The evolution of Social Media: the benefits and implications to Māori culture.

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Māori Society

- Iwi/Hapū/Marae/Whānau/individual
- Large Family and Communities
- Whakapapa/Genealogy
Introduction of the web.

- The web in NZ was not applicable to Māori culture.
- Māori are 50% less likely to own a computer in the Digital divide (2000).
- Impossible to settle cultural disputes
Social Media bridges the digital divide

• Disputes settled quickly

• Culturally appropriate

• Cheaper form of communication

• Now high users of Social Media and mobile technology.
Social Media preferences

- Bebo then FaceBook and YouTube.
- Twitter is not widely used.
Māori a disperse People

- In 1926, 84% of Māori lived in their rural, tribal settlements.
- In 1986, just under 80% of Māori had moved to the cities.
- In 2011, 18% of Māori lived overseas, with the majority in Australia.
Social Media a solution to disperse Māori cultural issues

• Māori can interact with family in Aotearoa/New Zealand from anywhere in the world.

• Tribal interaction is possible

• Māori Language can be learnt and spoken
Virtual Families

• Families create Family groups

• Greater togetherness from anywhere

• No more barriers to going back home

• Greater knowledge of genealogy
Iwi membership dilemmas

• 1992 to the present Iwi have had the dilemma requiring to register members.

• Māori are likely to change their free web mail email, to regularly move and not have a fixed land line.

• GNA returns in the postal mail can reach tens of thousands of dollars per annum.
Iwi on Social Media

• Iwi have adapted to Social Media quicker and more en mass than the web.

• Membership is better informed and more involved.

• Reduced costs.

• Virtual Iwi (new meaning).
Benefits to Iwi

• Better informed tribal members = Greater tribal representation.

• Identity reclaimed

• Less GNA’ reducing budgets by thousands of dollars
Conclusion

• Social Media bridged the digital divide.

• Social Media reunites Māori and their culture

• Offers better non English representation
Thank you for your time.

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