

The report “Attitudes Towards Maori Language” is written on the topic of whether Maori and non-Maori support the Maori language and how it can be emphasised and supported in the future. The report is sourced by the website [www.tpk.govt.nz](http://www.tpk.govt.nz) and includes surveys from the years 2000, 2003 and 2006. To have been a valid participant you must have been a NZ citizen who owned a telephone and generally the only people who would actually have participated must have had strong opinions on the matter at hand. The purpose of the report is to analyse the results of these surveys and to inform the general public (report can be viewed on the website) about the results and what they conclude. ①

1500 people (Maori and non-Maori) were offered participation in the telephone surveys. However not all of these people chose to participate in the surveys – for instance in 2006 the response rate was only 24.3% for Maori and 22.5% for non-Maori, leaving just under half the people non-responsive. It is not stated how many Maori and non-Maori were asked to participate. ⑥  
④

The report does not tell us how the people were chosen to be in the survey. ③

The report is interested in the response rates, given as percentages, to the questions for Maori and non-Maori in New Zealand.

The questions asked were put into three categories: “Attitudinal statements about Maori language”, “Attitudes towards government involvement in Maori language”, “Participation in selected language and culture activities’. The same sets of questions were asked of both Maori and non-Maori participants and with some exceptions, where questions are stated but there is no percentage result next to it in the table, eg in the 3<sup>rd</sup> category of Maori participant results table, there are no results whatsoever for year 2003. There is no indication as to what this means so we must assume that either the question category wasn’t asked or the participants did not answer (less likely). Because there are no results in 2003 the data conclusions about that category are less reliable. ②  
⑤

The same questions being asked of both Maori and non-Maori was in my opinion appropriate because it was not biased towards just Maori or non-Maori views and the conclusions are backed more evidentially because they were asked of the two different ethnicities but gave the same general increases and decreases. The questions in the survey were worded the same throughout all categories – they were worded as statements. These statements were biased towards the positive opinions/answers and the participants needed only to state if they strongly agreed, agreed, or disagree (other). For example one question/statement was “well spoken Maori is a beautiful thing to listen to”. This example shows a positive statement to which participants could agree or disagree. ⑤

The report concludes from the survey that there are increasingly high levels of positive attitudes towards the Maori language of both Maori and non-Maori participants. This general conclusion is in my opinion accurate in reference to survey data provided. The data shows that in 2006 80% of non-Maori and 95% of Maori participants thought well spoken Maori was a beautiful thing to listen to. This is just one example that supports the conclusion stated above. However, when the report states this conclusion it does not say how or why they came to this conclusion. ⑦  
⑧

The report also concludes that both Maori and non-Maori continue to support government involvement in the revitalisation of the Maori language. After analysing the survey data I have come to support this conclusion as both the Maori and non-Maori survey showed that most of the questions in the category “attitudes towards Government involvement in the Maori language” were answered positively. 7

However alongside these accurate conclusions there are some statements which are incorrect to the information given. For instance the report concludes that only 49% (of Maori) had ever learnt the Maori language formally. This statement is not supported by any information whatsoever meaning it is inaccurate. This statement may also have been misunderstood because many Maori learn the language through family rather than formally. 8

Despite some of the errors in concluding statements this report provides generally accurate and appropriate information. The survey questions were appropriate to the topic and purpose of the report and gave valid information. The data was measured appropriately in percentages and the layout of the data (in separate tables for each ethnicity and sorted into three categories) was appropriate and easily read.