Political communication on Internet: the case of #RedAMLO in Mexico

La comunicación política en Internet: el caso de #RedAMLO en México

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Abstract
This paper analyzes the modifications that socio-digital networks have generated within the field of political communication, particularly the construction of interaction-communication networks through the creation of hashtags, such as #RedAMLO on Twitter. Thus, this work aims to identify the interaction-communication network that has been formed by the hashtag #RedAMLO, to analyze its structure, information flow and those nodes that are strategically positioned in said network.
For this, the Social Network Analysis (SNA) has been used as a methodological body and data mining has been used to collect, systematize, debug, and analyze the metacommunication of said network.
Among the main results, a network made up of 8586 nodes was found and visualized, which are largely citizens who enhance their visibility and political sympathy through this socio-digital platform. This is part of a broader process where greater visibility implies a decentralization of public opinion and a political tactic to show the base that sustains the current administration.
However, within the five most relevant nodes due to the number of links, two have an operating logic similar to that of fake accounts or bots, which is why the work also identifies that elements are also involved in these citizen-political networks. characteristic of the virtual space derived from its operational logics and particular interests.

Keywords
Hashtag, Twitter, communication, networks, politics, image.

Resumen

El presente trabajo analiza las modificaciones que las redes sociodigitales han generado dentro del campo de la comunicación política, particularmente la construcción de redes de interacción-comunicación mediante la creación de hashtags como el caso de #RedAMLO en Twitter. Así, este trabajo tiene como objetivo identificar la red de interacción-comunicación que se han formado mediante el hashtag #RedAMLO, para analizar su estructura, flujo de información y aquellos nodos que se posicionan estratégicamente en dicha red.

Para ello, se ha empleado el Análisis de Redes Sociales (ARS) como cuerpo metodológico y se ha recurrido a la minería de datos para recopilar, sistematizar, depurar y analizar la metacomunicación de dicha red.

Entre los principales resultados se encontró y visualizó una red conformada por 8586 nodos, mismos que son en buena medida ciudadanos que potencian su visibilidad y simpatía política a través de esta plataforma sociodigital. Esto es parte de un proceso más amplio donde una mayor visibilidad implica una descentralización de la opinión pública y una táctica política para mostrar la base que sustenta a la actual administración.

No obstante, dentro de los cinco nodos más relevantes por la cantidad de vínculos, dos presentan una lógica de funcionamiento similar a la de cuentas falsas o bots, por lo que el trabajo también identifica que en estas redes de orden político-ciudadano también intervienen elementos propios del espacio virtual derivado de sus lógicas operativas e intereses particulares.

Palabras clave

Hashtag, Twitter, comunicación, redes, política, imagen.

Introduction and theoretical framework

An emerging characteristic, which is quickly consolidated in contemporary society, is the experience/construction of the world in and through the screens and platforms that are consolidated on them. Facebook, Twitter, Instagram, and social interaction applications have become inseparable elements of daily life in the 21st century. They are not only in the web but are essentially interfaces designed in that reticular architecture since their purpose is oriented to connectivity as a culture (Van Dijck, 2016). Its use, which was initially marked by entertainment, has been extended to work processes, cultural practices, economic dynamics, processes of social interaction,

and political strategies, so their study should not be limited to a particular issue, but rather to the set of modifications and reconfigurations that emanate from their irruption into everyday life.

However, this process of incorporation and social appropriation of technology is not new, nor is it unique. In fact, this has happened with each new means of communication that is developed and inserted in social life. This was the case with the newspaper, radio, television, and the film industry (García-Calderón & Olmedo-Neri, 2019). However, what is really new about socio-digital platforms is the short time in which they were incorporated by individuals in their daily lives, that is, the appropriation process (Crovi, 2012) was faster than that of other media.

The arrival of the Internet and socio-digital platforms does not imply the disappearance of their predecessors per se, but rather a process of assimilation, adaptation, and decentralization in the media system and public opinion of said society. There is no a priori exclusion, but a process of connectivity, linkage, and media convergence that gives way to a new technological and communicative scenario for citizen participation in the political sphere. Hence, Lipovetsky and Serroy (2009, p. 271) speak of a mesh of screens that "has transformed our way of living, our relationship with information, with space-time, with travel and consumption" and where social interaction is mediated, mediatized and conditioned by the new forms of socialization that develop there (Boyd, 2011; Quinn & Papacharissi, 2018). Of all these possible combinations, the link between communication and politics acquires relevance given the new advantages and disadvantages that are manifested with the use of the Internet and socio-digital platforms for political purposes.

Although the mediated relationship between communication and politics has been present since its inception, it is with Modernity that "both have helped the organization of the State and the development of its political, economic and social potentialities" (Reyes-Montes et al., 2011, p. 86). This is how the interdisciplinary field of political communication arises, which "studies the contradictory and complementary dimensions that are presented in politics, information and communication in democratic systems" (Reyes-Montes et al., 2011, p. 90).

In general terms, political communication was established in the early 1940s and 1950s, specifically with the end of the Second World War (Reyes-Montes, 2007; Mendieta-Ramírez & Estrada-Rodríguez, 2017). Since 1970, this area of knowledge starts from "conceiving the media as a transcendental

and powerful factor in the way of thinking and acting of individuals" (Reyes-Montes, 2007, p. 109).

The foregoing is relevant given that political communication is the historical result of the interconnection between the political and the media sphere, where both parties have interacted in a symbiotic relationship. This process was consolidated when the mass media were positioned as one more element to assess the level of democracy in a Nation-State. From this, the idea of "resorting more and more to the support of the mass media as privileged channels of contact with voters and the reactivation of political participation" (Grossi, 1985, pp. 152-153) was constructed.

However, the arrival of the socio-digital networks changed this state of affairs since it generated two relevant modifications: the first refers to the decentralization of the traditional media as producers of public opinion, and the consequent redistribution of citizen participation in the virtual space (Mathias, 2012). While the second modification is more profound since the new ways of articulating political strategies outside of electoral cycles or based on the administrative processes of the democratic system, permanently expand citizen participation, turning the Internet and platforms as "very useful tools to help foster subjective civic power and a greater sense of participation based on horizontal communication" (Dahlgren, 2012, p. 52).

Thus, citizen participation in the political sphere is no longer reduced to a vote on a set date, but to a constant intervention in public opinion in favor or against an ideological or political position with which they agree or diverge. This expansion in the ways of political participation has a subjective and interactive nature when sharing, reporting, commenting, reacting, or participating in the content that constantly flows on platforms such as Facebook and Twitter.

For this reason, socio-digital networks "give rise to creative and autonomous action by users, so that those forces can be consolidated, negotiated or challenged" (Jorge, 2014, p. 272). Faced with this new context, media conglomerates are forced to carry out a digital convergence, that is, in the creation of profiles/accounts on each of these platforms to maintain and increase their "massive" status. Their strength and legitimacy is challenged because the reticular, oblique, and multidirectional structure that exists in the network makes it possible to present visions, opinions, ideas, and information that may conflict with that produced in these mass media, giving rise to a

new scenario where "citizens, immersed in digital networks, have more resources than ever to deliberate" (Trejo-Delarbre, 2015, p. 22).

From this horizontality of participation and decentralization of mass information, the strategic position of journalists and opinion leaders is reduced to the user/user function on the platforms (Olmedo-Neri, 2020), where "the network tends to facilitate new forms of communication, both horizontal and vertical, that promote discussions in public space" (Gómez-Castellanos, 2011, p. 75). Thus, this place without spatial materiality, but with an organic delimitation, is configured as the new scenario where the relationships between communication, participation, and power are substantially modified given the infinite plurality of sources of information and the growing intervention of citizens in issues of a very diverse nature, including politics at the multiscale level.

The most relevant example of the use of this new scenario for political action/participation/interaction is the electoral campaign of Barack Obama in the United States, which "was perceived as the first to combine the use of socio-digital networks with the mobilization on the field in a broader and more effective way" (Baldwin-Philippi, 2018, p. 528). The impact shown in that campaign gave way to prolific use of these networks by the political class to materialize the victory, since Obama was able to positively link citizens, who took an active part in the collection of funds, with the dissemination of messages to large sections of the population, especially American youth.

This 'turn' in the way of doing politics not only impacted the campaigns but on the way of constructing and maintaining an adequate image in the public sphere that can keep him in power. Therefore, this shift is symbolic and communicative in that it is assimilated that "it is no longer a matter of ideologically converting citizens, it is about selling —a product— with the best possible packaging" (Lipovetsky, 1990, p. 225). The foregoing is due to a gradual process that shifts the rational factor of the proposals they offer, to move to an emotional factor that generates a stronger and more lasting bond than the period in which the public office is held.

All of the above generates, therefore, a new scenario that modifies, in one way or another, the way of doing politics, which is reflected not only in the campaigns of those who aspire to a position within the State but also in the symbolic (re)configuration of any person who wishes to hold a public position. Furthermore, "the current metamorphosis of the media is having a

profound impact on the conditions of participation and the dynamics of democracy" (Dahlgren, 2012, p. 51).

This does not mean that with the Internet there is greater plurality, much less than the debate is consensual. On the contrary, the so-called network of networks becomes a place where polarization is present because assuming greater connectivity and interaction does not mean that people change their political position in a radical way. In terms of networks, homophilia is replicated (Lozares & Verd, 2011), that is, the tendency of people to group with other people according to their interests to the extent of building bubbles where the same political sense flows and that, sometimes, they find themselves in conflict by colliding with other cohesive spheres based on opposing ideological or political elements.

In addition to this, this amplitude also leads to the incursion of new elements that amplify their disruptive effects: fake news and bots are configured as resources that are also generally integrated on the internet, but with particular depth, in the field of communication politics since they can play for or against a party, a politician or an administration.

Therefore, given the advantages and disadvantages mentioned here, it is necessary to analyze a particular case to identify the network that is configured and in what way the forms of participation and the challenges of the digital context are present, exposing the social complexity. The case of #RedAMLO is useful to analyze how political strategies have a citizen character, but also a communicative one in the political sphere.

In addition to #RedAMLO, other hashtags such as #AMLOVE #Chayoteros, #PrensaFifí and #AMLOvers have been built during the administration of Andrés Manuel López Obrador (AMLO) as part of political strategies to 'show' the support of sympathetic users on Twitter. For some time it has been warned that in this type of strategies the use of bots or false accounts is plausible, and in some cases, it has even been identified how these accounts orchestrate or increase the visibility of the current President of Mexico (Chávez, 2020; Tajonar, 2020), therefore the analysis of this network allows both citizen strategies and those accounts that, due to their interaction logic on Twitter, can be considered as fake accounts, to be evidenced.

For this, the present work proposes the Social Networks Analysis (SNA) as a method that can help to analyze this reticular structure of interaction-communication (Olmedo-Neri, 2019) that develops around said hashtag. The interaction-communication network is made up of links that are gene-

rated between two or more nodes through the interaction that they develop with a specific creative product (meme, image, hashtag, video, link, among others), with which relationships of friendship can be reinforced, new bonds created or existing ones destroyed. These interaction-communication networks are not necessarily based on the network of links that an individual has per se, but they can motivate new links with greater or lesser durability through the information with which they interact at a given moment.

Thus, these networks that are structured according to the flow of information are particularly special in the digital space since they can reinforce the ties of friendship or the logics of operation (follow/be followed) from that content, generate new links with other users, or modify those that one already previously had.

In this way, the notion of network acquires relevance in its communicative sense since it is structured by the information and the meaning that accompanies #RedAMLO on Twitter. Therefore, it is possible to organize and visualize those political defense/promotion/attack networks towards or from a politician or party due to their action in the constant political sphere of the country.

Methodology

Social Network Analysis (SNA) is a method that:

> It aims to analyze the ways in which individuals or organizations connect or are linked, in order to determine the general structure of the network, its groups, and the position of individuals or unique organizations in it. (Sanz, 2003, p. 23)

The feasibility of using this method for the analysis of the hashtag #RedAMLO derives from its contributions to the structural study of the network and the flow of information that takes place there. From the structure, the ARS allows to identify and analyze the network itself, that is, the number of participants (nodes) that intervene and the links that are generated between said nodes; while at the informative level it provides elements to track and observe the content that allows two users, who may or may not have a link per se, to be within the infinity of the Twitter platform.

The SNA arises from contributions from sociology, anthropology, and mathematics, among others, in order to construct indicators that allow mea-

suring cohesion, the strategic position of nodes (users/individuals), and the number of links (relationships between two or more nodes) that structure the network. Its use in the digital field acquires relevance from the very beginning of the internet (Rogers, 2018) and with the passage of time, its objects of study have diversified: from the egocentric networks that an individual possesses within a platform, passing through the impact from an electoral campaign in the digital field through the use of the cloud (Peirone, 2012), to the analysis of the media convergence processes carried out by social movements (Olmedo-Neri, 2019) to increase their visibility in the digital public space.

In this work, the NodeXL software has been used to collect the information and the Gephi program for the visualization of the network and the calculation of the indicators. The collection processes are linked to the scope of the investigation and the temporality of the events that promote the use or not of a resource such as a hashtag, a meme, or a video, therefore, its collection and analysis must be contextualized in time and spatially with the moment in which it is used since it has a crucial meaning.

In this sense, the network being analyzed is structured around the hashtag #RedAMLO on Twitter[1]. This resource has a traceability character, that is, it can be tracked using NodeXL to identify those nodes (users/profiles) that have published, shared, or commented on something about said hashtag. In terms of temporal delimitation, this study has compiled the interaction-communication relationships developed around the hashtag #RedAMLO from April 6 to 30, 2020, given that in this period the use of hashtags increased in favor of the President of Mexico and with it, arose the questioning of these resources to 'inflate' the popularity of AMLO (Chávez, 2020; Tajonar, 2020). Hence, #RedAMLO is configured as a political strategy to show sympathy and support for the president at particular times and where there is also the latent use or participation of fake accounts or bots.

Regarding the spatial delimitation, those users who have a location within the Mexican territory have been analyzed, in order to focus the analysis on the national territory, given the political position held by Andrés Manuel López Obrador (AMLO).

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1   In the early days of the application of SNA in the digital space, it was possible to carry out this type of analysis on Facebook, however, with the modification of its policies and terms of use, this possibility was eliminated, giving way to this type of analysis being used on other platforms such as Twitter, YouTube, and Flickr, for example.

Once the element subject to traceability and the temporal and spatial delimitations have been identified, it is necessary to establish the indicators that will be used to analyze both the structure and the operational logic of the network that underlies the hashtag #RedAMLO. The following table shows the indicators to be used.

Table 1
Network indicators

Indicator	Description
Network type	It can be directed (the direction of the link between two nodes is known) or undirected (which is only limited to identifying the presence of the link).
Network density	"The density of a graph is the relationship between the number of existing lines divided by the number of possible lines" (Paniagua, 2012, p. 37).
Grade level	It is the number of links that a node has within the network. If the network is of a directed type, the degree level can be broken down into input degree (those interactions of one or more nodes with respect to a specific publication of a user) and output degree (those publications that emanate from a node).
Degree of intermediation	This indicator refers to an attribute of dispersion and concentration where the information flows and from where they can increase their visibility if so desired (Hanneman, 2000).

Source: Own elaboration

Finally, with these indicators it is possible to identify the structure and internal logic of the network, as well as those nodes that are strategically positioned in said network structure, either by the number of links they have or by their ability to disseminate information in said network's reticular structure.

Results

The hashtag #RedAMLO becomes an example of the use of the operational logic of Twitter to summon and articulate on Twitter the sympathy of citizens in favor of the federal administration headed by Andrés Manuel López Obrador (AMLO) since his electoral triumph in Mexico in June of 2018.

The network is of a directed type, which means that the origin and destination of each link is known. This is particularly important since by knowing the directionality it is possible to explain the functional logic of the information flow of the network, that is, who has a greater capacity to disseminate information and who has a strategic position, for example.

At the structural level, the network is made up of 8,586 nodes and 26,649 links. From the data cleansing carried out, it was found that the places where there were more publications were Mexico City, Monterrey, and Guadalajara. The following figure shows the network from the input degree.

Figure 1
#RedAMLO
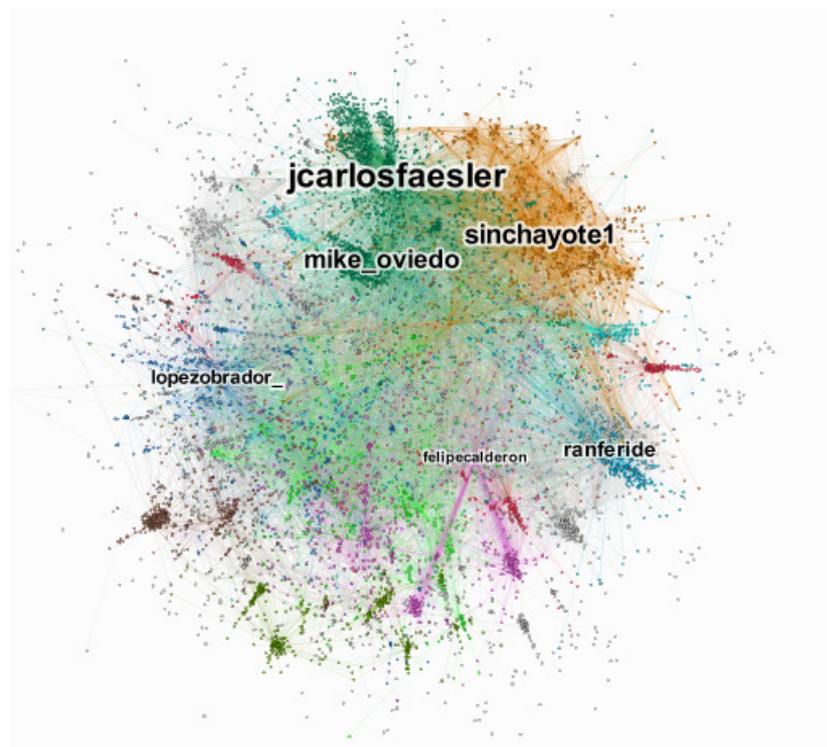
Source: Own elaboration with data from Gephi.

The density of this network is 0.001%, which explains that this network has a weak cohesion between its nodes, however, this responds to the purpose of the hashtag: to reach as many people as possible, regardless of whether said link may last after employing that resource at a particular time.

The network is presented under Gephi's ForceAtlas2 algorithm. The names present in said network correspond to the users with the highest grade level, that is, those nodes that have the greatest number of links in the network. The case of the official account of former President Felipe Calderón (2006-2012) has been highlighted, in order to show that this network not only has a purpose to vindicate the image of AMLO in the public sphere, but also to denounces those governments whose actions contributed, in a certain way, to the current context in the country. Furthermore, the tense relationship between AMLO and Felipe Calderón has existed since the 2006 presidential elections, when Calderón was elected with a very small margin and criticized by a part of Mexican society.

The following table shows the indicators of the users with the highest number of links.

Table 2
Nodes with higher grade level

Node	Role	Entry node	Exit node	Grade level	Intermediation
jcarlosfaesler	AMLO supporter	1525	3	1528	1 078 095
Sinchayote1	Content page in favor of AMLO	903	223	1126	1 699 036.4
Mike_oviedo	AMLO supporter	1001	4	1005	663 005.34
Ranferide	AMLO supporter	663	1	664	0
Lopezobrador_	President of Mexico	574	0	574	0

Source: Own elaboration with data from Gephi.

Understanding the operation of the indicators allows us to recognize the functional logic of said network. In this case, by knowing the directionality of the link, that is, from where it is generated and towards which node it is directed, it is possible to disaggregate the grade level into two subgroups; thus,

"while the degree of entry refers to the links referred to a node, the degree of exit refers to the links that the nodes create" (Olmedo-Neri, 2019, p. 123).

In this way, it can be seen that @jcarlosfaesler published three tweets in which the hashtag #RedAMLO was included, while this user had 1525 interactions with that hashtag; these interactions can be derived from their publications or by being tagged in tweets where said hashtag is found. The case of @ sinchayote1 is similar, given that while this profile published 223 tweets with this hashtag during the month of April, this activity generated 903 interactions with other users. In these two cases, it can be seen that the indicators are not directly correlated, so a high degree of output will not always correspond to a similar degree of input and vice versa.

In fact, this relative autonomy of the indicators finds its logic not in the network, but in the user through the strength of their links to generate a potential dissemination of what is published from their account; it is the social, symbolic, and subjective factor that allows the indicators to be built around the nodes and consequently in the network.

The case of the official account of Andrés Manuel López Obrador stands out in that said node did not publish any tweet with said hashtag, but this account was tagged in 574 tweets, which shows that this network, although it is structured around AMLO, his account is not the guiding center of this network, but is one of the elements that give it a symbolic meaning, of articulation and communication in the digital space.

The level of intermediation within this type of analysis becomes relevant since with it the disseminating nature of a node can be observed in terms of information. The intermediation shows the number of paths in which the node participates to link two other users in the network; therefore, having a high degree of intermediation, the node is strategically positioned as a hub (Barabási, 2011) that is, a node that can disseminate information within the network more quickly due to the quantity and directionality of the links that has.

In this sense, the degree of intermediation of @jcarlosfaesler states that this node participates in little more than a million paths to connect two nodes within the network; both @raferide and @lopezobrador_ do not have a degree of intermediation since their interaction with the hashtag or with other users were not relevant within the network structure. Therefore, each indicator can structure the network differently and consequently strategically reposition the existing nodes.

In this way, the following figure shows the five nodes with the highest degree of intermediation.

Figure 2
#RedAMLO with degree of intermediation
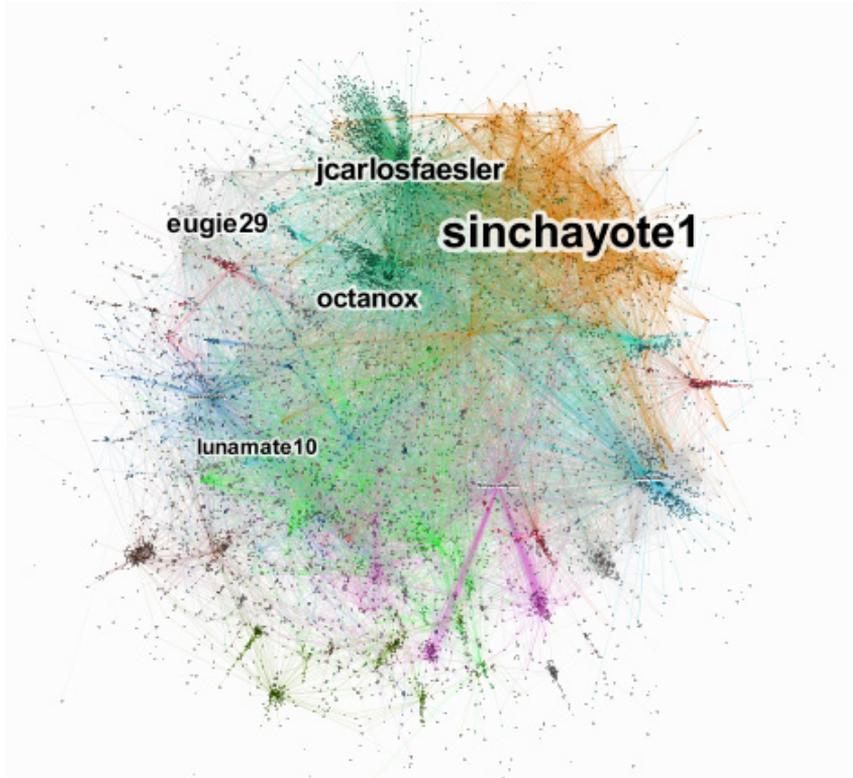
Source: Own elaboration with data from Gephi.

By changing the indicator under which to position the nodes, they may or may not remain strategic. As can be seen in this case, some nodes remain and others are displaced. The following table shows the indicators for these nodes.

Table 3
Nodes with the highest degree of intermediation

Node	Role	Entry node	Exit node	Grade level	Intermediation
Sinchayote1	Content page in favor of AMLO	903	223	1126	1 699 036.4
Jcarlosfaesler	AMLO supporter	1525	3	1528	1 078 095
Eugie29	AMLO supporter	9	64	73	1 044 914.9
Octanox	AMLO supporter	73	7	80	1 035 494.4
Lunamate10	AMLO supporter	133	21	154	745 660.9

Source: Own elaboration with data from Gephi.

Under the present panorama, it is possible to observe the relative autonomy of each indicator, thus having a high number of publications or interactions does not precisely mean that there is a capacity to disseminate information on the network.

Along with the structural analysis carried out, it is necessary to identify the characteristics of the content that flows in said network, in order to characterize it in symbolic and communicative terms. Although in socio-digital networks there is relative freedom to present oneself through an account/profile, there is also the possibility of transcending that freedom to obtain different, multiple, and sometimes infinite profiles or accounts of the same person; on other occasions, it is possible to identify those accounts that are created in a premeditated manner to oversize the presence of a political movement or action. Under this logic, the Botometer (2020) program has been used to identify, in analytical terms, the probability that the accounts that are strategically positioned on the network could be bots or fake accounts.

This software has origins in the University of Indiana and analyzes "some 1200 characteristics to characterize the profile of the account, the friends, the structure of the social network, the patterns of temporal activity, the language and the feeling" (Derecho a la Red, 2020); These factors are created from models of how a fake account behaves, so the higher the indicator, the greater the possibility that said account is fake or bot.

In the following figure, you can see the result obtained from each of the nodes that have been strategically positioned in the #RedAMLO both in degree and in intermediation.

Figure 3
**Probability of being fake accounts or bots**

Source: Botometer (2020).

It should be noted that this tool only shows a probabilistic result from the analysis of the variables that have been previously established, so it is necessary to identify other elements within the account such as username, content in their tweets or if there is a constant number of profiles to tag in each publication, for example. Therefore, being fully certain of the falsity of an account implies a deeper work on each of the profiles, which is outside the scope of this investigation.

In terms of content, it can be seen that #RedAMLO has various functions, among which the constant interaction between the self-called #AMLOvers stands out. In the following figure, you can see one of the tweets that shows the way in which these links are established, the same that configure the network.

Figure 4
Tweet from @jcarlosfaesler
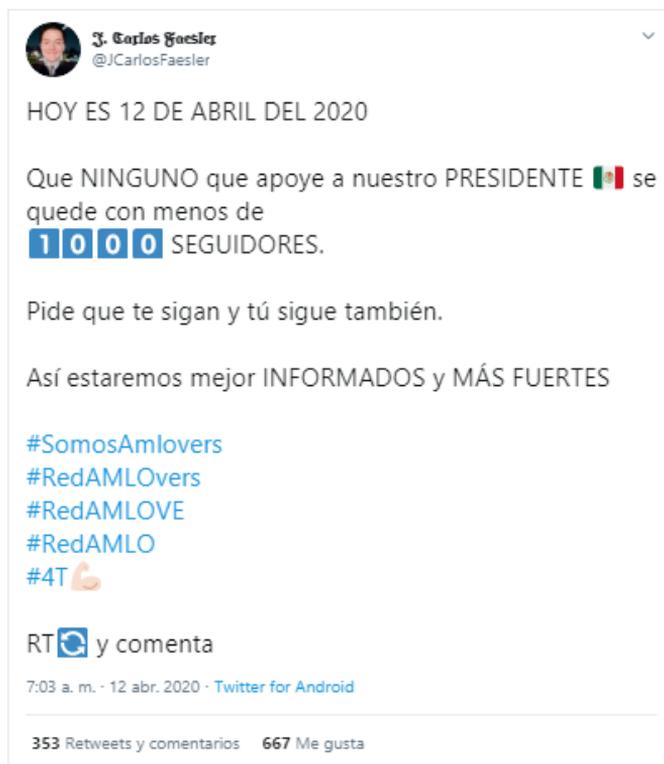
Source: @scarlosfaesler (2020).

In this way, the publications within this network are focused on maintaining the links between its members, as well as increasing their visibility by following each other and retweeting the generated content. These strategies are intended to increase the density of the network, by establishing operational links (follow/be followed) on Twitter. On the other hand, this network is characterized by constantly making a comparative link between AMLO and previous presidents, particularly Felipe Calderón, with whom, as mentioned, a historical relationship persists due to political and power issues. This type of comparison has a lesser impact in terms of interaction, but its pre-

sence is constant, which shows that this network is not only characterized by maintaining its links, but also by constantly reaffirming AMLO's image and political position.

Figure 5
Comparison of negotiations between AMLO
and Felipe Calderón

Source: @Dodgeramlo (2020).

Finally, it can be seen that this network has different purposes, each one established according to the interests that are generated in the context and the information that arises from those users who do not agree with the AMLO administration.

Conclusions

This work has analyzed a network of users that is structured under the hashtag #RedAMLO. The results allow mentioning that within the network there are users who are strategically positioned by the role they play inside and outside of Twitter: while externally the position of the user in public opinion is relevant, internally the interaction it has and the attributes it receives from the links they form has the greater influence. In this way, it can be said that it is not enough to have the firm political conviction of support to hold a strategic and inciting place in the digital sphere, but that it goes hand in hand with strategies and information flows within the platform. It is also important to highlight the intervention of new factors that did not previously mediate: bots or fake accounts that are generated and managed to simulate a presence or force in the digital space become particularly relevant since they put in doubt, a priori, any network generated in the space virtual. Regardless of its origin, its purpose can help to generate a perception of the political force that supports an administration, or also set itself up as a promoter of questioning and discrediting of the defined target. For this reason, the approach of these new 'actors' in the field of political communication has a long way to go, not only at a theoretical level, but also methodologically for their identification within large information bases.

At the structural level, the network was analyzed under the SNA. With this, it was observed that the role of those nodes with a strategic position within the network are the supporters of AMLO and some pages that are constantly generating and disseminating information in favor of Andrés Manuel López Obrador. At an operational and informative level, these nodes constantly disseminate content in favor of AMLO, so it can be observed how the participation of individuals in the political sphere is no longer only restricted to the electoral processes established in Mexican democracy, but that it has been expanded to a constant dynamic of vindication of the politician within the public office he holds; it is a way in which networks of support and politi-

cal sympathy are digitized in virtual space. Perhaps, the idea of being able to tag the President of Mexico with the hope of being read by him, becomes the strongest motivation to generate these interaction-communication networks.

Although these forms of networks were present in the concrete real environment, with the socio-digital platforms these networks are extended beyond the space in which the individual develops; the ability to find people who agree with a political position increases with the internet in the same way as the ability to find someone who does not agree with that position. Therefore, the study shows how with these new technological developments political activity is forced to expose a greater communicative character that goes beyond opinion studies before, during, and after a political-electoral process, to give way to the digitization of social networks of political sympathy, electoral alliance and communicative links between social voters and politicians.

Finally, this new context has forced not only to rethink political strategies in the 21st century but also to reconsider the way to present the politician and the relationships that he must establish with citizens in order to obtain their trust and subsequent vote. Therefore, these socio-digital networks are modifying the way of doing politics, thus their study will gradually become part of the area of knowledge.

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