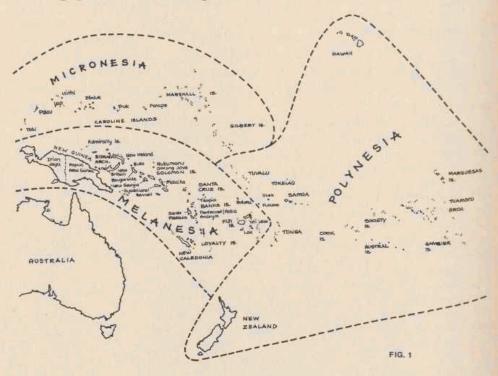## OCEANIA showing Conventional Culture Areas

FIG. 1

clustering process would correct any errors if the assumption proved wrong. In the event, the assumption proved right and, as a result, later steps in the clustering were simplified. The result at this stage was a first approximation of the final area grouping.

6) Next a matrix was drawn up of area against area, and trait cognacy was calculated as a simple percentage of traits shared for each pair of areas [6]. At this point, area associations which had earlier been spotted as a result of the preliminary ordering of the data showed up as high percentages clustering around the diagonal of self-correlations running from the upper left to the lower right of the matrix.

7) An arbitrary decision was now made to reject associations of less than 67 % and – in order to eliminate bias as a result of gaps in the data and inequalities in the number of traits in each area – to count as strongly associated only those areas which had 67 % or better cognacy each with the other. This is a fairly-crude measure of association, and more sophisticated coefficients of similarity are available. However, the method adopted is simple to use, was productive of results in the present case, and probably errs, if at all, in reducing rather than increasing the number of possible associations.

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[6] To simplify calculation, use was made of the automatic constant facility of an ordinary pocket calculator.