

**Attitudes
Towards
Good Taste and
Decency in
Broadcasting
Among Māori**

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Foreword

E ngā mana, e ngā reo, e ngā karangatanga maha, tēnā koutou.

E whakaatu ana tēnei pūrongo i ngā hua o te rangahau i whakahaeritia i waenganui i te iwi Māori. E whakaatu ana i ngā whakaaro o Ngāi Māori e pā ana ki te pai me te whai whanonga tika o ngā mahi pāpāhotanga – tae noa ki tā te Māori whakaaro mō te reo kanga me te whakaaturanga o te ai me te kore mau kākahu i runga i ngā pouaka whakaata me te reo irirangi.

E ai ki ngā hua i kitea, kāore he tino rerekētanga o tā te Māori whakaaro ki tā te iwi whānui. Tērā pea ka whakahaeritia anō he rangahau e hāngai ana ki te whakatūnga o te hongere pouaka whakaata hou e hangaia matua nei mō ngā kaimātakitaki Māori me te whakapāhotanga i roto i te reo.

Ko tāku, he whakamihi ki te iwi Māori huri noa i Aotearoa, kua hoatu noa i ō rātou whakaaro e pā ana ki te pai me te whai whanonga tika o ngā mahi pāpāhotanga.

Peter Cartwright

MANUKURA

TE MANA WHANONGA KAIPĀHO

Te Whakarāpopototanga o te Pūrongo

- E whakarato ana tēnei pūrongo i ngā kitenga o te rangahau ā-motu, he mea whakahaere ki waenganui i te Māori e pā ana ki ō rātou whakaaro mō te āhua o te pai mō te kore pai rānei o te ngākau atawhai i roto i ngā mahi pāpāho. I whakahaeretia tēnei rangahau i ngā marama o Kohi-tātea me Hui-tanguru 2001, ā, ko te whānuitanga o tana hēnga ko te +/-5.6%. I ōrite ngā pātai o roto i te rangahau nei ki tā te rangahau i whakahaeretia huri noa i te motu ki waenganui i te taupori whānui i te tau 1999, e pātai ana i ngā pātai e pā ana ki te whakaaturanga o te ai me te kore mau kākahu.
- I whakarārangitia e te hunga Māori he rārangi 22 o ngā kupu kanga me te reo piopio, e āhua ōrite ana ki tā te taupori whānui i whakautu i te tau 1999.
- I te nuinga o ngā wā, ko te āhua o ngā whakautu a ngā wāhine, he kaha ake tā rātou kore pīrangi ki ngā kupu kanga me te piopio ki tā ngā tāne whakautu. Ka piki te taumata o ngā mea kore pīrangi ki te āhua nei, mena ka huri te titiro ki ngā whakautu a ngā mea e pakeke ake haere ana. I kitea hoki ēnei tauria i roto i te taupori whānui.
- Ko te waiaro e pā ana ki te whakaaturanga o te ai me te kore mau kākahu i mua i te wehewehenga 8-30 i te pō i runga i ngā pāpāhotanga pouaka whakaata utu, kore utu rānei, i kīia e te nuinga o ngā Māori - kāore i te pai.
- He pai noa iho ki te nuinga o te hunga Māori te whakaaturanga o te kore mau kākahu mena he take hauora, pērā anō hoki ki te mahi kaha kihikihi a te tāne me te wahine. Engari, nō te whakaaturanga mai o te tokorua tāne e kihikihi ana, i āhua wehewehe ngā whakautu a ngā kaiwhakautu Māori. Tata iho i raro ake o te 66 ōrau o te hunga Māori i uru ki tēnei rangahau kaore i whakaae ki te whakaaturanga o te tāne e ai ana i te tāne.
- He ngāwari ake te whakaaro a ngā tāne ki tā ngā wāhine e pā ana ki te reo kino e puta ana. Ka piki haere te taumata kore pīrangi ki ngā whakaaturanga ai me te kore kākahu i runga i ngā mahi pāhōtanga, ki te titiro ki ngā whakautu a ngā kaiwhakautu kua taipakeketia.

Executive Summary

- This report presents the findings of a national survey of Māori on their attitudes towards good taste and decency in broadcasting. The survey was administered during January and February 2001 and had a margin of error of $\pm 5.6\%$. The questionnaire used in the survey contained the same questions on bad language, and the portrayal of sex and nudity, which were used in a national survey of the general population conducted in 1999.
- Māori have ranked a list of 22 swear words and expletives in more or less the same way as the general population had in 1999.
- On the whole, Māori women find the use of swear words and expletives more unacceptable than Māori men. Levels of unacceptability tended to increase with the age of Māori respondents. These patterns were also observed within the general population.
- The portrayal of sex and nudity involving gratuitous sex before the 8:30pm watershed and screening on either free-to-air television or pay television was judged unacceptable by a majority of Māori.
- The portrayal of nudity in a medical context was overwhelmingly accepted, as was a man and a woman passionately kissing. The portrayal of two men kissing drew a divided response of Māori interviewed. The screening of homosexual sex was judged unacceptable by just under two-thirds of Māori participating in the research.
- As with the opinions expressed about inappropriate language, Māori men were more permissive than Māori women. As the respondents got older, so did the levels of unacceptability with respect to the portrayal of sex and nudity in broadcasting.

Introduction

Background

Public concern about broadcasting standards has been predominantly expressed through issues such as screen violence, the portrayal of sex and nudity, and language – more specifically swearing and blasphemy. The Authority has regularly commissioned research to measure public attitudes towards screen violence, sex and nudity, and offensive language. During the period 1990-1998, the research has revealed a quite remarkable degree of stability in public opinion regarding matters relating to broadcasting standards. It would seem that the age and sex of respondents are important predictors of a host of attitudes towards broadcasting standards, particularly screen violence, the portrayal of sex and nudity, and offensive language. Overall, women consistently displayed higher levels of concern about broadcasting content. As the age of the respondents increased, so did levels of perceived offensiveness.

This research report presents the findings of a survey conducted among Māori which set out to measure their attitudes towards good taste and decency in broadcasting. In particular, it discusses the attitudes towards language, and the portrayal of sex and nudity, among Māori. These findings were drawn from data obtained by administering a national survey containing an identical set of questions to those which were part of a previous survey commissioned by the Broadcasting Standards Authority in 1999.

The previous research, reported in *Monitoring Community Attitudes in Changing Mediascapes*¹, was designed as a benchmark study on the basis of which regular community attitude monitors – or trend monitors – were to be commissioned. The present survey of Māori on good taste and decency issues in broadcasting is the first of these trend monitors. The reason for commissioning a survey of Māori was to allow the Authority to obtain more statistically robust data about the attitudes towards broadcasting standards issues among Māori. The national survey of 1000 New Zealanders, reported in *Monitoring Community Attitudes in Changing Mediascapes*, was representative. However, the findings for Māori in that research were, after several demographic breakdowns, less reliable because of the relatively small numbers involved. It was for this reason that the ethnic variable was not reported in *Monitoring Community Attitudes in Changing Mediascapes*.

As research is one of the Authority's statutory functions, it has commissioned public opinion research on a range of matters relating to broadcasting standards. The main purpose of the Authority's research is to understand public opinion which the Authority perceives as being both constant and changing. Through the established tools of public opinion measurement, the Authority is able to learn about trends in community attitudes. This, in turn, provides the Authority with a valuable insight into changing community attitudes when it considers complaints about alleged breaches of the codes of broadcasting practice. The research findings presented in this report will provide the Authority with in-depth information about an important demographic section of the New Zealand population whose attitudes were previously only assumed to exist within the total population.

¹ See Dickinson, G., Hill, M. and Zwaga, W. (2000) *Monitoring Community Attitudes in Changing Mediascapes*, Palmerston North: Dunmore Press.

Methodological justification

This survey among Māori was part of a larger survey in which Māori and Pacific peoples were interviewed on a range of good taste and decency issues in broadcasting. The survey was conducted by Colmar Brunton Research during January and February 2001. The questionnaire was administered face-to-face in the respondents' homes, which were selected using proportional sampling of the Area Units or 'meshblocks' as provided by Statistics New Zealand. In total, 310 Māori and 310 Pacific peoples were interviewed. The maximum margin of error at the 95% confidence level and assuming simple random sampling is $\pm 5.6\%$. Finally, Colmar Brunton Research engaged independent Māori and Pacific researchers to advise on the cultural appropriateness of the questionnaires.

The survey sought to measure which specific concerns respondents had about matters aired on radio and television with respect to bad language, and the portrayal of sex and nudity. Respondents were asked to rate hypothetical scenarios on a 1 to 5 acceptability-unacceptability scale. These hypothetical scenarios were formulated to resemble actual examples of broadcasts that have been before the Authority as either formal or informal complaints.

The contextual elements that were added to the hypothetical examples included such considerations as the time of the broadcast to reflect the 8:30pm watershed currently in use in New Zealand. The Code of Broadcasting Practice for Free-to-Air Television stipulates an 8:30pm watershed, or a time after which programmes classified Adults Only may be shown. Accordingly, the contextual variable as to whether programme content was broadcast *before* or *after* 8:30pm was put to respondents as a factor to consider when they were asked to judge a hypothetical scenario.

Another contextual variable contained in the scenario description was whether the content was gratuitous or not. This was achieved by the qualifications of 'important to the story' and 'not important to the story' as another factor for respondents to consider. Finally, whether the scenario had screened on free-to-air or on pay television was also introduced as a contextual factor for respondents to take into account.

Outline of the report

This first chapter of this report will revisit the findings on bad language, and the portrayal of sex and nudity, as earlier reported in *Monitoring Community Attitudes in Changing Mediascapes*. This will provide a comparative backdrop for the findings reported in chapter two. Chapter two will provide the findings of the attitudes to aspects of good taste and decency in broadcasting among Māori. This report will conclude with some general observations regarding the respective attitudes of Māori *vis-à-vis* the findings found among the general population.

Attitudes Towards Good Taste and Decency Among the General Population

Introduction

This chapter will briefly revisit the findings obtained during a national public opinion survey on broadcasting standards matters commissioned by the Authority in 1999. It will provide a comparative frame of reference for the findings introduced later in this report.

Language

Like the previous research conducted for the Authority, this research presented respondents with a list of swear words, blasphemies and other expletives. The focus group research revealed that certain words had gained currency which were added to the list of words employed in the 1993 research. Interviewees were given the following scenario:

I would like you to imagine each word used in a scene where police have chased, and are arresting, a criminal. The criminal is swearing at the police. The television movie is screened after 8:30pm.

Respondents were subsequently asked to rate 22 words on the following five-point scale: (1) totally acceptable; (2) fairly acceptable; (3) neither; (4) fairly unacceptable; and, (5) totally unacceptable. Table 1 below presents the findings, with the words ranked in order of their respective levels of unacceptability which was achieved by combining 'fairly unacceptable' and 'totally unacceptable'.

From Table 1, we can observe that 'cunt' (79.3%) and 'motherfucker' (77.8%) were perceived as unacceptable by more than three-quarters of the New Zealand population. These two words were considered the most offensive in the Authority's 1993 study referred to above. 'Nigger' (71.5%) was the third most unacceptable word, followed by 'fuck' (69.9%). 'Fuck' was considered the third most offensive word in the 1993 study in which 'nigger' did not feature. This word was added to the 1999 list as it featured quite prominently in the focus group research.

Down the order, but still regarded as unacceptable by more than half of the population, were 'cock' (58.3%) and 'whore' (55.3%). 'Arsehole' (49.2%), 'wanker' (48.4%), and 'prick' (42.8%) followed, but the verdict was less clear cut. 'Jesus Christ' (40.8%) completed the list of words perceived as the 10 most unacceptable. These rankings had not changed markedly from the 1993 study.

While recently having been the focus of media exposure and, subsequently, of some public debate, the word 'bugger' appeared at the bottom of the list with only a small minority (15.8%) objecting to its use. Hence, it is perhaps more appropriate to look at the levels of acceptability as measured by the sum of scores of 'fairly acceptable' and 'totally acceptable'. 'Bugger' was found acceptable by almost three-quarters (73.1%) of people interviewed, as was 'bloody' (73.1%). 'Crap' (66%), 'bollocks' (64.6%), 'bullshit' (59.5%), 'shit' (56.1%), 'balls' (54.1%), 'God' (53.5%) and 'bastard' (53%) were believed to be acceptable by a majority of respondents.

Table 1 Acceptability-unacceptability of bad language in broadcasting among general population

| | 1 % Totally Accept. | 2 % Fairly Accept. | 3 % Neither | 4 % Fairly Unaccept. | 5 % Totally Unaccept. | Mean Score |
|--------------|---------------------------|--------------------------|-------------------|----------------------------|-----------------------------|---------------|
| Cunt | 5.0 | 8.0 | 6.5 | 22.0 | 57.3 | 4.20 |
| Motherfucker | 6.6 | 9.0 | 4.9 | 19.5 | 58.2 | 4.16 |
| Nigger | 5.4 | 12.5 | 9.7 | 21.5 | 50.1 | 3.99 |
| Fuck | 10.2 | 12.0 | 6.9 | 20.1 | 49.8 | 3.88 |
| Cock | 1.7 | 16.4 | 12.7 | 23.7 | 34.6 | 3.53 |
| Whore | 12.8 | 20.9 | 9.9 | 25.5 | 29.8 | 3.39 |
| Arsehole | 17.0 | 23.0 | 10.0 | 21.3 | 27.9 | 3.20 |
| Wanker | 16.4 | 22.3 | 12.0 | 23.2 | 25.2 | 3.19 |
| Prick | 17.2 | 26.3 | 13.3 | 21.8 | 21.0 | 3.03 |
| Jesus Christ | 23.7 | 23.4 | 11.6 | 11.1 | 29.7 | 3.00 |
| Bitch | 18.5 | 29.0 | 10.3 | 22.2 | 19.3 | 2.95 |
| Dick | 19.9 | 26.7 | 12.7 | 19.7 | 20.4 | 2.94 |
| Piss | 20.5 | 27.9 | 13.2 | 20.9 | 17.4 | 2.87 |
| Bastard | 22.9 | 30.1 | 10.8 | 16.7 | 19.1 | 2.79 |
| God | 28.0 | 25.5 | 11.9 | 10.7 | 23.4 | 2.76 |
| Balls | 23.1 | 31.0 | 12.9 | 17.3 | 15.4 | 2.71 |
| Shit | 24.4 | 31.7 | 12.3 | 16.2 | 14.9 | 2.65 |
| Bullshit | 26.0 | 33.5 | 12.6 | 13.3 | 14.2 | 2.56 |
| Crap | 30.0 | 36.0 | 10.6 | 13.0 | 9.7 | 2.36 |
| Bollocks | 31.9 | 32.7 | 15.0 | 10.0 | 9.6 | 2.32 |
| Bloody | 35.7 | 37.4 | 9.4 | 9.5 | .7 | 2.16 |
| Bugger | 37.2 | 35.9 | 10.7 | 8.5 | 7.3 | 2.12 |

(Base: All respondents=1,000) - Percentages do not add up to 100.0 because of a small 'Don't know' response

Looking at the demographic variables, the following patterns emerge. Gender and age are significant since men tend to be more tolerant of 'bad language' than women, and the levels of unacceptability tend to increase with age. However, it needs to be pointed out that, while the differences between age and gender are quite striking, the ranking of the individual words generally followed the trends observed in the total population. In other words, there existed a broad consensus about the ranking of language judged acceptable and unacceptable.

The portrayal of sex and nudity

The research also surveyed respondents on matters relating to the portrayal of sex and nudity in broadcasting. Respondents were asked to rate scenarios on a five-point acceptability-unacceptability scale.

The following patterns can be observed. Generally speaking, it would appear that respondents judged content involving the portrayal of sex and nudity in terms of the time of the broadcast. In this light, the portrayal of sex and nudity was considered more acceptable after the 8:30pm watershed. Furthermore, the gratuitous portrayal of

sex and nudity was more likely to be rejected than when it was considered as being important to the story line. Gratuitous sex screening before 8:30pm was emphatically rejected: 82% judged it as being unacceptable, with 51% stating that it is 'totally unacceptable'.

The invitation of a DJ on a daytime radio phone-in competition asking callers to think of as many slang words to describe the sexual act was considered to be unacceptable by three-quarters (75%) of the population, with just under half of the sample (47%) believing it to be 'totally unacceptable'.

At the other end of the spectrum, nudity in television medical programmes was overwhelmingly accepted (79%), as was the portrayal of a man and woman 'passionately kissing' (78%). The portrayal of homosexuality encountered some reservations. Scenarios depicting homosexual sexual activity saw half of the respondents (51%) objecting where they had been rather more permissive of a similar scenario involving a heterosexual couple (78%).

People were more divided on the portrayal of 'innocent nudity' comprising the depiction of teenage boys taking off their clothes and swimming naked. Thirty-nine percent found it acceptable, whereas 44% believed it to be unacceptable. The portrayal of nudity in the form of topless strippers as part of a news item screened during the early evening television news was judged unacceptable by 53%.

Finally, respondents were also asked about their opinions about the portrayal of sex and nudity on pay television. Respondents were divided as to whether pay television should be able to show sexual activity in which one could 'see everything' after the 8:30pm watershed.

Forty-two per cent believed it to be acceptable, and 45% thought it was unacceptable. However, with respect to the portrayal of sexual activity of a less explicit nature shown before the 8:30pm watershed, a majority of 56% felt that was unacceptable with 30% stating that they found it acceptable.

Levels of unacceptability increased the age of the respondent increased. Gender appeared to be another defining variable. Women consistently had more difficulty with the portrayal of nudity and sexual activity than men. People with responsibility for young children did not markedly differ in their responses from the general population. Subscribers to pay television were more tolerant towards the portrayal of sex and nudity on television, a finding that can be partly explained by the younger age profiles of pay television subscribers. As with the findings on language, there appeared to be a broad consensus about what people find acceptable or unacceptable in the portrayal of sex and nudity in the New Zealand broadcast media.

Table 2 Acceptability-unacceptability of the portrayal of sex and nudity in broadcasting among general population

| The portrayal of sex and nudity | Acceptable-Unacceptable | | | | | Total % Acceptable | Total % Unacceptable | Mean Score |
|---|-------------------------|--------|--------|--------|--------|-----------------------|-------------------------|------------|
| | 1 % | 2 % | 3 % | 4 % | 5 % | | | |
| 1. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is not really important to the story. The programme is shown before 8:30pm. | 2.7 | 7.4 | 7.5 | 31.3 | 51.0 | 10.1 | 82.3 | 4.21 |
| 2. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is not really important to the story. The programme is shown after 8:30pm. | 8.7 | 30.1 | 14.4 | 23.8 | 22.9 | 38.8 | 46.7 | 3.22 |
| 3. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown after 8:30pm. | 19.4 | 39.4 | 12.0 | 13.0 | 16.2 | 58.8 | 29.1 | 2.67 |
| 4. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown before 8:30pm. | 4.7 | 14.4 | 13.5 | 31.1 | 36.1 | 19.2 | 67.2 | 3.79 |
| 5. A scene in a television movie a man and woman are having sexual intercourse. They are under the covers. You feel the scene is important to the story. The programme is shown before 8:30pm. | 9.1 | 27.4 | 14.8 | 22.6 | 26.0 | 36.5 | 48.6 | 3.29 |
| 6. A scene in a television movie showing a man and woman passionately kissing. You feel the scene is important to the story. The programme is shown after 8:30pm. | 38.0 | 39.5 | 7.4 | 9.3 | 5.7 | 77.5 | 15.0 | 2.05 |
| 7. A scene in a television movie showing two men passionately kissing. You feel the scene is important to the story. The programme is shown after 8:30pm. | 20.9 | 28.9 | 10.3 | 13.9 | 26.0 | 49.7 | 39.8 | 2.95 |
| 8. A scene in a television movie showing two men in bed having sex. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown after 8:30pm. | 13.7 | 21.9 | 13.2 | 16.1 | 34.9 | 35.6 | 50.9 | 3.37 |
| 9. A scene in a television drama showing teenage boys taking off their clothes and swimming naked. The programme is shown before 8:30pm. | 8.0 | 30.7 | 17.0 | 24.4 | 19.7 | 38.7 | 44.0 | 3.17 |
| 10. A medical programme about the human body showing both males and females naked. | 40.9 | 37.6 | 8.9 | 7.1 | 5.4 | 78.5 | 12.5 | 1.98 |
| 11. An item in a television news programme about corruption in the sex industry includes night-club scenes showing top-less female strippers performing. The item is on the early evening news. | 7.0 | 24.7 | 14.9 | 28.9 | 24.3 | 31.7 | 53.1 | 3.39 |
| 12. A DJ on a daytime radio show holds a phone-in competition asking callers to think of as many slang words as they can which describe the act of sexual intercourse. | 3.8 | 9.7 | 10.8 | 28.1 | 47.2 | 13.5 | 75.3 | 4.06 |
| 13. A scene in a movie on Pay TV showing a man and a woman in bed having sexual intercourse. You can see everything. You feel the scene is important to the story. The programme is shown after 8:30pm. | 14.0 | 27.8 | 11.6 | 16.4 | 27.8 | 41.8 | 44.8 | 3.17 |
| 14. A scene in a movie on Pay TV showing a man and a woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown before 8:30pm. | 7.6 | 21.9 | 11.6 | 23.6 | 33.0 | 29.5 | 56.6 | 3.54 |

(Base: All respondents=1,000) - Percentages do not add up to 100.0 because of a variable 'Don't know' response

Conclusion

From the above summary of the findings, it could be concluded that New Zealanders subscribed to broad consensus concerning attitudes towards bad language, and the portrayal of sex and nudity. Concerns with offensive language had not notably changed since 1993 when the Authority first polled New Zealanders on such matters.

Regarding the portrayal of sex and nudity, *Monitoring Community Attitudes in Changing Mediascapes* also revealed that New Zealanders left little room for ambiguity where the gratuitous portrayal of sex and nudity was concerned. Similarly, the screening of such material before the 8:30pm watershed was considered by many as unacceptable.

While on the whole a broad consensus could be discerned, gender and age emerged as the principal variables of difference. Women displayed higher levels of unacceptability where bad language, and the portrayal of sex and nudity, were concerned, and as the age of the respondents increased, so did the rates of disapproval.

The next chapter will introduce the findings of attitudes towards good taste and decency in broadcasting among Māori. In doing so, it will also look at the age and gender variables.

Attitudes Towards Good Taste and Decency In Broadcasting Among Māori

Introduction

This chapter introduces the findings regarding the perceptions and attitudes of Māori towards good taste and decency in broadcasting in a national survey conducted in January and February 2001. In doing so, it will start by presenting the results about language and will then present the responses with respect to the portrayal of sex and nudity. In each case, the discussion will include a breakdown of the findings by age and gender.

Language

As was the case with the *Monitoring Community Attitudes in Changing Mediascapes* research, interviewees were given the following scenario:

I would like you to imagine each word used in a scene where police have chased, and are arresting, a criminal. The criminal is swearing at the police. The television movie is screened after 8:30pm.

Respondents were subsequently asked to rate 22 words on the following five-point scale: (1) totally acceptable; (2) fairly acceptable; (3) neither; (4) fairly unacceptable; and, (5) totally unacceptable. Table 3 and Figure 1 below present the findings. For comparative purposes, the original ranking of the words in the *Monitoring Community Attitudes in Changing Mediascapes* research has been maintained in Table 3 (also see Table 1 in chapter one). The percentages referred to below in the text combine 'fairly unacceptable' and 'totally unacceptable' in the case of overall unacceptability levels, or 'fairly acceptable' and 'totally acceptable' in the case of overall acceptability levels.

Figure 1 Acceptability of language - Māori - total sample

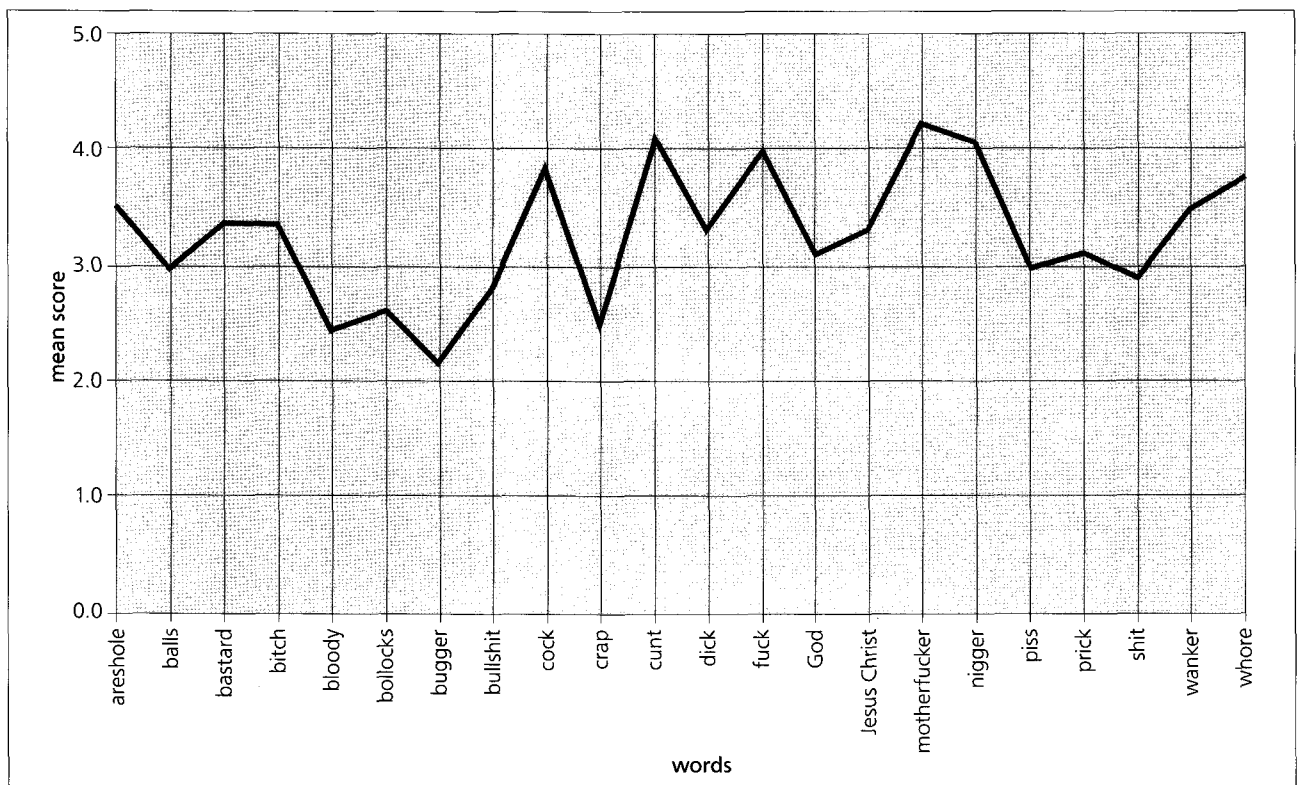


Table 3 Acceptability-unacceptability of bad language in broadcasting among Māori

| | 1 % Totally Accept. | 2 % Fairly Accept. | 3 % Neither | 4 % Fairly Unaccept. | 5 % Totally Unaccept. | Mean Score |
|--------------|---------------------------|--------------------------|-------------------|----------------------------|-----------------------------|---------------|
| Cunt | 4.9 | 11.5 | 8.5 | 16.1 | 57.7 | 4.12 |
| Motherfucker | 6.5 | 6.9 | 6.4 | 15.5 | 63.8 | 4.24 |
| Nigger | 5.6 | 10.9 | 10.9 | 16.5 | 55.8 | 4.06 |
| Fuck | 8.2 | 11.4 | 7.9 | 16.4 | 55.2 | 4.00 |
| Cock | 7.9 | 13.7 | 10.1 | 21.3 | 46.2 | 3.85 |
| Whore | 7.1 | 14.9 | 13.8 | 23.3 | 40.2 | 3.75 |
| Arsehole | 11.2 | 18.7 | 11.3 | 24.9 | 33.5 | 3.51 |
| Wanker | 12.0 | 17.8 | 12.6 | 22.7 | 33.5 | 3.49 |
| Prick | 15.7 | 24.0 | 18.1 | 17.2 | 24.5 | 3.11 |
| Jesus Christ | 16.6 | 20.2 | 15.6 | 7.5 | 39.0 | 3.32 |
| Bitch | 11.7 | 22.2 | 14.0 | 20.8 | 31.0 | 3.37 |
| Dick | 13.9 | 20.3 | 15.6 | 19.5 | 30.2 | 3.32 |
| Piss | 16.3 | 28.9 | 16.1 | 17.5 | 20.8 | 2.98 |
| Bastard | 12.6 | 23.0 | 12.1 | 19.2 | 32.6 | 3.32 |
| God | 22.7 | 21.2 | 13.4 | 6.6 | 35.4 | 3.11 |
| Balls | 15.6 | 32.0 | 16.2 | 13.3 | 23.0 | 2.96 |
| Shit | 15.2 | 34.6 | 15.7 | 15.3 | 19.2 | 2.89 |
| Bullshit | 17.0 | 35.7 | 12.1 | 16.8 | 18.1 | 2.83 |
| Crap | 22.1 | 40.4 | 13.7 | 11.2 | 11.9 | 2.50 |
| Bollocks | 23.8 | 33.8 | 12.5 | 9.3 | 17.3 | 2.61 |
| Bloody | 26.9 | 37.1 | 12.9 | 11.2 | 11.8 | 2.44 |
| Bugger | 32.7 | 41.8 | 10.9 | 6.4 | 8.2 | 2.16 |

(Base: All respondents=310) - Percentages do not add up to 100.0 because of a variable 'Don't know' response

Before discussing the findings, it needs to be made clear that the survey asked Māori their reaction to English language words. In doing so, it must be understood that the findings do not represent a definitive statement of Māori attitudes towards language issues in broadcasting.

Table 3 reports that 79.3% of Māori surveyed judge 'motherfucker' as the most unacceptable expletive. This is followed in turn by 'cunt' (73.8%), 'nigger' (72.3%) and 'fuck' (71.6%).

The next words are down the order, but are still found objectionable by a sizeable majority of Māori interviewed: 'cock' (69.3%), 'whore' (63.5%), 'arsehole' (58.4%), and 'wanker' (56.2%).

'Bitch' (51.8%), 'bastard' (51.8%), 'dick' (49.7%), and 'Jesus Christ' (46.5%) drew a divided response, as did 'God' (42.0%), 'prick' (41.7%), 'piss' (38.3%), 'balls' (36.3%) and 'shit' (34.5%). The latter five words drew neither majority disapproval or approval scores.

Finally, the following words were on the whole found acceptable. Accordingly, it is perhaps more appropriate to look at the levels of acceptability as measured by the sum of scores of 'fairly acceptable' and 'totally acceptable'. In this vein, 'bullshit' was found acceptable by a small majority (52.7%) of Māori interviewed, as was 'bollocks' (57.6%). By contrast, 'crap' (62.5%), 'bloody' (64%), and 'bugger' (74.5%) scored significantly higher acceptability rates. The latter three words were also perceived as being unproblematic in the *Monitoring Community Attitudes in Changing Mediascapes* research. It can be concluded that the responses obtained from Māori in this survey closely follow the general patterns observed in the 1999 survey of the New Zealand population as a whole.

In terms of the analysis of the demographic variables of gender and age groups, the following patterns can be observed (see Figures 2 and 3). For Māori, as with the general population, gender and age are significant as men were found to be more tolerant of 'bad language' than women, and the levels of unacceptability tended to increase with age.

However, the findings do suggest that the gender difference among Māori is less pronounced compared to the total New Zealand population, but that the differences between the youngest age group (18-24 year-olds) and the older age groups (65 years and older) are more strongly articulated than compared with the general population.

Figure 2 Acceptability of language - Māori - gender

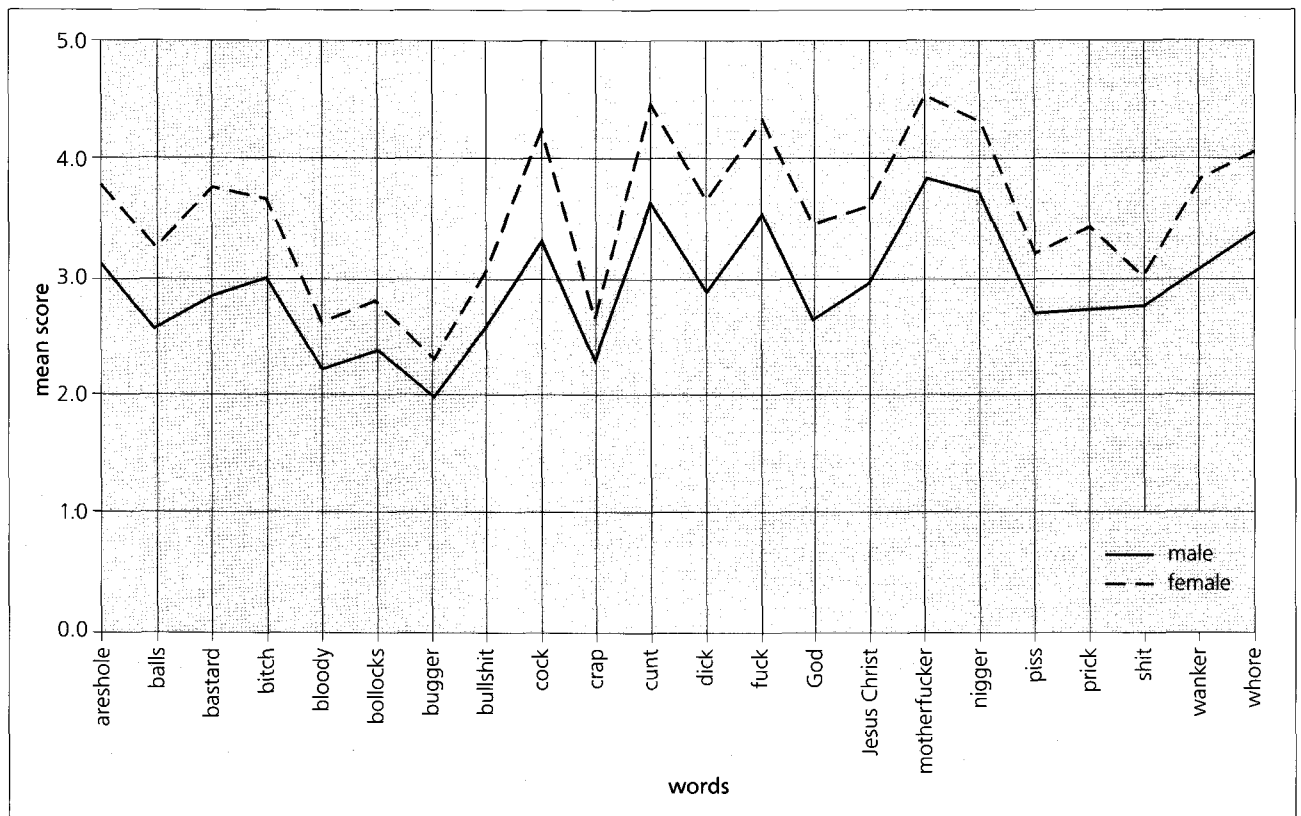
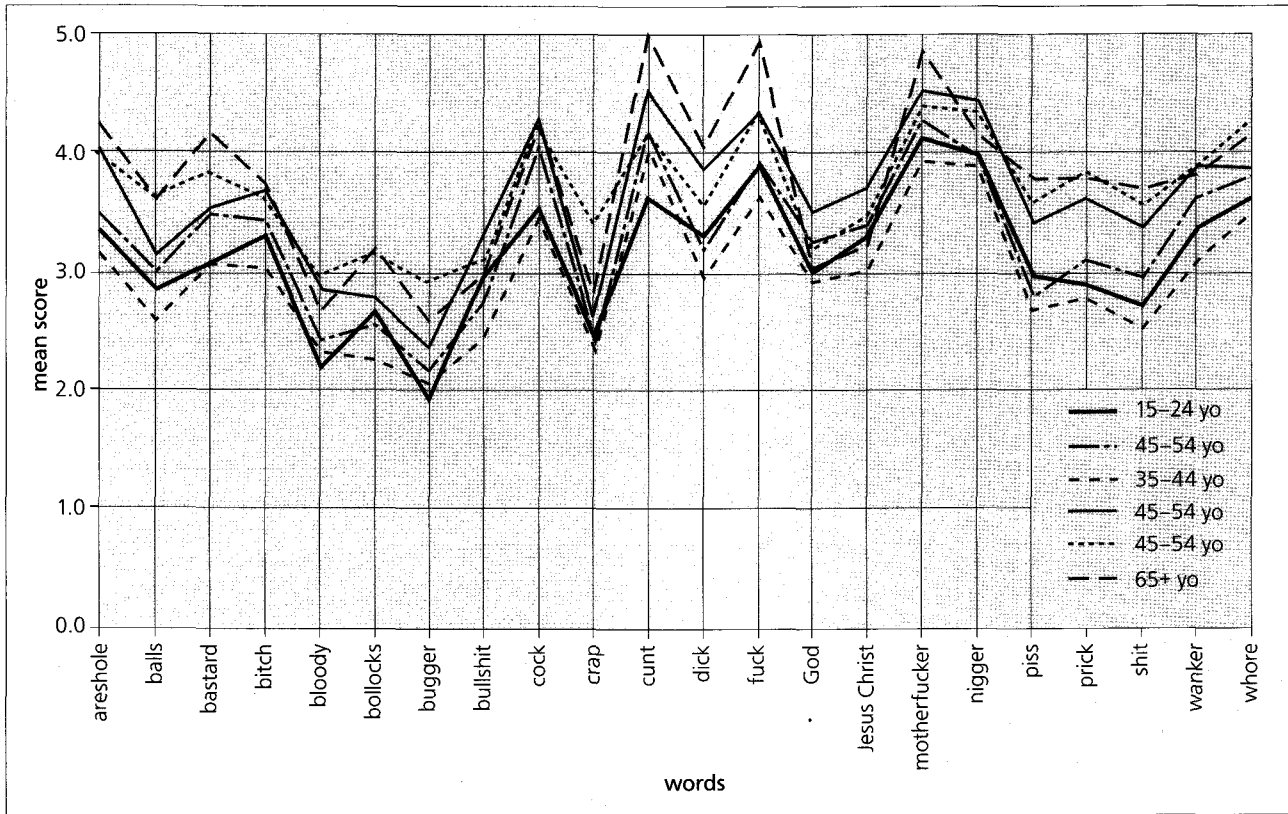


Figure 3 Acceptability of language - Māori - age



Portrayal of sex and nudity

The research also surveyed Māori respondents on matters relating to the portrayal of sex and nudity in broadcasting. Respondents were asked to rate 14 hypothetical scenarios on a five-point acceptability-unacceptability scale. Table 4 and Figure 4 show the distribution of responses by the scenarios involving broadcasting content with sex and nudity.

Figure 4 Acceptability of sex/nudity - Māori - total sample

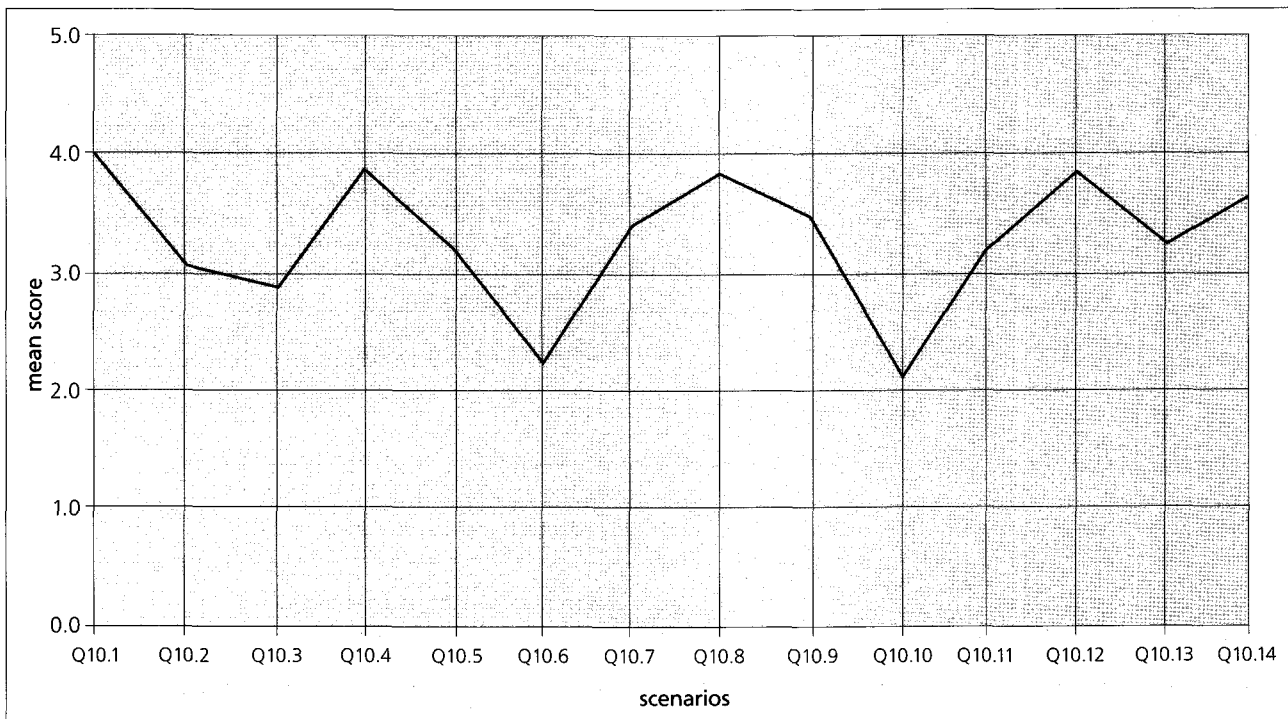


Table 4 Acceptability-unacceptability of the portrayal of sex and nudity in broadcasting among Māori

| The portrayal of sex and nudity | Acceptable-Unacceptable | | | | | Total % Acceptable | Total % Unacceptable | Mean Score |
|---|-------------------------|--------|--------|--------|--------|-----------------------|-------------------------|------------|
| | 1 % | 2 % | 3 % | 4 % | 5 % | | | |
| 1. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is not really important to the story. The programme is shown before 8:30pm. | 1.6 | 14.0 | 7.4 | 32.3 | 44.6 | 15.6 | 76.9 | 4.04 |
| 2. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is not really important to the story. The programme is shown after 8:30pm. | 7.5 | 36.6 | 16.8 | 19.7 | 19.3 | 44.1 | 39.0 | 3.07 |
| 3. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown after 8:30pm. | 11.7 | 41.1 | 10.7 | 20.8 | 15.8 | 52.8 | 36.6 | 2.88 |
| 4. A scene in a television movie showing a man and woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown before 8:30pm. | 3.2 | 15.2 | 9.4 | 35.1 | 37.1 | 18.4 | 72.2 | 3.88 |
| 5. A scene in a television movie a man and woman are having sexual intercourse. They are under the covers. You feel the scene is important to the story. The programme is shown before 8:30pm. | 9.1 | 27.4 | 14.8 | 22.6 | 26.0 | 36.5 | 48.6 | 3.29 |
| 6. A scene in a television movie showing a man and woman passionately kissing. You feel the scene is important to the story. The programme is shown after 8:30pm. | 29.9 | 41.6 | 11.1 | 10.6 | 6.8 | 71.5 | 17.3 | 2.33 |
| 7. A scene in a television movie showing two men passionately kissing. You feel the scene is important to the story. The programme is shown after 8:30pm. | 11.0 | 25.7 | 13.0 | 13.1 | 37.2 | 36.7 | 50.3 | 3.40 |
| 8. A scene in a television movie showing two men in bed having sex. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown after 8:30pm. | 4.9 | 19.3 | 9.3 | 18.5 | 48.0 | 24.2 | 66.5 | 3.85 |
| 9. A scene in a television drama showing teenage boys taking off their clothes and swimming naked. The programme is shown before 8:30pm. | 8.1 | 18.7 | 16.1 | 31.2 | 25.9 | 26.8 | 57.1 | 3.48 |
| 10. A medical programme about the human body showing both males and females naked. | 33.4 | 41.0 | 12.1 | 7.9 | 5.6 | 74.4 | 13.5 | 2.11 |
| 11. An item in a television news programme about corruption in the sex industry includes night-club scenes showing top-less female strippers performing. The item is on the early evening news. | 9.2 | 30.7 | 13.0 | 26.5 | 20.5 | 39.9 | 47.1 | 3.18 |
| 12. A DJ on a daytime radio show holds a phone-in competition asking callers to think of as many slang words as they can which describe the act of sexual intercourse. | 4.5 | 12.1 | 15.8 | 29.1 | 38.1 | 16.6 | 67.3 | 3.85 |
| 13. A scene in a movie on Pay TV showing a man and a woman in bed having sexual intercourse. You can see everything. You feel the scene is important to the story. The programme is shown after 8:30pm. | 14.7 | 26.8 | 11.5 | 17.0 | 30.0 | 41.5 | 47.0 | 3.21 |
| 14. A scene in a movie on Pay TV showing a man and a woman in bed having sexual intercourse. You can see the top halves of their naked bodies. You feel the scene is important to the story. The programme is shown before 8:30pm. | 6.7 | 22.1 | 10.5 | 25.3 | 35.4 | 28.7 | 60.7 | 3.61 |

(Base: All respondents=310) – Percentages do not add up to 100.0 because of a variable 'Don't know' response

Figure 5 Acceptability of sex/nudity - Māori - gender

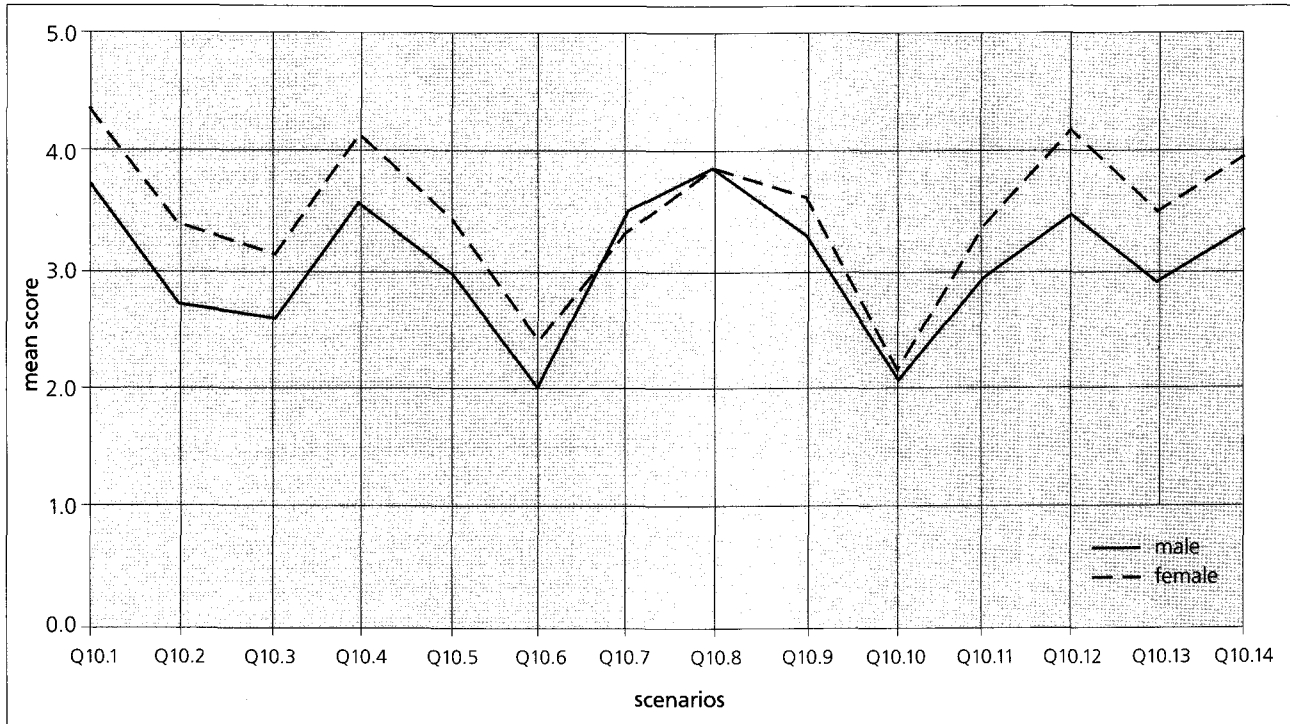
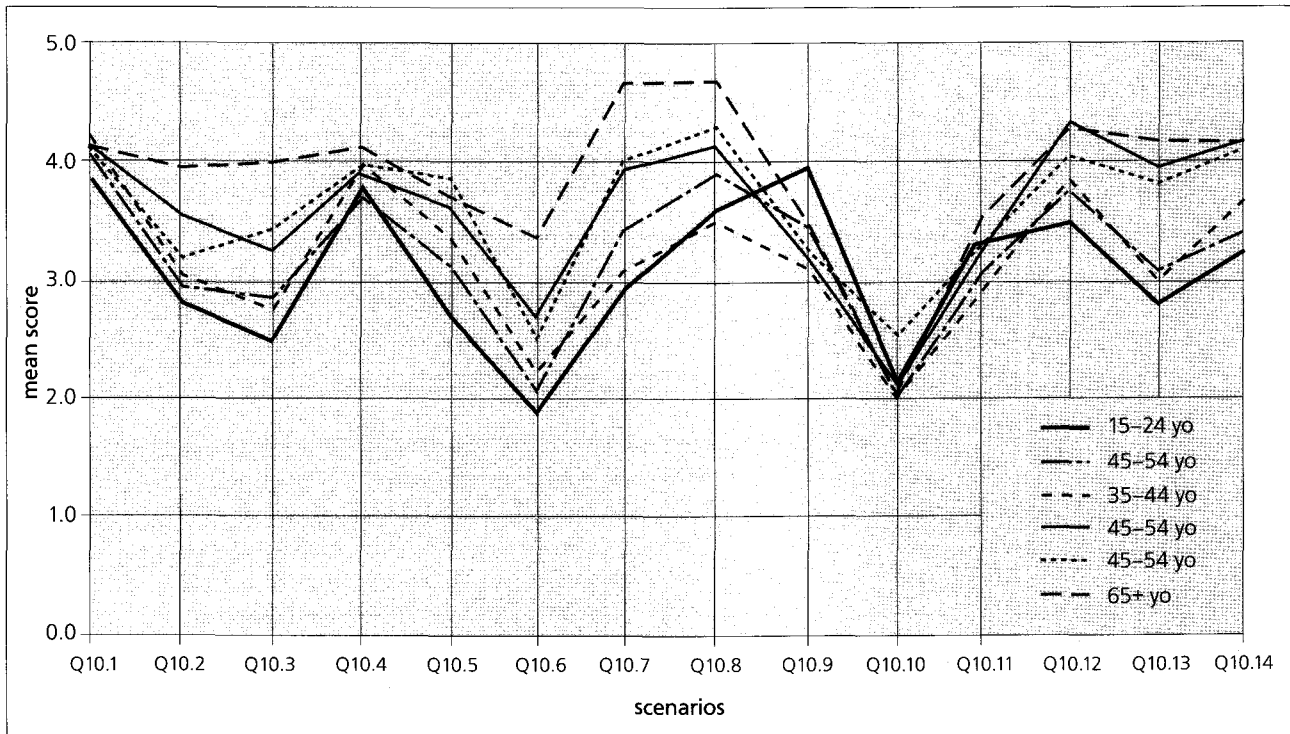


Figure 6 Acceptability of sex/nudity - Māori - age



As can be discerned from Table 4, a gratuitous sex scene screened before the 8:30pm watershed was found unacceptable by 76.9% of Māori interviewed. The time of the broadcast was generally judged important as a sex scene described as being important to the story but also screening before 8:30pm was rejected as unacceptable by 72.2%. Similarly, 'sex under the covers' and screened before 8:30pm was seen as unacceptable by almost half (48.5%) of those interviewed.

The invitation of a DJ on a daytime radio phone-in competition asking callers to think of as many slang words as possible to describe the sexual act was considered to be unacceptable by just over two-thirds (67.3%) of Māori. This was closely followed by a scenario describing a television scene depicting homosexual sex between two men and broadcast after the watershed – 66.5% believed this to be unacceptable.

Whether a sex scene screened after 8:30pm was gratuitous or not did not seem to make much difference in terms of unacceptability levels. Gratuitous sex after 8:30pm was judged unacceptable by 39% whereas 'non-gratuitous' sex was thought to be unacceptable by 36.6%.

Sixty-one per cent of Māori interviewed felt that the portrayal of sexual activity on pay television before the 8:30pm watershed was unacceptable. Also on pay television, the timing of the broadcast was crucial, as the portrayal of more explicit sex after 8:30pm was found unacceptable by 47 %, but judged acceptable by 41.5%.

As with the 1999 survey of the New Zealand population as a whole, nudity in medical programmes was overwhelmingly accepted (74.4%), as was the portrayal of a man and woman 'passionately kissing' (71.5%). However, the portrayal of two men kissing drew a more ambiguous response with 50.3% objecting and 36.7% finding it acceptable. The different levels of acceptance regarding heterosexual sex and homosexual sex were also apparent in the 1999 survey of the general population.

The portrayal of 'innocent nudity' involving a scene of teenage boys taking off their clothes and swimming naked was believed to be unacceptable by 57.1%. Forty-seven per cent believed that showing nudity during a news item screened during the early evening television news was unacceptable, with 39.9% thinking it was acceptable.

Further analysis of the demographic variables shows that the same patterns were found as for bad language. On the whole, Māori men were found to be more tolerant of the portrayal of sex and nudity in broadcasting than Māori women (see Figure 5).

As was the case with the 1999 survey of the general population, the levels of unacceptability tended to increase with age (see Figure 6).

Conclusion

Māori attitudes towards good taste and decency in broadcasting follow those earlier observed in the general population.

In terms of language, the ranking of 22 offensive words is similar to the ranking of the same words by 1,000 New Zealanders in the 1999 survey. 'Cunt', 'motherfucker', 'nigger' and 'fuck' were judged unacceptable by a majority of Māori.

With respect to the portrayal of sex and nudity in broadcasting, the time when a television programme containing sex and nudity was broadcast was found to be the overriding consideration for Māori. This was regardless of the fact whether the content was gratuitous or not. The screening of sex and nudity before the 8:30pm watershed was judged unacceptable by Māori.

Overall, Māori men were found to be more accepting of offensive language, and the portrayal of sex and nudity, than Māori women. Younger age groups were found to be more permissive than older age groups. In this light, the gender and age breakdowns showed similar patterns to the 1999 survey of the general population.