

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



Dr Zlatko J Kovacic, Senior Lecturer



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 – Respected Elders

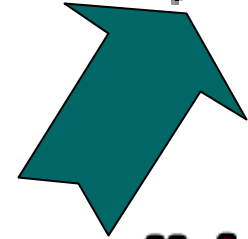
Runanga – Board, Council



Marae
Community Facilities

Tapu

Sacred, Set Apart

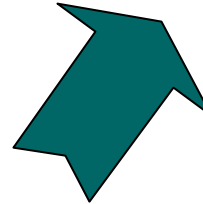


Manaaki

Hospitality

Hakari

Feast

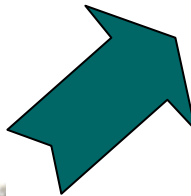


Aroha

Love, Sympathy,
Charity

Mana

Power, Prestige



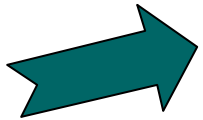
Hangi

Earth Oven



Rangatahi

Young People



Kaumatua

Respected Elders

**Spiritual Place
of Hangi in
the Maori Rituals**



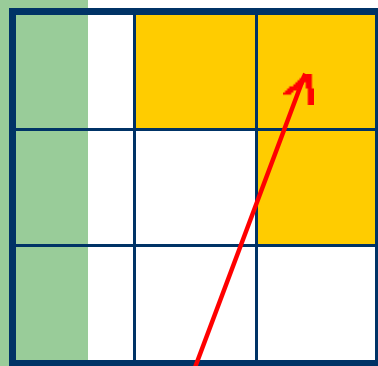
Data

- **9 Maori Web sites**
- **44 Maori cultural elements**
- **Data matrix**
- **Transformation of data matrix**

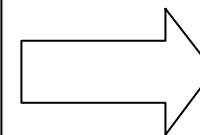
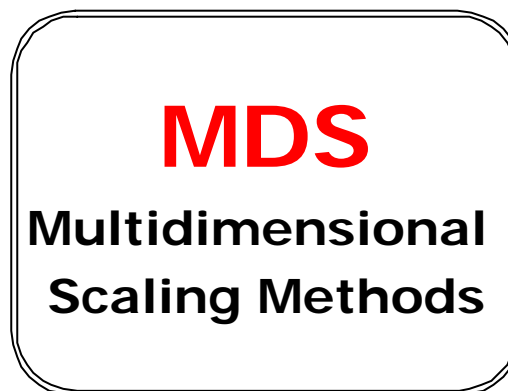
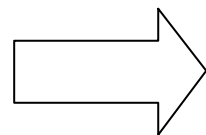


Methodology - Multidimensional Scaling

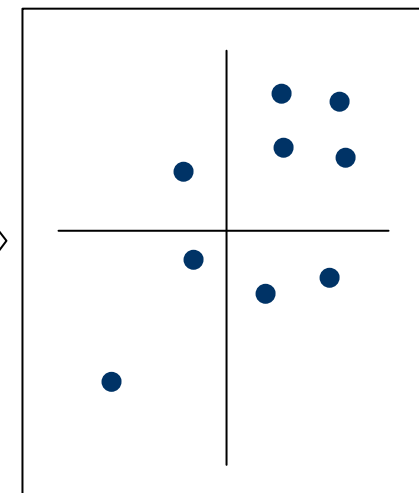
(Dis)similarity Matrix



Driving time between
pair of cities



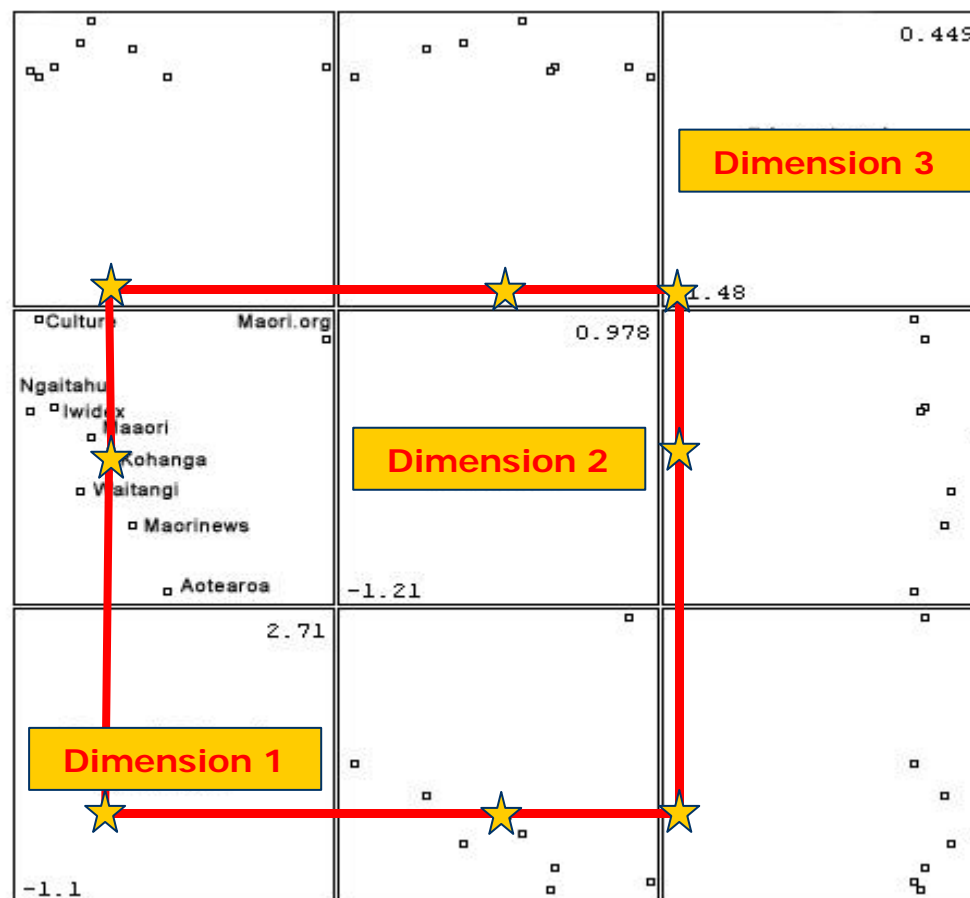
Spatial Plot



A map of cities



Spatial Plots



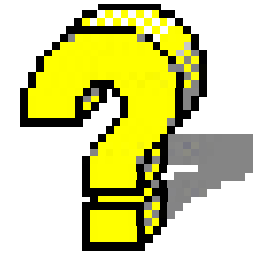
MDS pictures the structure of a set of web sites from data that approximate the distances between pairs of the web sites.



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?





Contact Information

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>