# El Pulso de la IA en América Latina

## The Pulse of Artificial Intelligence in Latin America 2025

**From Curiosity to Habit: How Latin Americans Are Humanizing AI Interaction**
*El Pulso de la Inteligencia Artificial en América Latina 2025*

## Abstract

This white paper presents the first regional evidence-based study on how Latin Americans are adopting and emotionally integrating Generative Artificial Intelligence (GenAI) into their daily lives. Conducted across five countries—Mexico, Brazil, Argentina, Chile, and Colombia—the research combines quantitative surveys, behavioral metrics, and semantic-emotional analysis of more than 36,000 user-generated prompts.

Results indicate that AI usage in the region has evolved from experimentation to a habitual, emotionally charged form of interaction. Education, productivity, and content creation remain the main entry points; however, the fastest-growing categories are health, wellness, and personal finance. Two novel predictive indicators are introduced:

- **Prompt Literacy:** the user's ability to formulate effective prompts.

- **Emotional Confidence:** the comfort and trust users display when engaging with AI.

Over 60% of all GenAI interactions occur via smartphones, reinforcing a mobile-first, snackable-consumption model. The findings confirm a profound cultural divergence: while Mexican users engage in introspective, reflective dialogues, Brazilians show expressive, creative, and collective emotional styles. This duality signals the rise of an emotionally literate digital culture unique to Latin America.

**Keywords:** Generative AI, Latin America, prompting, emotional literacy, behavioral analysis, human–AI interaction.

## 1. Introduction

In the global context of AI adoption, 2025 marks a turning point where Generative AI becomes a daily companion rather than a technological novelty. Global studies such as *How People Use ChatGPT* (NBER, 2025) and *The 2025 Top-100 GenAI Use Case Report*

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(Zao-Sanders, 2025) identified a shift from productivity-focused use cases to those rooted in emotional support, purpose-seeking, and personal organization.

Building on this global framework, *El Pulso de la Inteligencia Artificial en América Latina 2025* (The Pulse of AI in Latin America) offers a regional, data-driven perspective. The project seeks to understand how users in Latin America employ AI not just to automate tasks, but to think, feel, and connect.

## 2. Methodology: The Prompt-to-Panel™ Model

The study integrates four analytical layers under the proprietary Prompt-to-Panel™ methodology:

1. **Comscore LATAM:** Behavioral metrics of AI tool usage and social conversation volume.

2. **Logic Research & Toluna:** Quantitative survey with 3,876 active GenAI users.

3. **Altazor Intelligence:** Semantic and emotional analysis of 36,672 anonymized prompts.

4. **Arcus Data:** Interactive dashboard for real-time visualization of results.

### Sampling & Criteria

- Countries: Mexico, Brazil, Argentina, Chile, Colombia.

- Period: September 2025.

- Criteria: Active GenAI users within 30 days prior to survey, consented to share prompts.

### Prompt Analysis

- 36,672 prompts collected; 23,000 valid after depuration.

- Categories: Writing, Practical Guidance, Technical Help, Programming, Multimedia, Seeking Information, Self-Expression.

- Emotional tone identified through lexical sentiment mapping in Spanish and Portuguese.

- Validation framework cross-referenced with NBER Working Paper No. 34255 (2025).

## 3. Results

### 3.1 Adoption and Behavioral Insights

- 22–36% of the region's digital users have interacted with a GenAI tool.

- 73% of users employ AI weekly; 40% integrate it into their work routines.

- Mobile-first usage: 62% of interactions via smartphones.

- Average: three sessions per week, each lasting under five minutes (snackable pattern).

### 3.2 Thematic Distribution of Prompts

| Category | LATAM Total (%) |
|---|---|
| Practical Guidance | 30 |
| Seeking Information | 30 |
| Writing | 12 |
| Self-Expression | 15 |
| Health & Wellness | 7 |
| Education | 8 |
| Finance | 9 |

These distributions mirror global patterns reported by OpenAI and the NBER, confirming that Latin America follows the same behavioral logic but with a stronger emotional and self-expressive layer.

### 3.3 Emotional Dimension

- 6% of prompts include explicit emotional or affective language.

- Mexico leads in introspective, reflective prompts (e.g., self-discovery, personal advice).

- Brazil leads in expressive and humorous prompts, reflecting communal creativity.

### 3.4 Predictive Indicators

- **Prompt Literacy:** Structured prompts (role + goal + format) yield 3× higher satisfaction rates.

- **Emotional Confidence:** Users expressing positive emotions engage longer and return more frequently.

## 4. Discussion

The findings depict a pivotal transformation in human–AI interaction. Latin Americans are not merely using AI for productivity—they are **humanizing it**. Emotional trust and everyday use signal the emergence of AI as a cognitive companion.

Unlike other regions, where adoption remains tied to technical or professional functions, Latin American users embrace AI as a tool for **self-learning, emotional regulation, and creative exploration**.

This positions the region as a global reference in **empathic AI adoption**—a model where affect, cultural identity, and curiosity drive engagement.

For organizations, this implies three key strategies:
1. **Design mobile-first educational microformats** for practical, emotional use.
2. **Integrate AI literacy training (Prompt Literacy)** into content ecosystems.
3. **Leverage emotional confidence** as a trust-building differentiator in digital services.

## 5. Conclusions

1. **From Experiment to Habit:** 73% of users employ GenAI weekly; it is now embedded in daily routines.

2. **Emotional Humanization:** Positive emotions correlate with engagement and perceived utility.
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3. **New Cognitive Skill:** Prompting effectively is the new digital literacy of the AI era.

4. **Latin America's Advantage:** The region is leading the global shift toward emotional, inclusive, and creative AI adoption.

## 6. References

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