Trending Together: Mapping Transnational Hashtags in the Hispanosphere's Feminist Discourse

The Hispanic world has witnessed a new level of interconnectedness through digitality, uniting countries by their shared language and social media usage. Within this context, Hispanic digital feminism has flourished, giving rise to a complex web of international connections and common goals, shedding light on the movement's evolution during a supposed fourth wave. Rovira-Sancho and Morales-i-Gras describe these participants as "feminist connected crowds," diffuse and widespread political actors utilizing social media and streets as performative constellations, embracing diversity and openness. This new form of organization, termed "hashtag feminism," plays a crucial role in reshaping collective feminist politics.

Twitter's multivocality and dialogicality set it apart from earlier technologies, allowing users to engage with multiple perspectives during global protests, fostering a sense of direct participation and unity across geographical boundaries ((Bonilla and Rosa). However, the rise of mediated visibility has led to competition among profiles, making communicative skills essential to navigate platform algorithms and maximize interactions. This privatization of visibility and algorithmic control pose potential problems, reinforcing existing choices and limiting the introduction of diverse content(Caro Castaño).

As a response to these complexities, this paper explores the visualization of data to highlight the movement of digital dialogues and how they compare to offline events. By exploring the limits of digital activism and the mechanisms at play in social media platforms like Twitter, we can gain insights into the future of social media studies in the era of artificial intelligence and platformization. The presentation of this paper, possibly as a lightning talk, aims to spark discussions about the nature of online activism and the ongoing academic exploration of the digital world's complexities.
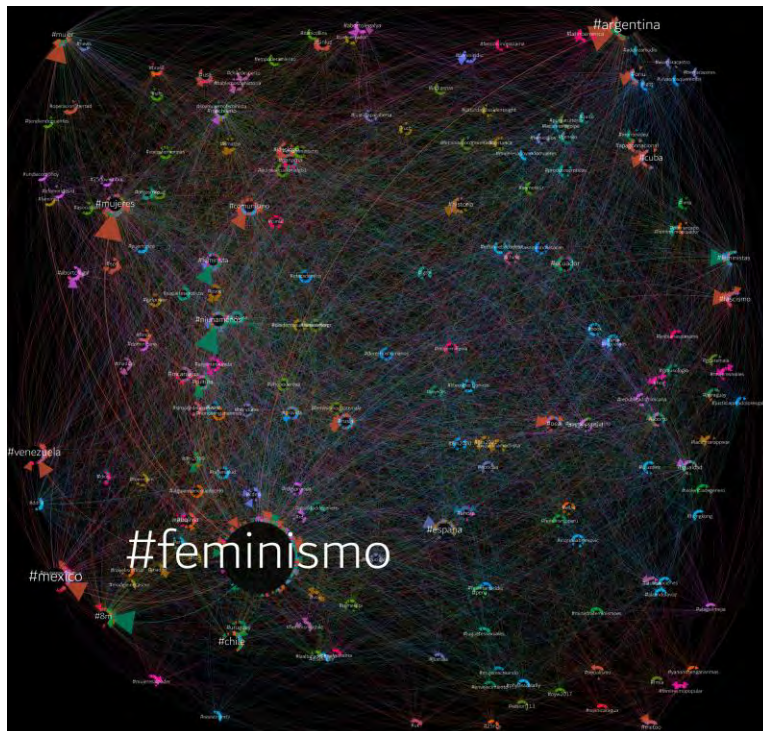

Figure 1. Connections in the Hispanosphere - Top 20 Hashtags Used in National Feminism Discourse on Twitter (2009-2023)

(Full Quality Version Attached Below)

Cited Works

Bonilla, Yarimar, and Jonathan Rosa. "#Ferguson: Digital Protest, Hashtag Ethnography, and the Racial Politics of Social Media in the United States." *American Ethnologist*, vol. 42, no. 1, 2015, pp. 4–17. *Wiley Online Library*, https://doi.org/10.1111/amet.12112.

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