

Media Exposure and Latin Participation in U.S. Politics

Research Question: How does media exposure influence the overall participation of Latinos/Hispanics in U.S. politics?

Abstract

Following the aftermath of the 2016 election of U.S. President Donald Trump, many stereotypes gained prominence within the political world. The conceived notion is that U.S. Latin/Hispanic citizens failed to exercise their official right to vote. In regards to this issue of public perception, there has been little research conducted in determining the factors behind this viewed lack of participation from this demographic in U.S. politics. While some may view this issue as a form of unfamiliarity with the U.S. political process on part of the U.S. Latin/Hispanic citizen population, the prevailing theory is the idea that these citizens are not willing to share their political beliefs in light of the current immigration policy. However, despite the lack of research about the topic, most of the existing research suggests that the exposure to certain kinds of media directly affects the amount of political participation observed within the U.S. Latino/Hispanic citizen demographic. As such, the following research investigation will highlight the various connections between the exposure towards certain types of media and the observed political participation from U.S. Latino/Hispanic citizens, supporting the notion that the form of media exposure impacts political participation.

Research Methodology

- The primary mode of research I conducted was in the form of analyzing research articles published in various journals. These journals usually revolved around the findings of studies analyzing the Latino/Hispanic political participation during the 2016 U.S. election.
- More specifically, each of these sources revolved around a study that focuses on a certain type of media exposure.
- The other two sources do not harbor any form of research results. Instead, one is a research article dedicated on analyzing the evolution of political outreach towards Latino/Hispanic Americans on social media. The second source is a passage taken from a scholarly book, which focuses around the influence of radio shows on fueling activism in communities across this nation.

U.S. Hispanic Population over Time

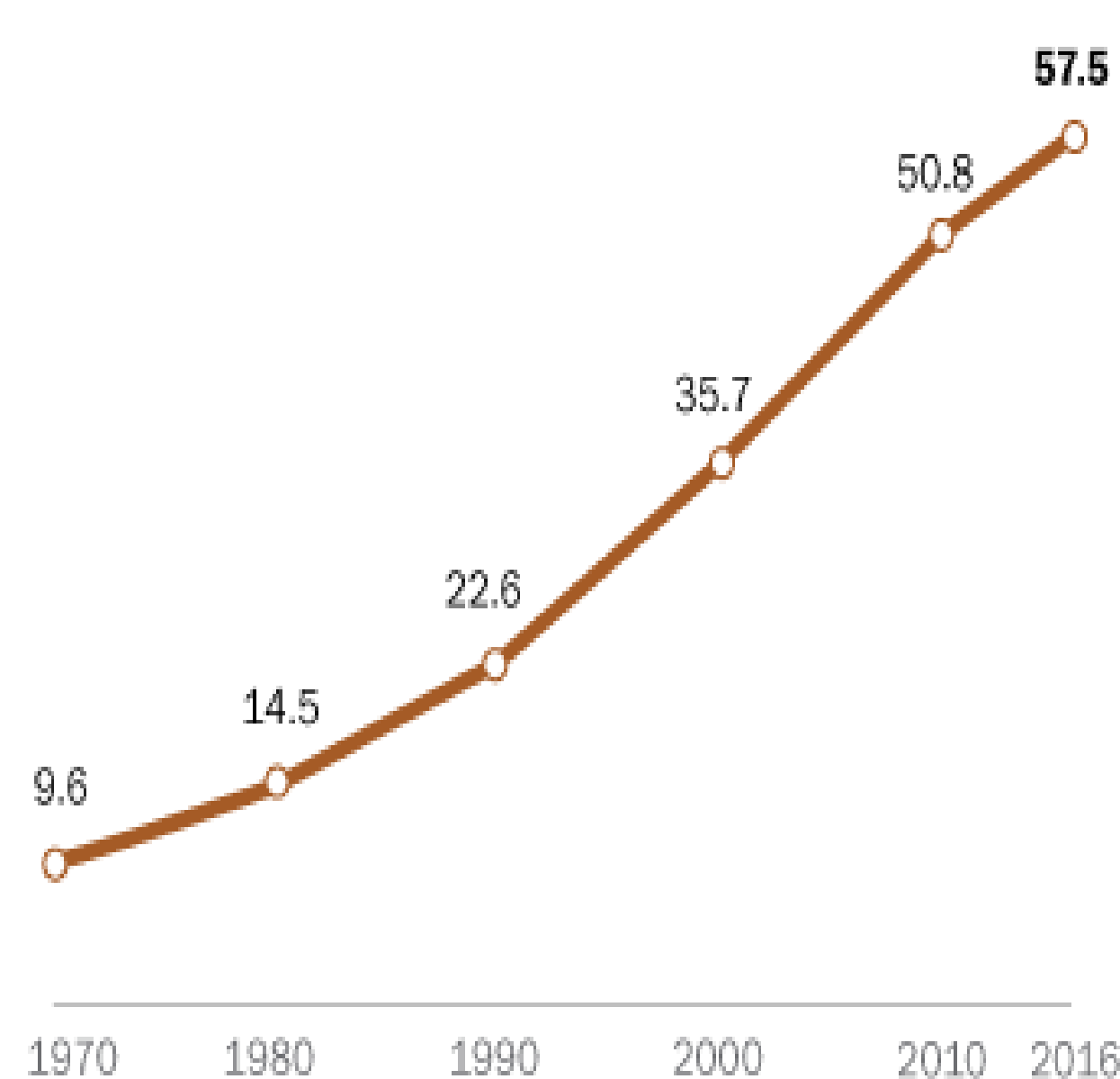
- The following chart was published by the Pew Research Center in 2016
- The total U.S. population in 2016 reached about 323.1 million residents
- In the year of Donald Trump's election, the Hispanic population reached a total of around 57.5 million residents, about 18% of the total U.S. population that same year

U.S. Hispanic population hits new high

In millions

Note: 1990-2016 estimates are for July 1.
Source: 1970-1980 estimates based on decennial censuses (see Passel & Cohn 2008).
1990-2016 estimates based on intercensal population estimates and Vintage 2014.

PEW RESEARCH CENTER



Results

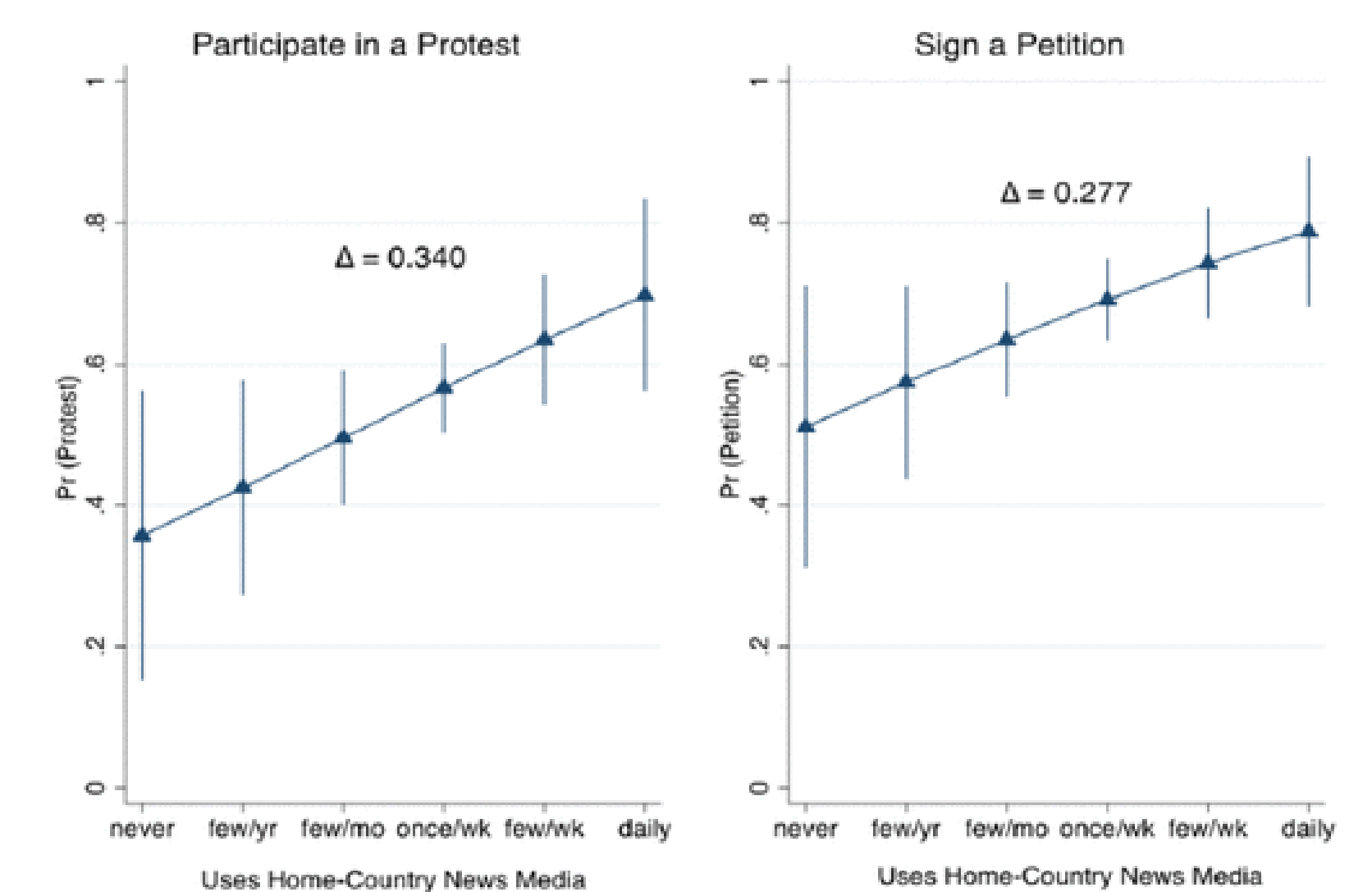
Study #1: Social Media

- The data collected was during the 2016 U.S. Election
- In doing so, the analysis consisted of 227 participants, each identifying as either Hispanic or Latino, while also indicating an ownership of either a Twitter or Facebook account
- It was found that Latino participation in politics increased as both familiarity and efficacy of a certain social media platform also increased
- This behavior was reportedly caused by both the reactions towards one's own political post, as well as witnessed reactions towards other political posts



Study #2: Home-Oriented Media

- The study was conducted by using data from the 2015 National Latino Health and Immigrant survey
- Latino/Hispanic engagement in political activities were coded using yes/no questions
- 1,405 Hispanics participated
- Latinos who reported a daily use of home-orienting media were found to be more likely to sign a petition or protest

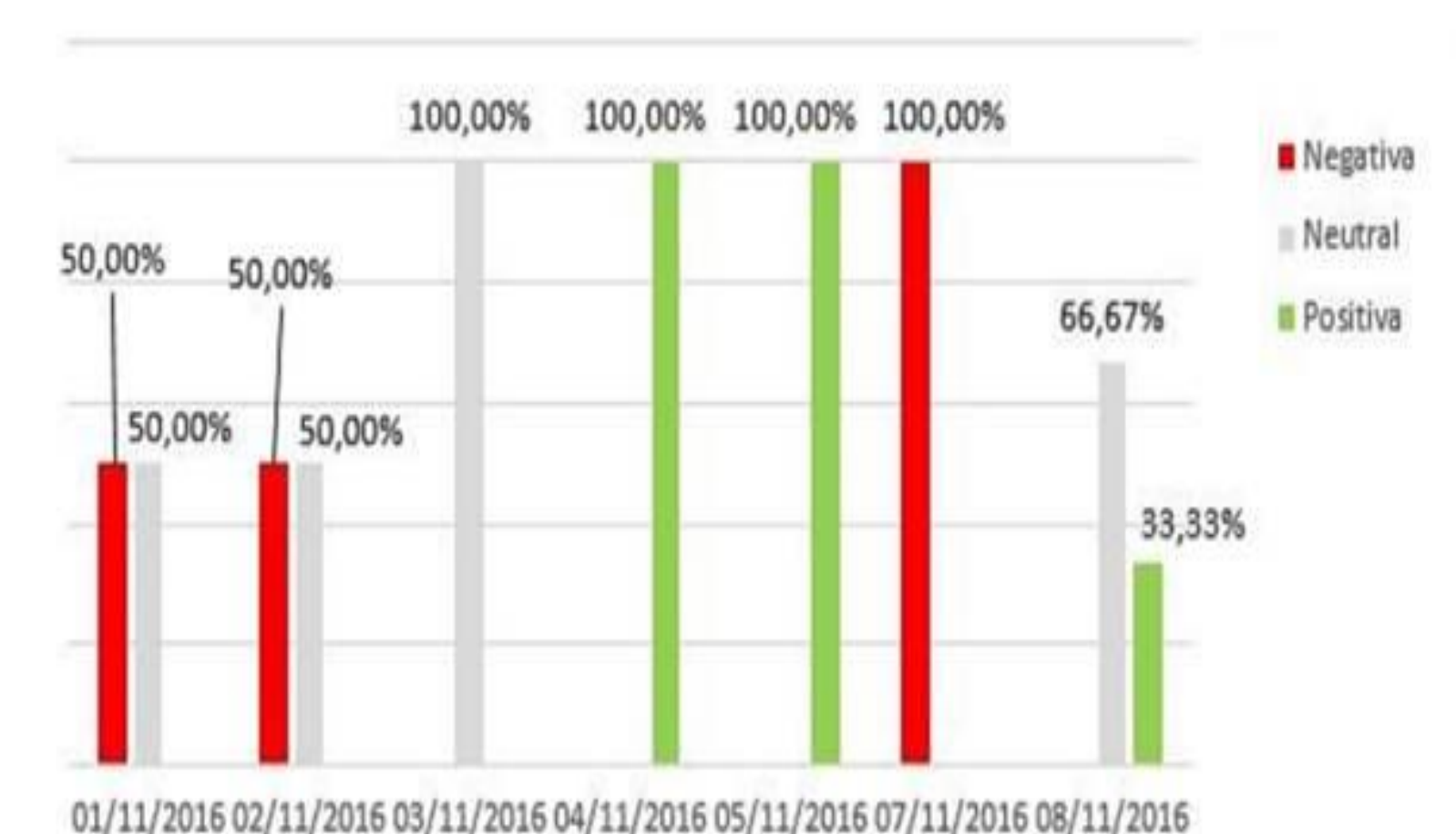


Study #3: Hispanic Media

- The news outlets of *Univision* and North Carolina's own *Que Pasa Noticias* were primarily analyzed, with 35 units from each outlet being focused on
- Both the valence of the units and the appearance ratios of both 2016 candidates on each outlet were analyzed
- The 35 units would be identified as positive, negative, or neutral pieces of news
- Univision* had a candidate appearance ratio of 1:1, with 50% appearances of both Donald Trump and Hillary Clinton; *Que Pasa Noticias* had a candidate appearance ratio of 3:2, with 60% of them being Hillary Clinton, and 40% of them being Donald Trump
- By November 11th of 2016, the North Carolina Latino population's perceptions of both candidates were the following: 66.67% neutral and 33.33% positive for Donald Trump, and 40% both positive/neutral and 20% negative for Hillary Clinton



Progresión valoraciones sobre Trump



Conclusion

- Political participation in the U.S. Latino/Hispanic population is largely shaped by the opinions and observations of other members within the same population
- Familiarity with popular social media platforms also shape how Latinos and Hispanics participate in U.S. politics
- Exposure to home-oriented media outlets tend to influence how Latinos/Hispanics view certain political figures
- Social media political outreach towards the U.S. Latino/Hispanic population has been largely dependent on identifying core ethnic values within said population
- Radio shows have been largely instrumental in promoting ethnocentric protests through news coverage

Evolution of Political Outreach on Social Media towards Latinos

- The 112th Congress Meeting was identified as the infamous "tweeting" congress
- The congressional meeting lasted from January 3rd of 2011, to the same date in 2013
- During this congressional meeting, it was found that political outreach to Latinos on social media usually revolved around specific demographic platforms
- More specifically, the social media platform of Twitter facilitated political outreach to Latinos within the realm of ethnicity representation
- In other words, political outreach towards Latinos on social media is shaped through in-group ethnic discussions around the perceptions of certain political figures

Radio Shows and Latino Activism

- Latino Mass Mobilization: Immigration, Racialization, and Activism* is a book that specifically examines how ethnocentric media outlets drive activism throughout racially-divided communities across the U.S.
- A case study cites that the promotion of demonstrations in L.A. by the Latin radio show H.R. 4437, led to an increase in Latino activism throughout the city's communities
- The New York Immigration Coalition (NYIC) found that most racial protests in the city were televised on "ethnic media" outlets

- Flores, Antonio, et al. "U.S. Hispanic Population Reached New High in 2018, but Growth Has Slowed." *Pew Research Center*, Pew Research Center, 8 July 2019, www.pewresearch.org/fact-tank/2019/07/08/u-s-hispanic-population-reached-new-high-in-2018-but-growth-has-slowed/.
- Gervais, Bryan T., and Walter C. Wilson. "New Media for the New Electorate? Congressional Outreach to Latinos on Twitter." *Politics, Groups, and Identities*, vol. 7, no. 2, 31 Aug. 2017, pp. 305–323, 10.1080/21565503.2017.1358186. Accessed 16 Apr. 2020.
- González-Esteban, JL, and CM López-Rico. *Hispanic Media Influence in US' Presidential Election in 2016*. 26 Nov. 2017, 10.4185/rlds-2017-1230en. Accessed 16 Apr. 2020.
- NW, 1615 L. St, et al. "Latino Population Growth and Dispersion in U.S. Slows Since the Recession." *Pew Research Center's Hispanic Trends Project*, 8 Sept. 2016, www.pewresearch.org/hispanic/2016/09/08/latino-population-growth-and-dispersion-has-slowed-since-the-onset-of-the-great-recession/. Accessed 27 Apr. 2020.
- Velasquez, Alcides, and Andrea M. Quenette. "Facilitating Social Media and Offline Political Engagement During Electoral Cycles: Using Social Cognitive Theory to Explain Political Action Among Hispanics and Latinos." *Mass Communication and Society*, vol. 21, no. 6, 9 July 2018, pp. 763–784, 10.1080/15205436.2018.1484489. Accessed 2 Oct. 2019.
- Vidal, Xavier Medina. "Latino Immigrant Home-Country Media Use and Participation in U.S. Politics." *Hispanic Journal of Behavioral Sciences*, vol. 40, no. 1, 9 Jan. 2018, pp. 37–56, 10.1177/0739986317751899. Accessed 16 Apr. 2020.
- Zepeda-Millán, Chris. *Latino Mass Mobilization : Immigration, Racialization, and Activism*. Cambridge, United Kingdom, Cambridge University Press, 2017.