



# 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.

## Methods

- Researchers performed a content analysis of 600 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 oriented news sites have more positive representations of Latinx individuals and feature more Latinx individuals overall than traditional news or Black oriented news do.

### Prevalence of Latinx Characters in Latinx Oriented News

Six hundred Latinx oriented news stories and 600 Black oriented news stories studied. Far more Latinx characters featured in Latinx oriented news when compared to Black oriented news,  $X^2(2, N=430) = 350.1, p < .01$

Latinx characters overrepresented compared to their overall proportion of the US population according to the Census.

| Race   | US Census  | Media Outlet | Proportional Difference | Z-Value | P-Value |
|--------|------------|--------------|-------------------------|---------|---------|
| Latino | 48,419,000 | 409          | 0.38                    | 28.78   | <.001   |

### Portrayals of Latinx Individuals in Latinx Oriented News

Our data determines that stories featuring Latinx characters are more positive. One way ANOVA:  $F(2,1644)$  at 78.82 and  $p < .01$  and post hoc test (LSD) revealed differences on all comparisons between stories featuring Latinx, Black, and White characters,  $p < .001$ .

On a scale from (1) Very positive to (5) Very negative, stories mentioning a Latinx person, these storied were rated, on average, around 2.8. Stories that mentioned a Black person were rated, on average, at a 3.19. And stories that mentioned a White person were rated, on average, 3.59.

| Race   | Number Identified | Percent (of the total) |
|--------|-------------------|------------------------|
| Arab   | 10                | 1.1%                   |
| Asian  | 16                | 1.8%                   |
| Black  | 58                | 6.4%                   |
| Latinx | 409               | 44.8%                  |
| Native | 3                 | 0.003%                 |
| White  | 267               | 29.3%                  |

## Discussion

### Implications of the Study

- As a result of increased exposure to Latinx characters in headlines and stories, the overall portrayals of Latinx characters were more positive, especially since the content is curated by and for Latinx individuals.
- Latinx characters received a more positive portrayal than their White counterparts as a result of the access to personable and often untold details that served to humanize the Latinx characters in the stories.
- Since the research samples came from Latinx-oriented news sites, there was an apparent over-representation of Latinx characters that drastically differed from the actual Latinx population in traditional news outlets.



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Support for this research was provided by the ASH Scholars Fund at the University of Missouri