Hispanic Digital Newspapers in the United States

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Topic: Spanish-language digital journalism in the United States

Summary: Analysis of the current state of Hispanic digital journalism in the United States by studying online newspapers published in the country and their quality.

Keywords: cyberjournalism, cybermedia, Spanish, Hispanic, design, Internet, press, media

Introduction and project basis

This report analyzes the current state of Hispanic digital journalism in the United States by studying online newspapers published in the country. This research aims to identify Hispanic cybermedia and their characteristics by analyzing a series of general and specific indicators. Furthermore, this report pays attention to the integration and the evolution of the Internet and its effects on American

journalistic production in Spanish, a process that justifies the creation and maintenance of Hispanic media in the country as the Latino population increases and constitutes one of the major groups of population in the country.

The term "cibermedio" 'cybermedium' used throughout the report, is defined as a "content provider that seeks to mediate between facts and the public, that primarily utilizes journalistic criteria and techniques, that makes use of multimedia language, that is interactive and hypertextual, and that is updated and published on the Internet" (Díaz Noci and Salaverría 2003). This term is "largely accepted by the academic community over other terms used in the nineties, such as 'electronic journalism,' 'e-journalism,' or 'cyber-journalism'"(Mancera 2011). The *Diccionario Panhispánico de Dudas* recommends using 'cyber-' to create new terms within the scope of Internet communications (DPD 2015). The *Diccionario de la Lengua Española*, meanwhile, "still does not recognize the validity of the terms 'cyberjournalism' or 'cybermedium'," but it does recognize 'cyberspace', 'cybernaut' or 'cybernetic' (Mancera 2011).

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Despite other studies that provide new definitions of "cybermedium," and after analyzing the current state of digital media in the United States, I have chosen to create my own definition based on the one established by Díaz Noci and Salaverría. First of all, this study has focused solely on print media. Other media, such as radio or television, have not been considered even if their format was also digital. Additionally, it has been proven over the course of this study that many Hispanic websites in the United States are either specialized press (such as music magazines, film websites, fashion publications, etc.), or publications whose only contents are advertisements. Therefore, the definition of cybermedium does not include personal websites, blogs, advertising sites or any other kind of website that does not publish general information, that has not been registered as a communications company , or does not belong to an editorial group.

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Finally, the definition of "cybermedium" used in this research is the following: general-content medium based on a free-access website that uses journalistic criteria and techniques, where information is updated daily, and whose news are indexed."

Methodology

Talking about Hispanic journalism in the United States usually means looking at the results of those rankings that organize and divide the media "based on the number of readers or the profits from sales" (Decision 2010). Hispanic printed newspapers also appear in studies or analyses of consumer trends such as those developed by the company Hispanic Research, which has worked in the US Hispanic market since 1982. Nevertheless, there are no studies, at present, that evaluate the quality of Hispanic digital newspapers in the United States.

To perform this quantitative analysis of Spanish-language cybermedia, I have used as a model some parts of the methodology proposed by Ruth Rodriguez-Martinez, Lluís Codina and Rafael Pedraza-Jiménez in their article "Cibermedios y web 2.0: modelo de análisis y resultados de aplicación." I have, however, introduced several modifications within the elements that make up the analysis according to the project's needs and the development of the research.

First of all, I have selected a sample of Hispanic digital newspapers. At the beginning, some of the keywords used were "Hispanic cybermedia in the United States" or "Hispanic digital newspapers in the United States," switching from English to Spanish in order to gather more information. The results show that there are no databases that exhaustively collect all the digital newspapers that are published in Spanish in this country. However, there were some references and lists in websites like *Prensa Escrita* (which only contains a list with the ten

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most read Hispanic newspapers), *Wikipedia*, *Search Latino* and other websites from companies that work in the publishing world such as *PR Wire* and its news platform, *Hispanic Digital Network*, which feeds more than 165 national newspapers, whether bilingual or in Spanish. One of the most useful websites on this project has been *ABYZ News Link*s, a digital index of newspapers and other media that are classified according to continent and country of origin, in addition to language and topic.

After eliminating those media that do not fit the definition of "cybermedia," the analysis of the remaining publications was made based on a set of general and specific indicators. The specific indicators have also been divided into internal and external indicators. General indicators have as their object of analysis "website accessibility, visibility, and popularity, in addition to the quality of its source code and access points to the information they present" (Rodriguez-Martinez et al. 2010). The first general indicator is *Accessibility*, that is, the "level of conformance of the content for users with special characteristics," those users being individuals who suffer from "visual, hearing or motor disabilities, or those who use technologies with limited capacity such as PDAs or mobile phones" (Voces-Merayo 2007). This level of conformance is determined according to the norms established by the *World Wide Consortium* (W3C), an organization that states that three requirements must be met for a website to be considered "accessible": a) Priority 1 requirements: those that a website "has" to satisfy so that users with special needs can access information, giving the site Level A Conformance; b) Priority 2 requirements: those that a website "should" satisfy in order to facilitate access for users with special needs (Level AA Conformance); c) Priority 3 requirements: those that a website "has" to meet in order to "optimize the accessibility of its users," which would be Level AAA Conformance (Rodriguez-Martinez et al 2010).

To check the level of accessibility of each digital newspaper I have used the *W3C Validator*, a free service by W3C that automatically analyzes and classifies websites, showing the number of mistakes detected on the websites. Another tool used for this analysis is the *Test de Accesibilidad Web* 'Web Accessibility Test' (TAW), which also shows the number of errors automatically detected for each of the levels mentioned above. For this project, the TAW has been used to analyze the HTML of the website (the markup language used in the page), and the CSS (style sheets, design) according to an A Level analysis (basic requirements). This test classifies all the errors obtained in the three degrees or priority requirements (1, 2 and 3) mentioned above. Among the errors within the category of Priority 1, we can find those related to the semantics of the document, such as a lack of H1 elements on the website, which correspond to the main title of a post or webpage. Another error in this category is the lack of *alt* attributes, which are used in two cases: when an image cannot be correctly displayed so that the label describing the graphic element pops up, and when an adaptability program or assisted reading tool is used that reads what is written in this *alt* attribute and informs the user of what it represents. Some Priority 2 errors are those related to the style of the document or website, such as the font size. While designing the website, one can decide whether to choose absolute measures (that do not change) or relative measures (that are modified depending on the size of the website or the device used to open that website). In general, the use of the latter is recommended to properly display content on both computers and mobile phones, or even digital tablets. This design is generally known as "responsive design." Finally, among the Priority 3 errors there are some like the contrast ratio between the text and the background, a variable that, when adjusted properly, allows the color of the font to be readable and differentiates it from the background color. Another error relates to the use of images that replace text: that is, that instead of placing a text in HTML language, a graphic resource (image) is created with the text you want to use, and is placed on the website. The W3C recommends using text within the page code.

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The second general indicator refers to the *Visibility and popularity* of the website. The visibility is determined "according to the number of links that the page receives from other websites," while the popularity of a site "refers to the number of visits a site receives and the number of pages served by it" (Rodriguez-Martínez et al. 2010). For this analysis, I have used *Google PageRank*, which values the visibility of a website by giving it a score from 0 to 10 (10 being the highest); the *Alexa TrafficRank*, which assigns a position to each site within the global and national ranking (the highest position being No. 1); and the number of web pages indexed in the three most popular search engines: *Google*, *Yahoo!* and *Bing*.

Once *Accesibility* and *Visibility and popularity* data are obtained one proceeds to the following analysis, in which the results are compared. At first glance, the number of accessibility errors or the number of indexed pages of a web site does not give too much information for an in-depth analysis. However, by dividing the number of errors by the number of pages an index is obtained that allows an ordering of Hispanic online newspapers order from lowest to highest in terms of their accessibility and visibility / popularity. This is the first set of results that are analyzed in the section dedicated to the discussion of the data.

The following indicators, regardless of category, are studied by creating a table of values for each of the sections. In the case that an online newspaper fulfills or possesses the indicator in question, the value 1 is entered into the analysis table. If the indicator is missing or otherwise unfulfilled, a 0 is entered. Subsequently, depending on the type of indicator that is studied, a summation of all values is performed, thus obtaining a total score within each category.

The third general indicator is *Access to Information*, which studies "forms of access to content on websites" (Rodriguez-Martinez et al. 2010). In this case, attention is paid to four elements that grant a value of 4 points to this section:

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- If the digital newspaper offers or does not offer the possibility of performing a simple search from within its website: users must be able to locate information and / or topics of interest without having to review all the contents of the digital media.

- If there is access to a newspaper archive with news from previous editions for users to consult. If these news are not indexed or if they do not appear in digital format or pdf, the score of thisthis section will be 0, since users are not allowed perform searches for archived materials.

- If there is a site map to guide and orient users and that allows them to explore the online newspaper in a simple and basic way

- If there is a mobile application that users can download in order to view information from their cellular phones.

On the other hand, specific internal indicators try to analyze the particularities of each newspaper. To this end, we have followed some of the proposals made by Ruth Rodriguez-Martinez and Rafael Pedraza-Jiménez "Prensa digital y web 2.0", a paper published in 2009 that posits a series of indicators for evaluating digital newspapers. First of all, to the capacity for *In-depth Information* is considered, wherein those elements that allow the user to obtain more data on the information consulted in the publication. In this section, with a total value of 5 points, the following criteria are assessed:

- Whether a story's time of publication or of the most recent update appears, so that the reader can keep up-to-date on the news items that interest him/her.

- Whether the author of the article is identified within the publication, be it a journalist / contributor or an external news agency.

- Whether some kind of graphical content appears within the story that lends informative value to the text and / or expands the data with tables or pictures.

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- Whether audio and / or video is included with the information that allows users to consume content in an audiovisual fashion.
- Whether there is a section with related news items that link users to other content, that is either internal or external to the original website, so that the users can broaden their view of the information.

The second specific internal indicator consists of the analysis of the *Interactive Tools*, that is, those that allow users to participate actively on the website of the digital newspaper. Here the total score is 6 points, one for each section analyzed:

- Whether it is possible to write a comment within the news item, so the users can express their opinions and ideas, regardless of if or not registration is required to do so.
- Whether it is possible to contact the people in charge of the online newspaper or its staff via a form or email.
- Whether users can share a specific news item by email.
- Whether users can share specific news items via their social networks.
- Whether there is a forum or chat room in the online publication where users can interact with other readers.
- Whether users can directly access a section with the publication's most read or most popular news items, such that they are able to get the information most interesting to them from the newspaper.

Next, we must consider *Personalization of Information*, wherein users' ability to decide what type of information they will receive from the digital newspaper and what channels the user might use for this purpose. This section has a value of 3 points:

- Whether users can subscribe to a news bulletin or newsletter, regardless of how frequently this is published.

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- Whether it is possible to use RSS services and to read news items via personal RSS feeds.
- If readers can register on the newspaper's webpage and participate in or access the contents as identified users.

Finally, we must observed specific external indicators that analyze whether the website of a digital newspaper uses the digital tools at its disposal to "attract and retain users to a web domain, [...] and to spread its content beyond the web site itself" (Rodriguez-Martinez et al. 2010). In this case two main elements are looked at, so 2 points are given:

- Whether the newspaper has a Facebook profile.
- Whether the newspaper has a Twitter account.

After analyzing each of the factors separately we proceed to total the results and to sort digital newspapers according to their score on the total of 20 indicators studied. This is the second set of results that are discussed in the section dedicated to the discussion of the data.

Finding data

After an in-depth search of Hispanic digital newspapers in the United States, I have created a database that contains each of these newspapers and their locations (geographical and web addresses). Of the 51 states that form the country (including Washington DC), 12 of them do not have any newspaper that is published in Spanish or bilingual (English and Spanish). These states are: Alaska, Hawaii, Kentucky, Maine, Mississippi, Montana, New Hampshire, North Dakota, South Dakota, Vermont, West Virginia and Wyoming.

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Figure 1: States that publish Spanish-language digital newspapers.

The 39 states remaining have a total of 321 digital newspapers written in Spanish.

Figure 2: Locations of the 321 Hispanic digital newspapers used as a database for this research.

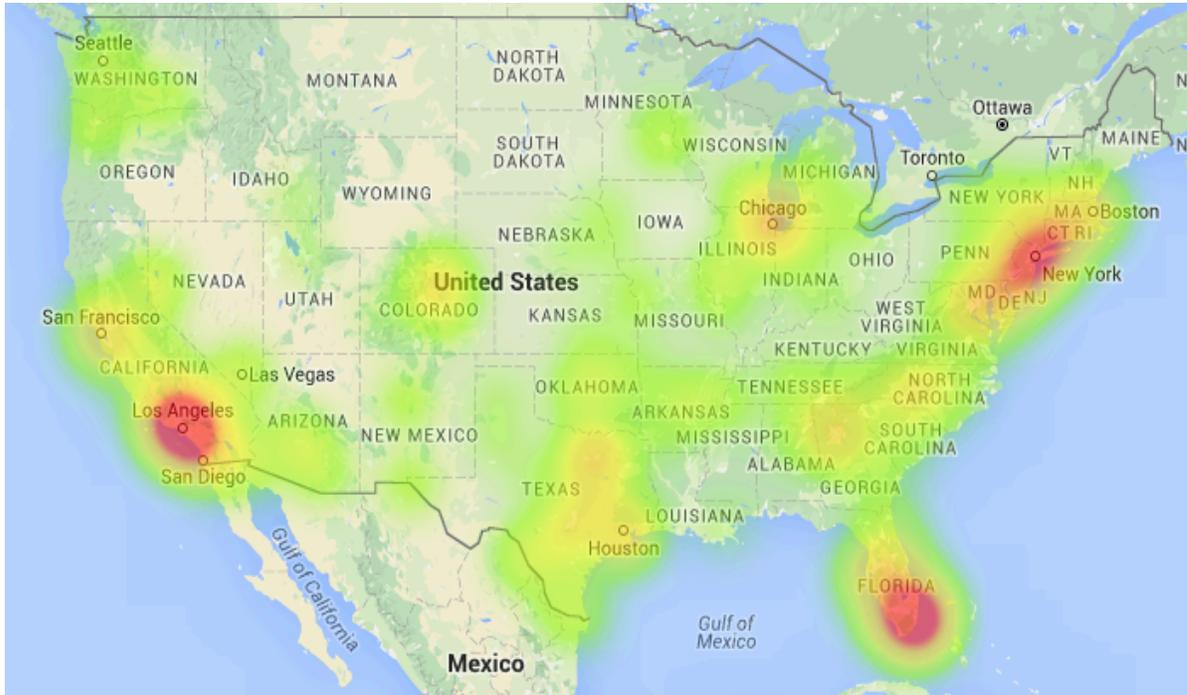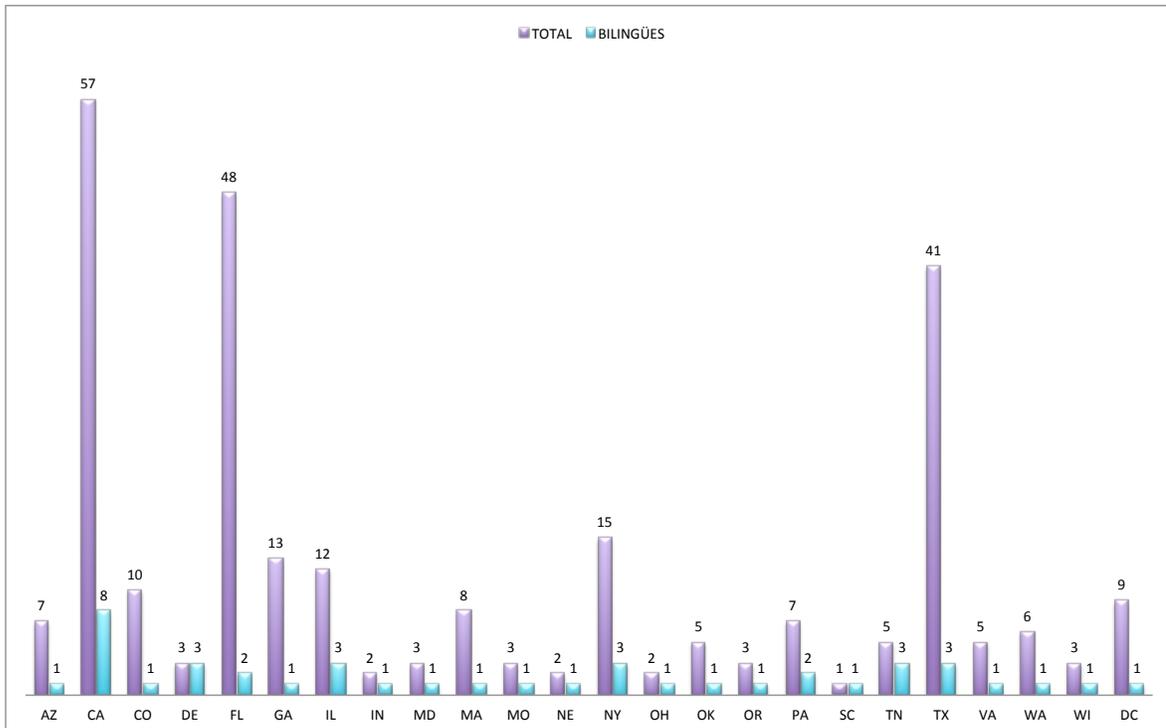Instituto Cervantes at FAS - Harvard University

Figura 3: Hispanic digital newspaper concentration in the U.S.

The previous figures show a high concentration of Hispanic digital newspapers that corresponds with "the biggest Latino population centers of the country" (CNN 2015). Figure 3 includes cities like San Francisco, Los Angeles, Houston, Chicago, Boston, New York and Miami. However, it is important to realize that in Figure 2, although not uniformly, Hispanics digital newspapers are clearly distributed throughout the whole country. These newspapers are not only published in Spanish. 63.54% of the states with Spanish-language press have at least one bilingual publication (both in English and Spanish).

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Graphic 1: States that have bilingual digital newspapers (Spanish-English) and the proportion compared to the total of Spanish-language digital newspapers.

Once the database with the collected data is created, the next step is to check the websites of every digital newspaper. The first analysis reveals some problems on the websites that do not allow for the proper display of the newspapers in the web browser. In some cases (26.55%), the newspaper website is not updated on a daily basis. In publications such as *Motor Hispano* (Phoenix, Arizona), accessing their online information is impossible because the page has a redirect loop, i.e., an error in sending data from the Internet system "that occurs when a webpage continually directs itself to one place, so the security protocols of the system are activated, preventing the website from crashing" (Llanos Ferraris 2010). Some other times, an error message appears on the screen, or the page does not load on time. This is the case of digital publications such as *El Valle Hispanic News* (Bayview, Colorado), *Washington's Voz* (Washington, District of Columbia), *Inmigrantes en Acción* (Dade, Florida), *Empresarios en Acción* (Fort Lauderdale, Florida), *Vía Florida* (Florida), *Hola Noticias* (Jacksonville, Florida), *CubanosUsa* (Nevada, Florida), *El Argentino Mercosur* (Tampa, Florida), *Atlanta Latino* (Atlanta,

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Georgia), *El Informador* (Georgia), *Siglo 21* (Boston, Massachusetts), *Lawrence Vale* (Lawrence, Massachusetts), *La Voz Independiente* (Asheville, North Carolina), *Hispano de Tulsa* (Tulsa, Oklahoma), *Texas en Línea* (Texas), *La Voz Hispana* (Amarillo, Texas), *El Sol de Texas* (Dallas, Texas), *Laredo Daily News* (Laredo, Texas) or *El Clamor* (McAllen, Texas).

Another problem found during the data-collection process is that some websites are empty, i.e., the domain is active but without any content (menus, buttons, news, images, etc.). This is the case with some Hispanic digital newspapers such as *El Gigante Hispano* (Escondido, California), *Gaceta de Cuba* (Miami, Florida) or *La Nación USA* (Pennsylvania). However, I also found domains for sale like the ones belonging to the following newspapers: *Contigo* (Hope, Arkansas), *Buenos Días* (Oxnard, California), *El Bohemio* (San Francisco, California), *El Latino* (San Francisco, California), *El Popular* (Miami, Florida), *La Estrella de Nicaragua* (Miami, Florida), *A Toda Marcha* (Naples, Florida), *Ahora News* (Reno, Nevada), *Su Voz* (Vineland, New Jersey), *La Semana* (Dallas, Texas), *Eagle Pass Daily News* (Eagle Pass, Texas) and *El Continental* (San Antonio, Texas). Meanwhile, the newspaper *Nuestro Mundo* (Omaha, Nebraska) not only has its domain for sale, but also the 23-year-old main newspaper for a price of $50,000 (Manta 2015).

Sometimes, the content that appears on the Internet does not correspond to what the newspaper website should show. For example, the daily website of *Libertad News* (Miami, Florida) does not appear in any search engine. After checking the database used to obtain the url of those newspapers, I realized that the link was not correct because the website that appears has nothing to do with the newspaper. On the other hand, the websites of some other publications redirect you to another newspaper that is neither Hispanic nor from the United States, such as with the Pakistani *Awami Times*. This also happens with *Qué Pasa Bulletin* (Los Ángeles, California), *Bilingual Weekly* (Stockton, California), *El Universal Gráfico* (Atlanta, Georgia) and *El Mensajero* (Wilkes Barre,

Pennsylvania), all of them redirecting to websites in other languages. Meanwhile, the website of *El Sol de Chicago* (Chicago, Illinois) leads to a website for a decorating and home appliances business. Other Hispanic digital newspapers with similar problems are: *La Guía del Golfo* (Tampa, Florida) and *Siete Días* (Tampa, Florida), both of them redirecting to the *TV NET Media Group* website; *Viva Carolina* (Charlotte, North Carolina), which leads to a dating website; or *Tejano y Grupero News* (Corpus Christi, Texas), whose digital page leads to a plastic surgery business.

On the other hand, there are publications whose websites automatically redirect to other newspapers, such as *Visión Latina* (Lakeland, Florida), linked to *The Ledger*; or *El Correo de Queens* (Nueva York: Queens, Nueva York), which has its own website redirected to The Queens Courier, where there is not any Spanish-language content. This also happens with newspapers that have merged or united under a different media company. In this case, their websites are no longer active so they link directly to the online publication to which they belong. For example, the website of *El Mensajero* (San Francisco, California) shows the website of *La Opinión*; *Excelsior* (Santa Ana, California) redirects you to the *Unidos* website; *El Conquistador* (Geneva, Illinois) is listed as the newspaper *Reflejos* after its merger in August, 2011; and *Nuestra Comunidad* (El Paso, Texas) appears as *OK Spanish News*, which is, in fact, a newspaper in Oklahoma.

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The use of digital databases that show publication lists with their corresponding links has been very useful to the development of this project. However, on several occasions the hyperlink is not correct, or does not show the right website. In this case, I must perform several searches on the Internet to locate the digital newspaper. Newspapers like *El Canillita* (Connecticut), *El Heraldo* (Fort Lauderdale, Florida), *Hispanos Unidos* (Sioux City, Iowa), *Dominican Time News* (Union City, New Jersey), *Más New Mexico* (Alburquerque, New Mexico), *Mi Zona Hispana* (New York City, Nueva York), *La Prensa* (Austin, Texas) or *El Eco de*

Virginia Weekly (Williamsburg, Virginia) cannot be located through the database nor the Internet search. However, some other digital newspapers, such as *Diario Patria* (Miami, Florida) o *El Latino Expreso* (Trenton, New Jersey), have a page on Facebook (in these two examples both of them are very active and have several followers). *Diario Patria* also has a YouTube channel.
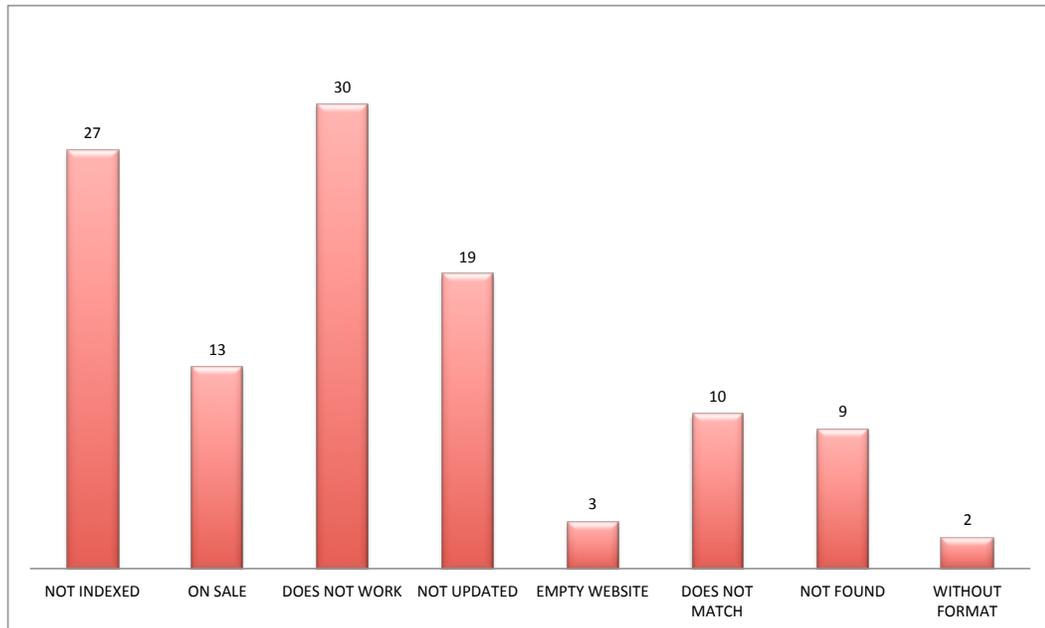
Graphic 2: Most common problems found among the Hispanic digital newspapers websites.

The next step is to eliminate those digital newspapers that do not meet the definition of "cybermedium" proposed earlier in this report. First, cybermedia that are not part of a multimedia group or a private business are discarded. Thus, publications such as *Clasifícalos* (Bakersfield, California), *El Clasificado* (Los Ángeles, California), *El Clarín* (Miami, Florida), *La Subasta* (Dallas, Texas), *Buena Suerte* (Houston, Texas) and *La Subasta* (Houston, Texas) are not included in the analysis because they only contain ads.

Second, I have not included in my analysis blogs such as *Veinte de Mayo* (Los Ángeles, California), *Indymedia* (Chicago, Illinois), *Mundo Hispano (*Knoxville, Tennessee); sports magazines like *Acción Newspaper* (Atlanta, Georgia) or

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Enfoque Deportivo (Houston, Texas); magazines related to show-business such as *El Aviso* (Los Ángeles, California), *Farándula USA* (Los Ángeles, California), *El Colusa News* (Miami, Florida), *Fama* (Miami, Florida), *Telerevista* (Miami, Florida); religion-related newspapers or those that belong to any archdiocese like *Vida Nueva* (Los Ángeles, California), *El Pueblo Católico* (Denver, Colorado), El *Pregonero* (Washington, District of Columbia), *La Voz Católica* (Miami, Florida), *Católico* (Chicago, Illinois), *Avance Católico* (Wichita, Kansas), *El Centinela Católico* (Portland, Oregon); and specialized newspapers such as *Al Borde* (Los Ángeles, California), whose main topic is rock music in Spanish.
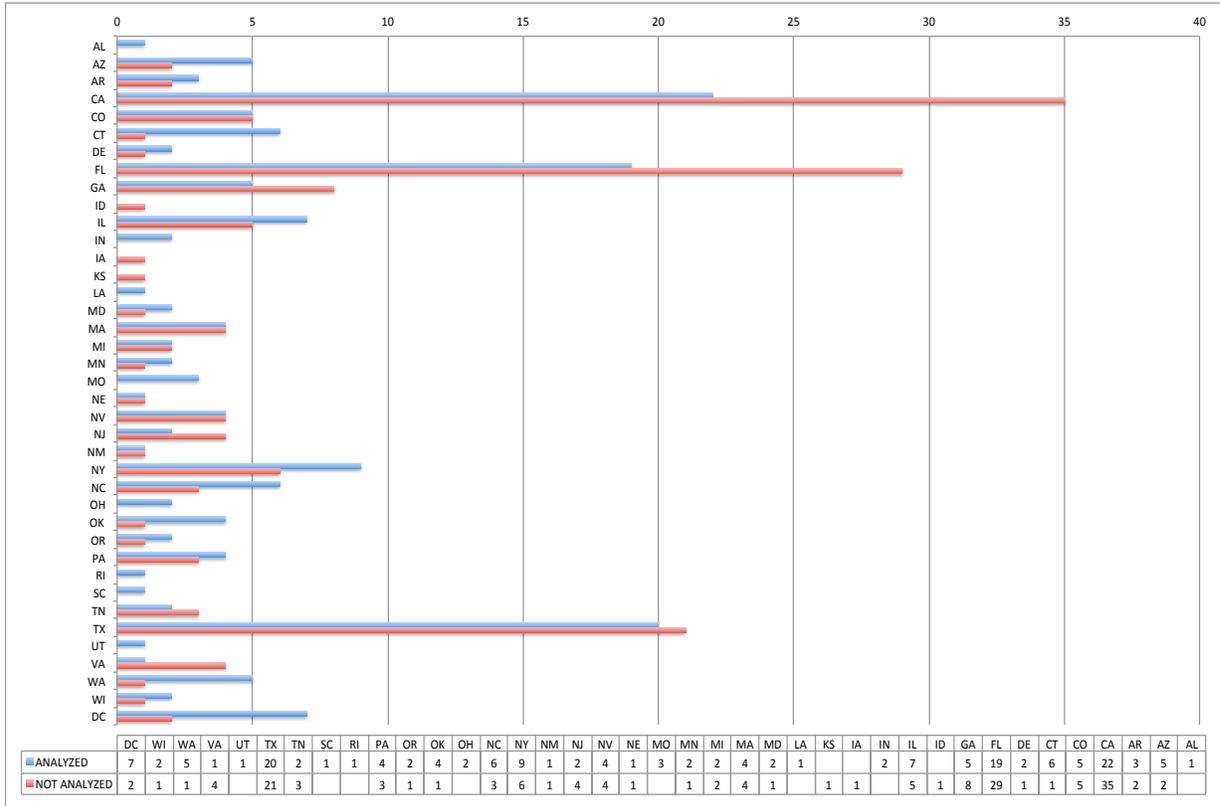
Third, those digital newspapers that do not have "a free access website" are also deleted from the database. For example, *La Gaceta* (Tampa, Florida) does not allow users to get free access to the contents of the newspaper. On its website, only headlines are showed, followed by the next statement: "to read more, buy a paper." Third, I excluded from analysis all newspapers that do not "update the information on a daily basis." In this case, newspapers like *La Gaceta* (Palmdale, California) have no recent news on its website since August 2013. Although the printed newspaper continues to be published weekly or even daily, the failure to update the website "prevents them" from being considered as Hispanic cybermedia in the United States. Other publications such as *El Mojave* (Victorville, California), *Hispania News* (Colorado Spring, Colorado), *Georgia Latino* (Atlanta, Georgia), *Idaho Unido* (Pocatello, Idaho), *La Voz Independiente* (Ashville, North Carolina), *News Grams* (Eagle Pass, Texas) or *El Editor* (Lubbock, Texas) have no recent publications on their websites. During the analysis, these digital newspapers were checked online on numerous occasions. However, I believe it is appropriate to set a specific date on which, so to speak, the "newspaper consultation period" closes, putting to an end the process of gathering data. In this case, the deadline was July 15th, 2015. This technique allows me to adjust and improve the accuracy of the analysis, in addition to continuously refining the list of media. The newspaper *Extra* (West Palm Beach, Florida), for example, was

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in the analysis from the beginning of the investigation. However, the latest update is May 2015, which excluded it at the very end of the process. Something similar happened with *Diario Noticias Portado* (San Luis, Arizona): I have worked on its data while writing this report, but, after checking some facts to corroborate the results obtained, the website went down. Instead of the usual content, it shows another website from the company Isuu, a digital publishing platform that facilitates uploading files in pdf and creates a digital newspaper reader.

Fourth, newspapers that have no indexed content are also eliminated, because they are not "accessible through a search engine." Cybermedia such as *Amigo* (Hope, Arkansas), *La Prensa Popular* (Antillope Valley, California), *Adelante Valle* (El Centro, California), *Hispanos Unidos* (Escondido, California), *Vida* (Oxnard, California), *La Voz Bilingual Newspaper* (Santa Rosa, California), *La Voz del Pueblo* (Montrose, Colorado), *The Cuban Nation* (Little Habana, Florida), *La Voz de la Calle* (Miami-Dade, Florida), *Nuevos Ecos* (Naples, Florida), *La Semana* (Boston, Massachusetts), *La Voz Latina* (Minneapolis, Minnesota), *El Sol de Nevada* (Reno, Nevada), *La Voz Hispana de Nevada* (Reno, Nevada), *Acento Latino* (Fayetteville, North Carolina), *La Voz de Brazoria County* (Angleton, Texas), *La Voz de Austin* (Austin, Texas), *La Cara* (Mexia, Texas), *El Siete Días* (Seattle, Washington) or *El Conquistador* (Milwaukee, Winsconsin) have no content indexed at all. One interesting case is *Lazo Cultural* (Grand Rapids, Michigan), a newspaper that has an excellently designed website, which is also visible in any type of electronic device, but that does not allow users to read the news directly but rather via direct links to pdf files for each of their publications.

Finally, a list of 163 cybermedia completes the database of Hispanic digital newspapers in the United States. In some cases it has been found that the same newspaper may have publications in several states; in that case the websites are analyzed separately, and I also check if there are any significant variations in data

to either include each issue or use just one as representative of the other editions.

	DC	WI	WA	VA	UT	TX	TN	SC	RI	PA	OR	OK	OH	NC	NY	NM	NJ	NV	NE	MO	MN	MI	MA	MD	LA	KS	IA	IN	IL	ID	GA	FL	DE	CT	CO	CA	AR	AZ	AL
ANALYZED	7	2	5	1	1	20	2	1	1	4	2	4	2	6	9	1	2	4	1	3	2	2	4	2	1			2	7		5	19	2	6	5	22	3	5	1
NOT ANALYZED	2	1	1	4		21	3			3	1	1		3	6	1	4	4	1		1	2	4	1		1	1		5	1	8	29	1	1	5	35	2	2	

Graphic 3: Cybermedia analyzed and not analyzed in each state.

Data analysis

Accessibility, visibility and popularity

Once I discarded those digital newspapers that are not part of the study, I proceeded to obtain data about "accessibility" and "visibility and popularity." The information was placed in a spreadsheet. After dividing the number of errors by the number of web pages, the results were put in order to extract the frequency of errors. After analyzing *La Prensa Libre* (Springdale, Arkansas), *El Latino de Hoy* (Portland, Oregon), *Libre* (Miami, Florida), *Latino* (Detroit, Michigan), *El Sol* (Salinas, California), *La Jornada Latina* (Cincinnati, Ohio) and *El Nacional de*

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Oklahoma (Oklahoma City, Oklahoma) I discovered that there was no information on the errors indicated by the W3C. Therefore, I left those publications out of the analysis, although they have been included later in the research. Generally, the error rates obtained are relatively low. Here the most common results obtained during the analysis of online newspapers are listed.

Error rate	No. of newspapers
0.0000	11
0.0004	11
0.0002	8
0.0016	5
0.0005	5
0.0001	4
0.0003	4

Table 1: Most common results obtained during the W3C analysis.

In this table, the second most common error rate is 0.0004, with a frequency of 11. These data refer to several websites that belong to *EGP News* and cover different towns within the State of California. The digital newspapers *Bell Gardens Sun, City Terrace Comet, Commerce Comet, Mexican American Sun, ELA Brooklyn Belveder, Eastide Sun, Northeast Sun, Wyvernwood Chronicle, Montebello Comet* y *Monterey Park Comet* share a similar structure on its website and their contents are the same in each edition. On the other hand, they also share the same statistics about indexed pages and frequency of errors. In this case these results were discarded, especially those relating to the frequency, with the exception of the report on *Bell Gardens Sun*, which was left in on behalf of other newspapers with similar characteristics. Thus, the frequency of 0.0004 error rate would be 2, also shared with the newspaper *Hoy* (Los Angeles, California).

The range of results varies between 0.0000 and 59.000. The newspaper *Azteca 21* (San Antonio, Texas) is the only cybermedium that has no error in the code, making it the best positioned in terms of W3C accessibility criteria with an error

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rate of 0.0000. However, if we compare it to other online media that have also obtained a similar index, the newspaper *Mundo Hispánico* (Atlanta, Georgia) has more indexed pages (1,940,000) than *Azteca 21* (3,730). This means that the chances of having errors in the code are higher. The number of indexed pages provides guidance to put the results into perspective. Another example is the daily *KSL Latino* (Salt Lake City, Utah), with an error rate of 0.0001 and a number of indexed pages (5,260,000) higher than other cybermedia with the same error rate, which makes it the digital newspaper with more pages indexed according to the data presented by the search engine Google.

All those digital newspapers with more than 110,000 pages indexed, which is the number claimed by *La Prensa* (San Antonio, Texas), have an error rate ranging between 0.0000 and 0.0028, similar to the newspaper mentioned above. According to these data, Hispanic cybermedia with a high volume of pages available to the biggest search engines (the results of comparing the number of pages indexed between Yahoo and Bing are very similar) are not characterized by having accessibility errors in their code.

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At the end of the table there are digital newspapers with a high error rate (beyond 2.0000 in at least eight times). These cybermedia are characterized by a lower number of pages indexed in Google, with the overall average being 82,855.49). Error rates vary between 2.1250 —*El Vocero Hispano* (West Palm Beach, Florida)— and 61.000, which corresponds to *La Prensa Latina* (Memphis, Tennessee). This one is a very particular example since the newspaper has only one webpage indexed, in which there are 61 code errors. On the home page, according to the W3C, there are many undefined attributes. These attributes are "additional values that configure items or adjust their behavior to meet the user criteria" (Mozilla Developer Network 2015). This implies that the code of the *La Prensa Latina* website has not been properly configured and some web functions are not identified correctly.

The same applies to *El Observador* (San Jose, California). This cybermedium has a single indexed page with 17 errors in it, which means its error rate is 17,000. In other cases, such as *La Voz de Indiana* (Indianapolis, Indiana), the number of errors (326) exceeds by far the number of indexed pages (86). This is also the case of *Crónicas* (Napa, California): the error rate errors/indexed pages is 584/263.

As for the *Web Accessibility Test* (TAW), the results present some differences from the W3C analysis. *La Prensa Libre* (Springdale, Arkansas), *El Latino de Hoy* (Portland, Oregon), *Libre* (Miami, Florida), *Latino* (Detroit, Michigan), *El Sol* (Salinas, California), *La Jornada Latina* (Cincinnati, Ohio) y *El Nacional de Oklahoma* (Oklahoma City, Oklahoma) were not discussed in the first table, but they do have a place in the second one. However, *KSL Latino* was not analyzed this time because there is no data available for this test. Publications belonging to *EGP News* were also left out of the table because, as explained above, they have similar features in all websites. The table corresponding to the frequency analysis is shown below.

Error rate	No. of newspapers
0.0002	5
0.0003	4
0.0005	4
0.0014	4
0.0023	4

Table 2: Most common results obtained during the TAW analysis.

The results display a slight difference in comparison to those obtained from the W3C accessibility test. The average number of errors, 98.17 in the W3C test, increases to 102.7 after performing the TAW test on every webpage. In this case, there are no publications with an error rate of 0. The most common frequency of error index is 0.0002, and it includes the newspapers *Vida Latina* (San Diego, California), *El Tiempo Latino* (Washington, District of Columbia), *Hola Noticias*

(Jacksonville, Florida) and *La Voz de Houston* (Houston, Texas). Among these publications, the average number of indexed pages is 235,320, a very positive figure if considered alongside the fact that the overall average number of errors is, in this case, 53.4.

The range of results obtained varies between 0.0000 and 87.0000. The newspapers with the lowest error index (0.0000) are *Mundo Hispánico* (Atlanta, Georgia) and *Jambalaya News* (New Orleans, Louisiana) with the former publication being of special interest for its low number of errors (69) in comparison with its 1,940,000 indexed pages (the largest number of all Hispanic digital newspapers with the exception of *KSL Latino* with its 5,260,000 pages). Behind *Mundo Hispánico*, there are other publications with an error rate of 0.0001 that also present a high volume of indexed pages (between 153,000 and 999,000), such as *Al Día* (Dallas, Texas), *El Diario* (Nueva York) and *La Opinión* (Los Ángeles, California).

On the other hand, there are two publications that show error indexes that are higher than 5. The newspaper *Crónicas* (Napa, California), with 263 indexed pages, has approximately 5.0532 errors per page. The error rate of *El Latino* (Eagle Pass, Texas) is 5.5, while it only has 4 indexed pages in the Google search engine. The four publications that are at the bottom of the ranking have error rates between 32.000 and 87.000, especially high numbers if we consider that the average number of indexed pages for these digital newspapers is 1.5. These newspapers are *El Observador* (San José, California), which repeats its position from the previous analysis; *La Prensa Latina* (Memphis, Tennessee), also poorly ranked according to W3C; *Ahora Sí* (Austin, Texas), with an error index that is as high as 67.000; and *El Sol* (Salinas, California), which reveals itself as the worst Hispanic digital newspaper in terms of accessibility, with only one indexed page that contains 87 errors.

For the analysis presented in this section, the data has been placed into a spreadsheet and organized into four columns (search – archive – sitemap – *app*), from which a tally is made for each Hispanic digital newspaper of the total quantity obtained across the four columns to establish a ranking between 0 and 4 points. With respect to the presence or lack thereof of a search bar within the digital publication, 124 of the newspapers do indeed provide this option. The 39 remaining publications received a 0 in this category for the following reasons: 27 of them do not have a search bar; 4 sites have non-functional search bar that either directs users to the wrong page or that stays on the homepage when text is entered into the search bar and the button clicked; 6 perform searches directly through Google, which means that search results make no reference to the publication's own news items; and 2 perform searches via the corporate's website, like in the case of *El Sentinel* (Orlando, Florida), which is hosted by the *Orlando Sentinel* and whose search function fails to differentiate between the two when making searches, especially if the search term is a word used in both English and Spanish like "Facebook." The same thing occurs with the publication *Vida Latina* (San Diego, California), which performs its search through the *San Diego Tribune*.

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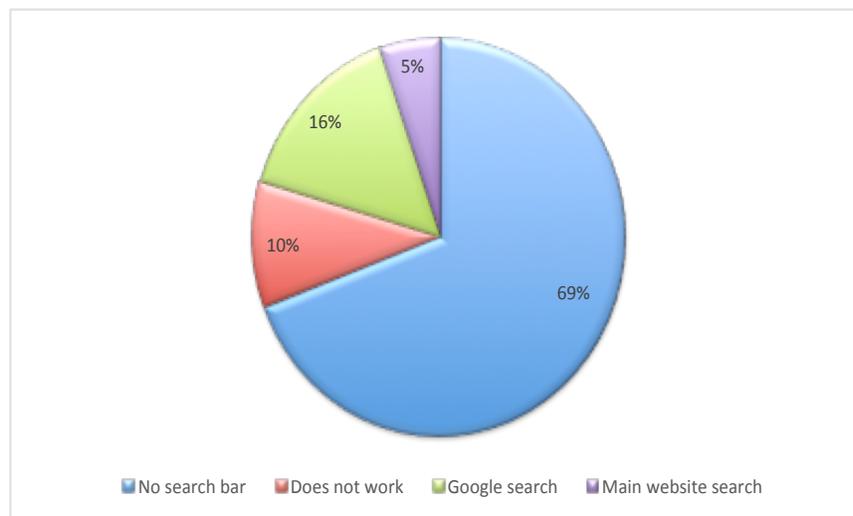
Graphic 4: Principal reasons why Hispanic digital newspapers have received a 0 in the "search bar" analysis.

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Among the publications that do have a search bar, the design used by *La Estrella* (Forth Worth, Texas) stands out. Even though its website has a more or less pleasant appearance, as soon as the search bar is used, the results appear on a page that has no relation to the visual style used in the rest of the website. Another interesting case with respect to the search function is that of the *Diario Las Américas* (Miami, Florida), since when a search is made, the results appear in a new browser tab, which keeps the user from losing the information consulted on the newspaper's webpage.

Regarding the existence or not of a digital archive where news items from previous issues can be consulted, only 14.2% (23 digital newspapers) earned a point for this indicator. In some cases, like that of the *Nuevo Siglo* (Chicago, Illinois), the newspaper's archive sends users to an old webpage that can still be counted as having an archive. As long as it does allow users to consult indexed content and past issues, the score for this case is 1. The best example of what a good newspaper's digital archive is the one belonging to *El Puente* (Goshen, Indiana), that presents all their content indexed and archived by date from June 2001. On the other hand, there are 139 digital newspapers that have obtained 0 in this part of the analysis due to problems such as the lack of indexed content in their digital archives (it occurs in at least 59 cybermedia). In 7 cases, clicking on the "archive" button does not work or returns the user to the main page. In 2 cases the access to this service is restricted to registered users with a password. In other cybermedia such as *El Sol del Valle de San Fernando* (San Fernando, California) or *El Nuevo Heraldo* (Brownsville, Texas) it is necessary to enter a keyword in the search bar in order to access news that contain that word. This restricts the access to full editions or results. In other cases, files appear in English and unorganized, such as in *Spanish Journal* (Milwaukee, Wisconsin). There are also some digital newspapers like *Hispanos Unidos* (Escondido, California) that only show content from the period 2007-2012. Another example

of common errors is the cybermedium *El Día* (Cicero, Illinois): only the last edition of the newspaper is available online.
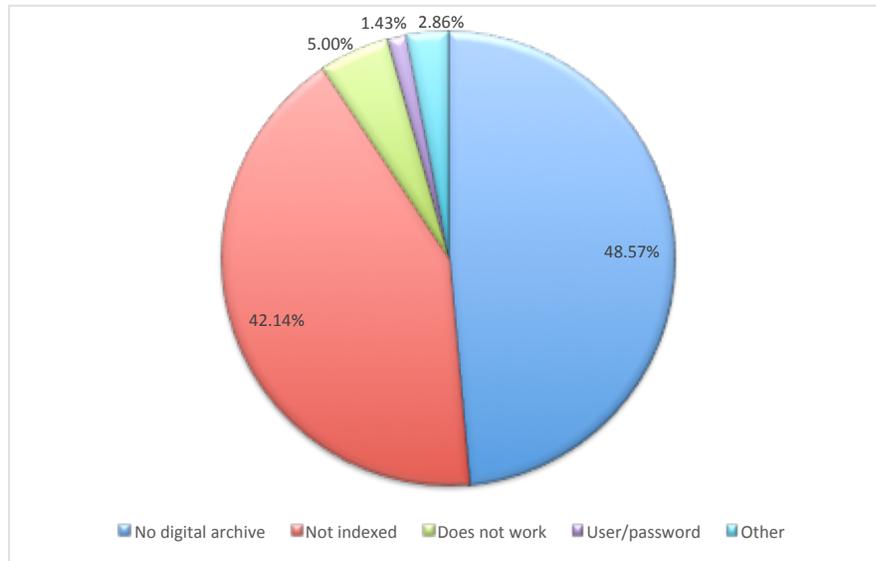
Graphic 5: Principal reasons for which Hispanic digital newspapers have received a 0 in the analysis of "web archives."

In the following section, we look into the existence of a sitemap that demonstrates the structure of the webpage and that orients and facilitates navigation for the user. Only 18 digital publications contain a sitemap, even though some of them are quite basic, like that of *La Semana del Sur* (Tulsa, Oklahoma). On other occasions, the sitemap appears under neither the name *sitemap*, nor under its Spanish translation (*mapa web*), but instead via a small "index on the side of the page so that the user can easily find the other pages on the website" (Campaña 2006). The online newspapers *El Progreso Hispano* (Charlotte, North Carolina), *Hola Noticias* (North Carolina and Florida editions), *La Opinión* (Los Ángeles, California), *La Raza* (Chicago, Illinois) and *Rumbo (*Houston, Texas) have this guide at the top of webpage or even in a pop-up menu that fulfills the same function as a sitemap. On the other hand, 88.96% of the remaining Hispanic digital newspapers either lack this characteristic (140), or it does not work (3), or it shows the sitemap of the corporate's website (2). For

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example, the newspaper *Metronoticia* (Washington, District of Columbia) shows various access buttons for both the web archive and the sitemap, but none of them work. Another example is *El Venezolano* (Fort Lauderdale, Florida), which displays an English-language article when a user attempts to access the sitemap of its webpage.
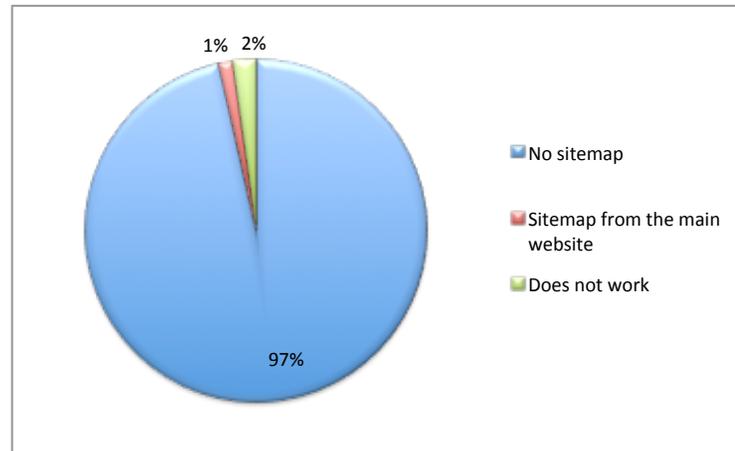

Graphic 6: Main reasons why Hispanic digital newspapers received a 0 in the "sitemap" analysis.

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Finally, we have analyzed whether or not Hispanic digital newspapers looked at in this study have a mobile app that provides access to information on different formats and in a more direct fashion. In this case only 6 online newspapers (which make up 3.68% of the digital newspapers looked at in the study) have their own apps: *Dos Mundos* (Kansas City, Missouri), *El Colombiano* (Miami, Florida), *El Diario de El Paso* (El Paso, Texas), *El Nuevo Herald* (Miami, Florida), *La Voz* (Phoenix, Arizona) and *Viva Colorado* (Denver, Colorado). It is true that the publication *KSL* does have an app for mobile phones and tablets, but it is in English and does not provide information specific to *KSL Latino* (Salt Lake City, Utah).

As regards the tally of total points obtained, it should be pointed out that no individual Hispanic digital newspaper presents all four of the elements analyzed in this section. The results of this analysis are detailed below:

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- Among the results, there is a great quantity of digital newspapers (19.02%) that do not fulfill any of the four characteristics required to facilitate users' access to information.

- 58.9% of the publications analyzed only earn one point due to only meeting one of the four conditions. Generally speaking, most of these publications earned their single point due to the existence of a search bar for users (90.72% of these single-point newspapers); followed by access to a digital archive (3.68%); a sitemap (1.23%); and the existence of a mobile app (0.61%), as in the case of the newspaper *Dos Mundos* (Kansas City, Missouri).

- 19.75% of the publications analyzed scored two points. The only combinations that resulted are the presence of a search bar and a digital archive (43.75% of these two-point publications), of a search bar and a sitemap (40.62%), and of a search bar and a mobile app (15.63%)

- Lastly, the publications with three points (1.85% of the total newspapers analyzed in the study) all scored in the same categories. None of them include a mobile app.
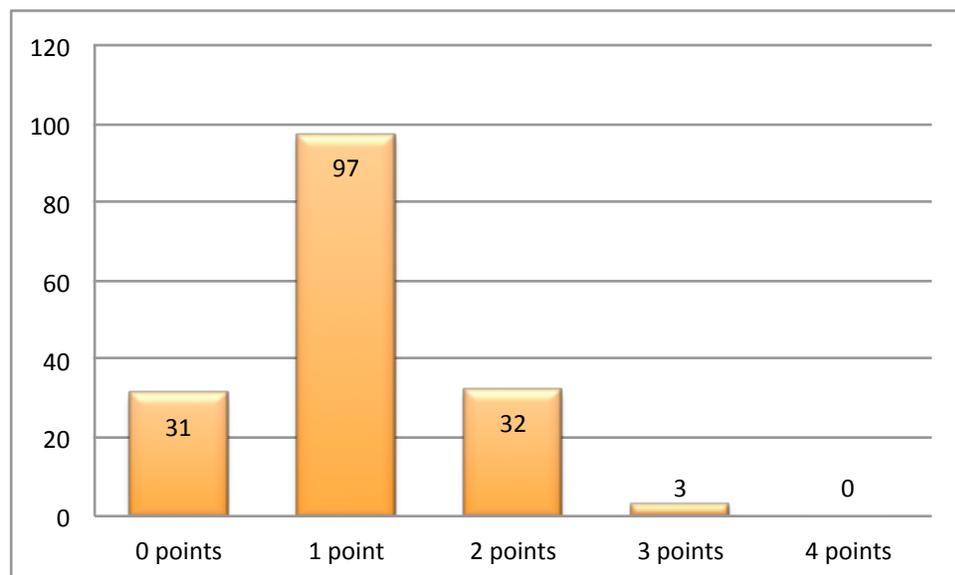
Graphic 7: Breakdown of the point totals that the publications analyzed received for the section *Access to Information*.

Next I will analyze the elements that allow users to obtain more information about the content published in Hispanic digital newspapers. With respect to the presence of a timestamp giving the time of a news item's publication, 109 newspapers scored a 0 in this category. Only 33.13% of the digital publications analyzed contain an indicator that shows the time of the most recent update to the published content. For this section a criterion has been determined, according to which —even if the newspaper's webpage has an element that specifies the current time— the result of the analysis will be a 0 if this concrete piece of information does not appear next to the news item as a means of reference.

Another important aspect is the identification of the news item's author. In most cases (63.8%), the publication places the name of the journalist who wrote the piece, or also identifies the news agency or publication from which the information was extracted. Of the remaining 59 newspapers, 42.37% identify the author automatically as soon as a news story is published, that is, names are displayed as *admin* (abbreviation for "administrator") or the name of the publication itself is listed as the creator of the story.
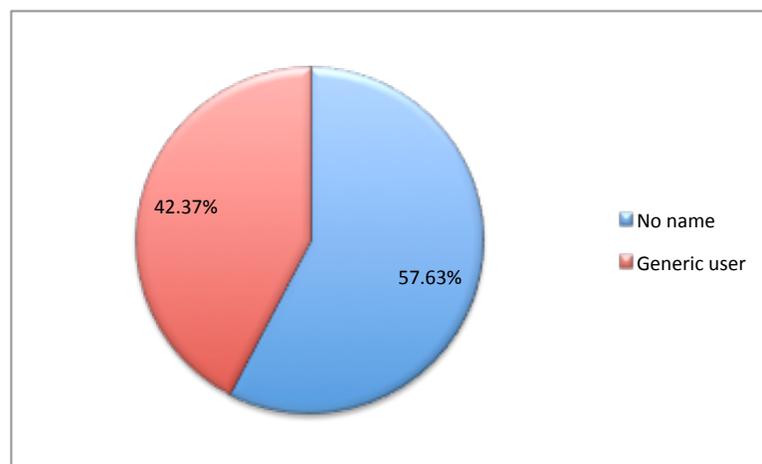
Graphic 8: Reasons why Hispanic digital newspapers scored a 0 in the section "Author of news item."

The following category analyzes the presence of images that accompany published news items. This is a particular case, since the majority of online newspapers (162) use images in their digital publications. The exception is the newspaper *Crónicas* (Napa, California), which displays its news in a plain-text format and does not pair them with graphical elements of any sort. The percentages vary somewhat more when taking into account the presence of any audio or video elements published with the text information.

In most cases (84.05%), digital newspapers use these types of multimedia resources in order to enrich the quantity of their contents and to offer users other forms of consuming information. Nevertheless, 26 newspapers did not make use of said elements in their digital publications. The last section, it must be said, makes reference to the existence of a space for "related news" that invite the reader to further explore the newspaper while reading information that has to do with the news they have just consulted. Just over half of the cybermedia analyzed (51.53%) have a small section below or next to the items where the user is invited to consult other notes. The remaining 79 digital newspapers do not use this resource in their digital pages. After combining all the scores, the following results were obtained:

- There is no publication that scores 0, since all fulfill at least one of the defined characteristics.
- 6.13% of the publications analyzed receive a score of 1, this being the presence of images and photographs in 90% of such cases.
- 19.02% receive a score of 2, which generally refers to the presence of photographs and of other multimedia content (67.74%), even though publications that identify their author in addition to using photos (25.81%) also appear, as well as those that use photos and provide readers with related articles (6.45%). No other combination has been found among the results.

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- Of the 29.45% of the digital newspapers that have earned 3 points, the majority (43.75%) identifies an author for each news piece, in addition to photos, audio and video. 37.5% combine photos, videos and related articles. 10.42% display the time of the latest update, along with the author's name and video or audio material.

- 28.22% of the publications analyzed received 4 points. The distribution is as follows: 65.22% of these newspapers include the author of the news item, graphical elements, video or audio, and related articles; 21.74% publish the time of the latest update, include the author of the story, use graphical elements and also include audio and/or video; 10.87% include the time of publication, photos, videos and related articles; and 2.17%, which is to say, just the newspaper *Bajo el Sol* (Yuma, Arizona) combines the time of update, the author's name, photos, and the presence of related articles.

- Just 17.18% (28 digital newspapers) fulfill all five characteristics proposed in this analysis. This is the second least common score among the newspapers analyzed.
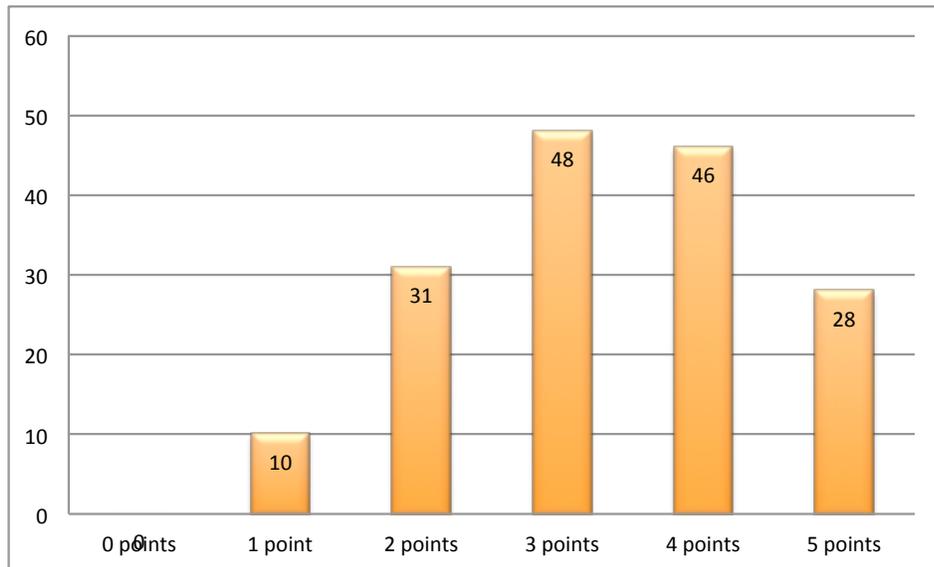
Graphic 9: Scores received for Hispanic digital newspapers for the section *Depth in Information*.

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This specific indicator analyzes the tools that allow users to participate and interact with the digital newspaper's journalists and collaborators via its webpage. In this case, we must look at the ability to write comments, to communicate via chat or a forum with other users, to look at the most popular news items or to share information.

First of all we must look at the number of digital newspapers that allow users to comment on their news stories. 66.87% of the publications possess this characteristic, while the 59 remaining newspapers do not allow for this type of interaction. Of these latter publications, the case of *La Campana* (Nashville, Tennessee) stands out, since, even though the option for writing comments appears on the webpage, it cannot be used due to comments being "locked." Regarding the possibility of sharing information on social media networks, 128 of the digital publications analyzed offer the option of publishing their content on users' digital profiles. These profiles tend to use Facebook or Twitter as their platform, but there are also many other platforms like Reddit or Tumblr. The remaining 21.47% does not allow users to share their content via social media. These results are somewhat different from those found when analyzing the section referring to sending news items by email. More than half of all publications analyzed (99) allow users to share published stories with other users via email, while 39.26% does not utilize this resource, indicating that digital newspapers put more stock in spreading their content through social media, with its greater possibilities and wider reach, than through emails or other private means.

Attention must also be paid to the existence of a premade contact form or to the appearance of information about the newspaper staff. Only 24 publications received a 0 in this section, among which *Metronoticia* (Washington, District of Columbia) stands out due to being the only one that has a contact form but it does not work. The remaining 84.75% do indeed provide this information, even if

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24 of these publications have not translated this section and only offer it in English. Another form of interaction between users and the publication is the possibility of using a forum or a chat room on the newspaper's website. The great majority of publications (99.14%) do not offer this tool. Only *La Razón* (Houston, Texas), *Arizona Bilingual* (Tucson, Arizona) and *Nuevo Siglo* (Tampa, Florida) allow Access to a forum or chat room so that readers can share opinions from within their web portals. The final section of this indicator analyzes whether or not there is a part of the website that displays to most-read news items. The majority of the newspapers (123) do not have such a component on their webpages. Only 24.54% of the Hispanic digital newspapers let users look up the most popular and most read news stories on the web.

Once the scores for the newspapers are added up for this section, the following results are obtained:

- Only 1.23% (2 publications) received 0 points in the *Interaction Tools* assessment. These are *Mexico Lindo* (Gainesville, Georgia) and *La Campana* (Nashville, Tennessee).
- 10.43% of the newspapers analyzed scored 1 point. In all cases, this point was achieved in the "Contact" section.
- 17.18% received points in at least 2 categories. The majority of these publications (42.86%) allow readers to share news on social networks and to contact the publication itself; 21.43% allow comments and offer an online contact form; 14.29% allow comments and share content on social media; 10.71% allow users to share content on social media and, also, to send it via email; 7.14% offer contact information and a section with the most read stories; and 3.57% allow users to get in touch with the newspaper itself and to share news on social networks.
- 22.08% of the publications analyzed received 3 points. The most common categories are sharing information on social media networks, via email and getting in touch with the publication (30.56%); the use of comments, sharing news on social networks and sending them via email (27.78%);

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and writing comments, sharing information on social networks and getting in touch with the publication (22.22%). The rest of the points were spread among the categories of writing comments, contact forms and sending news by email (5.56%); writing comments, getting in touch with the publication and participating in a forum/chartroom (2.78%); sharing content over social networks, getting in touch with the publication and reading the most popular news items (2.78%); and getting in touch with the publication, sending news via email and looking up the most read news (2.78%).

- 38.65% of the newspapers looked at earned points in at least 4 categories. The majority (69.84%) allow users to share news on social media and by email, in addition to letting readers contact the publication and to write comments; 14.29% let readers write comments, share information on social networks, contact the publication and read the most popular news; 7.94% allow comments, have a "share" button both for social networks and email messages, and let the user read the most popular news; 3.17% score in the categories of comments, contact form, share information and forum/chat room; 3.17% allow users to share news by email or on social networks, contact the cybermedium and read the most popular news; 1.59% allows comments, has a contact form, allows the user to send news by email and also read the most popular news.

- Only 10.43% (17 newspapers) scored in 5 categories, and none of them have a forum or chat room for users.

- Not one newspaper received a score of 6, which implies that there is no publication that fulfills all of the categories that are broken down in this indicator.

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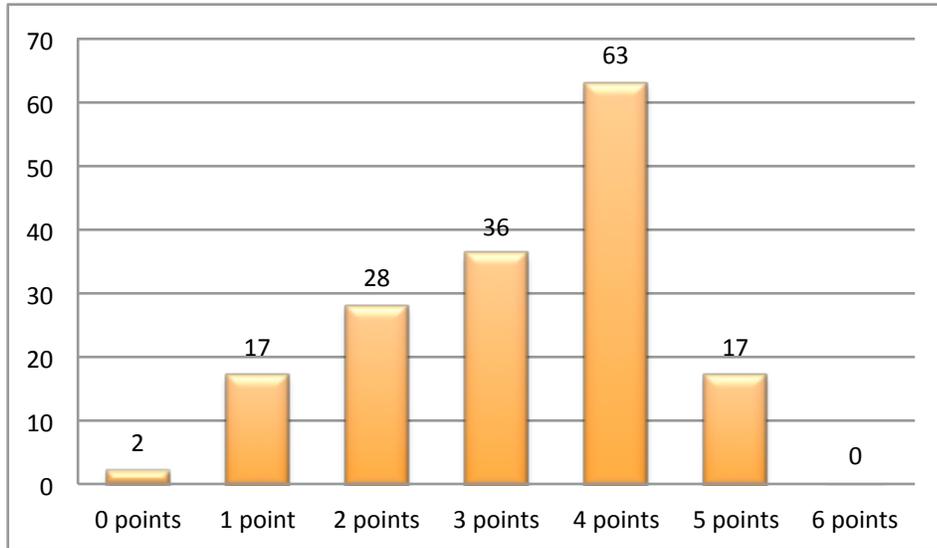
Graphic 10: Breakdown of point values received by Hispanic digital newspapers for the category *Interaction Tools*.

Personalization of Information

This category analyzes the way in which users can decide how to receive the information provided to them by the newspaper beyond simply reading the webpage. First of all, we studied the presence of a news bulletin or newsletter to which users can subscribe. In most cases (78.53%), the newspapers do not offer any such service. Of the 35 newspapers that do offer such services, 2 direct users directly to the news bulletin offered by the corporate publication. This is the case with *La Estrella de Tucson* (Tucson, Arizona) and the newspaper *Arizona Daily Star*, or with the Hispanic *Bajo el Sol* (Yuma, Arizona) and the *Yuma Sun*.

With regard to the possibility of subscribing to publications latest stories via the use of RSS, 64.42% of the newspapers analyzed do not provide this service. The 58 remaining publications do allow users to add their content via an RSS reader. What is more, 30.06% of these publications allow users to register to the webpage and to access its content. The 114 remaining digital newspapers do not allow this option; *La Conexión Latina* (Minneapolis, Minnesota), *Libre* (Miami,

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Florida) and *Latino* (Birmingham, Alabama) do display a button for registering that does not work.

Once the results are obtained, all the points are added up in order to classify the Hispanic digital newspapers in terms of the final values earned:

- 40.49% of the publications analyzed did not receive a single point in this category.
- 36.2% of the newspapers only received 1 point, which is distributed among the possibility of subscribing to an RSS feed in 42.37% of such cases, of registering for a webpage in 33.9% of cases, and in the existence of news bulletin for 23.73% of the digital publications with this point value.
- 19.02% of the digital newspapers earned a score of 2, more tan half (54.84%) of which allow for RSS subscriptions and online registering; 25.81% provide a news bulletin and RSS; and 19.35% offer a newsletter and online registering on the publication's website.
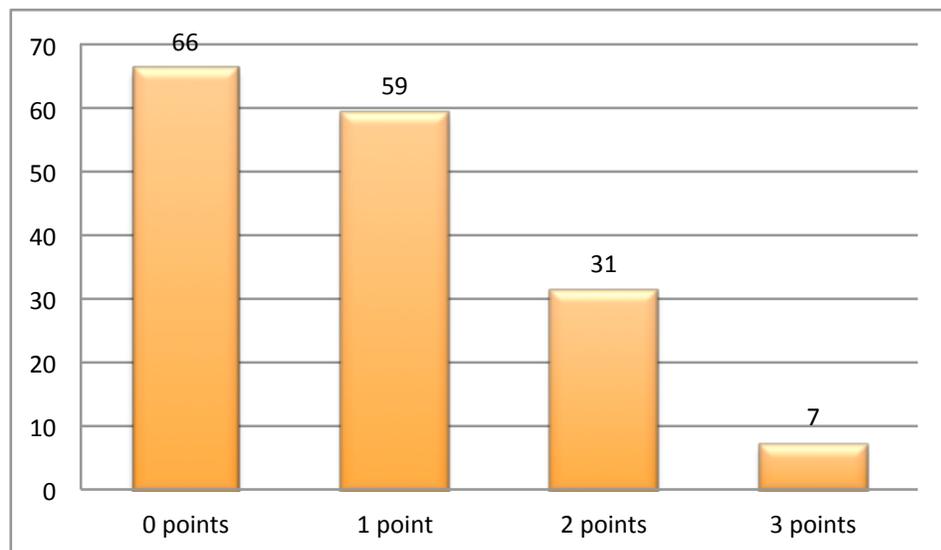
Graphic 11: Breakdown of the point values received by Hispanic digital newspapers for the category *Personalization of Information*.

This category seeks to give attention to the presence of Hispanic publications on social media networks. 79.75% of all the newspapers analyzed have their own Facebook page. Of the 33 publications that do not use this tool, 9 do not have up-to-date information, 3 are in English, 2 do not have any content, and 1 publication uses Facebook to publicize its advertisers.
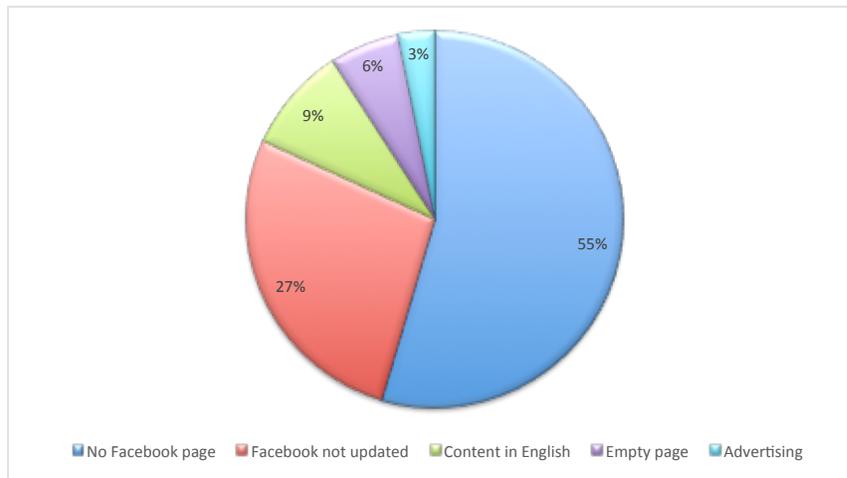
Graphic 12: Reasons why Hispanic digital newspapers received 0 points in the category "Facebook."

With respect to the use of Twitter, more than half of the newspapers (60.12%) do have a profile on this social network. On the other hand, 65 publications do not utilize this tool: 22 of which do not have updated content, in addition to 3 that have their tweets protected (which means that no Twitter user can read them unless they have been previously authorized to do so), 1 that publishes information in English, and 1 that uses this social network to advertise sales and services.

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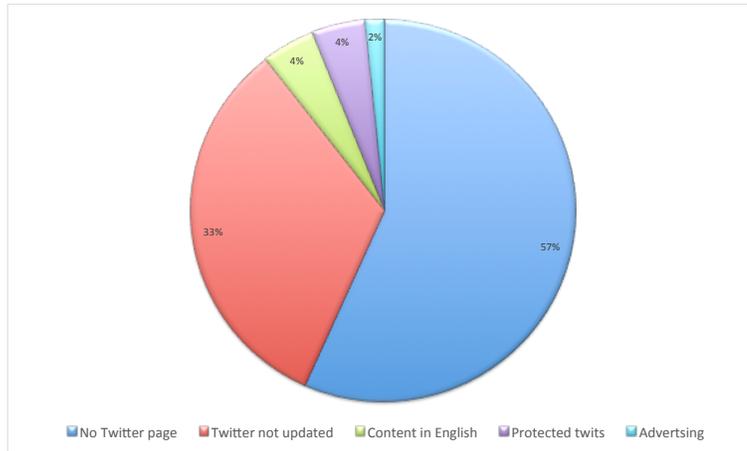
Graphic 13: Reasons why the Hispanic digital newspapers analyzed received 0 points in the category "Twitter."

Finally, the point values were totaled with respect to this indicator. The results show the following:

- 16.56% of the analyzed newspapers received a score of 0 in this category, which indicates that such newspapers do not use these social networks.

- 27% earned a score of 1 point, 86.36% of which use Facebook as the only option for their social networks, versus the 13.64% that prefers Twitter for its publications.

- 56.4% of the newspapers analyzed received 2 points, which indicates that they use both tools for spreading their information on social networks.
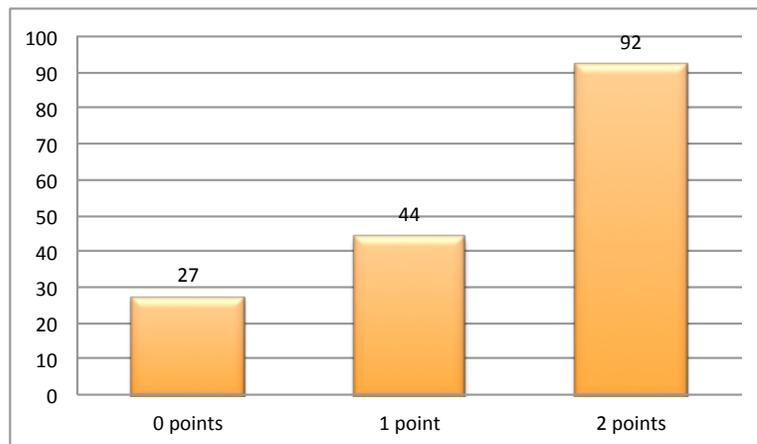
Graphic 14: Breakdown of the point values received by the Hispanic digital newspapers analyzed for the category "Social Networks."

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After analyzing each of the indicators, I proceeded to add up the results. To evaluate the data I use a scale from 0 to 10 points, 0 being the lowest score and 10 the highest one. Thus, the 20 different features that have been contemplated, along with the analysis of data accessibility according to the W3C and TAW test, give us the "final score" of each Hispanic cybermedium in the country. The average grade (4.9) "does not pass" this test, which means it does not exceed the average. This indicates that, according to the criteria of this study, Hispanic digital newspapers in the United States do not reach the quality expected of online press in the 21st Century. The graphic, meanwhile, shows a distribution of Gaussian shape with more elements on the left side, i.e. in the lowest scores. In this regard, the main objective is not focusing on achieving a score of 9 or 10, but achieving a rightward shift for all Hispanic cybermedia. That would mean that the situation has improved, and that the average rate for Hispanic digital newspapers is greater than a 5/10.

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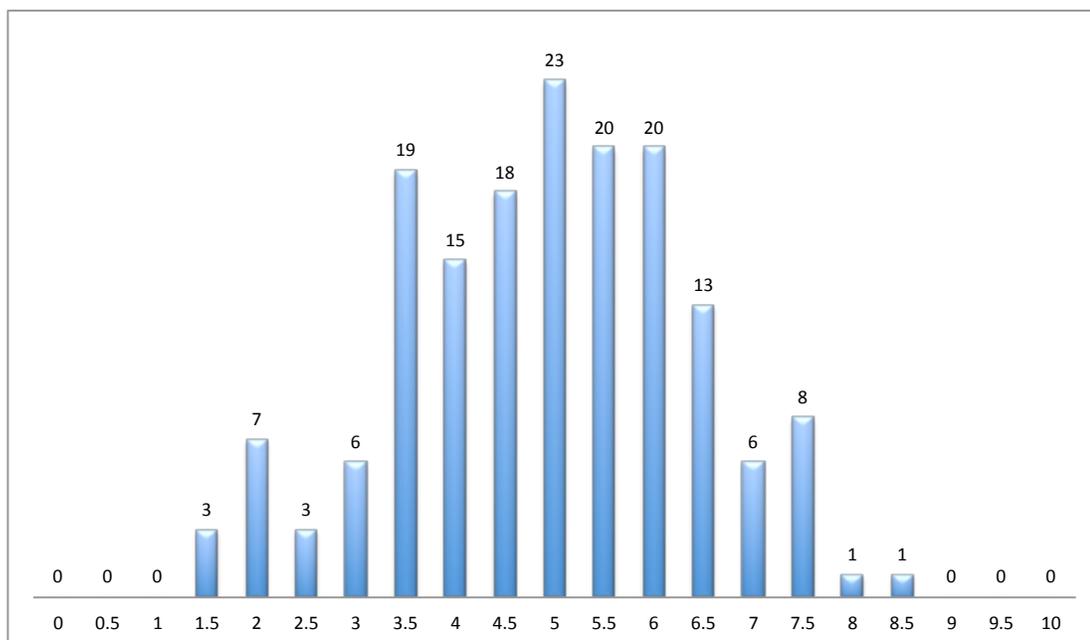
Graphic 15: "Final score" obtained by analyzed cybermedia.

If we pay attention to the data in more detail, we can see that 43.56% of the digital newspapers do not reach 5 points. The lowest score is 1.5, and it belongs to *El Latino* (Little Rock, Arkansas), *Mexico Lindo* (Gainesville, Georgia) and *Novedades* (Dallas, Texas). These newspapers have only obtained 3 of the points distributed among 20 indicators. None of them has a presence in social networks, or allows the user to customize the way they receive information, such as newsletters, RSS or on the main website. What is more, 7 digital newspapers have obtained a total score of 4 and, again, they do not let the reader subscribe to their news or access the webpage as a registered user. In the case *La Voz de Indiana* (Indianapolis, Indiana) and de *Latinos Unidos de Nueva Jersey* (New Jersey), there is no presence for either on social networks. Of the remaining publications, only *Tú Decides* (Kennewick, Washington) has profiles on Facebook and Twitter.

This lack of tools for customizing the information is shown again in the 3 digital newspapers that have obtained a score of 2.5. *La Prensa Latina* (Memphis, Tennessee), *The Bilingual News* (Long Island, Nueva York) and *El Comercio Newspaper* (Washington, District of Columbia) are not using the tools mentioned above. Using RSS helps to "broadcast content to subscribers of a website," which allows "access to digital information that is updated regularly, and helps the user to retrieve the information of its interest at any time" (Wordpress s.a.). This tool allows the user to receive alerts when news gets published, generating traffic to the site and also allowing information to be shared among users. This could be normal if Hispanic cybermedia sent their news through social networks. However, this does not happen frequently, which implies another deficiency that affects the popularity of these digital newspapers.

Newspapers that have passed this quality test represent 56.44% of the total. Most of them have a final score between 5 and 6 points, while the highest score of the table belongs to the newspaper *El Diario de El Paso* (El Paso, Texas) with

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8.5 points. This newspaper has obtained the highest score in three of the five categories. However, there is no designated space for its online archives, and it does not use a sitemap to guide the user. The website has no forums or chat rooms either but putting this into perspective makes us realize that those tools have been substituted by social networks or the main comments in the news posted. *El Diario de El Paso* is followed by *La Opinion* (Los Angeles, California) with a score of 8; and other cybermedia such as *El Diario La Prensa* (New York City, New York), *El Nuevo Herald* (Miami, Florida), *El Tiempo Latino* (Washington, District of Columbia), *Hola Noticias* (Jacksonville, Florida and Charlotte, North Carolina), *Hoy* (Los Angeles, California) and *La Prensa de Colorado* (Denver, Colorado), all of them with a score of 7.5.

Throughout the analysis I have found some sections in which the minimum amount of points was not even reached. This is the case for the indicator *Personalization of Information,* which obtained the lowest score with an average of 0.86 over 3 points. This section refers to the case explained above about RSS services. Another one is the category of *General Indicators*, which has an average of 1.04 out of 4. This refers to the quality of the searches that can be performed on the website, the possibility of looking up news from the newspaper digital archive, and whether or not the newspaper has a mobile phone app. These elements are very basic if we compare them with what other digital newspapers offer nowadays. Some, indeed, are assumed to be "essential" for users who consult online news. It does not seem like a challenge for a user to find a particular piece of news on a website or to share it through his/her social networks. However, the data show that Hispanic digital newspapers in the United States have not improved this particular resource. Only 2 newspapers have obtained a score of 3 in this category: *La Voz Latina Online* (Dalton, Georgia) y *El Semanario* (Denver, Colorado).

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The third indicator regarding the use of social networks reveals a 1.4 average. As mentioned above, 16.56% of digital newspapers do not use the resources offered by pages such as Facebook or Twitter. According to the latest study by the *Pew Research Center* on the state of social media, Facebook remains the most popular social network on the Internet (Pew Research Center 2014). Demographic data show that 71% of adults use it daily, a percentage exceeded by the total of Hispanics who access this network, which goes up to 73%. Twitter, meanwhile, reached a percentage of 23% of adult users in the United States, again less than the percentage for Hispanics (25%). Between 2013 and 2014 the percentage of Hispanic Twitter users has increased from 16% to 25%. Regarding the frequency of use, 70% of users access Facebook on a daily basis, while 36% use Twitter every day.

The data is pretty clear at this point. Hispanics use social networks and interact in them. They look for information, they comment, and they share news. The results obtained in this study show certain deficiencies in the way Hispanic cybermedia broadcast information in these spaces. In 2014, 91% of Twitter users also had a Facebook account (Pew Research Center 2014). The percentages obtained for this topic in this study are high: 79.75% of Hispanic digital newspapers have a Facebook page; 60.12% have a profile on Twitter. During 2013, Americans spent an average of 5 hours and 16 minutes a day surfing the internet from different platforms, while press consumption dropped to just over half hour, 32 minutes (eMarketer, 2013). However, there is still work to be done. The user interaction is very important for digital media: you need to create a loyal customer base, even more than with traditional media.

Higher scores are found among the indicators related to the *In-depth Information and Interaction Tools.* The averages are 3.31 over 5, and 3.2 over 6, respectively. Regarding the first indicator, 99.39% of Hispanic digital newspapers use images or pictures in their publications, and 84.05% also use other multimedia resources

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to make information more attractive to the user. Having an identified writer or editor is also very common, but there is still some work to do on issues such as the time of the last update, or developing new spaces for related news so the user can continue reading on the subject and can establish a connection with the environment, which will probably lead him/her to consult the newspaper more often. Furthermore, the percentage of cybermedia that allow the reader to interact through comments is not as high as expected (66.87%) for a society that demands its right to participate online. Although not all news is discussed within the website, it is advisable for the media to create a space where users can share and express their opinions, especially if the newspaper presence in social networks is not ideal. Moreover, the percentage of cybermedia with sections about the most popular news is relatively low (24.54%). This is an important aspect that allows the reader to access the most relevant information without having to navigate through half the website (something that, on the other hand, makes them close the tab and stop reading).

Finally, I'd like to address the position of the top 5 Hispanic digital newspapers in the United States. According to the latest ranking by the PR company Cision, the newspapers *La Opinión* (Los Angeles, California), *El Nuevo Herald* (Miami, Florida), *Hoy* (Chicago, Illinois), *El Diario La Prensa* (New York City, New York) and *Diario Las Américas* (Miami, Florida) are the most relevant in terms of national coverage (CISION 2010).

The website of *La Opinión* gets the highest rating (8 out of 10) in this analysis. Despite not having elements such as a "most read" section or a digital archive (nor a phone app), the LA newspaper has an accessible and well-designed website that allows the user to locate and comment on all the content, and share them via social network. *El Nuevo Herald* appears in second place with a total of 17 points, giving it a score of 7.5 out of 10. This digital newspaper has an app for mobile phones, but it does not allow the user to register on the webpage nor to

check the latest updates because the time of the publication does not appear anywhere in the website. New York's *El Diario La Prensa* ranked third with a total value of 7.5 out of 10. Although it gets the same score as the Spanish-language digital newspaper from Miami, *El Diario*, *La Prensa* receive two points less in the final classification, which justifies its lower rank. In this case, this newspaper does have a digital archive, but is not indexed. Additionally, it does not allow the use of RSS for subscribing to its content.

El *Diario Las Américas* only gets 10 points in this analysis, giving it a score of 5/10. Among its deficiencies, I can highlight the lack of a digital archive with past news that allows access to contents of previous editions, and also the lack of a button that lets you send news by email. Finally, the newspaper *Hoy* does not reach the score to "pass" this quality test. With 4.5 points out of 10, this Chicago cybermedium does not show any indexed digital archive, nor does it allow the user to contact the staff. Furthermore, its score in the category related to *Personalized Information* is also very low (no newsletter and no RSS feed available).

Federico Subervi, Professor of Journalism at Kent State University in Ohio, said in 2007 that the Spanish-language press in the United States had adapted "to the needs of the Hispanic population, reflecting the peculiarities of each population," and that it had increased its distribution in areas with major migratory movements (Pratt 2007). After analyzing the Hispanic digital newspapers published in the country, it has been proved that this phenomenon has not yet occurred in digital society, or at least not with the same quality and impact that the Spanish-language printed newspapers achieved in the United States.

First of all, Hispanic cybermedia need to work on such areas as adaptability and web design. Many readers flee from the plain text and outdated functionality, so not paying attention to these aspects directly harms the popularity of the

newspaper. Perhaps for the average user, a high error rate in the code does not mean much, but if you try to read a story from your mobile phone and the content does not fit properly, you probably will not include that publication among your favorites.

Another major problem encountered in these online media is the low number of indexed content. Only 23 out of the 163 digital newspapers analyzed have some kind of "digital library" with past news that can be consulted online and that is accessible through a search both inside and outside the website. Also, only 6 digital newspapers have worked in developing a mobile application that provides content immediately and allows users to create alerts on their cell phone, a functionality that 87% of the U.S. online media already had in 2012 (Sande 2012).

Social networks have an important role in the development of Hispanic cybermedia. However, the percentages (21.47% of the analyzed media does not allow you to share your content on social networks and 16.56% do not use or Facebook or Twitter) are not as high as expected. More than half of the newspapers (64.42%) do not allow the use of RSS, while 78.53% do not have a newsletter on their webpage. Users do not receive the information nor can they customize it according to their preferences, something that is being demanded by almost all online newspapers readers.

Conclusions

Talking about digital journalism and online media means recognizing that we are immersed in full digital revolution, "a new feedback revolution, not only technological but global, [which implies] political, economic, communicative, creative and cultural revolution (Pérez 2010). Started in the year 2010, the revolution began with the "creation of a digital version of printed newspapers"

and that, little by little, has incorporated changes in the way of writing, layout and spreading the news (Adhepeau 2009). This study proves that Hispanic cybermedia do not always use digital tools in their websites, or that sometimes they do not do so properly.

The use of technology is often associated with new generations, such as the *millennials*, young people born between the 90s and the first decade of 2000. This generation has an "innate familiarity with the world of communications and new technologies," and they will represent "75% of the workforce in the United States" by 2025 (Canonici 2013). After reviewing the data obtained in the analysis it is easy to understand why the Spanish-language digital press in this country is not particularly attractive to this group of potential prospects. In many cases, it is assumed that digital journalism means "the reproduction of content from newspapers assuming that the most important thing in this new configuration is the journalistic information" (Adhepeau 2009). This mistake is common in those cybermedia that for example have turned a simple pdf document in a digital version of the print newspaper.

We must not forget that the importance of *millennials* for Hispanic cybermedia in the United States goes beyond a simple statistic or forecast. Why do they have so much weight in the digital integration of Hispanic journalism? First, there is a situation of confidence and stability among the readers of printed newspapers. A study published this year by the *Pew Reseach Center* shows that while profits on sales of English-language newspapers in the United States have fallen by more than 50% over the last decade, 31 of the Hispanic newspapers that publish their data circulation increased their sales by 4% last year (Matsa 2015). Adam R. Jacobson, a journalist and author of several reports on the Hispanic market in the United States such as the *Hispanic Market Overview 2014*, states that "the strong ties with the country of origin, especially in the first generations" encourage the purchase of printed newspapers to obtain information. Moreover,

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a lot of the Latino population that emigrated to the United States "has seen the Internet as a expensive and inaccessible tool" (Jacobson 2014).

Secondly, there is some preference for English over Spanish among younger Hispanic readers. *Millennials,* the new generations, are much more integrated in the digital environment and they read digital news (New York Times 2013). Although the percentage of Latinos who get their news in Spanish is still relatively high (68% in 2012), the fact is that 82% of Hispanics say they get their news in English (Pew Research Center 2013). These statistics are not only about newspapers, but also radio, television or any other digital content. Improved proficiency in English by the Latino population and the decline of migratory movements also affect the increase in the percentages related to the use of information in this language. In addition to this there are other elements involved, such as the difficulties experienced in the transmission of Spanish language through generations of heritage speakers. In many cases, if the children of Spanish-speakers in the United States did not attend a Spanish immersion school, their language development in this language stops "around the age of five and a half years " (Silva-Corvalán 2014).

Finally, confidence in printed newspapers and the low activity among Spanish-language digital media causes advertising investment to be distributed irregularly, focusing only on the most successful publications. Big Hispanic media generate, in turn, a key for many advertisers who are aware that Spanish-language media consumption in the United States is sustained mainly by the purchases in the printed newspaper market. Efforts to attract young Hispanics, those *millennials* in the country, is reflected in campaigns and market research seeking to draw the attention of those who are #BetweenTwoWorlds and reflect "a bilingual and multilingual reality" that is part of everyday life in the United States (Moreno Fernández 2015). However, companies that target the U.S. Hispanic audience "are more likely to invest in print publication than in Internet

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based newspapers," which creates "a much larger volume of ads that the ones you see in the media that enter the digital field," translating into a higher income for printed newspapers (Jacobson 2014).

This study shows that, indeed, there is a lack of initiative and investment to achieve the breaking of those "physical barriers," which continue to promote a situation in which Spanish-language journalism in the United States focuses its efforts on the printed publications. Whatever the reasons are for this situation, the fact is that Hispanic cybermedia in the country "needs a boost" in terms of integration in this new technological age (Jacobson 2014). The presence of graphics, video and interactive content in the online media in Spanish is scant. It does not provide attractive information and, therefore, its diffusion among readers (especially *millennials*) does not reach the quotas of other major American digital newspapers published in English.

The results confirm testimonies and sources. The role of Spanish-language digital media in the United States is very important, but it is not working properly. Users, especially the younger ones, seek simplicity and immediacy in the digital environment. If an English-language digital newspaper offers them comprehensive coverage on an issue, it will be chosen over others to obtain the information. Only a few cybermedia have specialized in the local environment of Hispanics. Others, as seen by the lack of resources allocated to the archives of digital newspapers, merely translate into an electronic document that which has been previously printed on paper. According to Felipe Korzenny, founder of the *Center for Hispanic Marketing Communication* at Florida State University, "90% of Hispanics under age 18 were born in the United States" (Hispanic Market Overview 2014). It is necessary to "think like a *millennial,*" and, to this end, to maximize the characteristics of the cybermedia and the opportunities offered by the digital marketplace. The Spanish-language digital newspapers in the United States have not (yet) developed their abilities to the fullest. As demonstrated in

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the study, there are still gaps to be filled in this relatively "new" environment 2.0. Quality journalism has no output if the media in which it is presented is not appealing to readers, especially if our users are demanding readers with much experience using digital devices, such as *millennials.*

It is now the turn of Hispanic digital newspapers. It is not enough just to publish content in two languages. Experimenting with new forms of writing and design to attract the interest of potential consumers of Spanish-language news (*millennials*) is a key element. A regeneration is required in the structure of Hispanic cybermedia in the United States, where professionalism and efficiency will have a significant influence on the number of readers, and also on profits. However, this is not only about high-quality journalism or new writing techniques. Hispanic cybermedia must improve their presence on the Internet, their interaction in social networks and especially the design and resources offered by Hispanic digital newspapers. They must lose the fear to invest in digital technology and move away from the stability offered by the reader who acquires the newspaper daily, and who generally is in adulthood.

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Creating brands, differentiating themselves, attracting attention among the Hispanic population through the quality of its content and the diversity of its subjects; these are the new targets of Spanish-language digital journalism in the United States. The dissemination of information is no longer measured by the number of individuals, but determined in "likes." For Hispanic online journalism, the future is now; it is time that the motives and values that led to the creation of *El Mississippi* in 1808, and many other Hispanic publications in later years, continue to fulfill the mission to form and inform in Spanish in the United States.

Appendix I: final rating of cybermedia[1]

Position	Cybermedium	Total (x/20)	Average
1	El Diario de El Paso	17	8.5
2	La Opinión	16	8
3	El Diario	15	7.5
4	El Nuevo Herald	15	7.5
5	El Tiempo Latino	15	7.5
6	Hola Noticias	15	7.5
7	Hoy	15	7.5
8	La Prensa de Colorado	15	7.5
9	El Nuevo Heraldo	14	7
10	El Sentinel	14	7
11	Identidad Latina	14	7
12	KSL Latino	14	7
13	La Estrella de Tucson	14	7
14	La Voz	14	7
15	Ahora News	13	6.5
16	Ahora Sí	13	6.5
17	El Hispano	13	6.5
18	El Periódico USA	13	6.5
19	El Planeta	13	6.5
20	El Popular	13	6.5
21	El Sentinel	13	6.5
22	El Venezolano	13	6.5
23	Enlace/San Diego Red	13	6.5
24	Latin Opinion	13	6.5
25	Miniondas	13	6.5
26	Rumbo	13	6.5
27	Semana News	13	6.5
28	Al Día	12	6
29	Bajo El Sol	12	6
30	Centro	12	6
31	Diario de Mexico	12	6
32	El Hispano News	12	6
33	El Mundo	12	6
34	El Mundo Boston	12	6
35	Extra	12	6
36	Impacto USA	12	6
37	La Conexion	12	6
38	La Prensa	12	6

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[1] The total number of cybermedia goes from 163 to 161 because the editions of *Hola Noticias* in Florida (Jacksonville) and North Carolina (Charlotte and Piedmont Triad) share similar results in the final rating.

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39	La Prensa/Unidos	12	6
40	La Semana del Sur	12	6
41	La Voz de Houston	12	6
42	La Voz Nueva/Bilingüe	12	6
43	Noticia LI	12	6
44	Post Latino	12	6
45	Que Pasa	12	6
46	Santa Maria Times	12	6
47	Vista Semanal	12	6
48	Arizona Bilingual	11	5.5
49	Dos Mundos	11	5.5
50	El Extra	11	5.5
51	El Heraldo News	11	5.5
52	El Hispano	11	5.5
53	El Imparcial News	11	5.5
54	El Latino	11	5.5
55	El Mundo	11	5.5
56	El Sol News	11	5.5
57	El Tecolote	11	5.5
58	Hola Arkansas	11	5.5
59	La Raza	11	5.5
60	La Voz Hispana de CT	11	5.5
61	Latino	11	5.5
62	Libre	11	5.5
63	Metronoticia	11	5.5
64	Mundo Hispánico	11	5.5
65	USA Hispanic	11	5.5
66	Viva Colorado	11	5.5
67	Westchester Hispano	11	5.5
68	Al Día	10	5
69	Buenos Días Nebraska	10	5
70	Diario Las Américas	10	5
71	Diario Palm Beach	10	5
72	El Colombiano	10	5
73	El Latino de Hoy	10	5
74	El Semanario	10	5
75	El Sol (Salinas, CA)	10	5
76	El Sol (Philadelphia, PA)	10	5
77	El Sol de Yakima	10	5
78	El Tiempo	10	5
79	El Vocero Hispano	10	5
80	Hoy en Delaware	10	5
81	Impacto Latin	10	5
82	Jambalaya News	10	5
83	La Prensa Libre	10	5
84	La Tribuna Hispana USA	10	5
85	Manhattan Times	10	5

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86	Nuevo Siglo	10	5
87	Semanario Argentino	10	5
88	The Dominican Journal	10	5
89	Venezuela al Día	10	5
90	Vida Latina	10	5
91	Eco Latino	9	4.5
92	El Lider USA	9	4.5
93	El Nacional de Oklahoma City	9	4.5
94	El Reportero	9	4.5
95	El Sol del Valle de San Fernando	9	4.5
96	El Vocero Hispano	9	4.5
97	Hoy	9	4.5
98	La Jornada Latina	9	4.5
99	La Prensa (San Diego, CA)	9	4.5
100	La Prensa (Toledo, OH)	9	4.5
101	La Prensa de Minnesota	9	4.5
102	Metro Noticias Las Vegas	9	4.5
103	Nuevo Siglo	9	4.5
104	Providence en Español	9	4.5
105	Red Latina	9	4.5
106	The Vision Newspaper	9	4.5
107	Tribuna Connecticut	9	4.5
108	Washington Hispanic	9	4.5
109	Ecuador News	8	4
110	El Hispanic News	8	4
111	El Latino American	8	4
112	El Nuevo Georgia	8	4
113	El Tiempo Hispano	8	4
114	Imagen Semanal	8	4
115	La Comunidad News	8	4
116	La Conexión Latina	8	4
117	La Estrella	8	4
118	La Prensa Hispana	8	4
119	La Voz Hispanic Newspaper	8	4
120	Las Américas	8	4
121	Latino	8	4
122	Nuestro Noroeste	8	4
123	Prensa Hispana	8	4
124	Ahora Latino Journal	7	3.5
125	Azteca 21	7	3.5
126	Bell Gardens Sun	7	3.5
127	CNY Latino	7	3.5
128	El Latino	7	3.5
129	El Mundo	7	3.5
130	El Observador	7	3.5
131	El Progreso Hispano	7	3.5
132	IBL News	7	3.5

133	Información	7	3.5
134	La Campana	7	3.5
135	La Oferta	7	3.5
136	La Razón	7	3.5
137	La Voz Latina Online	7	3.5
138	Lawndale News	7	3.5
139	Nuestra Comunidad	7	3.5
140	Rumbo	7	3.5
141	Vida en el Valle	7	3.5
142	Visión Hispana	7	3.5
143	El Comercio Newspaper	6	3
144	El Día	6	3
145	El Semanario	6	3
146	La Prensa (San Antonio, TX)	6	3
147	Reflejos	6	3
148	Vocero Hispano	6	3
149	El Puente	5	2.5
150	La Prensa Latina	5	2.5
151	The Bilingual News/El bilingüe	5	2.5
152	Crónicas	4	2
153	Kansas City Hispanic News	4	2
154	La Noticia	4	2
155	La Voz de Indiana	4	2
156	Latinos Unidos de NJ	4	2
157	Spanish Journal	4	2
158	Tú Decides	4	2
159	El Latino	3	1.5
160	Mexico Lindo	3	1.5
161	Novedades	3	1.5

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