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The Igorot in the World Wide Web: Exploring the Igorot Ethnic Identity Through the Communicative Act of Blogging

The instant self-publishing nature of blogging enables bloggers to create and/or recreate their identity regardless of spatial, cultural and physical boundaries.

Igorot is the collective term for the inhabitants of the Cordillera region in Northern Luzon, Philippines. They remain to be negatively perceived as a marginalized ethnic minority in Philippine society.

This paper will discuss how Igorot bloggers are professional and diasporic *Global Igorots* who actively use their blogs to self-represent their Igorot ethnic identities. Their blogs reflect both their Igorot values and varied offline activities and enable them to negotiate and challenge their position as the *other* and counter the misconceptions others have of them through their blogs.

Blogging allows the Global Igorots' voices to be heard, understood, and accepted not as the uncivilized Igorots portrayed throughout history, but as active bloggers who are able to cope with the demands of a fast-changing, technologically-driven world.