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.

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