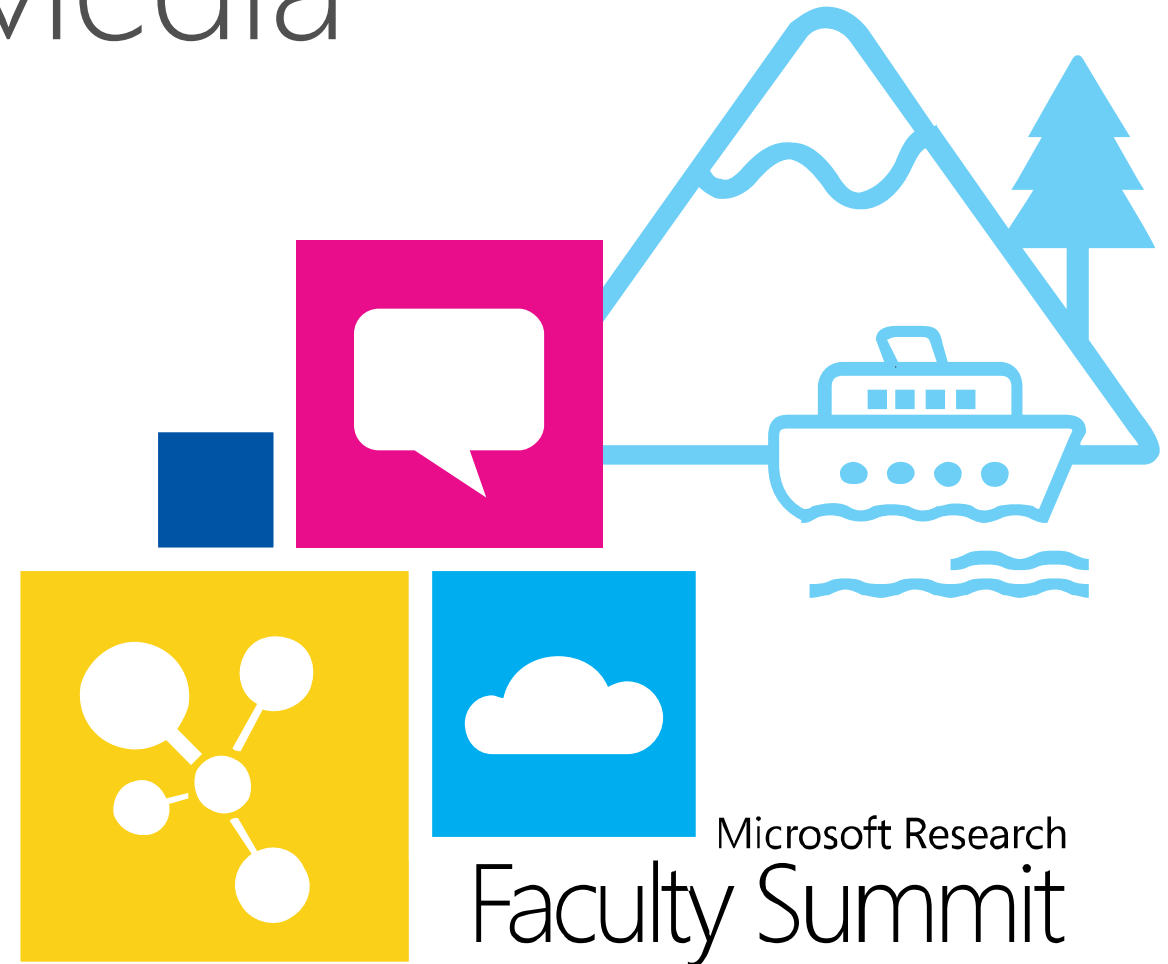


Microsoft Research
Faculty
Summit
2013



Visibility and Social Media during Crises

Andrés Monroy-Hernández
Researcher
Microsoft Research



#Narcotweets



#YoSoy132



#ChangeBrazil



“Hashtagged” Collective Action

#Narcotweets

Dangerous Visibility



Work published at CSCW '13, ICWSM '12 with:
danah boyd Emre Kiciman, Scott Counts,
Munmund De Choudhury, Takis Metaxas, Eni
Mustafaraj, Samantha Finn



Mexican Drug War
crises as everyday life

More than 60,000 casualties



El Mañana



Typical Emergency Response

“Fearing for their lives and the safety of their families, **journalists** are adhering to a near-complete **news blackout**, under strict orders of drug smuggling organizations and their enforcers, who dictate via daily telephone calls, emails and news releases what can and cannot be printed or aired.”

The Washington Post

In the News Jerry Sandusky Alan Turing Lance Armstrong 'Brave' World's Ugliest Dog

washingtonpost.com > World > North America

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In Mexico's Nuevo Laredo, drug cartels dictate media coverage

By William Booth
Washington Post Staff Writer
Monday, August 2, 2010

NUEVO LAREDO, MEXICO -- Two weeks ago, Mexican soldiers clashed here with drug cartel gangsters in running gun battles that lasted five hours. The outlaws hijacked vehicles, including a bus, for use as barricades and battering rams. Terrified residents scrambled for safety. At least a dozen people were killed, including bystanders. Children were wounded in the crossfire.

GALLERY 



In Mexico's Fight Against Drugs and Fear

"The news blackout extends to government officials. In Nuevo Laredo, the mayor mysteriously disappears for days and refuses to discuss drug violence. The military general who presides over the soldiers patrolling the city does not hold news conferences, issue statements or answer questions from the media."

The Washington Post

In the News Jerry Sandusky Alan Turing Lance Armstrong 'Brave' World's Ugliest Dog

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GALLERY 



In Mexico's Fight Against Drugs and Fear



Social
Media
Adoption

Weakened
Institutions

Increased
Violence



Angela

@angela



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Precaución en Av. González a la altura del Soriana, reportan reciente situación de riesgo! #mtyfollow



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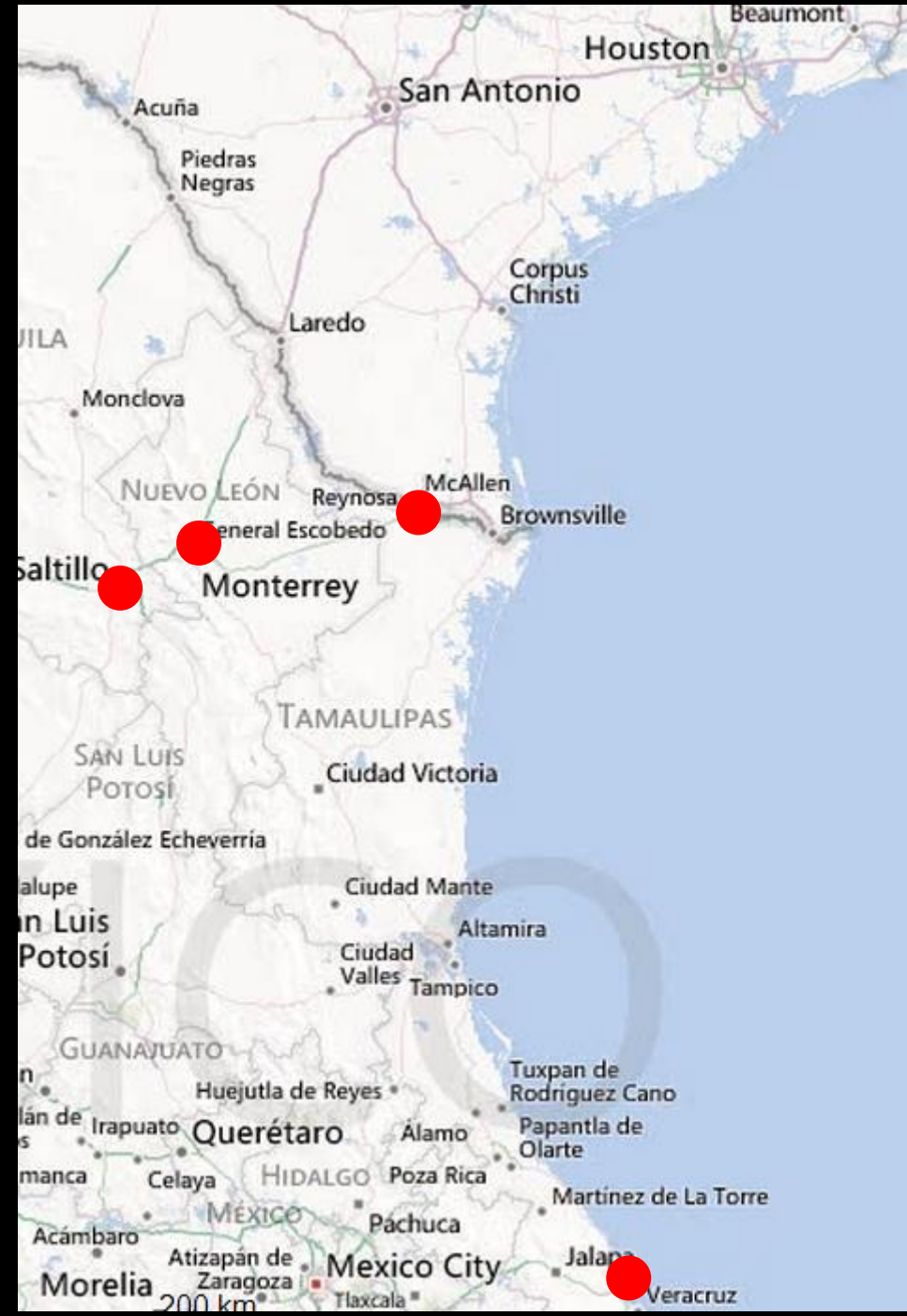
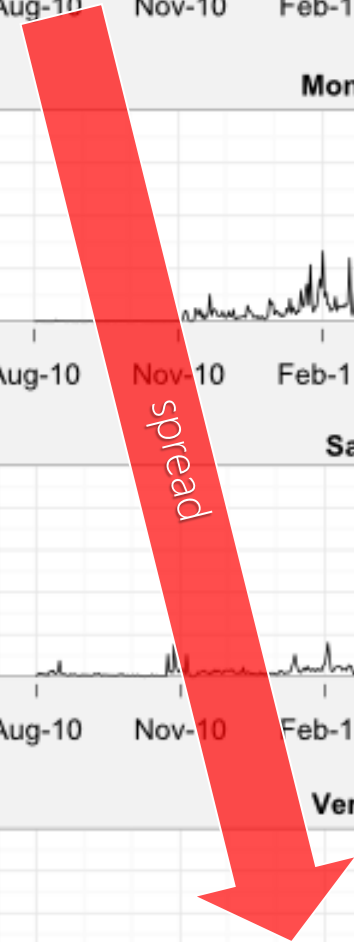
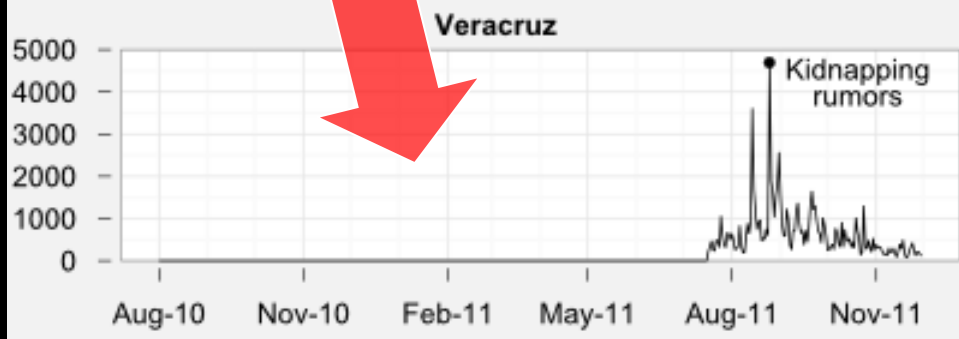
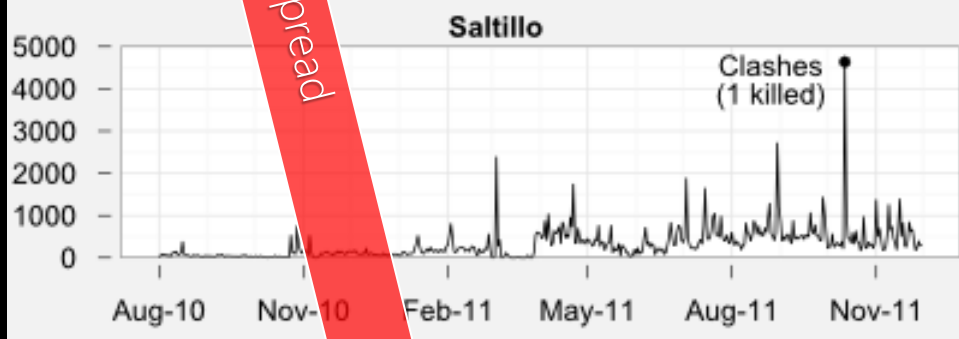
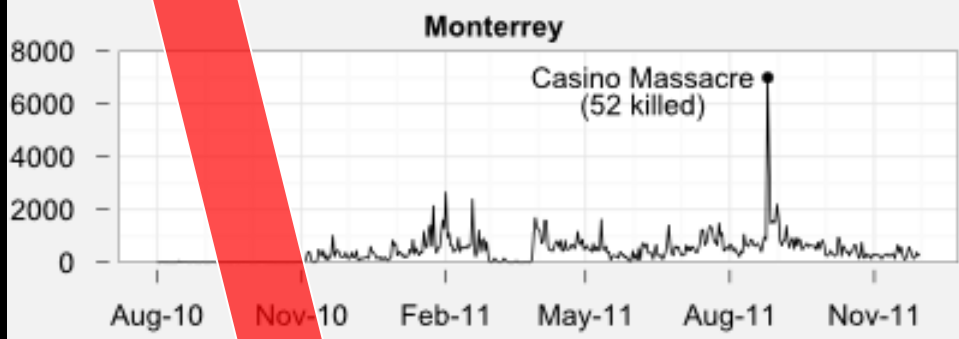
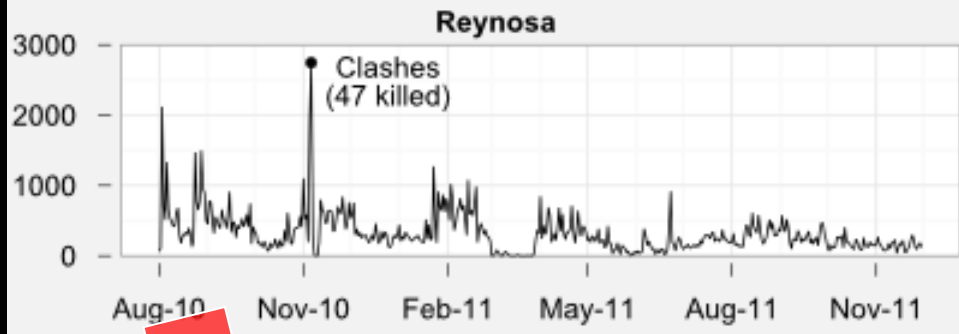


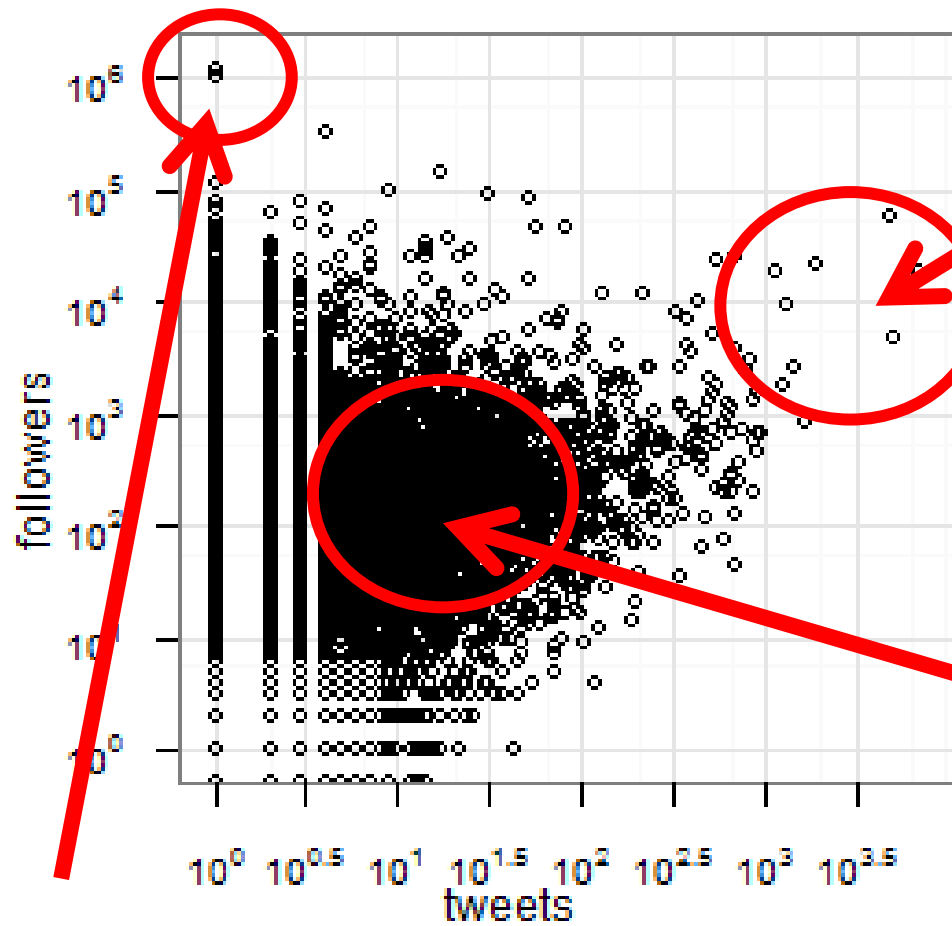
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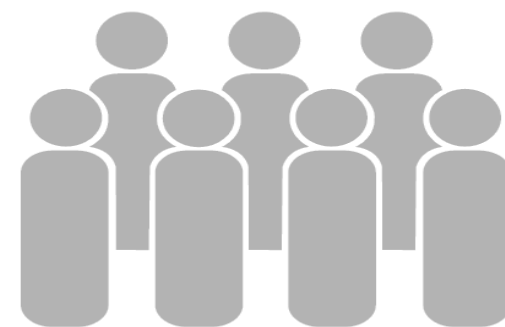
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6:26 PM - 17 Jul 12 via via web · Embed this Tweet





Curators



Average citizens



CNN en Español ✓

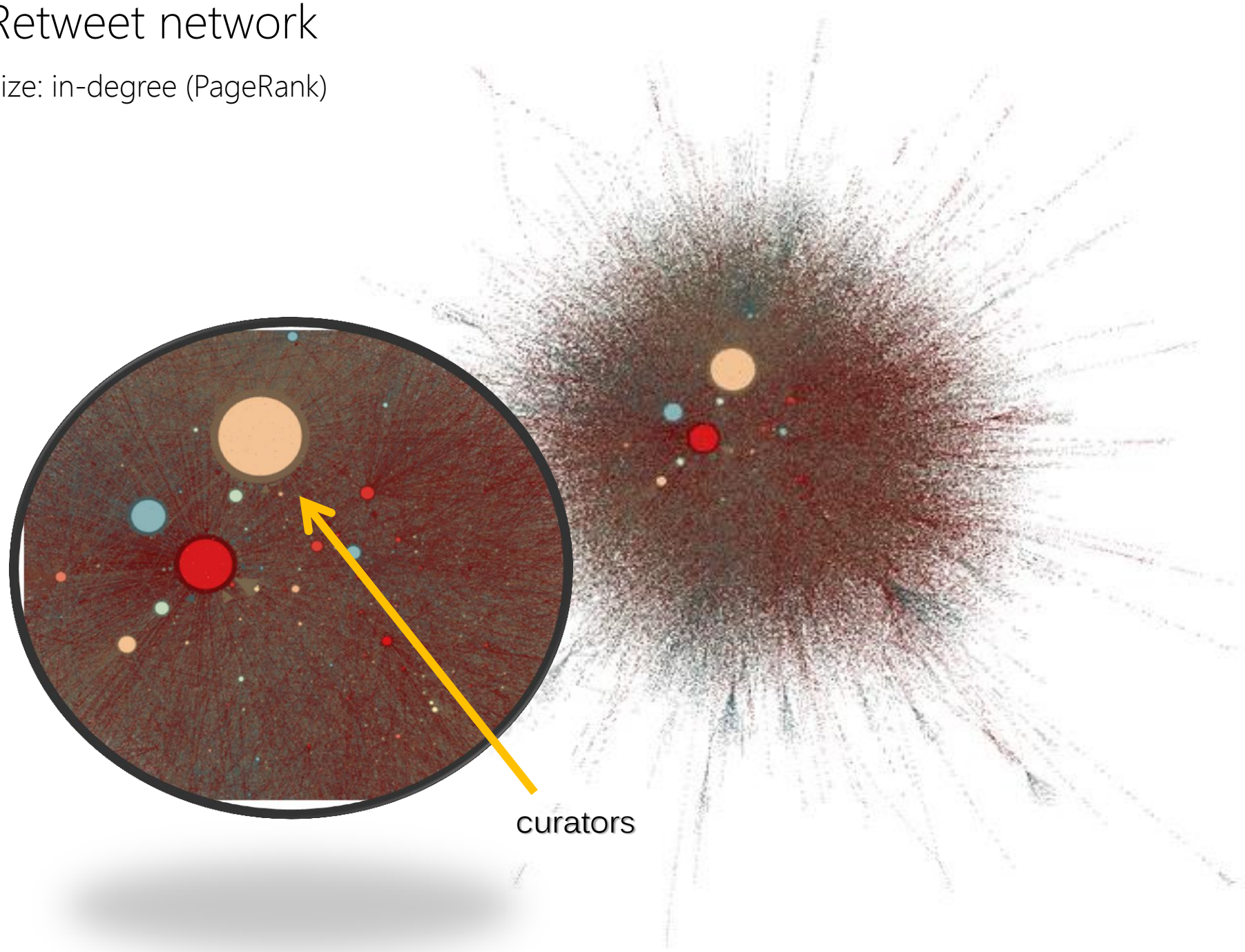
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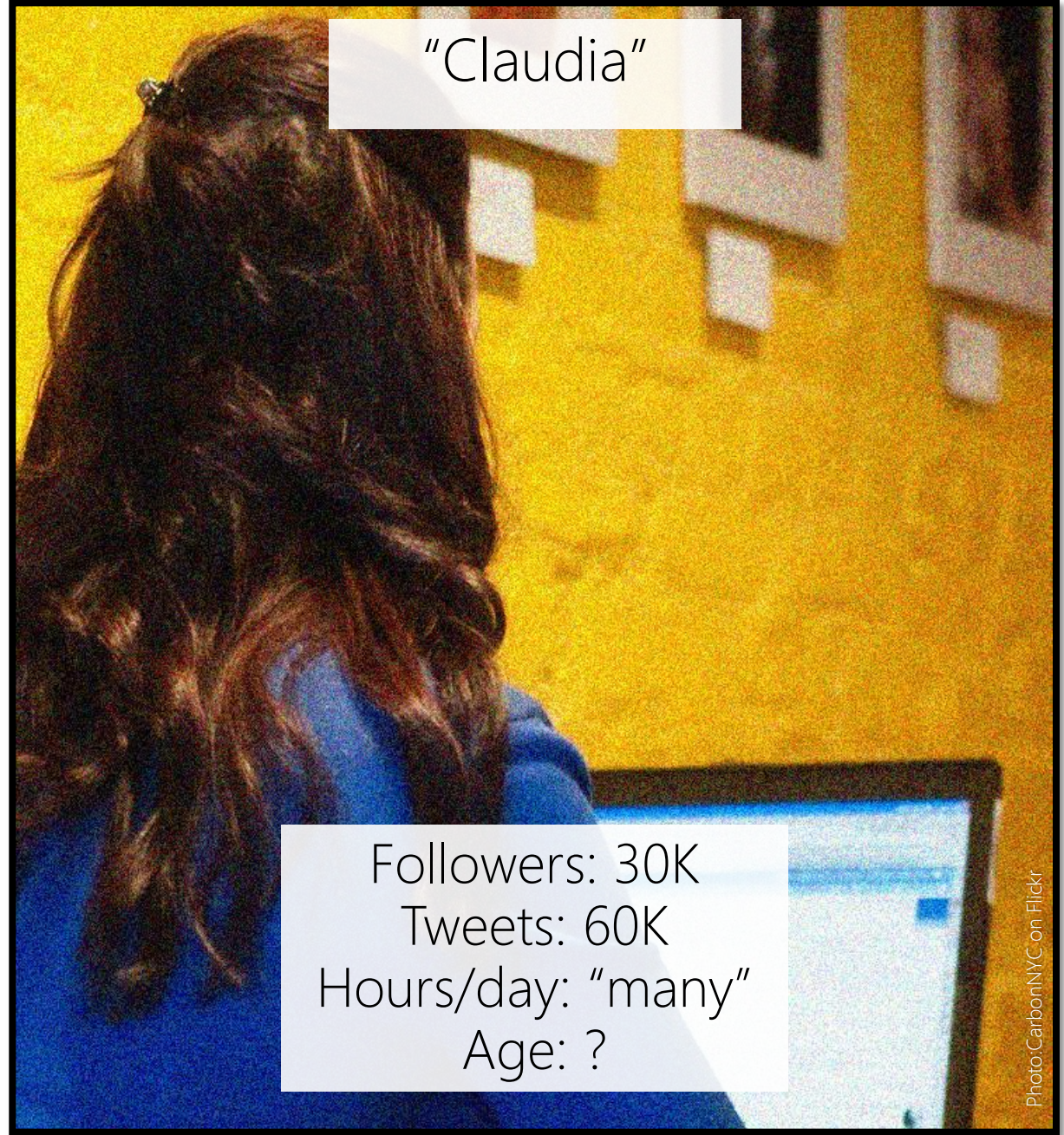




"Angela"

Followers: 25K
Tweets: 35K
Hours/day: 15
Age: early 20's

Photo: mr. toaster on Flickr



"Claudia"

Followers: 30K
Tweets: 60K
Hours/day: "many"
Age: ?

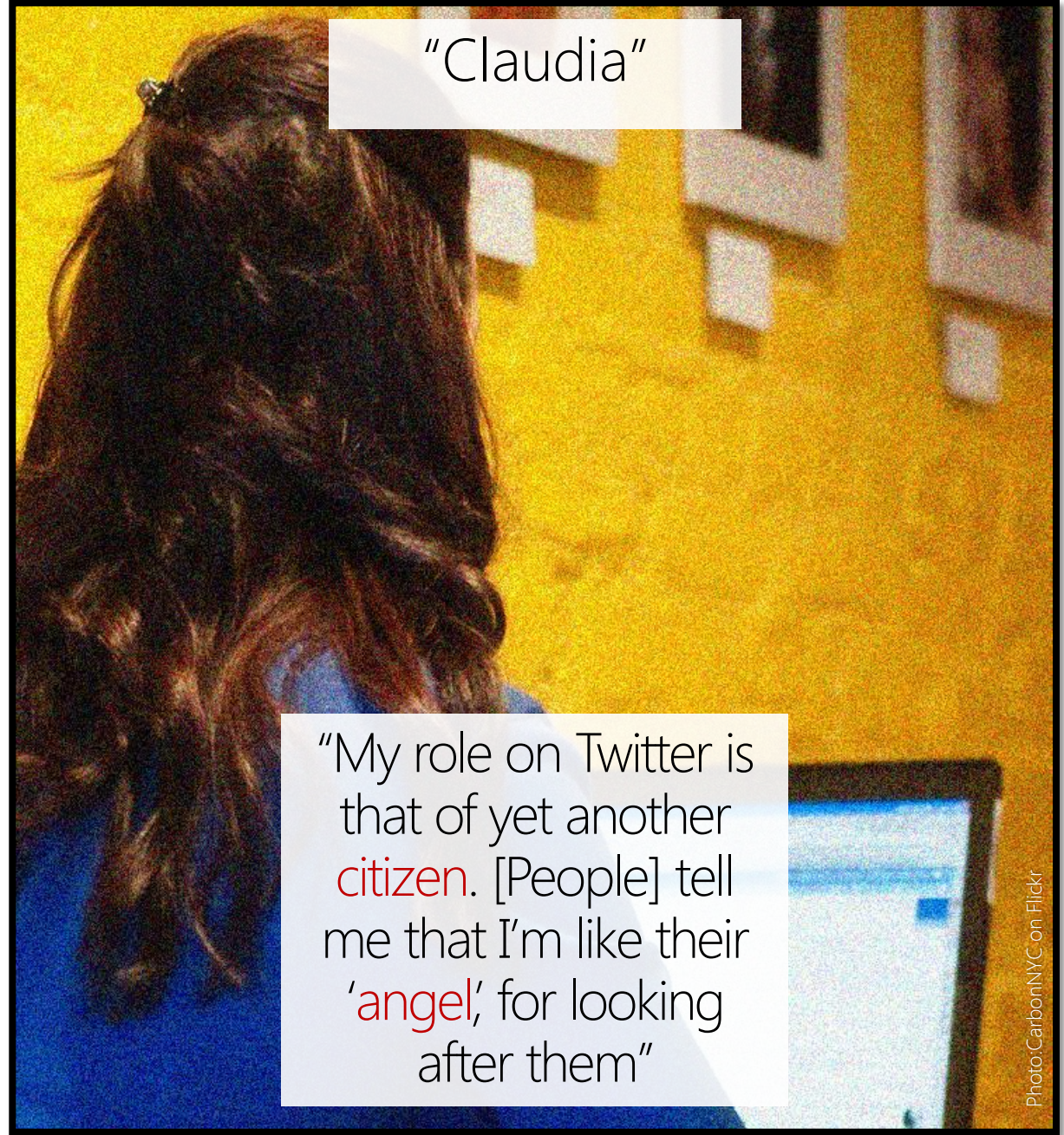
Photo: CarbonNYC on Flickr



"Angela"

"I'm a journalist ... It is as if I was a **war correspondent**, on social networks, of the war we are living in Mexico."

Photo: mr. toaster on Flickr



"Claudia"

"My role on Twitter is that of yet another **citizen**. [People] tell me that I'm like their '**angel**', for looking after them"

Photo: CarbonNYC on Flickr

Bodies hanging from bridge in Mexico are warning to social media users

By Mariano Castillo, CNN
September 15, 2011 9:37 a.m. EDT



STORY HIGHLIGHTS

- Signs say two people were killed for denouncing cartel activities on the Internet

(CNN) -- Social media users who denounce drug cartel activities along the Mexican border received a brutal warning this week: Two mangled bodies hanging like cuts of meat from a pedestrian bridge.

and disemboweled, her intestines protruding



#YoSoy132

Misperceptions of Visibility





#YoSoy132
movement

VS

Peña Nieto,
Presidential
Candidate,
PRI





The Lede

Blogging the News With Robert Mackey

June 11, 2012, 7:17 pm | 17 Comments

In Protests and Online, a Youth Movement Seeks to Sway Mexico's Election

By DAMIEN CAVE



AP/Associated Press

Online and on the streets, Mexico youth protests grow as election looms

By Catherine E. Shoichet, CNN
updated 6:54 AM EDT, Thu June 28, 2012



Students from the Iberoamerican University chant a school cheer during a protest last weekend in Mexico City. A video they uploaded to YouTube helped launch a nationwide youth protest movement. The demonstrators have added fuel to the political frenzy leading up to Mexico's elections on Sunday, July 1.

HIDE CAPTION

Mexico's student movement



STORY HIGHLIGHTS

- Mexican youth movement adding fuel to frenzy leading up to Sunday presidential vote

Mexico City (CNN) -- They sport purple hair and piercings, plaid shirts and plastic aviator glasses. A guy with dreadlocks totes a bongo drum.



2012 © Cecilia Villaverde

1:04 / 1:51

Reacción de Enrique Peña Nieto al salir del baño de la Ibero [No I...

 La Red Cero Tres · 35 videos

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1,123

1,199,268

5,537 likes, 217 dislikes



50 videos

YouTube



PEDRO CON DI

YouTube video shows students at an elite university protesting against Peña.

¡SUPERERA BOICOT!



• Destaca Peña valor de democracia, pluralidad y libertad en respuesta a un grupo de estudiantes de la Ibero que lo increparon
• Jamás

En un año se sumaron a la informalidad 763 mil personas: INEGI

El Sol de México

Éxito de Peña en la Ibero, pese a intento orquestado de boicot

“Peña triumphant visit to Ibero University, despite boycott attempt”

131 Alumnos de la Ibero responden

R3CR30 Subscribe 7 videos

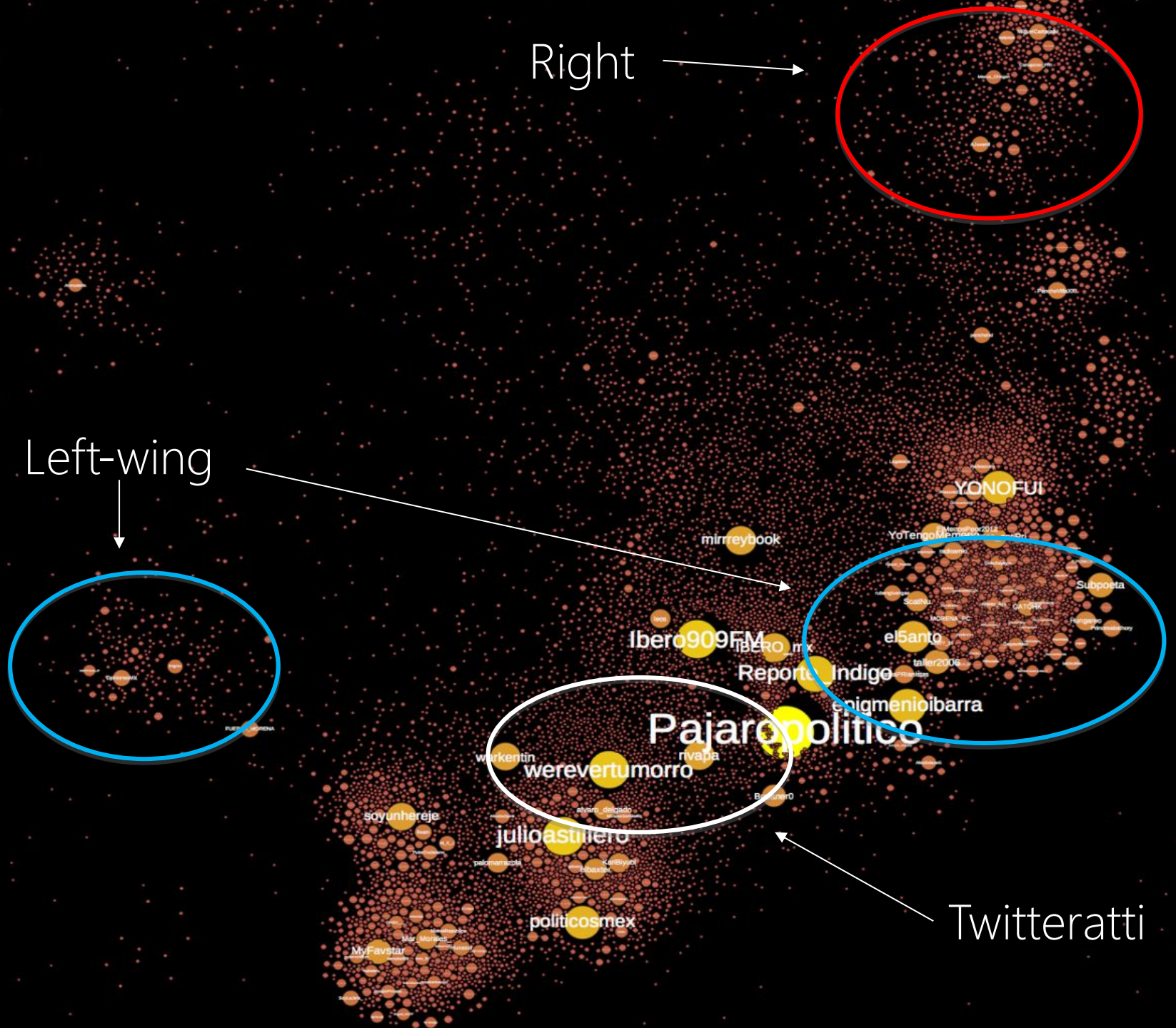


01:26 / 11:00

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1,198,081

"131 *Ibero* students respond"





"Informed vote,
not manipulated.
#YoSoy132"

"Our democracy
is not a soap
opera
#YoSoy132"

facebook-callejero



Sal de las redes y ven a la calle,
te necesitamos



GRUPOS

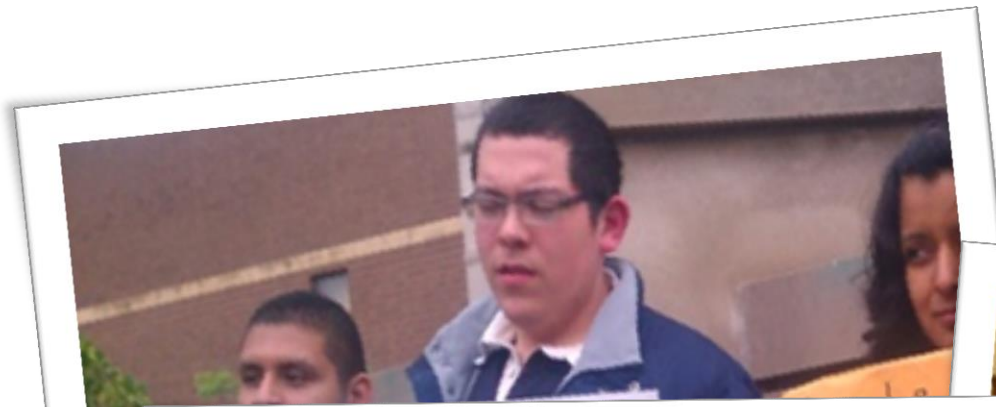
- 12 nómicos
- Con el corazón a la Izo...
- 2765y132-UAM XO 11
- Asamblea Zopata U 3

"Get out of the networks and come to the streets, we need you."



“Now we deliver the news!”

From Chicago to China



#Debate132

MasDe131

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251 likes, 3,468 dislikes

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Streamed live on Jun 19, 2012 by [MasDe131](#)

El #Debate132 es un debate ciudadano entre la candidata y los candidatos a la presidencia de la República a llevarse a cabo el martes 19 de junio del 2012, en las instalaciones de la Comisión de Derechos Humanos del Distrito Federal, sustentado por el acuerdo CG99/2012 del Tribunal Electoral del Poder Judicial de la Federación, mediante el cual se emiten las bases y lineamientos o criterios orientadores para la celebración de debates entre candidatas y candidatos a cargos de elección popular en el proceso electoral federal 2011-2012.

Los organizadores aseguran la realización del debate en un ambiente neutral y con criterios democráticos, sin favorecer a ninguno de los participantes con el propósito de dar fe de la legalidad del proceso de orden de

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exactamente a mi me pasa lo mismo :s

[LoliBoop12](#) 2 seconds ago

Esel primer trabajo que se hace de forma independiente tenemos que tener paciencia...

[herib77](#) 3 seconds ago

ya valio madressssssssss

[mexico49603](#) 1 second ago

en rockanrolario se esta escuchando bien

[vaquero3006](#) 4 seconds ago

NOS VEMOS A LAS 10:00 PM

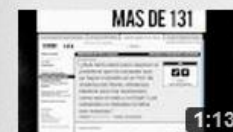
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Cómo enviar preguntas a candidatos

by YoSoy132Media
5,770 views



Peña Nieto Rechaza a Debate132 de Jóvenes



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CLEANING THE TWITTER

SOMOS UNA
ORGANIZACIÓN
QUE LUCHA
CONTRA LOS
BOTS
EN TWITTER

AYÚDANOS A
PROTEGER
LA RED DE LA
INVASIÓN DE
BOTS

POR UN
CONTENIDO
LIBRE DE
SPAM

[@TheBotBusters](https://twitter.com/TheBotBusters)
facebook.com/TheBotBusters



"We are an organization that fights against bots on Twitter."

"Help us protect the net from the bot invasion"

"For content free of spam"

Peña: 39%
Obrador: 32%
Vázquez: 26%



Politics Beyond Social Media



#ChangeBrazil

Connecting Visibility



Work with Emma Spiro, early results at The Guardian Data Blog

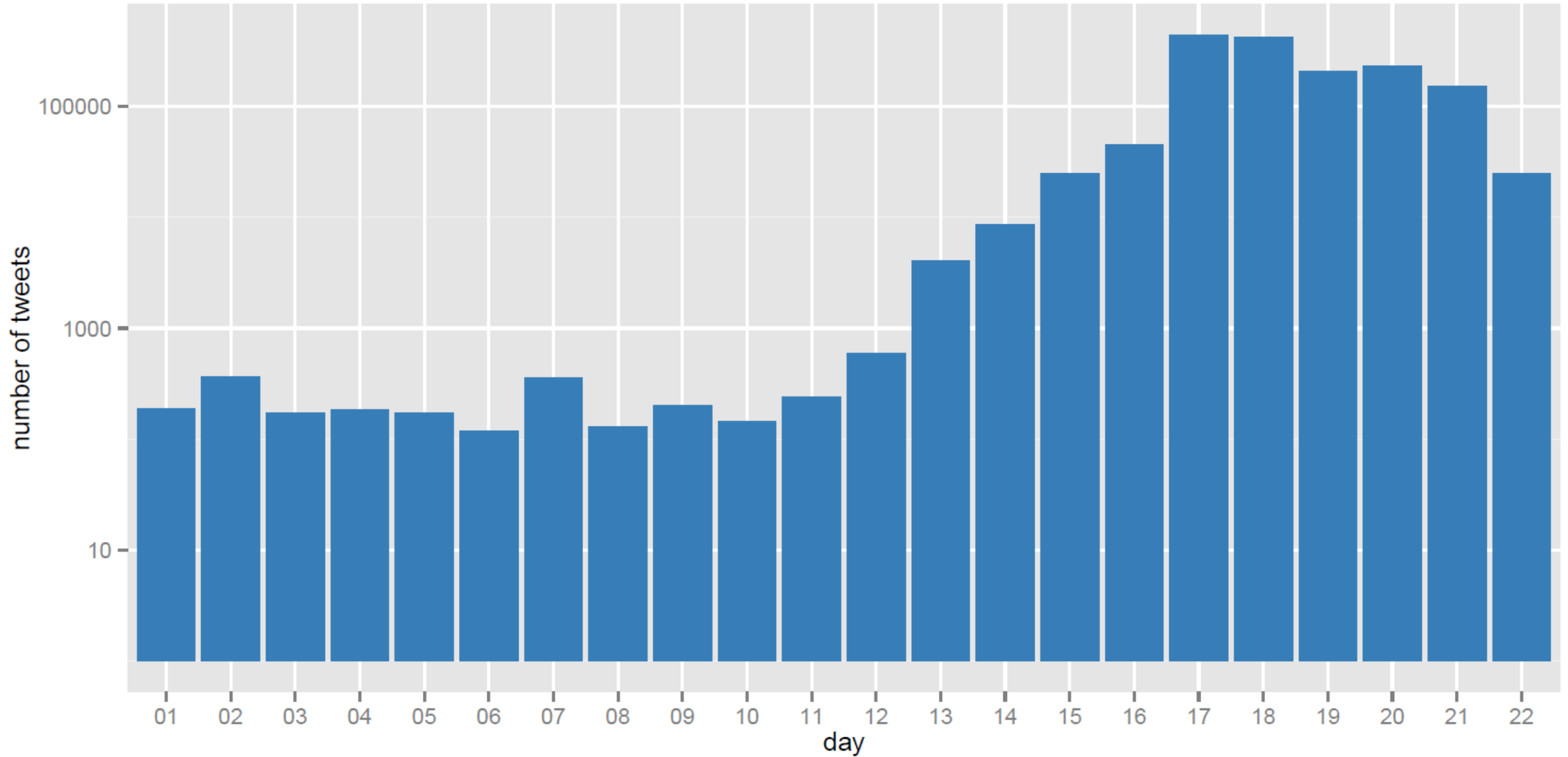
#Vem pra

#CHANGE
BRAZIL

#ChangeBrazil

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Tweets per day





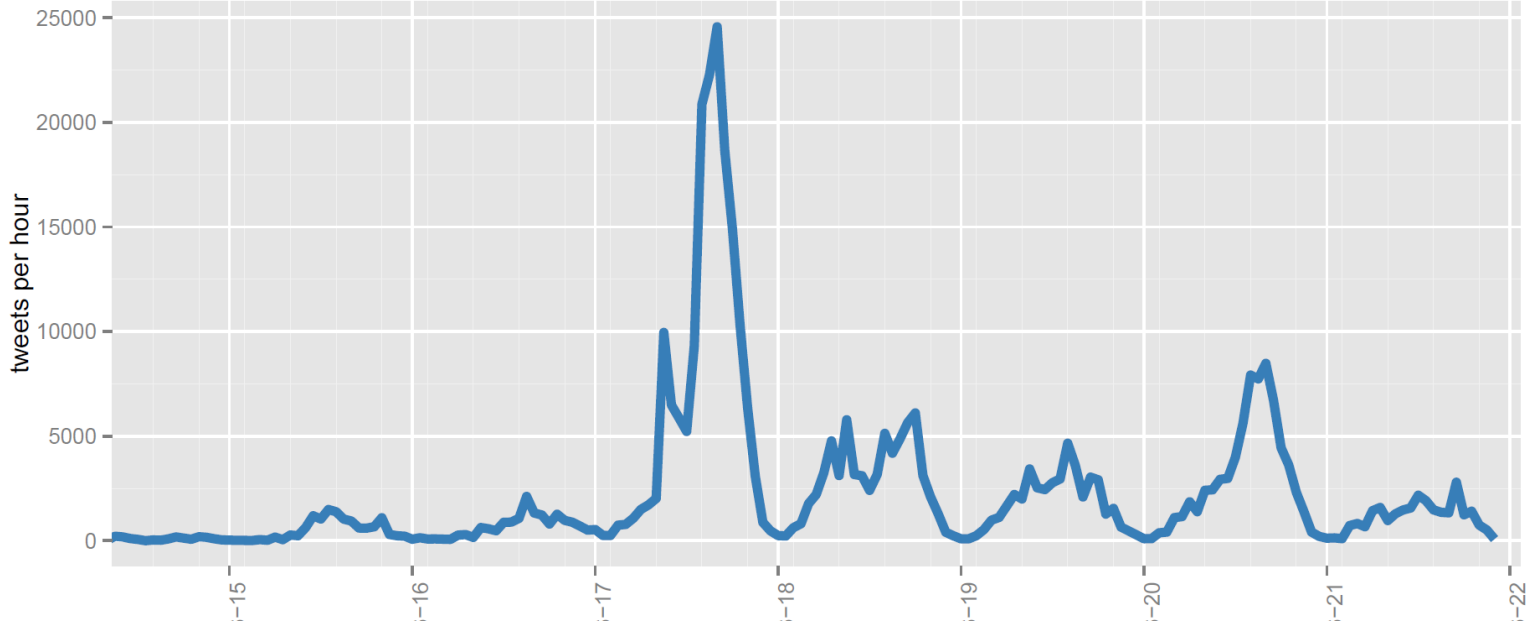
A TURQUIA É AQUI! JUNTOS
.ORG.BP

VAMOS PORTO REPETIR

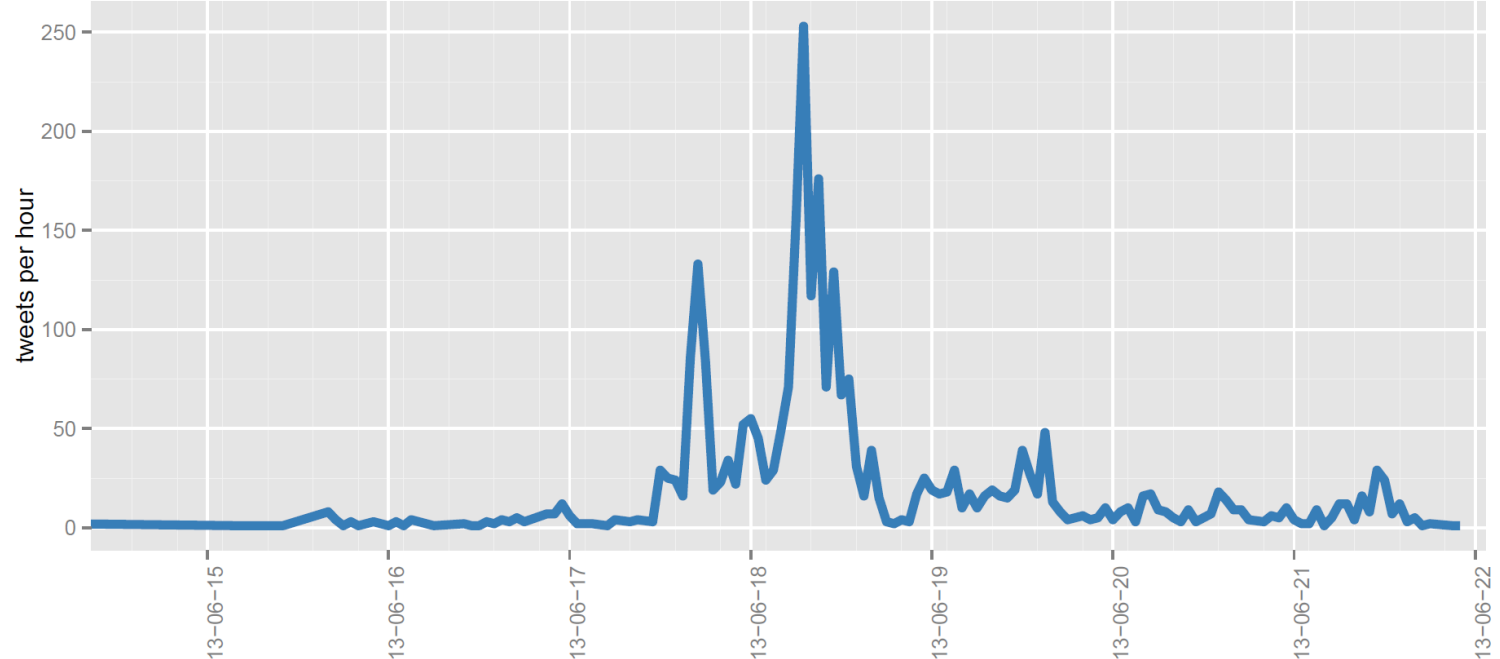
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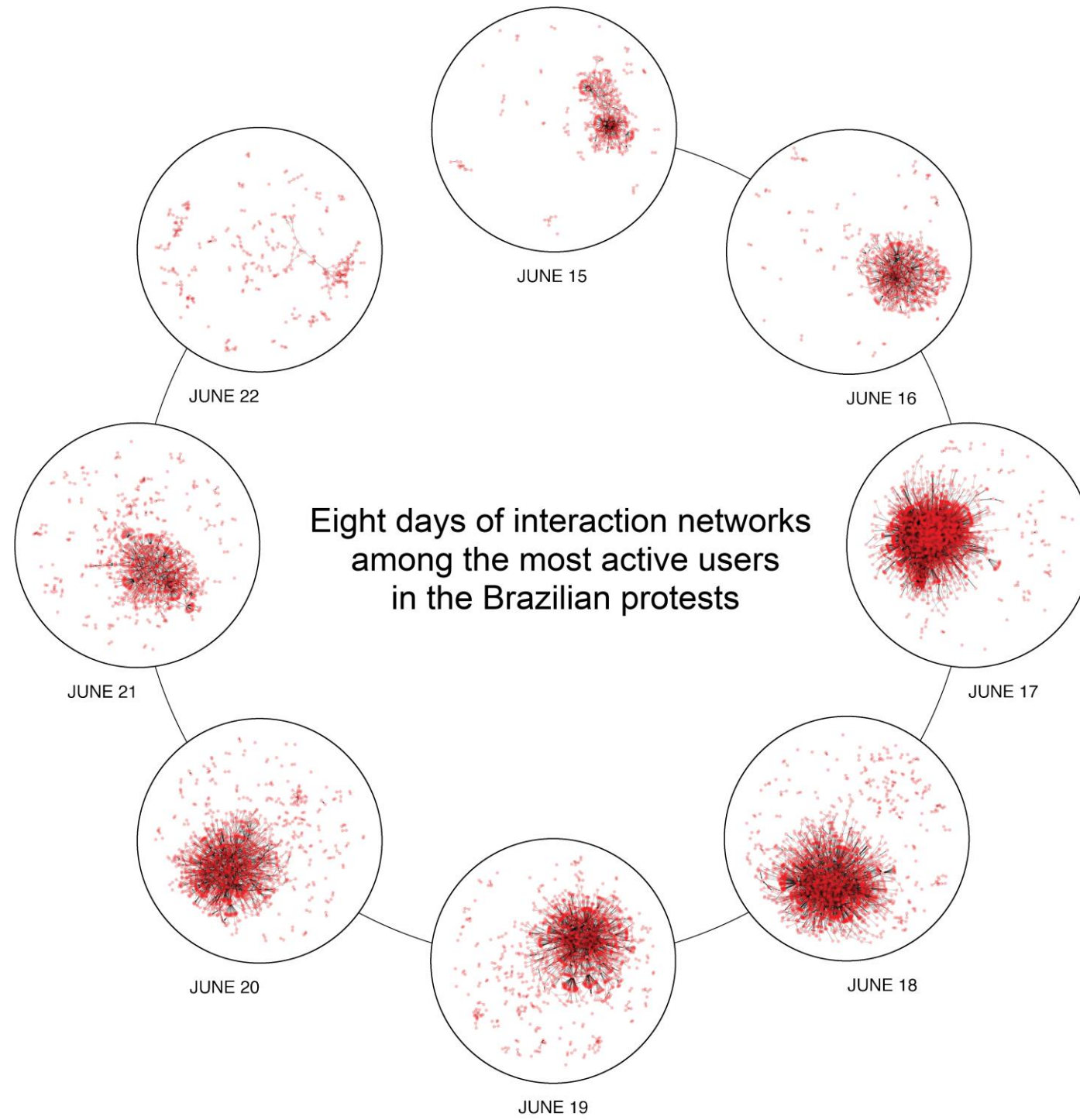
Tweets per hour

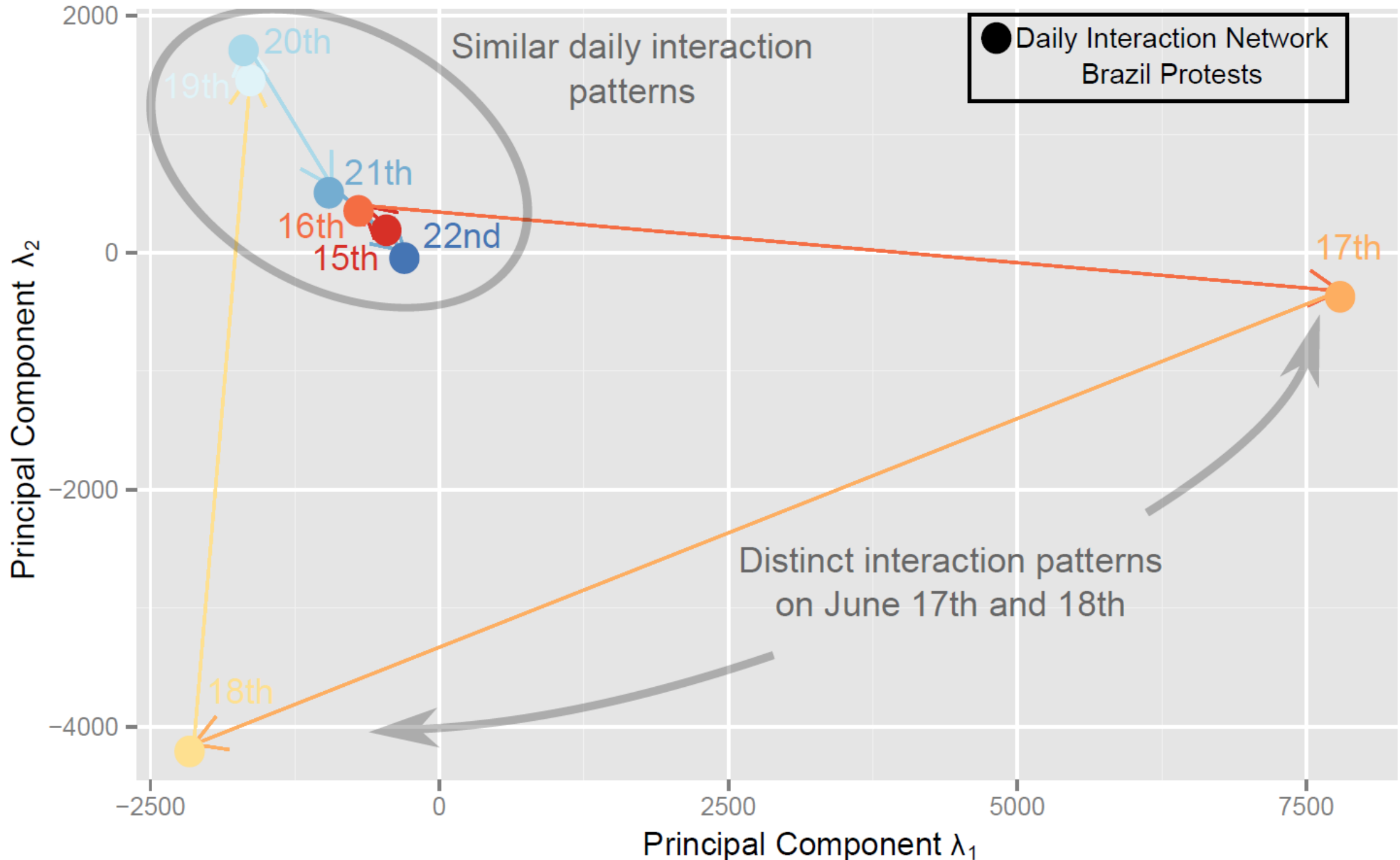
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Istambul









Andrés Monroy-Hernández
Microsoft Research, FUSE Labs
@andresmh