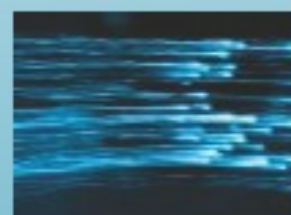THE INSTITUTE OF CULTURE, DISCOURSE & COMMUNICATION

iCDC

Annual Report 2010

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1   Introduction

The Institute of Culture, Discourse & Communication (ICDC) engages in research that is cross-disciplinary in nature and collaborative in process. Research focuses upon critical perspectives in communication, culture, identity, discourse, media, the Internet, and language in society.

The Institute provides a strong level of research outputs for its low FTEs, and has excellent existing PBRF ratings with increasing potential for the future. ICDC's working objectives are:

- Developing research capability in AUT and the Faculty, through mentoring, conferences, supervisions and research groups.
- Collaborations with researchers within AUT, elsewhere in New Zealand and internationally, through joint projects and publication.
- Publications, including staff research outputs and journal editorships
- Seeking external funding for ICDC projects.

2   The ICDC Team

The Institute's current staffing amounts to just on 3 FTEs. Apart from the Director and Deputy Director, all other staff are part-time.

- Professor Allan Bell, Director, Professor of Language and Communication
- Dr Jennie Billot, Deputy Director, & Research Director, World Internet Project NZ
- Philippa Smith, WIPNZ Team member; PhD candidate (.05)
- Kevin Sherman, WIPNZ Team member; PhD candidate (.05)
- Andy Gibson, Researcher, Editorial Associate (.1)
- Trish Brothers, Editorial Assistant (.3)
- Kristie Elphick, Research Administrator (.4)
- Nigel Smith, World Internet Co-ordinator (left in April 2010).

3 Senior Staff

2010 has been a very productive year for the Institute, with a wide range of activities, some of which (e.g. publication of outputs) will register in future years.

3.1 Professor Allan Bell, Director, ICDC

Professor Allan Bell produced a number of articles, chapters and presentations in 2010 on news discourse, hermeneutics and discourse analysis, Maori-language broadcasting and performance language (for publication in 2011). He sits on the editorial boards of five journals, has joined a consortium of European researchers investigating 'Standard Language Ideology in Contemporary Europe (SLICE), and has had an increasing number of PhD supervisions this year. Allan is to be biographised (by ICDC member Philippa Smith) in the forthcoming *Encyclopedia of Applied Linguistics*.

3.2 Dr Jennie Billot, Deputy Director, ICDC

In 2010 Dr Jennie Billot wrote a number of papers on research leadership, identity, mentoring and organisational change in higher education and mentored several research projects and researchers. She contributed to a number of University and faculty initiatives, including workshops, the AUT Leadership Reference Group, the faculty Writer's Retreat and was an invited panel member at the residential Authentic Leadership course facilitated by the AUT Centre for Innovative Leadership. As well as editing journals, Jennie is a reviewer for several journals and book publishers and supervises doctoral students.

4 Research Activity

4.1 NZ Language & Society Conference

The biennial Language and Society Conference was hosted by ICDC on behalf of the Linguistic Society of New Zealand in November 2010. Abstracts were invited for presentations in all areas of sociolinguistics, and from any region or language of the world. There were 54 presentations and participants were welcomed from a wide range of countries including South Africa, Philippines, Hong Kong, USA, Saudi Arabia, Australia and New Zealand.

As opening keynote speaker, Dr Felicity Cox, Macquarie University, NSW presented *Australian voices.* Dr Cox is regarded as one of the leading experts in the analysis of the Australian English accent. Her work on variation and change provides insights into phonetic aspects of Australian English and the nature of linguistic evolution.

The closing keynote speaker Professor Janet Holmes presented S*ocial identity construction in New Zealand workplaces.* Professor Holmes holds a Chair in Linguistics at Victoria University of Wellington. She teaches sociolinguistics courses, specialising in language in the workplace, New Zealand English, and language and gender issues.

The conference committee included representatives from the School of Languages & Social Sciences and the University of Auckland.

Feedback was enthusiastic on the standard of presentations, smoothness of organisation, quality of interaction, and stimulating discussions. The conference was sponsored by Faculty of Applied Humanities and the School of Languages, AUT University.

4.2 Discourse Research Group (DRG)

The Discourse Research Group (DRG) continued for its fifth consecutive year to bring together staff, students and academics with an interest in discourse analysis to discuss applications of methodology and other analytical topics. Co-ordinated by Philippa Smith, the 2010 presentations included: *Discovering discourse* by Philippa Smith (ICDC) providing an introduction to discourse analysis for new members or those wishing to refresh their knowledge on the subject; *Discourse and economics* by Dr Stefan Kesting, (AUT Faculty of Business) on the attitudes and behaviour of economists towards discourse; *New(s) technology and the changing face of journalism* Professor Allan Bell and Philippa Smith (ICDC) discussing online news discourse and journalism practice, with input from Dr Martin Hirst (School of Communication Studies); and *Constructing and deconstructing resistance to organisational change* by Dr Roy Smollan (AUT Faculty of Business and Law) focusing on resistance to organisational change.

4.3 Internet Research Group (IRG)

The Internet Research Group (IRG) brought together various researchers of the Internet to share information, including theories and methodological approaches, and to provide a forum whereby the exchange of information about researching new media technologies is encouraged. In this, the fourth year of the IRG, meetings included: *The changing digital divide in New Zealand*, by Professor Charles Crothers and Kevin Sherman, who discussed comparisons between the recently released 2009 World Internet Project NZ findings and the 2007 results; and Sukesh Sukumaran, (former CEO/General Manager of the Web Company) who presented *Creativity and digital/online business: a bottom line approach*. Sukesh discussed the alignment of the creative process with that of the need to generate some (commercial) response from the target audience. Dr. Sue Farruggia and Dr. Cassy Dittman (University of Auckland) presented their research on *How the Internet delivers services* demonstrating how the Internet is being used to improve the quality of the Triple P Positive Parenting Program, while at the same time also posing some new challenges. Skate Millar (AUT Sport and Recreation) presented *The use of technologies in teaching and assessment* describing in very practical terms how she has used portable technologies in her current Sport and Recreation courses. In particular, she discussed how she used the iPod Touch and various other mobile technologies for assessing students as they perform coaching tasks and for capturing video and audio of these tasks in action. Dr David Seedhouse (AUT School of Health and Environmental Sciences) and Dr Martin Hirst (Journalism) demonstrated how the Values Exchange can be used as a unique and exciting tool for helping people make decisions in any of a number of fields, including education, business and government.

4.4 Journal Editorships
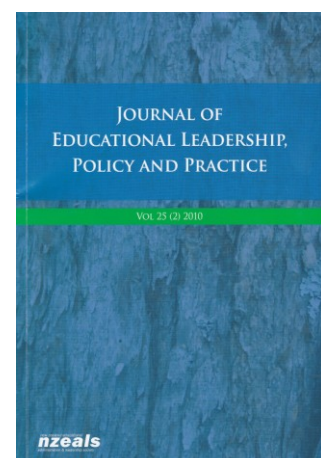
The Journal of Sociolinguistics (JSLX)

The Journal of Sociolinguistics, published by Wiley-Blackwell, is one of two leading journals internationally in its field. It is edited and produced from ICDC, with Allan Bell as Editor, Andy Gibson as Editorial Associate, and Trish Brothers as Copy Editor. In 2010 it received 177 submissions, and published 22 articles in five issues, amounting to 720 pages.

The 14th volume of the journal, in 2010, was one of the first which did not include a theme issue, a sign of the increasing number of high quality papers submitted to the journal. Articles range in scope from New York Latino English to the language varieties of the Nile Delta, from learners of English in Norway to the patterns of language shift in Northern Thailand.
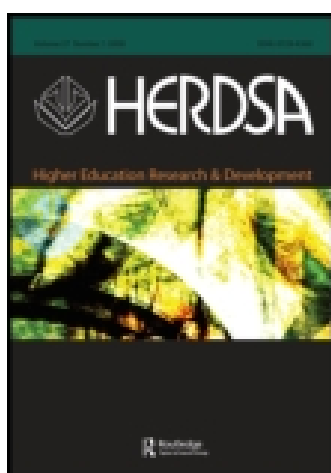
Two important initiatives have been undertaken for the Journal of Sociolinguistics in 2010. Firstly, the publishers agreed to the addition of abstracts in alternate languages, increasing the accessibility of articles to the language communities being researched. Secondly, the journal has committed to sourcing and publishing important older manuscripts which may not have received an appropriate level of attention in their original form. This new feature began in the last issue of the year with the publication of an article 'A Perspective for Linguistic Anthropology' by the late Dell H. Hymes which was not widely accessible in its original form. We hope to continue this initiative with translations to English of other important but difficult to access sociolinguistic texts.

The Journal of Educational Leadership Policy and Practice (JELPP)

The *Journal of Educational Leadership Policy and Practice,* co-edited by Jennie Billot, is a peer reviewed journal that aims to highlight issues related to educational leadership in both New Zealand and globally. The first issue for 2010 was published in June and focused on the recent findings of the Best Evidence Synthesis Iteration [BES] that drew tangible links between school leadership and improved student outcomes. The selected papers examined the strengths of the research evidence as they apply to practitioners and educational researchers alike.

The second edition was published in November 2010 and comprised selected papers that were submitted following the 2010 New Zealand Educational Administration and Leadership Society (NZEAL) conference entitled: *Leadership: A Juggling Act?* The papers addressed the conference theme in diverse ways, seeking to inform on issues facing leaders in particular contexts. There was an obvious conceptual thread across the papers: leadership as being constructed through individual and shared experience, and developing through difference rather than having an essentialised meaning.

The Journal of Higher Education Research and Development

The Journal of Higher Education Research and Development is an A-rated journal for which Jennie Billot is Associate Editor. The central focus for this journal is the higher education context, in particular, issues concerning higher education policy and practice and the study of teaching and learning. The journal publishes research-based articles, including comparative reviews, critically reflective case studies and empirically-based papers. There is a high rate of submission to this journal and three issues are published annually.

Copy Editing

Trish Brothers
Trish provides copy editing services to the *Journal of Sociolinguistics*, the *Journal of Educational Leadership Policy and Practice,* and the *Journal of Higher Education Research and Development*. Her proofing and copy editing skills are also utilised by other researchers affiliated to the Institute.

5   Research Projects

5.1 The World Internet Project New Zealand (WIPNZ)

Research team: Allan Bell (Project Director), Jennie Billot (Research Director), Charles Crothers (Methodologist), Andy Gibson, Ian Goodwin, Kevin Sherman, Nigel Smith, Philippa Smith.

In early 2010, the second round of the WIPNZ was completed. The survey was undertaken in 2009 and the findings were compiled into a full report which was launched in March 2010 in both Wellington and Auckland. Attendees at these launches included public sector, governmental, business and industry representatives. A wide range of media covered the launch events, with Professor Allan Bell and Nigel Smith giving interviews to newspaper, magazine, radio and television media representatives (including the New Zealand Herald; National Radio; TVNZ7; Newstalk ZB; Radio Live; Radio Rhema; Dominion Post; PC World; Computerworld). A presentation of the results was also given at AUT. As in the past, these events have raised the profile of the WIPNZ and provided opportunities for networking. Jennie Billot and Nigel Smith also liaised with a number of interested parties (including Telecom, 2 Degrees, TVNZ and Yahoo/Xtra) following the launches.

There has been continued interest in the 2009 findings, as they provide insight into the use of the Internet in a more established national Broadband context. In order to identify trends of the impact of the Internet in New Zealand, a further analysis of the 2007-2009 New Zealand findings was undertaken and a Comparative Report compiled. The New Zealand 2009 data was dispatched for inclusion in the next WIP International Report. This latter report will provide a comparison of how New Zealand is positioned in relation to its international counterparts. The New Zealand data was lodged with the NZ Data Archive.

The National Library and InternetNZ have affirmed their continued sponsorship of the WIPNZ and the project web page has received sponsorship through First Rate (NZ's leading internet marketing company), with the banner of logos now being displayed on the ICDC website. Jennie Billot maintained close contact with the sponsors, gaining further funding for 2011.

The WIP Annual meeting was held in Lisbon in July and Professor Charles Crothers was the New Zealand representative at this meeting. He presented a WIPNZ perspective on changing Internet use in New Zealand. He also represented WIPNZ at a workshop on NZ ICT statistics convened by Ministry of Economic Development. Kevin Sherman represented the WIPNZ team at an Internet Safety Workshop hosted by Netsafe and InternetNZ (a sponsor of the WIPNZ). The topic was "Who is responsible for safety and privacy online?" and prefaced the TVNZ 7 Internet debate on the topic in the evening. Jennie Billot and Philippa Smith were invited to give a presentation of WIPNZ findings on social networking to the Office of Ethnic Affairs. Jennie Billot and Charles Crothers published an overview of the project.

5.2 The Internet & Society Panel Project (ISPP)

Research team: Jennie Billot, Charles Crothers, Andy Gibson. Nigel Smith and Kevin Sherman provided input to survey formulation in the early stages of the project.

The ISPP is a study that aims to explore specific issues arising from the WIPNZ in more depth and more responsively. The New Zealand and international WIP data is drawn upon to background the findings. The focus for the first ISPP survey was an examination of the impact of social networking on New Zealanders, the aim being to provide an insight into the reasons behind shifts in patterns of communication and online behaviour.

The survey was implemented in mid February 2010 with the first sample of participants being drawn from the WIPNZ respondent base. The final sample comprised 132 respondents who answered the questions using an online survey. The questions were designed with both industry input and reference to academic literature, particularly on the use of social networking sites.

The project team gratefully acknowledge the support of the Faculty of Applied Humanities from whom contestable faculty funding was received. The project also received support from the contract market research company, Phoenix Research, who subsidised the survey costs. The report was finalised in mid 2010. Three findings of interest include the result that just over half of the respondents (67 out of 131) said that they use a social networking site (SNS) with the large majority of these SNS users saying that Facebook was the site they use most often. Most SNS users (82%) make use of the privacy settings on their SNS, and most (88%) use their real name on their SNS. The most commonly mentioned inappropriate behaviours were the posting of sexual content or bad language, the posting of private information about other people, and using the SNS for advertising purposes.

The survey mode for the project provides potential for future studies on other associated topics related to Internet use in New Zealand. However, given the limited response and the age distribution of the sample, no further extension to this research is contemplated.

5.3 Pasifika Englishes Project:

Allan Bell and Andy Gibson continued their research on the nature of Pasifika Englishes in New Zealand, building on earlier work on the language of the animated comedy *bro'Town*. Publications from this work are appearing in 2010—12 in the international journal *English World-Wide* and in a book on *Lesser Known Varieties of English,* to be published by Cambridge University Press.

5.4 Flight of the Conchords

Andy Gibson completed his research project investigating intertextuality and sociolinguistic stylisation in Flight of the Conchords. The project was funded by a contestable grant from the Faculty of Applied Humanities. The results of the research were presented in November at the leading North American sociolinguistics conference, New Ways of Analysing Variation, in San Antonio, Texas. The written article has now been submitted to the Journal of Sociolinguistics as part of a theme issue investigating performance language. Andy is co-editing this theme issue with Allan Bell, and will also co-author its introductory article.

5.5 Broadcasting Standards Authority (BSA)

In late 2010 ICDC received confirmation from the BSA for funding of a research project. The topic is a particularly current issue in New Zealand, focusing on the significance for children of sexual content on television. The project requires an assessment of the literature on this topic and the methodologies used for previous work in this area. Two expert academics in the field (one from New Zealand and the other an international) have agreed to review the report before its final publication and submission to the BSA in June 2011.On the completion of the report, ICDC intends to submit a proposal to the BSA for a subsequent phase of research.

6   Supervisions

The Institute had a number of postgraduate supervisions in 2010, mostly of PhD candidates.

Andy Gibson

Andy Gibson graduated with an MPhil (First Class) in July, after receiving outstanding examiners' reports on his thesis on *Production and perception of vowels in NZ popular music*. His research received wide media coverage at the time of its release, including on National Radio, TV3 News, NZ Herald, Otago Daily Times, and multiple stories internationally in Europe, the US and elsewhere.

Andy found that the American accent is so tied up with pop music that it has become the norm—to the point where New Zealanders struggle to sing with their own accent. Previous studies suggested that non-American singers wilfully put on American accents, but Andy's research suggests the opposite—that an American-influenced accent is the default when singing pop, and New Zealanders actually have to make a conscious effort to sing in their native accent.

Andy studied three New Zealand singers and found there were large differences between their sung and spoken pronunciation of the same words. The accent New Zealanders sing

with is not really American, but a default "pop music accent" which comes automatically. Even well-known artists—such as Crowded House and Dave Dobbyn—sing with the pop music accent. But this does not sound obtrusive in singing because we are so used to hearing it. However, not all New Zealand pop musicians sing this way. Anika Moa is one example of a singer with distinct New Zealand vowels.

Philippa Smith

Philippa Smith is in the late stages of her doctoral studies and is investigating patterns of language use to determine the construction of New Zealand national identity on the Internet between 2006 and 2008.

Philippa presented a paper at the AUT Multimodality, Practice and Mediation conference in Auckland (6-8 December 2010) titled: *Let's be endemic like trout, sheep and possums*: *Constructing self and nation online*. This paper was based on her PhD thesis which examines the construction of New Zealand national identity on an Internet blog. Besides a discursive analysis of the language used in the messages posted online, Philippa also investigated various multimodal aspects of the Internet such as 'netspeak' language, the insertion of hyperlinks and images, and the use of emoticons (e.g. smiley faces) to express emotion, attitude or to intensify or mitigate an argument.

Kevin Sherman

Kevin Sherman is also in the late stages of his doctoral studies and his topic is the issue of identity in the virtual world Second Life. As an ICDC PhD candidate, Kevin continued to be involved in the World Internet Project New Zealand and, together with Philippa Smith, facilitated the Internet Research Group.

Alwin Aguirre

Alwin Aguirre arrived in New Zealand from the Philippines in October 2010 and is a new PhD student to ICDC. Alwin was awarded an AUT University Graduate Assistantship Award for 2011 and will be employed as a Research Assistant in 2011.

The provisional title of Alwin's PhD research is *Negotiating the Filipino in cyberspace: A study of New Zealand-based Filipinos' engagement with Internet-based Media and its consequent de/construction of Filipino identity*. It is a transdisciplinary study that takes as its object of interest the intersection of discourse, identity and diaspora, and new media and the Internet. The basic question that the research aims to answer is: how do we negotiate certain subject positions previously cemented as essential and unitary as we participate in various forms of Internet media that ultimately decenter (i.e. fragment or

multiply) identity? In the specific case of New Zealand-based Filipinos, the identity in question – subject to the said decentering operation – is necessarily related to an imagined sense of oneness with their country of origin and constructed community in their country of destination as articulated in new media.

Thi Hang Nguyen

Thi Hang Nguyen (Hang) arrived in New Zealand from Vietnam in November 2010. Her topic area, code-switching, is situated in the larger area of the study of bilingualism. The topic focuses specifically on the phenomenon of foreign language learners switching between Vietnamese (their mother tongue) and English (their target foreign language) in both in-classroom and off-classroom environment. The study aims to provide insight into this phenomenon.

7   External Research Income

For detail, see attached Appendix.

The existing WIP sponsors of the project have affirmed their ongoing financial commitment, with InternetNZ confirming their annual $25,000 contribution. National Library has indicated that the WIPNZ project is now considered a baseline expenditure item in their budget, a further step of consolidation in their support of the project at $150,000 every two years.

The search for private sector sponsorship met with success after several years' effort in late 2009, with First Rate Ltd agreeing to sponsor four specific project pages on the ICDC website from 2010 at $9900.

Funding of $18,000 was gained for a literature review of national and international research on sexual content in primetime television, commissioned by the Broadcasting Standards Authority.

8   ICDC Research Outputs 2010

Refereed Journal Articles

Bell, A. (2010). Advocating for a threatened language: The case for Māori on television in Aotearoa/New Zealand. *Te Reo,* 53, 3—25.

Billot, J. (2010). The imagined and the real: Revealing the current tensions for academic identity. *Higher Education, Research and Development, 29*(6), 735—747.

Gibson, A. (2010). Review of Jennifer Hay, Margaret Maclagan, Elizabeth Gordon. 2008. New Zealand English. *English World-Wide, 31*(1), 103—107.

Gibson, A., & Bell, A. (2010). Performing Pasifika English in New Zealand: the case of bro'Town. *English World-Wide, 31*(3), 231—251.

Lustyik, K., & Smith, P. (2010). From The Simpsons to "The Simpsons of the South Pacific": New Zealand's first primetime animation, bro'Town. *Television and New Media* 11(5), 331—349.

Book Chapter

Gibson, A. (2010). New Zealand identity in popular music: Vowel differences between singing and speaking. In H. Johnson (Ed.), *Many voices: Music and national identity in Aotearoa/New Zealand* (pp. 111-121). Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

Report

Bell, A., Billot, J., Crothers, C., Gibson, A., Goodwin, I., Sherman, K., Smith, N., Smith, P. (2010). *The Internet in New Zealand: 2007-2009*. Auckland: Institute of Culture Discourse & Communication, AUT University.

Billot, J., Crothers, C., & Gibson, A. (2010). *Internet and Society Panel Project: The impact of participation and use of social networking sites on well-being and life satisfaction*. Auckland: Institute of Culture Discourse & Communication, AUT University.

Smith, P., Smith, N., Sherman, K., Goodwin, I., Crothers, C., Billot, J., Bell, A. (2010). *The Internet in New Zealand 2009*. Auckland: Institute of Culture, Discourse Communication, AUT University.

Conference Presentations

Bell, A. (2010, November). *Falling in love again – and again: Marlene Dietrich and non-native English as performed voice persona.* Paper presented to the 12th NZ Language & Society Conference, AUT University, Auckland

Bell, A. (2010, June). *What broadcasting can do to revitalize a threatened language*. Paper presented to the 12th International Conference on Language and Social Psychology, Griffith University, Brisbane.

Gibson, A. (2010, November). *Flight of the Conchords: Performance and hyper-performance to construct music styles, nationalities, and comedy.* Paper presented at the New Ways of Analyzing Variation (NWAV) Conference 39, San Antonio, Texas.

Gibson, A. (2010, November). *Non-prevocalic /r/ in hip hop: A comparison of New Zealand and the USA*. Paper presented at the African American Language 2, San Antonio, Texas.

Smith, P. (2010, December). "*Let's be endemic, like trout, sheep and possums": Constructing self and nation online.* Presentation at The Multimodal Research Centre conference: Multimodality, Practice and Mediation: New Technologies, Workplaces, Identity, Time, Theory and Method, AUT University, Auckland, New Zealand.

Presentations

Bell, A., & Smith, P. (2010). *New(s) technology and the changing face of journalism*. Presentation to the AUT Discourse Research Group. AUT University, Auckland.

Billot, J., & Smith, P. (2010). *Online social networks: An informed perspective.* Presentation to the Office of Ethnic Affairs, Auckland.

Billot, J., Collins, J., & Smith, R. (April 7-9, 2010). *How to publish*. Presentation at the International Conference of the New Zealand Educational Administration & Leadership Society, Christchurch.

Crothers, C., Bell, A., Billot, J., Gibson, A., Sherman, K., & Smith, P. (2010). *World Internet Project New Zealand: A contextual and historical overview.* Presentation to the World Internet Project Annual Meeting, Lisbon, Portugal.

Crothers, C., & Sherman, K. (2010, March 25). *The (changing) digital divide in New Zealand.* Presentation to the AUT Internet Research Group, AUT University, Auckland.

Gibson, A. (2010). *A comparison of singing and speech: Two perspectives on context-dependent phonetic variation.* Paper presented at the School of Linguistics and Applied Language Studies Seminar Series, Victoria University of Wellington.

Gibson, Andy. (2010). *Non-prevocalic /r/ in hip hop: A comparison of New Zealand and the USA.* Paper presented at the African American Language 2, San Antonio, Texas, on 3 November 2010.

Gibson, Andy. (2010). *Flight of the Conchords: Performance and hyper-performance to construct music styles, nationalities, and comedy.* Paper presented at the NWAV 39, San Antonio, Texas, on 4 November 2010.

Smith, P. (2010). *Discovering discourse.* Presentation to the AUT Discourse Research Group, AUT University, Auckland.

Smith, P., Smith, N., Sherman, K., Goodwin, I., Crothers, C., Billot, J., Bell, A. (2010). *The Internet in New Zealand 2009*. *Findings of the second bi-annual World Internet Project New Zealand survey*. Presentation Auckland, Wellington.

Media

Gibson, A. (2010). Interview on TV3 News re MPhil thesis work.

Gibson, A. (2010). Interview on Radio New Zealand National re MPhil thesis work.

Smith, N. (2010). Interview on Radio Rhema re WIPNZ 2009 Report.

Smith, N. (2010). Interview with Neil Waka on TVNZ7 re WIPNZ 2009 Report.

Book review

Smith, N. (2010). Review of *Connecting the clouds: The Internet in New Zealand*.

Thesis

Gibson, A. (2010). *Production and perception of vowels in New Zealand popular music.* Unpublished MPhil, AUT University, Auckland.

Editorial

Billot, J. (2010). Editorial. *Journal of Educational Leadership, Policy and Practice, 25*(2), 1—2.

Appendix

External research income 2010 (excl GST)

InternetNZ World Internet Project NZ	25,000
Wiley-Blackwell Publishing Journal of Sociolinguistics copy editing	11,000
12th NZ Language & Society Conference Fees	13,000
First Rate Website sponsorship	8,800
TOTAL	**$57,800**