Comunicando
El IPM
Sabina Alkire, 5 Sept 2012
¿Por qué comunicar tu medida?

Es mejor pensar que la gente está escuchando.
Why communicate your measure at all?

Engage
- Engage others in understanding & reducing multidimensional poverty

Debate
- Stimulate national or international debates on poverty

Advocate
- Advocate poverty reduction based on technical analysis
Challenges and principles

Avoid complexity
Avoid jargon

When you can’t, explain, explain, explain

Humanity – care about poor people

Find the ‘memorable’ factoid
(“you won’t believe this but.....”)

Design memorable metaphors

Make it exciting & action-oriented
Starting points

Building blocks

Audience

Outputs & channels

Media

Curiosity
Building blocks: Clarify your aim

✓ **Goals**: What do we want to achieve?
  ✓ Internally?
  ✓ Locally, Regionally, or Nationally?
  ✓ Internationally?

✓ **Audience**: Who do we need to reach?

✓ **Channels**: How can we reach them?

✓ **Messages**: What are our messages?

✓ **Products**: What do we need to do to reach them?

✓ **Humility**: What is **realistic**, given our limitations?
Potential MPI audience

Inside trackers

General Public

2nd hand traders in ideas

• Academics
• Development policymakers
• Development practitioners
• Wider public
• Media
Possible outputs & channels

 ✓ Informes (académicos y políticos)
 ✓ Eventos (suyos y los plataformas de otros)
 ✓ E-newsletter o correo electrónico
 ✓ Sitio de Red y los medios sociales
 ✓ La prensa
Messages ~ What won’t work

‘Research university sets up research programme’

‘New institute holds launch event’

Academic gives lecture
Diversidad de los medios de comunicación

Tipos

• Print vs. broadcast
• ‘Viejo’ vs. ‘Nuevo’ (=digital e.g. YouTube, Facebook, Twitter)
• Blogosphere
• Local/nacional/regional/trans nacional
• Noticias vs. entertainment
• Mainstream vs. niche
Tacticas

Aviso de Prensa
Eventos
Entrevistas
Comentario de Expertos
Carta de opinion
### Usa la palabra más simple que pueda

**NO** | **YES**
---|---
permit | let
purchase | buy
persons | people
exit | way out
demonstrate | show
violate | break
approximately | about
following | after
sufficient | enough
manufacture | make
establish | set up
expenditure | spending
participate | take part
utilise | use

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**WHY ENGLISH IS HARD TO LEARN**

We’ll begin with *box*; the plural is *boxes*,
But the plural of *ox* is *oxen*, not *axes*.
One fowl is a *goose*, and two are called *geese*,
Yet the plural of *moose* is never called *meese*.

You may find a lone *mouse* or a house full of *mice*;
But the plural of *house* is *houses*, not *hice*.
The plural of *man* is always *men*,
But the plural of *pan* is never *pen*.

If I speak of a *foot*, and you show me two *feet*,
And I give you a *book*, would a pair be a *beek*?
If one is a *tooth* and a whole set are *teeth*,
Why shouldn’t two *booths* be called *beeth*?

If the singular’s *this* and the plural is *these*,
Should the plural of *kiss* be ever called *keese*?

We speak of a *brother* and also of *brethren*,
But though we say *mother*, we never say *methren*.
Then the masculine pronouns are *he*, *his*, and *him*;
But imagine the feminine . . . *she*, *shis*, and *shim*!

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- Anonymous
Sugerencias

✓ Hagase un plan de comunicaciones (en serio)
✓ Segurar que tu jefe apoya el plan
✓ Busca entrenamiento profesional en comunicaciones
✓ Conoce a periodistas y colegas que entiendan la prensa
✓ **KISS!** [Keep It Simple, Stupid]
Como investigadores, que hacemos?

Vemos que es de modo y relevante.

Leemos los periódicos

Miramos diálogos políticos

Pensamos ‘que contribuye la medición’ desde la perspectiva de una persona pobre.

Entendemos la medición según los que la usan

Hagamos ‘factoids’

Y metáforas

Experimentamos: que tiene éxito??
Buscando ‘factoids’

Por ejemplo – lo más pobre
Por ejemplo – India vs Africa
Por ejemplo – IPM en países de ingreso medio
Por ejemplo – PIB per capita vs MPI

“Como los despierto????”
A wealth of data

A useful new way to capture the many aspects of poverty

Jul 25th 2010 | from the print edition

WHAT IS poor? Most involves not having enough—questions—
Perhaps the biggest problems. From Oxford

Search for in All Fields

The Lancet, Volume 376, Issue 9737, Page 206, 24 July 2010
doi:10.1016/S0140-6736(10)61125-7 Cite or Link Using DOI

Poverty index: who is the poorest of them all?

The Lancet

In a working paper by the Oxford Poverty and Human Development Initiative, Oxford, UK, this month, Sabine Akire and Maria Emma Santos present a new poverty index (MPI). This includes nutrition, education (years of schooling), housing, cooking fuel, assets, and health.

'Better poor' in India than Africa

13 July 2010 Last updated at 06:18

'More poor' in India than Africa

Eight Indian states account for more poor people than in the 26 poorest African countries combined, a new measure of global poverty has found.
Buscando ‘factoids’

Empieza de una idea o una lucha controversial

• ODMs contan los países no las personas
• Crecimiento no reduce siempre la pobreza no-monetaria.

O una pregunta:

• Hay más $1.25/día pobres en países de ingreso medio – igual por IMP?
Buscando ‘factoids’
Become very Curious about your results

Juega con la data.
Encuentre comparaciones que son inesperadas
Make sure factoids are 100% accurate and academically defensible.
Let’s compare Pakistan with Niger, our poorest country.

In Niger, 93% of people are poor, and they are on average deprived in 69.4% of deprivations. **No relation, right?**
Let’s look more closely

Niger is home to 13.4 million MPI poor.

Intensity = 69%.
Pakistan... the Bad News.

Pakistan is home to 82.7 million MPI poor people.

15.5 million of these people are each deprived in 70% or more of the MPI dimensions.

Pakistan has a community like Niger inside of it.

Niger is home to 13.4 million MPI poor.

Intensity = 69%.
Design Metaphors

**Fact:** They are less passionate about measurement.

**Fact:** They are less worried by details.

**Fact:** A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…
Design Metaphors

**Fact:** They are less passionate about measurement.

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**Fact:** A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…

You can zoom in.
Design Metaphors

**Fact:** They are less passionate about measurement.

**Fact:** They are less worried by details.

**Fact:** A catching image is remembered & repeated.

The MPI is like a High Resolution Lens...

You can zoom in and see more.
Design Metaphors

Headcount tells us which people are poor.
Design Metaphors

Headcount tells us which people are poor.

MPI also shows how people are poor.
Design Metaphors

The MPI...
Design Metaphors

The MPI...

can be unfolded and folded in different ways....

so you see how it’s made...

and how it can be changed.
And what about Normative issues?

What were the most common questions for MPI?

1. Why these dimensions
2. Why these indicators
3. Why *not* these (better) indicators
4. Why these weights
5. Why these cutoffs
Anticipate and prepare for questions

(memorize or make on a sheet)

Explanation of key ideas
Joint Distribution
Intensity
Normative justifications

Statistical Justifications
Comms tips
(OPHI’s former Research Comms Officer)

✓ Make a **Communications plan** (seriously)
✓ Ensure plan has the genuine **support** of your Boss
✓ Seek **professional comms training**/bring in professional comms expertise
✓ Get to know **journalists** and **media-savvy colleagues**
✓ **KISS!** [Keep It Simple, Stupid]