

The voice of the people: **AND THEIR TOP SOCIAL** **AND POLITICAL ISSUES**

Using AI-powered insights and big data to understand top social issues in the U.S. and Colombia



CULTURINTEL





Social issues is a topic extensively discussed online by both men and women in the U.S. and in Colombia alike



29.6M 

total conversations about social issues

13.8M 

conversations among **women**

12.6M 

conversations among **men**



6.9M

total conversations about social issues



2.1M
conversations among **women**



2.6M
conversations among **men**

Over a 12-month period ending on July 30th.



Majority of the conversations about social issues happen on message boards and topical sites in both countries



63%

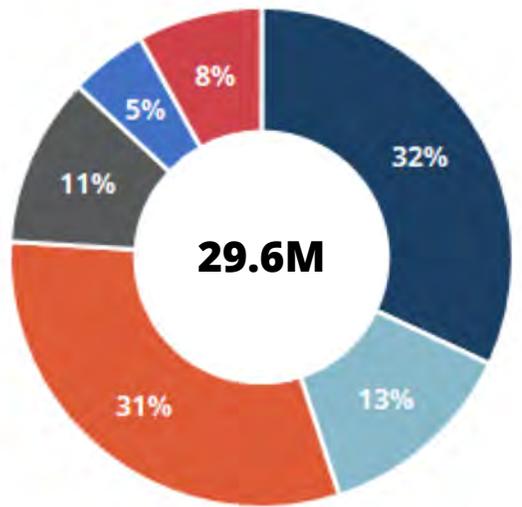


64%

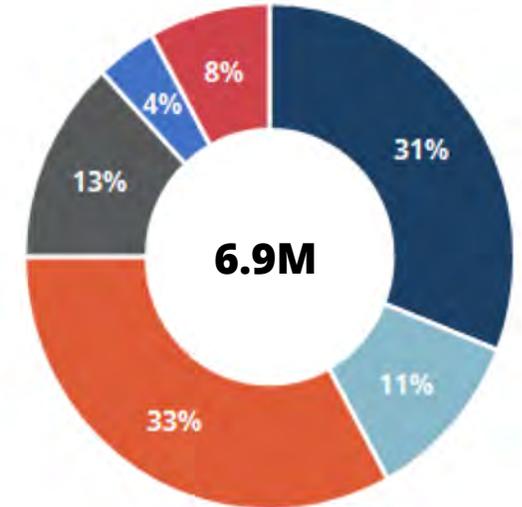
of conversation about social issues happen on message boards and topical sites vs. **13%** on social networks

of conversation about social issues happen on message boards and topical sites vs. **11%** on social networks

- Message boards
- Social networks
- Topical sites
- Comments
- Content sharing
- Blogs



- Message boards
- Social networks
- Topical sites
- Comments
- Content sharing
- Blogs



Over a 12-month period ending on July 30th.



Top 3 social issues discussed by overall population are Jobs, healthcare & the economy in both countries

Jobs, healthcare & the economy

are the top 3 social issues discussed and represent

48% of the conversations

The **environment** only takes up **5%** of conversations.

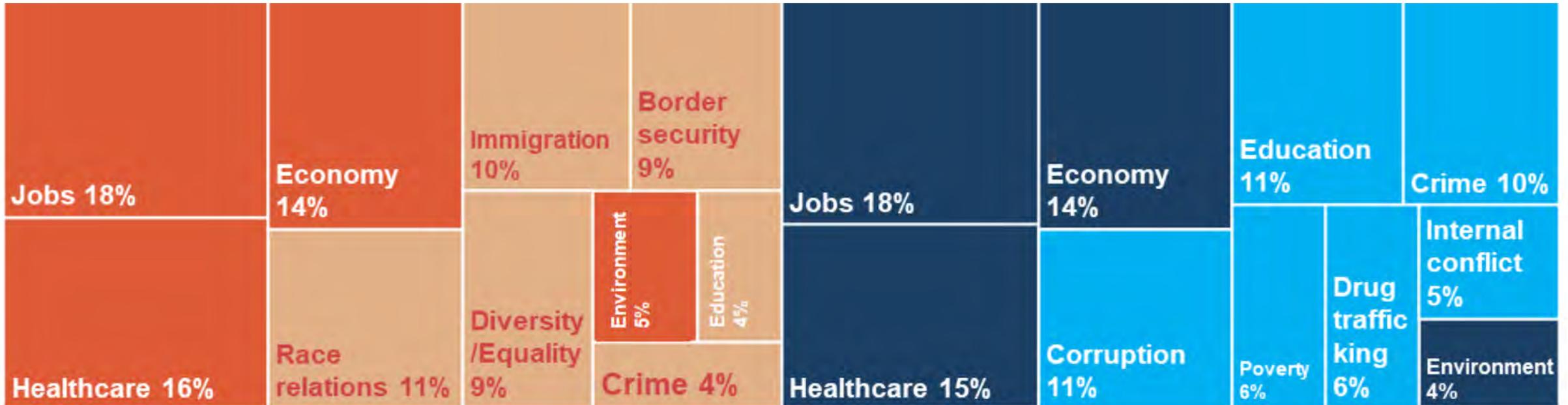


Jobs, healthcare & the economy

are the top 3 social issues discussed and represent

47% of the conversations

The **environment** only takes up **4%** of conversations.





Some social issues pop up as specific to each country

Race-related issues such as race relations, diversity & equality, immigration and border security reflect the current socio-political climate and represent

39% of the conversations

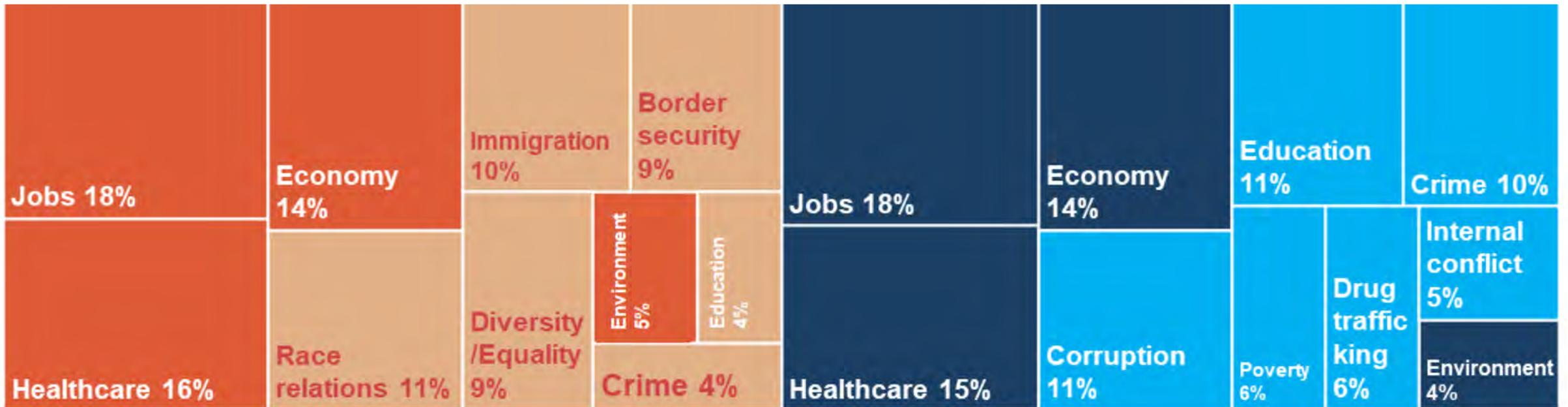
Education is the least talked about issue along with **crime**.



Education, crime, poverty & political corruption reflect the uncertainty affecting Colombians. due to recent events i.e. teacher strikes, insecurity, rising poverty levels and corruption scandals. Those unique topics represent

38% of the conversations

Drug trafficking & the **internal conflict** are not a top issue (11% of the conversations).





The Voice of the Women in the U.S. & Colombia: What social issues matter to them more

#3: Diversity/Equality

1.5x more discussed by U.S. women vs. overall U.S. population.

#5: Education

3x more discussed by U.S. women vs. overall U.S. population.

U.S. Women are on a mission to bridge the gap towards equality and Education is one of the pathways.



#1: Gender inequality and gender violence combined

is the top social issue discussed among Colombian women and represent **19%** of the conversations.

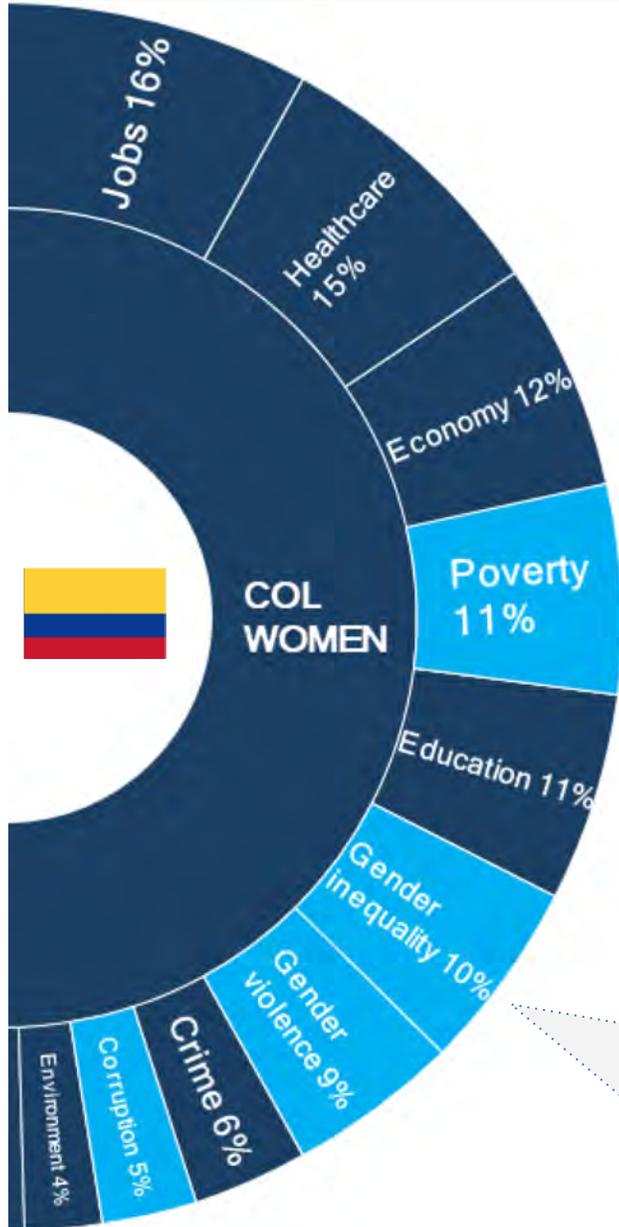
This may be due to the media coverage of women abuse as well as the recent emergence of a movement towards gender equality and women rights in the country.

#5: Poverty

1.8x more discussed by Colombian women vs. overall Colombian population.



The Voice of the Women in Colombia: in their own words



I live in stratum 4. Between 3, 4 or 5, you won't notice much difference. But between someone from 1 and 6, you will. The vocabulary, the style of dress, the lack of culture.

"Even when there's an improvement in the overall economy, women don't see any improvement."

"Here are several barriers to women's workplace equality such as the culture, lack of female leaders, gender stereotypes, lack of flexible working practices, affordability and accessibility of childcare, sexism as well as social expectations regarding gender roles."

"There have been advances, but women are in charge of most of the house. If they work, home is still most important."



The Voice of Women vs The Voice of Men in Colombia: What makes them different

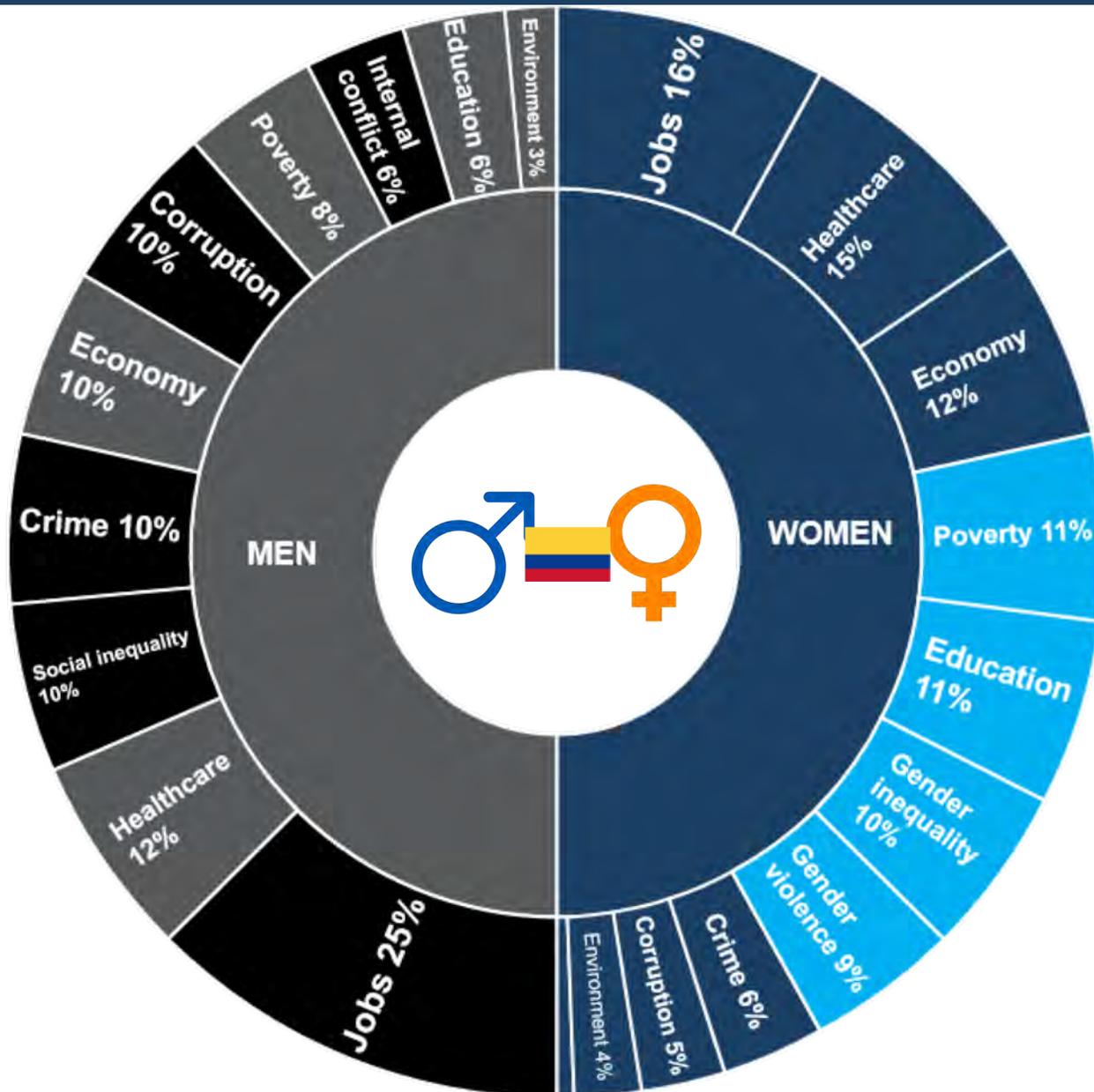
Top social issues discussed by Colombian men are around

Social Inequalities

1.5X times more conversations about Jobs vs. Colombian women.

1.8X times more conversations about corruption, internal conflict and crime.

Overall, Colombian men are more concerned about maintaining a status quo than creating a new one.



Contrary to Colombian men, Colombian women discuss **Gender-based social issues** i.e. gender inequality gender violence

1.8X times more conversations about **Education**, as a pathway to change their situation.

Women speak **less** about public issues such as **Crime, corruption, and the internal conflict**, mainly because their priorities right now, are more gender based.