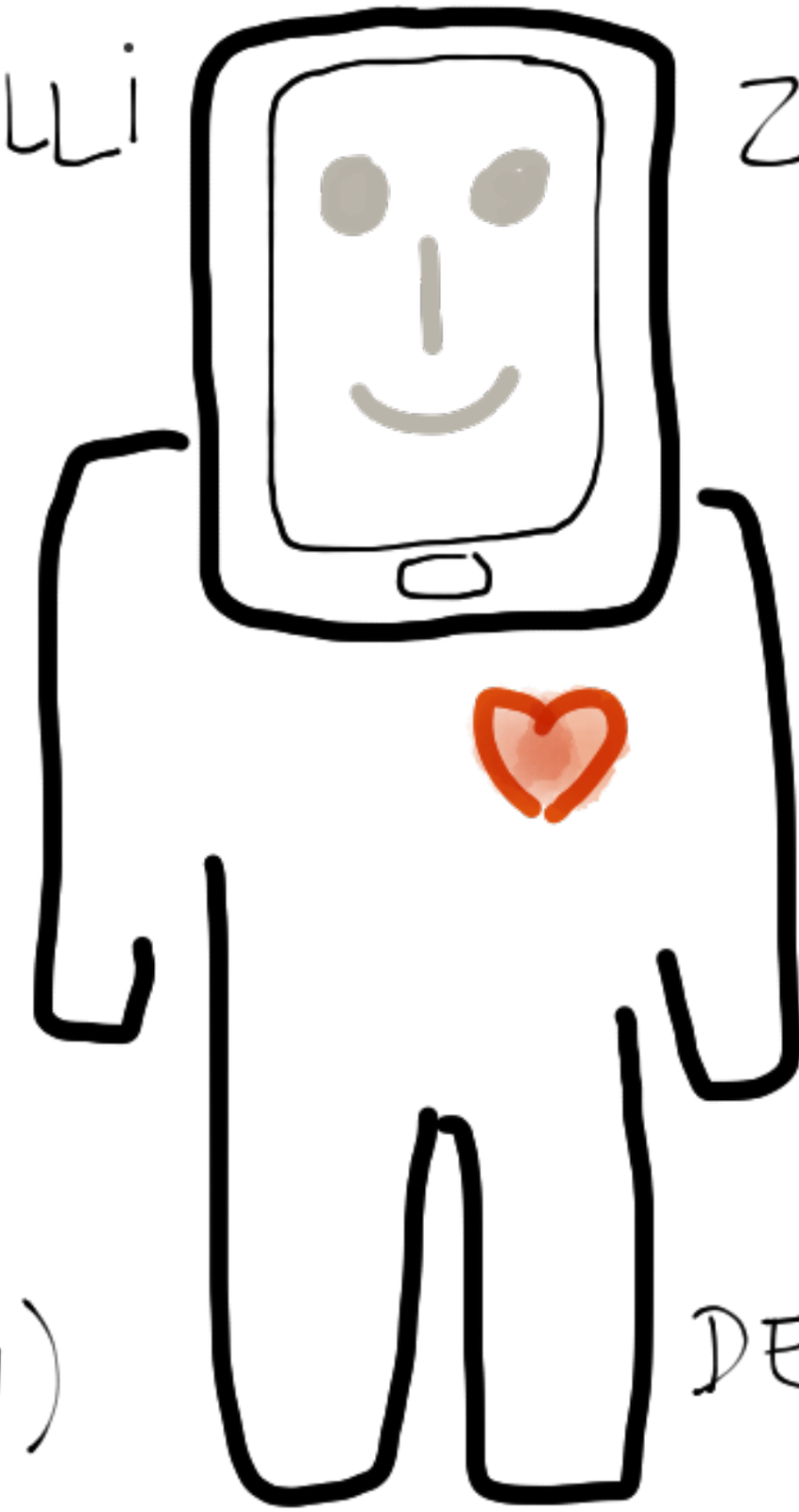
POLÍTICA

Vida móvil

FB + TW + YT + RRSS

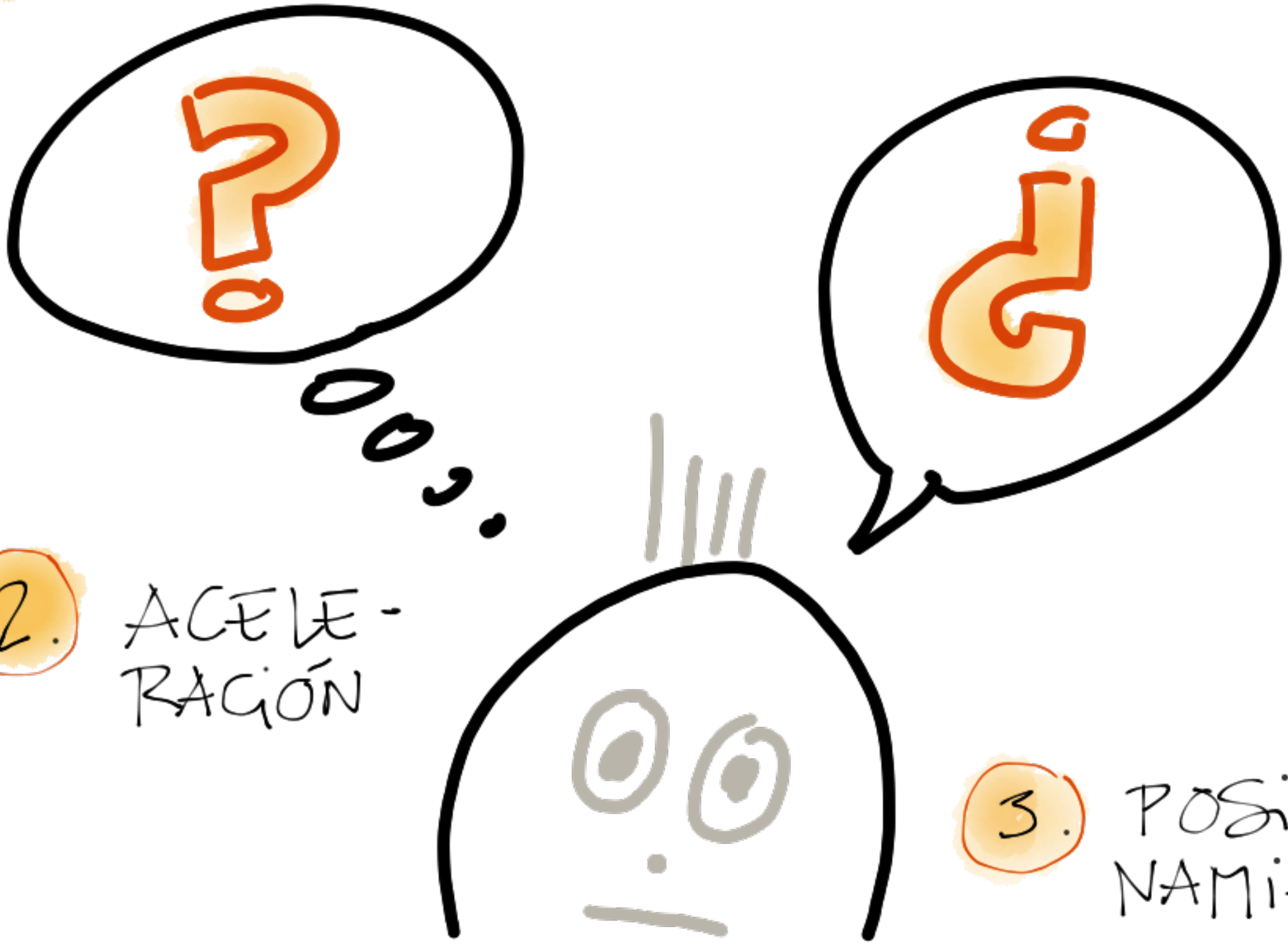
1. PANTALLIZACIÓN VIDA

2. 9/10



3. (IN) DEPENDENCIA

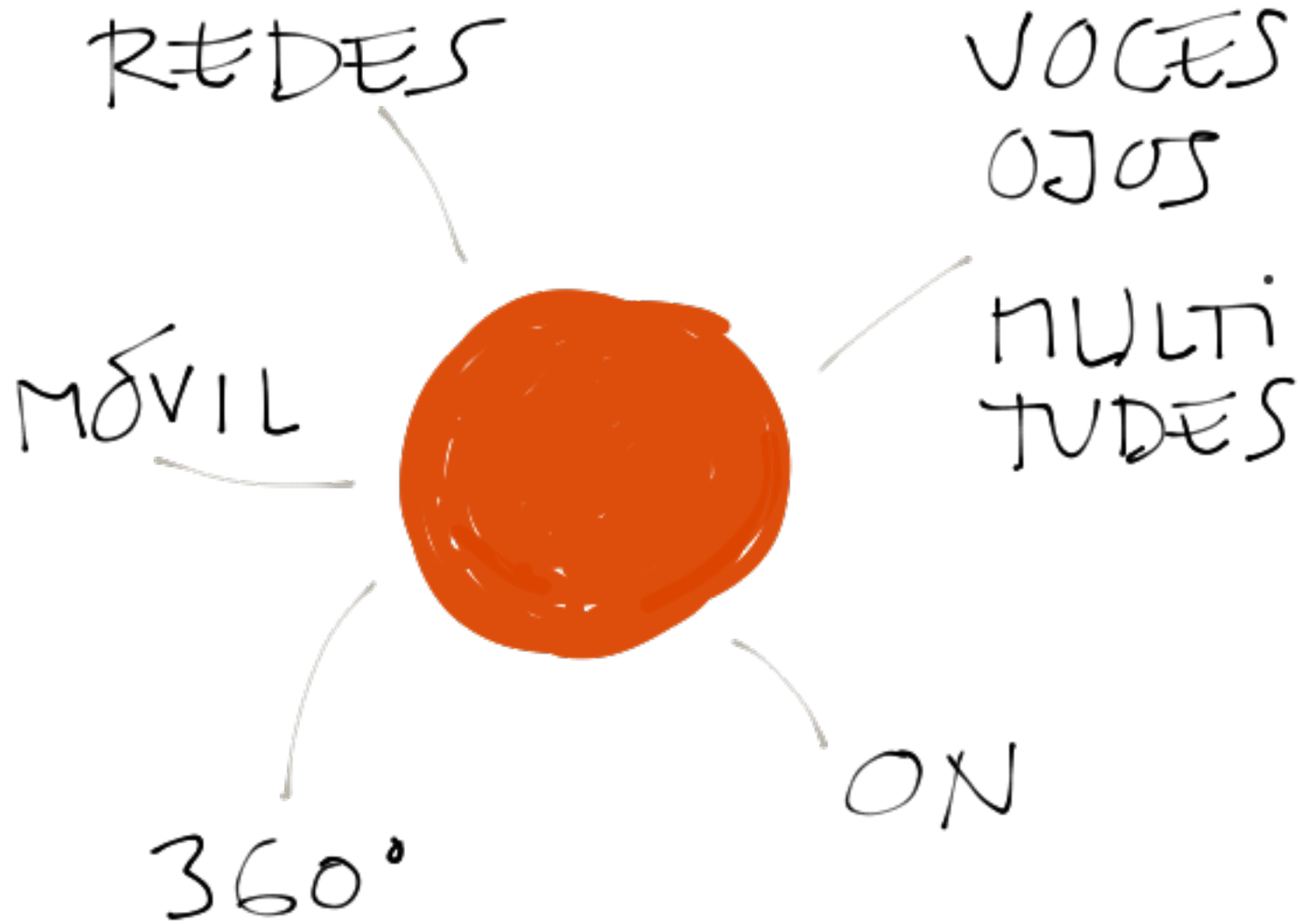
1. BÚSQUEDA ESPONTÁNEA



2. ACELE-RACIÓN

3. POSICIO NAMIENTO

VÍDEO POLÍTICA!



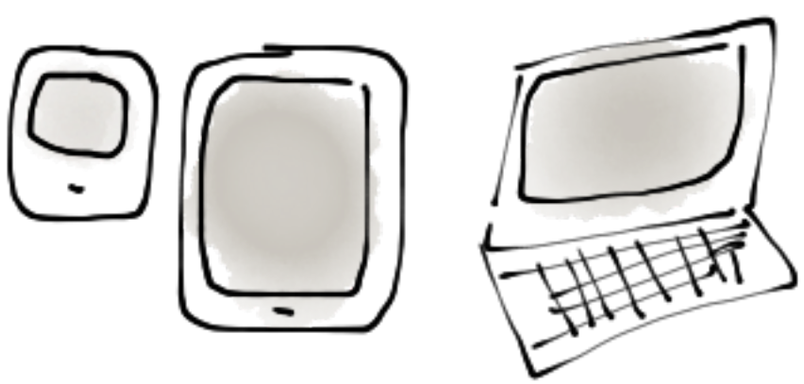
AUDIENCIAS

PLATAFORMAS

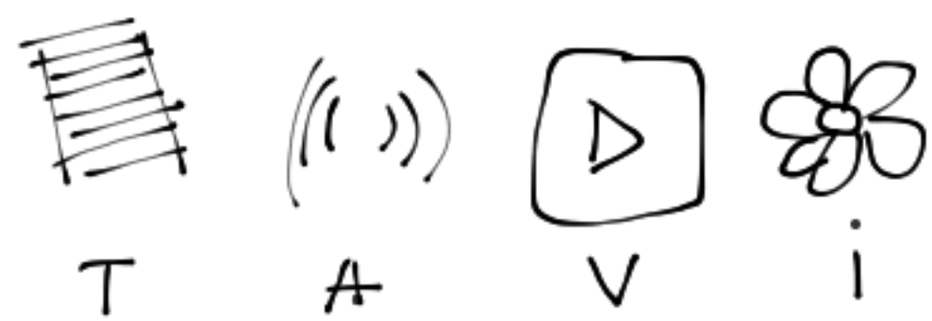
MULTI

A la vez!

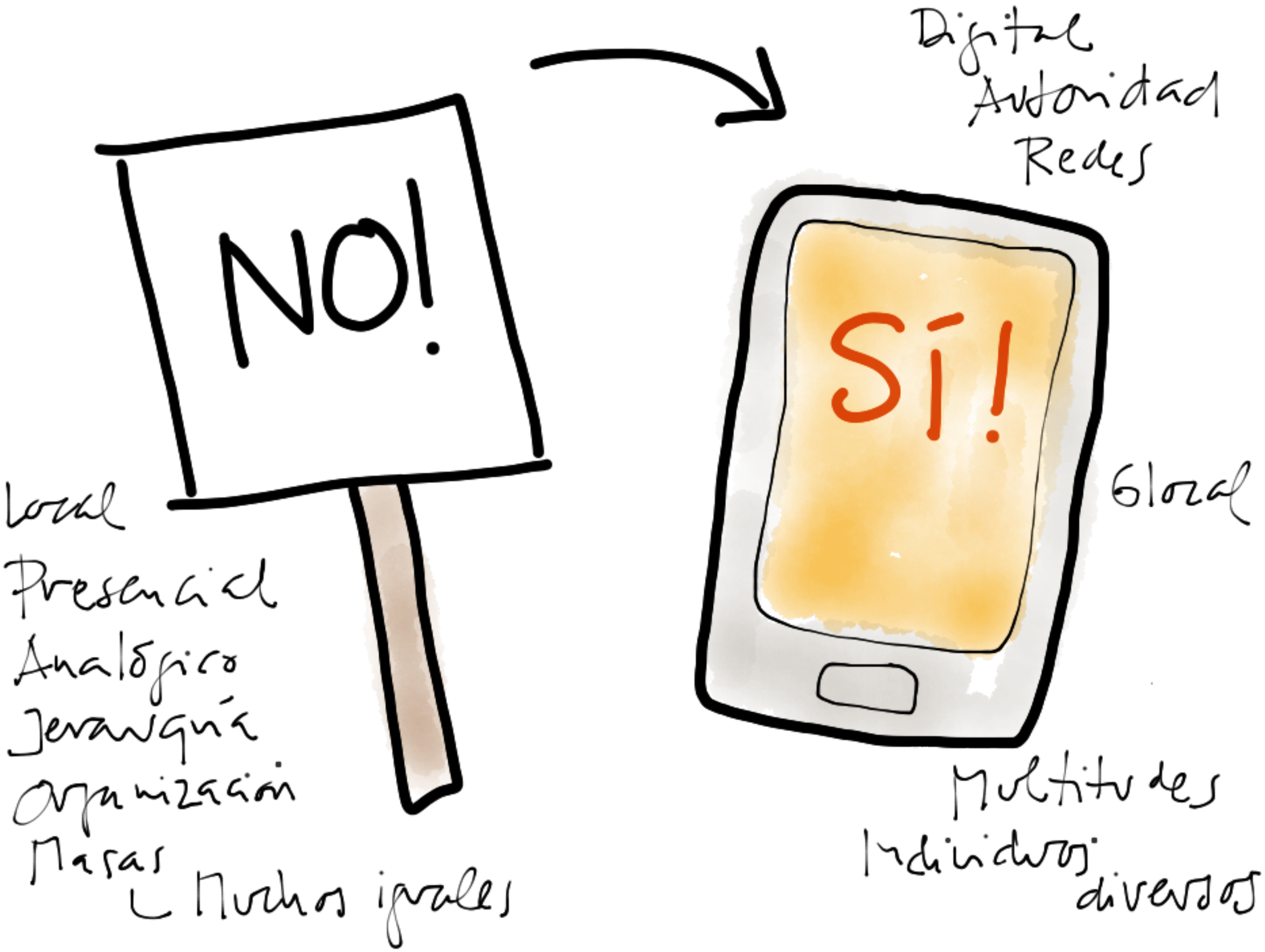
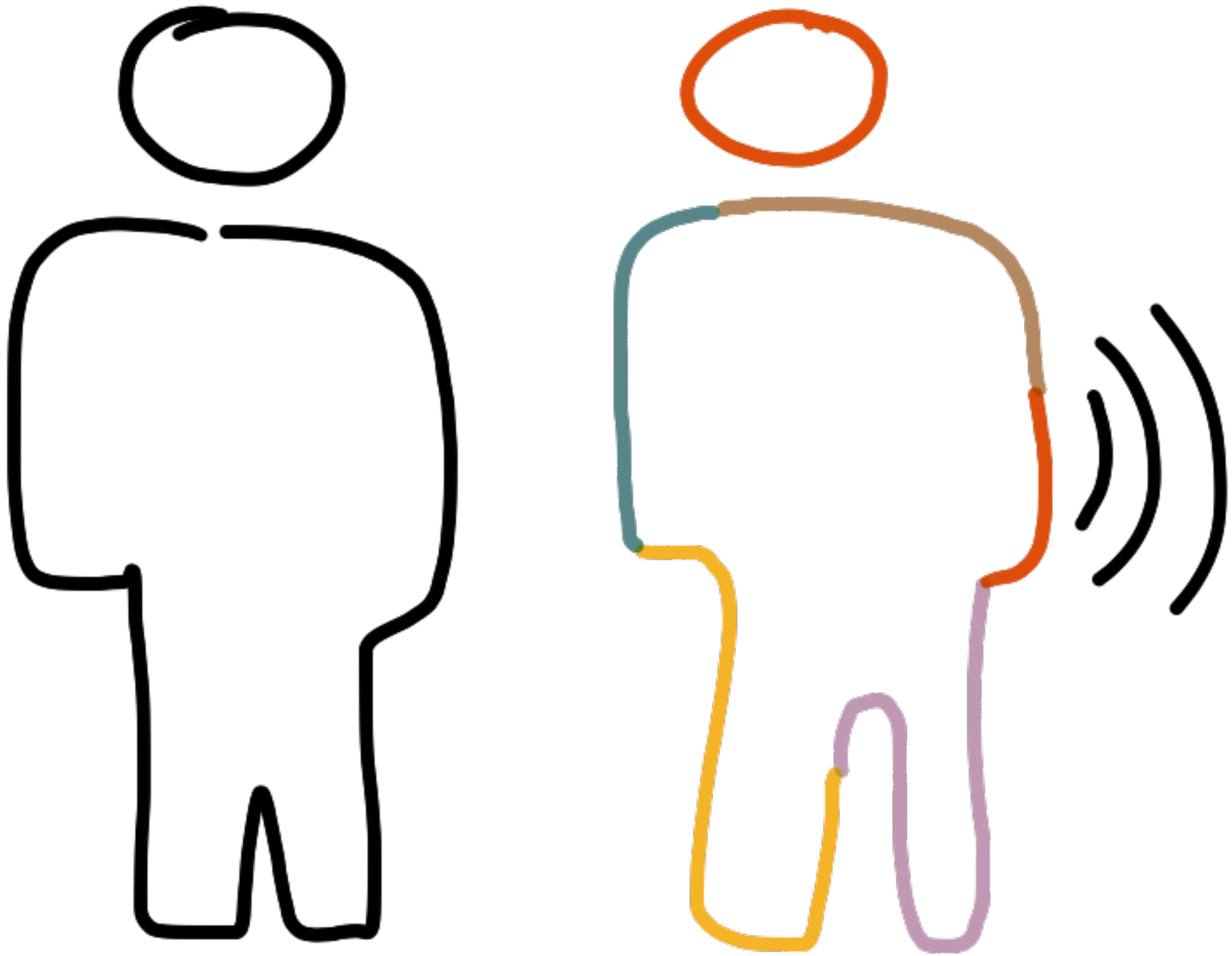
PANTALLAS



FORMATOS



CONTENIDOS i♥


NO!
Local
Presencial
Analógico
Jerarquía
Organización
Masas
Muchos iguales
Digital
Autoridad
Redes
SÍ!
Global
Multitudes
Individuos
diversos

MILITANTE → ACTIVISTA