**Code Sheet**

**Latino Organization Websites – Visual Analysis of Culture-Specific and Multi-cultural Images**

Coder ID \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date Screen-Captured \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sample ID# \_\_\_\_\_\_\_\_\_\_\_\_\_ URL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**For references to visuals, use the flagged images in the following sources or collected in the visual dictionary created for the study based on Kim, etc.:**

* Bailey, G. A. (2004). *The art of colonial Latin America*. New York: Phaidon. and Scott, J. F. (2008). *Latin American art: Ancient to modern.* Gainesville, FL: University Press of Florida.
* For architecture (possibly Mexican) visit <https://www.mna.inah.gob.mx/> for references.

**CATEGORY 1 (Non-photo content) Cultural Orientation of Logos, Names, and Slogans (RQs #1 & 2) & Content (RQs 1 & 5)**

**LOGO**

YES NO Indigenous symbol with name

YES NO Colonial (Spanish) symbol with name

YES NO US symbol (flag, monument) with name

YES NO Symbol w/no cultural reference (stylized people, building, etc.)

YES NO Can’t identify symbol with name

YES NO Name of organization in Spanish or Portuguese only

YES NO Name of organization in English only

YES NO Name of organization bilingual

**Organization Slogan**

YES NO Slogan is Latino/a or Hispanic-oriented

YES NO Slogan is multi-cultural oriented

YES NO Slogan is assimilation-oriented

**Languages Represented on Homepage Graphics/Text (not masthead)**

\_\_\_\_\_ Total Number of Languages

\_\_\_\_\_ English

\_\_\_\_\_ Spanish

\_\_\_\_\_ Portuguese

\_\_\_\_\_ Other(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Non-photo Images**

\_\_\_\_\_Total number of acculturation images

\_\_\_\_\_Total number of resistance/immigrant advocacy images

\_\_\_\_\_Total number of images depicting TRADITIONAL CULTURAL SYMBOLS (ex. a sundial)

\_\_\_\_\_Total number of images depicting EMERGENT CULTURAL SYMBOLS (ex. Latino Power Graffiti art)

**Languages Represented on Homepage Graphics/Text (not masthead)**

\_\_\_\_\_ Total Number of Languages

\_\_\_\_\_ English

\_\_\_\_\_ Spanish

\_\_\_\_\_ Portuguese

\_\_\_\_\_ Other(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CATEGORY 2 - Photos only - Cultural Orientation of Photography  (RQs #2, 3, 4)**

\_\_\_\_\_Total number of photographs

\_\_\_\_\_ Total number of photos without people (buildings, plants, art, guitar, animals, books, etc.)

\_\_\_\_\_Total number of photos with at least one person

**Acculturation/Integration Themes of photos (each photo can only go in one category)**

\_\_\_\_\_ Number of photos whose main message is WORK/WORKING

\_\_\_\_\_ Number of photos whose main message is EDUCATION

\_\_\_\_\_ Number of photos whose main message is CITIZENSHIP (voting, civic engagement, etc.)

\_\_\_\_\_ Number of photos whose main message is LEADERSHIP (business leadership, political leadership)

\_\_\_\_\_ Number of photos whose main message is FAMILY (healthy families, happy families, etc.)

**Latino Threats/Pluralism Themes of photos**

\_\_\_\_\_ Number of photos whose main message deals with CULTURAL IDENTITY, PRIDE, EMPOWERMENT

**Latino Threat Themes of photos**

\_\_\_\_\_ Number of photos whose main message is PROTEST, MARCHES, or STRIKES

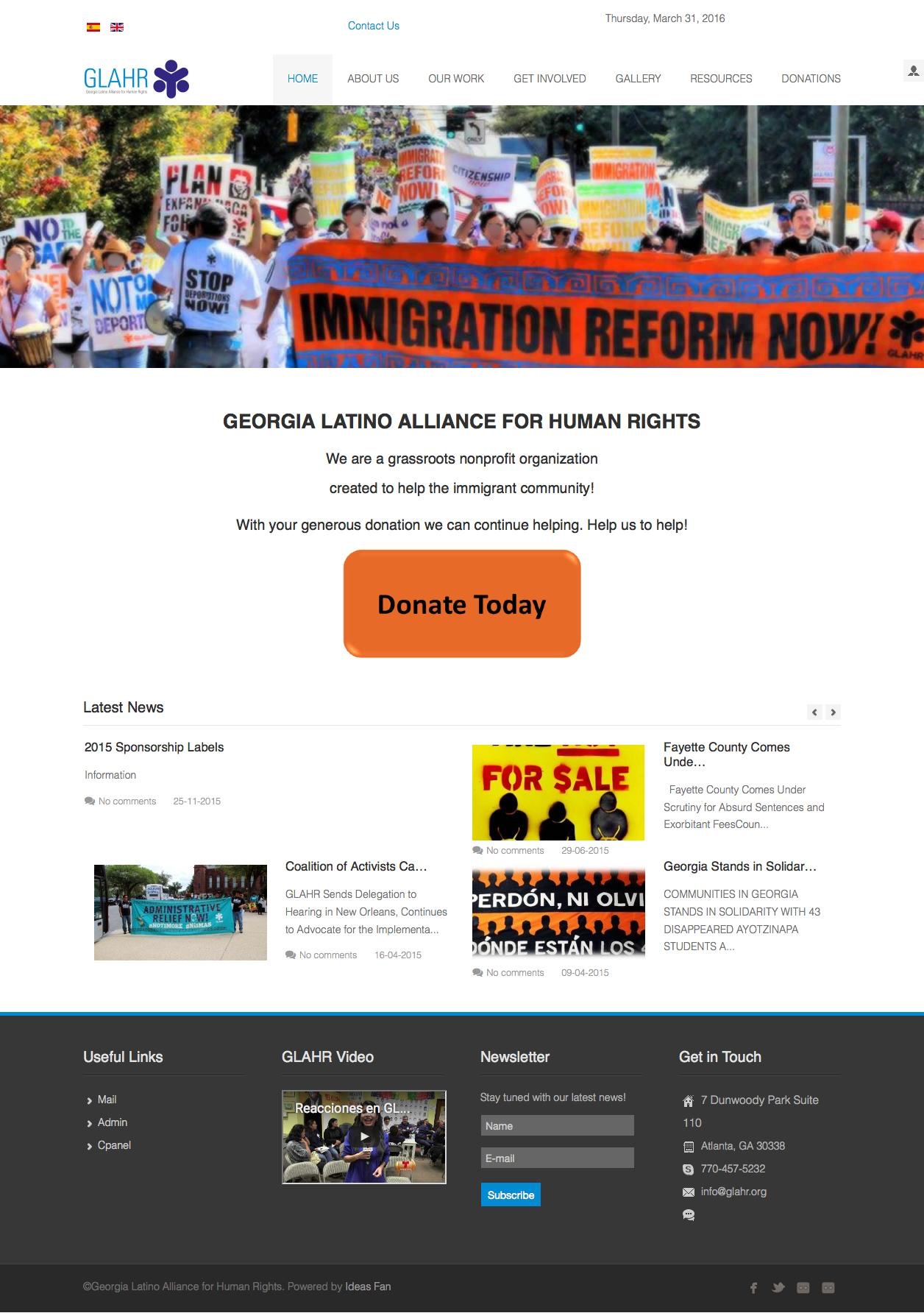
\_\_\_\_\_ Number of photos dealing with ILLEGAL/CRIMINAL THEMES

**CODER NOTES**:

Table 3

Intercoder reliability for all variables

|  |  |  |  |
| --- | --- | --- | --- |
| Variable Type | Variable | Percent Agreement | Krippendorff's *Alpha* |
| Logos | Pre-Colombian | 100 | 1.000 |
|  | Colonial | 100 | 1.000 |
|  | US Symbol | 93.75 | 0.000 |
|  | No Symbol | 93.75 | 0.866 |
|  | Unclear Symbol | 100 | 1.000 |
| Slogans | Slogan (Y/N) | 100 | 1.000 |
|  | Slogan - Multi-cultural | 100 | 1.000 |
|  | Slogan - Acculturation | 100 | 1.000 |
|  | Slogan – Pluralism | 93.75 | 0.850 |
| Graphics (webpage body) | Non-photo image - Acculturation | 100 | 1.000 |
|  | Non-photo image –Pluralism | 100 | 1.000 |
|  | Non-photo image – Traditional | 100 | 1.000 |
|  | Non-photo image - New/emerging | 100 | 1.000 |
|  | Other | 100 | 1.000 |
| Language | Lang - Total | 100 | 1.000 |
|  | Lang - English | 100 | 1.000 |
|  | Lang - Spanish | 100 | 1.000 |
|  | Lang - Portuguese | 100 | 1.000 |
|  | Lang - Other | 100 | 1.000 |
| Photos | Photos - Total | 93.75 | 0.930 |
|  | Photos - No Humans | 93.75 | 0.812 |
|  | Photos -Humans | 87.5 | 0.856 |
|  | Photos - Acculturation - Work | 100 | 1.000 |
|  | Photos - Acculturation - Education | 93.75 | 0.913 |
|  | Photos - Acculturation - Citizenship | 93.75 | 0.000 |
|  | Photos - Acculturation - Leadership | 100 | 1.000 |
|  | Photos - Acculturation - Family | 93.75 | 0.886 |
|  | Photos - Pluralism - Empowerment | 100 | 1.000 |
|  | Photos – Pluralism - Resistance – Protest  Photos – Pluralism – Resistance - Illegal | 100  100 | 1.000  1.000 |



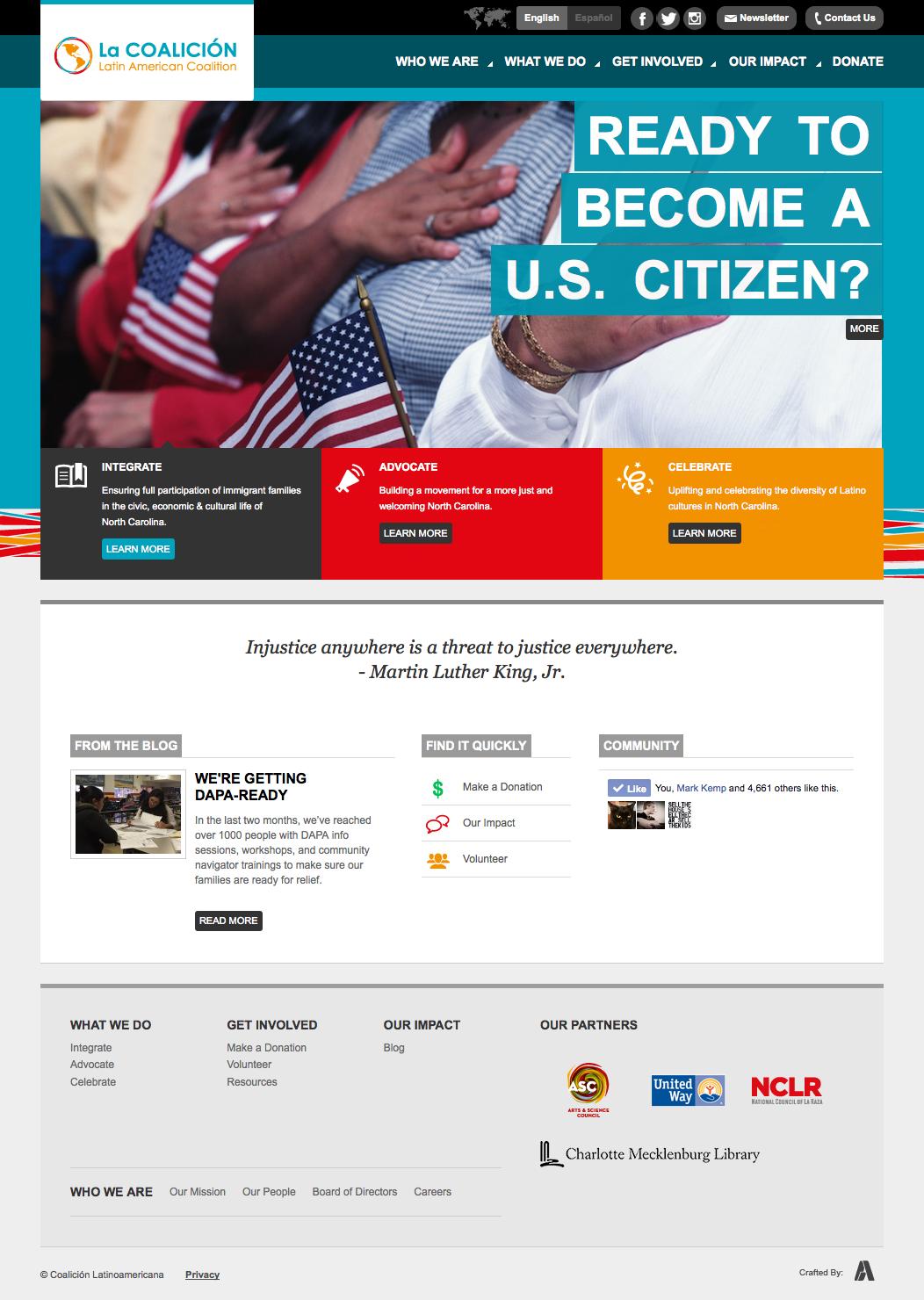
Pluralism-Resistance-Protest category, Georgia Latino Alliance for Human Rights



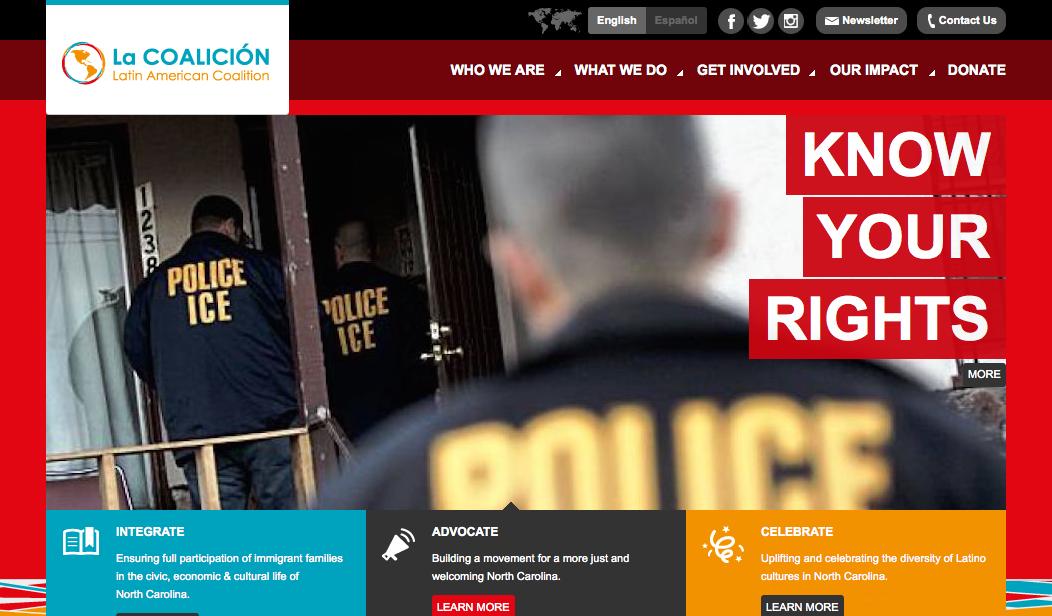
Acculturation-Education category-Instituto del Progreso Latino



Acculturation-Family category-El Buen Pastor Latino Community Services



Acculturation-Citizenship category-Latin American Coalition



Pluralism-Resistance-Illegal category-Latin American Coalition



Pluralism-Empowerment category-Progresso Latino