



**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

## Te Reo Pāho

*Use of Broadcasting and e-Media,  
Māori language and culture*



### NEW ZEALANDERS' USE OF BROADCASTING AND RELATED MEDIA

This quantitative survey sought to quantify New Zealanders' current use of broadcasting and e-media content. It was jointly commissioned by Te Puni Kōkiri and the Ministry for Culture and Heritage. The survey had a national sample of 1,827 New Zealanders, 15 years or older. Māori (n=1,030) and youth were over-sampled for analysis and reporting purposes. The research was completed in March 2009.

### CURRENT AND FUTURE BROADCASTING AND E-MEDIA PREFERENCES OF MĀORI YOUTH

This qualitative research aimed to understand the broadcasting and e-media content and devices preferred by young Māori today and in the future. It was commissioned by Te Puni Kōkiri and included four discussion groups with young Māori (15-24 years) from the greater Wellington area who self-identified as proficient or non-proficient in the Māori language. The research was completed in July 2008.

## The Māori Language Strategy 2003 identifies a significant role for broadcasting in supporting the use of the Māori language and the development of positive attitudes towards it.

Even as the Māori Language Strategy was being developed and written, exciting innovations were occurring in the digital environment with potential to stimulate further language revitalisation efforts through broadcasting and other related media, for example, Māori language learning podcasts.

In 2007, the Māori Broadcasting and e-Media Outcomes Framework was developed to support new opportunities for promoting the Māori language and culture on other electronic media.

This publication summarises key findings from two research projects on Māori language and culture content preferences and general broadcasting and related media use. Full copies of both reports can be downloaded from the Te Puni Kōkiri website at [www.tpk.govt.nz](http://www.tpk.govt.nz).

The findings will inform future broadcasting policy development, in particular, priorities for policies and programmes aimed at protecting and promoting the Māori language and culture in the broadcasting and e-media environment. The key findings from both pieces of research are:

- Māori (particularly young Māori) are over-represented amongst a group of New Zealanders who are heavy and extensive users of the new and emerging devices such as cell phones/PDAs and iPods/MP3 players
- Television continues to be the main device that Māori use for a wide range of purposes, from obtaining information about the news and weather to accessing Māori language and cultural content

- Māori language skills are a key factor for engagement with Māori language and culture
- Young Māori possess an appetite for Māori language and culture content now and in the future, and want to see more Māori language and culture content on new and emerging media devices/platforms such as cellphones, iPods/MP3 players and computers/lap tops with Internet.



### THE MEDIA USE SURVEY

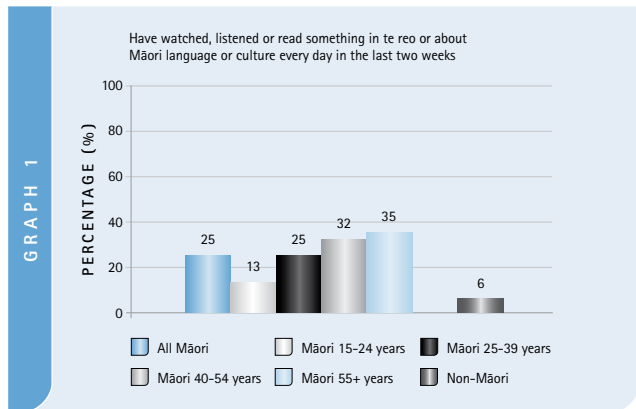
This quantitative study gauges New Zealanders' use of media, both conventional programming and 'new media'. It also sought information on how Māori language and culture was accessed.

In terms of Māori language and culture, the Media Use Survey reveals that nearly all Māori (including young Māori) were regularly watching, listening to or reading something in or about the Māori language or culture when interviewed.

<sup>1</sup> Unless it states otherwise, data regarding the use of devices and the frequency of use, refers to respondents' use of the device in the last two weeks prior to the date that the respondent was interviewed.



## ACCESS AND EXPOSURE TO MĀORI LANGUAGE AND CULTURAL CONTENT



Nearly all Māori regularly watch, listen or read something in or about the Māori language or culture, this includes young Māori. However, the survey shows young Māori are less likely to view, listen or read something in or about Māori language or culture on a daily basis. The exception to this is young Māori who are proficient speakers.<sup>2</sup>

- Māori were more likely to have reported having watched, listened to and/or read something in Māori and/or about Māori language or culture (96 percent compared with 71 percent non-Māori) and to have done so in the last two weeks (88 percent compared with 51 percent). They were also more likely to have done this on a daily basis (25 percent compared with 6 percent).
- Older Māori respondents watched, listened to and read something about the Māori language and culture on a daily or near daily basis more so than all other respondents (35 percent of those aged 55+, 32 percent of those aged 40-54, 25 percent of those aged 25-39 and 13 percent of those aged 15-24).
- Māori were also more likely to have watched, listened to or read something in or about Māori for a longer period of time (66 percent spent more than 30 minutes compared with 46 percent for non-Māori) and to have been watching a Māori television programme<sup>3</sup> (74 percent compared with 57 percent).
- The highest proportion of Māori that spent more than 30 minutes on the last occasion they accessed Māori language and culture content were aged 25-39 (71 percent compared with 56 percent 15-24 year olds).
- The survey showed that Māori watched a Māori television programme for different reasons depending on what age-group they fell into. Māori aged 15-24 and 25-39 did so to be entertained, whereas Māori aged 55+ did so to get local news and information.

- Proficient speakers were more likely than non-proficient speakers to have accessed Māori language and culture content in the last two weeks (95 percent compared with 86 percent), and to have accessed it on a daily or near daily basis (47 percent compared with 17 percent of non-proficient speakers) and, on the last occasion, to have done this for a slightly longer period of time (71 percent spent more than 30 minutes doing this compared with 65 percent).
- Both proficient and non-proficient speakers reported doing this by watching a Māori television programme. While both groups identified the entertainment value in this, proficient speakers were more likely to watch Māori television programmes for research and/or to get local news and information.

The survey findings regarding the connection between proficiency and access to Māori language and culture were also consistent with the qualitative findings.

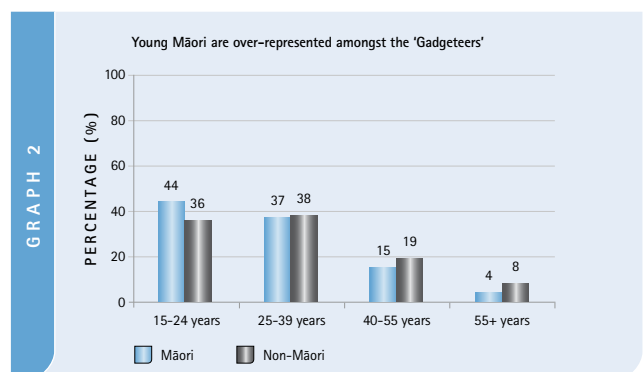
## GADGETEERS, PRAGMATISTS AND TRADITIONALISTS

The survey data was also analysed to classify respondents as either high, moderate, or low users of media and described the demographic profile of each group.



Three distinct and independent groups of respondents, with differing rates of ownership/access and different behaviours were identified: Gadgeteers, Pragmatists and Traditionalists.

Overall, twice as many Māori as non-Māori can be described as 'gadgeteers'. Young Māori are over-represented amongst the 'gadgeteers'. This helps explain why young Māori prefer to use new and emerging technology for a wide range of everyday purposes.



2 Proficient Māori language speakers refers to those who said they were personally able to speak Māori in day-to-day conversation 'fairly well', 'well', or 'very well'.  
3 A Māori programme is a programme that is in Māori and/or about Māori language or culture, and was self-defined by respondents.

## GADGETEERS, PRAGMATISTS AND TRADITIONALISTS

- Gadgeteers tend to own and use the most devices and for a wider range of purposes. The Gadgeteers segment includes a disproportionately higher number of younger respondents. Young Māori are more likely to be in the Gadgeteers group (37% of Māori aged 15-24 compared to only 18% of all those interviewed in the same age group).
- Traditionalists tend to rely on traditional devices, including televisions and radios, for many purposes. The Traditionalists segment was comparable to the total sample in terms of its ethnic makeup, although less likely than Gadgeteers to identify as Māori (9 percent compared with 20 percent for the total sample).
- Pragmatists typically own and purchase fewer devices than other respondents. The Pragmatists segment was comparable to the total sample in terms of its ethnic makeup.



In contrast to their use of new technologies and television, Māori especially young Māori are less likely to be regularly listening to the radio everyday.

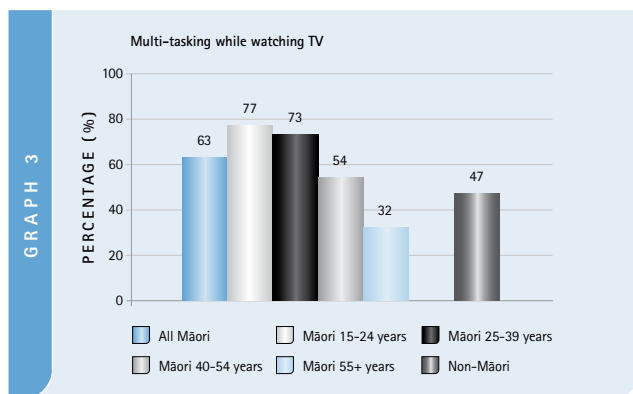


- Māori were less likely than non-Māori to have listened to the radio every day in the last two weeks (47 percent compared with 60 percent). Forty three percent who had listened to the radio in the last two weeks had listened to a Māori radio station (significantly more than 5 percent of non-Māori).
- Māori aged 15-24 (35%) were less likely than all other Māori (52 percent) to listen to the radio every day. The main reason for listening to the radio less was because they were listening to iPods/MP3 players or CDs more.

## TRADITIONAL TECHNOLOGY – TV AND RADIO

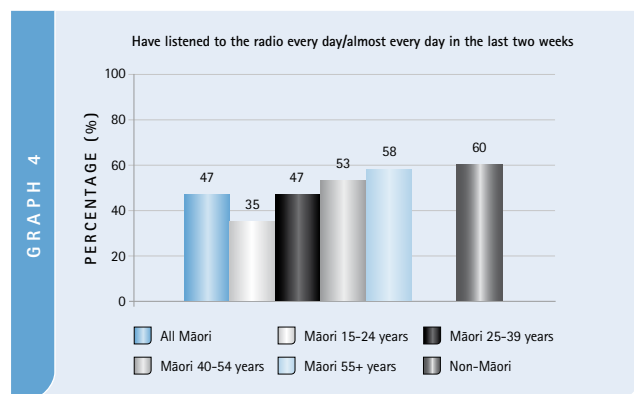
Though Māori in the survey revealed their tendency towards using the Internet and emerging new technologies, the traditional technologies retain their use especially by older Māori. The survey also found that Māori are also adept at multi-tasking when watching programmes.

- The survey found Māori respondents were more likely to use their television to play games and/or listen to digital radio, etc. (38 percent compared with 19 percent); particularly young Māori (56 percent of those aged 15-24, and 48 percent of those aged 25-39).



- Multi-tasking the last time they were watching television was more common for Māori than non-Māori (63 percent compared with 47 percent of non-Māori). Specifically, 50 percent were using their cell phone (compared with 33 percent of non-Māori) and 20 percent were listening to music (compared with 5 percent of non-Māori). This pattern was particularly evident for younger Māori.

Proficient Māori speakers also have station preferences that differ to those of non-proficient speakers. Proficient speakers are more likely to listen to Māori radio.



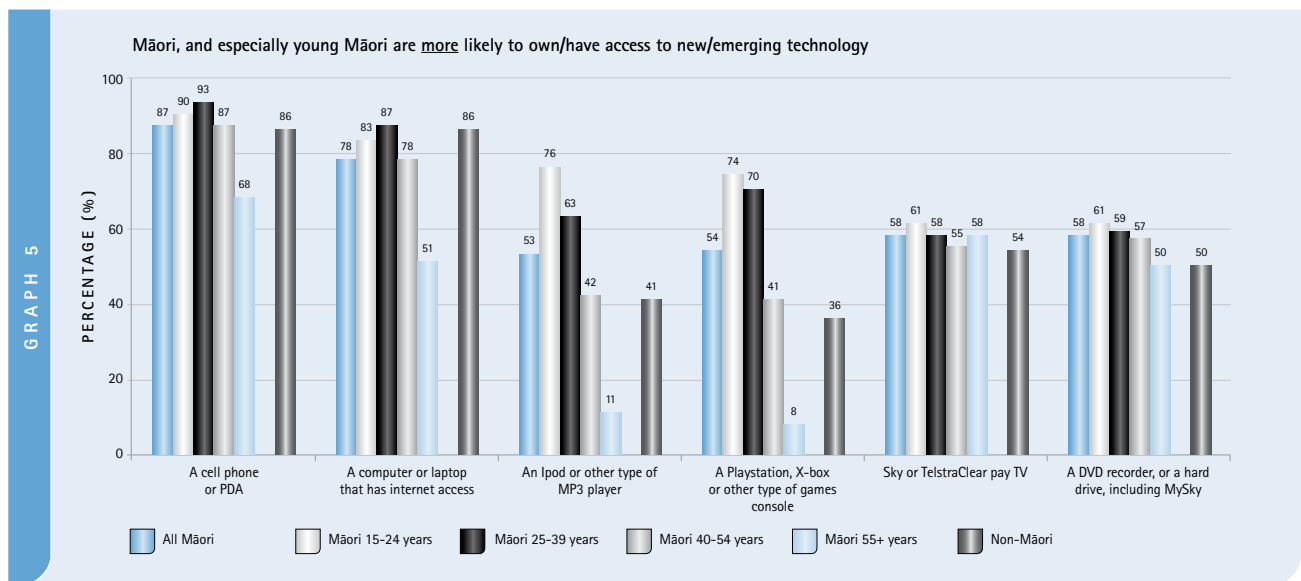
## OWNERSHIP OF AND ACCESS TO MEDIA DEVICES

The survey found Māori, especially young Māori, were more likely to own/have access to new and emerging technology such as:

- a DVD/hard drive recorder, including MySky (58 percent Māori compared with 50 percent non-Māori),
- a Playstation/X-box games console (54 percent compared with 36 percent),

- an iPod/MP3 player (53 percent compared with 41 percent), and
- a Freeview set-top box (12 percent compared with 7 percent).

Māori aged 15-24 were more likely than other Māori age groups and non-Māori overall in the last 12 months to have purchased a cell phone (38 percent), while those aged 15-24 and 25-39 were more likely to have purchased an iPod/MP3 player (30 percent and 23 percent), and a Playstation/X-box games console (18 percent and 12 percent).

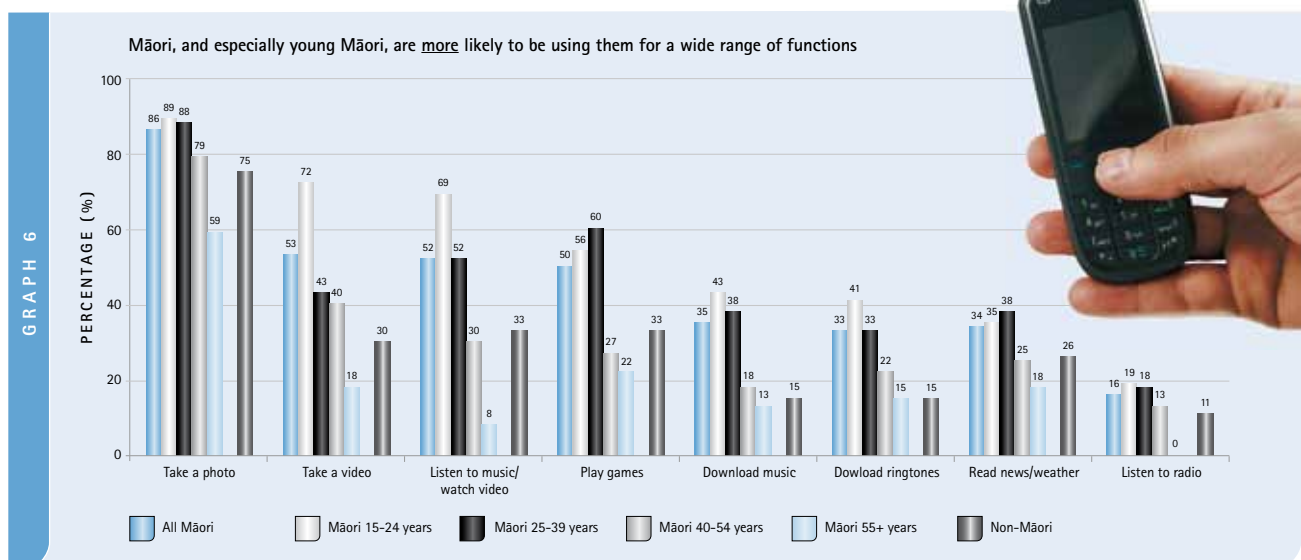


## USE OF CELLPHONES

The survey found a high use of cellphones (72 percent of Māori used cell phones every day compared with non-Māori 62 percent), and there is a wider use of cell phone functions by Māori, particularly young Māori (4.2 functions for young Māori compared with 1.5 for Māori aged 55+).

Young Māori were more likely to use their cell phone for taking videos/ video messaging, downloading music/video clips, and listening to music/watching video clips.

Seventy percent of Māori aged 15-24 were using at least one cell phone function more now than six months ago (i.e. taking photos or video messaging).



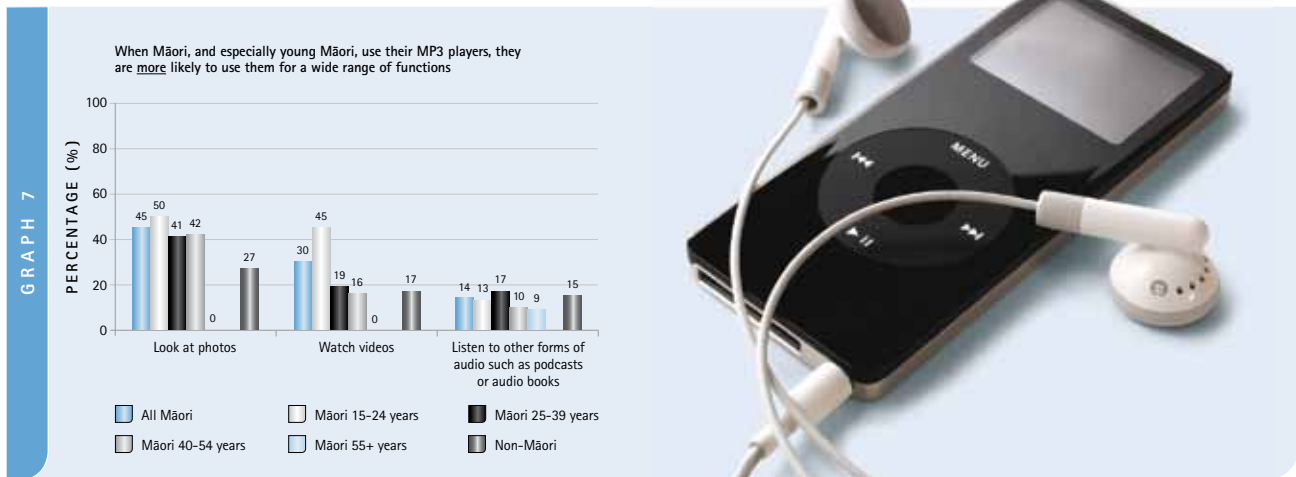
## USE OF MP3 PLAYERS

Māori were more likely to use their MP3 players every day (31 percent compared with 20 percent non-Māori). They were also more likely to have looked at photos or watched videos on their MP3 players in the last two weeks.

Younger Māori aged 15-24 were more likely than all older Māori to have used their MP3 players in the last two weeks (92 percent), to

have done so every day in this period (44 percent), and to have used it to watch videos (45 percent). They were also more likely than non-Māori aged 15-24 to report watching videos (45 percent compared with 25 percent).

Of those Māori (29 percent) who were using their MP3 player more now than six months ago, they were using it more for entertainment (compared to 15 percent of non-Māori).

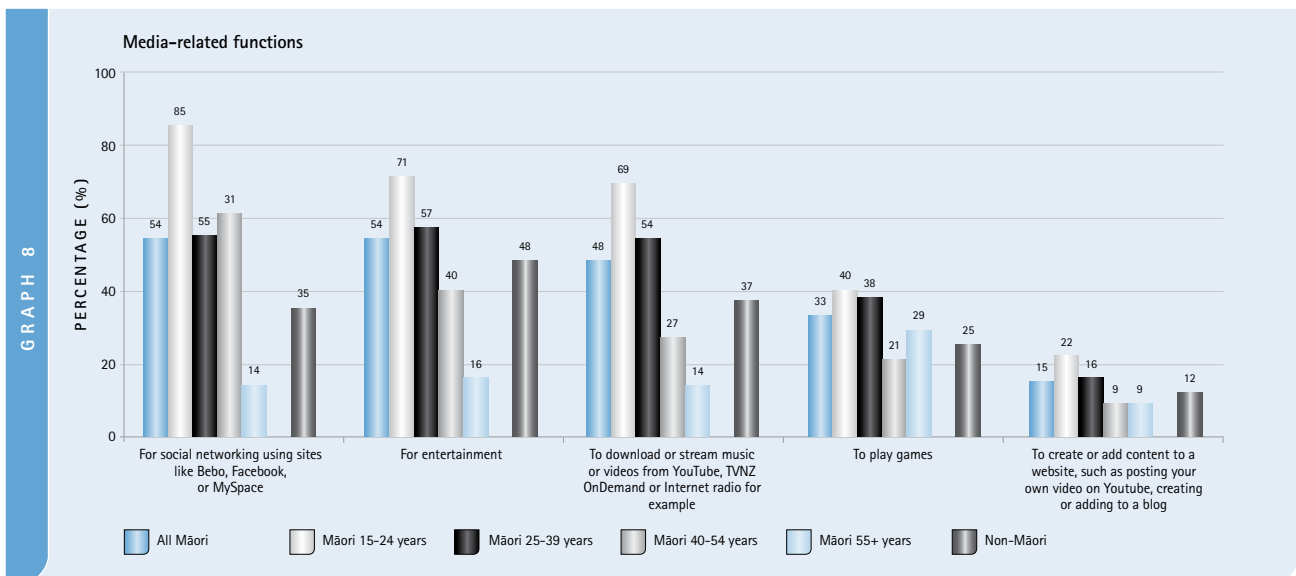


## USE OF COMPUTERS WITH INTERNET ACCESS

Young Māori are also more likely to be using computers with Internet access every day for personal reasons, and to use them for a wide range of functions such as:

- social networking (85%)
- downloading/streaming music and videos (69%), and
- playing games (40%).

Level of engagement decreased with age for social networking, entertainment, downloading/streaming music and videos, and content creation. Multi-tasking while using the Internet was more likely for Māori than for non-Māori (67% cf. 54%), and also decreased for Māori by age.



## ■ CURRENT AND FUTURE BROADCASTING AND E-MEDIA PREFERENCES OF MĀORI YOUTH: WHAT THEY WANT

The findings of the qualitative research suggest there is reason to feel positive and hopeful about the future of the Māori language in New Zealand.

Regardless of their level of proficiency, young Māori have an appetite for Māori language and culture content on new media and want more of it in the genres they already access (e.g. entertainment and information programmes, documentaries, music, educational material, sports and gaming).

"I think better reo programmes for people learning. More resources in that sense." (*fluent speaker*)

"The obvious one is music. Like Māori music, or musicians. Not necessarily traditional, but contemporary." (*fluent speaker*)

Young proficient speakers, in particular, want more content to suit a range of Māori language proficiency levels and for that content to be available across a wider range of broadcasting and e-media devices.

These young Māori want this content exclusively in the Māori language as is currently available on Māori Television and Te Reo. These channels are valued because they keep the Māori language alive and preserve its status.

They also want content that fairly represents regional variations like iwi dialects, including a dictionary accurately reflecting iwi differences and content in both traditional and contemporary Māori language.

"We don't want to lose what we've already got. We need to keep the special Māori channels as well." (*fluent speaker*)

Young Māori with limited proficiency want Māori language and culture content available through mainstream to help stimulate interest in Māori language and culture.

They want more content in peak viewing times on mainstream channels, and on the Internet and popular media devices like iPods or MP3 players.

"The time of Māori programmes. I'm not home to watch that. Put it on at 5:30 or something, when people do get home." (*fluent speaker*)

So mainstream broadcast content is accessible to those with limited language skills, young Māori want this content to include well known Māori words and phrases. They also see value in portraying non-Māori, as well as Māori, speaking Māori to encourage common usage.

"Put things in mainstream society to be proud of. Put things on TV to be proud of. Put things on the Internet to be proud of." (*non-fluent speaker*)

"Why can't it just be a normal thing on mainstream TV? If it's an official language, then it should be within the mainstream mediums of communication." (*non-fluent speaker*)

They want future mainstream broadcasting and e-media to provide a more balanced and positive view of Māori generally; and for content to represent Māori language and culture appropriately and avoid tokenism.



"Pride stuff is hidden away on Māori TV. It should be to show everybody the good sides to being Māori, rather than just being on the 6 o'clock news top story." (*fluent speaker*)

"I was really disturbed by some of the kids programmes. It's just all 'western' ones that are translated. They might have Māori phrases and that, but is it culturally appropriate?" (*fluent speaker*)

## ❏ PROFICIENCY AND ENGAGEMENT

The findings reveal a strong relationship between speaking proficiency and engagement in language and culture<sup>4</sup>. This extends to accessing Māori broadcasting and e-media content.

The findings also suggest that young Māori understand the connection between language and identity.

Proficient speakers are proud to identify as Māori and actively participate in Māori cultural activities. The benefits of technology allow them to actively access Māori language and cultural broadcasting and e-media content through a number of devices including:

- Television (Māori Television and Te Reo, TVNZ and TV3)
- Māori radio
- iPods/ MP3 Players for listening to Māori music and to learn and listen to waiata and kapa haka
- PCs/laptops to access the Internet and to catch up on television content, access iwi radio stations, Māori dictionaries, and university and iwi sites.

They are also generating their own content in the Māori language, through social networking sites and texting.

"...I feel really strong, because I have good reo, and that is my backbone, and I'm really lucky, compared with 75 percent of the Māori population." (*fluent speaker*)

"I only listen to the radio when I'm back home. A lot of home music and good for notices and when there's a hui on." (*fluent speaker*)

"I use it a lot for learning waiata. I have to learn karakia and mōteatea and stuff, so I use it for that." (*fluent speaker*)

The research shows young Māori with limited proficiency watch little, if anything, on Māori Television. The only programme they actively watch and which they identify as having Māori content is Shortland St, however the portrayal of Māori characters is regarded as tokenistic and reinforcing negative stereotypes.

Despite this, non-proficient speakers believe learning to speak Māori opens the door to better understand themselves and their culture.

"You would feel... better as a person, knowing who you are and where you are from. You would be so much more proud and wanting to go out there and actually say to people 'This is where I am from, this is my iwi.'" (*non-fluent speaker*)

## ❏ POTENTIAL BENEFITS AND POSSIBLE CONCERNS

The qualitative research shows young Māori expect remarkable technological advances to occur in the years ahead.

Though excited about the potential benefits of future broadcasting and e-media devices, their enthusiasm is tempered by the potential negative impact on Māori language and culture.



While the most obvious benefits of future broadcasting and e-media advances are economic, such as increased productivity and cost reductions, the benefits that most excite young Māori aged 15-24 years relate to enhancements in:

- entertainment including virtual reality, holograms and technology implants
- communications and social networking such as virtual reality, holograms and teleporting
- information like universal archives, super encyclopaedias, more efficient search engines, devices to facilitate the transfer of digital information
- education including telepathy, virtual reality and better access to quality audiovisual connections for education and special events.

"You would be looking at decreases of costs of production. Technology is going to keep making business faster, stronger and cheaper... it would definitely lead to a market of absolute efficiency." (*fluent speaker*)

"Like having a radio in your ear constantly, so it would bring you the latest news or music...downloaded in your ear and you have an image in front of you, so you can watch TV as well as walk around. That would be cool." (*fluent speaker*)

"No waiting on video feeds. It would be actually like having a conversation like this, but two people are in Africa and one is in New York." (*non-fluent speaker*)

4 This was also found with the 2006 Survey of the Health of the Māori Language – in which 25 percent of young Māori identified their proficiency in speaking Māori as fairly well, or very well; and 75 percent as not well, or none.





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## CONCERNS

The concerns of young Māori involve negative social repercussions like loss of identity; dependency on technology; privacy and security issues; and environmental damage.

"It's like we sort of become a slave to it. Technology will take over. We would be like robots with no identity...just go to work, come back, sleep, that kind of thing." (*non-fluent speaker*)

"The cons for me would be like putting a big satellite or something like that on our land. That is more of a concern for me about technology." (*fluent speaker*)

Their greatest concern, however, is that technology will replace the face to face (*kanohi ki te kanohi*) contact important to Māori culture.

"People will stick to themselves, because there's no need for people-to-people interaction. You are taking the emotion out of the interaction." (*fluent speaker*)

The qualitative research findings reveal the views of a small group of rangatahi, and can be usefully interpreted within the context of the larger quantitative survey of New Zealanders' use of media.



## SUMMARY

Young Māori in the qualitative research possess an appetite for Māori language and culture content now and in the future, and want to see more Māori language and culture content on new and emerging media devices/platforms such as cellphones, iPods/MP3 players and computers/lap tops with Internet.

Coupled with the Media Use Survey findings that show young Māori are media-savvy and have a high uptake/use of new and emerging media, the research projects collectively suggest a positive future for the revitalisation of the Māori language.

The Media Use Survey suggests that traditional media (TV and radio) must also be supported with government's ongoing commitment to funding the Māori Television Service and Māori radio.

Further, the research found that the government's priorities of responding to and advancing a fully digital broadcasting environment is appropriate; likewise its support for contestable funding of local content to be provided across a range of platforms.

Together the findings suggest the platform for building on the existing success of language revitalisation initiatives is stable.

Furthermore the continued presence of Māori language and culture content in a digital environment promises positive language gains.

This is particularly the case as converging technology promises a level of interactivity between the consumer and transmitter that could strengthen Māori language use and proficiency.

Tihei mauri ora.

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