

COMMUNITY BRIEFS

INVISIBLE NO MORE: THE RISE OF NATIVE AMERICAN POWER IN MEDIA

Access the full brief here: [Invisible No More: The Rise of Native American Power in Media](#)

Source: Nielsen, Invisible No More; The Rise of Native American Power in Media, 20 November 2020

CONTEXT

As *Invisible No More* shares, politically active and well-informed, younger Native Americans ages 18–34 increased their news consumption in 2020 by 41% compared to 2019. Using smartphones and social media, they harnessed the power of hashtags like #ChangeTheName, #NativeTikTok, #MMIW and #SomethingElse to advocate for greater visibility of their diverse cultures and accurate portrayals in media. Activists like 30-year-old Allie Young helped bring indigenous Navajo people to polls in record numbers with her “Ride to the Polls” initiative. As a result, six indigenous people were elected to the U.S. House of Representatives. And where indigenous people have a stronger-than-average influence, such as in Arizona, they had the power to sway the electoral vote.

GETTING STARTED

The purpose of this exercise is to help you gain exposure to and familiarity with real data, while also exploring the rise of Native American power in American media and politics. Sometimes getting started with data is the hardest part. Use the helpful hints and reflection questions below to support you in unpacking the data and thinking about some potential next steps.

HELPFUL HINTS

Let the thoughts flow.

Data is all about gathering *lots* of diverse information, so don't be afraid to explore, gather, and share.

Start with open-ended questions.

Don't worry too much about structure, just let the "big picture" gradually reveal itself to you through concrete real-world insights.

Let the data do the talking.

Dig deeper into the data and let the information you find help you build and communicate your ideas.

Explore the data.

Start by reviewing the data presented below, then spend some time considering the reflection questions.

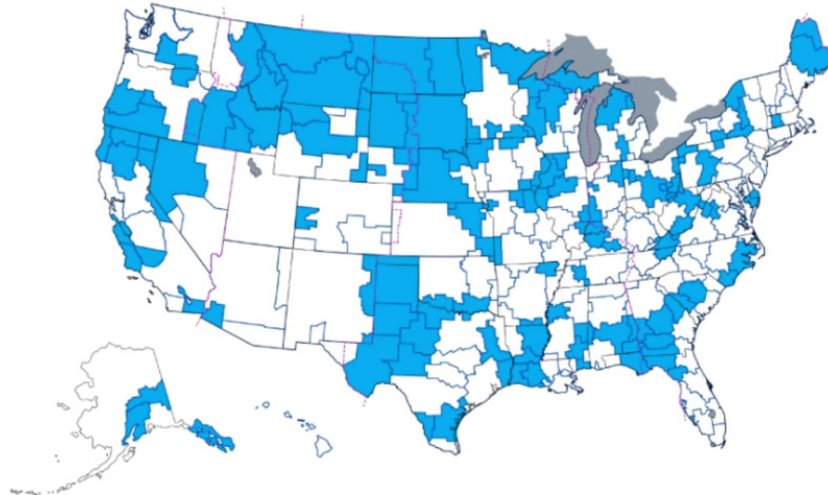
REFLECTION QUESTIONS

- What are some things you noticed when looking at the data?
- Did you notice any trends between the data sets?
- Did you see something that surprised you?
- How does this data help you understand more about the impact of Native Americans on media and the digital landscape?

DATA HANDOUT



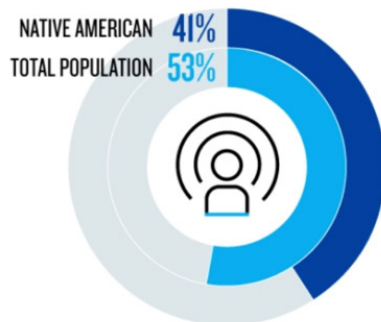
NATIVE AMERICANS HAVE A BIG PRESENCE IN SMALL MARKETS



20% OF NATIVE POPULATION RESIDES IN OUR SMALLEST MARKETS (DMAS RANKED 100+)



BUT CONNECTION ISN'T JUST ABOUT DEVICES



NATIVE AMERICANS LAG IN INTERNET CONNECTED DEVICE ADOPTION MAKING LIVE TV AND MOBILE CRITICAL GATEWAYS TO CONTENT

Source: Nielsen TV Household Universe Estimates
1. IllumiNativesReclaiming Native Truth (RNT) Project
2. US Dept of Veterans Affairs American Indian and Alaskan Native Veterans Report

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DATA HANDOUT



SERVICE TO OUR NATION, PAST AND PRESENT



NATIVE AMERICANS SERVE IN THE US MILITARY AT HIGHER RATES 20% VS THE AVERAGE 13%

HAVE A HIGHER PROPORTION OF WOMEN VETERANS COMPARED TO OTHER RACES



SMARTPHONES + SOCIAL MEDIA CONNECT AND EDUCATE



96%
SMARTPHONE OWNERSHIP

NATIVE INFLUENCERS LEVERAGE SOCIAL MEDIA TO RAISE AWARENESS OF THEIR CULTURE AND CRITICAL ISSUES

[#NativeTikTok](#) [#SomethingElse](#) [#MMIW](#)

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