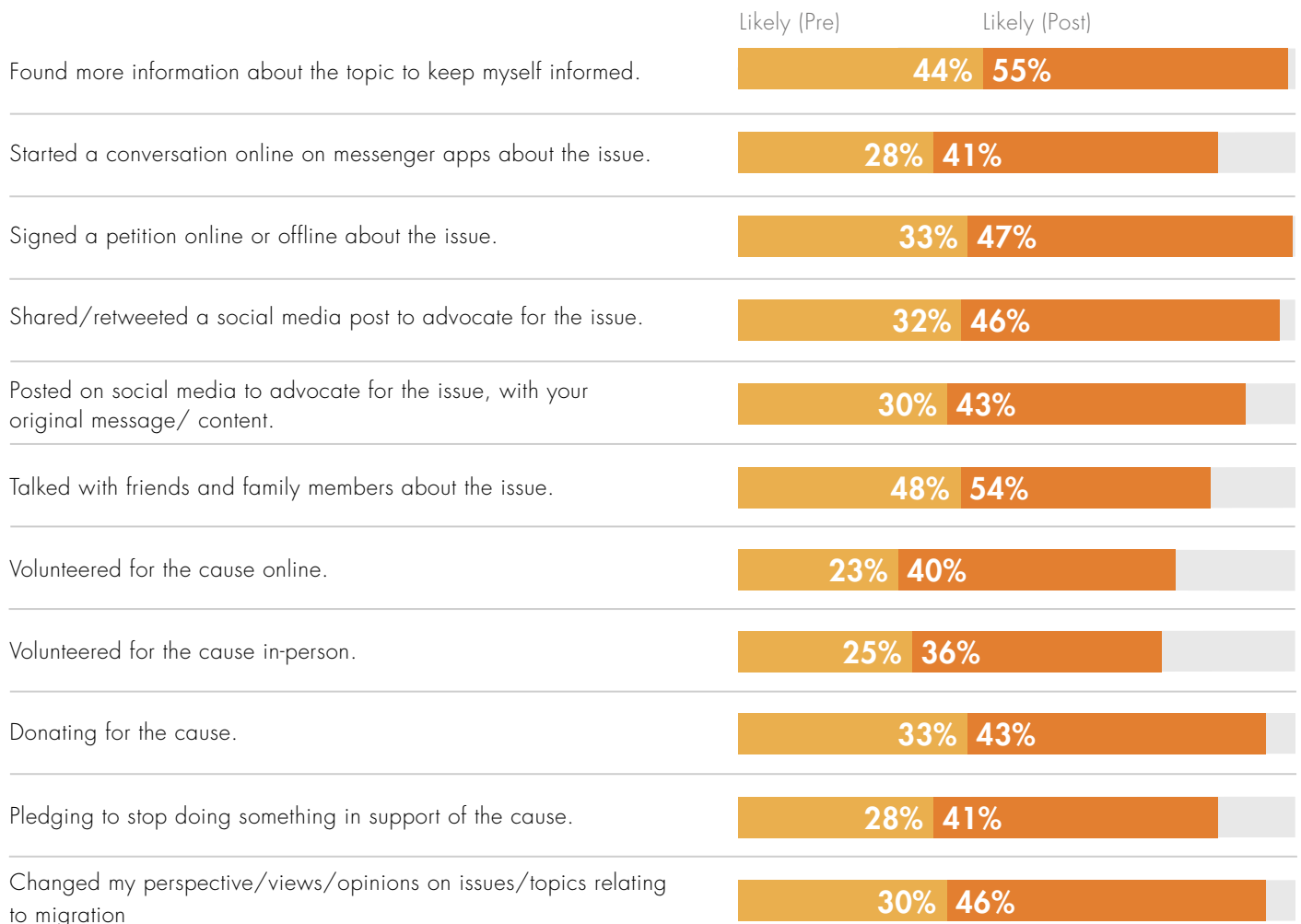
**88%** of respondents said they are more likely to engage (like, share or comment) with topics relating to migration and migrants' rights.

**51%** noted that the campaign had changed their perspective on issues relating to migration.

Prior to engaging with the campaign

**28%** of respondents felt comfortable starting a conversation online about migration.

After viewing the campaign, this increased to **48%**



Asked to identify the campaign messages from a list of 10, the majority of the respondents selected statements that were closely aligned to the campaign communications goals, indicating that the campaign messages had been clearly articulated.



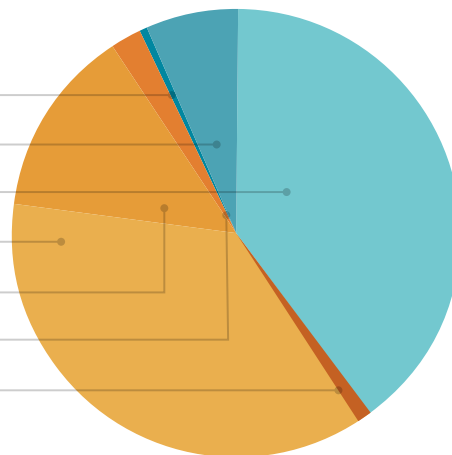
# Malaysia

Similar to the campaign in Australia, Dari Dapur was specifically targeted to the persuadable audience profile. Within four months from its launch, the Dari Dapur campaign had reached nearly **1 million people** on social media. Nearly **80% of the audience** was in the target age range of **25 – 44 years of age**. The followers were **78% women** and **95.3% of followers were in Malaysia**.

In view of resource constraints and the more organic nature of the Dari Dapur campaign, our evaluation of the campaign included a quantitative and qualitative review of the profile of individuals following Dari Dapur on social media.

## FOLLOWERS AGE RANGE

<b>0.20%</b>	13 to 17
<b>6.50%</b>	18 to 24
<b>39.70%</b>	25 to 34
<b>37.20%</b>	35 to 44
<b>13.40%</b>	45 to 54
<b>2.40%</b>	55 to 64
<b>0.30%</b>	65+



Through this review, we observed that these accounts had a strong affiliation to themes raised in the campaign such as food (including home cooks and entrepreneurs marketing their home cooking online) and family. Most profiles were in the Malay language. The social media comments on the campaign were generally positive, with many demonstrating empathy for the migrants featured in the videos, such as by asking for blessings for those working abroad to support their families.

We also chose, in light of the resources and time available, to use a focus group-based discussion to obtain post-campaign qualitative feedback.

We selected 12 participants with demographic characteristics akin to the target audience profile. All participants were 18-44 years old. The group was evenly split between men and women and included at least one participant from each of the three major identity groups in Malaysia (Malay, Chinese and Indian).



“

I have a concern, because there are a lot of Malaysians that face difficulties. So, we should prioritise our own people who are in difficulties before we look at them”

- Female, 34-44

After watching the Dari Dapur episode, participants appreciated that there were nuances in the migrant experience as well as in their appreciation of their own relationship with migrants.

Participants also agreed strongly with the premise of a common humanity that is central to Dari Dapur.

Having watched the Dari Dapur video in which Lisa Surihani spoke about kindness, family, and community in her conversation with migrant workers, participants mirrored the values in this interaction. We observed that the video provided them a vocabulary and ethical reference point to speak about migrants and refugees in ways that emphasized positive values over negative narratives.

Following the screening of a Dari Dapur episode, the participants were divided into two discussion groups. Prior to watching the episode, participants expressed concern that Malaysians needed to be helped before people from other countries.

“

I always hope that our people are more open to see and accept them. They just want to work and just treat them like human”

- Female, 25-34

“

They are human too. We all have our own struggles”

- Male, 35-44

“

They're all humans. Doesn't matter what colour of your skin, where you come from, your religion, or let alone your standing in life”

- Male, 18-24

# CONCLUSION: MAKING NARRATIVE CHANGE HAPPEN



Migration is a complex and emotive issue, and it can be challenging to shift narratives, attitudes and behaviour towards greater empathy and support for migrants, refugees and all people on the move. Harmful and dehumanizing migration narratives have increasingly permeated political movements, media and other forms of public discourse in many countries. They have been used to mobilize electoral and political support and to monetize the attention that is generated by hateful content. Harmful narratives on migration not only affect migrants themselves but they also have corrosive effects on the wider society, including stigmatizing minority communities that are associated with migration and fracturing social trust.

On the other hand, public narratives can represent a powerful tool for social solidarity. Building communities that come together around shared values strengthens the fabric of vibrant and resilient societies. This will be key to a lasting effort to ensure that societies resist the temptation to hold migration up as a scapegoat in times of uncertainty or crisis. Using evidence-based insights into how people behave, make decisions and respond to messaging can be

a crucial element in your narrative change efforts. If you are able to identify and speak to a persuadable audience in a way that resonates with them and to build new partnerships and collaborations along the way, then you are more likely to achieve lasting and transformative social change.

Many of the values that underpin the universal human rights framework – those of humanity, dignity, justice and equality – are also shared and embedded in all societies in the Asia Pacific region, even when the explicit language of human rights may be divisive. Identifying the shared values that appeal to a persuadable audience will enable you to build credible messages grounded in human rights, to take steps to test those messages and to understand who the best messengers are to reach your audience. This information will enable you to design interventions based on what you know, rather than what you are guessing or assuming will persuade your audience. It is important to incorporate an evaluation of the campaign's effectiveness – not only at reaching your audience but persuading them towards attitudes and behaviour that are grounded in human rights.

**When designing effective interventions on changing public narratives, the following questions will help you design an effective theory of change:**

1. What is the change that you want to see?
2. What values underpin this change?
3. Who is your audience, what are their interests and concerns?
4. How can your audience be reached?
5. How will you measure effective change?

Narrative change requires thinking big. Think creatively and work collaboratively to adapt and implement the process outlined in this instructive guide.

**The more the human rights community works together,** the greater the capacity exists to reframe and shift hostile and damaging migration narratives, influence public opinion and policy outcomes, and ensure that the human rights of migrants and the communities that welcome them are upheld and celebrated.



Share the story of your own narrative change efforts to **#StandUp4Migrants!**

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