

# Māori Language Procreation through Social Media

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# A quick Background

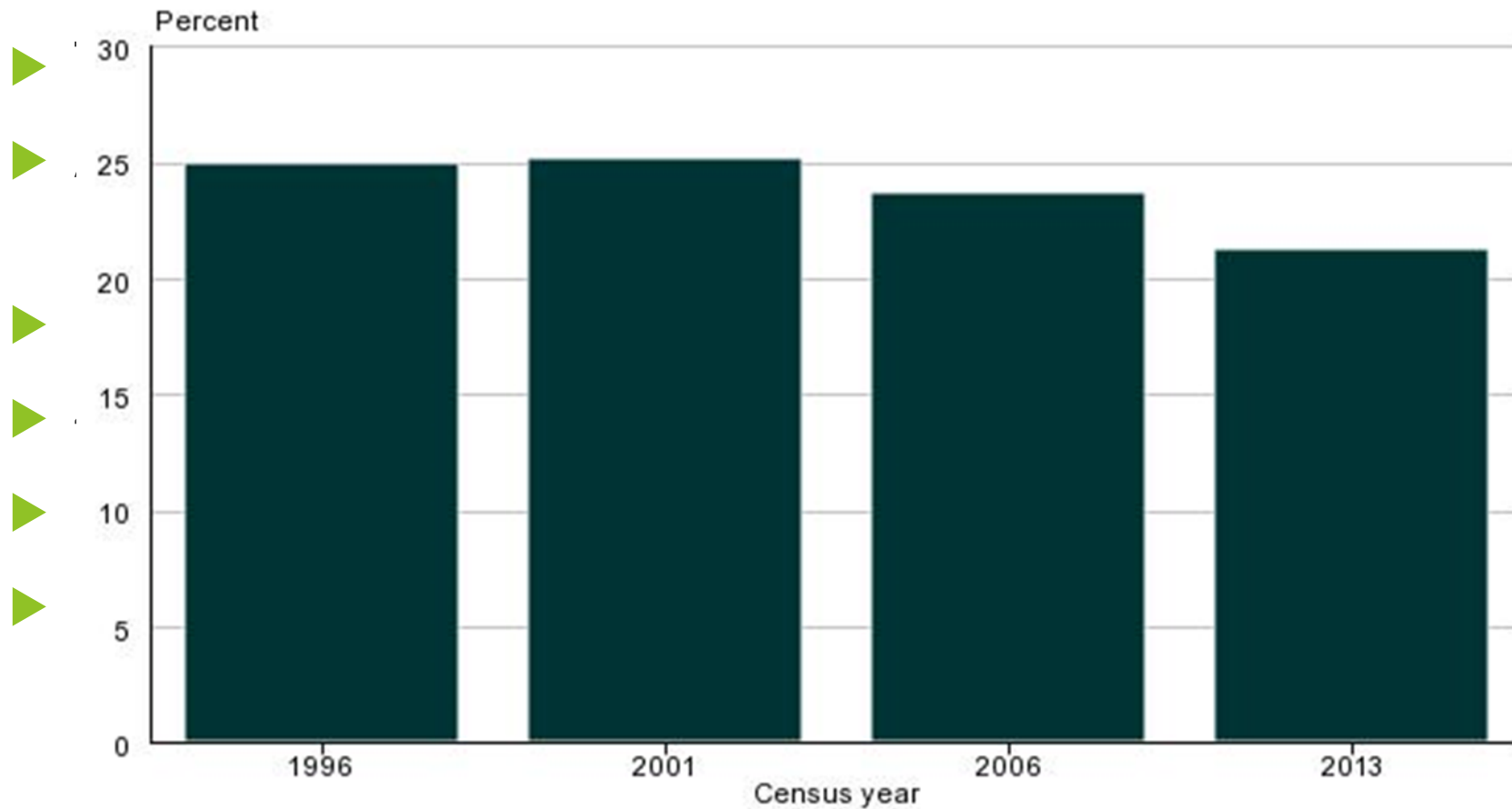


# A quick Background



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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





10,861 members





# Face Book Example 2




# Face Book Example 3

 He tamariki kōrero Māori 

 Te 

OLDER

## He tamariki kōrero Māori

 Closed group

About

**Discussion**

Chats

Announcements


Members

Events

Videos

Photos

Files

 **Serahn Kahukura**  
29 April at 11:54

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

<p>RANGI RANGI</p>	<p>MĀ MĀ</p>
<p>Rāhoroi Rāmere Rātū Rāapa</p>	<p>KA PAI KA PAI</p>

8,990 members – Closed group

# Face Book Example 4

 Purekireki Marae



 Te

**Purekireki Marae**  
Closed group

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

He mihi nui ki nga kaiwhakahaere oo te wananga enei ra whakata te miharotanga, 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 maa!





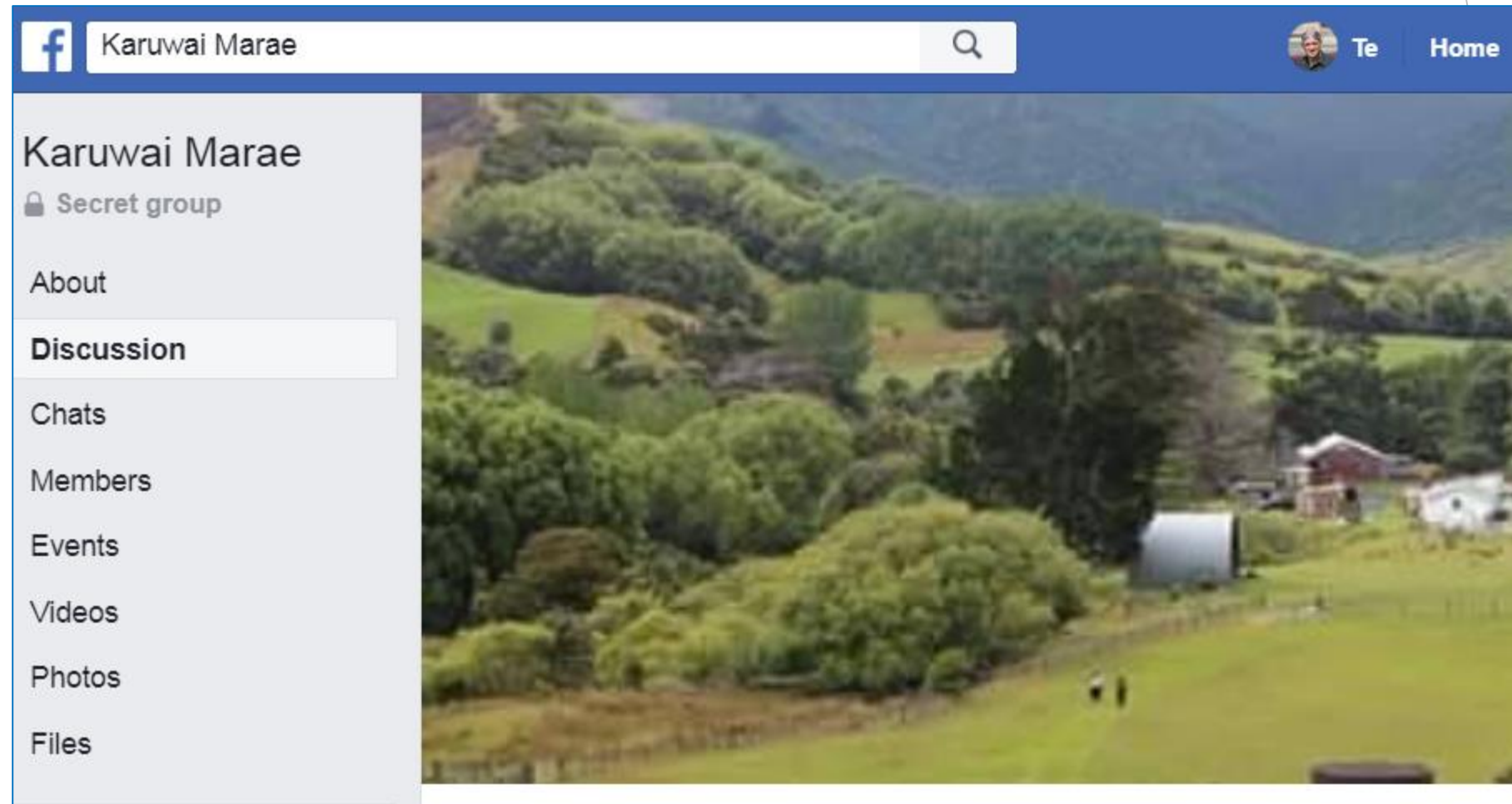
863 members - Closed Group

# Face Book Example 5



68 members – Closed Group

# Face Book Example 6



280 members – Secret Group

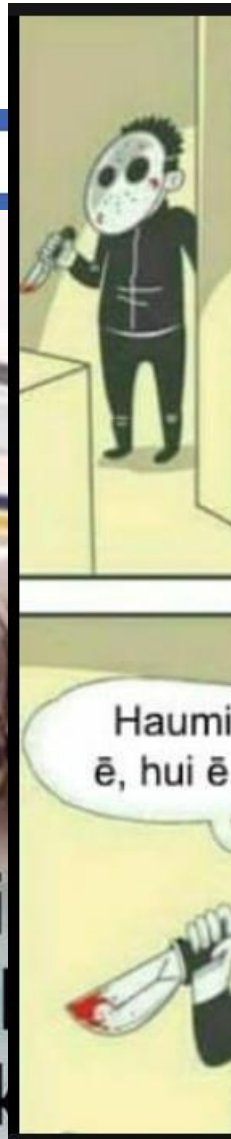


# Face Book Example 7



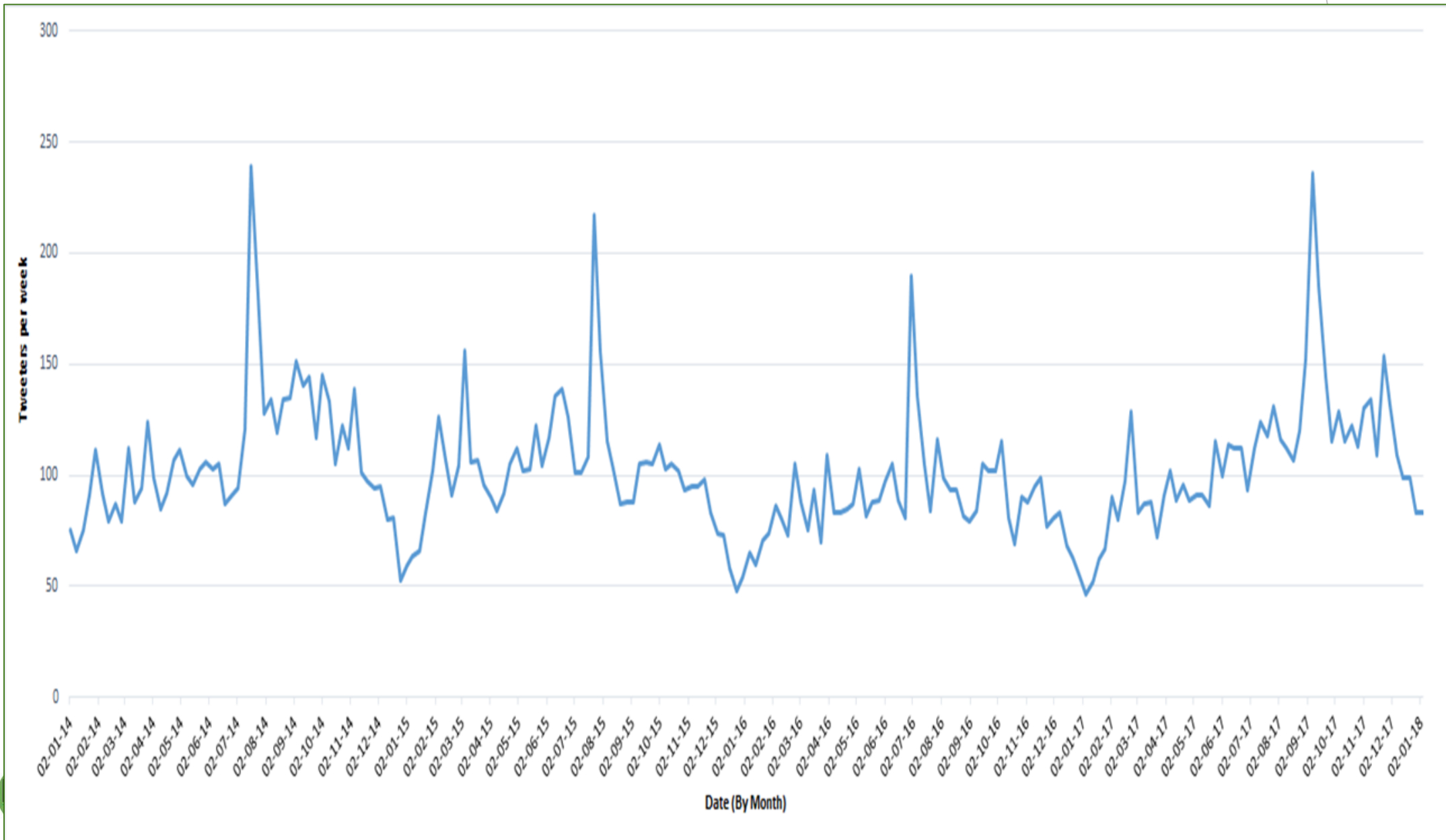
3,071 members

# Face Book Example 8

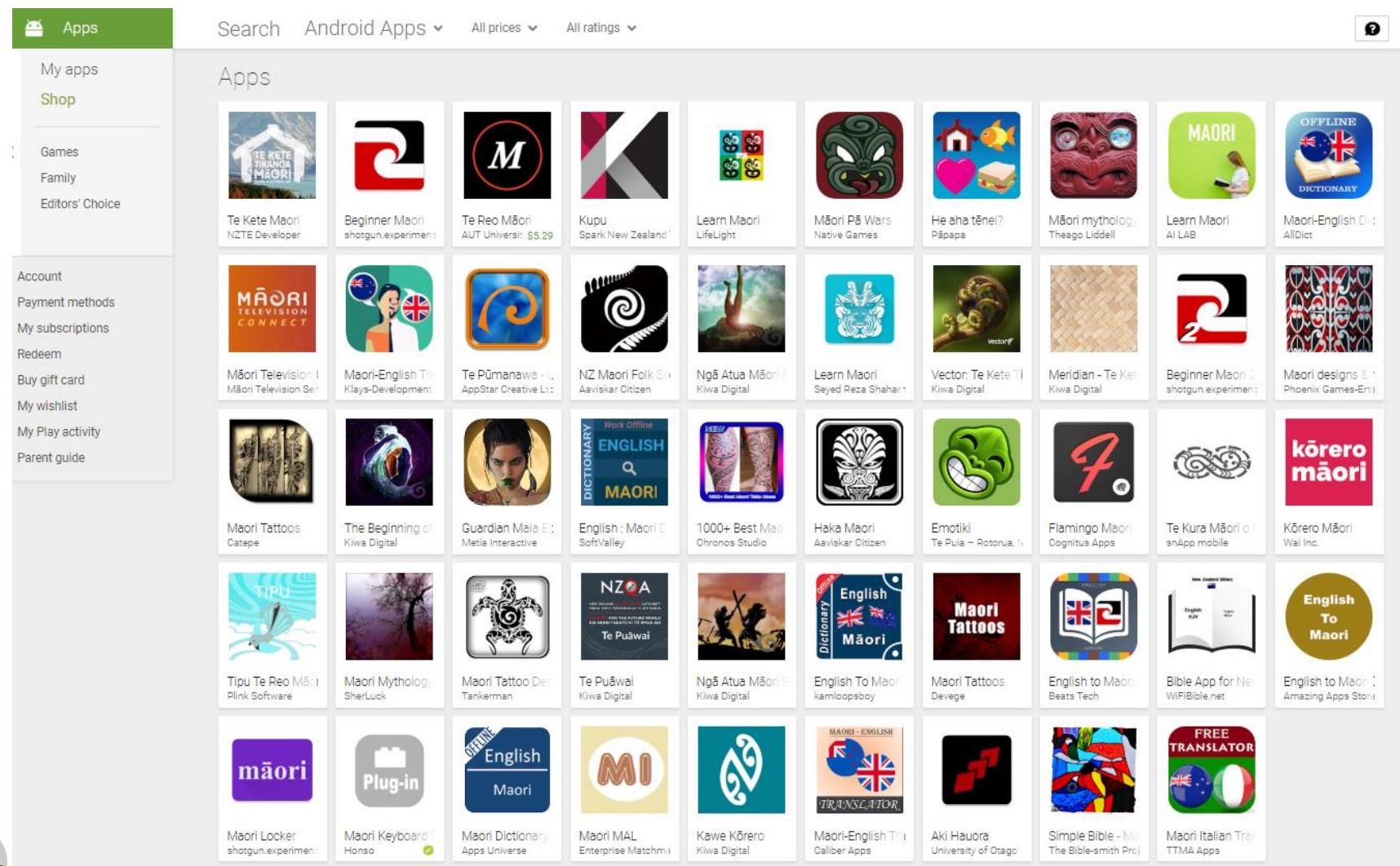




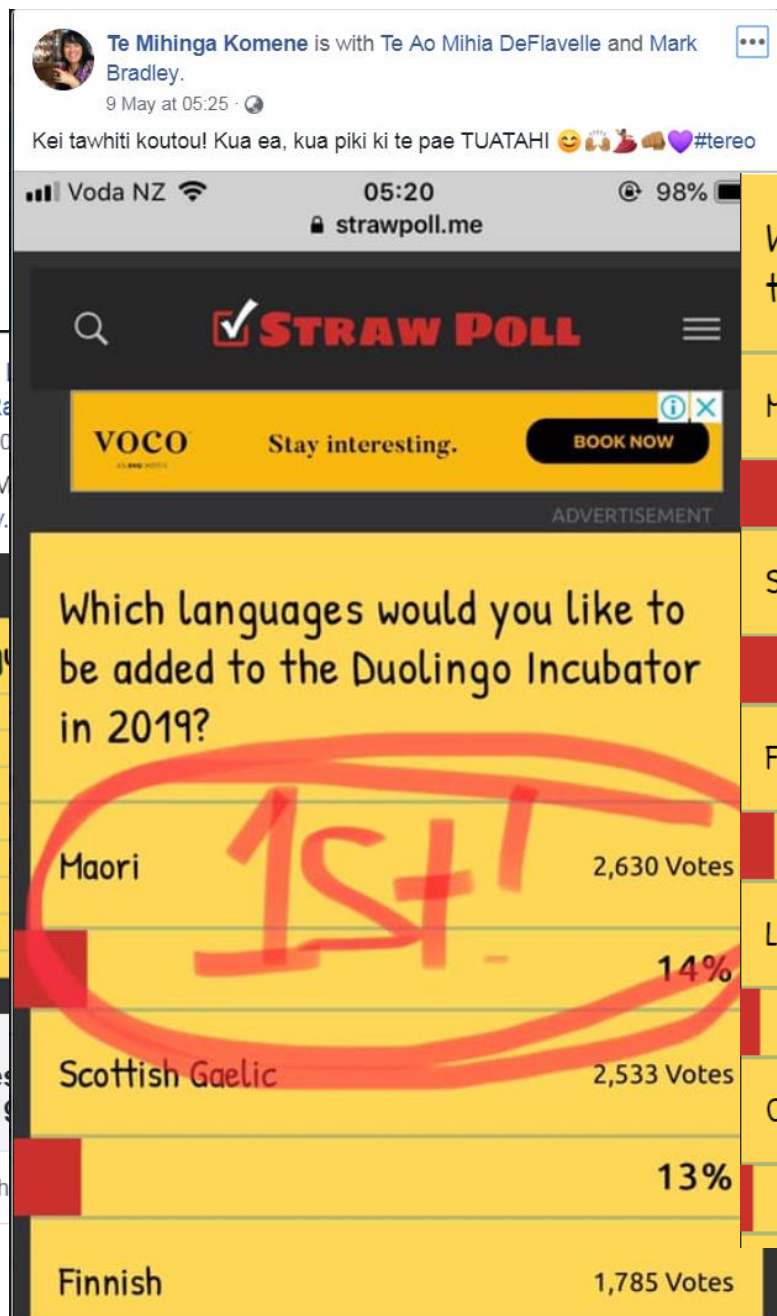
# Twitter



# Language Learning Apps & Websites



# Duolingo Straw Poll



Which languages would you like to be added to the Duolingo Incubator in 2019?		
Maori	4,114 Votes	19%
Scottish Gaelic	2,735 Votes	12%
Finnish	1,862 Votes	8%
Latin	1,366 Votes	6%
Old English	1,090 Votes	5%

# 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?

# Kupu Whakamutunga – final thought

**Ko au te taupā  
kīhai i pūawai i āku moemoeā**

I am the only boundary  
to the fruition of my dreams