

Babassu coconut breakers on the Internet: MIQCB's action on digital social networks

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Abstract: This work aims to present the actions of the Interstate Movement of Babassu Coconut Breakers on digital social networks. It is a bibliographic and qualitative research that presents babassu, a palm of the Arecaceae family, as a source of income for women babassu nut breakers. It explains the work of babassu nut breakers, rural women from agroextractive communities inserted in several contextual dimensions, such as gender issues, agrarian reform, and sustainability. It covers the history, mission, and structure of the women nut breakers movement, as well as the concept of popular communication. It presents considerations on the use of ICT in popular communication, a discussion is made of the actions of the dissident movement on digital social networks that share agendas, products and ideals. The present approach understands the activities of the women nut breakers movement on the internet as a communication strategy towards the community. It concludes that the breakers movement performs

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digital activism and uses digital social networks to spread the word about the importance of their practices and ancestral knowledge.

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