



Massey News



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ki Pūrehuroa



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Associate Professor Glyn Harper.

Book depicts New Zealand's experience of WWI

Images of War, a new book from Director of the Centre for Defence Studies Associate Professor Glyn Harper, was officially launched at the Army Memorial Museum in Waiouru on Thursday.

The book features photographs taken by New Zealand soldiers during World War I. Its release marks the 90-year anniversary of the Armistice.

Images initially came from the Queen Elizabeth II Army Memorial Museum and the Kippenberger Military Archive, but Dr Harper says thousands more photographs from private collections were sent to him after a nationwide appeal.

"It was a real privilege to be able to work on this project. As it progressed I came to realise what an important but much-neglected historical source these photographs were. I think this is one of the most important books I have worked on and I am so glad it was released in time for the 90th commemoration of the Armistice."

Most of the photographs in *Images of War* have never been published and many were captured with forbidden cameras hidden in soldiers' kitbags. It covers the whole of the war, even though New Zealand did not appoint an official photographer until 1917. "Thank goodness many soldiers defied orders and took their own cameras, otherwise we'd have no record of the campaigns in Gallipoli or the Somme, for instance," Dr Harper says.

The book was a part-time project spanning three years for Dr Harper, with help from his wife Susan Lemish and former secretary Tania Lasenby. Ms Lemish and Ms Lasenby looked at 30,000 photographs, with 830 making it into the book.

"Once they knew what I was after, they were able to look at albums and boxes of images too," Dr Harper says. "I could not have got through all of the photographic collections, and met the publisher's deadlines, without their help."

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Book depicts New Zealand's experience of WWI

The pictures tell a different story to the written accounts of the war, he says.

"The images assembled in the book record a large slice of New Zealand's experience of this pivotal and tragic event and reveal something of what it was like for the New Zealanders who had to live through it. They're poignant, arresting and evocative and capture the spirit of the time."

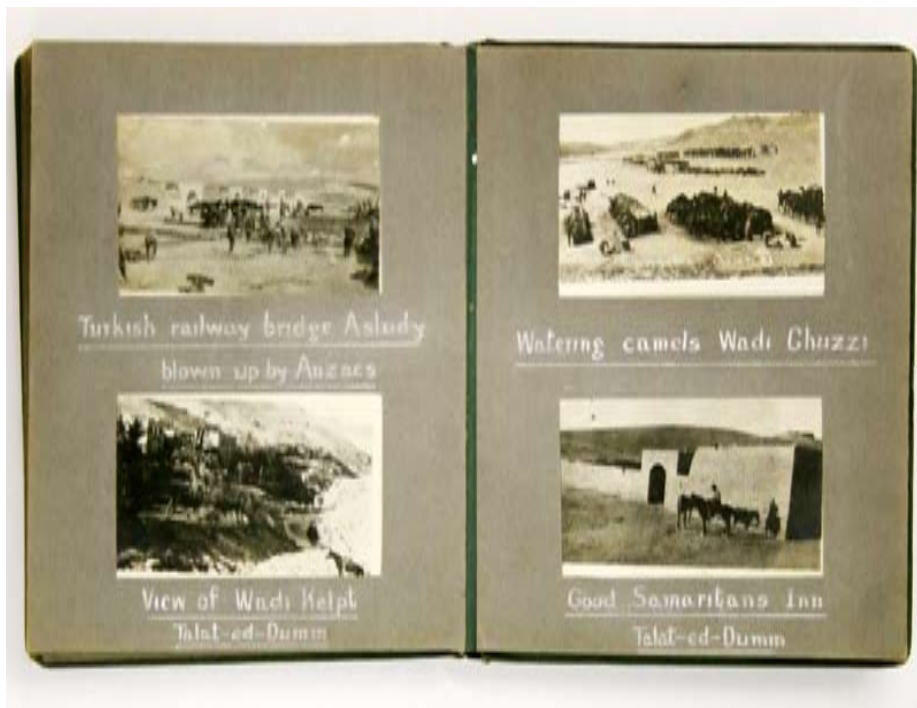
Some images in the book show the graphic injuries sustained on the battlefield. "It was very painful going through the photos for that section of the book, but I thought it was important the book drove home the cost of war," Dr Harper says.

Chief of Army Major General Lou Gardiner officially launched the book at the War Memorial Museum in Waiouru last Thursday. It is published by HarperCollins.

Dr Harper says he has plans for a similar book covering World War II.

"Of course this will be a much larger project. New Zealand's commitment to that war was far greater as the Air Force and Navy were also involved and cameras were more common," he says. "I'd expect there would be about 100,000 pictures to go through for that project."

from cover.



An album submitted to Dr Harper by a soldier's relative.

Staff thanked for efforts during outbreak on campus

Staff at the University's Manawatu campus who managed a gastroenteritis outbreak were "simply marvellous", Regional Registrar Dr Sandi Shillington says.

It was determined on Wednesday that the outbreak was a Norovirus, with more than 160 people – mostly students – affected. Most became unwell around 31 October, though a few cases were reported in each of the following days. "Although the outbreak could not have come at a worse time for students – during the end-of-year exams, everyone worked together to minimise the extent of the outbreak and to do everything possible to ensure that students were not disadvantaged nor staff put at unnecessary risk," Dr Shillington says.

"Of particular note is the role played by the cleaning staff provided by Spotless Cleaning and Campus Living. Their dedication to excellence reduced the spread of infection

and ultimately helped to bring the numbers of new infections down. Spotless Catering supplied meals to unwell students in the Halls to alleviate the need for them to access the Dining Room while they were recovering."

About 80 casual staff supervised exams, "Some of them have been members of the 'Massey family' for years. Despite being aware of the possibility of infection, the exam supervisors did all they could to support students who were clearly not feeling at their best."

Others providing assistance included the regional Contact Centre, responsible for managing the exam team, who worked with the Timetabling Office to find a new venue for the alternative sitting of exams. Medical Centre staff dealt with large numbers of students, particularly on 31 October when more than 90 students were seen.

"They have continued to run clinics to

support students, including clinics over the weekend, when the Centre is usually not open," Dr Shillington says. "Vautier Pharmacy worked with us to provide supplies needed and opened on Saturday to provide support for students. "The Halls Community Group was perhaps the closest to the action with many of the residential advisers living in the Halls also affected by the illness. Despite this, the team worked tirelessly to support students." Others who assisted include Call Centre, Examinations Office, Regional Facilities group including the Regional Health and Safety Office, and Communications staff, Dr Shillington said.

Vice-Chancellor Steve Maharey passed on his thanks to staff for their efforts, as did Deputy Vice-Chancellor and Manawatu campus Regional Chief Executive Professor Ian Warrington.

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In your hands: The defining image of the 2009 television recruitment campaign.

Staff and students share their Massey discoveries

Staff and students feature in the University's 2009 recruitment campaign, giving New Zealand a glimpse of some of the work under way at New Zealand's defining university.

The advertising began screening on television this month. Acting marketing director Sarah Vining says the concept, *Discovery is in your hands*, shows Massey's role in transforming New Zealand.

"It shows real-life explorers in action, each touching the world through their discoveries," Ms Vining says.

"All the people in the ads are Massey students or staff. Several advertising students took part and were able to gain first-hand experience of the process of creating a television commercial."

The short list was developed in consultation with each of the University's five colleges, with filming at Manawatu and Wellington.

Ms Vining says radio, print, text and internet advertising will complement the television component of the campaign, along with an

"out-bounding" phone campaign to reach prospective and existing students run by the University's Contact Centre.

While in previous years the end-of-year recruitment campaign has been the marketing team's major focus, this year a decision was made to have a more constant presence in the market throughout the year.

"We are really pleased that we have enjoyed strong media coverage throughout the year, highlighting the research and expertise of our staff and students in key areas including technology and engineering, added-value in agriculture and smart foods, and, of course, the creative sector.

"The TV campaign has good time slots with quality images too, so we are really pleased to be sharing the great work that's done. And we do want to thank all the staff and students who took part."

The commercial can be viewed online via the University's YouTube channel - visit: <http://www.youtube.com/masseyuniversity>

Lizard researchers win national ecology awards

Students from the Ecology and Conservation group in Albany won first and second prizes for the best student research presentations at the New Zealand Ecological Society's annual conference recently.

The University had 15 postgraduate students from Albany and Manawatu campuses presenting their research – the largest contingent ever to attend the conference from a single tertiary institution, according to Associate Professor Dianne Brunton, who heads the Institute of Natural Resources' Ecology and Conservation group.

"We are very proud of the high standard of our Ecology postgraduate students at Albany campus," says Dr Brunton.

Master's student Ben Barr won first place for his talk titled *Investigating Chevron Skink (*Oligosoma homalonotum*) Ecology, and the Impacts of Rat Control*.

The chevron skink is of New Zealand's rarest lizards and listed as nationally endangered. Mr Barr is investigating the effects of rat control on skink populations on Great Barrier Island.

Second place was won by Master's student Dylan van Winkel for his presentation *Monitoring Post-Translocation Responses of Cryptic Geckos and Investigation of Avian Predation on Island Lizards*.

His research is examining the impact of native predators, such as birds, on the Duvaucel's geckos on Tiritiri Matangi and Moturoa Islands in the Hauraki Gulf. Mr Barr also won the Conservation Biology prize.



Ben Barr with a chevron skink.

Moodle first step in strategy to enrich learning

The University is adopting Moodle as its new learning management system, part of a drive to provide the best possible learning environment for students, says Vice-Chancellor Steve Maharey.

Moodle, an acronym for Modular Object-Oriented Dynamic Learning Environment, is an open-source learning platform used by the world's leading university-level distance education providers, including the Open University (UK).

The move to Moodle is the first of a number of initiatives that will form part of a larger strategy aimed at broadening and enriching the learning experience for all students, Mr Maharey says. It will allow the University to offer a blended model of teaching – combining face-to-face and online learning – to internal, distance and international students.

Massey's student bodies have welcomed the move.

The carefully-phased implementation of Moodle over the next two years will be a major step forward in the online toolset available to staff and those tools and services Massey already provides its students to support conventional teaching. In particular, the new teaching platform will be used to encourage higher levels of student interaction and engagement through new digital media and online learning communities.

"Although technology offers great potential, Massey's strategy is about investing in people to develop a new approach to learning and teaching, which prepares today's students for tomorrow's world," Mr Maharey says. "To realise these benefits Massey fully understands the importance of staff professional development and the need to adequately support students. Selecting Moodle is only the first step.

"Moodle will be used to build on Massey's reputation for excellence and innovation in teaching. In the past three years Massey has had six winners in the National Awards for Excellence in Tertiary Teaching, including the Prime Minister's supreme award this year. The decision to select Moodle is about ensuring our teachers have the right tools for the virtual classroom of the 21st century.

"The adoption of Moodle will also allow Massey to continue its leadership role in distance learning. We are the nation's pre-eminent provider of distance learning and we believe, in the context of economic and social transformation, Massey should ensure that those students who choose to study at a distance can do so anytime, anywhere."



The Vice-Chancellor is presented with a pounamu pendant as a welcome gift from Wellington campus staff.

Path clear for new vice-chancellor

Te Kuratini Marae in Wellington was full to capacity for the powhiri to welcome the University's new Vice-Chancellor, Steve Maharey on Friday.

Mana whenua representatives were supported by members of the Wellington High School kapa haka group, University Council members, students and staff to welcome Mr Maharey.

Chancellor Nigel Gould described the council's decision to appoint Mr Maharey as being relatively easy. "He showed clear strengths and passion, and over his almost 12-month induction has had the energy and capability to look at developing a strong strategic base."

As part of the welcome, Mr Maharey gave a presentation about the new 2020 strategy. "Massey University is New Zealand's defining university," he said.

"By 2020 it will be known as a university that embraces change, is ambitious, with a Massey-first attitude, innovative, a New Zealand style, looks for opportunities, works collegially and has autonomy to be its own boss."

The Wellington welcome completed his initiation. He says he is firmly focused on the concept that while Massey is a multi-campus university, everybody is part of the same team.



Hokowhitu and Blair Tennant decision welcomed

The decision by the Government to agree to a process that will allow the sale of Blair Tennant Hall and Massey University to take full ownership of the College of Education's campus at Hokowhitu site is exciting news, says Vice-Chancellor Steve Maharey.

Mr Maharey says Massey has been asking for the ability to be allowed to determine the future use of these assets for some time.

"Our understanding is that we will now

move to sell Blair Tennant Hall and reinvest the proceeds in the University.

"We will continue to occupy the Hokowhitu site but having ownership transferred to the University will allow us to determine its long-term future.

Mr Maharey thanked the Minister, Pete Hodgson, for his decision, which will be received positively by the whole tertiary sector.



University House heralds new era for Massey

New Vice-Chancellor Steve Maharey was also officially welcomed to the Manawatu campus recently as the University officially opened the new University head office, University House.

Tangata whenua, Ministers and MPs, Emeritus Professors and more than 300 staff were on-hand for the celebration.

Mr Maharey said University House drew all the senior managers together and created a base for the University's national operations.

"What we have done is to distinguish between roles with a national responsibility and those with a responsibility for this campus. Massey is a national university with multiple campuses.

"Providing leadership at University House more clearly delineates the fact those management roles cover the whole University, not just Manawatu, by providing a front door to the University that is distinct from the front door to the campus," Mr Maharey says.

"It's also good for the Manawatu that Massey has a multi-campus university with its head office in Palmerston North and it sends a message to the community of long-term commitment to the region."

The launch and welcome started with a blessing by Reverend Wiremu Te Awe Awe, before Deputy Vice-Chancellor Professor Ian Warrington spoke of Mr Maharey's return to Massey as a "local boy made good". After graduating with a BA and later an MA in the 1970s, Mr Maharey taught both sociology and business administration at Massey before embarking in a career in politics.

A spell on Palmerston North City Council was followed by 18 years as MP for Palmerston North, with portfolios including social development, broadcasting, tertiary education

and research, science and technology.

Education Minister Pete Hodgson, a long-time Cabinet colleague of Mr Maharey and a Massey veterinary science graduate, also spoke.

"He is besotted with Massey and is a person with a tremendous amount of energy but he can't do everything," Mr Hodgson said. "So work with him, help him. To the Massey community, to the council and right to the bones of this place, good luck."

Mr Maharey acknowledged the many guests including Dr Tumu Te Heuheu, Paramount chief of Tuwharetoa, and noted the strong relationship the two had forged over many years of shared interest in education.

Mr Maharey outlined his vision for Massey as New Zealand's defining university, echoing the University's first Vice-Chancellor, Sir Allan Stewart, and his assertion that Massey was change-embracing, innovative and forward-looking.

This would continue, Mr Maharey said, with Massey continuing New Zealand's transformation.

Qualities Massey would embrace included excellent, first, innovative, connected, opportunity, collegial and autonomy. One area to be addressed first was that of responsibility, with Massey leading in sustainable development.

Mr Maharey also outlined the vision for each of the University's campuses: Albany would have a comprehensive range of courses with a focus on innovation and the new economy; Wellington would continue as a more niche education provider with strengths in creativity and design; while Manawatu would draw from its roots in agriculture and science to maximise

its role at the centre of New Zealand's food industry.

"This is a stunning university," Mr Maharey said. "It has the most wonderful staff and I have not stopped being amazed at the quality of people and the quality of the things they are doing. We are going to make it even better."

Mr Maharey was gifted two rimu trees by the University, one to be planted on the Manawatu campus and one on his property.

The Senior Leadership Team comprises the Vice-Chancellor, the Deputy Vice-Chancellor (Professor Ian Warrington); Assistant Vice-Chancellors with responsibilities for Maori and Pacific (Professor Mason Durie), Research (Professor Nigel Long), Academic (to be appointed), Finance, IT, Strategy and Commercial (Dr John Griffiths), People and Organisational Development (Alan Davis), External Relations (Sue Foley), and the University Registrar (Stuart Morriss); the Pro Vice-Chancellors for the College of Business (Professor Lawrence Rose), College of Creative Arts (Professor Sally Morgan), College of Education (Professor James Chapman), College of Humanities and Social Sciences (Professor Susan Mumm), and College of Sciences (Professor Robert Anderson); the Regional Chief Executives for Albany (Professor John Raine), Manawatu (Professor Ian Warrington), Wellington (Professor Andrea McLroy, and an appointment will be made in 2009 of a Chief Executive Open and Professional Learning.

Those with national responsibilities, the Vice-Chancellor and Assistant Vice-Chancellors, will be based in University House, which will provide additional working space for members of the team visiting from the Albany and Wellington campuses.



Dr Paul Perry.

Sociologist elected to World Values Survey Association

Dr Paul Perry was elected to the scientific advisory board of the World Values Survey Association at its conference and general assembly in Istanbul recently.

Dr Perry, a senior lecturer in Sociology in the School of People, Environment and Planning, has been a principal investigator in the New Zealand study of values since 1985.

The World Values Survey Association is an international network of social scientists studying changing values and their impact on society.

Large-scale national surveys are carried out across the world simultaneously. Surveys have been undertaken at least once in 97 countries, over five different rounds, since the 1980s.

The most recent round, 2005-07, saw surveys carried out in 60 countries including New Zealand.

The scientific advisory board comprised individuals from 12 countries. It will have a key role in developing the questionnaire for the next round of the survey.

Dr Perry says his being part of the scientific advisory board will lift the profile of New Zealand within the international organisation and allow greater involvement in the shape of the next survey round.

Association president Professor Ronald Inglehart will visit Massey next Thursday, when he will give a public lecture *Changing Mass Attitudes and Democracy*.

Professor Inglehart is Research Professor at the Center for Political Studies at the University of Michigan.

His visit is part of a series of speaking engagements in November, part of Fulbright New Zealand's 60th anniversary celebrations.

The Massey lecture will be in the Japan Lecture Theatre at the Manawatu campus at 11am.

Health assumptions over weight send unhealthy messages

Making assumptions of health based on a person's weight is faulty, and misinformation is putting people's physical and emotional well-being at risk, says College of Education researcher and lecturer in human development Dr Cat Pausé.

Dr Pausé challenged her students and colleagues to examine the "obesity myth", which she says wrongly suggests that fat is unhealthy, that body size is a predictor of health and that there are permanent forms of weight-loss available.

"It is irresponsible to assume that all fat people are unhealthy, just as it is irresponsible to assume that all thin people are healthy," Dr Pausé says.

She is project coordinator for the Adult Identity Development Project, which collected data on identity development, maintenance and revision in adult women and men for more than 20 years. Her focus is on weight identity, a small component of body image/identity.

Her research looked at United States women classified as morbidly obese. She says she chose this group because they are largely ignored or discarded by most studies. "Most research using individuals who are classified as morbidly obese is medical research, or has recruited participants through medical pathways."

So far, she has found that New Zealand culture does not appear to be as weight-obsessed as the United States, yet she sees the same pressures being imposed. "In the United States, 90 per cent of women experience some form of dissatisfaction with their body. We have a global culture telling women that their bodies are not acceptable.

"In Britain, authorities are even suggesting removing overweight children from their homes to avert what they consider to be child abuse – and their methods for measurement are based on outdated systems that do not reflect today's lifestyle and standards."

Dr Pausé says the system, known as the body mass index, is inappropriately used as a health measure by government agencies around the world and should be scrapped. She argues that most people who work in the field of fat studies, agree.

"It does not reflect the standards by which we live today – it was developed in 1850 and



Dr Cat Pausé.

was developed as a normative measure of height and weight, not as an indicator of health.

"Using it perpetuates obesity myths, which damage our sense of weight identity inside a culture that is increasingly prejudiced toward fat people," she says. "In fact we have an \$8 billion diet industry flourishing, when research shows that permanent weight loss of more than 8kg is impossible for 95 per cent of people."

Dr Pausé says that there is research to show that weight identity does not necessarily shift even when the weight does. "Weight and health are not direct cause and effects," she says, "Although younger dieting and yo-yo dieting does correlate with poor health, and 80 per cent of women in the United States have been on some form of diet to lose weight by the time they are 18 years old.

"In many cultures, being a morbidly obese woman means living in a society that both oppresses your voice and exploits your image as a cautionary tale."

Dr Pausé says there needs to be better understanding of issues surrounding weight and health, and that a culture shift must occur to encourage a healthier weight identity and physical health. "Imagine if a doctor prescribed a pill that only worked 5 per cent of the time for heart disease; it would be considered unethical, yet they still always say, 'eat less, exercise more, lose weight'."

Language Studies prizes awarded

Three Language Studies students have been recognised with prizes for their work this year in the East Asian Studies Programme.

Cindy Tan received an undergraduate students' arts bursary. She is an international student undertaking a major in linguistics. Besides linguistics papers, Cindy has completed many papers in Chinese.

The award is based on academic merit.

Helen Trew has been awarded the Albert and Alexis Dennis Donation.

The donation is a funding supply open to people over 65 who are students at Massey and of modest incomes.

Jaime Neilson has had her Prime Minister's Athletes Scholarship renewed, after her progress in Chinese and other papers.



Ice-cream judge Kay McMath tasting gelato made by her award-winning food technology students earlier this year.

Ice-cream tastes better licked than spooned

Does ice-cream actually taste better when it is licked from a cone than when eaten from a spoon? Food technology senior lecturer Kay McMath thinks so.

Although Mrs McMath is not aware of any specific scientific evidence to prove it, she says "there are some physical and physiological reasons why there are likely to be differences in flavour".

"Flavour in ice cream is only released when the fat content – which carries the flavour – is warmed in the mouth to at least body temperature," she says.

"During licking, the tongue is coated with a thin layer of ice-cream which is more quickly warmed and the flavour is detected by the large surface area of the taste buds present

on the tongue."

By comparison, the spoon provides insulation to keep the sample colder when put into the mouth. Once in the mouth the tongue pushes the ice cream to the roof of the mouth to melt before swallowing.

A smaller surface area is therefore involved in warming the ice cream to release the flavours.

Another factor influencing the perception of taste is the quantity of ice cream in each mouthful. The bigger the mouthful, (as with a spoon) the more likely it is that it will be chewed before swallowing.

"When licking, it takes longer to eat the same amount so that the flavour is savoured and more likely to be enjoyed. Remember as

a kid trying to make that ice cream last longer than anyone else's?"

However Mrs McMath acknowledges "it's a difficult hypothesis to prove as it involves such different procedures. The consumer will psychologically believe there are likely to be differences – whether real or not".

She was asked by manufacturer Tip Top for her opinion to help promote the company's \$1-a-scoop promotion on Labour Day.

Mrs McMath, based at the Institute of Food, Nutrition and Human Health in Albany, is well known as chief judge at the New Zealand Ice-Cream awards held every year. Six of her students won the Open Creative category of the awards this year for their range of gelatos.

Researcher begins major retirement study

A PhD student is beginning research that will shape social policy aimed at improving the lives of the next generation of retirees.

The New Zealand Retirement Planning Survey will make up the major part of Jack Noone's Doctoral research.

The survey is funded by the School of Psychology, the Ministry of Social Development and the Retirement Commission. Mr Noone's research will be supervised by Dr Christine Stephens and Dr Fiona Alpass.

Early next month, 3000 people aged between 50 and 60 will receive a questionnaire, which Mr Noone says will examine their attitudes

towards retirement and retirement planning.

"The survey looks at how they are preparing in terms of their future lifestyle, health, finances and their psychological preparations," he says.

"The project goes beyond financial planning – it looks at all the different ways people are planning for retirement."

He says the results of this study will uncover more information about how and why people plan for the future. "It will inform social policy aimed at increasing the well-being of the next generation of retirees, the baby boomers."

Soil scientist's work acknowledged

Past and present staff and students gathered last month to celebrate the 90th birthday of soil scientist Dr Jim Pollok.

Director of Massey Agriculture Professor Jacqueline Rowarth says Dr Pollok was an institution for generations of students and staff from 1955 until 1983.

"He was known to generations of students as 'Podzol Pollok', an affectionate nickname and reference to his favourite soil type. In his own words, he taught pretty well the whole gamut of soil science to agricultural diploma students."

"Although he retired 25 years ago, his research has never stopped," Professor Rowarth says. "Nor has his enthusiasm for teaching."

As a school-leaver, Dr Pollok spent three years working at the local stock and station firm of JG Ward & Co in Invercargill before he completed Agricultural Intermediate study in physics, chemistry and biology at Otago University.

He then joined Lincoln College and completed the first year of the Bachelor of Agricultural Science degree. War interrupted, but after serving for five years overseas as a Radar Officer, Dr Pollok resumed and completed his degree. With an Ex-Servicemen's Senior Scholarship in Agriculture, as well as an American Field Service Fellowship, he completed a masterate majoring in soil science.

After a spell soil surveying in England and Wales, Dr Pollok returned to New Zealand in 1955 and took up a lecturing position at what was then Massey Agricultural College. In 1974 he completed his Doctorate in Agriculture in Bonn on a comparison between loess (wind blown) soils in New Zealand and Germany.

At the birthday celebration, Dr Pollok told guests of the huge importance of fundamental knowledge.

"From biology, physics and chemistry there are many career options that allow a creative person to contribute to society – knowledge and creativity combined. Without that knowledge, we rely on technologies that actually cannot replace that knowledge and creativity."

Famous for saying "I still need my trusty spade and auger, my field notebook and Munsell colour book, my knowledge of soil genesis, my ability to read the landscape", Dr Pollok is also known for "causing a hole to be dug", Professor Rowarth says.

"Many students through Massey have benefited from his practical approach to digging holes with minimum disruption to the pasture, and to reading a soil profile.

"It was a tremendous privilege to have him back at Massey and to enjoy this celebration."



Dr Jim Pollok with a soil profile of a Podzol.

Chinese delegation checks out food tech facilities

Massey's reputation as a leader and innovator in food technology education prompted a Chinese delegation of business leaders from the Beijing region to check out facilities and teaching programmes at the Albany campus recently.

Professor Winger, of the Institute of Food, Nutrition and Human Health, says the purpose of the visit was for the delegates to gain an overview of the Institute's research, teaching and facilities with the hope of establishing a link for potential training opportunities in China.

The delegates, who were in New Zealand to visit a range of business and educational organisations, also discussed food packaging and food safety issues and were particularly interested in food processing and production developments at Massey.

Pictured with (third from left) Professor Ray Winger are (from left) Mr Meng Xianjin, director, People's Government of Caiyu Town



of Daxing District, Mr Liu Fengzhu, deputy director, Bureau of Township Enterprises of Changping District, Mr Wang Huimin, director general, Beijing Municipal Bureau of Township Enterprises and Mr Wang Yueheng, vice secretary general, Beijing Township

Enterprises Association.

Also pictured (second from right) is Professor Charles Brennan, director Food Technology and Science Division at the Institute of Food, Nutrition and Human Health in Palmerston North.



Dr Monty Soutar addresses the gathering at Te Poho o Rawhiri Marae, Gisborne, on Saturday 25 October - Photograph courtesy Gisborne Herald.

Price of Citizenship celebrated in new book

Massey University Assistant Vice-Chancellor (Māori and Pacific) Professor Mason Durie was among those honoured at Te Poho o Rawiri marae in Gisborne last month at a celebration to launch Dr Monty Soutar's book *Ngā Tama Toa The Price of Citizenship: C Company 28 (Māori) Battalion 1939-1945*.

The 448-page history of the company, based on tribal memories, personal recollections, eyewitness accounts and family anecdotes interwoven with official military reports, is illustrated by hundreds of photographs, many of them previously unpublished images.

Dr Soutar, a former Massey student and staff member (1990-03) who completed his PhD while at the School of Māori Studies, says the book tells the story of the Māori Battalion's war on many different levels.

"It also manages to capture the special spirit of the Māori Battalion, which became renowned not only for its dash and flair for the unorthodox, but also for its contribution in manpower to the war effort, and allows the voices of those who were there to be heard on almost every page.

"If it were not for the understanding and leadership of Professor Durie and Massey University at the very beginning of the project in 1993, this publication would not have come about. For that I am eternally grateful.

"There were about 20 Massey students and staff involved in the project. We all came to understand the significant contribution made by that generation of men to the war effort. It



Prime Minister Helen Clark presents a copy of *The Price of Citizenship* to Professor Mason Durie - Photograph courtesy Gisborne Herald.

became clear that World War II soldiers were owed a debt, and their story needed to be made available to younger generations."

Professor Durie was given one of two copies of the book specially presented by Prime Minister Helen Clark.

Mr Soutar says getting the book published has been a 16-year journey. "I have kept it for so long, for the widows, wives and grandfathers who served in the war. We all wanted to see it to completion and to fulfil the expressed wish of the statesman Sir Apirana Ngata, who in a letter to his son Henare in 1946

impressed upon him that the story needed to be told."

Henare Ngata, 91, is the oldest surviving veteran of the battalion.

Mr Soutar is director of Gisborne's Tairāwhiti Museum, a member of the National Archives Council and the Waitangi Tribunal, and a guardian of the Alexander Turnbull Library. He was previously a fellow in Māori history at the Ministry for Culture and Heritage and has significant experience in historical research, dealing with Māori Land Court records, iwi and Māori communities.



Fernanda Mottin.

Sleep-deprived sought for group therapy study

People with sleeping difficulties are being sought for a group therapy service aimed at helping insomnia sufferers.

The treatment targets insomnia and anxiety as these two conditions can often be linked and treatment can be more effective when both are targeted.

Clinical psychology student Fernanda Mottin is working with the University's Psychology Clinic in Wellington and will examine the service as part of her doctoral research.

"My research will examine the components and outcomes of the treatment by looking at the direct effects, such as improvement in sleep and reduction in anxiety symptoms, as well as the broader repercussions, such as improvement in quality of life," she says.

"Research participants will be asked to fill in an additional questionnaire and will be contacted three months after the group finishes for a follow-up assessment of about one hour."

The group therapy is a paid service, as it will be delivered by a registered clinical psychologist, but there is a subsidy available for those who are also willing to take part in Ms Mottin's research project.

The clinic is currently recruiting people who have longstanding difficulties with sleep – either falling asleep or staying asleep – and who might also worry too much. A free assessment is provided to determine whether a person fits the group criteria.

For more information, or to book an interview, please contact the clinic on 04-801-0492 or go to <http://tinyurl.com/5o3prq>



Wattanasopee Suksa-ard, Phicharmon Sridurongkhatham, Nongnuch Chunbandhit and Somkiat Kamolpun.

Thai Government staff hone speech-writing skills

Four senior Thai government staff members from Bangkok have completed a four-week speech-writing course with the Centre for University Preparation and English Language Studies at the Wellington campus.

All four are employed by the Commission on Higher Education, which is responsible for tertiary education in Thailand.

The commission works with international

organisations such as the Association of Southeast Asian Nations and the Asia-Pacific Economic Cooperation forum and officers are frequently required to write speeches in English.

The commission also facilitates staff and student placements for postgraduate study in universities in many countries, including New Zealand placements at Massey.



Merv Hancock, Victoria Robinson, Selina Moore, Lyn Garrett and Keriat Stuart.

Top social work students honoured

Selina Moore and Victoria Robinson are this year's recipients of the two major prizes given annually to fourth-year social work students.

The Ephra Garrett and Merv Hancock Awards have been presented on the Manawatu campus since 2001. Recipients must demonstrate leadership qualities or potential and are nominated by their peers and social work staff.

The Ephra Garrett Award was presented to Ms Moore, while Ms Robinson received the Merv Hancock Award at Wharerata last month. The students received a certificate and \$500.

Dr Garrett and Mr Hancock were the pioneers of social work in New Zealand and established the first social work qualification in New Zealand at Massey University in the 1970s.

During the presentation, a kowhai tree was planted at Wharerata in memory of Dr Garrett who died earlier this year. A park bench was donated to Wharerata acknowledging Mr Hancock and Dr Garrett as the pioneers of social work in New Zealand.

Dr Garrett's children, Lyn Garrett and Keriat Stuart, presented the award in her absence.

Mentoring scheme boosts paper completion rates

Social work lecturers say a mentoring scheme trialled this year has had some early success.

Lecturers found that extramural students papers due to both study-related and external factors. The scheme was devised to look at ways of cutting dropout rates.

Project leader Dr Simon Nash says mentors contacted almost 300 students during the year.

"DNC [did not complete] rates in semester one were significantly lower than average, successful completions were up, as were formal withdrawals," Dr Nash says.

Formal withdrawals are a better outcome than a DNC, both in terms of academic and financial penalties, he says.

Attendance rates at contact courses were also up, however there were some obstacles. "Many obstacles to successful completion and re-enrolment are beyond our control and concern other aspects of students' lives, family and work commitments. Our student mentors are not counsellors; their focus is on student-related support."

Dr Nash says many extramural social work students are mature students and a significant proportion are Māori or Pasifika students, who face different challenges.

"As the Bachelor of Social Work shifts to being fully available extramurally, we expect a higher risk of DNC and failure, and subsequently, disillusionment with both the institution and their own goal of study. These risks are particularly high for Māori



Mentors Tepora Pukepuke (supervisor), Michelle Chinn and Selina Moore. Absent: Erica Morrison.

and Pasifika students, who make up a large proportion of our classes."

Social work tutor Tepora Pukepuke led the team of mentors. "We're making contact with students during the year and discussing any problems they may have. If we can answer their questions in a timely fashion, there is a greater chance that they'll finish the course," Ms Pukepuke says.

Students were contacted weekly by telephone for a one-on-one session and are also in regular email contact with the mentoring team.

"Our team is made up of current and former

students who know what it's like to study, so the help they give is highly relevant. We provide an assessment of the student's needs and refer them within Massey.

"Rather than duplicating Massey support services, we link the student to what they require."

The scheme is also a research project that will produce a resource that could be used in the future, across many disciplines. It is funded by Ako Aotearoa: The National Centre for Tertiary Teaching Excellence with support from the Office of the Assistant Vice-Chancellor (Māori and Pacific).

Student takes prestigious Zonta scholarship

Fourth-year business and science student Genevieve Cooper is the recipient of this year's Zonta International Jane M Klausman Women in Business Scholarship.

The scholarship, first awarded in 1998, is open to women worldwide who are pursuing an undergraduate degree in business leading to a business management career.

The \$9226 (\$US5000) scholarship is awarded to students of outstanding achievement and future potential in their third or fourth year of undergraduate study. To be considered for the award, applicants must be successful in winning one of 16 national Zonta awards – Ms Cooper received the New Zealand (District 16) Zonta scholarship worth \$2000 earlier this month.

Ms Cooper, from Wanganui, is studying a conjoint Bachelor of Business Studies/Bachelor of Science degree, which she will complete at the Manawatu campus this year.

Her programme of study has been finance and statistics-focused, with the goal of a career in the investment banking industry where her corporate finance and statistical skills can be applied to improve the quality of financial modelling and corporate decision making. She says she was "absolutely delighted" to receive the scholarship, which she will use for postgraduate or work-related study.



College of Sciences Pro Vice-Chancellor Professor Robert Anderson with Genevieve Cooper and Zonta International District Governor Anne Walker at the presentation of the district award.

Ms Cooper received the district Zonta award on 22 October at Wharerata. The international scholarship will be presented in Wanganui at 6pm on 18 November at The Kingsgate Avenue Hotel.

The Jane M Klausman scholarship was established in 1998 as a result of a generous bequest left by Jane Klausman, a Zonta member from New York. Ms Klausman recognised the significant barriers to achievement that exist for women in the business world and wished to support young women anywhere in the

world seeking a business career.

The scholarship is prestigious and remains the only scholarship provided by Zonta International on a global basis for undergraduate students. Since 1998, Zonta has awarded 175 scholarships to women in 39 countries.

Applications for the 2009 Zonta Scholarships open in January 2009. More information and applications forms are available from Zonta Clubs www.zonta.org.nz, or from the University scholarship office.



(Front from left) Siu Chun Tse, Associate Professor Peter Lineham, Mieke Sachsenweger; (middle) Idan Shapira, Gabrielle Beans Picon, Ann Lohead, Brigitte Kreigenhofer, Moira Markwick, Wei (Kelly) Chi, Isaleiana Faapoi, Margo-Ann Munro (back); Xiaomeng Shen, Benjamin Barr, Caroline Rose, Mahsa Mohaghegh, Daniel Payne, Arno Leist.

Scholarships to top masters and PhD students

Top master's and doctoral students at the Albany campus received scholarships at a special presentation last month.

The Massey University scholarships were awarded to 21 students from a range of academic fields.

Vice-Chancellor's Doctoral Scholarships, worth \$27,000 a year for up to three years, were awarded to Daniel Payne, Information and Mathematical Sciences, (researching tools and methods for computational simulation and visualisation), and to Arno Leist, Information and Mathematical Sciences, (small-world networks). He also received a Masterate Scholarship, valued at \$15,000 for one year.

Doctoral Scholarships, valued at \$22,000 a year for up to three years, were awarded to Ann Lohead, Social and Cultural Studies, (Moral Uncertainty in Contemporary Children's Fantasy Fiction), Isaleiana Faapoi, Human Resource Management, (A Comparative Study of City Region Governance – the cases of Auckland, Brisbane and Queensland), Gabrielle Beans Picon, Molecular BioSciences, (aspects of molecular ecology and evolution in the Adelie penguin which breeds on ice-free areas of the Antarctic coastline), Mahsa Mohaghegh, Information and Mathematical Sciences, (using recent theories of Fuzzy Logic applied to Machine Translation combined with hardware/software co-design for the translation of spoken language on a hand-held device), Caroline Rose, Molecular Biosciences (Mechanisms of adaptive evolution, working with bacteria to experimentally examine the

origins of multicellular organisms), Mieke Sachsenweger, Psychology (attributional style and levels of depressive symptoms in people experiencing first episodes of depression, and how these change through the course of cognitive behaviour therapy), Margo-Ann Munro, Psychology (investigating Continuing Professional Development within clinical psychology in New Zealand), Siu Chun Tse, Psychology (understanding the life experiences of ageing among Chinese migrants in New Zealand).

Scholarship recipients who were absent from the ceremony were Rachael Burke, Social and Cultural Studies (Preschool in New Zealand and Japan: comparative views of early childhood education), and Martina Dautel, Molecular BioSciences.

Masterate Scholarships, worth \$15,000 for one year, were awarded to Moira Markwick, Social and Cultural Studies (Eating as a Cultural Performance in the Early Twenty-First Century in New Zealand: An Exploration of the Relationships between Food and Place), Brigitte Kreigenhofer, Natural Resources (olfactory communication in the brushtail possum), Xiaomeng Shen, Commerce (how well the United States' mutual funds can keep their announced investment styles, and what the relationship is between the style consistency and fund return), Benjamin Barr, Natural Resources (ecology of the endangered chevron skink on Great Barrier Island, and assessing the impact of introduced rats on the species), Wei (Kelly) Chi, Commerce

(trading volume around announcements and the relation with information asymmetry).

Scholarship recipients in this category who were absent were Yi Zhao, Commerce (The effect of investment style and different sizes of mutual funds on mutual funds' performances in China), Rowan McCormick, Social and Cultural Studies (Recovering Voices – reconciling and resolving psychic, social, familial and personal distress or difficulties traditionally associated with mental illness in Pakeha and Western society) and Sarah Whitwell, Natural Resources (investigating the influence of isolation on the anti-predator behaviour of North Island robins).

Also included in the presentation was Idan Shapira, Ecology and Conservation Group, who received a New Zealand International Doctoral Research Scholarship. He was one of 38 international doctoral researchers awarded one of the scholarships to study at a New Zealand university this year.

The scholarships are funded by the Government.

Mr Shapira, who completed an MSc in the Department of Evolutionary and Environmental Biology at the University of Haifa, Israel, is studying the relationships between the different invasive rodent species in New Zealand, particularly how they communicate using scent.

His supervisor is Associate Professor Dianne Brunton.

17 October

tvnz.co.nz: Professor **Paul Spoonley**, from the College of Humanities and Social Sciences, is warming towards NZ First's immigration policy, and agrees that immigrants should be taught New Zealand culture.

NZ Education Review: **Sue Foley**, former TV3 news chief, has been appointed as Massey's new external relations director and will lead the communications, marketing and alumni activity.

NZ Education Review: **Hamish Bond** (rower), and **Catherine Cheatley** (cyclist) have been named Bank of New Zealand Palmerston North campus sportsman and sportswoman of the year at the Massey sports Blues Awards, and **Juliette Haigh** (rower) and **Michael Bullot** (yachtsman) have been named sportsman and sportswoman for Auckland campus. **Warren Smith**, women's volleyball coach, received an outstanding contribution award.

scoop.co.nz; *National Business Review* (24 October): Professor **Ben Jacobsen**, from the Department of Commerce, says knee-jerk responses to crisis only increases danger, and both Labour and National are using the current financial crisis for short-term political gain.

yahoo.com: Professor **Jeff Sluka**, from the School of People, Environment and Planning, is guest speaker at a Tūhoe marae, at a commemoration ceremony of the police raids a year ago, where mainly Tūhoe people were targeted as terror suspects.

Gisborne Herald: **Caroline Parkes**, applied science student, has won the prestigious University Blues Awards and is the recipient of the 1.3 metre class in horse riding at the Spring Show.

NZ Lawyer: Dr **Stephen Neville**, from the School of Health Sciences, says there is a lot more to men's health than just prostate cancer and erectile dysfunction, and research shows that men tend to access primary healthcare services less than women.

18 October

The Dominion Post: **Michael Forbes**, a journalism student, is the recipient of the Alex Veysey Memorial Prize, funded by the Dominion Post that honours a journalism student who displays a zest for life and journalism, and is soon to start work at the Southland Times but would like to move into sports journalism later.

The Dominion Post, *The Press*: Professor **Janet Hoek**, from the Department of Communication, Journalism and Marketing, says the motive behind breweries changing to 'pure' beers, free of additives or preservatives and made with local ingredients, is money and an attempt to increase profits.

The Dominion Post; *Marlborough Express* (22 October): Dr **Mike Joy**, from the Institute

of Natural Resources, says everyone in Palmerston North is so used to having a brown river, they think it's normal and don't realise that it actually means it's killing the river.

Taranaki Daily News: **Stuart Birks**, from the Department of Economics and Finance, says the economic outlook is less positive than it would have been without all the international financial problems. **Claire Matthews**, also from the Department of Economics and Finance, says the thing banks are really most concerned about is getting repaid.

The Dominion Post; *Marlborough Express* (22 October): Vice-Chancellor **Steve Maharey**, says the aim of an election campaign is to create a positive relationship between leaders and voters, particularly undecided voters.

The Dominion Post: **Paul Dijkwel**, from the Institute of Molecular Biosciences, is working with Neville Handon of the Camellia Trust, on an alternative approach to dealing with Ciborinia camellia by selective breeding strains that are resistant to the disease.

Dannevirke Evening News: Vice-Chancellor **Steve Maharey**, says Tiritia is part of the Massey heritage and will remain so, with its central location making it a possible location for part of the University's art collection and other memorabilia.

19 October

The Tribune: **Luka de Jong**, Massey student, is working towards competing in the U19 swimming race at the ITU World Championships in Perth next year.

20 October

The New Zealand Herald: Professor **Ben Jacobsen**, from the Department of Commerce, says prices are coming down quickly and dramatically, including for non-food items like precious metal and energy, and cheaper consumer prices should show up soon with a huge interest rate drop.

Radio Live; *Radio New Zealand* (31 October): Dr **David Tripe**, Director of the Centre for Banking Studies, welcomes the Government's move to consider extending the banking deposit guarantee scheme to wholesale deposits.

Radio New Zealand: Dr **David Tripe** predicts losses across the banking sector of about \$1 billion in the next two years.

scoop.co.nz; *Tenders Gazette* (22 October): Professor **Vince Neall**, from the Institute of Natural Resources, is speaking at a seminar organised by the Taranaki Civil Defence Emergency Management Group, and will focus on impacts, consequences and recovery from volcanic activity.

www.stuff.co.nz: Vice-Chancellor **Steve Maharey** says where political leaders go and what they do is very important to a campaign, and even more important than the words

used to tell those stories, are the images that accompany them.

Challenge Weekly: Professor **Peter Lineham**, from the School of Social and Cultural Studies, says New Zealanders have historically inherited their political allegiance from their parents, so people start life with a political outlook.

21 October

The New Zealand Herald, *Otago Daily Times*, *Nelson Mail/NZPA*, *Hawkes Bay Today*, *nzherald.co.nz*, *stuff.co.nz*, *yahoo.com*, *clearnet.co.nz*, *anotherchancetosee.com*; *Taranaki Daily News*, *The Daily Post/NZPA*, *Hokitika Guardian/NZPA* (22 October); *NZ Education Review*, *www.birdbrains.ca* (24 October); *www.thinkoholic.com* (25 October); *North Shore Times* (28 October); *Radio New Zealand* (29 October): Associate Professor **Dianne Brunton**, from the Institute of Natural Resources, is part of a team researching the role of the Kakapo's sense of smell in breeding, raising the possibility of developing a synthetic kakapo perfume, and says it is likely that body odour plays a significant role in female kakapo mate choice.

www.scoop.co.nz, *newstalkzb.co.nz*, *NZ Property Investor - Weekly* (27 October): Professor **Bob Hargreaves**, from the Department of Economics and Finance, says that as overall home ownership has decreased in Auckland, the overall quality of rental housing improves, which can lead to rising rents over time due to better stock.

The New Zealand Herald, *nzherald.co.nz*; *Radio New Zealand* (22 October): Dr **Claire Robinson**, from the Institute of Communication Design, says Labour's political commercial is the first time in New Zealand politics that true parody from either major party has made it on to our television screens.

Newstalk ZB: Dr **Bethan Greener-Barcham**, from the School of People, Environment and Planning, says there have been calls for having a pool of dedicated police officer available to send overseas if needed.

Newstalk ZB: Professor **Ben Jacobsen**, from the Department of Commerce, claims Labour and National have been accused of not doing enough to help out the New Zealand economy, and feels New Zealand hasn't shown a global commitment to solving the financial crisis.

Manawatu Standard: **Jenny Weston**, from the Veterinary Clinic and Teaching Hospital, is eager to see an increase in the number of large-animal vets in rural practice, and says the life of a large-animal vet is one of the most rewarding that a vet student can choose, with no need for a background in farming in order to become successful.

22 October

Timaru Herald, *Southland Times*, *The Press*,

Massey people in the news

Ashburton Guardian, Radio Live, Newstalk ZB, nzherald.co.nz, tvnz.co.nz, 3news.co.nz, yahoo.com, homepaddock.wordpress.com, kitchenpt.com, www.indianexpress.com, deccantimes.net; Otago Daily Times, The New Zealand Herald, Bay of Plenty Times/NZPA, Wanganui Chronicle/NZPA, Northern Advocate/NZPA, Wairarapa Times-Age, Nelson Mail/NZPA, The Daily Post/NZPA, news4u.co.in (23 October); The Dominion Post, Nelson Mail, Ashburton Guardian, Hawkes Bay Today (25 October); www.entertainmentandshowbiz.com (29 October): **Kay McMath**, from the Institute of Food, Nutrition and Human Health, believes that ice cream tastes better licked than eaten with a spoon because it is eaten in smaller amounts when licked, the full melt and flavour was released with every lick.

Radio New Zealand: Dr **David Tripe** says the future of mortgage insurance is coming under scrutiny, amid problems in the housing and mortgage market.

Newstalk ZB: **Mike O'Brien**, from the School of Engineering and Advanced Technology, has commented on the recent OECD report, which claims the gap between rich and poor has grown in New Zealand over the past twenty years, revealing an increase in child poverty.

Newstalk ZB, tvnz.co.nz: Professor **Bob Hargreaves** says the housing market is expected to continue to slide, due to the uncertainty of the global credit crunch, and people have lost confidence in the market with banks being quite a bit tougher in issuing credit.

waatea.blogspot.com: Assistant Vice-Chancellor (Māori) Professor **Mason Durie**, spoke at the symposium on the life of Sir Graham Latimer, and says Māori progress is being driven by collective action rather than charismatic individuals, and strategic vision and the ability to read the signs of change are especially valued.

23 October

The Dominion Post, Southland Times, The Press, Timaru Herald, Ashburton Guardian, Marlborough Express, Nelson Mail, Southland Times (also 24 October), stuff.co.nz: Dr **David Tripe** says negative equity was not

automatically a problem as banks are unlikely to force house sales unnecessarily.

The Dominion Post: Professor **Jacqueline Rowarth**, from the Institute of Natural Resources, says journalists are falling prey to the cult of celebrity and losing the trust of readers, with science reporting, in particular, losing its balance.

Radio New Zealand; Dairying Today (28 October): Dr **Richard Laven**, from the Institute of Veterinary, Animal and Biomedical Science, has written a paper outlining the increase Animal Welfare Association risks with using cow shelters in dairy farms, and is calling for some national guidelines to be established. Radio New Zealand: **John Edwards**, from the School of Engineering and Advanced Technology, spoke about issues in the environment report, and says biomass is essentially a form of solar energy stored in green plants through the process of photosynthesis.

Radio New Zealand: Dr **David Tripe** says banks have been quick to react to the Reserve Bank's decision to cut the official cash rate by an unprecedented full percentage point, and there is no reason that fixed rates will move in the same way as the official cash rate.

clearnet.co.nz, homepaddock.wordpress.com; National Business Review, Radio New Zealand, Westport News/NZPA (24 October): Professor **Grant Guilford**, from the Institute of Veterinary, Animal and Biomedical Science, has commented on National's proposed \$9 million spending on a rural veterinarian bonding scheme, and welcomes the policy, saying the average student debt of veterinary graduates is \$45,000 to \$50,000.

www.hawkesbay.co.nz: **Caroline Parkes**, applied science student, has won honours at the Hawke's Bay show in the young rider section.

Bay of Plenty Times: Professor **Ross Hemera**, from the School of Visual and Material Culture, is judging at the Tauranga National Art Awards.

www.everymantri.com, community.active.com: Dr **Ajmol Ali**, from the Institute of Food, Nutrition and Human Health, says there appears to be some benefit of wearing compression socks on maintenance of leg

power, but studies of runners in New Zealand have found mixed results.

24 October

Taranaki Daily News, stuff.co.nz: Dr **Linda Jones**, from the School of Psychology, is working with a team at Massey to create an electronic game designed to ease anxiety in children before they step into the dental chair, and it will also be used to gather information about the child's knowledge of dental hygiene.

Radio New Zealand: Professor **Bob Hargreaves**, from the Department of Economics and Finance, believes the latest mortgage rate cuts could enliven the housing market, following the recent OCR cut by the Reserve Bank.

NZ Education Review: Professor **Jacqueline Rowarth**, from the Institute of Natural Resources, says poor results in school science are evidence of a wider problem that goes to the heart of the nation's economic future.

NZ Education Review: Professor **James Chapman**, from the School of Education, says the New Zealand Principals' Leadership Centre, which was been recently disestablished, was done so due to changes in the professional development environment.

NZ Education Review: Vice Chancellor **Steve Maharey** has begun his term of leadership with changes to the University's senior management structure and the names for two of its campuses, and says the changes will help Massey operate as one university, clarify roles and relationships and develop leaders throughout the University.

Radio New Zealand (also 26 October): Dr **Ian Laird**, from the Department of Management, says most employers of young people are far too careless with their health and safety.

www.birdbrains.ca: **David Raubenheimer**, from the Institute of Natural Resources, has been working to find the best way of boosting the kakapo diet during lean years, and says the high protein dietary supplements introduced by conservationists have had limited success as they have the opposite nutrient levels to rimu fruit.

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25 October

The New Zealand Herald, adamsmith.wordpress.com; Oamaru Mail (28 October): Dr **Claire Robinson** says that staking out trust as the prime election territory is a huge risk for Labour not only because polls show the public reserve significant distrust of politicians, and there are so many issues that National could point to for Labour.

The New Zealand Herald, nzherald.co.nz: Dr **David Tripe** says GE money is completely dependent on scarce and increasingly expensive wholesale funding, as opposed to other banks that rely on wholesale sources for around 40 per cent of their funding.

Radio New Zealand: Professor **David Penny**, from the Institute of Molecular Biosciences, explains how he got involved in biology and interested in evolutionary theory.

Bay of Plenty Times: **Tim Upperton**, from the School of English and Media Studies, is teaching a poetry masterclass at the Tauranga Writers, and will explore the definition of poetry, its uses and power, with examples that show how poetry differs from other kinds of language.

27 October

The Press, Waikato Times, Nelson Mail/NZPA: Dr **David Tripe** says predictions that banks would soon be the only lenders may not be borne out, and one of the things about the Reserve Bank deposit guarantee scheme, is that it provides a lifeline for a number of other participants in the market.

Otago Daily Times, www.odt.co.nz: **Bindi Thomas**, from the Institute of Natural Resources, says she will keep checking the transmissions on three albatross for six months as it was not unheard of for transmission to start again, and it is likely the birds had moulted and shed the back feathers the transmitters were attached to.

radionz.co.nz: Dr **David Tripe** says the Reserve Bank has agreed to accept \$8.7 billion in housing loans as security from the ANZ National and the Westpac banks should they run short of cash, and other banks are working on a similar arrangement.

Radio New Zealand: **Claire Matthews**, from the Department of Economics and Finance, says the liquidity deal between ANZ National and Westpac with the Reserve Bank has been confirmed, and despite the risks involved for the Reserve Bank, they have reduced them to a minimal level.

28 October

Education Weekly: **Faith Martin**, from the Massey Childcare Centre, Raewynne Bary, from the School of Arts, Development and Health Education, are leading a study guided by **Barbara Jordan**, from the School of Arts, Development and Health Education, and **Cushla Scrivens**, from the School of Educational Studies, that focuses on relationships between teachers, children and families and found that flexible learning environments and shared decision-making help create a sense of security for children and teachers.

Education Weekly; www.voxy.co.nz (29 October): Professor **Tracy Riley**, from the School of curriculum and Pedagogy, says schools are recognising more and more that they need quality programmes for gifted and talented students, but there is still a fair way to go to ensure all students with exceptional talents receive the help they need to reach their potential.

North Shore Times; Manawatu Standard (30 October); North Harbour News (31 October): Vice Chancellor **Steve Maharey** has completed his first week at Massey, and has expectations that in 12 years' time Massey will be acknowledged as New Zealand's most recognised and acclaimed tertiary centre.

Manawatu Standard, stuff.co.nz: **Peter Kemp**, from the Centre for Educational Development, is set to make a return to rugby coaching as head coach of the New Zealand Heartland XV, and says he was disappointed to see former All Blacks waltzing into top coaching appointments in New Zealand.

Kapi-Mana News: **Nadine Jaggi**, a Massey graduate from Wellington, costume designer for Weta Workshop, and winner of the supreme award and the Air New Zealand South Pacific section at the 20th Annual Montana World of Wearable Art Awards, says she was inspired

by the birds around her home, which lead to the creation of her Ornitho Maia garment.

Kapi-Mana News: **Jen Williamson**, photography student at Massey in Wellington, has her work in an exhibition that shows off the photographers' environment and themselves, and for her final paper she wanted to look at it in a different way and invite the subject into the process so as to see the whole world through their eyes.

Rangitikei Mail, Feilding Herald, stuff.co.nz: **Struan Webb**, a second year business studies student, has won the under-19 event at the world age-group duathlon championships in Italy, which features a 10km run, 40km cycle, and a 5km run.

Radio New Zealand: Dr **Phil Battley**, from the Institute of Natural Resources, says it is too soon to tell whether a drop in the number of migratory birds flying to Australia will be reflected in New Zealand bird numbers.

Radio New Zealand: Dr **David Tripe** says there is speculation the Reserve Bank may intervene to prop up the New Zealand Dollar after the currency fell four cents against the US recently.

www.voxy.co.nz, scoop.co.nz; Southland Times, Marlborough Express (29 October): **Fernanda Mottin**, psychology student, is seeking people with sleep difficulties to take part in a study aimed at helping insomnia sufferers as part of her doctorate, and says her research will examine the components and outcomes of the treatment by looking at the direct effects as well as broader repercussions.

3news.co.nz: Dr **Claire Robinson**, from the Institute of Communication Design, takes a closer look at TVNZ's minor part debate with the Sunrise news team.

www.scoop.co.nz: **Jack Noone**, a PhD student, is conducting a survey for his doctoral research which looks at how retirees are preparing in terms of their future lifestyle, health, finances, and their psychological preparations, and says his research goes beyond financial planning. His research will be supervised by Dr **Christine Stephens** and Dr **Fiona Alpass**, both from the School of Psychology.

www.investorschronicle.co.uk: Professor **Ben Jacobsen**, from the Department of Commerce,





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Massey University

Massey people in the news

says it is not just in the UK that Halloween and May Day are great buy and sell signals, and has estimated that since the 1970's they have worked in 35 other major markets.

29 October

bFM: Professor **Peter Lineham**, from the School of Social and Cultural Studies, took part in a theological discussion and comments on the Atheist posters appearing on British buses.

The Dominion Post: **David Johnston**, Director of the Joint Centre for Disaster Research, says tsunamis triggered by quakes or landslides in Cook Strait could hit Wellington's coast in ten minutes.

Manawatu Standard: **Graham Slater**, from the School of English and Media Studies, is the feature of Wednesday Profile, and believes that theory and practice are two sides of the same coin, as you can't experience one without the other.

bFM: Professor **Ben Jacobsen**, from the Department of Commerce, discusses quant trading, people who try to predict market and use strategies to make a bit of money

Radio New Zealand: Dr **David Tripe** as part of The Panel, discusses the issue of more than a billion dollars recently frozen in mortgage trusts, following the lock up of three funds by AXA NZ.

scoop.co.nz: Vice Chancellor **Steve Maharey**, is to attend his first NZVCC meeting after four weeks in his new role at Massey.

30 October

North Shore Times: Dr **Nikolaos Kazantzis**, from the School of Psychology, says kiwi attitudes to depression are changing with people self-referring and opening up about the illness, and believes cognitive therapy helps practitioners to get patients engaged in the therapy.

North Shore Times, Western Leader, Rodney Times: Professor **Susan Mumm**, from Mount Saint Vincent University in Nova Scotia, Canada, has been appointed Pro Vice-Chancellor of the College of Humanities and Social Sciences and will join Massey in February.

North Shore Times, Western Leader, Rodney Times: Massey staff have been awarded a total of \$5.4 million in funding over the next three years for research projects in the sciences, engineering, maths and information sciences, and social sciences and humanities, from the Marsden Fund administered by the Royal Society. Massey received seven Marsden grants and four Fast Start grant.

North Shore Times, Western Leader, Rodney Times: Dr **Karen Stockin**, from the Institute of Natural Resources, was guide and mentor to 10 students on the Dolphin Explorer, and says she is excited about being involved in

the expansion of marine and conservation research.

North Shore Times, Western Leader, Rodney Times: **Cam Healy**, food technology graduate, has recently travelled to Germany to start his new role as a research and development technician for top Europe-based food manufacturing giant Unilever.

Otago Daily Times: Associate Professor **Glyn Harper**, Director of the Centre for Defence Studies, has written a new book titled *Images of War, World War One, A photographic record of New Zealanders at war 1914-1918*, which shows the daily lives of soldiers in the trenches, behind the lines and on leave in theatres such as Gallipoli.

Radio Live: Dr **Claire Robinson** says evidence suggests that people don't like the type of campaigning where parties appear to be digging the dirt like Labour has done to National in regards to John Key's alleged knowledge of the foreign exchange scam.

Radio Live: Professor **Peter Lineham**, from the School of Social and Cultural studies has commented on the recent planning by Destiny Church to create its very own holy city in South Auckland.

Radio New Zealand: Dr **Shane Cronin**, from the Institute of Natural Resources, has commented on the recent public seminar held in New Plymouth based on the situation if Mt Taranaki erupts, and says this year's theme is dealing with the hazards of lahars and experts are trying to bring more realism into what people could expect from an eruption.

31 October

Safeguard: Profess **Douglas Hay**, from the Department of Management, says it is not possible to set down definitive steps which an organisation must take as a principal.

Safeguard: Dr **Ian Laird**, from the Department of Management, advocates the more holistic approach of education, which he describes as a continuum of learning from which people with an interest in Occupational Safety and Health can select.

Heartland Sheep, Countrywide-Southern: **Matt McKinley**, masters student of industrial design, is one of four finalists in the annual Dyson Product Design Award with his mobile sheep testing station for rural vets to scan pregnant ewes, and says scanning is labour and time intensive.

Heartland Sheep: Professor **Steve Morris**, from the Institute of Veterinary, Animal and Biomedical Science, has been awarded The Sir Arthur Ward award for application of research to animal production, and received the award at the recent joint conference of the New Zealand and Australian Societies of Animal Production in Brisbane.

Heartland Sheep: Dr **Paul Kenyon**, from Institute of Veterinary, Animal and Biomedical

Science, says hogget mating can be beneficial to the balance sheet, provided targets are set and achieved.

North & South: Professor **Neil Pearce**, from the Centre for Public Health Research, says occupational cancers are a hidden death toll because the damage doesn't surface until years later.

Investigate: Dr **Stuart McLaren**, from the Institute of Food, Nutrition and Human Health, says the effect of constant, ubiquitous noise on children impedes their learning, and not only autistic children, but also highly intelligent children are disturbed by noise.

Lifestyle Farmer: Dr **Mike Joy**, from the Institute of Natural Resources, says the vanishing native eel is a symptom of the dramatic deterioration of the country's waterways.

Unlimited: **Alexander Wastney**, industrial design graduate, won the eight annual Dyson Product Design Award in June with his sports therapy table designed for professional sports teams, and says while he has researched the marketplace, produced a prototype and applied for a patent, the product is at concept stage only and welcomes an opportunity to commercialise his design.

Unlimited: **Azhar Mohamed**, from the School of Design, has set up the Centre for Integrated Design at the Albany campus, and a new integrated design major will be introduced within the Bachelor of Design (Honours) from 2010.

NZ Nursing Review: **Bert Teekman**, from the School of Health Sciences, says a good working environment for nurses is one where nurses feel supported and valued by their peers and employers for their professional nursing input.

Management: **David Tweed**, from the Department of Management, discusses start-up firms and governance, and says much of the blame is placed on macro-economic factors and the volatility of international markets.

Unlimited: **Stephen Smith**, a Massey graduate, was the first winner in the Dyson design awards event's history to secure a job at the Dyson design facility in Britain.

Bright: Professor **Jacqueline Rowarth**, from the Institute of Natural Resources, agrees that clean and green is far too simplistic a message for New Zealand to use in marketing internationally, and believes sustainable production systems with best practice animal welfare are the future.

Country-Wide Northern: **Dave Moore**, from the Department of Management, recommends reversing beepers and twist throttle hand grips on all terrain vehicles.

NZ Engineering News: Professor **Gurvinder Singh Virk**, from the School of Engineering and Advanced Technology, is heading the project Massey Robot Society (MARS) where lecturers in electronics, computer systems, mathematics and engineering will guide

teenagers nominated by their schools for six weeks, after which they will take on individual robotic projects.

The Orchardist: **Kathryn Beck** and her supervisor Cath Conlon, both from the Institute of Food, Nutrition and Human Health, have received a \$5000 grant awarded by the New Horizon Women Trust, for their research into whether kiwifruit in breakfast cereal can combat iron deficiency in women, the world's most common deficiency with young women particularly at risk.

Kai Tiaki Nursing: **Martin Woods**, from the School of Health Sciences, says the paucity of adequate ethical debate within health care in general, and in the area of safe staffing, has long been of concern.

Canterbury Farming; Mainland Sheep (30 November): Professor **Hugh Blair**, from the Institute of Veterinary, Animal and Biomedical Science, says enabling New Zealand farmers to produce lamb year-round is the backbone of a tripartite agreement between Massey and two Chinese institutions, Peking University and Xinjiang's Shihezi University, but the benefits will be much greater.

The Orchardist: Pro Vice-Chancellor Professor **Robert Anderson**, from the College of Sciences, says the three new bachelors degrees, AgriScience, AgriCommerce, and Environmental Management, underline the University's commitment to building a sustainable New Zealand.

National Business Review: Professor **Jacqueline Rowarth**, from the Institute of Natural Resources, says recognising that life isn't fair and nice is a fundamental step in achieving resilience.

National Business Review: Dr **David Tripes** says the mortgage funds are an artifice of past regulation and will not necessarily continue to play much of a role in the investment scheme.

The New Zealand Herald: Dr Claire Robinson believes the Greens and Māori party have a valuable added factor being that their MPs live their brands, and being "Green or "Māori" is a way of life, not just a set of politics.

Events

<http://events.massey.ac.nz>

AL - ALBANY
MW - MANAWATU
WN - WELLINGTON

WN – Friday 7 November – Saturday 22 November

8.30am – 10.00pm

Blow Festival

DEFINING NEW ZEALAND ART AND DESIGN
'mai te pō, ki te ao marama' - 'from novice to expert'

Massey University's College of Creative Arts has been creating and defining New Zealand art and design for 122 years.

As the top ranked institution for design research in New Zealand, the College is also a leader in the development of New Zealand's creative and cultural industries.

Join us as we celebrate and showcase our world-class graduates, staff and international experts at *BLOW 08, Creative Arts Festival Nga hau e wha*.

This year we will bring together exhibitions, public lectures, screenings, recitals and performances from a broad range of creative disciplines including contributions from the New Zealand School of Music, Toi Whakaari New Zealand Drama School and the New Zealand School of Dance. The full programme will be available in October.

Please check out our events and subscribe to our friends' mailing list at www.blowfestival.co.nz for advance notice and special offers.

Nau Mai, Haere Mai, Koutou Katoa!

<http://www.blowfestival.co.nz>

Venue: Massey University, Entrance D Old Museum Building, Buckle Street, Wellington
Contact: Drew Naika

WN – Friday 14 November

6.00pm – 7.00pm

Apoll8 and Narvik's Complaint

Professor Jeremy Diggle

From the earliest manifestations of human thought in Palaeolithic drawings and carvings, to contemporary art, poetry and performance, we can trace a yearning for imaginative freedom, ecstatic experience, and profound knowledge and for condensing thought in visual, verbal, numerical and somatic constructions. This lecture takes alchemy as a metaphor for the creative imagination and as a method by which to model the transformation of materials into ideas and images.

The lecture will look at two recent Internet narrative projects by the artist and attempts to explain a little, in retrospect, about these narratives and their development and idiosyncrasies.

The internet and other digital technologies are only a recent flowering of ancient patterns of enquiry and imaginative transformation, the narratives of this lecture explicitly explore the potential of the human imagination to make links through and associations with snippets of story to construct meaning. The lecture draws upon fragments of suggested events, both real and unreal, historically located and invented. This is Jeremy's professorial lecture and is part of the Deputy Vice Chancellor's lecture series on the Wellington Campus. Jeremy is the head of Massey's School of Fine Arts.

RSVP (Acceptances only)

Venue: Theatre (10A02), Museum Building,

Entrance D, Buckle Street, Wellington
Contact: Serena Richards s.richards@massey.ac.nz with 'Professor DIGGLE' in the subject line
Ph: (04) 8015799 ext 62300

AL – Monday 17 November

9.30am – 12.15pm

Summer School Orientation

All new internal and extramural students commencing study at summer school should attend.

<http://www.massey.ac.nz/massey/campus/auckland/campus-events/orientation/orientations.cfm> Venue: Atrium Building

Contact: Jo Wilkins

Ph: 414-0800 ext 9184

AK – Monday 17 November

10.00am – 11.45am

Lipids and cardiovascular disease:

Professor Philip Calder

Programme:

Registration and morning tea

Welcome

Philip Calder lecture

RSVP by 7 November to s.beaunieux@massey.ac.nz

<http://www.massey.ac.nz/massey/campus/auckland/campus-events/public-lecture-by-visiting-professor.cfm>

Venue: Sir Neil Waters Lecture Theatres

Contact: Dr Cath Conlon

Ph: 09 443 9748

WN – Thursday 20 November – Friday 21 November

1.00pm – 5.00pm

Critical Thoughts: recovering higher education

Alison Phipps, Wilf Malcom, Gareth Jones, Alice Te Punga Somerville

Critical Thoughts is a conference that provides the opportunity to think critically and creatively about the role of the university today. It will raise such questions as:

What does it mean to be the critic and conscience of society?

What are academics for? What is research for?

How can learning flourish under a market-managed model?

Keynote speakers include: Wilf Malcom, Alison Phipps, Garath Jones and Alice Te Punga Somerville.

<http://www.criticalthoughts.org.nz>

Venue: Hunter Building, Victoria University, Kelburn

Contact: Jason Mackiewicz

Ph: (04) 801 5799 ext 62075 or 021 039 4882

MW – Friday 28 November

10.00am – 4.00pm

Massey University celebrates the achievements of our graduates with two

Notices

Graduation Ceremonies on Friday 28 November 2008. Join the graduates, their family and friends, along with Massey University staff and Alumni for the Graduate processions along Broadway Avenue to the Convention Centre at the conclusion of each ceremony.

Venue: Regent Theatre, Broadway Avenue
Contact: Anna Hamilton
Ph: 06 350 5872

If you wish to register an event please use the online events submission form at <http://events.massey.ac.nz>. For other event enquiries please contact a campus events coordinator or email events-admin@massey.ac.nz.

Scholarships and Awards

awards.massey.ac.nz

A Snap-Shot of Scholarships Closing Nov 2008: full information about these scholarships and all others scholarships can be found on <http://awards.massey.ac.nz/>

Undergraduate

Health Research Council Summer Studentships Māori Health Research - 10 November 2008

David Holborow Memorial Scholarships (Asia: NZ) – 14 November 2008

David Levene Foundation Bursaries – 15 November 2008

Sasakawa Fellowship Fund for Japanese Language - Teacher Trainee – 15 November 2008

Bay of Plenty Federated Farmers Scholarship – 30 November 2008

Postgraduate

Health Research Council Summer Studentships Māori Health Research - 10 November 2008

Amelia Earhart Fellowships for Women – 15 November 2008

Kennedy Trust Scholarship – 15 November 2008

Livestock Improvement Patrick Shannon Scholarship - 15 November 2008

Sasakawa Fellowship Fund for Japanese Language - Teacher Trainee – 15 November 2008

Tourism Research Scholarships – 21 November 2008

Postgraduate Field Research Awards – 28 November 2008

Bay of Plenty Federated Farmers Scholarship – 30 November 2008

JADE Student Scholarship – 30 November 2008

McKenzie Music Therapy Scholarship – 30 November 2008

Pipfruit NZ Research Fellowship – 30 November 2008

NOTICEBOARDS ARE AVAILABLE AT THE FOLLOWING LOCATIONS:
SOCIAL SCIENCES LECTURE BLOCK FOYER,
TURITEA SITE AND
IN EACH ACADEMIC UNIT

General notices

editor@massey.ac.nz

The New Zealand Social Statistics Network 2009 Summer Programme

The New Zealand Social Statistics Network (NZSSN) is offering 1 four-day and 8 five-day short courses in Social Research Methods and Technology, during the three weeks from 9th to 27th February 2009. The courses will take place at the School of Government, Victoria University of Wellington. Could you please distribute the advert/flyer below via your generic distribution lists? We would greatly appreciate this!

The NZSSN summer programme is designed to cater to fundamental, changing and emerging research strategies, and to serve a wide variety of needs for training and professional development within the academic, public and private sectors. Courses cater not only to researchers in the social and political sciences, but also those in areas such as the behavioural sciences, medical and health sciences, epidemiology, policy research, education, economics, law, management, marketing, public relations and human resource management.

Our short courses are delivered by highly qualified instructors and previous courses have received outstanding reviews.

SOCIAL RESEARCH METHODS AND TECHNOLOGY SHORT COURSE 2009 SUMMER PROGRAMME

The New Zealand Social Statistics Network is offering the following short courses at the School of Government, Pipitea Campus, Victoria University of Wellington, 9th – 27th February 2009

Week One

RESEARCH SYNTHESIS FOR POLICY AND PRACTICE: 9th – 12th February 2009 (4 days)
David Gough, EPPI-Centre, University of London

A range of approaches to research synthesis are covered. Systematic reviews can address a broad range of research questions, and research reviews, like all research projects, have to be appraised for strengths and weaknesses.

INTRODUCTORY ANALYSIS OF LINKED DATA: 9th – 13th February 2009

Professor D'Arcy Holman, University of Western Australia

A course in the theory and practice of analysis of large sets of linked administrative data, mainly in the health area but with applications throughout the social sciences. Provides theoretical grounding and hands-on practical exercises.

QUALITATIVE RESEARCH TECHNIQUES: 9th – 13th February 2009

Dr Delwyn Goodrick, Program Evaluation Consultant

An introductory course consisting of lectures and practical workshops, designed for those with no background in research or with no previous experience with qualitative techniques of data collection and analysis.

Week Two

INTRODUCTION TO STATISTICS: 16th – 20th February 2009

Dr Stephanie Budgett, Department of Statistics, The University of Auckland

An introductory course in statistical techniques with an emphasis on those applicable to the social sciences, focusing on concepts rather than mathematics.

USING MIXED METHODS IN RESEARCH AND PROGRAM EVALUATION: 16th – 20th February 2009

Dr Delwyn Goodrick, Program Evaluation Consultant

Dr Gordon Emmerson, Victoria University of Technology, Australia

An introductory course intended for current and emerging researchers who want to know more about using both qualitative and quantitative methods in their research activities.

DATA ANALYSIS IN SPSS: 16th – 20th February 2009

Associate Professor Brian Phillips, Swinburne University of Technology

This course provides the beginner in quantitative data analysis with the basic requirements for analysis in an SPSS computing environment, focusing on the analysis of survey, administrative and/or census data.

Week Three

MIXED METHODS: FROM ANALYSIS TO PUBLICATION: 23rd – 27th February 2009

Dr Delwyn Goodrick, Program Evaluation Consultant

Dr Gordon Emmerson, Victoria University of Technology, Australia

Planning, execution and analysis are essential in conducting mixed methods research. Afterwards, the next important step is to take the data and develop an integrated presentation where findings are clear and key claims illuminated.

INTERMEDIATE STATISTICS: 23rd – 27th February 2009

Andrew Balemi, Department of Statistics, The University of Auckland

An introduction to the statistical computing package R, a review of the concepts of statistical inference from Introduction to Statistics, and case studies in statistics.

INTRODUCTION TO NVIVO: 23rd – 27th February 2009

Dr Leonie Daws, Principal Consultant, Kihī Consultancies

A course designed for those familiar with qualitative research approaches and interested in using NVivo to assist with qualitative data analysis. The focus is on learning the NVivo data analysis toolkit through hands-on experience.

FOR MORE INFORMATION AND/OR TO ENROL, PLEASE VISIT:

www.nzssn.org.nz OR CONTACT courses@nzssn.org.nz

If you do not wish to receive emails from NZSSN regarding training and other activities, please "reply" to this message with "unsubscribe" in the subject line.

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Design expo showcases high-tech sport, eco trends and redheads

Vehicles of the future, an electronic version of rugby, a biodegradable bottle and a visual communication showcase on the stereotypes of red heads are just some of the projects on display at this year's *Design Exposure 2008*.

Auckland School of Design regional director Azhar Mohamed says the School of Design's annual exhibition celebrates New Zealand's up-and-coming transport, industrial and visual communication designers by displaying their latest projects.

"This year's work is of an exceptional standard and students have produced imaginative, interesting and intriguing projects," Mr Mohamed says.

"*Design Exposure 2008* covers a wide range of themes and ideas. The showcase will be a feast for the eyes, as well as educational – there's something for everyone."

Projects span three categories: transport, industrial and visual communication design.

Industrial design student Alistair Patterson's *Bio Bottle* is an additive-enhanced, Polylactic Acid 6L bulk water bottle that splits, forming two plant pots that will biodegrade in the garden.

"With 14 tonnes of petrochemical-based plastic bottles being dumped into landfills every year in New Zealand alone, a biodegradable alternative becomes not only a viable but also necessary option," Mr Patterson says.

Rugby was the inspiration for two of the projects, including Charles Nicolson's *Rush Rugby* – a futuristic sporting experience that combines modern touch sensor technology with a fast paced, action filled game.

Mr Nicholson says his invention shows how sport needs to evolve to attract younger people. "With rising obesity numbers and dropping sports participation levels, the time has come to give today's youth a new reason to go outside," he says.

Melanie Matthews' *Make It Great* promotional campaign designed to create awareness and provoke excitement for the Rugby World Cup New Zealand is to host in 2011 features a collectable beer bottle along with labels, packaging and an information booklet designed for both the "die hard rugby fan" as well as less enthusiastic spectators.

Kendyl Middelbeek's visual communication project *See Red - The Story Behind the Stereotypes*, is a visual narrative and social observation, that began with the desire to explore the identity and subculture surrounding redheads "before they become resigned to the endangered species section of encyclopaedias", she says.

"The result is a time capsule museum piece about redheads, which is designed to engage, inform, influence and allow my audience to reflect, not only on redhead stereotypes, but also on how they associate with other stereotypes and social labeling tools."

Design Exposure 2008 will be held at the Marine Events Centre in the Viaduct Marine Village. The exhibition is free and runs from 11-13 November from 10 am – 6 pm daily.

To find out more visit www.designexposure.co.nz.



Clockwise from top: *Rush Rugby* by Charles Nicolson, *Bio Bottle* by Alistair Patterson, and *See Red - The Story Behind the Stereotypes* by Kendyl Middelbeek.

