

September 28, 2013 –

HANDOUT FOR RESEARCH LECTURE and OVERVIEW OF WEEK 2, AIS 230

While “culture” will be discussed throughout the quarter, this week’s activities and assignments focus on /if tribes and casinos are creating a “virtual marae, where language, customs, and relationships maintenance are being practiced” in a virtual space. This method of research, called content analysis, is one way to quickly become familiar with a certain object of study. (More about that on Wednesday.)

**MONDAY, October 2: RESEARCH LECTURE**

Much of today’s lecture applies to our study of tribal casinos in the U.S. As mentioned last week, our first topic of research for this class is CULTURE, including; Inter-tribal conflict; how tribal culture affects Indian gaming; maintaining and communicating American Indian cultures; and, balancing heritage vs. operating in the 21<sup>st</sup> Century, trust/mistrust between tribes, etc. **Listen to today’s scholar for how indigenous populations are using social networking to empower people. You’ll then look at your individual tribe and casino to see evidence of such mediated culture.**

**WEDNESDAY, October 2:**

Read text:

- “Introduction: The Mimicry of Indian Gaming” and
- “Contesting the Evil Gambler: Gambling, Choice, and Survival in American Indian Texts”, pps. vii-xiv and 131-151

Begin research on your assigned tribe and casino:

- Follow the attached coding sheet
- Why we’re using a coding sheet: With all of us using the same tool, it will be easier to discuss common factors and themes, as well as contrast differences between how tribes use virtual space to both market their casinos and also engage/inform the public in tribal issues.
- **Note:** *The attached is a sample “read only” to show what you’ll be looking for while studying your tribe and casino. See directions below.*

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**HOW TO USE THIS CODING SHEET: Directions for this content analysis!**

- 1) First take time to thoroughly explore the website of your casino and then the hosting tribe.
- 2) Next, read the coding sheet thoroughly. When you’re ready to start recording your research, go to the course Canvas page and click on “CODING SHEET – Mediated Culture” to type directly into the sheet and include hyperlinks.
- 3) Go back through both websites to answer the questions about social media.
- 4) Then answer the questions about message content.
- 5) When it’s complete, save your research and print out a hard copy to bring to class on Wednesday.