

## **A Cautionary Note Regarding Indigenous Culture and Internet Search Technology [Abstract]**

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When Navajo President Joe Shirley Jr. addressed to the World Summit of the Information Society in 2005, he called for greater indigenous participation in the internet, with universal indigenous connectivity to assert indigenous "values, languages, traditions, and sovereignty." I argue, however, that such aspirations should be pursued with caution, as there are risks associated with internet technology and nuances that users must understand in order to use it effectively. My argument draws upon the work of Eli Pariser, who sees personal internet search, specifically, as problematic for any group that uses the internet as a means of discourse to address problems common to all group members.

Key words: indigenous, internet, culture

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