

# Communication Maps to a Multiethnic City

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## Metamorphosis

This is the first in a new series of publications in which we present our findings to:

- Researchers
- Policymakers
- Community organizations
- The media

The goal of this brochure is to provide the first in a series of *communication maps* to multiethnic Los Angeles. For this project we asked:

### WHAT MEDIA DO PEOPLE CONNECT WITH TO UNDERSTAND WHAT IS GOING ON IN THEIR COMMUNITY?

The results from eleven different communities and six different ethnic/racial groups are made available. The results detailed inside find that people belonging to the same ethnic group have different media preferences based on their location. For example, Hispanic families of East Los Angeles connect more to ethnically-targeted or *geo-ethnic* television to know what's going on in the community, while Hispanics of Glendale prefer mainstream English language television.

### WHY ARE THESE AREAS SINGLED OUT?

We do not combine groups in our Los Angeles study areas because we believe the ideal is to treat each community as its own case. Metamorphosis suggests that both ethnicity and geographic location matter—there's no one size that fits all. People of the same ethnicity living in different communities may have surprisingly different patterns of how they stay on top of what's happening in the community. We call this concept *geo-ethnicity*—placing a particular ethnic group in a particular geographic location.

### HOW CAN THESE RESULTS BE USED ?

Understanding and appropriately using these media maps will result in far more effective strategies for reaching these diverse audiences. For many ethnic groups, ethnically-targeted or *geo-ethnic* media are more effective ways to reach them—and often are far less expensive than mainstream media.

The Metamorphosis communication maps can improve the reach of campaigns directed at the health and welfare of families and communities. No campaign can have an effect unless it reaches its target audiences. Reaching diverse new and old immigrant audiences is especially challenging. That's why these communication maps should be especially helpful to agencies and organizations trying to reach the diverse communities of Los Angeles. Because these maps tell us how residents use media to stay on top of their communities, they should be useful guides when the message concerns such community issues as:

- Partnerships for families
- New community services
- Community events
- New policies or regulations
- Health resources and services

The following map offers a communication guide to many of Los Angeles' diverse urban populations.





# HOW DO PEOPLE IN THESE AREAS STAY ON TOP OF WHAT'S GOING ON IN THEIR COMMUNITY?

## Metamorphosis

### Hispanic Residents of Glendale:

Mainstream television (31%) and geo-ethnic television (27%) are about equally preferred.



### Armenian Residents of Glendale:

Geo-ethnic television (30%) and mainstream television (30%) are tied as preferred options.



### Anglo Residents of Glendale:

Mainstream newspapers (38%) are the preferred option and could be deployed in combination with interpersonal communication (32%).



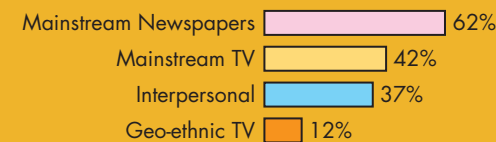
### Anglo Residents of South Pasadena:

Interpersonal communication (51%) is the preferred option that might be activated in combination with geo-ethnic newspapers (33%).



### Anglo Residents of the Westside:

Mainstream newspapers (62%) are the preferred option, followed by mainstream television (42%).



### Korean Residents of Koreatown:

Geo-ethnic newspapers (59%) are the preferred media, followed by geo-ethnic television (37%).



### Chinese Residents\*\* of Greater Monterey Park/Alhambra:

Geo-ethnic newspapers (45%) and geo-ethnic television (42%) are more or less equally preferred.



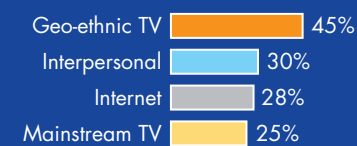
### African American Residents of Greater Crenshaw:

Mainstream television (45%) is the preferred option that might be used in combination with interpersonal communication (40%).



### Hispanic Residents of Greater Crenshaw:

Geo-ethnic television (45%) is the preferred option, followed by interpersonal communication (30%).



### Central American Residents of Pico Union:

Geo-ethnic television (45%) is the preferred option and it could be combined with the activation of interpersonal communication (33%).



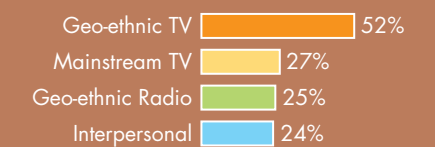
### Mexican Residents of the Southeast:

Geo-ethnic television (51%) is the preferred option and it could be combined with the activation of interpersonal communication (27%).



### Mexican Residents of East Los Angeles:

Geo-ethnic television (52%) is the preferred option followed by mainstream television (27%).



\*Adding up the percent scores for the four media will not yield 100%, as respondents were asked to identify the top two (2) media they connect to in order to understand what is happening in their communities.

\*\*This includes residents with origins in the People's Republic of China, Taiwan, and Hong Kong.

## WHERE DO THESE DATA COME FROM?

While many methods are deployed in the larger Metamorphosis Project—telephone surveys, focus groups, phone interviews with geo-ethnic media producers, on-site interviews with community organizations, socio-spatial mapping, content analysis, and case studies—the findings reported in this paper are drawn solely from the telephone survey.

It was administered to respondents (N=4,070) selected by random digit dialing (first adult contacted) by a well-respected commercial survey research organization.

Members of the research team closely monitored the process.

The 40-47 minute survey was administered in the language preferred by the respondent (Armenian, Cantonese, English, Korean, Mandarin, and Spanish).

For more information, please see the Metamorphosis Technical Report at [www.metamorph.org](http://www.metamorph.org).

## WHAT IS the Metamorphosis Project?

The Metamorphosis Project was born in 1992, in large part as a result of the uprisings that shook Los Angeles. Dr. Sandra J. Ball-Rokeach, the developer of Metamorphosis, knew that as a communication researcher, she should have something to contribute to policymakers and practitioners trying to bring about social change that enables stronger communities.

*Metamorphosis is a study of the transformation of urban communities under the forces of globalization, population diversity and new communication technologies*

*The Metamorphosis Project—Transforming the Ties that Bind*, was officially launched in 1998 at the Annenberg School for Communication, University of Southern California (USC). Metamorphosis has conducted research on African Americans and Latinos in Greater Crenshaw; Anglos on the Westside and in Pasadena; ethnic Chinese groups in Greater Monterey Park; Koreans in Koreatown; Latinos in East LA, Pico Union, Huntington Park, Cudahy, and Southgate; and Anglos, Latinos, and Armenians in Glendale.



# Metamorphosis

For more information on what Metamorphosis has been doing and the projects we are currently engaged in, please visit our Web site:  
<http://www.metamorph.org>.

If you have questions or comments, please contact  
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