

## Diffusion of “Not One Woman Less”: Argentina and Beyond

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**Abstract :** Drawing on archival documentation, digital platforms, academic journals, and reports, this research will explore the diffusion of a protest movement in Latin America. Starting in Argentina in 2015, this paper will explain how the hashtag #NiUnaMenos (“Not One Woman Less”), created to combat violence against women and girls, led to the spread of a regionwide movement. A year after its introduction, hundreds of thousands of activists mobilized on the streets of major cities in Latin America. Movements arose to protest against specific circumstances and contexts under the hashtag #NiUnaMenos, but the main goal of all of these protests was to fight against misogynist violence. Moreover, unlike previous social movements, the use of social media, such as Facebook, Instagram, Whatsapp, and Twitter, changed the depth and scope of these protests and led to an unprecedented speed in helping transmit their messages, strategies, identities, and goals.

**Keywords :** social protests, #NiUnaMenos ( Not one woman less), diffusion of social protests, protests and mysoginist violence

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