

A381_2017AbstractEspinozaErikaF

Abstract

The goal of my Honor's College creative thesis is to introduce and celebrate the contributions made by the Latino population in Muncie, Indiana. By raising awareness of the Latino presence in this community, the project sheds light on challenges and achievements of a group that remains culturally segregated. With the power of storytelling and technology working hand in hand, the final product is a digital collection of stories and perspectives from different Latino members of the community, compiled on a free Apple and Google Store application (<https://itunes.apple.com/us/app/bsu-now/id1061212353?mt=8>). In order to make the app accessible to both English-speaking and Spanish-speaking audiences, the mobile app is available in both languages. In addition, users can experience multimedia elements such as mobile-only vertical videos that highlight cultural perspectives from Latino students at Ball State University. By sharing voices and issues that concern this minority group through social media and digital innovations, the project highlights how the Latino presence contributes to the diversity in Muncie.

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