



#PraCegoVer: uma discussão da inclusão digital e social sob a ótica da pesquisa transformativa do consumidor

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Analítica

Social networks changed information communication in our societies. Amongst the tools provided by these platforms, the hashtag has become a link between different subjects and individuals. The use of this form of expression has been seen in different contexts and was recently applied to social campaigns. Therefore, this study sought to research how the use of #PraCegoVer (#SoTheBlindMaySee) has contributed to the inclusion of sight-impaired people in digital social media. To this end, a qualitative study was carried out, using web content analysis methodology. Based on our findings, the perception of the hashtag by the followers was verified; it also fostered discussions on accessibility and sight impairment. With respect to the transformative consumer research (TCR), the campaign helped to improve the quality of life of a certain segment of the population and was a model for one of the guidelines of this aspect of the study

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