

## Consumer Power Initiative- Research Project List

### *Research Key Questions to the Guided Consumption Project*

1. Compile, Evaluate, and Apply Existing Research/Literature on Guiding Producers
  - a. BOAS has done some work on this with Steph van Kleef's [work](#)
  - b. BOAS has also done a review of the literature in Vin's [Effective Altruism Forum Post](#)
  - c. Further research Guiding Producers
    - i. Governance Issues/Effect of Ownership on agents of Companies
    - ii. Degree of Consumer Awareness of Guiding Producers
    - iii. Degree of Consumer Preference for Guiding Producers
    - iv. Rates of success/growth of Guiding Producers
      1. Causal relationship
2. Compile, Evaluate, and Apply Existing Research/Literature on social movements/campaigns
  - a. Identify analogous campaigns and the degree/likelihood of success
    - i. Littering
    - ii. Drunk Driving
    - iii. #MeToo
    - iv. Cancel Culture
  - b. What tends to make social campaigns successful?
3. Legal/Economic Research
  - a. Which forums would Guiding Producers enjoy the greatest flexibility/legal advantages
  - b. What economies have limitations on companies and how can we find the best
4. Formulate and Conduct Experiments/Surveys to collect data
  - a. Surveys to determine
    - i. Consumer preference for supporting charities vs. supporting traditional shareholders
    - ii. Consumer inferences as to price and quality by having a product associated with benefiting a charity
    - iii. Degree of consumer skepticism regarding companies that purport to benefit charities
  - b. Experiments
5. Hiring an expert in research/analysis full time (funding constrained)
  - a. Getting volunteer/support staff for Research team
6. Communicating findings and collaborating with Movement Building/Guiding Producer Cultivation teams
  - a. Getting information from said teams to inform Research and come to conclusions
  - b. Providing information and analysis to inform strategic/tactical decisions.

### **12 month Goals (for Fall 2023)**

- A. Provide Robust Library of Findings on Consumer Preferences and Assumptions**
- B. Identify market sector and other contexts in which Guiding Producers enjoy significant advantages**
- C. Inform Movement Building Plan for Maximizing Public Activation**
- D. Formulate further research plan for exploring other contexts might enjoy advantages**