DIGITAL-MOIA PROJECT

User study on information connections of immigrant community

B

INDEX

01 THE BACKSTORY

B

MORE THAN 30% OF BOSTON'S POPULATION IS FOREIGN-BORN.

Graph: Boston Population by Nativity

— US Born
— Foreign Born

472,718

437,305

177,563

1980   1990   2000   2010
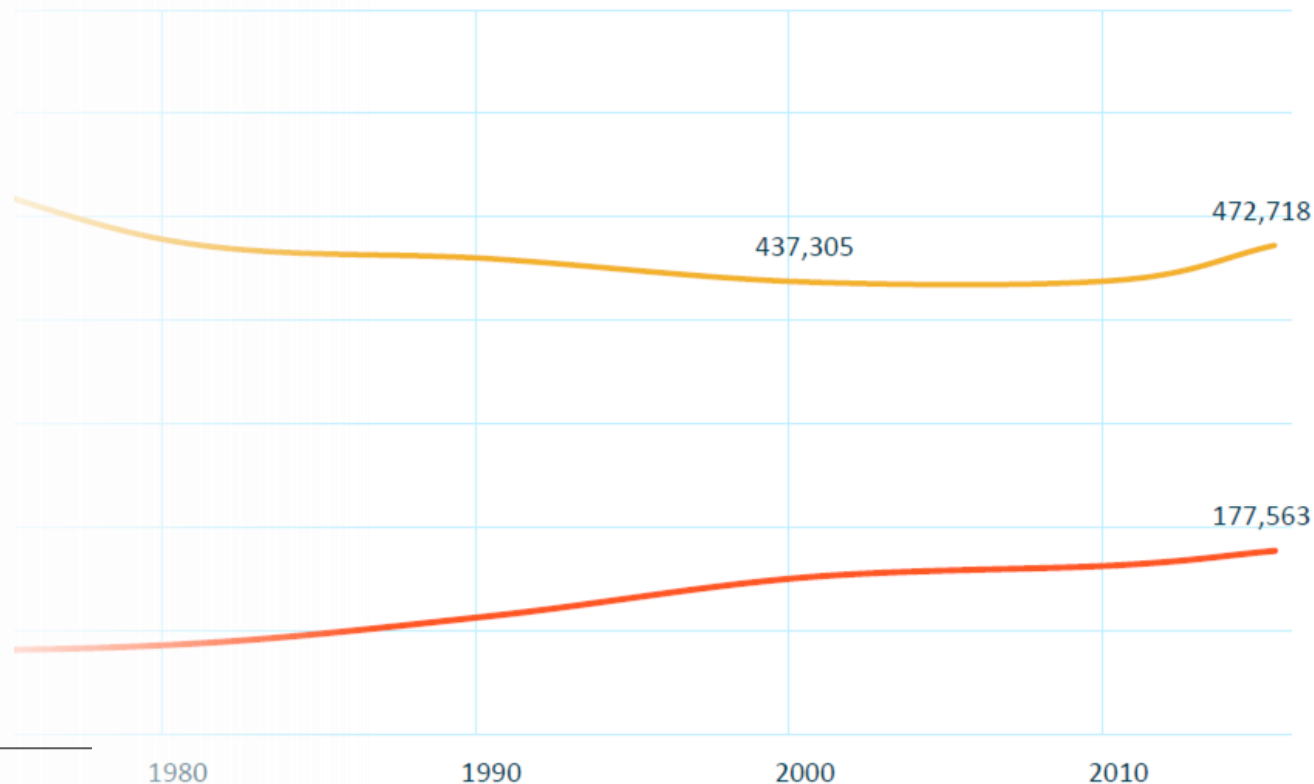
Source:
Boston In Context: Neighborhoods (Data Source: U.S. Census Bureau, 2014-2018 American Community Survey, BPDA Research Division Analysis), BPDA (2020)
Graph: Historical Trends in Boston Neighborhoods since 1950, BPDA (2017)

B

HIGH SOCIAL INTERACTIONS AND ACCESS TO VARIOUS INFORMATION CHANNELS* ARE IMPORTANT FOR IMMIGRANTS TO BE MORE CONNECTED WITH THE NATIONAL SYSTEM.

* e.g., friends and family members, government agencies, internet

Source:

Shuva, Nafiz Zaman (2018), The Everyday Life Information Behaviour of Immigrants: A Case of Bangladeshi Women

Challenge

BUT LITTLE IS KNOWN ABOUT

WHY AND HOW BOSTON'S IMMIGRANT COMMUNITIES

ACCESS, LEARN AND SHARE INFORMATION.

THIS PROJECT AIMS TO UNDERSTAND THE INFORMATION NEEDS OF THE IMMIGRANT COMMUNITY & WHAT IT MEANS FOR THE CITY *of* BOSTON .

WE WANT TO KNOW

Situation

Who needs the information in
What situation and
Why immigrant information matters

AND WHAT IS

Problem

The gap between needs and supports

TO PROVIDE

Solution

better information
through
best communication channels for them.

WE WANT TO KNOW

Situation

how immigrant mother look for accurate information about COVID vaccine to ensure her family's health and safe

AND WHAT IS

Problem

the situation that she fails to distinguish misinformation

TO PROVIDE

Solution

accurate and coordinated messages through native-language-speaking local media.

1.1 PROJECT OVERVIEW

WHO	WHY	WHAT	HOW	PROBLEMS	MOVING FORWARD
Haitian immigrant community	Motivation & Needs	Type of information	Information grounds & Communication channels	What are the gaps between information needs and city's efforts?	What can the City of Boston do better for them?

1.2 OUR PROCESS
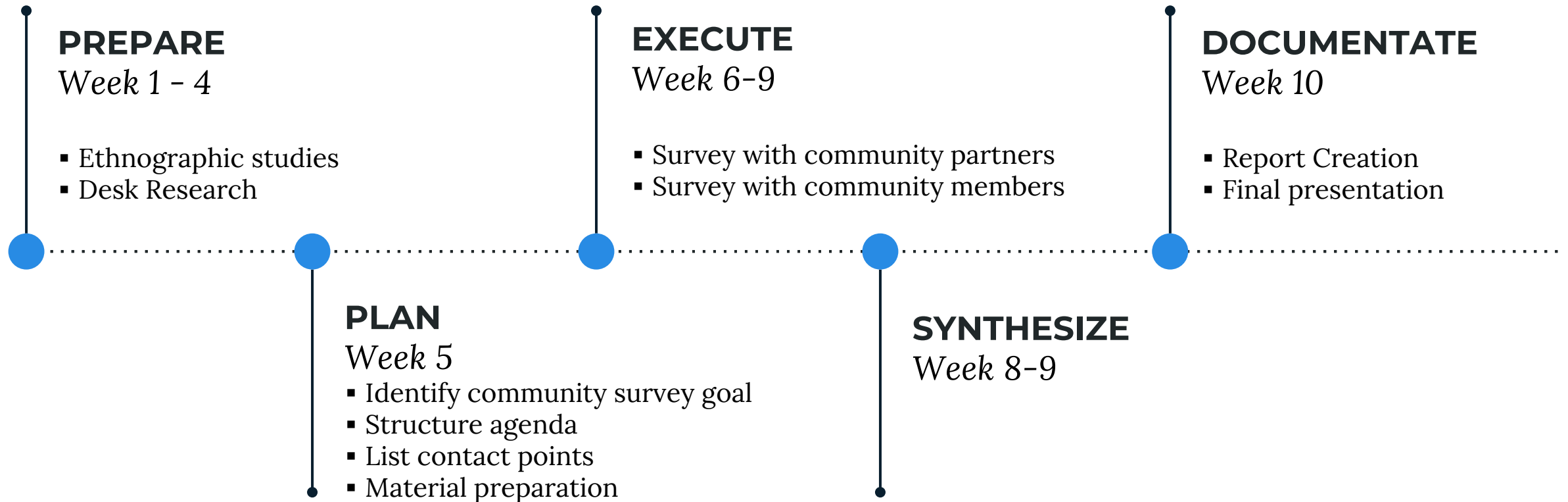
PREPARE
Week 1 - 4

- Ethnographic studies
- Desk Research

EXECUTE
Week 6-9

- Survey with community partners
- Survey with community members

DOCUMENTATE
Week 10

- Report Creation
- Final presentation

PLAN
Week 5
- Identify community survey goal
- Structure agenda
- List contact points
- Material preparation

SYNTHESIZE
Week 8-9

02 INFORMATION CONNECTION

B

WHAT IS INFORMATION CONNECTION

Information connection and immigrant community

INFORMATION BEHAVIOUR

EVERYDAY ACTIVITIES

SETTLEMENT

NEEDS

Best cold brew in Boston Downtown?

SOURCES

Search reviews, ask friends...

USES

Visit, enjoy cold brew, and write review...
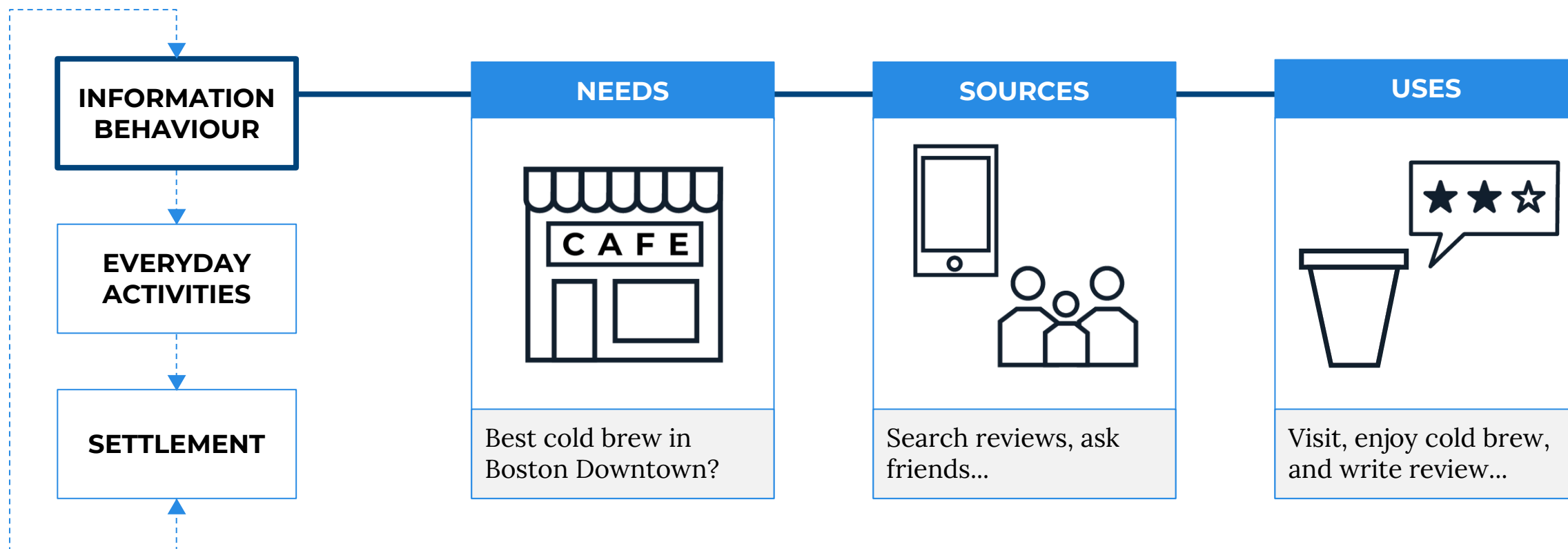
Source:

Caidi, N., Allard, D. and Quirke, L. (2010) 'Information practices of immigrants', Annual Review of Information Science and Technology, 44(1), pp. 491–531. doi: 10.1002/aris.2010.1440440118.

WHAT IS INFORMATION CONNECTION
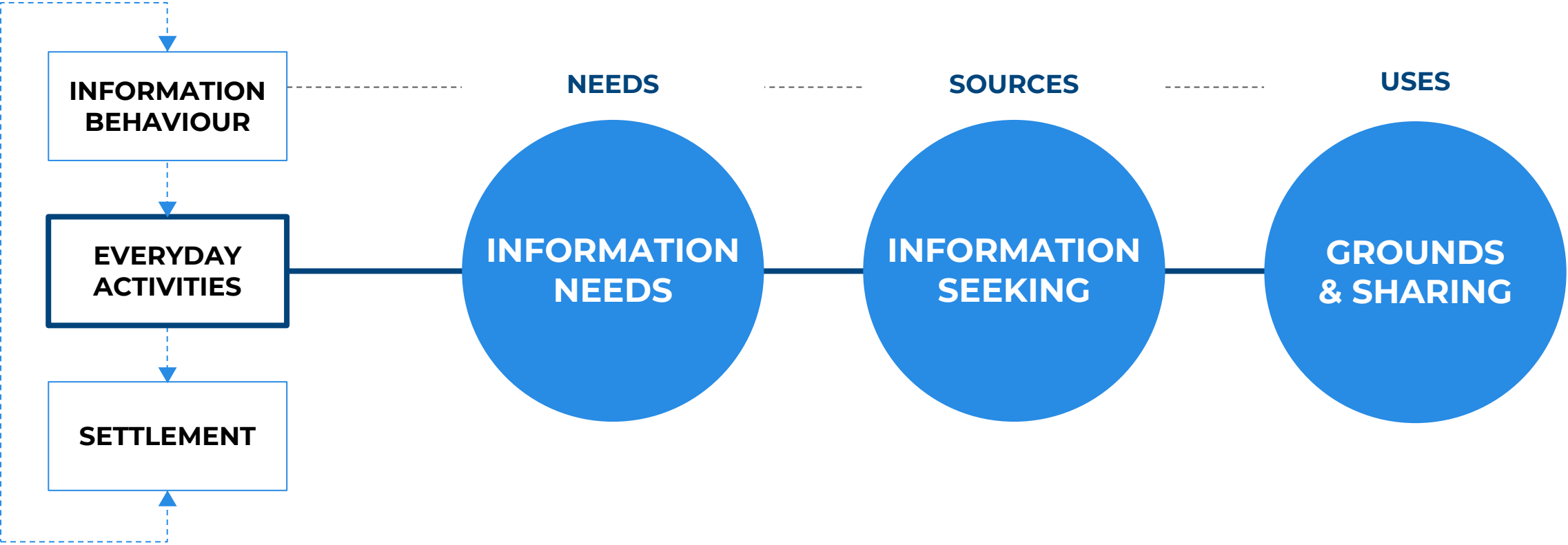
Information connection and immigrant community

NEEDS   **SOURCES**   **USES**

INFORMATION BEHAVIOUR

EVERYDAY ACTIVITIES

SETTLEMENT

INFORMATION NEEDS

INFORMATION SEEKING

GROUNDS & SHARING

Source:

Khoir, S., Du, J.T. & Koronios, A. (2015). Everyday information behaviour of Asian immigrants in South Australia: A mixed-methods exploration.

WHO?

Haitian immigrant community

Today's Haitian Immigrant Community in the City of Boston

HAITIAN CREOLE **(1.8%) IS THE THIRD MOST SPOKEN FOREIGN LANGUAGES AMONG BOSTON RESIDENTS*.**

Bonjou

* Among all Boston residents aged older than five years old, 112,603 residents (17.3%) speak a language other than English at home and self-identify as speaking English less than very well.

Source:
2015-2019 *American Community Survey, Public Use Microdata Sample (PUMS), BPDA Research Division Analysis*

2.1 COMMUNITY PROFILE

Today's Haitian Immigrant Community in the City of Boston

HAITIANS* IN BOSTON MAKE UP **3.7%**** OF BOSTON'S POPULATION AND LIVE PREDOMINANTLY IN **MATTAPAN**, HYDE PARK, AND DORCHESTER.***

* people born in Haiti or who identify as Haitian
** or 24,955 people
*** Source: U.S. Census Bureau, 2013-2017 American Community Survey

Source:
A Prosperous Boston for All: Haitians, BPDA (2020)
Image: Foreign-Born Population: Haiti (Suffolk County by census tract, ACS 2019 (5-Year Estimates)) Visualized at Social explorer *by Geunhee Lee*

Zillow Neighborhoods

Insufficient data
< 1%
1% to 5%
5% to 10%
10% to 15%
15% to 20%
20% to 30%
30% to 40%
40% to 60%
60% to 75%
75% to 90%
> 90%

© SocialExplorer Inc
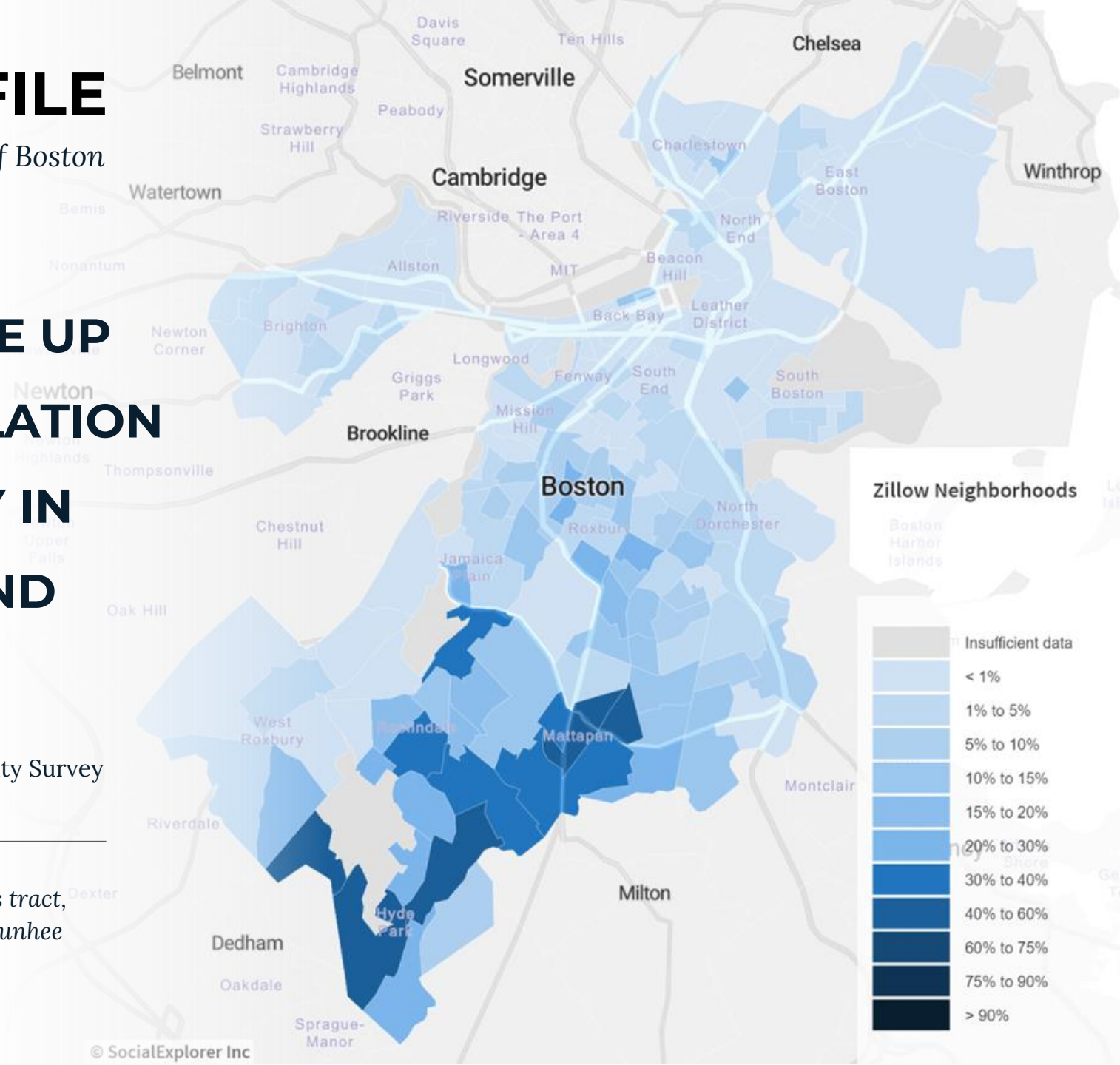
2.1 COMMUNITY PROFILE

Today's Haitian Immigrant Community in the City of Boston

ALTHOUGH MANY PEOPLE MOVED TO THE GREATER BOSTON AREA DUE TO GENTRIFICATION IN THE PAST DECADES, BOSTON IS STILL AN IMPORTANT HUB FOR THE COMMUNITY.

FOREIGN-BORN POPULATION: HAITI

<1%   10%   30%   60%   >90%

Source:
Image: (L) Foreign Born (Excluding Born at Sea): Haiti, Census 2000 on 2010 Geographies, (R) Foreign-Born Population: Haiti
(Suffolk County by census tract, ACS 2019 (5-Year Estimates)) *Visualized at Social explorer* by Geunhee Lee
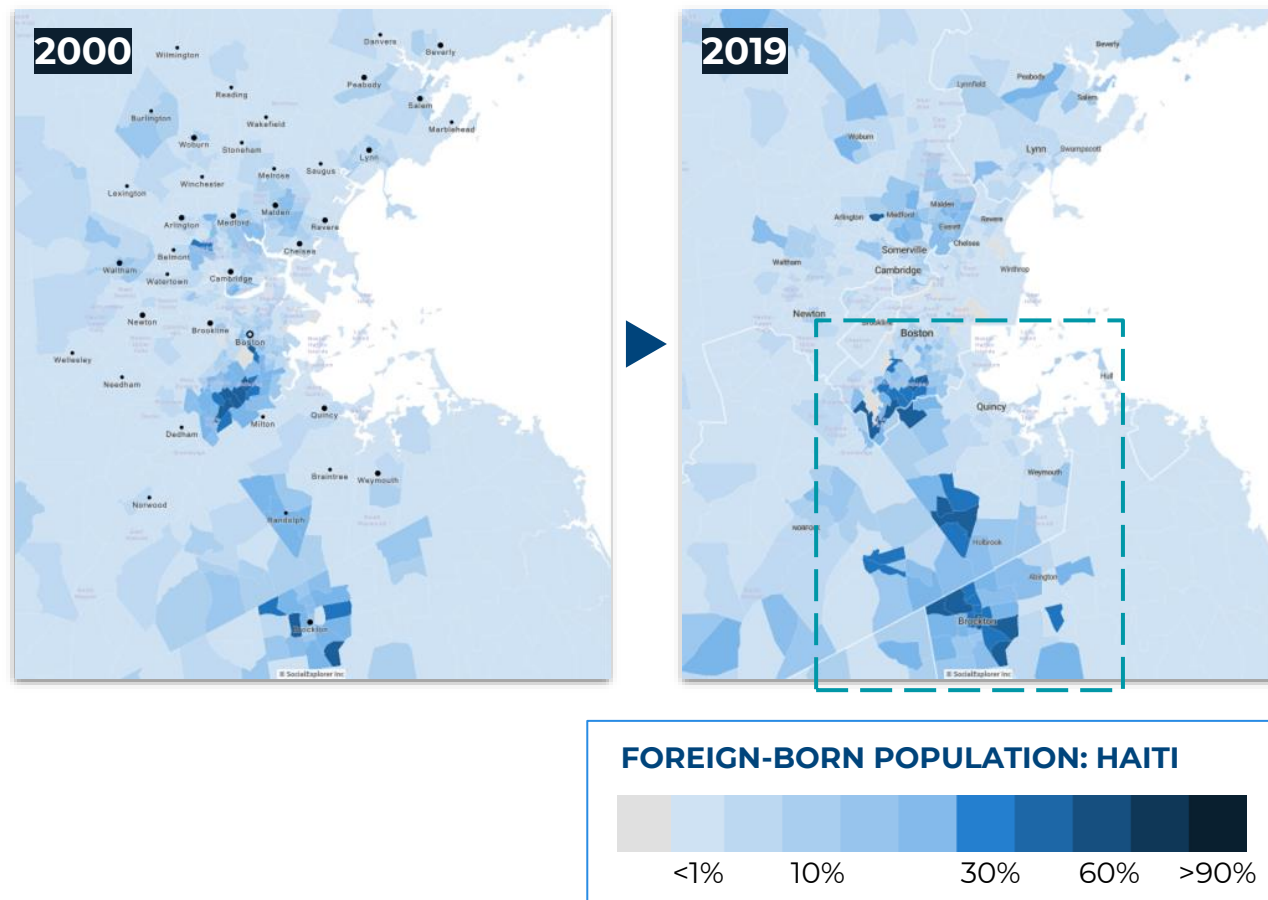
42% OF THE HAITIAN FOREIGN-BORN ADULT POPULATIONS IN BOSTON LACK A HIGH SCHOOL DIPLOMA, ENGLISH PROFICIENCY, OR BOTH.

ENGLISH PROFICIENCY POPULATION (AGE 25+)

	HAITIANS	FOREIGN-BORN
LESS THAN HIGH SCHOOL AND LIMITED ENGLISH PROFICIENCY	16.3%	18.4%
AT LEAST HIGH SCHOOL BUT LIMITED ENGLISH PROFICIENCY	14.9%	15.8%
AT LEAST HIGH SCHOOL BUT LIMITED ENGLISH PROFICIENCY	11.2%	9.4%

Source:
Imagine All the People: Haitians BPDA (2016)

2.1 COMMUNITY PROFILE

Today's Haitian Immigrant Community in the City of Boston

FOREIGN-BORN,

MIDDLE-AGED

HAITIAN IMMIGRANTS AND THEIR FAMILIES

ARE A PARTICULAR FOCUS OF OUR STUDY

WHY?

Motivation & Needs

B

THE INFORMATION NEEDS AND THEIR SATISFACTION ARE BASIC HUMAN NEEDS.

Esteem

Social

Security

NEEDS - → **SATISFACTION**
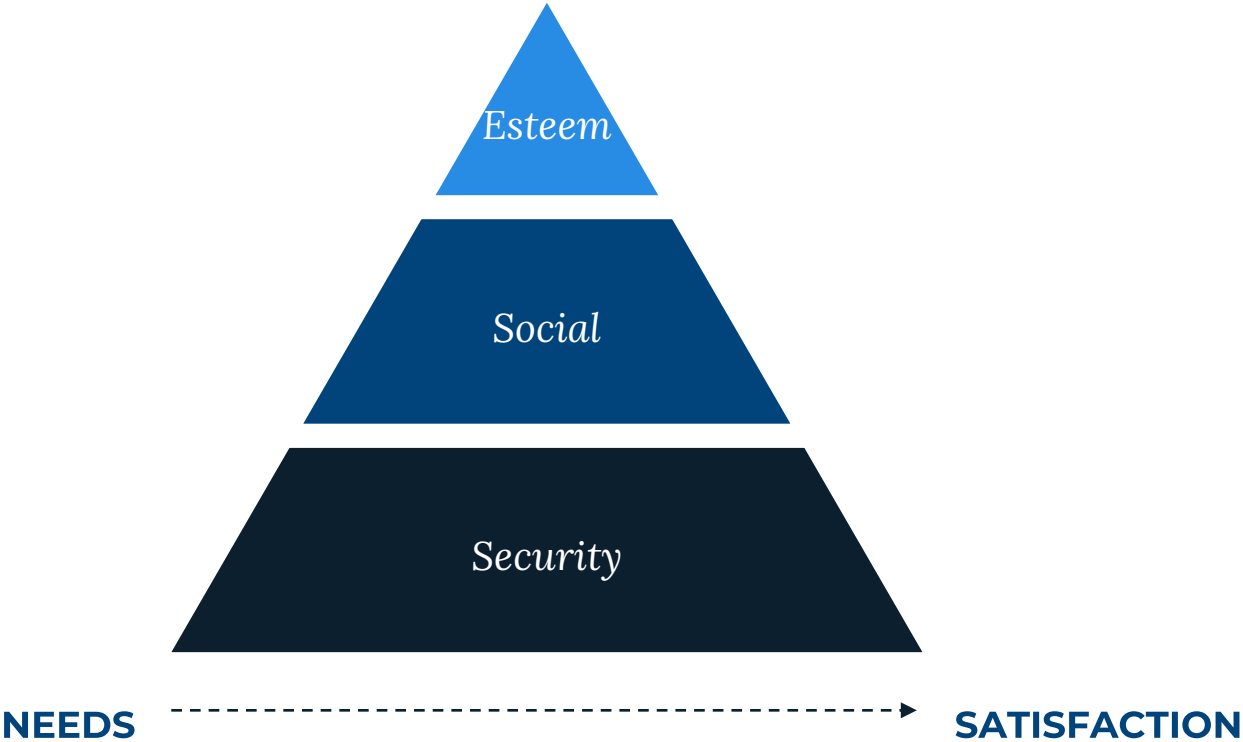
Source:
Adler, S. (1977) 'Maslow's Need Hierarchy and the Adjustment of Immigrants',
The International Migration Review, 11(4), pp. 444–451. doi: 10.2307/2545398.

2.2 MOTIVATION & NEEDS

Motivation and needs of Information connection for immigrant community

TO IMMIGRANT COMMUNITIES,

IT'S ABOUT

"BUILDING CONFIDENCE AND

A WISH TO STAY."
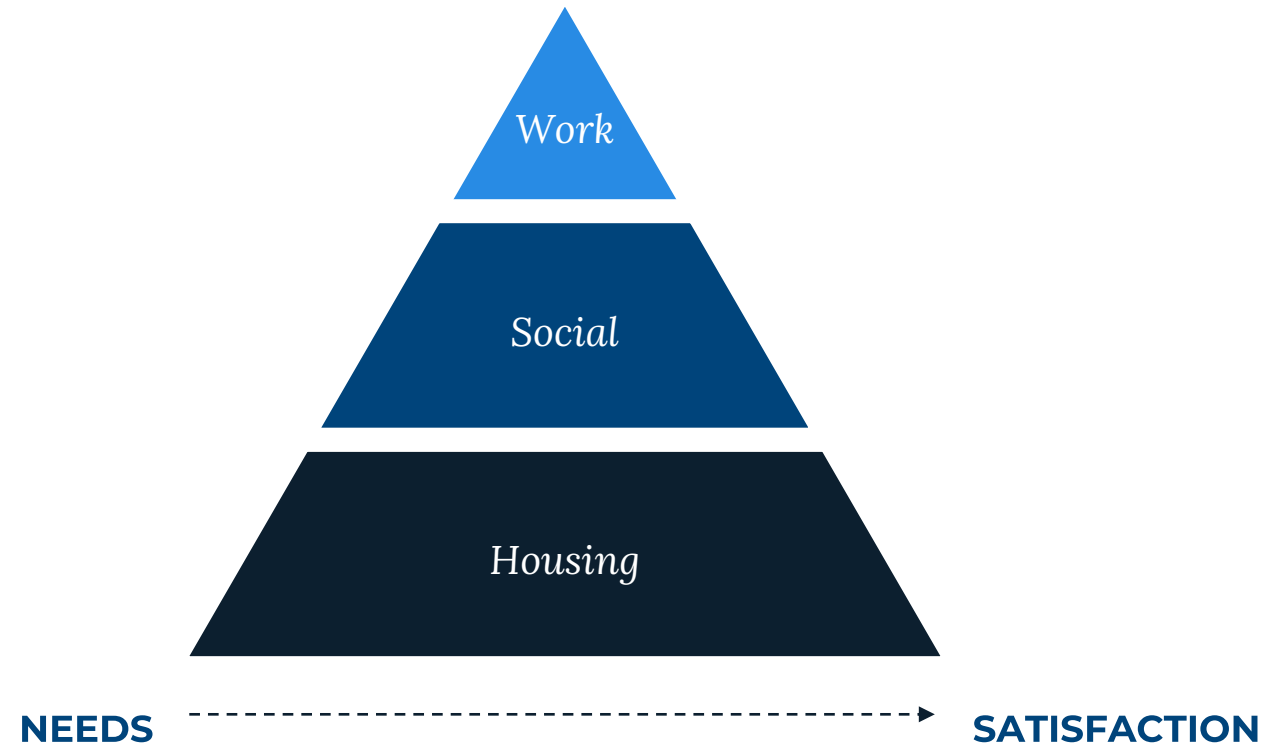
Work

Social

Housing

NEEDS ---> **SATISFACTION**

Source:
Shoham, S. & Strauss, S.K. (2008). "Immigrants' information needs: their role in the absorption process."
Information Research, 13(4) paper 359. [Available at http://InformationR.net/ir/13-4/paper359.html]

2.2 MOTIVATION & NEEDS

Motivation and needs of Information connection for immigrant community

INFORMATION NEEDS

SATISFACTION IS ALSO ESSENTIAL

TO THE

FULL ABSORPTION PROCESS

"Without information and the satisfaction of information needs, regardless of the channel used to satisfy them, full absorption cannot be achieved because the satisfaction of information needs is a basic element of life."

Source:
Shoham, S. & Strauss, S.K. (2008). "Immigrants' information needs: their role in the absorption process." Information Research, 13(4) paper 359.
[Available at http://InformationR.net/ir/13-4/paper359.html]

```
SATISFIED
INFORMATION NEEDS
        ↓
SATISFACTION
OF HUMAN NEEDS
        ↓
SENSE OF BELONGING
& SENSE OF SELF
```

2.2 MOTIVATION & NEEDS

Immigrant information behaviour related to the basic human needs

COMPETENCE

Put down roots in the new home

RELATEDNESS

Regain social network and sense of belonging

AUTONOMY

Experience integration and freedom

SELF-IDENTIFICATION

Cultivate a sense of new identity

Adopted from:

Shoham, S. & Strauss, S.K. (2008). "Immigrants' information needs: their role in the absorption process." Information Research, 13(4) paper 359. [Available at http://InformationR.net/ir/13-4/paper359.html]
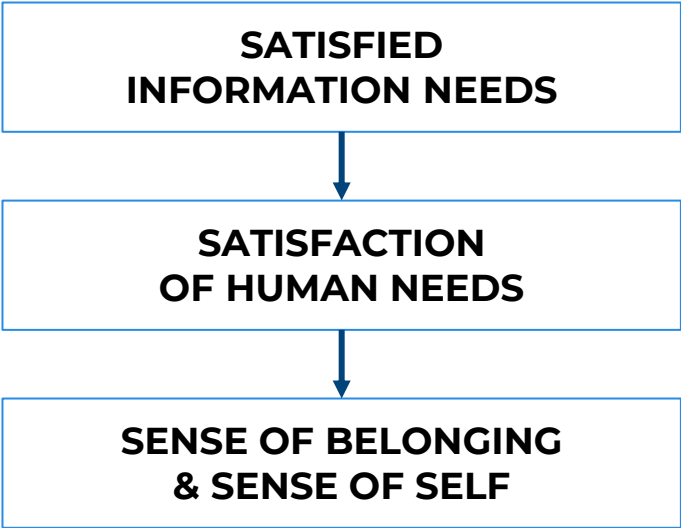
WHAT?

Types of information

2.3 INFORMATION TYPES

RECENT IMMIGRANT (0-5 YEARS)

LONGER-ESTABLISHED (+5 YEARS)

PERSONAL

GENERAL

OFFICIAL

FULL PARTICIPATION

- *Healthcare*
- *English literacy*
- *Meeting new friends*
- *Hobbies*
- *Cultural/religious group*

- *Job vacancies*
- *Housing*
- *City features*
- *Leisure activities**
- *Tax*

- *Citizenship*
- *Local education or degree (secondary education)*
- *Financial assistance*
- *Employment rights*
- *Communication with schools for kids*
- *Legal aid/counseling*
- *Government benefits*

- *Higher education*
- *Job training*
- *Running own business*
- *Social events participation*
- *Political involvement*

Division of recent/loger-established immigrant was adopted from Caidi and Allard (2005).

Source:
Khoir, S., Du, J.T. & Koronios, A. (2015). Everyday information behaviour of Asian immigrants in South Australia: A mixed-methods exploration.

2.3 INFORMATION TYPES

B

8 CATEGORIES

- Settlement
- Cultural Heritage
- Legal Issues & Rights
- Entertainment
- Financial Literacy
- Career Development
- Education
- Social Networking

01
SETTLEMENT

To secure basic needs and successful transition

02
CULTURAL HERITAGE

To cherish the ethnic roots

03
LEGAL ISSUES & RIGHTS

To empower legal establishment of self and family

04
ENTERTAINMENT

To enjoy hobbies and leisure activities

05
FINANCIAL LITERACY

To ensure financial security

06
CAREER DEVELOPMENT

To pursue a professional career

07
EDUCATION

To engage oneself or their family in learning environment

08
SOCIAL NETWORKING

To build social network based on the interests

2.3 INFORMATION TYPES

THE FUNCTION OF THE INFORMATION IN THEIR EVERYDAY ACTIVITIES VARIES

From social such as making new friends to informative such as developing a career path

INFORMATION FUNCTION

SOCIAL ←——————————————→ INFORMATIVE

2.3 INFORMATION TYPES

THEY **ACCESS THE INFORMATION THROUGH DIFFERENT SOURCE**

From personal networks such as family and friends to official sources such as the City of Boston's homepage

B

PERSONAL

INFORMATION SOURCE

OFFICIAL

2.3 INFORMATION TYPES

SOURCE
OFFICIAL

COMPETENCE

*Put down roots
in the new home*

AUTONOMY

*Regain social network
and sense of belonging*

FUNCTION
SOCIAL ← → INFORMATIVE

RELATEDNESS

*Experience integration
and freedom*

SELF-IDENTIFICATION

*Cultivate a sense of new
identity*

PERSONAL

2.3 INFORMATION TYPES

SOURCE
OFFICIAL

COMPETENCE

AUTONOMY

FL FINANCIAL LITERACY

ED EDUCATION

LR LEGAL ISSUES & RIGHTS

SE SETTLEMENT

CD CAREER DEVELOPMENT

FUNCTION
SOCIAL

INFORMATIVE

EN ENTERTAINMENT

CH CULTURAL HERITAGE

MOTIVATION

T MOTIVATION

SN SOCIAL NETWORKING

INFORMATION TYPE

TYPE

RELATEDNESS

SELF-IDENTIFICATION

PERSONAL

HOW?

Information grounds
& Communication channels

2.4 INFORMATION GROUNDS

SOURCE
OFFICIAL

COMPETENCE
SE FL CD ED

■ boston.gov

AUTONOMY
LR CD

■ Public library

■ Community center

■ English class

■ Community radio

■ Community organization's website/social media

FUNCTION
SOCIAL ← → INFORMATIVE

MOTIVATION
T Motivation

INFORMATION TYPE
● Type

INFORMATION GROUND
■ Virtual Ground
■ Physical Ground

■ Playground

■ Cafe

■ Ethnic communities' website/social media

■ Friends' social media

■ Religious place

■ Family members

CH EN SN
RELATEDNESS

CH
SELF-IDENTIFICATION

PERSONAL

B
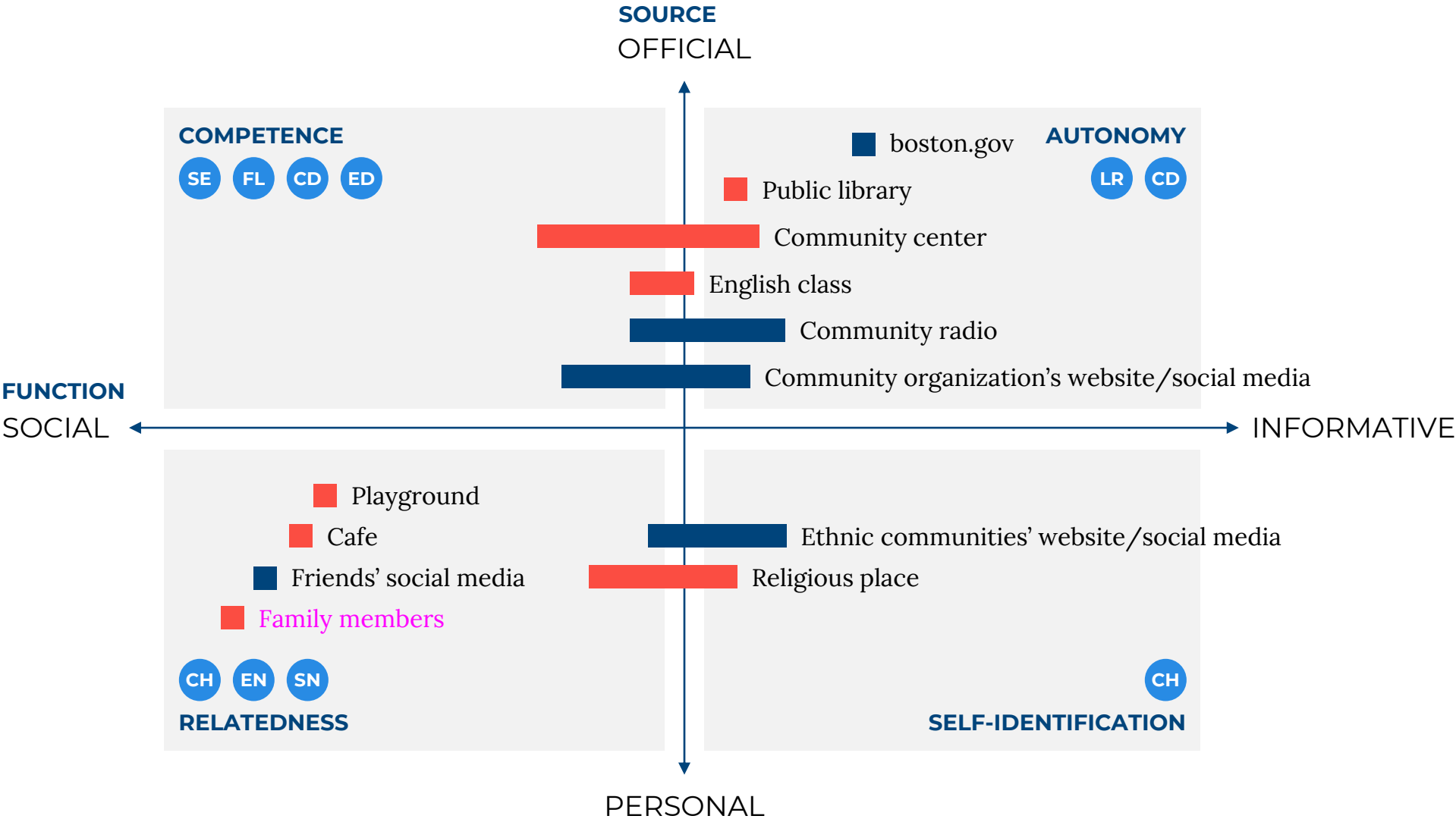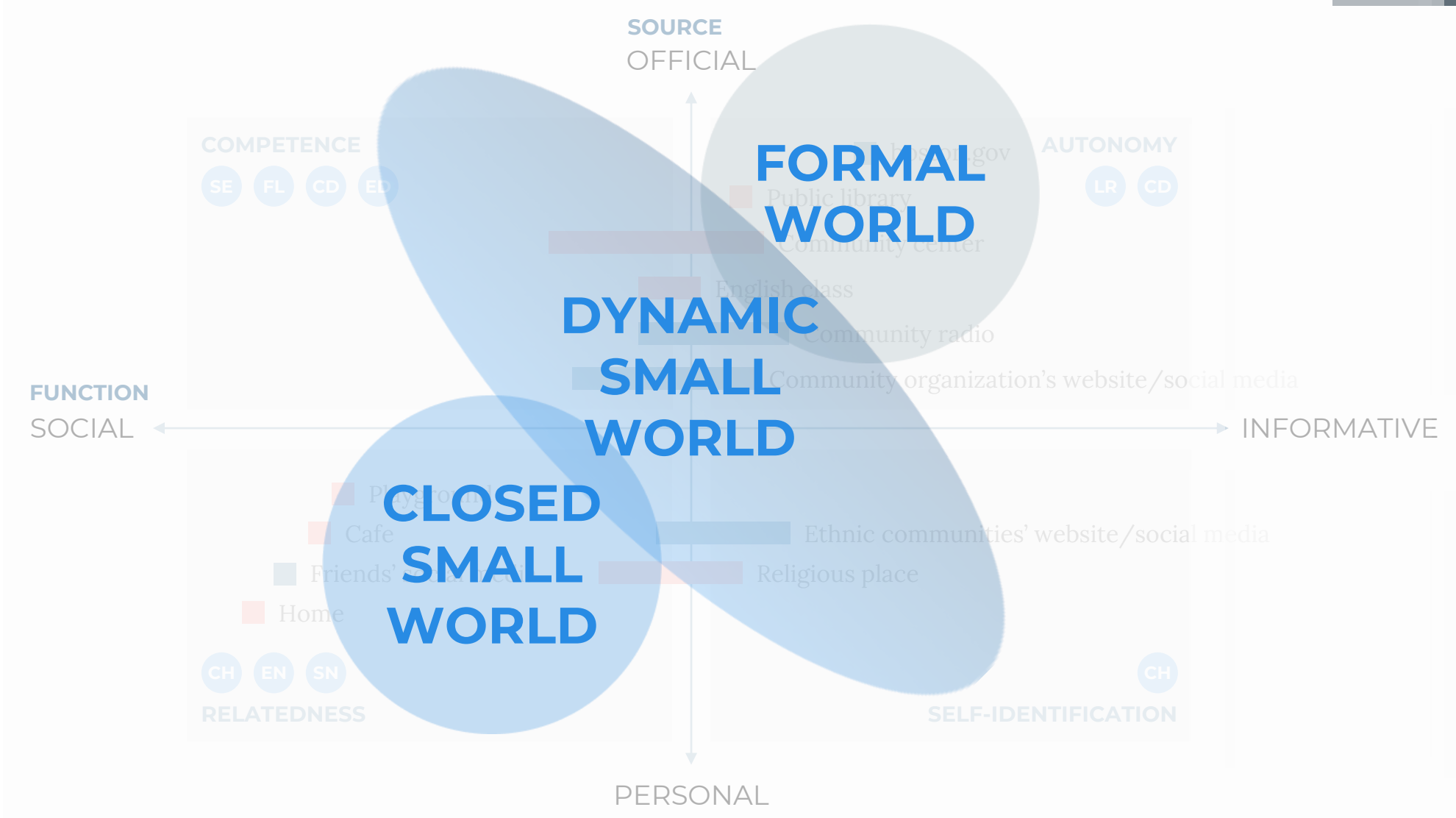
CLOSED SMALL WORLD IS THE INNER CIRCLE

The information is exchanged based on mutual trust made in close relationships

#FAMILIARITY

#EASY ACCESS

#EASY COMMUNICATION

CLOSED SMALL WORLD

MOTIVATION

Relatedness
: Regain social network and sense of belonging

INFORMATION TYPE

(CH) (EN) (SN)

FUNCTION

▪ *Social*

SOURCE

▪ *Personal*

PROS AND CONS

PROS	▪ *Reliability* ▪ *Ease of access* ▪ *Familiarity* *('knows me and understands my needs')* ▪ *Easy to use or communicate with*
CONS	▪ *Not an expert on the topic* ▪ *Does not allow them to be anonymous* ▪ *Does not provide emotional support* ▪ *Language barrier*

DYNAMIC SMALL WORLD IS THE

Dd

#RELIABILITY   #CREDIBILITY   #TRUST

#EXPERIENCE   #COMMUNITY   #NETWORK

DYNAMIC SMALL WORLD

MOTIVATION

Competence: Put down roots in the new home
Self-identification: Cultivate a sense of new identity

INFORMATION TYPE   FUNCTION   SOURCE

(SE) (FL) (CD) (ED) (CH)

- Social
- Informative

- Personal
- Official

PROS AND CONS

PROS	▪ Reliability ▪ Credibility of the information ▪ Community building ▪ Connection to multiple information needs
CONS	▪

FORMAL WORLD IS THE GATEWAY TO ESTABLISHMENT

The gateway to connect immigrant community to national formal systems and accurate and official information

#CREDIBILITY #KNOWLEDGE #PUBLICITY

#FORMAL SYSTEM #LANGUAGE SUPPORT

FORMAL WORLD

MOTIVATION

Autonomy
: Experience integration and freedom

INFORMATION TYPE   **FUNCTION**   **SOURCE**

(LR) (CD)   ▪ *Informative*   ▪ *Official*

PROS AND CONS

PROS
▪ *Reliability*
▪ *Credibility of the information*
▪ *Accuracy of the information*
▪ *Connection to formal system*

CONS
▪ *Language barrier*
▪ *Difficult to get personalized info.*
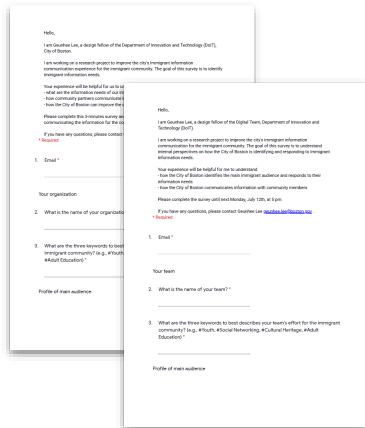▪ *Slower response*

03 COMMUNITY SURVEY

SURVEY

PRELIMINARY SURVEY

Jul 2-Jul 13

Online survey

EXPERT INTERVIEW

Jul 20

Video interview
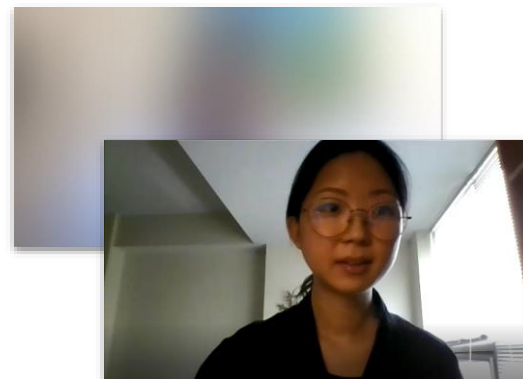
VIRTUAL COMMUNITY MEETING

Jul 21

Observation
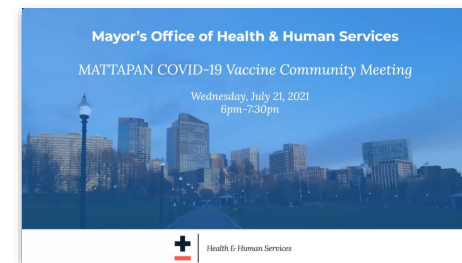
COMMUNITY SURVEY

Aug 13 -

Online survey (English/Haitian Creole)
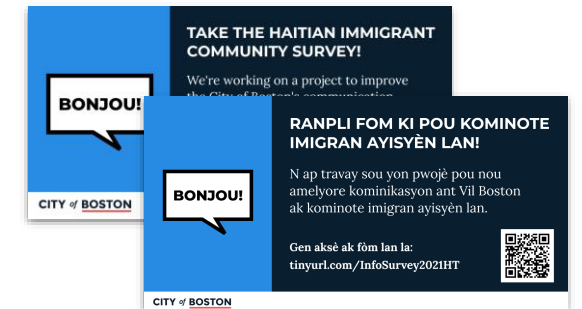
3. COMMUNITY SURVEY

Design of survey questionnaire

WHO

Demographics

e.g., Age group, The total length of residence in the City of Boston, English proficiency

HOW

Information grounds & Communication channels

e.g., What are your favorite communication channels when you are searching or asking for help from you immigrant community?

WHY

Motivation & Needs

e.g., What do you think is the most important thing about your life as an immigrant community member?

PROBLEMS

What are the gaps between information needs and city's efforts?

e.g., Have you used information access support from the City of Boston? To what extent were they helpful?

WHAT

Type of information

e.g., What are the top 3 information types that have been most important to your daily life after a longer establishment?

MOVING FORWARD

What can the City of Boston do better?

e.g., What would do you think the City of Boston should prioritize to improve for you and your community's information access?

PRELIMINARY SURVEY

3.1 PRELIMINARY SURVEY

Objectives and summary

B

TO LEARN FROM SUPPORT STAFF'S UNDERSTANDINGS AND EXPERIENCE ABOUT INFORMATION-SHARING PRACTICE AND REFLECT THEM TO THE COMMUNITY SURVEY

METHOD	*Online survey (multiple choice question)*
DATE	*July 2– 13, 2021*
NUMBER OF RESPONSE	7*

* Four community partners and three city officials (MOIA, ONS)

Link to Survey Questionnaires: https://drive.google.com/drive/folders/1hhwVBwdA4-YbeEJwZ1KjWpHFUeJY1hKc?usp=sharing

TO COMMUNITY PARTNERS

Hello,

I am Geunhee Lee, a design fellow of the Department of Innovation and Technology (DoIT), City of Boston.

I am working on a research project to impr communication experience for the immigr immigrant information needs.

Your experience will be helpful for us to u
- what are the information needs of our im
- how community partners communicate i
- how the City of Boston can improve the c

Please complete this 3-minutes survey an communicating the information for the co

If you have any questions, please contact
* Required

1. Email *

Your organization

2. What is the name of your organiza

3. What are the three keywords to best immigrant community? (e.g., #Youth #Adult Education) *

Profile of main audience

TO CITY OFFICIALS

Hello,

I am Geunhee Lee, a design fellow of the Digital Team, Department of Innovation and Technology (DoIT).

I am working on a research project to improve the city's immigrant information communication for the immigrant community. The goal of this survey is to understand internal perspectives on how the City of Boston is identifying and responding to immigrant information needs.

Your experience will be helpful for me to understand
- how the City of Boston identifies the main immigrant audience and responds to their information needs
- how the City of Boston communicates information with community members

Please complete the survey until next Monday, July 12th, at 5 pm.

If you have any questions, please contact Geunhee Lee geunhee.lee@boston.gov .
* Required

1. Email *

Your team

2. What is the name of your team? *

3. What are the three keywords to best describes your team's effort for the immigrant community? (e.g., #Youth, #Social Networking, #Cultural Heritage, #Adult Education) *

Profile of main audience

Finding #1: Support

CULTURAL HERITAGE **IS THE MOST COMMON KEYWORD OF THEIR WORKS.**

When asked to pick top 3 keywords to describe their works for the immigrant community, four out of six respondents chose cultural heritage as one of their keywords, followed by social networking and youth.

"We support...

PERCEPTION
CULTURAL
HERITAGE
CULTURAL COMPETENCE
SOCIAL NETWORKING
UNDERSTANDING
YOUTH INTEGRATION
IMMIGRANTS ENGAGEMENT
EDUCATION
ESOL
LANGUAGE
CITIZENSHIP
ADULT EDUCATION

for the immigrant community."

3.1 PRELIMINARY SURVEY

Finding #2: Community profile - Age group

MIDDLE-AGED IMMIGRANTS AND THEIR FAMILIES ARE THE MAIN AUDIENCES OF THEIR EFFORTS

Among the all immigrant community members they are serving, both community partners and city officials identified middle-aged immigrants (in their 40's - 50's) as the main audience of their immigrant information efforts.

MIDDLE-AGED

Finding #3: Community profile - Language proficiency

THEY HAVE BEEN HERE IN BOSTON FOR A LONG TIME, STILL FEEL MORE COMFORTABLE WITH SPEAKING IN THEIR NATIVE LANGUAGE.

The main immigrant group is the longer-term established immigrant (more than 5 years) and does not speak English very well.

ENG

+ 5 YRS | NOT WELL

3.1 PRELIMINARY SURVEY

Finding #4: Information shares

CULTURAL HERITAGE AND LEGAL ISSUES & RIGHTS ARE THE INFORMATION MOST ACTIVELY SHARED

The information that community partners and city officials most share with the main immigrant audience group was cultural heritage and legal issues/rights information, followed by education career development.

INFORMATION SHARE
from organizations/city to community
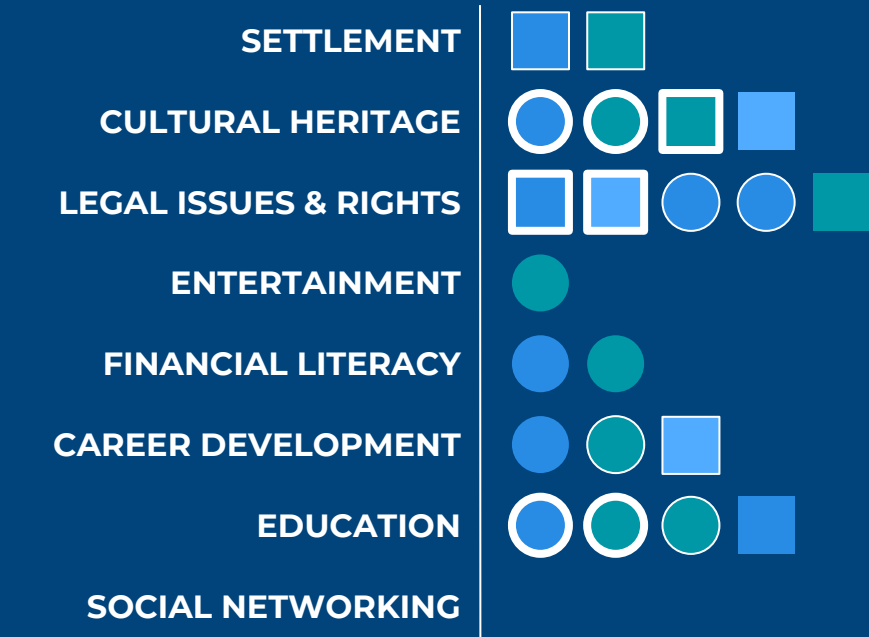
SETTLEMENT
CULTURAL HERITAGE
LEGAL ISSUES & RIGHTS
ENTERTAINMENT
FINANCIAL LITERACY
CAREER DEVELOPMENT
EDUCATION
SOCIAL NETWORKING

RESPONDENT
- Community Org. (Haitians)
- Community Org. (Vietnamese)
- City Officials (ONS Haitians)
- City Officials (ONS Vietnamese)
- City Officials (MOIA)

RANK
- 1st Choice
- 2nd Choice
- 3rd Choice

3.1 PRELIMINARY SURVEY

Finding #5: Information needs

CULTURAL HERITAGE AND **EDUCATION** ARE ALSO THE INFORMATION THAT THE IMMIGRANT COMMUNITY MEMBERS MOST FREQUENTLY **LOOK FOR/ASK FOR HELP WITH**

INFORMATION NEEDS
from community to organizations/city
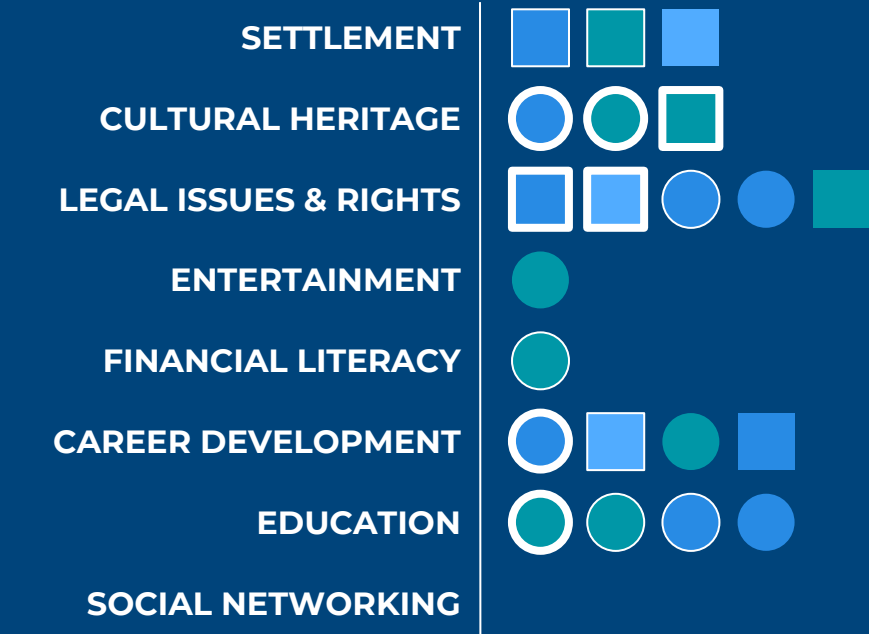
SETTLEMENT

CULTURAL HERITAGE

LEGAL ISSUES & RIGHTS

ENTERTAINMENT

FINANCIAL LITERACY

CAREER DEVELOPMENT

EDUCATION

SOCIAL NETWORKING

RESPONDENT
- Community Org. (Haitians)
- Community Org. (Vietnamese)
- City Officials (ONS Haitians)
- City Officials (ONS Vietnamese)
- City Officials (MOIA)

RANK
- 1st Choice
- 2nd Choice
- 3rd Choice

3.1 PRELIMINARY SURVEY

Finding #6: Information source

CITY *of* BOSTON IS THE PRIMARY INFORMATION SOURCE BOTH FOR COMMUNITY PARTNERS AND CITY OFFICIALS

Also, community partners with ethnic and local associations were important information sources.

INFORMATION SOURCE
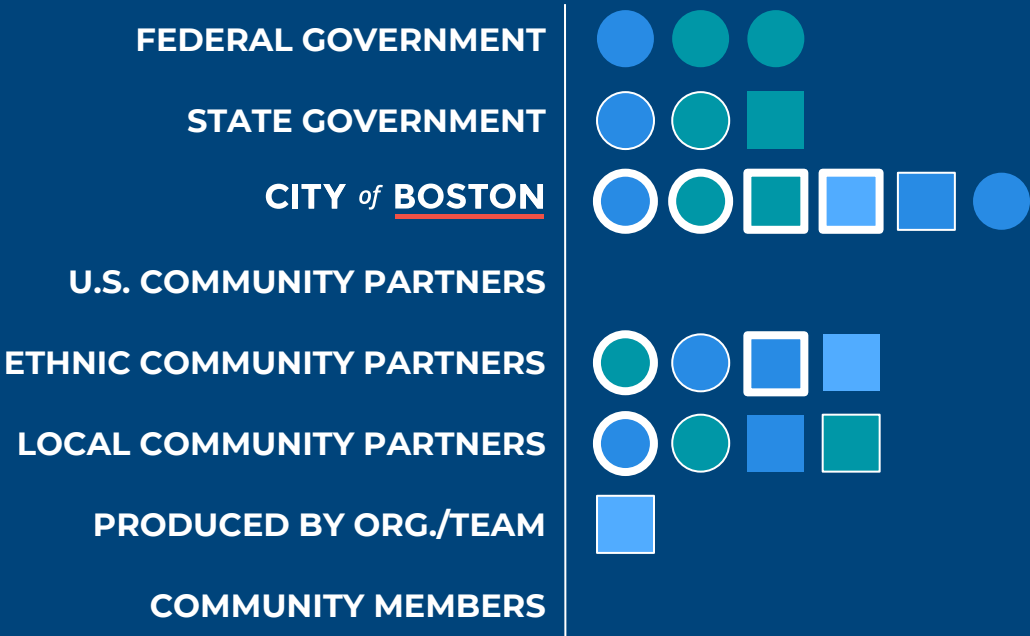
FEDERAL GOVERNMENT

STATE GOVERNMENT

CITY *of* BOSTON

U.S. COMMUNITY PARTNERS

ETHNIC COMMUNITY PARTNERS

LOCAL COMMUNITY PARTNERS

PRODUCED BY ORG./TEAM

COMMUNITY MEMBERS

RESPONDENT

- Community Org. (Haitians)
- Community Org. (Vietnamese)
- City Officials (ONS Haitians)
- City Officials (ONS Vietnamese)
- City Officials (MOIA)

RANK

- 1st Choice
- 2nd Choice
- 3rd Choice

3.1 PRELIMINARY SURVEY

Finding #7: Communication channels

B

EMAIL AND FACEBOOK
ARE THE MOST ACTIVE CHANNELS TO COMMUNICATE WITH COMMUNITY MEMBERS

INFORMATION FLOW

● Communication channels

→ From Community partners and city
To community members

→ From community members
To Community partners and city

···· Number of responses
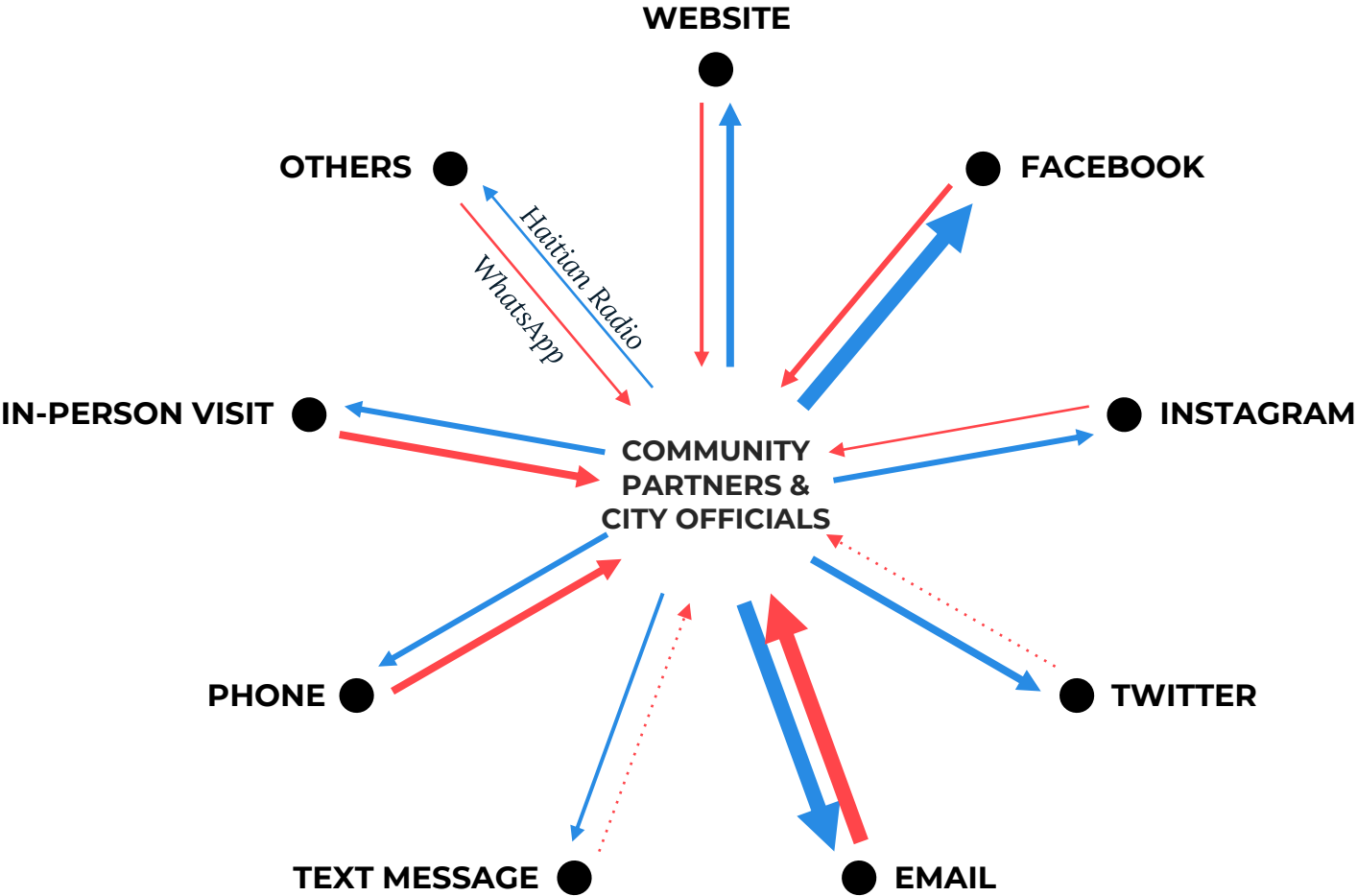
SURVEY WITH COMMUNITY PARTNERS

3.2 SURVEY WITH COMMUNITY PARTNERS

Objectives and summary

TO UNDERSTAND THE COMMUNITY'S INFORMATION NEEDS AND RECENT ISSUES REGARDING THE INFORMATION CONNECTION IDENTIFIED BY THE ORGANIZATION

METHOD	*Semi-structured video interview*
DATE	*July 20, 2021*
DETAILS	*Fifteen open questions/an hour*

Link to interview questions:
https://drive.google.com/drive/folders/1ky3kxzC6Bjf3kpbCaItm0D_c8hcGIdKa?usp=sharing

TO COMMUNITY PARTNERS

[Expert Interview] Immigrant Community Information Connection Research, City of Boston

Thank you for your time and contribution for the research.
Please make sure you've submitted consent form before submitting this response, so that we can confirm your understanding for the participation in the research.
Link: https://forms.gle/juMjxQ6KhdnC5pfyZ

If you have any questions, please contact Geunhee Lee (geunhee.lee@boston.gov).
* Required

1. Email *
   _____

Part 1. Introduction

2. Q1. Nice to meet you! Could you please introduce yourself and your work?
   e.g., Since when have you been working for the organization? What kind of work are you in charge of at the organization? Who are the community members you usually work together?
   _____
   _____
   _____

3. Q2. Please tell me the recent accomplishments or events of your organization.
   e.g., What was the goal of the project/event? How was the reaction of the community?
   _____
   _____
   _____
   _____

3.2 SURVEY WITH COMMUNITY PARTNERS

Analysis

1

Transcribe all interview conversations to text

2

Create Semantic Network based on sentence and frequency

3

Run LDA Topic Modeling and observe four main topics

4

Interpret each topic and node and connect with the interview script

→**RAW TEXT DATA**

→**FILTERED WORDS**

→**TOPIC MODELING**

→**TOPICS AND QUOTES**

Topic #1: Haitian Culture and Language to bridge the gap

HAITIAN CULTURE AND LANGUAGE AS A BRIDGE

It can connect but also create gaps between different nativity and generations among community members.

"Those who were born in Haiti have a much more conservative cultural... So mostly transnational (Haitians) want to keep the culture, want to keep the language, want to keep the customs, the traditions just the opposite of the ones who were born here."

"We've definitely seen full participation of Haitians within their heritage, but also in terms of keeping that heritage growing."

"The Haitian language education in public school would be the part of their value, the foreign-born, middle-aged population's value, that continuing to cultural heritage, cultural capital to their descendants, to their kids."

Topic #2: Overcoming Multi-layered Communication Barriers

OVERCOMING MULTI-LAYERED COMMUNICATION BARRIERS

Although language is still the key component, affordability and accessibility for digital and online resources have become even important for information connection after covid-19.

"Language barriers, accessibility to the technology ... not many have the opportunity choose to take primary education..."

"So that (digital barrier) definitely creates a whole barrier for them when it comes to accessing the information online information or trying to contact someone... very difficult to talk to someone in terms of speaking to a machine that dictates to you what you need to do and not familiar at all with this new technology..."

"[W]e get technological barriers because not all of them possess high-speed internet just to be able to access the internet and they don't have the proper equipment."

Topic #3: Promoting community-friendly communication channels and networks

PROMOTING COMMUNITY-FRIENDLY COMMUNICATION CHANNELS AND NETWORKS

It should reflect the information connection behaviours of the Haitian immigrant community that have been evolved with technology and cultural characteristics.

"We need that (the briefings of city resources) to be done in our own native language so that our people would be able not to be embarrassed to ask a question in their own language. And that definitely can guarantee they'll get the answers, the assistance, and the support they are looking for."

"(In the Haitian immigrant community) We mostly rely on audible communication, (for example) ethnic radio shows, to get the information, because the transnationality of the Haitians always wants to know what's happening back home."

Topic #4: Engaging the community at the table

ENGAGING THE COMMUNITY AT THE TABLE

Inviting community members as well as having city assistance and staff with cultural understanding and representation will further empower the community.

"*Representation is extremely important... Having a representative at the table within the discussion, understand your culture, understand your issue what you've been going through is extremely important.*"

"*We are looking for representation, but we're also looking for much greater collaboration between city elected officials within our community...*"

"*We want them (city officials and departments) also to connect with the community by having staff -- culturally, linguistically competent staff that can communicate with us.*"

Objectives and summary

TO LEARN INFORMATION CONNECTION EFFORTS FOR AN ISSUE AND FIND BROADER IMPLICATIONS

METHOD	*Observation on a virtual community meeting*
DATE	*July 21, 2021*
DETAILS	*1.5 hours*
AGENDA	▪ *Review current mattapan vaccination rates and cases* ▪ *Share Mattapan community health center /vaccine response* ▪ *Discuss areas of opportunity for concentrated vaccine outreach & engagement*
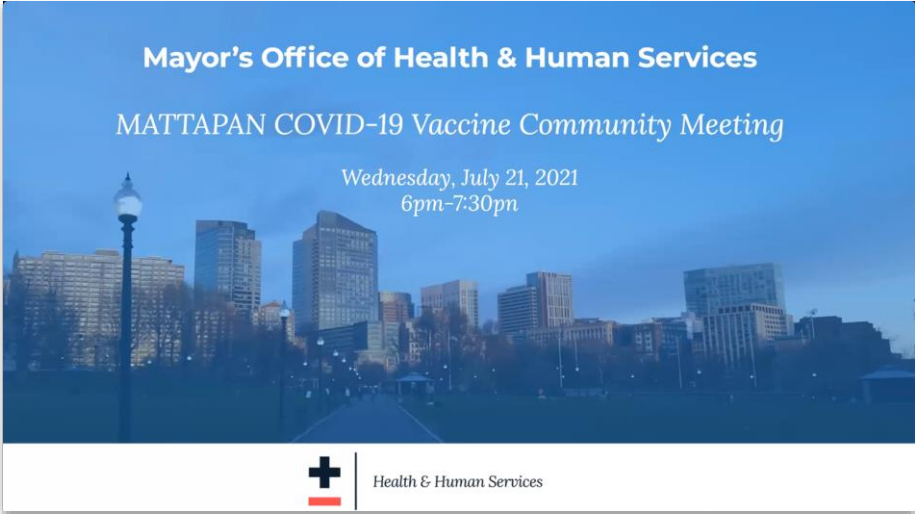
Key Takeaway #1: Community-centered message

COMMUNITY-CENTERED MESSAGE FOR BETTER INFORMATION OUTREACH

Keeping cultural and social connection with the home country is important to promote community-centered message for the foreign born immigrant community

Comments made during a virtual community meeting for Mattapan residents regarding vaccination distribution. Jul 21 2021. Boston, MA

"We have to respect the fact that the messages that work for the overall population ... may not work for Haitian residents, folks from the island."

— Dianne Wilkerson

"Converted is the same thing — whatever is happening in the mainland, impacts us."

— Evandro Carvalho

"Shar[ing] the information that feels very community-centered through the neighborhood associations might be a really good way to extend that outreach."

— Vivien Morris

Key Takeaway #2: Crafting messages for and with the community

FIGHTING AGAINST DISINFORMATION FOR AND WITH COMMUNITY MEMBERS

Engaging community members in crafting the information is crucial to protect the community from the misunderstanding and misinformation shared outside of official communication channels

> "We are not dealing with an access issue. ... We are dealing with a messaging issue."
>
> – Dianne Wilkerson

> "Social media is taking over and everyone is a doctor in the space, right? I think at this point it's sort of how do we educate people in their own space."
>
> – Evandro Carvalho

Comments made during a virtual community meeting for Mattapan residents regarding vaccination distribution. Jul 21 2021. Boston, MA

Key Takeaway #3: Developing coordinated efforts

NEED FOR CONSISTENT & COORDINATED SUPPORTS

Keeping consistency and coordination for the information helps community members to determine themselves on when and how they would like to utilize the information

> "We need to develop a coordinated effort."
>
> – Dieufort J. Fleurissaint

> "It is not lacking from commitment and access, I think it's not coordinated... with the more coordination we can do up even a better job."
>
> – Dianne Wilkerson

Comments made during a virtual community meeting for Mattapan residents regarding vaccination distribution. Jul 21 2021. Boston, MA

Key Takeaway #4: Information outreach with local/community associations

CITY SUPPORTS SHOULD COME TO WHERE PEOPLE ARE

Information sharing based on human networks and physical places plays a very crucial role and churches and public schools can be important partners for information exchange.

Proper financial support is also needed to support these information-sharing activities.

Comments made during a virtual community meeting for Mattapan residents regarding vaccination distribution. Jul 21 2021. Boston, MA

"The first one is meeting the people where they are. "

— Dr. Geralde Gabeau

"We need to go where they are at. "

— Jean Claude Sanon

"We need to be talking about a block by block and knocking on doors. "

— Dianne Wilkerson

COMMUNITY SURVEY

3.3 SURVEY WITH COMMUNITY MEMBERS

Objectives and summary

TO HEAR AND LEARN FROM DIRECT VOICE OF COMMUNITY MEMBERS ABOUT INFORMATION CONNECTION EXPERIENCE

METHOD	*Online survey*
DATE	*August 13-20, 2021*
DETAILS	*Fourteen multiple choice questions Available in English/Haitian Creole*
RESPONSE	*5**

* Three in English, two in Haitian Creole
Link to interview questions:
https://drive.google.com/drive/folders/1o_H8gaVIvXRV4HDkKDy4j14X9NHWsYJ0?usp=sharing

TAKE THE HAITIAN IMMIGRANT COMMUNITY SURVEY!

We're working on a project to improve

RANPLI FOM KI POU KOMINOTE IMIGRAN AYISYÈN LAN!

N ap travay sou yon pwojè pou nou amelyore kominikasyon ant Vil Boston ak kominote imigran ayisyèn lan.

Gen aksè ak fòm lan la:
tinyurl.com/InfoSurvey2021HT

BONJOU!

CITY of BOSTON

SETTLEMENT, LEGAL ISSUES & RIGHTS, AND EDUCATION

Settlement and legal issues and rights are the most needed information types for newcomers, while education becomes more important for longer establishment.

RANK	FOR EARLY DAYS OF IMMIGRATION	FOR LONGER-ESTABLISHMENT
1st	Settlement Legal Issues & Rights	Education
2nd	Education	Financial Literacy
3rd	Financial Literacy	Settlement Cultural Heritage

Finding #2: Top 3 Pain Points of Information Seeking

DETERMINING RELIABILITY OF INFORMATION SOURCE IS THE BIGGEST CHALLENGE

In addition, information only available in English and disclosing personal situations are creating barriers to access information.

RANK	WHAT ARE THE DIFFICULTIES IN FINDING THE INFORMATION FOR THE LONGER-ESTABLISHMENT?
1st	It is difficult to know which information sources/providers are reliable.
2nd	It is difficult to fully understand the information because it is provided only in English.
3rd	It is difficult to communicate with information providers due to problems other than language. (e.g., disclosure of personal information, legal immigration status)

3.3 SURVEY WITH COMMUNITY MEMBERS

Finding #3: Access to city resources and supports

BOSTON.GOV IS THE KEY COMMUNICATION CHANNELS FOR THE CITY INFORMATION

Although the city's online communication channels are generally receiving positive feedback, community members feel that direct communication through online channels are appealed to be less helpful than seeking information by themselves.

Q. HAVE YOU USED INFORMATION ACCESS SUPPORT FROM THE CITY OF BOSTON? TO WHAT EXTENT WERE THEY HELPFUL?

MOST HELPFUL

➔ Website (boston.gov)

LEAST HELPFUL

➔ Send a message to the City of Boston's social media account

➔ Email to city department/city official

COVERING ONLINE AND OFFLINE, DIGITAL AND ANALOGUE MEDIA

Leveraging multiple channels -- from the boston.gov website to churches, from leaflets and flyers to ethnic media -- is important to ensure the best information outreach

RANK	WHAT WOULD DO YOU THINK THE CITY OF BOSTON SHOULD PRIORITIZE TO IMPROVE FOR YOU AND YOUR COMMUNITY'S INFORMATION ACCESS?
1st	Audio-based information access assistance service (e.g., phone, voicemail)
2nd	More information outreach in public spaces/local places (e.g., leaflets and flyers in comm. center/church)
3rd	More information outreach in local media (e.g., radio campaign on local radio)
4th	Web-based information access assistance service (e.g., chatbot, email)
5th	Community representative incubation Text-based information access assistance service (e.g., text message, email)

04 FINDINGS

DEPARTMENT HEAD

B

4. FINDINGS

#1 Overcoming Multi-layered Communication Barriers

OVERCOMING MULTI-LAYERED COMMUNICATION BARRIERS

Although developing language skills is still the key component, affordability and accessibility for digital and online resources have become even important for information connection, especially after COVID-19.

"So that (digital barrier) definitely creates a whole barrier for those who are not familiar at all with this new technology... [W]e also get technological barriers because not all of them possess high-speed internet and the proper equipment to access the internet."

– Comment from a video interview with a community partner

4. FINDINGS

#2 Lower preference on direct communication with the city

NATIVE LANGUAGE SUPPORT & ANONYMOUS COMMUNICATION

The relatively low preference for direct communication with the city may be related to their preference to communicate in their native language with where they have established trust. Also, the burden of disclosing personal situations can interfere with their communication — building a trust relationship with the partnering organizations and with the community members should be prioritized.

SURVEY WITH COMMUNITY MEMBERS

Q. HAVE YOU USED INFORMATION ACCESS SUPPORT FROM THE CITY OF BOSTON? TO WHAT EXTENT WERE THEY HELPFUL?

MOST HELPFUL

➔ Website (boston.gov)

LEAST HELPFUL

➔ Send a message to the City of Boston's social media

➔ Email to city department/city official

Q. WHAT ARE THE DIFFICULTIES IN FINDING THE INFORMATION FOR THE LONGER-ESTABLISHMENT?

1st	It is difficult to know which information sources/providers are reliable.
2nd	It is difficult to fully understand the information because it is provided only in English.
3rd	It is difficult to communicate with information providers due to problems other than language. (e.g., disclosure of personal information, legal immigration status)

4. FINDINGS

#3 Fighting Against Disinformation

FIGHTING AGAINST DISINFORMATION FOR AND WITH COMMUNITY MEMBERS

Both community partners and members mentioned determining reliability of information as one of the biggest challenges of information connection.

"We are not dealing with an access issue. ... We are dealing with a messaging issue."

– Comment made by an attendee during a virtual community meeting for Mattapan residents. Jul 21, 2021. Boston, MA

"It is difficult to know which information sources/providers are reliable. "

- from Community survey: Q. What are the difficulties in finding the information for the longer-establishment?

05 MOVING FORWARD

5. MOVING FORWARD

#1 Addressing High Needs in Education and financial literacy

INFORMATION NEEDS IN EDUCATION & FINANCIAL LITERACY INFORMATION SHOULD BE MORE ADDRESSED

In the survey, the community members said they needed information about education & financial literacy the most, and this need got stronger after a longer establishment. This may suggest that the education-related information should be more addressed by the city, as the education & financial literacy information sharing has seemed to be less prioritized in the city's efforts.

SURVEY WITH COMMUNITY PARTNERS/OFFICIALS

INFORMATION SHARE
from organizations/city to community

SETTLEMENT
CULTURAL HERITAGE
LEGAL ISSUES & RIGHTS
ENTERTAINMENT
FINANCIAL LITERACY
CAREER DEVELOPMENT
EDUCATION
SOCIAL NETWORKING

RESPONDENT
- Community Org. (Haitia...
- Community Org. (Vietna...
- City Officials (ONS Hait...
- City Officials (ONS Viet...
- City Officials (MOIA)

SURVEY WITH COMMUNITY MEMBERS

RANK	FOR EARLY DAYS OF IMMIGRATION	FOR LONGER-ESTABLISHMENT
1st	Settlement Legal Issues & Rights	Education
2nd	Education	Financial Literacy
3rd	Financial Literacy	Settlement Cultural Heritage

5. MOVING FORWARD

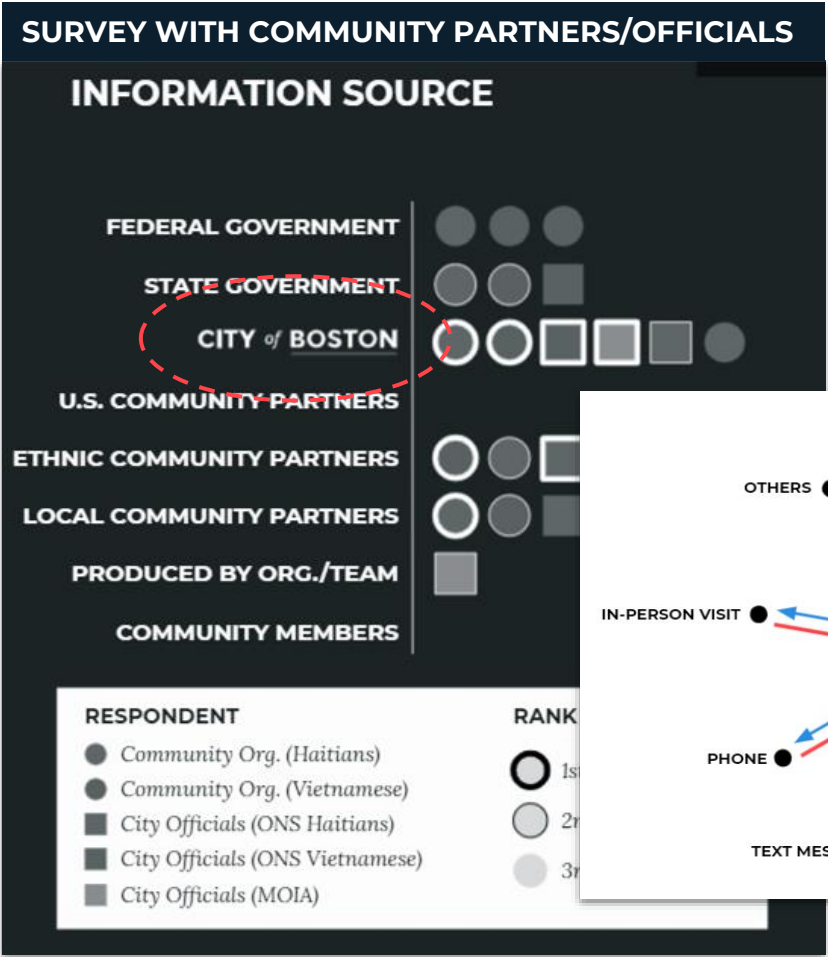*#2 boston.gov as a hub to the information*

BOSTON.GOV AS A HUB FOR THE INFORMATION COMMUNICATION

boston.gov and email are the favorite communication channels both for information seekers and information providers.

5. MOVING FORWARD

#3 Promoting Community-centered Message

PROMOTING COMMUNITY-CENTERED MESSAGE THROUGH COMMUNITY-FRIENDLY COMMUNICATION CHANNELS AND NETWORKS

Keeping cultural and social connections with the home country and leveraging multiple community-friendly communication channels are important to promote a community-centered message for the foreign-born immigrant community.

QUOTES

"We have to respect the fact that the messages that work for the overall population ... may not work for Haitian residents, folks from the island. "

– Comment made by an attendee during a virtual community meeting for Mattapan residents. Jul 21, 2021. Boston, MA

B

boston.gov

leaflets/flyers

Ethnic media

APPENDIX

SURVEY DATA

SURVEY WITH COMMUNITY PARTNERS

Topics

TOOL
NetMiner

DETAILS
Frequency: more than 2
Window: Document
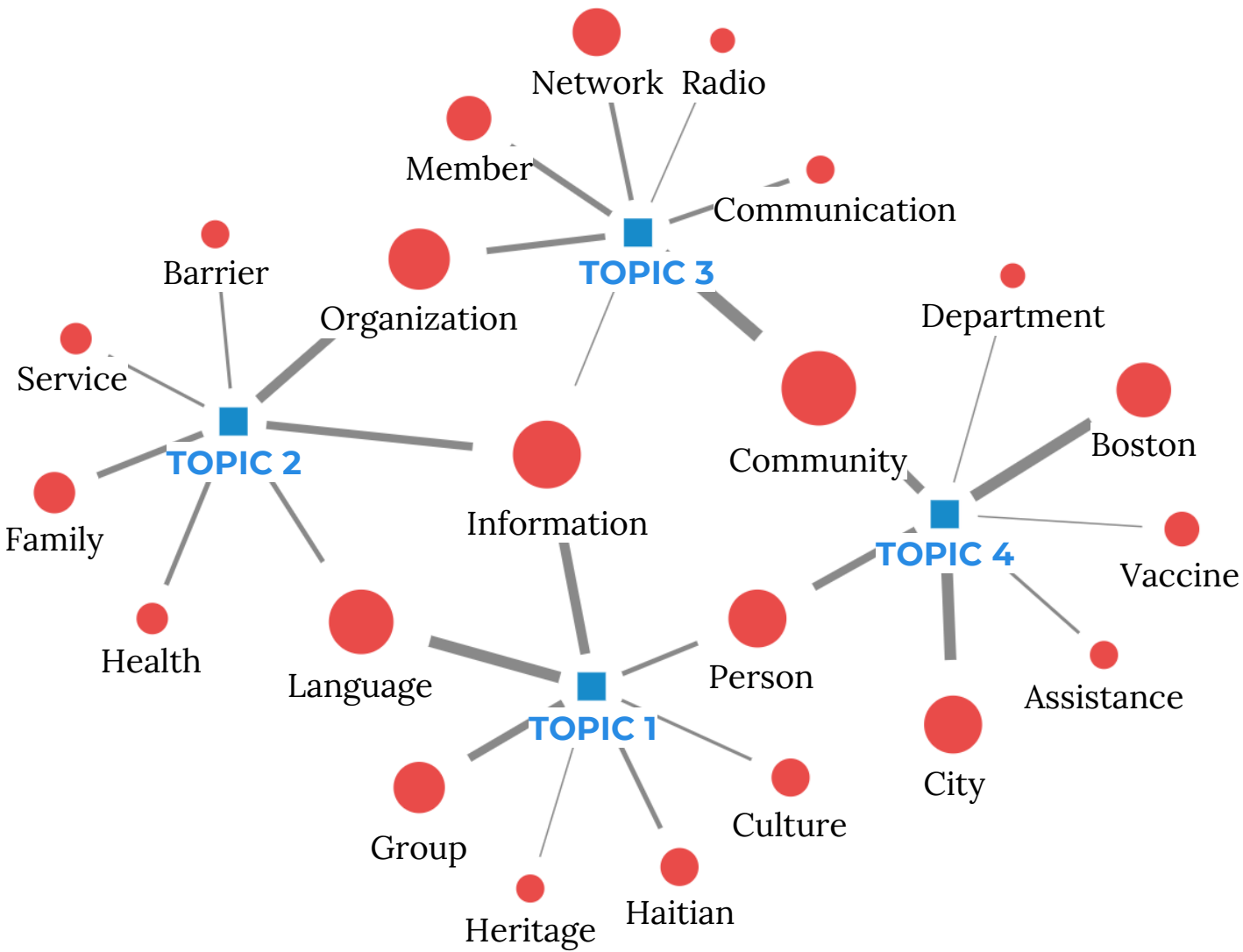
TOPIC MODEL

- Keyword node
- Frequency
- Link
- Weight

Network Radio
Member
Communication
Barrier
Organization
TOPIC 3
Service
Department
TOPIC 2
Community
Boston
Family
Information
TOPIC 4
Health
Vaccine
Language
Person
TOPIC 1
Assistance
Group
City
Culture
Heritage
Haitian

SURVEY WITH COMMUNITY MEMBERS

Part 1. About you

Q1. Please select your age group.

Legend:
- Under18
- 18-24
- 25-34
- 35-44
- 45-64
- 65 or above

Pie chart values: 40% (45-64, purple), 20% (65 or above, blue), 20% (18-24, red), 20% (35-44, green)
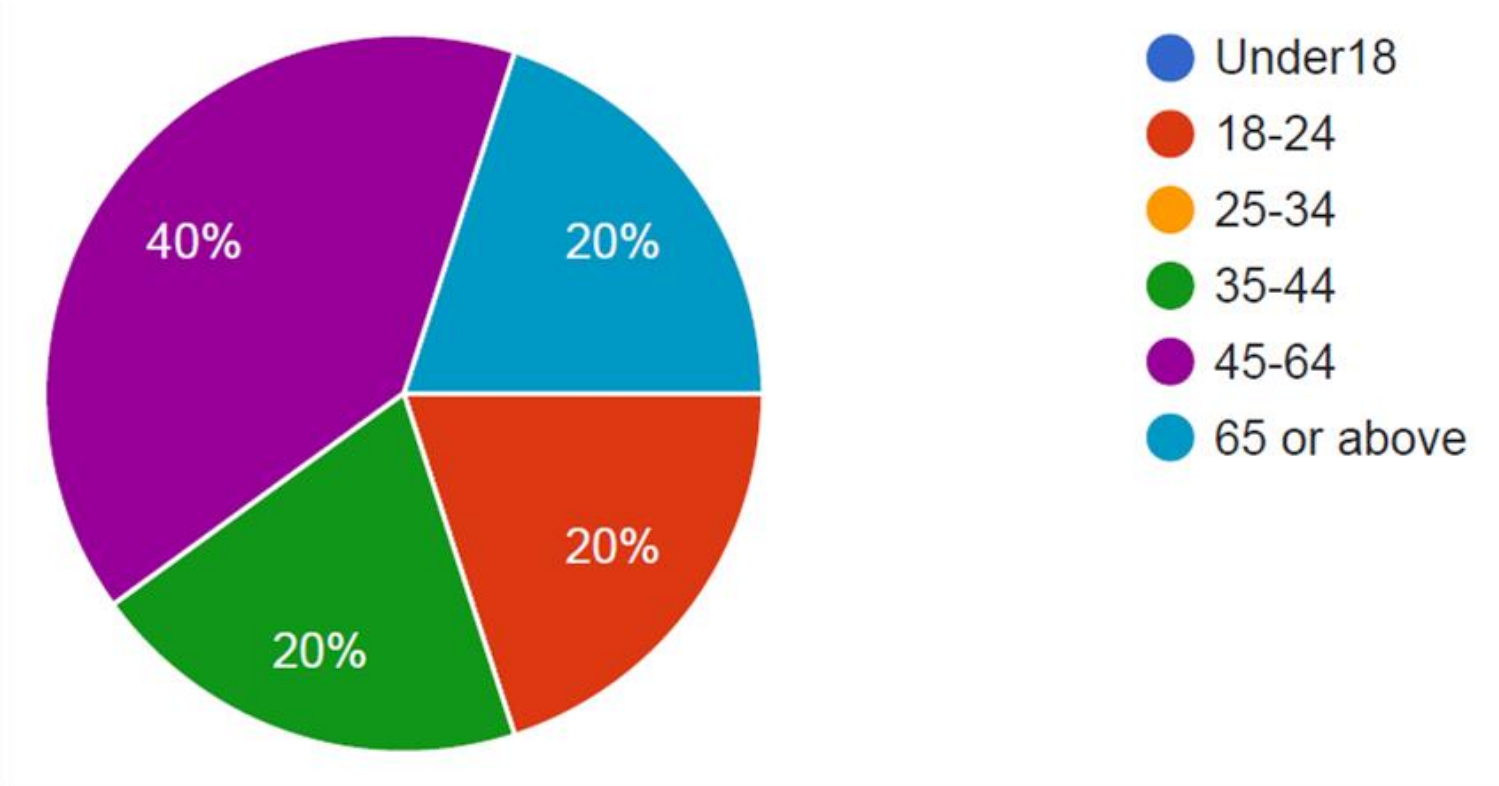
SURVEY WITH COMMUNITY MEMBERS

Part 1. About you

Q2. What is your nativity status / the total length of residence in the United States?

100%
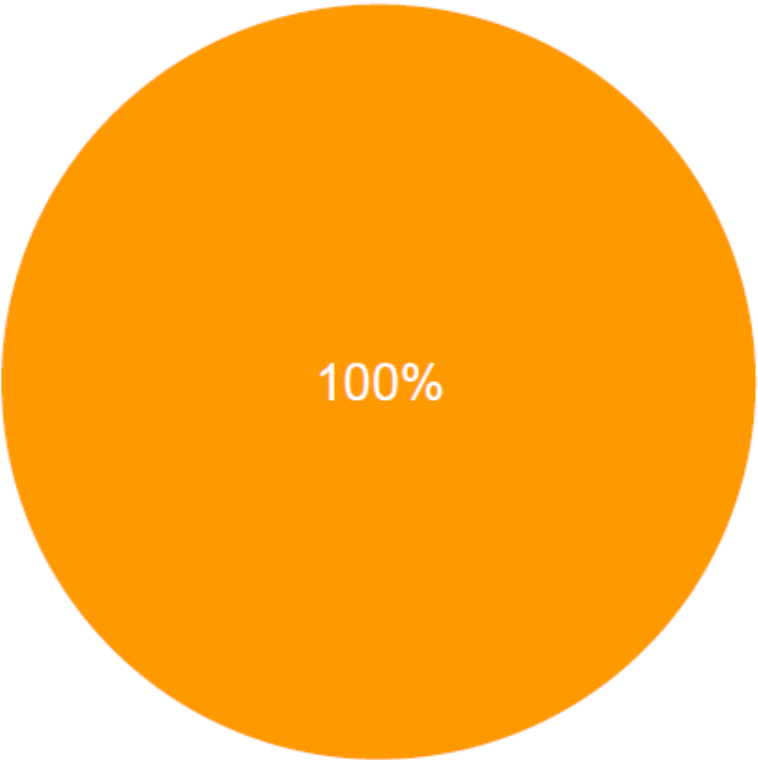
● Foreign-born / 0-4 years
● Foreign-born / 5-10 years
● Foreign-born / 11 years or above
● Native-born

SURVEY WITH COMMUNITY MEMBERS

Part 1. About you

Q3. How long have you been living in the City of Boston?

🔵 0-4 years
🔴 5-10 years
🟠 11 years or above

100%
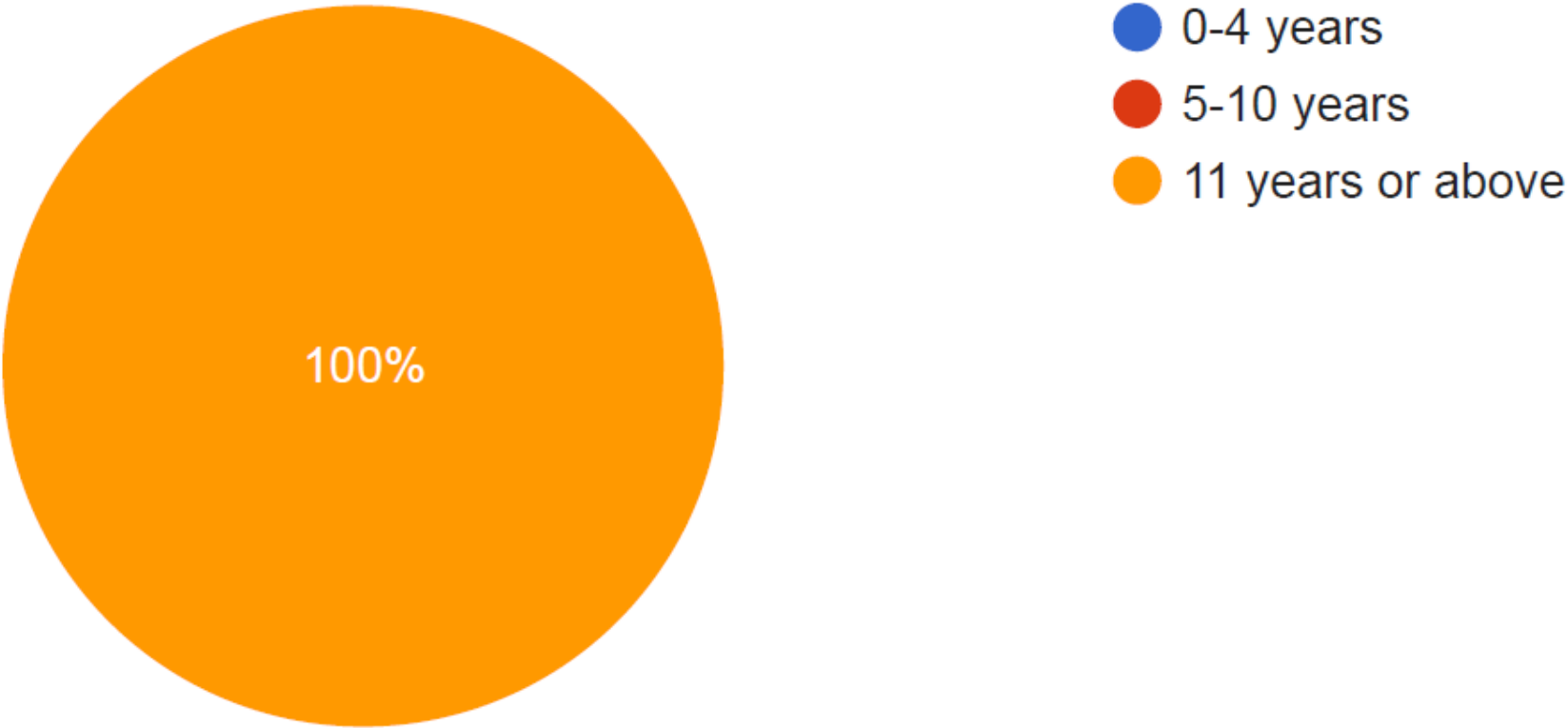
SURVEY WITH COMMUNITY MEMBERS

Part 1. About you

Q4. Which of the following best describes your English proficiency?

Legend:
- Speaks English only
- Very well
- Well
- Not well
- Not at all
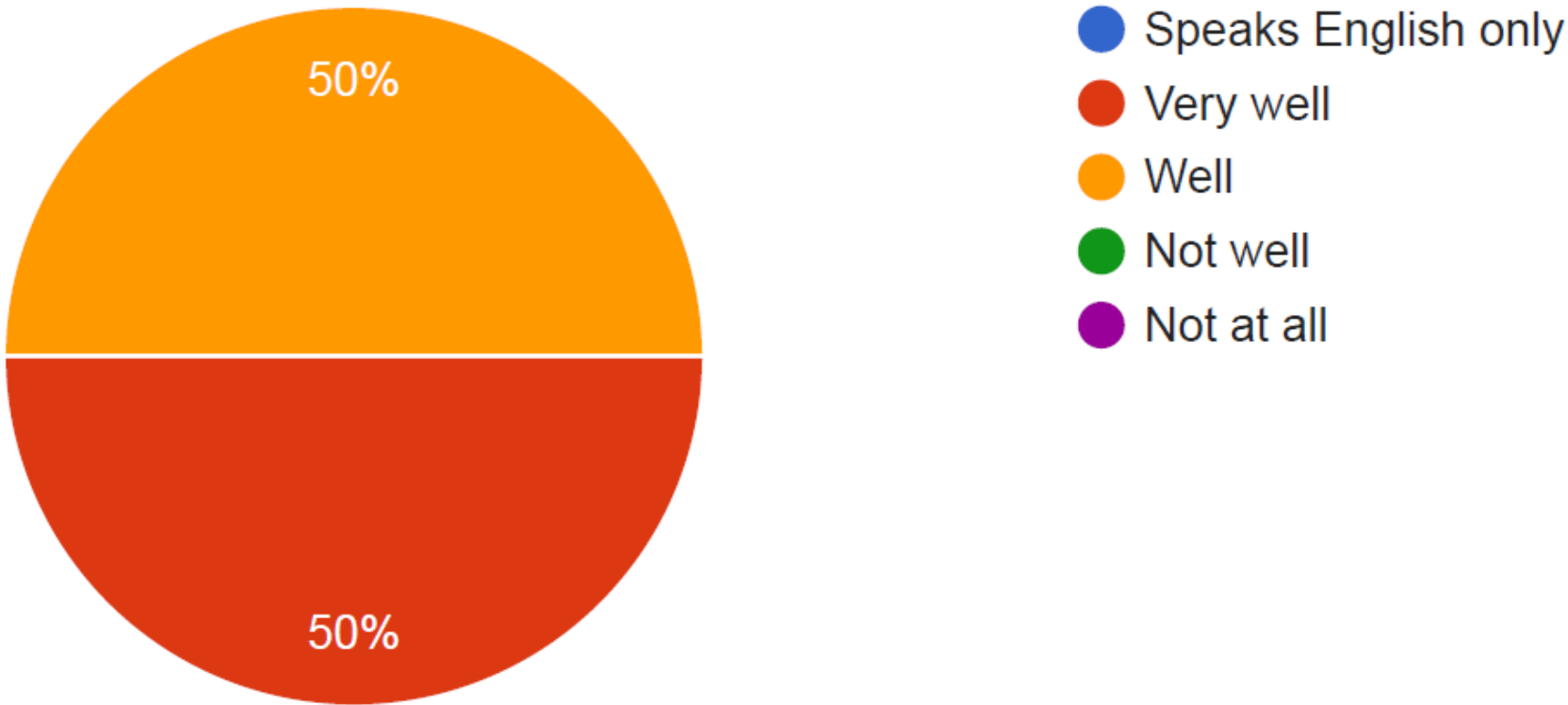
SURVEY WITH COMMUNITY MEMBERS

Part 1. About you

Q5. What do you think is the most important thing about your life as an immigrant community member?

- 🔵 To put down roots in the new home
- 🔴 To regain social network and sense of belonging
- 🟠 To experience integration and freedom
- 🟢 To cultivate a sense of new identity as transnational
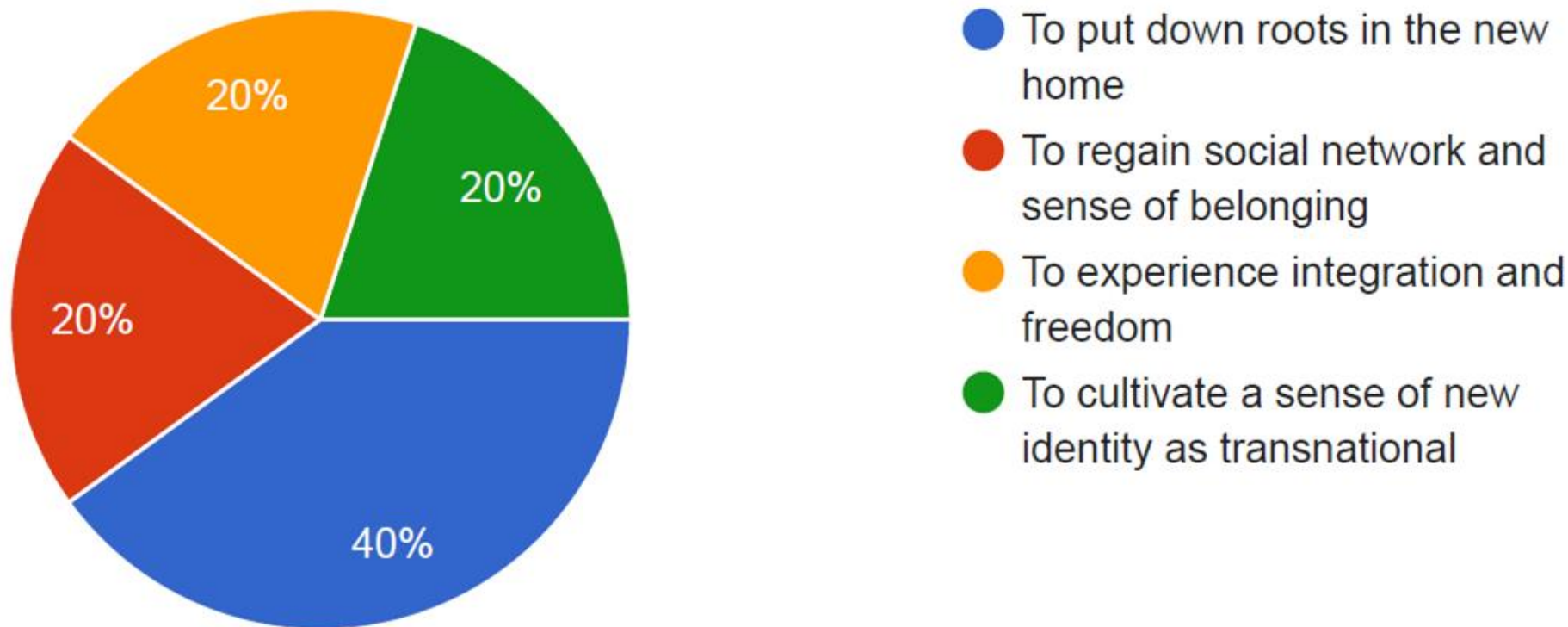
SURVEY WITH COMMUNITY MEMBERS

Part 2. What is the information you need the most?

Q6. What were the top 3 information types that you needed most in your early days of immigration?
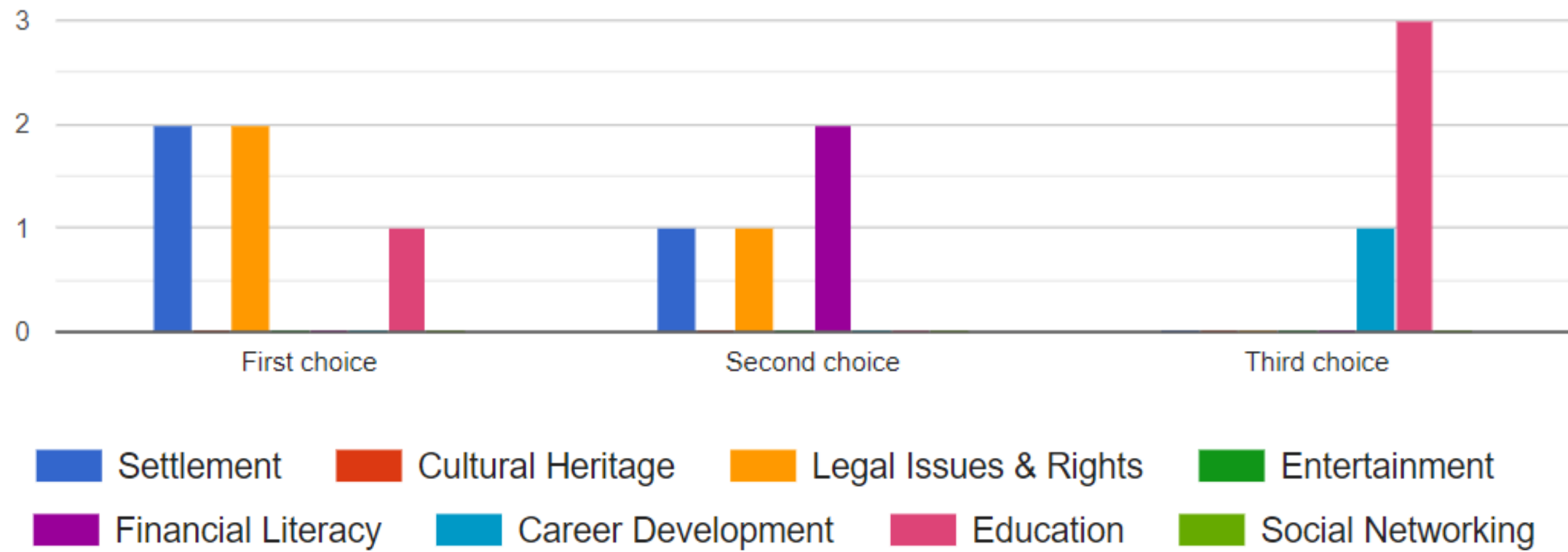
SURVEY WITH COMMUNITY MEMBERS

Part 2. What is the information you need the most?

Q7. What are the top 3 information types that have been most important to your daily life after a longer establishment?
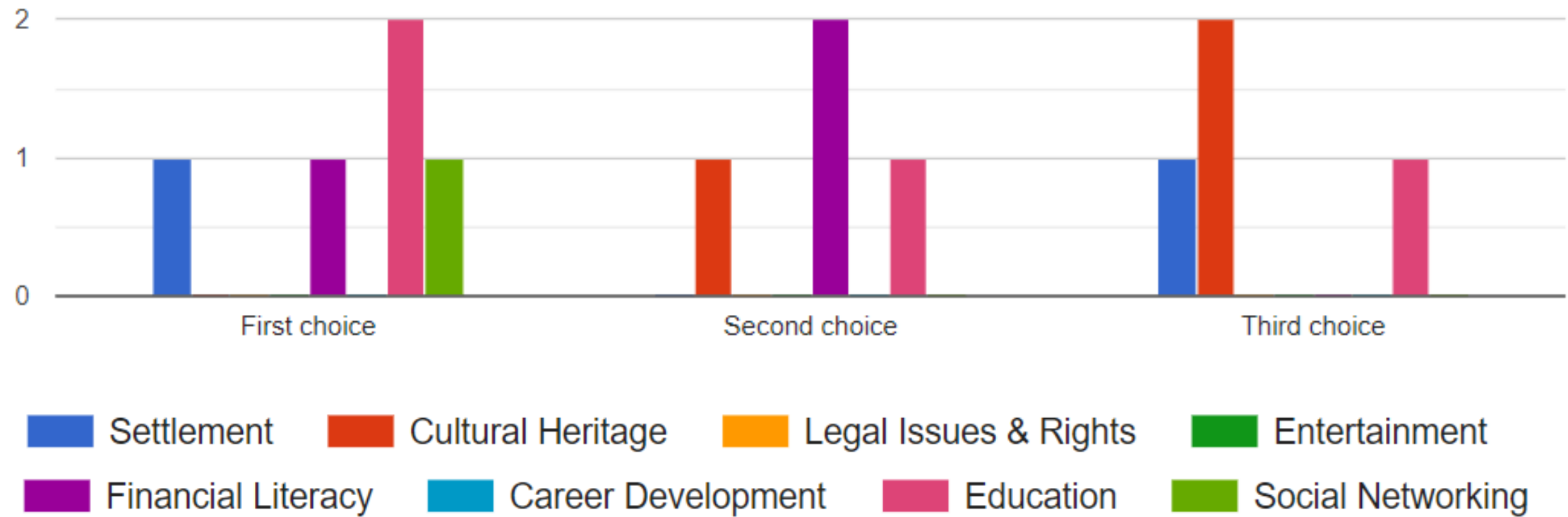
SURVEY WITH COMMUNITY MEMBERS

Part 3. How do you find, learn, and share the information?

Q8. What are the difficulties in finding the information for the longer-establishment (Question 7)?

|	Strongly Disagree (-2 pt)	Disagree (-1 pt)	Neutral (0 pt)	Agree (1 pt)	Strongly Agree (2 pt)	No opinion (0 pt)	Score	Rank
It is difficult to know which information sources/providers are reliable.	0	0	0	3	2	0	7	1
It is difficult to fully understand the information because it is provided only in English.	0	1	1	1	2	0	4	2
It is difficult to communicate with information providers due to problems other than language. (e.g., disclosure of personal information, legal immigration status)	0	1	2	0	2	0	3	3
It is difficult to find online information because I am not used to using smart devices.	1	0	2	0	2	0	2	4
It is difficult to identify which information is accurate and official. (e.g., identifying false information, identifying policy updates, etc.)	1	0	1	3	0	0	1	5
It is difficult to find online information because the internet connection environment is not stable.	1	0	3	1	0	0	-1	6
There is too little or no information.	1	1	1	1	0	1	-2	7
I don't know where I can find the information I need.	2	1	1	1	0	0	-4	8

SURVEY WITH COMMUNITY MEMBERS

Part 3. How do you find, learn, and share the information?

Q9. Which of the following information sources would you use to access and learn about the information for longer-establishment? (Please check all that apply)

Source	Value
Flyers/leaflets	3 (60%)
Podcast	1 (20%)
Web search (e.g., Google search, blog post)	4 (80%)
Public social media (e.g., Facebook public group)	4 (80%)
Private social media (e.g., WhatsApp group)	2 (40%)
Personal networks (e.g., Family and relatives, friends, acquaintances)	1 (20%)
English-speaking Mass Media (e.g., Newspaper, radio, TV program)	2 (40%)
Haitian Creole-speaking Media (e.g., Newspaper, local radio, TV program)	4 (80%)
Community/NGO with cultural association (e.g., Religious group)	1 (20%)
Community/NGO with ethnic association (e.g., Native-language-speaking online communities)	1 (20%)
Community/NGO with local association (e.g., Local NGO in your neighborhood)	0 (0%)
Public locations (e.g., Public library, Community center)	1 (20%)
Federal government	0 (0%)
State government	0 (0%)
Local government (City of Boston) (e.g., Website, Phone call, Newsletter)	4 (80%)
Professionals services (e.g., Lawyers for legal issues)	2 (40%)
Other	1 (20%)

SURVEY WITH COMMUNITY MEMBERS

Part 3. How do you find, learn, and share the information?

Q10. What are the criteria for selecting the information channels above?

SURVEY WITH COMMUNITY MEMBERS

Part 3. How do you find, learn, and share the information?

Q11. Which of the following best describes your most common information activities within your immigrant community?
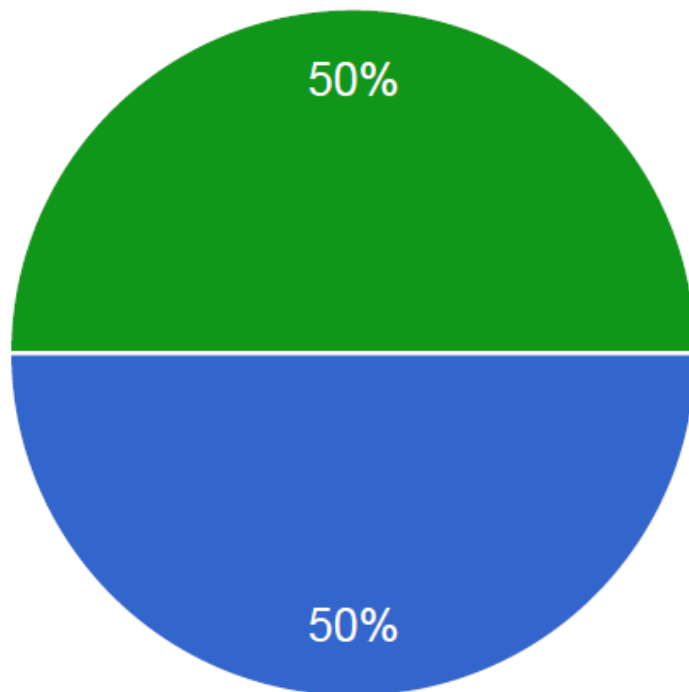
- 🔵 I browse the information posted by others in the community.
- 🔴 I ask for the information I need or ask questions to others in the community.
- 🟠 I share the information posted by others in the community with my other communities.
- 🟢 I share information from outside the community to the community.
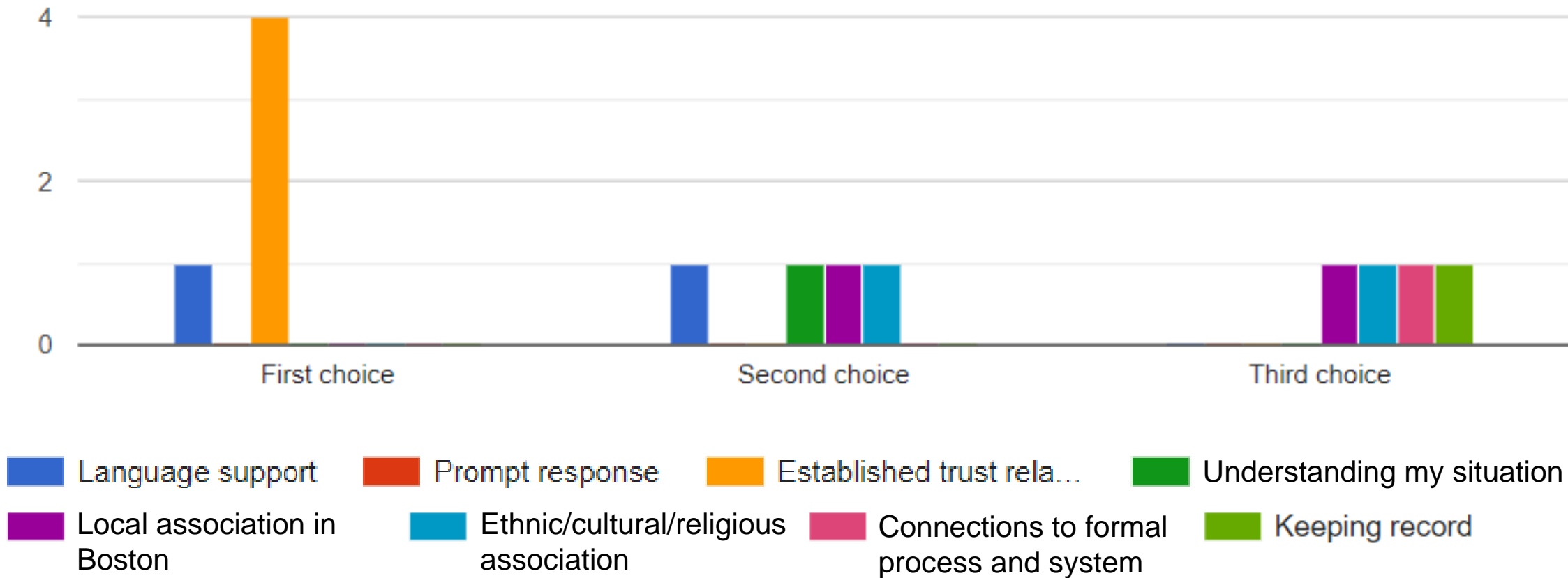- 🟣 I share information outside the community and request responses from the community.

SURVEY WITH COMMUNITY MEMBERS

Part 3. How do you find, learn, and share the information?

Q12. What are your favorite communication channels when you are searching or asking for help about the information for longer-establishment from your immigrant community? (Please check all that apply)
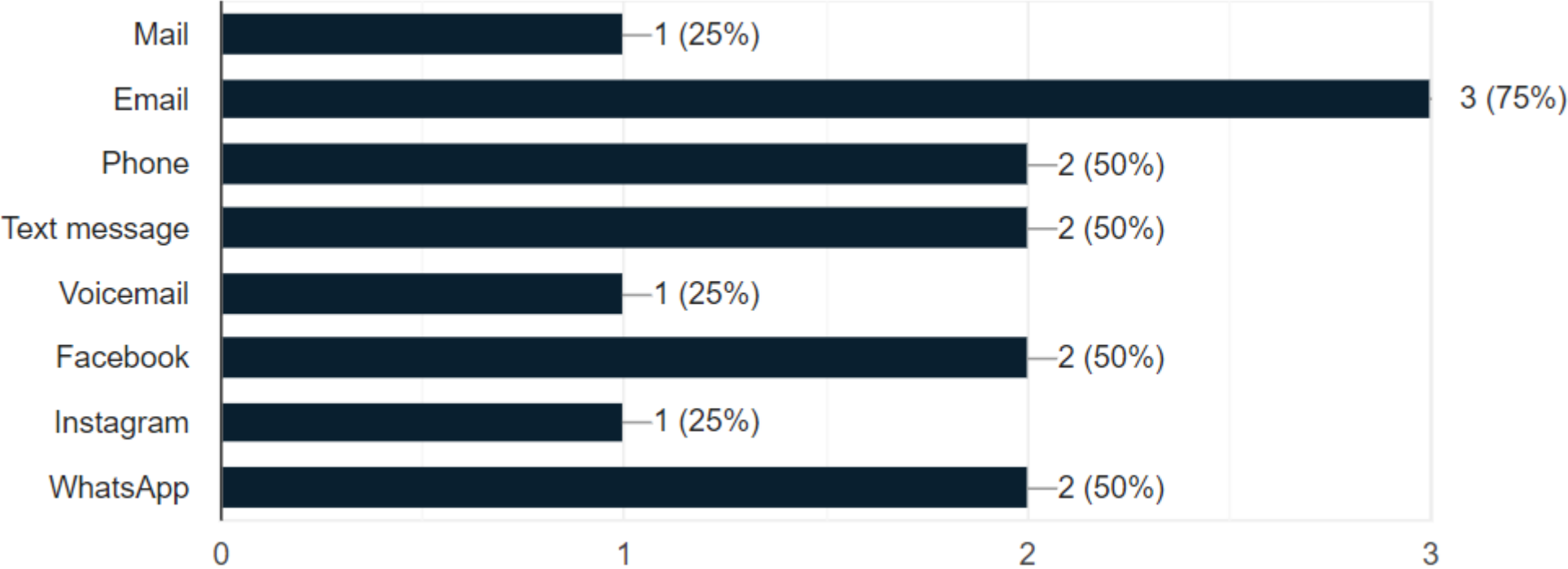
SURVEY WITH COMMUNITY MEMBERS

Part 4. How do you think the City of Boston can do better for you to connect the information you need?

Q13. Have you used information access support from the City of Boston? To what extent were they helpful?

	Not at all useful (-2 pt)	Not useful (-1 pt)	Neutral (0 pt)	Useful (1 pt)	Very useful (2 pt)	No opinion (0 pt)	Score	Rank
Website (boston.gov)	0	0	1	1	3	0	7	1
Newsletters	1	0	1	2	1	0	2	2
Respond/reply to the City of Boston's social media post	0	1	1	1	1	1	2	2
In-person visit	1	0	1	2	1	0	2	2
Phone call to city department/city official	1	0	1	1	1	1	1	5
Send a message to the City of Boston's social media account	0	2	1	0	0	2	-2	6
Email to city department/city official	1	1	2	1	0	0	-2	6

SURVEY WITH COMMUNITY MEMBERS

Part 4. How do you think the City of Boston can do better for you to connect the information you need?

Q14. What would do you think the City of Boston should prioritize to improve for you and your community's information access?
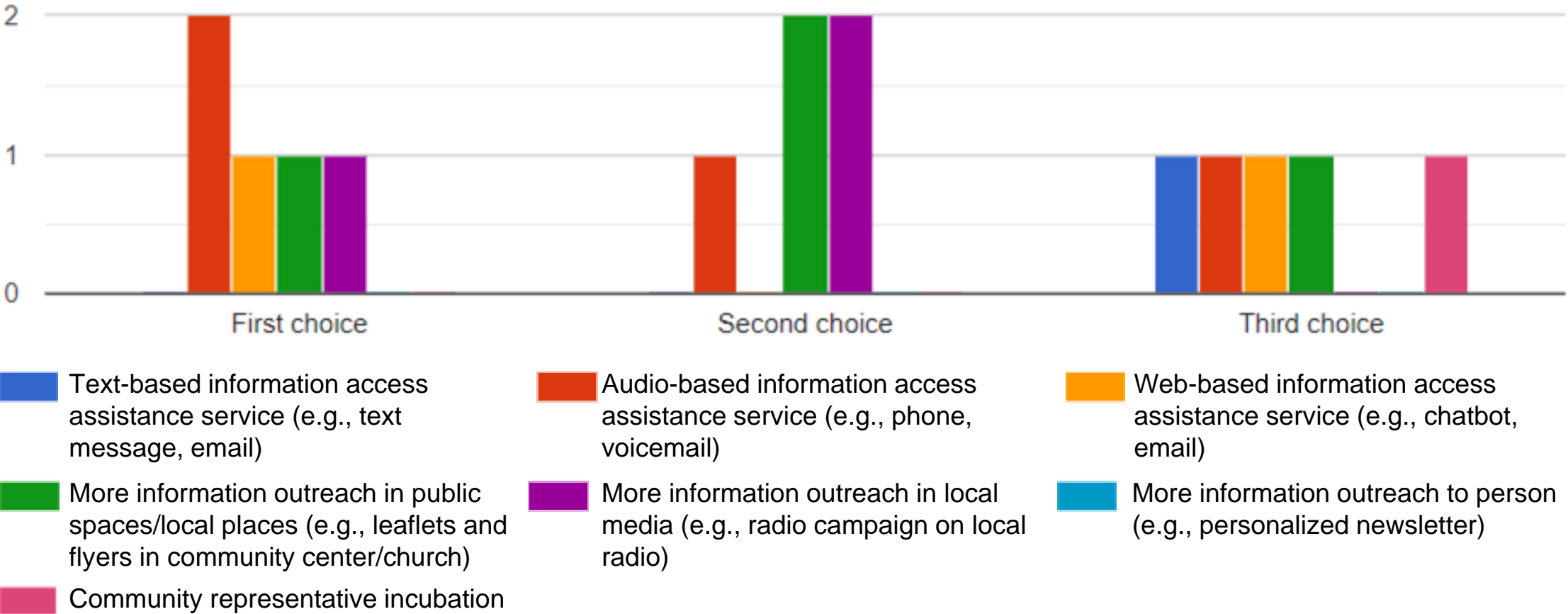
IDEA SEEDS

IDEA SEEDS

Refine and update community resource directory (1/2)

B

UPDATE COMMUNITY RESOURCE DIRECTORY AND REFINE FILTERING & SEARCH FUNCTION

Although the directory is outdated, it is still promoted from the MOIA's webpage and has lots of content. Refining the current directory can be a great way to provide an information hub and curated organization list.

MOIA WEBPAGE

Search the Community Resource Directory

COMMUNITY RESOURCE DIRECTORY

Community Resource Directory - Organization Details

Missionary Association Of Haitian Inc

ADDRESS	322 centre Street	**PHONE** 617-361-3364
CITY	J P Boston	**FAX**
STATE	MA	**WEBSI**...MAHC/COGICFACEBROOK
ZIP	02130	
HOURS	2:00 to 5:00 pm	...main03@yahoo.com ...hael Germain

OUTDATED

	n/a
	n/a
STAFF	French,English

SERVICES PROVIDED	
ADULT EDUCATION	ESL
AFTERSCHOOL / CHILDCARE	N/A
LEGAL SERVICES	TPS Immigration
HEALTH / SOCIAL SERVICES	N/A
POLICY ADVOCACY	Domestic Violence
OTHER / NO DIRECT SERVICES	N/A
FEES	

https://www.cityofboston.gov/newbostonians/directory/

DEPARTMENT HEAD   **CITY OF BOSTON**

IDEA SEEDS

Refine and update community resource directory (2/2)

B

UPDATE COMMUNITY RESOURCE DIRECTORY AND REFINE FILTERING & SEARCH FUNCTION

For example, the current organization details already has address and service information. These details can be used for filtering information (advanced search) by location and by service.

ORGANIZATION DETAILS

Community Resource Directory - Organization Details

Missionary Association Of Haitian Inc

ADDRESS	322 centre Street	PHONE	617-361-3364
CITY	J P Boston	FAX	
STATE			
ZIP			

SERVICES PROVIDED

ADULT EDUCATION	ESL
AFTERSCHOOL / CHILDCARE	N/A
LEGAL SERVICES	TPS Immigration
HEALTH / SOCIAL SERVICES	N/A
POLICY ADVOCACY	Domestic Violence
OTHER / NO DIRECT SERVICES	N/A
FEES	

IDEA SEEDS

Partnering with local ethnic media/public spaces

PARTNERING WITH LOCAL MEDIA TO HOLD REGULAR INFO SESSION

An immigrant community member may be reluctant to ask for help directly from city officials or community organizations due to personal reasons. Partnering with local media or places (e.g., churches) can be helpful to expand information outreach to where they are.

e.g.,
a regular program that supports their native language and anonymous & live Q&A session

IDEA SEEDS

Curated Newsletter

B

USER-CENTERED NEWSLETTER SUBSCRIPTION

"I am a newcomer, woman, looking for career opportunities and ELS class..."

COMMUNITY SUPPORT

THE FUNDING U
Sign up for funding and announcement

See a sample

SUBSCRIBE

IMMIGRANT ADV
Sign up for news an Boston's immigrant

See a sample

SUBSCRIBE

DISABIL
Sign up fo to the dis

See a sa

WOMEN'S ADVA
Sign up for news an important to wome

See a sample

SUBSCRIBE

YOUTH ENGAGE EMPLOYMENT
Sign up to find out youth and teens in Boston.

See a sample

COMMU
Sign up to Commun opportun Boston.

See a sa

https://newsletters.boston.gov/subscribe

Sign up to receive updates from the

One curated newsletter