

MAP OF INTERESTS BETWEEN THE EUROPEAN UNION & LATIN AMERICA AND THE CARIBBEAN

Contrasts in the degree of interest between the two regions.



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Noteworthy data from the study

Chapter 1

- The goal of the study was to ascertain the level of knowledge citizens who live in Latin America and the Caribbean have regarding the European Union, and vice versa.
- The bulk of the work, which was done through the eyes of the citizens, has been approached from a phenomenological perspective.
- The second theory that we used in this study has been employed to approach the research of media as a source of knowledge among citizens of the two regions, this theory is known as the Agenda-setting theory.
- During the research, the reference population was 571,888,150 from both regions who have Internet access. Of the hundreds of millions of Internet interactions from the two regions, in order to construct the first outlines of the “Map of Interests between the EU and Latin America and the Caribbean”, researchers compiled and analysed a total of 273,351,403 interactions produced from September 2011 to September 2012 between the two regions.

Chapter 2

- More than three quarters (76.9%) of the interest of Latin American and Caribbean citizens focuses on four EU countries: France, Germany, Italy and Spain.
- The 27 countries of the EU all generate some interest in the people of Latin America and the Caribbean.
- The attention the EU has on Latin American and Caribbean countries is more spread out and is not so concentrated on a few countries. No country has more than 10% of the interest: Brazil with 7.7% and Mexico with 6.6% are the top two countries.
- There are, two countries that break from proportionality, they are small countries but have received more

interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%.

- Two cities in the EU are particularly interesting to Latin America and the Caribbean: Madrid and Barcelona. In the second tier, but still above 10%, are Paris and Rome, and in a lower step is London.
- The Latin American and Caribbean cities that generated the most interest in Europe were, in decreasing order: Buenos Aires, Sao Paulo, Rio de Janeiro and Lima. One tier down, between 3-4% are Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.
- In the country to country comparison matrix featuring the 33 Latin American and Caribbean countries and the 27 EU countries, the total interest goes in the direction from the EU toward Latin America and the Caribbean. Of a total of 891 squares, 384 are red (43%) meaning there is more interest originating in Latin

The overall calculation of interest, country to country, shows us that proportionally people in the EU are more interested in Latin America and the Caribbean than vice versa

America and 507 are blue (57%) meaning there is more interest originating in the EU, thus showing that more people in the EU are interested in Latin America and the Caribbean than vice versa.

- However, a few countries in the EU break the overall pattern as is the case with France (27 red squares and only 6 blue), followed by Italy (22 red, 11 blue) and Germany and Greece (each with 20 red and 13 blue). In these cases, there are more countries in Latin Ame-

rica and the Caribbean interested in these EU countries than vice versa.

- It is interesting to see the interest vector going from Latin America and the Caribbean toward the EU is essentially observed in the smallest Latin American countries by population. Looking at the medium and large Latin American countries, the interest vector clearly goes from the EU toward Latin America and the Caribbean.
- These data outline the first “map” of how the people of one region view the other region.

Chapter 3

- France is the country that appears the most in Latin American and Caribbean news on the EU, with almost 30% of the total. In second place, and below 15%, are Spain and Germany.
- Brazil with 10.5% and Mexico with 10.3% are the most mentioned countries in news on the Americas.

European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU

- The most interesting issues about the EU in Latin America and the Caribbean are international relations (33%) and the economy and finance (29%).
- International relations and the economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively.
- The European Union is fully present in public opinion in Latin America and the Caribbean, though the oppo-

site can not be said about Latin America in the EU.

Chapter 4

- The EU leader who was most mentioned in Latin American and Caribbean news was Prime Minister of Spain, Rajoy with 34.9%. Second was Chancellor Merkel with 20.5%, followed by President Hollande with 15.9% and Prime Minister Cameron with 12%.
- The leader in Latin America and the Caribbean who was most featured in the news in the EU was President Calderon with 19%, followed by Cristina Fernandez with 15% and Dilma Rousseff also with 15%. These three account for 49% of all mentions.



CAPITULO 1

Methodology

1.1. Objective and Theoretical Framework

Explaining the theoretical framework of an empirical research project is not just an exercise in academic boasting. On the contrary, it is a compulsory act driven by the ideological transparency that permits readers of the report to understand the limits and biases of the findings found here.

The goal of the study was to ascertain the level of knowledge the people of any given country in Latin America and the Caribbean had regarding the European Union, and vice versa.

Without doubt, the research objective is very broad and, to boot, dynamic. Data change month over month, if not week over week. Any significant event can become an input that greatly changes the perception of some or others, or a mixture of both.

This mutual knowledge is structured by macro-social factors like culture, history, material, politics, law, language, demography, and, of course, economy and trade. Nonetheless, at least, in this first exploratory investigation we have agreed with the EU-LAC Foundation to place our methodological focus exclusively on the perspective of the people. This way our main observation units have been citizens who live in any country on either continent.

The research team has decided to tackle this project from a dual theoretical(1) perspective. The bulk of the work, which we can cover with the expression 'through the eyes of the citizens', has been approached from a phenomenological perspective. This is a substantially symbolic theory that emphasises and bases itself on what things mean for social actors.

This may seem to be a risky perspective in that it weighs too heavily on the symbolic world, but this only would occur in a radical application of the theory. Here is a practical example: for as much as a Colombian or a Brazilian may believe that European technology is less advanced than Japanese or American technology, this will not directly affect

the innovative capacity of the EU, although it will affect the import of European technology into Colombia or Brazil who have little faith in it. For this reason, for its practical impact we have decided to approach this mutual knowledge from this theory which places in the foreground these social representations of what the other region "is, does, and does for me".

The second theory that we used in this study was employed to investigate media as a source of knowledge among citizens of both regions, and is known as the Agenda-setting theory. This theory, and, above all, the hundreds of investigations that support it in very different cultural settings, has shown that there is a transmission of issues between the media and public opinion. Although, what we used in the methodological design of this research, specifically, as a theory to select a few referents, or attributes, in the construction through media of the public image of the other region, is called "second-level agenda-setting"(2).

1.2. Research Techniques

At the outset, we considered a wide variety of social research techniques to tackle this investigation: surveys to the general population in both regions, focus groups, objective indicators of interactions between citizens from both regions (commercial, cultural, educational, technical, business, recreational, etc.), content analysis from the media, from books, etc...

With any of these techniques, even combining them all, the result obtained would always be a reduced reflection of the reality that we seek to investigate: "What knowledge, perception, do the people of one region have of the other region, regarding their people, regarding what they do, and, most importantly, regarding what can be done with them."

Today, the Internet is the main channel of communication between people or institutions, especially those who geographically far apart. Thus, the final methodology through which the data were collected and analysed for and in this report was the observation of citizen behaviour regarding the other region produced through Google searches between September 2011 and September 2012.

The next graphic describing the main research objective magnitudes and the methodological boundaries we created show the following:

1º. We started with a population of around 500 million Europeans and some 600 million Latin Americans and Caribbeans. A total population surpassing one thousand million (US billion).

2º. From the total, we included in the investigation 571,888,150 people who had Internet access from both regions. Finally, from the hundreds of millions of Internet interactions from the two regions, in order to construct the first outlines of the “Map of Interests between the EU and Latin America and the Caribbean”, the research compiled and analysed a total of 273,351,403 interactions produced from September 2011 to September 2012 between the two regions.

3º. From all of the interactions generated in one year among our potential reference population (people from both regions with Internet access), we have selected only those interactions which included methodologically appropriate terms to compare and contrast people who differ so much in terms of nationality, religion, language, culture, history, technology, etc. This methodology has brought us 273,351,403 interactions that we registered and analysed according the country of origin. Although the number of interactions is enormous, we must make clear that our sample is only a small fraction of the total interactions through Google of our reference population of 571,888,150. Indeed, we were searching for attributes from both regions that highlighted media and political institutions of both regions; concretely, names of countries, cities, political leaders in power during the study.

Furthermore, the EU-LAC Foundation and the research team at IPI both know that the reciprocal knowledge between people who don't have real, direct contact in their daily lives is not gained essentially through the Internet itself, but rather through what the media recounts regarding the other region in their respective countries. For this very reason we initiated the study with a register of what the main issues the media were informing their people on regarding the actuality of the other region. Again, seeking

operational capacity and so as not to be dumbfounded by the sheer amount of information, we categorised the most frequent issues, observing precisely which attributes were the most used in the news about the other region.

For the two methodologies we used various Google search tools and the official languages of the countries found in the two regions. Of course there were multiple and varying methodological obstacles and surprises, problems that were solved or generated non credible data; in the latter case, we simply threw out the dubious data and did not include them in this report. This has also created some holes and gaps that, we regret to say, will hopefully be rectified in further studies should there be any

(1) Without doubt, the leading authority of this perspective is Alfred Schutz, and his works. There is a broad compilation in Schutz. A. 1962. Collected papers I: the problem of social reality. The Hague, Nijhoff; idem, 1964. Collected papers II: the problem of social reality. The Hague, Nijhoff.

(2) Already three decades ago, Maxwell McCombs and Donald Shaw published the article that would kick off this theory, The Agenda-setting Functions of the Mass Media, in Public Opinion Quarterly, in which the influence of the news media agenda on the public agenda was addressed.



LAC POPULATION: 588.788.675



EU POPULATION: 502.748.071



INTERNET USERS LAC
: 212.358.040



INTERNET USERS EU:
359.530.110

NUMBER OF RESULTS ANALYZED
273.351.403

Degree of public interest in the other region by category

In this chapter we will describe some of the indicators that people from both regions are reading about one another. As we have explained in the methodology chapter, the number of interactions is so large that the figures are for population size.

We will also show how Internet users behaved (571,888,150 in both regions in 2011) in the year vis-à-vis searches regarding the other region which were sufficiently numerous to be able to aggregate the interest of the people from so many countries and so many varied social, economic and cultural conditions.

The names of each country or city and the dynamic mutual attention of which were studied, are variables that we have researched systematically in each of the countries in the other region. This allows us a first glimpse of what the interest dynamic between people in one region is like with regard to the other. Our first assumption was that the names of countries and large cities in the other region would be references to serve as indicators of the flows of interest and attention from one region to the other. It is not easy to find categories, terms, keywords that encapsulate the attributes of the names of countries and main cities in the two regions. It is very difficult to find other terms that are so operational and clear that entail a high potential percentage of attention from one people to all the countries in the other region.

These are the first steps in the creation of the interest “map” between these two regions. Without doubt, this project is of colossal proportion and has complexities which will require extreme effort to flesh out and update in the future.

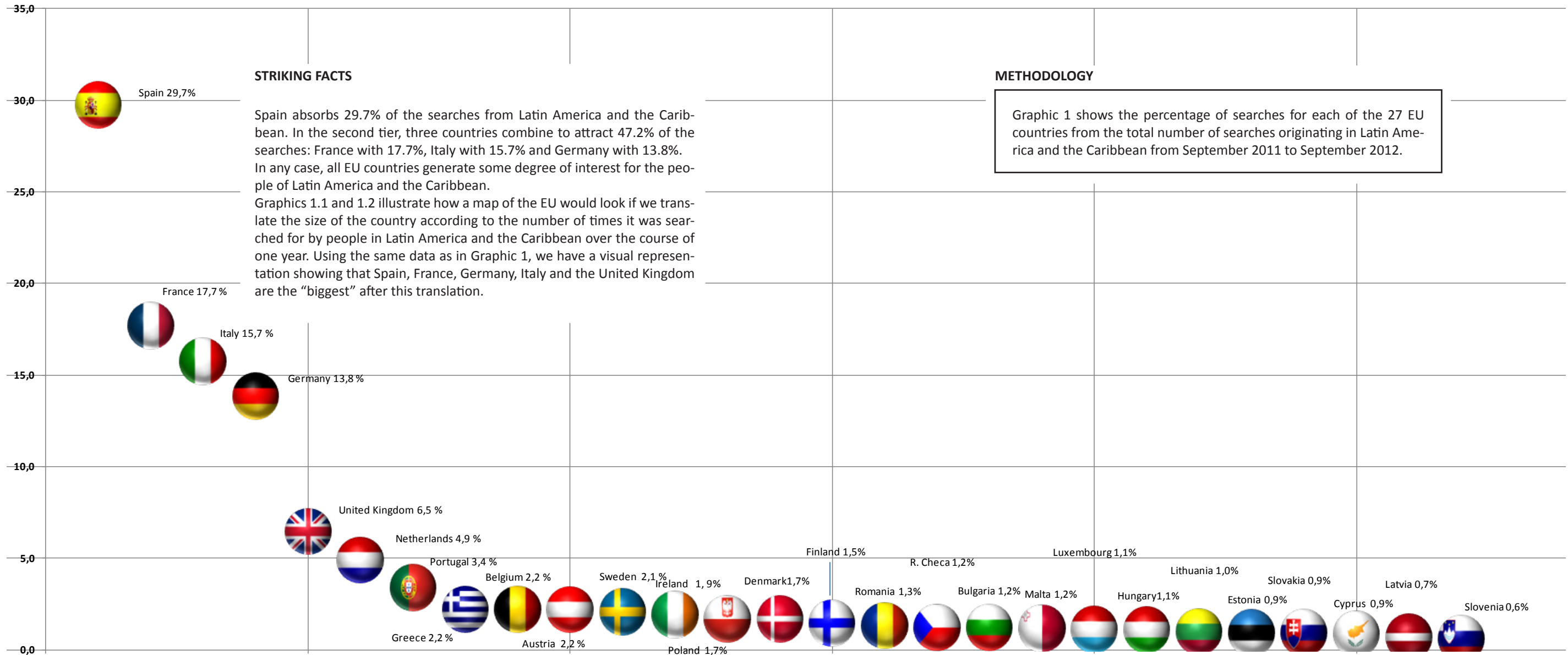


Highlighted facts in the Chapter

- More than three quarters (76.9%) of the interest of Latin American and Caribbean citizens focuses on four EU countries: France, Germany, Italy and Spain.
- The 27 countries of the EU all generate some interest in the people of Latin America and the Caribbean.
- The attention the EU has on Latin American and Caribbean countries is more spread out and is not so concentrated on a few countries. No country has more than 10% of the interest: Brazil with 7.7% and Mexico with 6.6% are the top two countries.
- There are, two countries that break from proportionality, they are small countries but have received more interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%.
- Two cities in the EU are particularly interesting to Latin America and the Caribbean: Madrid and Barcelona. In the second tier, but still above 10%, are Paris and Rome, and in a lower step is London.
- The Latin American and Caribbean cities that generated the most interest in Europe were, in decreasing order: Buenos Aires, Sao Paulo, Rio de Janeiro and Lima. One tier down, between 3-4% are Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.
- In the country to country comparison matrix featuring the 33 Latin American and Caribbean countries and the 27 EU countries, the total interest goes in the direction from the EU toward Latin America and the Caribbean. Of a total of 891 squares, 384 are red (43%) meaning there is more interest originating in Latin America and 507 are blue (57%) meaning there is more interest originating in the EU, thus showing that more people in the EU are interested in Latin America and the Caribbean than vice versa.
- However, a few countries in the EU break the overall pattern as is the case with France (27 red squares and only 6 blue), followed by Italy (22 red, 11 blue) and Germany and Greece (each with 20 red and 13 blue). In these cases, there are more countries in Latin America and the Caribbean interested in these EU countries than vice versa.
- It is interesting to see the interest vector going from Latin America and the Caribbean toward the EU is essentially observed in the smallest Latin American countries by population. Looking at the medium and large Latin American countries, the interest vector clearly goes from the EU toward Latin America and the Caribbean.
- These data outline the first “map” of how the people of one region view the other region.

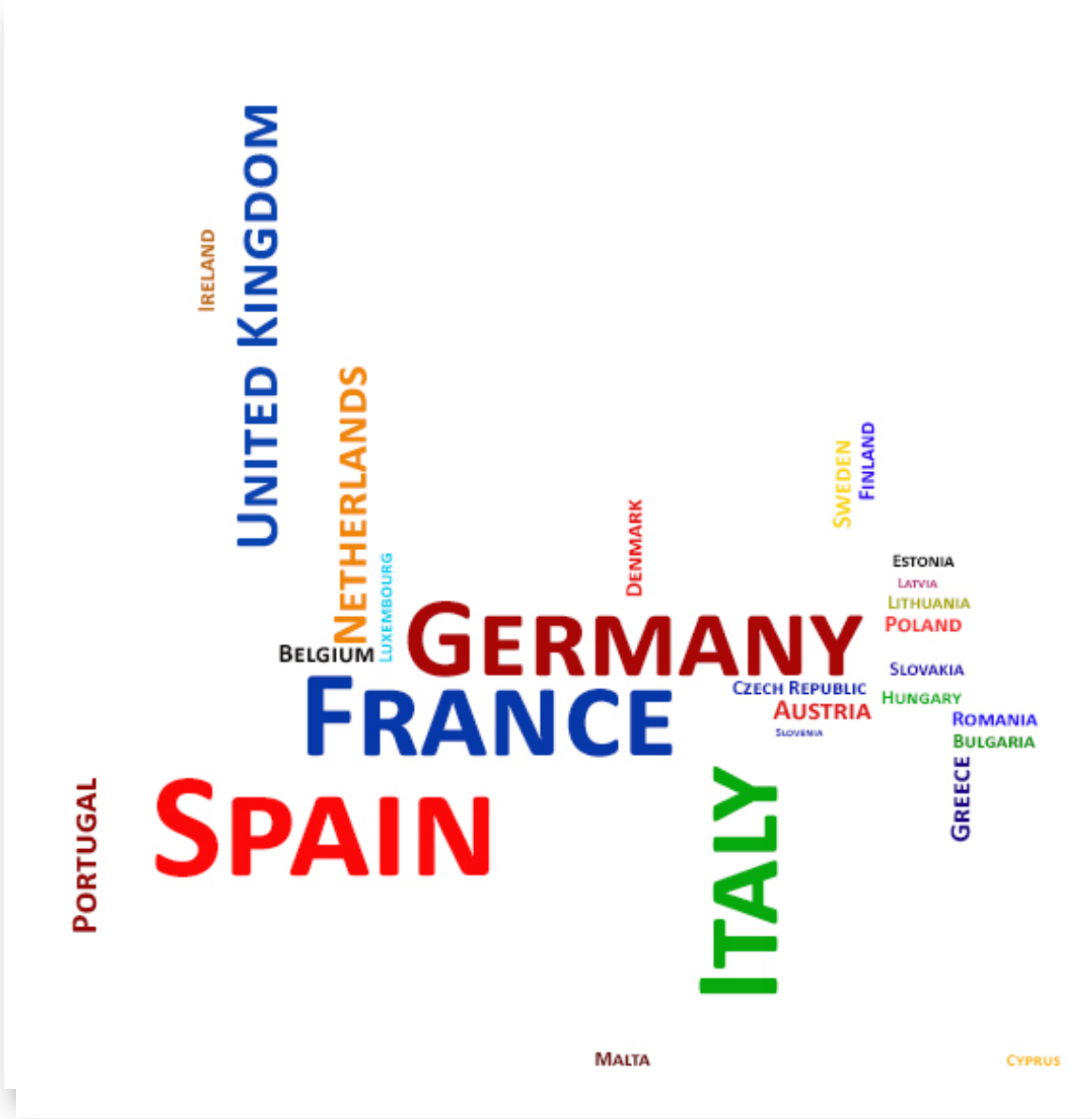
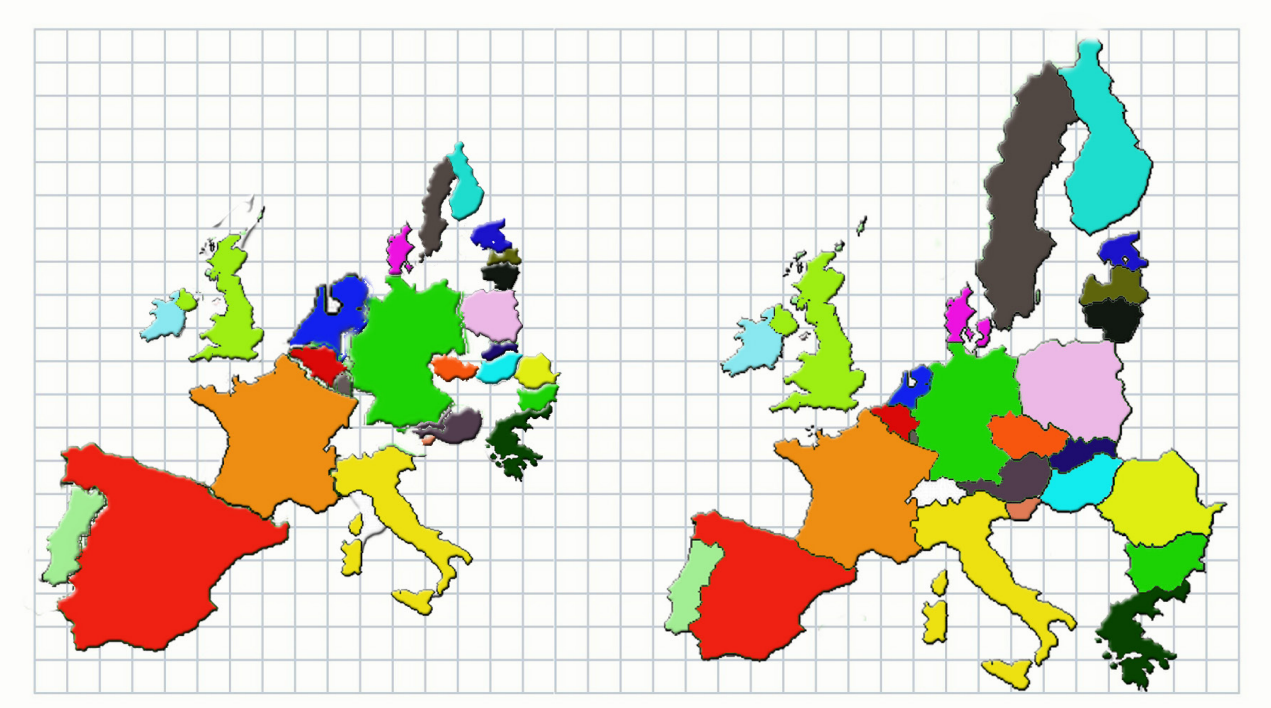
2.1. Frequency of results featuring EU countries in

searches from within Latin America & the Caribbean



2.1.1. Perceptive near-sightedness between the two

regions:
The EU as seen from Latin America & the Caribbean



2.2.Frequency of results featuring Latin American &

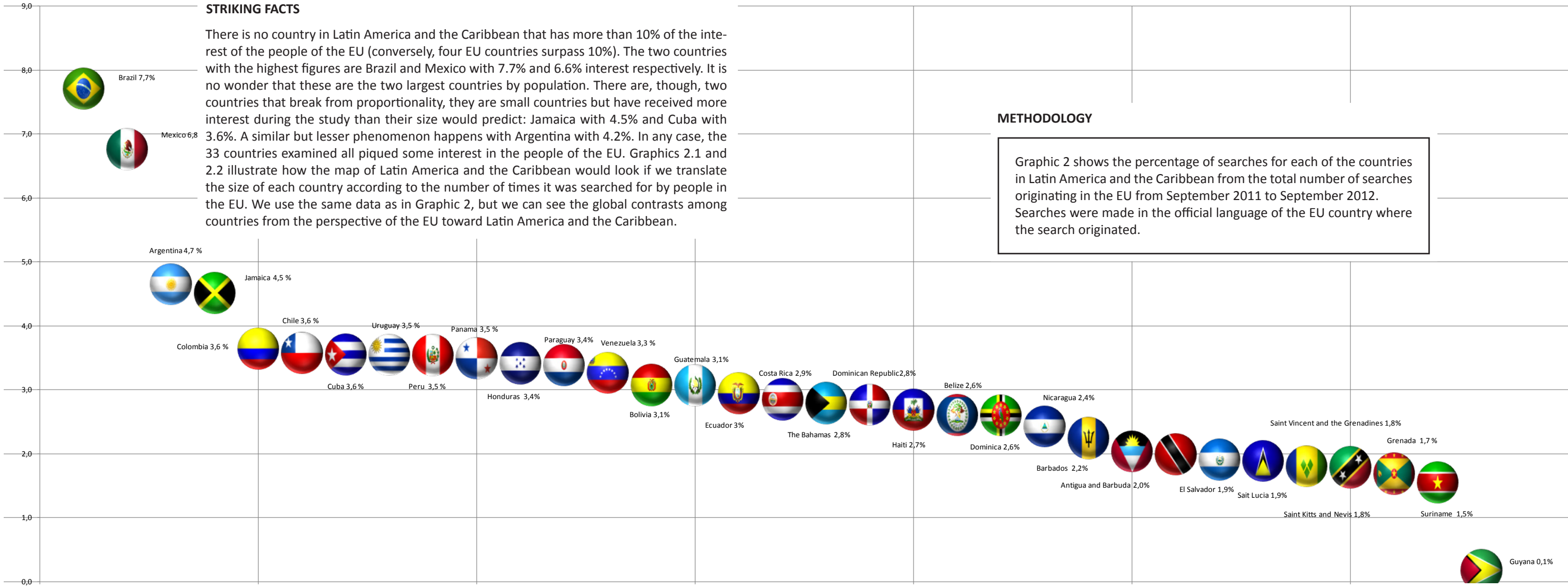
Caribbean countries in searches from within the EU

STRIKING FACTS

There is no country in Latin America and the Caribbean that has more than 10% of the interest of the people of the EU (conversely, four EU countries surpass 10%). The two countries with the highest figures are Brazil and Mexico with 7.7% and 6.6% interest respectively. It is no wonder that these are the two largest countries by population. There are, though, two countries that break from proportionality, they are small countries but have received more interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%. In any case, the 33 countries examined all piqued some interest in the people of the EU. Graphics 2.1 and 2.2 illustrate how the map of Latin America and the Caribbean would look if we translate the size of each country according to the number of times it was searched for by people in the EU. We use the same data as in Graphic 2, but we can see the global contrasts among countries from the perspective of the EU toward Latin America and the Caribbean.

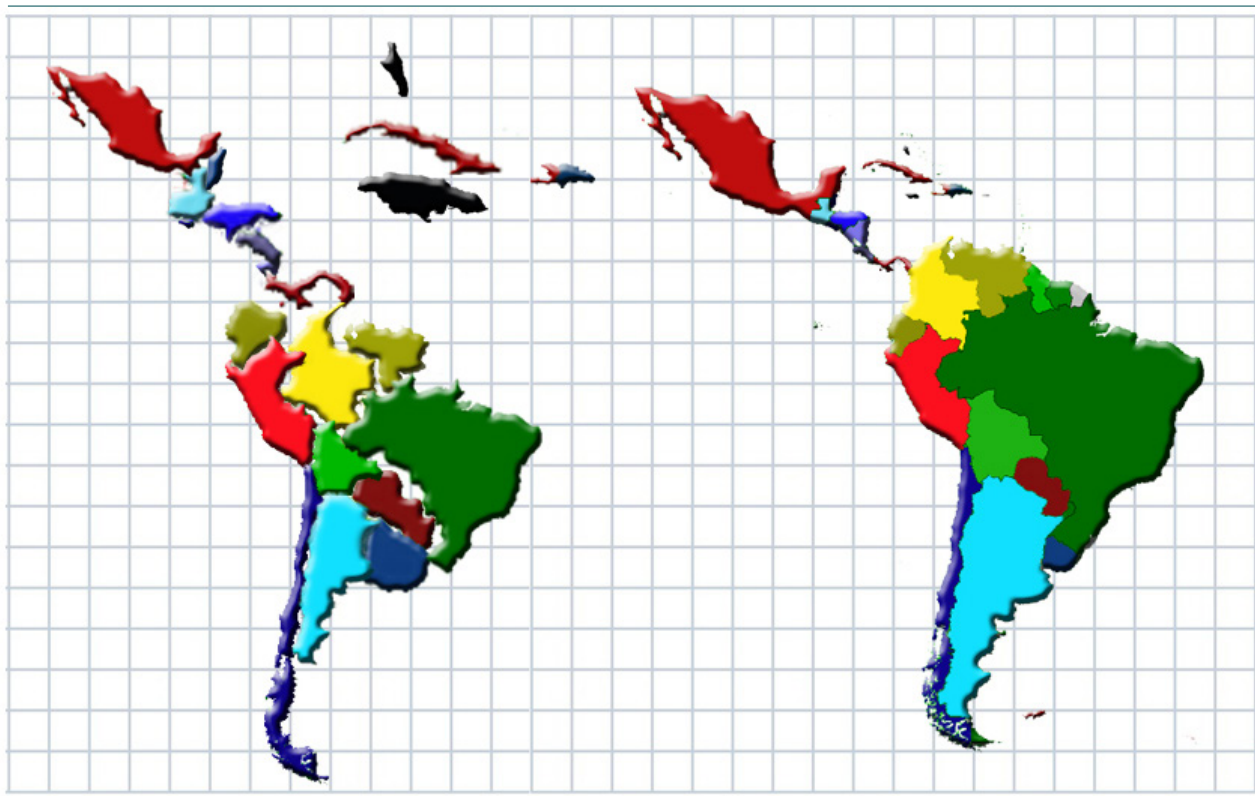
METHODOLOGY

Graphic 2 shows the percentage of searches for each of the countries in Latin America and the Caribbean from the total number of searches originating in the EU from September 2011 to September 2012. Searches were made in the official language of the EU country where the search originated.

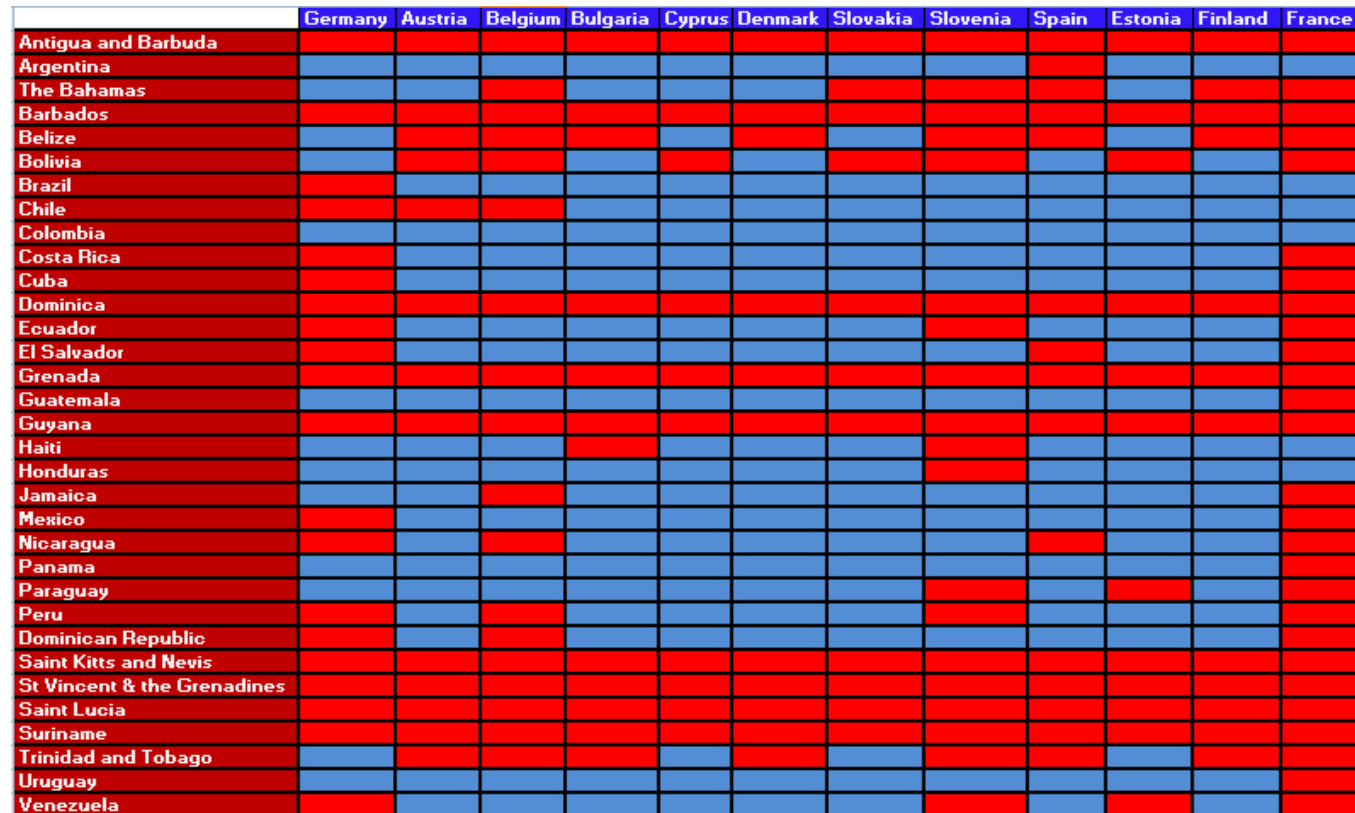


2.2.1

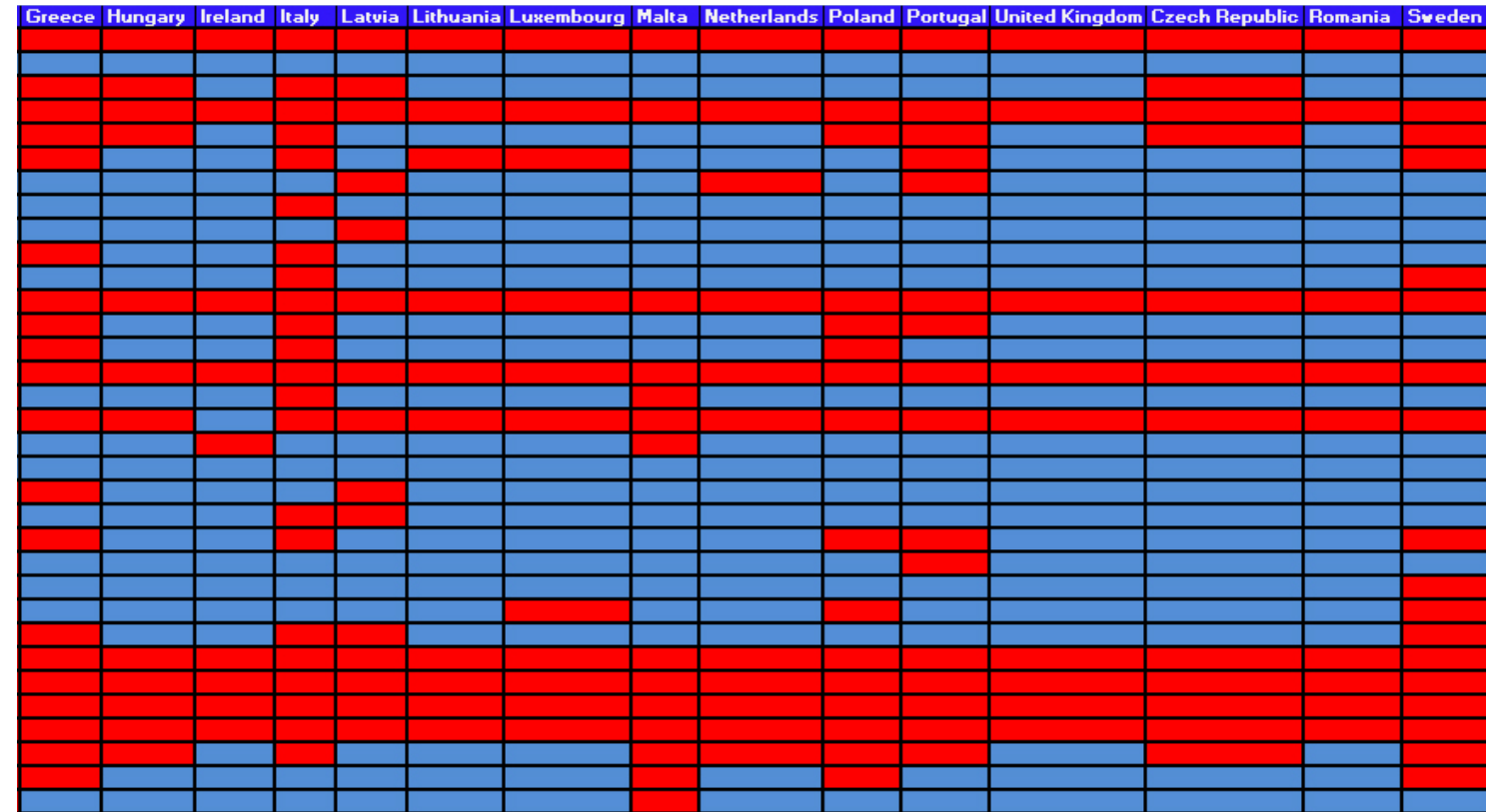
Perceptive near-sightedness between the two regions: Latin America & the Caribbean as seen from the EU



2.3. Flow of interest from one region to the other:



country by country



METHODOLOGY

Creating Graphic 3 (matrix) required the careful consideration of the population and Internet access of each country as compared to each and every one of the countries in the other region. Once we were able to normalise these two variables in all 891 permutations, it was then possible and valid to compare the flow or direction of interest; for example, between Brazil and Malta, or German and Jamaica. Therefore, for each square in the matrix of Graphic 3, there had to be a concrete adaptation to allow for the comparison and net diagnosis of who shows, proportionally, more interest for the other country. Squares that showed more interest originating in Latin America and the Caribbean toward the EU were coloured red. And conversely, if more interest went from the European country toward the Latin American country, then the square was coloured blue.

STRIKING FACTS

Of a total of 891 squares, 384 are red (43%) and 507 are blue (57%), which indicates that more people in the EU are interested in Latin America and the Caribbean than vice versa.

The interest vector, moreover, from Latin America and the Caribbean toward the EU is produced essentially from interactions from countries with the lowest populations in Latin America and the Caribbean. In regard to large and medium populated countries, the interest vector is clearly from the EU toward Latin America and the Caribbean. Therefore, the overall balance is clearly larger going from the EU toward Latin America.

In other words, we are facing a challenge in balancing this mutual attention. Of course, the variables influencing these interactions are different according to country and its socio-demographic profile.

2.4. Frequency of results featuring main EU cities in searches from within Latin America & the Caribbean



STRIKING FACTS

We investigated searches from Latin America and the Caribbean enquiring about 36 cities in the EU. This graphic illustrates that some cities in the EU get a lot of attention from the Latin American and Caribbean people. In particular, Madrid and Barcelona. To a lesser degree but still above 10% are Paris and Rome, followed one step down by London. Further yet are Porto, Berlin, Milan and Athens. We know that in the case of Madrid and Barcelona, their numbers may be high due to our inability to filter out searches for these cities' famous football teams, Real Madrid and FC Barcelona, which both bear the name of the city and both have huge followings, precisely in Latin America and the Caribbean. The same might be said for the city of Rome due to it being the site of the Vatican. London being the host of the 2012 Summer Olympics also was a factor in its searches and finally, Porto, which shares its name with an internationally known style of fortified wine. The contrast between searches for countries and cities shows us that in today's world, the identity between the European Union and its constituent countries is clear, but not with its principal cities. To the people of Latin America and the Caribbean these cities have their own identity; Athens, Barcelona, Berlin, Lisbon, London, Madrid, Milan, Paris, Porto, even Brussels, each seem to have an independent identity.

2.5. Frequency of results featuring main Latin American and the Caribbean cities in searches from within the EU



METHODOLOGY

Graphics 4 and 5 show the percentage of searches for each of the 36 EU cities included in our study originating in Latin America and the Caribbean and the percentages of the 34 Latin American and Caribbean cities of searches from the EU. Time period: September 2011 to September 2012.

STRIKING FACTS

No city in Latin America and the Caribbean received more than 15% of the searches from the EU. The four most searched cities from the people of the EU are, in descending order: Buenos Aires, San Paolo, Rio de Janeiro and Lima.

In the second tier are, also in descending order: Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.

These two tiers of cities make up 65% of all the searches originating in the EU on Latin American and Caribbean cities.

It appears that cities, at least the most searched ones, also have their own identity independent of the country they are in.

Type of news that interests the other region

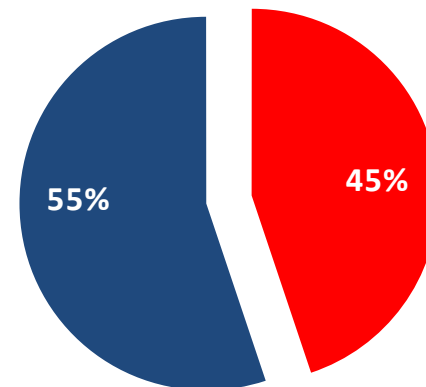
In this chapter we will shift from the view of the people to the work done by the media as the lens through which both regions are seen. Only a small, statistically insignificant minority of people in either region have direct, frequent and wide contact with the other. The rest of us rely on the media to tell us what is going on, what the others are doing, and what the concerns are in the other region.



- Highlighted facts from the chapter
- France is the country that appears the most in Latin American and Caribbean news on the EU, with almost 30% of the total. In second place, and below 15%, are Spain and Germany.
 - Brazil with 10,5% and México with 8.3% are the most mentioned countries in Latin America and the Caribbean in EU news. In a second tier, Colombia, Argentina, Venezuela and Chile fall between 9-8%.
 - The most interesting issues about the EU as expressed in Latin America and Caribbean news are international relations (33%) and the economy and finance (29%).
 - International relations and economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively.
 - La entidad UE está totalmente asentada en The European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU.

PERCENTAGE OF NEWS FEATURING ONE REGION IN THE OTHER REGION

- Latin America and the Caribbean in the EU
- The European Union in LAC





METHODOLOGY

Graphic 6 illustrates the percentage of news in Latin America and the Caribbean that feature or mention each of the 27 EU countries. The investigation looked at news compiled by Google News in each of the Latin American and Caribbean countries from September 2011 to September 2012. Data are percentages of the total.

3.1. Mention of EU countries in the Latin American and Caribbean news

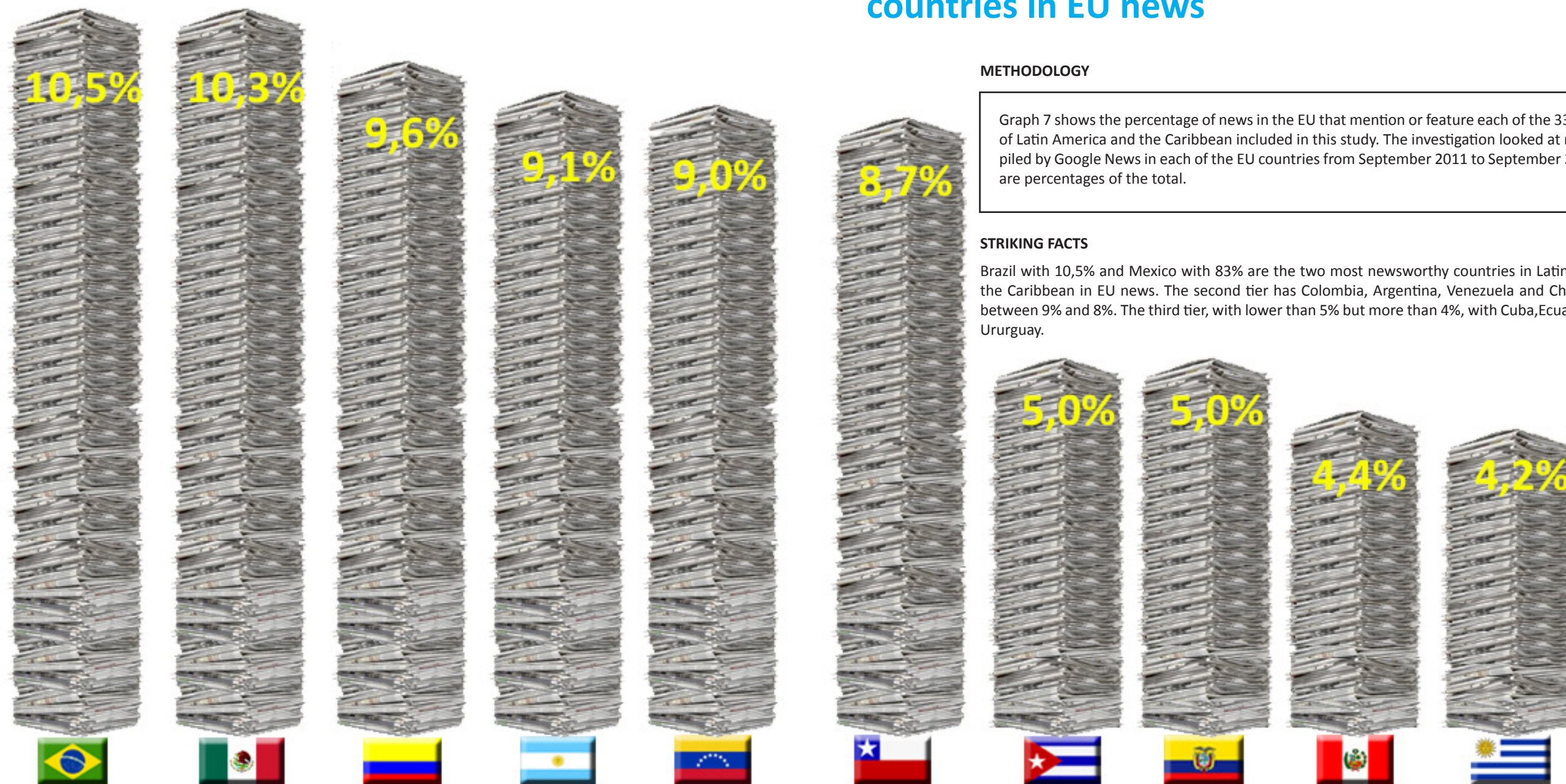
STRIKING FACTS

France is the country that appears the most in the news in Latin America and the Caribbean regarding the EU, with almost 30% of the total.

In second place, but below 15%, are Spain and Germany. In third come Italy and Portugal, and finally in fourth place are Greece and Ireland.

Of course, special attention on Spain, Greece, Ireland and Italy can be attributed to the financial crisis affecting Spain. Germany appears often due to its position of leadership in the heart of Europe, and France adds its institutional role and its presidential elections.

3.2. Mention of Latin American and Caribbean countries in EU news



METHODOLOGY

Graph 7 shows the percentage of news in the EU that mention or feature each of the 33 countries of Latin America and the Caribbean included in this study. The investigation looked at news compiled by Google News in each of the EU countries from September 2011 to September 2012. Data are percentages of the total.

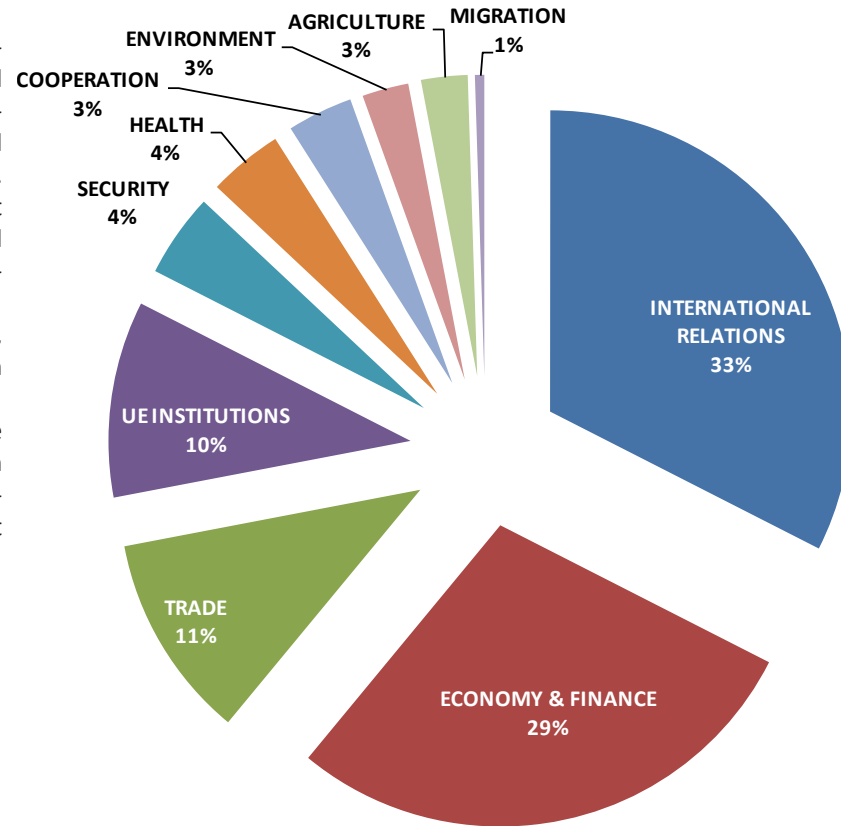
STRIKING FACTS

Brazil with 10,5% and Mexico with 83% are the two most newsworthy countries in Latin America and the Caribbean in EU news. The second tier has Colombia, Argentina, Venezuela and Chile, each with between 9% and 8%. The third tier, with lower than 5% but more than 4%, with Cuba, Ecuador, Peru and Uruguay.

3.3. The subjects that most interest Latin America and the Caribbean on the EU

STRIKING FACTS

News from the EU that most interested the people of Latin America and the Caribbean had to do with international relations (33%), followed by the economy and finance (29%). These two categories alone represent 62% of the news Latin America and the Caribbean received on the European Union in one year. Then, two categories from the EU, trade and institutions, came in with 11% and 10% respectively. Finally, a variety of categories were covered: security with 4%, health with 4%, co-operation with 4%, agriculture with 3%, the environment with 2% and immigration with 1%.



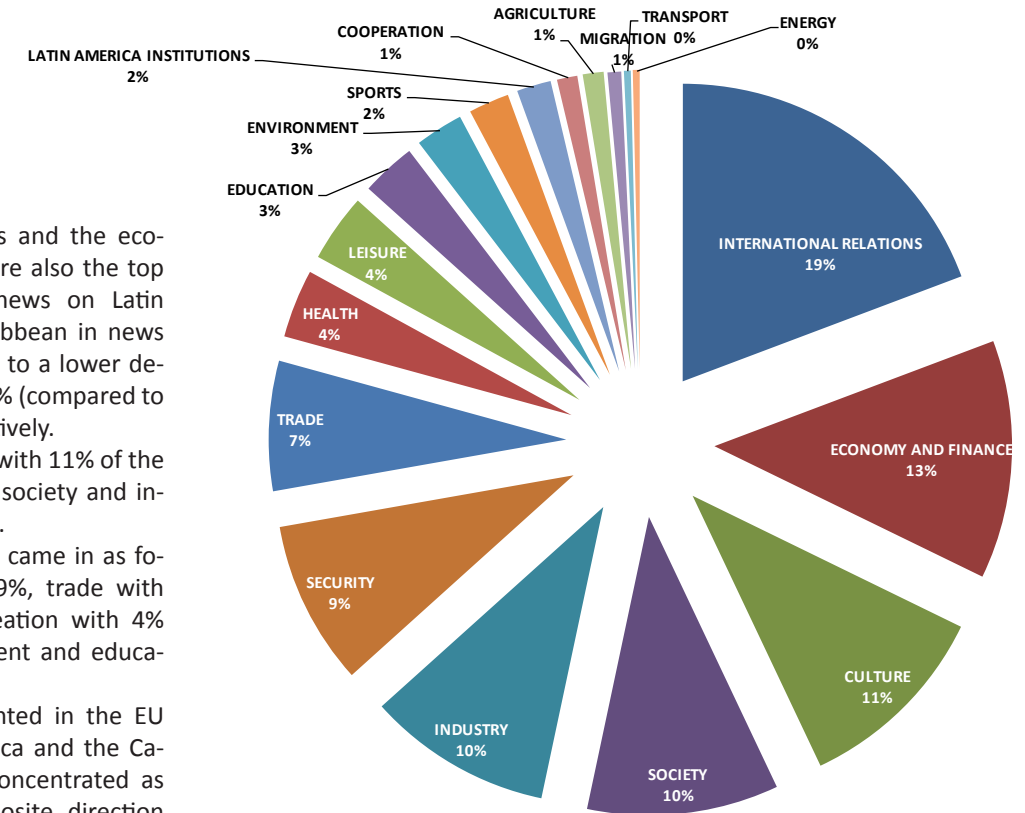
In this section we directly address the news subjects regarding the other region: What issues in the EU have most interested Latin America and the Caribbean? This question shifted into the strategy of this study could be translated as: Where have the Latin American and Caribbean media focussed their attention in presenting news from the EU.

3.4. The subjects that most interest the EU on Latin America and the Caribbean

STRIKING FACTS

International relations and the economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively. Culture came in third with 11% of the searches followed by society and industry, each with 10%. The rest of the issues came in as follows: security with 9%, trade with 7%, health and recreation with 4% and finally, environment and education each with 3%.

News subjects presented in the EU regarding Latin America and the Caribbean are not as concentrated as they are in the opposite direction (from Latin America toward the EU), where issues of international relations and economy and finance make up more than 60% of the news on the EU presented in Latin America. With this it seems that, at least for the period studied, information on Latin America and the Caribbean offered in the EU is more open than in the opposite direction.



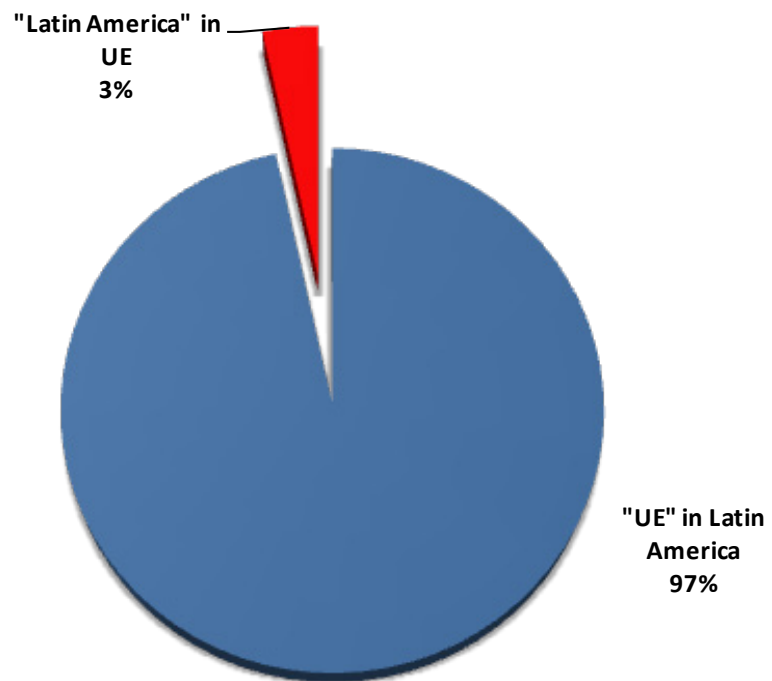
METHODOLOGY

Graphs 8 and 9 show the percentages of the news categories into which we have grouped the most frequent news on the EU that appeared in Google News in each of the countries in Latin America and the Caribbean. Research was done between September 2011 and September 2012.

3.5. Degree of presence of one region in the news of the other: European Union and Latin America and the Caribbean

METHODOLOGY

Graphic 10 illustrates the proportion of news in Latin America and the Caribbean which have mentioned the European Union and the proportion of news in the EU that has mentioned Latin America (in at least one of the official languages of the EU). The study was carried out between September 2011 and September 2012.



STRIKING FACTS

The European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU.



CHAPTER 4

Presence of political leaders in the news in the other region

We wanted to close the first outline of this “interest map” between these two regions by presenting the frequency with which various presidents or prime ministers from one region appear in the news of the other. The type of news that interests the other region will without a doubt influence which leaders are most mentioned.



4.1. Presence of EU political leaders in Latin

American and Caribbean news



METHODOLOGY

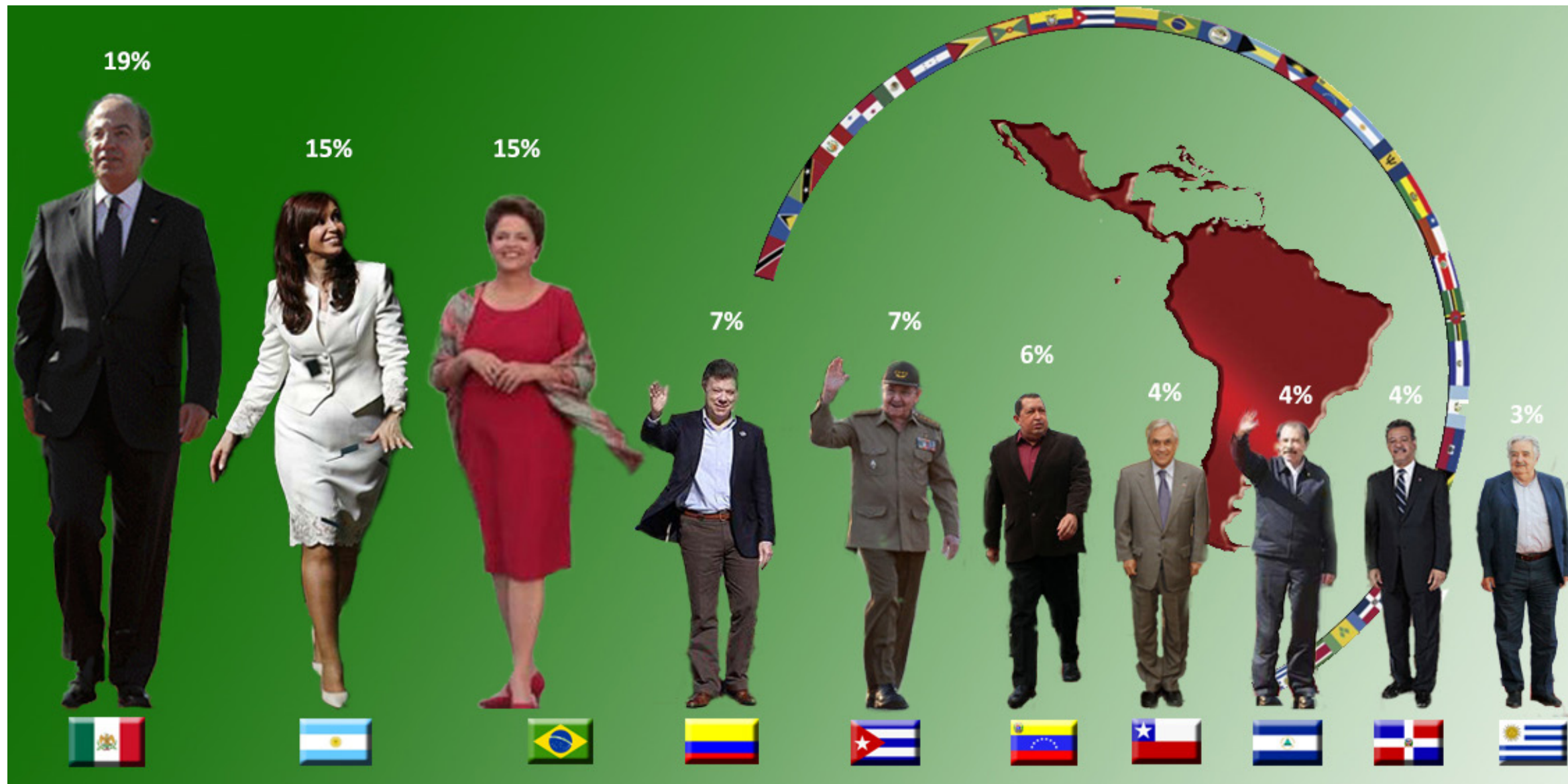
Graph 11 shows the proportion of mentions political leaders in the EU received in Latin American and Caribbean news between September 2011 and September 2012.

STRIKING FACTS

The EU leader who was most mentioned in Latin American and Caribbean news was Prime Minister of Spain, Rajoy with 34.9%. Second was Chancellor Merkel with 20.5%, followed by President Hollande with 15.9% and Prime Minister Cameron with 12%. These four leaders made up 80% of the news on political leaders in the EU presented to Latin America and the Caribbean.

4.2. Presence of Latin American and Caribbean

political leaders in EU news



METHODOLOGY

Graph 12 shows the proportion of mentions political leaders of Latin America and the Caribbean received in news in the EU from September 2011 to September 2012.

DATOS MÁS DESTACADOS

The leader in Latin America and the Caribbean who was most featured in the news in the EU was President Calderon with 19%, followed by Cristina Fernandez with 15% and Dilma Rousseff also with 15%. These three account for 49% of all mentions. With lower than 10% are: Juan M. Santos with 7%, Raul Castro with 7%, Hugo Chavez with 6% and Sebastian Piñera, Daniel Ortega and Leonel Fernandez each with 4%..