

## Social Programs, Credits and Emotions in La Matanza, Buenos Aires, Argentina (2024-2025)

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### **Abstract:**

As the first quarter of the 21st century has passed, several structural transformations have unfolded, profoundly transforming daily life in multiple areas. On the one hand, the exponential growth of state social interventions in the form of Cash Transfer Programs (CCTs) worldwide is helping to consolidate them as the primary intervention strategy and significantly expanding their reach. On the other hand, digitalization and financialization, as well as their convergence in multiple forms and modalities of indebtedness, result in a range of virtual wallets and forms of virtual money that permeate the daily lives of millions of people, implying changes in the practices, socializations, and emotions of those affected by these policies. That said, this paper aims to understand the social emotions that are organized around the practices of credit demand and indebtedness among people receiving social programs in La Matanza (Buenos Aires, Argentina). To this end, the methodological strategy is qualitative, based on a virtual ethnography conducted on the social network Facebook between 2024 and 2025.