CulturIntel Back to School SENTImeter

Using A.I. and Big Data to tap into the voice of the people to unveil insights about parents' sentiment towards having their kids go back to school.

Our Methodology

CulturIntel™ is a propietary algorithm using leading technologies in artificial intelligence (AI), machine learning and big data to turn open-source digital discussions into agile insights and cultural intelligence that represent the unsolicited and authentic voice of the people—by segments, globally. The method has been awarded and featured at the United Nations, The World Economic Forum and published in collaboration with researchers at Harvard University, among others.

Our Study

CulturIntel™ was tasked with examining how overall, Black American and Hispanic parents in the U.S. feel about their kids going back to school without having to ask them any questions.

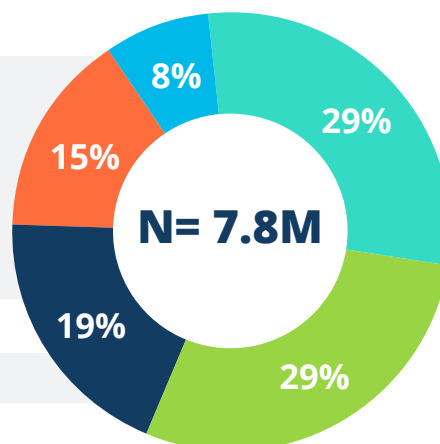## How many parents talk about their kids going back to school?

7.8M

Relevant digital conversations about kids going back to school among overall, Black American and Hispanic parents in the U.S. From Feb 21, 2021 until Mar 22, 2021.

NUMBER OF CONVERSATIONS BY SEGMENT

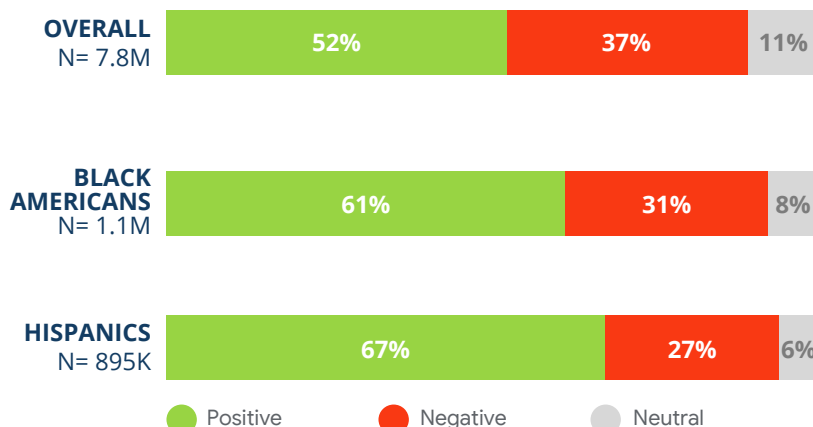- Black American Parents **1.1M**
- Hispanic Parents **895K**

N= 7.8M

- 29% Message Boards
- 29% Topical Sites
- 19% Social Networks
- 15% Comments
- 8% Blog

Hispanic parents are the most positive and least negative about having their kids go back to school

PARENTS' SENTIMENT TOWARDS HAVING THEIR KIDS GO BACK TO SCHOOL

Segment	Positive	Negative	Neutral
OVERALL N= 7.8M	52%	37%	11%
BLACK AMERICANS N= 1.1M	61%	31%	8%
HISPANICS N= 895K	67%	27%	6%

● Positive ● Negative ● Neutral

Black Americans and particularly **Hispanic parents**, are more open to the idea of having their kids go back to school, displaying both more positive and less negative sentiment with low levels of neutrality (going online to ask questions or share information).

Hispanic parents are **1.3x more positive** and **1.4x less negative** about having their kids go back to school than overall parents.
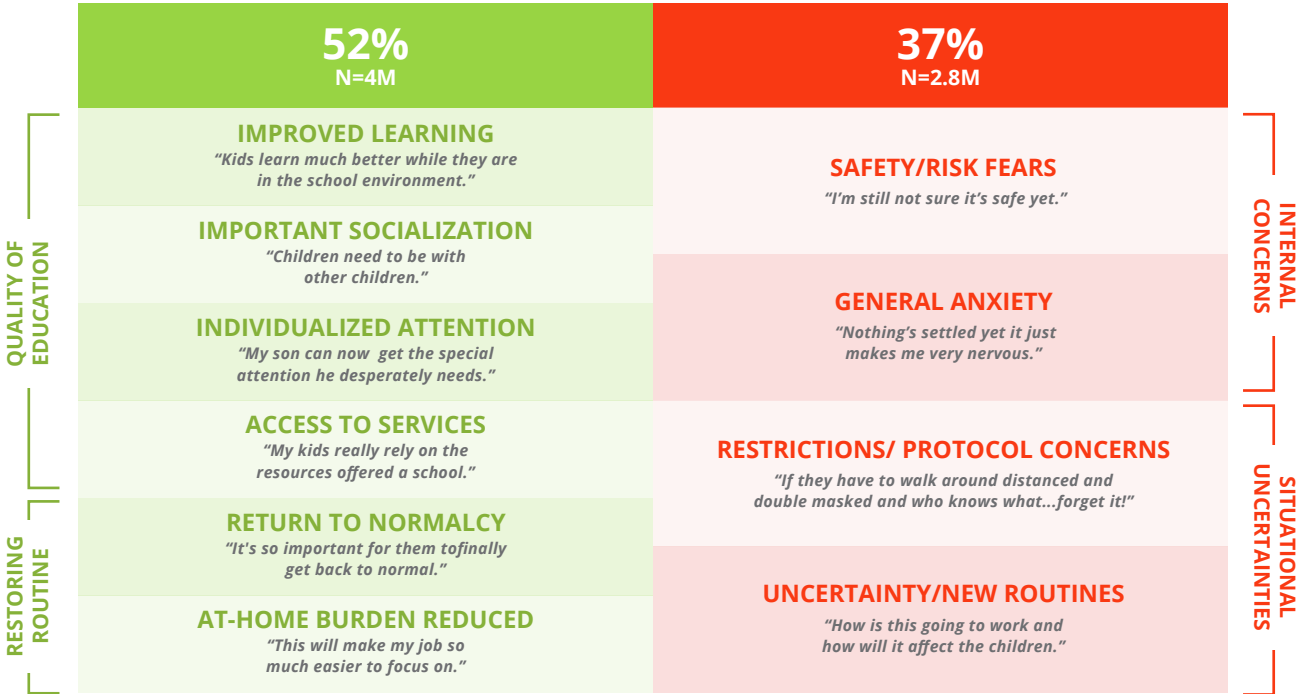
Black American parents are **1.2x more positive** and **1.2x less negative** about having their kids go back to school than overall parents.

How do parents define what makes them positive and negative about having kids go back to school?

The positive sentiment is driven by the multiple benefits, educational and social, that their children could receive again, on top of a restored family routine.

The negative sentiment is primarily driven by the internal concerns parents have about their children going back to school but also its logistics.

52%
N=4M

37%
N=2.8M

QUALITY OF EDUCATION

IMPROVED LEARNING
"Kids learn much better while they are in the school environment."

IMPORTANT SOCIALIZATION
"Children need to be with other children."

INDIVIDUALIZED ATTENTION
"My son can now get the special attention he desperately needs."

ACCESS TO SERVICES
"My kids really rely on the resources offered a school."

RESTORING ROUTINE

RETURN TO NORMALCY
"It's so important for them to finally get back to normal."

AT-HOME BURDEN REDUCED
"This will make my job so much easier to focus on."

SAFETY/RISK FEARS
"I'm still not sure it's safe yet."

GENERAL ANXIETY
"Nothing's settled yet it just makes me very nervous."

INTERNAL CONCERNS

RESTRICTIONS/ PROTOCOL CONCERNS
"If they have to walk around distanced and double masked and who knows what...forget it!"

UNCERTAINTY/NEW ROUTINES
"How is this going to work and how will it affect the children."

SITUATIONAL UNCERTAINTIES

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2 in 3 positive parents prioritize their children's education over restoring pre-covid life.

Variations against Overall Population

	OVERALL POPULATION N=4M		BLACK AMERICANS N=671K		HISPANICS N=600K	
QUALITY OF EDUCATION	Improved Learning	25%	Important Socialization	24%	Improved Learning	23%
	Important Socialization	23%	Improved Learning	21%	Important Socialization	22%
	Individualized Attention	13%	Access to Services	15% ↑2.1x	Access to Services	14% ↑2x
	Access to Services	7%	Individualized Attention	8% ↓1.6x	Individualized Attention	6% ↓2.2x
RESTORING NORMALCY	Return to Normalcy	21%	Return to Normalcy	18%	Return to Normalcy	18%
	At-Home Burden Reduced	11%	At-Home Burden Reduced	14% ↑1.6x	At-Home Burden Reduced	17% ↑1.5x

Black and Hispanic parents require **access to services 2x more** for their children and prioritize **individualized attention 2x less** than the overall population.

Across all segments, making sure their kids are receiving quality education and are also socializing in a school setting are their top priorities, making up almost 50% of all reasons why they want their kids back in school.

Black and Hispanic parents are 1.4x more concerned about the uncertainty of new routines but less worried about restrictions and protocols

Variations against Overall Population

	OVERALL POPULATION N=2.8M		BLACK AMERICANS N=341K		HISPANICS N=242K	
INTERNAL CONCERNS	General Anxiety	27%	General Anxiety	31%	Safety/ Risk fears	29%
	Safety/ Risk fears	27%	Safety/ Risk fears	21% ↓1.3x	General Anxiety	22% ↓1.2x
PROTOCOL UNCERTAINTY	Restrictions/ Protocol concerns	25%	Uncertainty/ New routines	27% ↑1.3x	Uncertainty/ New routines	31% ↑1.5x
	Uncertainty/ New routines	21%	Restrictions/ Protocol concerns	21% ↓1.2x	Restrictions/ Protocol concerns	18% ↓1.4x

Situational uncertainties and internal concerns for their kids are driving **PARENTS' NEGATIVITY**

When it comes to getting their children back to school, Hispanic parents are more afraid about the risk to their children's safety, while Black American parents feel mostly anxious about this idea.
However, they do share a sense of uncertainty especially about all around new routines, even more than the overall population.