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Finding Latino/as: Library Tools to Discover and Mine Social Data and Statistics for Latino/Hispanic Populations in the United States

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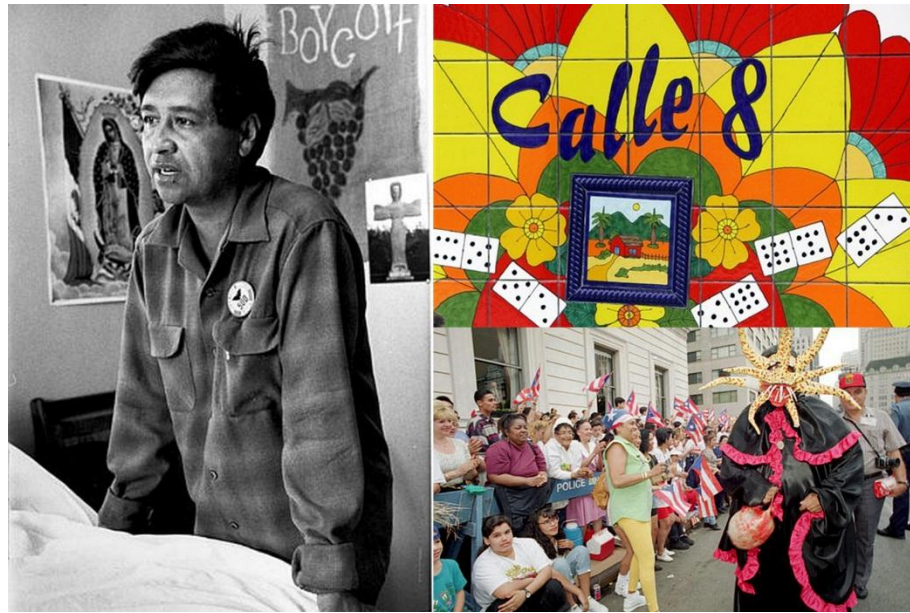*University of Connecticut - Storrs*, shikha.sharma@uconn.edu

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By Marisol Ramos and Shikha Sharma

Data Mining vs. Mining for Data

- Data Mining: Data mining refers to a set of approaches and techniques that permit 'nuggets' of valuable information to be extracted from vast and loosely structured multiple data bases. For example, a consumer products manufacturer might use previous data mining to better understand the relationship of a specific product's sales to promotional strategies, selling store's characteristics, and regional demographics.
  - ◦ Source: Olkin, I., & Sampson, A. R. (2004). Multivariate analysis: Overview. In Neil J. Smelser, & Paul B. Baltes (Eds.), *International encyclopedia of the social & behavioral sciences*, pp. 10240-10247. Oxford: Pergamon.

- Data mining software is one of a number of analytical tools for analyzing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases.
  - ◦ Source: Frand, Jason. http://www.anderson.ucla.edu/faculty/jason.frand/teacher/technologies/palace/datamining.htm

- Who do data mining? Businesses, Marketing Companies trying to predict consumer spending patters.
  - ◦ Major issues of Data Mining: Privacy rights of consumers

Data Mining vs. Mining for Data

- Mining for Data: The old fashion way to find information, shifting through data bases and finding reports, articles and data sets.
  - Although the library doesn't offer access to data mining software, we do offer the tool for you to mine for data:
- The library has a wide variety of social, economic and business databases and tools which allow to find such data as consumer patterns and profiles; marketing data that document social behaviors that not only benefit corporations but also social scientists.

The Challenge of Finding Latina/os

- The term *Latino* was not officially used until 1990 when the US Census added this category for those individuals that wouldn't identify themselves as *Hispanic American*. Today both term Hispanic American and Latino/as are used interchangeably to identify individual of Puerto Rican, Mexican American, Cuban American and any other descendant of a Spanish or Portuguese speaking, Latin American or Caribbean country.

  ◦ Because the concept of Hispanic/Latino is one based on ethnicity and nationality and not race, their meaning is in constant change. But, in term of research, what you need to be aware is:

    - The term **Hispanic American** is more widely used in Book Catalog and Databases to organize materials in this subject area
    - The term **Latino** is not used widely for subject classification but it can be used successfully in the "title" or "keyword" field

The Challenge of Finding Latina/os

- Both term *Hispanic American* and *Latino/a* are umbrella terms, that mask the wide variety of people and nationalities embedded in such terms. If you want to research a particular group or nationality, consider broadening your search by using other terminology that represent the group you want to study. For example, *Puerto Rican, Nuyorican, Chicano, Mexican American, Salvadorian, Guatemalan*, etc... This is particular important when searching databases since some studies focus in one or two groups.
  - In marketing studies, market segmentation based on country of origin are more useful than just using the term Hispanic or Latino, especially when trying to track emerging groups coming from Central America and South America
    - An example of a Marketing Report on Hispanic/Latinos can be found at
      - http://www.adweek.com/sa-article/truth-about-hispanic-consumers-138828

How to find data on Latina/os?

Key Websites:

- American FactFinder

  ◦ http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

- Fact on the Hispanic or Latino Population

  ◦ http://www.census.gov/newsroom/minority_links/hispanic.html

- Hispanic Origin

  ◦ http://www.census.gov/population/hispanic/

- Hispanic Owned Firms

  ◦ http://www.census.gov/econ/sbo/

How to find data on Latina/os?

- Pew Hispanic Center

  http://pewhispanic.org/

- Inter-University Program for Latino Research

  http://iuplr.nd.edu/census/

- Health of Hispanic or Latino Population

  http://www.cdc.gov/nchs/fastats/hispanic_health.htm

- Office of Minority Health & Health Disparities

  http://www.cdc.gov/omhd/Populations/HL/HL.htm

For more data & statistics go to: http://classguides.lib.uconn.edu/socialscistats

Recommended Databases @ UConn Libraries

- <u>Mintel Reports</u>: contains full-text market research reports covering US and Global consumer markets. Each report analyzes market share, segmentation, competitors, and trends along with providing comprehensive demographic profiles and consumer patterns.

- <u>Global Market Information Database:</u> Provides comparable data for the period 1977 to present in 205 countries. Topics covered include advertising; agricultural production; automotives and transport; banking and finance; energy resources and output; health; IT and telecommunications; travel and tourism.

- <u>Global Insight:</u> provides financial and economic information from around the world, both current and historical.

- <u>World Development Indicators:</u> Statistics for over 200 countries and eighteen country groups include social, economic, financial, and more. Data can be scaled, charted, and exported as an Excel or ASCII file.

- <u>TableBase:</u> Provides data from tables published in magazines and government reports.

For guides on these databases, go to: http://classguides.lib.uconn.edu/economics and click on Global Data & Statistics

THANK YOU!

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