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Twittering for Peace: Narratives on Otherness and Social Leaders in the Colombian Post-Conflict Time

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Summary

This dissertation situates itself at the crossroads of digital humanities, employing a mixed methodology to interrogate the complex processes of meaning-making surrounding the concept of Otherness in narratives of resistance following the *Peace Agreement* (2016) between the Colombian Government and the Revolutionary Armed Forces of Colombia (FARC-EP). While the post-agreement period witnessed the emergence of new forms of violence within the country, this time is conceptualized as post-conflict for the purposes of this study. The rationale is that the agreement effectively led to the demobilization of the largest guerrilla group in the country, which had engaged in illegal military activities for over five decades. More critically, for the scope of this dissertation, the signing of the peace accord facilitated a new-found space to envision and advocate for peace, marking a shift in the national narrative and opening discussions around the reimagining of societal constructs such as Otherness in the context of a nation striving towards reconciliation.

Through a nuanced exploration of social media discourse, particularly on Twitter, this study investigates how digital narratives both mirror and potentially mold societal perceptions of marginalized groups, especially social leaders who are often the targets of violence. The central research question driving this inquiry is: To what extent do Twitter narratives about social leaders contribute to the potential renovation of the interpretative frame of the "Other" in post-conflict Colombia?

By weaving together a mixed-method approach of constructivist grounded theory and grounded text mining, I delve into the digital ether where narratives of conflict, peace, and social justice converge and contest. This study is particularly attentive to social media narratives, analyzing their alignment with established imaginaries and their capacity for introducing novel narrative plotting or practices of

meaning-making that reimagine the concept of social leaders. As such, this research scrutinizes how Twitter narratives of resistance both mirror and challenge the identity and perception of the Other. This notion is deeply rooted in historical, cultural, and socio-political narratives, marked by a prevalent tendency toward othering practices that are culturally and institutionally legitimized. Thus, my inquiry emphasizes resistance narratives that shed light on the historically marginalized Other, whose exclusion has been systematically ignored, perpetuated, and normalized. At the heart of my investigation lies the examination of narrative frames—their adherence to and divergence from traditional institutional discourses, and their innovative potential for narrative emplotting and renovation. Through this analytical prism, I endeavor to uncover how these online practices of meaning-making may contribute to a redefined recognition of the hardships and injustices endured by those on the margins of Colombian society, potentially catalyzing a shift in both social and political narratives towards a more inclusive and equitable conceptualization of Otherness.

However, this analysis purposefully distances itself from depicting the Other as culturally distinct or exotic. In the introduction of the dissertation I explore the affordances of this concept in terms of difference and relational ontology, pending on the flux and fixations of narratives. Additionally, this section probes into the complex relationship between narrative construction and the perception of the Other, particularly within the framework of a society striving to move beyond its conflict-laden history.

The introduction also foregrounds the role of Twitter as a digital platform for the expression and shaping of public opinion in relation to the concept of Otherness. As such, I delve into the distinct function of hashtags in structuring these narratives, identifying them as key tools for both the broad dissemination and the nuanced shaping of public discourse. The analysis focuses on how Twitter narratives, often encapsulated within specific hashtags, support the collective (re)definition of the Other and social leaders within the Colombian post-conflict scenario. I therefore examine the mechanisms of these narratives, their influence on public discourse, and their capacity to engage collective consciousness and action, with a particular emphasis on social justice and political activism. Hashtags are approached not

merely as markers of discussion topics but as active entities in shaping and directing public perception and conversation.

Chapter two examines how metaphors and metaphorization on Twitter contribute to the narrative framing of endangered social leaders in the Colombian post-agreement time. The study presented in this chapter particularly concentrates on the hashtag #NosEstánMatando (#TheyAreKillingUs), prevalent during rallies and protests post-2018. Despite the digital divide in Colombia, the significant engagement on Twitter makes it a relevant platform for shaping discourses around social justice and the peace process. The findings reveal a strong connection between narratives and metaphorical frameworks related to war and conflict, deeply rooted in the Colombian historical and socio-cultural backdrop. Social leaders are often perceived through the lens of war metaphors, reflecting national narratives that equate the effects of war with the challenges and threats faced by these leaders. However, there is a noted shift in narratives from this dualism, particularly in those related to social mobilization. The study also highlights a distinct narrative treatment of female social leaders, often associated with life-affirming narratives that challenge traditional peace-war dichotomies. This gender distinction aligns with how women's roles and experiences are framed in social mobilization and conflict discourse. In conclusion, the chapter emphasizes the role of metaphoricity in Twitter narratives about Colombian social leaders, showing how these narratives interact with the conceptualization of Otherness in a post-conflict context.

In chapter three I analyze messages tagging the hashtag #LideresSociales (#SocialLeaders), to study whether social mobilization through digital platforms challenges or reinforces established narratives of marginalization. Moreover, I question the functional roles and semantic affordances in meaning construction attributed to Twitter elements such as hashtags and mentions. This chapter thereby integrates a methodological framework with a theoretical discourse on framing and social mobilization, drawing upon foundational works on frame analysis and the subsequent elaborations on collective action framing. This theoretical engagement situates the digital framing of social leaders within the extant scholarly debate, offering a nuanced perspective on the role of digital platforms in reflecting and reshaping societal narratives in post-conflict settings. The methodological

framework employed in this chapter blends a composite approach to trace dynamics in both latent and explicit narrative frames within the Twitter ecosystem. This method involves a detailed network analysis, encompassing the examination of clusters and co-occurrences among hashtags, mentions, and textual content, to unravel the narrative dynamics and associative patterns present in discussions about social leaders. The findings reveal semantic themes and connections that resonate with traditional discourses, notably the dichotomy between war and peace. Furthermore, results underscored a narrative shift from individual victimization to a broader concern for communal risks, extending the focus beyond merely the assassination of social leaders. This change is marked by an increased emphasis on life and communities, reflecting a move towards a more inclusive concept of Otherness, influenced by sociocultural contexts.

Chapter four shifts the analytical lens from narratives of social mobilization to the discourse on Twitter concerning the presidential elections, focusing on Francia Márquez's rhetoric during the 2022 Colombian presidential campaign from both ideological and gender perspectives. The rationale to choose Márquez's discourse is based on her former role as a social leader. As such, in this part of the study I explore how Twitter conversations resonated with the emphasis of the campaign on engaging marginalized communities, addressing gender, and mitigating racial inequalities. My analysis draws upon a dataset of tweets mentioning Márquez's Twitter account in the final week before the second round of the election, employing content analysis through topic modeling, social network analysis of hashtag co-occurrences, and the use of the external-internal index for assessing gender-based group dynamics.

In this chapter I aimed to shed light on the relationships between gender, political ideology, and communication strategies within socio-political discourse, thereby deepening understanding of public attitudes towards concepts of Otherness, particularly in the context of electoral processes and Colombia's post-conflict landscape.

Additionally, this analysis examines the narrative framing of female presidential candidates and the introduction of new interpretive frames that acknowledge victims in the national narrative after the Peace Agreement (2016). The findings

demonstrate a notable resonance of campaign messages, particularly those advocating for social and environmental justice, with the Twitter audience. Women, in particular, showed a stronger resonance with Márquez's rhetoric, underscoring the gendered dimensions of political engagement and discourse.

Throughout my research, I delve into the interdisciplinary realms of digital humanities, post-conflict studies, and discourse analysis, offering an in-depth investigation of sociocultural phenomena within digital spaces. A focal point of my analysis is the role of Twitter in facilitating meaning construction through social mobilization, particularly within the context of post-conflict Colombia. I also explore how Twitter mediates political messaging. By analyzing the interplay between digital narratives and the conceptualization of social leaders, I uncover how political discourses shape public perceptions of Otherness, underscoring the pivotal role of digital environments in mediating political messaging and societal engagement with concepts of leadership and marginality.]

Overall, my work proposes new directions for scholarly inquiry, advocating for comparative studies among different post-conflict societies, longitudinal studies on the transformation of narratives, thorough examinations of gender dynamics, investigations into intersectionality, and methodological advancements in digital narrative analysis. Through this research, I contribute to the ongoing conversation regarding digital humanities and the complexity of social cognition in the Global South, highlighting the significant role of narrative practices in digital spaces for societal transformation. My analysis not only deepens our understanding of the dynamics between digital narratives and societal attitudes towards Otherness and social leaders but also emphasizes the potential of digital narratives to facilitate a nuanced engagement with these concepts in post-conflict scenarios.

Samenvatting

Dit proefschrift positioneert zich op het kruispunt van de digitale geesteswetenschappen en maakt gebruik van een gemengde methodologie om de complexe processen van betekenisgeving rond het concept van Andersheid in narratieven van verzet na het Vredesakkoord (2016) tussen de Colombiaanse regering en de Revolutionaire Strijdkrachten van Colombia (FARC-EP) te bevragen. Hoewel de periode na het akkoord de opkomst van nieuwe vormen van geweld binnen het land bracht, wordt deze tijd voor de doeleinden van deze studie geconceptualiseerd als post-conflict. De redenering hierachter is dat het akkoord effectief leidde tot de demobilisatie van de grootste guerrillagroep in het land, die meer dan vijf decennia lang betrokken was bij illegale militaire activiteiten. Belangrijker nog, voor de reikwijdte van dit proefschrift, maakte de ondertekening van het vredesakkoord een nieuw gevonden ruimte vrij om vrede te visualiseren en te bepleiten, wat een verschuiving in het nationale narratief markeerde en discussies opende rond het heroverwegen van maatschappelijke constructies zoals Andersheid in de context van een natie die streeft naar verzoening.

Via een genuanceerde verkenning van sociale media discussies, in het bijzonder op Twitter, onderzoekt deze studie hoe digitale narratieven zowel maatschappelijke percepties van gemarginaliseerde groepen weerspiegelen als mogelijk vormen, met name van sociale leiders die vaak het doelwit zijn van geweld. De centrale onderzoeksvraag die dit onderzoek stuurt is: In hoeverre dragen Twitter-narratieven over sociale leiders bij aan de potentiële vernieuwing van het interpretatieve frame van de "Ander" in post-conflict Colombia?

Door een mix-method benadering van constructivistische grounded theory en grounded text mining te combineren, duik ik in de digitale ruimte waar narratieven

van conflict, vrede en sociale rechtvaardigheid samenkomen en elkaar betwisten. Deze studie besteedt bijzondere aandacht aan sociale media-narratieven, waarbij hun afstemming met gevestigde denkbeelden en hun capaciteit voor het introduceren van nieuwe plotvorming of praktijken van betekenisgeving die een nieuwe kijk op het concept van sociale leiders introduceren, worden geanalyseerd. Als zodanig neemt dit onderzoek onder de loep hoe Twitter-narratieven van verzet zowel de identiteit als de perceptie van de Ander weerspiegelen en uitdagen. Dit concept is diep geworteld in historische, culturele en sociaal-politieke narratieven, gekenmerkt door een overheersende neiging naar wij-zij denk-praktijken die cultureel en institutioneel zijn gelegitimeerd. Daarom benadrukt mijn onderzoek verzet narratieven die licht werpen op de historisch gemarginaliseerde Ander, wiens uitsluiting systematisch is genegeerd, voortgezet en genormaliseerd. In het hart van mijn onderzoek ligt het analyseren van narratief frames - hun naleving van en afwijking van traditionele institutionele discoursen, en hun innovatieve potentieel voor narratieve plotvorming en vernieuwing. Door dit analytische prisma streef ik ernaar te onthullen hoe deze online praktijken van betekenisgeving kunnen bijdragen aan een herziene erkenning van de ontberingen en onrechtvaardigheden die door degenen aan de randen van de Colombiaanse samenleving zijn doorstaan, wat potentieel een verschuiving in zowel sociale als politieke narratieven teweeg kan brengen naar een meer inclusieve en rechtvaardige conceptualisering van Andersheid.

Niettemin distantieert deze analyse zich opzettelijk van het afbeelden van de Ander als cultureel, verschillend of exotisch. In de inleiding van het proefschrift verken ik de mogelijkheden van dit concept in termen van verschil en relationele ontologie, hangende aan de flux en fixaties van narratieven. Daarnaast onderzoekt deze sectie de complexe relatie tussen de constructie van narratieven en de perceptie van de Ander, met name binnen het frame van een samenleving die streeft om voorbij haar conflict beladen geschiedenis te bewegen.

De inleiding belicht ook de rol van Twitter als digitaal platform voor de uitdrukking en vormgeving van publieke opinie in relatie tot het concept van Andersheid. Als zodanig duik ik in de onderscheidende functie van hashtags bij het structureren van deze narratieven, waarbij ze worden geïdentificeerd als sleutel-

gereedschappen voor zowel de brede verspreiding als de genuanceerde vormgeving van het publieke discours. De analyse focust op hoe Twitter-narratieven, vaak ingekapseld binnen specifieke hashtags, de collectieve (her)definitie van de Ander en sociale leiders binnen het Colombiaanse post-conflict ondersteunen. Ik onderzoek daarom de mechanismen van deze narratieven, hun invloed op het publieke discours, en hun capaciteit om collectief bewustzijn en actie te engageren, met een bijzondere nadruk op sociale rechtvaardigheid en politiek activisme. Hashtags worden niet alleen benaderd als markeringen van discussieonderwerpen, maar ook als actieve entiteiten in het vormgeven en richten van publieke perceptie en gesprek.

Hoofdstuk twee onderzoekt hoe metaforen en metaphorisatie op Twitter bijdragen aan het narratieve framen van bedreigde sociale leiders in de Colombiaanse post-akkoord tijd. De studie in dit hoofdstuk concentreert zich met name op de hashtag #NosEstánMatando (#ZeDodenOns), prevalent tijdens bijeenkomsten en protesten na 2018. Ondanks de digitale verdeeldheid in Colombia, maakt de significante betrokkenheid op Twitter het een relevant platform voor het vormgeven van discourses rond sociale rechtvaardigheid en het vredesproces. De bevindingen onthullen een sterke verbinding tussen narratieven en metaforische frames gerelateerd aan oorlog en conflict, diep geworteld in de Colombiaanse historische en sociaal-culturele achtergrond. Sociale leiders worden vaak waargenomen door de lens van oorlogsmetaforen, die nationale narratieven weerspiegelen die de effecten van oorlog gelijkstellen met de uitdagingen en bedreigingen waarmee deze leiders worden geconfronteerd. Er is echter sprake van een opmerkelijke verschuiving in narratieven van dit dualisme, met name in die gerelateerd aan sociale mobilisatie. De studie benadrukt ook een aparte narratieve behandeling van vrouwelijke sociale leiders, vaak geassocieerd met levensbevestigende narratieven die traditionele vrede-oorlog dichotomieën betwisten. Dit geslachtsonderscheid is in lijn met hoe de rollen en ervaringen van vrouwen worden geframed in sociale mobilisatie en conflict discours. Tot slot benadrukt het hoofdstuk de rol van metaphoriteit in Twitter-narratieven over Colombiaanse sociale leiders, waarbij wordt getoond hoe deze narratieven interageren met de conceptualisering van Andersheid in een post-conflict context.

In hoofdstuk drie analyseer ik Tweets die de hashtag #LideresSociales (#SocialeLeiders) taggen, om te onderzoeken of sociale mobilisatie door digitale platforms gevestigde narratieven van marginalisatie uitdaagt of versterkt. Bovendien onderzoek ik de functionele rollen en semantische mogelijkheden in betekenisconstructie toegeschreven aan Twitter-elementen zoals hashtags en mentions. Dit hoofdstuk integreert daarmee een methodologisch raamwerk met een theoretisch discours over framing en sociale mobilisatie, voortbouwend op fundamentele werken over frame-analyse en de daaropvolgende uitwerkingen van de framing van collectieve actie. Dit theoretische engagement situeert de digitale framing van sociale leiders binnen het bestaande wetenschappelijke debat en biedt een genuanceerd perspectief op de rol van digitale platforms bij het weerspiegelen en hervormen van maatschappelijke narratieven in post-conflict omgevingen. Het methodologische kader dat in dit hoofdstuk wordt gebruikt, mengt een samengestelde aanpak om dynamieken in zowel latente als expliciete narratieve frames binnen het Twitter-ecosysteem te traceren. Deze methode omvat een gedetailleerde netwerkanalyse, met het onderzoek van clusters en co-occurrences onder hashtags, mentions en tekstuele inhoud, om de narratieve dynamieken en associatieve patronen te ontrafelen die aanwezig zijn in discussies over sociale leiders. De bevindingen onthullen semantische thema's en verbindingen die resoneren met traditionele discourses, met name de dichotomie tussen oorlog en vrede. Bovendien benadrukken de resultaten een narratieve verschuiving van individueel slachtofferschap naar een bredere bezorgdheid over risico's in de gemeenschap, waarbij de focus verder rijkt dan louter de moord op sociale leiders. Deze verandering wordt gekenmerkt door een toegenomen nadruk op leven en gemeenschappen, wat een beweging weerspiegelt naar een meer inclusief concept van Andersheid, beïnvloed door socio-culturele contexten.

Hoofdstuk vier verschuift de analytische lens van narratieven van sociale mobilisatie naar het discours op Twitter over de presidentsverkiezingen, met de focus op de retoriek van Francia Márquez tijdens de Colombiaanse presidentscampagne van 2022, zowel vanuit ideologische als gender-perspectieven. De reden om Márquez's discours te kiezen is gebaseerd op haar voormalige rol als sociale leider. Als zodanig onderzoek ik in dit deel van het

onderzoek hoe Twitter-gesprekken resoneren met de nadruk van de campagne op het betrekken van gemarginaliseerde gemeenschappen, het adresseren van gender en het verminderen van raciale ongelijkheden. Mijn analyse put uit een dataset van tweets die Márquez's Twitter-account mentions in de laatste week voor de tweede ronde van de verkiezing, met gebruik van inhoudsanalyse door middel van topic modelling, sociale netwerkanalyse van hashtag en co-occurrences, en het gebruik van de externe-interne index voor het beoordelen van op gender gebaseerde groepsdynamica.

In dit hoofdstuk heb ik als doel om licht te werpen op de relaties tussen gender, politieke ideologie en communicatie-strategieën binnen het socio-politieke discours, waardoor het begrip van publieke attitudes ten opzichte van concepten van Andersheid wordt verdiept, met name in de context van electorale processen en het post-conflict landschap van Colombia.

Daarnaast onderzoekt deze analyse de narratieve framing van vrouwelijke presidentskandidaten en de introductie van nieuwe interpretatieve kaders die slachtoffers erkennen in het nationale narratief na het Vredesakkoord (2016). De bevindingen tonen een opvallende resonantie aan van het Twitter publiek met campagne-berichten, met name die welke pleiten voor sociale en milieu rechtvaardigheid. Vooral vrouwen, hadden een sterkere resonantie met Márquez's retoriek, wat de genderdimensies van politieke betrokkenheid en discours onderstreept.

In mijn onderzoek als geheel duik ik in de interdisciplinaire rijken van digitale geesteswetenschappen, post-conflict studies en discoursanalyse, en bied ik een diepgaand onderzoek naar socio-culturele fenomenen binnen digitale ruimtes. Een brandpunt van mijn analyse is de rol van Twitter bij het faciliteren van betekenisconstructie door sociale mobilisatie, met name binnen de context van post-conflict Colombia. Ik onderzoek ook hoe Twitter politieke boodschappen bemiddelt. Door de wisselwerking tussen digitale narratieven en de conceptualisering van sociale leiders te analyseren, onthul ik hoe politieke discourses publieke percepties van Andersheid vormgeven, waarbij ik de cruciale rol van digitale omgevingen benadruk bij het bemiddelen van politieke boodschappen en maatschappelijke betrokkenheid bij concepten van leiderschap en marginaliteit.

Over het geheel genomen stelt mijn werk nieuwe richtingen voor wetenschappelijk onderzoek voor, pleitend voor vergelijkende studies onder verschillende post-conflict samenlevingen, longitudinale studies over de transformatie van narratieven, grondige onderzoeken van gender-dynamieken, onderzoeken van intersectionaliteit en methodologische vooruitgang in de analyse van digitale narratieven. Door dit onderzoek draag ik bij aan het lopende lopende wetenschappelijke over digitale geesteswetenschappen en de complexiteit van sociale cognitie in het Global South, waarbij ik de significante rol van narratieve praktijken in digitale ruimtes voor maatschappelijke transformatie benadruk. Mijn analyse verdiept niet alleen ons begrip van de dynamiek tussen digitale narratieven en maatschappelijke houdingen ten opzichte van Andersheid en sociale leiders, maar benadrukt ook het potentieel van digitale narratieven om een genuanceerde betrokkenheid bij deze concepten in post-conflict scenario's te faciliteren

Resumen

Esta investigación se sitúa en el campo de las humanidades digitales, empleando una metodología mixta para interrogar los complejos procesos de creación de significado alrededor del concepto de Otridad en narrativas de resistencia después del *Acuerdo de Paz* (2016) entre el Gobierno Colombiano y las Fuerzas Armadas Revolucionarias de Colombia (FARC-EP). Aunque el período post-acuerdo presencié la emergencia de nuevas formas de violencia dentro del país, este tiempo es conceptualizado como post-conflicto para los propósitos de este estudio. La razón es que el acuerdo llevó efectivamente a la desmovilización del grupo guerrillero más grande del país, que había participado en actividades militares ilegales por más de cinco décadas. Más críticamente, para el alcance de esta tesis doctoral, la firma del acuerdo de paz facilitó un nuevo espacio para visionar y abogar por la paz, marcando un cambio en la narrativa nacional y abriendo discusiones alrededor de la reimaginación de construcciones sociales como la Otridad en el contexto de una nación esforzándose por la reconciliación.

A través de una exploración matizada del discurso en redes sociales, particularmente en Twitter, este estudio investiga cómo las narrativas digitales tanto reflejan como potencialmente moldean las percepciones sociales de grupos marginados, especialmente líderes sociales que a menudo son objetivos de violencia. La pregunta de investigación central que guía esta indagación es: ¿En qué medida las narrativas en Twitter sobre líderes sociales contribuyen a la potencial renovación del marco interpretativo del "Otro" en Colombia post-conflicto?

Tejiendo un enfoque metodológico mixto de teoría fundamentada constructivista y minería de texto fundamentada, me sumerjo en el éter digital donde narrativas de conflicto, paz y justicia social convergen y se disputan. Este estudio presta especial atención a las narrativas en redes sociales, analizando su alineación

con imaginarios establecidos y su capacidad para introducir tramas narrativas novedosas o prácticas de creación de significado que reimaginen el concepto de líderes sociales. Como tal, esta investigación escudriña cómo las narrativas de resistencia en Twitter tanto reflejan como desafían la identidad y percepción del Otro. Esta noción está profundamente arraigada en narrativas históricas, culturales y socio-políticas, marcada por una tendencia prevalente hacia prácticas exclusionarias que son cultural e institucionalmente legitimadas. En el corazón de mi investigación yace el examen de marcos narrativos—su adherencia a y divergencia de discursos institucionales tradicionales, y su potencial innovador para la trama narrativa y renovación. Mi objetivo es analizar cómo estas prácticas online de creación de significado pueden contribuir a un reconocimiento redefinido de las dificultades e injusticias soportadas por aquellos en los márgenes de la sociedad colombiana, potencialmente catalizando un cambio tanto en narrativas sociales como políticas hacia una conceptualización más inclusiva y equitativa de la Otredad.

Sin embargo, este análisis se distancia intencionadamente de retratar al Otro como culturalmente distinto o exótico. En la introducción de la disertación, exploro las asequibilidades de este concepto en términos de diferencia y ontología relacional, pendientes del flujo y fijaciones de narrativas. Además, esta sección indaga en la compleja relación entre la construcción narrativa y la percepción del Otro, particularmente dentro del marco de una sociedad esforzándose por superar su historia cargada de conflictos.

La introducción también destaca el papel de Twitter como plataforma digital para la expresión y configuración de la opinión pública en relación con el concepto de Otredad. Como tal, me sumerjo en la función distintiva de los hashtags en estructurar estas narrativas, identificándolos como herramientas clave tanto para la amplia difusión como para la configuración matizada del discurso público.

El capítulo dos examina cómo las metáforas y la metaforización en Twitter contribuyen al enmarcado narrativo de líderes sociales en peligro en el tiempo post-acuerdo colombiano. El estudio presentado en este capítulo se concentra particularmente en el hashtag #NosEstánMatando), prevalente durante manifestaciones y protestas post-2018. A pesar de la brecha digital en Colombia, el significativo compromiso en Twitter lo hace una plataforma relevante para dar forma

a discursos alrededor de la justicia social y el proceso de paz. Los hallazgos revelan una fuerte conexión entre narrativas y marcos metafóricos relacionados con la guerra y el conflicto, profundamente arraigados en el trasfondo histórico y socio-cultural colombiano. Los líderes sociales son a menudo percibidos a través del lente de metáforas de guerra, reflejando narrativas nacionales que equiparan los efectos de la guerra con los desafíos y amenazas enfrentados por estos líderes. Sin embargo, se nota un cambio en las narrativas de este dualismo, particularmente en aquellas relacionadas con la movilización social. El estudio también destaca un tratamiento narrativo distinto de líderes sociales femeninas, a menudo asociadas con narrativas afirmativas de la vida que desafían las dicotomías tradicionales paz-guerra. Esta distinción de género se alinea con cómo se enmarcan los roles y experiencias de las mujeres en la movilización social y el discurso de conflicto.

En el capítulo tres analizo tweets etiquetando el hashtag #LideresSociales (#SocialLeaders), para estudiar si la movilización social a través de plataformas digitales desafía o refuerza narrativas establecidas de marginación. Además, cuestiono los roles funcionales y las asequibilidades semánticas en la construcción de significado atribuidas a elementos de Twitter como hashtags y menciones. Este capítulo por lo tanto integra un marco metodológico con un discurso teórico sobre enmarcado y movilización social, basándose en trabajos fundacionales sobre análisis de marcos y las elaboraciones subsiguientes sobre enmarcado de acción colectiva. Este compromiso teórico sitúa el enmarcado digital de líderes sociales dentro del debate académico existente, ofreciendo una perspectiva matizada sobre el papel de las plataformas digitales en reflejar y remodelar narrativas sociales en contextos post-conflicto. El marco metodológico empleado en este capítulo combina un enfoque compuesto para rastrear dinámicas tanto latentes como explícitas en marcos narrativos dentro del ecosistema de Twitter. Este método implica un análisis de red detallado, abarcando el examen de clústeres y co-ocurrencias entre hashtags, menciones y contenido textual, para desentrañar las dinámicas narrativas y patrones asociativos presentes en discusiones sobre líderes sociales. Los hallazgos revelan temas semánticos y conexiones que resuenan con discursos tradicionales, notablemente la dicotomía entre guerra y paz. Además, los resultados subrayan un cambio narrativo de la victimización individual a una preocupación más amplia por

riesgos comunitarios, extendiendo el foco más allá del mero asesinato de líderes sociales.

El capítulo cuatro desplaza el lente analítico de narrativas de movilización social al discurso en Twitter concerniente a las elecciones presidenciales, enfocándose en la retórica de Francia Márquez durante la campaña presidencial colombiana de 2022 desde perspectivas ideológicas y de género. La razón para elegir el discurso de Márquez se basa en su rol anterior como líder social. Como tal, en esta parte del estudio interrogo cómo las conversaciones en Twitter resonaron con el énfasis de la campaña en involucrar comunidades marginadas, abordar el género y mitigar las desigualdades raciales. Mi análisis se basa en un conjunto de datos de tweets mencionando la cuenta de Twitter de Márquez en la última semana antes de la segunda vuelta de la elección, empleando análisis de contenido a través de modelado de temas, análisis de red social de co-ocurrencias de hashtags, y el uso del índice externo-interno para evaluar dinámicas de grupo basadas en género. En este capítulo apunté a arrojar luz sobre las relaciones entre género, ideología política y estrategias de comunicación dentro del discurso socio-político, profundizando así la comprensión de actitudes públicas hacia conceptos de Otridad.

En general, mi trabajo propone nuevas direcciones para la indagación académica, abogando por estudios comparativos entre diferentes sociedades post-conflicto, estudios longitudinales sobre la transformación de narrativas, exámenes exhaustivos de dinámicas de género, investigaciones sobre interseccionalidad y avances metodológicos en análisis narrativo digital. A través de esta investigación, contribuyo a la conversación en curso respecto a las humanidades digitales y la complejidad de la cognición social en el Sur Global, destacando el papel significativo de prácticas narrativas en espacios digitales para la transformación societal. Mi análisis no solo profundiza nuestra comprensión de las dinámicas entre narrativas digitales y actitudes sociales hacia la Otridad y líderes sociales, sino que también enfatiza el potencial de narrativas digitales para facilitar un compromiso matizado con estos conceptos en escenarios post-conflicto.

Twittering for Peace

This dissertation delves into the complex processes of creating meaning around the concept of Otherness in narratives of resistance, particularly after the Peace Agreement (2016) between the Colombian Government and the FARC-EP. The focus is on discourse within social media, specifically examining Twitter, to understand how digital narratives reflect and could shape societal views on marginalized groups, notably at-risk social leaders (globally recognized as Human Rights Defenders), both men and women. The central question of this research investigates the potential impact of Twitter narratives on the reinterpretation of the Other in post-conflict Colombia.

The study utilizes a mixed methodology approach, connecting interdisciplinary fields such as digital humanities, post-conflict studies, and discourse analysis. This approach enables an in-depth exploration of sociocultural dynamics within digital environments. The first part of the analysis provides an examination of the construction of meaning through social mobilization on Twitter in a post-conflict context. The second part consists of an analysis of the resonance of political messages on Twitter by Vice President Francia Márquez and the public acknowledgment of Otherness.

The findings suggest narrative patterns and shifts in the conceptualization of endangered social leaders. Several patterns reveal the perception of social leaders within contrasting frameworks of war and peace. Moreover, the analysis highlights new narrative markers towards recognizing affected communities and advocating for life-affirming practices, as well as the significance of women in the development of these semantic shifts.