



Report 2020



The University of Manchester

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**What are the factors which influence language
choice within Latin American facebook
communities in Manchester?**

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1 Introduction

Our study aims to evaluate the factors influencing language choice in Latin American Facebook communities in Manchester, using a combination of qualitative and quantitative research methods. Previous literature states that an individual's language choice is influenced by genre (Androutsopoulos, 2013, p.201) and the internet is dominated by English. Danet and Herring (2007) suggested that this is due to language imperialism as the online presence of English mirrors its offline usage as a global lingua franca (Crystal, 1997, 2003). Danet and Herring also explained that a person can belong to more than one speech community (2007, p.7) therefore the presence of English in this report may be a reflection of their identity as a Manchester resident.

Our original plan was to collect 100 of the most recent posts from each Facebook group and categorise them into topic, language(s), media form and nationality of author. Our collection and analysis exceeded our expected time frame, therefore we decided to analyse 50 posts instead of 100 per group. This was a large enough number to collect a representative data sample while maintaining time-efficiency. We also chose not to note the author's nationality as evidence collected from their Facebook profile is not reliable. Many users also have private accounts which prevented us from viewing personal information. Instead, we decided to focus on the frequency of posts by authors to see if users consistently use the same language, media form and topic. We decided not to message frequent posters as the questions we planned to ask were already in the survey.

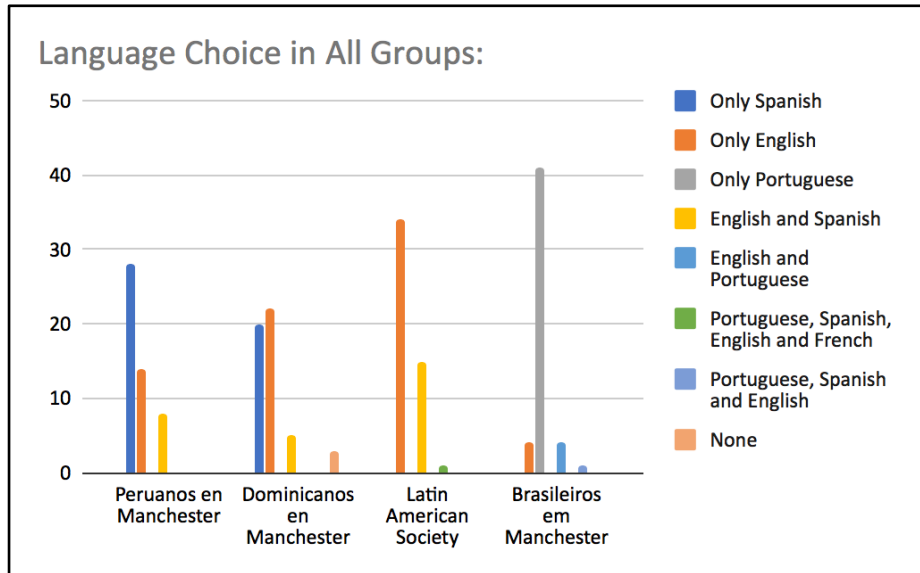
Before posting our survey regarding language choice, we created our own Facebook profile and used this to post in the groups. We encountered difficulties in this aspect of our research, as we required approval from the group administrators to become a member. Our request was approved by all groups except *Brasileiros em Manchester*, therefore the survey was only posted in the three groups that allowed our membership. We only received 7 responses; these answers are not representative of all four groups and therefore we will only be using this data to support our other findings.

A document was created for each Facebook group in which we catalogued the text and images each post contained. We have numbered each post and will refer to them throughout this report. Referenced posts and the data we collected can be found in the appendix.

2 Data

Language usage

Figure 1:



Language choice within the 4 groups varies greatly, as shown in Figure 1. In *Dominicanos en Manchester*, Spanish and English were the two most used languages, with 20 posts being in Spanish and 22 in English. *Peruanos en Manchester* also had Spanish and English as the dominant languages but with double the number of posts in Spanish than in English (28 posts and 14 posts respectively).

Portuguese was the most used language in *Brasileiros em Manchester*, representing 41 of the 50 posts analysed. One of the posts was actually composed of a combination of Portuguese, Spanish and English. Interestingly, 34 out of 50 posts in the *Latin American Society's* page were written exclusively in English, with 15 being a combination of English and Spanish, and only one written in a combination of English, Spanish, Portuguese and French. There are no posts written exclusively in Spanish or any other Latin American language shared on the page; all posts involve the use of English.

Out of the four groups, *Peruanos en Manchester* had the most posts (28) that were written only in Spanish. In fact, this group was the only group in which Spanish was the most used language. The *Latin American Society* uses the most English of all the groups studied.

Frequency of posts

In *Peruanos en Manchester*, the 50 posts analysed were written by 13 Facebook users, hence this group had several frequent posters. As shown in 2C, four users make up over three-quarters of the posts analysed and discuss the same topic in each post. User ML consistently advertises beauty products in the group and ME and JL post about news and politics. Other users only posted once during our observational period. Similarly, in *Dominicanos en Manchester*, 16 posts were written by the same user, HGK, as seen in 2A. Politics is consistently the topic of all HGK'S posts.

This is a stark contrast to *Brasileiros em Manchester* where there were no frequent posters, as seen in 2B. *Latin American Society* does not contain posts from members of the group, only from the page account itself.

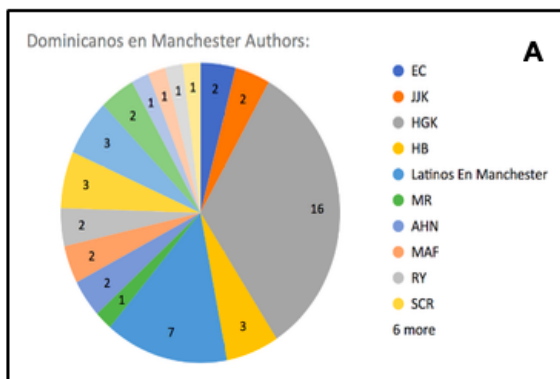
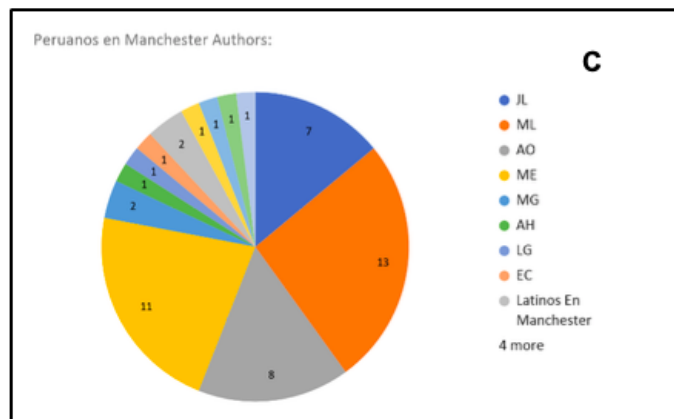


Figure 2. Number of Post Authors. The identity of independent post authors for *the Dominicanos en Manchester* (A), *Brasileiros em Manchester* (B) and *Peruanos en Manchester* (C) across the studied posts (50 per group) were determined, as well as the number of posts per author. The *Latin American Society* does not contain posts from members.



Post topic

As shown in Figure 5, 29 of *Latin American Society*'s posts are predominantly focused on sharing events and 12 posts are centered on 'political/news-sharing' content.

The most common topic in *Peruanos en Manchester* was 'political/news sharing', with 21 posts, closely followed by 'advertising' which had 15 posts as shown in Figure 8. The remaining posts were scattered across topics including 'language classes', 'entertainment' and 'religion'. Likewise, in *Dominicanos en Manchester*, 'advertising' was the most common topic with 21 posts, followed by 'political/news sharing' with 17 posts (shown in Figure 6).

Within *Brasileiros em Manchester*, the topic of the posts were mostly 'advertising' and 'asking for help' (shown in Figure 7). 'Advertising' represented 23 of the posts, 'asking for help' represented 20, and 'language classes' and 'entertainment' represented 3 posts each.

Figure 3

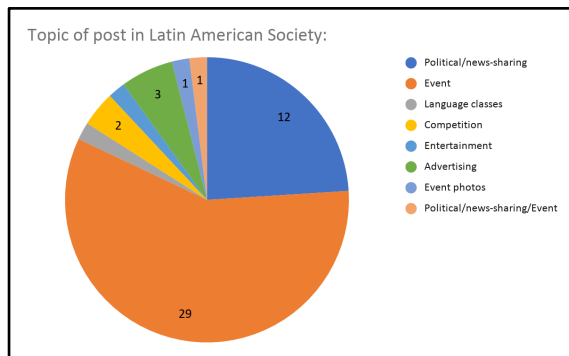


Figure 4

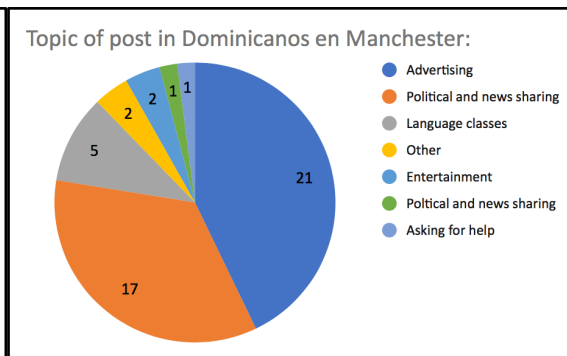


Figure 5

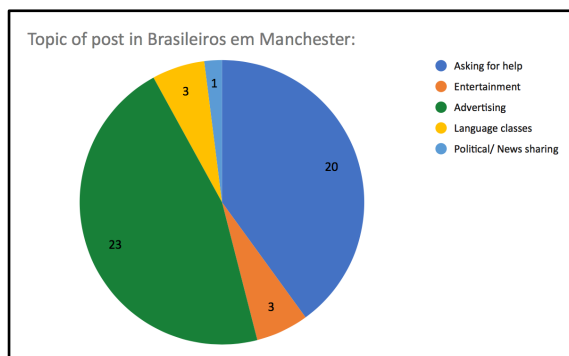
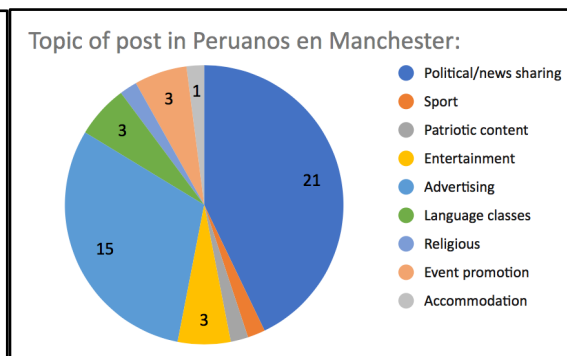


Figure 6



3 Discussion

Influence of topic on language choice

There is a clear correlation between topic and language used across all four groups, reflecting Androutsopoulos' suggestion that multilingual practices are shaped by genre (p.201, 2013). In *Peruanos en Manchester* and *Dominicanos en Manchester*, 'political/news sharing' posts are mainly written in Spanish, and 'advertising' posts in English. In general, most posts in *Latin American Society* are in English. Advertising is a prominent topic across all groups, and most advertisers are businesses based in Manchester, thus, knowledge of English is presumed by the advertisers. This may explain why in *Peruanos en Manchester* and *Dominicanos en Manchester*, most advertising posts are written in English (Figures 9 and 10 in appendix). English may be acting as a lingua franca amongst the users; a language which is more likely to be understood by a wider range of group members, due to their shared location of Manchester. Alternatively, English may have been chosen subconsciously, mirroring the offline experiences of these Facebook users being residents of an English-dominated city.

While other groups contain a significant number of 'advertising' posts, 'advertising' only accounts for 3 of the 50 posts in the *Latin American Society* page (refer to Figure 3). In other groups, where membership is limited to those of Latin American descent, it is understandable for posts relating to advertisement to be in Latin American languages, providing linguistically-targeted opportunities and business. This demonstrates the strong sense of community within the groups, by offering services to those who are perhaps not English speakers, and who find it difficult to encounter opportunities outside of the group. Since the *Latin American Society's* posts are less opportunity-orientated, the acceptance of non-Latin American members can be explained by the group's aim of sharing news amongst people who have an interest in Latin American culture.

There may be other reasons to explain the link between language choice and topic. For example, *Peruanos en Manchester* had a large number of posts shared from outside sources (Figure 7). Every 'political/news sharing' post was shared from an outside source and every post under this topic contained Spanish (Figure 8). There were no articles posted in the group that were from an English source or had a caption in English, so it could be inferred that 'political/news sharing' posters believe that articles about their home country are more reliable from a Latin-American source. When users comment on or engage with the political post, they do so in the same language that the original post is in; users may be subconsciously mirroring the language they are interacting with when captioning or commenting.

This can be seen in post P1 where the user shares an article from a Latin American source with a Spanish article title and chooses to caption it in Spanish. Across all four groups, it is rare to find a shared article about the country in one language and its caption in another.

Peruanos en Manchester: P1

Caption: Es totalmente injusto!!!

Article title: Peruanos tendrán que pedir autorización para viajar a países europeos del espacio Schenge

This could explain the pattern between language choice and topic as users writing about politics or news do so by sharing content already written in Spanish; the language choice was not made by themselves but by an outside source. However, the engagement by users when captioning or commenting on these posts suggests that they are choosing to use Spanish when discussing a particular topic: politics and news concerning their home country.

Peruanos en Manchester and *Dominicanos en Manchester* appear to be used as an information network, in which members share content from other sources in order to preserve their national identity and culture. Thereby cultivating a shared identity outside of their home country whilst concurrently creating a new civic identity. This notion is present in our survey results (refer to appendix), where one of the most frequently selected responses as to why users had joined their Facebook groups was to 'reconnect with their culture'. Therefore, when discussing issues deeply connected to Peru and the Dominican Republic, users choose to use Spanish in order to advance this reconnection to their heritage.

In addition, there is a notable difference in language choice for posts with 'political/news-sharing' purposes between the *Latin American Society* and the other groups studied. In the other groups, political posts are predominantly written in Latin American languages such as Spanish and Portuguese, as opposed to English. However, in the *Latin American Society*, the opposite is true. 12 of the 13 posts with a political topic are written exclusively in English, with the remaining one using a combination of English and Spanish. This observation can be explained by one of the goals of the page to teach English students about Latin American culture; posts detailing current affairs in Latin American countries are written in English, so that the content is accessible to English students, and thus a wider awareness is raised about political issues. This solidifies a sense of community within the group between Latin American and English members.

The apparent correlation between topic and language is explained by Danet and Herring as a hybridisation of cultural context and identity (2007). A heritage language may be used to discuss personal issues related to these countries, but when advertising products or services based in Manchester, the language used in their new civic surroundings is chosen. We can combine this with Fishman's theory (1965) of interaction domains, as explained by Matras (2009), to highlight how a post's topic can be perceived as the most significant factor when choosing a language in which to write.

Inclusive versus exclusive online communities

Both *Brasileiros em Manchester* and *Latin American Society* had one prominent language; Portuguese and English respectively. This reinforces the community-building role these groups play for their members.

As a public page, anyone can join *Latin American Society* and interact within the online community, with the dominating use of English ensuring that the posts are able to reach a wider audience. Comparatively, *Brasileiros em Manchester* is a group which restricts membership in an ad hoc way. The questionnaire necessary to join the Facebook group is in Portuguese and it requires Portuguese answers. This provides a justification for the majority of posts being in Portuguese, promoting a sense of exclusivity within the group and preventing non-lusophones from joining.

The exclusivity of this group denies membership to non-Portuguese speakers whilst forging a strong Latin American community for those that are members. The majority of posts within *Brasileiros em Manchester* revolve around strengthening a community overseas. As shown in Figure 1, 41 out of the 50 posts analysed are in Portuguese, limiting the scope of who can engage with the content to lusophones. A significant proportion of posts (20) were 'asking for help' (Figure 5), reiterating our predictions of Facebook groups being used to forge communities. The strict linguistic standards of the group ensures that all members will be Brazilian and part of a community which the group intends to nurture. Judging by the amount of unique posters (refer to Figure 2B), we can deduce that members have an active role within the community. Conversely, the members of the *Latin American Society* have a passive role, as they do not determine the topics which will be discussed.

Astudillo-Jones's paper (2016) explores the notion that Latin American culture, which was previously viewed by Western society as a symbol of their fears and desires, is beginning to be recognised as an 'equally formative part of their [non-Latin American] conscious identity that completes their sense of self' (2016, p.4). This mutual recognition impacts language choice in Latin American communities online, as found in the *Latin American Society* Facebook page, implying this page's inclusivity. Within *Brasileiros em Manchester*, the opposite is the case, as we converge towards the formation of ingroups and outgroups (Giles, Leets & Coupland, 1990). The pattern of language choice observed corroborates the existence of ingroups and outgroups in multilingual environments.

Through analysing the collected data, we discovered a post which included Portuguese, English and Spanish (Post B1, found in the appendix); written in Portuguese, containing Spanish punctuation and with an image with English text. The post was an advertisement for English language classes, posted by a Facebook profile from Manchester and associated with the management of the language school. Although we cannot rely entirely on information from Facebook profiles, this user's attempt to captivate a wider audience can be inferred. An audience of non-lusophones as well as lusophones. Interestingly, an almost identical post was made in the *Dominicanos en Manchester* group, using the same image but using Spanish in the written text (Post D1, found in appendix). Arguably, the posting of exactly the same content in different languages is symbolic of the inclusivity of both groups; choosing to convey the information in the heritage languages of the respective groups. This multilingual post therefore reiterates the notion of community on these Facebook pages, emphasising a level of inter-group support between members, sharing a national identity, as well as sharing a new civic identity in Manchester.

As shown in Figure 1, the *Latin American Society* uses the most English of all the groups studied despite most members being Latin American students at the University of Manchester. The page appears to be used as a way to forge a Latin American community within the University and wider Manchester, as well as celebrating Latin American culture in an inclusive way. The 'About' section of the group's page describes itself as 'welcome to everyone with an interest in our culture,' a direct contrast to *Brasileiros em Manchester's* regulation of membership. One survey response (seen in appendix), from a member of the *Latin American Society*, claimed that English is the preferred language of the group because the intended audience is anyone interested in Latin American culture, therefore creating an inclusive atmosphere regardless of users' nationality. Many of these posts use a combination of Spanish and English (LA Soc 1,

2 & 3, found in the appendix), with English as an invitation to non-Spanish speakers. In these posts, Spanish words are often used to describe dance styles and cuisine. The original Spanish names create a sense of authenticity to the events, making them more attractive to potential attendees.

4 Conclusion

Language choice varies across the four Facebook groups studied depending on whether they support an inclusive or exclusive culture within their online community. As presented in our discussion, the groups *Peruanos en Manchester* and *Brasileiros em Manchester* use mainly Spanish and Portuguese. Centred around users' abilities to understand certain languages, these groups support a culture of exclusivity. This is likely due to the groups' purpose to forge a community overseas and reconnect with their culture in a foreign city. The dominance of English in *Dominicanos en Manchester* is symbolic of English being deemed the lingua franca of the Internet (Crystal, 2003), despite a shared native language of Spanish amongst the group members. Contrastingly, the *Latin American Society* uses mainly English in its posts, providing a much more inclusive environment for English speakers, which can be attributed to its alternative purpose of celebrating Latin American culture alongside non-Latin Americans.

Furthermore, post topics had a significant influence on language choice. In *Peruanos en Manchester*, *Brasileiros em Manchester* and *Dominicanos en Manchester*, posts sharing political news are mainly written in Spanish and Portuguese, demonstrating the exclusive nature of the group. The importance and complexity of political situations may be best explained in the native language of the groups' members, as opposed to an L2. The *Latin American Society's* political posts are predominantly in English, as English is the most suitable language to raise awareness of political issues amongst non-Latin Americans. This supports Androutsopoulos' (2013) claim that a post's topic will affect the language used, as well as confirming the importance of inclusive versus exclusive communities in determining language choice.

Overall, the findings on this report suggest that the purpose of a group and the topics of posts have the most influence on language choice. Users are forging supportive communities who share national and linguistic heritage, in a new and vibrant city, by utilising the medium of Facebook groups. In most cases, their language choice appears to be determined by whether or not their Facebook community wants to exclude non-Latin American members or not. Through this report we have provided vital research into an under-represented area of sociolinguistics, especially as written language is often overlooked in multilingualism research (Androutsopoulos, 2013, p.187). Future researchers may wish to explore this topic further by using more qualitative data from a bigger and more varied sample. A comparison of University Society Facebook pages may also be useful in order to see if other foreign communities in Manchester mirror *Latin American Society* with their language choices.

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6 Appendix

Figure 7

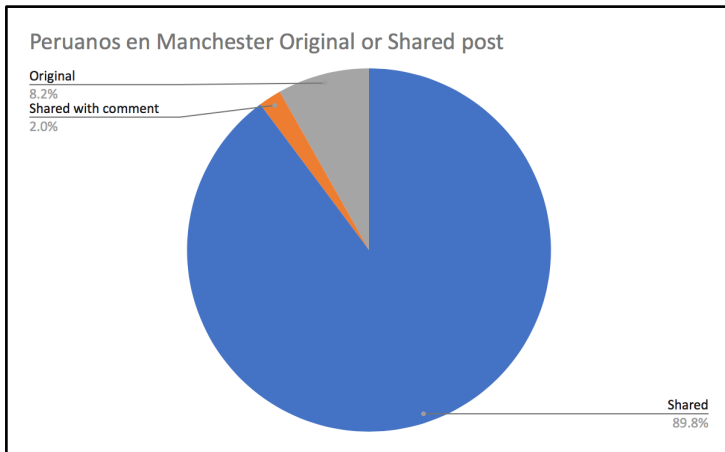


Figure 8

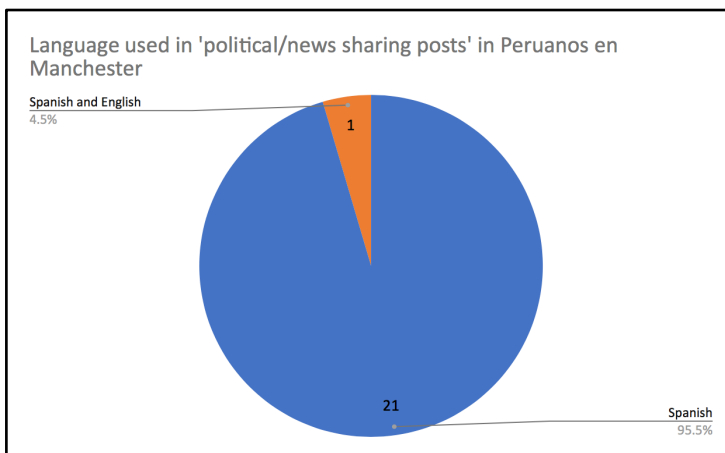


Figure 9

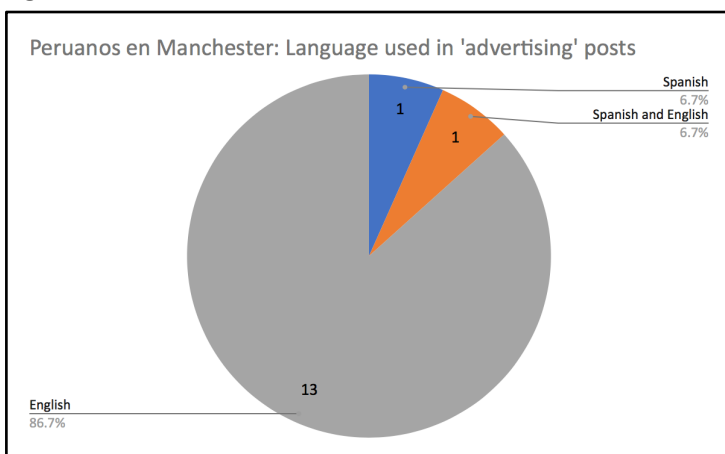
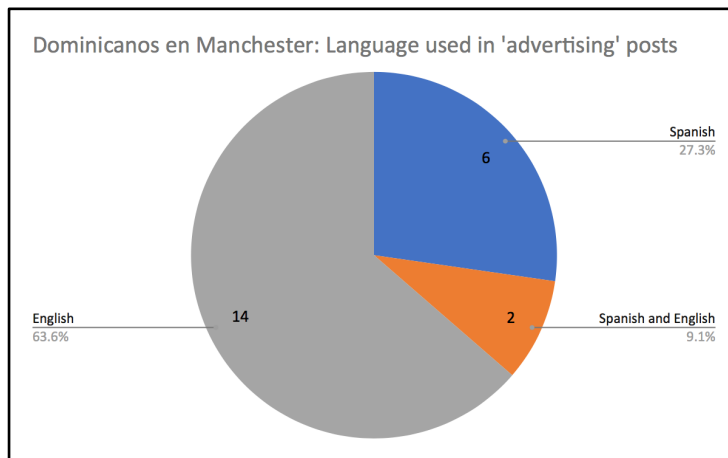


Figure 10



Peruanos en Manchester: P1

Caption: Es totalmente injusto!!!

Article title: Peruanos tendrán que pedir autorización para viajar a países europeos del espacio Schenge

Brasileiros em Manchester: Post B1

Oi pessoal! 😊

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Dominicanos en Manchester: Post D1

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Britannia English Academy Manchester tiene una oferta que podéis aprovechar por el mes de Noviembre:

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Latin American Society: LA Soc 1

facebook.com/events/2336278020020603/

This will be the menu for the upcoming Spiral Garden Café!!

Jump into The Old Abbey's backyard on Sunday 24 NOV and enjoy a unique evening. 🍷🍴🍷

Don't miss it! Get your tickets here: skiddle.com/e/13682322

SPIRAL GARDEN CAFE



MENÚ ESPECIAL

LATINO AMERICANO

starters

Sopa de Quinoa

Quinoa is big in Central and South America. Rich in protein and hearty texture. Enjoy it with root veggies grown locally!



Tequeños with guacamole

Cheese-filled wonton fingers, with guacamole. Tequeños are an absolute classic in Peruvian celebrations.



Canastas de patacón* or tostones* rellenos

*Known as:

- Bolivia: Chipillo
- Colombia: Patacón
- Costa Rica: Patacón
- Cuba: Tostón, tachino
- Ecuador: Patacón
- Guatemala: Tostón
- Honduras: Patacón
- Nicaragua: Tostón
- Panamá: Patacón
- Perú (Northern Amazon Region): Patacón
- República Dominicana: Tostón
- Puerto Rico: Tostón
- Venezuela: Tostón

Stuffed fried plantain cups

Cute little cups of scrumptiousness, filled with rice, black beans, pico de gallo and fried cumin-spiced mushrooms.



main course

Picarones

Peruvian dessert. They are pretty much pumpkin and sweet potato doughnuts. Served with a syrup made by our talented volunteers.

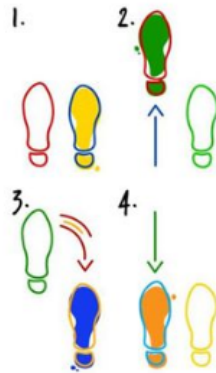


dessert

Latin American Society: LA Soc 2

Salsa & Bachata

Term 1



SAT, 7 DEC 2019

Salsa & Bachata Lessons

★ Interested

🎵 Dance

Latin American Society: LA Soc 3

Get your ticket and try the best pinchos in town! 😊



TUE, 26 MAR 2019

Spanish Pinchos Night - Tapeo & Wine Manchester

★ Interested

👤 Valeria was interested

Survey results

A	B	C
Timestamp	What is your native language?	What is your age group?
09/12/2019 15:08:47	Spanish	18-30
10/12/2019 19:49:06	Spanish	18-30
11/12/2019 16:22:11	Spanish	18-30
12/12/2019 16:54:19	English	18-30
22/12/2019 16:00:17	Spanish	31-49
23/12/2019 01:09:58	Spanish	31-49
23/12/2019 07:02:07	Spanish	50-64

D	E
What is your nationality?	Aside from your native language, what additional languages do you speak (if any)?
Ecuadorian	French and english
Norwegian Bolivian	Norwegian, English
Costa Rican	Portuguese and English
British	Spanish
British	English
Venezuelan	English, Italian
Peruvian	English,Portuguese and Italian

F
1 Which language do you prefer to write in on this Facebook page? Can you explain why?
2 English because we are targeting not only Latin Americans but everybody that's interested in our culture and community.
3 English, Most used to speaking now, most people communicate through this language
4 English, to continue my practice of the language
5 English as most posts are in English
6 English. I have been in England decades and find it easier.
7 Spanish.because I feel I express feelings better in my native language
8 English and Spanish
9

G
Do you feel that the group favours a particular language and if so, why?
Yes. Because again, we want to reach a wider crowd and english is the 'bridge' language that we all speak at this uni. We do post certain things in spanish
Spanish - Has the largest number of native speakers in many
Spanish, large amount of latin american participants
No
Spanish. More speakers.
Spanish.
No

H

1 Do you feel that all Latin American languages have a voice in this group? Why?

2 We have neglected portuguese, mainly because just one person in the committee speaks the language.

3

4 Portuguese could have increased exposure

5 Yes

6 Don't really see much Portuguese.

7 Not sure

8

9

I

Why did you join this Facebook group?

To advertise, To reconnect with my culture, To inform others about political events/current affairs in my country

To meet new people, To reconnect with my culture, To be informed about political events/current affairs in my country, To find out about events in Manchester

To reconnect with my culture

To meet new people, To improve my Spanish/Portuguese (I am not a native speaker), To find out about events in Manchester

To reconnect with my culture, To improve my Spanish/Portuguese (I am a native speaker), To find out about events in Manchester

To advertise, To be informed about political events/current affairs in my country, To find out about events in Manchester

Find old friends

Data from *Dominicanos en Manchester* Facebook group analysis

2	Post number:	Media form of post:	Topic of post:	Author name:	Language(s) used:	Original post or shared content?	Additional comments:
3	1	Text	Advertising		English	Shared content	Event every week at Portland Bar and Grill
4	2	Image	Advertising		Both	Shared content	
5	3	Link	Advertising		English	Shared content	
6	4	Image and text	Political and news sharing		Both	Both	Kingsley's comment - English, image - Spanish
7	5	Image and text	Language classes		Both	Shared content	Bea's comment - Spanish, image - English
8	6	Text	Advertising		English	Shared content	Event every week at Portland Bar and Grill
9	7	Link	Other		English	Shared content	Youtube video ("reggaeton dancers")
10	8	Image and text	Political and news sharing		Spanish	Original post	Image - tweet in Spanish
11	9	Series of images	Language classes		English	Original post	
12	10	Text - poll	Political and news sharing		Spanish	Shared content	
13	11	Text	Language classes		English	Shared content	Spanish language classes, original post from 'Latvian, Lithuanian, Russian advertismen in UK'
14	12	Video	Language classes		English	Shared content	La Academia Language Services, Cheadle
15	13	Image	Advertising		Spanish	Shared content	
16	14	Text	Political and news sharing		Spanish	Both	
17	15	Text	Advertising		English	Shared content	Event every week at Portland Bar and Grill
18	16	Text	Advertising		English	Shared content	more salsa classes
19	17	Video	Political and news sharing		Spanish	Both	
20	18	Image and text	Advertising		Spanish	Original post	
21	19	Text	Advertising		English	Shared content	
22	20	Video	Other		English	Shared content	
23	21	Text	Advertising		English	Shared content	
24	22	Text	Political and news sharing		Spanish	Shared content	Shared own post ??
25	23	Text	Political and news sharing		English	Original post	Image of politics textbook
26	24	Text	Political and news sharing		Spanish	Shared content	Shared own post ??
27	25	Image and text	Advertising		Spanish	Original post	advert for radio show
28	26	Text	Political and news sharing		Spanish	Shared content	
29	27	Video	Entertainment		None	Shared content	
30	28	Text	Advertising		English	Shared content	
31	29	Video	Entertainment		None	Shared content	
32	30	Video	Political and news sharing		Spanish	Shared content	
33	31	Text	Political and news sharing		Spanish	Shared content	
34	32	Image and text	Advertising		Spanish	Shared content	shared advert for a Latin American themed restaurant selling products at discounted price
35	33	Text	Political and news sharing		English	Original post	
36	34	Image	Advertising		English	Shared content	a different salsa night
37	35	Text	Advertising		English	Original post	salsa night at Portland Street
38	36	Text	Advertising		Spanish	Original post	
39	37	Text	Political and news sharing		Spanish	Shared content	
40	38	Text	Political and news sharing		English	Shared content	shared own post
41	39	Image	Advertising		Both	Shared content	monthly Spanish mass at Salford cathedral
42	40	Image and text	Advertising		English	Original post	
43	41	Text	Advertising		English	Shared content	more salsa classes
44	42	Video	Advertising		Spanish	Original post	
45	43	Image	Political and news sharing		None	Original post	
46	44	Text	Advertising		English	Shared content	
47	45	Video	Political and news sharing		Spanish	Shared content	
48	46	Image and text	Political and news sharing		Spanish	Original post	
49	47	Image and text	Language classes		Both	Shared content	Bea's comment - Spanish, image - English
50	48	Video	Political and news sharing		Spanish	Shared content	
51	49	Text	Advertising		English	Shared content	
52	50	Text	Asking for help		Spanish	Original content	
53	--	--	--		--	--	--

Data from *Peruanos en Manchester* Facebook group analysis

Post no.	Media form of post:	Topic of post:	Author name:	Language(s) used:	Original post or shared content?	Additional comments:
1	Image	Political/news sharing		Spanish	Shared	The video is in English with Spanish subtitles. Description in Spanish.
2	Video	Political/news sharing		Spanish	Shared	
3	Video	Political/news sharing		Spanish	Shared	
4	Image	Political/news sharing		Spanish	Shared	
5	Video	Political/news sharing		Spanish and English	Shared	
6	Video	Sport		Spanish	Shared	
7	Link	Political/news sharing		Spanish	Shared with comment	
8	Image	Patriotic content		Spanish	Shared	Image has no words but has a caption
9	Video	Entertainment		Spanish	Shared	
10	Image	Advertising		English	Shared	Exfoliator
11	Link	Political/news sharing		Spanish	Shared	
12	Video	Political/news sharing		Spanish	Shared	
13	Image	Advertising		English	Shared	Magnetic lashes
14	Image	Advertising		English	Shared	Dry eye treatment
15	Video	Political/news sharing		Spanish	Shared	
16	Image	Language classes		Spanish and English	Original	Mainly English except for name 'La Academia'. Uses hashtags #learnspanish #learnfrench
17	Image	Advertising		English	Shared	Exfoliator
18	Image	Language classes		Spanish	Original	
19	Image	Language classes		Spanish	Original	
20	Link	Political/news sharing		Spanish	Shared	
21	Image	Religious		Spanish and English	Shared	Image has Spanish
22	Link to event	Event promotion		English	Shared	Link to English event
23	Image	Advertising		English	Shared	
24	Image	Event promotion		Spanish and English	Original	
25	Image	Advertising		English	Shared	Dry eye treatment
26	Image	Event promotion		Spanish and English	Original	
27	Image	Advertising		English	Shared	
28	Link	Political/news sharing		Spanish	Shared	
29	Image	Advertising		Spanish and English	Shared	Advertising menu. Post in English but advertising food in Spanish
30	Image	Advertising		English	Shared	Moisturiser
31	Link with image	Advertising		English	Shared	Soap
32	Image	Accommodation		Spanish	Shared	Shared from Manchesterroom
33	Image	Political/news sharing		Spanish	Shared	
34	Image	Advertising		English	Shared	
35	Image	Language classes		Spanish and English	Original	Image in English caption in Spanish
36	Video	Political/news sharing		Spanish	Shared	Video has Spanish subtitles and audio
37	Link	Political/news sharing		Spanish	Shared	
38	Link to event	Event promotion		Spanish and English	Original	
39	Image	Political/news sharing		Spanish	Shared	
40	Video	Advertising		Spanish	Shared	
41	Image	Advertising		English	Shared	Teeth whitening
42	Video	Political/news sharing		Spanish	Shared	Video is dubbed in Spanish
43	Video	Political/news sharing		Spanish	Shared	Video in Spanish
44	Video	Political/news sharing		Spanish	Shared	Video in Spanish
45	Image	Political/news sharing		Spanish	Shared	
46	Image	Political/news sharing		Spanish	Shared	
47	Image	Advertising		English	Shared	
48	Image	Advertising		English	Shared	
49	Image	Advertising		English	Shared	
50	Image	Political/news sharing		Spanish	Shared	
51	Video	Entertainment		Spanish and English	Shared	Caption and music is in Spanish but logo on video says 'Crazy Salsa'
52	Video	Entertainment		Spanish	Shared	
53	Link	Political/news sharing		Spanish	Shared	

Data from *Brasileiros em Manchester* Facebook group analysis

Post no.	Media form of post	Topic of post:	Author name:	Language(s) used:	Original post or shared content?	Additional comments:
1	Text	Asking for help		Portuguese	Original post	Offering help to Brazilians looking for accommodation
2	Text	Asking for help		Portuguese	Original post	Asking for help to find panetone in Manchester
3	Text	Asking for help		Portuguese	Original post	Recently moved to Manchester, wanting to make new friendships
4	Text	Asking for help		Portuguese	Original post	Asking for language assistance to translate a type of meat
5	Image	Entertainment		Portuguese	Shared content	Advertising a 'soup festival' that will be held in a Church
6	Video	Advertising		Portuguese	Shared content	Advertisement of toileteries from Brazilian brands
7	Image	Advertising		Portuguese and English	Shared content	Advertisement of açai in both english and portuguese
8	Image	Entertainment		English	Shared content	Promoting Brazilian Carnival in Leeds
9	Text	Asking for help		Portuguese	Original post	Asking where they can find brazilian bikinis
10	Image	Advertising		English	Shared content	Advertisement of a house in Bolton
11	Video	Advertising		Portuguese	Shared content	Advertisement of Brazilian Christmas foods
12	Text	Asking for help		Portuguese	Original post	Asking for job opportunities for a friend arriving in the UK soon
13	Text	Asking for help		Portuguese	Original post	Asking for advice on moving from the south to the north
14	Text	Asking for help		Portuguese	Original post	Asking to rent a deliveroo account
15	Text	Language classes		Portuguese	Original post	Asking for help and offering help with language acquisition
16	Text	Advertising		Portuguese	Original post	Advertising job opportunity as a cleaner in Manchester
17	Text	Advertising		Portuguese and English	Original post	Advertising several job opportunities
18	Text	Asking for help		Portuguese	Original post	Asking someone to bring medicines from Brazil
19	Image	Entertainment		Portuguese and English	Shared content	Advertising the menu of a restaurant
20	Image	Advertising		Portuguese	Original post	Selling school uniform
21	Image	Advertising		Portuguese	Shared content	Delivery of belongings from the United Kingdom to Brazil
22	Link	Political/ News shar		Portuguese	Shared content	Article about mental health
23	Image	Advertising		Portuguese	Shared content	Advertisement of açai in portuguese
24	Text	Advertising		Portuguese	Original post	Selling deserts for the Christmas period
25	Image	Advertising		English	Shared content	Advertisement of a house in Bolton
26	Image	Advertising		Portuguese	Shared content	Advertisement of toileteries from Brazilian brands
27	Text	Asking for help		Portuguese	Original post	Asking for help with flights from Manchester to Brazil
28	Text	Asking for help		Portuguese	Original post	Asking if there is anyone else in the group living in an area
29	Text and Image	Advertising		Portuguese	Original post	Selling Brazilian snacks
30	Text and Image	Advertising		Portuguese	Original post	Driving lessons
31	Text and image	Advertising		Portuguese	Original post	Advertising a 'soup festival' that will be held in a Church
32	Text	Asking for help		Portuguese	Original post	Wanting to make friends
33	Text	Language classes		Portuguese	Original post	English classes
34	Text	Advertising		Portuguese	Original post	Accommodation
35	Text	Asking for help		Portuguese	Original post	Accommodation
36	Text	Asking for help		Portuguese	Original post	Accommodation
37	Text and image	Advertising		Portuguese	Original post	Accommodation
38	Text	Asking for help		Portuguese	Original post	Accommodation
39	Image	Advertising		Portuguese	Shared content	Delivery of belongings from the United Kingdom to Brazil
40	Text	Asking for help		Portuguese	Original post	Accommodation
41	Text	Asking for help		Portuguese	Original post	Wanting to make friends
42	Text	Asking for help		Portuguese	Original post	Tv Licence
43	Text and image	Advertising		Portuguese and English	Original post	Studying in the UK
44	Image	Advertising		Portuguese	Shared content	Job opportunity
45	Text	Asking for help		Portuguese	Original post	Immigration status
46	Image	Advertising		English	Shared content	Accommodation
47	Text and image	Language classes		Portuguese, English and Spanish	Original post	Advert for language classes. Using Spanish punctuation
48	Text	Asking for help		Portuguese	Original post	Searching for bureau de change
49	Text and image	Advertising		Portuguese	Original post	Fitness Trainer
50	Text and image	Advertising		Portuguese	Original post	Selling brazilian deserts

Data from Latin American Society Facebook group analysis

5	Post no.	Media form of post:	Topic of post:	Author name:	Language(s) used:	Original post or shared content?	Additional comments:
6							
7	1	Video/link	Political/news-sharing		English	Shared (youtube)	Language of video in English perhaps to raise awareness for English allies etc
8	2	Picture/text	Event		English/Spanish	Original	Heading in Spanish to catch attention/authenticity, rest in English to appeal to wider group?
9	3	Picture/text	Event		English/Spanish	Original	Names of foods in Spanish for authenticity, rest in English.
10	4	Link	Event		English	Original	
11	5	Link	Event		English/Spanish	Original	Name of event Spanish, all rest English
12	6	Link	Event		English/Spanish	Original	"Habla and chill"
13	7	Link	Political/news-sharing		English	Shared	
14	8	Link	Event		English/Spanish	Shared	All text in English, text in picture in Spanish
15	9	Link	Event		English/Spanish	Original	Names of dances in Spanish for authenticity
16	10	Picture/text	Event		English	Original	
17	11	Link/text	Political/news-sharing		English	Shared	
18	12	Link/text	Event		English/Spanish	Original	Event page in Spanish - important for LA community
19	13	Link/text	Event		English/Spanish	Original	Only one word of Spanish
20	14	Link/text	Political/news-sharing		English	Shared	
21	15	Link	Event		English	Original	
22	16	Link/text	Event		English	Original	Event is together for Ecuador - English for inclusivity
23	17	Link/text	Language classes		English/Spanish	Original	All information given in English then repeated in Spanish - inclusivity, Spanish lessons
24	18	Link	Event		English/Spanish	Original	Habla and chill
25	19	Link/text	Event		English	Original	Mistake in English "look forward to see you there"
26	20	Link/text	Event		English	Original	English - inclusivity, anyone can help cause
27	21	Link/text	Competition		English	Original	Announcing winner of competition needs to be English
28	22	Link/text	Event		English/Spanish	Original	Habla and chill
29	23	Link/text	Political/news-sharing		English	Shared	
30	24	Link/text	Political/news-sharing		English	Shared	
31	25	Link/text	Political/news-sharing		English	Shared	
32	26	Link/text	Entertainment		English	Original	
33	27	Link/text	Political/news-sharing		English	Shared	
34	28	Link	Event		English/Spanish	Original	Habla and chill
35	29	Text/link	Competition		English	Original	shared to fsg so english
36	30	Text/picture	Advertising		English	Original	looking for committee members
37	31	Link/text	Political/news-sharing		English	Shared	
38	32	Link/text	Political/news-sharing		English/Spanish	Shared	article in Spanish but caption English
39	33	Text/picture	Advertising		English/Spanish	Shared	original post from other group is all in Spanish, caption in English
40	34	Link/text	Event		English	Original	
41	35	Link	Event		English	Original	
42	36	Link	Event		English	Original	
43	37	Link/text	Event		English	Shared	
44	38	Link/text	Event		English	Shared	
45	39	Link/text	Event		English	Original	
46	40	Link/text	Event		English/Spanish/Port	Original	open mic night - sense of inclusivity
47	41	Picture/text	Event photos		English	Original	
48	42	Link/text	Event		English/Spanish	Original	food names spanish for authenticity
49	43	Video	Event		English	Original	speak in english at meeting to encourage inclusivity
50	44	Picture/text	Advertising		English	Original	
51	45	Link	Event		English	Original	
52	46	Link	Event		English	Original	
53	47	Video	Political/news-sharing		English	Shared	
54	48	Link	Political/news-sharing		English	Shared	
55	49	Link	Event		English	Original	
56	50	Video/text	Political/news-sharing		English	Shared	video provides extra information on subject of event, inclusivity open to all