



2023 LDC White Paper: The Impact of the Terms “POC” and “BIPOC” on U.S. Latino Media Participation

RL Nuñez Villanueva

Ph.D. candidate, Information Studies, UCLA



TABLE OF CONTENTS

EXECUTIVE SUMMARY _____	4
INTRODUCTION _____	6
SECTION I LATINOS IN THE U.S. ECONOMY _____	7
SECTION II THE IMPACT OF THE TERMS “POC” AND “BIPOC” ON U.S. LATINO MEDIA PARTICIPATION _____	10
BACKGROUND _____	10
ANALYZING THE DATA _____	12
CONCLUSION _____	15
RECOMMENDATIONS _____	17
METHODOLOGY _____	18

EXECUTIVE SUMMARY



This research promotes a realistic and fact-based assessment of the impact of the terms “POC” (people of color) and “BIPOC” (Black, Indigenous, and people of color) on U.S. Latino media participation. We take a closer look at how the use of these umbrella terms blurs the egregious gap between the underrepresentation of Latinos in U.S. English-language media and the demographic reality of Latinos in the United States. By grouping U.S. Latinos under these terms, the importance of Latinos is downplayed, resulting in the diversion of job opportunities and resources away from their communities. These terms also obscure the contributions of Latinos to society, culture, and the economy. Thus, there is an urgent need to segment U.S. Latinos in media research and coverage.

The reality is that Latinos have been an integral part of the United States since its inception and have been significant contributors across all industries. Today, they are still a vital part of the U.S. economy. In fact, the U.S. Latino GDP in 2021 was \$3.2 trillion. If the U.S. Latino population were a stand-alone economy, it would be the fifth largest in the world—larger than India, the United Kingdom, France, Italy, and Canada. ¹

Despite this data, Latinos in the United States continue to be underrepresented in Hollywood. In 2023, Latinos made up 19.1% of the population, but their share of English-language on-screen representation was 6%.² Still, some of the biggest box office hits of the 2022–2023 season were Latino-led projects. This means that if Latinos are represented in their proportional segmentation, the revenue potential is HUGE.

¹ LDC FactSheet, 2023.

² Nielsen, “Hispanic Audiences in Focus: Trust in Media - The Key Factor Driving Shift to Streaming,” Diverse Intelligence Series, September 2023, 17, <https://www.nielsen.com/insights/2023/hispanic-audiences-in-focus-trust-in-media-the-key-factor-driving-the-shift-to-streaming/>.



By looking at data from U.S. film and television reports, this white paper finds that a complete view of the current state of media representation requires a separate category of analysis for Latinos. Folding communities into the terms POC and BIPOC does not allow us to understand them. As a result, anyone attempting to engage with these groups is doing so with inaccurate information, as they all have distinct histories, cultures, and demographics.

The lack of segmentation of Latinos as a distinct category problematically obscures both the underrepresentation of U.S. Latinos and their contributions. This adversely impacts the Latino community and negatively affects business interests by creating an industry blind spot that falsely undervalues the importance of Latinos. What's more, this also leaves a lot of money on the table.

To be clear, there is no media equity without proportional segmentation of U.S. Latinos. And there is no accurate analysis of the current state of media representation without explicitly prioritizing U.S. Latinos. Therefore, the use of the terms POC and BIPOC in media industry research and reporting is unacceptable.

INTRODUCTION

The purpose of this white paper is to analyze how the use of the umbrella terms POC (people of color) and BIPOC (Black, Indigenous, and people of color) in media research and reporting serves to paint an inaccurate picture of the actual state of diverse and equitable representation in U.S. English-language media, leaving Latinos behind.

The terminology used in media studies matters because terms are categories of analysis that frame our perspective. To use terms indiscriminately out of social convention is to risk engaging in *virtue signaling*—using words or actions to publicly demonstrate support for a cause in order to signal a moral stance, a move driven by self-interest rather than a genuine commitment to moving the needle toward equity and progress.³ This is the case when the terms POC and BIPOC are used. Rather than providing clarity on the state of media representation, these umbrella terms only serve to add to the confusion.

Because the terms POC and BIPOC do not reflect the uniqueness of each demographic group, the actual representation of Latinos in the media is hidden. Also hidden is the uneven distribution of progress toward proportional segmentation. If media representation is not proportional to each group's share of the U.S. population, then progress has not been equitably distributed.

The use of the terms POC and BIPOC constructs a deceptive narrative that actively works to divert our attention from the significant amount of work that still needs to be done to achieve real media equity for U.S. Latinos. To suggest otherwise by subsuming Latinos under umbrella terms is disingenuous at best.

Moreover, failing to understand the distinctiveness of U.S. Latinos is bad for business because decision-making requires clarity and precision. This is especially true when making decisions that impact a group that makes up more than 19% of the U.S. population and 25% of its youth.⁴ Losing sight of Latinos **leaves a lot of money on the table** by obscuring the specific ways Latinos are growing the pie for everyone.

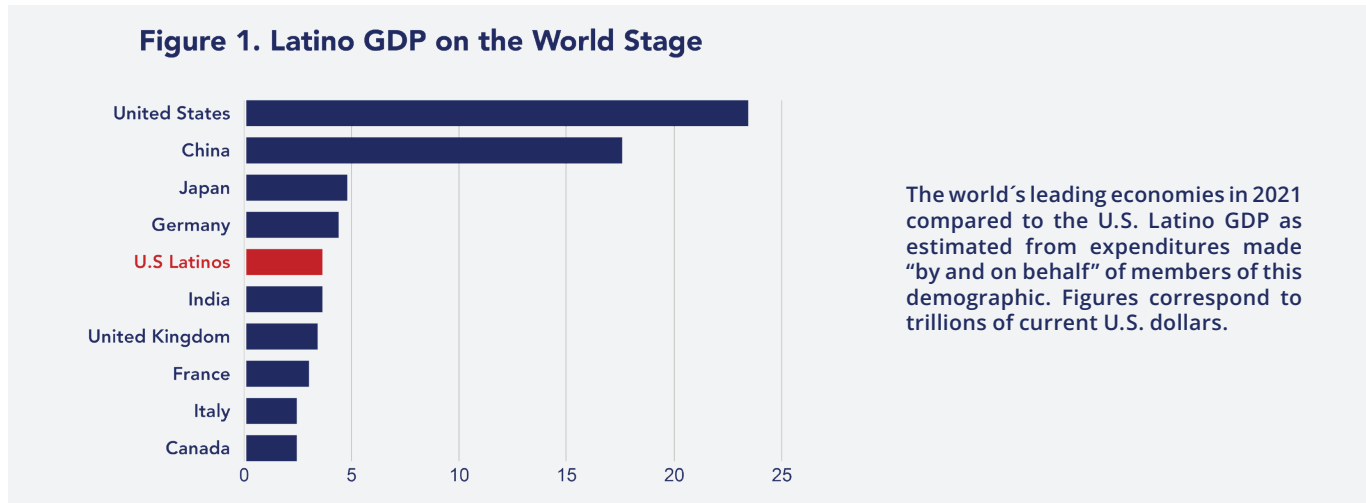
³ Meera E. Deo, "Why BIPOC Fails," *Virginia Law Review Association* 107 (June 2021): 128; "Urban Dictionary: Virtue Signaling," Urban Dictionary, accessed August 2, 2023, <https://www.urbandictionary.com/define.php?term=Virtue%20Signaling>; Daniel Chandler and Rod Munday, "Virtue Signaling," in *A Dictionary of Media and Communication* (Oxford: Oxford University Press, 2020).

⁴ United States Census Bureau. (n.d.). Age and sex. Explore census data. <https://data.census.gov/table?y=2021&tid=ACSS-T1Y2021.S0101>

SECTION I

Latinos in the U.S. Economy

U.S. Latinos are the second largest demographic cohort in the United States (after non-Latino Whites). They make up **19.1%** (62.1 million) of our country's total population.⁵ Latinos are the dominant drivers of the new mainstream economy.⁶ In fact, "the total economic output (or GDP) of Latinos in the United States was **\$3.2 trillion in 2021.**"⁷ If U.S. Latinos "were an independent country, the **U.S. Latino GDP** would be the **fifth largest GDP in the world,**"⁸ larger than India, the United Kingdom, France, Italy, and Canada (Figure 1).



Importantly, there is a direct correlation between the Latino population and GDP. The two U.S. states with the largest Latino populations—California and Texas—have the highest national GDPs.⁹

U.S. Latinos are entrepreneurial **CONTRIBUTORS**.

They are a diverse, multicultural group that contributes to every industry and every sector of our society and economy. Even during the COVID-19 pandemic from 2019 to 2022, Latino-owned businesses experienced exceptional growth, increasing revenue by 25% and outpacing their White-owned counterparts, which grew by only 9%.¹⁰

U.S. Latinos are **CONSUMERS**.

The purchasing power of U.S. Latinos has been estimated at \$3.4 trillion. Even more impressive are the associated growth rates: Income grew at a real annual rate of 4.7% versus 1.9% for non-Latinos.¹¹

⁵ U.S. Census Bureau QuickFacts: July 1, 2022, Population estimates. <https://www.census.gov/quickfacts/fact/table/US#>.

⁶ Dennis Hoffman et al., "The 2023 Official LDC U.S. Latino GDP Report: 6th Annual Edition," Dan Hamilton et al., "2022 LDC U.S. Latino GDP Report: Quantifying the New Mainstream Economy," 2022.

⁷ Hoffman et al., 3.

⁸ Hoffman et al., 3.

⁹ "2023 SHPE-LDC U.S. Latinos in Engineering and Technology Report."

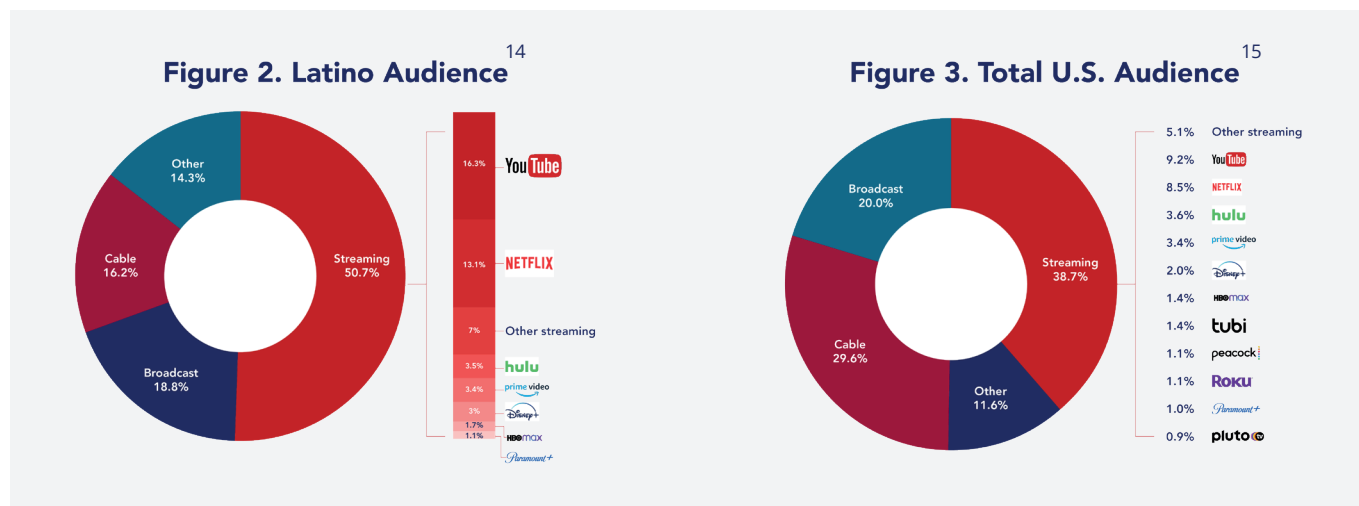
¹⁰ Barbara Gomez-Aguinaga et al., "Research Report | 2022 State of Latino Entrepreneurship," 2022.

¹¹ Hoffman et al., 7.

This growth will continue because Latinos are young: 25% of U.S. Gen Z are Latino. According to 2018 U.S. Census estimates, Latinos are expected to make up 28% of the U.S. population by 2060.¹² This means that Latinos represent a HUGE market opportunity, as their growing numbers are directly proportional to their increasing purchasing power and contributions.

When it comes to media preferences, **Latinos consume media that features Latinos.**

A 2022 Nielsen audience report found that “56% of Hispanics say they’re more likely to continue watching content when it features someone from their identity group.”¹³ When Latinos don’t see themselves reflected in what they watch, they move to other platforms. As they turn away from legacy media, Latinos are driving the growth of digital streaming platforms like YouTube. As shown in Figures 2 and 3, Latinos outpace the overall U.S. population by 20 percentage points in their streaming content consumption habits, indicating a significant shift toward new platforms that reflect their reality.



Although TikTok is different from traditional media channels, it is also competing for the attention of Latinos with relevant content created for and by this group. According to Pew Research, TikTok is used by 31% of U.S. Latinos, surpassing the average usage of 21% across all groups.

Among these platforms, YouTube has a particularly strong appeal to Latinos. According to Nielsen, in July 2023 this audience spent 57% more time on YouTube than non-Latino Whites.¹⁶ This high engagement is attributed to YouTube’s culturally relevant content created by and for Latinos.

Perhaps it’s not surprising, then, that **Latino-led film and TV projects have generated some of the biggest box office hits of the 2022–2023 season.** These include, but are not limited to, the Latino-led TV shows *One Piece* (Netflix), *Wednesday* (Netflix), *The Last of Us* (HBO), and *Will Trent* (ABC). The Latino-led films were *Fast X* (Universal Pictures), *Transformers: Rise of the Beasts* (Universal), *Spider-Man: Across the Spider-Verse* (Sony), and *The Mother* (Netflix).

¹² U.S. Census website: <https://www.census.gov/library/visualizations/2018/comm/hispanic-projected-pop.html>.

¹³ Nielsen and LDC, “Latino-Led Content and Viewers: The Building Blocks for Streaming’s Success,” *Diverse Intelligence Series*, September 2022, 7.

¹⁴ Nielsen, “Hispanic Audiences,” 17.

¹⁵ Nielsen, “The Gauge: TV Viewing Trends in the U.S.,” July 2023, 9.

¹⁶ Nielsen. “Let’s Talk about Streaming and Engaging the Latino audience,” September 14, 2022, <https://www.nielsen.com/insights/2022/lets-talk-about-streaming-and-engaging-the-latino-audience/>.

Despite their population numbers, significant contributions to Hollywood’s bottom line, and media consumption preferences, U.S. Latinos continue to be egregiously erased from U.S. English-language media.

Latino audiences recognize their underrepresentation.

In fact, “41% of Hispanics feel there’s not enough content that represents them, up from 39% in 2021.”¹⁷ Yet, while the Latino community recognizes its erasure, this critical fact is hidden from the general public when media reports subsume Latinos into imprecise umbrella categories like POC and BIPOC.

When imprecise terms are used, the false impression is created that equitable representation has not only been achieved but continues to grow beyond parity for all. This is not an accurate analysis. The fact is that proportional segmentation is uneven, and Latinos continue to be left behind.

In the next section, we take a closer look at the origins of the terms POC and BIPOC and how they affect U.S. Latino media participation, serve to divert resources from U.S. Latinos, and negatively impact business interests and Hollywood’s bottom line.

¹⁷ Nielsen and LDC, “Latino-Led Content and Viewers,” 7.

SECTION II

The Impact of the Terms “POC” and “BIPOC” on U.S. Latino Media Participation

BACKGROUND

Although their origins are distinct, the terms “POC” (people of color) and “BIPOC” (Black, Indigenous, and people of color) are often used as synonyms. Both terms are derived from the Black experience, under which Latinos are subsumed.

POC: The origins of this term are unclear, but it likely dates back to the 1700s and referred to enslaved Black Americans.¹⁸ The term was later adopted by proponents of decentering whiteness. Where the term “non-White” focuses on whiteness as normative and from which others are excluded, POC instead “substitutes a positive” by emphasizing the inclusion of diverse people in a group.¹⁹ POC signals a shift in power and collective unity with the goal of coalition building.²⁰

However, the limitations of POC as an umbrella term are that it conceals “circumstances that are unique to particular groups. . . . [It] risks subsuming . . . [It] misses intersectional attention.”²¹

BIPOC: This is a more recent term that has been used as a “synonym for people of color that foregrounds Black (“B”) and Indigenous (“I”) people within the larger people of color community.”²² This term first appeared online in 2013 and erupted on social media in 2020 in response to the murder of George Floyd by the Minneapolis police and to demand an end to police violence against the Black community.²³ According to Meera E. Deo in “Why BIPOC Fails,” “BIPOC begins with the premise that we should always center two particular racial groups—Black and Indigenous—within the people of color category.”²⁴ Furthermore, as Deo observes, “proponents of this term openly resist calls for unity.”²⁵

BIPOC fails as an umbrella term because it reinforces racist hierarchies of race. It fails because it contributes to the invisibility of any group that is not foregrounded.²⁶ BIPOC also does a disservice to “efforts to dismantle systems of racial privilege.”²⁷

Both POC and BIPOC are terms that come from the histories and experiences of Black people that are just as significant and valuable as U.S. Latino histories and experiences, but they are also distinct from one another. U.S. Latinos have their own histories, cultures, and demographics that are erased when they are subsumed under these umbrella terms. This erasure of Latinos reinforces racist racial hierarchies about who exists, who matters, and who belongs in the United States. What is particularly egregious is that Latinos are not prioritized, even though they make up 46.4% of the demographic groups that are folded into these terms.

¹⁸ Meera E. Deo, “Better than BIPOC,” *Law and Inequality: A Journal of Theory and Practice* 41, no. 1 (March 2023): 87.

¹⁹ Deo, “Better,” 88.

²⁰ Deo, “Better,” 89.

²¹ Deo, “Better,” 91–93.

²² Sandra E. Garcia, “Where Did BIPOC Come From?” *New York Times*, June 17, 2020, <https://www.nytimes.com/article/what-is-bipoc.html>; See also Deo, “Better,” 96.

²³ Deo, “Why BIPOC Fails,” 125. Here, the author references Garcia’s *New York Times* article above.

²⁴ Deo, “Why BIPOC Fails,” 118.

²⁵ Deo, “Better than BIPOC,” 97. Here, the author references the BIPOC Project website.

²⁶ Deo, “Why BIPOC Fails,” 118.

²⁷ Deo, “Why BIPOC Fails,” 118.

The use of POC and BIPOC thus devalues Latino cultures and people, a move that, regardless of intent, can be used to exclude Latinos from U.S. English-language media. **This is unacceptable.**

Critically, the negative impact of the use of these terms on the U.S. Latino cohort is not exclusive to Hollywood. We see how they serve to devalue and erase Latinos across all industries. Their uncritical use harms Latinos, who have collectively contributed the most to overall population growth, confirming their significant and ongoing importance in shaping the demographic landscape of the United States—a trend that is expected to continue in the years to come.

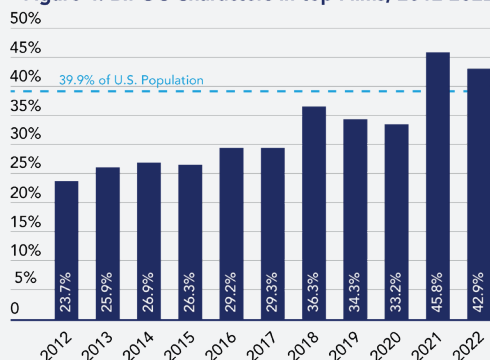
ANALYZING THE DATA

Umbrella Terms Hide the U.S. Latino Reality

In “The Representation Project: State of Media Report Card 2023,” BIPOC is the umbrella term of choice.²⁸ The film section of the report states:

“For the past decade, Black, Indigenous, and people of color (BIPOC) characters have been underrepresented in the top-grossing films. We saw significant progress starting in 2018, and 2021, BIPOC characters achieved parity in film compared to the U.S. population (45.8% compared with 39.9% of the U.S. population).” (Figure 4).

Figure 4. BIPOC Characters in top Films, 2012-2022²⁹



In other words, the findings of this report suggest that there has been “significant progress” for BIPOC characters that began in 2018. This culminated not only in BIPOC characters reaching parity in film in 2021 but also in their overrepresentation (45.8%) compared to their share of the U.S. population (39.9%).³⁰ This finding creates a misleading narrative.

Rather than clarifying the actual state of representation and supporting efforts to achieve proportional segmentation, the indiscriminate use of BIPOC as an umbrella term constructs an inaccurate narrative about the state of equitable media representation in U.S. English-language media. When groups are lumped together, it obscures the view and prevents us from seeing the severe underrepresentation of Latinos. It hides the fact that progress has been uneven. While progress has been made for some groups, there has been little to no progress, and sometimes even regression, for U.S. Latinos. Hiding the reality of Latinos is misleading.

This is an example of how the uncritical use of the term BIPOC leads to a kind of “virtue signaling”—using words or actions not for the purpose of moving the needle toward greater progress, but instead primarily to highlight one’s own moral superiority in taking a stance.”³¹

A more nuanced look at the data reveals the actual state of disparity in media representation.

²⁸ Rebecca Cooper, “The Representation Project State of Media Report Card 2023” (The Representation Project, CIME, Mount St. Mary’s University, 2023).

²⁹ Cooper, “Representation Project,” 4.

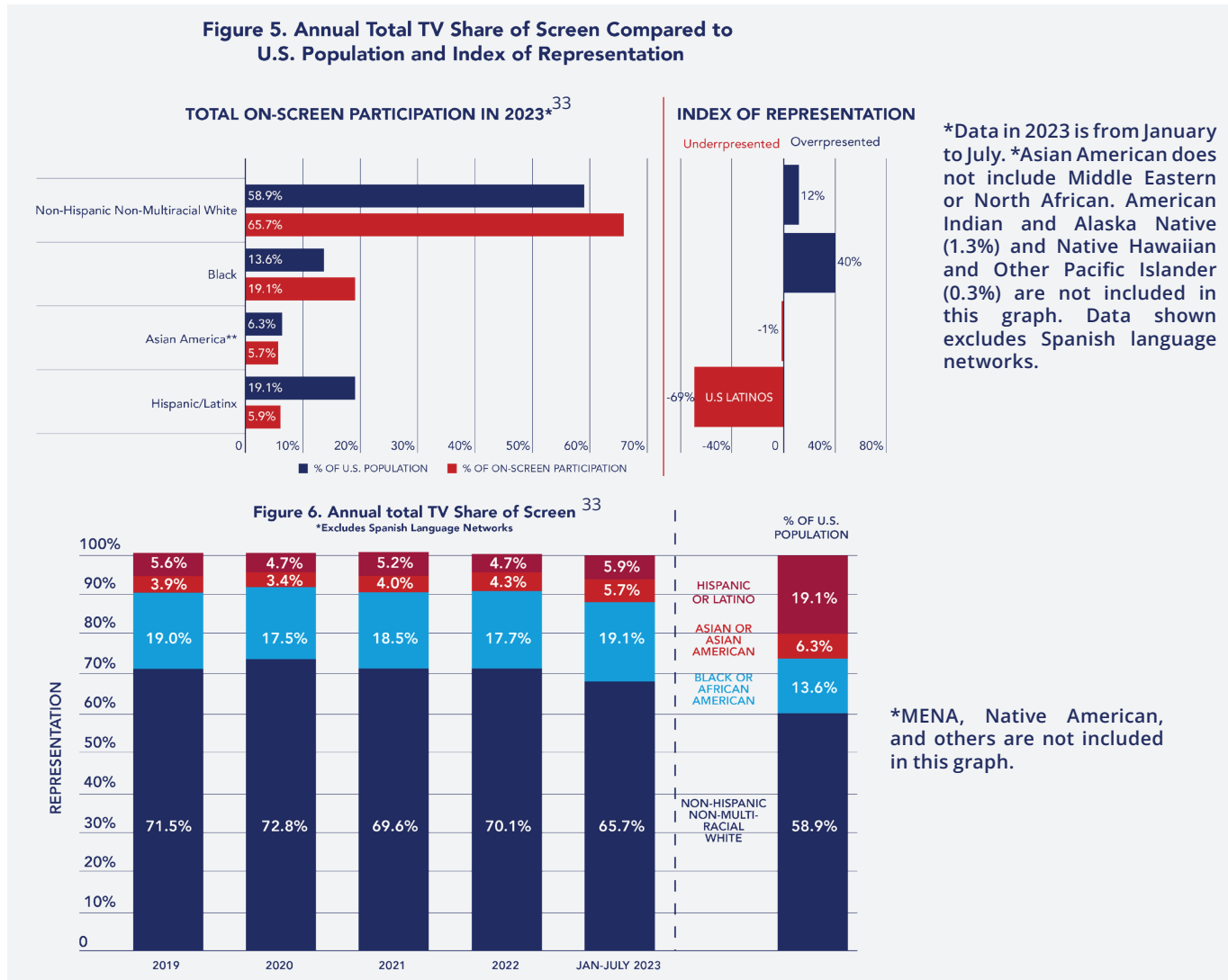
³⁰ Cooper, “Representation Project,” 4.

³¹ Deo, “Why BIPOC Fails,” 128.

Understanding the U.S. Latino Reality Requires U.S. Latino Segmentation

Only by segmenting U.S. Latinos as an independent category can we get an authentic look at the true state of Latino representation in U.S. English-language media. We cannot have a clear picture of the actual state of proportional segmentation in the media without segmenting each demographic group. Therefore, it is imperative to analyze each group independently. In its 2023 report, “Being Seen on Screen: The State of Diverse Representation on TV,” Nielsen examined diverse representation across broadcast, cable, and subscription video on demand (SVOD). Their findings reveal that while *some* groups are at parity or overrepresented, U.S. Latinos continue to be underrepresented across all platforms.

The most recent numbers shared with LDC show a similar trajectory. The representation of other groups continues to increase, while Latinos—the *largest* ethnic and sociocultural group in the United States—are consistently and egregiously excluded across all media platforms (see Figures 5 and 6).



³² Nielsen et al., “Being Seen on Screen: The State of Diverse Representation on TV,” Diverse Intelligence Series, January 2023.

³³ Source: Nielsen.

Their results show that Blacks, who represent 13.6% of the U.S. population, have seen a significant increase in media representation across all platforms. Latinos, who comprise 19.1% of the U.S. population, have seen minimal change in their glaring **under**representation. According to Nielsen, Latinos were 63% **under**represented across all platforms in 2023.

In other words, **zero platforms represent Latinos anywhere near their proportional segmentation.** ZERO. This fact is obscured when the umbrella terms POC and BIPOC are used to assess media representation. Their indiscriminate use contributes to the underrepresentation of Latinos.

To be clear, we applaud and celebrate the efforts of our Black brothers and sisters. They deserve representation. U.S. Latinos have no intention of taking anything away from other groups; they want to highlight the fact that they are being left behind. Their goal is to expand the pie to achieve proportional representation for their community, not to take a piece of the pie away from anyone else. The good news is that Hollywood has shown us that representation can be achieved with other groups and, therefore, can do the same for Latinos. To do so, requires accurate segmentation.

Other Failures of Using the Terms POC and BIPOC

Hiding Latinos by using these umbrella terms has HUGE implications for **job opportunities** and **resource allocation**. This is because when Latinos are not visible, it creates the false image that they do not exist and, by extension, do not contribute to society in any significant way. This false logic is then used as a justification to exclude them from media representation, job opportunities, and resource allocation. Instead, resources are diverted away from U.S. Latinos and allocated to those groups that are visibly foregrounded. The use of the terms POC and BIPOC when referring to Latinos therefore has harmful material consequences for the U.S. Latino community.

Another failure of the use of these terms is that **they obscure Latino contributions to Hollywood**. As mentioned above, although Latino-led projects are consistently underrepresented in both film and television, they have produced some of the biggest box office hits of the 2022–2023 season.

It is crucial to emphasize that these **box office hits are Latino-led**. This specificity is good for business. It helps guide C-suite decision-makers and other resource allocators looking to maximize their profit margins. Using the terms POC or BIPOC diminishes the contributions and fiscal importance of Latinos, which contributes to their underrepresentation. As a result, **a lot of money is left on the table**.

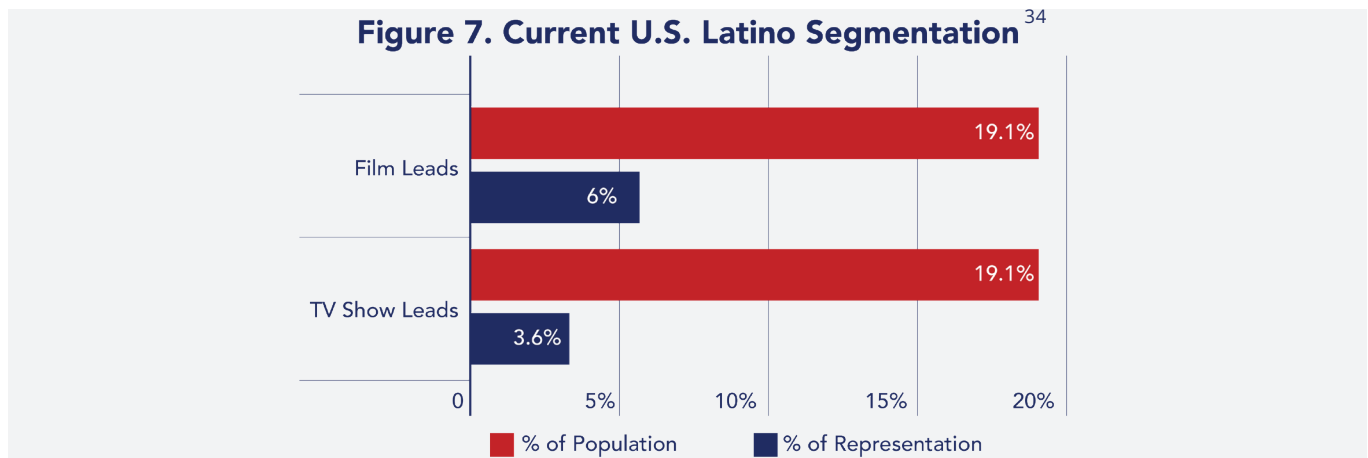
If recent Latino-led projects have produced some of the biggest box office hits despite their glaring underrepresentation, then the potential revenue by including U.S. Latinos in their 19.1% proportionate segmentation is HUGE. This is what we mean when we say that **Latinos grow the pie for everyone**.

Again, it is important to underscore that **the negative impact of the use of the terms POC and BIPOC on the U.S. Latino cohort is not exclusive to Hollywood**. We see how **their use serves to devalue and erase Latinos across all industries**. Using these umbrella terms leads to research that yields false positives for the Latino cohort, which is taken up as justification for their exclusion from media representation, executive suites, boardrooms, and other key roles with real decision-making power. Not only is this unacceptable, but it is also not good for business.

CONCLUSION

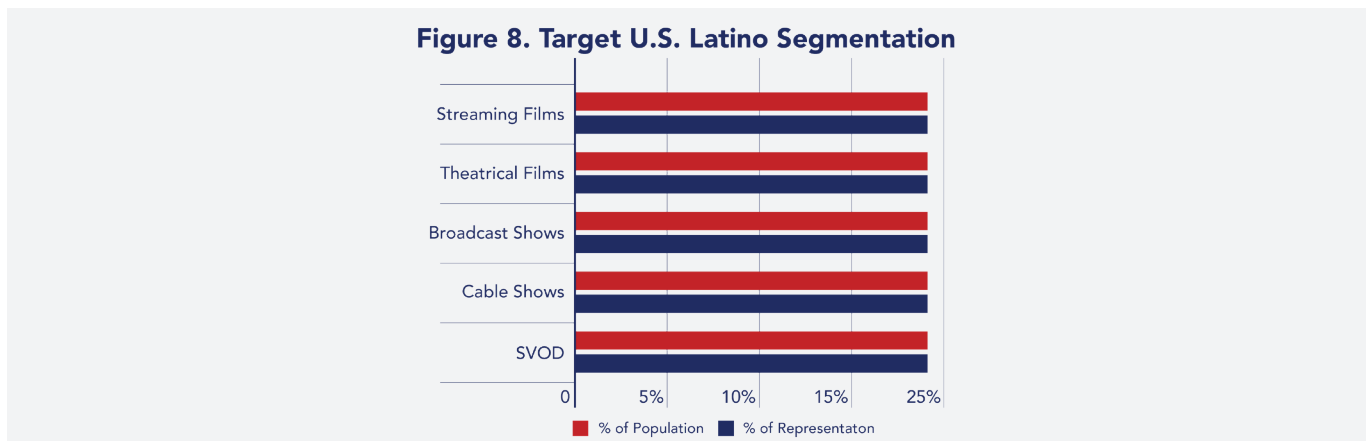
This white paper has taken a close, fact-based look at how the imprecise racial categories of POC and BIPOC used in media research and reporting erase, and thus harm, U.S. Latinos. The indiscriminate use of umbrella terms constructs a deceptive narrative about the actual uneven state of media representation. When Latinos are folded into these terms, over 19% of the U.S. population is erased. This creates the false impression that Latinos are represented at or above parity with other groups within the POC or BIPOC categories, but nothing could be further from the truth.

These umbrella terms support the distorted claim that the work necessary to achieve proportional segmentation in some media arenas is complete. More precise terminology, however, reveals a more accurate Latino reality in TV and film:



When we take a closer look at individual demographic groups, the consistent underrepresentation of U.S. Latinos becomes clear: only 3.6% of TV leads and 6% of film leads in English-language media are Latino.³⁵ **Zero legacy media outlets represent Latinos at parity.** ZERO. Using the terms POC and BIPOC hides this fact and actively works *against* efforts to achieve actual parity.

Given their current share of the total U.S. population in 2023, the proportional segmentation of U.S. Latinos should look like Figure 8. Anything less is unacceptable.



The use of the terms POC and BIPOC also indicates a lack of engagement with, and thus a disregard for, the U.S. Latino community. It diverts our attention from the tremendous amount of work that still needs to be done to achieve true proportional segmentation for U.S. Latinos. This is detrimental to all stakeholders.

Young consumers are increasingly looking for authentic content that reflects their reality. All industries, including entertainment, must recognize that failing to include Latinos will result in losing viewers to more inclusive platforms such as TikTok and YouTube. As the Latino audience continues to expand, advertisers should align themselves with this growing market.

³⁴ Source: Nielsen.

³⁵ "2023 LDC U.S. Latinos in Media Report."

RECOMMENDATIONS

To guide industry leaders and the general public, the LDC has formulated the following series of key recommendations:

For decision-makers and media industry leaders,

- Analyze group representation individually, and avoid broad terms such as “BIPOC” or “POC.”
- Boost Latino presence on screen to capitalize on untapped potential. Remember, Latino content sells globally!
- Use *LDC U.S. Latinos in Media Report* as a performance benchmark to track your performance and that of your team in creating accurate U.S. Latino representation in content and consumer campaigns.
- Access The Source, The Latino Talent Database for Hollywood, to improve the casting and hiring of qualified Latino talent. Combat the misconception that there is “no Latino talent.” Visit thesourcedatabase.org.
- Engage U.S. Latino leaders in your C-Suite and give them the authority to develop authentic content.
- Join our LDC Advisory Network to connect with many Latino and non-Latino leaders who are committed to creating a powerful, fact-based, dignified, and profitable Latino narrative.
- Contact info@latinocollaborative.org for more information.

If you are an advertiser,

- Invest in media platforms that understand and have empowering content for Latinos in the English language. Remember that 84.4% of U.S. Latinos speak English, and 90% of young Latinos are U.S.-born, making English their first language. ³⁶
- Let the media know that you will put your money where the market is.
- Advertise with content that reflects authentic U.S. Latino experiences, moving beyond limiting stereotypes that reduce content reach.
- Showcase Latino talent in your ads. 63% of Latinos expressed a preference for brands that feature people like them in their advertising. ³⁷
- Include U.S. Latino creative talent in mainstream content.
- Join our LDC Advisory Network to connect with leaders dedicated to shaping an authentic, impactful, and cost-effective Latino narrative. Reach us at info@latinocollaborative.org.

For our Latino community,

- Demand segmentation that clearly prioritizes and celebrates our Latino histories, distinctiveness, and contributions beyond stereotypes.
- Leverage the power of your remote and your wallet. Support content that highlights positive Latino talent that authentically resonates with your experiences, successes, and challenges, as well as those of your family and friends, in a dignified way.
- Become aware of the consequences of subsuming Latinos under POC and BIPOC terms. This erasure shapes global perceptions of U.S. Latinos and has physical, material, and economic consequences. This erasure also penetrates the psyche and shapes Latino identity, meaning, and sense of belonging.
- Register on our website to receive the LDC newsletter.
- Spread the word! Our free reports are available for download on the LDC website (www.latinodonorcollaborative.org).
- Use our reports, distribute our infographics, and be a community ambassador and spokesperson.
- Your voice has influence; express it with confidence.

METHODOLOGY

Methodological toolkit:

The methods used in this work are textual and data analysis. Texts can be defined in the broadest sense, as they “appear in a myriad of interconnected forms.”³⁸ In this work, we analyzed publicly available works, academic literature, online newspapers, websites, platforms, datasets, infographics, and other data visualizations.

Our analytical toolkit for reading texts includes close reading, thick description (cultural context), distant reading, and semiotics.³⁹ This approach recognizes that in order to understand a text, one can neither decontextualize nor ignore nuance by privileging distant reading, as they are mutually constitutive.

³⁶ Language & Race. United States Census Bureau. 2022. <https://data.census.gov>

³⁷ Nielsen, “Hispanic Audiences,” <https://www.nielsen.com/insights/2023/hispanic-audiences-in-focus-trust-in-media-the-key-factor-driving-the-shift-to-streaming/>.

³⁸ Philip J. Deloria and Alexander I. Olson, *American Studies: A User’s Guide* (Oakland, California: University of California Press, 2017), 131.

³⁹ Deloria and Olson, chap. 5.

ABOUT THE AUTHOR

RL Nuñez Villanueva is a Ph.D. candidate in the Department of Information Studies at UCLA while earning her certification in Digital Humanities. She has published in *InterActions: UCLA Journal of Education and Information Studies* (2019) and is a contributing author to *The Gig Economy: Workers and Media in the Era of Convergence* (2021). Ms. Nuñez Villanueva has presented her research at Monash University's CIRN conference in Italy (2023), the Global Perspectives on Platforms, Labor, and Social Reproduction conference at the University of Amsterdam (2023), Universitat Oberta de Catalunya's DigiLabour "The Future of the Platform Economy and Platform Work" Ph.D. symposium (2021), the "AI Infodemic: Interrogating Algorithms of Information Seeking" guest speaker series at the University of Illinois Urbana-Champaign (2021), the Union for Democratic Communications Project Censored conference (2019), and the International Network on Digital Labour in Paris (2019), among others. She holds a BA in English Literature with a creative writing emphasis (UCLA 2016, *summa cum laude*, and departmental highest honors). She is also an entertainment media professional with a 20+ year career in Hollywood's film, television, voice (radio, animation, gaming), and digital media industries.

