Māori Language Procreation through Social Media

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A quick Background
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Proportion of Māori able to converse in te reo Māori
By census year

Source: Statistics New Zealand
Why Procreation?

- Te Reo Māori appearance and growth in social media has been unplanned and uninhibited; birth, growth, intermingling and rebirth.

- It is a cross fertilisation of many te reo Māori activists who actively engage in social media to use and for the support of te reo Māori.
What platforms are our young people using?

- Instagram - browsing menes, videos, trends, shows what friends & family are doing, local and global, milestone posts
- Facebook - same as above but more global
- FaceBook Messenger - contact friends & family
- Snapchat - more personal, intimate, showing/sharing everyday things of life
- Texting - real close friends and family
- Podcasts - there is a need for reo Māori content
Reo Māori usage?

- Global Audience - English language used
- Reo Māori Audience - reo Māori used
- Friends - could be either, likely to include code switching

- This dynamic appears to be shared across all platforms
Face Book Example 1

Te Mana o Te Reo Māori
Public group

About
Discussion
Chats
Announcements
Members
Events
Videos
Photos

He uaua ake te whakatika i ngā hapa tikanga, i tēnā o te whakatika i ngā hapa reo?

Mohika N Kim Williams and 75 others
39 comments 2 shares

Like
Comment
Share

View 23 more comments

10,861 members
Face Book Example 2

15,104 members
Face Book Example 3

He tamariki kōrero Māori

8,990 members – Closed group

Testers needed: Can you work out these reo Māori Rebus puzzles? Need to know if they are too easy/difficult for my students.

Edit: Kua ea te katoa! Will write answers in comments

<table>
<thead>
<tr>
<th>RANGI</th>
<th>MA</th>
<th>KA PAI KA PAI</th>
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<tbody>
<tr>
<td>RANGI</td>
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<table>
<thead>
<tr>
<th>Rāhoroi</th>
<th>Rāmere</th>
<th>Rātā</th>
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Face Book Example 4

Purekireki Marae
Closed group

Discussion
Chats
Announcements
Members
Events
Videos
Photos
Files

Terry Taniwha is with Georgina Paikia and 4 others.
13 May at 06:57

He mihi nui ki nga kaiwhakahaere o te wananga enei ra whakata te miharo tanga, whanaungatanga, kotahitanga me nga waa katakata kei wainganui o te whanau. He honore te nohotahi te hononga tahi ki a koutou kotoa E te whanau no Purekireki Wiwi Marae. Anei etehi whakahua o te kaupapa, ka haere mai etehi ano akonei (When I figure out how to get them off the camera) Mauri Ora e hoa maal!

863 members - Closed Group
Face Book Example 5

68 members – Closed Group
Face Book Example 6

Karuwai Marae

About
Discussion
Chats
Members
Events
Videos
Photos
Files

280 members – Secret Group
Face Book Example 7

3,071 members

Te rangi whakamutunga o Mahuru Māori. Me pono ahau, koinei te tau tuatahi i mate ahau ki te kōrero Pākehā, heoi anō, he take rawa i pērā ai. E pēwhea ana koutou?
Face Book Example 8

Te Reo Māori Memes

Ko au te pākitara
Ko te pākitara...
....ko au

I tutaki koe ki ki
Kāi kāi
Twitter
Language Learning Apps & Websites
### Duolingo Straw Poll

#### Which languages would you like to be added to the Duolingo Incubator in 2019?

<table>
<thead>
<tr>
<th>Language</th>
<th>Votes</th>
<th>Percentage</th>
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<td>Maori</td>
<td>2,630</td>
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<tr>
<td>Scottish Gaelic</td>
<td>2,533</td>
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<tr>
<td>Finnish</td>
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<tr>
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*Number of votes: 14,646*

*Number of comments: 37*

*Number of shares: 20*
Reo Māori future in social media?

- Yes - because it is being used in so many new avenues
- Yes - because it needs to adapt if it wants to survive
- Reo Māori speakers are spending lots of time in those environments (anyways)
- Social media is a great platform for dissemination; use of, learning of, spread of te reo Māori
Reo Māori concerns in social media

- The quality of the language being used
- Language unification, similar to the written word
- Not the best avenue due to lack of language checks but it is an avenue
- Inter-generational transmission VS intra-generational transmission
The importance of Data

- The new colonisation frontier
- Who has the control of Māori language data?
- There are issues about data ownership, data sovereignty, data manipulation, data storage
- How are we able to assert rights over Māori (language) data so that it can be used to serve Māori needs?
- How can profit from Māori language data be return to Māori and not large overseas companies?
Ko au te taupā
kīhai i pūawai i āku moemoēā

I am the only boundary
to the fruition of my dreams