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## Global poverty trends

TL;DR report: This follow-up report examines HubSpot content trends data with a lens on geography. We will destroy content, videos and search preferences in the United States, Germany, Colombia and Mexico. Spoiler: The video content is very popular, especially in Latin America. Content table (6 minutes reading) Our 2017 consumer trends survey was launched in 3 major regions and explored consumer content preferences. Our results have outlined that: This follow-up report breaks the answers in the United States, Germany, Colombia and Mexico, which we will refer to as Latin America in the report. Video around the globe Our previous relationship has established a very strong preference for video, especially from a brand or business. Do you want this chart? Click to download. Geographically, Latin American consumers were more enthusiastic than video and social than in the United States and the United Kingdom. They are also less likely to want email content than their peers. Do you want this chart? Click to download. Overall, brand video content is the most memorable type of brand content, but there are some surprising differences in preference in all regions. The video is enormously memorable for Latin American consumers, while German consumers indicate photo-based content is more memorable. Do you want this chart? Click to download. When it comes to general advertising, most in the United States and Germany strongly prefer image-based ads. Strictly, the video is so popular in Latin America that video-based ads rank higher against the image and text-based ads. This is a big difference from the United States and Germany, where video ads are seen as a kind of advertising particularly maybe if the online video ads follow the preferred formula of being fun, fun, or informative, the medium will win over multiple viewers of consumption (just make sure they are not autoplaying.) do you want this chart? click to download. where consumers go to see the videos unknowingly, youtube is the popular channel for general video. Facebook makes a strong exhibition, especially among Latin American and American respondents. The Facebook pin for a multimedia company has made a serious advantage on YouTube. However, the recent Facebook ad that places attention on content shared by friends and family over brands will make distribution and reach much more difficult for marketers. Since brand pages will be underlined, noteworthy brand videos can be one of the few types of brand content that has the potential to be shared mass by users. But the video must be worth sharing and commenting. Do you want this chart? Click to download. What types of video content are the most popular? People around the world want fun, fun and informative content. The educational aspect is surprisingly popular -- 61% of the interviewed consumers want to learn something from the videos they see on social media. Do you want this chart? Click to download. Popular content channels: Google, Facebook and Amazon Factor Where can people find stories online? Google and Facebook are now head to head for content discovery. As noted in the first report of this series, the discovery of content on Facebook is very different from the discovery on Google. When using Google for content, you must have an idea of the topic or object they are looking for. The Facebook feed allows passive discovery of content, products and brands. As a result, optimizing Facebook content is very different from optimizing content for search engines. Do you want this chart? Click to download. When it comes to research with the intent to purchase, official business websites continue to be critically important to consumers, especially in Latin America. Review websites do not seem to consider how highly in Germany, nor do they from friends and colleagues. In particular, Amazon is very popular for American consumers -- surpasses business websites, review sites and recommendations from friends or colleagues. Do you want this chart? Click to download. The first mobile regions are a great test field for messaging. Finally, mobile devices dictate the type of content that people seek daily. How more to use phones like their main internet device, preference for videos, social content and messaging based interactions will continue to grow. Most Latin American respondents are mobile before, and their preferences can be exploited by marketers trying to experiment. Do you want this chart? Click to download. Companies interested in using messaging services will find an impatient interest in Latin America. Many companies wonder if the chat should be used up, center or bottom of fun activities. Organizations that sell to Latin American countries should experience cases of messaging use because the Latin American public is more open to using messaging platforms to interact with companies. Now it's time to try different cases of use in the region to discover the best practices that can be applied to other geographies. Do you want this chart? Click to download. HubSpot Research conducted an online survey using a general group of adult online consumers through Survey Sampling International. 3,010 interviewed by the United States, Germany, Colombia and Mexico make up the sample. The survey was available in English, German and Spanish and took place in June 2017. This report contains links to HubSpot content, products and services. Originally published 7 Feb 2018 8:00 AM, updated 11 December 2019 From 2002 to 2013, global poverty declined at breaking speed. The number of people in extreme poverty, according to the World Bank, fell from about 1.6 billion to 800 million over that time, even when the world population grew. According to a new figure of the World Bank, progress seems to slow down. From 2013 to 2015, the last year with a final estimate, poverty fell only at a rate of 36 million a year -- half of the rate of the previous decade. The decline is mostly the result of persistent poverty in some countries of sub-Saharan Africa. According to a report recently published by the Gates Foundation, almost half of all people in extreme poverty will live in the Democratic Republic of the Congo and Nigeria in 2050. World Bank President Jim Yong Kim has asked for more investment in education in the region to support efforts to eradicate poverty. Introduced for the first time in Osaka at the end of the 1970s, capsule hotels were conceived as a solution to a growing problem in Japanese shopping centers. The "salarymen" -- white-collar workers who spent their days struggling in the office and their nights drinking in izakayas -- need a place to spend hours between and buy a clean shirt before starting the cycle again every day. For the same price as a long train trip to their homes on the outskirts, they could instead slide their tired bodies into a personal pod, complete with TV and alarm clock, a few minutes from calling it a night. It wasn't fascinating, but it worked. Ten years later, capsule hotel (also known as hotel pod) are enjoying a new wave of popularity, thanks to openings in Taipei, Kuala Lumpur, Singapore, and also on the island of resort of Bali. Instead of the naked-bone aesthetics and a sleep-from-then-get-out atmosphere that is found in the classic capsule hotels, new chains are embracing the interior design that attracts travellers digitally connected and style-savvy from around the world. Take, for example, the nine hours of Kyoto, with an elegant, black and white interior would expect to see in an intergalactic spaceship rather than a hotel in the center of a city known for its temples and natural beauty. The Capsule by Container Hotel in Kuala Lumpur is just as fresh, apparently furnished by ideas torn from a tabchic" pinterest. capable of rio de janeiro, the first capsule hotel in South America, is the product of a non-profit art space with the mission of attracting "artists and thinkers" to explore alternative to the traditional hotel room. Tokyo is also not immune to the trend: Nadeshiko, a female capsule hotel that debuted this spring in Shibuya brings the option of male accommodation for women (with the sweet free kimono usage bonus). All in all, capsules are filling a gap in the hospitality industry: with more people traveling more often, these honeycomb hotels popping up all boxes for location, convenience and style without compromising too much on privacy. As Japan Plans to double its tourists by 2020 Close hotels naturally found houses at international airports. The U.K. Yotel chain operates the London Heathrow and Gatwick airports and Amsterdam-Schiphol and Paris-Charles de Gaulle airports. Japan's First Cabin chain, with the size of the rooms nicknamed "First Class" and "Business Class", was opened in Osaka in 2008, expanded to Tokyo-Haneda airport in 2012, and now boasts eight locations across the country. The Nai Bai International Airport in Hanoi, Vietnam also jumped on the trend, debuting "SleepPods" within the terminal, with free WiFi, snacks and a free guide to Vietnam. Next on the map for capsule hotel is Europe, and specifically Paris. The architecture studio MenoMenoPiu presented a concept called "EauBERGE", inspired by the shapes of the librai huts along the Seine River. The City of Light recorded a huge 22.4 million arrivals at the hotel in 2014. Surely there is room for a proof of a small hotel trend from Japan? More by Condé Nast Traveler: Hot List: The best new hotels in the world The 50 most beautiful cities in the world The 20 most beautiful university campuses in America The most colorful cities in the world This course is part of the MITx MicroMasters program in Data, Economics and Development Policy (DEDP). To sign up for the MicroMasters track or formore about this program and how it integrates with the MIT Master program in DEDP, please the micromasters portal. This is a course for those who are interested in the challenge posed by massive and persistent world poverty, and they are hoped that economists will have something useful to say about this challenge. the questions we will take include: extreme poverty is a thing of the past? What is economic life like when you live under a dollar a day? Are the poor always hungry? How do we get schools to work for poor citizens? How do we treat the weight of the disease? Is microfinance invaluable or overrated? without ownership rights, is life destined to be "nasty, brutish and short?" should we leave economic development to the market? Should we leave economic development to non-governmental organizations (ong)? foreign aid help or hinder? Where is the best place to intervene? and many others. at the end of this course, you should have a common sense of the key questions asked by scholars interested in poverty today, and we hope also some answers. preview of the course: the previews of our course are intended to give potential students the opportunity to obtain a taste of the content and exercises that will be covered in each course. if you are new to these subjects, or eager to update your memory, each preview of the course also includes some available resources. These resources can also be useful for reference during the semester. a 60% or higher score in the previews of the course indicates that you are ready to take the course, while a score below 60% indicates that you should further review the covered concepts before starting the course. Please use this link to access the preview of the course, to identify and analyze some of the main causes of subdevelopment using economic principles to understand unique constraints and business exchanges the poor face when taking how to interpret the results of empirical research that assesses the effectiveness of strategies, policies and anti-poverty interventions (including the forces and weaknesses of research) basic understanding of various econometric tools used in development research, which will provide the basis for participating in more technical courses in development economics 14.73x - The challenges of Global Poverty Week One: Introduction & Poverty Trap and Experiences Week Two: Food Week Three: Health Week Four: Education Week Five: Family Week Six: Week of Risk and Insurance Seven: Credit Week Otto: Save Nine: Entrepreneurship Week 10: Institutions and conclusions Unfortunately, students residing in one or more of the following countries or regions will not be able to register for this course: Iran, Cuba and the Crimean region of Ukraine. While eX has searched for licenses from the U.S. Office of Foreign Asset Control (OFAC) to offer our courses to students in these countries and regions, the licenses we received are not large enough to allow us to offer this course in all positions. And here. It is truly regretted that the sanctions of the United States prevent us from offering all our courses to all, no matter where they live. This story appears in the April 2001 issue of the Entrepreneurs Start-Ups magazine. Businesses looking for export assistance can find what they want with these new online resources: Now there is a place where you can receive all the benefits of a commercial mission but none of the costs. Go to BuyUSA.com, a virtual exhibition where US and foreign entrepreneurs can list business information, services and logos that are lost by international companies and establish a link with their businesses' Websites. The annual subscription fee is \$300, and you have the option to add your own online catalog for \$600 for the first year and \$475 each year. Companies can also pay an additional fee to get exposure to real fairs whenare U.S. officials in the presence. The computer terminals that display the company's website are set in events, and the fee varies depending on the occasion. Regional partnership for enterprises, an enterpriserve the Newark, New Jersey, region, has created njexports.com, a website that aims to connect New Jersey business owners who export products or services with foreign buyers. Business owners can list contact information and SIC codes for free; they can also link the list to their paid Web Sites activity yet to be determined. The New York U.S Export Assistance Center website publishes answers to frequently asked questions and enables companies in New York and New Jersey to download export documents for free. They can also send requests and search for information about countries, industries and companies. The site is developed jointly by the U.S. Commercial Service of the US Department of Commerce, the U.S. Export/Import Bank and the SBA Bank. In the United States, we think about polio as a disease that ended with children in the generation of the baby boomer. The vaccine was invented in 1952, and the disease was completely eradicated in this country by 1979. Not knowing much about the subject, I thought polio had gone around the world when I met a young man whose leg was amputated and asked him what happened to him. I had been in rural Bangladesh at the time, traveling as a student researcher graduate, and the man was a rare village talking English (his disability gave him more time to pursue education.) He was curious about me, and I was curious about him. But I was shocked enough by his answer: polio. Thanks to enormous efforts in vaccination and education, the World Health Organization declared Southeast Asia officially polio-free this week. Bangladesh had succeeded in this milestone about seven years ago, and India had been the last 11 countries in the region with reported cases. Now after three years without a new case, and the rest of the region can be marked in the column "success" of the battle of eradication -- a significant result in what was a public health campaign for decades of resources, world health declared without Southeast Asian polio. However, 60 years after the invention of the vaccine, global polio eradication is not enough at hand. Eighty percent of the world population lives in certified and polio-free regions, but new cases still occur in countries where they did not appear in more than a decade, while others, including Nigeria, Pakistan and Afghanistan, still had dozens of cases in 2013. Many times, these are in conflicting nations that have weak infrastructure. Syria, in particular, had a recent outbreak of polio after having had cases in the nation for 14 years. As of March 2014, 37 polio cases in Syria had been reported-25 by the government's health ministry and 12 cases in disputed areas not in official figures. Last week, a new case broke out in Iraq that is linked to the epidemic of Syria. Some researchers are concerned that the regional epidemic can spread in Europe. This should be a lesson in the United States, where we are generally unlikely to meet someone like the gentleman I met in Bangladesh who shows us the dangers of these first-hand diseases. Perhaps we are not very worried about polio, but another completely preventable disease - the measles - is coming back here because of increasing ranks of parents who refuse to vaccinate their children. The spread of the infection was eliminated in the United States in 2000, but last year saw a great rebirth of cases (189 cases) caused by focolai in places like California and New York City, and the CDC says that the number of annual cases has been steadily increasing in recent years. Most people who are infected with the disease "highly contagious", and most people who are not evacuated are the result of "philosophical differences" with the measles, mumps and rubella shot. The measles, like polio, is in all over the world. The United States should not become a last refuge for the virus. Unlike places devastated by war and poor places like Syria and Afghanistan, there is really no excuse. Sorry. Sorry.

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