The Power of Media to Breed Hate, Impact Health and Shape Opinions: Presenting Comprehensive Research and Poll Data

The National Hispanic Media Coalition is a non-partisan, non-profit, media advocacy and civil rights organization established in 1986 in Los Angeles, California.

Its mission is to educate and influence media corporations on the importance of including U.S. Latinos at all levels of employment. It augments the pool of Latino talent with its professional development programs. It challenges media that carelessly exploit negative Latino stereotypes. It scrutinizes and opines on media and telecommunications policy issues.

http://www.nhmc.org

Anti-Latino Stereotypes and the Media: Results of Two National Studies

Matt A. Barreto, Ph.D.
Co-Founders, Latino Decisions
September 18, 2012

Belief in Stereotypes about Latinos

An in-depth, two part study

Part A:

National telephone poll of 900 non-Hispanic respondents
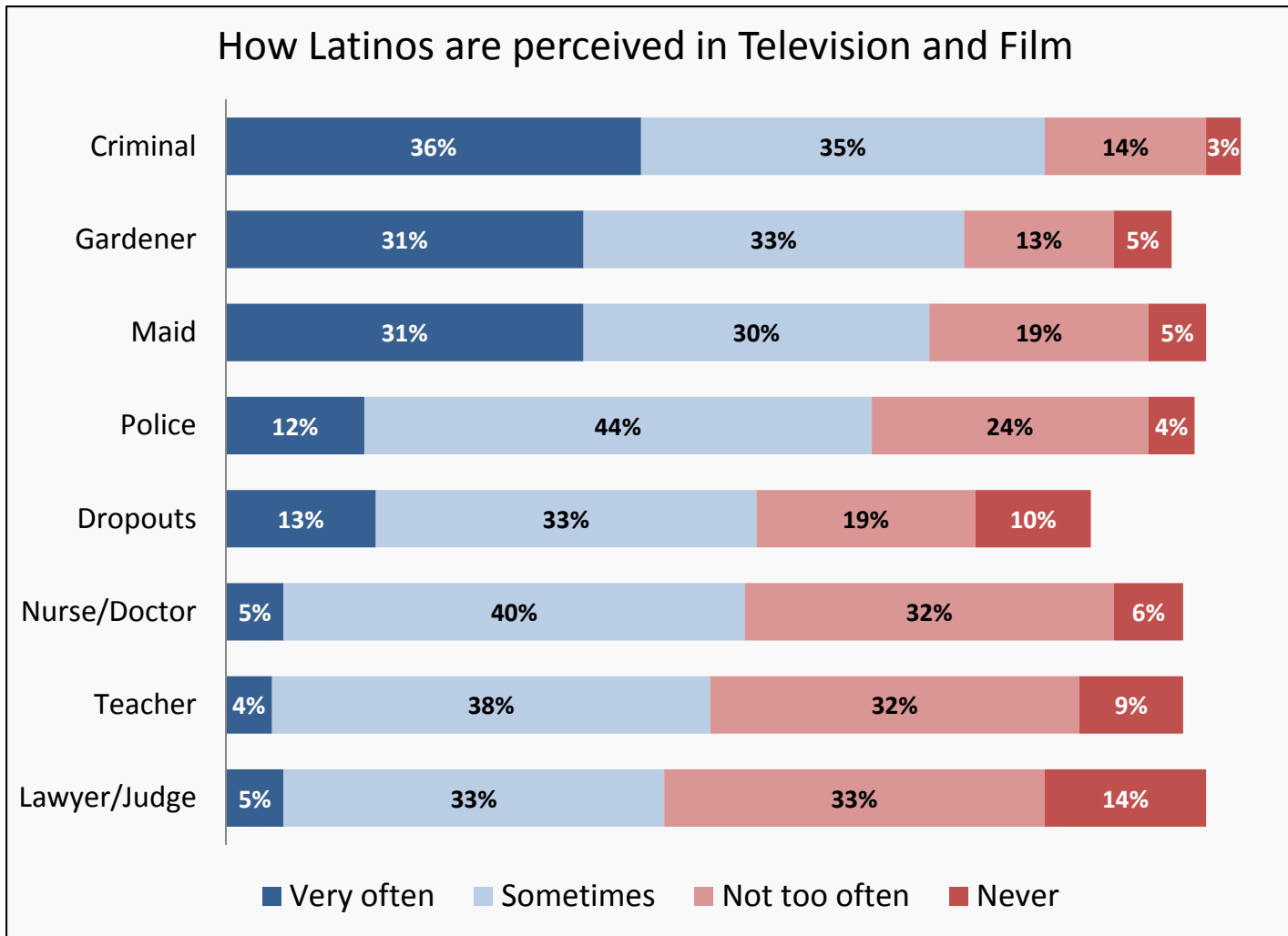
Asked about perceptions of Latinos in the media

Part B:

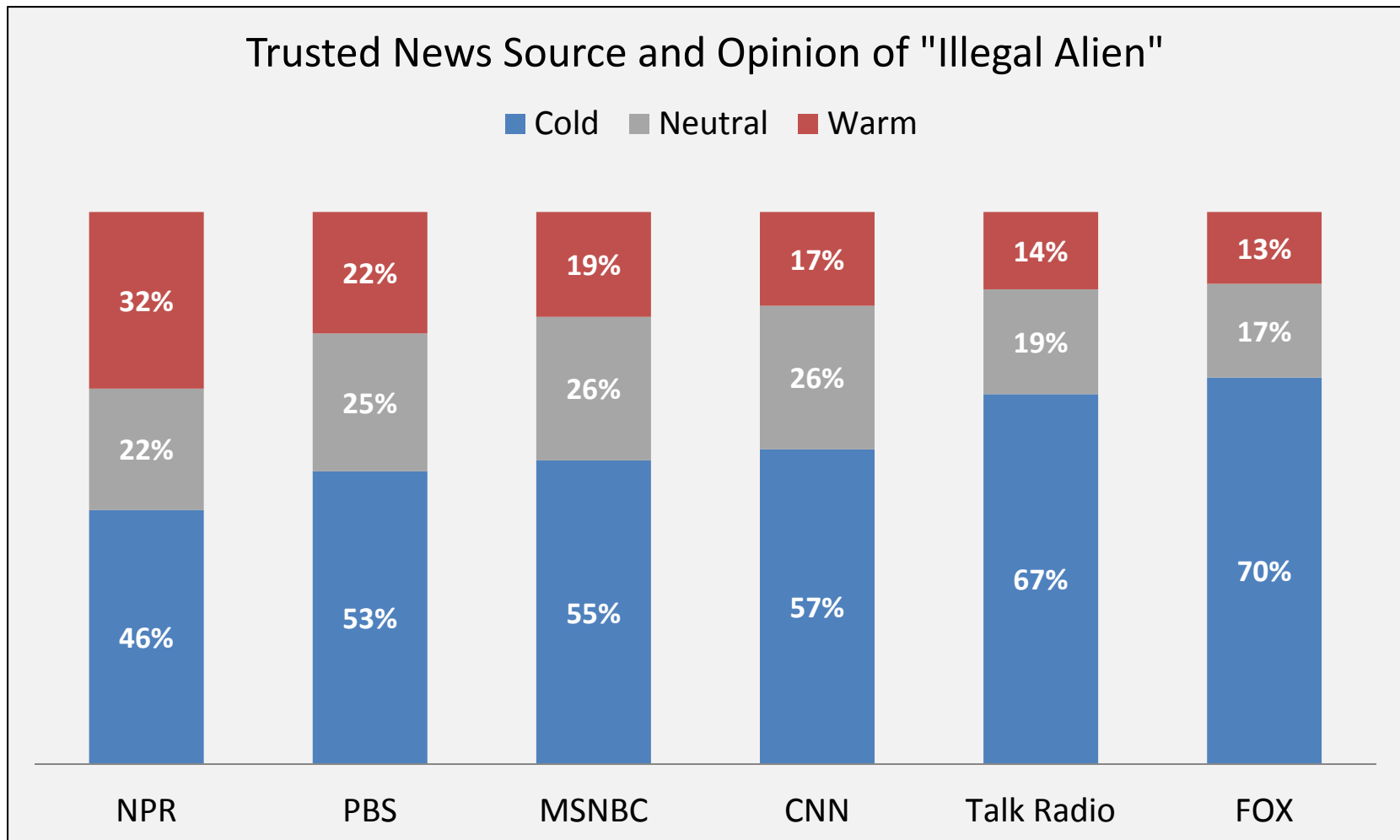Online survey of 3,000 non-Hispanic respondents nationwide

Measured how exposure to positive or negative images of Latinos in the media may independently contribute to stereotypes about Latinos

Findings from the National poll

How Latinos are perceived in Television and Film

| Role	Very often	Sometimes	Not too often	Never
Criminal	36%	35%	14%	3%
Gardener	31%	33%	13%	5%
Maid	31%	30%	19%	5%
Police	12%	44%	24%	4%
Dropouts	13%	33%	19%	10%
Nurse/Doctor	5%	40%	32%	6%
Teacher	4%	38%	32%	9%
Lawyer/Judge	5%	33%	33%	14%

■ Very often   ■ Sometimes   ■ Not too often   ■ Never

Source: NHMC/Latino Decisions national telephone survey of 900 non-Hispanic adults

Findings from the National poll

Trusted News Source and Opinion of "Illegal Alien"

■ Cold ■ Neutral ■ Warm

	NPR	PBS	MSNBC	CNN	Talk Radio	FOX
Warm	32%	22%	19%	17%	14%	13%
Neutral	22%	25%	26%	26%	19%	17%
Cold	46%	53%	55%	57%	67%	70%

Source: NHMC/Latino Decisions national telephone survey of 900 non-Hispanic adults

Findings from the National poll

Latino Stereotypes by TV News Source
(percent agree shown)

■ FOX   ■ Network News   ■ MSNBC
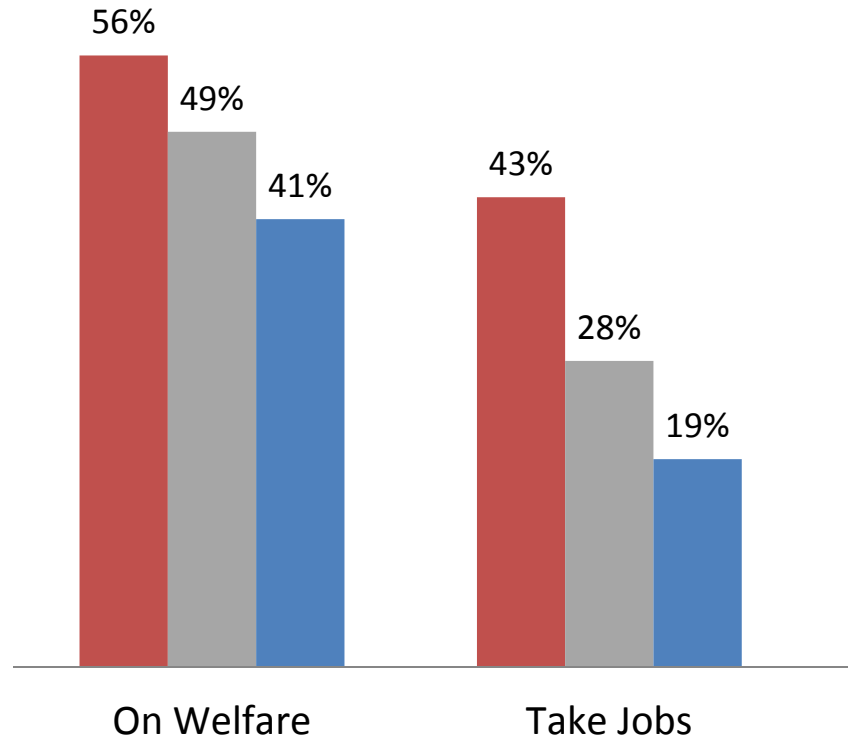
Source: NHMC/Latino Decisions national telephone survey of 900 non-Hispanic adults

Belief in Stereotypes about Latinos

Part B

Clearly we have found an association between media portrayals of Latinos and belief in stereotypes

But is there a direct cause and effect?

To test this, we turn to our second study, the experimental study in which we can test how people react to different media portrayals of Latinos

Belief in Stereotypes about Latinos

About the media study

Conducted a survey of 3,000 non-Hispanic respondents nationwide

Survey was conducted on Internet, via Latino Decisions online panel

Respondents were randomly divided into 8 different groups

Each group received one and only one media stimuli:

- Entertainment Negative: Gang scene in Training Day
- Entertainment Positive: West Wing, Matt Santos running for President
- TV News Negative: MSNBC News show on Latino gangs in Los Angeles
- TV News Positive: Interview with first Latino astronaut Jose Hernandez
- Radio Negative: Michael Savage show about illegal immigrants
- Radio Positive: Interview with first Latina astronaut Ellen Ochoa
- Print News Negative: Pat Buchanan news op-ed about immigration
- Print News Positive: Sacramento Bee story about astronaut Jose Hernandez

Belief in Stereotypes about Latinos

About the media study

After being exposed to roughly 1 minute media stimuli, respondents went on to answer questions about beliefs, attitudes, and stereotypes towards Hispanics

Because respondents were only exposed to one stimuli, we can assess what impact, if any, exposure to positive or negative information about Latinos has on the public

After watching a news show about Latino gangs – does the public develop more negative attitudes about Hispanics?

After watching a news show about a highly educated and successful Latino astronaut – does the public develop more positive attitudes?

Because of the experimental design, this study can address whether or not exposure to media causes people to develop positive or negative attitudes

Belief in Stereotypes about Latinos

Measuring Stereotypes

For each phrase listed, please indicate if you think it applies to Hispanics or Latinos very well, somewhat well, not that well, or not at all.

So thinking about Hispanics in general, how well does **"less-educated"** describe this group?

Respondents were asked to evaluate 15 different items, which we detail in the following slides

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

**At the top, we display the question we asked all respondents**

"Less Educated"
Percent who agree

And we are reporting the percent who agree

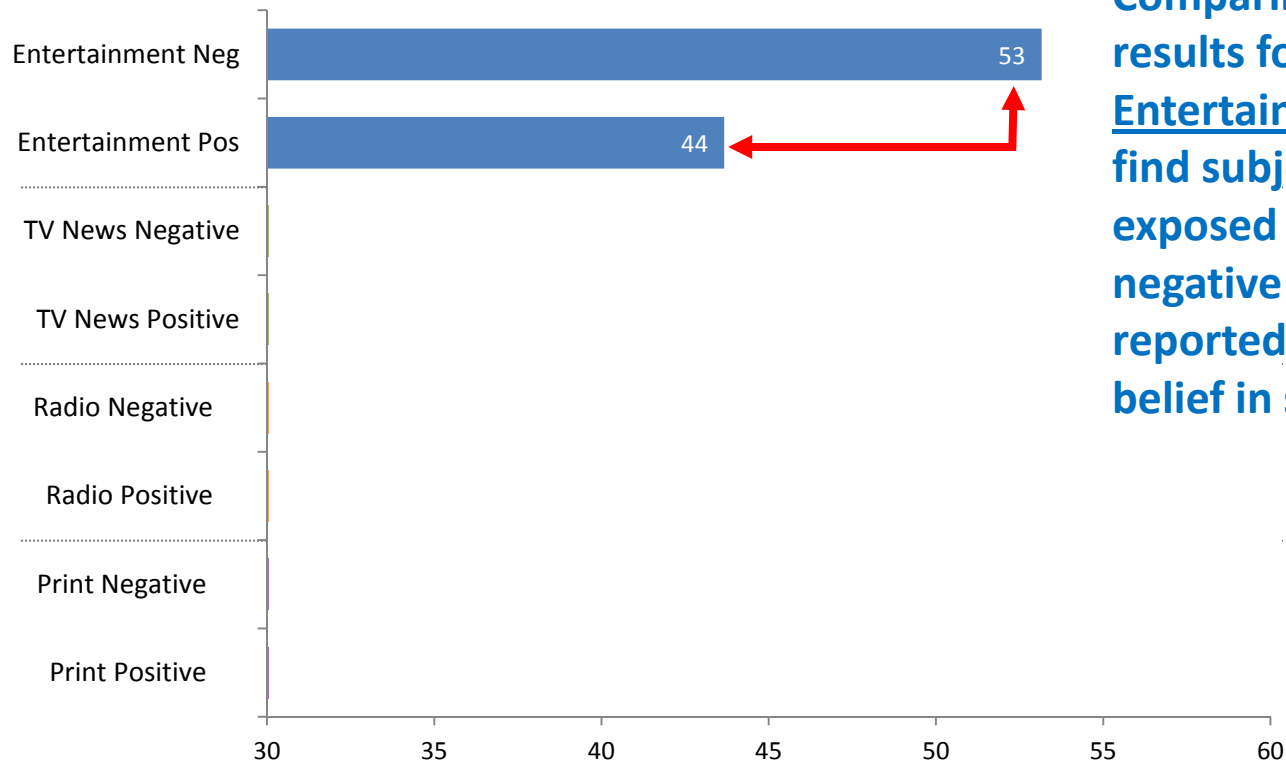Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Less Educated"
Percent who agree

Entertainment Neg
(Training Day)

Entertainment Pos
(West Wing)

Here on the left, we sort the results by which media stimuli was received

TV News Negative
(Lockdown/gangs)

TV News Positive
(Ochoa)

Radio Negative
(Savage/immig)

Radio Positive
(Astronaut)

Print Negative
(Buchanan/immig)

Print Positive
(Astronaut)

30   35   40   45   50   55   60

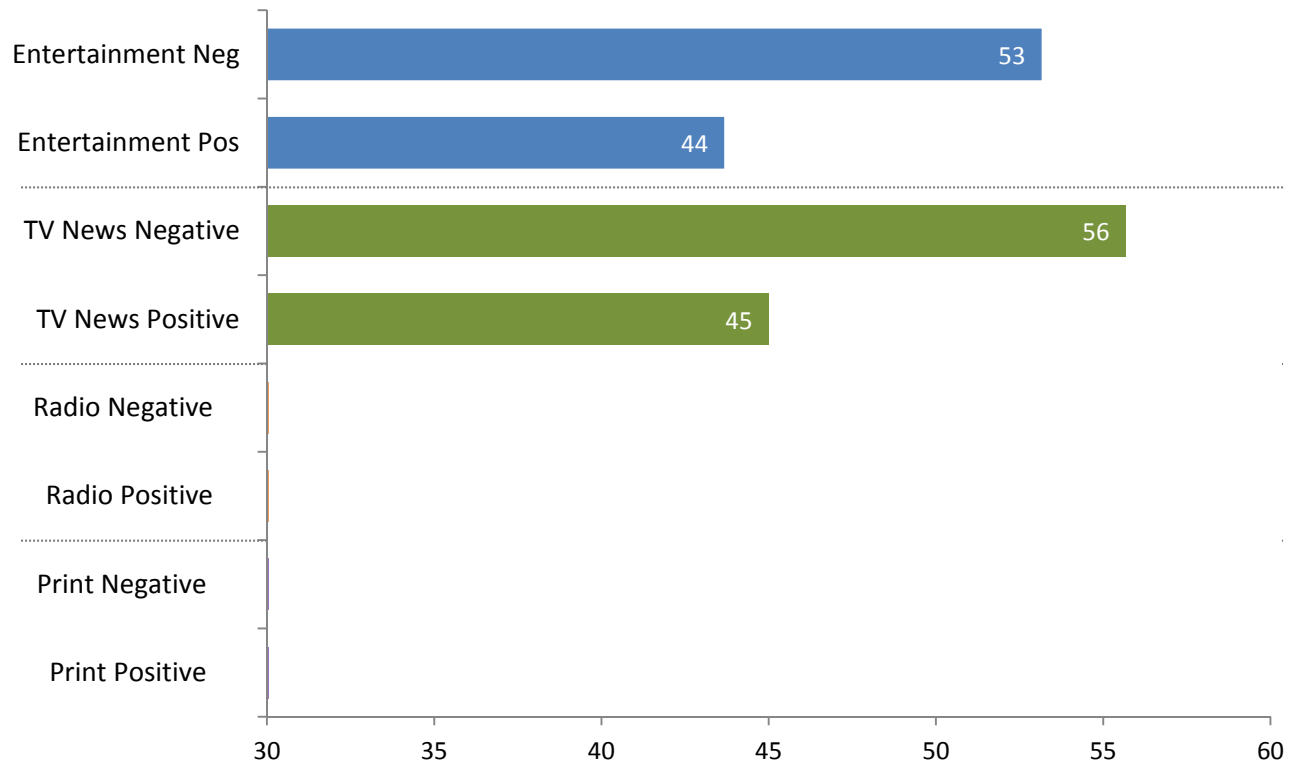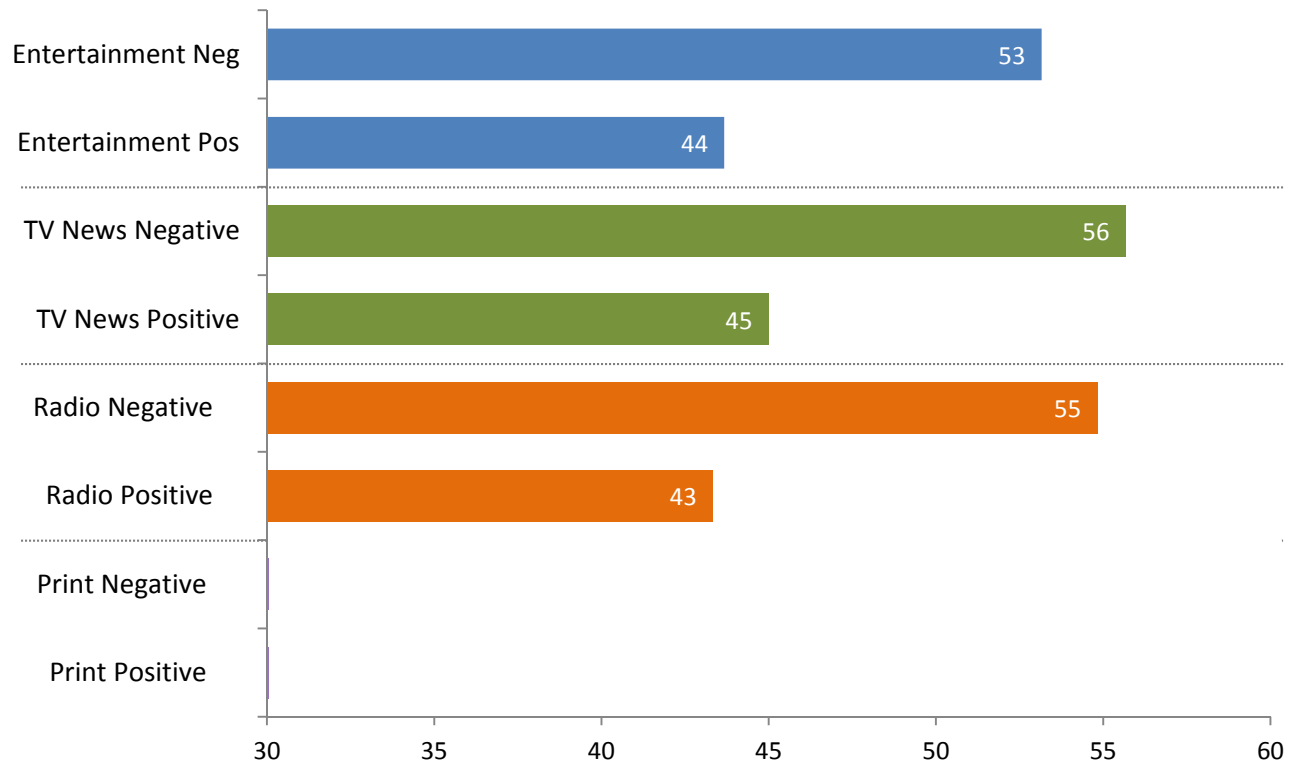Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Less Educated"
Percent who agree

Here on the left, we sort the results by which media stimuli was received
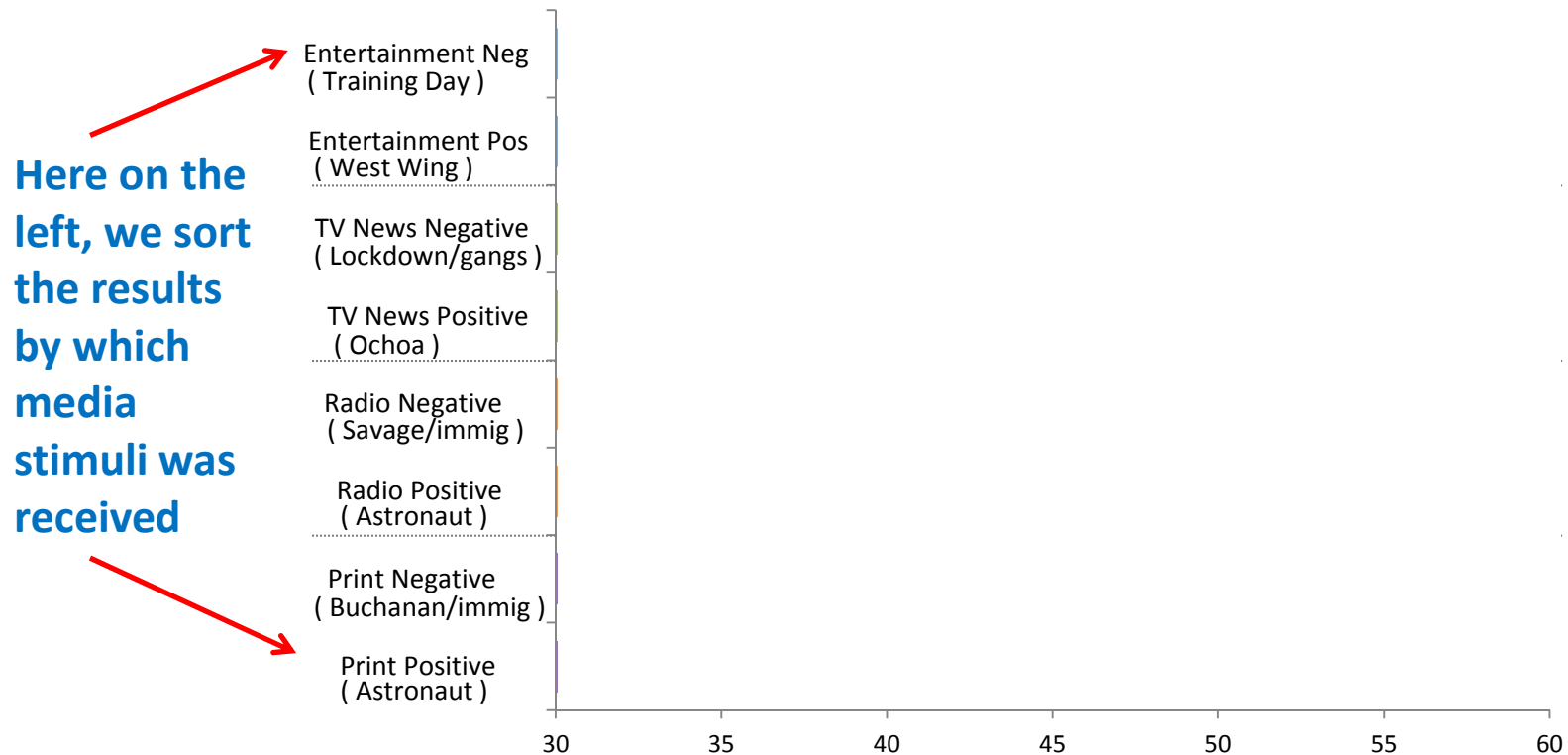
Comparing the results for the Entertainment, we find subjects exposed to a negative stimuli reported 9% higher belief in stereotype

Category	Value
Entertainment Neg	53
Entertainment Pos	44
TV News Negative	
TV News Positive	
Radio Negative	
Radio Positive	
Print Negative	
Print Positive	

30   35   40   45   50   55   60

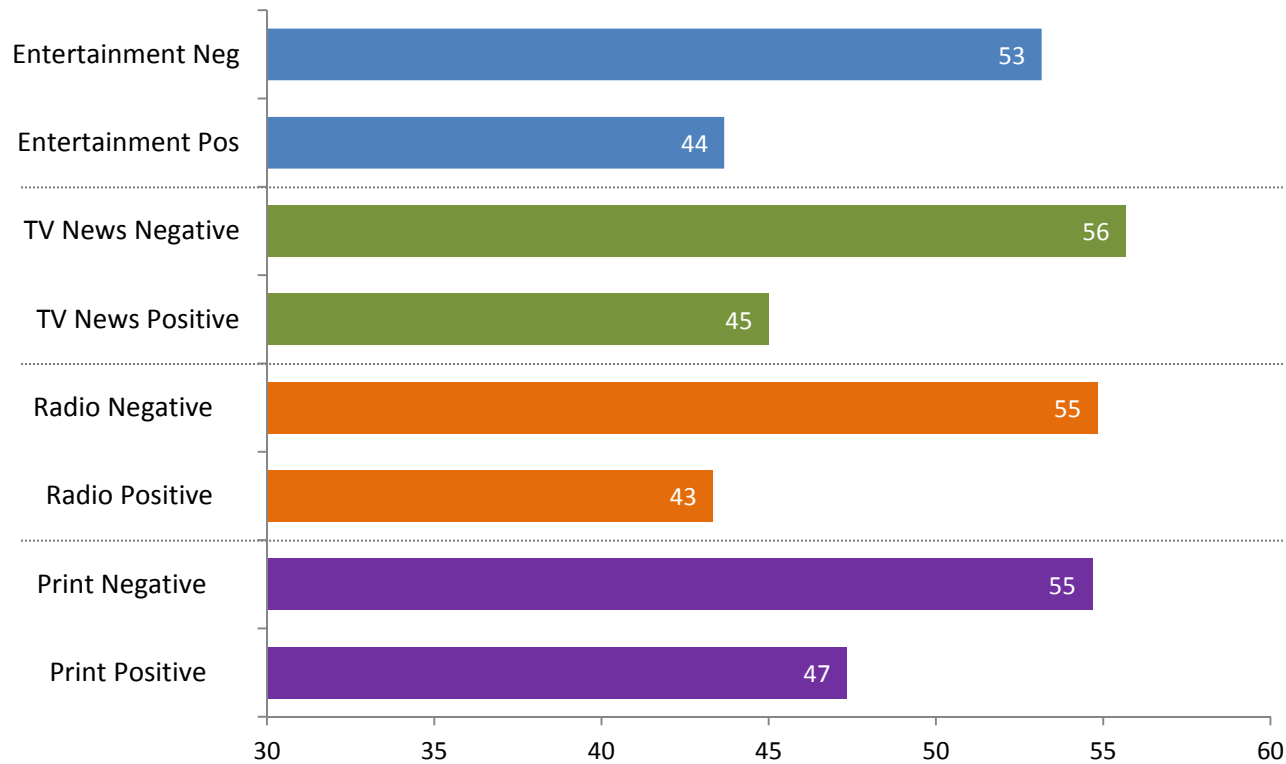Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Less Educated"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	53
Entertainment Pos	44
TV News Negative	56
TV News Positive	45
Radio Negative	
Radio Positive	
Print Negative	
Print Positive	

30   35   40   45   50   55   60

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown
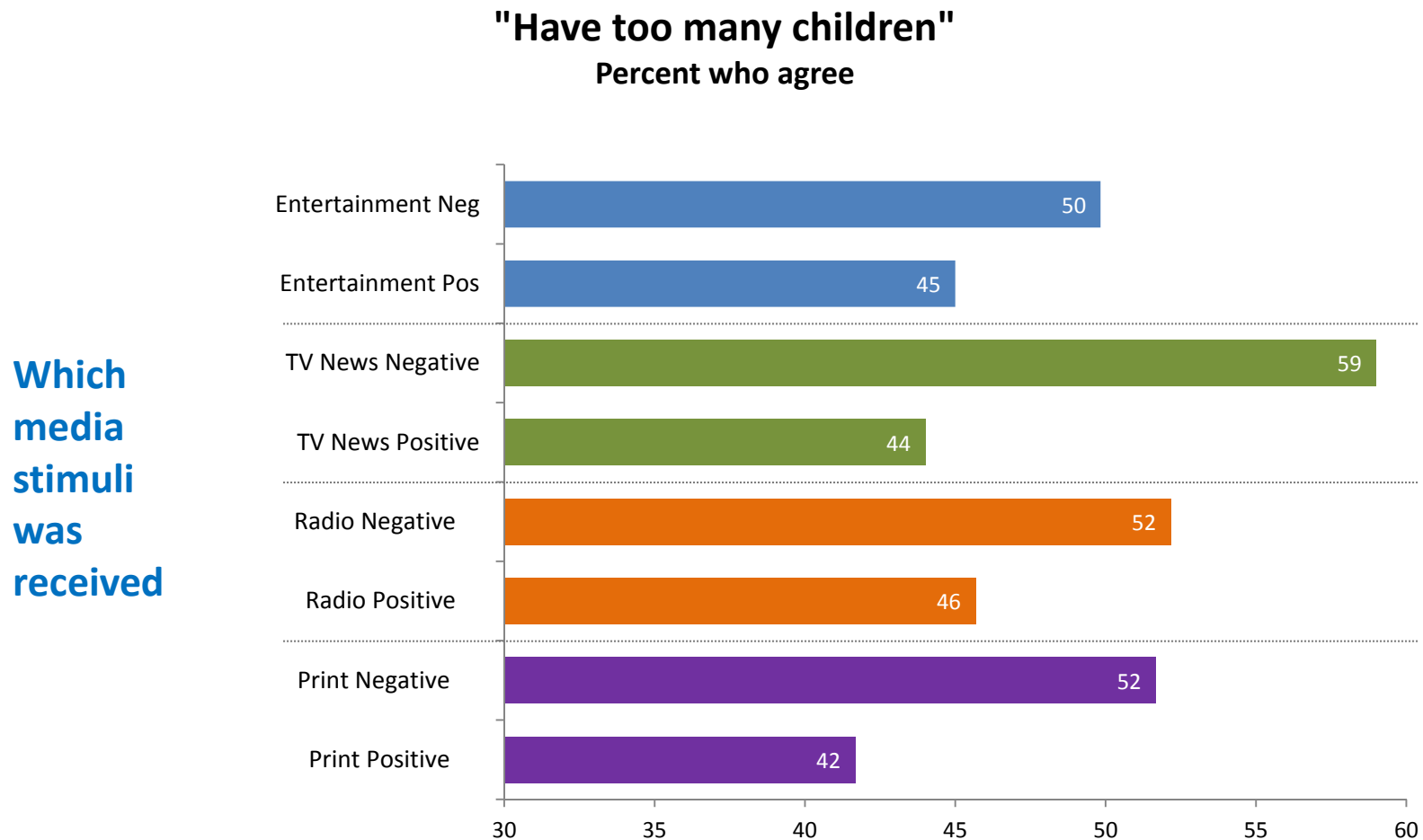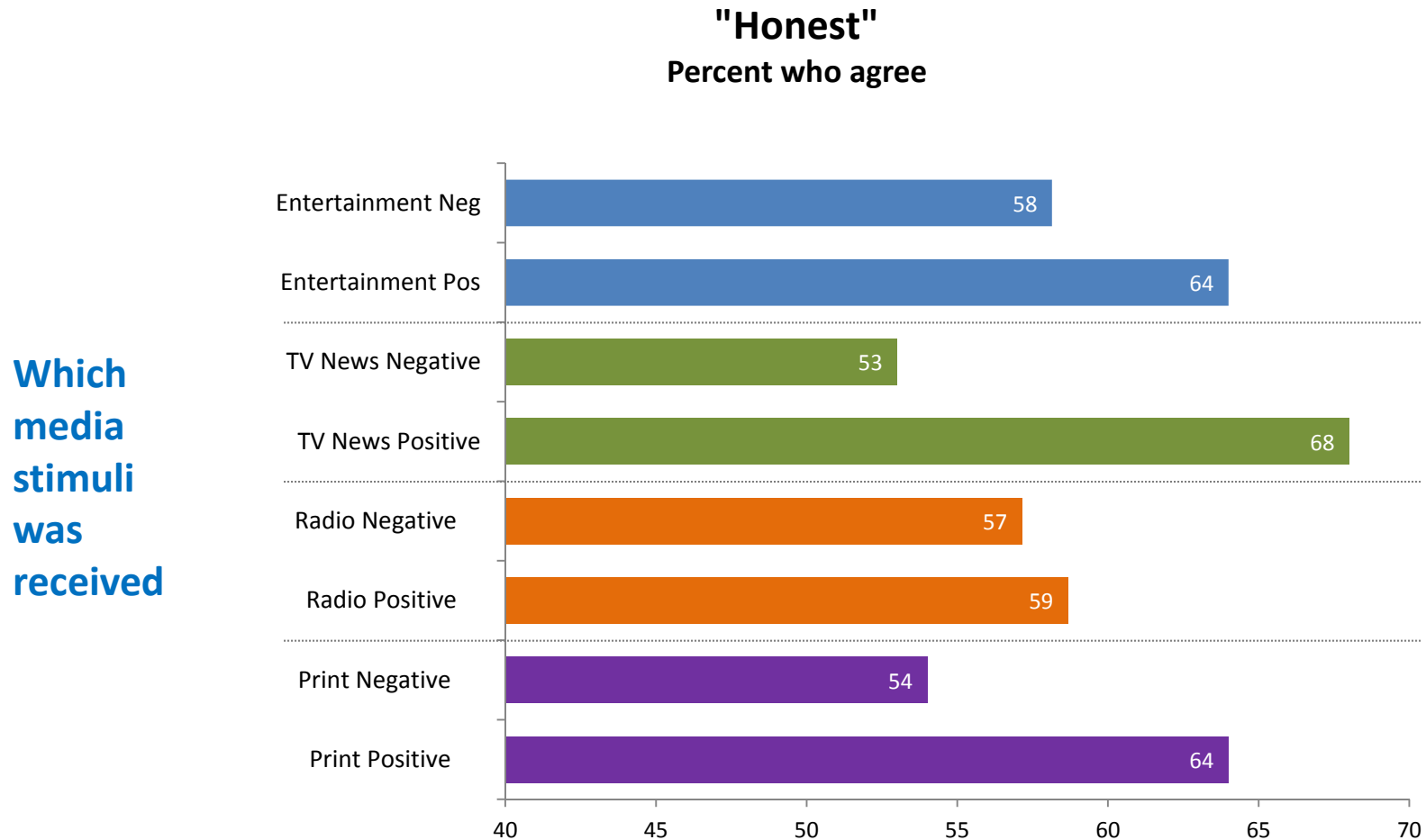
"Less Educated"
Percent who agree

Which media stimuli was received

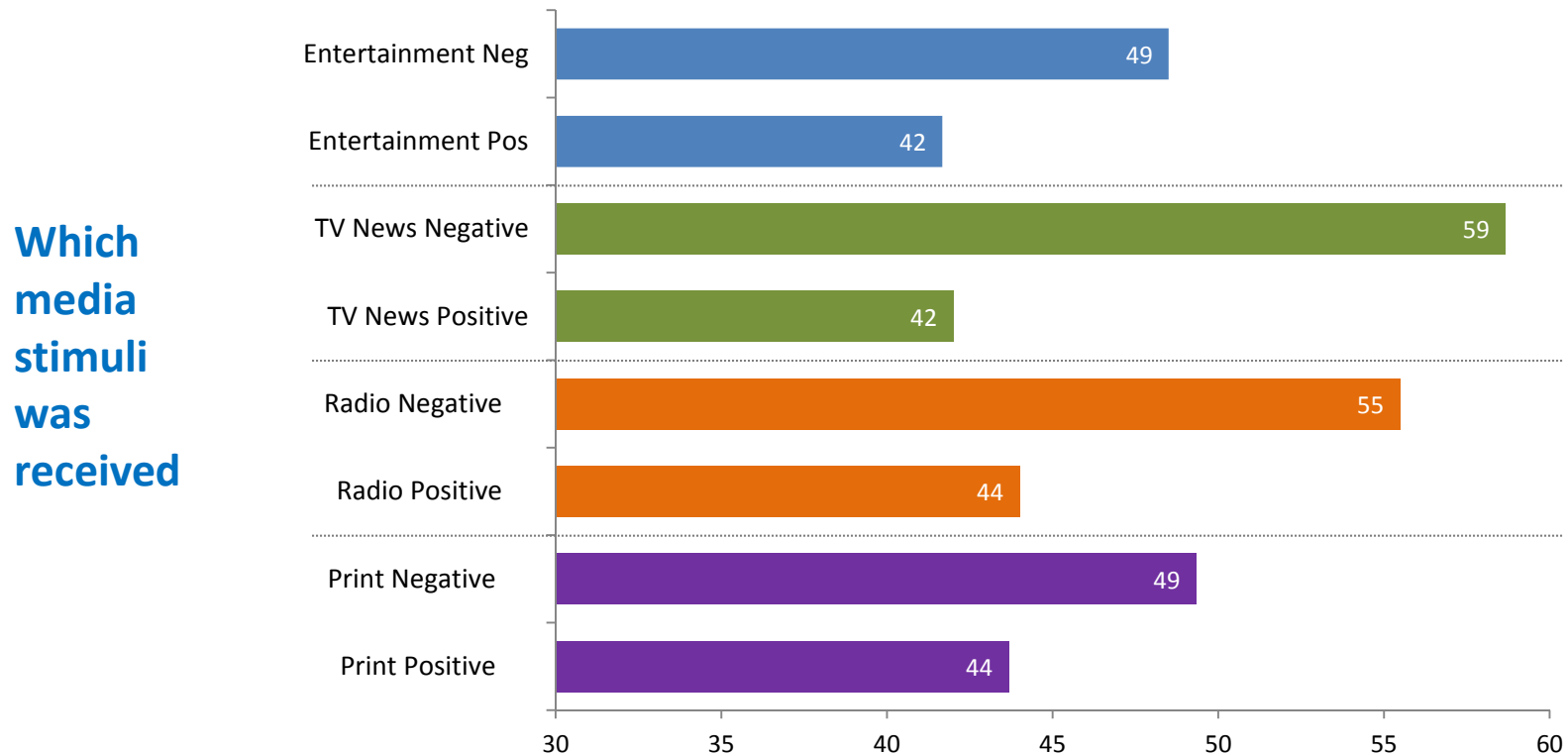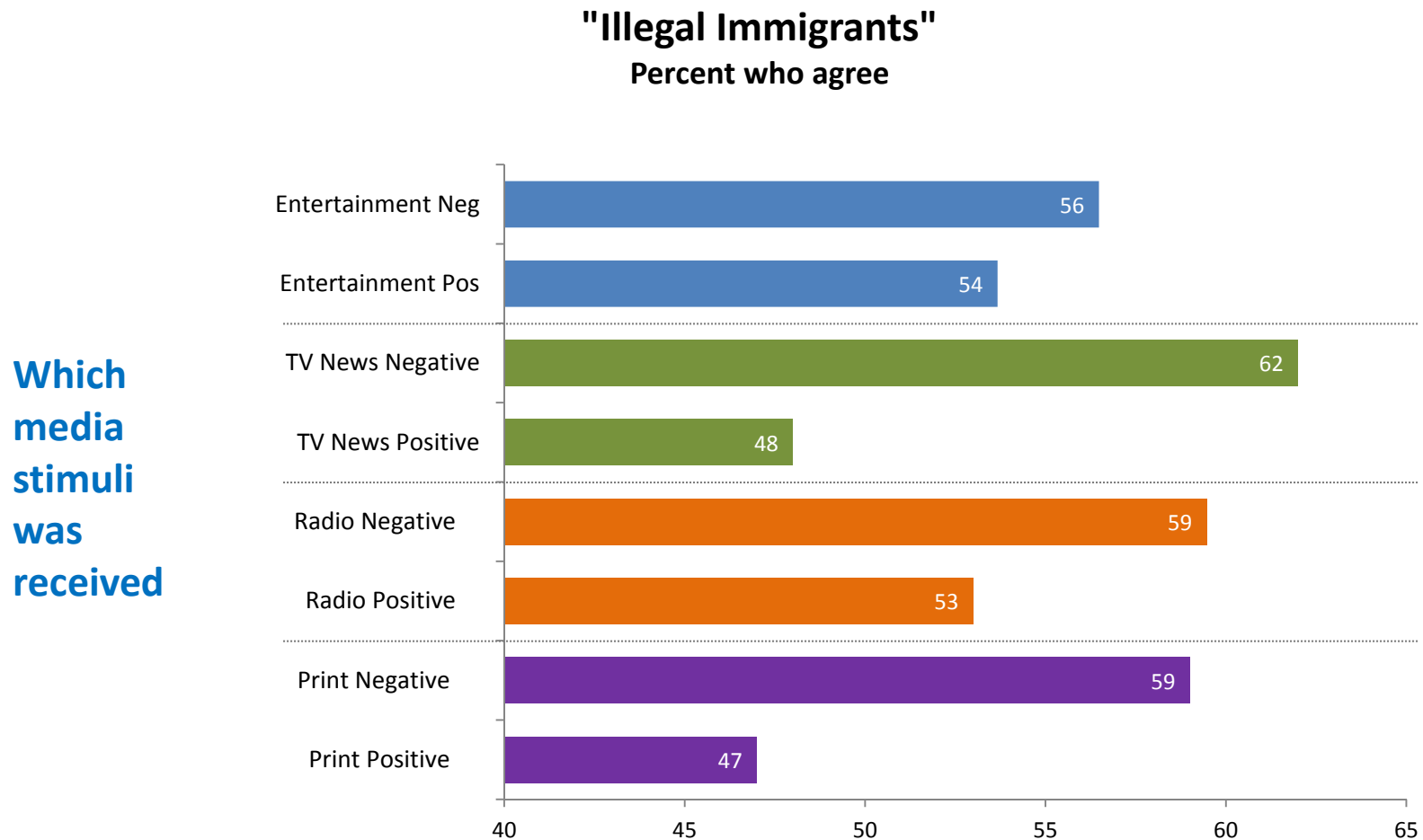| Media	Value
Entertainment Neg	53
Entertainment Pos	44
TV News Negative	56
TV News Positive	45
Radio Negative	55
Radio Positive	43
Print Negative	
Print Positive	

30 35 40 45 50 55 60

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Less Educated"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	53
Entertainment Pos	44
TV News Negative	56
TV News Positive	45
Radio Negative	55
Radio Positive	43
Print Negative	55
Print Positive	47

30   35   40   45   50   55   60

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Have too many children"
Percent who agree

Which media stimuli was received

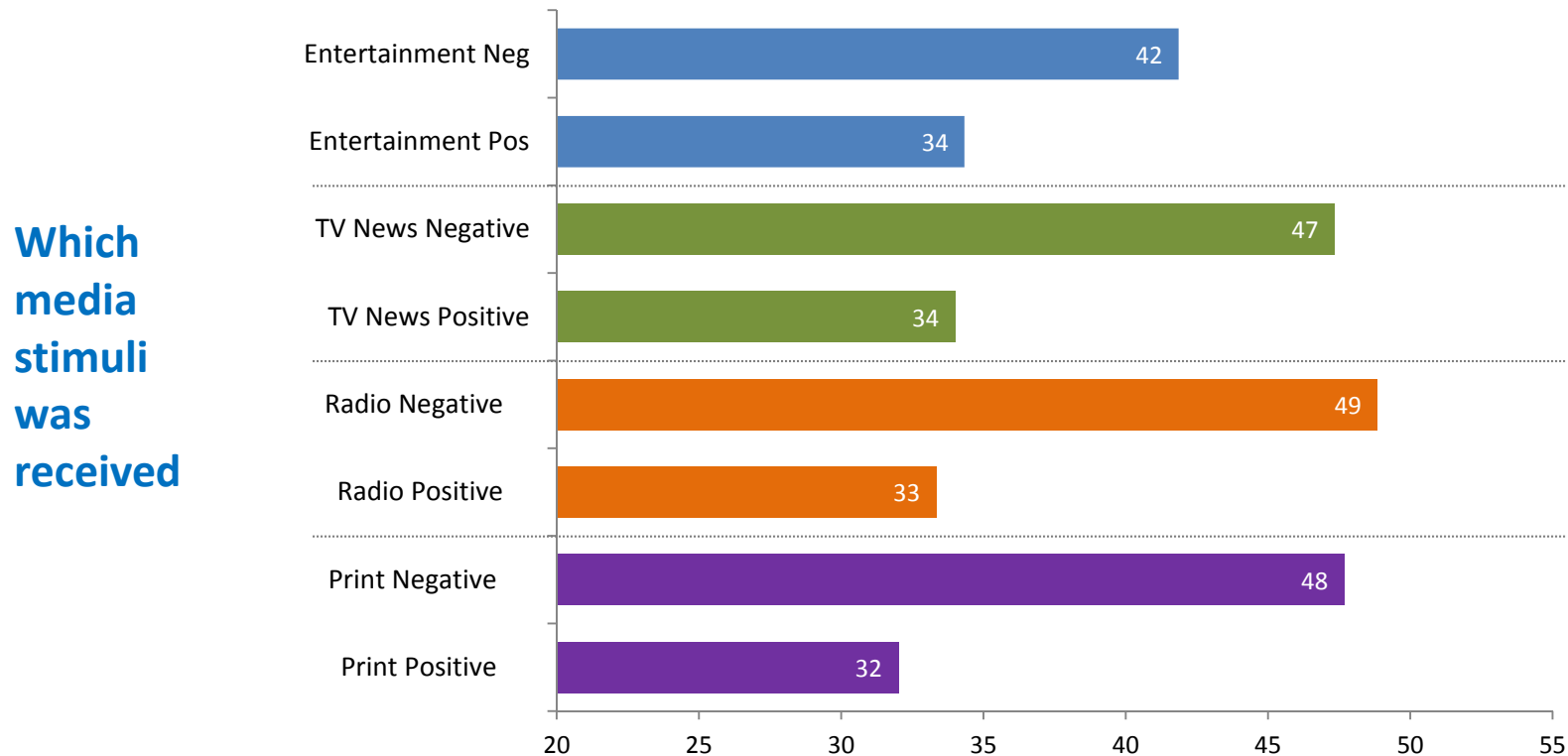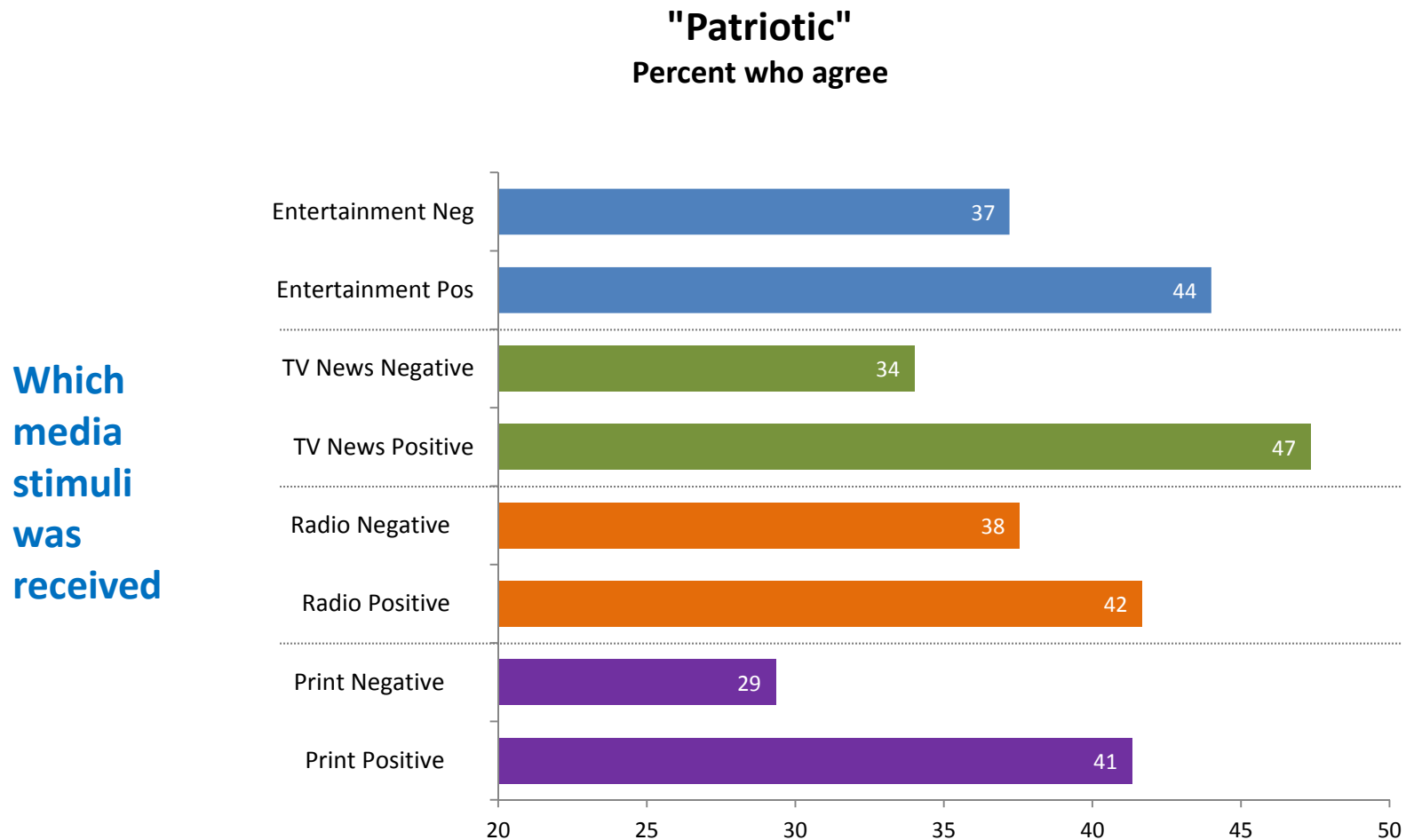| Category	Value
Entertainment Neg	50
Entertainment Pos	45
TV News Negative	59
TV News Positive	44
Radio Negative	52
Radio Positive	46
Print Negative	52
Print Positive	42

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Honest"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	58
Entertainment Pos	64
TV News Negative	53
TV News Positive	68
Radio Negative	57
Radio Positive	59
Print Negative	54
Print Positive	64

(x-axis: 40 45 50 55 60 65 70)

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012
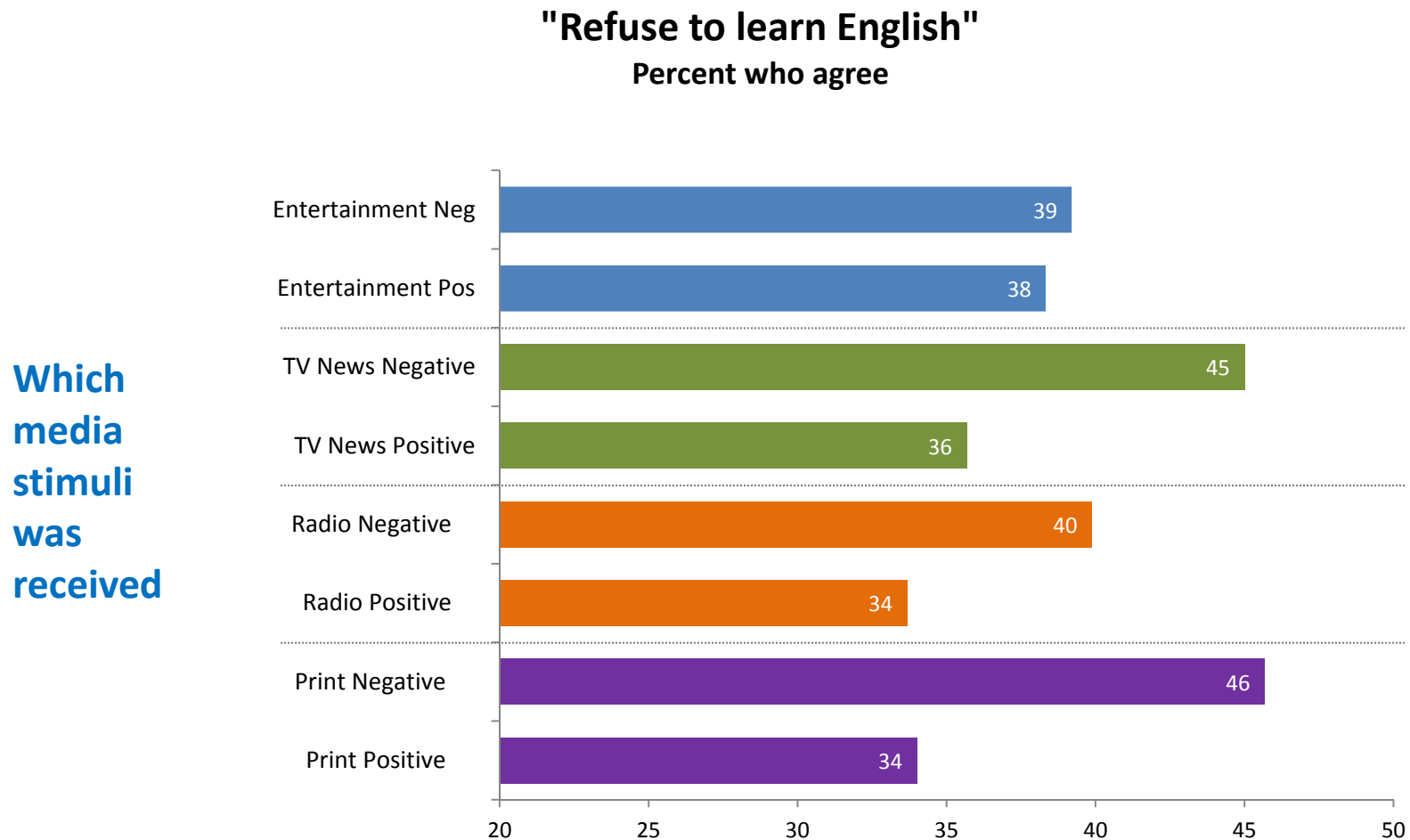
Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Culture of Crime and Gangs"
Percent who agree

Which media stimuli was received

Media	Value
Entertainment Neg	49
Entertainment Pos	42
TV News Negative	59
TV News Positive	42
Radio Negative	55
Radio Positive	44
Print Negative	49
Print Positive	44

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Illegal Immigrants"
Percent who agree

Which media stimuli was received

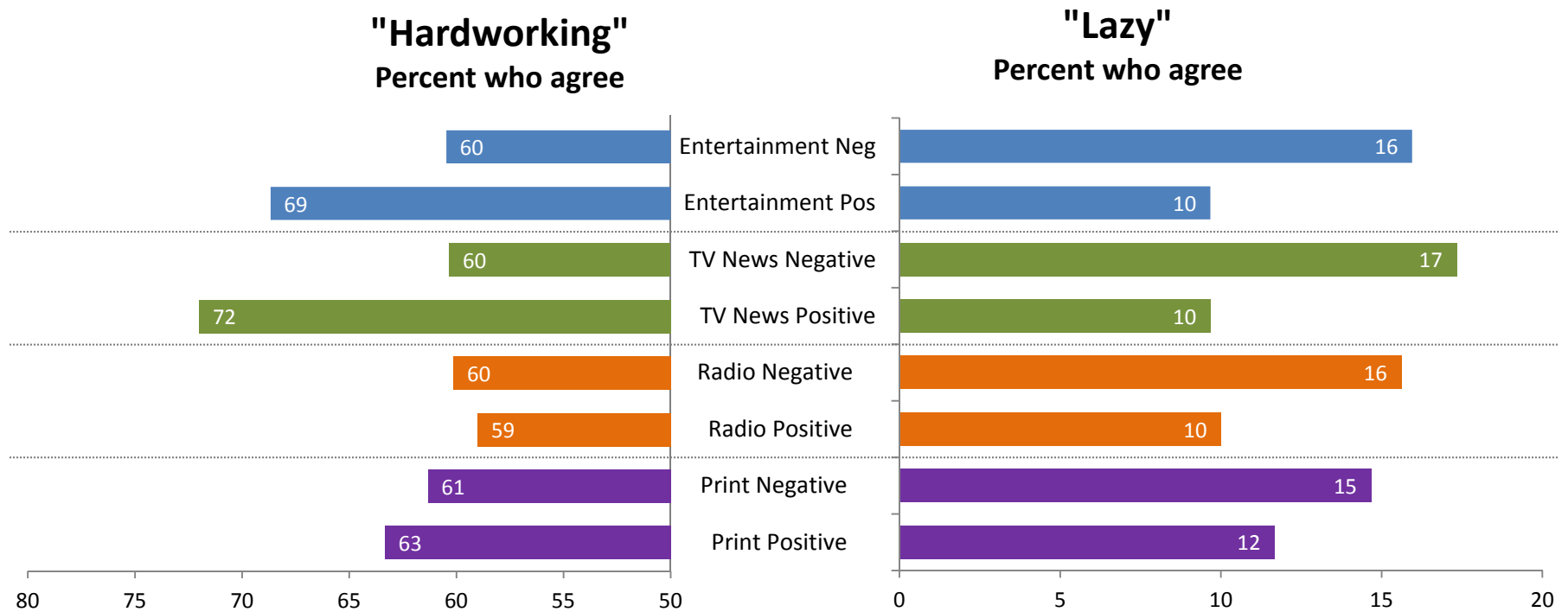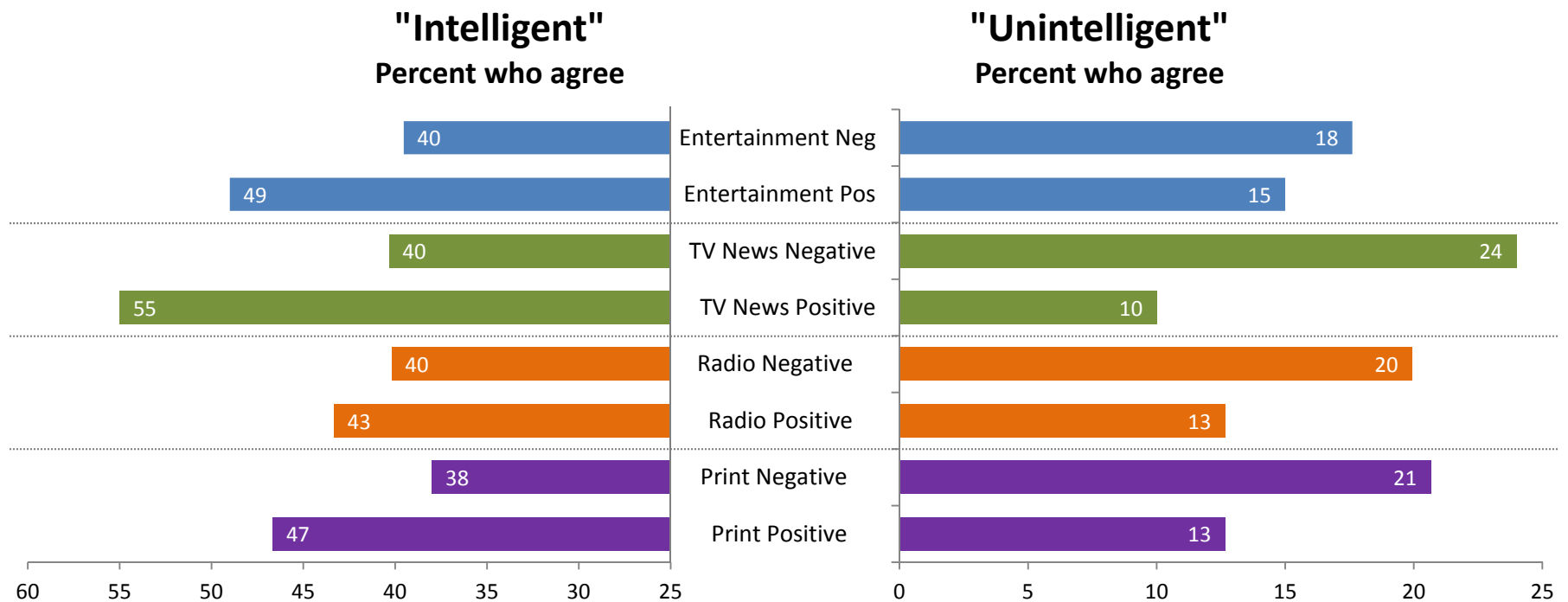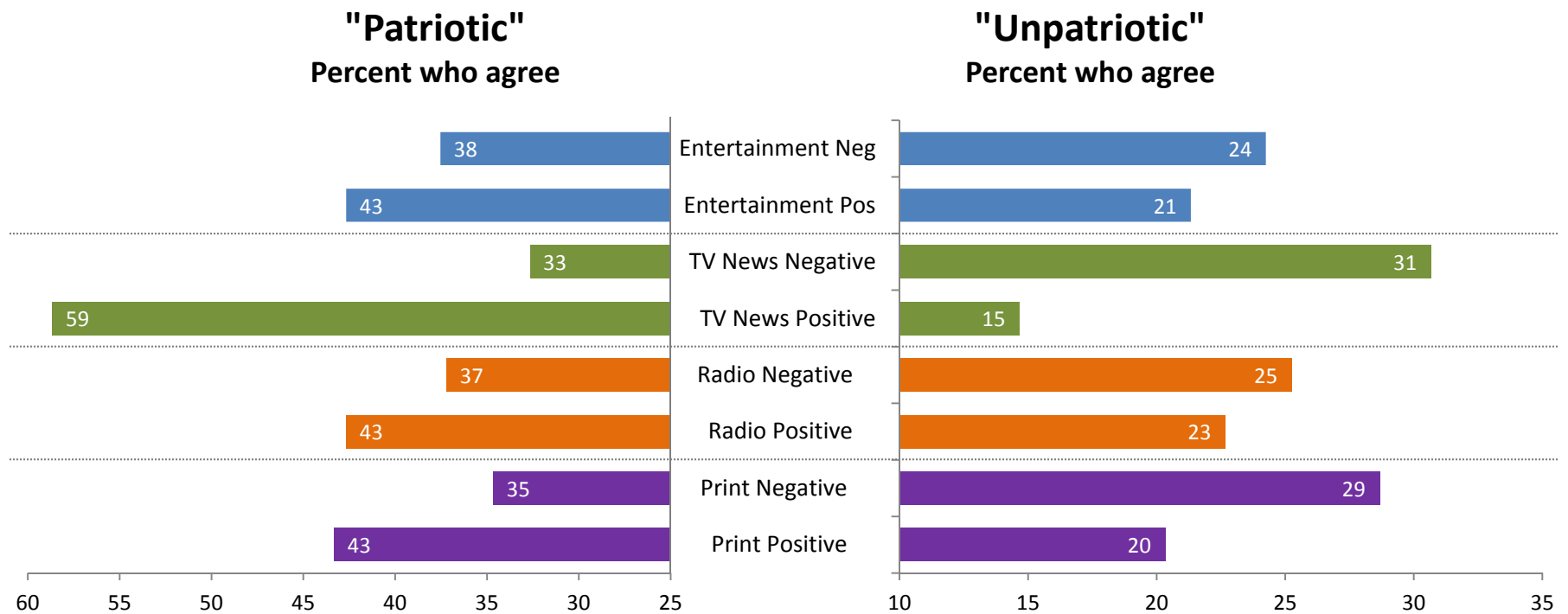| Category	Percent
Entertainment Neg	56
Entertainment Pos	54
TV News Negative	62
TV News Positive	48
Radio Negative	59
Radio Positive	53
Print Negative	59
Print Positive	47

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Take jobs away from Americans"
Percent who agree

Which media stimuli was received

Media	Percent
Entertainment Neg	42
Entertainment Pos	34
TV News Negative	47
TV News Positive	34
Radio Negative	49
Radio Positive	33
Print Negative	48
Print Positive	32

20   25   30   35   40   45   50   55

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Patriotic"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	37
Entertainment Pos	44
TV News Negative	34
TV News Positive	47
Radio Negative	38
Radio Positive	42
Print Negative	29
Print Positive	41

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Refuse to learn English"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	39
Entertainment Pos	38
TV News Negative	45
TV News Positive	36
Radio Negative	40
Radio Positive	34
Print Negative	46
Print Positive	34

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

"Use welfare or public assistance"
Percent who agree

Which media stimuli was received

Category	Value
Entertainment Neg	51
Entertainment Pos	46
TV News Negative	61
TV News Positive	42
Radio Negative	59
Radio Positive	42
Print Negative	54
Print Positive	43

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

Comparing Adjective-Pairs

"Hardworking"
Percent who agree

"Lazy"
Percent who agree

	Hardworking	Lazy
Entertainment Neg	60	16
Entertainment Pos	69	10
TV News Negative	60	17
TV News Positive	72	10
Radio Negative	60	16
Radio Positive	59	10
Print Negative	61	15
Print Positive	63	12

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

Comparing Adjective-Pairs

"Intelligent"
Percent who agree

"Unintelligent"
Percent who agree

Category	Intelligent	Unintelligent
Entertainment Neg	40	18
Entertainment Pos	49	15
TV News Negative	40	24
TV News Positive	55	10
Radio Negative	40	20
Radio Positive	43	13
Print Negative	38	21
Print Positive	47	13

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Belief in Stereotypes about Latinos
Results sorted by which Media respondent was shown

Comparing Adjective-Pairs

"Patriotic"
Percent who agree

"Unpatriotic"
Percent who agree

	Patriotic	Unpatriotic
Entertainment Neg	38	24
Entertainment Pos	43	21
TV News Negative	33	31
TV News Positive	59	15
Radio Negative	37	25
Radio Positive	43	23
Print Negative	35	29
Print Positive	43	20

Patriotic axis: 60 55 50 45 40 35 30 25

Unpatriotic axis: 10 15 20 25 30 35

Source: NHMC/Latino Decisions online survey of 3000 Non-Hispanic adults, July 2012

Conclusions and Implications

- Most comprehensive study of media effects

- Demonstrates the public is exposed to a wide range of negative stereotypes of Latinos in the media

- Exposure to negative images of Latinos in the media is found to direclty cause negative attitudes

- Exposure to positive images of Latinos is found to cause positive attitudes

- This study exposed subjects to a single viewing of a 1 minute clip – we believe the effects in the real world are even more amplified

UCLA CHICANO STUDIES RESEARCH CENTER

QUANTIFYING HATE SPEECH ON COMMERCIAL TALK RADIO

A PILOT STUDY

CHON A. NORIEGA
AND
FRANCISCO JAVIER IRIBARREN

SOCIAL NETWORKS FOR HATE SPEECH

COMMERCIAL TALK RADIO AND NEW MEDIA

CHON A. NORIEGA AND FRANCISCO JAVIER IRIBARREN

WITH ROSS LENIHAN, ANDREW YOUNG, AND HÉCTOR PEÑA RAMÍREZ

USING BIOLOGICAL MARKERS TO MEASURE STRESS IN LISTENERS OF COMMERCIAL TALK RADIO

HERMES J. GARBÁN, FRANCISCO JAVIER IRIBARREN,
AND CHON A. NORIEGA

WITH NICHOLAS BARR AND WEIDONG ZHU

SOCIAL NETWORKS FOR HATE SPEECH

COMMERCIAL TALK RADIO AND NEW MEDIA

CHON A. NORIEGA AND FRANCISCO JAVIER IRIBARREN

WITH ROSS LENIHAN, ANDREW YOUNG, AND HÉCTOR PEÑA RAMÍREZ

Table 2. Ten Topics Discussed Most Frequently

Topic	Number of Topic Segments	Percentage of All Topic Segments		Glenn Beck[a]		Sean Hannity[b]		John & Ken[b]		Rush Limbaugh[a]		Michael Savage[a]	
				N	%	N	%	N	%	N	%	N	%
Immigration	428	23.9%		65	22%	66	29%	107	63%	79	13%	111	23%
Party politics	269	15.0%		46	16%	31	14%	35	20%	101	16%	56	11%
Economy	234	13.0%		44	15%	18	8%	6	4%	131	21%	35	7%
Various	152	8.5%		3	1%	6	3%	0	0%	56	9%	87	18%
Personal	150	8.4%		40	14%	22	10%	2	1%	30	5%	56	11%
Tea Party	109	6.1%		22	8%	29	13%	5	3%	37	6%	16	3%
Healthcare	101	5.6%		22	8%	13	6%	4	2%	49	8%	13	3%
Terrorism	95	5.3%		9	3%	17	8%	3	2%	38	6%	28	6%
Gulf Coast oil spill	89	5.0%		6	2%	17	8%	0	0%	44	7%	22	4%
Military	82	4.6%		6	2%	1	0%	1	1%	23	4%	51	10%
Media	82	4.6%		27	9%	3	1%	5	3%	32	5%	15	3%
Total	1791	100%		290		223		168		620		490	

[a]Three-hour program block.

[b]Two-hour program block.

Note: Includes the ten most frequently mentioned topics. A topic segment began when a topic was introduced and ended when the discussion moved to a different topic. Each broadcast excerpt could contain more than one segment about one topic; more than one topic segment could be discussed simultaneously. Topic segments were determined by consensus. Percentages may not total 100% because of rounding.

Table 6. Organizations Represented by a Scheduled Guest in Two or More Appearances

Organization Represented at Time of Study	Organization Type	Organization Ideology	Guests	Total Number of Appearances
Fox News	Media (broadcast)	Anti-Democrat, Anti-federalism, pro-religion, anti-Islam	Bob Beckel, Linda Chavez, Susan Estrich,* Newt Gingrich,* Rudy Giuliani, Phil Kerpen,* KT McFarland,* Dick Morris,* Bill O'Reilly, Sarah Palin, Stuart Varney, Juan Williams	17
Heritage Foundation	Non-profit 501(c)(3)	Anti-federalism	James Carifano, Dean Cheng, Curtis Dubay, James Gattuso, Bruce Klingner, David Kreutzer, David Mason, James Phillips	9
NewsMax	Media (print, web)	Pro-Republican, pro-conservative, anti-Islam	James Hirsen,* Ken Timmerman	9
Left Coast Report	Media (web)	Anti-Hollywood, Anti-liberal	James Hirsen	7
Robert Scott Bell Blog	Media (web)	Anti-federalism	Robert Scott Bell	7
Christian Broadcasting Network	Media (broadcast)	Pro-religion, anti-Islam	Erick Stakelbeck	6
Charleston City Paper	Media (print)	Anti-federalism	Jack Hunter	6
Cato Institute	Non-profit 501(c)(3)	Anti-federalism, pro-capitalism	Mark Calabria, Michael Tanner, Jeffrey Miron*	3
Breitbart.com	Media (web)	Anti-federalism, pro-Tea Party, anti-Islam, anti-Democratic	Andrew Breitbart	2
American Congress for Truth (ACT!)	Non-profit 501(c)(3)	Anti-Islam	Brigitte Gabriel	2
The Lynn Woolley Show	Media (broadcast)	Pro-conservative, pro-Republican	Lynn Woolley	2
Foundation for Pluralism and World Muslim Congress	Media (web)	Pro-Islam, pro-immigration	Mike Ghouse	2

Note: For some shows, some guests appeared in more than one broadcast excerpt. Because the *Rush Limbaugh Show* does not include scheduled guests, it is not included in this analysis. *Not identified as a representative of the associated organization during the broadcast but was on that organization's payroll at the time of the broadcast.

Table 7. Scheduled Guests with Two or More Appearances

| Name	Organization Represented at Time of Study	Organization Type	Number of Appearances	Host(s)
Robert Scott Bell	Robert Scott Bell Blog	Media (blog)	7	Michael Savage (7)
James Hirsen	Left Coast Report	Media (blog)	7	Michael Savage (7)
Jack Hunter	Charleston City Paper	Media (print)	6	Michael Savage (6)
Erick Stakelbeck	Christian Broadcasting Network	Media (broadcast)	6	Michael Savage (6)
Michele Bachmann	None: U.S. Representative (R-MN)	—	4	Sean Hannity (1), Michael Savage (3)
Stuart Varney	Fox News	Media (broadcast)	3	Sean Hannity (3)
Andrew Breitbart	Breitbart.com	Media (web)	2	Glenn Beck (1), Sean Hannity (1)
Brigitte Gabriel	American Congress for Truth (ACT!)	Non-profit 501(c)(3)	2	Michael Savage (1), Sean Hannity (1)
Mike Ghouse	Foundation for Pluralism and World Muslim Congress	Media (web)	2	Sean Hannity (2)
Newt Gingrich*	Fox News; former U.S. Representative (R-GA)	Media (Broadcast)	2	Glenn Beck (1), Sean Hannity (1)
Nadine Hays	None: featured in local news story	—	2	John and Ken (2)
J.D. Hayworth	None: candidate for U.S. Senate; conservative talk show host; former US Representative (R-AZ)	—	2	John and Ken (2)
Duncan Hunter	None: former presidential candidate; former U.S. Representative (R-CA)	—	2	Michael Savage (1), Sean Hannity (1)
David Kreutzer	Heritage Foundation	Non-profit 501(c)(3)	2	Michael Savage (2)
Marcus Luttrell	None: author; former Navy Seal	—	2	Glenn Beck (2)
Ted Nugent	None: musician	—	2	Glenn Beck (2)
Bill O'Reilly	Fox News	Media (broadcast)	2	Glenn Beck (2)
Marco Rubio	None: GOP senate candidate; former GOP representative, Florida legislature	—	2	Sean Hannity (2)
Ken Timmerman	Newsmax	Media (print, web)	2	Michael Savage (2)
Juan Williams	Fox News	Media (broadcast)	2	Sean Hannity (2)
Lynn Woolley	The Lynn Woolley Show	Media (broadcast)	2	Michael Savage (2)

Note: Because the *Rush Limbaugh Show* rarely includes scheduled guests, it is not included in this analysis.

*Not identified as a representative of the associated organization during the broadcast but was on that organization's payroll at the time of the broadcast.

Figure 4. Political Guests by Major Party Affiliation

3.5%
(1)

3.5%
(1)

93%
(26)

Republican

Democrat

N/A
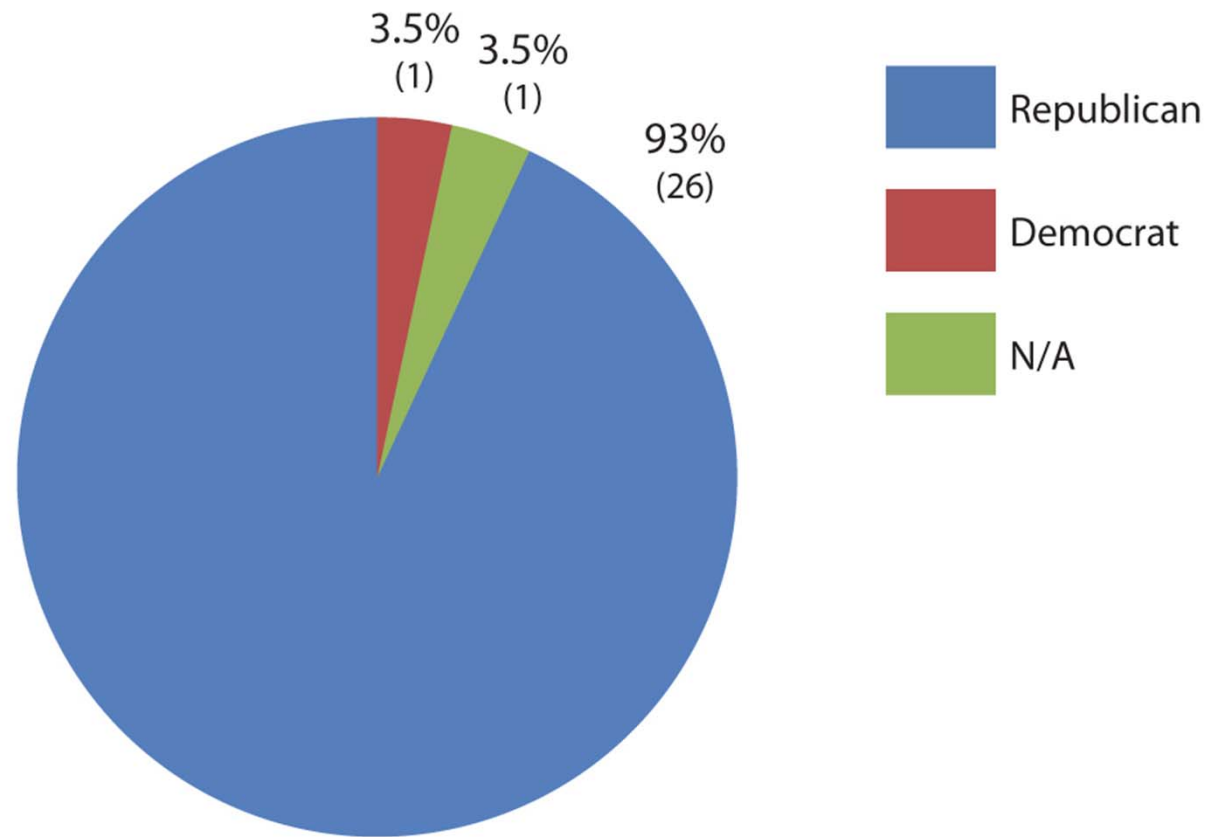
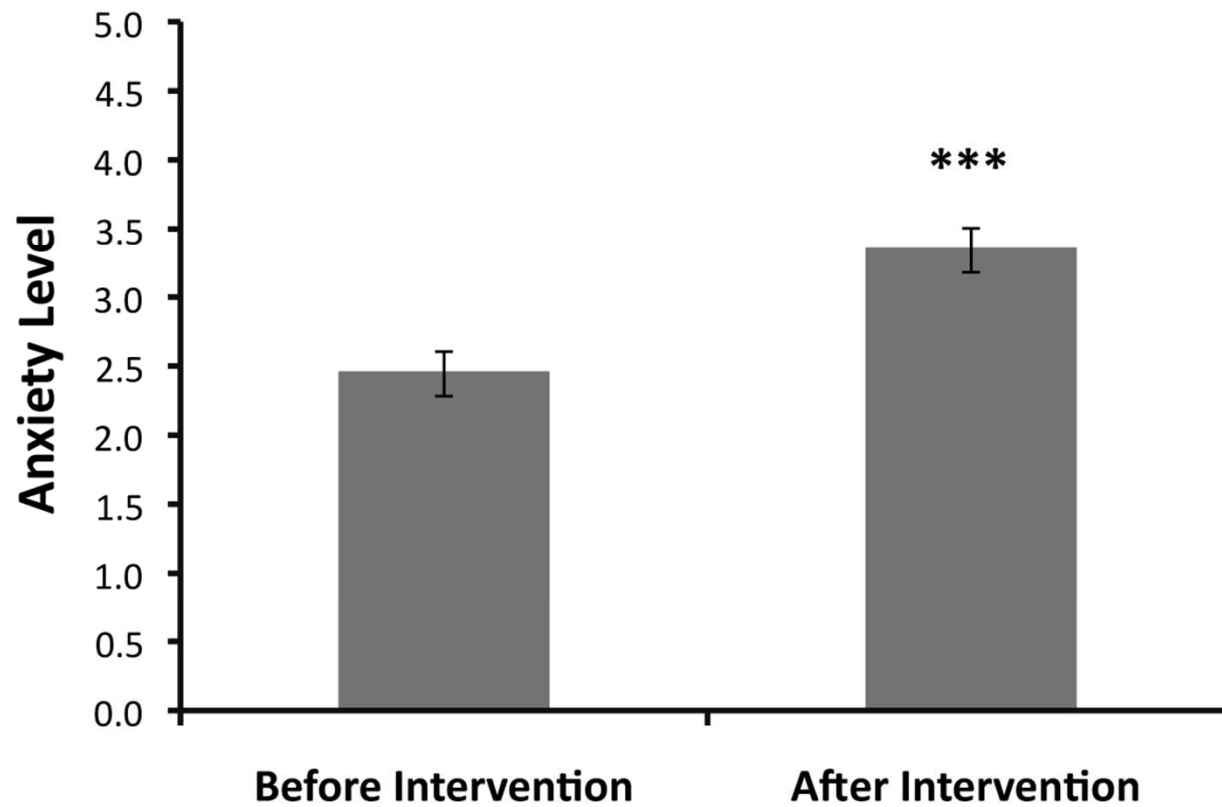**Figure 2. Race/Ethnicity of Scheduled Guests**
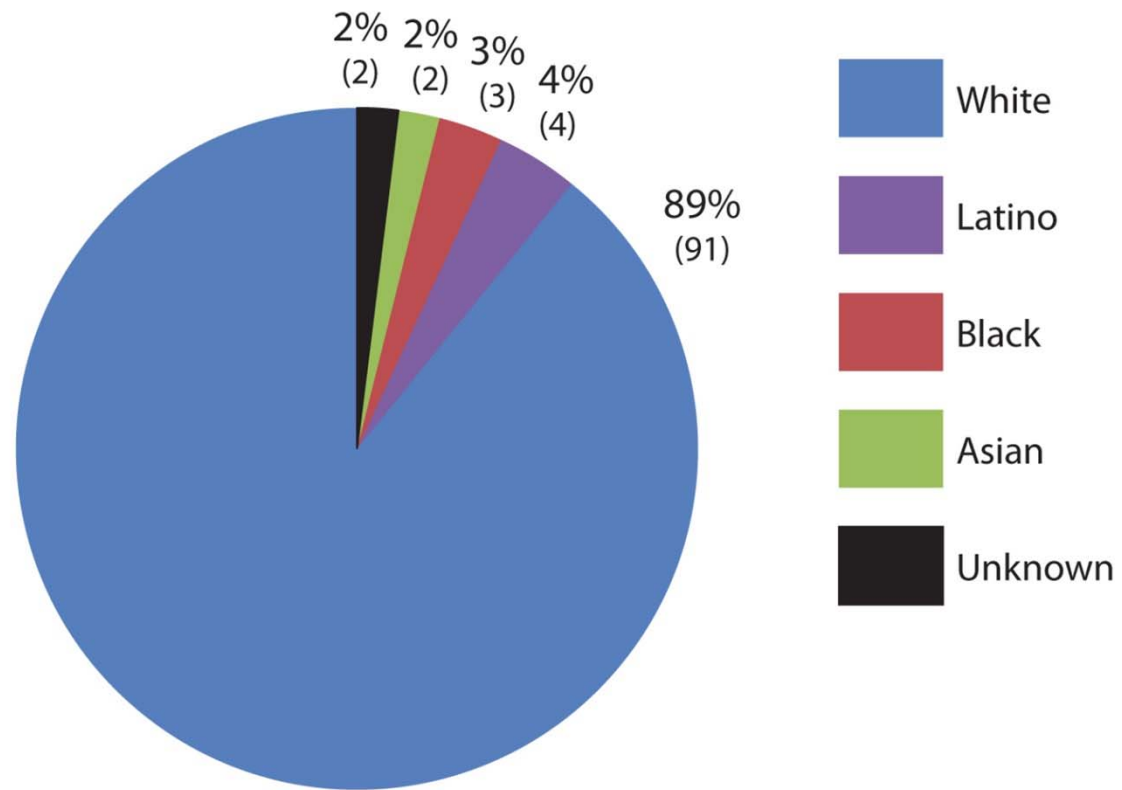
USING BIOLOGICAL MARKERS TO MEASURE STRESS IN LISTENERS OF COMMERCIAL TALK RADIO

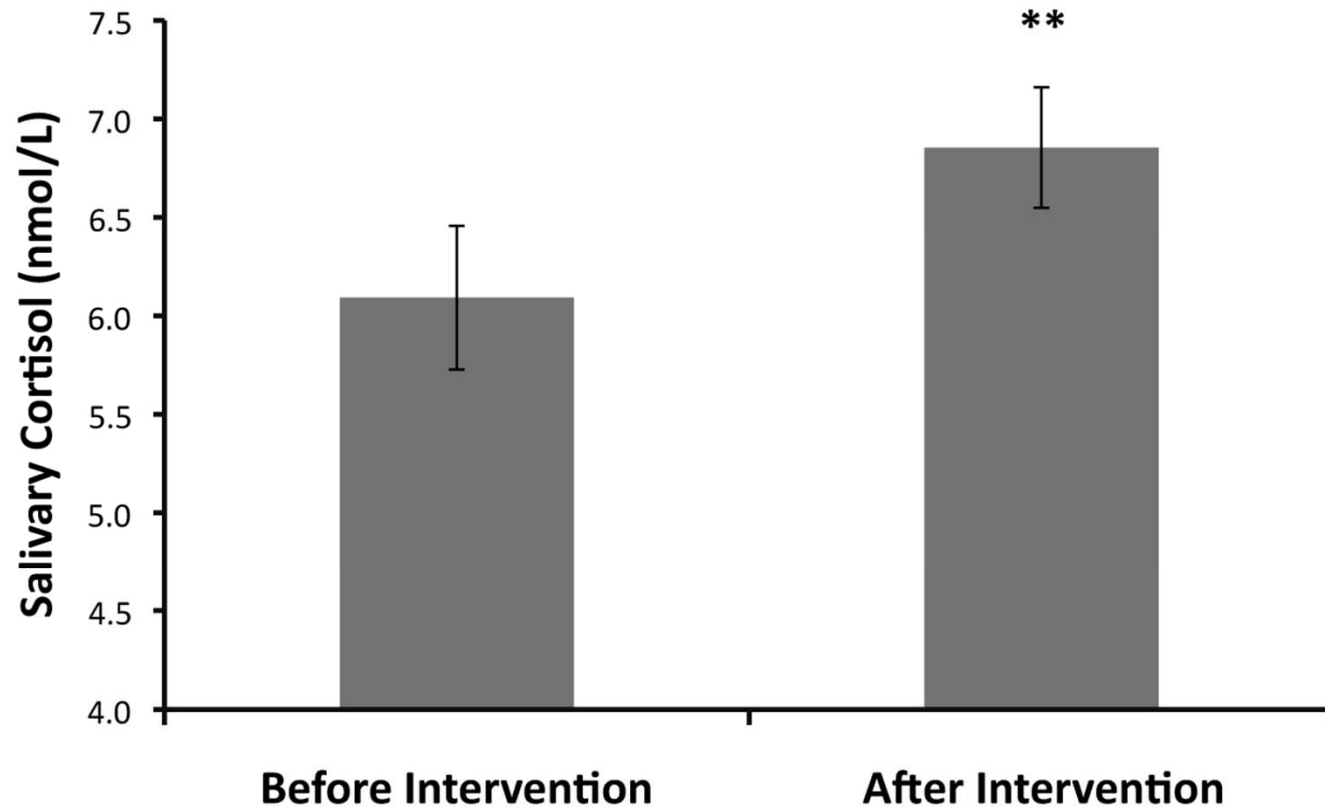HERMES J. GARBÁN, FRANCISCO JAVIER IRIBARREN, AND CHON A. NORIEGA

WITH NICHOLAS BARR AND WEIDONG ZHU

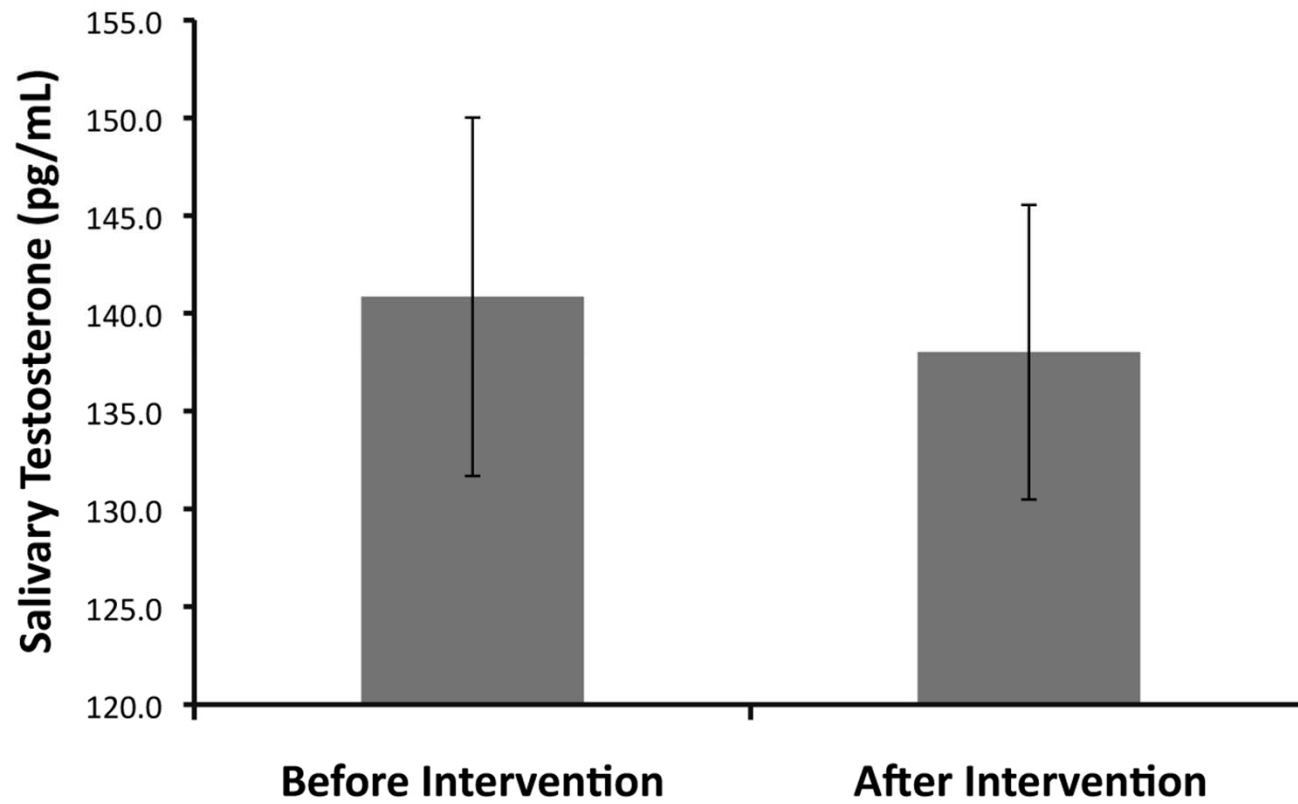**Figure 1. Change in Anxiety Levels after Intervention**

Note: *** = p <0.01. Assessed using a five-point Clinical Anxiety Scale, where 1 = "not at all"; 2 = "a little bit"; 3 = "somewhat"; 4 = "very much"; 5 = "extremely."

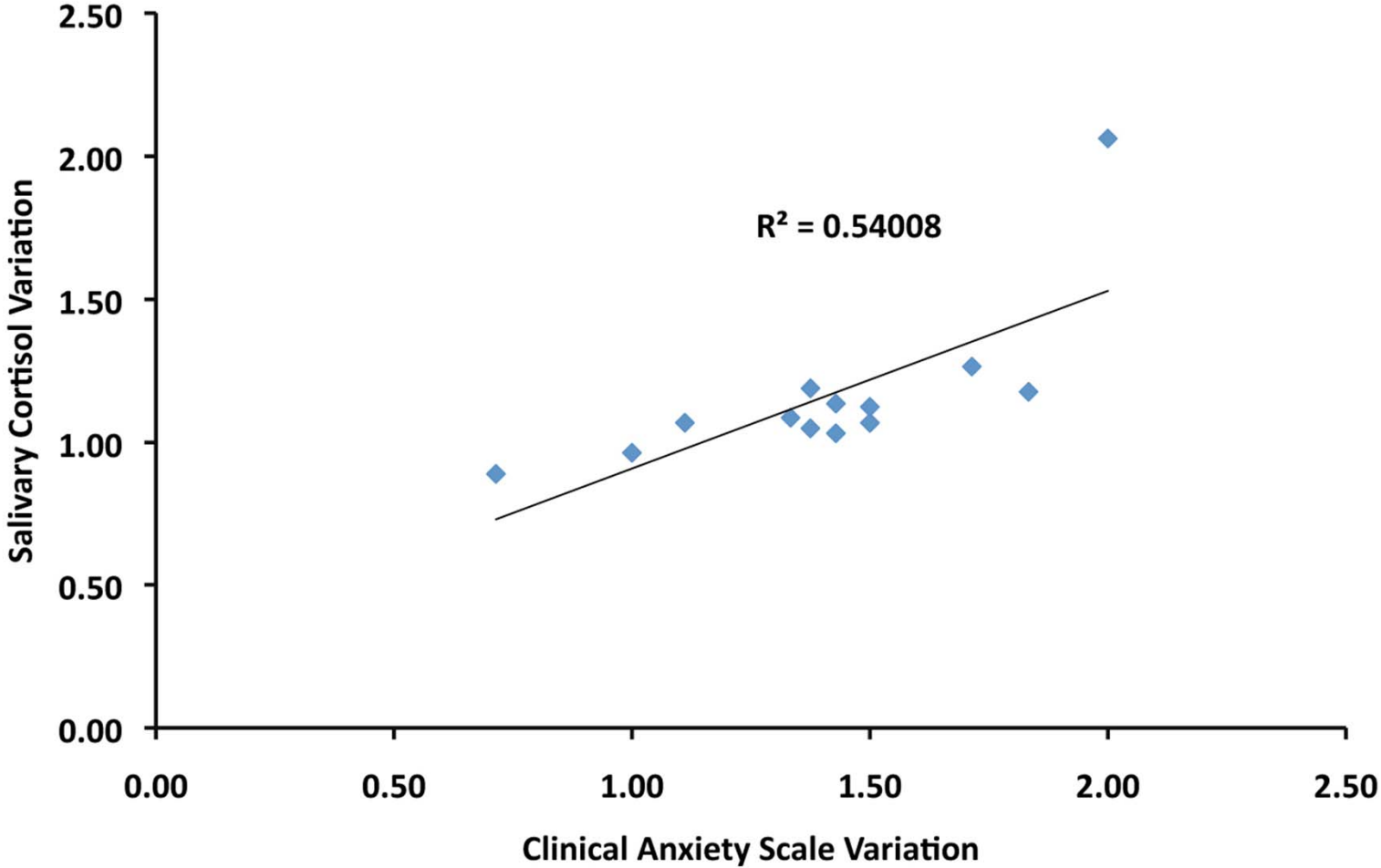**Figure 2. Change in Salivary Cortisol Levels**

Note: ** = *p* <0.05

Figure 3. Change in Salivary Testosterone Levels
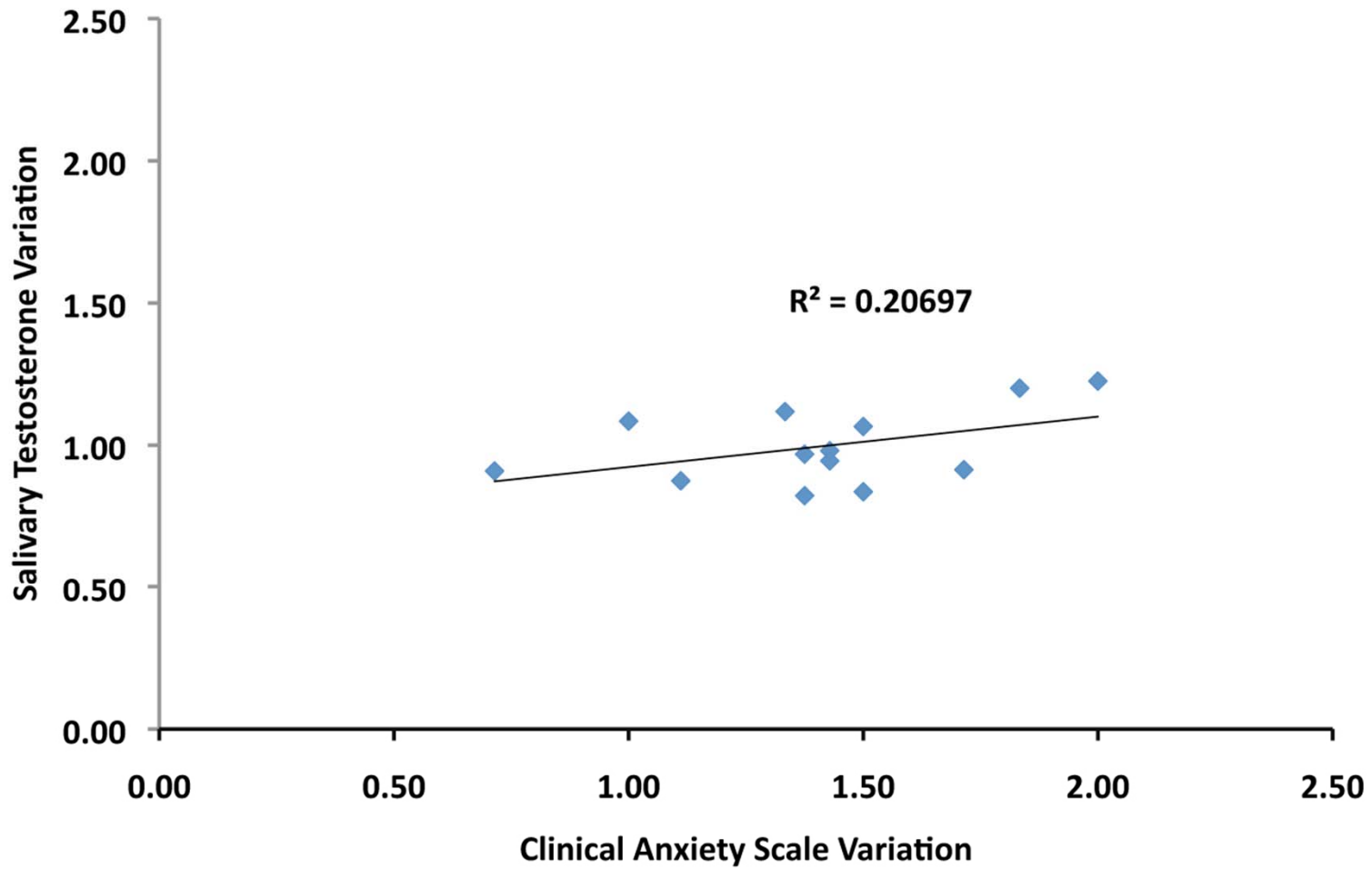
Figure 4. Individual Salivary Cortisol Measurements
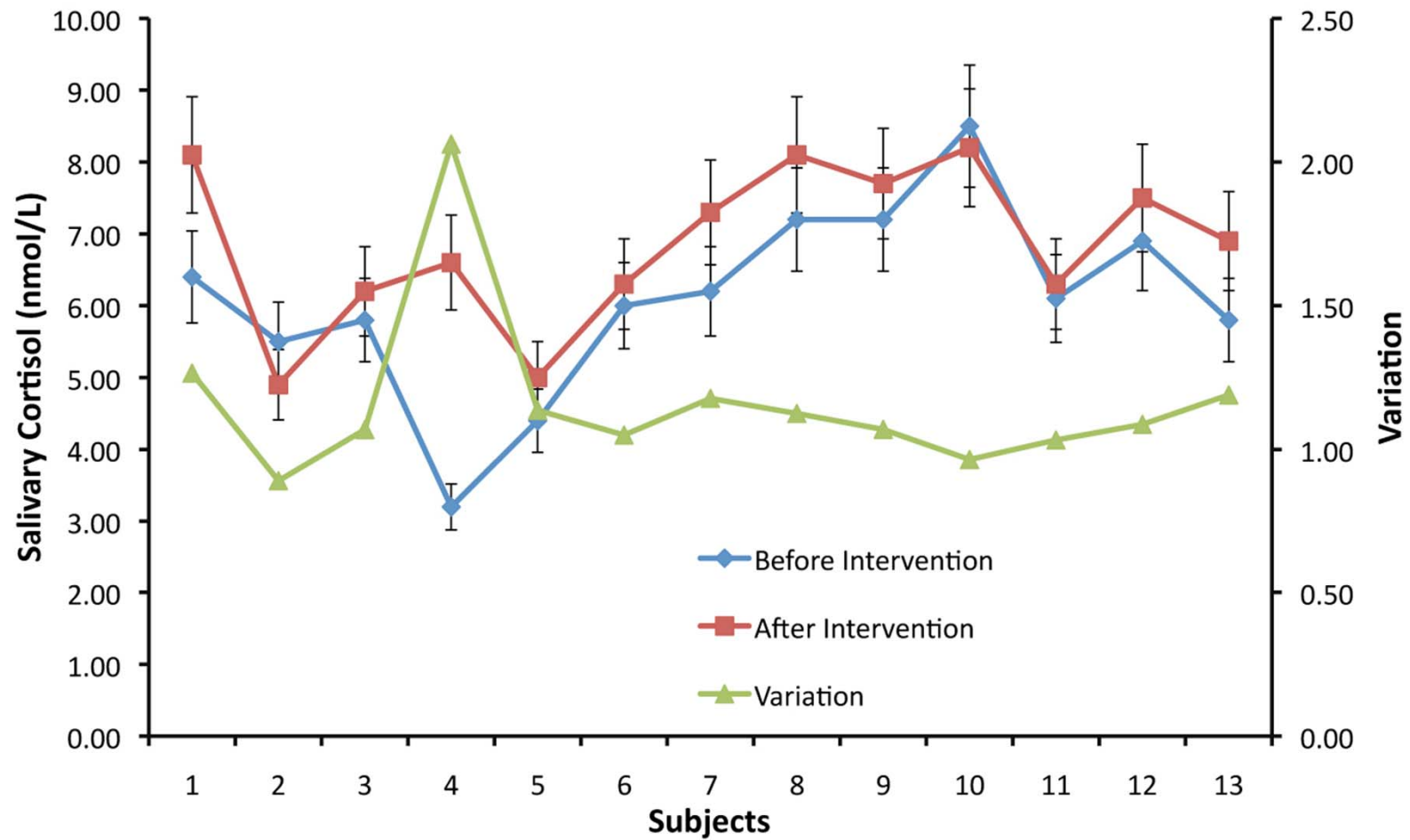
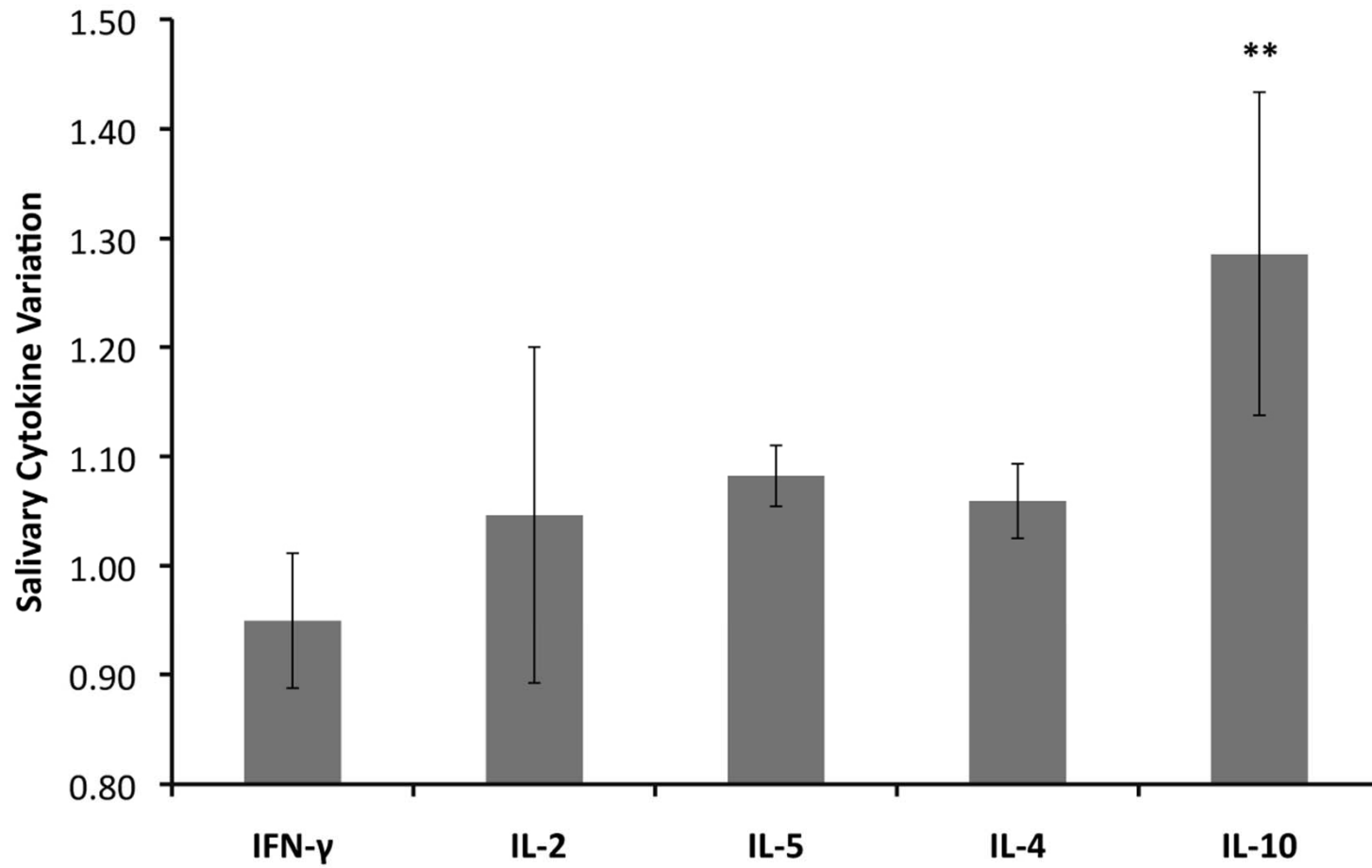Figure 5. Individual Salivary Testosterone Measurements
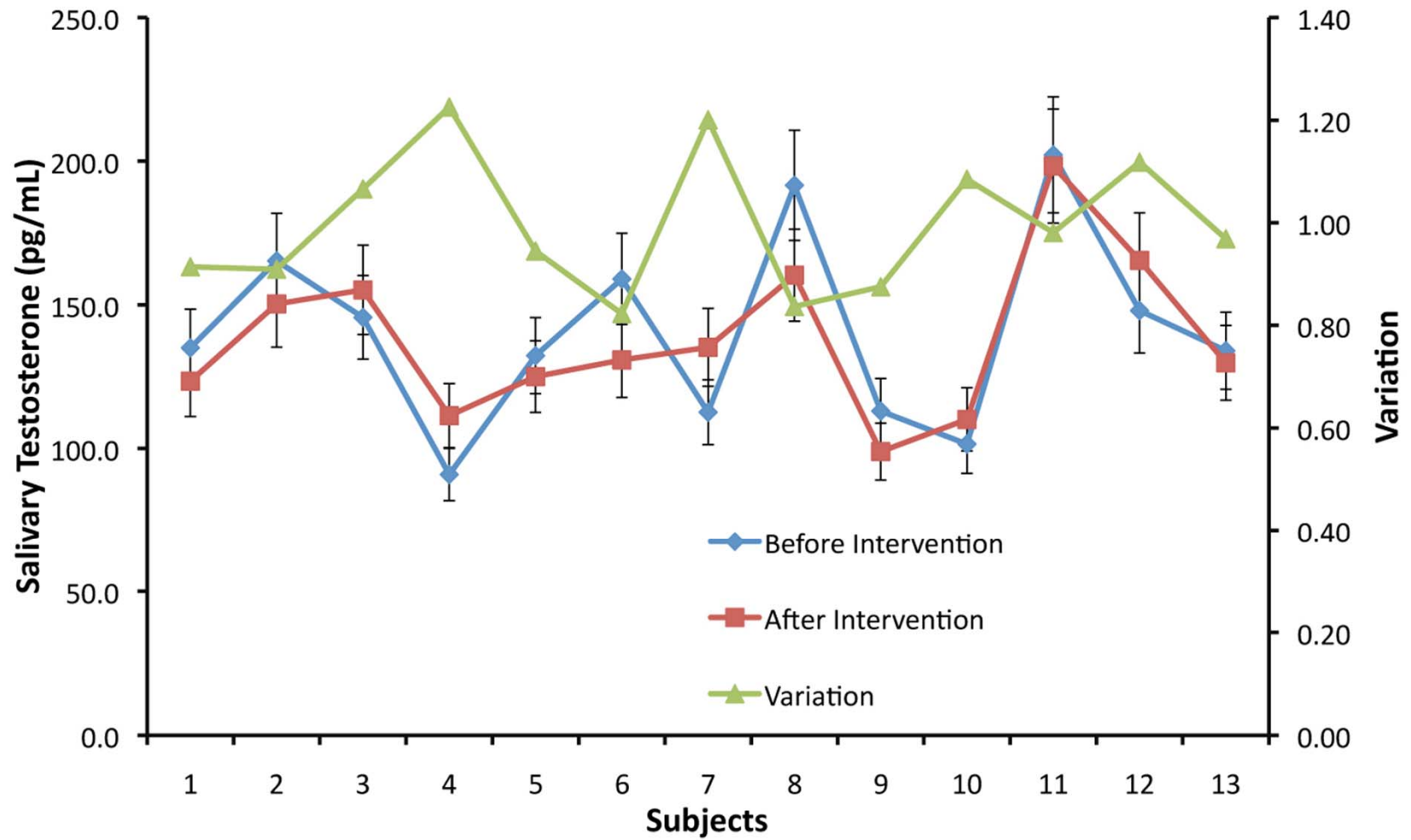
Figure 6. Correlation Between Salivary Cortisol Variations and Anxiety Variations

Figure 7. Correlation Between Salivary Testosterone Variations and Anxiety Variations

$R^2 = 0.20697$

Figure 8. Salivary Cytokine Variations

Note: ** = $p < 0.05$

Figure 11. Correlation Between Salivary IL-10 Variations and Salivary Cortisol Variations