

Project Title: Less than one in a hundred: A quantitative & metaphor analysis of Latinos in U.S. network news

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Project summary: The project conducted (and is still proceeding with) a secondary and more in-depth analyses of the data gathered for the NAHJ Brownout Reports, which assess the inclusion of Latinos in the 2004 & 2005 network news programs of ABC, CBS, NBC, and CNN. Specifically, we conducted (a series of more detailed analysis of the quantitative findings of the data, and (the first analysis ever of the metaphors used in national TV network news to frame and explain Latinos and their issues.

Examples of quantitative-based questions being answered with this project are: What are the relationships between placements, length, and topics of the Latino stories? What are the characteristics of the sources (in terms of ethnicity, demographic background, and social role), the length of their voice and/or visual presence, and the topics of the Latino stories in which they appear? What relationships exist between the number of sources, balance of views, and topics of the stories? The project has been conducted in collaboration with Dr. Otto Santa Ana, UCLA. We also brought the participation of one student at Texas State, two at the University of Illinois at Urbana, and two at UCLA. The final analyses and reports related to this project are still in process as is the securing a publisher for the book-length manuscript in preparation.