

**THIS CODING SHEET IS “READ ONLY”!**

**To record your research, access this CODING SHEET on the course Catalyst page so you can directly type into it, hyperlink valid links, and easily save the document. Bring a hard copy of that completed research to class on Wednesday.**

**CODING SHEET FOR (Mediated) TRIBAL CULTURE**

Our first research focuses on how casinos and tribes use media and the virtual space.

Student researcher name: \_\_\_\_\_  
Tribe name: \_\_\_\_\_  
Casino name: \_\_\_\_\_  
TEAM: \_\_\_\_\_

Days of study: September 30-October 2

Use of social media: (Make sure to follow them so you can track messaging)

Twitter name of Tribe:  
Twitter name of Casino:  
Number of Twitter followers and day you note this figure for tribe:  
Number of Twitter followers and day you note this figure for casino:  
Themes of tribe’s tweets: (Events, news, personalities, etc.)  
Themes of casino’s tweets: (Events, news, personalities, etc.)  
Sampling of three tweets: (which ones sum up voice of tribe)  
Sampling of three tweets: (which ones sum up voice of casino)  
Facebook page of tribe (hyperlink name)  
Facebook page for casino  
Number of Facebook fans for casino  
Number of Facebook fans for tribe  
Themes of tribe’s posts: (Events, news, personalities, etc.)  
Themes of casino’s posts: (Events, news, personalities, etc.)  
Sampling of three posts: (which ones sum up voice of tribe)  
Sampling of three posts: (which ones sum up voice of casino)

Other social media platforms: If yes, note name and hyperlink  
RSS feeds?  
Blogs?  
Reddit?  
Others?  
Does this tribe have an e-newsletter?  
Does this casino have an e-newsletter?  
A traditional newsletter that is mailed out?  
How do you sign up for information?  
Are there brochures?  
What other collateral is included in the news center?  
Who is the primary spokesperson for the tribe?  
Who is the primary spokesperson for the casino?

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*Now that you’ve noted the media used, think about the message content and hyperlink to relevant pages:*

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**TRIBAL HISTORY:** (Hyperlink to page titles of tribal history.)

What are the themes of tribal messages in terms of tribal history and gaming history? Describe some of the most common key words and messages. (For instance, summarize the tribe’s history, including dates.)

**CASINO/Gaming HISTORY:** (Hyperlink to page titles of casino/gaming history.)

What are the themes of casino messages in terms of tribal history? Describe some of the most common key words and messages. (For instance, how does the casino link to the tribe? Are there overlaps in messages about tribal and gaming culture and history?)

**OTHER TRIBES:**

Do the tribe and/or casino mention other tribes? How?

In some areas of the country, there is conflict within and without tribes about gaming. Do you see any of that with your assigned tribe and casino?

**SOCIAL JUSTICE ISSUES:**

How is the tribe and/or casino involved in---

- Sustainability/environmental issues
- Food/food sovereignty
- Health
- Education
- Idle No More
- Keystone Pipeline (or other activist movements)

**OVERVIEW: BASED ON YOUR RESEARCH AND THE READINGS:**

- **How does tribal gaming affect American Indian culture?**
- **How are tribes using casinos to maintain and communicate culture?**
- **Based upon the Kamper introduction, is there messaging about sovereignty and culture? How?**
- **Based on the Pasquaretta reading, do your tribe and casino use storytelling to comment upon tribal issues and controversies? How?**
- **For class discussion – what other topics did you see that we should include in our look at tribal casinos and culture?**