Generalitat de Catalunya and the startup Citibeats work together to multiply the impact of the STEMcat plan

- The Secretary of Telecommunications, Cybersecurity and Digital Society, within the framework of the SmartCAT strategy, has carried out a project with Citibeats, the advanced text analytics tool based on Artificial Intelligence created by the Barcelona-based Startup, Social Coin. A clear commitment to people-centered decision making.

- The collaboration between both organizations has the intention of evaluating new forms of impact analysis of public policies. Specifically, the project has focused on the impact analysis of the STEMcat's initiatives, the plan that aims to promote scientific and technological vocations among young people.

- Different conclusions come from the analysis, such as that citizens mostly identify technology with robotics or that the girls within the STEM disciplines are more likely to engage via the field of natural sciences, rather than technology.

A clear commitment to people-centered decision making

Barcelona, 18 of April, 2018.- The Government of Catalunya (Generalitat de Catalunya) is experimenting with new ways to distribute its resources according to what matters to people, based on its commitment to build more participatory and inclusive societies. That is why it is allied with disruptive startups such as Social Coin, the end-to-end citizen engagement platform that has been awarded by the United Nations, the European Commission and Singularity University. Social Coin has its own advanced text analytics tool based on Artificial Intelligence called Citibeats, which has been designed precisely to better understand the needs of people – the pulse of society.

A joint effort to promote technological and scientific vocations

The collaboration between both organizations began in January of this year with a pilot project framed in the SmartCatalonia strategy with the intention of evaluating new forms of impact analysis of public policies developed by Generalitat de Catalunya. Specifically, the project has focused on the impact analysis of the STEMcat's initiatives, the plan that aims to promote scientific and technological vocations among young people.

With the intention of measuring the impact of the initiatives of the STEMcat plan and discovering new programs and agents of these disciplines to collaborate with in the future, Citibeats' machine-learning algorithms were put into action. For a month and a half, the artificial intelligence of the platform collected and analyzed around 12,000 Tweets that spoke about STEM disciplines in Catalonia and categorized them into 3 areas: natural sciences, sustainability and technology.

The findings of the project were revealing and they are facilitating the Generalitat to optimize its strategy and proposing new initiatives that multiply their success. According to Dani Marco, director of SmartCatalonia and leader of the project, "with Citibeats we have been able to evaluate more objectively the impact of the initiatives that drive the STEM vocations that are being carried out in Catalonia" and "analyzing social networks allows us to take the pulse of what is happening and act where it is most necessary. "

Some of the project findings are:
Technology is synonymous with robotics

During the period studied, the vast majority of citizens' opinions around technology were related to robotics. Some of the smaller programs such as Scratch had more impact and were more viral than the larger ones such as Mobile Week Barcelona.
Through machine-learning, more than 50 grassroots activities and programs were discovered which the Generalitat could collaborate with.

Women and natural sciences

The type of message that generates more conversation among girls is more related to the natural sciences than to technology. Changing the angle from which technology is presented to better reach girls and adolescents is a great challenge but also a great opportunity.

The relevance of EnsenyamentCat

The official Twitter account of the Department of Education (@ensenyamentcat) is the best bridge between universities and schools. It is the agent that puts the most emphasis on the promotion of STEM disciplines and also the one that best connects them with other important actors such as universities or museums.

The impact of the programs

Some of the programs promoted by Generalitat such as schools or Mobile Learning Awards have had so much impact in the different provinces of Catalonia as to make as much impact as global initiatives such as the International First Lego League.

These are just some of the project's conclusions if you want to know the rest, the complete case is available for download on this link.

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About Citibeats
Citibeats is an AI Text Analytics Platform, unique in identifying social insights and trends. It structures, analyzes and synthesizes people's opinions from large quantities of data in any region in any language from any text data source, so they are easy to use. Citibeats' machine-learning algorithms transform a community's natural language data into valuable intelligence that empowers decision-makers. Citibeats solutions for smart cities, infrastructure, insurance, finance, and tourism are relied on by clients worldwide.
Citibeats has been designed to improve societies based on the needs of people.
Visit us on www.citibeats.net, https://twitter.com/theCitibeats and https://www.linkedin.com/company/citibeats/, # Citibeats, #WSA
Communication contact Citibeats:
Francesca Fortini
ffortini@citibeats.net
Citibeats
+34 937 825 152

About SmartCAT
Smartcatalonia is the strategy of the Generalitat de Catalunya that, aligned with the European Commission's 2020 program, supports and materializes the concept of Smart City through local and supralocal plans, supporting companies and deploying smart initiatives throughout the territory.