



Blog, tweet, share, open, succeed

PHILIP N. COHEN • philipncohen.com • [@familyunequal](https://twitter.com/familyunequal) • pnc@umd.edu

For presentation at the Council on Contemporary Families, March 2018

ONE AUDIENCE: A NETWORK

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



*DRAFT: Please do not quote or
cite without permission*

This is over.

BE USEFUL: YOU'RE AN EXPERT

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

Hey Philip, first wanted to say that I've been following your tweets on a demographers list for a long time, and that I appreciate your critical reading of my work

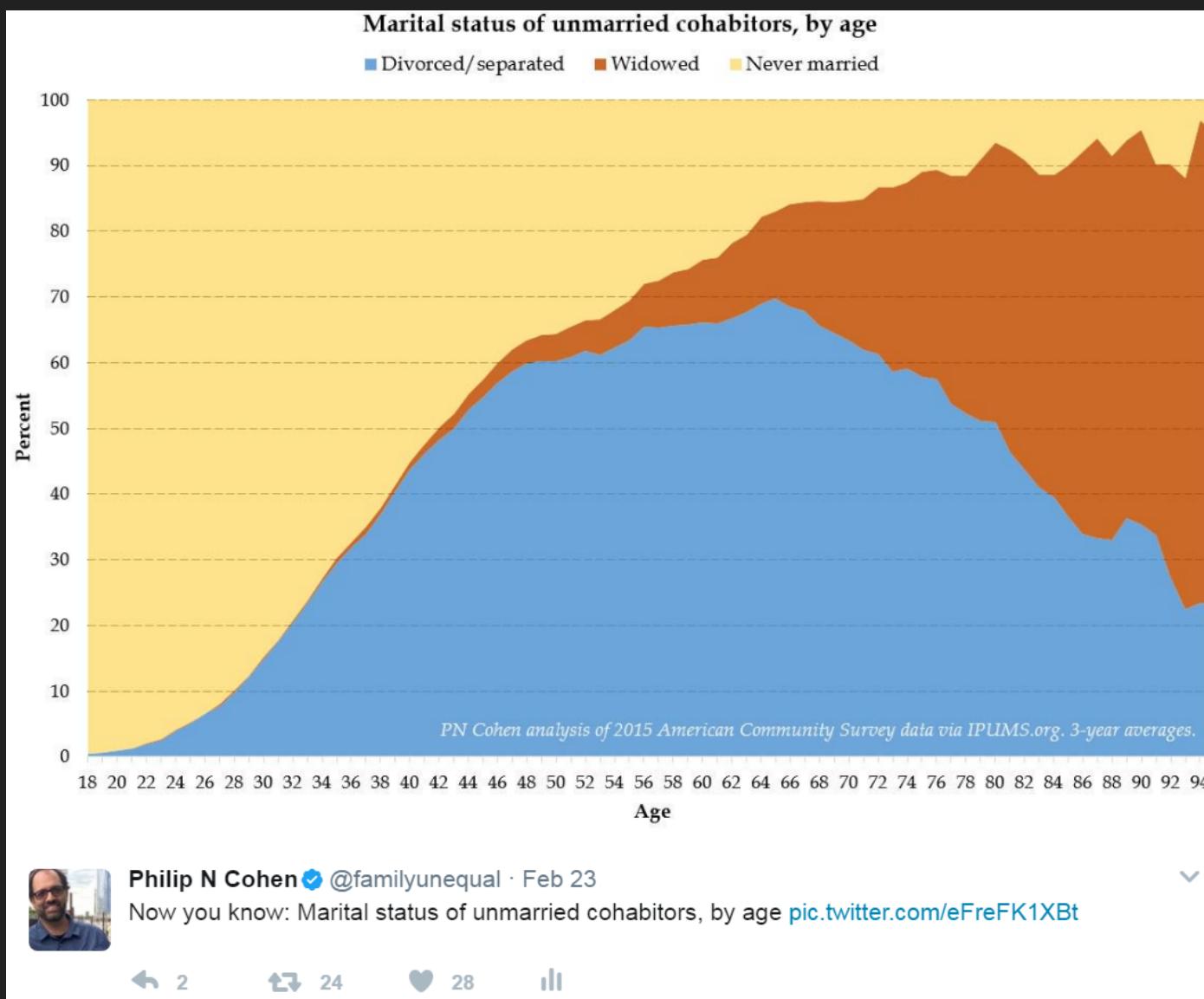
28 Jul 2016

Second, why do you think your finding re: divorce rate is so different from what Wolfers's is quoted as in that NYT piece?

28 Jul 2016

Hi - thanks - I'm very glad to see real research being written up, so please don't take my intention to be negative. I'm looking at the Wolfers/SIPP thing to see if I can figure it out. Lemme get back to you.

28 Jul 2016 ✓





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...

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

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



Yue Qian  @yueqian_soc

Following

Replying to @familyunequal

Almond did a similar study

 Son Preference and the Persistence of Culture: Evidence from South Asia
 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 Asia...
onlinelibrary.wiley.com/doi/10.1111/j....

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....

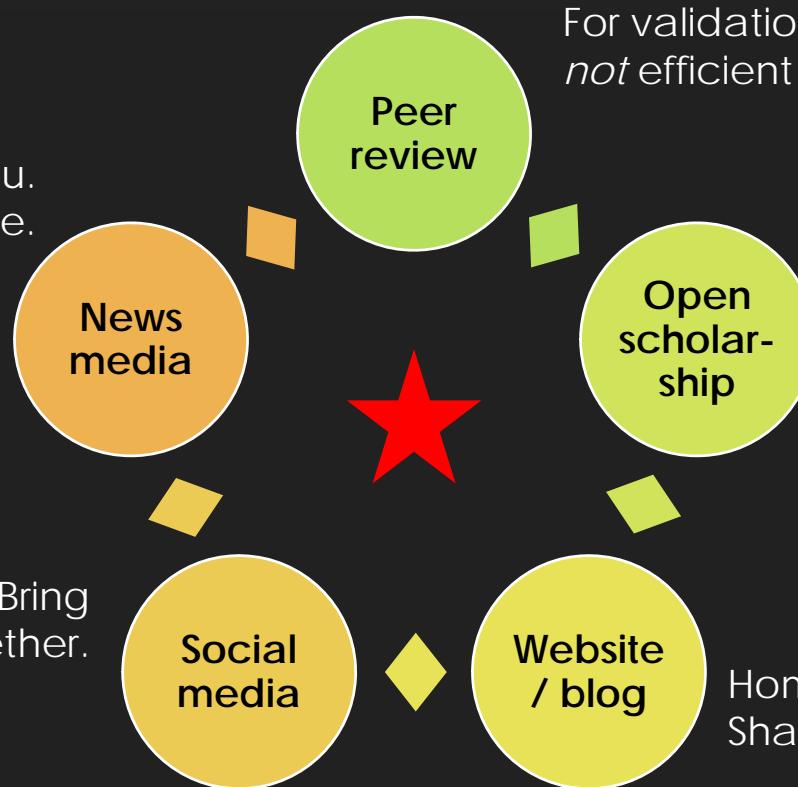
TAKE A STAND

- 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

Help them help you.
Play the long game.

Widen the circle. Bring
the network together.



For validation, legitimacy, status:
not efficient for communicating.

Be accountable,
collaborative, and
efficient. Share data and
code. Post working
papers and postprints on
SocArXiv (etc.)

Home for official news.
Shape your message