
A Political Process of Brazilian Women using a Social Network

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Abstract

In the political context of Brazil in 2016-2017, after the constitutional destitution or bloodness *coup d'état* of Dilma Rousseff first woman President, we study a political process to develop the voice of Brazilian women. The functioning of a group of women in Brazil using Facebook is analyzed with research questions integrating the concept of social capital (Bourdieu: 1980). The theme of the group deals with the consequences of the hormones produced by the medicine industry and offers an alternative information to the marketing of the companies. The work aims to study the motivations to participate and communicate on social networks. From an interdisciplinary approach, the objectives of the researchers deal with the modes of communication and their effects on women in this group. In addition to content analysis and interviews, the methodology refers to visual methods (MacDougall: 2006; Pink: 2009) with consequences on the form and content of the results. A hypermedia website allows you to discover a part of the results and the methodology. It's also an opportunity to think visual methods in case of online political participation.

Keywords: political process, feminism, participation, social network, social capital, visual methods

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