

# Frequently asked questions

## Why is it important to participate every year?

The NZAVS aims to follow people each year in order to track change in personality, health, wellbeing, attitudes and values. Some people might feel that their opinions do not change from year-to-year. Even if you feel this way, it is still important to fill out the questionnaire each year otherwise we cannot look at why some people might change more than others. Your continued participation will always be helpful in providing valuable information.

## Why are the questions worded in the way that they are?

The NZAVS includes multiple questions worded in different ways. You might also note that some of the questions are worded in one direction while others are worded in the opposite direction. This helps to provide more accurate and reliable measures of attitudes and values.

## Why do I have to put my name on the front?

This is so we can match this year's responses to previous year's responses and also to enter you into the prize draw. We separate this information from your responses as soon as we receive your questionnaire.

## What if I'm too busy this year? What if I skip a year?

We understand if you are too busy to participate. Three months after we send out a questionnaire, we also send out a reminder. It would be great if you could complete one of these. If you are not able to participate one year, we hope you can continue to participate in future years. Even if you miss a year, your future responses will still provide really valuable information.

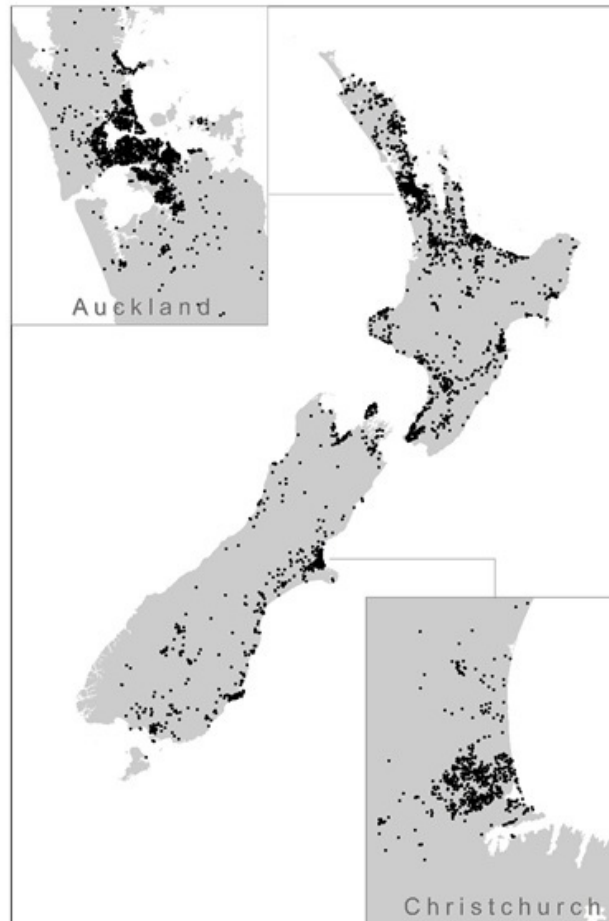
## What if I have changed address or moved overseas?

Your continued participation is important to us. If you have changed address then please contact us so we can update your contact details. Your continued participation is valuable even if you have moved overseas. The return envelope we provide with the questionnaire will work from anywhere in the world. Alternatively, you can complete the study online.

## Can I complete the NZAVS online?

You can complete the questionnaire online at: [www.psych.auckland.ac.nz/NZAVS-survey](http://www.psych.auckland.ac.nz/NZAVS-survey)

# Where are our participants?



The black dots on the map indicate the general regions in which NZAVS participants live (this graph is from an article led by Taciano Milfont).

If you have moved recently, changed your email address or phone number, please get in touch with us.

**You can update your contact details here:**

**Email:** [nzavs@auckland.ac.nz](mailto:nzavs@auckland.ac.nz)

**Phone:** +64 9 373 7599 ext 87498

**On the web:** [www.psych.auckland.ac.nz/NZAVS-update](http://www.psych.auckland.ac.nz/NZAVS-update)

# The New Zealand Attitudes and Values Study



Members of the NZAVS research team present at our Annual Meeting in Auckland on 5<sup>th</sup> June, 2014. From left to right, top to bottom:

Danny Osborne, Nikhil Sengupta, Samantha Stronge, Tim West-Newman, Petar Milojev, Mary Storey, Yanshu Huang, Carly Townrow, Carla Houkamau, Shelley Brown, Helen Madden, Nicole Satherley, Chan Huang, Gloria Fraser, Joseph Bulbulia, Chris Sibley, Lara Greaves, and Emerald McPhee

# Welcome



Lead Investigator  
DR. CHRIS SIBLEY  
School of Psychology

I'm Dr. Chris Sibley, the Lead Investigator for the New Zealand Attitudes and Values Study (or NZAVS). On behalf of the NZAVS research team, I would like to thank you for your continued participation in the study. Your responses are very important, and have already helped to answer a number of research questions about important issues facing New Zealand. We would also like to send our congratulations to the winners of all of our prize draws so far.

The NZAVS aims to answer questions about how and why the personality, attitudes, health, and wellbeing of New Zealanders might change over time. The NZAVS started in 2009, and we have grown because of your support and participation. We hope that you can continue to complete the NZAVS questionnaire in future years. Thank you!

This pamphlet summarises some of the findings from the NZAVS this year. As a participant in the study, you have helped directly in making this research possible. This is only a snapshot of all the great work that comes out of the NZAVS every year.

The next NZAVS questionnaire will be sent out later this year and early next year so please look out for it in your mailbox then.

Thanks again for taking part in the study,  
Dr. Chris Sibley

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# Facebook and body image

One of our aims with the NZAVS is to look at how changes in the digital age might lead to future changes in psychological outcomes. One such change is the increased use of the Internet and social media, such as Facebook.

Is using Facebook linked to changes in how people feel psychologically? Results from the NZAVS show that people who use Facebook were less satisfied with their bodies than people who don't. This was true for both men and women, although overall men generally reported higher body satisfaction than women.

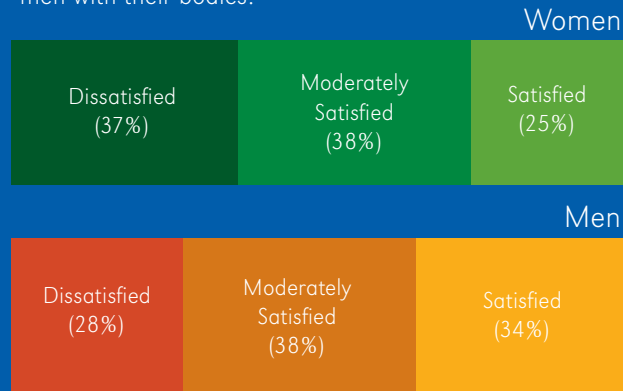
Looking at different age groups, women were increasingly happy with their body with age, but only when they weren't on Facebook. It appears that for young and middle-aged women who use Facebook, body satisfaction is lower overall.

This means that middle-aged women with a Facebook profile were the New Zealanders least satisfied with their bodies, while young men without a Facebook profile were the New Zealanders most satisfied with their bodies.

We hope to use data collected over the next few years to identify how New Zealanders' body image may be changing over time. We also aim to investigate the long term impact of Facebook use on body image and psychological well-being.

(Research led by Samantha Stronge, PhD Student)

How satisfied are New Zealand women and men with their bodies?



# Personality resilience

Did people's core personality change following the Christchurch earthquakes? Research shows that there are six core dimensions of personality:

- Extraversion – friendliness and sociability
- Agreeableness – tolerance and cooperation
- Conscientiousness – diligence and motivation
- Openness to Experience – curiousness and creativity
- Honesty-Humility – altruism and sincerity
- Emotional Stability – ability to deal with stress.

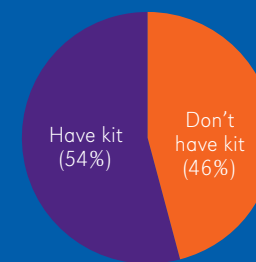
Research from the NZAVS showed that the personalities of Cantabrians were remarkably stable from before to after the 2010/2011 Christchurch earthquakes. People who were more Extraverted before tended to be Extraverted afterwards, people who were Conscientious before tended to be Conscientious afterward, and so forth.

There was one exception. Cantabrians showed a slight increase in aspects of personality relating to psychological vulnerability. This is the dimension of personality that tends to lead to increased risk of depression.

This research shows that the broadest and most central aspects of people's personality remained – and we hope will continue to remain – resilient among those affected by the Christchurch earthquakes. We will continue track these trends over the years to look at the longer-term psychological consequences of the earthquakes.

(Research led by Petar Milojev, PhD Student)

What proportion of New Zealanders have emergency kits at home?



How socially supported do New Zealanders feel?

