

*The Maori &  
Psychology  
Research Unit*

*Annual  
Report*

*2005*



***Maori & Psychology Research Unit  
Annual Report 2005***

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## **Background**

The Maori and Psychology Research Unit (MPRU) was established in August of 1997. The unit is designed to provide a catalyst and support network for enhancing research concerning the psychological needs, aspirations, and priorities of Maori people. The MPRU is well situated to draw together skilled and experienced interdisciplinary research groups by networking and establishing working relationships with staff and students within the Faculty of Arts and Social Sciences, the University, and the wider community.

An important role played by the MPRU is in providing invaluable practical experience to both Maori and non-Maori students through involvement in Maori focussed research, planning and management, and professional development activities. Through winning grants and awards, the Unit helps to provide options for students to further their academic development and scholarly pursuits, and to supplement their income.

The MPRU runs an advisory service to assist researchers in writing research proposals that will result in research products useful to Maori development. A particular focus is on constructing procedures that are culturally appropriate and practical for use with Maori. Increasingly, review committees require that the ethical standard of research be measured against Treaty of Waitangi principles and provisions. The MPRU provides advice on how to achieve these standards.

The MPRU facilitates contact with others experienced in conducting Maori focussed research, potential participants in communities of interest, and end-users, to illicit feedback and comment on the usefulness, practicality, validity and support for research ideas and methods to be employed. This contributes to a more robust research endeavour.

A recruitment and training service for the employment of research assistants ensures an available source of people to assist with research projects.

## Goals

- To provide a support structure which encourages Maori focussed research in psychology.
- To serve as a scholarly resource to support Maori focussed research projects and to promote new research initiatives among staff, undergraduate and graduate psychology students.
- To seek out new sources of research funding, respond to requests for proposals and tenders relevant to Maori issues, and to obtain continued external funding for Maori focussed psychological research.
- To facilitate the professional development of Maori researchers and to continue to develop future leaders in Maori focussed research and psychology.
- To provide a foundation for the teaching of psychology by enhancing availability and access to Maori focussed research experience and products.
- To promote the use of Maori focussed research products into the Department of Psychology's curriculum
- To facilitate internal and external lectures and research seminars to support the development of new projects and disseminate the work of scholars in the Unit.
- To host visiting researchers and scholars
- To encourage collaborative research in Maori focussed projects across disciplines

## **MPRU Researchers**

<i>Emeritus Professor</i>	James Ritchie
<i>Director</i>	Linda Waimarie Nikora
<i>Coordinator</i>	Mohi Rua

<i>Principal Investigators</i>	Bernard Guerin
	Bridgette Masters
	Darrin Hodgetts
	Kerry Chamberlain
	Linda Waimarie Nikora
	Michelle Levy
	Mohi Rua
	Neville Robertson
	Ngahuia Te Awekotuku

<i>Research Team Members</i>	Tamati Amuketi, Alison Barnett, Barbara Browning, Puawai Cairns, Kyro Courtney-Clarke, Anna Donnelly, Andrew Duirs, Des Ellis, Helen Ellis, Kohine Graham, Shiloh Groot, Joline Henry, Rolinda Karapu, Jennifer Kinloch, Maria Kirk, Robert Loto, Jane McCaughey, Karyn McRae, James Moleni, Laurie Morrison, Ron Ngata, Henriata Nicholas, Saburo Omura, Nathaniel Pihama, Casey Rawiri, Anni Schwanen, Ariana Simpson, David Snell, James Teepa, Kathleen Savage, Yvonne Te Pohe, Keri Thompson & Edwin Wikatene
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<i>Visitors</i>	Paul Stewart, Project Officer with Onemda VicHealth Koori Health Unit, University of Melbourne, Australia Professor Alan Radley, Loughborough University, Leicestershire, England.
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## Highlights

- Since its establishment in 1997, the MPRU has successfully competed for and won external research funds in excess of \$1.7 million. A significant success rate for external funds contested points to the high calibre of proposals written, the increasing public profile of the MPRU, and the recognition by funding agencies of those areas of staff/student interest and expertise
- The MPRU successfully supported four students in their bids for research funds from the Health Research Council (HRC) and Nga Pae o Te Maramatanga (NPoTM). Robert Loto won a Pacific Health Research Masters Award from HRC while Ron Ngata and Shiloh Groot were awarded HRC summer studentships. Shiloh Groot, Ron Ngata along with Karyn McRae also received summer internships from NPoTM.
- The Marsden Funded Ta Moko research group continues their book writing task and look forward to its launch about October 2006.
- MPRU have been working hard with Becky Nunes, a professional photographer contracted to take images for the moko book. This has been an amazing experience in terms of co-ordination of researchers, photographer and wearers. The images are superb due in large part to the moko wearers themselves and the undeniable talents of Becky Nunes.
- The MPRU have recently acquired research contracts entitled; Solutions for Energy Efficiency at Work and at Home; The Meanings in Ethnic Labels' project; Defining Pakeha Culture – An Etic Approach; In addition, MPRU will explore and document the elements of change in Maori culture under the project heading 'Hei arahi atu: Transforming cultural concepts for the new millennium'.
- The MPRU was again commissioned to evaluate the Te Rau Puawai programme, a Maori recruitment and retention programme aimed to increase the number of Maori pursuing careers in the Maori mental health field. Delivered by Massey University, this evaluation follows on from the 2000 evaluation tender won by MPRU. It is an opportunity to explore the intimate detail of a recruitment and retention strategy employed by another tertiary institution. The project is lead by Linda Waimarie Nikora with Mohi Rua and a team of 3 senior graduate students.
- MPRU presented 5 papers at the World Indigenous People's Conference on Education (WIPCE) recently held at the University of Waikato. The moko project had 4 presentations each of which were extremely well received. The conference was attended by over two thousand registered peoples from around the world.
- Darrin Hodgetts and Mohi Rua also attended the International Society of Critical Health Psychology 4th International Conference, The Marriot

Hotel, Sheffield, England. Here they presented a paper on Bloke Culture and the Media and networked with scholars from various academies including Cambridge University, London School of Economics, Loughborough University and Memorial University, Newfoundland, Canada.

- The MPRU actively supported the attendance of Maori graduates and undergraduates to this years New Zealand Psychological Society's Annual conference. These students actively participated in conference activities, presenting posters and papers, some of which have since been published.



*Waikato University psychology Students at the New Zealand Psychological Society Annual Conference (2005, 1-4 September), University of Otago, Dunedin.*



## Contracts & Grants

### *New Projects*

#### **Increased Uptake of Energy Conservation in Households and Communities.**

**Investigators:** Linda Waimarie Nikora, Mohi Rua & Bernard Guerin

**Grant Agency:** Foundation for Research, Science & Technology (FRST), \$225,000

**Descriptor:** The project develops an innovative social science approach around energy demand in household and community sites, and interventions aimed at increasing environment-friendly practices. Traditionally, environment-friendly practices, and awareness of them, have not been well predicted from verbal measures such as attitudes and values. Whether measured as people's attitudes, beliefs, values, or intentions, the predictions of actual behaviour or practice have been weak, and there is still a "Gap" between words and actions—people can talk about energy conservation but they do not practice it (Kollmuss & Agyeman, 2002; Vaske & Kobrin, 2001). Just presenting information to people does not make them into energy conservers. Most of the theories upon which this research is based have laid a good deal of the blame on people—that people have 'faulty' or 'limited' cognitive processing abilities and this is why they do not do what they say. The social problem to be solved, then, is one of the "gap" between what people know or say and what they practice.

#### **The Meanings in Ethnic Labels**

**Investigators:** Linda Waimarie Nikora, Darrin Hodgetts, Neville Robertson, Mohi Rua with Saburo Omura

**Grant Agency:** Faculty of Arts & Social Sciences Research Committee, \$1,500

**Descriptor:** The project aims to examine the 'content' of ethnic self-attributions. Through this grant we will analyse qualitative data collected through an outline questionnaires completed by students in PSYC228 "Culture, ethnicity, and Psychology" and PSYC102 "Social Psychology & Development".

#### **Defining Pakeha Culture**

**Investigators:** Linda Waimarie Nikora, Darrin Hodgetts, Neville Robertson, Mohi Rua with Saburo Omura

**Grant Agency:** Psychology Department's Research Fund, \$10,191

**Descriptor:** This study builds upon the earlier work by Thomas and Nikora (1996) who explored the criteria that people typically use for making ethnic categorisations (e.g., language, accent, physical appearance, interpersonal communication style etc). In this project we want to move beyond criteria for making ethnic attributions to investigate how members of non-dominant ethnic groups perceive and conceptualise Pakeha culture.

#### **Hei arahi atu: Transforming cultural concepts for the millennium**

**Investigators:** Linda Waimarie Nikora & Ngahuia Te Awekotuku

**Grant agency:** Maori & Psychology Research Unit

**Descriptor:** Maori culture is constantly changing and adapting; Maori people continue to redefine their notions of culture, values, and world view, influenced by circumstances and social environments. They make conscious and informed choices which shape and reshape culture. Despite this, researchers, policy makers, educators, media brokers and analysts often assume that Maori culture is a tidy, static and rigidly defined system. Memory and experience reveal that Maori culture is dynamic, fluid, and mutable, constantly changing. This study will explore and document the elements of change in Maori culture.

### *Projects in progress*

**What does it mean to be a man today? "Bloke Culture" and the Media**

**Investigators:** Darrin Hodgetts and Mohi Rua

**Mediation & the Public Negotiation of Health Inequalities: Comparing Maori & Mainstream Media**

**Investigators:** Darrin Hodgetts, Linda Waimarie Nikora & Kerry Chamberlain

**The social and economic determinants of gambling: How gambling affects Maori whanau health (PhD).** Laurie Morrison supported by a Health Research Council Training Fellowship scholarship.

**The health implications of gambling of new forms of gambling on Maori women and their whanau (PhD).** Laurie Morrison supported by a Health Research Council project grant.

**Ta Moko: culture, body modification and the psychology of identity.**

Ngahuia Te Awekotuku and Linda Waimarie Nikora supported by the Marsden Fund.

**Strangers in Town: Tuhoe ki Waikato: A Case Study.** Linda Waimarie Nikora, Mohi Rua, Ngahuia Te Awekotuku and Bernard Guerin supported by the Foundation of Research, Science and Technology.

### *Projects Completed*

**Te Rau Puawai II**

**Investigators:** Linda Waimarie Nikora & Mohi Rua

**Maori perspectives on the mental health development strategy.** Michelle Levy, supported by Health Research Council

**Mauriora: Ma ratou, ma matou, ma tatou - Maori Television and Health**

**Investigators:** Linda Waimarie Nikora, Darrin Hodgetts & Rolinda Karapu

**Intentional Injury****Investigators:** Neville Robertson**Fullbright Scholarship****Awarded to:** Ngahuia Te Awekotuku**Evaluation of Marae Auahi Kore Programme****Investigator:** Bridgette Masters**Research Outputs****Journal Articles**

Loto, R., Hodgetts, D., Nikora, L.W., Chamberlain, K., Karapu, R., & Barnett, A (Accepted subject to final revisions). Pasifika in the news: The portrayal of Pacific peoples in the New Zealand press. *Journal of Community and Applied Social Psychology*.

Morrison, T., Spivak, G., & Te Awekotuku, N. (2005). Guest Column: Roundtable on the Future of the Humanities in a Fragmented World. *PMLA: Publications of the Modern Language Association of America*, 120(3), 715-723.

Masters-Awatere, B. (November, 2005). Exploring cultural competency in evaluation. Evaluation: making it real in Aotearoa New Zealand – leading by example, leading by association. *Proceedings from the Auckland Evaluation Group Conference 18-20 July 2005*.

Masters, B. (November, 2005). Reflections on the bicultural symposium held at the Annual New Zealand Psychological Society Conference in Dunedin. *The Bulletin, no 15*, pp. 14-15.

Masters, B. (July, 2005). Reporting back on the bicultural training day for the Executive of the New Zealand Psychological Society. *The Bulletin, no 14*, pp. 13-17.

Te Awekotuku, N. (2005). Ma hea - which way? Mo te aha - what for? Too many questions, not enough answers, for Maori on the march. *The Bulletin*, 103, 29-33.

**Book Sections**

Nicholas, H., & Te Awekotuku, N. (2005). Uhi Ta Moko - Designs carved in skin. In J. Ruskiewicz, D. Anderson & C. Friend (Eds.), *Beyond Words: reading and writing in a visual age* (pp. 155-159). New York: Longman.

Nikora, L. W., Rua, M., & Te Awekotuku, N. (2005). Wearing Moko - Maori facial marking in today's world. In N. Thomas & A. Cole (Eds.), *Tatau/Tattoo - Bodies, art and exchange in the Pacific and Europe* (pp. 191-203). London: Reaktion.

Te Awekotuku, N. (2005). He Reka Ano - Same sex lust and loving in the ancient Maori world. In A. J. Laurie & L. Evans (Eds.), *Outlines: Lesbian & Gay*

*Histories of Aotearoa* (pp. 6-10). Wellington: Lesbian & Gay Archives of New Zealand.

### **Conference Presentations**

Calnan, P., Rua, M., & Hodgetts, D. (2005, 1-4 September). *Media Saturation and the lives of Men in Aotearoa*. Paper presented at The New Zealand Psychological Society Annual Conference, The University of Otago, Dunedin.

Calnan, P., Rua, M., & Hodgetts, D. (2005, 1-4 September). *Media Saturation and the Lives of Men in Aotearoa*. Paper presented at The New Zealand Psychological Society 2005 Annual Conference and AGM, Otago University, Dunedin.

Hodgetts, D., & Rua, M. (2005, 29 March-1 April). *Bloke Culture, Health & the Media*. Paper presented at the International Society of Critical Health Psychology 4th International Conference, The Marriot Hotel, Sheffield, England.

Hodgetts, D., & Rua, M. (2005, 12 October). *Bloke culture and the media: What do guys think about and do with media portrayals of men?* Research Seminar Series, The School of Psychology, Turitea Campus, Massey University, Palmerston North.

Masters, B., & Hamilton, A. (2005). *Evaluating a Marae Programme - Marae Auahi Kore*. Paper presented at the National Tobacco Conference, Westpac Stadium, Wellington.

Masters, B. (2005, 13-16 June). *Evaluation as a tool for self determination*. Paper presented at the Hawaii International Conference on Social Sciences, Waikiki, Hawai'i.

Masters, B. (2005, 19 June). *Developing a sense of community when working with indigenous people*. Paper presented at the Post Graduate Students at the Faculty of Social Work, University of Hawaii, Manoa, USA.

Nikora, L. W., Rua, M., Guerin, B., & Te Awekotuku, N. (2005, 27 November-1 December 2005). *Tuhoe ki Waikato - facing the challenges of living away from home*. Paper presented at the World Indigenous Peoples Conference On Education (WIPCE), University of Waikato, Hamilton, Aotearoa/New Zealand.

Nikora, L. W., Rua, M., McRae, K., Groot, S., & Ellis, H. (2005, 1-4 September). *Psychology & Maori Development - Students Reflect*. Paper presented at The New Zealand Psychological Society Annual Conference, The University of Otago, Dunedin.

Nikora, L. W., Rua, M., Te Awekotuku, N., Karapu, R., & Simpson, A. (2005, 27 November -1 December 2005). *Moko - a new identity in a contemporary world*. Paper presented at the World Indigenous Peoples Conference On Education (WIPCE), University of Waikato, Hamilton, Aotearoa/New Zealand.

Nikora, L. W., Rua, M., Courtney-Clarke, K., & Te Pohe, Y. (2005, 1-4 September). *Culture, Ethnicity & Psychology - A Unique 2nd Year Paper*. Paper presented at The New Zealand Psychological Society Annual Conference, The University of Otago, Dunedin.

Te Awekotuku, N., Cairns, P., Nikora, L. W., & Rua, M. (2005, 27 November - 1 December 2005). *Moko, Mutations and Beyond the Modern Primitive*. Paper presented at the World Indigenous Peoples Conference on Education (WIPCE), University of Waikato, Hamilton, Aotearoa/New Zealand.

Te Awekotuku, N. (2005, 27 November - 1 December). *Moko: the artform's history*. Paper presented at the World Indigenous Peoples Conference on Education (WIPCE), University of Waikato, Hamilton.

Te Awekotuku, N., Nicholas, H., & Nikora, L. W. (2005, 27 November - 1 December). *Moko: Identity, power & control - a case study*. Paper presented at the World Indigenous People's Conference on Education (WIPCE), University of Waikato, Hamilton.

Te Awekotuku, N., Guerin, B., McCaughey, J., Nikora, L. W., & Rua, M. (2005). *Maori Mobility: Voices from Te Urewera*. Paper presented at the "New Directions: New Settlers: New Challengers" end-user meeting, Victoria University, Wellington.

Thompson, K., Amuketi, T., Duirs, A., Nikora, L. W., & Rua, M. (2005, 1-4 September). *Where to From Here? Maori students in University programmes*. Paper presented at The New Zealand Psychological Society Annual Conference, The University of Otago, Dunedin.

### **Poster Presentations**

Loto, R., Hodgetts, D., Nikora, L. W., Chamberlain, K., Karapu, R., & Barnett, A. (2005). *Characterizations of Pacific Island people in the New Zealand press*. Paper presented at the New Zealand Health Research Council Pacific Island Annual Fono, Auckland.

Loto, R., Hodgetts, D., Nikora, L. W., Chamberlain, K., Karapu, R., & Barnett, A. (2005). *Characterizations of Pacific Island people in the New Zealand press*. Paper presented at the New Zealand Psychological Society Annual Conference, Auckland.

### **Invited Lectures**

Masters, B. (2005, 19 June). *Developing a sense of community when working with indigenous people*. Lecture presented to the Post Graduate Students at the Faculty of Social Work, University of Hawaii, Manoa, USA.

Nikora, L.W., Karapu, R., & Rua, M. (2005, March 10). *Moko: Culture, Body Modification and the Psychology of Identity*. Maori 509-05A Research in Maori and Pacific Contexts, I1.09, The University of Waikato.

Rua, M., Nikora, L.W., Guerin, B., & Te Awekotuku, N. (2005, 13 April). *Maori & Migration: Voices from Te Urewera*. Lecture presented at the PSYC328-05A Maori Development & Psychology Lecture, I1.09, IJK Block, The University of Waikato.

### **Community Presentations**

Rua, M., Te Awekotuku, N., Nikora, L. W., & Guerin, B. (2005, March). *Tuhoe ki Waikato - Moving from Te Urewera*. Paper presented to the Tuhoe Waikaremoana Trust Board, Te Kohinga Marama Marae, University of Waikato, Hamilton.

### **Commissioned Reports**

Henry, J., Masters, B., Duirs, A., Barnett, A., and Snell, D. (2005) *Evaluation of Marae Auahi Kore Programme: Summary Report*. A report for the Northland District Health Board. Maori and Psychology Research Unit, Hamilton.

Masters, B., Kirk, M., & Moleni, J. (2005) *An evaluation of the 2004 National Waka Ama Long Distance Championships*. A report for Hapaia Te Ora Charitable Trust. Maori and Psychology Research Unit, Hamilton.

Nikora, L. W., Rua, M., Duirs, A., Thompson, K., & Amuketi, T. (2005). *Te Rau Puawai 2002-2004: An Evaluation*. A report prepared for the Ministry of Health & Massey University: Maori & Psychology Research Unit.

Schwanen, A., Masters, B., Duirs, A., Barnett, A., Snell, D., and Henry, J. (2005) *Evaluation of Marae Auahi Kore Programme*. A report for the Northland District Health Board. Maori and Maori & Psychology Research Unit, Hamilton.

### *Towards 2006*

- Supporting undergraduate and graduate students to prepare and present conference papers and posters at the Joint Australian Psychological Society and New Zealand Psychological Society Conference in Auckland.
- Increasing the number of successful student applications for HRC summer scholarships, HRC Masters Scholarships and Nga Pae o Te Maramatanga summer internships
- Better supporting Pacific students
- Consolidating our research agenda to be better positioned to win longer-term programme grants.
- Expanding our collaborations across the University.
- Launch of the Ta Moko Marsden project book.
- Arrival of Ama de-Graft Aikins (PhD) a ESRC Postdoctoral Fellow, Department of Social and Developmental Psychology, Faculty of Social and Political Sciences, University of Cambridge, England. Ama is expected to be with MPRU between July and September 2006
- MPRU researchers are anticipating attendance and presentations at the International Community Psychology Conference (Puerto Rico), Bi-ennial Australia-New Zealand Community Psychology (Australia), Social Representation conference (Rome) and the Joint Australian Psychological Society and New Zealand Psychological Society Conference (Auckland).
- Ngahuia Te Awekotuku will be presenting at Harvard University in America, and at Cambridge University, England, on cultural issues and heritage development.