



CPD Research Initiatives

Rising Soft Power in a Multipolar World

This initiative explores the practices and trends in global engagement in emerging markets of varying political persuasions, including, but not limited to, China, Mexico, Brazil, India, Indonesia, Russia, and Turkey. It seeks to provide greater understanding of the forces reshaping public diplomacy and cultural relations globally.

Global Youth and the Next Generation of U.S. Public Diplomacy

Given global demographic shifts and emergent digital technologies, keeping a pulse on how the next generation views the United States is critical to the country's public diplomacy and international engagement. CPD will monitor and analyze global youth perception of the U.S. and explore creative and collaborative ways to positively engage this key demographic.

Public Diplomacy Performance and Evaluation in the Digital Age

Accurately evaluating public diplomacy activities continues to prove challenging to practitioners around the world. CPD intends to conceptualize PD evaluation as an integral part of strategic planning and provide analytic tools to assist those conducting public diplomacy. We will also define what is measurable and not measurable for policy-making purposes.

Public Diplomacy and Global Development

As non-state actors become increasingly engaged in global development, CPD will create a framework for understanding the relationship between international development and public diplomacy and the role non-state actors can play in the process. Analysis of water diplomacy, corporate diplomacy efforts and specific international aid projects will continue.

Design and Creativity in Public Diplomacy

Many public diplomacy and global engagement programs and activities fail, not because they are not relevant or important, but because they do not appeal to their intended audiences and users. In this innovative new research program, CPD will explore how to unleash creativity and employ user-friendly design principles to develop solutions to public diplomacy challenges.

CPD Research Opportunities

CPD Research Fellowship Program

Established in 2009, this program supports and publicizes the work of scholars and practitioners of public diplomacy. Three CPD Research Fellows are selected each year from a competitive pool of international applicants for a two-year non-resident term.

CPD Visiting Scholars

CPD hosts visiting scholars who contribute to the academic and practical discipline of public diplomacy. The U.S. Public Diplomat in Residence and the Canada-U.S. Fulbright Visiting Research Chair are two standing appointments at CPD.

CPD Contributing Scholars

This program is designed to create a productive virtual space for research collaboration. CPD selects Contributing Scholars whose work closely aligns with its research priorities. Appointments are for a renewable term of one year.

CPD Perspectives on Public Diplomacy

Launched in 2009, the CPD Perspectives series highlights critical thinking by CPD staff, fellows, scholars and practitioners about the study and practice of public diplomacy. All issues are available free online.

CPD Policy Briefs

Succinct and evidence-based policy briefs produced by members of the CPD staff and network are produced periodically and shared with key decision-makers in Washington, D.C. and beyond.

CPD Dissertation Grants

In the spring of 2014, CPD launched this program to recognize and support the work of emerging scholars with two annual awards to doctoral students engaged in cutting-edge research.

CPD Research Internship Program

This program offers USC graduate students, primarily in the unique USC Master of Public Diplomacy program, direct exposure to the academic and practical field of public diplomacy.

Find out more at
uscpublicdiplomacy.org/research