

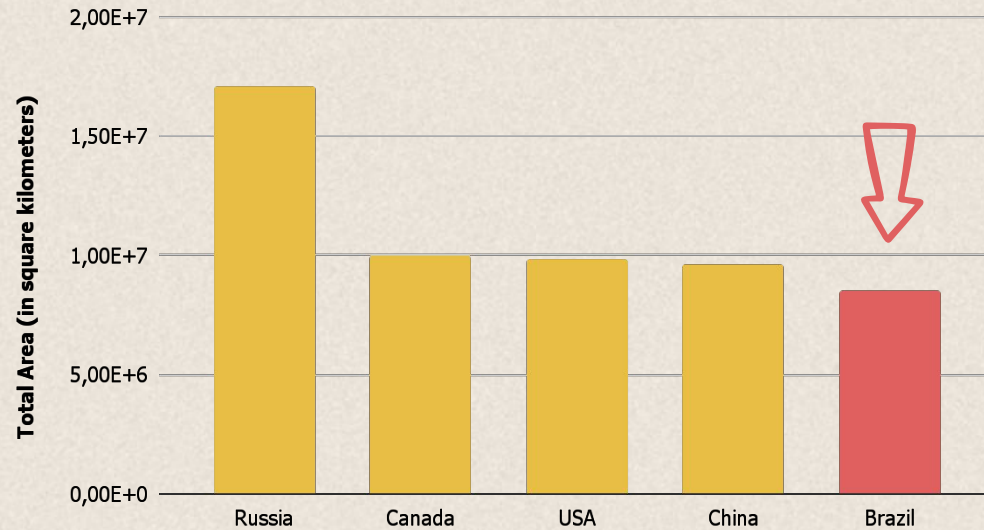


Exploring Brazilian Cultural Identity Through Reading Preferences

Mariana O. Silva, Clarisse Scofield,
Gabriel P. Oliveira, Danilo B. Seufitelli,
Mirella M. Moro

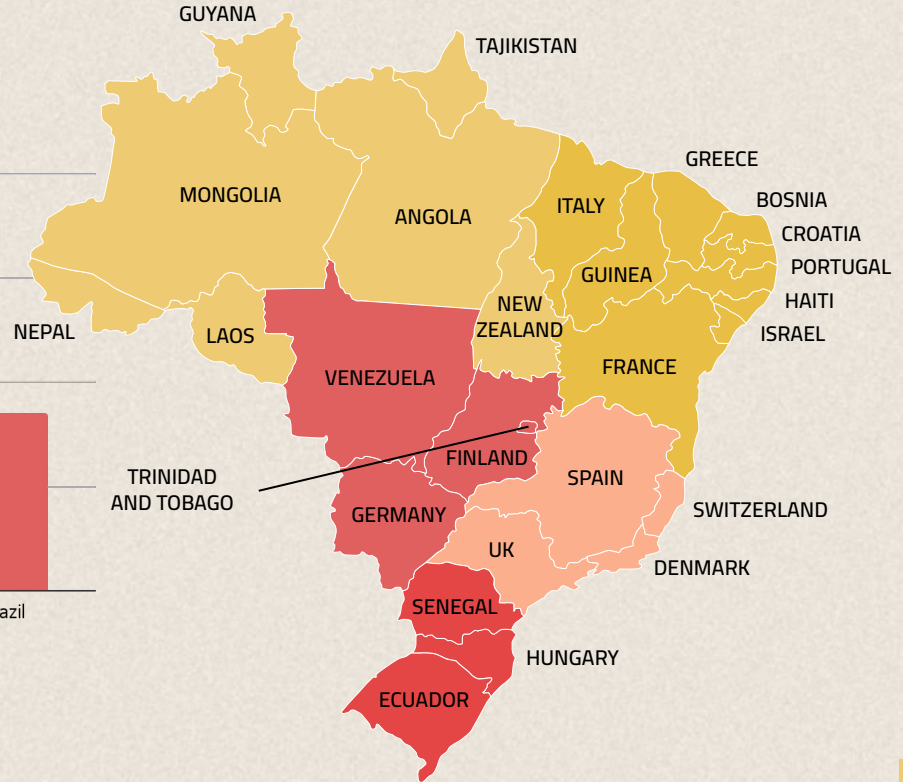
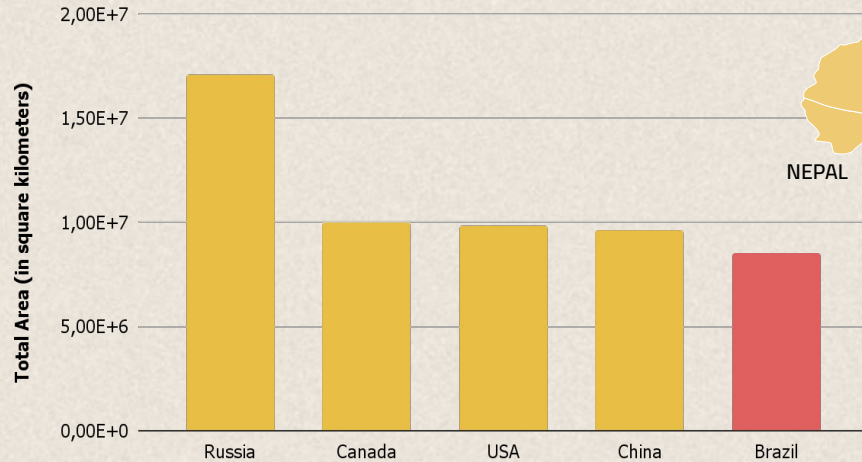
Brazil is **big**

Largest countries in the world



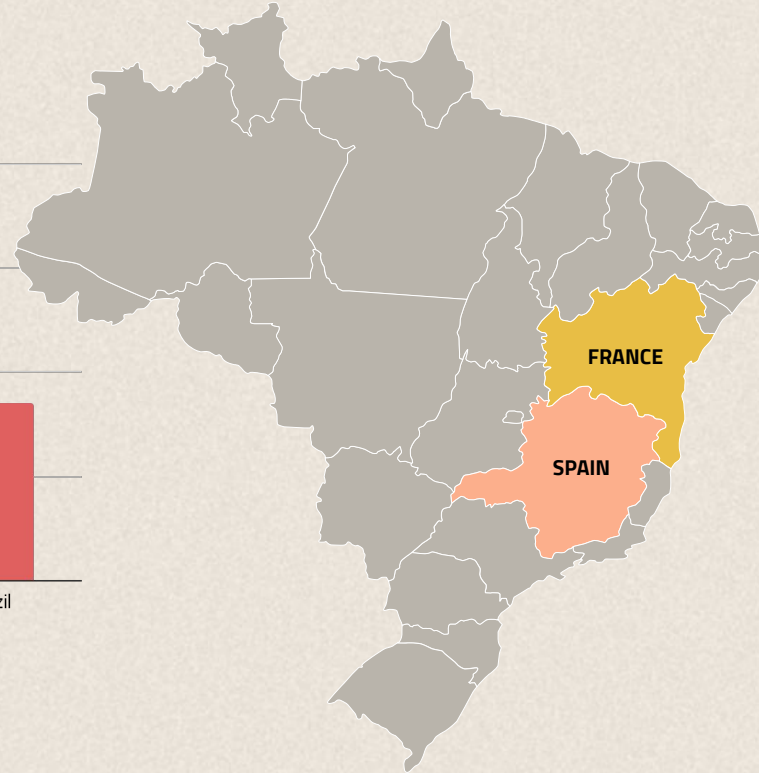
How **big** Brazil is?

Largest countries in the world



How **big** Brazil is?

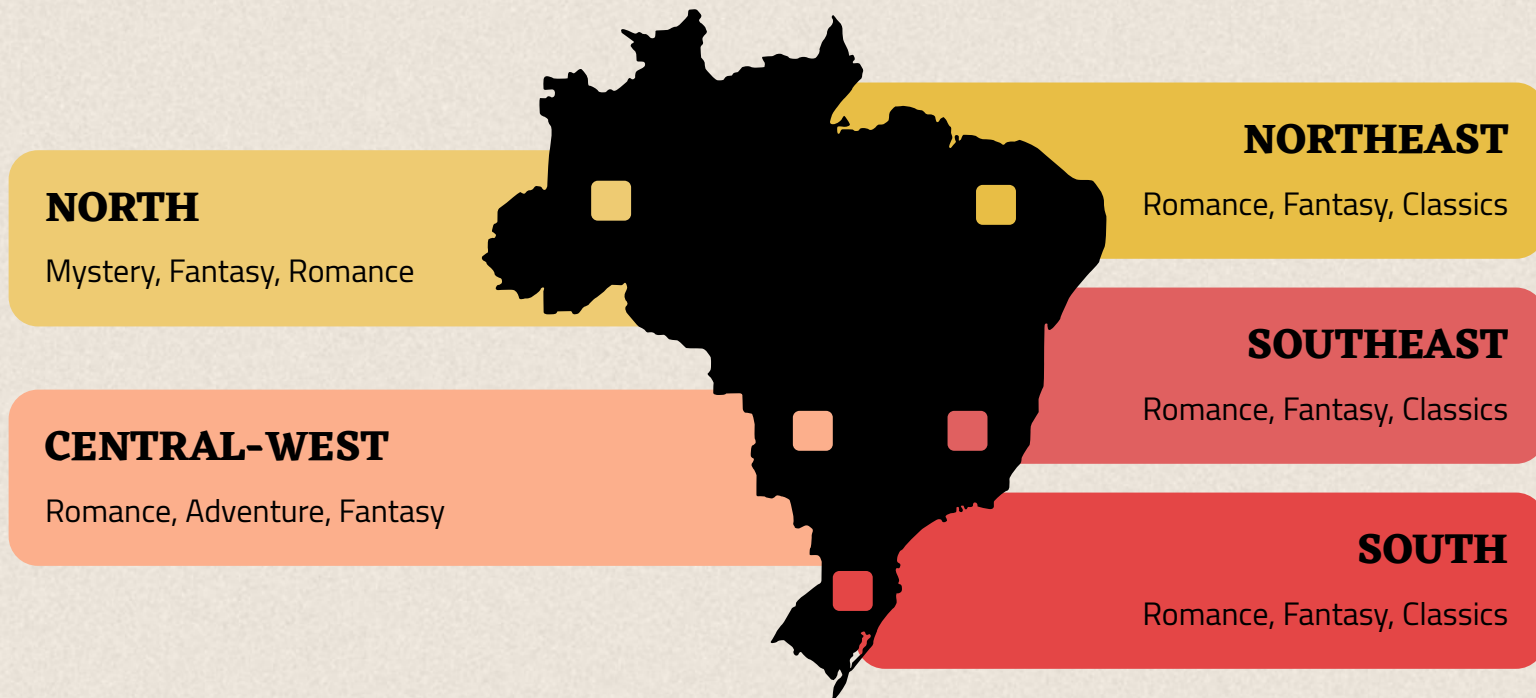
Largest countries in the world



Cultural wealth :: **Language**



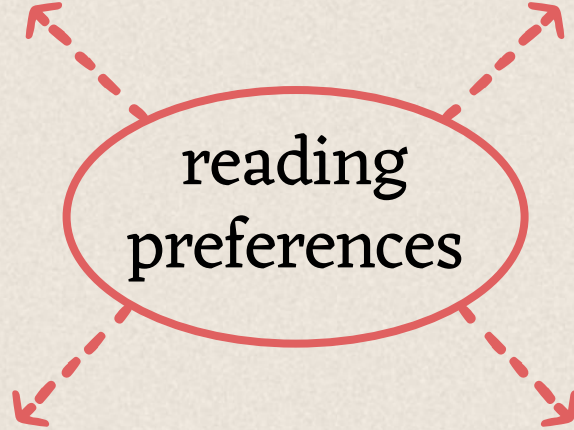
Cultural wealth :: **Reading Preference**





book-selling

recommendation
systems



customer
relationship
management

sales projections





Our Goal

Perform a cross-state comparison analysis based on Brazilian reading preferences through a multipartite network model

Contributions



Build

dataset for genre and book preferences in Brazilian states



Analyze

the networks from three different perspectives



Model

multipartite network and calculate three cross-state distances

Contributions



Build

dataset for genre and book preferences in Brazilian states



Analyze

the networks from three different perspectives



Model

multipartite network and propose two metrics to assess the cross-state cultural identity

1. Build :: **BraCID**

Brazilian Cultural Identity Information Through Reading Preferences

GoodReads



38,231 users

75,093 distinct books

80 literary genres



IBGE

6 IBGE indicators

27 federative units of Brazil

Contributions



Build

dataset for genre and book preferences in Brazilian states



Analyze

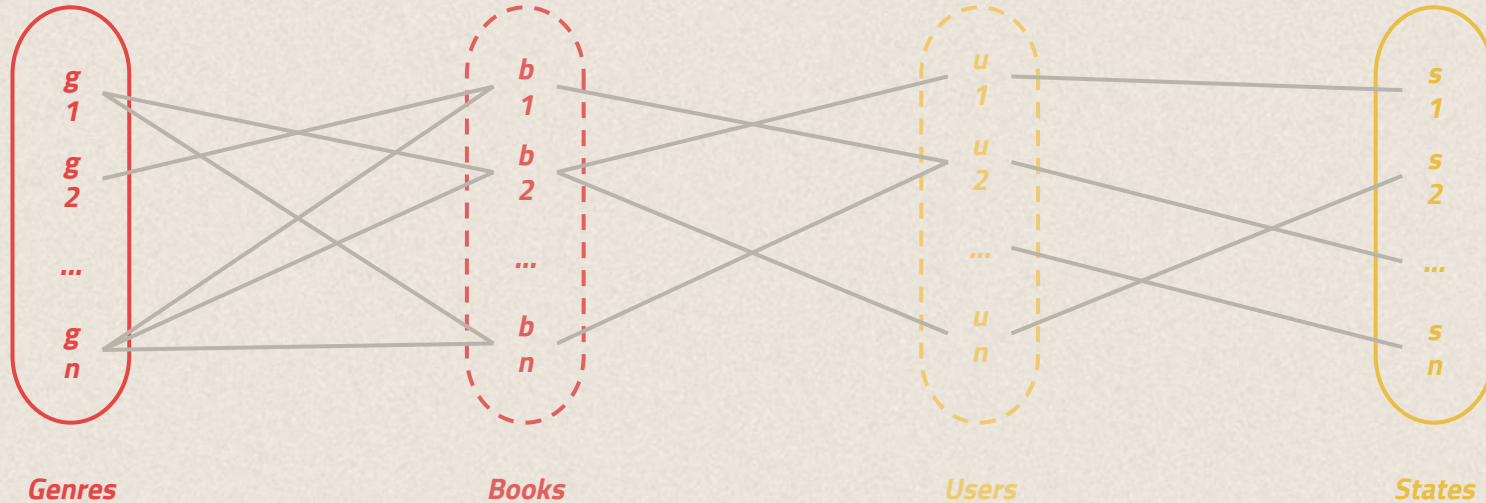
the networks from three different perspectives



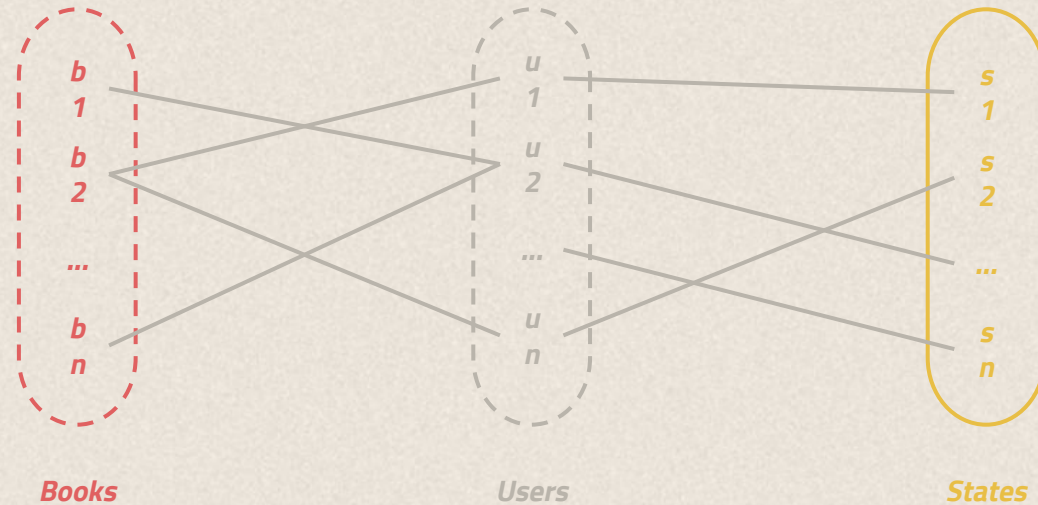
Model

multipartite network and propose two metrics to assess the cross-state cultural identity

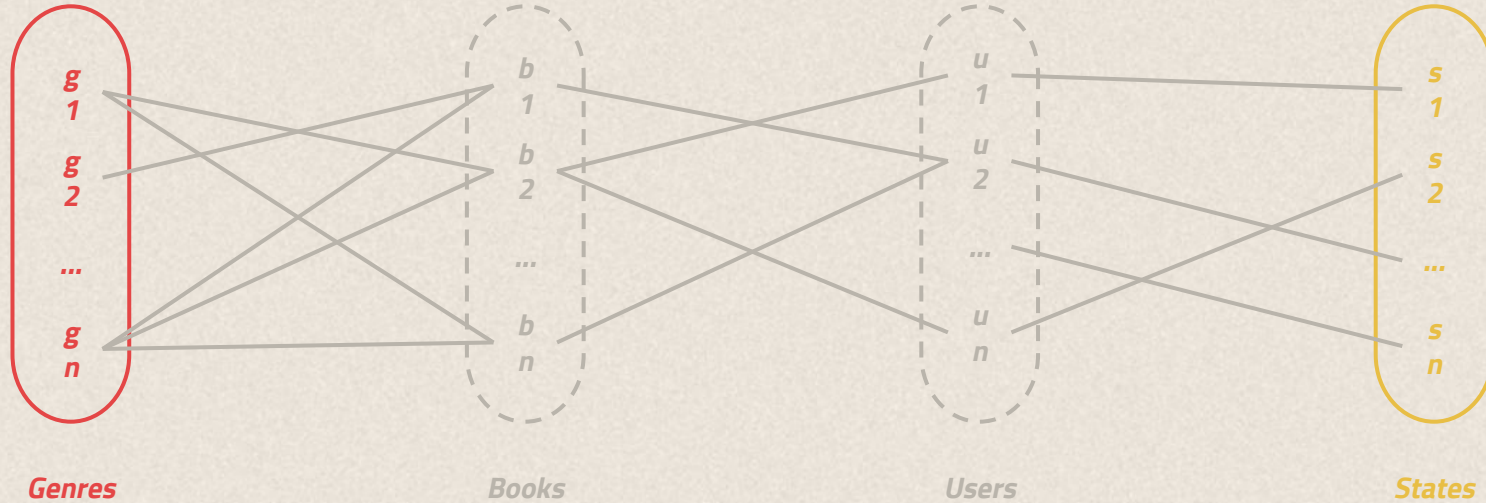
2. Model :: **Multipartite Network**



Model :: Multipartite Network



Model :: Multipartite Network



Model :: **Cross-state distances**

- ★ **Cultural:** Cosine similarity between pairs of states
- ★ **Geographical:** Geodesic distance between pairs of states
- ★ **Demographic and Socioeconomic:** Canberra distance between pairs of states
for each IBGE indicator

Contributions



Build

dataset for genre and book preferences in Brazilian states



Analyze

the networks from three different perspectives



Model

multipartite network and propose two metrics to assess the cross-state cultural identity

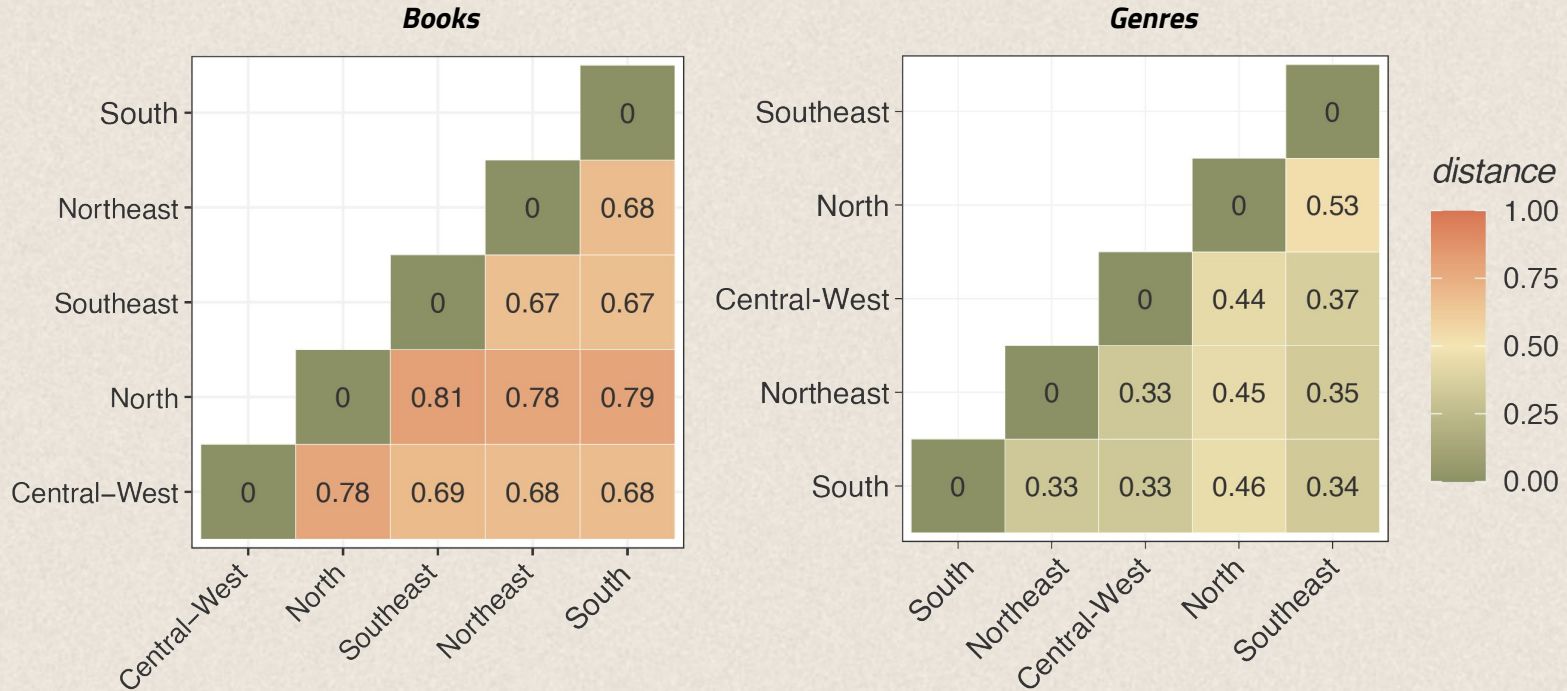
3. Analyze :: **Research Questions**

RQ1. *Are there significant differences between Brazilian states/regions concerning reading preference?*

RQ2. *Is there a demographic or socioeconomic relationship in the reading preference in the Brazilian population?*

RQ3. *Is it possible to identify distinct cultural identities in Brazil based on the states' reading preferences?*

RQ1. Are there significant differences between Brazilian states/regions concerning reading preference?



Analyze :: **Research Questions**

RQ1. Are there significant differences between Brazilian states/regions concerning reading preference?

A.: Yes. *Our results support the presence of differences (and similarities) between Brazilian states and regarding reading preference*

RQ2. *Is there a demographic or socioeconomic relationship in the reading preference in the Brazilian population?*

Books

Factor	corr
Genre distance	0.914
Geographical locations	0.313
Gross Domestic Product	0.276
Demographic density	0.200
Population estimate	0.337

Genres

Factor	corr
Book distance	0.914
Geographical locations	0.344
Gross Domestic Product	0.453
Demographic density	0.291
Population estimate	0.409

RQ2. *Is there a demographic or socioeconomic relationship in the reading preference in the Brazilian population?*

Books

Factor	corr
Genre distance	0.914
Geographical locations	0.313
Gross Domestic Product	0.276
Demographic density	0.200
Population estimate	0.337

Genres

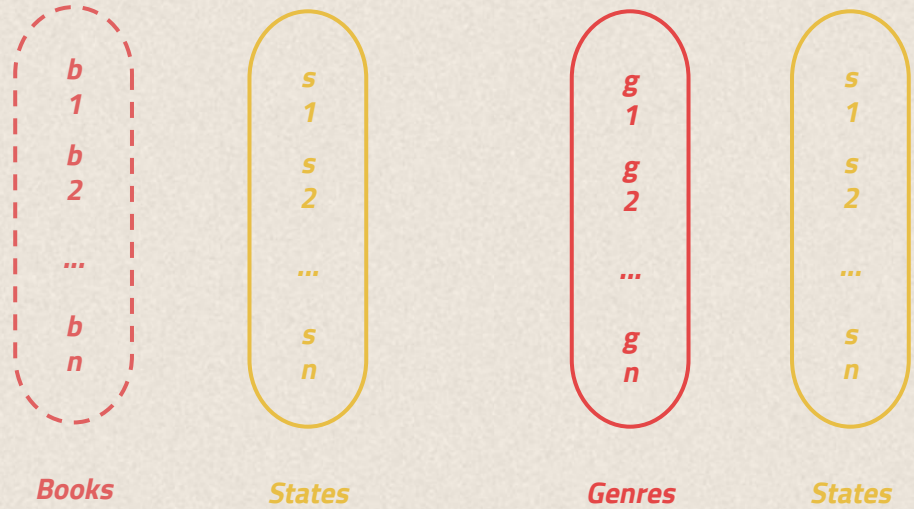
Factor	corr
Book distance	0.914
Geographical locations	0.344
Gross Domestic Product	0.453
Demographic density	0.291
Population estimate	0.409

Analyze :: Research Questions

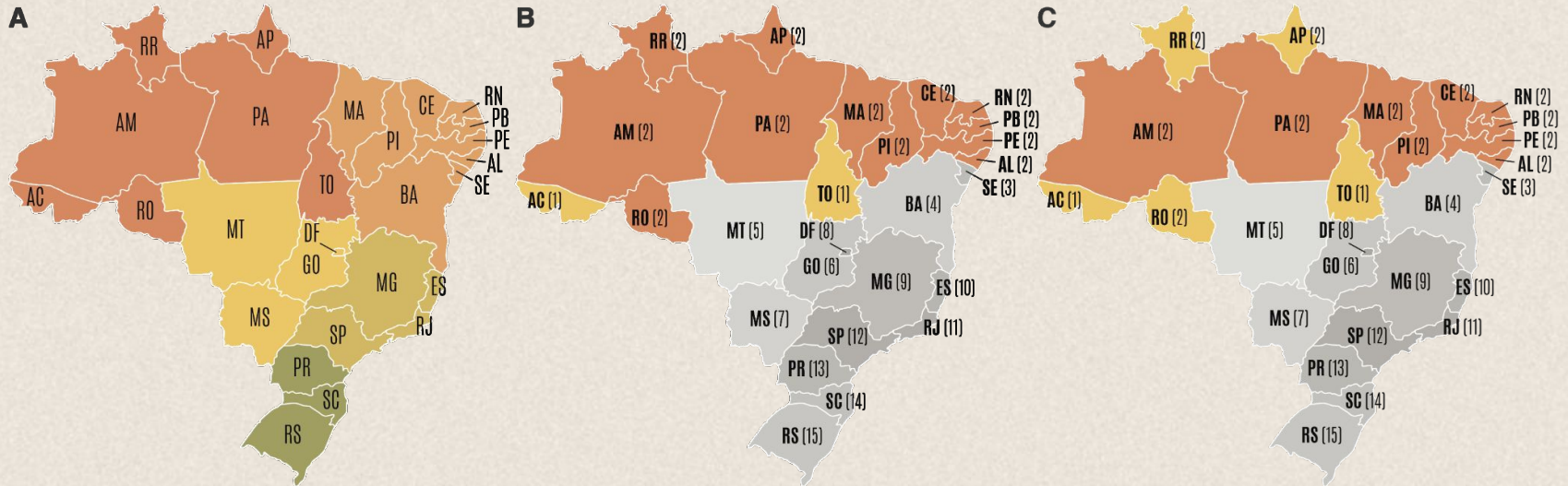
RQ2. Is there a demographic or socioeconomic relationship in the reading preference in the Brazilian population?

A.: Yes. *Our findings support that **demographic** and **socioeconomic** factors can directly impact the literary choices of the Brazilian population, as given by Goodread users.*

RQ3. *Is it possible to identify distinct cultural identities in Brazil based on the states' reading preferences?*



RQ3. *Is it possible to identify distinct cultural identities in Brazil based on the states' reading preferences?*



Analyze :: Research Questions

RQ3. Is it possible to identify distinct cultural identities in Brazil based on the states' reading preferences?

A.: Yes. *We can assume it is possible to classify distinct reading identities in Brazil based on the states' reading preferences. However, the grouping of states depends directly on how cross-state connections are explored*

Conclusion

- ★ Explored the diverse Brazilian cultural identities through reading preferences
- ★ We revealed significant relationships between cultural distances and geographical, demographic, and socioeconomic indicators
- ★ Our findings reinforce the cultural richness of Brazil, emphasizing that each state and region holds its own culture when it comes to what people chose to read

Future Work

- ★ Expand our data collection
- ★ Explore other social indicators and apply different distances
 - Consider combinations of such factors



Want to know more?

Mariana O. Silva
mariana.santos@dcc.ufmg.br

Clarisse Scofield
clarissescofield@dcc.ufmg.br

Gabriel P. Oliveira
gabrielpoliveira@dcc.ufmg.br

Danilo B. Seufitelli
daniloboechat@dcc.ufmg.br

Mirella M. Moro
mirella@dcc.ufmg.br

**VISIT OUR
PROJECT
WEBPAGE**

bit.ly/proj-Bade

