



Understanding Media Habits & Engaging Latino Communities

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Motivation

- There are widespread reports that Latinos, are being targeted with misinformation, in both English and Spanish.
- Latinos may be particularly likely to encounter misinformation as content moderation on social media is generally worse in non-English languages.
- Very little systematic data exists on the scope of the problem or its effects on politically relevant beliefs.



Motivation

- We know Latinos are on social media, and that they use WhatsApp more than Whites.
- We don't know:
 - How are Latinos using social media relative to Whites?
 - How are Spanish speaking Latinos using social media relative to English speakers or Bilinguals?
 - Does using Spanish language social media lead to belief in misinformation?



Motivation

- What are Latinos (English-Speaking, Spanish-Speaking, Bilinguals) doing on social media?
 - Following politics?
 - Consuming misinformation?
 - Consuming political information?
 - From what sources?
 - Talking about politics?



Motivation

- Does what Latinos do on social media impact their knowledge or beliefs?
 - Lead to belief in misinformation?
 - Lead to more political knowledge?



2022 CSMaP Bilingual Election Monitor

Largest study ever conducted of Latino online political activity in both size and depth

- 3,378 respondents with an over-sample of 2,152 Latinos.
- Balanced sub-samples from different language groups: English dominant, Spanish dominant, and Bilingual.
- 5 survey waves throughout the year.
- Digital Trace Data: Twitter, Facebook, YouTube & Web Browsing.



We asked Respondents to:

- Tell us about their social media use.
- Tell us about other media use.
- Tell us about their beliefs in several widely circulating pieces of misinformation.
- Tell us what they know about abortion laws in America post Dobbs.
- Provide Digital Trace Data.



Summary of Key Findings

- Latino political engagement on WhatsApp is greater than it is for non-Hispanic whites.
- Latinos who used Spanish-language social media were more likely to believe misinformation narratives circulating during the 2022 election cycle – including claims of electoral fraud – than were Latinos who did not use Spanish-language social media.
- Latinos were more likely to rely on social media for information about COVID-19.
- Our digital trace data shows that Latinos were more likely to use YouTube as a source of information *about news and politics* than were non-Hispanic whites.



How We Recruited Our Sample



Sample Recruitment

- We recruited using Facebook Ads in English and Spanish.
- We tried to recruit a sample that was representative of the U.S. adult Latino population on demographic characteristics.
- We incentivized (i.e., paid) people to take our survey.

Recruitment

NYU ONLINE SURVEY

GET \$10 FOR A
SHORT SURVEY

*and the opportunity to
make up-to \$140*

Help improve online
information integrity
and political
knowledge in the U.S.



NYU ONLINE SURVEY

RECIBE \$10 AL
CONTESTAR UNA
BREVE ENCUESTA

*Y la oportunidad de
recibir hasta \$140 (USD)*

Ayúdanos a combatir la
desinformación política en
las redes sociales





Incentivized People to Provide Digital Trace Data:

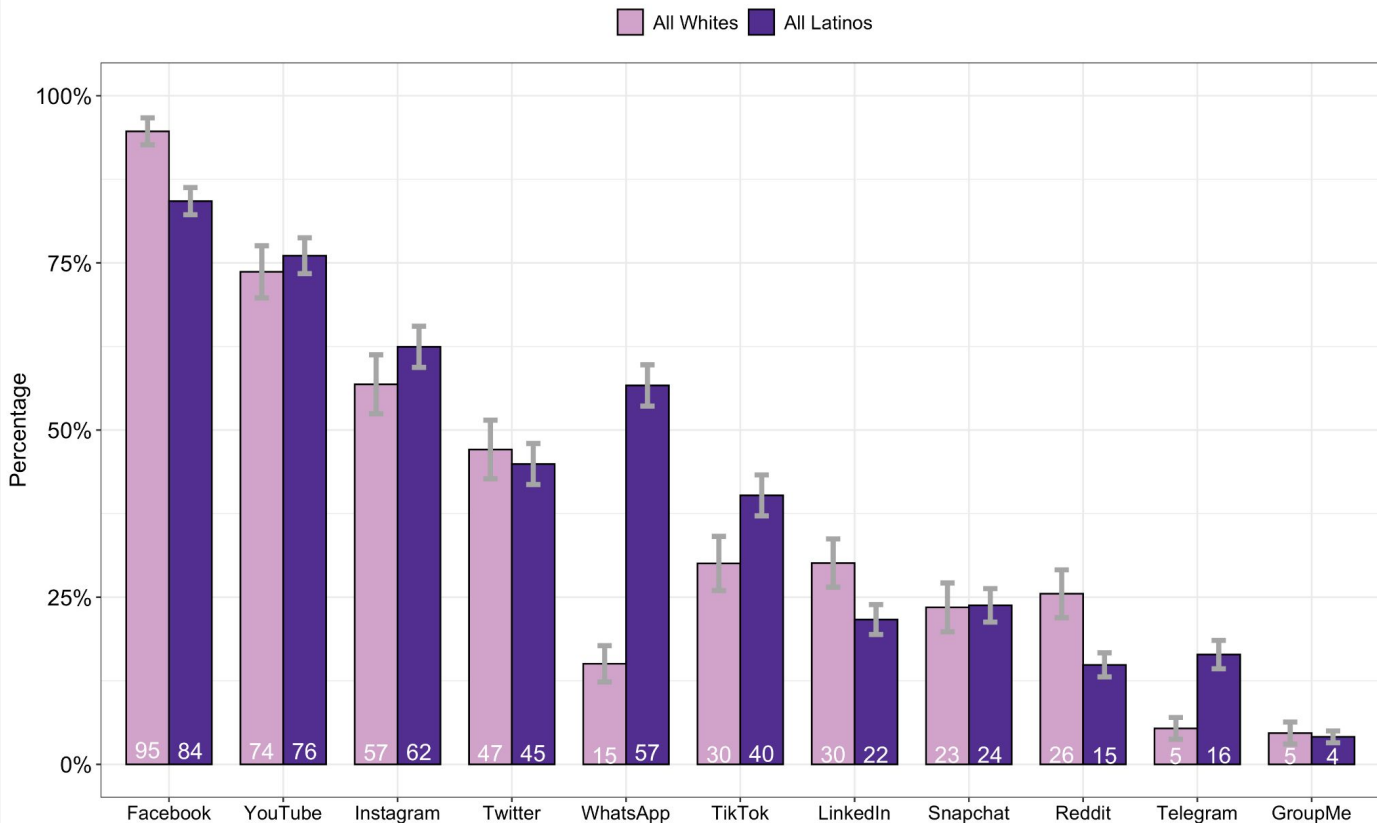
- Install a web-browsing tracker.
- Connect to a Facebook app that allowed us to collect information on their Facebook activity.
- Share their Twitter-ID so that we could collect their tweets and who they followed .
- Download their YouTube history and send it to us.



How Latinos Use Social Media



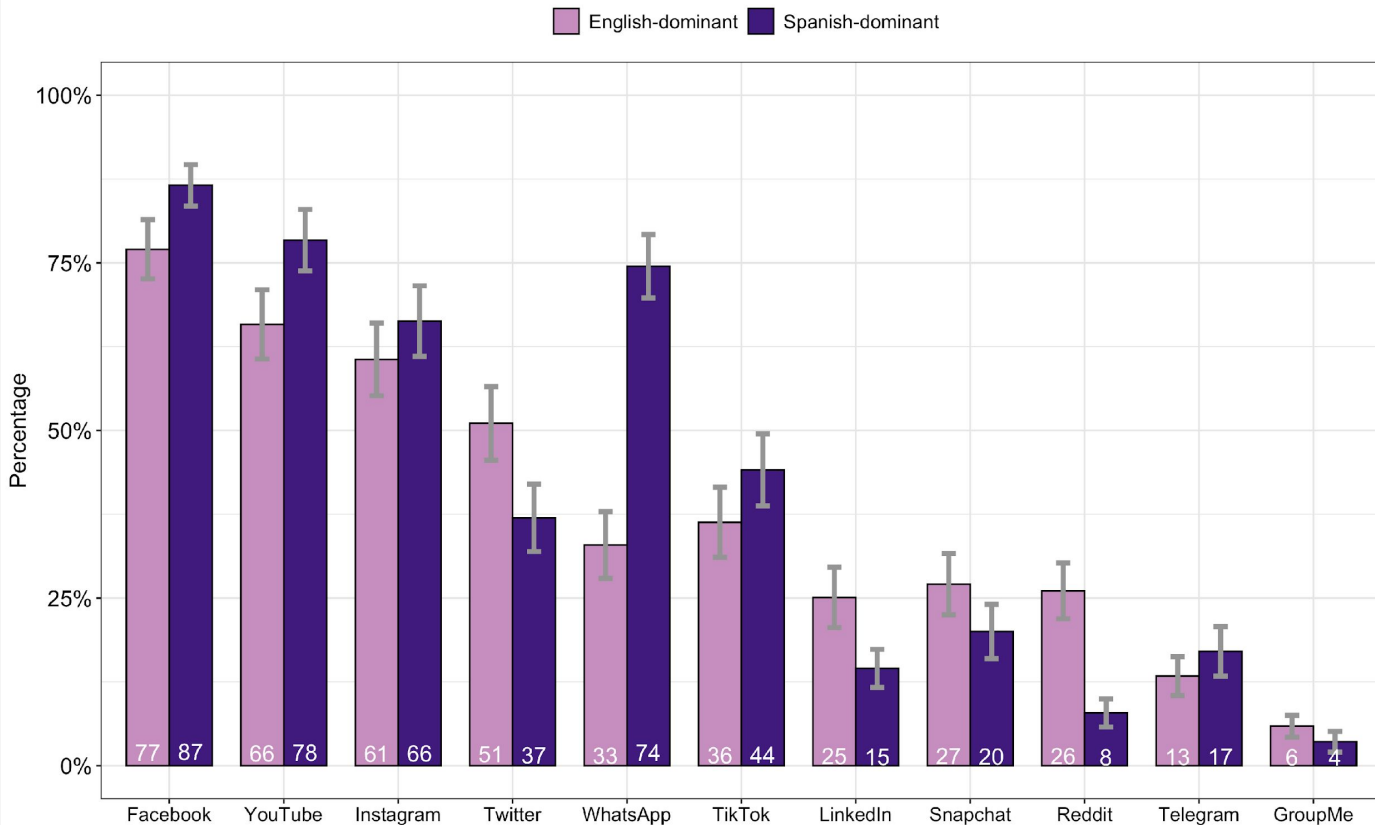
Do you use any of the following social media sites?



1-Yes, 0-No



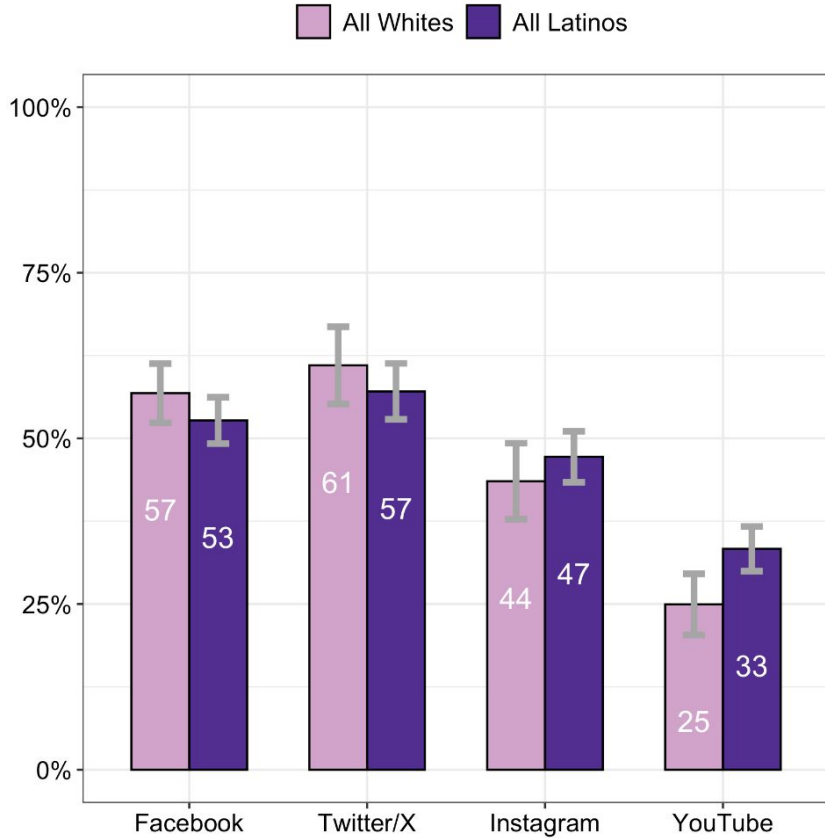
Do you use any of the following social media sites?



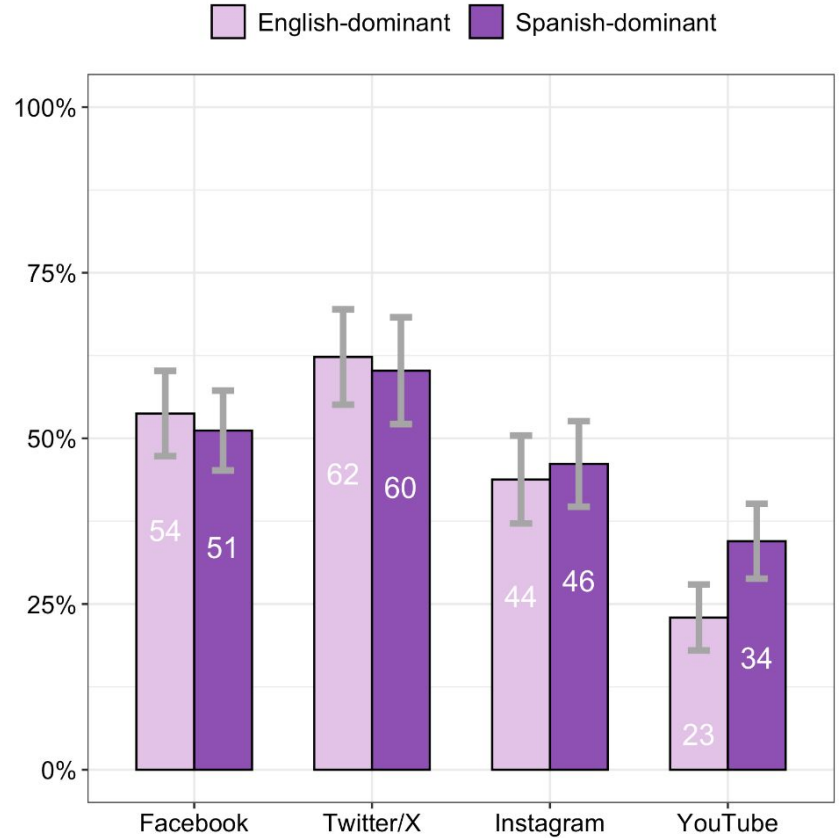
1-Yes, 0-No



A Percentage of respondents that follow or like at least one political figure.

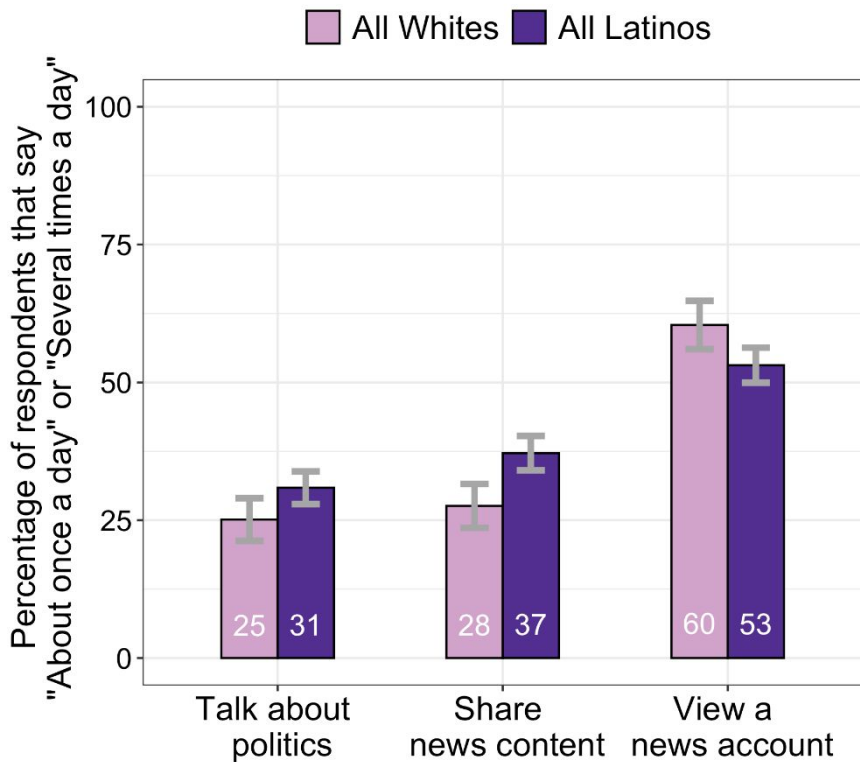


B Percentage of respondents that follow or like at least one political figure.



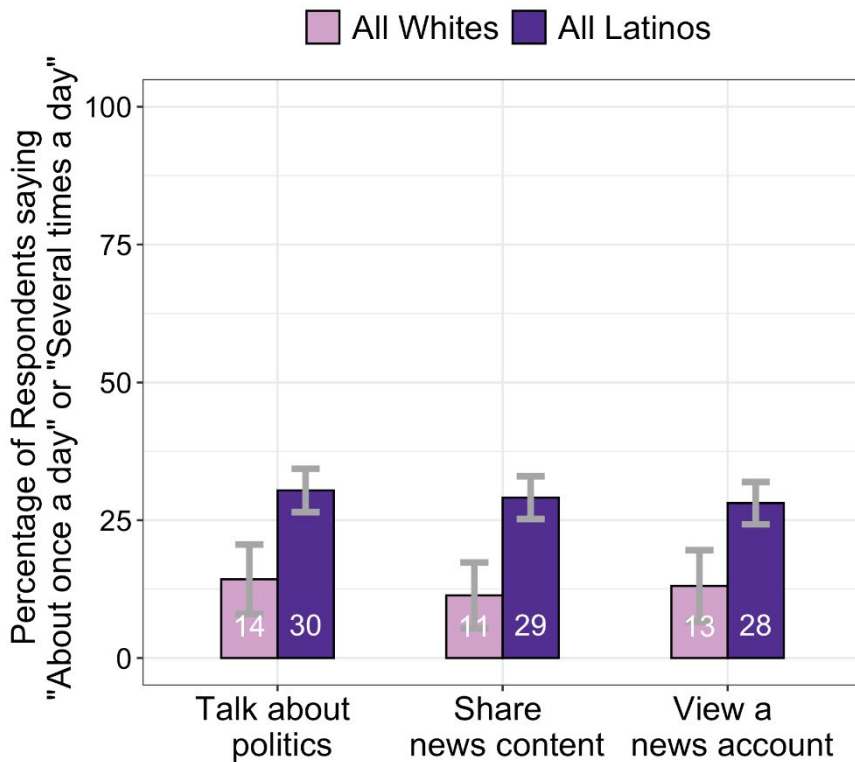


A On [SOCIAL MEDIA], how frequently do you?



Platforms include Facebook, Twitter/X, and Instagram.

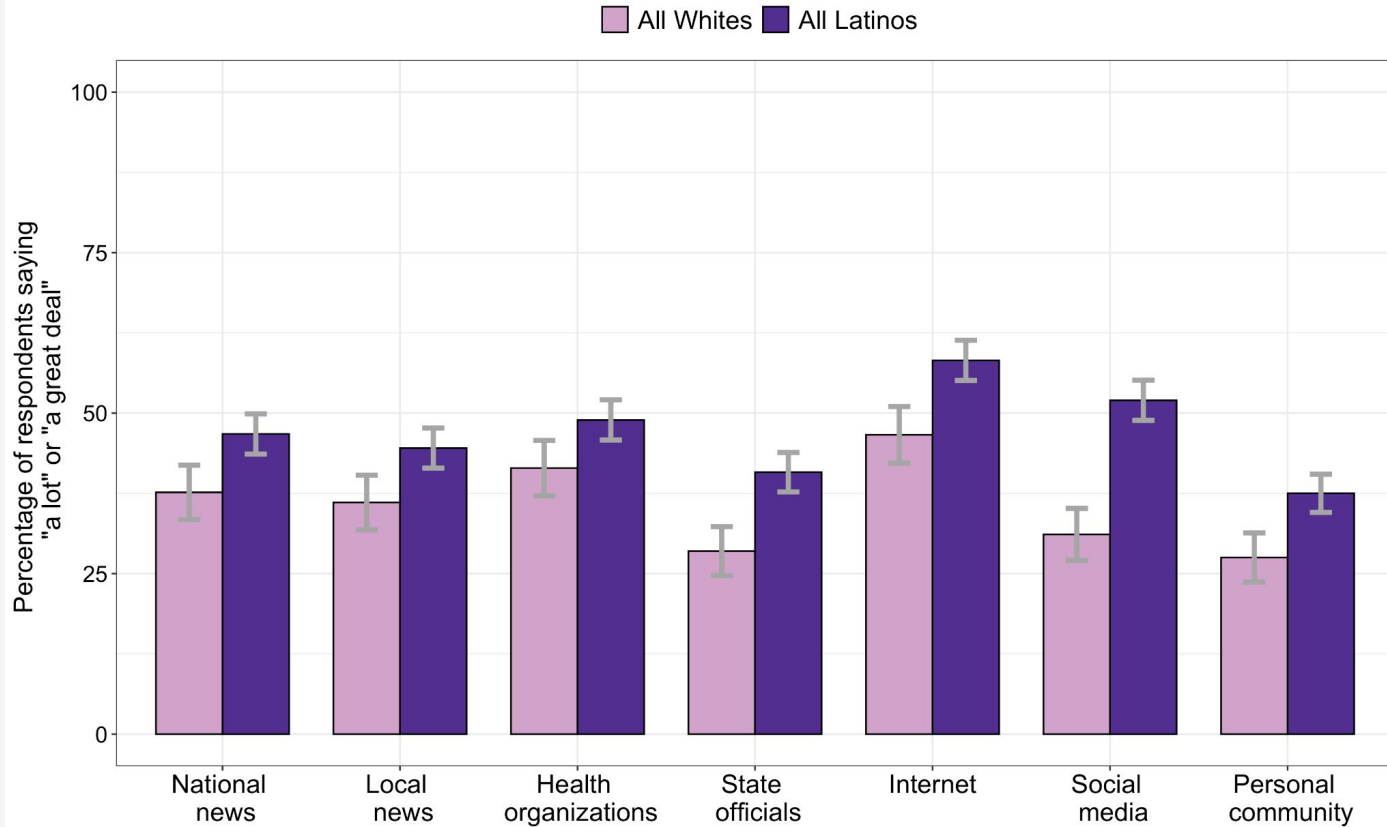
B On WhatsApp, how frequently do you?



Scale ranges from 1-Never to 6-Several times a day



Where do you get information about the covid-19 outbreak?



Scale ranges from 1-never to 5-a great deal

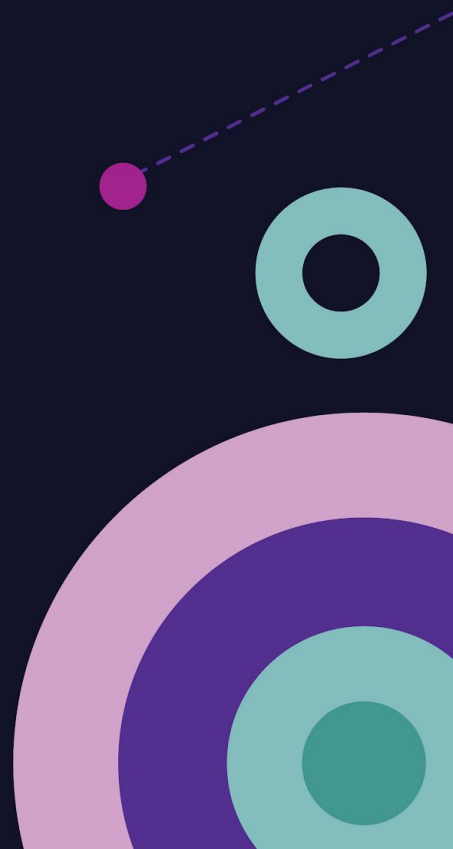


Summary

- WhatsApp is used by Latinos *to get news and discuss politics* far more than by whites.
 - Spanish-dominant Latinos are especially avid users of WhatsApp
- Political activity on social media is relatively similar for both Latinos and whites.
- Latinos are more likely than Whites to use social media and the internet to search for information about COVID-19.



Misinformation Beliefs & Political Knowledge





Misinformation Narratives

- Some people are claiming that U.S. border patrol agents have been giving out social security numbers to immigrants who cross into the United States at the Southern Border without authorization.
- The Department of Homeland Security has confirmed that Venezuela is purposely freeing inmates and sending them to the United States-Mexico Border.
- Vice President Kamala Harris said that Hurricane Ian relief will be distributed based on race, with communities of color receiving aid first.

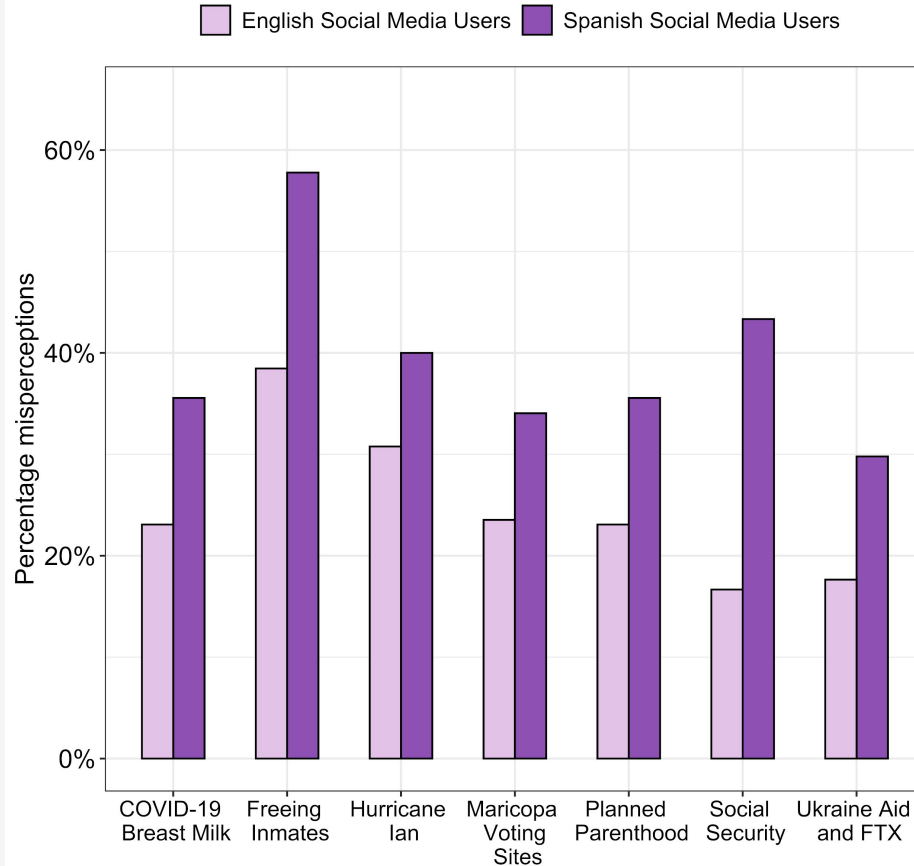


Misinformation Narratives (Cont.)

- After the Dobbs vs. Jackson Women's Health decision that overturned the right to have an abortion, Planned Parenthood Clinics have closed down across the country.
- A new study shows that getting the COVID-19 Vaccine can make breast milk dangerous to infants.
- U.S. aid to Ukraine was laundered back to the Democratic Party through the failed cryptocurrency exchange firm FTX.
- The only voting sites in Arizona that experienced issues with tabulating ballots on Election Day during the 2022 Midterm Elections were conservative areas in Maricopa County.

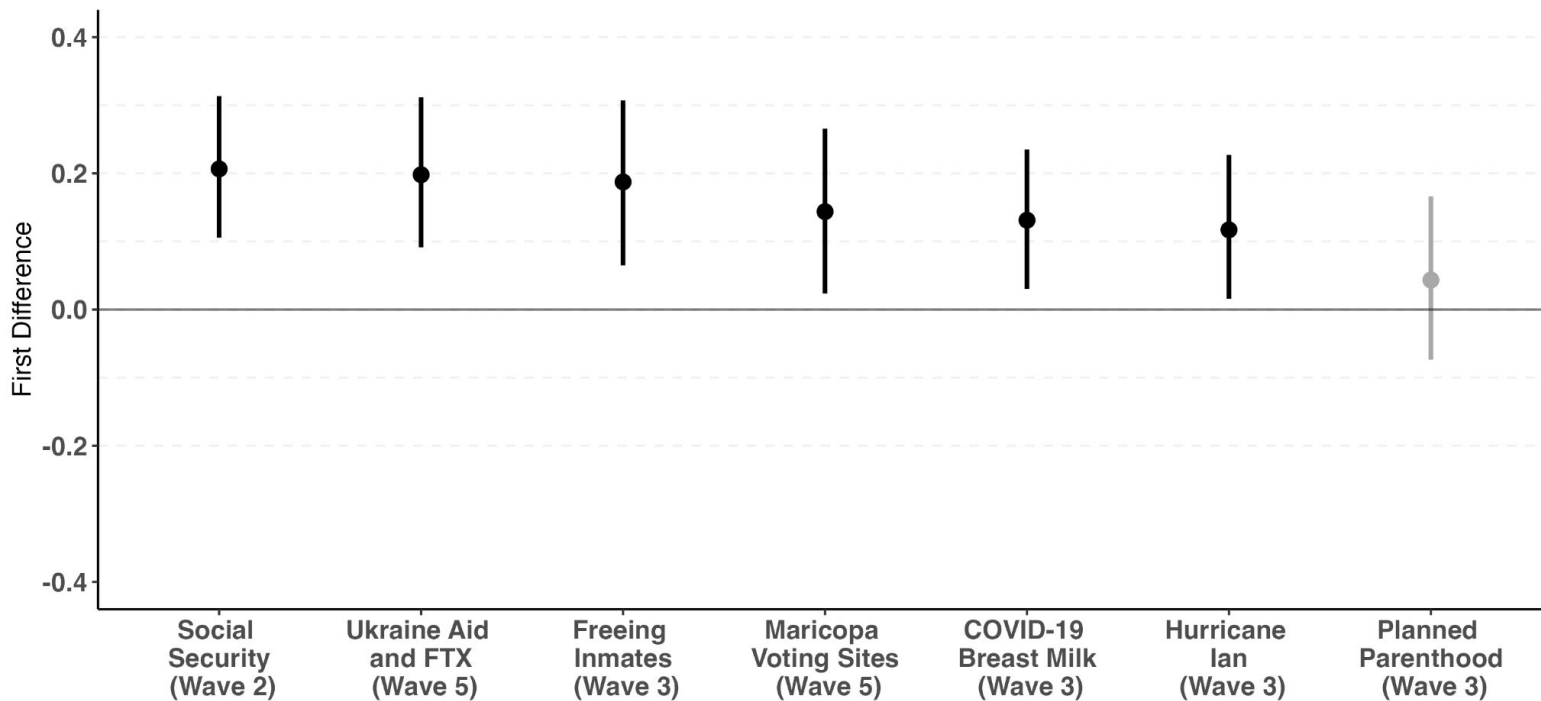


Belief in Misinformation Narratives Among Latinos





Effect of Consuming Spanish-language Social Media on Beliefs in False Political Narratives





Belief in 2020 Electoral Fraud

- Latinos who relied on Spanish-language social media for news were more likely to believe that a state had declared an incorrect winner than Latinos who did not rely on Spanish-language social media for news.
 - This result holds conditioning on age, education, and other demographic characteristics.

Digital Trace Data





**By Collecting Digital Trace Data - We can Observe in
Fine-Grained Detail What People do Online**



Table 1: **Digital Trace Data** — News Following on Twitter, Facebook, and Web Browsing among White and Latino Respondents.

| | Twitter | | Facebook | | Web Browsing | | YouTube | |
|--------------------------------------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|
| | Whites (N=174) | Latinos (N=306) | Whites (N=295) | Latinos (N=393) | Whites (N=111) | Latinos (N=197) | Whites (N=179) | Latinos (N=282) |
| Fox News | 6.9% | 11.7% | 40.5% | 16.7% | 1.7% | 0.1% | 0% | 0% |
| CNN | 11.9% | 10.3% | 27.4% | 28.9% | 5.4% | 2.5% | 1.6% | 0% |
| MSNBC | 5.6% | 2.9% | 2.8% | 5.9% | 0.1% | 0% | 0% | 0.6% |
| CBS/ABC/NBC | 13.2% | 10.8% | 16.1% | 3.4% | 0.1% | 0.2% | 0.6% | 2.4% |
| Political News (1+ pages/visited) | 35.9% | 27.9% | 73.5% | 87.9% | 70.3% | 73.5% | 55.4% | 72.3% |
| Political News (5+ pages/visited) | 12.4% | 8.5% | 9.6% | 10.6% | 49.3% | 38.1% | 45.6% | 63.4% |



Table 2: **Digital Trace Data** — News Following on Twitter, Facebook, and Web Browsing Data Among Bilingual and Spanish-dominant Latino Respondents (Weighted)

| | Twitter | | Facebook | | Web Browsing | | YouTube | |
|--|-----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | Bilingual Spanish (N=79) | Bilingual Spanish (N=75) | Bilingual Spanish (N=99) | Spanish Bilingual (N=114) | Bilingual Spanish (N=41) | Spanish Bilingual (N=44) | Bilingual Spanish (N=68) | Spanish Bilingual (N=81) |
| CNN Español | 3.86% | 14.3% | 8.1% | 24.1% | 0% | 0% | 0% | 0% |
| Telemundo | 3.86% | 12.4% | 1.1% | 23.1% | 0.2% | 0.1% | 0% | 0.4% |
| Univision | 3.86% | 9.3% | 3.4% | 32.9% | 0.09% | 0.03% | 0% | 0% |
| Spanish Political News (1+ pages/visited) | 30.7% | 24.1% | 3.4% | 26.8% | 44.8% | 40.5% | 55.1% | 55.2% |
| Spanish Political News (5+ pages/visited) | 17.2% | 3.6% | 0% | 0% | 37.6% | 16.2% | 40.3% | 36.1% |



Digital Trace Data - News Consumption

- Latinos consume more news on YouTube than Whites.
- Spanish-dominant Latinos and Bilingual Latinos consume about the same amount of political news on YouTube.
- Latinos are consuming large amounts of political news on YouTube, *but it is not from the major media sources.*

What's Next



Low Quality News in English & Spanish

To identify when people might be viewing misinformation, we've built cross platform lists of low-quality news sources in English and Spanish.

English Cross-Platform List

- 2,503 websites
- 1,345 Facebook Pages
- 199 YouTube Channels
- 496 Twitter Handles

Spanish Cross-Platform List (still growing)

- 208 websites
- 274 Facebook Pages
- 148 YouTube Channels
- 231 Twitter Handles



Building a Spanish Misinformation List [Low-Quality News Sites]

What we are doing now:

- Began with the list of fact-checked “true” and “false” news articles.
- Automated Google searches for the headlines of each news article and collected the domains for the the top 20 results.
- We are having Research Assistants hand code three news articles from the top 150 websites that occurred most regularly in the “false” searches (but not in “true” searches”).
- Then, we will have our list reviewed and validated by a third party.

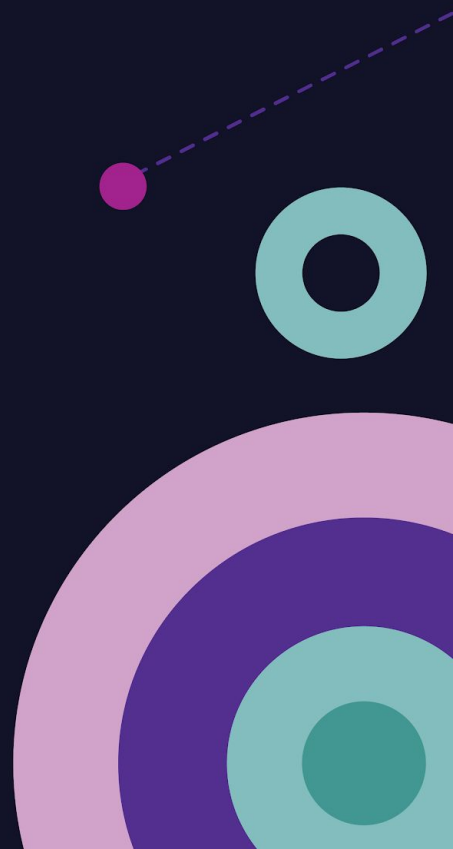


Expanding Data Collection

Digital trace data allows us to directly capture shifts in digital media consumption

- TikTok is the fastest growing social media platform and is used by 50% of Latino adults.
- Our YouTube digital trace data indicates that Latinos are more likely to consume news and information on video-based platforms than are non-Hispanic Whites.

Recap



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Thank You & Questions