

WHERE DO THESE DATA COME FROM?

The findings reported in this brochure are drawn solely from a telephone survey. For more information on the many methods 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—please see our website.

The telephone survey was administered to 124 Latino and 122 African American residents living in the South Figueroa Corridor, 297 Latino and 290 African American residents living in the Greater Crenshaw neighborhood and 154 Latino, 152 Chinese or Taiwanese and 99 Caucasian residents living in Alhambra. These respondents were selected, using random digit dialing and listed samples, 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 (English, Mandarin or Spanish).

WHAT IS the Metamorphosis Project?

The Metamorphosis Project was born in 1992, in large part as a result of the riots that shook Los Angeles. Dr. Sandra J. Ball-Rokeach, the developer of Metamorphosis, knew that as a communication researcher, she should 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 and South Figueroa; Anglos, Latinos and Chinese groups in Alhambra, Anglos on the Westside and in South 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

HOW TO CONTACT US:

For more information on what Metamorphosis has been doing and the projects we are currently engaged in, please refer to our website:
www.metamorph.org.

If you have questions or comments, please contact the Metamorphosis Project research team either via e-mail at meta@metamorph.org or via telephone at: 213.740.1260.



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Communication Maps to a Multiethnic City: Alhambra, Crenshaw, South Figueroa

This brochure presents communication maps of Caucasian, Hispanic and Chinese residents of Alhambra, and African-American and Hispanic residents of the South Figueroa Corridor and Crenshaw neighborhoods. These maps were produced from data collected in 2009 and 2010.

FOR THIS PROJECT WE ASKED THE QUESTION:

What communication resources do people connect with to understand and stay on top of what's going on in their community? We think the answers to this question are important for two main reasons. First, understanding how people of different ethnic groups living in different neighborhoods stay on top of their community can help practitioners better reach their target populations. But, we also think it is important to know how people stay on top of their community because different resources can tell very different stories about what it means to be a member of a community.

The results detailed inside find that people belonging to the same ethnic group have different media preferences based on their location. For example, to stay on top of their community, Latinos in Alhambra prefer newspapers, while Latinos in Crenshaw prefer geo-ethnic television that is produced specifically for their ethnic group or area.

WHY ARE THESE AREAS SINGLED OUT?

We believe the ideal is to consider each community on its own terms. 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 completely 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. Although this brochure focuses on Alhambra, Crenshaw, and South Figueroa Corridor, earlier brochures present data from many other areas of Los Angeles¹.

HOW CAN THESE RESULTS BE USED?

Understanding and appropriately using these communication maps will result in far more effective strategies for reaching these diverse audiences. Media created by and for particular ethnic groups are more effective ways to reach them, and often are far less expensive than mainstream media. These are termed “**geo-ethnic**

media,” as they are media viewed in a specific neighborhood context.

The Metamorphosis communication maps can improve the effectiveness and reach of campaigns directed at the health and welfare of families. Reaching diverse, new and old immigrant audiences is especially challenging. That's why the communication maps should be especially helpful to all 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 concerns as:

- New community services
- Developing community problems
- Community events
- New policies or regulations
- Health resources and services
- Community building

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

¹For data from other neighborhoods collected prior to 2009, please refer to our brochure titled “Communication Maps to a Multiethnic City: Volume 1.1”

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

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