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Understanding country images of Colombia, the Dominican Republic and Mexico as perceived by American college students

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Understanding country images of Colombia, the Dominican Republic and Mexico as perceived by American college students

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DEDICATION

I would like to dedicate this achievement to my mother and father. Their perseverance, dedication and grit — despite any obstacle they faced — is often what I cling on to when I feel discouraged. Every day since coming to the United States, I have sought to understand their selflessness and to ensure, through my own accomplishments, that everything they gave up was worth the cost. They are my main motivation and inspiration — their sacrifice is the ultimate source of my determination. My parents are my loudest cheerleaders and ultimate role models. They are an important foundation I cling on to in each of the endeavors I undertake. This thesis is one example of my promise to make the best of every opportunity afforded to me, to make them proud and to serve as a bridge builder for those coming after me.

Mami y papi, este logro es gracias a ustedes y también para ustedes. Gracias por todos sus sacrificios y por su amor y paciencia. Gracias por cada llamada de teléfono, cada palabra de aliento y también por todas sus oraciones. Sé que no estaría donde estoy si no fuera primero por la gracia de Dios y segundo por el amor y apoyo de los dos.

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ABSTRACT

The purpose of this thesis was to better understand current perceptions of selected Latin American countries, Colombia, the Dominican Republic and Mexico, held by young people in the Unites States. Through a survey of U. S. college students in the southeastern region of the United States and social listening with Salesforce Marketing Social Studio, this thesis used current models of measurement of the country image construct (Buhmann & Ingenhoff, 2015; Ingenhoff et al., 2018) to understand the current country images of countries in Latin America. This study found that aesthetic and functional dimensions more strongly affect overall country image. This study also found traditional mass media continue to inform country images of Colombia, the Dominican Republic and Mexico, and first hand experiences (i.e. travel to or knowing people from these countries) result in more positive country images overall. An important contribution of this thesis was affirming that social media listening and analysis alone is limited in its ability to understand and measure country image, and making recommendations for future public diplomacy efforts and research.

Keywords: public relations, public diplomacy, country image, public opinion, Latin America, social media, social listening, Colombia, Dominican Republic, Mexico

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CHAPTER ONE
INTRODUCTION

Interest in a country's image and reputation has continued to grow in the practice and research of public relations and public diplomacy (Yang, Shin, Lee & Wrigley, 2008). The issue of how one nation's citizenry views another nation has been studied and defined by various academic fields and literature on national stereotypes and on perceptions of nations by foreign audiences traces back to the 1930s (Roth, 2009). However, many aspects of international public relations, such as the formation of country images, have yet to be thoroughly studied and understood. And comparative studies using existing models have been limited. As Buhmann & Ingenhoff (2015a) put it, "the growing importance of country images has raised the need to analyze and compare these constructs and their effects both in research and practice" (p. 103). A place's image shapes the way various audiences — whether citizens, visitors or businesses — respond to it (Gertner & Kotler, 2004). Not only is country image central to public diplomacy initiatives, and international relations, but also to purchase decisions and behaviors by international consumers (Roth, 2009). Publics create reputations from information and knowledge about an organization's characteristics and activities (Fombrun & Shanley, 1990), and in today's globalized and interconnected, global society it is important to understand which communication channels are preferred by foreign publics to know about another country (Yang et al., 2008).

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The Convergence of Public Diplomacy and Public Relations

Public diplomacy is a term that describes "the means by which states, associations of state, and non-state actors understand cultures, attitudes, and behavior: build and manage relationships and influence opinions and actions in order to advance their interests and values" (Gregory, 2008, p.276). In the past, public relations scholars have shown little interest in public diplomacy, a term that can be defined as "how diplomatic actors communicate and build relationships with foreign publics" (Vanc & Fitzpatrick, 2016, p.432). Today, academics are paying greater attention to public diplomacy as practitioners recognize the value of scholarship (Gregory, 2008), yet concepts and methods in public diplomacy, public relations and nation branding are still being developed (Gilboa, 2008). Public relations and public diplomacy bare close similarities — both are responsible for the strategic management of communications and relations of an organization with other organizations and with various publics, and both are influenced by media coverage, public perceptions and public opinion (L'Etang, 2009). However, traditionally there was a disconnect between the two fields, as practitioners in public diplomacy neglected relevant knowledge in communication and public relations, while communication and public relations scholars neglected relevant literature in international relations, diplomatic studies, and strategic studies (Vanc & Fitzpatrick, 2016).

Representing one of the first steps in the convergence of the study and understanding of the two fields, Signitzer and Coombs (1992) recognized that public diplomacy and public relations were converging and warned that this process should be recognized and cultivated. They argued that "public relations and public diplomacy seek similar objectives and use similar tools" (p. 137) and that, therefore, each area can benefit by learning the strengths, strategies and

tactics of the other area and adapting them to the practice of dealing with their respective publics. More recently, Fitzpatrick (2007) examined how fundamental principles of relationship management make public relations and public diplomacy closely connected, and suggested considering concepts and principles of public relations for the development of public diplomacy. She pointed out that the discipline includes the efforts of public relations professionals in business, non-profit and government sectors (Fitzpatrick, 2007). Vanc and Fitzpatrick (2016) positioned public diplomacy as a segment of public relations. Public relations scholars Buhmann and Ingenhoff (2015a) stated that in this context—that of understanding country image— public relations can be understood as "the management of communication between a nation-state and its foreign stakeholders" (p.66).

Purpose of the Study

The purpose of this study was threefold. First, this study used current models of measurement of the country image construct to understand the current country images of developing nations in Latin America, what components of country image most strongly affect overall country image, and which channels of information have informed country images for college-aged U.S. students. Next, this study sought to better understand the role and potential of social media listening and analysis for public diplomacy efforts. And third, this study hoped to provide suggestions for future public diplomacy strategies and efforts. This study worked to fill existing gaps in the literature related to few comparative studies of country image models and a lack of public relations and public diplomacy research focused on Latin American countries.

CHAPTER TWO
LITERATURE REVIEW

This literature review is divided into four parts. The first part discusses the conceptual definitions of country image from multidisciplinary perspectives, including public diplomacy and nation branding. Next is a review of the various models for defining and measuring country image. The third part discusses the role of various communication channels in public diplomacy and country branding, and social media's relevance to understanding and measuring country image. And the fourth part of the literature discusses the need for studying country image in the context of Latin America and presents the criteria for the selected countries of the study (Colombia, Dominican Republic and Mexico).

Defining Country Image

In the last decades, there has been an increasing interest in country image research, specifically focusing on country image and the different factors that inform and affect it (Mariutti, Tench, Giraldi, & Montanari, 2017). Developing measures for concepts such as country image is necessary in both public diplomacy research and practice, yet few studies have sought deeper understanding by more clearly and accurately defining and measuring the country image construct (Buhmann & Ingenhoff, 2015). Using attitude theory (Ajzen & Fishbein, 1980) and drawing on Smith's (1991) concept of national identity, *country* can be defined as "a named human collective" (Buhmann & Ingenhoff, 2015a, p.12) consisting of six generic attributes: distinct territory, common history and traditions, domestic economy, public culture, a set of

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common norms and values, and a political organization (Buhmann & Ingenhoff, 2015a). Country image is then conceptualized as an attitude toward a country and to each of it six components (Buhmann & Ingenhoff, 2015a).

Country image is a multidimensional construct (Lala, Allred & Chakraborty, 2008). Kunczik (2003) defined national image as "the cognitive representation that a person holds about a given country—a person's beliefs about a nation and its people" (p.412). Kunczik (2003) noted that, "the main objective of international public relations is to establish positive images of one's own nation or to appear trustworthy to other actors in the world system" (p.413). Therefore, when referring to a country image, that is "the perception of a country that exists among its foreign publics (out-group)" (Buhmann, Ingenhoff 2015a, p. 111). As noted by Buhmann (2016, p.81):

"Research shows that the country image, as "a stakeholder's attitude towards a nation and its state" (Buhmann, Ingenhoff 2015a), has manifest effects on the success of a country's businesses, trade, tourism and diplomatic relations because it affects the behavior of central stakeholders abroad (Jaffe & Nebenzahl, 2001; Kotler & Gertner, 2002; Sun, 2008; Tapachi & Waryszak, 2000)."

Kunczik (2003) defined country image as "the cognitive representation that a person holds about a given country—a person's beliefs about a nation and its people" (p.412). Quoting Barich and Kotler (1991, p. 95), Buhmann and Ingenhoff (2015a) defined image as "the sum of beliefs, attitudes, and impressions that a person or group of persons has of an object" — in this case, of a country. Because it is a seemingly more holistic perspective than that of either a country brand or country reputation, this thesis has chosen to study country image as defined by

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Kunczik (2003) and Buhmann and Ingenhoff (2015): the sum of beliefs, attitudes, and impressions that a person or group of persons has about a country and its people. Table 2.1 below, from Roth and Diamantopoulos (2009) reviews key definitions of country image with additional definitions of country image from Kunczik (2003) and Buhmann and Ingenhoff (2015a).

Foundations: Image and Reputation

Concepts of country image, identity, reputation, and brand have been developed mostly in subfields of international relations and political anthropology (Buhmann & Ingenhoff, 2015). Models of corporate reputation models have been applied in analyses of country reputation (Passow, Fehlmann & Grahlow, 2005; Yang et al, 2008); & Lala et al., 2008). Passow, Fehlmann and Grahlow (2005) observed that, similar to corporate brands, country brands tend to be rooted either in competency or attitude, meaning either what the country can "do" or what it stands for. And just like corporations, countries continue to have more control over a brand image and less control over their reputations; the same is true for countries. Although, considering the complexity of a country as an entity, a country has even less control over its reputation (Holtzhausen & Fullerton, 2015).

Images represent a "simplification of a large number of associations and pieces of information connected with a place" (Kotler, Haider & Rein, 1993). Observing organizations, Bromley (1993) defined reputation as an aggregate of many images of an organization and is built over time by different personal or second-hand interactions. Greater experience, interactions or knowledge often results in a more positive or favorable reputation (Bromley, 1993; Yang et al., 2008). More recently, Passow, et al. (2005) concluded that reputation

Table 2.1

Key Definitions (Roth & Diamantopoulos, 2009) *with Two Definitions Added by Author*

Author/s	Key Definition
Bannister & Saunders (1978, p. 562)	"Generalized images, created by variables such as representative products, economic and political maturity, historical events and relationships, traditions, industrialization and the degree of technological virtuosity."
Desborde (1990, p.44)	"Country-of-origin image refers to the overall impression of a country present in a consumer's mind as conveyed by its culture, political system and level of economic and technological development."
Martin and Eroglu (1993, p. 193)	"Accordingly, country image was defined as the total of all descriptive, inferential and informational beliefs one has about a particular country."
Kotler et al. (1993, p. 141)	"The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place."
Askegaard and Ger (1998, p. 52)	"Schema, or a network of interrelated elements that define the country, a knowledge structure that synthesizes what we know of a country, together with its evaluative significance or schema-triggered affect."
Allerd et al. (1999, p.36)	"The perception or impression that organizations and consumers have about a country. This impression or perception of a country is based on the country's economic condition, political structure, culture, conflict with other countries, labor conditions, and stand on environmental issues."
Varlegh and Steenkamp (1999, p. 525)	"Mental representations of a country's people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes."
Kunczik (2003, p. 412)	"The cognitive representation that a person holds about a given country—a person's beliefs about a nation and its people"
Buhmann and Ingenhoff (2015a, p. 110)	"The sum of beliefs, attitudes, and impressions that a person or group of persons has of (a country)" (Barich & Kotler, 1991, p. 95).

management is not restricted to companies and other organizational entities. Because reputation management extends to nations, as countries are in constant competition (for inward investment, trade and tourism), instruments used for measuring corporate reputation can also be used for measuring the reputation of a country (Passow et al., 2005). Country reputation is the result of complex communication processes in modern media, resulting in the creation and combination of multiple individual attitudes about a country as the result of (Thiessen & Ingenhoff, 2011).

Of the various ways in which governments represent themselves, public diplomacy is the area that has most in common with brand management of companies (Anholt, 2007). Branding a country has been accepted as a process of "shaping a country's image or reputation" (O'Shaughnessy & O'Shaughnessy, 2000). But while country branding is something a country *does,* country image is something a country *has* (White, 2012). Anholt (2002) defined a country brand as different from country reputation, stating that while country brand might refer to what images a country elicits, country reputation is more centered on trust and behavior of a country's leaders and of its people — country image encompasses all of this.

Country Image and Nation Branding

Nation branding is grounded in research regarding the "constitution, measurement, and management of brands" (Buhmann 2016, p.31) and is commonly defined as "the unique combination of multi-dimensional elements that provide a nation with culturally grounded differentiation and relevance for its target audiences" (Dinnie, 2015 as cited by Buhmann 2016). Anholt (2002, 2005) —seeing the need for nation branding, or a country's deliberate and systematic efforts to improve its reputation or brand, when competing with other countries for foreign investors, tourists, immigrants, media and governments — recognized a powerful and

positive country brand as the source of competitive advantage. According to Anholt (2007), competitive identity, or a nation's reputation is created through six natural channels: tourism promotion and visitor's first-hand experiences, exported brands acting as powerful ambassadors of each country's image abroad, policy decisions and national governance, the way country solicits inward investment and immigration, cultural heritage, exchange and activities, and the people of the country (Anholt, 2012).

Nation branding in relation to public diplomacy, is dedicated to the promotion and maintenance of national image and national communication (Dinnie, 2015). In order to further enhance the theoretical and practical bases of these areas, there should be more of an interdisciplinary approach, with integration between nation branding and public diplomacy, and also between practitioners and scholars from both spheres (Szondi, 2008). There is also a need for measurement research focused on both traditional public diplomacy approaches and new media strategies and techniques (Vanc & Fitzpatrick, 2016).

Country Image and Public Diplomacy

Public diplomacy and nation branding have been understood as largely "complementary tools with roughly the same ends through different means" (Rasmussen & Merkelsen, 2012, p.812). Managing a national reputation with foreign stakeholders in order to create and manage a favorable international opinion toward a country is an integral part of public diplomacy (Wang, 2006). Within international relations, country images are studied mostly through the concept of public diplomacy, or the strategic communication of a country aimed at improving its reputation among foreign publics (Buhmann & Ingenhoff, 2015a). At the same time, research in public diplomacy is strongly influenced by nation branding literature (Anholt, 2007).

Literature on national stereotypes and on perceptions of nations by foreign audiences traces back to the 1930s (Roth, 2009). And interest in a country's image and reputation has continued to grow in the practice and research of public relations and public diplomacy (Yang, Shin, Lee & Wrigley, 2008). A review of existing public diplomacy research by public relations scholars revealed that, between 1990 and 2014, of the 19 topical categories that emerged, national image (n = 10, 8%) is the third most popular research topic, along with strategy-related topics (n = 43, 36%), media (n = 18, 15%), conceptual convergences (n = 13, 11%), and models and frameworks (n = 8, 7%) (Vanc & Fitzpatrick, 2016). Because a place's image shapes the way citizens, visitors and businesses respond to it (Gertner & Kotler, 2004), not only is country image central to public diplomacy initiatives, and international relations, but also to purchase decisions and behaviors by international consumers (Roth, 2009).

Measurement of Country Image

Countries are increasingly concerned with their reputation relative to other nations and are constantly attempting to measure and manage that reputation (Passow et al., 2005). Passow et al. (2005) attempted to develop a scale for measuring the country image construct. Drawing on the Harris-Fombrun Reputation Quotient — a validated instrument both widely recognized and yielding standardized results for measuring corporate reputation — they, along with Charles J. Fombrun and the Reputation Institute, sought to create a new, adapted instrument to measure country reputations. Using the case of Liechtenstein, Passow et al. (2005) developed a new, objective instrument for measuring country reputation, or the Fombrun-RI Country Reputation Index (CRI) instrument.

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Yang et al. (2008) built on this model, surveying Americans' awareness and perception of South Korea. The study found that more awareness of South Korea led to a significantly more favorable reputation, that favorable reputation positively increased intentions to support the country, and looking at the relation between channel preference (meaning which channel respondents were most willing to use to learn more about the country) and country reputation, favorable country reputation was positively associated with preference for online media and personal communication (Yang et al., 2008). And using business and marketing literature, Lala (2009) developed another scale for measuring country image and found that a well-developed scale could do more than quantify country image, but to also offer explanations of sources of good or bad country reputations. A summary of Passow et al. (2005) and Yang et al. (2008) dimensions is shown in table 2.2 below.

The Need for the Theoretically-Based 4D Model

Buhmann and Ingenhoff (2015a) found that because most pre-existing models of country image lacked theoretical foundations, they could not be applied to different countries for comparative analysis. As a result, they integrated concepts from attitude theory along with national identity theory and reputation management to develop a new model for the measurement of country image: the 4D Model of Country Image. Buhmann and Ingenhoff (2015a) utilized a public relations perspective to draw on "the organizational identity to build a favorable image among different key stakeholder groups by means of strategic communication" (p.109) and concluded that country image is derived from, "a stakeholder's attitude towards a nation and its state, comprising of specific beliefs and general feelings in a functional, a normative, an aesthetic and emotional dimension" (p.113). The 4D Model was designed for comparative analyses of

Table 2.2
CRI Country Image Dimensions (Passow et al., 2005; Yang et al., 2008)

Dimension	Definition or Related Attributes
Emotional Appeal	How much the country is liked, admired, and respected
Physical Appeal	Perceptions of the country's infrastructure such as roads, housing, services, health care, and communications.
Financial Appeal	Perceptions of the country's competitiveness, profitability, growth prospects, and risk of investment.
Leadership Appeal	How well the country demonstrates a strong leadership and communicates an appealing vision of the country.
Cultural Appeal	How well the country retains the values of distinct, appealing culture and a rich historical past.
Global Appeal	Perceptions of the country as having high standards in its dealings with global community, good causes, and environmental policies.
Political Appeal (Yang, et al. 2008)	Perceptions of the country's political status such as internal relationships, democracy, and stable political environments.

different country images and can be applied with different stakeholder groups (Buhmann &

Ingenhoff, 2015a).

Buhmann and Ingenhoff (2015b) observed:

"In times of globalization and mediatization, countries are increasingly observed by

global media and publics: They are rated and compared according to their economic

development, political stability, effectiveness and morality of their national and

international policies or the attractiveness of their culture" (p.62).

Image theory assumes that country images have both a cognitive and an affective

structure (Roth & Diamantopoulos, 2009). Following the concept of attitudes from the Theory of

Reasoned Action (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975), country image is made

up of beliefs of (cognitive component), and emotions toward (affective component) the country.

In reviewing the various definitions of country image, Roth and Diamantopoulos (2009) found

that Fishbein and Ajzen (1975) attitude theory was a powerful tool for conceptualizing and

operationalizing country image. Attitude theory helps explain how countries are seen in the mind

of people, meaning what beliefs and emotions individuals have towards a country and how

information affects their reactions towards a country. However, guidelines on how to evaluate

these scales in future empirical efforts need to be developed (Roth and Diamantopoulos, 2009).

As is the case for other organizations, a country's image is created by products (or exports), but

country image is also affected by the degree of economic and political maturity, historical events

and relationships, culture and traditions, and the degree of technological advancement of a

country (Roth and Diamantopoulos, 2009).

Buhmann and Ingenhoff (2015a), adopted attitude theory and the assumption that country image is made up of beliefs of and emotions toward a country, and merged these ideas with a model of corporate reputation that suggests an object — or country, in this case — is judged according to a person's beliefs about its functional, normative, and emotional qualities. Using a perspective of communication management and combining attitude theory and ideas in corporate reputation, Buhmann and Ingenhoff (2015a) developed a new model and set of subscales to analyze country image.

The functional dimension is made up of beliefs regarding the competencies and competitiveness of a country, such as political and economic effectiveness and performance. The normative dimension consists of beliefs regarding the integrity of a country, its norms and values. And the aesthetic dimension encompasses beliefs regarding the aesthetic qualities and the beauty or attractiveness of a country as a cultural or scenic place (Buhmann & Ingenhoff, 2015a). Applying the Theory of Reasoned Action leads to the conclusion that what we know about an object, affects how we feel toward it (Buhmann & Ingenhoff, 2015a). Meaning the country image encompasses both "(a) what people know (or think they know) about the different attributes of a country and (b) people's general feelings toward the country" (p.114). The influence of the aforementioned cognitive dimensions on an individual's feelings, leads to a fourth dimension. The sympathetic dimension is the result of feelings of sympathy or fascination toward a country (Buhmann & Ingenhoff, 2015a). Buhmann (2016) found close interrelations and effects between the cognitive dimensions (measured by beliefs or knowledge of a country) and the affective dimension (measured by emotions toward a country); the aesthetic dimension having a stronger correlation to the emotional dimension of a country (Buhmann, 2016).

Buhmann and Ingenhoff's (2015a) theoretical grounding on concepts from reputation

management, attitude theory and national identity theory, leads to a well-designed model for

comparative analyses of the country images of different countries and can be applied in the

context of different stakeholder groups (Buhmann & Ingenhoff, 2015a). But despite Buhmann

and Ingenhoff (2015a, 2015b), and Anholt's (2006) efforts to quantify and measure what makes

up and affects country image, there is still some disagreement on which model is best for

understanding country brand and analyzing a country image. This dissent has led some authors to

study one country image using diverse methods (Mariutti et al., 2017). However, rather than

defining or redefining the concept and respective potential variables, many studies applying

existing models still need to be made (Mariutti et al., 2017). And as more countries use public

diplomacy, comparative frameworks such as this 4D Model and testing of these models become

especially important. Table 2.3 below summarizes definitions as derived from Buhmann (2016).

Table 2.3
Dimensions and Definitions

Dimension	Dimension Type	Definition or Related Attributes
Functional Dimension	Cognitive	Specific beliefs regarding the competences and competiveness of a country, its political and economical effectiveness and performance
Normative Dimension	Cognitive	Specific beliefs regarding the integrity of a country, its norms and values.
Aesthetic Dimension	Cognitive	Specific beliefs about the aesthetic qualities and the beauty/ attractiveness of a country as a cultural and scenic place.
Emotional Dimension	Affective	General feelings of sympathy and fascination for a country.

Information Channels vs. Country Image and Public Diplomacy

A country must first understand a place's current image, before planning a strategy on what image it can build and how to best build it (Gertner & Kotler, 2004). Images of nations, whether accurate or not, form through a very complex communication process involving varied information sources (Kunczik, 1997). Transactions and interactions concerning trade relations; the exchange of people (e.g., tourism, student exchanges, business travel, immigration, etc.); diplomatic contacts and other communication have an impact and a role in today's international system (Kunczik, 1997).

So far, communication science has mainly focused on mass-mediated country images (Buhmann & Ingenhoff, 2015). While people lack the time to learn much about other places in today's crowded marketplace (Anholt, 2011), mass media "disseminate the greater part of the information about foreign countries" and "influence the way a country's people form their images of the people and governments of other countries" (Kunczik, 1997, p.7). At the same time, stereotypes, which are often created and reinforced by media and entertainment, deeply influence the image of a place (Gertner & Kotler, 2004). Both traditional and new media play a role in a nation's image, and governments need to use social media tools to enhance strategic communication and build relationships with both their external and internal publics (Uysal, Schroeder & Taylor, 2012). Broadcast and electronic mass media have been valuable due to their ability to deliver the most information to the largest number of people in the least amount of time (Zaharna, 2009). Yet, in this large and complex communication network, mass media cannot and should not be treated or studied in isolation (Kunczik, 1997). Websites and social media provide direct, controlled information to interested parties and serve as a valuable image cultivation tool

(Uysal, Schroeder & Taylor, 2012). Social media present an opportunity to understand how nations communicate messages to global audiences and not only to leaders (Cull, 2013).

The nature of diplomacy has been completely altered by globalization and by the new opportunities for instantaneous communication, relationship building, collaborative efforts and dialogue that social media offers (White & Radic, 2014). Modern communication is transforming the spread and impact of ideas in unpredictable ways, as individuals and organizations can now share information widely and instantly and bypassing traditional media and its role in curating news, setting agendas, and moderating debate (Ross, 2002). Definitions of the "new public diplomacy" and its emphasis on greater exchange, dialogue, and mutuality have merged with public diplomacy's increased use of online media (Cull, 2013).

In regard to image management, social media provide an opportunity to not only disseminate messages and influence opinions, but to also gauge and measure current perceptions. With the popularity of text-based social media, millions of people broadcast their thoughts and opinions about a variety of topics daily (O'Connor, Balasubramanyan, Routledge & Smith, 2010). Social media provide unique opportunities for brand and image analysis, and Twitter, specifically, is one of many social media outlets in which "brands are projected, reflected and constructed" (Andéhn, Kazeminia, Lucarelli & Sevin, 2014, p. 9). As global politics and public diplomacy begin to find a place in social media, an important challenge countries face is learning how to benefit from the potential of new media, while at the same time trying to control— as much as possible — both messages and interactions in spaces that encourage dialogue and co-creation (Christensen, 2013).

Recent research in public diplomacy has explored how U.S. embassies and other nations use social media for public diplomacy and country branding efforts (Sobel, Riffe & Hester, 2016). At the same time, these new media also have a chaotic nature (Cull, 2013) and some studies have found the impact of social media on public diplomacy to be at best elusive (Zhang, 2013). Just as social media platforms create new channels to reach broader audiences, they pose challenges as the interactive and accessible nature of social media creates the potential for unplanned and unwanted dialogue (Christensen, 2013). Exploring which communication channels are preferred by foreign publics to know about a country is an important topic of research (Yang et al., 2008). Studying the country image of South Korea in the eyes of Americans, Yang, et al. (2008) found preference of personal communication, online media, and national mainstream media were highly correlated with the favorability of country reputation.

Social Media as a Measure of Public Opinion

Academic interest in the potential use of social media to measure public opinion has increased due to this newfound availability of opinions on social media (Anstead & O'Loughlin, 2015). Despite its many limitations, Twitter data is still perceived to have the potential to provide insights into public opinion (Jungherr, 2015). An analysis of media coverage from the 2010 UK General Election demonstrated that political journalists now equate social media and public opinion; meaning mainstream media have accepted the use of social media as a tool to understand and illustrate public opinion (Anstead & O'Loughlin, 2015). Using a sentiment detector based on Twitter data, O'Connor et al. (2010) found that Twitter data sentiment reflected consumer confidence and presidential job approval polls.

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Organizations are capitalizing on the more interactive nature of communication in social media (Hannah & Rowley, 2015). As digital chatter on social media has become central to everyday life, organizations are finding that the balance of positive and negative comments creates a buzz that generates visibility and interest and generally benefits the organization (Hannah & Rowley, 2015). Business and marketing research maintains that sentiment and chatter on social media are one of the best indicators of performance for a company (Hewett, Rand, Rust & van Heerde, 2016). Few studies have looked at social media's role to gauge or measure public opinion in order to better understand a country's image.

Putting the "Country" in Country Image

The nature of public diplomacy is constantly evolving and the elements and conditions that impact it are different for different countries (White & Radic, 2014). However, too often, studies focus primarily on U.S. public diplomacy while ignoring other countries (Gilboa, 2008). National reputation has been characterized as an instrument of power and as a clear indication of a country's strength, both reflecting and affecting a country's standing in the global arena (Wang, 2006). Kunczik (2003) recognized a sort of structural necessity for international public relations on the world stage. Despite the growing importance of public diplomacy in contemporary international relations, scholars have not yet sufficiently pursued or promoted systematic theoretical research in the field (Gilboa, 2008). Anholt (2011) argued that:

"All responsible governments, on behalf of their people, their institutions, and their companies, need to measure and monitor the world's perception of their nation and to develop a strategy for managing it. It is a key part of their job to try to earn a reputation that is fair; true; powerful; attractive; genuinely useful" (p.9).

As more countries use public diplomacy, it becomes increasingly important to "develop comparative theories and frameworks of public diplomacy that take into account the differing infrastructures and different communication goals of (countries)" (White & Radic, 2014, p.59). Most developing countries suffer from an image forged during an earlier and very different political area, which now represents an important obstacle for their political, economic, cultural and social aspirations (Anholt, 2007). Yet, heavy reliance on U.S. samples in research is still an issue (Roth & Diamantopoulos, 2009). And while the number and quality of publications on global public relations has increased in Asia, North America, and Western Europe, there are relatively few studies on Latin America. There is still a recognized need to focus on various parts of the world, including Latin America, especially through country-by-country and comparative studies (Molleda & Moreno, 2008).

The Case for Latin America

Despite formerly being a region of advances and innovation, it seems that on today's global stage, no one cares about Latin America (Belem, 2017). Not receiving adequate attention in the world or in a certain region because of the current structure of the global information system can be defined as an image crisis when the political elite of a state believe that they do not have a fair image in a foreign country or believe that they are not given sufficient and unbiased media attention (Kunczik, 2003). Latin America experienced a unique process of liberation from colonial masters Spain and Portugal early in the 19th century, nearly a century before African and Asian nations gained national independence in the 1950s and after. Several countries in the region are said to have led the Global South's anti-colonial struggle and the region became the center of innovative ideas in politics, economics and the arts (Muggah &

Winter, 2017). A deterioration of overseas perception linked to factors such as stability, achieving a desirable quality of life, or infrastructure, has been recognized as a long-standing challenge for the region. As films continue to influence fashion, language, and foreign images, U.S. entertainment still portrays Latin American society through murderous thieves and submissive, but sensual women (Kunczik, 1997).

Several regions of the world such as Latin America, countries such as Mexico, and cities, such as Bogota or Rio de Janeiro, generate a number of well-known stereotypes (Gertner & Kotler, 2004). While an image is a sort of personal perception of a place that tends to vary by person, a stereotype suggests a widely held image that is highly distorted, simplistic and that carries a favorable or unfavorable bias (Gertner & Kotler, 2004). Colombian coffee is an element that contributes to the country's image, while the Dominican Republic, home to sophisticated resorts and villas, has earned an image and reputation of a popular travel destination (Gertner & Kotler, 2004). Stereotypes that are the reputations of countries, whether good or bad, rarely reflect the reality of the place (Anholt, 2007). For example, Colombia and Mexico face socioeconomic and political challenges, while also having great natural resources and representing key geopolitical areas, with potential for evolution and growth of various professions, including that of public relations (Molleda & Moreno, 2008). However, a significant challenge for the region, country image takes time to change, especially as publics remain attached to their beliefs (Anholt, 2007).

Correcting a country's image is extremely difficult, however crafting and creating a country's international image, or managing and changing it is feasible so long as there is clear strategy and proper coordination (Gertner & Kotler, 2004; Anholt, 2005). A country can either

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take control of its national reputation or allow it to be controlled by public opinion or public ignorance (Anholt, 2011). Most transitional economies suffer from images developed during earlier political eras, which continue to pose a challenge to modern political, economic, cultural and social aspirations (Anholt, 2012). Latin American nations lack overwhelmingly positive regional or national images (Anholt, 2005). Despite several country-branding campaigns, in an international context, Latin America lags behind in performance and in positive national branding. As Al Jazeera recently stated, "whatever international political or economic forum you take as a reference…would inevitably lead you to the same conclusion: No one cares about Latin America now."

Countries Selected for the Study

Existing literature shows evidence that first-hand experiences, such as knowing someone from the country or having traveled to a country, affect country image **(**Yang et al., 2008). In order to test a hypothesis that individuals with first hand experiences will have a more positive country image overall, countries within Latin America were chosen based on likelihood of knowledge and first-hand exposure by U.S. college students.

While the U.S. immigrant population is diverse, just a few countries of origin make up a large share of the total (Migration Policy Institute, 2016). In 2016, Colombia (n = 704,587) and Mexico (n = 9,177,487) represented the greatest number of immigrants to the United States for South America and North/Central America, respectively. The Dominican Republic (n = 1,085,321) made up the second-highest number of immigrants from the Caribbean to the United States — second only to Cuba (n = 1,271,618).

On the subject of traveling to a country, the United States is the top outbound tourism market for every destination in the Caribbean, except for Cuba. Due to the U.S. trade and travel embargo with Cuba since the 1960s and, despite more recent steps toward normalizing relations, travel restrictions to Cuba remain. This makes Cuba a unique and atypical case for the region and, as past travel to Cuba by many U.S. college students is unlikely (Jordan, Bynum Boley, Knollenberg & Kline, 2017). However, the United States remains the largest source market for Dominican tourism with 2.1 million visitors in 2016 – more than a third of the country's total of 6.1 million tourists that year (Dominican Republic Ministry of Tourism, 2017).

According to a survey by the National Travel and Tourism Office (NTTO, n.d.), the number of U.S. citizens traveling to Mexico has steadily increased since 2002, with an estimated 27.8 million tourists in 2016, making U.S. tourists the largest segment for the country. And according to the country's Trade Ministry, Colombia received more than 2.5 million foreign visitors in 2016 — a 13 percent increase compared to 2015 — and the nearly half a million U.S. tourists also represented the largest tourism group for Colombia (Alsema, 2017).

Looking at both the number of immigrants from, and U.S. tourism to, Colombia, the Dominican Republic and Mexico, these countries were chosen for the purpose of this study. Likelihood for greater exposure to and contact with a country or persons of that country provides an opportunity to test the hypotheses of the study.

Research Questions and Hypotheses

In summary, this thesis sought to fill gaps in the literature relating to utilizing existing country image scales in comparative studies. This thesis also worked to expand the wealth and depth of knowledge related to Latin America in public relations and public diplomacy research,

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and explored the potential role and use of social media in public diplomacy efforts and in gauging and measuring public opinion of foreign publics.

This thesis sought to answer the following research questions and hypotheses:

RQ1: Which dimension (functional, normative, aesthetic) of country image do participants consider most important in determining country image of any country?

RQ2: Which dimension (functional, normative, aesthetic, emotional) of country image is perceived more positively for each of the selected countries (Colombia, Dominican Republic and Mexico)?

RQ3: Which dimension (functional, normative, aesthetic) of country image has the strongest effect in determining the overall country image for each of the selected countries (Colombia, Dominican Republic and Mexico)?

RQ4: From which channels are people with more positive country images receiving information about the selected countries (Colombia, Dominican Republic and Mexico)?

H1: Individuals having had first-hand experiences (knowing persons of, or having traveled to a specific country) will have a more positive country image overall.

H2: Most information regarding these countries for this population will be through online media (social media) and entertainment.

RQ5: To what extent does "sentiment" and "top words" (as defined by Salesforce Social Studio social media listening tools) reflect the country images of the selected countries as reported by survey participants?

Chapter three provides a detailed overview of the methodologies employed in order to answer and test the research questions and hypotheses listed above.

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CHAPTER THREE
METHODOLOGIES

Overview of Methodologies

This thesis used multiple methods to measure country images of the selected countries and to also be able to compare findings from survey responses and information gathered using social media software for social listening. The survey consisted of both quantitative and qualitative data. Quantitative data from the survey used existing subscales for measuring the various dimensions of country image. Qualitative survey data asked participants to note words they associated with each of the three selected countries of Colombia, Dominican Republic and Mexico. Qualitative survey data was compared with frequently used words collected from social media chatter related to each of the three countries. Chapter three provides a detailed overview of the methodologies and of the respective samples used for this thesis.

Adapted 4D Model Survey

To better understand the country images of Colombia, the Dominican Republic, and Mexico, 4D country image scale items (Buhmann & Ingenhoff, 2015; Ingenhoff et al., 2018) were modified and pre-tested prior to surveying a convenience sample of 461 undergraduate college students over the age of 18.

Three open-ended questions asked participants what top three to five words they associate with the selected countries of Colombia, Dominican Republic and Mexico, respectively. Using a 7-point Likert scale ranging from "extremely unimportant" to extremely

important," participants were asked to rate the importance of 12 items (four constructs related to each of the three formative, or cognitive, dimensions (functional, normative and aesthetic) when forming an opinion about *any country* in general. Next, in order to measure overall country image, one question asked participants "What is your overall feeling about each country?" for each of the selected countries (Colombia, Dominican Republic and Mexico), on a 7-point Likert scale ranging from "extremely negative" to "extremely positive." Demographic questions related to age, ethnicity and country of origin were inserted in between other survey items in order to avoid skewing responses. Table 3.1 summarizes the 12 survey items, by dimension.

Using four items for each of the dimensions (functional, normative and aesthetic dimensions) and 7-point Likert scales, participants were asked to state their level of agreement with various statements as pertaining to each of the three selected countries (e.g. *the country has a stable economy, the country respects the values of other nations and peoples, the country has beautiful scenery and landscapes, I like the people of the country*, etc.). All of the survey items are listed by their respective dimensions and can be found in Tables 4.3, 4.4 and 4.5 below, and in Appendix A. Considering that country image is made up of beliefs of (cognitive component), and emotions toward (affective component) the country, also on a 7-point Likert scale, five items (listed below in Table 4.6) were used for the affective or emotional dimension (e.g. *I like the country, I like the people of the country, this is an attractive country, if somebody speaks negatively about this country, it bothers me*, and *I would feel safe in the country*). Finally, using a 7-point Likert scale, seven survey items concerning sources of information asked participants their level of agreement in regards to where their knowledge about each of these countries comes from (i.e. television, Facebook, movies, people from that country, etc.). The complete survey

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tool and consent form can be found in the Appendix A.

Survey Sample

Data were collected, using Qualtrics software, with student participants from four-year universities in the Southeastern United States. From both historical and contemporary perspectives, a core function of higher education has been the education and development of future leaders (Dugan, 2006). College students are the future elites from which leaders will emerge (White, 2010). It is both clearly understood and accepted that international politics and domestic structures affect each other (Gourevitch, 1978). Former U.S. Secretary of State Colin Powell believed one of the greatest diplomatic assets of the United States was the number of future foreign leaders who study in the U.S. Powell saw value in having foreign leaders around the world inclined to be sympathetic to the United States and its claims (Bush, McLarty & Alden, 2009). For this same reason, understanding and improving sentiment or sympathy of U.S. college students toward Latin American countries may be valuable in crafting long-term solutions or in carrying out more effective public diplomacy initiatives for the region.

With the cooperation of professors at public universities in Alabama, Florida, Louisiana, North Carolina, Tennessee and Texas, 460 college students enrolled in introductory communication classes completed the online survey using a Qualtrics link. After data collection, a useable dataset of n = 441 remained once data were cleaned based on the following procedure. First, surveys with incomplete responses were removed. Next, since the estimated completion time for the survey was ten minutes, submissions taking less than three minutes to complete were removed. Last, cases having highly suspicious responses — meaning blatant lack of variability in response choices — were removed, resulting in 441 usable cases.

Table 3.1

Survey Items of Subscales for the Cognitive Country Image Dimensions

Dimension	Related Construct
Normative	National efforts in environmental stability.
Aesthetic	Internationally known celebrities.
Functional	Economic power and productivity of the country.
Normative	Help or involvement in international crises.
Functional	Competence of the country's government.
Aesthetic	Attractiveness of the culture (arts, food, music, language, etc.).
Normative	Commitment to social issues (development aid, civil rights, etc.).
Aesthetic	Friendliness of the country's people.
Functional	Quality of science, research and technology of the country.
Normative	Respect for values of other nations or people's.
Functional	Safety and security of the country.
Aesthetic	Beauty of the landscape.

* Survey items were selected and modified from previous studies by Buhmann and Ingenhoff (2015), and Ingenhoff et al. (2018).

In the 441 participant sample 98.4 percent of participants identified as U.S. citizens and 95 percent were between the ages of 18 and 24 years old, with an average age of 21 years old. Of the 441 cases, 79.8 percent of participants identified as White (non-Hispanic), 9.1 percent identified as Black or African American, 5.9 percent identified as Hispanic or Latinx, 4.8 percent identified as Mixed or Multiethnic and 2.3 percent identified as Asian.

Nunnally (1978) recommended calculation of coefficient alpha (also known as Cronbach's Alpha) in order to assess the reliability of a multiple-item variable and asserted that instruments used in basic research should have reliability of .70 or better. This thesis used Cronbach's Alpha to test the reliability of the scales of each of the cognitive dimensions. And various statistical tests were used to compare means, determine significance and gauge strength in correlations between dimensions and country images of the selected countries.

Two coders were trained to carry out a thematic analysis of qualitative data provided by participants related to the top words associated with each country, and discrepancies were resolved through discussion.

Salesforce Social Studio's Social Listening and Analysis

In conjunction with the thematic analysis of qualitative data provided by participants, data were gathered using the "Analyze" function of Salesforce Marketing Cloud Social Studio. Social Studio is a social analytics platform that allows researchers to harvest online content based on keyword searches (Salesforce, 2018). Search terms or "keywords" used included *Colombia*, *Dominican Republic* and *Mexico* for the period of time ranging from January 1, 2017 to December 31, 2017 and posted from within the United States. Other search terms such as "DR" or the common misspelling of "Columbia" were explored, but due to everyday

abbreviations (i.e. drive, doctor, etc.) and locations (e.g. British Columbia; Columbia University; Columbia, South Carolina; District of Columbia) it was concluded that the addition of those search terms would confuse the sample of aggregated posts to be analyzed. Publicly accessible data was collected in the form of tweets and other social media posts aggregated by Salesforce Social Studio (e.g., Facebook, Twitter, online news media organizations, forums).

Using the "Workbench" tool, trends from all publicly available data were compared with insights by age segments that reflected survey sample demographics (18–20 and 21–24 year-olds). Sentiment of those posts from these age demographics was defined by Salesforce Social Studio's scoring algorithm that examines posts from the selected language (or languages), determines the sentiment of a post and averages an overall sentiment score. Social media posts' "top words" in the form of Social Studio's Word Cloud function were examined for each search term. Additional insights related to Share of Voice (SOV), defined by Salesforce Social Studio as the ability to group keyword groups together by brand, competitor or industry — in this case, country— and see a pie chart percentage, were also examined.

Social Media Sample

Given that the researcher is bilingual, data in both English and Spanish were collected, analyzed and aggregated. Number of posts by sentiment (positive, negative and neutral) for the age groups (18–20 and 21–24 year olds) by quarter, were combined for an overall yearly summary. For the period of January 1, 2017 to December 31, 2017 and using the aforementioned search terms, 35,059 publicly available posts were collected and analyzed — a large majority of these were pulled from Twitter. In order to better compare to survey results, public data (tweets from accounts set to "public" from users also whose profile has their birth date year set to public)

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were pulled from users in the 18–20 and 21–24 year old age demographics. Due to the overall volume of posts, sentiment — as determined by Salesforce Social Studio's algorithm for determining sentiment of posts — and the top 50 words had to be collected by quarter (i.e. January – March, April – May, etc.) and then aggregated.

Chapter four reviews the results of both quantitative and qualitative responses provided by participants of the survey, as well as findings from social listening analyses.

CHAPTER FOUR

RESULTS

Reliability of Subscales

Using the first set of survey questions that asked participants to rate the importance of constructs when forming an opinion about *any* country in general (listed in Table 3.1 above), Cronbach's Alpha tests for reliability were run for all of the subscales for the cognitive dimensions — functional, normative and aesthetic — made up of beliefs and knowledge of a country. The subscale used to measure the functional dimension of country image consisted of four items ($\alpha = .748$), the subscale used to measure the normative dimension consisted of four items ($\alpha = .779$), and the subscale used to measure the aesthetic dimension consisted of four items ($\alpha = .650$). Table 4.1 reflects these reliability results under "general" reliability by dimension. Of the four items that made up the subscale to measure the aesthetic dimension,[1] *internationally known celebrities* had a low item-to-total correlation ($r = .238$) in relation to the other three items that measured the aesthetic dimension. Because this subscale was created from a selected subset of items from previous 4D-Model survey instruments (Buhmann & Ingenhoff, 2015a, 2015b; Ingenhoff et al., 2018), this fourth item was removed, increasing the aesthetic subscale reliability ($\alpha = .731$).[2]

The subscale for the affective dimension (feelings toward a country) — consisted of questions such as *I like the country, this is an attractive country,* and *I would feel safe in the country* — and therefore could not be asked of any country in general. As a result, reliability tests

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[1] Listed in Table 4.5 below
[2] All of the items used in the survey for the functional, normative and aesthetic dimensions can be found in Tables 4.3, 4.4 and 4.5, respectively.

using these constructs when asking about a specific country (Colombia, the Dominican Republic or Mexico) were also run using all four dimensions in order to also test the reliability of the subscale for the affective or emotional dimension. The five items used to measure the affective, or emotional, dimension can be found in Table 4.6 below. Table 4.1 displays general and country-specific results of Cronbach's Alpha tests for reliability run for each of the subscales by dimension.

RQ1: Degree of Importance of Dimensions in Determining Country Images

The first research question sought to answer which dimension of country image is reportedly most important in determining country image of a country. Using a 7-point Likert scale and based on questions using twelve items related to the three cognitive dimensions (functional, normative and aesthetic) measuring beliefs and knowledge of a country, participants were asked to rate the importance of each of the items when forming an opinion of a country. Each cognitive dimension was measured by a subset of four items. A list of these twelve items is found in Table 3.1. A repeated measures ANOVA was conducted to compare means and differences across the cognitive dimensions. Differences were found revealing that the perceptions of the three dimension subscales (functional, normative and aesthetic) does differ $[F(2, 439) = 16.918, p < .001)]$.

To determine how the means of each dimension — or importance by dimension — differed, Pairwise Comparisons were conducted with a Bonferroni adjustment. Pairwise Comparisons showed the normative dimension (m = 5.53) rated significantly lower than both of the functional (m = 5.721, p < .001) and aesthetic (m = 5.716, p = .001) dimensions. However, there was no significant difference between the importance of the aesthetic and functional

Table 4.1

Results of the Reliability of Subscales by Dimensions (Cronbach's Alpha)

Dimension	Colombia	Dominican Republic	Mexico	General (i.e. "A Country")
Functional	.800	.740	.742	.748
Normative	.757	.723	.759	.779
Aesthetic*	.740	.694	.740	.731
Emotional	.799	.758	.793	--

* The "famous celebrities" survey item was removed from analysis of aesthetic subscale in order to increase reliability of scale and of results.

dimensions (p = 1.000). Therefore, among the sample, functional and aesthetic dimensions were reportedly most important in determining the country image for any country.

RQ2: Perceptions of Country Image Dimensions for the Selected Countries

The second research question sought to find which dimension is perceived more positively for each of the selected countries. Using the same twelve survey items related to the three cognitive dimensions and including a selected subset of five items (listed in Table 4.6) related to the affective component, or the emotional dimension of country image, participants were asked to rate their level of agreement on a 7-point Likert scale to statements specific to the selected countries. A two-way repeated measures ANOVA was conducted to see if dimensions differed in significantly different ways across countries and found that the two-way interaction between dimension and country is significant [$F(6, 435) = 15.828$, $p < .001$]. To explore this two-way interaction separate, country-specific repeated measures ANOVAS were conducted. Figure 4.1 shows these differences by country and dimension.
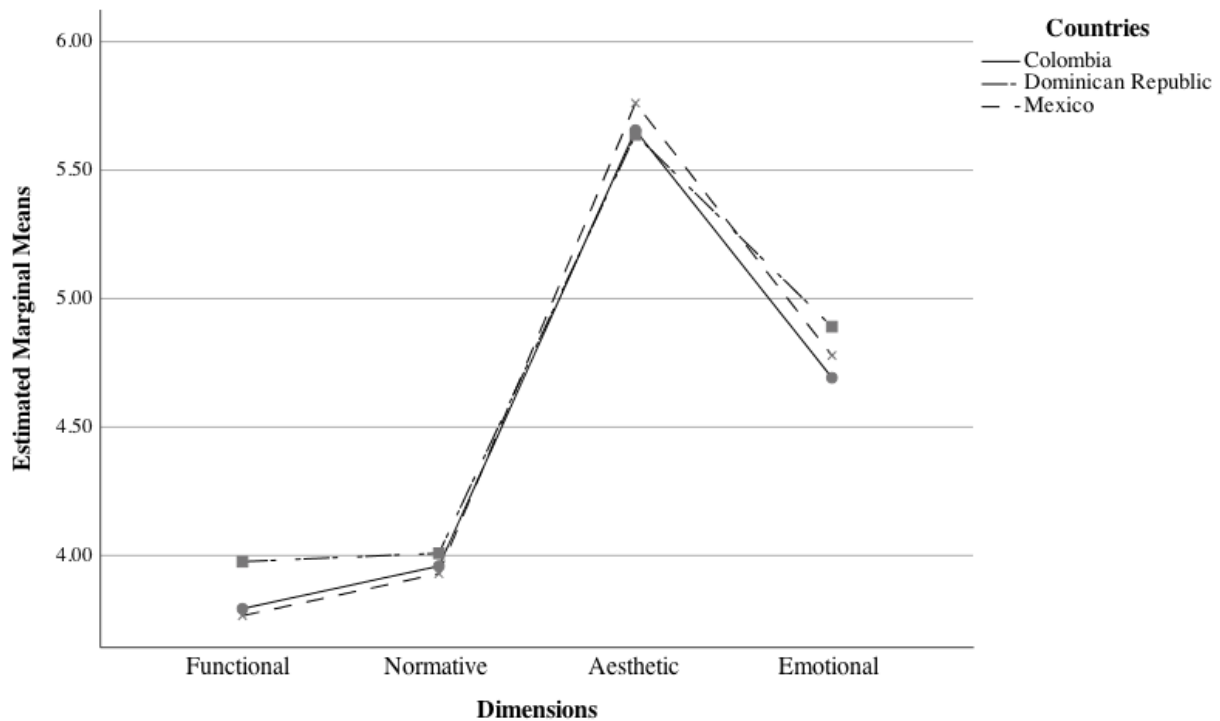
1 = Extremely Unimportant, 7 = Extremely Important.

Figure 4.1 *Estimated Means of Dimensions by Country*

In the case of Colombia, subscales of all four dimensions (functional, normative, aesthetic, and emotional) had significantly different averages. For Colombia, the aesthetic dimension was rated highest (m = 5.66, SD = .044), followed by emotional (m = 4.69, SD = .047), normative (m = 3.96, SD = .040). The subscale of the functional dimension was rated the lowest (m = 3.79, SD = .045). In the case of the Dominican Republic, the subscale for the aesthetic dimension was rated highest (m = 5.64, SD = .042), followed by emotional (m = 4.89, SD = .042). For the Dominican Republic, both the functional (m = 3.98, SD = .040) and normative dimension subscales (m = 4.01, SD = .039) rated the lowest and did not show significant differences from one other. In the case of Mexico, the subscale for the aesthetic

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dimension was rated highest (m = 5.76, SD = .041), followed by emotional (m = 4.78, SD = .049), normative (m = 3.93, SD = .044). The subscale of the functional dimension was rated the lowest (m = 3.76, SD = .047). Table 4.2 below summarizes these findings.

Overall, the aesthetic dimension was rated most positively for all three of the selected countries, followed by the emotional dimension. For Colombia and Mexico, the functional dimension was rated least positively, and for the Dominican Republic both the functional and normative dimensions were rated least positively (with no significant difference), receiving a neutral score on the 7-point Likert scale. Tables 4.3, 4.4, 4.5 and 4.6 display the means and standard deviations of specific survey items by dimension and country.

RQ3: Correlations of Dimensions with Overall Country Images

In order to answer the third research question and determine which dimensions are more closely correlated with overall country image of Colombia, the Dominican Republic and Mexico (measured by a survey item asking, "What is your overall feeling toward the country?"), stepwise regressions using each of the three cognitive dimensions (measured by beliefs or knowledge of a country) were run for each country.

For Colombia, functional, aesthetic and normative dimensions were significantly related to its overall country image. R-square for the model was .363, therefore 36 percent of variability in Colombia's country image can be explained by functional, aesthetic and normative dimensions. All three dimensions had a positive relationship with the overall country image for Colombia. Table 4.7 and 4.8 below show the results of the step-wise regression and the model summary for Colombia.

For the Dominican Republic, functional, aesthetic and normative dimensions were

Table 4.2
Estimated Means and Standard Deviations of Dimensions by Country

Dimension	Colombia		Dominican Republic		Mexico	
	Mean	SD	Mean	SD	Mean	SD
Functional	3.79	.045	3.98	.040	3.76	.047
Normative	3.96	.040	4.01	.039	3.93	.044
Aesthetic*	5.66	.044	5.64	.042	5.76	.041
Emotional	4.69	.047	4.89	.042	4.78	.049

* Calculated without the "international celebrities" survey item
1 = Extremely Unimportant, 7 = Extremely Important.

Table 4.3
Means of Survey Items by Country for the Functional Dimension

Survey Item	Colombia		Dominican Republic		Mexico	
	Mean	SD	Mean	SD	Mean	SD
The country has a stable economy.	3.82	1.286	3.80	1.166	3.81	1.192
The country has competent government officials.	3.74	1.366	3.91	1.054	3.78	1.151
The country is safe for citizens and visitors.	3.69	1.442	4.47	1.223	3.76	1.390
The country has quality science, research and technology.	3.81	1.133	3.72	1.015	3.82	1.077

1 = Strongly Disagree, 7 = Strongly Agree.

Table 4.4

Means of Survey Items by Country for the Normative Dimension

Survey Item	Colombia		Dominican Republic		Mexico	
	Mean	SD	Mean	SD	Mean	SD
The country is active in protecting the environment.	4.13	1.070	4.12	1.028	3.85	1.085
The country is known for its strong commitment to social issues (e.g. development aid, civil rights).	3.67	1.129	3.72	1.094	3.64	1.190
The country is a socially responsible member of the international community, i.e. helping in international crises.	3.60	1.154	3.63	1.166	3.78	1.260
The country respects the values of other nations and peoples.	4.44	1.118	4.56	1.094	4.45	1.307

1 = Strongly Disagree, 7 = Strongly Agree.

Table 4.5

Means of Survey Items by Country for the Aesthetic Dimension

Survey Item	Colombia		Dominican Republic		Mexico	
	Mean	SD	Mean	SD	Mean	SD
The country is home to beautiful cultural assets (e.g. arts, food, architecture, music, language, etc.)	5.90	1.092	5.93	1.083	6.05	.982
The country has beautiful scenery and landscapes.	6.01	1.032	6.05	1.039	6.00	1.047
The country has lots of charismatic people (e.g. in politics, sports, media, etc.).	5.06	1.261	4.93	1.260	5.23	1.177

1 = Strongly Disagree, 7 = Strongly Agree.

Table 4.6

Means of Survey Items by Country for the Emotional Dimension

Survey Item	Colombia		Dominican Republic		Mexico	
	Mean	SD	Mean	SD	Mean	SD
I like the country.	5.10	1.172	5.32	1.135	5.34	1.222
I like the people of the country.	5.23	1.151	5.33	1.115	5.34	1.253
This is an attractive country.	5.18	1.280	5.36	1.228	5.16	1.296
If somebody speaks negatively about this country, it bothers me.	3.94	1.502	3.95	1.495	4.08	1.562
I would feel safe in the country (during travels/visits, etc.).	4.01	1.502	4.49	1.338	3.97	1.550

1 = Strongly Disagree, 7 = Strongly Agree.

significantly related to the Dominican Republic's overall country image. R-square for the model was .271, therefore 27 percent of variability in the Dominican Republic's country image can be explained by the three dimensions. All three dimensions had a positive relationship with the overall country image for the Dominican Republic. Table 4.9 and 4.10 below show the results of the step-wise regression and the model summary for the Dominican Republic.

For Mexico, functional, normative and aesthetic dimensions were significantly related to Mexico's overall country image. R-square for the model was .302, therefore 30 percent of variability in Mexico's country image can be explained by the functional, normative and aesthetic dimensions — in that order. All three dimensions had a positive relationship with the overall country image for Mexico. Table 4.11 and 4.12 below show the results of the step-wise regression and the model summary for Mexico.

Therefore, for all three of the selected countries, the functional dimension was more strongly correlated with country image. For Colombia and the Dominican Republic, the aesthetic dimension was next, while for Mexico the normative dimension was more closely correlated to its overall country image than the aesthetic dimension.

RQ4: Channels of Information Correlated with Positive Country Image

The fourth research question sought to find from which channels people with more positive country images are receiving information about the selected countries. In response to the question measuring overall country image (that is, "What is your overall feeling toward the country?") the Dominican Republic (m = 5.05, SD = 1.178) had the highest overall country image, averaging "slightly positive" on the 7-Point scale. Mexico (m = 4.67, SD = 1.393) and Colombia (m = 4.56, SD = 1.265) were both rated between "neither positive nor negative" and

Table 4.7

Step-Wise Regression by Dimension for the Country Image of Colombia

Model		Unstandardized Coefficients		Sig.
		B	Std. Error	
1	(Constant)	1.849	.208	<.001
	Functional - Colombia	.716	.053	<.001
2	(Constant)	.211	.318	.507
	Functional - Colombia	.593	.054	<.001
	Aesthetic - Colombia	.372	.056	<.001
3	(Constant)	.056	.324	.863
	Functional - Colombia	.495	.070	<.001
	Aesthetic - Colombia	.342	.058	<.001
	Normative - Colombia	.176	.081	.030

a. Dependent Variable: What is your overall feeling about each country? - Colombia

Table 4.8

Model Summary of the Step-Wise Regression by Dimension for Colombia's Country Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540[a]	.292	.290	1.066
2	.597[b]	.356	.353	1.018
3	.602[c]	.363	.359	1.013

a. Predictors: (Constant), Functional - Colombia
b. Predictors: (Constant), Functional - Colombia, Aesthetic - Colombia
c. Predictors: (Constant), Functional - Colombia, Aesthetic - Colombia, Normative

Table 4.9

Step-Wise Regression by Dimension for the Country Image of the Dominican Republic

Model		Unstandardized Coefficients		Sig.
		B	Std. Error	
1	(Constant)	2.580	.245	<.001
	Functional – DR	.620	.060	<.001
2	(Constant)	1.091	.336	.001
	Functional – DR	.482	.062	<.001
	Aesthetic – DR	.362	.058	<.001
3	(Constant)	.848	.346	.015
	Functional – DR	.374	.074	<.001
	Aesthetic – DR	.338	.059	<.001
	Normative – DR	.200	.075	.008

a. Dependent Variable: What is your overall feeling about each country? – Dominican Republic

Table 4.10

Model Summary of the Step-Wise Regression by Dimension for the Dominican Republic's Country Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441[a]	.194	.192	1.059
2	.509[b]	.259	.256	1.017
3	.521[c]	.271	.266	1.010

a. Predictors: (Constant), Functional - DR

b. Predictors: (Constant), Functional - DR, Aesthetic - DR

c. Predictors: (Constant), Functional - DR, Aesthetic - DR, Normative - DR

Table 4.11
Step-Wise Regression by Dimension for the Country Image of Mexico

Model		Unstandardized Coefficients		Sig.
		B	Std. Error	
1	(Constant)	2.093	.230	<.001
	Functional – Mexico	.684	.059	<.001
2	(Constant)	1.403	.261	<.001
	Functional – Mexico	.452	.073	<.001
	Normative – Mexico	.398	.078	<.001
3	(Constant)	.230	.393	.559
	Functional – Mexico	.420	.073	<.001
	Normative – Mexico	.326	.079	<.001
	Aesthetic – Mexico	.273	.069	<.001

a. Dependent Variable: What is your overall feeling about each country? - Mexico

Table 4.12
Model Summary of the Step-Wise Regression by Dimension for Mexico's Country Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484[a]	.234	.232	1.221
2	.526[b]	.277	.273	1.187
3	.549[c]	.302	.297	1.168

a. Predictors: (Constant), Functional - Mexico
b. Predictors: (Constant), Functional - Mexico, Normative - Mexico
c. Predictors: (Constant), Functional - Mexico, Normative - Mexico, Aesthetic - Mexico

"slightly positive". Pearson Correlations were run to find which channels of information are correlated with more positive country images.

Using a separate 7-Point Likert scale, participants were asked their level of agreement to "My knowledge about (country) comes from (media type)". Table 4.13 below summarizes findings regarding correlations between sources of information and country image. For Colombia, knowledge of the country from traditional mass media (e.g. TV, newspapers) is negatively correlated with country image ($r = -.173$, $p < .001$). While word-of-mouth communication ($r = 0.105$, $p = .027$), personal experiences visiting the country ($r = .137$, $p = .004$) and knowing people from the country ($r = .219$, $p < .001$) were all positively correlated with the overall country image of Colombia. And knowing people from Colombia is more strongly correlated to a positive country image than any other source of information.

For the Dominican Republic, knowledge of the country from word-of-mouth communication ($r = 0.139$, $p = .003$) and knowing people from the country ($r = 0.182$, $p < .001$) were positively correlated with the overall country image of the Dominican Republic. And knowing people from the Dominican Republic is more strongly correlated to a positive country image than any other source of information.

For Mexico, knowledge of the country obtained from knowing people from the country ($r = 0.203$, $p < .001$) and from education in school ($r = 0.099$, $p = .037$) were both positively correlated with the overall country image of Mexico. Knowing people from Mexico is most strongly correlated to a positive country image than any other source.

H1: Effects of First-Hand Experiences on Country Image

For all three countries the first hypothesis was supported: knowing persons of that

Table 4.13

Correlation Between Sources of Information and Country Image

		Overall Country Image		
Survey Item		Colombia	Dominican Republic	Mexico
Traditional mass media (e.g. TV, newspapers).	Pearson Correlation	-.173[**]	.017	.015
	Sig. (2-tailed)	<.001	.722	.754
Social media (e.g. Facebook Twitter, Instagram, YouTube).	Pearson Correlation	-.003	.012	-.044
	Sig. (2-tailed)	.946	.804	.360
Entertainment (e.g. books, movies, music, Netflix, etc.).	Pearson Correlation	-.066	<.001	.016
	Sig. (2-tailed)	.167	1.000	.745
Education in school.	Pearson Correlation	.091	.081	.099[*]
	Sig. (2-tailed)	.057	.089	.037
Word-of-mouth communication.	Pearson Correlation	.105[*]	.139[**]	-.040
	Sig. (2-tailed)	.027	.003	.408
My own experiences visiting the country.	Pearson Correlation	.137[**]	.078	.075
	Sig. (2-tailed)	.004	.101	.116
Knowing people from the country.	Pearson Correlation	.219[**]	.182[**]	.203[**]
	Sig. (2-tailed)	<.001	<.001	<.001

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

country was positively correlated with the overall country image. While personal travel to the country was not significantly correlated positively or negatively to the country image of Mexico of the Dominican Republic, for Colombia, personal travel to the country was also positively correlated with its overall country image, as defined by the response to the question, "What is your overall feeling toward the country?"

H2: Main Sources of Information

For Colombia, the second hypothesis was supported, as entertainment was one of the top two sources of information listed for the country. However, the second hypothesis was not supported for the Dominican Republic and Mexico — as neither online media nor entertainment were among top sources of information for the two countries among survey participants. While respondents somewhat agreed that they are getting information from entertainment and social media, it is not where they are getting most of their information. Participants reported getting information about Colombia at the *highest* rate from traditional mass media (e.g. TV, newspapers) (m = 5.04, SD = 1.42), followed by entertainment (e.g. books, movies, music, Netflix, etc.) (m = 4.78, SD = 1.50). Participants reported getting information about Colombia at the *lowest* rate from personal travel (m = 2.21, SD = 1.47) and knowing people from Colombia (m = 3.66, SD = 1.95). Social media ranked fourth (m = 4.35, SD = 1.63) as a source of information for Colombia and word-of-mouth communication (m = 4.48, SD = 1.63) ranked third. Table 4.14 displays complete results regarding sources of information for Colombia.

For the Dominican Republic, participants reported getting information about the country at the *highest* rate from traditional mass media (e.g. TV, newspapers) (m = 4.92, SD = 1.43), followed by word-of-mouth communication (m = 4.53, SD = 1.42), and entertainment (e.g.

Table 4.14
Sources of Information for Colombia

Survey Item	Mean	Std. Deviation
My knowledge about the country comes from traditional mass media (e.g. TV, newspapers).	5.04	1.416
My knowledge about the country comes from entertainment (e.g. books, movies, music, Netflix, etc.).	4.78	1.504
My knowledge about the country comes from word-of-mouth communication.	4.48	1.438
My knowledge about the country comes from social media (e.g. Facebook Twitter, Instagram, YouTube).	4.35	1.634
My knowledge about the country comes from education in school.	4.29	1.537
My knowledge about the country comes from knowing people from the country.	3.66	1.950
My knowledge about the country comes from my own experiences visiting the country	2.21	1.463

1 = Strongly Disagree, 7 = Strongly Agree.

books, movies, music, Netflix, etc.) (m = 4.50, SD = 1.51). Social media ranked fourth (m = 4.34, SD = 1.65) as a source of information for the Dominican Republic. And participants reported getting information about the Dominican Republic at the lowest rate from personal travel (m = 2.70, SD = 1.95) and knowing people from the country (m = 3.41, SD = 1.84). Table 4.15 displays complete results regarding sources of information for the Dominican Republic.

For Mexico, participants reported getting information about the country at the highest rate from traditional mass media (e.g. TV, newspapers) (m = 4.90, SD = 1.50), followed by word-of-mouth communication (m = 4.88, SD = 1.39), and education in school (m = 4.79, SD = 1.44). Participants reported getting information about Mexico at the lowest rate from personal travel to the country (m = 3.55, SD = 2.29) and from social media (m = 4.43, SD = 1.68). Table 4.16 displays complete results regarding sources of information for Mexico.

RQ5: Comparing Findings from Social Media Mining and Survey Responses
Results from Survey Responses

Participants were asked to name between three and five words that came to mind when thinking about each of the selected countries. Text responses were then coded into one of three categories: positive, negative or neutral and any discrepancies or uncertainties in coding were resolved through discussion with a second coder. Table 4.17 shows word counts by sentiment and country. Overall, having excluded neutral words in the same way Salesforce Social Studio measures its overall sentiment values, positive sentiment for the Dominican Republic accounted for 79.4 percent of the word responses. A Chi-square analysis revealed that the Dominican Republic's sentiment was significantly different (p < .001) from that of Colombia (64.3%) and Mexico (66.1%). Figure 4.2 below shows sentiment breakdown by country.

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Table 4.15
Sources of Information for the Dominican Republic

Survey Item	Mean	Std. Deviation
My knowledge about the country comes from traditional mass media (e.g. TV, newspapers).	4.92	1.427
My knowledge about the country comes from word-of-mouth communication.	4.53	1.416
My knowledge about the country comes from entertainment (e.g. books, movies, music, Netflix, etc.).	4.50	1.514
My knowledge about the country comes from social media (e.g. Facebook Twitter, Instagram, YouTube).	4.34	1.646
My knowledge about the country comes from education in school.	4.15	1.570
My knowledge about the country comes from knowing people from the country.	3.41	1.839
My knowledge about the country comes from my own experiences visiting the country.	2.70	1.945

1 = Strongly Disagree, 7 = Strongly Agree.

Table 4.16
Sources of Information for Mexico

Survey Item	Mean	Std. Deviation
My knowledge about the country comes from traditional mass media (e.g. TV, newspapers).	4.90	1.502
My knowledge about the country comes from word-of-mouth communication.	4.88	1.386
My knowledge about the country comes from education in school.	4.79	1.443
My knowledge about the country comes from entertainment (e.g. books, movies, music, Netflix, etc.).	4.66	1.541
My knowledge about the country comes from knowing people from the country.	4.57	1.931
My knowledge about the country comes from social media (e.g. Facebook Twitter, Instagram, YouTube).	4.43	1.684
My knowledge about the country comes from my own experiences visiting the country.	3.55	2.293

1 = Strongly Disagree, 7 = Strongly Agree.

Table 4.17
Word Counts by Country from Qualitative Survey Data

Sentiment	Colombia		Dominican Republic		Mexico	
Positive	870	41.8%	1,136	55.1%	1,164	53.9%
Negative	482	23.2%	294	14.3%	597	27.6%
Neutral	730	35.1%	633	30.7%	400	18.5%
Total	2,082	100%	2,063	100%	2,161	100%
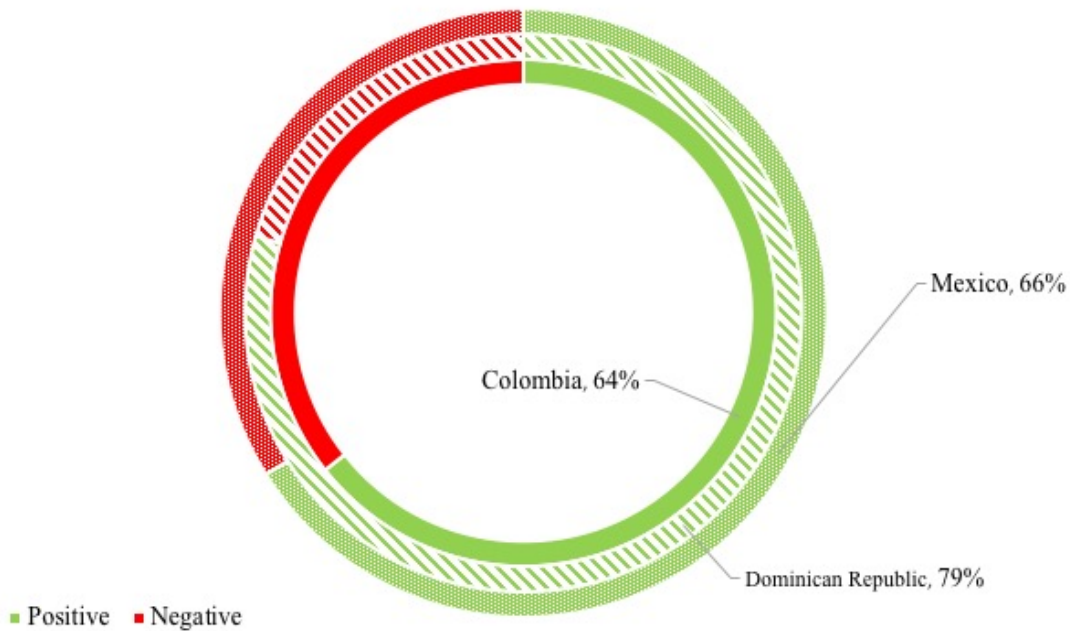
Figure 4.2 *Positive Sentiment by Country from Qualitative Survey Data*

Figure 4.3 below shows the number of words provided in survey responses by country.

Top ten words for Colombia included Coffee (n = 124), Spanish (n = 116), South America (n =

110), Drugs (n = 99), Cocaine (n = 87), Pablo Escobar (n =70), Soccer (n =66) and Food (n =

63). Figure 4.4 shows the top 50 words for Colombia. Top ten words for the Dominican Republic

included Beaches (n = 183), Vacation (n = 118), Island (n = 97), Spanish (n = 80), Baseball (n =

64), Poor (n =58), Haiti (n = 55) and Poverty (n = 47). Figure 4.5 shows the top 50 words for the

Dominican Republic. Top ten words for Mexico included Food (n = 168), Spanish (n = 128),

Beaches (N = 111), Drugs (drug cartels/lords/trafficking/trade) (n = 99), Tacos (n = 82), Border

(n = 74), Cancun (n = 53), Vacation (n = 51, Soccer (n = 50) and Wall (n = 50). Figure 4.6 shows

the top 50 words for Mexico.

Among survey words shared by participants were names of famous people and

government officials, and of various sources of information. For Colombia, people such as singer

Shakira (n = 23), actress Sofia Vergara (n = 22), actor Nairo Quintara (n = 1), professional

soccer players Falcao (n = 1) and James Rodriguez (n = 2) and former President Alvaro Uribe (n

= 1) were also mentioned. More specifically, communication channels and programs such as

Netflix's *Narcos* (n = 17), *Modern Family* (n = 6) and *Colombiana* (n = 5) were noted for

Colombia. For the Dominican Republic former dictator Rafael Trujillo (n = 1), Dominican

American author Junot Diaz (n = 1), Dominican-American rapper Cardi B (n = 2), and baseball

players David Ortiz (n = 7), Sammy Sosa (n = 4), and Alex "A-Rod" Rodriguez (n = 2) were

mentioned. Also listed, were *Fast & Furious* (n = 1) and *Burn Notice* (n = 1). For Mexico, drug

lord El Chapo (n = 4) was mentioned, and Mexican President Enrique Peña Nieto (n = 1) and
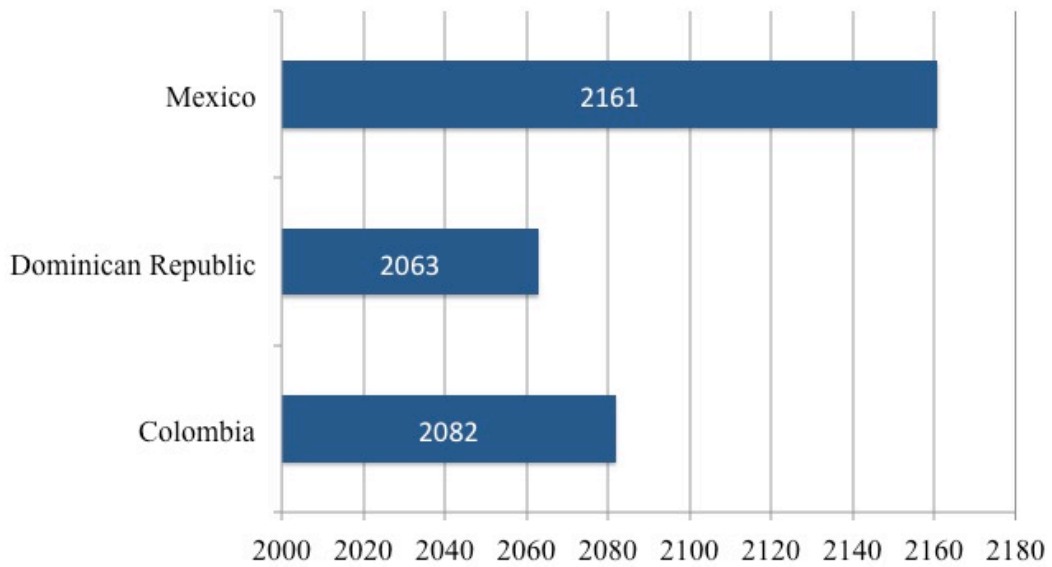
Figure 4.3 *Word Count by Country from Qualitative Survey Data*

Figure 4.4 *Top 50 Words for Colombia from Qualitative Survey Data*

Figure 4.5 *Top 50 Words for the Dominican Republic from Qualitative Survey Data*
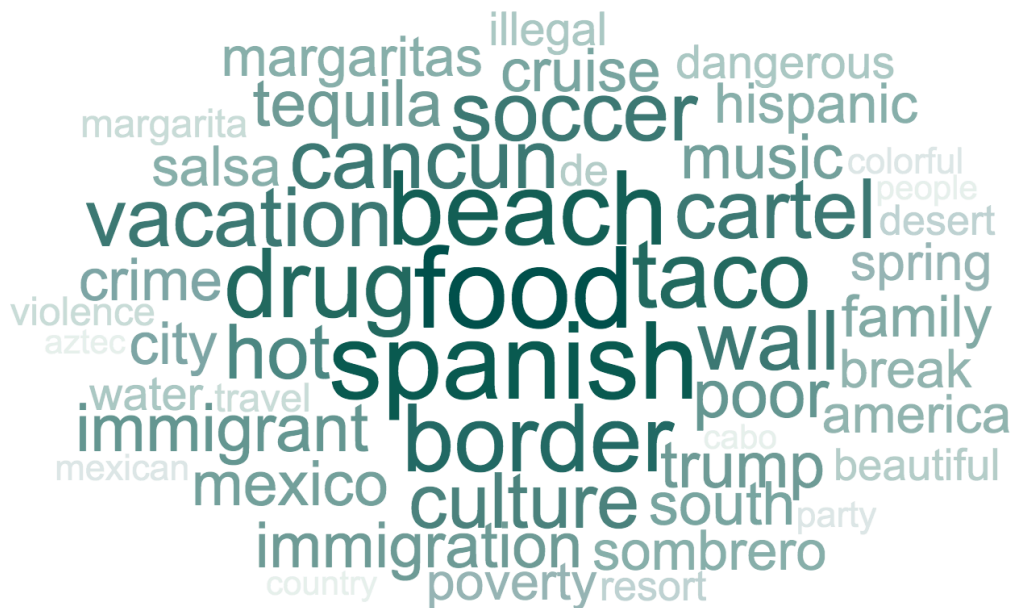
Figure 4.6 *Top 50 Words for Mexico from Qualitative Survey Data*

entertainment channels and programs such as *Coco* (n = 3), *Breaking Bad* (n = 1) and telenovelas (n = 1) were also listed.

A full list of word responses from survey participants by country and sentiment can be found in Appendix B.

Findings from Social Media Listening

Salesforce Social Studio analyses found that Mexico dominated the conversation across overall in all four quarters, representing more than 50 percent of the conversation, while the Dominican Republic accounted for less that 10 percent of the conversation. However, among 18-24 year olds the Dominican Republic made up 48 percent of posts while Colombia only made up 10 percent of these posts. Figure 4.7 reflects post volumes by age group and country, and Figure 4.8 reflects this "Share of Voice" — defined by Salesforce Social Studio as the ability to group keyword groups together by, in this case, country and see a pie chart percentage breakdown by country search term. Looking only at the number of positive and negative posts for the year for this demographic (18 to 24 year olds), there was not as notable a difference in sentiment between the three countries. Colombia had the most positive sentiment score (61%), followed by the Dominican Republic (59%) and Mexico (57%). Figure 4.9 shows positive sentiment by country of the social media posts analyzed and Table 4.18 shows complete counts and percentages by country and sentiment, including neutral posts.

Soccer games and matches dominated the conversation among aggregated "Top Words" from social listening related to Colombia. Words referencing the national soccer team and several scores from games (i.e. 2-0, 0-0, etc.) were among top words. Within social media chatter related to Colombia for the year of 2017, all top 10 words (excluding numbers) were names of
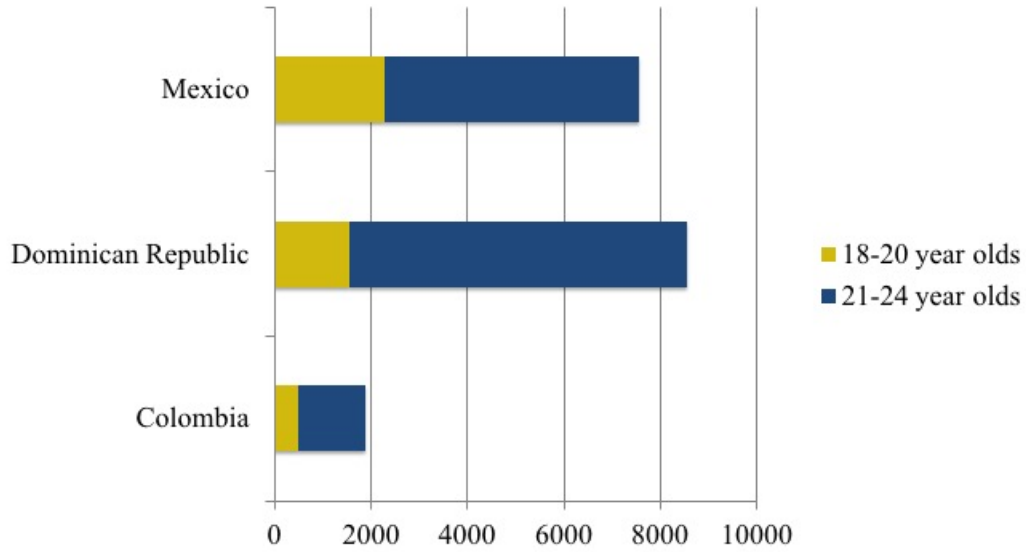
Figure 4.7 *Social Listening: Post Volume by Age Group*
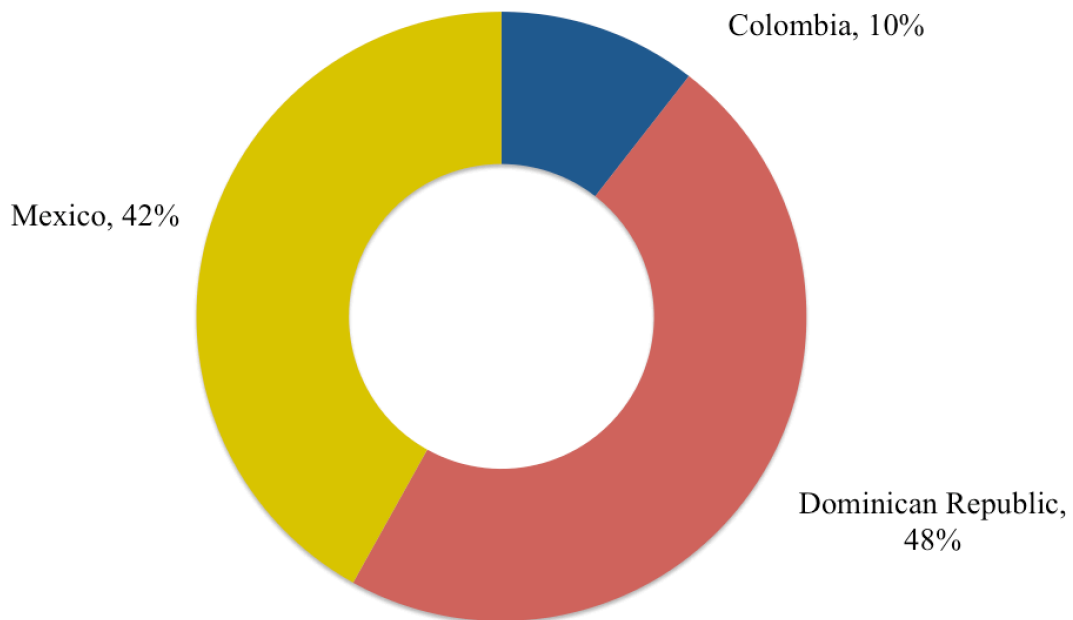
Figure 4.8 *Share of Voice* by Country (among 18-24 year olds) on Social Media*

other countries — likely countries played in soccer matches. The word "soccer" was one of the top 10 words provided by survey respondents, however many of the remaining 9 words from survey responses discussed separate qualities of Colombia's country image related to *coffee, beaches, South America,* and also *drugs.*

Top words from social listening for the Dominican Republic included *Hurricane Irma, Puerto Rico, Haiti* and the *Bahamas, Cardi B,* and *Women.* Haiti was also one of the top 10 words provided by participants of the survey related to the Dominican Republic. And the island countries reflect top words provided by survey participants of *Caribbean, island* and *tropical.*

Top words related to social media chatter surrounding Mexico included *home, holidays, deportation, detention* and *Dreamer.* Perhaps reflecting a theme of immigration policies found in social media chatter, one of the top words provided by respondents of the survey related to Mexico was *border.* However, other top words from survey responses included more positive qualities and connotations for the country, such as *food, beaches, tacos and vacation.*

Figures 4.10, 4.11 and 4.12 show the top 50 words from social media related Colombia, the Dominican Republic and Mexico, respectively. Table 4.19 compares the top 10 words by country for both responses from survey participants and from social media posts using Salesforce Social Studio.
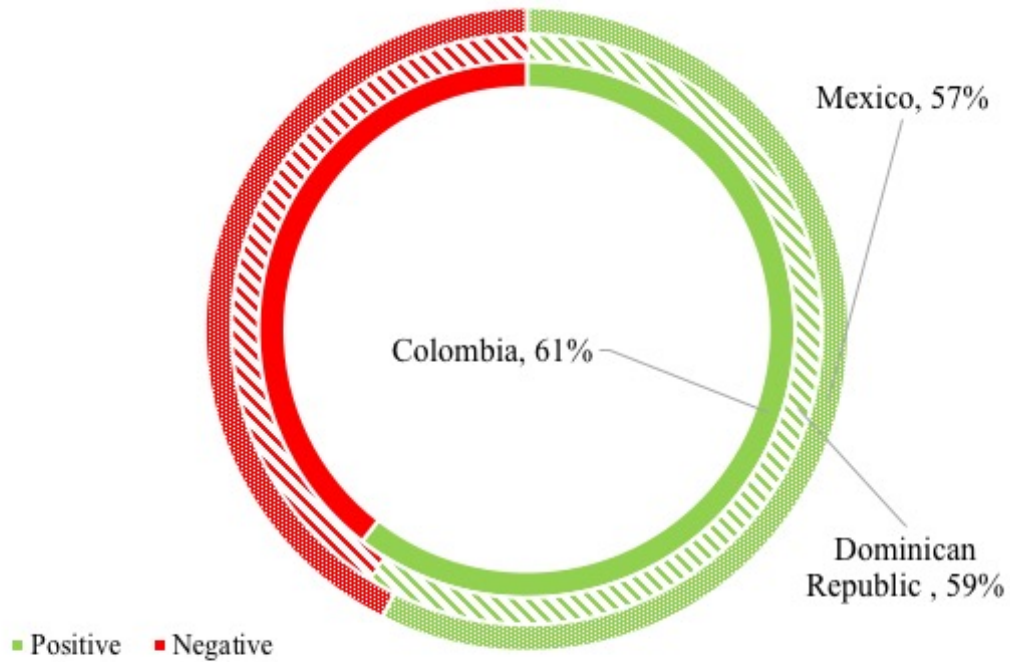
Figure 4.9 *Positive Sentiment of Social Media Posts by Country from Social Studio*

Table 4.18
Word Counts by Sentiment From Social Media Posts

Sentiment	Colombia		Dominican Republic		Mexico	
Positive	1,148	27.3%	5,045	27.9%	3,836	29.8%
Negative	749	17.8%	3,511	19.4%	2,886	22.5%
Neutral	2,313	54.9%	9,521	52.7%	6,131	47.7%
Total	4,210	100%	18,078	100%	12,853	100%

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Figure 4.10 *Top 50 Words for Colombia from Social Media Posts*

Figure 4.11 *Top 50 Words for the Dominican Republic from Social Media Posts*

Figure 4.12 *Top 50 Words for Mexico from Social Media Posts*

Table 4.19

Comparison of Top 10 Words from Both Survey Responses and Social Media Listening

Colombia		Dominican Republic		Mexico	
<u>Survey Responses</u>	<u>Social Media</u>	<u>Survey Responses</u>	<u>Social Media</u>	<u>Survey Responses</u>	<u>Social Media</u>
Coffee	Argentina	Beaches	Irma	Food	Home
Spanish	Francia	Vacation	Puerto Rico	Spanish	Spanish
South America	Chile	Island	Haiti	Beaches	Holidays
Drugs	México	Spanish	Prayers	Tacos	Dinner
Cocaine	Peru	Baseball	Bahamas	Drugs	English
Pablo Escobar	Ecuador	Poor	Black	Border	Age
Soccer	Brasil	Caribbean	Cardi	Cancun	Camp
Food	Uruguay	Haiti	Nigga	Soccer	Deportation
Country	Venezuela	Poverty	Spanish	Vacation	Detention
Beach	España	Tropical	Women	Cartel	Dreamer

Summary of the Findings

Among the sample, the functional and aesthetic dimensions were reportedly most important in determining the country image for any country. For Colombia and Mexico, the countries' aesthetic dimensions were rated highest while their functional dimensions were rated lowest. In the case of the Dominican Republic, the aesthetic dimension was rated highest and both the functional and normative dimensions rated the lowest. For all three of the selected countries, the functional dimension was more strongly correlated with country image. For Colombia and the Dominican Republic, the aesthetic dimension was next, while for Mexico the normative dimension was more closely correlated to its overall country image than the aesthetic dimension.

For Colombia, the Dominican Republic and Mexico, mass media continues to be the main source of information for knowledge about these countries, followed by entertainment for Colombia, and by word-of-mouth communication for Mexico and the Dominican Republic. Entertainment, as a source of information, ranked third and fourth for the Dominican Republic and Mexico, respectively. Online media were not said to be a main source of information for the country images of any of the three selected countries.

For all three countries knowing persons of that country was positively correlated with the overall country image. For Colombia, personal travel to the country was also positively correlated with its overall country image. And word-of-mouth communication was positively correlated with the country images of both Colombia and the Dominican Republic, while education in school was positively correlated with Mexico's country image.

Sentiment scores percentages calculated from qualitative words provided by survey

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participants showed clear differences to sentiment percentages derived from social media posts collected using Salesforce Social Studio. And top words gathered using the two methodologies also had apparent differences, with social media reflecting some but not all of the characteristics that were popularly associated with each of the countries.

CHAPTER FIVE
DISCUSSION AND RECOMMENDATIONS

This thesis filled gaps in the literature using existing country image models in comparative studies, expanded the wealth and depth of knowledge related to Latin America in public relations and public diplomacy research, and explored the potential role and use of social media in public diplomacy efforts and in gauging public opinion of foreign publics.

Attitude theory is a powerful tool to explain how countries are seen in the mind of foreign publics and what beliefs and emotions towards a country they have (Gertner & Kotler, 2004). Using attitude theory and the 4D-Model of country image, this study found aesthetic and emotional dimensions were ranked relatively positive (on a 7-Point scale) for Colombia, the Dominican Republic and Mexico. Findings from this thesis, in addition to detailed situation analysis examining such areas as the country's economy, political landscape, membership of international organizations, etc. could be one piece in developing a detailed strategy aimed at improving country image for each of the selected countries (Passow et al., 2005).

This thesis supports pre-existing research that more interactions or knowledge often results in a more positive effect on country images (Bromley, 1993; Yang et al., 2008) and that first-hand experiences visiting a country are also significantly correlated with a more positive country image (Anholt, 2007). For all three of the selected countries knowing persons of that country was positively correlated with the overall country image, and for Colombia having traveled to the country was also positively correlated with its country image.

Looking at second-hand sources of knowledge, mass media continue to be one of the main sources for informing the images of these countries for this demographic. Findings from

this thesis support claims in the literature that mass media continue to inform country images for the selected countries, disseminating the greater amount of information about countries to foreign audiences (Kunczik, 1997). And it seems this demographic is not consciously seeking information about these countries through social media channels. However, with the Dominican Republic dominating social media conversations for this age group (18 – 24 year olds), it may be that electronic word-of-mouth (eWOM) in the form of photos from vacations or trips of friends may shared on social media channels may still be portraying specific images of the Dominican Republic, and perhaps of Mexico as well.

Conversely, chatter about Colombia made up less than 10 percent of social media chatter of all three countries among 18–24 year olds (see Table 4.18 above). This smaller Share of Voice (SOV) seemed to reflect qualitative responses to the end of the survey where participants were invited to share any additional thoughts. In response to that last question, several survey participants wrote things such as, "I honestly have little to no prior knowledge about Columbia[3] so I wasn't sure how to answer," "I did not know anything about Columbia," "I don't posses much knowledge about Columbia," and "I have never been to Columbia or the Dominican Republic so do not know much about it. I have been to Mexico though." As shown on Table 4.17, participants of the survey provided a greater number of, and more opinionated words for Mexico than for the other two countries. Mexico had far fewer neutral words provided by survey respondents (18.5%) than both Colombia (35.1%) and the Dominican Republic (30.7%). And although a smaller difference, Mexico also had relatively fewer neutral top words from social media posts that were analyzed.

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[3] Responses were provided at the end of the survey, after participants had been exposed to the correct spelling for Colombia 26 times throughout the survey tool.

Because we live in an information age, it is not that information about these countries is lacking. Rather the reason why people are not knowledgeable about these countries is because they have never felt inclined to look for information about these countries (Anholt, 2007). Regardless, knowing that this group is not actively seeking information about these countries from social channels might encourage reallocation of public diplomacy resources from organic social media efforts and social media management to more tourism and travel-specific paid campaigns, or perhaps even to more exchange programs for study and work abroad opportunities in the United States. At the end of the survey, one participant shared, "This made me realize that I don't know much about the political/economic state of these places at all. I should be more informed on the topics." Since people need to be encouraged to want to learn about these places, producing more content (whether websites, social media accounts or brochures) is not likely to fix the problem (Anholt, 2007). Marketing then — perhaps in the form of public diplomacy and country branding initiatives — is the way people continue to be persuaded to learn and to acquire new information (Anholt, 2007).

At the same time, entertainment was not reported to be among the top sources of information about the selected countries. It was ranked second for Colombia, third for the Dominican Republic and fourth for Mexico, yet national celebrities, athletes and musicians were listed as relevant words in survey responses for all three countries. Entertainment ranked second as a source of information for Colombia, and words shared frequently in survey responses included Netflix's *Narcos* and ABC's *Modern Family,* among others. While these same findings were not reflected in social media posts about Colombia, Dominican-American rapper Cardi B was in the top 10 words pulled from social media posts concerning the Dominican Republic. It

may be that although not consciously aware of it, entertainment mediums are still portraying specific country images for Colombia and the Dominican Republic.

Comparison of the Findings of the Two Methods

While there were some similarities across qualitative data collected through survey responses and from social media posts using Salesforce Social Studio, results from this thesis support the stance that social media analysis does not suffice in measuring perceived image (Govers, 2015). It may be this is because "what people express online is not always necessarily what they think and not everything that they think is necessarily being expressed online (or offline)" (Govers, 2015, p. 77). Overall, it seems social listening alone cannot be used as a proxy or substitution for actually "listening" to people. Country reputation is the result of complex communication processes in modern media (Thiessen & Ingenhoff, 2011) and perhaps in part due to the complexity of a country as an entity (Holtzhausen & Fullerton, 2015), social listening analyses did not provide as complete of a picture and actually failed to uncover certain nuances that were found in responses from the survey related to words associated with Colombia, the Dominican Republic and Mexico. Kotler, Haider and Rein (1993) claimed that images represent a simplified version of a large number of associations with, and knowledge of a place, however, data collected from social media posts revealed an even more incomplete image than did responses from the survey of the student sample.

Although the type of data analyzed were different (individual words, versus statements and captions from posts) there was an apparent disconnect between responses from the survey and insights pulled using Salesforce Social Studio. Looking at survey responses, sentiment for the Dominican Republic was significantly more positive than sentiment for Colombia and

Mexico. However, among social media posts, Colombia reflected slightly more positive sentiment than the Dominican Republic did. Additionally, the top words (as defined by Salesforce Social Studio social media listening tools) did not reflect the top 10 words that were most frequently provided by participants of the survey.

Most of the top words from social media posts related to Colombia seemed to reflect details (teams and dates) of soccer matches, championships and game scores. While "soccer" was among the top 10 words related to Colombia that were provided by survey participants, this only represents a simplified and incomplete reflection of the overall country image as reported by participants of the survey. Among other 10 most frequently used words in response to the survey question about words associated with Colombia were *coffee, South America, drugs* and *Pablo Escobar*. Another example of a disconnect was that the *FARC* (the Revolutionary Armed Forces of Colombia), a guerilla movement involved in Colombia's 50+ year armed conflict, was mentioned among the top 50 words in social media chatter related to Colombia. However it was not mentioned once by any of the 441 survey participants. It may be that traditional news media accounts were posting about the FARC and these may have been shared and retweeted by younger users, yet the FARC is not seemingly top of mind when thinking about the country image of Colombia.

Certain aspects of the Dominican Republic's country image were more closely reflected across top words from both social media listening and responses to the survey, but there were still notable differences. Haiti was also one of the top 10 most frequent words associated with the Dominican Republic for both survey responses and social media chatter. And the island country names found in top words for the Dominican Republic's social media chatter, reflected themes

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and top words provided by survey participants of *Caribbean, island* and *tropical.* However, many of the 10 most frequent words provided by participants of the survey were much more positive (i.e. beaches, vacation, baseball) while words pulled from social media posts seemed more neutral (i.e. Puerto Rico, Black, Spanish, etc.). Cardi B was mentioned by participants of the survey twice as opposed to 363 times on social media posts, making *Cardi* seventh among the top 10 words associated with the country on social media. It may be that slightly more corresponding results of top words (from the survey and social media posts related to the Dominican Republic) is the result of a greater SOV for this demographic (18-24 year olds) and that more posts allowed for a more complex country image to begin to emerge.

Similarly, top words related to social media chatter surrounding Mexico included *home, holidays, deportation, detention* and *Dreamer.* Perhaps reflecting a theme of immigration policies found in social media chatter, one of the 10 most frequent words provided by respondents of the survey related to Mexico was *border.* However, other top words from survey responses included more positive qualities and connotations for the country, such as *food, beaches, tacos, Cancun and vacation.*

Previous researchers have made the claim that, despite its many limitations, Twitter data has the potential to provide insights into public opinion (Anstead & O'Loughlin, 2015; Jungherr, 2015). While other studies have found sentiment and chatter on social media to be one of the best indicators of performance for a company (Hewett, Rand, Rust & van Heerde, 2016) and that Twitter data sentiment reflected consumer confidence and presidential approval polls (O'Connor et al., 2010), results from this thesis accentuated the limitation of social media listening and analysis for understanding and predicting country image and public opinion of foreign publics.

These findings would suggest that, regardless of the sector in which they operate (private, public or non-profit), public relations practitioners and academics alike should remain cautious in accepting social media as a tool for illustrating public opinion about an organization, as it may reflect a limited or skewed image.

Shifting Current Country Images

And while Mexico and Colombia had a seemingly neutral country image and the Dominican Republic held a somewhat positive country image, there is room for improvement. Anholt (2007) argued that, although still a difficult challenge for certain developing countries, it may be easier for countries that are not in the mainstream of global politics to achieve positive country images or country brands. Gertner and Kotler (2004) suggested three distinct ways in which to overcome negative conceptions and attitudes towards specific places. First is to ignore it and wait for it to go away, second is to reframe or reposition a negative element into a positive element, and third way is adding "new positive attitude-building characteristics and using communication and branding tools to disseminate the message to the targeted markets" (Gertner & Kotler, 2004, p. 52). This third method seems most appropriate and likely most effective for the selected countries of the study. Since the 1960s and 1970s, many Latin American and the Caribbean countries were characterized by military coups, human rights violations and military dictatorships (Gertner & Kotler, 2004). When there is little differentiation between countries in a region, negative perceptions may transfer to the group (Anholt, 2007). This may explain why *drugs* were also listed among survey responses related to the Dominican Republic or why Mexican drug lord *El Chapo* was also a word associated with Colombia.

Due to long-standing negative perceptions of these countries from images forged years ago of corruption, drug trafficking and the like, it is unlikely that these images will wear off with time if they have not yet. Things such as violence, crime, poverty and drugs cannot be so easily reframed. One survey respondent shared, "I feel that Latin America countries have beautiful landscapes, culture and travel destinations but also have serious issues with corruption and safety for citizens." However, considering that both items related to the subscales for the aesthetic and functional dimensions were important to the images of these countries, adding components of aesthetic strengths to pre-existing negative functional perceptions of these countries, may result in an overall more positive country image for Colombia, the Dominica Republic and Mexico.

Gertnert and Kotler (2004) suggested additional guidelines for developing a country branding campaign to improve country image: (1) It must be valid. If a place promotes an image too far from reality, the chance of success is minimal. (2) It must be believable. (3) It must be simple. (4) It must have appeal. The image must suggest why people would want to live in, invest in, work in or visit a place. (5) It must be distinctive. The image works best when it is different from other common themes (Gertnert & Kotler, 2004, p. 55).

SWOT Analysis and Recommendations

Gertnert and Kotler (2004) also posited that a country must first understand a place's current image, before planning to be deliberate on what image it can build (Gertner & Kotler, 2004). All three countries have a shared strength of known beautiful landscapes. Messaging centered on the beauty of the country and highlighting charismatic and successful people from these countries might be successful in solidifying this image with the demographic. However, much has to be done in mitigating a common weakness for these countries and changing images

and ideas of *corruption*, *violence*, *poverty* and *drugs*. Public diplomacy — whether online of offline — does not occur in a vacuum. A good issues manager understands there are multiple actors communicating various messages through an array of channels (Yang, et al., 2008). Findings were grouped into strengths weaknesses, opportunities and threats (SWOT) for each of the selected countries, which are discussed below and can be found on Table 5.1.

Among top survey words shared by participants were names of famous people and government officials, and even sources of information related to entertainment. Therefore, popular culture such as beauty pageants, television programs, movies and new popular Latin music should also be paid attention to. Encouraging successful, international athletes and other famous people to speak proudly of their roots and their country would likely reflect positively on the images of all three countries studied.

For Colombia, the Dominican Republic and Mexico, knowing people from that country was more strongly correlated to a positive country image than any other source of information and for all three countries, however knowing people of the country was also consistently rated among the three *least* likely sources of information about these countries. This may represent an opportunity for Colombia, the Dominican Republic and Mexico to increase funding for exchange programs and encourage more of their own students to study in the United States. And although personal travel to the country was not significantly correlated positively or negatively to the country image of Mexico or the Dominican Republic, for Colombia personal travel to the country was positively correlated with its overall country image. Therefore, increased travel and tourism represents a strong opportunity for Colombia specially to improve its country image, while preexisting research (Yang et al., 2008; Anholt, 2007) would suggest that increased

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Table 5.1

Strengths, Weaknesses, Opportunities and Threats of Selected Countries

	Colombia	Dominican Republic	Mexico
Strengths	Presence in entertainment channels and number of known charismatic people from the country.	Positive country image as reflected in strong reputation as a vacation destination (*resorts, beaches, relax*).	Geographic proximity, resulting in greater awareness and more tourism.
	Recent peace deal and developments to follow.	Stronger awareness among younger demographic.	Stronger awareness and knowledge younger demographic.
Weaknesses	Distance (*exotic, far, foreign*) from the United States.	Issues of poverty within the country are known.	History of drugs violence and poverty.
	Lack of knowledge of and awareness from young people (*exotic, foreign*).	Awareness of or experiences with mission trips in the Dominican Republic, reflects a need for foreign aid.	Lack of internationally known charismatic people from the country.
Opportunities	Increased travel to and tourism to Latin America, and exposure during the 2018 World Cup.	Increasing notoriety of individuals having Dominican American roots (i.e. Cardi B).	Increased travel to and tourism to Latin America by U.S. residents.
Threats	Negative depictions and reinforced stereotypes of the country through mass media and entertainment.	Hurricanes and other natural disasters causing destruction the country is unequipped to handle.	Mass media coverage of U.S. relations and U.S. immigration policies.

tourism to the other two countries would also likely have a positive impact on the countries'

images.

Words like *vacation*, *spring break* and *resorts* were popular for both Mexico and the Dominican Republic, reflecting their status as vacation destinations. This was not the case for Colombia, as it invoked words such as *exotic*, *foreign* and *far*. A challenge for Colombia may be its distance from the United States, but perhaps its image of *exotic* could be a strength highlighted in campaigns meant to encourage tourism from college-aged thrill-seekers. Another challenge for Colombia may be its need to overcome and counteract the negative images being portrayed in traditional mass media and news. If images of countries are composed of all negative elements (e.g. war, violence, crime, disease, corruption) it is unlikely that the country will be able to attract many tourists, investors, trading partners, etc. (Anholt, 2007). Information from mass media while being negatively correlated with its country image was also rated the most likely source of information about the country.

Entertainment, having been rated the second most likely source of information about the country, means Colombia is not controlling a many of the portrayals of its image. Gertner and Kotler (2004) found that stereotypes are often created or reinforced by the entertainment industry, and they deeply influence the image of a place. One participant of the survey said, "the massive popularity of the T.V. show *Narcos* has made it difficult for people to look at Colombia from a different lens." However, Colombia's recent peace treaty and developments following could be source of strength for the country in how it is and will be portrayed by international news media. It's likely that an ideal word cloud for Colombia would consist of its athletes, sports accomplishments, exports and its diverse flora and fauna (*rainforests, mountains, beaches*, etc.).

Solidifying its reputation as an ideal travel destination, Mexico was named the best

international destination for family travel at the 2017 Travvy Awards, and Puerto Vallarta was named the second-best international destination for LGBTQ Travel — perhaps one of several characteristics informing Mexico's somewhat higher average on the normative subscale. However, tourism dropped by 10 percent in the summer of 2017 following a travel warning from the U.S. Department of State (Navarro & Cattan, 2017). And *Trump, border, wall* and *immigration* were all top words among survey responses while *deportation* and *dreamer* were among top word in social media chatter, meaning U.S. immigration policies and President Donald Trump may be impacting the country's image. Therefore for Mexico, an ideal word cloud might reflect its *vacation, beaches, cruises, fun* and *drinks* and leave out words related to immigration issues.

The Dominican Republic had a more positive image than the other two counties and had a higher mean than the other two countries on the subscales measuring the functional, normative and emotional dimensions. However, the Dominican Republic scored significantly lower than both Colombia and Mexico on the subscale measuring the aesthetic dimension of the countries. Of the four survey items related to the countries' qualities making up the aesthetic dimension, the Dominican Republic received a lower rating than the other two countries in regards to "the country is home to beautiful cultural assets (e.g. arts, food, architecture, music, language, etc.)" and "the country has lots of charismatic people (e.g. in politics, sports, media, etc.)." Therefore, highlighting Dominican culture specifically and Dominican celebrities such as Dominican-American rapper Cardi B and various professional athletes might greater enhance the island country's overall country image.

An ideal word cloud for the country may not be too different from its current one

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consisting of *white beaches*, *resorts*, *blue waters* and *relaxation*. However this positive, but perhaps oversimplified country image, does not exist without its criticisms. While both government and private sector marketing teams have ensured that the Dominican Republic is synonymous with paradise — not food insecurity, towns without access to electricity or proper sanitation, the Dominican Republic, similar to Haiti, struggles with issues of hunger and poverty (Antillean Media Group, 2016). Things that happen *to* a country, including damage and destruction left behind by hurricanes for example, typically do not have as strong of an impact on a country image than things that may be controlled by the country, such as governance and policies (Anholt, 2007). However, natural disasters continue to pose a threat to this idyllic country image that the Dominican Republic has worked to establish. Either way, lifting the façade of beautiful resorts that trip providers and the Dominican government have constructed to sell this travel destination may be essential to the country's continued economic progress and long-term success and stability (Antillean Media Group, 2016).

To review, all three countries should support initiatives that encourage first-hand experiences traveling to or engaging with people from the countries. This is not only likely to impart a more positive image for the people personally involved, but also with the friends, family members and acquaintances that hear about their experiences through word-of-mouth recollections, which were also significantly correlated with more positive country images for Colombia and the Dominican Republic. The following bullet points summarize country-specific recommendations discussed above.

Colombia should:

- Monitor potential threats or opportunities that entertainment programs in the United States may represent for the country's image,

- Embrace and emphasize its recent peace treaty and other positive developments,

- Continue to engage and encourage its famous actors, artists and athletes.

The Dominican Republic should:

- Highlight its unique cultural qualities rather than maintain an oversimplified and resort-driven image,

- Encourage celebrities such as Cardi B and Alex Rodriguez (among others) to proudly talk about their roots,

- Make an effort to strengthen national initiatives related to infrastructure and to better prepare for potential natural disasters.

Mexico should:

- Market itself as an ideal, fun travel and vacation destination,

- Monitor potential threats or opportunities that mass media coverage related U.S. immigration policies and the Trump administration,

- Highlight number of successful and charismatic people (including athletes) from the country.

Limitations and Future Research

Limitations for this thesis included sample size of aggregated social media data. While there were more than 40 million posts (most of these tweets) for the search terms, data from 18-24 year old social media users could only be collected and analyzed from public accounts and users that also had their birth year set to public. And while the social media users' age demographics reflected that of the participant pool from the survey, psychographics may not be so similar. There is no way to differentiate how many of those social media users are also college-students. Another limitation of the sample is that all of the participants of the survey came from universities in the Southeastern United States. Having samples collected from universities from different parts of the United States may lead to a more comprehensive understanding of perceptions of Colombia, the Dominican Republic and Mexico across the United States. And considering some of the similarities between the selected countries, both geographically and across the country images and averaged subscales by dimension of these countries, future research could compare Latin American country images with country images of other regions of the world — whether developing nations or more developed countries.

And, although not a focus of this thesis, sentiment seemed to be more negative when looking at posts in Spanish compared to posts in English. It may also be interesting to further study the diaspora effect on these country images as more second- and third-generation Americans from Colombia, Mexico and the Dominican Republic are growing up and living in the United States. When asked if they had anything else to say, one survey participant shared that they had family from poor parts of Colombia, which has "negatively impacted (their) view of the country, mostly because they only hear reasons why (family members) moved out of the country

and to the United States." Of the sample of students surveyed, 5.9 percent self-identified as Hispanic of Latinx. Further analysis comparing responses from self-identifying Hispanic or Latinx people with responses from White and African American or Black participants may reveal differences of similarities across the groups.

Future research centered on a more in-depth thematic analysis of social media posts would likely be more insightful for understanding existing country image when primary research is not feasible or available. For example, in 2018 Salesforce Social Studio added a new feature of "Influencers", comparing all Twitter authors based on reach and frequency plus other measures and ratios on a scale of 0 through 100 result in global measure of influence (Salesforce, 2018). For all four quarters, the majority of the top 20 influencers per quarter in social media chatter about Colombia, the Dominican Republic and Mexico, were Twitter accounts from traditional news media. It may be that, although not aware of it, perceptions held by this demographic of other countries may be influenced by information from these traditional media sources operating on social media. This overlap or convergence between traditional and social media in country image and public diplomacy should be further explored in future research, perhaps through the lens of uses and gratifications theory for understanding. Additionally, "mass media" as a source of information only specified television and print newspapers; it did not include radio, podcasts, etc. More specific options or differentiation in "traditional media" might also lead to deeper understanding related to sources of information.

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APPENDICES

APPENDIX A

Informed Consent Form

Thank you for your willingness to participate in this research project. The purpose of the study is to understand how individuals' form opinions of countries in Latin America. The survey should take about 10 minutes to complete.

Your participation is voluntary. You may decline to participate or change your mind later and stop participating without penalty. The information collected in your survey will be entirely anonymous. No one will be able to access the information except the researchers.

There are no foreseeable risks greater than those encountered in everyday life involved with participating in this research. As a participant, your insight will help the researcher understand what individuals consider when forming opinions about Latin American countries.

If you have questions at any time about the study or the procedures, (or you experience adverse effects as a result of participating in this study,) you may contact the researcher: Laura Gamo at 476 Communication Bldg., University of Tennessee, School of Advertising and Public Relations, or Dr. Candace White, 476 Communication Bldg., University of Tennessee, School of Advertising and Public Relations, (865) 974-5112. If you have questions about your rights as a participant, contact the University of Tennessee, Knoxville, Office of Research Compliance Officer at (865) 974-7697 andirbchair@utk.edu.

By clicking on the arrow below, you are affirming that you are at least 18 years old, and you are consenting to take part in this research study.

→

0%   100%
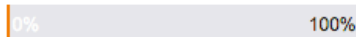
Complete Survey Tool

Name the first five words that come to mind when you think about Colombia:

1   [_____]
2   [_____]
3   [_____]
4   [_____]
5   [_____]

Name the first five words that come to mind when you think about the Dominican Republic:

1   [_____]
2   [_____]
3   [_____]
4   [_____]
5   [_____]

Name the first five words that come to mind when you think about Mexico:

1   [_____]
2   [_____]
3   [_____]
4   [_____]
5   [_____]

What is your ethnicity, origin, or race?

- [ ] White (non-Hispanic)
- [ ] Black or African American
- [ ] American Indian or Alaska Native
- [ ] Hispanic or Latina/o
- [ ] Asian
- [ ] Mixed / Multiethnic
  [_____]
- [ ] Other, please specify
  [_____]

When forming an opinion about a country and its image, how important are the aspects listed below:

	Extremely Unimportant	Unimportant	Somewhat unimportant	Neutral	Somewhat important	Important	Extremely important
National efforts in environmental stability	O	O	O	O	O	O	O
Internationally known celebrities	O	O	O	O	O	O	O
Economic power and productivity of the country	O	O	O	O	O	O	O
Help or involvement in international crises	O	O	O	O	O	O	O
Competence of the country's government	O	O	O	O	O	O	O
Attractiveness of the culture (arts, food, music, language, etc.)	O	O	O	O	O	O	O

When forming an opinion about a country and its image, how important are the aspects listed below:

	Extremely Unimportant	Unimportant	Somewhat unimportant	Neutral	Somewhat important	Important	Extremely important
Commitment to social issues (development aid, civil rights, etc.)	O	O	O	O	O	O	O
Friendliness of the country's people	O	O	O	O	O	O	O
Quality of science, research and technology of the country	O	O	O	O	O	O	O
Respect for values of other nations or people's	O	O	O	O	O	O	O
Safety and security of the country	O	O	O	O	O	O	O
Beauty of the landscape	O	O	O	O	O	O	O

In years, how long have you resided in the U.S.?

O 1 – 2 years
O 3 – 5 years
O 6 – 9 years
O 10 years or more

Are you a U.S. citizen?

O Yes
O No

If not a U.S. citizen, what country are you a citizen of?

[   ]

Below, please share your **personal opinions** regarding the following countries; there are no right or wrong answers.

What is your overall feeling about each country?

	Extremely negative	Negative	Slightly negative	Neither positive nor negative	Slightly positive	Positive	Extremely positive
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

What is your age?

- O 18 – 21
- O 22 – 24
- O 25 – 27
- O 28 – 30
- O 31 – 33
- O 34 – 37
- O 38 or older

Below, please share your **personal opinions** regarding the competitiveness and success of the following countries; there are no right or wrong answers.

The country has a stable economy.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

The country has competent government officials.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

The country is safe for citizens and visitors.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

The country has quality science, research and technology.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

From the standpoint of your **personal values,** what do you think about each of these countries?

The country is active in protecting the environment.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

97

The country is known for its strong commitment to social issues (e.g. development aid, civil rights).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

The country is a socially responsible member of the international community, i.e. helping in international crises.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

The country respects the values of other nations and peoples.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

Below, please share your **personal opinions** regarding the culture and beauty of the following countries; there are no right or wrong answers.

The country is home to beautiful cultural assets (e.g. arts, food, architecture, music, language, etc.)

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

The country is known for its famous celebrities.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

The country has beautiful scenery and landscapes.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

99

The country has lots of charismatic people (e.g. in politics, sports, media, etc.).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

Please share your **overall feelings** toward the following countries; there are no right or wrong answers.

I like the country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

I like the people of the country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

100

This is an attractive country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

If somebody speaks negatively about this country, it bothers me.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

I would feel safe in the country (during travels/visits, etc.).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

Please share where your knowledge about these countries comes from.

My knowledge about the country comes from traditional mass media (e.g. TV, newspapers).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

My knowledge about the country comes from social media (e.g. Facebook Twitter, Instagram, YouTube).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

My knowledge about the country comes from entertainment (e.g. books, movies, music, Netflix, etc.).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

My knowledge about the country comes from education in school.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

My knowledge about the country comes from word-of-mouth communication.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

My knowledge about the country comes from my own experiences visiting the country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	○	○	○	○	○	○	○
Dominican Republic	○	○	○	○	○	○	○
Mexico	○	○	○	○	○	○	○

My knowledge about the country comes from my own experiences visiting the country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

My knowledge about the country comes from knowing people from the country.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Colombia	O	O	O	O	O	O	O
Dominican Republic	O	O	O	O	O	O	O
Mexico	O	O	O	O	O	O	O

Anything else you would like to add:

APPENDIX B

Complete Survey Word Responses

Top Negative Words from Survey Responses Related to Colombia

Word	Frequency
DRUGS	99
COCAINE	87
PABLO ESCOBAR	70
CARTELS	33
POOR	25
NARCOS	17
POVERTY	15
VIOLENCE	12
CRIME	11
DANGEROUS	9
CORRUPTION	6
THIRD WORLD COUNTRY	5
GANGS	5
DRUG LORDS	5
COLOMBIANA	5
WAR	3
MISSION TRIPS	3
FAR AWAY	3
WEED	2
TRAFFICKING	2
MURDER	2
MILITARY	2
IMMIGRATION	2
IMMIGRANTS	2
GOVERMENT	2
EL CHAPO	2
DRUG WAR	2
DIRTY	2
DEA	2
COKE	2
ZIKA	1
WAR ON DRUGS	1
UNSTABLE GOVERNMENT	1

UNSAFE	1
TEMPER	1
SQUALOR	1
SLUMS	1
SKETCHY	1
SCARY	1
RIOTS	1
RICH/POOR RATIO	1
RAINY	1
RACIST	1
NOT WELL CLEAN	1
NOT TRAVELABLE	1
NOT SAFE	1
MYSTERIOUS	1
MOVIE	1
MISUNDERSTOOD	1
MAFIA	1
LOUD	1
LONELY	1
HUNGER	1
HUMID	1
HEAT	1
GACHA	1
FAVELA	1
EXPENSIVE	1
DRUG TRAFFICKING	1
DISTRESS	1
DISTANT	1
DISORDER	1
DISFUNCTION	1
DIRT	1
DICTATORSHIPS	1
CROWDED	1
COASTAL	1
CONQUEST	1
COLOMBIAN CONFLICT	1
CIVIL UNREST	1
CIA	1
CHILD LABOR	1
BLACKMARKET	1

Top Neutral Words from Survey Responses Related to Colombia

Word	Frequency
SPANISH	116
SOUTH AMERICA	110
COUNTRY	40
BOGOTA	34
CLOTHES BRAND	24
FOREIGN	23
HISPANIC	18
LATIN	17
JACKET	14
SOUTH	11
LATIN AMERICA	9
YELLOW	9
CENTRAL AMERICA	8
ACCENT	7
DISTRICT	7
SOUTH CAROLINA	7
GREEN	6
TAN	6
AMERICA	5
BEANS	5
BLUE	5
C. COLUMBUS	5
CARRIBEAN	5
OUTDOORS	5
UNIVERSITY	5
BRAZIL	4
BROWN	4
COLD	4
FLAG	4
PEOPLE	4
SPANISH SPEAKING	4
SPORTSWEAR	4
COLLEGE	3
DIFFERENT	3
EQUATORIAL	3

ETHNIC	3
FARMING	3
IVY LEAGUE	3
NORTH	3
OIL	3
RICE	3
SOUTHERN	3
VENEZUELA	3
AGRICULTURE	2
BOATS	2
BRITISH	2
CHILDREN	2
CIGARS	2
COLOMBIA	2
COLORS	2
COLUMBIA	2
HISTORY	2
INDIGENOUS	2
LANGUAGE	2
MEXICO	2
MISSOURI	2
MONEY	2
OUTERWEAR	2
PAISA	2
RED	2
ROCKS	2
RURAL	2
SCHOOL	2
SMALL	2
SPICES	2
TOMAS POVEDA	2
80'S	1
ABOVE BRAZIL	1
ABROAD	1
BACKPACKS	1
BEADS	1
BIG	1
BLACK	1
BRAND	1

BUSINESS	1
CALDERON	1
CAMPING	1
CHEAP	1
CHEMISTRY	1
CHURCH CAMP	1
CITY	1
COAST	1
COCONUTS	1
COLOMBIAN FLAG	1
COLOR YELLOW	1
COLUMBIA, MO	1
COLUMBIANS	1
COMPANY	1
COUNRTY	1
CROPS	1
CRUSH	1
DARK	1
DC	1
DEVELOPING	1
DIFFERENT LANGUAGE	1
DIFFRENT CULTRUE	1
DOWN SOUTH	1
ENTOURAGE	1
EUROPE	1
EX-BOYFRIEND	1
FLEECE	1
FROGS	1
GEORGE WASHINGTON	1
GOLD	1
GOSSIP GIRL	1
GRASSLANDS	1
GREEK	1
HATS	1
HELPER	1
HISPANIC CELEBRITIES	1
HOODIE	1
HUMBLE	1
INTERNATIONAL STUDENTS	1

IT IS FINALLY SPELLED CORRECTLY HERE.	1
JESUS	1
KIDS	1
LAND	1
LAND LOCKED	1
LEAF	1
LLAMA	1
LONG SKIRTS	1
LONG SLEEVE T SHIRT	1
MEDITERANEAN	1
MEXICAN	1
MOVIES	1
MY JACKET	1
NETFLIX	1
NEW YORK	1
NOT AMERICAN	1
NOT MEXICO	1
OHIO	1
OLD	1
PANAMA	1
PASSPORT	1
PAST	1
PATAGONIA	1
PERU	1
PINECONES	1
PLACE	1
PLACE OF BIRTH	1
PRESTIGIOUS	1
PURPLE	1
RECOGNIZABLE FEATURES	1
RELIGIOUS	2
RESOURCES	1
RICH	1
RIVER	1
SANDALS	1
SCOOTERS	1
SHORTS	1
SODA	1
SOFT	1

SPAIN	1
SPANISH CLASS	1
SPANISH LANGUAGE	1
STATE	1
STUDENT	1
SUNGLASSES	1
TA	1
TALKATIVE	1
TAXIS	1
THE UNIVERSITY	1
TRADE	1
UNIQUE	1
UNITED STATES	1
UNIVERSITIES	1
URIBE	1
USC	1
VILLAGES	1
VINCE	1
VOICES	1
VOL	1
WASHINGTON	1
WEATHER	1
WHITE LATINX	1
WRONG COLOMBIA	1
YELLOW, BLUE, RED FLAG	1
YOUTUBE	1

Top Positive Words from Survey Responses Related to Colombia

Word	Frequency
COFFEE	124
FOOD	63
SOCCER	66
BEACH	36
CULTURE	35
HOT	32
DANCE	24
SHAKIRA	23
MOUNTAINS	22
SOFIA VERGARA	22
WARM	22
RAINFOREST	19
BEAUTIFUL	18
JUNGLE	17
TROPICAL	17
MUSIC	13
PRETTY	12
TRAVEL	12
EXOTIC	9
TREES	9
VACATION	9
WOMEN	9
COLORFUL	7
ANIMALS	6
MEDELLIN	6
BANANAS	5
BEAUTY	5
CHOCOLATE	5
MISS UNIVERSE	5
TOURISM	5
WATER	5
ANDES	4
FAMILY	4
MODERN FAMILY	4
COCOA	3

FESTIVAL	3
FRUIT	3
GIRLS	3
HERITAGE	3
NATURE	3
PATRIOTIC	3
SEXY	3
SUN	3
SUNNY	3
WARM WEATHER	3
ADVENTURE	2
AREPAS	2
AUTHENTIC	2
BASEBALL	2
CARTAGENA	2
COOL	2
CREATIVE	2
DAD	2
FISHING	2
FLOWERS	2
FOREST	2
FRIENDLY	2
FUN	2
GLORIA FROM MODERN FAMILY	2
GRACE (MY FRIEND)	2
GRANDFATHER	2
HOT WEATHER	2
JAMES RODRIGUEZ	2
LANDSCAPE	2
LUSH	2
MY FAMILY	2
OCEAN	2
PALM TREES	2
POLITE	2
SUNSHINE	2
TENNIS	2
TOURIST	2
VIBRANT	2
VILLAS	2

WARMTH	2
AFFLUENCE	1
ALCOHOL	1
ANA (MY FRIEND)	1
ARI	1
ARIADNA GUTIERREZ	1
ATHLETIC	1
BEAUTIFUL NATURE	1
BEAUTIFUL SCENERY	1
BEAUTIFUL WOMEN	1
BELLY DANCING	1
BELOVED COWORKERS	1
BEST FRIEND LIVED THERE	1
BEUATIFUL	1
BIKINIS	1
BIODIVERSITY	1
BOOBS	1
BOYFRIEND	1
BRIGHT	1
CHURROS	1
CLEAN	1
COLORFUL BUILDINGS	1
COLORFUL FLAG	1
COLORFUL HOMES	1
COLORFUL HOUSES	1
COLORFUL PLACE	1
COMFORT	1
COZY	1
CRUISE	1
CUMBIA	1
ECONOMIC GROWTH	1
EL TIPLE	1
EMERALDS	1
ENDEMISMS	1
ENERGETIC	1
ENGINEER	1
EX-GIRLFRIEND	1
EXCHANGE	1
EXCITING	1

FALCAO	1
FAMOUS	1
FIESTAS	1
FLAMENCO	1
FOILAGE	1
FORMER ROOMATES	1
FUN MUSIC	1
FUTBALL	1
GAWVI	1
GIRLFRIEND	1
GOOD SCHOOL	1
GORGEOUS	1
GRANDMOTHER	1
HAPPY	1
HOME	1
HOT PEOPLE	1
IGUANA	1
J LO	1
JEWELS	1
JUAN VALDEZ	1
KATHERINE	1
KIND	1
LUIS VALERO	1
MEN	1
MEX CULTURE	1
MEXICAN FOOD	1
MISS AMERICA	1
MISS COLOMBIA	1
MISS USA WINNER 2017	1
MOM	1
MOM AND DAD	1
MOUNTAIN CERRO RICO	1
MY ABUELA	1
MY FRIEND	1
MY FRIEND (SHE IS COLOMBIAN)	1
MY PROFESSOR	1
NAIRO QUINTANA	1
NICE PLACE	1
PACIFIC OCEAN	1

PAELLA	1
PAGEANT	1
PARTY	1
PITBULL	1
PLANTAINS	1
POPPY	1
PRETTY PEOPLE	1
PRETTY WEATHER	1
RAPPER	1
RENOWN	1
RESOURCES	1
ROBERT FARAH	1
SALSA	1
SAND	1
SCENIC	1
SMART	1
SPANISH CULTURE	1
SPANISH MUSIC	1
SPIRITED	1
SPORTS	1
SUGAR CANE	1
TACOS	1
TROPICAL WEATHER	1
VOLLEYBALL	1
WARM CLIMATE	1
WARMER CLIMATE	1
WATERFALLS	1
WELCOMING	1

Top Negative Words from Survey Responses Related to the Dominican Republic

Word	Frequency
POOR	58
POVERTY	47
MISSON TRIPS	32
HURRICANE	22
DRUGS	11
EARTHQUAKE	9
FAR AWAY	7
CRIME	6
DANGEROUS	4
CORRUPTION	3
HEAT	3
HUMID	3
IMMIGRATION	3
VIOLENCE	3
WEED	3
DEVASTATION	2
DIRTY	2
GANGS	2
GOVERNMENT	2
HUNGER	2
IMMIGRANTS	2
MILITARY	2
NATURAL DISASTERS	2
RACIST	2
UNDERPRIVILEGED	2
AID	1
BAD STREETS	1
BAD WATER	1
BLACK MARKET	1
CARTEL	1
CHILD LABOR	1
CIGARETTES	1
CRAZY	1
DEPORTATION	1
DIRT	1
DIRT ROADS	1
DISEASE	1

DISHEVELED HOMES	1
DOGS	1
DRUG TRAFFICKING	1
GRAFFITI	1
GUNS	1
HARD TIMES	1
HOMOPHOBIA	1
HUSTLERS	1
ILLEGAL IMMIGRANTS	1
IMPOVERISHED	1
INFLATION	1
JUNGLE	1
LABOR	1
LIMITED	1
LOUD	1
LOW - INCOME	1
MALNOURISHED	1
MISFORTUNE	1
MISTREATED	1
MOSQUITOES	1
NO ELECTRICITY	1
NOISE	1
NOT FAR	1
NOT SAFE	1
NOT WEALTHY	1
OLD	1
ORPHANS	1
PIRATES	1
POLICE	1
RACISM	1
RAINY	1
ROUGH	1
RUBBLE	1
SCARY	1
SEX TRAFFICKING	1
SMALL HOUSES	1
SMUGGLING	1
SORT OF SKETCHY	1
STRUGGLING	1
THEFT	1
TRUJILLO	1

UNDER AGE	1
UNDEVELOPED	1
WALL	1
WAR	1
WAR OF INDEPENDENCE	1

Top Neutral Words from Survey Responses Related to the Dominican Republic

Word	Frequency
ISLAND	95
SPANISH	74
CARIBBEAN	56
HAITI	55
COUNTRY	16
SOUTH AMERICA	16
HISPANIC	13
SANTO DOMINGO	12
FOREIGN	10
BLACK	7
BLUE	7
PEOPLE	7
PUERTO RICO	7
SMALL	7
SOUTH	7
GREEN	6
HEAVY ACCENT	6
DARK-SKINNED	5
FLAG	5
RELIGIOUS	5
3RD WORLD	4
AFRO LATINX	4
BLACK PEOPLE	4
CENTRAL AMERICA	4
CUBA	4
DR	4
LANGUAGE	4
LATINO	4
MEXICO	4
RED	4
AFRICA	3
AFRICAN AMERICANS	3
BAHAMAS	3
DEVELOPING	3
DOMINICA	3
FRENCH	3
LATIN	3

RURAL	3
THE FLAG	3
YELLOW	3
AFRICAN DECENT	2
BORDER	2
BROWN	2
COLUMBUS	2
CURLY	2
DARK	2
DOMINICANS	2
ETHNIC	2
JAMAICA	2
LATIN AMERICA	2
MEXICAN	2
MONEY	2
NEW YORK	2
SERVICE	2
SPANISH CLASS	2
SPANISH SPEAKING	2
TERRITORY	2
THE DR	2
18 DRINKING AGE	1
51 STATE	1
8TH GRADE	1
AIRPORT	1
AQUATIC	1
BARISTA	1
BEADS	1
BELOW EQUATOR	1
BIRDS	1
BRAIDS	1
BREEZE	1
BRIDS	1
BURN NOTICE	1
CANDY	1
CATHOLIC	1
CHICKEN	1
CHILDREN	1
CLUBS	1
COLONIALISM	1
COLOR	1

CONGO	1
CORNROWS	1
COASTAL	1
CULTURAL	1
DISTANCE	1
DOGS	1
DOMINICAN PESOS	1
DREADS	1
DRY	1
ECONOMY	1
ENVIRONMENT	1
EQUATOR	1
EUROPEAN	1
FABRICS	1
FARMS	1
FAST	1
FAST AND FURIOUS	1
FLYING	1
FRENCH SPEAKING	1
GAMBLING	1
GISELE BUNDCHEN	1
GOLF	1
GREEN AND YELLOW	1
GULF COAST	1
HAIR	1
HAITIANS	1
HALF	1
HARD ROCK	1
HIGH SCHOOL	1
HISPANIC BLACKS	1
HISTORY	1
I DON'T KNOW WHERE IT IS	1
I NO BABY	1
IGUANA	1
INDIGENOUS	1
ISLAND COUNTRY	1
ISLAND LIFE	1
LA REPUBLICA DE DOMINICANA	1
LAID BACK	1
LESS THAN CUBA AND PR	1
MEXICAN-AMERICAN	1

MIDDLE AMERICA	1
MIDDLE CLASS	1
MIXED	1
MULTI-CULTURAL	1
MYSTERY	1
NATION	1
NEAR HAITI	1
NEIGHBOR	1
NEXT TO HAITI	1
OPEN	1
PESOS	1
PIZZA	1
PUERTO RICAN	1
REMOTE	1
REPUBLIC	1
SAIL	1
SANDALS	1
SHARES ISLAND	1
SHORT HAIR	1
SINGER	1
SIXTH GRADE PROJECT	1
SMALL HOMES	1
SMALL ISLAND	1
SPANGLISH	1
SPANIARDS	1
SPANISH LANGUAGE	1
SPLIT	1
SPORTS	1
STATE	1
SUNGLASSES	1
SURGERY	1
THAT PLACE WHERE BLAIR FROM GOSSIP GIRL GOT HER DIVORCE	1
THE SPANISH PRONOUNCIATION OF IT	1
TIM DUNCAN	1
TRADE	1
TSUNAMI	1
TURKS AND CAICOS	1
UNAWARE	1
UNITARY REPUBLIC	1
VILLAGES	1
VOLUNTEER	1

WESTERN HEMISPHERE	1
WHITE GIRLS HOLDING BLACK BABIES FOR INSTAGRAM	1
ZIPLINE	1

Top Positive Words from Survey Responses Related to the Dominican Republic

Word	Frequency
BEACHES	183
VACATION	118
BASEBALL	63
TROPICAL	43
HOT	42
FOOD	38
RESORTS	35
CULTURE	32
BEAUTIFUL	28
OCEAN	28
PUNTA CANA	22
SOCCER	22
PALM TREES	18
WATER	15
DANCE	14
SAND	14
SPRING BREAK	14
TOURISM	14
BANANAS	13
CRUISE	13
SUNNY	11
TOURISTS	11
FUN	10
PRETTY	10
TRAVEL	10
CIGARS	9
MUSIC	9
WARM	9
PLANTAINS	8
DAVID ORTIZ	7
RELAX	6
COFFEE	5
FAMILY	5
FRUIT	5
BLUE WATER	4
COLORFUL	4

DRINKS	4
EXOTIC	4
FISHING	4
MS. USA	4
RAINFOREST	4
RUM	4
SAMMY SOSA	4
WARM WEATHER	4
DESTINATION	3
DIVERSE	3
FRIENDLY	3
GORGEOUS	3
HERITAGE	3
HOT WEATHER	3
NICE	3
SCENERY	3
TREES	3
VIBRANT	3
WARMTH	3
A-ROD	2
ALCOHOL	2
AMARA LA NEGRA	2
ATHLETES	2
ATLANTIC OCEAN	2
CARDI B	2
COCONUTS	2
DOMINOS	2
FRIENDS	2
GREAT FOOD	2
HISTORIC	2
IN THE HEIGHTS	2
LIN MANUEL-MIRANDA	2
LOVE	2
MAMAJUANA	2
MANGU	2
MARGARITAS	2
MEDICAL SCHOOLS	2
MOUNTAIN	2
NATURE	2
PARADISE	2
PINA COLADAS	2

PRETTY WEATHER	2
RICH	2
SCUBA DIVING	2
SEA	2
SUGAR	2
SUNSHINE	2
TAN	2
TRIP	2
WARM CLIMATE	2
WEDDINGS	2
WHITE SANDY BEACHES	2
WOMEN	2
ANIMALS	1
ARCHITECTURE	1
AUTHENTIC	1
BACHATA	1
BBL	1
BEAUTIFUL SITES	1
BEAUTIFUL TRAVEL	1
BEAUTY	1
BEER	1
BELOVED COWORKERS	1
BOAT	1
BOOZE	1
BOYS	1
BREAD	1
BREAK	1
BREATHTAKING VIEWS	1
BREEZY	1
CARNIVAL	1
CHOCOLATE	1
CHURROS	1
CLEAR WATER	1
CLIMATE	1
COCO	1
CONSUMER WEALTH	1
DAD	1
DRINKING	1
ENTERTAINMENT	1
ETHNIC FOOD	1
EVERYONE IS FIT	1

EXCITING	1
EXPLORATION	1
EXPLORE	1
FAMILY-ORIENTED	1
FASHIONABLE	1
FESTIVAL	1
FLOWERS	1
FOOTBALL	1
FOREST	1
FREE	1
FRESH	1
GARY SANCHEZ	1
GIRLS	1
GOOD MUSIC	1
GOOD TIMES	1
GOOD WEATHER	1
GREAT MUSIC	1
HANDMADE	1
HAPPY	1
HARDWORKING INDIVIDUAL	1
HISPAÑOLA	1
HONEYMOON	1
HOSPITALITY	1
HOT CLIMATE	1
HOTEL	1
JEWELRY	1
JUAN PABLO	1
JUNGLE	1
JUNOT DIAZ	1
KIND PEOPLE	1
KIND-HEARTED	1
LACK OF KNOWLEDGE ABOUT CULTURE ON MY END	1
LATIN CULTURE	1
LATIN MUSIC	1
LUSH	1
MAMI	1
MARIANNE (MY ROOMMATE)	1
MAYBE A VACATION	1
MELOW	1
MIRACAS	1
MUSEUMS	1

MY BUDDY JOE	1
MY FAM VACATION	1
NATURAL WATERFALLS	1
NICE WEATHER	1
OLYMPICS	1
PAPI	1
PARENTS	1
PARTY	1
PASTELITOS	1
PICO DUARTE	1
PICTURESQUE	1
POMP TREES	1
PRETTY BEACH	1
PROUD	1
PURA VIDA	1
QUE LO QUE	1
REEFS	1
SALSA	1
SCENIC	1
SOUVENIRS	1
SPANISH CULTURE	1
SPRING	1
STEEL DRUMS	1
STUNNING	1
SUMMER	1
TACOS	1
TALL MEN	1
TAN LATINOS	1
TAN PEOPLE	1
TRACK	1
TROPIC	1
TROPICAL PARADISE	1
UNIQUE	1
VIBRANCE	1
VICTOR ESTRELLA BURGOS	1
VIVID	1
VLADIMIR GUERRERO	1
WATERFALLS	1
WAVES	1
WEALTH	1
WILD ANIMALS	1

Top Negative Words from Survey Responses Related to Mexico

Word	Frequency
DRUGS	80
BORDER	73
CARTEL	45
WALL	42
POOR	29
TRUMP	26
IMMIGRATION	24
IMMIGRANTS	22
CRIME	20
DANGEROUS	16
POVERTY	15
DESERT	11
VIOLENCE	11
CORRUPT	9
DRUG CARTELS	8
DIRTY	7
BORDER WALL	6
GANGS	6
HEAT	6
ILLEGAL	6
ILLEGAL IMMIGRANTS	6
DRY	5
UNSAFE	5
CHEAP	4
EL CHAPO	4
SCARY	4
CROWDED	3
EARTHQUAKES	3
MURDER	3
POLLUTION	3
SLUMS	3
BORDER PATROL	2
COCAINE	2
DEATH	2
KIDNAPPING	2
MARIJUANA	2
WEED	2

ALIENS	1
ANTI-AMERICAN RIGHT NOW	1
ARROGANT	1
AWKWARD RELATIONSHIP	1
BLACK MARKET	1
BORDER CONTROL	1
BORDER COUNTRY	1
BORDER ISSUES	1
BORDER PROBLEM	1
BORDER RELATIONS	1
BORDER STUFF	1
BREAKING BAD	1
BROWNSVILLE TEXAS BORDER	1
CACTUS	1
CHEAP LABOR	1
CONFLICT WITH USA	1
DANGEROUS PEOPLE	1
DIRTY IN SOME AREAS	1
DISCRIMINATED AGAINST	1
DISFUNCTION	1
DOGS	1
DONKEYS	1
DRUG LORDS	1
DRUG TRADE	1
DRUG TRAFFICKING	1
DRUG WAR	1
DRUGS/VIOLENCE	1
DRUNK	1
DUST	1
EAGLE	1
FAVELLA	1
FOOD POISONING	1
GOVERNMENT CORRUPTION	1
GRINGO	1
GUNS	1
HARD	1
HELP	1
HIGH CRIME	1
ILLEGAL ALIENS	1
IMMIGRATION LAWS	1
IMPOVERISHED	1

INSECTS	1
KNOCK OFFS	1
LAWNMOWER	1
LORDS	1
LOW SKILLED WORKERS	1
LOW-INCOME	1
METH	1
MIGRANTS	1
MILITIA	1
MISSIONS	1
MISUNDERSTOOD	1
MORE DRUGS	1
MY DAD'S DRUNK EX GIRLFRIEND	1
NOT WELL DEVELOPED COUNTRY	1
OPIUM	1
POISON	1
PROSTITUTION	1
PUSHY PEOPLE	1
RACISM	1
RATTLESNAKE	1
RIO GRANDE	1
ROUGH	1
SKETCH	1
SMELLY	1
SMOG	1
SMUGGLING	1
SOME POVERTY	1
SUNBURN	1
TERRORISM	1
TEXAS BORDER PATROL	1
THEFT	1
TRAFFICKING	1
TROUBLED	1
TRUMPS OPPRESSION	1
TRUMPS WALL	1
UNEDUCATED	1
UNFAIR	1

Top Neutral Words from Survey Responses Related to Mexico

Word	Frequency
SPANISH	123
SOUTH	19
MEXICO CITY	18
HISPANIC	17
MEXICANS	9
PESOS	8
NORTH AMERICA	7
COUNTRY	7
TEXAS	5
PEOPLE	5
MEXICAN	5
COLORS	5
SPANISH SPEAKING	4
LARGE	4
GULF OF MEXICO	4
FLAG	4
CENTRAL AMERICA	4
BIG	4
NEIGHBOR	3
MONEY	3
GULF	3
FOREIGN	3
FARMERS	3
CITY	3
CHICKENS	3
AMERICAS	3
WORK	2
SOUTH AMERICA	2
RED	2
PRODUCE MARKETS	2
POPULATION	2
LATIN	2
HISTORY	2
HISPANICS	2
GREEN	2
EL CHUPACABRA	2
EAGLE	2

DACA	2
COWBOYS	2
CORN	2
BLUE	2
AGRICULTURE	2
WORKERS	1
WHITE	1
WEATHER	1
VISA	1
VILLAGE	1
VBS	1
US	1
TRUMPETS	1
TRADE	1
THE LANGUAGE	1
THE FLAG	1
THE ALAMO	1
TELECOMMUNICATIONS	1
SUNSCREEN	1
SPIRITUAL	1
SPANISH I KNOW	1
SPANISH CLASS	1
SOUTH OF THE BORDER	1
SOUTH HISPANIC PEOPLE	1
SMALL	1
SKY	1
SKULLS	1
SKELETONS	1
SIESTAS	1
SANDALS	1
ROOTS	1
REVOLUTION	1
REPUBLIC	1
RED AND GREEN	1
PRIDE	1
POPULOUS	1
PONCHOS	1
POLITICS	1
NON-ENGLISH SPEAKERS	1
NEW MEXICO	1
NATO	1

NAFTA	1
MUSTACHE	1
MOVIES	1
MOTA	1
MONKEYS	1
MOES	1
MINORITY	1
MIGRATION	1
MEDIA	1
MARKETS	1
MANUFACTURING	1
LOCALS	1
LLORONA	1
LATINO	1
LATIN AMERICA	1
LANGUAGE	1
LAND	1
INFLUENCE	1
INDIANS	1
I'VE BEEN HERE	1
HORSES	1
HOLA	1
HIGH SCHOOL	1
HATS	1
HAIR BEADS	1
GRITO	1
GOVERMENT	1
GAS	1
FRESA	1
FARMING	1
EXPERIENCES	1
ENRIQUE PEÑA NIETO	1
EDUCATION	1
DREAMERS	1
DOLLAR	1
DIRT BIKES	1
DAD'S TRIPS THERE	1
CLOSE TO US	1
CHICANA	1
CENTRAL	1
CATHOLIC	1

CASINO	1
CASH	1
CANTINA	1
BUSY	1
BROWN	1
BLANKET	1
BIRD	1
BARGAIN	1
ARMADILLOS	1
ARIBA	1
AMERICAN	1
ALAMO	1
AAARRREEEBAAAA	1

Top Positive Words from Survey Responses Related to Mexico

Word	Frequency
FOOD	127
BEACHES	121
TACOS	82
CANCUN	53
SOCCER	50
VACATION	50
CULTURE	39
HOT	37
MARGARITAS	28
TEQUILA	26
CRUISE	21
MEXICAN FOOD	20
MUSIC	20
SOMBREROS	20
FAMILY	18
SPRING BREAK	17
SALSA	13
BEAUTIFUL	12
RESORT	11
TOURISM	10
TRAVEL	10
WATER	10
CABO	9
MAYAN RUINS	9
QUESO	9
CINCO DE MAYO	8
COLORFUL	8
RICE	8
WARM	8
BURRITO	7
DAY OF THE DEAD	7
COZUMEL	6
DRINKS	6
MARIACHI	6
PARTY	6
SUN	6
ALCOHOL	5

BEANS	5
HERITAGE	5
QUESADILLA	5
TORTILLAS	5
TROPICAL	5
AZTEC	4
DIA DE LOS MUERTOS	4
FUN	4
GREAT FOOD	4
OCEANS	4
SAND	4
AZTECS	3
BAJA	3
BEAUTY	3
CHIHUAHUA	3
CHIMICHANGAS	3
CHIPS AND SALSA	3
CLOSE	3
COCO	3
CORONA	3
DANCE	3
ENCHILADAS	3
FIESTA	3
FUTBOL	3
GOOD FOOD	3
PARTIES	3
PRETTY	3
PYRAMIDS	3
SUNSHINE	3
TAMALES	3
TIJUANA	3
TRADITION	3
AVACADO	2
BLUE WATER	2
BOOZE	2
CERVEZA	2
CHOCOLATE	2
DANCING	2
FRIENDS	2
HISTORIC	2
HONEYMOON	2

HOT WEATHER	2
LOVE	2
MOUNTAINS	2
QUINCENERA	2
SALSA DANCING	2
SEA	2
SPANISH MUSIC	2
STRONG	2
SUNNY	2
TAN	2
VIBRANT	2
WOMEN	2
ABUELA	1
ACAPULCO	1
ACTORS	1
AFFORDABLE	1
ALYSSA	1
AMIGO	1
ANCIENT CIVILIZATION	1
AUNT	1
AUTHENTIC	1
AVACADO AND BLACKBERRY FARMS	1
AZTEC PYRAMIDS	1
BAKERY	1
BEER	1
BELLAS ARTES	1
BIMBO	1
BOYFRIEND	1
BROTHERS WIFE	1
BULL FIGHTING	1
BULL RIDING	1
CHEESE	1
CHICHEN ITZA	1
CHIPS	1
CHURRO	1
CLAY	1
CLAY POTTERY	1
CLEAR SEA	1
CLEAR WATER	1
COCA COLA	1
COCO BONGO	1

COCONUTS	1
COFFEE	1
COLORFUL & LIVELY	1
CONVENIENT	1
CRUISES DESTINATION	1
DEEP ROOTED CULTURE	1
DELICIOUS FOOD	1
DESTINATION	1
DIFFRENT CULTURE	1
DIVERSE	1
DOLPHINS	1
DORA	1
DRESSES	1
EL DIA DE LOS MUERTOS	1
EXCITING	1
FAJITAS	1
FAMILY TIES	1
FESTIVE	1
FIESTAS	1
FIRST FRIEND	1
FIRST GF	1
FOOTBALL	1
FRIDA	1
FRIEND	1
FRIENDLY	1
FRUIT	1
FRUIT DISHES	1
GOOD COOKS	1
GOOD MUSIC	1
GORGEOUS	1
GRANDPARENTS	1
GUACAMOLE	1
GUADALAJARA	1
HARD WORKER	1
HARD WORKING	1
HARDWORKING	1
HORCHATA	1
INCLUSIVE RESORTS	1
INEXPENSIVE	1
ISLANDS	1
JET SKIING	1

LATIN MUSIC	1
LAUGHTER	1
LIVELINESS	1
LOVE THE PEOPLE	1
LOVING	1
LUCHA LIBRE	1
LUIS PRADA (FRIEND)	1
MANGO WITH CHILLI POWDER	1
MARACAS	1
MARIACHI BANDS	1
MERIDA	1
MEXICAN FOOD FROM AMERICA	1
MR SANCHOZ	1
MY FAMILY	1
MY RESTAURANT FRIEND	1
OPPORTUNITY	1
PALOMA	1
PRETTY WOMEN	1
RESTAURANT	1
RICH CULTURE	1
RICH IN FLAVOR	1
RUINS	1
SANTA ANNA	1
SELENA	1
SENIOR FROGS	1
SOME PLACES NICE	1
SOME VACATION SPOTS	1
SPANISH FOOD	1
SPICY	1
SPIRIT AND CULTURE	1
STRONG CULTURE	1
SUGAR SKULLS	1
SUN TAN	1
SURFING	1
TACO BELL	1
TELENOVELAS	1
THE FOOD	1
TOBACCO	1
TOLUCA	1
TRIP	1
VACATION SPOT	1

WARM WEATHER	1
WELCOMING	1
WHITE SAND	1
WILD	1
WILD LIFE	1
YUM	1
ZORILLO	1

Complete List of Top Words Pulled from Social Media Data and Analysis

Top Words from Social Media Posts Related to Colombia

Word	Frequency
ARGENTINA	333
FRANCIA	259
CHILE	255
MÉXICO	238
PERÚ	214
ECUADOR	187
#COLOMBIA	183
BRASIL	176
URUGUAY	160
VENEZUELA	150
ESPAÑA	149
PAÍS (COUNTRY)	143
COSTA RICA	116
RUSIA	116
FEB-00	113
GRACIAS (THANK YOU)	112
ITALIA	104
EL SALVADOR	97
CROACIA	95
NACIONAL (NATIONAL)	90
CHECA (CZECH)	89
3-FEB	83
SELECCIÓN (NATIONAL FOOTBALL TEAM)	83
PANAMÁ	82
BOGOTÁ	79
HONDURAS	79
EUROPA	78
APOYO (SUPPORT)	70
ISRAEL	70
REPÚBLICA	70
JAPÓN (JAPAN)	69
MUCHAS (MANY)	64
SUDAMÉRICA (SOUTH AMERICA)*	59
CAMPEÓN (CHAMPION)	54
FRANCE	54

MEXICO	53
2-MAR	52
VAMOS (LET'S GO)	52
PARTIDO (GAME)	51
MAY-00	50
0	48
EQUIPO (TEAM)	48
FALCAO*	48
11	47
273	47
323	47
593	47
8026	47
6000477	47
0241-8433308	47
5275-1135	47
MUNDO (WORLD)	46
PREVENCIÓN (PREVENTION)	46
SUICIDIO (SUICIDE)	46
LINEAS TELÉFONICAS (TELEPHONE LINES)	46
0-3	44
WORLD	42
0-2	41
PARAGUAY	41
PARÍS	41
FARC	40
GUATEMALA	39
MUNDIAL (WORLD CUP)	39
ATLÉTICO (ATHLETIC)	38
AMÉRICA*	36
SPAIN	35
47	34
57-1	34
GOLES	33
VÍA	32
3-FEB	31
MURIEL	31
AUSTRALIA	30
THANK	30
ESCOBAR*	29
GERMANY	29

PORTUGAL	29
QUINTERO	29
TEO	29
ENGLAND	28
ITALY	28
BOAT	27
PAZ	27
DECATUR	26
MIDDLE	26
PLAY	26
SCHOOL	26
VISITED	26
YESTERDAY	26
$50	25
DONATED	25
PABLO*	25
PERFORMED	25
STUDENTS	25
COPA (CUP)	23
TRIUNFO (TRIUMPH)	22
VER (TO SEE)	22
ATENTADO (ATTEMPT)	21
COSTA	21
JUNIOR (PROFESSIONAL SOCCER TEAM BASED IN BARRANQUILLA)	21
FUERZA (STRENGTH OR COURAGE)	20
MAR-00	19
HARRY	19
KCA	19
KIWI	19
SINGLE	19
TONIGHT	19
VIDEO	19
1-FEB	18
GUESS	18
HINT	18
IMPORTANTE	18
POGBA (FRENCH SOCCER PLAYER)	18
SUGGESTED	18
TODA (ALL)	18
0-3	17
CENTRO	17

JAMES*	17
MISSING	17
PAUL	17
BRUNO (BRUNO MARS CONCERT DEC. 2017)	16
COMERCIAL (ADVERTISEMENT)	16
ESCOCIA (SCOTLAND)	16
FELIZ (HAPPY)	16
MILLONARIOS (MILLIONAIRES)	16
PERSONAS (PEOPLE)	16
PRESENTACIÓN (PRESENTATION)	16
ARMAS (WEAPONS)	15
COMPARTIR (TO SHARE)	15
RUEDA (WHEEL)	15
ISLANDIA (ICELAND)	14
PRESIDENTE (PRESIDENT)	14
54834199	13
#KCACOLOMBIA	13
57-1	13
JUNIO (JUNE)	13
0-2	12
CONVOCATORIA (ANNOUNCEMENT)	12
SISMO (EARTHQUAKE)	12
0-1	11
INTERNACIONAL (INTERNATIONAL)	11
MUJERES* (WOMEN)	11
ROSARIO (ROSARY BEADS OR A NAME)	11
TÍTULOS (TITLES)	11
2-FEB	10
#DELEXTERIOR	10
#HUMANZWORLDTOUR	10
#VIVALAVIDA	10
23-25	10
CARRYING	10
CLUB	10
FÚTBOL (SOCCER)*	10
MISS	10
MOMENT	10
SHAKIRA*	10
#HEYDJ	9
#REGGAETONLENTO	9
BRAZIL	9

CARAMELOS	9
DOMINICANA	9
GOMITA	9
HUNGARY	9
INSEGURAS (INSECURE)	9
ITUNES	9
PUERTO RICO	9
TRABAJO (WORK OR JOB)	9
URIBE*	9
VENDIA	9
#UNIVERSE*	8
AFICIÓN (HOBBY)	8
ARMENIA	8
BRUNEI	8
COCAINE*	8
COUNTRIES	8
EXO	8
INDIA	8
NIGERIA	8
PERU	8
ROMANIA	8
#CUMBREAP2017	7
#FEP2018	7
AMIGOS	7
SEPTIEMBRE (SEPTEMBER)	7
VIDA (LIFE)	7
MEJORES (BEST)	6
TOURIST	6
28-SEP	5
ENCUENTRO	5
GUTIERREZ	5
HINCHAS	5
JUGADOR	5
LOCURA	5
MANDO	5
MUCHA	5
ODIAN	5
PEACE	5
PUEDEN	5
RECIBIRLO	5
#FUERZAMEXICO	4

#PRAYFORMEXICO	4
SOLIDARIDAD	4
#FEP2018	3
#SILOPASAENPRIVADAS	3
#WECMOBILITY1	3
2DA	3
AMOR	3
COMING	3

* Indicates top word from social media results was also among words provided by survey respondents for Colombia.

Top Words from Social Media Posts Related to the Dominican Republic

Word	Frequency
IRMA*	535
PUERTO RICO	503
HAITI*	473
PRAYERS	442
BAHAMAS*	422
BLACK*	411
CARDI*	363
NIGGA	336
CATEGORY	313
SPANISH*	280
WOMEN*	270
PUERTO RICAN*	262
PUNTA CANA*	237
LOVE	206
CAME	189
JUSTIN	186
SHIT	185
BIEBER	181
NIGGAS	166
TIME	166
DICK	164
HONARABLE	160
BODAK YELLOW	158
PARADE	158
SKINNY	156
VERSION	155
DEADLY	151
RAPPER	151
EMOTIONALLY	150
UNAVAILABLE	149
ASPIRING	148
DARKSKIN*	148
MENTIONS	148
CUBAN	133
WHITE	128
WORK	128
FLORIDA	120

T-MOBILE	120
COMING	114
BEYONCE	113
PISCES	109
SCARY	108
CHATA	88
SINGING	87
LOOKS	86
SPOTTED	86
SUPREMACIST	84
BRAZILIAN	83
COLUMBIAN	83
DOLPHIN	82
#PURPOSETOUR	75
NAMED	75
PANTHER	74
GOOD	73
TONIGHT	73
HURRICANE*	70
WOMAN*	70
EVERYBODY	65
PERFORMING	64
AGREE	63
GIRL	63
LMAO	63
MEMES	63
TELLING	63
BEAT	62
ONSTAGE	62
FUNNIEST	60
LMAOOOOOOOO	60
ASS	59
VIDEO	56
BILLBOARD	55
LIGHT	55
PHOTOS	54
MOM	49
PHOTO	49
SKIN	46
LOW	45
LIFE	44

TRINIDADIAN	42
REACH	41
HAPPY	40
MUSIC	40
ISLAND*	39
JAMAICAN	38
SAYS	38
TWITTER	38
#HURRICANEIRMA2017	37
HOT	36
PROUD	36
INDEPENDENCE	35
MARIAH	35
HAITIAN*	34
INAPPROPRIATE	33
RAINBOW	33
SHOPS	33
TIA	33
ISN	32
GOTTA	31
HOME	31
MENTION	31
WANTS	31
AFRO	30
DOMINICA	30
FUCKBOY	30
TASTE	30
RACIST	29
BEST	28
PARENTS	28
6IX9INE	27
DESCENT	27
LATINA	27
100	26
BASES	26
COVER	26
FLOOR	26
LITTLE	26
OPPORTUNISTIC	26
$100	25
BILLS	25

COUNTRIES	25
FOOD*	25
GIVING	25
ARTIST	24
MIAMI	24
COMPLETELY	23
DIFFERENT	23
AMARA LA NEGRA*	22
ISN	22
SANTIAGO	22
Y'ALL	22
AFRICAN*	21
BRONX	20
BROWN	20
CONVINCE	20
KNOWN	20
MONEY	20
RESPONSE	20
TALKED	20
DOING	19
EBONY	19
EXPECT	19
FACING	19
HAIR	19
INTRA-RACISM*	19
ROCKING	19
STUBBORNNESS	19
UNCHARACTERISTIC	19
BEAUTIFUL*	18
LIT	18
STRIPPER	18
TOLD	18
TYPICAL	18
FEATURES	17
GUTTA	17
HALF	17
PRAYING	17
THOUGHTS	17
BAD	16
LUNCHABLES	16
MEXICAN	16

RACE	16
FUCKING	15
HARD	15
KEY	15
#TEAMSDF	14
HABLAR	14
WORDS	14
CURSE	13
HOTEL	13
ROCK	13
SENTENCE	13
WORD	13
CASINO	12
LOST	12
OLD	12
THINK	12
#PROM2K17	11
ASAP	11
COUNTRY	11
DIMELO	11
FAB	11
FLOW	11
GUYS	11
HATE	11
KLK	11
LOCO	11
OYE	11
PLAYERO	11
SEX	11
SLIGHT	11
THINKING	11
WAVIEST	11
YESTERDAY	11
AMERICA	10
BETTER	10
PLAYER	10
STAY	9
ADRIAN	8
AMERICAN	8
APPROACHES	8
BAHAMIAN	8

BARBADOS	8
BELTRE	8
FAMILY*	8
AIN	7
EAT	7

* Indicates top word from social media results was also among words provided by survey respondents for the Dominican Republic.

Top Words from Social Media Posts Related to Mexico

Word	Frequency
SPANISH*	1026
PUERTO RICO	939
ISLANDS*	859
PROCEEDS	792
BEYONCE	780
CARIBBEAN*	779
LOVE	760
DONATING	756
SONG	719
PRESIDENT	686
RECORDED	658
HAVING	405
HOME	363
HOLIDAYS	356
STAY	351
DINNER	347
MONTH	345
ENGLISH	343
LIVED	343
TURNS	342
AGE	341
CAMP	341
DEPORTATION	341
DETENTION	341
DREAMER	341
KEPT	341
SPEAKING	341
SPEEDING	341
SWITCHING	341
TICKET	341
TROUBLE	341
TURNED	341
WAITER	341
THINK	242
BEAUTIFUL*	230
MEANS	176

THINKING	171
GERMANY	166
CITY	154
RIGHT	149
PARADE	149
POPE	149
WALKED	139
RELIEF	124
MONEY	122
EARTHQUAKE	120
GIRLS*	117
TALKING	115
280	114
CHARACTERS	114
PLATFORM	113
SITUATION	112
IGNORE	112
SUFFERING	109
TIME	105
GAME	104
GENTE (PEOPLE)	104
SMH	89
TOMORROW	87
DONATE	84
HURRICANES*	82
MARIA	78
EFFORTS	78
TRUMP*	77
LITTLE	77
SOON	76
#GERMEX	75
GONNA	68
HARVEY	68
NOMAS	68
PRAYING	67
IRMA	67
JOSÉ	65
CHILE	65
HACEN (THEY MAKE)	64
$1MIL	64
HECHAS (MADE)	

MANO (HAND)	64
PENDEJO (STUPID)	64
TORTILLAS*	64
REMIX	63
WISH	63
WORLD	56
MAÑANA (TOMORROW)	55
BUTT	54
COLITA (BUTT)	54
FROG	54
GOOD	54
HEAL	54
RANA (FROG)	54
SANARÁ (HEAL)	53
WALL*	53
ASKED	51
PLAZA	49
QUEEN	49
COLLEGE	48
FRUIT	47
ICE	47
AGUA	46
CHILLING	46
CREAM	46
FRESCA	46
#CONFEDCUP	45
CUP	45
SHIT	45
HUMANITARIAN	44
SELENA	44
AFFECTED	40
BREAK	38
ARGENTINA	37
BEST	37
NORTH	37
REAL	37
SPRING	37
JUSTIN	36
GOAL	35
PAST	34
PAY	31

TEAM	31
KIDS	30
VAMOS	30
BRAZIL	29
LIFE	29
WATCHING	29
AMERICA*	28
PLAY	27
AINT	26
PARTS	26
BOWL	25
BAD	24
CAROLINA	24
CALLING	23
ERES (YOU ARE)	23
GREAT	23
RICH	23
VIRGIN	23
FEB-00	22
280-CHARACTER	22
ABILITY	22
ALEMANIA	22
DOLLAR	22
FUCK	22
FUND	22
PWI	22
SHUT	22
SOUTH	22
VERGA	22
WIN	22
COLUMBIA	21
COUNTRIES	21
DISCREDITING	21
DRAKE	21
DUKE	21
EMBEZZLEMENT	21
IMMEDIATE	21
LOUISVILLE	21
NORTHERN	21
SCANDALS	21
1-APR	20

#BTS	20
DEEPEST	20
ESPECIALLY	20
PORTUGAL	20
RANCHES	20
RICHEST	20
GULF	19
PLAYING	19
WATER	19
ANYMORE	18
CHRISTMAS	18
FAMILY*	18
GOMEZ	18
INDIA	18
MISS	18
#LOVEARMYMEXICO	17
BUY	17
DONALD*	17
GONE	17
RUMBO	17
WATCH	17
DISASTER	16
EARLY	16
EQUIPO	16
#CONFEDERATIONSCUP	15
BEAT	15
FLAG	15
JAPONÉS	15
RUSSIA	15
#KCAMEXICO	14
CONFEDERATIONS	14
MEXICANS*	14
MISSISSIPPI	14
OSORIO	14
VACATION	14
#BETWEEN_US_MEXICO	13
#CNBLUE_MONTERREY_MEXICO	13
#HAZ_MAKE	13
BADLY	13
BELLEZA* (BEAUTY)	13
DENISSE	13

FLINT	13
FRANCO	13
AID	12
LEGAL	12
YEAH	11
CIUDAD	10
GROUP	10
ITALY	10
MARIJUANA*	10
MEDICAL	10
OFFICIALLY	10
SEMI-FINALS	10
BUILD	9
CARTELS*	9
CHIHUAHUA*	9
GAVE	9
INCLUDING	9
MARCHING	9
SPAIN	9
START	9
WEAPONS	9
ASS	8
ASSAULT	8
BRIAN	8
GLADLY	8
HUNDREDS	8
1-APR	7
#MEXRUS	7
AMERICANS*	7
WANNA	7
WHITE	7
DEADLY	6
DOING	6
LMAO	6
MEXICAN*	6
PICS	6

* Indicates top word from social media results was also among words provided by survey respondents for Mexico.

VITA

Laura Gamo was born in Bogotá, Colombia. At the age of six, she moved to the suburbs of Central Florida where she graduated second in her class from Rockledge High School in 2012. Laura went on to pursue her B.A. in Media and Journalism with a focus on Public Relations from the University of North Carolina at Chapel Hill. In 2016 she graduated with honors and with a double major in Global Studies, focusing on international politics in Latin America.

Fascinated by the role of research in uncovering human truths, and developing strategic and creative solutions to problems, Laura went on to earn her Master of Science in Communication and Information at the University of Tennessee, Knoxville. Her passion for strategic communication lies in the impact of well-developed messages on personal perceptions, public discourse, and even on policy agendas and decisions. Laura is also interested in societal implications of public relations and strategic communication, and hopes to develop strategies for mutual understanding and bridge building —across cultures, throughout research, insight and execution, and between academia and the practice.