

VIDEOACTIVISM AND CONSTRUCTION OF MEDIATIC IDENTITIES, YOUTUBE AND #YOSOY132

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.

2012

Mexican 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



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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 resistance and contra hegemonic identity is created through YouTube videos by young Mexicans.

#YoSoy132 belongs to the oppressed

