

## THE BRAZILIAN DEAF AND THE SOCIAL MEDIA

### **Juliana Guimarães FARIA**

Post- PhD Professor of the Federal University of Goiás - Goiânia - Goiás - Brazil -  
julianagf@yahoo.com.br

### **Mirza Seabra TOSCHI**

Post- PhD Professor of the State University of Goiás - Anápolis - Goiás - Brazil -  
mirzas@brturbo.com.br

### **ABSTRACT**

**Introduction:** The subject of this poster is the use of social media sites by the deaf, from the perspective of digital inclusion and justified by the characteristics and penetration that technologies exert, especially through social media sites, in society, including the deaf community. **Objective:** The objective is to identify, analyze and understand the use which the deaf of Brazil make of social media sites and how to set up this access. **Method:** The study has a qualitative approach and comprehensive perspective on the instrument for data collection with a structured form on research in journals and theses and dissertations on the subject. **Results:** It was possible to identify that Brazilian deaf use the social media sites for various purposes, not only for social exchange, but also for advocacy and involvement with issues related to deafness and fight for their rights in society, political debates and social engagement. **Conclusion:** The research will enable the development of affirmative action policies for digital inclusion, in which the deaf can be met on your intended use of the internet and social media sites for the development of their community and its language.

**Keywords:** Brazilian deaf, social media, social network

### **INTRODUCTION**

Studies and research on deafness and the deaf subject have increased in recent years in Brazil (PAGNEZ; SOFIATO, 2014) and the intensification of publications generates questions such as: What has been the most studied topics? Such as deafness and the deaf has been approached? What are the most commonly used methodologies and methods? How these studies have contributed to the scientific development of the area?

In Brazil, the Brazilian Sign Language (Libras) is recognized by the 2002 law 10.436, as an official means of communication and expression of the deaf community. This law further pushed up studies in the field of deafness, increasing the interest in Brazilian researchers for this theme. It is estimated that in Brazil the deaf corresponding to 5.1% of the population (IBGE, 2010, p. 76).

The relationship between technologies and deaf is an emerging research topic in the field of studies on deafness and is concerned with the investigation of the relationship between the deaf and technologies in different contexts and perspectives, including education. With respect to digital media, is even younger.

About technologies, in a survey conducted in Brazil on line database, it was possible to identify 36 studies, 25 journal articles and 11 theses and dissertations. Of these 36 papers on technologies and the deaf, 11 deal with digital media and social networks on the Internet and its relationship with the deaf people. The digital media and social media sites are understood as network of interconnected people who share common interests. According to Recuero (2009), social media sites can be understood as a set of subjects and their connections.

## **OBJECTIVES**

The goal is to identify, analyze and understand what use the deaf in Brazil are the social networking sites and how to configure this access from published research on this topic.

## **METHODOLOGY**

This research proposal has a qualitative approach in comprehensive view of the subject matter. Esteban (2010) stresses that qualitative research has both features aimed at the understanding of the subject matter as targeted prospects to change and decision making in relation to the object of study, from the point of view of its methodology.

For the author, from the perspective of the search for understanding, is ethnographic research, phenomenological studies, studies based on grounded theory as well as the case study. As regards the prospect of decision-making and changes are action research and evaluative research. In the case of the approach outlined here is adopted the comprehensive perspective of the object, mainly considering the twelve-month period for its realization.

With regard to the characteristics of qualitative research, Esteban (2010) points out the flexible and non-linear character, as, for the author, the research proposal is built open the form resets. In addition, for the author, qualitative research has a holistic character, since seeks to adopt a more global view of the situation, understanding it as a whole and within a proper context. This contextualization means to perceive the object under study in the midst of a particular culture. Another feature is the personal and immediate nature, it is the researcher who maintains a close relationship with the field of study, however, concerned with understanding a given social situation.

Esteban (2010, p 127) defines:

Qualitative research is a systematic activity-oriented in-depth understanding of educational and social phenomena, processing practices and youth scenarios, decision making and also to the discovery and development of an organized body of knowledge.

With this understanding, it is considered that qualitative research has similar development processes to any other research, with peculiar brand in each phase. For Esteban (2010) phases of any research are: definition of the problem, work design, data collection, data analysis, validation and reporting. The author considers

the following steps to qualitative research: exploratory and reflection phase, the planning phase, input phase in the scenario, phase collection and analysis of information, withdrawal phase of the scenery and stage of preparation of the report.

In this research, the exploratory phase refers to the time of theoretical studies. Later, in the planning phase, will be seeking definitions of the universe, resets on the object of study and the research questions. Then, during the entry phase in the research setting, being the data collection. The data collection instrument was a form with the data collected. Data collection referred to search for previous studies on the subject and analyzing the results of this research, relating to the deaf and social networks.

The exploration and identification of scientific evidence was carried out the following steps: definition of the subject and object of study, creation of keywords and search terms, definition of reference sources, which were Brazilian bases, and the desired historical period (in this case, until June 2014), completion of the quest, pre-analysis of the work (selection via the title and read the summary of the work), selection of papers relevant to the topic under study, analysis and criticism of the work selected.

## **RESULTS**

The reading of the seven articles and four theses and dissertations found on deaf and social networks in Brazilian databases, indicate that the use by the deaf has been given for socialization purposes, cognitive development, with regard to reading and writing, and also in view of the political cyberactivism. In all there were eleven work identifying the way in which the deaf are using social networks takes place through four main channels: Facebook, Orkut, Youtube and Blogs.

Research on social networks and the deaf point using in order to enhance the process of socialization and also of political action in favor of the motion deaf and the deaf community.

With regard to cognitive development, the work deal with the recognition of the Brazilian deaf ability to utilize social networks, even if based on the written mode. Even so, social networks were seen as a contributing mechanism for the development of reading and writing of the deaf.

As to the studies on political cyberactivism, several studies have shown that social networks have the capacity building and engagement of the deaf, including involvement in political movements struggling for the rights of the deaf community. Socialization was also one of the topics discussed in papers on social networks and the deaf and addressed the potential that social networks allow for the deaf to socialize more and build a cycle of friendships and groups with more interaction and socialization.

## **CONCLUSION**

The research and the results indicate that social networks are potentially contributing to the development of the deaf, in its aspects of socialization, political

movement and cognitive development. This finding may contribute to the development of affirmative policies for digital inclusion, in which the deaf can be met their needs in the use of internet and social networking sites for the development of their community and its language.

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