

# A Deeper Look Into the Media's Effects on LatinX Voting

Patricia Aguilar  
LAS 1420  
HD5150@wayn.edu



WAYNE STATE  
UNIVERSITY

Center for Latino/a and Latin American Studies

## Introduction

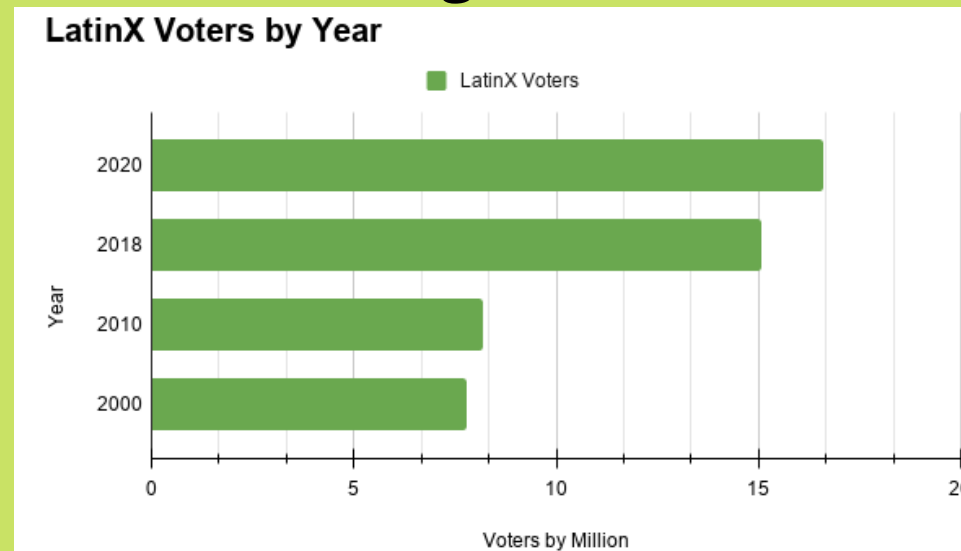
In our current political atmosphere, having your voice be heard is essential. This is the way we can all make changes in our nation, fight for what we want, and be the change we want to see. A crucial part to doing this is being informed and up to date on the current climate around us. Being misinformed can lead to wrong decisions. People from all backgrounds, ethnicities, and economic status deserve the right to receive current bipartisan information for this very case.

Especially recently, LatinX voters are very influential in the voting process. In 2020 alone, cast 16.6 million votes in the presidential election. This being said, LatinX represent 25.5% of all registered voters. These numbers have been and continue to increase with time. LatinX voters were often referred to as the "sleeping giant" when analyzing recent and future elections. With these statistics, we can see how it is instrumental to allow all LatinX voters to receive proper information while casting their vote.

## Research Goal

Who targets LatinX voters, how do they use media platforms to do this, and why do they target this specific group of people?

## Figures



## Results

LatinX voters need to be wary of misinformation across platforms such as Facebook, Twitter, What's App, and telegram. "They're seeing alarming amounts of misinformation about voter fraud and Democratic leaders being shared in Latino social media communities" (Ghaffary).



## Conclusion



- LatinX voter population is growing while misinformation is being spread
- In the future, research can be done in other areas such as the logistics on how this information is being spread so rapidly and how it can be stopped

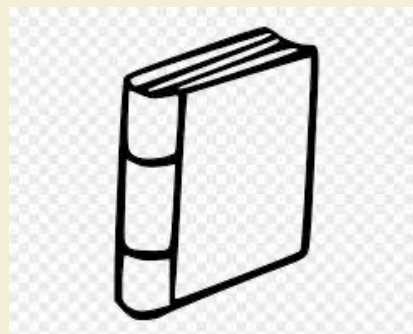
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## Research Methods



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