

Kanohi ki te kanohi - a thing of the past? An examination of Māori engagement with social networking sites and its impacts on whanaungatanga, tikanga and tuakiri

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The increase of Māori use of Internet and social networking sites (SNS) has enabled Māori to locally and globally connect with family, friends and communities - all the while impacting on Māori ways of communicating (kanohi ki te kanohi). This research will examine how Māori are engaging with new SNS, such as Facebook, Bebo, Twitter, Google+, in analysing its uses using a cultural lens.

Three inquiries will be made around the dynamics of online whakawhanaungatanga; the ways in which SNS facilitate cultural identity construction; and how tikanga Māori are being transferred in practice from the marae to the Internet. A new area of Māori research, this study intends to provide diverse data and information to iwi, hapū, marae and whānau about how Māori are engaging in SNS and the future of us as a people and a culture in how we connect, practice our tikanga and assert our identity.

The presenter will discuss findings around how SNS technologies play a role in the lives of rangatahi Māori and compare and contrast these with perspectives of various kaumātua Māori with the aim to get people thinking around how new technologies are impacting on Māori as a people.