

Veracity Technology Spearhead

Enabling end-to-end veracity within value exchange ecosystems

Cultural Veracity

Ernestynne Walsh Nicholson Consulting
Manakore Rickus-Graham Nicholson Consulting
Kirita-Rose Escott Te Herenga Waka



Te Kura Kaupapa Māori o Ngā Mokopuna

He aha te mahi? What did we want to achieve?

This project with Te Kura Kaupapa Māori o Ngā Mokopuna sought to understand how trust in data could be enhanced within a Māori community, through incorporating Māori cultural values and principles within data practices.

Together, we explored an approach to collecting, storing, accessing, and utilising survey data on te reo Māori, specifically understanding existing fluency levels of Te Kura Kaupapa Māori o Ngā Mokopuna to support with strategic planning for te reo revitalisation. We integrated tikanga Māori into all stages of the data lifecycle, ensuring that the processes were tika (reliable, true, correct) and pono (honest, sincere, valid) according to the standards set by Ngā Mokopuna.

Our activities included: intentional focus on whakawhanaungatanga through spending time with whānau members in their chosen environment before undertaking an interview. Ensuring surveys were bilingual and that interviews could be spoken in te reo. Implementing controls when transferring survey data content to Ngā Mokopuna's pātaka raraunga (data storage house). An autoethnographic approach was also used to understand, from a whānau member perspective, what trustworthiness of data meant to them.

He aha ngā hua? Learnings

The following were identified as contributing to trustworthiness in data:

- Fostering genuine relationships with whānau through engagement in community spaces.
- Utilising an intergenerational lens, to ensure we are kept the interests of the community at the centre.
- Applying a kaupapa Māori approach to the mahi.
- Providing whānau control in approving the work.
- Creating an Ohu consisting of whānau members which continued their involvement in the refinement of the survey and the process to running the interviews.
- Using te reo Māori me ōna tikanga in immersion spaces.

We also found that cultural sensitivity and engagement, such as speaking te reo Māori and participating in cultural practices like morning karakia and whānau hui, supported building trust within communities, regardless of one's cultural background.



Te Whakatōhea

He aha te mahi What did we want to achieve?

Whakatōhea, like many iwi, have been impacted by the urban drift of the 20th century with around 90% of their people living outside the rohe and many of these people being disconnected from their Whakatōheatanga.

The Whakatōhea Māori Trust Board is focused on strengthening the identity of the people of Whakatōhea. Activities contributing to the cultural strategy consist of the Whakatōhea digital library, the Whakatōhea waiata app, the taku hiko app and a project to implement traditional knowledge labels which enables users of any kōrero tuku iho to understand the provenance, protocols and permissions associated with these taonga.

The digital projects have been developed in isolation and are at various levels of maturity. This project was the first opportunity to review the different platforms and create a new unified architecture with a set of high-level requirements to ensure the data is tika and pono.

He aha ngā hua? Learnings

Whakatōhea Māori Trust Board articulated trustworthiness in the form of:

- Whakapapa being an important concept to understand the connection that people have to the iwi and to the content.
- Kōrero tuku iho, knowledge of whakapapa and hononga to hapū and whānau determine what data should be collected and what should be made accessible.
- A wharenui that contributes to the oranga of its people. A whare provides shelter for the people and contains rich kōrero. In the same way, digital hubs can be seen as a virtual wharenui that contains kōrero tuku iho. Stories within the wharenui can be shared and celebrated.
- An intergenerational mokopuna lens is important when thinking of the benefits that any digital hubs or content will generate.
- Whakatōheatanga or the Whakatōhea identity was also seen as a key element of a trustworthy systems. one of the reflections was the importance of putting the vision first, then understanding the hononga between past mahi and where the organisation is heading next.
- If work is outsourced then it is important that contractors understand the whakapapa of the mahi and that a hononga is established.