

# Home and destination attachment: study of cultural integration on Twitter

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## Abstract

The cultural integration of immigrants conditions their overall socio-economic integration as well as natives' attitudes towards globalisation in general and immigration in particular. At the same time, excessive integration – or acculturation – can be detrimental in that it implies forfeiting one's ties to the home country and eventually translates into a loss of diversity (from the viewpoint of host countries) and of global connections (from the viewpoint of both host and home countries). Cultural integration can be described using two dimensions: the preservation of links to the home country and culture, which we call *home attachment*, and the creation of new links together with the adoption of cultural traits from the new residence country, which we call *destination attachment*. In this paper we introduce a means to quantify these two aspects based on Twitter data. We build home and destination attachment indexes and analyse their possible determinants (e.g., language proximity, distance between countries), also in relation to Hofstede's cultural dimension scores. The results stress the importance of host language proficiency to explain destination attachment, but also the link between language and home attachment. In particular, the common language between home and destination countries corresponds to increased home attachment, as does low proficiency in the host language. Common geographical borders also seem to increase both home and destination attachment. Regarding cultural dimensions, larger differences among home and destination country in terms of Individualism, Masculinity and Uncertainty appear to correspond to larger destination attachment and lower home attachment.

**Keywords**— International migration, Cultural integration, Home attachment, Destination attachment, Big data, Twitter