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## **The Fight Against Femicide: An Analysis of Globalization Through Instagram in #NiUnaMás and #NiUnaMenos**

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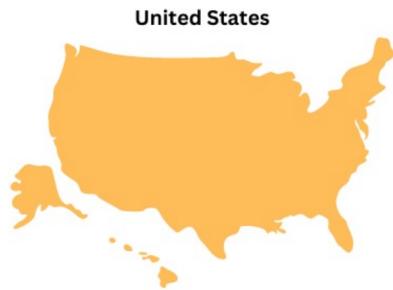
### Abstract

The #NiUnaMenos movement arose in Argentina in 2013 in response to femicides throughout Latin America. The slogan #NiUnaMas began in the 2000s to fight against femicides in Mexico and the Northern Central American triangle. There have been various studies that have analyzed the role of social media, specifically Facebook and Twitter, in the spread of both movements which aim to fight against femicide. This study intends to investigate how the movement reflects the trends of globalization on Instagram. By using a qualitative critical analysis of Instagram posts under the #NiUnaMás and #NiUnaMenos hashtags, the study analyzes the various types of globalization that each post highlights and discusses.

# The Fight Against Femicide: An Analysis of Globalization through Instagram in #NiUnaMás, and #NiUnaMenos

*"Ni una mujer menos, ni una muerte más!"  
Not one woman less, not one more death!  
-Susana Chávez Castillo, 1990.*

The #NiUnaMás movement beginning in Mexico in 2002 and the #NiUnaMenos wing erupting in 2015 in Argentina appropriated this quote to name their struggles.



The call of women with disabilities ... for a world where we are socially equal and totally free



**Methods:** qualitative visual analysis of regional and global messaging in #NiUnaMás & #NiUnaMenos Instagram posts surrounding International Women's Day in March 2023

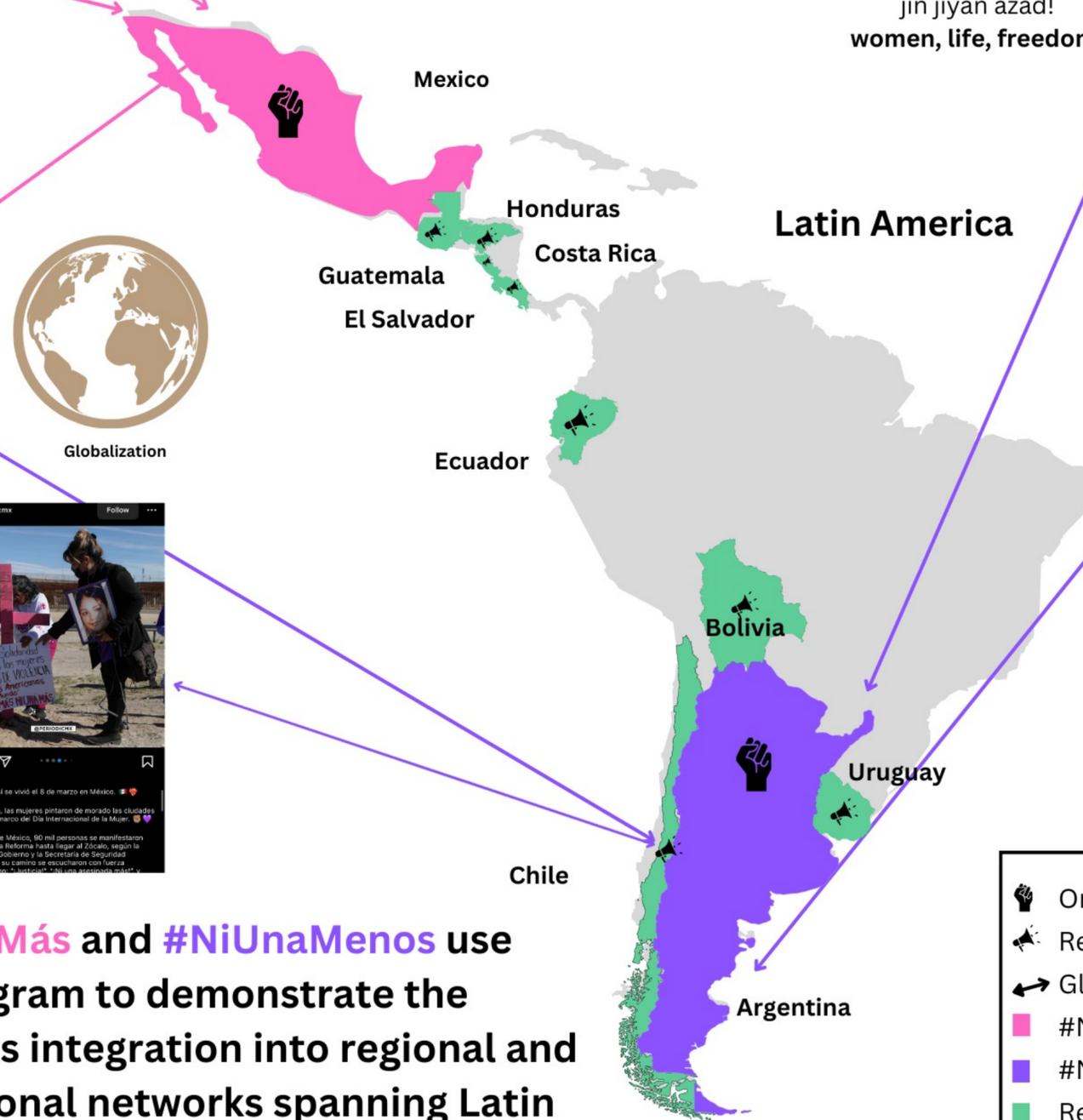
**Globalization:** a heightened sense of global interdependency and integration (Sparke, 2013).

**Gender:** inequalities, divisions, and differences socially constructed around men and women (Acker 2004).

**Femicide:** the intentional killing of a woman based on her gender (Kloppe-Santa Maria, 2021; Friedman, 2016).

**#NiUnaMás and #NiUnaMenos use Instagram to demonstrate the movement's integration into regional and trans-regional networks spanning Latin America, the United States and Europe**

patriarchat abtreiben  
abort the patriarchy  
jin jiyan azad!  
women, life, freedom!



**Key:**

- Origin of Movement
- Regional Movement
- Globalization of Movement
- #NiUnaMás Movement
- #NiUnaMenos Movement
- Regional Spread
- Cross-regional/national Spread