

RESEARCH

During the 2012, students and citizens not only occupied the streets, to quest for a "real democracy" or to express their dissent through very significant demonstrations, but they also occupied the Internet to protest. **Spring**



OBJECTIVE

Analyze #YoSoy132 construction of mediatic identities through videoactivism and to question if YouTube was determinant or simply instrumental in the implosion of the movement



VIDEOACTIVISM AND

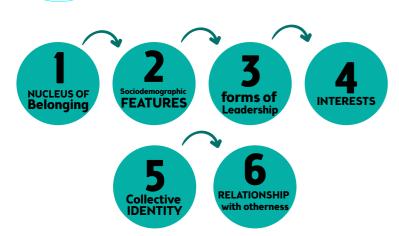
CONSTRUCTION OF MEDIATIC IDENTITIES, **YOUTUBE AND #YOSOY132**





TOOLS

Through a qualitative methodology content analysis, this paper analyses the most relevant pieces of videoactivism produced by young adults.





RESULTS

The main result of this research is. that a resistence and contra hegemonic identity is created through YouTube videos by young Mexicans.



#YoSoy132

belongs to the oppressed

