

KOREAN PUBLIC OPINION ABOUT DEVELOPMENT AID

By Kwon Yul and Park Sukyung

Abstract

Since joining the OECD Development Assistance Committee (DAC) in 2009, Korea as a new donor has been actively carrying out reforms to improve its development aid system. This article provides recent trends of public opinion in Korea on issues of aid and development cooperation by presenting the survey results. It introduces the background of past opinion polls and presents public attitudes and perceptions in Korea on foreign aid. It identifies the level of public support, awareness, motives for aid giving, priorities in development aid, as well as the assessment of the contribution of Korea's official development assistance (ODA). Finally, it examines how the Korean government could respond to challenges to improve the effectiveness of development cooperation and to convince its citizenry to pursue its ambitious aid policy.

Introduction

Korea's history as an official donor country and an OECD DAC member is short, but this new donor country has been proactive in setting a foundation for development cooperation since its accession to the DAC in November 2009. Followed by the first ODA reform plan in November 2005, the International Development Cooperation Act was enacted in early 2010 and the ODA Advancement Plan was also prepared in October 2010.

Despite the achievements and progress it made, Korea still has a long way to go in order to improve the quantity and quality of its aid. Korea pledged to the international development community to expand its aid volume to achieve an ODA/GNI ratio of 0.25 percent by 2015, which requires doubling of the current level of ODA budget. Besides this challenge, Korea has been facing several aid effectiveness issues such as fragmentation in aid implementation, a bifurcated aid delivery system and lack of coordination.

As Korea is scheduled to have its first official DAC peer review in 2012, it would be timely and meaningful to review the achievements of and changes in Korea's development cooperation for the past two years since its accession to DAC through the eyes of the Korean public. As the discussion on the reform of aid policy and management system is ongoing, Korea needs to closely monitor how the public's perception of global development, poverty issues and international development cooperation policies has been shaped.

This paper reviews how Korean citizens perceive the relatively new issue of development cooperation and how the Korean government could pursue its policy objectives based on public awareness and opinion. Particularly, it analyzes the level of public support, awareness, preference and participation about foreign aid in Korea to see how it has evolved over time and how

it relates to Korea's ODA policy and practice. Furthermore, we will also make comparisons with other countries' public survey results where relevant to find out unique or common characteristics of Korean public opinion in a broader context.

Trends in Public Opinion on Development Aid in Korea

Background of Surveys on Development Aid in Korea

Facing a downturn in the level of ODA spending after the Asian financial crisis in the late 1990s, public surveys on foreign aid in Korea began. The first survey was initiated by KOICA in 1999 and MOFAT¹ conducted another survey in 2002 for the targeted group of 'opinion leaders' who are more engaged in ODA policy, in addition to the general public. In 2003, *Dong-A Daily*, one of the major newspapers in Korea, launched a joint survey with KOICA. The earlier surveys were designed mainly for the purpose of public relations about ODA. The questions focused on the level of attention on ODA, and the awareness on Korean government's ODA and its implementing agencies.

As its ODA level began to increase noticeably from \$423.3 million in 2004 to \$752.3 million in 2005, securing public support for the expansion of ODA was posited as one of the Korean government's policy priorities. In this regard, the Korea Information Agency conducted a survey in 2005 and MOFAT also initiated surveys in 2008 and 2010 respectively. These surveys added questions closely related to decision-making issues such as opinions about the expansion of ODA volume, priority regions and sectors to provide assistance, and ODA's contribution to poverty reduction or national interest.

This section of the paper presents the result of the most recent public survey on development cooperation conducted in 2011 by Gallup Korea on behalf of the Korea Institute for International Economic Policy (KIEP) through a face-to-face survey involving 1,000 respondents. The detailed demographic char-

Box 1

Demographic Characteristics of KIEP Survey 2011

* Total number of respondents: 1,000 (100%)

* Gender | male (49.3%), female (50.7%)

* Age | 19-29 (18.9%), 30-39 (21.0%), 40-49 (21.9%), 50-59 (18.4%), 60 and above (19.8%)

* Region | Seoul (21.2%), Busan (7.4%), Daegu (5.0%), Incheon (5.5%), Gwangju (2.7%), Daejeon (2.9%), Ulsan (2.1%), Gyunggi (22.7%), Gangwon (3.0%), Chungbuk (3.1%), Chungnam (4.1%), Jeonbuk (3.7%), Jeonnam (3.8%), Gyungbuk (5.4%), Geyungnam (6.4%), Jeju (1.0%)

* Occupation | self-employed (19.8%), blue collar (24.6%), white collar (26.1%), housewife (19.5%), students (6.5%), others (3.5%)

* Level of education | below primary school (6.3%), junior-high (9.0%), high school (38.7%), college/university (43.5%), graduate school (2.4%)

* Level of monthly household income (KRW) | below 1 million (2.9%), 1-2 million (14.0%), 2-3 million (26.9%), 3-4 million (28.0%), 4-5 million (12.4%), above 5 million (15.2%)

acteristics of the respondents in this survey are summarized in Box 1. The composition of respondents by gender was 50 percent each for male and female. The age group was divided into five categories of 19-29, 30-39, 40-49, 50-59 and above 60 and the ratio in each group was set at approximately 20 percent. In terms of region, the survey followed the administrative district of the country and the number of sample was proportionately distributed according to the regional population; Seoul and Gyunggi area had the largest number of respondents over 20 percent each and the rest of the 14 regions had 1.0 to 7.4 percent of respondents depending on the size of the regional population.

The survey questions include various aspects of foreign aid such as motives for aid giving, level of support for aid, priorities in aid policy, effectiveness of aid as well as access to relevant information. It also reviewed the results of past surveys conducted in Korea as well as in other donor countries such as the EU² to gain a more comprehensive understanding of the Korean public's opinion on aid within various time series and country context.

Comparing the results with the previous surveys, three data sets are reviewed to compare the trend of public perceptions and attitudes toward foreign aid in Korea.³ Additionally, the survey results of other donor countries will be introduced to compare the similarities and differences vis-à-vis Korea despite limitations imposed on the direct comparison among donor countries due to variations in the design, methodology and the respondent sample of each survey limit.

The following section introduces the level of support and awareness of the Korean public in general. More specific

responses to various policy related issues such as motivation of aid, volume of aid, priority regions and areas as well as the assessment of aid effectiveness will be presented in the next part of the paper with corresponding policy initiatives and changes in Korea.

Public Support

The Korean public appears highly supportive of ODA as more than 90 percent of respondents strongly acknowledged the importance of development aid. The support level increased by more than 30 percent compared to the 2005 survey. This level of support in Korea is on par with the ones of other donors such as Sweden (93 percent), Denmark (92 percent), Ireland (92 percent) or EU (90 percent) according to the 2010 survey. Given that two thirds of (62.7 percent) of people in the 2011 survey still regard Korea as a developing country, it is interesting to know that the recognition of national status did not much affect the level of support for foreign aid.

While Koreans are largely supportive of development aid, survey results indicate that they tend to be less enthusiastic when it comes to scaling up the aid volume. Though Koreans are more generous than before regarding the level of aid, the majority still prefer to preserve the status quo. Such limited support for the expansion of the ODA budget despite the higher level of support for the principle of development assistance could be best explained by the concerns over the current state of the economy, according to previous survey results. Particularly, among those who are opposed to the provision of aid, the majority (70.7 percent) of respondents were concerned with the country's economic

Table 1 Overview of Public Surveys on Foreign Aid in Korea

	Korea Information Agency	MOFAT	MOFAT	KIEP
Target group (age)	20+ years	19+ years	20+ years	20+ years
Sample size	1,000	500	1,002	1,000
Sampling method	proportional sampling	proportional sampling	proportional stratified / systematic sampling	multi-stage stratified random sampling
Survey mode	Telephone	Face to face	Telephone	Face to face
Duration of survey	2005.8	2008.8	2010.10	2011.15
Number of questions	12	25	12	22
Sampling error	±3.1%p (95% C.L.)	±4.38%p (95% C.L.)	±3.8%p (95% C.L.)	±3.1%p (95% C.L.)
Survey agency	TNS	Gallup	InfoMaster	Gallup

MOFAT: Ministry of Foreign Affairs and Trade; KIEP: Korea Institute for International Economic Policy; C.L: Confidence Level; this table only list surveys conducted after 2005.

Table 2

Public Attitude Toward the Volume of Aid (as a %)

	2008	2011	Change
Too big	33.6	26.7	-6.9
Too small	13.6	10.0	+3.6
Adequate	44.0	63.3	+19.3

Source: MOFAT (2008), KIEP (2011)

situation and this is consistent with the 2005 survey result that showed two thirds of people think that “Korea is not rich enough to provide aid.”

Public Awareness

Almost half of the Korean public is aware that the Korean government is providing aid. This ratio has been constantly increasing; from 37 percent in 2005 to about 50 percent in 2008 and 2011. According to socio-demographic analysis, the younger generation in their 20s showed the lowest level of awareness. Similar to the case of support level, better-educated respondents knew more about the fact that Korea is providing aid to developing countries.

In terms of awareness of global development agenda items, such as MDGs (Millennium Development Goals), more than half (59.1 percent) have “never heard of” MDGs. The relatively low level of awareness of global agendas has remained largely unchanged in comparison with a previous survey in 2008. Interestingly, those who “have heard of it without knowing in detail” represent almost a third of the respondents. This group would be the priority target of

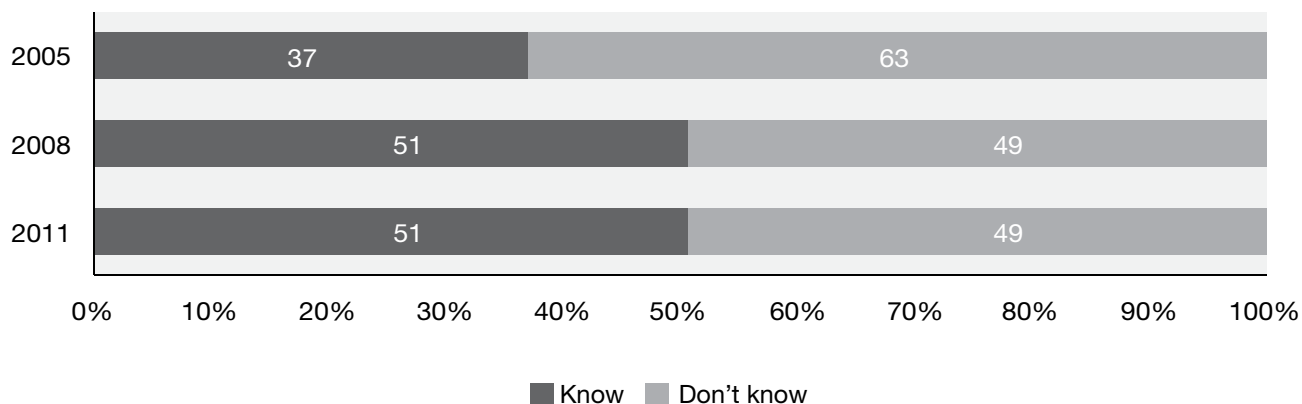
development education to boost the level of interest and awareness on foreign aid in the future. Analysis of the demographic determinants of public opinion shows that the younger generation in their 20s was, again, the least informed about MDGs.

There was correlation between the level of support and awareness. Those who know better about MDGs tend to strongly support foreign aid. Out of those respondents who are well aware of MDGs, 42.6 percent “strongly support” and another 54.1 percent “support” development aid. This group is more enthusiastic about the expansion of ODA budgets, as almost one third of the respondents think that Korea should increase its ODA above the committed level. This result confirms the previous research outcomes that no effective action is taken without sufficient prior awareness.⁴

Motives of Aid Giving

The unique characteristic of Korea as a former-recipient-to-donor inevitably influences its motivation for aid giving. In 2011, 13.4 percent of people think that “Korea should give aid to give back what it had received from other countries”

Figure 1 Level of Awareness on Korea’s ODA Provision



Note: “know” includes both “know very well” and “know.” “Don’t know” includes both “have heard of it without knowing in detail” and “don’t know at all.”

Table 3

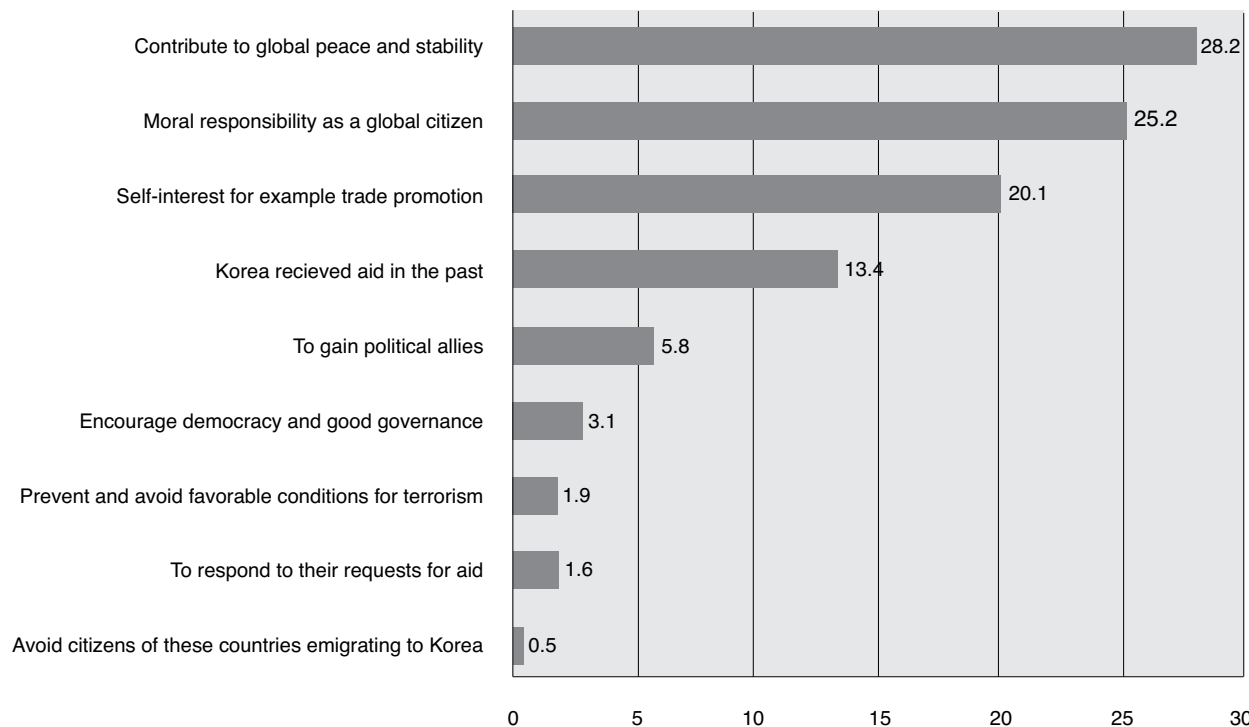
Correlation Between the Level of Awareness and Support (as a %)

		Awareness about MDGs					
		Know very well		Heard about it without knowing in detail		Never heard of it	
Support for foreign aid	Strongly support Support Oppose Strongly oppose	42.6	96.7	17.2	94.2	12.7	85.1
		54.1		77.0		72.4	
		3.3		4.9	5.8	13.0	14.9
		-		0.9		1.9	
Current ODA volume	Too large Too little Adequate	19.7		21.6		30.5	
		11.5		10.6		9.5	
		68.9		67.8		60.1	
Expansion of ODA volume	More commitment needed Maintain commitment level Don't expand Reduce the volume	29.5		17.8		15.4	
		54.1		58.0		54.7	
		9.8		12.9		16.8	
		6.6		10.9		12.7	

Source: KIEP (2011)

Figure 2

Motives of Aid: Why Should Korea Give Aid to Developing Countries? (as a %)



Source: KIEP (2011)

according to the survey by KIEP. This tendency is also found in the 2008 survey, where the response ratio was higher, at 30 percent. Among other donor countries, Poland shows similar survey results regarding motives for giving aid. Almost half of the people in Poland think that it is their turn to help poor people since they benefitted from foreign aid from affluent countries; the ratio for this response rose to 50 percent from 33 percent in 2004.⁵

Aside from this particular consideration for Korea's past international status as an aid recipient, the Korean public seems to be driven more by humanitarian and egalitarian reasons. According to a 2011 survey, almost a third of the respondents replied that Korea should give aid to "contribute to global peace and stability" (28.2 percent), followed by "moral responsibility as a global citizen" (25.2 percent). The percentage of those who defend the aid for reasons of economic and self-interest was relatively low, at 20.1 percent.

Looking at examples from other donor countries, a 2009 EU survey shows that two out of three Europeans responded with reasons based on self-interest for giving aid (64 percent), namely to facilitate trade, to deter terrorism, to prevent migration and maintain positive political relations with developing countries. This tendency is particularly strong in Greece, France and Belgium.

The motive for giving aid also differs by age and level of education. Respondents over the age of 60 who have had direct experience as aid recipients in their lifetime tend to find the reasons of aid giving based on their personal events. A large number of better-educated respondents regard moral responsibility as the foremost reason for giving aid (41.8 percent) while a less-educated group tends to define Korea's past experience as a recipient country as the primary motivational factor.

The International Development Cooperation Act enacted in 2010 specifies the objectives of Korea's ODA as follows: "to reduce poverty and enhance sustainable development in developing countries based on humanitarianism; to promote economic cooperation with partner countries and to pursue global peace and prosperity."⁶ The debate over what the motive for foreign aid should be is not new and Korea is not the only country that has had difficulty answering the question.

It is natural for Korea as a new donor to struggle to define its aid philosophy and ethics among contending norms and values. In Korea, what the objective of aid should be has been long debated. Should ODA proceed primarily for economic and humanitarian reasons, or should national interest play a part as well? Korea's strong inclination to assimilate into the group of traditional donors who are often referred to as advanced donors by the Korean government strongly implies to what direction the country is headed.⁷ This sentiment is also emulated

in Korea's aid philosophy and the de jure principle of Korean aid leans towards international values.

Priorities

According to 2011 survey results, almost 40 percent of Korean people consider sub-Saharan Africa as the most important destination for Korean aid while attention to Asia also remained strong as a substantial percentage of respondents stated Southeast Asia (33.8 percent) and South Asia (14.9 percent) as next in the list of priorities. The growing interest in Africa as a destination for ODA was also observed in the 2005 survey; almost half of respondents indicate Africa as the priority region followed by Asia-Pacific (24.4 percent).⁸

The share of Asian countries among Korea's top ten recipients such as Vietnam, Bangladesh, Sri Lanka and Mongolia is notable, representing 65.2 percent of total bilateral aid. But the figure has tended to fluctuate wildly; it reached 72.6 percent in 2001, down to 52.2 percent in 2008, decreased further to 38.5 percent in 2009, until soaring again in 2010. While maintaining a strong regional focus on Asia, Korea tries to balance its regional ODA allocation by providing more aid to Africa; the amount of aid going to the region more than tripled from \$39.1 million in 2001 to \$134.9 million in 2010. Sub-Saharan countries received most of the aid; top recipients in Africa include Tanzania (\$21.46 million), Angola (18.83), Senegal (14.85) and Ethiopia (10.2) in 2010.

The expansion of focus on Africa is partly reflected in some of the high-level initiatives such as President Lee Myung-bak's recent visit to African countries (Ethiopia and DR Congo) in July 2011, and also the 2006 visit of the late President Roh Moo-hyun to Egypt, Nigeria and Algeria. During Roh's visit to Africa, he announced the Initiative for Development in Africa and pledged to increase the ODA level for Africa by three-fold by 2008 and expand cooperation through sharing of development knowledge and increasing the number of volunteers and medical teams to Africa.

For priority sectors, the 2011 survey results show that the majority of Koreans think Korea can most effectively provide assistance in social and economic infrastructure and services such as health, education, transport or energy. Actually, Korea provided a total of \$1,279.01 million in these sectors, which is 88.1 percent of total bilateral ODA in 2009. Beside these sectors, agricultural development was regarded as the potential sector that Korea can help out effectively: 24.5 percent of respondents think Korea has a competitive edge in agricultural development and this reaction stands out among respondents in their 50s and 60s, with less education or lower income.

By sector, social and economic infrastructure and services have traditionally received the largest portion amounting

to approximately 60 to 80 percentage of total bilateral ODA and it has increased significantly since 2007. Particularly, support in such sectors as education and government/civil society was outstanding in 2010 compared to previous years and this change has meant a doubling in the amount of aid disbursed to the social sectors.

Assessment on the Contribution of Korea's ODA

The attitude of the Korean public is mostly positive toward Korea's ODA contributions: 79.4 percent think that "Korea's ODA contributes to the economic development and poverty reduction in developing countries." Those who are more supportive and aware of Korea's experience as an aid recipient tend to be even more positive concerning Korea's contribution to developing countries through aid. Attitudes on Korean ODA have grown even more positive since 2005, when slightly more than half of respondents thought that Korea's ODA contributes toward tackling global issues. This ratio jumped significantly to 76.8 percent in 2008.

Among skeptics of Korea's contribution to developing countries are those who are concerned with problems prevalent in developing countries. "Weak aid management capacity" (28.4 percent) and "lack of self-help" (17.2 percent) are the two main reasons when citing aid ineffectiveness. Others pointed out some domestic issues such as "lack of specialization of aid agencies" (15.6 percent), "lack of transparency in aid management" (15.4 percent), "small aid volume" (13.6 percent), and an "inefficient aid system" (13.5 percent). In the 2008 survey which asked the same questions, a third of the respondents were concerned about "corruption in developing countries" as well as "poor management of aid in developing countries" (22.4 percent).⁹ As survey questions and response options were not identical for the two surveys, it is hard to track down the trends of response over time. However, it is still worth noting that the Korean public recognizes issues of developing countries as the main reasons that hamper aid effectiveness.

The strong emphasis on efficiency and effectiveness of aid among the Korean public can also be observed in other aspects. The majority of the Korean public is most interested in whether the aid project has actually helped developing countries (56.4 percent) and if the aid budget was used efficiently (50.8 percent).¹⁰ About a third (36.9 percent) of respondents think that post-project follow-up and maintenance is important. The 2008 survey shows a similar tendency to focus on effectiveness and efficiency as the majority of respondents were interested whether aid was properly used by the government of the developing country (40.4 percent) and to what extent the aid project contributes to poverty reduction in the recipient country (33.4 percent).

In terms of aid agency, Koreans demonstrate almost the same level of confidence toward government agencies and NGOs: 68 percent of respondents said that NGOs are best placed to deliver effective aid and another 64.8 percent expected that aid through government agencies would be more effective.¹¹ An interesting difference according to the level of education appeared: the more educated the respondents are, the more they trusted NGOs than government agencies. Also, students and high-income groups also showed a high level of confidence with NGOs.

Public Participation and Information

Slightly over two thirds of Koreans describe themselves as being in favor of helping developing countries, without being a volunteer or giving donations. The ratio of people who are actively engaged in activities, such as giving donations or volunteering, was 23%. Nine out of ten Koreans believe that it is important to help developing countries, however, the level of participation and involvement remains relatively low. Very few Koreans are opposed to development cooperation in general but one in ten Koreans seems to be indifferent to voluntary activities or donations as they simply mention that "they are not interested." This result exhibits a discrepancy between the perceived importance of development cooperation and actual participation.

Socio-demographic analysis shows that high-income groups are more active in donations due to the natural reason of financial affordability. However, the level of participation as volunteers is not necessarily related to income levels, as some lower-income level groups showed an even higher participation rate. Those who have visited developing countries appeared to be more willing to give donations (30.3 percent) or work as a volunteer (9.6 percent). It can be seen as evidence of direct learning experience about situations in developing countries affecting the level of engagement to help developing countries.

In terms of exposure to media coverage on foreign aid and Korea's ODA activities, over half of respondents (52.4 percent) acquired information through various media sources. However, a greater percentage of younger people in their 20s stated that they were not familiar with information on development aid. This is consistent with the result that this group is the least aware of the fact that Korea received aid in the past. In addition, students, among other occupations, are the least acquainted with stories on foreign aid.

Knowledge and information on development aid obtained from various media sources seem to increase the level of awareness: more informed groups showed higher levels of awareness on MDGs by nearly fourfold (9.5 percent)¹² and on Korea's provision of development aid by a factor of two (66.6 percent). In terms of support level, those who are familiar with information

on foreign aid tend to show a slightly higher level of support. They tend to recognize to a greater degree the importance of aid in helping developing countries and expressed a higher level of support for providing aid. In addition, informed respondents were more positive on their assessment of the level of contribution of Korea's ODA. However, the support level in terms of current ODA volume or expansion of future aid budget does not seem to reflect these trends.

Policy Challenges for Korea

Korea, as a new DAC member, pledged the international development community to expand its aid volume and has pursued various institutional arrangements to enhance the quality of its aid. For the Korean government to achieve its ambitious aid policy goals, one of the critical factors is to gain public support and to create a society-wide consensus on the need for better and more aid. Conducting surveys to gauge public opinion on development cooperation is one convenient way to assess the trend. Despite its relatively short history as a donor, the support for foreign aid in Korea is stronger now than in the past, as the survey results reveal. There definitely exists a positive environment to advance the Korean government's ODA policy in the long term.

However, Korea still faces several challenges despite these advances. According to survey results, immediate improvement is needed with respect to enhancing transparency of aid policy and dissemination of information on aid as well as post-completion management of aid projects. In terms of transparency, the Korean government needs to pay attention to the fact that the general public is more interested in efficiency and effectiveness of aid policy and their implementation than before. It needs to regard the general public as one of the key stakeholders in development cooperation, as they pay taxes which fund aid programs in other part of the world. The nature of development aid, where the policies do not directly influence the well-being of its own citizens but rather anonymous people beyond its borders, there exists a large discrepancy between the opacity vis-à-vis the public and their concerns about global issues.¹³

Similarly, a large number of respondents pointed out the importance of post-completion management for aid projects, and strengthening feasibility studies and ex-ante evaluation. Focus on the substance and result-based management of aid projects has been growing as the Korean public has better access through media and press coverage to monitor the aid effectiveness.

Table 4 Correlation Between the Exposure to Media and Level of Support/Awareness (as a %)

		Exposure to media coverage on foreign aid			
		Yes		No	
Aware of MDGs	Know very well	9.5		2.3	
	Heard of it without knowing in detail	38.7		30.5	
	Never heard of it	51.8		67.2	
Aware of Korea's ODA	Know very well	7.6	66.6	3.6	34.8
	Know it	59.0		31.2	
	Heard of it without knowing in detail	27.2		35.8	
	Never heard of it	6.1		29.5	
Current ODA volume	Too large	23.0		30.7	
	Too little	11.2		8.6	
	Adequate	65.7		60.6	
Contribution of Korea's aid in developing countries	Contributing	83.8		74.5	
	Not contributing	16.2		25.5	
Importance of helping developing countries	Very important	32.0	93.9	26.1	87.6
	Fairly important	61.9		61.5	
	Not so important	5.9	6.1	11.8	12.4
Not important	0.2	0.6			
Support for providing aid	Strongly support	20.2	91.2	11.8	86.5
	Tend to support	71.7		74.7	
	Tend to not support	7.8	8.8	11.6	13.5
Not support	1.0	1.9			

In addition, other issues related to the aid system should not be ignored: (1) fragmentation of aid implementation bodies where more than a hundred government agencies take part in aid delivery based on their priorities has been pointed out as a major detriment to aid effectiveness and coherence; and (2) the lack of specialists who understand sectors, regions and situations in the field is a major hurdle Korea must overcome.

Lastly, the Korean government could take a more systematic approach to enhance the level of awareness on aid and development cooperation, particularly by forming target groups and strategies according to their stance on aid, age groups and personal background such as level of education. When the Korean public is well informed of issues related to development cooperation, they are more likely to act or express their support for aid.

Conclusion

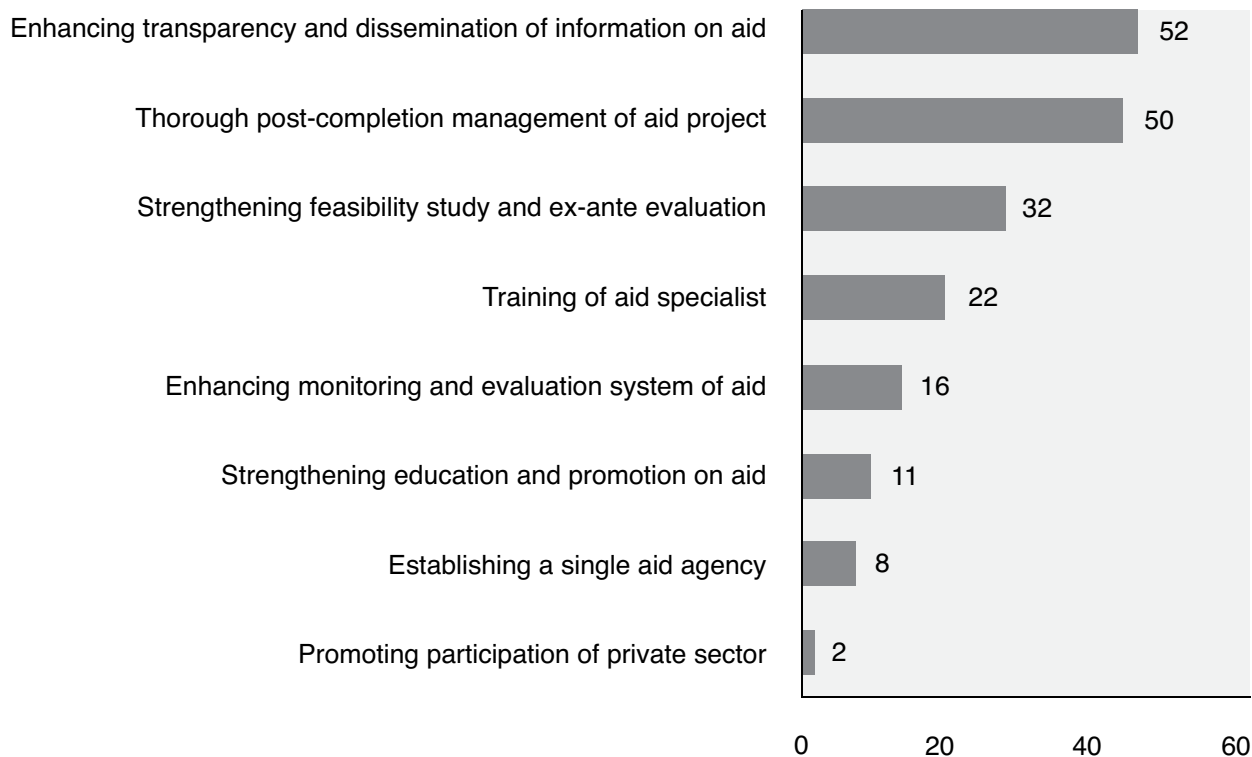
As a new DAC member, Korea has set ambitious aid policy goals and pursued various initiatives for providing more and better aid. One of the critical factors for the Korean government in justifying its policy drives and investments is to gain public support and to form a broad social consensus. With the changes and reforms in its aid system to improve the quality of

aid, the country has continuously striven to develop its ODA policy as well as to gain public support. In response to efforts to increase the volume of aid and to improve the aid system, public concerns about foreign aid policy have significantly increased as well. Public support towards the expansion of the ODA budget is essential to maintain the promise Korea made with the international community on increasing aid volume.

Most DAC members conduct public opinion surveys periodically in order to analyze and assess the public's perception and awareness of development assistance. This is because the majority of citizens are taxpayers who pay close attention to the effective spending of financial resources based on the appropriate aid policy. Moreover, survey results provide important background information to set up effective public engagement and development education programs in the country, which positively influence the support and understanding of the donor's foreign aid.

Public opinion surveys prove to be meaningful with respect to recommending effective ODA policy agendas and directions to the Korean government. It also provides useful findings about important factors that affect the general public's attitude towards development aid in Korea, such as the respondent's

Figure 3 The Most Urgent Policy Issues in Korea's ODA



Source: KIEP (2011)

socio-demographic profiles, personal experiences, perception of poverty, recognition of Korea's national status (a developed or developing country), awareness of foreign aid projects, as well as experience of visiting developing countries.

In conclusion, the Korean government must gain full understanding of public opinion towards foreign aid and implementation of its ODA policy in order to establish greater public support as a new and small donor. The public poll on development cooperation may be one useful way to see how Korea's aid policy and practice are being accepted by its people. Despite its relatively short history as a donor, the support for development aid in Korea is stronger now as the survey results reveal. This is definitely a positive factor in advancing Korea's ODA policy in the long term, and Korea needs to sustain the course.

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¹ Ministry of Foreign Affairs and Trade (MOFAT). 2008. Public opinion poll on development aid and policy research on Korean government's development cooperation policy. (Korean)

² Refer to European Commission surveys. Attitudes towards development aid (2005); Europeans and Development Aid (2007); Development Aid in times of economic turmoil (2009); Europeans, Development Aid and the Millennium Development Goals (2010).

³ (1) The 2010 survey was conducted by Infomaster on behalf of MOFAT, (2) the 2008 survey was carried out by Gallup Korea on behalf of MOFAT and (3) the 2005 survey was performed by TNS on behalf of the Government Information Agency. The details of research design and methodologies applied to each survey are shown in Table 1.

⁴ Yankelovich D. 1991. *Coming to Public Judgment: Making Democracy Work in a Complex World*. Syracuse University Press, New York; Klingemann, H.D. Römmele A. (eds). 2002. *Public Information Campaigns and Opinion Research. A Handbook for the Student and Practitioners*. Sage Publications. London.

⁵ Poland Ministry of Foreign Affairs. 2010. Poles on Development Assistance: Findings from a TNS OBOP Study for the Ministry of Foreign Affairs. Warsaw, December 2010. Multiple choices allowed.

⁶ International Development Cooperation Act. Article 3.

⁷ Kim, S. 2010. *A Bridge over Troubled 'Worlds'? An Ethical Case of South Korea's Aid*. Paper presented at the 2010 Development Studies Association UK annual Conference Values, Ethics and Morality, Westminster, London, 5 November.

⁸ Korea Information Agency. 2005. Survey result report: public opinion on Official Development Assistance. (Korean)

⁹ Ministry of Foreign Affairs and Trade (MOFAT). 2008.

¹⁰ The question allowed multiple answers (up to two).

¹¹ The question allowed multiple answers (up to two).

¹² Those who responded that they "know very well" of MDGs.

¹³ OECD Development Centre. 2003. *Public Opinion and the Fight Against Poverty*. OECD Development Centre. Edited by Mc Donnell et al.