

Research.Culture

Editorial

Welcome to the first edition of **Research.Culture**, the newsletter of the Centre for Cultural Research. CCR has a broad research agenda with significant research partnerships across government agencies, business and the community sector.

This first edition coincides with some major changes in CCR. Firstly, Professor Ien Ang, who has charted the Centre's direction and success for many years, steps down as Director to take up an ARC professorial fellowship within the Centre. Ien remains part of the CCR of course!

Dr Greg Noble has taken up the Directorship in the interim, having had a long and productive association with the Centre. Greg is also currently managing a major ARC-funded study into ethnicity, cultural identity and schoolchildren's educational performance. Greg also manages the Centre's 'node' of the Australian Cultural research Network, coordinated through UQ.

CCR is forging a unique place in humanities and social scientific research in Australia. It has helped bridge a gap between research and practice by focusing on the dynamics and complexities of communities and cultures 'in action'. CCR research has brokered new and productive understandings to resolve various issues in the community, including - connecting youth driving

cultures with road safety and road service planning; negotiating the experiences of young recent arrivals from Africa for teaching and programming within NSW public schools; collaborating with Sydney and Westmead children's hospitals to deliver the best health care for patients and families from diverse backgrounds; working with museums and galleries on community cultural development and creativity in community and industry; how to manage the burgeoning and varied 'backpacker cultures' affecting accommodation provision in Sydney; and finding new ways to map cultural places and spaces in Western Sydney through GPS information technology.

This newsletter will highlight the achievements of CCR activity as well as help to locate the Centre's efforts within the changing face of University research. Keeping an eye on the shifting landscape of higher education policy and ensuring that CCR members and research partners are informed of opportunities to develop their research will be an important feature of the newsletter.

Finally, **Research.Culture** invites your comments and information and we hope this newsletter assists in building links to promote the value of cultural research.

Patrick Brownlee - Editor
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Culture Driven

CCRs Transforming Drivers project, in collaboration with the NRMA, has just released its first report on young people's driving behaviour. The report Youth, Media and Driving Messages by Zoe Sofoulis, Greg Noble and Sarah Redshaw, details how young drivers make meaning of car advertisements and driver safety campaigns.

The report gathered information from some 60 young people across Sydney through focus groups and questionnaires on a range of issues about youth identity in relation to driving and cars. Young people have

'participants frequently compared fiction and reality...'

evolved their own interpretations and language around cars, driving and associated media imagery. How organisations like the NRMA and road and road safety agencies engage with young people is a critical factor in communicating road safety, car advertising and driving regulation. As the study found, con-

cepts like individuality, freedom and power coalesced as a value set underpinning youth driving culture.

The report presented a number of strategies based on the research, including using different media to convey road safety and driving messages (radio, internet and even motoring magazines), and relying more on 'peer responsibility' rather than authority as a motivational angle in advertisements. The report noted that young people "have a high resistance to enforcement messages from authorities". The researchers also analysed this in relation to driver training, noting that social and cultural themes around driving experiences were more relevant to training young people than technical and legal knowledge.

Transforming Drivers explores driving as a social activity that influences the culture we live in. The next two stages will conduct further focus groups around driving experiences as culture and take the project into community fora to connect the idea of driving cultures with the broader community... (*con't on p. 5*)

CCR Launches Professional Doctorate

CCR has recently launched a new professional doctorate - Doctor of Cultural Research. The degree is aimed at mid-level and senior professionals (e.g. project or event managers, curators, strategic or policy developers, etc.) from the government and non-government sectors, as well as industry.

Professional doctorates are not new, however, this degree is interdisciplinary and not aimed at one profession. CCR has attracted potential students from fields of practice as diverse as

Eco-Tourism, Aboriginal Heritage management and University International Student Administration.

Prof Bob Hodge, one of the DCR coordinators, has recently commented in the press on the value of the degree.

"ABS Census data shows the number of people employed in cultural industries is growing across Australia", he said.

"Some candidates may want to look at the culture of their own workplace".

CCR is aiming for a small in-

take in 2006, and there is still opportunity to promote the value of this degree to the diverse sectors it crosscuts. As a fee-based course, the expectation is that employers will see the appeal in supporting staff to undertake a degree that draws on and analyses practical issues and projects from the workplace.

More information on the degree can be found via the CCR website: www.uws.edu.au/ccr

Contact the Postgraduate Coordinator, Dr Brett Neilson via: b.neilson@uws.edu.au



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Follow Up Study for SBS

Ien Ang and Greg Noble, in collaboration with Jeffrey Brand (Bond University) and Jason Sternberg (QUT), have been commissioned by the Special Broadcasting Service to conduct research into the role of media use in the way young people from diverse cultural backgrounds define their cultural identities and their sense of belonging to Australia.

The study, dubbed Living Diversity 2, builds on the first Living Diversity study, which culminated in the highly successful report *Living Diversity: Australia's Multicultural Future*, written by Ien Ang, Jeffrey Brand, Greg Noble and Derek Wilding (SBS, 2002).

The new study aims to im-

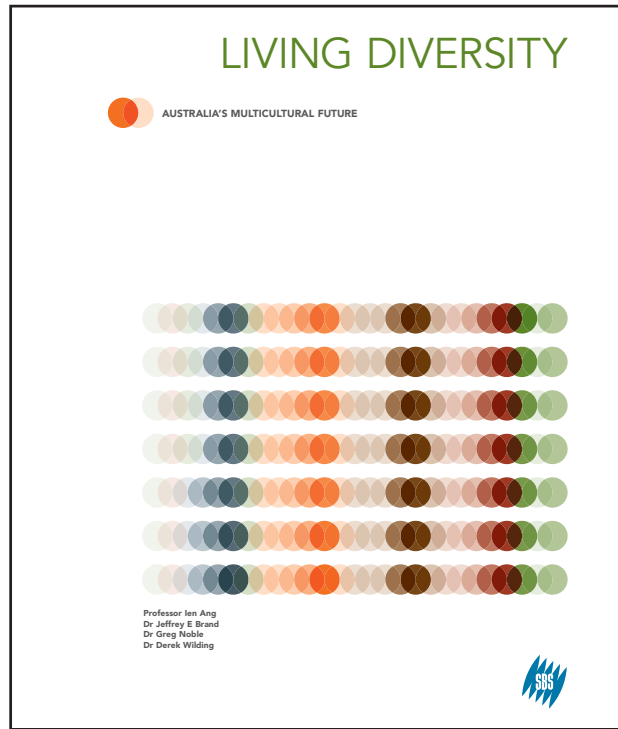
Eva Cox: Frameworks of Understanding

Eva Cox presented a seminar at CCR recently entitled **Measuring social connections: social capital, ethics and ideational frameworks**. She critiqued singular explanations of social and human behaviour, such as rational choice theory and Left frameworks of historical materialism as either too simplistic or dismissive. Eva instead questioned whether ideational frameworks, perceptions of relative power and social relations were more appropriate starting points for researchers and social commentators.

Eva Cox is currently on sabbatical from the University of Technology, Sydney, and is working with researchers at CCR on a number of issues.



Eva Cox at CCR recently



Living Diversity: the 2002 report by CCR on Australia's multicultural profile for SBS.

prove SBS's knowledge of existing and potential audiences through a better understanding of Australian young people as media consumers. Focus groups with culturally diverse young people (aged 16-40) will be held in different locations in metropolitan Sydney, Brisbane,

and regional Western Australia. In commissioning this study SBS wishes to take leadership in promoting research that fills a gap in existing knowledge about diversity and media impacts in Australia. A report is expected to be published in early 2006.

Makeover Culture Examined

CCR PhD candidate Meredith Jones has submitted her thesis for examination. Entitled *Makeover Culture: Landscapes of Cosmetic Surgery*, the dissertation introduces the idea of 'makeover culture', a paradigm where the performance of becoming is more important than achieving a static point of completion or finality.

Cosmetic surgery is theorised as an important symptom and manufacturer of makeover culture, which values endless remaking, improving, renovating, importing and rejuvenating.

Meredith examines Cosmetic surgery through interviews with everyday recipients and surgeons, analyses of 'extreme practitioners' such as Lolo Ferrari and Michael Jackson, explorations of mediascapes and metaphorical work with postmodern architecture.

The thesis offers a feminist understanding of contemporary cosmetic surgery that is beyond ideas of agent and victim, that goes further than the rhetoric of 'just don't do it', that sees more similarities than differences between women who choose cosmetic surgery and women who don't, and that positions the doctor/patient relationship inside a network of technologies and assemblages that includes many actors. It offers suggestions about how people, especially women, may live critically and constructively with cosmetic surgery in all its contradictory, concrete, discursive, and imaginary forms.

The thesis also acknowledges that there are complex pleasures and desires associated with cosmetic surgery, intertwined with its offensiveness and terrors.

CCR Research Secondment

Dr George Morgan joins CCR for second semester, 2005, working on a research project called *Doing the Knowledge*. The project is exploring the interface of three major transitions:

- The school to work transition of disadvantaged youth in Greater Western Sydney (GWS)
- The transition from an industrial economy to a "knowledge" economy that has taken place globally over the last 30 years
- The resulting generational transition in GWS where the drive to create 'new workers' has displaced the knowledges and subjectivities of older workers.

This study is part of a larger international collaborative study that is being coordinated by Prof Phil Cohen at the University of East London. UWS collaborators include Professor Bronwyn Davies from the School of Educator.

George Morgan's recent publications include:

- (2005) "Memory and Marginalisation. Aboriginality and Education in the Assimilation Era" *Australian Journal of Education*
- (2005) with Scott Poynting and Cristina Rocha 'Grafting Cultures: Longing and belonging in immigrants' backyards' *Journal of Intercultural Studies*
- (2005) 'Aboriginal Politics, Self-Determination and the Rhetoric of Community' in Herbrechter, S., and Higgins, M. (eds). *Returning (to) Community* (Rodopi, Amsterdam)



Meredith Jones

Centre joins 'HASS on the Hill'

CCR participated in the recent Council for Humanities, Arts and Social Sciences (CHASS) national dialogue with parliamentarians in Canberra, with both Elaine Lally and Kay Anderson meeting a number of federal MPs to discuss the importance of cultural research and to hear what federal politicians know about humanities-based research in Australia.

The aim of the national dialogue, called HASS on the Hill, was to lobby parliament to ensure humanities and social sciences were valued in contributing to Australia's economic and social wellbeing. CHASS saw the event as the first stage in building a relationship that would give researchers an avenue to influence the national policy-making process.

One policy CHASS is keen to address is the R&D tax concession. While Australia's Research and Development policy encourages industry investment in R&D through tax concessions, investment in the humanities, arts and social sciences generally does not qualify for the concession because such research doesn't meet the criteria for innovation.

CHASS President, Malcolm Gillies, focussed on the issue of innovation in his National Press Club address which coincided with the HASS on the Hill event. "In re-thinking Australian innovation", he said, "we need to recognise that we're dealing with a series of issues which are taking us from industrial models through knowledge models to talent models".

Elaine Lally explained that HASS on the Hill is an event all eligible researchers should attend at least once. "Meeting with individual politicians (and others) forces you to communicate what you're doing to different audiences" she said.

Bianchini: The Creative City

Dr. Franco Bianchini, (De Montford University, Leicester, UK), shared his latest research on the challenges of urban sprawl and cultural consumption in contemporary Europe at a recent CCR seminar.

Drawing on work with the UK government, Bianchini explained that cities such as London are suffering from *hypertrophy*, where development and sprawl render urban services and civic spaces dysfunctional largely because of poor planning or control of private sector interests.

Bianchini is critical of the multiplex shopping developments which are locating in both urban and suburban growth areas as lacking in cultural integrity. He explained the connections between these cultural voids ('non-places') and the *experience economy*, where cultural consumption is as predictable as a theme-park. Drawing from his recent publication, Bianchini cited the example of *NikeTown* in London as an "interactive museum of human performance in athletics...", a consumption trend which sells an experience as a product.

Relating this to the cultural diversity predominant in many European cities, Bianchini critiqued urban development as being insensitive and monocultural. Meanwhile, he offered various solutions including a transcultural approach to urban planning, drawing upon essentialist ideas about a common experience of urban space to allow free expression of individuality.

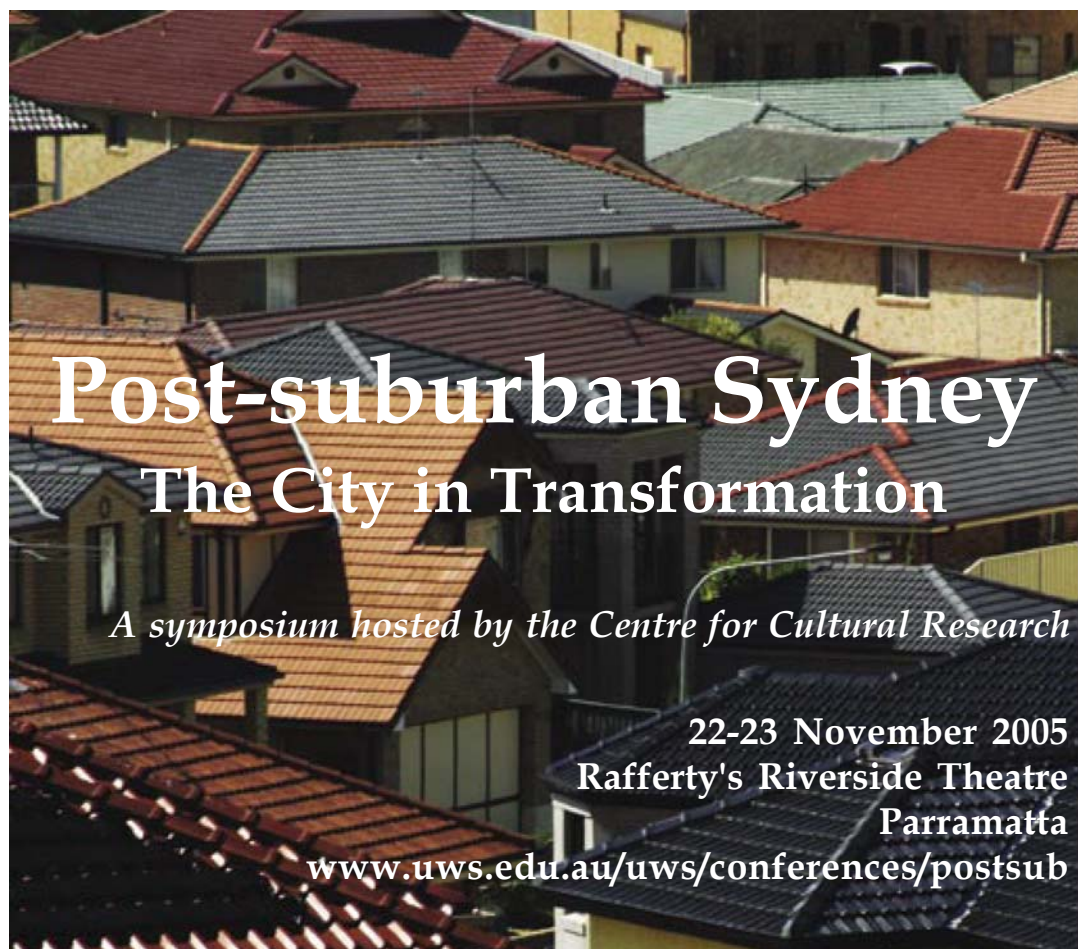
Bianchini explained cultural planning as broader than an arts-based aesthetic definition culture which has affected European planning policy in the past. (An area where CCR has already had significant achievement in working with planners, developers and Councils in the Western Sydney region). Ultimately, he was arguing for a defence of the cultural resources and potential of diverse communities being coralled into urban blandness. Councils and higher government bodies in UK and Europe, he explained, have some way to go to systematically address this.

Connecting with Community

CCR has been awarded a \$5,000 community engagement allowance for 'best' submission by a CAESS Research Centre to the Review of Community Engagement. The submission was described as 'very thoughtful and comprehensive'.

The Centre has also been awarded two \$1,500 community engagement allowances for 'good practice' partnerships, for the *Driving Cultures* research program coordinated by Greg Noble, Zoe Sofoulis and Sarah Redshaw, and the *Cultural Planning in Greater Western Sydney* initiatives coordinated by Elaine Lally, Ien Ang, Kay Anderson, Bob Hodge and Anne Hurni.

Recognising the potential and strength of CCRs collaborative research efforts, the Centre has also been advised that a \$100,000 College grant will be made available to develop the Centre's broader community engagement agenda.



Post-suburban Sydney
The City in Transformation

A symposium hosted by the Centre for Cultural Research

22-23 November 2005
Rafferty's Riverside Theatre
Parramatta

www.uws.edu.au/uws/conferences/postsub

Harvard Professor Visits CCR

The Harvard Anthropologist, Professor Michael Herzfeld, visited the CCR in mid-August, running a Master Class for Post-graduate Students and presenting a public talk at the Female Orphan School.

Professor Herzfeld specialises in the ethnography of southern Europe (especially Greece and Italy) and Thailand*. His current research interests include the construction of the past, the inculcation of social and cultural values, performance and social identity, historic conservation and artisanship.

The Master Class, entitled 'Cultural intimacy and Social Poetics: a new agenda for Cultural Research', addressed questions around the cultural dynamics of the transnational context of contemporary societies. It focused on the role of fieldwork and interdisciplinarity in analysing everyday life in these societies.

The public talk, entitled 'Capital Concerns: Nation-States, Markets, and the Tribulations of the Traditional', explored the construction of national images for tourist con-

sumption as well as for internal self-representation in Greece, Italy, and Thailand. Professor Herzfeld talked about the ways in which notions such as "tradition" become a means of controlling access to modernity at local, national, and international levels. With impacts on the contentious issues of national heritage and historic conservation.

Professor Herzfeld's visit was partly sponsored by the Cultural Research Network, an ARC initiative. The goal of the Cultural Research Network is to develop, from its initial discipli-

nary base in cultural, media, and communications studies, collaborative links with researchers from cultural history, cultural geography, cultural anthropology, and creative industries. The intention is to develop the capacity for innovative research into media and cultural technologies, cultural literacies, cultural histories, geographies, and identities, the Network's main focuses.

ARC Cultural Research Network

The Network will circulate people as well as ideas and information, bringing established Australian researchers into direct contact with postgraduates and young researchers in these

fields, and pursuing international linkages.

As well as its major funding from the ARC, the CRN is supported by Murdoch University, Queensland University of Technology, the University of Melbourne, the University of New South Wales, the University of Technology, Sydney, the University of South Australia, the University of Western Sydney, and The University of Queensland, and has 43 participants in 13 universities around the country.

The Cultural Research Network's disciplinary base is in cultural, media and communications studies.

From this foundation it has built collaborative links with researchers from cultural history, cultural geography, cultural anthropology and creative industries to develop the capacity for innovative research into media and cultural technologies, cultural literacies, cultural histories, geographies and identities.

* Prof Herzfeld is the author of many articles and books, including *The Poetics of Manhood* (1985), *The Social Production of Indifference* (1992), *Cultural Intimacy* (1997) and *Body Impolitic* (2003). He has served as President of the Modern Greek Studies Association and the Society for the Anthropology of Europe.



CCR Acting Director, Dr Greg Noble with Prof Herzfeld.

UK Visitors Share Insights

CCR hosted a seminar by Prue Chamberlayne (Open University) and Tom Wengraf (Middlesex University and University of East London) recently, entitled *The culture of an emancipatory organisation in difficult times: the Bromley by Bow Healthy Living Centre experience*.

The seminar presented an analysis of the success of an arts-based community centre serving an impoverished London community, locating this within the Blair gov'ts efforts at creative community renewal projects.



Prue Chamberlayne & Tom Wengraf

Prof. Ien Ang has taken up her ARC Professorial Fellowship to develop the work she has pioneered in cultural research. The 5-year study *Cultural Research for the 21st Century*, will examine the cultural complexity that characterises contemporary societies and communities and how cultural intelligence is developed and applied in public institutions and communities.

"It's commonplace to think of Australia as a culturally diverse place and we know that this diversity is more than a neat 'mosaic' of peoples with different foods, beliefs and lifestyles", Prof. Ang said.

"Many Australians live 'hybrid' lives influenced by a multitude of cultures in a range of ways, creating culturally com-

Cultural Intelligence for a Complex World

plex communities", she said.

"That cultural complexity affects social and professional practices and so it's important to understand the practical impact of that cultural complexity on public policy, institutions and the broader community", Ang said.

Prof. Ang draws upon the notion of cultural intelligence as the capability of organisations and communities to adapt to new, varying and dynamic cultural circumstances. Part of the project will guide a doctoral student on research into regional and urban development in West-

ern Sydney and how various public authorities deal with or understand the region's increasing cultural diversity.

A broader aim of the project is to demonstrate and showcase the value of cultural research to Australian social and economic development by explaining how collaborations between cultural researchers and industry or community partners have delivered practical outcomes and improved capacity to manage and anticipate the impacts of diversity and complexity.

Prof. Ang can be contacted via: i.ang@uws.edu.au

Driving Cultures Study...

(con't from page 1)

The overall aim is to deliver new understanding of how young drivers view themselves and how the wider community views young drivers, including the perception and impact of various driving sub-cultures. As Sydney, and Australia more generally, comes to rely on cars as the dominant mode of local and inter-urban transport, acknowledging driving as a cultural activity and the cultures that intersect with young drivers is essential to understanding how services, policy and planning respond.

More information: g.noble@uws.edu.au or z.sofoulis@uws.edu.au



TRANSFORMING DRIVERS:

Quality Control: Measuring the Impact of Research

From 2007, the Federal Minister for Education, Brendon Nelson, plans to implement a radical policy to hold researchers and universities accountable for the research they are undertaking.

The Research Quality Framework, or RQF, will shortly be trialed at a number of universities based on recent consultation across the sector. The biggest challenge for researchers will be in how the RQF intends to measure the quality (rather than quantity), of work produced and its impact beyond Academia.

The preferred model has just been released for comment and a trial, with the first RQF round to scrutinise researcher 'output' over at least the 3 years from 2004-06. At the individual level, this will mean submitting a portfolio of possibly 4 pieces of work

for assessment within a University-approved research strength.

Where Universities currently receive funding for the amount of research and research dollars they attract, funding would now be conditional on a quality and impact rating likely to be judged by approximately 15 discipline-based committees. The model just released envisages committees that include international and overseas-based peers plus a small number of non-academic 'experts' or practitioners.

Experience from the UK, where a similar mechanism was introduced some years ago drove institutional behaviour to shuffle their research strengths and individual researchers to maximise their chances of getting rewarded under a 5 star rating system (con't page 6)...

Staff Movements

Dr Elizabeth Cassity, co-author of the recent ARC study *Attraction of Strangers*, is joining the School of Policy and Practice, Faculty of Education and Social Work at the University of Sydney as a lecturer (part-time). Elizabeth will be teaching both undergraduate and postgraduate courses in globalisation and education, international development, and social policy.

She plans on spending time in the next few months completing two major papers. 'Cast the net a little wider: Australian aid in the South Pacific', discusses historical and present-day perspectives on the development of higher education in the South Pacific (an extension of PhD research).

The second paper, drawn from research methods used in the 'Young Africans in Schools' project with the NSW Department of Education and Training, examines the notion of 'authorising' student perspectives in educational research.

Elizabeth began working at the CCR on the *Attraction of Strangers: Partnerships in Humanities Research* project with Ien Ang over 2 years ago. This very successful project examined the experiences of Humanities and Creative Arts researchers as they developed industry partnerships in the ARC *Link-*

age Project program. She moved from 'researching researchers' to developing her own partnership (with Dr Greg Gow) for the 'Young Africans in Schools' project with the NSW Department of Education and Training (DET).

Reflecting on that collaboration, Elizabeth said "The project was well conceived and partners worked productively as a team but final report writing took much longer than expected due to revisions".

"Government departments value research, but they do expect much more (in terms of publicizing the research through conferences, professional development sessions and detailed report revisions) than is often anticipated at the application stage" she said. "It's something all researchers need to plan ahead for".

"However, DET's support of our research was excellent in terms of networking – we met teachers, community service providers and other peak bodies who would be crucial in support for any meaningful longer-term research" she said.

Elizabeth Cassity can be contacted via:

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A one day forum

Improving accessibility transport and social sustainability

Opening Address
Professor Peter Newman
NSW Sustainability Commissioner

Keynote Speaker
Dr Karen Lucas
Transport Studies Group
University of Westminster, UK

Professor Bill Randolph
Director
City Futures
University of NSW

Dr Jago Dodson
Senior Research Fellow
Urban Research Program
Griffith University, Qld

Dr Janet Stanley
Research and Policy Manager
Brotherhood of St Laurence

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“getting there”

Wednesday

5 October, 2005

Crowne Plaza Hotel
Phillip Street
Parramatta

9:00am — 4:30pm
Registration from 8:30 am

Registration fee: \$75.00

How will more people in Sydney get to the places they need to go and do the things they need to do reasonably easily, affordably and safely?

CCR Seminars October

Thursday 13th Oct

Fiona Allon

The Tyranny of Proximity: Cities and globalisation

Amanda Rosso-Buckton

Healing journeys: modern pilgrimage to a Greek island shrine

Thursday 27th Oct

George Morgan

Aesthetic Labour in the Paid Work of Young People

Fiona Cameron

Contention and the Contemporary World - the social and civic roles of science and history museums

2pm - 4pm
Boardroom,
Superintendent's
Cottage
Bld ET, Parramatta
Campus

Current CCR Projects

- *The Humanities Beyond Humanism: Race, Nature and the Human in Australia from Enlightenment to Federation* - Funding: ARC Discovery. CCR Researcher: Prof Kay Anderson
- *Cultural Research for the 21st Century: Building Cultural Intelligence for a Complex World* - Funding: ARC Discovery. Researchers: Prof Ien Ang
- *Anti-Ageing Devices: On the Cultural politics of Staying Young in a Globalised World* - Funding: ARC Discovery. CCR Researcher: Dr B.Nielson
- *Cross-Cultural Larikins in a neo-Liberal World: ideology and myth in a postmodern Australia, Mexico and Brazil* - Funding: ARC Discovery. CCR Researcher: Prof Bob Hodge
- *The Visual Meditation of a Complex Narrative: TGH Strehlow's Journey to Horseshoe Bend* - Funding: ARC Discovery. Researcher: Dr H.Cohen
- *Negotiating the Challenge of Cultural Diversity in Children's Health Care: The Australian Context* - Funding: ARC Linkage/Sth East Sydney Area Health, Sydney and Westmead Children's Hospitals, Sth West Area Health. CCR Researchers: Prof. I. Ang, Dr S.Chalmers
- *Discipline and Diversity: Cultural Practices and Dispositions of Learning* - Funding: ARC Linkage/NSW DET. CCR Researcher: Dr Greg Noble
- *Cultural Research Network* - Funding: ARC. CCR Researchers: Dr Greg Noble, Dr Zoe Sofoulis, Prof Ien Ang (Lead institution - UQ)
- *Reconceptualising Heritage Collections: multidisciplinary approaches to museum collections and documentation* - Funding: ARC Linkage/Powerhouse Museum. CCR Researcher: Dr Fiona Cameron
- *Backpacker Cultures, Residential Communities, and the Construction of Tourist Spaces and Landscapes: A Regional Study of Changing Tourism Dynamics in Sydney* - Funding: ARC Linkage/5 Local Councils - Sydney City, Nth Sydney, Woollahra, Waverly Randwick & Manly. CCR Researchers: Dr F.Allon, Prof K.Anderson, Prof R.Bushell
- *Cultural Mapping Tool for Western Sydney* - Funding: ARC Linkage/WSROC. CCR Researchers: Dr E.Lally, Prof B.Hodge
- *Communities Across Borders: The Transnational Dynamics of emerging and stateless refugee groups in Australia* - Funding: ARC Postdoctoral Fellowship. CCR Researchers: Dr G. Gow
- *Transport and social exclusion in Western Sydney* - Funding: UWS/Western Sydney Community Forum. CCR Researcher: A. Hurni
- *Diverse strategies for diverse carers: The cultural context of family carers in NSW* - Funding: Dept of Ageing, Disability and Health. CCR Researchers: Dr S.Chalmers, Dr B.Nielson
- *Creative Industries Hub for Fairfield: a scoping study* - Funding: Fairfield City Council. CCR Researcher: Dr E.Lally
- *Transforming Drivers: Driving as Social, Cultural and Gendered Practice* - Funding: ARC Linkage/NRMA. CCR Researchers: Dr Z. Sofoulis, Dr G.Noble, Dr S.Redshaw
- *Living Diversity 2* - Funding: SBS Broadcasting. CCR Researchers: Prof I.Ang, Dr G. Noble
- *Doing the Knowledge: Youth Transition in Marrickville* - Funding: Marrickville Community History Group. CCR Researcher: Dr G.Morgan

CCR Seminars November

Thursday 24th Nov

Hart Cohen

The Visual Meditation of a Complex Narrative: TGH Strehlow's 'Journey to Horseshoe Bend'

Sharon Chalmers

Culture, Health and Diversity: A cultural approach to the health care of children from culturally and linguistically diverse backgrounds

2pm - 4pm
Boardroom,
Superintendent's
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Quality Control.. (Con't from page 5...)

At the very least, conceptualising research for its applied benefits and building partnerships early will be critically important for every researcher. This is an area of demonstrable success for CCR, but is now likely to be the focus of research for all research centres Australia-wide.

One of the more questionable issues is how to measure impact. In the case of government policy, impact may take a long time to emerge. Providing evidence (within a RQF report-

ing round) that research produces a major social or cultural change will continue to confront humanities and social science researchers. There isn't a strong tradition for patenting social or cultural knowledge while waiting for ideas and analyses to be taken up.

CCRs research success through community engagement, however, (see article p.3), may become an assessable mode of impact.

A common recommendation has been that the RQF measure

research efforts over a 5-6 year period. This may well occur after the first round, so most institutions expect the first round will be used to iron out the inevitable problems associated with such a complex instrument.

There are other contentious issues unresolved in the model, and there are major government resourcing matters that have not yet been disclosed.

While the RQF will be a work-in-progress when it is rolled out in 2007, it is something all researchers need to anticipate now.



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Bringing knowledge to life

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