

HOW INVISIBLE DISABILITY IS VISUALIZED AND SHOWS THE AUTHENTICITY

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DISABILITY



TABLE OF CONTENT

01

COMPARE & CONTRAST

Different kinds of disabilities

02

RESEARCH QUESTION

How does connect to artifacts

03

ANALYSIS OF EXAMPLES

- Sainsbury's
- CODA

04

CONCLUSIONS

VISUALIZATION DIFFERENCES



VISIBLE

- can be apparently, visually perceived
- often generically portrayed as people who use assistive equipment
- Ex: Wheelchair users, walker users.



INVISIBLE

- "A physical, mental or neurological condition that is **not visible** from the outside, yet can limit or challenge a person's movements, senses, or activities." (Invisible Disability Association)
- Ex: Hard of hearing, mental disorders



@P&G



Enable@Unilever



PANDEMIC MAKES THEIR LIVES EVEN
LESS CONVENIENT

CASE STUDY I: SAINSBURY'S CAMPAIGN



APPLY BRAND CULTURE

- A scenario between employees and customers => how to communicate with deaf customers.
- The brand operates as deaf culture that allow consumers to participate in as a way of life
- A broad cultural form through **identity** and belief => respect people who identified with disabilities
- Show authenticity in a way of providing better service and advocating people to care about these communities.

Banet-

Weiser explains, culture and self are not experienced as less authentic because they are structured through brand logic."

—PRACTICE OF LOOKING

CASE STUDY 2: CODA'S SILENCE SCENE



APPLY BRAND CULTURE

- only a small number of films reach the state of being considered and identified by consumers as film brands
- This consumer film-brand engagement framework shows that film identity coherency drives film-brand identification through the mediation effects of **popularity, sequels and emotional bonding**

Banet-

Weiser explains, culture and self are not experienced as less authentic because they are structured through brand logic."

—PRACTICE OF LOOKING



CONCLUSION

- Unfortunately, these symptoms are invisible may lead to misunderstandings, false perceptions, and judgments.
- Some brands take innovative steps to visualize the life of these communities and significantly against ableism.

THANK YOU ~



RESOURCES

Photo

- <https://www.lupusuk.org.uk/managing-finance-s/invisible-disability/>
- <https://www.wsj.com/articles/the-pandemic-has-made-my-hearing-problem-even-more-of-a-problem-11594908056>
- <https://www.dandability.org/wp-content/uploads/2021/08/SLIDE6-e1629101400290.jpg>
- <https://www.dreamstime.com/modern-disability-infographic-design-template-icons-caring-sick-visualization-bubble-white-background-healthcare-image204974997>
- <https://www.adweek.com/media/advertising-inclusion-disability/>

Others

- <https://onlinelibrary.wiley.com/doi/full/10.1111/1467-8551.12401>
- https://www.youtube.com/watch?v=etSTNBS-OI8&feature=emb_logo
- <https://www.youtube.com/watch?v=HZ-G8Tluoqc>