



Participation in Brazilian feminist movements on social networks: a study on the campaign Meu Amigo Secreto (My Secret Santa)

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Recently, many women's movements in Brazil sought internet as means of expression and claim, and held campaigns of national and international impact through it, disseminating information using the hashtags #meuamigosecreto (#mysecretsanta) and #meuprimeiroassédio (#myfirstharassment) to denounce situations of various types of harassment they have experienced. The authors of this study aimed to identify which are the elements that influence the intention of women's participation in online feminist movements by surveying 185 Brazilian women who took part in the #meuamigosecreto campaign. The survey provides relevant information for better understanding of feminist movements online, demonstrating that the participants believe that the campaigns strengthen the feminist movement, assist in raising awareness of men about their macho attitudes, can result in a decrease of cases of violence against women and can contribute to the debate on violence against women.

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