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

Denice Adkins
Heather Moulaison Sandy
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• 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
<table>
<thead>
<tr>
<th>State</th>
<th>Site</th>
<th>Immigrants</th>
<th>Native Citizens</th>
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<td></td>
<td></td>
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<td>Men</td>
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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