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

Permalink
https://escholarship.org/uc/item/5nq3p574

Author
McClure, Sarah Yolanda

Publication Date
2015-07-10

Supplemental Material
https://escholarship.org/uc/item/5nq3p574#supplemental
Upward Mobility:
How mobile is shaping the lives of Latinos in the U.S.

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

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

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

Keywords: mobile, latinos, migrants, mobile technology, entrepreneurs, social activist, mexico, U.S., cross-border
Upward Mobility:
How mobile is shaping the lives of Latinos in the U.S.

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

HASHTAG
("This winter we need winter coats and blankets for migrants...")
Migrants also learn about their rights through the site’s audio "novelas," which share information on how to avoid fraud, identify discrimination and negotiate fair wages.

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


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


Hernández, Adarely Ponce. Mexico. Interview. Phone.

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


