

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A 20/01/2026) - IRSA 23 - RURAL YOUTH AND CLIMATE CHANGE: IDENTITIES, TERRITORIAL RESISTANCE, AND THE DILEMMA OF WORK OR MIGRATION

**YOUTH IN THE AMAZON: CYBERACTIVISM, INDIGENOUS NARRATIVES,
AND THE RECONFIGURATION OF TERRITORY IN THE DIGITAL
STRATEGIES OF SAMELA SATERÉ MAWÉ ON INSTAGRAM**

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This article proposes an analysis of the narratives and communication strategies adopted by the young Amazonian indigenous leader Samela Sateré Mawé on her Instagram account, exploring the intersection between Digital Culture and activism in social movements in the Amazon. The study employs the Case Study and Content Analysis methodology to investigate how the self-production of image and digital activism are used to amplify territorial, environmental, and cultural agendas, contesting the narrative about the Amazon in a space of great visibility. It analyzes the paradox imposed by Digital Culture: while it offers essential tools for mobilization, denunciation, and articulation, it also presents inherent challenges such as misinformation, the superficiality of the spectacularization of the cause (activist influencer), and exposure to hate speech and online surveillance. It concludes that the cyberactivist engagement

of Amazonian youth transforms social networks into a new territory of struggle, but demands constant negotiation between the authenticity of ancestral culture and the algorithmic demands of the digital environment.

Palavras-chave: youth; amazon; digital culture; cyberactivism; indigenous narratives.