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11 November 2021

Cameron Sang
By email: fyi-request-17483-90ddff1c@requests.fyi.org.nz

Tēnā koe Cameron

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 8 November 2021.

You have requested:

Information regarding the selection of New Zealand Chinese participants for the "Rising to the challenge of creating better media content for Asian New Zealanders" study:

- 1) Any decisions made to only interview the specific demographic of members of relatively new, mainly non-New Zealand born, New Zealand Chinese communities,*
- 2) If there was any specific decisions made to exclude more established New Zealand Chinese communities, and if there weren't any specific decisions made to this effect, how was this particular demographic selected,*
- 3) Whether any consideration was given to the diversity of the New Zealand Chinese communities,*
- 4) If there was any considerations given the presentation of the findings of this research as being representative of all "New Zealand Chinese",*
- 5) How the findings of this research will inform NZ On Air's decisions on funding of programmes by, for, or about New Zealand Chinese not represented by the participants of this research.*

You have referenced the headline from the [media release](#) from our website, which is about the [Asian Media Use in Aotearoa NZ in 2021](#) research report. We assume it is the actual research you are referring to.

NZ On Air commissioned independent researchers Heather Irvine and Wing Morgan to conduct the ethnographic qualitative research. As such we do not hold the information pertaining to the exact selection process, as this is held by the researchers. However, the composition of the sample is covered in their report.

The research is the first 'deep dive' we have commissioned to gain better understanding of Chinese and Indian New Zealanders' media use. It complements our comprehensive *Where Are The Audiences* ongoing research series which for several years has highlighted a growing disconnect between many Asian communities and NZ media. This type of ethnographic research is time-intensive and the scope is

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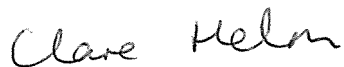
necessarily limited to contain costs. It is not presented as a 'census' or as quantitative, or as covering all Chinese communities in NZ.

When it comes to making funding decisions we draw on a range of data. This research adds to a picture built up through the *Where Are The Audiences* research (which, being quantitative and having a much bigger sample size, includes a greater range of Chinese and other Asian peoples), our own *Diversity Report*, and audience data from the various broadcasters and platforms we fund content for. We do not take research such as this in isolation.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely

A handwritten signature in black ink that reads "Clare Helm". The signature is written in a cursive, slightly slanted style.

Clare Helm

HEAD OF CORPORATE SERVICES