

DIGITAL **NAVIGATORS**

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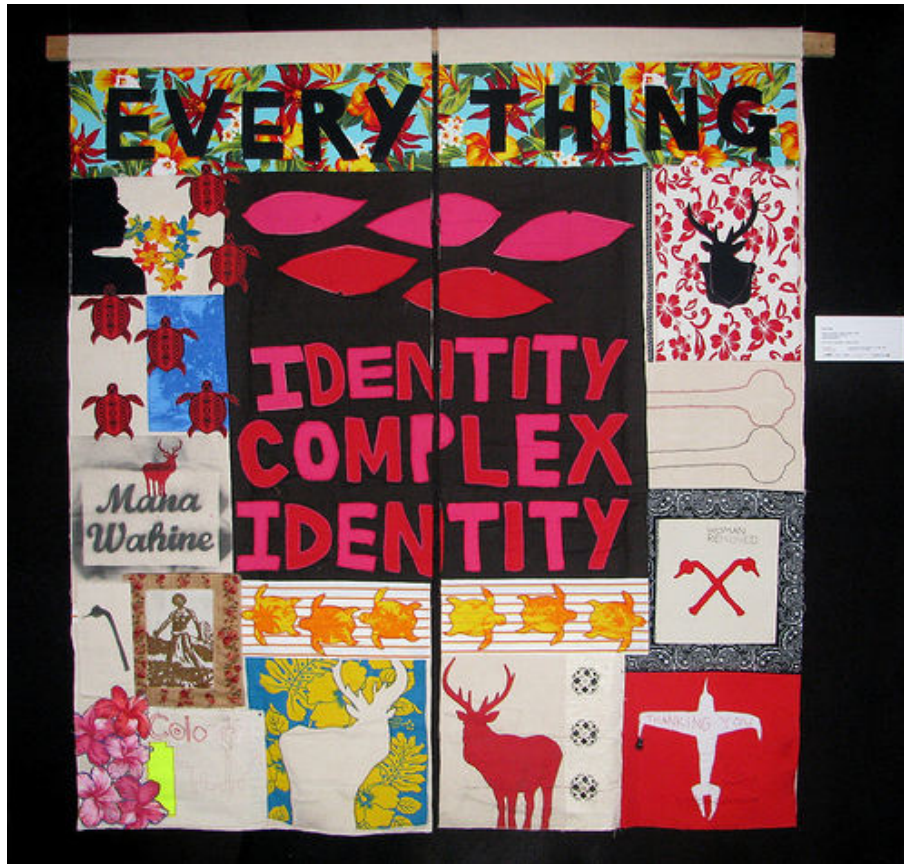
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The Social Networking Project



<http://www.drinkingcultures.info/>

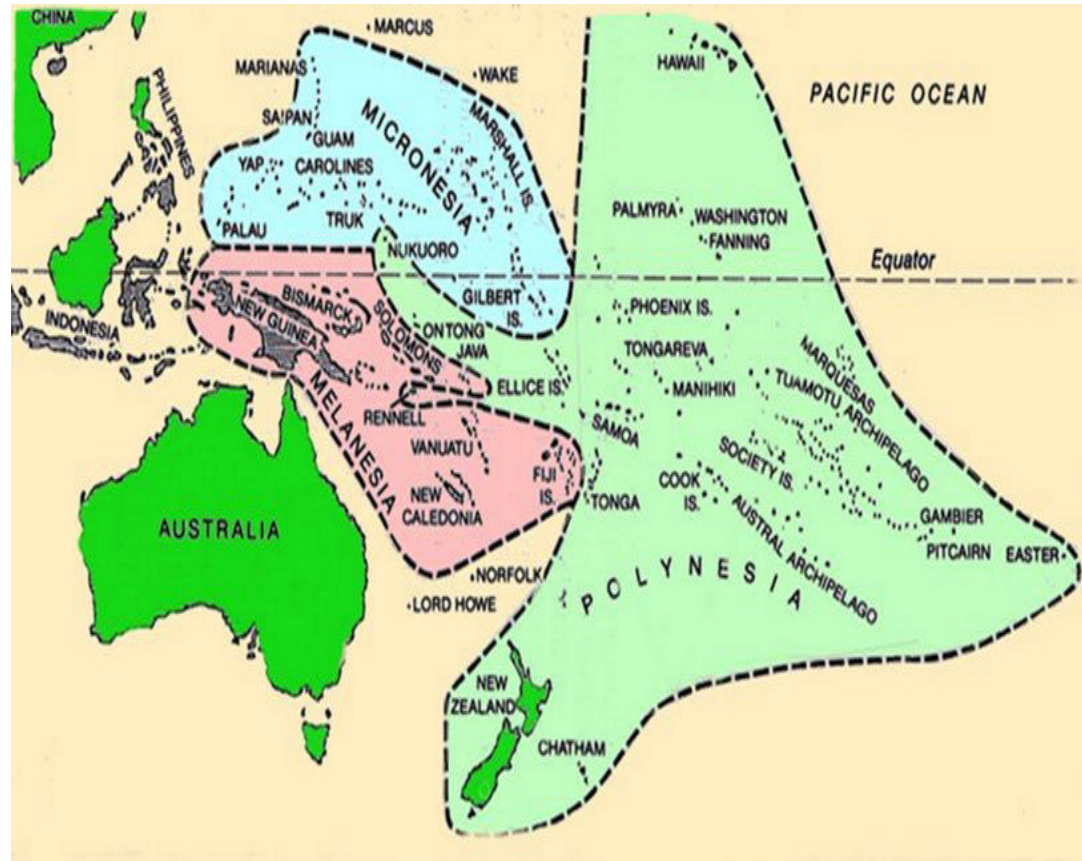
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- How are young Pasifika adults using Facebook?
- - Friendships
- - Families
- - Identities



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DIGITAL NAVIGATORS:

Tivaevae Methodology

- All pieces are valid
- Legacies
- Collaborative

- All individual pieces enhance the whole



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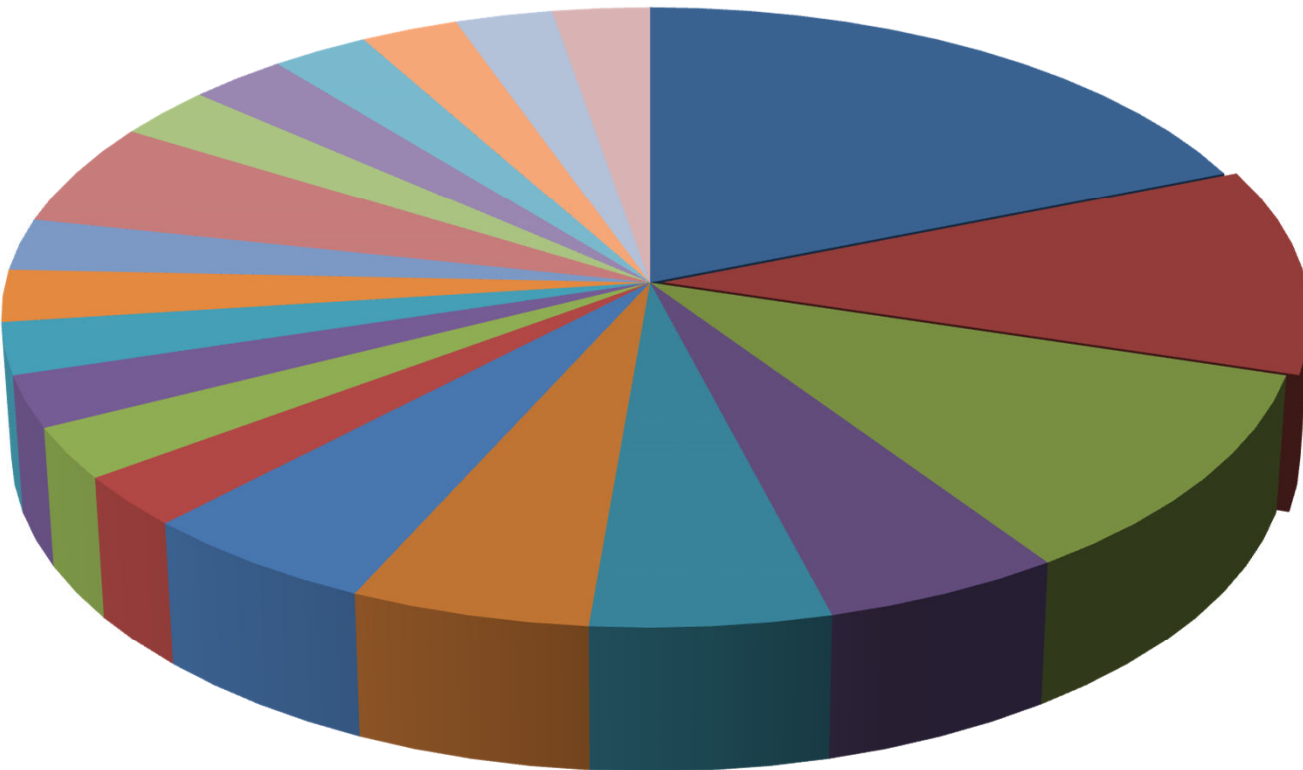
- **Phase 1 Focus Groups – 36 participants in ten groups**

- 16 Male, 17 Female, 3 Fa'afafine/ Akavaine/ Fakaleiti
- Aged 18 (5); 19 (8); 20 (2); 21 (6); 22 (5); 23 (7); 24 (1); 25 (2)
- Video and audio recorded conversations

- **Phase 2 Individual Interviews – 8 participants**

- 5 Female, 3 Male, 1 Fa'afafine
- Aged 19 (2); 20 (1); 21 (1); 22 (2); 24 (1); 25 (1)
- Video and audio recorded conversations and screen capture of online activity

Ethnicity of participants in Digital Navigators Focus Groups



- Samoan (7)
- Tongan (4)
- Niue/ Samoa (4)
- Cook Island (2)
- Samoa/ Maori (2)
- Samoa/ Maori/ Palagi (2)
- Samoa/ English (2)
- Niue/ Palagi (1)
- Niue/ Cook Island (1)
- Niue (1)
- Tonga/ Tokelau (1)
- Tuvalu/ Tokelau (1)
- Cook Island/ Tokelau (1)
- Samoa/ Tonga (1)
- Samoa/ Tuvalu (1)
- Samoa/ Tonga/ Niue (1)
- Tuvalu (1)
- Samoa/ Australian (1)
- Maori (1)
- Palagi (1)
-

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DIGITAL NAVIGATORS: examples of key themes

- The social and cultural control of organised religion

“... sometimes my parents make my siblings and I take out loans to feed the church and it’s like really? You’re doing this to like??? My parents are definitely not scared of suffering for the church...and we will SUFFER! We will live in hell for the church, that’s what our parents will make us do. If we have to. They will make us build a house in hell thank you, made out of stone all for the church. Religion – for me is the biggest for Pacific Islanders”! Focus group 10, Auckland

DIGITAL NAVIGATORS: examples of key themes

- **Family matters!**

“... I don’t care whether someone’s gossiping about me ... It’s just the look that I might give my parents, that I might give them a bad name or might be dishonouring the family.”

Individual interview 6

DIGITAL NAVIGATORS: examples of key themes

- **Dominance of the English language and living in a Western world**

“I think education is one of the ways to definitely keep it alive and churches. I suppose that’s where our cultures, our mother tongue is alive there, but at the same time ... we’re fast becoming a European society, we’re in a European society! I don’t know how long that’s going to last, even now – churches are getting more integrated to English.” Focus Group 6, Tauranga

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- **QUESTIONS?**



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