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# Grills, Twerking, and Theme-Parties: Social Media and Culturally Appropriated Messages

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#criticalconsumers

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# Social Media Stats from 2011...

96% of 18-35 year olds are on a social network

103,000,000 of registered Facebook users are aged 14-35

1 in 5 Americans aged 18-35 use Twitter



# Cultural Appropriation 101, Featuring Geisha Katy Perry And The Great Wave Of Asian Influence

The Huffington Post | By Lauren Duca  

Posted: 11/25/2013 3:59 pm EST | Updated: 11/26/2013 7:23 am EST



## What exactly is cultural appropriation?

Cultural appropriation refers to picking and choosing elements of a culture by a member of another culture without permission. This includes traditional knowledge, religious symbols, artifacts or any other unauthorized use of cultural practice or ideation.





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RICHARD HALL

PHIESTA  
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OCT 23 5-8  
RICHARD HALL











**#VMAs**





**Miley Ray Cyrus** ✓

@MileyCyrus

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Smilers! My VMA performance had 306.000 tweets per minute. That's more than the blackout or Superbowl! #fact.

4:17 PM - 26 Aug 2013

33,438 RETWEETS 23,777 FAVORITES





All told, the massive surge in web traffic and social media action spurred by Cyrus' performance was likely the result of a combination of factors. First, Cyrus' performance was unique, controversial and meant to draw a crazed reaction. It succeeded there. But, the surge also shows how critical a role Twitter plays alongside live events today. At the peak of last year's VMAs, for example, Twitter only registered 98,000 tweets per minute. This year, that number more than tripled.

**300K** Tweets Per Minute

**Controversy** Breeds Tweets

Twitter as a **Social Barometer**

What is Our Role as Educators?



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**What is an example of cultural appropriation that you have seen on your campus?**

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# BRIDGING DIFFERENCES THROUGH DIALOGUE

**B**UILDING BRIDGES BETWEEN PEOPLE FROM DIFFERENT social backgrounds becomes increasingly important as our society becomes more diverse and socially stratified. One way we can foster learning and understanding across differences is to bring college students together to talk and learn from each other, to find ways to communicate, and to understand why it is not always easy to get along or to identify common ground. However, bringing college students from different backgrounds together to talk, as anyone who has tried to do it knows, is a complex and challenging undertaking. This essay describes one promising approach for meeting this challenge, intergroup dialogue.

BY XIMENA ZÚÑIGA



# **Is it ever OK to borrow from other cultures?**

The biggest issue with cultural appropriation is that it belittles the origin culture, in a way that trivializes an entire way of life, turning it into an accessory. If you are a sensitive and respectful individual, the only time it is OK, is with permission or authorization by the origin culture.

How many people need to give me permission?

It's just a theme party. No big deal.

What's the big deal?! Twerking is just dancing!

My \_\_\_\_\_ friend says \_\_\_\_\_ is okay.





**Stephen John Quaye** @esjayque · Mar 24

#1--How do you help students be **#criticalconsumers** of social media?  
#ACPA14 @ChanelWright44 @honsololam @MikaJohnson21 @OberBecca  
@TonyDoody

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RETWEETS

2

FAVORITES

4



1:50 PM - 24 Mar 2014 · Details

Reply to @ChanelWright44 @honsololam @MikaJohnson21 @OberBecca @TonyD...



**Zebulun R. Davenport** @DrZDavenport · Mar 24

@esjayque @ChanelWright44 @honsololam @MikaJohnson21 @OberBecca  
@TonyDoody 1st step: help them understand the implications of use & misuse

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**Hon Lam** @honsololam · Mar 24

@esjayque @ChanelWright44 read multiple perspectives and seek to understand  
first before engagement

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**Mika Johnson** @MikaJohnson21 · Mar 24

@esjayque @ChanelWright44 @honsololam @OberBecca @TonyDoody By  
encouraging use that's more than 4 "fun" & guiding them 2 critical sources

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**Chanel Wright** @ChanelWright44 · Mar 24

How do we help students be [#criticalconsumers](#) of SoMe? @ZakFoste @wilson\_kwamogi @DrDavidPerezII @BenMWilliams @gjmpalmer @honsololam

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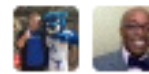
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RETWEETS

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FAVORITE

1



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Reply to @ChanelWright44 @ZakFoste @wilson\_kwamogi @DrDavidPerezII @Ben...



**Ben Williams** @BenMWilliams · Mar 24

@ChanelWright44 I believe by educating them on what their brand is, how social media factors in, and how to respectfully engage virtually

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**Zak Foste** @ZakFoste · Mar 24

@ChanelWright44 @wilson\_kwamogi @DrDavidPerezII @BenMWilliams @gjmpalmer @honsololam Understanding it as a means of hearing silenced voices

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**Zak Foste** @ZakFoste · Mar 24

@ChanelWright44 Also... not equating high number of followers with sole source of knowledge on given topic. Too much shame and fear on here.

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**Wilson Okello** @wilson\_kwamogi · Mar 24

@ChanelWright44 @ZakFoste @DrDavidPerezII @BenMWilliams @gjmpalmer @honsololam assist them in finding a courageous and critical voice

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**Wilson Okello** @wilson\_kwamogi · Mar 24

@ChanelWright44 social media often becomes the vehicle to express what has or has not been learned.

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# So, Now What?

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- ❖ Think about how these culturally appropriated messages affect your campus climate
- ❖ Educate yourself—follow blogs or hashtags
- ❖ Engage students in dialogues about their social media use
- ❖ Talk about the messages certain programs convey
- ❖ Develop ways to work with feeling overwhelmed



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# Resources

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- ❖ Color Lines
- ❖ Everyday Feminism
- ❖ Huffington Post
- ❖ Think Progressive



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