

Case Study

Groundbreaking research on Islamic World-Western Mutual Perceptions provide Roadmap for Better Relations

Challenge

The Kuwaiti Government, is concerned with strained relations, misinformation, and misperceptions between the Islamic world and the West. Kuwaiti leaders sought independent data on perceptions, drivers and shapers of those perceptions, as well as how perceptions can be improved. Through a leading Kuwaiti media and marketing firm, New Future, we advise the Government of Kuwait with ongoing research on The Perception of Islam in the West, The Arab Perception of the West, and a Middle East Public Opinion Panel.

Solution

For the Western Perception of Islam and Muslims study, we executed public opinion polls in the US and Europe, interviewed leading experts, distilled secondary studies and books, white-papers, as well as summarized third party polls.

For The Arab Perceptions of the West, we surveyed Arabs in the Middle East, the US and the UK on perception and understanding of the West, influence of factors creating that image and understanding the role of the media, and means of improving perceptions and understanding. We interviewed leading experts on the topic, distilled secondary studies, books, white-papers, articles and summarized third party polls.

We presented these findings in Amsterdam in November, 2005 at the NewsX-change conference of 500 broadcast executives from 70 countries. We also presented the results in The Persian Gulf region in June, 2006, highlighted by a keynote at the first Arab Broadcasters Forum, a group of 300 leading Arab broadcasters from around the Middle East.

Results

The Perception of Islam study, the most comprehensive of its kind, helps the Kuwaiti government with forming public communications, working with Western Islamic groups, and improving media and opinion leader relations. The study is the basis for a book, a journalist guide, media kit, Website and lecture tour in 2005 and 2006. Results can be found at www.islamperceptions.org