EL NUEVO NOTICIERO

MAPPING 4 INFORMATION ECOSYSTEMS FOR LATINOS ON YOUTUBE

HARMONYLABS

EQUIS LABS

CULTURAL ENGAGEMENT LAB

YOUTUBE RULES

YouTube is used by 81% of U.S. adults, and 85% of adults who identify as Hispanic, according to recent Pew Research. This makes YouTube the most commonly used online platform in the U.S., a hugely influential source for all types of information.

Since 2020, EquisLabs has monitored YouTube channels that traffic in polarizing content targeted at Latinos, in English and Spanish. In this project, EquisLabs and Harmony Labs worked together to understand the content ecosystems that a set of 47 YouTube channels exist within for Latinx YouTube audiences.

CHANNELS OF INTEREST

Starting with a list of more than 100 YouTube channels EquisLabs provided, we eliminated channels with no to low reach in Latino audiences, narrowing in on 47 channels of interest, which we used as "seeds" for our network analysis.

These channels carry different types of content, in Spanish and English. Fox News covers "the intersection of media, politics, technology, and culture, featuring analysis, commentary, and interviews with the newsmakers themselves"; whereas channels like Joe Rogan, Steven Crowder, Timcast, and Cubanos por el Mundo focus on influencer interviews, commonly referred to as "hot takes."

Fox News · Powerful JRE · Timcast · Cubanos por el Mundo · Ben Shapiro

StevenCrowder · BlazeTV · RT en Español · The Daily Wire · Blaire White

One America News Network · Paul Joseph Watson · The Officer Tatum · Conservative Twins

PragerU · Tim Pool · The Rubin Report · Hunter Avalone · Imagen Noticias

John Acquaviva · Glenn Beck · Project Veritas · TheDC Shorts · Carlos Garin VLOG

Fleccas Talks · Jordan B Peterson · INFORMATIVO G24 · Judicial Watch · RIMBEL35

Mundo Hispánico · RT en vivo · El Mundo · Liu Santiesteban · Eduardo Menoni

El Chapucero · American Thought Leaders · Rebel News · Turning Point USA · NOTA MEX

Documentales de RT · Chris Ray Gun · Nelsy Michael · El Nuevo Amanecer

Campechaneando · Diamond and Silk · SomeBlackGuy · Candace Owens

ONE LEITMOTIF...

Despite the varying viewpoints and different types of content presented on these channels, some consistent themes emerge and often recur. For instance, big government frequently appears as orchestrating the collusion of five additional antagonists intent on brainwashing, silencing, dividing and weakening "us." The presupposed "us" being everyday people like "you and me." These themes represent one leitmotif.

The Antagonists

BIG GOV

MAINSTREAM MEDIA	HOLLYWOOD	TECH	EDUCATION	PHARMA

Their Objective

BRAINWASH US	SILENCE US	DIVIDE & WEAKEN US

Key Topics

SECULARISM SOCIALISM	CANCEL CULTURE	GENDER FLUIDITY VICTIM CULTURE
MATERIALISM SCIENCE	SURVEILLANCE	CRT VACCINES

. . . WITH A LATIN TWIST

At home in the context of right-leaning politics, within these 47 channels of interest, this one leitmotif carries a distinctly Latin character. For example:

• Cuba and Venezuela are touchstones for fears around big government, socialism, the surveillance state, and the Black Lives Matter movement, portrayed as a Chivista paramilitary group.

• Critical Race Theory (CRT) appears as a means to further divide racially and ethnically diverse Latinos into distinct, surveillance-ready groups.

• Children of first-generation immigrant families occur as victims and potential sites for resistance to cultural cross-pressuring from schools, media, and government agencies.

Drew Hernandez

RobbyStarbuck

The Epoch Times en español

IDENTIFYING ONE AUDIENCE

So how do Hispanic YouTube audiences interact with these 47 channels?

To answer this question, we started with nationally representative opt-in media consumption panels. These panels give us visibility into the minute-by-minute media behaviors of over 300,000 people in the U.S. across desktop, mobile, tablet, and TV.

From these panels, we identified roughly 10,000 YouTube users who either self-identified as Hispanic or regularly consumed Spanish-language YouTube content at a rate of over 2% of their total YouTube consumption. This gave us a single Latinx YouTube audience to focus all our analysis on, with over 250,000 "days" of YouTube interaction, between January 1, 2020 and May 31, 2021.

SPANISH OR ENGLISH?

First, we found that a large majority of our Latino YouTube audience consumes at least some content in English.

Almost 75% of the audience is English-exclusive. This doesn't mean that they speak exclusively English, only that all the YouTube they consumed was in English.

Only about 2% of users were Spanish-exclusive, but over 25% consumed at least some Spanish-language content.
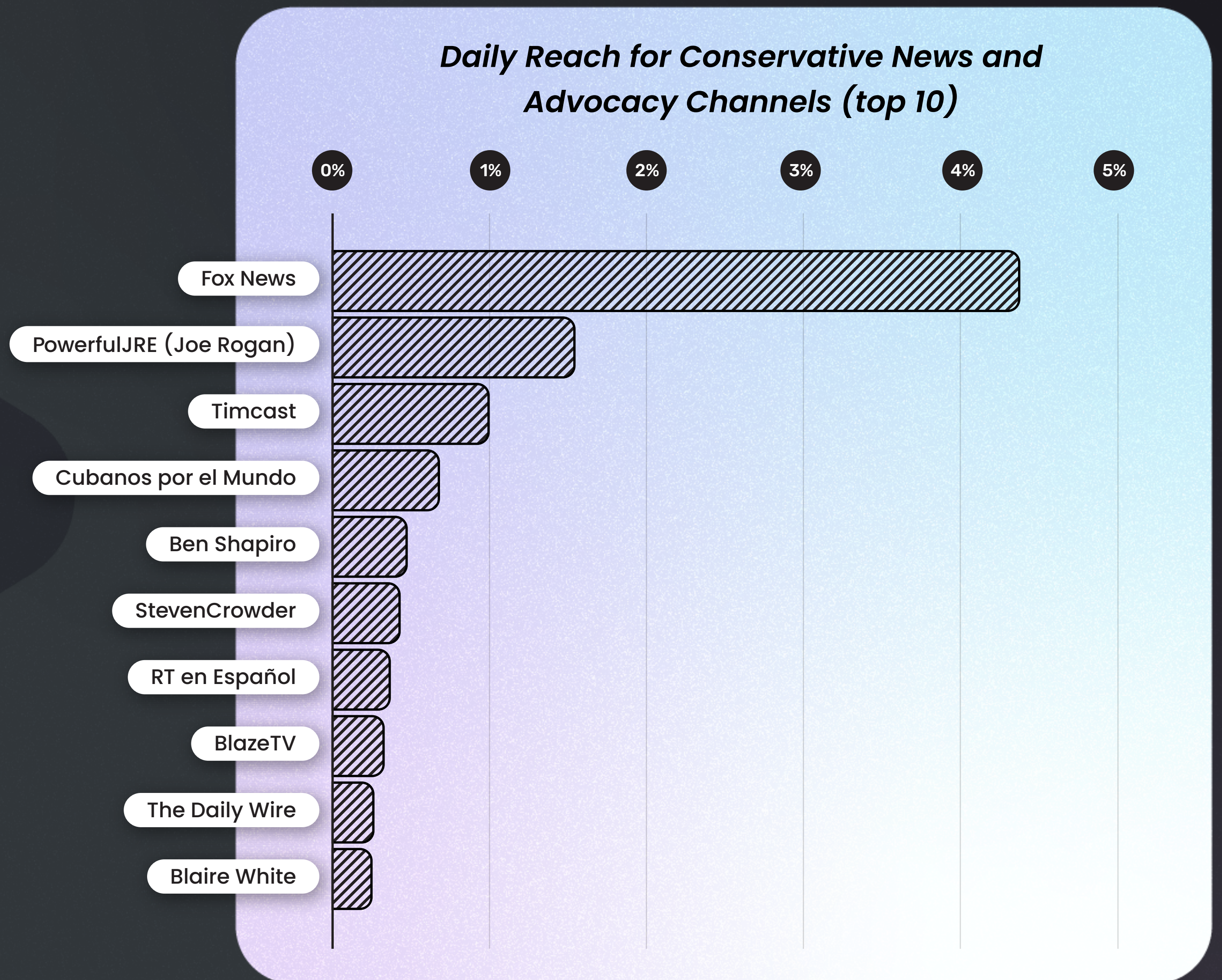

Spanish-language Content Consumption on YouTube

% of Latino YouTube Audience

75%

50%

25%

0%   25%   50%   75%   100%

% of content consumed in Spanish
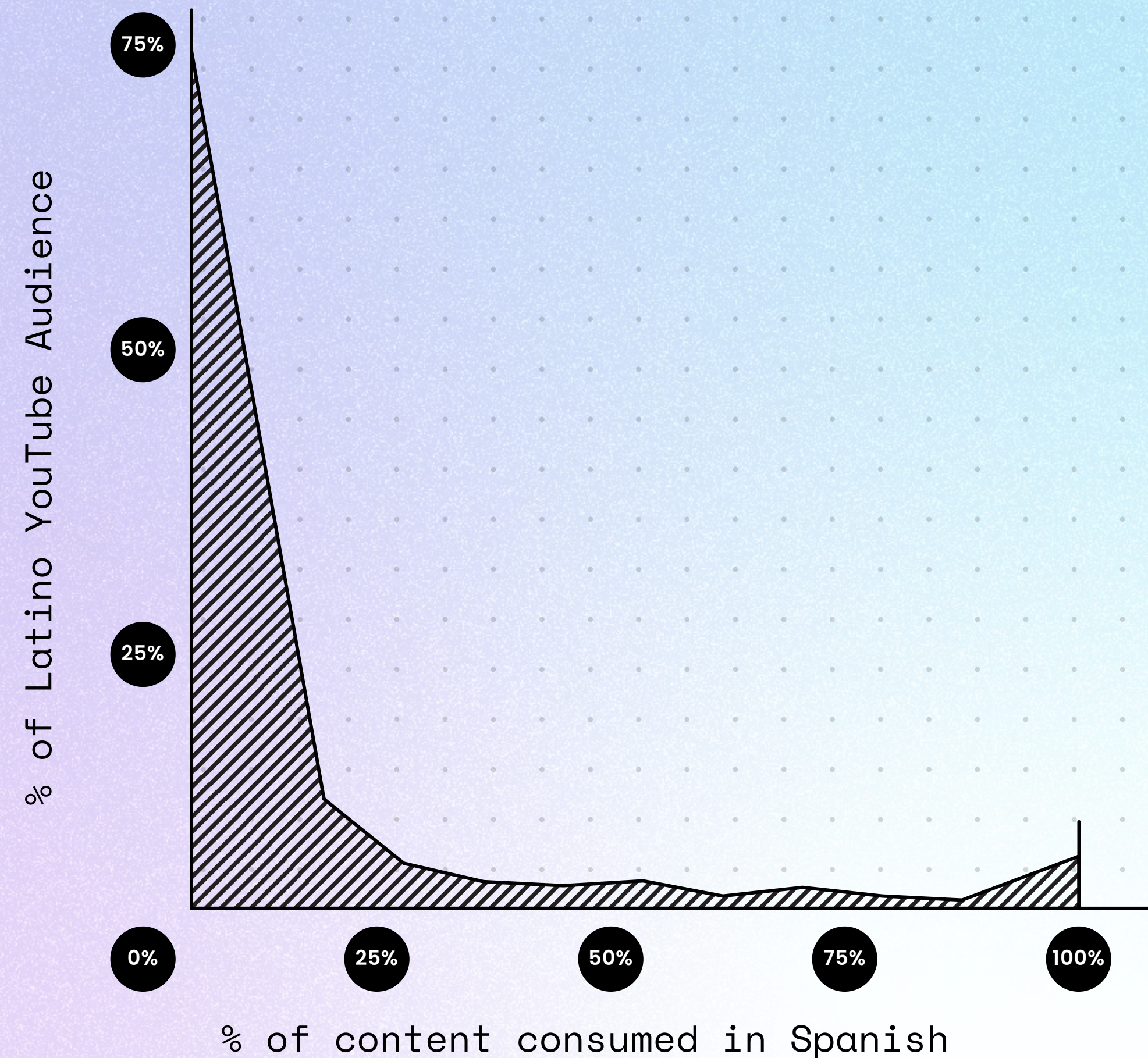
CHANNEL REACH

Second, we found significant differences in the average daily reach of each of our 47 channels. In the chart to the right are the top ten channels by average daily reach within our audience.

Not surprisingly, the channel with the highest average daily reach is Fox News. On any given day, 6 out of every 1,000 Hispanic audience members consume Fox News on YouTube.

Daily Reach for Conservative News and Advocacy Channels (top 10)

- Fox News
- PowerfulJRE (Joe Rogan)
- Timcast
- Cubanos por el Mundo
- Ben Shapiro
- StevenCrowder
- RT en Español
- BlazeTV
- The Daily Wire
- Blaire White

0% 1% 2% 3% 4% 5%

8

CHANNEL DEMOGRAPHICS

We looked at demographics for our Latinx audience and compared them to the demographics for Latinx audience members who regularly engaged with our 47 channels of interest. Engagement is defined as the average percentage of the daily audience that viewed a video from each channel.

In general, demographics for these two groups were similar, with three notable differences. Audience members engaging with these 47 channels tend to be older men who identify as both white and Hispanic versus just Hispanic.

All Latinx YouTube

47 Channels of Interest

1.00

0.75

0.50

0.25

0.00

Age 30+

Men

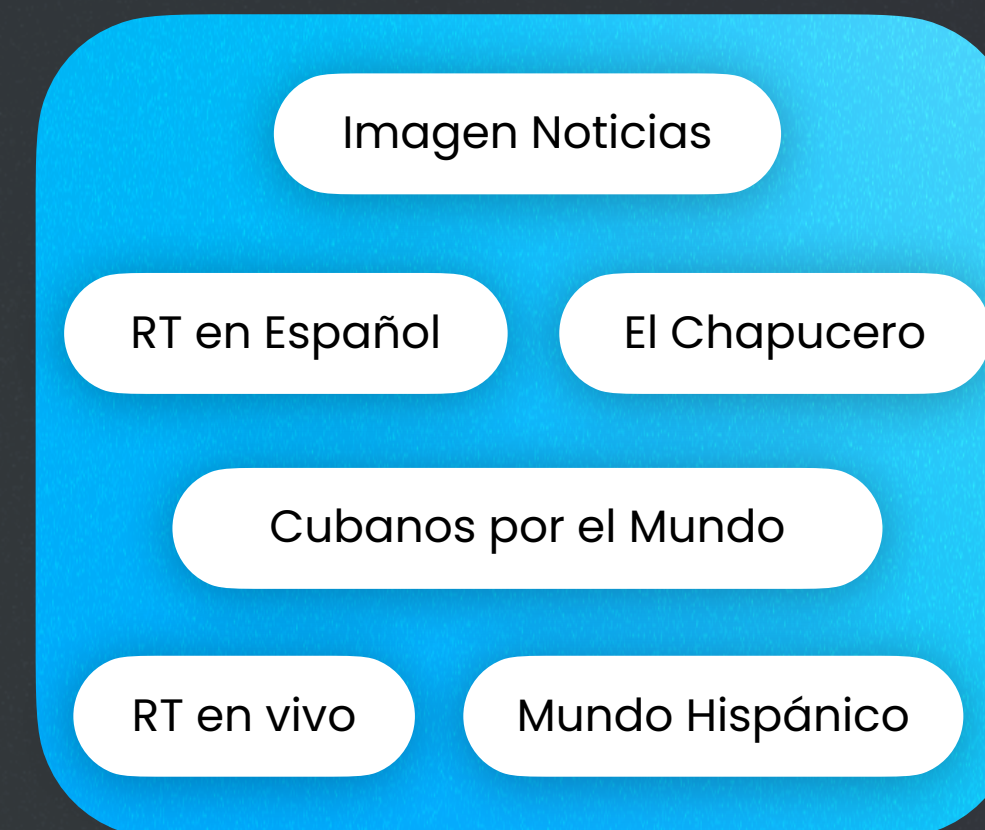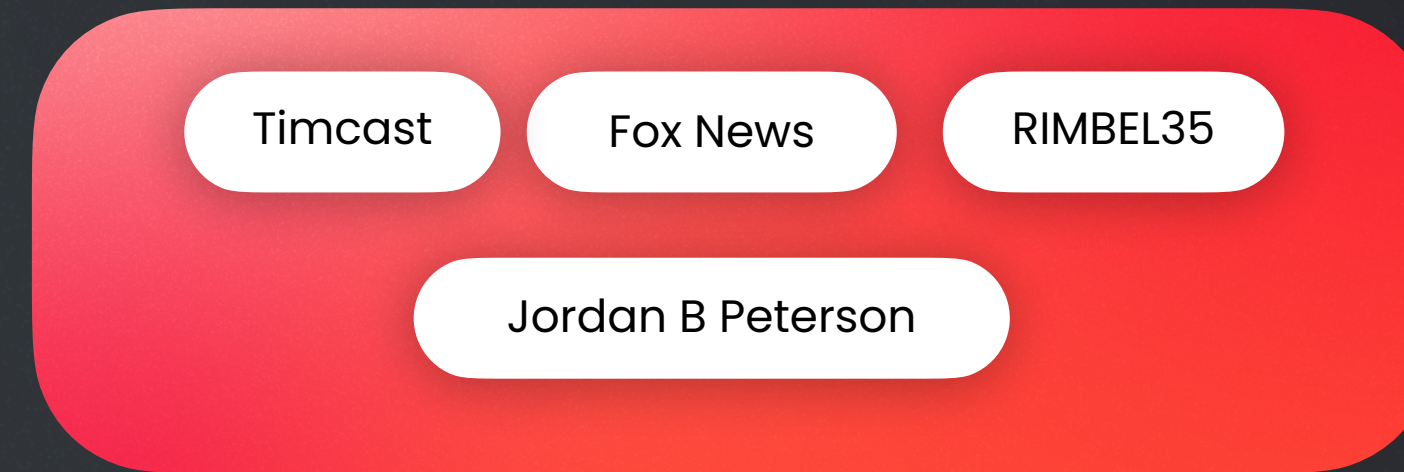White & Hispanic Identifying
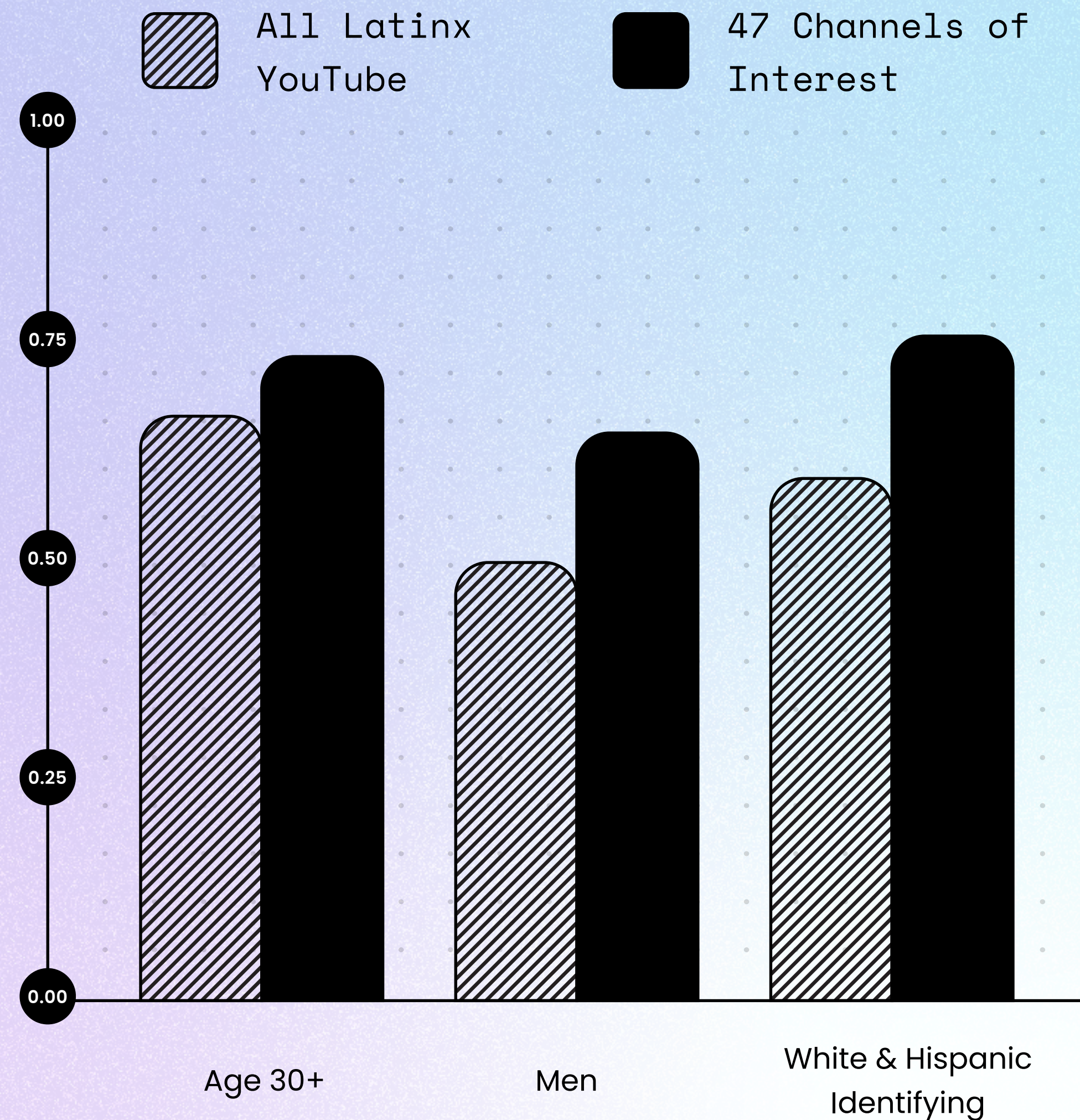
CONTENT ECOSYSTEMS

Next, we wanted to understand what other channels tended to associate with these 47 channels of interest. What content ecosystems do they exist within?

We identified the other channels audiences engaged with in addition to these 47 channels from January 1, 2020 to May 31, 2021. Then we located within this extended list those that tended to cluster together by audience interaction. We call these 4 clusters content ecosystems.

To the right we represent top channels from our 47 channels of interest by daily average reach and the ecosystems they exist within.

Timcast   Fox News   RIMBEL35

Jordan B Peterson

TheDC Shorts   Rebel News

The Daily Wire

American Thought Leaders - The Epoch Times

Imagen Noticias

RT en Español   El Chapucero

Cubanos por el Mundo

RT en vivo   Mundo Hispánico

PowerfulJRE

Blaire White

Chris Ray Gun
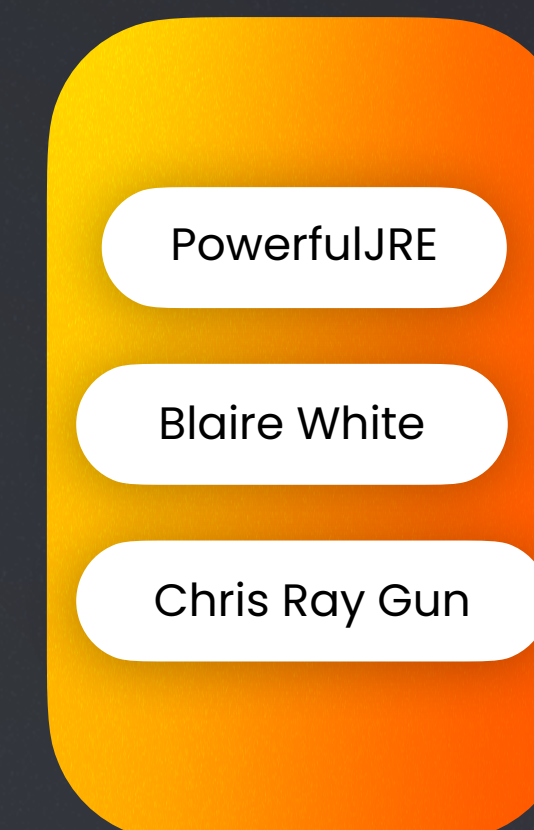
RIGHT HIVE
right-leaning niche news & advocacy

NEWS PLUS
mainstream news & political explainers

EN EXCLUSIVA
Spanish-language infotainment & news

FLEX
male-inflected "hot takes," fun & games

REACH, TOTAL & CHANNEL

Within our Latino audience, the FLEX content ecosystem has the highest average daily reach, followed by NEWS PLUS, RIGHT HIVE, and EN EXCLUSIVA.

We can also quantify the amount of reach enjoyed by our 47 channels of interest within each of these ecosystems. The highest channel reach content ecosystem is RIGHT HIVE, followed by FLEX, EN EXCLUSIVA, and NEWS PLUS.
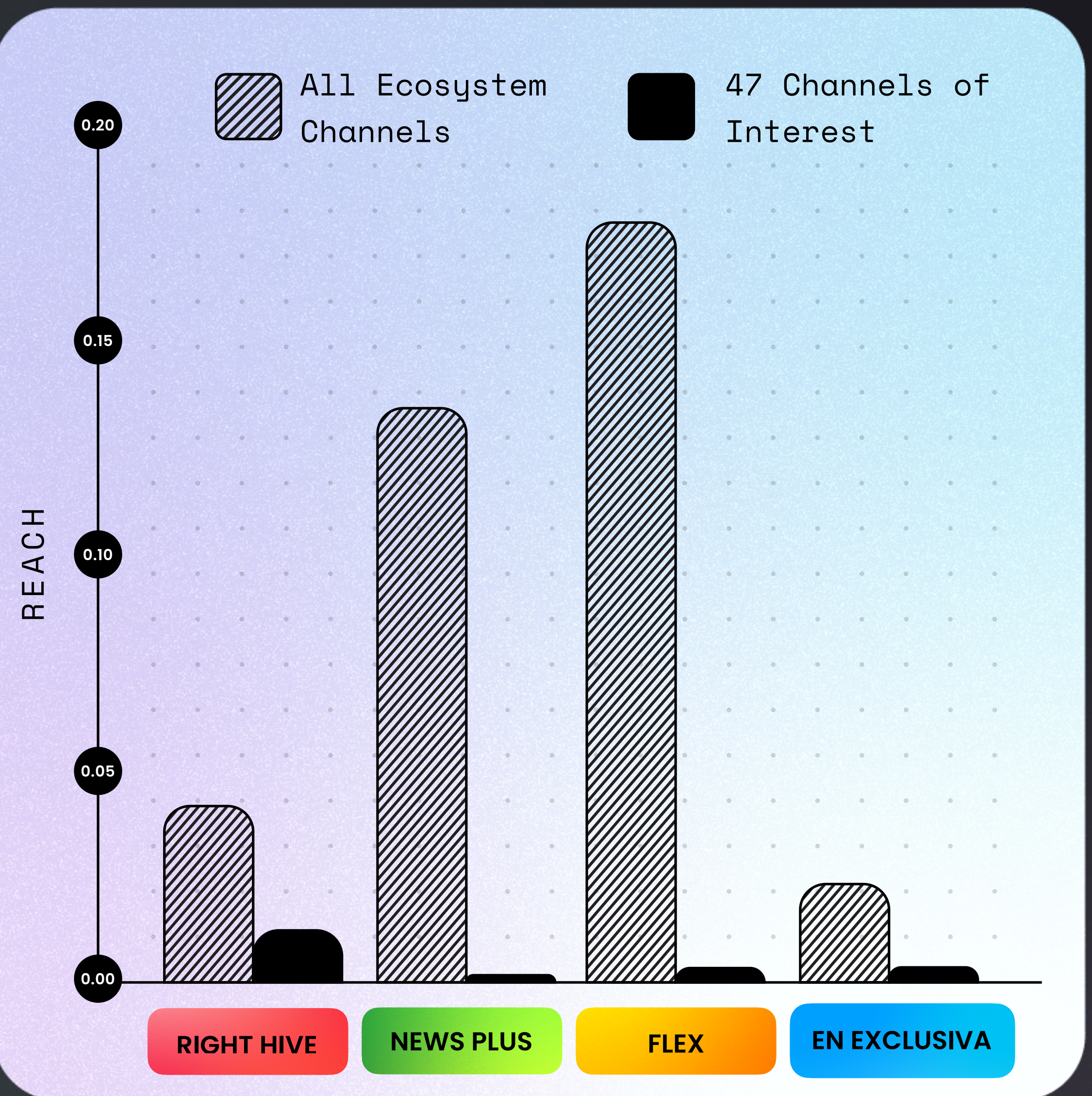
REACH AND RISK

The two reach measures on the previous slide suggest a way of thinking about reach and risk that may be useful.

High risk is an ecosystem that affords significant exposure to our 47 channels of interest.

Risk

Reach

RIGHT HIVE

EN EXCLUSIVA

FLEX

NEWS PLUS
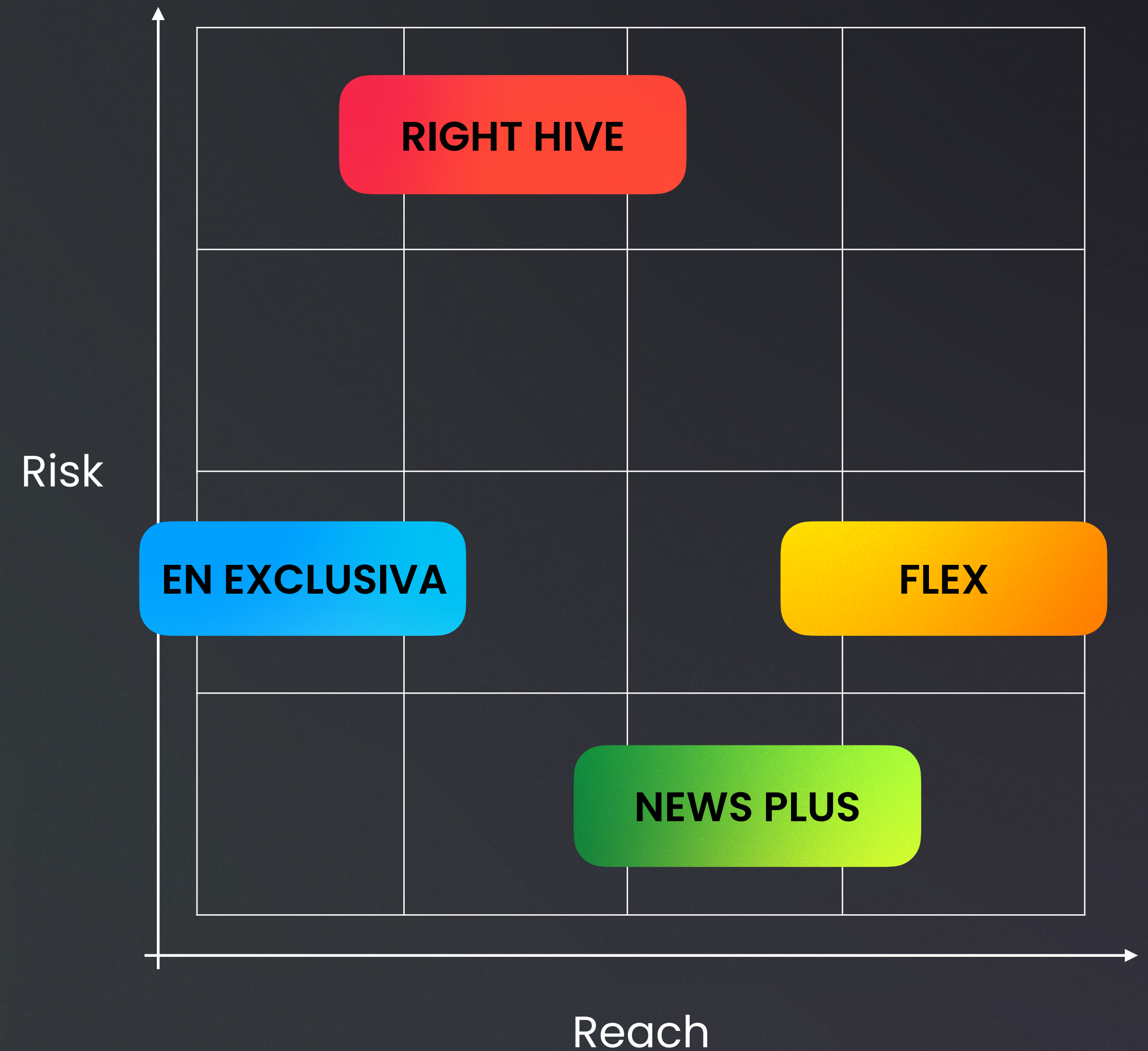
ECOSYSTEM DEMOGRAPHICS

Our four ecosystems tend to attract a fairly uniform demographic, with one exception. The FLEX ecosystem generally attracts a younger, more diverse audience.
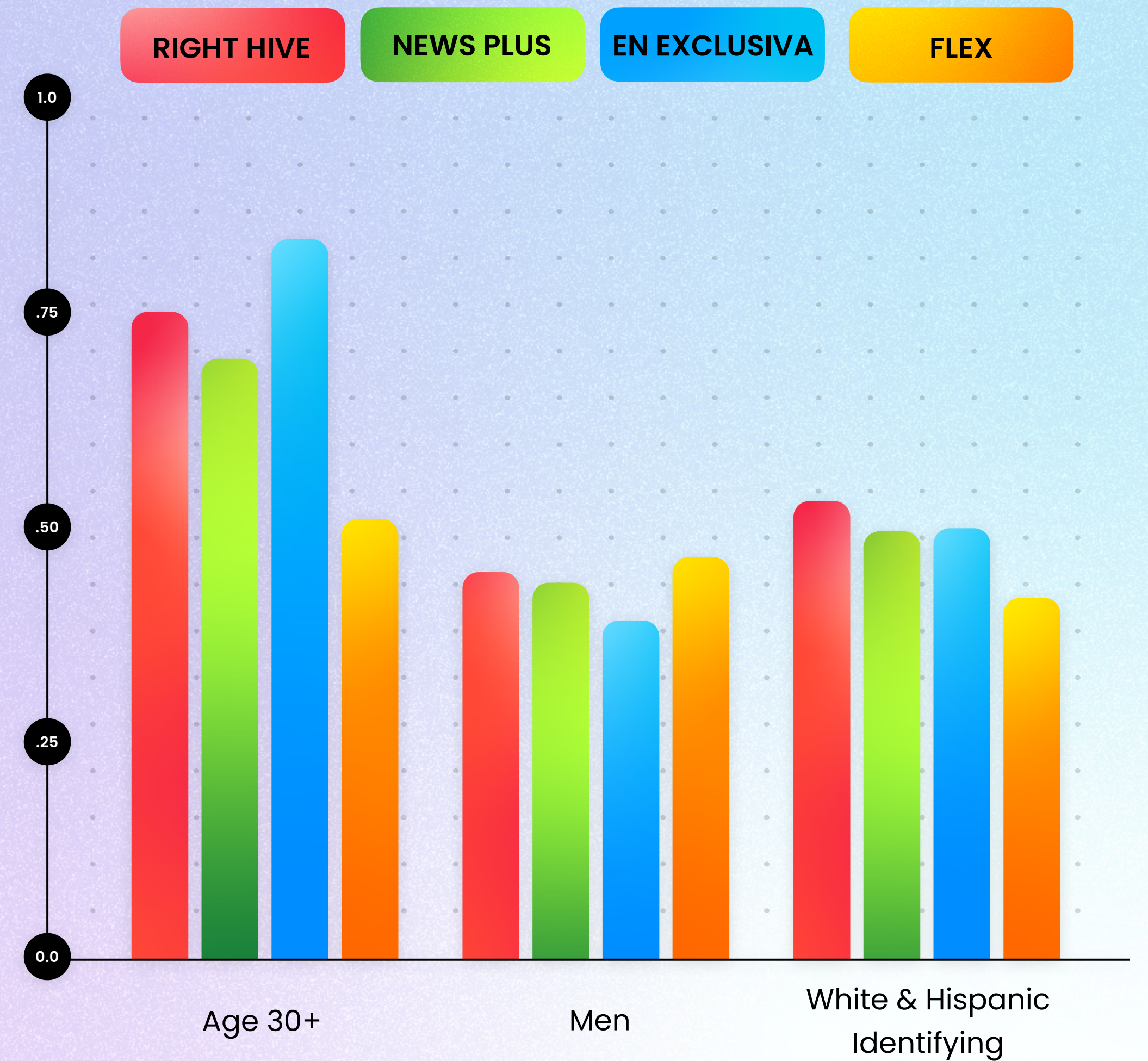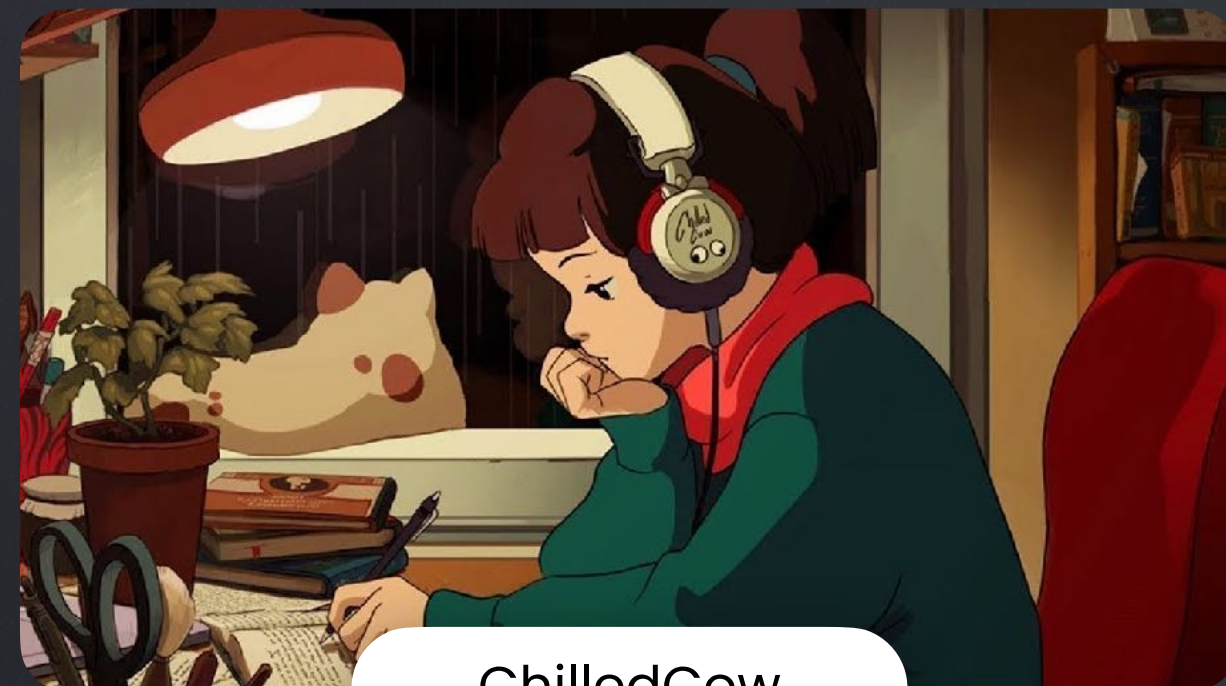
MUSIC

Music channels are extremely popular with our Hispanic audience. In fact, some of the highest reach channels for this audience were DisneyMusicVEVO, WORLDSTARHIPHOP, BillieEilishVEVO, and other music channels. Because none of our 47 channels of interest focused on music, we excluded it from our ecosystem analysis.
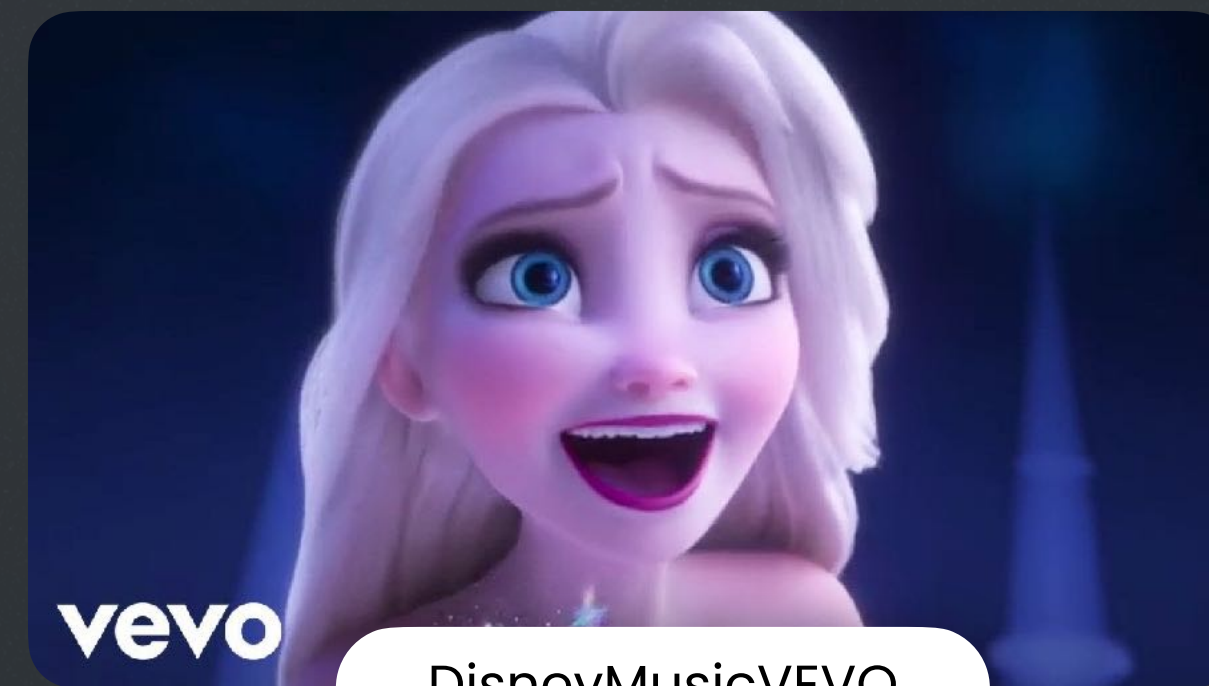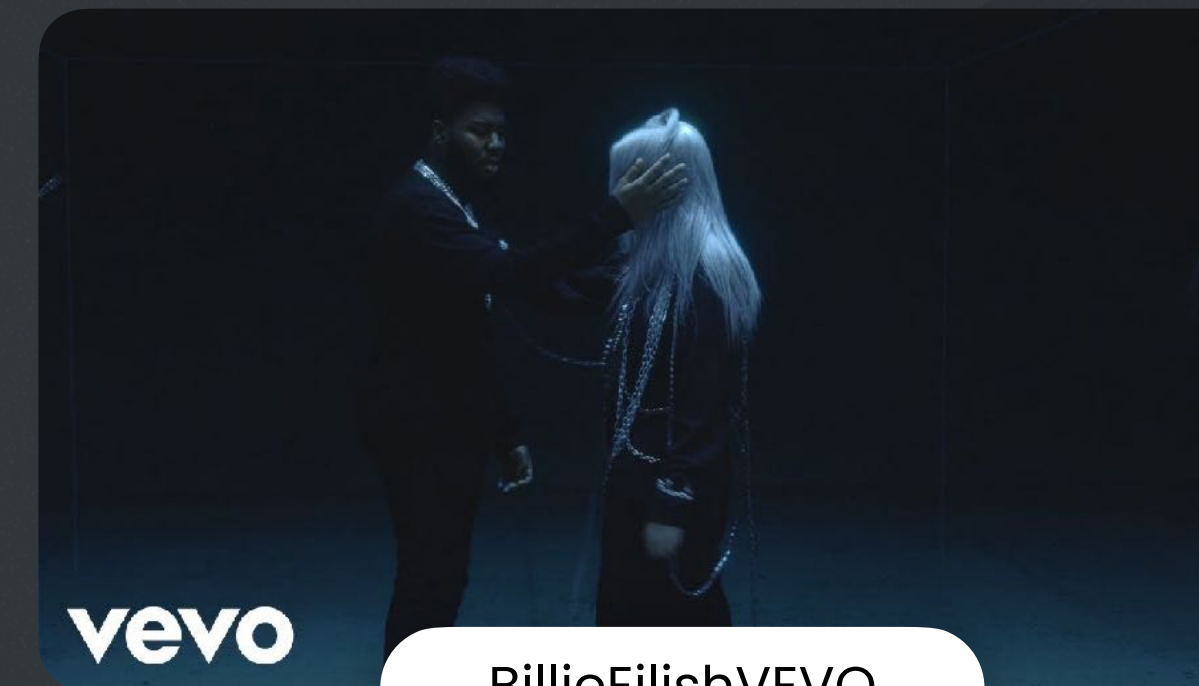
Now, on to a closer look at each of the 4 ecosystems.
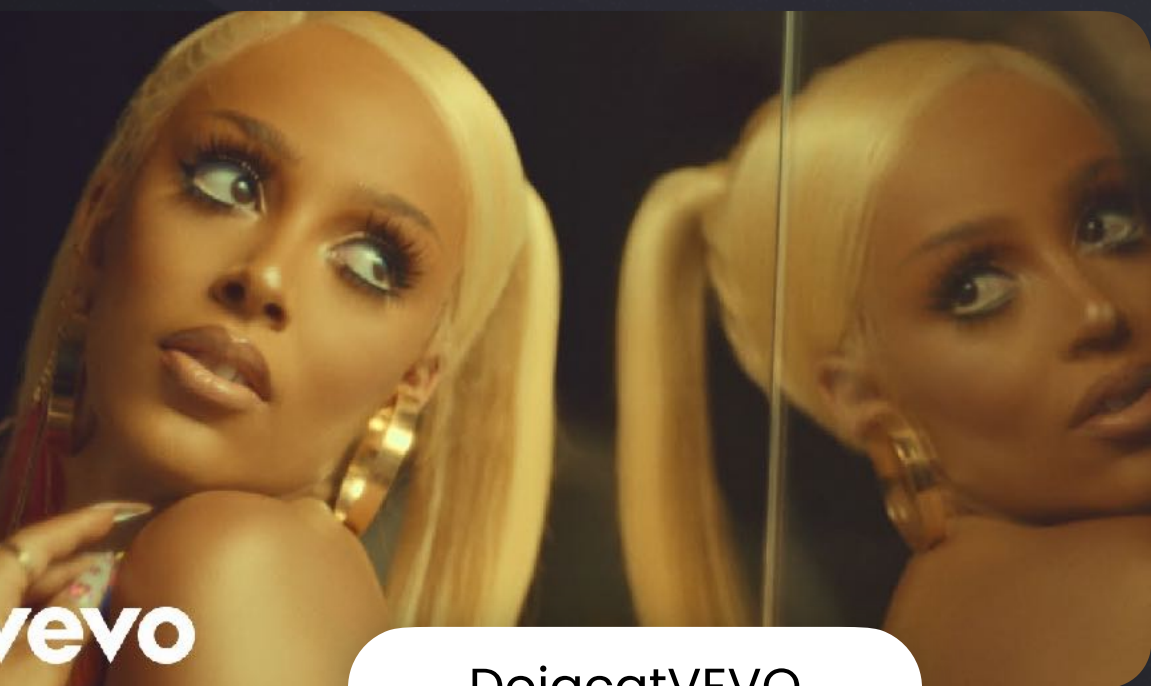
DojacatVEVO

ChilledCow

DisneyMusicVEVO

BillieEilishVEVO

Ozuna
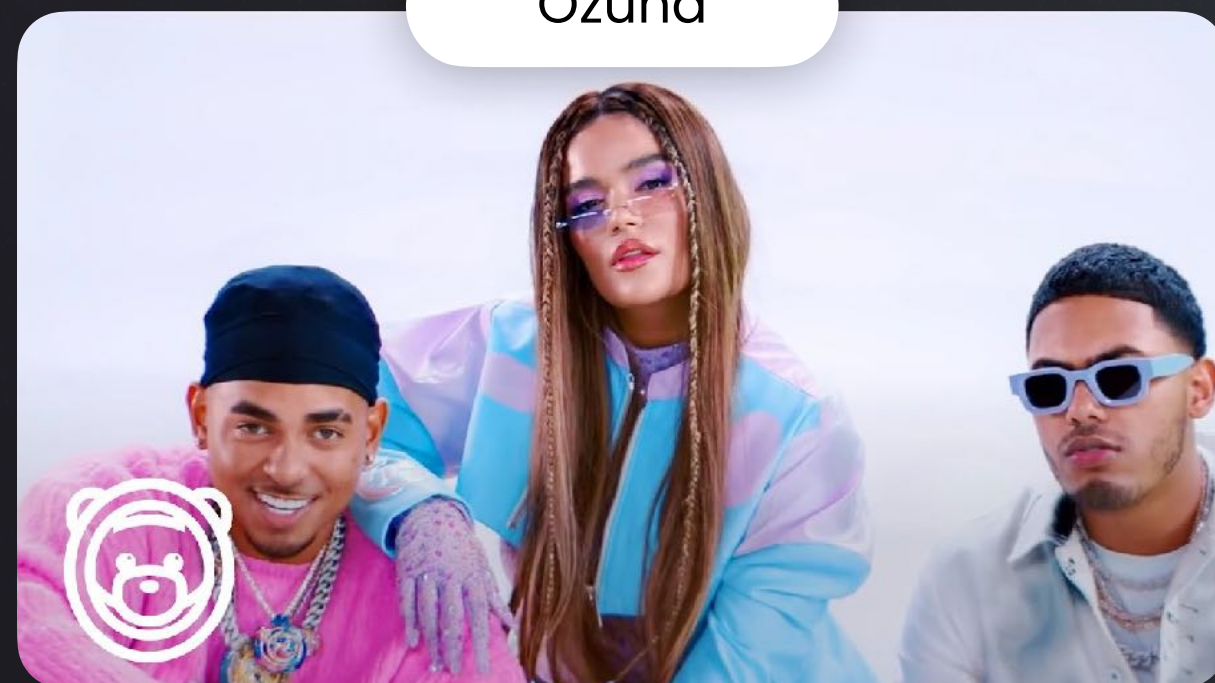
WORLDSTARHIPHOP

RHINO
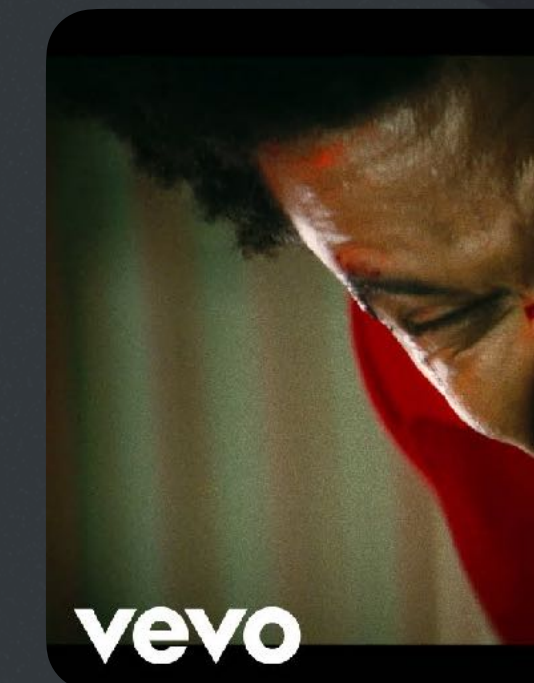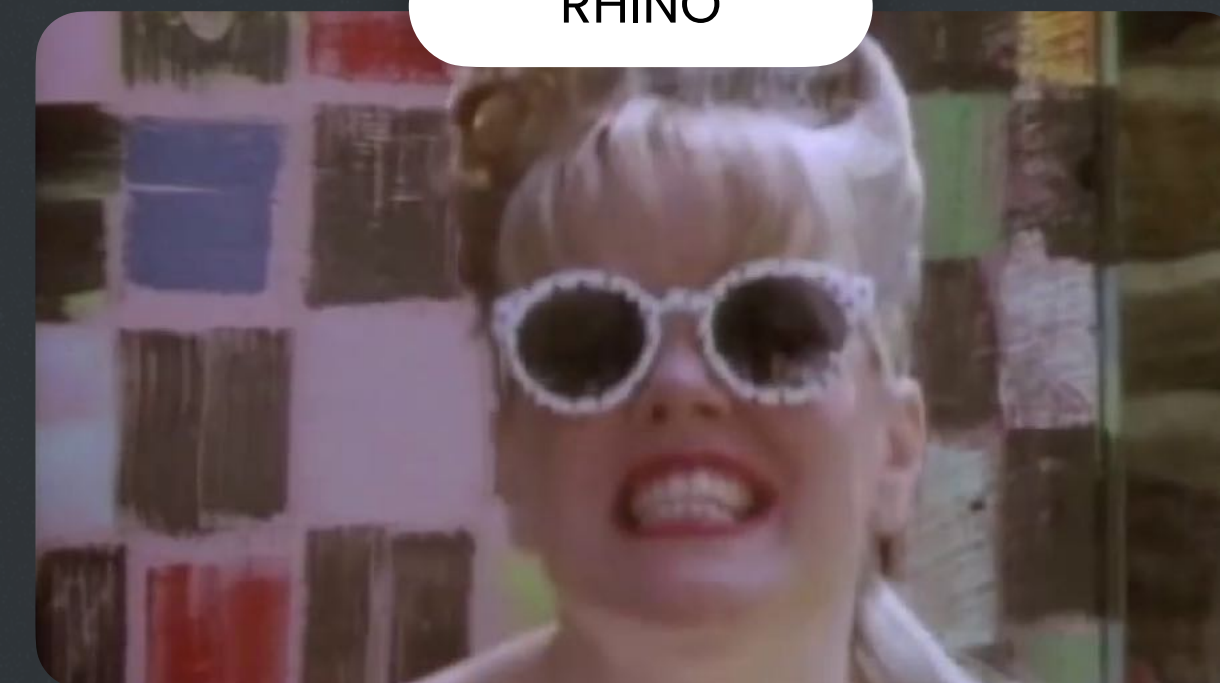
RIGHT HIVE

ECOSYSTEM 1

Provocative and highly-charged, right-leaning news and "hot-takes."

Conservative Twins

Fox News

LIVE

HILLARY WARNS TRUMP WILL TRY TO "STEAL" ELECTION

Paul Joseph Watson

On the Phone
Dr. Karlyn Borysenko
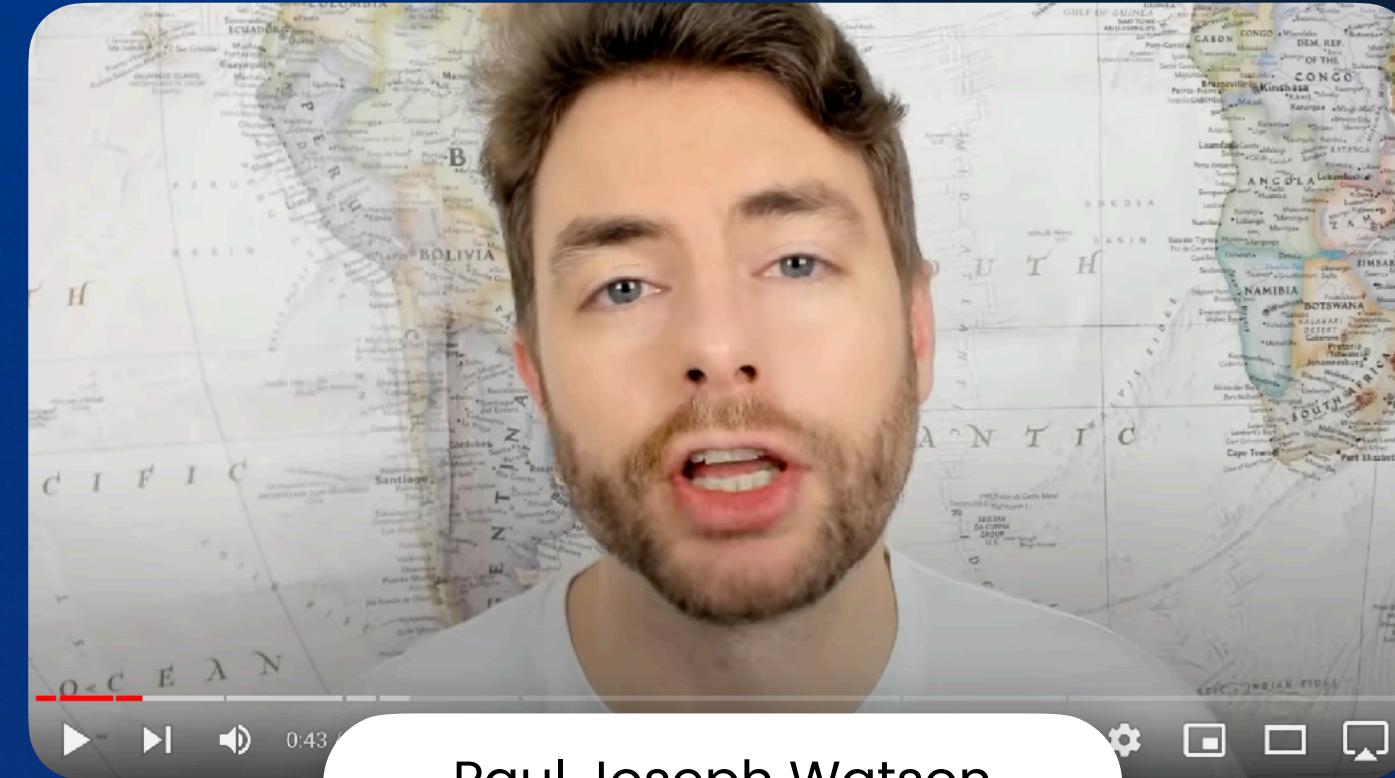
BlazeTV

StevenCrowder

PragerU

One America News Network

Playing the Black Card
BLACK CARD
1234 5678 1234 5678
Presented by Candace Owens
FREE·THINK

RECALL NEWSOM
OAN COUNTY OFFICIALS REFUSING TO TURN OVER SIGNATURES IN RECALL EFFORT AGAINST CALIF. GOV. GAVIN NEWSOM
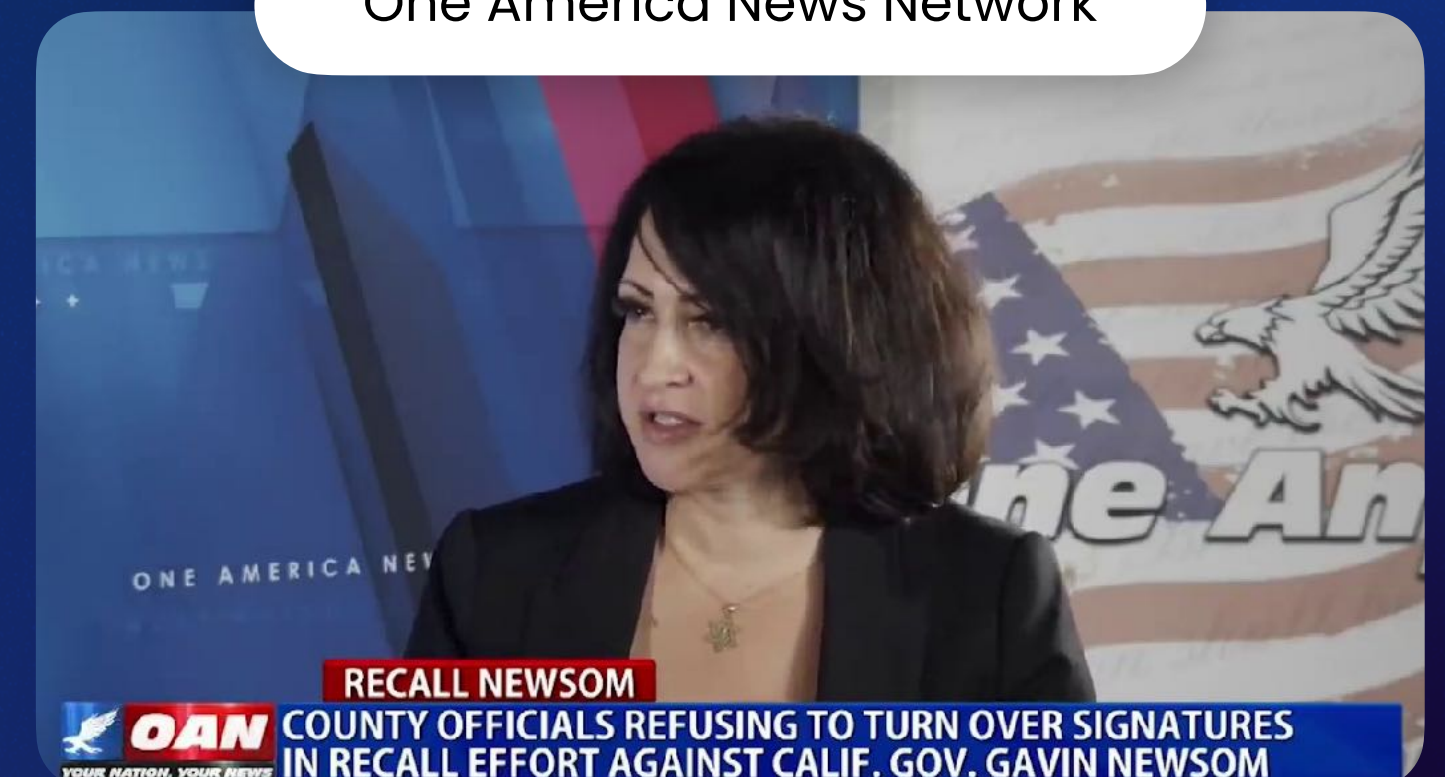
RIGHT HIVE

About 4% of our Latinx YouTube audience consumes content from the RIGHT HIVE ecosystem.

In this chart, bigger channel labels denote higher reach, and labels near the center denote channels that are more densely interconnected by audience interaction. White labels denote channels from our 47 channels of interest. Which means Fox News is the most important channel in this ecosystem, both by reach and centrality. Other key channels here are Timcast and the Next News Network.

South ParO Studios
Diamond and Silk – The Viewers View
De mi Rancho a Tu Cocina
Project Veritas
La Vida Del Rancho
PragerU
The Rubin Report
This is SPARTA
Memology 101
Ben Shapiro
The Officer Tatum
Viva Frei
BlazeTV
Lasse Burholt
Fox News
Jamesons Travels
NTD
Glenn Beck
hickok45
Conservative Twins
Tim Pool
JRNY Crypto
Timcast IRL
Newsmax TV
Shenana...
Candace Owens
The Next News Network
...umptious
Elya Odesskaya
Dr. Steve Turley
One America News Network
Right Side Broadcasting Network
MR. OBVIOUS
Paul Joseph Watson
Anthony Brian Logan
Judicial Watch
Jordan B Peterson
BibleProject
El Dodo
StevenCrowder
Turning Point USA
RIMBEL35

RIGHT HIVE LIFESTYLE

People who spend their time in RIGHT HIVE aren't just engaging with right-leaning news content. There's also content about animals, food, and religion, as evidenced by channels like World of Tech and Helpful DIY (learning, self-sufficiency), El Dodo (animals), De mi Rancho a Tu Cocina and Claudia Regalado (food), and BibleProject (religion).

Note that several of these channels are in Spanish. The Latino users who visit this ecosystem, especially for Fox News, are code switchers whose content choices suggest they value self-sufficiency and the cozy pleasures of home, as in La Vida Del Rancho.

Jamesons Travels

The Try Channel
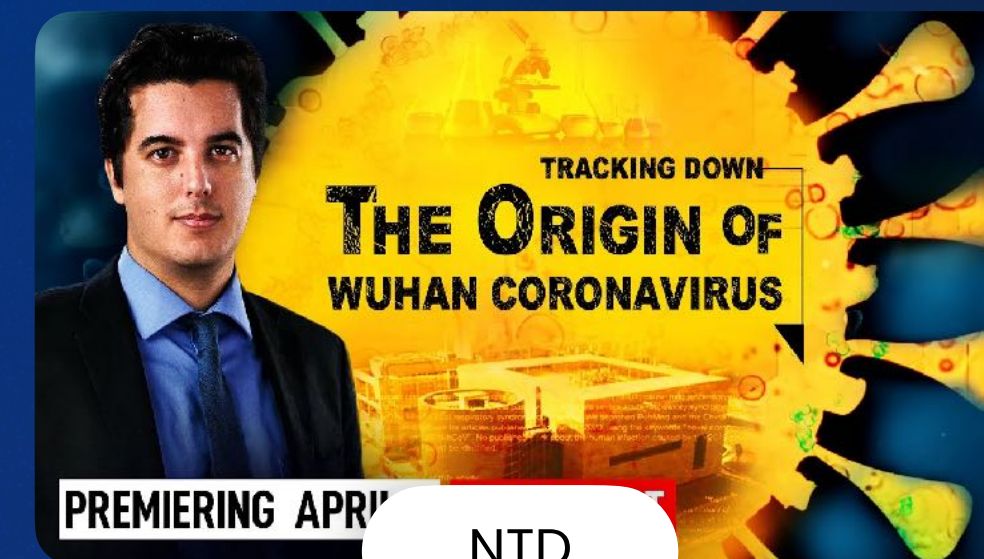
NTD

Memology
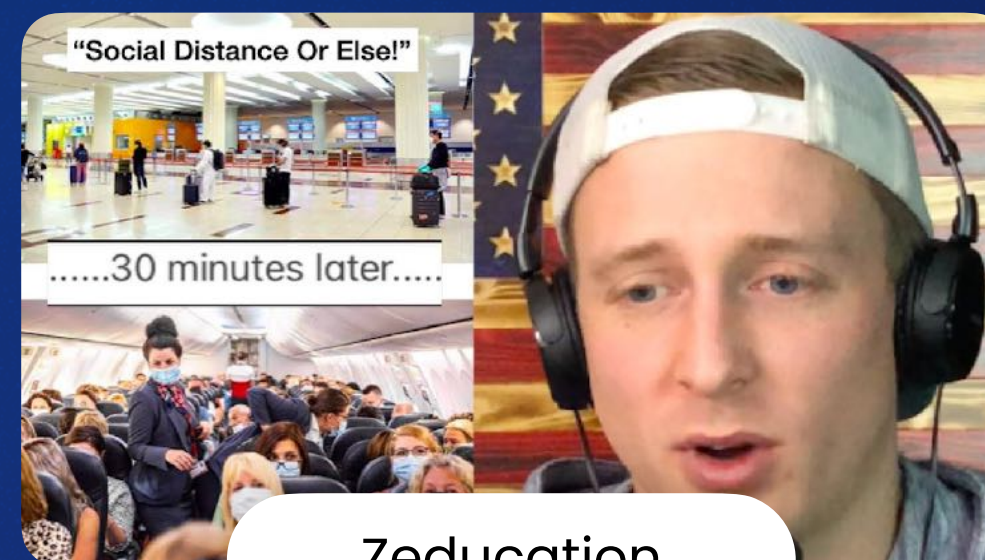
Zeducation

MR. OBVIOUS

RIGHT HIVE

NEWS PLUS

ECOSYSTEM 2

Informative, mainstream news content that covers the full political spectrum.

The Daily Wire

VOY A BAUIZAR A LOS MARCIANOS

El Nuevo Amanecer

THOUGHT LEADERS

COVID 19 FALLOUT

#CCPVIRUS

American Thought Leaders - The Epoch Times

THE BEN SHAPIRO SHOW

DESTROY COVID-19

DESTROY ECONOMY

The Daily Wire

Rebel News

TOTAL DISRESPECT OF CHINESE CULTURE

Fleccas Talks

FLECCAS TALKS The Show

LAST WEEK IN CULTURE #11

TheDC Shorts

ALL YOU FASCISTS BOUND TO LOSE

DAILY CALLER NEWS FOUNDATION

DAILY CA

NEWS PLUS

13% of our Latinx YouTube audience consumes content from the NEWS PLUS ecosystem.

While our 47 channels of interest only reach .1% of our Latinx YouTube audience through this ecosystem, on average about 10% of the audience for this ecosystem also spends time in RIGHT HIVE daily. Which means that NEWS PLUS serves as an important on-ramp to that lower-reach ecosystem.

White labels denote channels from our 47 channels of interest.

Rebel News
Team Coco
Comedy Central
The Late Show with Stephen Colbert
Brian Tyler Cohen
WIRED
Late Night with Seth Meyers
American Thought Leaders - The Epoch Times
The Tonight Show Starring Jimmy Fallon
Vox
VICE News
The Daily Wire
Inside Edition
Saturday Night Live
Fleccas Talks
NBC News
The Young Turks
Jimmy Kimmel Live
CNBC Television
HISTORY
El Nuevo Amanecer
CBS This Morning
MSNBC
TODAY
CBS News
Bloomberg Quicktake: Now
CBS Evening News
CNN
The Hill
A&E
TheDC Shorts
NowThis News
PBS NewsHour

NEWSY, EVEN WHEN IT'S NOT

News from the left, right, and center, news in Spanish and in English . . . the audience that favors this ecosystem is all news all the time. If we filter out YouTube channels categorized as news, top content is still "entertainment news" and other news-like channels.

Included in this news-like content are "hot-takes" from right-leaning and left-leaning channels geared toward Latino audiences. For example, Howard Melgar on the left, and Cubanos por el Mundo on the right.

CNN

ABC News

The Tonight Show

Saturday Night Live

NBC News

Jimmy Kimmel Live

NEWS PLUS

EN EXCLUSIVA
E C O S Y S T E M   3

Highly-charged Spanish language news and entertainment targeted specifically at Latino audiences through topics like socialism and secularism.

John Acquaviva

Cubanos por el Mundo

Carlos Garin Today
La gran traición

Imagen Noticias

RT en Español

REPUBLICANOS EN GEORGIA
A CONTUNDENTE KELLY LOEFFLER

cadenatres
CANAL 28

El Papa Francisco s
con el Gran Ayatolá

EN EXCLUSIVA

2% of our Latinx YouTube audience consumes content from the EN EXCLUSIVA ecosystem.

Despite this ecosystem's relatively low reach within our audience, it affords a significant amount of reach to our 47 channels of interest, with about 11% of our audience encountering these channels through this ecosystem.

On average, 10% of people who spend time in EN EXCLUSIVA also spend time in the RIGHT HIVE ecosystem.

White labels denote channels from our 47 channels of interest.

INFORMATIVO G24

Nelsy Michael

Carlos Garin VLOG

Cocomelon - Nursery Rhymes

Eduardo Menoni

Documentales de RT

John Acquaviva

Luisito Comunica

Cubanos por el Mundo

eltrece

Sesame Street

#Refugio Mental

Al Rojo Vivo

Noticias Telemundo

Imagen Noticias

Caso Cerrado

RT en Español

Mundo Hispánico

Liu Santiesteban

euronews (en español)

Documentales de RT

Dave and Ava - Nursery Rhymes and Baby Songs

CanalOficial Mhonividente

MILENIO

Auron

RT en vivo

El Mundo

Andrés Manuel López Obrador

El Chapucero

Campechaneando

NOTA MEX

FAMILY DRAMA & INFOTAINMENT

In addition to news like Noticias Telemundo, in this ecosystem, we find kids programming like Cocomelon (which our data pick up when parents use their devices to play content for kids), and family drama content like Caso Cerrado.
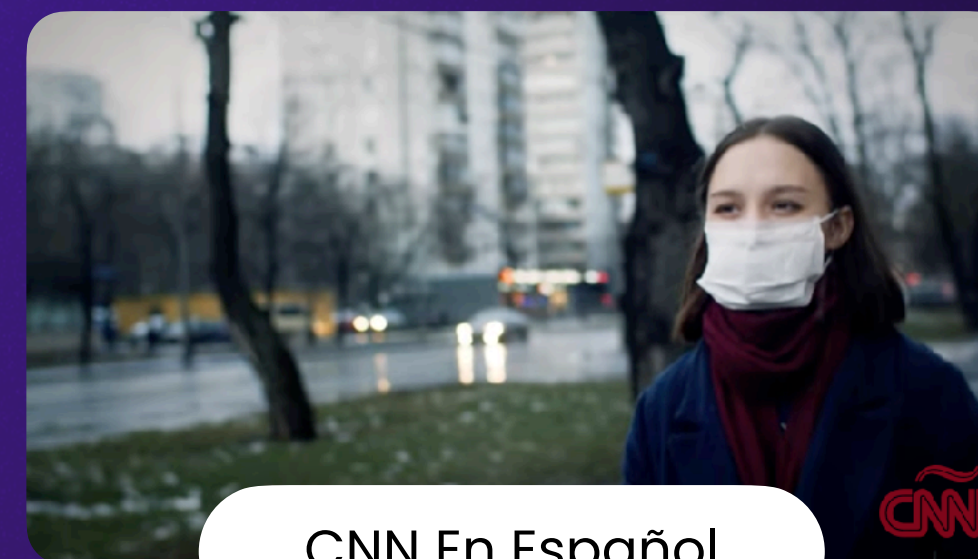
This more dramatic vibe is a feature of the EN EXCLUSIVA ecosystem, also discernible in channels like Imagen Entretenimiento.
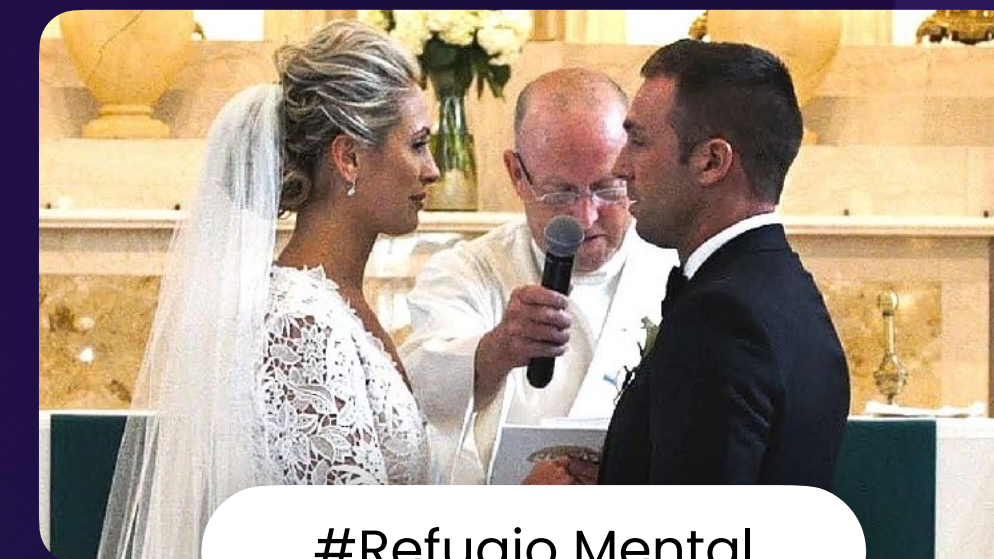
Cocomelon - Nursery Rhymes

Caso Cerrado

CNN En Español

#Refugio Mental

Noticias Telemundo

Revista Semana

EN EXCLUSIVA

23

FLEX

ECOSYSTEM 4

"Hot takes" dedicated to news analysis, punditry, or "rants" with entertaining, humorous, and overtly masculine qualities.
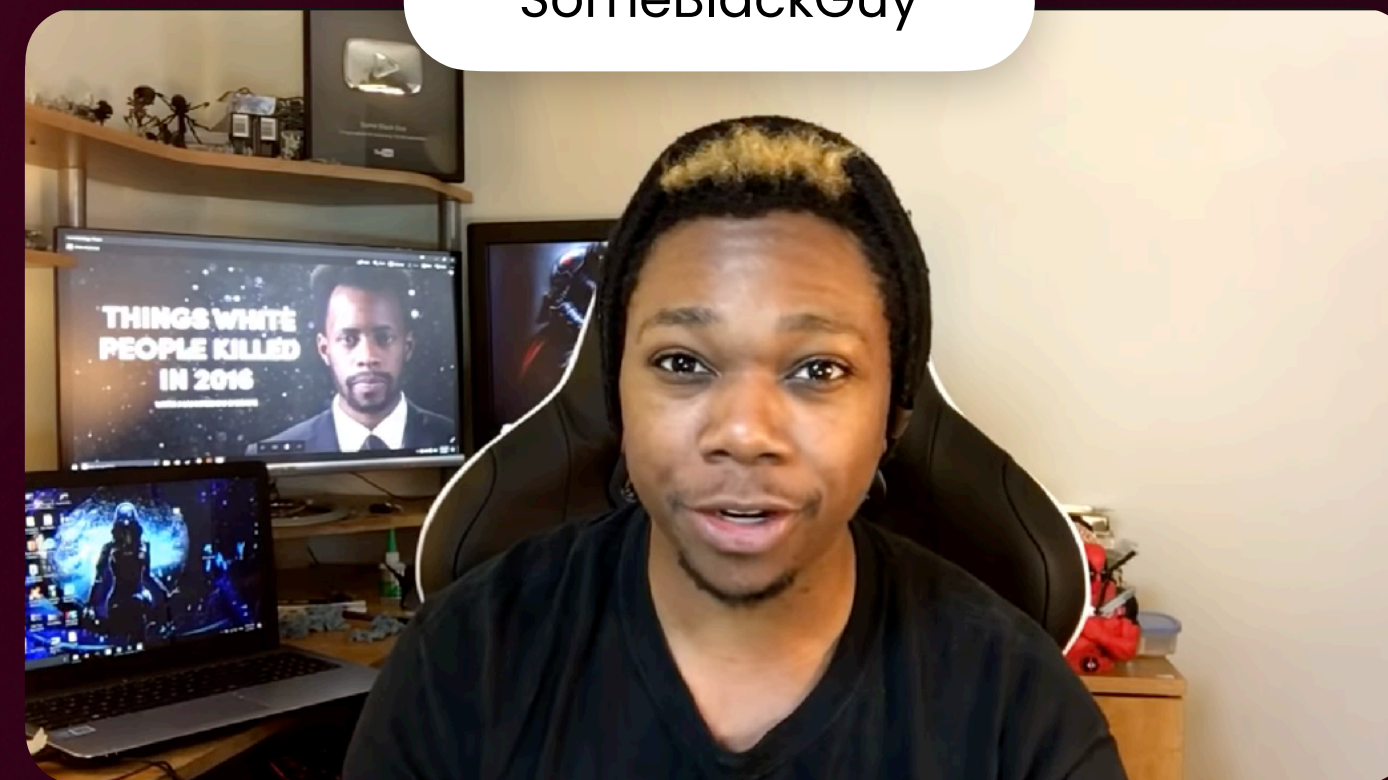
PowerfulJRE

Blaire White

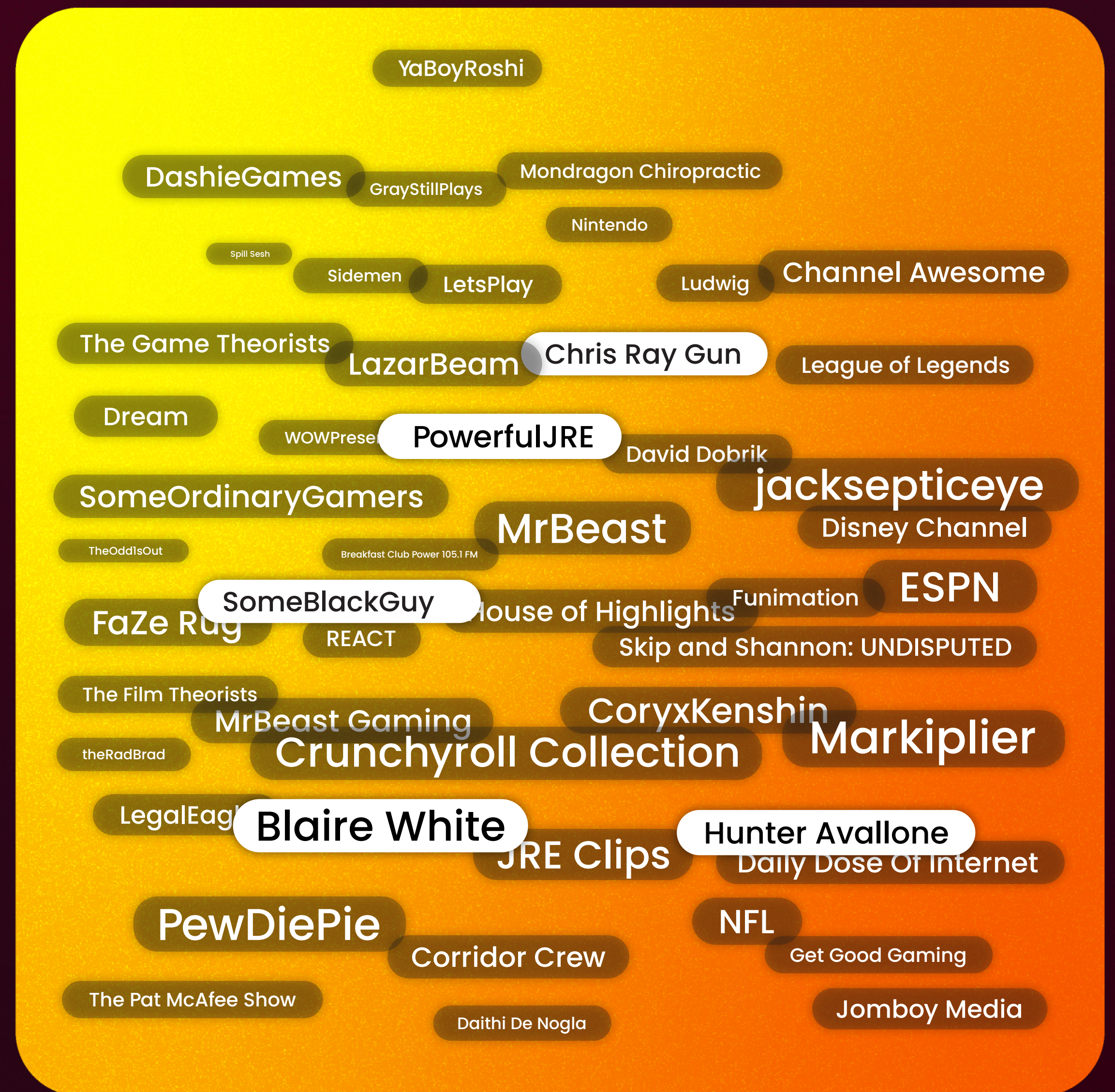Hunter Avallone

Chris Ray Gun

SomeBlackGuy

FLEX

18% of our Latinx YouTube audience consumes content from the FLEX ecosystem.

Latino audience members who hang out in this ecosystem are relatively unlikely to move to our other three ecosystems, and FLEX affords little reach to our 47 channels of interest. White labels denote channels from our 47 channels of interest.

An important node in the FLEX ecosystem is Joe Rogan's PowerfulJRE channel, which seems to set the tone for a number of lower reach, in-ecosystem channels.

YaBoyRoshi

DashieGames
GrayStillPlays
Mondragon Chiropractic
Nintendo
Spill Sesh
Sidemen
LetsPlay
Ludwig
Channel Awesome
The Game Theorists
LazarBeam
Chris Ray Gun
League of Legends
Dream
WOWPrese
PowerfulJRE
David Dobrik
jacksepticeye
SomeOrdinaryGamers
MrBeast
Disney Channel
TheOdd1sOut
Breakfast Club Power 105.1 FM
ESPN
SomeBlackGuy
Funimation
FaZe Rug
House of Highlights
REACT
Skip and Shannon: UNDISPUTED
The Film Theorists
CoryxKenshin
MrBeast Gaming
Markiplier
theRadBrad
Crunchyroll Collection
LegalEagl
Blaire White
Hunter Avallone
JRE Clips
Daily Dose Of Internet
PewDiePie
NFL
Corridor Crew
Get Good Gaming
The Pat McAfee Show
Daithi De Nogla
Jomboy Media

FLEX

EDGY, ASSERTIVE, VERY MALE

Like Joe Rogan, the 47 channels of interest that appear in this ecosystem don't usually focus directly on political issues. Rather, they orient toward masculine culture and culture war issues.

Gaming, sports, and movies are popular topics in this ecosystem, which has a very different look and feel from our other three ecosystems.

This ecosystems is highly masculine, and unapologetically assertive. A recent video on jacksepticeye, for instance, features him flexing with the caption "people will say these muscles are fake."
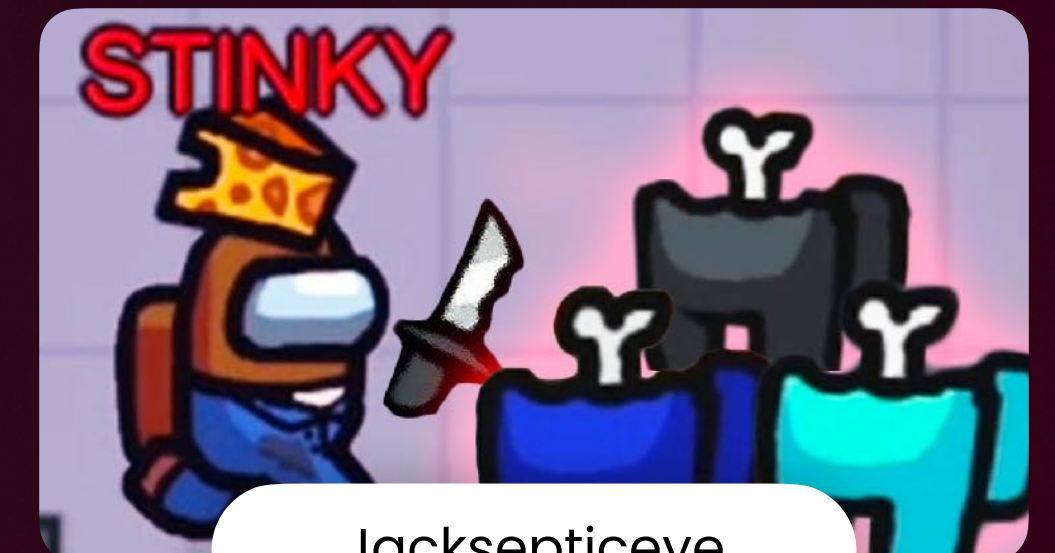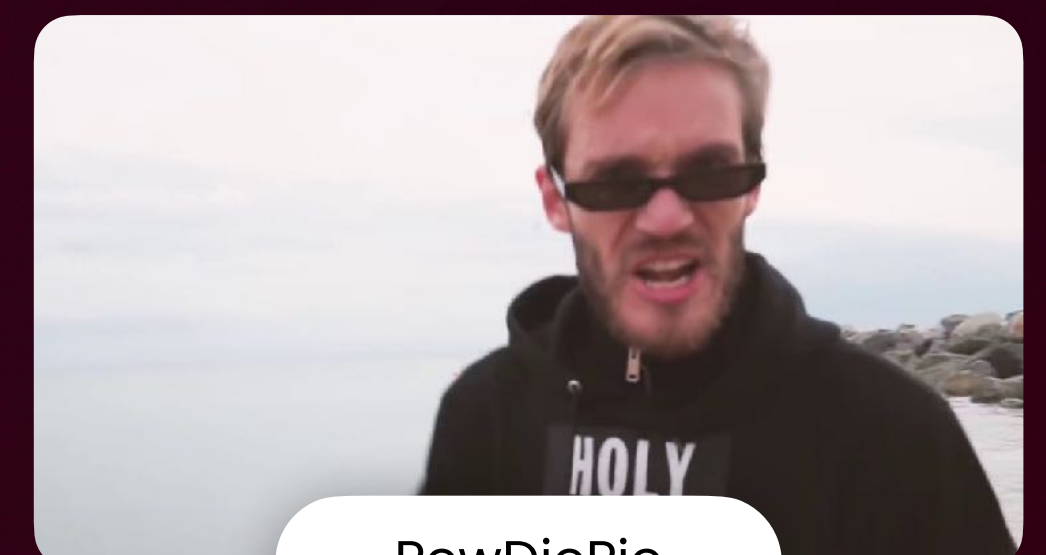

ESPN

MrBeast

Markiplier

Jacksepticeye

Crunchyroll Collection

PewDiePie

FLEX

26

SUMMARY

	RIGHT HIVE	NEWS PLUS	EN EXCLUSIVA	FLEX
LATINX REACH	4%	13%	2%	18%
47 CHANNEL REACH	1.12%	0.08%	0.24%	0.27%
ECOSYSTEM HIGHLIGHTS	Right-leaning niche news and advocacy	Mainstream news and poltical explainers	Spanish-language infotainment and news	Male-inflected "hot takes," fun, and games
OPPORTUNITIES AND RISKS	This well-established echo chamber is harder to penetrate and challenging to counter-narrate in directly. The other 3 ecosystems likely represent easier points of entry for new content interventions.	When you combine the high overlap with the RIGHT HIVE audience and this ecosystem's sizable reach, NEW PLUS is a critical space to place content to reach into an ecosystem that spans political divides.	While low reach, the content favored in this ecosystem has a lot in common with the RIGHT HIVE and represents a high risk space. An opportunity exists to intervene with content created for a Spanish-first audience.	While not a direct on-ramp to RIGHT HIVE, it has the highest reach and carries many of the same worldviews (i.e., the culture war). Content with humor or a "hot-take" quality has the best chance of reaching this ecosystem.

THANK YOU

For additional questions, please contact:

Riki Conrey
Science Director
riki@harmonylabs.org