

Spirit Animal

In pagan religions and systems, a spirit animal or totem is meant to be a representation of the traits and skills that you are supposed to learn or have. Online, saying something or someone is your spirit animal is a statement that said person or thing is a representation of you or what you want to be.

Friend 1: "Did you see Misfits last night?"

Friend 2: "YES. Nathan Young is my spirit animal."

#totem #gpoy #spiritanimal #pagans #totem animals

<http://www.urbandictionary.com/define.php?term=Spirit%20Animal>

Last month, the University of Montana, in response to protests from Native American student groups, [passed a resolution](#) against the asking of "what is your spirit animal?" in orientations and other meetings. The school cited "institutional racism" and "a need for greater cultural awareness" as causes for the change.

As the Tumblr user garconniere [summed it up](#) back in 2011:

yes, i am really uncomfortable with how often people say "person x is my spirit animal" or just randomly tag things "[spirit animal](#)" without thinking about it. for the longest time i didn't get what it even was supposed to mean... just look at the [tag on tumblr](#) and you see hockey players, fictional characters, movie stars, "[hipster animals](#)" and hey! even a few animals. it has come to my attention that it is trendy to throw a "[spirit animal](#)" [theme party](#). (for the record, [this](#) is just dressing up as animals)

just take a second, step back and think about it before you throw around a term like spirit animal. is there a better way of saying what you're actually trying to convey? if you're talking about a person, could you say, "i have a lot of admiration for you/we're kindred spirits/you're my brother from another mother/sister from another mister?" if you're throwing a theme party, could you just throw an... animal themed party?

You could. But most casual Internet-ers wouldn't think of it, because most don't think of the spirit animal—[the conceptual meme](#)—as an appropriation. Most of us think of the term simply as a shorthand, one that is well-suited to a web culture that has been thoroughly influenced by Facebook and Tumblr and other social media. And one that has also been, at this point, [thoroughly commercialized](#).

As The Toast recently summed things up in its [glossary of the Internet](#): "*spirit animal*: here's something I like; I am not familiar with what a spirit animal is or does."

The Internet, like nature, abhors a vacuum, and "spirit animal" revealed a need: to take all the cultural products—people, things, ideas—that are pinging around on our screens and organize them and categorize them and express our appreciation for them. As the Internet's

infrastructure built itself around identity expression—all those status updates and Likes and Instagrams and Vines, all those tweets and Tinder profiles and blog posts and Snapchats—the concept offered an easy way for people to share their affinities and aspirations, all with the conveniently low stakes of irony. As Miltner puts it, "Referring to a (human) celebrity or character as a 'spirit animal' brings in both the ironic and the performative, and irony and performance are core, animating features of Internet culture."

<http://www.theatlantic.com/technology/archive/2014/11/your-spirit-animal-a-cultural-investigation/382369/>





Brewed by [Blue Owl Brewing](#)

Style: [Sour/Wild Ale](#)

[Austin, Texas](#) USA

Serve in [Snifter](#), [Tulip](#), [Tumbler](#)



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RATINGS: 14 MEAN: 3.42/5.0 WEIGHTED AVG: 3.32/5 IBU: 35 EST. CALORIES: 165 ABV: 5.5%

COMMERCIAL DESCRIPTION

Spirit Animal is our unique sour pale ale. The marriage of sour-mashing and dry-hopping creates a truly rare animal. This bright pale ale is titillating indeed.

<http://www.ratebeer.com/beer/blue-owl-spirit-animal-sour-pale-ale/362097/>

Spirit Animal

- 5.5% ABV
- |
- 6 IBUs
- |
- Sour Ale Aged on Toasted French Oak and Rose Hips

Details

Nelson Sauvin, Saaz

Pilsner, Wheat, Acidulated Malt

Funky cheeses, shellfish, pickles, wolves

Released: [07.01.2015](#)

Description

Inside every well-made beer is an animal that represents it. A spirit animal, if you will. Crouching below the surface, hidden in the bubbles, prowling in the tang of the yeast of Spirit Animal, is a wolf. Wild and untamed, this sour ale echoes a time when beer was fermented in the open air under the moonlight.

Spirit Animal is aged on toasted French oak and rose hips.

This wolf is hungry, and he's preying on your taste buds. Prepare to be smote. Smited. Smitten. Whatever.

Brewed by:

<http://mondaynightbrewing.com/beers/spirit-animal/>

[Blue Owl Brewing](#)

[Texas, United States](#) | [website](#)

Style: [American Pale Ale \(APA\)](#)

Alcohol by volume (ABV): 5.50%

<https://www.beeradvocate.com/beer/profile/35964/153659/>