



A Survey on Women's Motivation to Reduce Poverty

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Permalink/DOI: <https://doi.org/10.15294/jejak.v14i1.27613>

Received: December 2020; Accepted: January 2021; Published: March 2021

Abstract

Nowadays, women still become an objects of life. Even though women can be competent objects of development. Lack of motivation to women is the main problem why women are not productive in public matters. The purpose of this study was to see whether women's empowerment could increase women's motivation to alleviate poverty. This research is an exploratory research which intends to collect facts in depth. The population in this study were 229 women from poor communities who did not or had not worked in Kudus Regency. The sample obtained from Slovin formula is 145 women with the sampling technique using random sampling. Data were collected using a questionnaire and analyzed using SEM with the warpPLS analysis tool. This research shows that the motivation of the population of women does indeed have a significant effect on poverty alleviation because motivation makes what women do to be unbiased. Empowerment of women does not have any effect on motivation for poverty alleviation.

Key words : Poverty, Empowerment, Women, Motivation, Rural

How to Cite: Pitaloka, L., Setiawan, A., & Alfianti, R. (2021). A Survey on Women's Motivation to Reduce Poverty. JEJAK: Jurnal Ekonomi dan Kebijakan, 14(1). doi:<https://doi.org/10.15294/jejak.v14i1.27613>

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INTRODUCTION

Poverty is one of the serious problems in the development process in a country, including in Indonesia. This problem seems that it cannot be resolved seriously. There have been many efforts made by the government to involve the experts to overcome them. Poverty makes people unable to meet their basic needs such as clothing, food and shelter. Decent education, difficulties with access to health, no savings or investment are also the effects of poverty. Worse, poverty makes people willing to sacrifice anything for the sake of the safety of life, risking physical energy to produce benefits for others and receiving wages that are not commensurate with the cost of labor expended.

Poverty is a condition where a person is unable to fulfill his basic rights in maintaining his own life. The basic rights of the community include; the fulfillment of the needs for food, health, education, employment, housing, clean water, defense, natural resources and the environment; feeling safe from treatment and threats of violence; and the right to participate in socio-political life, for both women and men (Alvarez et al., 2015).

There are three main things to identify the causes of poverty from an economic point of view, namely; micro, poverty arises because of the unequal patterns of resource ownership resulting in uneven income; poverty arises from differences in the quality of human resources and; poverty arises from differences in access to capital (Gau et al., 2014).

There are two forms of socioeconomic poverty, namely absolute poverty and relative poverty. Absolute poverty describes the condition of poor people having an income level below the poverty line or the amount of their income is not sufficient to

meet the minimum living needs. Meanwhile, relative poverty is a condition of poverty which is seen based on a comparison between one income level and another (Hoque et al., 2015).

In Indonesia, every year the government always strives to reduce poverty. However, the poverty data for March 2020 show that the poverty rate has actually increased compared to September 2019. The number of poor people in March 2020 amounted to 26.42 million people (9.78%), an increase of 1.63 million people (an increase of 0.56 points) compared to September 2019 (BPS, 2020). Seeing the increase that has occurred, it can be said that the government program in the previous year has not been successful.

Poverty is a very complex problem, so how to reduce poverty also requires a precise analysis. The involvement of all components is also important for this problem. A sustainable solution is needed even more than a temporary solution. But it turns out that in the field, programs made are more of a temporary nature and do not involve all components of society. In Southeast Asia, the poverty rate has always increased every year from 2003 to 2006 and has contributed to the large number of poor women who are helpless and have even become a burden to the country's development (Sunderlin, 2006).

The main problem in efforts to alleviate poverty today is related to the fact that economic growth is not well-distributed throughout Indonesia. Poverty is also a cause and effect relationship that can cause a cycle of poverty to occur in all countries, including Indonesia. Several solutions formulated by previous researchers are summarized in this study, namely; exploring the potential of natural wealth; increase work productivity; provide business capital loans (Moyo & Francis, 2010; Rita Ifeoma et al., 2018).

This study takes the second solution from the three solutions that have been formulated. The second point states work productivity,

where one's work productivity can be obtained through motivation. Motivation itself can be defined as an urge to do something, either from within or from outside (Okoli & Igwegbe, 2015). National development in Indonesia is hampered by the high number of unemployed people, most of whom are women. Women are still household objects in Indonesia and the object of national development is still focused on men. In fact, women also have the potential to become objects of development when given the same opportunity. Many women of productive age in Indonesia only become housewives when they are married. Lacking sufficient skills and knowledge, even a woman cannot work from home (Maryam & Indriani, 2016).

Kudus Regency is one of the districts which has a small area of all regions in Central Java. Kudus is known as a city of entrepreneurs because most of its residents are MSME players. The unemployment rate in Kudus tends to be low at 7.65%. However, the level of population inactivity tends to be high, namely 55.76% of the entire workforce. The number of inactive populations is contributed by the female gender. Unfortunately, Kudus still adheres to the concept of gender discrimination. Where there are still many families who think women only deserve to be at home to serve their husbands and take care their children.

In 2020, the poverty rate in Kudus will experience a significant increase. The poverty rate in Kudus has always decreased from 2016 to 2019. This is due to the large number of new industries or MSMEs that have been established in Kudus. However, the poverty rate again rose to 64.24 thousand people. This figure is even higher than in 2016 which was only 64.19 thousand people. One of the reasons is the result of the Covid-19 outbreak which has hit the entire country. Many

reductions in the workforce have occurred, causing new unemployment while the need to live will continue.

The inactivity rate of women in the workforce was 38.49% in 2019 which turned out to be an increase of 0.4 points from the previous year. Many women in the labor force purposely do not work after marriage and do not carry out economic activities at all. Her productivity stopped because of people's perceptions forcing her to stay at home. Many also, because do not have an education qualify to enter the work industry. It is recorded that there are 1,675 job vacancies for women that have not been fulfilled. This high figure shows that many women in Kudus Regency are still not qualified in the labor market or cannot work because they are married.

Empowerment of women is a method taken in various countries that have the same problem. Like research (Isiaka et al., 2013), Nigeria is also a country with low female productivity. Increasing women's productivity by providing adequate skills and knowledge is in fact effective in reducing the cycle of poverty in Nigeria. The same statement came from (Coady, 2003), efforts to reduce poverty through empowering women have proven to have positive results because the unemployment rate has also begun to decrease. From women's empowerment which is only done to a few people, it can develop like a snowball because women who have been empowered eventually help empower and motivate other women to rise up. This system is very effective in reducing the cycle of poverty in Mexico. This study aims to see the effect of motivation on poverty alleviation and whether women's empowerment can increase motivation for poverty alleviation in Indonesia. However, the previous research less discuss about behavioural and culture approach for arise the motivation and empowerment. This study add that approach

for explaining the poverty alleviation throughout women empowerment.

Empowering women can only be done if these women have the motivation to change their lives. Especially in a pandemic like this. Where the economy is in the uncertainty condition and they can't rely on just one income. Especially if their husband is one of those affected by the pandemic. According to (Diochon, 2013), motivation can change a person's destiny if they try. This effort will be bridged by the concept of empowering women to reduce poverty.

METHOD

This research uses an exploratory quantitative approach. Exploratory research aims to deepen knowledge and seek new ideas about certain phenomena, describe social phenomena and explain what happens. The research was conducted in Kudus Regency with various considerations. Kudus Regency has a high population density when compared to the area it owns. The number of working-age women population who are still unemployed is high, even though Kudus Regency is the center of trade and many micro, small and medium enterprises have been established. These conditions make Kudus have many jobs available. The availability of job opportunities in Kudus Regency reaches 54% and the unemployed female population of working age reaches 64%.

The large number of unemployed women populations on average have a low level of education so that they cannot enter into the jobs available in Kudus. The average age is also not included in the age required by employment in Kudus, which ranges from 30 to 50 years of age. The low level of education and the age that is no longer young, make these unemployed women population unable to fulfill existing jobs. The

sex ratio in the district is still high. 56% of the population in Kudus Regency are women. Women in Kudus Regency still become objects in the household, so that after marriage, many of them do not work. There are 425 heads of families who are poor people in Kudus Regency.

The sampling technique was carried out three times. The first sampling technique uses cluster sampling to determine which sub-districts will be the sample. Samples were taken from Kota Districts, where the population density is very high compared to other districts. The second sampling technique uses cluster sampling to determine which village to go to. The village used as a sample is Kajeksan Village because in this village there have been three medium enterprises that have implemented social entrepreneurship with a percentage of 60%. Obtained 229 female population as a population from this village, the next sampling technique is random sampling. The entire population has the same right to be sampled.

This study uses primary data and data collection techniques using a closed questionnaire and completed by interview with respondents. Interviews were not conducted with all respondents. Instead, they took samples from their last education level and their reasons for not working. At each level of education, 3 respondents were taken as the interview sample. The research questionnaire will be assessed for the validity and reliability of SEM technique data. Analysis of data using SEM (Structural Equation Model) because SEM analysis can identify dimensions that are constructional and at the same time can measure the influence or degree of relationship between factors. Data analysis using analysis tools from warpPLS.

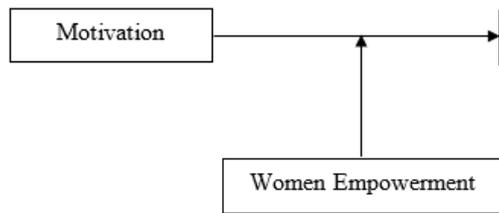


Figure 1. Empirical Model

The results of the questionnaire will describe the causal relationship between variables, namely motivation, poverty alleviation and women's empowerment. The hypothesis to be sought is that motivation has a positive effect on poverty alleviation and the effect of empowerment as a moderating variable on the relationship between motivation and poverty alleviation. Meanwhile, the results of the interview are to complement the explanation about women's motivation to get a better life and strengthen women's reasons about their reasons for not working. In addition, this in-depth interview can describe other things that cannot be answered in the questionnaire so that researchers can find other phenomena outside the variables.

RESULTS AND DISCUSSION

Common method bias is used to calculate error and measurement. The use of a questionnaire can cause bias because the measurement constructs are different but come from the same source. For this bias test criterion, the VIFs value must be <3.3.

Table 1. VIFs Value

Variable	Full Collinearity VIFs
Motivation (X)	1.503
Empowerment of Women (Z)	1.352
Moderation (X * Z)	1.081
Poverty Alleviation (Y)	1.480

Source: Data processed in 2020

Validity and reliability tests in SEM analysis must be seen to determine the validity of indicators in assessing large numbers of respondents. The validity test is seen from the AVE value with the criteria must be > 0.50 and the reliability test sees two numbers, namely composite reliability coefficients must be > 0.70 and Cronbach's alpha must be > 0.60.

Table 2. Average Variances Extracted

Variable	AVE
Motivation (X)	0.605
Empowerment of Women (Z)	0.665
Moderation (X * Z)	0.503
Poverty Alleviation (Y)	0.665

Source: Data processed in 2020

Table 3. Composite Reliability Coefficients and Cronbach's Alpha Coefficients

Variable	Composite Reliability	Cronbach's Alpha
Motivation (X)	0.901	0.867
Empowerment of Women (Z)	0.922	0.896
Moderation (X * Z)	0.973	0.970
Poverty Alleviation	0.928	0.909

Source: Data processed in 2020

The prerequisite test of this research data has passed the test so that the research data can be continued to take hypotheses. Furthermore, testing the research model to see the relationship and the coefficient between variables. The research model below describes the causal relationship between variables. Where motivation has a strong significant level of <0.01 so that motivation has a strong influence on poverty alleviation. The motivation of women to change their lives for the better can make women take the initiative to carry out economic activities so that the poverty rate can decrease. Meanwhile, women's empowerment as a moderating variable has no effect on the

relationship between motivation and poverty alleviation.

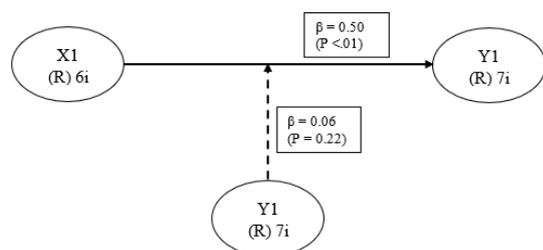


Figure 2. Research Model

The research model test data above are summarized in the table:

Table 4. Research Model Results

No.	Path	Coefficient	P Value
1.	Motivation for poverty alleviation	0.498	<0.001
2.	Empowering women as moderation	0.064	p = 0.22

Source: data processed in 2020

The results of the calculations show that motivation has a positive direction towards poverty alleviation. The level of significance of the motivation variable on poverty alleviation is <0.001, which means that motivation has a strong influence on poverty alleviation. The results of this study are in line with several studies that have been conducted on the variable of motivation for poverty alleviation. That poor women can escape from the poor category if they have a strong motivation to work and so they are not constantly below the poverty line.

Women are still the object of life in various countries. Even in Indonesia, women's customs are only able to do three things, namely kitchen matters, dressing and bearing offspring. Because of that view, women are not considered as objects of development that can help the country's economy, with little scope helping the family economy. Such assumptions make women

have no motivation to be more productive. No matter how much women try to be productive, they will always be prevented by the custom where women do not have the same rights as men in terms of public work. Women are still identified with domestic work which generally does not generate income.

Motivation is an impulse that can move a person's soul and behavior to do something. The notion of motivation is covered in various aspects of human behavior which is a process so that it can stimulate someone to be willing to work sincerely and not feel overwhelmed. Women with high motivation and willingness will consider themselves to help their family's economy because they do not want to always be in the poverty line (Winters et al., 2013). Motivation does not only come from oneself but can also come from the external environment. Motivation must indeed come from a balanced state, both from within and from the surrounding environment. Even so, motivation from oneself has a bigger effect than motivation that comes from externals. However, what encourages someone to work and move will come more from oneself than from the surrounding environment (Rita Ifeoma et al., 2018).

The times that have advanced, make the view of women should have changed. Women are no longer objects in the house but have become equal with men as objects of the development of a country. It can be said that women also play a role in the development efforts or economic growth of a country. Today's women have good motivation to improve their lives. Either for himself or for others. This motivation is even applied by poor women. Now, there are many women who work, even more than men.

The number of women who work in Kudus has reached 67.4% in 2020. This number has increased a lot compared to the previous year. Even so, there are still many women who have not worked because they have not found a

job or because they do not want to work. Of the total number of women working in Kudus, 43.2% are women who are economically well off and have good education. This means that only 24.2% of poor women who work.

Jobs in Kudus often need someone with high education, at least having graduated from high school. Very rarely are there vacancies for criteria below high school. Most of the poor in Kudus, only have primary or junior secondary education. Rarely are they able to finish high school, let alone enter college. This has resulted in many poor women who do not get jobs. Even though they have high motivation, if the environment is not supportive, then women generally will discourage and return home and do things that are not productive (Macfadyen & Corcoran, 2002).

Entrepreneurship is a solution to the problem of lack of employment opportunities for women. However, being an entrepreneur is also not as easy as they think. The main problem for starting a business is their ignorance of entrepreneurship and there is no capital to start their business. The desire of women to do entrepreneurship to help the family economy is so high but these two things are hindered. Motivation in this case has changed meaning, namely the willingness to support each other and rise together (Hisrich et al., 2007).

The motivation to improve people's lives in solving poverty in Kudus is considered small, especially for poor women. Many of them have not been involved in both small and large businesses because there is no support and there is no adequate knowledge and skills in entrepreneurship. Most of them have not been involved in small-scale businesses based on their own initiative and motivation to survive and earn income in order to improve their economic

welfare. Motivation in resolving poverty can be linked to shared motivation. If women don't have motivation for themselves, they can build that motivation together by helping each other out in some way.

This activity of helping to help and support each other has grown well among poor women in Kudus. This support and help-helping behaviour is what motivates them to develop so they have a desire to improve their economy. Behaviour helps to motivate, in line with research (Islam & Sarmah, 2014) which states that helping each other between women can motivate each other even though previously they did not have any motivation. Women's feelings are gentle and tend to be sensitive to many things that make this behaviour motivate them and generate a desire to improve their own economy.

This study uses women's empowerment as a moderating variable between motivation and poverty alleviation. The result is that women's empowerment cannot be a moderating variable between motivation and poverty alleviation. This is indicated by the p value of women's empowerment as a moderating variable of $p = 0.22$. Empowering women is one of the efforts to increase the potential and role of women in the dimensions of life, including in terms of economy (Alese, 2013).

Women's empowerment is defined as the process of giving the ability or strength to women so that they can become more independent individuals by utilizing their potential. There are several things that can be done as an effort to empower women. The first is efforts to grow women's potential. Often a person's potential is not known by themselves because they don't know them well. This potential may also not arise because it has never been tried to be cultivated. The first effort of cultivation is to grow the existing potential so that it is easier to develop and find things that can be done well (Parvin et al., 2004).

Several studies that have been conducted have stated that empowering women can help alleviate poverty or at least reduce the amount of poverty. In Cambodia, women aged 35 years and over are the highest unemployed population, reaching 75.37% of the total unemployed. The productive age in Cambodia is almost the same as in Indonesia, which is 18 to 65 years. Age 35 to 65 years old is still classified as the productive age for work, but in fact, in Cambodia, on average women aged 35 years and over are unemployed. This number is included in the category of poor people in Cambodia, Cambodia's development is hampered by the large number of poverty and poverty is caused by the large number of unemployed. One effort that can be done is to empower women who are not yet working to find their potential (Sunderlin, 2006).

The potential that has emerged in women can be developed in two directions, to get a job and to build a job or to do business on their own. Empowering women by seeking and exploring women's potential has a very significant effect in Cambodia. Women who do not work, generally, do not know the potential that exists in themselves. Empowering women is a good intermediary to generate unknown potentials. That is why empowering women can have a very significant effect on poverty alleviation (Alese, 2013).

Empowerment of women cannot be a moderator between motivation and poverty alleviation because indeed the motivation and empowerment of women are two different possibilities. Motivation is not an act but an impulse that comes from within oneself or in others. Meanwhile, women's empowerment is a concrete action taken by the government or other private institutions to help poor women. Women's empowerment, if it becomes the dependent

variable itself, has a significant effect with a strong significance on poverty alleviation.

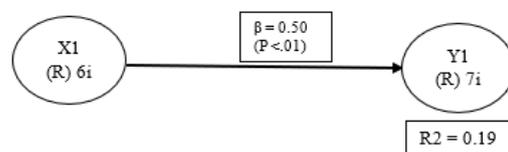


Figure 3. Models of Women's Empowerment Against Poverty Alleviation

Women's empowerment has a p value < 0.01 on poverty alleviation, which means that the level of significance is very strong. Women need to be empowered because the reality that exists against women is injustice. Women become left behind and underdeveloped and there is discrimination as a lower gender than men so that women have to experience developmental obstacles in various fields of life and even their lives are threatened (Coady, 2003).

Discriminatory acts occur in various countries, even in Indonesia. In fact, in Indonesia, especially in rural areas or inland, discriminatory actions against women are still intense. Including in Kudus, women experience discrimination against anything, including in terms of employment. There are still many jobs in Kudus which describe that a job is not proper if it is done by women. Even most of the villages in Kudus, still have a tradition that women are not fit to work outside, but only serve their husbands at home. This kind of tradition causes the number of unemployed people in Kudus to increase, especially women. Many women of productive age who marry young and eventually become unproductive.

The government must be able to make long-term investments in women, namely by ensuring women's health and education. This long-term investment made by the government is successful, so the country can reap a positive impact and a bigger demographic bonus. If women drop out of school, marry underage,

have many children, work in the informal sector with low wages, the country will lose that demographic bonus.

CONCLUSION

The conclusion of this study is that motivation has a significant effect on poverty alleviation with p value <0.001. The influence of motivation is very strong on poverty alleviation. Women with high motivation will make various efforts to improve their lives. Whether for herself or for others. Motivation can be present from within itself and from the surrounding environment. In this research, motivation for poor women, apparently comes from the surrounding environment. Their motivation does not grow from within themselves but grows because of their help-to-help behaviour. This differs from the amount of research that has been done on motivation. In this study, helping women was more influential than their own motivation. Because women in Kudus Regency listen to other people's words more often than they believe in themselves. So that, positive remarks from the surrounding environment, especially fellow women, can provide positive encouragement for them to carry out economic activities.

Meanwhile, women empowerment cannot be a moderator between motivation and poverty alleviation. Motivation is proven to have a significant effect without the need to be strengthened by moderating women's empowerment. This is because the variable of women empowerment has a stronger effect on being the dependent variable in itself. Women empowerment will have a strong influence on poverty alleviation if it becomes the dependent variable independently. This is because the largest number of unemployed are women, if the

state can empower women to be more productive, then the economy can increase so that it can minimize the problem of poverty.

The limitation in this study is the narrow population and the research was conducted when the Covid-19 pandemic entered Indonesia. So that the poverty rate soared higher but could not find the clear data and when searching for data, Indonesia was in a state of large-scale distance restrictions. It is hoped that a lot of data will be available so that it can cover many considerations regarding the procurement of women's empowerment.

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