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

Since 2020, EquisLabs has monitored YouTube channels that traffic in polarizing content targeted at Latinos, in English and Spanish. In this project, EquisLabs and Harmony Labs worked together to understand the content ecosystems that a set of 47 YouTube channels exist within for Latinx YouTube audiences.
Starting with a list of more than 100 YouTube channels EquisLabs provided, we eliminated channels with no to low reach in Latino audiences, narrowing in on 47 channels of interest, which we used as “seeds” for our network analysis.

These channels carry different types of content, in Spanish and English. Fox News covers “the intersection of media, politics, technology, and culture, featuring analysis, commentary, and interviews with the newsmakers themselves”; whereas channels like Joe Rogan, Steven Crowder, Timcast, and Cubanos por el Mundo focus on influencer interviews, commonly referred to as “hot takes.”
Despite the varying viewpoints and different types of content presented on these channels, some consistent themes emerge and often recur. For instance, big government frequently appears as orchestrating the collusion of five additional antagonists intent on brainwashing, silencing, dividing and weakening “us.” The presupposed “us” being everyday people like “you and me.” These themes represent one leitmotif.

<table>
<thead>
<tr>
<th>The Antagonists</th>
<th>BIG GOV</th>
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<tbody>
<tr>
<td>Mainstream Media</td>
<td></td>
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<tr>
<td>Hollywood</td>
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<tr>
<td>Tech</td>
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<td>Education</td>
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<td>Pharma</td>
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<table>
<thead>
<tr>
<th>Their Objective</th>
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<tbody>
<tr>
<td>Brainwash US</td>
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<tr>
<td>Silence US</td>
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<tr>
<td>Divide &amp; Weaken US</td>
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<thead>
<tr>
<th>Key Topics</th>
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<tbody>
<tr>
<td>Secularism</td>
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<tr>
<td>Socialism</td>
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<tr>
<td>Cancel Culture</td>
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<tr>
<td>Gender Fluidity</td>
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<tr>
<td>Victim Culture</td>
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<tr>
<td>Materialism</td>
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<tr>
<td>Science</td>
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<tr>
<td>Surveillance</td>
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<tr>
<td>CRT</td>
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<td>Vaccines</td>
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</table>
At home in the context of right-leaning politics, within these 47 channels of interest, this one leitmotif carries a distinctly Latin character. For example:

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

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

• Children of first-generation immigrant families occur as victims and potential sites for resistance to cultural cross-pressuring from schools, media, and government agencies.
So how do Hispanic YouTube audiences interact with these 47 channels?

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

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

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

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

Only about 2% of users were Spanish-exclusive, but over 25% consumed at least some Spanish-language content.
Second, we found significant differences in the average daily reach of each of our 47 channels. In the chart to the right are the top ten channels by average daily reach within our audience.

Not surprisingly, the channel with the highest average daily reach is Fox News. On any given day, 4 out of every 1,000 Hispanic audience members consume Fox News on YouTube.
We looked at demographics for our Latinx audience and compared them to the demographics for Latinx audience members who regularly engaged with our 47 channels of interest. Engagement is defined as the average percentage of the daily audience that viewed a video from each channel.

In general, demographics for these two groups were similar, with three notable differences. Audience members engaging with these 47 channels tend to be older men who identify as both white and Hispanic versus just Hispanic.
Next, we wanted to understand what other channels tended to associate with these 47 channels of interest. What content ecosystems do they exist within? We identified the other channels audiences engaged with in addition to these 47 channels from January 1, 2020 to May 31, 2021. Then we located within this extended list those that tended to cluster together by audience interaction. We call these 4 clusters content ecosystems.

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

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

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

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

High risk is an ecosystem that affords significant exposure to our 47 channels of interest.
Our four ecosystems tend to attract a fairly uniform demographic, with one exception. The FLEX ecosystem generally attracts a younger, more diverse audience.
Music channels are extremely popular with our Hispanic audience. In fact, some of the highest reach channels for this audience were DisneyMusicVEVO, WORLDSTARHIPHOP, BillieEilishVEVO, and other music channels. Because none of our 47 channels of interest focused on music, we excluded it from our ecosystem analysis.

Now, on to a closer look at each of the 4 ecosystems.
Provocative and highly-charged, right-leaning news and "hot-takes."
About 4% of our Latinx YouTube audience consumes content from the RIGHT HIVE ecosystem.

In this chart, white labels denote channels from our 47 channels of interest. Which means Fox News is the most important channel in this ecosystem, both by reach and centrality. Other key channels here are Timcast and the Next News Network.
People who spend their time in RIGHT HIVE aren’t just engaging with right-leaning news content. There’s also content about animals, food, and religion, as evidenced by channels like World of Tech and Helpful DIY (learning, self-sufficiency), El Dodo (animals), Demi Rancho a Tu Cocina and Claudia Regalado (food), and BibleProject (religion).

Note that several of these channels are in Spanish. The Latino users who visit this ecosystem, especially for Fox News, are code switchers whose content choices suggest they value self-sufficiency and the cozy pleasures of home, as in La Vida Del Rancho.
Informative, mainstream news content that covers the full political spectrum.
13% of our Latinx YouTube audience consumes content from the NEWS PLUS ecosystem.

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

White labels denote channels from our 47 channels of interest.
NEWSY, EVEN WHEN IT’S NOT

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

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

ECOSYSTEM 3

Highly-charged Spanish language news and entertainment targeted specifically at Latino audiences through topics like socialism and secularism.
2% of our Latinx YouTube audience consumes content from the EN EXCLUSIVA ecosystem.

Despite this ecosystem’s relatively low reach within our audience, about 11% of the audience in this ecosystem encounters one of our 47 channels there.

On average, 4% of people who spend time in EN EXCLUSIVA also spend time in the RIGHT HIVE ecosystem.

White labels denote channels from our 47 channels of interest.
FAMILY DRAMA & INFOTAINMENT

In addition to news like Noticias Telemundo, in this ecosystem, we find kids programming like Cocomelon (which our data pick up when parents use their devices to play content for kids), and family drama content like Caso Cerrado.

This more dramatic vibe is a feature of the EN EXCLUSIVA ecosystem, also discernible in channels like Imagen Entretenimiento.
“Hot takes” dedicated to news analysis, punditry, or “rants” with entertaining, humorous, and overtly masculine qualities.
18% of our Latinx YouTube audience consumes content from the FLEX ecosystem.

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

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

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

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

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

<table>
<thead>
<tr>
<th>Ecosystem</th>
<th>4%</th>
<th>13%</th>
<th>2%</th>
<th>18%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Latinx Reach</strong></td>
<td>4%</td>
<td>13%</td>
<td>2%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>47 Channel Reach</strong></td>
<td>1.12%</td>
<td>0.08%</td>
<td>0.24%</td>
<td>0.27%</td>
</tr>
<tr>
<td><strong>Ecosystem Highlights</strong></td>
<td>Right-leaning niche news and advocacy</td>
<td>Mainstream news and political explainers</td>
<td>Spanish-language infotainment and news</td>
<td>Male-inflected “hot takes,” fun, and games</td>
</tr>
<tr>
<td><strong>Opportunities and Risks</strong></td>
<td>This well-established echo chamber is harder to penetrate and challenging to counter-narrate in directly. The other 3 ecosystems likely represent easier points of entry for new content interventions.</td>
<td>When you combine the high overlap with the <strong>Right Hive</strong> audience and this ecosystem’s sizable reach, <strong>New Plus</strong> is a critical space to place content to reach into an ecosystem that spans political divides.</td>
<td>While low reach, the content favored in this ecosystem has a lot in common with the <strong>Right Hive</strong> and represents a high risk space. An opportunity exists to intervene with content created for a Spanish-first audience.</td>
<td>While not a direct on-ramp to <strong>Right Hive</strong>, it has the highest reach and carries many of the same worldviews (i.e., the culture war). Content with humor or a “hot-take” quality has the best chance of reaching this ecosystem.</td>
</tr>
</tbody>
</table>

### Right Hive

- **Right-leaning niche news and advocacy**

### News Plus

- **Mainstream news and political explainers**

### En Exclusiva

- **Spanish-language infotainment and news**

### Flex

- **Male-inflected “hot takes,” fun, and games**
THANK YOU

For additional questions, please contact:

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