

I was recently invited to give a short talk on Tribes. I'm very uncomfortable with what the notion of a tribe conjures up, and I'm also keen to experiment with things that make me feel uncomfortable so I agree to give it a go.

Prior to the event I hopped onto Facebook to ask my friends what Tribes means to them. Lots of people contributed - and I think it's worth you taking a quick look here at what they had to say.



A screenshot of a Facebook post showing a list of comments. Each comment includes a profile picture, the user's name, their text, and the time and interaction status (like/unlike).

- Victorio Milian** Words matter and "tribes" is a misleading term in this context. Strive for "community" instead.  
27 May at 18:36 · Unlike · 1
- Ross Sargent** A group with a common interest/goal.  
27 May at 18:38 via mobile · Unlike · 1
- Gary Franklin** Supportive  
27 May at 18:41 · Unlike · 1
- Beth Wilson** The song two tribes!!!  
27 May at 18:50 via mobile · Unlike · 2
- Neil Morrison** I see tribes as divisive....by being part of one, you cannot be part of another. I agree with Victorio on this one.  
27 May at 18:52 via mobile · Unlike · 4
- Shereen Qutob-Cabral** followers of a common interest ...  
27 May at 19:01 · Unlike · 1
- Eva-Maria Griese** ugly tribal tattoos 😊  
27 May at 19:01 · Unlike · 1
- Ade Bird** Summer Love. I agree it's an unfriendly and divisive term. Woolwich bombers. EDL.  
27 May at 19:02 via mobile · Unlike · 2
- Doug Shaw** I found the keys to your heart heart, I got them on my chain chain.  
27 May at 19:04 via mobile · Like
- Ailsa Suttie** Rites of passage  
27 May at 19:24 via mobile · Unlike · 2
- Niki Rosenbaum** Tribal feelings in football and politics!  
27 May at 19:27 via mobile · Unlike · 1
- Steve Dobson** Tribe is an instinct, me, my wife and kids, that's my nuclear tribe. Then Mum, Dad, brothers, sisters, nephews, nieces and in laws.  
27 May at 19:42 · Unlike · 1
- Rob Jones** Kicking the shit out of another group of people because they're not in your tribe/club  
27 May at 20:04 via mobile · Unlike · 4
- Sinéad Carville** People who share my passions. It's my Twitter bio!  
27 May at 20:13 via mobile · Unlike · 1
- Julie Ellis** Tribal Gathering and other such hippy/dance related nonsense 😊  
27 May at 20:21 via mobile · Unlike · 1



**Sarah Tindley** Rockabillies x

27 May at 21:33 via mobile · Unlike · 🍷 1



**Niki Rosenbaum** Oh yes, Teddy Boys, Mods and Rockers– excellent point Sarah.

27 May at 21:59 via mobile · Unlike · 🍷 1



**Sean Hogan** Sacrifice

28 May at 01:48 via mobile · Unlike · 🍷 1



**Broc Edwards** Just came across a quote from Jack Reacher: "Tribalism is the defining human condition. We'll never get rid of it. All we can do is recognize it, regret it, and manage it."

28 May at 03:21 via mobile · Unlike · 🍷 1



**Steve Dobson** Well said Broc, sums it up eloquently.

28 May at 06:58 · Unlike · 🍷 1



**Kevin Wyke** For me the word tribes conjures different images to gangs. Tribes are communities bonded by relationships, support, a belief in a certain way of life and an element of surviving adversity (think Amazonian rainforests, igloos, and Kenyan wilderness)

28 May at 08:13 via mobile · Unlike · 🍷 2



**Dave Martin** Making money for Seth Godin who constantly talks and writes about the word

28 May at 09:08 via mobile · Unlike · 🍷 2



**Bill Boorman** A bunch of folks with a connecting identity. it used to be a location, now its a bit more viral. The urban word for community

28 May at 14:13 · Unlike · 🍷 1



**Sean Hogan** Innit

28 May at 14:14 · Unlike · 🍷 1



**Su Butcher** It's the wrong word for what Seth Godin talks about, because of its negative connotations. As a concept, 'collectives' is a better word. A group of people who share common interests or views and support each other.

28 May at 18:05 via mobile · Unlike · 🍷 2



**Dave Martin** I am sure if we try hard enough we can find negative connotations to the word collectives:)

28 May at 18:35 via mobile · Unlike · 🍷 1



**Steve Dobson** Weren't The Borg referred to as a Collective in Star Trek? 🤖  
Negative enough?

28 May at 19:54 · Unlike · 🍷 2



**Martin Couzins** Double edged sword for me. Positive: being part of something, togetherness, unity. Negative: defenders of 'their patch', uncompromising, stifling

29 May at 15:46 via mobile · Unlike · 🍷 2



**Doug Shaw** Thanks everyone for your comments on this subject. The talk has been postponed to July 10th but your efforts have informed me and will not go to waste.

30 May at 11:59 · Like · 🍷 1



**Andi Cale** Loin cloths and bare feet. Tribes are what we all use to live in. Now we live in neighborhoods and communities. While it could be argued we haven't come any further in how we live together (in fact, some argue we've gone backwards since our tribal days) when I hear tribe I think of human kind's early attempts to live harmoniously together.

30 May at 12:09 · Unlike · 🍷 1



**Doug Shaw** I don't know if Facebook can think back this far – but just to say this Tribes thing is happening this week so assuming I get out alive I will start a new thread soon to update y'all on how it goes down. Cheers – D

8 July at 16:58 · Like



**Stephen O'Donnell** · 45 mutual friends

Have a read at this blog of mine Doug, about tribal sporting loyalties and Andy Murray. <http://ayeright.com/2012/09/sporting-loyalties-and-andy-murray/>



**Sporting Loyalties, and Andy Murray**

ayeright.com

Why do I get so excited when Andy Murray wins at tennis? An accident of birth m... [See more](#)

8 July at 17:02 · Like · Remove Preview



**Owen O'Hara** clockwork orange, Mods and rockers, hoddies

8 July at 17:15 · Like



**Owen O'Hara** British and Irish Lions

8 July at 17:20 · Like



**Martin Couzins** Look forward to the update Doug. Hope it goes well 😊

8 July at 17:25 · Like



**Doug Shaw** Quick heads up, two speakers before me spoke v positively about tribes and that Seth Godin feller. I read a short poem that I'd written questioning the concept of tribes and then rambled through a selection of the wonderfully diverse comments offered up by all you lovely people. My intention was to start a debate and position things from different angles. I think people appreciated the approach, no one hit me at least! And perhaps we should ask Bernie J Mitchell who was in the room, what he thought?

11 July at 09:04 · Like