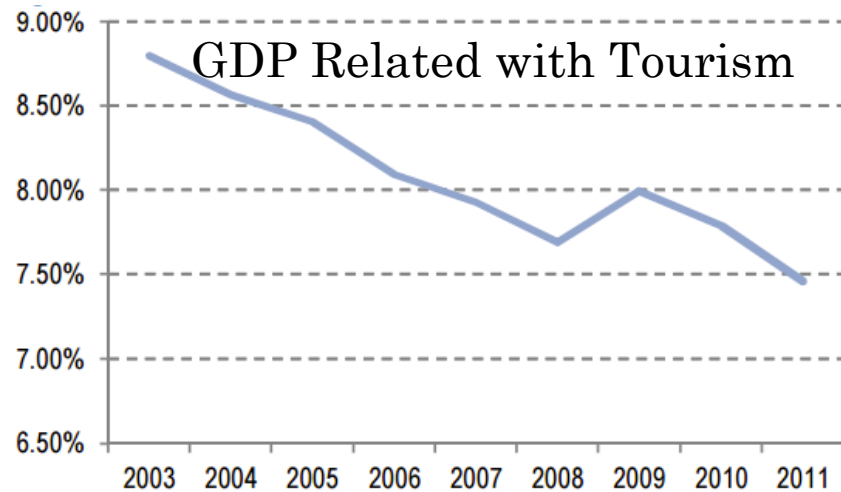


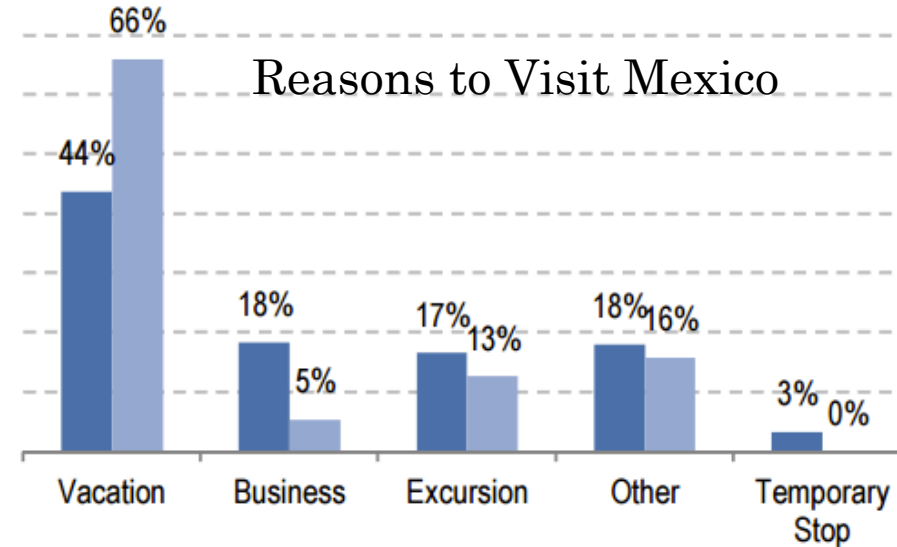
The Effect of Crime Perception in Tourism Towards Mexico: Differentiated Impacts

Rodrigo Valdés Ortiz

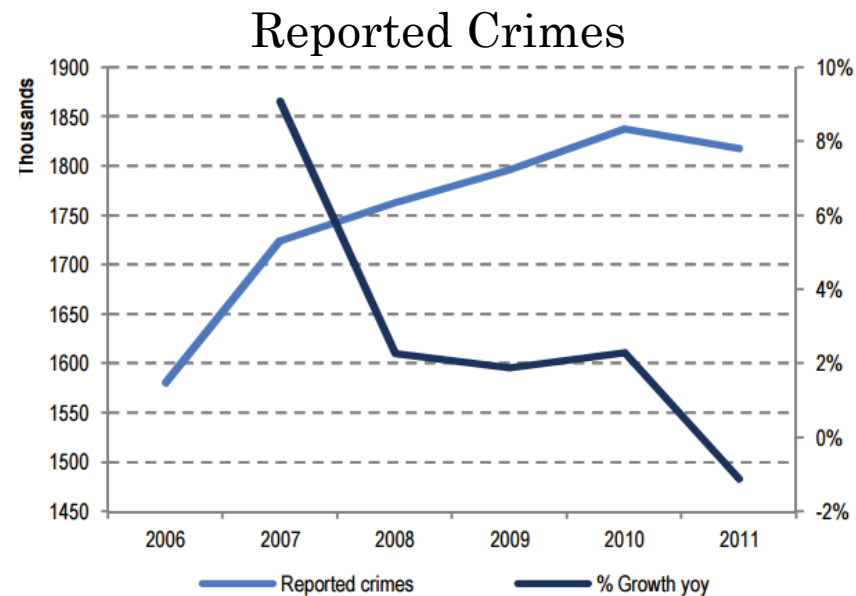
Motivation



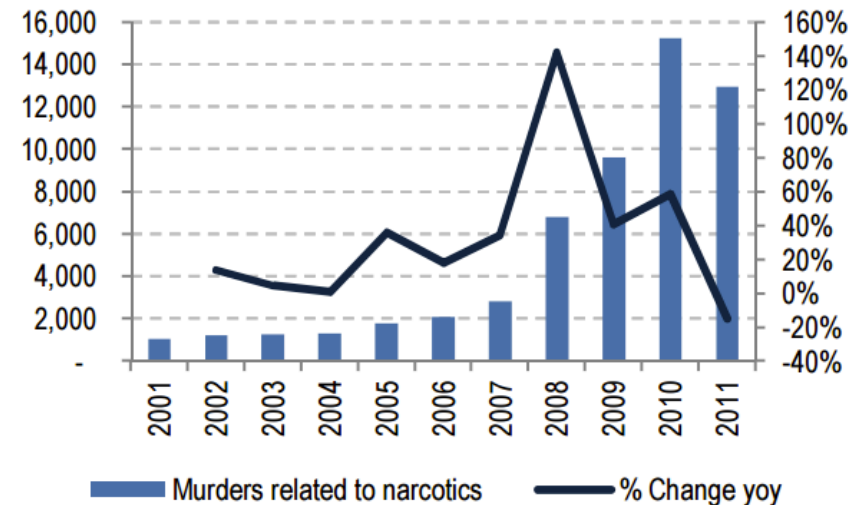
Source: INEGI.



Source: DataTur, Sector. Data as of 2010.



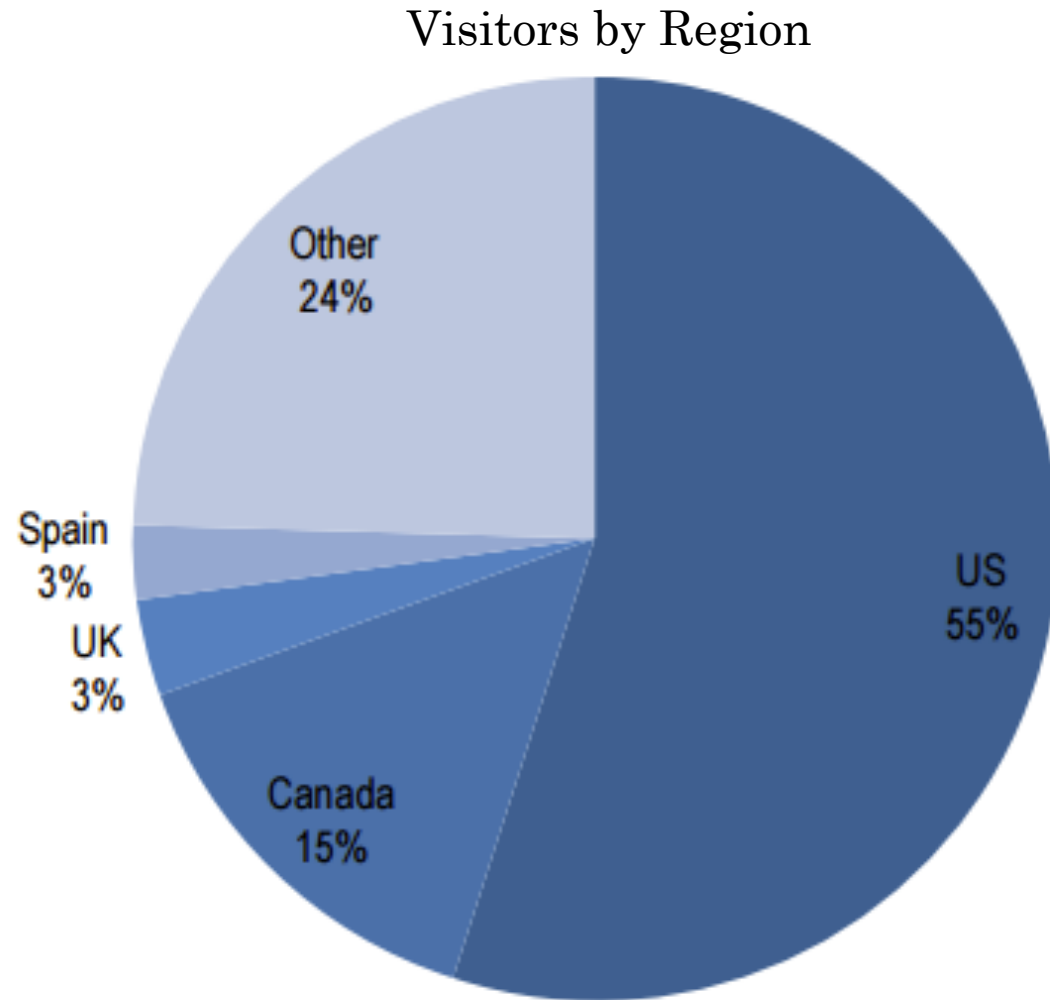
Source: ICESI.



Source: ICESI, PGR, J.P. Morgan.

Source: all graphs from Mexico 101, JP Morgan.

Motivation



Source: DataTur, Secretaría de Turismo. Data as of Jan2013.

Research Question

- What are the effects of perception of crime on the tourism towards Mexico?
 - How does perception varies by characteristics of the individuals, such as gender, ethnicity, age, or education?

Data

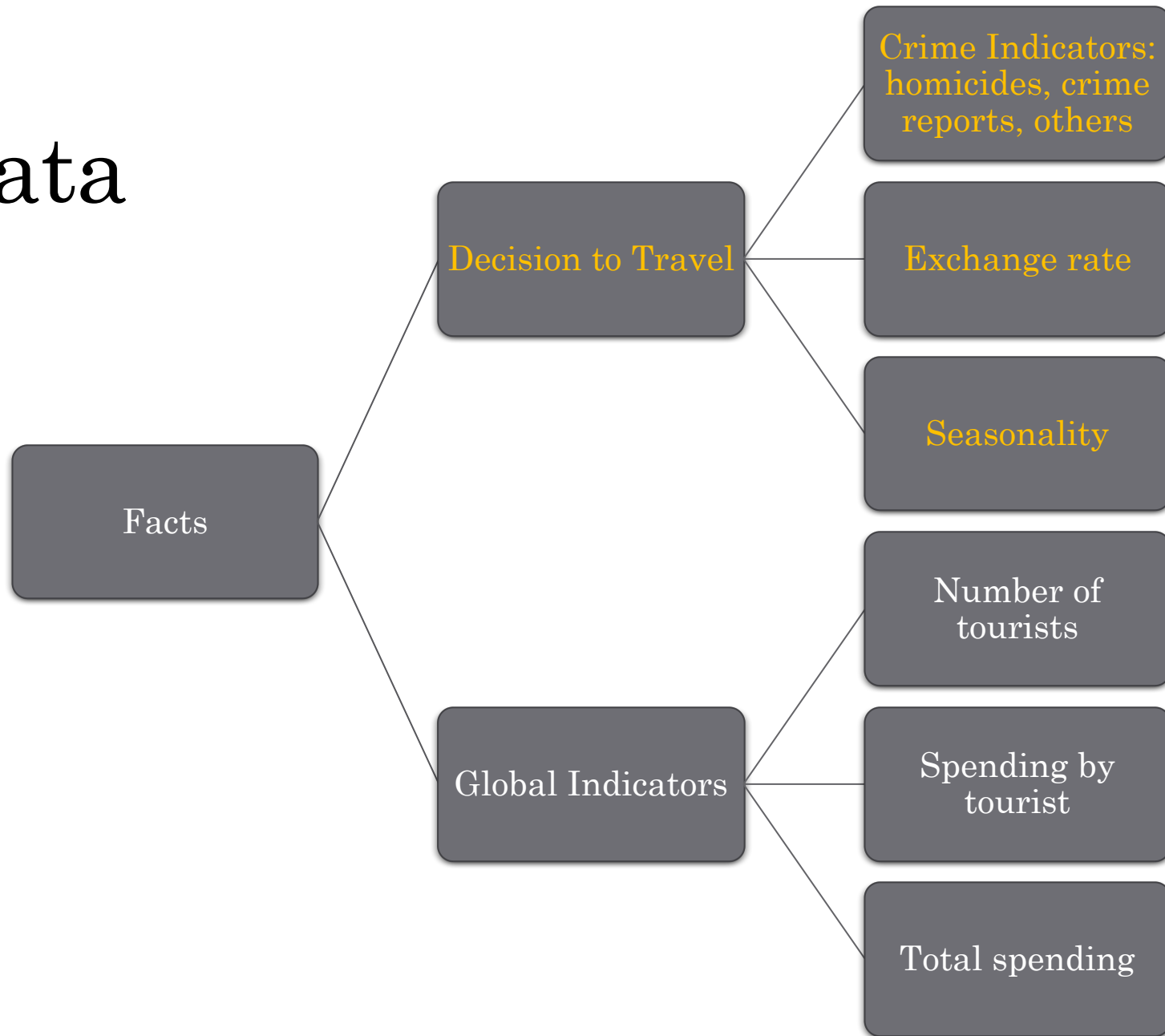


- Twitter
- Instagram
- Tumblr



- New York Times
- Boston Globe

Data



Theory and Computational Tools

Content analysis

- Sentiment analysis

Statistics and Economics

- Decisions to travel (microeconomics)
- Regressions
- Time series

Web scrapping

Machine learning

- Infer characteristics

Possible Findings

- Does the perception differ by ethnicity, age, and place of origin?
- How the perception changes by social network? Which of them responds more quickly to events?
- Does the perception overreacts in the short term?
- Is perception in newspapers aligned with perception in social networks?
- Is perception more important than the facts?

Thanks!

- Criticize welcome.