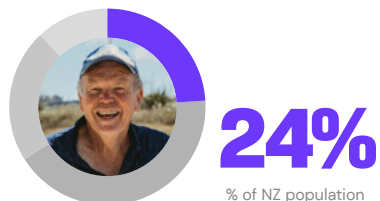


KoPA Personas

The KoPA model continuum is based on attitudes & behaviours towards te reo Māori & Māori culture. As the segments move from left to right, views progress from conservative to more positive and open to embracing te ao Māori. Similar segments have been grouped and given a persona.



KoPA Right-shift



Kore Ronald

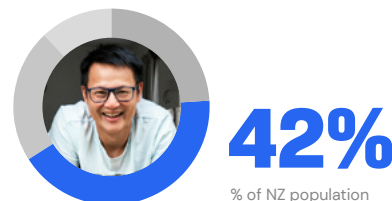
Older 60+
Te Waipounamu / South Island

Little knowledge of te reo Māori & Māori culture



Ronald

A move to Pō would require a shift in deeply ingrained views of te reo Māori & Māori culture. There is some indication that they may be open to improving their te reo Māori.



Pō1 + Pō2 Adrian

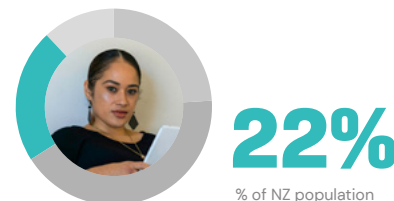
Young Asian
Tāmaki Makaurau / Auckland

Limited knowledge of te reo Māori & Māori culture. Keen to increase knowledge of te reo



Adrian

Positive inclination to shift to Pō3, not yet given thought on how to improve te reo Māori & Māori culture knowledge. Closely align with Pō3 on intention to improve te reo Māori understanding



Pō3 Moana

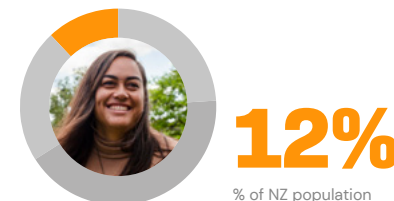
Young Māori and Pacific Islander
Te Whanganui-a-Tara / Wellington

Some knowledge of te reo Māori & Māori culture



Moana

Requires change from being a strong advocate to being an occasional speaker of te reo Māori & a promoter & a learner & be behaviourally active; or have a basic to fluent te reo Māori



Awatea Maia

Young Māori
Te Moana-a-Toi / Bay of Plenty

Good understanding of te reo Māori & Māori culture. Pursues opportunities to continue to improve both



Maia

Important to continue to support with opportunities & resources to both enhance & share their knowledge, especially of te reo Māori

KoPA Personas

Correspondence Map

Correspondence maps help visualise the proximity of variables and help understand their relationships



Kore
Ronald



Pō1 + Pō2
Adrian



Pō3
Moana



Awatea
Maia

