

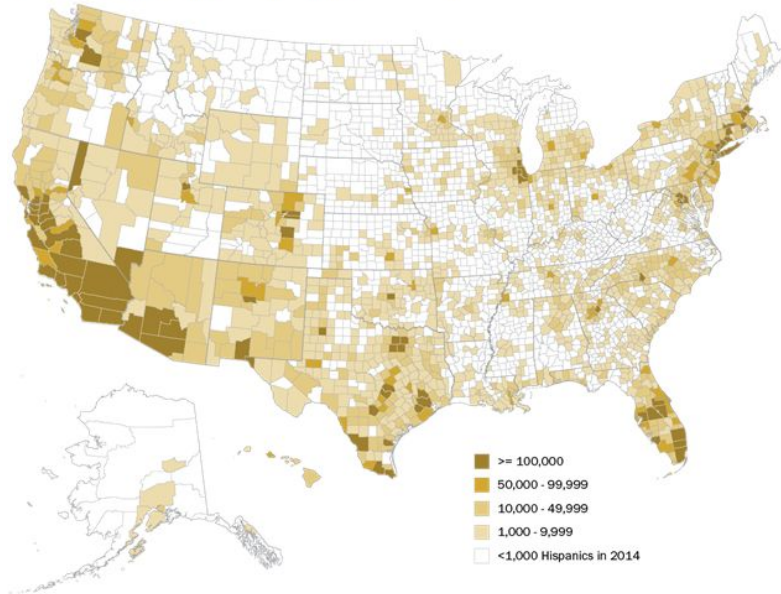
Latinxs in the Virtual Barrio: New Directions in New Media

Edric Wung, Sawyer Shaw, & Kenneth Moussavian

Changes in the Latino Population

Nearly all Latinos lived in half of the nation's more than 3,000 counties in 2014

The number of Latinos residing in counties with at least 1,000 Latinos



Source: Pew Research Center tabulations of U.S. Census Bureau population estimates.

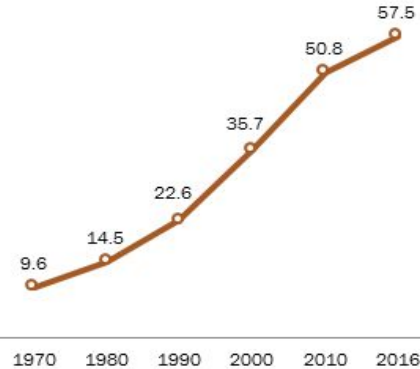
U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession

PEW RESEARCH CENTER

- The U.S. Latino population reached 58 million in 2016
- Immigration growth peaked in 2006

U.S. Hispanic population hits new high

In millions



Trends in Spanish-language and Latino Media

- More media companies have been interested in the Latino and Latin American consumer markets
- Since the 1990s, the number of Spanish-language newspapers have increased substantially
 - <https://youtu.be/01KavS9xJ7g?t=133>
 - Latinos listen to radio more than any other ethnic minority in the U.S.
- Increased coverage of the Latinos in both local and national media in the south, southeast, and northwest United States
- Major content providers like Netflix, HBO, and Hulu are promoting more content catered toward Latinos

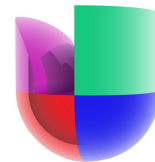
Importance of Latino Media

- Plays an important role mobilizing the American Latino population to attend demonstrations advocating for Latino empowerment and improved political and economic development
- Allows Latinos in the U.S. to maintain their cultural identity
- Gives Latinos a comfortable outlet in an environment that has become increasingly xenophobic and racist
 - <https://youtu.be/i-OxvIMpsjw?t=45>
- Allows for transborder exchange by exposing U.S. Latinos to Latin American soap operas, news, etc.
- <https://www.youtube.com/watch?v=F2in5ZxauwY>

Top Latino Media Companies in the U.S.



TELEMUNDO



UNIVISION



Mobilizing Latinos Through Media

- Mass media has long been used as a tool to mobilize Latinos, especially in political life
- The Chicano Movement in the 1970s was connected to grassroots media channels
- Before the 1984 Presidential Election Latino-oriented ads were primarily aired on Spanish-language media¹
 - The Reagan campaign began airing Latino-oriented ads on English television and radio
- In 2006, Spanish-language radio was an important part of mobilizing Latinos to demonstrate and protest against anti-immigrant policies

Net Neutrality

- The principle that governments should mandate ISPs to treat all data on the Internet the same
- Should not discriminate by user, content, website, platform, app, or method of communication
- Under these principles, ISPs are unable to intentionally block, slow down, or charge money for specific websites and online content



Arguments In Favor of Net Neutrality

1. Control of Data
2. Digital Rights and Freedoms
3. Intolerance for Slow-Loading Sites
4. Competition & Innovation
5. Preserving Standards
6. Preventing Pseudo-Services
7. End-to-End Principle

Companies In Support of Net Neutrality

YAHOO!

amazon

ebay™

 Microsoft

 reddit



Google

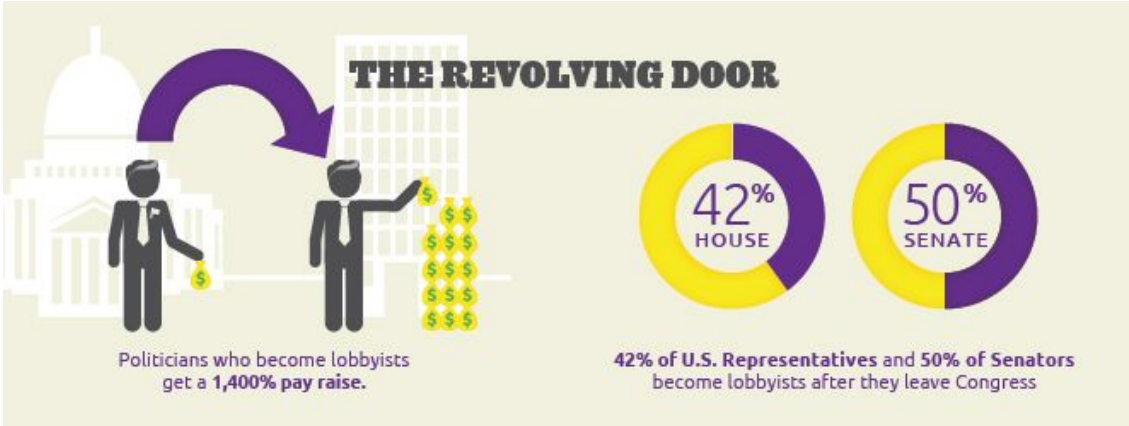
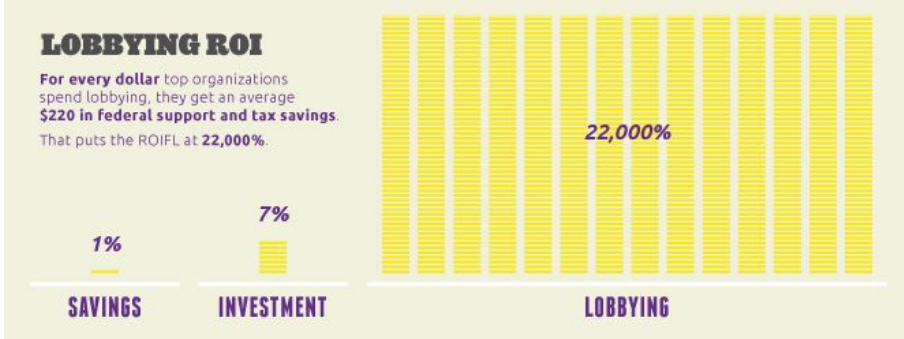
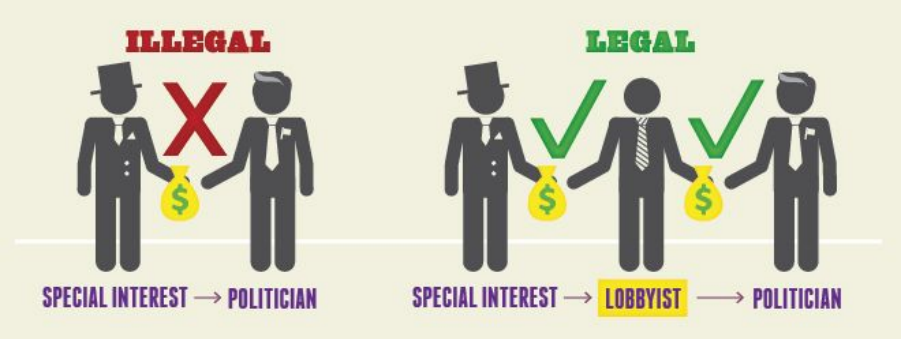
Arguments Against Net Neutrality

1. Reduction in Investment
2. Significant and growing competition already
3. Deters Competition
4. Potentially higher taxes
5. Unnecessary regulation

Companies Against of Net Neutrality



Deep-Pocketed Lobbyists



Powerful Reach of Telecom Elite

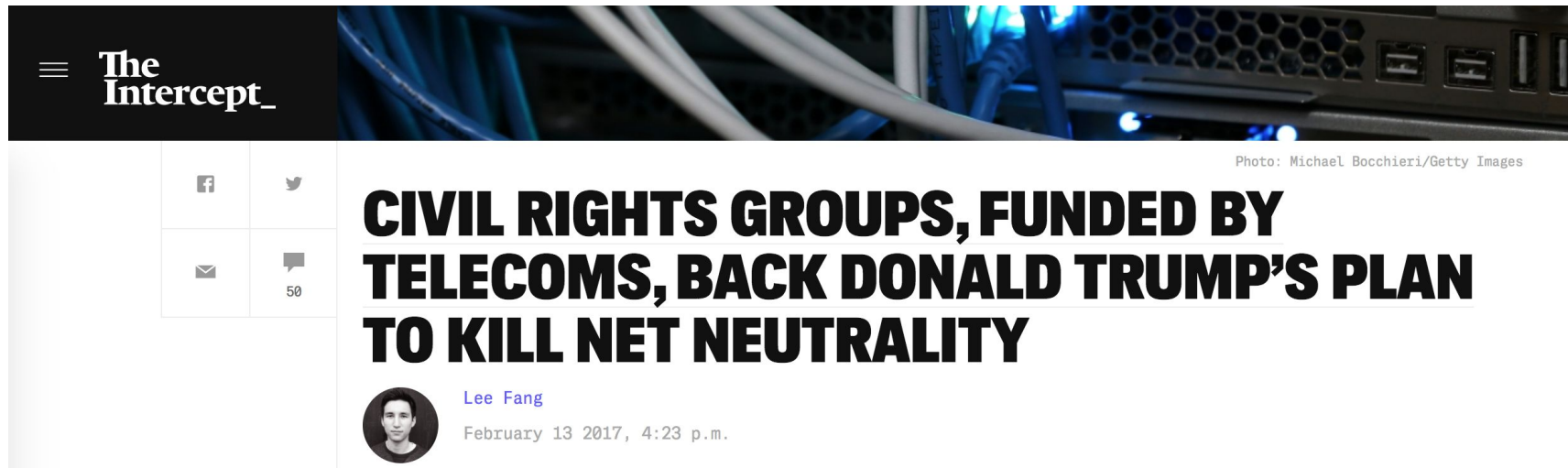


Photo: Michael Bocchieri/Getty Images

CIVIL RIGHTS GROUPS, FUNDED BY TELECOMS, BACK DONALD TRUMP'S PLAN TO KILL NET NEUTRALITY

Lee Fang
February 13 2017, 4:23 p.m.

- Big telecom firms such as AT&T and Comcast have poured millions of dollars of donations into minority group organizations
- "There has been almost no discussion of how important--how essential--it is for traditionally underrepresented groups to maintain the low barriers to entry that our current open Internet provides," Clyburn had said.

November 2017

PRESS RELEASE

NAACP OPPOSES FCC PLAN TO REPEAL NET NEUTRALITY

NOVEMBER 21, 2017

Baltimore, MD (November 21, 2017) – The NAACP, the nation's premier civil rights organization, staunchly opposes the Federal Communication Commission's plans to eliminate critical safeguards ensuring an accessible internet.

Repeal of Net Neutrality - December 14, 2017

- “Restoring Internet Freedom”
- Broadband downgraded from “telecommunications service” to “information services”
- “Today’s vote is an unprecedented abdication of responsibility by the FCC to protect free expression online and to promote a free market for innovation.” - Chris Lewis, Vice-President of Public Knowledge

FCC Stance on NN: Restoring Internet Freedom

“What is responsible for the phenomenal development of the Internet? It certainly wasn’t heavy-handed government regulation. Quite to the contrary: At the dawn of the commercial Internet, President Clinton and a Republican Congress agreed that it would be the policy of the United States ‘to preserve the vibrant and competitive free market that presently exists for the Internet . . . unfettered by Federal or State regulation.’ This bipartisan policy worked.”



Twitter Response



Alyssa Milano ✓

@Alyssa_Milano



Funny thing happened yesterday. @AjitPaiFCC attacked me for using my voice to speak out against his plan to kill #NetNeutrality and the internet as we know it. THREAD

3:08 PM - Nov 29, 2017

♥ 47.8K 💬 23.7K people are talking about this



ACLU ✓

@ACLU



BREAKING: The FCC just voted to dismantle #netneutrality. This represents a radical departure that risks erosion of the biggest free speech platform the world has ever known.

1:13 PM - Dec 14, 2017

♥ 81.9K 💬 66.1K people are talking about this



Zedd ✓

@Zedd



I feel equally as baffled today, as I'm reading that Net Neutrality is being repealed, as I was when Trump got elected President. I just absolutely can't imagine anyone voting for that..... then I realize, I am living in a bubble of like-minded, progressive-thinking people 🙄

1:42 PM - Dec 14, 2017

♥ 6,614 💬 1,566 people are talking about this



Bernie Sanders ✓

@SenSanders



This is the end of the internet as we know it. In Congress and in the courts we must fight back. #NetNeutrality

2:06 PM - Dec 14, 2017

♥ 71.5K 💬 34.6K people are talking about this

Consequences Cont.

- **Encoding / Decoding**
 - If Latinxs do not have equal access or an equal voice on the Internet, the dominant channels will not take them into consideration when they create content
- **Limited Cultural Outlets**
 - The values of dominant Internet providers likely do not align with Latinxs
 - Certain websites / contents prioritized over others
- **Multiplier Effect**
 - Reducing the ability for all voices to have equal footing on the Web exacerbates the issue of attracting Latinxs to put forth the effort to make an impact and voice their issues to a broader audience

Detriment to Minority Groups

NET NEUTRALITY REPEAL WOULD HURT #METOO MOVEMENT AND MINORITY WOMEN

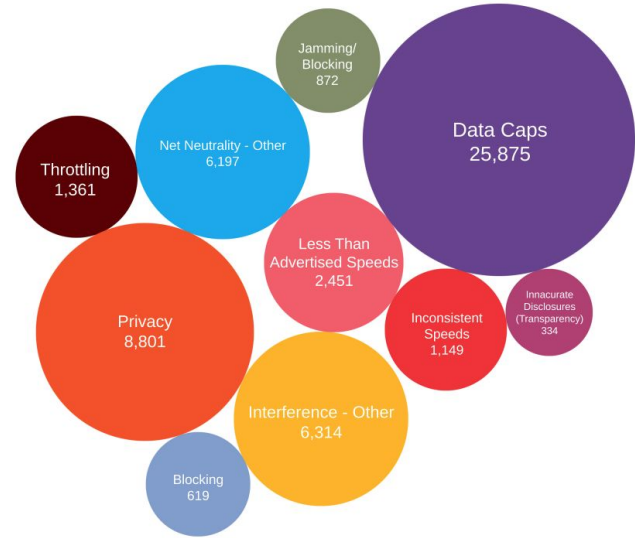
BY **LEAH THOMAS** ON 12/13/17 AT 5:55 PM

- Censorship on the web would disproportionately affect women and minorities
- The internet—unlike print and television media outlets—currently works as a way around gatekeepers
- The repeal of NN allows broadband providers to favor "popular" content and slow or block others they may find controversial
- "The open Internet has allowed women to bypass traditional patriarchal gatekeepers in media and the economy to speak for themselves and gain access to opportunities and income streams that might otherwise be unavailable to them," Malkia Cyri

Consequences for Latinxs

- National Hispanic Media Coalition: “Voices will know be heard only as far as their wallets can carry them”
- Paid prioritization
- Latinxs already face substantial barriers in getting online, staying online, and having high quality Internet
- Latinx media outlets will get pushed to the side as mainstream channels pay for faster load times

Open Internet Consumer Complaints



TOTAL: 53,973

Data produced by the Federal Communication Commission in response to the National Hispanic Media Coalition's Freedom of Information Act request for all Open Internet consumer complaints since the Open Internet Order went into effect on June 2015.

Case Study: Detroit



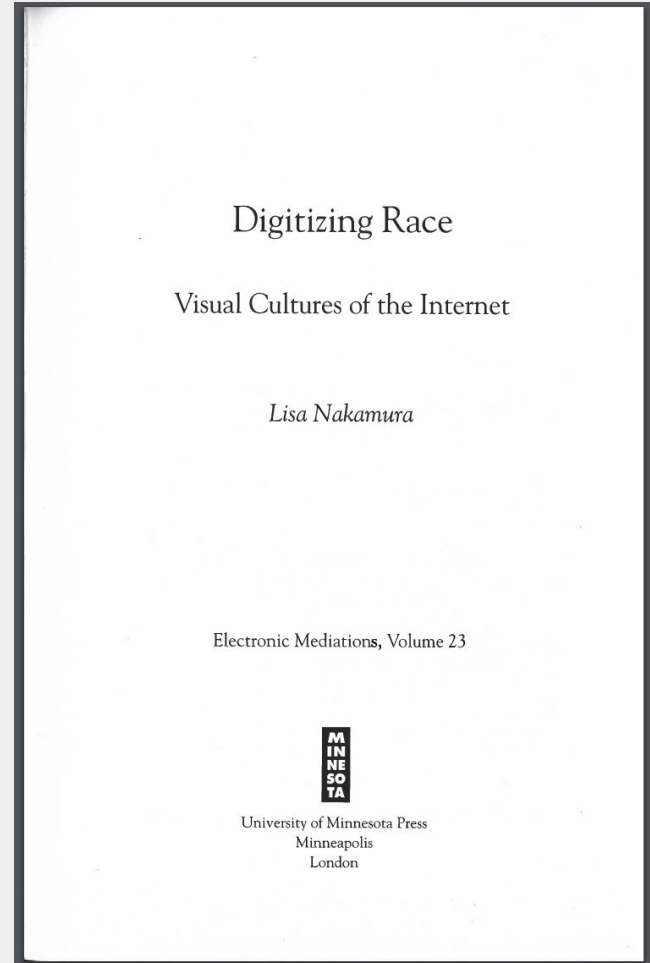
- Often thought of as only a problem for rural America, 40% of Detroit residents don't have access to Internet access at all
- 70% of school aged children do not have access

Net Neutrality Repeal - Key Takeaways

1. Undermines Freedom of Expression
 - a. ISPs can now censor content that they do not agree with
2. Stifles Companies' Ability to Innovate
 - a. Big and small companies do not have equal access to same Internet resources as before
3. ISPs Are No Longer Utility Providers
 - a. The Internet is no longer treated as an essential to everyday life in the United States like services such as access to water, sewage, and electricity

*Measuring Race on the Internet:
Users, Identity, and Cultural
Difference in the United States*

Lisa Nakamura



“Model Minority”

- Asian Americans characterized as having a privileged relationship with technology
- Demographic studies of Internet use emphasize only Asian Americans’ position as consumers
- Internet use by racial minorities misunderstood as being on par with usage by the white Internet majority if “access” is the only criterion considered



Language and Demographic Studies

- At the time of this paper, these reports were based on data gathered by telephone and paper surveys that did not survey in Asian languages
- 7 out of 10 Asians in the US in the 2000 Census were born outside of the country and do not speak English fluently enough to participate
- Biases the number of Asian American Internet users upward



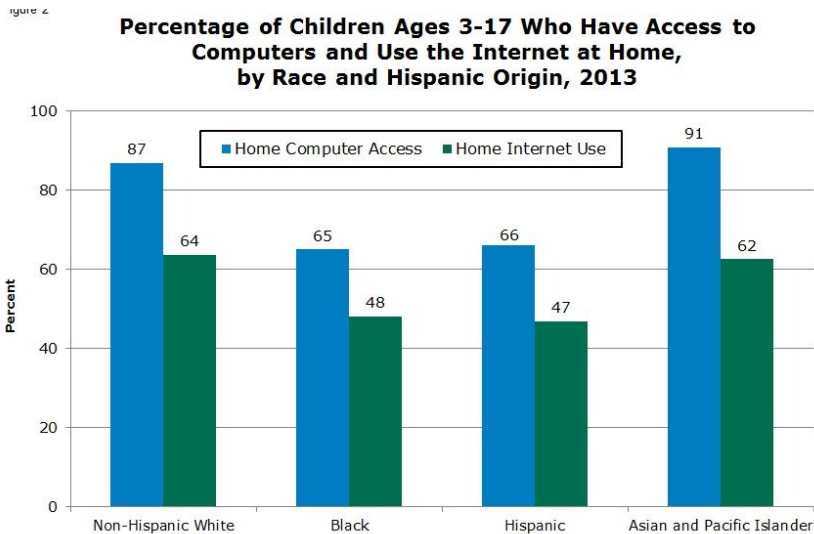
Pew Internet
Pew Internet & American Life Project



Asian Americans & Internet Usage

- Reports on Internet-usage that only count English-speaking Asian Americans perpetuate a damaging racializing formation that perpetuates digital inequality
- When non-English-Speaking Asians are considered, “they are a digital minority whose racial formation and public perception are that of a digital majority”
- Dubbing Asian Americans as “the most wired group in America” deceptively represents them as subjects of interactivity in ways that other users are not
- These descriptions bolster the longstanding myth of the cultural association between Asians and high technologies

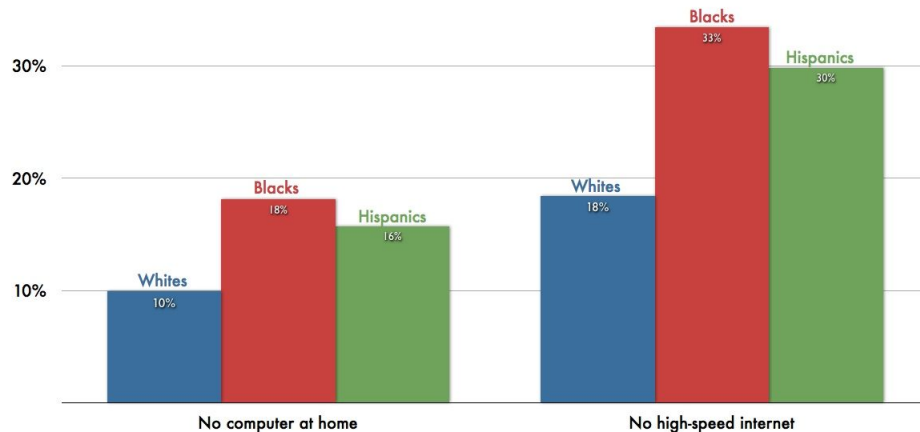
Race and Internet Access



Source: Child Trends' original analysis of the July 2013 Current Population Survey.

Child Trends
DATA BANK

Blacks and Hispanics are less likely than Whites to have computers and high-speed internet access at home



Data source: U.S. Census Bureau American Community Survey, Computer and Internet Use in the United States: 2013, Table 2.

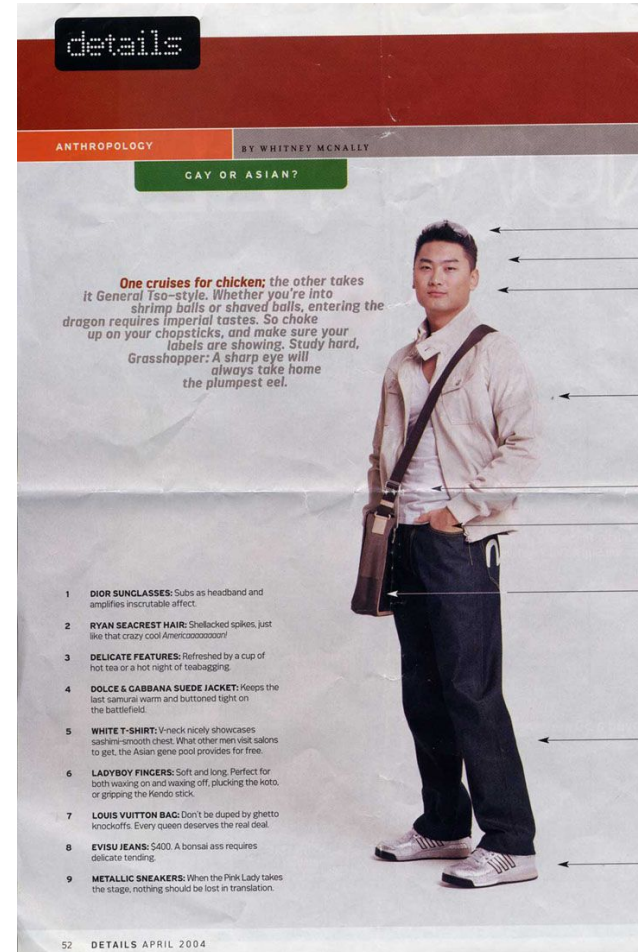
PRISON
POLICY INITIATIVE

Retail Racism

- Companies believe that the certain audiences will buy into the presented stereotypes and buy their products
- Using stereotypes that have been so embedded in our culture that they feel natural
- The real danger lies when certain stereotypes feel so naturalized that ignorant statements become the “truth”, “other cultures” feel exogenous, or racist images become “mainstream art”
- The reading highlights several instances of retail racism and the subsequent Internet backlash

Details, “Gay or Asian”

- Galvanized Asian American activists and journalists both offline and online
- Daniel Lee’s “Asians Against Ignorance” Online Petition, 32,000 signatures
- Latinos and other people of color already face many hurdles to access the Internet
- Both homosexual and Asian men are both misrepresented in terms of class
- The media considers them as privileged consumers rather than workers or laborers



Abercrombie & Fitch



Chronicle / Paul Chinn

It honestly never occurred to us that the advertisement was racist! We thought that Oriental fashion is gorgeous and wanted to do an advertisement placed in Asia. We are a really culturally diverse company -- we're not that kind of people." - Skyy Director of Marketing

Skyy Vodka



Misinterpreted Internet Response

- Much less effective and far-reaching than advertised by the media
- *Details* Petition had about 32,000 signatures, but OndadeMar's had only 498
- Goes back to the idea that Asian Americans are highly in touch with the Internet and technology
- Online response often not a good proxy for actual response because it is hard to analyze all the reasons people are posting in “support”

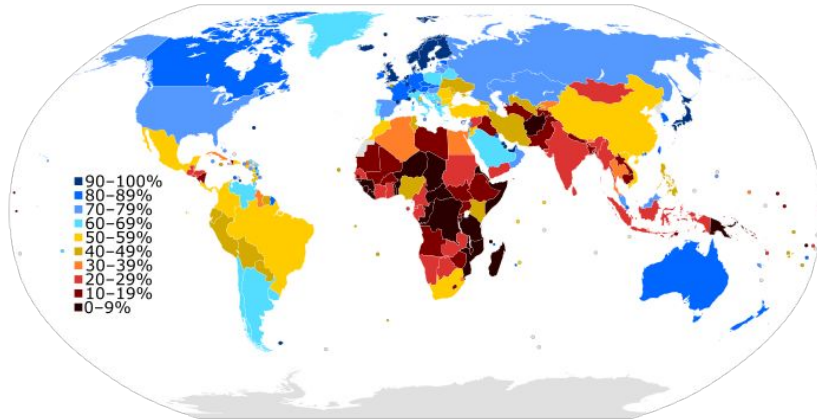
“Othering” by the Media

- These outlets influence who is technologically “threatening or helpful”
- This example sends the message that Americans need to be worried about foreigners coming in and taking their high skilled jobs

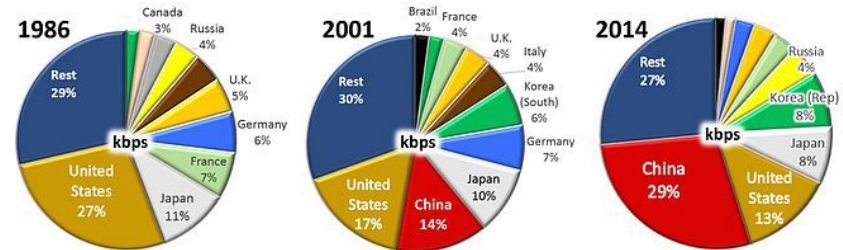


Digital Divide

- Economic and social inequality with regard to access to, use of, or impact of information and communication technologies
- With a global mobile penetration of over 95%, it is becoming a relative inequality between those who have more and less bandwidth and more or fewer skills



Top 10 countries with most installed bandwidth (in kbps)



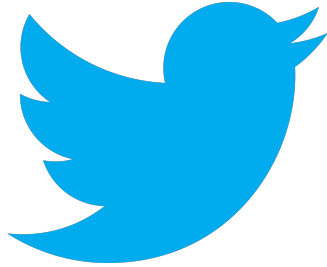
Hilbert, M. (2016). The bad news is that the digital access divide is here to stay: Domestically installed bandwidths among 172 countries for 1986–2014. *Telecommunications Policy*. www.martinhilbert.net/the-bad-news-is-that-the-digital-access-divide-is-here-to-stay/

Misconceptions of the “Net”

- Paradoxically thought to have more in common with popular media forms versus mass ones because of its supposed openness and interactivity
- At the time of this writing
- As the Internet has grown however, it has attracted censors similar to TV and other mass media
- Perceived as inherently educational and thus a contributor to democracy and equality, but not accessible to nearly as many users as other mass media forms are

Current Internet Landscape - Top Websites

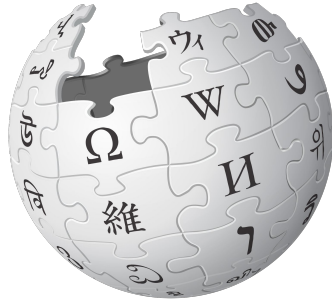
facebook.



You **Tube**



Instagram



WIKIPEDIA
The Free Encyclopedia

Pinterest

Linked **in**

Issues with Social Media Platforms

- Facilitates echo chambers
- Users rarely coming into contact with any other viewpoints that their own
- Content and ads are displayed based on your demographics, preferences, time of day, etc.
- A facade of openness
- Harmful rhetoric more easily accessible, influential



<http://www.pochanostra.com/home/>

<http://www.dartmouth.edu/~mexotica/other.html>

GUILLERMO GÓMEZ-PENÁ & ALI DADGAR PRESENT :

THE CHICA-IRANIAN PROJECT ORIENTALISM GONE WRONG IN AZTLAN



a performance photo essay on the
dangers of ethnic profiling in the post 9/11 era

featuring performance artists:
Ali Dadgar, Bella Warda, Roham Shaikhani, Isis Rodriguez,
Mark Piñate, Liz Lerma, Guillermo Gómez-Peña, E.R.Lewis

photographer: James McCaffry

TEST YOUR ETHNIC PROFILING SKILLS!

MATCH THE NAME OF THE ARTIST WITH THE PERSONA PORTRAYED



- Mark Piñate, Chicano
- Bella Warda, Iranian
- Guillermo Gómez-Pena, Post-Mexican
- Ali Dadgar, Iranian
- Isis Rodriguez, Chicana
- Emiko R. Lewis, Hapa/Half Japanese
- Roham Shaikhani, Iranian
- Liz Lerma, Chicana

CIGAR SHOP INDIAN CHIEF

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Alex Rivera



Why Cybraceros?



DIGITAL DISCONNECT: How Capitalism is Turning the Internet Against Democracy

[https://mediaed.wistia.com/medias/sxh1gc13y4?ct=t\(Ecomm_Digital_Disconnect_2018_01_16\)&mc_cid=24df9440b4&mc_eid=f4d437d058](https://mediaed.wistia.com/medias/sxh1gc13y4?ct=t(Ecomm_Digital_Disconnect_2018_01_16)&mc_cid=24df9440b4&mc_eid=f4d437d058)

Discussion Questions

1. As the U.S. Latino population growth declines, Latinos become more integrated into society, and Spanish-language media companies consolidate, do you think local Spanish-language media companies will survive? What impact will this have on local Latino identities?
2. Do you think net neutrality will continue to be a contentious political issue in the coming years? Why?
3. The “Cybracero” concept seems to be more and more technically feasible with every passing year. White collar work can already be outsourced; do you think a system for exporting blue collar labor will ever come into existence and what are the dystopian implications of such a system?