Dedication

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Marketing Towards the Hispanic
American Population: The Mircotargeting of Hispanic
Subgroups in Advertisements

A Thesis in Business Studies

by

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Abstract

This paper will examine whether the diverse nationalities that exist within the Hispanic population in the United States are treated as monolithic in advertisements or if the different nationalities are specifically targeted. Essentially, the question is whether, and if so to what extent, marketers portray diversity within the Hispanic population? In order to answer this question, original research was conducted that includes looking at advertisements on four different types of Hispanic media outlets, two print and two media: newspapers, magazines, television and online websites. Certain characteristics were looked at in each advertisement, which included language, background, music/dance, general diversity, and discrimination. If the characteristics looked at in each advertisement targeted a specific Hispanic subgroup, then that advertisement was microtargeting a certain nationality. After looking at 200 advertisements, the overall finding of this study was that different Hispanic subgroups are not targeted when advertising to this population. This finding can lead to further research involving whether or not the microtargeting of Hispanic subgroups is beneficial for companies.

Table of Contents

Section 1: Introduction

The United States is home to many different nationalities from all over the world, but Hispanic Americans play a crucial role in this nation on a political, social, economic, and cultural level. The Hispanic American population represents the second-largest ethnic group in the United States with a diverse set of subgroups (Flores 2017). According to the Pew Research Center, the U.S. Hispanic population, as of 2016, stands at 57 million, and the Hispanic American population is the fastest growing ethnic group in the United States. The same study shows that Hispanics are the youngest of the major racial and ethnic groups in the U.S, and Hispanics make up the largest group of immigrants in most states, including California, Texas, Florida, New York, Illinois, Arizona, New Jersey, Colorado, New Mexico, and Georgia (Flores 2017). The increase in population of Hispanics leads to an increase in their purchasing power which already is influential in the United States.

In order for companies to capitalize on the large purchasing power of Hispanics, advertising may be the key to gaining Hispanic American interest. However, advertising may potentially lead to disinterest if done in a way that treats this population as monolithic. Whether the Hispanic population is treated as monolithic in advertising is the core of this thesis. I will be examining whether diversity amongst Hispanic subgroups is portrayed in advertising. Diversity typically refers to the idea of variety or different qualities people, places, things, etc. may have (Merriam- Webster collegiate dictionary, 1999). For this study, when referring to the idea of diversity, I will be looking at whether there are differences in advertisements that may target certain Hispanic subgroups. In

other words, is diversity among the different Hispanic subgroups being microtargeted? I determine whether these different qualities across Hispanic subgroups are apparent in advertisements across Hispanic based media, which will be further discussed in the methodology section of this paper. I also look at diversity in more general terms. I take note of whether there is diversity among all populations, not just Hispanics, in advertisements. For example, do most advertisements depict American people compared to Hispanic Americans or Black Americans?

It would be wrong to think of this large population as monolithic which, according to Merriam-Webster, refers to an undifferentiated whole or rigidly fixed uniformity (Merriam-Webster collegiate dictionary, 1999). The large and diverse market of Hispanics and the many different subgroups it consists of may not be depicted as a differentiated group of people. An example of differentiating populations to reach a specific audience occurs in politics. When an election takes place, parties microtarget different populations for their campaigns (Flanagan 2014). Microtargeting consists of transmitting a tailored message to a subgroup of the electorate on the basis of unique information about that subgroup (Flanagan 2014). This is a technique advertisers could use to reach the Hispanic population.

This thesis explores whether, and if so to what extent, advertisements portray diversity when targeting Hispanic Americans. I examine whether Hispanic subgroups in the United States, including Mexicans, Puerto Ricans, Cubans, Dominicans, Central Americans, and South Americans, are being targeted in advertisements or if there is just a

homogenized representation of the population. The purpose of this study is to determine whether or not the largest Hispanic subgroups in the U.S. are being targeted in advertisements. As mentioned before, the Hispanic population in the United States is large and diverse. According to the 2010 U.S. Census, there were 50, 477, 594 Hispanics in the U.S. at the time, which means that this population made up about 16% of the total population. This 16% is now up to 17.6% and only seven years have passed. Furthermore, the purchasing power of this population is over $980 billion (Brown & Washton 2009). By 2020, the Hispanic population is projected to be 60 million, accounting for 20% of the U.S. population (Chi & Lovett 2010). These statistics emphasize how prominent the Hispanic population is in the United States.

Although these statistics give us information about the general population of Hispanics, they fail to breakdown this group of people into different nationalities or subgroups. There are 23 different subgroups of Hispanic descent that are living in the United States. The term subculture, or subgroup, in the context of this thesis, refers to the smaller cultures within a larger culture. For example, Mexicans and Puerto Ricans are two separate subcultures within the larger, broader, Hispanic culture. Even though there are 23 different subgroups, some are more populated than others. Since there are so many different subcultures, I will only be focusing on the subgroups that make up about one percent of the total Hispanic population. The largest subgroups include Mexicans, Puerto Ricans, Cubans, and Dominicans. I also look at Central Americans as a whole and South Americans as a whole rather than breaking down each individual nationality. I generalize Central and South Americans because the two origins make up about one percent of the

Hispanic population, whereas each country within the Central and South American

origins makes up less than one percent. The table below highlights all of the different

Hispanic subgroups in the U.S. and which subgroups are more populated than others in

the United States (Brown & Washton 2009).

SE:T56. Hispanic Or Latino By Specific Origin

Total US population:	308,745,538	
Hispanic or Latino:	50,477,594	16.4%
Mexican	31,798,258	10.3%
Puerto Rican	4,623,716	1.5%
Cuban	1,785,547	0.6%
Dominican	1,414,703	0.5%
Central American (excluding Mexican):	3,998,280	1.3%
Costa Rican	126,418	0.0%
Guatemalan	1,044,209	0.3%
Honduran	633,401	0.2%
Nicaraguan	348,202	0.1%
Panamanian	165,456	0.1%
Salvadoran	1,648,968	0.5%
Other Central American	31,626	0.0%
South American:	2,769,434	0.9%
Argentinean	224,952	0.1%
Bolivian	99,210	0.0%
Chilean	126,810	0.0%
Colombian	908,734	0.3%
Ecuadorian	564,631	0.2%
Paraguayan	20,023	0.0%
Peruvian	531,358	0.2%
Uruguayan	56,884	0.0%
Venezuelan	215,023	0.1%
Other South American	21,809	0.0%
Other Hispanic or Latino:	4,087,656	1.3%
Spaniard	635,253	0.2%
Spanish	455,157	0.2%
Spanish American	35,346	0.0%
All other Hispanic or Latino	2,961,900	1.0%

The research involved in this study was original data. About 200 advertisements

across Spanish media outlets such as television, newspapers, magazines, and online were

examined. For each advertisement, the background, language, music, and dance were

observed, and it was noted if these characteristics differed among advertisements and

targeted a specific Hispanic subgroup. After determining if the advertisements targeted a subgroup, I recorded each one in a spreadsheet and ran summary statistics. Overall, the research found that there was little diversity among advertisements on Hispanic media outlets.

The second section will be the literature pertaining to diversity in advertisements. Section three outlines the predictions. Section four will explain the step by step procedure involved in my study. Section five details my findings, including specific visuals of advertisements and explanations of what diversity I have found. Section five will also be followed by summary statistics involved with data collection. Section six offers conclusions derived from the findings. Lastly, section seven outlines recommendations for future research and limitations of my study.

Section 2: Literature Review

In this section, I will explain in detail several articles I read regarding the topic of marketing towards the Hispanic population and how the articles assist in creating my predictions pre-research and my conclusions post-research. Although there are no articles that conduct my research, there are many articles that relate to the idea of diversity in advertisements. First, Emma Flanagan's article is discussed in order to relate microtargeting in politics to microtargeting in advertisements. Then, an article by Frances Aparicio outlines and explains the idea of latinidad. Next, an article by Joseph Cherian and Naveen Dunthu regarding strongly identified Hispanics is explained. Then, an article regarding acculturation by Rick T. Wilson is outlined. An article by Paul Herbig and Rama Yelkur is then mentioned in order to explain the discrimination of Hispanics in media. Following Herbig and Yelkur, Cecilia Maldonado and Dawn Valentine's article researches advertisements on Hispanic media outlets as well. Lastly, Orlando Alba discusses the differences in dialects between Hispanic subgroups. Finally, Section two will take the main arguments from articles related to the idea of marketing towards Hispanics in order to assist in creating predictions for my research as well as drawing conclusions from the findings of my research.

An example of when people market to specific groups occurs during political campaigns. Emma Flanagan, in her article, states that the Obama campaign of 2012 spent $20 million in Hispanic Outreach for microtargeting. Microtargeting is a form of social categorization and a potential means to foster a sense of cohesion and shared objectives

to strengthen group consciousness within the Hispanic community (Flanagan 2014). The term Hispanic is used to encompass people of Spanish decent. The federal government's official definition of Hispanic is, "a person of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture of origin regardless of race," (Flanagan 2014). Although the term Hispanic is generally used, Hispanics themselves typically do not identify with this pan-ethnic label, but rather their country of origin. For example, a Puerto Rican or Cuban would rather be identified as Puerto Rican or Cuban, not just 'Hispanic'. Flanagan's article explains how there are differences between each Hispanic subgroup and how microtargeing was highly funded throughout political campaigns, such as Obama's. Politicians are essentially advertising their candidacy and microargeting towards different segments in order to cater to each segment.

On the other end of the spectrum, the idea of not microtargeting specific subgroups goes hand in hand with latinidad. An article by Frances Aparicio discusses the idea of latinidad in media. According to Aparicio, the homogenous representation of the Hispanic population is referred to as "latinidad," (Aparicio 2003). Latinidad highlights the resemblances between subgroups and allows these subgroups to identify their similarities in order to come together under the general Hispanic population (Aparicio 2003). Rather than sectioning off each nationality, latinidad brings them all together. Latinidad assists in bringing different Hispanic nationalities together under one large umbrella, while at the same time, allowing these people to still claim their own specific cultural identity. This concept may assist advertisers in choosing whether or not to microtarget subgroups and it will assist in the conclusion of my findings.

In order to understand the Hispanic segment, research explains typical consumption patterns in regards to how strongly Hispanics identify with their own culture. For example, Naveen Donthu and Joseph Cherian (1994) discuss the differences between strongly identified Hispanics and weakly identified Hispanics. Strongly identified Hispanics are those who have not had the desire to become acculturated, or adapt to, the American lifestyle. Weakly identified Hispanics, on the other hand, have become acculturated to the American lifestyle and are more likely to disassociate themselves from the Hispanic lifestyle. Donthu and Cherian surveyed 240 Hispanic Americans who reported their ethnic group, how strongly they identified with this group, how important they believed assimilation to the American culture was, how important it is for them to maintain Hispanic culture, and how often they spoke Spanish at home. The people involved in the study reported their ethnic group, but there was no explicit explanation of whether there was variation in identification in strength among Hispanic subgroups. In other words, the participants reported if they were generally strongly identified with their Hispanic background but did not mention which nationality the participants identified with. Respondents were then asked to rate on a scale of one to five, five being most important, how important it was for them to have service providers, specifically doctors, lawyers, plumbers, mechanics, and dry cleaners, of Hispanic descent. The study by Cherian and Dunthu concluded that strongly identified Hispanics found it more important to find Hispanic vendors than weakly identified Hispanics. Cherian and Dunthu's findings illustrate Hispanic Americans' loyalty to their ethnicity. In order for service providers, such as dry cleaners and auto mechanics, to appeal to

strong identified Hispanics, it is beneficial to have Hispanic personnel within the company. However, if a group of Hispanics is weakly identified, it would not necessarily be necessary to hire Hispanic personnel.

Rick T. Wilson, in his article from the Journal of International Marketing (2008), discusses acculturation and discrimination of Hispanics in the market. Wilson researches how discrimination affects Hispanics in regards to purchase intent. There were 980 interviews conducted regarding purchase intent of products when the respondent had perceived some type of discrimination and when said product was advertised in Spanish. Wilson concluded that Hispanics who felt discriminated against were two times more likely to purchase products that were advertised in Spanish. Hispanics who have experienced discrimination, according to Wilson, "are more likely to be influenced by the use of Spanish language in advertisements," (Wilson 2008). He goes on to explain how Hispanics who face discrimination are experiencing cultural tension, which is why the Hispanics in his study consciously chose to be influenced by advertisements in Spanish. Spanish advertisements allow Hispanic Americans to escape from this discrimination since it is related to an ethnicity they feel welcomed in, which then led to higher purchase intent for said product. Targeting the Hispanic segment is ethical and it is beneficial for companies that wish to target Hispanics, according to Wilson.

Wilson's conclusion regarding discrimination is important because it may explain why Hispanics choose advertisements to which they can relate, but it fails to examine diversification within advertisements. Paul Herbig and Rama Yelkur (1997), however,

bridge the gap between discrimination of everyday life and discrimination of the media. Herbig and Yelkur examine the media preferences of Hispanic Americans and outline some common mistakes marketers tend to make when advertising to this population. By examining the history of how Hispanics tend to be represented in media, Herbig and Yelkur concluded the main mistakes marketers cannot make when targeting this population. The authors concluded that marketers cannot treat the Hispanic market as an extension of the Anglo market, translate English to Spanish incorrectly, or use the same English campaigns and translate the campaigns to Spanish. Instead, marketers must treat this population as a separate market from the traditional Anglo market, take into account the different dialects Hispanics speak, and change the campaigns that are used. In order for advertisers to change the campaigns, the authors suggest incorporating more positive images of the Hispanic population as well as a wider cross section of ethnic minorities (Herbig & Yelkur 1997). Herbig and Yelkur examined the Hispanic demographic and reviewed how Hispanics have historically been represented in the media. While this information is similar to the question I am investigating, it does not specifically focus on diversity; instead, it focuses on stereotypical portrayals of Hispanics in the media. For example, Herbig and Yelkur state how in the 1920s and 1930s, "Hispanics were often portrayed as both vicious and funny banditos but were gradually replaced by more complex characterizations," (Herbig & Yelkur 1997). While the authors mainly discuss stereotypes in media, Herbig and Yelkur do highlight common mistakes marketers tend to make when advertising to the Hispanic population and how these mistakes are influenced by the typical representation of Hispanics in media. One of the main mistakes

marketers make is treating the Hispanic market as an extension of the Anglo market. Herbig and Yelkur mention how people are aware that there is a great deal of ethnic diversity in the Hispanic culture, but "this diversity has been previously ignored by advertisers," (Herbig & Yelkur 1997). One of the only ways advertisers try to appeal to the Hispanic population is through the use of the Spanish language, but the authors do not mention seeing different dialects within the Spanish language depicted which shows the lack of diversity within advertisements. They do, however, mention that dialects should be used as an advertising technique.

Cecilia Maldonado and Dawn Valentine focus on television advertisements and examine a total of 160 advertisements that included 52 from Univision, 39 from Telemundo, and 69 from NBC. Their aim was to compare advertisements on American TV outlets, or English language outlets, to advertisements on Hispanic American TV outlets, or Spanish language outlets, to determine whether what was portrayed in advertisements reflected the general beliefs of each culture. For example, Maldonado and Valentine highlight how Univision targets a traditional and family oriented group of Hispanics, Telemundo targets younger and more acculturated Hispanic Americans, and NBC targets American working class people.. The advertisements were examined based on fear, music, rationality, emotions, scarcity, humor, sex, and directness or indirectness of speech. The findings of the study concluded several differences between the American and Hispanic American outlets that reflected the traditional cultural identity of each population. According to Maldonado and Valentine, Hispanics traditionally place an emphasis on family while Americans tend to emphasize the individual. For example,

NBC, the outlet with mainly American advertisements, showed more advertisements with individualistic values than Univision and Telemundo. The authors describe individualistic as having more of an appreciation for independence of the individual. The individualistic finding reflects that Hispanics tend to value family whereas Americans tend to value work. Since Hispanics tend to have larger families and emphasize the importance of family, advertisers may target this market by creating an advertisement that shows more people together instead of just an individual. Another finding showed that NBC advertisements were considerably shorter than Univision and Telemundo. Americans tend to live more fast paced than most other countries. Since Americans emphasize work, the idea of time management plays a key factor in their lives. One last find finding from Maldonado and Valentine's research was that Univision and Telemundo's advertisements used a more direct style of speaking compared to NBC. The authors describe directness of speech as the use of direct commands or instructions as well as facts. Maldonado and Valentine describe indirect speech as speech that includes stories, double meanings or metaphors. Although the authors concluded that Spanish-speaking stations have a more direct style than English-speaking stations, Maldonado and Valentine did not have a theoretical explanation. The authors did, however, mention how the use of speech is an important area for future research. Do advertisers only want to use basic and easily translated words so the advertisement does not target different subgroups and their different Spanish dialects?

In order to be aware of what to look for in advertisements regarding language, Orlando Alba discusses, in his article, the zoning of Spanish dialect in America. In the

article, Alba classifies 16 different Spanish zones and different information regarding dialects of each. The author outlines the four different phenomena of dialectal zoning which include "uno fonético, el zeismo; uno fonológico, el yeísmo; uno sintáctico, el voseo; uno morfológico," (Alba 1992). These four phenomena are used during my research because I could determine, according to which phenomena was used, whether the language in an advertisement was geared towards a certain subgroup. The table Alba uses in his article will be depicted in section four.

Overall, the articles discussed assisted in the creation of predictions and conclusions. Each article concludes relevant information regarding the idea of targeting Hispanic subgroups in advertisements but no article specifically researched targeting Hispanic subgroups in advertisements. Furthermore, the articles give more background information regarding the Hispanic population, Hispanic media, discrimination and microtargeting. Each of these topics helps draw a conclusion as to why there is little diversity found in Hispanic advertisements.

Section 3: Predictions

Section three will outline predictions regarding the findings of my research. First, I will compare the differences between diversity in mass media outlets and non-mass media outlets. Then, I will offer possible explanations as to why some advertisers choose to portray diversity and why others do not. Overall, this section will help reason the findings of this study.

Prediction 1: There may be a difference in targeting for mass media outlets and non-mass media outlets.

It is possible that mass media outlets will be less diverse than non-mass media outlets. Mass media advertisements, such as television advertisements, reach a broad demographic, a large number of people, and are more expensive than concentrated media outlets (Gleeson 2012). A reason as to why mass media outlets may be less diverse is because they cost more. Since mass media advertisements reach a large and diverse population, the companies may have only one shot at a successful advertisement. On the other hand, non-mass media outlets are less expensive to advertise, which may make diversifying more plausible. According to an article that discusses TV advertising and digital marketing, online advertisements are cheaper than television advertisements and can more easily target specific consumers (Gleeson 2012).

Prediction 2: There may be differences in why some advertisements portray diversity and why some do not.

From the literature, we can tell two different stories. A possible reason as to why advertisements portray diversity could be due to the use of microtargeting in politics. As mentioned earlier, Emma Flanagan, in her article, discusses the use of microtargeting in political campaigns. Politicians use microtargeting to foster a sense of cohesion amongst different populations which is a tactic that may be useful for advertisers. However, advertisers who do not portray diversity may choose this route due to the time and money that must be put into targeting specific subgroups. There may be a belief that a possibility of increasing sales due to targeting subgroups is not worth the time and money that must be spent to create the advertisement. It could also be possible that the way different Hispanic American subgroups think about their identity can shift depending on different contexts. For example, a Cuban American may want to be targeted in a political context depending on the location of the political campaign as well as the nature of the issues involved in the campaign. The location and issues may directly affect this particular subgroup. However, in a more cultural context, Hispanics may not mind the lack of microtargeting due to latinidad. All subgroups are unified under the idea of latinidad and marketers may take advantage of this rather than spending extra time and resources to microtarget.

To conclude, the predictions made regarding my research offer comparisons between mass market media and non-mass market media as well as why some companies choose to diversify and why others do not. The predictions also take into consideration the importance of microtargeting in political campaigns compared to the possible lack of microtargeting in advertisements due to the idea of latinidad.

Section 4: Procedures and Methodology

The objective of this study is to determine whether or not advertisers portray diversity when targeting Hispanic Americans. More specifically, are different Hispanic subgroups targeted in advertisements? First, I will discuss what type of outlets I examine. Next, I will explain the characteristics I was searching for when looking at different advertisements across different media outlets. Then, I will discuss the idea of general diversity. Finally I will explain and show the spreadsheet created to document my findings.

I collected original data to answer the question of whether or not different Hispanic subgroups are targeted in advertisements. I looked at four different types of outlets, two print and two media: newspapers, magazines, television and online websites. The specific outlets looked at will be outlined later in this section. Rather than solely focusing on one type of media, I looked at print media as well as television and online media so that I could compare findings of each outlet. For each outlet, I looked specifically at channels that are geared towards Hispanics, such as Univision for television and Latina for magazines. Furthermore, I looked at three different sources per outlet. I looked at advertisements that appeared on each source for each outlet and examined several characteristics to determine whether or not there was diversity portrayed in each advertisement. Since I was not able to look at 100% of the advertisements shown across all outlets, I had to reduce the sample size to 200 total advertisements. I looked at 50 advertisements per outlet.

The characteristics I looked at in each advertisement included language, background, music/dance, general diversity, and discrimination. What exactly was looked at for each characteristic will be explained later in this section.

One attribute I looked for was whether the background of the advertisements reflected characteristics of the subgroup. For example, Dominicans come from a more tropical area, so if the background of the advertisement seemed more tropical that could be geared towards Caribbean countries. Puerto Ricans tend to be more populated in the Northeast, specifically in the Bronx. Mexicans celebrate the Day of the Dead. The Central American subgroup is made up of numerous countries which means Central America has an array of characteristics such as a tropical climate and the popularity of salsa dancing. South Americans also have many countries included in this category which also creates an assortment of characteristics which include a mainly Christian population as well as an either hot and wet or hot and dry climate. There will be more specific examples shown later on in this section.

For the music and dance attributes, I was looking for certain types of music or style of dance that were specific to certain subgroups. For example, salsa dancing is popular in the Caribbean, but the tango is popular in South America. Also, mariachi is more popular in Mexico compared to other places. Therefore, seeing an advertisement that showed men and women dancing mariachi would relate to the Mexican population rather than the South American population.

In regards to language, I examined whether different dialects of subgroups were being used, if there were different accents, as well as general sentence structure and tenses. A dialect is a particular form of a language, in this instance, Spanish, that is specific to certain regions (Merriam- Webster collegiate dictionary, 1999). I also looked at whether or not the Spanish used in the advertisements I found was a "neutral" form of Spanish or if it was tailored to specific subgroups. According to Orlando Alba, "al describir la lengua hablada en América afirma: «El español americano presenta, no obstante, una salida homogeneidad sabría todo dentro de los niveles cultos. Las diferencias son más marcadas en las capas semicultas y vulgares. A pesar de todo, las diferencias, dentro del enorme territorio americano, son mínimas dentro de la estructura total del habla" (Alba 1992). Essentially, through this quote, Alba discusses how there are minimal differences within Spanish speech structures, which shows how there is little diversity within the language aspect. He also uses the word "homogeneidad," meaning "homogeneity," to describe the Spanish spoken in America. Homogeneity, meaning having a uniform structure or composition (Merriam- Webster collegiate dictionary, 1999) is an antonym of diversity which shows how the homogenization of the Spanish language does not allow for diversity of the language. However, different regions and subgroups have different rules. For example, typically the default form of "you" in Spanish is the "tú" form. However, in Argentina, "vos" is the default form of "you," not "tú." The table below outlines what speech structures are used for the different Spanish nationalities.

ZONA	Yeísmo	Žeísmo	Voseo	Forma
4. Zona andina de Colombia.....	no	no	sí	C
5. Zona costera de Ecuador......	sí	sí	sí	C
6. Zona serrana de Ecuador......	no	sí	sí	B
7. Zona costera del Perú, excepto Sur	sí	no	no	—
8. Zona andina del Perú.........	no	no	no	—
9. Zona meridional del Perú.....	sí	no	sí	B
10 Norte de Chile, noroeste de la Argentina y los Departamentos bolivianos de Oruco y Potosí......	no	no	sí	B
11. El resto de Bolivia...........	no	no	sí	C
12. Paraguay (excepto la zona de Concepción) y las Provincias argentinas de Misiones, Corrientes y Formosa.....................	no	sí	sí	C
13. El centro de Chile...........	sí	no	sí	B
14. El sur de Chile y una pequeña porción de la Patagonia argentina..	no	no	sí	B
15. Las Provincias «gauchescas» de la Argentina (aproximadamente, Buenos Aires, Entre Ríos, Santa Fe, La Pampa, Río Negro, Chubut y hasta la Tierra de Fuego) y el Uruguay (excepto la zona ultraserrana y la fronteriza)........	sí	sí	sí	C
16. Zona ultraserrana del Uruguay (Departamentos de Rocha y Maldonado y parte de Lavalleja y Treinta y Tres)...............	sí	sí	no	—

ZONA	Yeísmo	Žeísmo	Voseo	Forma
1. México (excepto los Estados de Chiapas, Tabasco, Yucatán y Quintana Roo), Antillas, la costa atlántica de Venezuela y Colombia, mitad oriental de Panamá..	sí	no	no	—
2. Los estados mexicanos citados, con América Central, incluida la mitad occidental de Panamá....	sí	sí	sí	C
3. Costa pacífica de Colombia y el interior de Venezuela..........	sí	no	sí	C

One more attribute I looked at was general diversity. Aside from targeting specific subgroups, I also wanted to see whether different people of all different ethnicities, including non-Hispanics, are shown in advertisements. The idea of general diversity involves race, age, gender, etc. Are only lighter skin people being depicted? Or are there just as many people with darker skin? Do advertisements show different ethnicities of people? Are the men and women more or less the same? Are there people of all ages shown? Do advertisements mainly depict younger men and women? Since the United States has become increasingly diverse regarding ethnicities, ages, sex, etc, I was interested in seeing whether these diversities were included in advertising in order to reach a larger population of people, or if advertisers were more concerned with microtargeting the type of people who typically watch the outlet they are using.

The chart below outlines language, music, dance, and background that was looked at for each nationality. Examples of differences in dialect, popularity of music and dance, as well as background information of each subgroup is listed out as a reference used when looking at each advertisement.

	Language (Dialect, accent)	**Music & Dance**	**Background/Other**
Mexican	-Tú (barely use vos) -Yeísmo -Uses the term "güey"	-Jarabe Tapatio (folk) -Mariachi -Ranchera	-Holidays (Day of the Dead) -Bullfighting -Western states -High rate of English proficiency
Puerto Rican	-Tú - Yeísmo	-Salsa -Bomba	-Northeast (Bronx) -Low median age -High rate of English proficiency
Cuban	-Tú (barely use vos) - Yeísmo	-Salsa	-Caribbean -Highest median age -Southern states (48% live in Florida)
Dominican	-Tú (barely use vos)	-Merengue -Bachata	-Caribbean -Lowest annual household income -Northeast (Bronx)
Central American	-Vos - Yeísmo	-Salsa -Mariachi -Reggae -Danza de los Viejitos -Tamborito -Xuc -Punta música	-Tropical and humid climate -All countries are close to the ocean -Mainly Roman Catholics
South American	-Tú/Vos -Yeísmo in parts -Zesimo in parts	-Tango -Samba -Marinera -Cueca -Joropo	-Amazon river basin: hot and wet climate -Desert regions: dry -Home to the

		-Sanjuanito	Amazon Rainforest -Mainly Christian or Roman Catholic

After looking at the advertisements and searching for the above listed

characteristics, I made a spreadsheet documenting what diversity I saw or did not see. For

each category, I marked "yes" to diversity within each characteristic with a 1 and "no" to

diversity with a 0. I noted the time, date, outlet, brand that was being advertised, as well

as a description of what I saw, read, or heard. The chart below breaks down the

documentation for each characteristic and for each outlet.

Television				
Univision	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
Telemundo	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
ESPN Deportes	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)

Newspaper				
El Nuevo Herald	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
Diario Las Americas	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
DLA Clasificados	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)

Magazine				
Vanidades	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
Siempre Mujer	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
Muy Intersante USA	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)

Online				
Univision	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
Yahoo	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)
NY Times	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	General Diversity (1-yes, 0-no)

Finally, I ran basic summary statistics and correlations for each outlet. I calculated how many advertisements per outlet were diversified or were not diversified as well as how many different characteristics were diversified per advertisement, if there were any.

When looking at advertisements across all outlets, there was very little diversity portrayed overall. I will specify how many advertisements did or did not target specific subgroups in section five. The language used was a traditional and neutral form of Spanish. There were very few variances in dialect or accents that were particular to the dialects of different subgroups. There were few advertisements with traditional music or dance of certain subgroups. The background of the advertisements did not show many

signs for specific subgroups. Not only did these advertisements barely have diversity between Hispanic subgroups, they also had little diversity in general.

Section 5: Findings

In this section, I will discuss each outlet, television, newspaper, magazine and online, and explain how many diversified or non-diversified advertisements I came across. First, I will go over television advertisements with diversity and then I will talk about television advertisements without diversity. I will then do the same for newspapers, magazines and online advertisements. I will give examples of advertisements that were diverse and which ones were not diverse for all outlets and offer a brief analysis as to why.

I.   Television Advertisements with Diversity

Television advertising has the most diversity out of the four outlets examined. There are six out of 50 (12%) advertisements that specifically targeted a certain subgroup of Hispanics and three out of 50 (6%) advertisements which showed general diversity. With that being said, 41 out of 50 advertisements, or 82% of advertisements, did not target a specific Hispanic subgroup and did not depict other ethnicities.

Although there are few examples of advertisements that targeted a specific subgroup, there are several that did so. For example, a beer called Victoria specifically targeted Mexican Americans and was shown on Telemundo. The Victoria television advertisement makes fun of "gringos," someone of American descent who is a foreigner in a Hispanic area (Merriam- Webster collegiate dictionary 1999). An American man is depicted with a Hispanic crowd at a house party. The Hispanic people are making fun of how the American gringo does not fit in with them. The American man begins singing in

Spanish, and the commercial shows a day dream of the American man wearing a sombrero and playing the guitar with women dancing in traditional Mexican dresses. After the American finishes singing, he starts drinking Victoria. Once the Mexican man sees the American man drinking this type of beer he says "eres mexicano," meaning "you are Mexican." Furthermore, the end of advertisement says "orguollsamente mexicana," meaning "proudly Mexican." Lastly, the term "güey" is used during the conversation. The word "güey" is a term that is specific to Mexicans and is used to refer to someone without saying their name (Spanish Dictionary). Güey is similar to the term "dude" used by Americans. The Victoria beer advertisement was clearly geared towards Mexicans due to the traditional clothing worn and language cues that both explicitly mentioned the subgroup of Mexicans and language that was specific to the Mexican subgroup.

When looking online to find the advertisement discussed in the previous paragraph, I came across more advertisements from the same company, Victoria, that all had similar aspects of the commercial I originally saw. These other video advertisements for Victoria included the use of the term "güey." The advertisements also showed how their product is geared towards the Mexican population when the same American actor, Greg, picks up a bottle of Victoria. All of his friends admit that he must be Mexican if he is drinking Victoria beer. Victoria is trying to target the Mexican population mainly through language but also by associating drinking the beer with being of Mexican descent.

Another example of a television advertisement that is targeting a specific subgroup is Sensodyne, seen on Univision. In the Sensodyne advertisement, a doctor is speaking in a Cuban accent on behalf of the product, and the doctor is from Miami. Cubans are the largest subgroup of Hispanics in Miami. Sensodyne did not necessarily have to include where this dentist is from, but they did so regardless. Showing the location of the dentist may imply that the advertisement is geared towards the populations of Hispanics that live in Miami, which include Cubans, then Colombians, and lastly Hondurans. Furthermore, the Sensodyne commercial is nationally presented on Univision, meaning people in Miami, New York, California, etc. are going to see it. If the commercial was for a local shop shown in Miami, then it would clearly be targeting the local consumers in this area. In the case of this national advertisement that is clearly Cuban based, it is possible to speculate that the Spanish language is a unifying factor for the Hispanic population. Hispanics may embrace the fact that the Cuban doctor is

speaking in Spanish due to the idea of latinidad. Although Cubans may be targeted in the Sensodyne advertisement, all Hispanic people will be able to relate to it due to the use of the Spanish language that unites all Hispanics with the idea of latindad. The Cuban accent mixed with a neutral Spanish used in the Sensodyne advertisement shows how it is possible for an advertisement to microtarget a certain population while at the same time use latinidad to unite all Hispanics.

Similarly, an advertisement for Volkswagen showed a New York license which may have been purposely shown to target Puerto Ricans and Dominicans; two subgroups that are highly populated in New York. These two advertisements in particular show targeting subgroups based on location whereas the previous advertisement, from Victoria, was not based on location. By concentrating on a certain location, advertisers may be concentrating on a particular population within that location.

ESPN Deportes, another television outlet, depicted more advertisements in English or included more English than Telemundo and Univision did. Out of the 14 advertisements examined on ESPN Deportes, eight were either all in English or included some type of English. By not translating the advertisement to Spanish, the companies that advertised in English may not have taken latinidad into consideration. These marketers may not have embraced the Spanish language as a tool for unifying the Hispanic American population. Many of the advertisements may not have been translated because ESPN is a United States based sports satellite channel. ESPN Deportes is an American Spanish language sports channel owned by ESPN. Univision and Telemundo are

American Spanish language broadcast television networks owned by either Univision Communications or Telemundo Enterprises. Since Univision and Telemundo are owned by their proper Spanish based outlets, it is not surprising that there is a higher focus on targeting Hispanics whereas ESPN Deportes is owned by a United States based television channel.

II. Television Advertisements without Diversity

Out of 50 advertisements, 41 did not target specific subgroups. Nine out of 50 (18%) advertisements took their original, English based advertisement and simply translated it into a neutral form of Spanish. A neutral form of Spanish does not take into consideration the different dialects, accents, and rules Hispanic subgroups have. Different subgroups have different variations of the basic rules but variations are not depicted in the television advertisements that I came across.

A possible explanation as to why television advertisements did not microtarget the Hispanic population could be due to the type of medium. Television is a mass market medium; this type of medium is used to reach a broad audience. With television advertisements attempting to reach a large and broad audience, these companies may be attempting to appeal to the whole market rather than microtargeting to a smaller audience.

III. Newspaper Advertisements with Diversity

The next type of outlet that has the most diversity is newspapers. There are six out of 50 (12%) advertisements that targeted a specific Hispanic subgroup. One plausible reason as to why newspapers had more advertisements that were diversified compared to magazines and online advertisements is due to the location in which these newspapers are produced and sold. For example, El Nuevo Herald is based in Miami, Florida and Miami's largest population of Hispanics is Cubans.

In the advertisements for Certificación Laboral USA and Watsco Center from El Nuevo Herald, the word "Cubans" is explicitly mentioned in the advertisement. The advertisement for Certificación Laboral USA mentions that "Cubans and other immigrants qualify." Rather than just stating that immigrants qualify for the use of their services, Certificación Laboral USA chose to target Cubans. The advertisement for Watsco Center is marketing a music festival. The word "Cubatonazo" is mentioned in Watsco Center's advertisement which again shows the targeting of the Cuban population. As mentioned earlier, according to the Pew Research Center, the Cuban population is the largest population of Hispanics in Miami. Since El Nuevo Herald is based in an area with a large population of Cubans, and several of the advertisements found in this newspaper were geared towards Cubans, it is possible that the differentiation between local advertisements and national advertisements matters. Local advertisements may choose to target a certain population since the people viewing the advertisements are more than likely the nationality in which the advertisement is trying to target. On the other hand, national advertisements reach a larger and more diverse population so it may be harder and less productive targeting a certain group or groups of people.

Another example of how advertisers in certain newspapers are targeting a certain

subgroup is in Diario Las Americas. An advertisement for RRR General Contractor

mentions that they speak English, Spanish, and Portuguese. Mentioning how they are

able to communicate easily with the Portuguese population shows that they may be

targeting Portuguese people. RRR General Contractor was able to target the Hispanic

population as a whole by saying they speak Spanish, which can be one of the unifying

factors in latinidad. Not only did RRR reach all Hispanics through the use of Spanish,

they also microtargeted people that speak Portuguese. If a person who is Portuguese sees

that the contractor will be able to communicate with them more easily than another

contractor would, they may choose RRR General Contractors over the latter.

IV.   **Newspaper Advertisements without Diversity**

Out of the 50 advertisements observed, 44 did not specifically target a Hispanic

subgroup. Although newspapers had more advertisements than magazines and websites

that did target a subgroup, 88% of these advertisements still did not target a Hispanic subgroup

An example of a newspaper advertisement that had no diversity was Diario Las Americas. The Doral Food and Wine Festival 2017 placed an advertisement in a Spanish based newspaper that was entirely in English. The use of English shows how the Doral Festival did not attempt to microtarget towards different subgroups in any way since they did not even translate their advertisement to Spanish. The lack of Spanish shows how this advertisement may not have taken latinidad into consideration. The Spanish language is a uniting factor for Hispanics of all nationalities, but The Doral Food and Wine Festival advertisement did not reach all Hispanic subgroups due to the lack of Spanish.

Another example of a non-diversified advertisement was from the DLA Clasificados section of Diario Las Americas. Century Air Designs had a double page advertisement that showed only images of the services and products they provide. There were no people in the advertisement, and there were few words. However, the name of the product or service shown was in English. Not only did the Century Air advertisement have little diversity to offer due to the lack of cultural ques in the background of the advertisement, but it also did not fully attempt to use Spanish.

V.   Magazine Advertisements with Diversity

There was only one magazine advertisement out of 50 that seemed to target a specific Hispanic subgroup. Macy's showed women with light skin in clothing sold at Macy's, and the background of the advertisement had tropical trees which indicated a warm climate. Hispanics from warmer climates, such as the Spanish Caribbean islands, include Cubans, Puerto Ricans, and Dominicans, and the mentioned populations tend to have a higher degree of dark skin Hispanics. If Macy's was trying to target these areas by providing a tropical background, it may make sense for Macy's to include dark skin Hispanics in the advertisement as well. However, there was only a tropical background with a light skin model in the image. At first, I thought the Macy's advertisement showed that Macy's was targeting subgroups of Caribbean origin due to the background that reflected the warmer climate areas. After looking further into the information surrounding the advertisement, such as the date of the magazine, the model depicted, as well as words on the advertisement, I concluded that the background of this advertisement could simply

have a Caribbean composition because Macy's was showing their Spring products.

Although the background could appeal more to the Cuban, Puerto Rican, and Dominican

population, since they are able to relate to the Caribbean type of scenery, Macy's did not

necessarily choose the background for that reason. The Macy's advertisement either

intentionally or unintentionally targeted the Spanish Caribbean subgroups.

The targeting of Caribbean subgroups shows that two percent of magazine

advertisements that were looked at, in some way, diversified between different Hispanic

subgroups. Other advertisements in the magazines researched mainly showed product

shots or the same advertisements we see in English magazines, just translated to basic

Spanish.

VI.   Magazine Advertisements without Diversity

There were 28 out of 50 (56%) advertisements that were solely product shots with information in Spanish about said product. The product shot statistic shows how over half of the advertisements researched focused only on showing the aesthetic appeal of their product instead of microtargeting towards their audience. The only connection with the audience was merely via the product itself. The other 21 advertisements, 42%, did not target specific subgroups either, but they were not just product shots. These 21 advertisements had a photo of a man or woman modeling the product being sold.

The 21 advertisements I came across that were not product shots typically depicted photos of light skin Hispanic women with flawless hair, nails, teeth, etc. Since two magazines I looked at, Vanidades and Siempre Mujer, are geared towards women and cosmetics, showing flawless women is a way to sell a product. However, it was interesting that mainly all of these women were light skinned. For example, Dove advertised their bath soap by showing a light skin Hispanic woman with clear and radiant skin. Similarly, Maybelline showed a photo of another light skin woman using their product. Having potential consumers see the possible outcomes of using the company's product is important, but it is also important for the consumer to be represented by the company or product which can be done through microtargeting. The advertisements in these Hispanic magazines did not attempt to microtarget towards their audience. Although the advertisements were in Spanish, none of them intentionally targeted a specific subgroup.

Another example that shows how the advertisements found in these magazines did not diversify towards the Hispanic population was from Giorgio Armani. The name of the perfume being advertised is "Sì." The advertisement for Giorgio Armani uses an "acento grave" opposed to an "acento agudo." The positioning of the accent on the "I" makes the name of this perfume Italian, not Spanish. However, the advertisement, although named from an Italian word, was placed in a Hispanic based magazine. Giorgio Armani may have been unaware of the difference an accent can make in Italian versus Spanish which could be why this advertisement is placed in a Hispanic magazine. Giorgio Armani may have though that "Sì." is both an Italian and Spanish word, but it is

more Italian based. Another possible explanation as to why Giorgio Armani chose to place the "Sì" advertisement in a Hispanic magazine could be because they wanted to reach a larger number of people. Rather than specifically targeting Italians for the perfume, they may have wanted to target Italians, Hispanics, or even Americans. This approach allows a higher volume of people to see the advertisement. Furthermore, the advertisement had no other writing on it aside from a hashtag that stated "#SaySì." The lack of writing on the advertisement shows how the Giorgio Armani advertisement can be placed in a Hispanic magazine, English magazine, or an Italian magazine. Giorgio Armani may not have tried to create an advertisement that microtargeted Hispanics. Instead, they created a universal advertisement that could be used across several different ethnicities. Giorgio Armani could have been concerned with volume, meaning placing more advertisements in more magazines to reach a larger group, instead of targeting certain people.
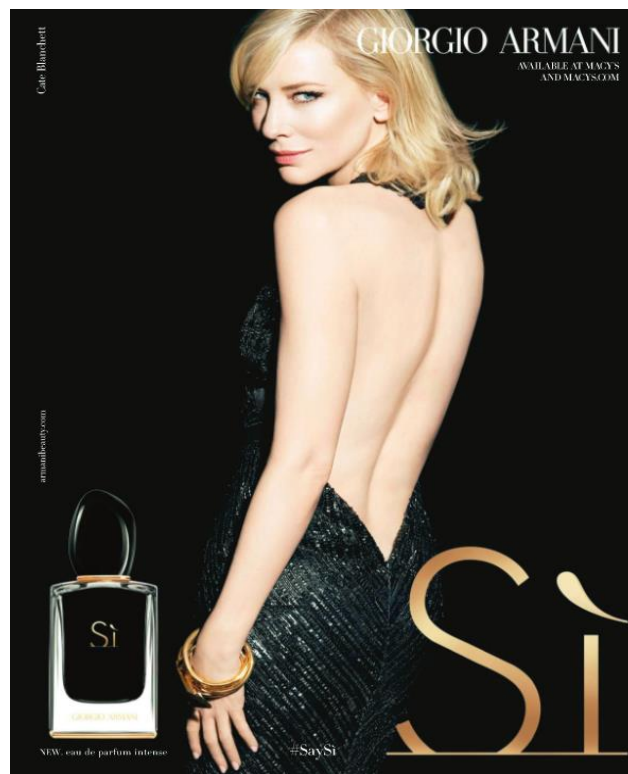
VII.   Online Advertisements without Diversity

Contrary to my hypothesis that online advertisements would be more diverse, they were the least diverse out of all of the outlets. There were no advertisements online that targeted a specific Hispanic subgroup. There were also no advertisements online that depicted any general diversity. Overall, zero percent of the advertisements looked at online targeted a specific subgroup.

An example of an online advertisement that portrayed no diversity was Tresemmé. Tresemmé had several advertisements online. One of these advertisements showed a photo of the product being sold on a plain black background. The name of the product, Repair and Protect 7, was written along with the words, "cómpralo ahora," which translates to, "buy it now." Although the Tresemmé advertisement was at least translated to Spanish, there was no difference in structure that was specific to a certain subgroup nor were there any type of background cultural ques.

The other advertisement from Tresemmé did not depict any diversity as well. This Tresemmé advertisement shows a woman with healthy and glowing hair and there were no other people in the advertisement. There was a quote from the model which said, "no me subestimes," meaning "do not underestimate me." The model is making a statement with her hair in this advertisement which shows the quality of the product. Rather than microtargeting, Tresemmé seemed to be more interested in showing the value of their product. This advertisement, aside from using Spanish to relate to the Hispanic

population through latinidad, did not microtarget any subgroups specifically and instead

focused on the results of the product itself.

One reason for the lack of diversity online is that 20 out of 50 (40%)

advertisements examined were product shots of the item being sold. For online

advertising, 40% of companies chose to show only the product they were trying to sell

rather than attempting to microtarget a certain subgroup. Not only did these advertisers

just have a product shot, but they also had very plain backgrounds, either black or white.

Another reason why I found no diverse advertisements online is because many of

the advertisements I came across were repeated over and over again. For example, there

were three Chamberlain University advertisements, five Optimum, three Tresemmé, two

Dove, two McDonald's, two Pizza Hut, two FiOS, and two Degree. With so many

companies repeating advertisements online, it was hard to find 50 different

advertisements. In order to fix the issue of finding different advertisements online, I tried

spreading out my research by changing the day and time in which I would look at online

advertisements. However, the same advertisements continued to repeat.

Another observation I made from looking at online advertisements was that there

are many more English based advertisements. I came across 26 out of 50 (52%) online

advertisements that are not translated into Spanish at all. There are 26 advertisements that

are completely in English, even though the websites I was looking at are for the Hispanic

population. Some companies that use English in their advertisements include Verizon

Fios, Direct TV, Geico Insurance, and Chevrolet. A possible reason for a higher number

of English advertisements is that younger people tend to use the internet more than the

older generation. For example, according to the Pew Research Center, 99% of young

adults in the U.S. between the ages of 18-29 were active users of the internet in 2016.

Furthermore, 88% of Hispanic Americans in general in 2016 were using the internet.

Applying the number of Hispanic users on the internet to how many Hispanics speak

English can explain why 52% of online advertisements were in English. Another statistic

from a 2013 survey at the Pew Research Center showed that 36% of Hispanics ages 18-

29 speak English and 42% of these people speak both English and Spanish. The statistics

show that, overall, 78% of young Hispanic Americans speak English. However, less than

40% of Hispanic people ages 30-49, 50-64, and 65 and older are bilingual. In knowing

what age groups speak English, it can be said that there were more English based

advertisement on online Hispanic outlets since the population of Hispanic's using these online websites is much younger than the population of Hispanic's that would be reading a newspaper.

A study discussed in Forbes magazine touches upon the use of English in online advertisements. The article from Forbes states that, "when it came to bilingual Hispanics, 62% used Spanish at least half of the time when reading online, 66% when writing online, and 69% when watching videos online," (Mizrahi 2017). These statistics, according to Forbes, show how "the study challenges the common perception that while some Hispanics still prefer to consume some traditional media in Spanish, English was the best bet to reach Hispanics online and on social media," (Mizrahi 2017). According to the study, the return on investment for Spanish speaking advertisements is $0.80 compared to the English advertisements that has a return investment of $1.10, showing that English advertisements were more effective online than Spanish advertisements. As mentioned before, younger Hispanic Americans are avid users of the internet and almost all of these people speak English. Microtargeting towards the younger Hispanic audience via English advertisements, according to Forbes, creates a higher return on investment for the company which is an explanation as to why I came across 26 English advertisements. Advertisers seem to care more about their return than targeting a certain subgroup.

Section 6: Conclusion

The overall finding of this study was that different Hispanic subgroups are not targeted when advertising to this population. My research question was: whether, and if so to what extent, advertisers portray diversity within the U.S. Hispanic population. Advertisers, according to the sample of advertisements I looked at, do not diversify advertisements in order to target subgroups of the Hispanic population. Considering this information, it is possible to come up with several reasons as to why advertisers do not diversify their advertisements to target certain nationalities. Advertisements may not target specific subgroups because it takes extra time and resources to do so, many people are unaware of the differences that exist between these subgroups, microtargeting limits the number of people that will be interested in the product being shown, and there are many online advertisements in English.

One reason for the lack of representation is that targeting different subgroups within the Hispanic population takes extra time and resources. Since time and money are limited resources, there may not be enough of each to focus on microtargeting. Companies may find it more beneficial to reach a larger audience, through the idea of latinidad, by spending less time and money in doing so than reaching a smaller, more specific population where more time and money may be wasted. The marginal cost of targeting Hispanic subgroups may exceed the marginal benefit. When marginal cost equals marginal benefit, a product or service is efficient. However, if the marginal cost exceeds the marginal benefit, which may be the case in terms of advertising towards

Hispanics, then it would be inefficient to produce targeted advertisements. The cost of creating these advertisements could be more than benefits that come from the consumers.

Another reason for the absence of targeting may be that companies are unaware of the differences that exist between subgroups. According to a study conducted by the Pew Research Center, 51% of the Hispanic population refers to themselves by their family's country of origin while only 24% say they prefer a pan-ethnic label (Taylor, Lopez & Martinez 2012). A pan ethnic label, in this instance, would refer to using the term "Hispanic." However, half of this Hispanic population would prefer to identify themselves with using their respective background label, such as Mexican, Dominican, Puerto Rican, etc. Even though most of these people prefer to refer to themselves by their country of origin, most Americans tend to group this population under one large and general term, Hispanics. This idea, however, is not inconsistent with latinidad. Hispanics can participate in taking pride in their more general, Hispanic label without losing sight of their own nationality. Hispanics will always have a cultural identity related to the subgroup they are most closely related to, but due to the circumstances of Hispanics as minorities in the United States, Hispanics must also identify their cultural identity through latinidad.

An additional explanation for the findings of this research is that targeting certain subgroups limits the amount of people who will be interested in the product being shown. If advertisers chose to target a certain subgroup, then they may be limiting the number of people who will want to buy this product. If a product is being marketed towards Puerto

Ricans, other Hispanics, such as Mexicans, may feel as though the product is of little or no use to them. An example of an advertisement that did target a certain subgroup and limit the amount of people interested in the product is the Victoria commercial which was geared towards the Mexican population. Victoria may have limited the amount of people interested in their advertisement by gearing the advertisement towards the Mexican population. An example of a product discussed earlier that did not target a certain group of people was Giorgio Armani's perfume called Sì. Giorgio Armani chose to create a culturally diverse and vague advertisement that can be used across many different outlets rather than limiting their advertisement to a certain population.

One last finding from this study was that there were more online advertisements in English than in Spanish. According to a study by Forbes, English advertisements towards the Hispanic population create a larger return on investment compared to Spanish advertisements. In order to have a higher return of investment, advertisers may lean towards English advertisements on Spanish outlets. English advertisements with no other visual or language ques towards certain subgroups shows how there is little targeting done.

Although the advertisements do not target specific subgroups of Hispanics, some target the population of Hispanics as a whole. As mentioned previously, the homogenous representation of the Hispanic population is referred to as latinidad (Aparicio 2003). This idea allows Hispanics of different subgroups to be brought closer together by highlighting the similarities between different subgroups. These similarities include the Spanish

language, minority status, and religion. For example, the use of the Spanish language in advertisements is a language in which all Hispanics are familiar with. Although there are different rules and dialects among the subgroups, every group's particular variation nonetheless falls under the Spanish language category. While a neutral form of Spanish may not target a certain subgroup, it does, however, target the idea of latinidad. Targeting latinidad in a way targets all Hispanics, but it does not microtarget the way political campaigns do. Latinidad is connected to immigration, minority, and class of the Hispanic population in the United States. Hispanics in U.S. are unified based off of their minority status and the Spanish language. The Spanish language is one of the unifying factors among Hispanics according to the idea of latinidad. Latinidad could explain why most marketers do not microtarget in advertisements. Rather than singling out certain subgroups, marketers may find it more beneficial to bring them together through the use of a neutral Spanish language.

The idea of Spanish as one of the unifying factors of latinidad is significant due to the importance of the Spanish language for Hispanics. Hispanics use Spanish to communicate with other Hispanics in America and to also keep in touch with their culture. Spanish allows Hispanic Americans to keep in touch with their roots and to connect with their past. The first generation of Hispanics in the United States typically consists of the older population. As generations pass, Hispanics become more accultured to the American way. For example, third generation Hispanics, or younger Hispanic Americans, may speak more English than their grandparents. With the loss of Spanish language in younger generations, the idea of latinidad is still apparent for Hispanic

Americans. Hispanics are unified under latinidad through language, minority status,

religion, etc. Although the advertisements I came across typically used the Spanish

language aspect to unify Hispanics, if the language aspect was lost, it would still be

possible for Hispanics to be unified in other ways. Essentially, latinidad will always stand

as a way to bring Hispanic Americans together.

Section 7: Limitations and Recommendations

Although the research conducted created interesting conclusions, there were some limitations to my research as well as areas that could lead to future research.

One limitation with my research is the area in which the research was conducted. All of my research was conducted in New Jersey. New Jersey has a Hispanic population of 1.7 million and has the eighth largest Hispanic population nationally (Lopez & Stepler 2016). Although three percent of Hispanics in the United States reside in New Jersey, there are more highly Hispanic populated states in the country, such as Florida. I did not look at advertisements on television or online in different areas of the country. If I had looked at advertisements in different locations, it is possible that the amount of diversity found would be different. For example, if I watched television advertisements in Miami, there may have been more advertisements that were microtargeted since there is a larger population of Hispanics in this area.

One other limitation with my research is the sample size that was used. Overall, I looked at 200 advertisements across four outlets. Although the amount of advertisements examined were across different times and channels, with more time, increasing the sample size would be useful. By increasing the sample size, there could be a slight change in conclusion since it is possible that there is more diversity than I found, but it is also possible that there may still be little diversity.

Another limitation was the lack of focus on differences between local and national advertisements. Some of the advertisements I studied reached a larger, national

population while others reached a smaller, local population. I was able to distinguish between some national and local advertisements, but I did not take into consideration the differences between the two. Looking further into national versus local advertisements could lead to different conclusions regarding why certain advertisements did or did not target specific populations.

There are many possibilities for further research regarding the effect of microtargeting towards a Hispanic subgroup. This study focused specifically on whether or not different Hispanic subgroups were being represented in advertisements on Hispanic media outlets. However, I was unable to study whether or not this type of technique is beneficial for companies. In analyzing the results of this study, further research can help explain why microtargeting may or may not even matter.

Although I speculated why some advertisers choose to avoid targeting specific subgroups, I was unable to research whether or not this type of microtargeting for this particular population matters in terms of sales. I do not have access to the information necessary to answer the question of whether or not portraying diversity of different subgroups matters in terms of sales. This question can be answered by finding out whether or not sales increase when advertisements are more diverse. If sales increase when advertisements are more diverse, then microtargeting may matter for companies. However, if sales stay the same when advertisements are diverse, then microtargeting may not matter for companies.

Overall, the conclusions of the findings made from my original research offer possible explanations as to why mictrotargeting is not seen on Hispanic media outlets. Although the conclusions drawn cannot necessarily be confirmed and although there are limitations to this research, there is evidence from reliable sources, such as Forbes and the Pew Research Center, that give statistics and facts that may validate these conclusions. Nonetheless, these conclusions offer valuable information for the field of marketing.

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Appendix

I.   Advertisement Summary Tables

Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance(1-yes, 0-no)	Background (1-yes, 0-no)	Diversity in Subgroup? (1-yes, 0-no)	General Diversity (1-yes, 0-no)	Target Specific Subgroup (1-yes, 0-no)	Discrimination	TOTALS
10/4/17	7:30	Univision	Disney	-Light skin Hispanics, "Este es el poder de la magia", shows the different attractions of Disney No, just shows Disney parks and an all light skin family	0	0	0	0	0	0	0	0
10/4/17	7:30	Univision	Bounty	-Light skin hispanics "mas quehaceres por mama (papa) por rollo" "mas ganar algo que quieres por rollo" has the slogan in English "The quicker picker upper"	0	0	0	0	0	0	0	0
10/4/17	7:30	Univision	Chevrolet	"Personas reales. No actores" Clearly was an english ad just translated to spanish, slogan "find new roads" in english. No, same American ad just translated to spanish	0	0	0	0	0	0	0	0
10/4/17	7:30	Univision	Law firm (Goraya)	-Shows Hispanics working in construction -check this ad again	0	0	0	0	0	0	1	1
10/4/17	7:45	Univision	Univision Card	-Light skin hispanic family, uses tu form "manejar tu dinero"	0	0	0	0	0	0	0	0
10/4/17	7:45	Univision	Target	-Shows people of all different races, mixes spanish and english. Shows diversity of people in general but not of Hispanics. Also an american ad just translated	0	0	0	0	1	0	0	1
10/4/17	7:45	Univision	Volkswagon	-Shows two Hispanic light skin males, shows liscense of new york maybe targeting Puerto Ricans and Dominicans, all in spanish	0	0	0	1	0	1	0	2
10/4/17	7:45	Univision	Allstate	-Light skin Hispanic "estar en buenas manos da mas"	0	0	0	0	0	0	0	0
10/4/17	7:45	Univision	Snickers	-Shows people in halloween costumes, light skin hispanics, "no eres tu cuando tienes hambre" "snickers satisface tu halloween"	0	0	0	0	0	0	0	0

TV ▾   Magazine ▾   Newspaper ▾   Online ▾

#	Date	Time	Outlet	Advertisement	What I Found	Language	Music/Dance	Background	Diversity in Subgroup?	General Diversity	Target Specific Subgroup	Discrimination	TOTALS
11	10/4/17	7:30	Univision	Hot Pockets	"delicioso queso" or do some use structure this way? if so geared towards this group	0	0	0	0	0	0	0	0
12	10/4/17	7:45	Univision	Ihop	Speaking in spanish but words are in english when talking about the product name	0	0	0	0	0	0	0	0
13	10/4/17	7:45	Univision	Colgate	-Light skin Hispanics "para dientes y encias saludables"	0	0	0	0	0	0	0	0
14	10/4/17	7:45	Univision	Sensodyne	-Doctor in Miami could be targeting cubans, light skin hispanic. No, in a doctor office but could be targeting specific geographic group	0	0	1	1	0	1	0	3
15	10/4/17	7:45	Univision	Sprint	-"Spring es para ti"shows diversity of many different people	0	0	0	0	1	0	0	2
16	10/4/17	8:13	Univision	Victoria	-Makes fun of gringos and how they percieve mexicans. American wearing a sombrero, drinking a typically mexican beer cause the Hispanic in the ad looks at the beer and says"eres mexicano" End of ad says "orgullsamente mexicana" Clearly geared to Mexicans, language that sounds mexican guey(interjection)	1	1	1	1	0	1	1 1Makes fun of how American's portray Hispanics	6
17	10/4/17	8:13	Univision	JC Penny	Shows light skinned hispanics wearing and using products, american song in background	0	0	0	0	0	0	0	0
18	10/4/17	8:13	Univision	Dawn	shows two light skins and use of product, "una gota de dawn y adios a la grasa"	0	0	0	0	0	0	0	0
19	10/4/17	8:13	Univision	Febreeze	English ad translated to spanish	0	0	0	0	0	0	0	0
20	10/4/17	8:13	Univision	Home Depot	-light skin couple unpacking boxes and pull out some type of traditional rug and how they try to match paint to it to make it feel like home	0	0	1	0	0	1	0	1
21	10/10/17	10:50	Telemundo	Statefarm	Shows family through generations, all light skin "aqui para ayudar a que la vida vaya bien	0	0	0	0	0	0	0	0
22	10/10/17	10:50	Telemundo	Miller lite	Just shows the product with a voice speaking over, has slogan in english		0	0	0	0	0	0	0
23	10/10/17	10:50	Telemundo	Tide	Shows mom dad and son, light skin, but son and child have mexico soccer jerseys on so catering to mexican subgroup	0	0	1	0	0	1	0	2
24	10/10/17	10:50	Telemundo	Metro PCS	Shows friends at a outdoor concert	0	0	0	0	0	0	0	0
25	10/10/17	10:50	Telemundo	Nissan	Shows American person driving around the city and countryside and gets darker skin girlfirend	0	0	0	0	1	0	0	1
26	10/24/17	10:35	Telemundo (El senor de los cielos)	Heineken	Shows light skinned Hispanic man with beer. People think he is Antonio Bandaras (discriminaiton) Mentioned (in spanish) how it is the only beer enjoyed in many different countires		0	0	0	0	0	1	1
27	10/24/17	10:35	Telemundo (El senor de los cielos)	Daddy's Home 2	Shows preview of movie but narrated in spanish	0	0	0	0	0	0	0	0
	10/24/17	10:35	Telemundo (El senor	Direct TV	Shows all light skin actors. All in Spanish	0	0	0	0	0	0	0	0

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#	Date	Time	Outlet	Advertisement	What I Found								TOTALS
28	10/24/17	10:35	Telemundo (El senor de los cielos)	Direct TV	Shows all light skin actors. All in Spanish	0	0	0	0	0	0	0	0
29	10/24/17	10:35	Telemundo (El senor de los cielos)	Goya	Light skin mom and son. Son saying he wants american food like pizza and burgers but mom says she has better food at home, goya.	0	0	0	0	0	0	0	0
30	10/24/17	10:47	Telemundo (El senor de los cielos)	Toyota	Light skin driving and ignores a call from his mom. "vayamos juntos"	0	0	0	0	0	0	0	0
31	10/24/17	10:47	Telemundo (El senor de los cielos)	Kit Kat	Kids trick or treating	0	0	0	0	0	0	0	0
32	10/24/17	10:47	Telemundo (El senor de los cielos)	Jigsaw (movie)	says this "dia de los muertos" which is a typical mexican celebration	0	0	0	0	0	1	0	1
33	10/24/17	10:47	Telemundo (El senor de los cielos)	Victoria	same ad as menitoned before	0	0	0	0	0	0	0	0
34	10/24/17	10:47	Telemundo (El senor de los cielos)	Spectrum	Light skin couple talking about spectrum	0	0	0	0	0	0	0	0
35	10/24/17	10:47	Telemundo (El senor de los cielos)	Volkswagon	Light skin mom and daughter driving, NY license place	0	0	0	0	0	0	0	0
36	10/24/17	10:47	Telemundo (El senor de los cielos)	NYC Votes	Shows light skin guy and girl talking about importance of voting (in spanish) geared towards new yorkers	0	0	0	0	0	0	0	0
37	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Home Depot	Shows different people shopping at Home Depot. Seems like a normal commercial only with changed language. Spanglish? "con kit de herramientas"	0	0	0	0	0	0	0	0
38	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Blue Moon	Product shot of pouring beer.	0	0	0	0	0	0	0	0
39	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Toyota	Hispanic light skin man going home to his parents. Song in background is English. No actors talk until voiceover talks at the end	0	0	0	0	0	0	0	0
40	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Hennessey	Dark skin man on train. All in English	0	0	0	0	0	0	0	0
41	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Cricket Wireless	Shows little blue squares. Basic Spanish	0	0	0	0	0	0	0	0
42	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Valvoline	Clearly English commercial translated to Spanish. words on the screen are english but the voiceover is spanish	0	0	0	0	0	0	0	0
43	12/14/17	5:45	ESPN Deportes (Jorge Ramos y Su Banda)	Nissan	Partnered with Star Wars.Shows light skin hispanic driving through Star Wars like street. Tag line in English	0	0	0	0	0	0	0	0
44	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	Wells Fargo	2 light skin Hispanics. Hispanic man is a mascot for his team and is in a hurry	0	0	0	0	0	0	0	0
	12/14/17	6:00	ESPN Deportes (Jorge	Little Ceasars	Seems like English people speaking in Spanish because their	0	0	0	0	0	0	0	

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#	Date	Time	Outlet	Advertisement	What I Found								TOTALS
45	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	Little Ceasars	Seems like English people speaking in Spanish because their accents are not authentic. Voiceover at end sounds more authentic	0	0	0	0	0	0	0	0
46	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	Vera Wang Love Collection	Same exact advertisement that is on English TV. All in english	0	0	0	0	0	0	0	0
47	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	NFL	English song. Few words on the screen in Spanish	0	0	0	0	0	0	0	0
48	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	TMobile	Shows Netflix shows and voiceover in Spanish "Celebramos ToDos"	0	0	0	0	0	0	0	0
49	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	Conair Man	Entirely English advertisement. Shows different men with different beards	0	0	0	0	0	0	0	0
50	12/14/17	6:00	ESPN Deportes (Jorge Ramos y Su Banda)	Hennessey	Same as before. All English.	0	0	0	0	0	0	0	0
51	TOTALS					1	1	4	3	3	6	3	21

#	Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance(1 -yes, 0-no)	Background (1-yes, 0-no)	Diversity/? (1-yes, 0-no 2-general diversity	General Diversity (1-yes, 0-no).	Target Specific Subgroup (1-yes, 0-no	Discrimination	TOTALS
2	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Leon Medical Center	"confie su salud a leon"	0	0	0	0	0	0	0	0
3	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	La Colonia Medical Center	"elijo una gran familia"	0	0	0	0	0	0	0	0
4	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Continucare	"Usted merece" shows light skin grandmother and child. Seems to be rather generic form of Spanish	0	0	0	0	0	0	0	0
5	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Coltefinanciera	"Tu solucion financiera de **colombia** para el mundo"	0	0	0	0	0	1	0	1
6	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	IMC Helth Medical Centers	"Somos mas que una promesa" Light skin patient and doctor.	0	0	0	0	0	0	0	0
7	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	RRR General Contractor	Half in english half in spanish. Says they speak English, Spanish, and portuguese	0	0	0	0	0	1	0	1
8	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Concert for Danny Suarez	all in Spanish,	0	0	0	0	0	0	0	0
9	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Deerig Estate	Car show, all in spanish	0	0	0	0	0	0	0	0
10	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Doral Food and Wine 2017 Festival	All in English	0	0	0	0	0	0	0	0
11	11/15/17	7:25	Diario las americas (sabado 4 noviembre)	Ford		0	0	0	0	0	0	0	0
12	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Leon Medical Center	"inscribase hoy"	0	0	0	0	0	0	0	0
13	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Macy's	"venta del dia de los veteranos" Photo of a darker skin woman	0	0	0	0	0	0	0	0
14	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Christmas Gala 2017	para ayuda las personas de Puerto Rica	0	0	0	0	0	0	0	0
15	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Univista Insurance	"la mejor cobertura, al mejor precio"	0	0	0	0	0	0	0	0
16			Diario las americas (miercoles 8		Huge ad.Shows mainly light skin fmaily taking a selfie. 3								

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#	Date	Time	Publication	Company	Description								Total
16	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Simply Healthcare	Huge ad.Shows mainly light skin fmaily taking a selfie. 3 seperate sections in Spanish but title in English	0	0	0	0	0	0	0	0
17	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	IMC Health Medical Centers	"Somos mas que una promesa" Light skin patient "Salud Significa Alegria"	0	0	0	0	0	0	0	0
18	11/15/17	8:05	Diario las americas (miercoles 8 noviembre)	Care Plus Health Plans	"Siempre hay un plus en CarePlus"	0	0	0	0	0	0	0	0
19	11/15/17	9:00	DLA CLasificados	Florida Wood Design	"Experiencia, calidad, buen precio" Everything in Spanish except for the word "closets" just shows a room with the products	0	0	0	0	0	0	0	0
20	11/15/17	9:00	DLA CLasificados	Smart Legal Services	"Cursos de inmigracion" just a plain black ad	0	0	0	0	0	0	0	0
21	11/15/17	9:00	DLA CLasificados	All Tech Installations	security cameras. In spanish and in english. Only shows product	0	0	0	0	0	0	0	0
22	11/15/17	9:00	DLA CLasificados	Global Enterprise Services	Uses tu form, all in spanish. Plain ad in green	0	0	0	0	0	0	0	0
23	11/15/17	9:00	DLA CLasificados	Teamwork Claims	All in English	0	0	0	0	0	0	0	0
24	11/15/17	9:00	DLA CLasificados	Sun Capital Mortgage	In spanish, plain ad in orange	0	0	0	0	0	0	0	0
25	11/15/17	9:00	DLA CLasificados	Centry Air Designs	Names of services and products in English other information in Spanish	0	0	0	0	0	0	0	0
26	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Leon Medical Centers	two light skin older people. "A quien le debo confiar mi salud?" "Confie su salud a Leon" Back of ad uses usted form	0	0	0	0	0	0	0	0
27	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	BrandsMart U.S.A	"Por supuesto, sus marcas favoritas a los precios mas, mas bajos" Shows products and labeled in spanish	0	0	0	0	0	0	0	0
28	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Gray & Sons	"Compra reparacion venta. Relojes finos y joyas de herencia" Shows jewlery products offered at store	0	0	0	0	0	0	0	0
29	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Simply Healthcare	"Los beneficios que usted quiere para vivir la vida al maximo" Shows an older light skin couple	0	0	0	0	0	0	0	0
30	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Rooms to go	"Utimos 2 dias. Por toda la tienda. Venta de Cuero" Shows products and labels in English. Double page ad	0	0	0	0	0	0	0	0
31	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Watsco Center	Concert ad for "Cubatonazo" seems like a music festival with different singers. Aiming towards Cubans	0	0	0	0	0	1	0	1
32	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Certificacion Laboral USA	"Mas de 25 anos de experiencia hacen la diferencia." uses tu form. Aimed at Cubans because it says cubans & other immigrants qualify, does not mention other Hispanic subgroup	0	0	0	0	0	1	0	1
33	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Mount Sinai Medical Center	All in spanish. Drawing of a doctor.	0	0	0	0	0	0	0	0
34	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Centros Medicos	Shows light skin older people. Uses Tu form.	0	0	0	0	0	0	0	0
35	12/12/17	4:30	el Nuevo Herald (Sunday Nov 12 2017)	Care Plus Health Plans	Shows a diverse family. Writing in Spanish.	0	0	0	0	1	0	0	1
36	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Ariel optica	Just shows an eye with glasses. Writing in Spanish.	0	0	0	0	0	0	0	0
37	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Macy's	Shows dark skin couple. Writing in English.	0	0	0	0	1	0	0	1
38	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Humana	Shows light skin older couple working out. Writing all in Spanish.	0	0	0	0	0	0	0	0
39	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Charles Cohen	Just writing on the ad. All in English.Small company so maybe unable to afford translating?	0	0	0	0	0	0	0	0
40	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Bruce L. Glaskin Immigration Attorney	Just writing on the ad. All in English.Small company so maybe unable to afford translating?	0	0	0	0	0	0	0	0
41	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Total wine	Product shots. All in English	0	0	0	0	0	0	0	0
42	12/12/17	4:30	el Nuevo Herald (Wednesday Nov 29 2017)	Well Max Medical Centers	Just words. All in Spanish.	0	0	0	0	0	0	0	0
43	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Rooms to go	"Abrimos temprano" just writing again.	0	0	0	0	0	0	0	0
44	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Citi	"Ese dia tan esperado ha llegado" Shows light skin family. Uses nosotros then tu in longer description	0	0	0	0	0	0	0	0
45	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Rodriguez Law	photo of Rodriguez. Lists areas he works with in Spanish. Could be beacuse he is Hispanic so he is relating to them	0	0	0	0	0	0	0	0
46	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	South Motors Honda	"cambio de aceite y filtro" may be wrong? Just writing on ad	0	0	0	0	0	0	0	0
47	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Sleep Inc	"venta de viernes negro" Shows product shots. Writing in Spanish.	0	0	0	0	0	0	0	0
48	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	SOBEWFF	Funded by food network. "Compra tus boletos ya" Tagline in English rest of info in Spanish	0	0	0	0	0	0	0	0
49	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Health Sun	"Que manera de estar saludable" Shows photo of light skin woman and the rest is information in Spanish.	0	0	0	0	0	0	0	0
50	12/12/17	4:30	el Nuevo Herald (Friday Nov 24 2017)	Univision	Ad for "noticias" Photos of newscasters and the days/time they work in Spanish	0	0	0	0	0	0	0	0
51	TOTALS					0	0	0	0	2	4	0	6

	Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	Diversity? (1-yes, 0-no)	General Diversity (1-yes, 0-no)	Target Specific Subgroup (1-yes, 0-no)	Discrimination	TOTALS
2	10/13/17	12:40	Vanidades (December 1, 2016)	Ford	Product advertisement. "Nuevo Fusion" "La unica cosa mas brillante deberia estar en su dedo"	0	0	0	0	0	0	0	0
3	10/13/17	12:43	Vanidades (December 1, 2016)	Macy's	Shows chic light skin latina in Macy's clothing. Plain background except with presents for december. Uses tu form	0	0	0	0	0	0	0	0
4	10/13/17	12:45	Vanidades (December 1, 2016)	CNN	Shows faces of 2 light skin latina newscasters and plain black screen	0	0	0	0	0	0	0	0
5	10/13/17	12:45	Vanidades (December 1, 2016)	Herbal Essences	Woman with perfect hair but slogan is fully english	0	0	0	0	0	0	0	0
6	10/13/17	12:45	Vanidades (December 1, 2016)	Dove	Light skin hispanic woman. "Me da toda la proteccion que necesito y ademas, mi piel se siente increible	0	0	0	0	0	0	0	0
7	10/13/17	12:45	Vanidades (December 1, 2016)	USPS	"Entregamos mas compras hechas en linea a hogares que cualquier otro en el pais"	0	0	0	0	0	0	0	0
8	10/13/17	12:50	Vanidades (December 1, 2016)	Ford	Uses Tu. Has long paragraph typed out all in spanish.Other than that it is just a product shot with some butterflies	0	0	0	0	0	0	0	0
9	10/13/17	12:50	Vanidades (December 1, 2016)	Maybeline	Photo of light skin hispanic with makeup on and product shots of brow pencil. Written in spanish but tag line in english	0	0	0	0	0	0	0	0
10	10/13/17	12:50	Vanidades (December 1, 2016)	Maybeline	Same as previous but with lipsitck	0	0	0	0	0	0	0	0
11	10/13/17	12:50	Vanidades (December 1, 2016)	La Bella	hair care line. Hispanic woman, light skin, with great hair and product shot. Only thing it says is "ingredientes poderosos"	0	0	0	0	0	0	0	0
12	10/13/17	12:52	Vanidades (December 1, 2016)	M&Ms	Shows yellow M&M in front of a Christmas tree. "Las fiestas son mejores con m&m"	0	0	0	0	0	0	0	0
13	10/13/17	12:52	Vanidades (December 1, 2016)	Tadin	Shows light skin Hispanic woman holding a cup of Tadin tea. "Para Te, Tadin"	0	0	0	0	0	0	0	0
14	10/13/17	12:52	Vanidades (December 1, 2016)	Diva Cup	Shows another light skin woman with a plain pink background. "Rompe las reglas" "una mejor experiencia en tu periodo"	0	0	0	0	0	0	0	0
15	10/13/17	12:52	Vanidades (December 1, 2016)	Olay	Only product shot of skin serum. "Brilla mas alla de todo"	0	0	0	0	0	0	0	0
16	10/13/17	12:54	Vanidades (December 1, 2016)	Giorgio Armani	Perfume called "Si" Italian accent on the i	0	0	0	0	0	0	0	0

+ ≡ TV ▾ Magazine ▾ Newspaper ▾ Online ▾   Exp

|	Date	Time	Outlet	Advertisement	What I Found	Language	Music/Dance	Background	Diversity?	General Diversity	Target Specific Subgroup	Discrimination	TOTALS
17	10/13/17	1:15	Muy Interesante USA (October 1, 2016)	Chevrolet	Product shot of orange Chevy "Cerada para la ciudad, sea cual sea tu cuidad"	0	0	0	0	0	0	0	0
18	10/13/17	1:16	Muy Interesante USA (October 1, 2016)	Loteria Nacional	Shows product shot of lottery tickets. Uses tu form. Standard spanish.	0	0	0	0	0	0	0	0
19	10/13/17	1:18	Muy Interesante USA (October 1, 2016)	Depend	"Shows light skin Hispanic man biking "que la incontinencia no te detenga depende de ti"	0	0	0	0	0	0	0	0
20	10/13/17	1:20	Muy Interesante USA (October 1, 2016)	Petals (2 ads)	Light skin woman cleaning the kitchen. Uses tu form. Interesting because it is a Hispanic brand	0	0	0	0	0	0	0	0
21	10/13/17	1:22	Muy Interesante USA (October 1, 2016)	Nissan	Product shot of organe nissan. "Totalmente nuevo Nissan Kicks" "Movilidad en easy mode" SPANGLISH	0	0	0	0	0	0	0	0
22	10/13/17	1:22	Muy Interesante USA (October 1, 2016)	Petals	Shows light skin hispanic family on a little girl's birthday. "Su amor es tan fuerte que resiste mis travesras"	0	0	0	0	0	0	0	0
23	10/13/17	1:23	Muy Interesante USA (October 1, 2016)	Merrell	Shows product shot of a sneaker outside. slogan in english. some other words in spanish	0	0	0	0	0	0	0	0
24	10/13/17	1:23	Muy Interesante USA (October 1, 2016)	Huggies	Shows a baby in a bath. "Papa y bebe disfrutaran una experiencia relajante y placentera" "Cuida a tu bebe"	0	0	0	0	0	0	0	0
25	10/13/17	1:24	Muy Interesante USA (October 1, 2016)	Conti Safe	Shows background of a city. "Conoce el programa y tus beneficios como usario ContiSafe"	0	0	0	0	0	0	0	0
26	10/13/17	1:25	Muy Interesante USA (October 1, 2016)	Animal Planet	Photo of a polar bear. Enligh and spanish. Standard Spanish	0	0	0	0	0	0	0	0
27	10/13/17	1:27	Muy Interesante USA (October 1, 2016)	Folcress	light skin hispanic man. "Mi pegue esta de vuelta" Shows product shot as well	0	0	0	0	0	0	0	0
28	10/13/17	1:28	Muy Interesante USA (October 1, 2016)	Blim	Some tv program. Paragraph in Spanish. Product shot of computer with show on it. \	0	0	0	0	0	0	0	0
29	10/13/17	1:28	Muy Interesante USA (October 1, 2016)	One Touch	Shows light skin doing yoga in a class. "Que la vida siga en equilibrio"	0	0	0	0	0	0	0	0
30	10/13/17	1:30	Muy Interesante USA (October 1, 2016)	Ferrato	Shows male models, light skin, modeling clothes.	0	0	0	0	0	0	0	0
31	10/15/17	9:00	Siempre Mujer (December 1, 2016)	Ford	Product shot of car. "NUevo Fusion 2017"	0	0	0	0	0	0	0	0
32	10/15/17	9:00	Siempre Mujer (December 1, 2016)	L'Oreal	Product shot. CHECK PARAGRAPH WITH MARIA	0	0	0	0	0	0	0	0
33	10/15/17	9:00	Siempre Mujer (December 1, 2016)	Neutrogena	Product shot and directions all in spanish	0	0	0	0	0	0	0	0
34	10/15/17	9:00	Siempre Mujer (December 1, 2016)	Motrin	Product shot. Writing in Spanish	0	0	0	0	0	0	0	0
35			Siempre Mujer (December		Picture of Jennifer Aniston. Writing in Spanish but shows famous American actress rather than Spanish. Clearly did								

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| #	Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	Diversity? (1-yes, 0-no)	General Diversity (1-yes, 0-no)	Target Specific Subgroup (1-yes, 0-no)	Discrimination	TOTALS
36	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Maybelline	Product shot and darker skin woman with the product on. Uses tu form and everything is in Spanish except for tagline.	0	0	0	0	0	0	0	0
37	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Macy's	Shows light skin hispanic women in their clothing. Background is carribbean, could be on purpose	0	0	0	0	0	0	0	1
38	10/17/17	9:00	Siempre Mujer (April 1, 2016)	L'Oreal	Product shot and information in Spnaish. CHECK WITH MARIA	0	0	0	0	0	0	0	0
39	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Zyrtec	Shows two light skin hispanic kids playing and product shot. Words in Spanish	0	0	0	0	0	0	0	0
40	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Covergirl	Close up of light skin Hispanic woman with makeup on. Photos of product as well. All words in Spanish except tagline	0	0	0	0	0	0	0	0
41	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Tresemme	Product shot. Spanish	0	0	0	0	0	0	0	0
42	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Neutrogena	Product shot. Paragraphs in Spanish. CHECK WITH MARIA	0	0	0	0	0	0	0	0
43	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Garnier	Close up of light skin Hispanic woman. Some spanglish, mainly english. 2 in the row of the same kind of ad, the third is just a product shot	0	0	0	0	0	0	0	0
44	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Colgate	Product shot and light skin woman. Writing in Spanish	0	0	0	0	0	0	0	0
45	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Caress	Just a product shot. Writing in Spanish	0	0	0	0	0	0	0	0
46	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Ponds	product shot and photo of light skin woman. writing in spanish	0	0	0	0	0	0	0	0
47	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Pantenne	Photo of Selena Gomez. Writing in Spanish except for tagline	0	0	0	0	0	0	0	0
48	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Bigen	Photo of womens face and her hair. Descrittion of product in English, rest of info in spanish	0	0	0	0	0	0	0	0
49	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Motrin	Basic product shot and info in spanish	0	0	0	0	0	0	0	0
50	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Chevrolet	just a product shot. Writing in Spanish	0	0	0	0	0	0	0	0
51	10/17/17	9:00	Siempre Mujer (April 1, 2016)	Aveeno	Picture of Jennifer Aniston. Writing in Spanish but shows famous American actress rather than Spanish. Clearly did not even try to reach audience	0	0	0	0	0	0	0	0
52	TOTALS					0	0	0	0	0	0	0	1

#	Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	Diversity? (1-yes, 0-no)	General Diversity (1-yes, 0-no)	Target Specific Subgroup (1-yes, 0-no)	Discrimination	TOTALS
2	9/6/17	12:00	Univision	Anti-colic bottles	Shows large hispanic family, saw multiple of these on the site	0	0	0	0	0	0	1	1
3	9/6/17	12:00	Univision	Drunk Driving AD	could be negative views of hispanics?	0	0	0	0	0	0	1	1
4	9/6/17	12:00	Univision	Dunkin	Translated to Spanish, neutral ad, just shows product	0	0	0	0	0	0	0	0
5	9/6/17	12:00	Univision	Chamberlain University	In English, pepole could be Hispanic	0	0	0	0	0	0	0	0
6	9/6/17	12:00	Univision	Dove	IN Spanish, just shows product	0	0	0	0	0	0	0	0
7	9/6/17	12:00	Univision	MusikTab	Ad in English	0	0	0	0	0	0	0	0
8	9/6/17	12:00	Univision	Chamberlain University	Nursing College ad in english	0	0	0	0	0	0	0	0
9	9/6/17	12:00	Univision	Infro USA	English	0	0	0	0	0	0	0	0
10	11/20/17	9:10	Univision	McDonalds	"presentamos el nuevo menu de cafes espresso de McCafe" "$2 bebida pequena" Yellow background and product shot	0	0	0	0	0	0	0	0
11	11/20/17	9:10	Univision	Optimum	"mantente conectado con el WIFi y la App de Optimum" #ifexclarissa Plain black background	0	0	0	0	0	0	0	0
12	11/20/17	9:10	Univision	Optimum	"disfruta velocidades de hasta 400 megas" #ifexclarissa	0	0	0	0	0	0	0	0
13	11/20/17	9:10	Univision	Ford	"llega mas lejos" product shot	0	0	0	0	0	0	0	0
14	11/20/17	9:10	Univision	Nissan	Product shot. Ad in English. Black background	0	0	0	0	0	0	0	0
15	11/20/17	9:10	Univision	Optimum	"disfruta velocidades de hasta 400 megas" #ifexclarissa	0	0	0	0	0	0	0	0
16	11/20/17	9:10	Univision	AT&T	"mucha mas show" Spanglish "ahorra todos los planes ilimitados de AT&T	0	0	0	0	0	0	0	0
17	11/20/17	9:10	Univision	FIOs	Shows kids on iPad. All in English	0	0	0	0	0	0	0	0
18	11/20/17	9:10	Univision	Allstate	Shows car crash then plain blue background. Ad in English	0	0	0	0	0	0	0	0
19	9/6/17	12:00	Yahoo	Tresemme	In Spanish, product name in English	0	0	0	0	0	0	0	0
20	9/6/17	12:30	Yahoo	Yahoo Sport Fantasy League	IN Spanish and English, first half spanish second half english, spanish was not a translation of the Englihs, was a continuation of it	0	0	0	0	0	0	0	0
21	9/6/17	12:30	Yahoo	Suave	Product name in English, tagline in spanish	0	0	0	0	0	0	0	0
22	9/6/17	12:30	Yahoo	Home Depot	Translated to Spanish, netural just shows product, red paint	0	0	0	0	0	0	0	0
23	9/6/17	12:30	Yahoo	McDonalds	Ad in Spanish, shows just product	0	0	0	0	0	0	0	0
24	9/6/17	12:30	Yahoo	Direct TV	in English, neutral	0	0	0	0	0	0	0	0
25	11/20/17	20:35	Yahoo	Cricket Wireless	Product add with words in spanish. Basic Spanish	0	0	0	0	0	0	0	0
26	11/20/17	8:35	Yahoo	Tresemme	Black background with product shot. "Nuevo repair & protect 7" "Compralo ahora""	0	0	0	0	0	0	0	0

TV ▾ Magazine ▾ Newspaper ▾ Online ▾ + ≡ ⬇ Explore

#	Date	Time	Outlet	Advertisement	What I Found	Language (1-yes, 0-no)	Music/Dance (1-yes, 0-no)	Background (1-yes, 0-no)	Diversity? (1-yes, 0-no)	General Diversity (1-yes, 0-no)	Target Specific Subgroup (1-yes, 0-no)	Discrimination	TOTALS
26	11/20/17	8:35	Yahoo	Tresemme	Black background with product shot. "Nuevo repair & protect 7" "Compralo ahora""	0	0	0	0	0	0	0	0
27	11/20/17	8:35	Yahoo	Tresemme	Another ad shows light skin woman with nice hair "mi cabello de no me subestimes" "Es tu #hairstatement haz lo tuyo	0	0	0	0	0	0	0	0
28	11/20/17	8:35	Yahoo	Axe	Black background with product shot "#yougotsomething"	0	0	0	0	0	0	0	0
29	11/20/17	8:40	Yahoo	Dove	"48 horas de proteccion + axilas mas suaves y finas" "Pruebalo ahora"	0	0	0	0	0	0	0	0
30	11/20/17	8:40	Yahoo	Degree Deodorant	"Prueba degree ultraclear black + white" product ad, spanglish	0	0	0	0	0	0	0	0
31	11/20/17	9:00	Yahoo	Chamerlain University	Light skin woman working. Ad in English	0	0	0	0	0	0	0	0
32	11/20/17	9:00	Yahoo	Degree Deodorant	"Mientras mas te mueves mas te protege"	0	0	0	0	0	0	0	0
33	11/20/17	9:00	Yahoo	Geico	Green background and geico mascot. Ad in English	0	0	0	0	0	0	0	0
34	11/20/17	9:00	Yahoo	Ponds	Light skin woman before and after using product. "Ahorra $1. Obten el cupon" and then product shot	0	0	0	0	0	0	0	0
35	11/20/17	9:00	Yahoo	Citi	Shows product shot for an ad. Ad in English	0	0	0	0	0	0	0	0
36	11/20/17	9:00	Yahoo	Kodak	suave	0	0	0	0	0	0	0	0
37	9/6/17	8:40	NY Times	Chevrolet	Product ad entirely in English	0	0	0	0	0	0	0	0
38	9/6/17	1:00	NY Times	Hawaiian Arilines	In English, nothing specific to Hisapncis	0	0	0	0	0	0	0	0
39	9/6/17	1:00	NY Times	Optimum	In English, nothing specific to Hisapncis	0	0	0	0	0	0	0	0
40	9/6/17	1:00	NY Times	Target	Translated to Spanish, flips through different colors, end background is blue	0	0	0	0	0	0	0	0
41	11/20/17	1:00	NY Times	Pizza Hut	In English, red background	0	0	0	0	0	0	0	0
42	11/20/17	8:50:00 PM	NY Times	Mini Cooper	Product shot. AD all in English	0	0	0	0	0	0	0	0
43	11/20/17	8:50:00 PM	NY Times	Squarespace	Product shot. AD all in English	0	0	0	0	0	0	0	0
44	11/20/17	8:50:00 PM	NY Times	FIOS	Shows 2 kids playing on iPad. All in English	0	0	0	0	0	0	0	0
45	11/20/17	8:50:00 PM	NY Times	NY Times	"Al Dia. Tu resumen de las noticias mas destacadas del mundo"	0	0	0	0	0	0	0	0
46	11/20/17	8:50:00 PM	NY Times	Pizza Hut	Black background, product shot, all in English	0	0	0	0	0	0	0	0
47	11/20/17	8:50:00 PM	NY Times	CFA Society NY	Investment industry. Photo of city buildings. All in English	0	0	0	0	0	0	0	0
48	11/20/17	8:55 PM	NY Times	Massachusetts General Hospital	Blue and white ad. All in English	0	0	0	0	0	0	0	0
49	11/20/17	8:55 PM	NY Times	Oakley	Photo of a man in Oakley's. All in English	0	0	0	0	0	0	0	0
50	11/20/17	8:55 PM	NY Times	American Express	Product shot. All in English	0	0	0	0	0	0	0	0
51	TOTALS					0	0	0	0	0	0	2	2

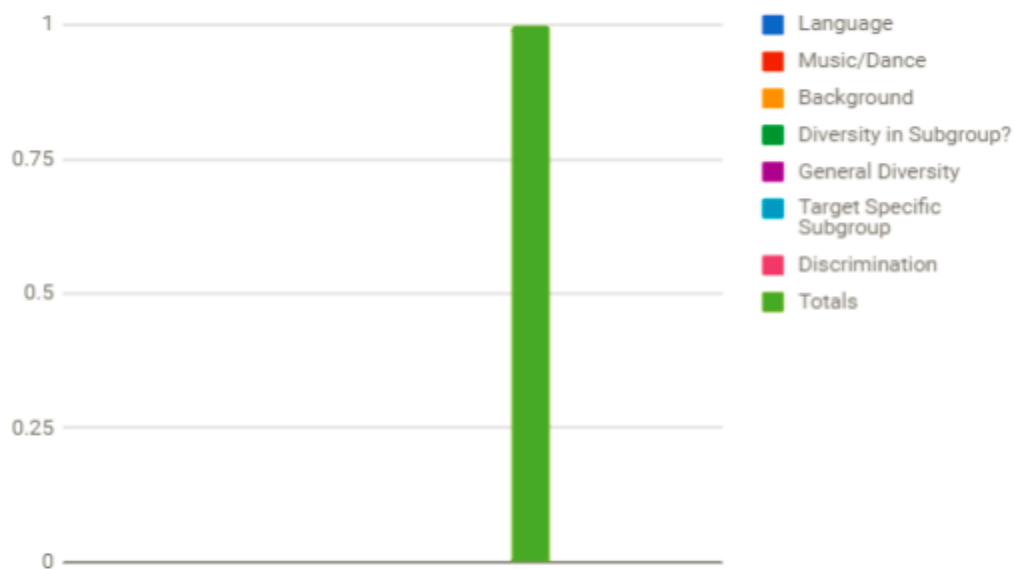**II. Distribution of Diversity Across All Outlets**
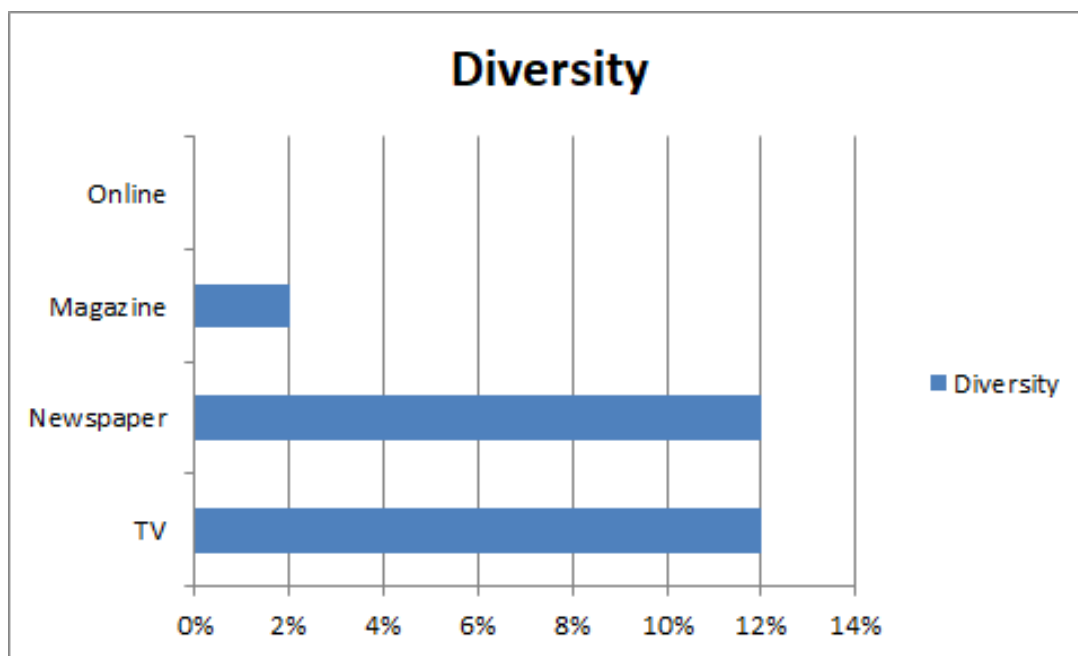
Diversity

III. TV Diversity Distribution
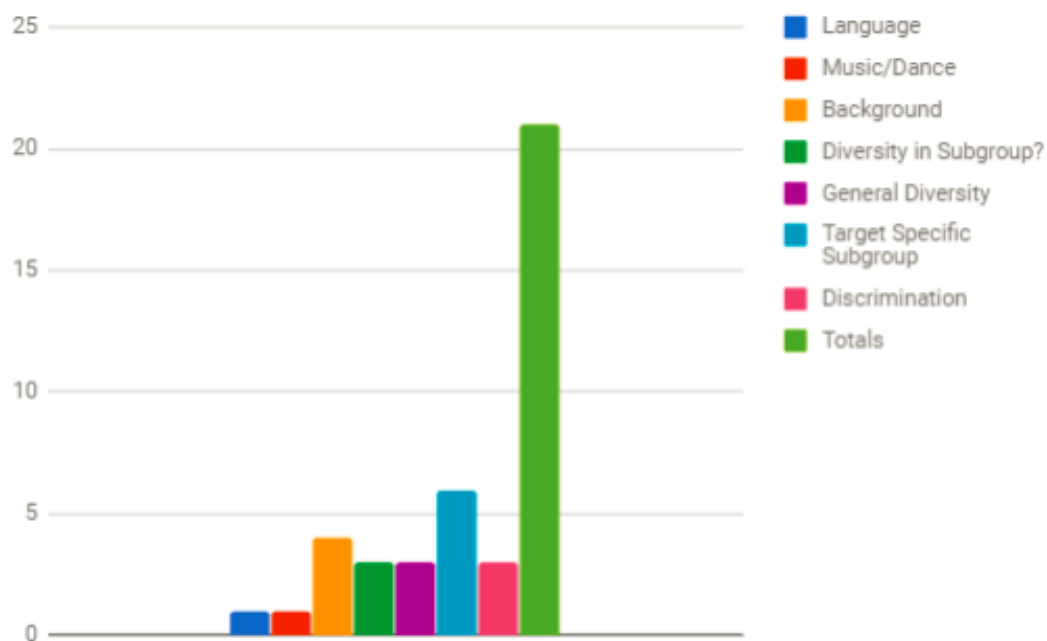
III. Newspaper Diversity Distribution
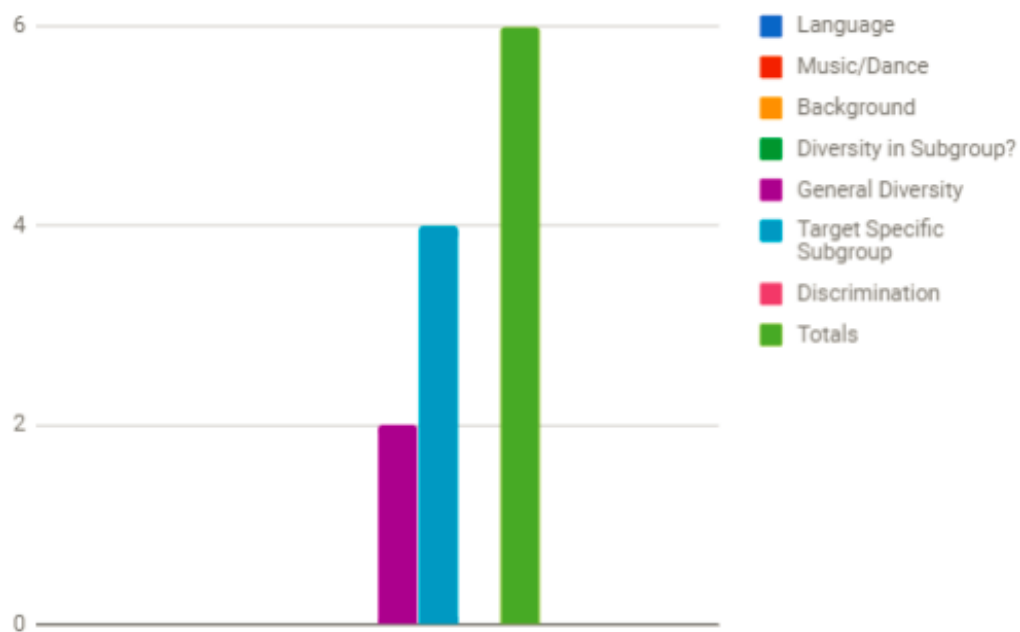
III. Magazine Diversity Distribution

III. Online Diversity Distribution

Legend:
- Language
- Music/Dance
- Background
- Diversity in Subgroup?
- General Diversity
- Target Specific Subgroup
- Discrimination
- Totals