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From Lulism to Bolsonarism

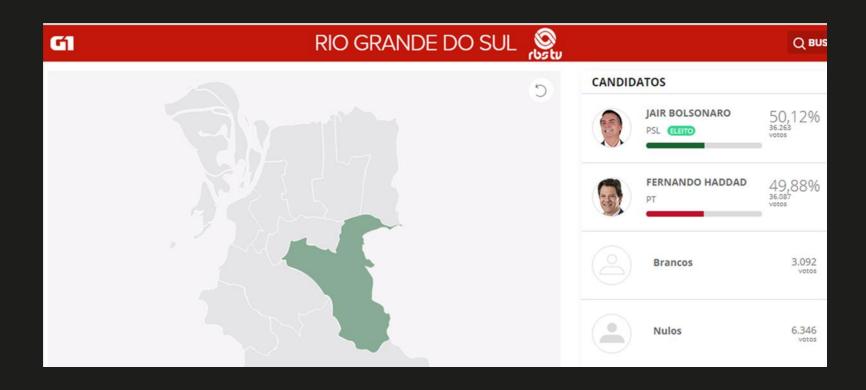
How did low-income subjects - the very citizens that once symbolised Brazil's rise as a global democratic power in Lula era - come to support Bolsonaro?













10 YEAR-ETHNOGRAPHIC FIELDWORK

Participant observation in people's everyday life In-depth interviews

- 1) 2009-2014
- 2) 2016-2019

2017-2018:

- 17 focus group with Bolsonaro voters
- Participation in their WhatsApp groups
- Participation in other pro-Bolsonaro groups



Milton's case





2010 Economic Growth: 7,5%

I like to buy designer clothes and go downtown with my head high (Martha, street vendor then 32)

Katia, 42: when I wear my genuine Ray Ban, white people think my glasses are fake. But I don't care, I think I am a super hot black woman, you racists!

Betinho, 16, when bought his first Nike cap, said that the object was like a hero's cape and said: eu to podendo, I am empowered. I am no longer the invisible favelado.





"People feel sorry about my daughter, and they will give the money for the milk. But nobody feels sorry for me. When I had a heart attack because of my daughter condition I was humiliated sleeping two cold nights on street on a long line at the health center. They don't feel sorry when I am not well-dressed police stops and beats me; when I go to the mall or I am an invisible poor person or security guards chase me as if I were a bandit. Now, that I paid in cash for the shoes, I go to the mall every week, I pass by the shop and the sellers say: HELLO MISTER MAROBA. They say my name. It is like I exist".



7,5% in **2010** to **-3,77** in **2015**





I do not know what happened in the last years, but life became more and more difficult, more violent, and money is no longer enough for daily expenses, for leisure, the weekend bbq. Something must change, it is impossible to continue in this way.



The country is lost, people do not know what is right and wrong. I believe Bolsonaro - LIKE THE DRUG TRAFFICKING - will restore the order and what is right and wrong. Morro became a lawless area. Cássio.



I struggled to be honest, to work, I chose another path, I chose to survive, I want to have a family, to have a salary, a house a normal life. The poor and the black receive social benefits, others join the DT, but what about people like me? I feel I am punished for trying to work honestly. (...) Bolsonaro is for the correct, not for the corrupt, the bandits. Bolsonaro will value the hard worker.







THANK YOU!

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