Communicating Research Findings

Inform, educate and engage

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The Open University

www.poverty.ac.uk

Reithian principles

Inform, educate, entertain

John Reith

Director General BBC, 1927-38

Free and open access?

- Spreads knowledge further
- Stimulates new ideas
- Enables informed debate
- Empowers people

A widening audience

- Academic researchers

- Policy makers

- Students and educators

- Community and pressure groups

- Wider public

The challenge of a diverse audience

Specialist	Non-specialist
Need to know	Passing interest
Delving deep	Top level results
Comfortable with statistics	Frightened of numbers

The expansion of platforms

- Research journals and books
- Conferences
- Old media – press, tv, radio
- Dedicated website
- New media – twitter, social media
- e-books
- Mobile devices

The challenge of a busy world

Google

- Over 1 trillion unique urls
- 20 billion unique pages
- 1.5 billion images
- 100 trillion words

You Tube

- 72 hours of video are uploaded every minute
- Content ID scans over 100 years of video every day

You Tube top hit of all time

http://www.youtube.com/watch?v=kffacxfA7G4

You Tube top all time hits

http://www.youtube.com/watch?v=_OBlgSz
8sSM

The current research

- How should poverty be measured?
- What's its extent and nature?
- How has it changed?
- What policies best address these problems?

The Research team

- University of Bristol
- The Open University
- The University of York
- Queen's University Belfast
- University of Glasgow
- Heriot-Watt University

Defines poverty as

"an enforced lack of socially perceived necessities"

Past data sets

- Townsend: Poverty in the UK 1969
- Breadline Britain 1983
- Breadline Britain 1990
- PSE 1999
- PSE Northern Ireland 2002

International surveys

European Union

Individual country surveys in:

Japan, Taiwan, Mexico, South Africa, Bangladesh, New Zealand, Australia, Ireland, Finland, Sweden and others

New data sets

Two major surveys currently in the field:

1. Public's perceptions of necessities and attitudes to services.

2. Survey of living standards, including possession of necessities, and social exclusion

Impact objectives

- Increase public understanding
- Contribute to UK poverty debate
- Contribute to EU and international measures
- Support community and pressure groups

PSE dissemination strategy

- A variety of channels
- Local to international links
- Building an audience over time
- Targeting key current issues
- **Putting the website at its heart**

Past PSE website

http://www.bristol.ac.uk/poverty/pse/welcome.htm

www.poverty.ac.uk
First stage

- Names matter
- Get up and running - quickly
- Multi-media – not just text
- Include interactivity
- Be clear, lively and professional

Statistical education

Mis-understanding the median….

'You get this constant juddering adjustment with poverty figures going up when, for instance, upper incomes rise.'   *Iain Duncan Smith*

'Any candidate sitting GCSE maths should be able to explain that raising everybody above a set percentage of the median income is rather like asking a cat to chase its own tail. As families are raised above the target level of income, the median point itself rises. Not surprisingly, therefore no country in the free world has managed to achieve this objective.'

Frank Field

http://www.poverty.ac.uk/income_threshold_approach.php

[Development site](#)
Stage two

- Involve others

- Give people a voice

- Use personal stories

- Be topical and relevant

- Make it searchable

- Communicate quickly

As knowledge increases among mankind, and transactions multiply, it becomes more and more desirable to abbreviate and facilitate the modes of conveying information from one individual to the many

William Playfair

Data visualisation

- Communicates to the non-statistician
- Conveys information quickly
- Brings out relationships in data
- Gives new insights

From page to pixels

- Views of large quantity of data
- Views across time and place
- Views of spatial relationships
- Invites reader to become an explorer

From table to 'heatmap'

Eurobarometer survey attitudes to necessities survey

Using scatterplots

Necessities in Northern Ireland

Movement over time

THE NECESSITIES over time graphic