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Factchequeado Lab 2025

Exploring video formats that inform and connect
with Latinos in the United States.

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Factchequeado is a non-partisan, non-profit organization closing the information gap in Spanish for more than 68 million Latinos. We expand access to verified, relevant content and strengthen Spanish-language media by fostering innovation, collaboration, and community-driven solutions.

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Executive Summary

The Latino population in the United States has reached 68 million and now represents one-fifth of the country's total population. It is a diverse group in terms of origin, culture, and experiences, which opens up a huge opportunity to produce bilingual content, Spanish content, or content specially adapted for this group.

Disinformation affects this audience particularly, especially on social media and messaging apps in Spanish, less regulated than those in English. Studies show that fact-checks on networks, when culturally well-adapted, have a positive effect and help counteract fake news.

With the aim of exploring which informative video formats best connect with Latino audiences, Factchequeado conducted a mixed study —both quantitative and qualitative— between January and September 2025 to analyze the reach, perception, and performance of different video formats.

The results of this study help understand how to inform a highly digital, diverse population that is frequently exposed to Spanish-language disinformation, and can support editorial and product decision-making in media outlets and organizations that work —or aspire to work— with Latino audiences.

In the first phase, the Factchequeado Lab evaluated 15 video formats published on Instagram, TikTok, and YouTube. Their performance was measured based on views (algorithmic impact) and interactions (comments, likes, saves, and shares). Each format was tested with six videos on different topics, and the results were compared with the average metrics of Factchequeado's accounts on each platform to identify which formats generated the greatest interest.

Based on those initial results, three formats were selected for the second phase, a qualitative analysis conducted as part of the “Conversations with Latinos” study, conducted by the Digital Democracy Institute of the Americas (DDIA) in collaboration with Factchequeado. This analysis included asynchronous panels (qual boards) with 28 participants between the ages of 21 and 65, with diverse political affiliations and residing in 9 states, followed by in-depth interviews. The three videos chosen for evaluation told the same story in order to control for the topic variable and focus solely on participants' perceptions of the format.

Given the sample size and the methodological design of the experiment, the study is not intended to be representative of how the entire Latino audience in the United States interacts with different video formats. However, the results offer an interesting and rich starting point for further research on content production for this community.

The analysis of the results from both phases confirms that certain formats, topics, and tones perform better in video than others. The presence of human hosts on camera — using relatable expressions, conveying emotion, and appearing in dynamic settings — helps maximize connection and engagement. The same is true for more sensitive topics, such as migration or politics, and for humorous or ironic tones,

which foster identification and entertainment. Another key factor is adapting formats to each platform and posting at the right moment.

Among the most striking findings in the quantitative phase is the role of influencers. The results suggest that collaborating with them can be an effective way to multiply reach, add authenticity, and connect with specific communities.

Other findings suggest that clarity in the message, dynamic backgrounds, and supporting images related to the topic are valued. In contrast, videos narrated with synthetic voices — created with artificial intelligence (AI) — spark curiosity but also generate distrust, and content featuring avatars proved to be ineffective in both views and engagement.

The findings help optimize content production and distribution, prioritize the formats with the greatest impact, identify strategies that strengthen trust, and provide practical guidance for designing narratives that better connect with Latino communities across multiple platforms.

The conclusion is clear: producing good information is not enough; it is important to distribute it strategically, collaborate with trusted voices, and use formats that reflect the diversity and cultural sensitivity of the Latino communities living in the United States.

01.

How Latinos in the United States Consume News

1.1. The Weight of the Latino Population in the United States

The Hispanic population of the United States reached 68 million in 2024 and already represents 20% of the country's population, according to [data](#) from the Pew Research Center. To grasp the great growth of this group in the last decades, in 1970, the percentage of Hispanics in the United States was only 5%.

According to the [latest national projections](#) for 2023, this percentage will continue to rise —by 2060 they would represent almost 27% of the country's entire population.

A shocking fact is that Spanish is the most spoken language in the United States after English, according to the [US Census Bureau](#). This is almost twelve times more than the next most spoken language in the United States, Chinese.

According to the [Cervantes Institute](#), in 2024 there were almost 42 million people in the United States who mastered Spanish as a native language and more than 15 million who also had limited proficiency in the language, totaling more than 57 million “potential Spanish speakers” in the United States. This data placed it as the 5th country with the most native Spanish speakers after Mexico, Colombia, Argentina, and Spain. Additionally, if those with limited proficiency are also included, it is the second country in the world with the most Spanish speakers, right after Mexico.

But despite the fact that Latinos are increasingly numerous in the United States, it is a difficult group to define because, although they have many things in common, it includes very diverse people and communities that maintain relations with many countries in the region. The majority of Latinos, almost 60%, [come from Mexico](#). The rest come from Puerto Rico, Cuba, El Salvador, República Dominicana, Guatemala, Colombia, Honduras, Venezuela, and Ecuador.

1.2. Social Media Platforms used by Hispanics

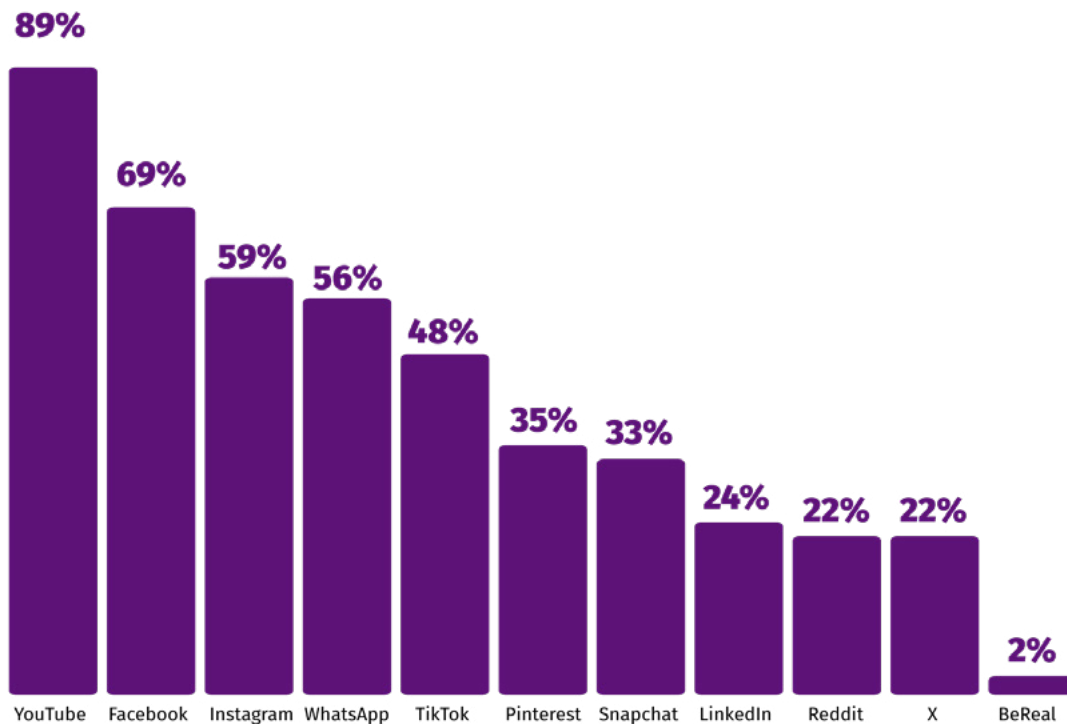
Similarly to American adults, Latino adults claim to use YouTube the most, with almost 90% of positive responses, according to 2024 data from the [Pew Research Center](#).

This data is consistent with another survey of Latinos conducted in July 2025 by [Equis](#), where 79% answered having used YouTube in the last week, the highest number of all the social networks.

Again, according to Pew Research Center data from late 2024, after YouTube, the second social media platform that Latinos use the most is Facebook, with almost 70%, and third comes Instagram, with almost 60%, both owned by Meta

Hispanics' use of social media measured by network

% of U.S. Hispanic adults who say they ever use...



Source: [Pew Research Center](#), 2024.

WhatsApp, also owned by Meta, ranks as the fourth platform most associated with Latinos. Although 56% of Hispanics answered having used it, the percentage of use among Latinos almost doubles the 30% among Americans in general.

WhatsApp is often the most accessible and efficient way for people in the Americas to stay connected, according to a [report](#) from the Digital Democracy Institute of the Americas (DDIA. “It requires little data consumption, is free to download and frequently replaces traditional phone messages,” states DDIA.

What do Latinos talk about on WhatsApp? As it is a private messaging platform, what is accessible is what circulates in public groups. According to a DDIA [study](#) from 2023, the majority of viral conversations on WhatsApp among US Latinos who speak Spanish seemed to revolve around employment opportunities, religion, and health (with a particular focus on vaccines). In 2024 political discussions seemed to dominate the platform, particularly those related to the Venezuelan presidential elections, the security crisis in Ecuador, or the presidential elections in Mexico. These results arise from the analysis of conversations from almost 1,500 public groups in which each group had at least 30% US-based phone numbers.

1.3. Social Media Platforms used by Teenage Latinos

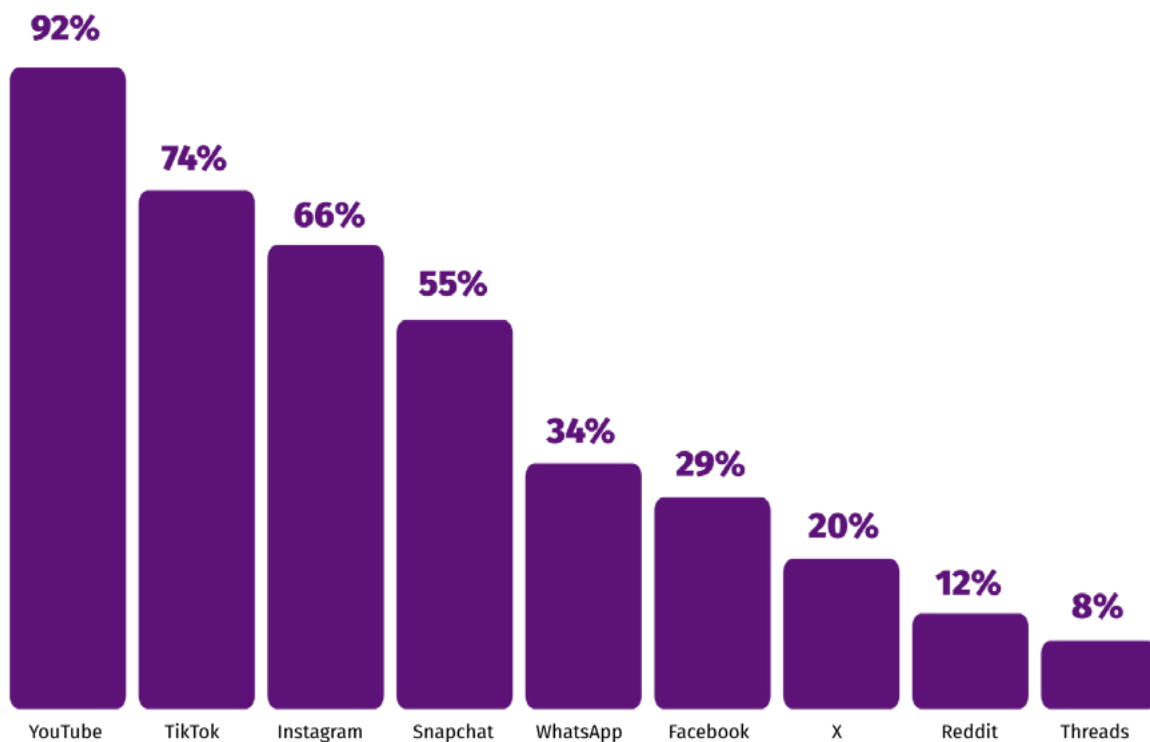
Among Hispanic teenagers between 13 and 17 years old, similarly to adults, the most popular platform is YouTube (92%), but in this case, the second most used is TikTok (74%). The list goes on with Instagram (66%), Snapchat (55%), and WhatsApp (34%), according to 2024 [data](#) from the Pew Research Center.

Hispanic teenagers stand out for the amount of time they spend in front of the screen: more than half of Hispanic teenagers between 13 and 17 years old (58%) state that they use the internet almost all the time. That number is reduced to 46% among US teenagers in general.

This difference in social media use is seen especially with TikTok and YouTube: a quarter of Latino teenagers report using those networks almost all the time, almost 10 percentage points more than the general population of the same age.

Hispanic teenagers' use of social media measured by network

% of U.S. Hispanic teens ages 13 to 28 who say they ever use the following apps or sites



Source: [Pew Research Center](#), 2024.

Additionally, another Nielsen [survey](#) in 2021 already highlighted that “Hispanic young adults aged 18 to 34 are more than twice as likely to use WhatsApp and Telegram than the general population, and are heavy users of Instagram and Discord.”

1.4. How Latinos Consume News

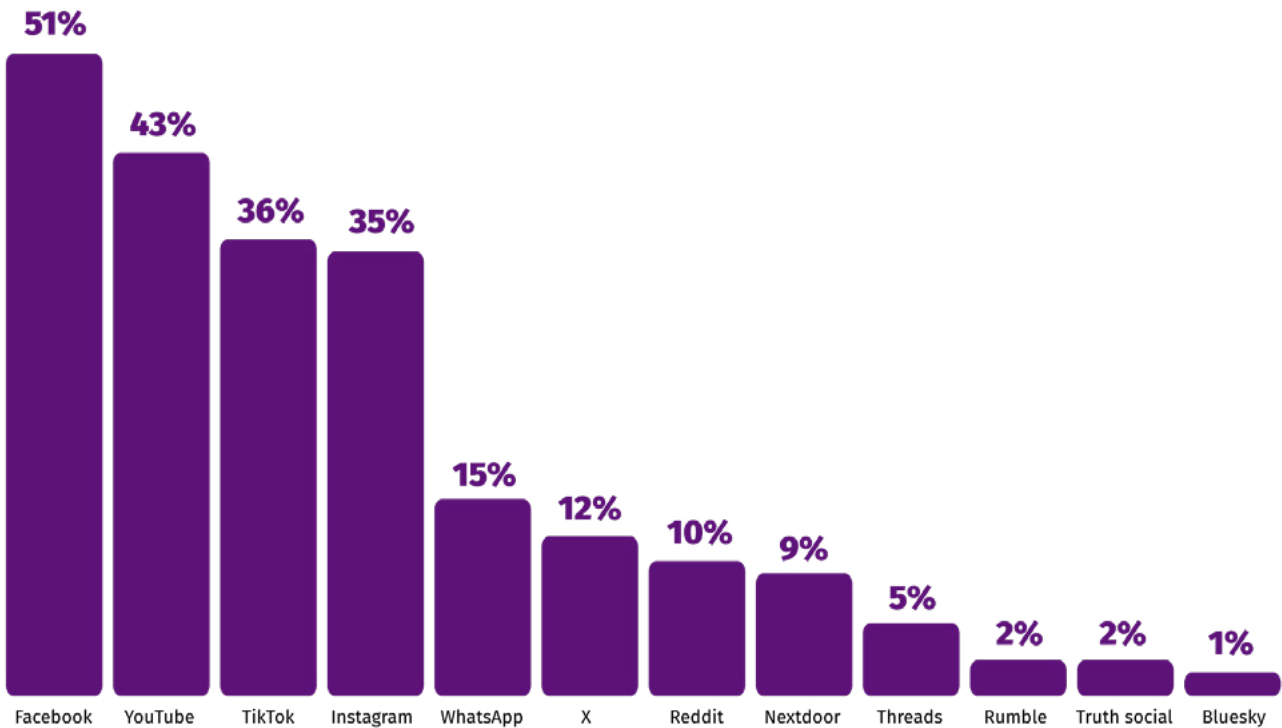
According to the latest [data](#) from the 2025 Reuters Institute report, the majority of the general US population (76%) consumes news online, whether on websites, news apps, social media or video, news podcasts, and AI chatbots. If we only focus on social media, 54% use them for information, double the figure of 2013, the first data available. On the other hand, television stands at 50%, 20 points less than 12 years ago. And in the last place are printed products, currently at 14%, far from the 47% they had in 2013.

The main social network that Latinos normally choose for information is Facebook (51%), followed by YouTube (43%), TikTok (36%) and Instagram (35%). Further down are WhatsApp (15%), X (12%) and Reddit (10%), according to 2025 [data](#) from the Pew Research Center.

This data refers to Latinos in general, but the use of WhatsApp is clearly higher among Hispanics who get informed in Spanish than among those who get informed in English. According to [data](#) from the Center for Social Media and Politics at New York University, 3 out of 4 “Spanish dominant” Latinos (meaning Spanish is their dominant language) use WhatsApp, more than double the use given by Latinos who have English as their dominant language.

Social media used by Latinos for information

% of U.S. adults who say they get news from social media...



Fuente: [Pew Research Center](#), 2025.

Specifically within the Latino community and regarding the preferred language, more than half of Hispa-

nic adults in the United States (54%) are informed primarily in English, more than double than those who are informed in both languages equally (23%) or primarily in Spanish (21%), according to Pew Research Center [data](#).

While Hispanics who are fluent only in English or Spanish clearly prefer to be informed in the language they master, there is a great difference among bilingual Hispanics: 55% state that they consume news mainly in English, while only 9% say they consume news mainly in Spanish. This may be due to the much more limited Spanish-language options in the United States.

Additionally, there are also major differences in news consumption habits between US-born Hispanics and those who have migrated from other countries. Latino immigrants are much more prone to say they consume news mainly in Spanish (41%) than those born in the United States (2%). On the other hand, those born in the United States decidedly turn to news in English (81%), while Latino migrants do this to a lesser extent (26%). Moreover, the Pew [report](#) highlights that among Latino immigrants, those who have been in the United States for more years are more inclined to look for news in English than the ones who arrived recently.

Regarding the amount of news they consume, similarly to US adults, the proportion of the Latino population who claims to follow the news all or most of the time has decreased in recent years. It currently stands at [22%](#), approximately one in five Hispanic adults. Latinos are less likely to follow the news closely than, for example, white or black people, with 15 and 7 percentage points less respectively. But these differences are due, at least partially, to age: Hispanic adults tend to be younger than white or black adults, and young people are less likely to follow the news constantly.

These differences are also evident among Latinos themselves. Older Latino adults are much more likely than younger ones to say they follow the news all or most of the time. And this also happens on an economic level: Latino adults with higher levels of income and formal education are more likely than those with lower levels of income and education to say they follow the news closely. There are no differences in frequency of news consumption, for example, between those born in the United States and immigrants.

The most common way for US Hispanics, and Americans in general, to get informed is through a cell phone, computer, or tablet. Almost nine out of ten Hispanic adults (87%) state that they usually or sometimes get informed through digital devices. This includes search engines (74% state they do so at least sometimes), news websites or apps (60%), social media (56%), and podcasts (31%).

Approximately six out of ten Hispanic adults (62%) state that they at least sometimes get informed through television. Almost half (48%) turn to the radio at least sometimes for information, and 32% state the same about printed publications.

Furthermore, half of Hispanic Americans state that, at least occasionally, they get informed through Hispanic media, i. e., media focused on providing news and information specifically to a Hispanic audience, whether in Spanish, English, or another language. This includes around 21% who report getting informed through Hispanic media very frequently or very often.

These percentages, still according to Pew [data](#), were almost the same when asking whether they get informed about their country of origin: slightly more than half of Latinos state that they do, including 24% who do so very frequently or very often.

Similarly to the question of the preferred language, immigrant Latinos are approximately twice as likely to have informational ties with their country of origin or get informed through media focused on Hispanics than those born in the United States.

Additionally, among those born in the United States, this percentage decreases the further removed the migrant generation is. Second-generation Latinos (those who have at least one immigrant parent) are approximately twice as likely as third-generation or higher (those who have both parents born in the United States) to look for news from Hispanic media and news about their family's country of origin.

Socioeconomic level also makes a difference. Latinos with lower incomes are almost twice as likely to look for news from Hispanic media and about their country of origin than those with higher incomes.

In September 2025, the Digital Democracy Institute of the Americas (DDIA), in collaboration with Factchequeado, presented the [report “Conversations with Latinos: What Makes Content Stick?”](#) with new findings on how Latinos in the US navigate digital information ecosystems. The report is based on a study with qualitative panels (“qual boards”, an asynchronous online qualitative research tool similar to an online focus group) of 28 participants, followed by in-depth interviews with 14 of them. Being a qualitative study, the report clarifies that the results are not intended to be representative of all Latinos in the United States, but serve to illustrate ideas and motivations that can be difficult to capture through usual quantitative research.

In terms of social media platforms, Instagram emerged in the study as one of the preferred platforms for daily use, valued for its variety of formats (pictures, reels, stories, live broadcasts) and its visual focus. Many of the Latinos surveyed considered that it offered concise, entertaining, and relevant information, and that it was more news-oriented than TikTok.

TikTok was mentioned almost as frequently as Instagram as a platform for daily use, especially among younger Latinos, between 18 and 35 years old. The application was appreciated for its immediacy and updated content, especially on topics of interest or geographical proximity for the participants (well-being, fitness, local events), although many considered it “more relaxed.” On both TikTok and Instagram, credibility was a concern due to the large volume of user-generated content and AI-produced material.

Facebook remains important for community connection, especially among users over 40 years old. Many mentioned that they liked Facebook for news, market use, and for fostering and connecting with personal networks of friends, family, and community members. Participants who mentioned frequent use of Facebook described it as easy to navigate and reliable for local updates. Some participants considered Facebook groups desirable simply for their opt-in nature, which, in their opinion, contributed to their experiences being more reliable and safer.

In the same line, YouTube was valued for its depth of content, longer explanatory videos, and the detailed breakdowns offered by producers. Participants also pointed out that they used YouTube as a background platform for listening to music or multitasking. Some mentioned that they perceived YouTube as more reliable and well-regulated. This is despite fact-checkers from the International Fact Checking Network (IFCN) raising a letter to YouTube in 2022 with complaints about the little effort made by the platform to counteract the problem of disinformation and allowing its network to be used by unscrupulous people to manipulate information and raise funds; a problem that persists according to the same fact-checkers.

Finally, although it is a tool more than a social network, ChatGPT was often mentioned as a means to “verify data” and “ask anything.” While the majority of participants still referred to using Google to proactively search for content, AI search is clearly booming and was perceived as faster and more accurate than searches on Google or social media.

1.5. How Disinformation Impacts Latinos

Latinos who use social media in Spanish have more chances of believing false political narratives compared to Latinos who use social media in English, according to a [study](#) by the Center for Social Media and Politics at New York University. “Spanish-language social media platforms are not as regulated for disinformation and misinformation as English-language platforms,” states another [report](#) from the same center on the topic.

In the last US presidential elections of 2024, Spanish-speaking communities were targeted by electoral disinformation efforts and were also at the center of the disinformation narratives that circulated in the US, according to a [study](#) by Factchequeado, Fundación Maldita.es, and Tech Policy Press.

In an analysis of how Facebook, Instagram, TikTok, X, and YouTube responded to disinformation content aimed at Latino audiences, they discovered that, on average, more than half of the disinformation debunked by fact-checkers had no visible action. Disinformation directed at candidates was the most prominent of the posts strictly related to the most analyzed topic, “Elections”, while “Migration” was the second topic, representing 19% of the disinformation of the sample.

This was very clearly seen during the coronavirus pandemic, as explained, for example, [by this Chequeado investigation](#) on the impact in Latin America of disinformation coming from the United States.

In May 2020, a 26-minute video was posted in English that denounced with a great deal of disinformation the conspiracy theory that the pandemic was supposedly planned. It quickly gained millions of views. Precisely because of that claim and the combination of both words, it was titled “Plandemic” (“Plandemia”, in Spanish). Days after its launch, Facebook, YouTube, and Vimeo decided to remove “Plandemic” from their systems.

If you searched on Facebook for the word “Plandemia” – in Spanish – in May 2021 (a year after the video was posted), you would find a series of results that suggested that the COVID-19 pandemic was, in reality, a hoax. A link for the group “Médicos por la Verdad” (Doctors for the Truth), globally known as denialists and anti-vaccine, came out second among the results.

But if you searched for “Plandemic” in English, the situation was different and undoubtedly more efficient in terms of combating disinformation. When searching “Plandemic” on Facebook, the first link available for the user was a suggestion to visit the platform’s COVID-19 information center. Pseudo-documentaries did not appear.

And this doesn’t happen only on social media. A 2021 [study](#) by Nielsen evaluated the informational quality of news websites in the United States, differentiating those most consumed by Latinos. In those where Latinos constitute 10% or more of the audience, it was discovered that 12% of the sites were flagged for containing mixed, biased, extremely biased, conspiratorial, or pseudoscientific content. But when analyzing the sites in which Latinos constitute 20% of the audience or more, that figure rises to 28%. “Much of the content, both user-generated and shared, is in Spanish, Spanglish or colloquial Spanish, posing a challenge for conventional fact-checking and content moderation procedures,” the study adds.

Moreover, there are particularly problematic topics for Latinos, in which a lot of disinformation and an absence of reliable information is detected, such as migration processes, according to a 2023 [report](#) by Factchequeado. “The difficulties encountered due to the language barrier are also clear. Many Latinos and Latinas do not feel comfortable when they have to use English and do not find the reliable information they need in Spanish. In addition, instant messaging applications like WhatsApp represent a gateway for Spanish-language disinformation coming from their countries of origin that the rest of Americans do not suffer,” the report explains.

The document also includes information on an experiment conducted to measure the effectiveness of the verifications that Factchequeado spreads on Instagram. The study showed not only that disinformation is widespread and that very few of the surveyed people knew it was disinformation, but also that verifications had a positive effect in most cases and provided indications for fact-checkers to adjust their actions and increase the effectiveness of their work.

02.

Video Formats that Work with Latino Audiences in the United States

At Factchequeado, we have identified that on our social media platforms, video content has a greater impact on Latino communities than other formats. But what types of videos work best? Which ones have more user interactions or are favored by algorithms?

These were the questions we asked ourselves at Factchequeado to approach a new study. Therefore, Factchequeado Lab carried out an experiment with videos on social media for Latinos during 2025 thanks to the Engage fund of the International Fact Checking Network (IFCN).

2.1. Phase 1. Factchequeado Lab: Quantitative Study Methodology 2025

The study evaluated 15 different Spanish-language video formats across three platforms to observe the audience and algorithm response to these variations. Each format was tested with 6 videos on different topics (migration, media literacy, politics, health, climate, and scams), although not all formats addressed the same topics. All videos were uploaded on three social media platforms (Instagram, TikTok, and YouTube) to compare performance across platforms.

The measurement variables were two. To measure the impact on the algorithms of different formats, we reviewed the number of views per video. And to measure the impact on the audience, we analyzed different types of interactions (engagement), taking into account the total number of comments, “likes” and the times someone saved or shared the content.

Each variable was categorized according to the results obtained into five levels: “low”, “moderate”, “acceptable”, “high” and “very high”, always taking into consideration, for comparison, the average data from Factchequeado’s accounts on each social media platform before this experiment.

For the 2025 Factchequeado Lab experimentation, the following topics were studied:

- Video formats that had the best performance (more views and interactions than average) on Factchequeado’s networks during 2024
- Formats that had some artificial intelligence component (audio and/or image)
- Formats that integrated the aesthetics and digital narratives of disinformative videos, to evaluate if algorithms privileged them with more views
- Videos in collaboration with content creators (influencers) who already had consolidated communities

Taking all this into account, different variables were analyzed to see what worked best and what recommendations could be given to allied media or others interested in producing content for Spanish speakers in the United States.

Due to the sample size, the reach of Factchequeado's social media, and the methodological design of the experiment, the study is not intended to be representative of the interaction of Latino audiences in the United States with different video formats. However, the results do offer a starting point for further investigation.

2.2. One by one, details of the 15 formats evaluated



» Collaboration with influencer

In these [videos](#), the influencer with whom we collaborated addresses topics in a direct style, looking at the camera, using a medium shot or American shot, generally from her home. She provides impactful data, includes images related to the topic, and uses Factchequeado's findings as a basis to inform her audience. The videos have an approximate duration of two minutes and are posted on her account in collaboration with Factchequeado.

In all cases, both views and interactions were very high, surpassing Factchequeado's usual account numbers by more than four times. Collaborating with content creators (in our case, with [Cami Valero](#), with whom we posted two videos a month during 2025) who are honest, share values with the media or organization, and have similar communities, appears to be a good path to grow one's community, build trust, and broaden the reach of our accounts.

Influencers “gained that influence — they became trusted — because of their authenticity and alignment of values with their core community”, according to the [American Press Institute \(API\)](#). In addition to being influencers and messengers, they are also translators and bridge-builders: people who convene communities, either digitally or in person, with a defined purpose. They regularly share experiences in an impactful and natural way, offer specific knowledge and experiences, are coherent and demonstrate commitment, share access (to themselves, to their processes and to their vulnerabilities) and accept multi-directional conversations.



» Disinformative video with a surprised person reacting

This **format** has two elements: in the background, the disinformative video to be debunked, as a hook to grab the audience, and a young woman who is surprised by the images and makes eye contact with the camera. Then, the young woman offers data that debunks what the video says.

In general, videos in this format had high interactions and views on Instagram and YouTube, but only moderate results on TikTok. The format worked well with all the topics posted: politics, economy, and migration.

For all platforms, the most successful video produced with this format was one that talked about the Los Angeles protests that occurred in June 2025. We managed to post it quickly, so we believe that the moment in which it started circulating was key to its success. The surprise shown by the young woman in front

of the video provides emotion and closeness, elements that probably influenced its good performance. However, we know that this format is limited to fact-checks, because it needs a video at the beginning to debunk, so it is not easily replicable with other content such as explainers, chronicles, or investigations.



» Disinformative video followed by presenter

This **format** starts with the disinformative video, followed by the intervention of the presenter debunking it. It is different from the previous one because, in this format, the presenter does not appear at the beginning reacting to the video.

Although the views were similar to those of the format with the presenter reacting, there were fewer interactions, which seems to indicate that having a person reacting, showing emotion, surprise or indignation, can influence the perception of closeness and the desire to interact. This format worked on all social networks with a high level of engagement and views.



» Presenter saying “mi gente” (my people)

In these [videos](#), a presenter addresses the audience as “mi gente” to tell them something. This format is similar to the one used by Carlos Eduardo Espina, the main Latino [news influencer](#) in the United States, according to the Pew Research Center.

This format had very good performance on Instagram, with high levels of interaction, more than other videos in this study (with the exception of collaborations with influencers). We believe that this may be because saying “mi gente” generates closeness with the audience, but also because of the topics addressed, which were generally controversial, about migration. On YouTube, both views and engagement were high, and on TikTok, one of those videos set a record for views and engagement, compared to the others in the Lab study.

The only video in this format that did not address a migration topic, but was about healthcare instead, had many views, but low interactions, which suggests that the topic also affects engagement.



» Political speech video followed by presenter explaining

In this [format](#), a fragment of a video of a politician’s speech or statement appears first, followed by the explanation or fact-check made by a presenter.

On some occasions, we used a split screen: in the upper part we see the video of the politician, while in the lower part is the frozen image of the presenter who will then verify or explain. When the video in the upper area stops, the presenter’s video starts and they give context to what the politician said, supported by data. Then, only the reporter stays on-screen, alternating with supporting images related to the topic.

This format had good performance overall, with high levels of views and interactions on Instagram. On YouTube it also had a lot of views, although the interactions were moderate. On TikTok, both indicators were between acceptable and high.

The topics addressed in these videos were politics and immigration, which could have influenced their results positively. We consider that including a relevant figure at the beginning helps to capture attention, both because it is a familiar face and because of the controversial nature of the

statements that are analyzed, which may generate emotion and increase the audience interest.



» With emotion

These **videos** use the presenter's emotional expressions to capture the audience's attention. Through indignation, anger, or mockery, they seek to transmit emotions to keep the audience interested in what is being said.

On Instagram, both views and interactions were very high for almost all the videos produced with this format, reaching peaks of views on topics such as the elections in Venezuela or the connection between immigration and criminality. A video that talked about scams had acceptable views and moderate interactions on Instagram.

On TikTok the views were acceptable, except for the video referring to the elections in Venezuela – the same one that was very successful on Instagram – which stood out for its performance. The rest of the videos in this format had moderate results on this platform, without peaks in views or interactions. On You-

Tube, both views and engagement were low, although the fact that they were uploaded when the channel had very little content and its reach was limited could have had an impact on this.



» Streaming or podcast style format

The **videos** in this format are characterized by having a journalist in front of the camera who narrates the findings of an article in a familiar way and has a large microphone in front, like the one used for a live broadcast or podcast recording, without supporting images.

The algorithm seems to favor this type of video. On Instagram, this was one of the most successful formats in views, with a number much higher than the average. Interactions on this platform were also high, although the difference with the average was not as pronounced as it was in the views. Something important to consider is that almost all the videos dealt with controversial immigration topics, which probably influenced their success. In contrast, the only video in this format about another topic (scams) had a moderate reach, with less than half the views of those addressing immigration.

On YouTube something similar happened: the views registered a high average in comparison with other formats, but the engagement was low. This means that, like with Instagram, the YouTube algorithm seems to favor this type of format. Although in this case, it fails to generate many interactions with the audience. A possible explanation is that, given the reinforcement of immigration policies and the increase in anti-immigration narratives, some people prefer not to comment on social media for fear of public exposure. On TikTok, however, the algorithm did not favor this format and both views and engagement were low.



» **Rafa vs. Rafa**

In this **format**, one of our reporters (Rafael Olavarría) makes a video in which he interprets two characters in dialogue with each other to expose different points of view on a topic, as if it were a conversation between two people. The videos incorporate humor and irony to contrast opposing positions and present the data dynamically.

This format works very well on the three platforms, with high views and interactions between high and acceptable. This is possibly because users identify with one of the two characters or are attracted by the humorous component of the video.



» **Presenter on camera with dynamic background**

Noting the good performance of videos that included a disinformative clip as an initial hook along with a presenter, we decided to explore how the same elements would work with non-disinformative content. In this **format**, the presenter appears reacting to a background video, which is not disinformative.

The results on all three social media platforms were consistent: high views and engagement from acceptable to high. This suggests that a dynamic background helps maintain attention and the presenter's reaction reinforces interest and connection with the audience.



» News told in everyday situations

This **format** consists of recording the videos while a person is walking or doing some activity of their daily life. The results varied by platform. On Instagram, the performance was positive: both views and engagement ranged from acceptable to high levels, and were consistent across all analyzed videos. It is important to highlight that all content in this format addressed immigration topics, which may have influenced its good performance.

On YouTube, in contrast, the result of views varied depending on the video: some reached low or very low levels, while others had a high performance. The engagement, however, was low in all cases. On TikTok, interactions were also low in all videos, although views were moderate.

It could be concluded that this format is effective particularly for Instagram because it transmits closeness, but does not seem to be valued or prioritized by users or algorithms on YouTube or TikTok.

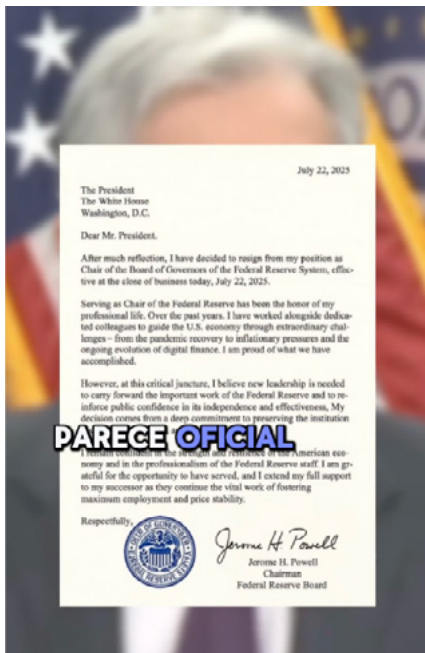


» Video with archival images and male voice created with AI

This **format** imitates the style of disinformative videos that use artificial voices, although in our case it is used to tell verified information. The visual part shows a series of images related to the topic, which includes video clips, archival images, and illustrations. The male voiceover of the video is generated with Artificial Intelligence (AI).

On both Instagram and YouTube this format had, on average, views that were acceptable to high, but interaction levels went from low to moderate. The topics addressed on these videos were immigration, politics, and economy, and the engagement was similar (low) in all cases.

One of the videos – which explained a viral content about the color of the Sun – stood out on YouTube and TikTok with very high engagement, and on YouTube in particular, very high views. This suggests that, on these platforms, trivial topics or fun facts work well. On TikTok, except for this last video mentioned, views were acceptable and engagement moderate, which indicates that this format does not reach an outstanding performance.



» Video with archival images and female voice created with AI

In [this case](#), the same format as the previous one was used (video with images related to the topic and voiceover created with AI), but changing the gender of the voice to a female one.

The results varied by social network. On Instagram the same thing happened as with the male voice: very high views, but interactions were low to moderate. Unlike the videos with male voiceover created with AI, on YouTube this format with the female audio had a very low performance, both in views and interactions, which suggests that the algorithm does not prioritize this type of content. On TikTok, in contrast, the engagement was high, although views were moderate.

The topics addressed with this format were politics, scams, and viral disinformation, and they all had a similar performance, so the topic does not seem to have affected the results.



» Video with archival images and real voice

The [videos](#) in this format do not include a presenter: they show a sequence of images related to the topic (archival images or video clips), while a real voiceover (masculine or feminine) narrates the content and provides data. We did not divide the results according to the gender of the voice because they were similar. The results were slightly better than the videos that use images related to the topic, but with AI-generated voice (except for the video about the color of the Sun mentioned earlier). In general, the views were high, but the engagement ranged from moderate to low, with some specific cases on TikTok and Instagram that had very high levels of interaction.

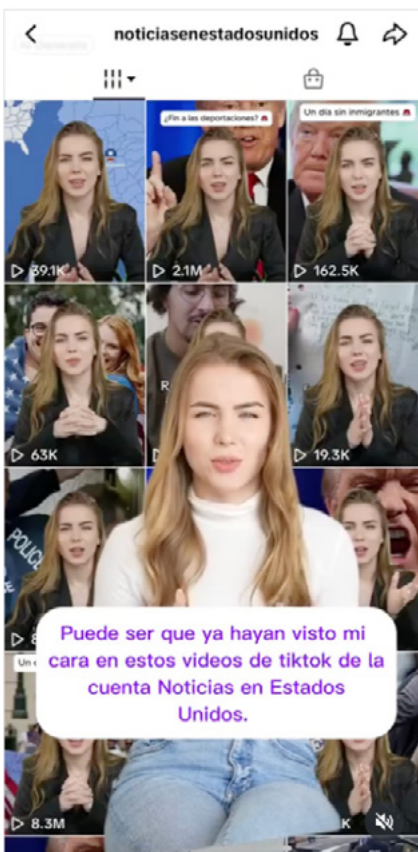
A possible explanation for the low levels of interactions is that, although the algorithms tend to show this type of video, the absence of a person on camera reduces the audience's sense of closeness.



» Videos with dark-skinned, black-haired female avatar created with AI

Observing the success that many disseminators of disinformation have with videos generated with AI-created avatars, we decided to test this format and create two versions: one with dark skin and one with light skin, which were analyzed separately.

The dark-skinned avatar **format** had a moderate level of views, but a low engagement level (interactions) compared to others. The only topic addressed in the videos analyzed with the dark-skinned avatar was healthcare – a decision we made because the avatar wears a medical gown – so the results may be affected by that variable.



» Video with light-skinned, blonde-haired female avatar created with AI

In **this case**, we replicated an avatar that was very viral on a disinformation account, with light skin and blonde hair.

The views were moderate and the interactions were low on YouTube and TikTok. In this format, we experimented with topics in economy, media literacy, and climate, although that did not seem to influence views or engagement on TikTok or YouTube.

On Instagram, however, the behavior was different: both views and engagement were high and exceeded the average of the other formats that use AI. A common characteristic of these videos was their ironic tone, as the avatar we created was used to satirize those who spread disinformation with avatars. This humorous approach probably influenced the engagement on Instagram and, consequently, may have boosted views through the algorithm.

Results compared by format, topic, and platform

Format	Main Topics	Instagram	Instagram	TikTok	TikTok	YouTube	YouTube
		Views	Interactions	Views	Interactions	Views	Interactions
Collaboration with influencer	Politics, migration	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High
Disinformative video with surprised person	Politics, economy, migration	★★★★★ High	★★★★★ High	★★★☆☆ Moderate	★★★★★ High	★★★★★ High	★★★★★ High
Disinformative video followed by presenter	Politics, migration, economy	★★★★★ High	★★★☆☆ Moderate	★★★★★ High	★★★☆☆ Moderate	★★★★★ High	★★★☆☆ Moderate
Presenter saying “mi gente”	Media literacy, politics, migration	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High	★★★★★ Very High	★★★★★ High	★★★★★ High
Political speech followed by presenter explaining	Politics, migration, health, economy	★★★★★ High	★★★★★ High	★★★★★ High	★★★★★ Acceptable	★★★★★ High	★★★☆☆ Moderate
With emotion (anger, mockery, indignation)	Politics, migration, scams, economy, media literacy	★★★★★ Very High	★★★★★ Very High	★★★☆☆ Acceptable	★★★☆☆ Acceptable	★★★☆☆ Low	★★★☆☆ Low
Streaming or podcast format	Migration, politics, scams	★★★★★ Very High	★★★★★ High	★★★☆☆ Low	★★★☆☆ Low	★★★★★ High	★★★☆☆ Low
Rafa vs. Rafa (humorous dialogue)	Migration, politics	★★★★★ High	★★★★★ Very High	★★★★★ High	★★★★★ Very High	★★★★★ High	★★★★★ Very High
Presenter on camera with dynamic background	Migration, scams, climate	★★★★★ High	★★★★★ High	★★★★★ High	★★★★★ High	★★★★★ High	★★★★★ High
News told in everyday situations	Migration, scams	★★★★★ High	★★★★★ High	★★★☆☆ Moderate	★★★☆☆ Low	Variable	★★★☆☆ Low

Format	Main Topics	Instagram	Instagram	TikTok	TikTok	YouTube	YouTube
		Views	Interactions	Views	Interactions	Views	Interactions
Video with archival images and real voice	Migration, economy, climate	★★★★★ High	★★★☆☆ Moderate	★★★★★ High	★★★★★ High	★★★★★ High	★★★☆☆ Low
Video with archival images and male voice created with AI	Migration, politics, economy, climate	★★★★★ High	★★★☆☆ Low	★★★★★ Acceptable	★★★★★ Moderate	★★★★★ High	★★★☆☆ Moderate
Video with archival images and female voice created with AI	Migration, politics, economy	★★★★★ Very High	★★★☆☆ Low	★★★★★ Moderate	★★★★★ High	★★★★★ Low	★★★☆☆ Low
Dark-skinned, black-haired female AI Avatar	Health	★★★★★ Moderate	★★★☆☆ Low	★★★★★ Moderate	★★★★★ Low	★★★★★ Moderate	★★★☆☆ Low
Light-skinned, blonde-haired female AI Avatar	Economy, media literacy, climate	★★★★★ High	★★★★★ High	★★★★★ Moderate	★★★★★ Low	★★★★★ Moderate	★★★☆☆ Low

2.4. Analysis and Findings from Factchequeado Lab

2.4.1. Conclusions about the formats

- Collaborations with influencers show significant potential to strengthen trust and closeness with specific communities. Their role as cultural translators complements internal work and amplifies the impact of the content.. Influencers function as cultural translators and conveyors of trust, something difficult to replicate with internal resources. Additionally, their capacity to attract new audiences contributes to strengthening the sustainability of the project, both directly and indirectly.
- Formats with a human presenter on camera (whether saying “mi gente”, with emotion or with dynamic background) tend to stand out in their performance, as they transmit closeness, humanity, and emotionality, three elements that the analysis shows as key for the engagement. Particularly on Instagram, the combination of a presenter speaking directly to the audience and using an expressive tone could maximize impact.
- Humor and irony (as in the “Rafa vs. Rafa” format or with ironic avatars) stand out as a useful strategy when the topic allows for it, as they favor identification, entertainment, and amplify interactions, especially on Instagram.
- Content posted quickly in response to current events (for example, protests in Los Angeles or elections) works well, as immediate news drives views and interactions in any format.

- Videos with a presenter showing the disinformation at the beginning to hook audiences and then showing them fact-checked information could be a stable part of the strategy for media doing fact-checks, as they unite the emotional appeal of what is viral with the human closeness, achieving solid results across all platforms.
- Formats with only images and with voiceover (whether real voices or made with AI) achieved acceptable views and, although the interactions are low, exploring them for current agenda or impactful topics could work. However, the lack of a human face seems to diminish the sense of authenticity and closeness.
- The “streaming/podcast” style format is recommended for Instagram and YouTube, particularly when referring to politics or migration topics, as it conveys seriousness and closeness. However, on TikTok the performance was low, suggesting that this format is not particularly favored by the algorithm nor does it generate a high level of engagement.
- AI-generated avatars speaking seriously (without humor) had low engagement levels and failed to transmit closeness or trust. We believe that the perceived artificiality reduces emotional connection.
- The format of telling news in everyday situations – while people walk or perform some activity of their daily activities – worked well on Instagram, whereas on YouTube and TikTok neither the algorithm nor the audience prioritize them.
- In relation to the platforms, on Instagram there were better numbers when dealing with topics like politics and migration, while healthcare and scams had fewer interactions. On YouTube and TikTok, trivial content or fun facts reached exceptional peaks.

2.4.2. Key Findings and Learnings from the Factchequeado Lab

The performance of the contents does not depend exclusively on the chosen format, but on the constant interaction between topic, platform, and format. Additionally, current events and the time of video publication or the relevance of a topic have an impact on the product’s reach, regardless of the format.

In parallel, the format does matter, but always in relation to the distribution ecosystem: what is highly successful on Instagram (such as the stream-style videos about immigration) can fail on TikTok, where the same format had low results. Instagram appears to reward closeness, the presence of a human face, and the expression of emotions.

On Instagram, formats such as the presenter saying “mi gente” or those that transmit explicit emotions (from indignation to mockery) appear to be solid formulas for activating the engagement and the views. Videos that also stand out are the ones that mix political discourse with a presenter on camera, and the videos that use disinformation at the beginning to hook the audience, especially if there is a person reacting in front of the camera. In those cases, emotions boost connection and favor the algorithm to spread the videos. Even formats with less innovation, such as the presenter in front of a dynamic background, manage to retain attention better and sustain stable metrics.

Humor and irony function as notable catalysts. Formats like “Rafa vs. Rafa”, where the same presenter takes two opposing positions, prove that satire and the caricature of extreme positions facilitate identification with the public, while increasing participation. Similarly, AI-generated avatars with an ironic tone

showed performance above the average on Instagram, which confirms that, in part, humor neutralizes artificiality. In contrast, when the avatars are used without humor or to talk about sensitive topics (such as health), the result is a low engagement, reinforcing the hypothesis that the perception of absence of humanity and closeness is a weakness of this type of format.

On YouTube, data suggests that the platform allows for greater reach, but without as much immediate interaction. Various formats (such as streaming, AI-created voices or dynamic backgrounds added to presenters) achieved significant viewing volumes, but with low or moderate interaction levels. Here, videos of curiosities and those that use disinformation as a hook seem to be the exceptions, capable of triggering both views and engagement.

TikTok's results, on the other hand, reinforce the idea that performance is highly dependent on the topic more than the format. The streaming format does not work, but the female AI voice showed promising engagement results, and some specific topics (curiosities, specific politics) achieved high performance. The platform appears to respond with less structural consistency and to place greater weight on the relevance of topical content.

The most compelling finding is the impact of collaborations with influencers. The combination of authenticity, previous community trust, and value alignment triggered both views and engagement to levels four times superior to those of Factchequeado's own accounts. Although the metrics are not comparable in a direct sense, the results suggest that it may be a particularly effective strategy for those seeking growth, trust, and audience consolidation.

The main conclusion would be that the combination between format and adequate topic tips the scale. While the human face and emotions multiply the engagement, artificial intelligence offers reach, but fails to substitute authentic connection with the audience. On Instagram, formats that convey closeness and emotion tend to work particularly well; on YouTube, you can leverage its reach with reactive and interesting content; and TikTok requires more precise experimentation, with a focus on current topics and emotional or modern resources to achieve success. In any scenario, the catalytic factor would remain in the same place: human presence, emotional tone, and the opportunity to post in a relevant moment.

Variables to consider before making a video for social media for Latinos in the United States:

- **Humanity and closeness:** any format that shows a real person, expressing emotions, would seem to work better than artificial, synthetic or impersonal content.
- **Tone:** ironic, humorous or emotional approaches would have to be prioritized over the merely informative or solemn ones.
- **Topics:** controversial or polemical content (immigration, politics or elections, for example) should stand out because they drive the engagement.
- **Platform:** what works on Instagram will not necessarily be successful on TikTok or YouTube. The format should be adapted to each platform (and its algorithm) and style of consumption.

03

Impressions of Latinos in the United States about three Factchequeado videos

3.1. Phase 2. “Conversations with Latinos”: Qualitative study on impressions of Factchequeado videos

After having internally evaluated the performance of 15 different video formats on three social media platforms (TikTok, Instagram, and YouTube) during the 2025 Factchequeado Lab experiment, we selected three video formats to analyze them in greater depth in the [“Conversations with Latinos”](#) study (research carried out by DDIA, in collaboration with Factchequeado) that we conducted in September 2025.

As mentioned earlier, this study was based on qualitative panels with 28 participants, followed by in-depth interviews with half of them. The participants were 14 men and 14 women, between 21 and 65 years old, with varied political affiliation (11 Democrats, 9 Republicans, and 8 Independents) and residents of 9 states (Arizona, California, North Carolina, Colorado, Florida, Illinois, Nevada, New York, and Texas). Regarding their linguistic preference, 11 participants preferred Spanish and 17, English.

The criterion for choosing the three formats to be evaluated in this study was videos with good and natural performance on Factchequeado’s platforms (in terms of views and interaction) during the evaluation we conducted in the Lab. We discarded the videos made in collaboration with the influencer because – although they had greater reach and interaction than other formats during the research – we know that such performance cannot be attributed exclusively to the content format or Factchequeado’s accounts, as the creators’ own audience was also engaged.

The same topic was chosen for the three formats (an attempted scam that simulated coming from the United States Postal Service, USPS) to leave the storytelling (the way of telling it) as the only variable, which for the purposes of this study is what we have included within the concept of “format”.

We chose this topic because it is a common fraud, which affects people of different ages and political tendencies, and therefore offers a neutral ground to observe reactions without ideological biases.

Thus, the three videos told the same story, but with different narrative styles: one in a familiar format, which we called “stream style”, another with a presenter on camera with images in the background, and a third with voiceover generated by artificial intelligence. In detail, the three formats that we used were:

- **Streaming style:** this format presents a journalist in front of his computer and with a large microphone in front (like the one used for the podcasts), who speaks with an informal and familiar tone. In this case, he talks about how the mail scam could have affected his mother. The video does not include supporting images, but it does have camera close-ups.
- **Presenter on camera with dynamic background:** in this case, a young female presenter explains

directly how the fraud works. The background is dynamic, with some silhouetted videos and images overlapping quickly like a collage, in a style that tends to be used by influencers.

- **Format with AI-generated voice and dynamic background:** in this video, a male voice generated by AI narrates how the scam works in a voiceover. We chose the voice to be male, because during the Lab research they had a greater reach than female AI-generated audios. The background consisted of stock images (some were the same ones used for the dynamic background of video 2) and illustrations related to the topic.

3.2. What participants told us about the three videos

The study allowed us to observe differences in the way Latino participants in the study perceived and reacted to the three audiovisual formats presented, based on the tone, human presence, and visual style of each one.



» Video 1 – Stream style format

The [first video](#) generated empathy and trust, due to the naturalness and familiarity of the story told (that fraud could have affected the journalist's mother). What most caught the attention of this format was its **intimate and human tone**. Participants described it as a relatable story, because "it seems like a case that already happened to someone," said Ana E. (25 years old, Democrat, Spanish, Colorado), and as a credible warning about an everyday risk. Juan R. (45, Independent, English, Florida) commented that "the human touch" in the video generated trust in him.

The family part was the main element of emotional connection.

As Edenilson E. (26, Independent, Spanish, California) summarized when choosing it as his favorite: "The first one, because it happened to my mom." Another participant, Araceli R. (36, Democrat, English, Florida), agreed: "I can relate to similar situations because my mom has called me about people trying to scam her."

Spontaneous expressions, plain language, and the absence of visual effects is what, according to some study participants, **gave authenticity to the message**. "He speaks from his own experience, he speaks colloquially, and it can be understood perfectly," commented Yanina A. (26, Republican, Spanish, Texas). John P. (34, Democrat, Spanish, North Carolina) added: "Seeing a man without so much movement and making it simpler makes me feel more confident about it." For many, the fact that there were no graphics was a plus, because "it didn't have anything added that made it seem artificial," as commented by Jesús M. (38, Independent, Spanish, Nevada), but others stated that they preferred those with supporting images. Additionally, Oscar C. (32, Republican, Spanish, North

Carolina), said that the video conveyed “much more reliability due to the naturalness;” however he pointed out “it didn’t make me feel alert about the issue.”

The way of telling the story, for some participants, was perceived as not very direct and too anecdotal: “He was telling us more about his mom than the real information that we needed to hear,” said Mariely G. (25, Independent, English, California), while Dalia M (35, Independent, Spanish, Arizona) pointed out that “it doesn’t give context until the end.”

In summary, this format was perceived as intimate, personal, and credible, as it evoked a genuine conversation more than a professional production, but it was not very direct.



» Video 2 – Presenter on camera with dynamic background

The **second video**, displaying a young presenter explaining the fraud with a dynamic background of overlapping images related to the topic, like a collage, was seen as **the most visually appealing**: “I liked that the girl was talking and images were moving behind her matching the same topic of conversation,” commented Genesis I. (25, Democrat, English, New York). Additionally, Rafael R (50, Republican, Spanish, Texas) said that he liked the combination of “a real person with images about what she is talking about” and that “what she talks about is also written, and this combination attracts more attention.”

The respondents valued the energy, rhythm, and clarity of the presenter, as well as the fact that “it caught your attention fast and started with the main topic,” said Ilse M. (37, Republican,

English, Texas). “It is more fluid and easier to watch in a matter of seconds,” said Dalia M. (35, Independent, Spanish, Arizona).

Through zoom-in and zoom-out, the presenter’s image moves in the frame and that, along with the music, was perceived as having great energy. “The girl had good energy, was moving around the screen, but the music made it happen,” commented PJ T. (27, Independent, English, Florida). Araceli R. (36, Democrat, English, Florida) highlighted the changes in tone when speaking: “The way the message was delivered the person made the information she was giving to me stand out with the change of tones.” Similarly, Genesis I. (25, Democrat, English, New York) also mentioned the tone of voice and said it made her “feel seen.”

In terms of confidence, this video **was perceived as informative and professional**, partly because of the presenter’s confidence and the coherence between what she was saying and what was shown on screen. Many mentioned that they liked its direct and clear style: “It was more informative and straight to the point,” said Mariely G. (25, Independent, English, California). Eye contact and topic-related images were the elements that generated confidence for Ilse M. (37, Republican, English,

Texas): “The speaker’s eye contact, genuine-looking facial expressions, and the background images that linked to what she was saying.”



» Video 3 – AI-generated voice with supporting images

The [third video](#), narrated by a male voice generated by artificial intelligence and some images, videos, and animations, generated **more divided opinions**. Many were **attracted by its clarity, structure, and visual design**: “The third video caught my attention because it included photos as examples and it’s capturing attention and enhancing comprehension,” said Emely V. (24, Democrat, English, Nevada). Another participant, Mario V. (40, Democrat, Spanish, New York), agreed: “I really liked the way it is structured, the colors, the fun graphics.”

Some pointed out that **this video seemed more “professional”** to them. Mario V. (40, Democrat, Spanish, New York), said that this video would be the only one he would share because “it is clear that it is an alert message from the institution.” Elsie R. (65, Republican, Spanish, New York) also said that it made her feel

more confident about the fact that “it had more USPS images than the others” and that “the audio seemed more professional to me.” In contrast, Dalia M. (35, Independent, Spanish, Arizona) said that she perceived it as “more professional, but more boring,” like “government propaganda.”

However, **what some associated with professionalism (the synthetic voice and the absence of a human face) generated distrust in others**. Several people perceived the voice as artificial and distant, and mentioned that the absence of a human face generated distrust: “The video generates suspicion because of its style and not having anyone showing their face,” said Rafael R. (50, Republican, Spanish, Texas). Juan R. (45, Independent, English, Florida) also commented: “No face, just felt like a scam talking about another scam.”

Mariely G. (25, Independent, English, California) pointed out that this video was less reliable because it is one of those that can be created by anyone: “I feel AI generated makes it seem less trustworthy since anybody can type the information and it will be generated.”

It is interesting to note that, when asked if the content generated by AI should be labeled, the majority of interviewees said yes and that the platforms should mark it to “avoid confusion.”

3.3. General impressions and key findings

Among the Latinos in the United States who participated in this study, **the human element emerged as the main factor of trust** on the three Factchequeado video formats evaluated. **The video with the presenter on camera** and dynamic background was the most liked in general. Participants found it engaging because of the presenter’s direct language and the movement provided by the images in the background. Most participants agreed that the content was clear, attractive, and direct and they liked the fact that the presenter got to the point right away. It was also the format that the majority would be most likely to share.

The video with an AI-generated voice aroused interest, but had mixed reactions. While some perceived it as the most institutional and “professional”, among many of the Latino participants in the study it generated a lower level of confidence, mainly because of the artificial tone of the narration or because it was perceived as emotionless. One of the interviewees pointed out that the voice seemed computerized. Even so, it was the second format most likely to be shared by people, since several mentioned that, although it did not really inspire confidence, it generated curiosity. They also said that the video seemed credible because of the information it presented and because the content seemed well-explained.

The stream style format also produced mixed reactions. Some considered it relatable, familiar, and simple, with little production, while others perceived it as less likely to capture attention compared to the other two videos presented, given that the narration was, for some, too personal, not very direct, and lacking supporting images.

Aspect	Video 1: Stream	Video 2: Presenter	Video 3: AI Voice
Attracting Element	Personal story, human tone	Energy, rhythm, images, and music	Illustrative images, clarity
Predominant Feeling	Empathy and authenticity	Clarity and dynamism	Technical clarity, curiosity, but coldness
Trust Level	High: “He speaks from his experience”	High: “It informs me directly”	Low: “The voice sounds fake”
Main Perceptions	Real, relatable, everyday topics	Informative, visually appealing	Impersonal, professional, institutional

3.4. Other findings on formats and attention-grabbing topics

Participants in the “Conversations with Latinos” study commented that they are attracted **by content that is relatable or useful** for their daily lives. They prefer posts that teach or leave a **positive message**, such as religious, healthcare, or self-improvement content. They value the **human and transparent tone of the people making the posts**. In passive scrolling (when the user goes through content on platforms without a specific goal, just to pass the time) the impersonal content or content that they recognize was made only for views generates distrust.

When they do an active search, they value authenticity, which for the study participants, is associated with the human presence, seeing a face and the recording being perceived as “natural”, without artifice or much production.

They also stated that they prefer the video to provide **visual or verbal context at the beginning**: what it is about, why it is relevant and who it affects. Content that begins without explanation or with ambiguity loses their attention: “I don’t like it when videos are very slow, they start talking a lot at the beginning and try to approach the topic slowly,” explained Oscar C. (32, Republican, Spanish, North Carolina).

Several Latinos in the study affirmed that they continue watching videos when they perceive that the author is **genuine and demonstrates effort or knowledge**. **Credibility increases when the video includes “evidence or proof”** or when the person appears at the scene. However, they also value the effort and purpose even if it is for humor or entertainment.

Regarding the **search for information**, apart from social media, neighborhood and community groups are valued for the speed with which information circulates and for the feeling of belonging.

Although the **topics that most capture attention** are immigration, healthcare, politics, and issues such as racism and violence, they also generate emotion and motivate reflection or sharing.

In the in-depth interviews, participants commented that they continue watching content when:

- It has personal or community relevance
- It shows proof or evidence
- It comes from someone who inspires trust or speaks with authenticity
- It is visually attractive but not exaggerated
- It provides practical information
- It generates positive emotions
- It has rhythm (as opposed to long pauses)
- It shows coherence between what is said and what is shown



Tips for creating videos that connect with Latino audiences in the United States

The new **report** “Conversations with Latinos: What Makes Content Stick?” from DDIA together with Factchequeado also highlights that the surveyed Latinos valued the content centered on people, concise and with evidence, presented in a clean, direct, and well-produced manner. For example, first-hand perspectives, such as direct interviews and recordings on the scene, increased the persuasive nature of the content.

Some people also pointed out that seeing contrasting viewpoints, i.e., including different sides of a story, led them to rethink their perspectives on certain topics.

However, one of the main recommendations of these analyses does not have to do with the formats or production details, but with the need to ally with influencers. If you want to reach Latinos in the United States – a community very large and diverse – collaboration is key. It is not enough to be a media outlet centered on the needs of the community, produce good information and post it on social media. Therefore, it will be important to continue building alliances with different influencers, media outlets, organizations, foundations, companies, and people who can help amplify the work that we do on an ongoing basis.

10 recommendations for making videos for Latinos in the United States

1. Prioritize human presenters on camera: use familiar expressions, transmit emotions to generate humanity and connection
2. Collaborate with influencers and local creators: they provide authenticity, trust and cultural closeness, in addition to multiplying the reach of the content
3. Use elements in the script that generate closeness: include expressions like “mi gente” or every-day references that connect with the audience. Personal stories help gain trust, but it is important to maintain a fast pace so as not to lose attention
4. Use dynamic backgrounds and topic-related images: they help maintain visual focus and reinforce the message
5. Incorporate humor, irony or satire when the topic allows it, as they generate more identification, interactions and entertainment. Include cultural and community references
6. Back up claims with proof, examples and clear evidence because this increases trust
7. Make use of controversial or current topics (such as immigration, politics or elections) that drive more interaction, without neglecting cultural sensitivity
8. Adapt content to each platform: closeness and emotion on Instagram; fun-facts and reactions on YouTube; current events and modern resources on TikTok. Constantly analyze what works best in each community to learn and improve

9. Avoid videos with “serious” AI avatars: they generate low engagement and reduce perceived trust and closeness
10. Clearly inform or label content produced with artificial intelligence (AI) to maintain transparency and audience trust

05.

Annex: Methodological Clarifications of the 2025 Factchequeado Lab Study

In the study, 15 different video formats were evaluated on different platforms. By “format” we mean the form of presentation of content, including its aesthetics, storytelling (narrative), structure, and tone. Each format was tested with 6 videos on different topics (migration, politics, health, climate, and scams), and each of those videos was posted on three social networks (Instagram, TikTok, and YouTube). The time at which the videos were posted was also considered.

To measure the impact on the algorithms of the different formats, the number of views was checked. And to measure the impact on the audience, the different types of interactions (engagement) were analyzed, taking into account the total number of comments, “likes” and the times someone saved or shared the content.

Due to the sample size, the study is not intended to be representative of the interaction of the Latino audience in the United States with different video formats. However, the results do offer a starting point for further investigation.

The design of this exercise does not correspond to a strictly controlled experiment. A controlled A/B test scheme was not implemented, in which one variable is modified at a time (for example, keeping the topic constant and varying only the format to evaluate its impact, or vice versa). This means that the results should be interpreted as indicative, since part of the performance may be influenced by the topic. Even so, the findings show that the theme plays an important role in the videos’ performance and deserves to be analyzed in greater detail in future research..

The conclusions of the study take as a starting point the average parameters of Factchequeado’s different social networks at the time of the experiment. If you have any questions or want to contact us, please write to orivarola@factchequeado.com or acarrano@factchequeado.com

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