

PRB

INFORM  
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ADVANCE

# Tips and Tools for Communicating Demographic Research

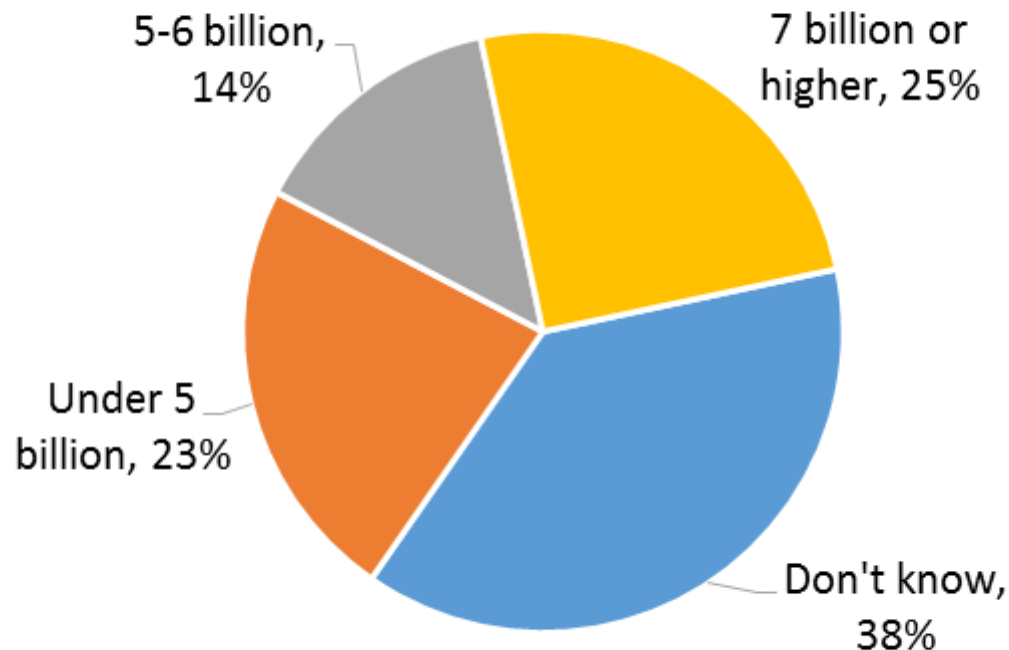
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POPULATION REFERENCE BUREAU | [www.prb.org](http://www.prb.org)

# Knowledge of Basic Population Trends and Concepts is Limited

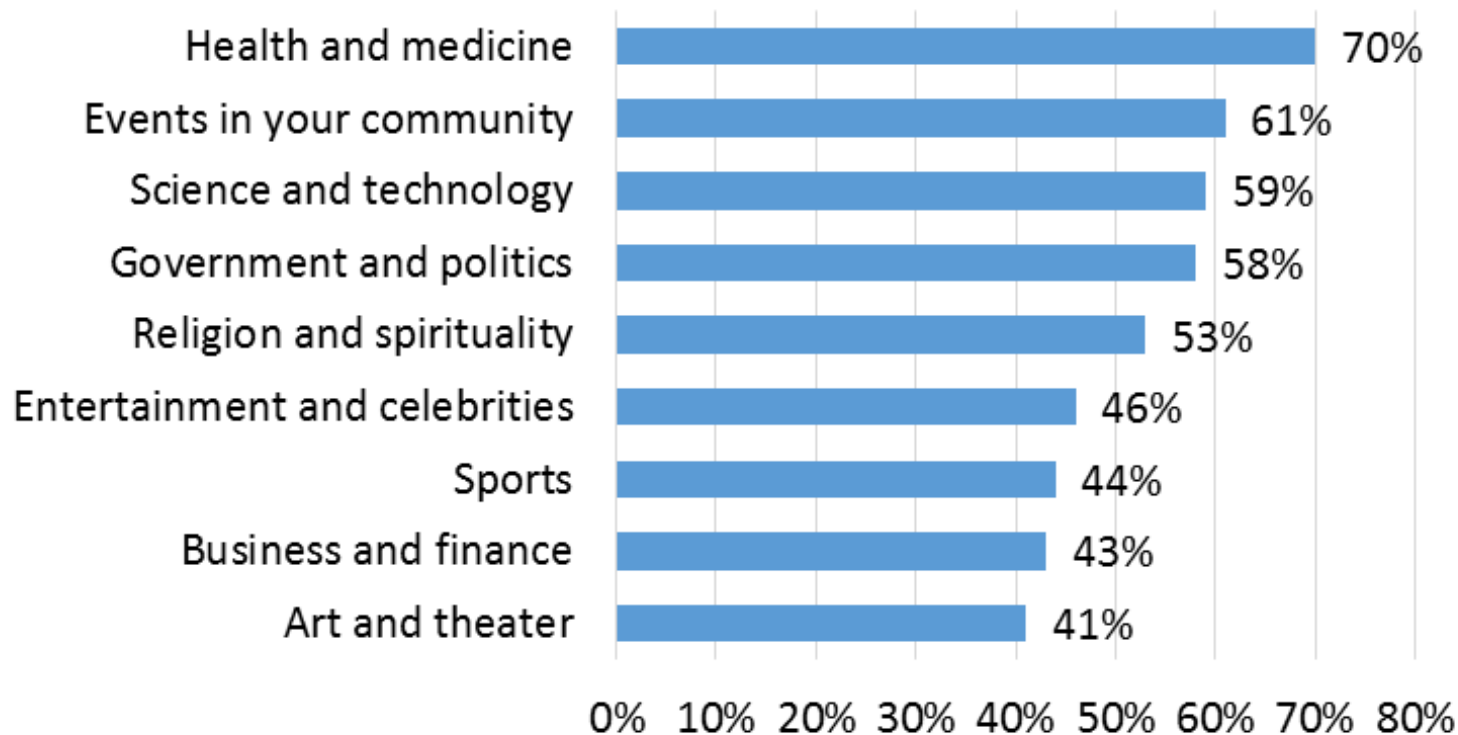
Give an Estimate of the World's Population



Source: RAND (2000), "How Americans View World Population Issues."

# Yet People Are Interested Learning More About Science, Health

U.S. Adults Saying They are Interested in Each Topic



Source: Pew Research Center (2015), "Public Interest in Science and Health Linked to Gender, Age and Personality."

# Not an Effective Dissemination Tool:

Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
1.17	0.88	1.18	0.90	1.08	0.89	1.07	0.91	1.11	0.90	1.14	0.89	1.12	0.90	1.16	0.92
0.08	0.17	0.03	0.17	0.03	0.17	0.03	0.18	0.03	0.17	0.03	0.17	0.03	0.17	— <sup>a</sup>	— <sup>a</sup>
0.51	0.50	0.45	0.50	0.43	0.49	0.43	0.50	0.45	0.50	0.46	0.50	0.44	0.50	1.00	0.00
0.06	0.23	0.06	0.24	0.07	0.26	0.08	0.26	0.07	0.25	0.06	0.25	0.07	0.25	— <sup>a</sup>	— <sup>a</sup>
0.01	0.11	0.02	0.13	0.03	0.16	0.04	0.19	0.03	0.16	0.02	0.14	0.02	0.15	— <sup>a</sup>	— <sup>a</sup>
0.18	0.39	0.18	0.39	0.16	0.37	0.15	0.36	0.16	0.37	0.17	0.38	0.17	0.38	— <sup>a</sup>	— <sup>a</sup>
0.07	0.25	0.08	0.27	0.10	0.30	0.11	0.31	0.09	0.29	0.08	0.28	0.09	0.29	— <sup>a</sup>	— <sup>a</sup>
0.00	0.07	0.01	0.08	0.01	0.10	0.01	0.11	0.01	0.09	0.01	0.09	0.01	0.09	— <sup>a</sup>	— <sup>a</sup>
0.00	0.04	0.04	0.18	0.06	0.24	0.03	0.18	0.04	0.19	0.04	0.19	0.05	0.22	— <sup>a</sup>	— <sup>a</sup>
0.11	0.31	0.11	0.31	0.10	0.30	0.10	0.30	0.10	0.31	0.10	0.31	0.10	0.31	— <sup>a</sup>	— <sup>a</sup>
0.03	0.18	0.03	0.16	0.01	0.11	0.02	0.12	0.02	0.14	0.02	0.15	0.02	0.14	— <sup>a</sup>	— <sup>a</sup>
1.29	5.56	1.81	7.54	1.43	4.80	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	1.53	6.01	1.60	6.14	2.06	5.31
0.46	0.50	0.44	0.50	0.45	0.50	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	0.45	0.50	0.44	0.50	0.24	0.43
0.34	0.47	0.31	0.46	0.32	0.47	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	0.32	0.47	0.31	0.46	0.39	0.49
0.21	0.40	0.26	0.44	0.23	0.42	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	— <sup>a</sup>	0.23	0.42	0.24	0.43	0.36	0.48

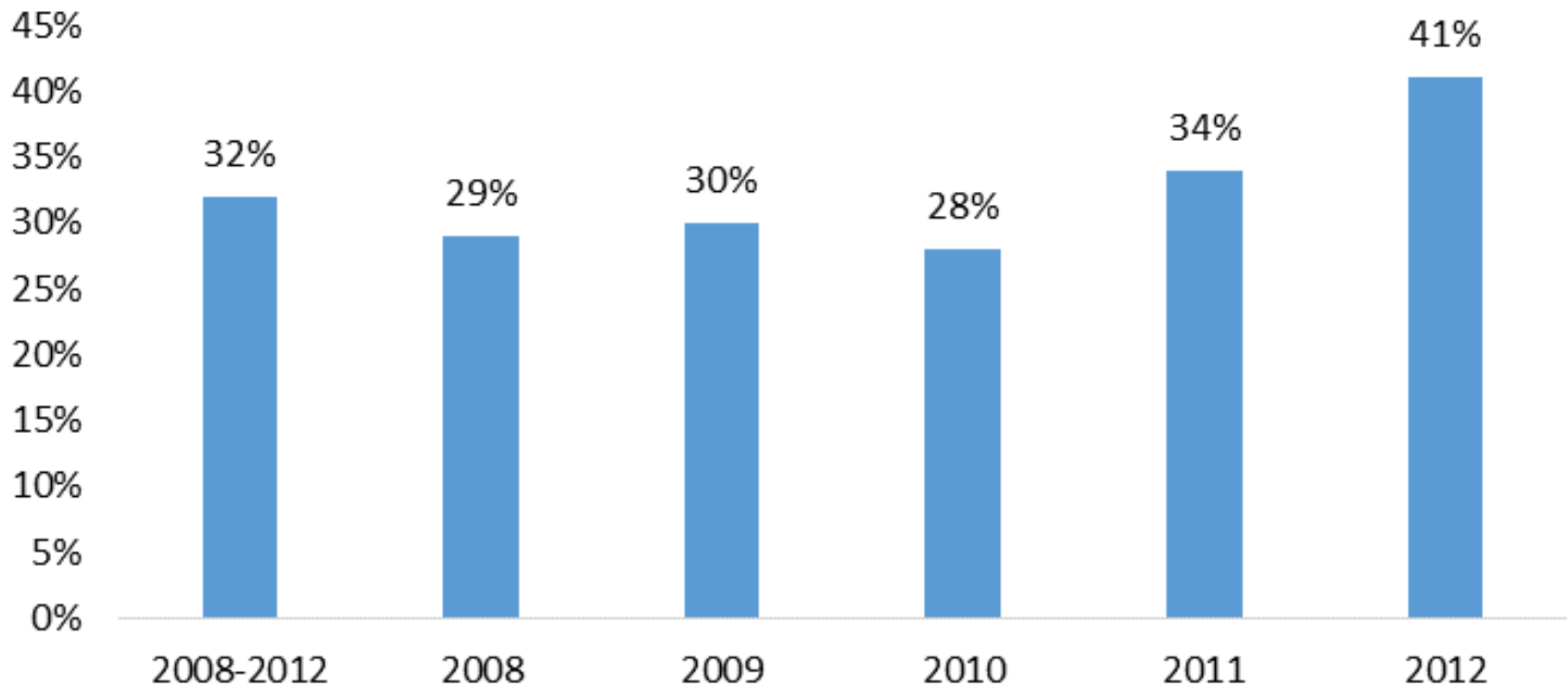


# Tips for Making Research Widely Available

- Don't lock up the content or findings
- Share results in different ways to reach a broader audience
- Make it visually appealing
- Be proactive and develop a dissemination plan from the outset

# Don't Lock Up Your Content

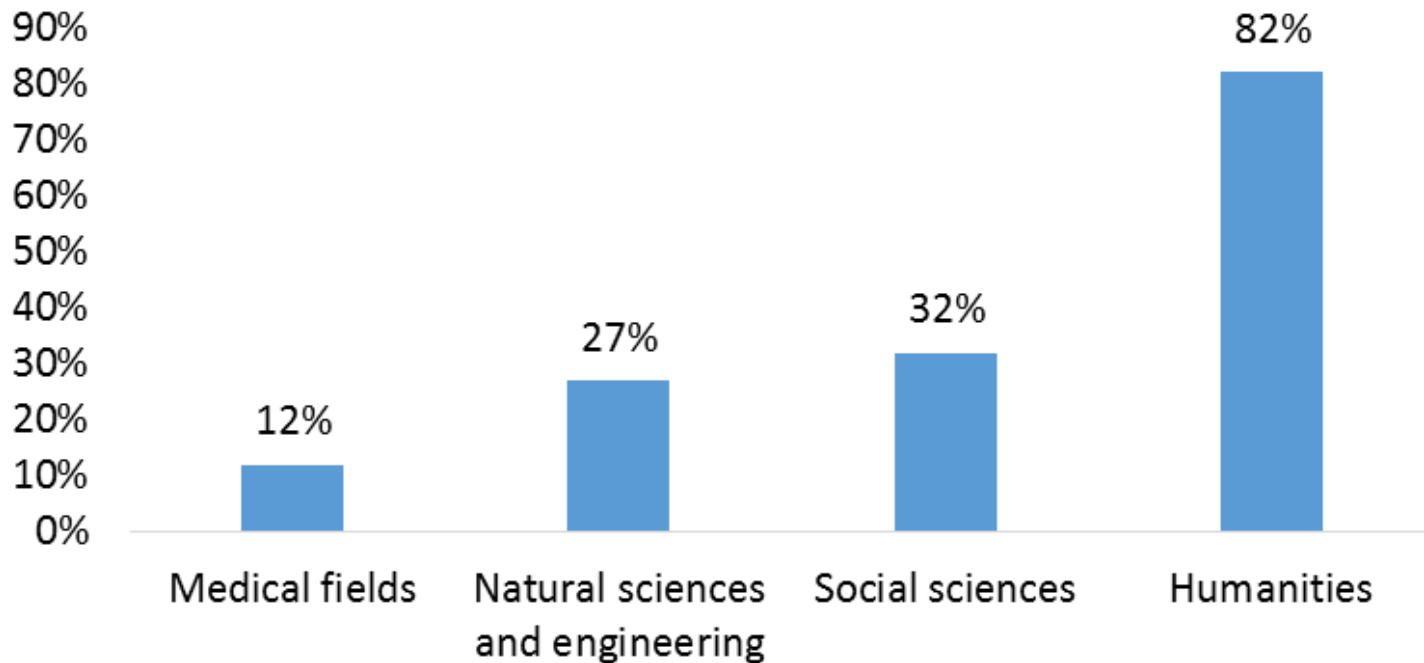
World Bank Reports with Zero Downloads, 2008-2012



Source: World Bank (2014), "Which World Bank Reports Are Widely Read?"

# Nearly One-Third of Social Science Articles Are Never Cited

Academic Journal Articles Never Cited, 1900-2007



Source: Vincent Larivière et al., (2009), "The Decline in the Concentration of Citations, 1900-2007," *Journal of the Association for Information Science and Technology*.



# PRB Recent Example

- PRB Collaboration with the Michigan Center on The Demography of Aging
  - Disseminate NIA-funded research
- Healthy aging in neighborhoods
  - Report
  - Web article
  - Infographic, visually appealing graphics
  - Social media outreach
  - Journalist outreach
  - Targeted email distribution list

# Today's Research on Aging

PROGRAM AND POLICY IMPLICATIONS | NO. 35 | FEBRUARY 2017



## How Neighborhoods Affect the Health and Well-Being of Older Americans

Most Americans say they want to age in place in their own communities, but their health and ability to remain independent is shaped in part by their neighborhoods. Research finds that the social, economic, demographic, and physical characteristics of communities may influence older residents' health and well-being.

# Today's Research on Aging: How Neighborhoods Affect the Health and Well-Being of Older Americans



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Most Americans say they want to age in place in their own communities, but their health and ability to remain independent is shaped in part by their neighborhoods. Research finds that the social, economic, demographic, and physical characteristics of communities may influence older residents' health and well-being.

# Consider Alternatives to Regression Coefficients

A Variety of Neighborhood Features Are Related to Healthy Aging In Place.

Neighborhood Features	Self-Rated Health	Physical Limitations	Cognitive Function	Heart Disease Risk	Obesity	Physical Activity
<i>Walkable</i> — More intersections sidewalks, and crosswalks; few cul-de-sacs or dead end streets; residents view walking in the neighborhood as pleasant and easy.	▲	▼			▼	
<i>Compact</i> — A diverse mix of residences and businesses (mixed land use) in walkable proximity.		▼		▼		▲
<i>Accessible</i> — Public transportation on the street, and/or barrier-free and well-maintained streets and sidewalks.		▼				▲
<i>Safe</i> — Residents consider their neighborhoods safe.		▼				▲
<i>Plentiful Resources</i> — Public transit on the street; community centers, parks, and libraries; well-maintained public spaces such as sidewalks.			▲			
<i>Healthy Air</i> — Low concentrations of fine particulate matter air pollution that can be inhaled and damage organs, including the brain.			▲			

Source: This table summarizes research on the relationship between neighborhood physical environment and health described in this report.

# Use Infographics to Present Key Findings Quickly and Clearly

NEIGHBORHOOD FEATURES PLAY A ROLE IN

## Healthy Aging in Place



# Shareable Infographics Can Help Broadcast Research Findings



PRB Retweeted



PRB @PRBdata · Feb 14

Sidewalks, community centers & parks can influence #health of older adults, supporting walking & socializing [ow.ly/bLjq308Yf2R](https://ow.ly/bLjq308Yf2R)



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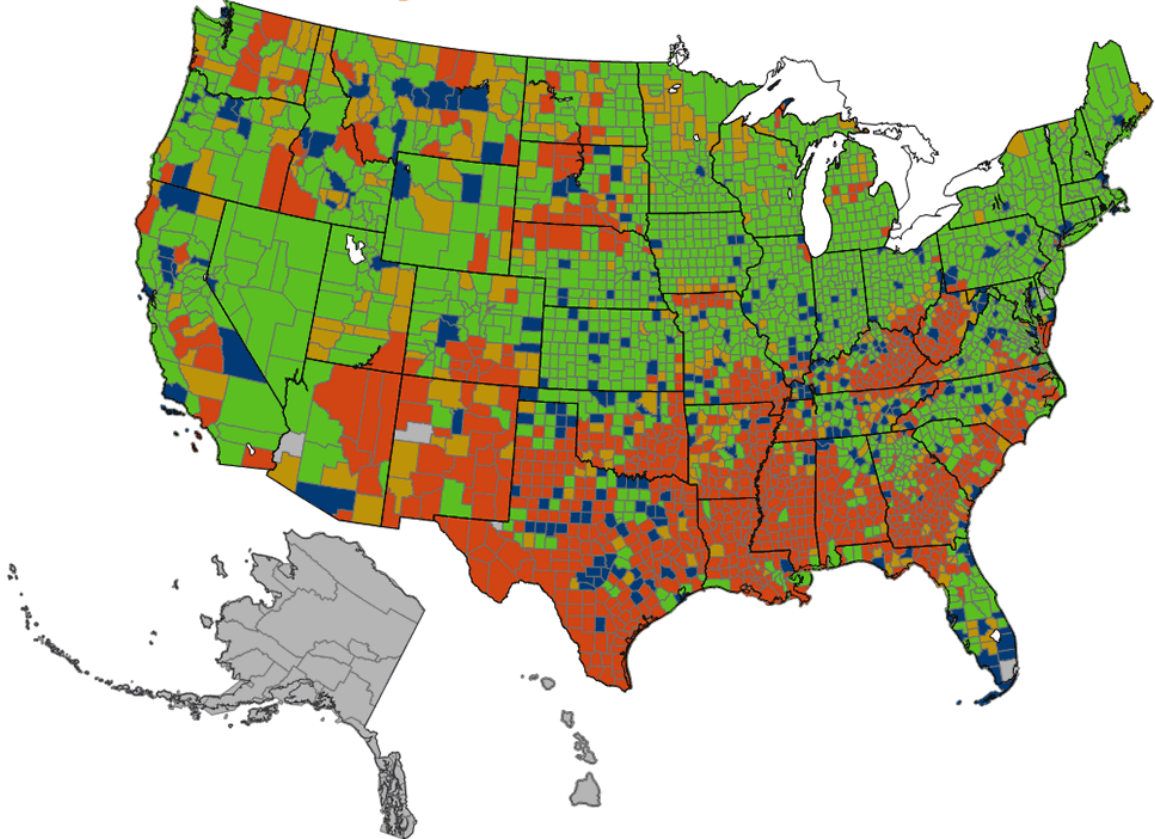
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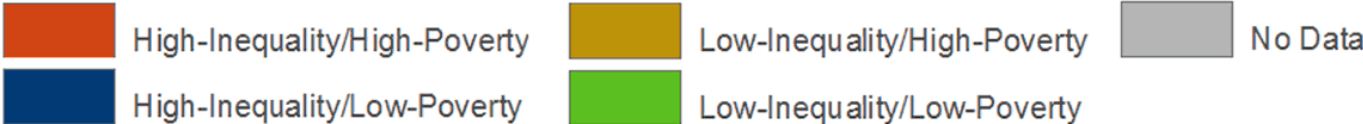
# Other Tools We Use at PRB

- Tableau
- Interactive maps and “what-if” scenarios
- Multimedia presentations
- Short video presentations

# Number of Counties With High Levels of Inequality and Poverty Has Increased Over Time



**Poverty and Inequality 1989**



Notes: High poverty rate is a poverty rate greater than 15.5 percent. High inequality is a Gini index greater than 0.43.

Sources: PRB analysis of data from the U.S. Census Bureau, Decennial Census and American Community Survey, and Arizona State University, GeoDa Center for Geospatial Analysis and Computation.



# Reach out to Trusted Journalists



# Challenges

- People are busy
- Policy implications may be unclear
- Topic may be very narrow
- Research is ongoing
- What is the incentive?

# Potential Benefits May Outweigh Costs

- Get broader exposure for your work
- Establish a feedback mechanism
- Develop relationships with a broader network, including journalists
- Develop communication tools to reach more students
- Help change the conversation around an issue that you care about

# Where to Start

- Look for resources and training opportunities
  - Visit PRB's CPIPR website (“Best Practices”)
- Seek out individuals who are doing this effectively
- Think about dissemination strategy when you start a project, not when you finish it
- Contact staff at your university's Public Information Office

# Thank You!

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