



Hispanic Science News Service

Summative Evaluation for a National Science Foundation Informal Science Education grant

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OVERVIEW OF PROJECT

ConCiencia, Hispanic Science News Service

ConCiencia News is the first Spanish-language news service in the United States focused exclusively on health, science and environmental news. SRF distributes news via ConCiencia free of cost to a diverse array of Hispanic media including 100+ newspapers and magazines, top Hispanic web portals, and almost 150 Spanish-language radio stations. Each news story features original content developed by SRF journalists, and Hispanic researchers are often featured to serve as role models for the public. For more information see <http://www.conciencianews.com/>

This set of news content is referred to in this report as the Hispanic Science News Service (HSNS). The news stories produced by SRF and distributed via an email newsletter are referred to as the *ConCiencia* stories. This evaluation focused almost exclusively on the *ConCiencia* news stories.

Purpose of the Summative Evaluation

The Institute for Learning Innovation (ILI) was contracted to provide evaluation services in support of the ConCiencia project. While the ConCiencia project ran from 2006 to 2010, ILI's involvement in the project was from March 2009 through February 2010. ILI's role was to serve an advisory role on formative evaluation conducted by SRF and to conduct the summative evaluation.

This report focuses on results from the summative evaluation, designed to assess the extent to which exposure to HSNS products positively impacted professional and non-professional audiences. As agreed by SRF and ILI, this report is abbreviated in nature due to budgetary constraints within the ConCiencia project; it is designed to present key results from the study but without as much contextual discussion and detail as would be contained in a full summative evaluation report.

Two main audiences:

1. Professional Audiences – the Hispanic journalism community, specifically editors of Spanish-language newspapers and publications who include science and health content in their publications
2. Readers/consumers – Hispanic newspaper readers of publications that include science and health content

Overall Research Questions

Professional Audiences:

1. How does the professional audience value HSNS, what do they like about them? What are the perceived benefits and barriers for publishing them?

2. Do they perceive a need for these types of stories in their markets? If not, why not?

Hispanic Newspaper Readers:

3. Where do they normally get their science-related information from? What other sources are they using?
4. How do media consumers (newspaper readers, Internet users) make use of HSNS products and what impact does that have on them? [did they learn anything, do anything?]
5. What does the Hispanic community believe to be the value of scientific information?
6. What kind of information do they seek out about science?
7. What is the impact of the stories on the Hispanic audiences, in terms of the following...?
 - o Engagement
 - o Understanding / cognitive gain
 - o Attitudes
 - o Actions (if included in the story)

Methods

Answering the evaluation questions required multiple methods for investigating *ConCiencia's* impact on the two main audiences:

Professional Audiences – Hispanic journalism community

1. Editor telephone interviews (n=29) – the SRF provided ILI with a list of about 40 editors of papers that had used *ConCiencia* stories

Readers/consumers – Hispanic newspaper readers

2. *El Pregonero* reader survey (n=57) – the *El Pregonero* newspaper agreed to run a series of half-page pieces with 2-3 *ConCiencia* stories and a mail-in survey about those stories
3. *El Pregonero* follow-up phone interviews (n=21) – those who filled out the mail-in survey also had an opportunity to opt-in for future contact. Those who opted in were called for participation in a follow-up phone interview 3-5 months after completing the survey
4. Focus group, *ConCiencia* users (n=6) – a focus group was conducted with *ConCiencia* readers, recruited from the *El Pregonero* opt-in list. Readers were only permitted to participate in one of the follow-up activities: the phone interview or the focus group
5. Focus group, non-users (n=10) – a focus group was conducted with non-users of *ConCiencia*, recruited from a construction class at Catholic Charities

Both qualitative and quantitative methods were used to answer the above research questions. Getting feedback from editors proved to be challenging; ILI researchers placed multiple phone calls to these editors and, in many cases, those calls were not returned given the schedules of these editors. The readers were also challenging to locate, given that these stories can be picked up by any number of newspapers. In fact,

a number of other methods for collecting information from these audiences were attempted. These challenges, and others, are discussed in more detail in the Limitations section below.

Main Findings

The main findings are organized around the research questions for the two main audiences:

Professional Audiences:

1. *How does the professional audience value ConCiencia, what do they like about it? What are the perceived benefits and barriers for publishing them?*

The editors who had used *ConCiencia* stories were satisfied with the content, with 71% of them rating it a 6 or a 7 on a 7-point scale. Compared to other agencies offering similar news content services, the editors rated *ConCiencia* as “much better” than those other sources. The comments received during the telephone interviews suggested that the barriers for publishing the stories had more to do with deadlines, lack of space to publish or factors outside of *ConCiencia*’s control. The one exception, however, was that 8 of the 29 editors on the list as those publishing *ConCiencia* were not publishing the stories; a lack of awareness may be present among some of these newspapers.

2. *Do they perceive a need for these types of stories in their markets? If not, why not?*

In general, they did perceive the stories as relevant to their readers and markets, with 76% of editors interviewed rating *ConCiencia* a 6 or 7 on a 7-point scale for “Valuable for your readers.” The editors found there to be a need in their markets especially when the topics were relevant or current topics of conversation.

Hispanic Newspaper Readers:

3. *Where do they normally get their science-related information from? What other sources are they using?*

Readers typically got their science information from the internet, library and newspapers. The internet was an especially popular source among younger Spanish-speaking people. The whole group also mentioned specific local newspapers as good sources.

4. *How do media consumers (newspaper readers, Internet users) make use of HSNS products and what impact does that have on them? [did they learn anything, do anything?]*

Based on the newspaper survey and the follow-up telephone interviews, the stories do appear to be having an impact. Readers reported the stories as having changed

the way they thought about that particular topic, and also that they learned about that topic. The stories were less likely to change the way they thought about science in general. Months later, they were likely to not only remember the stories, when prompted, but also to be able to recall specific facts from the stories.

5. *What does the Hispanic community believe to be the value of scientific information?*

Focus group participants were very clear in their belief that scientific information is very important for the community, for two main reasons. One, it is important for the children in the community to know and learn about science. Second, it is important for the community to understand topics related to science, especially when it comes to health.

6. *What kind of information do they seek out about science?*

In this study, at least in terms of the *ConCiencia* stories, they appeared to read about topics that interested them, were personally relevant or were current and in the news. When they read the stories, they seemed to be getting the kind of information they thought was needed to understand the issue.

7. *What is the impact of the stories on the Hispanic audiences, in terms of the following...?*

- *Engagement* – the stories were engaging to the readers, as evidenced by the fact that they could recall specific facts months later, and also that they felt obliged to tell others about the stories.
- *Understanding / cognitive gain* – they reported learning new things about the topics in the *ConCiencia* stories.
- *Attitudes* – the stories were less likely to change their attitudes towards science in general, but pretty likely to change their attitudes towards that particular topic. While they did not report large changes in their attitudes, there is evidence that the stories were adding new information or subtly changing how they thought about the topic.
- *Actions (if included in the story)* – the stories did not necessarily influence readers to seek out more information about a topic, but they were very likely (at least among those in the study) to talk to family and friends about the stories they read. Of those who said they intended to do something different as a result of reading the articles, the majority said they carried out those actions, at least to some degree.

Limitations of the Study

As with any study, in planning and carrying out the study there were limitations in what we were able to do. So that the results may be interpreted in the proper context by the reader, below are reported a number of circumstances that likely affected the study results. Sometimes this was due to the scope of the study, other times the methods we

were using, and other times the ability to reach the audiences identified above. The main areas identified as limitations in this particular study are who was included in the study, the sample sizes, and the particular methods chosen for this study.

1. **Who was included in the study** – To contain the scope of the study, and to take advantage of the connections that the Self Reliance Foundation has in the Washington, DC area, the Reader portion of the study focused on DC-area residents. This has implications for the study in that the Self Reliance Foundation is based in the area and therefore readers may be exposed to HSNS content more often than in other metropolitan areas.
2. **Sample sizes** – Connecting with and receiving feedback from the two main audiences proved challenging. The editors proved to be very difficult to get in touch with, either electronically or by phone, and identifying readers of specific Spanish-language news stories was also challenging. Although ILI spent copious time and effort recruiting both editors and readers, and although we tried to capitalize on SRF's existing contacts with these groups, we were not able to garner the sample sizes we had wanted. As a result, sample sizes for the various methods were not as large as would have been ideal. This should be taken into consideration when reading the report.
3. **Methods** – In addition to the four methods listed above, another three methods were attempted for this study. For a variety of reasons, these particular methods were not effective in gathering the information desired.
 - **Methods used** – for the editor interviews, it was extremely difficult to reach the editors and receive a response, either electronically or by calling. When we did get through they frequently asked to schedule something and when we called back they oftentimes did not answer the phone. While we were ultimately able to reach 29 of the 40 editors on the list, it took weeks and months to do so, including the hiring of another data collector who was a retired editor. While adding the additional data collector allowed us to collect the data, there may be some unintended influence on the results of having someone in the target audience doing the data collection. Of course, training was provided to the data collector to reduce the likelihood of this particular bias.
 - **Attempted methods** – Due to circumstances beyond ILI's control, some methods were attempted that did not result in enough data collected to be included in the study. For each method, comments are made as to why these methods did not succeed:
 - Editor online survey – initially the main feedback from editors was intended to come from an online survey with telephone follow-up interviews. SRF sent an invitation for an online survey to its ConCiencia e-newsletter group. This invitation was supposed to be sent only to editors, but included the whole distribution list, of which only one-third were actually editors. Additionally, a previous online survey had been sent to this same distribution list only a few months before, which may have affected response rates. Ultimately, of the 15 respondents, not one was an editor.

- Reader SRF 1-800 Help Line survey – a survey was developed to contact information from callers to a 1-800 number set up for those calling in to ask questions. This was to be one of the primary ways readers were identified to be included in the “reader” portion of the study. However, there was a very low volume of calls. Additionally, there was some confusion among call center staff regarding using the data collection sheet for the 1-800 calls. These two factors precluded us from including any data from the 1-800 number method.

Based on the researchers’ experiences conducting evaluations with a variety of audiences in a variety of settings, we consider the challenges and limitations of this particular study to be somewhat more of an issue than what we typically see. It is our belief that this is the result of ILI, for a variety of reasons, having difficulty identifying and reaching the target audiences.

EDITOR TELEPHONE INTERVIEWS

Conducted Oct. to Dec. 2009

Purpose: To find out editors' opinions of and reaction to the *ConCiencia* stories.

Method: ILI contacted editors on a list provided to ILI by SRF. The list included the names and contact information for 40 editors who had published *ConCiencia* stories at least once, confirmed by SRF by either searching their web sites or through previous communications with the editors and their papers. Interviews were conducted from October through December, 2009.

The first attempt at contact was made by telephone, and if this led to an answering machine/service the interviewer left a message explaining the study and said that they would call back in a couple of days. If the second and third calls went unanswered, we emailed the person and asked them to contact us about when a good time to interview them would be. As editors are often very busy, 4 or 5 attempts at contact were sometimes necessary before an interview could take place.

Of the 40 editors on the list, a total of 29 interviews were completed. Two ILI staff were able to interview a total 15 editors, and because of the difficulty of reaching editors via phone and email, upon the suggestion of SRF staff a retired editor in the Washington, DC area was hired to complete the last telephone 14 interviews. The retired editor was given specific instructions and training for completing the interviews in a manner that would increase the response rate but decrease any potential bias, since the data collector was a member of the target population.

Sample: The 29 editors interviewed were from 29 different publications, representing 15 different states and the District of Columbia. The following publications and areas were represented in the study:

- Univision (New York)
- El Diario, La Prensa (New York)
- La Voz NJ (Elizabeth, NJ)
- Washington Hispanic (Washington, DC)
- Atlanta Latino (Atlanta, GA)
- Mundo Hispanico (Atlanta, GA)
- Mi Gente (Charlotte, NC)
- La Presna Orlando (Orlando, FL)
- El Colombiano (Davie, FL)
- El Puente (Goshen, IN)
- Teleguia de Chicago (Chicago, IL)
- La Raza Newspaper (Chicago, IL)
- El Periodico USA (McAllen, TX)
- El Mundo Newspaper (Austin, TX)
- Rumbo de Texas (Houston, TX)
- Al Dia Texas (Dallas, TX)

- El Hispano News (Dallas, TX)
- El Hispano (Aurora, CO)
- Bajo el Sol (San Luis, AZ)
- EL Mundo NV (Las Vegas, NV)
- El Hispanic News (Portland, OR)
- Tu Decides (Kennewick, WA)
- El Observador (San Jose, CA)
- El Latino (San Diego, CA)
- El Clasificado (Norwalk, CA)
- La Opinion (Los Angeles, CA)
- La Prensa en Linea (San Bernardino, CA)

MAIN FINDINGS:

Content: The editors reported using more than one source for science content in Spanish, and the majority who used *ConCiencia* rated it “much better” than the other sources. Editors commented on *ConCiencia* being well written and easy to read. They rated the quality of the content highly, with 71% giving it a 6 or 7 on a 7-point scale. It was also rated as being easy to understand, with 86% rating it a 6 or 7. There did seem to be a desire, however, for more regional or locally relevant content; this was found to be true for both the rating and open-ended items.

Design: The article format was rated highly, with 86% giving it a 6 or a 7 on a 7-point scale. It seems like the current design of the *ConCiencia* articles worked for the editors.

Value to Readers: Perceived value to readers was very important to the editors, and came up in different places during the study. When asked to compare justify their ratings of *ConCiencia* as being better than other sources, they specifically mentioned that it was valuable to their readers. Additionally, it received positive ratings for how valuable it was: 76% gave it a 6 or 7 on a 7-point scale.

FINDINGS:

Acquiring science content in general: A series of questions asked where editors received their science content in general. These items were included to get a sense of their overall methods for getting the content and their general satisfaction with the information that is available to them.

- Frequency of including science content (n=29): About a quarter of respondents said they included science content in their publication on a weekly basis. Some said science content was included in almost every issue of their publication regardless whether it was daily, weekly, biweekly, or monthly. A few indicated

that science content was included every other time they published and about the same number said they included science content less frequently. Two said they rarely include science content but did publish health content. For a few, including science content was dependent on the availability of space or whether they needed that subject matter.

- Selecting science stories (n=28): Most of the responses were focused on whether the stories were good for their readers. Particularly important was whether the articles were considered interesting, relevant or important to their audiences. There was also a focus on the information being about current issues and local or regional. Some editors specifically mentioned the topics of health or the environment being topics that were more likely to be included.
- Sources for science content (n=28): With few exceptions, respondents indicated they use more than one source for science content. The source most frequently mentioned was news services such as the Associated Press. Roughly half of respondents said they used *ConCiencia* for their science content along with other organizations that focus on Hispanic content (i.e., Remedios Caseros, Con Texto Latino, NotiMex, members of ImpreMedia, Noticias, and the Hispanic Communication Network). Other sources mentioned included internal staff writers and journalists, local and state government and agencies, local healthcare providers, and universities.
- Like about science content (n=26): Most of the responses about what they liked focused on content being available in Spanish, local or community-oriented issues, current and relevant to readers, and were “simple and didactic.” Variety of topics, originality, and exclusivity were also mentioned as most liked. Content that included photos and required little, if any, editing was also favored.
- Satisfaction with current science sources (n=26): Slightly over 50% (n=14) said they were somewhat satisfied; 31% said they were very satisfied; and 19% said they were pretty satisfied with their current science content sources. For the editors, there seems to be a need for improving current science sources in Spanish.
- Improvement of current science sources: Focusing more on Hispanic issues was the primary suggestion for improving current science sources. Respondents also expressed a need for more practical information, less technical language; more locally relevant and current information; and more health-related and science content.

Use of *ConCiencia*: When asked, almost three-quarters of the editors indicated that they used *ConCiencia* stories, while one-quarter did not.¹ Each audience was asked a set of questions based on their answer. Those who used *ConCiencia* were asked about their impression of and use of the stories, while non-users were asked why they did not use the stories.

¹ It is possible in some of these non-user cases that the newspapers are using *ConCiencia* but the list was derived from the email distribution list, so it is more likely that they are receiving the stories but simply not using them.

Of those who use *ConCiencia* (n=21), the editors responses for how often they used *ConCiencia* stories ranged from every week, almost every week, every other week, each time they publish regardless of whether that is daily, weekly, biweekly, or monthly. One noted that they publish *ConCiencia* science news more often online than they do in print and another said the frequency of publication depended on overall sales and revenues, which varies from week to week.

When asked how they decide whether to include a particular *ConCiencia* story, the decision seems to be primarily based on whether it is relevant and useful to readers and is interesting. Secondary factors include the amount of space available, whether the story complements or fits with other articles, and if it focuses on target topics such as education or automobiles.

USERS OF CONCIENCIA (n=21)

Ratings of *ConCiencia*: Editors who had used the *ConCiencia* stories were asked to rate it on a seven-point item, from 1 (very dissatisfied) to 7 (very satisfied). They were most satisfied with the article format, accuracy information and easy-to-understand content. Areas with the most room for improvement seemed to be related to geography: by providing more local content and covering more geographic regions. This suggests that the material *ConCiencia* was currently providing was well done and received well, but there is room for the information to be more tailored to the individual areas being covered. In other responses, the locally relevant aspect of stories was mentioned quite frequently.

On a scale of 1 to 7, where 1 is “very dissatisfied” and 7 is “very satisfied,” how would you rate your overall satisfaction with <i>ConCiencia</i> in terms of...	Average Satisfaction rating (1 to 7)	% gave rating of 6 or 7
Article format (n=21)	6.3	86%
Accuracy of information (n=21)	6.3	76%
Easy to understand content (n=21)	6.2	86%
Quality of the content (n=21)	6.0	71%
Valuable for your readers (n=21)	6.0	76%
Current, up-to-date news (n=19)	5.9	74%
Resources available to find out more about a topic (n=17)	5.1	29%
Range of geographic regions covered (n=17)	4.8	29%
Locally relevant articles (n=19)	4.5	42%

For the item about how valuable the stories were for their readers, a follow up question was asked, and which question was asked depending on their rating:

[For those who rated it 1 to 6]: “What would make it a 7?” Providing more current, local, regional and fresh content were things that respondents said would shift their rating to a seven. Health content, information on childhood diseases and

testimonials from the scientific community in relation to the science content was also mentioned. One response indicated that a higher rating would come from more “*balance between speaking to issues that some people are interested in and that people are somewhat interested in. Although ConCiencia's useful, it tends to be a nice to have, rather than a must have.*”

[For those who rated it a 7]: “What would make these stories even more valuable?” Using simple, less technical language, explanation of methods, and resources for learning more about a featured topic were ways that respondents said would enhance the value of ConCiencia science content. One respondent indicated that registration was required to access ConCiencia news, which takes too much time. Another respondent suggested a stronger focus on health and higher resolution of photos to feature on the front page of a publication.

ConCiencia compared to other sources: Editors who used *ConCiencia* were asked to compare this source to others they used. Of the 18 editors who answered this question, the majority (n=11) rated it “much better than others” and another few people (n=4) rated it “somewhat better.” Another 2 people rated it “about the same” and only 1 editor rated it “somewhat worse.” No one said it was much worse than the other sources.

A follow up question asked to justify their rating of the comparison. Respondents who said ConCiencia services as much better than other services did so because ConCiencia offers well-written, easy to read, and current content that is useful to their readers. They especially liked that *ConCiencia's* content was written in Spanish by “reporters and writers specialized in covering health issues,” from good sources. The tone of the content is authoritative, enjoyable and useful and “does not look like filler.” Respondents who rated ConCiencia somewhat better or about the same as its competitors felt there just wasn't that much of a difference. One respondent felt that *ConCiencia* was great overall but was not “absolutely sure I can trust them as an unbiased source.”

NON-USERS OF CONCIENCIA (n=8)

Even though everyone on the list should have been using *ConCiencia*, or at least have used it once, not everyone who was interviewed said they had used it. In anticipation of this possibility, ILI included a couple of items specifically asking about why they weren't using *ConCiencia* as a source for Spanish-language science content. There did seem to be interest among this group for using *ConCiencia*, which isn't that surprising considering that they are in the target audience and were already on a contact list, but they also wanted to what was required. This implies that they may assume there would be conditions, fees or other things to consider, or that they just wanted more information.

Reasons for not using *ConCiencia* (n=8): The majority of responses indicated that *ConCiencia* is not currently received, is likely being sent to an old email address, or to

the wrong person. Half of respondents provided the interviewer with updated contact information so that they would start receiving the *ConCiencia* emails. The remaining respondents do not currently use *ConCiencia* because they either have a contract with another service, the content provided by *ConCiencia* is no different than content provided by other sources, or for no particular reason.

Motivation to begin using *ConCiencia*: Editors who weren't current using *ConCiencia* were also asked what it might take for them to start using *ConCiencia*. Nearly all of the responses to this question indicated that a review of the content and terms *ConCiencia* offered was required in order for these respondents to consider using science news from *ConCiencia*.

EL PREGONERO READER SURVEY

Conducted June to Sep. 2009

Purpose: To evaluate the impact of *ConCiencia* newspaper stories on readers.

Method: SRF contacted a DC-area Spanish newspaper, *El Pregonero*, which regularly publishes *ConCiencia* stories about assisting with the study. They included a half-page spread that included 2-3 *ConCiencia* articles along with a short survey to be filled out and mailed back in. As an incentive to motivate readers to fill out the survey, there was a drawing for a Target gift certificate of \$250. The surveys were included a total of 5 times: once in June, twice in July and twice in September; each time, a different set of stories was included. The stories were in Spanish and the survey was conducted in Spanish as well.

In order for the survey to fit on half a page of the newspaper and to encourage a higher rate of return, a short survey with many quantitative (non-open ended) items were included. The sections dealt mainly with readers' overall reactions to the stories, potential changes as a result of reading the articles, and background information such as age, gender and frequency of readership of *El Pregonero*.

Sample: A total of 59 readers filled out and returned the survey. Of the respondents, 60% were female and 40% were male. Respondent age ranged from 18 to 62, with almost half of respondents (49%) in the 25 to 44 range; another 40% were from 45 to 64 and 12% were from 18 to 24.

Readers were asked whether they would be willing to participate in a follow-up study, and 43 of the 59 readers were willing to be contacted and provided contact information.

MAIN FINDINGS:

Content: Readers reported that the *ConCiencia* stories were easy to understand, interesting, and had up-to-date information. They also rated the quality of the content highly; 94% gave it an either Excellent (47%) or Good (47%) rating. There seems to be room for improvement in having the articles cover a broader variety of regions, and also increasing the variety of topics.²

Design: Compared to other ratings, the ratings for article format was somewhat lower. However, 89% of readers rated article format as either Excellent (39%) or Good (50%). There may be some ways to improve the format to move some of the Good ratings to Excellent ratings.

Impact of Stories: Readers were asked to indicate to what extent reading the stories affected them, on a variety of items. Over half said the stories changed their manner of thinking about science in general, almost two-thirds said it

² For this study, only two to three articles were included in the paper, so this may affect readers' perceptions of the variety of articles available.

changed the way they thought about that particular topic, and four-fifths said it increased their knowledge about that topic. Almost three-quarters said they were likely to do something different based on reading the articles, with most of them coming up with something specific that they would do.

FINDINGS:

Readership of El Pregonero: Participants were asked how often they read El Pregonero. The large majority (84%) said they read it weekly, 12% said they read it every couple of weeks, 2% (or 1 person) said it was their first time reading El Pregonero, and only 2% (or 1 person) read it less frequently than every couple of weeks.

Ratings of ConCiencia: Readers were asked to rate the articles on a series of items, ranging from the content to format and other topics.³ Of the eight items included in this scale, the Excellent ratings ranged from 29% to 56%. Three of the items had more than half of the readers rating it as Excellent: easy to understand content, interesting topics and having current/up-to-date news.

The most room for improvement was in the range of geographic regions covered and the variety of topics presented. It should be noted that the articles did not have a regional focus and were meant to be more universal in nature, usable regardless of where a newspaper published. In terms of the variety of topics presented, there was typically only room for two or three articles. There may also be some room for improvement in the article format, as only 39% rated this as Excellent.

We want to know what you think about the articles published on this page only. Give us your opinion about the two/three articles on the following....	Excellent	Good	Fair	Poor
Easy to understand content (n=54)	56%	38%	4%	2%
Interesting topics (n=57)	56%	30%	14%	0%
Current, up-to-date news (n=19)	52%	32%	15%	2%
Quality of the content (n=55)	47%	47%	6%	0%
Accuracy of information (n=57)	40%	51%	9%	0%
Article format (n=54)	39%	50%	9%	2%
Variety of topics presented (n=56)	39%	46%	13%	2%
Range of geographic regions covered (n=56)	29%	45%	18%	9%

Interest in specific science topics: To help determine the types of articles *ConCiencia* might focus on in the future, readers were given a list of major content areas and asked which ones they would be most interested in reading about in a paper like El Pregonero.

³ Some of the same items were included in the Editor Survey.

Respondents were also given the option to check “All of them.” The readers tended to select “All of them” – which 75% did. Of the fourteen people who did not select “All of them” the most frequently selected was Health (n=10), followed by Technology (n=4), Science Education (n=4) and the Environment (n=2).

Impact of articles on readers: To determine whether the potential impact of reading the articles, a series of questions asked readers to self-report how much the article they most enjoyed impacted their thinking. An item was also included asking them if they might do something different as a result of reading the article.

- Over half of the readers said the ConCiencia articles changed their manner of thinking about science in general.
- Almost two-thirds of the readers said the ConCiencia articles changed their manner of thinking about that particular topic
- Four-fifths of the readers said the ConCiencia articles increased their knowledge of that particular topic
- Almost three-quarters of the readers said they would do something different after reading the ConCiencia articles, and they were able to come up with specific behaviors (note: since they filled out the survey at home it is possible they went back and looked at the articles in order to answer the follow-up question)

This article, did it change the way you think about science in general? (n=55)	Number	Percentage
Definitely	23	42%
Probably	8	15%
Possibly	7	13%
Definitely not	17	31%
Total	55	100%

This article, did it change the way you think about that particular topic? (n=57)	Number	Percentage
Definitely	21	38%
Probably	16	29%
Possibly	8	14%
Definitely not	11	20%
Total	57	100%

This article, did it increase your knowledge about the topic? (n=57)	Number	Percentage
Definitely	34	60%

Probably	12	21%
Possibly	6	11%
Definitely not	5	9%
Total	57	100%

As a result of having read this article, will you do anything different? (n=55)	Number	Percentage
Yes	39	71%
No	16	29%
Total	55	100%

For the last question, a follow up question was asked “If you responded Yes, explain what you will do differently.” Most of those who answered this question came up with something specific they would do, and what they said they would do depended upon which article they selected as their most enjoyable.

Examples included the following:

- Apply it (what I read)
- Become more informed about the topic
- Care for myself, eat healthy
- Change the form of my nutrition
- Control my appetite, exercise
- Create a better environment in the bedroom
- Do more in science
- Explain the difference between laptops and notebooks
- Get colored lights
- Get them (articles)
- Go to sleep earlier
- how to be healthy and do exercises
- I'm pre-diabetic. take care of my health, change my diet
- Keep track of our eating
- Learn to control my sanity
- News above all countries
- Not use so much makeup, or other type of lip gloss
- Not work so much
- Observe different opinions
- Observe the universe from an artistic point of view
- Offer the article to people with these problems. Keep the article about eczema
- Pay more attention to my children
- Prevention, take my health more seriously
- Read more about the subject
- Take diluted baths, use bleach, defoliate

- take measures and change my lifestyle
- To be attentive to the proposed changes
- To be more patient
- To do exercise and also weights
- To help girls
- Try to get the lecture
- Try to live a calmer life
- We need groups of people who know about health, to advise us

EL PREGONERO FOLLOW-UP TELEPHONE SURVEY

Conducted November 2009

Purpose: To evaluate the impact of *ConCiencia* newspaper stories on readers, over time. Primarily, to see what readers remembered and were impacted by months after being exposed to the articles in the first round of testing (in El Pregonero Reader Survey).

Method: When readers participated in the El Pregonero Reader Survey, they filled out a survey and sent it back to SRF, who forwarded them to ILI. The last part of the newspaper survey included an opportunity for readers to say they were willing to be contacted at a later date for another part of the study (see Appendix B/C). Since the original contact occurred over a period of a few months, time between the original contact and the telephone interviews varied from 2 to 5 months.

Of the 59 people who sent in the newspaper survey, 43 indicated they were willing to be contacted later about the articles. Some of these people were recruited to be included in a focus group for readers of *ConCiencia* articles, and thus were not contacted again for the El Pregonero follow-up survey. The remaining 31 were contacted by the data collector for a phone interview, and 21 of them were reached and participated in a telephone interview. As such, over one-third (36%) of the original newspaper survey sample participated in the follow-up telephone survey.

Sample: A total of 21 readers who filled out and returned the newspaper survey participated in the telephone interviews. Of the respondents, 58% were female and 61% were male; this was not significantly different from those who didn't do the telephone survey. Those who completed the telephone survey, compared to those who didn't, trended slightly older. While 57% of those completing the telephone interview were 45 to 64, 52% of those who didn't complete the telephone survey were 25 to 44. While these differences weren't statistically significant, this should be taken into account when interpreting the results.

FINDINGS:

The following is a summary of the telephone interviews, and not all analyses and results are included in this document. See Appendix F for the complete set of responses.

Free recall about articles: After confirming that the readers remembered the articles and the survey, which all of them did, they were asked to recall without any prompting what they could about the articles. Roughly one-third could recall the specific topic but not many details, while the others said they couldn't really recall anything; some said they were regular readers of El Pregonero, which may have interfered with recalling the specific experience or articles. See Appendix F for full set of responses (Question 2).

Prompted recall about articles: Next, readers were told the topic of one of the articles they read. They were then asked if they remembered anything new with the prompt.

This time, readers were much more likely to recall specific facts, with more than half not only mentioning the topic but giving quite a few pieces of additional, specific information. It seemed obvious that this information was coming from the article and not other sources. This suggests that, when prompted or reminded, readers could recall specific information from the articles they had read months earlier. It is important to note, however, that this may not be typical of *ConCiencia* articles since they were accompanied by a survey that may have led them to read the articles more carefully in order to answer the questions. The interviewer went through the same process asking about the articles by reminding them of each one they had read.

Thinking about articles after reading them: Readers were also asked whether they had thought about the articles since reading them, and if so were asked to provide details about that. Sixteen of the twenty-one participants said they had thought about the articles since reading them. Some said they thought about them because it was about a topic that was in the news, while others could relate to the topics personally or knew someone who it related to. For example, some who read the article on obesity have friends or family who are obese. Quite a few had thought about the information in the article about stress, which is not surprising given that most people have to deal with stress on a daily basis. Talking to others sometimes prompted thinking about the articles as well.

Looking for more information about topics: Readers were asked whether the articles prompted them to look for more information about the topics. The large majority of the readers said they did not look for more information, and mentioned that they generally get the information they want in the articles and don't feel the need to look up more information. However, one reader said they called a radio program in the DC area specifically to ask about the information they read in *El Pregonero*. Another reader said they sometimes go on the internet to look up information about good eating habits.

Talking to others about the articles: The articles seemed to have struck a chord with readers, as 18 of the 21 said they had talked to others about the articles they read. They typically talked to friends or family, most likely when it was a topic that everyone was interested in, could relate to, like exercise or stress, or when it was directly relevant to the person they talked to, like a smoker, someone with skin cancer, or someone whose teen daughter who had become pregnant. See Appendix F for the full set of responses.

Carrying out intended actions: As mentioned above, readers were asked to what extent they were motivated by the articles to actually do something different. The interviewer had the specific information about what the person had said they would be months before, and inquired about whether or not they had done the behavior they mentioned in the newspaper survey. Of the 15 people who said they would do something differently, 12 indicated that they had, at least to some degree, done what they had intended to do right after they read the stories.

Topics most interested in: There was a series of questions that asked which topics readers would be most interested in learning about. It was asked as a general question as well as for three specific areas: science, health and technology. See Questions 11a. to 11c. for their specific responses.

FOCUS GROUP: CONCIENCIA USERS

Conducted September 2009

Purpose: To gather feedback and general reactions to the *ConCiencia* stories they read for the newspaper survey, and to find out how the articles are being remembered.

Method: When readers participated in the El Pregonero Reader Survey, they filled out a survey and sent it back to SRF, who forwarded them to ILI. The last part of the newspaper survey included an opportunity for readers to say they were willing to be contacted at a later date for another part of the study (see Appendix B/C). Focus group participants were recruited from this list, and most participated two to three months after filling out the newspaper survey. A two-hour focus group was held at the Self Reliance Foundation's offices in Washington, DC, and participants were compensated for their time.

Sample: A total of 6 readers participated in the focus group of *ConCiencia* readers.

FINDINGS:

The following is a summary of the top line findings from the focus group.

- The group was able to remember articles about science they had read in El Pregonero. However, they did not free recall the *ConCiencia* articles.
- When shown the specific *ConCiencia* articles they had read, they were able to recall specific things they thought of or considered when they read the articles. Some were able to talk about specific instances where they showed others the articles or talked about them with others.
- They considered the articles to be useful and interesting, and a good source of science content.

FOCUS GROUP: CONCIENCIA NON-USERS

Conducted September 2009

Purpose: To find out how Spanish-speaking newspaper readers, but not currently of *ConCiencia* stories, engaged with and reacted to the stories.

Method: A focus group was conducted with non-users of *ConCiencia*, recruited from a construction class at Catholic Charities. This group was picked as a result of a prior relationship SRF had with this particular organization, and because the class fit the target audience for the study. A two-hour focus group was held at the Catholic Charities offices in Washington, DC, and participants were compensated for their time.

Sample: A total of 10 people participated in the focus group.

FINDINGS:

The following is a summary of the telephone interviews, and not all analyses and results are included in this document. See Appendix F for the complete set of responses.

- This group liked a variety of topics related to science and health, including technology, medicine, philosophy, the environment.
- Typical sources of science content were the internet, newspapers and magazines.
- There was a strong sense, even among those who didn't have children in the household, that speaking with children about science was extremely important. They believed that it was important for them not only because at young ages the children were already asking about science-related topics but also that it prepared them for society.
- ConCiencia articles:
 - The group thought the articles were interesting and well done. They did have some suggestions for improving the format and content (see below)
 - Format – they suggested including drawings, figures or tables to make the article easier to digest and to highlight various important points. A section about how the topic relates to their life.
 - Content – include a web site link to get more information. Allow a place for people to comment (like on Craigslist). Have a “second opinion” or counter point in the article. Can include more numbers, data in the articles.

Appendix A Editor Interview Script

The following is the script the telephone interviewer used when talking to the Editors.

Hello, my name is _____ and I'm calling on behalf of *ConCiencia* Hispanic Science News Service and the *National Science Foundation*. I'm interested in talking to you about science news in your publication as well as your awareness and use of ConCiencia as a science news content source. ConCiencia has indicated you are a key point of contact at your newspaper/magazine and I'm hoping you have 5-10 minutes for a brief interview. Would this be a good time to talk or can we schedule a more convenient time that I can call you back?

ABOUT THEIR PUBLICATION

1. Interviewee Name:
2. Publication:

First we'd like to ask you a couple of questions about your publication.

3. What is your role at *[publication name]*?
4. Is your publication print only, online only, or both print and online?
 Print only Online only Both Print & Online

SCIENCE & THEIR PUBLICATION

Now we'd like to talk a little bit about your publication, the science content you include and how you decide which science content to include.

5. How often do you include science content in your publication?
→ *Is it every time you publish, every other time, less frequently...?*
6. How do you select which science stories to feature in your newspaper?
→ *What are the most important factors in deciding to include science stories?*
7. Could you tell me which sources you use to get science content for your publication?

8. What do you like most about the science content sources you currently use?
9. How satisfied would you say you are with your current science content sources?
 → *Would you say you are:*
- Very satisfied Pretty satisfied Somewhat satisfied Not at all satisfied
10. How could your current sciences sources better meet your publication needs? What could they add that would benefit you the most?
11. Do you currently use science content from ConCiencia?
- YES NO

→ If YES: Go to 12 | If NO: Go to 17

USERS OF CONCIENCIA

This next group of questions is specifically about ConCiencia.

12. In general, how often do you publish ConCiencia science news?
 → *Is it every time you publish, every other time, less frequently...?*
13. How do you decide whether to include a particular ConCiencia story?
14. On a scale of 1 to 7, where 1 is “very dissatisfied” and 7 is “very satisfied,” how would you rate your overall satisfaction with ConCiencia in terms of...
- Quality of the content
 - Article format
 - Easy to understand content
 - Accuracy of information
 - Current, up-to-date news
 - Range of geographic regions covered
 - Locally relevant articles
 - Resources available to find out more about a topic.....

15. On a scale of 1 to 7, where 1 is “not at all valuable” and 7 is “very valuable,” how valuable would you say ConCiencia is for your readers?

- 1 2 3 4 5 6 7

15a. [If 6 or lower] What would make it a 7?

15b. [If 7] What would make these stories even more valuable?

16. How would you compare ConCiencia with other agencies offering similar services? Would you say ConCiencia is...

- Much better than others
 Somewhat better
 About the same
 Somewhat worse
 Much worse

16a. Why did you say that?

→ **Go to Conclusion**

FOR NON-CONCIENCIA USERS

17. What are the main reasons you don't currently use science news from ConCiencia?

18. What would make you consider using science news from ConCiencia?

→ **Go to Conclusion**

CONCLUSION

19. Is there anything else that you would like to share with us regarding ConCiencia that we have not discussed?

Appendix B El Pregonero Newspaper Survey (in Spanish)

The following is the survey included with the articles in El Pregonero. Note that the item referring to specific articles changed each time El Pregonero included the survey, since the articles they included changed as well. See Appendix C for an English translation of the survey.

¡DIGANOS LO QUE PIENSA!
Ayúdenos a servirle mejor respondiendo las preguntas sobre los artículos de esta página. Recorte la encuesta y envíela por correo a la dirección que aparece en la parte inferior. Las respuestas son confidenciales. Los que completen la encuesta, y la envíen por correo **antes del 30 de junio**, participarán en la rifa de un certificado de Target por \$250. Al ganador se le llamará al número de teléfono que consigne. Si tiene preguntas sobre la encuesta, o como llenarla, llame al 1-800-473-3003.

	No muy bueno	Regular	Bueno	Excelente
Calidad del contenido en general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contenido fácil de entender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formato de los artículos (Ej tamaño de la letra, imagen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Precisión de la información	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temas actuales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variedad de temas presentados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variedad de regiones mencionadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temas de interés	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Queremos saber lo que piensa de los artículos publicados en **ESTA PAGINA** únicamente. Marque su opinión sobre los tres artículos en promedio:

¿Cuál de los tres artículos encontró ser el ... [Seleccione un artículo por categoría]

	Más interesante para mí	Más útil para tomar decisiones	De mayor relevancia para mí y mi familia
<i>Estrés: el enemigo del sueño</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>La astronomía se convierte en obra de arte</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Nuevas regulaciones son desafío para industria de la belleza</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¿Con qué frecuencia lee usted **El Pregonero**?

	Primera vez	Semanalmente	Cada dos semanas	Una vez al mes	Cada tres meses...
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¿Cuáles de estos temas le interesaría leer más en su periódico **El Pregonero**?

	Medio Ambiente	Salud	Tecnología	Educación relacionada con temas de ciencias	Todos
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Es usted: Hombre Mujer

Escriba las edades de todas las personas viviendo en su casa ahora. Inclúyase:

_____ (USTED)

¿Cuál es su código postal? _____

¿Tiene acceso regular al Internet? (En el momento en que usted lo necesite)

Sí No

Para las preguntas abajo, seleccione **SOLO UN ARTICULO DE ESTA PAGINA** – el que usted **MAS** haya disfrutado:

Estrés: el enemigo del sueño *La astronomía se convierte en obra de arte*
 Nuevas regulaciones son desafío para industria de la belleza

Este artículo ¿Le hizo cambiar su forma de pensar sobre las ciencias en general?

Para nada Un poco Creo que sí Sí, sin duda

Este artículo ¿Le hizo cambiar su forma de pensar sobre un tema en particular?

Para nada Un poco Creo que sí Sí, sin duda

Este artículo ¿Le aumentó su conocimiento sobre el tema?

Para nada Un poco Creo que sí Sí, sin duda

Como resultado de haber leído este artículo, ¿haría algo diferente?

Sí No

Si usted respondió Sí, explique lo que haría distinto.

Para tomar parte en la rifa para el certificado de Target por \$250, por favor escriba su nombre y su información para contactarlo en caso de ser usted el ganador de la rifa:

Nombre: _____

Correo Electrónico: _____

Teléfono: _____

Estamos también interesados en saber su opinión de los artículos al paso del tiempo. ¿Podríamos utilizar su información personal (nombre, teléfono, correo electrónico) para contactarlo sobre esto?

Sí No, gracias.

Recorte la encuesta y envíela por correo a la siguiente dirección:
Self Reliance Foundation, Attn: ConCiencia Surveys. 1201 Connecticut Avenue, Suite 700, Washington, DC 20036

Appendix C El Pregonero Newspaper Survey (English translation)

The following is an English translation of the survey included with the articles in El Pregonero. It was originally printed in Spanish (see Appendix B).

TELL US WHAT YOU THINK!
Help us by answering these questions about the articles on the page. Fill out the survey and send it by mail to the address below. The responses are confidential. Those who complete it and send by email **before June 30** will participate in a drawing for a \$250 gift certificate to Target. The winner will be contacted by telephone. If you have any questions about the survey or how to fill it out please call 1-800-473-3003.

We want to know what you think about the articles published on this page only. Give us your opinion about the three articles on the following:

	Poor	Fair	Good	Excellent
Quality of content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to understand content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Format of the articles (font size, images)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accuracy of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current, up-to-date news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of topics covered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of regions covered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following articles would you be ... *[Select one article per category]*

	Most interesting for me	Most useful to make decisions	The most relevant for my family
<i>Estrés: el enemigo del sueño</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>La astronomía se convierte en obra de arte</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Nuevas regulaciones son desafío para industria de la belleza</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you read El Pregonero?

	All the time	Weekly	Every two weeks	Once a month	Every 3 months...
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of these subjects would you be most interested in reading about in El Pregonero?

	Environment	Health	Technology	Science Education	All of them
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you: Male Female

Please write the ages of all the people living in your home. Including:

(USTED)

What is your zip code? _____

Do you have regular access to the internet?
 Yes No

For the following questions, select ONLY ONE ARTICLE ON THIS PAGE –the one you most enjoyed:

Estrés: el enemigo del sueño *La astronomía se convierte en obra de arte*
 Nuevas regulaciones son desafío para industria de la belleza

This article, Did it change the way you think about science in general?

	Definitely not	Possibly	Probably	Definitely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This article, Did it change the way you think about the particular topic?

	Definitely not	Possibly	Probably	Definitely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This article, Did it add to your knowledge about the topic?

	Definitely not	Possibly	Probably	Definitely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As a result of reading this article, will you do anything differently?
 Yes No

If you responded Yes, what specifically will you do?

To be eligible for the drawing for the Target \$250 gift card, please write your name and contact information in case you are the winner:

Name: _____
 Email: _____
 Telephone: _____

We are also interested in knowing what you think of the articles in the future. May we contact you using the information (name, telephone, email) to contact you about this?
 Yes No, thanks.

Fill out the survey and send it to the following address:
Self Reliance Foundation, Attn: ConCiencia Surveys. 1201 Connecticut Avenue, Suite 700, Washington, DC 20036

Appendix D
El Pregonero Follow-up Telephone Interview (Spanish version)

The following is the Spanish version of the interview protocol for the telephone interviews. Interviews were conducted in Spanish.

Hola, me llamo _____ y le estoy llamando porque hace unos meses Ud. lleno una encuesta en el periodico El Pregonero. La encuesta tenia que ver con unos articulos de ciencia que salieron en el periodico y luego de completar la encuesta Ud. la envio con sus datos a la Fundacion Self Reliance en Washington, DC. Los que completaron la encuesta iban a tener chance de participar en una rifa de una tarjeta de regalo Target.

1. Se recuerda Ud. de haber completado y enviado la encuesta?

Si=>Q3

No=>Q2

2. La encuesta tenia que ver con unos articulos sobre la ciencia o la salud que Ud. habia leido en El Pregonero. La encuesta tenia varias preguntas sobre esos articulos y habia que enviar la encuesta a la Fundacion Self Reliance para participar en una rifa de un certificado de Target. Se recuerda?

Si=>Q3

No=>Ok, no tenga pena, muchas gracias por tomar esta llamada, que pase buen dia/buenas tardes/buenas noches.

3. Ok. Estoy llamando de parte de la Fundacion Self Reliance, quien esta llevando a cabo este estudio. En la encuesta Ud. indico que estaria dispuesto/a a hablar con nosotros un poco mas a fondo acerca de los articulos que leyo y queria saber si le queda bien hablar ahorita o si mejor le llamo en otra ocasion? La entrevista seria de unos 5-10 minutos y si participa en la entrevista, tendria chance de ganarse una tarjeta de regalo de Target de \$100. Y como solo vamos a entrevistar a unas 25 personas, tiene buena probabilidad de salir premiado/a.

4. Ok, gracias. Entonces, en la encuesta, Ud. contesto unas preguntas acerca de unos articulos que Ud. leyo. Que me puede decir acerca de esos articulos que leyo?

Pregunta a seguir: Se recuerda de los temas de los articulos?

Pregunta a seguir: Hay algo que Ud. recuerda sobre los articulos que leyo?

5. Se recuerda de alguna otra cosa acerca de los articulos?

6. ARTICULO #1: Uno de los articulos que leyo se trataba de _____(tema)_____.

Ahora que le mencione el tema, que recuerda de lo que decia el articulo?

Pregunta a seguir: Recuerda alguna otra cosa? (hasta decir ya no)

7. ARTICULO #2: Otro articulo que leyo se trataba de _____(tema)_____.

Ahora que le mencione el tema, que recuerda de lo que decia el articulo?

Pregunta a seguir: Recuerda alguna otra cosa? (hasta decir ya no)

8. ARTICULO #3: El tercer articulo que leyo se trataba de _____(tema)_____. Ahora que le mencione el tema, que recuerda de lo que decia el articulo?

Pregunta a seguir: Recuerda alguna otra cosa? (hasta decir ya no)

9. Han habido instantes en los que ha pensado en aquellos articulos desde que los leyo? **SI NO**

9.a) **Si SI:** Cuales articulos son los que se le han venido a la mente desde aquel momento en que los leyo?

Me puede decir como es que se puso a pensar en ese/esos articulo(s)? (Vio algo en la television o escucho algo en la radio o leyo algo parecido en otro lado?)

Me puede contar que penso?

10. Ha buscado mas informacion acerca de los temas tratados en aquellos articulos?
SI NO

10.a) Si SI: Que informacion busco?

Adonde busco la informacion?

11. Ha tenido alguna conversacion con alguien (amigo, familiar, etc) acerca de lo que leyo en esos articulos? **SI** **NO**

11.a) **Si SI:** Con quien hablo? De que hablaron?

12. En la encuesta que Ud. completo y envio, habia una pregunta que decia: "Como resultado de haber leido el articulo _____(el que mas disfruto)_____, haria algo diferente?" y Ud. contesto que: _____.

Quisiera saber si ha tenido oportunidad de hacer eso? **SI** **NO**

12.a) **si SI:** Me puede dar mas detalles sobre lo que hizo?

12.b) **si NO:** Porque piensa que aun no lo ha hecho?

13. Ok, ya casi estamos por terminar. La Fundacion Self Reliance quisiera saber que temas le interesan a Ud.

13.a) Sobre que temas de la ciencia le gustaria leer mas?

13.b) Sobre que temas de la salud le gustaria leer mas?

13.c) Que le parecen los temas acerca de la tecnologia?

14. Finalmente, hay alguna otra opinion que quisiera compartir acerca de los articulos que leyo?

Bueno, muchas gracias por su participacion en esta entrevista, le agradezco mucho su opinion.

Vamos a poner su nombre en la rifa de una tarjeta de regalo Target y si Ud. es el ganador lo/la llamaremos a este numero en unas 3-4 semanas.

Que pase buen dia/buenas tardes/buenas noches.

Appendix E
EI Pregonero Follow-up Telephone Interview (English version)

The following is the English version of the interview protocol for the telephone interviews. Interviews were conducted in Spanish.

Hello, my name is _____ and I'm calling because a few months ago you filled out a survey in EI Pregonero newspaper about some science articles, then mailed it to the Self Reliance Foundation in DC. There was also the chance for a Target gift card.

1. Do you remember doing that?

➔ IF YES, GO TO Q3 | IF NO, GO TO Q2

2. It was a survey where you read a couple of articles about science or health, filled out and mailed the survey to the Self Reliance foundation for a drawing for a Target gift card. Now do you remember?

➔ IF YES, GO TO Q3 | IF NO, END SURVEY

3. I'm calling on behalf of the Self Reliance Foundation, who is doing the survey, and in the survey you indicated that you would be willing to talk to us about the articles at a later date. Would that be okay, can we either talk to you now or schedule a time where we can talk? If you do talk to us, you would be able to enter into a drawing for a \$100 gift certificate to Target. We will only be talking to about 25 people, so the chances would be pretty good.

4. Great. For the survey, you read a couple of articles and answered some questions. What, if anything, can you tell us about the articles?

Probe: Do you remember what the topics were?

Probe: Is there anything you remember about what you read?

5. Anything else you remember about the articles?

6. ARTICLE #1: One of the articles you read was about _____ [give topic]. Now that I've mentioned the topic, what else do you remember about what was in the article?

Probe: Anything else? (until they say no)

7. ARTICLE #2: A second article was about _____ [give topic]. Now that I've mentioned the topic, what else can you tell me about what was in the article?

Probe: Anything else? (until they say no)

8. ARTICLE #3: A third article was about _____ [give topic]. Now that I've mentioned the topic, what else can you tell me about what was in the article?

Probe: Anything else? (until they say no)

9. Have there been any times when you have thought about these articles since you read them?

9a. **IF YES**, Which articles are the ones that you have thought about?

9b. Can you describe that a little bit for me? When did you think about them? What were you thinking about? (Probe: have you seen something on television, heard something on the radio, or something else reminded you?)

10. Have you looked for more information about the topics in the articles since you've read the articles?

10a. **IF YES**, Can you tell me about that? What did you look up? Where did you look it up?

11. Have you talked to anyone about the articles since you read them?

11a. **IF YES**, Who did you talk to? What did you talk about?

12. [If any intention response] On the survey you completed, there was a question that asked "As a result of reading the _____ article (the one you most enjoyed), will you do something different?" And you answered that _____.

Have you had the chance to do that since you filled out the survey?

12a. **IF YES**, Can you tell me a little about that?

12b. **IF NO**, What do you think you haven't done that?

13. We'd like to know what kind of topics you're interested in.

13a. Which topics about science would you like to read more about?

13b. Which topics about health would like to read more about?

13c. How about technology?

14. Is there anything else you wanted to share about the articles?

Thank you for your time. We will enter your name into a drawing for the gift card and if you win we will call you at this number within about 3-4 weeks.

Appendix F Raw Data, El Pregonero Follow-up Telephone Interview

The following are the raw data for the telephone interviews, in English. The data collector, who is bilingual, asked the questions in Spanish and while listening to the responses took notes in English. The numbers in front of their responses are the individual ID numbers for each participant, so it is possible to track an individual's responses through the various items.

ConCiencia El Pregonero Follow-up Interview Data

1. Do you remember doing survey?

- 11. Yes
- 5. Yes
- 7. Yes
- 10. Yes
- 18. Yes.
- 21. Yes.
- 22. Yes.
- 23. Yes.
- 26. Yes.
- 47. Yes.
- 46. Yes.
- 24. Yes.
- 35. Yes.
- 51. Yes.
- 52. Yes
- 12. Yes
- 4. Yes.
- 40. Yes.
- 20. Yes.
- 45. Yes.
- 48. Yes.

2. What, if anything, can you tell us about the articles?

11. I'm at an advanced age now and I've been sick with a terrible flu for the last few weeks; that's why I didn't go to the focus group. I did call and talked to someone and told them why I wasn't able to come, I left a message. I do remember doing a survey that asked if I got the Pregonero, I said yes—it is my favorite newspaper, it has advice about health, about emergency situations, it helps me to stay informed.

5. I read the Pregonero every week so I see lots of articles.

7. No, it was a while ago, I don't remember what they were about.

10. It's been awhile since I read them.

18. I read constantly and I pick up the Pregonero constantly—the topics are excellent and the newspaper is free. But since I came here (to this country) in 2001, the newspaper has gone down. It has too many topics that don't have to do with all Latinos. If the Pregonero is more for the undocumented Latinos, then why don't they write something for them, like where they can get a job?

21. I always read the Pregonero.
22. Laptops and notebooks. I filled out two surveys. Something about diabetes or smokers, something about medicine...
23. I don't remember.
26. To be honest, I don't remember because I read the Pregonero every week. It has very interesting topics...
47. Something about water and how it's related to....goodness me, I can't remember. You know, I collect every issue of the Pregonero because someday I'm going to give them to my children.
46. There were a few of them. The ones I filled the survey about were about....let me think...something about a smoker?
24. It was a while since I read them, I don't remember them very well.
35. I remember I completed three surveys, one was about health....I'm sorry, I don't remember the others.
51. Yes, there were a few topics....
52. I remember, yes, one was about obesity among children and the other one was about health reform.
12. Science and technology.
4. One was about diabetes and the other was about computer systems....I don't remember...I think it was about how these systems are advancing, becoming more modern and one can get work done faster...
40. I barely remember...health and the environment.
20. They were providing medical advice—the process to follow to get well from the flu, mammograms, how to take care of children, something about supplements. There was a lot of information...
45. About the atmosphere...that's what I most remember.
48. Pregnancy in adolescents, and the other one was about health insurance for the elderly. I'm sure about the first one, the second one, I'm not so sure.

Probe: Do you remember what the topics were?

11. Look, I barely can remember.
5. One was about the flu, something about swine flu.
7. No, I don't remember.
10. Maybe you can give me a hint?
18. Yes, the articles are very good, but they are too short. I always start at the last page of the Pregonero because that is where the science articles are.
21. I remember one about how to show children something about water pressure, and you had to fill a glass with water and then cover it and turn the glass over, and it showed you...I can't remember, you had to add something to the water, I think.
22. (see above)
26. N/A
47. N/A
46. No
24. N/A
35. N/A
51. Not really.
52. (see above).
12. No.
4. (see below)
40. N/A

- 20. No.
- 45. (see above)
- 48. (see above)

Probe: Is there anything you remember about what you read?

- 11. N/A
- 5. No, I don't remember.
- 18. Not specifically.
- 21. I don't remember those articles I was surveyed about, but maybe you can tell me.
- 22. No.
- 52. That there is a lot of obesity in Hispanic children, but I don't remember any more because it was a while ago...
- 4. The diabetes one was about diet and how to prevent (diabetes) and how one should eat healthy and do exercise to avoid (getting) diabetes. Looking for ways to avoid (diabetes), like not eating fat and not being sedentary. And also that children, Hispanic children, get it, too. They have to be given healthy food...

3. Anything else you remember about the articles?

- 11. N/A
- 5. No.
- 7. N/A
- 10. N/A
- 18. N/A
- 21. N/A
- 22. N/A
- 23. N/A
- 26. N/A
- 47. N/A
- 46. N/A
- 24. N/A
- 35. N/A
- 51. N/A
- 52. That (obesity) was highest among Hispanics compared to other races.
- 12. N/A
- 4. It was a long time ago (that I read those articles) and I don't know why it took you so long to call about them.
- 40. N/A
- 20. N/A
- 45. N/A.
- 48. Violence that young girls face with their boyfriends.

4. ARTICLE #1: One of the articles you read was about _____ [give topic]. Now that I've mentioned the topic, what else do you remember about what was in the article?

- 11. (swine flu). No, I can't really remember.
- 5. (swine flu). One can find out the same information in different places—TV, radio, other newspapers—about cleanliness, washing your hands, getting the vaccine, so I don't remember what I read in the article in the Pregonero.

7. (netbooks). The importance of computers. The difference, what are the advantages and disadvantages between the netbook and the laptop, their speed, the hardware and software...
10. (swine flu). The countries that had the most cases, like Argentina, and the vaccine and that after the 15th of October they were going to have 20 million vaccines.
18. (swine flu). I'm interested in the consequences (of the epidemic) and lately I have learned a lot about it because there is a lot of repetition (in the media).
21. (stress). Oh yes. It asked people about what causes stress. I like the Pregonero because it helps us, it has short articles and (that's good because) many people don't like to read.
22. (stress). That you shouldn't...let me think...that it robs you of sleep...something about people who can't sleep because of stress or they just can't sleep.
23. (stress) I don't really remember what the article said, but from experience I can tell you because it has happened to me...
26. (stress). I suffer from insomnia so I the article really got my attention. It was about habits that people have and how they lose sleep because of stress. The article gave advice (on how to get sleep), that the ideal place is dark, fresh (airy), harmonious, clean, quiet. There shouldn't be a TV or any electronic item, that there shouldn't be music playing unless it's soothing, that you should try to sleep more than 8 hours...
47. (youth pregnancy). When girls receive violence when they are young, then....oh, I don't remember any more.
46. (youth pregnancy). More than anything it was about warning people who are underage, that they had no idea about pregnancy and so they needed some orientation so that they could have a better future. (The youth) don't have information about birth control that will prevent pregnancy.
24. (stress). Yes, I remember that I read something about that, but I don't recall...I read it quickly but I remember that I found it interesting.
35. (stress). Mainly, how to handle stress, why it's important for people to do that and to know what the components of stress are—there are many: work, family, finances, our surroundings, what is around us—and it gave lots of tips for how to help you stop being stressed.
51. (sanitary reform). It was something about immigrants and the change of insurance, I think...if they are in agreement with it or not, I can't remember.
52. (see above).
12. (netbooks). That there are lots of (social networking sites)—Facebook, My Space—and we all have access to them. The article was not only entertaining, it helps one to know more about the topic.
4. (see above)
40. (stress). It talked about the problems related to stress and how to solve them. How work, driving, driving a car, fights at home (cause stress). In this country, one has a lot of stress, when the boss is not very tolerant and says you only have 30 minutes for lunch because they're short on staff—all that causes stress. So you have to do exercise, have a good diet....
20. (swine flu). It was about what people should do if they have symptoms of swine flu—if they have temperature for several days, then they should go to a medical center. Cover your mouth and wash your hands...they had those kinds of precautions (in the article).
45. (youth pregnancy). I remember a little bit: violence that has been occurring lately but that is getting better so that there are not as many abuses against women.
- 48 (see answer to Q3 above)

Probe: Anything else? (until they say no)

11. N/A
5. I don't remember

7. About who buys them, that people prefer the netbook because they're easier to carry, they're lighter.
10. The countries that have been affected and the percentage of cases there are, that Argentina has the most. Who should get vaccinated—children, pregnant women, the elderly.
18. That you have to take precautions. I read that you have to get vaccinated and there was a calendar, a schedule, with the dates for when to go and get the vaccine.
21. The cause of stress is being alone, suffering because one is alone, because one is sick or doesn't have a job or you don't have enough money...but even if you have everything, you might have a problem in your family, where there is no communication, and all that can lead to stress, And anyone can have stress, children, parents...
22. Not to watch TV too late because it can rob you of sleep and not to sleep in.
23. N/A
26. I actually suffer from insomnia.... oh yes, it said to do exercise...and there could be chemical imbalances and if the problem persists, that one should go to the doctor.
47. N/A
46. No.
24. N/A
35. No.
51. No
12. No.
40. No.
20. If you are on the bus and someone coughs, you should distance yourself from them; if you have fever, you should go to the doctor.
45. No.
48. No.

5. ARTICLE #2: A second article was about _____ [give topic]. Now that I've mentioned the topic, what else can you tell me about what was in the article?

11. (eczema relief). No, I'm going to be very honest with you, it was a while ago (that I read the articles) and my mind isn't like it was, and I've been sick with this flu.
5. (eczema relief). Yes, I remember (that article now)!...but I don't remember (what it said)...sometimes it's good to put two drops of bleach in the bathtub to kill germs that can stick to your skin. I normally use bleach for cleaning, I've been using bleach for a long time now to wash dishes or to clean the kitchen, and when I read the article, I agreed with what it said. But the article made me more conscious about doing it, using bleach to clean. The article convinced me more (that it's a good idea to use bleach to clean).
7. (diabetes). About that one, I don't remember much. I think I found the netbook one more interesting.
10. (eczema relief). No, I don't remember if I read it...No, look, I don't remember.
18. (eczema relief). I don't remember it too well. It was over two months ago that the article came out...but I do like to take care of myself. I buy a cream at the pharmacy that is really good.
21. (astronomy becomes art). A Hispanic person has become a great scientist and that one can become something.
22. (astronomy becomes art). About a painter...um, that the person was Hispanic, I think from Colombia, and that the paintings were about planets and stars, and the person was inspired by that to make works of art.
23. (astronomy becomes art). I don't remember.
26. (astronomy becomes art). About stars? no, I don't remember that one.
47. (weights). It seems that (it was about) people who do exercise and eat healthy are at lower risk of getting illnesses like diabetes.

46. (weights). The only thing the article did was give guidelines, like going for a walk to strengthen your muscles and that also, one can take medicine (to strengthen your muscles) but it's more recommended to do the exercises.
24. (astronomy becomes art). No, look I don't.
35. (astronomy becomes art). Let me see, I don't remember that one well. Something about how important...no, I really didn't give it too much attention to be honest.
51. (child obesity). Yes, but you know it doesn't happen to all immigrants....I don't remember much (about the article).
52. (see above).
12. (diabetes). No
4. (see above)
40. (astronomy becomes art). Something about the signs of the zodiac? about superstitious people, I don't believe in that...but no in fact, I don't remember that article much...
20. (eczema relief). I didn't know anything about that either. About how one can use creams and they don't work, but it said there if you wash yourself with, oh, I don't remember what it was...
45. (weights). Yes, it was about, um, doing weights is good for strengthening muscles. Anyone can do it but it's best to consult a doctor. Age doesn't matter, anyone can lift weights, but you should do it with a doctor's supervision.
48. (weights). Doing exercise, yes yes...that you have to walk a little bit and keep using your muscles, making that effort.

Probe: Anything else? (until they say no)

11. N/A
5. No.
7. N/A
10. N/A
18. N/A
21. N/A
22. No.
23. N/A
26. N/A
47. No.
46. No.
24. N/A
35. N/A
51. No.
12. N/A
40. N/A
20. No, I don't remember...
45. No.
48. No, I don't remember any more.

6. ARTICLE #3: A third article was about _____ [give topic]. Now that I've mentioned the topic, what else can you tell me about what was in the article?

11. N/A
5. N/A
7. N/A
10. N/A
18. N/A

- 21. (beauty industry). Many products can damage your skin and many products are not good, they are fraudulent and that you have to be careful.
- 22. (beauty industry). About that one I really don't remember.
- 23. (beauty industry). I think I read it too long ago.
- 26. (beauty industry). No.
- 47. N/A
- 46. N/A
- 24. N/A
- 35. (beauty industry). Something about the natural components that can be found in beauty products.
- 51. N/A
- 52. N/A
- 12. N/A
- 4. N/A
- 40. (beauty industry). About how to stop your skin from aging, I think that's what it was about. And that people abuse those products and to only use them if you need them, otherwise not to buy things unnecessarily.
- 20. N/A
- 45. N/A
- 48. N/A

Probe: Anything else? (until they say no)

- 21. Something about natural products, that one can benefit from natural products.
- 35. No.
- 40. No.

7. Have there been any times when you have thought about these articles since you read them?

- 11. (No.) I remember a survey about how the Pregonero could be improved. And the survey with the true/false questions. I really don't remember the articles, but I do remember the surveys. I'm an older person....I remember doing a survey about what they should do to attract younger readers.
- 5. Yes.
- 7. I don't remember.
- 10. Yes.
- 18. Yes.
- 21. Yes. When I have been chatting (with others) I have thought about them.
- 22. Yes.
- 23. N/A
- 26. Yes, all the time, I always think about it and put what I read into practice.
- 47. Yes.
- 46. Yes.
- 24. Yes.
- 35. Yes.
- 51. Possibly...
- 52. I have because I have a little niece who came here from El Salvador really skinny and then she started getting chubbier. She gained a lot of weight. She's nine and weighs 87 lbs.
- 12. No.

4. No, but I'm interested in health and I read about it in the newspaper and (see it) on TV. Also, I listen to Dr. Huerta on Radio America (WACA 1540 AM Wheaton, MD), from 1-3 p.m.—he talks about health issues and how they affect you.
40. Yes, for about 3-4 days afterwards.
20. Yes, it was on TV right about the time I read the article, they coincided. I was prepared for what they said on TV because of what I had read (about the swine flu).
45. Yes.
48. Yes, I started to think about the fact that we need to educate our children better, teach them values.

7a. IF YES, Which articles are the ones that you have thought about?

11. N/A
5. I very much take into consideration those topics that have to do with health, I really like the Pregonero, I learn a lot from it.
7. N/A
10. I have been reading about that (swine flu), and I don't know if it was the same article, but that it was a pandemic.
18. I called my family in Ecuador and sent them face masks. I told them to wash their hands and follow the precautions, that hands should be washed for 20 seconds.
21. For example, today the other newspaper, Washington Hispanic, printed something you (Pregonero) had already printed and I said to myself, "I read that in the Pregonero." It was about how bad videos are for kids.
22. The one about stress, yes, because it said being stressed robbed you of sleep, and so you shouldn't watch TV late at night, and you shouldn't drink...alcohol can rob you of sleep because at first it makes you sleepy but then at 2:00 a.m. you can wake back up because of it, which is not good, I know because it has happened to me!
26. (stress). I try to make my room an ideal place to sleep. I remember the recommendations. Oh, it also said that you should try to move things around, that they shouldn't stay in the same place, so that their energy is being rotated.
47. The one about doing exercise.
46. Mostly the one about early pregnancy.
24. I barely remember the details, but it was interesting to me. It happens to us here in the United States, a lot of us have that situation.
35. I have stress every day, especially the part about economic reasons (for stress), it got my attention very much. I live with (stress) and the tips were interesting. Those articles are helpful because something of (the information) stays with you, of course it depends on how interesting (that topic) is to someone.
51. I have a friend who has (obesity) and she says she feels like a monster and doesn't like to look at herself in the mirror. So I have tried to help her, and I've looked for information to give her....I saw the article in the Pregonero afterwards.
52. (childhood obesity article). I got interested in the article because of my little niece (not the other way around).
12. N/A
4. N/A
40. The one about stress, and that you have to stick to your diet and do exercise.
20. (see above).
45. The one about doing exercise when you're elderly. I looked for more information about that on the Internet.
48. The article about pregnancy made me reflect.

7b. Can you describe that a little bit for me? When did you think about them? What were you thinking about? (Probe: have you seen something on television, heard something on the radio, or something else reminded you?)

11. N/A

5. Normally, what I see in the newspaper I see on television. I read the newspaper weekly. And the articles are good for children...I agree with the types of topics they put in the Pregonero. (I thought) about the swine flu, how you have to take precautions.

10. Since the problem started there have been lots of articles in the newspaper and it has been on TV...

18. N/A

21. N/A

22. When you try things, you find out the effects on your body. When I read the article I remembered what had happened to me, so it was more that I was in agreement with what I read.

26. (see above).

47. On television they talk about that and then one remembers and it's like the light bulb goes off above one's head.

46. I watch the news on television and (one finds out) that in certain countries, girls get pregnant at an early age. And so you have to give them birth control and some orientation, especially during while they are school age, because that has consequences that ruin their lives. And this happens here in the United States, too! But in Peru, where I come from, that happens a lot. I was a volunteer for a relief organization and I saw pregnant girls and we tried to help them. So I've seen that for myself (and I was reminded of that).

24. (see above).

35. (she said she was at work so we had to move on).

51. (see above)

52. (see above)

12. N/A

40. (see above)

20. N/A

45. (see above)

48. Well, I volunteer at the Centro Catolico Hispano in Gaithersburg and I also volunteer at a preschool and there are a lot of cases like that, I see it every day.

8. Have you looked for more information about the topics in the articles since you've read the articles?

11. No, I haven't looked for more articles. Actually, there is a lot less to the Pregonero, there's less information (than before). In the last four months, it has fewer pages, it is not rich in information. I have the Nov. 12 right here in my hand, and it has very little, it doesn't have as much information as before. Every weekend I go and get my newspaper. I can read English but I like the Pregonero because it has information about the sanctuary for the immaculate conception; it's mostly a religious newspaper.

5. Yes, I'm waiting to get the vaccine.

7. No, but if I (happen to) see something about that topic, then I read it.

10. No, I come home late from work. But I read in Washington Hispanic that there is a scarcity of vaccines. Maybe this week there will be more information about (the vaccine) in the Pregonero?

18. I have tried to look for more information, yes.

21. No. Because one reads the articles and the articles get to the point; the newspaper is small and I can read it quickly. I read it and that is how I learn. It's very easy to understand, and in no other newspaper do they give you information like you do.

22. No, I don't know where to look, only on the Internet and one can't always find what one wants there.

23. N/A

26. No. I'm always remembering that article because I'm always looking for ways to improve my quality of life, my health.

47. No.

46. Not exactly. I like to read and if I come across something I find interesting, then I read it. Sometimes I read pamphlets about those topics (if he sees the pamphlets, but doesn't look for them). I'm 57 years old and I have to think about doing exercise for my well-being and health. I have read a lot of books, and I've read (what the article said) about pregnancy.

24. No.

35. No. But I run a daycare here and I have to deal with parents who are getting separated, divorced and so I tell them to look for information, like the type of information I read (in the Pregonero), so they can evaluate themselves.

51. No. But I always read the Pregonero—I pick it up every Friday—and I read things on the Internet. I like to stay informed. No one in my family has obesity but I like to know look up those kinds of topics so I can help my daughter and son-in-law with their children. I also have friends with diabetes and they tell me they don't know what to eat, and they say they're embarrassed to ask, so I tell them (what I know).

52. Yes.

12. I was interested in the article (about netbooks) but that was as far as my interest went.

4. Yes.

40. No, but I do like to read those kinds of articles in the newspaper (when they come up).

20. No.

45. (see answer to Q7a)

48. No.

8a. IF YES, Can you tell me about that? What did you look up? Where did you look it up?

11. N/A

5. N/A

7. N/A

10. N/A

18. I listen to Radio America (WACA 1540 AM Wheaton, MD), there is a program with Dr. Elmer Huerta and one can call in and I called him and asked him about what I read in the Pregonero. Also, in the Washington Latino I read "Salud" (Health), a weekly magazine, and there I underlined what I read about the swine flu. I want to know when the vaccine will be available.

21. N/A

22. N/A

47. N/A

46. N/A

24. N/A

35. N/A

51. N/A

52. Sometimes we get on the Internet and look for information about good eating habits. She eats anything, so we read (on the Internet) so that she will understand (what to do).

12. N/A

4. Only about health, but with regards to the computer one and the advances that have been made, not really.

40. N/A

20. N/A

9. Have you talked to anyone about the articles since you read them?

11. Yes. I always tell my neighbor, he's a friend, and I tell him, I keep him informed, I communicate to him what I see on the news or hear on the radio or read in the newspaper. And when there have been announcements in the Pregonero about health fairs, I have invited my friends to go with me and find out what they're about.

5. Yes.

7. No.

10. Yes.

18. Yes.

21. Yes.

22. Yes.

23. N/A

26. Yes.

47. Yes.

46. Yes.

24. Yes, more or less.

35. Yes.

51. Yes.

52. Yes.

12. Yes.

4. Yes

40. Yes.

20. Yes.

45. No.

48. Yes.

9a. IF YES, Who did you talk to? What did you talk about?

11. N/A

5. My friends, I told them I read about the swine flu in the Pregonero and that I saw it on television, same with using bleach to clean the house.

7. N/A

10. People are not trusting and when they sneeze, they think they are going to get it. You know, I was talking to my friend that if you are fearful that something will happen, then it will, and if you aren't fearful, then it won't. It's something psychological. And all that stuff about getting vaccinated...

18. My children, my wife (see above response to Q7a).

21. I work in a preschool and I teach the parents about what I read. I motivate people to read (the Pregonero) because it's very instructive (instructivo) and small, the articles are short. I talk to my coworkers and my friends so that they will tell their children.

22. My mom, I told her that the articles were interesting. I talk to her the most. I talk to friends, too, but mostly I share (this kind of information) with my mom.

26. I showed the article (about stress) to my husband. We talked about the advice it gave and that stress is related to insomnia and that a lot of people have it, that it's the illness of (this) century—it's popular right now.

47. I talked to my husband about doing exercise, that it's good to do it so he feels motivated, and so he stays healthy.
46. My wife. I said, "Look here is this article" and we talked about (what happens in Peru and what I did there). I share it with my children, one is 25 and one is 26, we talk a lot and my children accept my advice. And my wife and I go for walks, because of this aging thing, and how we need to do exercise. Sometimes, all four of us go for walks together.
24. I would have talked about it with my co-workers, but I don't remember the conversation.
35. I commented on the article to my husband. That there were a lot of truths in the article and advice, and I communicated that to my daughters also.
51. I tell my friends about what I read. I give them suggestions if they ask me.
52. We looked at the article with (my niece's) mom. We talked about that she should eat better and do exercise.
12. My family, that it was interesting and that they keep readers informed.
4. I commented on the article to my wife but she wasn't interested. I think that with some people, the more they know, the more they worry, and the less they know, the less they worry. I tell my friends not to smoke, and they say, "Look at so-and-so, he's been smoking for 10 years and he's still alive!" So, it's about one's level of education and a lot of people are ignorant.
40. At work, with a woman at work—she's the one who told me about the survey—and we talked about eating balanced meals, not too much salt or fat.
20. I was chatting with my friends, some of them have skin cancer (piel de cancer), and I told them that it's good to wash with that thing, but I can't remember now what it was...
48. I talked to a friend who had the same experience. We just reflected on the fact that parents are to blame, they need to teach their children about who they can be friends with and not do things just because it's cool. These are the times we live in...

10. On the survey you completed, there was a question that asked "As a result of reading (the article you most enjoyed), will you do something different?" And you answered that _____ . Have you had the chance to do that since you filled out the survey?

11. N/A (no response to this question on the survey)
5. (eczema relief) "Take diluted baths and use bleach to disinfect." Yes, I did it before (I read the article) and I continue to do so now, but now I do it more consciously.
7. (netbook). "Observe different opinions." Yes.
10. N/A (no response to this question on the survey)
18. (he said no, wouldn't do anything different in survey)
21. (stress--her response on the survey about what she would do was incomplete, but she couldn't remember what she intended to write or what she thought at the time so we went on to next question).
22. (stress). "Take steps and try to change my lifestyle." Yes, I try not to go to sleep too late. Before I used to go to sleep at 11 but now I try to go to bed around 9 or 10.
23. (stress) "Go to sleep earlier." Not frequently.
26. (stress) "Create a better environment in the bedroom." Yes.
47. (she didn't identify an article but later filled in the blank "learn to eat more healthy") Yes.
46. Yes.
24. (stress). "We need people from health groups to give us counseling." Yes and No.
35. N/A (no response to this question on the survey)
51. (she said no, wouldn't do anything different in survey)
52. (childhood obesity) "pay more attention to our children." Yes.
12. (netbooks) "I'd like to increase my knowledge of science." Yes.
4. (diabetes). "I'm pre-diabetic. I take care of my health—change my food." Yes.

- 40. (stress). “control my appetite, do exercise” Yes.
- 20. (she said no, wouldn't do anything different in survey)
- 45. (he said no, wouldn't do anything different in survey)
- 48. (weights) “apply it” Yes.

10a. IF YES, Can you tell me a little about that?

- 5. (see above)
- 7. I've read things in other magazines, the ads. What their capabilities are, things like that.
- 22. (see above)
- 26. (see responses to Q7a). I love educational things, I love that I can read (the Pregonero) on the Internet, although I do try to pick it up when I go to Arlington. We live in Alexandria and you can't find it there.
- 47. My husband tells me that I cook with oil too much. We are trying to eat more salad, I made one tonight for dinner.
- 46. (See answer to Q9a)
- 24. I don't have much time, but I would like to find a (support) group where we can share (our experiences) and they can give ideas for how to get better. The routine consumes here in this country—I have work, I take classes, I have children, I am a housewife. But at church we get some counseling, they help us there if we have a problem.
- 52. I have a daughter who is 4 years old, and I try to teach her what to eat. And we take precautions with her. Here at home we try to eat well, not eat pizza, not eat fast food.
- 12. The topic (of science) is very broad and the information (in the article) is very reduced (he'd like to see more information like that).
- 4. I had been doing that (before I read the article) and thank God, (the diabetes) has not advanced. I take care of myself with regards to what I eat, and the article made me more conscious of that, too. Also, I don't drink or smoke.
- 40. What we talked about, watching what I eat and doing exercise.
- 48. Well, after I read that article I had my annual check up and found out I have high cholesterol. So now I try to walk 30 minutes every day.

10b. IF NO, Why do you think you haven't done that?

- 23. I have tried to go to sleep earlier, like half an hour earlier, during the week.
- 24. (see above).

11. We'd like to know what kind of topics you're interested in.

- 11. I would like to get more information about diseases, health, education—advice for youth on how to behave between parent and child, child and parent, and just how to get along better with people, neighbors. I want to know about my rights, the laws, so that I'm not taken unawares, so that I can't say, “Why did that happen to me?”
- 21. All topics—how to help children to pay attention, how to learn, how to help mothers so they can help their children...
- 26. Health; mental health; spiritual peace; how to be a good spouse, a good child.
- 47. I'm interested in the census and their findings.

11a. Which topics about science would you like to read more about?

- 11. N/A

5. Nature. As a matter of fact, I have two children, and after I read the newspaper, I invite them to read it. Of course, they study this in school, but I like how they explain things in the Pregonero. I also have enjoyed reading about the various people who are a good role model, like the Salvadorean doctor.
7. Things about the solar system, the planets.
10. Yes, like climate, ambience (el ambiente), also like about black holes and all that stuff, space...I like that, I've always liked it.
18. Changes in climate, nature, water, oxygen, advances in science.
21. Articles that will help children learn about plants, the classes and varieties of birds, the planets, how scientists got started and how they became scientists.
22. Medicine—diabetes and ways to control it.
23. Stress, digestive issues, what one eats and what it has to do with cholesterol and blood pressure, how to change one's diet, we Latinos tend to eat things that affect our stress level and our digestion. Health has to do with science. We get too focused on politics and there is a lot of negative information out there and it's depressing and it affects your mind (mental health). Many of us suffer from depression because all we do is work...men drink (to relieve stress) but women don't really. Where I work, I see a lot of depression in youngsters and adults. I work in the school system and work with a lot of parents.
26. Discoveries of (new) diseases, Science Fair projects at the schools.
47. Our planet, the green planet, and how we're going to lose our glaciers. I've heard that by 2050 the planet will be (submerged) in water, the Arctic is going to disappear. And it's not so much for myself that I worry, but for my children, who will have to deal with it.
46. About astronomy. I've only read a little about that, but it interests me. And UFOs interest me, too. Topics about God and the creation of the world... how there has been an evolution in human belief. (I'd like to know more about) the use of aerosols and how they destroy the ozone layer, and the consequences: global warming, and how that will melt the ice caps and everything will be destroyed.
24. Our planet Earth is where we humans live and so I've always wondered what types of people live on other planets? What exists on other planets? I know man has gone to the moon, but there must be people on other planets if we exist here on this planet.
35. The environment, it's all around us...how to clean up the environment.
51. More articles like the ones we've been talking about, that will help people. Maybe they need to put a picture (next to the article) so that it will get their attention. Development and advances in science, and also things that we studied in school but have forgotten about...like biology.
52. Like about women who lose their babies and how they have a hard time getting past it, so how to help someone like that. Abortion; I have a friend who had that and it's hard...
12. Some new experiment, a new vaccine, like for H1N1, things that are happening now.
4. What can I tell you, there are so many topics...communication systems, cellular phones. How technology has advanced, that is something I am in awe of. Also contamination of our system—man has destroyed himself, man has destroyed the air and the earth, the rivers are contaminated, there is global warming, and we need to do something: recycle, throw away the car oil in the right place—I'm always telling my son that because he has a body shop and I tell him to put the oil containers in a separate bag...
40. Practical things, such as exercise, new technology in computers, new suggestions in education for our youth.
20. I have enjoyed reading the experiments for children. I cut them out and send them to Bolivia—the one about how to make cotton, the food pyramid, animals. I'd like to read about the human body, the brain, its functions, how we think, ideas—where they come from, where is the center in the brain for that.
45. Nature. For example, how rain originates, how hurricanes are produced.
48. Climate change, lots of people don't understand it.

11b. Which topics about health would you like to read more about?

11. Now there are more illnesses than there were before, so I'd like to know more about that. (I'd also like to know) what is happening in our countries...how to prevent robberies and beware of thieves and con artists—you know that there are people who trick Hispanics telling us about classes or free gifts and you know, there is no such thing as free gifts. There is so much robbery now and how you should be aware is something I read in the newspaper. When I go on the metro, I have my eyes open....
5. How to prevent diabetes, high blood pressure, heart problems, high cholesterol—these are all silent diseases but they still affect us.
7. I'm not really interested in health topics.
10. Things that are happening with medicine, advances, operations that are being done for the first time, clinics that can help people, also about costs and which hospitals can help people (at no cost).
18. Advances in medicine, diabetes, alternative medicines, arthritis, gastritis—what can one do to prevent it. What to do when you get old, what options do you have (in terms of health care). Nutrition, although that is not as interesting to me, eating well, I just eat whatever and I'm on my way, so nothing about cooking or weight or vitamins...but my wife is a nurse and so she is interested in those topics.
21. Communication, family...the Washington Hispanic has good articles about health, how to wash your hands, diseases...
22. How to manage cholesterol; nutrition.
23. (see above).
26. Exercise, how to get along at work, stress, Alzheimer's—exercises one can do to avoid getting it, I have an aunt with Alzheimer's and I want to avoid getting it, aging, menopause.
47. I worry about diabetes a lot, we Hispanics eat too much sugar, we should not give our children candy. When you get diabetes, you can lose a limb, they can take away your foot, you can lose your vision, have kidney problems...Also, (I want to know about) venereal diseases, that it affects young people, the Papillovirus (sic). I have a 15 year old son and I tell him to protect himself. (I want to know about) AIDS, HIV. Those topics interest me, illnesses that are transmitted sexually, so I can teach my son to protect himself.
46. Yes, it's necessary (to know about health).
24. I've heard that we need to get that vaccine for that other virus, the H1-something and that it's not having an effect. The doctors its an anti-virus and that we all need to get it, and so we get it, but we need more information. Maybe not everyone will resist the vaccine, not all organisms are the same—I got the flu shot and it made me sick as soon as I got it, I felt that my head was going to explode and my eyes were going to come out, it didn't work for me. So we need more information about that.
35. Mental health.
51. Food, nourishment—I think that is where it all begins, how to live a healthy life, to avoid getting sick. And also, why are children here (in the USA) so anxious. I'd like to know, maybe they eat too much pasta, I don't know...
52. The heart—how to have a healthy heart.
12. Medicine—discoveries, recent information.
4. Cancer—that is a topic I like to stay on top of. There are hundreds of cancer, and to win that battle you have to do three things: exercise, eat healthy and not have any bad habits, like smoking and drinking.
40. Stress, controlling diabetes, age-related diseases like arthritis.
20. How women can take care of themselves, ovarian cysts—I have many friends with these types of problems and what are the precautions. Cancer, what steps to take to stay healthy.

45. What most interests me is nutrition and how one can nourish oneself the best. The majority of we Latinos don't know how to eat, or because there is no information about it or because we don't get help.

48. Menopause. I have friends who are going through it and they don't understand what the changes are.

11c. How about technology?

11. Of course! (When asked for an example, she couldn't think of anything. I gave her an example and asked her if she had a cellphone and if learning more about how it works would be interesting, to which she replied: "Yes, I had an accident a few weeks ago and thank God I was able to call on my cellphone to get an ambulance, but the service is very poor, I have Verizon, I don't know why the service is so poor.")

5. Yes, I like that but I'm not really a fan of technology. I'm pretty behind on this (topic) but I need to get up to date on it.

7. Computers, anything electronic.

10. Yes, more about programs, computer programs, and how computers are getting modernized.

18. The article about the Mexican woman who went to space, that was interesting. I like reading about the accomplishments that take place in other countries, and I'd like to know about Latinos who are successful in Latin America, not just the ones who have come here (to the USA).

21. Yes, that's good, it helps us to advance but it also harms us, like the kids who play too many video games. Children should seek music and art. (I'd like articles about) how children can be more honorable, not use drugs, become motivated to exercise—that's good for their health, too—and the importance of eating breakfast.

22. Computers—I liked the article about notebooks and laptops a lot. Programs—what new ones there are, like Windows 7 and what features it has.

23. N/A (didn't ask).

26. I love it. I just read the article you ran about the Mexican who went to the moon. And there was another one about a Columbian—I am from Columbia—who works at NASA. I like to read about (Latinos) who have had accomplishments.

47. Well, that is a very nice topic. We have to get our act together and learn more about these things, new things that have been invented. Those of us who have not had much school, we need to learn.

46. Computers have revolutionized everything, so I appreciate them very much.

24. Um, so, sometimes that can consume a person, it can't be healthy to be on the Internet hours and hours and hours....

35. They're excellent, but I'm not really a "techie." But yes, anything about computer systems and how to use them. Maybe something about videos that can help you.

51. Technology is good, but that you have to get involved in cybernetic life and put all your personal information out there does not make sense to me, it's not appealing. We need more information about it, you have to be conscious of what you are doing there because someone can steal your identity.

52. That's interesting too, but I wouldn't know about what topics specifically.

12. Yes, they are interesting, they should expand on that.

4. (see above)

40. New car models.

20. That is also very interesting and when I pick up the newspaper I find out what is going on.

45. Yes, each year technology in the world becomes more modern and that helps us make our daily lives easier.

48. Yes, of course, we have to be up to date on those topics, like new computer systems.

12. Is there anything else you wanted to share about the articles?

11. I came to this country in 1979 and I started getting the Pregonero delivered at my house for \$10. Now I don't get it (delivered) any more, but it's hard to find. You can find it at some Metro stations, but not all the supermarkets have it—they have the Washington Post, El Tiempo, but not the Pregonero...but I look for it because I read everything, I just want more information in the Pregonero, more articles.

5. The Pregonero is very family-friendly, everything that is written there can be read by the whole family.

7. No, that's it.

10. No, just that the articles are interesting (in the Pregonero), I like how they're written, they're easy to understand...I didn't know about pandemics and all that kind of thing, and now I do.

18. I'd like to know about other countries in Latin America, not just Central America; there is not much about Ecuador. The articles should be more diverse, for people of all educational backgrounds. The third page (of the Pregonero) is religious but the rest is mostly propaganda about Central America, like DC United and not other teams from other countries, for example.

21. I always keep my issues of Pregonero because I use them at the daycare where I work and with my grandchildren. I share them with the parents at the daycare. The Pregonero educates us and it has improved a lot. I like the articles about people who have achieved something. The articles help me a lot.

22. For certain people the articles should be written in a more simple language and explain things more—I have a friend who can read Spanish but she has trouble understanding the articles in the Pregonero.

23. No.

26. No. We love the little newspaper (Pregonero), it's very well structured and it's very serious (i.e., not frivolous).

47. Not right now.

46. I always get the Pregonero and Latino every Friday, I like to read and I don't want to lose that custom (of reading the newspaper), and here it's free. In Peru I would have to buy the newspaper, so one can't waste this opportunity.

24. No, not right now.

35. That they should continue with those articles, something about them stays with us, I don't take them lightly. And now that I know that you are following up with readers, I will pay them more attention.

51. The articles are simple and practical, and they're accessible to people of all ages. I think they should put more information about vaccines—that you have to get them and why you have to get them.

52. Not right now...that newspaper is hard to find, I live in Falls Church and you hardly see it around.

12. No.

4. No, I already gave you my opinion, I don't have anything to add.

40. Well, I'm going to be honest, I am going to keep reading the Pregonero.

20. Everything is good, I like it. Maybe they could put something dedicated to children—how parents can treat their children better, to tell them that they love them, to give them lots of love. One reads and sees about situations where the woman is in a second marriage and the stepfather abuses the children, but a man can go away and your children will always be there, for better or for worse.

45. All the topics in the Pregonero are very good and they should keep publishing articles for youth: infant abuse, nutrition and childhood obesity, gangs...all those topics that are current.

48. No, just that I congratulate (the Pregonero) on being aware of current events.