

MEMES AND  
STEREOTYPES:  
NATIVE AMERICAN  
REPRESENTATION



HELLO!

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(She/Her/Hers)

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User Services and Outreach Department

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# “Shapiro Library”

Google:



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## OUR OUTLINE

- ✘ Introduction
- ✘ What are memes?
- ✘ Stereotypes and Memes
  - Neuropsych and Cultural Theory (Reflexivity)
- ✘ If I'm not Native American, how can I use memes to **educate** and not perpetuate?

A woman with glasses and a grey blazer is speaking into a microphone at a wooden podium. The podium features the University of Michigan logo, a yellow 'M' on a dark blue oval with 'UNIVERSITY OF MICHIGAN' written below it. The background is a wood-paneled wall with a window on the left. The text 'MEME 101' is overlaid in large white letters across the center of the image.

# MEME 101

How many of you use social media?

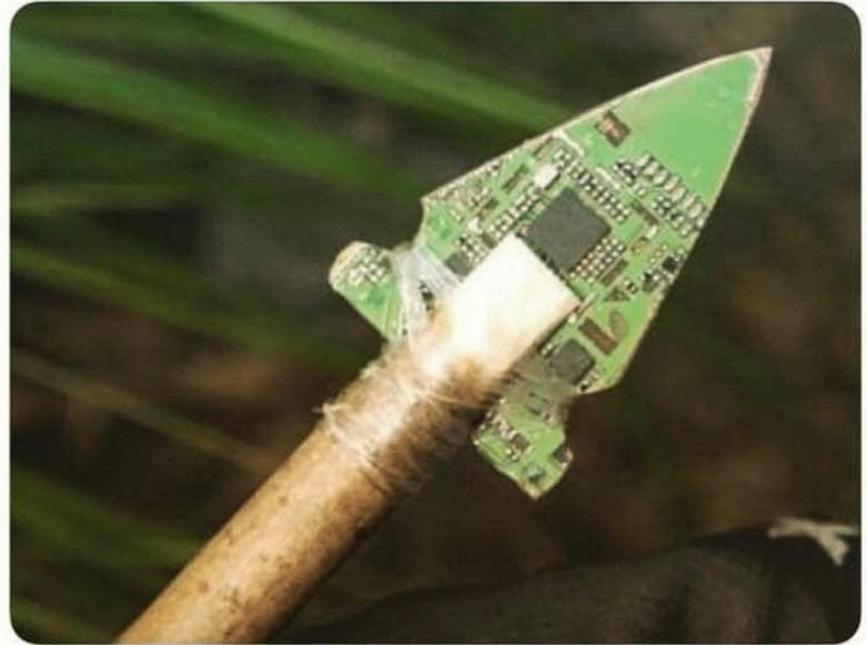
What platforms do you use?

Why do You use it?

Why do you share things?

Social Media is a tool. We should know why and how we use it.

When Indigenous people weaponize their social media





## WHAT IS A MEME?

Teachers when they add long  
dead memes to their Powerpoints



A term introduced by Richard Dawkins in 1976, memes are small cultural units of transmission, analogous to genes, which are spread from person to person by copying or imitation.

(Chielens & Heylighen, 2005)



# Replication and Modification (mutation)

COMMUNITY SPIRIT

DONT FORGET THE LOCALS

**Caught between**

Trying to be a better person

**And the memes**

**I created**

**IndigeeAnarchMeme**

BAZAART®

# Stereotypes 🤔

Neuropsych and Cultural Theory—Reductionism,  
Reappropriation, and Reflexivity

 Note: I am not a  
neuroscientist, but I play  
one on Facebook 

I don't know who needs  
to hear this today, but  
You are more than your  
physiological and  
neurological processes.

## Reductionism



made with mematic

# The Good Stuff

(ReAppropriation and Reflexivity)



**Payne Many Guns**



Yesterday at 5:05 PM • 🌐

What white people think of me

- alcoholic
- drug addict
- living on tax dollars
- criminal
- other native stereotypes

What I actually am

- just deadly

*The band office memes*

**Damn woke up Deadly again**



It's a good day to be



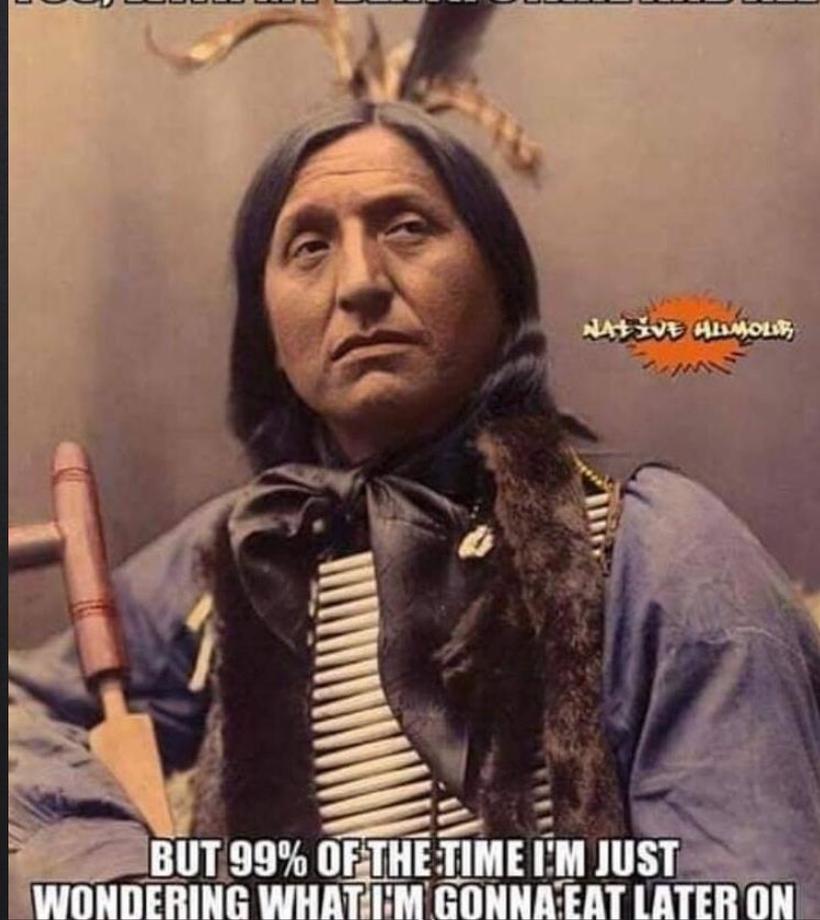
Indigenous

**ME FLIRTING**



Noble  
Savage

**IT MAY LOOK LIKE I DON'T LIKE  
YOU, WITH MY DEATH STARE AND ALL**



**BUT 99% OF THE TIME I'M JUST  
WONDERING WHAT I'M GONNA EAT LATER ON**

# Indian Princess

it's a nice genocide you've got going on there.  
it'd be a shame if someone... inconvenienced it



me stealing my land back one  
white boy's heart at a time



PULLING UP TO MY JOB  
BUMPIN POW-WOW MUSIC



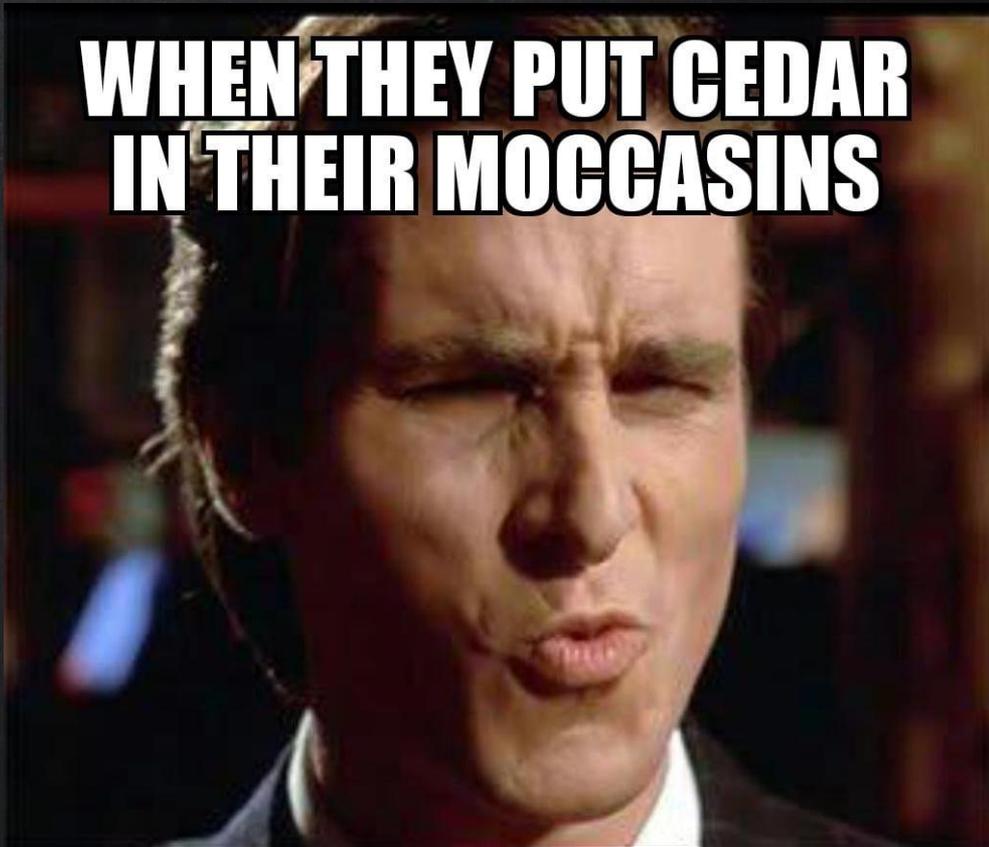
Me when I actually remember  
to bring my reusable bag to  
the grocery store



**WHEN THEY PUT CEDAR  
IN THEIR MOCCASINS**

**No one:**

**Natives: See that Eagle?**



Me: Struggles to go  
45mins between meals

My ancestors who fasted and  
Sundanced every year for life





Hey ya hey ya !

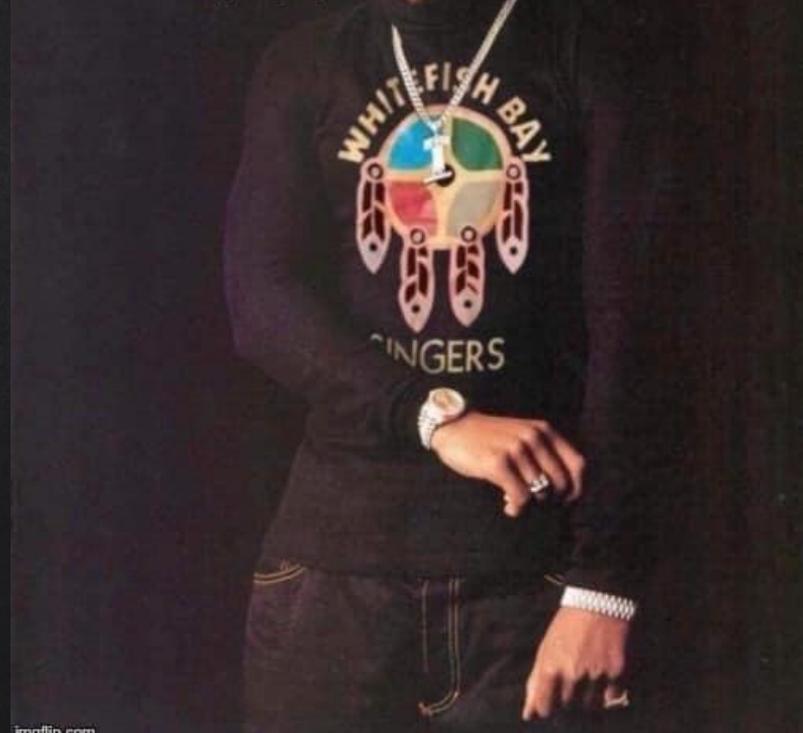


This mf spittin

made with mematic

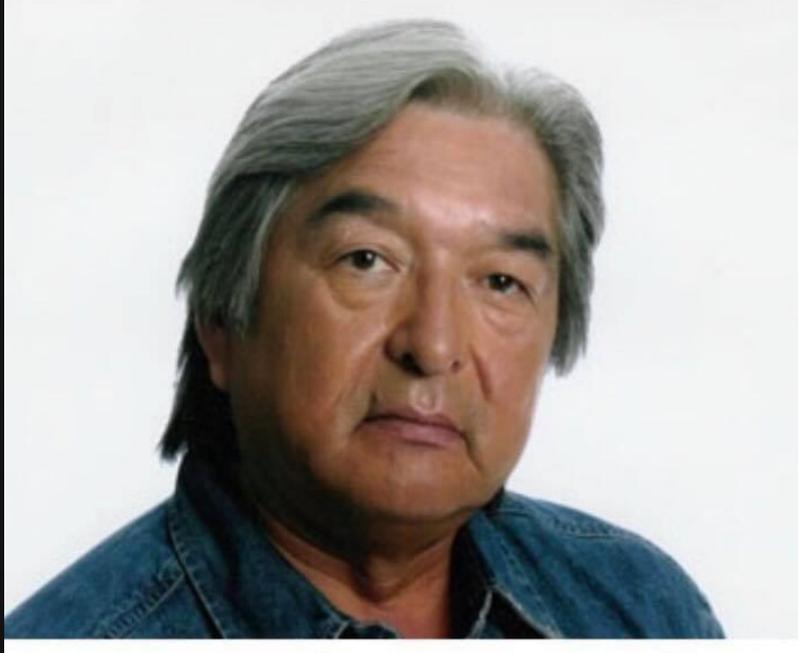
3RD LEAD - ALL EYEZ ON ME

@ThoseDamnedOjibwayBoys



imgflip.com

This is the native peoples version of Morgan freeman.



Me on Weekends VS. Me on Weekdays



me on public transit, ignoring white  
peoples stares and daydreaming of  
reverse colonialism



**YOUR ANCESTORS AND SPIRIT GUIDES ALL AROUND YOU;**



**WAITING FOR YOU TO REACH OUT SO THEY CAN HELP.**



April Holder

@AprilHolderArt



Some of you are the embodiment of your ancestral knowledge that has been fighting the war machine of imperialism and colonial mentality since 1492, and it really shows.

@indigenousgoddessgang

**People Will See You  
Sad And  
Automatically Think  
It's A Relationship  
Problem 🖐️ Mf Im  
Thinking about colonization**



emo\_ndngirl666



remember

Movies: by rich people, for poor people

Opera: by rich people, for rich people

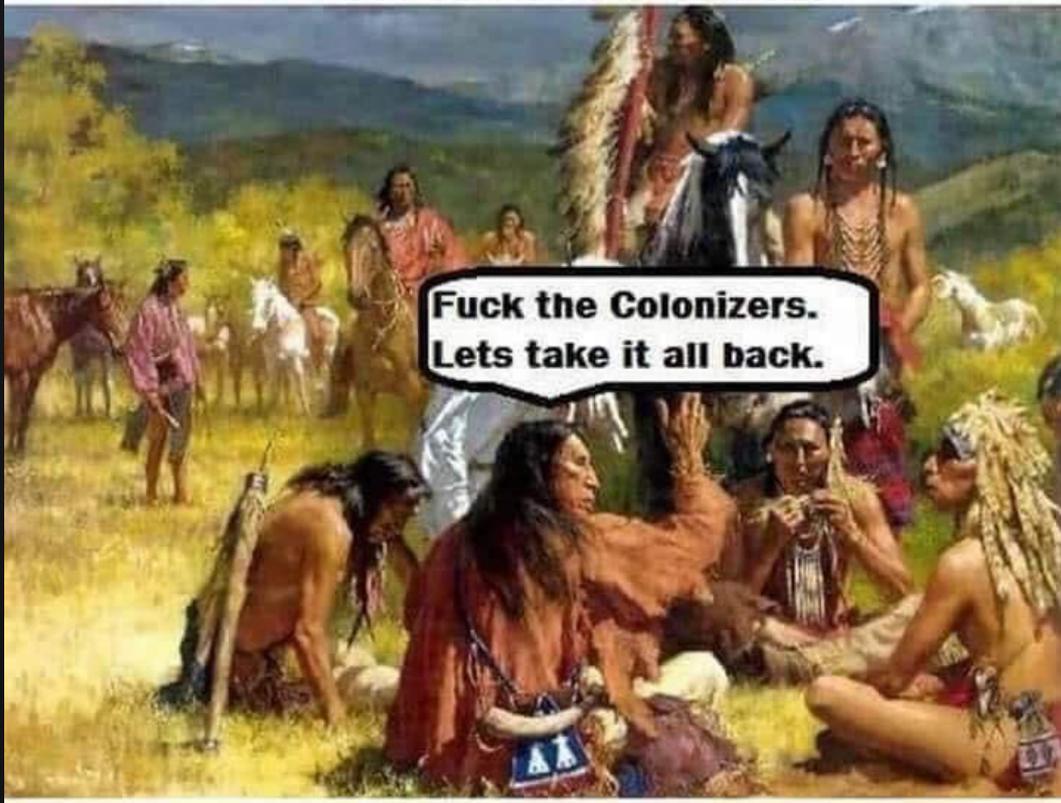
Theater: by poor people, for rich people

Memes: by poor people, for poor people

Memes are the gateway to the liberation of the masses

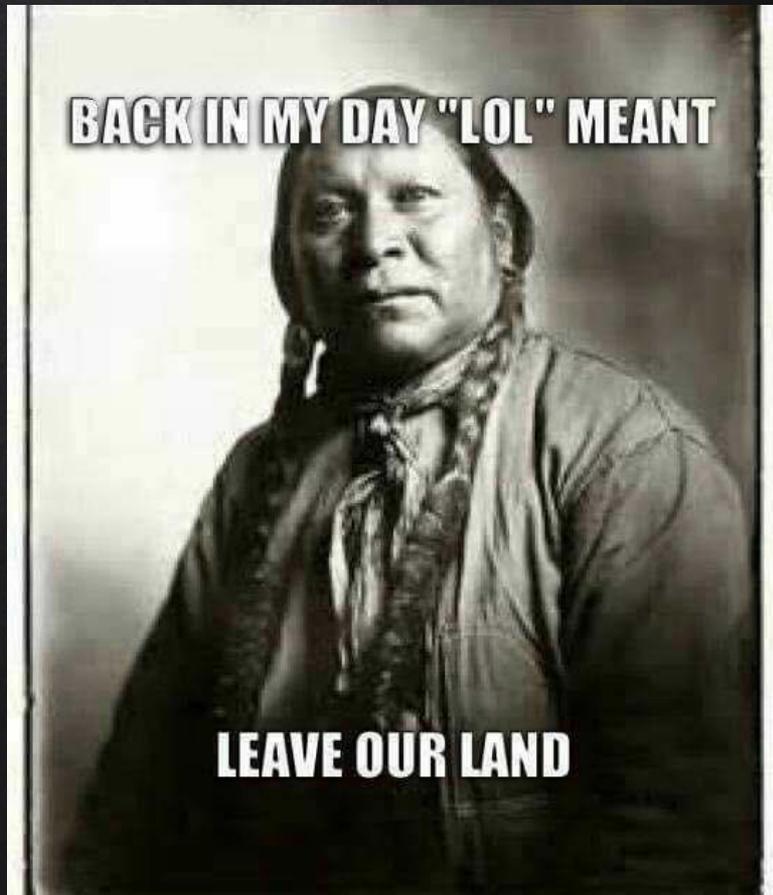
**Me: I promise I won't get all political.**

**\*Three Minutes Later\***



**Fuck the Colonizers.  
Lets take it all back.**

**BACK IN MY DAY "LOL" MEANT**



**LEAVE OUR LAND**

I act like I'm okay but  
deep down I just want my  
stolen land back



Ali Nahdee  
@AliNahdee

Before I'm your employee, I'm Native.  
Before I'm your coworker, I'm Native.  
Before I'm your student, I'm Native.  
Before I'm a feminist, I'm Native.  
Before I'm your friend, I'm Native.  
Before I'm your partner or spouse, I'm  
Native.

I am Native, first and foremost, always.

7:45 AM · 2019-01-20 · [Twitter Web Client](#)



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## Reflexivity (social theory)

From Wikipedia, the free encyclopedia

In epistemology, and more specifically, the sociology of knowledge, **reflexivity** refers to circular relationships between cause and effect, especially as embedded in human belief structures. A reflexive relationship is bidirectional with both the cause and the effect affecting one another in a relationship in which neither can be assigned as causes or effects.

Within sociology more broadly—the field of origin—**reflexivity** means an act of self-reference where examination or action "bends back on", refers to, and affects the entity instigating the action or examination. It commonly refers to the capacity of an *agent* to recognize forces of *socialization* and alter their place in the *social structure*. A low level of reflexivity would result in an individual shaped largely by their environment (or "society"). A high level of social reflexivity would be defined by an individual shaping *their own* norms, tastes, politics, desires, and so on. This is similar to the notion of *autonomy*. (See also structure and agency and social mobility.)

Within economics, **reflexivity** refers to the self-reinforcing effect of market sentiment, whereby rising prices attract buyers whose actions drive prices higher still until the process becomes unsustainable. This is an instance of a positive feedback loop. The same process can operate in reverse leading to a catastrophic collapse in prices.

### Contents [hide]

- Overview
- History
- In economics
- In sociology
- In anthropology
- Reflexivity and the status of the social sciences
- See also
- References
- Further reading

### Anthropology

Outline · History

**Types** [show]

**Archaeological** [show]

**Biological** [show]

**Social · Cultural** [show]

**Linguistic** [show]

**Research framework** [hide]

Anthropometry · Ethnography (cyber) · Ethnology · Cross-cultural comparison · Participant observation · Holism · **Reflexivity** · Thick description · Cultural relativism · Ethnocentrism · Emic and etic

**Key concepts** [show]

**Key theories** [show]

**Lists** [show]

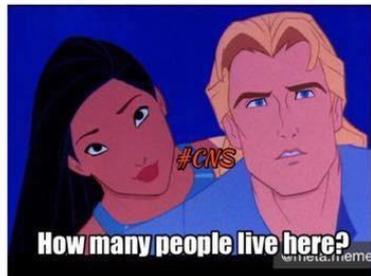
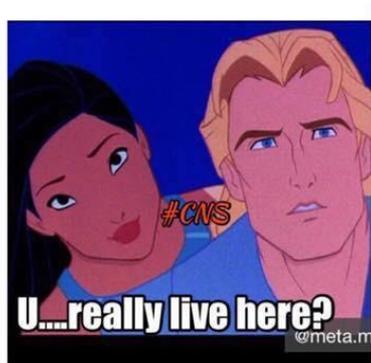
V · T · E

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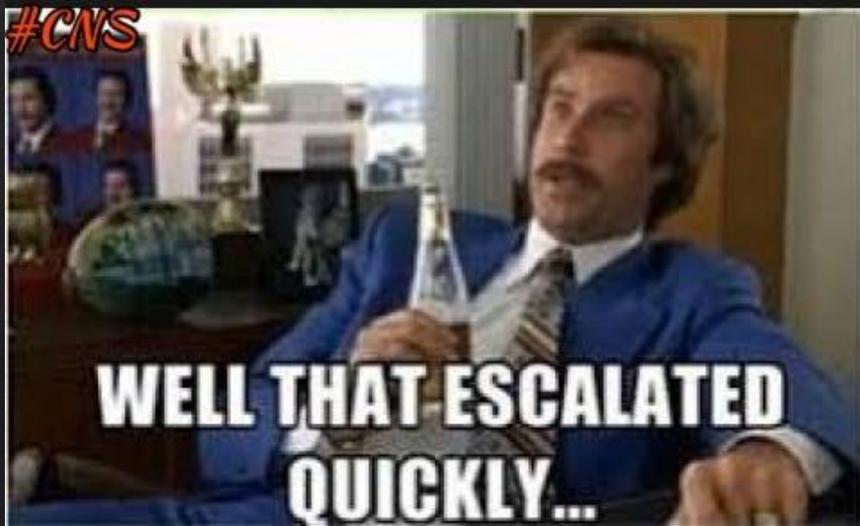


Educate Not Perpetuate

When she brings her white  
boyfriend to her house on the Rez  
for the first time



When u party with a Rez girl all  
weekend and wake up  
Monday shacked up watching  
her kids





Former colonies: Give us back our artifacts you stole

The British Museum:





Delores Schilling

@DelSchilling



I repeat this because it is not taught:  
This is what Cultural Genocide Looks  
like.

[#RealHistory](#)



Raising Awareness

for the

MISSING AND  
MURDERED

*Indigenous*  
Women



**R**eflections  
Photography





**Terese Mailhot**

@TereseMarieM



How about instead of land acknowledgments we do genocide acknowledgments.

Thanks,  
T

8:18 · 17 Jun. 19 · [Twitter Web App](#)

Settlers: \*land acknowledgement\*

Indigenous people:





# WHAT DESIGNATION SHOULD WE USE?

Native American vs American Indian vs Indigenous