

RAUHI

(verb) (-tia) to place together, collect, gather together
(verb) (-tia) to take care of, tend, foster, protect

TWO-DAY RESEARCH SYMPOSIUM

Participation is free

TOROA Centre for Communication Research

Auckland University of Technology
17-18 November 2022, Studio 7



The TOROA Centre for Communication Research advances knowledge in socially responsible communication and media practice. We promote community-based research and practice-informed inquiry. Our researchers query and challenge the relationships between communication practice, theory and research. We build research capability by encouraging and nurturing practice-enabled communication researchers.

Visit us at <https://www.toroaresearch.org/> for more information, upcoming events and research activities.

DAY 1 THURSDAY 17 NOVEMBER, 2022		Registration
8.30-9.00		
9.00-9.15	Welcome by Co-Directors of the Toroa Centre for Communication Research Dr Petra Theunissen and Dr Helen Sissons	
9.15-9.45	THE VALUE OF COLLABORATION Associate Head of School Research Dr Angelique Nairn	
9.45-10.00	Q & A and Discussion	
10.00-10.15	MORNING TEA	
10.15-10.45	NEW ZEALAND PUBLIC MEDIA ENTITY INCLUDING THE MEDIA POLICY Rachel Daniels	
10.45-11.15	DIGITAL DRAGONS: HOW A KIWI AUTHOR BROUGHT THE CHILDREN'S FANTASY NOVEL INTO THE 21ST CENTURY Matt Halliday and AD Narayan	
11.15-11.45	THE RIGHT HAND IS ADEPT, THE LEFT HAND IS SKILLFUL: A COMMUNITY MUST USE ALL SKILLS AVAILABLE TO SURVIVE Zak Waipara	
11.45-12.45	LUNCH	
12.45-1.15	MY RESEARCH BUBBLE: AN M.PHIL THESIS IN PROGRESS Matt Halliday	
1.15-1.45	STUDYING KIDS AND MEDIA LITERACY: A CONSULTATION Dr Melissa Gould	
1.45-2.15	SOCIAL MEDIA AND YOUNG PEOPLE: COMPULSION AND EXPERIENCE Patrick Usmar	
2.15-2.30	AFTERNOON TEA	
2.30-3.15	SPEED DATING: Making new connections in your research as participants are paired up in a series of rotating quick five to six-minute "dates" to discuss their research.	
3.15-3.30	Feedback on SPEED DATES	
3.30-4.00	Summary/wrap up of the day	

ABSTRACTS

Angela Rose Asuncion

THE SHIFT OF MARKETING IN THE AGE OF SOCIAL MEDIA

Drawing from my Master's research topic, this presentation outlines ideas that explore the potential shift away from traditional forms of marketing as a result of artist and fandom engagement on social media platforms. I aim to explore the way artists create content that fuels conspiracy narratives and commentary within their fandoms, generating marketing for upcoming music releases. As a case study I will examine the way Taylor Swift has leveraged the TikTok environment and viral trends on this platform; specifically looking at examples taken from her own content and fandom responses surrounding her 'Red' re-release and music video for 'I Bet You Think About Me'. Alongside this, I'll investigate the influence of fandoms, storytelling, and transmedia marketing to further explore this paradigm.

Rachel Daniels

NEW ZEALAND PUBLIC MEDIA ENTITY INCLUDING THE MEDIA POLICY

As New Zealand audiences shift their viewing behaviour from local television services over to multinational Subscription Video-on-Demand (SVoD) platforms. One solution deployed by government to mitigate this loss is to form a new Aotearoa New Zealand Public Media Entity (ANZPME) including a new bill and charter. Considering statements made by multinational SVoD providers where they have defined themselves as technology companies not subjected to audio-visual regulations, with "one foot in the film industry and the other in the data science industry". The research looks to explore how the formation of the ANZPME, will seek to lessen SVoD's global dominance, presenting early investigations by the researcher on what it means for the New Zealand television sector.

Dan Fastnedge

THE COMPLEXITY OF CONTROVERSIAL ADVERTS

Definitions of controversial advertising suggest that such adverts breach social norms, or are socially unacceptable. But, as social norms constantly evolve, the levels of acceptability are equally changing. This research acknowledges a grey area of acceptable advertising – a boundary space instead of a boundary line. It seeks to acknowledge the complexity of controversy in contemporary advertising campaigns taking into account contrasting

DAY 2 FRIDAY 18 NOVEMBER, 2022	
9.00-9.15	Welcome back by Co-Directors, brief recap of previous day
9.15-9.45	THE SHIFT OF MARKETING IN THE AGE OF SOCIAL MEDIA Angela Asuncion
9.45-10.15	THE COMPLEXITY OF CONTROVERSIAL ADVERTS Dan Fastnedge
10.15-10.45	DIVERSITY IN ADVERTISING Matt Halliday and Dan Fastnedge
10.45-11.00	MORNING TEA
11.00-11.30	RECOMMENDATIONS, AWARDS, WRAP UP
11.30-1.00	ANNUAL GENERAL MEETING OF TOROA C.R.
1.00-1.30	LUNCH

audience reactions, divisive socio-political contexts, changing audience expectations, and the evolving media environment in an age of global connectedness. I will be presenting initial work on using complexity theory as a model for analysing controversial adverts in their context of reception.

Dr Melissa Gould

STUDYING KIDS AND MEDIA LITERACY: A CONSULTATION

This talk will outline a proposed research project that analyses the media literacy skills of young people. The proposed study examines the experiences of kids playing Hasbro's 'feminist' board game Ms Monopoly, and seeks to understand how children think, feel, and make sense of gender representations in products aimed at children. An aim of this talk is to have a korero with colleagues about the proposed study as part of the consultation process of my ethics application.

Matt Halliday

MY RESEARCH BUBBLE: AN MPhil THESIS IN PROGRESS

In 2020, Aotearoa New Zealand led the world in its Covid communication response. This research presents findings into a case study of the collaboration between Toby Morris and Siouxsie Wiles and presents an outline for the next article in my MPhil thesis exploring how the bubble went from a concept to empower Aotearoa's disabled community through lockdown to a metaphor that was almost universally understood.

Matt Halliday and Dan Fastnedge

DIVERSITY IN ADVERTISING

The advertising industry is a predominantly white space. In the last couple of years we have had conversations with industry leaders from some of the largest agencies in NZ asking how they can attract more Māori and Pasifika graduates. Quotas are being set but how do we go about creating quality graduates with the skills they are after? More importantly, how do we attract more Māori and Pasifika students to the creative communication fields? This discussion covers the conversations had, the (somewhat unrealistic) expectations of the industry and looks at options to attract young people from more diverse backgrounds.

Matt Halliday and AD Narayan

DIGITAL DRAGONS: HOW A KIWI AUTHOR BROUGHT THE CHILDREN'S FANTASY NOVEL INTO THE 21ST CENTURY

This talk explores how Russell's use of AR technology in his Dragon Defenders series can enhance children's engagement with literature. The talk highlights the extent to which the fiction is enhanced by AR, and in turn how the AR experience itself is furthered by its relationship to the book. Based on formal gameplay analysis, the talk will frame the story in the books and the AR mobile app as inseparably intertwined components of a singular narrative experience.

Patrick Usmar

SOCIAL MEDIA AND YOUNG PEOPLE: COMPULSION AND EXPERIENCE

A presentation on the findings of a pilot study conducted earlier this year that explored how tertiary students saw themselves in relation to the consumption, creation, and connection they had through social media. Some surprising results showed the majority of these young adults passively consume social media and a low percentage actually create it. So we ask: what is the quality of experience young people have using social media and how do they feel about it? This pilot study adapts Hoffman and Novak's

(2012) "connect, create, consume" (p. 4) higher order model, by asking people what they are doing while on social media- are they consuming, creating or connecting? This study departs from Hoffman and Novak's research by looking at young people's use of social media from a social constructivist perspective (Burr, 1995; Haraway, 1988; LaFrance & Wiggington, 2019). Taking in both the social structure and broader media contexts of the participants. In 1996 George Gerbner made a clear case that at no point in human history had young people been so centrally reliant on television as their main source of stories. In the most profound sense, almost thirty years on, screen-based digital devices have never been so central to young people's lives, perhaps beyond all realms that Gerbner could have imagined. With this in mind, we explore arguments located around media literacy: empowerment (Gauntlett, 2012), loss of agency (Charteris, Gregory & Masters, 2018) and the spectrum of discussion in between. We can use the findings of this study to inform our media teaching practices, as well as wider implications about helping young people navigate the complexities of their digital social worlds.

Zak Waipara

THE RIGHT HAND IS ADEPT, THE LEFT HAND IS SKILLFUL: A COMMUNITY MUST USE ALL SKILLS AVAILABLE TO SURVIVE

Whakapapa (familial, genealogical connection) brings as many obligations as it does opportunities. Mead asserts that, "in traditional Māori belief a talent for creativity comes to the individual through the parents and down through one's ancestry."² Since pūmanawa (talent), is inherited from a family kin group, it is only right that the recipient of skill employs this talent in the service of their iwi.

So, although committed to completing my doctoral studies, I was concurrently called upon to assist my iwi with a number of initiatives over this time. As designer and illustrator, because of the intangibility of what we do, and the difficulty in measuring its effect, it can even be easy to doubt the validity of one's own work. Recently I had the chance to witness firsthand the power that effective visual communication can have in measurable ways. In this presentation I will showcase some of the meaningful ways in which I was able to make a contribution via a non-DHB, iwi-led Covid Vaccination campaign, targeted towards a remote, regional community... my community - Te Tairāwhiti.