

Research that matters

Doctor of Philosophy candidate Steve Elers is hoping to make a difference with his research – and he encourages other Māori to do the same. “There is a shortage of Māori scholars in communication studies, and we need more people to help spread Māori views by working in the media, public relations and government agencies.”

Like many AUT researchers, Steve is interested in conducting research that matters and benefits New Zealand communities. His project explores Māori perspectives on how Māori are portrayed in media campaigns such as ‘Ghost Chips’ and ‘It’s Not Ok’. He hopes that one day his work will help design and inspire future marketing campaigns targeted at Māori.

Find out more about communication studies at AUT, and how our research is changing the world we live in.

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