

FROM THE GLOBAL MYTH TO LOCAL MOBILIZATION: CREATION AND RESONANCE OF GRETA THUNBERG'S FRAME

Silvia Díaz-Pérez
Roger Soler-i-Martí
Mariona Ferrer-Fons

<https://doi.org/10.3916/c68-2021-03>

INTRODUCTION

Climate movement

- Unprecedented step forward in 2019
- Mobilization capacity and political and media impact

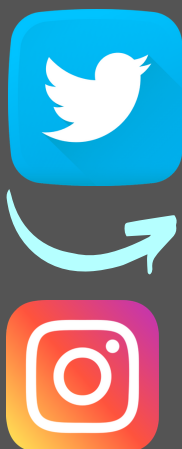


- Appearance of Swedish activist Greta Thunberg
- The birth of "Fridays for Future" (FFF)



METHODOLOGY

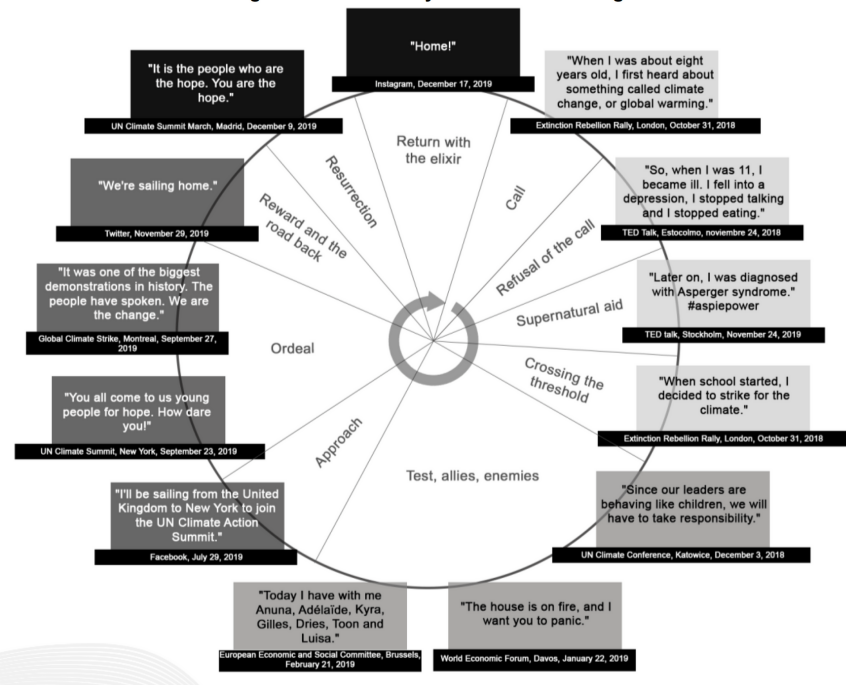
Qualitative analysis of the speeches of Greta Thunberg
quantitative approach
for the content analysis of
the social networks of FFF
Barcelona



- Messages from the official Twitter and Instagram accounts of FFF (from its appearance in February 2019 to March 2020)
- Encoding: a total of 664 posts (527 tweets and 137 Instagram posts and stories)
- Variable: 33

RESULTS

Figure 1. The monomyth of Greta Thunberg



The grievance, the problem, and the objective remain constant throughout history

The Greta frame in FFF Barcelona posts on Twitter and Instagram always has a positive effect on their ability to receive "likes" and "retweets"

Followers of the Barcelona movement in social networks feel more identified with the messages that contain elements of the Greta framework.

The effect is accentuated as of October 2019, coinciding with the greater weight of the discourse of criticism of the antagonists in the FFF Barcelona networks

CONCLUSIONS

The activist's heroization process has contributed to the construction and repercussion of the powerful new framework of the climate movement despite reluctance to personalize leadership



Social networks offer the ideal context for accelerating the exchange of information, essential to connect these phenomena with the rest of the movement in general and with local FFF groups in particular



Comunicar

www.comunicarjournal.com