

ARTIGOS

"THE BRAZIL I HAVE" VERSUS "THE BRAZIL I WANT": SOCIOECONOMIC INDICATORS AND THE BRAZILIAN POPULATION DESIRES**“O BRASIL QUE EU TENHO” VERSUS “O BRASIL QUE EU QUERO”: INDICADORES SOCIOECONÔMICOS E ANSEIOS DA POPULAÇÃO BRASILEIRA****Suélen Bebber****bebber.suelen@gmail.com**

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ABSTRACT

Rede Globo, a Brazilian open commercial television network and one of the leading national communication vehicles, carried out the project "O Brasil que eu quero" (The Brazil I want), in which the Brazilians reported their desires regarding the public policies they expected from the next president to be elected. Thus, the objective of this study was to analyze the opinions disclosed by Brazilians in this project, comparing them with Brazilian social indicators. A total of 2,034 testimonials were analyzed qualitatively through content analysis, listing the indicators cited. The results indicated that the fight against corruption is the latent demand of society in all regions for a better future for the country. As a solution, the Brazilian people believe education is the answer to fight against it. In addition, the study presents the differences among the regions, indicating their difficulties and perceptions concerning public policies. The main contribution of this study concerns identifying five categories, namely corruption, education, employment, equality, and health, and the analysis of these categories facing Brazilian socioeconomic indicators.

Keywords: public management; public policies; indicators; Brazil.

RESUMO

A Rede Globo, rede de televisão comercial aberta brasileira e um dos principais veículos de comunicação nacional, realizou o projeto "O Brasil que eu quero", no qual os brasileiros relatavam seus anseios

com relação às políticas públicas ao próximo presidente a ser eleito. Assim, o objetivo deste estudo foi analisar as opiniões divulgadas por brasileiros em uma rede de televisão, sobre temas que impactam a sociedade, comparando-as com indicadores sociais nacionais. Foram analisados, de forma qualitativa, 2.034 depoimentos, por meio da análise de conteúdo, relacionando-os aos indicadores nacionais. Os resultados indicaram que o combate à corrupção é uma demanda latente da sociedade, em todas as regiões do país. Os brasileiros apontam a educação como forma de combate à corrupção e ferramenta para o alcance dos objetivos da nação. O artigo apresenta, ainda, as diferenças entre regiões, indicando suas dificuldades e percepções com relação às políticas públicas. A principal contribuição deste estudo diz respeito à identificação de cinco categorias: corrupção, educação, emprego, igualdade e saúde e análise destas categorias perante os indicadores socioeconômicos brasileiros.

Palavras-chave: gestão pública; políticas públicas; indicadores; Brasil.

1 INTRODUCTION

The government has functions such as regulating conflicts within society, organizing and negotiating with other nations, distributing symbolic rewards and services to members of society, and extracting financial resources, usually in the form of taxes. Thus, public policies regulate behavior, organize bureaucracies, distribute benefits and collect taxes (DYE, 2012), which are fundamental to satisfying the needs and desires of the population.

The State's role in society changes over time (SARAVIA; GOMES, 2008). The 1980s in Brazil was a period of experiences regarding the formulation and implementation of public policies, with local and participatory planning and increased belief in social indicators as a mechanism for measuring the results of implemented actions (SOLIGO, 2012). Since the enactment of the Brazilian Constitution in

1988 and the context of administrative and tax decentralization in favor of municipalities, there has been an increase in the demand for social information. Thus, states and municipalities began using indicators in the planning and execution of public policies (SOLIGO, 2012).

The indicators used to measure social phenomena are social indicators or socioeconomic indicators (SOLIGO, 2012). According to Jannuzzi (2004), a social indicator is a methodological resource that informs something about an aspect of social reality or about changes that are taking place. Scheerens (2004) highlighted three characteristics of the indicators: measurability (what can be measured); centrality (essential aspects that describe the situation at the time of data collection); and standardization (evaluated object quality aspects about a benchmark).

In Brazil, India, Mexico, and South Africa, electoral democracy is robust, but political exclusion, authoritarian political and social institutions, and clientelistic networks result in particularistic and differentiated treatment by state agents. As a result, social groups have unequal access to legally binding goods, such as health, sanitation, and security (public goods offered to the population through public policies elaborated based on socioeconomic indicators), undermining their citizenship and living conditions. In seeking access to these goods, these citizens are denied the right to petition the State, obtain public information or appeal discriminatory decisions (HOUTZAGER; ACHARYA, 2010). In this sense, actions that “give voice” to the population motivate the discussion on the citizens' perceived needs in their rule of law social environment.

Contextualizing this research, Rede Globo, a Brazilian open commercial television network headquartered in Rio de Janeiro (REDE GLOBO, 2017), stands out as one of the leading national communication vehicles. In the election year of 2006, *Jornal Nacional* (National News), the broadcaster's nightly news, exhibited a series entitled *Caravana*

JN (Caravan JN). The project covered the five regions of Brazil and presented 52 reports in which the presenter and his team sought out what Brazilians' wishes for the next president would be. In 2018, an election year, the station again presented a proposal to the entire Brazilian population seeking to answer the following question: "What Brazil do you want for the future?" The Brazilian population was invited to send a video to the station, identifying their municipality of residence and answering this question to be shown on one of the news programs, regional or national.

Thus, the objective of this study was to analyze the opinion disseminated by Brazilians on a television network on issues that impact society, comparing them with social indicators. To this end, the study gathered information regarding the Brazilian socioeconomic indicators, comparing them with the needs pointed out by the population in the videos shown in the presentment "The Brazil I want" (REDE GLOBO, 2017). In addition to this introductory stage, this work is structured in a theoretical framework presenting the concepts of public management and public policies, the research method, the results and analyses, and finally, the final considerations.

2 THEORETICAL FRAMEWORK

2.1 PUBLIC MANAGEMENT

Public management is conceptualized as the process of ensuring that the allocation and use of resources available to the government are directed towards achieving legitimate public policy objectives (HILL; LYNN, 2009). Frederickson *et al.* (2012) argue that public management is the formal and informal process guiding human interaction towards public organizational objectives. These definitions of public management are mainly aligned with policy implementation studies (SOWA; LU, 2016).

The studies that analyze public management models in Brazil, in general, point to three predominant organizational models:

patrimonialism, bureaucracy, and the new public management (also called managerialism) (AFONSO; CAVALCANTE, 2015). Secchi (2009) complemented three organizational models that have inspired design structures and processes in recent public management reforms. These models are bureaucracy, managerialism (new public management), and public governance (AFONSO; CAVALCANTE, 2015).

The bureaucratic model was systematized by the German sociologist Weber (1982) and is characterized by the following aspects: the governance of the areas is fixed and official, ordered by laws and administrative norms; the relations of authority are delimited by rules concerning the means of coercion and consensus; the hierarchical relationship is established by positions and defined levels of authority, besides a command and subordination system with activities and tasks management delegated by authority. The administration is formalized through documents that ultimately regulate people's conduct and activities (AFONSO; CAVALCANTE, 2015).

This model was adopted by public administration worldwide, especially in the West from the twentieth century, characterized by high functions specialization, impersonality, rationalism, control, formality, and meritocratic professionalism. However, there was growing criticism of the model in the last decades of the century, leading to administrative reforms to develop new management models (AFONSO; CAVALCANTE, 2015). In this way, managerialism emerged, which according to Secchi (2009), can be considered the combination of two specific models, which are the managerial public administration or "new public management" (NPM) and the "entrepreneurial government" (EG). Both share the values of productivity, service orientation, decentralization, efficiency in service delivery, commodification, and accountability.

Following this theme evolution, in the transition from the twentieth century to the twenty-first century, a new model of public administration called public governance

emerged, characterized as a model of the horizontal relationship between the public authorities and private sector actors in the process of public policy development (KOOIMAN, 1993). This model rescues the policy within the public administration, reducing the importance of technical criteria in decision-making processes and strengthening participatory deliberation mechanisms in the public sphere. In Brazil, bureaucracy and managerialism were not fully developed due to cultural characteristics (authoritarianism, personalism, and “*coronelismo*” historically present in the Brazilian political context), leading to the construction of a hybrid model in Brazilian public management: a mix of patrimonialism, bureaucracy, and managerialism, besides signs of social management (AFONSO; CAVALCANTE, 2015).

Recent discussions have emphasized three aspects inherent to public management: providing services, achieving social outcomes, and maintaining citizens’ trust and legitimacy (MINTROM; LUETJENS, 2015). In addition to providing services effectively and efficiently, public management also involves critical tasks, such as conducting international relations, deterring and punishing crime, and ensuring equity. Public administration’s general objective is to construct and renovate public institutions that enable community needs to be met (MILWARD *et al.*, 2016).

Public management includes a personal and a strategic dimension but brings them together in a more extensive system of resources, strategies, and other components necessary to achieve legitimate policy objectives. The personal dimension is one of the most critical contributions to organizations and institutions (SOWA; LU, 2016).

2.2 PUBLIC POLICIES

According to Dye (2012), public policies are everything the government decides either to do or not. For the author, it is important to consider both the government’s actions and its

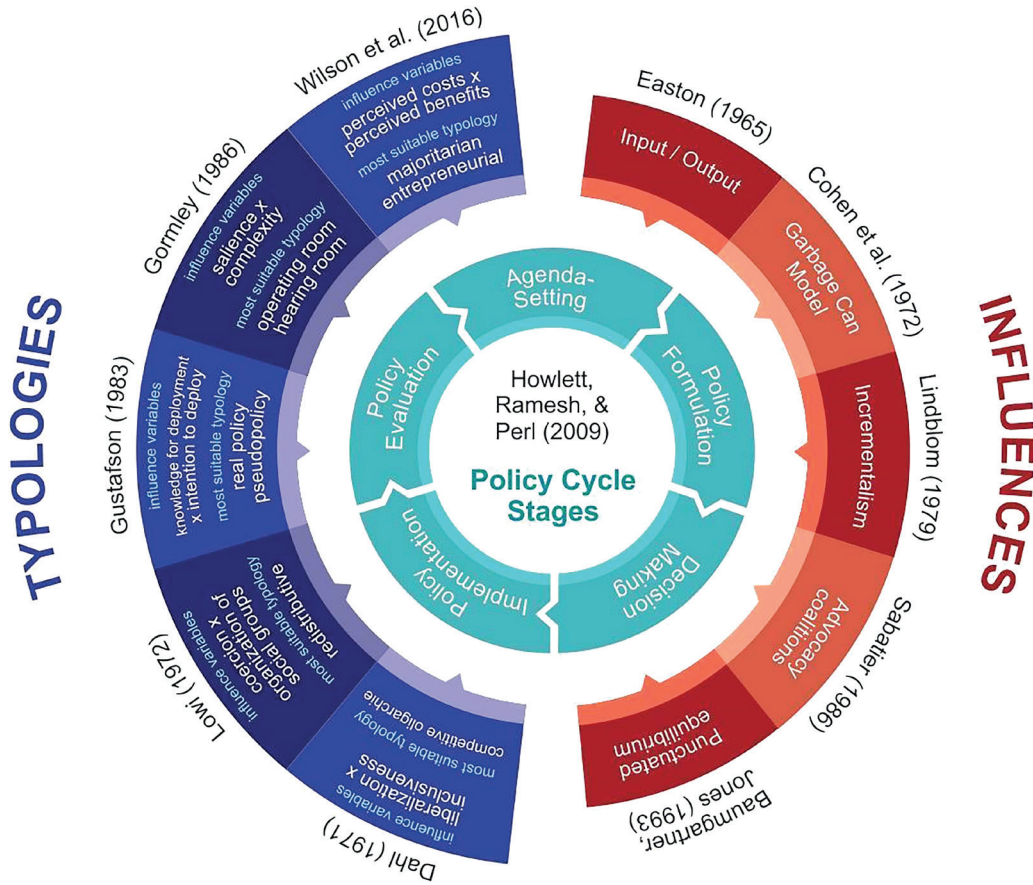
inactions because both deeply affect society. Lynn (1980) and Peters (1986) state that public policies are a set of government actions that affect society through direct or indirect action. According to Mead (1995), public policies are a field of study that analyzes the government’s performance when facing issues of public interest.

Höfling (2001) sees public policies as the process of implementing a government project, programs, and actions, involving different agencies and agents, both government and society. It also includes a social public policy perspective to explain how the State influences social relations to reduce the inequality caused by the economy in this model. Thus, public policies depend on their design and implementation by the government to meet the complexity of current problems and the growing demands of societies (WU; RAMESH; HOWLETT, 2015).

It is necessary to understand the environment of public policies to know how and where they are formed. For Howlett, Ramesh, and Perl (2009), three dimensions must be considered: the actors, the institutions, and the ideas. Dye (2012) proposes that the analysis of public policies considers the system in which they are inserted. Thus, it suggests a systemic model that involves three interrelated dimensions: social and economic conditions, representing society; institutions, processes, and behaviors, representing the current political system and; public policies adopted or not.

The theoretical framework that has been elaborated offers a delimitation of the public policy theme concerning its typologies, its formation process, and its influences. As for typologies, the variables used by the authors are highlighted, generally based on the relationship between the concentration of this variable and its dispersion. In the typological classification of the authors, only those related to the participation of popular demand were selected. The five-stage public policy formation cycle of Howlett, Ramesh and Perl (2009) and the influences that affect the public policy formation process are also presented, as observed in Figure 1.

Figure 1 – Theoretical Framework



Source: elaborated by the authors.

Within policy science, there are numerous typologies for public policy. The authors consider two or more variables influencing the analytical perspective and propose arguments to understand governments' behaviors within a given context. According to Dahl (1971), public policies are created within a democracy through the possibility of public contestation against the government and the level of social inclusion in the decision-making process. Four public policy typologies emerge from these variables: competitive oligarchy, polyarchy, closed hegemony, and inclusive hegemony. Of these four, only the competitive oligarchy results from a high level of contestation and little participation in the government's decisions, which suits the Brazilian context.

In terms of public policy formation, the Howlett, Ramesh, and Perl (2009) five-stage process is presented: (i) agenda-setting: which deals with how the problems become the object of government action; (ii) policy formulation: the process of seeking solutions to the problems previously identified; (iii) decision making: moment of approval or disapproval of the solutions raised; (iv) implementation: the decision is put into practice by public servants and; (v) evaluation: the process of results evaluation.

In analyzing the cycle, a multi-stakeholder approach and its interrelationships with the standard established by the adopted policy are considered. They are responsible for conducting the policies and, for an efficient performance that offers more significant social gains, a democratic state

that provides control of actions, transparency in acts, the technical quality of the service provided, and open channels between State and society is essential (PAINTER; PIERRE, 2005; EVANS, 2011).

Cohen, March and Olsen (1972) suggested that public policies are formed through a window of opportunity that receives inputs in three ways: a flow of problems or public needs, solutions, and favorable policy conditions. Through the combination of these flows, public policies are created. The participation of society in the demands that influence public policies indicates a healthy democracy. According to Goldstein and Keohane (1993), the ideas of the social group function as guidelines for government actions, influencing and limiting the possibility of making wrong decisions. According to Evans (2014), the importance of a project depends on how much its results correspond to collective demands. Therefore, providing access to society through channels to receive information is necessary. In addition to democratic practice, this access provides institutions with the construction of effective public policies.

Policy development happens far from where policy implementation takes place. Information relevant to policy development and the promotion of better results does not automatically reach its formulators to assist in their development work. The difference between the world of policy planners and public managers and the world of citizens means that implementing a policy may present significantly different results from those expected (HOWLETT; RAYNER, 2007). The strategic choices made by public managers and the actions they seek materially influence policy results (MEIER; O'TOOLE, 2001). Given this, those in charge of engaging in policy development should be fully aware of the contexts in which policies are implemented, although often they are not (MINTROM; LUETJENS, 2015).

3 METHOD

This research is qualitative, of an exploratory, and descriptive nature, and was conducted through content analysis technique, using secondary data of videos from the presentment “The Brazil I want” and national indicators (DENZIN; LINCON, 2008; BARDIN, 2011). For the first part of secondary data collection and the characterization of the population and sampling, information was sought on the Brazilian Institute of Geography and Statistics (IBGE, 2010) website, where information on the population by Brazilian State and the number of municipalities by State were found.

A sample of videos was obtained through the weighted analysis considering the states with the most significant number of municipalities and the states with the largest population contingent. For a total of 5,570 municipalities, a sample of 2,034 videos was defined, corresponding to 2,034 municipalities (36.51% of Brazilian municipalities). The video collection started on March 4, 2018, and ended on June 16, 2018. “The Brazil I Want” project started on March 4, 2018, and was inserted into Globo TV news broadcasters. The videos were made available on the station’s website, where they were collected (REDE GLOBO, 2017). After capturing the videos, they were transcribed and tabulated in Microsoft Excel® 2013 software.

The second part of the secondary data collection took place in September 2018 on the federal institutions’ websites. The Brazilian Institute for Geography and Statistics (IBGE) is a Brazilian government agency, established in 1936, that is attached to the Ministry of Economy and is responsible for providing data and official information about the country concerning its populational, geographic, and environmental features. As a result, the indicators available from IBGE were selected because of their

national relevance and because they portray Brazil with the information necessary to understand its reality and exercise citizenship (IBGE, 2022).

The following indicators were collected on the IBGE website: population, per capita income, and GINI (ranging from 0 to 1, where 1 is the value of maximum inequality and 0 is the perfect equality in income distribution, that is when x% of the population appropriates the same x% of total income); in Firjan (2018), the indicators FIRJAN Index of Municipal Development (IFDM) that monitors three areas: IFDM Employment and Income, IFDM Education and IFDM Health. Table 1 presents the characteristics of these indices.

After the qualitative data analysis, some factors that might be relevant for the study were identified. In this sense, indicators from open and accessible databases available for most of the municipalities or regions analyzed were researched. For this reason, the following indicators were chosen: population: due to the poor distribution of the Brazilian population among the municipalities, presenting a large concentration in metropolitan cities, this indicator becomes relevant so that a more equitable analysis can be obtained as well as per capita income, an indicator appropriate in Brazil due to the poor income distribution which the GINI indicator also points out.

To assist in the overall analysis, we used indicators consolidated by Firjan, which have a methodology used since 2008 that is a study of the Firjan system, which annually monitors the socio-economic development of more than five thousand Brazilian municipalities in three areas of activity: Employment and Income, Education and Health and is based on official public statistics, provided by the Ministries of Labor, Education, and Health. Table 1 presents the characteristics of these indices

Table 1 - Indices and characteristics

INDICE	CHARACTERISTIC
IFDM Employment and Income	Generation of formal employment; the rate of formalization of the labor market; generation of income; accurate wage mass in the formal labor market; Gini index of income inequality in formal employment.
IFDM Education	Attendance to early childhood education; abandonment in primary education; age series distortion in primary education; teachers with higher education in primary education; average daily class hours in primary education; the result of the IDEB (Basic Education Development Index).
IFDM Health	The proportion of adequate prenatal care; deaths from ill-defined causes; infant deaths from preventable causes; hospitalization sensitive to primary care (ISAB)
	Measurements: 0.0 - 0.4 = low stage of development 0.4 - 0.6 = regular development 0.6 - 0.8 = moderate development 0.8 - 1.0 = high stage of development

Source: elaborated by the authors from IBGE (2018).

Along with the research, the transcripts of the 2,034 videos in full and the indicators of the regions were imported into the NVivo®12 software for the categorization and organization of information.

4 DATA ANALYSES AND DISCUSSION

In the first phase of the analysis, a word frequency count was performed, where a list of the most recurrent words was generated. As a result, the 30 words with the highest frequency were selected: CORRUPTION, CORRUPT, POLITICS, POLITICIAN, PUBLIC, MONEY, RULER, GOVERNMENT, TAXES, EDUCATION, CHILDREN, TEACHERS, EMPLOYMENT, YOUTH,

OPPORTUNITIES, WORK, EQUALITY, CITIZEN, PREJUDICE, RESPECT, SOCIAL, INVESTMENT, SCHOOLS, ROADS, NATURE, JUSTICE, FAIR, HEALTH, SAFETY, and VIOLENCE. This list grouped similar words or words that are part of the same theme, resulting in a posteriori categorization (BARDIN, 2011).

The word corruption is grouped with all terms relating to politics, money, taxes, and government. Education is linked to teachers and children, who need to be educated for a better future. Employment is reported as a work opportunity and targeted at young people who find it challenging to have it. Equality reflects the social aspect of a citizen, prejudice, and respect. The investment concerns new infrastructure work for schools, roads, and nature preservation. The word health presented no other word that could be related except itself. In this case, doctors, conditions, or illnesses were not mentioned as the most cited words, only health in general. The word safety was linked to violence, and justice

was linked to the word fair (its derivation). The clusters are in Table 2.

Table 2 – A posteriori categorization

WORD	CLUSTERS
CORRUPTION	Corrupt, Politics, Politician, Public, Money, Rulers, Government, Taxes
EDUCATION	Children, Teachers
EMPLOYMENT	Youth, Opportunities, Work
EQUALITY	Citizen, Prejudice, Respect, Social
INVESTMENT	Schools, Roads, Nature
HEALTH	
SAFETY	Violence
JUSTICE	Fair

Source: elaborated by the authors.

From the selection of words, a coding matrix was performed, crossing the categories with the five regions to identify the frequency of each category by region resulting in Table 3.

Table 3 - Categories occurrence by region

CATEGORIES OCCURRENCE BY REGION							
CATEGORY/ REGION	A: Midwest	B: Northeast	C: North	D: Southeast	E: South	Total	%
1: CORRUPTION	88	443	140	416	201	1288	33%
2: EDUCATION	49	238	78	210	126	701	18%
4: EQUALITY	31	173	35	143	77	459	12%
7: HEALTH	22	140	43	104	68	377	10%
3: EMPLOYMENT	28	95	38	119	66	346	9%
5: INVESTMENT	25	78	35	96	44	278	7%
8: SAFETY	16	105	23	81	46	271	7%
6: JUSTICE	8	65	7	49	28	157	4%

Source: resultant from software NVivo®12.

Aiming to standardize the data, the matrix was transformed into a percentage, thus defining the proportionality of the incidence of the themes presented in Table 4. Based on this analysis, the five categories with the highest incidence in the overall total of testimonials were selected to cross-check with the indicators: corruption, education, employment, equality, and health.

Table 4 - Categories occurrence – percentage incidence

CATEGORIES OCCURRENCE - PERCENTAGE INCIDENCE					
CATEGORY/ REGION	A: Midwest	B: Northeast	C: North	D: Southeast	E: South
1: CORRUPTION	33.0%	33%	35%	34%	31%
2: EDUCATION	18.4%	18%	20%	17%	19%
3: EMPLOYMENT	10.5%	7%	10%	10%	10%
4: EQUALITY	11.6%	13%	9%	12%	12%
7: HEALTH	8.2%	10%	11%	9%	10%

Source: elaborated by the authors.

Table 4 shows that, homogeneously, corruption is the most evident indicator in every country region; from north to south, the incidence exceeds 30%. Education has a 20% of incidence in the north region compared to other regions. The indices are regular because the smallest incidence is in the southeast region, representing 17%. The employment category presents comparative data, but the emphasis is on the northeast region with the lowest incidence of 7%. In the equality category, the north region stands out for the lowest occurrence, represented by 9%, and health has the lowest frequency among the other regions with 8.2%.

The second part of the data collection presented the indicators previously described in the method. The results are shown in Table 5.

Table 5 - Brazilian indicators

BRAZILIAN INDICATORS							
INDIC/ REGION	POPULATION	A: IFDM	B: IFDM - EDUC	C: IFDM - EMPL/ INCOME	D: IFDM - HEALTH	E: GINI	F: INCO PER CAPITA (R\$)
C: North	17,623	0.56	0.64	0.39	0.64	0.544	1,011.00
B: Northeast	57,069	0.6	0.68	0.41	0.72	0.567	984.00
D: Southeast	86,876	0.71	0.84	0.47	0.81	0.529	1,773.00
E: South	29,584	0.74	0.82	0.53	0.85	0.477	1,788.00
A: Midwest	15,728	0.72	0.8	0.55	0.8	0.536	1,776.00

Source: elaborated by the authors.

Relating the testimonials from the project “The Brazil I Want” (Table 4) and Brazil’s social indicators (Table 5), the points of information crossing for the analyses were identified. In the Midwest region, the EMPLOYMENT category was analyzed using the IFDM Employment and Income indicator, which presents the result of 0.55 because despite presenting the best indicator, there is a high number of testimonies alleging problems in this regard.

In the Northeast region, the category EQUALITY, pointed out by 13% of the participants, was one of the highest if compared to the other regions that obtained 11.5%, using the GINI indicator, which resulted in 0.567, the worst index of all the regions. Also, the category EMPLOYMENT using the indicator IFDM Employment and Income with 7%, in this case, despite presenting a low index of declarations about jobs, showed the worst Firjan indicator, presenting the result of 0.41.

In the North region, the CORRUPTION category was analyzed using the IFDM Education indicator of 0.64 (the lowest in the whole country) and Income per Capita, which presents the value of R\$ 1,011.00, one of the weakest in the country. As can be seen, there is a demand for education (20% of the reports), felt and confirmed by the index. In addition, the Health category, using the indicator IFDM-HEALTH, presented the worst result in the country, with an index of 0.64, and it is the region where health has an important relevance with 11% of the testimonies, while in the other regions it obtained on average 9% of complaints.

The EDUCATION category was analyzed in the Southeast region using the IFDM Education indicator. Although the region proportionally presented the highest number of questions and testimonies related to education, with 17% of the affirmations, it presents the result of 0.82 in the IFDM-EDUC indicator, which is the best result among the regions.

In the South region, the CORRUPTION category was analyzed using the general IFDM indicator, which was the region that presented the minor declarations on the subject 31% and has the best available IFDM indicator, delivering the result of 0.74. Next, the results and analyses from each region in the country are presented.

4.1 SOUTH REGION

In the south region, the highest incidence of recurrence of citizens' statements is related to the dimension Corruption, and there were 201 statements, 31% of the total of this region, followed by 126 statements related to education, 19% of the total of the South, and 77 statements about Equality, corresponding to 12% respectively. Statements such as (Laranjeiras do Sul, PR) "The Brazil I want is a Brazil of opportunities, a Brazil of growth, without corruption" and (Tupanciretã, RS)

"... a Brazil where teachers are valued. An educated country is a country with health, security and no corruption" also relate more than one dimension of analysis in a single statement, corruption, education, health, investment, and others.

The South region has a population corresponding to 14.30% of the national total and presents the second-highest IFDM index related to education, a value of 0.82. In the same way, when analyzing complete higher education indicators, of 16.7% presented by IBGE (2018) to the IFDM, one can relate the relative higher education indicators of the South region to the capacity to issue and identify Corruption as a dimension present in the speakers' judgments. In second place in the declarations comes education with 19% frequency in the reports, confirming the relevance of education in the speakers' opinion. When analyzing together other indicator values, IDFM, IDFM-Education, IFDM-Employment and Income, IFDM-Health, Gini, and Per-capita Income, the South region presents the best relative indexes in the set of regions, see Table 1, except in the IFDM-Education indicator, in which 0.02 points below the Southeast region are verified. Likewise, according to IBGE (2018), the Southeast region registers complete higher education indicators with a value of 17.3%, registering 0.6% more than the South Region.

4.2 NORTHEAST REGION

In the Northeast region, the highest incidence of the recurrence of citizens' declarations is related to the dimension Corruption, which was present in 443 declarations, making up 33% of the total for this region, followed by 238 declarations related to Education, 18% and 173 declarations related to Equality, which corresponds to 13% of the total investigated. The Northeast region has a population corresponding to 27.59% of

the national total and presents the index IFDM related to education, in the value of 0.68, positioned in second-to-last place compared to the other regions. It is necessary to highlight the importance of this indicator to make it possible to understand the declarations on the need for equality in this region of the country.

Justifying the relationship between both Education and Equality, statements such as “the Brazil I want is a Brazil with more security and less prejudice” (Queimados, RN) and “it is a Brazil that has more opportunity for young people, a Brazil without prejudice, with education and quality health” (Olho d’água, AL). The GINI indicator is one of the indicators to measure income inequality, also associated with the wealth of a population. It is verified that the result of the Northeast is around 0.57, representing the country’s highest index in 2018. Added to the situation, there is still the distribution of household income per capita by color or race (IBGE, 2018).

According to IBGE (2018), only 7.7% of the region’s residents receive more than two minimum wages. However, as stated in the testimonies collected, the greatest concern is concerning employment opportunities. “A country that offers employment for all people to work have their source of income, social equality, health and safety” (Barbalha, CE). In other words, the lack of job and work opportunities in a given region leads to the rural and urban exodus, according to the following statement: “that there are more job opportunities for young people. Many of our young people do not have opportunities in their cities and need to move outside the state” (Monteirópolis, AL). Aligning the analyses of Education and Equality with the issue of Employment, the testimony of Turiaçu, MA, briefly explores

all the yearning of the Northeastern people: “it is a Brazil with less corrupt politicians who relieve the hunger and poverty of our Brazil and that there are more faculties in our city because we are young and we need a better future.”

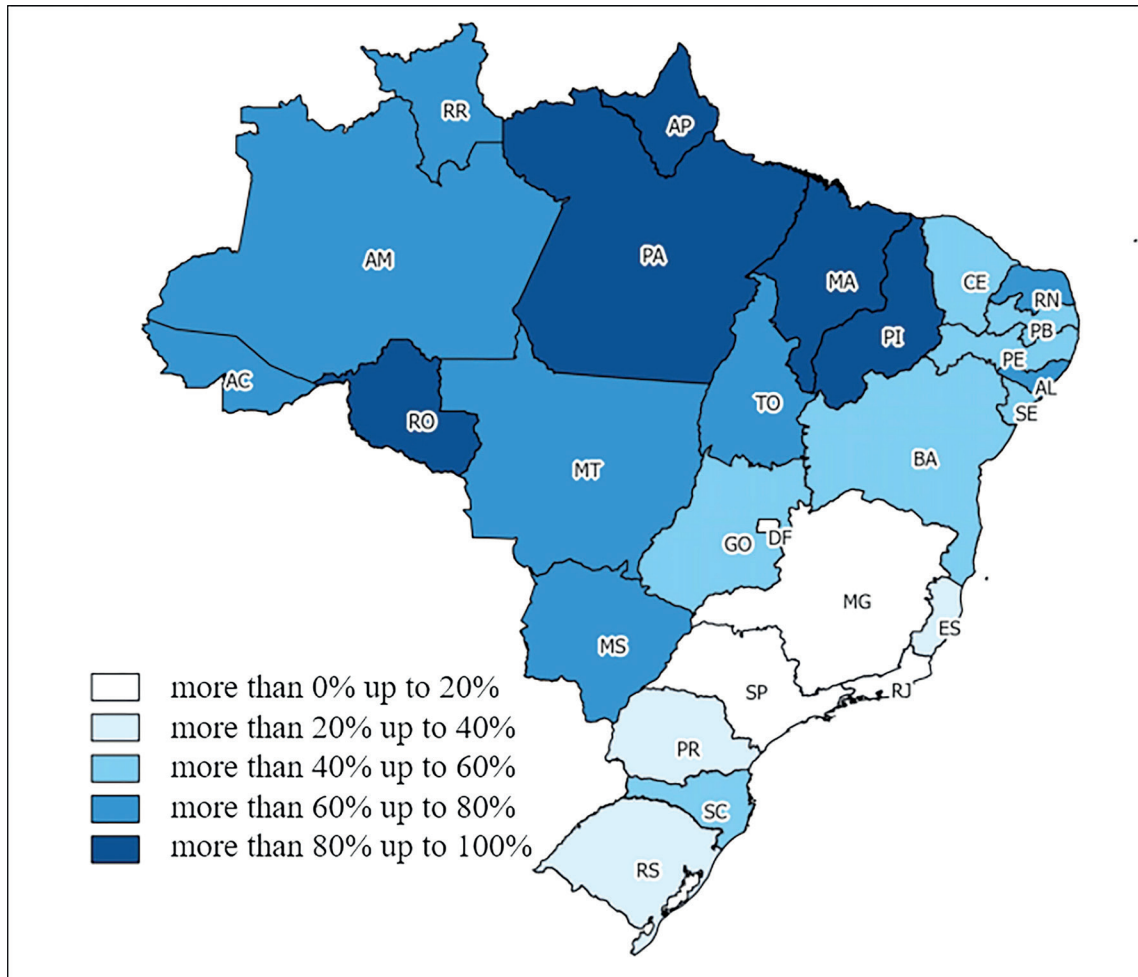
4.3 NORTH REGION

In the north region, the most significant incidence in the recurrence of citizens’ declarations is also related to the Corruption dimension, present in 140 declarations, adding expressive 35% of the themes approached and much superior to the second one, which is Employment, with 20% of the statements collected. The north region has a population corresponding to 8.52% of the national total and presents the IFDM index related to health, in the value of 0.64, positioned in the last place compared to the country’s other regions.

To analyze the Health dimension, with 11% of the citations collected, some aspects are essential, such as housing. According to the IBGE (2018), 9.8% of the housing in the region does not have a complete bathroom, with 13.4% of urban spaces excessively thickened and 24.4% of the housing with some type of inadequacy in their construction. If added to the second, the first aspect can be considered a disease transmitter, as several other examples described in the recent history of humanity.

In addition to the situations related to housing, there are essential sanitation aspects, such as garbage collection, sanitary sewage, and drinking water supply. According to the cartogram presented in IBGE (2018, p. 67), in figure 2, the North and Northeast regions have the greatest restrictions on sanitation services offered by the public service.

Figure 2 - Population proportion living in housing without access to at least one of the three essential sanitation services, by Federation Units – Brazil - 2017



Source: IBGE (2018).

The testimony from the city of Portel, PA, represents precisely the region’s anxiety when the need for “a Brazil with more investment in the health area, especially for the riverside people, who need public health policies.” The testimony coming from Xinguara, PA, suggests failures in the policies adopted, as well as in corruption, when it stresses that it is necessary “a country without impunity and that taxes be directed to investments in education, infrastructure, and health and that politicians govern in favor of the people,” added to Salinópolis, PA, which requests honesty above all, in general.

4.4 SOUTHEAST REGION

The southeast region has the highest population density, with 42% of the Brazilian population. The education category obtained 17% of occurrence in the declarations of citizens, the lowest of all regions in Brazil, indicating that it is not a latent demand for the population. This argument corroborates the IFDM index related to education, which presents 0.84, the best education index in the country.

However, when the 210 statements that talk about education are observed, it is noticed that there are different demands. Some people

have asked for more education, considering that it is an agent of change against corruption in the country, such as: "I want to see a Brazil that invests more in education. We are the people, and only the people can change this page that shames our country" (Afonso Cláudio, ES). Complementing and thinking about a better future, statements were cited: "A Brazil with quality education, to form more capable citizens and more conscious voters" (Campaign, MG) and "A country whose objective is education. Only through it, we will all know what the common good is" (Cabo Frio, RJ).

Another point addressed in education refers to the respect and appreciation of teachers, since 12.5% of teachers in Brazil are victims of verbal aggression or intimidation of students at least once a week, according to the OECD report (BRASIL, 2016). This perception is reported when the participants commented: "It is a country that prioritizes education and values teachers because it is from there that truly distinguished citizens are created and that the country is truly changed, which is what we need" (São Roque do Canaã, ES). "The Brazil of a government that takes care of the population, teachers, and children" (Guaratinguetá, SP) and "A Brazil that respects the teachers and that there are laws that protect the teachers" (Brumadinho, MG).

4.5 MIDWEST REGION

In the Midwest region, the highest incidence of occurrences in the citizens' declarations related to the dimension Corruption, present in 88 statements, thus totaling 33% of the total of this region, followed by 49 statements related to Education, being therefore 18.4% of the respondents, and 31 declarations related to Equality, which corresponds to 11.6% of the total raised by citizens. The Midwest region has a population corresponding to 7.60% of the national total and presents the IFDM index related to employment and income, with a value of 0.55 in the first place compared to the other regions.

This indicator's importance should be highlighted to make it possible to understand the declarations on the employment needs of this country region. Statements such as (Santa Teresinha de Goiás, GO) "Is that companies give employment without requiring experience, because if we do not work how will we have experience? That they bring more jobs" and (Poconé, MT) "It is a Brazil where there are more opportunities for employment, education, and health."

The GINI indicator is one of the indicators for measuring income inequality, also associated with the wealth of a population, and the result for the Midwest region is around 0.53, representing the country's third-highest index in 2018.

Respondents' major concerns relate to the issue of employment and income, as well as education. (Mineiros, GO) "It is a fairer country, where children have more access to education. That is, access to education makes the young have more access to employment and income according to the following statement: (Angélica, MS) "A Brazil of more education, a Brazil of more love for others, a Brazil of more employment opportunities, where a student enters a school and leaves with an opportunity, leaves with an opportunity for a good job." This assertiveness regarding education and employment is evidenced in more reports such as (Ipiranga do Norte, MT) "This is the Brazil I want for us, a Brazil with more sports, education and more work for us to be happy."

The concern of the Midwest population about access to education to have a better job and income is in line with the PNAD report (2017), which showed the level of education as an essential indicator in determining the actual average monthly income of all jobs, showing a positive relationship, that is, the higher the level of education achieved, the higher the income. This statement is also complemented by relating the per capita income indices and the IFDM Education, where the South, Southeast, and Midwest regions present the best education and per capita income indices.

5 DISCUSSION

The Northeast region has one of the worst IFDM Employment and Income (0.41) indicators, and, even so, there was a low index of interviewees who reported the problem of employment and income in the region (only 7%). This result indicates that the population can live with less income per family, confirmed by the country's lower per capita incomes. For the northeasterners, the problem of corruption, education, and equality are the most felt because, with higher education, it is understood, and proven by the indices, that there is an increase in per capita income and, consequently, greater purchasing power and possible reduction of social inequality. This difficulty felt and verified in the indices decreases global human development, which relies on literacy, years of schooling, and per capita income and life expectancy (SHARMA; SHARMA, 2015).

Even though the Southeast region has the best education index in the country, after corruption, education was the most requested demand by the population of this region, suggesting that it needs more investments in quality education, in general, and also that it can be the basis for reducing corruption. It is worth noting that the population of the Southeast is the largest in the country, corresponding to 42% of Brazil's population; even so, it maintains the same proportion of complaints against corruption.

Still, it is worth noting that corruption is reported by a third of the Brazilian population, with the most latent demand among those interviewed. This shows that, regardless of the region, corruption occurs at the federal level and that all Brazilians feel and perceive that, without it, the country could have more assistance for education, health, food, work, housing, transportation, leisure, security, social security, maternity and childhood protection and assistance to the helpless, rights that makeup Article 6 of Brazil's Constitution (BRASIL, 2015).

Corruption is seen as a serious problem that threatens democracies. In countries with high levels of corruption, respect for institutions and confidence in a democracy are lost (AREVALO; MEURER, 2021). However, according to the Corruption Perceptions Index, which scores 180 countries and territories by their perceived levels of public sector corruption, according to experts and business people, Brazil ranks 96 of the 180 countries indexed, and scores 38 out of 100. The rank is the country's position relative to the other countries in the index. On the other hand, the score is the perceived level of public sector corruption on a scale of 0-100, where 0 means highly corrupt and 100 means very clean. According to the data, 2/3 of the countries score less than 50, and the average scale is 43/100. Therefore, considering the world perception, Brazil is close to the average concerning corruption (CPI, 2021).

Through the indicators, it is clear the difference among the Brazilian regions, separated into two blocks: on the one hand, the South, Southeast, and Midwest regions are more developed and assisted, with better indices and incomes; on the other hand, the North and Northeast regions, with greater social inequality, lower-income, and more difficulties. Even though the government acts equally to all states, the difference between the world of policy planners and public managers and the world of citizens means that the implementation of a policy may present very different results from those expected (HOWLETT; RAYNER, 2007). Therefore, the development of public policies and management should be firmly connected so that the implemented public policies achieve the intended results (MINTROM; LUETJENS, 2015).

The main difference between these regions is geographical, allied to their climate. Thus, water scarcity in the Northeast region (REBOUÇAS, 1997) and excess forest in the North region, with the Amazon forest, make access to health difficult (GIOVANELLA;

FLEURY, 1996), education, and other services to the population. As a result, since their needs differ, policy designers generally develop their activities with a limited perception of how citizens experience public programs (MINTROM; LUETJENS, 2015). In public policy areas, the participation of those being served is fundamental to the success of this policy, including, but not limited to, areas such as education, public health, environmental administration, and crime prevention (ALFORD, 2009; SCHACHTER; LIU, 2005; THOMAS, 2012).

6 CONCLUSION

Using social media and other information technologies to optimize public management has attracted increasing academic attention (MERGEL; BRETSCHEIDER, 2013). Thus, this study aimed to analyze the opinion disclosed by Brazilians on a television network on topics that impact society, comparing them with social indicators. As a result, it is perceived that Brazilians perceive corruption as the reason for the gaps found in health, education, security, investments, and social inequality, for example. Corruption is felt in all Brazilian regions indicating that it occurs in the country by government officials, specifically at the federal level.

In addition, the population believes that the change to the desired country begins with education because it is considered the basis for a better future. This perception is also verified in the indices showing that regions with higher education have higher per capita income.

Therefore, the people, as change agents, need not only to educate themselves and demand governmental actions and transparency but also to participate in public administration, whether in the form of public or private organizations, sharing the same project, to influence the formation of public policies and benefit as a user of the public system.

These study findings greatly contribute to the government and policymakers'

understanding that the people of a nation need to be heard because they have important things to say, and civil society is a key part of the necessary change, especially in Brazil. Also, by comparing people's statements and the social indicators, the indices were confirmed, and it is realized that when people's perception is not following the numbers, what is a contribution to the public management to understand better how people see and benefit from public investment.

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