



# MKTG127

## Demographic Fundamentals

S2 Day 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit will introduce students to the study of demography and provide a platform of knowledge and skills for further studies in this field. The objective is to introduce students to the analysis of changes in population size and composition. The general patterns of fertility, mortality and migration in Australia and other countries will be described, and their implications for population size and composition will also be outlined. The main source of demographic data and the main techniques for analysing population change will be introduced. Practical applications of demography in the public sector and the private sector will be discussed.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate an ability to define and explain basic demographic concepts;

Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;

Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);

Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;

Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;

Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## Assessment Tasks

| Name                                                  | Weighting | Due             |
|-------------------------------------------------------|-----------|-----------------|
| <a href="#"><u>Assignment 1 and Participation</u></a> | 25%       | Week 4 & 6      |
| <a href="#"><u>Class Test</u></a>                     | 10%       | Week 7          |
| <a href="#"><u>Assignment 2 and Participation</u></a> | 25%       | Week 11         |
| <a href="#"><u>Final Exam</u></a>                     | 40%       | Final Exam date |

### Assignment 1 and Participation

Due: **Week 4 & 6**

Weighting: **25%**

This assignment is designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in Week 1 to Week 5. It is used to

assess the quality of students understanding. It involves calculations, case studies, and interpretations of demographic measures/indicators.

**Submission:** Submission of the hardcopy assignment to the tutor at tutorial time in two installments, Week 4 and Week 6. The electronic copy should be submitted through "turn-it-in" on iLearn.

**Extension:** No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

**Penalties:** Penalties for plagiarism can be severe as the assignments must be undertaken independently.

**What is required to complete the unit satisfactorily:** Students are expected to complete all tasks as instructed in the assignment sets and to participate in class discussion on a weekly basis.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;
- Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## Class Test

Due: **Week 7**

Weighting: **10%**

The class test will be conducted in the lecture room and time slot. It incorporates multiple parts, including (a) Multiple choice questions, (b) Questions requiring statements of definition or explanation, and (c) short notes or essays. The instructions and maximum marks available for each part will be indicated on the test papers.

**Submission:** As the class test will be conducted in the lecture room and time slot, so the submission will be done in class to the lecturer in charge.

**Extension:** Students who miss a class test due to unavoidable disruption are advised to submit

an "Application for Disruption Policy" form and a professional authority form to the Student Enquiry Service. Students are also advised to contact the Convenor at the earliest possible opportunity. In such cases, a supplementary test may be granted if suitable supporting documentation is presented and the student has a satisfactory record of attendance.

**Penalties:** Penalties for copying will be severe.

**What is required to complete the unit satisfactorily:** Students are expected to complete all tasks instructed in the test.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;

## Assignment 2 and Participation

Due: **Week 11**

Weighting: **25%**

This assignment is designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in Week 6 to Week 10. It is used to assess the quality of students understanding. It involves calculations, case studies, and interpretations of demographic measures/indicators.

**Submission:** Submission of the hardcopy assignment to the tutor at tutorial time in Week 11. The electronic copy should be submitted through "turn-it-in" on iLearn.

**Extension:** No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

**Penalties:** Penalties for plagiarism can be severe as the assignments must be undertaken independently.

**What is required to complete the unit satisfactorily:** Students are expected to complete all tasks as instructed in the assignment sets and to participate in class discussion on a weekly basis.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;
- Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## Final Exam

Due: **Final Exam date**

Weighting: **40%**

Final Exam is designed to assess students' learning outcomes during the whole session, and emphasizes more on the second half session. It will include calculating and interpreting major demographic measures, explaining demographic concepts, and writing short essays/notes on certain demographic topics. The exam will incorporate multiple parts, including multiple choice, short answers and essays. The duration of exam is 3 hours plus 10 minutes reading.

**Submission:** The exam will be conducted in a designated room. Thus the submission will be done in the exam room to the staff in charge.

**Extension:** Students who miss a final exam due to unavoidable disruption are advised to submit an "Application for Disruption Policy" form and a professional authority form to the Student Enquiry Service. Students are also advised to contact the Convenor at the earliest possible opportunity. In such cases, a supplementary Final Exam may be granted if suitable support documentation is presented and the student has a satisfactory record of attendance.

**Penalties:** Penalties for copying other work will be severe.

**What is required to complete the unit satisfactorily:** There is no formal requirement for students to achieve pass in the final examination in order to pass the unit.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing

short essays and answering short answer questions;

- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;

## Delivery and Resources

### People Unit

MKTG127 has been accredited as a People unit. People units provide an academic framework through which students can focus on the development of what it means to be engaged and ethical local and global citizens. People subjects contribute to the development of graduates who will be engaged with the challenges of contemporary society and with knowledge and ideas; open to other cultures and perspectives; and have a sense of connectedness with others and country. This unit encourages you to learn a broader depth of knowledge relative to living and working within a constantly changing society.

If you have chosen this unit as a People unit, and you have met the qualifying criteria of ensuring the unit is either from outside the Department administering your Program of Study or Qualifying Major which you are admitted to, OR this unit is taken from outside the Faculty administering your Program of Study of Qualifying Major which you are admitted to, then you have adequately fulfilled the People component of the People and Planet focus.

### Classes

For each student there will be 3 hours face-to-face teaching per week consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial. Each student should attend the scheduled lecture on Monday afternoon (3.00pm-5.00pm) and one of the scheduled tutorials per week.

The timetable for classes can be found on the University web site at:  
<http://www.timetables.mq.edu.au/>

### Recommended Textbook

Rowland, Donald T. (2003) *Demographic Methods and Concepts*, Oxford University Press. The book is available for purchase from the Co-op Bookshop.

### Other Useful Sources of Information

Khoo, S.E. and McDonald, P. (2003) *The Transformation of Australia's Population 1970-2030*. UNSW Press. Chapters 2-6 and 8 provide a useful material for several of the substantively-

based topics. This reference can be viewed as an e-book via the library e-reserve page <http://www.lib.mq.edu.au/reserve/>

Parr, N.J. and Yusuf, F. *A Workbooklet in the Elements of Demography* (available via the MKTG127 or DEM127 webpage, [http://www.accg.mq.edu.au/Accg\\_docs/pdf/workbooklet.pdf](http://www.accg.mq.edu.au/Accg_docs/pdf/workbooklet.pdf)) includes many data analytic exercises that should help students to prepare for tutorials, class tests and the final examination.

A list of other useful references may be accessed from the MKTG127 page on the Macquarie University Online Learning @ MQ Facility <http://ilearn.mq.edu.au>

### **Overheads and Note-taking**

Copies of a selection of the overheads shown in lectures will be made available via *iLearn* @ MQ <http://ilearn.mq.edu.au>

Note that the overheads offer only a skeletal coverage of the topics covered in lectures that must be augmented by additional note-taking during the lecture or using the recommended references. Please also note that only some of the overheads shown in lectures are available (e.g. ones with key formulae or definitions or with tables of data that would be too lengthy to copy down during a lecture).

### **Technology used and required**

Students are expected to be familiar with the use of basic office software (i.e. word processing, spreadsheet, and power point) and the use of *iLearn* @MQ <http://ilearn.mq.edu.au>.

**Echo Recording.** Lectures will be recorded using the Echo Recording system. Whilst the Echo Recording may provide an additional resource, students are advised that no guarantees are given in relation to the availability or quality of the sound recordings or the functioning of any related websites or links to files of recordings of lectures. Students are expected to attend the lectures on a regular basis and to compile notes during the course of the lectures. Thus any failing of the Echo Recording will not be accepted as grounds for appeal.

**Unit Webpage.** Students may access unit material online through the Macquarie University Online Learning Facility <http://ilearn.mq.edu.au> using your Student ID Number and your Online Learning @ MQ password.

### **Consultation Hours**

The lecturer will be operating consultation hours on Monday, 1pm-3pm in Room E4A-624. Consultations with the tutors may be held during tutorial time or by appointment at specific agreed time. If you cannot make this scheduled consultation hours you are still welcome to visit the Lecturer/Tutors at other times. However, since there is no guarantee that they will be available outside the hours below, emailing or phoning to make an appointment would be advisable.

Students are most welcome to visit and consult the staff (irrespective of whether or not the



person is your tutor) during the consultation hours. Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## Unit Schedule

### MKTG127: DEMOGRAPHIC FUNDAMENTALS (Second Session

2014)

| Date                                                          | Topic                                                                                               | Tutorials & Assignments                                                     |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <b>Week 1</b> - Mon, 4/08                                     | 1. Introduction to Demographic Fundamentals<br>2. Population Pyramids                               | <b>No tutorial</b>                                                          |
| <b>Week 2</b> - Mon, 11/08                                    | 1. World Population Growth<br>2. Sources of Demographic Data                                        | <b>Tutorial 1</b><br>Assign 1 – Part 1 given in tute                        |
| <b>Week 3</b> - Mon, 18/08                                    | 1. Basic Demographic Measures<br>2. Computation of Life Tables (Part I)                             | <b>Tutorial 2</b>                                                           |
| <b>Week 4</b> - Mon, 25/08                                    | 1. Computation of Life Tables (Part II)<br>2. Uses of Life Tables                                   | <b>Tutorial 3</b><br>Assign 1– Part 1 due<br>Assign 1– Part 2 given in tute |
| <b>Week 5</b> - Mon, 01/09                                    | 1. Measurement of Fertility<br>2. Fertility Trends and Differentials in Australia                   | <b>Tutorial 4</b>                                                           |
| <b>Week 6</b> - Mon, 08/09                                    | 1. Measurement of Mortality & Standardisation<br>2. Mortality Trends and Differentials in Australia | <b>Tutorial 5</b><br>Assign 1– Part 2 due<br>Assignment 2 given in tute     |
| <b>Week 7</b> - Mon, 15/09                                    | <b>Class Test (in lecture room and time slot)</b>                                                   | <b>Tutorial 6 (Optional)</b>                                                |
| <b>Mid-Semester Teaching Break (22 September – 3 October)</b> |                                                                                                     |                                                                             |
| <b>Week 8</b> - Mon, 06/10                                    | <b>No Class - Labour Day</b>                                                                        | <b>No Tutorial</b>                                                          |
| <b>Week 9</b> - Mon, 13/10                                    | Population Projections (Part I and II)                                                              | <b>Tutorial 7</b>                                                           |
| <b>Week 10</b> - Mon, 20/10                                   | 1. Marriage and Family in Australia<br>2. Population Distribution and Migration                     | <b>Tutorial 8</b>                                                           |
| <b>Week 11</b> - Mon, 27/10                                   | Demography of Australia's Indigenous Population                                                     | <b>Tutorial 9</b><br>Assignment 2 due                                       |

|                            |                                                                                                                                                |                                         |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Week 12</b> - Mon,03/11 | <ol style="list-style-type: none"><li>1. Uses of Demography in the Public Sector</li><li>2. Uses of Demography in the Private Sector</li></ol> | <b>Tutorial 10</b>                      |
| <b>Week 13</b> - Mon,10/11 | <ol style="list-style-type: none"><li>1. Summary and Conclusion</li><li>2. Evaluation and Information for Final Exam</li></ol>                 | <b>Tutorial 11</b><br>Review Final Exam |

## Learning and Teaching Activities

### Lecture

The unit has a weekly two-hour lecture on Monday at a specified time (refers to timetable in session 2). Copies of overhead slides for each topic will be provided via Moodle-Online Learning @MQ <http://ilearn.mq.edu.au>. It is recommended students print a copy of the slides beforehand and bring it to the lecture. It is expected that students attend the weekly lecture on a regular basis and take additional notes during the lectures. Each student is expected to spend a significant amount of time preparing for lectures, updating lecture notes, learning the key formulae, attempting exercises, and reading the demographic literature. Students are encouraged to follow developments in the Australian population and the population debates which are reported in the media.

### Tutorial

This unit has a weekly one-hour tutorial on Monday at specified time (starting in week two). Copies of materials for each tutorial week will be provided via Moodle-Online Learning. It is recommended students print a copy of the materials beforehand and bring it to the tutorial class. It is expected that students attend the weekly tutorial on a regular basis and take additional notes during the tutorial. Each student is expected to spend a significant amount of time preparing for tutorials, learning the key formulae, attempting exercises, and reading the demographic literature. Students are encouraged to follow developments in the Australian population and the population debates which are reported in the media.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where

relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;
- Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## **Assessment tasks**

- Assignment 1 and Participation
- Class Test
- Assignment 2 and Participation
- Final Exam

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an ability to define and explain basic demographic concepts;

- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions;
- Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## **Assessment tasks**

- Assignment 1 and Participation
- Class Test
- Assignment 2 and Participation
- Final Exam

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an ability to define and explain basic demographic concepts;
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions;
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria);
- Demonstrate a knowledge and an understanding of the patterns of change in the

population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions;

- Develop a knowledge and a sense of the importance of the uses of demography in public and private sectors through writing short essays;

## **Assessment tasks**

- Assignment 1 and Participation
- Assignment 2 and Participation
- Final Exam

## **Changes from Previous Offering**

Lecture materials have been revised and updated, including coverage topics in tutorial and assignment.

## **Research and Practice**

This unit uses researches from both Macquarie University researchers and external sources as listed in the references lists on iLearn.

From Macquarie University, most research themes within the Centre for Workforce Futures have been incorporated as the main resources in this unit. Among others, it includes the recent researches on:

- Resource Efficiency and Sustainability in the Workplace Symposium
- Climate change work and employment
- The Case for a National Portable Long Service Leave Scheme in Australia
- Digital Productivity in the Workplace of the Future
- Women, Management and Work

From other sources, it incorporates researches published in highly rank academic journals and internationally reputed organizations. Among others, it includes the following journals and organizations:

- Journals: Demography, Journal of Population Research, Lancet, International Migration, and Population Development Review
- Reports and Working Papers Series from UN, WHO and World Bank