

## **Contested media spaces: #Idlenomore as an emergent middle ground**

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This presentation considers how engagement with networked technologies by people outside formal news structures neutralises, challenges or reinforces the power of media institutions to construct social reality. It examines how the Idle No More movement in Canada used social media to articulate and evolve their message via multi-vocal grassroots indigenous voices, opening up public discourse around colonialism, shared history and environmental issues. Idle No More emerged in late 2012 following government changes to environmental policy and indigenous governance. It quickly grew to become an indigenous-led Canada-wide political movement that coalesced around the #Idlenomore hashtag to articulate a counter narrative, and challenge selective or dismissive framing by mainstream media This presentation reflects on how social media, and Twitter in particular, affords a contested middle ground for relevance, meaning and interpretation.