



# The Role of Migration in Shaping Cultural Proximity across Countries: Evidence from Facebook Data on National Cuisines

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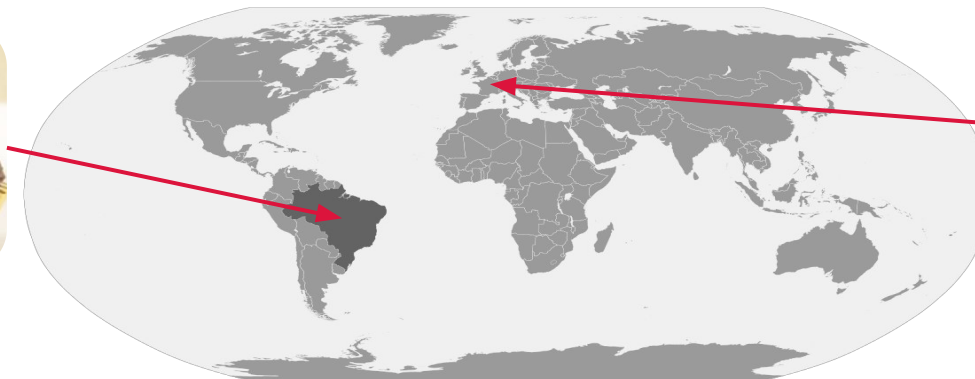
## Why food?

What is your **favourite** food?

When you think about this food, which **country** comes to your mind?



<https://www.garoto.com.br/receitas/detalhe/92>



[https://en.wikipedia.org/wiki/Geography\\_of\\_Brazil](https://en.wikipedia.org/wiki/Geography_of_Brazil)



<https://www.cuisinart.com/recipes/breads/pretzels/>

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## Why social media data?

### Facebook Advertising Platform

**Locations**  
People living in or recently in this location

Brazil

Include Search Locations Browse

South Pacific Ocean South Atlantic Ocean

Drop Pin

Add Locations in Bulk

**Age**  
18 65+

**Gender**  
 All  Men  Women

**Detailed Targeting**  
Include people who match

Interests > Additional Interests

Carrot cake

**Audience Definition**  
Your audience selection is fairly broad.  
Potential Reach: 1,000,000 people

**Estimated Daily Results**  
Reach  
4.5K - 13K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.  
Were these estimates helpful?

**Facebook users (male and female) who live in Brazil, with age between 18 and 65+ interested in Carrot cake: 1,000,000**

### The case of Brazilian cuisine

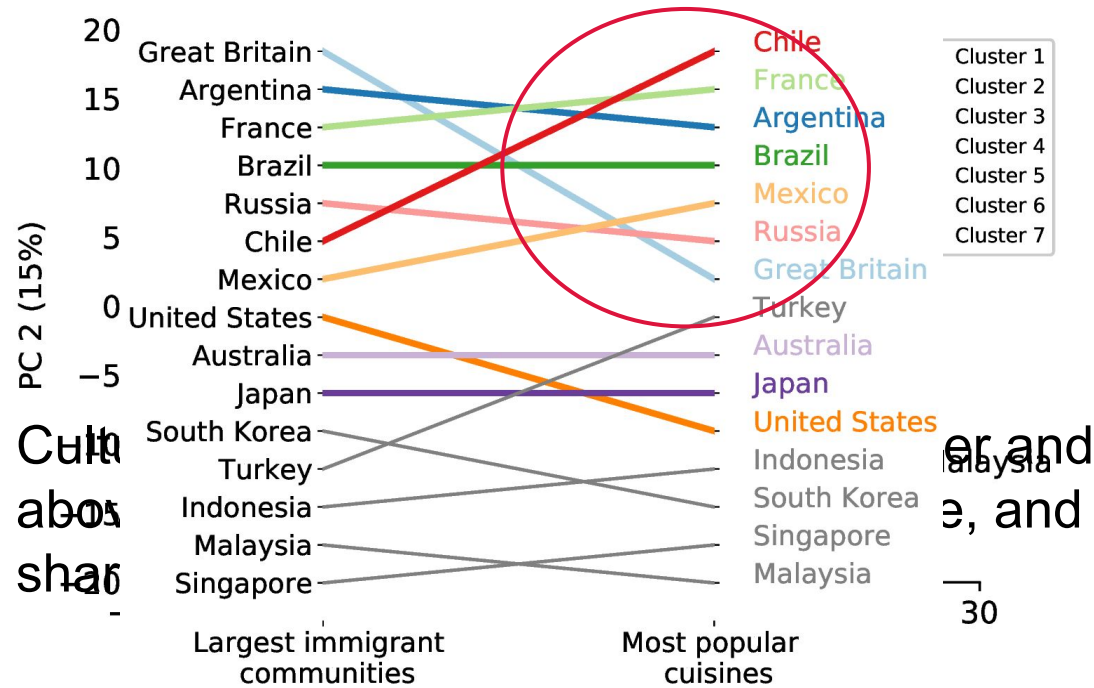


*“Using Facebook Data to Measure Cultural Distance between Countries: the Case of Brazilian Cuisine”, Vieira et al. (2020)*



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## Why culture and migration?



In a majority of countries, **larger immigrant populations** are associated with **more similar food preferences** between their countries of origin and their destination countries.

	Model 1	Model 2	Model 3	Model 4	Model 5
(Intercept)	-5.74*	-25.51***	-25.64***	-26.37***	-25.31***
log10(pop_o)	0.33 (0.26)	-0.96*** (0.28)	-0.55* (0.25)	-0.20 (0.25)	-0.09 (0.26)
log10(area_o)	0.07 (0.11)	0.20* (0.09)	0.07 (0.09)	0.05 (0.08)	0.01 (0.08)
log10(pop_d)	0.48 (0.25)	-1.19*** (0.28)	-0.78** (0.25)	-0.43 (0.25)	-0.49 (0.26)
log10(area_d)	0.16 (0.11)	0.32*** (0.09)	0.19* (0.09)	0.17* (0.08)	0.14 (0.08)
log10(distwces)	0.24 (0.15)	0.25* (0.12)	0.14 (0.11)	0.05 (0.11)	0.03 (0.11)
log(GDP_o)		0.64*** (0.09)	0.56*** (0.08)	0.50*** (0.08)	0.47*** (0.08)
log(GDP_d)		0.83*** (0.09)	0.75*** (0.08)	0.69*** (0.08)	0.69*** (0.08)
col			1.12*** (0.22)	0.49* (0.24)	0.36 (0.25)
lp1			0.20*** (0.05)	0.16*** (0.04)	0.15*** (0.04)
shared_hist			0.63** (0.23)	0.49* (0.22)	0.48* (0.22)
CS_symm				1.82*** (0.36)	
CS_nonsymm_food_o					0.65*** (0.19)
CS_nonsymm_food_d					0.94*** (0.19)
R <sup>2</sup>	0.10	0.41	0.55	0.59	0.60
Adj. R <sup>2</sup>	0.08	0.40	0.53	0.57	0.58
Num. obs.	240	240	240	240	240

\*\*\*p < 0.001; \*\*p < 0.01; \*p < 0.05

Table 1: Resulting coefficients and statistics of the models to predict migration flows.





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