



# Monitoring Spanish- language Misinformation in Miami

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Department of Journalism+Media

Miami Herald

Funded by the Knight Foundation

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# Goals

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Analyze Spanish-language election information and misinformation preceding the 2022 primary and general elections.

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# Goals

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- **Miami Herald** - Make examples of misinformation public. Analyze trends and publish stories
- **FIU** – Analyze project overall and publish research
- **Sources**
  - Local Radio
  - YouTube
  - Social Media

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# Partners

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- **Miami Herald editorial team**
  - Headed by David Smiley
- **FIU research team**
  - Susan Jacobson
  - Alejandro Alvarado
  - Maria-Elena Villar
  - Graduate students
- **Global Voices media monitoring team**

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# Media Sources We Are Analyzing

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- **Drive Time Shows:**
  - Radio Mambi
  - Radio Caracol
  - Actualidad Radio
  - La Poderosa
- **Other Shows**
  - Buenos Dias Americano (Sirius XM)
  - Hola Ota-Ola (YouTube)

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# Observations to Date

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- Misinformation often has a kernel of truth
- **"Fair and balanced" coverage**
  - Covering "both sides" of climate change
  - Covering "both sides" of the war in Ukraine
- **Conspiracy theories as subtext**
  - "Bill Gates just bought farmland in North Dakota"
- **Cuba and Venezuela are often woven into the narrative**

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# Emerging Ideas

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- There are examples of misinformation in Spanish-language media
- However, **Spanish-language media also has a news agenda that is different from mainstream U.S. media**
- This news agenda supports a conservative agenda

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Thank  
You!

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Susan Jacobson

Alejandro Alvarado

Maria-Elena Villar