



**The Center for Iberian & Latin American Studies, UCSD**

## **Media and Social Movements: Analysis of "#Yo Soy 132" in Mexico**

**Thursday, April 10, 2014, 3-4:30 PM**

**Deutz Room in the Copley International Conference Center, Institute of the  
Americas Complex, UCSD**

**The seminar will be in Spanish.**

The student movement called "#Yo Soy 132" stormed the Mexican public sphere during the 2012 presidential election. It began in a private university and then extended to a social movement which protested against the performance of the national media, especially television. The media was considered unfair and manipulative since it favored one of the four candidates and a political party, Partido Revolucionario Institucional (PRI). Students shared their reactions principally through social networks. YouTube, Twitter and Facebook played an important role triggering a massive mobilization and putting the movement on the public agenda through a platform that allowed the building of a structured organization of participants. The main objective of this research is to identify the importance of media, particularly social networking sites, and the organization and consolidation of one social movement among young people, the analysis of the case "#Yo Soy 132" in Mexico.



**Verónica García Martínez** is a research professor at the Universidad Juárez Autónoma de Tabasco (UJAT). Her areas of expertise are technology and society, media, e-learning, and educational innovations. Her technology and society research project has been funded by the Consejo Nacional de Ciencia y Tecnología (CONACYT). She is a member of the National Registry of Appraisers accredited by CONACYT in the area of Humanities and Behavioral Sciences, the Padrón Nacional de Expertos en Educación a Distancia, and the National System of Researchers, Level I. She received a Scientific Merit Recognition in the area of Humanities and Behavioral Sciences by UJAT. Verónica is currently a Visiting Scholar in CILAS, UCSD.

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