The Latinx Community and Online Communication Platforms

Privacy and Accessibility

ANTH 489 Group Triple A: Alana, Akimah, and Alix

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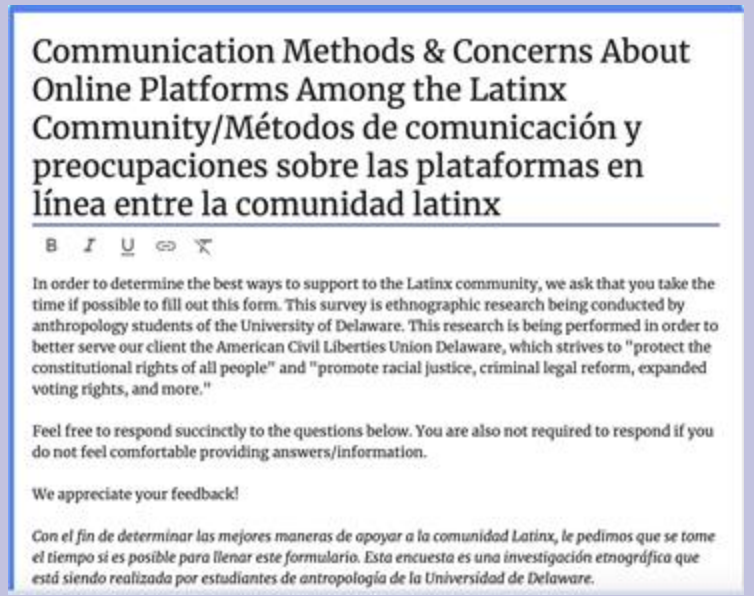
Privacy and Accessibility Concerns

Ethnographic Survey

https://forms.gle/bkRwEC5b8npXCPrt9



Communication Methods & Concerns About Online Platforms Among the Latinx Community/Métodos de comunicación y preocupaciones sobre las plataformas en línea entre la comunidad latinx

In order to determine the best ways to support to the Latinx community, we ask that you take the time if possible to fill out this form. This survey is ethnographic research being conducted by anthropology students of the University of Delaware. This research is being performed in order to better serve our client the American Civil Liberties Union Delaware, which strives to "protect the constitutional rights of all people" and "promote racial justice, criminal legal reform, expanded voting rights, and more."

Feel free to respond succinctly to the questions below. You are also not required to respond if you do not feel comfortable providing answers/information.

We appreciate your feedback!

Con el fin de determinar las mejores maneras de apoyar a la comunidad Latinx, le pedimos que se tome el tiempo si es posible para llenar este formulario. Esta encuesta es una investigación etnográfica que está siendo realizada por estudiantes de antropología de la Universidad de Delaware.

Privacy

Ethnographic Survey:

- Respondents for survey did not express concern with privacy when using WhatsApp, but due to small sample size and younger demographic of respondents, this could be biased:
    - "… it's a **very common app** to communicate with loved ones out of the country. A lot my family members use it to communicate with our family in Mexico."

Literature:

- Concern about online privacy shown through survey data from a 2001 study (O'Neil)

TABLE 3 Continued

	No. of Respondents	Question: In general, how concerned are you about security on the Internet? (e.g., people reading your e-mail, finding out what Web sites you visit, etc.) Keep in mind that "security" can mean privacy, confidentiality, and/or proof of identity for you or for someone else. (in percentages)				
		Not at All Concerned	A Little Concerned	Somewhat Concerned	Very Concerned	I know I Should Be Concerned, but I'm Not
Race	1,222					
Caucasian/White	1,083	2.9	15.0	27.7	52.8	1.7
African American	23	8.7	4.3	21.7	60.9	4.3
Indigenous or Aboriginal	6	16.7	0	0	83.3	0
Asian/Pacific Islander	19	0	26.3	26.3	47.4	0
Hispanic	12	0	8.3	8.3	83.3	0
Latino	3	0	0	0	100	0
Multiracial	21	4.8	28.6	28.6	38.1	0
Other	12	0	8.3	41.7	50.0	0
Rather not say	43	2.3	7.0	20.9	67.4	2.3

NOTE: Not all percentages will equal 100 across rows due to rounding.

(O'Neil 2001)

TABLE 4
Convenience Versus Privacy

	No. of Respondents	Question: In general, which is more important to you: convenience or privacy? (in percentages)	
		Convenience	Privacy
Total	1,223	21.3	78.7
Sex	1,223		
Male	813	23.4	76.6
Female	410	17.1	82.9
Education	1,223		
Grammar school	10	20.0	80.0
High school	83	16.9	83.1
Vocational/technical school (2 year)	31	19.4	80.6
Some college	380	16.6	83.4
College graduate (4 year)	419	22.7	77.3
Master's degree	203	28.6	71.4
Doctoral degree	45	17.8	82.2
Professional degree	43	30.2	69.8
Other	9	11.1	88.9
Income	1,223		
Under $10,000	25	20.0	80.0
$10,000-$19,999	60	20.0	80.0
$20,000-$29,999	82	19.5	80.5
$30,000-$39,999	131	18.3	81.7
$40,000-$49,999	142	19.7	80.3
$50,000-$74,999	267	19.1	80.9
$75,000-$99,999	162	25.9	74.1
Over $100,000	141	35.5	64.5
Rather not say	213	15.0	85.0
Race	1,222		
Caucasian/White	1,083	22.1	77.9
African American	23	17.4	82.6
Indigenous or Aboriginal	6	0	100.0
Asian/Pacific Islander	19	31.6	68.4
Hispanic	12	0	100.0
Latino	3	0	100
Multiracial	21	19.0	81.0
Other	12	16.7	83.3
Rather not say	43	11.6	88.4

NOTE: Not all percentages will equal 100 across rows due to rounding.

(O'Neil 2001)

Privacy

- Interview response from a 2018 study:

  “When asked about preferred communication channels, one participant had a sophisticated notion of WhatsApp’s security: **‘WhatsApp is more private than Facebook ... because it’s encrypted and had other features that other apps don’t have. It has more privacy’** (P5).”

  (Guberek et al. 2018)

*In general, interviewees were *wary of what they post* and the connections they make, but not of privacy issues unrelated to their individual actions (data leaks, etc.)

- Demonstrates importance of guides about privacy and choosing a safe platform

Accessibility

Survey:

- Easy communication
- Looking for accessibility and simple functionality
- Only requires a phone number, compared to using an email address and password

Literature:

- Look for applications that are easy to use

(Guberek et al. 2018)

02

Preferred Styles of Communication

Are platforms that prioritize mass messaging and/or often impersonal communication **culturally appropriate** for the Latinx community?

- May not be true for all, but more personal forms of communication are often valued in Latinx cultures
- Utilization of non-verbal communication is also more significant

(Bradford et al. 2009)

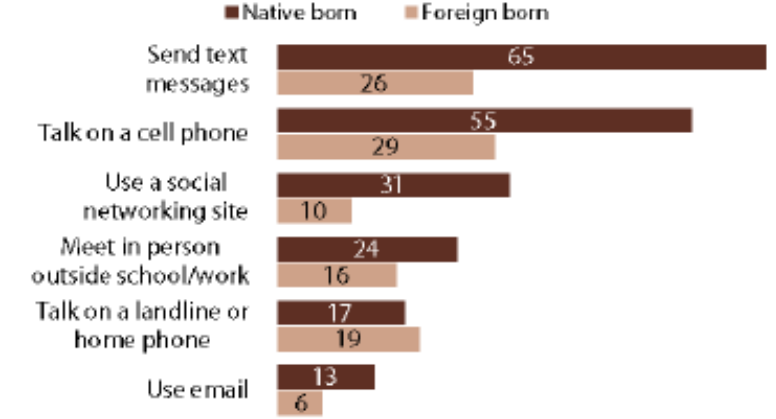
*Video announcements could be useful for basing communication off of Latinx cultural norms

Differences in Methods Used Throughout Community

Figure 2

How Young Latinos Communicate, by Nativity

Thinking about all the different ways you socialize or communicate with friends… About how often do you… ? (% that say daily)



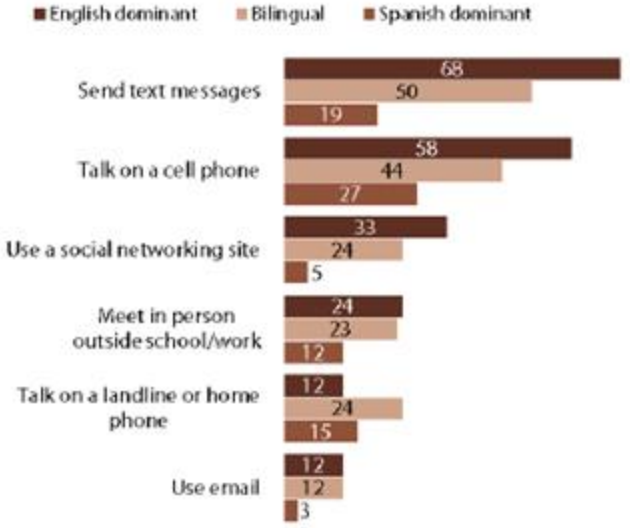
Note: N=1,240 for 16- to 25-year-olds. Foreign born includes those who were born in Puerto Rico.

Source: Pew Hispanic Center, National Survey of Latinos 2009

Figure 3

How Young Latinos Communicate, by Primary Language

Thinking about all the different ways you socialize or communicate with friends… About how often do you… ? (% that say daily)



Note: N=1,240 for 16- to 25-year-olds.

Source: Pew Hispanic Center, National Survey of Latinos 2009

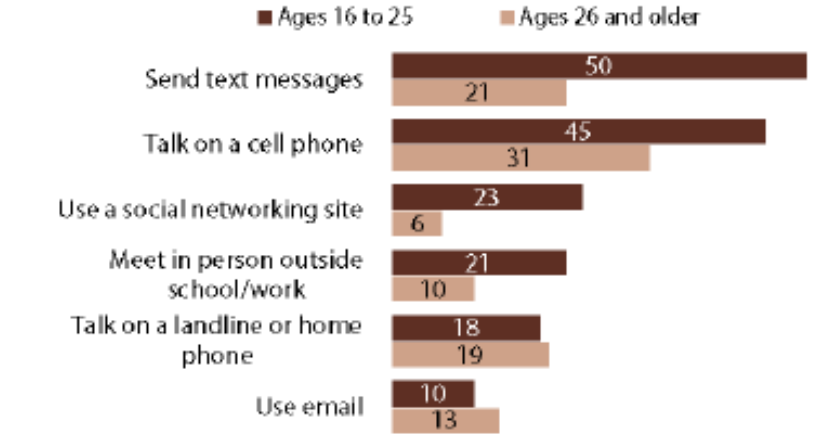
Differences Throughout Community

Figure 5

Young Latinos Use Mobile and Internet Technologies More Often Than Older Latinos

Thinking about all the different ways you socialize or communicate with friends... About how often do you... ?

(% that say daily)



Note: N=1,240 for 16- to 25-year-olds, and N=772 for those 26 and older

Source: Pew Hispanic Center, National Survey of Latinos 2009

Whatsapp User Privacy

- Two-step verification
- Profile customization
- Choose who can see what info.
- Chat locks
- Live location
- Chat data encryption

- No metadata encryption
  - Legal for governments to request and monitor metadata

Meta and Whatsapp Data Leaks

- 2019
  - Meta fined $101 mil. for storing passwords as plaintext
- February 2023
  - Phone number data leak
  - 2022 phone number list sold off by hacker group
- February 2024
  - European consumer rights groups accuse Meta of illegally collecting massive amounts of metadata
- August 2024
  - Belgian users phone numbers and ID’s leaked

Literature Search-Platforms Used

<u>Interview response from a 2018 study:</u>

P1: '"The only thing I use is Facebook and WhatsApp, because they're the easiest and other apps are too heavy.'

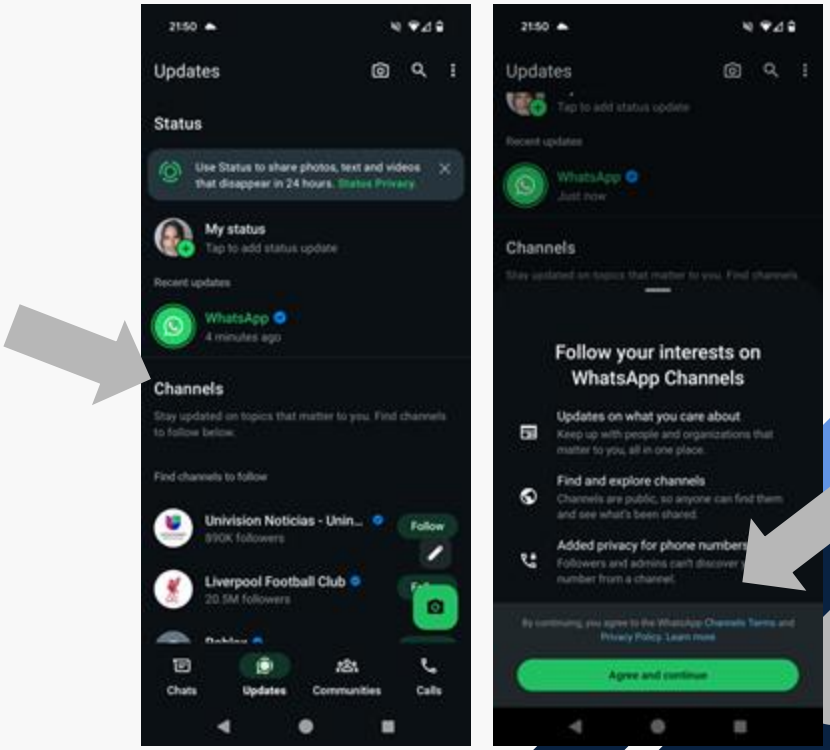
When deciding on creating a group for their community, P1 said,

P1: 'So I did some research and decided on WhatsApp. Everyone has it and it's free, so I downloaded it and added everyone.'"

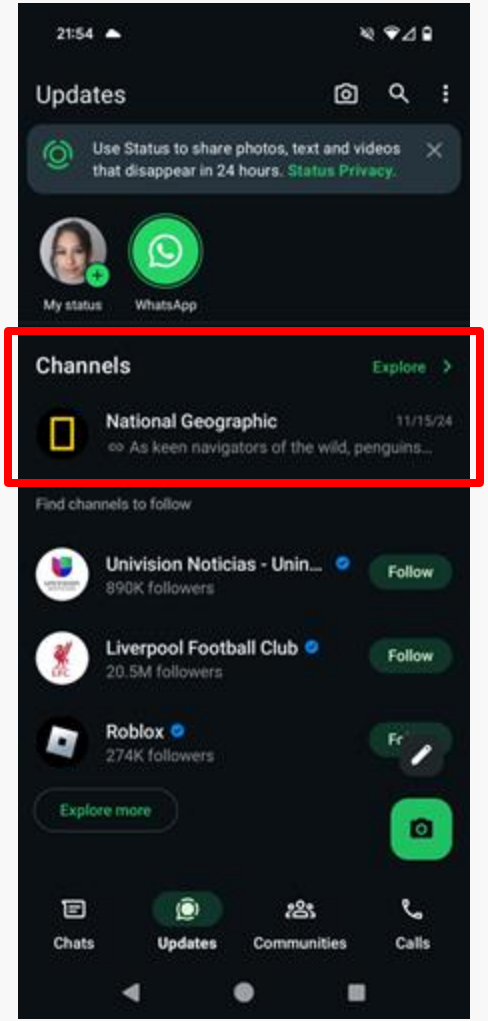
(Guberek et al. 2018)

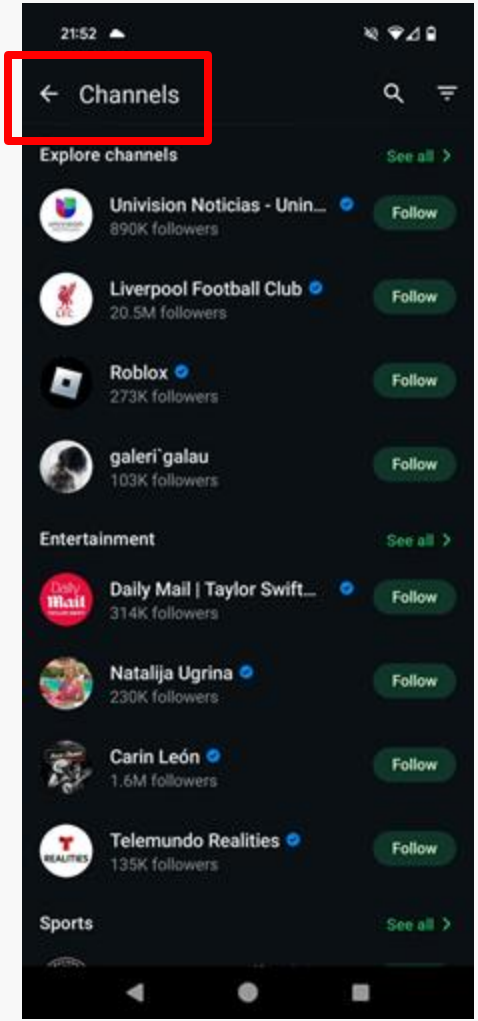
Our Suggestion: WhatsApp Channels

- Share announcements and stories without your phone number or your viewer's private information being displayed
- Similar to a **texted newsletter**
- Channels feature:
  *"a one-to-many **broadcast service** that allows you to view and interact with relevant and timely updates shared by other WhatsApp users."*



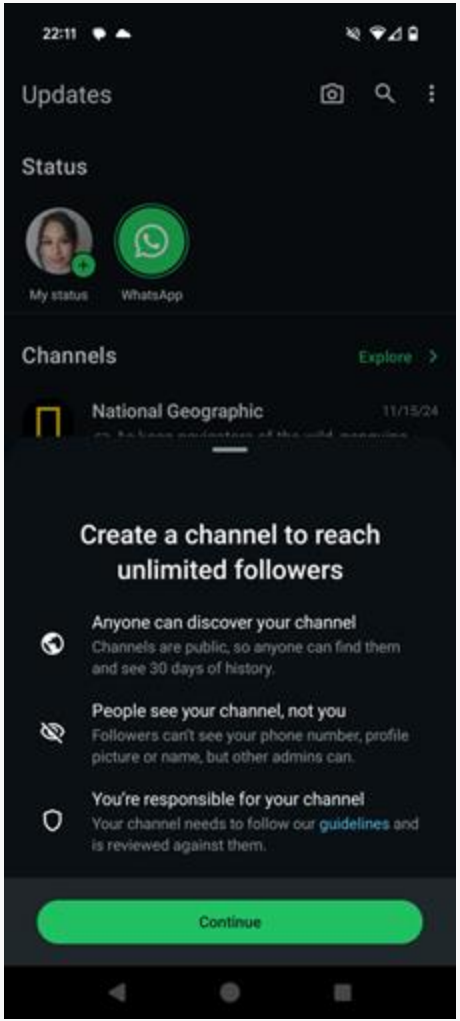
https://www.whatsapp.com/legal/channels-terms-of-service

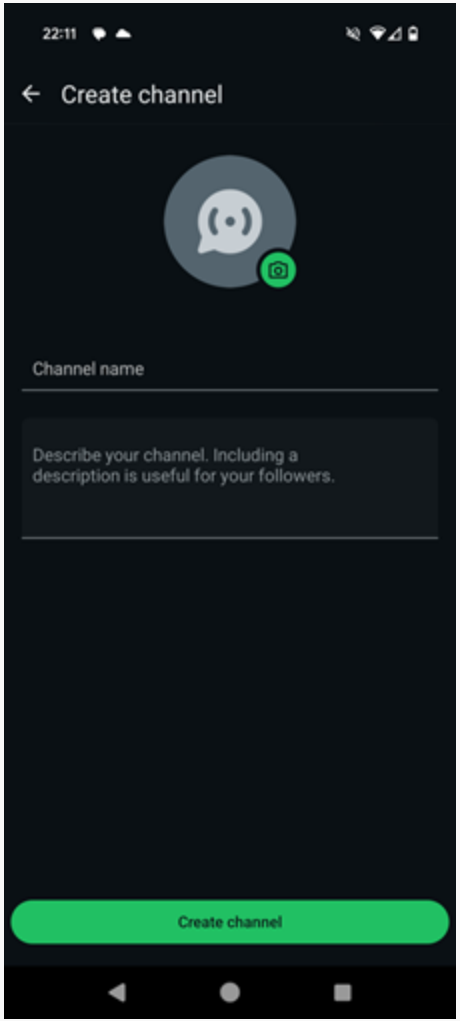

21:54
Updates
Use Status to share photos, text and videos that disappear in 24 hours. Status Privacy.
My status
WhatsApp
Channels
Explore
National Geographic
11/15/24
As keen navigators of the wild, penguins...
Find channels to follow
Univision Noticias - Unin...
890K followers
Follow
Liverpool Football Club
20.5M followers
Follow
Roblox
274K followers
Explore more
Chats
Updates
Communities
Calls

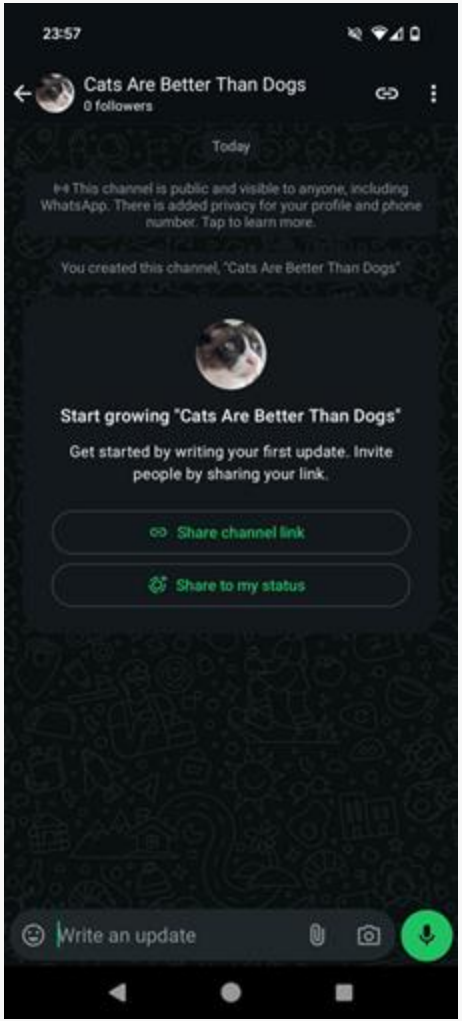

21:52
Channels
Explore channels
See all
Univision Noticias - Unin...
890K followers
Follow
Liverpool Football Club
20.5M followers
Follow
Roblox
273K followers
Follow
galeri`galau
103K followers
Follow
Entertainment
See all
Daily Mail | Taylor Swift...
314K followers
Follow
Natalija Ugrina
230K followers
Follow
Carin León
1.6M followers
Follow
Telemundo Realities
135K followers
Follow
Sports
See all

21:54
National Geographic
5.5M followers
Private jets are increasingly replacing car trips—for the ultra-wealthy
The ultra-rich are flying more on private jets, some of which emi...
on.natgeo.com
New studies on private jet flight data and their emissions indicate that their use is soaring with about half of private flights taken between 2019 and 2023 traveling under 100 miles, often drivable distances. What will the impact be on our climate?
11:15
761
This penguin swam 2,000 miles to Australia—and we don't know why
As climate change bears down on Antarctica, understanding wh...
on.natgeo.com
As keen navigators of the wild, penguins often wander the far limits of their territories. Normally, these ice-cold explorations are pretty short-lived. But in an astonishing feat, one emperor penguin, alone and malnourished, recently made landfall on a beach in Australia, more than 2,000 miles away from its native Antarctica.
14:45
1K

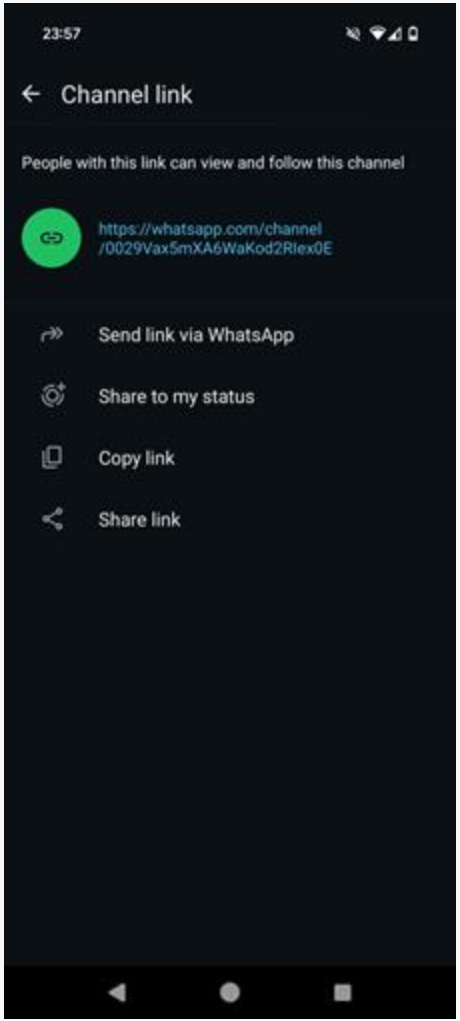
Receiver

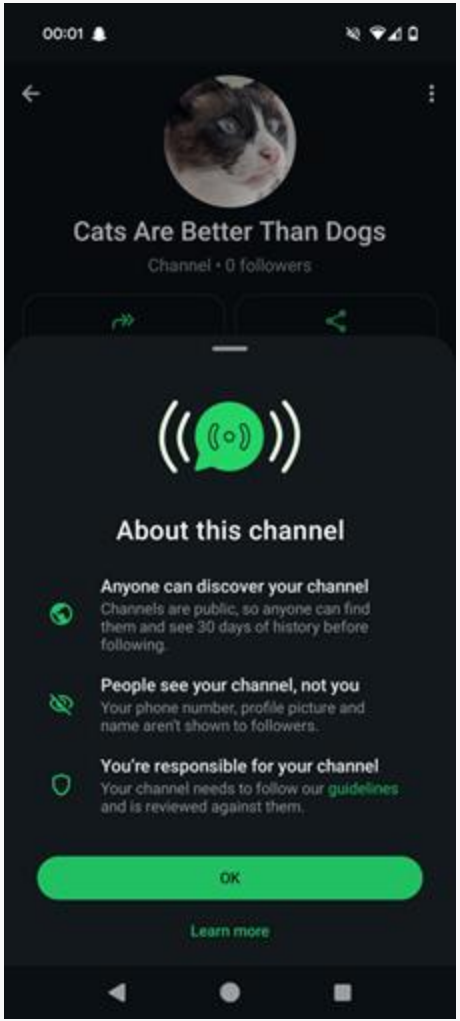


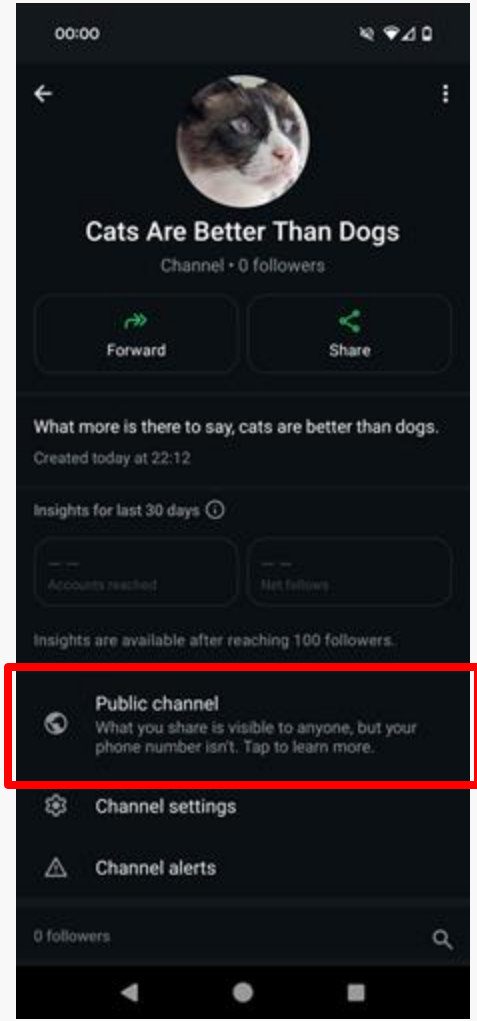




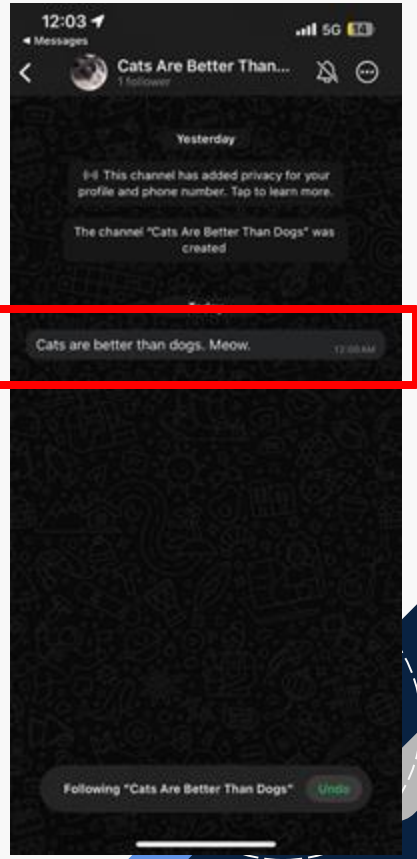
Channel Admin


23:57
Channel link
People with this link can view and follow this channel
https://whatsapp.com/channel
/0029Vax5mXA6WaKod2Rlex0E
Send link via WhatsApp
Share to my status
Copy link
Share link


00:01
Cats Are Better Than Dogs
Channel • 0 followers
About this channel
Anyone can discover your channel
Channels are public, so anyone can find them and see 30 days of history before following.
People see your channel, not you
Your phone number, profile picture and name aren't shown to followers.
You're responsible for your channel
Your channel needs to follow our guidelines and is reviewed against them.
OK
Learn more


00:00
Cats Are Better Than Dogs
Channel • 0 followers
Forward
Share
What more is there to say, cats are better than dogs.
Created today at 22:12
Insights for last 30 days
Insights are available after reaching 100 followers.
Public channel
What you share is visible to anyone, but your phone number isn't. Tap to learn more.
Channel settings
Channel alerts
0 followers

Receiver

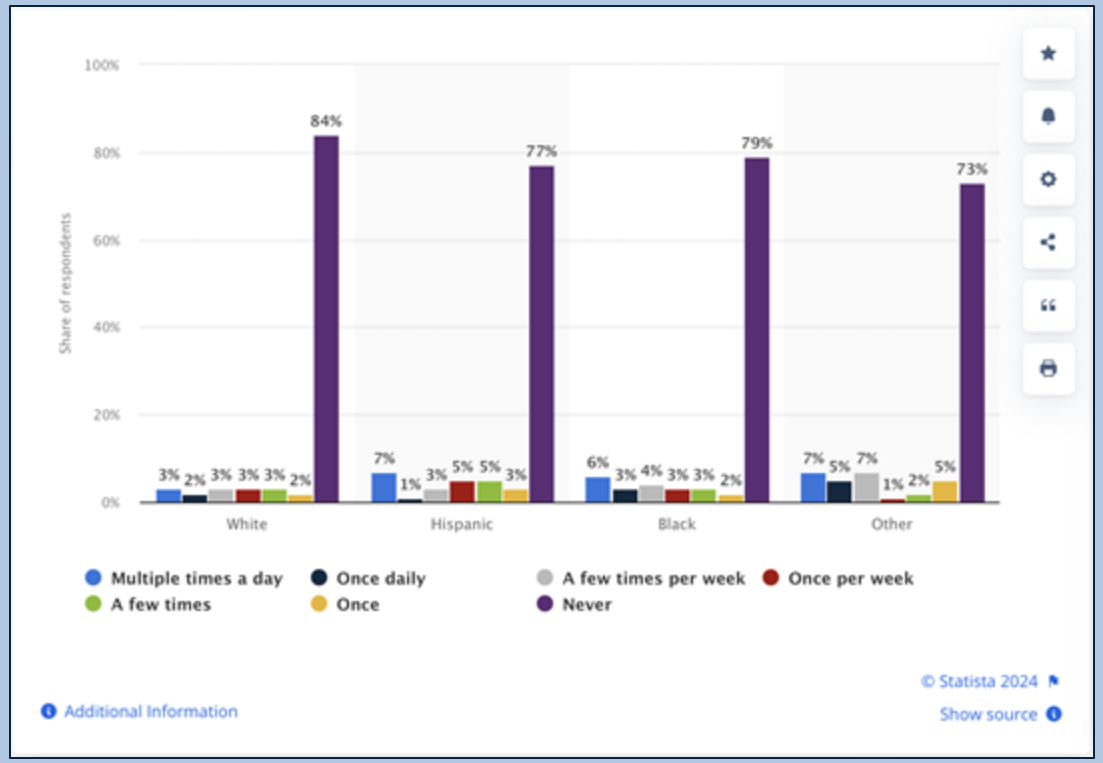

12:03
Messages
Cats Are Better Than...
1 follower
Yesterday
This channel has added privacy for your profile and phone number. Tap to learn more.
The channel "Cats Are Better Than Dogs" was created
Cats are better than dogs. Meow.
Following "Cats Are Better Than Dogs"
Undo

04

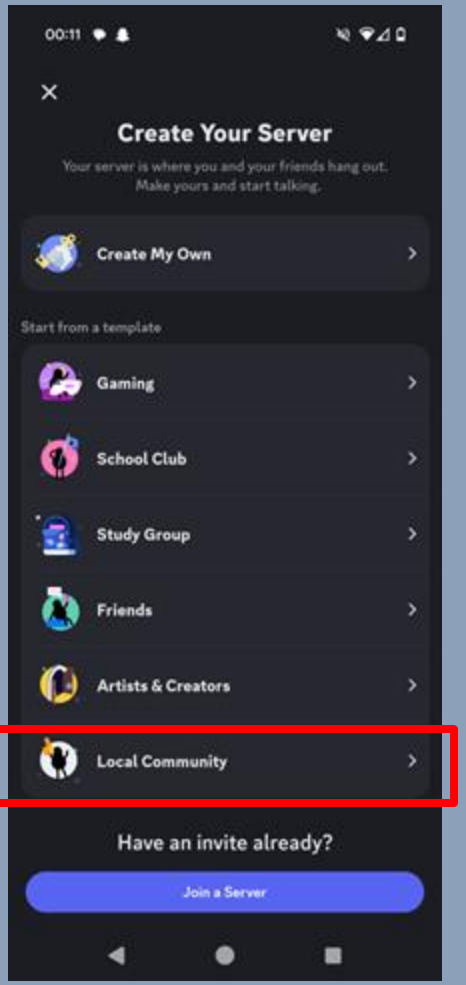
Other Considerations

- **Discord**
- **GroupMe**
- **Facebook**

Discord



- While discord use is still fairly low, it is used to a relatively high extent by the Latinx community.
- Might be more useful for **younger members** of the community since it appeals to a younger audience that grew up with the internet



Traits observed in **Discord**, alongside in other platforms like **GroupMe** and **Facebook**:

- Steep learning curve for individuals that are unfamiliar with the platform
- Joining discord involves creating an account
- Potentially more useful for the younger Latinx generation

Recommendations

- Explore the **Whatsapp channels feature**, attempt large scale practice announcements
- **Advertise** across different social media platforms
    - Utilize community spaces as well,, especially for older members of Latinx community
- Provide **spanish and english guides** on how to join a channel
- Utilize **video announcements** with subtitles for those who prefer more personal communication (Whatsapp channels or Facebook/Instagram)

References

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Thanks!

Questions?

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