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E-whanaungatanga: The role of social media in Māori political engagement

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Abstract

Social media are used increasingly worldwide to connect people and points of view. This thesis explores the role social media can play in enhancing Māori development via political engagement. It investigates the efficacy of using social media to increase Māori political awareness and participation using the Mana Party Facebook pages as a case study. It also examines the opportunities and implications of social media for indigenous development in general. Themes in the literature on social media and indigenous development include: identity politics; language revitalisation and cultural preservation; activism; knowledge management; networking and collaboration; and business and marketing.

This qualitative study was informed by Kaupapa Māori and empowerment theories. It involves interviews with the Mana Party president, Mana Party Facebook page moderators, and users of the Mana Party Facebook pages. The interviews explored the objectives and outcomes of using social media to raise political awareness of Māori, finding that Mana Party objectives were met to varying degrees. It also found that social media has both positive and negative implications for indigenous development.

Social media aligns with tikanga Māori through Tino Rangatiratanga and whanaungatanga. However, it can conflict with tikanga Māori due to lack of respect, cultural misappropriation, sharing sacred information, subversion of traditional hierarchy and absence of a ‘seen face’. There are thus tensions in the use of social media for political engagement among indigenous peoples. Finally, the thesis offers a framework of how to use social media with indigenous groups that emphasises the positive and mitigates the negative aspects of the platform.

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Ki te tūohu koe, me he maunga teitei

Pursue excellence – should you stumble, let it be to a lofty mountain

Ko Horouta te waka
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Ko Waiapu te awa
Ko Ngāti Porou te iwi
Ko Ngāti Putaanga te hapū
Ko Putaanga te marae
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Glossary of Māori terms

ako	to learn, study, instruct, teach, advise
Aotearoa	North Island. Used as the Māori name for New Zealand
aroha	affection, sympathy, charity, compassion, love, empathy
awhi	to embrace, cherish, sit on eggs, brood, besiege
haka	vigorous dances with actions and rhythmically shouted words
hapū	kinship group, clan, tribe, subtribe
hīkoi	step, march. Has come to refer to protest march
iwi	tribe, nation, people, nationality, race - often refers to a large group of people descended from a common ancestor
kanohi ki te kanohi	face to face, in person, in the flesh
kapa haka	Māori cultural group, Māori performing group
kaumātua	adult, elder, elderly man, elderly woman, old man
kaupapa	topic, policy, plan, scheme, proposal, subject, theme
kawa	marae protocol - customs of the marae and *wharenui*, particularly those related to formal activities such as *pōwhiri*, speeches and *mihimihi*
kete	basket, kit
Kōhanga Reo	Māori language preschool
kōrero	speech, narrative, story, conversation, discourse
Kotahitanga	a movement for self-government and national unity among Māori during the 19th Century
kuia	elderly woman, grandmother, female elder
kūmara	sweet potato
Kura Kaupapa	primary school operating under Māori custom and using Māori as the medium of instruction
Māoritanga	Māori culture
mana	prestige, authority, control, power, influence, status
Mana Motuhake	separate identity, autonomy - *mana* through self-determination and control over one's own destiny
Mana Tāngata	power and status accrued through one's leadership talents, human rights, mana of people
marae	courtyard - the open area in front of the *wharenui*, where formal greetings and discussions take place

mātauranga	education, knowledge, wisdom, understanding, skill
mihimihi	(v) to greet, pay tribute, thank. (n) speech
Ngāi Tahu	Or Kāi Tahu, is the principal tribal group of the South Island
Ngāpuhi	Northland tribal group
Ngāti Porou	tribal group of East Coast area north of Gisborne to Tihirau
Pākehā	New Zealander of European descent
pākeke	be grown up, adult, mature
Papawai	location of Kotahitanga Māori parliament in Wairarapa
pōwhiri	invitation, rituals of encounter, marae welcome ceremony
pūkana	to stare wildly– done when performing haka and waiata to emphasise particular words
rangatahi	younger generation, youth
rohe	boundary, district, region, territory, area, border
Tā	Sir, knight
taiaha	a long weapon of hard wood with one end carved
takatāpui	intimate friend of same gender. Homosexual in modern usage
tā moko	tattooing
Tānenuiarangi	god of forests and of birds
tangata	person, man, human being
tāngata	people, men, persons, human beings
tāngata whenua	local people, hosts, indigenous people of the land
taonga	property, goods, possessions, effects; treasure
taonga tuku iho	heirloom, something handed down
tapu	sacred, prohibited, restricted, set apart, forbidden
tau iwi	European, non-Māori, foreigners, immigrants
tautoko	to support, prop up, verify, advocate
te Ao Māori	the Māori world
teina	younger brother (of a male), younger sister (of a female), junior line
Te Tai Tokerau	Northland, North Auckland
tikanga	correct procedure, custom, code, plan, practice
Tino Rangatiratanga	self-determination, sovereignty, rule, control, power
tīpuna	ancestors, grandparents
titiro	to look at, inspect, examine, observe, survey, view
tohunga	skilled person, chosen expert, priest
tuakana	elder brothers (of a male), elder sisters (of a female), senior branch of the family

Tūhoe	tribal group of the Bay of Plenty
wāhine	(plural) women, females, ladies, wives
waiata	song, chant, psalm
waka	canoe, vehicle, conveyance, spirit medium
whakapapa	genealogy, genealogical table, lineage, descent
whakarongo	to listen, hear, obey
whakataukī	proverb, saying, cryptic saying, aphorism
whakawhanaungatanga	process of establishing relationships, relating well to others
whānau	extended family, family group
whanaungatanga	relationship, kinship, sense of family connection - a relationship through shared experiences and working together which provides people with a sense of belonging
wharenui	meeting house, large house - main building of a marae where guests are accommodated
whenua	country, land, nation, state

Glossary of Information Technology terms

Android	an operating system owned by Google designed primarily for touch screen mobile devices such as smart phones and tablet computers
cyber-terrorism	the use of Internet based attacks in terrorist activities
Denial of Service (DoS)	an attempt to make a machine or network resource unavailable to its intended users
Facebook	an online social networking service
Flickr	a photosharing social network site
Global Positioning Satellite (GPS)	a space-based satellite navigation system that provides location and time information
Geographic Information System (GIS)	a system designed to capture, store, manipulate, analyse, manage, and present all types of geographical data
hacktivism	the use of computers and computer networks to promote political ends
hashtag	a word or a phrase prefixed with the symbol #. A form of metadata tag
Internet Communication Technology (ICT)	is often used as an extended synonym for information technology (IT), but is a more specific term that stresses the role of unified communications
internet meme	an idea, style or action which spreads, often as mimicry, from person to person via the Internet. Often videos or captioned photos
IP	Internet Protocol
internet troll	a person who causes trouble on the Internet by starting arguments or upsetting people
listserv	electronic mailing list software applications
metadata	data about data. For example, purpose, time and date of creation, author, location
mobile application (app)	computer software for useful tasks designed to run on smart phones, tablet computers and other mobile devices
Skype	Voice over Internet Protocol service and instant messaging client
slacktivism	pejorative term that describes support of an issue that is

	perceived as having no practical effect. For example signing an online petition
smart phone	a mobile phone built on a mobile operating system.
short message service (SMS)	a text messaging service component of phone, web, or mobile communication systems
social media	interaction among people in which they create, share, and/or exchange information and ideas in virtual networks
tweet	Twitter text message limited to 140 characters
Twitter	online social networking and micro-blogging service
Voice over Internet Protocol (VoIP)	technologies for the delivery of voice communications and multimedia sessions over Internet Protocol networks, such as the Internet
Web 2.0	web sites that use technology beyond the static pages of earlier Web 1.0 sites
weblog	a discussion or informational site published on the World Wide Web
wiki	a web application which allows people to add, modify, or delete content in a collaboration with others
YouTube	a website on which users can upload, view and share videos