The Swinburne National Technology and Society Monitor

Executive Summary

The Swinburne National Technology and Society Monitor provides an annual ‘snapshot’ of public perceptions of technological change. Each year it includes an in-depth focus on one particular technology: this year the focus is on stem cell research. The Monitor is based on a national survey of 1013 Australians and six focus groups. The main findings of the 2004 Monitor are:

1. Public Perceptions of Technological Change

   1. Australians are comfortable with the rate of technological change. Our level of comfort in 2004 is very similar to what it was in 2003.

   2. Australians believe that science and technology are continuously improving our quality of life, but they are unsure as to whether or not science is ‘out of control’.

   3. Australians trust the environmental movement more than they trust governments. In the past year, trust in the environmental movement has risen significantly, while trust in state and federal governments, the media and hospitals have fallen, though not significantly.

   4. Age is a powerful predictor of comfort with new technologies, but not in a straightforward way. Older Australians are more comfortable with DNA testing than younger Australians. They are less comfortable than younger Australians with mobile phones, but in the last year this gap has closed. They are also less comfortable than younger Australians with the Internet, but this gap has not closed in the past year.

   5. Trust in government, business and the media predict levels of comfort with new technologies. Trust in the environmental movement and trade unions do not predict levels of comfort with new technologies.

2. Focus on Stem Cell Research

   1. Most Australians are reasonably comfortable with stem cell research using adult stem cells.

   2. Most Australians are somewhat comfortable with stem cell research using leftover IVF embryos, but some are very uncomfortable.

   3. Most Australians are uncomfortable with stem cell research using cloned human embryos.

   4. Australians are much more comfortable with stem cell research being conducted in publicly funded Australian universities than in private Australian companies.

   5. Religious Australians are significantly more likely to believe that science is out of control and should be regulated. In turn, they are significantly less likely to be comfortable with embryonic stem cell research.
Introduction

Background

We are living during a time of rapid technological change. Emerging technologies - notably information and life science technologies - have profound social, political and ethical implications. Public perceptions of emerging technologies are potentially volatile, as demonstrated in the controversies around genetically modified foods and stem cell research.

The Swinburne National Technology and Society Monitor was developed by the Australian Centre for Emerging Technologies and Society (ACETS) at Swinburne University of Technology. It provides an annual ‘snapshot’ of public perceptions regarding new technologies in Australia.

The 2004 Monitor is the second edition of the Swinburne National Technology and Society Monitor. The Monitor will provide an opportunity to understand how and why public perceptions change in relation to new technologies.

This report was supported by a grant from the Chancellery Strategic Grants Scheme at Swinburne University of Technology.

The Monitor

The Swinburne National Technology and Society Monitor involves:

- A general account of public perceptions about new technologies in Australia, including trust in institutions that provide information about new technologies.
- An in-depth profile on public perceptions about one technology in particular. Each year the Monitor adopts a different focus. In 2004 the Monitor focuses on stem cell research.

The Monitor employs quantitative and qualitative methods. More specifically, it includes:

- A national random survey of 1013 Australians, providing scope for generalisation.
- Focus groups on the special topic. In 2004 six focus groups were conducted on stem cell research.
Focus on Stem Cell Research

In 2003 the Monitor focussed upon DNA paternity testing. In 2004 it focussed upon stem cell research.

The 2004 Monitor focussed upon stem cell research for 3 reasons:

1. Biotechnology is the most controversial of the new technologies at the moment.
2. Governments around the world continue to grapple with an appropriate policy framework for stem cell research.
3. There is limited research on popular attitudes towards stem cell research.

The Survey

The 2004 survey largely replicated the 2003 survey, with some minor changes.

Participants in the national survey were asked:

- How comfortable they were with the current rate of technological change.
- How comfortable they were in relation to various technologies, ranging from relatively ‘established’ technologies (such as the Internet and mobile phones) to ones that are still speculative (such as using animals to grow human organs for transplant and cloning human babies). In 2004 we asked respondents a new question about their comfort with new reproductive technologies to choose the sex of a baby.
- The extent to which they agreed or disagreed with statements about the value of science and technology, and their beliefs as to the amount of control science should have over nature.
- How much they trusted various institutions, organisations and groups for information about new technologies.
- How comfortable they were in relation to stem cell research in different contexts.

Comfort with technologies was measured on an eleven point Likert scale where 0=not at all comfortable and 10=very comfortable. Agreement with statements about science and technology were measured on the same scale where 0=strongly disagree and 10=strongly agree.

Trust was measured on a 6 point Likert scale where 0=don’t trust at all and 5=trust a very great deal. An ‘unsure’ category was also included.
Participants were also asked demographic and personal questions about:

- Age
- Gender
- Employment status
- Occupation
- Income
- Country of birth
- Parents’ country of birth
- State of residence
- Voting behaviour
- Computer and Internet use
- Life satisfaction

The 2004 Monitor included 1013 respondents. The sample was selected on a random basis, and matched the 2001 Census in most respects.

The focus groups

Participants in the focus groups were asked:

- What they knew about the benefits of stem cell research.
- Their views on the negative aspects of stem cell research.
- Their views on research using adult stem cells.
- Their views on research using left over IVF embryos.
- Their views on research using cloned human embryos.
- Whether it makes a difference if stem cell research is conducted in publicly funded Universities or by private companies, for profit.

The 2004 Monitor included 6 focus groups. Four of the groups were recruited on the basis of age and gender. Two groups - one of men and one of women - consisted of participants aged less than 30 years. The other two groups - one of men and one of women, consisted of participants aged more than 60 years.

The remaining groups comprised religious participants recruited through a Pentecostalist Church, and people with an incurable condition that might be improved or cured through stem cell research.

All groups other than the patient group were conducted face to face. The patient group was conducted in an online environment. The questions asked of the stakeholder groups were tailored to address their specific experiences and concerns.
1. Australians are comfortable with the rate of technological change. Our level of comfort in 2004 is very similar to what it was in 2003.

2. Australians believe that science and technology are continuously improving our quality of life, but they are unsure as to whether or not science is ‘out of control’.

3. Australians strongly trust scientific institutions (such as CSIRO, universities and hospitals) for information about new technologies. They are somewhat trusting of the environmental movement. They do not trust the churches, governments, major companies, trade unions or the media. In the past year, trust in the environmental movement has risen significantly, and trust in state and federal governments, the media and hospitals have fallen a little, though not significantly.

4. Most Australians are very comfortable with new technologies that are already widely used, such as DNA testing, the Internet and mobile phones. They are uncomfortable with bioengineering technologies, especially new reproductive technologies to choose the sex of a baby, genetically modified animals for food, and human cloning.

5. Age is a powerful predictor of comfort with new technologies, but not in a straightforward way. Older Australians are more comfortable with DNA testing than younger Australians. They are less comfortable than younger Australians with mobile phones, but in the last year this gap has closed. They are also less comfortable than younger Australians with the Internet, but this gap has not closed in the past year.

6. Trust in scientific institutions (such as CSIRO, universities and hospitals) predicts levels of comfort with new technologies. This is especially true for biological technologies. Trust in government, business and the media also predicts levels of comfort with new technologies. Trust in the environmental movement and trade unions do not predict levels of comfort with new technologies.
AUSTRALIANS ARE COMFORTABLE WITH THE RATE OF TECHNOLOGICAL CHANGE. OUR LEVEL OF COMFORT IN 2004 IS VERY SIMILAR TO WHAT IT WAS IN 2003.

Australians are comfortable with the rate of technological change. On a scale of 0 (not at all comfortable) to 10 (very comfortable), the average score of respondents was 6.76.

In 2004, in comparison with 2003, a slightly greater proportion of Australians are not at all comfortable with the rate of technological change, and slightly lesser proportion feel very comfortable.
2. SCIENCE AND TECHNOLOGY ARE IMPROVING OUR QUALITY OF LIFE, BUT MAY BE ‘OUT OF CONTROL’

AUSTRALIANS BELIEVE THAT SCIENCE AND TECHNOLOGY ARE CONTINUOUSLY IMPROVING OUR QUALITY OF LIFE, BUT THEY ARE UNSURE AS TO WHETHER OR NOT SCIENCE IS ‘OUT OF CONTROL’.

When asked whether ‘science and technology are continuously improving our quality of life’, the average score of respondents - on a scale of 0 (strongly disagree) to 10 (strongly agree) - was 7.1. Seventy four percent of the respondents agreed that science and technology are improving our quality of life (that is, they scored above 5). People who are more comfortable with new technologies had higher agreement scores.

When asked whether ‘science and technology are out of control, and beyond the control of governments’, the average score of respondents - on a scale of 0 (strongly disagree) to 10 (strongly agree) - was 4.6. People who had higher scores were less comfortable with new technologies.
3. TRUST IN ORGANISATIONS

AUSTRALIANS STRONGLY TRUST SCIENTIFIC INSTITUTIONS (SUCH AS CSIRO, UNIVERSITIES AND HOSPITALS) FOR INFORMATION ABOUT NEW TECHNOLOGIES. THEY ARE SOMEWHAT TRUSTING OF THE ENVIRONMENTAL MOVEMENT. THEY DO NOT TRUST THE CHURCHES, GOVERNMENTS, MAJOR COMPANIES, TRADE UNIONS OR THE MEDIA.

IN THE PAST YEAR, TRUST IN THE ENVIRONMENTAL MOVEMENT HAS Risen SIGNIFICANTLY, AND TRUST IN STATE AND FEDERAL GOVERNMENTS, THE MEDIA AND HOSPITALS HAVE DROPPED A LITTLE, THOUGH NOT SIGNIFICANTLY.
4. COMFORT WITH DIFFERENT TECHNOLOGIES

MOST AUSTRALIANS ARE VERY COMFORTABLE WITH NEW TECHNOLOGIES THAT ARE ALREADY WIDELY USED, SUCH AS DNA TESTING, THE INTERNET AND MOBILE PHONES.

THEY ARE UNCOMFORTABLE WITH BIOENGINEERING TECHNOLOGIES, ESPECIALLY NEW REPRODUCTIVE TECHNOLOGIES TO CHOOSE THE SEX OF A BABY, GENETICALLY MODIFIED ANIMALS FOR FOOD, AND HUMAN CLONING.

![Average Comfort with New Technologies](image-url)
4.1 MOST AUSTRALIANS ARE VERY COMFORTABLE WITH DNA TESTING

When asked how comfortable they were with DNA testing on a scale from 0 (not at all comfortable) to 10 (very comfortable), the average score of respondents was 7.9. Of the sample, 85% were comfortable to a greater or lesser extent with this technology.

![Comfort with DNA Testing](chart)

Australians with less than 12 years of schooling are more comfortable with DNA testing than people with university degrees.

4.2 MOST AUSTRALIANS ARE NOT COMFORTABLE WITH NEW REPRODUCTIVE TECHNOLOGIES TO CHOOSE THE SEX OF A BABY.

Australians are uncomfortable with new reproductive technologies to choose the sex of a baby. The average score of respondents was 3.1. Of the sample, 30% were totally uncomfortable with this technology.

![Comfort with New Reproductive Technologies to Choose the Sex of a Baby](chart)

Australians who attend church at least once a week are less comfortable than other Australians with new reproductive technologies to choose the sex of a baby.
4.3 MOST AUSTRALIANS ARE NOT COMFORTABLE WITH GENETICALLY ENGINEERED PLANTS AND ANIMALS FOR FOOD.

The average score of the participants was 3.7 for genetically engineered plants for food. Only 28% of the participants were comfortable with this technology.

The average score of the participants for genetically engineered animals for food was 2.7, and only 12.5% of respondents were comfortable with this technology.

4.4 AUSTRALIANS ARE VERY UNCOMFORTABLE WITH CLONING HUMAN BABIES.

When asked how comfortable they were with cloning human babies, the average score of respondents was 1.2. A massive 90% were uncomfortable to greater or lesser degree with this technology.
5. AGE AS A PREDICTOR OF COMFORT WITH DIFFERENT TECHNOLOGIES

AGE IS A POWERFUL PREDICTOR OF COMFORT WITH NEW TECHNOLOGIES, BUT NOT IN A STRAIGHTFORWARD WAY.
OLDER AUSTRALIANS ARE MORE COMFORTABLE WITH DNA TESTING THAN YOUNGER AUSTRALIANS.

THEY ARE LESS COMFORTABLE THAN YOUNGER AUSTRALIANS IN RELATION TO MOBILE PHONES, BUT IN THE LAST YEAR THIS GAP HAS CLOSED.
THEY ARE ALSO LESS COMFORTABLE THAN YOUNGER AUSTRALIANS WITH THE INTERNET, BUT THIS GAP HAS NOT CLOSED IN THE PAST YEAR.
6. TRUST AND COMFORT WITH NEW TECHNOLOGIES

TRUST IN SCIENTIFIC INSTITUTIONS (SUCH AS CSIRO, UNIVERSITIES AND HOSPITALS) PREDICT LEVELS OF COMFORT WITH NEW TECHNOLOGIES. THIS IS ESPECIALLY TRUE FOR BIOLOGICAL TECHNOLOGIES.

TRUST IN GOVERNMENT, BUSINESS AND MEDIA ORGANISATIONS ALSO PREDICT LEVELS OF COMFORT WITH NEW TECHNOLOGIES.

TRUST IN THE ENVIRONMENTAL MOVEMENT AND TRADE UNIONS DO NOT PREDICT LEVELS OF COMFORT WITH NEW TECHNOLOGIES.
FOCUS ON STEM CELL RESEARCH

1. Most Australians are reasonably comfortable with stem cell research using adult stem cells.

2. Most Australians are somewhat comfortable with stem cell research using leftover IVF embryos, but some are very uncomfortable.

3. Most Australians are uncomfortable with stem cell research using cloned human embryos.

4. Australians are much more comfortable with stem cell research being conducted in publicly funded Australian universities than in private Australian companies.

5. Trust in scientific institutions (such as CSIRO, universities and hospitals) and large organisations (such as governments and companies) is associated indirectly with levels of comfort in embryonic stem cell research. That is, trust is strongly predictive of a belief that science is not out of control and the view that the products of science are valuable. In turn, these beliefs are strongly predictive of comfort with embryonic stem cell research.

6. Religious Australians are significantly more likely to believe that science is out of control and should be regulated. In turn, they are significantly less likely to be comfortable with embryonic stem cell research.
1. COMFORT WITH STEM CELL RESEARCH USING ADULT STEM CELLS

MOST AUSTRALIANS ARE REASONABLY COMFORTABLE WITH STEM CELL RESEARCH USING ADULT STEM CELLS.

When asked how comfortable they are about stem cell research using adult stem cells, the average score of respondents was 6.5. Of all respondents, 66% were comfortable to greater or lesser extent with this technology.

![Stem Cell Research Using Adult Stem Cells Graph]

Australians who attend church at least once a week are less comfortable than those who do not attend church at all, but they are still comfortable overall.

Participants in all focus groups, including the religious group, were sympathetic towards stem cell research using adult stem cells. For example:

- "What would be the difference [between using stem cells] and taking your blood and using your blood to cure somebody else? [Michael, Tom and Paul all agree]. I mean, you’re talking a body fluid basically and using it to improve somebody else’s health.” (Richard – older man)

- "What's the difference between utilising another person's blood or organs and using another person's stem cells?" (Phil - patient)

- "Yes, I guess the obvious line is between an adult who already has their life ... Whereas, you’re taking an embryonic stem cell which is a potential life so there’s no choice involved for them. So we’re making the decision for it; we’re sort of acting like God in that sense. So that’s where the controversy comes I guess.” (Lara - religious)
2. COMFORT WITH STEM CELL RESEARCH USING EMBRYONIC STEM CELLS

MOST AUSTRALIANS ARE SOMEWHAT COMFORTABLE WITH STEM CELL RESEARCH USING LEFTOVER IVF EMBRYOS, BUT SOME ARE VERY UNCOMFORTABLE.

The average comfort score of respondents for stem cell research using leftover IVF human embryos was 5.7. Of the respondents, 54% were comfortable to greater or lesser degree, and 12% were not at all uncomfortable.

Participants in focus groups were polarised on this issue. The older men’s group was most supportive of stem cell research using leftover IVF embryos. The religious group was most opposed. Other groups included a mixture of opinions. For example:

‘[What you call an embryo] doesn’t make a difference to me … no difference. If it’s past its use by date which ever way you look at it, and if that can be turned into [or] recycled into research for the good of mankind, I’m all for that. (Margaret - older woman)

‘As a few of us have been saying, you draw a line, and as far as I’m concerned anyway, that line doesn’t move. I’ve had friends and a few loved ones pass away. I don’t see that as traumatic, it’s what God intended.’ (Debbie - religious)

Men are more comfortable than women with stem cell research using leftover IVF embryos.

Australians who attend church at least once a week are less comfortable than other Australians with this technology.

Participants in focus groups were polarised on this issue. The older men’s group was most supportive of stem cell research using leftover IVF embryos. The religious group was most opposed. Other groups included a mixture of opinions. For example:

‘[What you call an embryo] doesn’t make a difference to me … no difference. If it’s past its use by date which ever way you look at it, and if that can be turned into [or] recycled into research for the good of mankind, I’m all for that. (Margaret - older woman)

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Men are more comfortable than women with stem cell research using leftover IVF embryos.

Australians who attend church at least once a week are less comfortable than other Australians with this technology.
MOST AUSTRALIANS ARE UNCOMFORTABLE WITH STEM CELL RESEARCH USING CLONED HUMAN EMBRYOS.

The average comfort score of respondents for stem cell research using stem cell research using cloned human embryos was only 3.4. Thirty percent of the sample was not at all uncomfortable with using cloned human embryos for research.

Men are more comfortable than women with stem cell research using cloned human embryos.

Australians who attend church at least once a week are less comfortable than other Australians with this technology.

Some participants in focus groups strongly supported stem cell research of all types. More commonly, participants expressed strong reservations that were grounded in what it means to be human. For example:

“I think first things first, the researchers into stem cell – they should have an open hand to really go ahead and research as far as they think is necessary. And the best results would come out of the research.” (Joe - older man)

“[T]he whole cloning thing, the reason people don’t like it is that what makes us human is our individuality and the fact that we are completely unique. And the minute you start talking about cloning, that takes away that concept. We’re no longer unique, we can be cloned.” (Rebecca - younger woman)
4. CONTEXT OF STEM CELL RESEARCH

AUSTRALIANS ARE MUCH MORE COMFORTABLE WITH STEM CELL RESEARCH BEING CONDUCTED IN PUBLICLY FUNDED AUSTRALIAN UNIVERSITIES THAN IN PRIVATE AUSTRALIAN COMPANIES.

On average, Australians are reasonably comfortable with stem cell research being conducted in publicly funded Australian universities and uncomfortable with stem cell research being conducted in private Australian companies.

When asked how comfortable they were with stem cell research being conducted in universities, the average score of respondents was 6.5.

The average comfort score for stem cell research being conducted in private Australian companies was 4.6. Of the sample, 46% were uncomfortable with stem cell research being conducted in private companies.

Participants in focus groups were generally more favourable to public research than private research. For example:

‘Of course because we’ve got public access to it, [stem cell research] everybody else can get in and actually investigate it themselves. If too much private goes into it, then it’ll get twisted into something that will be less effective but make them more money …. (Danielle - younger woman)

‘[I]t is an issue, especially these days with large American companies creating drugs and then selling them at exorbitant prices … At the moment this sort of research that we’re talking about could have large benefits … So it’s the sort of thing that you might want to put safeguards in place so that the knowledge gained from it could stay in the public realm.’ (Rick - younger man)
TRUST IN SCIENTIFIC INSTITUTIONS (SUCH AS CSIRO, UNIVERSITIES AND HOSPITALS) AND LARGE ORGANISATIONS (SUCH AS GOVERNMENTS AND COMPANIES) IS ASSOCIATED INDIRECTLY WITH LEVELS OF COMFORT IN EMBRYONIC STEM CELL RESEARCH.

THAT IS, TRUST IS STRONGLY PREDICTIVE OF A BELIEF IN THE INTRINSIC VALUE OF SCIENCE AND THE VIEW THAT SCIENCE IS NOT OUT OF CONTROL AND THE VIEW THAT THE PRODUCTS OF SCIENCE ARE VALUABLE. IN TURN, THESE BELIEFS ARE STRONGLY PREDICTIVE OF COMFORT WITH EMBRYONIC STEM CELL RESEARCH.

When focus group participants identified their concerns with stem cell research, they framed these concerns not so much in terms of ‘trust’ but rather in terms of science being ‘out of control’. For example:

‘I mean [the long term storage of embryos] is just mind boggling to me ... It’s playing God, well and truly, it really is ... [Hearing about a particular case] made me feel quite sick.’ (Pat- older woman)

‘I think [scientists] have got a long way to go. And I’d like them to keep working on [stem cell research] and not be too grandiose on how they do the experiments, because I think there’s a lot of things that we really [don’t know about] ... Whoever would have thought of AIDS? ... You’d only have to make one little mistake in the beginning ...’ (Diane - older woman)
6. RELIGION AND EMBRYONIC STEM CELL RESEARCH

Religious Australians are significantly more likely to believe that science is out of control and should be regulated. In turn, they are less likely to be comfortable with embryonic stem cell research.

When the religious focus group participants identified their concerns with stem cell research, there were three key themes: the intrinsic value of human life, a strong belief in a ‘Divine Way’, and a belief in an afterlife. For example:

‘I am just thinking, okay, you’re a paraplegic but you can get through that. I don’t see why you have to kill off clones and ultimately babies just so you can walk again … They may not think of it as babies but they could become babies if you let them.’ (Heather - religious)

‘I’m just how hurtful it would be if someone close was put in that situation [needing treatment from stem cell research]. But I think these principles, these truths, these absolutes that I hold onto are far more important to me …’ (Mark - religious)

‘Yes, I think it just comes back to whether you do see illness and death as the end of the road … If you fear death, then obviously you are going to reach for a measure that you may not agree with, basically in desperation to save a life. But as Christians we don’t value this life as much as we value our eternal life.’ (Debbie - religious)
The National Survey Sample

1013 respondents took part in the 2004 national survey. The following charts provide a graphical representation of the percentage of respondents in each demographic category.

- **Gender of respondent**: 50% Male, 50% Female

- **Migration**: 24% First generation, 59% Second generation, 17% Third generation or more

There was equal number of male and female participants in the sample, and the average age of respondents was between 44 and 53 years.

- **Decade of Birth**: 1% Before 1920, 8% 1920-9, 14% 1930-9, 23% 1940-9, 19% 1950-9, 21% 1960-9, 9% 1970-9, 5% 1980 or after

About one fifth (21%) of the sample was first-generation Australians, and another fifth (19%) was second generation, with one or two parents born overseas. Half of the sample (52%) had completed tertiary education.

- **Education Level**: 27% Less than year 12 secondary school, 29% Year 12 secondary school, 14% TAFE diploma or certificate, 22% University degree or diploma, 8% Postgraduate degree
All states were represented in the sample. Six percent of the sample declined to state a political affiliation, but of those who did, the majority were split evenly between Liberal and Labour affiliation.

A quarter of the sample had no religious affiliation. Approximately half (44%) of the sample never attended church. Roughly the same proportions attended church at least once a week, several times a year, at least once a year, and less than once a year.
The average salary of the sample was between $15,600 and $41,599. Eighty percent of the sample were very or moderately satisfied with their lives. The majority of the respondents use the Internet (67%) and a home computer (69%).
Focus Group Characteristics

The national survey was complemented by focus groups. The focus groups specifically addressed stem cell research. Altogether six focus groups were conducted in June-July 2004.

The national survey indicated that age and gender were both significant variables in terms of attitudes towards stem cell research. Accordingly, we conducted two focus groups consisting of older Australians (60 plus), one female and one male. We also conducted two focus groups consisting of younger Australians (18-30), one female and one male.

We also wanted to tap into the views of those who might have stronger views on stem cell research than the public at large. Accordingly, one focus group consisted of members of a Pentecostalist church with strong views on the issue. The other focus group consisted of individuals with serious medical conditions where stem cell research might be able to offer a treatment in the future.

The age and gender based groups consisted of 7-8 participants each, all from Melbourne. The religious based group consisted of 8 participants, also from Melbourne. These five focus groups were conducted on a face-to-face basis. The patient group consisted of 9 participants, drawn from around Australia. This focus group was conducted through an Internet discussion board.

Further information

The ACETS online journal *The Australian Journal of Emerging Technologies and Society (AJETS)* is coordinated with the Swinburne National Technology and Society Monitor.

The first issue of *AJETS* includes two refereed articles, on which the Monitor is heavily based. The articles are:


See these articles for more information on the findings of the Swinburne National Technology and Society Monitor, including data analysis.
The Monitor team

The Monitor team include (in alphabetical order):
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