



ASIAN ASSOCIATION OF SOCIAL PSYCHOLOGY

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Presidential Address

James Liu's Final Newsletter Address as AASP President

Time flies, and I will soon be coming to the end of my term as AASP President. I will happily hand over Presidency of the Association to my dear friend and colleague Allan Bernardo of the University of Macau. Allan and I will formally welcome Emiko Kashima of LaTrobe University, who was the sole nominee for the AASP Presidency this time around, as President-Elect of AASP at our upcoming conference in Cebu. Emi is just completing her term as Editor in Chief of AJSP, so it's out of the frying pan into the fire! Thanks for your patience and determination Emiko.

I'd like to thank some of the other outgoing members of the AASP Executive, including our Secretary General Jiro Takai, our Treasurer Tasuku Igarashi, our Chair of Education and Training Sikhung Ng. Emiko Kashima will step down as Chair of Publications and Research to become President Elect. After an international search, Susumu Yamaguchi was nominated and has agreed to become the Chair of the Publications and Research (i.e., Editor in Chief of AJSP). Purnima Singh steps down as South Asian Regional Representative, and Li Liu steps down as East Asian Regional Representative to become Secretary General for

AASP. I have become Head of School of Massey University (based in its Auckland campus), with a large contingent of more than 50 academics spread across 3 campuses throughout New Zealand.

Jiro and Tasuku have been instrumental in helping AASP make a smooth transition from our old website to the new website (more on this later), and also in making the transition from AJSP being supported by the Japanese Group Dynamics Association to Beijing Normal University. Sikhung Ng was my academic mentor at Victoria University of Wellington where I began my career as an academic 20 some years ago, and he has been steadfast in playing that same role for many others by running AASPs summer school. Purnima Singh was our first new newsletter writer, setting up the template that many have since followed. And she was the woman who was most instrumental in running our 2009 conference in Delhi. Thanks so much to all of you for your services to AASP!

New AASP Website. Our new website is now fully functional (but still with teething pains as we start using it) at asiansocialpsych.org. Please check it out. All the old information is available to the public, but we have a new se-

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President's Address

(Continued from page 1)

cure, members-only portion of the site where members can access for free the Asian Journal of Social Psychology and the Journal of Pacific Rim Psychology. You can post information, papers, chat or message other members, etc.

AASP is now handling its own membership, so we will no longer have to go through Wiley-Blackwell. We should become stronger financially with the fate of our membership in our own hands, and with the strong support from Beijing Normal University. In the future, the websites for our conferences can all follow the same template and we will not have to invest in a new website, but simply adapt the same template to each new conference.

Our Conferences. The 2017 Conference is scheduled for Auckland, New Zealand, date to be finalized, but most likely mid to late August.

We are looking forwards to a great conference in Cebu in August. The Psychological Association of the Philippines is hard at work organizing the joint conference with AASP. More than 600 people are registered already- if you've never

been to Cebu before, do try to book some time at the beach before or after the conference. I've organized an after conference research retreat at a beachside resort near Cebu and the prices are really reasonable.

The keynote speakers, the summer school, awards ceremonies, and the collaborations evening are all in place now (see separate article on how to apply for the collaborations evening), and the schedule is being finalized. Please recall the deadline for conference registrations in August 10. You must register on or before August 10 for your presentation to be kept in the conference programme.

Thanks to Gina Hechanova, Delia Belleza, Ces Gastardo-Conaco, Boboy Alianan, Marc Reyes, Allan, and everyone in PAP for all the hard work! I'd especially like to acknowledge PAP President Angela Regala for her support, and also Tina Montiel, Mira Ofreneo, and Niel Kintanar for their work on behalf of the Summer School We all benefit from the fruits of the labor of a few, so we should all express our appreciation for the AASP 2017 organizers (especially to keep patient if things get snarled).

Please recall the deadline for conference registrations in August 10. You must register on or before August 10 for your presentation to be kept in the conference programme.

Kwok Leung: In Memoriam

Susumu Yamaguchi, James H. Liu, Uichol Kim, Yoshihisa Kashima and Sik-hung Ng on behalf of AASP



Kwok Leung, one of the founders of AASP, passed away on May 25, 2015, after an extended illness due to an autoimmune disorder. He is survived

by his wife Yumi and children Kirk and Eiki. He was a past President of both AASP and the International Association of Cross-Cultural Psychology (IACCP), and a major contributor to culturally oriented psychology worldwide. We will honor Kwok at the Cebu conference by presenting

Kwok Leung: In Memoriam (continued)

him with a posthumous Lifetime Achievement Award, to be accepted by his family.

Among his many accomplishments, the aspect of Kwok Leung's legacy that is most salient organizationally is the founding of the Asian Association of Social Psychology (AASP). We would like to offer a few words in memory of our friend, colleague, and co-founder of this Association.

Kwok was the most optimistic among the four founders (Kwok, Susumu Yamaguchi, Yoshi Kashima, and Uichol Kim) who started AASP in 1995. Not only was he optimistic, Kwok provided substantial support to the association throughout his career. He hosted the first AASP conference in Hong Kong. To promote AASP, during the first conference, he spent his personal money to host a party at his faculty apartment (which was very large (around 300 square meters, with a maid room). He also negotiated with Wiley to publish AASP's conference proceedings (i.e., starting the Progress in Asian Social Psychology series) after the first conference. This first publication by Wiley contributed to raise the international profile of AASP.

Pragmatic, but optimistic might be a good way to describe Kwok. Any new association needs members, a conference, conference proceedings, and a journal. When it came time to negotiate a contract for the

Asian Journal of Social Psychology with Blackwell, Kwok played a key role. He was an excellent negotiator for AASP and we got an affordable deal for a young academic association with a small number of members. AJSP was launched in 1998 with Uichol Kim as inaugural Editor-in-Chief. Kwok also later served as Editor-in-Chief of AJSP. And, of course, he served as President of AASP. At the time of his passing, he was a member of advisory board of AASP and the managing editor of AJSP.

AASP has agreed to support the Kwok Leung Scholarship Fund and celebrate his career with a Lifetime Contribution Award. We are asking Yumi to come to Cebu, Philippines in August, 2015 to accept the award of his behalf. It was agreed by the AASP Executive that we will establish the Kwok Leung Scholarship Fund to support young researchers by providing seed money for research projects that may arise from the summer school that he helped to establish. Kwok established the AASP summer school in which students are trained intensively for one week by leading social/cultural psychologists prior to our biennial conference. Although numerous research projects have been considered, only a few have actually launched, due to a lack of funding. This will fill that gap. Though future generations of AASP summer school participants

will not have the benefit of the personal support he offered to so many, they will have the opportunity to take part in the spirit of his academic endeavour by being challenged to take an ambitious and entrepreneurial approach to scholarship.

As a researcher, Kwok has contributed to the advancement of a cultural perspective in various areas including social psychology and industrial/organizational psychology. In social psychology, his publication on cultural difference in distributive justice while he was a graduate student at Illinois is very well known. More recently, he initiated an international project on social axioms, which has had a great impact in cross-cultural psychology. Not content to rest on his laurels, he recently started a new project on creativity, which would have had an important theoretical impact in psychology as well as making a practical contribution to our lives.

Kwok, you have left us too soon, you have left us with a lot of work to do. Our thoughts are with your family as they contemplate your life. We, your colleagues, mentors, students, friends and comrades salute you: you have been a wonderful colleague, a wise mentor, a willing student, and a good friend and comrade in arms.

AASP CONFERENCE

Keynote and Plenary Address in 2015 AASP Conference Focus on Social Change – Plus More Program Updates

In any scholarly conference, the invited keynote and plenary speakers provide the main highlights of the conference program. Participants in the forthcoming 2015 AASP Conference in Cebu this August 19-22, 2015 have several noteworthy keynote and plenary addresses to look forward to. With the theme "Psychology and Asian Societies in the Midst of Change," the conference will feature four keynote addresses. Stuart Carr of Massey University (New Zealand) will talk on the *Psychology of Poverty*, and Winnifred Louis of the University of Queensland (Australia) will give a lecture on the *Psychology of Collective Action*. From Georgetown University (USA), Fathali Moghaddam will speak on his recent work on the *Psychology of Dictatorship and Democracy*. Representing the host country of the Philippines, Amarylles Torres of the Philippine Social Sciences Council, will give the opening keynote address on *Social Change in the Philippines*.

In addition to the keynote addresses, participants can expect to hear plenary talks on important social issues by leading social psychologists in the Asia and the Pacific Region. Ragini Sen of the Institute for Peace Studies and Conflict Resolution (India) will address the intersecting topics of religion, secularism, multiculturalism and social change, while Michael Platow of the Australian National University (Australia) will speak on justice, leadership and social change. Jungsik Kim of Kwangwoon University (Korea) will discuss his cross-cultural research related to *Experience in Times of Social Change: Cases of Korea, Hong Kong, and Germany*. Two former AASP Presidents will also give plenary lectures. Colleen Ward of Victoria Universi-

ty of Wellington (New Zealand) will talk on acculturation, intercultural relations and social change, and Hwang Kwang-Kuo of the National Taiwan University (Taiwan) will discuss his ideas on the *Third Wave of Psychology*.

Setting the tone for Asian social psychology in the future, the program will also feature the Presidential Address of incoming AASP President Allan B. I. Bernardo of the University of Macau entitled, *Inequalities in Social Psychology Knowledge Production in Asia: Towards Social Change in Asian Social Psychology*.

Beyond the talks, the convention will feature a plethora of learning and collaboration opportunities - 92 parallel sessions on various topics, learning sessions, a collaboration evening for invited researchers, and an AASP Town Hall Meeting with Emerging Asian Social Psychologists. Finally, the AASP will also pay tribute to an esteemed colleague and major contributor to Asian social psychology in a Memorial to the late Professor Kwok Leung.

Prior to the conference, the University of San Carlos in Cebu will host the 40 or so students of the AASP summer school from August 15 to 19, 2015. The faculty members of the summer school are Professor Fathali M. Moghaddam (Psychology of Democracy and Dictatorship in Global Context), Professor Stuart C. Carr (Anti-Poverty Work Psychology), Professor Winnifred Louis (Psychology of Collective Action and Social Change), and Professor Jungsik Kim (Psychological Experiences of Rapid Social Change).

The deadline for online registration is August 10, 2015. For more information about the conference please visit www.papconvention.org

"In addition to the keynote addresses, participants can expect to hear plenary talks on important social issues by leading social psychologists in the Asia and the Pacific Region."

SPECIAL FEATURE



**11th Biennial Conference of
Asian Association of
Social Psychology and
PAP 52nd Annual
Convention**

**PSYCHOLOGY AND
ASIAN SOCIETIES
IN THE MIDST OF CHANGE**

●● **August 19-22, 2015** Waterfront Hotel, Cebu City

●●● Hosted by the
Psychological Association of the Philippines
and the University of San Carlos



2015 AASP Conference in Cebu Promises a Wide Array of Scientific Sessions, Topics, and ADVENTURES!

This year's AASP conference offers participants a wide selection of topics to match the wide and varied interests of Asian social psychologists. The range of topics is best seen in the 38 invited symposia on themes and issues including digital influence across cultures, indigenous psychology's role in social change, stress, health and wellbeing, resilience among children and adolescents, organization development, psychological contract breach, LGBT issues, psychology and natural disasters, media use and interpersonal relationships, social representation of history, sexual aggression, polyculturalism, among many others.

The conference also features 64 parallel paper sessions on issues as varied as work ethics, positive psychology, parenting, emerging adulthood, sports and exercise psychology, intimate relationships, migrant workers, parenting, scale development, women and gender, learning and instruction, and many others.

There will be learning sessions on a broad range of issues: developing a research programme, experiencing grief and trauma, indigenous research methods, mental health and human rights, and feminist counseling.

Poster sessions will be held daily featuring research on emotional labor, war veterans, bullying,

culture and communication, internet use, suicide, loneliness, play therapy, and acculturation, to name a few.

Participants may also register for pre-convention workshops to be conducted in the morning of August 19, 2015. The workshops focus on Mindfulness, Trauma memories, Scale construction, Peace-building, Interpersonal psychotherapy, Addiction Relapse Prevention, Motivating Students in the 21st century, Children in conflict with the law.

This year's conference venue is Cebu City in the Philippines. Cebu City is often referred to as the "Queen City of the South" for its culture and historical heritage. Condé Nast Traveler Magazine named Cebu as one of the Top 5 Islands in Asia in 2013. Popular tour packages include nature tours (e.g., river ecotourism, farm day tours), heritage tours (e.g., food tours, architectural tours), and island adventures (e.g., swimming with the whale sharks, island hopping, sky adventures, helium balloon flying). Cebu is also only an hour ferry ride away from Bohol island famous for its Chocolate Hills and tarsier encounter. For more information, visit our website: <http://papconvention.org/tourism-and-social.html> or download information from http://papconvention.org/default/view/uploads/Additional%20Packages_61b401d575.pdf.

AASP Awards Recognize Achievements in Asian Social Psychology

The Asian Association of Social Psychology's (AASP) primary mission is to provide a forum for psychologists in the Asia and the Pacific to promote social psychology on Asian traditions, experiences, and ideas to expand the boundaries and directions of social psychology. Over the years, in the recognition of progress in this mission, the AASP has established numerous awards that recognize scholarly achievements of Asian social psychologists.

The earliest award was established with the Japan Group Dynamics Association, the AASP's partner in launching the *Asian Journal of Social Psychology*. The award was established to honor Prof. Jyuji Misumi, who was a long time president of the JGDA. The award is given to the author(s) of the best article published in the *AJSP* for every year. The first award was given in 1999 to Prof. Susumu Yamaguchi for his article "Biased risk perceptions" published in the first volume of the *AJSP*.

In 2001, the K.S. Yang Travel Award was established and first awarded to two participants in the Melbourne Conference. The award was established in honor of Prof. Kuo-Shu Yang, the founder of indigenous Chinese psychology, who set up a fund through generation contributions from various individuals in Taiwan. The fund established an endowment that enables young scholars in economically developing countries to attend the AASP conference, and is awarded every two years.

Recognizing the importance of developing the next generations of Asian social psychologists, two awards were established – the Park Jung-heun Award (starting in 2005) and the Jung Tae-Gon Award (starting in 2007). Both awards, established with an endowment from

the family of Prof Park Young-shin, are given to young early career psychologists who are presenting papers in the AASP conference. The Park Jung-heun Young Scholar award is given to two young scholars from Asia, while the Jung Tae-gon Young Scholar award is given to two young scholars from economically developing countries in Asia.

As the younger generation of Asian social psychologists start making stronger contributions to social psychological sciences, the AASP established the Michael Harris Bond Award for Early Research Contributions. The awards was establish through an endowment fund set up by friends and former students of Michael Harris Bond who has made numerous significant contributions to Asian social psychology. The first award was given in 2011 in the Kunming Conference.

And as the AASP continues to grow, it will find new ways of recognizing the progress made by social psychologists in Asia and the Pacific. For the 2015 Cebu Conference, the K.S. Yang Endowment will be used to support research and presentations of alumni of previous AASP Summer Schools, and discussion are currently underway to institutionalize this form of support to young social psychologists in the region.

A new batch of awardees will be recognized in the AASP General Membership meeting in the Cebu Conference in August 2015. This new batch will mark the continuous growth of Asian psychology and AASP's commitment to nurturing a strong community of Asian scholars. To learn more about the AASP awards, please visit the AASP website at <http://asiansocialpsych.org/Young+Scholar+Awards>.

"For the 2015 Cebu Conference, the K.S. Yang Endowment will be used to support research and presentations of alumni of previous AASP Summer Schools, and discussion are currently underway to institutionalize this form of support to young social psychologists in the region."

CACR-Massey Collaborations Evening at the AASP Conference, Cebu, Philippines, August 20, 2015 (evening dinner & discussion)

The Centre for Applied Cross Cultural Research and the School of Psychology at Massey University invite participants who have registered as AASP members at the 2015 Asian Association of Social Psychology meeting to consider applying for places in the CACR-Massey Collaborations Evening. CACR and Massey University will pay for dinner, and offer participants the opportunity to work collaboratively in research projects led by 1) Colleen Ward, Victoria University of Wellington, 2) James Liu, Massey University, 3) Susumu Yamaguchi, Nara University, 4) Allan Bernardo, University of Macau, and 5) Emiko Kashima, LaTrobe University. The projects each of these researchers is leading is listed below.

To be eligible for participation, you must be an AASP member (all international participants will be AASP members, as the international conference registration fee covers AASP membership). For local Filipinos, some of you will have paid for AASP membership but others (e.g, non social psycholo-

gists) will have not- if you are not an AASP member you are not eligible for the collaborations evening. You can register to become a developing country AASP member, it is USD \$25 for 2 years (\$10 for students), see asiansocialpsych.org for details.

To apply for the Collaborations Evening, you should email Professor James Liu at j.h.liu@massey.ac.nz with 1) your email and institutional affiliation (we will give priority to full AASP members over student members), 2) your top 2 choices of who you want to work with, together with a statement of intent expressing your willingness and ability to collect data for the project, 3) your CV (attached). **We will accept applications until August 14, 2015.** We cannot guarantee places to all applicants (last time in Yogyakarta the event was over-subscribed), so we recommend you submit your applications as soon as possible.

1. Acculturation and intercultural relations

Professor Colleen Ward, Director, Centre for Applied Cross Cultural Research, Victoria University of Wellington

Although Japan and South Korea are among the world's most culturally homogeneous nations, cultural diversity is growing in these countries as it is across Asia more generally. This cultural diversity, along with increasing intercultural contact, presents challenges for individuals, ethno-cultural groups and the wider society. Our research team at the Centre for Applied Cross-cultural Research is currently engaged in developing two new streams of work that address some of these challenges and offer new perspectives on acculturation and intercultural relations.

Cultural Identity Styles. Berry proposed that acculturating individuals must make key decisions about maintenance of their heritage culture and participation in the wider society. There is strong empirical evidence that both heritage and contact cultural orientations can provide valuable psychological resources and that the combination of these two orientations (integration), has the strongest association with psychological and sociocultural adaptation. Our research suggests that acculturating individuals who are motivated to integrate activate two cultural identity styles: blending and alternating. The first represents picking and choosing the best of two cultures and putting them together in a novel, hyphenated way, e.g., Chinese-New Zealander. The second reflects a situated identity approach where cultural identity shifts depending on the circumstances; so for example, one may sometimes be Chinese and sometimes be "Kiwi." Although both blending and alternating arise from a desire to integrate, the two styles have different outcomes. Blending leads to a consolidated bicultural identity and on to greater life satisfaction while alternating leads to a more conflicted cultural identity and on to lower levels of life satisfaction. We are interested to explore these processes in different cultural contexts.

Subjective Multiculturalism. Multiculturalism has been declared a failure in Western European countries- France, Germany and the UK- while it appears to be a success in Canada and Australia. However, at the core of the multiculturalism debate is a lack of agreement about what multiculturalism means. Multiculturalism can be understood in three ways: 1) as the presence of cultural diversity; 2) in terms of equity, including the policies that support and accommodate diversity and 3) in terms of ideology that reflects a valuing of diversity and a willingness to accommodate it. Our previous research with young Muslims in NZ and the UK indicated that "subjective multiculturalism," i.e., the perceptions that one is living in a society that accepts and supports diversity, is a strong predictor of psychological and sociocultural adaptation. More recently, we have constructed and validated a more sophisticated three-factor (diversity, equity, ideology) measure of Subjective Multiculturalism based on US and NZ data. We are keen to explore the validity of the measure in other cultural contexts and to examine the relationship between subjective multiculturalism, well-being and social cohesion.

CACR-Massey Collaborations Evening at the Asian Association of Social Psychology Conference, Cebu, Philippines, August 20, 2015 (continued)

2. Digital Influence Across Cultures

Professor James Liu, Professor and Head of School, Massey University, New Zealand

The world is becoming interconnected in ways that previous generations of humanity never imagined. The world wide web has grown to encompass the planet. It is producing changes in human cultures and societies that cannot be stopped, but whose direction is uncertain. The previous AASP Collaborations evening stimulated researchers from China, New Zealand, Indonesia, Malaysia, Italy, Taiwan, India, S.Korea and Brazil to address issues such as 1) the relationship between social media, cultural values, and personality, 2) digital influence and materialism, 3) digital influence and political participation, 4) human values and internet usage, (5) patterns of institutional trust and belief in conspiracy theories, and (6) how all these affect their political attitudes, especially towards the Great Powers (e.g., USA, China, Russia, the UK). This research is being presented in 2 symposia in this year's AASP conference, and may be the basis for a Special Issue of a journal (we'll be meeting after the conference to see if the results are strong enough).

Those preliminary results provide a platform for this year's Digital influence collaborations cohort. You are invited to join the project if you are able to commit to collecting data in your country from at least 200 people (most likely university students, but can be from other groups as well), or engage in empirical research using qualitative methods. You are expected to support the research interests of other members of the collective, but will also have the opportunity to propose new ideas, new measures and new studies, and expect collaborative support from others.

3. Cross-cultural study on modesty and modesty scripts

Professor Susumu Yamaguchi, Nara University

Modesty is presumed to be prevalent in Asian cultures. Not only in Asia, however, is modesty also valued in the West. Thus, modesty is an interesting topic of empirical study, because it conflicts with another prevalent tendency of self-enhancement. How can people manage the conflict? Do people really mean modest self-view when they show modesty? To answer such questions, this research group has administered an open-ended questionnaire on modesty in Indonesia, Japan, China, Korea, and Australia. We have also administered structured questionnaire on modesty to participants in those countries. So far, the initial findings are promising --- we will present them at a symposium and updated findings will also be presented at the meeting. People in those culture were found to value modesty and modesty.

We invite you to this exciting research project if you can commit in data collection in your culture. The next step would be to examine predictions based on "modesty script" proposed in Taiwan (Han, 2011) and confirmed in Japan as well. This script describes how people can maintain favorable self-evaluations. Of course, we are open to other possibilities and we would expect participating researchers to join our discussions at the hypothesis-generating stage. In the next stage, questionnaires will be distributed to undergraduate students in the West as well as in the East. Administration of implicit measures will also be considered.

CACR-Massey Collaborations Evening at the Asian Association of Social Psychology Conference, Cebu, Philippines, August 20, 2015 (continued)

4. Prejudice and Polyculturalism in Asian Societies

Professor Allan B. I. Bernardo, Professor of Psychology, University of Macau

Increased migration and globalization has called attention to experiences of intergroup prejudice in Asian societies. Intergroup prejudice is said to exist towards ethnic and religious minorities, migrant groups, sexual minorities, and even towards same-ethnic groups from different nationalities. But unlike in North America and Europe, intergroup prejudice has not been a strong theme of research in Asian social psychology. This collaboration group seeks to invite social psychologists who are interested in studying specific forms of prejudice in particular Asian societies and in cross-cultural contexts. The collaboration seeks to examine the applicability of western social psychological theories of prejudice in intergroup relations, but also explore and develop relevant indigenous theories that seek to understand intergroup relations from the perspective of how different Asian societies are structured.

The collaboration is an extension of the previous collaboration on "*Polyculturalism in postcolonial and transnational contexts*," and shall focus on how ideas regarding the interconnectedness of cultures figure in models of intergroup prejudice in Asia.

We invite psychologists with an interest in studying prejudice and exploring the concept of polyculturalism to join this collaboration group. Those interested to join the group should be able to commit to and have the resources for collecting data (typically using surveys, but also via experiments). Those who join the group are also expected to participate in online theoretical discussions to generate models and hypotheses.

5. Cross-cultural comparison of core social motives

Dr Emiko Kashima, La Trobe University

Core social motives such as needs for belonging, understanding, control, self-esteem, symbolic immortality, and security are presumed to be universal. However, given that social motives are influenced by both social contexts and individual predispositions, it seems plausible that different cultural groups reveal distinct profiles of social motives. Moreover, cultural differences in the profile of social motives may be associated with ecological factors, including the current economy of the country/region, recent ecological threats such as conflict and natural disasters, as well as socio-political institutions such as religion and education. For instance, the need for self-esteem may be stronger in countries/regions with well-developed economy, and the needs for belonging and symbolic immortality might be stronger in those with frequent exposures to ecological threats.

The proposed project will use a questionnaire to examine individuals' social motive profile and their surrounding ecological factors as perceived by the individuals. Links between perceived ecology and objective ecology (based on national/regional indices) and further, ties between (perceived and objective) ecology and social motives will be examined quantitatively.

You are invited to join in this project if interested in the topic and are able to commit to collect data from at least 200 university students by using an online survey (hosted by La Trobe University's Qualtrics platform) or able to assist with gathering national/regional indices on relevant ecological factors.



By
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“New Zealand social psychology (broadly defined) is a microcosm of the social psychology that gets done around the world – there’s a little bit for everybody.”

Social Psychology in Aotearoa New Zealand

Just to give a bit of context (because us social psychologists are all about the context), Aotearoa New Zealand has a population of about 4.5 million people, around the same as the Republic of Ireland. Just over two-thirds are Pākehā (New Zealanders of European descent), with a further 15% identifying as Māori (‘indigenous’ New Zealanders). There are seven-ish Universities with identifiable psychology departments, three of which (Wellington, Auckland, and Otago) are ranked in the top 100 globally. Generally speaking, we enjoy a high standard of living, and Lonely Planet (and others) characterise Aotearoa New Zealand as a brilliant place to live, work, or visit. The New Zealand Tourism body markets the place via a campaign characterised by branding us as “100% Pure New Zealand”, accompanied by pictures of pristine mountainscapes and hobbits.

This information isn’t provided (solely) as an advert for our attractions, but rather because it’s useful in understanding the emphases in social psychological research in the region.

For a start, the fairly unique intergroup context has proven a fertile place for the bread-and-butter of social psychology: intergroup processes and prejudice. Social, legal, and political relations between Pākehā and Māori are strongly influenced by the closest thing to a constitutional document that we have – Te Tiriti o Waitangi (the Treaty of Waitangi). Signed in 1840, signatories included Chiefs of the major Māori tribes, and representatives of the British Crown. The treaty has three articles describing the boundaries of Crown sovereignty and the right to self-determination by Māori. As a result of this (still contested) agreement, Māori have been able to make arguments for restitution for historical grievances that have been denied to aboriginal Australians (New Zealand’s ‘West’ Island). Research on attitudes and discrimination towards Māori are a central feature of social psychological research. A significant amount of this work has occurred in

the Social Identity tradition (see Vaughan, 1988). Vaughan’s work in the 1960s showed that Pākehā children acquired early ethnic identity through an orderly process, while for Māori, the process was essentially similar but delayed (consistent with research of the time looking at African American identity development). Māori children showed robust outgroup preferences up to age 10. More recently work in this vein has included developing multidimensional measures of Māori identity (e.g., Houkamau & Sibley, 2010), the role of perceptions of history in intergroup attitudes (e.g., Liu, Wilson, McClure & Higgins, 1999), media representations of race in relation to wellbeing (e.g., Nairn, Pega, McCreanor, Rankine & Barnes, 2006).and discourses of racism (e.g., Kirkwood, Liu & Weatherall, 2005; Tuffin, 2008; Wetherell & Potter, 1992).

Of course, while Aotearoa New Zealand is officially a bicultural nation, intergroup processes transcend particular groups, and there’s a great deal of research that has focused on understanding these ‘universal’ processes. Hunter and colleagues have continued to focus on social identity, and in particular on the roles of self-esteem and belonging, and implicit attitudes, in social identity-based intergroup behaviour (e.g., O’Brien, Hunter, Halberstadt, & Anderson, 2007; Hunter, Platow, Howard, & Stringer, 1996). John Duckitt’s Dual-Process Model of ideology and prejudice has provided a theoretical platform for understanding attitudes towards numerous targets, both intergroup (e.g., Asbrock, Duckitt & Sibley, 2010), and political and topical (e.g., Wilson & Sibley, 2013), as well as context by person interactions on attitudes (e.g., Sibley, Duckitt, Bergh, Osborne, Perry, Asbrock et al., 2013). Finally, in relation to culture(s), New Zealand hosts a number of researchers and research groups (for example, Victoria University’s Centre for Applied Cross-Cultural Research) focusing on the intersection of cultures. Topics of interest include intercultural interaction and contact, the experiences of sojourners to New Zealand, acculturation and enculturation, all of which are

Social Psychology in Aotearoa New Zealand (cont.)

very closely aligned with social psychology teaching and research (see Fischer, 2006; Milfont, Duckitt, & Cameron, 2006; Ward, Bochner, & Furnham, 2001).

A cursory examination of some of the research cited here will also show that qualitative and quantitative methods have their place in social psychology in Aotearoa (see also Braun & Clarke, 2013; Jackson & Gilbertson, 2009; Treharne & Riggs, 2014; Weatherall, 2002), some of which evidences a strong interest in health psychology. Additionally, there are

strong strands of social cognitive research (e.g., Crawford & Salaman, 2012; McClure, Allen, & Walkey, 2001), romantic relationships (e.g., Overall, Fletcher, & Friesen, 2003), community social psychology (e.g., Hodgetts, Cullen, & Radley, 2005), to name just a few.

So, it should be clear that New Zealand social psychology (broadly defined) is a microcosm of the social psychology that gets done around the world – there's a little bit for everybody.

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