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Recently increased emphasis has been placed on bridging the communication and involvement gaps between scientists and the general public, in an attempt to prevent past alienation of groups who have had a significant stake-holding in research projects.

On Auckland's North Shore such an attempt was made to involve the community in the collection of data for a large-scale assessment (2000+ observations) of urban kereru (*Hemiphaga novaeseelandiae*), and to then communicate that data between the laymen and the scientists. The study aimed to use 44 local observers for collecting data to determine kererū densities, flight paths, local phenology and temporal variation in behaviour over a 2 year period (December 1997 to January 2000, ongoing). Specific logistical and analytical problems encountered included pseudo-replication of observations, zero-errors (confounding between non-response and no observations), the changing layout of the data sheet over the 2-year period, with problems abbreviating species names and problems with differentiating any changes in total counts between increased kereru activity (density) or increased observer effort. Because of these biases the data were most suited for inferring conclusions on variation in behavioural allocation by kereru over the study period. By refining the data collection methods it is possible to overcome most of these problems and from this guidelines for future studies in similar areas, including a more optimal data collection sheet, are made. In this context the Urban Kereru Study acts as a "pilot study" for future large-scale community involved research projects.