

UC Berkeley

Recent Work

Title

Upward Mobility: How mobile is shaping the lives of Latinos in the U.S.

Permalink

<https://escholarship.org/uc/item/5nq3p574>

Author

McClure, Sarah Yolanda

Publication Date

2015-07-10

Supplemental Material

<https://escholarship.org/uc/item/5nq3p574#supplemental>

Sarah Yolanda McClure
UC Berkeley Graduate School of Journalism
May 2015

Upward Mobility:
How mobile is shaping the lives of Latinos in the U.S.

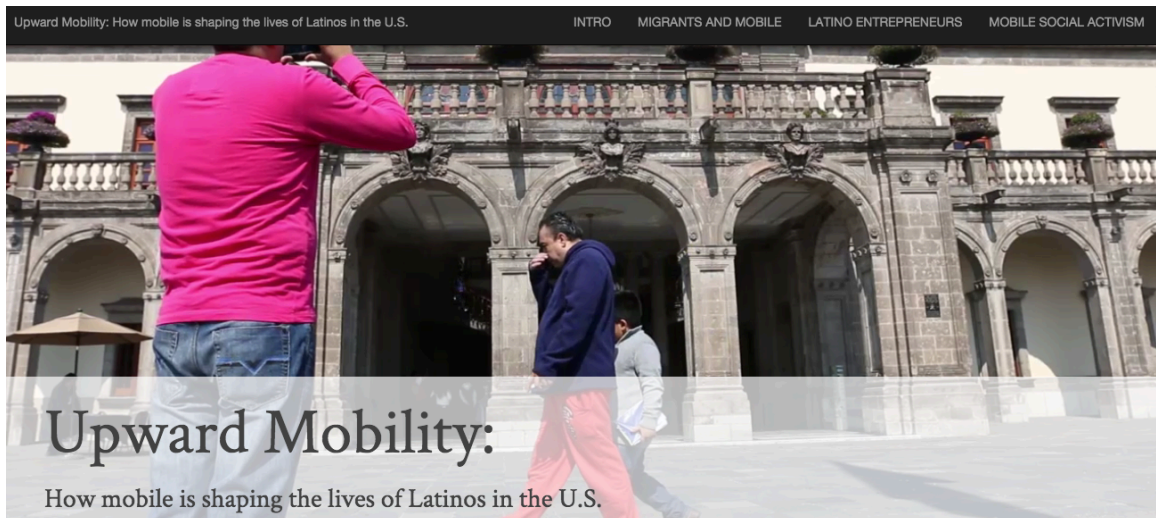
Abstract

Today in the United States, Latinos are adopting and using mobile devices faster than any other demographic. Data usage is higher among Latinos compared to the national average. Nearly three in four Latinos in the U.S. own smartphones—10 percent higher than the national average. By 2017, one out of five smartphones and tablets will be purchased by Latinos. Every month, they spend 8-plus hours watching videos on their small-screen devices—90 minutes longer than the national average.

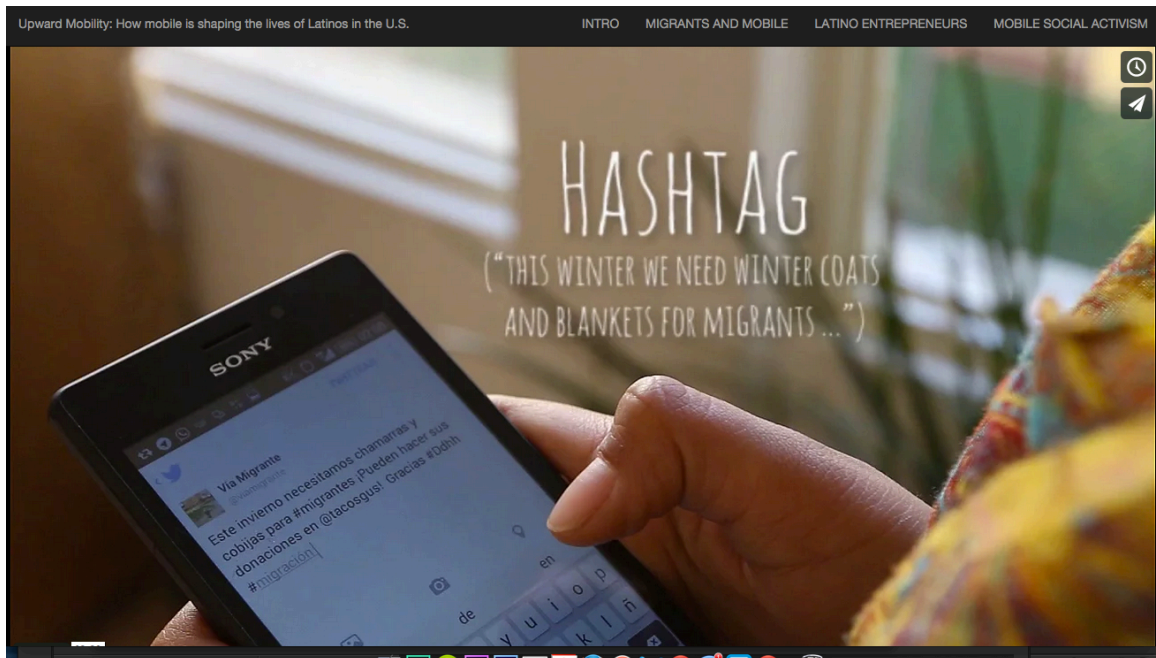
Latino digital consumers are "poised to continue expanding [their] digital influence in the next few years," according to Nielsen's [Digital Consumer Report](#), released last year.

This project explores how mobile technology is shaping the lives of Latinos in the U.S.: from empowering migrant workers, whose phones improve access to information about their rights in the workplace, to the rise of Latino entrepreneurs who are using mobile to create their businesses, and to social activists who use social networks to expand their cause across national borders. Each chapter, including "Mobile is empowering Latino migrants in the U.S.," "Mobile gives rise to Latino entrepreneurs" and "Mobile fosters cross-border social activism" explore how these groups are tapping into Latino Americans' "mobile fluency" in smartphone adoption and usage that surpasses all other demographics in the United States.

Keywords: mobile, latinos, migrants, mobile technology, entrepreneurs, social activist, mexico, U.S., cross-border

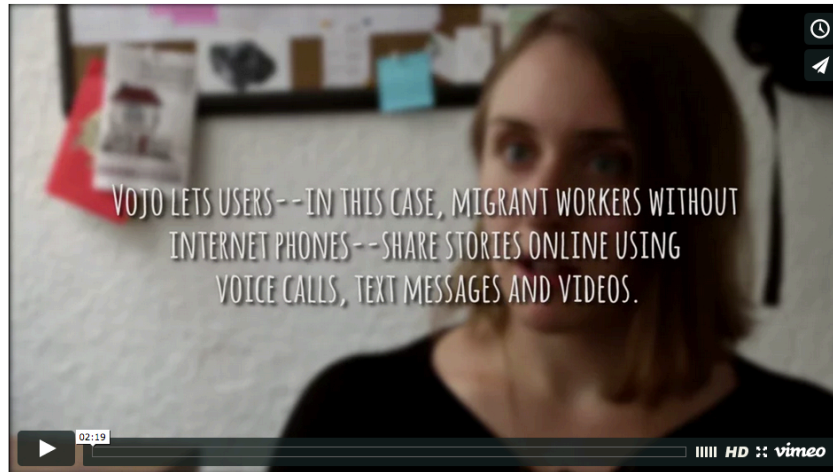


Today in the United States, Latinos are adopting and using mobile devices faster than any other demographic. Data usage is higher among Latinos compared to the national



employers \$2,000 for a visa that turned out to be fraudulent.

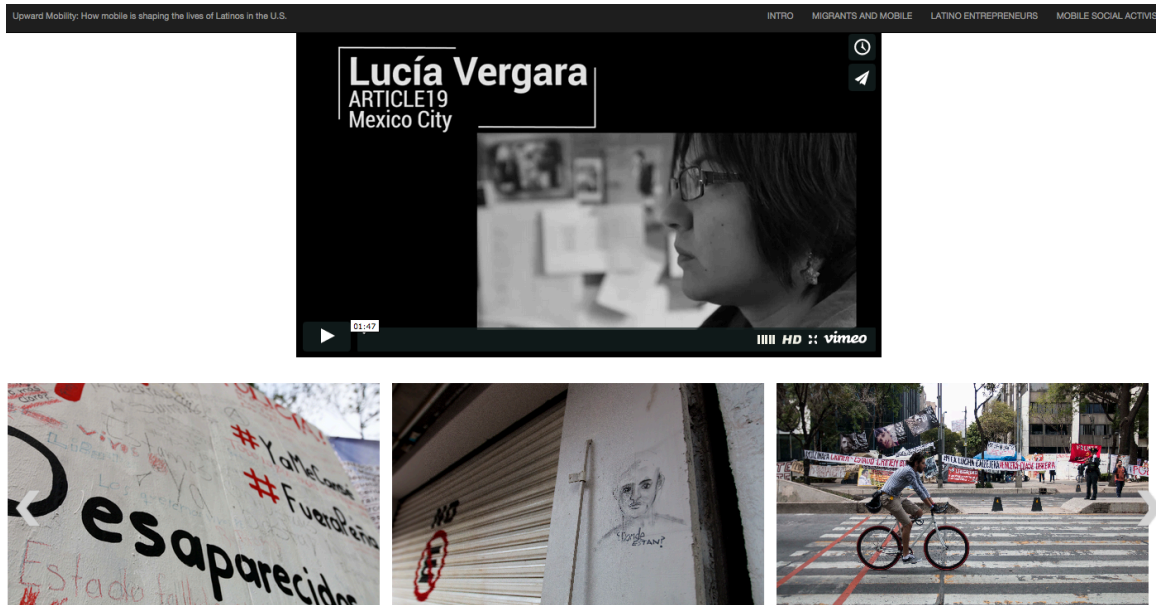
Migrants also learn about their rights through the site's audio "novelas," which share information on how to avoid fraud, identify discrimination and negotiate fair wages.



Many made deals with people who are said to be the end users of the technology.



Launched in 2014, Washio is available across the U.S. and has raised more than \$13 million, including from investors like actor Ashton Kutcher, and has been featured in NPR, CBS News and The Washington Post.



Source List

Vergara, Lucía. "Vía Migrante." Mexico City. Interview. Video.

Farr, Sarah. "Center for Migrant Rights." Mexico City. Interview. Video.

Espinoza, Sarahí Salamanca. "DREAMers Roadmap." Palo Alto. Interview. Video.

Costanza-Chock, Sasha. "MIT Center for Civic Media." Skype Interview (Massachusetts).

Dulanto, Juan. "Washio." Santa Monica. Interview. Audio.

Fermen, Gabriel. "Vía Migrante." Migrant from El Salvador. Interview. Video.

Hernandez, Berfilio. "Vía Migrante." Migrant from Guatemala. Interview. Video.

Morales, Deyvid. "Derechos Herencia app." Interview. Phone.

Hernández, Adarely Ponce. Mexico. Interview. Phone.

Martin (anonymous last name). Mexico. Interview. Phone.

Melgoza, Cesar. "Geoscape." San Francisco. Interview. Audio.

"Digital Es Universal: How U.S. Hispanics Are Driving Growth In Digital." *NewsWire*. Web. 11 May 2015.

"Latinos Over-Index On Smartphone Use." *Mobile Future*. Web. 12 May 2015.

"Latinos Lead U.S. Smartphone Use." *Wall Street Journal*. Web. 12 May 2015.

IAB Mexico. "Mobile Ad Spend Study." 2014.

eMarketer chart. "Mobile phone Internet Users Worldwide, by Country." 2013-2018. December 2014.

"PaseLaVoz : Ultimos Retenes Policiales Reportados." PaseLaVoz : Ultimos Retenes Policiales Reportados. Web. 12 May 2015.

"Migrahack - Institute for Justice & Journalism." Institute for Justice & Journalism. Web. 12 May 2015.

"Home | Contratados." Home | Contratados. Web. 12 May 2015.

"Vojo | MIT Center for Civic Media." Vojo | MIT Center for Civic Media. Web. 12 May 2015.

"Hispanic Businesses & Entrepreneurs Drive Growth in the New Economy." Rep.: Geoscape, 2014. Print. 2nd annual report.

"Closing the Digital Divide: Latinos and Technology Adoption." Pew Research Centers Hispanic Trends Project RSS. Pew Research Centers Hispanic Trends Project RSS, 07 Mar. 2013. Web. 12 May 2015.

Dávila, Alberto. "Better Business: How Hispanic Entrepreneurs Are Beating Expectations and Bolstering the U.S. Economy - Partnership for a New American Economy." Partnership for a New American Economy. Partnership for New American Economy, 01 Apr. 2014. Web. 12 May 2015.

"Votolatino.com." Voto Latino, Web. 12 May 2015.

"Artículo 19 | La Defensa De La Libertad De Expresión E Información." Artículo 19 | La Defensa De La Libertad De Expresión E Información. Article 19, Web. 12 May 2015.