Hate speech in media promotes Latino stereotype, impacts public health

Hate speech in the media not only fuels negative stereotypes toward immigrants and Latinos, it may also negatively impact an individual’s health, according to a series of reports issued by the National Hispanic Media Coalition (NHMC).

The first report, Social Networks for Hate Speech, by UCLA Chicano Studies Research Center, focused on whether or not conservative talk radio had a negative impact when it came to hate speech directed at religious groups, ethnic groups and racial groups. The research investigated topics, guests and content from The Rush Limbaugh Show, The Glenn Beck Program, The Sean Hannity Show, The Savage Nation and The John and Ken Show.

Alex Nogales, NHMC President and CEO, said in a statement that the findings revealed conservative talk radio tends to have a social network built around the guests and the show. “This social network targets vulnerable groups in content that is spread across affiliated social media websites. The result is an echo-chamber of voices, both online and off, that promotes hatred against ethnic, racial groups and the LGBT community on social media web sites.”

The study found the social media around such talk shows often included anti-immigration and anti-Islamic sentiments; referred to immigrants as “illegal” and law breaking; linked Islam with terrorism; and focused on immigration as the most-discussed topic out of 88 identified during an 18 month period.

In addition to the encouragement conservative talk shows give to hate speech, another report from NHMC revealed a national poll which showed how media portrayals of Latinos and immigrants directly promoted negative stereotypes.

“People exposed to negative media coverage held the most hostile views toward Latinos and immigrants,” Nogales said in the statement, adding he felt the media did a disservice to the public regarding misleading Latino information.

The NHMC poll also found that:

- People exposed to negative media coverage held the most hostile views toward Latinos and immigrants.
- Those exposed to positive portrayals had the most positive views.
- Those exposed to both negative and positive portrayals had more mixed results.

Nogales said he believed it was a clear need for the media to portray Latinos and immigrants more positively.

In addition to the encouragement conservative talk shows give to hate speech, another report from NHMC revealed a national poll which showed how media portrayals of Latinos and immigrants directly promoted negative stereotypes.

“People exposed to negative media coverage held the most hostile views toward Latinos and immigrants,” Nogales said in the statement, adding he felt the media did a disservice to the public regarding misleading Latino information.

The NHMC poll also found that:

- People exposed to negative media coverage held the most hostile views toward Latinos and immigrants.
- Those exposed to positive portrayals had the most positive views.
- Those exposed to both negative and positive portrayals had more mixed results.

Nogales said he believed it was a clear need for the media to portray Latinos and immigrants more positively.

In addition to the encouragement conservative talk shows give to hate speech, another report from NHMC revealed a national poll which showed how media portrayals of Latinos and immigrants directly promoted negative stereotypes.

“People exposed to negative media coverage held the most hostile views toward Latinos and immigrants,” Nogales said in the statement, adding he felt the media did a disservice to the public regarding misleading Latino information.

The NHMC poll also found that:

- People exposed to negative media coverage held the most hostile views toward Latinos and immigrants.
- Those exposed to positive portrayals had the most positive views.
- Those exposed to both negative and positive portrayals had more mixed results.

Nogales said he believed it was a clear need for the media to portray Latinos and immigrants more positively.

In addition to the encouragement conservative talk shows give to hate speech, another report from NHMC revealed a national poll which showed how media portrayals of Latinos and immigrants directly promoted negative stereotypes.

“People exposed to negative media coverage held the most hostile views toward Latinos and immigrants,” Nogales said in the statement, adding he felt the media did a disservice to the public regarding misleading Latino information.

The NHMC poll also found that:

- People exposed to negative media coverage held the most hostile views toward Latinos and immigrants.
- Those exposed to positive portrayals had the most positive views.
- Those exposed to both negative and positive portrayals had more mixed results.

Nogales said he believed it was a clear need for the media to portray Latinos and immigrants more positively.
People who listen to hate speech experience an increase in a stress-related hormone which may cause negative health issues in the future (Shutterstock photo)

Hate speech in media promotes Latino stereotype, impacts public health

Negative portrayals of Latinos in the media are common; and the non-Hispanic population tends to believe them.

- Non-Hispanics frequently identify Latinos in subordinate and stereotypical roles on television and movies.
- The phrase “illegal alien” received a more negative response in people than “undocumented immigrant.”
- Even people with generally positive feelings toward Latinos admitted negative opinions when exposed to negative media.
- Conservative talk radio show followers were up-to-date on anti-immigration and anti-Latino regulations, but knew little about the ethnic group beyond that information.
- Seventeen percent of the polled participants felt the majority of U.S. Latinos were undocumented.

According to a third study, by UCLA Chicano Studies Research Center and supported by NHMC, entitled “Using Biological Markers To Measure Stress In Listeners Of Commercial Talk Radio,” hate speech increases the amount of a stress-related hormone, salivary cortisol, which has the potential for negative health impact over time, including the development of cancer and other inflammatory diseases.

The research indicated that listeners of a radio segment with high prevalence of hate speech, experienced clinical anxiety and in turn had higher levels of the stress hormone, regardless of their race, ethnicity, ideological alignment with the speaker, or their level of previous knowledge on the topic. The study suggested more research and larger samples were needed to explore this issue further.

“The findings that we release today reinforce something that we have known all along—that hate speech can be harmful to the people who listen to it,” said a statement from Nogales. “While the impact of hate speech against targeted groups, such as Latinos, has always been easy to imagine, this study demonstrates that the harm is not isolated to targeted groups and that it could, in fact, even harm the physical health of those that are ideologically aligned with the haters.”

Public health
Lady Gaga: “Bulimia and anorexia since I was 15”
1 comment • 5 hours ago
amber — omg no way : ( ha ha

Envy and arrogance may finish Cristiano Ronaldo’s career
22 comments • 20 days ago
hakeem — There was nothing good to take away from this article other than your loathe and hate for a very spe...

Bagel head: Newest trend in body modification, but is it safe?
2 comments • 6 hours ago
SharpndPensel — LOL Bagel head.

Democratic National Convention lacks Latino luster
16 comments • 24 days ago
Lola — This is the problem though. You're characterizing Latina/os in the most stereotypical fashion—as Ca...

Use our stories
Original stories by VOXXI are available under a Creative Commons License. Permissions beyond the scope of this license are available at http://www.voxxi.com/creative-commons.