

# The open scholarship media strategy for maximum success

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# ONE AUDIENCE: A NETWORK

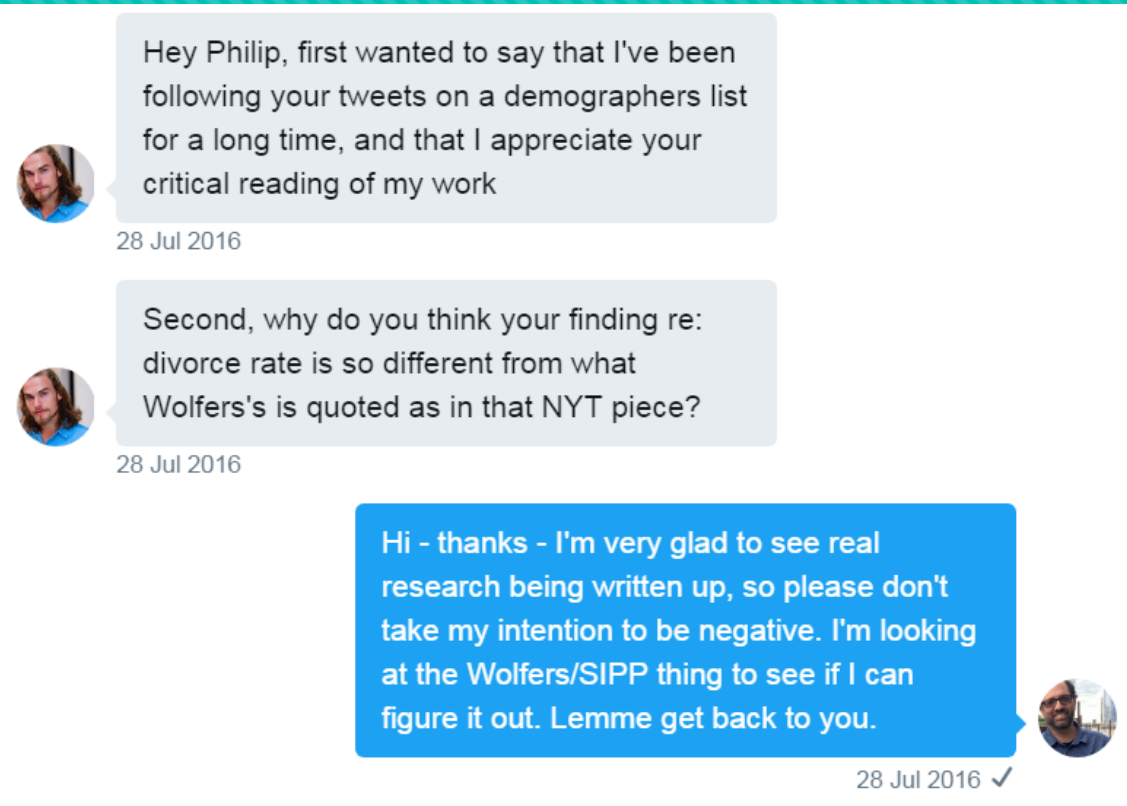
- Social science in public
  - Journalists who know data
  - Informal peer review
  - Chaotic disciplinary mashups
  - Students, friends, enemies, collaborators



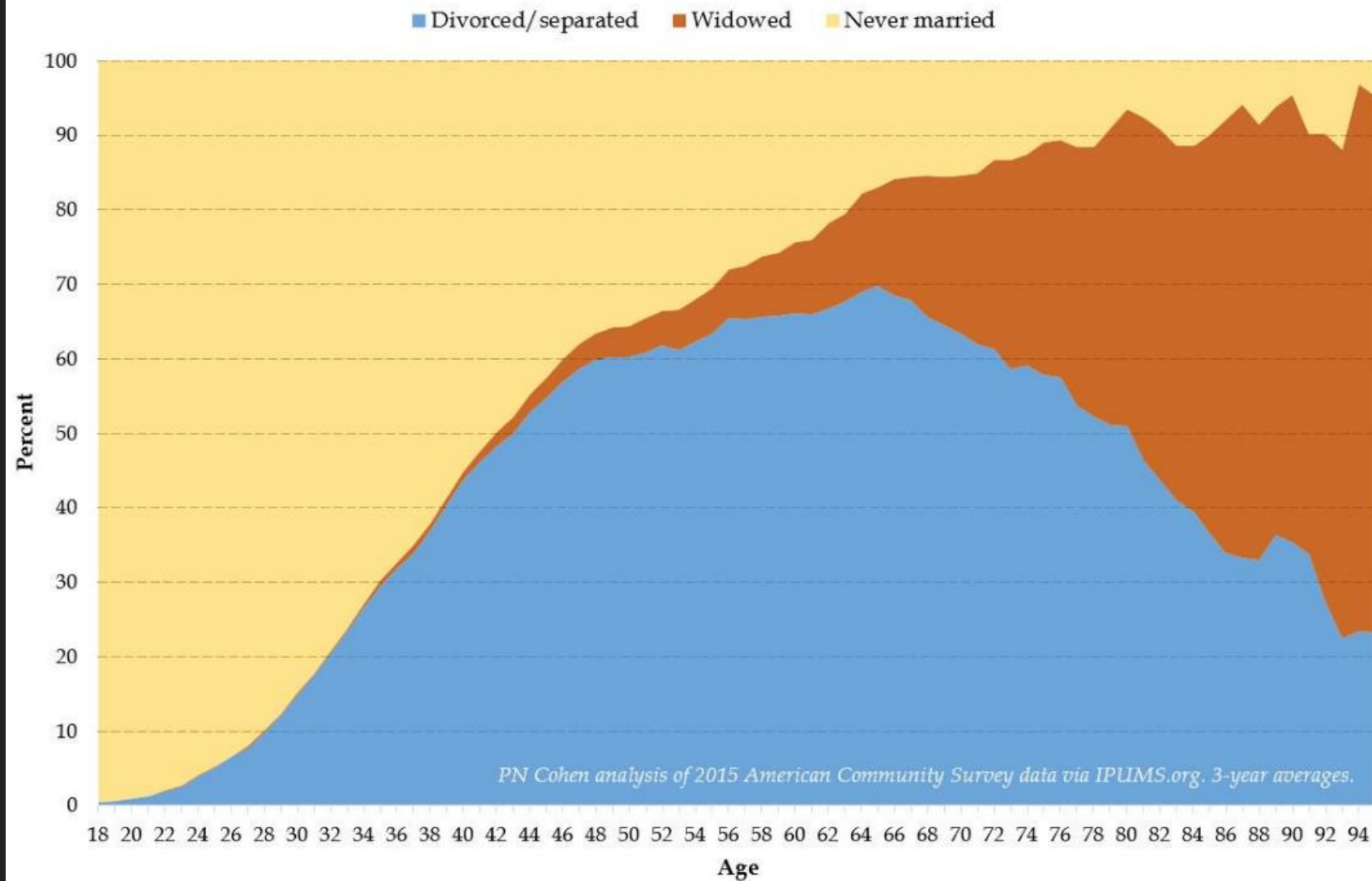
*This is over.*

# BE USEFUL: YOU'RE AN EXPERT

- Link news, research, commentary on topic
- Evaluate, explain, provide context
- Provide descriptive information



### Marital status of unmarried cohabitators, by age



**Philip N Cohen** ✓ @familyunequal · Feb 23

Now you know: Marital status of unmarried cohabitators, by age [pic.twitter.com/eFreFK1XBt](https://pic.twitter.com/eFreFK1XBt)



2



24



28







Philip N Cohen [@familyunequal](#) · Jan 14

Read the head. Then read the 14th paragraph. That's the difference? The SNAP percentage is off a lower base, too [mobile.nytimes.com/2017/01/13/wel...](http://mobile.nytimes.com/2017/01/13/wel...)

## In the Shopping Cart of a Food Stamp Household: Lots of Soda

By ANAHAD O'CONNOR

Last Updated: January 13, 2017



SNAP households spent 9.3 percent of their grocery budgets on soft drinks alone. That was slightly higher than the 7.1 percent figure for households that do not receive food stamps.

SNAP v. Non-SNAP Food Spending, as Proportion of Total

	SNAP	Non-SNAP	Ratio
Baby Food	.019	.006	3.17
Prepared Foods	.031	.022	1.41
Frozen Prepared Foods	.069	.051	1.35
Sweetened Beverages	.093	.071	1.31
Rice	.005	.004	1.25
Meat, Poultry and Seafood	.192	.159	1.21
Sugars	.009	.008	1.13
Pasta, Cornmeal, Other Cereal Products	.010	.009	1.11
Salty Snacks	.034	.031	1.10
Prepared Desserts	.069	.064	1.08
Fats and Oils	.024	.024	1.00
Bottled Water	.012	.012	1.00
Jams, Jellies, Preserves and Other Sweets	.004	.004	1.00
Flour and Prepared Flour Mixes	.003	.003	1.00
Condiments and Seasoning	.027	.028	0.96
Candy	.021	.022	0.95
Cereal	.028	.030	0.93
Milk	.035	.038	0.92
Eggs	.011	.012	0.92
Juices	.017	.019	0.89
Bread and Crackers	.054	.063	0.86
Beans	.006	.007	0.86
High Fat Dairy/Cheese	.065	.079	0.82
Vegetables	.072	.091	0.79
Soups	.010	.013	0.77
Coffee and Tea	.013	.018	0.72
Fruits	.047	.072	0.65
Other Dairy Products	.011	.017	0.65
Nuts and Seeds	.008	.014	0.57



Philip N Cohen [@familyunequal](#) · Jan 14

Replying to [@familyunequal](#)

Here, I took the data from the report and ordered the spending categories by SNAP/non-SNAP ratio. Result: Baby food [fns.usda.gov/sites/default/...](http://fns.usda.gov/sites/default/...)  
[pic.twitter.com/nBYI5lyBts](https://pic.twitter.com/nBYI5lyBts)

18

228

263



# HELP YOURSELF, HELP OTHERS

- Promote your work – that's your job
- Boost others, give credit, make referrals
- Praise, share, and amplify good journalism
- Promote junior scholars and students, people from underrepresented groups

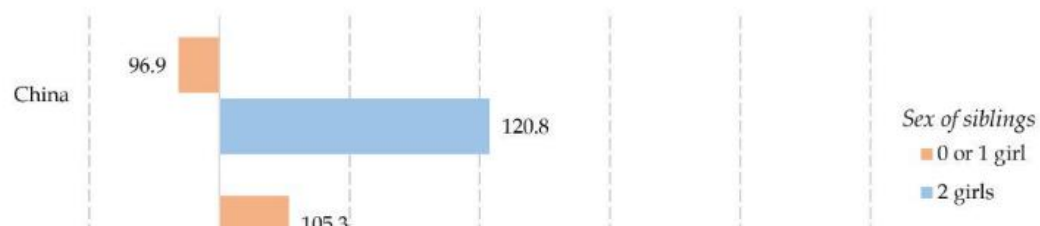


Philip N Cohen  @familyunequal · 17 Dec 2016

Is there sex selection among Asian immigrants in the US?

[familyinequality.wordpress.com/2016/12/17/is-...](http://familyinequality.wordpress.com/2016/12/17/is-...)

Sex ratios of US-born children ages 0-5 with two older siblings, by sex of siblings and parents place of birth, 2010-2015 (age adjusted)



Yue Qian

@yueqian\_soc

Following

Replying to @familyunequal

Almond did a similar study



**Son Preference and the Persistence of Culture: Evidence from...**

Preference for sons over daughters, evident in China's and South Asia's male sex ratios, is commonly rationalized by poverty and the need for old-age support. In this article we study South an...

[onlinelibrary.wiley.com](http://onlinelibrary.wiley.com)



Philip N Cohen  @familyunequal · 18 Dec 2016

Similar evidence from Canada, thanks @yueqian\_soc:

Yue Qian @yueqian\_soc

Replying to @familyunequal

Almond did a similar study [onlinelibrary.wiley.com/doi/10.1111/j....](http://onlinelibrary.wiley.com/doi/10.1111/j....)

# TAKE A STAND

- It's ok to express within-the-bounds opinions
- Take the high road, lower the stakes
- Don't hold grudges or make enemies unnecessarily



# PENTAGULATE: BE OPEN

