#TRUMPENMEXICO. TRANSNATIONAL CONNECTIVE ACTION ON TWITTER AND THE BORDER WALL DISPUTE

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INTRODUCTION

- On the night of August 30, 2016, Mexicans learned from a tweet by the American candidate that Peña had invited him to visit the country. Twitter was the protagonist.

QUESTIONS

- How was the connective action articulated by Trump's visit?
- Who were the most influential actors, which were their communities, and what media practices facilitated their preeminence in this connective action?
- What emotional frameworks were used to make sense of the connectedness action?

METHODOLOGY

- A mixed methodological approach was adopted.
- 352,203 tweets were captured through the Twitter API between August 30 and September 2 through hashtags.
- The following communicative conventions were taken as categories of analysis: hashtags, mentions, retweets, and the content of the conversation.
- Data mining made it possible to analyze patterns of frequency and intensity of conversations.
- To analyze the emotional frame, we opted for content analysis.

RESULTS

✔ Connective actions on Twitter are usually detonated by external stimuli, but in this case, it was sparked from within the network, when at 9:33 pm EDT on August 30, 2016, Trump tweeted.

✔ The most widely used hashtag in English and Spanish was #TrumpenMexico.

✔ In the English conglomerate, the predominant stance was supportive of Trump. The sample in Spanish got involved with the visit in a different way: more than half of the tweets (59%) were messages of rejection or dislike related to the visit and against the politicians.

CONCLUSIONS

- The analysis in English confirms that the visit was part of the US campaign in which party machinery was clear in the intensive and influential users supporting Trump and Clinton, respectively.
- It ratifies the influence of the sociopolitical context on Twitter conversations. Immigration was a central issue, and on the other hand, the reactive and spontaneous character of users outraged by Trump's xenophobic affronts.

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