

Latinx

Encounters with

Immigration

Stories

- In the US Media



United We Dream is seeking to engage young Latinx people in their vision for a pro-immigrant American future. Stories about immigration are relatively rare on most platforms, but mapping where and how they occur provides UWD with the tools to engage in that conversation where it is already happening.

For this report, Harmony Labs used opt-in internet and television panel data between **January 1, 2021** and **August 31, 2021**, touching **300,000+ people in the U.S.** and offering a minute-by-minute view into the content audiences care about, wherever they consume or create it.

The data include demographic information like race, age, and gender, and we utilized those pre-existing categorizations for this analysis. We looked at **Latinx consumption of TV, online news, online search and YouTube videos.**

Our analysis includes where audiences are in culture, how they engage with stories about immigrants and immigration, and what story opportunities and threats exist.

Here's what we found.



Stories

Immigrants vs Immigration

Immigrants vs immigration

Immigration-related content online can be divided into two major categories: stories about **immigration** and stories about **immigrants**.

Immigration stories are about immigration systems, including patterns, rules, and enforcement.

Immigrant stories are about individuals and their culture, heritage, and experiences of being from one country and living in another.

This dichotomy and the way that different audiences interact — or don't interact — with stories of each type is a primary feature of the media landscape for immigration.



Immigrants vs immigration

Actual searches



“IMMIGRANT”

SEARCH

“Immigration policy, practices, and procedures: the impact on the mental health of mexican and central american youth and families”



“IMMIGRATION”

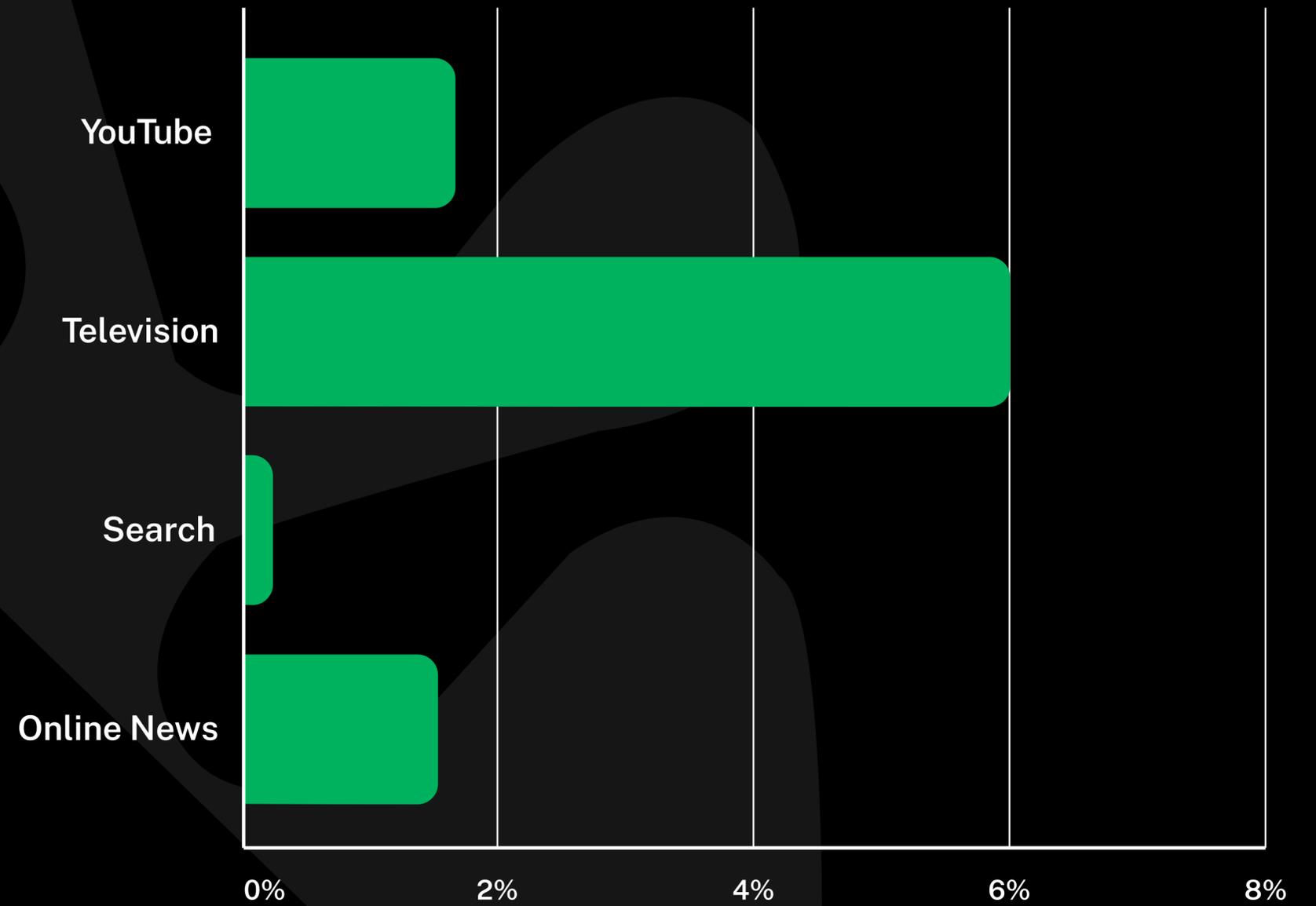
SEARCH

“immigration services indianapolis,” “acting secretary of dhs directs a review of immigration enforcement”





Different platforms, different reach



% daily reach of immigration content by platform



Audiences

Latinx 36+

Latinx Women 18-35

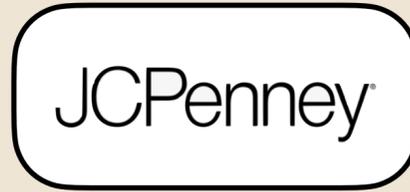
Latinx Men 18-35



All Latinx 36+

The cultural profile of Latinx people age 36+, an age group that includes millennials, can help illuminate what is most distinct about younger Latinx audiences. In the audience aged 36+, typical online behavior includes looking for deals, a desire to travel, and interest in repairing their home and possessions.

Their entertainment choices include sports and reality TV, and for news they look to the slightly more conservative New York Post and the relatively progressive (but highly skeptical) Bill Maher. All Latinx audiences consume at least some content in Spanish, but Latinx women and the 36+ age group engaged more with Spanish-language TV and used more online translation resources than did younger Latinx audiences.



LOW COST RETAIL AND GIFTS



NEWS & COMMENTARY



SPANISH LANGUAGE



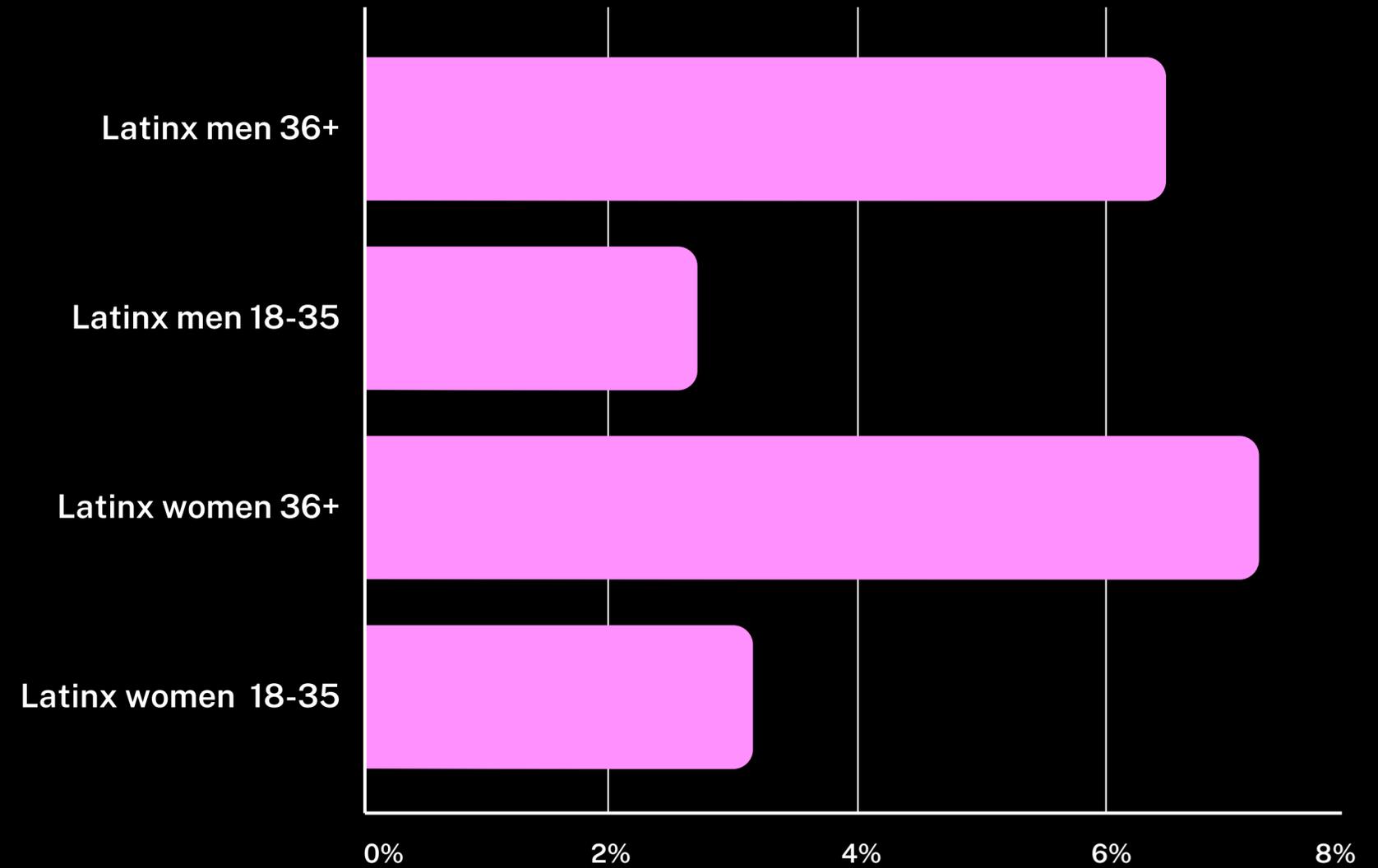
DIY CAR REPAIR

The audience most likely to encounter polarizing and anti-immigration stories are Latinx ages 36+, especially Latinx men aged 36+, though all audiences sometimes encounter these stories.

They encounter these stories primarily through right-wing news, especially on TV and YouTube.



Immigration on TV



% daily reach of immigration content on TV

Immigration on TV

“ ”

The problem has increased eight fold 183 illegal migrants intervened during may and the public understands the problem. 57% of americans, according to the latest poll disapproved of the Biden harris administration's approach to the border.

Wake Up America

“ ”

Where is aoc, where is vice president harris, as the senate was there in 2018-19 when we had a similar crisis, so it pictures of border patrol facilities, where the immigration activists?

Fox and Friends Saturday

“ ”

The american citizens those who qualify for special immigrant visas but then those who will also qualify for refugee status under our laws and that population could snowball.

OAN News

“ ”

Can people, should people be able to enter this country either through the process of immigration or asylum now establishing an app.

Fox and Friends Saturday

Immigration on TV

“”

We're excited to have our program which we started in 2018 to ensure that everyone has access to government id regardless of your housing status, immigration status, or even if you're a returning citizen.

Chicago Today

“”

The clinic is open to everyone 12 and up regardless of immigration or health insurance status.

2 News This Morning

“”

The free program started in early may and is available to everyone 12 and older regardless of immigration status.

Mornings on 1

“”

She visited a border processing and screening facility meeting with five young migrants from Central America behind closed doors.

Yasmin Vossoughian Reports

News cluster on YouTube

Latinx men aged 36+ are the primary audience of the News cluster of YouTube content, making them the audience most exposed on YouTube to potentially polarizing anti-immigration content.

This cluster contains mainstream news media like *CNN*, *The Oregonian*, and *The Los Angeles Times* but also includes channels with immigration stories centered around right-wing news and hot takes. These channels include *Memology 101* and *MR. OBVIOUS* and carry much of the anti-immigration content that we see on YouTube as a whole.

Channels highlighted in yellow include immigration-specific stories.



PoliceActivity



No Comment TV



The Next News Network



Inside Edition



Fox Business



Fox News



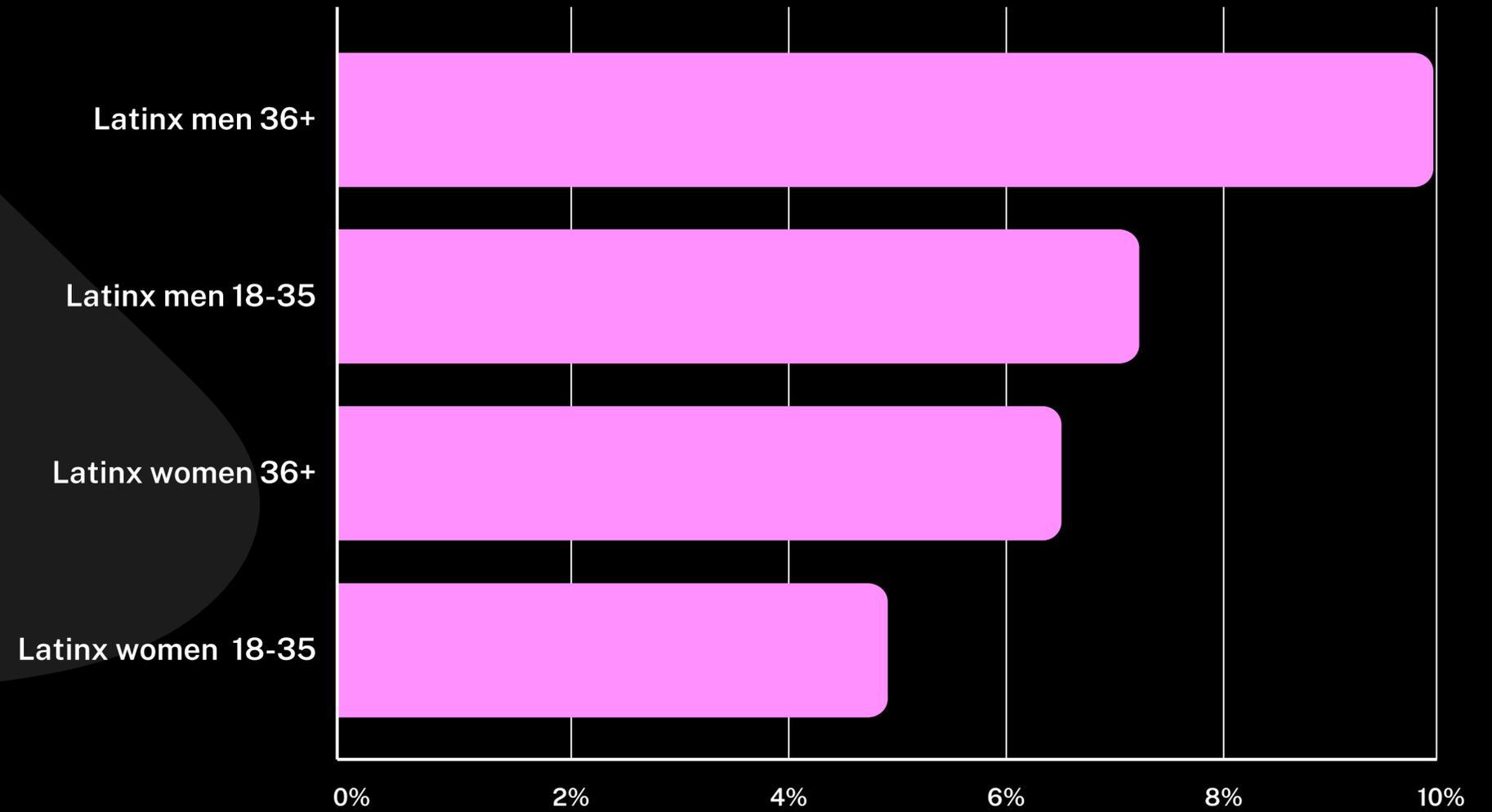
Memology 101



NowThis News



News cluster on YouTube



% daily reach of the News cluster on YouTube

“Docutainment” on YouTube

Comprised primarily of a Latinx people aged 36+, especially women, the Docutainment cluster of channels includes channels that provide information about the world and current events, but typically through more in-depth and sometime occult takes than traditional news channels.

There are also hot take channels, which provide a more rapid-fire commentary about pop culture and real-life events that are not centered around politics, including *Nicki Swift* and *Meet Kevin*. Also present are channels that meld these two approaches, such as *Wonderbot* and *BRIGHT SIDE*.

Channels highlighted in yellow include immigration-specific stories.



Wonderbot



Facts Verse



History



Danger TV



Real Stories



Andrei Sikh



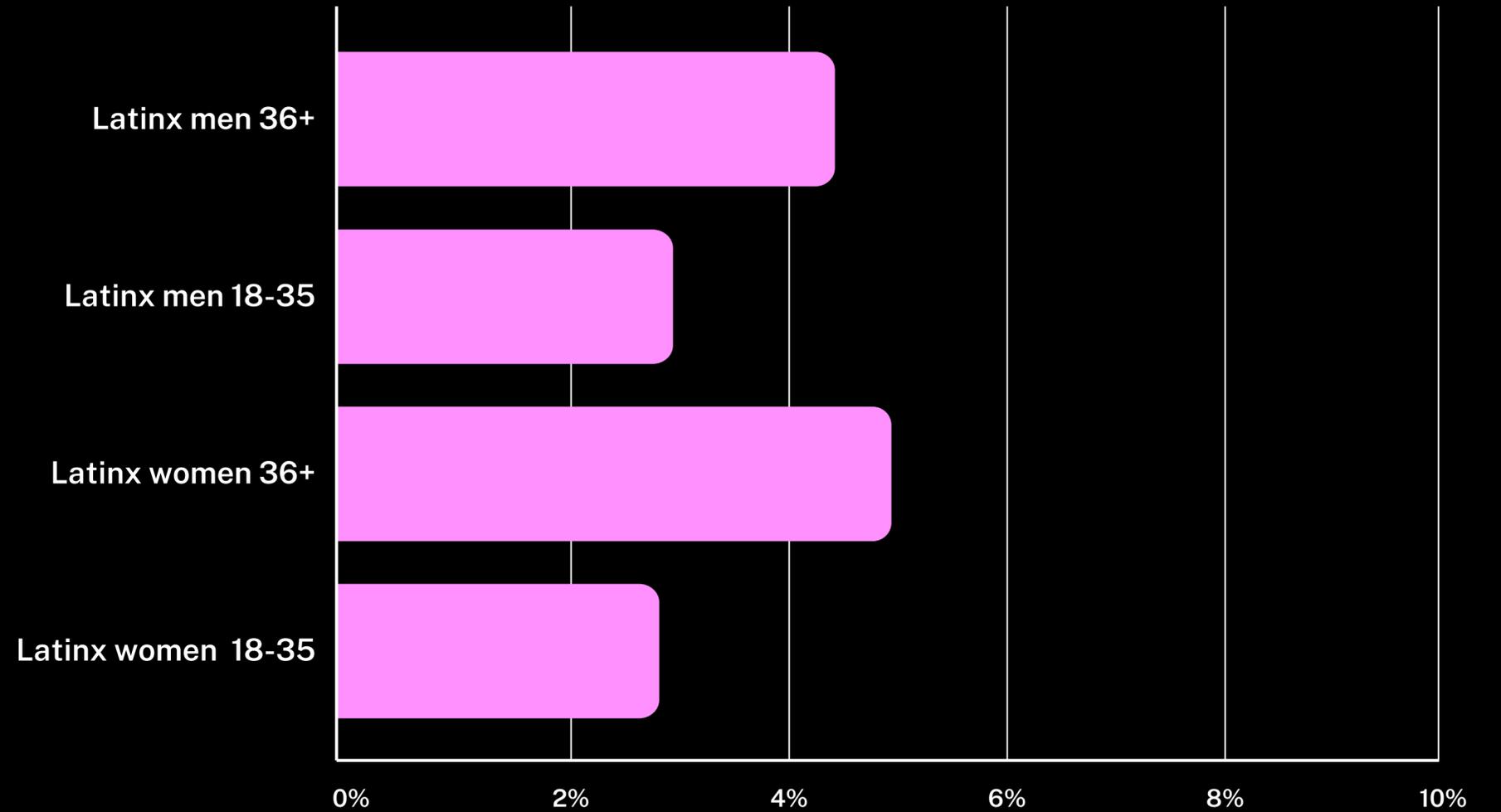
Meet Kevin



MrBallen



Docutainment cluster on YouTube



% daily reach of the Docutainment cluster on YouTube

Latinx women aged 18-35

Young Latinx women under 36 engage more with a wider variety of cultural channels than older Latinx people. They listen to a lot of music from different genres including Latin, pop, R&B, and hip hop. They are also heavily engaged with fashion and beauty content. They like TV featuring women and romantic relationships, and while Latinx men (older and younger) engage regularly with adult video entertainment, the only sign of erotica we saw in the distinctively female feeds was the erotica-rich fanfic site: wattpad.

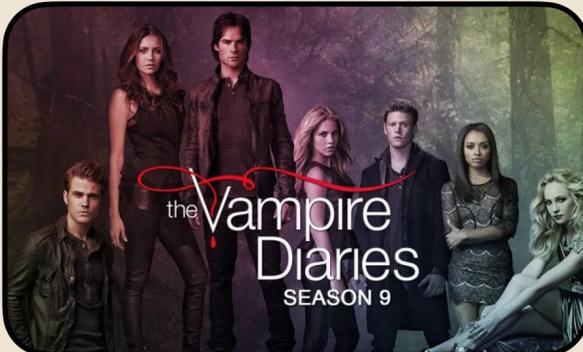
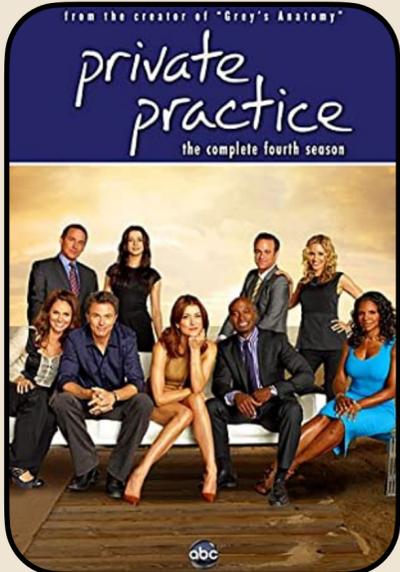
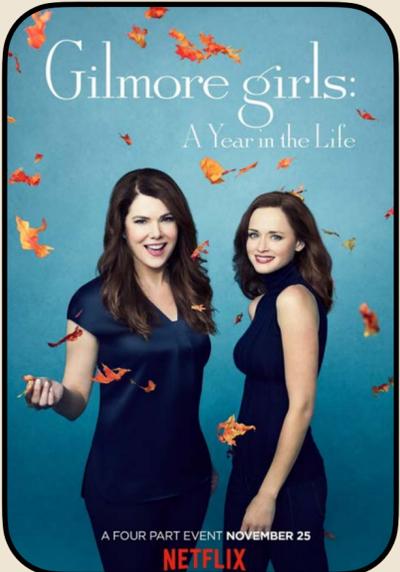


DIVERSE MUSIC



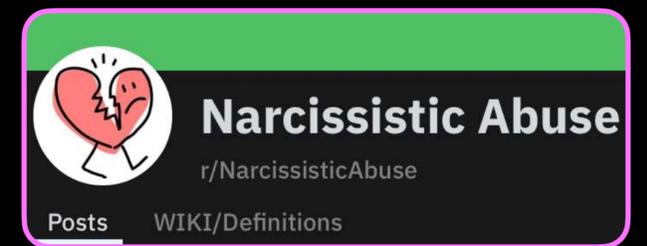
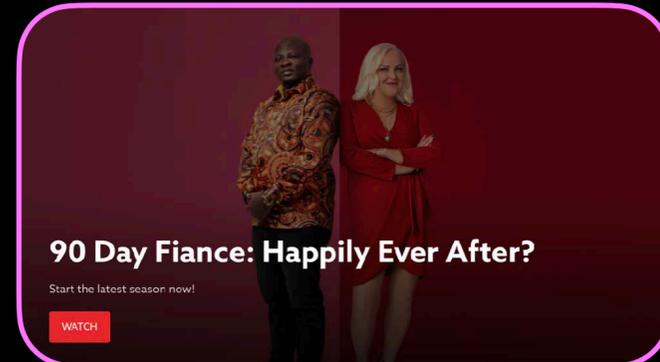
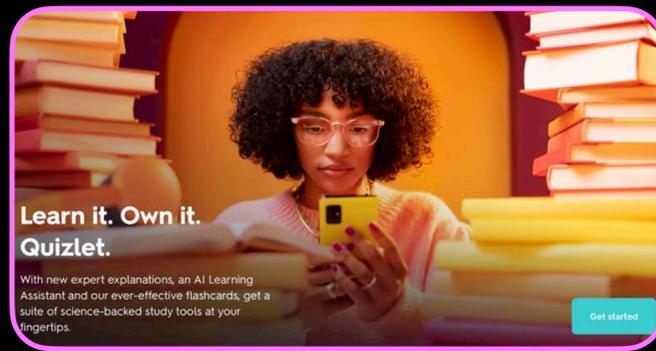
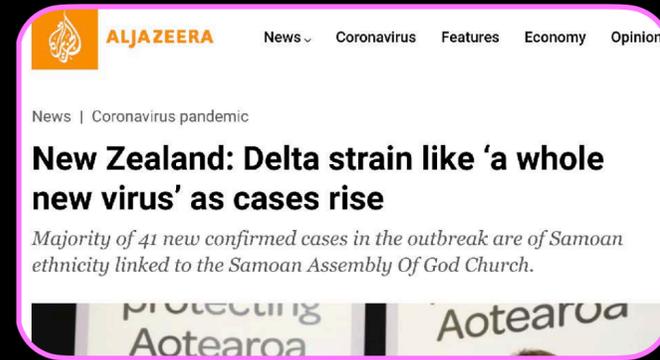
FASHION & BEAUTY

ROMANCE & RELATIONSHIPS



Curious & community-driven

The entertainment choices of Latinx women under 36 reflect a desire to understand and engage with the people and world around them. They are curious, actively pursuing educational info at sites like ratemyprofessors.com and information about how the world works from places as diverse as Reddit's astrology forum to TED Talks. The one thing this audience wasn't that curious about: politics.



Latinx women aged 18-35 are most likely to seek out stories about immigrants, not just immigration.

They are most likely to encounter these stories in their entertainment choices, particularly TV. They are also searching for information about immigration and the immigrant experience.

Immigrants on TV

When watching TV, Latinx women aged 18-35 are more likely to consume content about immigrants; this includes shows like *90 Day Fiance* and stories that feature food like *Bizarre Foods* and *Man v. Food*.

However, other Latinx audiences watching TV consume stories about immigration systems, and the top immigration-related English-language program (by reach over a 4 month period) for Latinx audiences aged 36+ was *OAN News*, a network that also ranks as the second-highest reaching program for young Latinx men.



90 DAY FIANCE



CBS THIS MORNING



BIZARRE FOODS

Immigrants on TV

“ ”

Al otro lado usan esta encuesta para priorizar a inmigrantes de mayor riesgo y entonces piden dinero para llenarla cuando es gratuita y también envían estos documentos supuestamente oficiales para engañar a sus víctimas.

Noticiero Telemundo 39

“ ”

The city's vibrant immigrant communities have contributed to its diverse culinary scene for decades.

**Bizarre Foods:
Delicious Destinations**

“ ”

Katz's has been the edible epicenter of New York City's Lower East Side since 1888, supplying a true taste of home to eastern european immigrants.

Man v. Food

“ ”

Se agrega una muerte más en la larga lista de migrantes que ponen en la frontera después de que un hombre fuera encontrado trabajando en las madrugadas y las cuentas no están organizadas deja de usar el cuadernito con quickbooks te pagan rápido maneja todo tu dinerito ...para que no se te quemes los circuitos intuit quickbooks ayuda a las pequeñas empresas a tener más éxito manejando nóminas, pagos y flujo de caja.

Noticiero Telemundo 20

Immigrants on TV

“ ”

For those of us who may be immigrants to this country with roots outside of the us, the idea is to take those global favorites, those staples from around the world, and create this fusion cuisine that really helps to introduce food diversity and nutrient diversity during the all-important first 1000 days of life.

This Week in Business

“ ”

It embraces the natural bounty of the ocean and the land, with traditions borrowed from neighboring Mexico and from across the ocean, brought here by a multitude of immigrant communities.

**Bizarre Foods:
Delicious Destinations**

“ ”

These photos of border crossings along the Rio Grande of Texas tell the continuing story of immigration.

Matter of Fact

Spanish and Spanish-adjacent cluster on YouTube

Notably, in the Spanish cluster of YouTube, young Latinx women stand out as having the lowest reach of all audiences.

This cluster includes mainstream news like *Noticias Telemundo*, and entertainment and leisure channels like *Caso Cerrado*. This cluster is not entirely Spanish language, though — there are some English language channels geared toward Latinx audiences like *Telemundo English*, as well as some right-wing and hot takes channels like *Raul Jimenez*.

Because of their low reach, young Latinx women are not being exposed to this YouTube content at the same volume as other audiences.

Channels highlighted in yellow include immigration-specific stories in this group.



TELEMUNDO ENGLISH



BADABUN



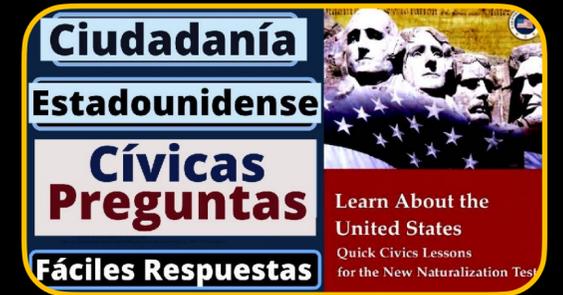
AL ROJO VIVO



NOTICIAS TELEMUNDO



CASO CERRADO



US CITIZEN HELP GUIDE



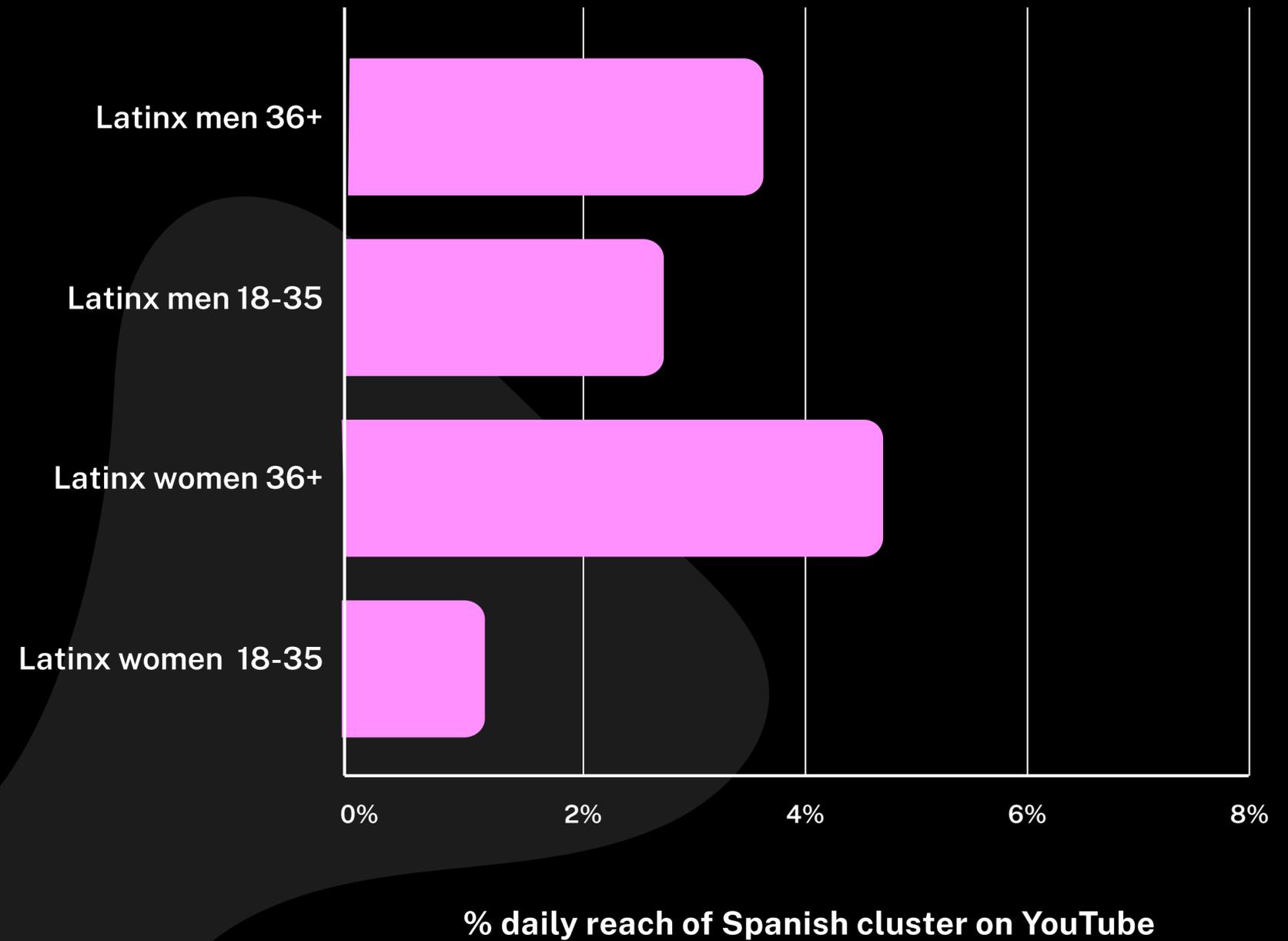
UNIVISION NOTICIAS



ESTUDIANDO CON FERNANDO



Spanish and Spanish-adjacent cluster on YouTube

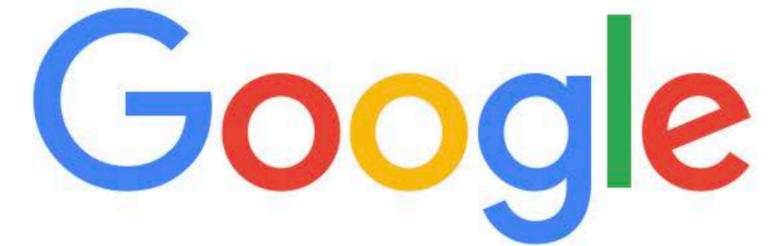


Searching for the Immigrant Story

We looked at all the Google, Bing, Yahoo, and DuckDuckGo searches Latinx audience members conducted in English and in Spanish that contained the word stems “immig”, “migrant”, and “inmigr”.

All Latinx audience segments are seeking out information about legal requirements and processes online, including visa, travel, labor protections, and driving requirements. These searches — including many for legal help with immigration — are frequently in Spanish.

While Latinx women aged 18-35 are also searching for legal requirements of immigration, they are more frequently seeking out information beyond legal issues. Their searches are focused on immigrants and the immigration experience, including the health and wellbeing of immigrants. A lot of searches seem to relate to school courses that the audience is currently taking — several of the women in our sample were searching for the best law schools for immigration law!

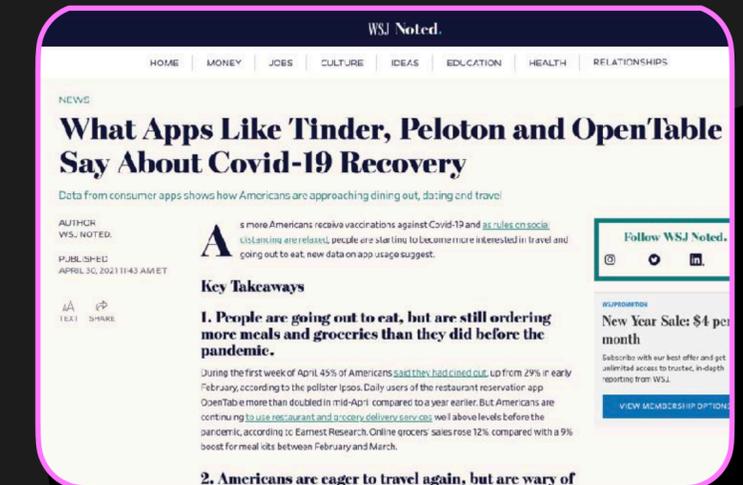
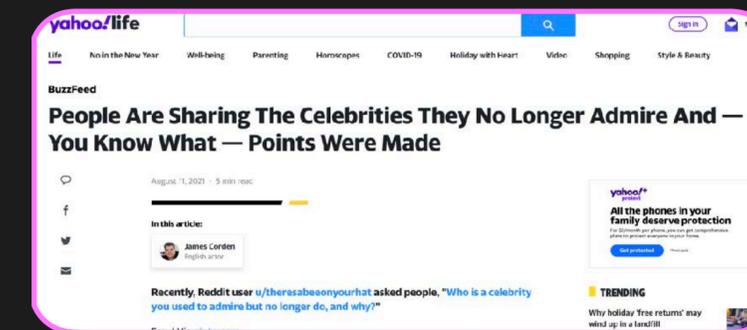
A screenshot of a Google search interface showing a list of search suggestions. Each suggestion is in bold black text, and a blue 'Remove' link is positioned to the right of each suggestion. A small microphone icon is visible in the top right corner of the search bar area.

law school with immigration clinic	Remove
best schools for immigration law	Remove
legal violence immigration and education	Remove
mass immigration definition	Remove
title x and immigration	Remove
gordon grant texas inmigrantes	Remove
los marielitos son inmigrantes cubanos	Remove

Relating to Cultural Content

While top news sources for Latinx women were also mainstream news, they were more likely to read news about social issues and entertainment.

COVID-19 was an important issue in their media consumption, and the articles they read about it frequently juxtaposed the pandemic against their other interests, like in this piece from the Wall Street Journal: “What Apps like Tinder, Peloton, and OpenTable Say About Covid-19 Recovery.”



Latinx men aged 18-35

Latinx men aged 18-35 spend a huge proportion of their time online engaging with fantasy and gaming. They inhabit a very insular, virtual world.

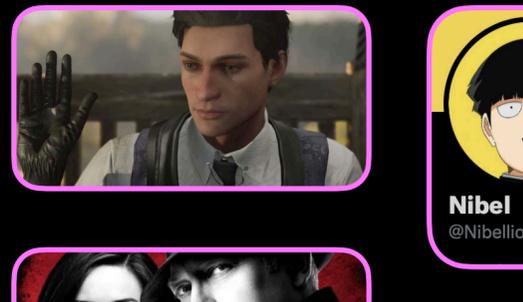


GAMING & GOOFING

Virtual worlds first

Unlike Latinx women aged 18-35 who use TV and film to interrogate the complexity of human relationships, Latinx men aged 18-35 extend their virtual worlds to their video and film choices, too. Settings, characters, and relationships are imaginary and highly stylized.

When they engage with the broader world, it's often through humor and goofiness. Philip DeFranco, Joe Rogan, and Mr. Beast are “political” voices with high reach in this audience that doesn't typically engage with conventional news brands.



Young Latinx men aren't consuming much media about immigration or immigrants, and when they are, it's incidental and rarely anti-immigration or anti-immigrant.

This content vacuum leaves them at risk, as bystanders of media primarily consumed by other audiences, of passively consuming anti-immigrant content.

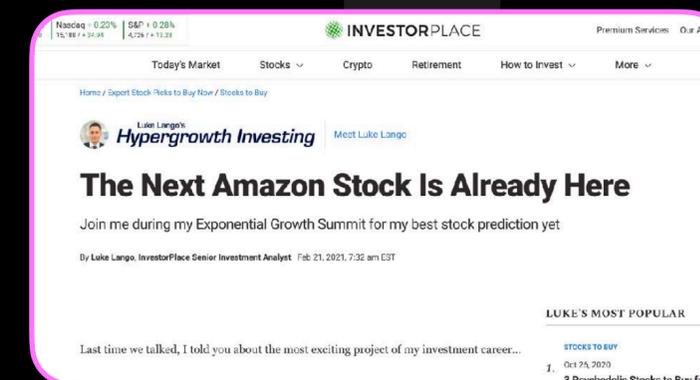
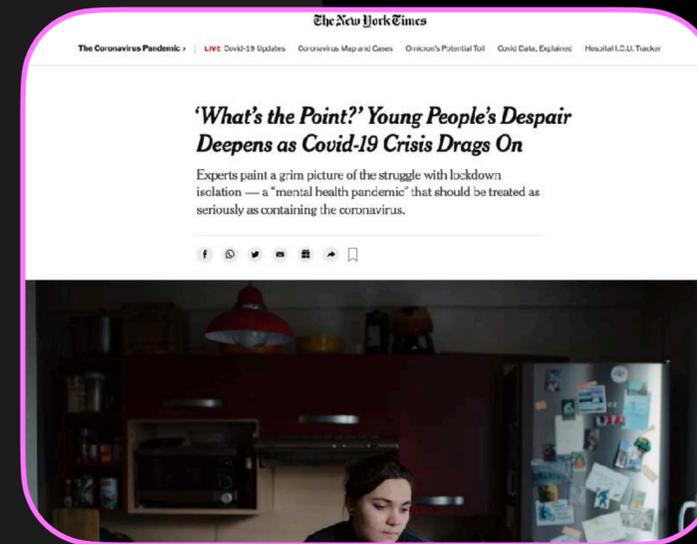
Entrepreneurial and individualistic

The lack of apparent interest from young Latinx men in finding immigration-focused content begs the question: what are they interested in?

We analyzed the topics in more than 45,000 articles read by Latinx Americans in the first nine months of 2021, and only two topics really stood out for young Latinx men:

GameStop and COVID-related school closures.

The presence of these topics suggests they're interested in a culture of "hustle" mentality, more specifically in things that affect them personally — in things that help them dream.



Good Times Cluster on YouTube

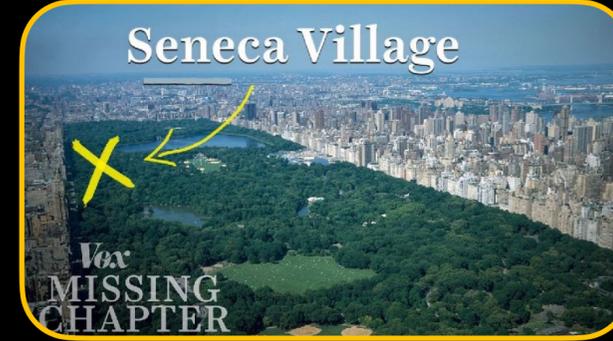
Latinx men aged 18-35 were the audience with the highest reach for this cluster of Good Times videos on YouTube. They are here seeking fun and irreverent entertainment.

Other prominent channels included: *Movieclips*, *IGN*, *TedxTalks*, *Team Coco*, *TV Promos*, *Saturday Night Live*, *YouTube News*, *NPR Music*, *Philip DeFranco*, *WrestleTalkTV*, *Vanity Fair*, and *Netflix*.

Channels highlighted in yellow include immigration-specific stories.



TV PROMOS



VOX



JRE CLIPS



LAUGH OUT LOUD FLIX



NPR MUSIC



JUBILEE



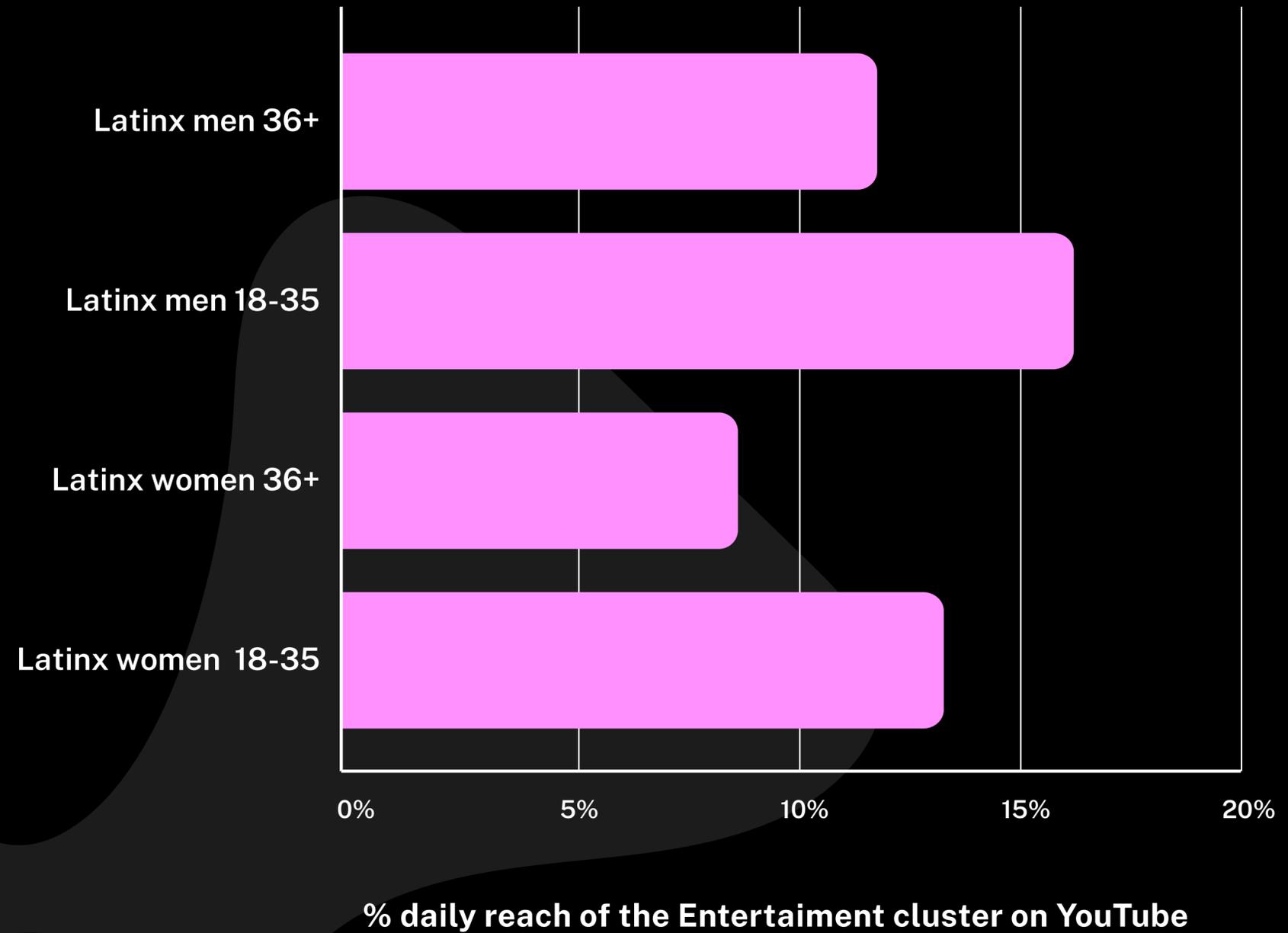
PHILIP DEFRANCO

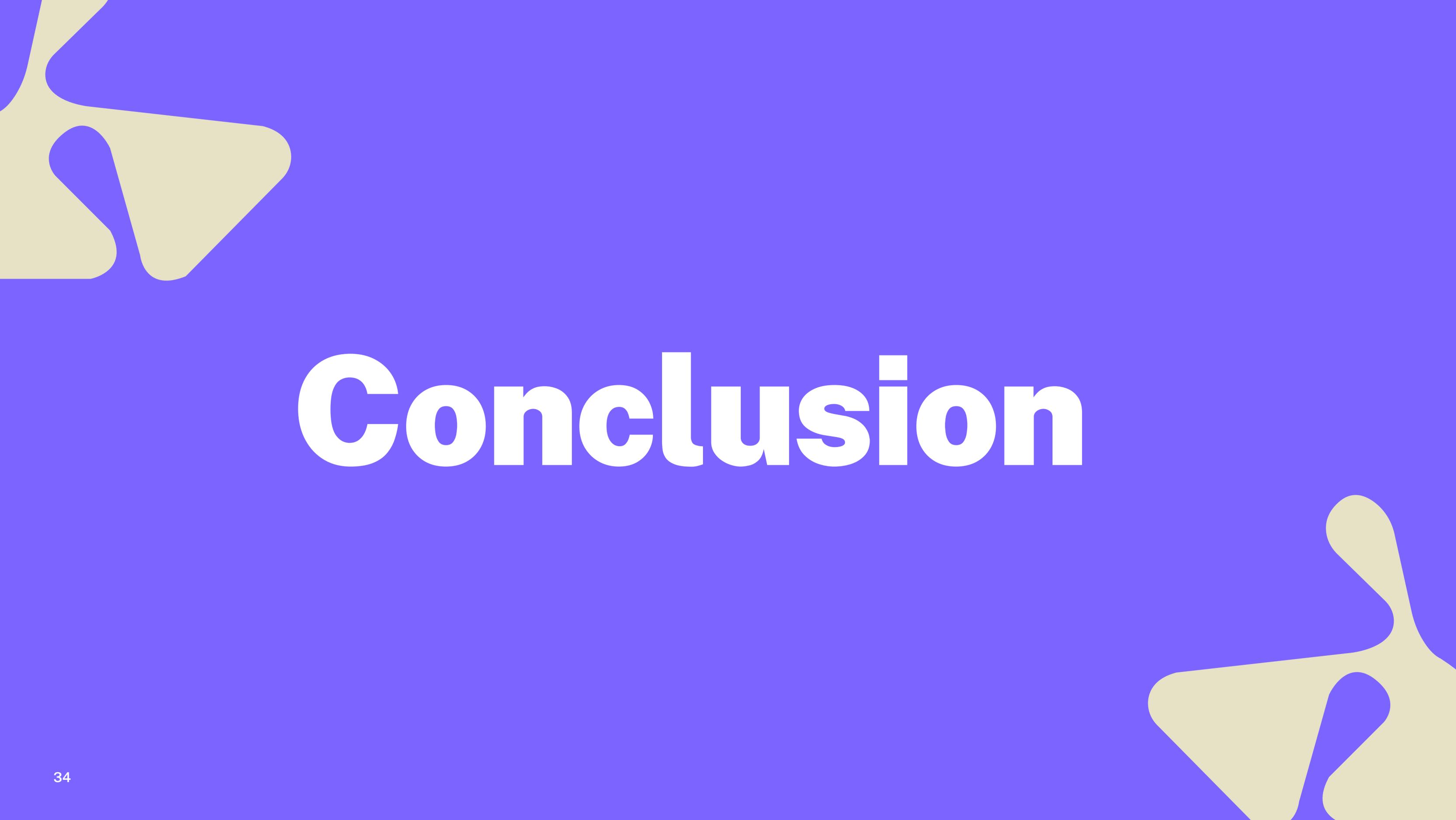


WIRED



Good Times Cluster on YouTube





Conclusion

Summary

Opportunities & Risks

All Latinx 36+

Practical & Tuned-In

This segment is characterized by its consumption of TV and YouTube (namely “News” and “Docutainment” clusters).

This segment is more likely to consume polarizing anti-immigration content through their engagement with TV and YouTube content containing right-wing news and hot takes.

Latinx Women 18-35

Curious & Community-Driven

This segment stands out in their active consumption not just of immigration-related news but of stories about immigrants, particularly on TV.

Because they are already consuming human stories about immigrants, the immigration experience, and the overall welfare of the immigrant community, this segment is the base audience for pro-immigration content.

Latinx Men 18-35

Entrepreneurial & Individualistic

This segment is not consuming much anti-immigrant or anti-immigration content in the media they seek out, though they do see it passively on TV.

The important influencers for young Latinx men, especially on YouTube like PhillyD and Joe Rogan, don't talk about immigration much at all — and when they do, they are generally pro-immigration. This suggests an opportunity for intervention using the kinds of content they know best...



Key opportunities for **Latinx men 18-35**

Most of the important influencers in the Good Times cluster aren't talking about politics or social issues. To introduce young men to a cultural landscape with immigrant experience stories, look to expand the reach of incidental content like this Dax rap about his experience as an immigrant.

Even Joe Rogan, an important influencer for this audience who has taken controversial positions on racial justice, the treatment of women, and pandemic healthcare measures, has historically taken a measured approach to immigration, including a position against the separation of immigrant children from their parents. More positive, pro-immigration and pro-immigrant influencer content comes from Philly D, whose show doesn't center on politics but instead mixes political subject matter alongside goofy, gaming-focused content.

When politics are central to the message, they'll need to be entertaining. In a high-reach video, WIRED asked Joe Biden his top Google search suggestions. While many of the questions were fun ("Can Joe Biden play sports?"), one of the more topical questions asked was, "What is Joe Biden's immigration policy?" which allowed him to represent his views on the topic.



HAVE FUN WITH POLITICS



FIND YOUR FANBOYS

Outside young Latinx women, occurrences of immigrant content are scarce.

While this content vacuum may leave audiences susceptible to anti-immigration content, it also suggests an opportunity to place pro-immigrant content in spaces devoid of this conversation, pulling the focus from news and policy and moving it toward experiences and interpersonal stories of immigrants themselves.

Thank you

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