

Is the Latinx community taken into consideration in the media?

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Introduction:

Social media is something that the Latinx community isn't unfamiliar with. However, this doesn't mean that they get a positive outcome with that. Social media is often perceived as an "evil" phenomenon because it can cause people to lose track of their interests, especially among young adults, making it a diversion. Many citizens are unaware that in Latin America, there is a positive link between social media and activism.

Research Question:

How are media platforms disproportionately engaged within Latinx communities?

Methods:

- Articles
- Journals

Results/Analysis:

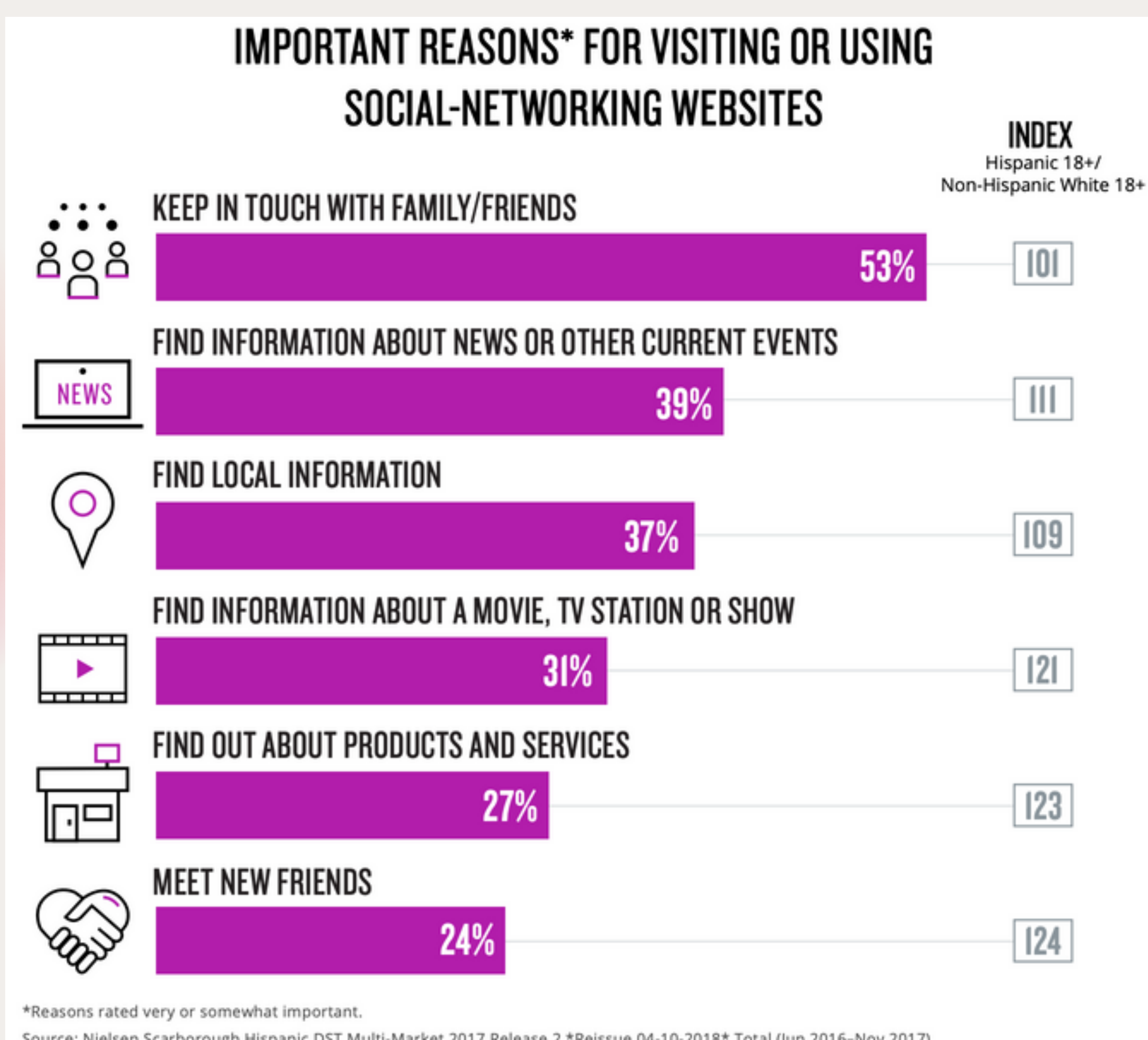
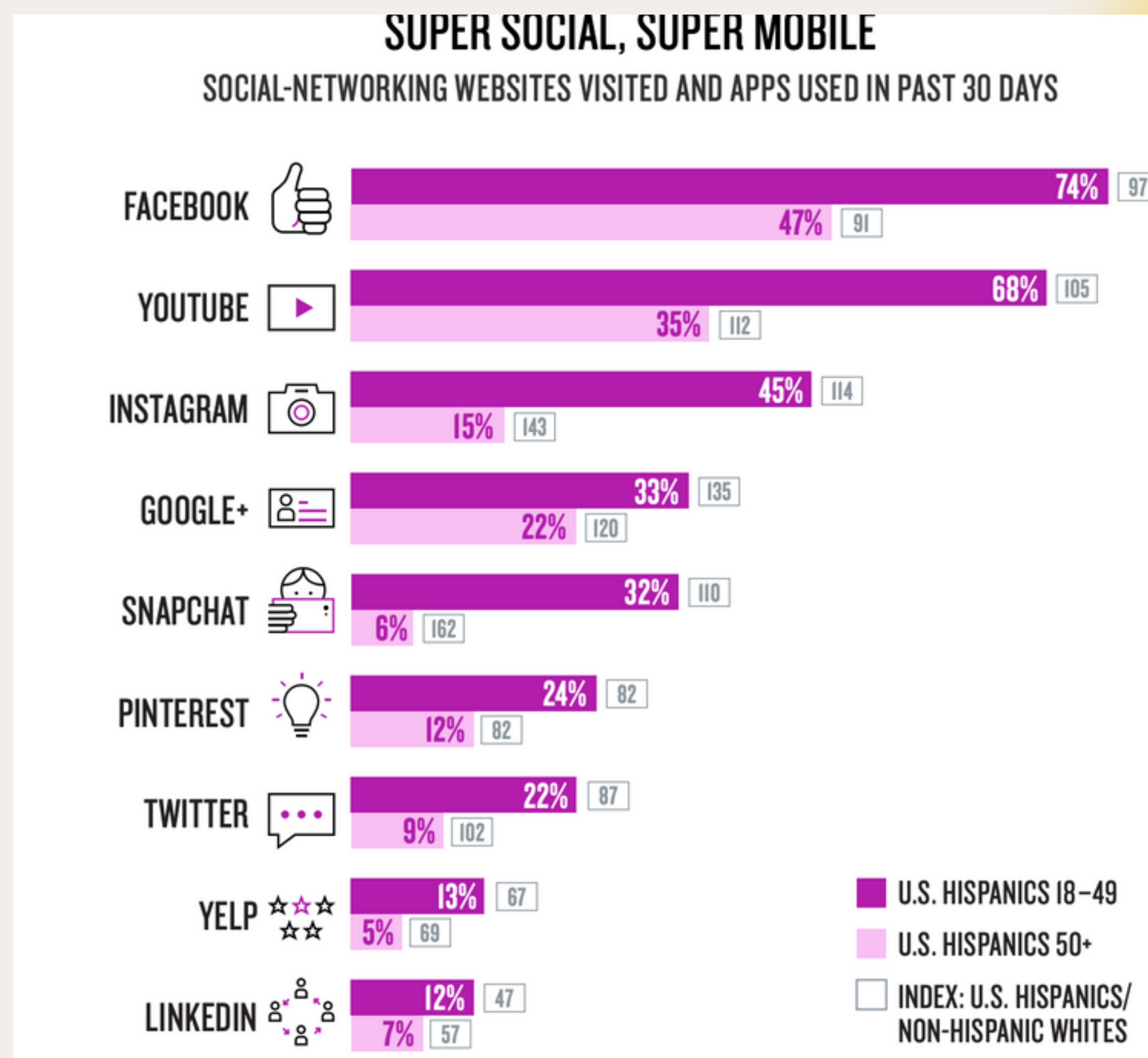
- “Univision, the largest media company serving the Latino population, is the oldest Spanish-only TV outlet and the first Spanish-language TV network in the U.S. “
- “For a long time, as a Univision former executive told us, the network’s only audience strategy was to offer Mexican content to U.S. Latinxs: Whatever worked in Mexico, it was assumed, worked for U.S. Latinxs as well.”



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Results/Analysis:



Conclusion:

In this research project I have learned that the Latinx community really depends on media for so many things. As shown in the results the top two reason why the Latinx community use social media is to stay connected with family members and to receive news about current events, two very important things. For news they rely on Univision and Telemundo because these are the only popular news sources that are in Spanish, so they rely on them to get their news, which isn't even news from the U.S, it's only news from Mexico. The Latinx community is more that just Mexico and all these other countries are not getting the representation that they deserve. They also rely on Facebook which already isn't the most reliable source for news because anyone could just post whatever they want to spread to people.

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