

**A STUDY ON THE FACTORS THAT DETERMINE PUBLIC ATTITUDES
TOWARD ODA IN KOREA: FOCUSING ON INDIVIDUAL'S CIVIC
CONSCIOUSNESS**

By

MOON, Jihye

THESIS

Submitted to

KDI School of Public Policy and Management

In Partial Fulfillment of the Requirements

For the Degree of

MASTER OF DEVELOPMENT POLICY

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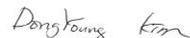
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ABSTRACT

A STUDY ON THE FACTORS THAT DETERMINE PUBLIC ATTITUDES TOWARD ODA IN KOREA: FOCUSING ON INDIVIDUAL'S CIVIC CONSCIOUSNESS

By

Moon, Jihye

Korea takes a unique stance in terms of its shift from an aid recipient to a donor country. Further, the Korean government is about to increase the ODA amount up to 0.20% of GNI by 2020. This paper aims to investigate how the individual characteristics and the attitude toward ODA are correlated, and examine the factors that determine the public attitude toward ODA while focusing on the individual's civic consciousness. This study identifies the determinants by analyzing the data from 2011 Korea General Social Survey using logit model analysis. As a result, it reveals that the characteristics of altruism, awareness of human rights, and opinion on North Korea are the key determinants of the attitude toward foreign aid. Also, this study confirms the significance of responsible citizenship, political inclination, subjective happiness, gender, and number of children variables. However, this study cannot find the influence of education, income, occupation, and age, contrary to the existing empirical research results.

Keywords: ODA; foreign aid; development aid; public attitude toward ODA; public opinion; civic consciousness; logit model

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ABBREVIATIONS

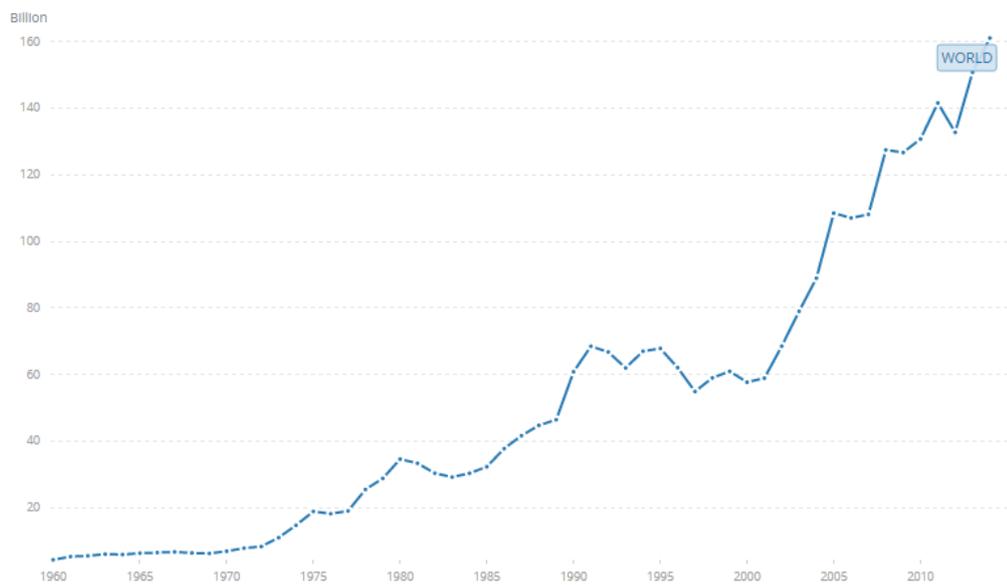
Acronym	Definition
DAC	Development Assistance Committee
EU	European Union
GNI	Gross National Income
ODA	Official Development Assistance
OECD	Organization for Economic Cooperation and Development
WVS	World Value Survey

I. Introduction

1.1. Why does public attitudes for ODA matter?

According to the World Bank, the world's net ODA has reached 161.08 billion dollars in 2014 (Figure 1). The net ODA amount provided to the developing countries has been increased rapidly after the 2000s. In particular, the net ODA volume of Development Assistance Committee countries has reached 146.68 billion dollars in 2015, which is almost twice the amount of 2000, and the average ratio of ODA/GNI among the DAC countries is 0.3% in 2015. Korea, one of the DAC member countries, takes a very unique stance among donor countries.

Figure 1. The world's net ODA flows



Source: The World Bank

Korea is an emerging donor country, which is quite special in terms of its shift from an aid recipient to a donor. After the experience of Korean War (1950-53),

the total amount of aid to Korea reached about 12 billion US dollars. However, Korea grew rapidly and began to provide foreign aid in the 1990s based on its growth. Finally, Korea became a member of DAC in 2010, and the foreign aid budget of the government has increased 8 times during the last 10 years (2003-13). Furthermore, the Korean government is planning to expand the ODA budget to 0.20% of GNI by 2020. (ODA Korea)

However, it would be hard to achieve that goal without public support for ODA provision and expansion of aid budget. Therefore, when the government decides foreign aid policy public opinion should be taken into account. There are lots of scholars arguing that public opinions on foreign aid determine the quantity and quality of foreign aid given by the governments (Mosley, 1985 et al.), although the majority is for the traditional donor countries. Acknowledging the importance of the public opinion on the government's development aid, Korea, the rising donor country has been conducting annual survey, which is called "Korean Public Opinion About Development Aid" from 2011 to 2014. It is quite recent efforts to consider the public attitudes toward foreign aid, thus, relatively few research has been conducted on the public opinion in Korea. Little is known of structured correlation between individual characteristics and their attitudes toward ODA in the Korean society.

The first aim of this study is to identify how the individual characteristics and attitude toward ODA are related through reviewing the previous literature. Further, the second aim is to examine the factors that determine the people's attitudes toward foreign aid in Korea by conducting an empirical analysis. In particular, this paper will place emphasis on the effect of individual's civic consciousness among other personal characteristics. Here, civic consciousness includes altruism,

consciousness as a responsible citizen of a country, and awareness of human rights. In addition, attitudes toward North Korea are also included as important possible determinants.

This paper is composed of five chapters: introduction, literature review, methodology and data, empirical results and findings, and conclusion. The next chapter will provide theoretical background of the research and previous empirical results about the determinants of public attitudes toward ODA. In chapter three, methodology of analysis, empirical models, data used in this paper, and description of key variables will be introduced. The following chapter four will present the empirical results from the models and key findings, including discussion on the results. Finally, chapter five will give us a brief summary and limitation of the paper, possible policy implications, and some suggestions on the future study. Throughout the paper, the terms *ODA*, *foreign aid*, and *development aid* will be used interchangeably in order to simplify the key concept.

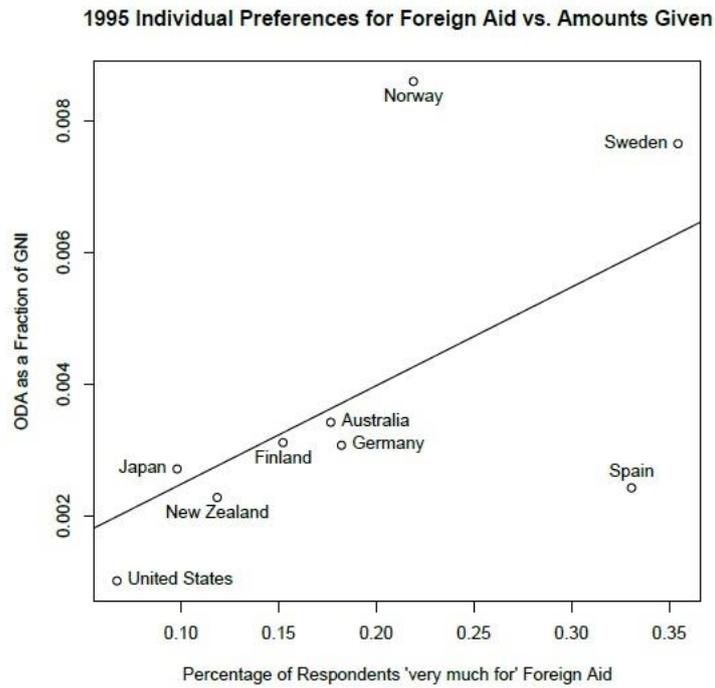
II. Literature Review

2.1 Does public support for ODA affect foreign aid decisions and aid effectiveness?

The existing literature on development aid provided by government has mainly been focused on aid allocation and its effects in the recipient countries (Tingley, 2009; Alesina and Dollar, 2000; Maizels and Nissanke, 1984; Bermeo, 2008; Collier and Dollar, 2002). On the other hand, earlier theoretical studies on foreign aid decisions by Dudley and Montmarquette (1976) and Mosley (1985) view foreign aid as public good from the aid donors' perspectives. It means the public opinion and support for foreign aid in the donor countries should seriously be considered as well. Mosley (1985) argues that government policies are influenced by the public in determining the quantity of foreign aid as well as its quality. After the 1990s, diverse empirical studies have been carried out on the correlation between domestic public support for ODA and aid level (Lumsdaine, 1993; Stern, 1998; Gilens, 2001; Noel and Therien, 2002; Otter, 2003; Chong and Gradstein, 2008; Diven and Constantelos, 2009; Prather, 2011; Hudson and van Heerde-Hudson, 2012; Park et al., 2015). Most of the papers acknowledge that public support for ODA is correlated with aid decisions. Also, according to Stern (1998), countries that give more tend to secure higher public support for aid. On the other hand, some opposing arguments exist as well. Otter (2003) and Hudson and van Heerde-Hudson (2012) conclude that there is no clear relationship between public support for foreign aid and quantity of aid in their papers. Hudson and van Heerde-Hudson (2012) especially argue that public opinion is not meaningful since people lack information on aid.

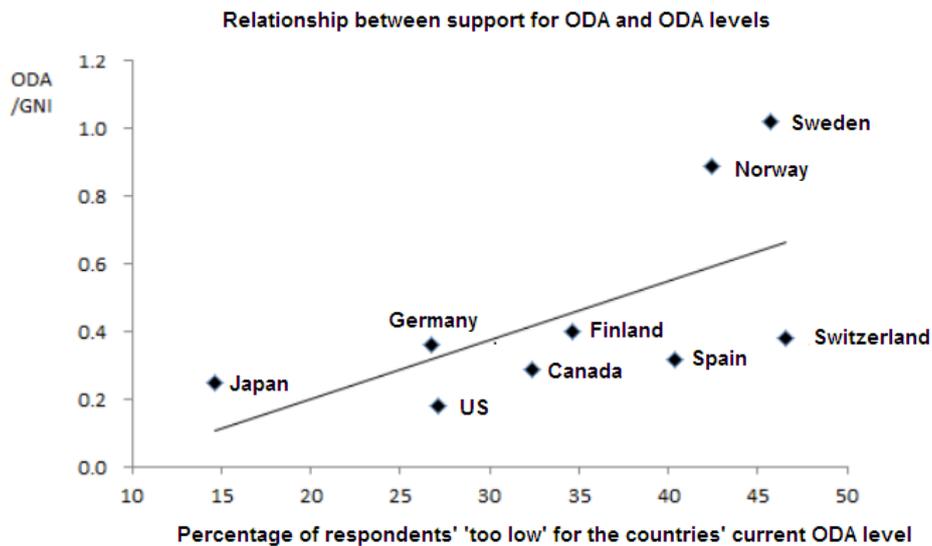
However, recent empirical literature confirms the correlation between public support for ODA and aid budget. Prather (2011) and Park, et al. (2015) analyzed the relationship using the percentage of a country's Gross National Income as a measure of aid amount provided and survey results of individual preferences for ODA. The two researches commonly employed actual statistics from OECD and survey results from World Value Surveys. There is little difference in the years of data and countries they adopted. Figure 1 graphically presents the positive relationship between ODA preferences and actual ODA levels based on a 1995 World Values Surveys question asking opinion about providing economic aid to poorer countries. According to this empirical result, more supportive attitude toward foreign aid is connected to more ODA spending in terms of a fraction of GNI. The empirical results from Park et al. (2015)'s study confirms again the positive correlation between the two factors with updated data. Figure 2, which is from Park's article, is consistent with the outcome of Figure 1. These results of positive relationship can provide an evidence for an argument that public opinion about foreign aid affects foreign aid policy of a government.

Figure 2. Correlation between ODA preferences and ODA levels (1995)



Source: Prather (2011)

Figure 3. Correlation between ODA preferences and ODA levels (2006)



Source: Park et al. (2015), author edited (translated from Korean to English).

In terms of effectiveness, according to recent studies (Kim, 2011; McDonnell et al., 2003; Collier, 2007), securing public opinion and awareness on foreign aid is correlated to improving aid effectiveness. In particular, Collier (2007) argues that public support for aid affects aid effectiveness in his book, “The Bottom Billion”. He says that with little support for foreign aid, aid providers tend to be risk-averse and focus on the projects which bring short-term and only visible outcomes. However, development often requires long-term and well-designed plans, which can accompany not so visible outcomes, unfortunately. Thus, according to the author, the key obstacle for aid agencies to overcome is public opinion in donor countries. In other words, there is a strong need for securing public support for ODA in donor countries, and for this, understanding the public attitudes toward foreign aid is important. OECD DAC also emphasizes the needs for public polls on ODA, and DAC is regularly monitoring the trends of public opinion about development aid through peer review. Fransman and Lecomte (2004) report why public opinion survey on foreign aid is needed as follows. First, public awareness and understanding of public policies are basic factors in democratic countries. Second, public policies can retain legitimacy and effectiveness only when citizens actively participate in policy making process as government partners. Third, from a long-term perspective, governments are able to pursue consistent foreign development policies and manage new financial resources when public agreement and support are secured.

In this context, traditional donor countries are conducting national survey about public opinion on development aid almost every year. According to Kwon et al. (2011), donor countries, including 27 EU countries, the United States, United Kingdom, Australia, New Zealand, Canada, Ireland, Poland, and others, are

conducting public opinion polls about development aid. This shows how policy makers are valuing the public opinion when providing foreign aid to other countries.

2.2. Studies on the factors that determine public attitudes toward ODA

Milner and Tingley (2008) claim that individual attitude toward foreign aid is quite consistent and structured. There are some scholarly works examining the determinants that affect the attitudes of public toward ODA. Those studies focused on individual characteristics that may influence personal opinion about development aid, for instance, political/socio-economic factors or demographic features. Table 1 briefly shows the determinants that the scholars have analyzed.

Table 1. Determinants of public attitude toward foreign aid (ODA)

		Previous studies (traditional donors)	Paxton and Knack (2011)	Chong and Gradstein (2008)	Park et al. (2015)	Tingley (2009)	Prather (2011)
Country			Multi-level (individual, national), cross- national study		Korea	US	Cross-national
Data source			(1) 1995 WVS, 9 countries (2) 2002 Gallup, 17 countries	(1) 1995-1997, 1999-2000 WVS, (2) OECD(2006), 22 countries	Public opinion on aid survey data for 1,000 adult Koreans, 2014		WVS, 9 countries
Factors that determine public support for foreign aid	Income	O	O	O	O		
	Education	O	X	O	O		
	Professional occupation	O	O		O		O
	Religion	O	X		X		
	Donation	O			X		O (charity)
	Political inclination	O	O (liberal)	O (liberal)		O	O (liberal ideology)
	Confidence in government	O	X	O	X		O
	Political interest		O				O
	Awareness of benefits of aid				O	O	
	Gender(female)	O	O	X			X
	Age	O	X	O		O	O
	Experience of visiting DCs						
	Pride in one's country		X				
	Satisfaction with people in office			O			
	Own children (Y/N)			X			X

Source: Author

In traditional donor countries, the following factors are commonly considered as individual characteristics that would affect the attitude toward foreign aid: *income, education, professional occupation, religion, donation, political inclination, and confidence in government*. Table 1 contains some cases of recent studies examining the factors that affect the public attitude. Here are some interesting cases to look at. First, Paxton and Knack (2011) confirm the significance of political factors of individuals that affect their attitudes toward foreign aid. The authors identify a person's *political inclination* and *political interest*, which influence the opinion on providing development aid. Besides, *income level* and a person's *occupation* are also key features to determine people's attitudes toward aid. However, in this paper, *education* does not seem to affect public attitudes unlike other studies. Second, according to Chong and Gradstein (2008), *confidence in government* and *satisfaction with people in office* are key determinants for public support for aid. They found that more *confidence* and *satisfaction in government* lead to higher support for providing ODA. Third, according to Prather (2011)'s research, people who *donate* more are more supportive of providing development aid. He confirmed that *charity* is an important feature which influences the public attitudes to aid. The most interesting part is a result of Park (2015)' study about Korean society, where we can find some contradictory features to traditional research results. In this paper, altruistic factors including *religion* and *charity* do not affect public attitudes toward ODA, and *confidence in the government* is not correlated, either. However, people who *recognize the benefits of providing ODA* to other countries tend to have more positive attitude toward ODA. However, the case of Korea needs to be studied further.

As we can see, much scholarly research has been done on the public attitudes toward ODA in traditional donor countries, though not much in the emerging donor countries, including Korea. In the emerging donor countries, which are mostly Asian countries, the history of providing foreign aid is quite short and therefore public attitudes toward development aid is a new area to be studied. Also, many previous studies have examined political, economic, or demographic features of individuals, but have not focused much on civic consciousness of an individual. Acknowledging these needs for further research, the main interest of this paper is Korean society and public opinion of Koreans toward foreign aid with more focus on individual's civic consciousness and attitude toward ODA.

III. Methodology and Data

3.1. Research hypothesis

This paper examines the effect of civic consciousness of public on support for ODA using the data from 2011 Korean General Social Survey. In the previous chapter, we investigated how the individual characteristics and attitude toward ODA are related by monitoring the existing literature. Based on the insights from the previous literature and empirical findings, this paper is going to conduct a research with following research hypotheses. The null hypothesis is that *there is no clear correlation between individual characteristics and the attitude toward foreign aid*. This paper aims to reject the null, and confirm the factors that determine the attitudes toward development aid in Korean society. Further, since this paper places emphasis on people's civic consciousness, finding out the significance of the influence of civic consciousness on the opinion about providing foreign aid will be a main interest.

3.2. Methodology and model specification

The dependent variable in this paper is the attitude toward ODA, and it will be used in the form of binary variable, which takes the value of *positive* or *negative*. For the statistical analysis, in this case, probit or logit model can be hired. Some empirical research papers use probit model (Chong and Gradstein, 2008; Mayda and Rodrik, 2005; Park et al., 2015). However, in this research, logit analysis will be employed to estimate the probability that a person with particular characteristics will

respond positively to providing ODA to other countries. The specific model equation for estimation is as follows:

$$P(Y = 1) = \frac{e^{x\beta}}{1 + e^{x\beta}}$$

$$\text{where, } x\beta = x_1\beta_1 + x_2\beta_2 + x_3\beta_3 + \dots + x_k\beta_k + \varepsilon$$

- Y is the dependent variable. In this paper, two kinds of dependent variables exist:
1) *Attitude toward the current ODA amount (positive=1, negative=0)*, and 2)
Attitude toward increasing the ODA amount (favor=1, disfavor=0)
- P means the probability when the dependent variable Y takes the value of 1. It always has a value between 0 and 1.
- x_k represents the independent variables.
- β_k represents the coefficients for the independent variable, x_k .
- ε indicates the error term.

3.3. Data

In order to conduct this research project, 2011 Korean General Social Survey will be employed. KGSS is an annual national survey for collecting basic social data, which began in 2002. This survey is a “Korean version” of the General Social Survey of the US and it aims to understand the trends of Korean society and to provide academic database for social science research. KGSS also covers the designated modules and replicating core questions of the International Social Survey Programme,

thus it has a possibility of cross-national comparative study. High representativeness of samples is one of the advantages of adopting KGSS, because KGSS selects samples using multi-stage area probability sampling among 18+ adults in Korea and it never accepts sample substitution.

There are some reasons that this paper is going to use the data from 2011 KGSS; 2011 KGSS includes the *replicating core questions* and three special modules, which are *citizenship behaviors*, *human rights*, and *ageism*. Moreover, it asks opinion about ODA of the Korean government as well. Citizenship behaviors, human rights, and opinion about ODA are closely related to the main concern of this paper, and this 2011 KGSS is the only survey that covers those topics all together at the same time. The sample size is 1,535, which is considered large enough for an accurate statistical estimation.

3.4. Variables description

In this paper, the dependent variable is *the attitude toward ODA amount*. 2011 KGSS asks the attitudes toward ODA in two ways. The first one is about how a respondent thinks about the current ODA amount, presenting the fact that Korea is now providing 0.07~0.1 percent of the GNI (0.6~0.9 trillion Korean won) for the ODA. The second way is asking a respondent's opinion about increasing the amount of foreign aid, presenting that the Korean government is about to increase the ODA amount up to 0.25 percent of the GNI. Few previous studies (Park et al., 2015; Chong and Gradstein, 2008; Paxton and Knack, 2011) argue that using *the attitudes toward increasing ODA amount* as a dependent variable is better than using *the attitudes*

toward the current ODA amount. Most people generally respond positively to the question about current ODA amount because providing foreign aid is recognized as moral behavior. However, people tend to be more honest with the question about increasing ODA amount, because even if they reply that they are against increasing ODA, it does not mean they are against ODA itself. Though, in this paper, both the two dependent variables (current / increasing the ODA amount) will be adopted. Accordingly, models for both dependent variables will be designed respectively. Table 2 presents the two dependent variables in detail.

Table 2. Dependent variables description

Dependent variables		Explanation	Type
Attitudes toward ODA	Current ODA amount	Attitudes toward current ODA amount (positive=1, negative=0)	Binary
	Increasing ODA amount	Attitude toward increasing ODA amount (favorable=1, unfavorable=0)	Binary

Source: Author

In 2011 KGSS questionnaire, respondents are supposed to answer the questions about *the attitudes toward ODA* among five ordinal choices. However, in this paper, we are going to make it simple by re-categorizing the variables as binary variables (Refer to table 2). For instance, the variable of *attitudes toward current ODA amount* takes the value of 1 (positive) when respondents answer that the current amount is “about right”, “somewhat little”, or “too little”; and 0 (negative) when the answer is “somewhat excessive” or “too much”. There are two reasons for the re-categorization. One is for precision of analysis. We cannot assume a linear relationship between the five choices, in other words, the variable is not an interval

measurement. When running a regression the result will be biased if we use the ordinal variable as it is. In order to address the potential bias and get more precise results, this paper re-categorized the dependent variables as dummy variables by assigning the value of 1 to positive / favorable responses, and 0 to negative / unfavorable responses. The other reason of the re-categorization is for the convenience of interpretation, since this enables the coefficients to be interpreted straightforward for the logit estimates (Mayda and Rodrik, 2005).

Table 3 presents the independent variables that may influence the attitudes toward ODA in detail. The independent variables are categorized as follows: altruism, responsible citizenship, awareness of human rights, opinion on North Korea, and control variables including *political inclination*, *subjective happiness*, and demographic features. As in the case of dependent variables mentioned above, many of the independent variables are ordinal variables, which take more than two outcomes. For instance, the respondents can respond to a certain statement by choosing among *strongly disagree*, *disagree*, *neither disagree nor agree*, *agree*, and *strongly agree*. In these cases, the variables are treated as binary variables by re-categorization: *agree* or *disagree*. The purposes of the re-categorization are the same as the case in the dependent variables, for precision of analysis and direct interpretation of the results.

In order to measure altruism of a respondent, survey questions of *willingness to pay higher taxes for well-being (health care) of all in Korea* and *donation for charity reasons*, are used. The purpose of including this altruism characteristic as independent variables is to examine if people who tend to be selfless are more supportive in providing foreign aid. Generally, providing aid to other countries is

considered as a moral behavior. In previous literature, there are some examples which confirm that altruistic characteristic influences the attitudes toward foreign aid.

To measure citizenship of people, responses to the following statements will be included: 1) *We should hand this world over to our next generation after making it a place worthwhile to live*, 2) *This world requires citizens who are responsible*, and 3) *Charity and public benefits have to be supported not by citizens or firms, but by governments*. These independent variables, which are included in citizenship category, reflect consciousness as a responsible citizen of a country.

Awareness of human rights covers the variables of *knowledge of human rights situation in other recipient countries* and *experience of human rights education*. This paper expect that people, who are more aware of overseas human rights and who have received any human rights education, would tend to have more positive attitudes toward providing foreign aid to other developing countries.

Considering the unique situation of the Korean peninsula, opinions related to North Korea will be used as independent variables which may affect the public attitudes toward development aid. In this category, responses to *accepting North Korean defectors*, *necessity of unification of South and North Korea*, and *human rights of North Korean defectors* are included. It will be reasonable to assume that people who are more *open to the North Korean defectors* and *unification of Korea* will be more supportive of providing foreign aid as well.

In terms of control variables, diverse demographic features are employed in order to address the problem of possible omitted variable bias. *Squared age* and *squared years of schooling* of a respondent are also included. In addition to this, *political inclination* and *subjective happiness* variables are employed as well.

Table 3. Independent variables description

Independent variables		Explanation	Type
Altruism	Pay higher taxes	Willing to pay higher taxes to improve the level of healthcare for all people in Korea (Yes=1, No=0)	Binary
	Donation	Donate money for charity reasons (Agree=1, disagree=0)	Binary
Responsible Citizenship	Considering next generation	We should hand this world over to our next generation after making it a place worthwhile to live (Agree=1, disagree=0)	Binary
	Responsible citizens	This world requires citizens who are responsible (Agree=1, disagree=0)	Binary
	Charity by government	Charity and public benefits have to be supported not by citizens or firms but by governments (Agree=1, disagree=0)	Binary
Awareness of Human Rights	Awareness of human rights in other countries	Aware=1, not aware=0	Binary
	Human rights education	Experience of any human rights education (Yes=1, no=0)	Binary
Opinion on North Korea	Accept North Korean defectors	We should permit North Korean defectors who want to come to South Korea (Yes=1, no=0)	Binary
	Necessity of unification	The unification between South and North Korea is necessary. (Agree=1, disagree=0)	Binary
	Human rights of NK defectors	Believe human rights or freedom of North Korean defectors are currently restricted (Agree=1, disagree=0)	Binary
Political Inclination	Political inclination	Liberal=1, Conservative=0	Binary
Happiness	Subjective happiness	Happy=1, Unhappy=0	Binary

Demographic features	Gender (female)	Female=1, Male=0	Binary
	Age	Age of a respondent	Continuous
	Age squared	Squared age of a respondent	Continuous
	Education	Years of schooling of a respondent	Continuous
	Education squared	Squared years of schooling of a respondent	Continuous
	Occupation	Professional/administrative=1, Others=0	Continuous
	Marital status	Married=1, not married=0	Binary
	Number of children	Number of children	Continuous
	Income	Monthly household income (Less than 500,000 won=1, 500,000up to 1,000,000 won=2, ..., above 5,000,000 won=11)	Dummy

Source: Author

IV. Empirical results and discussion

First, the results of analysis with *the attitudes toward current ODA amount* as a dependent variable are as follows. (Table 4)

Table 4. The marginal effect after logit: the attitudes toward current ODA amount

VARIABLES	(1) Model 1	(2) Model 2	(3) Model 3	(4) Model 4
<i>Altruism</i>				
Pay higher taxes	0.0512** (0.0248)	0.0429* (0.0252)	0.0507* (0.0262)	0.0583** (0.0258)
Donation	0.0680*** (0.0250)	0.0608** (0.0256)	0.0568** (0.0270)	0.0628** (0.0266)
<i>Responsible Citizenship</i>				
Consider next generation	-0.0815 (0.0559)	-0.0913 (0.0569)	-0.0402 (0.0708)	-0.0331 (0.0679)
Responsible citizens	-0.0492 (0.0532)	-0.0743 (0.0520)	-0.0908* (0.0478)	-0.0660 (0.0513)
Charity only by gov't	-0.0842*** (0.0245)	-0.0810*** (0.0249)	-0.0797*** (0.0257)	-0.0825*** (0.0254)
<i>Awareness of Human Rights</i>				
Awareness human rights in other countries	0.105*** (0.0266)	0.0997*** (0.0269)	0.0886*** (0.0281)	0.0936*** (0.0278)
Human rights education	0.0655*** (0.0251)	0.0686*** (0.0253)	0.0299 (0.0279)	0.0271 (0.0278)
<i>Opinion on North Korea</i>				
Accept NK defectors	0.107** (0.0458)	0.0993** (0.0470)	0.0927* (0.0497)	0.104** (0.0489)
Necessity of unification	0.0742*** (0.0277)	0.0567** (0.0280)	0.0608** (0.0299)	0.0738** (0.0297)
Human rights of NK defectors	0.0925*** (0.0267)	0.0950*** (0.0273)	0.0935*** (0.0288)	0.0935*** (0.0285)
<i>Control Variables</i>				
Political inclination		0.0164 (0.0259)	0.00435 (0.0269)	
Subjective happiness		0.0439* (0.0264)	0.0444 (0.0287)	
Gender (female)			-0.0701*** (0.0263)	-0.0727*** (0.0260)
Age			-0.00311 (0.00546)	-0.00350 (0.00535)
Age squared			4.44e-05 (5.55e-05)	4.53e-05 (5.44e-05)
Education			-0.00742 (0.0109)	-0.00896 (0.0108)

Education squared			0.000480	0.000519
			(0.000510)	(0.000506)
Occupation			0.00583	0.00498
			(0.0308)	(0.0309)
Marital status			-0.00242	-0.000407
			(0.0366)	(0.0362)
Number of children			-0.0328**	-0.0319**
			(0.0128)	(0.0127)
Income dummy 2			0.0432	0.0419
			(0.0628)	(0.0634)
Income dummy 3			0.0777	0.0787
			(0.0550)	(0.0549)
Income dummy 4			0.0399	0.0424
			(0.0668)	(0.0649)
Income dummy 5			0.0703	0.0677
			(0.0593)	(0.0598)
Income dummy 6			-0.0461	-0.0411
			(0.0892)	(0.0874)
Income dummy 7			0.0716	0.0737
			(0.0602)	(0.0598)
Income dummy 8			0.0171	0.0125
			(0.0785)	(0.0786)
Income dummy 9			0.0270	0.0388
			(0.0703)	(0.0679)
Income dummy 10			0.0128	0.0151
			(0.0794)	(0.0784)
Income dummy 11			0.0858	0.0977
			(0.0637)	(0.0621)
Observations	1,294	1,242	1,151	1,192
Standard errors in parentheses *** p<0.01, ** p<0.05, * p<0.1				

The results from the four models above are quite consistent. In general, the key explanatory variables, which are altruism, awareness of human rights, and opinion on North Korea, seem to influence the attitudes toward current ODA amount significantly. Most of coefficients are positive as well. However, contrary to our expectation, the characteristics of *responsible citizenship* do not show strong correlation. Among control variables, only *gender* and *number of children* variables have a significance. Table 4 shows the marginal effects after logit, thus, we can calculate the probability of event in which a respondent will be supportive

to providing the current ODA amount depending on each characteristic.

Let us see the outcomes in detail. *Altruism* shows relatively high correlation with *the attitudes toward the current ODA amount*. When a person is *willing to pay higher taxes* for others, the probability that he/she will be supportive to the current amount of ODA goes up by 5.12% (Model 1). Also, if a person *donates for charity reasons*, the possibility of having a positive attitude toward foreign aid will increase by 6.8% (Model 1).

Contrary to our expectation, the effect of *responsible citizenship* is not that significant. Only the responses to “charity should be supported not by citizens or firms, but by governments” have a significant impact on *the attitudes toward the current ODA*. The coefficient of this variable is negative which means that *people who think that citizens or firms have to support charity as well* tend to be more supportive to the currently provided foreign aid to developing countries.

In terms of human rights variables, being aware of *human rights situation in developing countries* is a significant determinant. According to the result, if a person is *aware of international human rights*, the possibility of having positive attitudes to the current ODA goes up by 10.5% (Model 1). *The experience of human rights education* variable is significant in Model 1 and 2, but its significance disappears when control variables are included in the model.

Opinions on North Korea and the North Korean defectors also have significant influences on the attitudes toward the current ODA amount. If a respondent thinks that Korea should *accept the North Korean defectors*, the probability of being supportive to the current ODA amount increases by 10.7%. When people think that unification of Korea is necessary or that *human rights of the North Korean defectors are restricted*, the possibility of having positive attitudes toward the currently provided foreign aid goes up.

Second, the results of analysis with *the attitudes toward increasing ODA amount* as a dependent variable are as follows. (Table 5)

Table 5. The marginal effect after logit: the attitudes toward increasing ODA amount

	(1)	(2)	(3)	(4)
VARIABLES	Model 1	Model 2	Model 3	Model 4
<i>Altruism</i>				
Pay higher taxes	0.109*** (0.0257)	0.110*** (0.0267)	0.102*** (0.0288)	0.101*** (0.0277)
Donation	0.0939*** (0.0254)	0.0886*** (0.0266)	0.0822*** (0.0293)	0.0796*** (0.0281)
<i>Responsible Citizenship</i>				
Consider next generation	-0.0690 (0.0867)	-0.0517 (0.0942)	-0.0267 (0.0978)	-0.0410 (0.0894)
Responsible citizens	0.0687 (0.0653)	0.0517 (0.0739)	-0.0438 (0.0910)	-0.0175 (0.0819)
Charity only by gov't	-0.00339 (0.0251)	-0.00974 (0.0262)	-0.00595 (0.0284)	-0.00348 (0.0273)
<i>Awareness of Human rights</i>				
Awareness of human rights in other countries	0.151*** (0.0304)	0.156*** (0.0314)	0.115*** (0.0334)	0.112*** (0.0324)
Human rights education	0.0363 (0.0264)	0.0182 (0.0273)	-0.000846 (0.0301)	0.0136 (0.0292)
<i>Opinion on North Korea</i>				
Accept NK defectors	0.202*** (0.0351)	0.179*** (0.0401)	0.152*** (0.0479)	0.168*** (0.0434)
Necessity of unification	0.110*** (0.0266)	0.110*** (0.0279)	0.103*** (0.0307)	0.109*** (0.0292)
Human rights of NK defectors	0.0678*** (0.0258)	0.0710*** (0.0271)	0.0622** (0.0297)	0.0630** (0.0285)
<i>Control Variables</i>				
Political inclination		0.0551** (0.0275)	0.0485 (0.0296)	
Subjective happiness		0.0894*** (0.0268)	0.0790*** (0.0303)	
Gender (female)			-0.115*** (0.0288)	-0.116*** (0.0279)
Age			0.00159 (0.00641)	-0.000527 (0.00605)
Age squared			-2.81e-06 (6.58e-05)	9.39e-06 (6.21e-05)
Education			0.00576 (0.0134)	0.00222 (0.0127)
Education squared			6.35e-05	0.000140

			(0.000554)	(0.000530)
Occupation			0.00826	0.00656
			(0.0329)	(0.0320)
Marital status			-0.0106	0.00265
			(0.0440)	(0.0406)
Number of children			-0.0136	-0.00383
			(0.0160)	(0.0152)
Income dummy 2			-0.0413	0.00634
			(0.0945)	(0.0999)
Income dummy 3			-0.0623	0.00832
			(0.0879)	(0.0954)
Income dummy 4			0.0878	0.167
			(0.109)	(0.109)
Income dummy 5			-0.0501	0.00628
			(0.0904)	(0.0955)
Income dummy 6			-0.0333	0.0405
			(0.0979)	(0.105)
Income dummy 7			0.00415	0.0671
			(0.0989)	(0.102)
Income dummy 8			0.0423	0.144
			(0.111)	(0.115)
Income dummy 9			0.0451	0.114
			(0.102)	(0.105)
Income dummy 10			0.0400	0.120
			(0.111)	(0.115)
Income dummy 11			0.0993	0.184*
			(0.0968)	(0.0953)
Observations	1,502	1,408	1,285	1,357
Standard errors in parentheses *** p<0.01, ** p<0.05, * p<0.1				

The results of table 5 are similar to table 4 in general; however, the significance of several explanatory variables disappeared in this model. According to the analysis results, *responsible citizenship* variables and *experience of human rights education* do not affect the attitudes toward increasing the ODA amount. However, when comparing the outcomes between table 5 and table 4, the strength of correlation and the levels of significance are much larger in table 5. For instance, when a person agrees *to accept the North Korean defectors*, the probability of having positive attitudes toward increasing the ODA level goes up by 20.2%, while the effect of the same variable on the attitudes toward the current ODA

amount is 10.7%. Also, when the key explanatory variables have a statistical significance, most of their significance is gained at the 1% level. In terms of control variables, the *gender* variable negatively affects the attitudes toward increasing ODA level. The interesting fact is that the effect of *subjective happiness* has significance even at 1% level. In the previous literature, *satisfaction on current government* or *on the society as a whole* was often included in the model as an independent variable, but *satisfaction on respondents' own lives* was not included (Chong and Gradstein, 2008; Prather, 2011). This finding would make it possible to further examine the impact of psychological or emotional factors on the attitudes toward foreign aid.

When comparing the overall results with the existing empirical researches, we can observe several similarities and differences in this paper. First, the influence of *altruism* is confirmed. People who are *willing to pay in expense for others' well-being* tend to be more supportive to providing foreign aid. Second, we found that the impact of *political inclination* is partially significant. Politically liberal people tend to have more positive attitudes toward increasing the ODA amount. This result is in accordance with the outcomes of Paxton and Knack (2011), Chong and Gradstein (2008), and Prather (2011). Third, the influence of *gender (female)* is contradictory to the existing literature. In this paper, *female* variable shows negative significance. However, in many studies that are conducted in traditional donor countries, its impact is often positive. Fourth, the effects of *education, income, and occupation* are insignificant in this empirical model while most of previous papers found significance of these variables. These differences open up possibilities for further research about the Korean society in future. There is a strong need to identify whether these differences are coming from the uniqueness of Korean society or from common characteristics of emerging donor countries.

V. Conclusion

This paper examines the factors that determine the public attitudes toward providing ODA, focusing on individual's civic consciousness. Also, it identifies how the individual characteristics and the attitude toward ODA are correlated by monitoring the existing literature. From the literature review, this paper investigates that the public support for foreign aid influences the quantity and quality of foreign aid of a government. The results of the empirical analysis of individual characteristics suggest some crucial findings.

First, the features of *altruism*, *awareness of human rights*, and *opinion on North Korea*, which are the key independent variables, strongly influence both the public attitudes toward the current ODA amount and increasing the ODA level. Second, *responsible citizenship*, *political inclination*, and *subjective happiness* are also partially related. Third, among the demographic features, *female* and *number of children* variables negatively affect the attitude toward ODA. Fourth, the influence of *education*, *income*, and *age* is known to be significant in general, though we were not able to reveal their significance in this paper.

This study implies the importance of individual's civic consciousness that determines the attitude toward providing foreign aid. This study suggests the following two areas of research in future. First, further empirical research with an emphasis on civic consciousness is needed. The significance of global citizenship has been on the rise lately. In this regard, individual's citizenship characteristics and opinion on providing foreign aid can be an interesting topic to explore. Second, a comparative study of the public attitudes in traditional donor countries and emerging donor countries is need. Due to the lack of available data, this paper is not able to conduct the comparative study; however, the possibility is still open for the future.

Last but not least, this paper suggests possible policy implications. Through the whole

paper, we confirmed the importance of public opinion on ODA in terms of its effectiveness and the factors that may affect the public opinion. Korea is one of the fastest emerging donor countries, about to carry out a promise of providing ODA up to 0.20% of GNI. Consequently, the Korean government should not overlook the public opinion, as it would be hard to fulfill the goal without securing the public support for ODA.

VI. References

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