

Huang, Y., Greaves, L. M., & Sibley, C. G., (2014). Archive of additional (non-questionnaire) materials posted to participants. *NZAVS Technical Documents, e07*.

Season's greetings cards designed by Yanshu Huang.

NZAVS Pamphlet designed by Yanshu Huang and Lara Greaves.

Online newsletter designed by Yanshu Huang.

Postal Timeline

NZAVS 2013 Pamphlet sent to all participants on 24-October-2013.

NZAVS 2013 Seasons greeting card send to all participants on 4-December-2013

NZAVS 2014 Seasons greeting card, planned for early December 2014.

NZAVS 2014 Pamphlet – replaced by online email newsletter with embedded videos

NZAVS 2015 Online personal email newsletter, emailed 21/22 August 2015

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.

How did you get my contact details?

We initially randomly sampled people from the New Zealand Electoral Roll. This is available for research purposes.

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

We understand if you are too busy to participate. We send out a reminder questionnaire three months after the first one so it would be great if you could complete the reminder questionnaire if you do miss the first one. 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?

A paper version of the NZAVS questionnaire will be sent out soon. However, if you would prefer, you can complete the questionnaire online at:

www.psych.auckland.ac.nz/NZAVS-survey

Where are our participants?



The green dots on the map indicate the general regions in which NZAVS participants live. (This map was prepared by Jan Ries).

Other recent events

Interested in reading more about the NZAVS? Dr. Chris Sibley, the lead investigator for the NZAVS, was recently interviewed about how the study got started. You can read the interview online in The University of Auckland Alumni Magazine: www.ingenio-magazine.com/all-about-who-we-are.

Please contact the School of Psychology if you would like information about studying psychology at The University of Auckland, or about careers in psychology.

Phone: +64 9 373 7599 ext 86253

Email: psych@auckland.ac.nz

Web: www.psych.auckland.ac.nz

The New Zealand Attitudes and Values Study



Members of the NZAVS research team present at our annual meeting in Auckland on 30th August 2013. From left to right: Yuthika Girmé, Natalia D'Souza, Tim West-Newman, Yanshu Huang, Rehutai Smith-Iri, Matthew Hammond, Emerald McPhee, Tago Mharapara, Carla Houkamau, Nikhil Sengupta, Taciano Milfont, Chris Sibley, Petar Milojev, Joseph Bulbulia, Danny Osborne, Lara Greaves and Sam Manuela.



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 and myself, 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 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 main findings from the NZAVS. 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. It'll be in a slightly different layout, so please look out for it in your mailbox.

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

Phone: +64 9 373 7599 ext 87498
Email: nzavs@auckland.ac.nz
Website: www.psych.auckland.ac.nz/uoa/NZAVS

After the quake

What happens in the wake of a natural disaster? The NZAVS was able to capture a glimpse of how the Christchurch earthquakes affected the religious affiliation of Cantabrians.

Across most of New Zealand, there was a decline in religion of about 0.9% per year. However, this trend was reversed in Canterbury, which showed a 3.4% increase in religious affiliation following the Christchurch earthquakes.

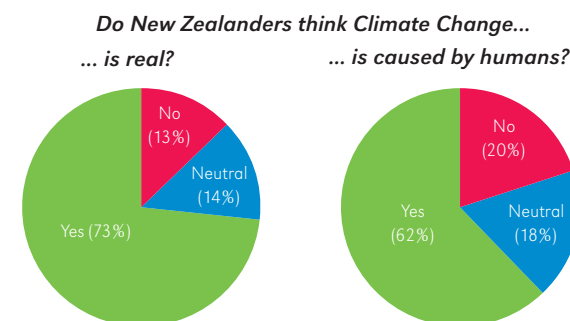
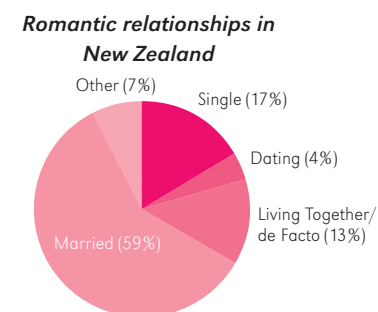
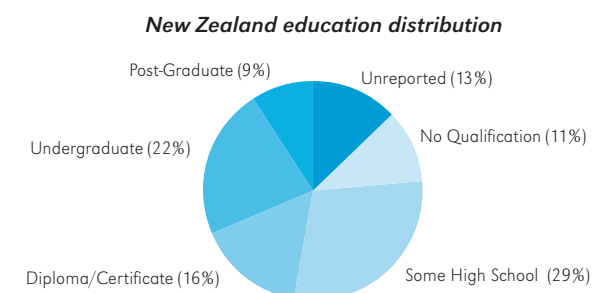
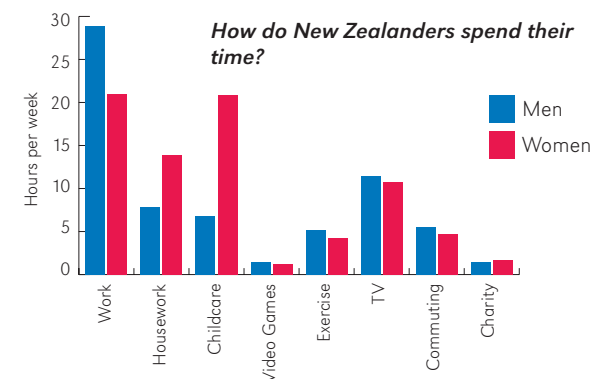
We also measured levels of health and wellbeing each year. This allowed us to look at whether changes in wellbeing and religion were related. People who were personally affected by the earthquake showed similar levels of wellbeing regardless of whether or not they were religious.

The NZAVS team are currently working on research aiming to identify the factors that predict psychological resilience following the Christchurch earthquakes. Our initial findings in this area suggest that having a personality high in emotional stability predicts psychological wellbeing in the years following the earthquakes.

The meaning of Pākehā

Although some people might think that using the term Pākehā has negative connotations, NZAVS research suggests that it's quite the opposite. The choice by Māori to use the term "Pākehā" to describe New Zealanders of European descent is related to how much they identify with being Māori and not a reflection of their attitudes toward New Zealanders of European descent. In fact, research from the NZAVS indicates that Māori have very positive attitudes towards New Zealanders of European descent.

For New Zealanders of European descent, those who were more likely to use the term "Pākehā" to describe themselves had more positive attitudes towards Māori than those who preferred to use other terms such as "New Zealand European".





THE NEW ZEALAND ATTITUDES AND VALUES STUDY

Phone: 09-373-7599, extn. 87498

Email: NZAVS@auckland.ac.nz

Web: www.psych.auckland.ac.nz/uoan/zavs



SEASON'S GREETINGS



FROM
THE NZAVS
RESEARCH TEAM



Bonus Seasonal Prize Draw

As thanks for your support and participation in the NZAVS, we are holding **five bonus seasonal grocery voucher prize draws worth \$200 each** (total prize pool of \$1000). As someone who has participated in the NZAVS in previous years, you will be automatically entered into the prize draw. The prizes will be drawn on **December 16th**.

If you have moved in the last year, changed your email address or phone number, then please do let us know. If we have your correct contact details then you don't need to do anything.

You can update your contact details:

By email: NZAVS@auckland.ac.nz

By phone: 09-373-7599, extn. 87498

On the web: www.psych.auckland.ac.nz/NZAVS-update

Please note, our bonus seasonal prize draw is in addition to our regular prize draws for participating in the NZAVS each year.

*Season's Greetings from all of us at the
New Zealand Attitudes and Values Study.*

*We hope you have a good holiday and a
Happy New Year!*

*Thank you for your continued
participation in the study.*

Kind regards,

Chris Sibley and the Research Team





Season's Greetings 2014



*From the **NZAVS**
Research Team*

THE NEW ZEALAND ATTITUDES AND VALUES STUDY

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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.

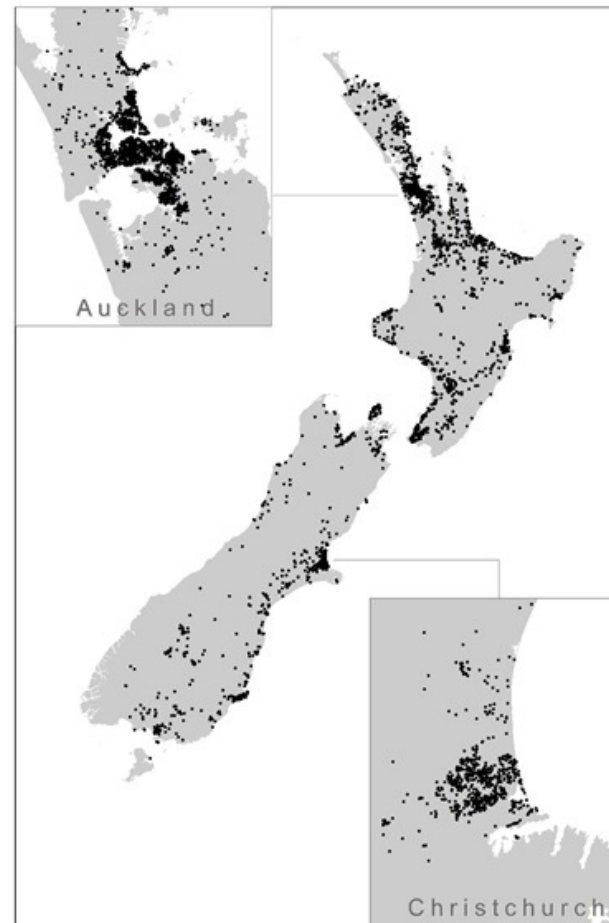
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Where are our participants?



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.

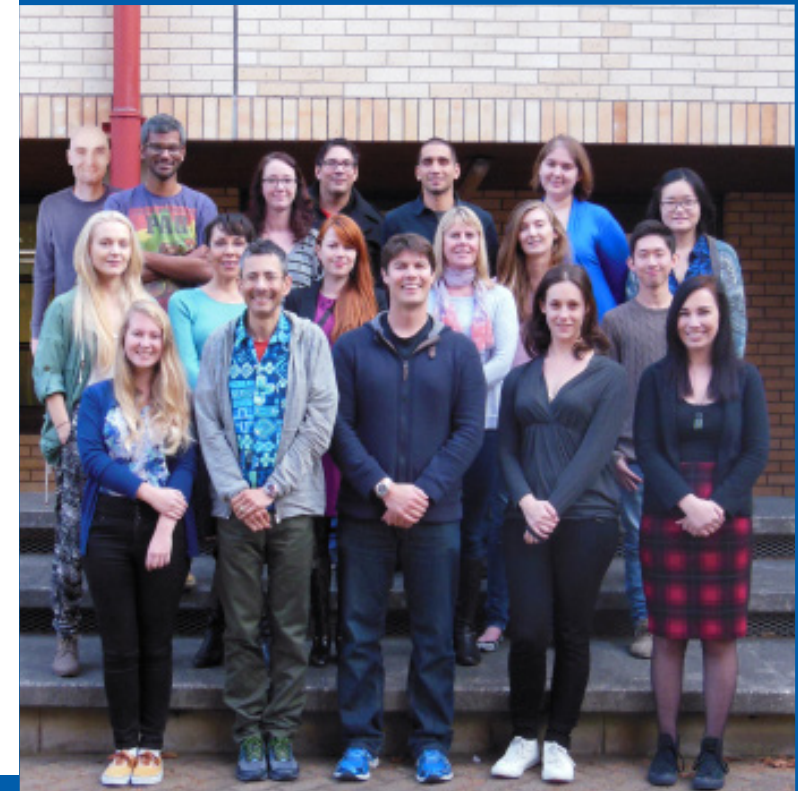
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Phone: +64 9 373 7599 ext 87498

On the web: 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 5th June, 2014. From left to right, top to bottom:

Danny Osborne, Nikhil Sengupta, Samantha Strange, 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.

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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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Website: www.psych.auckland.ac.nz/uoa/NZAVS

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.

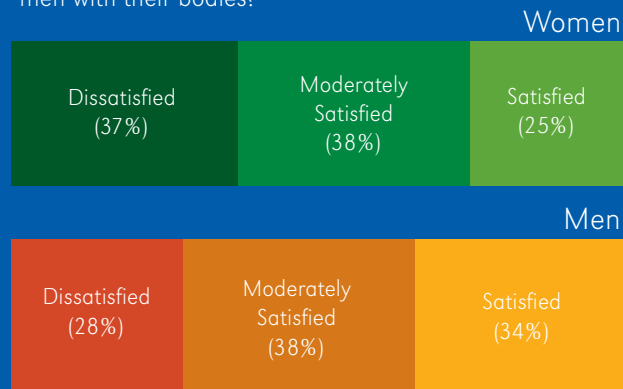
Looking at different age groups, women were increasingly happy with their body with age, but only when they weren't on Facebook. It appears that for young and middle-aged women who use Facebook, body satisfaction is lower overall.

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.

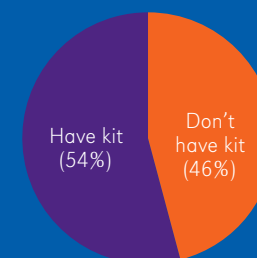
Research from the NZAVS showed that the personalities of Cantabrians were remarkably stable from before to after the 2010/2011 Christchurch earthquakes. People who were more Extraverted before tended to be Extraverted afterwards, people who were Conscientious before tended to be Conscientious afterward,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

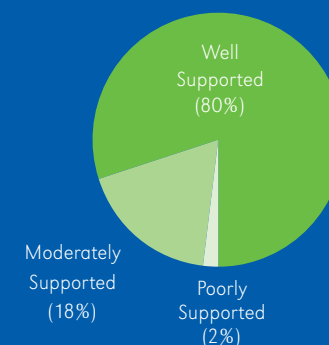
This research shows that the broadest and most central aspects of people's personality remained – and we hope will continue to remain – resilient among those affected by the Christchurch earthquakes. We will continue track these trends over the years to look at the longer-term psychological consequences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





The New Zealand Attitudes and Values Study **2015 Newsletter**



*emailed to NZAVS participants on 21/22 August 2015

Dear [NZAVS Participant],

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 and myself, 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 significant issues facing New Zealand. We would also like to send our congratulations to the three winners of our most recent prize draw.

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

Watch Chris Talk About the NZAVS



[Click here](#) to watch the video.

Other Useful Links

Thanks again for taking part in the study,



Dr. Chris Sibley

[Click here](#) to look at our Frequently Asked Questions page

[Click here](#) to see the official NZAVS website.

[Click here](#) to update your contact details.

New Zealanders are Becoming Increasingly Warm Towards People of Asian Descent

How do New Zealanders feel about people of Asian descent living in New Zealand? Research from the NZAVS, using responses from people all across New Zealand who completed our questionnaire each year for the past five years, has found that New Zealanders are becoming increasingly warm toward people of Asian descent.

In 2009, the average score for warmth toward people of Asian descent was 4.3 but by 2014, this had increased to 4.5. More specifically, before 2011, warmth was quite stable but since 2011, there has been a gradual and steady increase in warmth. While this seems like a small change, it is statistically significant. The findings also indicate that while change is happening, people's attitudes tend to change gradually over fairly long periods of time.

The next step for this research is to examine a range of factors that might be influencing this upward trend of warmth toward people of Asian descent in New Zealand and to continue tracking these changes.

[Click here](#) to see media coverage of this research.

(Research led by Nicole Satherley, Masters Student)

Personality Resilience Following a Major Natural Disaster

People's personality can be summarised in six distinct and core dimensions:

Extraversion – one's friendliness and sociability

Agreeableness – one's tolerance and cooperation

Conscientiousness – one's diligence and planning

Openness to Experience – one's curiousness and creativity

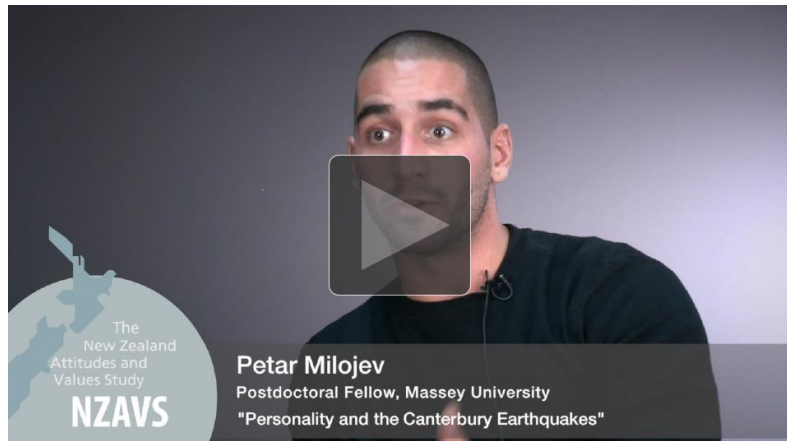
Honesty-Humility – one's altruism and sincerity

Emotional Stability – one's ability to deal with stress.

Research by the NZAVS team found that in the wake of the 2010/2011 Christchurch Earthquakes, the personalities of Cantabrians were found to be remarkably resilient. The bottom line: people's core personality didn't change following the earthquakes.

[Watch the video](#) to find out more.

(Research led by Petar Milojev, Post-Doctoral Fellow)



Why Wealthier People Think People Are Wealthier, and Why It Matters

How well-off do you think other New Zealanders are in general? NZAVS researchers in the United Kingdom and New Zealand have shown that how people answer this question depends on how wealthy people in their immediate social circle are.

The researchers showed that people tend to make judgements about others using a psychological process known as ‘social sampling.’ Social sampling is something that happens when people are asked to make judgements about how other people in society are doing—and they tend to base those judgements on people they actually know. The key here is that wealthy people tend to have more wealthy friends, and so their overall estimate of how well off other New Zealanders are in general tends to be inflated because they know more wealthy people, and tend to think they are more representative of the broader population than they actually are. This is important because social sampling can in turn affect how much wealthier people support or oppose policies aimed to help the poor.

[Click here](#) to see media coverage of this research.

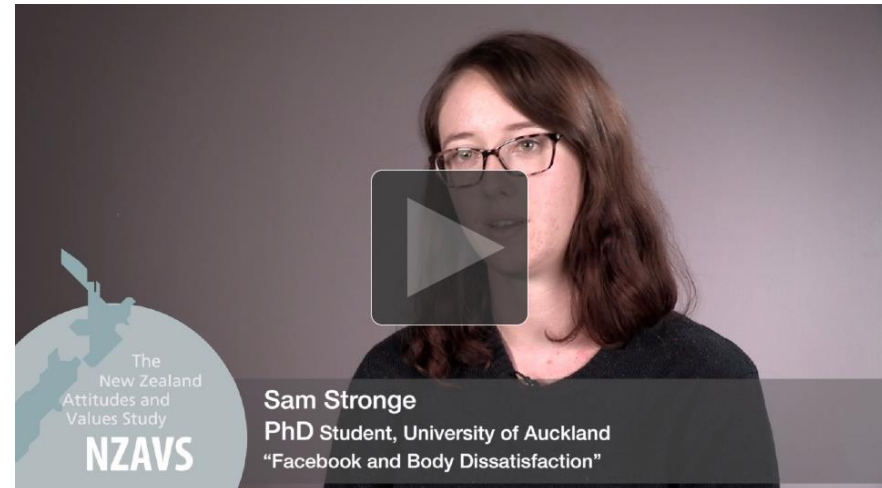
(Research led by Rael Dawtry, PhD Student)

Facebook and Body Satisfaction

How does using Facebook make you feel about yourself? Research from the NZAVS found 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 men generally reported higher body satisfaction than women overall. This research is important because it provides a key insight into how our changing society, and the changing ways in which we communicate, may be affecting our psychological well-being.

[Watch the video](#) to find out more.

(Research led by Samantha Stronge, PhD Student)



The Value of Charity



Why is it that people who are religious also tend to have higher life satisfaction? Research from the NZAVS suggests that this is related to how much people donate to charity. People who are religious tend to donate more to charity. Interestingly, those who aren't religious but who also donate more to charity tend to have levels of life satisfaction that are similar to people who are religious. So part of the puzzle of understanding what increases people's wellbeing may be about how much they donate to charity or engage in charitable behaviour.

[Watch the video](#) to find out more.

(Research led by Joseph Bulbulia, Associate Professor)

Regional Differences in Psychological Recovery of Christchurch Residents Following the Earthquake

Years after the devastating earthquakes that shook the Canterbury region, residents continue to work on rebuilding their community. The NZAVS research team looked at how Christchurch residents were recovering psychologically in the years following the 2010/2011 earthquakes.

Our research team did this by measuring the levels of psychological distress of residents who lived in Christchurch during and after the years of the earthquakes, and looking at changes over time.

[Watch the video](#) to find out more.

(Research led by Lara Greaves, PhD Student)



Personality Stability Across the Life Span



How much do people's personalities change as they age? NZAVS research has helped to answer some big questions in the field of personality research by mapping out how people change in traits like extraversion and openness to novelty over time. This research has helped to disentangle developmental change in personality from cohort effects (differences based on the period in which people grew up). The research shows that personality is fairly malleable amount young adults, then stabilises and changes very little among people in their 30s-50s, and then becomes more malleable again among older-aged persons.

[Watch the video](#) to find out more.

(Research led by Petar Milojev, Post-Doctoral Fellow)



Like us on Facebook for the latest news on the NZAVS

<https://www.facebook.com/pages/The-New-Zealand-Attitudes-and-Values-Study-NZAVS/267598323353838>

Have you changed your contact details?

[Click here](#) to update your contact details.

For more information about the study, please contact:

Phone: +64 9 373 7599 ext 87498

Email: nzavs@auckland.ac.nz

Website: www.psych.auckland.ac.nz/uo/NZAVS

From: NZAVS
To: Christopher Sibley
Subject: New Zealand Attitudes and Values Study - Newsletter
Date: Wednesday, 27 September 2017 11:40:45 a.m.
Attachments: image001.png



The New Zealand Attitudes and Values Study 2017 Newsletter



Dear [Participant Name],

My name is Chris Sibley, and I am the Lead Investigator for the New Zealand Attitudes and Values Study (or NZAVS). On behalf of the NZAVS research team and myself, 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 significant issues facing New Zealand.

This newsletter summarises some of the latest findings from the NZAVS. As a participant in the study, you have directly helped in making this research possible. This newsletter provides a snapshot of some of the great work that comes out of the NZAVS each year.

Thanks again for taking part in the study.

Sincerely,
Professor Chris Sibley
School of Psychology
University of Auckland
Email: nzavs@auckland.ac.nz
Phone: 09-923-7498

Watch Chris Talk About the NZAVS



[Click here to watch the video.](#)

Other Useful Links

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Loneliness in New Zealand

Hannah Hawkins-Elder talks about her research examining loneliness in the New Zealand population. Her research examined the different ways in which people may experience loneliness.

The research identified four 'types' of people in New Zealand based on their levels of loneliness: a high loneliness group, a low loneliness group, a group who had a few close person relationships but still felt like outsiders (which we refer to as 'appreciated outsiders') and finally a group who felt socially included but lacked meaningful close connections (which we refer to as 'superficially connected').

The four groups all had different levels of wellbeing. Importantly, appreciated outsiders had higher levels of wellbeing than the superficially connected, meaning that having closer relationships with a few people is likely better for your wellbeing than many shallow connections.

[Watch the video](#) to find out more.

(Research led by Hannah Hawkins-Elder, Post-Graduate Student, Victoria University of Wellington)

Are you part of a social group? Making sure you are will improve your health

NZAVS research indicates that being socially connected had a significant impact on people's mental health a year later. The research assessed people's feelings of belonging and social connection with others in their community and found that when a person's level of social connection goes down, they experience poorer mental health a year later. In contrast, people with good mental health were more socially connected a year later, but the effect of social connectedness on mental health was three times stronger than the effect of mental health on social connectedness. This suggests that belonging to social groups, such as family, friends, clubs or community can benefit your life and wellbeing in the future.

[Read our article in The Conversation](#) to find out more.

(Research led by Alexander Saeri, Post-Doctoral Fellow, University of New South Wales)

Personality Change Over the Lifespan

Petar Milojev talks about his research on how personality changes over the lifespan. This research was published in the Journal of Personality and Social Psychology.

Does your personality change over time? NZAVS research suggests that most people's personality changes over time in a predictable way. This change is based on the different social roles and activities people take on as they age. For example, people from around age 20 to 45 increase in Conscientiousness, a trait related to staying on task, being organised and orderly, as they enter the work force and move up the ranks.

[Watch the video](#) to find out more.

(Research led by Petar Milojev, University of Auckland)



Narcissism and Self-Esteem

Samantha Stronge talks about her research examining the link between narcissism and self-esteem in the New Zealand population. This research was published in the Journal of Research in Personality.

This research identified five different 'types' of people based on their levels of narcissism and self-esteem. The findings indicate that people who are high in narcissism also have high levels of self-esteem, however, this group is a relatively small proportion of the NZ population (around 9%). The largest group in NZ are those with high self-esteem and low narcissism (around 40%).

[Watch the video](#) to find out more.

(Research led by Samantha Stronge, PhD Student, University of Auckland)



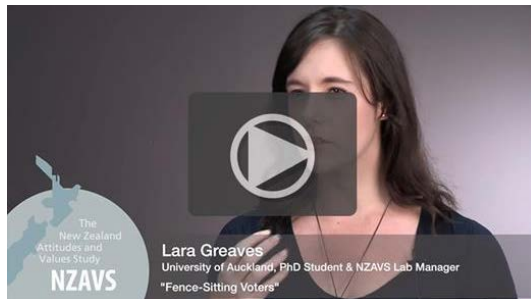
Undecided Voters

Lara Greaves talks about her research on undecided voters, and the demographic and personality characteristics that might make some people less likely to vote relative to others. This research was published in the New Zealand Journal of Psychology and analysed data from the 2009 wave of the NZAVS.

Who are the "fence sitters" in New Zealand? Does this matter? This research looked at the support people had for different political parties, focussing on people who showed no clear preference for any party. The research found that 1/3 of New Zealanders had no strong party ties (so called "fence sitters"), and electorates which had higher proportions of fence sitters had lower voter turnout, suggesting people who are fence sitters are less likely to vote.

[Watch the video](#) to find out more.

(Research led by Lara Greaves, PhD Student, University of Auckland)



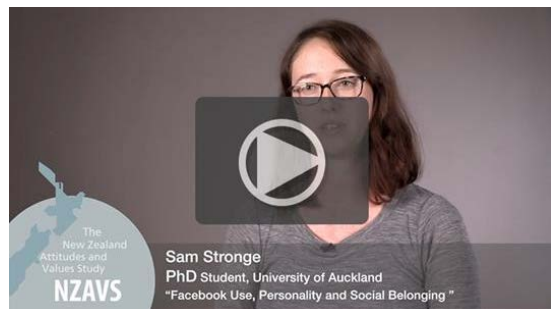
Facebook Use, Personality, and Social Belonging

Samantha Stronge talks about her research on personality and Facebook use. Her research examined how people who are Extraverted or Introverted experience different outcomes from Facebook use. This research was published in the New Zealand Journal of Psychology.

How do extraversion or introversion relate to Facebook use? Does Facebook improve our social belonging? Samantha's research found that introverts who use Facebook tend to report lower levels of social belonging. This effect does not occur for extroverts. This suggests that Facebook use may be linked with lower wellbeing for introverted people.

[Watch the video](#) to find out more.

(Research led by Samantha Stronge, PhD Student, University of Auckland)



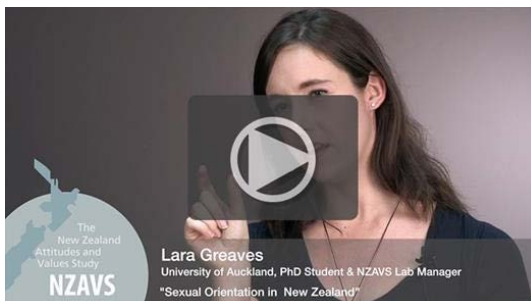
Sexual Orientation in New Zealand

Lara Greaves talks about how the NZAVS measures sexual orientation, and our research estimating the proportion of New Zealanders that identify with different sexual orientations. This research was published in the journal, Archives of Sexual Behaviour.

In the NZAVS, we find that around 1.8% of people identified as bisexual and a further 0.6% as bi-curious, 2.6% as gay/lesbian or homosexual, 0.5% as pansexual and 0.3% as asexual.

[Watch the video](#) to find out more.

(Research led by Lara Greaves, PhD Student, University of Auckland)



Proximity to the Coastline is Correlated with Belief in Climate Change

Taciano Milfont talks about his research examining the link between



how close people live to the coastline and their belief in climate change. This research was published in the journal, PLOS One.

The research found that people who live nearer to the sea are likely to believe in climate change and tend to be more willing to support the government in taking action on climate change.

[Watch the video](#) to find out more.

(Research led by Dr. Taciano Milfont, Victoria University of Wellington)

Maori Culture and Wellbeing

Emerald Muriwai talks about her research assessing the buffering or protective function of cultural efficacy for Maori. This research was published in the New Zealand Journal of Psychology.

Does being more engaged in Maori culture help protect Maori from depression? Emerald's research found that Maori who felt more able to engage in the Maori world had higher psychological resilience.

[Watch the video](#) to find out more.

(Research led by Emerald Muriwai McPhee)



Attitudes toward Euthanasia in New Zealand

Carol Lee talks about her research assessing New Zealander's levels of support for euthanasia. This research was published in the New Zealand Medical Journal.

The majority of New Zealanders (around 66%) expressed support for euthanasia, which was assessed by asking "Suppose a person has a painful incurable disease. Do you think that doctors should be allowed by law to end the patient's life if the patient requests it?"

[Watch the video](#) to find out more.

(Research led by Carol Lee, PhD Student)



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