

Rangatiratanga and online media: understanding how Māori, create, shape, experience and share our worlds.

Tena koutou e nga kai matakitaki

We are carrying out a research project looking at the ways Māori choose, watch and share online Māori media items such as music clips in te reo Māori, dramas and documentaries. We want to understand how, we, as Māori, create, shape, experience and share our virtual worlds.

- Are you Māori and aged 18 years or older?
- Do you regularly access and watch Māori media items e.g., music clips, drama, documentaries, te reo Māori content online including items accessed on social media platforms such as Tik Tok or Facebook?

Your participation will involve talking to a researcher in either a group interview or as an individual. It will take up to 2 hours and will be online or face-to-face.

We will talk to you at a time and place that is convenient for you. There is a \$30 voucher to thank you for your participation.

If this sounds like you, we would love to hear from you. Please contact:

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This project has been reviewed and approved by the Massey University Human Ethics Ohu Matatika 2, Application OM2 23/59. If you have any concerns about the conduct of this research, please contact Associate Professor Fiona Te Momo, Chair, Massey University Human Ethics Ohu Matatika 2, email humanethics2@massey.ac.nz

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