



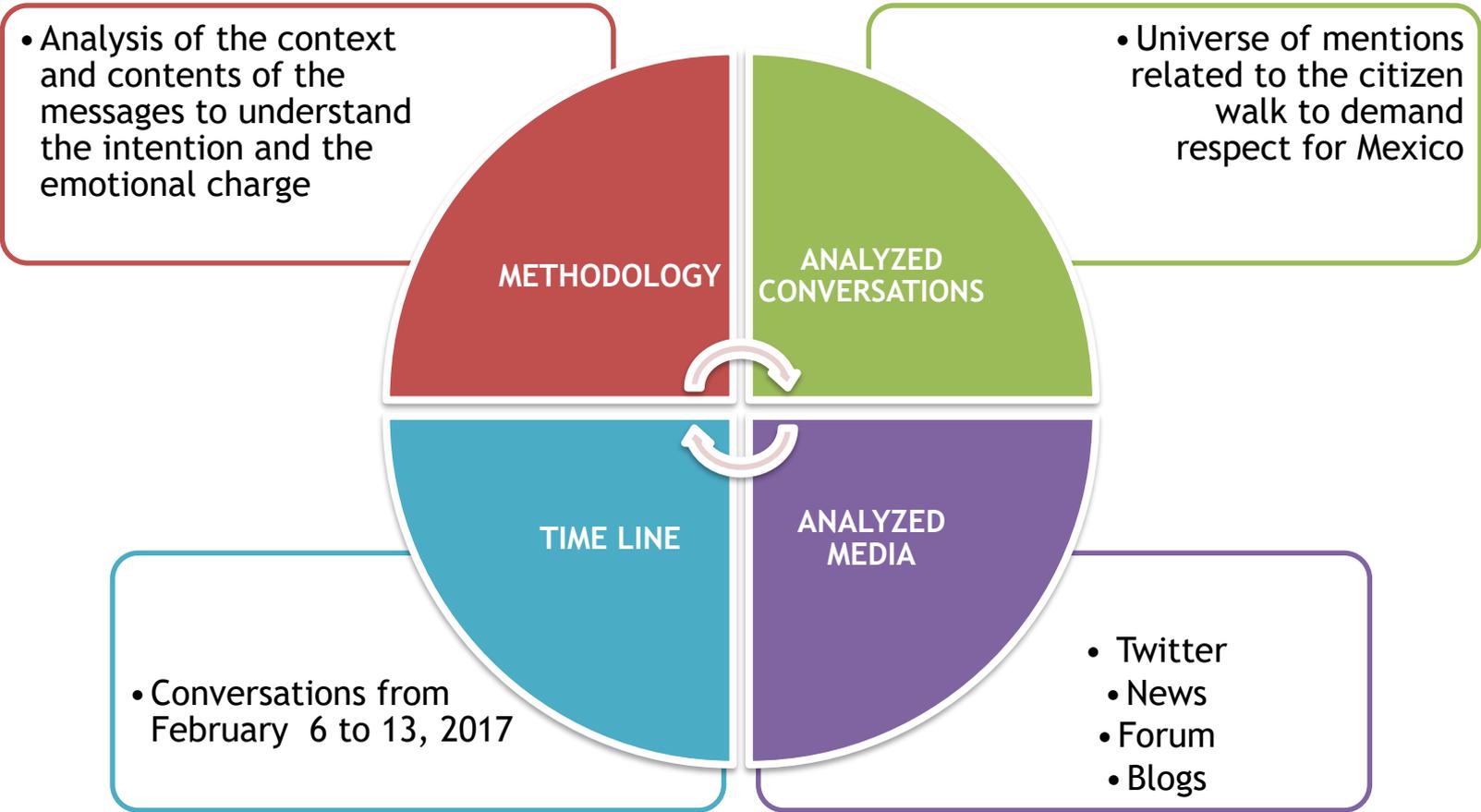
Understand the collective digital  
behaviour.

Analysis of conversations in digital media in regard to:

## The walk for respect for Mexico



February, 2017

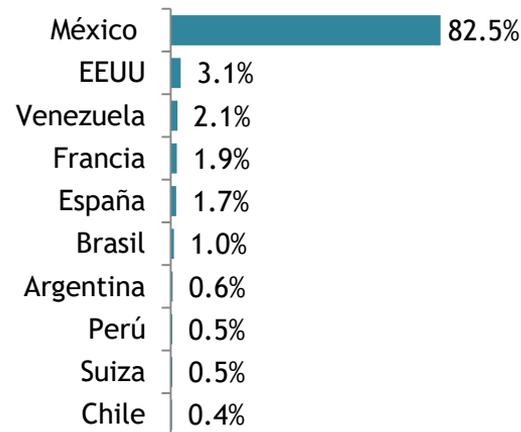


# CONVERSATIONS

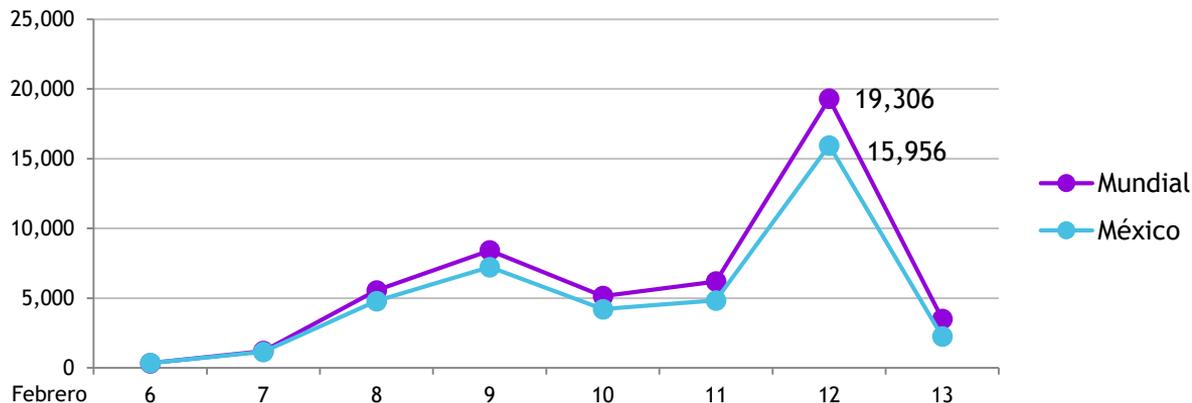
Last Sunday, February 11th, the first CITIZEN MARCH was held for the respect of Mexico, a movement supported by more than 77 civil organizations, educational institutions and business associations that was replicated in 19 cities in the country, with the aim of expressing the rejection of the immigration policies of the President of the United States, Donald Trump.

49,663 mentions worldwide

40,734 mentions in Mexico



# MENTIONS



Twitter was the media most used to create awareness about this movement, while local news provided a good follow up and coverage of this event.

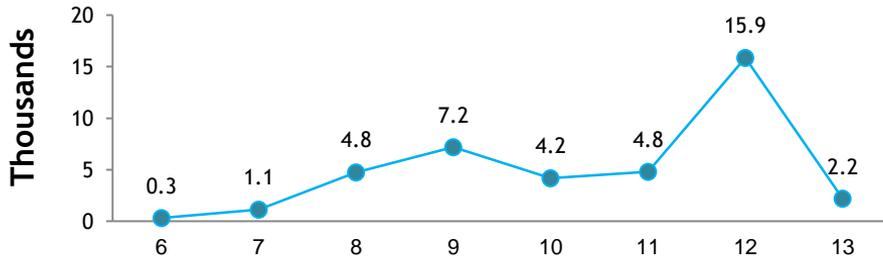
Media	Worldwide	México
	49,403	40,514
	242	209
	11	11
	7	0
<b>Total</b>	<b>49,663</b>	<b>40,734</b>

Mentions from Feb 6 to 13, 2017

# CONVERSATION AND REACH IN MEXICO (TWITTER)

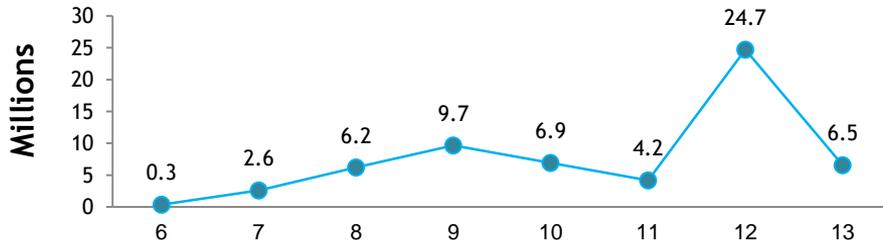
In Mexico, each user saw an average of 1.7 tweets with content related to the Citizen March.

## MENTIONS



Total  
(8 days)  
**40,514**

## REACH



**61 Million**  
Multiplicity  
**1.7**



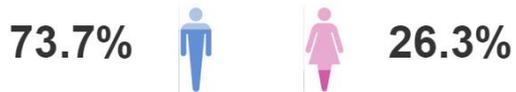
# REFERENCE DATA

Compared to other relevant events in social media, this Citizen March achieved a lower reach, nevertheless it did not go unnoticed.

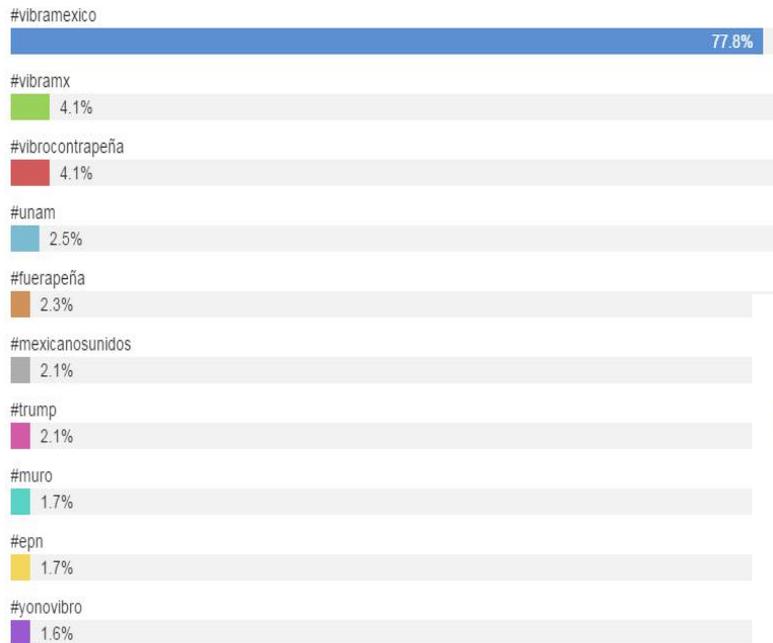
	Analyzed days	Volume	Reach	Average daily mentions	Multiplicity
 Olympic games in Rio 2016	17	413,648	130 Million	284,332	2.8
 Donald Trump's first visit in Mexico	5	479,340	154 Million	94,657	4.4
 Trump winning the Presidency	5	910,464	128 Million	182,092	3.7
 January's 2017 fuel price increase	16	416,928	439 Million	3,259,990	12.6
 Citizen March for respect for Mexico	8	40,734	61 Million	5,064	1.7

# CONVERSATIONS ON TWITTER IN MEXICO

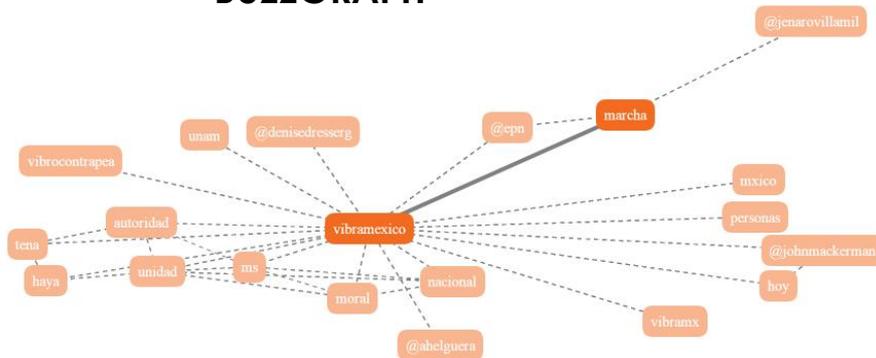
## GENDER



## HASHTAGS



## BUZZGRAPH



## WORD CLOUD



# CONVERSATIONS ON TWITTER IN MEXICO

Prior to the event, most media provided only information about the date, time and cities involved. Some political figures joined the movement (initially promoted as a non-political-party related movement), which provoked the division of opinions among users of social networks, and casting doubt on the real motive of the March.

**Héctor Díaz-Polanco** @diazpol Seguir

Quizás los historiadores registren la marcha [#vibramexico](#) como indicio de la debacle ideológica y política de la oligarquía en el siglo XXI.

RETWEETS 177 ME GUSTA 106

**Denise Dresser** @DeniseDresser Siguiendo

Aquí seguimos, marchando contra la corrupción, la impunidad, el muro. Y en favor del país. [#VibraMexico](#)

RETWEETS 513 ME GUSTA 1,221

**Mr. M** @MichelPesquera Seguir

Que lástima que una marcha contra Trump terminó siendo contra nosotros mismos, siempre nos boicoteamos [#VibraMexico](#) Por eso no iré... 🇲🇪

RETWEETS 306 ME GUSTA 715

**Alvaro Delgado Gómez** @alvaro\_delgado Seguir

"Celebro la marcha [#VibraMexico](#)...": La desinteresada Margarita Zavala

**Margarita Zavala** @Mzavalage  
Celebro la marcha [#VibraMexico](#) y creo firmemente que los políticos o aspirantes no debemos asistir para que no pierda su esencia ciudadana.

RETWEETS 23 ME GUSTA 12

9:16 - 12 feb. 2017

**Jessy Contreras** @JezzyContreras Seguir

Y es que uno habla hasta que le llega el agua al cuello [#VibraMexico](#) [#Vibramx](#) @ClaudioXGG

**Claudio X. González** @ClaudioXGG

En México se debe trabajar, no marchar, para ganarse la vida (en relación a marchas, chantajes y desmanes de la corrupta y violenta CNTE) RT

9:02 a.m. · 25 ago 13

62 RETWEETS 9 ME GUSTA

RETWEETS 195 ME GUSTA 142

8:35 - 12 feb. 2017

# CONVERSATIONS ON TWITTER IN MEXICO

This situation of disbelief was reinforced by the announcement that the activist Isabel Wallace called a march for the same day, against the government of President Enrique Peña Nieto. Wallace's action was considered as opportunistic and an act that only benefited her interests.

**SinCensuraMX**  
@SinCensura\_MX

Corren a Isabel Miranda de Wallace de la marcha #VibraMexico #MarchaContraTrump [youtu.be/Zziy2QqBAU](https://youtu.be/Zziy2QqBAU) vía @YouTube

Así corrieron a Isabel Miranda de Wallace de la marcha #Vi...  
Luego de que un grupo de personas le gritara "asesina", "corrupta" y "fuera", la presidenta de Alto al Secuestro, Isabel Miranda de Wallace, decidió retirars...  
[youtube.com](https://www.youtube.com)

RETWEETS 7 ME GUSTA 13

**Carlos Brito**  
@Britovsky

Ya dijo @WallaceIsabel que su marcha #MexicanosUnidos Sí es a favor de @EPN y partirá donde termine #VibraMexico. Suena a sabotaje

**Marcha de 'Mexicanos Unidos no es contra el gobierno: Miranda de Wallace**

La presidenta de la asociación Alto al Secuestro dijo que la marcha, convocada por el domingo a mediodía, es para que Peña Nieto league fuerte a la negociación con Donald Trump.

Miranda de Wallace dijo que será una marcha de apoyo a México. (Cuartavoz)

CIUDAD DE MÉXICO • La presidenta de la asociación Alto al Secuestro, Isabel Miranda de Wallace, afirmó que la marcha "Mexicanos Unidos" no es contra el gobierno de Enrique Peña Nieto, sino para apoyarlo ante las negociaciones con el mandatario de Estados Unidos, Donald Trump.

RETWEETS 76 ME GUSTA 40

Although both demonstrations were carried out, the pressure of the attendants of Vibra Mexico, made that Isabel Wallace retired of the place between cries of disapproval.

# Conversation feelings

**9%**  
POSITIVE



Some supported the idea of demanding a stronger stance against the US government, placing migrants and the construction of the wall as a priority to be discussed.

**33%**  
NEUTRAL



In general terms, the coverage provided by the media kept a “neutral” tone, providing information about alternative vial routes vs those used by people marching, schedule for the march, cities participating, etc.

**58%**  
NEGATIVE



Citizens showed their dissatisfaction and distrust at the signs of a movement orchestrated by some private institutions, but also by a political personage, as well as the misinterpretation of the main objective; the most clear case was the decision of Isabel Wallace to organize another march with different intentions on the same day.

# Conversation feelings - examples

9%  
POSITIVE

33%  
NEUTRAL

58%  
NEGATIVE

Marcha Vs [@realDonaldTrump](#) domingo 12 Febrero 12 día saliendo de la Curva llevemos Bandera Mexico [#VibraMexico](#) con [#PanuquensesUnidos](#)

Todos Unidos por el Gran Mexico que Merecemos!!!! [#VibraMexico](#)

"Fue una marcha muy familiar, había niños y todo muy calmado, muy bonito" [#VibraMexico](#)

Conoce la ruta de la marcha [#VibraMexico](#) en el Estado de México la cual está convocada por la [@UAEM\\_MX](#)

Se reporta que en [#Guadalajara](#) [#Jalisco](#) [#México](#) la cifra [#Vibramx](#) [#VibraMexico](#) alcanzaría los 15 mil asistentes, de acuerdo con [@PCJalisco](#)

Convocan a marcha ciudadana contra Donald Trump [#VibraMexico](#) [eluniversal.com.mx/articulo/nacio](#) ... gracias por nota [@El\\_Universal\\_Mx](#)

Marcha [#VibraMexico](#) arriba a la Glorieta del Ángel de la Independencia [#TraficoRVial](#)

Marcha [#VibraMexico](#) transcurrió en calma con saldo blanco, reprotan autoridades. Entre 10 y 12 mil marcharon por dignidad de México.

- La marcha es apartidista  
- Fake News  
[#VibraMexico](#)

Tranquilo, feliz y orgulloso al ver que los Mexicanos no caímos en la farsa d [@Televisa](#) llamada [#VibraMexico](#) [#marchapormexico](#) me voy a comer

No marcharon por Ayotzinapa, tampoco por la ABC, menos contra el "Pacto"... ¿de donde les sale lo patriotero a los vibradores? [#VIBRAMEXICO](#)

Qué pedo con su marcha ultraderechista antiTrump? Hasta banda de guerra auspiciada por los puercos les ponen. Muero de Risa y rabia!!

[#PorAmorANuestroMexico](#) no vayan a la marcha [#VibraMexico](#) organizada por corruptos e hipócritas que apoyan al gobierno de [@EPN](#) [#PanYCirco](#)

[#LosMalosos](#) Morera y Wallace disputan, Peña agradece [#VibraMexico](#) [ow.ly/Q1w8308UKHO](#) [#EPN](#) [#AIAire](#)

El que asista a la MARCHA ES UN TRAIADOR A MÉXICO por apoyar al pusilánime [@EPN](#) y su régimen [#NoVibraMexico](#) [#VibraMexico](#) [#Trump](#)

[#ElPaísQueQuieroEs](#) pensante! A qué hora cambió el objetivo de las marchas? Acaso ya no hay despilfarros o clase dorada mexicana? [#VibraMexico](#)

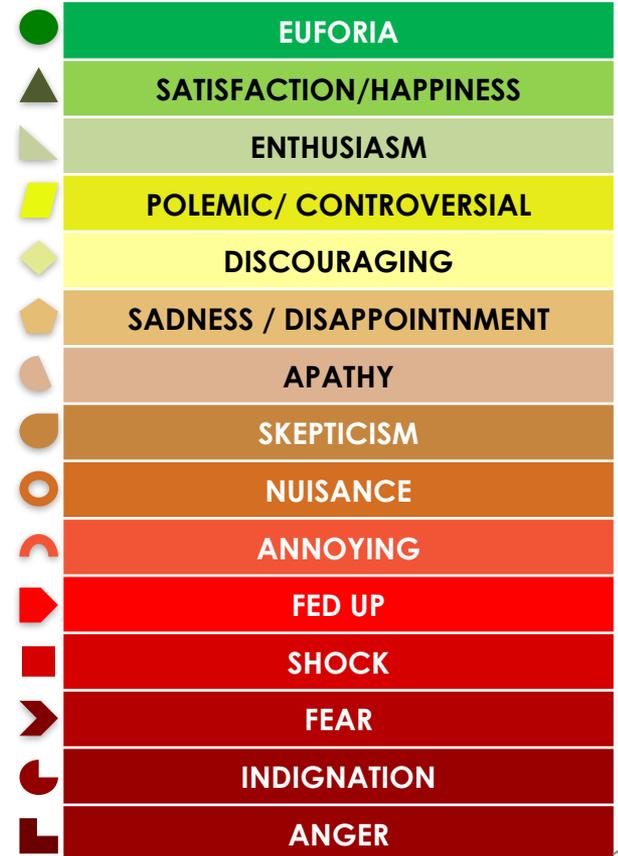


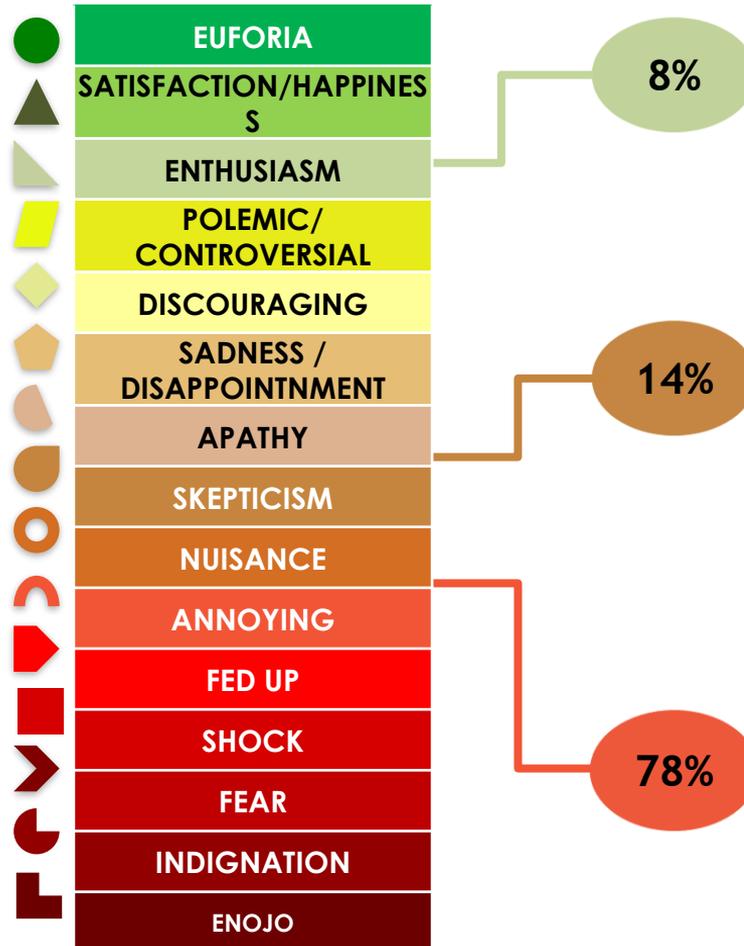
In social media, conversations flow spontaneously. NODO created a tool to help us interpret the social digital mood.



Nowadays, a large percentage of society expresses via social networks their feelings related to daily problems

## SEGMENTS





Those supporting the March and the need to demand a better stand against decisions made by the government of US President Trump

Participation and support of the March by certain politicians created some doubts as to the motives of this movement, and some people decided not to participate.

The feeling that predominated was annoyance since many considered this movement was created to benefit some Mexican politicians.

# FINAL COMMENTS

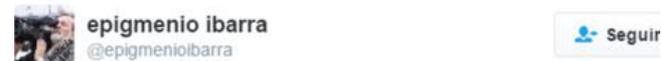
As a result of the situation in the country and the general feelings of **distrust**, citizens doubted the motives of the organizations promoting this type of mobilization.

Only one thing is agreed: the country is not satisfied with the way in which the Government is reacting to the decisions made by the US President and considers that action is necessary, but also notes the impossibility of having this scenario changed and that the Mexican government understands the importance for citizens to **protect the dignity of the country.**



# FINAL COMMENTS

Public figures play an important role in the conversation; their participation affected the credibility of the motives for this March.



Así será #VibraMexico. Cartón de @monerohernandez



The diversion from the main objective of the mobilization also reflects the diversity of situations that are still part of the collective preoccupation, such as the rise in the price of fuel and corruption in the Government

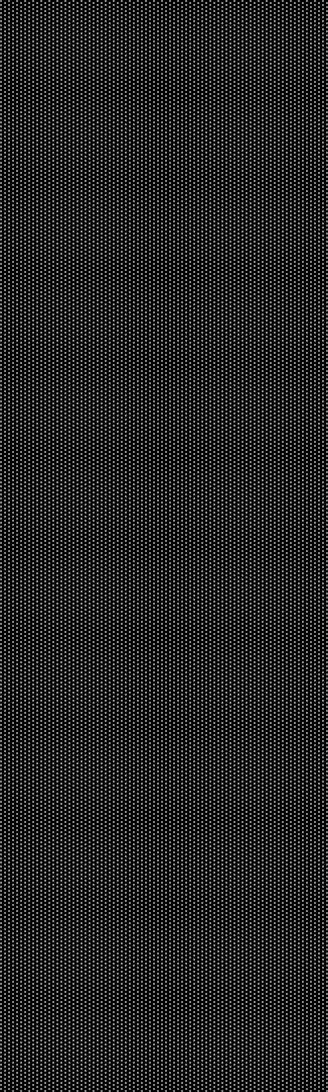
# FINAL COMMENTS

Nowadays Mexicans are living a double struggle. On one side, decisions made by US President Trump, and on the other side, the reactions of the Mexican President Enrique Peña Nieto. The only thing people can do is keep informed.



Even though the feeling of “unity” prevails, the skepticism towards this type of movement remains, because people feel that is very hard to keep political agendas out.

It is as challenging for citizens to keep united, as it is for the government to fix its very damaged image.



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