

## MIDWESTERN LATINO INFORMATION SEEKING AND TECHNOLOGY USE

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<http://personae.missouri.edu/index.html>

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### SEMI-STRUCTURED INTERVIEW PROTOCOL LATINO COMMUNITY GATEKEEPERS

*Because of the semi-structured nature of the interview, the questions below are an approximation of those that will be asked during the interview. It is possible that conversation may lead to other questions being asked which are not listed here.*

This conversation is mostly going to be about Latinos and their uses of social media and mobile technologies for information-seeking. First, I'm going to ask you to describe the Latino community members you interact with most frequently. [Probe questions: Do you deal with more immigrants and first-generation Latinos? Second and subsequent generations? What's the heritage community most represented here? Mexican-American, Cuban, Central American, etc. What about language? Is this a Spanish-speaking community? Are other languages spoken?]

When you look at Latinos in your community, do they use mobile technologies like cell phones, smart phones, or tablets? What do you see used most frequently? What would you say the breakdown is between cell phones and smartphones?

What are the primary uses of mobile technologies for Latinos in your community? Voice, text, internet access, something else?

Are you providing any mobile-friendly services for your community's Latinos? If so, what are they? Are people you know afraid of being tracked on their mobile devices?

How often would you say Latinos in this community use the library?

Have you ever connected with a community agency like the library or your local schools via social media? For instance, Liking a library page, or following the Twitter feed of your mayor? Do you think the library contributes a lot in terms of helping people use technology like tablets, e-readers, or smartphones?

What about Latinos in your community and their use of social media? Which are the preferred platforms – Twitter, Facebook, Pinterest, etc.?

Do you interact with the Latinos in your community through social media? What do you notice about their posts? What languages do they use? What topics do they cover – family and personal topics, work and school, or other things? Do you know anyone who is limiting their social media use for privacy concerns?

Are you providing any social media services for your Latino community? If so, what are they?

Whom do you think is particularly knowledgeable about these issues? Is there someone we ought to interview additionally?