

## RESEARCH PROJECT SUMMARY

The goal of this project is to define which social groups play the most important role in creating individual motivation to take part in a social movement. In the recent years, mass protests have become a significant element of our reality, so it seems crucial to answer the question about the reasons why people decide to participate in them. Many reasons can influence a person's readiness to sympathise with a given grassroots initiative's demands and take part in the events it organises. As the researchers dealing with political behaviour have established, these reasons may be related to the development of strong emotions, sense of belonging in a group representing certain views or values, political changes and others. However, we still do not know what influence our immediate environment may have on the transmission of information able to trigger concrete reactions, here related to the participation in a movement.

In order to achieve the abovementioned goal, the study will be carried out on the Argentinian protest movement Ni Una Menos. This initiative was chosen as subject of this project because of its scale, outreach and topic. It came into life in 2015 as a reaction to the growing number of killings of women in this country. This was the first time the problem of violence against women was brought forward in public and the marches were attended by hundreds of thousands of people. Such reaction of the Argentinian society not only demonstrated the scale of the phenomenon of gender violence, but it also proved that this topic evokes strong emotions and is incredibly important for the society. Since that day, many other marches have been organised, also abroad, which permits to believe that Ni Una Menos will not disappear from the public arena in the nearest future. Studying social movements from the perspective of their participants allows to understand better how motivations for action are born.

Research tasks envisioned for this project consist of gathering materials by conducting interviews with chosen activists of the Ni Una Menos movement. The aim of the interview is mainly to recreate one's own experiences related to the process of joining a movement. During the analysis of the content of these interviews, the type of motivation influencing the decision to participate will be singled out and the group having the strongest impact will be identified.