

Latino use of social media and mobile technologies for information-seeking

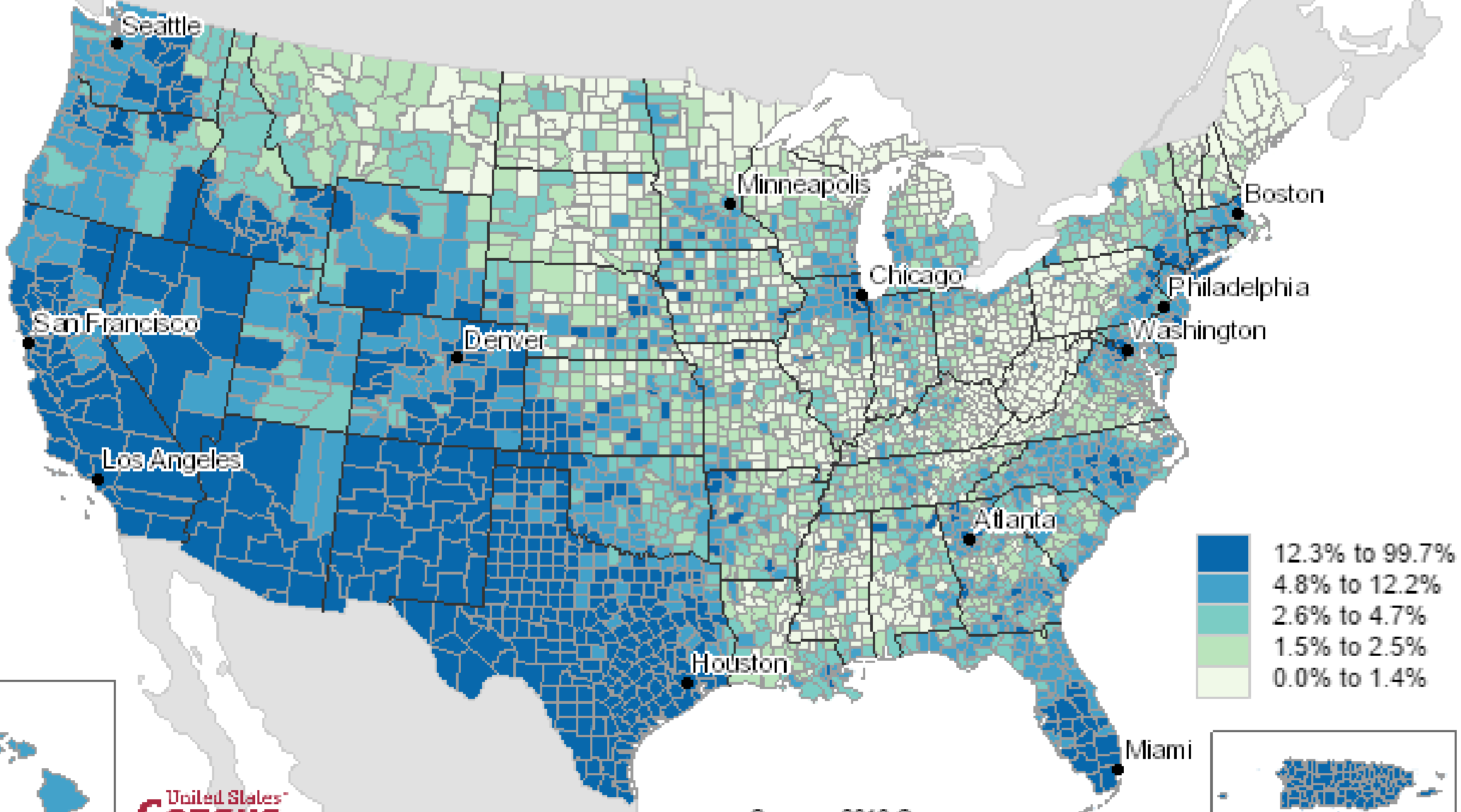
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Atlanta, Georgia, USA

Percent Hispanic or Latino (of any race)



- How do Latino populations seek, access, and use information online?
- What role does social media and digital technology play in their lives?
- What role can libraries play to increase Latino access to information and library resources?



Latino use of
mobile
technologies &
social media



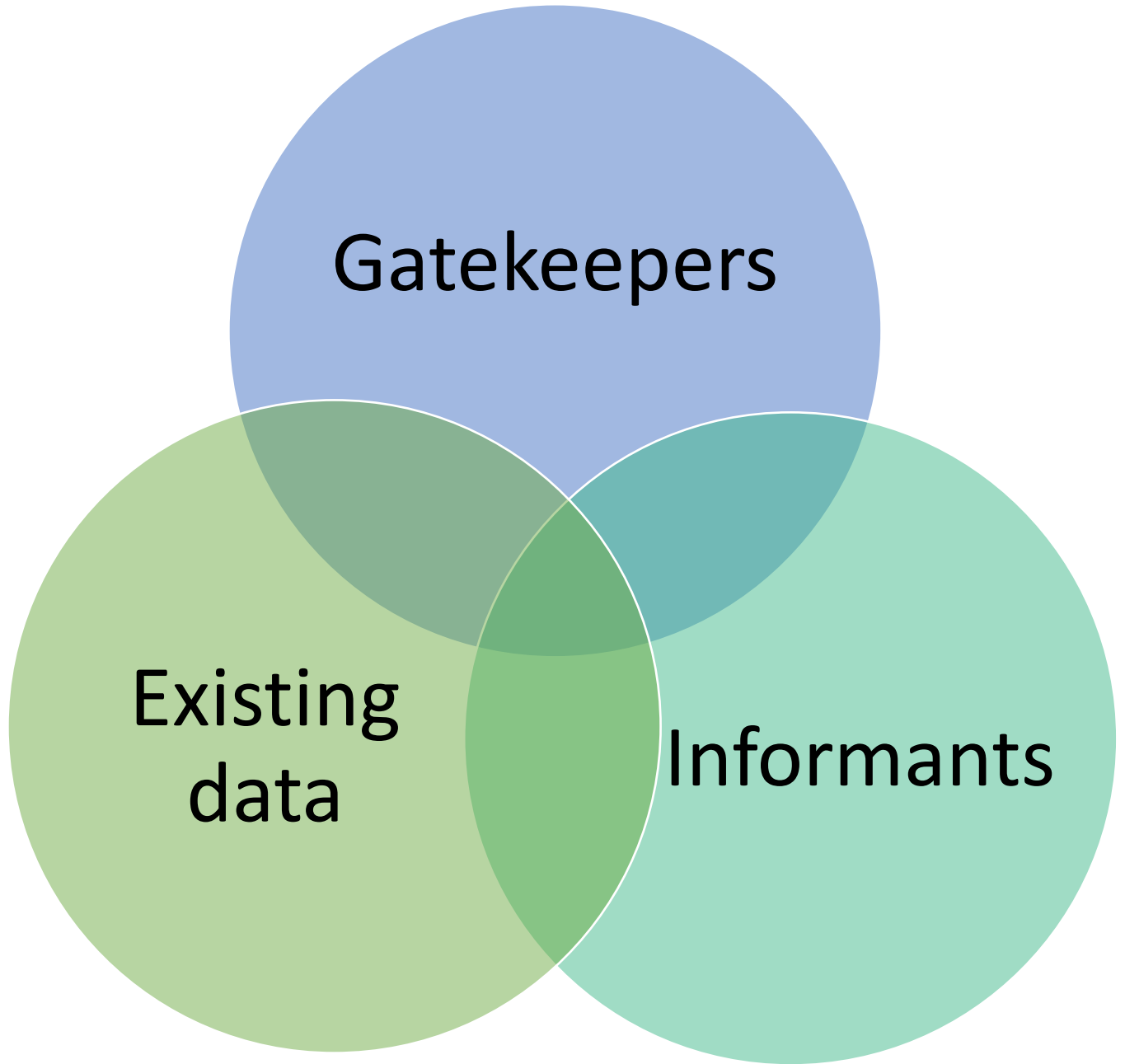
Personae /
Profiles



Road map for
ethnic
community info-
related research



Methods



State	Site	Immigrants		Native Citizens		Total
		Women	Men	Women	Men	
Illinois	Rural	6	0	1	3	10
Iowa	Rural	3	2	0	0	5
Missouri	Rural	4	0	1	0	5
TOTAL		13	2	2	3	20

Maria del Carmen

- Twenty-six year old mother of two with one more on the way
- Immigrated from Mexico eight years ago, speaks Spanish at home
- Spends most of her time taking care of her household
- Most social media use is to communicate with family in Mexico
- Most internet searches are for recipes or home remedies, sometimes also to find homework help

What does this mean for the library?

- Build real relationships first
- Bilingual texts and alerts
- Social media is not the best way to reach Maria del Carmen
 - Consider putting “library ads” on school’s learning management system
 - Consider working with local health clinics for reading interventions
 - Outreach to church groups; find gatekeepers
- Center messages around how the library supports education
- Center messages around how the library supports culture and integration
- Programs for women who might be culturally isolated
- Programs that emphasize herb gardening or cooking

Jesus

- Seventeen-year-old high school senior, member of track and field team
- Born in the US of Mexican parents, speaks Spanish with an American accent
- Most social media use is to communicate with school friends
- Most internet searches are to support homework needs and to help with practical work like fixing cars

What does this mean for the library?

- Format for mobile
- Capitalize on intermediary status
 - Bilingual, bicultural, and concerned with helping others
- Crowdsourcing and civic interaction
- Respect privacy concerns
- Create real relationships

Valentina

- Fifty-five year old wife and mother *sin papeles*
- Previous work experience in Georgia
- Health issues exacerbated by chemical exposure
- Uses social media to connect with friends and family
- Concerns about privacy and safety

What does this mean for the library?

- Cultural heritage and social interactions
- Seeks health information
- Social media might be effective in reaching Valentina
 - But library visits would be restricted by work hours and safety concerns
 - Gatekeepers and friends
- Center messages around how the library supports health
- Programs that emphasize health literacy and alternative medicine
- Programs that emphasize herb gardening or cooking