Positioning of Maori Web Sites in the Space Generated by the Key Concepts of Maori Culture

Dr Zlatko J Kovacic, Senior Lecturer

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Wellington – New Zealand
Acknowledgement
Key Elements in Maori Culture

**Aroha**
Love, Sympathy, Charity

**Mana**
Power, Prestige

**Tapu**
Sacred, Set Apart

**Processes**
- Powhiri – Welcome Ceremony
- Karanga – Welcome Call
- Manaaki – Hospitality

**Participants**
- Kuia – Elderly Women
- Kaumatua – Respeced Elders
- Runanga – Board, Council
Spiritual Place of Hangi in the Maori Rituals

Tapu
Sacred, Set Apart

Manaaki
Hospitality

Hakari
Feast

Aroha
Love, Sympathy, Charity

Mana
Power, Prestige

Marae
Community Facilities

Hangi
Earth Oven

Rangatahi
Young People

Kaumatua
Respected Elders
Data

- 9 Maori Web sites
- 44 Maori cultural elements
- Data matrix
- Transformation of data matrix
Methodology - Multidimensional Scaling

(Dis)similarity Matrix

Driving time between pair of cities

MDS Multidimensional Scaling Methods

Spatial Plot

A map of cities

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Spatial Plots

MDS pictures the structure of a set of web sites from data that approximate the distances between pairs of the web sites.
Conclusion

- MDS can be used to display each web site in low-dimensional space.
- The position of each web site carry information from cultural and lucrative point of view.
Any Questions So Far?
Dr Zlatko J Kovacic, Senior Lecturer

School of Information Science & Humanities
The Open Polytechnic of New Zealand
Private Bag 31 914
Lower Hutt, NEW ZEALAND

KovZla@topnz.ac.nz

Phone: ++ 64 4 560 5777
Fax: ++ 64 4 560 5727

http://www.topnz.ac.nz/info/staff/KOVZLA.html