UNDERSTANDING SALIENT INEQUALITY IN LONDON

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Research questions

1. What does economic inequality look like?
2. Which parts of London are characterised by salient inequality?
3. What are the consequences of salient inequality?

Motivation

- Existing analysis of economic inequality lacks:
    1. <u>Granularity</u>; focus on country- or regional-level (when local contexts matter)
    2. <u>Diversity</u>; focus on income inequality (which is typically unobservable)
- Existing research suggests visual, salient manifestations of economic inequality are important drivers of behaviour and emotion (Decelles and Norton, 2016; Sands, 2017)
- This project examines <u>granular</u>, <u>observable</u> manifestations of economic inequality and their consequences in London

What does economic inequality look like?

- Pilot study: 195 participants recruited online and asked to categorise various images
- Most people agreed that two types of visual contrasts were salient:
    1. Between people
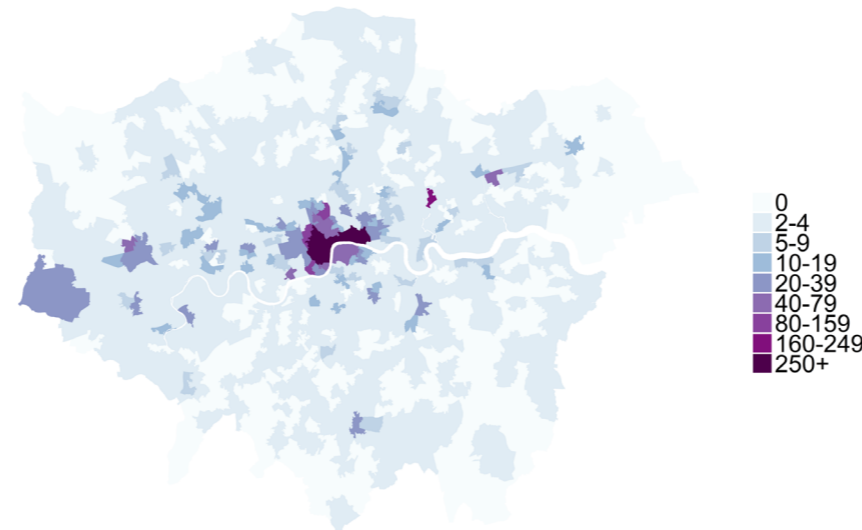   2. Between places

Which parts of London are characterised by salient inequality between 1) people and 2) places?

Utilising data which gets at salient inequality in local areas through the use of measures which capture the:

1. Prevalence of rough sleepers
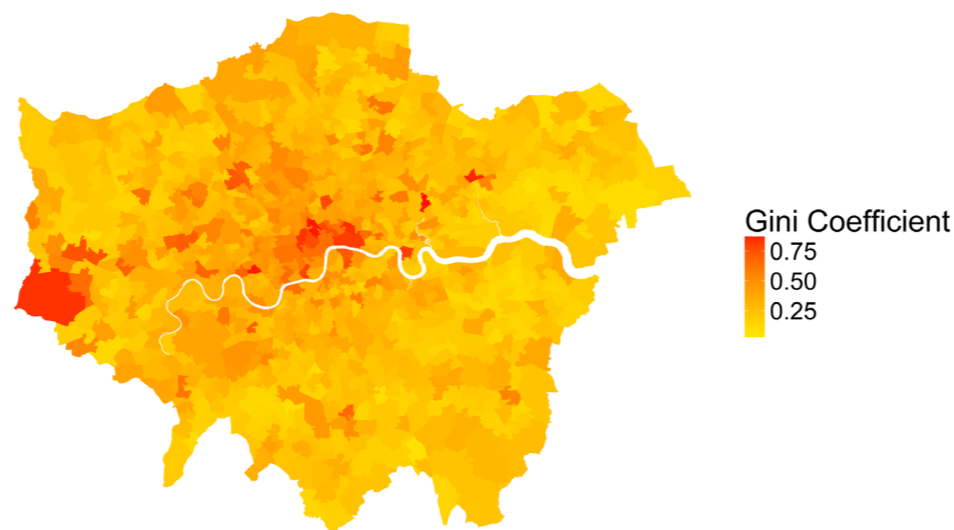2. Inequality of housing values

Maps of salient inequality are constructed.

Rough sleepers in London
Quarterly average per MSOA, 2017

Legend:
0
2-4
5-9
10-19
20-39
40-79
80-159
160-249
250+

Data from CHAIN

London Housing Value Inequality
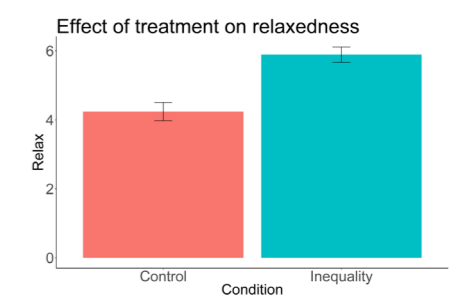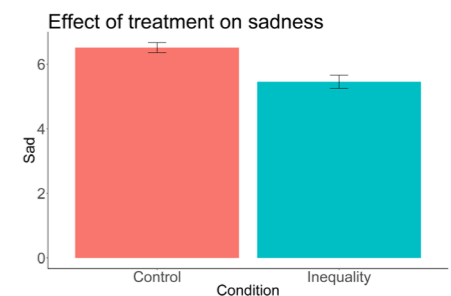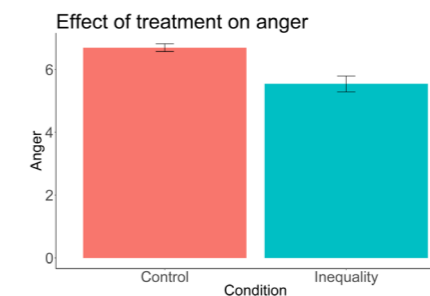Gini Coefficient by MSOA, 2017

Gini Coefficient
0.75
0.50
0.25

Data from Land Registry

What are the consequences of salient inequality?

- Experiment conducted (n = 805) to assess the impact of inequality on individual behaviour and attitudes
- Two conditions, using photoshop:

- Measure emotional response using Discrete Emotions Questionnaire (Harmon-Jones et al., 2016)
- Find significant and substantive negative response to observed inequality (1 = "extremely", 7 = "not at all")

Areas of further research:

- Combining features into a Salient Inequality Index
- Empirical analysis of the relationship between local, salient inequality and outcomes:
    1. Neighbourhood-level: e.g. crime rates
    2. Individual-level: e.g. subjective wellbeing

Please get in touch! J.suss@lse.ac.uk