What is this study about?
Why does it matter?

This study is about how individuals with disabilities represent themselves in a social media campaign to raise awareness about the discrimination that people with disabilities face. It investigates the ways in which participants representing themselves via platforms such as Instagram deploy or resist narrative conformity to dominant sociocultural discourses, particularly the medical and social models of disability. It is also a dissertation that probes how such self-representations may reproduce or contest normative views on disability, while the role of social media within activism and community building for marginalized groups is covered.

This study matters because this research performs and points out the powerful role that digital platforms can play in amplifying the voices of so-called marginalized communities-narrating experiences and challenging dominant norms-people with disabilities. It also indicates the importance of visibility and political framing of disability beyond the medical point of view. The work reported here informs the broader discussion of social change, inclusion, and how media shape perceptions of disability by studying the way people with disabilities use social media to tell their stories.