

# THE INTERNAL EFFECT OF THE KOSOVO: **THE YOUNG EUROPEANS** NATION BRANDING CAMPAIGN ON THE KOSOVAR PEOPLE

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## Abstract

This thesis analyzes the effect that Kosovo, the Young Europeans, the country branding campaign primarily geared towards transforming perceptions of the international community towards Kosovo and its people, had on the current Kosovar population. The aim of the study involves assessing whether the campaign affected feelings of patriotism, optimism, satisfaction and justice amongst the Kosovar people. Furthermore, this thesis analyzes whether or not the national branding campaign has stimulated and instilled pro-social behaviors — voting, protesting and entrepreneurship — within them. The primary research study includes 500 surveys and interviews in 5 major regions of Kosovo, including a portion of electronic questionnaires.

## ***Nation Branding Campaign: Kosovo the Young Europeans***

A short background on the first nation branding campaign of Kosovo

Years in complex conflicts have brought much attention to Kosovar-Albanians. That attention, mostly from the medias and the intellectual resistance from the Kosovars, needless to say have raised awareness about the clashes between the Serbians and the Kosovar-Albanians and finally it has led to the independence of Kosovo. Still, the disturbing stories, horror images and interpretations of the situation in Kosovo, as much as it have helped the people, left with it a dim shadow which haunts the new country and it's people today. The word Kosovo/Kosovo continues to conjure the image of poverty; a Kosovar looks like a refugee, someone poorly dressed, striving to survive. In encounters with fellow European students, who were quite familiar with the recent history of Kosovo, they used the word Kosovar as a negative connotation to mean someone of the lowest class. Several years ago, when one searched Kosovo/Kosovo/Kosovar on Google, the predominant image would be that which would conjure feelings of horror and pity for the people. Images of protests, refugees, refugee camps, massacres, KFOR soldiers and vehicles, United Nations (UNMIK) signs, tanks, burned down houses. These images continue to be around, but complemented with images of the map, flag, national emblem, some images overlooking the most famous cities, and Kosovar models represented around the world.

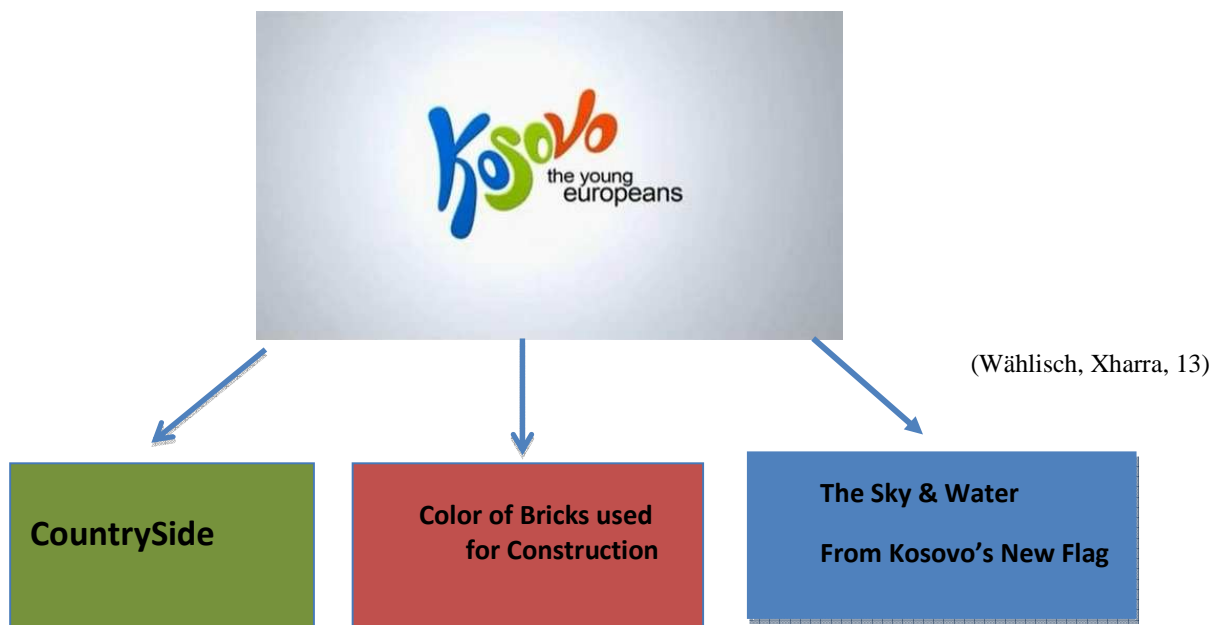
To this date, only 85 out of 193 UN countries have recognized the Republic of Kosovo. The problem of un-recognition, with the backlog of misconceptions and image problems of the country and the people, pose a significant threat to the Republic of Kosovo in economic, political and social terms. The government of the Republic of Kosovo, after the declaration of independence on the 17th of February 2008, recognizing the need to change the image of the country for the better announced a tender for a nation branding campaign. The campaign called "*Kosovo the Young Europeans*" was launched in October 2009. Tel Aviv office of Saatchi and Saatchi, a global advertising agency, won the tender for creating the first nation branding campaign of Kosovo (Wahlisch, Xharra 10).

### *Kosovo the Young Europeans*

Loaded with the challenge of positively changing and brightening the gray image of Kosovo - fueled by the internationally known brutal war stories, poverty, and daily Kosovar struggles in the time before and after the war - Saatchi & Saatchi focused to pinpoint the positive aspects of the young in Kosovo. The branding campaign has been primarily geared towards the international community, and its aim is to raise awareness about the newly formed country, as well as alleviate international prejudices towards the population and the country as a whole. The Kosovo the Young Europeans campaign covers several communication mediums: the Television, Internet and billboard photo series. The predominant feature of the campaign is the *Kosovo: the Young Europeans* slogan, which is meant to bring attention to the 'young' demographic and to arise the feeling of the 'young' country for its audience. As it is stated on the campaigns official website: "The Republic of Kosovo was born on February 17th 2008, making it one of the youngest countries in the world. It's also home to the youngest population in Europe with an average age of 25.9, giving the place a spirit of optimism and enterprise you won't find anywhere else. From the ancient streets of Prizren to the modern cafe districts of the capital Pristina, you can feel a positive energy flowing through the people. A sense that nothing is impossible. That whatever we want to achieve, we will. That the future is ours. And today Kosovars embrace the future with open arms. It is the start of something amazing. We'd love you to be part of it" (Kosovo-Young)

The objective of the Kosovo branding campaign, stated by the government, has been to "place Kosovo firmly within the family of nations within Europe and beyond" (Wahlisch, Xharra, 12). The campaign's goal was to make the country known to the international community. To do that, the developers decided to utilize the obvious enthusiastic-looking young Kosovars to promote the youngest country in the world, with the youngest population with the slogan *Kosovo: the Young Europeans*. Kosovo's nation branding campaign has been different from other countries because it seeks to bring attention to the creation of the new country, not its natural resources, landscapes or its history, rather what is considered to be its greatest potential, its young people.

The *Kosovo: The Young Europeans* logo has been designed to give that young and modern feel to the audience, with vivid colors, each of which has a separate meaning tied to the evolving statehood of Kosovo.



The *Kosovo: The Young Europeans*, one-minute television ad, shows united young Kosovars working towards the creation (completion) of a puzzle, which at the end of the ad takes the form of the characteristic map of Kosovo. A moving song, speaking of a new beginning and embracing change, inspires their effort:

Dawn rolling over,  
 The clouds bring the rain  
 It's time to start over,  
 Time to join hands.  
 The sun slowly rising,  
 Shining on earth.  
 The sky's open minded,  
 Today  
 And I'm feeling the life that I wanted  
 Coming to me.  
 I'm feeling the love that I want you  
 Want you to see.

The TV ad has been aired on local televisions such as RTK, KTV, RTV21 and Klan Kosovo, as well as international TVs such as CNN, BBS World News, Euro News, CNN Turk, Bloomberg and Euro Sport from November 2009 (Wahlisch, Xharra 15). In addition, the campaign consisted of a photo series with ten young Europeans. Their pictures were placed as billboards all around Kosovo. They also were published as print ads on *The Economist* and *Newsweek*, as well as in-flight airline magazines of Austria Airlines (Wahlisch, Xharra, 17). The campaign has

done other activities, utilizing “The Young Europeans” slogan. One such an activity was that during the 2nd Independence Day of Kosovo (in February 2010), a YouTube channel was created under the name *Kosovo: The Young Europeans*, which invited people all around the world to send Kosovo greetings.

#### *The International effect of the campaign*

The effect of the *Kosovo: The Young Europeans* nation-branding campaign internationally remains disputed. The Young Europeans ad on YouTube, as of the 5<sup>th</sup> of October 2012 has 166, 700 views, and it was uploaded on October 26, 2009. The Kosovo the Young Europeans channel has a total of 274,509, as of 5<sup>th</sup> of October 2012, being created on October 25, 2009. The phrase “Kosovo the Young Europeans” searched on Google gives 212,000 results (5 October 2012). On social media, Kosovo the Young Europeans’ official page on Facebook has 78,175 likes. In addition to this official community page, there are several other Kosovo the Young Europeans pages, one listed as entertainment and two groups. The Kosovo the Young Europeans campaign also has a Twitter account with 835 followers (5<sup>th</sup> of October 2012). Speaking about the 2nd Independence Day greetings sent by people around the world, the Young Europeans channel states that “one third of the greetings were received from people that their countries did not officially recognize Kosovo. It comes to prove once more that friendship knows no national boundaries, and we hope that the leaders will soon follow the hearts of their people.”

On October 28th, Campaign Live, a UK advertising industry website listed the ad as the “Ad of the Day” (Wahlisch, Xharra, 22). The ad also has been included in various blogs, such as in Aljazeera, The Lobby, Think Young and Internet forums. The “Kosovo the Young Europeans” campaign was awarded the Best Nation and Place Branding category at the 2010 Media & Marketing (M&M) prestigious awards. The M&M awards, “celebrate the creation and effectiveness of marketing strategies coordinated and implemented across international borders.” (Saatchi). The Best Nation and Place Branding category was announced as a new category in 2010, recognizing the importance of nation branding in today’s globalized world.



There has been quite some significant response from the local people regarding *the Kosovo: The Young Europeans* nation branding campaign. Constructive criticism has come from all fields of society, some in forms of objective counter-campaigns such as that of the “Vetevendosja”, “Gazeta Express” and “Oldies of Kosovo”. Although, Kosovo's branding has been focused on changing the perceptions of the international community towards Kosovo, reactions from the Kosovar civil society were very extensive. This paper, focuses on how the “Kosovo: The Young Europeans” nation branding campaign has affected Kosovars citizens of this new country. The empirical research was done in order to determine how and if at all the “Kosovo: The Young Europeans” campaign has affected the Kosovar population in some way and pushed them to contribute for the betterment of the country and actively seek to change the dim reality of the country, which in itself leads to an improvement in the overall country image, done through their own efforts.

While there is considerable truth, to the fact that *the Kosovo the Young Europeans* promotion campaign may have not met the initial anticipated expectations internationally, the study focused on its effects internally, within Kosovo. The study sought to determine if there were any effects whatsoever, and if yes, what kind of, internally within Kosovo, recognizing that the campaign was geared towards changing the perceptions of the international community towards Kosovo.

Two models were created to analyze the effect of the *Kosovo the Young Europeans campaign*. The first one looks at how and if the nation branding campaign effected feelings of patriotism, optimism, satisfaction among the respondents as well as whether it had an influence on their perceptions of the existence of justice in Kosovo and their beliefs about corruption.





### *“Research Method”*

To test the hypothesis, samples of Kosovars were surveyed in several parts of the country. The details of that survey follow. The fieldwork was conducted during a three and a half month period from Mid-May to late August 2011 throughout Kosovo. A total of 400, six paged hard-copy questionnaires were filled out by respondents. The questionnaire was initially created in English, and then translated into Albanian. Anyone who was above eighteen years old was able to fill out the survey. In addition to the quantitative research, qualitative questions were also asked to complement the data. Five main regions in Kosovo were selected: Eastern Kosovo in Prishtina (200 questionnaires), Mid-Kosovo in Skenderaj (50 questionnaires), Northern-Kosovo in Mitrovica (50 questionnaires), Southern Kosovo in Prizren (50 questionnaires) and Western- Kosovo in Peja (50 questionnaires). Upon the collection of fieldwork, the data was then compiled in a master database. In addition to the fieldwork, 100 online questionnaires were distributed to a convenience sample on Facebook and through e-mail during September and October of 2011.

#### *Computerized Questionnaire Administration*

After the location was decided, according to the largest density of people or the most frequented by all groups, the convenience sample respondents were chosen randomly. The mode of administration was paper-and-pencil meaning that the individuals were approached kindly and following a brief pitch about the researcher (i.e. name, last name, profession, university) the respondents were asked to fill out the questionnaire. If the individuals wanted to understand more about the project, the researcher joined them and described it further. If the approached person refused to participate, then the researcher thanked them and walked away, to the next. Nonetheless, there were only a few refusals. The majority of the persons approached agreed to participate

#### *Questionnaire Development & Translation*

A six-page questionnaire was developed, with an academic, University of Dayton accepted format, approved by professional academics. The questionnaire consists of twelve closed-ended, eight open-ended questions and the rest demographic questions. Out of the closed-ended questions, eight of the questions were of the matrix of choices (only one answer per row), one was a bipolar question, one was a dichotomous and two were multiple choices. The questionnaire was created and written in English and then translated into Albanian. It was translated into Albanian by the researcher, and then proof read and quality assured by an experienced translator to meet the framework of standard Albanian language.

## **The Internal Effect of the Kosovo: The Young Europeans Nation Branding Campaign On the Kosovar Population**

An analysis of how the *Kosovo: The Young Europeans Campaign* has affected feelings of patriotism, optimism, satisfaction and beliefs of justice and corruption among Kosovars; as well as whether it has aroused, intentions of pro-social behaviors such as entrepreneurship, protest, and getting involved in elections.

### *Kosovo the Young Europeans Campaign Question*

The question about the Kosovo the Young Europeans ad on the questionnaire, asked Kosovars about the degree they liked the ad, meaning what they simply saw on television, media or boards around the city. From the qualitative results it could be implied that the respondent's simply evaluated the ads from their previous conceptions in their memory. The majority of the responses referred to the overall, design, look and the aesthetic appeal of the advertisement, rather than the marketing content, the role of the ad or what was achieved by its creation. The respondents had an additional box for other comments to write other impressions, where some choose to hint at the other issues of the campaign.

This is crucial to keep in mind throughout the paper, because the study's goal was not directed towards evaluating the marketing strategy or content of the campaign, neither it was to evaluate its artistic appeal. Even more the study's objective was not to evaluate the impact of the campaign internationally. The main focus of the study was to determine, whether the campaign has had an effect on the Kosovars feelings of optimism, satisfaction and patriotism and driven them to participate in pro-social behaviors of protesting, entrepreneurship and voting, as well as to test whether the ad had effected their beliefs of justice and injustice in Kosovo. This question was asked to determine an overall impression of the ad from the respondents that later on was used to test the hypothesis. Overall, 57.6% of the respondents stated that they liked the Kosovo the Young Europeans advertisement, 29% stated that they did not like the advertisement and 14.4% did not see it.

### **Kosovo The Young Europeans and Patriotism**

*“The degree to which individuals who have seen and liked the Kosovo the Young Europeans campaign, whether that be the TV commercial, billboards, or online ads, will be positively related to their feelings about patriotism regarding Kosovo.”*

Individuals' feelings of patriotism are positively related to their likeness of the Kosovo the Young Europeans campaign. With a variation of 5.8% the relationship came out to be statistically significant. The independent variable, Kosovo the Young Europeans has a stronger relationship to the dependent variable patriotism, than the age and education control variable. The results show that the overall model is clearly statistically significant, meaning that there is something happening in the model beyond chance and that the ad has contributed to patriotism sentiments in the sampled Kosovars. This indicates that Kosovo could benefit from the creation of future campaigns similar to the Kosovo the Young Europeans to give rise to a greater connection with the concept of a newborn country, as well as increase patriotism feelings among Kosovars. This could be said and achieved if we keep in mind that a potential future campaign needs to be much more extensive and make use of better mediums in order to approach more effectively Kosovar citizens in the urban and rural areas. We also need to consider that the results show only the effect that the ad has had on those individuals who have been exposed to the campaign, whether that be seeing the advertisement on electronic media, or billboards. There are a great number of respondents who had not seen the campaign, in other cases some asked about the name of the campaign, as it was unfamiliar to them and it was in a foreign language. This is relevant to the entire hypothesis. If these kinds of advertisement campaigns were to be used in the future to promote a greater affinity of the people with the new state, they would need to use a concept that is of common ground to both rural and urban individuals. Given that Kosovo is a new country and Kosovars based on the results from previous questions continue to express deep patriotic feelings with the transnational Albanian identity, calls for more effort to be put forth to make Kosovars feel a greater connection with their new and own country, as well as their emerging identity. Campaigns such as the Kosovo the Young Europeans could be used to instill a greater connection with the new image of Kosovo. As an independent country, Kosovo needs to do more to connect its people to their now own identity, with the unifying symbols that distinguish it as a separate country.

### **Kosovo the Young Europeans and Optimism**

*“The degree to which individuals who have seen and liked the Kosovo the Young Europeans campaign, whether that be the TV commercial, billboards, or online ads, will be positively associated with optimism about life in Kosovo.”*

The Kosovo the Young Europeans campaign has a positive effect on the surveyed Kosovars' feelings and views of optimism about life in Kosovo. The results show that the effect has been smaller than regarding patriotism, with a variation of 4.9%. Here again the independent variable, Kosovo the Young Europeans campaign, has a stronger relationship with the dependent variable, than does with the control variables age and education. However, it makes sense that those who are more educated have a greater optimistic view of life in Kosovo. Thus, similar future campaigns could be used to arouse positive feelings of optimism among Kosovars. Future campaigns however, would need to make sure that they use better mediums in order to expose the campaign to the majority of the population. As why the campaign has a positive effect on optimism could be a result of the pleasing aesthetic appeal of the ad and the way the advertisement depicts an optimistic and promising future for the young, if they work together.

The effect of the Kosovo the Young Europeans advertisement on the women's only segment, sense of optimism is greater than that of the general population with a variation of 8.4%. However it is less than that on men, which has a variation of 10%. In both sexes, the control variables education has a strong relationship, which indicates that those who are more educated are more optimistic. This strong relationship with the education control variable is slightly more prominent in men than in women.

The effect of the Kosovo the Young Europeans advertisement on governmental Employees is also significant, with a variation of 34.7%. However, the advertisement has less of an effect on the non-governmental employees' view on optimism. As to why this could be, we may infer that those working in governmental jobs may have a greater sense of job security, thus making them more optimistic; while the non-governmental employees have less of a job security; education seems to effect feelings of optimism among governmental employees, though its irrelevant when it comes to non-governmental ones.

The Kosovo the Young Europeans campaign has made Kosovars more optimistic. Campaigns such as these could be used in the future to increase the sense of optimism among Kosovars. As the optimism levels are increased, this gives rise to a greater sense of security, which in turn leads to higher intentions to act

entrepreneurially. As the Kosovo the Young Europeans campaign gives rise to higher optimism levels, which in turn leads to higher intentions to get involved in entrepreneurship, whether that be investing, starting up businesses, or persuading others to do, it could be inferred that nation branding campaigns such as the Kosovo the Young Europeans could be used to instill feelings of optimism among the Kosovar population and stimulate entrepreneurial behavior.



### **Kosovo the Young Europeans and Satisfaction**

*“The degree to which individuals who have seen and liked the Kosovo the Young Europeans campaign, whether that be the TV commercials, billboards or online ads, will be positively associated with satisfaction about life in Kosovo.”*

The Kosovo the Young Europeans advertisement affects feelings of satisfaction as well among the sampled Kosovars. With a variation of 8% the model shows that the relationship is significant. However, the relationship is stronger among the independent, Kosovo the Young Europeans campaign, and dependent variable, satisfaction, than with the control variable education. Education is significant; meaning that satisfaction with life depends on the level of education among those sampled Kosovars. Age, on the other hand is not significant at all. This could be an indication of the ‘collective trauma’ that the society has gone through in the last decades in life in Kosovo. The society as a whole, during the years before, in the war, and after has been affected by trauma, meaning that even beyond individualistic traumas that individuals have experienced during the war; individuals have also been affected by traumas coming from their close family, friends and society as a whole. This means that even if the young population has not itself experienced war traumas, they have inherited those from their parents’ and grandparents’ and those reflect in the way they think, their beliefs, as well as their actions. This could as well be considered in terms of all three variables: patriotism, optimism and satisfaction – especially in terms of the latter two. While the parents have developed a certain sense of view of life, inherited from their own parents as well, could play a role as in why age is insignificant to the overall model.

Men and women seem to have approximately the same levels of satisfaction, influenced by the Kosovo the Young Europeans campaign. The model is significant for both, with a variation of 11.4%. The degree of satisfaction, as affected by the campaign depends on the education of the individuals sampled. This is more prominent in men than in women. Those men who are more educated have a greater sense of satisfaction after seeing the Kosovo the Young Europeans ad. This is not the case with women: as education does not play a role in their sense of satisfaction. Age is irrelevant in both cases, just as with the overall sample, satisfaction doesn’t depend upon age.

Those respondents, who work in governmental jobs, have seen the Kosovo the Young Europeans campaign and like it, have greater satisfaction rates with life in Kosovo. With a variation of 35%, the model is clearly significant and is affected

by the respondents', level of education. This means that those who are more educated and work in governmental jobs, have seen as well as like the Kosovo the Young Europeans ad, have higher levels of satisfaction with life in Kosovo.

The case is similar with non-governmental employees who have seen and liked the Kosovo the Young Europeans ad and have greater satisfaction with life in Kosovo. Their satisfaction is not depended upon their education level or age.

As to why the Kosovo the Young Europeans Campaign has a positive effect on the sampled Kosovars who have seen and liked it, could be for its picturesque graphical representation of life in Kosovo combined with the hope it gives for the future to the people.

### **Kosovo the Young Europeans and Entrepreneurship**

*“The degree to which individuals who have seen and liked the Kosovo the Young Europeans campaign, whether that be the TV commercials, billboards, or online ads, will be positively associated with entrepreneurial intentions about life in Kosovo.”*

Respondents' who have seen and liked the Kosovo the Young Europeans campaign are more likely to express entrepreneurial intentions themselves, either consider to start a business or invest in others'. The overall model is significant, with a p value of .009, and a percentage of variance of 2.8%. However, the relationship between the dependent variable, intentions for business activity, and the independent one, attitude to the advertisement, are not significant at all, showing that the independent variable is not a significant predictor of the dependent, the attitude to the Kosovo the Young Europeans. There is no relationship regarding the control variables, education, and the entrepreneurial intentions. However, there is some relationship among age and entrepreneurial intention – meaning that as the individuals get older they are more likely to think more about starting their own business or investing in others. The rate of those who would consider starting their own business is high in general among Kosovars. However, the advertisement campaign doesn't seem to affect or spike entrepreneurial intentions among the Kosovars. Though the overall feel of the ad pushes one to embrace a new beginning “to join hands and start over”, to work towards a new beginning together, the advertisement doesn't insinuate pronounced entrepreneurial intentions among the respondents.

Individuals who have seen and liked the Kosovo the Young Europeans advertisement are more apt to encourage others to become more entrepreneurial, to invest in others' businesses or to begin their own business. The relationship between the ad and encouraging entrepreneurial intention in others' is not significant. The relationship is stronger with the age control variable, meaning that as Kosovars get older they tend to encourage others more to become active entrepreneurially. This time around, it also depends on education, meaning that those who are more educated encourage others more to get involved in entrepreneurial activities. The Kosovo the Young Europeans campaign does not drive entrepreneurial intentions among the surveyed Kosovars. Moreover, entrepreneurial intentions are driven by the age of the respondents - those that are older and more educated tend to consider entrepreneurial activities more than the rest.

## **Optimism and Entrepreneurial Intentions**

*“The degree to which individuals express optimism about the future in Kosovo will be positively associated with entrepreneurial intentions about life in Kosovo.”*

The Kosovo the Young Europeans campaign affects feelings of optimism; however, it does not spike entrepreneurial intentions. Therefore, the study also sought to determine whether feelings of optimism impact entrepreneurial intentions among the surveyed Kosovars. Kosovo the Young Europeans campaign has a positive relationship with optimism. The model came out to be statistically significant, with a variance of 6.3%, showing that there is some relationship between those who express optimism about the future in Kosovo and their readiness to start their business, invest in others' or encourage others to do so. There is a very high positive correlation between the independent variable of optimism and the dependent, intentions for business activity. The level of education and the age of the respondents positively affect entrepreneurial intentions, in those who express optimism about the future of Kosovo. This indicates that those who are more educated and feel more optimistic are more likely to express entrepreneurial intentions.

Optimism for the future, gives individuals more security and certainty for their personal and financial investments. The more optimistic individuals are the more likely they are to invest their time, effort and capital on starting up a business and investing their money on others'. This also applies to them being more likely to encourage friends and family to undertake entrepreneurial activities. As optimism pushes intentions to act entrepreneurially among the surveyed respondents, the more productive the Kosovar environment becomes and so does the Kosovar economy grow. Since the Kosovo the Young Europeans campaign positively affects sentiments of optimism among the surveyed Kosovars, which in turn positively affects respondents' intentions to act entrepreneurially, we can infer that future campaigns such as Kosovo the Young Europeans be used to stimulate entrepreneurial activity, through instilling a sense of optimism among the people.

### **Kosovo the Young Europeans and Intentions to Act Pro-Socially (Voting & Protesting)**

*“In terms of the people’s intentions to act pro-socially, such as voting and protesting, the degree to which the individuals have seen and liked the Kosovo the Young Europeans campaign will have a positive relationship.”*

#### *Getting Involved in Elections*

The individuals who have seen and liked the Kosovo the Young Europeans campaign are more likely to get involved in the upcoming elections. The model is statistically significant with a variance of 5.2%. The relationship between those who have seen and liked the ad and those who want to vote is significant, showing that the campaign has impacted the people's intentions to become more involved in elections and vote. There is no correlation with the age control variables, nonetheless the level of education is a predictor of whether the respondents will be involved in elections or not.

The Kosovo The Young Europeans advertisement infiltrates the viewer with a sense of a positive future awaiting the people. If they join each other in working towards that common future, anything is possible. From this we can infer that yes, the model is statistically significant, and as a result of the ad the respondents are more likely to vote. Similar ads such as the Kosovo the Young Europeans ad could help increase the number of voters, if they instill a sense of possibility through joint effort in Kosovars

#### *Protest and Kosovo the Young Europeans*

Respondents who have seen and liked the Kosovo the Young Europeans campaign were not more likely to go out and protest about various aspects of life in Kosovo. The model was significant, approaching insignificance, with a variance of 2.2%. Even though there is no relationship among those who have seen the ad campaign and those who protested, the education control variable indicates that the educated individuals are more likely to protest in entirety. This could be due to the overall purpose of the campaign, and the general pleasant feel that it gives for the future of Kosovo to the viewer. It is understandable that the campaign would not give rise to a sense of protest among the respondents.

### **Justice and the Kosovo the Young Europeans**

*“The greater the positive response to the Kosovo the Young Europeans advertisement, the more justice respondents’ feel is present in Kosovo.”*

The overall model is significant, with a variance of 3%, indicating that belief in justice is highly dependent on whether, overall, the respondents like or don’t like the Kosovo the Young Europeans campaign. Education and age are not high predictors of whether the surveyed individuals believe that justice is present in Kosovo. For the women only segment, the overall model is insignificant, showing that neither the Kosovo the Young Europeans campaign, age or education predict that women will believe that there is more justice in Kosovo. The case is different for the male segment, where the model approaches insignificance, but it is still significant, showing that yes, the Kosovo the Young Europeans campaign instills positive feelings among the respondents about justice in Kosovo. As with the overall sample, the age and education control variables do not influence the respondents’ belief as to whether there is justice in Kosovo.

For the governmental employees only segment, the overall sample is significant, with a variance of 17.8%. The Kosovo the Young Europeans campaign is a significant predictor of belief in justice among the governmental employees. Nonetheless, the two independent control variables, age and education, are not. For non-governmental employees, the Kosovo the Young Europeans campaign is not a predictor of their belief in justice existing in Kosovo. The overall model approaches insignificance, with a variance of 3.1%, and is not significant for age or education. These results indicate that perceptions of justice among surveyed Kosovars are driven by other factors than the Kosovo The Young Europeans, age or Education. This is understandable and one needs to consider other elements of life in Kosovo in order to understand and analyze other factors that could influence perceptions of justice among Kosovars.

## **Protest and Justice**

*The more people believe that justice exists in Kosovo, the less likely they are to protest about:*

- 1.) Any aspect of life in Kosovo*
- 2.) High unemployment rate poor education*
- 3.) Poor education*
- 4.) Poor economic conditions*

*Protest about any aspect of life:*

The overall model approaches significance, with a variation of 2.3%, which means that people who believe justice exists in Kosovo are less likely to protest about any aspect of life in Kosovo. However, education is the only significant independent variable, on which the intention to protest actually depends on. This means that those that are more educated are more likely to protest about any aspect of life in Kosovo. This does not depend on the individual's perceptions of justice within the country, nor their age.

When the sample was broken down and attention focused only on women, the overall model came out to be clearly significant, with a variance of 11.8%. Education is the only independent variable that highly affects whether women protest about any aspect of life in Kosovo or not, the other two, perceptions of justice in Kosovo and age do not have an impact at all. The case is different for the men only segment. The overall model comes out to be insignificant and none of the independent variables predict whether or not men would protest or not about any aspect of life in Kosovo.

We also looked at only the governmental employees, however the overall model here is also not significant and none of the independent variables, their belief in justice, age or education, predicts whether the respondents would protest about any aspect of life in Kosovo. The case is similar with the non-governmental employees, where the overall model is not significant, and age and belief in justice do not predict whether or not the respondents are more likely to protest about any aspect of life in Kosovo. However, the independent variable education somewhat predicts whether or not the non-governmental employees are more likely to protest about any aspect of life in Kosovo or not. The results show that of the analyzed segments, women are the ones whose intentions to act are dependent upon their perceptions and beliefs about justice existing in Kosovo, more so than

are the men and the general governmental and non-governmental employees.

#### *Protest about High Unemployment Rate*

When it comes to protesting about high unemployment rate and whether individuals' perceptions and beliefs about justice in Kosovo impact their intentions to protest, the overall model is not-significant for the whole sample, or for segments of only men, non-governmental, and governmental employees. However, the overall model is significant, approaching insignificance, for the only women segment, with a variation of 4.7%. The independent variables that predict the dependent variable are education and age. Interestingly, the independent variable of justice, although the overall model for the governmental employees is not significant, affects whether or not the governmental employees would consider protesting about the high unemployment rate or not. This means that the more the governmental employees believe justice exists in Kosovo, the less likely they are to protest about the high unemployment rate. For the non-governmental employees, the independent variable which affects their intentions to protest about high unemployment rate is age, meaning that the older the people who work in non-governmental jobs are the more they will protest about the high unemployment rate, nonetheless the overall model here too is not-significant. Women's intentions to protest or not about high unemployment rate, as for any aspect of life in Kosovo, depend on whether they believe justice exists in Kosovo or not.

#### *Protest about Poor Education*

In terms of protesting about poor education and the Kosovars' perceptions and beliefs of justice in Kosovo, the overall model for the whole sample is significant, so is the model for only women and governmental employees. The model is not significant for only men and non-governmental employees. For the whole model, the independent variable education highly predicts whether the Kosovars are more likely to protest about the poor education within the country. Similarly, with the only women segment, whether they are more likely to protest or not about poor education, depends on their level of education. On the other hand, for the governmental employees, their belief that justice exists in Kosovo indicates that they are more likely to protest less about poor education. For non-governmental employees, the independent variable education is a significant predictor of their intentions to protest about poor education.



### *Protest Against Poor Economic Conditions*

In terms of protesting against the poor economic conditions in Kosovo, the overall model is significant, so are the only women and only governmental employees segments. The men only and the non-governmental employees only segments are not significant. For the overall sample, the independent variable education is a significant predictor of whether individuals are more likely to protest against the poor economic conditions, justice is not. As for the women only segment, education is a highly significant predictor, so is age, but not justice. For the men only segment, although the overall model is not significant, their belief that justice exists in Kosovo is an indicator of whether or not the respondents are likely to protest less about the poor economic conditions. The governmental employees' intentions to protest against economic conditions, with a variance of 17.1%, depend highly on their belief that justice exists in Kosovo and their level of education. For the non-governmental employees, although the overall model is not significant, education plays a significant part in whether they are more likely to protest less against the poor economic conditions or not.

## **Entrepreneurship and Justice**

*The more people believe justice exists in Kosovo, the stronger their intentions to behave entrepreneurially:*

- 1) Consider starting own business*
- 2) Encourage family/Friends to start their own business in the near future*
- 3) Invest money in a business someone you know is starting*
- 4) Encourage friends/ family to invest in new businesses*

### *Consider starting their business*

The overall model for those who believe that justice exists in Kosovo and their intentions of starting their business is significant, with a variance of 5.1%. However, the independent variable justice is not a significant predictor of the dependent, consider starting your own business. The control variables, education and age are high predictors of entrepreneurial behavior among the surveyed. This indicates that the more educated the people are the more likely they are to consider starting their own business. Also, the older they are the more likely they are to think about considering starting their own business. For the only women segment, the overall model is again statistically significant, with a variance of 7.4%. All independent variables –justice, age, and education – are significant predictors of whether or not women would consider starting their own business. Similarly to women, the overall model for men only is statistically significant, with a variance of 5.9%. Here the independent variable, justice is a significant predictor of whether men are likely to consider starting their own business or not. The more educated men are, the more likely they are to consider starting their own business. However, the men's consideration to start their own business does not depend on their age.

For only governmental employees, the model came out to be statistically insignificant, with a p value of .064. None of the independent variables – governmental employees perceptions of justice, age, and education – play much of a role in the governmental employees' consideration of starting their own business. This could be due to their perceived job security, which is a result of them having governmental jobs. On the other hand, the overall model for the non-governmental employees is statistically significant, with a variance of 5.3%. The two control variables, education and age, are strong predictors of the likelihood

that non-governmental employees would consider starting their own business or not. Nonetheless, their belief that justice exists in Kosovo is not.

#### *Encourage Family & Friends to start own Business*

In terms of encouraging family and friends to start their own business, respondents' belief that justice exists in Kosovo impacts their encouragement. The overall model is statistically significant with a variance of 5.7%. All independent variables are significant predictors for the respondents, to encourage family and friends to start their own business. The greatest predictor is education, meaning that the more educated the respondents are the more likely they are to encourage family and friends to start their own business. The justice, independent variable, is also a high statistical predictor of the respondents' encouraging their family and friends to start their own business. The only women segment, overall model is yet again statistically significant, with a variance of 5.7%. However, different from their personal choices of considering starting their own business, respondents' perceptions that justice exists in Kosovo does not impact women's tendency to encourage their friends and family to start their own business. Only education does, meaning that the more educated women are the more likely they are to encourage family and friends to start their own business. For the men only segment, the overall model is statistically significant as well, with a variance of 8.8%. The only independent variable which is a significant predictor of whether men are likely to encourage family to start their own business or not, are the men's perception of justice in Kosovo. The more they believe that justice exists in Kosovo, the more likely they are to encourage family and friends to start their own business.

The overall model is statistically significant with a variance of 17.1% for the governmental employees only and the likelihood they are to encourage family and friends to start a business is greater if they perceive that justice exists in Kosovo. Education, among governmental employees is a significant predictor of whether they are likely to encourage family and friends to start their business or not. Furthermore, justice is not a significant predictor, indicating that the more governmental employees believe there is justice in Kosovo, does not necessarily mean that they will encourage their friends and family to start their own businesses more. Similarly, the overall model is statistically significant for the non-governmental employees, with a smaller variance of 5.3%. The more educated the non-governmental employees are the more likely it is that they are to encourage friends and family to start their own business. Furthermore, the older the non-governmental employees are the more likely they are to encourage others to begin their own business. Also, the more justice the non-governmental employees believe there is in Kosovo, the more likely they are to encourage

friends and family to start their own business.

### *Invest in New Businesses*

Individual investing in businesses in Kosovo is a relatively new way of thinking for Kosovars. Considering that the Kosovar society was under a socialist economic system and free markets were not common, so was not individually investing in new businesses. However, from the research, we see that respondents nowadays are more likely to consider investing in new businesses, if they believe that justice exists in Kosovo. The overall model is significant, with a variance of 2.8%. Justice is the main independent variable and the only significant predictor, which indicates that individuals are more likely to invest in new businesses. For the only women segment, the overall model is not significant. This shows that for women, neither justice, education or age are significant predictors of whether or not the respondents are likely to invest in new businesses. This could also be due to the financial state of women and their employment and unemployment rate. However, for the only men segment, the overall model came out to be statistically significant, with a variance of 7.7%. The independent variable, justice is a high predictor of whether or not men are likely to consider investing in new businesses.

Similarly, for governmental employees only, the overall model is statistically significant with a variance of 11.1%. The independent variable, justice is a significant predictor of whether or not governmental employees would consider investing in new businesses. On the other hand, for non-governmental employees, the overall model is approaching insignificance, however it is still significant, with a variance of 2.7%. The only independent variable, justice is a significant predictor of whether or not non-governmental employees are likely to consider investing in new businesses.

### *Encourage Family and Friends to Invest in New Businesses*

In terms of encouraging others, family and friends to invest in new businesses, the respondents' perceptions of justice in Kosovo have a high impact. For the overall sample, the overall model is significant with a variance of 5.4%. The respondents' tendency to encourage friends and family to invest in businesses is significantly impacted by their age and their perceptions of justice in Kosovo. The older the respondents are and the more they believe that justice exists in Kosovo, the more they are likely to encourage family and friends to invest in new businesses. The overall model is statistically significant also, for the only women, only men, and governmental and non-governmental employees only. For women, age is the most significant predictor of whether they are likely to encourage family and friends to invest in new businesses. This means that the older the respondents are the more

likely they are to encourage friends and family to invest in new businesses. For men only, the most important predictor is justice – meaning that the more men believe that justice exists in Kosovo the more likely they are to encourage friends and family to invest in new businesses. This has been the pattern thus far in entrepreneurial terms, showing that men are highly affected by their perceptions of justice in Kosovo, and their intentions to act entrepreneurially – more so than women. For non-governmental employees age is the most significant predictor of whether these respondents are likely to encourage family and friends to invest in new businesses or not. For the governmental employees, as well, their perceptions of justice play a significant part on whether or not they would encourage family and friends to invest in new businesses or not. This too parallels, the results so far for this segment in terms of becoming more entrepreneurial. Perceptions of justice highly impact their decisions of encouraging others to create their own business or invest in other new ones.

In general, the riskiest of the entrepreneurship actions (starting own business) is not driven by feelings of justice among governmental or nongovernmental employees. The less risky of the entrepreneurship actions (investing in others' businesses, encouraging others' to start their own business and encouraging others' to invest in businesses) are driven by feelings of justice among all employees, but the relationship is stronger among Governmental Employees and Non-Governmental employees (private sector). These latter two tend to also allow other factors than justice to drive their Entrepreneurial behaviors.

## **Justice and Elections**

*The more people believe that justice exists in Kosovo, the more likely they are to participate in elections through:*

- 1) Voting*
- 2) Campaigning for a particular candidate in an upcoming election*
- 3) Contribute money to a political party or candidate in an upcoming election*
- 4) Try to persuade friends or family to support or vote for a political party or candidate*

### *Justice and Voting*

An important element in the desire and intentions to vote among individuals is their sense of justice in the country. Therefore, the study also looked at determining whether there is a relationship among those who intend to vote and the respondents' perception of the existence of justice in Kosovo. From the test it is clear that yes there is statistical significance among the two, with a variation of 8.6%, the model is significant. A greater sense of justice, leads to a higher intention to vote. The overall model, which tests whether respondents' intentions and tendencies to become involved in elections through voting depend on their perceptions of whether justice exists in Kosovo, is statistically significant. The model is significant for the only women, only men and non-governmental employees segment. For governmental employees only, the model approaches insignificance.

For the whole sample, the control variable education, significantly predicts whether the respondents are likely to vote or not in the election. The respondents beliefs that justice exists in Kosovo, also highly influence whether they would consider voting. The results show that the only women segment's, decisions to vote depend upon their age and their beliefs that justice exists in Kosovo or not. This means that the older the women are, the more likely they are to vote. On the other hand, education is the most significant predictor when it comes to men's decisions on voting. Justice is also an important predictor about voting in men. Similarly to the whole sample, non-governmental employees' decisions about voting depend upon their education. Furthermore, their belief of justice in Kosovo is also a significant predictor of them voting. The overall model is approaching insignificance for the only governmental employees, with a variation of 8.4%. The justice variable seems to be a somewhat significant predictor of whether the governmental employees will vote, while age and education are not. As for the non-

governmental employees the overall model is clearly statistically significant, with education being the main predictor of whether this segment will vote in the next election or not. In addition to education, their perceptions of justice in Kosovo are the other significant predictor of their tendency to vote in the next election.

#### *Campaign for a Particular candidate in an upcoming election*

When it comes to the respondents' likelihood of campaigning for a particular candidate in an upcoming election and their belief that justice exists in Kosovo, there is no correlation. For the whole sample, the overall model is approaching insignificance, with only the independent variable justice, being a significant predictor whether respondents would campaign for a particular candidate in an upcoming election or not. However, for the individual segments, the only women, only men, only governmental employees, and only non-governmental employees, the overall model is insignificant. From these results, it can be inferred that individual respondents are not more likely to campaign for a particular candidate in an upcoming election, if they believe that justice exists in Kosovo. Their effort to campaign is driven by other factors and depends on other circumstances.

#### *Contribute money to a political party or candidate in an upcoming election*

While contributing money to a political party or candidate in elections, is still a relatively new concept for the Kosovar society, the study sought to get an initial feel of how people view this activity, what could push them to participate in such an activity and what would make them refrain. The individuals' beliefs that justice exists in Kosovo have an impact on their tendency to contribute money to a political party or candidate in an upcoming election. The overall model came out to be statistically significant, and so did the women's only and men's only segment. The non-governmental employees segment, is statistically significant, but it is approaching insignificance. However, the governmental employees' segment does not seem to be impacted by whether or not the respondents' believe justice exists in Kosovo or not and the likelihood of contributing money to a political party or candidate in an upcoming election is not correlated as well.

*Try to persuade friends or family to support or vote for a political party or candidate*

The overall model, for the whole sample, is statistically significant and their belief on whether justice exists in Kosovo or not, does not have an impact on whether they are likely to persuade friends or family to support or vote for a political party or candidate. The model though, is not significant for the women only, men only, and government employees only segments. For the non-governmental employees, however, the overall model is significant and the belief that justice exists in Kosovo pushes them to persuade friends or family to support or vote for a political party or candidate.



## Conclusions

The objective of the study has been to analyze the effect that the first nation branding campaign of Kosovo, *Kosovo the Young Europeans*, on the people of Kosovo internally, within Kosovo, rather than internationally. Recognizing that the nation branding campaign was created to change the misperceptions, misconceptions, and stereotypes of the international community regarding Kosovo and its people, while painting a more positive image, the study sought to determine whether this campaign changed the perceptions of Kosovars towards life in Kosovo themselves. The overarching hypothesis is that the Kosovo the Young Europeans campaign has indeed affected the views and feelings of the Kosovars, who have seen and liked at least one of the elements of the campaign (video advertisement and/or billboards).

The study in more detail analyzed whether the *Kosovo The Young Europeans* campaign affected Kosovars' views of life regarding patriotism, optimism, satisfaction, justice and corruption. The study also examined whether the *Kosovo the Young Europeans* campaign aroused pro-social behaviors such as intentions to become involved in elections, protest, and take up entrepreneurial activities. The hypothesis testing from primary data collected from five hundred respondents in five major regions of Kosovo, in the North-Mitrovica, East-Pristina, Center-Skenderaj, West-Peja, and South-Prizren resulted in the overall hypothesis being true.

### **Kosovo The Young Europeans Overall:**

The Kosovo The Young Europeans nation branding campaign, seems to positively affect feelings of patriotism, optimism, justice and satisfaction among Kosovars

The Kosovo The Young Europeans nation branding campaign, seems to affect positively Kosovars' intentions to get involved in elections, especially through voting, as well as to act entrepreneurially

The Kosovo The Young Europeans nation branding campaign, seems to affect the Kosovars' intentions to protest much less than it does their intentions to get involved in elections and to act entrepreneurially.

The Kosovo the Young Europeans campaign affects both feelings of optimism and intentions to act entrepreneurially among Kosovars. The more optimism Kosovars feel the more likely they are to act entrepreneurially. Therefore we can infer, that campaigns such as Kosovo the Young Europeans, directed towards Kosovars themselves, can be used to stimulate entrepreneurial behavior among Kosovars that could stimulate economic growth in Kosovo. One reason why the campaign seems to affect Kosovar's intentions to protest less than the two other pro-social behaviors, elections and entrepreneurship, could be that the latter two could be more quantifiable than protesting when it comes to measuring the effect of their involvement. Another reason, which could justify the low effect of the nation branding campaign on intentions to protest among Kosovars, could be that the advertisements purpose has been directed more towards instilling a more positive image of Kosovo and among the Kosovar people giving rise to more pleasing rather than negative feelings. This may be an explanation to why the intentions to protest and the Kosovo the Young Europeans advertisement are less strongly connected.

Aside from the effect of the Kosovo the Young Europeans campaign on perceptions of life in Kosovo and intentions to act pro-actively, we analyzed how Kosovars' perceptions of justice affected their tendency to act pro-socially, in terms of getting involved in elections, protest and undertaking entrepreneurial activities. The results show that Kosovars' perception of justice significantly affected whether they will get involved in elections, entrepreneurship and protest. The worrisome perceptions of injustice and corruption in Kosovo pose a major threat and lead to the civil society not getting involved in pro-social activities.

This is significantly apparent when it comes to entrepreneurial behaviors and the likelihood of Kosovars starting their own business, investing in new businesses, or

encouraging others to do so – all requirements for a society to flourish economically. This noninvolvement leads to economic unproductivity and endangers the economic future of a country. That is why it is of the utmost importance that Kosovo recognizes and tackles this negative issue, in order to avoid non-involvement especially when it comes to pro-social activities regarding entrepreneurship.

For Kosovars, the existence of justice is also very significant when it comes to their involvement in the elections, through voting, campaigning, donating funds to a particular candidate or party, or persuading others to do so. Therefore, as was the case with encouraging entrepreneurial behavior, the perceptions of injustice are central to encouraging participation in elections.

## **The Effect of Perceptions of Justice Overall**

### **Justice and Elections**

Overall, the more respondents believe justice exists in Kosovo the more likely they are to get involved in elections, in terms of voting, campaigning, contributing money, and persuading others.

Only among the governmental employees, justice does not play a role in whether they will get more involved in voting, campaigning, contributing money and persuading others.

### **Justice and Entrepreneurship**

Overall, the more respondents believe justice exists in Kosovo, the more likely they are to get involved in entrepreneurial activities, start their own business, encourage others to do so, invest or encourage others to invest.

### **Justice and Protesting**

Overall, the more respondents believe justice exists in Kosovo, the less likely they are to protest about any aspect of life in Kosovo, economic conditions, poor education, and high unemployment rate

This however, differs in the case, of the only men sample, for which their perception of justice did not play a role in whether they protested or not.

### **About the Authors**

**Annea Hapçiu** is a graduate of the University of Dayton (UD), where she received her Bachelor of Sciences in Business Administration, with a major in Entrepreneurship and a minor in Marketing. Upon her admission to the University's Honors program, she was chosen to be part of the most selective and rigorous John W. Berry Scholars Program, as part of which she completed this study in her senior year. While at UD she was also one of the elite student, President Emissaries, who represented the Office of the President, as well as a Student Ambassador Blogger, in charge of marketing the university to prospective students.

**John R. Sparks** is an Associate Professor of Marketing at the University of Dayton and served as Annea's advisor and guided her through the research process. He received his B.B.A at West Texas A & M University and his Ph.D. at Texas Tech University. Prior to his teaching he has worked as commercial production manager at KIXZ/KMML Radio and as a Video Production Coordinator at Cambridge Advertising Agency. Sparks has published numerous papers in the Journal of Organizational Behavior, Journal of Marketing, Journal of Business Ethics, Journal of Consumer Psychology and Journal of Applied Social Psychology – he is also an Ad hoc reviewer in the latter three. He is also affiliated with American Marketing Association and the Academy of Marketing Sciences.

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# APPENDIX

## Sample Demographics:

### Gender:

	Frequency	Percent
Male	262	51.7
Female	201	39.6
Total	463	91.3
Missing	36	7.1
9	6	1.2
System	2	.4
Total	44	8.7
	507	100.0

### Relationship

		Frequency	Percent
Valid	Single	329	64.9
	Married	134	26.4
	Total	463	91.3
Missing	Missing	33	6.5
	9	10	2.0
	System	1	.2
	Total	44	8.7
Total		507	100.0

### Age Group:

		Frequency	Percent
Valid	18-24	228	45.0
	25-30	130	25.6
	31-40	62	12.2
	41-50	24	4.7
	50-60	14	2.8
	60+	8	1.6
	Total	466	91.9
Missing	Missing	36	7.1
	9	5	1.0
	Total	41	8.1
Total		507	100.0

### Employment:

		Frequency	Percent
Valid	Employed	240	47.3
	Unemployed	167	32.9
	Part Time	11	2.2
	Full Time	11	2.2
	Seasonal	25	4.9
	Total	454	89.5
Missing	Missing	40	7.9
	9	12	2.4
	System	1	.2
	Total	53	10.5
Total		507	100.0

**Type of Employment:****Household Number:**

		Frequency	Percent			Frequency	Percent
Valid	Private	171	33.7	Valid	1-2	2	.4
	Government	79	15.6		2	29	5.7
	Out of Country	32	6.3		3-4	175	34.5
	Self employed	21	4.1		4	241	47.5
	Don't Know	8	1.6		5+	2	.4
	Missing	108	21.3		Missing	42	8.3
	9	79	15.6		9	16	3.2
	Total	498	98.2		Total	507	100.0
Missing	System	9	1.8				
Total		507	100.0				

**Education:**

		Frequency	Percent
Valid	Elementary	7	1.4
	Middle School	88	17.4
	High School	17	3.4
	Some College	97	19.1
	College	193	38.1
	Graduate	54	10.7
	Total	456	89.9
Missing	Missing	39	7.7
	9	10	2.0
	System	2	.4
	Total	51	10.1
Total		507	100.0

**OPINION QUESTIONNAIRE**  
**UNIVERSITY OF DAYTON**

Dear Friend:

*Thank you, in advance, for filling out and returning this opinion questionnaire. The information collected from this questionnaire will be used for research purposes only. Your responses are confidential and anonymous. Please do not identify yourself on this questionnaire.*

Again, thank you for your help!

Where directed, please circle the number that best describes your opinion.

1. What is the first word or phrase that comes to mind when you think of Kosova?

---

<i>Statement</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither</b>	<b>Agree</b>	<b>Strongly Agree</b>
I feel that right now Kosovo is a great nation	1	2	3	4	5
I love Kosovo	1	2	3	4	5
I am proud to be a Kosovar	1	2	3	4	5
I feel pride when I see the Kosovo state flag flying	1	2	3	4	5
I feel pride when I see the Albanian national flag flying.	1	2	3	4	5
If needed, I would be willing to give my life for Kosovo.	1	2	3	4	5

Now, for question number two, I would like your opinions and your feelings about our country, Kosova.

2. *How strongly do you agree or disagree with the following statements*

3. What do you like most about Kosovo?

---

4. What one improvement would you recommend for Kosovo?

---

5. Please indicate your strength of agreement or disagreement with the following statements about your views of life in Kosovo.

Statements about Your Decision	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I feel good about my future in Kosovo	1	2	3	4	5
Overall, my life in Kosovo is improving.	1	2	3	4	5
Life in Kosovo will get better for most Kosovars	1	2	3	4	5
<i>Life in Kosovo will get better for my family.</i>	1	2	3	4	5
Life in Kosovo will get better for my children.	1	2	3	4	5
There is more opportunity for me to get ahead now than before.	1	2	3	4	5
<i>My family's income will probably improve next year</i>	1	2	3	4	5
<i>My family's income will probably improve during the next decade.</i>	1	2	3	4	5

6. Please indicate your strength of agreement or disagreement with the following statements about your satisfaction with life in Kosovo

Statements about Your Decision	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
My life in Kosovo is good right now.	1	2	3	4	5
Life since the independence of Kosovo has been good for me	1	2	3	4	5
I enjoy life in Kosovo	1	2	3	4	5
Life in Kosovo is meaningful to me	1	2	3	4	5
I am satisfied with Kosovo's government	1	2	3	4	5

7. What is your favorite aspect of your life in Kosovo?

\_\_\_\_\_

Why is this your favorite aspect?

\_\_\_\_\_

8. What is your least favorite aspect of life in Kosovo? \_\_\_\_\_

Why is it your least favorite aspect?

\_\_\_\_\_

9. How likely are you to do each of the following:

<b>Statements about Your Decision</b>	<b>Not at all Likely</b>	<b>Somewhat Likely</b>	<b>Likely</b>	<b>Very Likely</b>
Vote in the next election	1	2	3	4
Actively campaign for a particular candidate in an upcoming election	1	2	3	4
Contribute money to a political party or candidate in an upcoming election	1	2	3	4
Try to persuade friends or family to support or vote for a political party or candidate?	1	2	3	4

10. Please indicate how likely you think it is that you will do the following:

<b>Statements about Your Decision</b>	<b>Not at all Likely</b>	<b>Somewhat Likely</b>	<b>Likely</b>	<b>Very Likely</b>
Consider starting your own business	1	2	3	4
Encourage family or friends to start their own business in the near future	1	2	3	4
Invest money in a business someone you know is starting?	1	2	3	4
Pay a somewhat higher price for something because it's from a small business owner?	1	2	3	4



<b>Statements about Your Decision</b>	<b>Not at all Likely</b>	<b>Somewhat Likely</b>	<b>Likely</b>	<b>Very Likely</b>
Encourage friends and family to invest in new businesses?	1	2	3	4

11. In the last three years, since the independence, how many times have you protested (expressed objection, through words or by action, about a particular event, policy, or situation). This may have been individually or with a group.

<b>Statements about Your Decision</b>					
Protested about any aspect of life in Kosovo	0	1-2	3-4	5-6	More than 6
Protested about high unemployment rate	0	1-2	3-4	5-6	More than 6
Protested about poor education	0	1-2	3-4	5-6	More than 6
Protested in any way against economic conditions	0	1-2	3-4	5-6	More than 6

12. Please indicate your strength of agreement or disagreement with the following statements about Justice in Kosovo

Statements about Procedural Justice in Kosovo	Strongly Disagree		Neither Disagree or Agree		Strongly Agree
I think that if you work hard you will succeed in Kosovo.	1	2	3	4	5
I think the only way you can succeed in Kosovo is if you know someone.	1	2	3	4	5
I believe that there is a lot of corruption in Kosovo.	1	2	3	4	5
Corruption is a major obstacle to Kosovo's prosperity.	1	2	3	4	5
Corruption will be common in Kosovo for some time.	1	2	3	4	5

The following information for classification purposes only:

21. Are you: 1. Male 2. Female

22. What is your age? 18-24 25-30 31-40 41-50 50-60 60+

23. Are you: 1. Single 2. Married

24. Are you : 1. Employed 2. Unemployed 3. Part Time 4. Full Time 5. Seasonal

26. Please indicate which Industry you work in

- |  |                    |                 |
|--|--------------------|-----------------|
| 1. Professional Services<br>Broadcasting & Web | 2. Manufacturing   | 3. Information  |
| 4. Retail                                      | 5. Construction    | 6. Organization |
| 7. Finance & Insurance<br>Lodging              | 8. Health Care     | 9. Dining &     |
| 10. Commercial & Wholesale Trade               | 11. Administrative | 12. Real Estate |
| 13. Educational Services                       | 14. Other _____    |                 |

27. In what city, town, or area do you work? \_\_\_\_\_

28. Is your employer: 1. Private 2. Government 3. Out of Country 4. Self employed 5. Don't Know

29. The number of individuals living in your home :

0 1-2 3-4 5+ Don't Know

30. Education that you have completed:

1. Elementary 2. Middle School 3. High School 4. Some College 5. College  
6. Graduate

**Thank you!**

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