

# Summary of Discovery Projects Proposals for Funding to Commence in 2007

## Western Australia

### Edith Cowan University

**DP0770606** Prof M Balnaves; Prof TA O'Regan

**Approved Project Title** **The Emergence, Development and Transformation of Media Ratings Conventions and Methodologies in Australia, 1930-2008**

**2007 :** \$87,000

**2008 :** \$95,000

**2009 :** \$83,000

**Primary RFCD** 4001 JOURNALISM, COMMUNICATION AND MEDIA

**Administering Organisation** Edith Cowan University

#### Project Summary

The media industry depends upon ratings. However, the ability of audience measurement companies to predict audience behaviour is in decline. Investigation into the conventions that govern the relationship between measurement and markets is now urgent. This project provides the first historical study of media ratings in Australia and internationally, the companies providing ratings and the media organisations using them. The study provides a detailed analysis of the emergence and transformation of media ratings in order to assist in the development of new practices and to promote better public and media industry understanding of the character, productivity, limits and challenges facing ratings conventions.

**DP0772878** Prof PE Love; Dr C Standing; Prof Z Irani

**Approved Project Title** **Dynamic Life Cycle Evaluation of Customer Relationship Management Systems**

**2007 :** \$63,779

**2008 :** \$54,979

**2009 :** \$61,259

**Primary RFCD** 2801 INFORMATION SYSTEMS

**Administering Organisation** Edith Cowan University

#### Project Summary

Striving to become a knowledge based nation is dependent upon effective adoption, diffusion and implementation of information and communication technology throughout the business community. This research will produce a dynamic model that can be used to evaluate enterprise wide applications such as electronic Customer Relationship Management (CRM) so that managers can examine the impact of new technology on business processes. In addition, the research will provide managers with the foundation of knowledge needed to guide and support their decision-making when implementing new technology.

**DP0772899** Dr M Thomas; Dr M Ziman; Prof LD Beazley; Dr R Barker

**Approved Project Title** **Neurological cell replacement therapies: improving outcomes by matching developmental profiles of transplanted cells with the damaged brain area.**

**2007 :** \$88,000

**2008 :** \$85,000

**2009 :** \$80,000

**Primary RFCD** 2705 ZOOLOGY

**Administering Organisation** Edith Cowan University

#### Project Summary

Stem cell transplantation offers a way to replace nerve cells lost due to acute CNS injury or chronic degenerative conditions such as Parkinson's Disease. However, to date, results have been disappointing because of poor differentiation, survival and integration of stem cells confounded by ethical issues associated with the use of embryos as the source of stem cells. The experiments conducted in this study will provide strategies to improve the efficacy of stem cell transplantation into the damaged CNS as well as developing the use of autologous bone marrow stem cells for repair. Outcomes will be improved transplant methodologies and expertise for the bio-technology industry.