

Native American Women: Searching for Representation Amid Cultural Appropriation, Sexual Objectification and Modern Invisibility on Social Media

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Contemporary views and definitions about what constitutes a Native American woman are elusive. Websites like Pinterest, Facebook, and Google allow users to search using the criteria Native American women, but what criteria authenticates the results as being representative of the lives and experiences of Native American women? This grounded theory content analysis examines the first 20 search results for Native American women using Google, Facebook, and Pinterest to code for thematic consistencies and clusters (n=60). Emergent themes of cultural appropriation, sexual objectification, and modern invisibility are discussed, as well as the implications of these stereotypes on the public perception of Native American women.