



## **Brown Bag Series #14**

Date: January 8, 2016

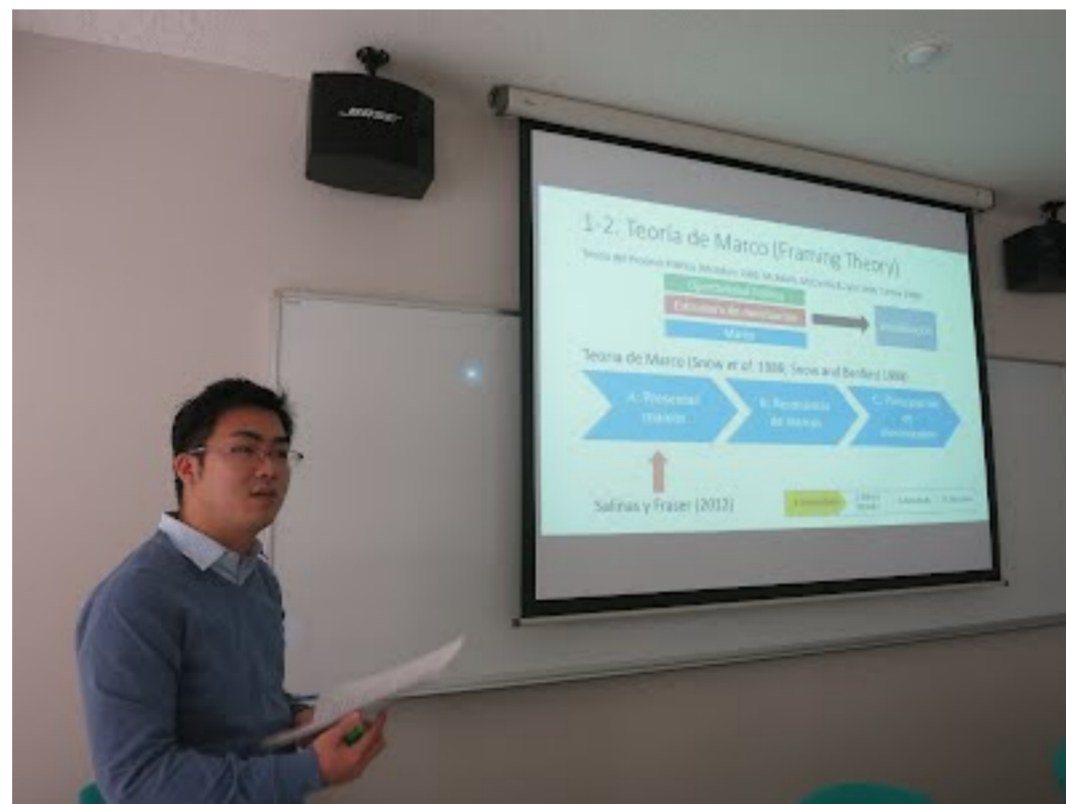
Time: 14 : 00-16 : 00

Venue: UTokyo, Komaba Campus, Building 18, Collaboration Room 3

Language: Spanish

**Kota MIURA** (Master Student, the Department of Area Studies, the University of Tokyo)

### ***Análisis con Twitter de la resonancia de marco en los movimientos estudiantiles en Chile (2010-2013)***



Do frames of social movement organizations and leaders resonate in reality and lead to mobilization? In most of the social movement studies using the framing theory, which explains that potential supporters participate in movements when frames of social movement organizations and leaders resonate among supporters, whether frames resonate in reality or not has not been examined because this theory focuses mainly on transmitters such as movement organizations and leaders. However, transmission of frames does not automatically make receivers participate in movements. The process of frame resonance is necessary to mobilize people.

This presentation examines whether frame resonance occurs in reality and leads to mobilizations or not in the case of the Chilean student movements from 2010 to 2013. In spite of the fact that the Chilean student organizations and leaders transmitted the same frames between 2010 and 2013, the

scale of mobilization in 2011 became the largest in the Chilean history, but that of the other years was smaller than 2011. Why did this happen? This presentation focuses on four frames transmitted by the student organizations and leaders and sheds light on frame resonance as a factor that determines the scale of the movements. This research incorporates the usage of Twitter in its analysis to show the extent to which frames of student organizations and leaders resonate. This presentation shows not only that the scale of mobilization depends on whether frame resonance occurs or not, but also that using Twitter in analysis of framing is possible and effective.