The present study examines the dynamics of the contemporary rituals of Taiwanese Aborigines following the change of this people's selfperception in times of Taiwanese multiculturalism and nativism. Based on materials collected in many years of participating observation, the author scrutinizes the efficacy of these rituals within the new religious, socio-cultural, and political context – a context that today is not only impacted by local and national, but also by global influences. Are these rituals mere folkloristic representations of culture, or do they have deeper implications for society and people's identities? The author argues that the often newly invented or "re-invented" rituals play a crucial role regarding the generation, confirmation and transformation of social reality in the new socio-political context.