

## Academic Discourse on AI in Europe and Latin America: A Comparative Analysis with IRaMuTeQ

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### ABSTRACT

This study conducted a comparative analysis of academic discourse on AI in Latin America and Europe, based on 32 scientific articles published between 2020 and 2025 in ScienceDirect. Using a qualitative-comparative approach, IRaMuTeQ software was used to generate a Labbe-type similarity tree, lexical concurrence networks, and descending hierarchical classification (DHC), and contrasting semantic configurations were identified. In Europe, a fragmented and diversified discourse predominates, with a tendency towards AI regulation, technical governance, and advanced development of machine learning and automation. In Latin America, on the other hand, a cohesive and pragmatic discourse is observed, with semantic nuclei associated with legal processes, public management, education, and social equity. These divergences, far from being merely linguistic, express asymmetry related to investment, technological maturity, and institutional policies; the Latin American region accounts for only 1.56% of global spending on AI (Jung, 2025), compared to a consolidated European ecosystem in research and development. It was determined that discourses on AI constitute situated socio-technical artifacts, whose form reflects both the opportunities and limitations of each region, and underscores the urgency of moving toward interregional cooperation mechanisms that enable inclusive, democratic, and contextualized technological advances.

**Keywords:** AI, discursive analysis, Latin America, Europe, IRaMuTeQ, regional comparison, technological democratization.

### INTRODUCTION

Artificial intelligence (AI) has significantly changed various human activities, transforming talent development, organizational management, and scientific research processes. At the human talent level, institutions seek to implement training and new skills acquisition models to adapt to this emerging field (França et al., 2024). At the organizational level, AI is consolidating itself as a strategic tool for operational efficiency; for example, in the logistics sector, multi-criteria routes have been optimized using advanced algorithms (Bouanba et al., 2022). Its impact is also notable in the field of medicine, where it is applied in subspecialties such as traumatology or the diagnosis of intracranial hemorrhages, in addition to enabling bibliometric analyses of trends in neurosurgery (Abrahams, 2023). This technological expansion opens up new opportunities for adoption across different regions.

In Europe, AI is developed in an ecosystem with technological maturity, solid regulatory frameworks, and strategic investments, which is reflected in recent research. For example, they evaluated the thematic accuracy of models such as ChatGPT, Google Gemini, and Claude in the field of hand surgery, concluding that three of the four passed a standardized knowledge test (Mert et al., 2025). This picture contrasts with that of Latin America,

where structural limitations linked to low investment, poor training, and the absence of adequate regulatory frameworks persist (Belli & Singalés, 2022). ECLAC estimates that in 2023, regional spending on AI reached just \$2.6 billion, representing 1.56% of global demand, despite the fact that the region accounts for around 6.3% of global GDP (Jung, 2025). These figures place Latin America at levels comparable to the Middle East and Africa and well below Asia, Europe, or the United States. The investment gap conditions not only regional technological capacity but also the type of academic discourse that is produced, which is mainly oriented toward institutional, social, and legal challenges.

This article aims to comparatively analyze academic discourse on AI in public and private institutions in Europe and Latin America, based on the hypothesis that, although there are points of convergence in areas such as health, education, and justice, the discursive approaches and institutional conditions differ significantly between the two regions. This type of analysis using IRaMuTeQ has served to continuously improve processes, for example in emergency medical units (Chaves et al., 2024). It has also been used to identify technological gaps between generations of digital influencers (Santos et al., 2024). This tool has made it possible to classify concepts, identify semantic nuclei, and visualize discursive similarities or contrasts in a systematic manner.

This approach seeks to provide scientific evidence to better understand how academic discourses on AI reflect structural inequalities between regions and contribute to the debate on the democratization of AI as a process that transcends access to technology with the ability to produce situated discursive and normative frameworks. This is why the study is relevant to AI, as it allows us to understand how scientific discourses reflect and condition its technological, ethical, and institutional development in different regional contexts.

## METHODS

This research was conducted using a qualitative approach with an exploratory and comparative orientation. The aim was to analyze the discursive differences and similarities regarding AI in Latin America and Europe. To this end, a review and analysis of scientific articles indexed in different databases such as ScienceDirect and SciELO was carried out. The 32 studies were published between 2020 and 2025 and were selected using the following inclusion criteria:

- Belonging to Scopus or WoS-SciELO indexed journals
- Address issues related to the application of AI in organizations, whether public (state-owned) or private.
- Correspond to the two regional groups (Latin America and Europe)
- Analyze the sample equally, with 16 articles for each region.

Once the articles were filtered using the above criteria, a structured record of the corpus was made using a bibliographic data matrix (Table 1), which included assigning a code to each article according to region, thus establishing two categories: AL (Latin America) and EUR (Europe). In addition, each article was assigned a sequential number (01–16) in order to individually identify each text within its regional category, as well as the title of each article, author(s), year of publication, database, country, keywords, abstract, and conclusions. Subsequently, the conclusions of each article were transferred to a txt file for each continent and assigned the code in the matrix. The procedure and textual analysis were then carried out as follows: The articles were processed using IRaMuTeQ (Interface de R pour les Analyses Mutidimensionnelles de Textes et de Questionnaires) software. This textual analysis tool allowed us to perform statistical analyses on textual and categorical data, enabling us to explore the structure of the discourse and semantic patterns in an organized manner.

In order to obtain patterns of thematic similarities between the selected articles, different textual analysis techniques from the IRaMuTeQ software were applied. These included Labbé tree analysis, lexical concurrence networks, and descending hierarchical classification (CHD).

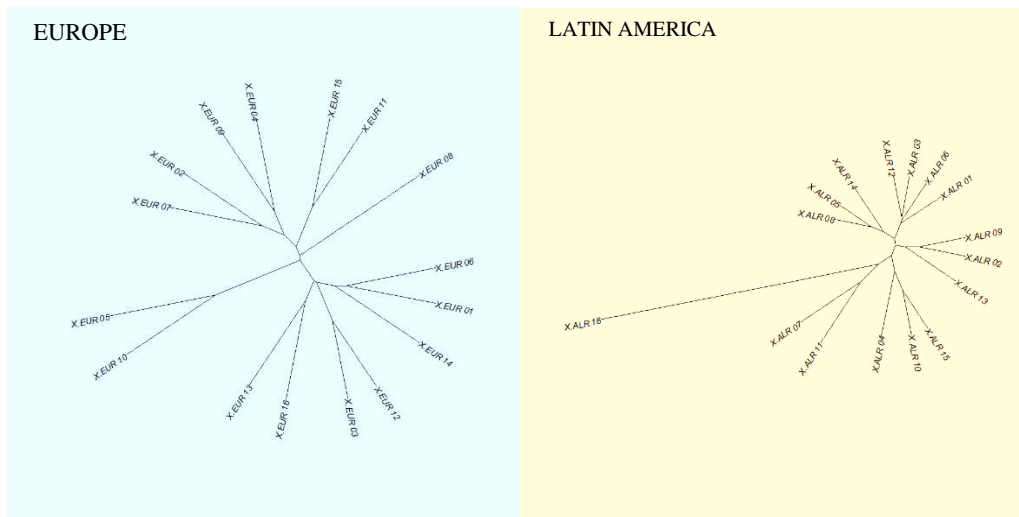
**Table I.** Corpus of Articles Ffor Comparative Analysis in IRaMuTeQ.

CODG.	DATABASE	YEAR	TITLE	CITATION	REGION
AL01	ScienceDirect	2020	Use of artificial intelligence by tax administrations: An analysis regarding taxpayers' rights in Latin American countries. Computer Law and Security Review	Faúndez et al, 2020	Latin America
AL02	ScienceDirect	2024	Globalization of a telepathology network with artificial intelligence applications in Colombia: The GLORIA program study protocol	Mosquera et al, 2024	Latin America
AL03	ScienceDirect	2024	Managers' attitudes and behavioral intentions towards using artificial intelligence for organizational decision-making: A study with Colombian SMEs	Nunes et al, 2024	Latin America
AL04	ScienceDirect	2025	Algorithmic discrimination and explainable artificial intelligence in the judiciary: a case study of the Constitutional Court of Colombia	Herrera a et al, 2025	Latin America
AL05	ScienceDirect	2024	Artificial Intelligence: A New Reasoning Method for Legal Science	De la Torre Soto & Rodríguez, 2024	Latin America

AL06	ScienceDirect	2023	Towards the development of complex thinking in university students: Mixed methods with ideathon and artificial intelligence	Castillo et al, 2023	Latin America
AL07	ScienceDirect	2024	Crossing the Andes: Challenges and opportunities for digital pathology in Latin America	Coudry et al, 2024	Latin America
AL08	ScienceDirect	2025	The Principles of Economy and Procedural Swiftness In Law Mediated By Artificial Intelligence: Special Reference To Cases Against The Public Administration	De la Torre Soto et al, 2025	Latin America
AL09	SciELO	2023	Artificial Intelligence and the Context of Teaching in Mexico	Huerta & Zavala, 2023	Latin America
AL10	ScienceDirect	2025	Artificial intelligence applications in hydrological studies and ecological restoration of watersheds: A systematic review	Morante et al, 2025	Latin America
AL11	ScienceDirect	2023	COVID-19 diagnosis using clinical markers and multiple explainable artificial intelligence approaches: A case study from Ecuador	Chadaga et al, 2023	Latin America
AL12	ScienceDirect	2024	AI in assessing Industry 4.0 adoption in Colombia: a case study approach	Cruz et al, 2024	Latin America
AL13	ScienceDirect	2024	Artificial intelligence solutions to reduce information asymmetry for Colombian cocoa small-scale farmers	De la Peña & Granados, 2024	Latin America
AL14	ScienceDirect	2025	Legal Hallucinations and the Adoption of Artificial Intelligence in the Judiciary	Herrera & et al, 2025	Latin America
AL15	ScienceDirect	2024	AI Adoption in Colombian Legal Practice: Challenges and Opportunities.	Carrasquilla et al, 2024	Latin America
AL16	ScienceDirect	2020	Prediction of Corn Grain Yield through Artificial Intelligence	Varela et al, 2020	Latin America
EUR01	ScienceDirect	2022	Organizational readiness to adopt artificial intelligence in the exhibition sector in Western Europe	Hradecky et al, 2022	Europe
EUR02	ScienceDirect	2023	How can we teach artificial intelligence to manage our organizations?	Šliwa & Krzos, 2023	Europe
EUR03	ScienceDirect	2023	Artificial intelligence applied to potential assessment and talent identification in an organizational context	Fernandes et al, 2023	Europe
EUR04	ScienceDirect	2025	The Artificial Intelligence Act: Insights regarding its application and implications	Cabrera et al, 2025	Europe
EUR05	ScienceDirect	2024	Artificial Intelligence in primary care: Intelligent risk predicting platform for non-communicable chronic diseases	Costa et al, 2024	Europe
EUR06	ScienceDirect	2022	Technological frames, CIOs, and Artificial Intelligence in public administration: A socio-cognitive exploratory study in Spanish local governments	Criado & Zarate, 2022	Europe
EUR07	ScienceDirect	2023	Nuclear decommissioning risk management adopting a comprehensive artificial intelligence framework: An applied case in an Italian site	Mancini et al, 2023	Europe
EUR08	ScienceDirect	2023	Using sensitive data to prevent discrimination by artificial intelligence: Does the GDPR need a new exception?	Bekkum et al, 2023	Europe
EUR09	ScienceDirect	2025	Future themes in regulating artificial intelligence in investment management	Buczynski et al, 2025	Europe
EUR10	ScienceDirect	2025	A Systematic Approach to Prioritize Diagnostically Useful Findings for Inclusion in Electronic Health Records as Discrete Data to Improve Clinical Artificial Intelligence Tools and Genomic Research	Guillod et al, 2025	Europe
EUR11	ScienceDirect	2024	Artificial intelligence applications for accurate geothermal temperature prediction in the lower Friulian Plain (northeastern Italy)	Dashtgoli et al, 2024	Europe
EUR12	ScienceDirect	2021	Artificial intelligence applications in medical imaging: A review of medical physics research in Italy	Avanzo et al, 2021	Europe
EUR13	ScienceDirect	2025	Combination of test methods and scenarios using Artificial Intelligence (AI) to cover High-Frequency Trading (HFT) strategies in conjunction with country-specific regulatory requirements	Sträßer& Stolicna, 2025	Europe
EUR14	ScienceDirect	2024	PEPR DIADEM: Priority equipment and research program on the development of innovative materials using artificial intelligence	Lomello et al, 2024	Europe
EUR15	ScienceDirect	2024	Using generative artificial intelligence in bibliometric analysis: 10 years of research trends from the European Resuscitation Congresses	Fijačko et al, 2024	Europe
EUR16	ScienceDirect	2024	French community grid for the evaluation of radiological artificial intelligence solutions (DRIM France Artificial Intelligence Initiative)	Guenoun et al, 2024	Europe

## RESULTS AND DISCUSSION

The analysis of the selected articles (16 from Europe and 16 from Latin America) using IRaMuTeQ allowed us to identify distinct semantic structures in academic discourse in Europe and Latin America. The findings are presented below, organized into three sections: Labbé-type similarity trees (AS), lexical concurrence networks (RCL), and descending hierarchical classification (CHD).

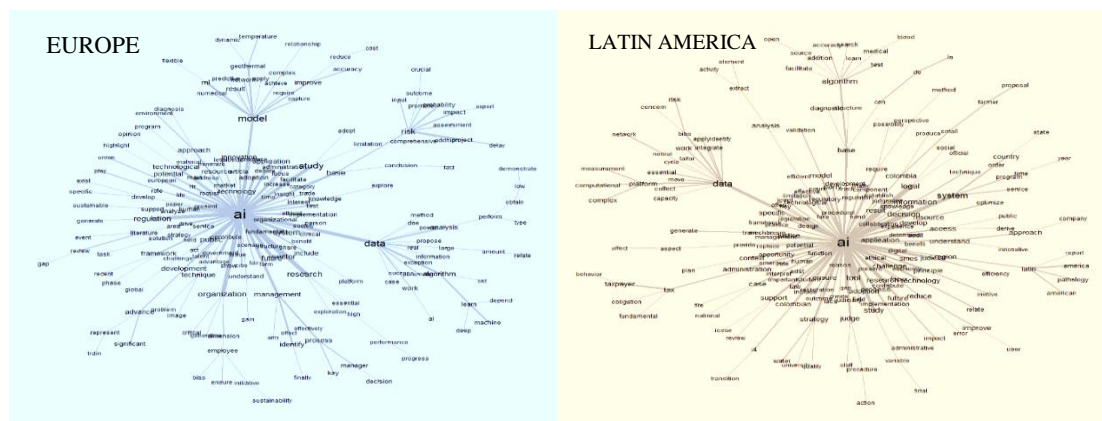


**Figure 1.** Analysis of semantic structure divergences using Labbé-type similarity trees with IRaMuTeQ software

In the AS analysis, it was observed that the structure corresponding to Europe is dispersed and diversified, with a branching that distributes the articles into multiple subgroups that are relatively equidistant from each other. Although there is a central core of proximity between EURO06, EURO14, and EURO12, there are also nodes with greater distance, such as EURO05 and EURO10, which suggest lines of research with highly specialized approaches (Fig. 1). This greater semantic dispersion reflects a fragmented and technical discourse, where articles do not necessarily converge on a single thematic axis, but rather explore a range of applications and analytical frameworks, from regulatory norms to advanced technical developments.

In contrast, Latin America shows a compact and cohesive configuration where most articles are grouped around a relatively homogeneous central group. Only a few studies, such as AIR16 and, to a lesser extent, ALR07 and ALR11, appear in distant branches, indicating the existence of research with particular focuses, but without breaking the overall coherence of the corpus. This pattern suggests that Latin American scientific documents share a thematic convergence, mainly associated with institutional and social discourses linked to public management, law, and digital inclusion processes. The relative proximity between most of the nodes confirms that, despite the contextual diversity of the countries, the discursive axes remain focused on common issues in the region.

The comparison of the Labbé trees shows the structural inequality that marks the academic discourse on AI in both regions. However, in Europe, a fragmented and diverse landscape was evident, where normative approaches, regulation, and governance coexist with advanced technical development such as machine learning and automation in tune with a robust research and development ecosystem and regulatory frameworks. In contrast, in Latin America, a cohesive narrative predominates, focused on public management, justice, and access, reflecting common priorities in the face of investment and infrastructure constraints. These divergences invite us to consider interregional dialogues that articulate technical capacities with inclusive perspectives toward a humanized and equitable development of AI.

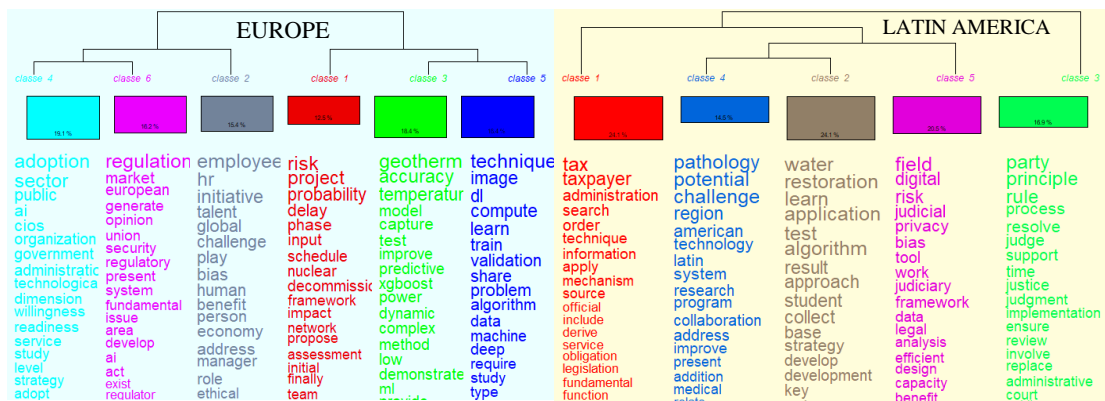


**Figure 2.** Analysis of semantic structure divergences using lexical concurrence networks with IRaMuTeQ Europa software.

The RCL analysis revealed a dispersed and ramified structure for Europe, where the AI node connects with broad and diversified thematic fields: model, data, organization, management, research, risk, and technology. This diagram reveals a technical and fragmented discourse, ranging from algorithmic and predictive dimensions (machine learning, deep learning, numerical models) to management and organizational sustainability approaches (Fig. 2). The presence of terms such as public sector, regulation, innovation, and geothermal indicates a diversified research framework, with links between technological efficiency, energy sustainability, and European regulatory frameworks, demonstrating its breadth and specialization and reflecting a mature scientific environment oriented toward methodological sophistication.

On the other hand, the Latin American network shows a high semantic concentration around AI, closely linked to nodes such as data, decision, system, application, legal, and administration. This configuration reveals a discourse focused on the use of AI as a tool for institutional management, the strengthening of legal processes, and the optimization of public services. The appearance of terms such as judge, taxpayer, and access reinforces the idea of an approach oriented toward social and regulatory issues, where AI is understood as a support resource in the context of equity, governance, and law. Therefore, the Latin American network reflects a pragmatic discourse that is less diversified but more cohesive, positioning AI as an instrument for resolving structural inequalities.

The comparison between the two networks confirms the evidence on how structural contexts shape the academic discourse on AI. While in Europe a diversified and fragmented network predominates, articulating technical, regulatory, and sustainability aspects, in Latin America the discourse focuses on public management, legal frameworks, and social justice. This difference is not only semantic; it also expresses how AI is becoming a cross-cutting and sophisticated field of innovation in the European context, as opposed to its Latin American interpretation as a strategic resource for guaranteeing rights and strengthening institutions. This symmetry raises the urgent need to rethink technological democratization from localized regional frameworks capable of responding to both competitiveness challenges and social demands.



**Figure 3.** Analysis of divergences in the descending hierarchical classification (DHC) analysis using IRaMuTeQ software

In the HDA analysis, the European dendrogram reveals a fragmented structure of six classes, with the highest concentration of segments in the class associated with regulation and governance, reflecting the importance of the regulatory framework and risk management in the scientific discourse on this continent. This is followed by technical automation, machine learning, and sectoral applications, forming a fragmented and pluralistic discourse (Fig. 3).

For Latin America, the largest proportion of the segment corresponds to the socio-legal-administrative class, which groups together issues of justice, legal processes, and public management, followed by the class related to education, health, and technology adoption in SMEs, the latter with less weight in the corpus. These results contrast with the semantic dispersion of Europe.

## CONCLUSIONS

Comparative evidence shows that academic discourses on AI in Europe and Latin America respond to markedly different structural frameworks. Europe articulates a technical and fragmented language, where regulatory approaches, highly complex projects, and specialized applications converge, reflecting the maturity of its research and development systems and the existence of policies such as the AI Act. In contrast, Latin America presents a cohesive and pragmatic discourse focused on judicial, administrative, and social processes where AI is conceived as a tool for inclusion, equity, and institutional strengthening. This divergence, confirmed both in the analysis of similarity trees and in the concurrence maps and dendrograms, not only reveals different priorities but also reflects the asymmetry of investment and technological capacity between regions. Consequently, this study

emphasizes that AI does not develop in a technical vacuum, but rather as a socio-technical artifact shaped by historical (trajectory and scientific development), regulatory, and economic contexts. Advancing toward the development of these emerging technologies and the ability to address and analyze them scientifically requires promoting interregional cooperation not only with Europe, but also with other regions that can contribute regulatory frameworks and technical capabilities, while Latin America can offer ethical and social perspectives that are indispensable for a humanized AI. Therefore, these findings contribute to the field of AI by relating how institutional and structural contexts shape its discourses, its application, and its potential equitable development.

## Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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