

Accuracy, balance and fairness in Maori news stories

Auckland media research group Kupu Taea analysed 260 Maori news items in newspapers and television news in English in 2004, finding systematic negative depictions of Maori.

This leaflet relates aspects of this coverage to journalistic standards of accuracy, balance and fairness.

A leaflet for media consumers,
journalism and media studies students



ACCURACY

BALANCE

FAIRNESS

Story components

Research results and implications

SOURCES

Ethnicity of sources

Newspapers: Pakeha 45%; Maori 37%; unknown 15%
TV news: Maori 40%; Pakeha 38%, unknown 20%

Gender of sources

Newspapers: Men to women ratio: Pakeha 4:1; Maori 2:1
TV news: Pakeha 3:1; Maori 1:1

Order of sources in story

Newspapers: Pakeha men quoted earlier than Maori on average

Sources who declined to comment

Newspapers: Maori were 20 of the 21 sources who declined to comment in two Treaty settlement stories. Parties in Treaty negotiations are not allowed to comment publicly, but this was not stated.

Belittling comment

Newspapers: Six items. Two opinion pieces likely to be offensive to Maori; four comments by reporters, eg. describing Maori disagreement as "squabbles".

TE REO MAORI

Use of te reo to describe Maori concepts about resources

Newspapers: Kaitiakitanga, rangatiratanga, mana used in five out of 145 items about Maori resources.

Overall usage of te reo Maori

Newspapers: 151 different words and phrases for which there was an English alternative were used multiple times, totalling 825 instances, an average of two an item.
TV news: Seven words of te reo in total; half the items used no Maori words.

>>> Themes

This information is available in more detail in *Media & Te Tiriti o Waitangi 2004* online at <http://www.trc.org.nz/resources/media.htm> or as a 42-page report for \$7 (individuals and non-profit groups) or \$14 from Kupu Taea, PO Box 78338, Tamaki Makaurau/Auckland 1002.

For information on reporting Maori news, see *Kawe Korero* by Michael King at <http://www.journalismtraining.co.nz/bookshop.html>

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