

## CONCEPTUALIZING TRANSNATIONAL CAMPAIGN OUTCOMES

*Noha Shawki*

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Our knowledge of transnational advocacy networks (TANs) has greatly expanded over the past ten years, as studies documenting and analyzing TAN campaigns have yielded many new insights and findings. Few of these studies, however, have explicitly considered the nature of the political outcomes of TAN campaigns or discussed how these outcomes can be conceptualized in a way that allows us to observe and distinguish between different degrees of political impact. This paper draws on the theoretical social movement literature to address this issue. It borrows one of the conceptualizations of political outcomes proposed by this literature and applies it to one of the most prominent TANs that mobilized in the 1990s, the Jubilee movement for debt relief, to illustrate (1) that it is important and useful to reflect on the nature and significance of political outcomes and on how they can be conceptualized in order to facilitate comparative research, and (2) that conceptualizing the political outcomes of TAN campaigns in terms of new collective goods can help us move toward this goal.

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### INTRODUCTION

An important current social phenomenon is the growing role of transnational forms of activism in the international policy process.<sup>1</sup> Transnational advocacy networks (TANs), whose members are “actors working internationally on an issue, who are bound together by shared values, a common discourse, and dense exchanges of information and services,”<sup>2</sup> have formed around a number of critical global issues and have become vocal and visible actors in the global public policy process.

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