

Futurewatch: An Information Service on Current International Thinking about Our Futures

Jennifer Coote*

New Zealand Futures Trust, New Zealand

Social

Young World

The late teens and twenty somethings form a generation which is changing the world. This dot.com generation is already effecting massive change in the American workplace and its style is likely to gradually pervade the major economic areas, from Germany to Japan to China, even India.

Youth are changing the US workplace culture as the frenetic pace mixes personal and corporate; dress and social styles are transformed, hierarchies are dissolving in favour of meritocracies, and the skilled young workers are readily getting what they crave, opportunity, responsibility and respect. Technology is the key to this, since the young have grown up working in the language their seniors are gradually acquiring, and the culture so engendered readily spreads globally. The workplace of the future could resemble Microsoft: young doers with innovative and creative energy, managed by an older generation with experience to coordinate and guide, but not impede.

Socially the young, though mostly far better educated and technologically savvy, are more alienated, since family lifestyles have left them to their own devices with far larger incomes and credit cards, to spend on themselves. Yet youth crime, drop-out and pregnancy rates are falling. There are numerous angry young people, whose animus is directed more readily at big companies as more attractive alternatives for earning multiply.

All dates 2000 unless specified

* **Correspondence:** New Zealand Futures Trust, PO Box 12-008, Wellington, New Zealand

Email: info@futurestrust.org.nz

To the usual characteristics of youth this generation adds: -openness to change; a different mindset which takes to innovation readily; independence based on skills, not the company; entrepreneurship; and desire for opportunity rather than money and security. This Western generation has grown up mostly not knowing war, disease or poverty, but with scope for play and social interaction, formerly curtailed by TV, restored by the Internet.

The population projections for the western nations show declining replacement rates, large enough to be worrying, with motherhood becoming an expensive mid-life digression for many women. This second demographic shift muddles demographers and leads to many more single child families. With pressure on women to enjoy earning their own living and limited alternative child care options, the trend will continue even though there may be odd blips.

Survey, The Economist, 23 Dec.

Since Australian women are having 1.76 children, well below replacement rate, a population policy is on the political agenda. Many women desire children, but the cost is great as families bear so much more of the costs, making children "private", rather than "public" goods. Gender relationships are changing, since women can provide most of their needs, with only intimacy and a sense of permanency negotiable. The spectacle of the earlier generation supermom, with her double shift, appals younger women. The deepening divide between have-children and have-nots, requires a rethink of child care policies. *The Bulletin/Newsweek, (Sydney) 20 June, pp 36-38.*

Data from extensive, long term research in NZ and US, by psychologist J. Belsky suggests that children spending extensive time in childcare from an early age for over 20 hours per week, are more likely to be smart, but nasty, showing more aggression, more non-compliance. *Financial Times, 3/4 Feb 2001, Weekend, p IX*

Youth in a Changing World, International Social Science Journal, 164, June, focuses on research covering the diversity of youth experience, in poorer and developed countries, though the developed world is moving towards greater uniformity. Young people stay in education longer but their transitions are no longer linear, there are no guaranteed returns for investment in qualifications, while periods of work and study "yo-yo". Many young people face survival in a world providing little security or satisfaction, negotiating risks where failure is ascribed to the individual, not the socio-economic structure.

Youths Sonic Forces, UNESCO COURIER, July/August, explores globalised popular music and youth culture. Despite the apparent commercialisation of emerging protest music, diverse local politics shapes it. Australian techno-punk music provides futuristic escape while young Internet music pirates model new forms of international solidarity.

Being Maori

A long-term study of childrens health in Christchurch, NZ, revealed a surprising increase in the sample of young adults identifying as Maori, who were not so two decades ago. This feeling of being Maori is encouraged by:- educational developments including use of Maori language, more Maori media, and resources going into programmes to boost Maori. This has implications for statistical recording of ethnicity, and also the use of ethnicity for social policy making. *Independent (NZ)*, 8 Feb 2001, p 10. M. E. Lashley examined the social justice implications of NZs Treaty of Waitangi land/resource settlements over the last decade in NZ. These have neither improved the social and economic well-being of Maori households nor offset the impacts of general macroeconomic reforms on both social welfare and unemployed, unskilled Maori. Confusion over collective and individual redress aggravates the redistribution of Treaty assets and the role therein of tribal and detribalised Maori. Is the Treaty relationship between the Crown and the Maori people or the Crown and local subtribes? Redress should go to all Maori, irrespective of tribal affiliation. *The Contemporary Pacific*, (US) Vol 12/1, Spring. The Waipareira Trust, Auckland, is a model not only for urban Maori development but for all New Zealanders. It serves over 31,000 urban residents, basically for urban Maori, but open to all ethnic groups. Government no longer is close enough to serve local community needs, while the Trust models an approach which aligns itself with the specific needs of a particular geographic population. It creates dynamic pathways for people to help themselves. Language and culture is encouraged when it helps people to sustain themselves and mix more confidently anywhere. *NZ Educational Review*, 14 July, p 11.

Identity and Community

J. Paluski, B. Tranter analyse national data for broad Australian social identities based on strong/weak attachment to either society or nation. Three groups emerge: civics, with strong attachment to Australia as a society and its culture, comprising nearly 37.8%, post war born, well educated and secular. Ethno-nationalists comprise 30%, are mostly older, less educated and religiously affiliated, often male. Their attachment is to

the nation, understood as a culturally circumscribed identity for those born to, or long immersed in it. (NZ has 40.3% and 27.4% respectively) A small group, 5.9%, identify as "denizens" with weak attachment, mostly immigrants. (NZ 6.2%) A large group show mixed characteristics in both countries, just over 26%. Both nations show surprisingly "bonded" and inclusive national identities, compared with Canada or US, (*International Social Science Survey 1995*) and the civic group is likely to grow. *Journal of Sociology*, August.

S. L. Carter examines the maintenance of democratic freedom and social integrity in the postmodern era of contested national identities, *Civility: Manners, Morals and the Etiquette of Democracy*, Basic Books. In place of the individualistic image of car drivers, he uses the image of citizens on a lifelong train journey, who appreciate that they must establish common ground through shared conversations. He provides fifteen rules for an "etiquette of democracy".

Urban Futures

Manukaus slogan is the Face of the Future. The youngest and third largest NZ city features rapid growth, limited financial resources, a wide ethnic mix of which nearly 40% has Polynesian heritage, 35% population under 20 years, a considerable manufacturing base, and for at least a decade, leadership with a consistent, developed vision and strategy to rectify past mistakes and capitalise on resources for future development. *Management (NZ)* June.

The American City of 2025 design image is the town, with malls returning to town centres and communities built to pedestrian scale. New Urban models are highly influential. *Brookings Review*, Summer, p 4-5. D. C. Chen, is Director of a consortium of urban development organisations advocating "smart growth" as an alternative to out-of-control urban sprawl. Smart growth, part of New Urbanism, encompasses a range of measures to encourage development that offers transportation options, preserves open spaces and revitalises older communities. Its design strategy is the transect, an ecological model for a developmental cross-section through a sequence of urban environments. The human habitat is treated on scales of increasing density. *Scientific American*, Dec.

The Barrier Free City: special issue of Urban Studies, Vol 38/2, 2001, with a range of contributions exploring how the impaired body should be catered for in urban design and infrastructure. *The City Reader*, 2nd Ed, Ed R.T. LeGates, F. Stout, Routledge offers a splendid selection of major urban thinkers on a wide range of aspects with introductions on each, relat-

ing them to a broader context.

Listings

Crossing Borders: Regional and Urban Perspectives on International Migration, Eds C. Porter, P. Nijkamp, J. Poot, Ashgate, 1998, includes Poots study of the Australia/NZ urban labour market, which argues for a long-term perspective to see sustained benefits from encouraging international migration.

Pet Trends, M. Salzman, *Vital Speeches of the Day*, Dec, a lively, even humorous analysis of the major trends and their subtrends in this growing global business. Try "Take Your Dog to Work Day"?

Has Americas Tide of Violence Receded for Good? *Science*, 28 July, pp 582-585. Incarceration increases may have long-term negative consequences through disrupted families, but wider recourse to abortion for the young-poor mother is a strong possible contributor to the reduction in violent crime.

Communications/Transport

The Digital Divide

In several developed nations 50% of people use the Internet, but serious concerns arise about those without access. Some do not want it, or have given up. Yet Universal Access, which market forces will not provide, is the goal of several Western governments, such as UK, US, who recognise the economic value and also wish to use the system for more efficient communication with citizens and soon. Access needs to include skills in using the technology as well as physical access. How to motivate citizens to obtain skills is an open issue. *Special Feature*, *New Statesman*, 18 Dec, includes a detailed roundtable discussion involving a number of high level UK personnel, concerned with government policy to bridge the divide, very soon.

Information management director, C. Batt is responsible for the major UK government project to use the public library system as a key component in its agenda for social change and learning for life, based on information and communication technologies (ICT). The *Peoples Network* aims to provide universal access to ICT, with the necessary information superhighway in place by 2002. Large grants fund 30,000 terminals in 4,300 static libraries. Priority areas are:- learning for life through online information; citizens information for decision making; integration of information for business and the economy; and resource centres for com-

munity history and identity. The hardware and training-of-staff challenges, are overshadowed by the complex task of creating new digital content. Further developments include a comprehensive, inter-operable public information network of other all public information systems, the inclusion of museums and archives, and government portals to facilitate searching. UK public library services need to place themselves and their future social worth in an easily communicated vision, forecasting future opportunities, and become explorers with a mission. *Apls (Australia) Dec.* For reports on this see: <www.lic.gov.uk> and current information:< www.peoplesnetwork.gov.uk>

Brisbane social scientist *I. Berkett* describes five essential myths about the information society. 1. Give the poor a computer and they will move from being information poor to rich. 2. Information inequality is a North/South issue. 3. Access to more information enriches peoples lives. 4. The "information society" will be more democratic and participatory. 5. Given enough information we can solve all the worlds problems. *Futures, Sept.*

C. L. Borgman provides a balanced, documented analysis, *From Gutenberg to the Global Information Infrastructure: Access to Information in the Networked World*, MIT Press. New technologies supplant old ways throughout history, but it is unwise assume that a Global Information Infrastructure, if built, will be universally attractive. Yet decisions made now will affect this access for everyone for many generations. Topics covered include : infrastructure as public policy, digital library issues, electronic publishing. Management techniques will be required for systems of several orders of magnitude greater than now, incorporating new models for all aspects of the services.

Implications for government and society twenty years out have been developed by *RAND* for US government agencies. The strategy suggested is based on *Teilhard de Chardin*, an all encompassing realm of the mind, "noopolitik", which would advance national ideas, values, ethics across the global "psychic terrain". Information will not just change the way people behave but also the way they understand and organise themselves.

Technologically five new areas will open up: photonics, as optical transmission lines will expand packet-switching bandwidth; universal connectivity, wireless based, with seamless data, voice and video services to anyone, anywhere; ubiquitous computing, even vocal; pervasive sensors, tiny and increasingly reducing privacy; global information utilities, making plugging in as simple as tap water.

US stands to benefit economically from the IT revolution, though more exposed to the global trading system, which could fragment civil

society. An international political governance system, not government, is needed, with buy-in from many nations and organisations. Three models could be useful:- distributed decision making, citizen councils, and non-governmental organisations. A good strategy should balance the poles of technological systems and security, with that of politics/ ideas. *Transcendental Destination, Rand Review, Fall.*

The Social Life of Information, J. S. Brown, P. Duguid, Harvard Business School Press, combines a high tech specialist and a social historian in eight debunkings of the impact of technology. These impacts are either institutions that were forecast to decline, resources expected to go obsolete, or inflated management theories. The discussion continues on: <www.slofi.com>

Watch Out!

B. Joy, major computer guru, fears that computers will make humans a subordinate species. The decision-making needed to keep systems operating, on which humans will be so dependent, will be so complex that humans cannot make them. Nanotechnologys potential would place us on the cusp of extreme evil. Such structures could out-compete natural systems, outdoing the capabilities of viruses. Its not in many peoples interests(including governments) to be honest about these problems, along with the benefits. *The Ecologist, Oct (Also Wired, April).*

The "global brain" concept could be a reality soon, as huge amounts of information accumulate on its embryonic form, the Net. The growth of an intelligent Net will create a superorganism, of which each human is one small part. This may liberate or exploit us. A Web server can continually rebuild, without prompting, hyperlinks adapted to users needs, while shutting down disused links. The global brain might eventually identify gaps in its information and seek out people who can supply that need. Compliance could be mandatory. Can we trust such a system to work for all or the needs of the powerful few? *New Scientist, 24 June, pp23-27.*

Electro-magnetic, or e.bombs, used in war or by criminals, could create global chaos or immobilise specific areas. A high-power flash of radio waves or microwaves can fry any circuitry, while at lower power there are discreet effects making systems chaotic or crashing them. *New Scientist, 1 July, pp 20-24.*

Prof. L. Lessig, Internet law specialist, warns that cyberspace is not by nature a place of perfect freedom, but rather a structure which is vulnerable to a degree of regulation previously unimagined. It all depends on the code, the software and hardware ruling the system. The choice among

codes becomes a choice of values, *Codes, and Other Laws of Cyberspace*, Basic Books.

Digital News

UK research is focusing on development of crash-free hardware and software and the elimination of the a key crash cause, human error. *New Scientist*, 18 Nov, pp 41-43.

Using the Internet, a simple box system, composite moulding skins and composite injection materials and thermochemical tools, an endless variety of composite units can be manufactured cheaply any place, with the process directed from afar if necessary. The factory is eliminated. *Time (NZed)*, 14 August, pp34-36.

E.paper, which could transform reading and writing, is on the way, as competitors vye to create a digital display thin and flexible enough to roll or fold, yet cheap enough to be sold in reams or wired into book form. *Technology Review*, March 2001, pp 44-48.

English dominance of the Internet is set to decline. As more content becomes available on the Internet in other languages, more of those speakers use the Internet and feedback stimulates supply of content. Any company wishing to leverage the Internet to reach global markets will need to reach users in their own languages. Automated multilingual response systems are developing to which replace linguistically skilled staff. *Financial Times*, IT Survey, Feb 7 p1.

Listings

S. Barracrough examines the impact of satellite TV in Asia, finding the regional broadcasters posed more of a threat to political systems than did the internationals, CNN and BBCWorld. Local language and content, which attracted viewers, was felt to weaken political control. Consequently bureaucracy has stifled disseminators of popular culture, allowing slick international TV entertainment to thrive. China, Saudi Arabia and India have negotiated ways for a modified, discrete control over all providers. (*Royal Society*) *Asian Affairs (UK)*, October.

On Transport Integration: a Contribution to Better Understanding, S. Potter, M. J. Skinner, *Futures*, April/May. Part of an issue on *Sustainable Futures*, this exploration of the concept of integrated transport covers areas of activity not usually connected to transport planning:- health, urban regeneration, education, with examples to reveal the concept levels.

Economics/Business

Population and Consumption

There is great imbalance between what we know and what we need to know on these issues in relation to the environmental crises. *Environment* Editor, R. W. Kates briefly considers known population trends and the reasonable possibility of a 10% reduction in momentum by 2100. There is no disciplinary consensus on content needed for analysis of consumption. A working consumption definition is: the human transformation of information, materials and energy, which thus may be less available for future generations or negatively impact biological systems. There is patchy data on this, but projections suggest consumption growth will outstrip population. Three significant questions: when is more too much for the life-support systems of the natural world, and the social infrastructure of human society? Can we do more with less? When is more enough? (see also *Consuming Desires: Consumption, Culture and the Pursuit of Happiness*, Ed R. Rosenblatt, Island Press 1999.)

Seven major areas for research and policy which should be started now:- to reduce the impacts per unit of consumption, *separate* out more damaging consumption, *shift* to less harmful, *shrink* the amount of environmentally damaging energy and materials per consumption unit and *substitute* information for energy and materials. To reduce consumption per person or household, *satisfy* more present goods, *sate* well-met consumption needs and *sublimate* wants for the greater good. Finally, *slow* population growth, then *stabilise* numbers. *Environment*, April.

NZ business needs to take steps now to include environmental impact and policy reports regularly, as recent Australian legislation could be repeated here. Our products must measure up to international standards and all levels of business have an impact. *Independent*, 8 Feb 2001, p12. See also *Relationships Between Environmental Impacts and Added Value Along the Supply Chain*, R. Clift, L. Wright, *Technological Forecasting and Social Change*, Nov.

The Shape of the New Market

The Age of Access, J. Rifkin, Tarcher/Putnam says that the essential transaction of the modern market system, exchange of property between sellers and buyers, is being replaced by short-term access between servers and clients in a networked relationship. The idea of ownership may seem quaint in half a century. Implications- 1. a whole new set of business assumptions will emerge; 2. our governments will change profoundly; 3.

new kinds of humans, where property is no longer an extension of the person; 4. cultural experiences will form a major part of commerce; 5. commodification of play will replace the commodification of work; 6. perhaps only 5% of the adult population will be needed to "work the productive systems; 7. new capitalistic giants will emerge; 8. our survival may threatened if government diminishes and culture becomes a commodity; 9. the widest gap will be between the connected and disconnected; 10. the commodification of everything will create its own destruction; 11. civil education will be essential to re-establish the balance of culture and commerce; 12. the two great movements, preserving biodiversity and cultural diversity, are coming together.

I. Wilson, consultant futurist, *New Rules for Corporate Conduct: Rewriting the Social Charter*, Quorum, discusses the next decades challenge to corporations facing higher social expectations. The powershift to the private sector; globalisation; developing, defacto, bestpractice standards; economic restructuring; and info tech outcomes are explored in four scenarios. If the powershift is to succeed, corporations must clearly stake out a much stronger claim for social legitimacy or face political imposition of new restrictions. New rules discussed cover legitimacy, governance, equity, environment, employment, public/private sector, ethics. Priorities are given in consecutive time-frames.

Companies, Money and Markets

Within a few decades Chinas economy, driven by far-reaching reforms, could develop to allow its currency to become fully convertible. The renminbi could then eclipse the yen in international foreign exchange. *Far Eastern Economic Review*, 30 Nov, p76-77.

Internet banking has failed to meet expectations as traditional banks sharpen their act and customers prove resistant. *The Economist*, 11 Nov, pp103-104.

Major economic nations have reached agreement on how they can tax business conducted through the Internet, but further process is needed to develop a comprehensive approach to e-commerce tax. *Financial Times*, 10 Jan, 2001, p7.

The Development Debate: Beyond the Washington Consensus, *International Social Science Journal*, Dec, explores different aspects of the impact of the prescriptions of the "Washington Consensus on developing nations, emerging areas such as Russia and the recovery of E. Asia. Global intellectual hegemony in the development agenda is highlighted and needs further research appraisal.

Economists and Power at the World Bank, and Need to Revisit WTO Agreements and Rectify Imbalances, Third World Resurgence (Malaysia), No 123/124, offers insights into the dominant influence of the US on the pluralism in economic discourse for global economic policy. Many developing countries are forming an agenda for change in WTO rules and operation, realising that they are not benefiting as hoped under the present system.

Beyond the Exchange: The Future of B2B, R. Wise, D. Morrison, *Harvard Business Review*, Nov-Dec. Financial services offers a useful model for further understanding of the development of B2B. The present exchange-based model is flawed, with little benefit for sellers. As transactions become more complex, specialised roles will emerge, eg originating markets sub-contracting, speculation developing in the underlying market.

Futures Thinking

Sustainable Futures

Commonly held assumptions about sustainability suffer from the appropriation of the term as a "feelgood to describe a mixed bag of contradictory visions, policies and practices.

This *special Issue, Futures*, eds G. Boyle, C. Thomas, D. Wield, April/May, offers a range of perspectives about the integration of the notion of progress towards a harmonious and egalitarian future, with a sense that we need to take account of the present and be practical. Accordingly global and local issues, visions and recognition of the tension between top-down and bottom-up are included.

Transport Integration is mentioned this FW, while others of note are:- J. Tait, D. Morris on the sustainable development of agricultural systems; and the use of IT tools for building community and sustainability. P. Harper argues that environmental trends at the end of the twenty-first century will reveal a "spike" where impacts in the North decline while those of the South rise rapidly in the first half century, with rapid decline thereafter. This spike should be embraced and managed rather than avoided or delayed.

R. Roy takes up on the Factor 4+ theme publicised by Lovins and Hawken, sustainable product systems. Socio-technical systems are revised sustainably through focus on the end-use function, such as warmth, mobility, which the product offers. Four types are outlined:- results services; shared utilisation services; product-life extension; and demand side management.

P. Maiteny examines the psycho-cultural yearning of "inner human sustainability" which is subjective, rooted in the psyche, and the eco-so-

cial aspects, where the behaviours of consumerism occur. A psychodynamic theory of human experience shows that effective long-term policies must be attentive to the psychological and cultural dimensions, and to ways to sustainably satisfy beliefs and wants.

Deep Change

R. E. Quinn explores discovery of the leader within, *Change the World: How Ordinary People Can Achieve Extraordinary Results*, Jossey-Bass. We all can be change agents, like *Jesus*, *Matin Luther King Jr*, using a framework which comes from seed-thoughts, described in a Change Theory with four levels:- the telling strategy; the forcing strategy; the participating strategy; and transforming strategy. Transformational change requires visioning a productive community and acting on this. Adherence to a demanding a pattern of self-mastery is needed.

Listings

The Global Transformation Reader: an Introduction to the Globalisation Debate, eds D. Held, A. McGrew, Blackwell, provides a stimulating selection of 46 contributions in six themes on aspects and controversies related to globalisation.

Runaway World: How Globalisation is Reshaping Our Lives, A. Giddens, Routledge, presents the 1999 Reith Lectures by a distinguished UK scholar and policy adviser, with five themes: - globalisation, risk, tradition, family, and democracy.

Work

Decent Work

Economist A. Sen comments on the ILO initiative to achieve decent work, defined as "opportunities for men and women to obtain decent and productive work, in conditions of freedom, equity, security and human dignity". This universality covers all workers, including unregulated, self-employed and homeworkers. The broad, inclusive approach enables examination of tensions and unscrutinised feelings frequently used to justify a narrower approach.

A second feature emphasises rights, legislated for or not, as part of a decent society, linking to social, political and economic actions. Some tensions emerge:- between social goals and individual rights; rights with duties, or rights which all should have. Democratic values and governance play a critical part in the rights of working people, as the impact of the recent Asian economic crises has shown.

Finally the international approach, channelled largely through relations between nations, needs to be replaced by a globalised approach, viewing human beings as more than citizens of particular counties, with a globalised approach to basic ethics and political and social procedures. *International Labour Review*, 2000/2.

Cambridge Journal of Economics, Nov, *Special Issue on Social Justice and Economic Efficiency* uses UK and US experience to examine inflation and employment, rethinking self-sufficiency for employment, families and welfare, the working poor, workplace skills, industrial unions and structuring for shareholder value. J. Peck, N. Theodore review supply side approaches to UK welfare-to-work policies, suggesting a reformed, client-centred, developmental approach, with the concept of employability linked to the social economy.

Workers Without Frontiers: the Impact of Globalisation on International Migration, P. Stalker, Lynne Reinner. Concerns about unrestricted immigration and labour supply pressures confront the forces of globalisation, heightening fears that greater capital and trade integration will aggravate income disparities between and within nations. Can poverty alleviation reduce the flow of emigrants? Research indicates that globalisation is likely to increase the pressures, and undermine minimum standards and safety nets even in advanced economies.

Globalisation and International Trade Unions: "Working Men Have No Country" T. D. Stebbens, *New Zealand Journal of Industrial Relations*, Vol 25/3, is mostly pessimistic about efforts to internationalise the unions in a still developing global economy. The greater need to supplement national employment and labour policy with co-operative international action will still be most decisively served at the national and local level, but with attention to global developments.

French futurist M. Godet regrets the failure of economists to connect the economic growth, employment and population link. Europe, compared with US, illustrates that industrialised countries which have best created jobs and reduced employment are those where the population has increased the most. This will be more crucial as populations age. *Futures*, Sept.

A Question of Time

Time at Work, *Special Issue, Work and Occupations (US)*, Feb 2001, offers new ways to think about time as a variable in workplace analyse and its impact on other areas of society. Time is not a finite resource, but manipulated, interpreted and perceived in ways that facilitate or frustrate

peoples lives. *J. A. Thompson, J. S. Bunderson* examine "time as a container of meaning" to examine how personal roles may be undermined or supported by workplace experiences such as working overtime. *J. A. Jacobs, K. Gerson* find that the overworked American more likely to be a family than an individual. In *Challenge, Nov-Dec*, *L. Golden, D. Figart* examine the data on the long hours now worked in US, which they foresee continuing. Measures encouraging a "new economy of working time" cover: - mass customisation, reflecting personal life cycle changes; standardized flexibility of an array of widely-applied, normal workweek choices; flexible standards, appropriate for workers and types of work; overemployment prevention, by containing high-end long hours; hours-demand management, which is encouraged by rampant consumerism; hours supply-side economics, examining why workers seek more hours; re-evaluation of time, with attention to caregiving etc; gender neutrality; quality short-hour jobs.

Workforce Challenges

The Jobs Challenge formed a series, *NZ Herald*, in eight parts, Oct 7-Nov 26, including investment and economic issues, specific businesses, the *Mayors Taskforce* for jobs, the knowledge society, twelve growth sectors, etc. *Summary in Job Letter Special Issue, 14 Dec*. The economic challenge for those who choose to live here is not necessarily to earn as much as core global economic centres, but to create businesses and social organisations that generate whatever living standards we seek for everyone who wants to work.

Living and Working in New Zealand: Links Between Labour Market Change and Household Structure, *P. Callister*, Institute of Policy Studies, examines the implications of the shift from the traditional family, especially for those in difficulties, as the employment prospects also change. Low-skill men, especially young ones, are strongly affected, which impacts on their families and society. Better education levels could not only help their employment prospects but also their social roles.

Listings

Health and Work: Critical Perspectives, eds *N. Daykin, L. Doyal*, St Martins Press, 1999, develops a wider approach to work, covering the informal as well as formal systems; and to health, including psychological aspects and the qualitative aspects of wellbeing.