Setting the narrative: how women in power use social media to spread their messages
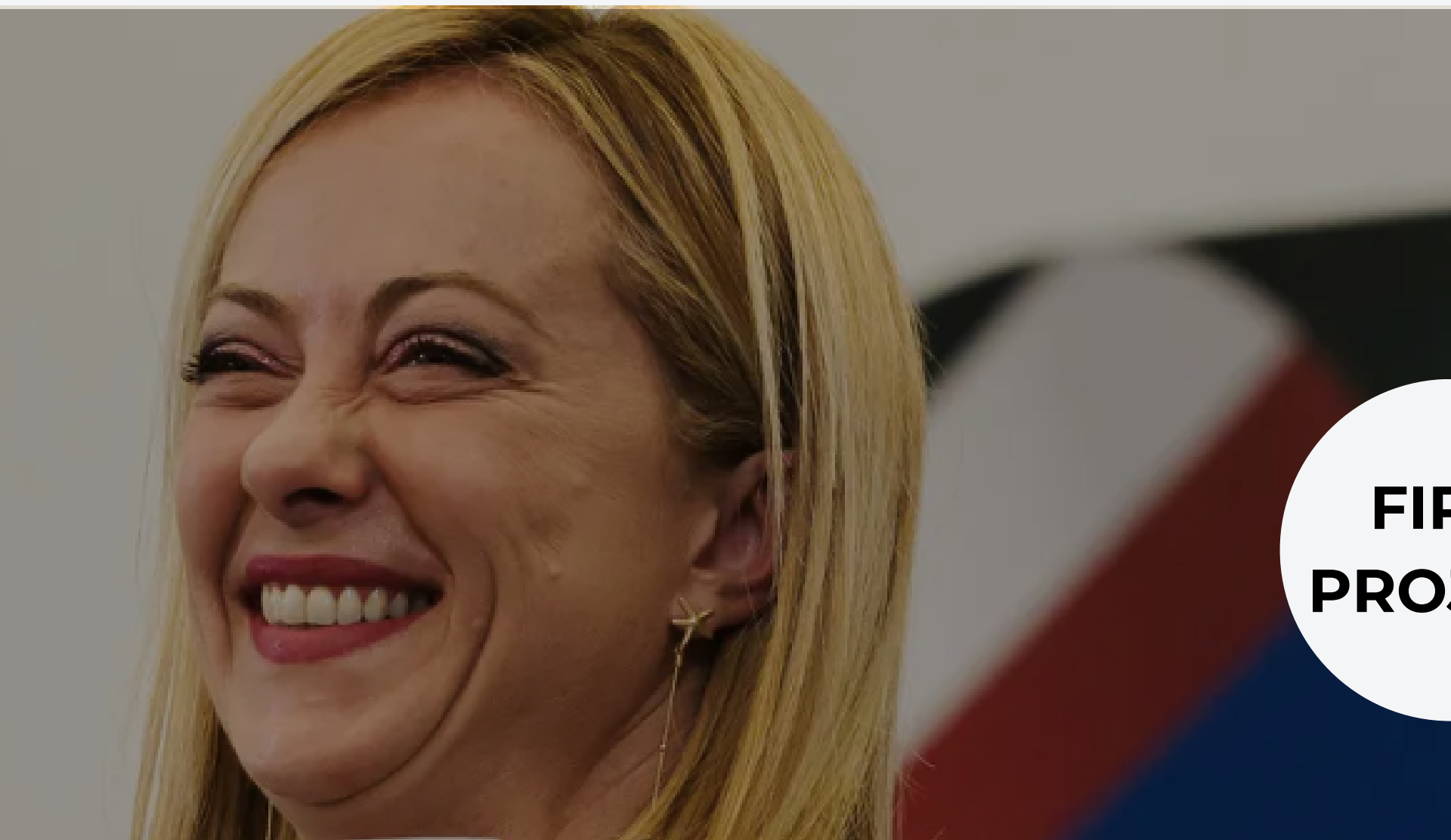
FIPO
PROJECT

Index
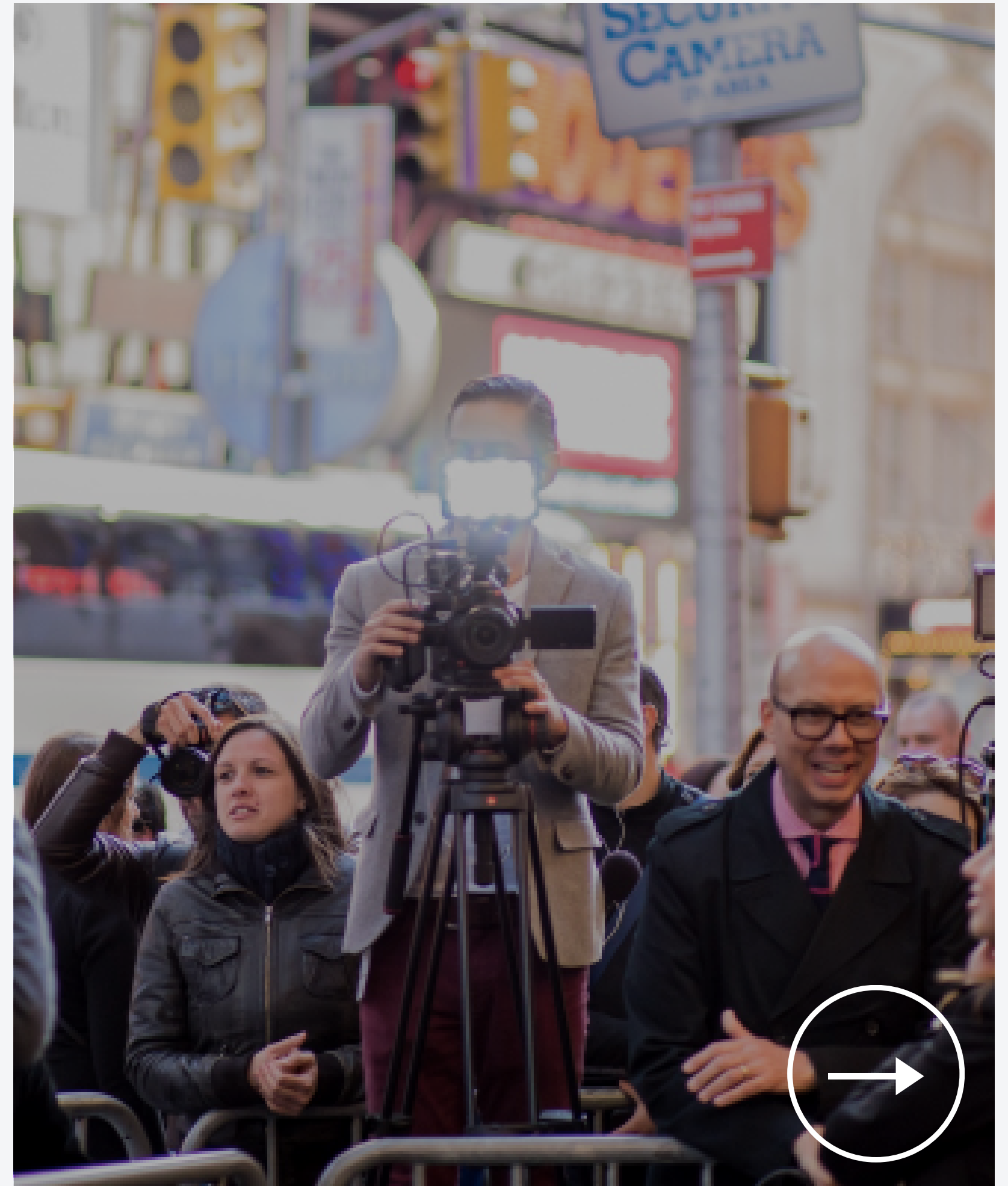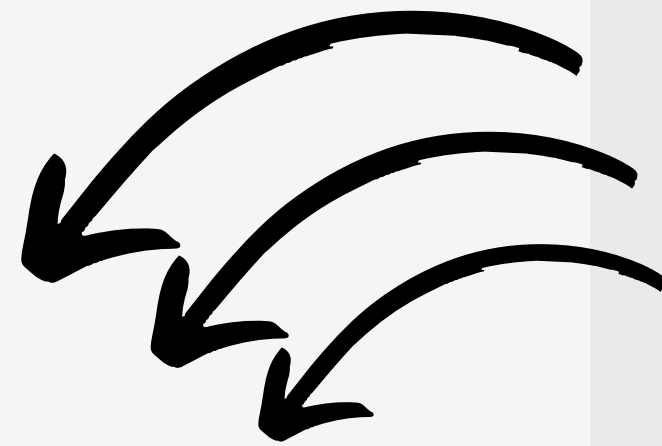
Think about it...

"JUST DON'T GIVE UP TRYING TO DO WHAT THAT YOU REALLY WANT TO DO. WHERE THERE IS LOVE AND INSPIRATION, I DON'T THINK ANYTHING CAN GO WRONG."

Ella Fitzgerald

Outline

There have been studies conducted on related topics such as women in politics and the growing role of social networks in political campaigns, but not on the specific topic of the project. It is considered an interesting and important topic as social media is crucial for young people and the future, both politically and otherwise, and no studies have been conducted on this specific topic yet.
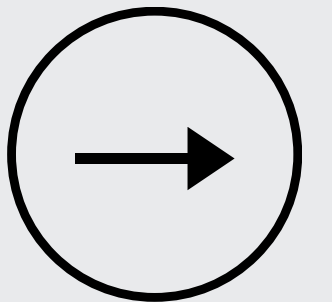
The project aims to compare the social media communication strategies of two women in power, Giorgia Meloni, an Italian premier, and Alexandria Ocasio-Cortez, a US politician, and examine the effect of their communication on their political success. The focus is not on the political ideologies of the two women but on how they use social media to communicate with the public. The research question guiding the study is whether there are any correlations between their social media use and political success, also taking intersectionality into account.

Goal and target

The goal of the project is to understand the mechanisms behind the success of two women who have achieved a large following on social media and if this success can be traced back to their use of social media. In fact, both women have a commonality of using social media effectively as a part of their communication strategy.

The target audience for this project is curious young people who are interested in understanding the mechanisms behind political phenomena in relation to social networks: this because young people are the main users of social networks; the website, which is our final output, provides a variety of content such as images, videos, and podcasts, which is easy for young people to navigate through.
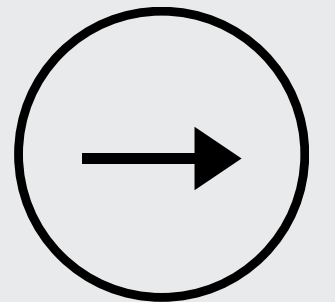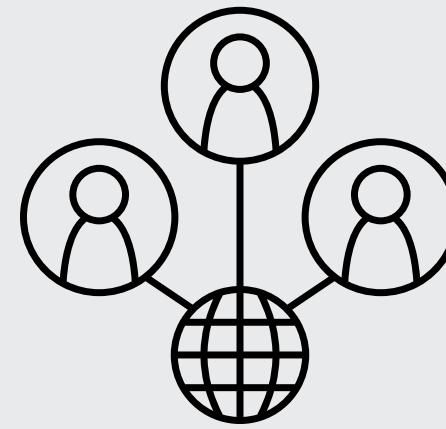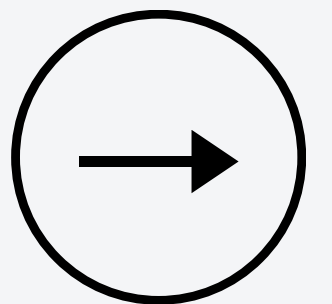
METHODOLOGY

Papers

First of all, we looked for previous studies on the topic of our interest. We made use of some studies made available by the professor on Moodle (those of IEGMC), and on the JStore portal. We divided up the different papers and each member of the group wrote a small summary of what was indicated in the paper that might be of interest for our project.

Then we started searching the Internet for the material we needed to conduct our study, by consulting different websites, such as Primaonline, Reputation Manager, The Wise Magazine. We also used some lessons from the Agemi platform and the North South Centre's presentation on intersectionality. After collecting the necessary material, one group focused on Giorgia Meloni's social communication; another group focused on AOC's social communication; while the last group focused on how these two women dealt with the theme of intersectionality.
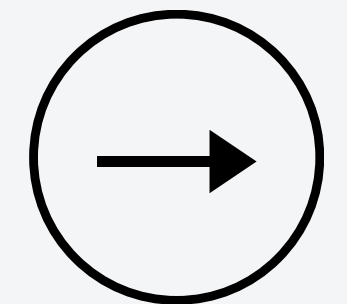
METHODOLOGY

aoc ✔

549 post	8,6 MLN follower	2.452 seguiti

Alexandria Ocasio-Cortez she/her
Congresswoman for NY-14: Bronx and Queens🇺🇸 100% grassroots.
Personal account. For on-the-job Congressional updates, visit @repaoc
ocasiocortez.com
New York, New York

giorgiameloni ✔

8.157 post	1,5 MLN follower	49 seguiti

Giorgia Meloni
Presidente del Consiglio dei Ministri della Repubblica Italiana
linktr.ee/melonigiorgia

Instagram

At this point, we searched for different examples of these two women's communication on different social media, limiting the search to Twitter and Instagram, which we considered to be the most used social media in the political field.

VOTE!

METHODOLOGY

Twitter

Starting precisely from Twitter, which works with a "trending news" mechanism, we were able to find the right material for our research. In fact, both Giorgia Meloni and Alexandria Ocasio Cortez use these social networks to talk about their politics and ideals, in a completely different way!

Alexandria Ocasio-Cortez ✔
@AOC

US Representative,NY-14 (BX & Queens). In a modern, moral, & wealthy society, no American should be too poor to live. 💯% People-Funded, no lobbyist 💰. She/her.

Traduci bio

⊙ Bronx + Queens, NYC   🔗 ocasiocortez.com

📅 Iscrizione: aprile 2010

4.083 Following   13.451.661 Follower

Alexandria Ocasio-Cor... ✔ · 11/10/18 ⋯
Happy #NationalComingOutDay to all our LGBT+ neighbors and family in NY-14 and beyond! 🌈💕 #LoveIsLove

💬 47   ⟳ 243   ♡ 1.977   ⬆

Segui

Giorgia Meloni ✔
@GiorgiaMeloni

🇮🇹 Italia - Funzionario di Stato

Presidente del Consiglio dei Ministri della Repubblica Italiana

⊙ Italia   🔗 giorgiameloni.it

⊙ Data di nascita: 15 gennaio

📅 Iscrizione: aprile 2010

243 Following   1.816.634 Follower

Giorgia Meloni ✔
@GiorgiaMeloni
🇮🇹 Italia - Funzionario di Stato

Nella Giornata nazionale della Bandiera celebriamo oggi #7gennaio il nostro #Tricolore. Simbolo di identità e unità nazionale che con orgoglio ci accompagna da 226 anni. Espressione dei più alti valori su cui si fonda la nostra Nazione.
Viva la Bandiera italiana 🇮🇹
Viva l'Italia.
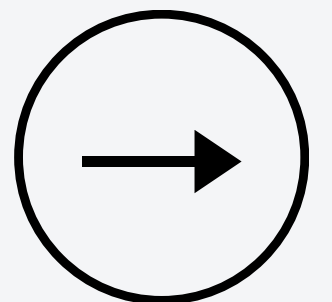
OUTPUT

In the end, therefore, we opted for creating a website within which to insert various content, including images, videos, texts and podcasts (one about GM, one about AOC, and the last about intersectionality), which are the new news dissemination tool favored by young people nowadays (in fact, there are podcasts of every type and for every niche; including, of course, politics). In this way, we obtained a more complete output, and the podcasts are accompanied by a visual part consisting of images and videos to which they refer.
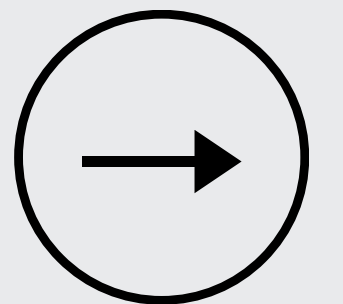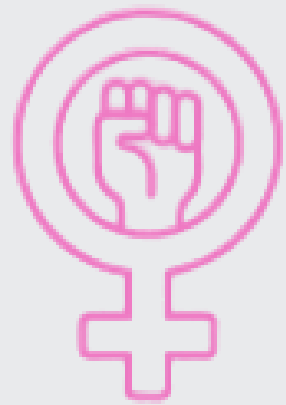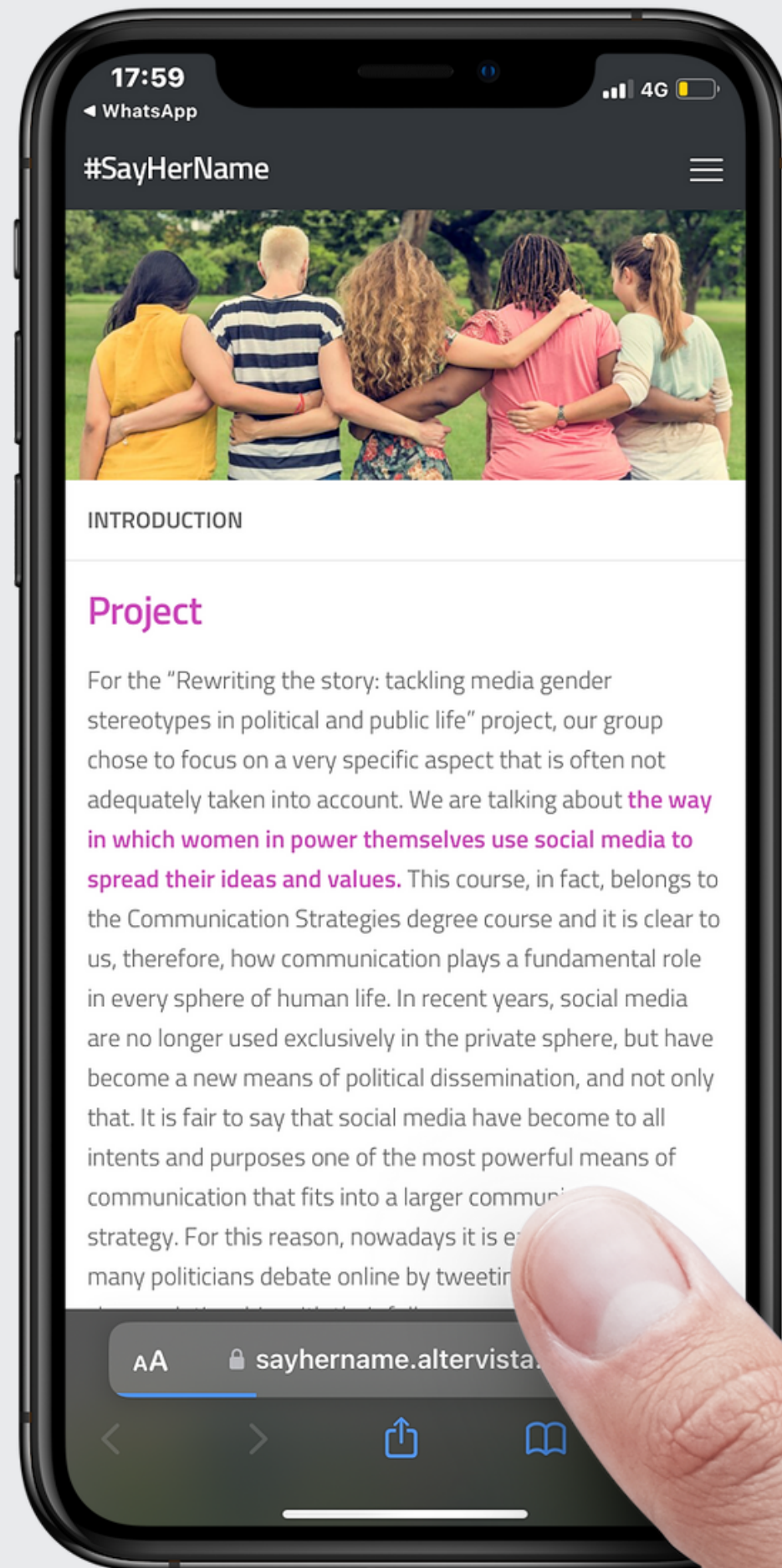
Thanks for your attention!
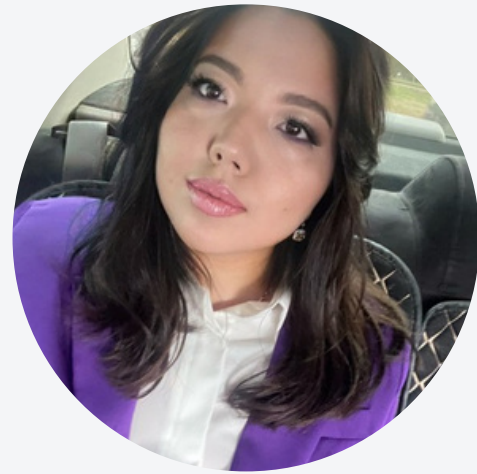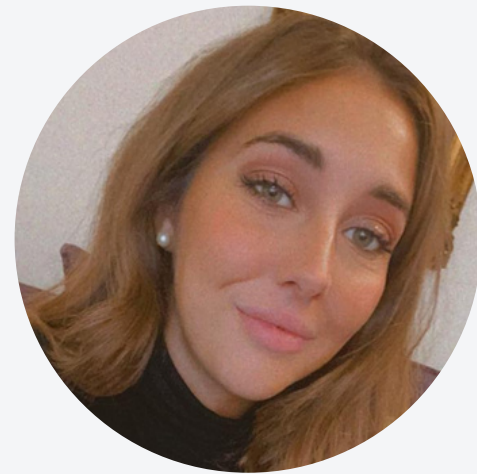
Adambayeva Indira
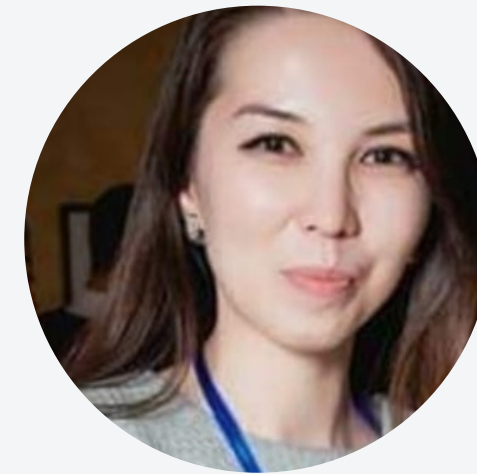
Cattelan Silvia

Doldo Matteo

Margarita Kustiaeva

Ricci Eleonora

Villanova Eva Luna

Nargiza Zhukabayeva

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