Social Media and Political Mobilization: The ABC Day Care Fire in Hermosillo, Mexico
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Introduction:
On Friday, June 5, 2009 at 3pm, smoke curled out of the ABC Daycare building in the southeastern portion of Hermosillo, Sonora, Mexico. There were 149 children inside the building during the time of the fire. The ABC Day care fire took the lives of 49 children, hospitalized 40 others, injured dozens more, and shattered the hearts of the community.

News of the tragedy swept through the city and the rest of the country like a shock wave. Over the following 10 years, the citizens of Mexico utilized social media to politically mobilize people, put pressure on governmental systems to change, and search for support in this community, as well as an opportunity for the citizens of Mexico to refine their identities as political agents.

The response, however, was not unified. Two years following the tragedy, the citizens of Mexico utilized social media to politically mobilize people, put pressure on governmental systems to change, and search for support in this community, as well as an opportunity for the citizens of Mexico to refine their identities as political agents.

Research Focus:
I examine the ways in which Twitter has been used for social and political mobilization. Twitter created a platform for support in this community, as well as an opportunity for the citizens of Mexico to refine their ideas of justice. Twitter continues to be the primary platform of choice for many people affected by the ABC Daycare fire.

Hypothesis:
1. Each group would be active and identifiable through a Twitter hashtag (#).
2. The patterns observed on Twitter would show that over time, people tended to focus less on specific children and more on systemic political reform and justice.
3. The most active months in the yearly cycles would be May & June leading to the memorial march on June 5.
4. We expect a spike of activity in the election years of 2012 (presidential), 2015 (Gubernatorial), and 2018 (Presidential).

Methodology:
The data are limited to public data available on Twitter. I searched keywords and hashtags to search for themes: related to laws passed, legal action, alliances formed with other groups, as well as any other source of community engagement revolving around the fire. Using the Twitter search engine, Tweets were filtered by:

1. Year: starting at 2009.
2. Terminology / hashtag:
   a) Focus: Is a message about one specific child or more about a group or justice?
   b) Collected qualitative data for each keyword for each year based on language.
   c) Keywords: zapatos, criminal, Felipe Calderón, Cinco de Junio, Julio Cesar Marquez, PRH, PAN, etc.

Results:
Hypothesis 1: Only two of the four social network groups were significantly active on social media through the use of hashtags: #JusticiaABC, and #GuarderiaABC (see Figure 2).

Hypothesis 2: Social media used the identities of the children as individuals as the faces of many movements over the past 10 years (Image 1). Their identities were not lost in the name of political mobilization, but rather they were weaponized to demand justice for the people of Mexico (Image 2).

Hypothesis 3: There is an annual cycle of activity on Twitter (see Figure 1). The most active month of the year is June. Activity begins to rise in April, continues through May, and culminates in early June on the anniversary March (Figure 3).

Hypothesis 4: There will be spikes in activity in presidential and gubernatorial election years. We saw spikes in presidential election years 2012 and 2018, but not in the gubernatorial election year of 2015 (see Figure 4).

Conclusion:
H1: When comparing information from the social network analysis to the social media data, I found that:

• #GuarderiaABC was used as a unifier for all people who were discussing the ABC Day Care fire. This hashtag did not specifically overlap with any one group.
• #ABCNuncaMas was used primarily group 2 - November 5 de Junio, the most politically active group which lost children in the fire.
• #JusticiaABC was used primarily by group 1 - Salud y Justicia the most politically active group whose children were injured but survived in the fire.
• #ManosUnidasporNuestrosNiños is the least active theme on Twitter. This hashtag correlates most with group 3 from the social network analysis. This is a small group that focuses on day care legislation.

H2: Social media analysis revealed that over time posts collectively became less about grief and more about using the faces and names of children to make political points.

H3: May and June are active months in the lead-up to the June 5 day of commemoration.

H4: There were peaks in presidential election years but not gubernatorial years. Largely due to the activities of #JusticiaABC which campaigned for federal prosecution of those responsible for the fire (see Figure 5).

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Twitter works as an effective tool for political mobilization. In this case, because it shifts the public sphere from exclusive to inclusive and creates spaces for intercultural engagement by allowing people the opportunity to participate in politics and set mainstream news. Twitter allows people to access news as it is happening and in less than 160 characters. Ergo, information is transferred quickly.