



**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

## Te Tautoko a Whakaata Māori mō te Reo Māori

### Impact of Māori Television on the Māori Language



*The Impact Survey was commissioned by Te Puni Kōkiri, in conjunction with the Māori Television Service, Te Māngai Pāho and Te Taura Whiri i te Reo Māori. The survey was administered by a research consultancy. It involved 1,503 Māori people<sup>2</sup> aged 15 years and over being surveyed through telephone interviews, and has a sampling error of plus or minus 3%, with 95% confidence.<sup>3</sup> The survey was designed to complement existing research knowledge on the Māori language obtained through broader national surveys on the language.*

Nā Te Puni Kōkiri, Te Ratonga Whakaata Māori, Te Māngai Pāho me Te Taura Whiri i te Reo Māori te Rangahau Papātanga i whakarite. Nā tētahi rōpū rangahau i whakahaere. 1,503 ngā tāngata Māori<sup>2</sup> neke atu i te 15 tau te pakeke i uru, i uiuia mai mā te waea, ā, ka piki ake pea i te 3% heke iho rānei te taha hapa, ā, e 95% ka mea mai he tika tēnei rangahau.<sup>3</sup> I whakaritea te rangahau hei whakakīnaki i ngā mahi rangahau mō te reo Māori kua oti kē te mahi.

Te Kāwanatanga o Aotearoa

### Various Māori language services are funded or provided by the Government to assist the revitalisation of the Māori language.

In 2010, an Impact Survey was conducted of some of these services to measure their contribution towards greater Māori language use, changes in Māori language learning, and Māori language proficiency gains.<sup>1</sup> This factsheet focuses on the contributing impact of the Māori Television Service. The other factsheets are:

- the contributing impact of iwi radio stations (funded by the Government through Te Māngai Pāho);
- the contributing impact of the Mā te Reo and Kōrero Māori websites (administered by The Māori Language Commission / Te Taura Whiri i te Reo Māori).

This factsheet provides a summary of key findings. More detailed information is available in the Report on the Impact of Māori Language Services.

#### GENERAL INFORMATION

Overall, the Impact Survey records similar information on Māori language skills and usage as other surveys. In the Impact Survey, 23% of respondents indicated moderate to advanced levels of Māori language proficiency;<sup>4</sup> that is an ability to at least understand and participate in conversations on familiar topics in the language, through to complete confidence using the Māori language in any situation.

<sup>1</sup> The survey also collected limited information on other Māori language services, such as Māori language programming on mainstream television but this was not a primary focus. Further information of additional elements of the survey can be found in the full report, Impact Survey of Māori Language Services on the health of the Māori language 2011.

<sup>2</sup> The survey only surveyed Māori as the goals of the Māori Language Strategy in relation to language skills and language use are targeted at Māori.

<sup>3</sup> 3% is the sampling error for the total survey group. The sampling error rose to 3.4% at the 95% confidence interval for those who had watched Māori Television in the past seven days. For further information on the sampling method refer to the 2010 Māori Language Impact Survey Methodology report.

<sup>4</sup> Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

### Ka whakaratohia e te Kāwanatanga, ka āwhina ā-tahuatia rānei ētahi ratonga reo hei āwhina i te whakarauoratanga o te reo Māori.

I te tau 2010, i whakaritea he Rangahau Papātanga o ētahi o ēnei Ratonga hei ine i te hua o ā rātou mahi kia nui atu te kōrerotia i te reo Māori, kia rerekē te āhua o te ako i te reo Māori, kia pakari haere te matatau o te tangata ki te reo Māori.<sup>1</sup> Ka arotahi atu tēnei puka tikanga ki te papātanga Whakaata Māori. Kei ētahi atu puka tikanga he kōrero mō:

- te papātanga o ngā reo irirangi ā-iwi (e tautoko ā-tahuatia ana e te Kāwanatanga mā Te Māngai Pāho);
- te papātanga o ngā paetukutuku o Mā te Reo me Kōrero Māori (i whakahaeretia e Te Taura Whiri i te Reo Māori).

Ko tā tēnei puka tikanga he whakarāpopoto i ngā kitenga matua. Kei te Pūrongo mō te Pāpātanga o ngā Ratonga Reo Māori ngā kōrero whānui.

#### MŌHIOHIO WHĀNUI

He āhua ōrite te mōhiohio pūkenga reo, whakamahi reo kua kohia i tēnei Rangahau Papātanga ki ō ērā rangahau kua oti kē te mahi. E 23% o ngā tāngata i whakaatu mai i tō rātou āhua mōhio, matatau rānei ki te reo;<sup>4</sup> arā, te mārara ki te reo me te kōrerorero mō ngā kaupapa māmā piki ake ki te hunga ka kōrero i te reo Māori ahakoa te horopaki.

<sup>1</sup> I kohia hoki ētahi atu pitopito mōhiohio i ētahi atu Ratonga Reo Māori pērā me ngā hōtaka reo Māori o ngā teihana auraki engari e hara ko tēnei i te arotahi matua. Kei te pūrongo mātua, Impact Survey of Māori Language Services on the health of the Māori language 2011 ētahi atu mōhiohio.

<sup>2</sup> I aro atu anake te rangahau ki te tangata Māori i runga anō i ngā whāinga o Te Rautaki Reo Māori mō ngā pūkenga reo me te whakamahi reo Māori a te Māori tonu.

<sup>3</sup> Ko te 3% te taha hapa o te rōpū katoa i uia ai. I piki ake te taha hapa ki te 3.4% te taha hapa mō te hunga māia i whakarongo rā ki ngā reo irirangi ā-iwi i roto i te tekau mā rua marama. Kei te Pūrongo 2010 Māori Language Impact Survey Methodology ngā kōrero mō te taha rautaki.

<sup>4</sup> E rima ngā taumata reo i meatia ai i tēnei rangahau. Kei te 2010 Māori Language Impact Survey Methodology report ngā kōrero.



This is consistent with other survey results.<sup>5</sup> Māori language abilities are also valued, with 69% of respondents indicating it was important for them to learn the Māori language, and 33% were undertaking some type of initiative to improve their Māori language skills.

## VIEWERSHIP OF MĀORI TELEVISION

The Māori Television Service began broadcasting in 2004, and a second 'Te Reo' channel commenced in 2008. The Impact Survey found that Māori are highly aware of the first channel with 91% viewing Māori Television within the last twelve months, and 63% viewing the service within the seven days prior to the survey taking place. Of those viewing Māori Television within the seven day period, the survey showed that 55% were viewing on a daily basis. Extrapolating this result out to the entire Māori population suggests that over 151,000 Māori aged 15 and over view the channel on a daily basis.<sup>6</sup> In addition, of those respondents who consider Māori Television one of their main television stations, 36% also viewed the second Te Reo channel within the seven days prior to the survey.

### RIPANGA 1: TE HUNGA MĀTAKI I A WHAKAATA MĀORI

TABLE 1: VIEWERSHIP OF MĀORI TELEVISION

Paearu Mātaki Usage Indicators	Pakeke Māori katoa Total Māori adult population	Meatia te kaute ki te Māori 15 tau neke atu te pakeke <sup>7</sup> Extrapolated count of Māori aged 15 years or older <sup>7</sup>
Whakaata Māori i mātakihia ai i roto i te tekau mā rua marama ka hori ake Māori television viewed within the last twelve months	91%	397,000
Whakaata Māori i mātakihia ai i roto i te whitu rangi ka hori ake Māori television viewed within the last seven days	63%	275,000

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

## MĀORI LANGUAGE USAGE

The Impact Survey shows a relationship between viewing the service and Māori language usage. Those people who are using the Māori language more than they did twelve months earlier have consistently higher rates of Māori Television viewership than others. Of those who reported that they have increased their usage of Māori language, 75% had watched Māori Television within the seven days prior to the survey, which was 18 percentage points higher than those who had recorded unchanged Māori language usage. In addition, 38% of those with increased usage indicated they had specifically watched the Te Reo channel in the last seven days.

<sup>5</sup> Refer to the Health of the Māori Language in 2001 Survey, and Census data.

<sup>6</sup> This excludes Māori children and non-Māori viewers.

<sup>7</sup> The 'extrapolated count' is an estimate (not an actual count) of those who viewed Māori Television based on Statistics New Zealand's population estimate of 436,200 Māori aged 15 years or older in 2010.

He rite tonu tēnei kitenga ki ngā hua o ētahi atu rangahau.<sup>5</sup> He taonga kāmehameha te āhei ki te kōrero me te 69% o ngā tāngata i kī mai ai he mea nui ki a rātou te ako i te reo, ā, e 33% o rātou e whai atu ana i tētahi huarahi hei whakapakari i ngā pūkenga reo Māori.

## TE HUNGA MĀTAKI I A WHAKAATA MĀORI

I tīmata Te Ratonga Whakaata Māori i tōna whakapāho i te tau 2004, ā, ko 'Te Reo' te teihana tuarua, i tīmata ai i te tau 2008. I kitea e Te Rangahau Papātanga e tino mōhio ana te Māori ki te teihana tuatahi rā me tōna 91% i mātaki atu i roto i te tekau mā rua marama ka hori ake, ā, ko tōna 63% i mātaki atu i te whitu rangi o mua tonu i te meatanga o te rangahau. O ērā i te mātaki atu i a Whakaata Māori i roto i te whitu rangi rā, e 55% i te mātaki atu i ia rā, i ia rā. Ina meatia tēnei kitenga ki te iwi Māori whānui ka tohua e neke atu ana i te 151,000 o te iwi Māori 15 tau neke atu te pakeke ka mātaki atu i te teihana i ia rā, i ia rā.<sup>6</sup> Āpiti atu ki tēnei, o ērā tāngata i mea mai ai ko Whakaata Māori tētahi o ē rātou teihana matua, e 36% i mātaki atu hoki i te teihana Te Reo i roto i te whitu rangi o mua tonu i te rangahau.

## TE WHAKAMAHI I TE REO MĀORI

Ka whakaatu Te Rangahau Papātanga i tētahi hononga i waenga i te mahi mātaki atu i te ratonga me te kōrerotia o te reo Māori. Ko ērā tāngata kua piki ake ā rātou kōrero i te reo i āiane i o tā rātou o tērā tau ngā tāngata kaha ki te mātaki atu i a Whakaata Māori. O ērā tāngata e mea mai ai kua pika ake tā rātou kōrero i te reo Māori, e 75% o rātou i mātaki atu i a Whakaata Māori i roto i te whitu rangi i mua tonu i te rangahau ina hoki he 18 ōrau ake tēnei i te ōrau o te hunga kāre i piki ake te kōrero i te reo Māori. Āpiti atu ki tēnei, e 38% o ērā i piki ake ai te kōrero i te reo Māori i mea mai ai, i āta mātaki atu i te teihana Te Reo i roto i te whitu rangi ka hori ake.

<sup>5</sup> Tirohia ngā raraunga o te Health of the Māori Language in 2001 Survey me te Kautetanga.

<sup>6</sup> Neke ake, iho rānei te matapae i te 69,800. Noho ki waho ko ngā tamariki Māori me ērā ehara i te Māori.

<sup>7</sup> He whiringa noa te kaute whānui (ehara i te kaute tūturu) o ērā i mātakitaki Whakaata Māori e ai ki te matapae o Tatauranga Aotearoa i te tau 2010, e 436,200 ngā Māori 15 tau te pakeke neke atu rānei.

## RIPANGA 2: TE WHAKAMAHI I TE REO MĀORI

TABLE 2: MĀORI LANGUAGE USE

Paearu Mahi <i>Usage Indicators</i>	Tāngata rite tonu ana te whakamahi i te reo Māori <i>Respondents with unchanged Māori language usage</i>	Tāngata kua piki ake te whakamahi i te reo Māori <i>Respondents with increased Māori language usage</i>
Whakaata Māori i mātākihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori television viewed within the last twelve months</i>	90%	96%
Whakaata Māori i mātākihia ai i roto i te whitu rangi ka hori ake <i>Māori television viewed within the last seven days</i>	57%	75%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

### ■ MĀORI LANGUAGE LEARNING

The Impact Survey shows a positive relationship between viewing Māori Television and learning the Māori language, with 78% of Māori language learners having watched the service within seven days prior to the survey. This is a higher rate than those who are not learning the language. The survey shows that for 10% of regular Māori Television and/or Te Reo channel viewers, language learning was the first explanation given for watching those stations.<sup>8</sup> The availability of the service also made 66% of respondents want to improve their Māori language skills. These results show that Māori Television is both a mechanism and motivator for language learning. The survey also identifies a gender difference in Māori language learning rates, with 59% of learners being female and 41% being male.

## RIPANGA 3: AKO I TE REO MĀORI

TABLE 3: MĀORI LANGUAGE LEARNING

Paearu Ako Reo <i>Language Learning Indicators</i>	Tāngata kāre i te ako i te reo Māori <i>Respondents who are not learning the Māori language</i>	Tāngata e ako ana i te reo Māori <i>Respondents who are learning the Māori language</i>
Whakaata Māori i mātākihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori Television watched within the last twelve months</i>	88%	96%
Whakaata Māori i mātākihia ai i roto i te whitu rangi ka hori ake <i>Māori Television watched within the last seven days</i>	56%	78%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

### ■ MĀORI LANGUAGE PROFICIENCY

The Impact Survey shows that there is a relationship between Māori Television viewership and improvements in proficiency, and the maintenance of high proficiency.<sup>9</sup> Of those who have increased their

### ■ AKO I TE REO MĀORI

E whakaaturia ana e Te Rangahau Papātanga he tino painga tō te hononga o te mahi mātaki i a Whakaata Māori me te ako i te reo Māori, e 78% o ngā tāngata e ako ana i te reo i mātaki atu i te ratonga i roto i te whitu rangi i mua i te rangahau. Nui atu te kaute nei i ō te kaute mō ērā tāngata kāhore i te ako i te reo. Kitea hoki mō te 10% o te hunga mātaki Whakaata Māori, te teihana Te Reo hoki rānei, i mea mai, ko te ako i te reo te take i te mātaki atu i ērā teihana.<sup>8</sup> Nā te whai wāhi atu ki te ratonga ka whakatenatena atu i te 66% o ngā tāngata ki te whakapakari i ō rātou pūkenga reo. Whakaaturia mai e ēnei hua ko Whakaata Māori tētahi huarahi, tētahi kaiwhakahihiko mō te ako reo. E tautuhi ana hoki te rangahau e tokomaha ake ngā wāhine i ngā tāne e ako ana i te reo, e 59% he wahine, e 41% he tāne.

### ■ MATATAU KI TE REO

Tohua mai ana e te Rangahau Papātanga he hononga pai tō te mahi mātaki i a Whakaata Māori me te pakari haere o te reo, ā, pakari ake, pakari ake.<sup>9</sup> O ērā tāngata kua whakapakari i ō rātou pūkenga reo i

<sup>8</sup> This survey result is based on a subset of respondents who identified the Māori Television channel and/or the Te Reo channel as one of their most watched channels.

<sup>9</sup> Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

<sup>8</sup> Nā te rangahau anō i whakarite ngā taumata matatau e rima. Tirohia te 2010 Māori Language Impact Survey Methodology report.

<sup>9</sup> Ko te hunga tino matatau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te nuinga o te wā i ngā wā/wāhi katoa rānei. Ko ērā e ako tonu e mea mai ai ka mōhio rātou ki ētahi kupu noa iho.





language skills in the previous twelve months, 76% had watched Māori Television in the seven day period before the survey, which is 20 percentage points higher than respondents whose proficiency had remained the same. Overall 66% of those with increased Māori language skills attributed some of their gain to the provision of the Māori Television.

Further, 98% of those with very high proficiency<sup>10</sup> had viewed the service in the last twelve months, compared with 86% of those with very low proficiency. And 89% of those with very high proficiency viewed Māori Television on a weekly basis. This group were also twice as likely as those with very low proficiency to view the service on a daily basis, (84% did this compared to 40% of those with very low proficiency), which again reinforces their Māori language skills.

#### RIPANGA 4: MATATAU KI TE REO MĀORI

TABLE 4: MĀORI LANGUAGE PROFICIENCY

Paearu Mātaki <i>Usage Indicators</i>	Tāngata kāre i piki te matatau i roto i te tau ka hori ake <i>Respondents who have no change in proficiency in the last 12 month</i>	Tāngata i piki te matatau i roto i te tau ka hori ake <i>Respondents who have increased their proficiency in the last 12 months</i>
Whakaata Māori i mātākihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori Television viewed within the last twelve months</i>	88%	96%
Whakaata Māori i mātākihia ai i roto i te whitu rangi ka hori ake <i>Māori Television viewed within the last seven days</i>	56%	76%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

#### Σ SUMMARY

Language revitalisation occurs due to a range of factors and cannot be attributable to a single causal factor. However the Impact Survey results show a consistent relationship between greater viewing of Māori Television and increasing language usage, greater language learning, and proficiency increases and maintenance. Collectively these outcomes point towards Māori Television having a marked positive contributing impact on Māori language revitalisation. This occurs by motivating and prompting people to use their Māori language skills, while at the same time providing opportunities for individuals to enhance their existing skills.

<sup>10</sup> High proficiency means those respondents who indicated they are completely confident using the Māori language in most/all situations. Very low proficiency means those respondents who indicated they only know a few Māori words.

te tau ka hori ake, e 76% i mātaki atu i a Whakaata Māori i roto i te whitu rangi i mua tonu i te rangahau, ina hoki e 20 ōrau ake tēnei kaute i te kaute mō ērā tāngata kāre i piki ake ō rātou matatau. O te katoa e 66% o ērā i pakari ake ai ō rātou pūkenga reo i mea mai, nā te whakarato mai i a Whakaata Māori i paku āwhina i a rātou.

Whaihoki, e 98% o te hunga matatau<sup>10</sup> i mātaki atu i te ratonga i te tekau mā rua marama ka hori ake, whakatauritea ana tēnei ki te 86% o te hunga e ako tonu ana. Ā, e 89% o ngā mea matatau i mātaki atu i a Whakaata Māori i ia wiki. Ko tēnei hunga hoki ka pōruku te mātaki atu i ō te hunga e ako tonu ana (e 84% o te hunga matatau, e 40% o te hunga e ako tonu ana) nei rā te whakaū ake i ō rātou pūkenga reo.

#### Σ HE KUPU WHAKAKAPI

He whānui ngā take hei whakarauora reo, ā, e kore e taea e tētahi anake o aua take te reo te whakarauora ake. Heoi anō, e whakaatu ana i ngā hua o te Rangahau Papātanga he hononga tō te mahi mātaki i a Whakaata Māori ki te piki ake o te kaha kōrerotia i te reo, te kaha ako i te reo me te aha anō ka matatau haere te tangata. Hui katoa, ko ēnei hua ka tohu atu ki te pai o Whakaata Māori hei huarahi kia whakarauora ake i te reo Māori. I pēneitia nā te whakahihiko, nā te whakatenatena hoki i te tangata ki te whakamahi i ōna pūkenga reo me te ritenga mai kia whai wāhi atu te tangata ki te whakapakari i aua pūkenga reo ōna.

<sup>10</sup> Ko te hunga tino matatau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te nuinga o te wā i ngā wā/wāhi katoa rānei. Ko ērā e ako tonu e mea mai ai ka mōhio rātou ki ētahi kupu noa iho.

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