

Conclusions

One cannot judge the journalism of the past by the standards of today. These findings indicate that editors of newspapers published in Texas during the revolutionary period printed material that took different positions on the issues covered in the papers studied here. Some issues received more balanced treatment than others, and some newspapers may have been more balanced than others, but Texas journalism during the period did provide a measure of diversity.

But there was evidence that, on occasion, these newspapers seemed to reflect a consensus. There was opposition to land sales and to calls for revolution and armed resistance to Mexico — until the shooting started. There was a consensus in the articles in support of resisting Mexico. It did not take long for Texans to remember the Alamo. On that issue — like Horace Greeley's concern over slavery — there would be no compromise. And without compromise there would be little diversity — then or now.

Sampling Ethnic Media Use: The Case of Hispanics

By Tsan-Kuo Chang,
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► As the Hispanic population in the United States continues to grow and becomes more politically active,¹ it has

become more important in mass communication and marketing research to examine this subgroup in the population for comparison purposes. Recent studies have, for example, compared Mexican-Americans and Anglos on attitudes toward bilingual education and their general media use pattern,² determined the impact of ethnicity on buying behavior,³ and investigated the interrelationship of social and Hispanic media history, demographics, and politics.⁴ Others have looked at the relationship between acculturation and ethnic mass media use.⁵ In cases like this, the researchers need to sample a particular ethnic group for comparative and explanatory analysis.

Selection of a sample from the general population by random-digit dialing (RDD) is usually efficient and appropriate, especially in central cities and some of the suburbs of large SMSAs where a higher percentage of all telephones may be unlisted.⁶ This technique has not only been used to improve the degree of representativeness of the telephone survey samples,⁷ but also has been used to locate special samples such as black or higher income households.⁸ In the study of ethnic groups, however, RDD may not yield a satisfactory ethnic sample since members of ethnic minorities are usually hard to locate in the total population without prior consideration of their geographical clustering or screening procedures. Sampling by sur-names has over the years become an alternative in dealing with such a problem. While this method has been used in past studies of other ethnic groups, its usefulness among Hispanics has not been fully addressed.

¹ Robert R. Brischetto and Rodolfo Q. de la Garza, "The Mexican American Electorate: Political Participation and Ideology," occasional paper No. 3 in the Mexican American Electorate Series, Hispanic Population Studies Program, 1983.

² Bradley Greenberg, Michael Burgoon, Judee K. Burgoon, and Felipe Korzeny, *Mexican Americans and the Mass Media* (Norwood, New Jersey: Ablex Publishing Corporation, 1983); Pamela J. Shoemaker, Wayne A. Danielson, and Stephen D. Reese, "Media in Ethnic Context: Communication and Language in Texas," unpublished report, University of Texas at Austin, 1985.

(footnote continued)

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Previous studies have used sampling by surnames to identify clusters of Jews and other populations. By comparing with other sampling methods such as list sample and area sample, Himmelfarb *et al.* found that sampling by surnames is likely to produce a sample that is fairly representative of Jews in the United States.⁹ In sampling by surnames, use of the telephone directory is a common practice because it contains the most comprehensive available list of names and phone numbers in a given area. Like any other lists, however, telephone directories have their limitations that will introduce a certain degree of bias.¹⁰ For one thing, some members of an ethnic group do not necessarily have their original ethnic surnames listed in the directory.

What are the effects of the two sampling methods on the selection of Hispanics as a sample? Do the methods generate samples that are different on ethnicity related variables? Given the correlation between ethnic media use and acculturation, how the ethnic minorities are sampled could have important theoretical implications.

Methods

This study is part of a larger project on the Hispanics and mass media in Texas, in which the two sampling methods mentioned above were employed to produce a subsample of Hispanics. Data for this study were based on a regular sample of 168 Hispanics (15.6% of total respondents) selected by random-digit dialing and a special sample of 140 Hispanics chosen by surnames using telephone directories from 29 Texas cities with large Hispanic population.¹¹ For the regular sample the completion rate was 55.1% and the refusal rate 21.1%. In the special sample the completion rate and refusal rate were 69.6% and 8.8%, respectively.

Respondents were considered Hispanics if they said their ethnic origin was wholly or partially Hispanic, which included Mexican-Americans, Puerto Ricans, and Cubans. Ethnic media use

variables were measured by asking respondents how much TV news, TV and radio they watched or listened to was in Spanish, and how many of the newspapers and magazines they read were in Spanish. Possible responses ranged from none of it/them to all of it/them. Questions regarding general media use such as frequency of watching national evening television and reading daily newspapers were also asked.

Results

A comparison of results from the two sampling methods with the census data (not reported here) shows that the RDD method and the sampling by surnames method yielded samples that were fairly representative of the population distribu-

⁹ Wayne D. Hoyer and Rohit Deshpande, "Cross-Cultural Influences on Buyer Behavior: The Impact of Hispanic Ethnicity," in Bruce Walker *et al.* eds., 1982 *Educators' Proceedings* (Chicago, Illinois: American Marketing Association), pp. 89-92.

¹⁰ Clint C. Wilson II and Felix Gutierrez, *Minorities and Media: Diversity and the End of Mass Communication* (Beverly Hills, California: Sage Publications, 1985).

¹¹ Pamela J. Shoemaker, Stephen D. Reese and Wayne A. Danielson, "Spanish-Language Print Media Use as an Indicator of Acculturation," *Journalism Quarterly*, 62:734-740, 762 (Winter 1985); Young Yun Kim, "Toward an Interactive Theory of Communication-Acculturation," in Dan Nimmo, ed., *Communication Yearbook 3*, 1979, pp. 436-453.

¹ Seymour Sudman, *Applied Sampling* (New York: Academic Press, 1976), p. 65.

² Sanford L. Cooper, "Random Sampling by Telephone: A New and Improved Method," *Journal of Marketing Research*, 1:45-48 (1964); G. J. Glasser and G. D. Metzger, "Random Digit Dialing as a Method of Telephone Sampling," *Journal of Marketing Research*, 9:59-64 (1972); Joseph Waksgberg, "Sampling Methods for Random Digit Dialing," *Journal of the American Statistical Association*, 73:40-46 (1978); James H. Frey, *Survey Research by Telephone* (Beverly Hills: Sage Publications, 1983), pp. 68-77.

³ Mathew Hauck and Michael Cox, "Locating a Sample by Random Digit Dialing," *Public Opinion Quarterly*, 38:253-260 (Summer 1974); Johnny Blair and Ronald Czaja, "Locating a Special Population Using Random Digit Dialing," *Public Opinion Quarterly*, 46:585-590 (Winter 1982).

⁴ Harold S. Himmelfarb, R. Michael Loar, and Susan R. Mott, "Sampling by Ethnic Surnames: The Case of American Jews," *Public Opinion Quarterly*, 47:247-260 (Summer 1983).

⁵ Joseph B. Perry Jr., "A Note on the Use of Telephone Directories as a Sample Source," *Public Opinion Quarterly*, 32:691-695 (Winter 1968-69); David A. Leuthold and Raymond Scheele, "Patterns of Bias in Samples Based on Telephone Directories," *Public Opinion Quarterly*, 35:249-257 (Summer 1971); Frey, *op. cit.*, pp. 58-62.

These cities included Laredo, Encinal, San Antonio, Corpus Christi, Alamo, Brownsville, Donna, Edcouch, Edinburg, Elsa, Hargill, Harlingen, Hidalgo, La Feria, Los Fresnos, Lyford, McAllen, Mercedes, Mission, Pharr, Port Isabel, Raymondville, Rio Hondo, San Benito, San Juan, Santa Rosa, Sullivan City, Weslaco and El Paso.

tion of persons with Hispanic origin in Texas. For the general media use variables, no significant differences were found between Hispanics selected by RDD and those chosen by their surnames. Regarding ethnic media use, the only significant difference between the two methods was TV exposure. Respondents selected by their surnames reported higher exposure to general ethnic television than respondents in the RDD sample. Almost half (49.4%) of the RDD respondents said none of the TV programs they watched was in Spanish, while less than one-third (31.4%) of those sampled by surnames said so. Since respondents chosen by their surnames were from cities where a larger Hispanic population exists or that are close to the Mexican border, presumably they would have more access to Spanish TV than those selected more broadly by RDD. Spanish TV stations are generally available in the highly populated Hispanic cities or along the U.S.-Mexican border.

Discussion

Of the media use variables tested, only one showed statistically significant difference between the RDD method and the ethnic surname sampling method. Hispanics selected by their surnames were more likely to exhibit ethnic TV use than those chosen by random digit dialing. Overall, the two sampling methods appeared to have selected quite similar Hispanic respondents in terms of their media use.

Since respondents selected by the two sampling methods were equivalent on nearly all the media use variables tested

in this study, use of telephone directories to select Hispanic samples may be more efficient, especially when telephone books are comprehensive and updated. Furthermore, the fact that the telephone book method had a higher response rate than random-digit dialing is an advantage of the former method.

While this study has shown that sampling by ethnic surnames may be useful and effective as an alternative to random-digit dialing in mass communication research, future research should examine whether these findings would hold in other mass media markets.

Geographic Emphases of International News Studies

By Kuo-jen Tsang, Yean Tsai and
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► The research field of international news communication has experienced an outstanding expansion in past decades in both quantity and quality.¹ One topic that has been analyzed persistently in this area is international news flow within specific geographic areas. For example, researchers often conclude from their studies that a certain country or region (e.g., Third World nations) is not covered thoroughly by media in another country or region (e.g., U.S. media),² and that international news coverage is essentially Europocentric and pro-Northern nations, with a tendency to create negative pictures about the Third World.³ In general, studies of this type have been concerned with the communication products disseminated across national boundaries through international mass communication net-

¹ Mowlana reported recently that there has been a "nearly geometric progression" in the research field of international news: between 1973 and 1983 there were 441 papers, books, articles, reports, and book chapters concentrating on this subject. See Hamid Mowlana, *International Flow of News: An Annotated Bibliography* (Paris: UNESCO, 1985).

² See K. Kyoon Hur, "A Critical Analysis of International News Flow Research," *Critical Studies in Mass Communication*, 1:365-378 (1984).

³ For references dealing with this topic, or the so-called "New World Information Order" debate, see Robert L. Stevenson and Donald L. Shaw, eds., *Foreign News and the New World Information Order*, (Ames: Iowa State University Press, 1984).

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