



# Minority News: Examining the portrayals of race within Latinx focused news outlets

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## Introduction

### Latinos in Media

- Latinx are vastly underrepresented in most media, especially primetime television (Mastro, Figueroa-Caballero, & Sink, 2017) and news programming (Santa Ana, 2013)
- Latinx are highly sexualized and viewed as low class workers (Mastro et al., 2017)
- Latinx are frequently represented as illegal immigrants and criminals (Dixon & Williams, 2015).
- Men are portrayed as violent and more likely to use illegal drugs
- Women are frequently sporting scandalous outfits, and typically feature thin body types (Mastro & Sink, 2017; Dixon, 2019).

### Consequences of Negative Stereotypes

- The stereotypical portrayals of Latinx in media has been shown to lead to negative perceptions of the group (Mastro, Behm-Morawitz, & Kopacz, 2008), leading news consumers to blame minority ethnic groups inaccurately for societies problems.
- Much research has focused on the cognitive, affective, and behavioral effects of this biased news on white audiences (e.g., Mastro et al., 2008; Ramasubramanian, 2010)
- Little is known about how people of color are affected by news sites the primarily post news about minorities.

## Method

- Researchers performed a content analysis of 60 articles pulled from Latinx focused news websites.
- Researchers coded for the tone of the articles and their headlines and the presence of racial stereotype in the articles.
- Researchers identified characters within the articles and their portrayal.

## Results

### Overall Trends

Our data determines that Latinx Sites are more positive, with  $F(120, 1)$  at 4.19 and  $p < .05$ . When mentioning a Latinx person, these headlines were rated, on average, around 3.28. While, headlines that mention a Black person were rated, on average, at a 3.58.

### Latinx Characters Mentioned in Headlines

Latinx Sites: 60 headlines were studied. Forty-six of them contained identifiers to determine race.

A Z-test value is 5.89, with a  $p < 0.001$ . This demonstrates that significantly more Latinos were featured in headlines than one would expect, based on the population data.

Race	Expected Identification	Actual Identification	Residual Value
Arab	0.56	1	+0.4
Asian	2.1	1	-1.1
Black	5.9	7	+1.1
Latinx	7.4	22	+14.6
Native	0.46	0	-0.46
White	29.9	15	-15

### Characters Featured within the Body of Story

Within each article, we studied all of the characters mentioned within the story, itself. In particular, we analyzed whether the character's race was identified in the story.

A Z-test value is 8.5, with a  $p < 0.001$ . This means that significantly more Latinx are featured in the stories than expected, based on population data.

Race	Number Identified	Percent (of the total)
Arab	1	21.2%
Asian	1	1.2%
Black	12	14.3%
Latinx	42	50%
Native	1	1.2%
White	27	32.1%

## Discussion

### Implications of the Study

- Latinx news outlets feature more Latinx characters in both headlines and stories than traditional new outlets.
- More Latinx characters are featured than one would expect on United States census data, giving a more accurate representation of the number of Latinos in The United States.
- There are more stories that shine positive light on the Latinx community, which gives real insight on things people typically wouldn't know.
- Latinx news story headlines present more positive portrayals and more balanced portrayals (i.e., less stereotypic) than traditional news outlets.



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