



# How location can affect social isolation: Aetna Social Isolation Sentimeter™

Using millions of unbiased, open-sourced online conversations, we can discover the feelings, drivers and barriers of social isolation among Black American and Hispanic people living in rural and urban areas in the U.S.



## Our methodology

By gathering, mining and analyzing the open-sourced, unbiased and unfiltered conversations happening online, our Social Isolation Sentimeter™ can effectively map the impact of social isolation on a particular group's overall attitude. With the help of our CulturlIntel® Big Data and AI Powered methodology, we can use these real-time, authentic resources of consumer insight to understand how this group approaches social isolation.

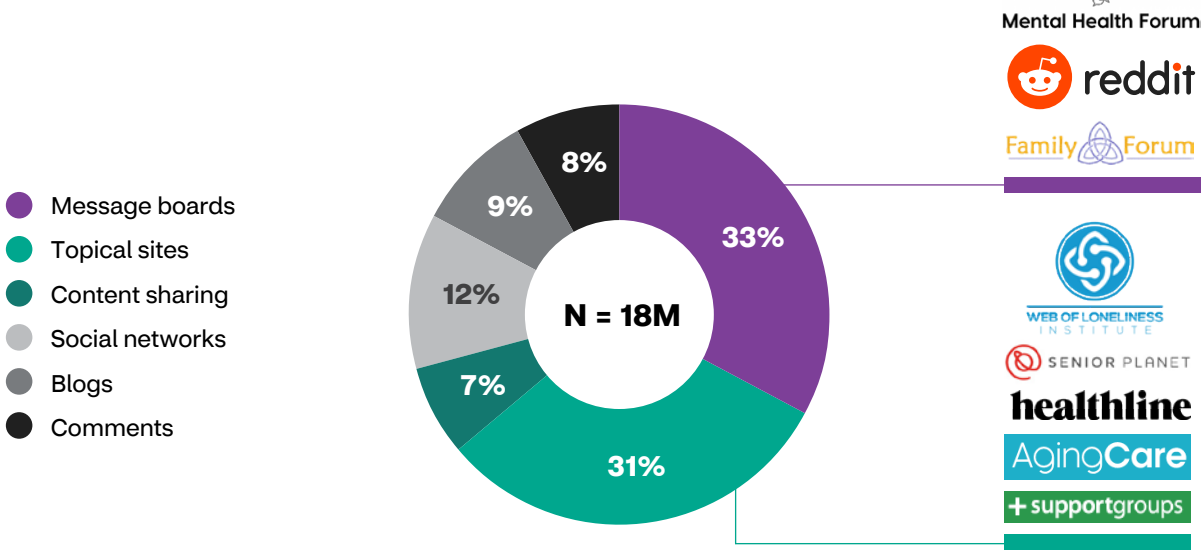
## How many people talk online about isolation?

### Determining the demographics

Location among Black American and Hispanic populations is determined through self-identification within a conversation and/or what's listed on a public profile. The IP address of the conversation is also factored into the determination.

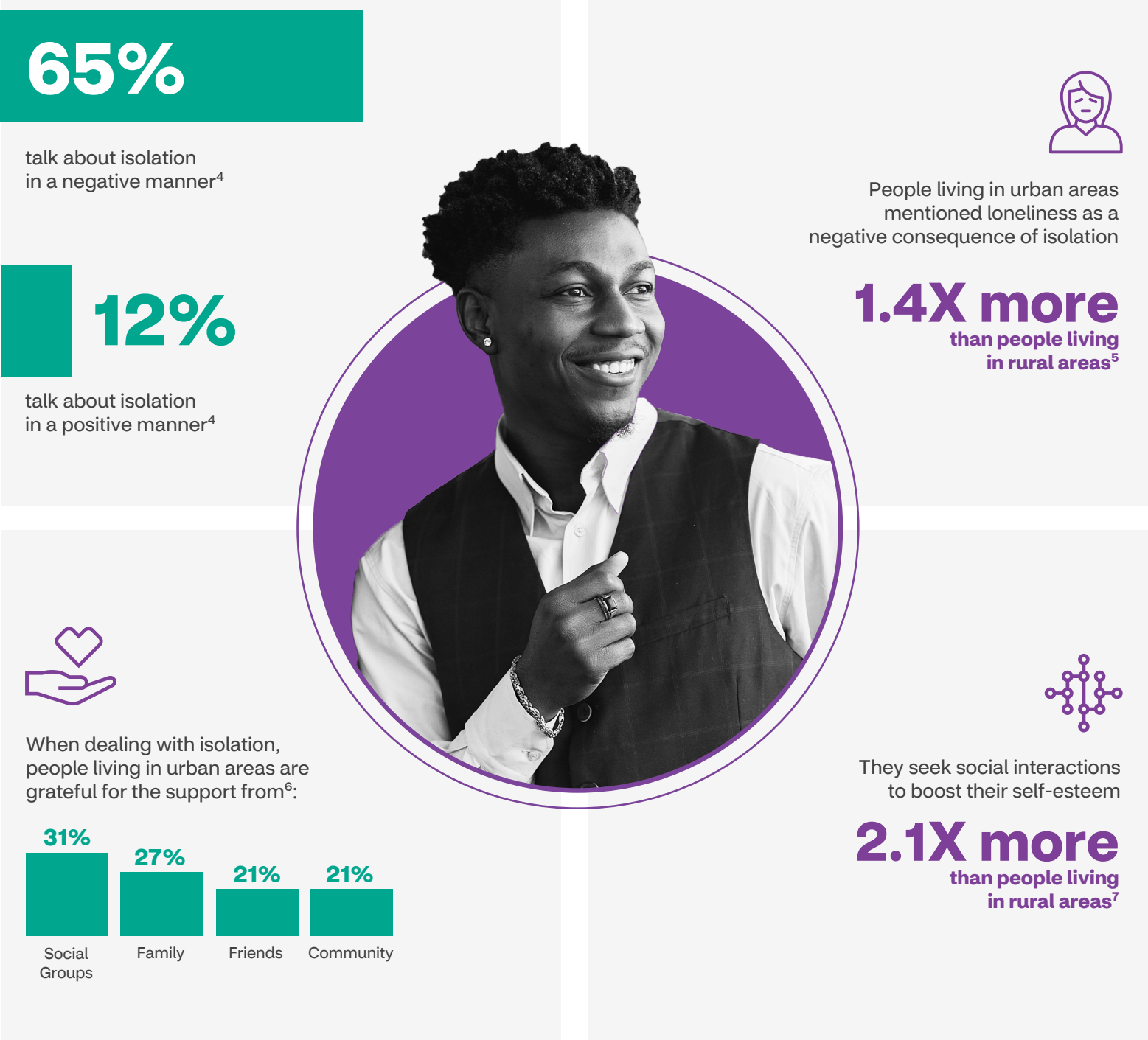


## Where do people talk online about isolation?<sup>3</sup>



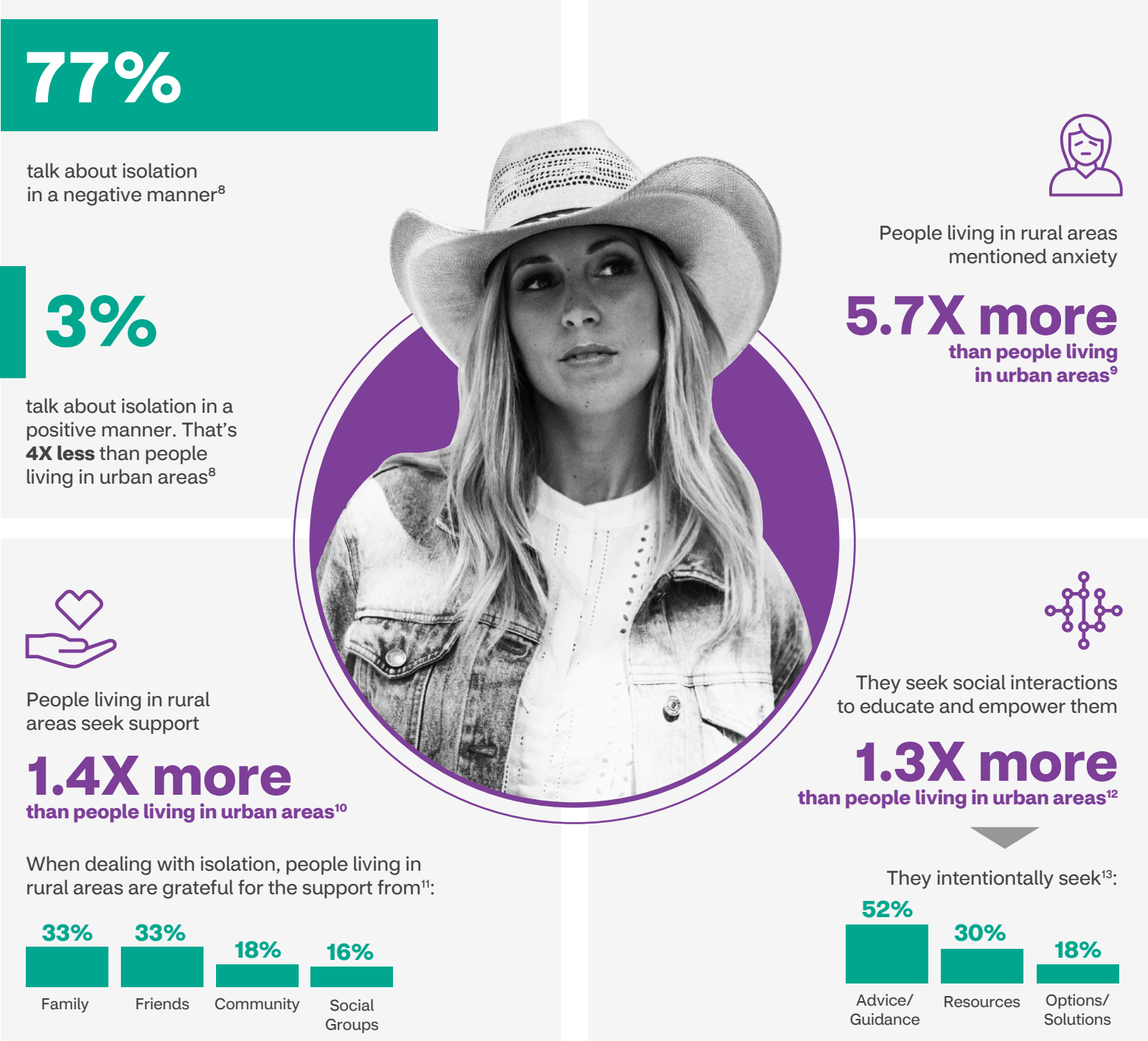
## The bigger picture on people living in urban areas

When discussing their social isolation online, people living in urban areas shared feelings of loneliness and a desire to connect with a larger community in order to boost self-esteem.



## The bigger picture on people living in rural areas

For people living in rural areas, social isolation directly impacts mental health, fueling both depression and anxiety. Many seek connections online to gain a greater sense of community and learn better ways to deal with their isolation.



## Key learnings

- One size does not fit all. Regardless of whether they live in rural or urban areas, people seek personalized and personable support.
- We can help urbanites fight loneliness by connecting them with others, boosting their self esteem and offering them opportunities to gain a greater sense of community.
- We can help people living in rural areas manage the impact of social isolation on their mental health by not only connecting them with professionals, but with activities that can reduce depression and anxiety. We can leverage a likeminded community of people who have overcome depression and anxiety, supporting them with new resources, advice and guidance on how to fight their social isolation.

## Key contact

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<sup>1</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 23.  
<sup>2</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 21.  
<sup>3</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 23.  
<sup>4</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 121.  
<sup>5</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 122.  
<sup>6</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 34.  
<sup>7</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 152.  
<sup>8</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 121.  
<sup>9</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 122.  
<sup>10</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 79.  
<sup>11</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 34.  
<sup>12</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Isolation." April 2020: 152.  
<sup>13</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence® reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 37.