

# Introduction

- What my research interests are in and how I got into this
- Projects involved in
  - Bogans TV Show
  - Heavy Metal and Popular Culture
  - Bogans: Insider's Guide to Metal, Mulletts, and Mayhem
  - Articles
    - Black sheep of the family
- Key points
  - Heavy Metal and Bogans as a community
  - Identity as a tangible thing that often involves complex processes
  - The importance of studying everyday life
  - Bogans and Heavy Metal fans as everyday people
  - Generally traditional psychology doesn't like working class
  - Importance of Bogans to NZ society

# Research interests

- Who I am – Metal fan, Bogan, Thrash Metal, favourite bands
- This all began with a class project on symbolism and community
- Reading a lot of psychology articles about Heavy Metal being bad – and a lot of other working class pursuits as being bad
- Master's thesis that focused on a particular bar
- Doctorate that branched into everyday life – funded by a scholarship that a National MP used as a political football
- Media attention that has grown and continues to grow.

# Background

- Moral Panics – PMRC, Columbine, Suicides
- Psychology articles consisting of pseudo science
  - Hot sauce experiment
  - Dogs hate Metallica
  - King (1985) finds that fans of Heavy Metal music typically suffer from some form of mental illness – however all his participants are institutionalised youth.
  - Musical preferences reflect political ideologies.
- Ignore context – how is Heavy Metal music used by everyday fans in their everyday lives.

# Current projects

- Formation of Metal Music Studies – but still feels like a lot of it is the intelligensia
- Bogans TV show
- Youtube Channel and Movie Trailer
- Heavy Metal and Popular Culture
- Bogans: Insider's Guide to Metal, Mullets, and Mayhem
- Articles
  - Black sheep of the family
- Other NZ academics who look at the “smarter” or more extreme Metal but very little on Bogans – Keith Kahn-Harris: we need to move metal research away from the Pantera listening knuckle draggers towards more technical and meaningful music – but what if I am a knuckle dragger?
- I like to challenge stereotypes but the knuckle draggers need representation too – if we're looking at everyday usage
- Definition of Bogan and how it differs from Heavy Metal fan

# Community

- Traditionally viewed as geographical neighbourhoods but has moved towards communities of interest
- Sense of belonging, trust, feelings of influence, expressions of community through art – McMillan and Chavis 1986
- You know it when you feel it – Sarason 1974
- Heavy Metal fans experience all these things

# Identity

- Traditionally identity is viewed as thoughts in heads. We use words like personality, attitudes, beliefs, values.
- Becoming more and more an HR exercise or a battery of psychometric tests
- Who we are in is in our actions and interactions, our relationships, the places we inhabit and the objects we possess. Referred to as the relational self.
- But these objects are complicated. They represent linkages to other people, places, and times.
- Can also be linked to status.

# Everyday life

- Things that fascinate me are the ‘this is just the way we do things’ – why?
- Importance of studying everyday people in their everyday lives
- Context is important in research
- We’re not just one identity – we have multiple identities so its important to research an aspect of identity in relation to the others.  
Story of participant and “Bogan Day”

# Psychology and the working class

- Working class pursuits are generally viewed as bad. Heavy Metal or Rock music, gambling, drinking, video games, violent action movies – I love all these things.
- Academia and the ivory tower is getting better and more accessible, but academics are predominantly from middle and upper classes and this means some voices are silenced. More research is needed from members of those communities.
- Not to say that gambling and drinking can't be problematic when taken to excess, but blanket statements are dangerous when there's an absence of context.

# So if we're talking about Bogans why is this stuff important?

- Uniquely Australasian concept – reactions from other countries
- For New Zealand context Bogans are intimately linked with New Zealand's national identity and the elements that NZ prides itself on
- Complex relationship – Metal and fan groups like Bogans internationally thought of as on the fringes or shunned. But in NZ its more complicated. On the one hand we are aesthetically marginalised, but on the other we can also be celebrated, and the media attention on my research work and the projects I do with my friends highlights this
- Black Sheep of the Family: Bogans, borders, and New Zealand Society