THE INSTITUTE OF CULTURE, DISCOURSE & COMMUNICATION

iCDC

2009 ANNUAL REPORT

AUT
UNIVERSITY

Table of Contents

1. Introduction

The Institute of Culture, Discourse and Communication (ICDC) is located within the Faculty of Applied Humanities. ICDC engages in research that is cross-disciplinary in nature and collaborative in process. Research focuses upon critical perspectives on communication, culture, identity, discourse, media and language in society. In particular, the Institute is committed to addressing contemporary cultural issues, through analysing the social, economic and political discourses and communicative practices that shape meaning in our society.

ICDC's research is both creative and critical, grounded in practice-based research and research-based practice. While the Institute is a stand-alone research centre, it acts to develop research capability within the faculty by providing a collegial research environment that supports postgraduate research and mentors emerging researchers. ICDC staff are encouraged to develop in their own fields of specialisation and skill, and to collaborate with other academics across disciplines and units. The Institute's Discourse and Internet Research Groups provide a regular forum for discussion among academics from within and beyond AUT. The core functions of the Institute are illustrated below:
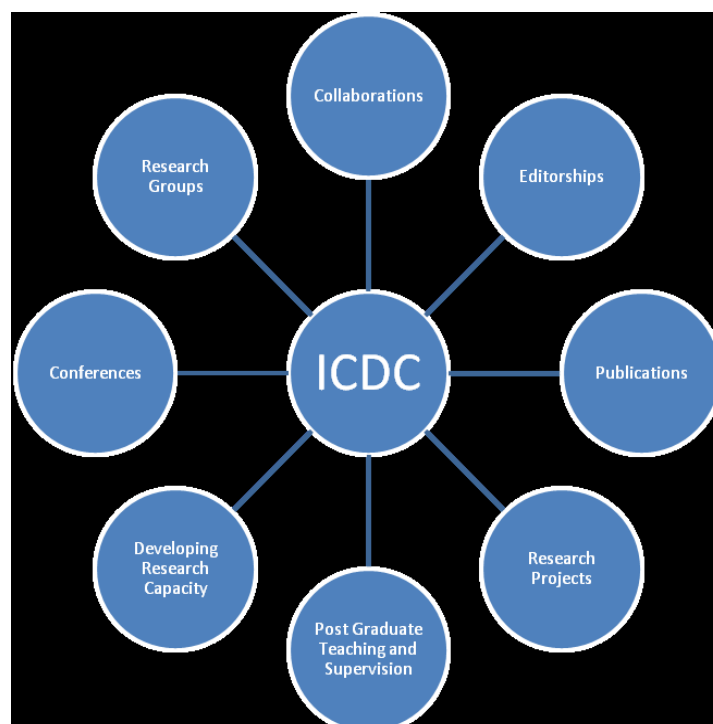
ICDC research projects aim to yield findings about people and society that are important to the public, stakeholders and policy-makers as well as to academics. Scholars from various disciplines have come together on projects which span language use, media such as the Internet and television, and national identity. The Institute's major project is the World Internet Project New Zealand (WIPNZ) which has been in operation since 2006.

The Institute receives financial support from the Faculty of Applied Humanities, together with some central University funding. Other income includes that from teaching, supervision and publications, plus publisher support for editorial work. External funding constituted a significant portion of the Institute's revenue in 2009. The bulk of this is funding for the World Internet Project from the Government through the National Library of New Zealand and from InternetNZ. Funding for the ICDC project webpages was gained from First Rate in 2009, for 2010-2011.

Other Institute activities include the publication and editorship of the *Journal of Sociolinguistics,* and *Access* (now located at RMIT) and the editorship of the *Journal of Educational Leadership Policy and Practice* and associate editorship of *Higher Education Research and Development.* Staff publications and presentations focus on the findings of communication based research as well as individualised research interests. Postgraduate teaching and supervision enables the staff members within the Institute to contribute to the faculty disciplines.

2. ICDC Objectives

- 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.

3. The ICDC Team

Cultural, social and linguistic research is people-intensive and the Institute recognises the value of building research capabilities within AUT. The bulk of ICDC's faculty and centrally-allocated funding therefore goes to supporting people undertaking research, research initiation, management, development and publication. Apart from the Director and Deputy Director, all other staff are part time and at February 2010 totalled 3.2 FTEs.

Allan Bell, Director, Professor of Language and Communication
Allan leads the Institute, managed its staff and planned and budgeted for its activities. His own work has included research development, editorship, mentoring, applications for funding, leadership of research teams, teaching and supervision and independent research.

Dr. Jennie Billot, Deputy Director & Research Director World Internet Project NZ

Jennie was Acting Director of ICDC while Allan Bell was away on study leave, January – July 2009. Jennie was previously a Senior Lecturer of Research Methods and the postgraduate student research director at Unitec. She completed her PhD at the University of Auckland in social geography, but also covering approaches from sociology, political studies and feminist theory. She has since specialized in education-related research, particularly in educational leadership, research culture, identity and ethnic diversity in NZ, and works largely qualitatively.

Philippa Smith, World Internet Project New Zealand (WIPNZ) Team member

While undertaking her doctorate, Philippa continues to assist with various ICDC activities. This includes her roles as a team member of the WIPNZ, organiser of ICDC's Discourse Research Group, co-organiser of the Internet Research Group, and editor of ICDC's online journal Working Papers in Culture Discourse and communication.

Nigel Smith, Co-ordinator, WIPNZ

Nigel is Co-ordinator of the World Internet Project New Zealand. Nigel has a BA/BCom degree focusing on a variety of social science and business fields. With a background in education, he is currently studying towards an MA in Psychology. Nigel's research interests include discourse analysis, identity and healthy lifestyles.

Kevin Sherman, WIPNZ Team member

As an ICDC PhD candidate, Kevin continues to be involved in the World Internet Project New Zealand and, together with Philippa Smith, facilitates the Internet Research Group.

Andy Gibson, Researcher, Editorial Associate

As Editorial Associate for the *Journal of Sociolinguistics* Andy continues to oversee the journal's online workflow. In 2009 he also managed the peer review process, subscriptions and publication of the journal *ACESS: Critical Perspectives on Communication, Cultural and Policy Studies*. As well as work on these journals, Andy has also been working part-time towards an MPhil thesis and has continued his work with Allan Bell.

Trish Brothers, Editorial Assistant

Trish provides copy editing services to the Journal of Sociolinguistics, ACCESS and the Working Papers in Culture Discourse and Communication. Her proofing and copy editing skills are also utilised by other researchers affiliated to the Institute.

Kristie Elphick, Research Administrator

Kristie attends to ICDC's everyday administration duties, ensuring the smooth running of the Institute and its activities. She assists in organising ICDC's monthly Discourse Research Group and Internet Research Group meetings and edits the ICDC website.

4. New Zealand Discourse Conference

Building on the success of the inaugural New Zealand Discourse Conference in December 2007, ICDC facilitated the second New Zealand Discourse Conference from 18-20th November 2009. The event was held in the conference centre at AUT University and attracted delegates from around New Zealand and from Europe, America and the Asia-Pacific region.

The conference, entitled **Tilts and Shifts - Applying a Discourse Lens,** focused on a discourse analysis approach to understanding the social world. Using the metaphor of a photographic lens, discourse analysis can be seen as a way to gain new perspectives on the social world and generate new insights into influences and changes in a range of social phenomena. Through an examination of talk, text and associated social practices, issues of identity, agency, structure, representation, power and practice can be addressed.

Great national and international interest in the conference was evident with nearly 120 abstracts received in response to the call for papers. Authors were invited to use discourse analysis to address theoretical, methodological or empirical research issues in a variety of themes including, but not limited to: leadership, organisational discourse, multi modality, new media, environmental discourse, gender, genre & the media, aging and the elderly, policy, migrants, medical practices, health, education, NZ culture, identity, nursing, work, career, and promotional discourse. As a result, 54 presenters from countries ranging from Canada, Sweden, and Switzerland, to Iran, South Africa and New Zealand were selected for the programme.

Professor Nigel Hemmington, the Dean of the Faculty of the Applied Humanities, opened the conference with an engaging welcome, setting the stage for collegial and stimulating discussion and debate.


The ICDC conference team singing the opening waiata

In addition to the presentation of papers there were three keynote speakers and four workshops held over the two and a half days.

The three keynote speakers at NZDC were:

Professor Rick Iedema, (Centre for Health Communication, University of Technology Sydney) who presented via a video on 'Discourse activism'? Redesigning and co-producing meanings and feelings';
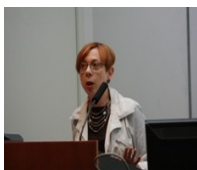
Professor Cynthia Hardy (International Centre for Research on Organisational Discourse, Strategy and Change, University of Melbourne) whose presentation focused on 'A discursive perspective on field-configuring events: The case of the Stockholm Convention'; and

Professor David Grant (Professor of Organisational Studies, University of Sydney). His presentation had an organisational focus and was entitled 'A discourse-based understanding of organisational change'.

The workshops provided an opportunity for a more comprehensive understanding of discourse theory and methods and were conducted by Professor David Grant, Professor Cynthia Hardy, Associate Professor Sigrid Norris (AUT University) and Dr. Meredith Marra (Victoria University).

Dr Sharon Harvey (AUT University) chaired the final panel session during which David Grant, Allan Bell, Sigrid Norris and Meredith Marra reflected upon the highlights of the conference and the future direction of discourse analysis.

Our thanks go to the hardworking conference committee members Jennie Billot, Bill Doolin, Darryl Hocking, Sigrid Norris, Philippa Smith, Kristie Elphick and Beryl Jack for ensuring the success of the second NZDC. Bringing together academics in such a forum, not only encourages discourse analysis research, but also positions ICDC and AUT in the forefront of this discipline.

5. Research Groups

Discourse Research Group (DRG)

The Discourse Research Group continued to attract members from AUT and other academic institutions during 2009 to discuss various perspectives of discourse analysis. Philippa Smith, co-ordinator of the DRG, believes the group provides an important forum for members to either present their own research or contribute to the academic discussion in a stimulating environment. Discourse analysis is becoming an increasingly popular research methodology across many different disciplines including language studies, communications studies, social sciences, business studies, health and engineering.

The DRG offers an opportunity to explore various methodological approaches such as conversation analysis, critical discourse analysis, and discursive psychology which can be applied to research.

Presentations during 2009 included the following:

March: Dr. Chris Holland, ICDC
        More than text: Critical Discourse Analysis (CDA).

April: David Cooke, Senior Scholar, York University, Toronto; Honorary
        Research Associate, Unitec NZ.
        What are we signing? The language of academic research contracts

May: Philippa Smith, ICDC
Too many texts or not enough? The dilemma of adapting the Discourse-Historical' approach of CDA to manageable proportions

June: Darryl Hocking, School of Languages, AUT
Report on the recent Third International Roundtable on Discourse Analysis at the City University of Hong Kong.

August: Dr. Judy Hunter, School of Social and Cultural Studies, Massey University.
Discourses of the other: Employers and migrant employees.

Internet Research Group (IRG)

The Internet Research Group met three times in 2009. Although there were fewer presentations than in previous years, the IRG was well attended and the discussions produced very lively debates. The IRG kicked off its year with a presentation from Jennie Billot, Research Director of the WIPNZ, and Nigel Smith, the WIPNZ Coordinator, on the 2007 World Internet Project NZ findings. This discussion covered the broad range of findings on the uses of and attitudes towards the Internet by New Zealanders.

The second meeting of the IRG featured research from Luiz Mendes Fiho, an AUT Ph.D. candidate working under the supervision of Felix Tan. The talk was entitled, "User-Generated Content and consumer empowerment in the travel industry" and it looked at the notion of consumer empowerment through the theoretical lens of Uses & Gratifications theory.

Phoebe Fletcher of the University of Auckland presented at the third and final meeting. Her paper, entitled "White Noise: YouTube, Conspiracy Theories and Political Pathology in the Age of the Internet" was a fascinating discussion of the way in which the Internet has become a post-modern conglomeration of information and entertainment, and considered some of the potential outcomes of this hyper-real cyberspace.

We are looking forward to the fourth year of meetings of the Internet Research Group and are currently organising what should prove to be an interesting line-up of speakers for 2010.

6. Research Projects

As well as individual research projects, including thesis research, ICDC members collaborate on a number of joint projects.

World Internet Project New Zealand (WIPNZ)

The World Internet Project New Zealand (WIPNZ) is ICDC's biggest project. Funded by the Government through the National Library and InternetNZ, it aims to provide important

information about the social, cultural, political and economic influence of the Internet and related digital technologies. New Zealand's partnership in the World Internet Project International enables comparison with 30 other countries. The team includes five ICDC members together with Professor Charles Crothers (School of Languages & Social Sciences) and Dr Ian Goodwin (Massey University).

During 2009, the design, data collection and analysis for the second round of the World Internet Project New Zealand were undertaken. As this is a longitudinal study, the sampling design for the second round was more complex. It involved recontacting as many respondents from 2007 as possible and then obtaining fresh respondents via a series of targeted random samples to ensure that the overall sample was as close as possible to census demographic proportions. Modifications to the questionnaire were made in order to ensure both comparative accuracy (internationally and longitudinally) and relevance to issues currently of interest. Data collection was carried out by Phoenix Research Ltd in August and September and a full sample of 1250 responses was obtained. The ICDC team conducted all aspects of the analysis, from calculating weighting proportions and strata adjustments to the selection of findings for reporting. The World Internet Project New Zealand 2009 Report was completed in late 2009 and presented to the project's sponsors (National Library and Internet NZ) in early 2010, prior to the public launch of the report.

In July 2009 the World Internet Project International Partners meeting was held in Macao. On behalf of the WIPNZ team, Nigel Smith gave a presentation which explored a theoretical framework developed to guide the WIP NZ survey project. At that conference, the first collaborative book to be produced by the WIP research group was launched. One chapter of the book was contributed by the WIPNZ team. A key outcome of the conference was the renegotiation of the common questions to be asked by all WIP research partners. This change to the survey will be enacted within the 2011 round of the WIPNZ survey.

World Internet Project International Partners meeting, Macao, July 2009

The existing project sponsors of the project have affirmed their ongoing financial commitment, with Internet NZ confirming their annual $25,000 contribution. National Library

indicated that the WIPNZ project is now considered a baseline expenditure item; a further step of consolidation in their support of the project. The search for private sector sponsorship met with success after several years' effort in late 2009, with First Rate Ltd agreeing to sponsor specific project pages on the ICDC website, beginning with the WIPNZ page. This has now been extended to the website page for the new Internet & Society Panel Project (refer below). Discussions continue with various potential sponsors, including Telecom NZ. We are now in the position of receiving more requests for presentations to industry groups than we are able to carry out, indicating a further strengthening of interest in the WIP NZ project.

Internet & Society Panel Project (ISPP)

Building upon the credibility and output of the World Internet Project New Zealand, ICDC identified a need for more specific research to complement the broad approach of the WIPNZ methodology. In mid 2009, discussions with Phoenix Research resulted in an agreement to collaborate in conducting an online survey exploring social networking, to be known as the Internet & Society Panel Project (phase 1). Consultation with several industry representatives ensured that the focus for research was relevant to industry interests. The ISPP team (Professor Charles Crothers, Dr Jennie Billot, Kevin Sherman and Nigel Smith) developed a questionnaire targeted both at industry interests and specific research questions driven by the literature on social networking. Funding was approved by the Faculty of the Applied Humanities in late 2009 to enable the development of this project. The survey data collection is scheduled for early 2010. The intention is to produce academic articles and a report for sale to industry from this and future rounds of the survey.

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*. Pronunciation features were studied in the language of Samoan, Tongan, Niuean and Cook Island Maori people, drawn from a database of interviews conducted in 2000-02. Publications from this work will appear in 2010-11 in the international journal *English World-Wide* and in a book on *Lesser Known Varieties of English* to be published by Cambridge University Press.

7. Publications

Journal of Sociolinguistics

The Journal of Sociolinguistics, published by Wiley-Blackwell Publishing, is the Institute's largest publication. This journal is edited and produced from ICDC, with Allan Bell as Editor, Andy Gibson as Editorial Associate, and Trish Brothers copy editor. Three Associate Editors share the reading and evaluation workload – David Britain (University of Bern, Switzerland), Monica Heller (University of Toronto, Canada) and Lionel Wee (University of Singapore).

The journal published five issues with a total of 720 pages in 2009. Some 130 papers were submitted to the journal in 2009, through the international website run by Manuscript Central, and 22 articles were published. The journal received an A rating from the Australian Research Council in its 2009 rating of journals. The journal remains committed to the broad remit with which it was founded – to fuse the linguistic and the social, to stimulate theorizing, to cross disciplinary boundaries, and to offer a forum for innovative and direction-setting research and sociolinguistic thought. There has been an increase in quality articles in the last year, which has been one of the first years to fill all five issues without the inclusion of a theme issue of invited papers.

In the first half of 2009 during Allan Bell's sabbatical, he took his first period of leave from editorial duties since co-founding the journal in 1997. Lionel Wee took on the role of Managing Associate Editor during this time, while the other Associate Editors carried an increased workload. Editorial Associate Andy Gibson also took on additional responsibilities, co-ordinating the flow of articles through the peer-review process to the production stage.

ACCESS: Critical perspectives on communication, cultural and policy studies

Since 2002, ICDC has published the journal ACCESS. Early in 2009, a special double-issue of the Journal was published. This issue was guest edited by Richard Smith and Bob Lingard, and was entitled, "The Politics of Educational Research: International Perspectives on Research Accountability and Audit Systems". Trish Brothers copy-edited the journal and Andy Gibson provided editorial assistance. This was the last issue of ACCESS to be published out of ICDC. The journal is now managed from RMIT, where editor Elizabeth Grierson is based.

Journal of Educational Leadership Policy and Practice

The Journal of Educational Leadership Policy and Practice is the journal of the New Zealand Educational, Administration and Leadership Society (NZEALS). As a peer reviewed journal, it highlights issues related to educational leadership in both New Zealand and globally. The journal publishes the work of established and new scholars and practitioners and is published twice a year. In particular, the journal welcomes studies that further international debates in the field of educational leadership. Jennie Billot is the Co-Editor of this journal with Jenny Collins (Unitec). Trish Brothers at ICDC is the copy editor of the journal.

Higher Education Research and Development

Jennie Billot is Associate Editor for the Higher Education Research and Development journal which is published by Routledge. The central focus for this 'A' rated journal is the higher education context, higher education policy and the study of teaching and learning. The journal aims to serve the needs of teachers, researchers, students, administrators and those concerned with the present and future of higher education.

8. Other Staff Activities

Allan Bell, Director

The Director's role includes oversight of the Institute and its staff, planning and budgeting, research development, mentoring, funding applications, leadership of research teams, teaching and supervision as well as his own researching, reading, writing and editing commitments. Mentoring within and beyond AUT is an ongoing commitment of the position. Journal editorship involves constant interaction with authors and with senior scholars as reviewer, and Allan also has frequent approaches from academics and students in New Zealand and throughout the world for information and advice on sociolinguistic research. Many of these activities are covered elsewhere in this report – see especially sections on Research Projects and Publications.

Allan's foundational paper 'Language style as Audience Design' was anthologized during the year in a major 6-volume selection of leading papers in sociolinguistics (Routledge), and in an international reader (Palgrave Macmillan). He sits on the editorial boards of five journals: *Discourse Studies, Access, Pacific Journalism Review, NZ Studies in Applied Linguistics* and *Discourse & Communication.* During the year he also reviewed submissions for several other journals, international conference papers and publishers' proposals. Allan is to be biographized (by ICDC member Philippa Smith) in the forthcoming *Encyclopedia of Applied Linguistics*, to be published by Wiley-Blackwell, and has accepted an invitation to be a plenary speaker at the AILA International Congress (International Association of Applied Linguistics) in Beijing in 2011.

Allan Bell was on sabbatical study leave for the first six months of 2009, including taking leave from the *Journal of Sociolinguistics*. Most of this period was spent at the University of Regensburg, Germany. Here he held - by invitation of the Director of the Research Center for World Englishes, Professor Dr Edgar Schneider - the position of Visiting Professor in World Englishes, a chair that the University supports on an occasional basis. The visit was supported in part by a Reinvitation Fellowship of the Deutscher Akademischer Austauschdienst.

The main goal for the study leave was to write a book, *The Textbook of Language in Society: An Introduction to Sociolinguistics*, to be published by Wiley-Blackwell. Some 60,000 words of near-final text were produced, and most of the book's first section was submitted to the publisher for evaluation at the end of the leave period. Work on the book involved a good deal of primary reading as well as the creation of case studies, exercises, examples, etc. It is a major work which is agenda-setting for aspects of the field as well as student-oriented.

While in Regensburg Allan Bell taught a Hauptseminar (advanced undergraduate seminar) in World Englishes, entitled 'Performing Englishes: the sociolinguistics of a global language'. This was a newly prepared course, and much of the material will be picked up into the textbook and other publications, such as the theme issue of the *Journal of Sociolinguistics* on 'Performing Language' to be edited with Andy Gibson. Allan also presented a Gastvortrag

(guest lecture) at the University of Regensburg on 'The Sociolinguistics of Voice', to the Kolloquium of the Research Center of World Englishes.

Allan presented a paper on 'What broadcasting can do to revitalize a threatened language' at the the Linguistics Society of New Zealand 18th Biennial Conference in Palmerston North. In October 2009 he released a news story, based on a study published in the *Journal of Sociolinguistics,* showing that the British regard NZ English most highly of all non-British accent. The major daily newspapers and many radio stations interviewed Allan on the topic, and coverage appeared in over 20 news outlets, including in Australia.

Allan has several thesis supervisions:

Ineke Crezee graduated PhD during 2009, after completing her thesis on attrition of English and reversion to Dutch by elderly Dutch immigrants to New Zealand.
Kevin Sherman began his PhD in April 2006, supported by one of the highly-competitive NZ Government international scholarships. His topic is the issue of identity in the virtual world Second Life.
Philippa Smith began PhD in May 2007 supported by an AUT scholarship. Her topic is the relationship between the internet and national identity.
Andy Gibson began MPhil in 2008 on American and local accents in New Zealand popular singing.

The last three are all due to finish in 2010, and Allan will commence several new supervisions during the year.

During Allan's absence on sabbatical, Professor John Bitchener, Professor Koenraad Kuiper (University of Canterbury), Associate-Professor Jen Hay (University of Canterbury) and Dr Ian Goodwin (Massey University) shared responsibility for these supervisions.

Jennie Billot, Deputy Director ICDC; Research Director World Internet Project NZ

As Deputy Director, Jennie supports the Director in the management of the Institute and its staff and undertakes both Institute and Faculty management and research activities. Jennie also directs the World Internet Project New Zealand (WIPNZ), managing the funding, team activities and presenting to commercial parties, while overseeing the design and implementation of the project.

Other AUT roles involved membership of AUT and Faculty committees, co-facilitating a workshop on '*Research Leadership'* within the AUT Leadership Management Enhancement Programme (LMEP) and facilitating a workshop on '*Developing an Academic Portfolio'* for ICDC staff. Jennie is also a supervisor for Kevin Sherman, ICDC (PhD): his topic is the role of national identity in the virtual world Second Life.

Jennie's research interests and publications focus on educational leadership, diversity and ethical leadership, identity, and research culture. She is currently Co-Editor of the Journal of

Educational Leadership Policy and Practice, and Associate Editor for the Higher Education Research and Development journal. During 2009 she also reviewed submissions for other journals and conference papers. Jennie was invited to be the facilitator at the Bay of Plenty Polytechnic Writers' Retreat in October 2009 and is a member of the NZICT Education and Skills Committee.

Philippa Smith, PhD candidate

Philippa Smith is a PhD candidate with the Institute of Culture, Discourse and Communication. She holds an AUT Contestable PhD Scholarship and commenced her third year of doctoral research in June 2009. Using the 'discourse-historical' approach developed by researchers from the Vienna School of Critical Discourse Analysis, Philippa is investigating patterns of language use to determine the construction of New Zealand national identity on the Internet between 2006 and 2008. She is comparing the official political discourse with the Internet 'chat' about national identity on a New Zealand blog and listserv forum, to examine how people responded to the Government's proclamation of the emergence of a new and unique identity.

While in Austria in May 2009 Philippa had the opportunity to meet with Dr Martin Reisigl from the University of Vienna to discuss her PhD thesis. Dr Reisigl, an expert in the 'discourse-historical' approach, has co-authored a number of publications on the discursive construction of Austrian national identity along with Professor Ruth Wodak and others. He was able to offer Philippa sound advice for her research.

In addition Philippa presented preliminary findings of her PhD research at the 2nd New Zealand Discourse Conference organised by ICDC at AUT in November 2009.

A 'new' NZ national identity?

Andy Gibson, MPhil Candidate

Andy Gibson is an MPhil candidate with an Honours Degree in Linguistics. His work focuses on the pronunciation and perception of sung and spoken vowels in New Zealand English. Andy was called upon to give his opinion to the media on several occasions in 2009. Firstly he commented on the portrayal of the New Zealand accent as performed by an Australian

actor in the popular TV series Underbelly – The Story of Mr Asia. The story was published in newspapers throughout New Zealand and Australia. This was followed by an appearance on the TV3 breakfast show 'Sunrise' on the topic of the changing New Zealand accent and Andy was able to argue against common perceptions of the New Zealand accent as being 'lazy'. Finally, in October, Andy appeared on Nightline to comment on an Australian cartoon which parodies the New Zealand accent.

Andy presented the results of his MPhil research at the New Zealand Music and National Identity conference at Otago University in June. Subsequently, Andy's submission has been accepted to the refereed proceedings of the conference. Other presentations included the Postgraduate Conference in mid-August and the NZ Linguistics Conference in November. He presented results from an experiment which confirms that there is a significant difference between vowel pronunciation in sung and spoken English.

Kevin Sherman, PhD Candidate

Kevin Sherman is in the final stages of his PhD on the attachment individuals feel for the online virtual world of Second Life. Using a mixed methods design, he is currently working on the writing up of quantitative and qualitative analyses. He is planning to submit the final thesis by the end of the year.

9. Conclusion

As Director I express my thanks to the staff of the Institute, who make up a strong and vital team, and in particular to Deputy Director Dr Jennie Billot, who during my study leave became Acting Director of the Institute only a few months after joining it.

ICDC is a small unit (currently 3.2 FTEs) that delivers strong, high-quality research results to the Faculty and University. Its research activities and profile – through published and presented outputs, conferences, editorships of leading journals, supervision of postgraduate theses, mentoring, research training, projects such as the World Internet Project, and high media coverage - provide high value for a relatively modest investment.

Allan Bell
Director

10. Appendix: Research Outputs

Book Chapters

Bell, A. (2009). Language style as audience design. In N. Coupland & A. Jaworski (Eds.), *The new sociolinguistics reader* (pp. 265-275). Basingstoke, England: Palgrave Macmillan.

Bell, A. (2009). Language style as audience design. In N. Coupland & A. Jaworski (Eds.), *Sociolinguistics: Critical concepts in linguistics: Volume 1: The sociolinguistics of language variation and change* (pp. 360-369). London, England & New York, NY: Routledge.

Goodwin, I., Smith, N., Sherman, K., Crothers, C., Billot, J., & Smith, P. (2009). Internet use in New Zealand: Implications for social change. In G. Cardoso, A. Cheong & J. Cole, (Eds.), *World wide Internet: Changing societies, economies and cultures,* (pp. 624-655). Macao: University of Macao Press.

Smith, P. K. (2009). Charismatically (re)constructing New Zealand identity. In T. Le, Q. L, & M. Short (Eds.), *Critical discourse analysis: An interdisciplinary perspective,* (pp. 269-278). New York: Nova Science Publishers Inc.

Article

Gibson, A. (2009). *Pasifika English. Group Researching in New Zealand English (GRINZE).* The School of Linguistics and Applied Language Studies Victoria University: Wellington. http://www.victoria.ac.nz/lals/research/grinze/publications/Pasifika_English.pdf

Report

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

Conference Proceedings

Billot, J. (2009). *Collaborative research: Enhancing the process.* In H. Hamerton & Mercer, C. (Eds.), Research that works: Successful collaborations. Proceedings of the 5th Biennial Conference of the Institutes of Technology and Polytechnics of New Zealand. Tauranga, 2-3 October 2008. Wellington: Institutes of Technology and Polytechnics.

Conference Presentations

Bell, A. (2009). *What broadcasting can do to revitalize a threatened language.* Paper presented at the Linguistics Society of New Zealand 18th Biennial Conference, Massey University, Palmerston North.

Gibson, A. (2009). *Between convention and innovation: Pronunciation of vowels in New Zealand popular music.* Paper presented at the Faculty of Applied Humanities Postgraduate Student Conference. AUT University, Auckland.

Gibson, A. (2009). *What's on the record is what's in our head: The phonetics of vowels in New Zealand popular music.* Paper presented at the Linguistics Society of New Zealand 18th Biennial Conference. Massey University, Palmerston North, New Zealand.

Gibson, A. (2009). *New Zealand identity in popular music: Vowel differences between singing and speaking.* Paper presented at 'Many Voices: New Zealand Music and National Identity' conference. University of Otago, Dunedin, NZ.

Smith, N., (2009). *Directions for WIP-related research: A theoretical framework*. Paper presented at WIP International Conference, Macau, China.

Smith, N. (2009). *Mobile internet: A context*. Panel presentation at the Internet Research Group of Otago unConference 1.0, University of Otago, Dunedin, NZ.

Smith, P. K. (2009). *The discursive construction of New Zealanders on the Net.* Paper presented at the 2nd New Zealand Discourse Conference, November 18, AUT University, Auckland, NZ.

Presentations

Bell, A. (2009). *The sociolinguistics of voice*. Gastvortrag [invited public lecture] to Research Center for World Englishes, University of Regensburg, Germany.

Billot, J. (2009). *Publishing: An insider's perspective*. Presentation at the Bay of Plenty Polytechnic Writers' Retreat. October 6th, Tauranga, New Zealand.

Gibson, A. (2009). *We talk like New Zealanders talk, but we sing like pop singers sing.* Presentation for the three minute thesis competition. AUT Postgraduate Symposium - 'New Directions, Challenges and Applications' September 25, AUT University, Auckland, NZ.

Sherman, K. (2009). *Does an individual's real world nationality influence the depth of their virtual world affinity? A cross-national comparison in levels of real world national attachment and virtual world attachment reported among participants from New Zealand and the United States*. Paper presented at the Global Intercultural Collaboration Workshop at AUT University, Auckland, NZ.

Smith, N., & Billot, J. (2009). *World Internet Project New Zealand*. Presentation to Microsoft, April 7th Auckland.

Smith, N., & Billot, J. (2009). *World Internet Project New Zealand. Highlights and international comparisons.* Presentation to the AUT University ICDC Internet Research Group. March 24th.

Smith, P. K. (2009). *Too many texts or not enough?* Presentation to the Institute of Culture, Discourse & Communication Discourse Research Group, 14 May, AUT University, Auckland, NZ.

Smith, P. K. (2009). *New Zealanders on the Net.* Presentation for the three minute thesis competition. AUT Postgraduate Symposium - 'New Directions, Challenges and Applications' September 25, AUT University, Auckland, NZ.