Chapter 3
Twitter and Blogs in Social Movements:
Ayotzinapa around the World

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ABSTRACT
The main propose of this study has been to analyze how Twitter and Blogs became important media to follow Ayotzinapa terror event. This study is based on a descriptive analysis of Twitter and blogs over the Internet, which has been the principal media to cover Ayotzinapa case. For this propose has been necessary a documental analysis of Ayotzinapa case and the use of social media analytic platforms. First, Socialmention was necessary to identify the main keywords related to Ayotzinapa word. Second, Topsy social media analytic platform allowed analysis of trends over Twitter. Last, Meltwater Icerocket analytic platform was used to determine blogging trends over Internet. Keywords analyzed were: Ayotzinapa, Iguala, and Guerrero. Results suggested blogging as an important media for spreading the news event Ayotzinapa. Meanwhile, Twitter has been an important media for turning Ayotzinapa terror incident in a media event where people have joined in activism and protest movements worldwide.

INTRODUCTION
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The Internet is defined as a “global technological system of networked computer networks, a network of computer networks, that works based on the TCP/IP protocol” (Fuchs, 2008, p.121). It has become a powerful tool with 2,802,478,934.00 percent users and a 39% penetration rate worldwide (Internet-worldstats, 2014). In Mexico there are 51,000,000 Internet users. The most common uses are related to access for social networking and e-mailing (Méndez, & Enríquez, 2014).

The impact of social networking sites encourage social changes. This has been demonstrated in breaking events around the world such as events in Moldova, Iran, Tunisia, Egypt, Libya, Chile and Brazil.
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(Secker, Hanlin, Gricius, Ashy, Al-Obadai, Mohammed, Tayed, Colthurst, Smith, Yassour-Boroschowitz, Desivilyvia, Smith, Jeffrey, Tastle, Turan, Yalcinkaya, & Youssef, 2013; Luna, Torres, Muente, Hanlin, Stevens, Clinton, McCarthy, Barahona, Angelino, Carillo, DeSouza, & de Souza, 2013), and recently events in Mexico where 43 students from Ayotzinapa disappeared. For this reason it is very important to study the role of social networking sites and blogs in breaking events.

Social networking sites have been an important tool in activism and protest behaviors related to events occurring at the Escuela Normal Isidro Burgos in Ayotzinapa, a municipally of Iguala, Guerrero in México. This particular international problem did however achieve a level of cooperation through international tribunes and social movements.

The impact of social networking sites in terror events has been examined in this chapter through the Ayotzinapa event. This was a dramatic event that attracted the attention of governments, press, and civic sectors globally. Examples of the importance of the Ayotzinapa event are petitions made by International Amnesty and Organization of the United Nations to the Mexican government to find the missing students (Amnesty International, 2014) as well as petitions made from countries like the United States of America.

This event is an example of digital activism and cooperative behaviors related to extreme events. The aim of this chapter is to understand how social networking sites and blogs have become an important tool to monitor terror and protest, and avoid more extreme events in Mexico such as the Tlatelolco killing in October 02, 1968 (Paz, 1970) where 325 students were killed.

CONTEXT AND FRAMEWORK

2.1 Context

On September 26th 2104 a group of students from the Escuela Normal Isidro Burgos in the locality of Ayotzinapa, Municipally of Iguala in Guerrero México were traveling on buses and vans towards Iguala city to join a protest against local government. Municipal police forces shot them, killing six students. As a result of this attack 43 students disappeared. The Mexican government admitted the participation of police forces and organized crime groups in this event. Evidence put forward by the attorney Murillo Karam supposes the possibility that the 43 students were killed and burned.

Social networking sites and blogs proved to be an important tool to create cooperation in the case of the Ayotzinapa event creating activism that perpetrated the first step for non-violent protest movement worldwide, promoted principally by the middle class who represent 76% of internet users (Méndez, & Enriquez, 2014).

2.2. Framework

This section provides a brief overview of concepts and past literature in order to obtain a better understanding about media, news, terror, activism, and protest events and the role of social networking sites and blogs following the event.

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