



Social Media and Protest in Latin America



Yazmin Raya | LAS 1420 | gr5330@wayne.edu

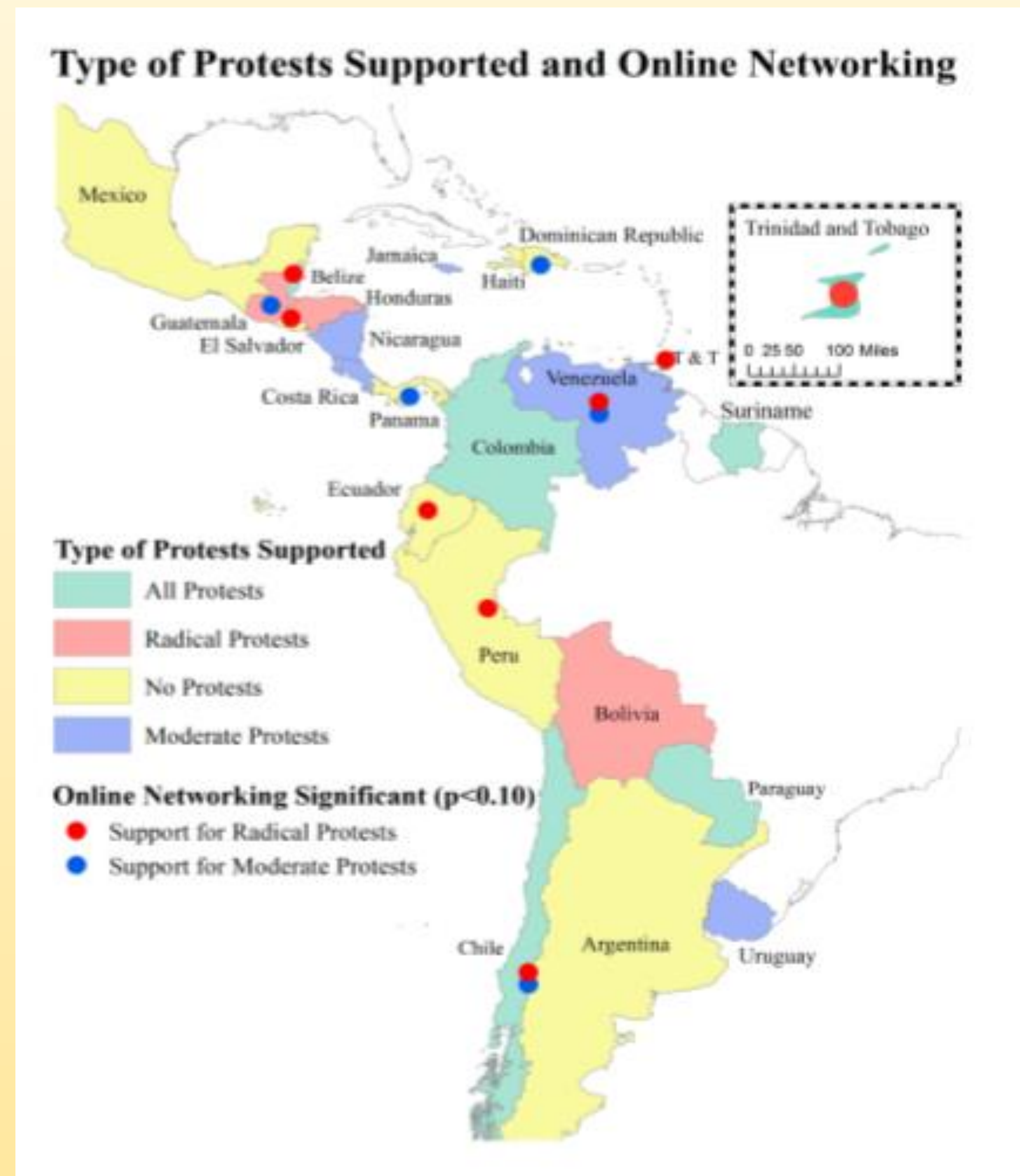
Introduction

"In recent years, Latin Americans marched the streets in a wave of protest that swept almost every country in the region" (Mouño). Social media is several times viewed as a "bad" thing since it is often common that it can make people lose track of their priorities, mainly among young adults making it a distraction. What many people do not know yet, is that there is a positive correlation between social media and protest in Latin America. Social media would be considered one of the main sources where people get their information from. It is also where people who share a common interest come together as a whole, in this case a mutual political interest.

Background

Social Media has been portrayed more in a negative way than positive. It is viewed as a distraction for young adults. The purpose of this research is to demonstrate that social media can be used for a greater good. The research was conducted through analyzing of scholarly articles.

Results



- Peru is the only country where social media led to a negative result towards protesting
- Online networking led to a positive attitude in a significant level in the countries of Guatemala, Chile, Panama and Venezuela
- Bolivia, Argentina and Haiti revealed fewer support for protest than average

- Protest consist mainly of males (57.7%)
 - The main age group is 40-49 years (40%), the least being those between the age of 18-29 (15.7%)
- Most protest have postgraduate work or education (40%), making those who have an education of less than high school the least involved (6.3%)



Conclusion

- Social media use in Latin America is not random, specifically in Chile
 - Most protesters focus on issues on the National level
- Those who use social media for political issues, are more likely to participate in the protest
- The lack of internet access was seen as the main challenge for using social media to support activism

References

- 1.S. Valenzuela *et al*, "Social media in Latin America: deepening or bridging gaps in protest participation?" *Online Information Review*, vol. 40, (5), pp. 695-711, 2016
- 2.Valenzuela, Sebastian (07/01/2013). "Unpacking the use of social media for protest behavior: the roles of information, opinion expression, and activism". *The American behavioral scientist (Beverly Hills)* (0002-7642), 57 (7), p. 899.
- 3.Harp, Dustin (2012). "The whole online world is watching: Profiling social networking sites and activists in China, Latin America, and the United States". *International journal of communication* , 6 (1), p. 298.
- 4.Moura, Rachel,R., et al. "Support for Protests in Latin America: Classifications and the Role of Online Networking." *Social Sciences* 5.4 (2016): 58,n/a. *ProQuest*. Web. 14 Mar. 2020.
- 5.Harlow, Summer. "Social change and social media: Latin American activists' use of digital tools in the face of the digital divide." *The 2012 Congress of the Latin American Studies Association, San Francisco, California*. 2012.

