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Metamorphosis



Communication Maps to a Multiethnic City

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 all of 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 welfare of families with young children. 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
- Infant and child nutrition projects
- Community events
- Universal access to preschool
- New policies or regulations
- Health resources and services

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

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Hispanic Residents of Glendale:

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

| | |
|-----------------------|------|
| Mainstream TV | 31%* |
| Geo-ethnic TV | 27% |
| Mainstream Newspapers | 25% |
| Interpersonal | 25% |

Armenian Residents of Glendale:

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

| | |
|-----------------------|-----|
| Geo-ethnic TV | 30% |
| Mainstream TV | 30% |
| Interpersonal | 19% |
| Mainstream Newspapers | 12% |

STUDY ID:

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 = 2,852) 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.

Korean Residents of Koreatown:

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

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|-----------------------|-----|
| Geo-ethnic Newspapers | 59% |
| Geo-ethnic TV | 37% |
| Mainstream TV | 31% |
| Geo-ethnic Radio | 28% |

Anglo Residents of the Westside:

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

| | |
|-----------------------|-----|
| Mainstream Newspapers | 62% |
| Mainstream TV | 42% |
| Interpersonal | 37% |
| Geo-ethnic TV | 12% |

African American Residents of Greater Crenshaw:

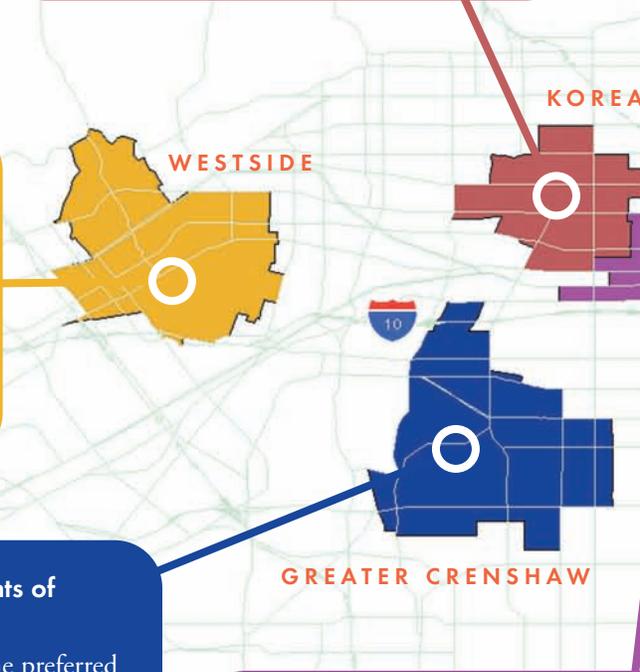
Mainstream television (46%) is the preferred option that might be used in combination with interpersonal communication (40%).

| | |
|-----------------------|-----|
| Mainstream TV | 46% |
| Interpersonal | 40% |
| Mainstream Newspapers | 27% |
| Geo-ethnic Newspapers | 19% |

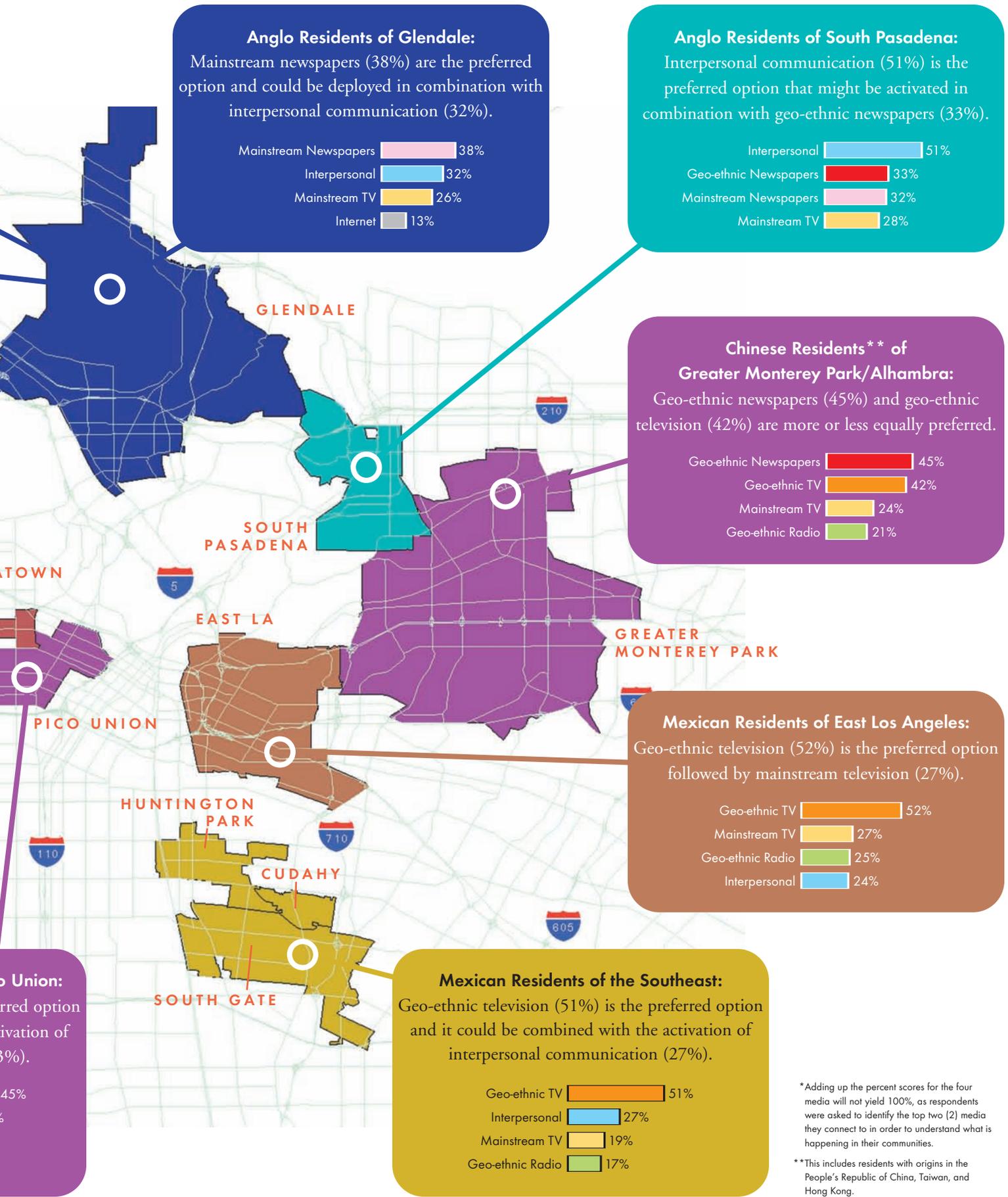
Central American Residents of Pico:

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

| | |
|-----------------------|-----|
| Geo-ethnic TV | 45% |
| Interpersonal | 33% |
| Mainstream TV | 19% |
| Geo-ethnic Newspapers | 17% |



TOP OF WHAT'S GOING ON IN THEIR COMMUNITY?



*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.

WHAT IS THE METAMORPHOSIS PROJECT?

The 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 have something to contribute to policymakers and practitioners trying to bring about social change.

The Metamorphosis Project—Transforming the Ties that Bind, the full name of the endeavor, was officially launched in 1998 at the Annenberg School for Communication, University of Southern California (USC). A few years later, Metamorphosis became a research partner with First 5 LA.

Created in 1998 by a voter initiative, First 5 LA uses tobacco tax revenue to fund a variety of early childhood development programs to children from the prenatal stage to age 5 and their families in Los Angeles County.

Metamorphosis asks:

- How can people build a sense of community that cuts across lines of race and ethnicity?
- How can residents come together to solve common problems?

WHO AND WHAT DOES THE METAMORPHOSIS PROJECT STUDY?

We study ethnic areas of Los Angeles. So far, we've studied the following groups:

- African-Americans in the Greater Crenshaw area
- Anglos on the Westside and in South Pasadena
- Chinese in the Greater Monterey Park area
- Koreans in Koreatown
- Hispanics in East L.A., Pico Union, and the three Southeast cities of Huntington Park, South Gate, and Cudahy
- Anglos, Hispanics, and Armenians in Glendale.

Currently, we are on the cusp of launching a second study in Crenshaw, this time focusing on both African-Americans and Hispanics.

WHAT ARE THE GOALS OF THIS PART OF THE METAMORPHOSIS PROJECT?

- To present a complete multiethnic communication map to help those who want to most effectively communicate with these diverse populations. Our research helps people to know how to best reach particular communities.
- To show the advantages of studying all the media connections people use in the course of everyday life. Where are ethnic media popular? Who prefers mainstream media? Knowing the answers to these questions helps researchers, activists, and policymakers to be more effective in helping families and children living in these areas.

But this is only one piece of the Metamorphosis Project. We continue to research many aspects of life in Los Angeles—the role of the Internet in everyday life, the availability of quality local goods and services, feelings of fear and comfort, the major problems facing families with children, how strongly people feel like they belong to their community, and a variety of other crucial issues.

We plan to add more study areas and ethnic groups to our analysis in the future. Stay tuned for the next brochure, which will tell you how residents of these communities get information to make decisions about the products they buy.



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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 The Metamorphosis Project via e-mail at meta@metamorph.org or via telephone at (213) 740-1260.

You may also contact First 5 LA at (213) 482-5902 or at the following address:
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