



NO VOICE LEFT BEHIND

# Atamai Hangahanga: Engagement in Te Reo Māori

Punahamoa Walker

# Equality



# Equity



# Equity needs more than numbers

For equity, we need to consciously avoid catering to the “average” or “majority” because people need different things to have the same benefit.

## Examples:

- Information about cultural significance is not well described by numbers.
- “Strongly Disagree .... Strongly Agree” questions don’t by themselves help explain the ‘why’
- Some of the best insights we can get are on topics that we didn’t think to ask about.

The best decision making can take into consideration the **qualitative impacts**.

# Our research into online barriers

These are the barriers to effective **online voice of the patient** according to our research at FranklyAI:

1

Digital Divide

2

Survey Fatigue

3

Accessibility / Availability

4

Language and Culture

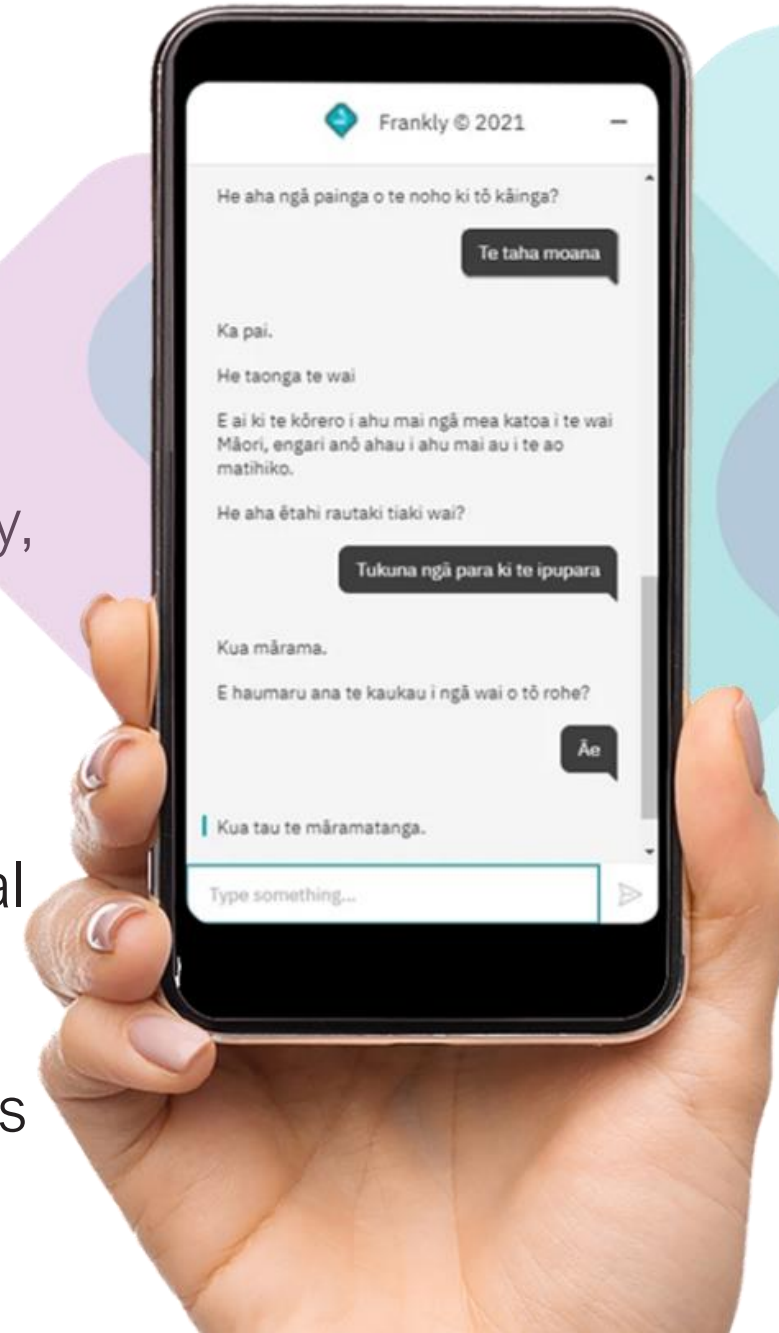
# FranklyAI<sup>®</sup>

A niche product that complements existing online consultation, communications & engagement tools.

Developed in response to the need for better diversity, equity and representation in consultation, capturing rich qualitative insights to support decision making processes.

Addresses the challenges of the digital divide, cultural appropriateness, and survey (online form) fatigue.

Is unique globally in providing an authentic indigenous language conversational interface.



# Live Dashboard Analysis

## Actionable insights now

Respond to your customers and communities concerns and trends as they arise to provide an exceptional service.

## Data driven decisions

Save time by making data-driven decisions on what to focus on, giving you a competitive advantage.

## Empower your data team

Make it easy for your staff to deliver more advanced analyses to help make better business decisions.

## More than just numbers

Understand how your communities are feeling with our emotion and sentiment analysis to give you more in-depth analysis.



# Engagement in Te Reo Māori

Why do we need to engage in te reo Māori?

## No Voice Left Behind

- More genuine understanding of communities
- People can speak more Frankly when speaking in their native tongue
- Language Revitalisation
  - Severe decline of speakers in 1800s-1900s
  - Made an official language in 1987
  - Today only 2-3% of Kiwis can hold a basic conversation in Māori
  - Government aims for 1 million speakers by 2040



# Atamai Hangahanga

Bilingual tool to effectively collect large scale information while adhering to values of te ao Māori.

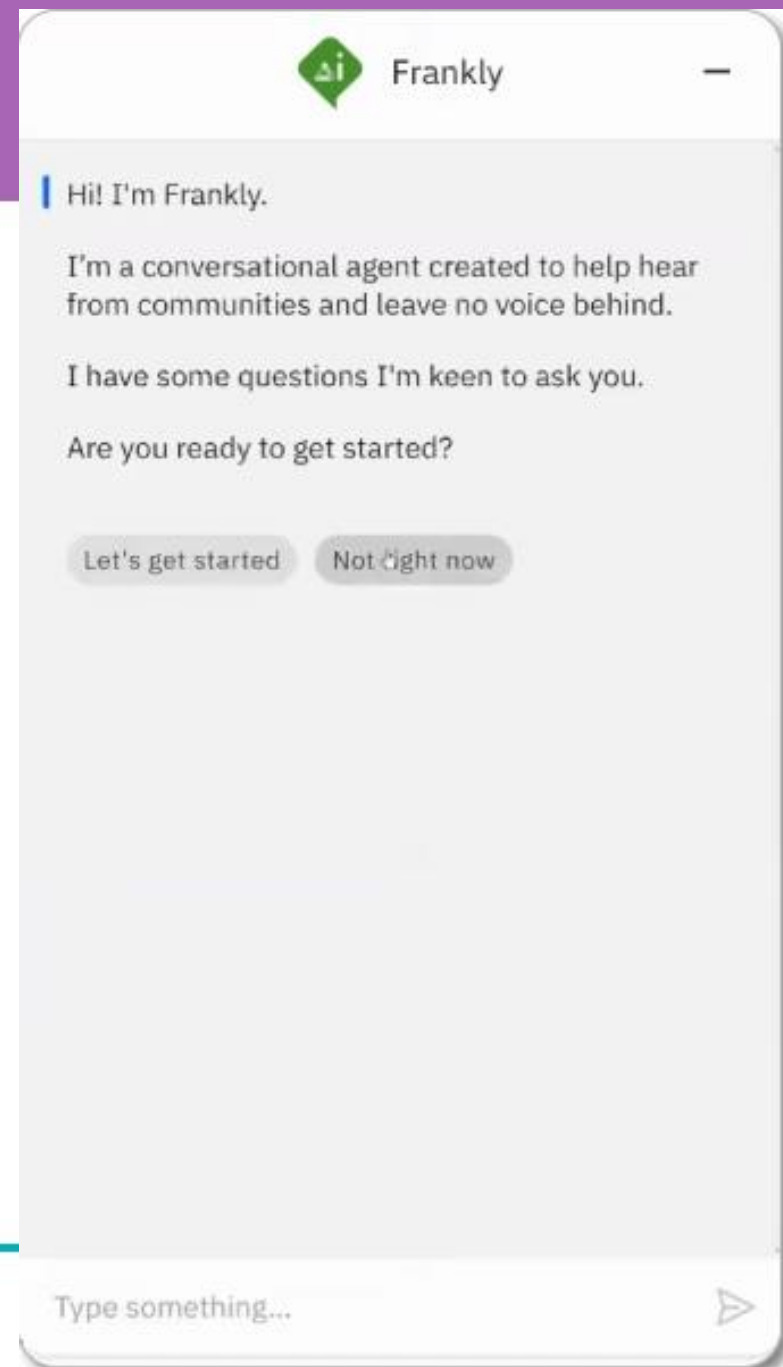
**User-led Conversations:** Recreate the flow of a human conversation

**Free Flowing Bilingual Code Switching:** Important from a language revitalisation standpoint

**Specific Reo and Mīta:** Language is a taonga that each iwi is proud of.

**Registered Kaiwhakamāori:** Ensures the quality of the reo. Not machine translated

Feedback collected in real time and collated in dashboards.





# Te Ao Māori – The Māori World

- Not looking to replace kanohi ki te kanohi – Simply providing tools to help collect feedback
- Whanaungatanga - Kinship
- Houtupu - Authenticity

## Mātauranga (Māori Data) and Māori Data Sovereignty

- Mātauranga has whakapapa
- Data produced by Māori or that are about Māori and the environments that we have relationships with
- Māori data should be subject of Māori governance
- Kaitiakitanga – Concerns over digital colonisation
  - Once control is lost, it is difficult to regain
- Greater care is needed in handling Māori Data

“My data is a living essence, it tells the story genetically about where I’ve come from, who I am – that’s telling a story of me, a story about my whakapapa, right down to my belief.” – Dickie Farrar (Whakatōhea)

# LLMs and the Future

Large Language Models (LLMs), like ChatGPT, massive potential in the future:

- Powerful tool for interfacing with technology
- Language Revitalisation

Limitations:

- Currently, its reo is quite unnatural
- Limited in it's knowledge of Māori Data
- Issues with data sovereignty

Considerations for Frankly:

- Level of control
- Whanaungatanga - Regional specific dialect
- Mana of our kaiwhakamāori



a BigScience initiative

**BL**  **M**

176B params · 59 languages · Open-access

# Demos



frankly  ai

HE RARAUNGA KUPU,  
HE NUI TE KŌRERO

# UoA Student Services Chatbot



Ngā taurira  
**Students**

Ngā kaimahi  
**Staff**

Raukura  
**Alumni**

Rapunga | Search



Ngā akoranga  
**Study**

Rangahau  
**Research**

Te ao ki konei  
**On campus**

Mō mātou  
**About us**

Ngā kaupapa me ngā hui  
**News and events**

Takoha  
**Giving**

... / [Exams and final results](#) / [Before your exams](#) / [Exam timetable](#)

## Exam timetable

Find out how to get your exam timetable, and what to do if you have a problem with an exam time.

### Exam timetable

When your timetable is ready, we'll send an email to your University email address. Exam dates are not official until you have received this email.

Kia ora - Talofa - 你好 🙌

I have great news for you.

I've been trained to speak with you in **Te Reo Māori, Gagana Samoa, and Mandarin.**

If you want to change the language go to the top right of the chat window.

How can I help you today?



UoA Assistant

Māori



Kia ora rā 😊

He pātai rānei āu?

E aha ana te aha i te papa ako

Ngā marautanga whānui

Te hōpara i te papa ako

Āwhina mai i a au ki te uru ki te whare wānanga

Tau kē, e pīrangi ana koe kia mōhio ki te ara e kuhu ai koe ki te whare wānanga.

Ko te mea matua, me tutuki te paerewa Whakaurunga Whare Wānanga (UE). Ko te UE te taumata e tika ai tō kuhunga ki tētahi whare wānanga o Aotearoa.

Kei ahau ētahi atu whakaaro hei āwhina i a koe kia koke, ā, mā ēnei kōwhiringa e whai nei:

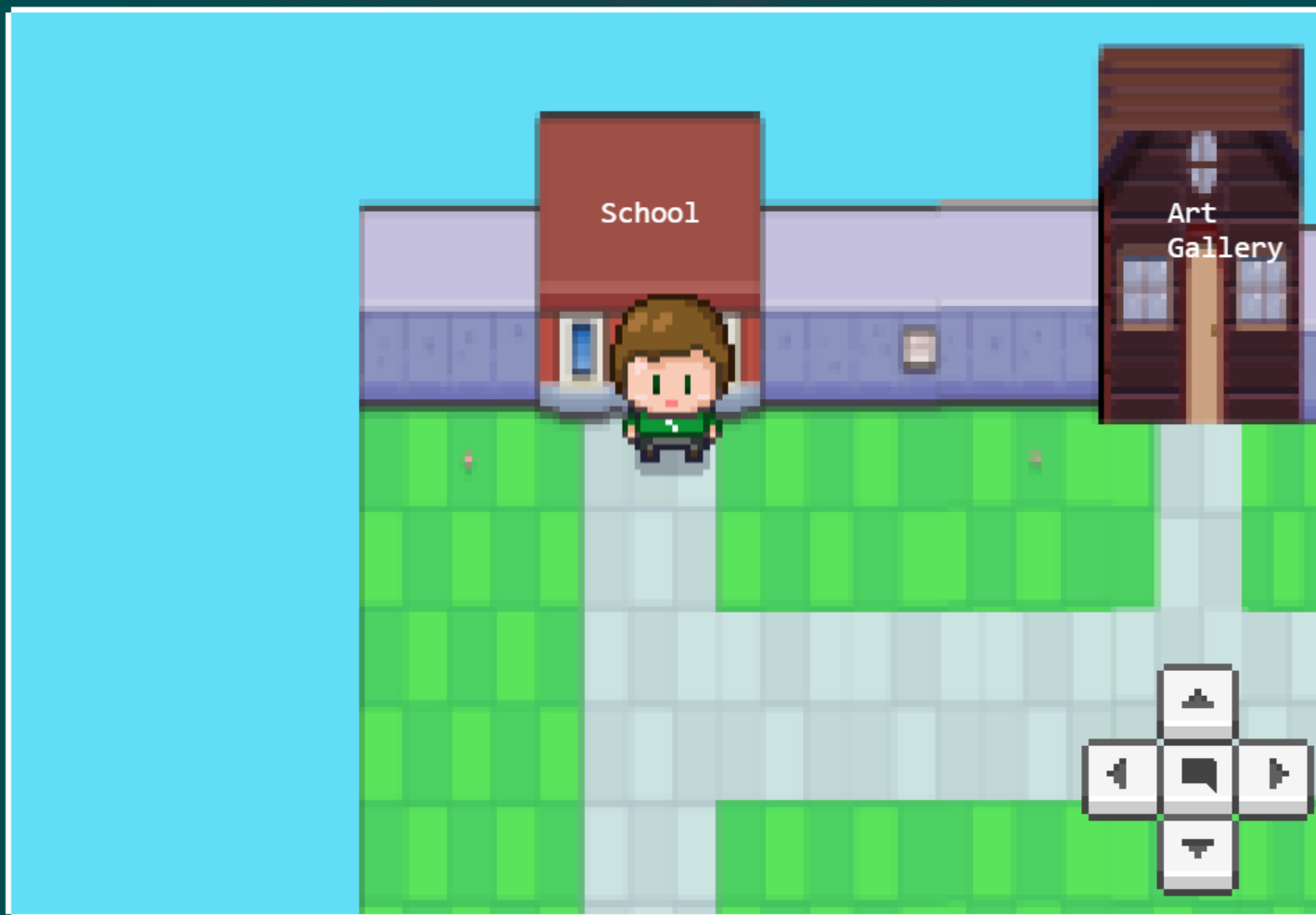
- Me mātua tutuki i a koe ngā herenga e hāngai ana ki te hōtaka e pīrangitia nā, hei taurira, ko te māka whakarārangi. Mā te kōwhiringa ki tēnei e āwhinatia ai koe kia ako i te roanga o ngā pārongo, mēnā e pīrangitia ana.

Patohia mai tō karere ki konei...



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# FRANKLY AI



# “No voice left behind”

Digital engagement is growing, the use of traditional online engagement will increase and amplify inequity.

The future of online engagement is conversational, not online forms.

FranklyAI is bringing new insights to decision making and is focused on how to do this to improve equity in community outcomes.

Information provided by indigenous groups requires appropriate governance, which needs to be built-in to online engagement tools, not added afterwards.

# Let's discuss

## Ngā mihi.

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