



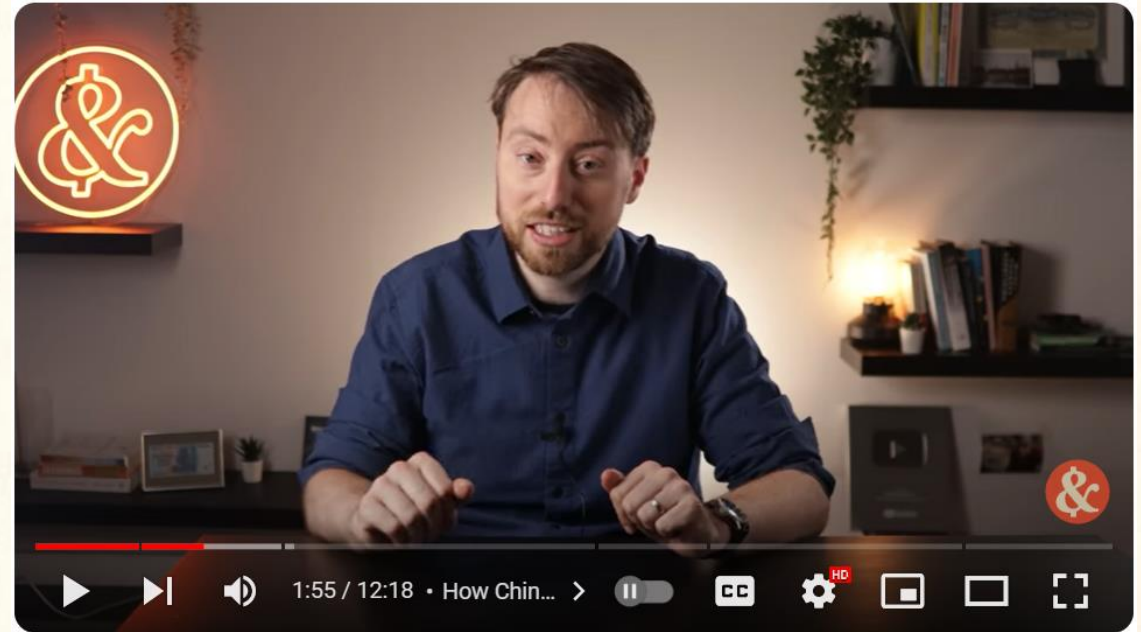
# FPAS MKII & Monetary Policy Communication

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Media Perspective

Dr. Joeri Schasfoort (Founder & Host)

# Money & Macro Media

- YouTube Channel
- 344k global subscribers
- Working professionals, and students
- Keep audience properly informed about the global economy
- Academic background
- Uses animations & storytelling
- Often relies on scenario analysis



# Central Bank Credibility With The (Online) Public

- **Mistrust** (GFC shock, asset price inflation, Covid inflation, bad predictions)
- **Confusion** (lack of official communication, jargon)
- **Result:** conspiracy theories, sensationalism & misinformation thrive
- **M&M** → uses clear language, animations & scenario analysis



Hyperinflation is Already Here – You Just Haven't Realised It Yet |...

3M views • 2 years ago



How to Survive CBDCs

720K views • 6 months ago



Why Inflation is Coming Down So Fast

255K views • 3 months ago



# How I use Scenario Analyses



Turkey's Economy Cannot Hold Out Much Longer

252K views • 7 months ago

## Feedback



@ryangunners2475 1 year ago

Love it. Thanks for keeping it balanced and playing out all scenarios. Never change that approach!

👍 54    💬    ❤️    Reply



@martindbp 1 year ago

Keep it up, really good stuff for a non-economist. Love the probability distributions and admitting uncertainty in your predictions.

👍 110    💬    ❤️    Reply

▼ 3 replies

1- Turkish Miracle	2- Orthodox Recession	3- Inflationary Collapse
<ul style="list-style-type: none"><li>- Arab Loans</li><li>- Credit Cooldown</li><li>- Trade Miracle</li></ul>	<ul style="list-style-type: none"><li>- Rate hike</li><li>- IMF loan</li><li>- Austerity</li></ul>	<ul style="list-style-type: none"><li>- Credit Bonanza</li><li>- No Arab Loans</li><li>-(Hyper)inflation</li></ul>
Likelihood: 15%	Likelihood: 10%	Likelihood: 45%

# Lessons Learned



- **CB credibility is damaged** due to overconfident forecasts
  - There is demand for better CB communication
  - Initial experimentation with scenario analysis in media successful
  - **Media needs views** → concrete predictions make great headlines
  - **Alternative** → (1) conflict, hawks vs. doves scenarios, (2) sensational tail risks (X,Y scenarios)
  - **But** → stress what each scenario depends on, follow up on previous scenario likelihood predictions.
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