

# Social movements and new media

## New technologies, social networks and media: Spanish Revolution

Eunate SERRANO CASADO, Universitat Autònoma de Barcelona, Spain

### Abstract

*Free communication is promoted by the use of new information and communication technologies. In fact, these were important to the citizens' mobilizations which filled Spanish streets and squares for several months in 2011 and 2012. Meanwhile, traditional mass media hardly noticed the citizen mobilization in the first days and, specifically, the main Spanish newspapers were left behind when they had to identify and analyze this social movement, which marks the first year of its beginning. In the first phase the research of the movement called 15M, takes a close look to the traditional media's discourses in relation to citizens' movements.*

### Keywords

*New technologies, Spanish demonstrations, social networking sites, press.*

### Resumen

*El uso de las nuevas tecnologías de la comunicación y de la información favorece la comunicación libre. Éstas, de hecho, resultaron determinantes en las movilizaciones ciudadanas que llenaron las calles y plazas españolas durante varios meses en 2011 y 2012. Sin embargo, por su parte, los medios de comunicación tradicionales apenas repararon en las movilizaciones impulsadas por el movimiento ciudadano denominado 15M en los primeros días del estallido y, concretamente, los principales diarios españoles se quedaron atrás en la identificación y análisis de un movimiento que ya ha cumplido su primer año. En una primera fase, la investigación sobre la denominada Spanish Revolution se acerca a la prensa tradicional*

*realizando una lectura de sus discursos en relación al movimiento ciudadano.*

### Palabras clave

*Nuevas tecnologías de la información, movilizaciones ciudadanas, redes sociales, prensa.*

The so-called 15M movement, born from the initial spark of the Democracia Real Ya (DRY<sup>1</sup>) — Real Democracy Now — platform, is now have recently a year since its creation. It has found on Internet the too which allows it to move away from the politicians and media's agenda. It is a tool that has allowed the Spanish citizen empowerment to grow, who has since late 2007 being punished by the economic crisis.

When DRY decided to call demonstrations in different cities of Spain, the question was whether the same following it seemed to have online could be moved on to the street. Finally, on May 15th 2011, thousands of citizens joined to DRY's call - one week before the local elections - wanting to demonstrate their disagreement with the decisions being taken by politicians in order to manage an economic crisis that, even today, punishes Spain. The group, which had been created three months before the call for demonstrations, born in cyberspace on the Facebook website and ended being embodied in the streets.

Even if traditional media echoed the unprecedented mobilization in contemporary times of Spain, they did not deepen into the facts that consequently triggered on camping trips, assemblies, workshops and digital and analog networking. Isolated in their discourses, the first days of camps (Madrid and Barcelonas' were the most populated, but all provinces kept more than one alive) information without analysis predominated, just creating theories about what or who was behind the camping.