Sensitivity: General

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Atamai Hangahanga: Engagement in Te Reo Māori

Punahamoa Walker

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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.

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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**

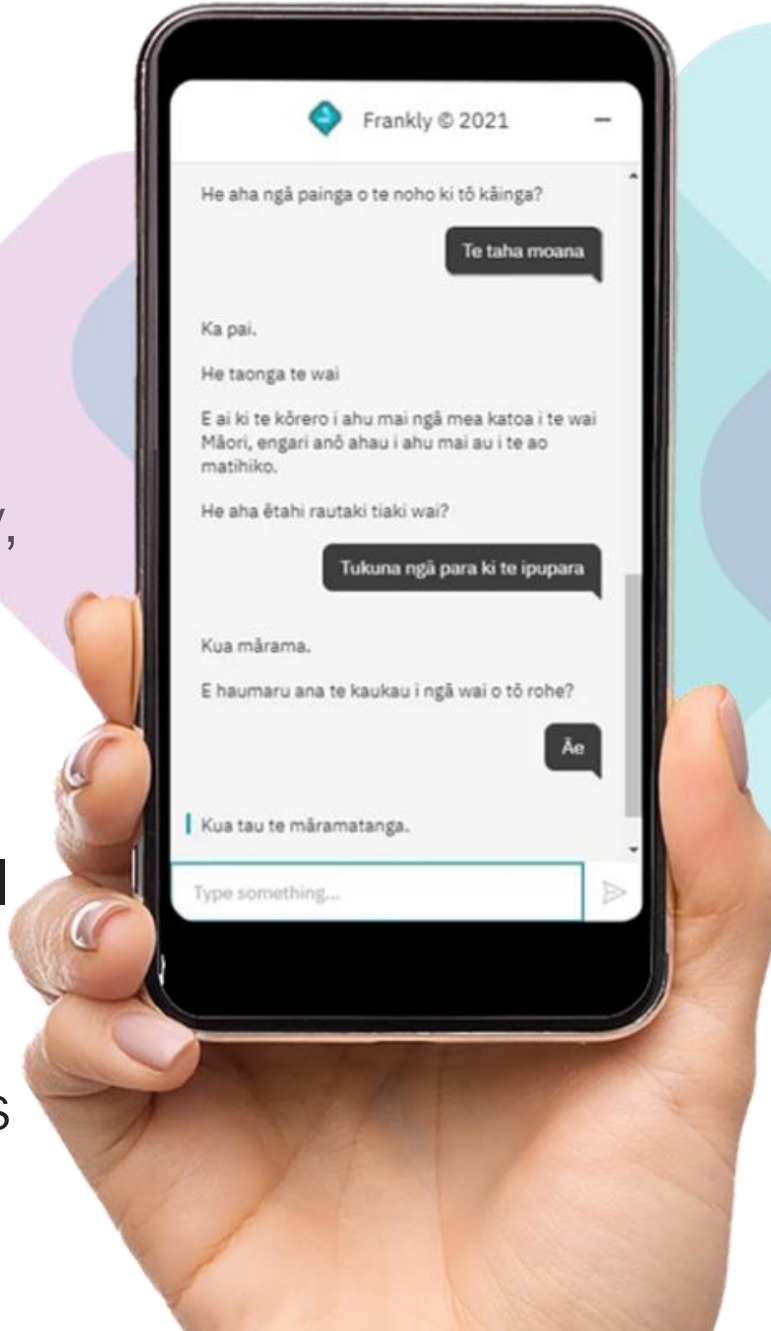
FranklyAI®

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.



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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.

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Engagement in Te Reo Māori

Why do we need to engage in te reo Māori?

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- 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

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Atamai Hangahanga

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

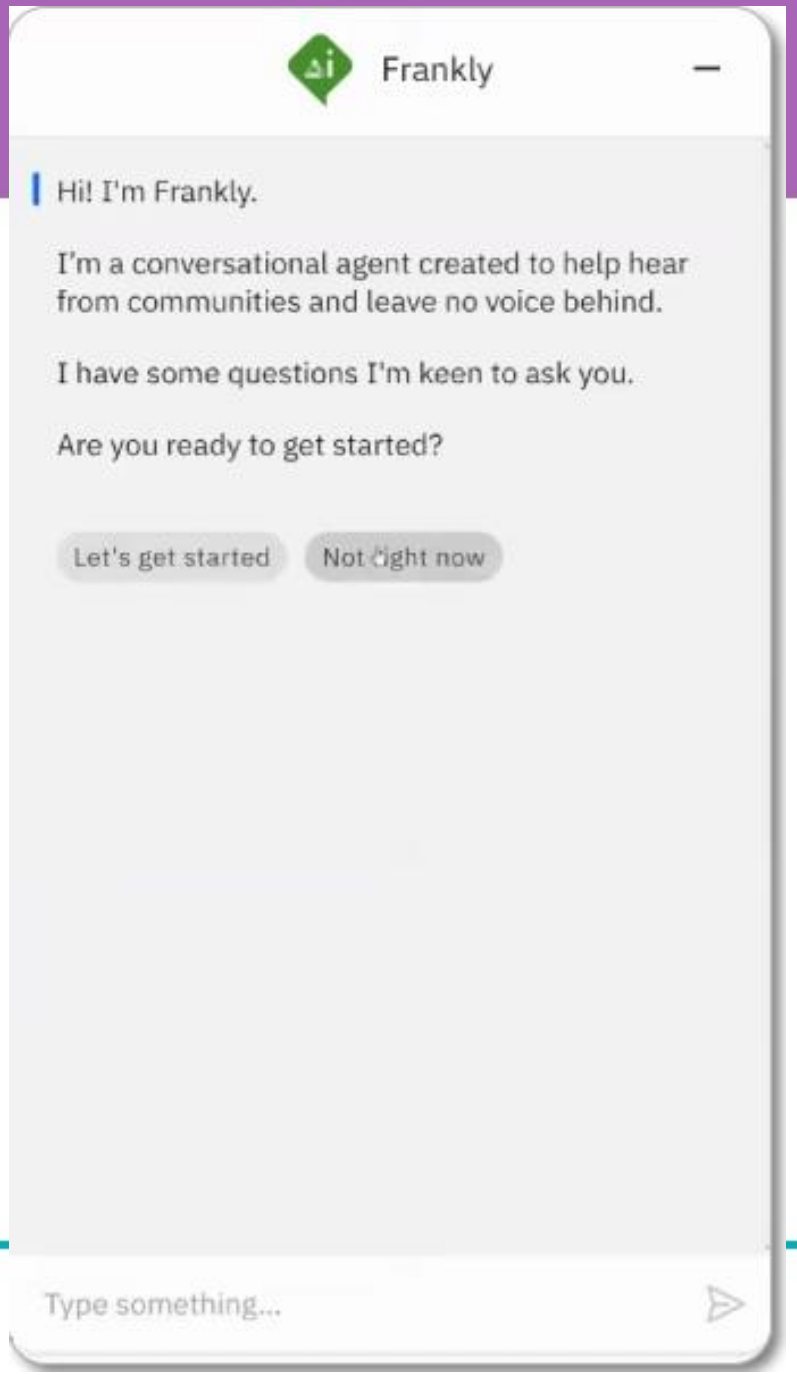
User-led Conversations: Recreate the flow of a human conversation

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.



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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)

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LLMs and the Future

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

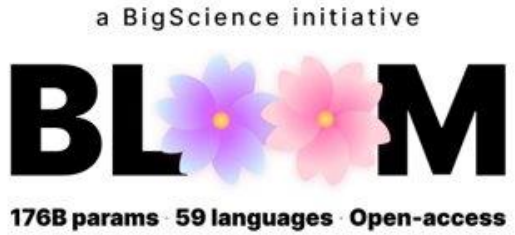
- Powerful tool for interfacing with technology
- Language Revitalisation

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



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Demos

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HE RARAUNGA KUPU,
HE NUI TE KŌRERO

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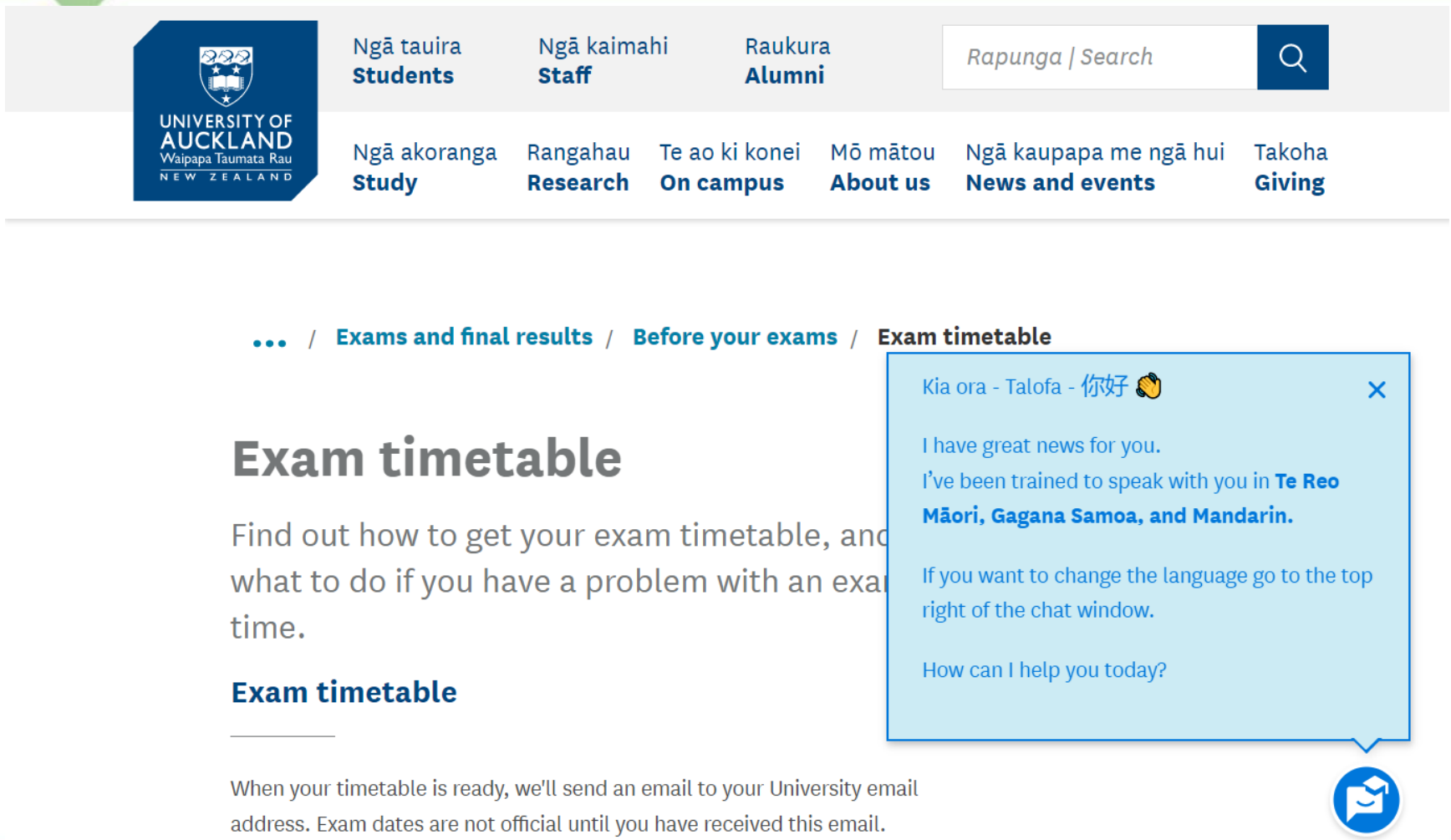
UoA Student Services Chatbot



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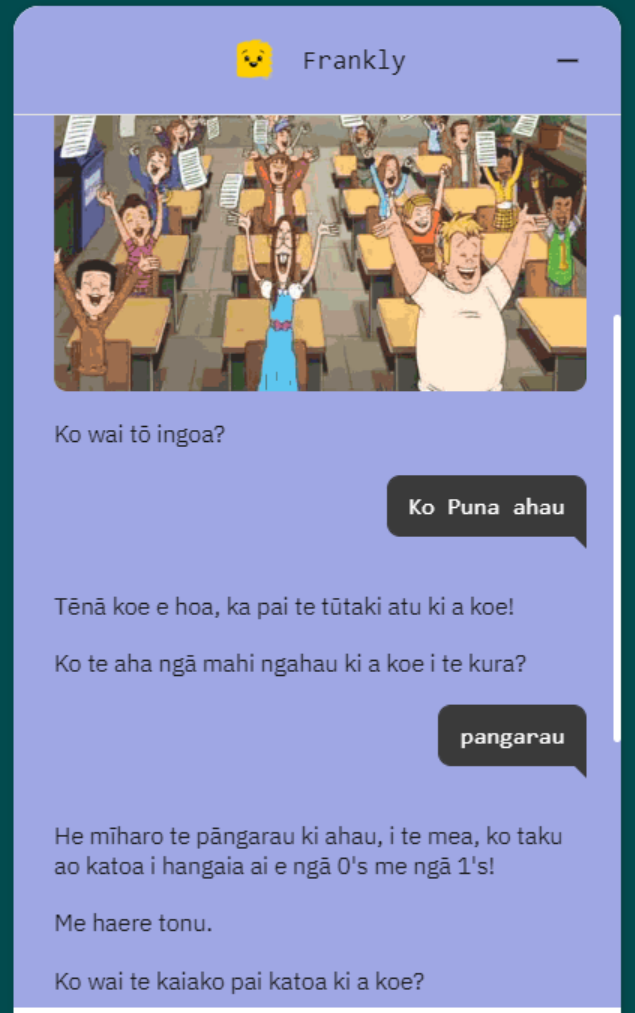

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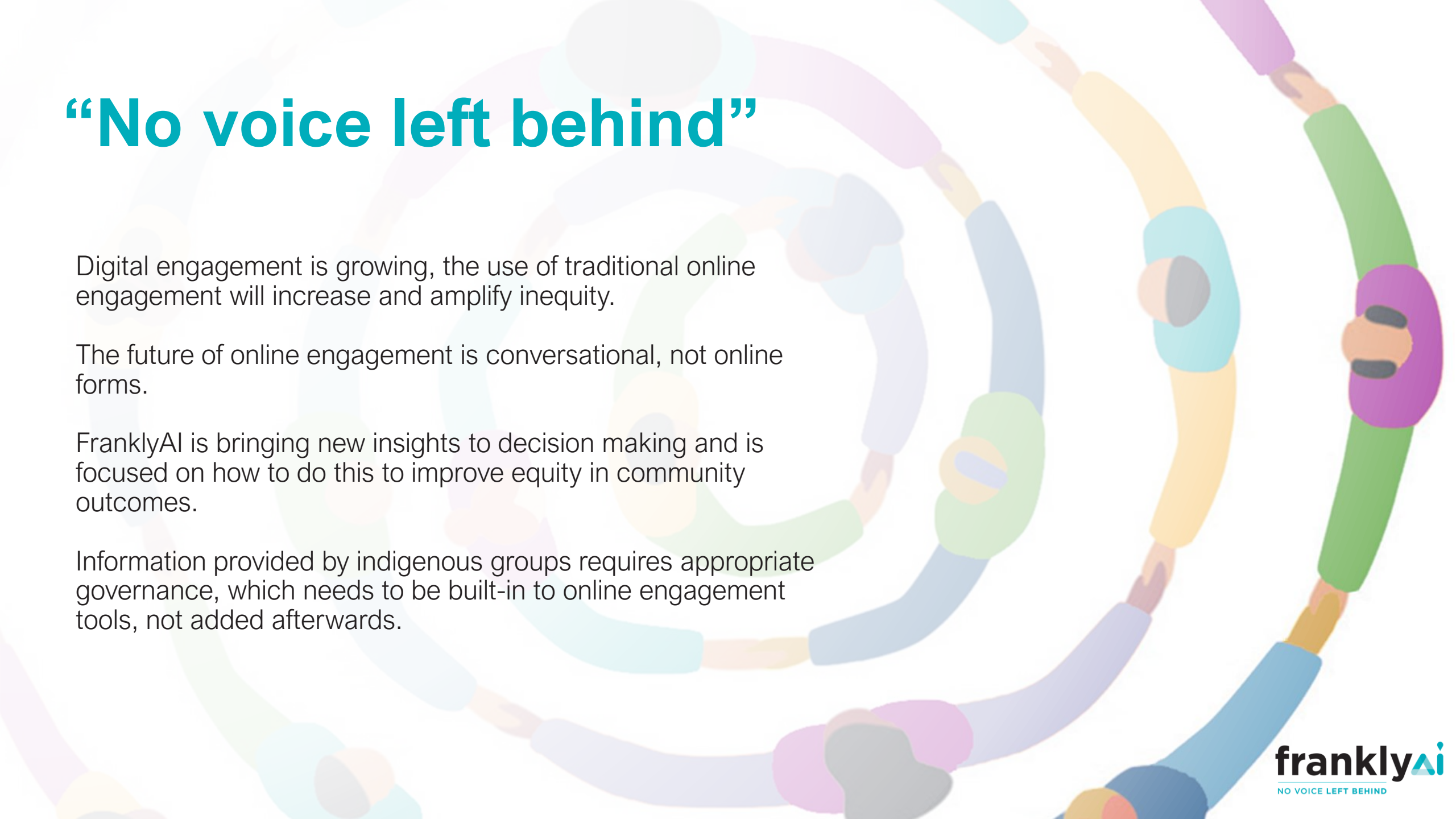
“No voice left behind”

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.



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Let’s discuss

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