

1- Social media can be seen as a popular culture in which everybody participates. British Sociologist Raymond Williams indicated that culture is man made and is a complicated sociological concept. Popular culture originates from people and their ideology. Mass culture reflects the modern view of today's society, it reflects the beliefs, values, and opinions of the current generation. Social media is also linked to behaviour. Whenever something is released on the internet, one of the most guaranteed things are responses from the audience.

Through research, evidence shows that by the increased use of social media by Indigenous groups, there is an increase in complexity when it comes to expressing their values, identity, culture etc. When it comes to political issues, social media has the power to make communication easier, it can bring together multiple perspectives and opinions, and physical presence is avoided because most of the protests occur online. The issue of the seals and the trending hashtag (#sealfies) became popular due to the extremity of the situation. The attempt to bring about awareness was very successful as people took the issue to Twitter and created a hashtag. Social media brings different Indigenous groups together as it "The content of self-authored social media sites thus link Inuits to each other across great distances and simultaneously draw a public eye to salient political issues within their communities"

Awareness was brought to the situation of seals through social media. Indigenous groups are traditional, but by voicing their opinion on social media, people from around the world participated in the issue. Through this issue, different communities were brought together, the voices of different people broke barriers and created an online community in which they opposed the killing of seals.

2- The situation on mining and the seals links to traditional territory and culture. Through social media, the accumulation of awareness caused governments to take action in mining and the killing of seals. They were forced to provide a balance between government projects and working on traditional land. There were major concerns for the health of the First Nation group that resided on those lands. If social media were not to exist in both situations. There would have been limited options for the Indigenous communities. Most of the workforce for mining were Indigenous, this could affect the youths of those communities as they youths are the majority users of social media. By reporting incidents on social media, different communities can come together to put a stop to the abuse.