

# Case Study:

## Bicultural Frameworks & Māori Principles of HCI Design

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Bicultural Frameworks & Māori Principles of Design

# Taonga

### Think Pair Share – 5 minutes

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Share the story of your taonga

- What is it?
- Why is this special to you?



“anything considered to be of value  
including socially or culturally valuable  
objects, resources, phenomenon, ideas  
and techniques; anything prized”

—Māori Dictionary definition of 'taonga'



# Taonga

## WAI-262

Flora and Fauna Claim  
Registered in 1991

“... taonga works as the tangible and intangible expressions of Māori artistic and cultural traditions, founded in and reflecting the body of knowledge and understanding known as mātauranga Māori. Examples of taonga works include haka, karakia, waiata, weavings, carvings, tā moko and designs”

## WAI-11

Te Reo Māori claim

## WAI-26/150

The allocation of radio frequencies claim

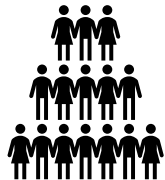
## WAI-2522

The TPPA claim

# Taonga

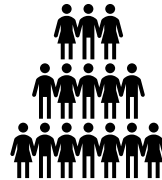
## MANA

Authority, prestige,  
integrity, source of  
energy,  
*ancestral power  
embracing people*



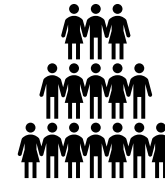
## TAPU

Set apart, restricted  
Indication of *presence  
of ancestors*



## KŌRERO

Orally transmitted  
knowledge, *narratives  
associated with  
ancestors*



Bicultural Frameworks & Māori Principles of Design

# **Archetypes, stereotypes, fetishizing**



“European ideas about Māori have always been shaped by the theories and beliefs they brought with them – some saw ‘**noble savages**’, others a ‘**dying race**’. At times, harshly racist views bolstered notions of European superiority”

—James Belich





# Taonga



[Storming of Māori Fort Shower Curtain](#)  
by Oliver Frey



[Māori Tiki Salt & Pepper Shakers](#)  
Etsy

# Taonga



# Taonga



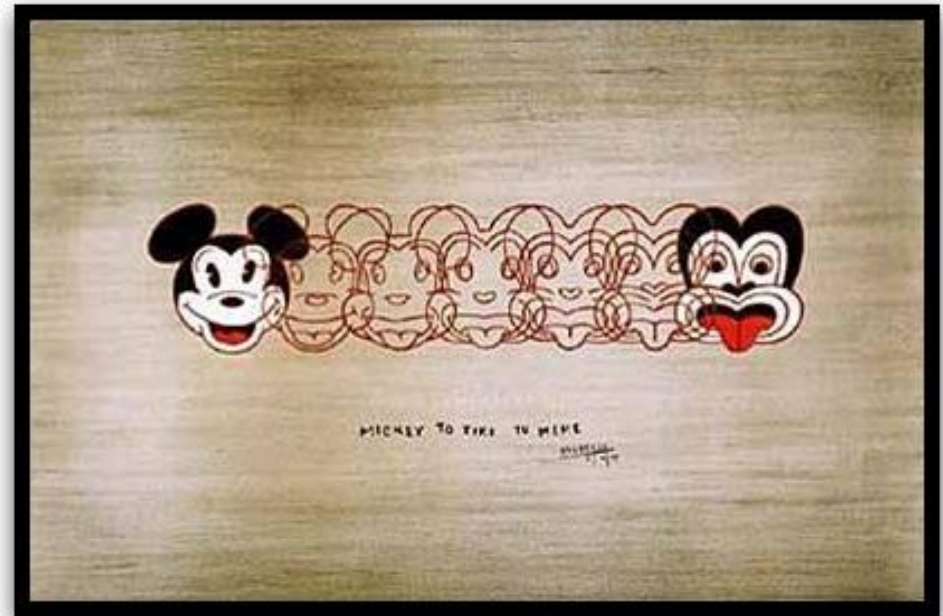


# Taonga

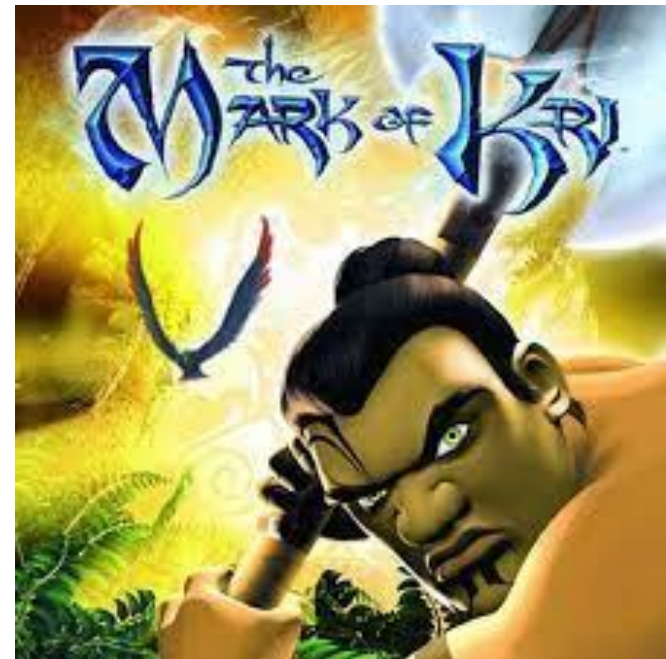


DICK FRIZZELL 'Grocer With Moko'

Dick Frizzell: Every cartoonist is a little bit of a cartoonist. © 1994 Dick Frizzell. All Rights Reserved. Dick Frizzell is a registered trademark of Dick Frizzell.



# Taonga



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# **HCI and Usability Principles**



# Usability principles relating to mātāpono Māori



## Manaakitanga

Showing respect



## Rangatiratanga

Self-determination



## Whanaungatanga

Building relationships



## Aroha


Empathy



## Kaitiakitanga


Guardianship of resources

# Usability principles relating to mātāpono Māori


AIR NEW ZEALAND 

## Register with Air New Zealand

1. Personal details 2. Verify number 3. Review consent

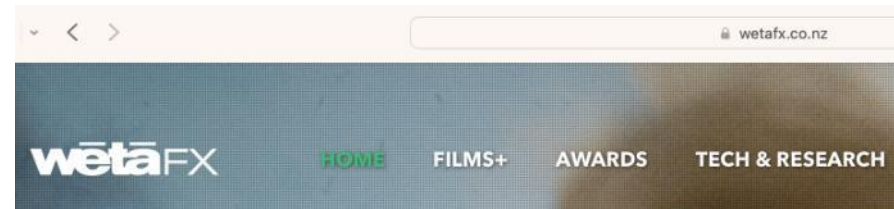
How to enter Te Reo Māori macrons 


To include macrons on vowels in Te Reo Māori, select the button on your keyboard with "~" showing, and then key a vowel.

Title  
Select 

First name


Last name





bnz 


✕


\$> Utu, whakawhiti rānei  
Pay or transfer

 Ā-ao  
International

 Te hunga whiwhi  
Payees

 Ngā tuhinga  
Documents

 Tono ināiane  
Apply now

 Ngā kāri  
Cards



# Decolonised Research Framework

Inception Whakaoho	Design Whakahangai	Data Gathering Kohikohi	Analysis & Synthesis Tātaritanga	Storage & Sharing Whakaoho	Relationships Tūhonohono
Are Indigenous Peoples, especially those being researched, involved in the project at its inception?	Are Indigenous people involved in the design of the project, helping to decide on methodology & methods?	Are Indigenous people and Indigenous researchers involved across all aspects of research and data gathering activities?	Are Indigenous peoples or Indigenous researchers involved in the analysis and interpretation of research that is about them?	Do Indigenous participants and communities have a say over how the research is stored?	Are relationships with Indigenous peoples maintained following the completion of the research?
Are the goals and the expected outcomes of the research project defined by the communities being researched?	Are the research questions framed by an Indigenous worldview? And are they relative to the needs of those being researched?	Is the research being undertaken in ways that respect Indigenous modes of engagement and communication?	Is data about Indigenous people collected and coded using categories relative to their goals and aspirations?	Do Indigenous participants have a say as to how and where the data and research findings are disseminated?	Are Indigenous peoples consulted about changes to the nature of how data will be archived, accessed and disseminated?
Are indigenous leaders or key members of the communities being researched part of the projects leadership?	Are the logics of enquiry, knowledge traditions and biases that shape the research clearly defined and understood?	Are the research gathering activities undertaken in ways that are sympathetic to the day-to-day lives of Indigenous people?	Is the framing and analysis of research done through an Indigenous lens or in ways that relate to those being studied?	Do Indigenous participants have a say over how the research is accessed and by whom it is accessed?	Is ownership of the research shared with the Indigenous people?
Do you have indigenous researchers and other indigenous people on the project team?	Is the project designed to be sympathetic to the lived experiences and daily challenges of the communities being researched?	Are participants involved in the research equitably compensated for their contributions, their time and knowledge?	Is data and other gathered research materials stored in ways that enable Indigenous authority and access to it?	Will the research findings be published in formats and / or spaces that are accessible to Indigenous participants?	

# Cultural Integrity

## Cultural Integrity Questions

### Indigeneity

Does your product use indigenous knowledge, language or resources?

Are you an indigenous organisation?

Are you partnering with an indigenous team or organisation?

### Design

Are you using indigenous design principles?

Have you consulted with indigenous design experts?

Do you have indigenous designers on your team?

### Integrity

Do you recognise indigenous intellectual property rights?

Have you embedded indigenous culture in your organisation?

Are you creating beneficial outcomes for indigenous people?

### Authenticity

Do you understand indigenous concepts?

Does your product apply indigenous concepts in a culturally appropriate way?

Has your product been tested with the relevant indigenous community?

### Cultural integrity scale

Each question answered yes score one point

#### 8-12 Strong

Your cultural awareness and connection is robust and you have a strong platform for discussion about your work

#### 5-7 Moderate

You are likely to be using aspects of another culture without appropriate levels of engagement or understanding

#### 0-4 Weak

You are most likely misappropriating or taking aspects of another culture with little or no consideration or respect

# UoA – Te Kūaha

## Te Kūaha - The Doorway

University of Auckland resource

Learn basic te reo Māori

Learn basic Māori protocols

## Te Kūaha app available:

The App Store (iOS)

Google Play (Android)

Microsoft Store (Windows)

