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Biography:

Graphic and information designer, Consultant at the Centre for Advanced Studies in Design, Lecturer at Universidad Popular Autónoma del Estado de Puebla; Philosophy student

Achieving a Higher Socioeconomic Level – information design that helps people understand how to do it

Co-presentation with María Gonzáles de Cossío

Abstract:

One of the most important survey agencies in Mexico was contracted by a private research centre, called Centro de Estudios Espinosa Yglesias (CEEY) to build the first social mobility statistics in the country. Social mobility is defined as the easiness with which a person can climb to a higher level in the socio economic ladder, or step down to a lower socioeconomic level in a given society. One of CEEY's aims is to offer specialists from a variety of disciplines valuable and unique data to study the socio economic evolution of the Mexican population. CEEY also wants to position social mobility as an important issue in the national social agenda.

The agency worked on a sample of 7,288 effective interviews developed throughout the country, with statistically significant representation of all strata of the Mexican society. A large number of variables were captured to know how society has been moving in the last forty years. These numbers depict the interaction among variables such as age, education, migration, intergenerational movement, women status, income level from different generations, etcetera.

Our information design study offers ways to help people from different socioeconomic levels and educational backgrounds understand some of these complex issues, so that they can have insights on which changes in their lives can make a difference; in other words, which variables are significant in order to move from one quintile of the population to a higher one.

The information design project involves the different paths that people from various quintiles can take and how their decisions and opportunities can produce different results. The study focuses mainly on education as one of the pivots to reach a higher socio economic level.