



My 'Applied research' Journey



DR TREVOR CULLEN
ECU JOURNALISM
COORDINATOR



Definition of Applied research

Research designed to offer practical
solutions to concrete problems

Observational
Analytical
Strategies and Solutions

Social Research Methods (sixth edition, 2006).

Three Areas of Research

Since 1998	Since 2007
<u>Media coverage of HIV</u> (PhD, journal articles, conferences, workshops)	Heartnet (ARC Linkage grant) <u>Practice led research</u> (Teaching and Learning projects)

Research on AIDS Reporting

about welcome latest news

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Welcome to Dr Trevor Cullen's Research on Aids Reporting



Dr Cullen presented 'The Catalyst Clemente project: making journalism education accessible to disadvantaged Australians' at ECU's CREATEC Lunchtime Seminar Series- 10th June 2009. More Details [here](#)

Next Presentation is during 'Research Week' at ECU - 'My Research Journey'. More Details [here](#)

2009 JEAA Conference will be held at the Burswood Intercontinental Hotel in Perth, from **November 30 to December 2, 2009**. The website is starting to take shape and will continue to be updated in the next couple of weeks. Website: www.2009jeaacconference.au.com

Dr Trevor Cullen coordinates the journalism program at Edith Cowan University in Perth, Western Australia. His doctoral thesis focused on press coverage of HIV/AIDS and he is the author of several peer-reviewed articles, book chapters. For more details about the

CREATEC
(CENTRE FOR RESEARCH IN ENTERTAINMENT, ARTS, TECHNOLOGY, EDUCATION & COMMUNICATIONS)
FACULTY OF EDUCATION AND ARTS

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Name: Dr Trevor Cullen
Position: Senior Lecturer and Course Coordinator - Journalism
School(s): School of Communications and Arts
Res. Group: Media, Culture and Society
Phone: (08) 9370 6354
Email: t.cullen@ecu.edu.au

[Research Interests](#) | [Previous Experience](#) | [Current Projects](#)
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Research Interests: Media Coverage of HIV/AIDS
Teaching and Learning
Journalism Education
Health Journalism
Cyber protection laws

Current Projects: Health Education Projects in the Pilbara
HeartNet website and the Heart Foundation
Journalism Education Curriculum Development
Catalyst Clemente Program
HIV/AIDS Curriculum Development for Journalists
Research on Aids reporting
<http://sandbox.ea.ecu.edu.au/staff/tcullen/>

Previous Experience: PhD (Journalism) University of Queensland, Australia.
MA in International Journalism, City University, London.

major role of the media

Until a vaccine or cure for HIV infection is discovered, communication is all we have.

Ratzan 1993

Malawi 1985- 1990 : HIV on the rise

Dramatic introduction
Slow and sensational response

Weekly Radio program
Newspaper Articles
A Book with 12 Malawian authors

PhD research 1998-2001

Press coverage of HIV in PNG and the Pacific

PNG = 96 %of all HIV infections in the Pacific

The largest number of media outlets.

Travel bursary from University of Queensland
for seven countries

Reporting Patterns

Western Press 1981- 2001
US, Britain, France, Australia.


Threefold pattern emerged:

Rise of interest: (1982-1985): Gay/Drugs

Peak: (1986-1988): Heterosexual


Decline of interest: (1989 onwards)

Breakdown of stages



Theory of
'Issue-Attention cycle'
Downs (1972)

*Long term health problems
(cancer, alcohol, drugs)*


- Pre-problem stage
- Alarmed discovery
- Post problem stage



HIV in PNG : A Reality Check



- Officially, 29,000 people living with HIV.
- UNAIDS and WHO predict up to 20% infected by 2015.
- Amounts to over 1 million people.





<p>Press coverage in PNG <i>Post-Courier & The National</i></p> <hr/> <p><u>Data: all news items on HIV/AIDS</u> 1998 -2008 Front page, editorial, Feature Local story Foreign story</p>

<p>International Media surveys of Press coverage of HIV</p> <hr/> <p>Kaiser Foundation 1981 - 2002 (US) Panos 1982- 2004 (Southern Africa) International Federation of Journalists (2006)</p>
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<p>Findings from International surveys</p> <hr/> <p>Lack of imagination Lack of initiative Lack of Linkage</p>
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HIV/AIDS: The Why

HIV is linked to and throws a spotlight on
the Social determinants of health

Social life
Economic conditions
Gender inequalities
Domestic violence
Cultural issues
Religious ethics
Political agendas

Message to journalists

Reporting the tip of the iceberg
Prevention and protection messages?
Is it enough just to report the news
Put a human face on the disease
Lessen Fear and Stigma

As a journalist and a speaker

1999 ICAAP-BANGKOK
2001 ICCAP- MELBOURNE
2004 AIDS CONGRESS BANGKOK
2008 AIDS CONGRESS MEXICO
2009 ICAAP BALI

International Conferences
<div>International Conference on AIDS in Asia and the Pacific (ICAAP) (Bali 2009) 4,000 delegates</div>
<div>International AIDS Congress (Mexico 2008) 23,000 delegates</div>
<div>International AIDS Society (South Africa) 6,000 delegates</div>







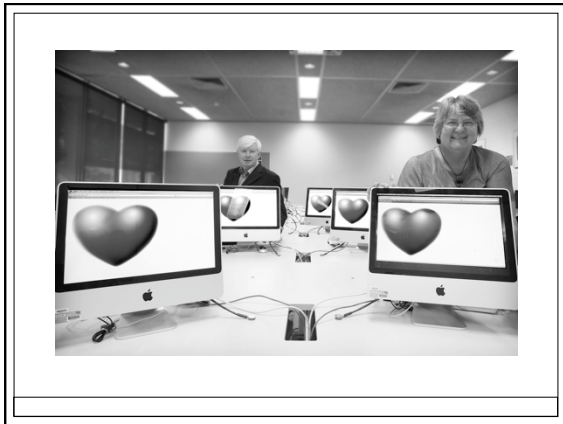


**Zimbabwe
770 doctors
6,931 nurses for
1,800,000 people
living with
HIV/AIDS**

Workshops and conferences	
• Papua New Guinea	January 2006
• Malaysia -	February 2006
• Cairo	July 2006
• New Zealand	December 2007
• Singapore	February 2008
• Manila	July 2008
• Mexico	August 2008
• South Africa	July 2009
• Indonesia	August 2009

Workshops on HIV reporting for editors and journalists
UN sponsored workshops: Fiji. Tonga Samoa
AusAid sponsored: PNG and Australia
UNAIDS sponsored in Sri Lankan

Current Projects 2009 -2013
\$100.000 to bring the 11 th International Conference on AIDS in Asia and the Pacific to Perth in 2013
3500 delegetes from 65 countries
South Africa (July 2009)
Bali (August 2009)
Vienna(July 2010)



HEARTnet online website



- Heartnet is an online website created by Edith Cowan University (ECU), funded by the Australian Research Council and supported by the WA Heart Foundation.
- It provides an online meeting place for heart patients, carers, friends and their families to share experiences, discuss health issues and support each other as they try to live positively with heart disease, stroke and blood vessel disease.

Three Practice led projects/research



1. Third year Journalism students working with in Aboriginal communities (Pilbara and Geraldton)
2. Catalyst: How journalism can help the disadvantaged at Mission Australia in (Maddington)
3. Health journalism students working with Cancer patients at Sir Charles Gairdner hospital

Catalyst Program



Started in New York 1997

Free university accredited education program for homeless people.

Now in 17 US states and seven countries

In five Australian universities

Some tips



Focused on a current and on-going problem

Developed a niche area

Told people what I could do (networking)

Stayed focused

Started a website

Research career (specialism)

Leading Australian academic
