

# A Twitter Case Study: The Spreadability of the Viral Chilean Feminist Anthem

## #UnVioladorEnTuCamino

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### Background

The #UnVioladorEnTuCamino anthem and protest for violence against women derived from the Chilean anti-austerity protests of October of 2019. The anti-austerity protests launched from decades of social inequality and strife. The protests were brutal, bloody, and lengthy. In the middle of all this violence, there were sexual assaults and rape of women by the police (Dávila and LeBrón).

As a result, hope was born in the form of the

#UnVioladorEnTuCamino chant and dance the four members of Las Tesis, a feminist collective, created. It was an easy way to spread the message of the violence and abuse these women suffered, and it was soon adopted as the international violence against women anthem that spread to over 52 countries and was translated into different languages because of Twitter.

### Methodology/Methods/Theoretical Framework

#### Methodology

- Case study
- Rhetorical analysis

#### Methods

- Searched throughout Twitter for posts using the hashtags #UnVioladorEnTuCamino and #ElVioladorEresTu
- Posts had to be between November 2019 (when the first performances began) and early 2020
- Captured screenshots or screen recordings
- Studied how far the posts went (in terms of countries since it began in Chile), the languages it was translated to, the types of posts (supportive messages, teaching methods, videos of the chant and dance, art, and more), and date stamps.

#### Theoretical Framework

- Critical Race Theory
- Feminist theory
- Henry Jenkin's theory of spreadability

### Findings

#### Spread

- The hashtag, along with the anthem, spread like a viral meme to contrastingly different historical, regional, and socioeconomic contexts, such as Palestine, Lebanon, India, U.S., Japan, France, Latin America, Africa, and more.
- Additionally, the chant and hashtag were translated into different languages and, in some places, the chant was altered to fit their specific gender inequalities.

#### Tweets

- All tweets using the hashtag ranged from supportive messages to informative posts to art posters to teaching methods to live performances.

#### Simplicity of use

- Twitter became "civic media," or media intended for civic engagement (Jenkins).
- Retweet options
- Instantaneously share content around the world



@Sandra\_Cuffe tweets a news article about the #UnVioladorEnTuCamino movement and its very rapid spread. The first performance of the anthem took place on November 20, 2019 in Chile. In December of 2019, the anthem had already spread to these countries marked on the map.



The Black Rose/Rosa Negra post is an example of an inform post that teaches the viewer the history of the #UnVioladorEnTuCamino movement. This post is a set of 5 that inform the viewer about the movement, its origins, and how to perform it.

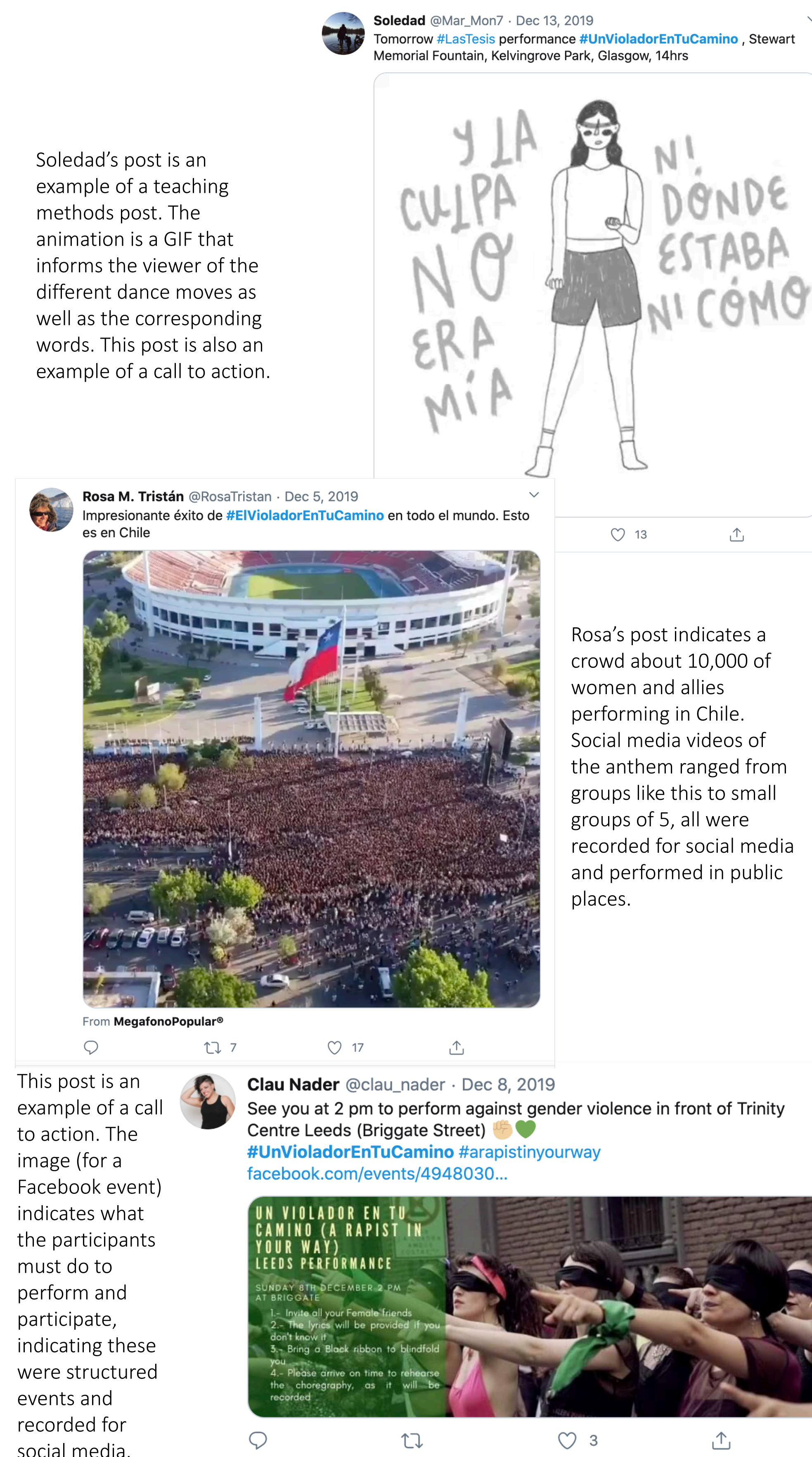
### Discussion

#### Practical/Social Implications

- Although it was intended to be performed live to protest violence against women in this one instance in Chile, it soon became an international anthem when it was shared on Twitter.
- That performance spread across the globe because of Twitter (especially since people don't need a smart phone to access the platform) and resonated with women who have been exposed to sexual violence.
- Therefore, this movement indicates a time when social media, like Twitter, does good, such as build a community, collective voice, and highlight the institutionalization of misogyny, the normalization of gender inequalities and violence, and the disappearance and rape of women that have been invisibilized.
- Further, Twitter helped bring a topic that is hardly addressed, especially in developing places like Latin American where the patriarchy is superior, to the global attention.

#### Value of the Project

- The value of this project lies in the community and collective voice Twitter provided these women, as well as highlighted the truth of the overwhelming and inappropriate systemic power figures of authority have over women.
- Feminismo sin fronteras (feminism without borders)



This post is an example of a call to action. The image (for a Facebook event) indicates what the participants must do to perform and participate, indicating these were structured events and recorded for social media.

### Research Questions/Goals

How did Twitter's global reach and simplicity of use internationalize the hashtag #UnVioladorEnTuCamino?

The goal of this study is to understand how Twitter, known for its digital activism, spread this chant and dance so quickly and transformed it to a global phenomenon (Goodling).

### Purpose

The purpose of this study is to expose the ability of (and attraction to) Twitter as a social protest tool and platform.

### References

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Dávila, Verónica, and Marisol LeBrón. "'Un Violador En Tu Camino' and the Virality of Feminist Protest." NACLA, 2019, [https://nacla.org/news/2019/12/27/un-violador-en-tu-camino-irality-feminist-protest](https://nacla.org/news/2019/12/27/un-violador-en-tu-camino-virality-feminist-protest).

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@Mar\_Mon7. "Tomorrow #LasTesis performance #UnVioladorEnTuCamino, Stewart Memorial Fountain, Kelvingrove Park, Glasgow, 14 hrs." Twitter, 13 Dec. 2019.

@RosaTristan. "Impresionante éxito de #ElVioladorEnTuCamino en todo el mundo. Esto es en Chile." Twitter, 5 Dec. 2019.

@Sandra\_Cuffe. "'In every place, the patriarchy presents itself a little differently.'" Twitter, 21 Dec. 2019.

### Visual

For a visual, check out the [YouTube video](#) I made for this study.